

**FIXED-ROUTE BUS SERVICE
CUSTOMER SATISFACTION SURVEY**
SUMMARY RESEARCH REPORT

PREPARED FOR THE
ORANGE COUNTY TRANSPORTATION AUTHORITY



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TABLE OF CONTENTS

Table of Contents	i
List of Tables	iii
List of Figures	iv
Introduction	1
Motivation for Research	1
Overview of Methodology.....	1
Organization of Report.....	1
Statistical Significance	2
Acknowledgements	2
Disclaimer	2
About True North.....	2
Just the Facts	3
Rating of Bus Service	3
Bus Usage - General	4
Today's Trip.....	4
Information, Passes & Media.....	5
Conclusions	6
Rating of Bus Service	10
Overall Performance Rating	10
Question 1	10
Trend in Bus Performance	14
Question 2	14
Rating Bus on Performance Dimensions	18
Question 3	19
Importance of Performance Dimension.....	20
Question 4	20
Performance Needs & Priorities	21
Most Desired Improvements.....	23
Question 5	24
Bus Usage-General	26
How Long Have You Been an OCTA Bus Rider?	26
Question 6	26
Frequency of Riding Bus	28
Question 7	28
Change in Ridership During Past 12 Months.....	30
Question 8	30
Question 9	32
Why Ride the Bus Instead of Other Transportation?.....	33
Question 10	33
Have You Been Passed by a Bus?.....	34
Question 12	34
Today's Trip	36
Trip Purpose	36
Question 14	36
Bus Transfers.....	37
Question 15	37
Trip Duration	38
Question 16	39
Trip Distance	40
Question 17	40
Fare Type.....	41
Question 18	42

Information, Passes & Media 44

 Effectiveness of Information Sources 44

 Question 11 44

 Electronic Media Preferences 46

 Question 20 47

 Point-of-Purchase Preferences 48

 Question 19 48

 Mobile Phone Access & Use 49

Background & Demographics 51

Methodology 53

 Questionnaire Development 53

 Pre-Test & Translation 53

 Sample 53

 Data Collection 53

 Statistical Significance 53

 Data Processing 54

 Rounding 54

Questionnaire & Toplines 55

 Cell Phone Survey Toplines 69



LIST OF TABLES

Table 1	Difference in Satisfaction Across Performance Dimensions by Overall Satisfaction	20
Table 2	Difference in Importance Across Performance Dimensions by Overall Satisfaction	21
Table 3	Customer Service Needs Matrix	22
Table 4	Most Desired Improvements by Overall Satisfaction & Difference in Percentage That Mentioned Item as Desired Improvement	25
Table 5	Most Desired Improvements by Frequency of OCTA Bus Ridership & Time Using OCTA Bus Services	25
Table 6	Most Desired Improvements by Service Market: Home & Geo Region: Home	25
Table 7	Demographic & Geographic Breakdown of Frequency of OCTA Bus Ridership	29
Table 8	Reasons for Riding OCTA Bus Instead of Different Means of Transportation by Household Income & Ethnicity	33
Table 9	Reasons for Riding OCTA Bus Instead of Different Means of Transportation by Frequency of OCTA Bus Ridership & Age	34
Table 10	Reasons for Riding OCTA Bus Instead of Different Means of Transportation by Employment Status & Ridership Compared With 12 Months Ago	34
Table 11	Payment Used for Trip by Trip Type & Primary Trip Purpose	42
Table 12	Payment Used for Trip by Household Income & Ethnicity	43
Table 13	Payment Used for Trip by Frequency of OCTA Bus Ridership, Language Preference & Time Using OCTA Bus Services	43
Table 14	Effectiveness of Information Sources by Time Using OCTA Bus Services & Interview Language	45
Table 15	Effectiveness of Information Sources by Age	45
Table 16	Effectiveness of Information Sources by Ethnicity	45
Table 17	Effectiveness of Information Sources by Service Market: Home & Geo Region: Home	46
Table 18	Effectiveness of Information Sources by Household Income & Overall Satisfaction	46
Table 19	Electronic Media Preference to Receive Bus Information by Age & Frequency of OCTA Bus Ridership	47
Table 20	Electronic Media Preference to Receive Bus Information by Ethnicity & Language Preference	47
Table 21	Bus Pass Purchase Preference by Time Using OCTA Bus Service, Frequency of OCTA Bus Ridership & Language of Preference	49
Table 22	Bus Pass Purchase Preference by Service Market: Home & Geo Region: Home	49
Table 23	Demographic of Sample: 2014 to 2007	51
Table 24	Unweighted Interview Counts by Route and Trip Type	54



LIST OF FIGURES

Figure 1	Overall Satisfaction With Bus Services by Study Year: 2014 to 2007.....	10
Figure 2	Overall Satisfaction With Bus Services by Employment Status.....	11
Figure 3	Overall Satisfaction With Bus Services by Time Using OCTA Bus Services & Frequency of OCTA Bus Ridership.....	11
Figure 4	Overall Satisfaction With Bus Services by Experienced Skipped Bus Stop & Age.....	12
Figure 5	Overall Satisfaction With Bus Services by Ethnicity & Gender.....	12
Figure 6	Overall Satisfaction With Bus Services by Education Level & Vehicle Access.....	13
Figure 7	Overall Satisfaction With Bus Services by Service Market: Home & Geo Region: Home.....	13
Figure 8	Overall Satisfaction With Bus Services by Household Income & Language Preference.....	14
Figure 9	OCTA Bus Service Compared With 12 Months Ago.....	14
Figure 10	OCTA Bus Service Compared With 12 Months Ago by Study Year: 2014 & 2011.....	15
Figure 11	OCTA Bus Service Compared With 12 Months Ago by Employment Status.....	15
Figure 12	OCTA Bus Service Compared With 12 Months Ago by Time Using OCTA Bus Services & Frequency of OCTA Bus Ridership.....	16
Figure 13	OCTA Bus Service Compared With 12 Months Ago by Experience Skipped Bus Stop & Age.....	16
Figure 14	OCTA Bus Service Compared With 12 Months Ago by Ethnicity, Gender & Overall Satisfaction.....	17
Figure 15	OCTA Bus Service Compared With 12 Months Ago by Education Level & Vehicle Access.....	17
Figure 16	OCA Bus Service Compared With 12 Months Ago by Service Market: Home & Geo Region: Home.....	18
Figure 17	OCTA Bus Service Compared With 12 Months Ago by Household Income & Language of Preference.....	18
Figure 18	Overall Satisfaction.....	19
Figure 19	Importance of Performance Dimensions.....	20
Figure 20	Customer Service Needs.....	23
Figure 21	Most Desired Improvements.....	24
Figure 22	Length of Using OCTA Bus Services.....	26
Figure 23	Length of Using OCTA Bus Services by Geo Region: Home & Service Market: Home.....	27
Figure 24	Length of Using OCTA Bus Services by Geo Region: Work & Service Market: Work.....	27
Figure 25	Length of Using OCTA Bus Services by Geo Region: School & Service Market: School.....	28
Figure 26	Frequency of OCTA Bus Ridership.....	28
Figure 27	Frequency of Ridership Compared With 12 Months Ago.....	30
Figure 28	Frequency of Ridership Compared With 12 Months Ago by Geo Region: Home & Service Market: Home.....	30
Figure 29	Frequency of Ridership Compared With 12 Months Ago by Geo Region: School & Service Market: School.....	31
Figure 30	Frequency of Ridership Compared With 12 Months Ago by Geo Region: Work & Service Market: Work.....	31
Figure 31	Frequency of Ridership Compared With 12 Months Ago by Frequency of OCTA Bus Ridership & Overall Satisfaction.....	32
Figure 32	Reason For Riding Bus Less.....	32
Figure 33	Reasons for Riding OCTA Bus Instead of Different Means of Transportation.....	33
Figure 34	Bus Skipped Stop in Past 6 Months.....	34

Figure 35	Bus Skipped Stop in Past 6 Months by Overall Satisfaction, Frequency of OCTA Bus Ridership & Age	35
Figure 36	Main Purpose of Trip Today	36
Figure 37	Main Purpose of Trip Today: 2014 to 2007	36
Figure 38	Total Number of Transfers Today	37
Figure 39	Total Number of Transfers Today by Study Year: 2014 to 2007	37
Figure 40	Total Number of Transfers Today by Trip Purpose & Trip Type	38
Figure 41	Total Number of Transfers Today by Service Market: Home & Geo Region: Home	38
Figure 42	Total Time to Complete Current Trip	39
Figure 43	Total Time to Complete Current Trip by Overall, Primary Trip Purpose & Trip Type	39
Figure 44	Total Time to Complete Current Trip by Transfers on Current Trip, Service Market: Home & Geo Region: Home	40
Figure 45	Total Miles to Complete Current Trip	40
Figure 46	Total Miles to Complete Current Trip by Overall, Primary Trip Purpose & Trip	41
Figure 47	Total Miles to Complete Current Trip by Transfers on Current Trip, Service Market: Home & Geo Region: Home	41
Figure 48	Payment Used for Trip	42
Figure 49	Effectiveness of Information Sources	44
Figure 50	Electronic Media Preference to Receive Bus Information	47
Figure 51	Bus Pass Purchase Preference	48
Figure 52	Cell Phone Ownership & Type	49
Figure 53	Cell Phone Ownership & Text Messaging	50
Figure 54	Cell Phone Ownership & Download APPs	50



INTRODUCTION

The Orange County Transportation Authority (OCTA) is the primary transportation agency for Orange County, California. Formed in 1991, OCTA's mission is to create an integrated and balanced transportation system that supports the diverse needs of travelers, and deliver transportation solutions that improve mobility, reduce emissions, and ultimately enhance the quality of life in Orange County.

One of the core services provided by OCTA is its fixed-route bus system, which operates 77 routes throughout the County. With average weekday boardings in excess of 200,000 riders, OCTA's fixed-route bus system is an integral part of the regional transportation system. To encourage and facilitate ridership, OCTA offers a variety of flexible fare options, trip planning tools, rider tips, as well as hardcopy and online resources to assist riders and prospective riders.

MOTIVATION FOR RESEARCH The primary motivation for the survey detailed in this report was to measure OCTA's performance in meeting the needs of customers who currently ride the fixed-route bus system in Orange County. That is, the surveys presented an opportunity to profile existing riders' use patterns, understand their various needs and priorities with respect to bus services, measure how well existing services are meeting these needs, and gather related customer satisfaction, communications, and attitudinal data as it pertains to OCTA and fixed-route bus services. By analyzing the results of the survey in relation to the findings of prior studies and secondary data, this study provides OCTA with information that can be used to make sound, strategic decisions in a variety of areas—including planning, operations, performance management, marketing, and customer outreach.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 53). A total of 2,520 riders completed the survey and were selected using a stratified, two-stage cluster sampling technique that considered route, direction, day of week, and time of day to select buses for surveying. This approach provided a representative sample of primary units (bus trips) for the system. Once onboard, secondary units (individual riders) were selected using an interval based method (every *n*th rider). Quotas were also established for each strata to ensure that the number of interviews completed per strata were proportional to overall ridership based on data provided by OCTA. Riders were provided with the option of completing the self-administered survey in English, Spanish or Vietnamese language versions, and received a free one-day bus pass as an incentive for their participation. Interviews were conducted between October 28 and November 14, 2014.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews are contained at the back of this report (see *Questionnaire & Toplines* on page 55),

and a complete set of crosstabulations for the survey results is contained in Appendix A, which is bound separately.

STATISTICAL SIGNIFICANCE Several of the figures and tables in this report present the results of questions asked in 2014 alongside the results found in the prior 2011 survey for identical questions. In such cases, True North conducted the appropriate tests of statistical significance to identify changes that likely reflect actual changes in customer opinion during this period—as opposed to being due to chance associated with selecting two samples independently and at random. Differences between the two studies are identified as *statistically significant* if we can be 95% confident that the differences reflect an actual change in customer opinion between the two studies. Statistically significant differences within response categories over time are denoted by the † symbol which appears in the figure next to the appropriate response value for 2014.

ACKNOWLEDGEMENTS True North thanks Stella Lin, Ellen Burton, CEO Darrell Johnson, as well as other OCTA staff and members of OCTA’s Legislative and Transit Committees for contributing their valuable input during the design stage of this study. Their collective experience, insight, and local knowledge improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of OCTA. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, organizational development, establishing fiscal priorities, and developing effective public information campaigns. During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 800 survey research studies for public agencies, including more than 250 studies for California municipalities, special districts, and transportation planning agencies.



JUST THE FACTS

The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

RATING OF BUS SERVICE

- Ninety-percent (90%) of bus riders in 2014 indicated that—overall—they were either very (57%) or somewhat (33%) satisfied with the fixed-route bus service offered by OCTA. Approximately 7% were very or somewhat dissatisfied, whereas the remaining 4% were neither satisfied nor dissatisfied.
- Nearly half of riders surveyed indicated that the fixed-route bus service offered by OCTA had improved over the past 12 months, whereas 40% indicated that it remained about the same and 6% perceived that OCTA's bus service had gotten worse during this period. An additional 8% stated that they hadn't been riding the bus for 12 months and thus were not in a position to answer the question.
- When asked to rate their **satisfaction** with different aspects of bus service performance, riders expressed the *highest* levels of satisfaction with the proximity of the bus stop to their final destination (86% satisfied), closeness of the bus stop to their home (86%), bus driver courtesy (84%), safety on the bus (83%), bus driver's knowledge about the service (81%), and cleanliness of the bus (81%).
- At least three-quarters of riders also indicated they were satisfied with the information provided in the Bus Book (78%) and at the OCTA.net website (77%), travel time of their trip (76%), safety at bus stops (75%), reliability of transfer connections (75%), accuracy of information provided by OCTA's telephone customer information center (75%), and the number of transfers required to reach their final destination (75%).
- When compared to the other performance dimensions tested, riders expressed somewhat lower levels of satisfaction with the information provided at bus stops (72%), cost of riding the bus (68%), on-time performance of the bus (67%), and frequency of buses/wait times at bus stops (62%).
- When asked to rate the **importance** of various performance dimensions, riders indicated that the on-time performance of the bus is the most important performance dimension (94% extremely or very important), followed by safety on the bus (92%), safety at bus stops (92%), and travel time for their trip (91%).
- At the other end of the spectrum, riders rated as somewhat less important the accuracy of information provided by OCTA's telephone customer information center (83%), number of transfers required to reach their destination (84%), information about bus services provided at the OCTA.net website (84%), and information provided at bus stops (85%).
- Aside from the cost of service, the most desired area for improvement was frequency of bus service, being mentioned by more than half (58%) of riders as being among the top three areas in which they would like to see improvement in OCTA's bus service. Other commonly selected areas for improvement included reducing overcrowding inside buses (27%), additional weekend service (24%), additional evening service (23%), and improved safety and security at bus stops (23%).

BUS USAGE - GENERAL

- Half (50%) of riders surveyed indicated that they have been riding OCTA buses for at least four years, with more than one-third (36%) indicating that they have been a bus rider for at least seven years. Approximately 20% reported that they've been riding OCTA bus services between one and four years, whereas 30% were relatively new to bus services having first ridden less than one year prior to the interview.
- More than three-quarters of respondents (76%) indicated they ride the bus at least four days per week, 17% stated they ride the bus one to three days per week, 5% currently ride the bus one to three times per month, whereas 2% of respondents offered that they ride the bus less often than once per month.
- The majority of riders surveyed (58%) indicated that they were riding the bus more frequently at the time of the 2014 survey when compared to 12 months prior. Approximately one-third (35%) indicated their frequency of ridership had remained about the same during this period, whereas 6% stated they were riding the bus less often now than during the prior year.
- When customers who reported a reduction in ridership frequency were asked *why* they were riding the bus less often now, approximately one-quarter (27%) did not have a particular reason for the pattern. Among the specific reasons that were offered, 26% reported using other forms of transportation, 19% indicated a reduction in work or school travel, 7% referenced the cost of bus service, and 6% stated that they can't count on the bus operating on-time as their reasons for riding the bus less frequently now than in the past.
- The dominant reasons why respondents indicated they ride the bus instead of another means of transportation centered on their inability to use a personal vehicle (car), either because it is too expensive to purchase and/or maintain a car (45%), they do not have a license/can't drive (19%), or their current vehicle is not working properly (9%). Cost was also a factor for some, with 9% stating they save money by riding the bus and an additional 5% citing high gas prices as the main reason why they choose to ride the bus.
- Less than half (43%) of riders indicated that during the prior six month period an OCTA bus had passed them by without stopping while they were waiting at a bus stop.

TODAY'S TRIP

- More than half (53%) of riders indicated that the trip they were taking at the time of being interviewed was work-related. Other purposes included going to college (13%), shopping (8%), running personal errands (8%), traveling to/from a health or medical appointment (7%), going to school (5%), attending a recreation/social event (5%), and other purposes (2%).
- When asked to report on the number of transfers they will make on their current trip, more than two-thirds of riders reported they expected to make one (26%), two (25%), three (11%), or four or more transfers (7%) before reaching their final destination. Less than one-third (31%) of riders indicated that they did not need to transfer buses to reach their final destination.
- When asked to estimate the time it will take to complete their current trip from where they started to their final destination—including time spent on other buses and other transit systems—nearly two thirds of riders indicated it would take either less than 30 minutes (15%), 30 to 59 minutes (26%), or 60 to 89 minutes (25%). An additional 15% offered that their trip would last 90 to 119 minutes, whereas the remainder indicated it would take 120 minutes or longer (19%). The average trip duration for all riders was 76.5 minutes.

- The majority of bus trips were relatively short, being less than two miles (5%), three to five miles (23%), or six to ten miles (30%). Approximately one-third of riders reported mid-length trips of 11 to 15 miles (16%) or 16 to 25 miles (15%), whereas 12% offered that their trip would be 26 miles or longer. Overall, the average trip distance reported by OCTA bus riders in 2014 was 14.3 miles.
- The majority of riders reported using cash to purchase their ticket on the bus, either a one-trip ticket (34%) or one-day pass (20%). Other commonly used fares included a regular 30-day pass (13%), youth 30-day pass (8%), senior/disabled 30-day pass (6%), pre-paid one-day pass (4%), and college pass (3%). No other individual fare type was reported by at least 3% of riders.

INFORMATION, PASSES & MEDIA

- Overall, printed Bus Books were rated as the most effective source for information about OCTA bus service (68% very or somewhat effective), followed by Text4Next (56%), information at bus stops (56%), eBusbook from OCTA's website (56%), the Telephone Customer Information Center (52%), OCTA mobile website (51%), and the Trip Planner on OCTA's website (51%).
- At the other end of the spectrum, fewer riders had used and found to be effective the Go511.com website (33%), 511 telephone service (35%), and social media including Facebook and Twitter (38%) when seeking information about OCTA's bus service.
- When asked about the electric media through which they would prefer to receive bus scheduling and route information in the future, riders strongly preferred to receive information via a mobile phone—be it a cell phone (63% top two choice), iPhone (21%), Android phone (18%), or other smart phone (7%). Less than one-in-four riders preferred to receive bus scheduling or route information through the other electronic media tested including home computer (16%), Facebook (10%), tablet (6%), other social media (5%), and Twitter (3%).
- If they were interested in obtaining a bus pass, most customers preferred a brick-and-mortar purchase experience such as a retail location (41%), through their school (9%), OCTA store (8%), or through their employer (4%). Approximately 13% preferred to purchase a bus pass by telephone (13%), whereas one-in-seven preferred to use a mobile phone/tablet App (8%) or OCTA's website (6%). Nine percent (9%) of riders stated they do not plan to purchase a bus pass in the future and thus did not indicate a preferred point-of-purchase.
- Ninety percent (90%) of bus riders indicated that they own a cell phone, with 27% owning an iPhone, 39% another type of smart phone, and 24% owning a cell phone that is *not* also a smart phone.
- Among all riders, 87% own a cell phone that is capable of text messaging, whereas just over half (53%) own a smart phone *and* download apps to their phone.



CONCLUSIONS

As noted in the *Introduction*, this study was designed to measure the performance of OCTA's fixed-route bus service among existing riders. By profiling existing riders' use patterns, understanding their various needs and priorities with respect to bus service, and measuring how well OCTA's fixed-route bus service is performing in meeting these needs, the survey can help OCTA develop strategies for sustaining and improving customer satisfaction in the future.

Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research.

How are customers using OCTA's fixed-route bus service?

Although the *primary* goal of the study was to measure customer satisfaction with OCTA's fixed-route bus service (see below), the survey also provided an opportunity to develop an up-to-date profile of how riders are using the bus system—including their duration of use, frequency of use, trip purpose, average trip distance and duration, and trends in usage.

One of the more striking patterns to emerge from the survey was the high *churn rate* of riders—the pace at which individual riders appear to stop using the service, only to be replaced by new riders. This is not the case for all riders, of course. Half (50%) of riders surveyed indicated that they have been riding OCTA buses for at least four years, with more than one-third (36%) indicating that they have been a bus rider for at least seven years. An additional 20% reported that they've been riding OCTA bus services between one and four years. However, nearly one-third of all riders surveyed indicated that they were new to the system having first ridden less than one year prior to the interview. The combination of a large percentage of new riders *and* a general decline in ridership over the past three years suggests that there is a substantial amount of turnover among fixed-route bus riders.

Although duration of ridership varied significantly (see above), the *frequency* with which existing riders utilize OCTA's fixed-route bus service was much more consistent. More than three-quarters of respondents (76%) indicated they ride the bus at least four days per week, 17% stated they ride the bus one to three days per week, 5% currently ride the bus one to three times per month, whereas 2% of respondents offered that they ride the bus less often than once per month.

The majority of riders surveyed (58%) also indicated that they were riding the bus more frequently at the time of the 2014 survey when compared to 12 months prior. Approximately one-third (35%) indicated their frequency of ridership had remained about the same during this period, whereas 6% stated they were riding the bus less often now than during the prior year.

The high frequency with which riders utilize OCTA's fixed-route bus system underscores the importance of the service to riders' mobility, and suggests that they regularly depend on the bus for non-discretionary trips. Indeed, more than half (53%) of riders indicated that the trip they were taking at the time of being interviewed was work-related. Other purposes included going to college (13%), shopping (8%), running personal errands (8%), traveling to/from a health or medical appointment (7%), going to school (5%), attending a recreation/social event (5%), and other purposes (2%).

Overall, the average trip distance reported by OCTA bus riders in 2014 was comparatively short (14.3 miles), while the average length of time it took to complete their trip was 76.5 minutes.

Why do riders choose the bus over other forms of transportation, and what aspects of the service matter most to them?

The dominant reasons why respondents indicated they ride OCTA's fixed-route bus service instead of another means of transportation centered on their inability to use a personal vehicle (car), either because it is too expensive to purchase and/or maintain a car (45%), they do not have a license/can't drive (19%), or their current vehicle is not working properly (9%). Cost was also a factor for some, with 9% stating they save money by riding the bus and an additional 5% citing high gas prices as the main reason why they choose to ride the bus.

Considering that many bus riders do not have a personal vehicle available to them and most depend on the bus for work-related trips, it is understandable that they ranked the on-time performance of the bus as the most important aspect of bus service (94% extremely or very important). Safety on the bus (92%), safety at bus stops (92%), and travel time for their trip (91%) were also rated by at least nine-in-ten riders as being extremely or very important, which placed them among the top four most important performance dimensions among the 17 tested in the study.

How well is OCTA's fixed-route bus service performing in meeting riders' needs?

Riders of OCTA's fixed-route bus service expressed high levels of satisfaction with their overall experiences riding the bus, as well as many specific aspects of the service. Nine-in-ten bus riders (90%) in 2014 indicated that—overall—they were satisfied with the bus service offered by OCTA, with 57% indicating that they were *very* satisfied in this respect. The high opinion of the bus system's overall performance found among customers as a whole was also shared at the subgroup level, as the percentage who indicated they were satisfied with OCTA's bus service ranged between 81% and 95% across *all* subgroups.

Consistent with riders' high opinions of bus service *overall*, the vast majority also expressed satisfaction when asked to comment on 17 specific aspects of the bus system's performance. Riders expressed the *highest* levels of satisfaction with the proximity of the bus stop to their

final destination (86% satisfied), closeness of the bus stop to their home (86%), bus driver courtesy (84%), safety on the bus (83%), bus driver's knowledge about the service (81%), and cleanliness of the bus (81%).

It is worth noting, moreover, that nearly half (45%) of current riders perceived that OCTA's bus service had improved over the past 12 months, and an additional 40% perceived that the quality had remained about the same. Overall, just 6% of current riders perceived that OCTA's bus service had gotten worse during the past year. This finding is consistent with comparisons of the 2011 and 2014 studies, which revealed a significant increase (+10%) in rider satisfaction with OCTA's fixed-route bus service in 2014 over the comparable figure in 2011.¹

How can OCTA's fixed-route bus service be improved to better meet riders' needs?

Although riders were generally quite pleased with the bus system's performance in meeting their needs (see above), the survey did identify opportunities to improve their overall riding experiences.

Considering the detailed list of performance dimensions and their respective priority status identified in the body of this report (see *Performance Needs & Priorities* on page 21), riders' ratings for the three improvements they most desire (see *Most Desired Improvements* on page 23), as well as which performance dimensions appear to drive dissatisfaction for certain customers (see *Difference in Satisfaction Across Performance Dimensions by Overall Satisfaction* on page 20), the top opportunities for improving OCTA's fixed-route bus service are increasing the frequency of bus service, improving on-time performance, reducing the cost of service, reducing overcrowding inside buses, providing additional weekend and evening service, and improving safety and security at bus stops.

What have we learned about riders' communication and point-of-purchase preferences?

One of the goals of the study was to profile riders' communication and point-of-purchase preferences, including the perceived effectiveness of various sources of information about OCTA bus service, their preferred methods for purchasing for OCTA bus passes, as well as their preferred channels for receiving OCTA bus scheduling and route information.

1. The increase in rider satisfaction found in 2014 occurred despite a price hike and service cuts implemented shortly after the 2011 survey was conducted. Although this pattern seems puzzling at first glance, there are a number of logical explanations that are consistent with the data. First, it's important to keep in mind the high rate of rider turnover, with many riders leaving the system since 2011 and a large influx of new riders joining during this period. Indeed, nearly one-third of current riders haven't ridden the bus for even one year. Riders for whom the price hike and service cuts negatively impacted their experience to the point where they stopped using the bus are not included in this study since they no longer ride the bus and thus can't be sampled through intercept methods. Meanwhile, riders who chose to join the bus system in recent years did not experience the price hike or service cuts at the time they were made, and their choice to ride the bus is indicative that the current service configuration and pricing structure adequately meet their needs. Differences in study methodology may also account for some of the difference, as the 2014 study used a more inclusive sampling methodology and onboard interviewing methods that are known to produce a sample that has better representation of customers across the system and reduce response bias when compared to station-level sampling methods combined with mail-back data collection (2011).

The survey revealed that riders' are currently comfortable using a mix of print, digital, and telephone-based information sources. Among 16 sources tested, printed Bus Books were rated as the most effective source for information about OCTA bus service (68% very or somewhat effective), followed by Text4Next (56%), information at bus stops (56%), eBusbook from OCTA's website (56%), the Telephone Customer Information Center (52%), OCTA mobile website (51%), and the Trip Planner on OCTA's website (51%). At the other end of the spectrum, fewer riders had used and found to be effective the Go511.com website (33%), 511 telephone service (35%), and social media including Facebook and Twitter (38%) when seeking information about OCTA's bus service.

