OCTA Bus Satisfaction Study
Summary of Results
January 2008

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Contents

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Objectives

- Determine the satisfaction with various aspects of the OCTA bus system as well as overall satisfaction.
- Assess general travel behavior of bus customers in Orange County.
- Compare contracted routes with OCTA-Operated routes to determine any differences or issues.
- Collect and provide information within four categories: Express routes, StationLink routes, Community routes and Local routes.
  - Most of these areas have a higher a margin of error and information provided should be considered directional.

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Methodology

- In 2007, there was a change in methodology. The 2007 route plan was designed to be inclusive of the OCTA bus system and all major routes are represented in proportion to their ridership. The Overall Ridership charts in this report represent this data with a total sample size of 902. The margin of error is +/-3.25%.
- Because of the methodology shift, it was determined that the 2005 data could not be statistically compared to the 2007 data. All future waves should be based on the 2007 route sample and comparisons will be statistically valid.

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Methodology

- Additional route augments were developed to meet the other objectives. Final sample sizes are outlined below:
  - Contract routes (Final n=377; Margin of error +/-5.5%)
  - OCTA-Operated routes (Final n=1017; Margin of error +/-3.07%)
  - Local routes (Final n=857; Margin of error +/-3.3%)
  - Community routes (Final n=100; Margin of error +/-9.7%)
  - StationLink routes (Final n=100; Margin of error +/- 9.6%)
  - Express routes (Final n=76 ; Margin of error of +/- 10.8%)
  - OC Express routes (Final n=68; Margin of error +/- 10.2%)

Methodology

- Intercept interviews were conducted throughout Orange County at varying times and days of the week.
- Fielding was conducted November 6, 2007 – December 4, 2007.
- Surveys were conducted in both English and Spanish.
- Random sample of gender, ethnicity, age.

Note:

- The majority of questions are represented by the sample sizes indicated in this section; however, some questions have smaller sample sizes.
- Significant differences in the data have been noted with a red S.
- Due to rounding, omitting don't know/other, or omitting data with very small percentages, not all data totals 100%.

Summary of Key Findings

Key Findings

- Total satisfaction is high. In fact, almost half of customers say they are very satisfied. Almost half of customers say bus service is better than one year ago.
  - Customers on OCTA-Operated routes are significantly more likely to say they are very satisfied and that service is better than one year ago.

- Customers are most satisfied with bus driver courtesy, information in the bus book and bus driver knowledge. They are least satisfied with availability of evening and weekend service.
  - Customers on OCTA-Operated routes are significantly more satisfied on several attributes.

- Frequency of service is the single most important area customers feel OCTA should make improvements.

- The majority of OCTA customers are frequent riders and are riding the bus four to seven days per week.

Key Findings

- The majority of customers are riding the bus because they have no car. While customers on OCTA-Operated routes are significantly more likely to say no car is the reason they are riding the bus, this appears to be less of a reason for customers on StationLink, Express and OC Express routes.

- The most popular source for information about bus service is the Bus Book. Other popular sources include information at bus stops and individual bus schedules. Although the Bus Book is equally used by customers on Contract and OCTA-Operated routes, customers on Contract routes were significantly more likely to use other sources.

- Most sources were considered effective. The most effective sources were the telephone customer information center, individual bus schedule, OCTA trip planner, and the Bus Book. The telephone customer information center and the OCTA trip planner were not the most used sources, however, both were rated highly effective.

- The OCTA Web Site as a source appears to be utilized more by Express and OC Express riders. They also consider it to be highly effective.

Key Findings

- Customers would prefer to get the Bus Book/schedule on board the bus. The majority shows a willingness to pay for it; however, they are unwilling to pay more than $1.00.

- Work is the most common purpose of the current trip; however, there are some route type differences. Customers on Contract routes are significantly more likely to say work is the purpose and a very high percentage of StationLink, Express, and OC Express riders say work is the purpose of the current trip.

- The average number of transfers during their current trip is 1.2. The average time completing the current trip is one hour and cash continues to be the most common way they pay for it.

- The one-day prepaid pass and 30-day pass have the highest awareness. The college/university, employer and youth summer passes have the lowest awareness.

Key Findings

- The majority of customers use or have used an OCTA bus pass. Those who do not use OCTA bus passes attribute it to not having a need, not wanting to pay in advance, or not being aware of where to purchase them.

- Retail locations such as the grocery or convenience store are the most preferred place to purchase passes.

- Other OCTA programs/services have a mix of awareness. Half are aware of OC Express, while less than one-fourth are aware of Destinations Deals/Discounts Program.
  - OC Express was the other service most used. Just under 1/3 have used the service in the past 12 months.

- Interior and exterior bus ads are the most common places customers report seeing OCTA information.

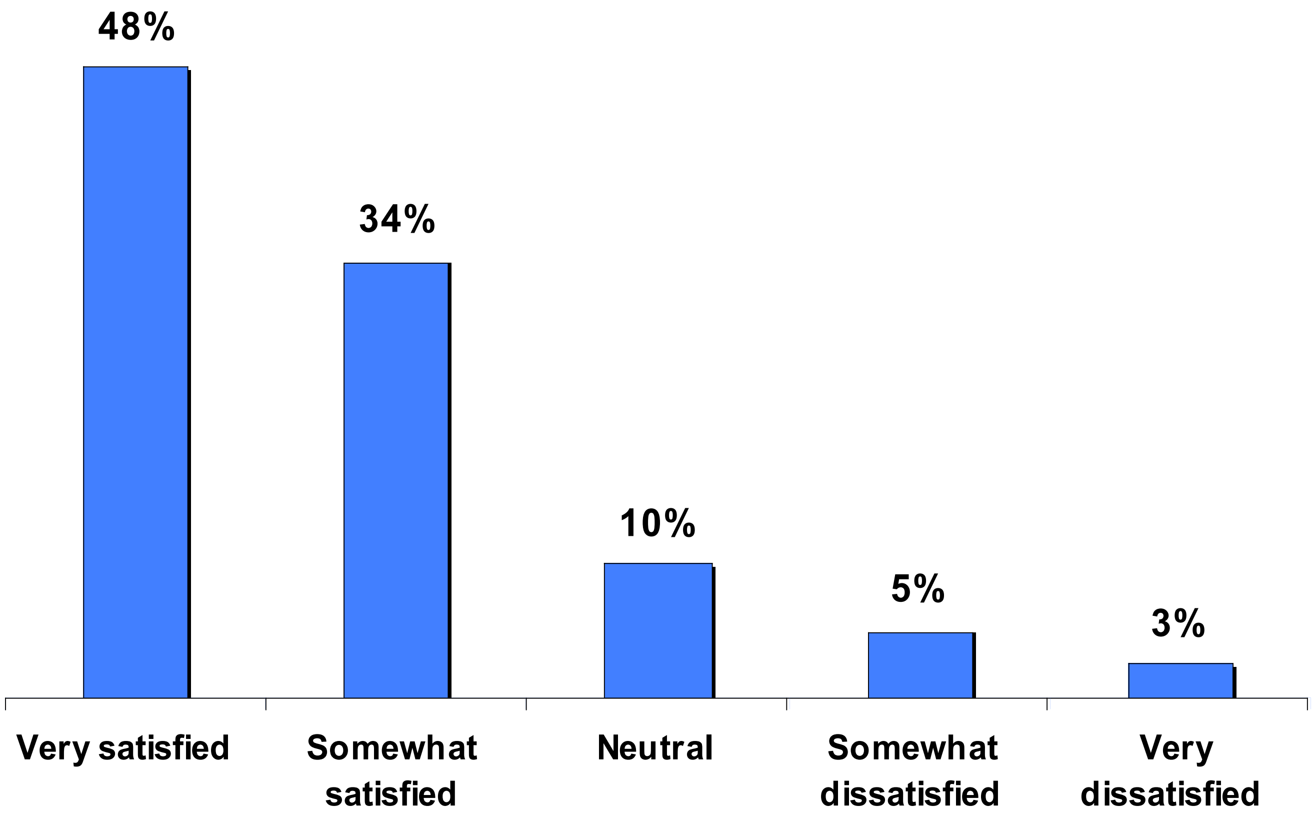
Key Findings

- There is some interest in wireless Internet access. The lowest interest appears to be among customers on StationLink routes. Price preferences vary, however, 61% of those interested in access show some level of willingness to pay for it.

Satisfaction with OCTA
In-depth Findings

Overall Ridership – Satisfaction

The majority of customers (82%) are satisfied with bus service. In fact, almost half of customers say they are very satisfied.

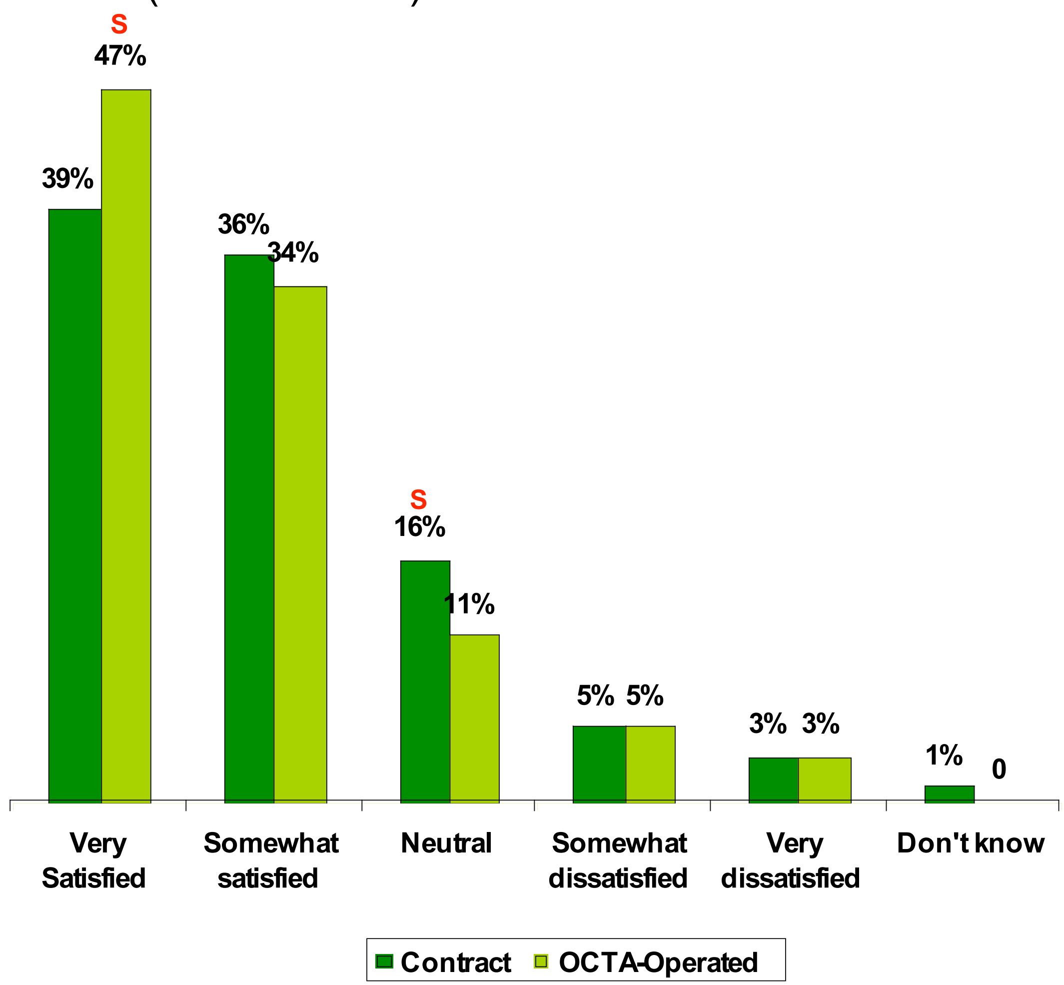


N (customers) = 902

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

Contract vs. OCTA-Operated Routes – Satisfaction

Customers on OCTA-Operated routes are more satisfied than customers on Contract routes (81% vs. 75%). They are also more likely to say they are "Very satisfied" (47% vs. 39%).



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

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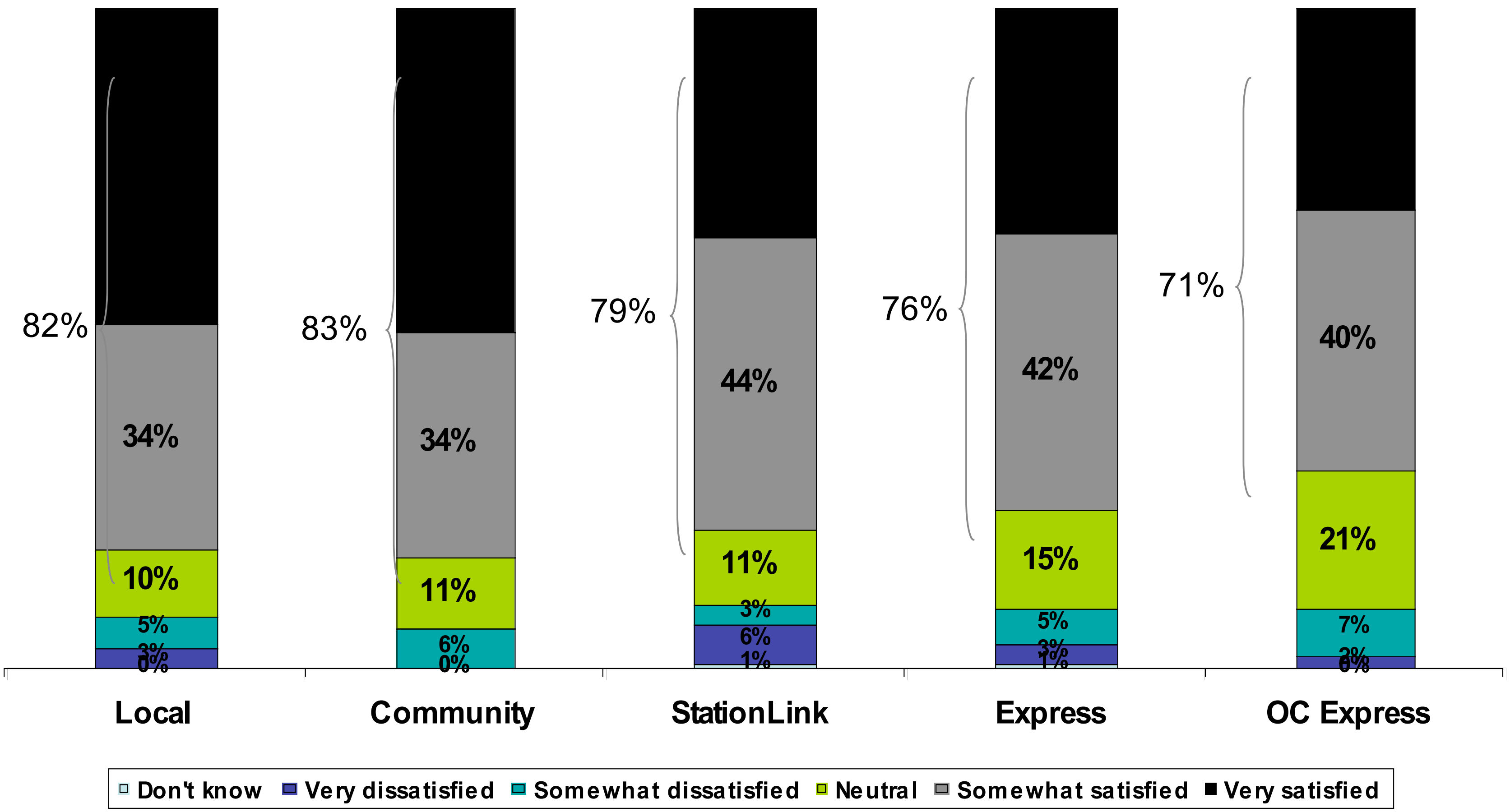
Specific Route Types – Satisfaction

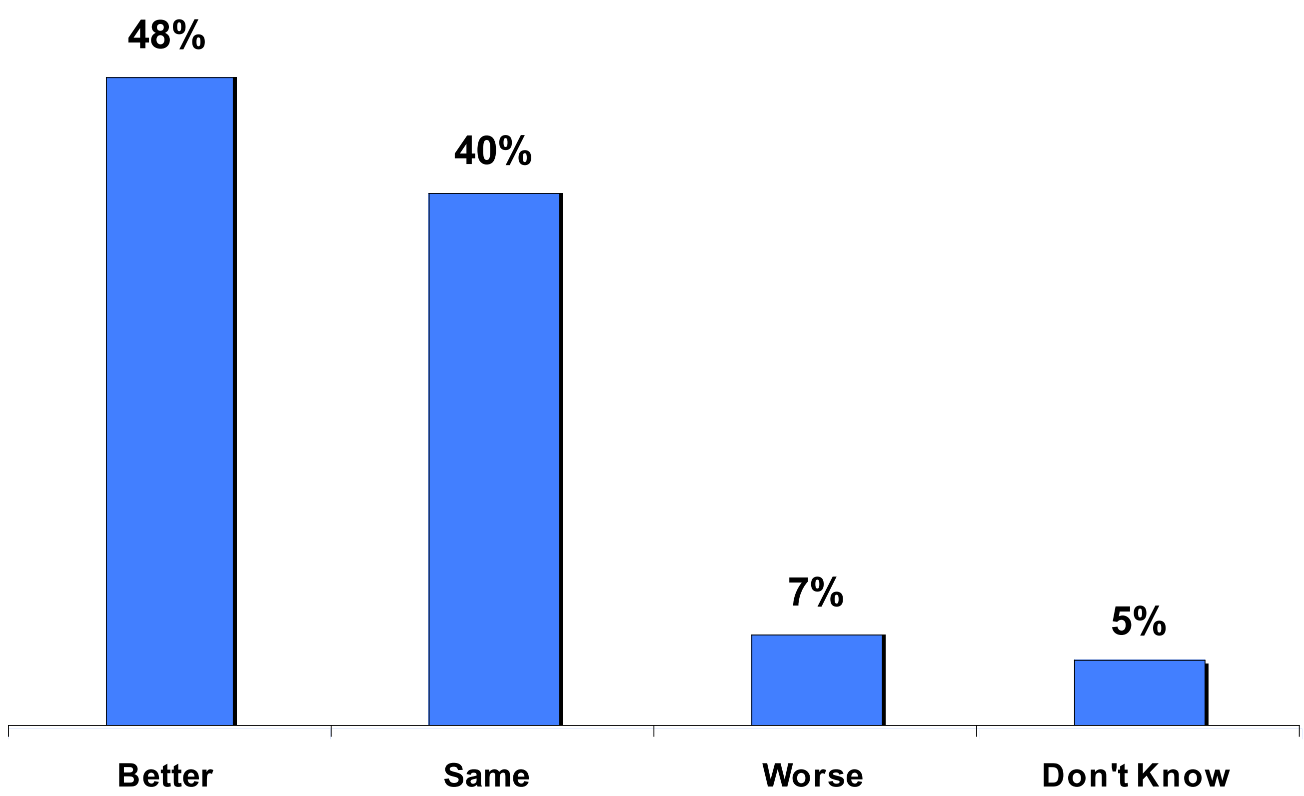
Total satisfaction is high for each of the route types; Local and Community routes have the highest satisfaction.



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

Overall Ridership – Satisfaction

Almost half of customers say bus service is better than one year ago.

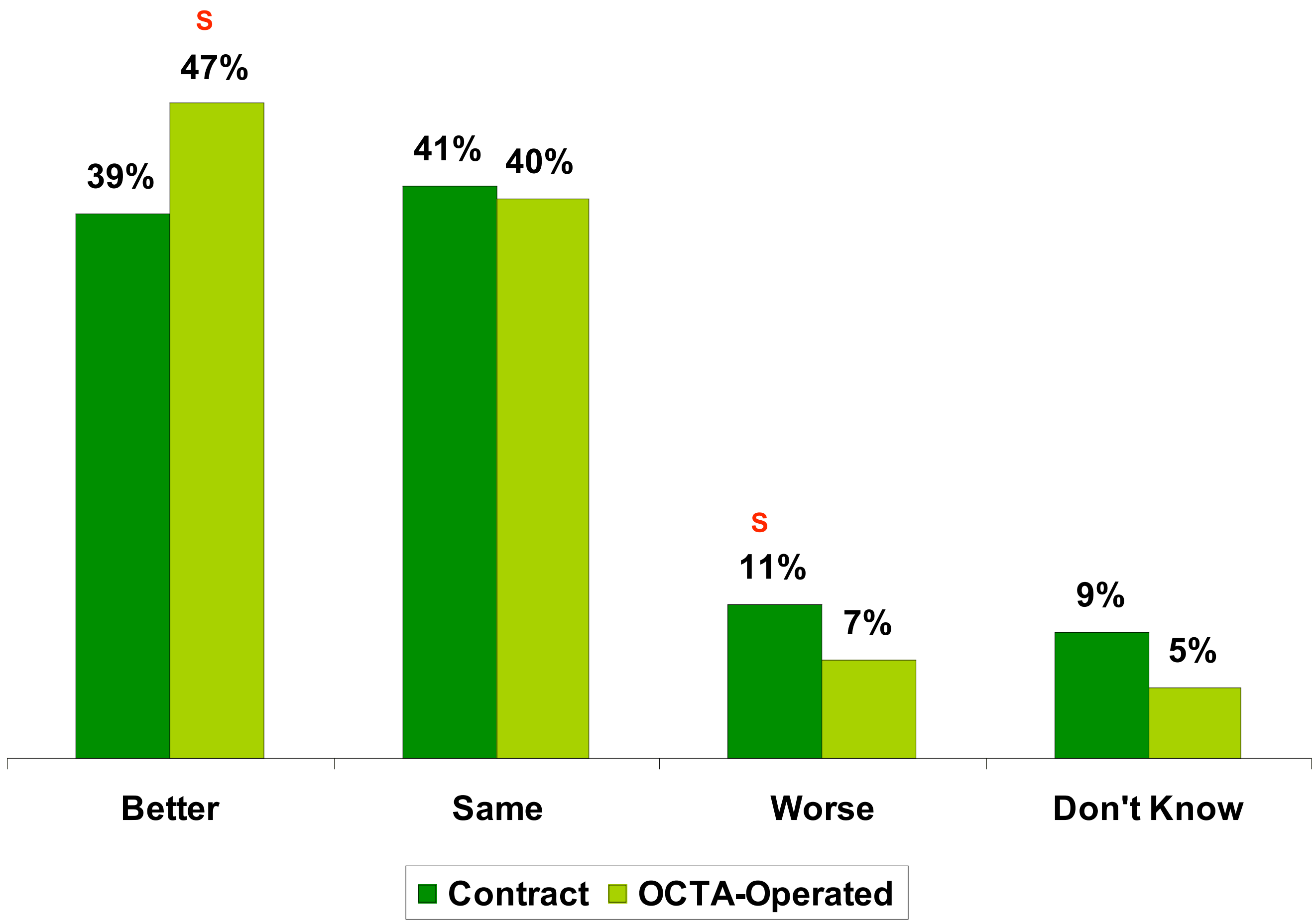


N (customers) = 902

Q2. Would you say bus transportation services are better, worse or the same as 12 months before?

Contract vs. OCTA-Operated Routes – Satisfaction

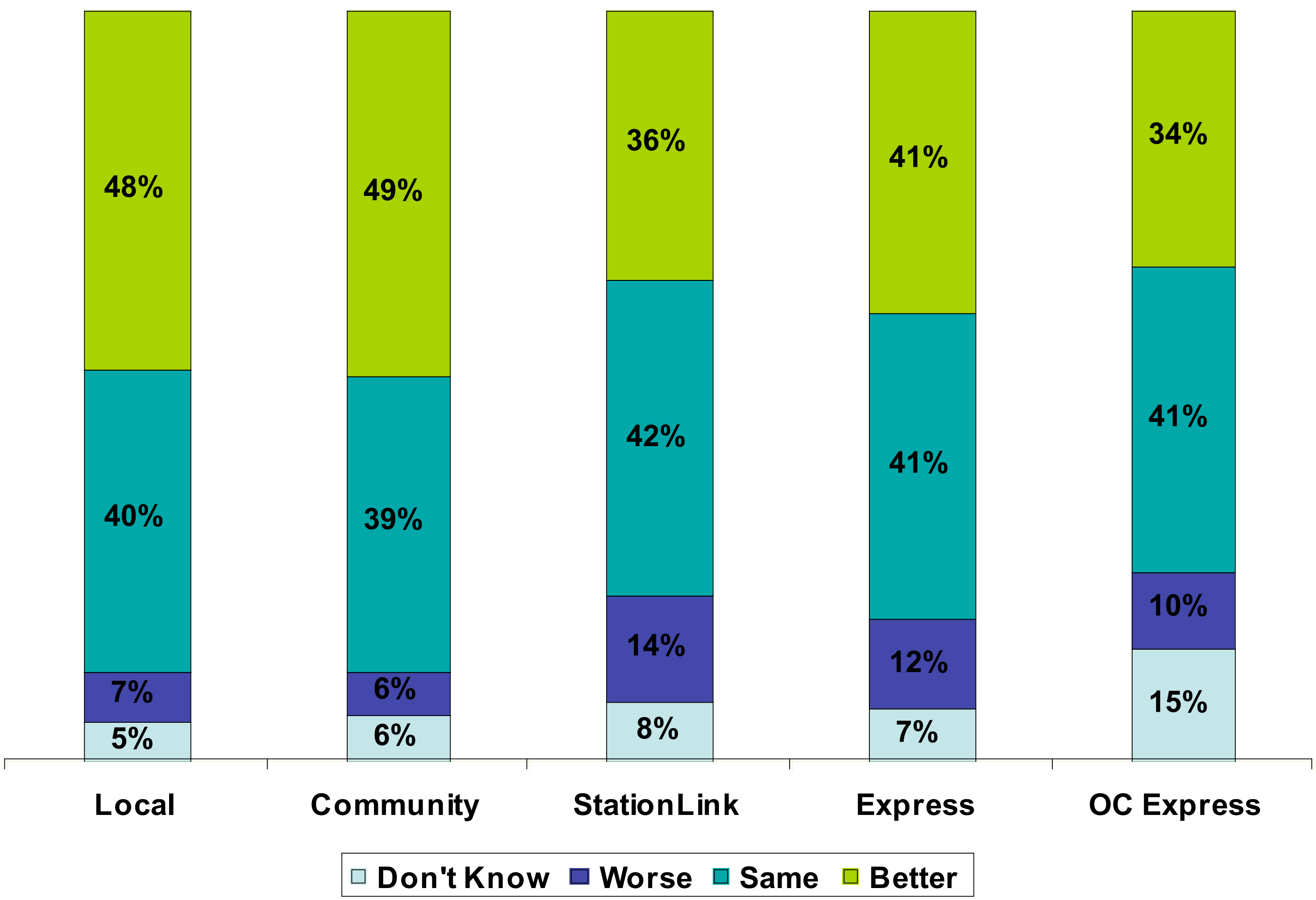
Customers on OCTA-Operated routes are significantly more likely (8 points) than customers on Contract routes to say service is better than 12 months ago.



Q2. Would you say bus transportation services are better, worse or the same as 12 months before?

Specific Route Types – Satisfaction

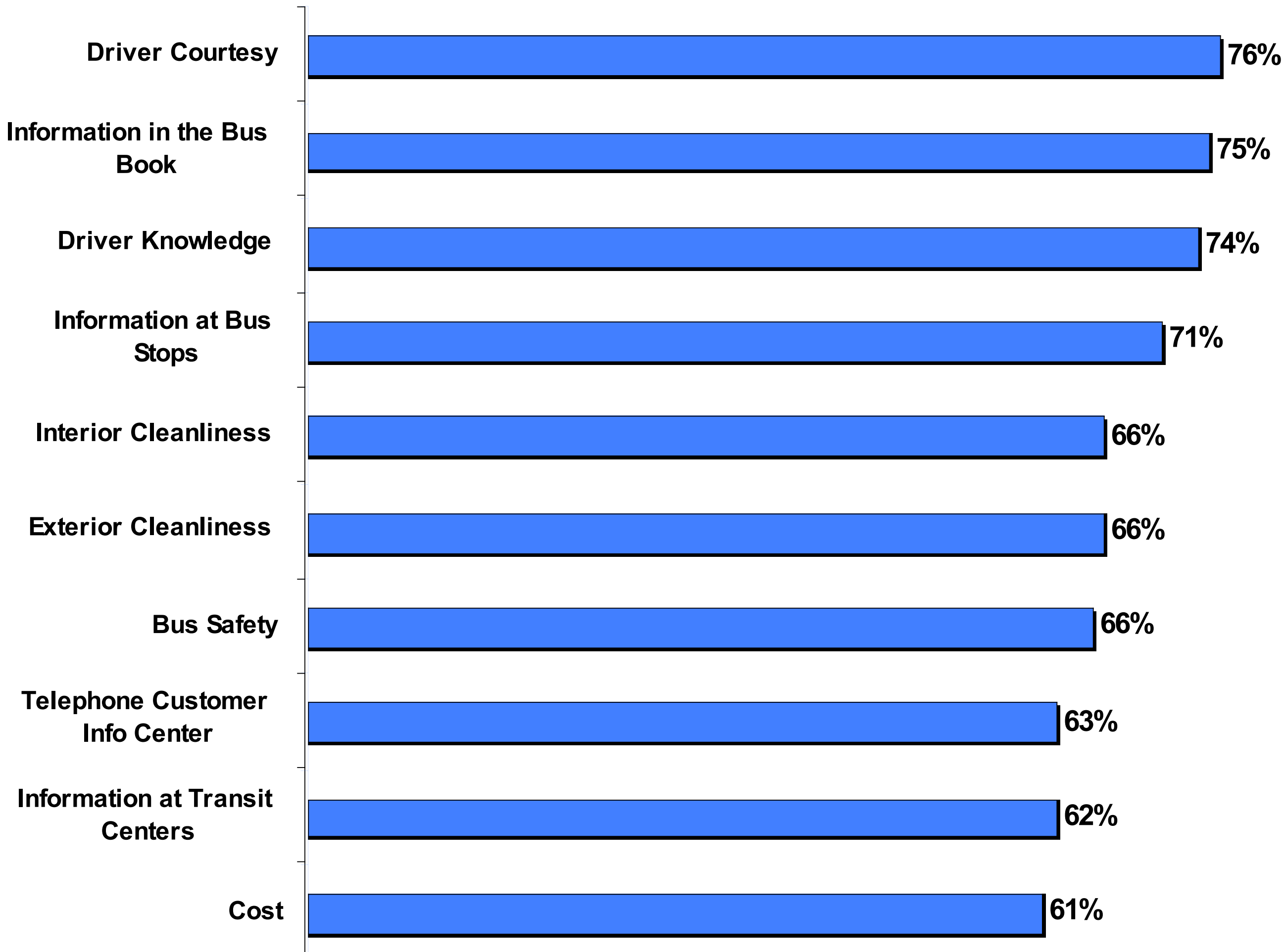
Almost half of customers on Local and Community routes say service is better.



Q2. Would you say bus transportation services are better, worse or the same as 12 months before?

Overall Ridership – Satisfaction by Attribute

Customers are most satisfied with bus driver courtesy (76%), information in the bus book (75%), bus driver knowledge (74%) and information at bus stops (71%).

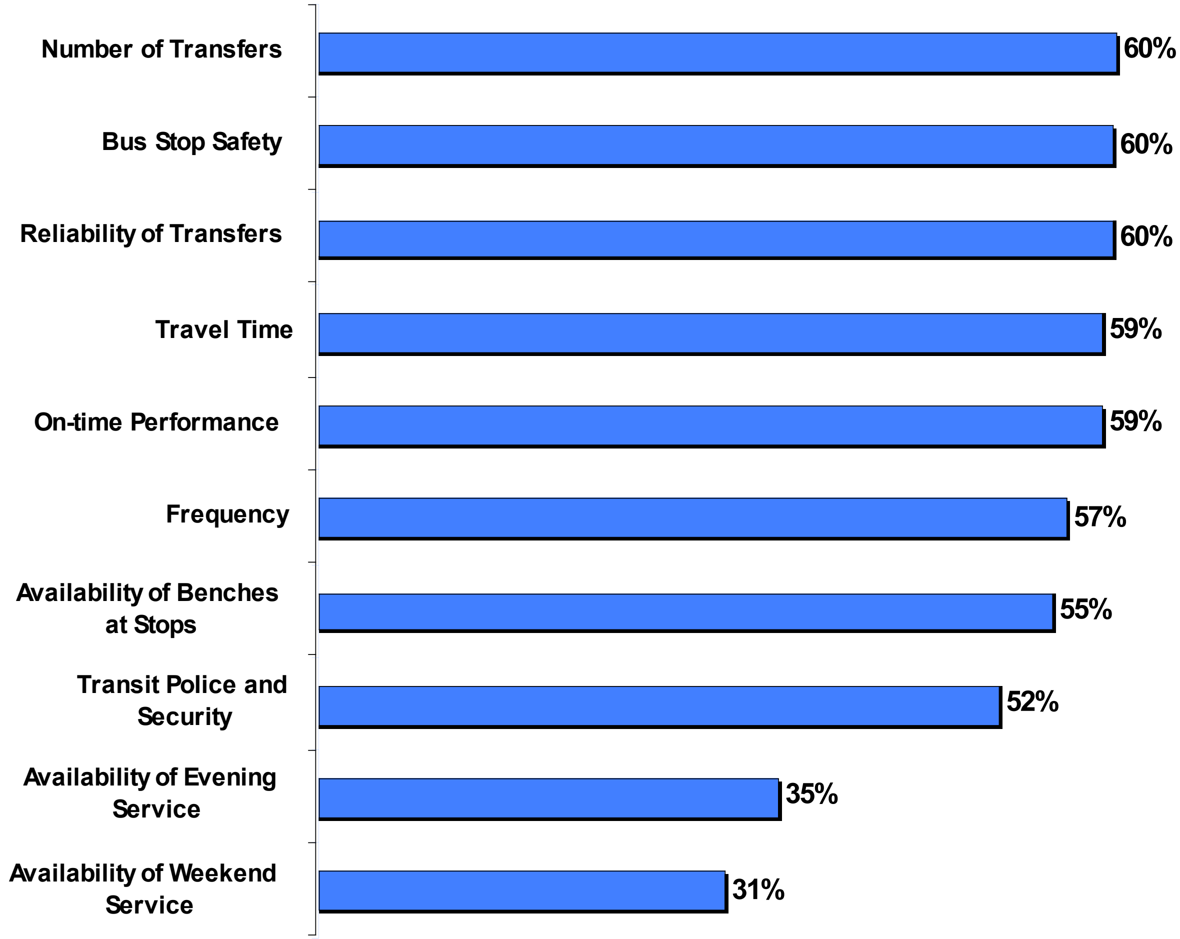


N (customers) = 902

Q3. Satisfaction with . . . on your most recent bus trips:

Overall Ridership – Satisfaction by Attribute

They are least satisfied with the availability of evening service (35%) and the availability of weekend service (31%).

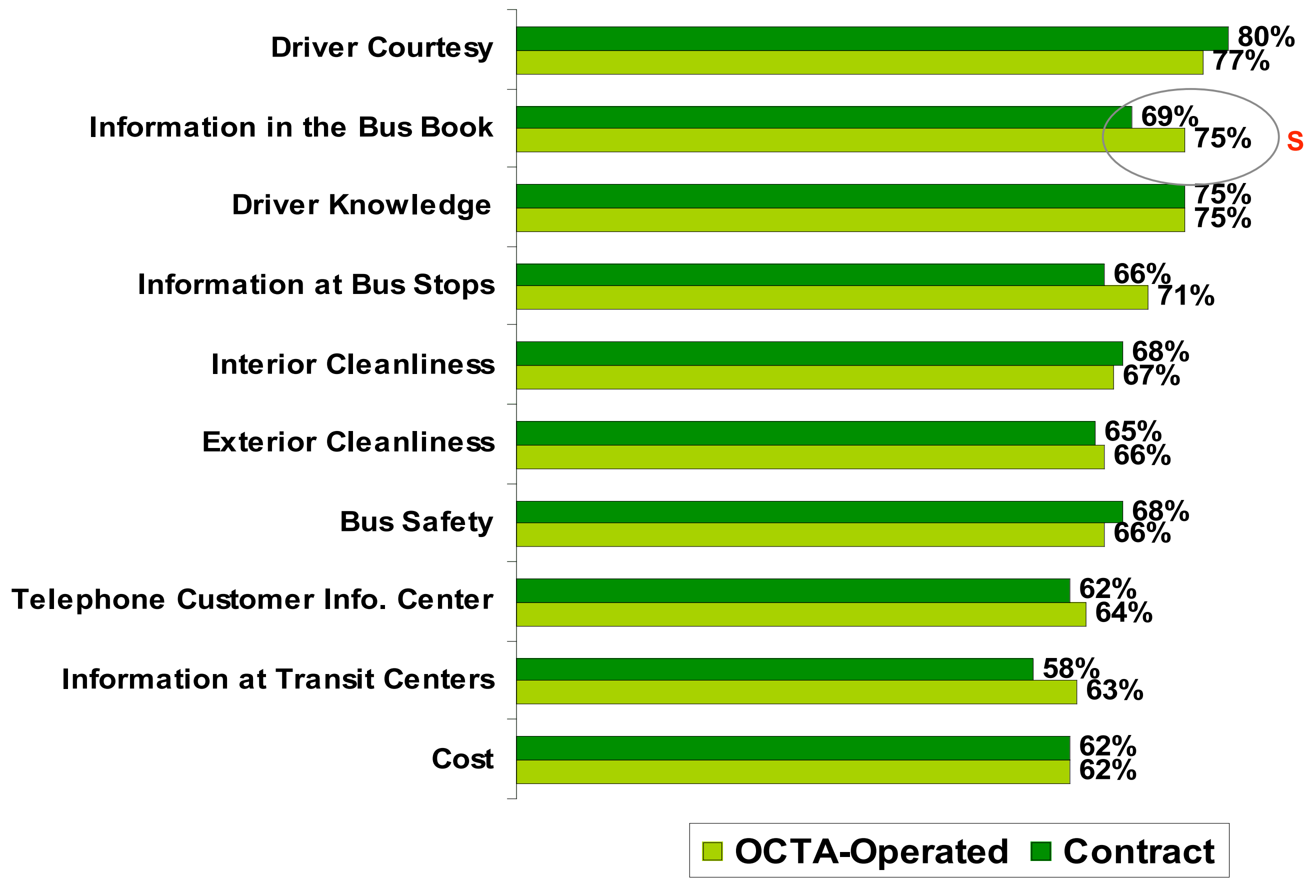


N (customers) = 902

Q3. Satisfaction with . . . on your most recent bus trips:

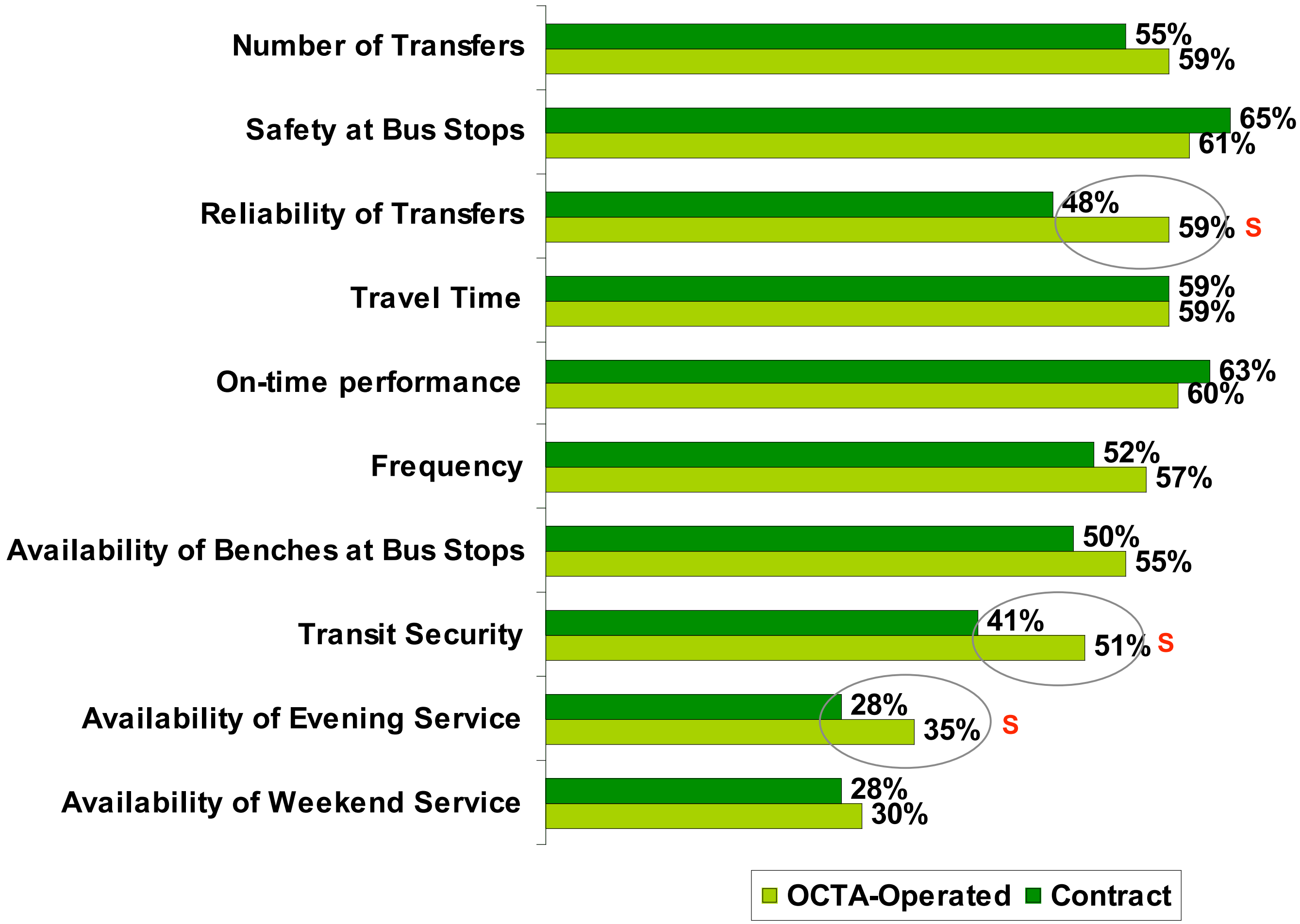
Contract vs. OCTA-Operated Routes – Satisfaction by Attribute

Customers on OCTA-Operated routes are significantly more satisfied than customers on Contract routes with information in the Bus Book, reliability of transfers, transit security and availability of evening service.



