

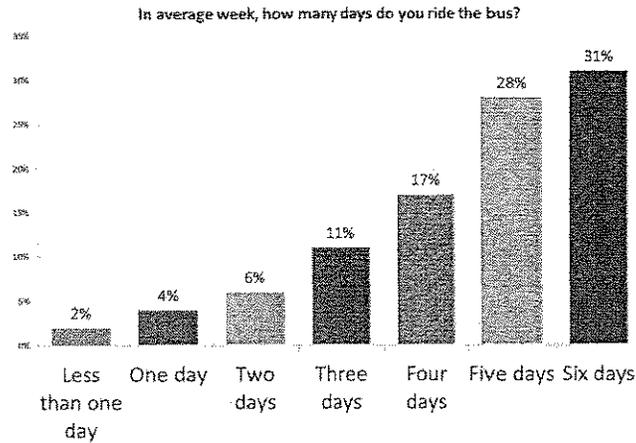
# Valley Transit

## Onboard Survey 2014

### Highlights: Rider Profile

- Valley Transit is heavily used by its riders: 59% ride five or six days a week. (#3)
- Like most transit systems in the United States, Valley Transit experiences substantial turnover of customers annually: 28% have been riding for one year or less. (#4)
- Many Valley Transit riders are fairly long-term customers: 35% have ridden for five or more years. (#4)

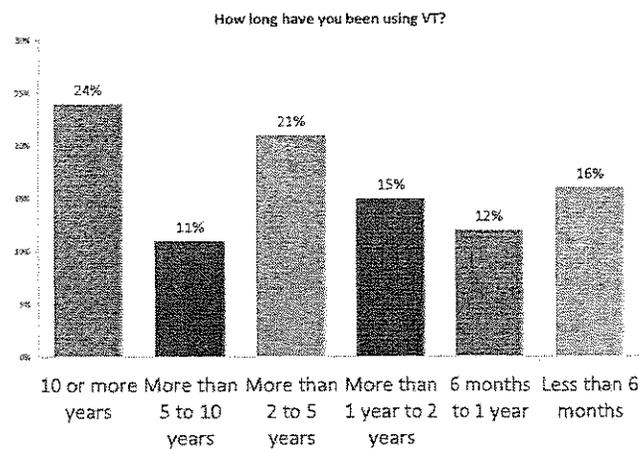
## Weekly Frequency of Using Valley Transit



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## Duration of Using Valley Transit



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## Highlights: Rider Profile

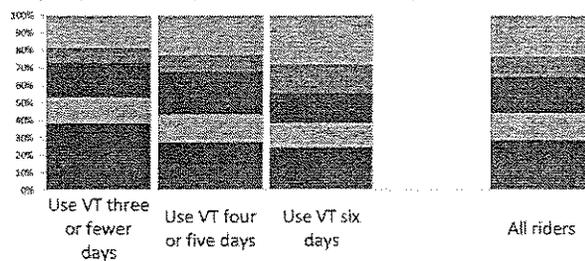
- Those riders who use Valley Transit most intensively (6 days a week) are more likely to be long-term riders. (#6)
- That is, of those riders who use Valley Transit six days a week, 45% have used it for five or more years compared to only 28% of those who use it three or fewer days each week. (#6)
- In other words, your most intensive users are also your long-term users. This is not unusual.

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## Duration of Using Valley Transit by Frequency of Using Valley Transit

Q2 Weekly frequency of using VT, by Q1 duration of using it



	How long have you been using VT?			
■ 10 or more years	19%	23%	28%	24%
■ More than 5 to 10 years	9%	9%	17%	12%
■ More than 2 to 5 years	19%	24%	17%	21%
■ More than 1 year to 2 years	15%	16%	14%	15%
■ 6 months to 1 year	13%	12%	12%	12%
■ Less than 6 months	25%	15%	13%	16%

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## Highlights: Rider Profile