When asked about the electric media/devices through which they could receive bus scheduling and route information in the *future*, riders strongly preferred to receive information via a mobile phone—be it a cell phone (63% top two choice), iPhone (21%), Android phone (18%), or other smart phone (7%). Less than one-in-four riders preferred to receive bus scheduling or route information through the other electronic media/devices tested including home computer (16%), Facebook (10%), tablet (6%), other social media (5%), and Twitter (3%). It is also worth noting that 90% of riders indicated that they carried a cell phone, two-thirds (66%) carried a smart phone, and more than eight-in-ten of those with a smart phone were experienced using the device for text messaging and/or downloading mobile apps.²

Although riders expressed a clear preference for receiving bus route and scheduling information on their mobile device in the future, when it comes to *purchasing* a bus pass in the future many of these same riders preferred a brick-and-mortar experience such as a retail location (41%), through their school (9%), OCTA store (8%), or through their employer (4%). Approximately 13% preferred to purchase a bus pass by telephone (13%), whereas one-in-seven preferred to use a mobile phone/tablet App (8%) or OCTA's website (6%). It is important to keep in mind, however, that most of the riders surveyed paid cash on the bus (54%) for their current trip, weren't current pass holders, and thus may be unfamiliar with the process for purchasing a pass.

2. Data on cell phone usage was gathered from a separate follow-up onboard survey of bus riders commissioned by OCTA.

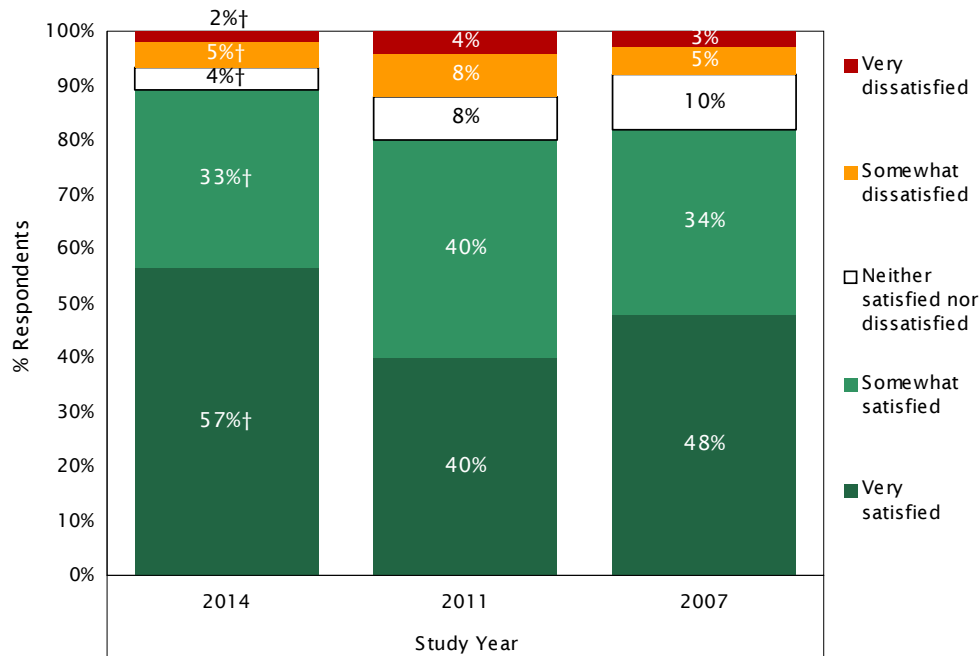
RATING OF BUS SERVICE

The opening series of questions in the survey were designed to measure riders' *opinions* about OCTA's fixed-route bus service including their overall satisfaction with the service, their views about specific aspects of bus service, as well as their ideas for how OCTA's bus service could be improved.

OVERALL PERFORMANCE RATING The first question in this series asked riders to indicate their level of satisfaction with the current bus transportation services offered by OCTA. Because Question 1 does not reference a specific aspect of the service and explicitly asked respondents to rate their *overall* satisfaction, the findings of this question may be regarded as an *overall performance rating* for OCTA's bus service.

Question 1 *Overall, how satisfied are you with the current bus transportation services offered by OCTA?*

FIGURE 1 OVERALL SATISFACTION WITH BUS SERVICES BY STUDY YEAR: 2014 TO 2007



As shown in Figure 1, 90% of bus riders in 2014 indicated they were either very (57%) or somewhat (33%) satisfied with current bus services offered by OCTA. Approximately 7% were very or somewhat dissatisfied, whereas the remaining 4% were neither satisfied nor dissatisfied. When compared to the results of the 2011 survey, there was a statistically significant increase (+10%) in the proportion of riders who indicated that they were satisfied with the bus transportation services offered by OCTA overall.

For the interested reader, Figures 2-7 demonstrate how overall satisfaction with OCTA's fixed-route bus service varied by employment status, number of years using OCTA's bus service, frequency of ridership, whether they've been passed by a bus in the past 12 months, age, ethnicity,

gender, education, vehicle access, service market of residence, geographic region of residence, household income, and language preference. Although there were some differences across subgroups, the most striking pattern in the figures is the *consistency* of customer satisfaction. Indeed, across all subgroups, the percentage who indicated they were satisfied with OCTA’s bus service never dips below 81%.

FIGURE 2 OVERALL SATISFACTION WITH BUS SERVICES BY EMPLOYMENT STATUS

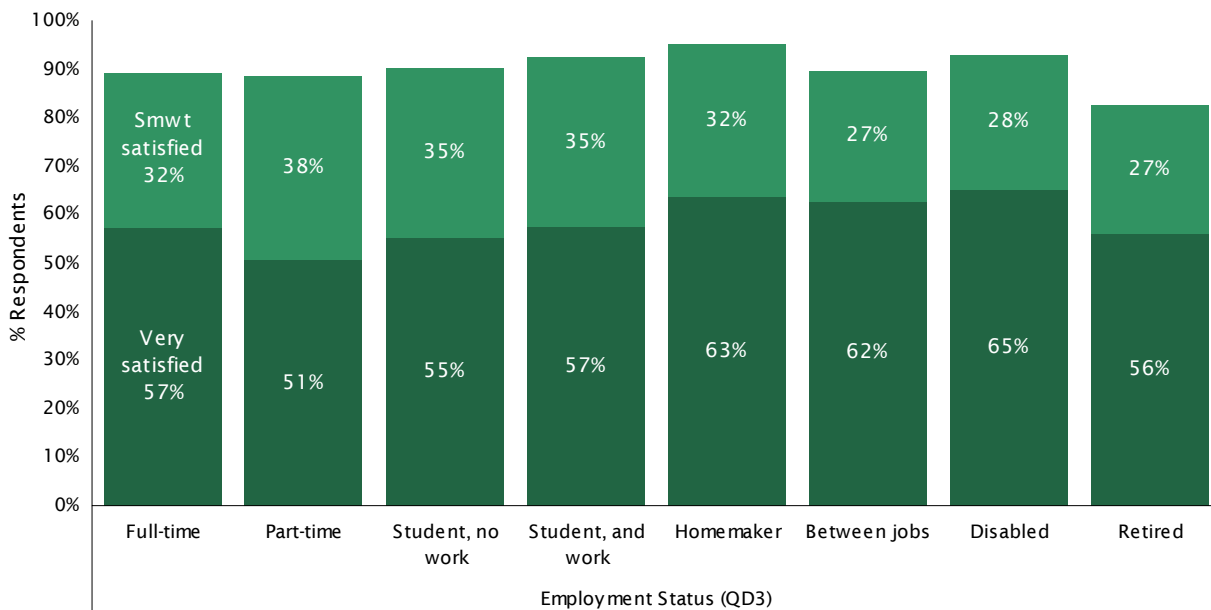


FIGURE 3 OVERALL SATISFACTION WITH BUS SERVICES BY TIME USING OCTA BUS SERVICES & FREQUENCY OF OCTA BUS RIDERSHIP

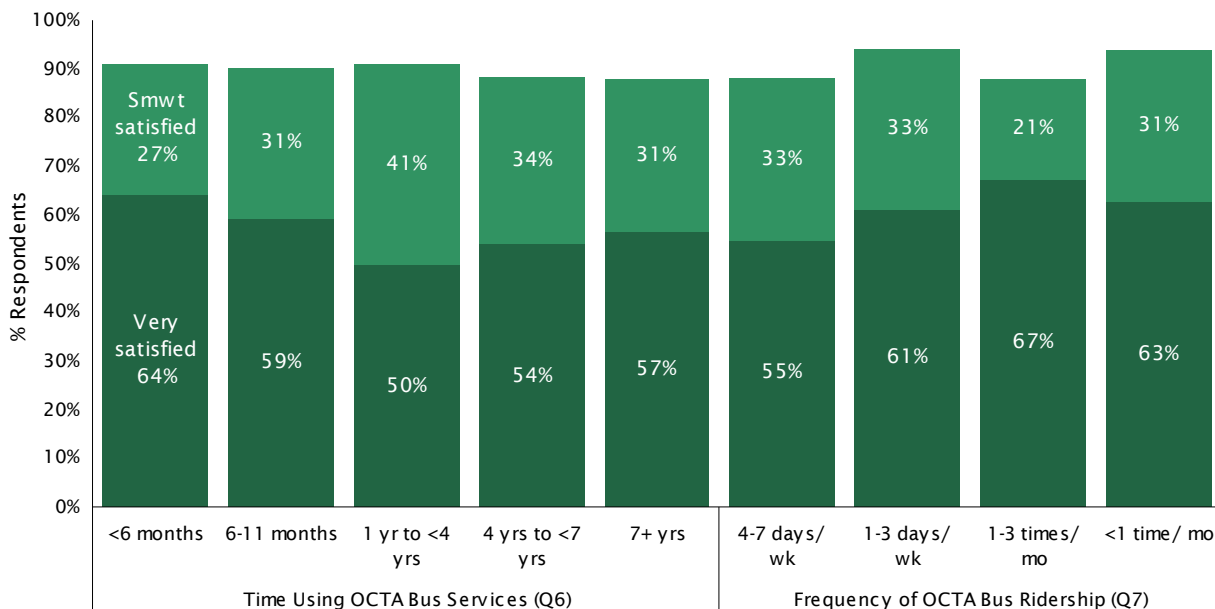


FIGURE 4 OVERALL SATISFACTION WITH BUS SERVICES BY EXPERIENCED SKIPPED BUS STOP & AGE

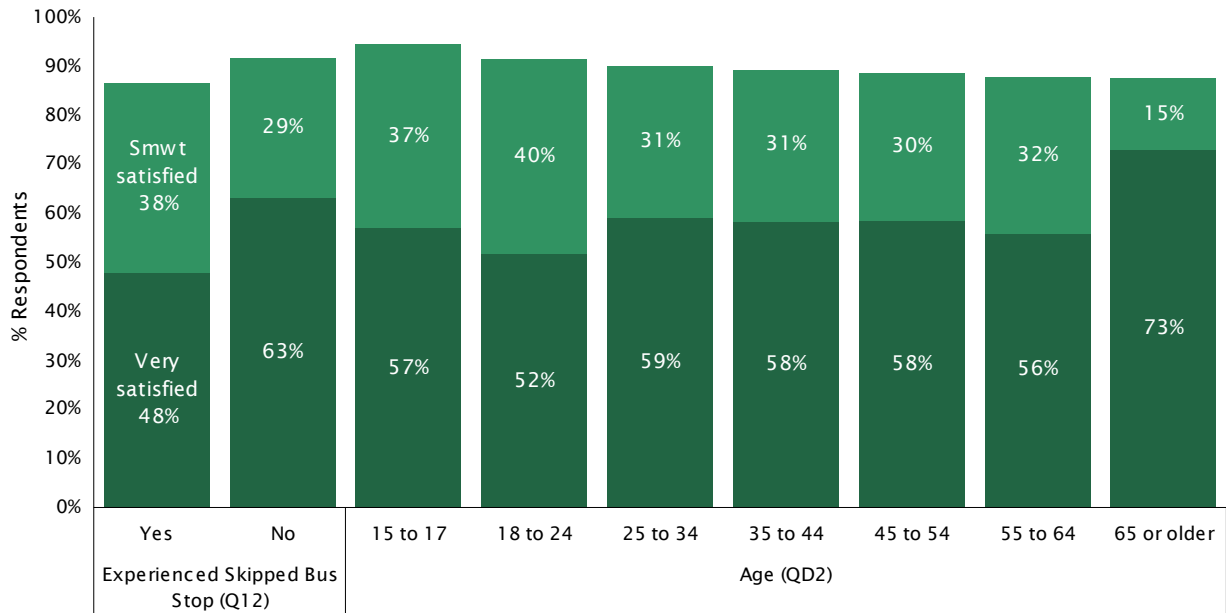


FIGURE 5 OVERALL SATISFACTION WITH BUS SERVICES BY ETHNICITY & GENDER

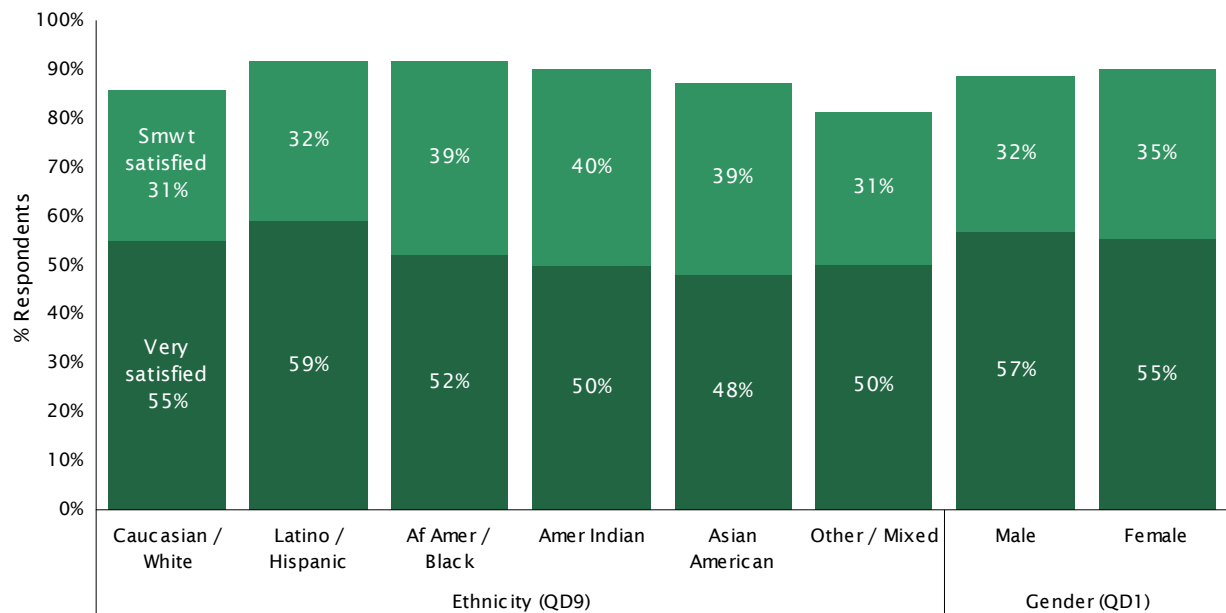


FIGURE 6 OVERALL SATISFACTION WITH BUS SERVICES BY EDUCATION LEVEL & VEHICLE ACCESS

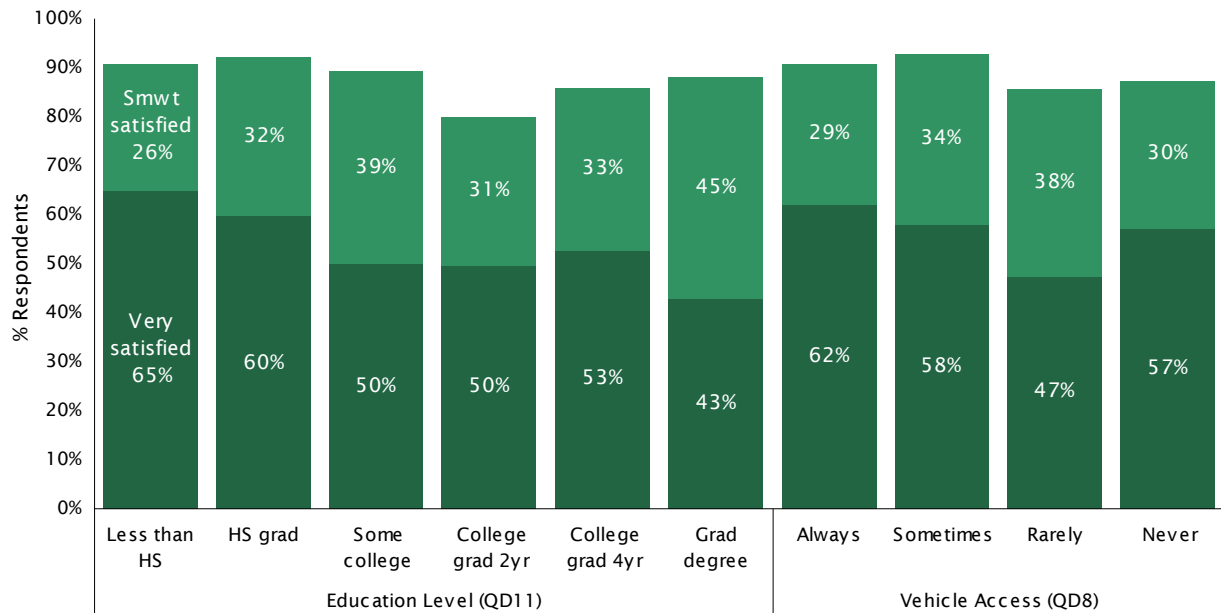


FIGURE 7 OVERALL SATISFACTION WITH BUS SERVICES BY SERVICE MARKET: HOME & GEO REGION: HOME

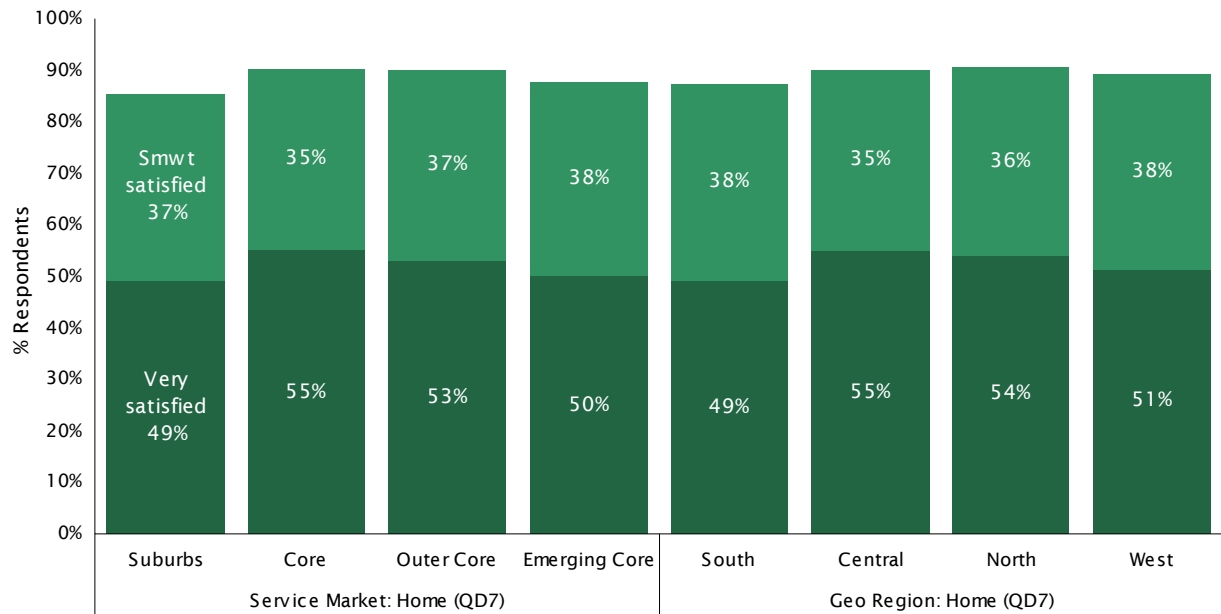
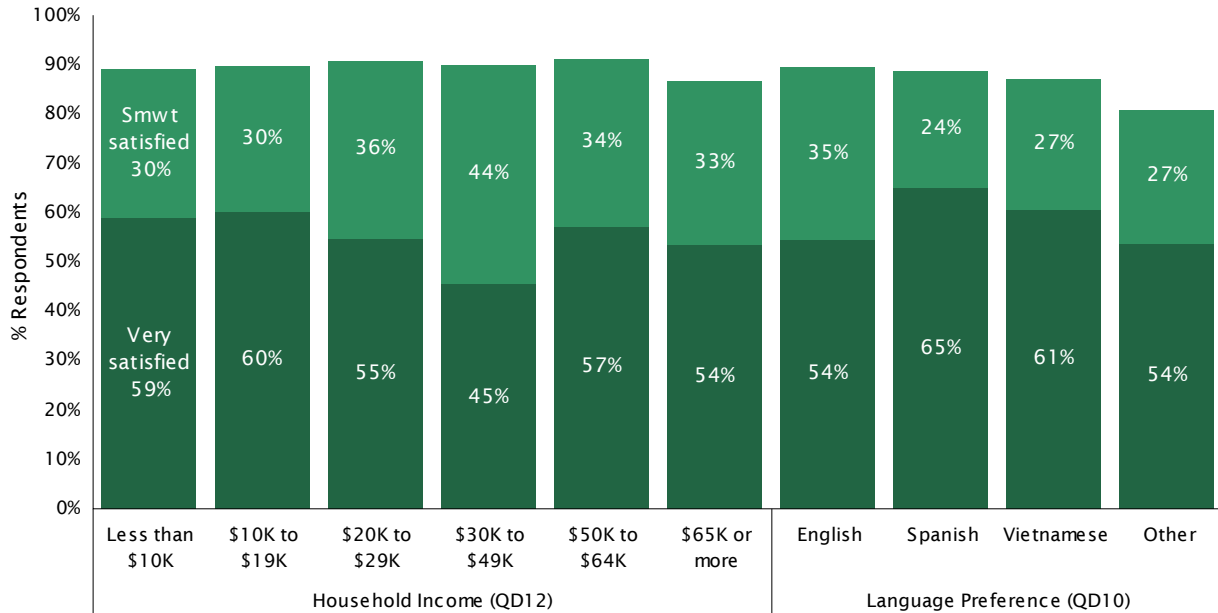


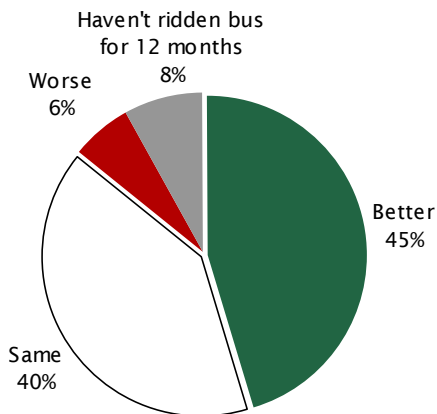
FIGURE 8 OVERALL SATISFACTION WITH BUS SERVICES BY HOUSEHOLD INCOME & LANGUAGE PREFERENCE



TREND IN BUS PERFORMANCE All riders were next asked whether they had noticed a change in the overall quality of bus service during the past 12 months. Nearly half of riders surveyed indicated that the fixed-route bus service offered by OCTA had improved over the past 12 months, whereas 40% indicated that it remained about the same and 6% perceived that OCTA’s bus service had gotten worse during this period. An additional 8% indicated that they hadn’t been riding the bus for 12 months and thus were not in a position to answer the question (Figure 9).

Question 2 *Would you say that OCTA bus transportation services are better, worse or about the same as 12 months ago?*

FIGURE 9 OCTA BUS SERVICE COMPARED WITH 12 MONTHS AGO



Consistent with the higher *overall* satisfaction levels found in 2014 for bus service in general when compared to 2011 (see Figure 1), there was also a significantly higher percentage of respondents in 2014 who perceived that OCTA’s bus service had improved during the prior 12 month period when compared to 2011 (see Figure 10). Moreover, Figures 11-17 demonstrate that a perceived improvement in OCTA’s bus service over the past year was common to *all* subgroups with the natural exception of those who indicated they were dissatisfied with OCTA’s bus service in general.