Q3. Satisfaction with . . . on your most recent bus trips:

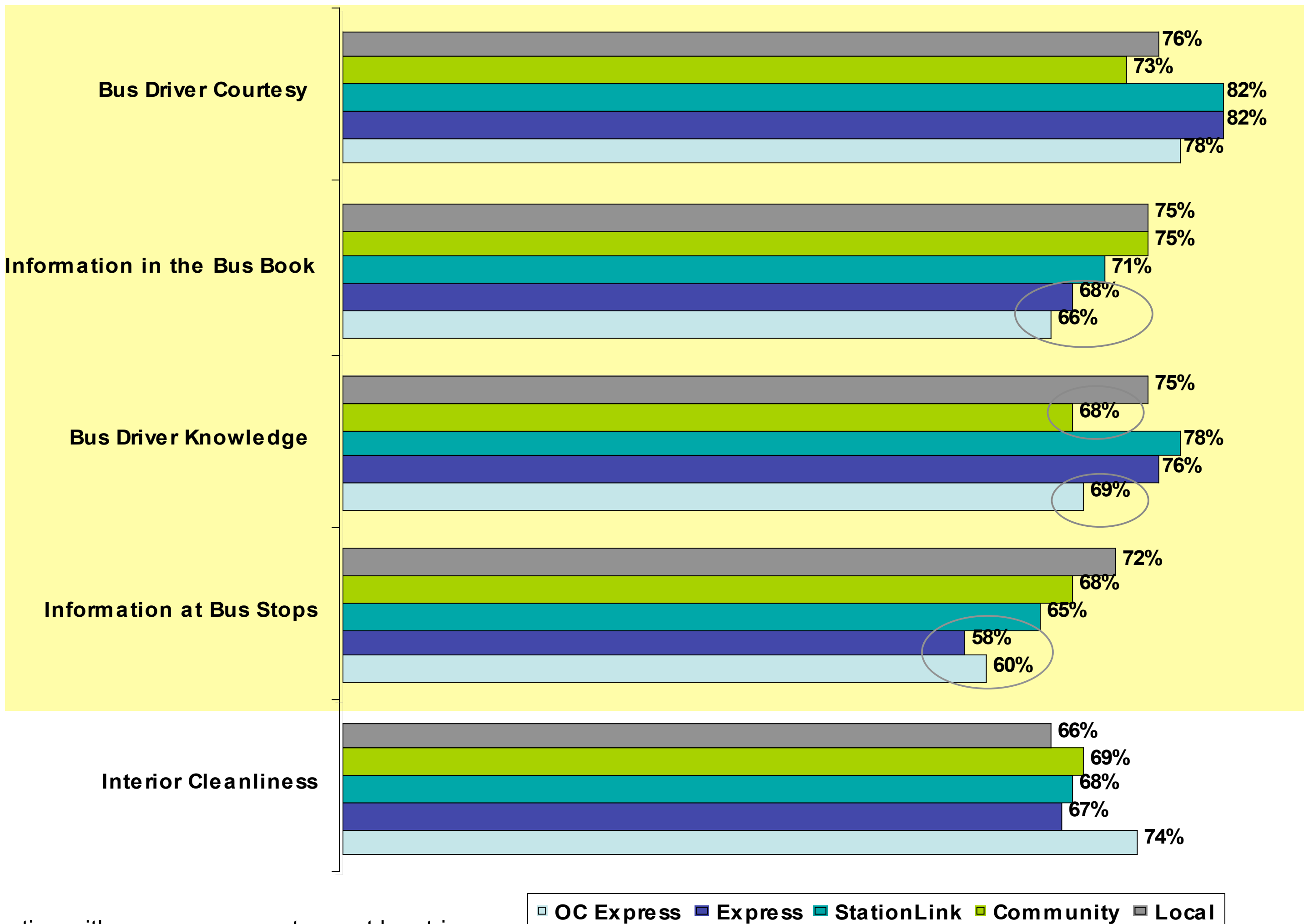
Contract vs. OCTA-Operated Routes – Satisfaction by Attribute



Q3. Satisfaction with . . . on your most recent bus trips:

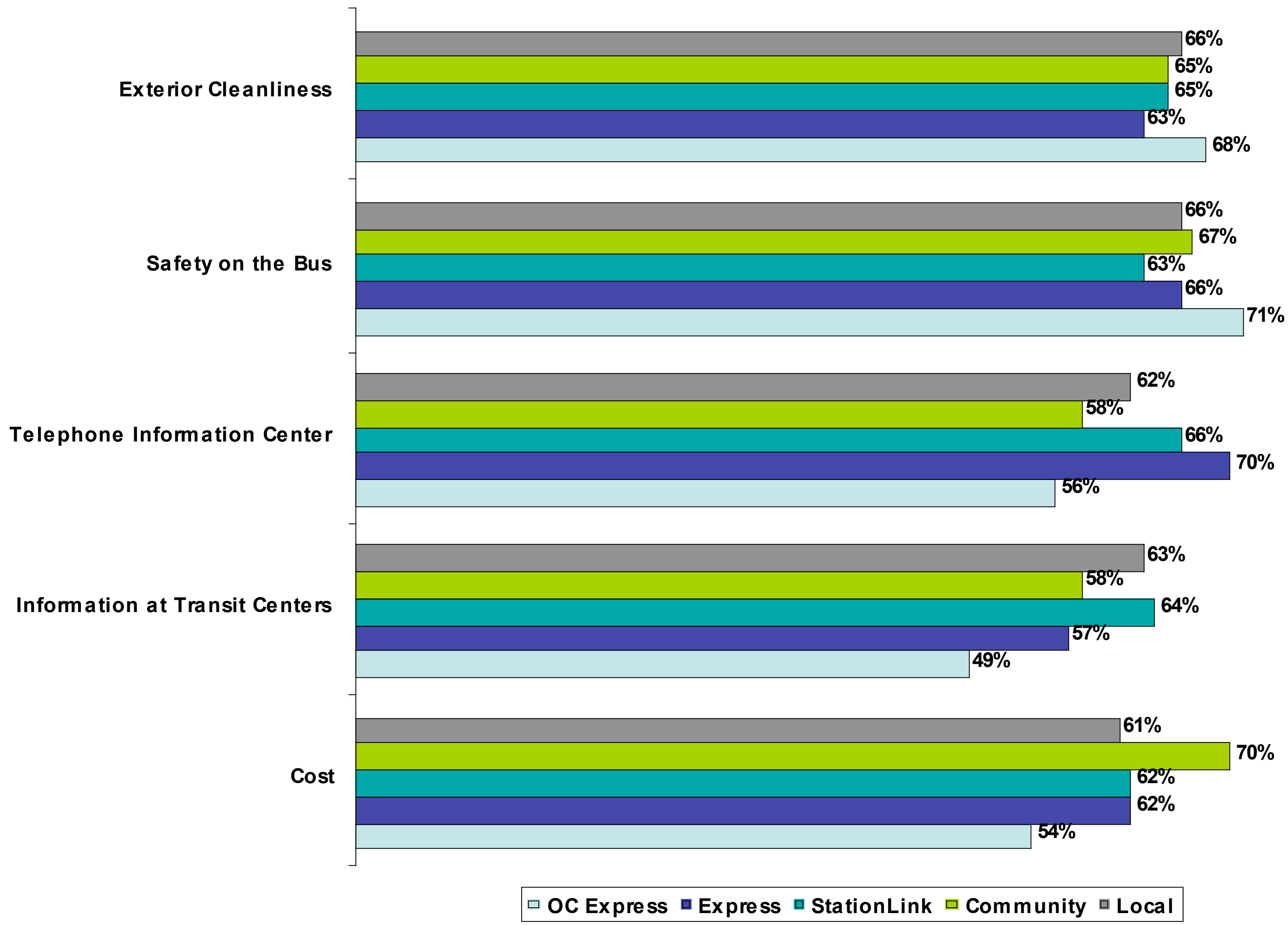
Specific Route Types – Satisfaction by Attribute

Customers on all route types are satisfied with bus driver courtesy. There are differences among the three other attributes with highest total satisfaction: Satisfaction with information in the Bus Book is lower among Express and OC Express riders, satisfaction is lower with bus driver knowledge among Community and OC Express riders, and satisfaction is lower with information at the bus stops among Express and OC Express riders.



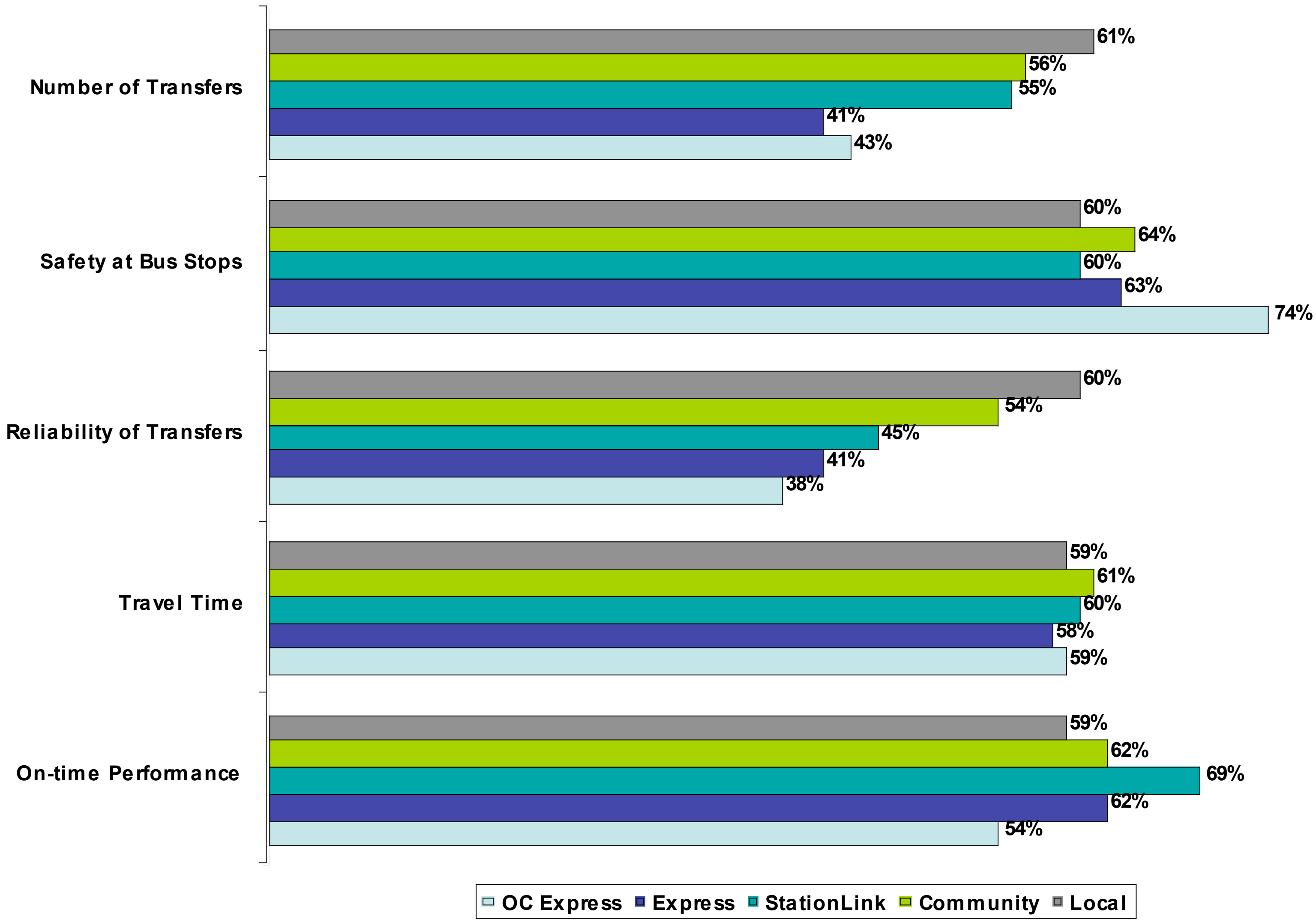
Q3. Satisfaction with . . . on your most recent bus trips:

Specific Route Types – Satisfaction by Attribute



Q3. Satisfaction with . . . on your most recent bus trips:

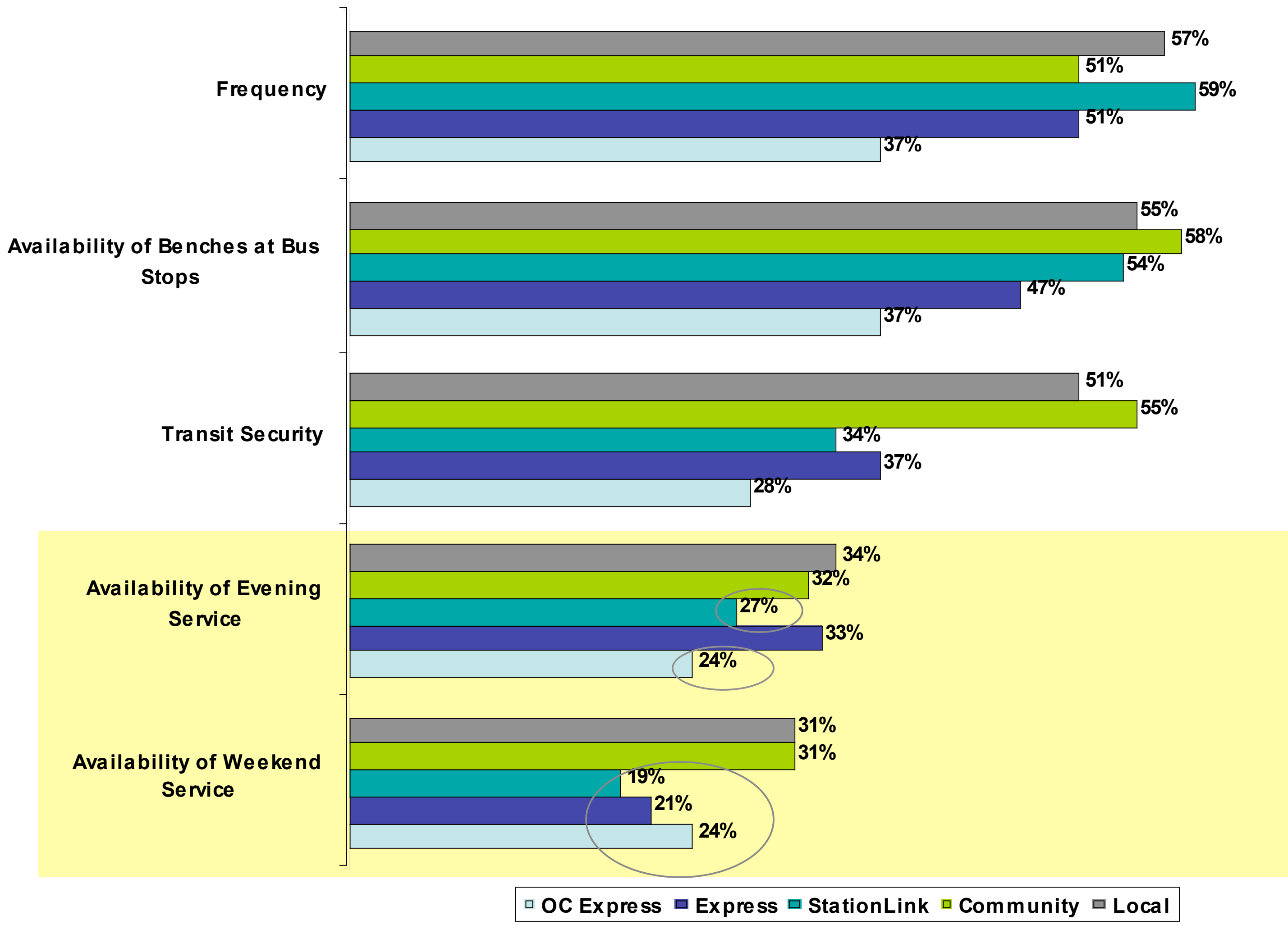
Specific Route Types – Satisfaction by Attribute



Q3. Satisfaction with . . . on your most recent bus trips:

Specific Route Types – Satisfaction by Attribute

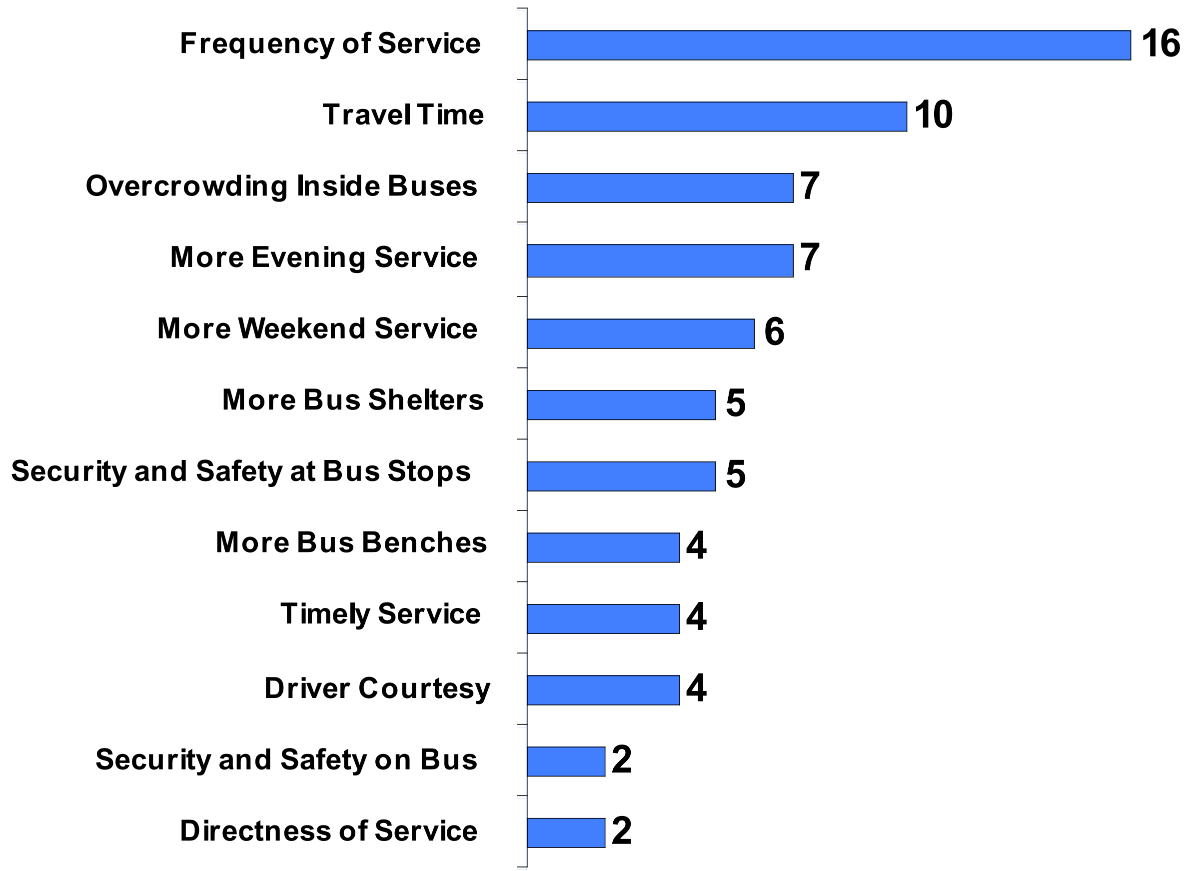
Satisfaction with availability of evening service is lower among StationLink and OC Express customers. Satisfaction of availability of weekend service is lower among StationLink, Express, and OC Express customers.



Q3. Satisfaction with . . . on your most recent bus trips:

Overall Ridership – Area of Improvement

Customers feel that frequency of service is the most important area in which OCTA should make improvements. Other customers were divided among a mix of areas.



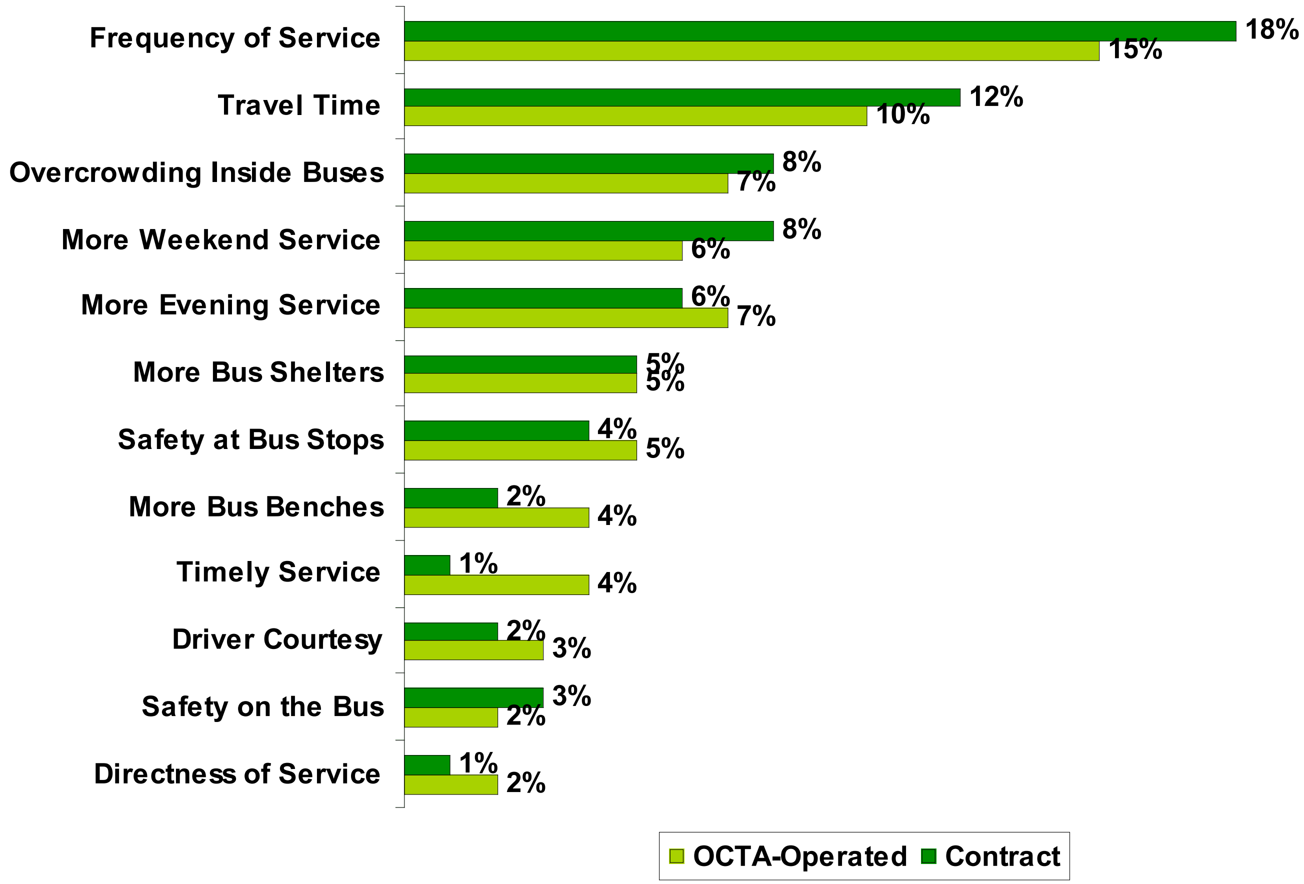
N (customers) = 902

Issues less than 2% not represented.

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

Contract vs. OCTA-Operated Routes – Area of Improvement

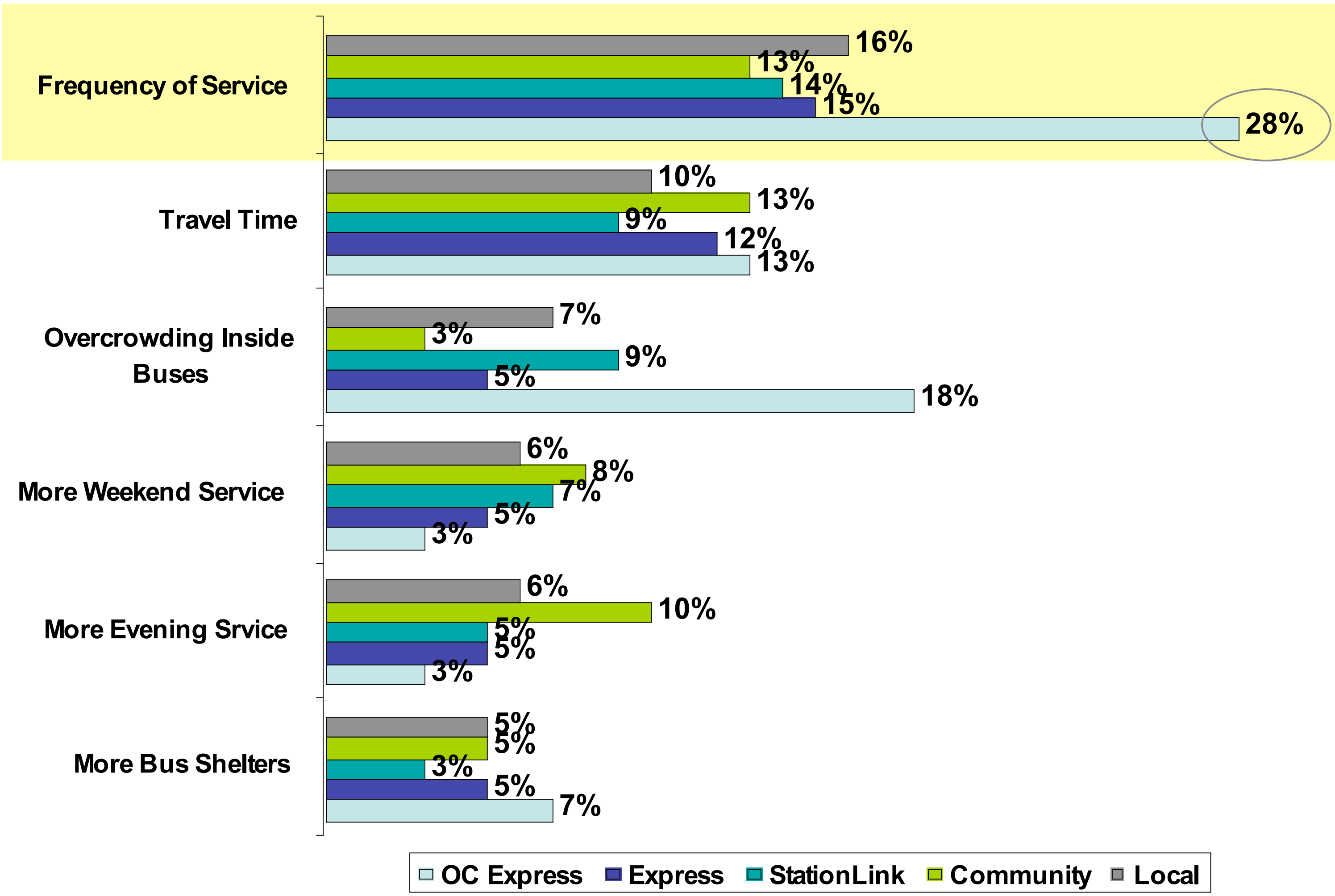
There are some slight differences in attitudes overall. Customers on OCTA-Operated routes are more likely than customers on Contract routes to say frequency of service is the most important area, however, it is not significant.



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

Specific Route Types – Area of Improvement

Over one-fourth of OC Express customers think frequency of service is the most important area in which OCTA should make improvements.



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

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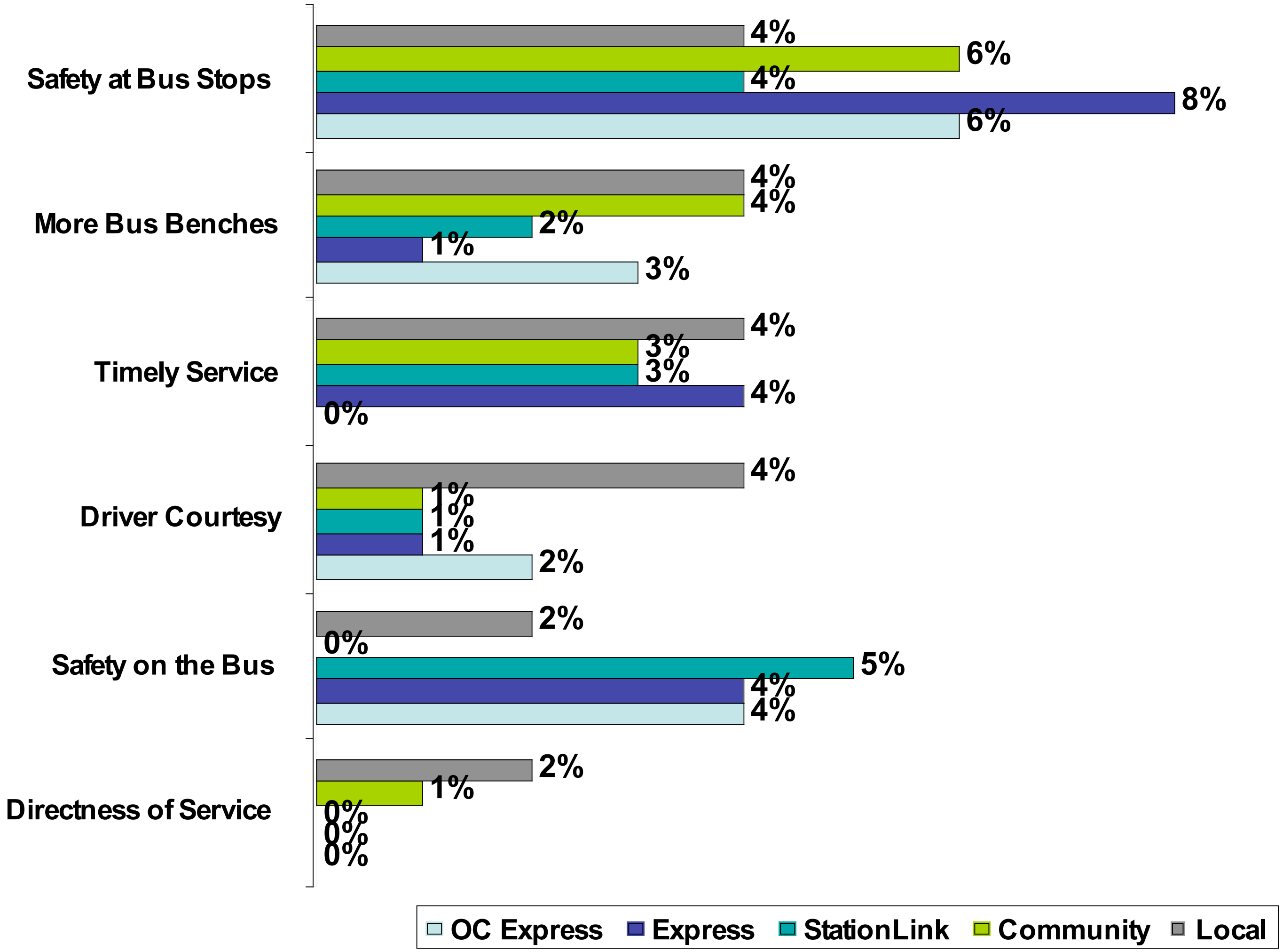
Specific Route Types – Area of Improvement

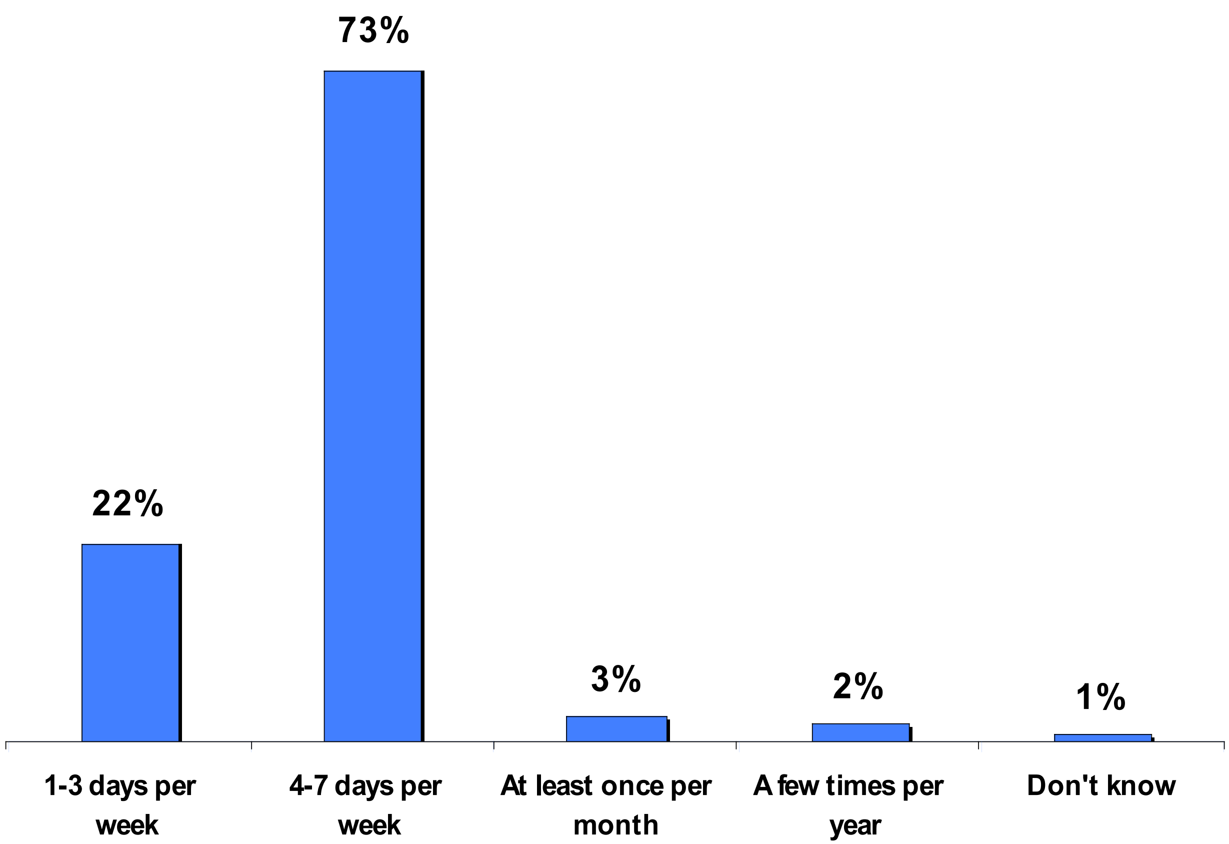


Q4. Besides price, what is the single most important area in which OCTA should make improvements?

Bus Service Usage
In-depth Findings

Overall Ridership – Frequency

The majority of customers (73%) are riding the bus 4-7days per week.
Ninety-five percent of customers are riding the bus at least one day per week.

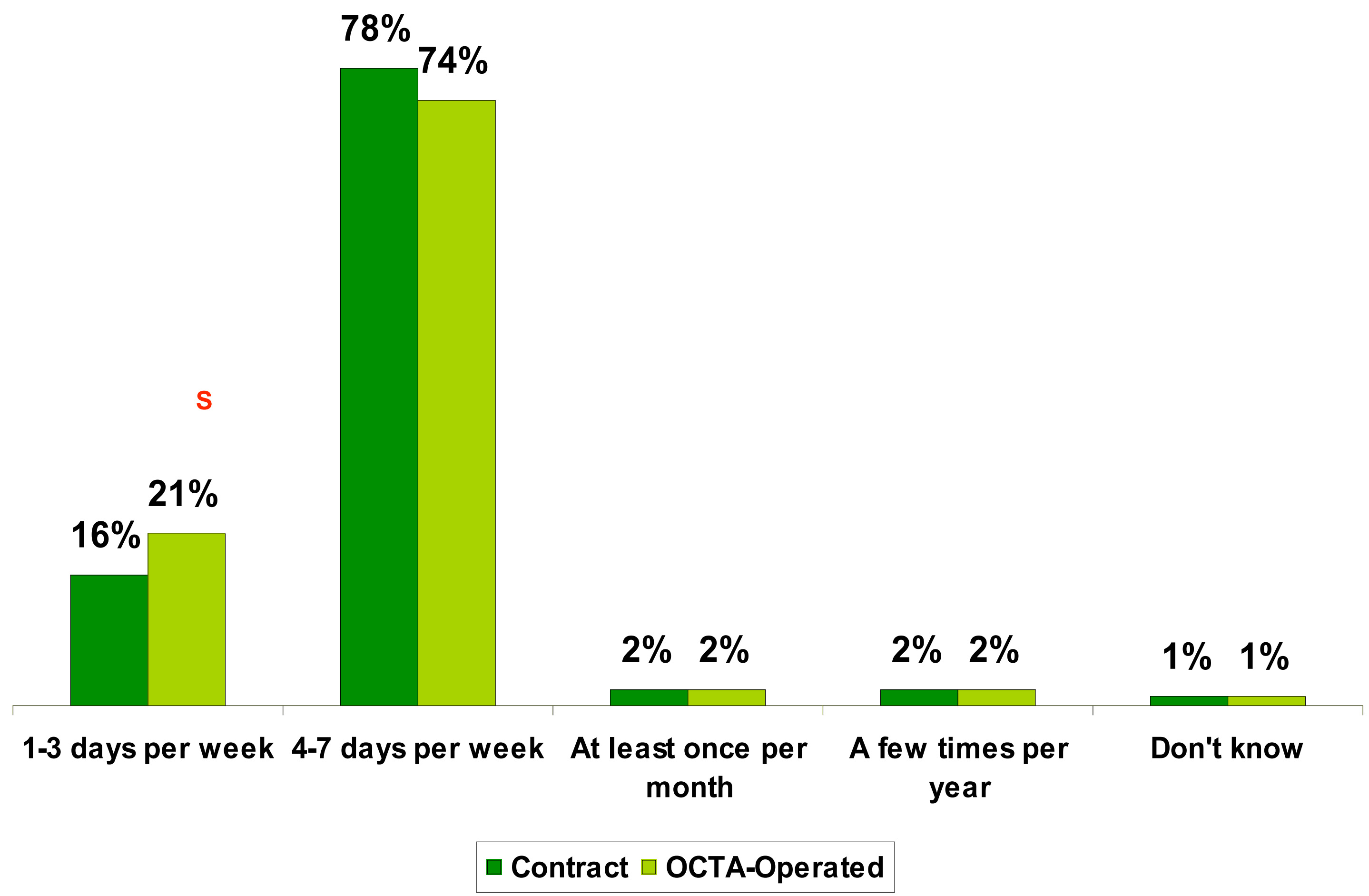


N (customers) = 902

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

Contract vs. OCTA-Operated Routes – Frequency

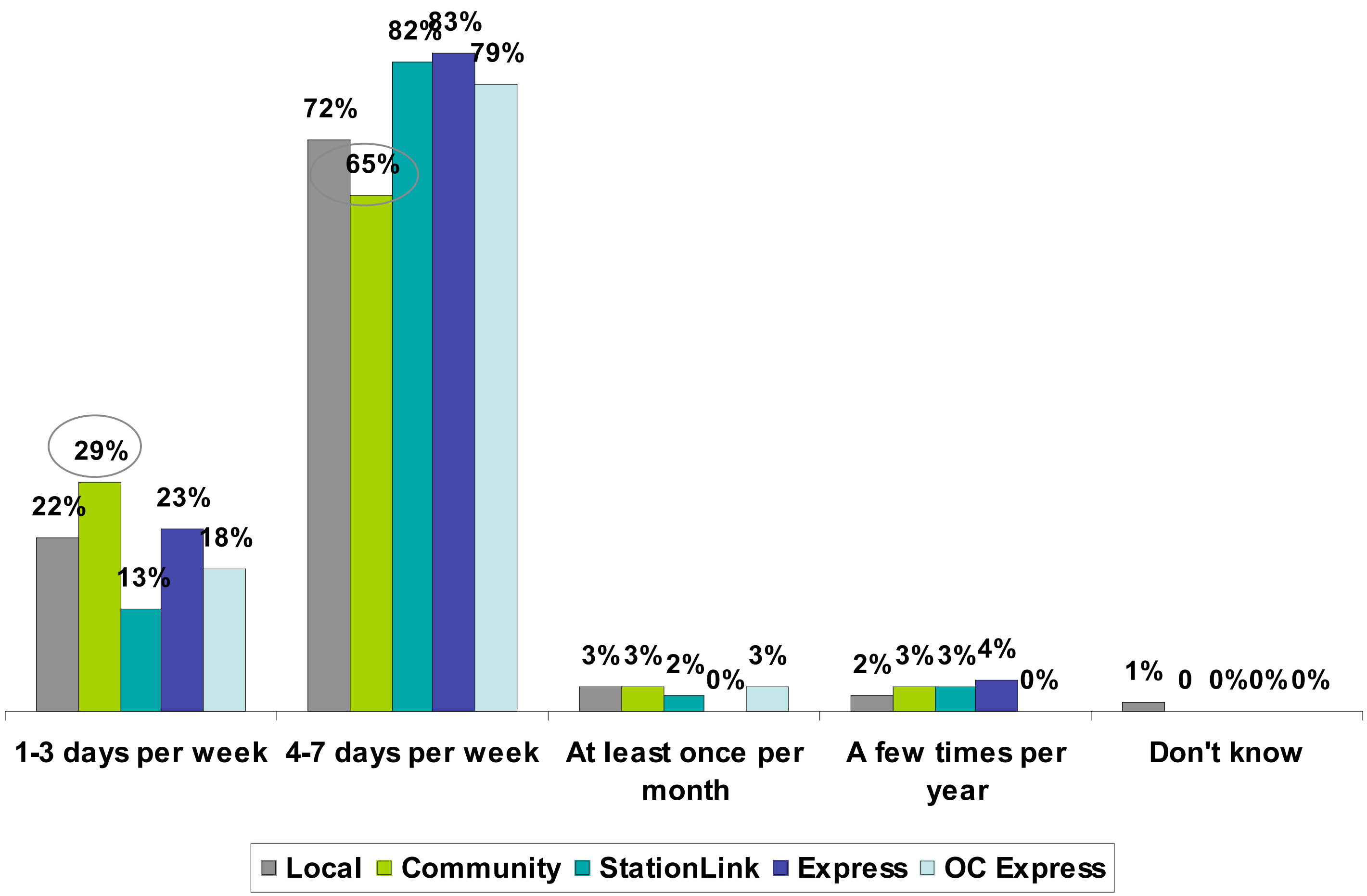
Customers on Contract routes are more likely to ride more times per week than customers on OCTA-Operated routes.



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

Specific Route Types – Frequency

Customers on Community routes appear to be riding fewer times per week.



