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Bus Satisfaction Survey Results December 2005

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Objectives

- To determine the satisfaction with various aspects of the OCTA bus system as well as overall satisfaction
- To assess general travel behavior of bus patrons in Orange County
- To collect demographic information on OCTA bus patrons



Methodology

- **Intercept Interviews**
 - Random sample of 1000 OCTA bus patrons
 - Mix of gender and age
 - Loose quota of 100-200 teens aged 13-17
 - Survey conducted in both English and Spanish



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Summary of Key Findings



Summary of Key Findings

- ✓ Respondents are satisfied with OCTA bus service
- ✓ Almost half say service is better than one year ago
- ✓ They are satisfied with most OCTA bus services/issues
- ✓ They feel that frequency of service is the most important area in which OCTA should make improvements



Summary of Key Findings

- ✓ The primary reason they are riding the bus is lack of car
- ✓ The most common source for getting information about bus service is the Bus Book
- ✓ The most common purpose for current bus trip was to get to or from work
- ✓ There is high awareness of the OCTA bus passes



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Satisfaction with OCTA

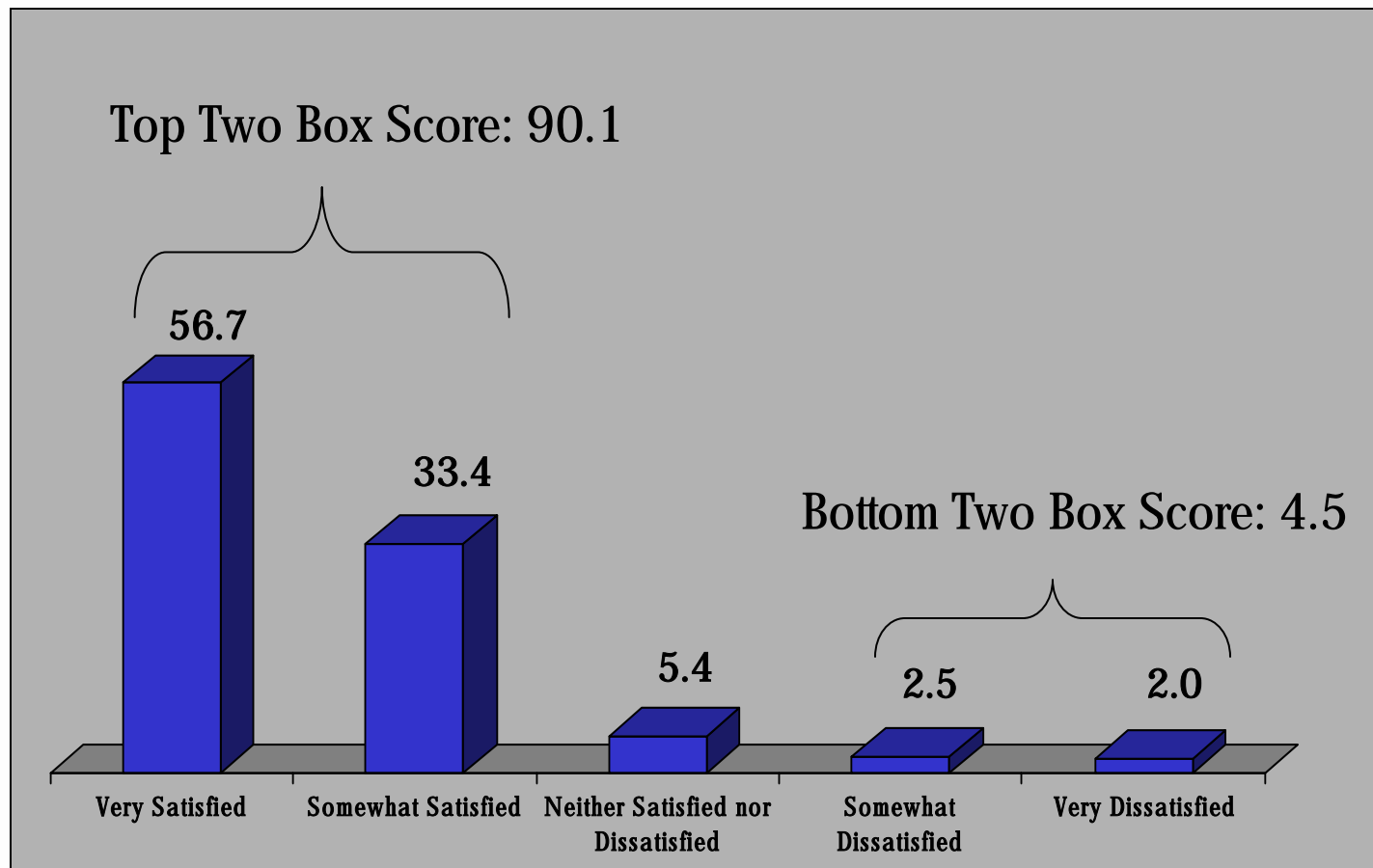
In-depth Findings



Satisfaction with OCTA

- Respondents are satisfied with current service
 - 90.1% say they are satisfied
 - 4.5% say they are dissatisfied

Q1. Overall, how satisfied are you with the current bus transportation services?





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Satisfaction with OCTA

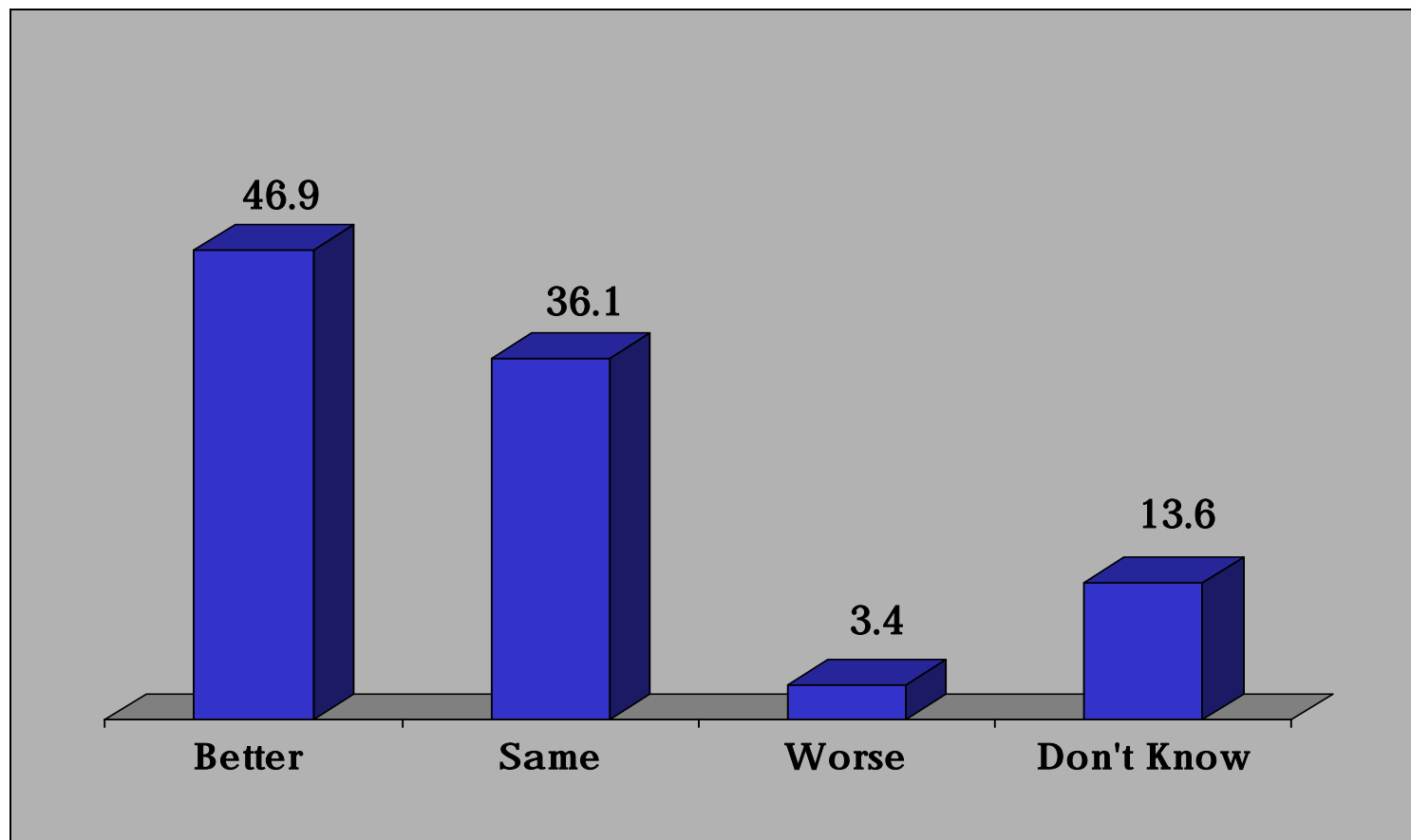
- Almost half say service is better than one year ago

- 46.9% say it is better
- 36.1% say it is the same
- 3.4% say it is worse

(Hispanics are more likely than Caucasians to say service is better than one year ago)

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Q2. Would you say the bus transportation services are better, worse or the same as twelve months ago?