FIGURE 10 OCTA BUS SERVICE COMPARED WITH 12 MONTHS AGO BY STUDY YEAR: 2014 & 2011

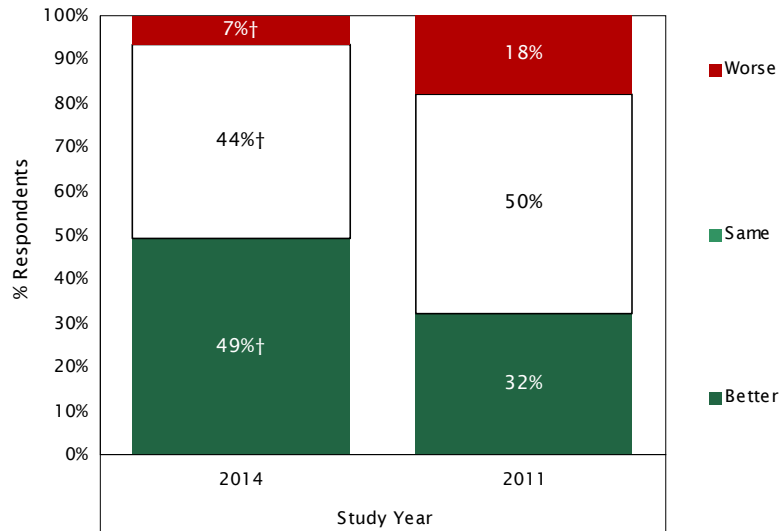


FIGURE 11 OCTA BUS SERVICE COMPARED WITH 12 MONTHS AGO BY EMPLOYMENT STATUS

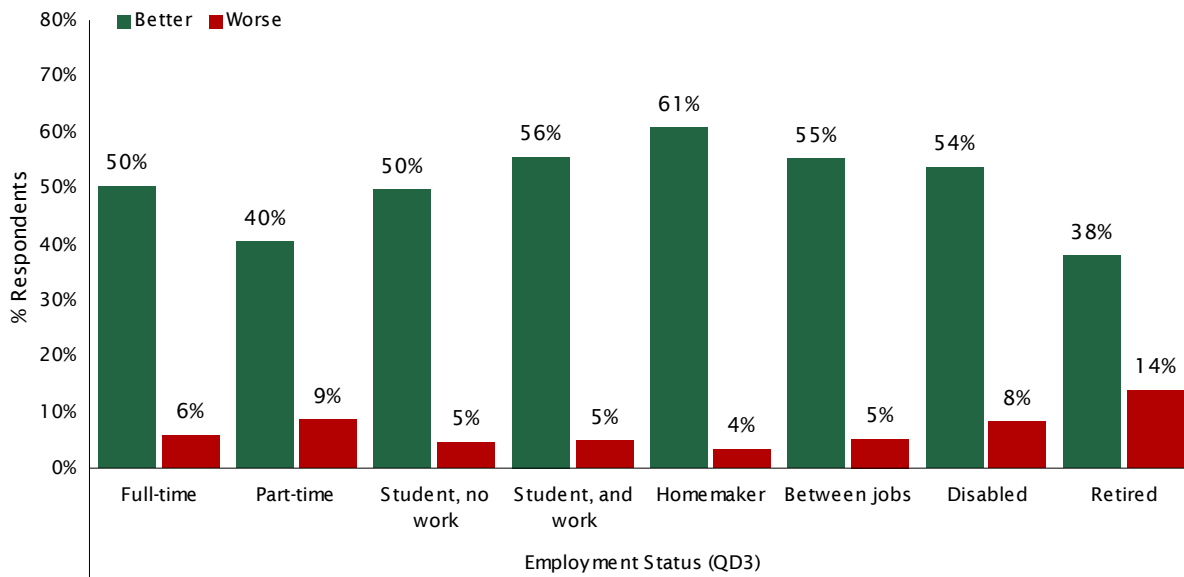


FIGURE 12 OCTA BUS SERVICE COMPARED WITH 12 MONTHS AGO BY TIME USING OCTA BUS SERVICES & FREQUENCY OF OCTA BUS RIDERSHIP

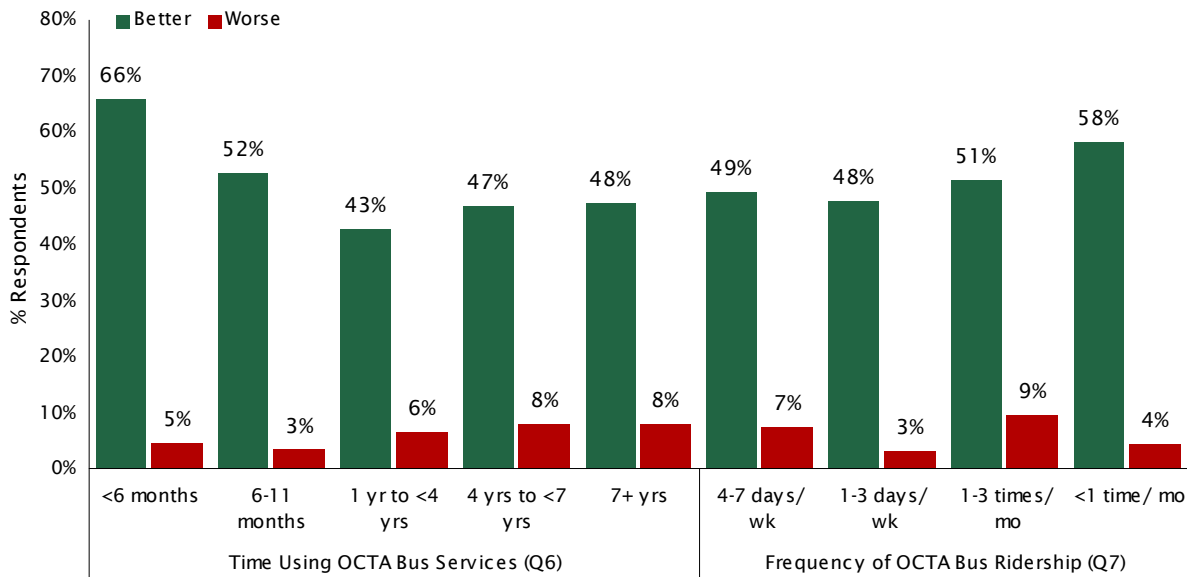


FIGURE 13 OCTA BUS SERVICE COMPARED WITH 12 MONTHS AGO BY EXPERIENCE SKIPPED BUS STOP & AGE

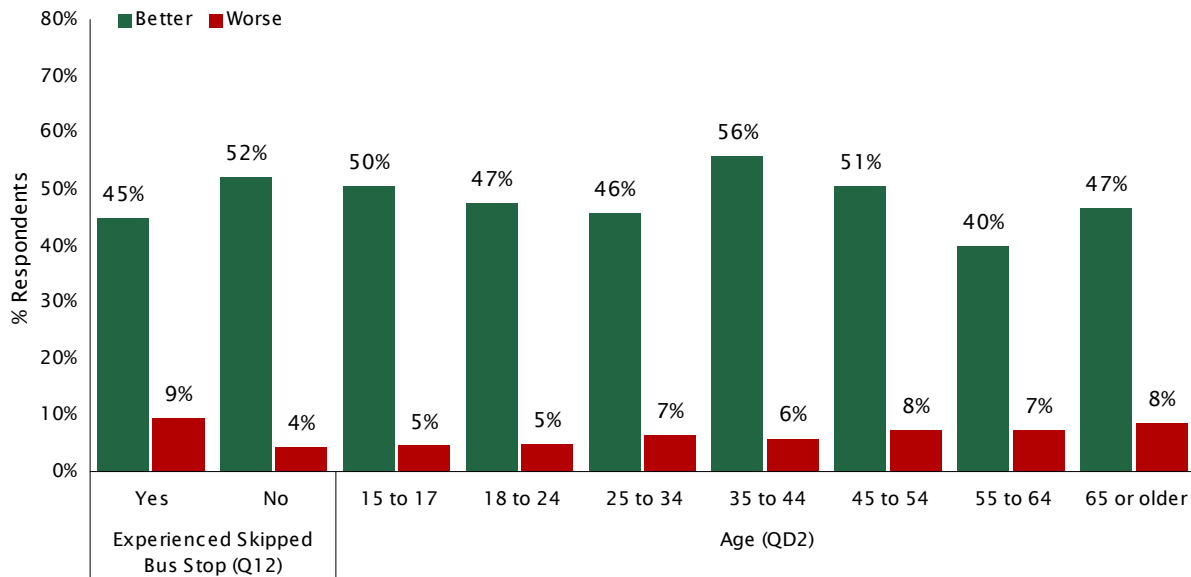


FIGURE 14 OCTA BUS SERVICE COMPARED WITH 12 MONTHS AGO BY ETHNICITY, GENDER & OVERALL SATISFACTION

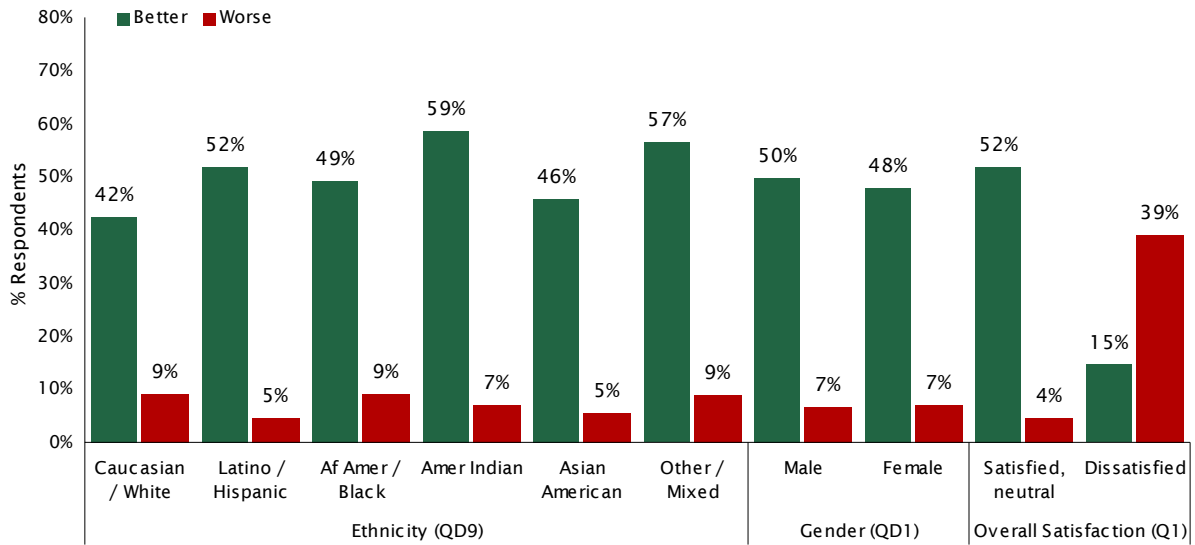


FIGURE 15 OCTA BUS SERVICE COMPARED WITH 12 MONTHS AGO BY EDUCATION LEVEL & VEHICLE ACCESS

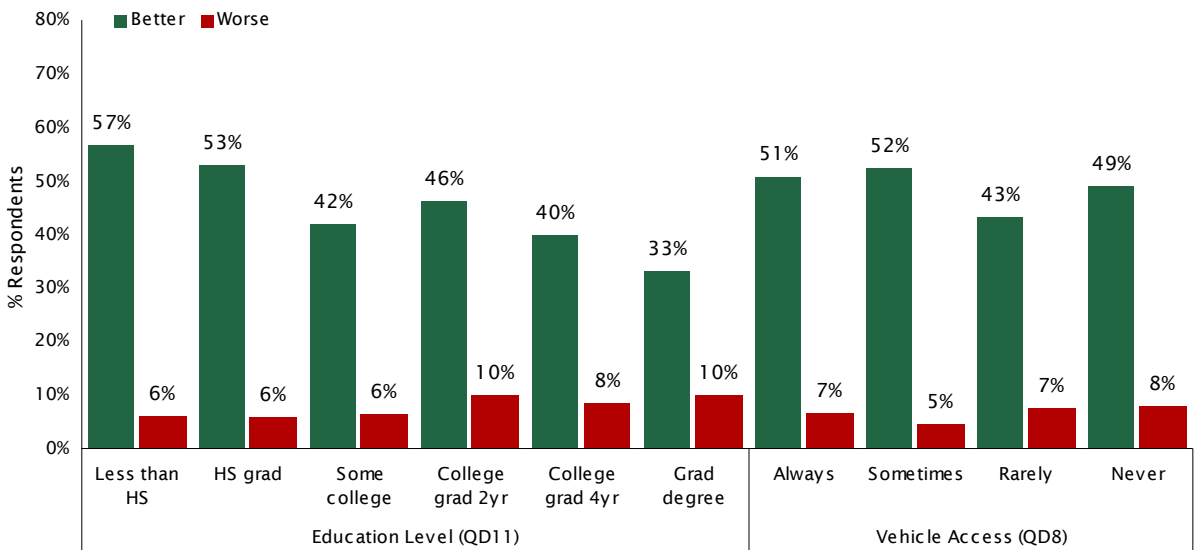


FIGURE 16 OCA BUS SERVICE COMPARED WITH 12 MONTHS AGO BY SERVICE MARKET: HOME & GEO REGION: HOME

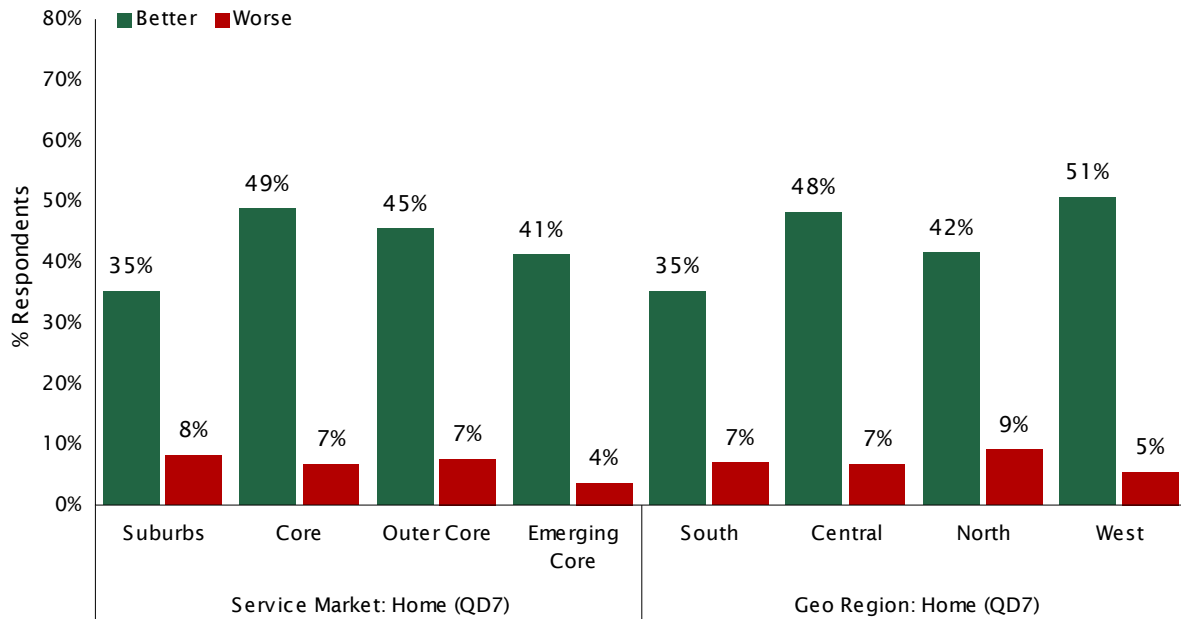
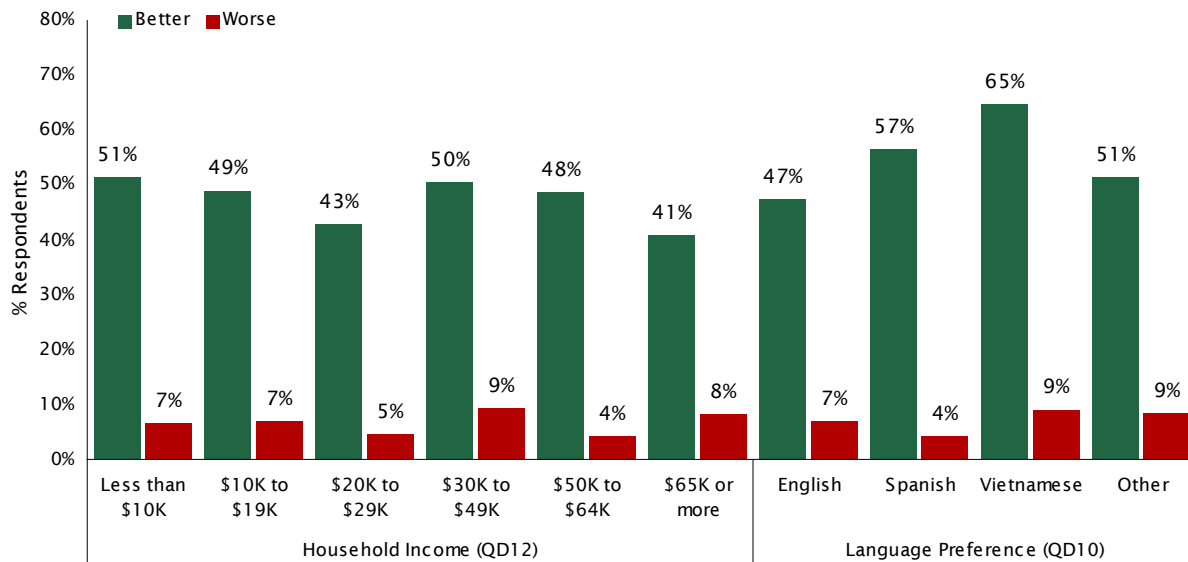


FIGURE 17 OCTA BUS SERVICE COMPARED WITH 12 MONTHS AGO BY HOUSEHOLD INCOME & LANGUAGE OF PREFERENCE



RATING BUS ON PERFORMANCE DIMENSIONS Whereas Question 1 was designed to measure riders' satisfaction with the *overall* performance of OCTA's bus system, Question 3 sought to profile the bus systems' performance on a variety of different dimensions that can shape customer satisfaction. For each aspect of bus service shown in Figure 18 on the next page, riders were simply asked to indicate their degree of satisfaction or dissatisfaction with the performance of the bus on their most recent trips.

Question 3 Thinking about your most recent bus trips, how would you rate your satisfaction with each of the following items?

FIGURE 18 OVERALL SATISFACTION

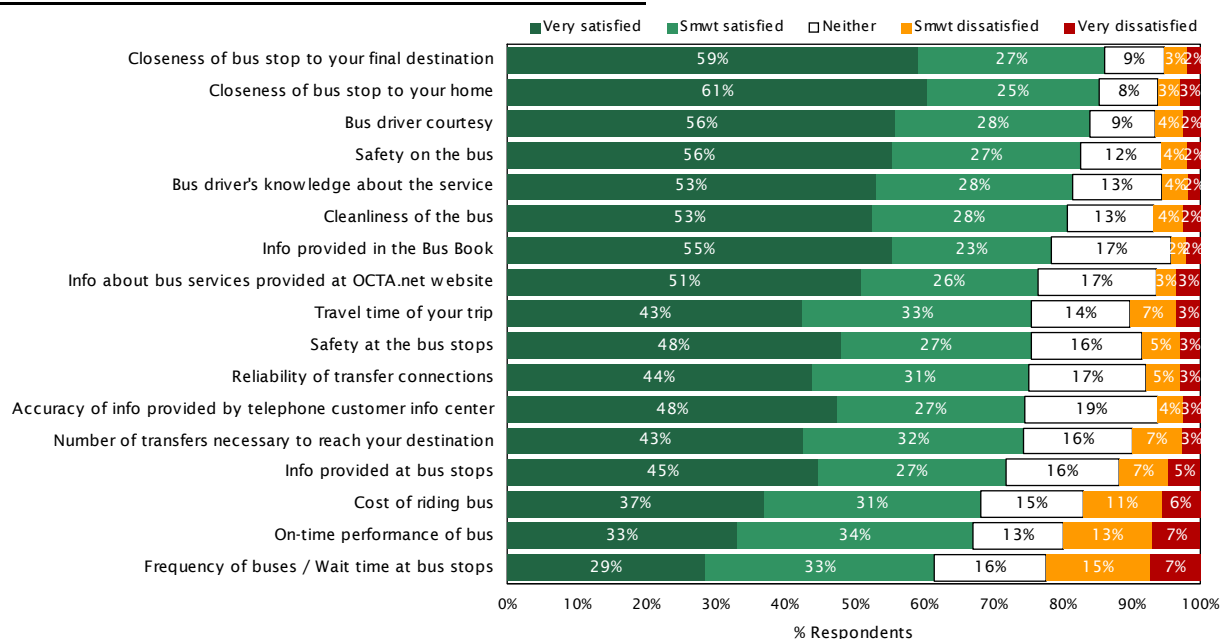


Figure 18 sorts the performance dimensions from high to low based on the percentage of riders who indicated they were either very or somewhat satisfied with this aspect of bus service. Overall, riders expressed the *highest* levels of satisfaction with the proximity of the bus stop to their final destination (86%), closeness of the bus stop to their home (86%), bus driver courtesy (84%), safety on the bus (83%), bus driver’s knowledge about the service (81%), and cleanliness of the bus (81%).

At least three-quarters of riders also indicated they were satisfied with the information provided in the Bus Book (78%) and at the OCTA.net website (77%), travel time of their trip (76%), safety at bus stops (75%), reliability of transfer connections (75%), accuracy of information provided by OCTA’s telephone customer information center (75%), and the number of transfers required to reach their final destination (75%).

When compared to the other performance dimensions tested, riders expressed somewhat lower levels of satisfaction with the information provided at bus stops (72%), cost of riding the bus (68%), on-time performance of the bus (67%), and frequency of buses/wait times at bus stops (62%).

Table 1 on the next page compares the level of satisfaction for each performance dimension across two groups: those who provided a response of being satisfied or neutral with *overall* bus services, and those who were dissatisfied in general. This comparison can help identify those aspects of bus service that are likely be contributing causes of the dissatisfaction expressed by some customers. The largest differences in satisfaction between these two groups were found with respect to the on-time performance of the bus, cost of riding the bus, safety on the bus, bus driver courtesy, and travel time for their bus trip.

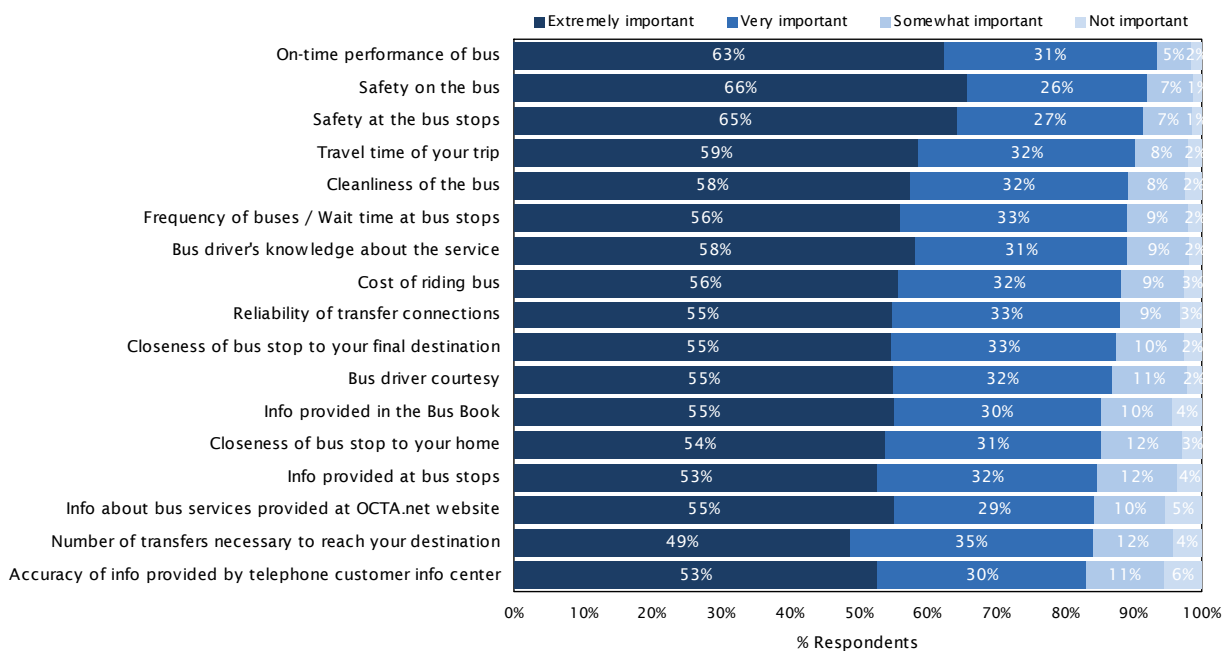
TABLE 1 DIFFERENCE IN SATISFACTION ACROSS PERFORMANCE DIMENSIONS BY OVERALL SATISFACTION

	Overall Satisfaction (Q1)		Difference in Very + Somewhat Satisfied For Each Item
	neutral	Dissatisfied	
On-time performance of bus	70%	25%	-45%
Cost of riding bus	64%	21%	-43%
Safety on the bus	78%	41%	-37%
Bus driver courtesy	74%	40%	-34%
Travel time of your trip	86%	54%	-32%
Info about bus services provided at OCTA.net website	84%	54%	-29%
Info provided at bus stops	76%	50%	-26%
Safety at the bus stops	77%	51%	-26%
Frequency of buses / Wait time at bus stops	70%	44%	-26%
Closeness of bus stop to your final destination	78%	54%	-24%
Closeness of bus stop to your home	80%	58%	-22%
Bus driver's knowledge about the service	82%	61%	-21%
Info provided in the Bus Book	84%	63%	-21%
Reliability of transfer connections	76%	56%	-20%
Cleanliness of the bus	77%	58%	-19%
Accuracy of info provided by telephone customer info center	87%	72%	-16%
Number of transfers necessary to reach your destination	86%	71%	-15%

IMPORTANCE OF PERFORMANCE DIMENSION Having measured customers' satisfaction with various aspects of bus service, the survey next turned to gauging the *importance* that riders assign to the same list of performance dimensions. Figure 9 sorts the dimensions tested from high to low based on the combined percentage of riders who rated the dimension as either extremely or very important.

Question 4 *For the same list of items, please rate how important each item is to your overall satisfaction with bus services.*

FIGURE 19 IMPORTANCE OF PERFORMANCE DIMENSIONS



Overall, riders indicated that the on-time performance of the bus is the most important performance dimension (94% extremely or very important), followed by safety on the bus (92%), safety at bus stops (92%), and travel time for their trip (91%). At the other end of the spectrum, riders rated as somewhat less important the accuracy of information provided by OCTA's telephone customer information center (83%), number of transfers required to reach their destination (84%), information about bus services provided at the OCTA.net website (84%), and information provided at bus stops (85%).

Table 2 compares the level of importance assigned to each performance dimension across two groups: those who provided a response of being satisfied or neutral with *overall* bus services, and those who were dissatisfied in general. As shown in the table, the largest differences in the importance ratings between these two groups occurred with respect to the accuracy of information provided by OCTA's telephone customer service center, bus driver's knowledge about the service, information about bus services provided at the OCTA.net website, and proximity of the bus stop to their final destination.

TABLE 2 DIFFERENCE IN IMPORTANCE ACROSS PERFORMANCE DIMENSIONS BY OVERALL SATISFACTION

	Overall Satisfaction (Q1)		Difference in Extremely + Very Important For Each Item
	neutral	Dissatisfied	
Accuracy of info provided by telephone customer info center	84%	67%	-18%
Bus driver's knowledge about the service	90%	76%	-14%
Info about bus services provided at OCTA.net website	85%	71%	-14%
Closeness of bus stop to your final destination	88%	75%	-13%
Reliability of transfer connections	89%	77%	-12%
Safety on the bus	93%	80%	-12%
Closeness of bus stop to your home	86%	74%	-12%
Frequency of buses / Wait time at bus stops	90%	78%	-12%
Bus driver courtesy	88%	76%	-12%
On-time performance of bus	94%	83%	-11%
Number of transfers necessary to reach your destination	85%	74%	-11%
Safety at the bus stops	92%	82%	-11%
Info provided at bus stops	85%	75%	-11%
Cost of riding bus	89%	79%	-10%
Info provided in the Bus Book	86%	76%	-10%
Travel time of your trip	91%	81%	-10%
Cleanliness of the bus	90%	81%	-8%

PERFORMANCE NEEDS & PRIORITIES With measures of both the importance of—and rider satisfaction with—various dimensions of OCTA's bus service, True North is able to examine the relationship between these two criteria and identify areas where OCTA has the greatest opportunities to improve rider satisfaction. This analysis also identifies aspects of OCTA's bus service that are currently meeting, and even exceeding, the vast majority of riders' needs.

Rather than rely on sample *averages* to conduct this analysis, True North has developed and refined an *individualized* approach to identifying priorities. This approach is built on the recognition that opinions will vary from rider to rider and that understanding this variation is required for assessing how well OCTA is meeting riders' needs.³ Table 3 presents a grid based on the importance and satisfaction scales. The horizontal axis corresponds to the four *importance* options, whereas the vertical scale corresponds to the four *satisfaction* options.⁴ The 16 cells within the grid are grouped into one of six categories based on how well OCTA's bus service is

meeting, or not meeting, a rider’s needs for a particular dimension. The six groups are as follows:

- Exceeding Needs* Bus service is exceeding a respondent’s needs for a performance dimension if a respondent is satisfied and the level of expressed satisfaction is higher than the importance the respondent assigned to the dimension.
- Meeting Needs, Moderately* Bus service is moderately meeting a respondent’s needs if the respondent is satisfied and the level of satisfaction is commensurate with the level of importance assigned to the service dimension.
- Meeting Needs, Marginally* Bus service is marginally meeting a respondent’s needs if the respondent is satisfied with the service, but their level of satisfaction is lower than the level of importance assigned to the service dimension.
- Not Meeting Needs, Marginally* Bus service is marginally *not* meeting a respondent’s needs if the respondent is somewhat dissatisfied, but the service dimension is also viewed as just somewhat or not at all important.
- Not Meeting Needs, Moderately* Bus service is moderately *not* meeting a respondent’s needs if a) a respondent is very dissatisfied with the service dimension, but the dimension is viewed as somewhat or not at all important, or b) a respondent is somewhat dissatisfied and the dimension is viewed as very important.
- Not Meeting Needs, Severely* Bus service is severely *not* meeting a respondent’s needs if a) a respondent is dissatisfied and the service dimension is viewed as extremely important, or b) a respondent is very dissatisfied and the service dimension is viewed as very important.

TABLE 3 CUSTOMER SERVICE NEEDS MATRIX

		Importance			
		Not important	Somewhat important	Very important	Extremely important
Satisfaction	Very satisfied	Exceeding needs	Exceeding needs	Meeting needs, moderately	Meeting needs, moderately
	Somewhat satisfied	Exceeding needs	Meeting needs, moderately	Meeting needs, marginally	Meeting needs, marginally
	Somewhat dissatisfied	Not meeting needs, marginally	Not meeting needs, marginally	Not meeting needs, moderately	Not meeting needs, severely
	Very dissatisfied	Not meeting needs, moderately	Not meeting needs, moderately	Not meeting needs, severely	Not meeting needs, severely

3. Any tool that relies on the opinions of the average respondent will provide a limited and occasionally distorted picture of how well an agency is performing. The simple fact is that an agency’s customer base is not comprised of *average* individuals—it is comprised of unique individuals who vary substantially in their opinions of any agency’s performance in different service areas. Thus, although the arithmetic average of these individuals’ opinions is a useful statistic, it does not capture the *variation* in opinions that occurs among customers, and it is this variation that is critical for truly assessing how well an agency is meeting the needs of its customers.
4. Individuals who indicated they were neither satisfied nor dissatisfied were removed from this analysis.