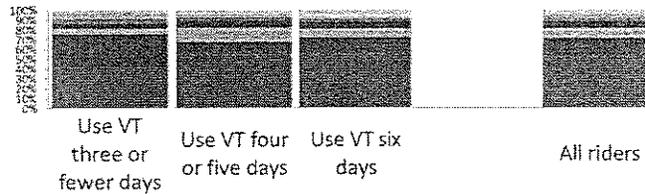
- Most Valley Transit riders use it to get to work (54%) or to school (15%). Another 17% use it for shopping. This means there is significant current and future economic impact of the service. (#8)
- The time of day cited by more riders than any other as a time of day when they use Valley Transit is from 3:01 PM to 5:00 PM (41%). (#9)

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## Trip Purpose

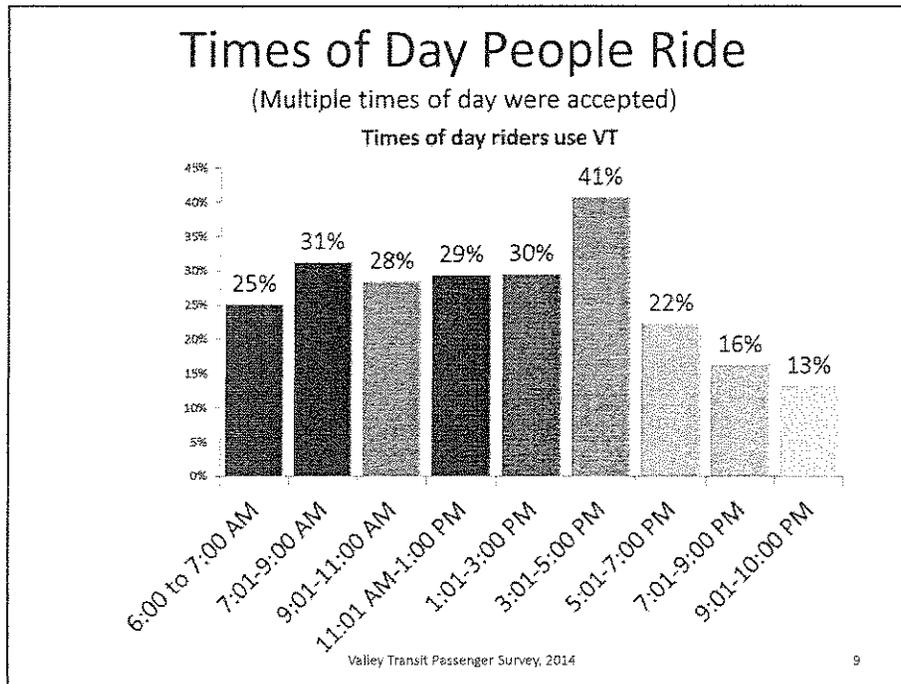
Q5 Trip purpose, by Q2 frequency of using VT



Main purpose of your trip	Q2 frequency of using VT			
	Use VT three or fewer days	Use VT four or five days	Use VT six days	All riders
Primary school	1%	2%	2%	1%
College	2%	3%	5%	3%
Medical	6%	3%	2%	3%
Recreation-Visit	5%	3%	3%	4%
Social Service	5%	7%	7%	6%
Middle-High school	6%	15%	9%	11%
Shopping	31%	11%	15%	17%
Work	44%	57%	57%	54%

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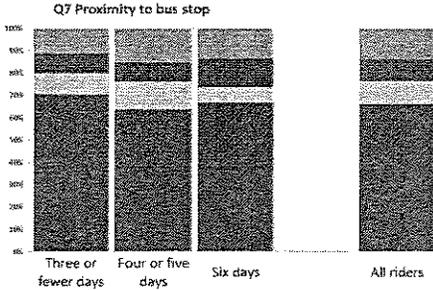
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## Highlights: Rider Profile

- Most riders, 66%, live within one or two blocks of the bus stop they used the day of the survey, while another 20% came from three to five blocks. And 14% transferred from another bus – quite a low rate of transferring compared to larger systems. (#11)
- If Valley Transit were unavailable, a fourth of riders (25%) said they would not have made the trip at all. However the balance, 75%, said they would have found another mode. Only 11% for the latter group, however, said they would drive. The reason is that very few have a vehicle. (#12 and #18)