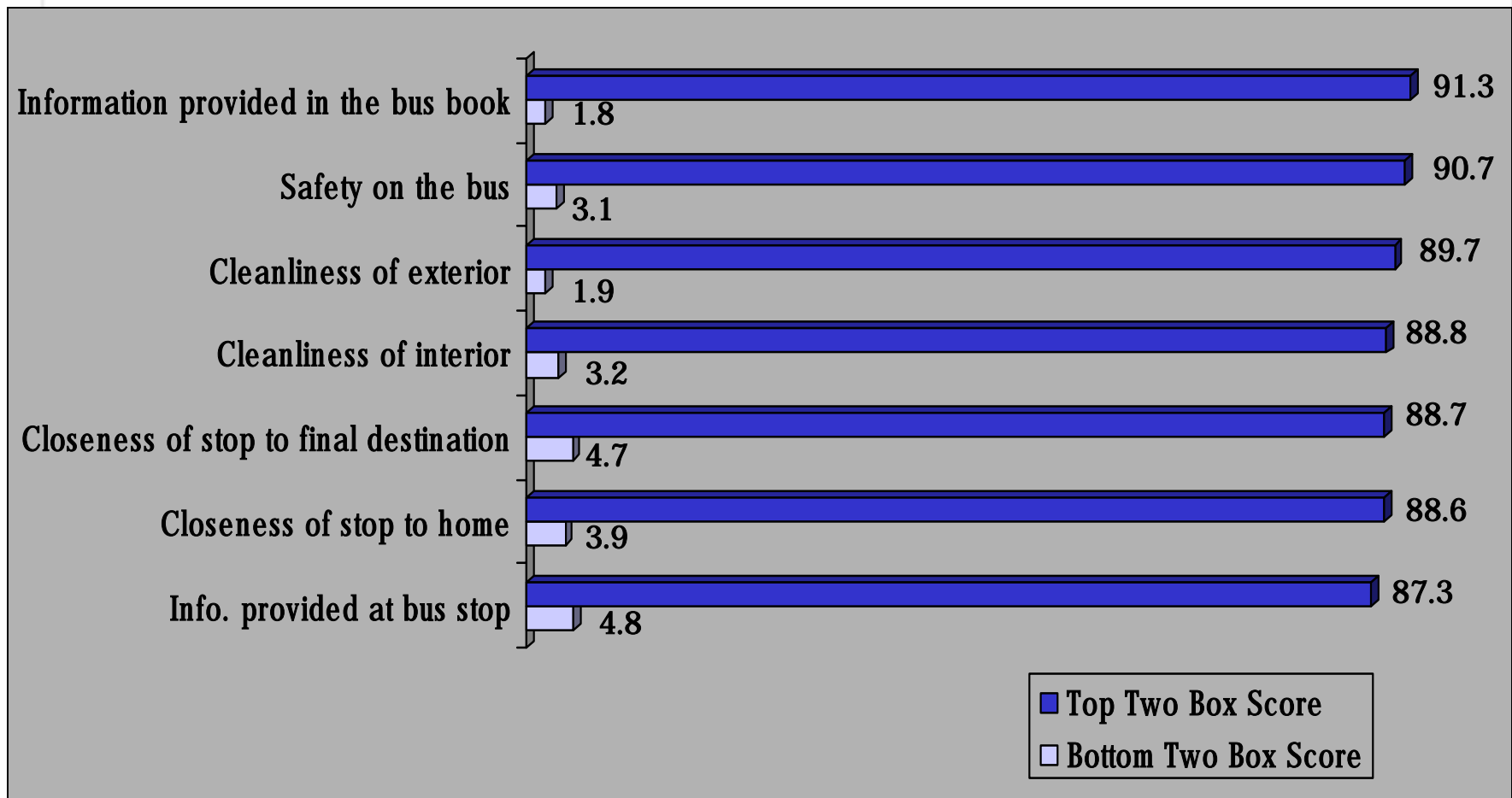
Satisfaction with OCTA

- Riders are satisfied with most aspects of bus service
 - Highest satisfaction:
 - Information provided in Bus Book (91.3%)
 - Safety on the bus (90.7%)Top Two Box Score
 - Lowest satisfaction:
 - Availability of weekend bus service (19.6%)
 - Availability of evening bus service (19.8%)Bottom Two Box Score