Using this framework, True North categorized respondents individually for each of the 17 service aspects tested in the 2014 study. Thus, for example, a respondent who indicated that cleanliness of the bus is *somewhat important* and they were *very satisfied* in this area would be categorized in the *exceeding needs* group for this performance dimension. The same respondent may be grouped in the *marginally not meeting needs* group for another service (e.g., reliability of transfer connections) if they were *somewhat dissatisfied* with this aspect of bus service, but the dimension was viewed as only *somewhat important*.

FIGURE 20 CUSTOMER SERVICE NEEDS

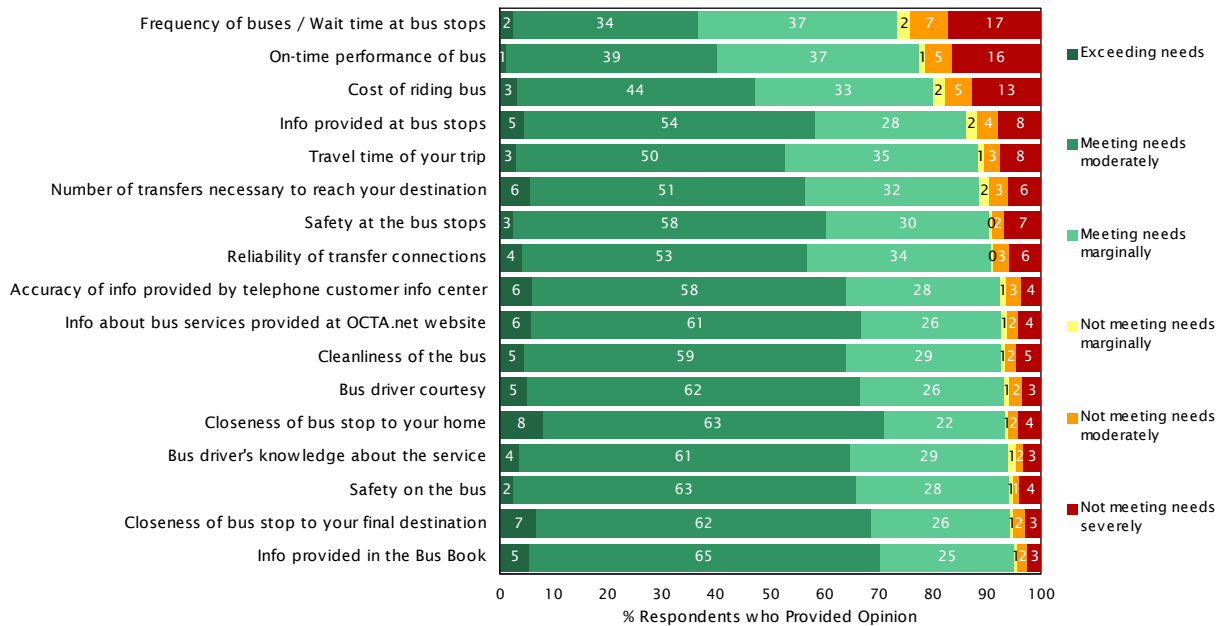


Figure 20 presents each of the performance dimensions tested, along with the percentage of respondents who were grouped into each of the six possible categories. For ease of interpretation, the color-coding in this figure is consistent with that presented in Table 3. Thus, for example, with respect to the frequency of buses/wait times at bus stops OCTA’s bus service is exceeding the needs of 2% of riders, moderately meeting the needs of 34% of riders, marginally meeting the needs of 37% of riders, marginally not meeting the needs of 2% of riders, moderately not meeting the needs of 7% of riders, and severely not meeting the needs of 17% of riders.

Operating from the management philosophy that, all other things being equal, OCTA should focus on improving those aspects of bus service that have the highest percentage of riders for which the service is currently *not* meeting their needs, the performance dimensions have been sorted in order of priority. Thus, improving the frequency of buses/wait time at bus stops is the top priority, followed by improving the on-time performance of the bus, and cost of riding the bus.

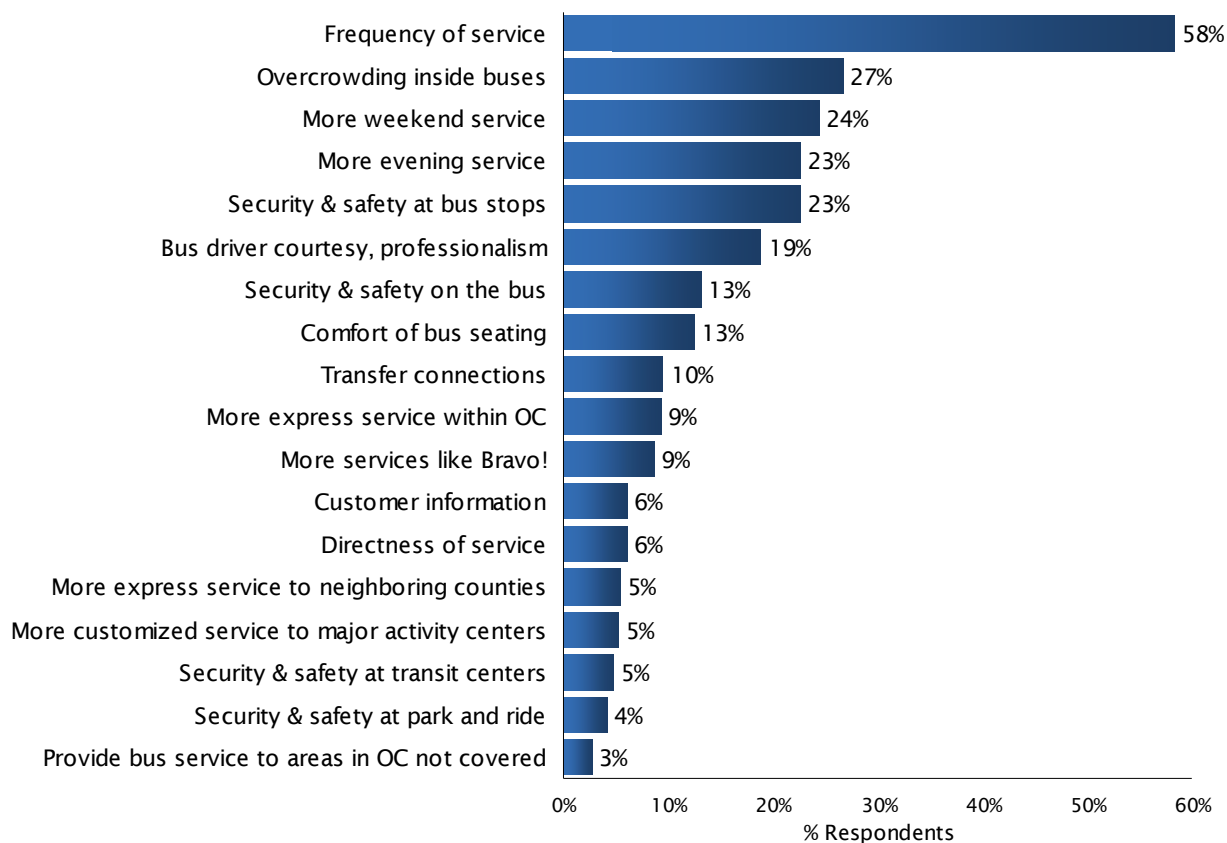
MOST DESIRED IMPROVEMENTS The final question in this series presented respondents with each of the service areas listed in Figure 21 on the next page and simply asked—besides price—in which three areas would they *most* want to see improvements to bus service?

The percentage results shown in the figure denote the percentage of customers who indicated that an area was among their top three choices for improvement.

Consistent with the findings relayed earlier in this section (see *Performance Needs & Priorities* on page 21), the most desired area for improvement was frequency of bus service, being mentioned by more than half (58%) of riders in response to Question 5. Other commonly selected areas for improvement included reducing overcrowding inside buses (27%), additional weekend service (24%), additional evening service (23%), and improved safety and security at bus stops (23%).

Question 5 *Besides price, in which of the following areas would you most want to see improvements to bus service? Please check up to three (3) items only.*

FIGURE 21 MOST DESIRED IMPROVEMENTS



Tables 4 through 6 on the next page show how the percentage of riders who selected each area as being among their top three priorities for improvement varied according to their overall satisfaction with bus service, frequency of ridership, length of time riding OCTA buses, service market, and the geographic region of their residence.

TABLE 4 MOST DESIRED IMPROVEMENTS BY OVERALL SATISFACTION & DIFFERENCE IN PERCENTAGE THAT MENTIONED ITEM AS DESIRED IMPROVEMENT

	Overall Satisfaction (Q1)		Difference in % That Mentioned Item as Desired Improvement
	neutral	Dissatisfied	
Frequency of service	58%	68%	+11%
Bus driver courtesy, professionalism	18%	27%	+9%
Transfer connections	9%	13%	+3%
More weekend service	24%	26%	+2%
More evening service	23%	24%	+1%
Customer information	6%	7%	+1%
Security & safety at park and ride	4%	4%	+0%
More express service within OC	9%	9%	-0%
Provide bus service to areas in OC not covered	3%	2%	-1%
Overcrowding inside buses	27%	26%	-1%
Security & safety at transit centers	5%	4%	-1%
Directness of service	6%	5%	-1%
More express service to neighboring counties	6%	4%	-2%
Comfort of bus seating	13%	10%	-2%
More services like Bravo!	9%	6%	-3%
More customized service to major activity centers	5%	2%	-4%
Security & safety on the bus	13%	9%	-4%
Security & safety at bus stops	23%	19%	-4%

TABLE 5 MOST DESIRED IMPROVEMENTS BY FREQUENCY OF OCTA BUS RIDERSHIP & TIME USING OCTA BUS SERVICES

	Frequency of OCTA Bus Ridership (Q7)				Time Using OCTA Bus Services (Q6)				
	4-7 days/ wk	1-3 days/ wk	1-3 times/ mo	<1 time/ mo	<6 months	6-11 months	1 yr to <4 yrs	4 yrs to <7 yrs	7+ yrs
Frequency of service	60%	52%	54%	57%	60%	54%	57%	61%	59%
Overcrowding inside buses	28%	25%	17%	18%	22%	25%	32%	34%	24%
More weekend service	25%	24%	17%	18%	18%	21%	19%	25%	31%
More evening service	23%	25%	12%	15%	17%	25%	23%	26%	24%
Security & safety at bus stops	23%	21%	21%	22%	25%	25%	23%	17%	22%
Bus driver courtesy, professionalism	19%	17%	15%	19%	21%	20%	17%	16%	19%
Security & safety on the bus	13%	14%	15%	13%	14%	15%	11%	14%	13%
Comfort of bus seating	12%	14%	12%	5%	12%	14%	16%	16%	10%
Transfer connections	10%	8%	9%	8%	12%	8%	9%	7%	11%
More express service within OC	9%	11%	11%	5%	9%	11%	8%	8%	10%
More services like Bravo!	9%	7%	9%	5%	4%	8%	12%	7%	10%
Customer information	6%	5%	12%	15%	8%	12%	6%	6%	3%
Directness of service	6%	5%	8%	4%	6%	7%	7%	7%	5%
More express service to neighboring counties	5%	5%	5%	8%	6%	5%	6%	5%	5%
More customized service to major activity centers	5%	5%	10%	15%	5%	5%	6%	5%	5%
Security & safety at transit centers	4%	4%	9%	14%	8%	5%	4%	4%	4%
Security & safety at park and ride	4%	4%	7%	5%	5%	4%	3%	5%	4%
Provide bus service to areas in OC not covered	2%	4%	4%	3%	3%	0%	2%	4%	3%

TABLE 6 MOST DESIRED IMPROVEMENTS BY SERVICE MARKET: HOME & GEO REGION: HOME

	Service Market: Home (QD7)				Geo Region: Home (QD7)			
	Suburbs	Core	Outer Core	Emerging Core	South	Central	North	West
Frequency of service	52%	58%	63%	68%	58%	58%	63%	62%
Overcrowding inside buses	22%	30%	33%	26%	18%	30%	35%	34%
More weekend service	28%	24%	25%	25%	32%	24%	24%	29%
More evening service	31%	21%	26%	28%	29%	22%	23%	31%
Security & safety at bus stops	17%	25%	17%	18%	17%	25%	17%	14%
Bus driver courtesy, professionalism	23%	20%	18%	16%	21%	20%	18%	16%
Security & safety on the bus	14%	15%	10%	8%	12%	14%	11%	10%
Comfort of bus seating	13%	14%	13%	12%	12%	14%	14%	12%
Transfer connections	14%	9%	12%	11%	14%	9%	11%	14%
More express service within OC	10%	8%	9%	6%	10%	8%	8%	8%
More services like Bravo!	8%	9%	10%	10%	5%	9%	12%	8%
Customer information	4%	5%	7%	9%	5%	5%	10%	6%
Directness of service	6%	6%	7%	7%	9%	6%	4%	9%
More express service to neighboring counties	4%	4%	6%	2%	2%	4%	7%	6%
More customized service to major activity centers	4%	5%	6%	6%	5%	5%	6%	6%
Security & safety at transit centers	4%	4%	4%	2%	5%	4%	4%	2%
Security & safety at park and ride	5%	4%	3%	2%	5%	4%	4%	2%
Provide bus service to areas in OC not covered	7%	3%	2%	6%	6%	3%	2%	3%

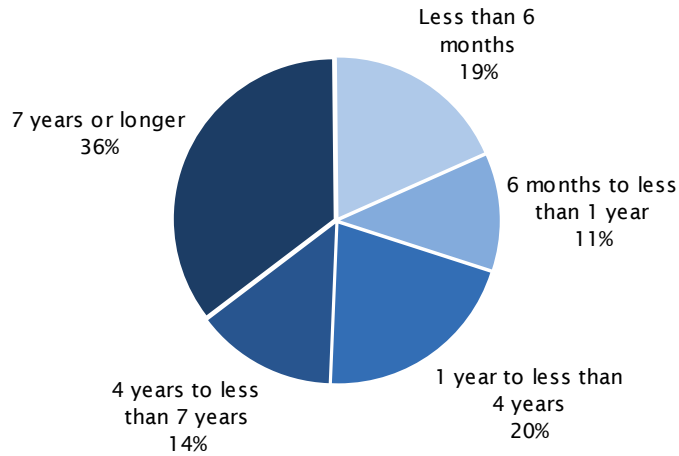
BUS USAGE - GENERAL

Having measured respondent’s satisfaction with OCTA bus services, the survey transitioned to profiling their ridership patterns in *general*—including how long they have used OCTA bus services, how often they ride the bus, as well as whether their frequency of ridership has changed in the past year.

HOW LONG HAVE YOU BEEN AN OCTA BUS RIDER? Half (50%) of riders surveyed indicated that they have been riding OCTA buses for at least four years, with more than one-third (36%) indicating that they have been a bus rider for at least seven years. Approximately 20% reported that they’ve been riding OCTA bus services between one and four years, whereas 30% were relatively new to bus services having first ridden less than one year prior to the interview (Figure 22).

Question 6 *How long have you used OCTA bus services?*

FIGURE 22 LENGTH OF USING OCTA BUS SERVICES



Figures 23-25 detail how length of ridership on the OCTA bus system varied by geographic region of residence, service market of residence, geographic region of work (employed workers), service market of work (employed workers), and both geographic region and service market of school (students).

FIGURE 23 LENGTH OF USING OCTA BUS SERVICES BY GEO REGION: HOME & SERVICE MARKET: HOME

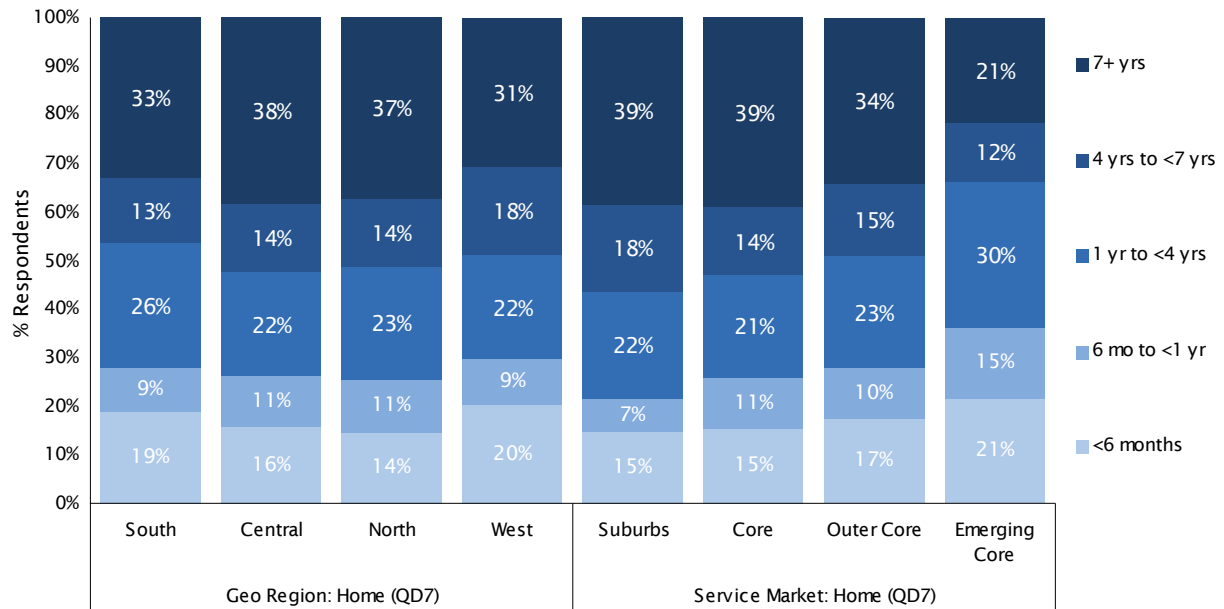


FIGURE 24 LENGTH OF USING OCTA BUS SERVICES BY GEO REGION: WORK & SERVICE MARKET: WORK

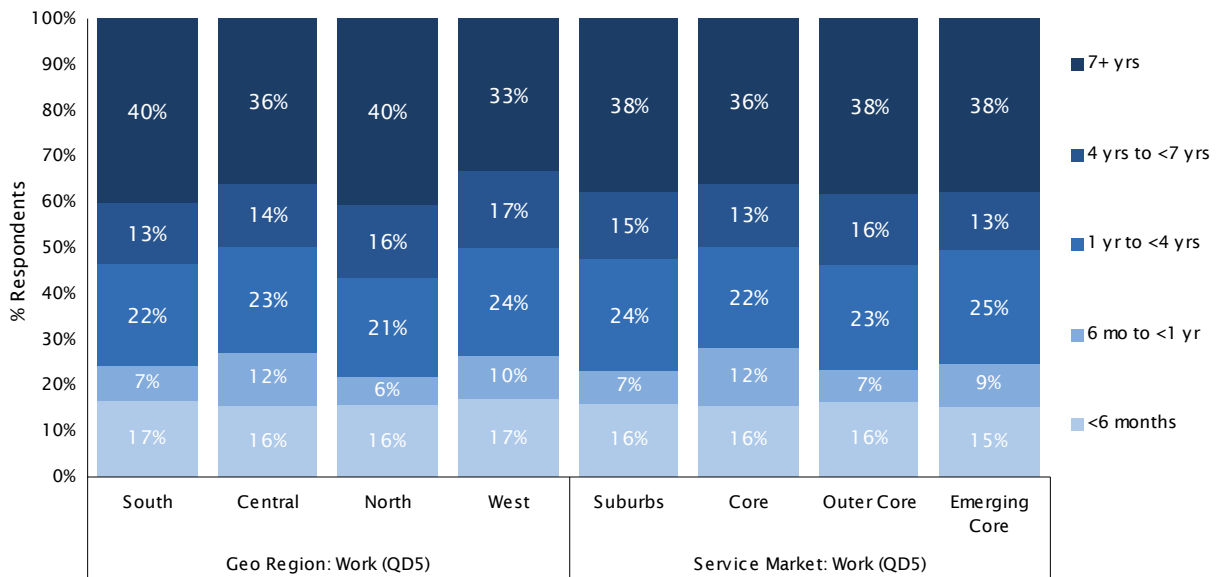
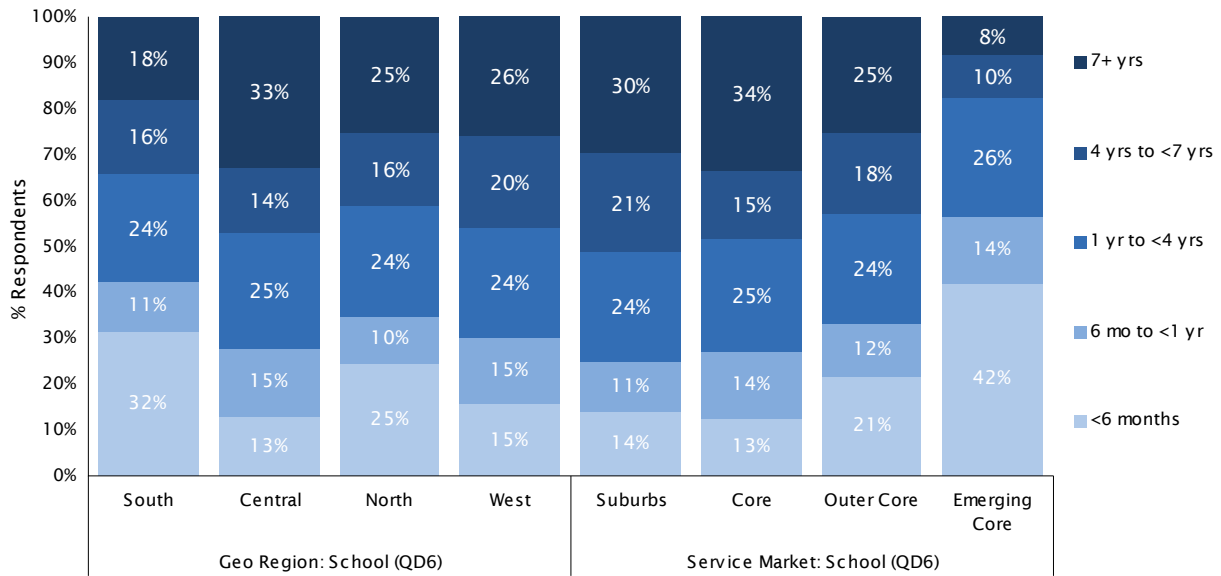


FIGURE 25 LENGTH OF USING OCTA BUS SERVICES BY GEO REGION: SCHOOL & SERVICE MARKET: SCHOOL



FREQUENCY OF RIDING BUS Whereas Question 6 inquired as to the length of time a respondent had been riding OCTA buses, Question 7 sought to measure the *frequency* with which riders currently use the OCTA bus system. More than three-quarters of respondents (76%) indicated they ride the bus at least four days per week, 17% stated they ride the bus one to three days per week, 5% currently ride the bus one to three times per month, whereas 2% of respondents offered that they ride the bus less often than once per month (Figure 26).

Question 7 *How often do you currently ride an OCTA bus?*

FIGURE 26 FREQUENCY OF OCTA BUS RIDERSHIP

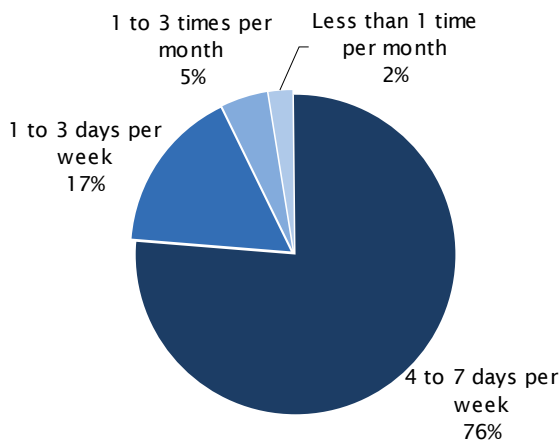


Table 7 on the next page shows how the demographic and geographic profile of riders varies according to how frequently they ride. Comparing the column percentages reveals that the primary determinant of ridership frequency appears to be employment status, as full-time workers represent a much larger percentage of riders who use the bus at least four days per week when compared to the group of riders who ride less often.

TABLE 7 DEMOGRAPHIC & GEOGRAPHIC BREAKDOWN OF FREQUENCY OF OCTA BUS RIDERSHIP

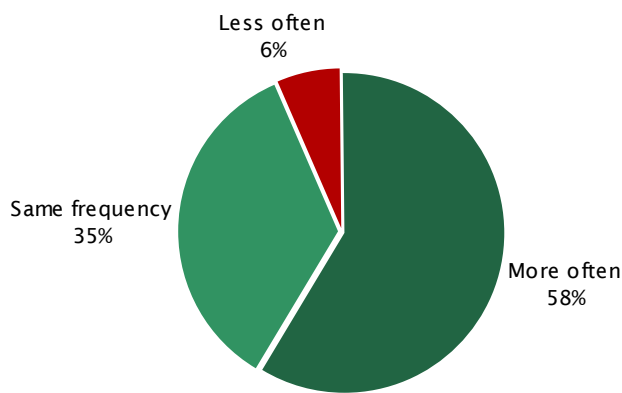
	Frequency of OCTA Bus Ridership (Q7)	
	4+ days/ wk	<4 days/ wk
Employment Status (QD3)		
Full-time	41%	24%
Part-time	20%	23%
Student, no work	15%	17%
Student, and work	7%	8%
Homemaker	3%	6%
Between jobs	4%	6%
Disabled	6%	9%
Retired	4%	7%
Primary Trip Purpose (Q14)		
Work	59%	37%
Shopping	7%	13%
School (K-12)	5%	6%
School (College)	13%	13%
Recreation	4%	9%
Personal errands	7%	11%
Medical	6%	11%
Age (QD2)		
15 to 17	4%	7%
18 to 24	32%	33%
25 to 34	20%	17%
35 to 44	15%	12%
45 to 54	16%	16%
55 to 64	9%	10%
65 or older	4%	5%
Ethnicity (QD9)		
Caucasian / White	29%	28%
Latino / Hispanic	51%	52%
Af Amer / Black	8%	8%
Amer Indian	2%	2%
Asian American	6%	7%
Other / Mixed	3%	3%
Household Income (QD12)		
Less than \$10K	35%	33%
\$10K to \$19K	27%	27%
\$20K to \$29K	15%	13%
\$30K to \$49K	12%	13%
\$50K to \$64K	5%	6%
\$65K or more	5%	8%
Service Market: Home (QD7)		
Suburbs	7%	10%
Core	61%	53%
Outer Core	28%	30%
Emerging Core	4%	7%
Geo Region: Home (QD7)		
South	8%	13%
Central	67%	60%
North	14%	14%
West	11%	13%

CHANGE IN RIDERSHIP DURING PAST 12 MONTHS All riders were next asked if they had changed their frequency of bus ridership when compared to 12 months prior and—if they are riding *less* often now—to explain the reason they are riding less often.

As shown in Figure 27, the majority of riders surveyed (58%) indicated that they were riding the bus more at the time of the 2014 survey when compared to 12 months prior. Approximately one-third (35%) indicated their frequency of ridership had remained about the same during this period, whereas 6% stated they were riding the bus less often now than during the prior year.

Question 8 *Are you currently riding an OCTA bus more often, less often, or at about the same frequency as you were 12 months ago?*

FIGURE 27 FREQUENCY OF RIDERSHIP COMPARED WITH 12 MONTHS AGO



Figures 28-31 show that a tendency to change ridership patterns during the past year was not related in a consistent way to geographic region or service market, but was modestly related to overall satisfaction with OCTA bus service and frequency of riding the bus. The less satisfied a customer reported being with OCTA bus service and the less frequently they currently ride the bus, the more likely they were to report having reduced their frequency of ridership during the prior 12 month period.