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

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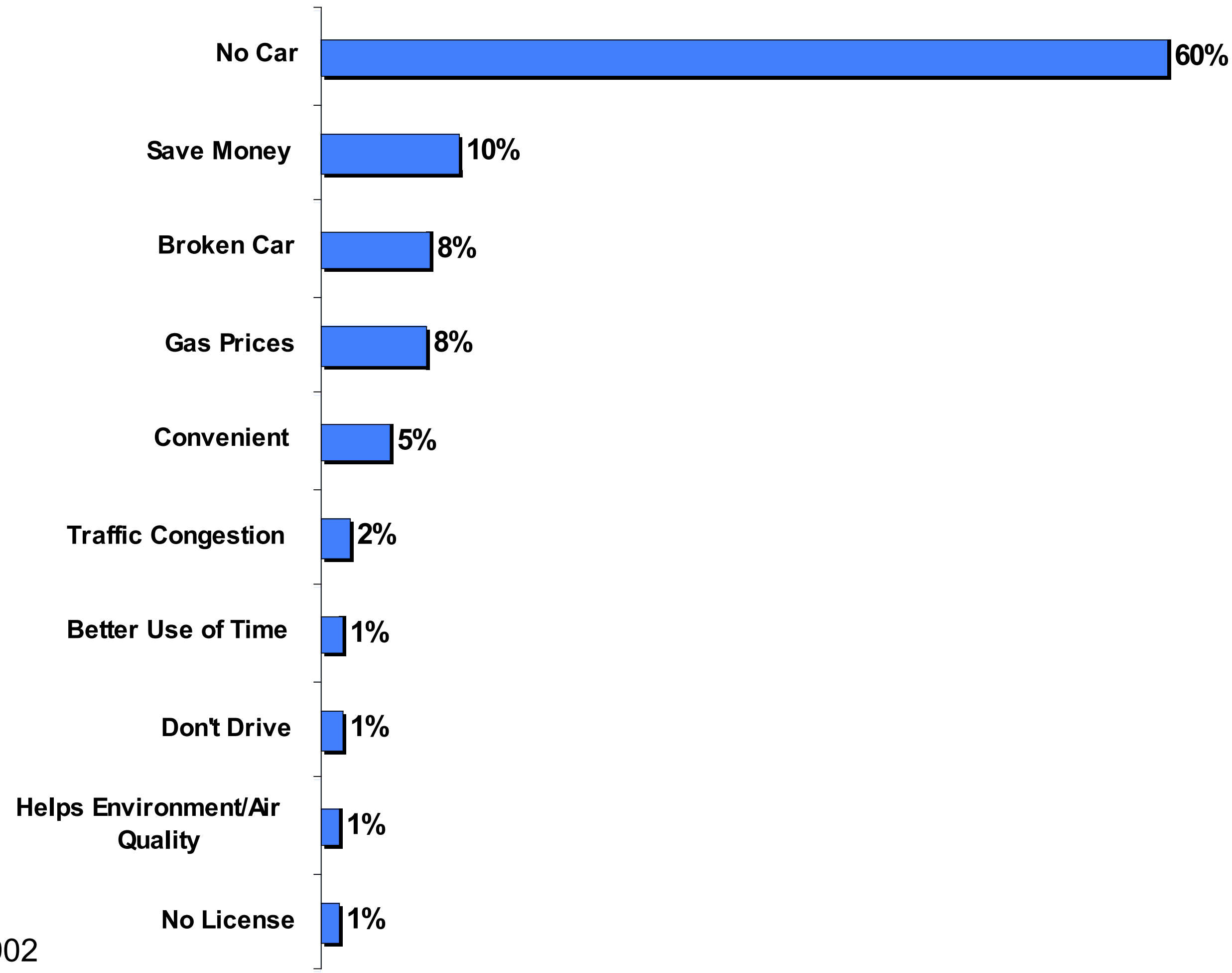
Overall Ridership – Primary Purpose

Sixty percent of customers are riding the bus because they do not have a car. The second most common reason is to save money (10%), followed by broken car (8%) and gas prices (8%).

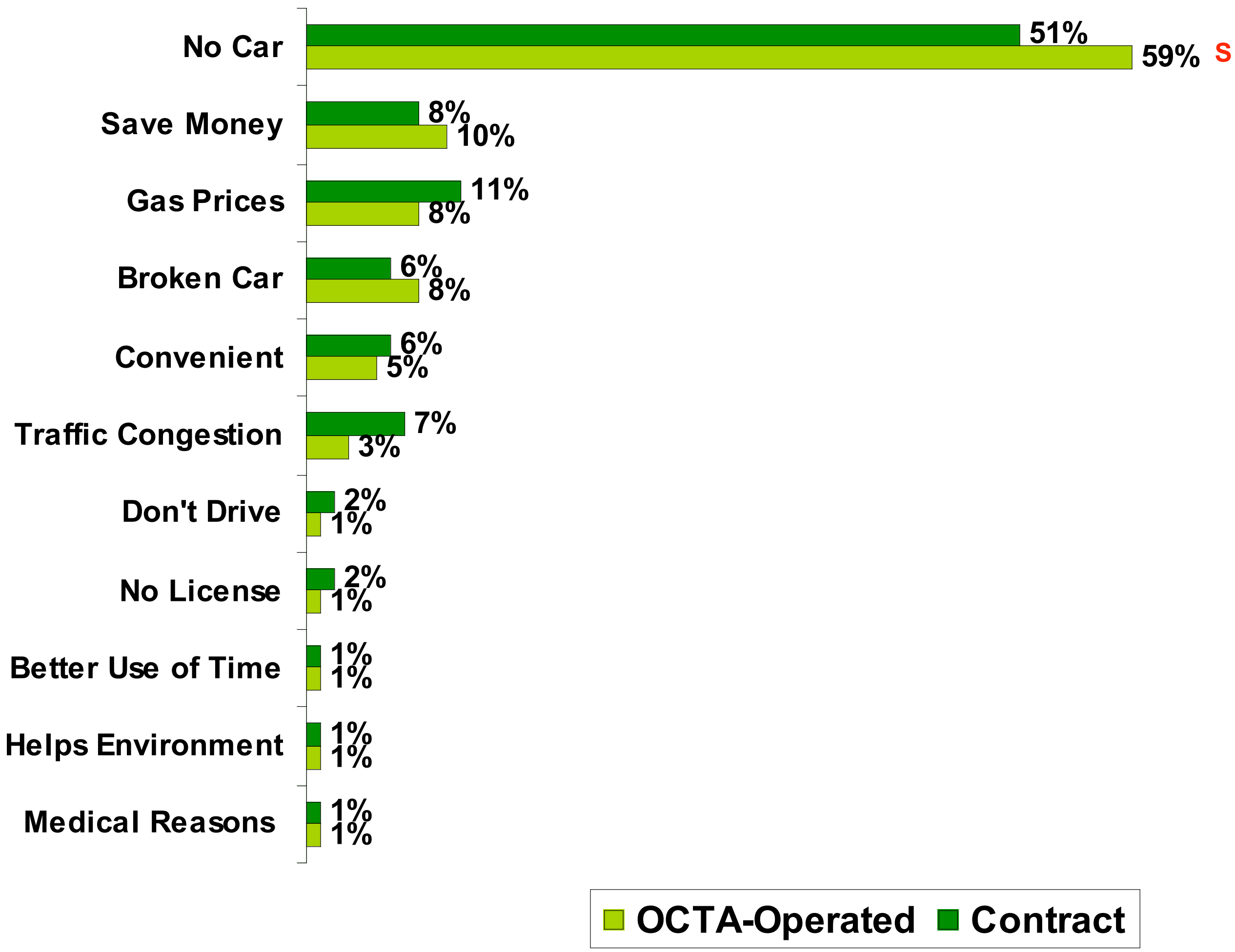


N (customers) = 902

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

Contract vs. OCTA-Operated Routes – Primary Purpose

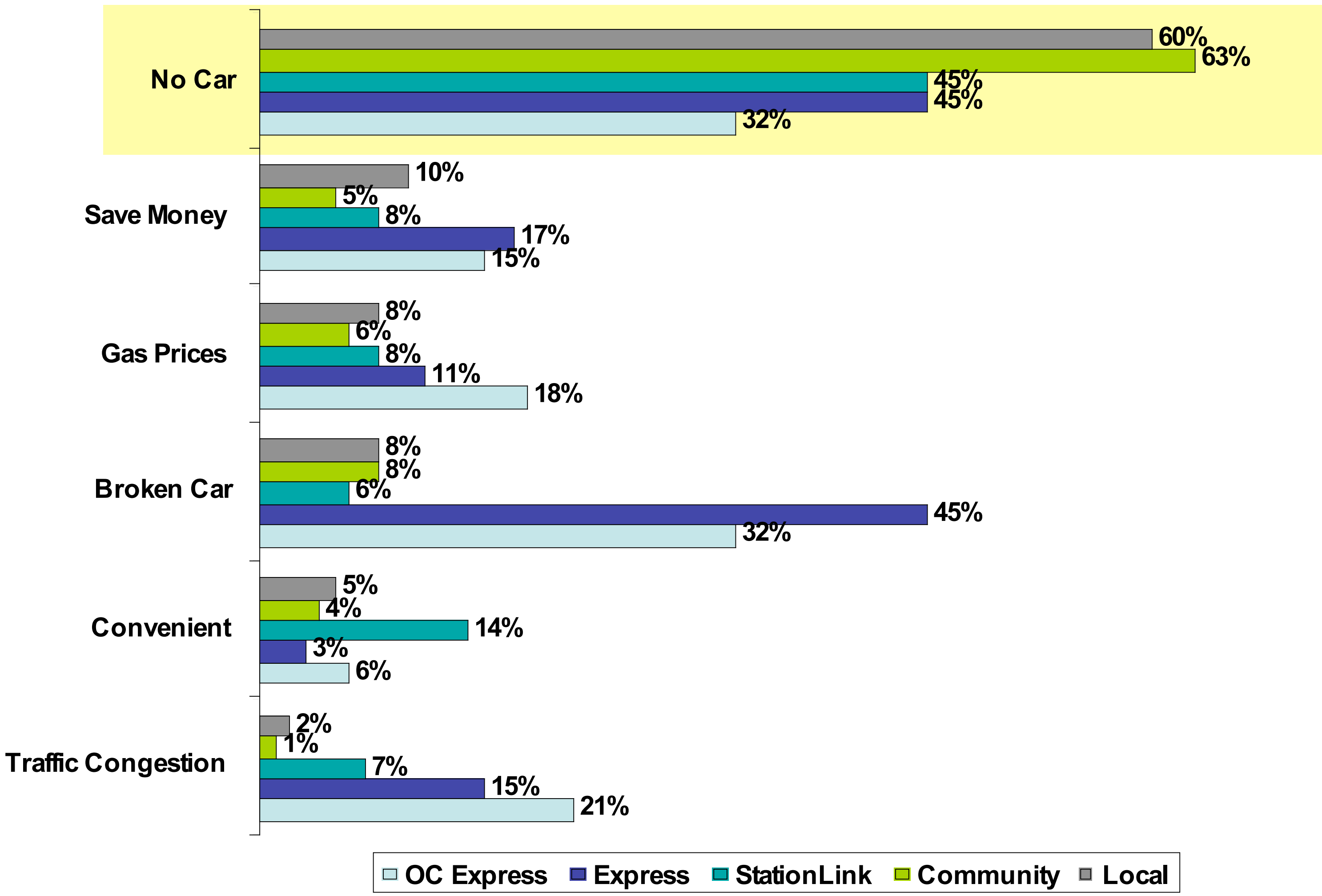
Customers on OCTA-Operated routes are significantly more likely than customers on Contract routes to say that no car is the primary purpose they ride the bus.



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

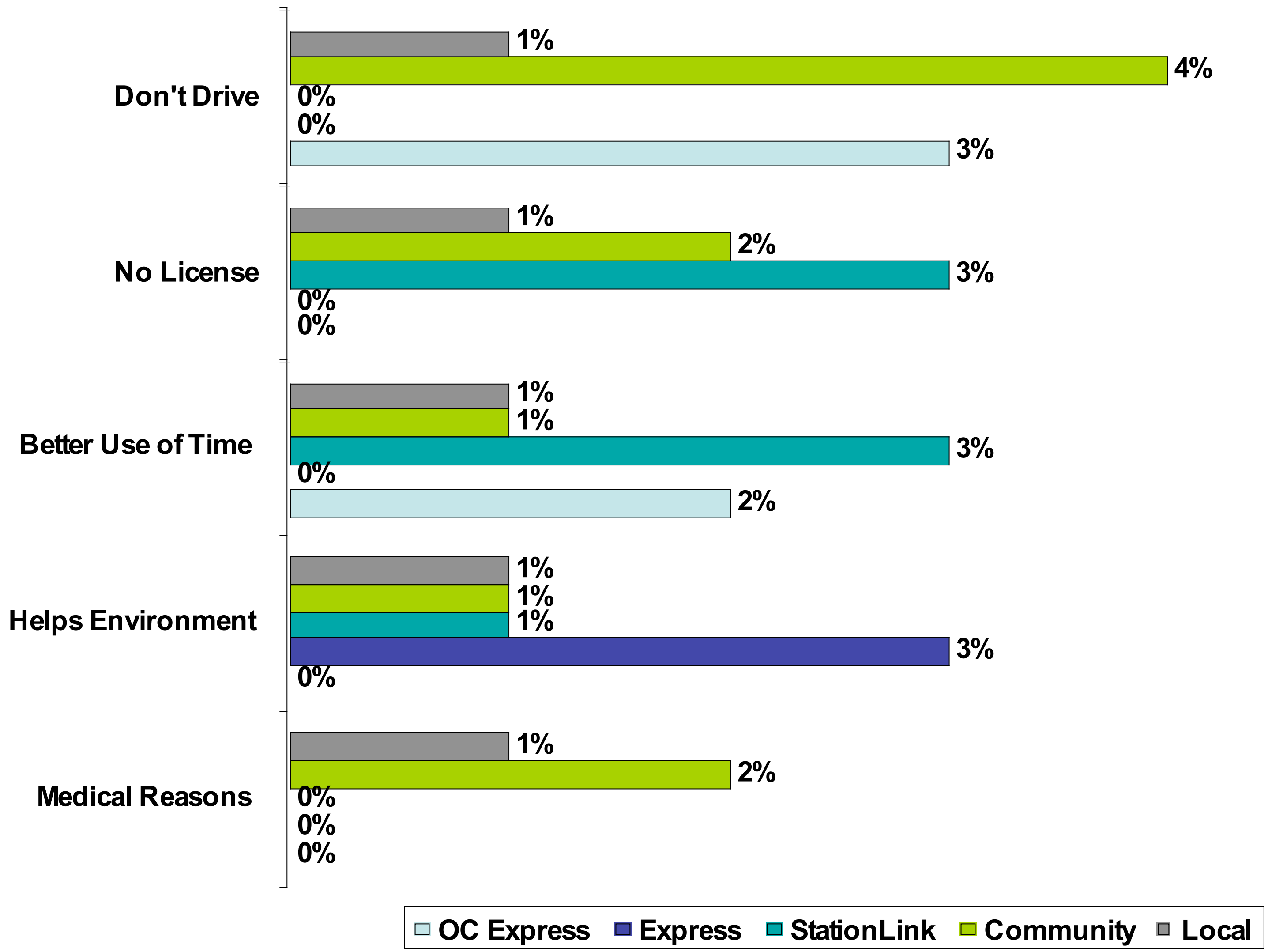
Specific Route Types – Primary Purpose

No car appears to be less of a reason why StationLink, Express, and OC Express customers ride the bus.



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

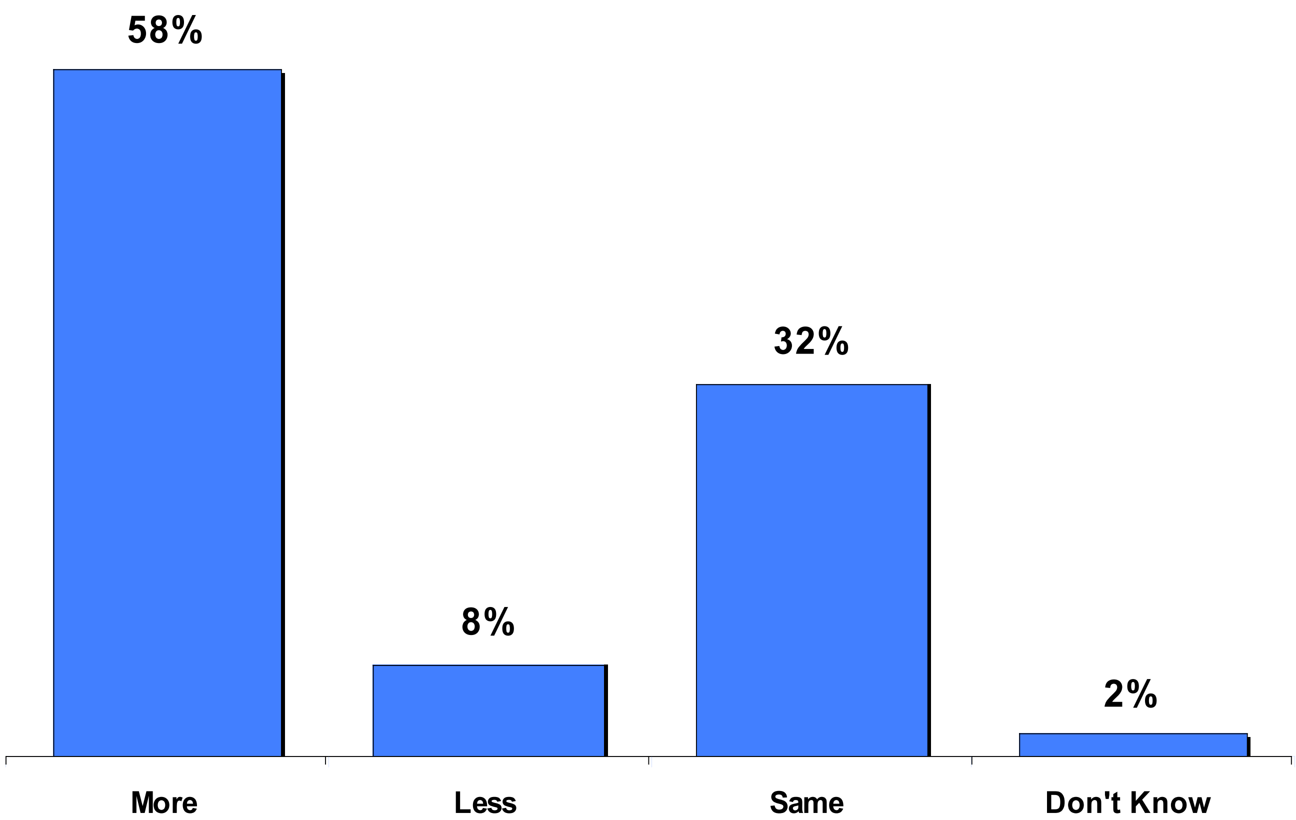
Specific Route Types – Primary Purpose



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

Overall Ridership – Change in Frequency

Ninety percent of customers say they are riding the bus more or the same as 12 months ago.

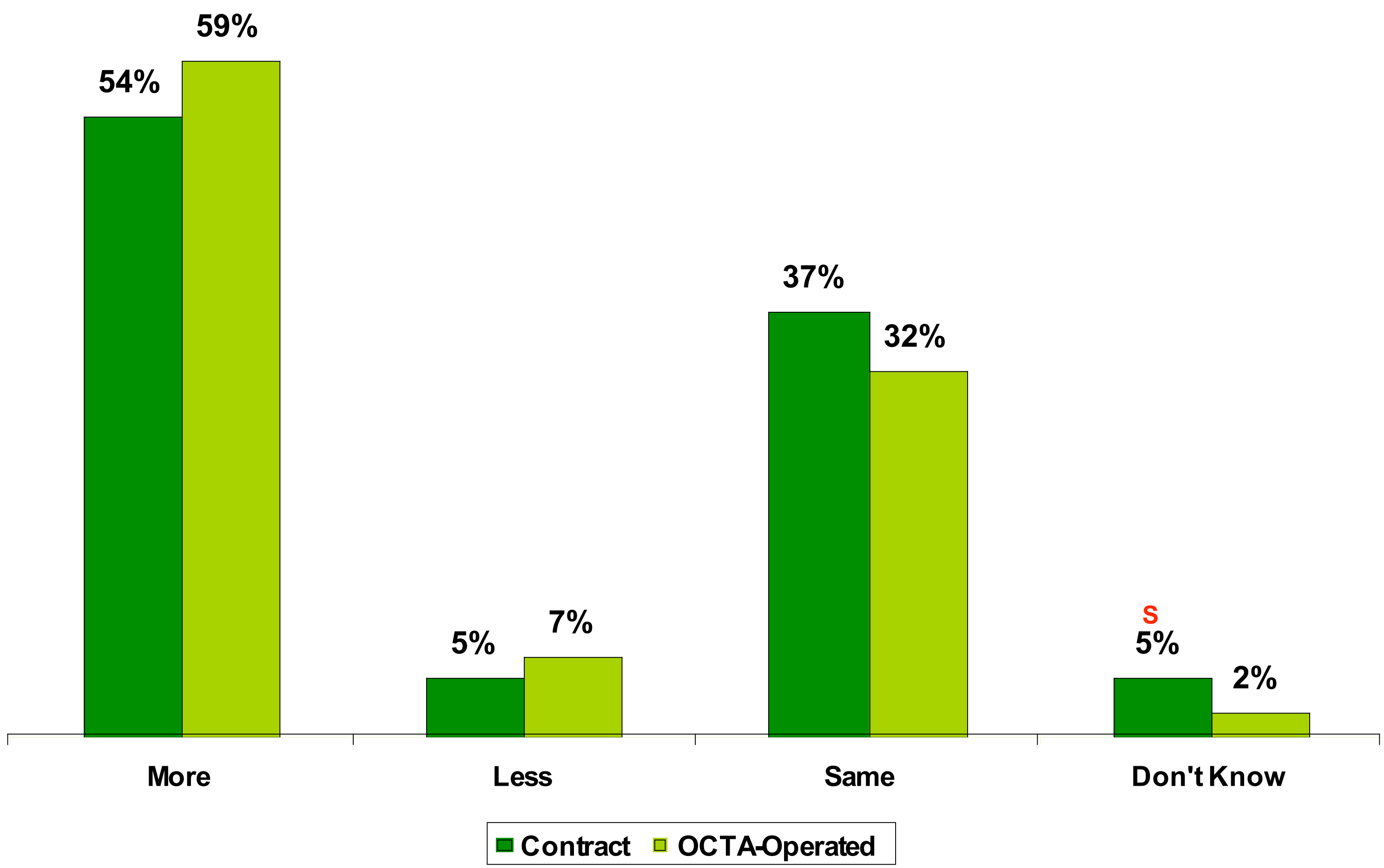


N (customers) = 902

Q7. Would you say that you're riding an OCTA bus more, less or about the same as 12 months ago?

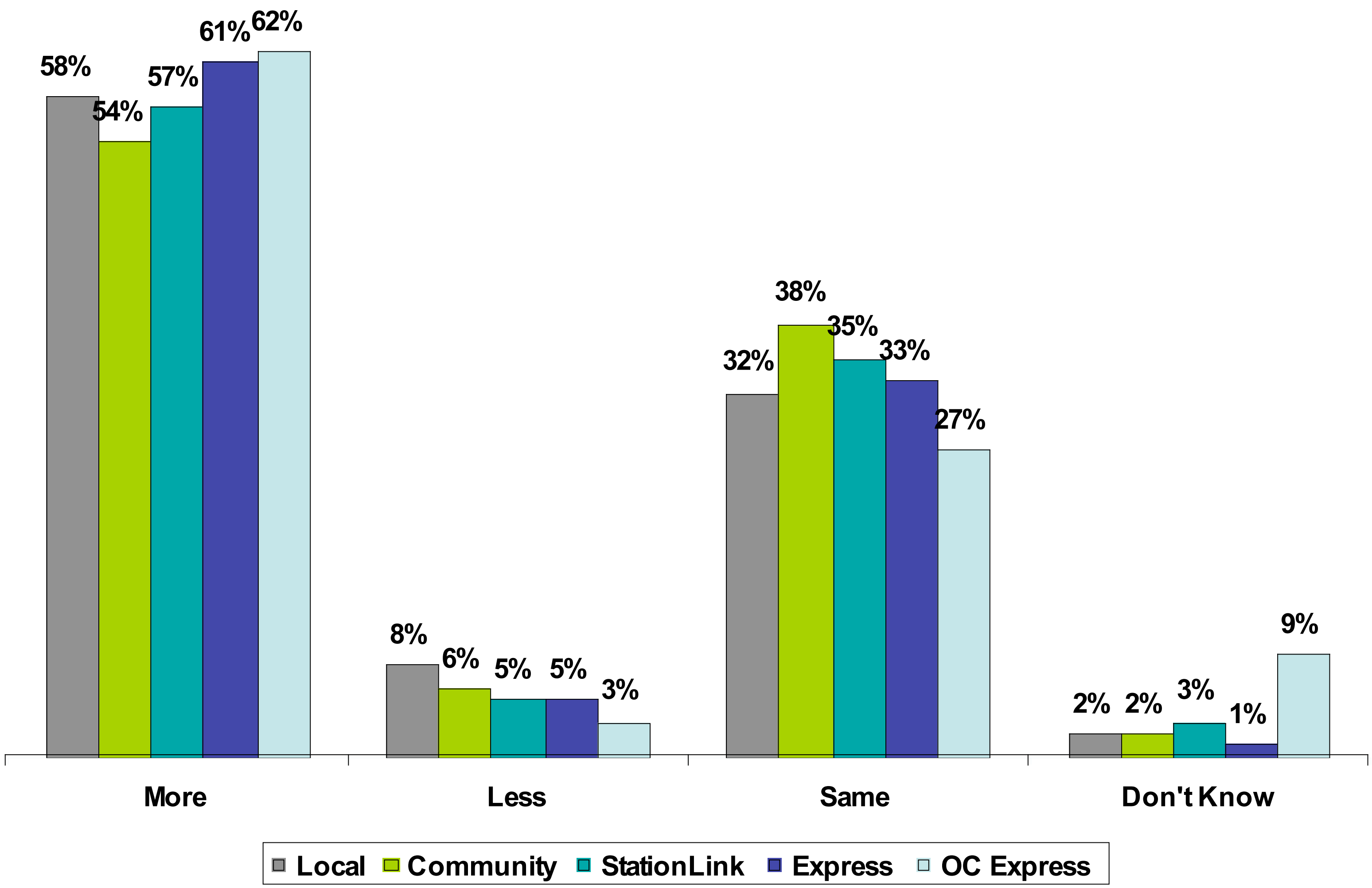
Contract vs. OCTA-Operated Routes – Change in Frequency

Customers on OCTA-Operated routes are more likely than customers on Contract routes to be riding more often than 12 months ago.



Q7. Would you say that you're riding an OCTA bus more, less or about the same as 12 months ago?

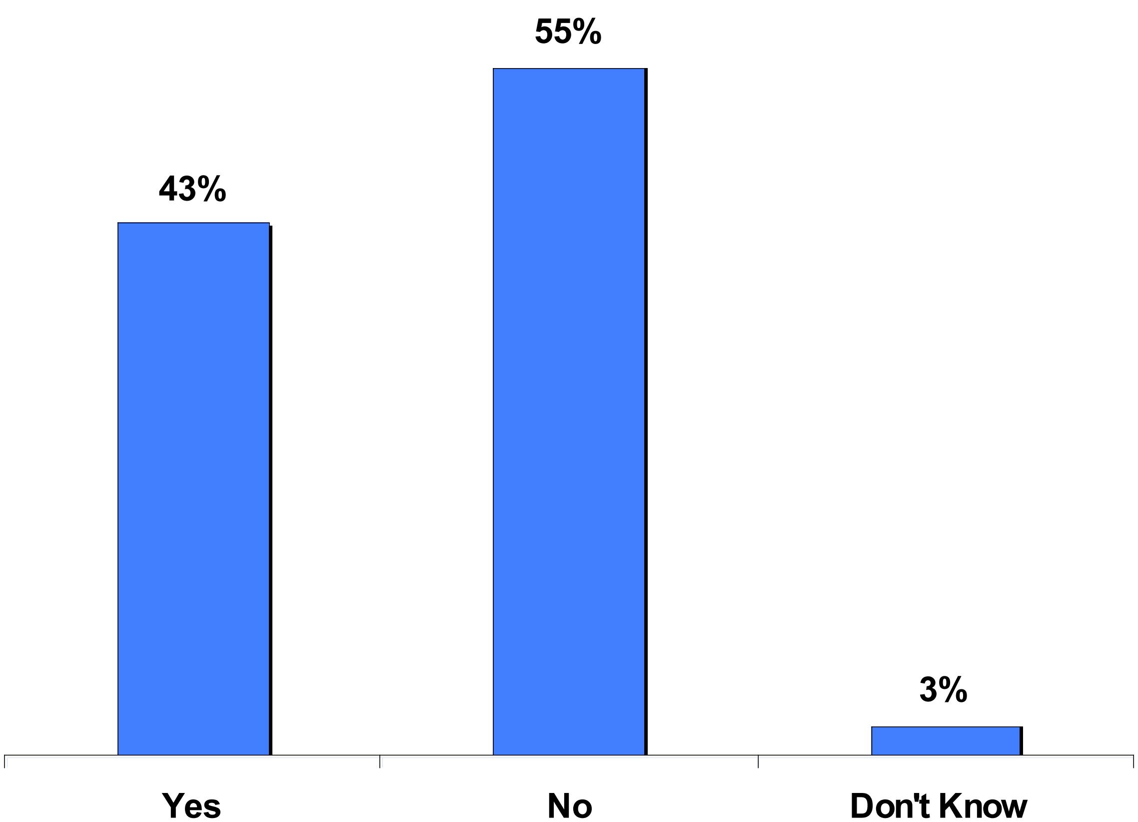
Specific Route Types – Change in Frequency



Q7. Would you say that you're riding an OCTA bus more, less or about the same as 12 months ago?

Overall Ridership – Bus Non-stops

In the last six months, 43% of customers had a bus pass by without stopping.

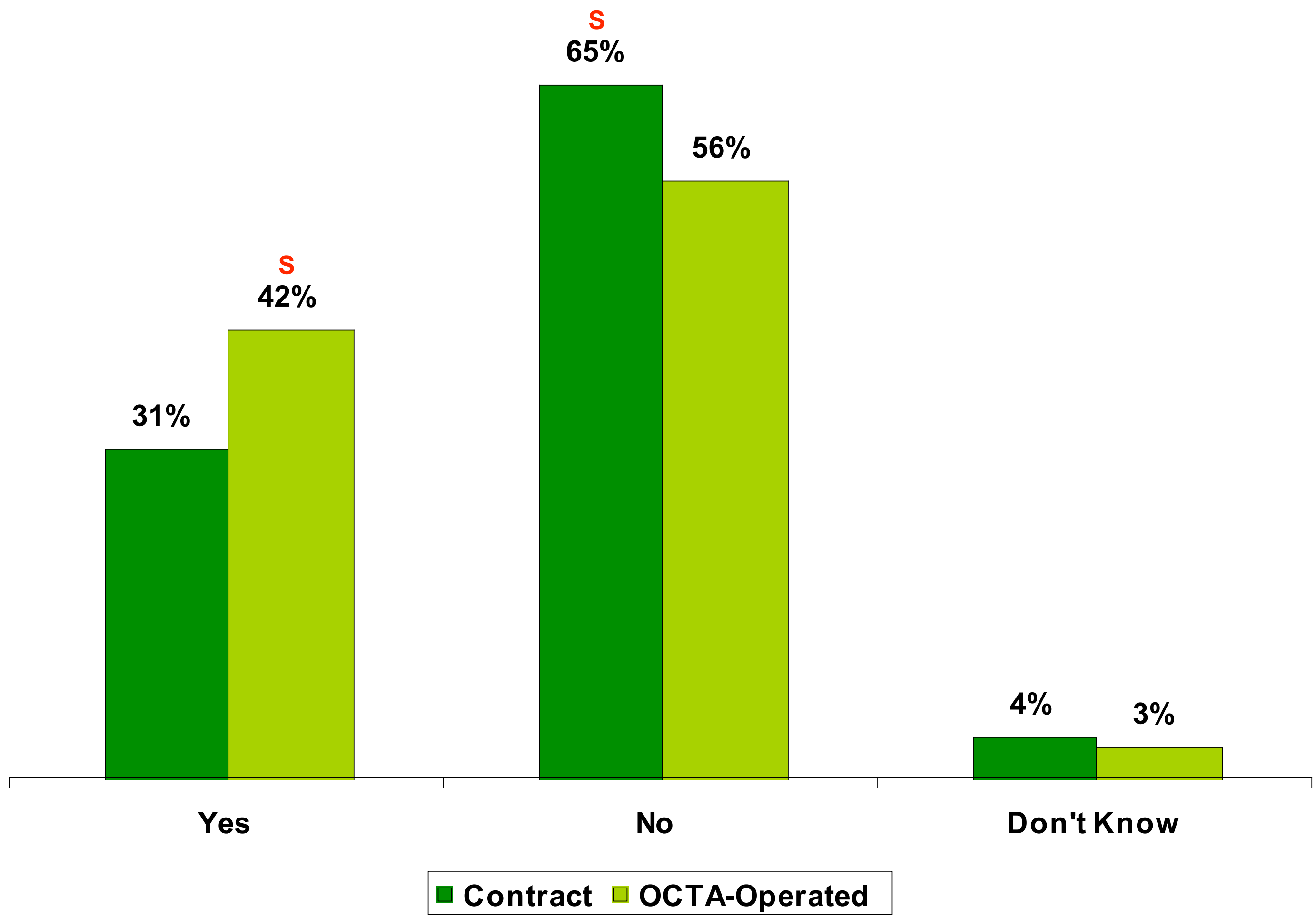


N (customers) = 902

Q12. In the last six months, while waiting at a bus stop, has your bus passed by without stopping?

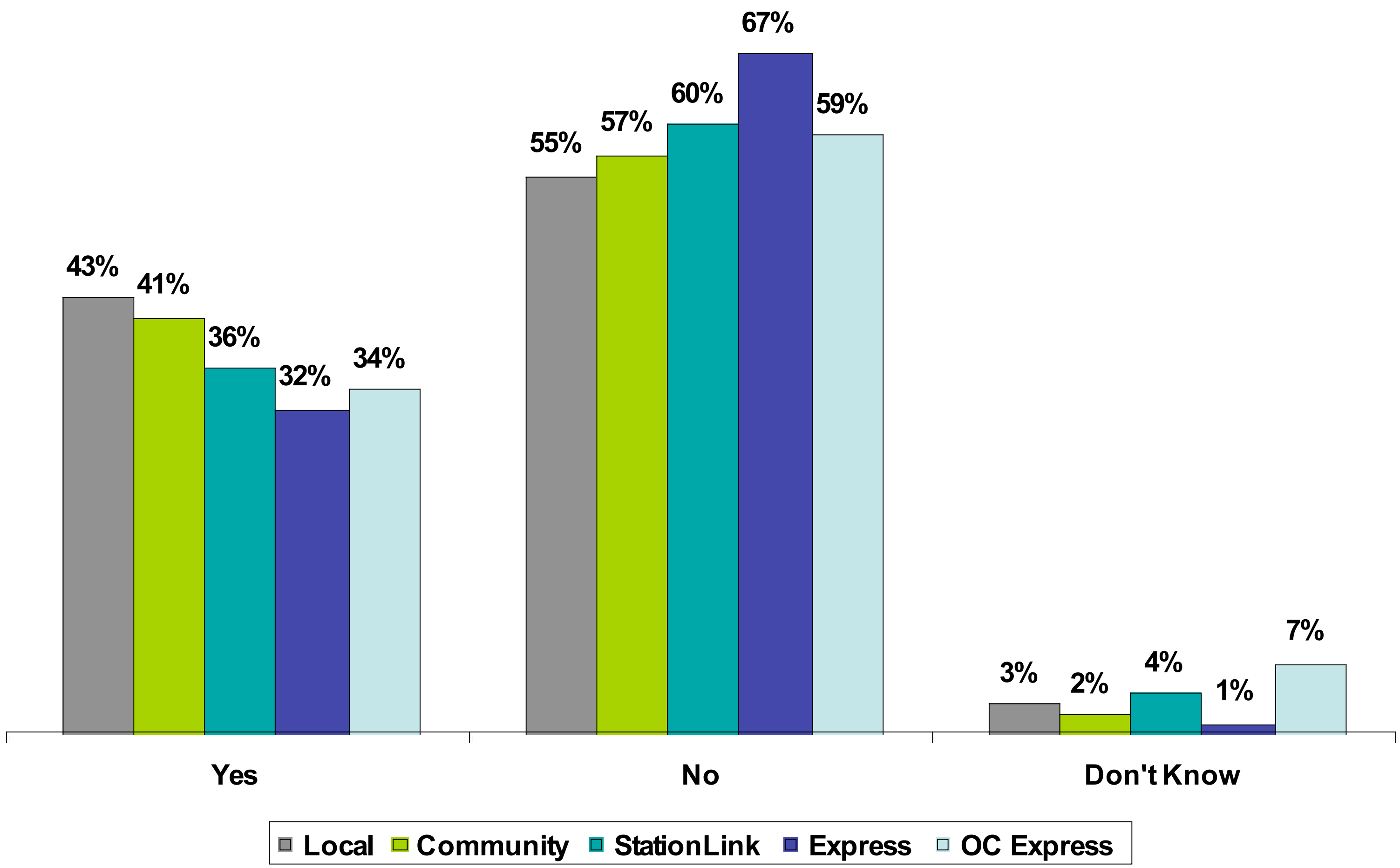
Contract vs. OCTA-Operated Routes – Bus Non-stops

Customers on OCTA-Operated routes are significantly more likely than customers on Contract routes to have a bus pass by without stopping (42% vs. 31%).



Q12. In the last six months, while waiting at a bus stop, has your bus passed by without stopping?

Specific Route Types – Bus Non-stops



Q12. In the last six months, while waiting at a bus stop, has your bus passed by without stopping?

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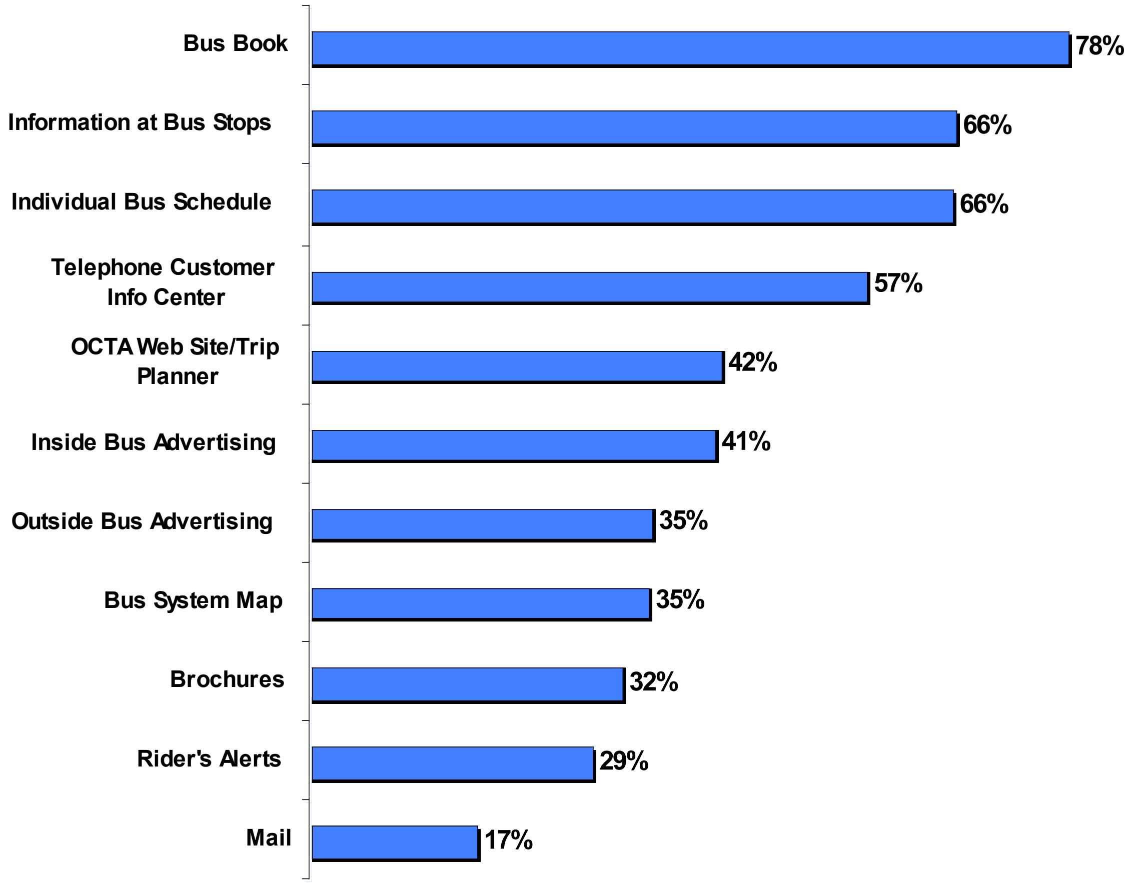
Sources and Information
In-depth Findings

Overall Ridership – Sources Used

The most popular source for information about bus service is the Bus Book (78%). Information at bus stops (66%) and individual bus schedules (66%) are the next most popular sources for information, followed by the telephone customer information center (57%).