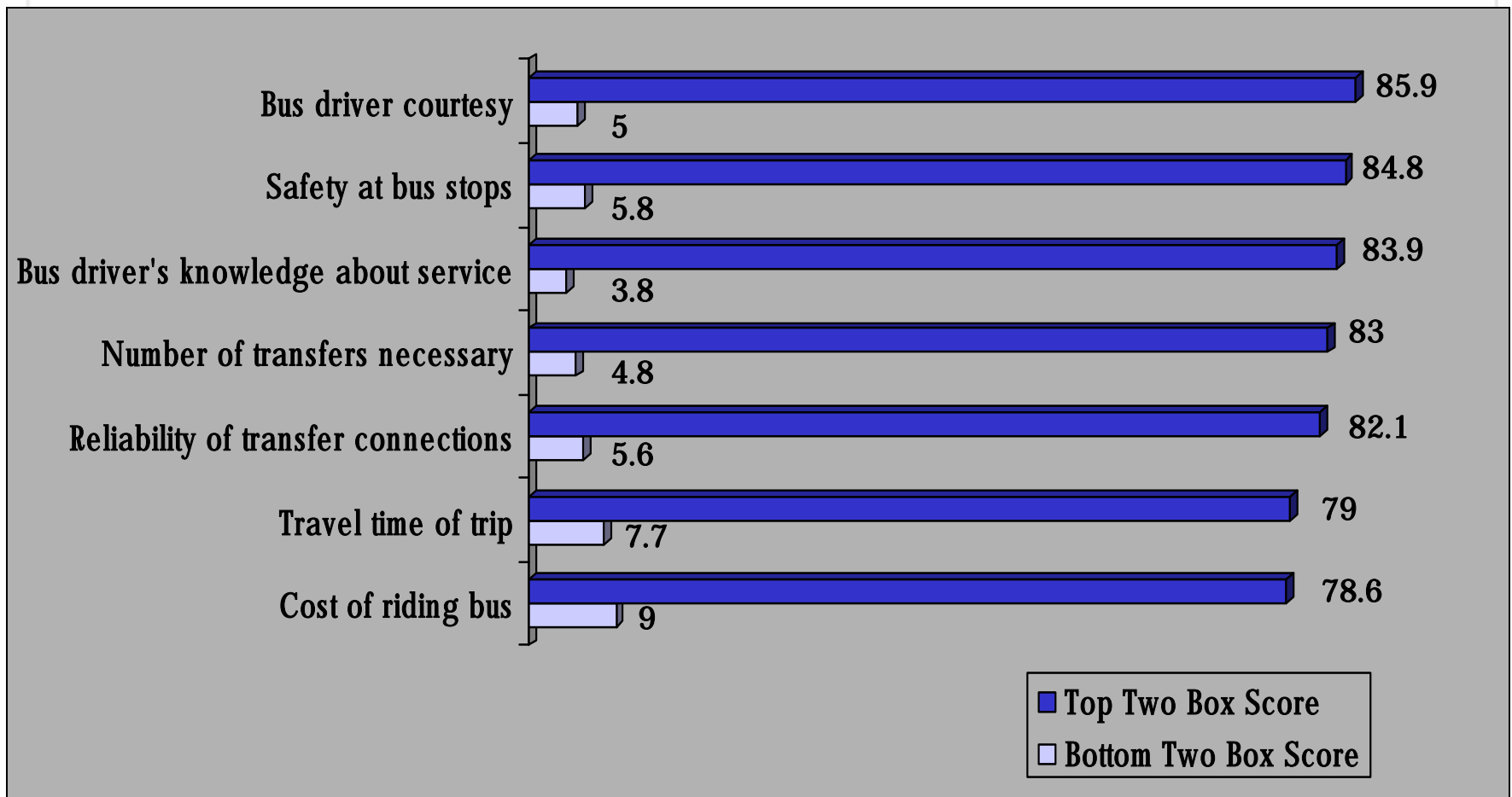


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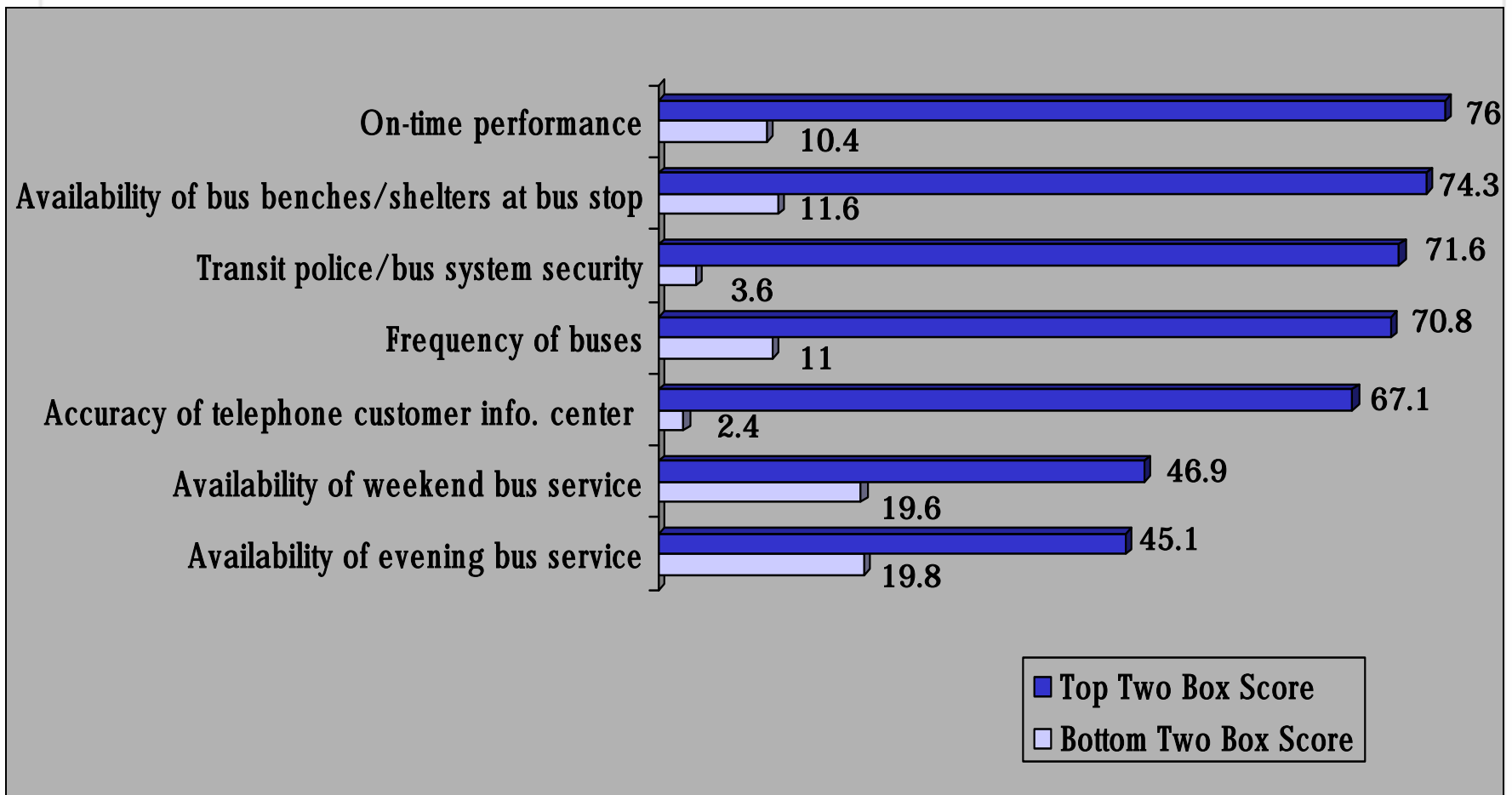
Q3. Thinking about your most recent bus trips, on a scale of one to five where 1 mean very satisfied and five means very dissatisfied, how would you rate the following items?



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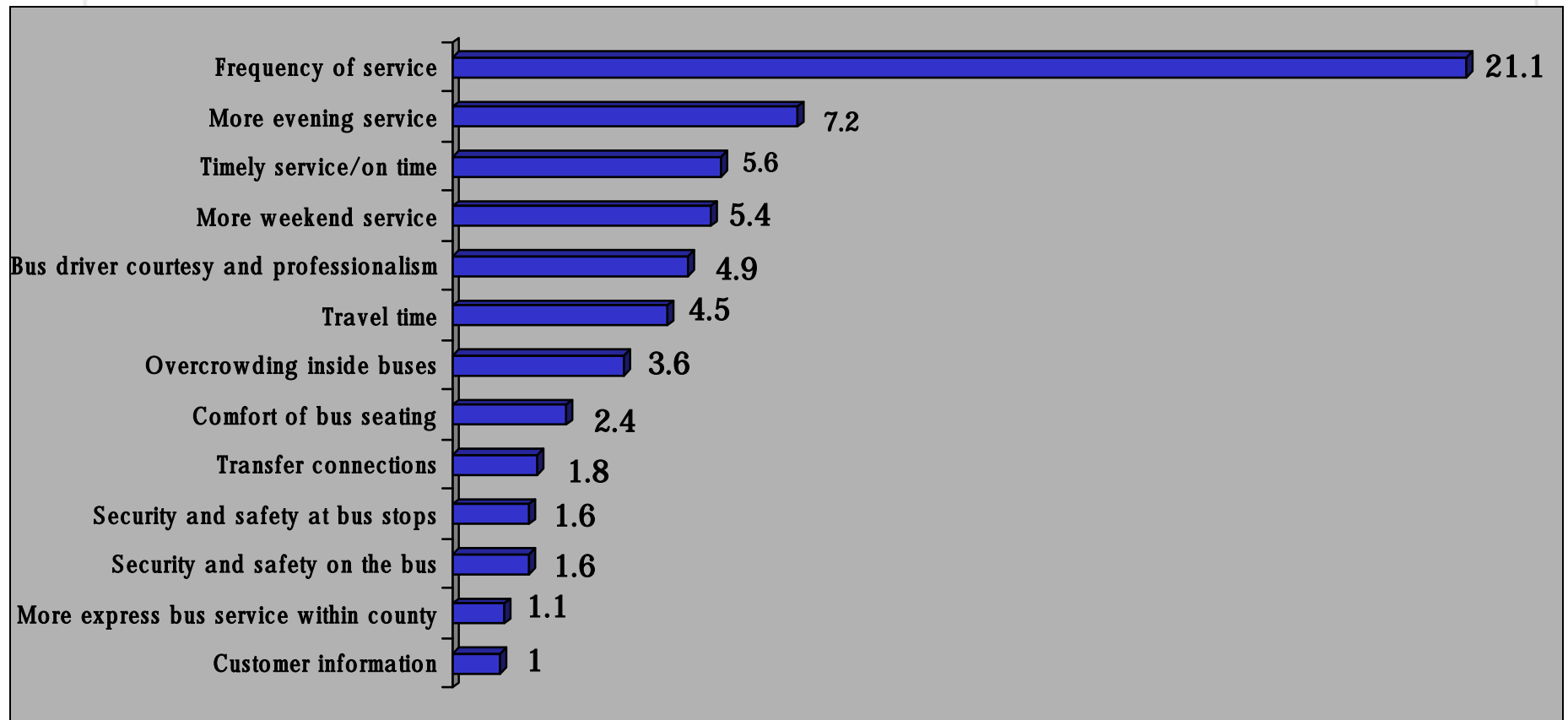
Satisfaction with OCTA

- Respondents feel frequency of service is the most important area in which OCTA should make improvements
- Top three areas for improvements:
 - Frequency of service (21.1%)
 - More evening service (7.2%)
 - Timely service (5.6%)



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Q4. Besides price, what is the single most important area in which OCTA should make improvements to bus service?



All other issues less than one percent



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Bus Service Usage In-depth Findings



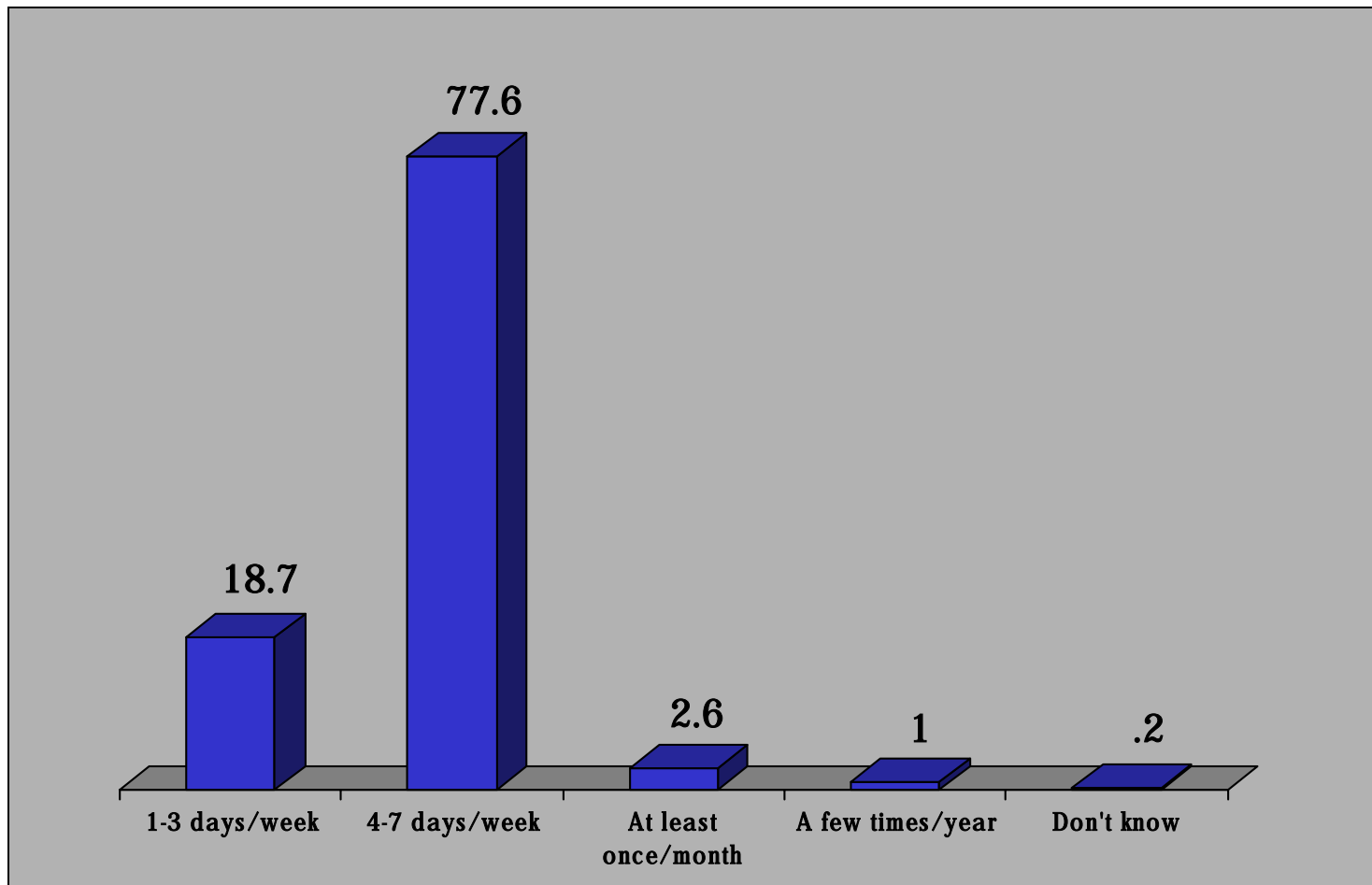
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Bus Service Usage

- **Most ride the bus 4-7 days/week (77.6%)**
 - 18.7% ride 1-3 days per week
 - 2.6% ride at least once per month
 - 1% ride a few times a year

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Q5. How often do you currently ride an OCTA bus?