FIGURE 28 FREQUENCY OF RIDERSHIP COMPARED WITH 12 MONTHS AGO BY GEO REGION: HOME & SERVICE MARKET: HOME

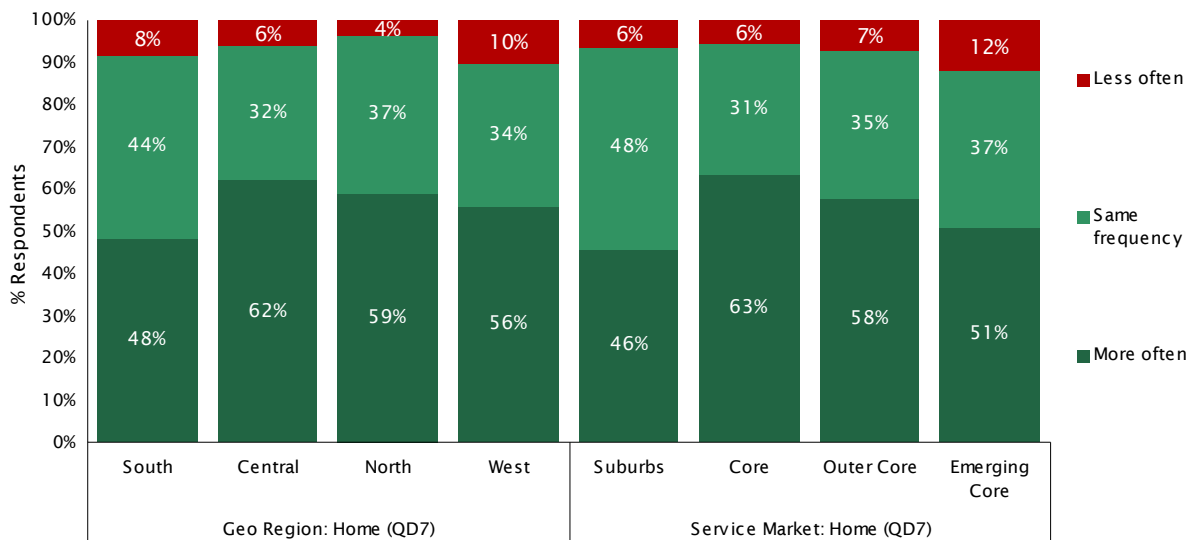


FIGURE 29 FREQUENCY OF RIDERSHIP COMPARED WITH 12 MONTHS AGO BY GEO REGION: SCHOOL & SERVICE MARKET: SCHOOL

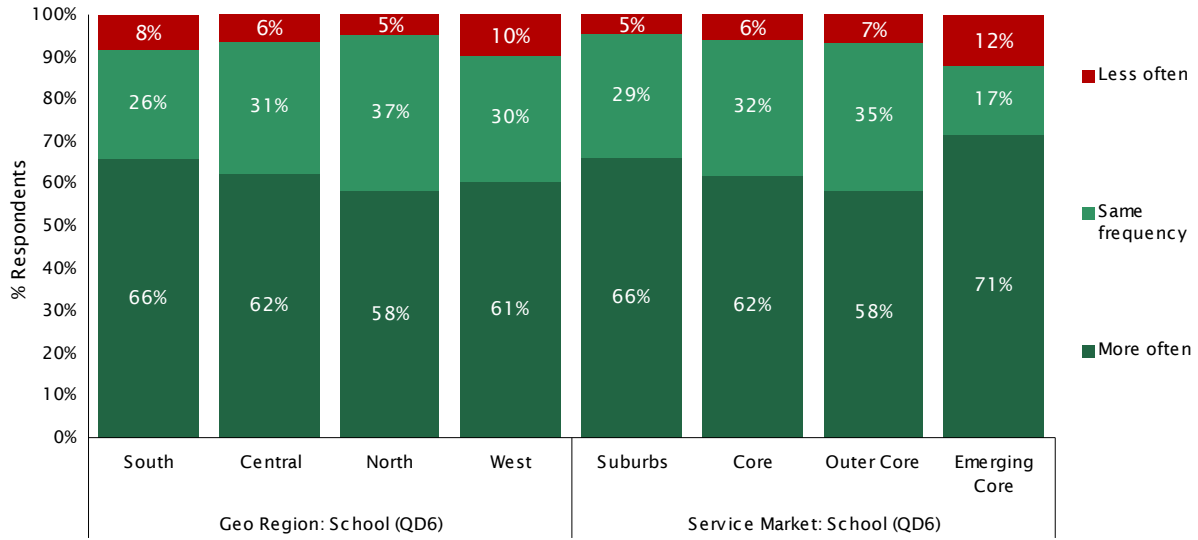


FIGURE 30 FREQUENCY OF RIDERSHIP COMPARED WITH 12 MONTHS AGO BY GEO REGION: WORK & SERVICE MARKET: WORK

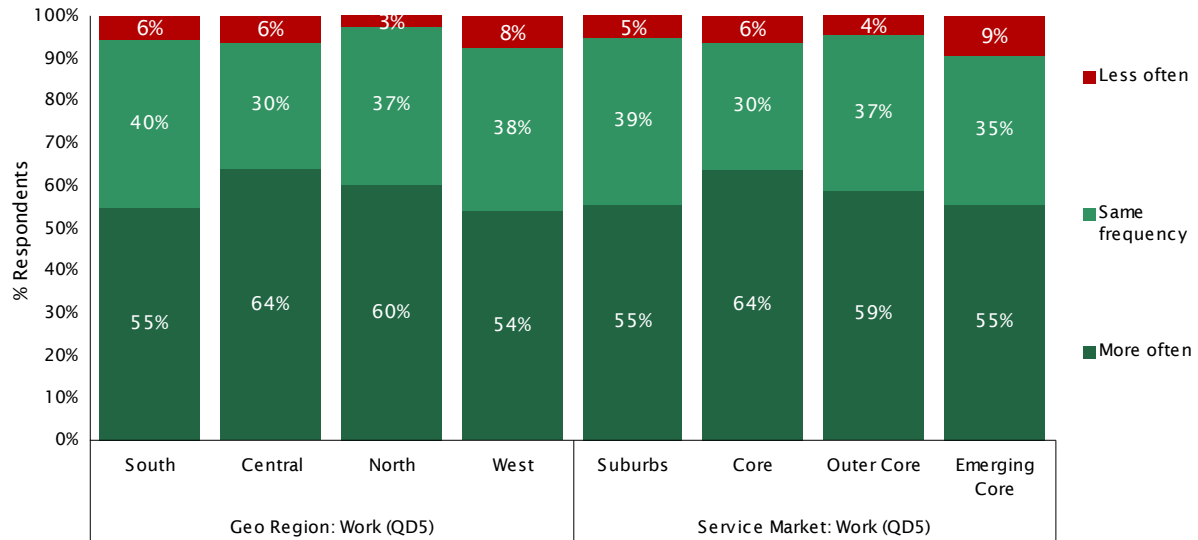
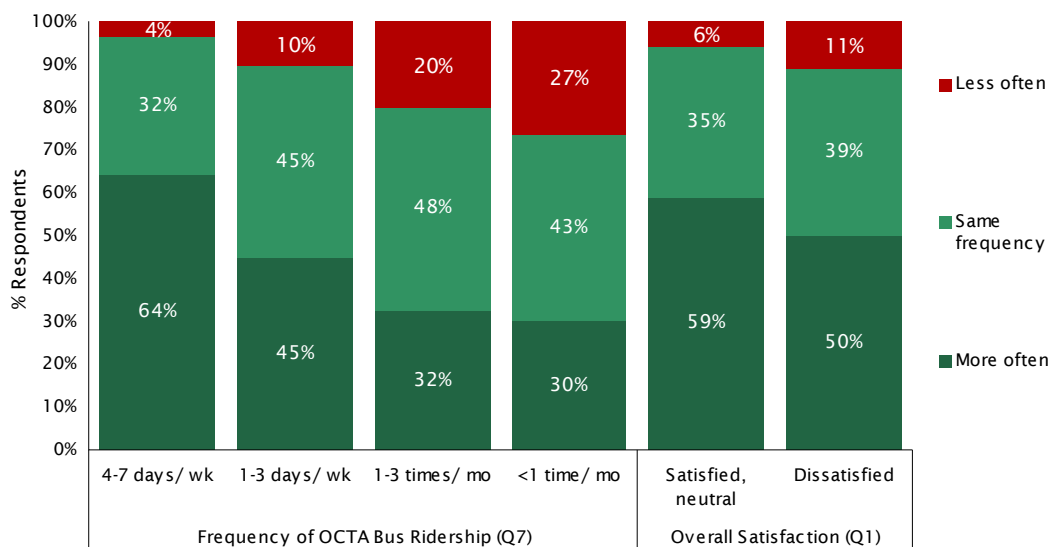


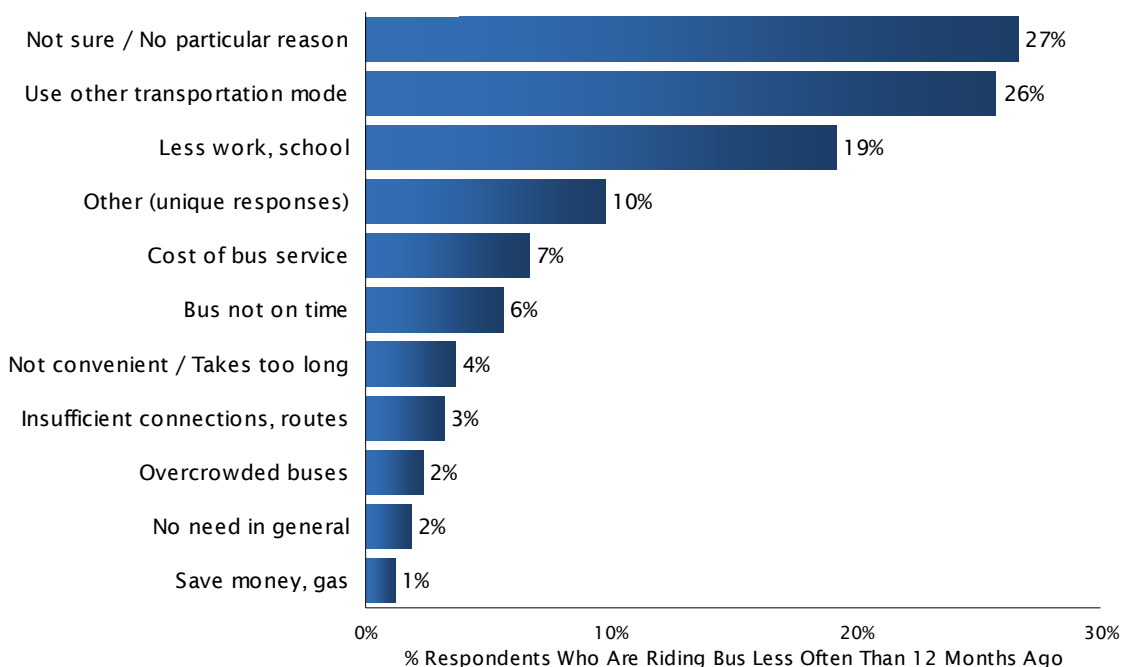
FIGURE 31 FREQUENCY OF RIDERSHIP COMPARED WITH 12 MONTHS AGO BY FREQUENCY OF OCTA BUS RIDERSHIP & OVERALL SATISFACTION



When customers who reported a reduction in ridership frequency were asked *why* they were riding the bus less often now, approximately one-quarter (27%) did not have a particular reason for the pattern. Among the specific reasons that were offered, 26% reported using other forms of transportation, 19% indicated a reduction in work or school travel, 7% referenced the cost of bus service, and 6% stated that they can't count on the bus operating on-time as their reasons for riding the bus less frequently now than in the past (Figure 32).

Question 9 *If you are riding the bus less often now, why are you riding less often?*

FIGURE 32 REASON FOR RIDING BUS LESS



WHY RIDE THE BUS INSTEAD OF OTHER TRANSPORTATION? Regardless of how frequently they ride the bus, all respondents were next asked to indicate the *main* reason why they ride an OCTA bus instead of using a different means of transportation. The dominant reasons centered on their inability to use a personal vehicle (car), either because it is too expensive to purchase and/or maintain a car (45%), they do not have a license/can't drive (19%), or their current vehicle is not working properly (9%). Cost was also a factor for some, with 9% stating they save money by riding the bus and an additional 5% citing high gas prices as the main reason why they choose to ride the bus (Figure 33). Tables 8-10 show how the primary reasons offered for riding the bus varied by household income, ethnicity, frequency of bus ridership, age, employment status, and change in ridership frequency during the prior 12 month period.

Question 10 Which of the following is the main reason why you ride an OCTA bus instead of using a different means of transportation?

FIGURE 33 REASONS FOR RIDING OCTA BUS INSTEAD OF DIFFERENT MEANS OF TRANSPORTATION

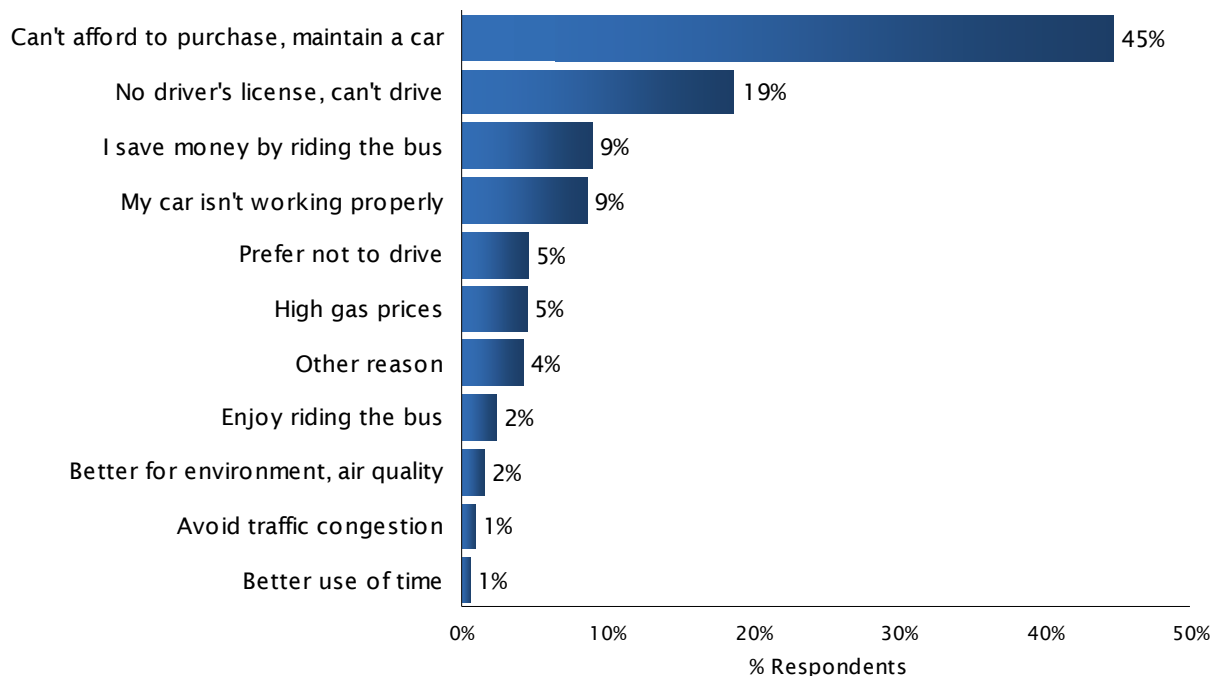


TABLE 8 REASONS FOR RIDING OCTA BUS INSTEAD OF DIFFERENT MEANS OF TRANSPORTATION BY HOUSEHOLD INCOME & ETHNICITY

	Household Income (QD12)						Ethnicity (QD9)					
	Less than \$10K	\$10K to \$19K	\$20K to \$29K	\$30K to \$49K	\$50K to \$64K	\$65K or more	Cauc / White	Latino / Hispanic	Af Amer / Black	Amer / Indian	Asian American	Other / Mixed
Can't afford to purchase, maintain a car	56%	46%	39%	32%	27%	26%	45%	46%	37%	34%	43%	33%
No driver's license, can't drive	18%	16%	24%	21%	18%	20%	18%	21%	15%	14%	21%	14%
I save money by riding the bus	5%	10%	7%	14%	20%	17%	9%	8%	11%	18%	12%	13%
My car isn't working properly	6%	9%	9%	13%	7%	9%	8%	7%	17%	6%	5%	14%
Prefer not to drive	3%	4%	5%	7%	7%	6%	5%	5%	4%	4%	4%	6%
High gas prices	3%	5%	8%	5%	9%	4%	5%	4%	7%	7%	4%	4%
Other reason	5%	4%	3%	3%	4%	7%	4%	4%	4%	6%	3%	7%
Enjoy riding the bus	3%	2%	2%	2%	3%	3%	2%	3%	3%	0%	3%	1%
Better for environment, air quality	1%	2%	1%	2%	3%	5%	2%	1%	1%	3%	3%	3%
Avoid traffic congestion	1%	1%	1%	1%	1%	2%	1%	1%	0%	2%	1%	5%
Better use of time	0%	1%	1%	0%	1%	1%	1%	0%	0%	5%	1%	0%

TABLE 9 REASONS FOR RIDING OCTA BUS INSTEAD OF DIFFERENT MEANS OF TRANSPORTATION BY FREQUENCY OF OCTA BUS RIDERSHIP & AGE

	Frequency of OCTA Bus Ridership (Q7)				Age (QD2)							
	4-7 days/ wk	1-3 days/ wk	1-3 times/ mo	<1 time/ mo	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	
Can't afford to purchase, maintain a car	47%	41%	29%	43%	33%	42%	45%	50%	41%	47%	45%	
No driver's license, can't drive	19%	18%	20%	6%	38%	26%	20%	18%	12%	13%	9%	
I save money by riding the bus	9%	8%	6%	9%	3%	9%	7%	7%	10%	11%	25%	
My car isn't working properly	8%	10%	17%	12%	5%	9%	11%	4%	10%	6%	3%	
Prefer not to drive	4%	6%	5%	13%	1%	1%	3%	6%	9%	7%	9%	
High gas prices	4%	5%	8%	0%	4%	3%	6%	5%	7%	6%	0%	
Other reason	4%	5%	5%	7%	10%	4%	4%	4%	5%	5%	0%	
Enjoy riding the bus	2%	3%	2%	4%	4%	2%	2%	3%	2%	2%	7%	
Better for environment, air quality	1%	2%	2%	3%	1%	2%	1%	1%	2%	1%	0%	
Avoid traffic congestion	1%	1%	2%	3%	1%	1%	0%	1%	1%	2%	0%	
Better use of time	1%	0%	2%	0%	0%	0%	0%	0%	1%	1%	3%	

TABLE 10 REASONS FOR RIDING OCTA BUS INSTEAD OF DIFFERENT MEANS OF TRANSPORTATION BY EMPLOYMENT STATUS & RIDERSHIP COMPARED WITH 12 MONTHS AGO

	Employment Status (QD3)								Ridership Compared w/ 12 Months Ago (Q8)		
	Full-time	Part-time	Student, no work	Student, and work	Home- maker	Between jobs	Disabled	Retired	More often	Same	Less often
Can't afford to purchase, maintain a car	44%	46%	42%	42%	46%	52%	52%	38%	49%	40%	33%
No driver's license, can't drive	14%	21%	35%	21%	10%	21%	16%	8%	18%	19%	22%
I save money by riding the bus	11%	6%	6%	10%	6%	4%	9%	16%	8%	9%	12%
My car isn't working properly	10%	10%	5%	8%	10%	10%	5%	9%	8%	8%	13%
Prefer not to drive	4%	5%	3%	3%	12%	2%	7%	7%	3%	7%	6%
High gas prices	6%	3%	2%	6%	4%	5%	2%	3%	3%	6%	5%
Other reason	3%	3%	5%	5%	5%	5%	5%	6%	4%	4%	5%
Enjoy riding the bus	2%	2%	2%	1%	1%	1%	1%	7%	2%	3%	1%
Better for environment, air quality	2%	1%	1%	3%	3%	0%	1%	2%	1%	2%	2%
Avoid traffic congestion	1%	1%	1%	1%	1%	0%	1%	1%	1%	2%	1%
Better use of time	1%	1%	0%	0%	0%	1%	0%	3%	1%	0%	0%

HAVE YOU BEEN PASSED BY A BUS? The final substantive question in this series asked respondents whether, during the prior six months, an OCTA bus had passed them by without stopping while they were waiting at a bus stop. Overall, less than half (43%) of riders indicated that a bus had passed without stopping while they were waiting at a bus stop during the period of interest (Figure 34). Those who were dissatisfied with OCTA bus service in general, high frequency riders (4+ days per week), and young riders (15-17 years of age) were the most likely to report having been passed by a bus while waiting at a bus stop (see Figure 35).

Question 12 *While waiting at a bus stop, has there been a time during the past six months when your bus passed by without stopping for you?*

FIGURE 34 BUS SKIPPED STOP IN PAST 6 MONTHS

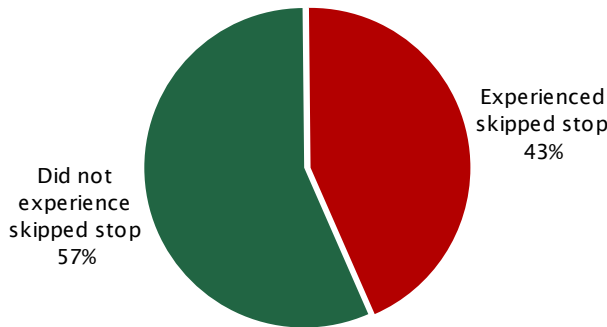
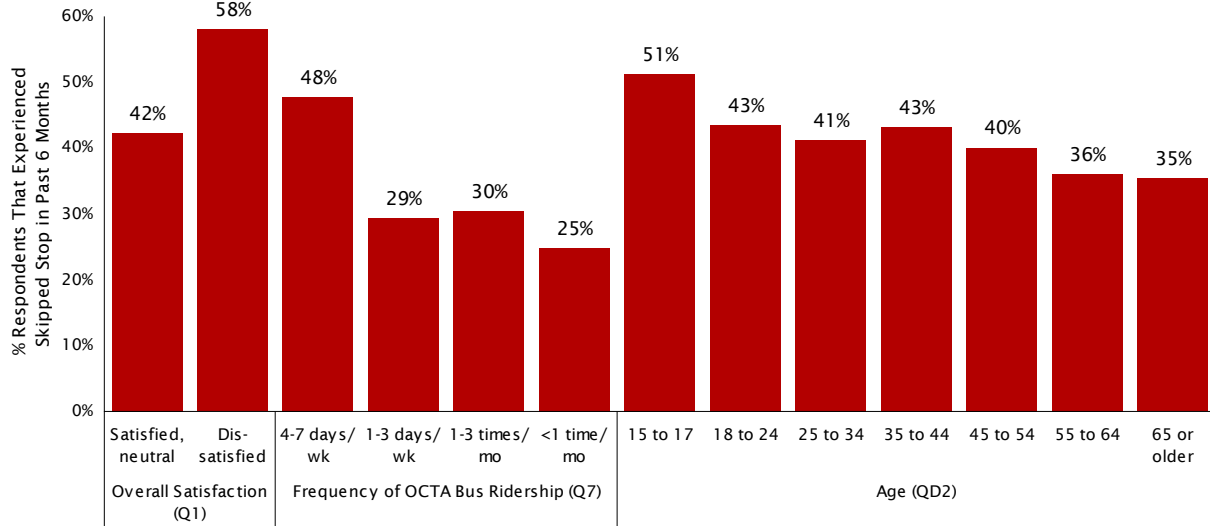


FIGURE 35 BUS SKIPPED STOP IN PAST 6 MONTHS BY OVERALL SATISFACTION, FREQUENCY OF OCTA BUS RIDERSHIP & AGE



TODAY'S TRIP

Whereas the questions in the prior section profiled a respondent's *general* ridership habits and patterns, beginning with Question 14 the survey transitioned to capturing information about the trip they were currently taking at the time they were surveyed—including trip purpose, transfers, trip distance, and fare type.

TRIP PURPOSE Respondents were initially asked to identify the *main* purpose of their trip on the bus on the day of the interview. As shown in Figure 36 below, more than half (53%) of riders indicated that their trip was work-related. Other purposes included going to college (13%), shopping (8%), running personal errands (8%), traveling to/from a health or medical appointment (7%), going to school (5%), attending a recreation/social event (5%), and other purposes (2%).

Question 14 *What is the main purpose for your trip on the bus today?*

FIGURE 36 MAIN PURPOSE OF TRIP TODAY

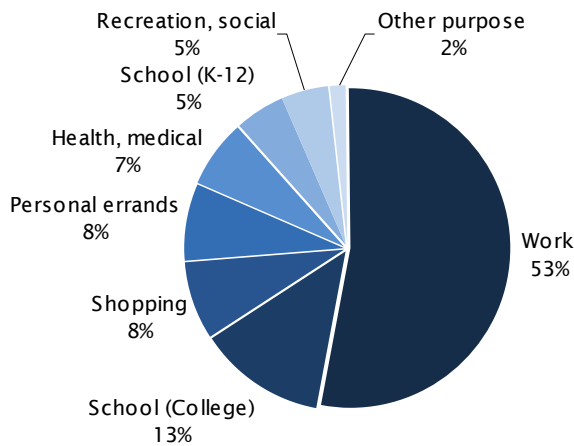
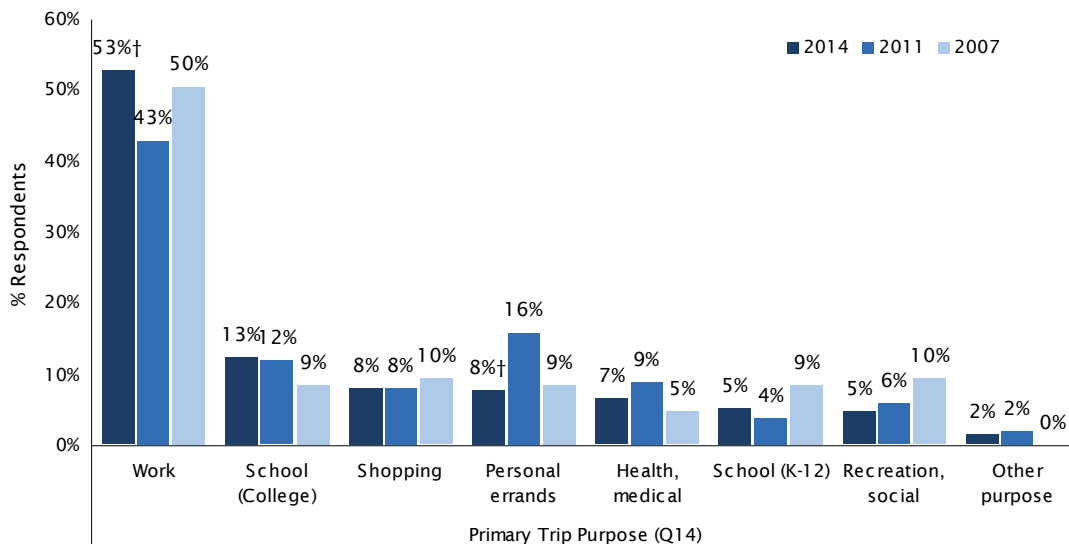


Figure 37 shows how trip purpose has varied over time. When compared to the most recent study (2011), there was a statistically significant increase in work-related trips in 2014 (+10%) and a corresponding reduction (-8%) in use of the bus for personal errands.