# Proximity to the Bus Stop



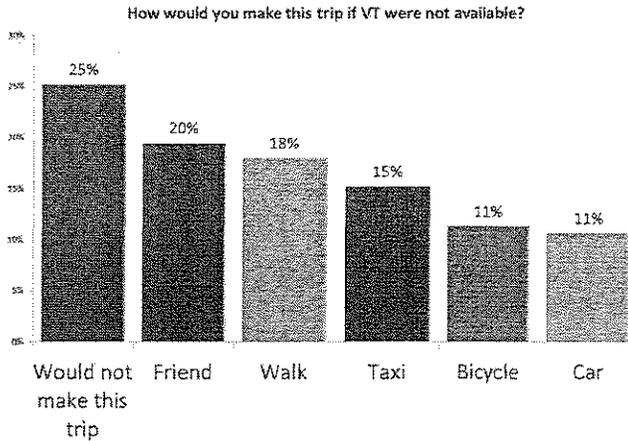
How far did you come to get to the bus stop for this bus?

	Three or fewer days	Four or five days	Six days	All riders
Transferred from another bus route	11%	15%	14%	14%
5 blocks	9%	8%	12%	10%
3-4 blocks	9%	12%	7%	10%
1-2 blocks	28%	26%	31%	28%
< 1 block	42%	37%	36%	38%

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# If Valley Transit Were Not Available



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## Highlights: Paying the Fare

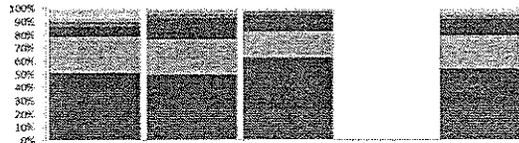
- Most riders pay the fare with cash (27%) or a thirty day pass (26%) or a ten ride ticket (25%), while another 13% use an AASD Student ID. (#9)
- As one would expect, the six-day-per-week riders are the most likely to use a thirty day pass (40%). The least frequent riders, as one would expect, are least likely (11%) to use a thirty day pass and most likely to use cash (40%). (#9)

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## Paying the Fare

Q9 How did you pay your fare on this bus today?



	Three or fewer days	Four or five days	Six days	All riders
How will you pay your fare on this bus today?				
Free ride ticket	2%	1%	1%	1%
Single ride ticket	6%	1%	1%	2%
Transferred from other bus	2%	3%	1%	2%
Day pass	3%	3%	2%	3%
AASD Student ID	8%	16%	13%	13%
10 ride ticket	27%	27%	20%	25%
30 day pass	11%	25%	40%	26%
Cash	40%	24%	22%	27%

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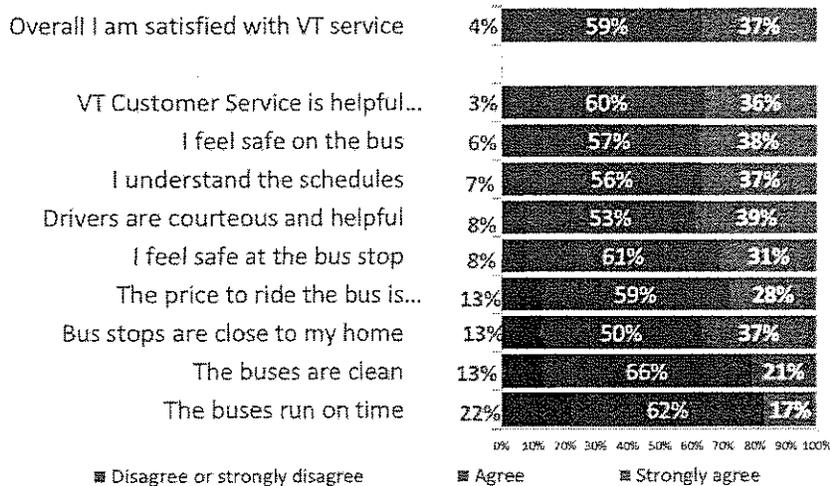
## Highlights: Service Ratings

- Service ratings are positive on all elements of service. Asked how strongly they agreed or disagreed with the statement that “Overall I am satisfied with Valley Transit service,” the overall rating of Valley Transit is positive, with 37% saying they “strongly agree” and another 59% saying simply that they “agree” with that statement for a total of 96% indicating satisfaction. (#16)
- Driver helpfulness and courtesy was similarly rated well with a total of 92% agreeing or agreeing strongly that “Drivers are courteous and helpful.” (#16)
- As with virtually all systems that use only buses, on-time performance had a positive rating, but a rating that was lowest score among all aspects of service rated, with 79% agreeing that “The buses run on time.” Given traffic, weather, human mis-perception of timeliness, and other factors, this is virtually always the lowest scoring item when passenger surveys are conducted in an all-bus system. (#16)