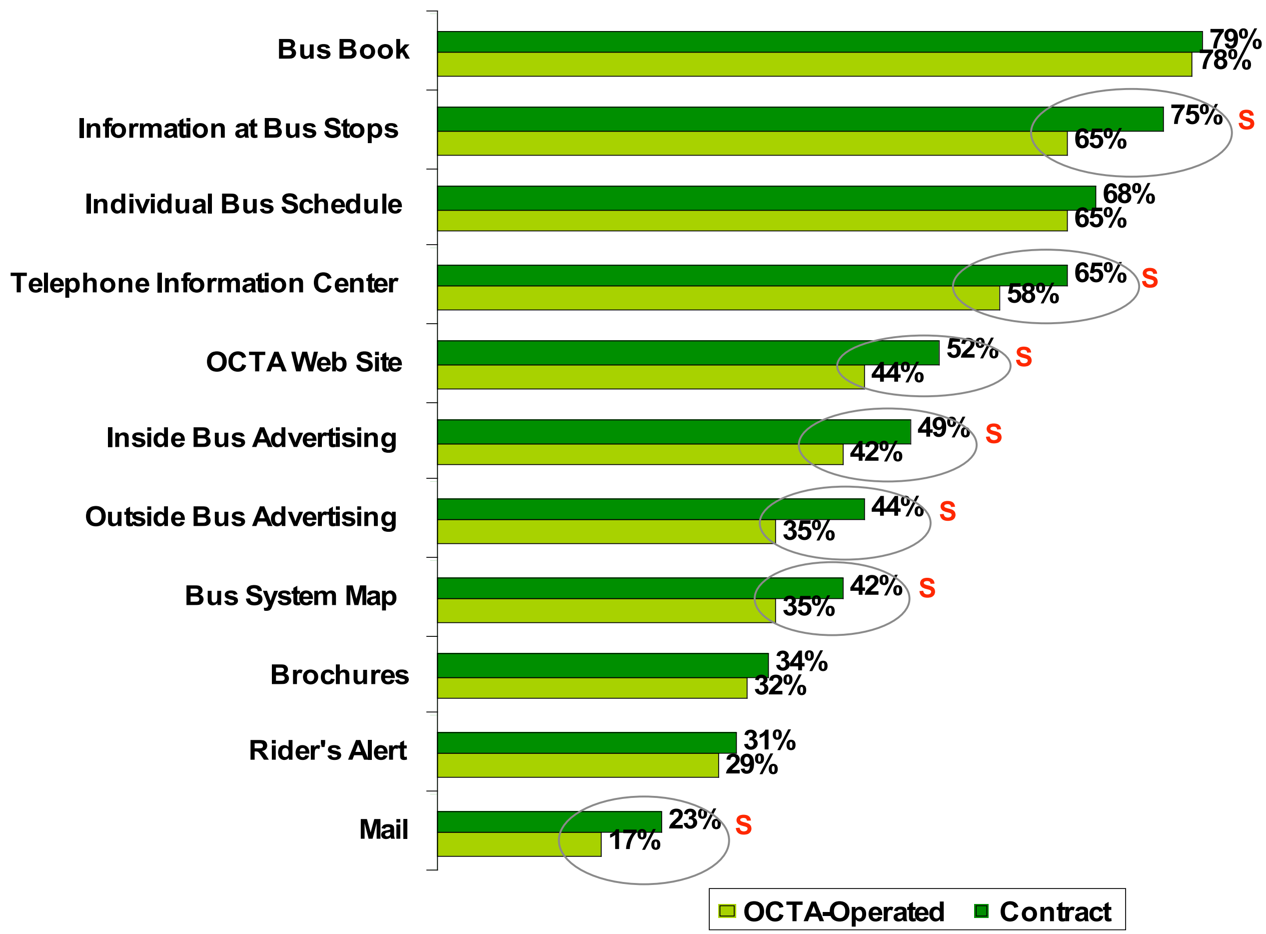


N (customers) = 902

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

Contract vs. OCTA-Operated Routes – Sources Used

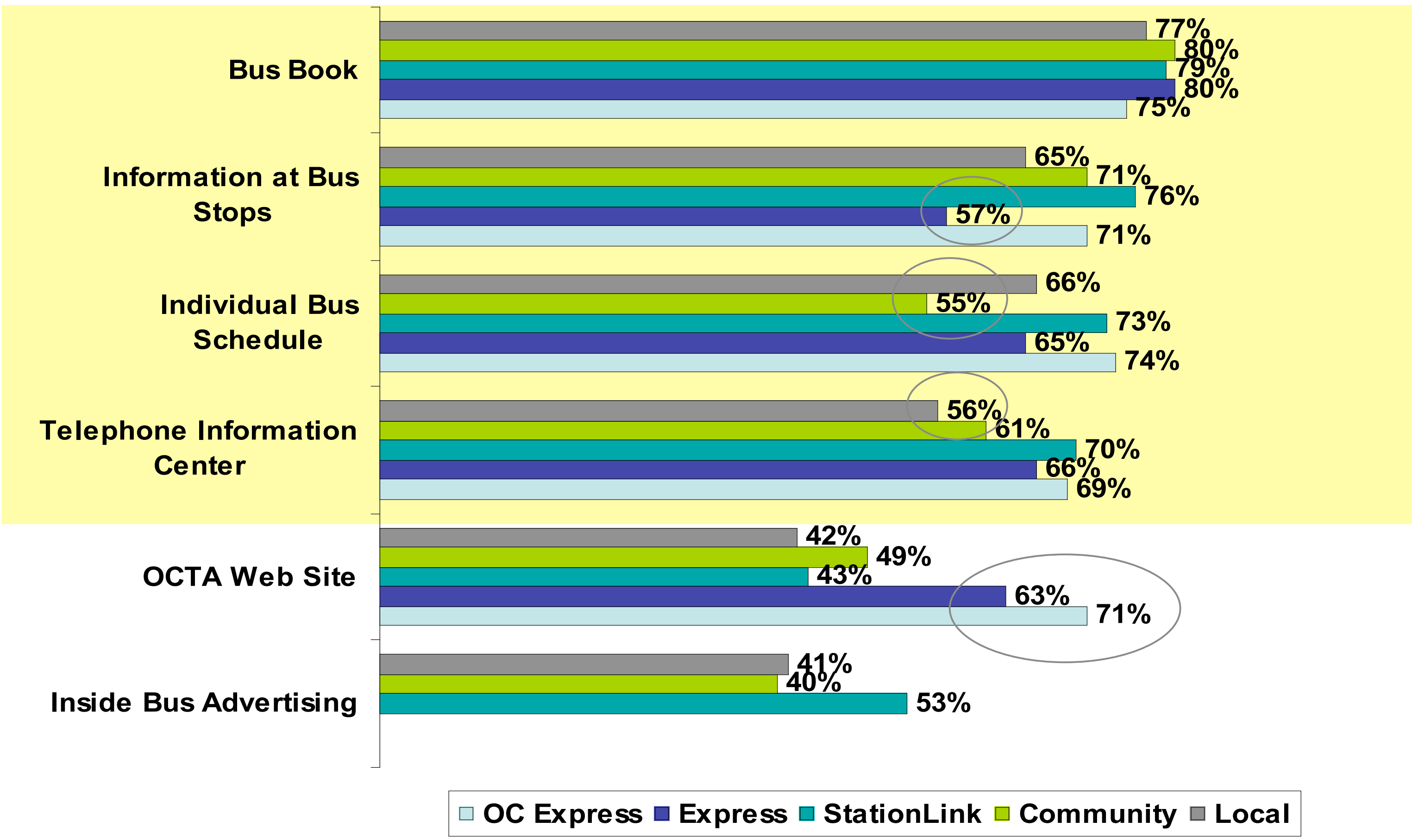
Customers on Contract routes are significantly more likely than customers on OCTA-Operated routes to use the following sources: information at bus stops, telephone information center, OCTA Web Site, inside bus advertising, outside bus advertising, bus system map and mail.



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

Specific Route Types – Sources Used

Customers on all route types are using the Bus Book. Customers on Express routes report lower usage of information at bus stops. Customers on Community routes report lower usage of the individual bus schedule. Customers on local routes report lower usage of the telephone information center. Customers on Express/OC Express report a higher usage of the OCTA Web Site.



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

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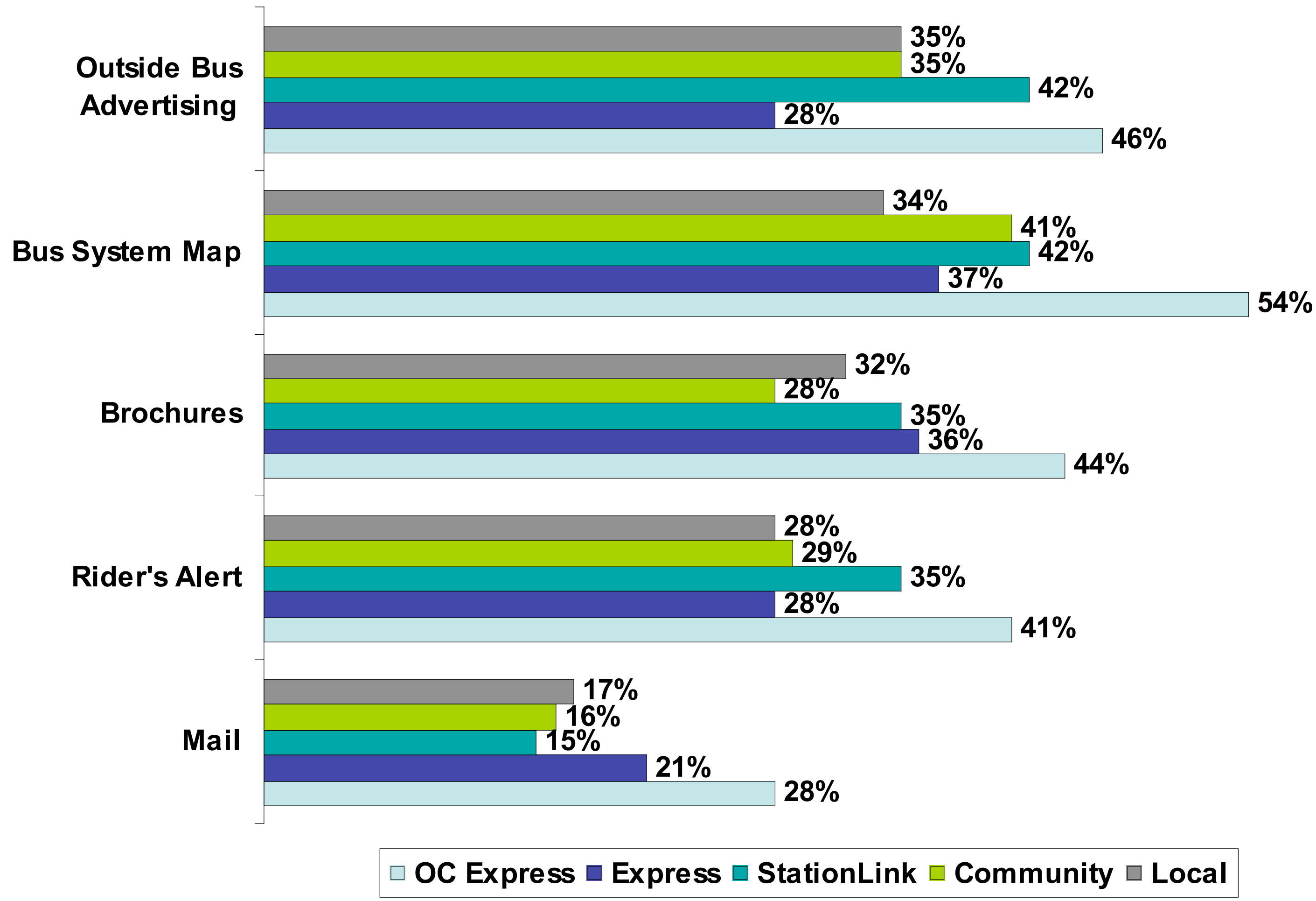
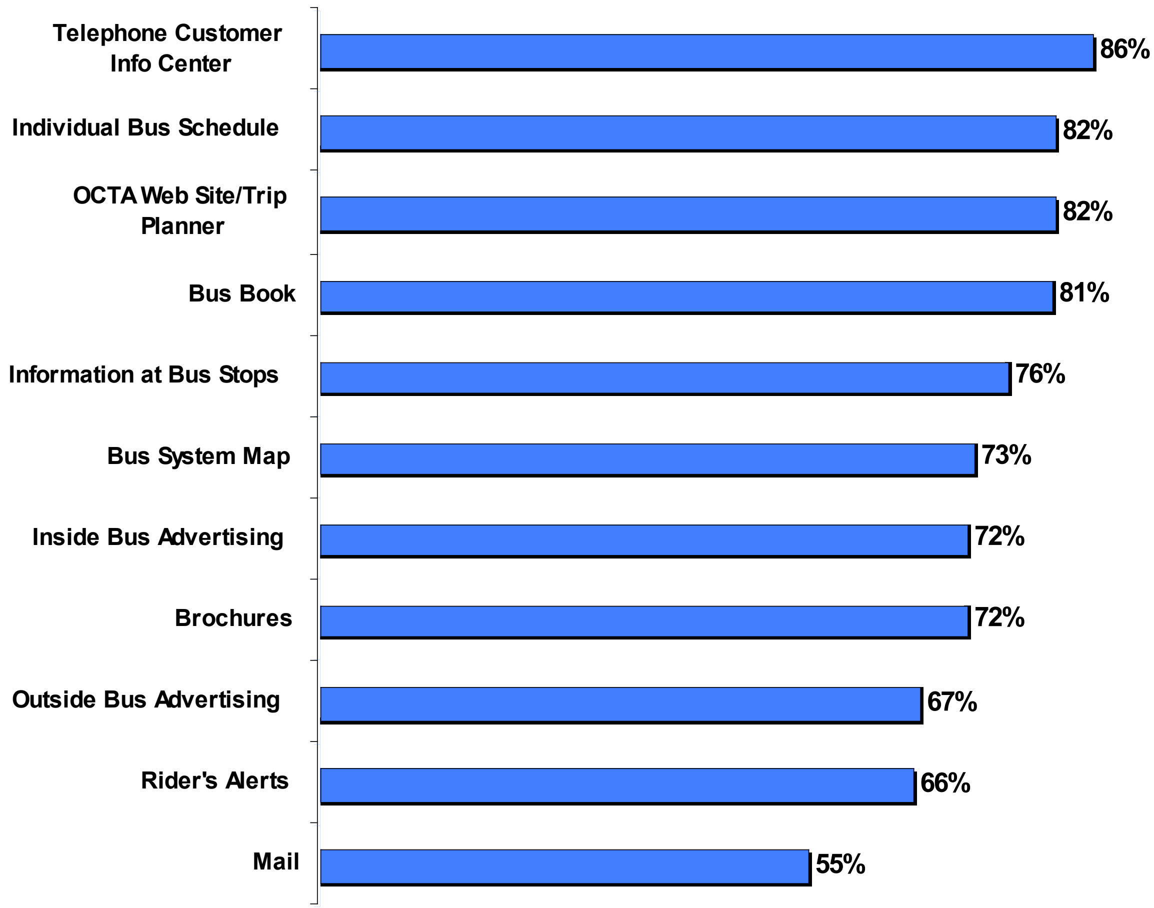
Specific Route Types – Sources Used



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

Overall Ridership – Effectiveness of Sources

Most sources were considered effective. Telephone customer information center (86%) was considered most effective, followed by individual bus schedules (82%), OCTA Web site/trip planner (82%) and the Bus Book (81%).

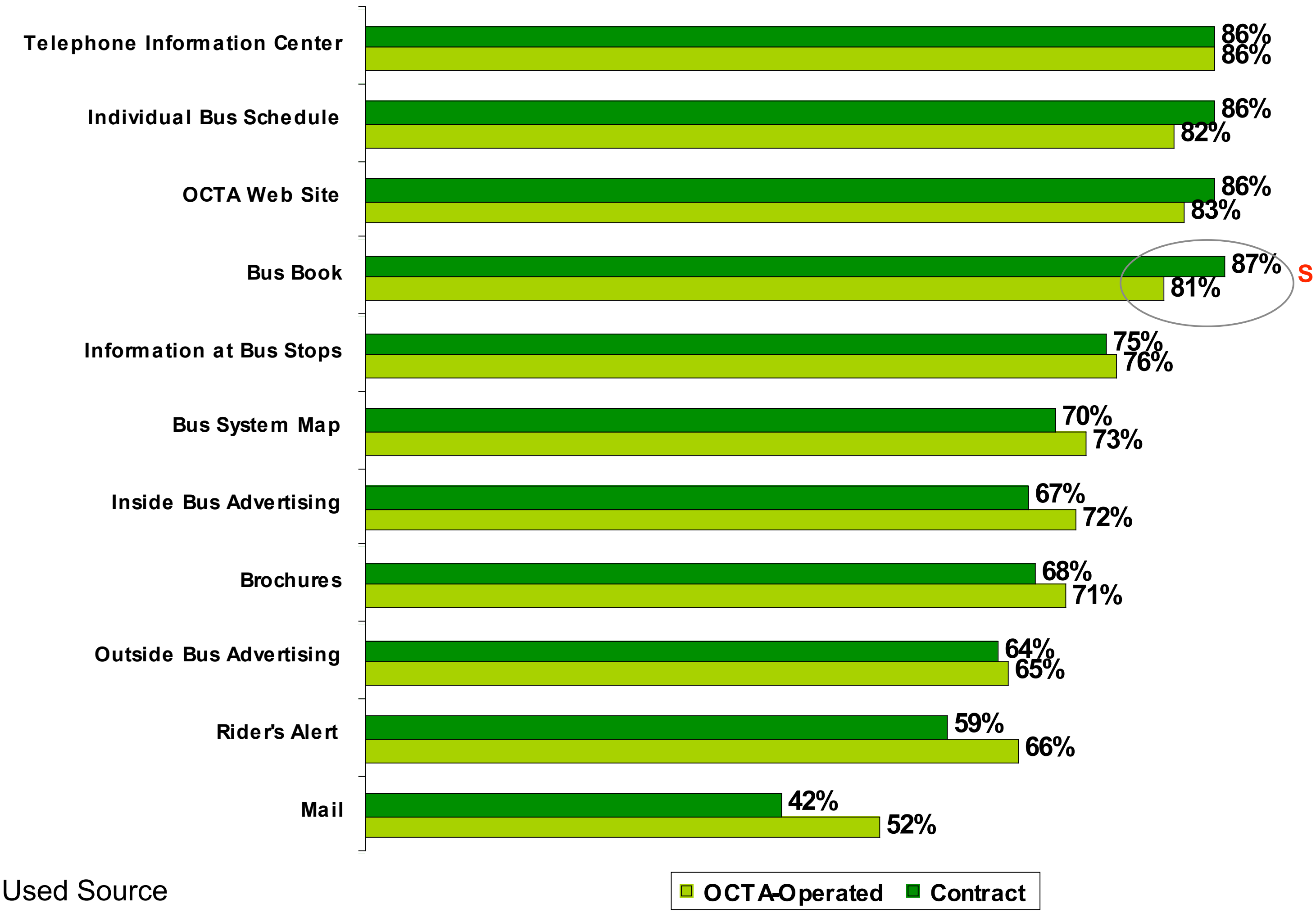


N sizes vary. Base: Used Source

Q9. Effectiveness of source at getting information about OCTA bus service?

Contract vs. OCTA-Operated Routes – Effectiveness of Sources

Customers on Contract routes are significantly more likely than customers on OCTA-Operated routes to rate the Bus Book effective.



Base: Used Source

Q9. Effectiveness of source at getting information about OCTA bus service?

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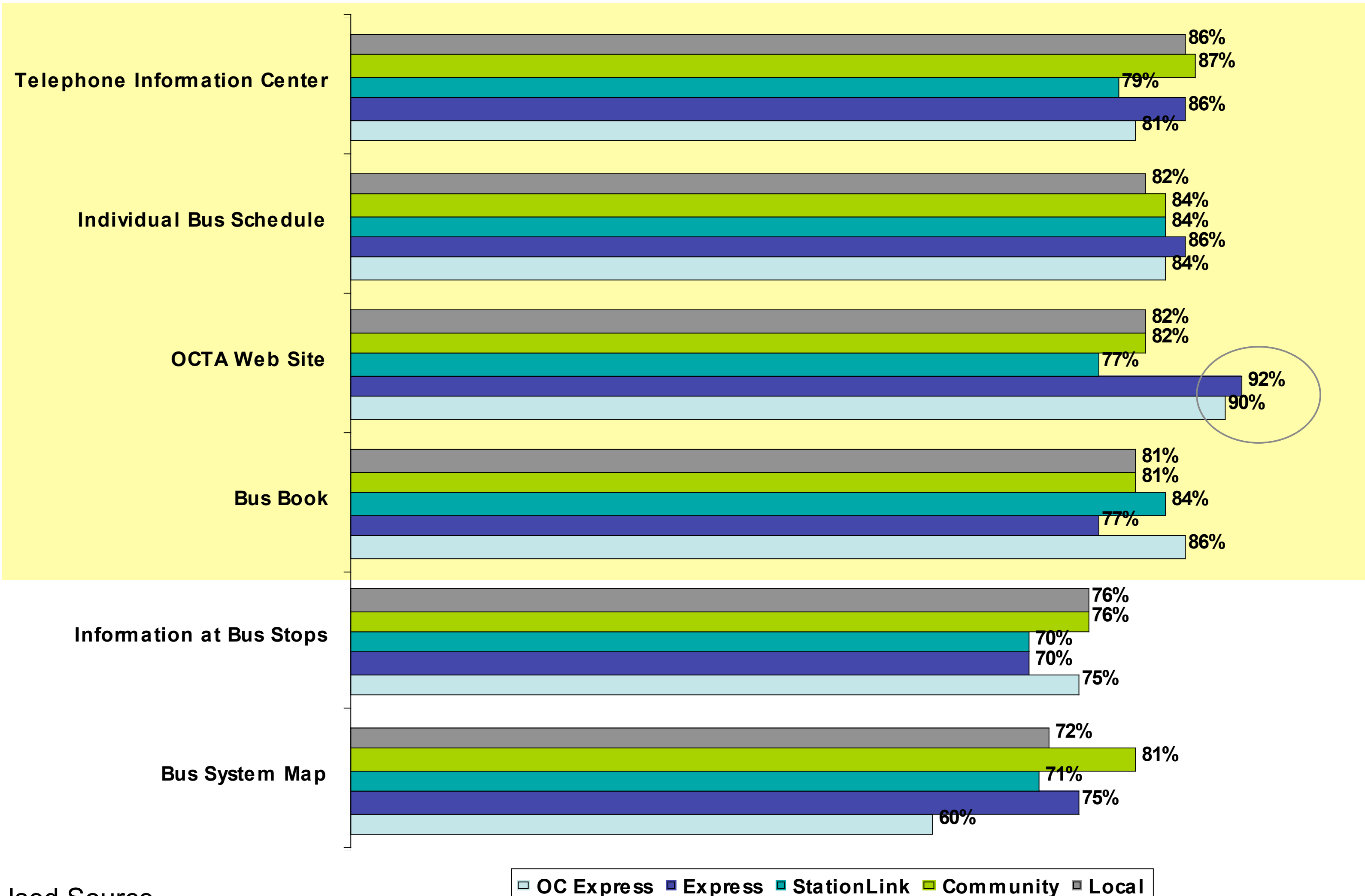
Specific Route Types – Effectiveness of Sources

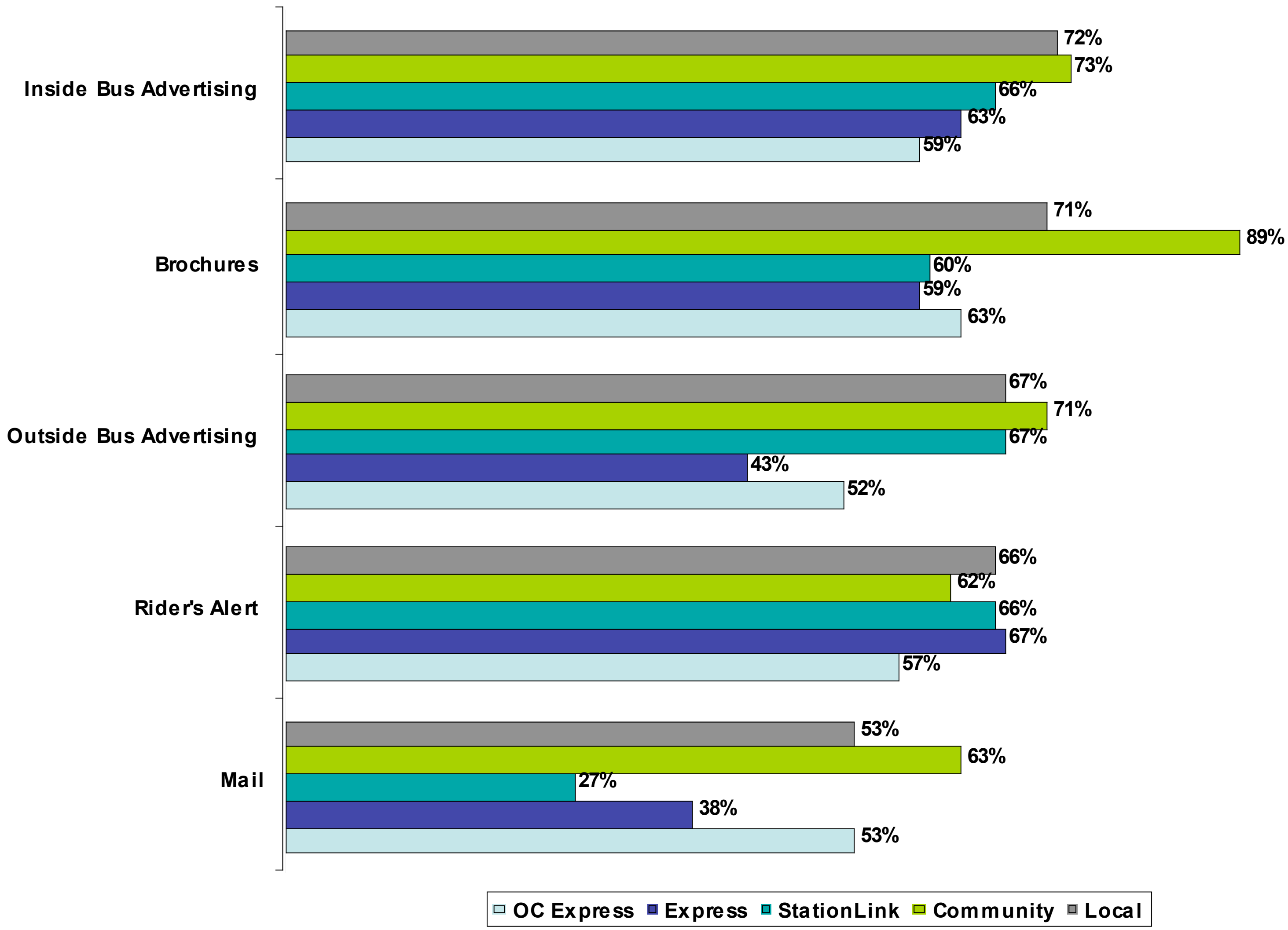
Express and OC Express customers rate the OCTA Web Site highly effective.



Base: Used Source

Q9. Effectiveness of source at getting information about OCTA bus service?

Specific Route Types – Effectiveness of Sources

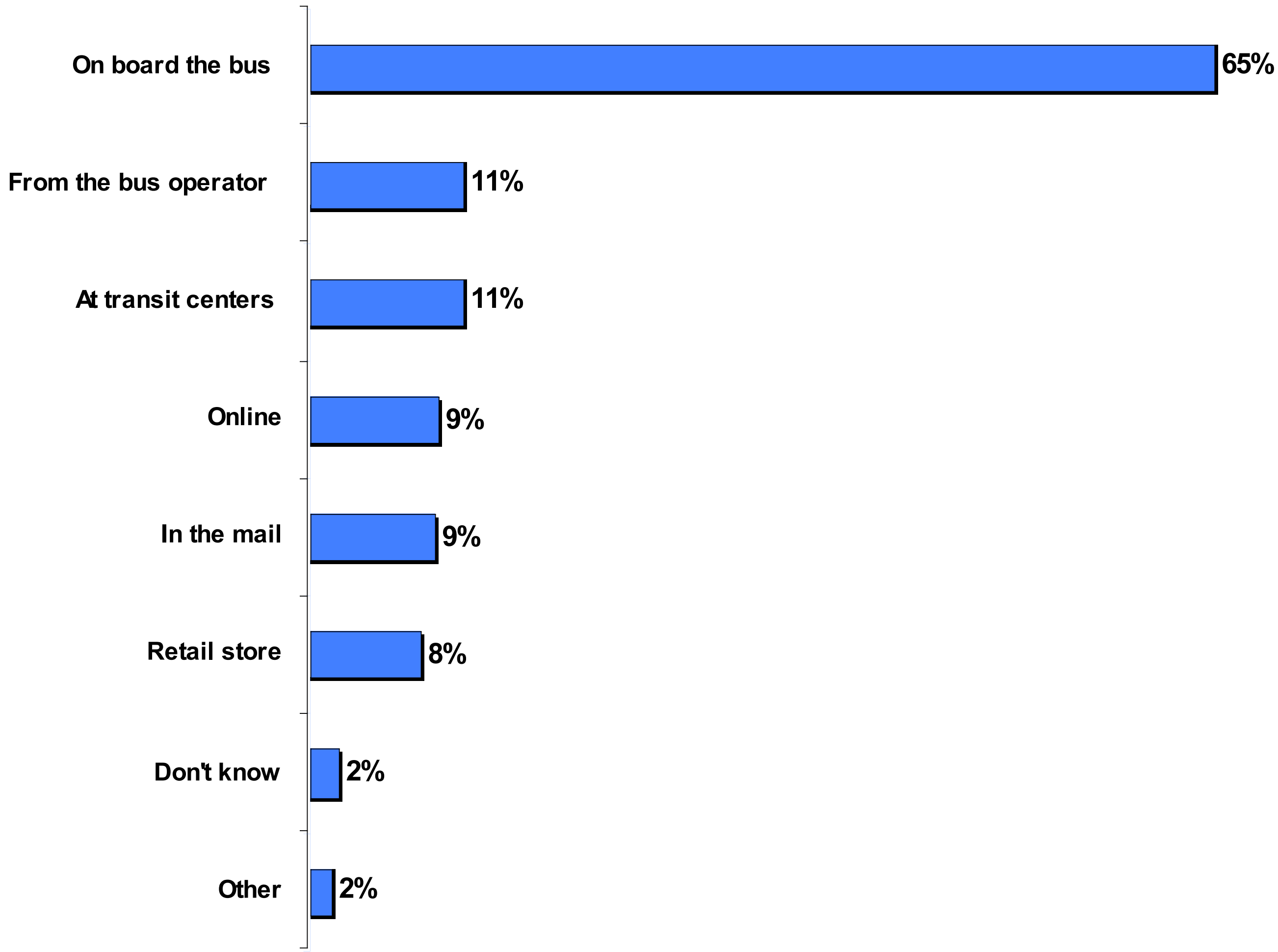


Base: Used Source

Q9. Effectiveness of source at getting information about OCTA bus service?

Overall Ridership – Bus Book

The majority of customers would prefer to get the bus book or individual bus schedule on board the bus (65%).

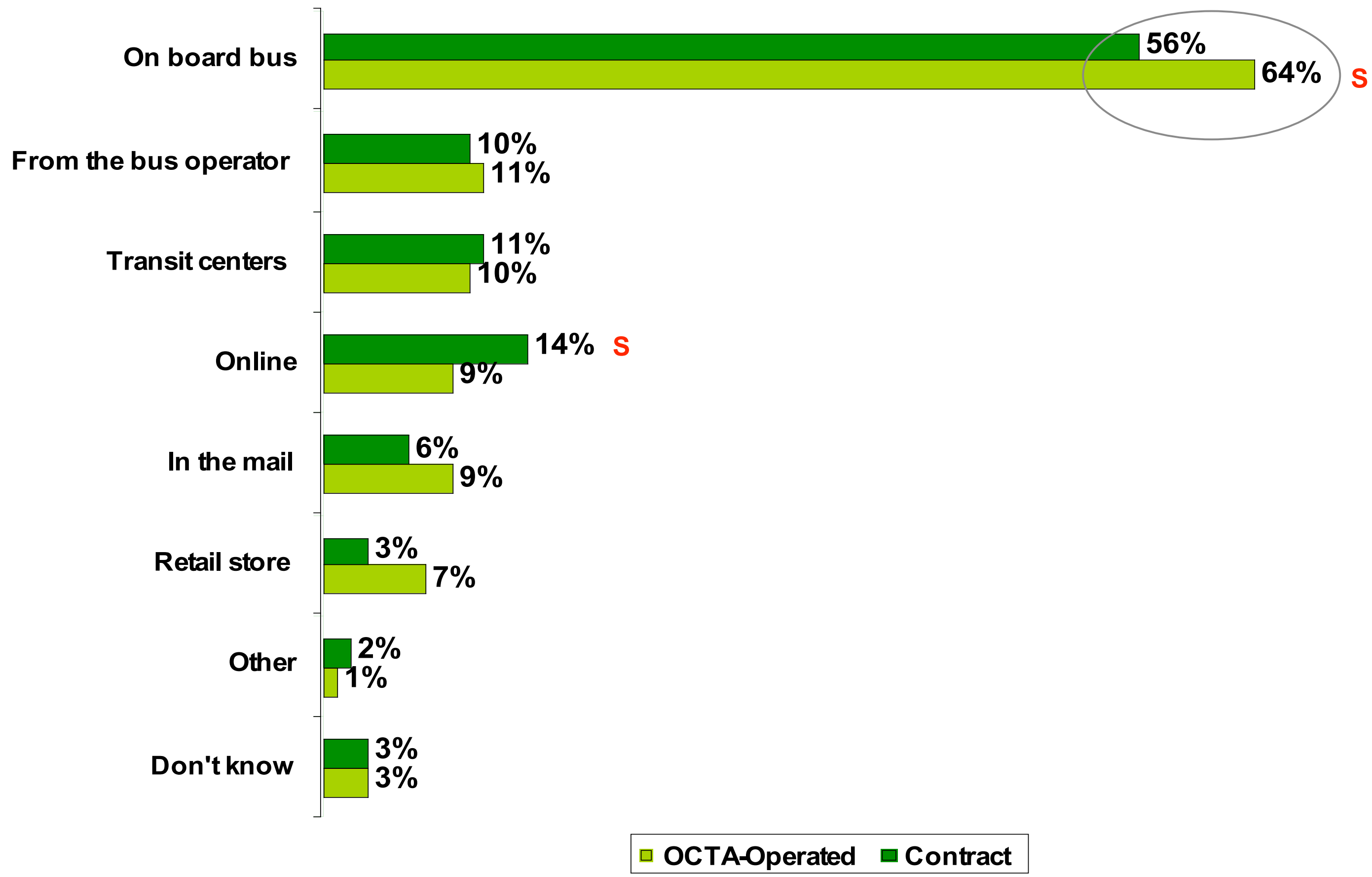


N (customers) = 902

Q10. Which of the following sources would you prefer to get your bus book or individual bus schedule?

Contract vs. OCTA-Operated Routes – Bus Book

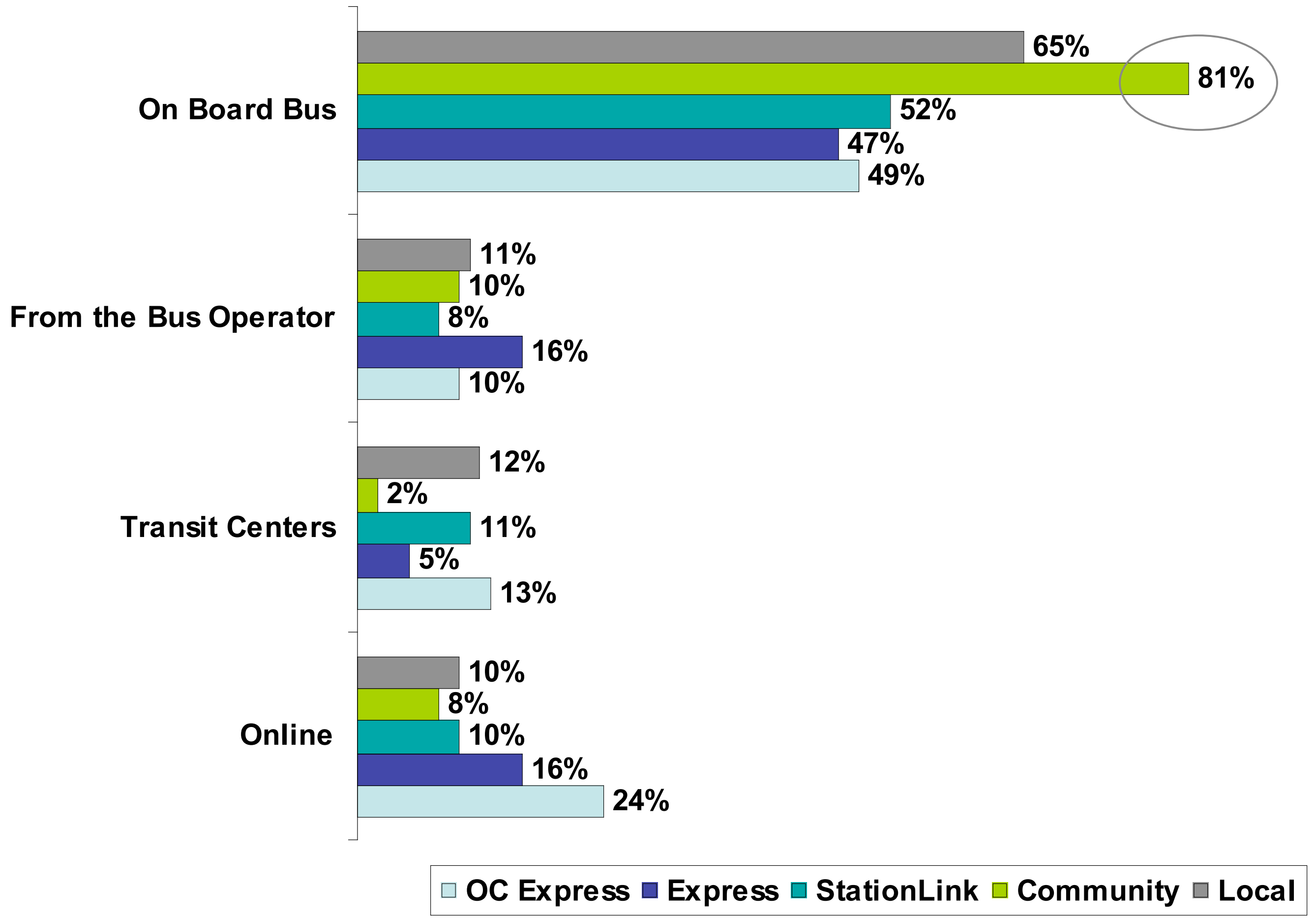
Customers on OCTA-Operated routes are significantly more likely than customers on Contract routes to prefer to get their bus book/schedule on board the bus.



Q10. Which of the following sources would you prefer to get your bus book or individual bus schedule?

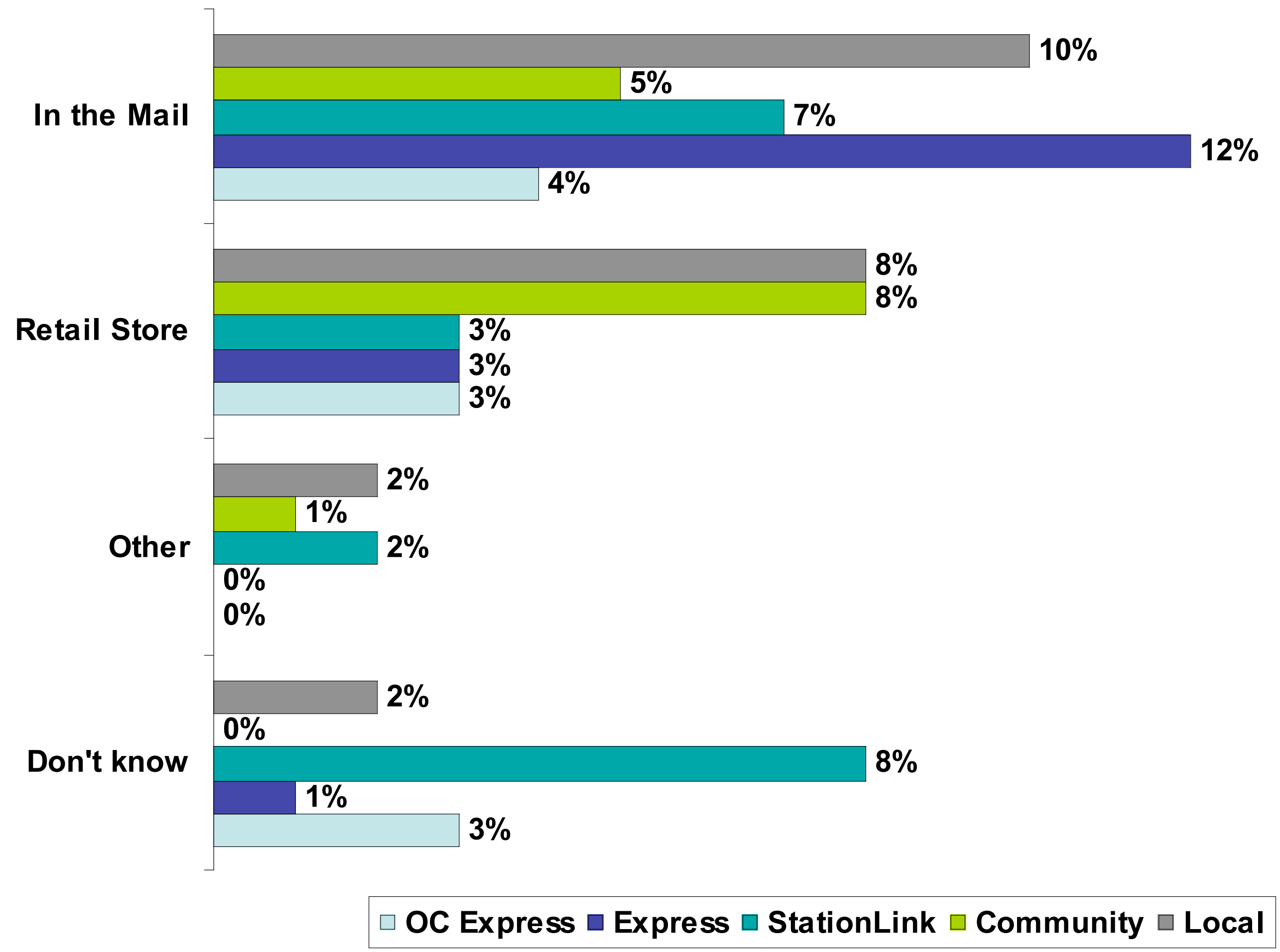
Specific Route Types – Bus Book

A high percentage of customers on Community routes prefer to get their bus book/individual bus schedule on board the bus.



Q10. Which of the following sources would you prefer to get your bus book or individual bus schedule?

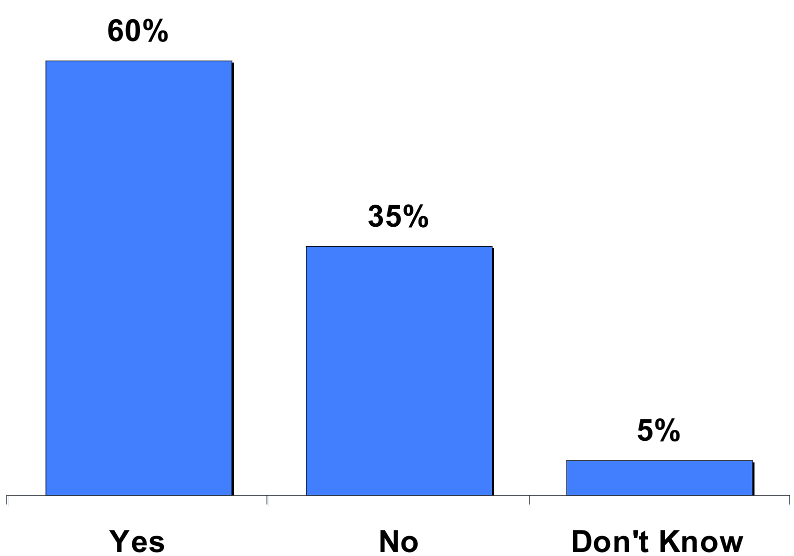
Specific Route Types – Bus Book



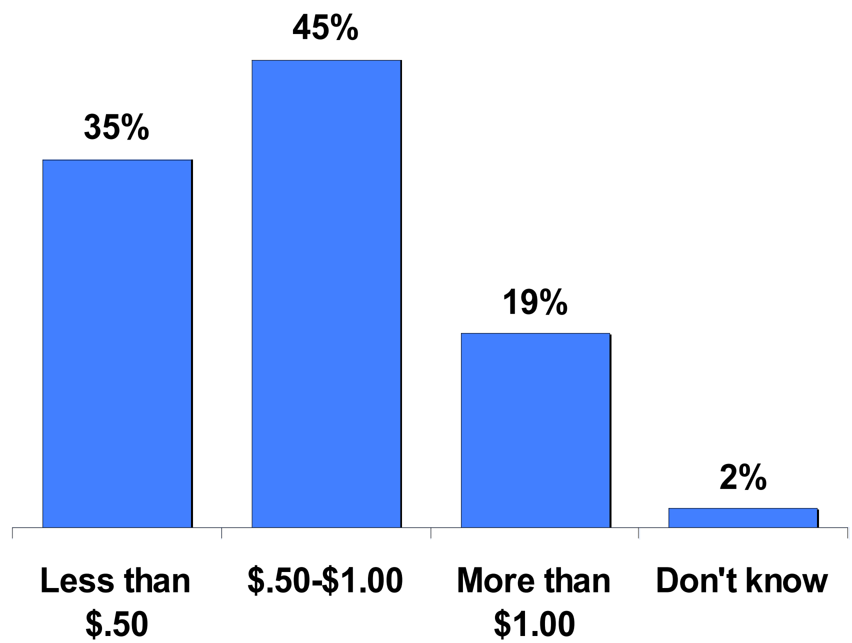
Q10. Which of the following sources would you prefer to get your bus book or individual bus schedule?