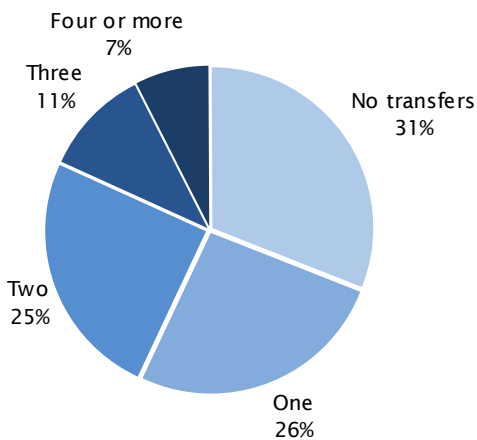
FIGURE 37 MAIN PURPOSE OF TRIP TODAY: 2014 TO 2007



BUS TRANSFERS Riders were next asked to report on the number of transfers they will make on their current trip, from the point where they started to their final destination. Transfers are quite common, as more than two-thirds of riders reported they expected to make one (26%), two (25%), three (11%), or four or more transfers (7%) before reaching their final destination. Less than one-third (31%) of riders indicated that they did not need to transfer buses to reach their final destination. When compared to 2011, there was a statistically significant decline in the number of transfers riders reported needing to make to reach their final destination (Figure 39).

Question 15 *How many total bus transfers will you make on this trip from where you started to your final destination?*

FIGURE 38 TOTAL NUMBER OF TRANSFERS TODAY



For the interested reader, Figures 40 and 41 on the next page show how the reported number of transfers required to reach a trip destination varied by trip purpose, trip type, as well as the geographic region and service market of residence.

FIGURE 39 TOTAL NUMBER OF TRANSFERS TODAY BY STUDY YEAR: 2014 TO 2007

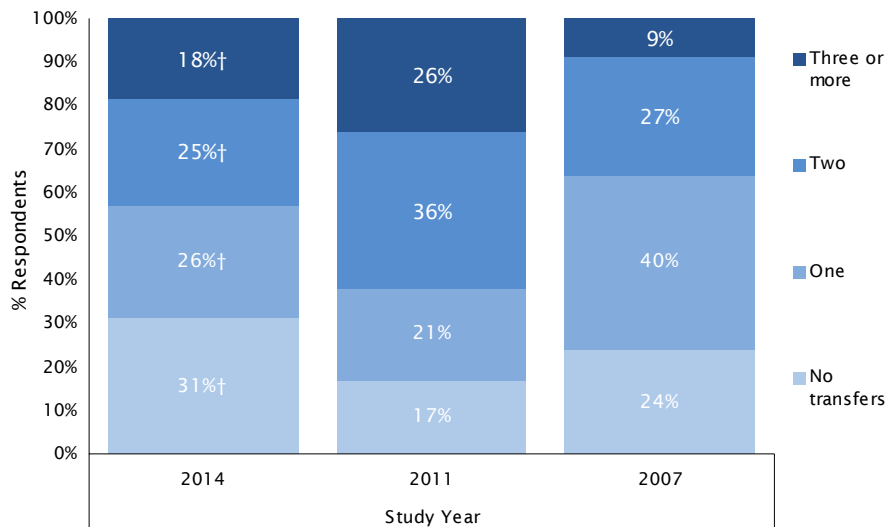


FIGURE 40 TOTAL NUMBER OF TRANSFERS TODAY BY TRIP PURPOSE & TRIP TYPE

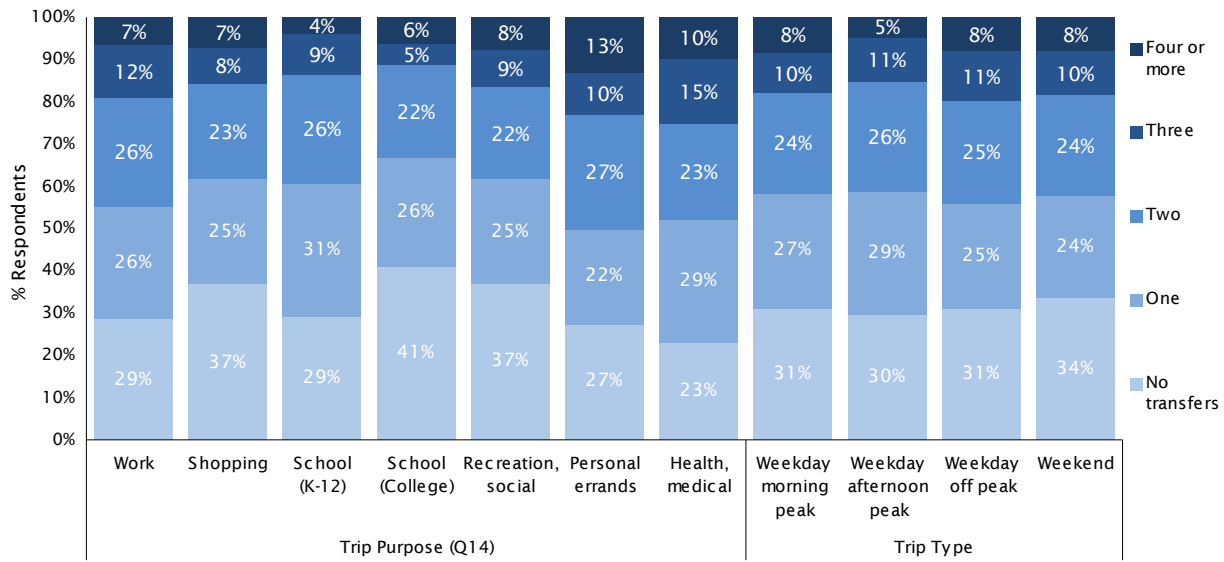
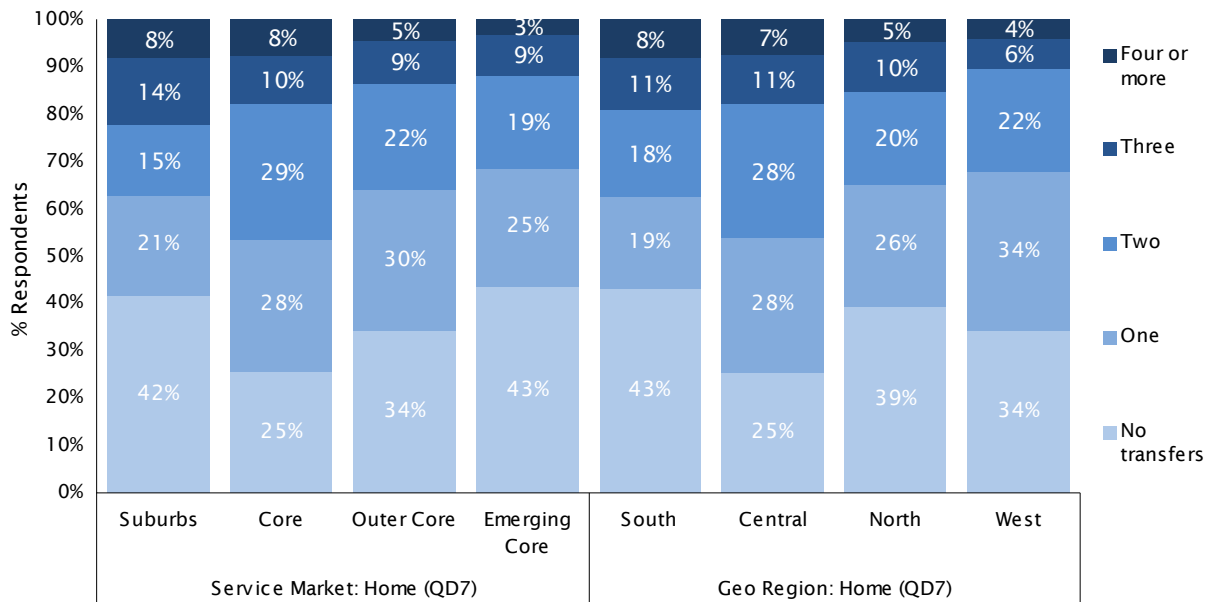


FIGURE 41 TOTAL NUMBER OF TRANSFERS TODAY BY SERVICE MARKET: HOME & GEO REGION: HOME



TRIP DURATION When asked to estimate the time it will take to complete their current trip from where they started to their final destination—including time spent on other buses and other transit systems—nearly two thirds of riders indicated it would take either less than 30 minutes (15%), 30 to 59 minutes (26%), or 60 to 89 minutes (25%). An additional 15% offered that their trip would last 90 to 119 minutes, whereas the remainder indicated it would take 120 minutes or longer (19%) (see Figure 42 on the next page). The average trip duration for all riders was 76.5 minutes. Trip duration bore a strong, positive relationship to the number of transfers required, as well as a more modest relationship to trip purpose, geographic region of residence, and service market of residence (see Figures 43 & 44).

Question 16 *In total, how much time do you expect it will take to complete your current trip - from where you started to your final destination? Include time spent on other buses and other transit systems, if applicable.*

FIGURE 42 TOTAL TIME TO COMPLETE CURRENT TRIP

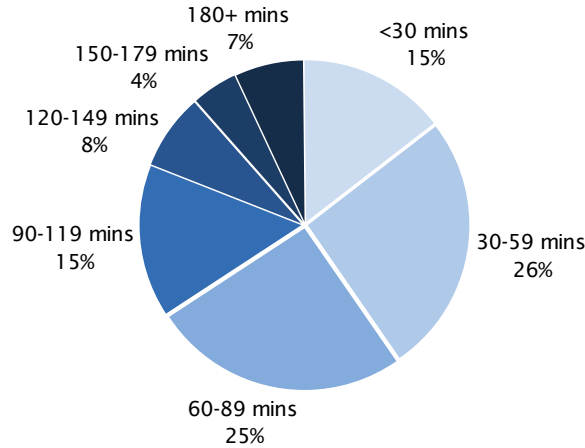


FIGURE 43 TOTAL TIME TO COMPLETE CURRENT TRIP BY OVERALL, PRIMARY TRIP PURPOSE & TRIP TYPE

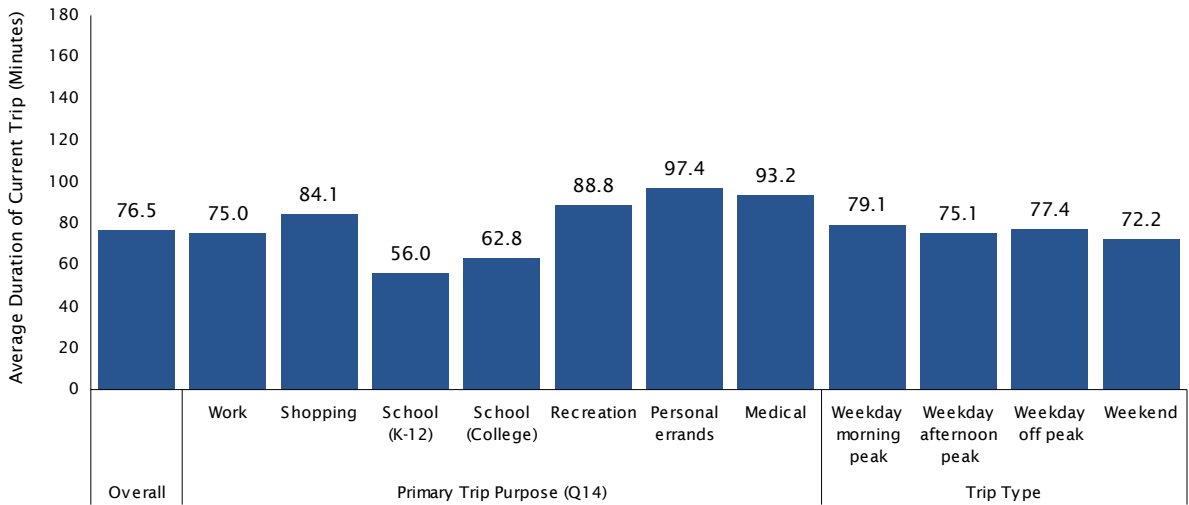
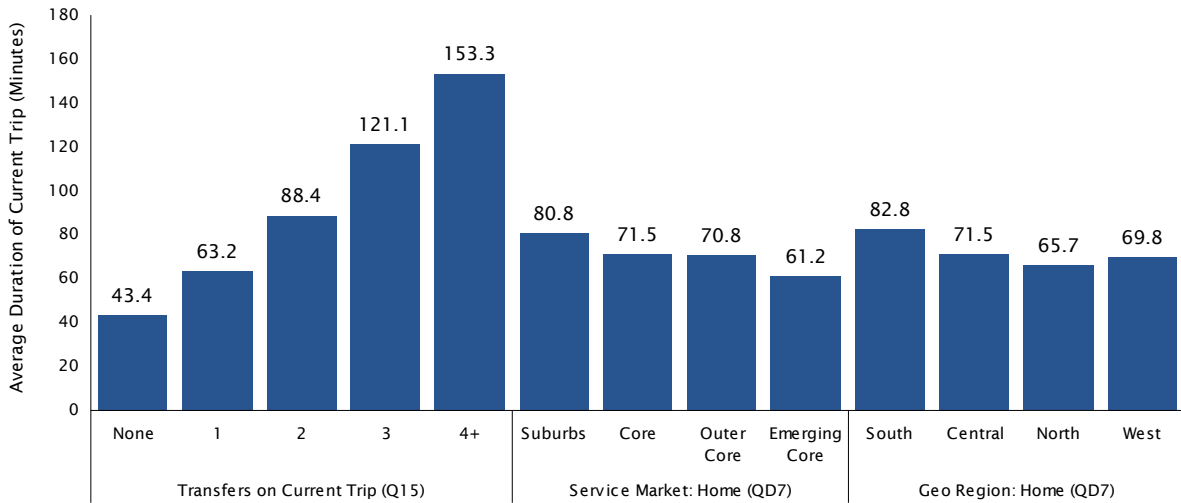


FIGURE 44 TOTAL TIME TO COMPLETE CURRENT TRIP BY TRANSFERS ON CURRENT TRIP, SERVICE MARKET: HOME & GEO REGION: HOME



TRIP DISTANCE Similar to trip duration, riders were also asked to identify the distance they will travel by bus to complete their current trip, from where they started to their final destination. The majority of bus trips were relatively short, being less than two miles (5%), three to five miles (23%), or six to ten miles (30%). Approximately one-third of riders reported mid-length trips of 11 to 15 miles (16%) or 16 to 25 miles (15%), whereas 12% offered that their trip would be 26 miles or longer. Overall, the average trip distance reported by OCTA bus riders in 2014 was 14.3 miles. The average trip distance was substantially higher for those who reported taking the bus for recreation purposes, and was positively related to the number of transfers required to reach their final destination (see Figures 46 & 47 on the next page).

Question 17 Approximately how many miles will you travel by bus to complete your current trip - from where you started to your final destination?

FIGURE 45 TOTAL MILES TO COMPLETE CURRENT TRIP

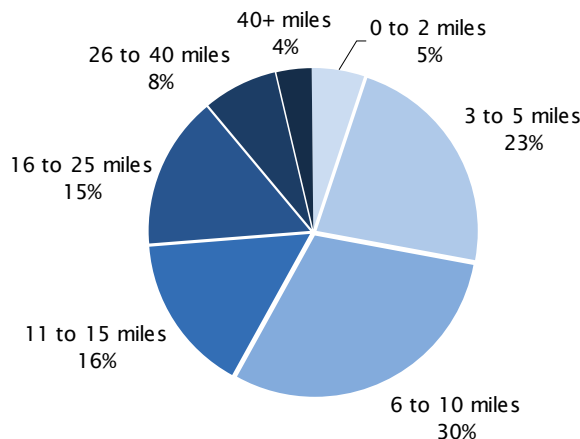


FIGURE 46 TOTAL MILES TO COMPLETE CURRENT TRIP BY OVERALL, PRIMARY TRIP PURPOSE & TRIP

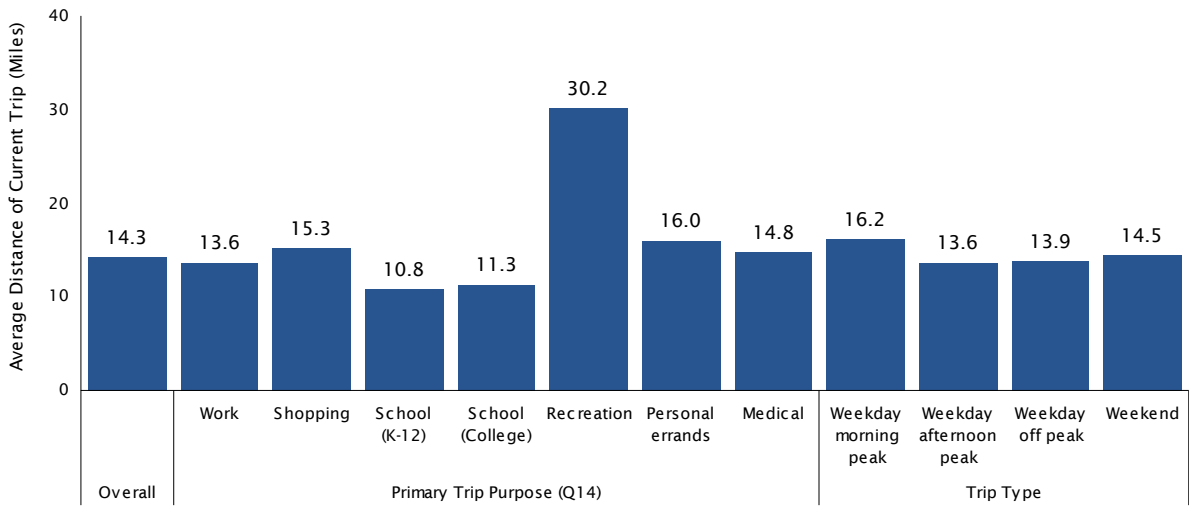
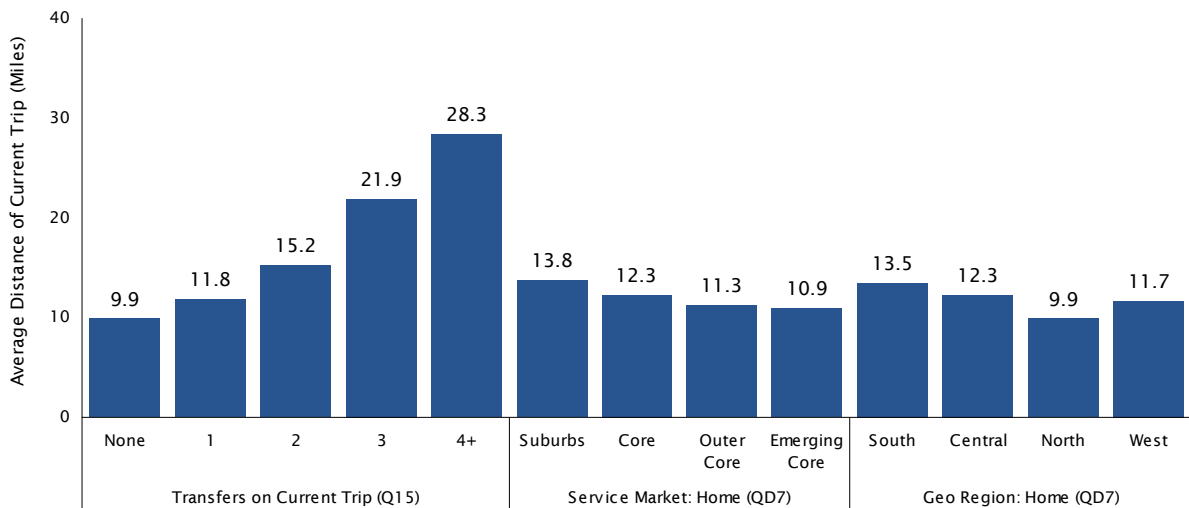


FIGURE 47 TOTAL MILES TO COMPLETE CURRENT TRIP BY TRANSFERS ON CURRENT TRIP, SERVICE MARKET: HOME & GEO REGION: HOME



FARE TYPE Having collected basic information about the rider's current trip including purpose, duration, and distance, the survey next inquired as to the type of fare that the rider was using for the trip. As shown in Figure 48 on the next page, the majority of riders reported using cash to purchase their ticket on the bus, either a one-trip ticket (34%) or one-day pass (20%). Other commonly used fares included a regular 30-day pass (13%), youth 30-day pass (8%), senior/disabled 30-day pass (6%), pre-paid one-day pass (4%), and college pass (3%). No other individual fare type was reported by at least 3% of riders. Tables 11-13 show how fare type varied by trip type, trip purpose, household income, ethnicity, frequency of ridership, language preference, and the length of time an individual had been riding the OCTA bus system.

Question 18 What type of payment did you use for the bus you are currently on?

FIGURE 48 PAYMENT USED FOR TRIP

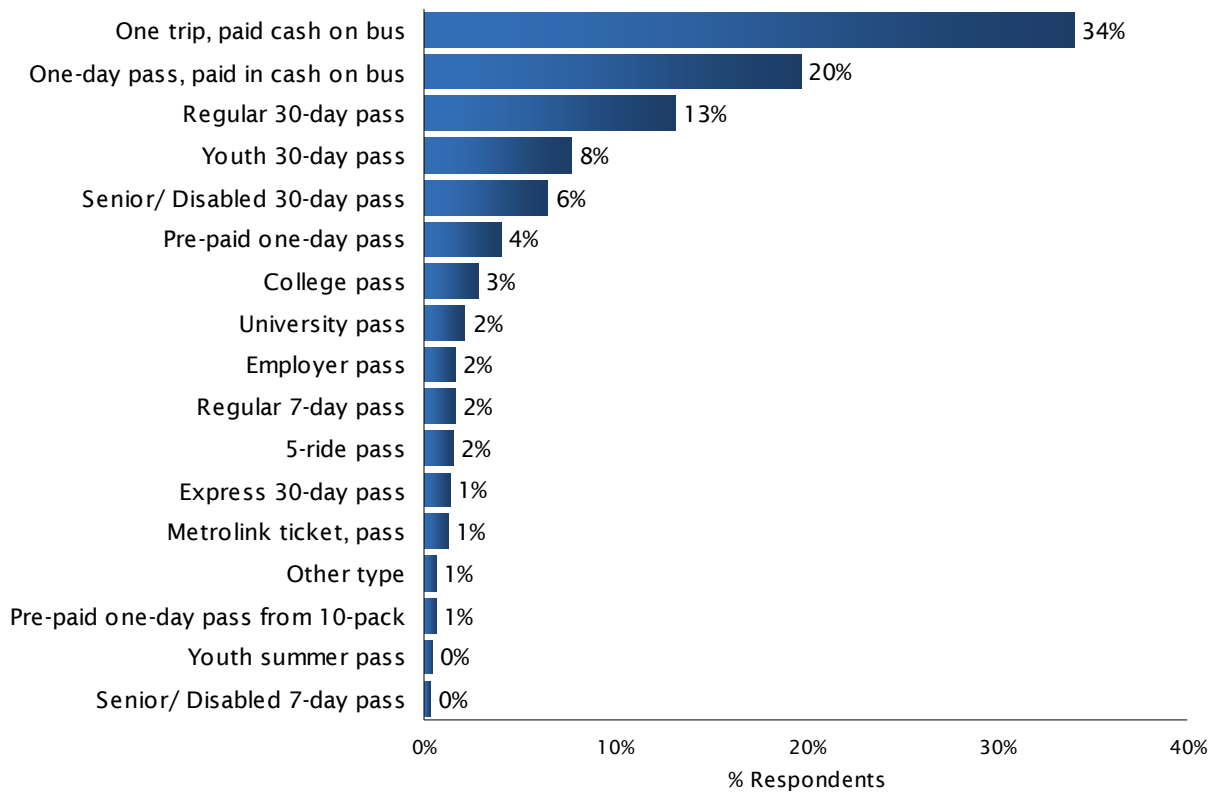


TABLE 11 PAYMENT USED FOR TRIP BY TRIP TYPE & PRIMARY TRIP PURPOSE

	Trip Type				Primary Trip Purpose (Q14)						
	Weekday morning peak	Weekday afternoon peak	Weekday off peak	Weekend	Work	Shopping	School (K-12)	School (College)	Recreation	Personal errands	Medical
One trip, paid cash on bus	31%	34%	34%	39%	37%	38%	23%	26%	38%	31%	29%
One-day pass, paid in cash on bus	19%	17%	21%	20%	19%	25%	15%	12%	23%	27%	30%
Regular 30-day pass	13%	16%	12%	14%	16%	8%	9%	12%	5%	7%	12%
Youth 30-day pass	9%	7%	7%	7%	5%	4%	37%	13%	7%	6%	4%
Senior/ Disabled 30-day pass	6%	6%	7%	6%	5%	11%	2%	2%	9%	11%	15%
Pre-paid one-day pass	4%	3%	4%	4%	4%	5%	3%	2%	6%	6%	4%
College pass	4%	3%	3%	1%	1%	2%	2%	15%	2%	0%	0%
University pass	1%	3%	3%	1%	1%	1%	0%	11%	1%	2%	0%
Employer pass	2%	1%	1%	2%	3%	0%	2%	1%	1%	1%	0%
Regular 7-day pass	1%	1%	1%	3%	2%	1%	2%	1%	1%	3%	1%
5-ride pass	3%	1%	1%	1%	2%	1%	3%	1%	1%	1%	1%
Express 30-day pass	2%	2%	1%	1%	2%	1%	0%	2%	0%	1%	0%
Metrolink ticket, pass	2%	2%	1%	0%	1%	0%	0%	3%	3%	1%	0%
Other type	0%	1%	1%	1%	0%	1%	0%	1%	2%	0%	1%
Pre-paid one-day pass from 10-pack	1%	1%	1%	0%	0%	2%	2%	0%	1%	1%	0%
Youth summer pass	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%	1%
Senior/ Disabled 7-day pass	0%	1%	0%	1%	0%	0%	0%	0%	1%	1%	1%

TABLE 12 PAYMENT USED FOR TRIP BY HOUSEHOLD INCOME & ETHNICITY

	Household Income (QD12)						Ethnicity (QD9)					
	Less than \$10K	\$10K to \$19K	\$20K to \$29K	\$30K to \$49K	\$50K to \$64K	\$65K or more	Caucasian / White	Latino / Hispanic	Af Amer / Black	Amer Indian	Asian American	Other / Mixed
One trip, paid cash on bus	36%	39%	30%	29%	31%	34%	34%	37%	29%	39%	24%	31%
One-day pass, paid in cash on bus	22%	18%	25%	21%	18%	16%	19%	19%	24%	31%	18%	21%
Regular 30-day pass	12%	16%	14%	13%	8%	12%	14%	14%	11%	9%	7%	13%
Youth 30-day pass	8%	5%	4%	8%	4%	5%	3%	10%	7%	5%	8%	9%
Senior/ Disabled 30-day pass	8%	5%	5%	6%	10%	7%	13%	3%	6%	5%	10%	2%
Pre-paid one-day pass	4%	4%	2%	8%	5%	5%	4%	4%	6%	4%	4%	0%
College pass	2%	2%	3%	2%	5%	5%	2%	3%	2%	0%	11%	3%
University pass	1%	2%	3%	3%	6%	5%	2%	2%	1%	0%	7%	7%
Employer pass	1%	2%	3%	2%	3%	3%	2%	2%	0%	0%	3%	2%
Regular 7-day pass	2%	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	3%
5-ride pass	2%	1%	2%	2%	2%	1%	1%	1%	2%	3%	1%	3%
Express 30-day pass	1%	2%	3%	1%	2%	2%	1%	1%	3%	0%	1%	3%
Metrolink ticket, pass	1%	1%	1%	2%	3%	4%	1%	1%	3%	0%	3%	2%
Other type	0%	1%	1%	1%	0%	0%	1%	1%	2%	0%	0%	0%
Pre-paid one-day pass from 10-pack	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	2%	0%
Youth summer pass	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	1%
Senior/ Disabled 7-day pass	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	2%

TABLE 13 PAYMENT USED FOR TRIP BY FREQUENCY OF OCTA BUS RIDERSHIP, LANGUAGE PREFERENCE & TIME USING OCTA BUS SERVICES

	Frequency of OCTA		Language Preference (QD10)			Time Using OCTA Bus Services (Q6)				
	4-7 days/ wk	<4 days/ wk	English	Spanish	Viet- name se	<6 months	6-11 months	1 yr to <4 yrs	4 yrs to <7 yrs	7+ yrs
	One trip, paid cash on bus	30%	46%	32%	41%	17%	44%	30%	33%	35%
One-day pass, paid in cash on bus	17%	27%	21%	18%	19%	17%	22%	19%	20%	21%
Regular 30-day pass	16%	4%	13%	17%	9%	7%	13%	13%	11%	17%
Youth 30-day pass	9%	3%	8%	8%	6%	9%	9%	10%	6%	6%
Senior/ Disabled 30-day pass	8%	3%	7%	3%	9%	3%	5%	6%	8%	9%
Pre-paid one-day pass	4%	4%	4%	5%	15%	3%	6%	4%	4%	4%
College pass	3%	2%	3%	0%	9%	5%	3%	3%	3%	1%
University pass	2%	2%	3%	0%	0%	3%	1%	2%	3%	1%
Employer pass	2%	1%	2%	0%	0%	1%	2%	3%	1%	1%
Regular 7-day pass	2%	1%	2%	2%	0%	1%	2%	1%	2%	2%
5-ride pass	2%	2%	1%	2%	7%	2%	3%	1%	0%	2%
Express 30-day pass	1%	1%	1%	1%	0%	1%	1%	1%	1%	2%
Metrolink ticket, pass	1%	1%	1%	1%	4%	2%	2%	2%	2%	0%
Other type	0%	1%	1%	0%	0%	1%	0%	1%	0%	0%
Pre-paid one-day pass from 10-pack	1%	1%	1%	1%	4%	1%	1%	0%	1%	0%
Youth summer pass	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Senior/ Disabled 7-day pass	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%

INFORMATION, PASSES & MEDIA

The final set of substantive questions presented in this section of the report profile riders' opinions regarding various sources of information about OCTA bus service, their preferred methods for purchasing for OCTA bus passes, as well as their preferred channels for receiving OCTA bus scheduling and route information.