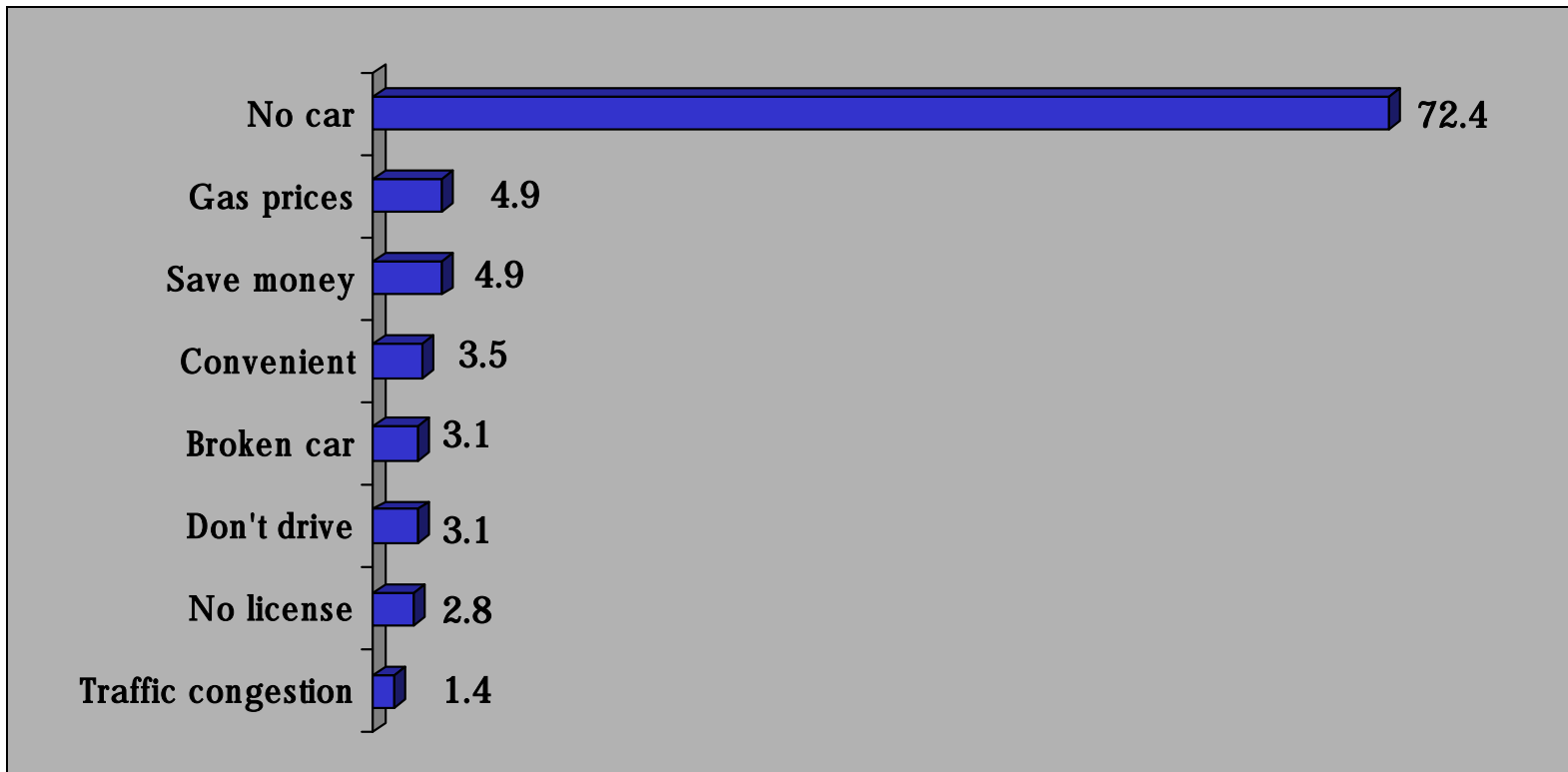
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Bus Service Usage

- Lack of car is the reason most are riding the bus (72.4%)
(This reason was highest among Hispanics)

Q6. What is the primary reason you ride the OCTA bus instead of using other means of transportation?



All other issues less than one percent



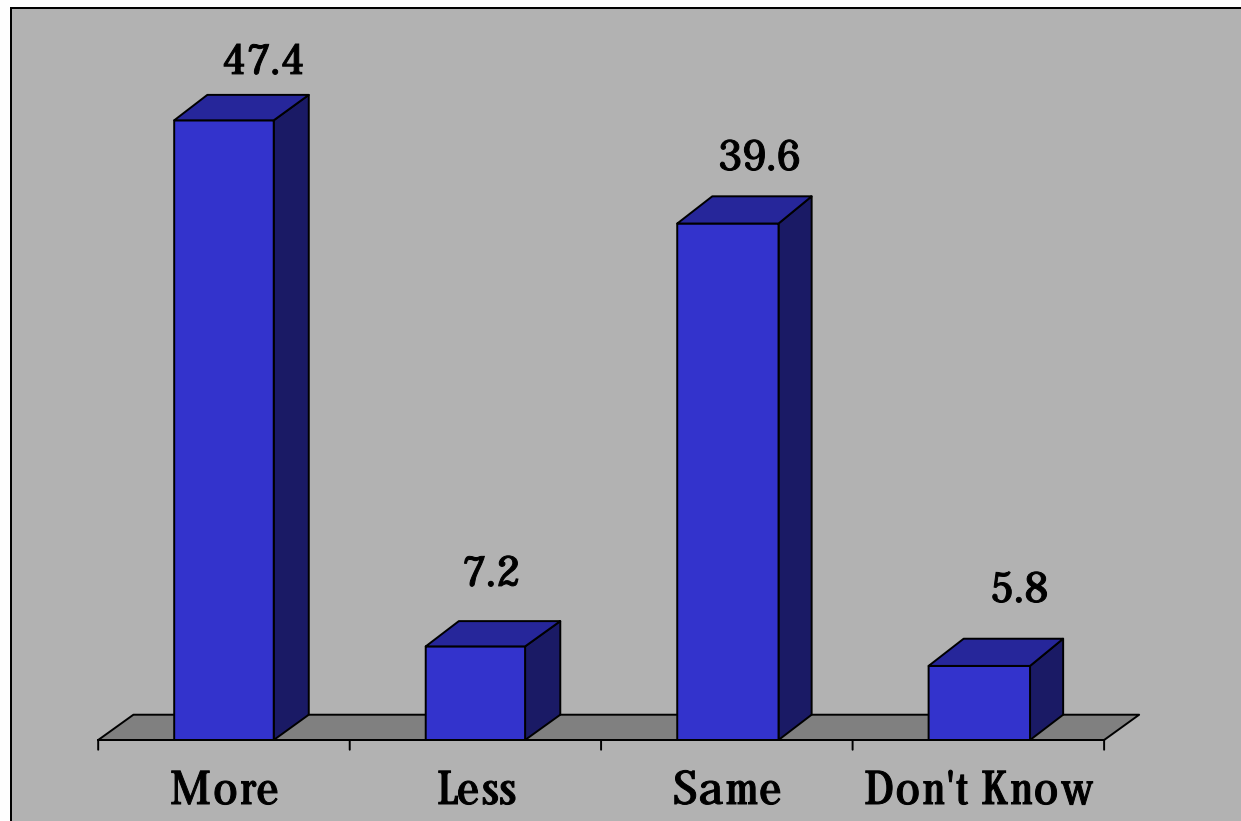
Bus Service Usage

- Almost half said they are riding the bus more often than last year
 - 47.4% say they are riding more
 - 7.2% say they are riding less
 - 39.6% say they are riding the same amount



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Q7. Would you say that you're riding an OCTA bus more often, less often or about the same as you were twelve months ago?