Overall Ridership – Bus Book Cost

Sixty percent of customers would continue to use the Bus Book if there were a cost for purchasing the book.



n (customers) = 627. Base: Used the bus book

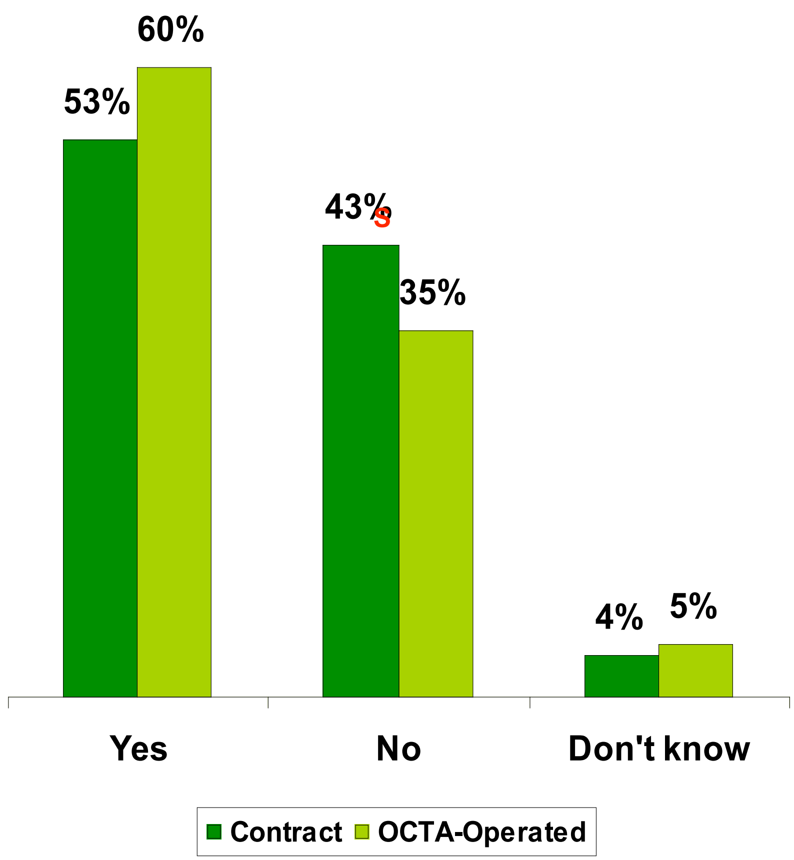


n (customers) = 379. Base: Would continue

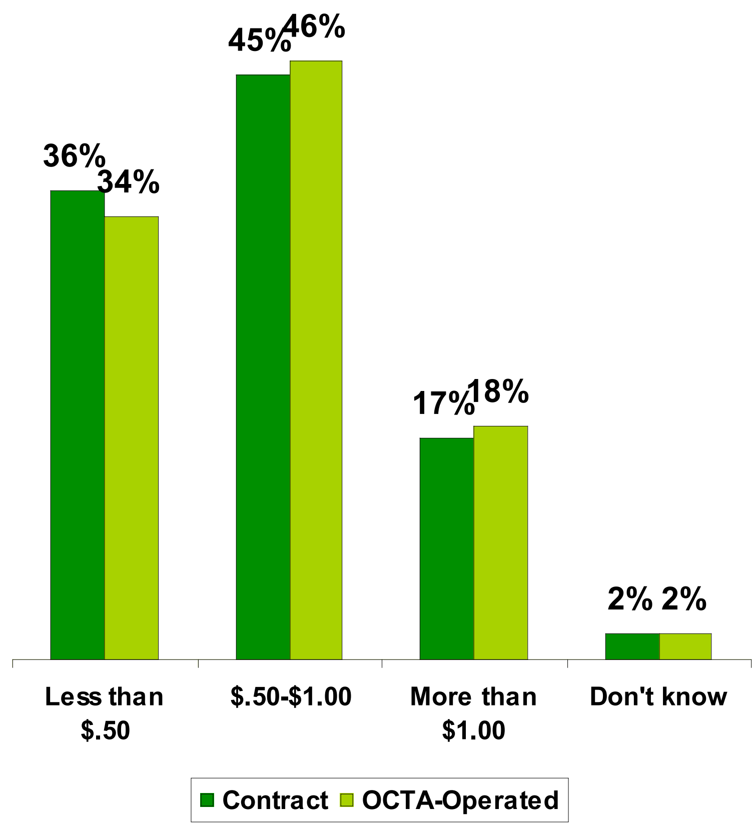
Q11a. Would you continue using the Bus Book for information if there were a cost for purchasing the book?
Q11b. If there were a cost for purchasing the book, what would you consider a reasonable price for it?

Contract vs. OCTA-Operated Routes – Bus Book Cost

Customers on OCTA-Operated routes are more likely to be willing to pay for the bus book.



Base: Used the bus book

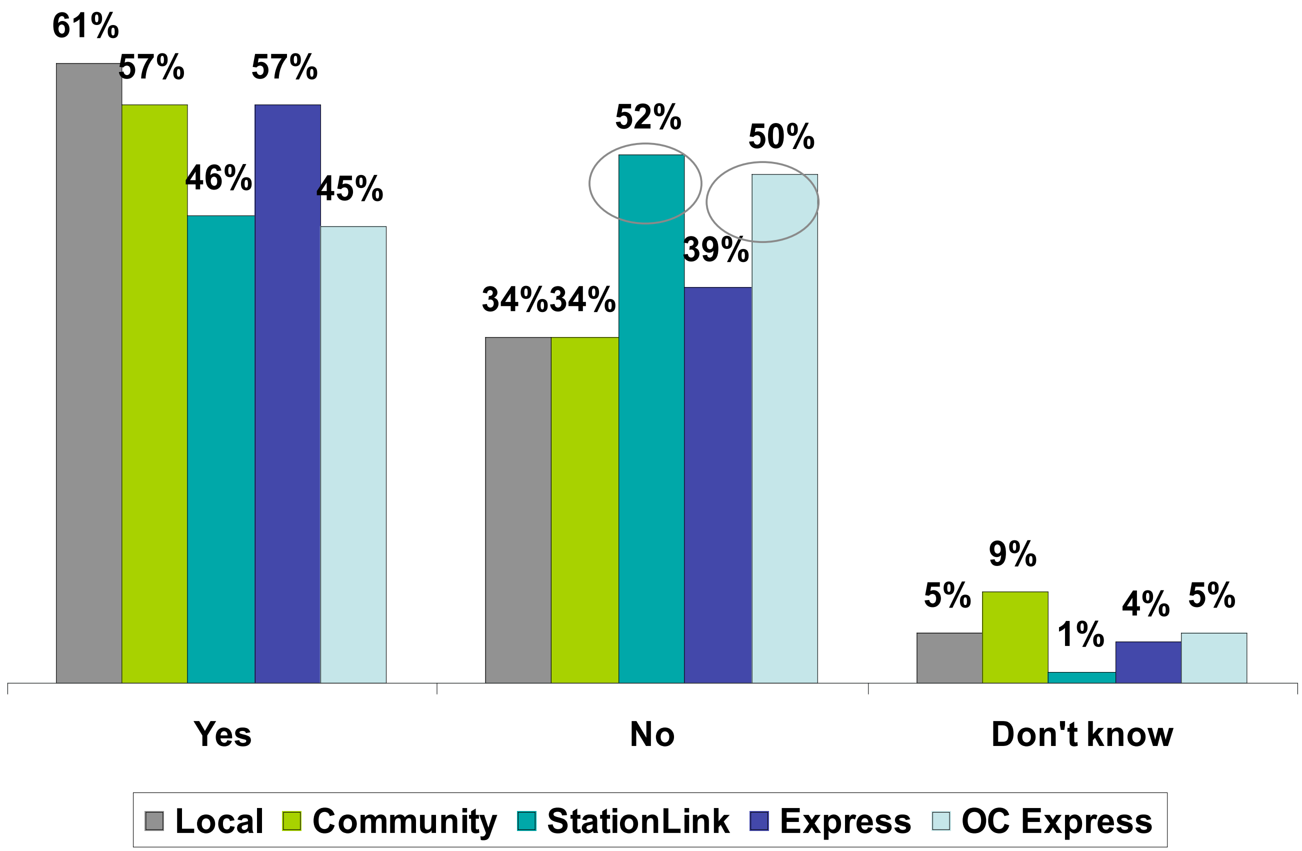


N (respondents) = 379. Base: Would continue

Q11a. Would you continue using the Bus Book for information if there were a cost for purchasing the book?
Q11b. If there were a cost for purchasing the book, what would you consider a reasonable price for it?

Specific Route Types – Bus Book Cost

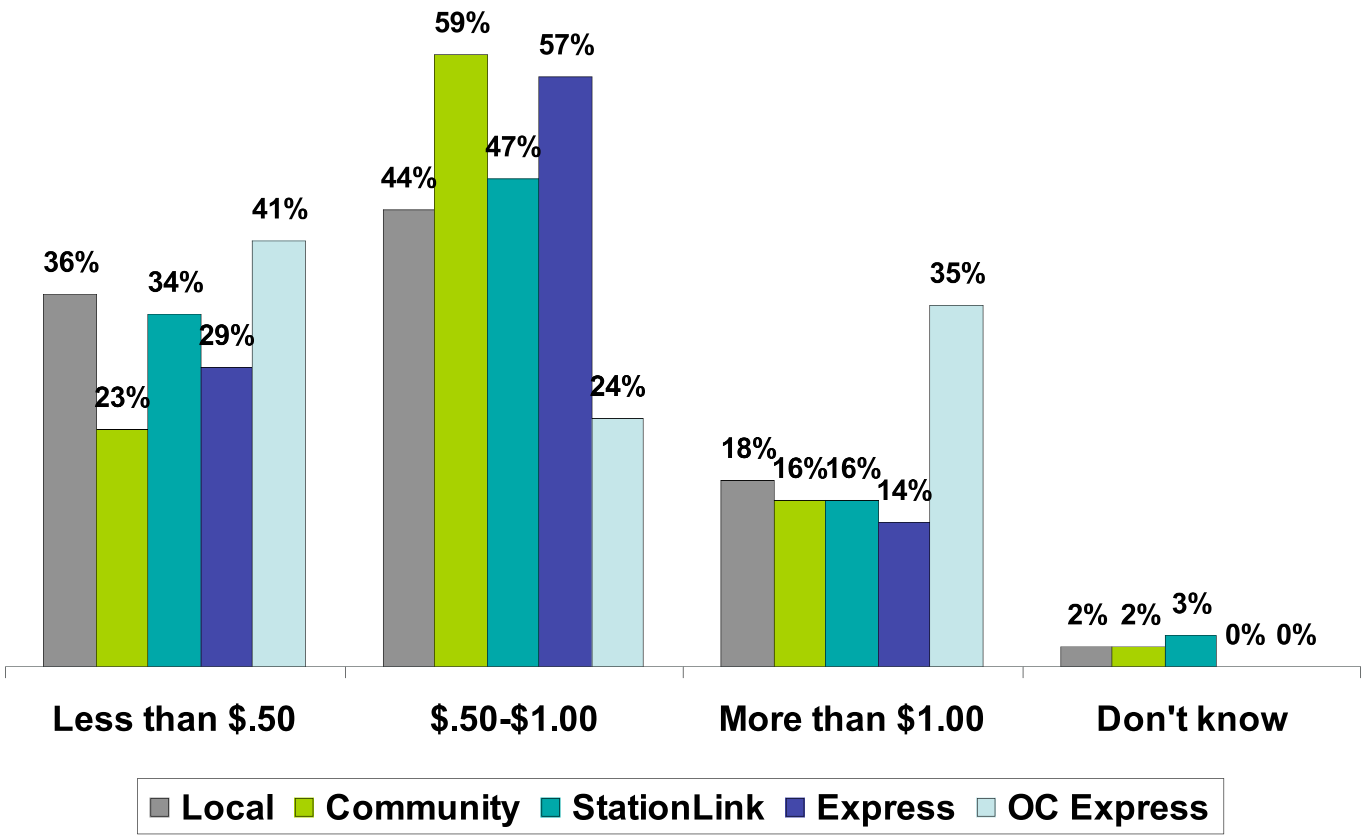
Half of customers on StationLink and OC Express routes say they would not continue using the bus book if there were a cost.



Q11a. Would you continue using the Bus Book for information if there were a cost for purchasing the book?

R&R PARTNERS

Specific Route Types – Bus Book Cost



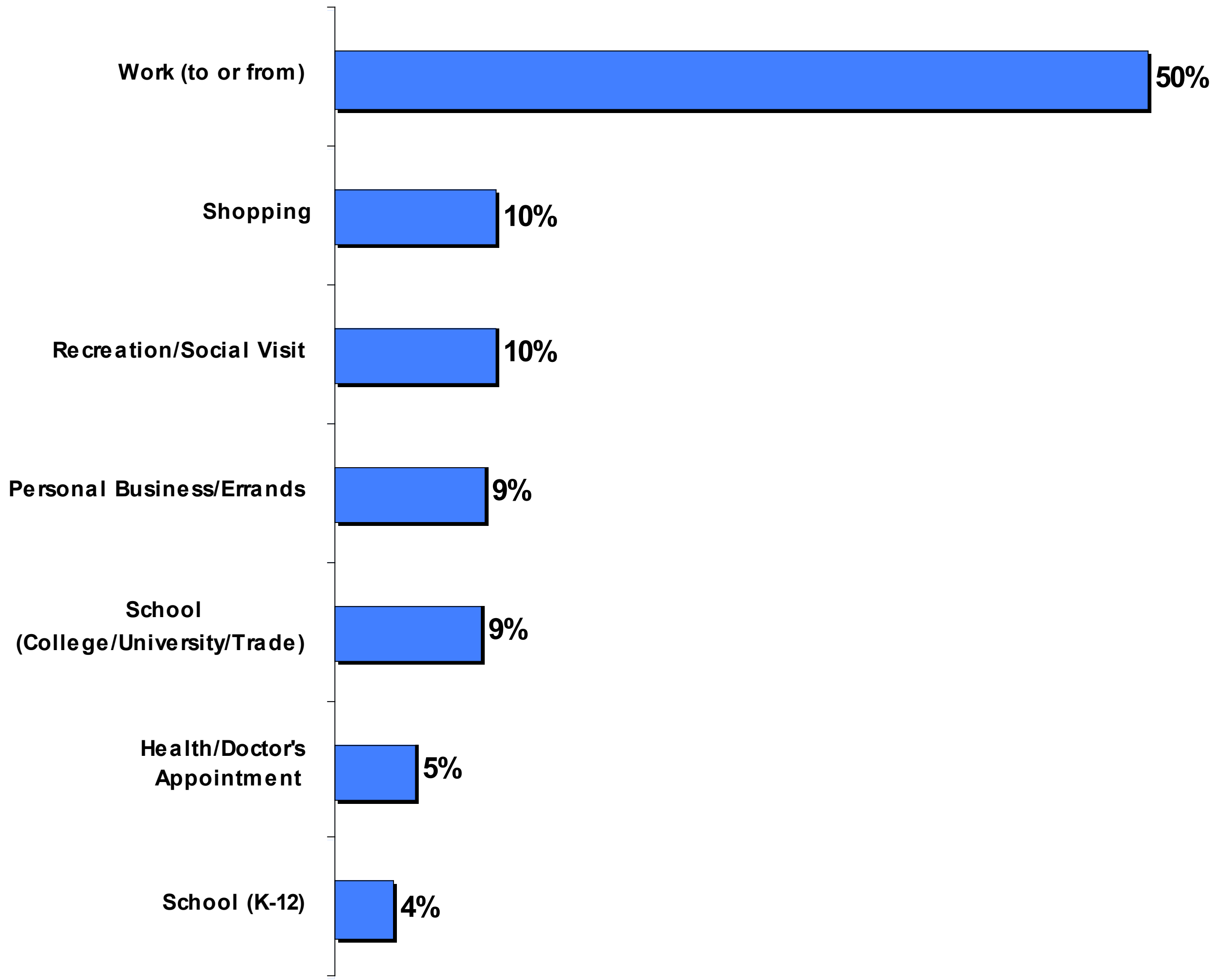
Q11b. If there were a cost for purchasing the book, what would you consider a reasonable price for it?

R&R PARTNERS

Current Trip Information
In-depth Findings

Overall Ridership – Purpose of Trip

For half of the customers, the purpose of the current trip was work.

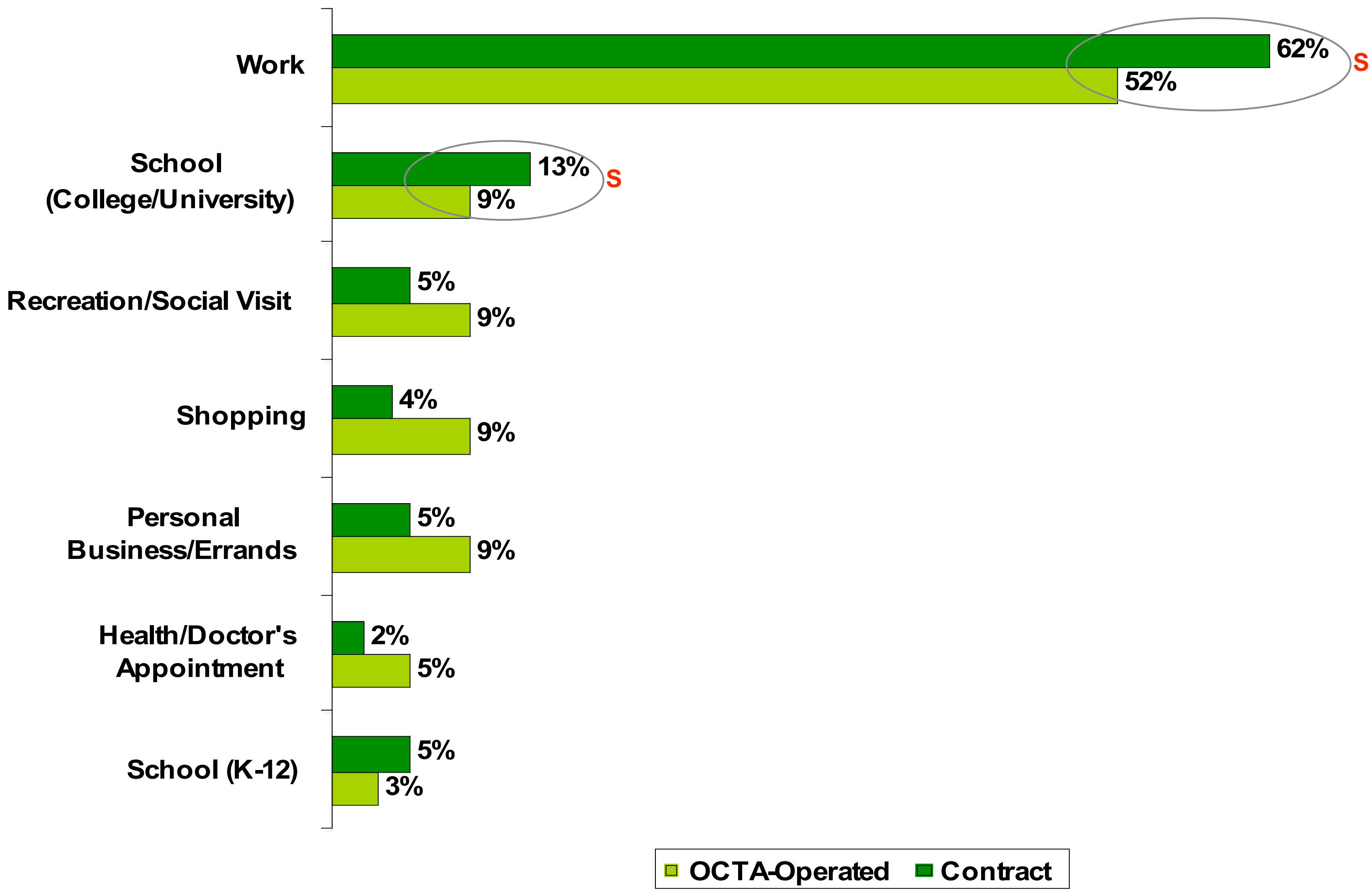


N (customers) = 902

Q13. What is the primary purpose of this trip?

Contract vs. OCTA-Operated Routes – Purpose of Trip

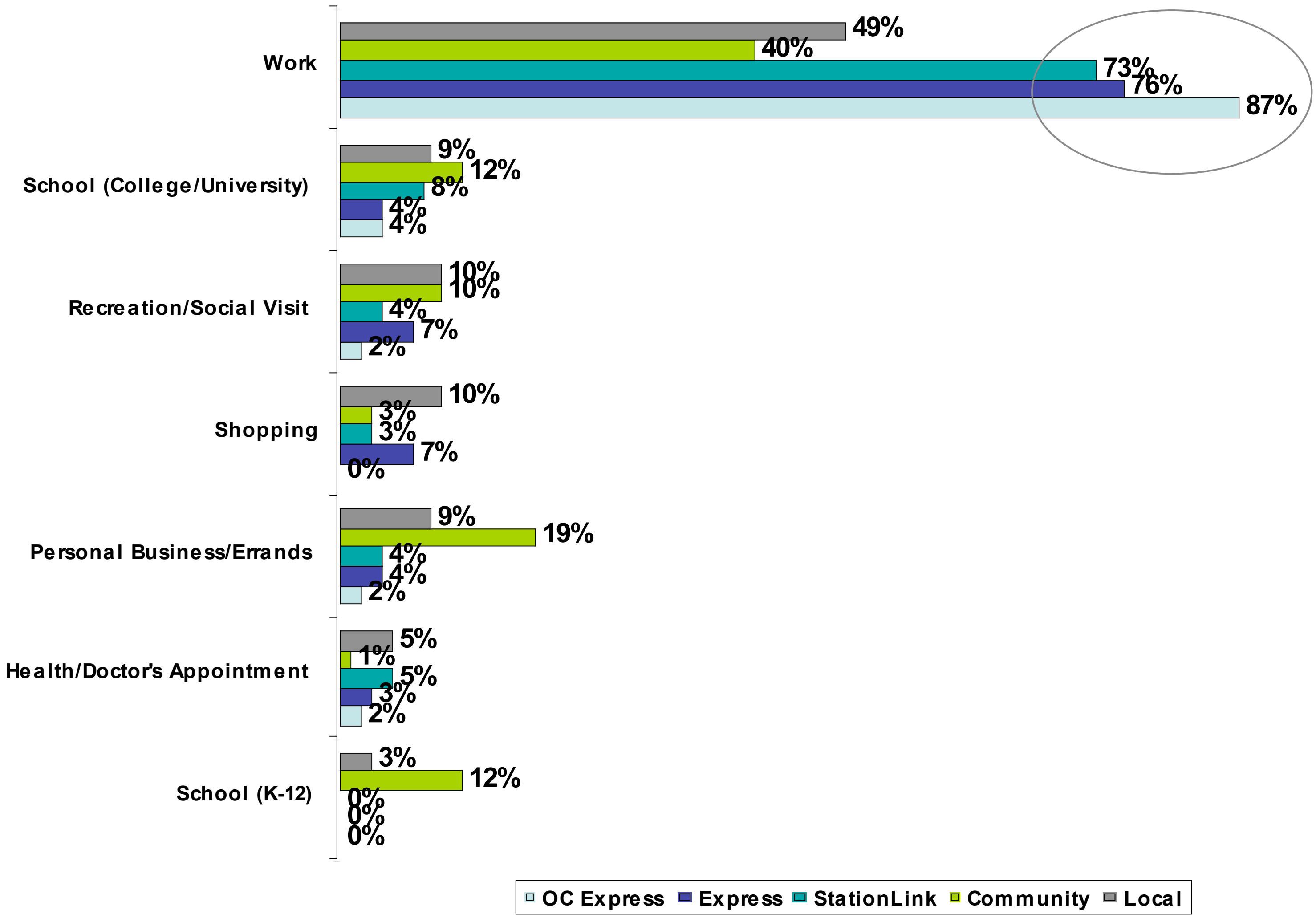
Customers on Contract routes are significantly more likely than customers on OCTA-Operated routes to say work or school was the primary purpose of this trip.



Q13. What is the primary purpose of this trip?

Specific Route Types – Purpose of Trip

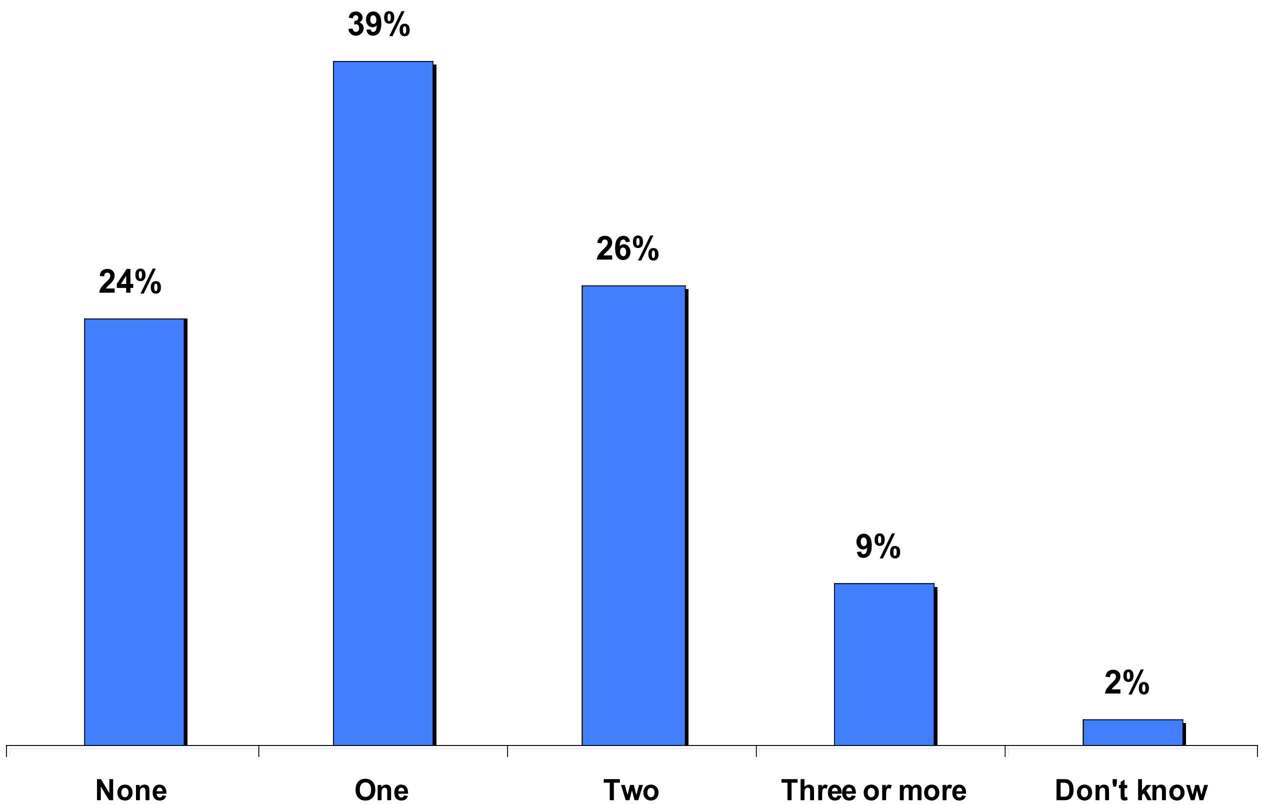
A high percentage of customers on StationLink, Express and OC Express say the primary purpose of the current trip is work.



Q13. What is the primary purpose of this trip?

Overall Ridership – Transfers

About one-fourth of customers made no transfers during the current trip. Seventy-four percent made one or more transfers during the current trip with the average number of transfers at 1.2 (mean score).



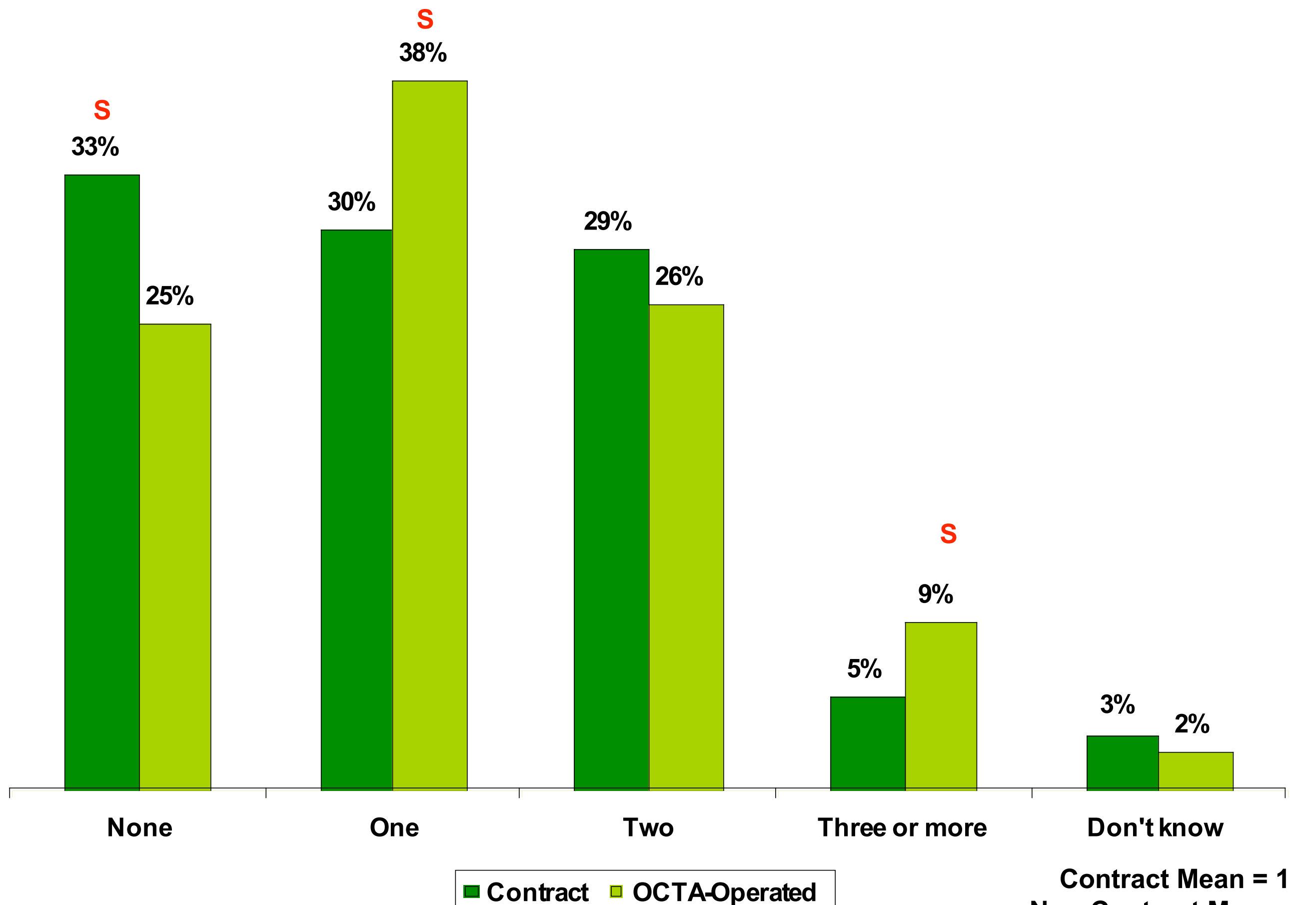
Mean = 1.2

N (customers) = 902

Q14. How many total transfers will you make during this trip?

Contract vs. OCTA-Operated Routes – Transfers

Customers on Contract routes were significantly more likely than customers on OCTA-Operated routes to make no transfers during the current trip. Customers on Non-Contract routes were significantly more likely to make one transfer.

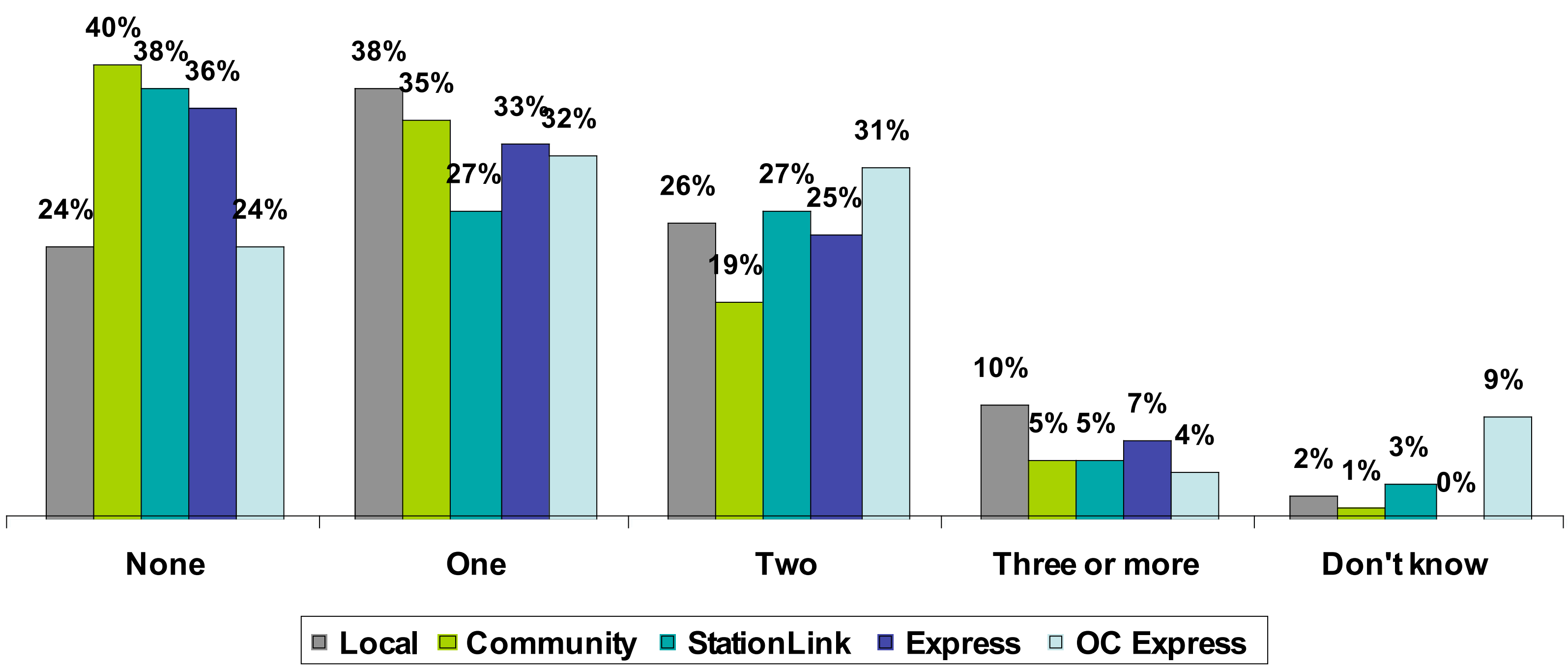


Contract Mean = 1.1
Non-Contract Mean = 1.2

Q14. How many total transfers will you make during this trip?

Specific Route Types – Transfers

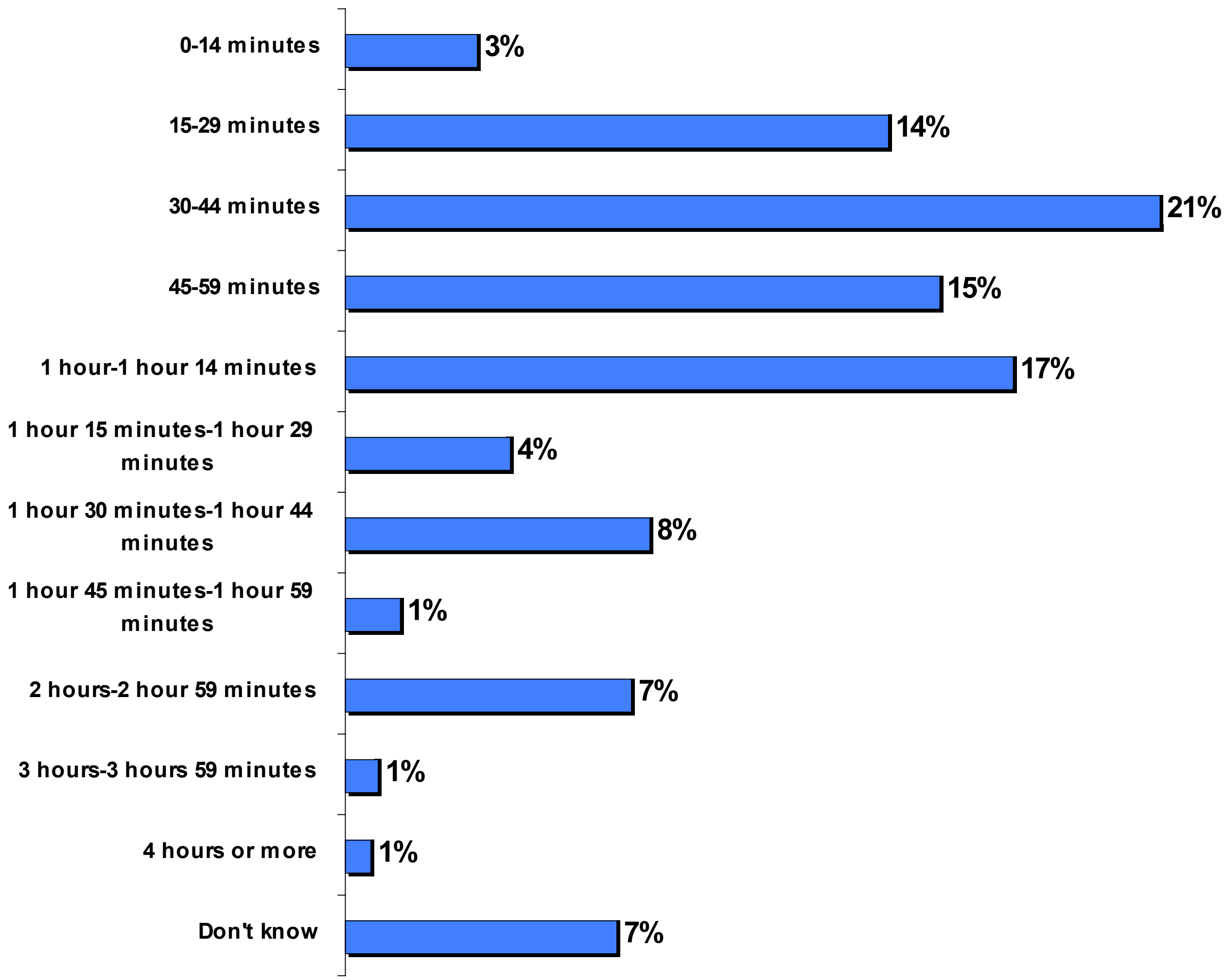
The average transfer during the current trip varies per route type. The route type with the highest average number of transfers was Local routes (1.21 mean score) and the route type with the lowest average number of transfers was Community routes (.89 mean score).



Q14. How many total transfers will you make during this trip?

Overall Ridership – Time Spent

Total average time spent completing the current trip was one hour (mean score).



N (customers) = 902

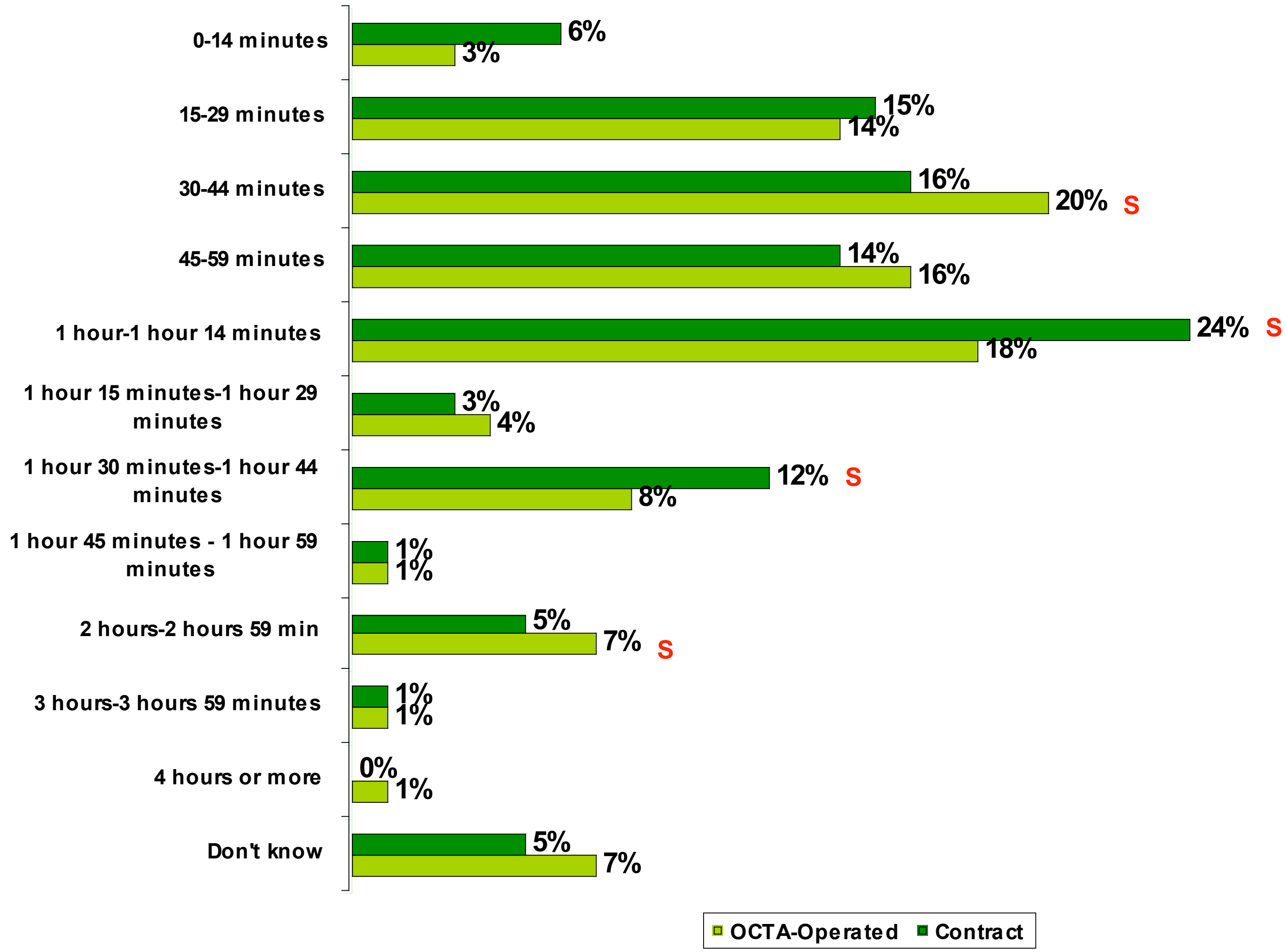
Q15. How much time would you estimate you will spend completing this trip?