EFFECTIVENESS OF INFORMATION SOURCES For each of the information sources presented on the left side of Figure 49, riders were simply asked to indicate how effective they have found the source to be in providing information about OCTA bus service. Overall, printed Bus Books were rated as the most effective source for information about OCTA bus service (68% very or somewhat effective), followed by Text4Next (56%), information at bus stops (56%), eBusbook from OCTA's website (56%), the Telephone Customer Information Center (52%), OCTA mobile website (51%), and the Trip Planner on OCTA's website (51%).

At the other end of the spectrum, fewer riders had used and found to be effective the Go511.com website (33%), 511 telephone service (35%), and social media including Facebook and Twitter (38%) when seeking information about OCTA's bus service. Tables 14-18 show how the perceived effectiveness of information sources varied by a host of rider and trip characteristics.

Question 11 *Listed below are a variety of sources of information about OCTA bus services. Please rate how effective you have found each source to be in getting you information about bus services. If you haven't used a source, please indicate so.*

FIGURE 49 EFFECTIVENESS OF INFORMATION SOURCES

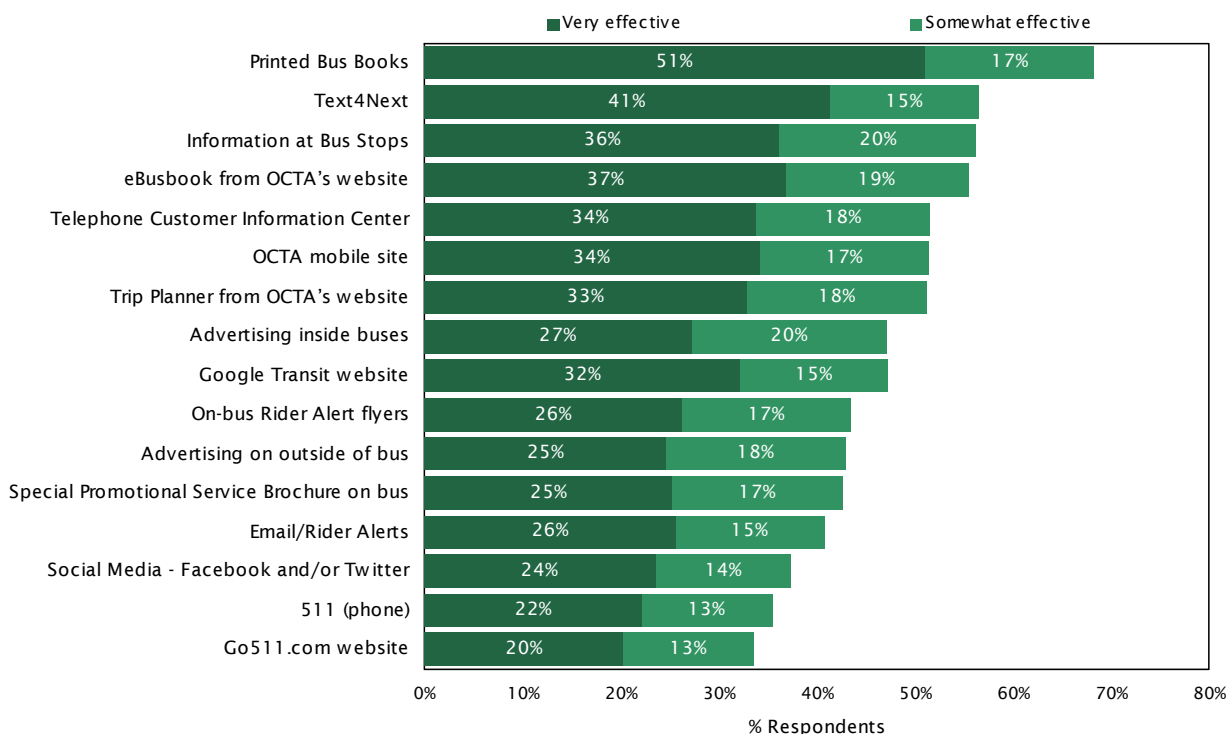


TABLE 14 EFFECTIVENESS OF INFORMATION SOURCES BY TIME USING OCTA BUS SERVICES & INTERVIEW LANGUAGE

	Time Using OCTA Bus Services (Q6)					Interview Language		
	<6 months	6-11 months	1 yr to <4 yrs	4 yrs to <7 yrs	7+ yrs	English	Spanish	Vietnamese
Printed Bus Books	48%	43%	44%	52%	59%	50%	57%	49%
Text4Next	40%	40%	40%	45%	42%	42%	38%	36%
eBusbook from OCTA's website	35%	33%	36%	41%	38%	38%	33%	28%
Information at Bus Stops	38%	37%	33%	35%	38%	35%	43%	41%
OCTA mobile site	36%	33%	33%	34%	35%	35%	28%	36%
Telephone Customer Information Center	34%	32%	30%	33%	37%	34%	35%	32%
Trip Planner from OCTA's website	36%	35%	29%	31%	34%	33%	31%	34%
Google Transit website	37%	29%	36%	32%	29%	33%	30%	26%
Advertising inside buses	28%	29%	25%	24%	29%	26%	35%	24%
On-bus Rider Alert flyers	28%	23%	21%	26%	30%	25%	34%	24%
Email/Rider Alerts	29%	25%	24%	23%	26%	25%	30%	20%
Special Promotional Service Brochure on bus	27%	25%	23%	21%	28%	24%	34%	15%
Advertising on outside of bus	28%	23%	21%	22%	28%	24%	28%	27%
Social Media - Facebook and/or Twitter	27%	27%	20%	19%	25%	22%	32%	21%
511 (phone)	26%	22%	19%	19%	23%	22%	27%	12%
Go511.com website	24%	22%	16%	17%	21%	20%	26%	12%

TABLE 15 EFFECTIVENESS OF INFORMATION SOURCES BY AGE

	Age (QD2)						
	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Printed Bus Books	38%	41%	52%	57%	57%	61%	64%
Text4Next	43%	49%	47%	44%	36%	34%	26%
eBusbook from OCTA's website	28%	41%	43%	41%	36%	30%	28%
Information at Bus Stops	41%	37%	36%	40%	36%	34%	25%
OCTA mobile site	31%	39%	43%	36%	29%	26%	17%
Telephone Customer Information Center	28%	28%	34%	41%	39%	36%	25%
Trip Planner from OCTA's website	28%	33%	36%	37%	33%	30%	24%
Google Transit website	32%	39%	38%	32%	26%	26%	14%
Advertising inside buses	29%	23%	27%	35%	25%	26%	21%
On-bus Rider Alert flyers	22%	21%	27%	33%	27%	25%	19%
Email/Rider Alerts	29%	22%	27%	30%	24%	20%	14%
Special Promotional Service Brochure on bus	24%	23%	24%	32%	26%	21%	20%
Advertising on outside of bus	25%	20%	27%	30%	24%	25%	19%
Social Media - Facebook and/or Twitter	22%	22%	23%	26%	23%	18%	18%
511 (phone)	22%	20%	22%	26%	23%	16%	14%
Go511.com website	18%	17%	21%	23%	22%	14%	13%

TABLE 16 EFFECTIVENESS OF INFORMATION SOURCES BY ETHNICITY

	Ethnicity (QD9)					
	Caucasian / White	Latino / Hispanic	Af Amer / Black	Amer Indian	Asian American	Other / Mixed
Printed Bus Books	50%	53%	54%	47%	43%	51%
Text4Next	35%	47%	42%	42%	28%	44%
eBusbook from OCTA's website	33%	39%	43%	33%	34%	46%
Information at Bus Stops	31%	41%	35%	32%	31%	40%
OCTA mobile site	30%	38%	33%	27%	30%	38%
Telephone Customer Information Center	33%	36%	39%	25%	22%	41%
Trip Planner from OCTA's website	32%	35%	34%	34%	26%	33%
Google Transit website	28%	34%	33%	35%	30%	42%
Advertising inside buses	21%	32%	28%	30%	17%	33%
On-bus Rider Alert flyers	21%	31%	26%	27%	19%	27%
Email/Rider Alerts	21%	30%	25%	25%	17%	23%
Special Promotional Service Brochure on bus	20%	30%	26%	29%	15%	30%
Advertising on outside of bus	21%	28%	25%	33%	17%	32%
Social Media - Facebook and/or Twitter	18%	28%	23%	26%	15%	26%
511 (phone)	18%	26%	21%	25%	13%	29%
Go511.com website	17%	23%	19%	23%	12%	28%

TABLE 17 EFFECTIVENESS OF INFORMATION SOURCES BY SERVICE MARKET: HOME & GEO REGION: HOME

	Service Market: Home (QD7)				Geo Region: Home (QD7)			
	Suburbs	Core	Outer Core	Emerging Core	South	Central	North	West
Printed Bus Books	54%	51%	53%	44%	52%	51%	55%	50%
Text4Next	44%	46%	45%	34%	41%	46%	41%	48%
eBusbook from OCTA's website	40%	38%	39%	26%	35%	38%	39%	40%
Information at Bus Stops	34%	39%	36%	32%	31%	39%	34%	35%
OCTA mobile site	31%	37%	38%	29%	32%	36%	39%	39%
Telephone Customer Information Center	34%	34%	35%	33%	34%	34%	36%	33%
Trip Planner from OCTA's website	31%	35%	33%	29%	29%	34%	35%	33%
Google Transit website	34%	35%	34%	37%	34%	36%	34%	31%
Advertising inside buses	30%	28%	25%	14%	23%	28%	23%	25%
On-bus Rider Alert flyers	25%	27%	23%	21%	22%	27%	24%	23%
Email/Rider Alerts	22%	27%	23%	15%	18%	27%	22%	23%
Special Promotional Service Brochure on bus	22%	26%	21%	19%	21%	26%	22%	19%
Advertising on outside of bus	24%	26%	24%	11%	19%	25%	25%	22%
Social Media - Facebook and/or Twitter	20%	25%	20%	10%	19%	24%	20%	18%
511 (phone)	20%	23%	20%	12%	17%	22%	21%	17%
Go511.com website	17%	21%	19%	14%	17%	20%	21%	15%

TABLE 18 EFFECTIVENESS OF INFORMATION SOURCES BY HOUSEHOLD INCOME & OVERALL SATISFACTION

	Household Income (QD12)						Overall Satisfaction (Q1)	
	Less than \$10K	\$10K to \$19K	\$20K to \$29K	\$30K to \$49K	\$50K to \$64K	\$65K or more	Satisfied, neutral	Dissatisfied
Printed Bus Books	55%	52%	50%	49%	46%	42%	52%	42%
Text4Next	44%	42%	44%	40%	34%	42%	42%	29%
eBusbook from OCTA's website	37%	36%	36%	43%	45%	31%	37%	31%
Information at Bus Stops	41%	37%	35%	34%	25%	31%	38%	18%
OCTA mobile site	37%	35%	34%	36%	29%	33%	35%	19%
Telephone Customer Information Center	36%	36%	37%	34%	29%	25%	35%	21%
Trip Planner from OCTA's website	36%	32%	29%	35%	37%	27%	34%	22%
Google Transit website	37%	30%	32%	30%	24%	32%	33%	18%
Advertising inside buses	32%	26%	27%	27%	15%	18%	28%	19%
On-bus Rider Alert flyers	30%	25%	26%	23%	18%	18%	27%	17%
Email/Rider Alerts	29%	26%	23%	26%	15%	17%	27%	14%
Special Promotional Service Brochure on bus	29%	26%	24%	23%	20%	16%	26%	14%
Advertising on outside of bus	29%	23%	25%	24%	19%	13%	26%	13%
Social Media - Facebook and/or Twitter	29%	22%	21%	22%	16%	13%	25%	10%
511 (phone)	27%	22%	19%	22%	12%	14%	23%	11%
Go511.com website	26%	19%	17%	20%	10%	12%	21%	10%

ELECTRONIC MEDIA PREFERENCES Having profiled the information sources riders *currently* find to be most effective, the survey transitioned to asking about the electronic media through which riders would prefer to receive bus scheduling and route information in the future. Overall, riders strongly preferred to receive information via a mobile phone—be it a cell phone (63% top two choice), iPhone (21%), Android phone (18%), or other smart phone (7%). Less than one-in-four riders preferred to receive bus scheduling or route information through the other electronic media tested including home computer (16%), Facebook (10%), tablet (6%), other social media (5%), and Twitter (3%). Tables 19 and 20 on the next page illustrate how electronic media preferences varied according to rider age, frequency of ridership, ethnicity, and language preference.

Question 20 Through which of the following electronic media would you prefer to receive OCTA bus scheduling and route information in the future? Please check your first (most preferred) and second choice.

FIGURE 50 ELECTRONIC MEDIA PREFERENCE TO RECEIVE BUS INFORMATION

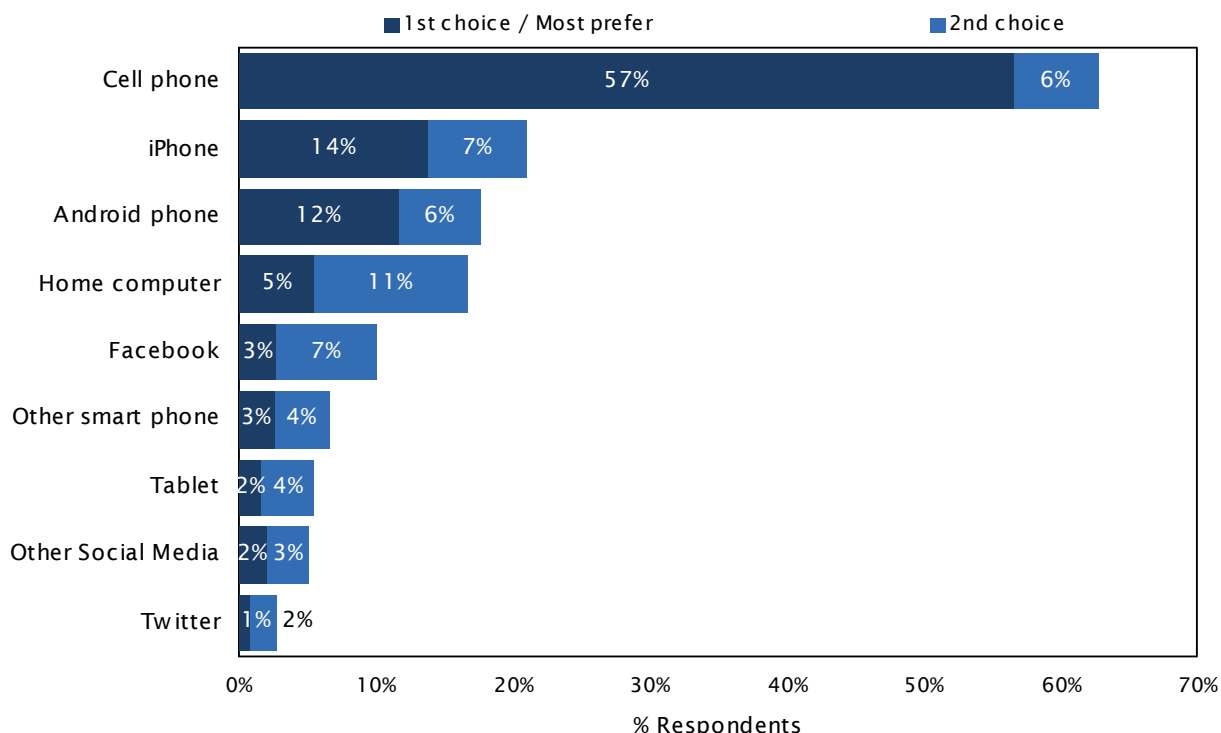


TABLE 19 ELECTRONIC MEDIA PREFERENCE TO RECEIVE BUS INFORMATION BY AGE & FREQUENCY OF OCTA BUS RIDERSHIP

	Age (QD2)							Frequency of OCTA Bus Ridership (Q7)	
	15 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	4-7 days/ wk	<4 days/ wk
Cell phone	48%	52%	61%	59%	60%	60%	48%	58%	53%
iPhone	23%	25%	17%	9%	5%	8%	10%	14%	14%
Android phone	18%	16%	17%	14%	8%	5%	3%	12%	12%
Home computer	2%	5%	3%	7%	8%	10%	8%	6%	5%
Facebook	6%	3%	4%	2%	2%	1%	0%	3%	3%
Other smart phone	3%	2%	4%	2%	2%	1%	1%	3%	2%
Other Social Media	3%	1%	2%	2%	1%	3%	9%	2%	3%
Tablet	3%	1%	1%	1%	2%	3%	0%	2%	2%
Twitter	2%	1%	1%	0%	0%	0%	0%	1%	1%

TABLE 20 ELECTRONIC MEDIA PREFERENCE TO RECEIVE BUS INFORMATION BY ETHNICITY & LANGUAGE PREFERENCE

	Ethnicity (QD9)						Language Preference (QD10)			
	Caucasian / White	Latino / Hispanic	Af Amer / Black	Amer Indian	Asian American	Other / Mixed	English	Spanish	Viet-nameese	Other
Cell phone	58%	60%	47%	48%	43%	47%	56%	62%	58%	45%
iPhone	14%	13%	17%	14%	20%	18%	15%	7%	11%	12%
Android phone	9%	13%	12%	18%	10%	17%	13%	6%	9%	6%
Home computer	6%	4%	6%	6%	12%	11%	6%	3%	14%	9%
Facebook	2%	3%	2%	5%	4%	4%	3%	2%	4%	6%
Other smart phone	3%	2%	4%	6%	4%	4%	3%	2%	2%	12%
Other Social Media	2%	1%	2%	12%	4%	4%	2%	1%	8%	2%
Tablet	2%	1%	3%	7%	1%	1%	2%	0%	3%	2%
Twitter	1%	1%	0%	5%	0%	2%	1%	0%	4%	0%

POINT-OF-PURCHASE PREFERENCES Although most bus riders reported paying cash on the bus for a one-trip ticket or one-day pass (see *Fare Type* on page 41), the survey inquired as to how they would prefer to purchase an OCTA bus pass if they were interested in doing so in the future. Figure 51 reveals that most customers preferred a brick-and-mortar purchase experience such as a retail location (41%), through their school (9%), OCTA store (8%), or through their employer (4%). Approximately 13% preferred to purchase a bus pass by telephone (13%), whereas one-in-seven preferred to use a mobile phone/tablet App (8%) or OCTA’s website (6%). Nine percent (9%) of riders stated they do not plan to purchase a bus pass in the future and thus did not indicate a preferred point-of-purchase.

Tables 21 and 22 on the next page reveal how riders’ preferences for how they purchase OCTA bus passes in the future varied by how long they’ve been using OCTA bus service, frequency of ridership, language preference, service market of residence, as well as geographic region of residence.

Question 19 *If you were interested in purchasing a bus pass, how would you prefer to purchase your OCTA bus pass?*

FIGURE 51 BUS PASS PURCHASE PREFERENCE

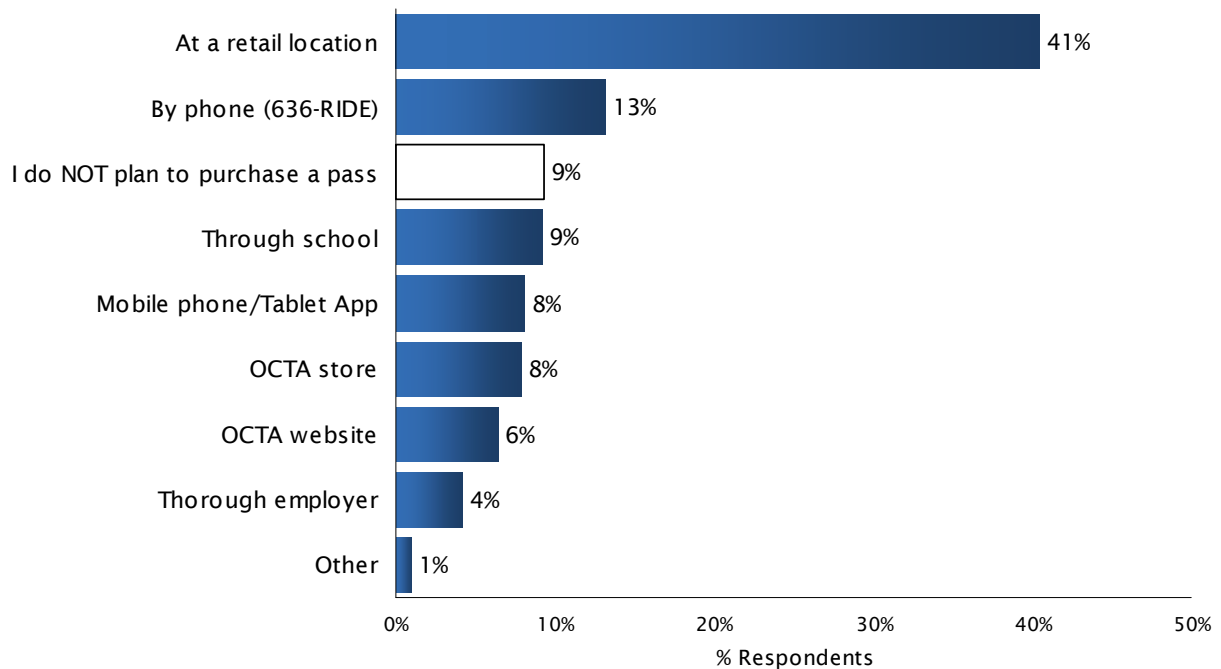


TABLE 21 BUS PASS PURCHASE PREFERENCE BY TIME USING OCTA BUS SERVICE, FREQUENCY OF OCTA BUS RIDERSHIP & LANGUAGE OF PREFERENCE

	Time Using OCTA Bus Services (Q6)					Frequency of OCTA Bus Ridership (Q7)		Language Preference (QD10)		
	<6 months	6-11 months	1 yr to <4 yrs	4 yrs to <7 yrs	7+ yrs	4-7 days/ wk	<4 days/ wk	English	Spanish	Vietnamese
At a retail location	27%	36%	44%	43%	46%	44%	32%	42%	37%	31%
By phone (636-RIDE)	22%	10%	11%	9%	12%	12%	14%	12%	18%	11%
I do NOT plan to purchase a pass	10%	7%	9%	12%	9%	8%	14%	9%	8%	9%
Through school	11%	12%	10%	9%	7%	9%	10%	10%	5%	17%
Mobile phone/Tablet App	11%	11%	8%	11%	5%	7%	9%	9%	5%	4%
OCTA store	6%	7%	7%	6%	10%	8%	7%	6%	16%	11%
OCTA website	9%	10%	6%	5%	5%	6%	9%	7%	4%	13%
Thorough employer	3%	5%	5%	3%	5%	4%	4%	4%	4%	2%
Other	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%

TABLE 22 BUS PASS PURCHASE PREFERENCE BY SERVICE MARKET: HOME & GEO REGION: HOME

	Service Market: Home (QD7)				Geo Region: Home (QD7)			
	Suburbs	Core	Outer Core	Emerging Core	South	Central	North	West
At a retail location	42%	45%	42%	37%	40%	45%	42%	42%
By phone (636-RIDE)	12%	11%	11%	4%	12%	11%	10%	10%
I do NOT plan to purchase a pass	8%	7%	9%	4%	8%	7%	10%	9%
Through school	11%	10%	12%	11%	11%	10%	13%	11%
Mobile phone/Tablet App	9%	8%	9%	17%	10%	8%	9%	10%
OCTA store	8%	8%	5%	10%	8%	8%	5%	4%
OCTA website	7%	7%	6%	10%	8%	7%	5%	8%
Thorough employer	2%	4%	4%	3%	1%	4%	6%	4%
Other	2%	1%	1%	4%	1%	1%	1%	2%

MOBILE PHONE ACCESS & USE Bus riders were also questioned about their ownership and use of cell phones in a short follow-up survey of 516 randomly selected riders (see *Cell Phone Survey Toplines* on page 69). As shown in the figures below, 90% of bus riders indicated that they own a cell phone, with 27% owning an iPhone, 39% another type of smart phone, and 24% owning a cell phone that is *not* also a smart phone (see Figure 52). Among all riders, 87% own a cell phone that is capable of text messaging (see Figure 53), whereas just over half (53%) own a smart phone and download apps to their phone (see Figure 54).