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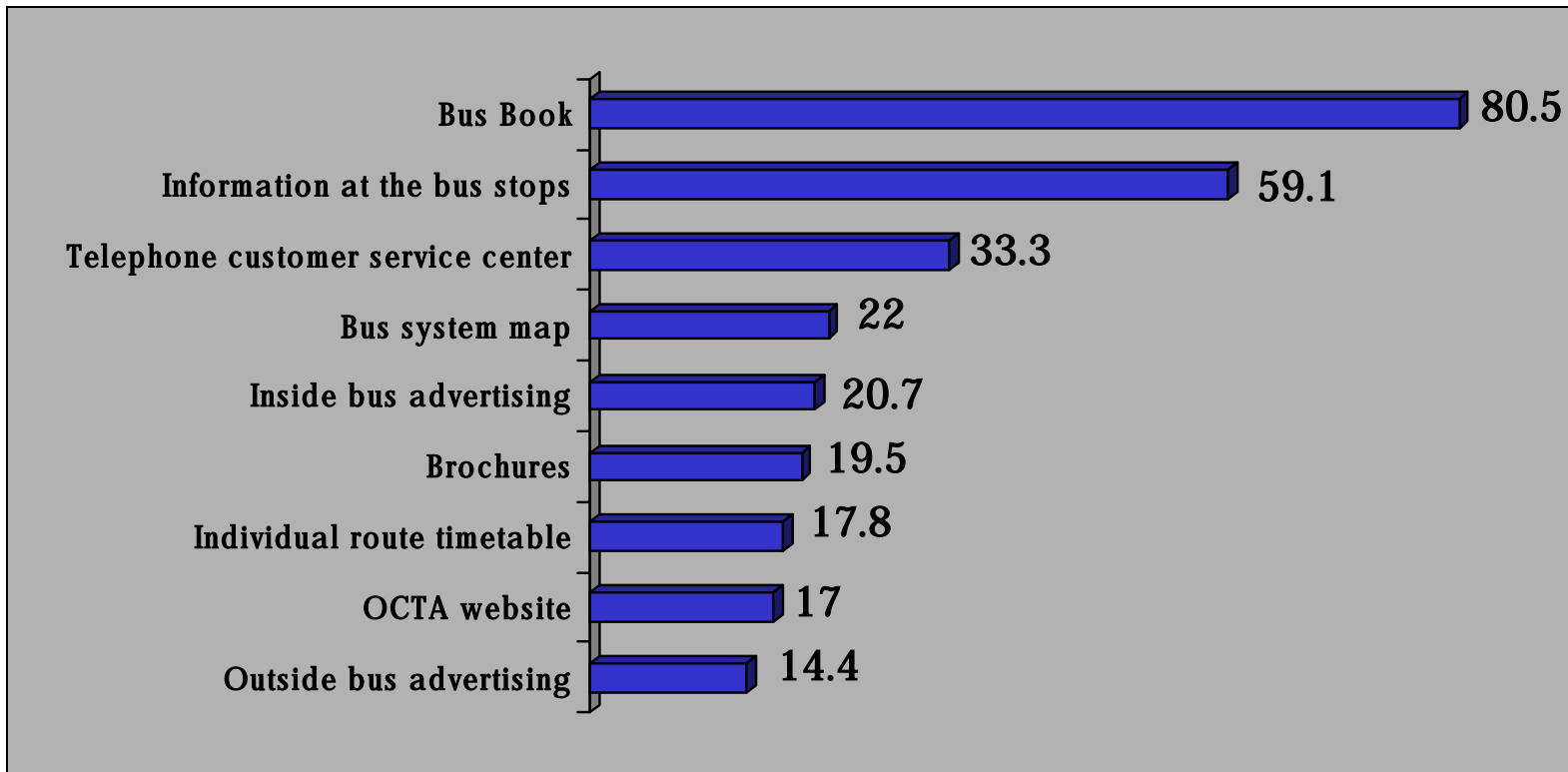
Sources and Information In-depth Findings



Sources and Information

- Bus Book is the most common used source for getting information about OCTA bus service
- Top five sources for information
 - Bus Book (80.5%)
 - Information at the bus stops (59.1%)
 - Telephone customer service center (33.3%)
 - Bus system map (22%)
 - Inside bus advertising (20.7%)

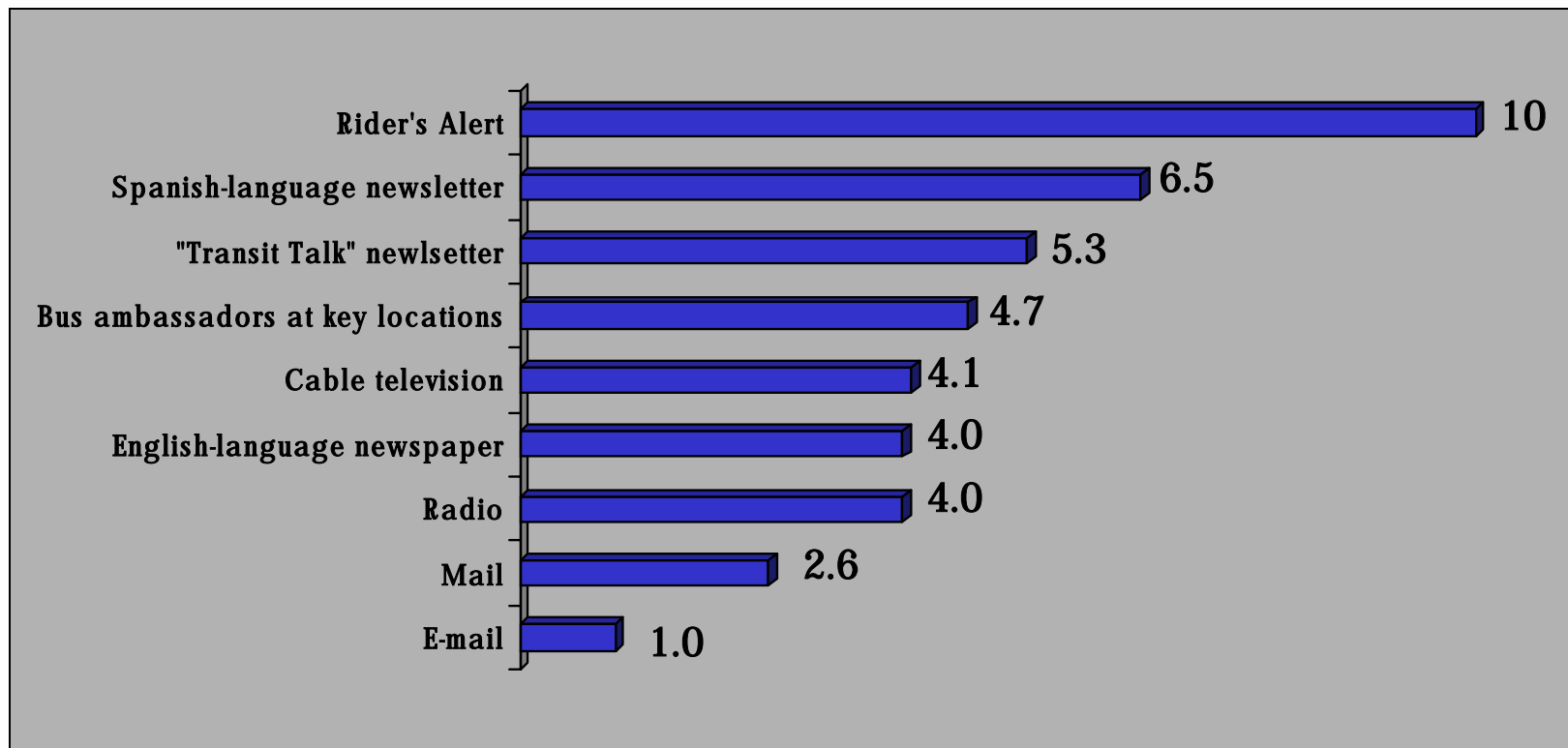
Q8. Which of the following sources have you used for getting information about OCTA bus service?



All other issues less than one percent



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All other issues less than one percent



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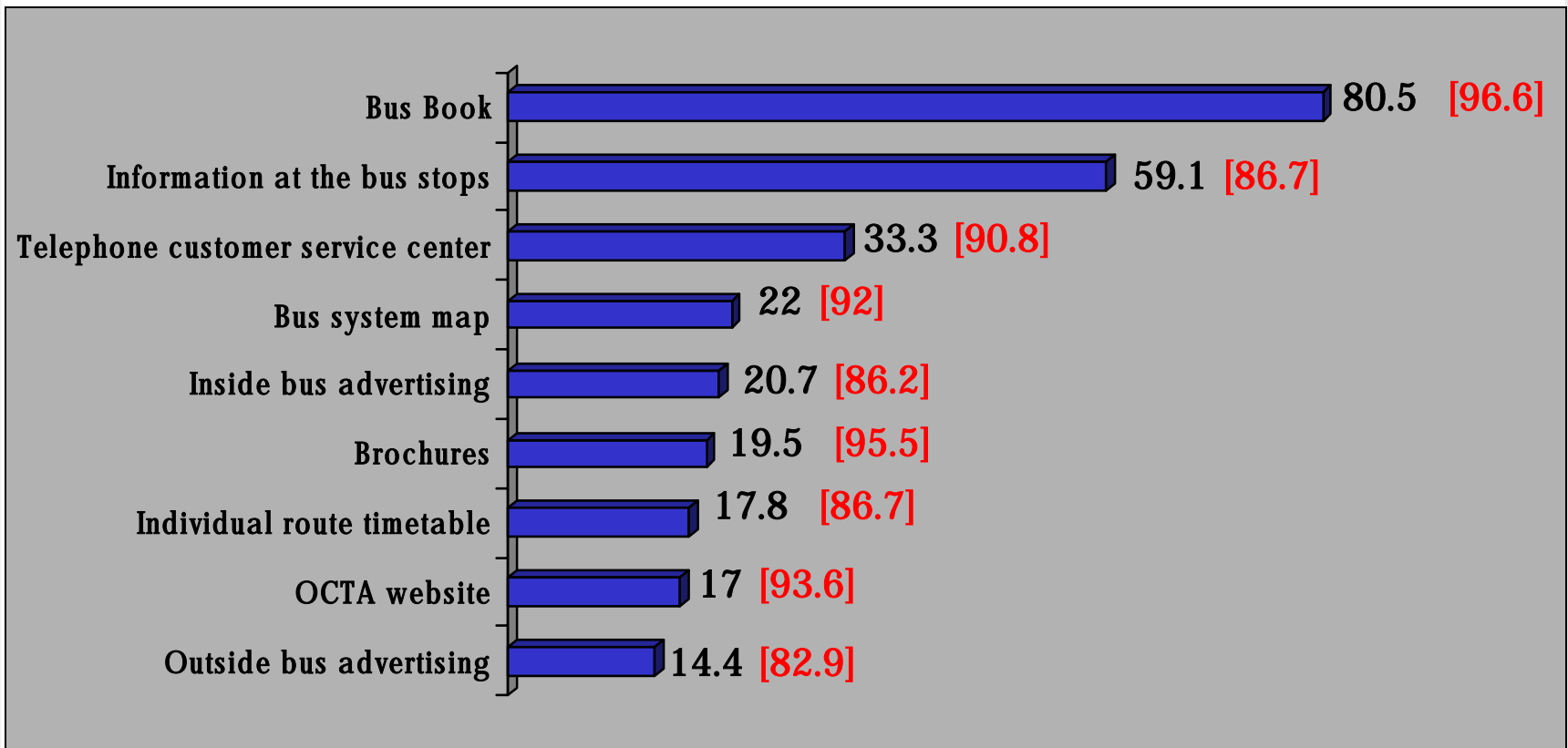
Sources and Information