Mean = 1.0

R&R PARTNERS

Contract vs. OCTA-Operated Routes – Time Spent

Total average time spent completing the current trip on both Contract and OCTA-Operated routes was one hour.

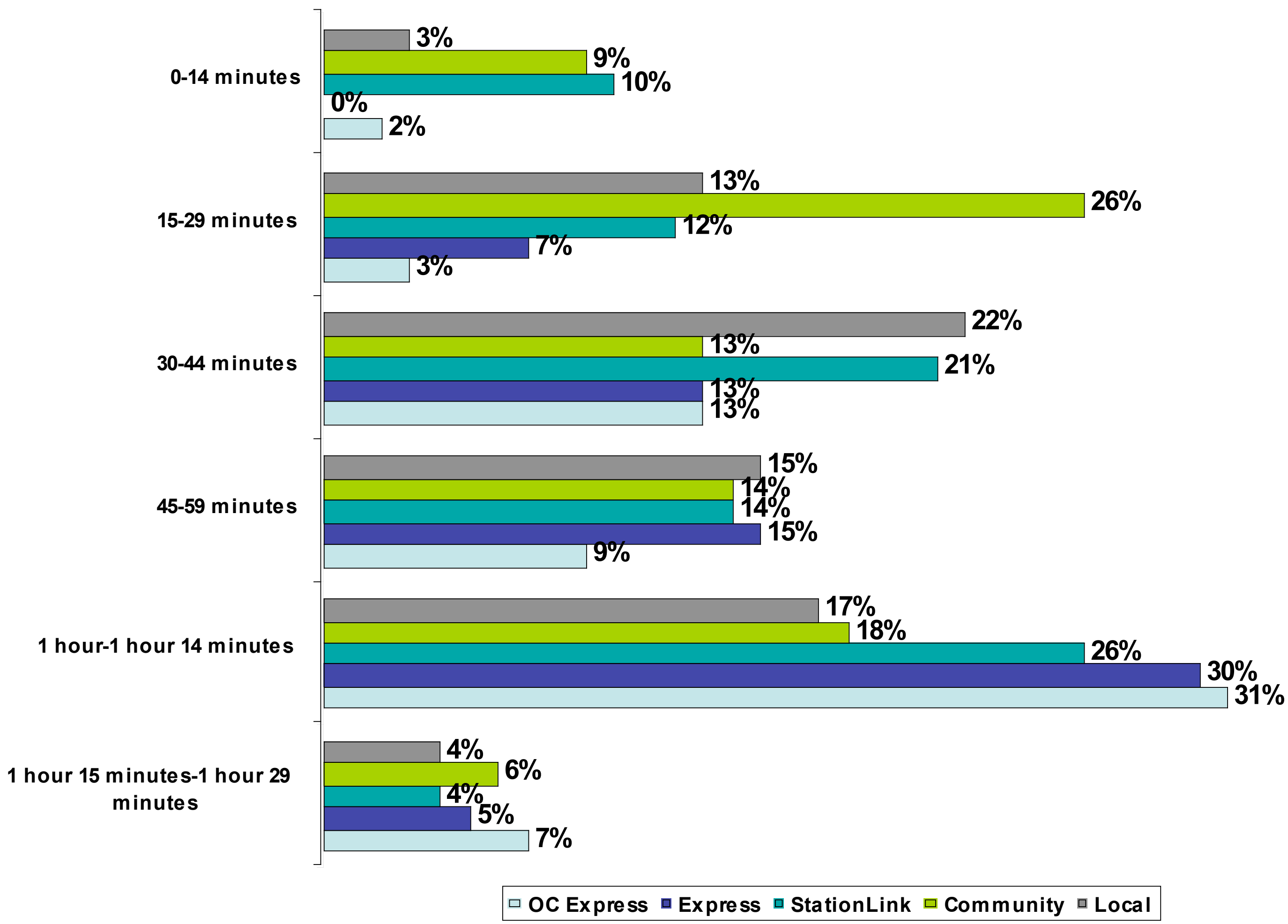


Contract Mean = 1.0
Non-Contract Mean = 1.0

Q15. How much time would you estimate you will spend completing this trip?

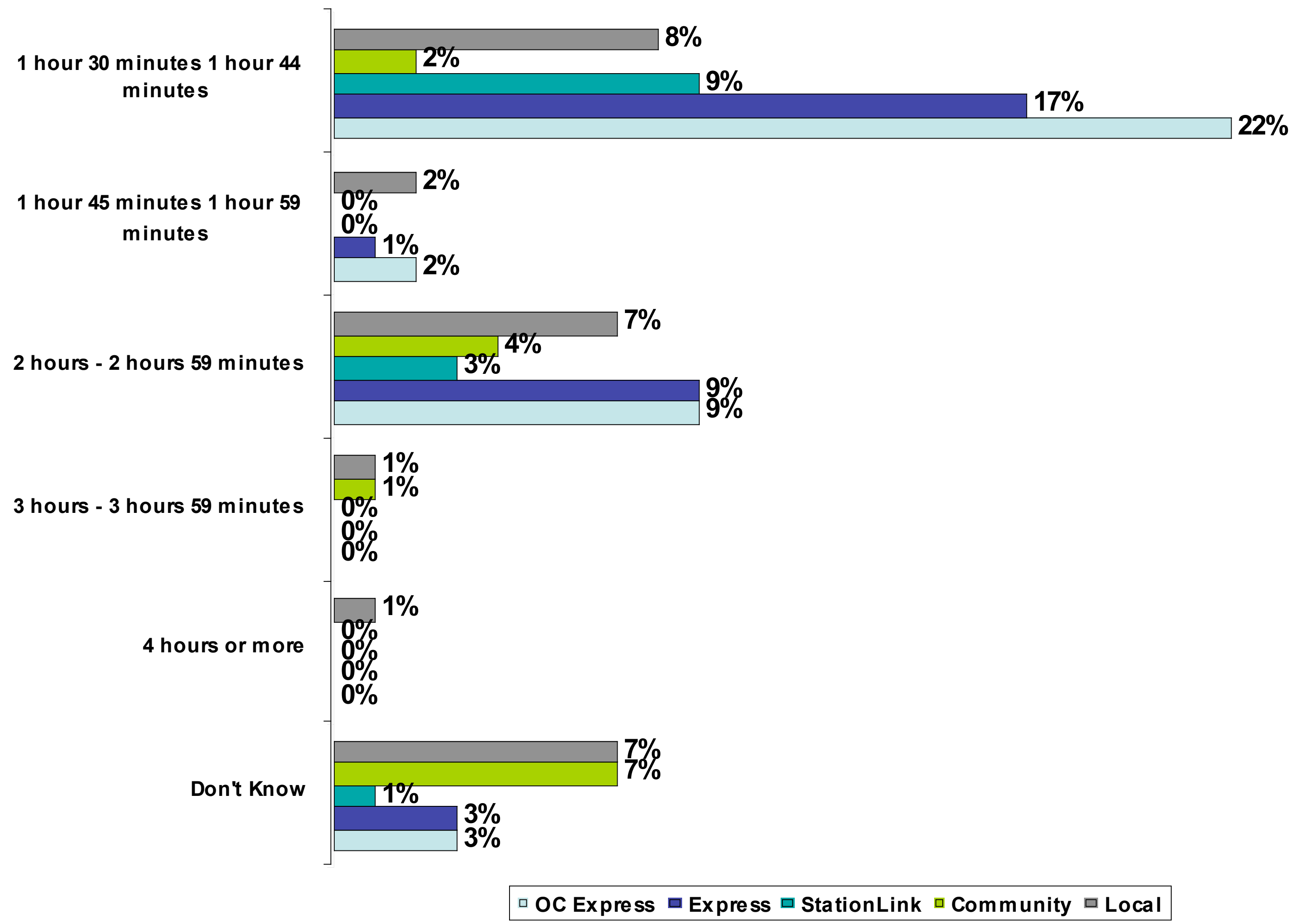
Specific Route Types – Time Spent

The average time to complete the current trip varies per route type. The route type with the longest average time was OC Express routes (1.3 mean score) and the route type with the shortest average time was Community routes (.8 mean score).



Q15. How much time would you estimate you will spend completing this trip?

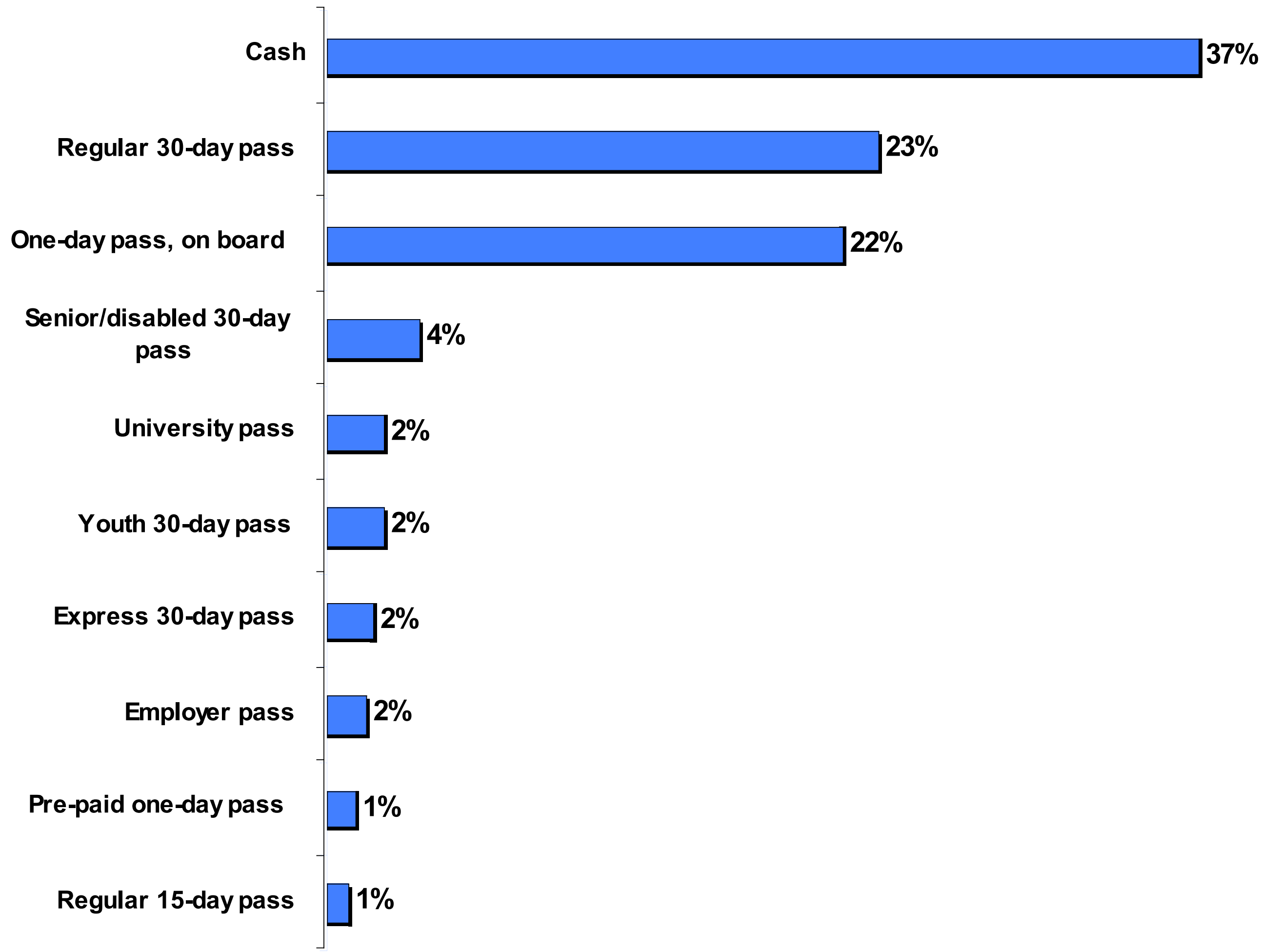
Specific Route Types – Time Spent



Q15. How much time would you estimate you will spend completing this trip?

Overall Ridership – Method of Payment

Thirty-seven percent of customers paid cash for the current bus trip. The regular 30-day pass (23%) and one day pass on board (22%) were the next most common methods used to pay for the current bus trip.



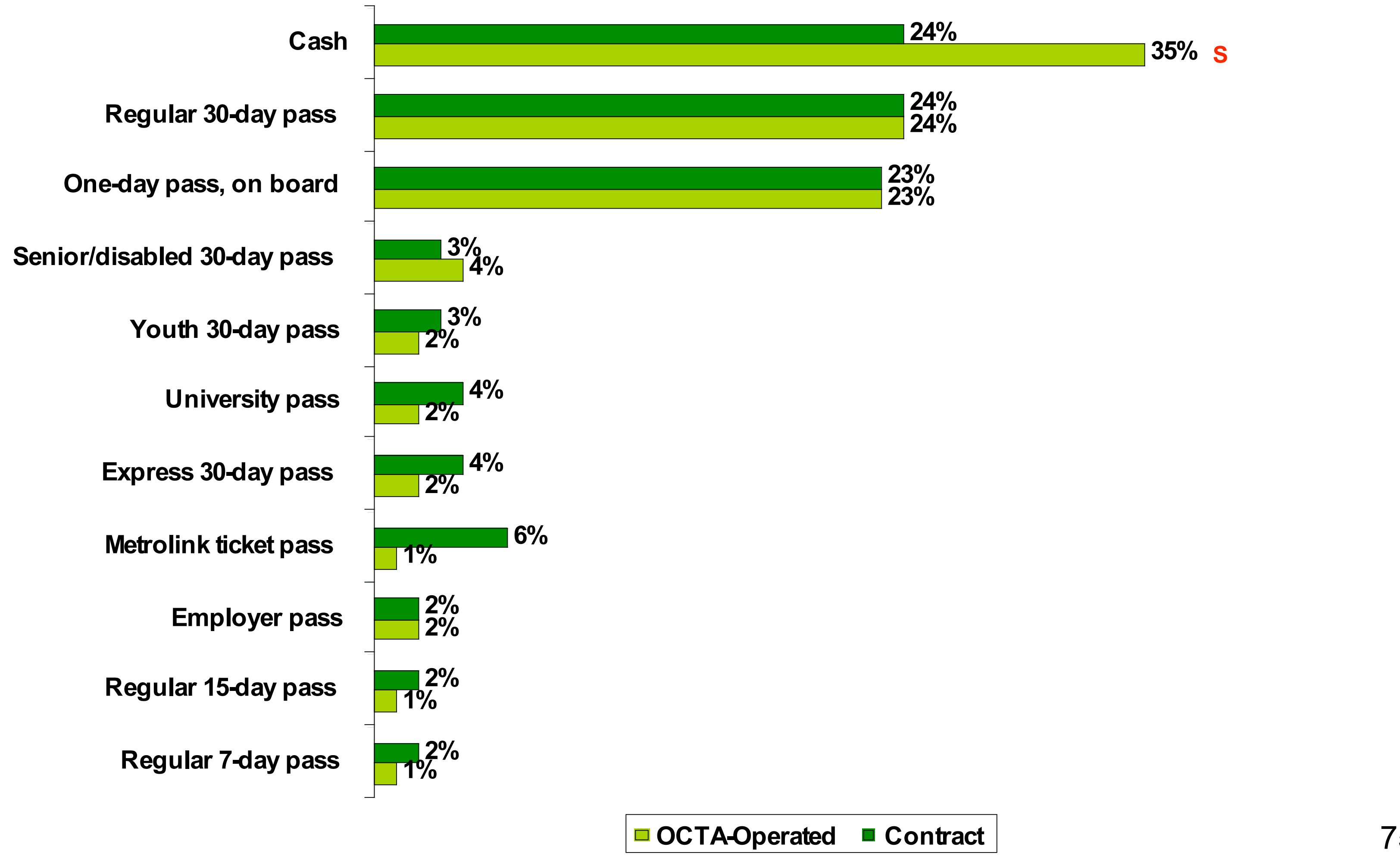
N (customers) = 902

Q16. How did you pay for this trip?

Not all passes shown due to very small %.

Contract vs. OCTA-Operated Routes – Method of Payment

Customers on OCTA-Operated routes are significantly more likely than customers on Contract routes to pay cash.

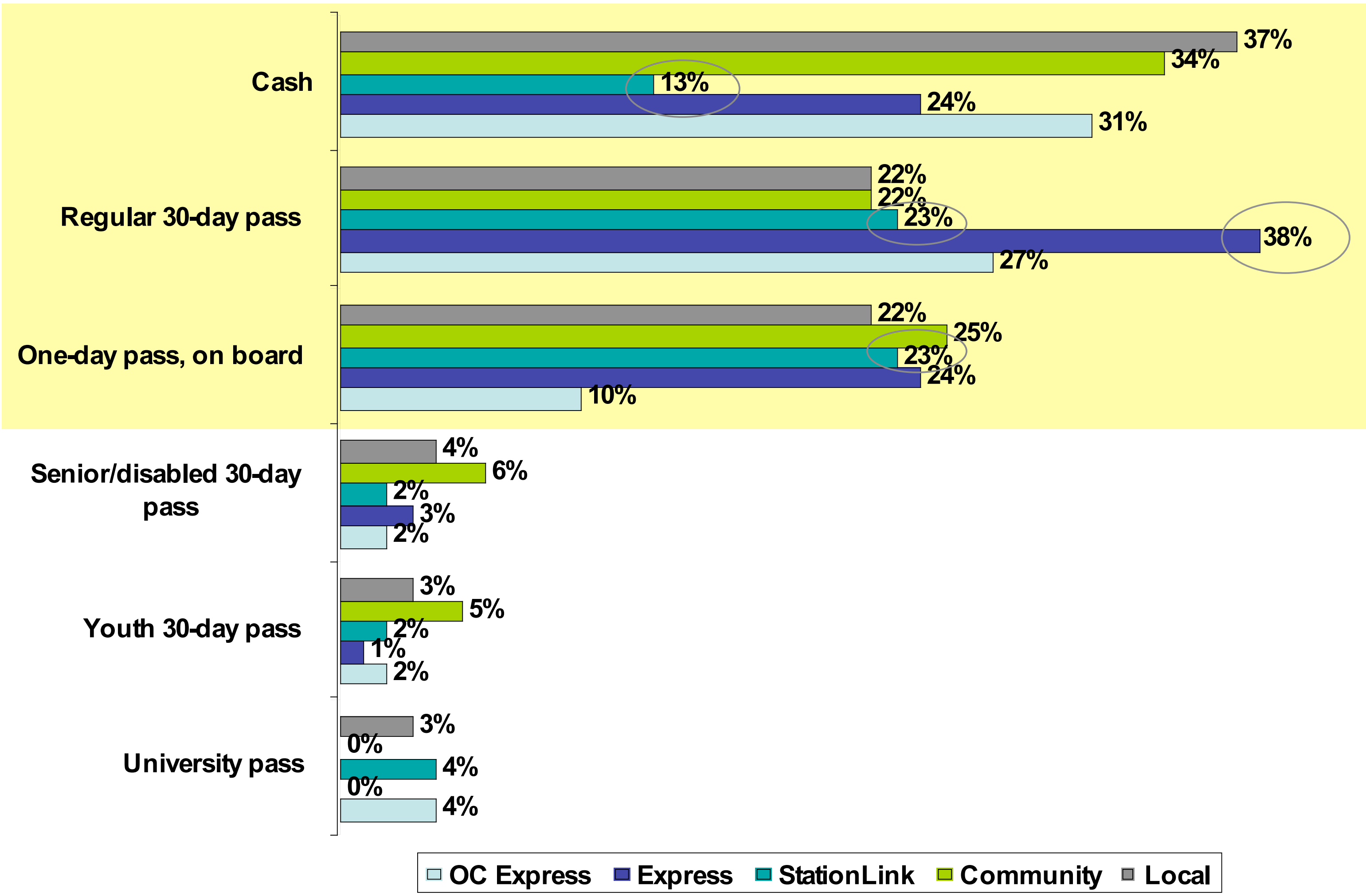


Q16. How did you pay for this trip?

Not all passes shown due to very small %.

Specific Route Types – Method of Payment

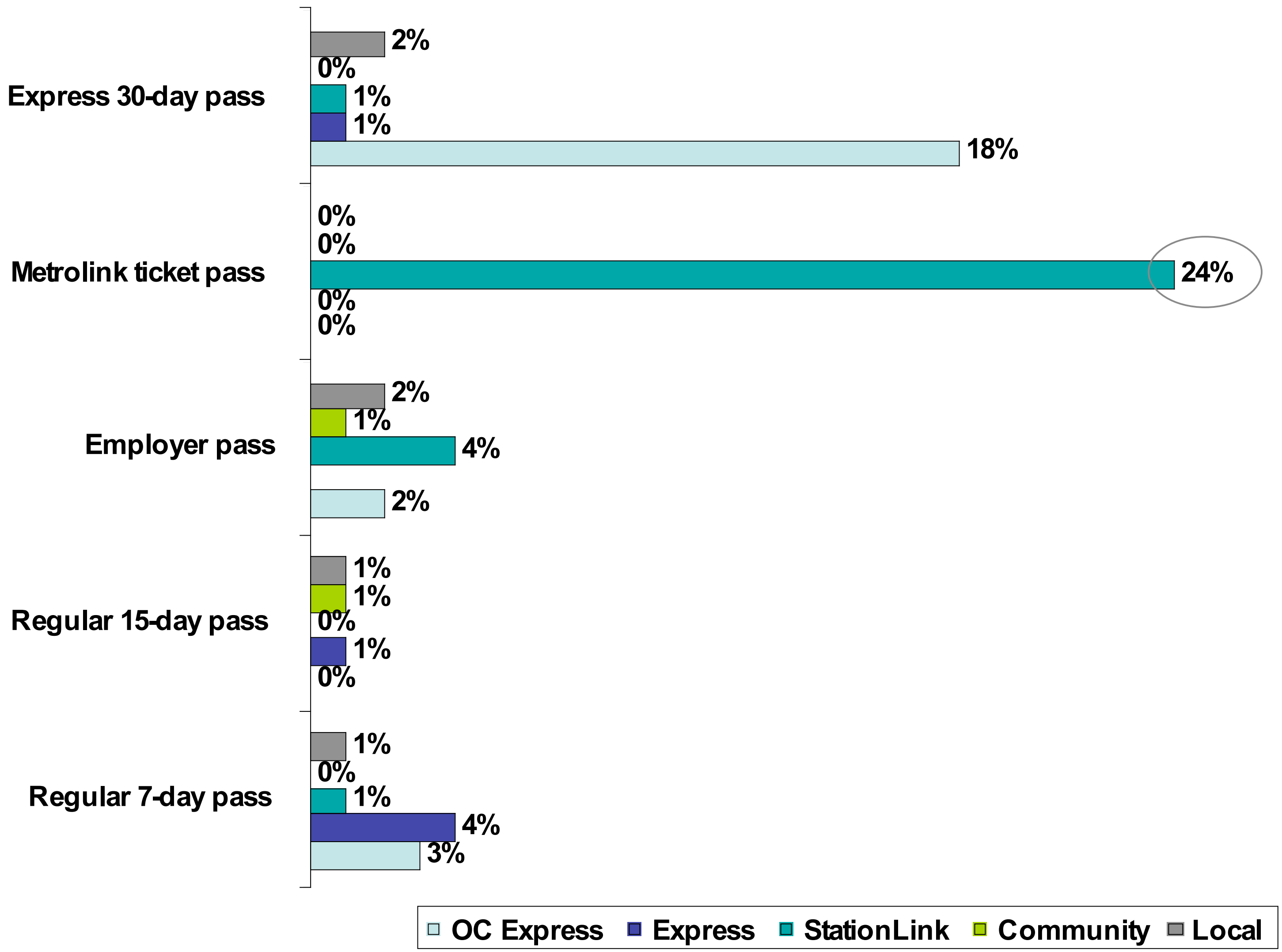
Customers on StationLink routes were more likely to be using a bus pass than cash to pay for current trip. Customers on Express routes were more likely to be using a 30-day pass.



Q16. How did you pay for this trip?

Not all passes shown due to very small %.

Specific Route Types – Method of Payment



Q16. How did you pay for this trip?

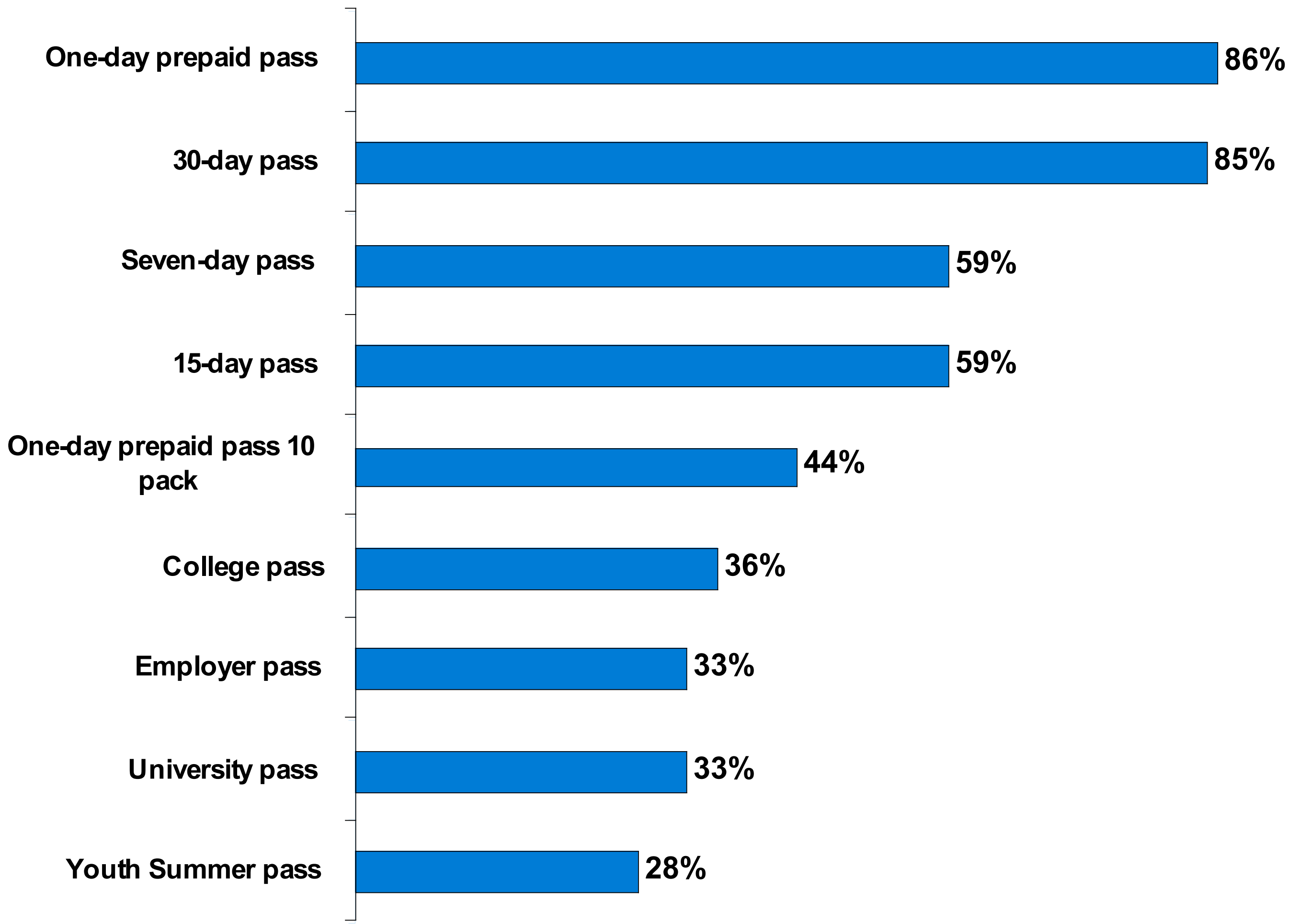
Not all passes shown due to very small %.

R&R PARTNERS

Bus Pass Information
In-depth Findings

Overall Ridership – Pass Awareness

The one-day prepaid pass and the 30-day pass have the highest awareness.

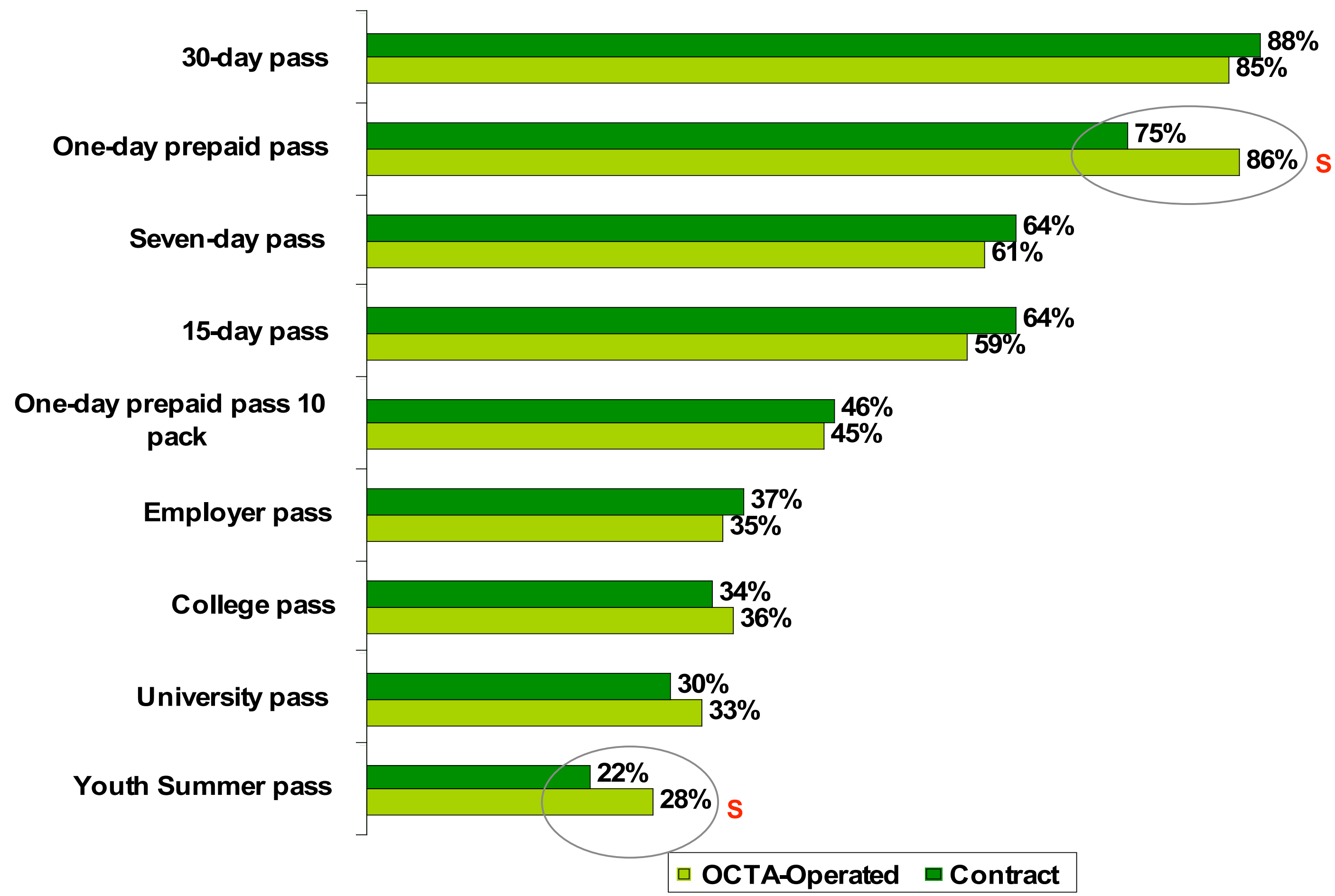


N (customers) = 772

Q17a. Are you aware of the following bus passes?

Contract vs. OCTA-Operated Routes – Pass Awareness

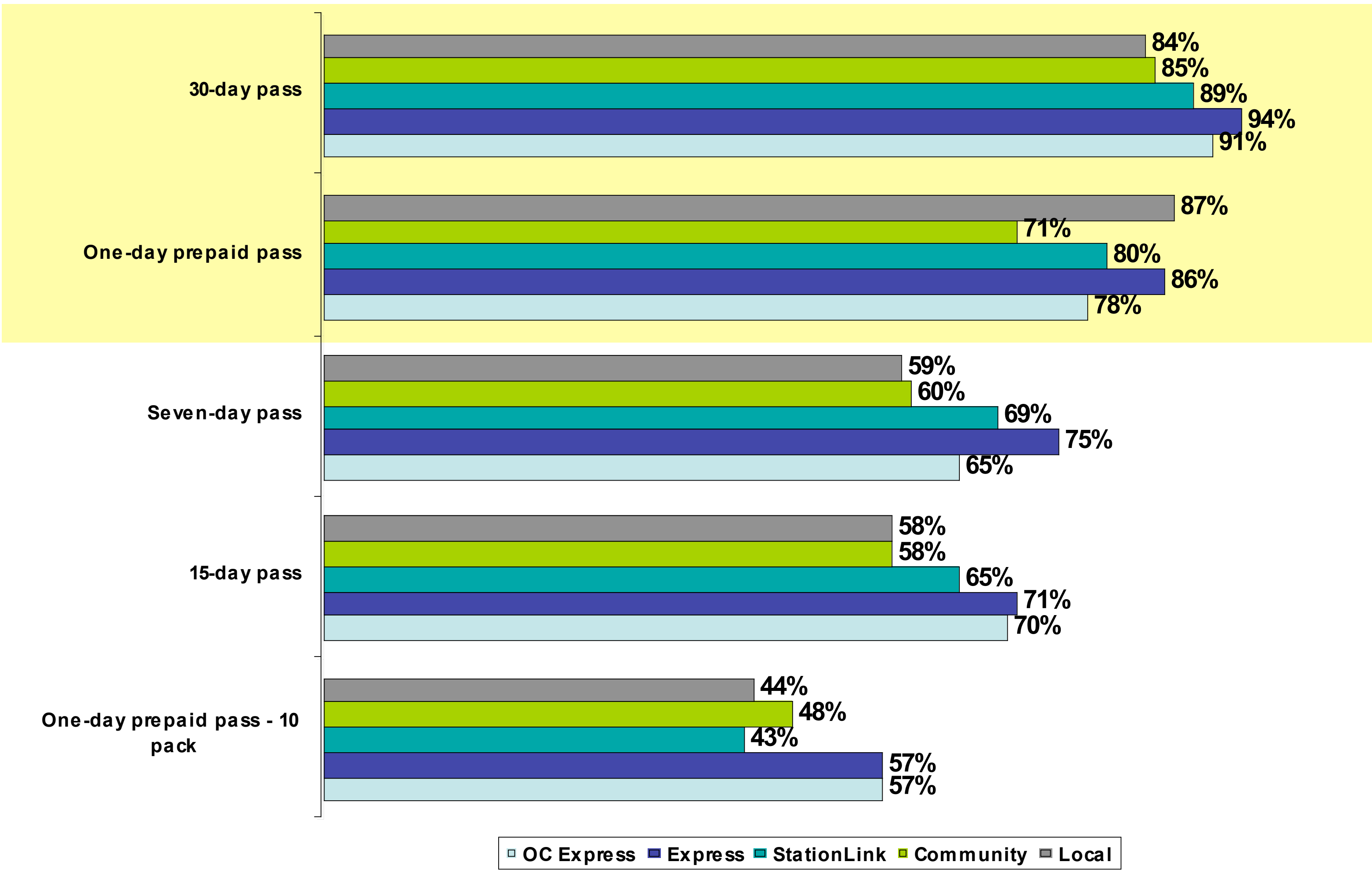
Customers on OCTA-Operated routes are significantly more likely than customers on Contract routes to be aware of the one-day prepaid pass and the Youth Summer pass.



Q17a. Are you aware of the following bus passes?

Specific Route Types – Pass Awareness

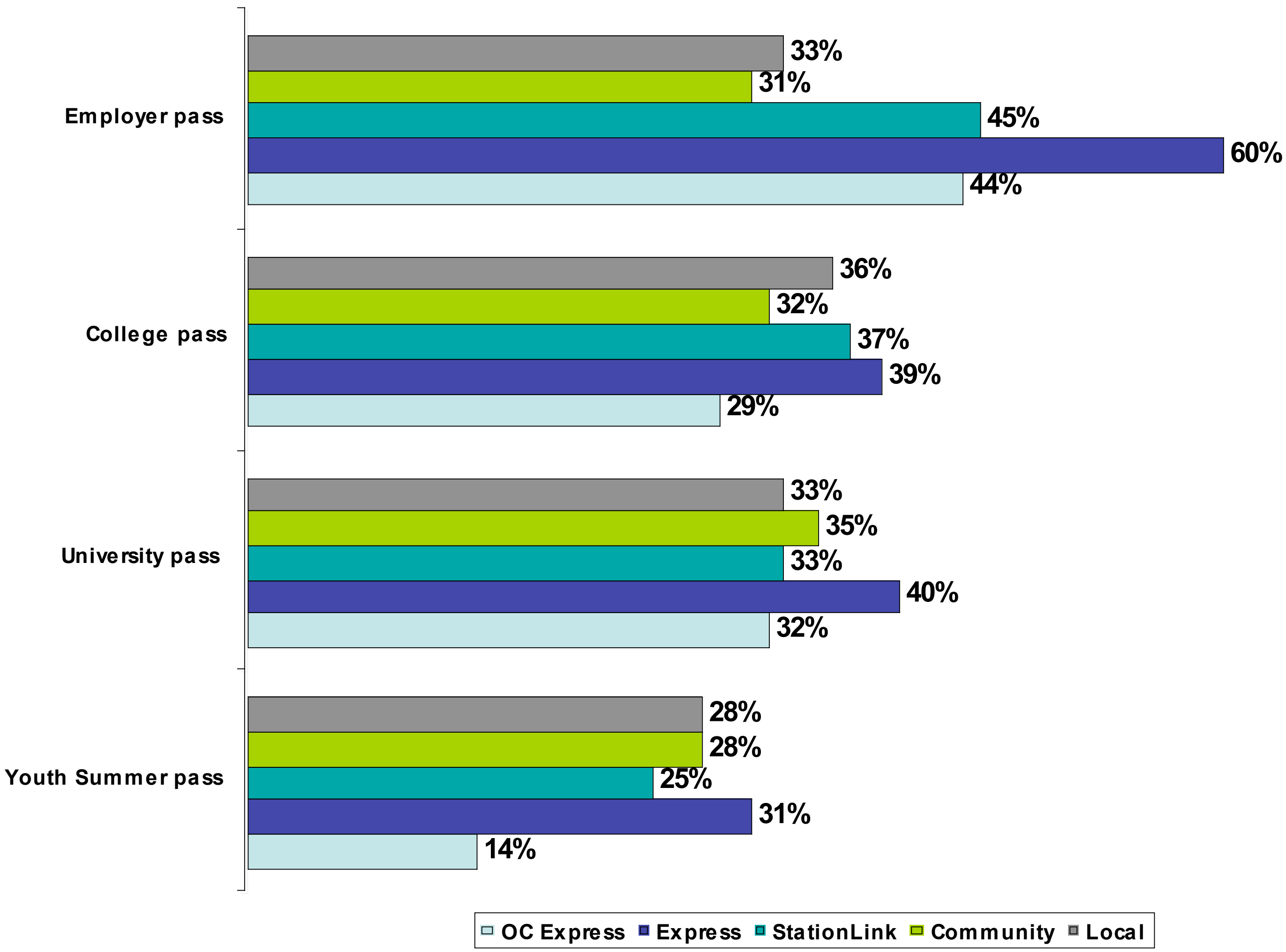
Customers on all route types have high awareness of the 30-day pass and the one-day prepaid pass.



Q17a. Are you aware of the following bus passes? Not asked in 2005.

R&R PARTNERS

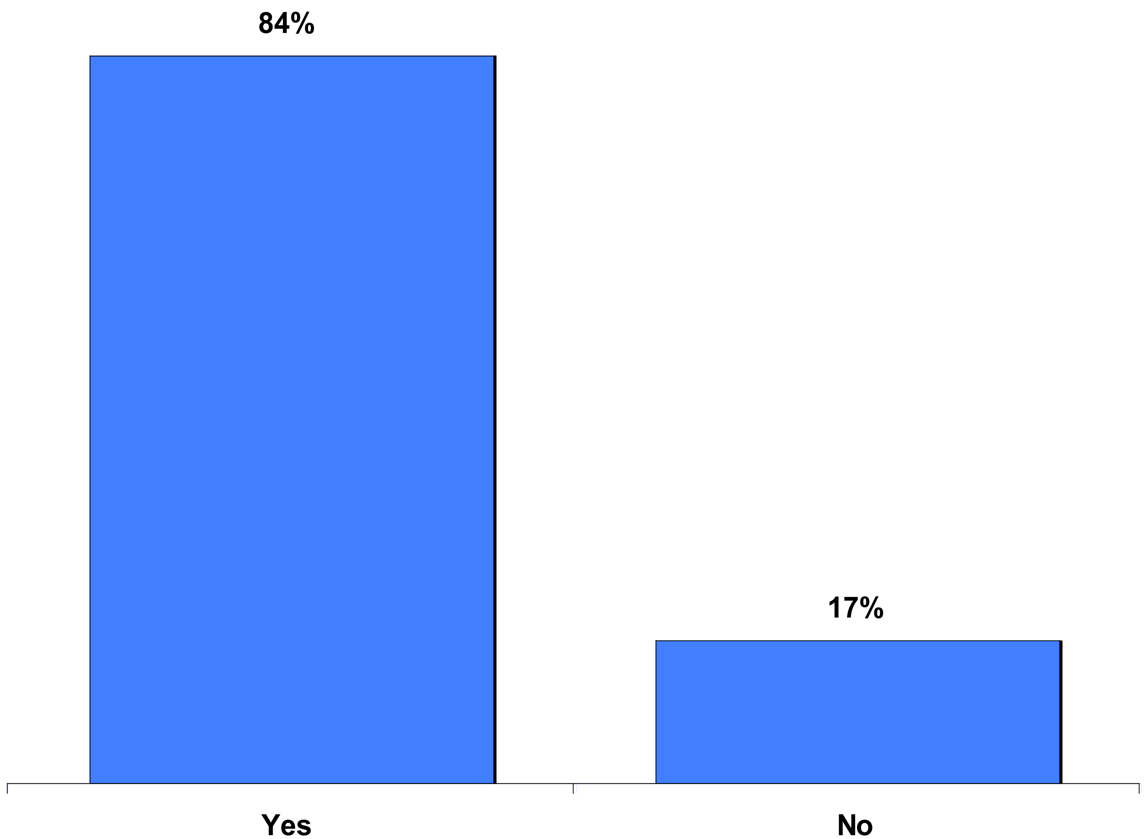
Specific Route Types – Pass Awareness



Q17a. Are you aware of the following bus passes?.