FIGURE 52 CELL PHONE OWNERSHIP & TYPE

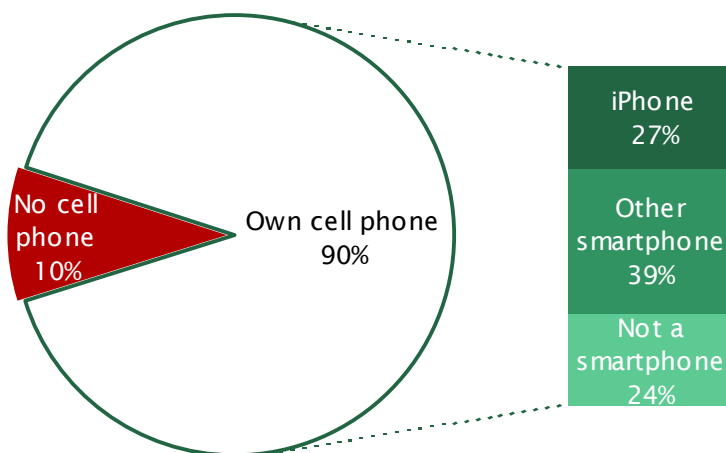


FIGURE 53 CELL PHONE OWNERSHIP & TEXT MESSAGING

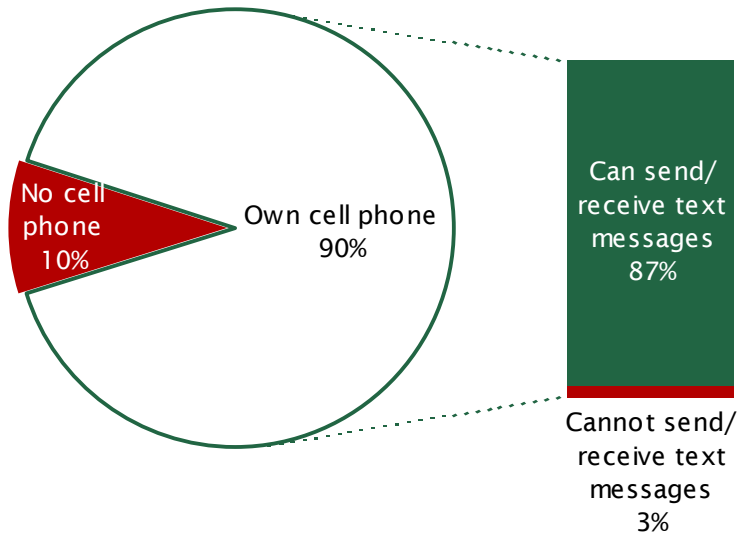
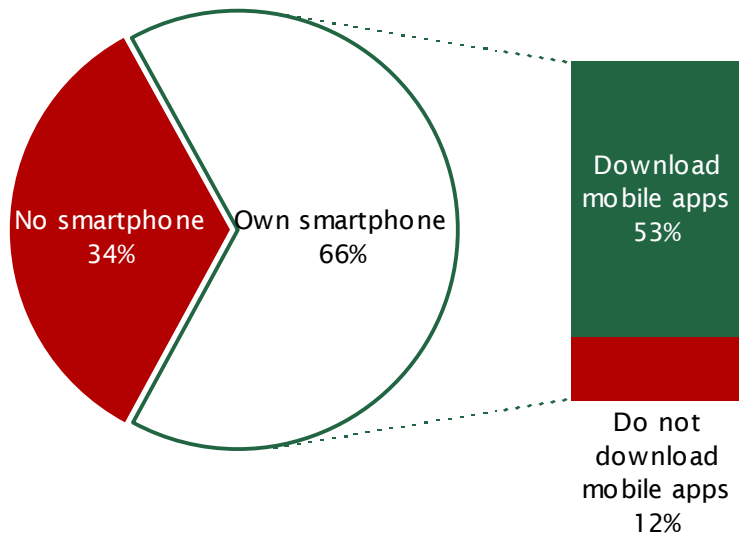


FIGURE 54 CELL PHONE OWNERSHIP & DOWNLOAD APPS





BACKGROUND & DEMOGRAPHICS

TABLE 23 DEMOGRAPHIC OF SAMPLE: 2014 TO 2007

	Study Year		
	2014	2011	2007
QD1 Gender			
Male	53%	44%	-
Female	47%	56%	-
QD2 Age			
Mean Age	35	40	31
15 to 17	5%	4%	5%
18 to 24	32%	20%	26%
25 to 34	19%	14%	28%
35 to 44	15%	20%	20%
45 to 54	16%	21%	9%
55 to 64	9%	15%	6%
65 or older	4%	6%	5%
QD3 Employment status			
Employed full-time	37%	34%	51%
Employed part-time	21%	21%	16%
Student - not working	15%	15%	15%
Student - but also working	7%	-	-
Homemaker	4%	4%	3%
In-between jobs	5%	13%	5%
Disabled, unable to work	7%	8%	3%
Retired	5%	4%	4%
QD5 Geo Region: Work			
South	18%	-	-
Central	53%	-	-
North	11%	-	-
West	12%	-	-
Outside OC	6%	-	-
QD6 Geo Region: School			
South	15%	-	-
Central	40%	-	-
North	27%	-	-
West	12%	-	-
Outside OC	6%	-	-
QD7 Geo Region: Home			
South	8%	-	-
Central	59%	-	-
North	13%	-	-
West	10%	-	-
Outside OC	10%	-	-
QD8 Access to personal vehicle			
Always	17%	-	-
Sometimes	31%	-	-
Rarely	22%	-	-
Never	30%	-	-
QD9 Ethnicity			
Caucasian / White	29%	24%	34%
Latino / Hispanic	51%	58%	50%
Af Amer / Black	8%	6%	8%
Amer Indian	2%	1%	1%
Asian American / Pacific Islander	8%	7%	4%
Other / Mixed	2%	4%	2%
QD11 Level of education			
Some high school or less	21%	28%	23%
High school graduate	34%	28%	31%
Some college / Tech degree	34%	33%	34%
College grad 4yr	8%	8%	9%
Grad degree	3%	3%	3%
QD12 Household income			
Less than \$10,000	35%	44%	37%
\$10,000 to less than \$20,000	27%	29%	
\$20,000 to less than \$50,000	27%	19%	43%
\$50,000 or more	11%	8%	20%

Table 23 presents the key demographic and background information that was collected during the 2014 survey, as well as comparable information collected in the 2011 and 2007 surveys (where available). Because of the stratified, two-stage cluster sampling methodology used to select routes and riders (see *Sample* on page 53), the results shown are representative of OCTA bus ridership across the system and is appropriately balanced according to ridership counts by day type (weekday or weekend) and time of day to account for peak and off-peak variation. Although the primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by rider characteristics (see crosstabulations in Appendix A for a full breakdown of each question), the information is also valuable for understanding bus ridership in Orange County.⁵

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5. Its important to note that the sample is representative of ridership, but not necessarily individual riders. It correctly reflects the balance of ridership and rider characteristics on the system during the study period at a given point, but because some riders will ride more frequently than others (and thus are more likely to be surveyed) the demographic breakdown naturally overrepresents the characteristics of frequent riders.



M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with OCTA to develop a questionnaire that covered the topics of interest and avoided the many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects and priming.

Some of the questions asked in this study were presented only to a subset of respondents. For example, only respondents who indicated they are riding the bus less frequently now when compared to 12 months prior (Question 8) were asked a follow-up question regarding the reason for the decline in ridership (Question 9). The questionnaire included with this report (see *Questionnaire & Toplines* on page 55) identifies the skip patterns that were used during the interview to ensure that each respondent received the appropriate questions.

PRE-TEST & TRANSLATION Prior to fielding the survey, the questionnaire was pre-tested internally by True North and by our data collection team. Once finalized, the survey was professionally translated into Spanish and Vietnamese to give respondents the option of participating in English, Spanish or Vietnamese.

SAMPLE Bus riders were selected for the survey using a stratified, two-stage cluster sampling technique that considered route, direction, day of week, and time of day to select buses for surveying. This approach provided a representative sample of primary units (bus trips) for the system. Once onboard, secondary units (individual riders) were selected using an interval based method (every *n*th rider). Quotas were also established for each strata to ensure that the number of interviews completed per strata were proportional to overall ridership based on data provided by OCTA. Table 24 on the next page lists the number of interviews completed by route and trip type.

DATA COLLECTION Riders were provided with the option of completing the self-administered survey in English, Spanish or Vietnamese language versions, and received a free one-day bus pass as an incentive for their participation. A total of 2,520 interviews were completed between October 28 and November 14, 2014. Discounting for the effects of clustering, the overall margin of error for the study is estimated to be below +/- 5% at the 95% confidence level.

STATISTICAL SIGNIFICANCE Many of the figures and tables in this report present the results of questions asked in 2014 alongside the results found in the prior 2011 survey for identical questions. In such cases, True North conducted the appropriate tests of statistical significance to identify changes that likely reflect actual changes in customer opinion during this period—as opposed to being due to chance associated with selecting two samples independently and at random. Differences between the two studies are identified as *statistically significant* if we can be 95% confident that the differences reflect an actual change in customer opinion between the two studies. Statistically significant differences within response categories over time are denoted by the † symbol which appears in the figure next to the appropriate response value for 2014.

TABLE 24 UNWEIGHTED INTERVIEW COUNTS BY ROUTE AND TRIP TYPE

	Trip Type				Route Total
	Weekday AM Peak	Weekday PM Peak	Weekday Off-Peak	Weekend	
1	12	7	31	62	112
25	5	2	27	0	34
26	14	33	36	0	83
29	12	20	31	59	122
30	11	13	34	0	58
33	35	17	34	0	86
35	16	24	33	0	73
37	39	16	24	0	79
38	27	12	54	0	93
42	45	7	32	38	122
43	19	1	23	102	145
46	26	31	56	0	113
47	23	7	29	43	102
50	22	10	33	34	99
53	21	14	27	0	62
54	19	10	27	0	56
55	35	33	52	60	180
57	0	8	59	0	67
60	22	5	6	0	33
64	27	13	37	73	150
66	16	0	43	48	107
71	14	0	38	0	52
83	32	0	14	0	46
91	0	20	26	55	101
143	55	16	74	0	145
167	14	12	16	0	42
178	27	27	27	0	81
543	23	14	40	0	77
<i>Trip Type Total</i>	<i>611</i>	<i>372</i>	<i>963</i>	<i>574</i>	<i>2,520</i>

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing open-ended responses, and preparing frequency analyses and crosstabulations. The final data were weighted by strata to ensure that the final interview count was representative of ridership by day of week and trip type (weekday AM peak, weekday PM peak, weekday offpeak, or weekend).

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

QUESTIONNAIRE & TOPLINES



OCTA
 Bus Rider Customer Satisfaction Survey
 Final Toplines (2,520 customers)
 November 2014

Section 1: Introduction to Study

Thank you for sharing your opinions with OCTA. By completing this survey, you will help us improve bus services and better serve your transportation needs. Your survey responses will be kept completely CONFIDENTIAL. Any personal information you provide will not be reported or shared. Please complete all questions in the survey. For each question, check one box only unless otherwise indicated. Upon completing the survey and returning it to the interviewer, you will receive ONE 1-day OCTA bus pass as a thank you for your participation.

Unless otherwise noted below, the percentages reported in this document are among the respondents who answered each question/item. Those who skipped a question/item or preferred not to answer it have been excluded here.

Section 2: Rating of Bus Services

Q1	Overall, how satisfied are you with the current bus transportation services offered by OCTA?						
	1	Very satisfied				57%	
	2	Somewhat satisfied				33%	
	3	Neither satisfied nor dissatisfied				4%	
	4	Somewhat dissatisfied				5%	
	5	Very dissatisfied				2%	
Q2	Would you say that OCTA bus transportation services are better, worse or about the same as 12 months ago?						
	1	Better				45%	
	2	Same				40%	
	3	Worse				6%	
	4	Not applicable - I haven't ridden the bus for 12 months				8%	
Q3	Thinking about your most recent bus trips, how would you rate your satisfaction with each of the following items?						
			Very Satisfied	Somewhat Satisfied	Neither Satisfied nor Dissatisfied	Somewhat Dissatisfied	Very Dissatisfied
A	Cost of riding the bus		37%	31%	15%	11%	6%
B	On-time performance of the bus		33%	34%	13%	13%	7%
C	Frequency of buses/wait time at bus stops		29%	33%	16%	15%	7%
D	Number of transfers necessary to reach your destination		43%	32%	16%	7%	3%
E	Closeness of bus stop to your home		61%	25%	8%	3%	3%

F	Closeness of bus stop to your final destination	59%	27%	9%	3%	2%
G	Accuracy of information provided by OCTA's telephone customer information center (636-RIDE)	48%	27%	19%	4%	3%
H	Reliability of transfer connections	44%	31%	17%	5%	3%
I	Bus driver courtesy	56%	28%	9%	4%	2%
J	Bus driver's knowledge about the service	53%	28%	13%	4%	2%
K	Safety on the bus	56%	27%	12%	4%	2%
L	Safety at bus stops	48%	27%	16%	5%	3%
M	Cleanliness of the bus	53%	28%	13%	4%	2%
N	Travel time of your trip	43%	33%	14%	7%	3%
O	Information provided at bus stops	45%	27%	16%	7%	5%
P	Information provided in the Bus Book	55%	23%	17%	2%	2%
Q	Information about bus services provided at OCTA.net website	51%	26%	17%	3%	3%
Q4	For the same list of items, please rate how important each item is to your overall satisfaction with bus services.					
		Extremely Important	Very Important	Somewhat Important	Not Important	
A	Cost of riding the bus	56%	32%	9%	3%	
B	On-time performance of the bus	63%	31%	5%	2%	
C	Frequency of buses/wait time at bus stops	56%	33%	9%	2%	
D	Number of transfers necessary to reach your destination	49%	35%	12%	4%	
E	Closeness of bus stop to your home	54%	31%	12%	3%	
F	Closeness of bus stop to your final destination	55%	33%	10%	2%	
G	Accuracy of information provided by OCTA's telephone customer information center (636-RIDE)	53%	30%	11%	6%	
H	Reliability of transfer connections	55%	33%	9%	3%	
I	Bus driver courtesy	55%	32%	11%	2%	
J	Bus driver's knowledge about the service	58%	31%	9%	2%	
K	Safety on the bus	66%	26%	7%	1%	
L	Safety at bus stops	65%	27%	7%	1%	
M	Cleanliness of the bus	58%	32%	8%	2%	
N	Travel time of your trip	59%	32%	8%	2%	
O	Information provided at bus stops	53%	32%	12%	4%	

P	Information provided in the Bus Book	55%	30%	10%	4%
Q	Information about bus services provided at OCTA.net website	55%	29%	10%	5%
Q5	Besides price, in which of the following areas would you most want to see improvements to bus service? Please check up to three (3) items only.				
	1	Frequency of service		58%	
	2	Bus driver courtesy and professionalism		19%	
	3	Security & safety at bus stops		23%	
	4	Security & safety on the bus		13%	
	5	Security & safety at transit centers		5%	
	6	Security & safety at park-and-ride		4%	
	7	Comfort of bus seating		13%	
	8	Overcrowding inside buses		27%	
	9	Customer information		6%	
	10	Transfer connections		10%	
	11	Directness of service		6%	
	12	More evening service		23%	
	13	More weekend service		24%	
	14	More express bus service within Orange County		9%	
	15	More express bus service to neighboring counties		5%	
	16	More customized bus service to major activity centers (like Orange County Fair, Angel Stadium, beaches, Disneyland, etc.)		5%	
	17	Provide bus service to areas in Orange County not presently covered		3%	
	18	More services like <i>Bravo!</i> (buses that make fewer stops)		9%	
	19	Other		1%	
	20	No changes needed/everything fine		2%	

Section 3: Bus Usage - General

Q6	How long have you used OCTA bus services?				
	1	Less than 6 months		19%	
	2	6 months to less than 1 year		11%	
	3	1 year to less than 4 years		20%	
	4	4 years to less than 7 years		14%	
	5	7 years or longer		36%	

Q7 How often do you currently ride an OCTA bus?			
1	4 to 7 days per week		76%
2	1 to 3 days per week		17%
3	1 to 3 times per month		5%
4	Less often than 1 time per month		2%
Q8 Are you currently riding an OCTA bus more often, less often, or at about the same frequency as you were 12 months ago?			
1	More often	58%	Skip Q9
2	Same frequency	35%	Skip Q9
3	Less often	6%	
Q9 If you are riding the bus less often now, why are you riding less often? Verbatim responses recorded and later grouped into categories shown below.			
	Not sure / No particular reason		27%
	Use other method of transportation		26%
	Less work, school		19%
	Other (unique responses)		10%
	Cost of bus		7%
	Bus not on time / Scheduling		6%
	Not convenient / Takes too long		4%
	Insufficient connections		3%
	Bus overcrowded		2%
	No need in general		2%
	Save money, gas		1%
Q10 Which of the following is the main reason why you ride an OCTA bus instead of using a different means of transportation?			
1	Can't afford to purchase or maintain a car/auto		45%
2	My car isn't working properly		9%
3	No driver's license - can't drive		19%
4	High gas prices		5%
5	I save money by riding the bus		9%
6	Avoid traffic congestion		1%
7	Better for environment/air quality		2%
8	Better use of time		1%
9	Enjoy riding the bus		2%
10	Prefer not to drive		5%

	11	Other						1%
	12	None of the above						3%
Q11	Listed below are a variety of sources of information about OCTA bus services. Please rate how effective you have found each source to be in getting you information about bus services. If you haven't used a source, please indicate so.							
			Very Effective	Somewhat Effective	Slightly Effective	Not Effective	Haven't Used	No Reply
A	Printed Bus Books		51%	17%	7%	4%	12%	9%
B	eBusbook from OCTA's website		37%	19%	9%	4%	15%	18%
C	Trip Planner from OCTA's website		33%	18%	10%	5%	19%	15%
D	OCTA mobile site		34%	17%	8%	4%	19%	17%
E	Information at Bus Stops		36%	20%	10%	8%	10%	16%
F	Text4Next (mobile texting for next bus schedules)		41%	15%	8%	5%	16%	15%
G	Advertising inside buses		27%	20%	13%	7%	18%	15%
H	Advertising on outside of bus		25%	18%	13%	7%	19%	17%
I	Email/Rider Alerts		26%	15%	10%	6%	27%	17%
J	On-bus Rider Alert flyers		26%	17%	11%	5%	23%	18%
K	Special Promotional Service Brochure on bus		25%	17%	10%	6%	25%	16%
L	Social Media - Facebook and/or Twitter		24%	14%	11%	6%	29%	17%
M	Telephone Customer Information Center (636-RIDE)		34%	18%	9%	5%	20%	15%
N	Google Transit website		32%	15%	8%	4%	23%	18%
O	511 (phone)		22%	13%	9%	5%	32%	19%
P	Go511.com website		20%	13%	9%	4%	33%	20%
Q	Other		13%	7%	4%	2%	16%	59%
Q12	While waiting at a bus stop, has there been a time during the past six months when your bus passed by without stopping for you?							
	1	Yes						43%
	2	No						57%

Section 4: Today's Trip

The next questions are about **TODAY's** bus trip - the one you are currently taking.

Q13 Which bus route # are you currently riding?

Data on file

Q14 What is the **main** purpose for your trip on the bus today?

1	Work commute/work appointment	53%
2	Shopping	8%
3	School (K-12)	5%
4	School (College/University/Trade)	13%
5	Recreation/Social Visit/Entertainment	5%
6	Personal business/errands	8%
7	Health/medical appointment	7%
8	Other	2%

Q15 How many total bus **transfers** will you make on this trip from where you started to your final destination?

0	No transfers	31%
1	One transfer	26%
2	Two transfers	25%
3	Three transfers	11%
4	Four or more transfers	7%

Q16 In total, how much time do you expect it will take to complete your current trip - from where you started to your final destination? Include time spent on other buses and other transit systems, if applicable. Minutes recorded and later grouped into categories shown below.

<30 minutes	15%
30-59 minutes	26%
60-89 minutes	25%
90-119 minutes	15%
120-149 minutes	8%
150-179 minutes	4%
180+ minutes	7%

Q17	Approximately how many miles will you travel by bus to complete your current trip - from where you started to your final destination? Miles recorded and later grouped into categories shown below.	
	0 to 2 miles	5%
	3 to 5 miles	23%
	6 to 10 miles	30%
	11 to 15 miles	16%
	16 to 25 miles	15%
	26 to 40 miles	8%
	More than 40 miles	4%
Q18	What type of payment did you use for the bus you are currently on?	
	1 One-trip, paid cash on bus	34%
	2 One day pass, paid cash on bus	20%
	3 Pre-paid one day pass	4%
	4 Pre-paid one day pass from a 10-pack	1%
	5 5 Ride pass	2%
	6 Youth 30 day pass	8%
	7 Youth Summer Pass	0%
	8 Regular 30 day pass	13%
	9 Regular 7 day pass	2%
	10 Senior/Disabled 30 day pass	6%
	11 Senior/Disabled 7 day pass	0%
	12 Express 30 day pass	1%
	13 College pass	3%
	14 Employer Pass	2%
	15 University Pass	2%
	16 Metrolink ticket/pass	1%
	17 Other	1%

Section 5: Passes & Media

Q19	If you were interested in purchasing a bus pass, how would you prefer to purchase your OCTA bus pass?	
	1 By Phone (636-RIDE)	13%
	2 Using App for mobile phone/tablet	8%
	3 OCTA website	6%
	4 OCTA Store at OCTA Headquarters	8%

	5	Through my employer	4%		
	6	Through my school	9%		
	7	At a retail location such as a grocery store or convenience store	41%		
	8	Other	1%		
	9	I do NOT plan to purchase a pass	9%		
Q20	Through which of the following electronic media would you prefer to receive OCTA bus scheduling and route information in the future? Please check your first (most preferred) and second choice. <i>Select only two.</i>				
			1 st Choice - Most Preferred	2 nd Choice	Not a choice
A	Cell phone		57%	6%	37%
B	iPhone		14%	7%	79%
C	Android phone		12%	6%	82%
D	Other smart phone		3%	4%	93%
E	On my home computer		5%	11%	83%
F	On my tablet		2%	4%	94%
G	Facebook		3%	7%	90%
H	Twitter		1%	2%	97%
I	Other Social Media		2%	3%	95%

Section 6: Future Research

Q21	OCTA occasionally conducts small-group discussions with bus riders to gather more detailed information about their bus riding experiences. If you are interested in participating in a future roundtable discussion, please list below your name and phone number and/or email address. Participants receive a free five-ride pass for their time.				
	Data on file				

Section 7: Background & Demographics

D1	Please indicate your gender				
	1	Male	53%		
	2	Female	47%		

D2	In what year were you born? Year recorded and later grouped into categories shown below.	
	15 to 17	5%
	18 to 24	32%
	25 to 34	19%
	35 to 44	15%
	45 to 54	16%
	55 to 64	9%
	65 or older	4%
D3	Which of the following best describes your employment status?	
	1 Employed full-time	37%
	2 Employed part-time	21%
	3 Student - not working	15%
	4 Student - but also working	7%
	5 Homemaker	4%
	6 In-between jobs	5%
	7 Disabled & unable to work	7%
	8 Retired	5%
D4	If you work, what is your current occupation? In other words, what do you do for your job? Occupation recorded and later grouped into categories shown below.	
	Sales	15%
	Food preparation, serving	14%
	Customer service representatives	13%
	Craft, repair	8%
	Janitorial	8%
	Operators, fabricators, laborers	6%
	Administrative, office workers	6%
	Professional specialty (Not IT)	5%
	Medical assistants	4%
	Supervisors, managers	3%
	Teachers	3%
	Protective services	2%
	Information technology	2%
	Courier services, delivery, driver, movers	2%

	Self employed, freelance	2%
	Other	2%
	Precision production, precision assembly	1%
	Telemarketers	1%
	Executive	1%
	Nothing, unemployed / retired / student	1%
D5	If you work, what is the ZIP code or name of the city where you work? City and/or ZIP code recorded and later grouped into City categories shown below.	
	Anaheim	17%
	Santa Ana	14%
	Costa Mesa	7%
	Fullerton	7%
	Irvine	6%
	Huntington Beach	5%
	Orange	5%
	Newport Beach	4%
	Buena Park	3%
	Garden Grove	3%
	Tustin	3%
	Other (unique responses)	3%
	Brea	2%
	La Habra	2%
	Westminster	2%
	Cerritos	1%
	Cypress	1%
	Dana Point	1%
	Fountain Valley	1%
	Los Angeles	1%
	Laguna Beach	1%
	Long Beach	1%
	Mission Viejo	1%
	Norwalk	1%
	Placentia	1%
	San Clemente	1%
	San Juan Capistrano	1%
	Stanton	1%

	Yorba Linda	1%
D6	If you go to school, what is the ZIP code or name of the city where you go to school? City and/or ZIP code recorded and later grouped into City categories shown below.	
	Fullerton	20%
	Santa Ana	14%
	Anaheim	12%
	Costa Mesa	9%
	Irvine	7%
	Orange	5%
	Cypress	4%
	Huntington Beach	4%
	Other (unique responses)	4%
	Fountain Valley	3%
	Mission Viejo	3%
	Buena Park	2%
	Garden Grove	2%
	Long Beach	2%
	Cerritos	1%
	La Habra	1%
	La Palma	1%
	Norwalk	1%
	Placentia	1%
	San Juan Capistrano	1%
	Tustin	1%
D7	What is the ZIP code or name of the city where you live? City and/or ZIP code recorded and later grouped into City categories shown below.	
	Anaheim	20%
	Santa Ana	17%
	Costa Mesa	7%
	Fullerton	6%
	Garden Grove	5%
	Huntington Beach	4%
	La Habra	4%
	Long Beach	4%
	Buena Park	3%
	Orange	3%

	Tustin	3%
	Other (unique responses)	3%
	Irvine	2%
	Stanton	2%
	Westminster	2%
	Brea	1%
	Cypress	1%
	Dana Point	1%
	Fountain Valley	1%
	Los Angeles	1%
	Mission Viejo	1%
	Newport Beach	1%
	Norwalk	1%
	Placentia	1%
	San Clemente	1%
	San Juan Capistrano	1%
	Yorba Linda	1%
D8	How often do you have access to a personal vehicle?	
	1 Always	17%
	2 Sometimes	31%
	3 Rarely	22%
	4 Never	30%
D9	What ethnic group do you consider yourself a part of or feel closest to?	
	1 Caucasian/White	29%
	2 Latino/Hispanic/Mexican	51%
	3 African-American/Black	8%
	4 American Indian or Alaskan Native	2%
	5 Asian -- Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	6%
	6 Pacific Islander	1%
	7 Mixed	1%
	8 Other	1%

D10	In what language would you prefer to receive bus information? <i>Check one.</i>	
	1	English 79%
	2	Spanish 18%
	3	Vietnamese 1%
	4	Chinese/Mandarin/Cantonese 1%
	5	Korean <1%
	6	Tagalog <1%
	7	Farsi <1%
	8	Other <1%
D11	What is the highest grade or level you completed in school so far?	
	1	Some high school or less 21%
	2	High school graduate 34%
	3	Some college/technical school 25%
	4	College graduate - 2 year degree (Associates degree) 9%
	5	College graduate - 4 year degree (Bachelors degree) 8%
	6	Graduate, professional, doctorate degree (DDS, DVM, JD, LLM, MA, MS, MBA, MD, PhD) 3%
D12	Please indicate your household's total annual income before taxes.	
	1	Less than \$10,000 35%
	2	\$10,000 to less than \$20,000 27%
	3	\$20,000 to less than \$30,000 14%
	4	\$30,000 to less than \$50,000 12%
	5	\$50,000 to less than \$65,000 5%
	6	\$65,000 to less than \$85,000 2%
	7	\$85,000 to less than \$100,000 1%
	8	\$100,000 or more 2%
THANK YOU VERY MUCH FOR YOUR PARTICIPATION. PLEASE RETURN THE SURVEY TO THE ATTENDANT WHEN FINISHED AND RECEIVE YOUR FREE 1-DAY BUS PASS		

<i>Post-Interview & Sample</i>			
S1	Trip Type		
	1	Weekday morning peak hours	19%
	2	Weekday afternoon peak hours	18%
	3	Weekday off peak hours	47%
	4	Weekend	15%
S2	Weekday or Weekend		
	1	Weekday	85%
	2	Weekend	15%
S3	Survey Language		
	1	English	86%
	2	Spanish	13%
	3	Vietnamese	1%

CELL PHONE SURVEY TOPLINES


**BUS RIDER
CELL PHONE SURVEY**


By completing this short, 5-question survey, you're helping us improve our bus services and better serve your transportation needs. And as a thank you for your participation, you'll receive a **1-day OCTA bus pass!**

A total of 516 customers were surveyed, and the number who responded to each question is presented in brackets below. Percentages shown are among those who answered each particular question, which varied based on responses to previous questions.

Q1 OCTA is reaching out to customers to learn about their cell phone usage so we can deliver service information more effectively. Do you have a cell phone? [516]

Yes 90%
No 10%

Q2 A smart cell phone can access the Internet for information. An iPhone is one example. Do you have a smart phone? [464]

Yes 73%
No 27%

Q3 (If yes to the previous question) Is your smart phone an iPhone? [336]

Yes 42%
No 58%

Q4 Have you downloaded any mobile apps from the Internet? [339]

Yes 81%
No 19%

Q5 Can your phone send/receive text messages? [464]

Yes 96%
No 4%

S1 Bus Route Number [516]

1 6%
29 12%
42 10%
43 19%
55 11%
64 14%
66 10%
143 18%

S2 Survey Language [516]

English 74%
Spanish 26%

Thank you for your participation. Please return the survey to the attendant when finished, and receive your 1-day OCTA bus pass.