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## Customer Service Ratings



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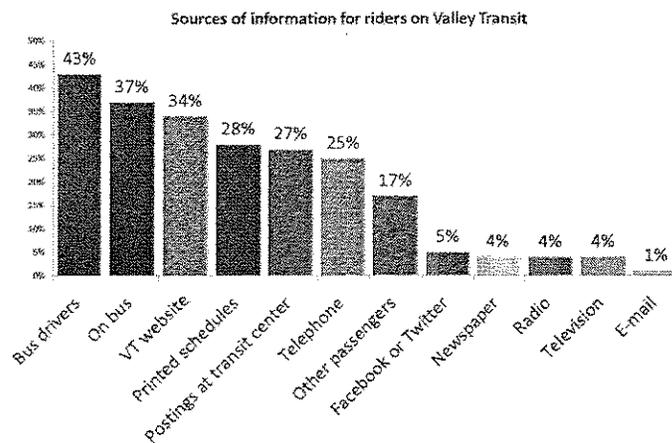
## Highlights: Information Sources

- Even in this era of electronic communication, a great many Valley Transit riders say that they get their information in traditional ways. For example, 43% say they get information from their bus driver, and another 37% say they get information on the bus. (#18)
- Similarly, 28% indicate they use printed schedules, and 27% postings at the transit center. (#18)
- On the other hand, approximately 1/3 (34%) say they obtain their information from the Valley Transit website, and if you say they rely on Facebook or twitter (5%). (#18)

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## Sources of Information



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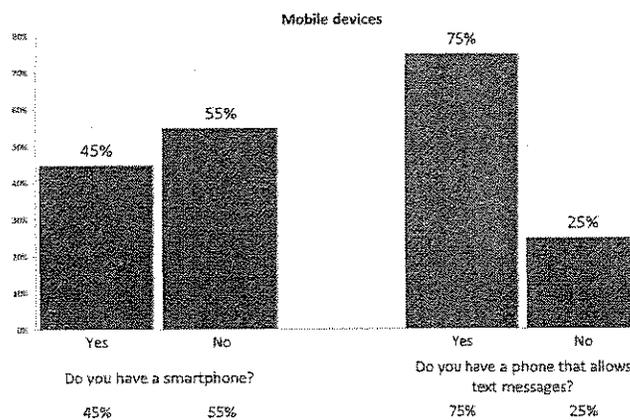
## Highlights: Mobile Phones

- While we can assume that most riders today have a mobile phone, 45% say they have a smartphone, while 55% said they do not have a smartphone. (#20)
- On the other hand, 75% indicate that they have a phone that allows text messages, an indication that the Valley Transit ridership is ready to receive information by text, although not yet entirely ready to obtain information by a mobile device from a website. (#20)

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## Mobile Phones



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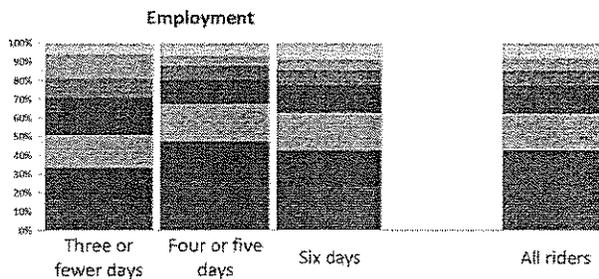
## Highlights: Employment/Transit Dependence

- Most riders are employed full-time (23%) or part-time (20%) or are students-only, not also employed (20%). Some are students who are also employed full-time (6%) or part-time (8%). (#22)
- Thus, of all Valley Transit riders, 77% are employed at least part-time. (#22)
- Most Valley Transit riders (58%) are transit-dependent in the sense that they have neither a vehicle nor license to drive. Another 25% indicate they have a license, but no vehicle available. The latter situation often arises among students, and among homemakers. (#23).