- They felt the sources used were effective at getting information about OCTA bus service

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Q9. Of the sources you have used, how effective were they at getting information about OCTA bus service to you?

Top Two Box Effectiveness Score in Red/Brackets

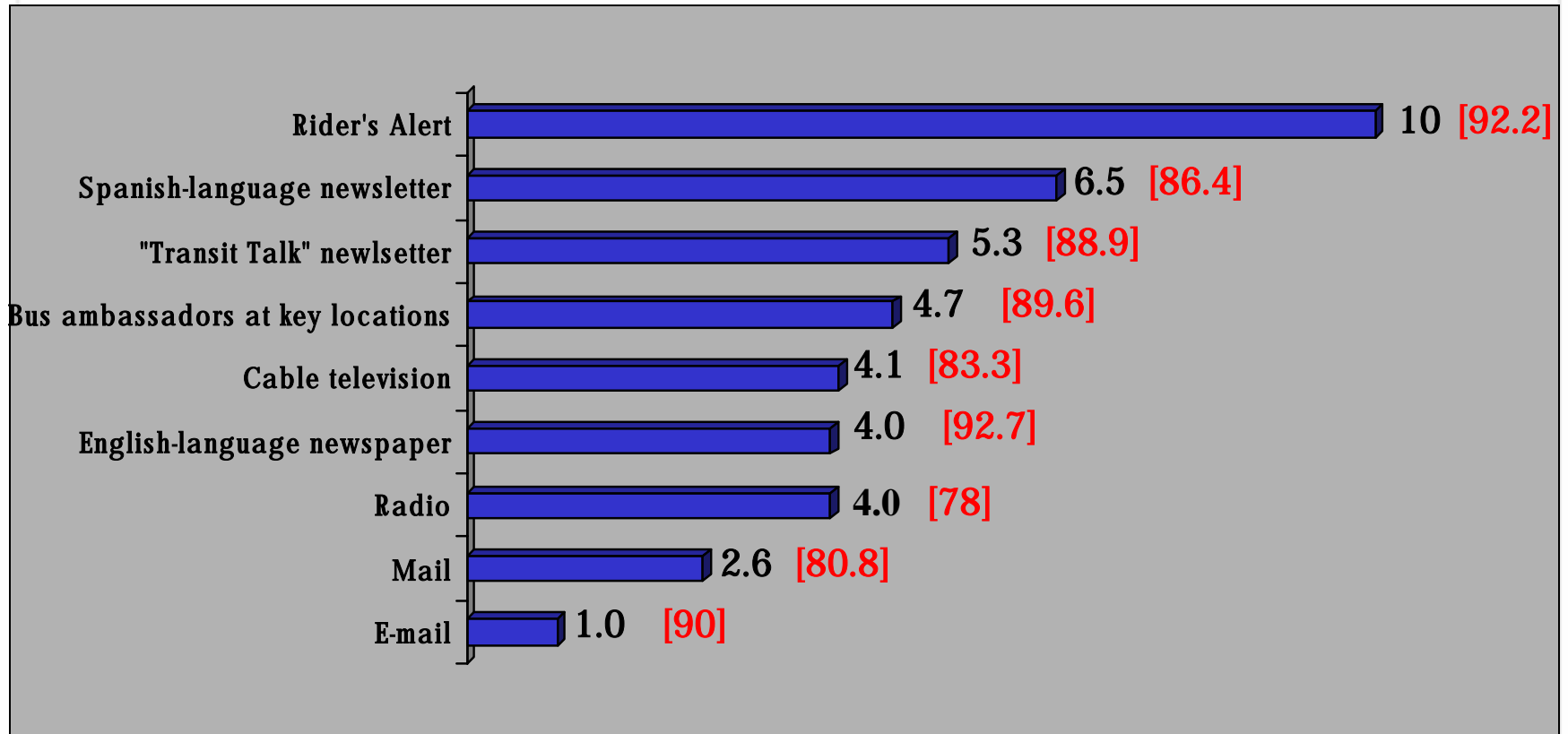




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Q9. Of the sources you have used, how effective were they at getting information about OCTA bus service to you?