Overall Ridership – Pass Usage

The majority of customers (84%) use or have used an OCTA bus pass.

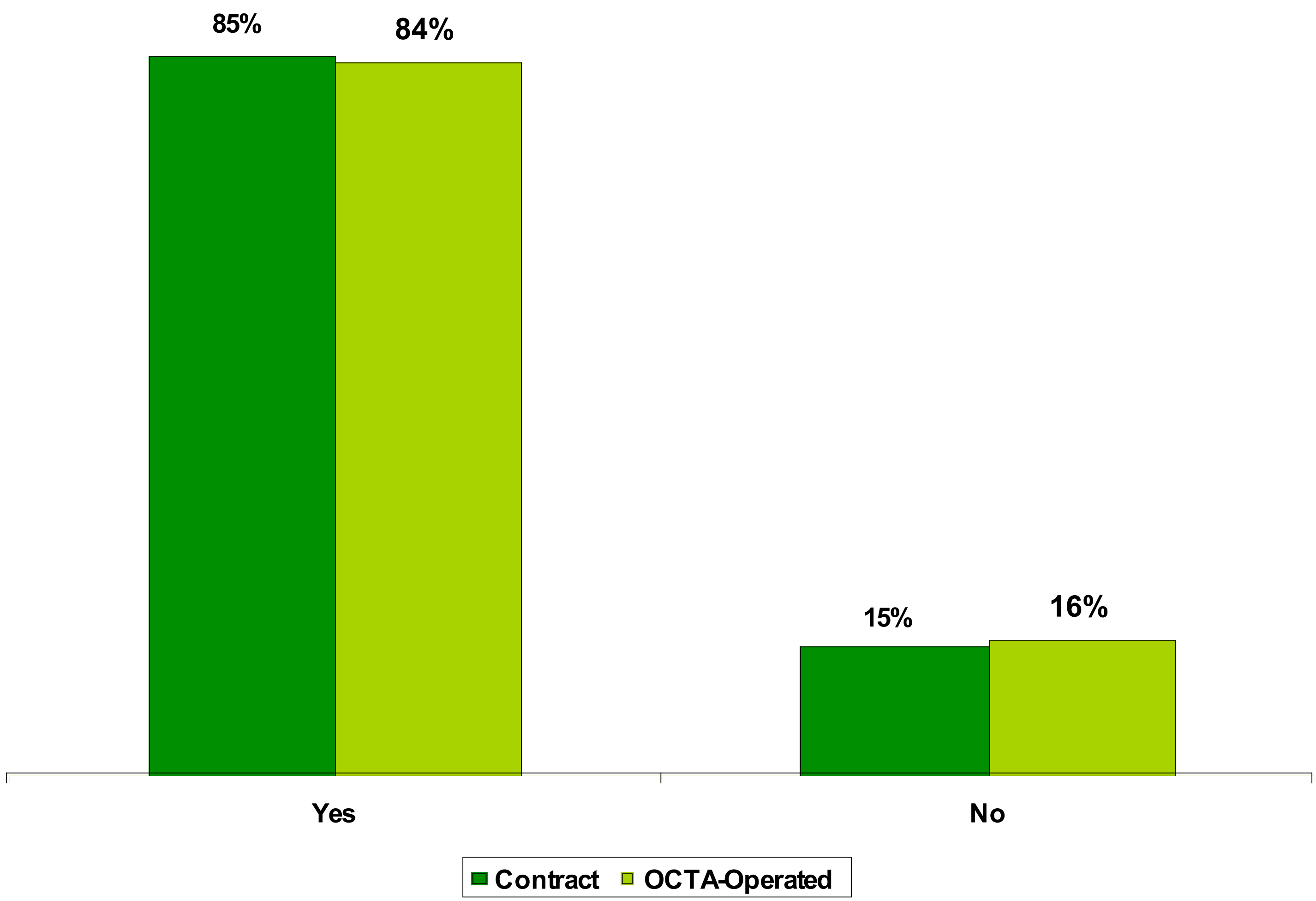


N (customers) = 772

Q17b. Do you or have you ever used any of these OCTA passes?

Contract vs. OCTA-Operated Routes – Pass Usage

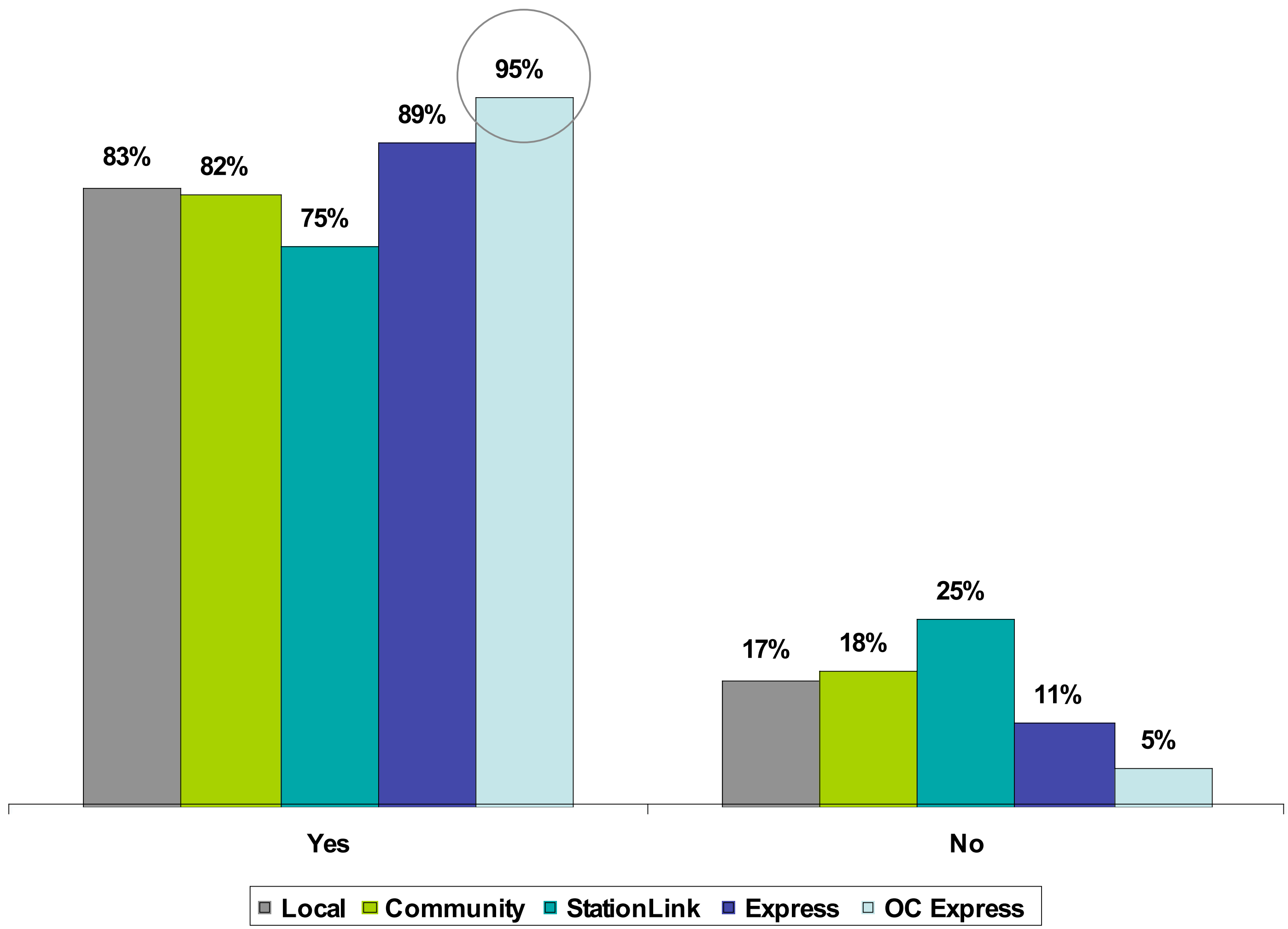
There are no differences among contract and OCTA-Operated routes.



Q17b. Do you or have you ever used any of these OCTA passes?

Specific Route Types – Pass Usage

A very high percentage of customers on OC Express routes have used OCTA passes.

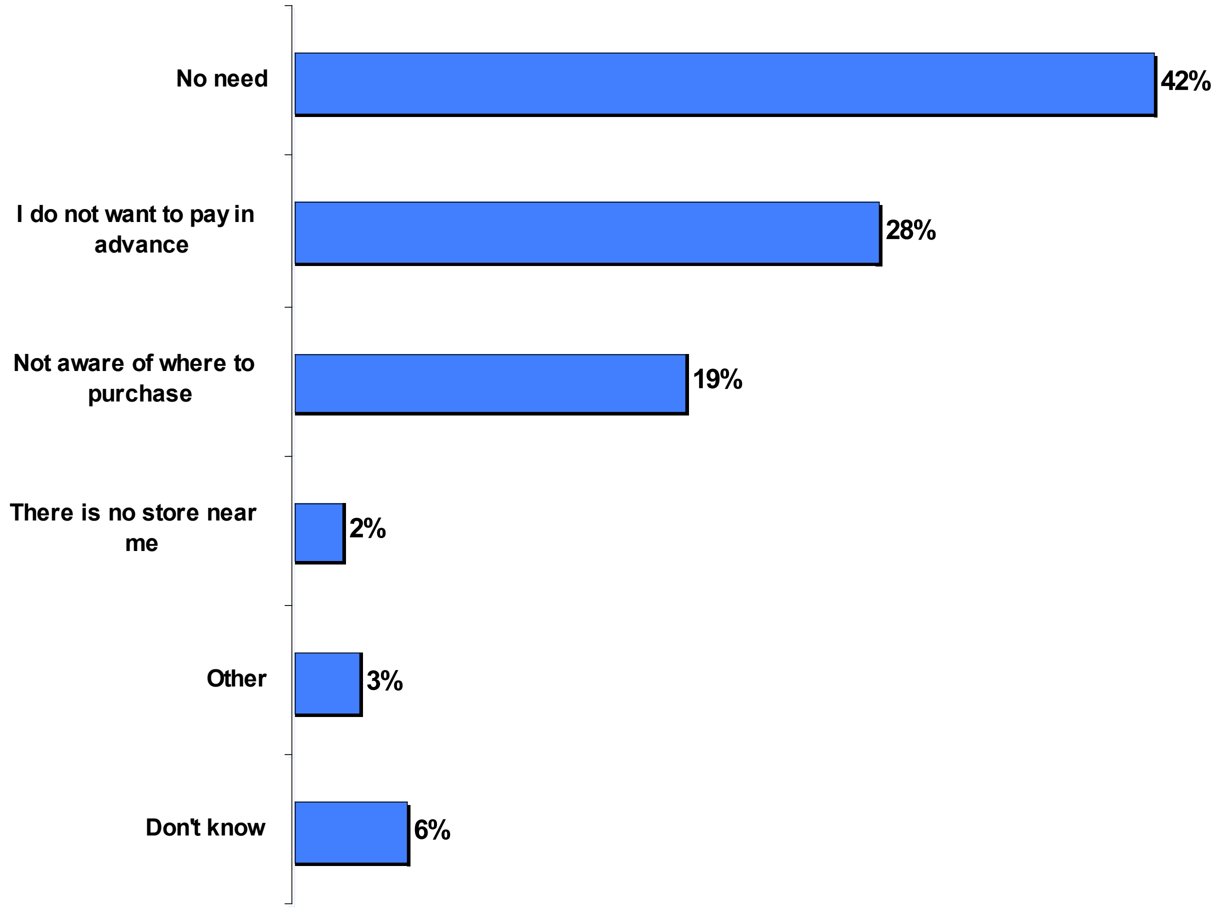


Q17b. Do you or have you ever used any of these OCTA passes?

R&R PARTNERS

Overall Ridership – Pass Usage

Forty-two percent of those who do not use OCTA bus passes say it is because they have no need. Twenty-eight percent do not want to pay in advance and 19% say they are not aware of where to purchase the passes.

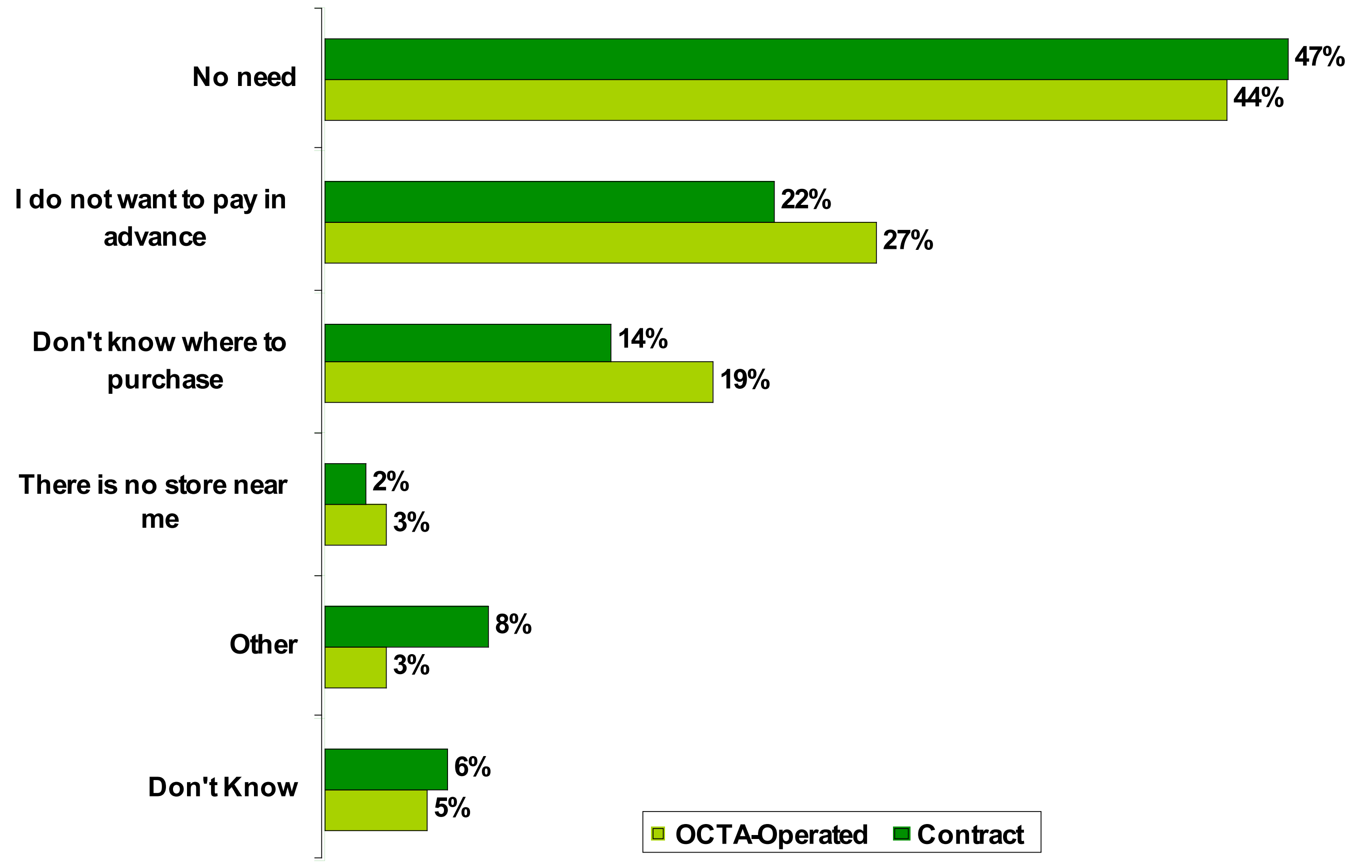


N (customers) = 127. Base: Aware/Never used OCTA bus pass

Q17c. Why haven't you used any of these OCTA bus passes?

Contract vs. OCTA-Operated Routes – Pass Usage

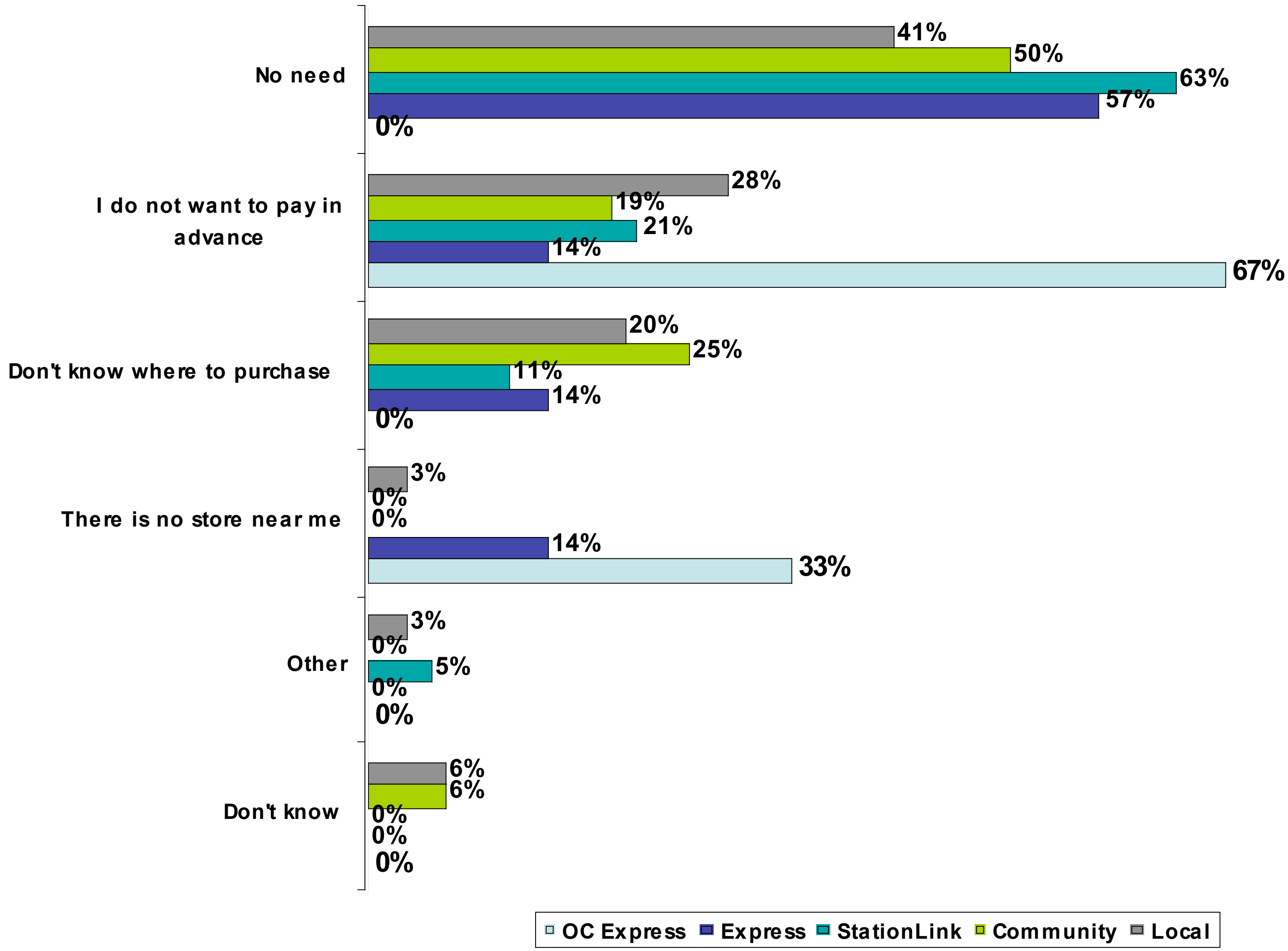
Customers on Contract routes are somewhat more likely to say they don't have a need for bus passes, while respondents on OCTA-Operated routes are more likely to say they don't want to purchase in advance or don't know where to purchase passes.



Base: Aware/Never used OCTA bus pass

Q17c. Why haven't you used any of these OCTA bus passes?

Specific Route Types – Pass Usage

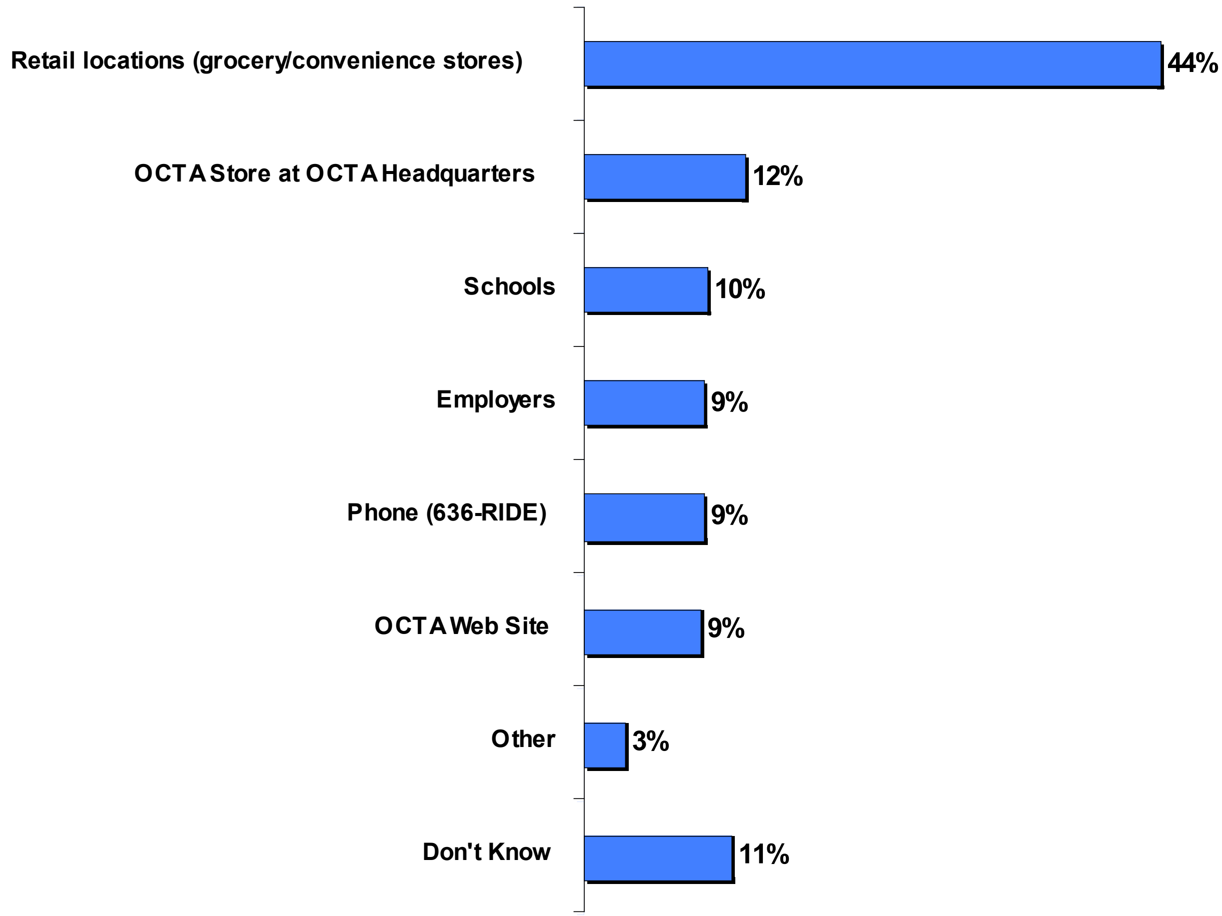


Contains very small base sizes. Base: Aware/Never used OCTA bus pass

Q17c. Why haven't you used any of these OCTA bus passes? Not asked in 2005.

Overall Ridership – Pass Purchase Preference

Forty-four percent of customers would prefer to purchase their OCTA bus pass at retail locations. The other customers were divided among a mix of locations/options.

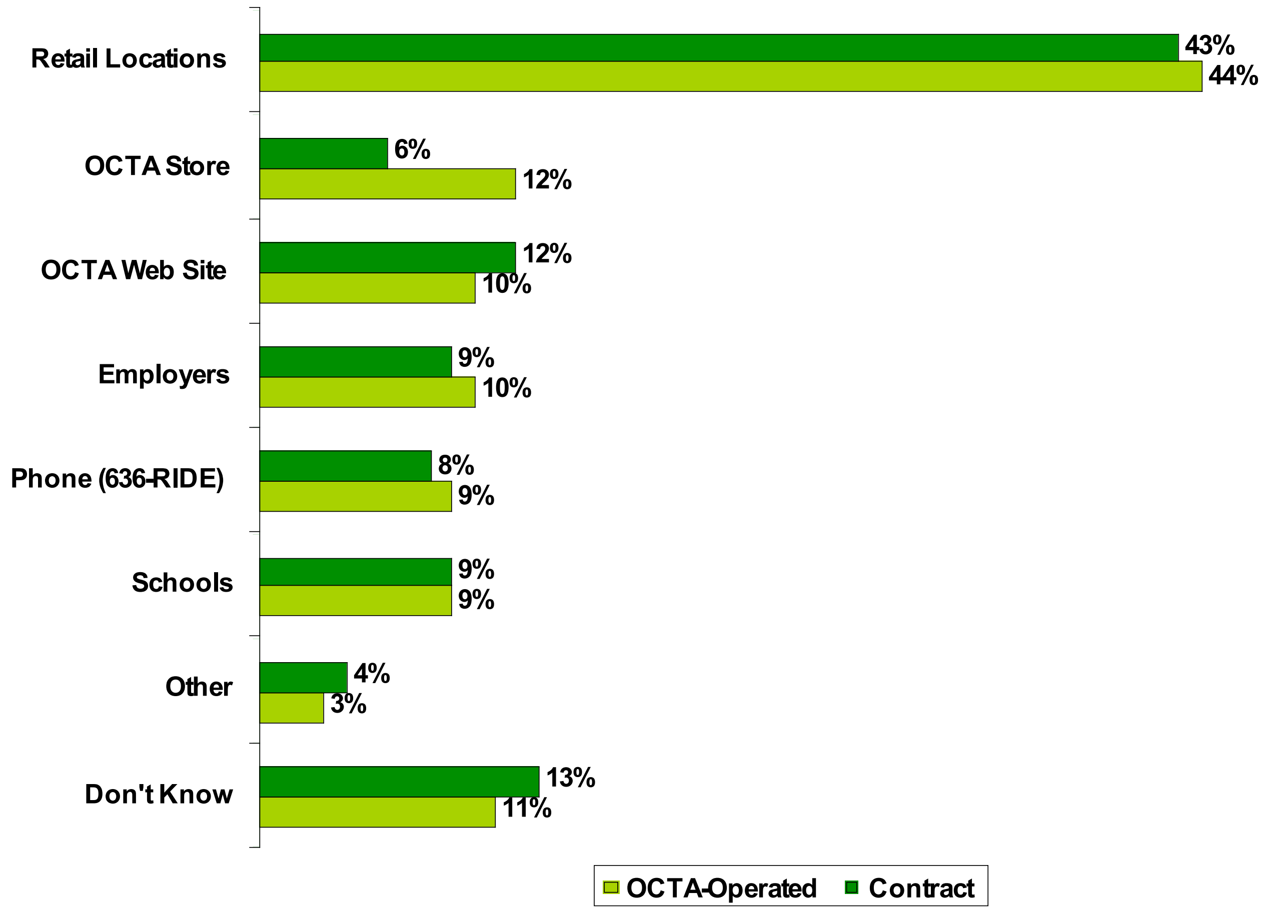


N (customers) = 902

Q17d. Where would you prefer to purchase your OCTA bus pass?

Contract vs. OCTA-Operated Routes – Pass Purchase Preference

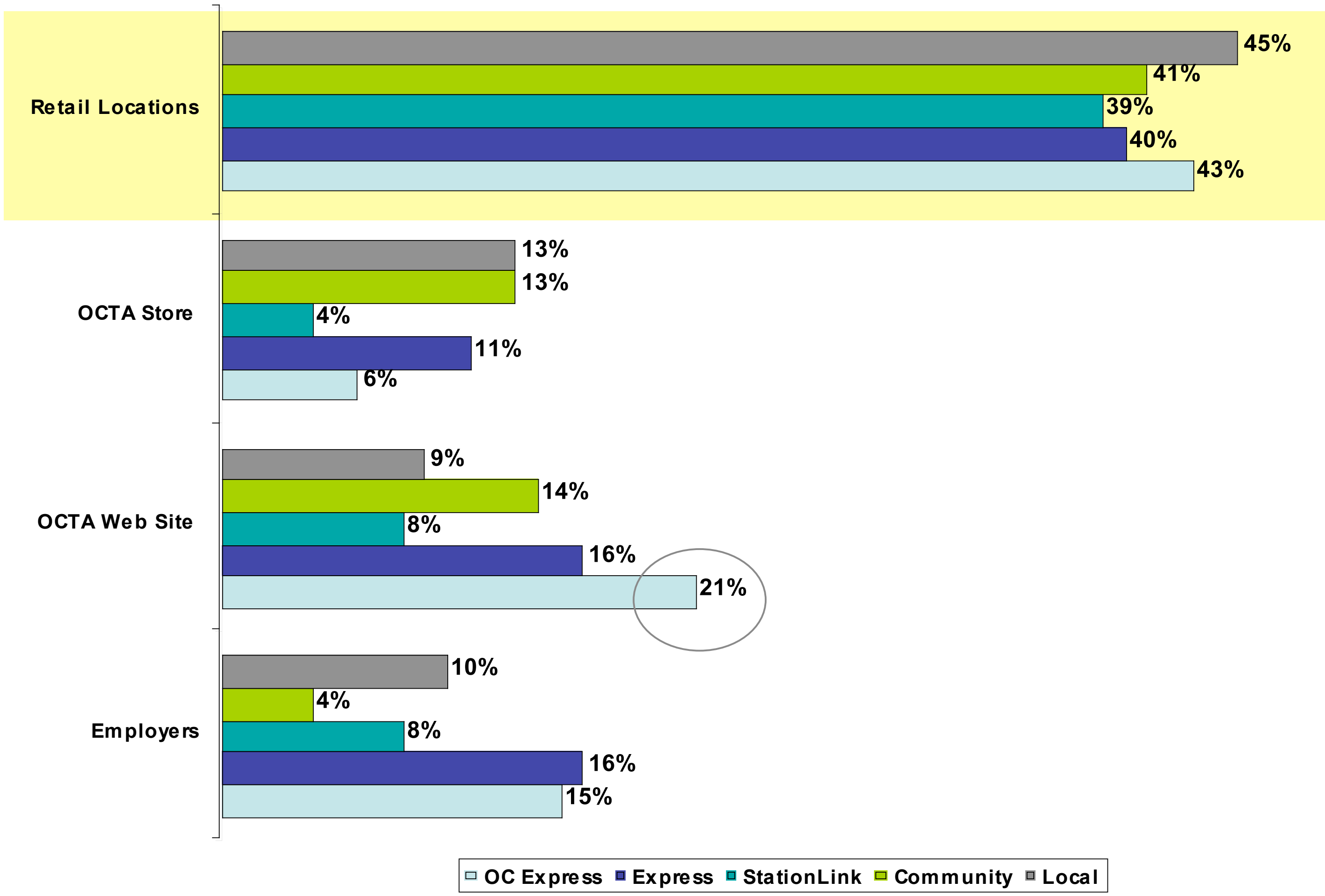
Similar percentages of customers on Contract and OCTA-Operated routes would prefer to purchase their OCTA bus passes at retail locations.



Q17d. Where would you prefer to purchase your OCTA bus pass?

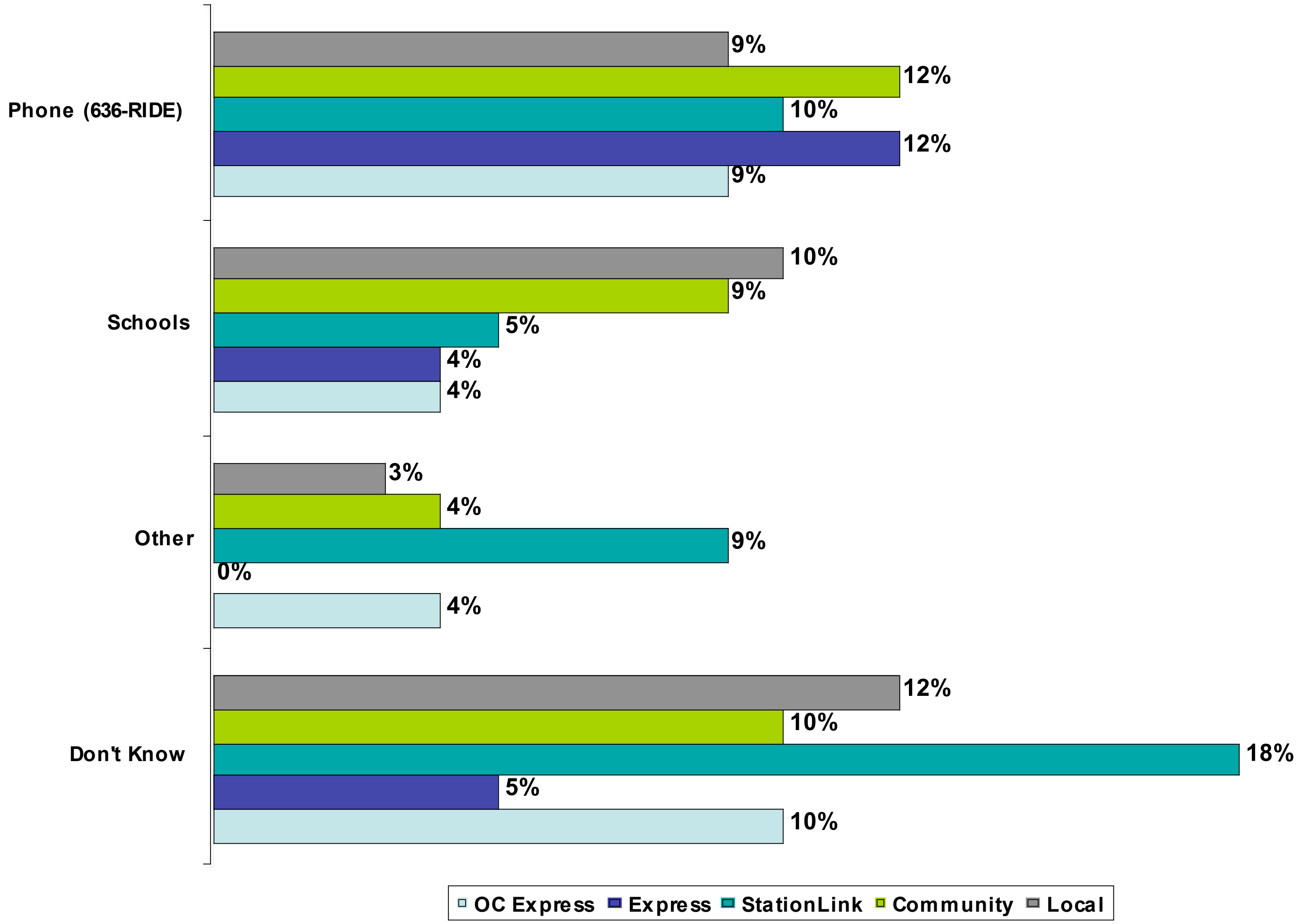
Specific Route Types – Pass Purchase Preference

The preference for OC Express customers to purchase passes on the OCTA Web Site correlates with their higher usage and effectiveness ratings for this source.



Q17d. Where would you prefer to purchase your OCTA bus pass?

Specific Route Types – Pass Purchase Preference

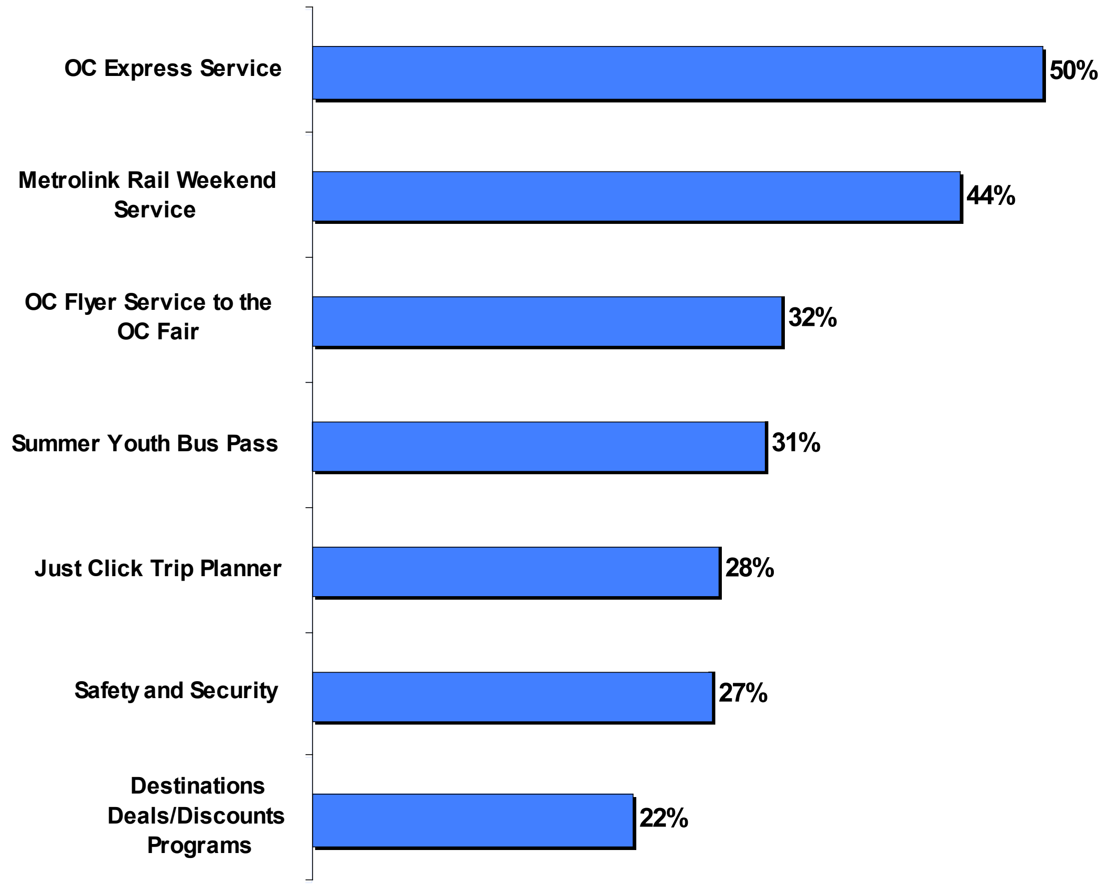


Q17d. Where would you prefer to purchase your OCTA bus pass?

Other In-depth Findings

Overall Ridership – Awareness of Programs/Services

Half of customers are aware of OC Express Service. Metrolink Rail Weekend Service has the second highest awareness (44%), followed by OC Flyer Service to the OC Fair (32%) and the Summer Youth Bus Pass (31%).

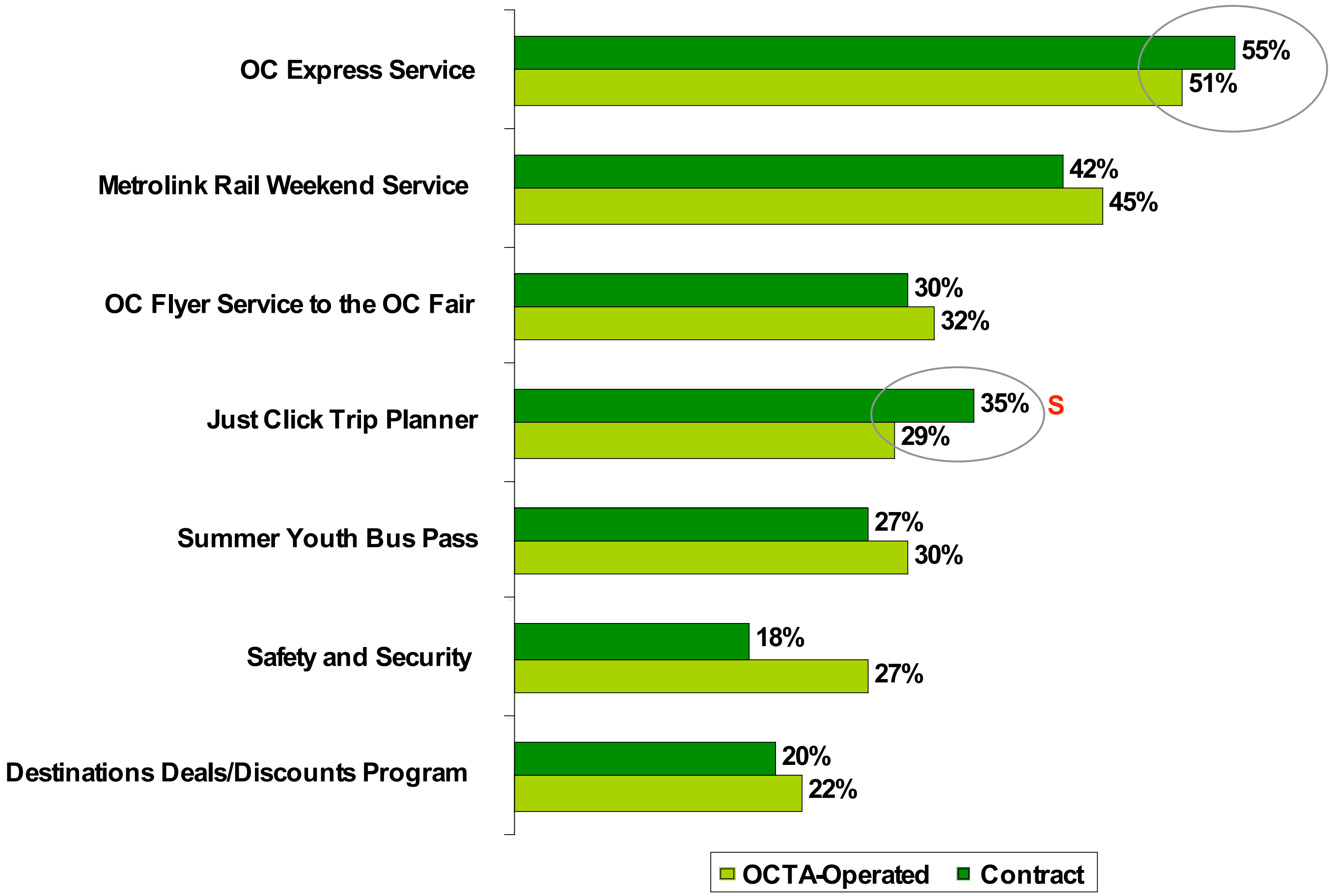


N (customers) = 902

Q18. Awareness of other OCTA programs or services:

Contract vs. OCTA-Operated Routes – Awareness of Programs/Services

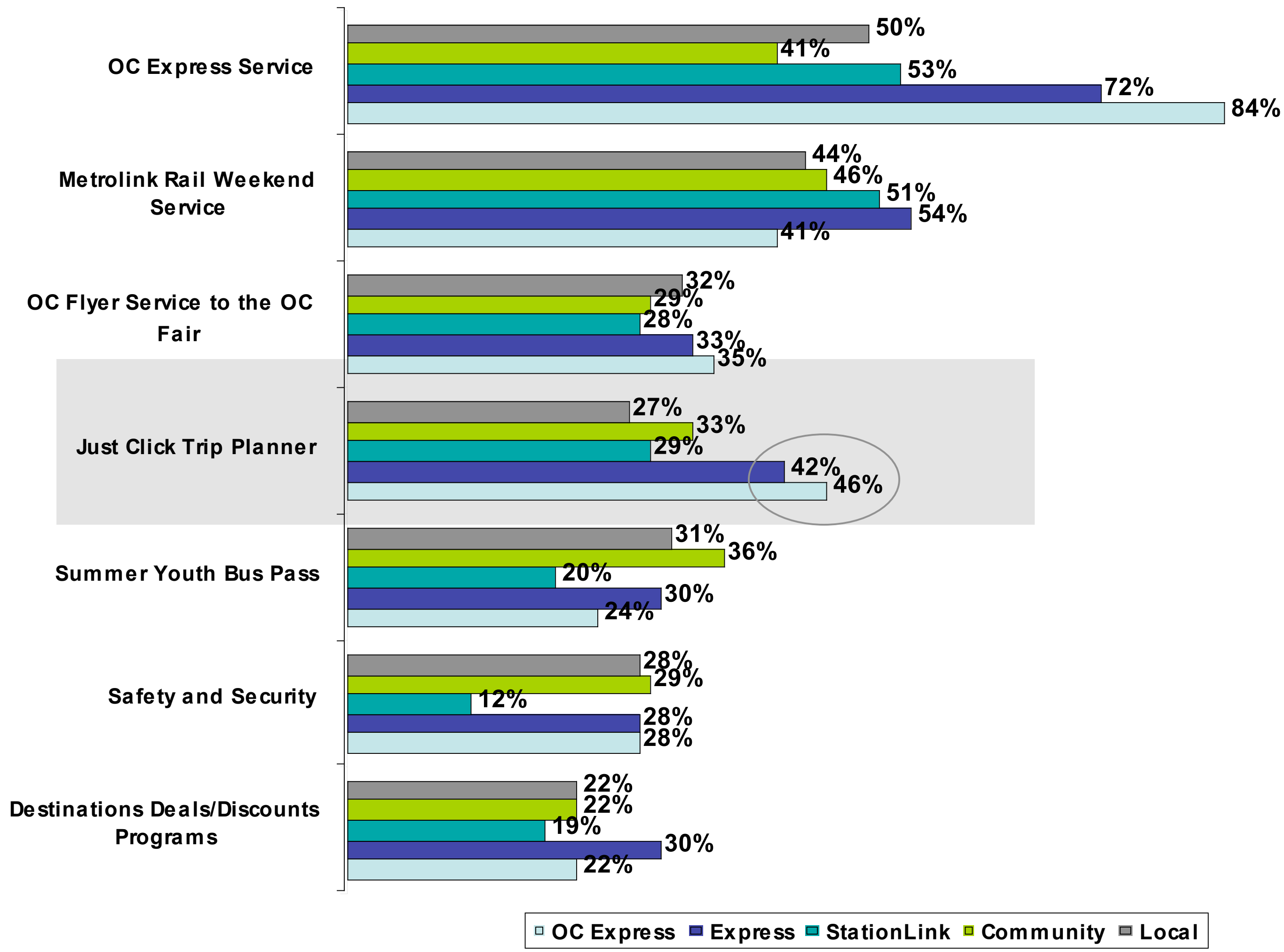
Customers on contract routes are more aware of OC Express Service and are significantly more aware of the Just Click Trip Planner. Customers on OCTA-Operated routes are more aware of all other programs and services.