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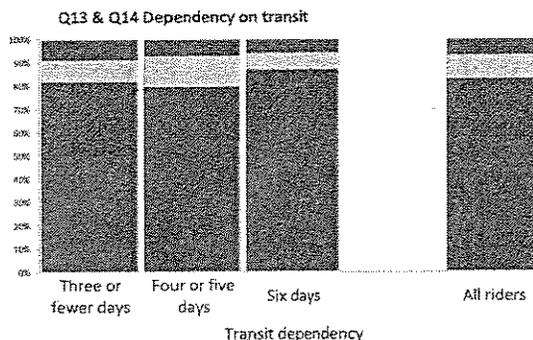
## Employment



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## Transit Dependency



Transit dependency	Three or fewer days	Four or five days	Six days	All riders
Vehicle & license	9%	7%	6%	7%
Vehicle but no license	9%	13%	7%	10%
License but no vehicle	32%	23%	22%	25%
Neither vehicle nor license	50%	55%	65%	58%

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## Highlights: Demographics

- Unlike riders of most transit systems, more riders are men (55%) than women (45%). (#25). The more common tendency is for more women than men to use public transit.
- The average age of the Valley Transit rider is 36 years old. Many riders are 30 years old or younger (46%). However, a substantial contingent (22%) is over the age of 50. (#25)
- Many of the Valley Transit riders live alone(37%), but a substantial number (27%) live in rather large households of four persons or more. (#25)
- As with riders in most transit systems riders using Valley Transit tend to have low incomes. 43% indicate that their combined household incomes are less than \$10,000 a year, and another 27% indicate that their combined household incomes are below \$20,000. Only 3% report that their incomes are \$75,000 or more. (#25)

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## Demographics

### Rider Demographics

		Frequency of riding Valley Transit			All riders
		Three or fewer days	Four or five days	Six days	
Gender	Male	55%	56%	53%	55%
	Female	45%	44%	47%	45%
Age group	11 to 23	31%	32%	28%	30%
	24 to 30	16%	14%	18%	16%
	31 to 43	20%	20%	21%	20%
	44 to 50	8%	13%	14%	12%
	51 or older	25%	20%	20%	22%
Number of people living in the household	One	40%	33%	38%	37%
	Two	27%	21%	22%	23%
	Three	10%	16%	13%	14%
	Four or more	23%	30%	26%	27%
What is your household's (combined) annual income?	< \$10,000	37%	38%	54%	43%
	\$10,000 - \$14,999	17%	8%	10%	11%
	\$15,000-\$19,999	13%	17%	16%	16%
	\$20,000 - \$24,999	6%	9%	6%	7%
	\$25,000-\$34,999	10%	12%	7%	10%
	\$35,000-\$49,999	6%	6%	3%	5%
	\$50,000-\$74,999	5%	5%	3%	5%
	\$75,000 or more	5%	4%	0%	3%

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## Highlights: Demographics

- In terms of ethnicity and race, almost three fourths of riders (72%) identify themselves as "white," while another 12% identify themselves as African-American. (#27)
- Of all Valley Transit riders, 12% identify themselves as Hispanic. (#27)
- Of all riders, only 9% indicate that English is not their primary language. (#27)
- Of the small group who indicated that English is not their primary language, 94% indicated that they speak English very well or well. (#27)

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# Demographics

## Rider Demographics

		<u>Frequency of riding Valley Transit</u>			
		<u>Three or fewer days</u>	<u>Four or five days</u>	<u>Six days</u>	<u>All riders</u>
Do you consider yourself (please select one)	White	73%	73%	70%	72%
	African American	9%	13%	12%	12%
	Asian	5%	3%	2%	3%
	Native American	3%	2%	5%	3%
	Multiple race	7%	6%	8%	7%
	Other	3%	3%	4%	3%
Are you Hispanic?	Yes	10%	13%	11%	12%
	No	90%	87%	89%	88%
Is English your primary language?	Yes	92%	92%	89%	91%
	No	8%	8%	11%	9%
If English is not your primary language, how well do you understand the English language?	Very well	82%	84%	74%	80%
	Well	12%	11%	20%	14%
	Not well	3%	4%	4%	3%
	Not at all	3%	1%	2%	2%

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