Top Two Box Effectiveness Score in Red/Brackets





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Current Trip Information

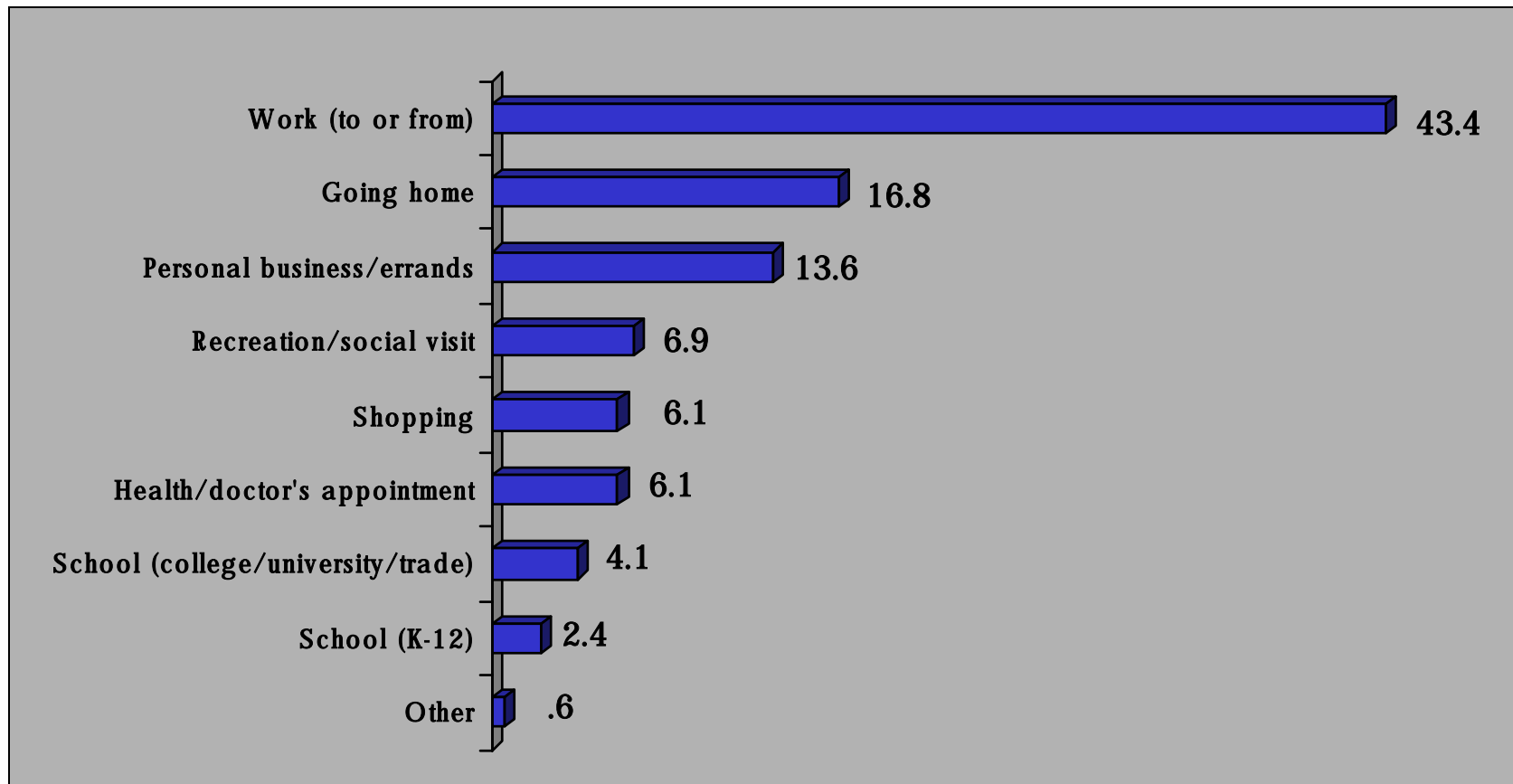
In-depth Findings



Current Trip Information

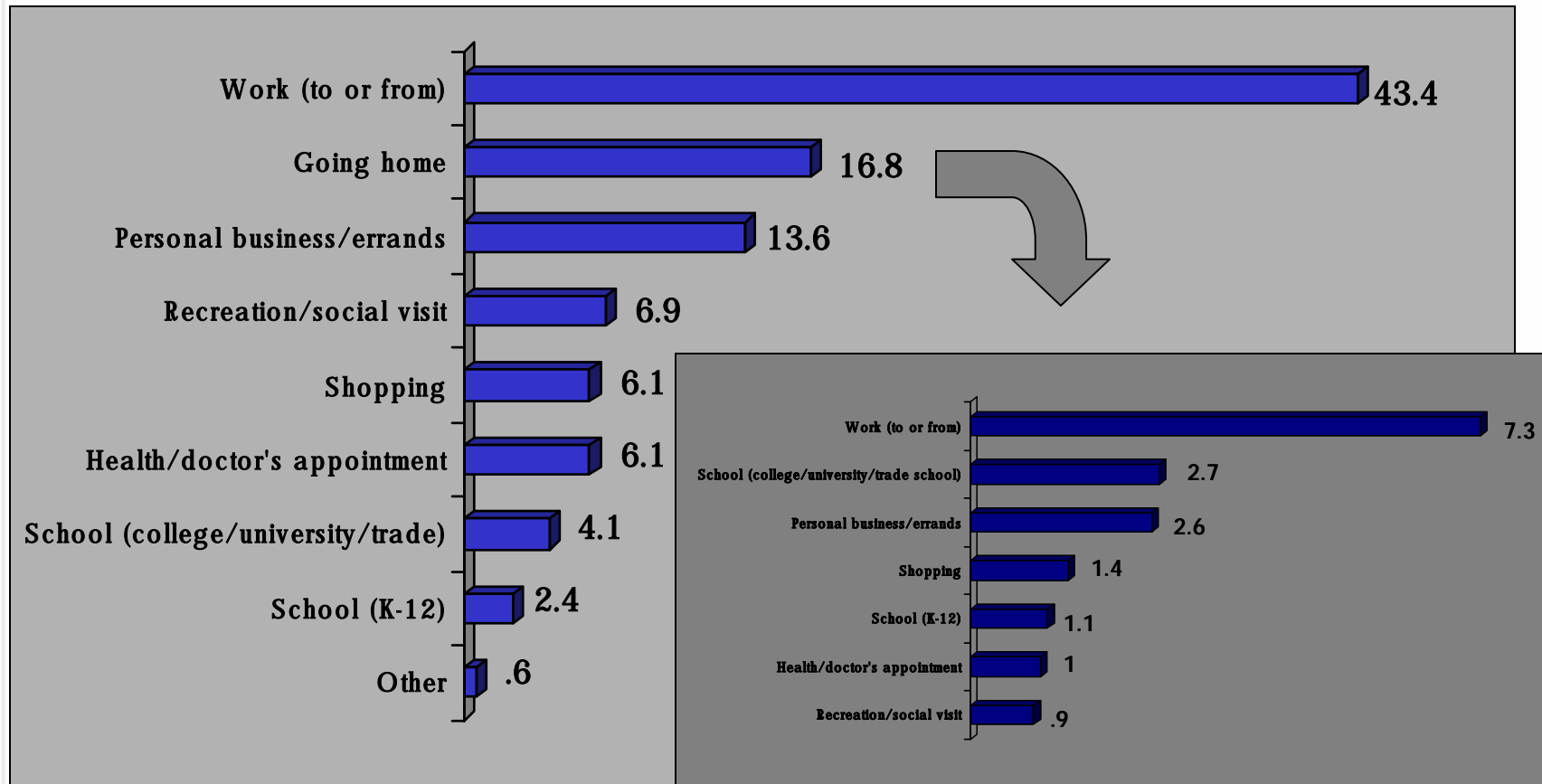
- The most common reason for the current bus trip was for work
(Reason is highest among Hispanics)
- Top three reasons for current trip:
 - To or from work (43.4%)
 - Going home (16.8%)
 - Personal business/errands (13.6%)

Q10. What is the primary purpose of this trip?





Q10a. If going home, where did you come from?





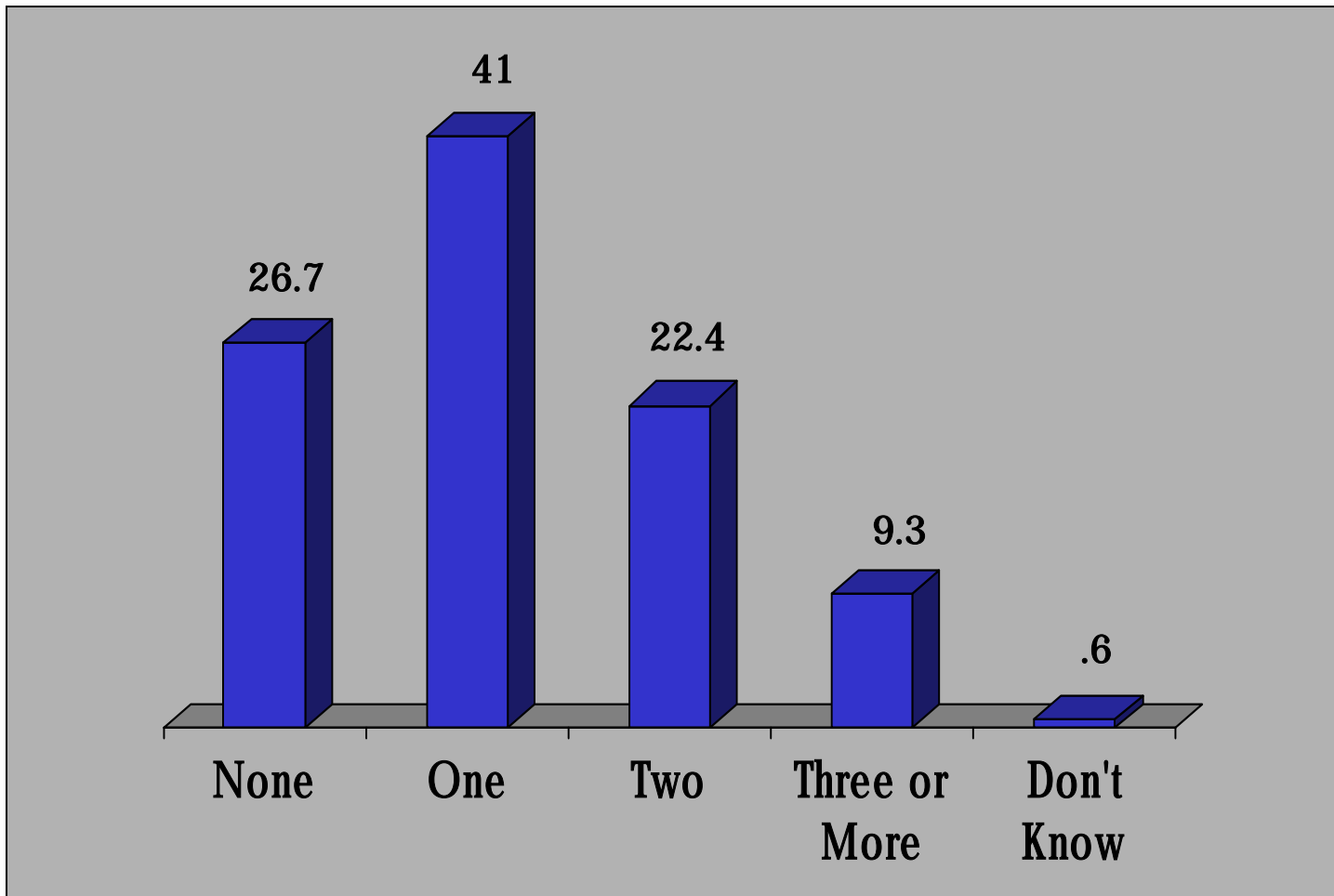
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Current Trip Information

- 73% made one or more transfers during current trip

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Q11. How many total transfers will you make during this trip?





Current Trip Information

- **Most frequently used routes on current trip:**
 - Route 57 (16.7%)
 - Route 60 (14.6%)
 - Route 29 (14.1%)
 - Route 43 (12.9%)
 - Route 53 (12.8%)



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Q12. Which routes have you used, or will you use, to complete this trip?

Route	%	Route	%	Route	%	Route	%
1	11.6	42	2.3	64	8.6	149	.4
4	.2	43	12.9	66	9.4	155	.1
17	.2	46	.5	67	.3	167	.5
18	.1	47	3.6	69	.1	172	.1
20	.3	50	8.6	70	9.2	173	.6
21	.7	51	.6	71	1.9	205	3.9
24	.9	53	12.8	72	6.5	266	.1
25	2.3	54	3.2	75	.9	285	.3
26	1.7	55	5.4	76	1.2	289	.1
29	14.1	56	1.3	79	1	460	1.5
30	1.6	57	16.7	86	.9	480	.9
33	2.2	59	3.6	87	.2	482	.3
35	2.1	60	14.6	89	.6	701	.1
37	.8	62	.3	91	.9	Other	7
38	1.7	63	.1	148	.2	DK	.6



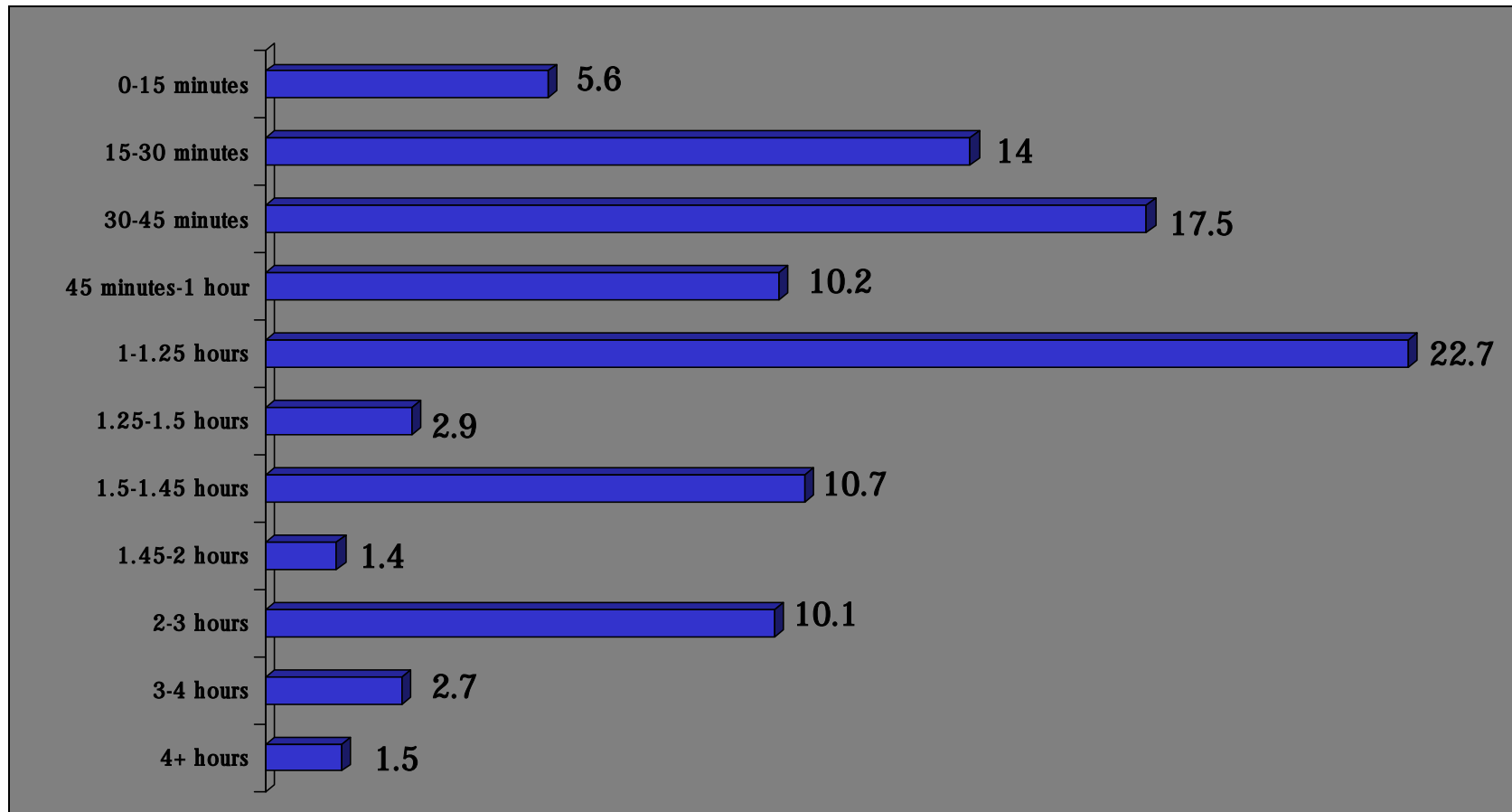
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Current Trip Information

- On average, riders estimated they would spend 1.2 hours on current trip

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Q13. How much time would you estimate you will spend completing this trip?





Current Trip Information

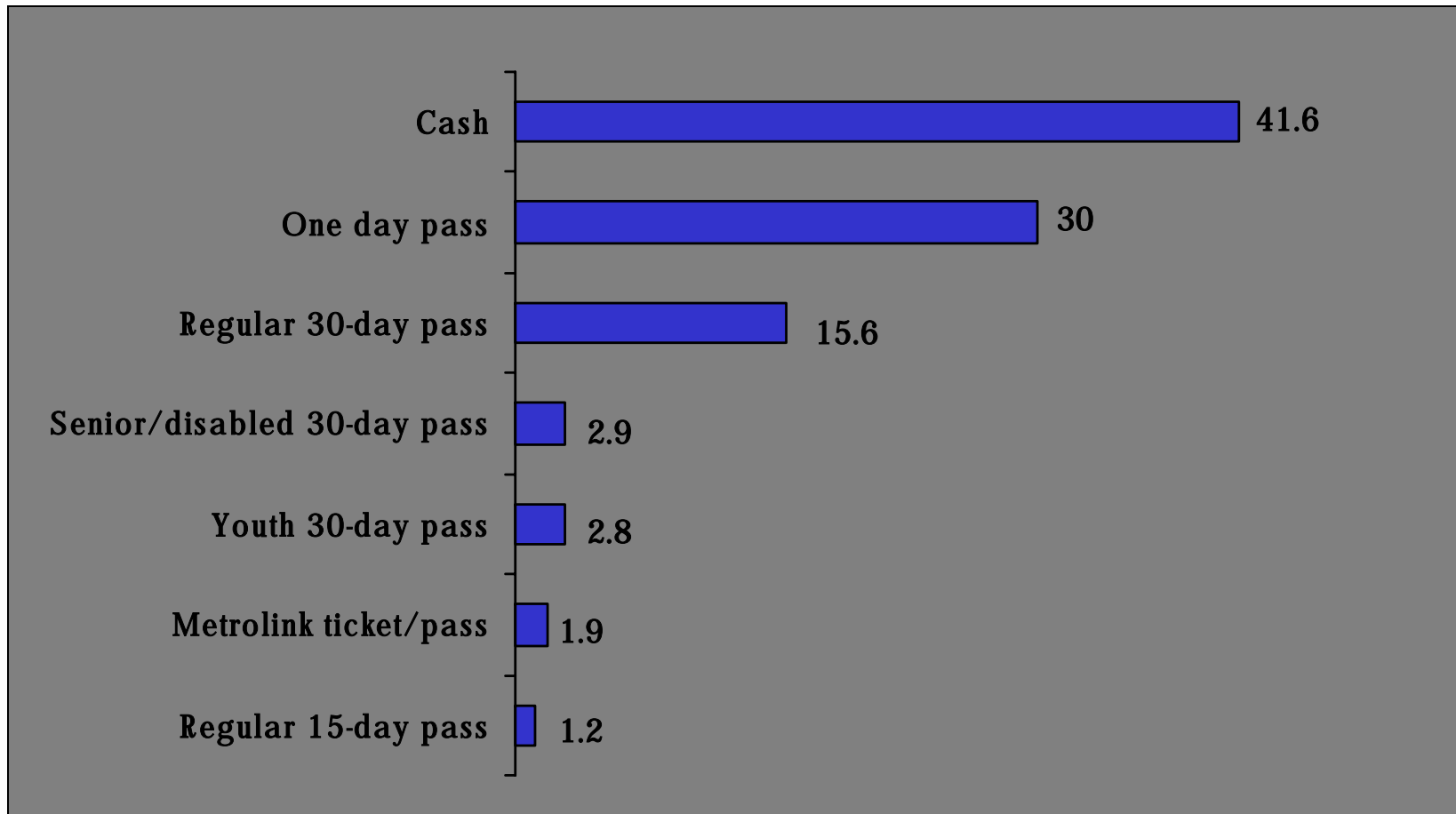
- Most riders did not have a car available to them for current trip
 - 84% did not have a car available
 - 15.6% had a car available



Current Trip Information

- Cash was the method used most when paying for current trip
- Top three methods of paying:
 - Cash (41.6%)
 - One day pass (30%)
 - Regular 30-day pass (15.6%)

Q15. How did you pay for this trip?



All other issues less than one percent



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Other In-depth Findings



Other - Awareness of Bus Passes

- 84.3% net awareness of the 7, 15 and 30-day passes
- 65.6% net awareness of where passes are available to purchase



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Other

- In the last six months, 38.4% had a bus pass by without stopping

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Recommendations



Recommendations

- Overall, respondents were satisfied with OCTA service. Only a few areas needed improvement.
 - Respondents stated that frequency of service was the key area that needed the most improvement. It would be helpful to look into this issue further. More information and/or research is necessary to determine what is needed.



Recommendations

- Consider addressing other aspects of service that scored lower satisfaction ratings
 - Availability of weekend bus service
 - Availability of evening service
- Increase awareness of specific locations bus passes can be purchased. Awareness of where to purchase the passes was lower than awareness of the passes



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Demographics



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Demographics

- Mean years using service: 4.2
- 43.4% have access to the Internet
- 30.7% are registered to vote
- 53.4% are employed full time
- 55.2% are single
- Mean age: 33.9
- 54% high school graduate +
- 67.5% Hispanic/Latino, 20.5% Caucasian/White
- 50% HHI less than \$20,000
- 47.3% male, 52.7% female
- Santa Ana was highest for the following: 28.3% live, 13.3% work, 37% attend school

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