Q18. Awareness of other OCTA programs or services:

Specific Route Types – Awareness of Programs/Services

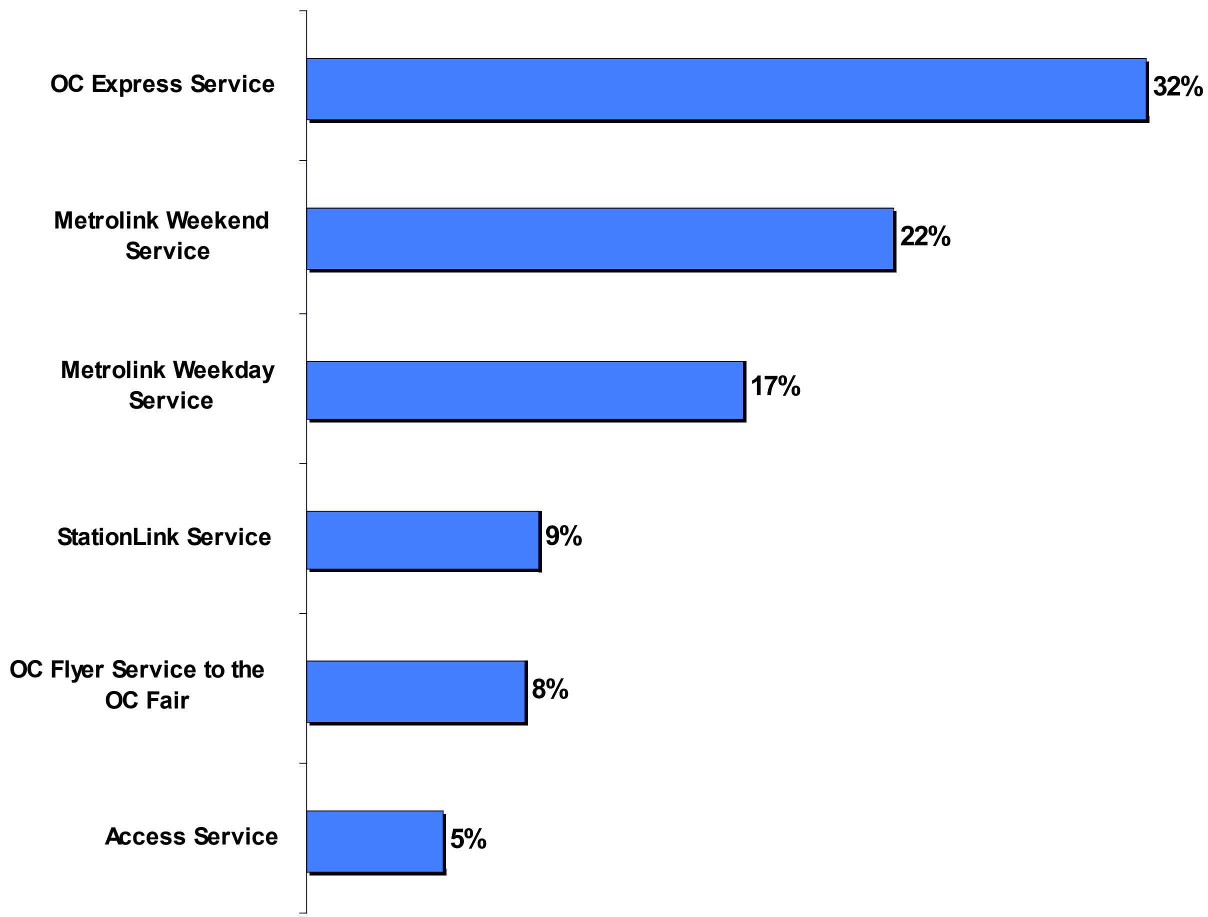
Just Click Trip Planner appears to have higher awareness among Express and OC Express customers.



Q18. Awareness of other OCTA programs or services:

Overall Ridership – Services Used

Almost one-third of customers had used OC Express Service in the past 12 months. Metrolink Weekend Service (22%) and Metrolink Weekday service (17%) were the next most frequently used services.

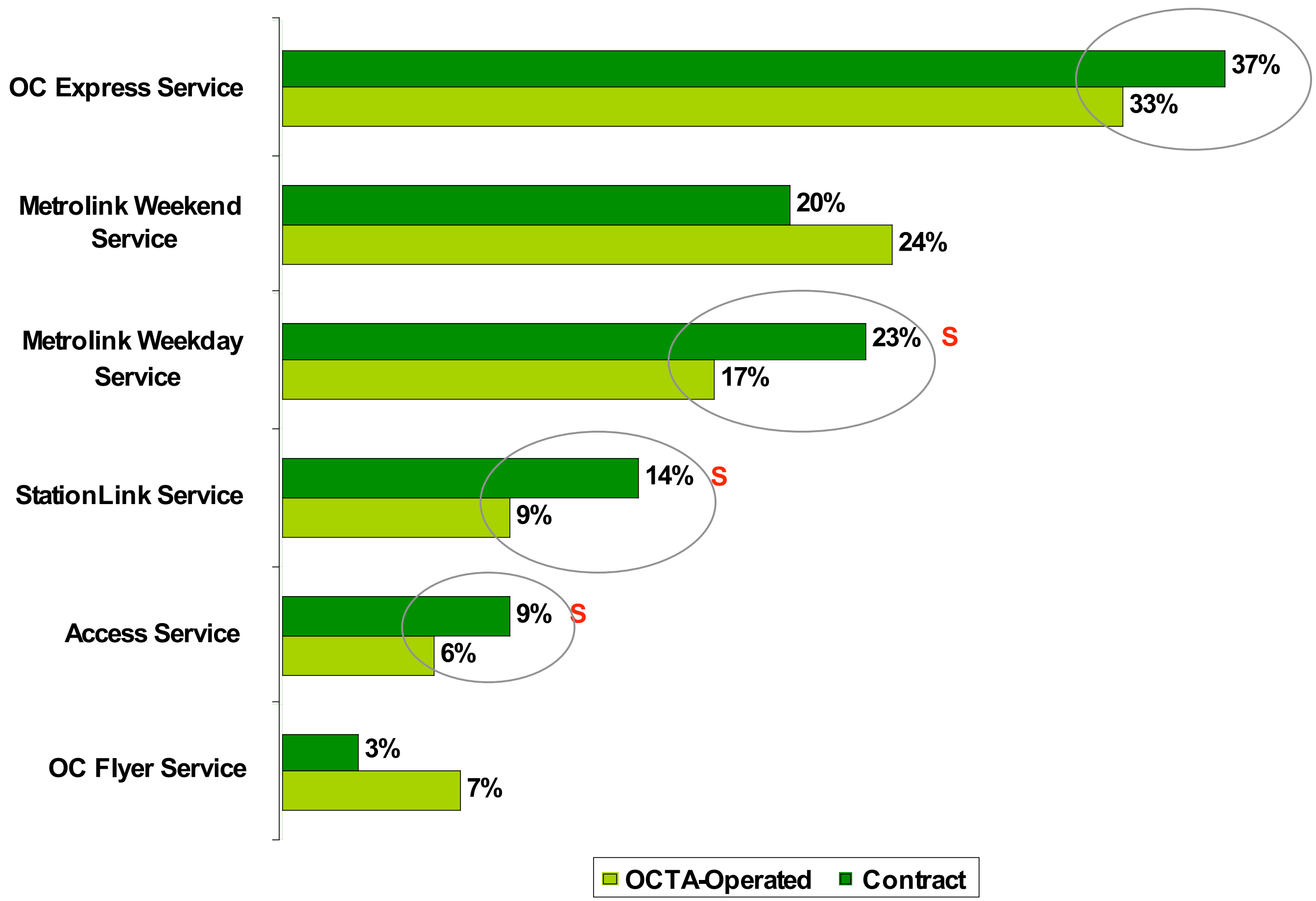


N (customers) = 902

Q19. Which of the following services have you used in the past 12 months?

Contract vs. OCTA-Operated Routes – Services Used

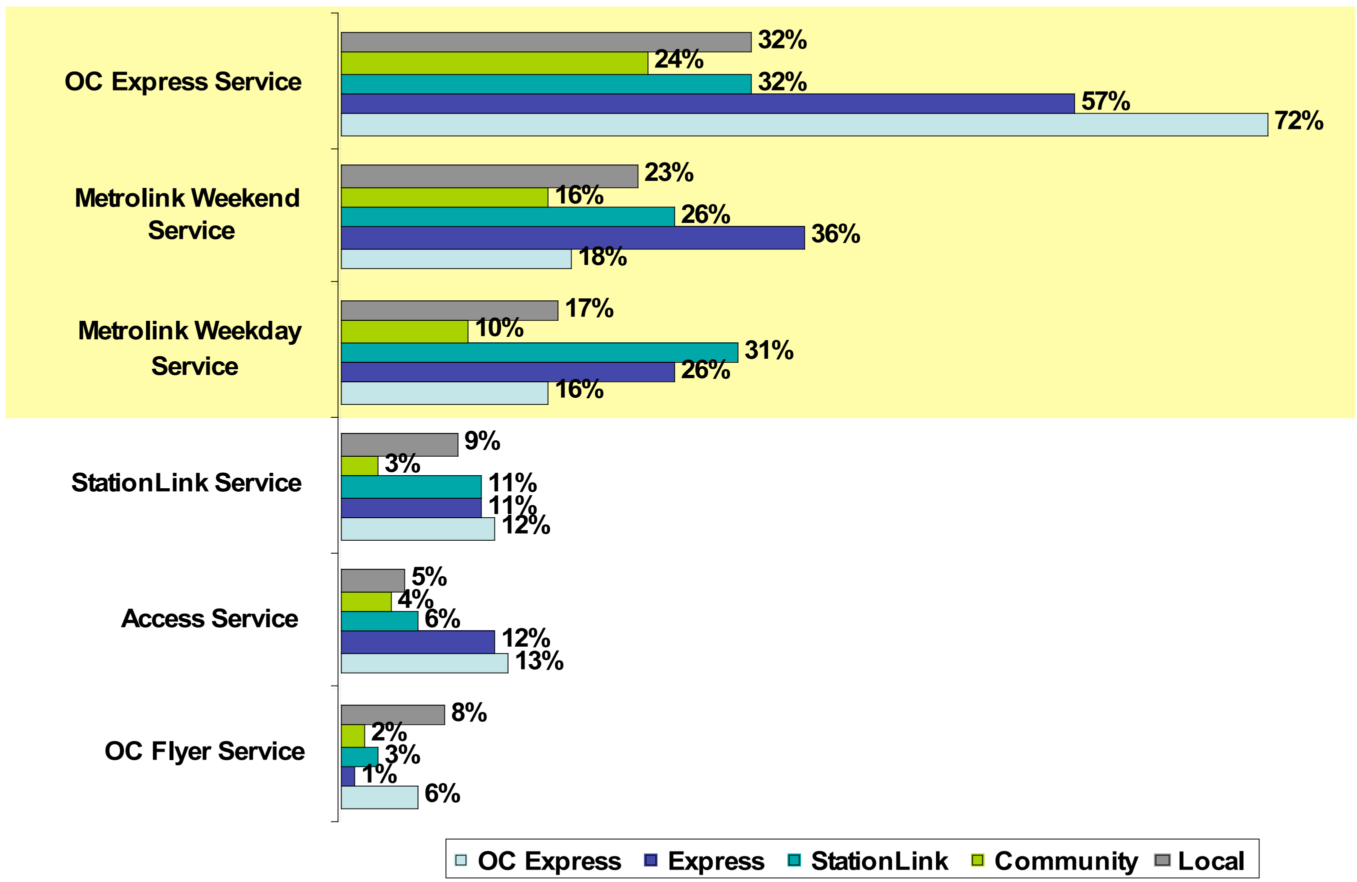
Customers on Contract routes were more likely to have used OC Express Service and significantly more likely to have used Metrolink Weekday Service, StationLink Service, and Access Service. Customers on OCTA-Operated routes were more likely to have used Metrolink Weekend Service.



Q19. Which of the following services have you used in the past 12 months?

Specific Route Types – Services Used

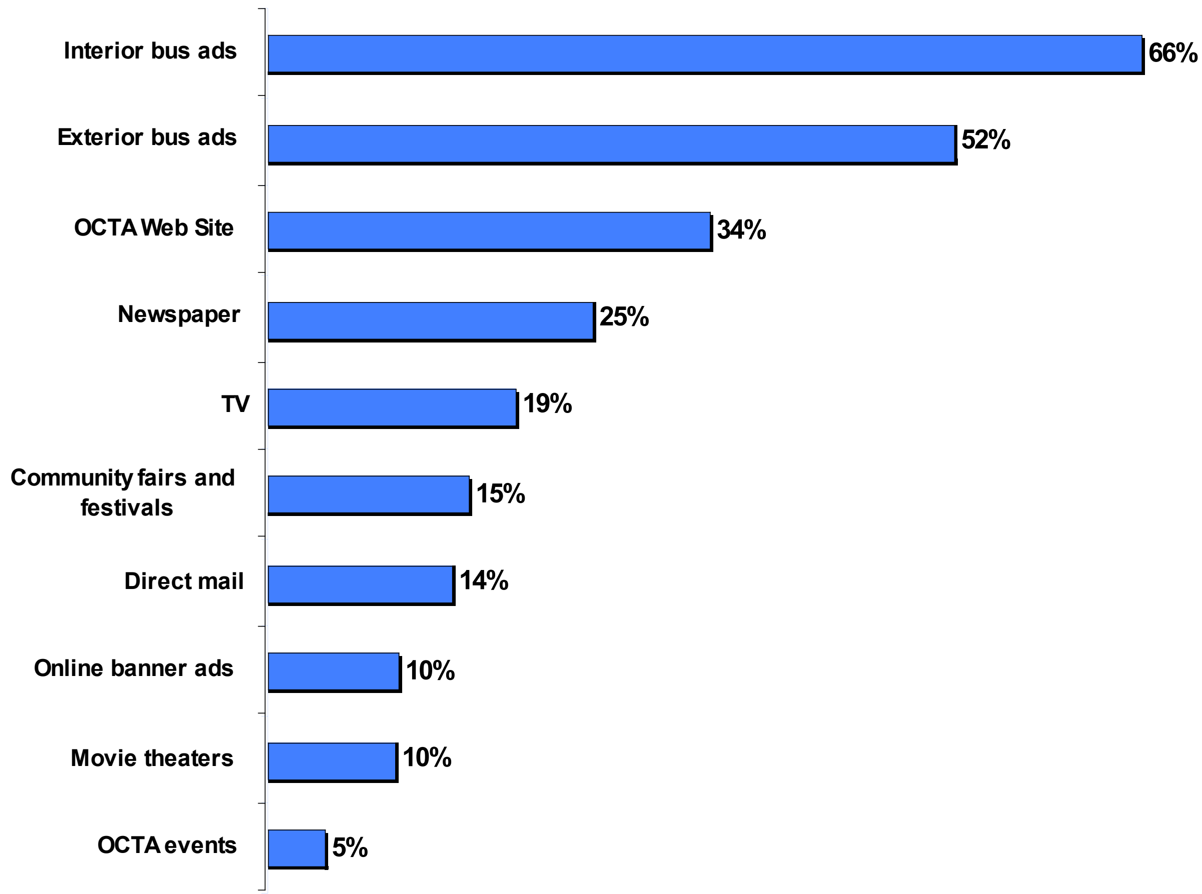
As expected, Express routes show higher usage percentages on OC Express Service. Express routes show higher percentages on Metrolink Weekend Service and StationLink routes show higher percentages on Metrolink Weekday Service.



Q19. Which of the following services have you used in the past 12 months?

Overall Ridership – OCTA Information

Interior bus ads (66%) were the most common place customers saw OCTA information, followed by exterior bus ads (52%) and the OCTA Web site (34%).

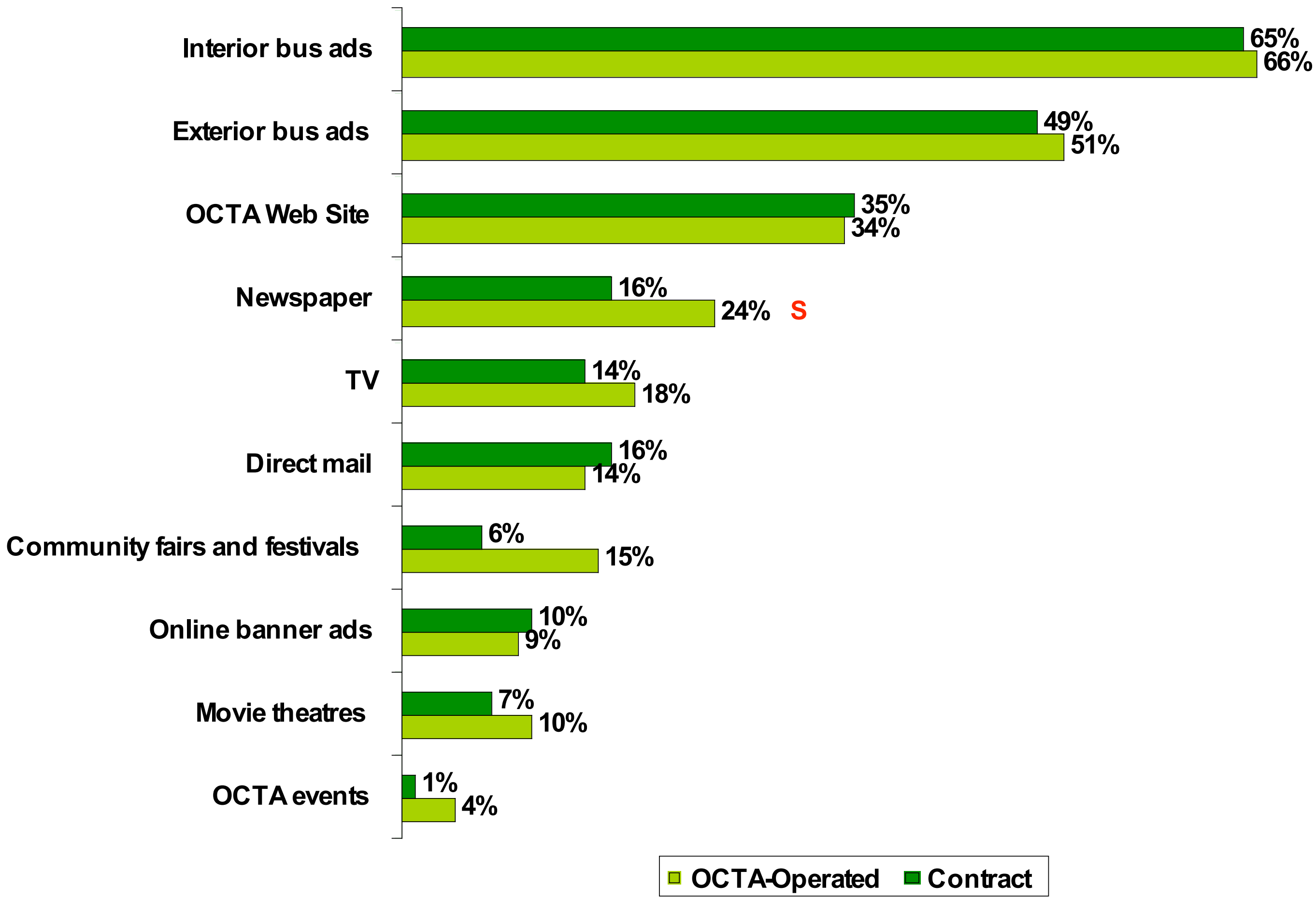


N (customers) = 902

Q20. Besides bus schedule information, which of the following places have you seen OCTA information?

Contract vs. OCTA-Operated Routes – OCTA Information

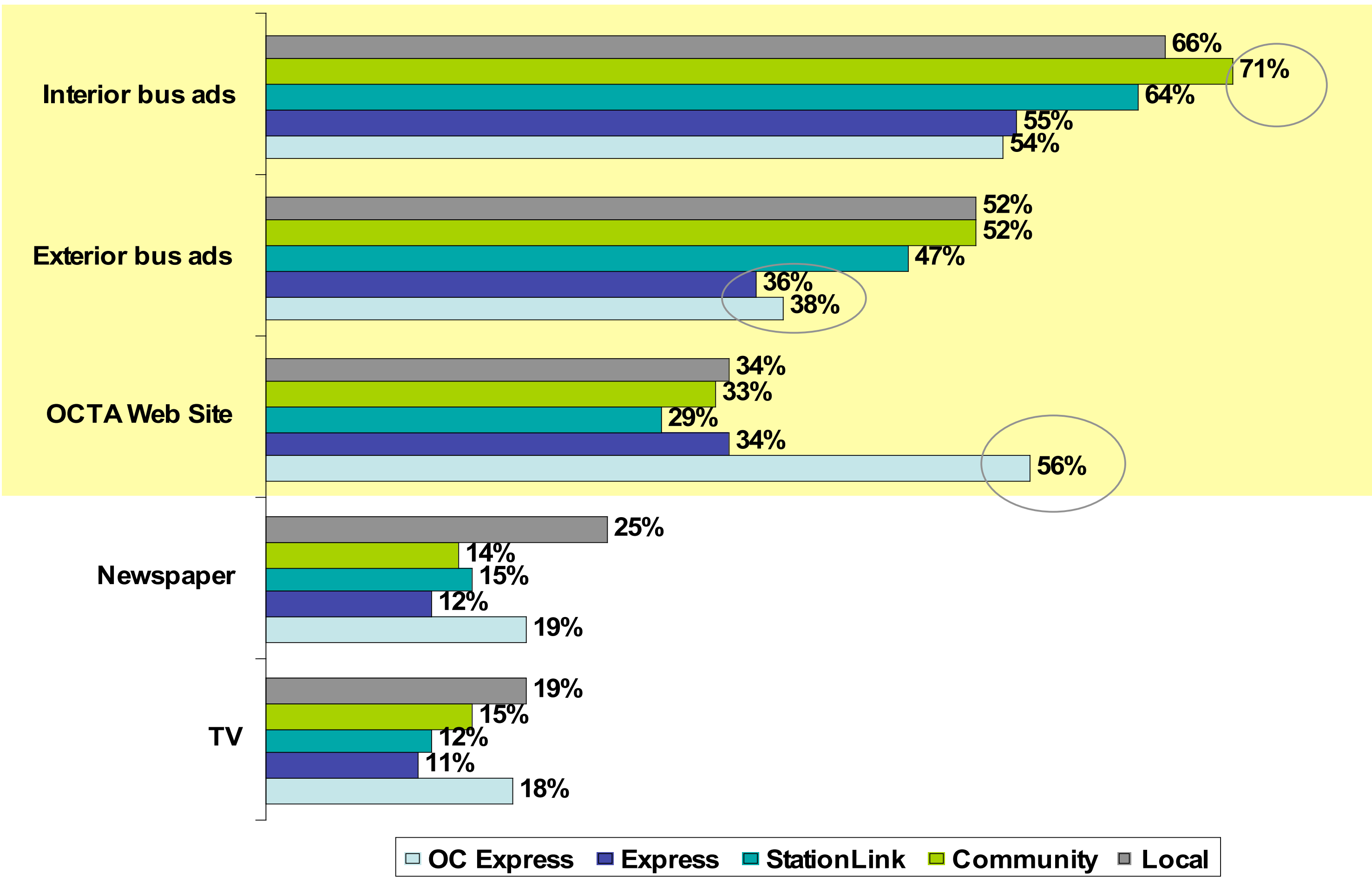
Customers on OCTA-Operated routes were significantly more likely than customers on Contract routes to see OCTA information in a newspaper.



Q20. Besides bus schedule information, which of the following places have you seen OCTA information?

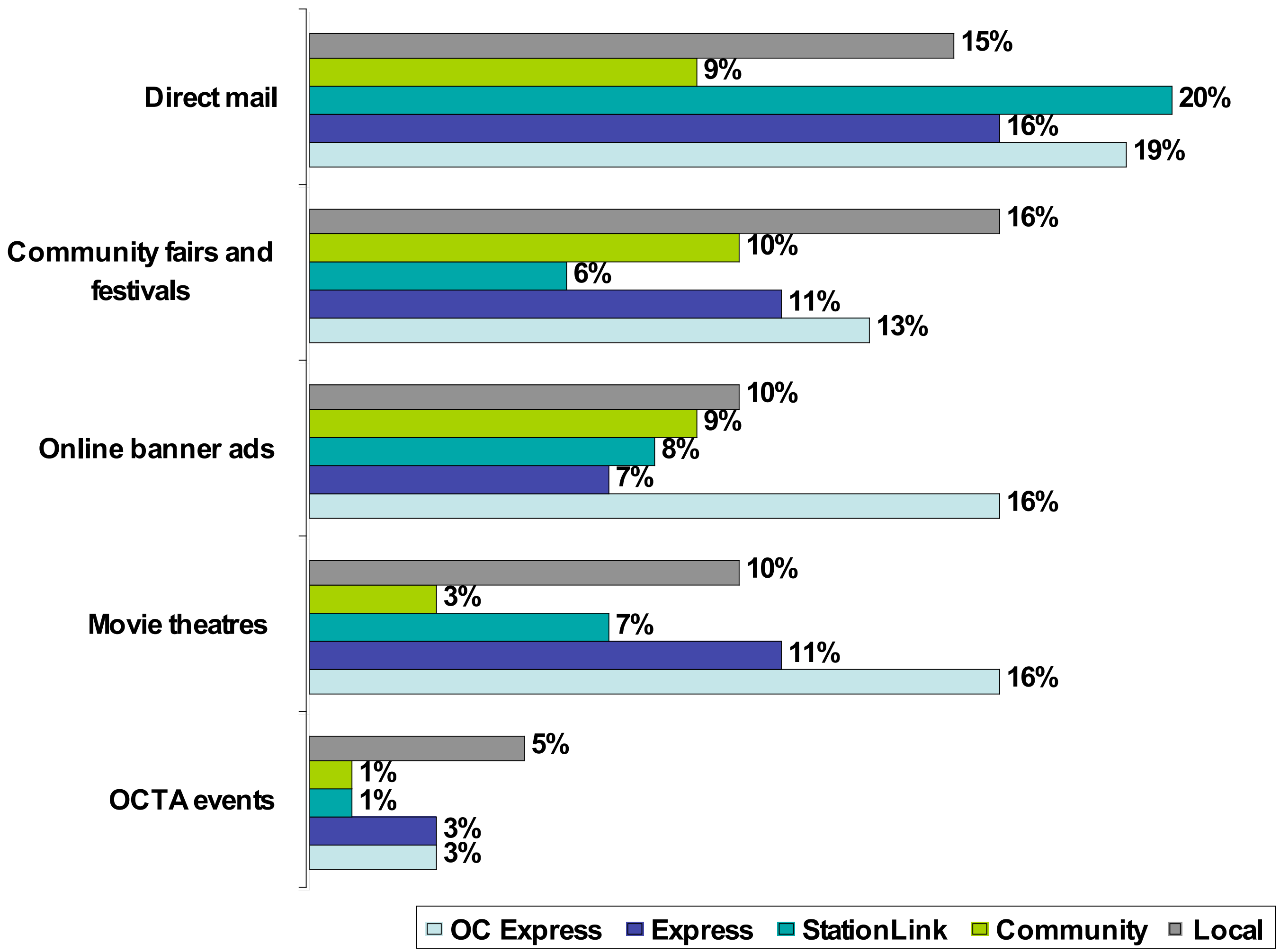
Specific Route Types – OCTA Information

There is high awareness of interior bus ads among customers on Community routes. There is lower awareness of exterior bus ads among customers on Express/OC Express routes. There is high awareness of the OCTA Web Site among customers on OC Express routes.



Q20. Besides bus schedule information, which of the following places have you seen OCTA information?

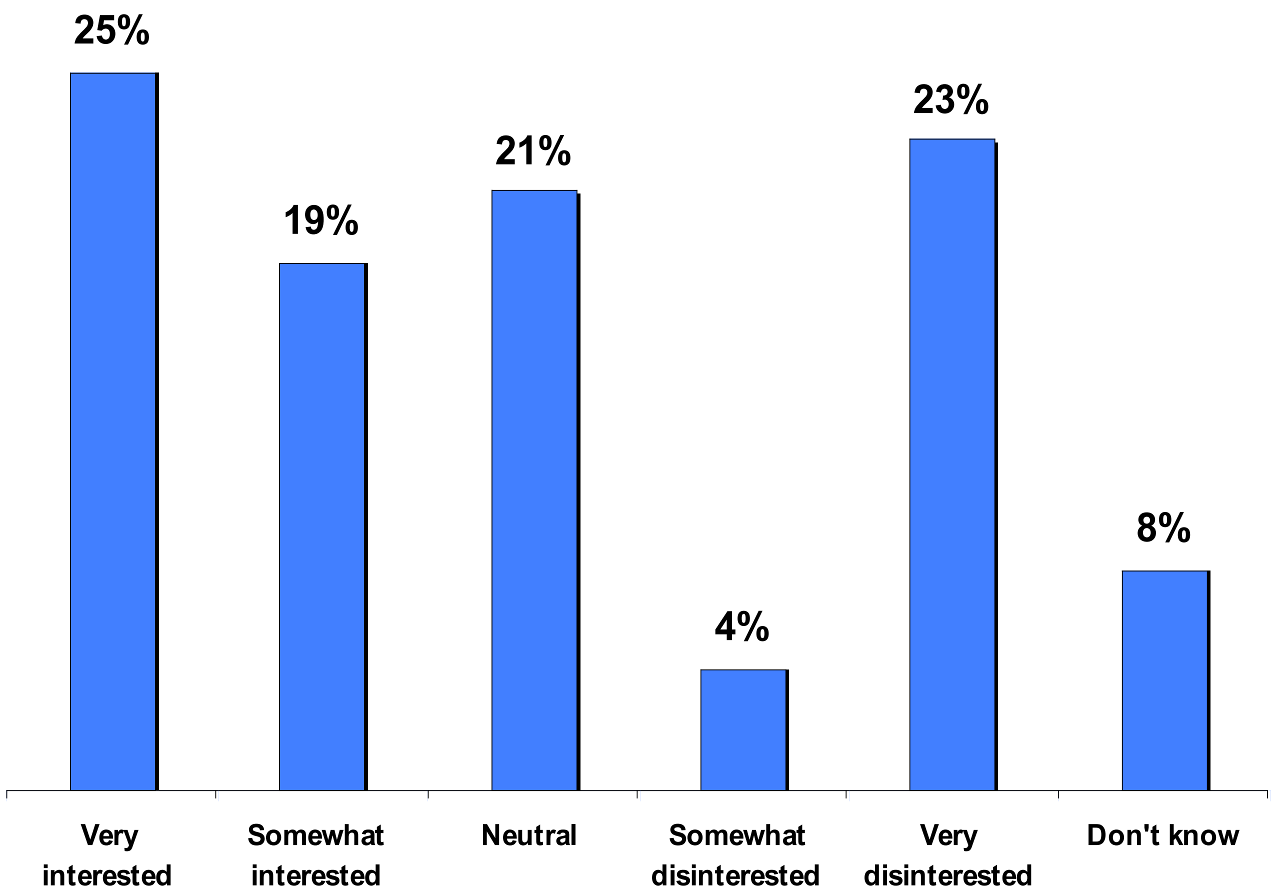
Specific Route Types – OCTA Information



Q20. Besides bus schedule information, which of the following places have you seen OCTA information?

Overall Ridership – Wireless Internet

Forty-four percent of customers say they are interested in having wireless Internet access available to them.



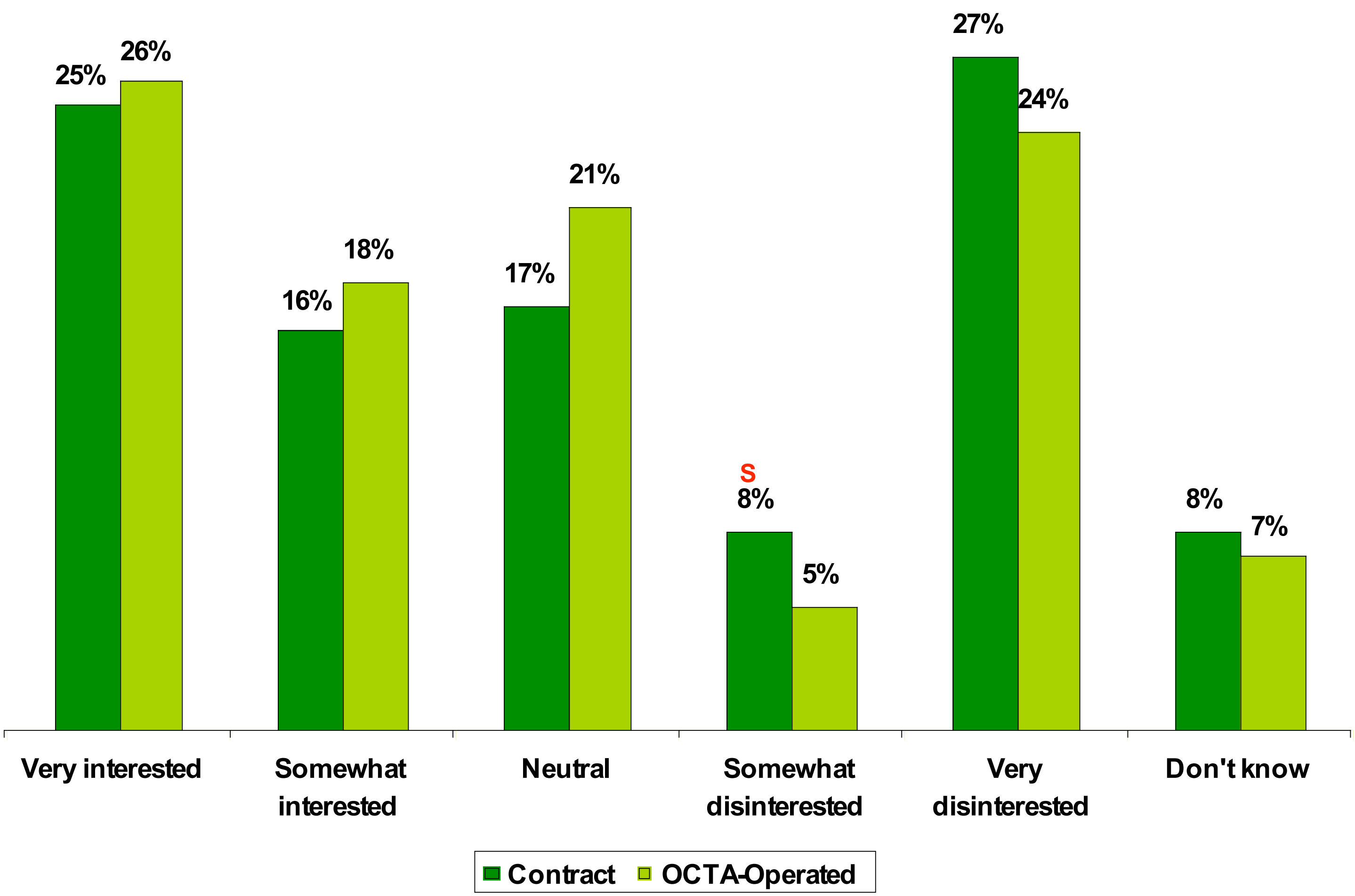
N (customers) = 902

Q21a. How interested are you in having wireless Internet access available to you while riding the bus?

R&R PARTNERS

Contract vs. OCTA-Operated Routes – Wireless Internet

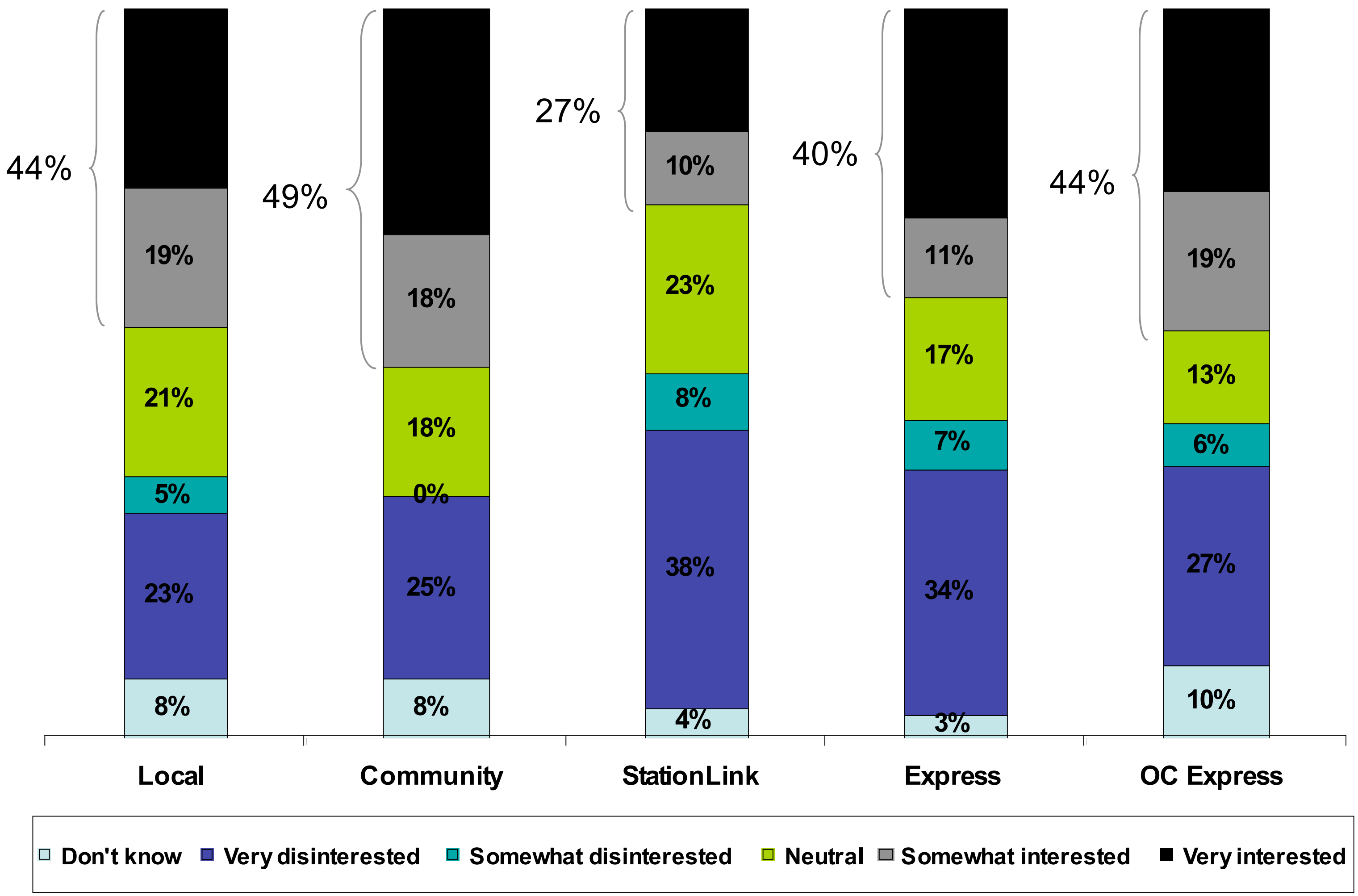
Small differences exist among customers on Contract and OCTA-Operated routes; customers on OCTA-Operated routes appear only slightly more interested in having wireless Internet access.



Q21a. How interested are you in having wireless Internet access available to you while riding the bus?

Specific Route Types – Wireless Internet

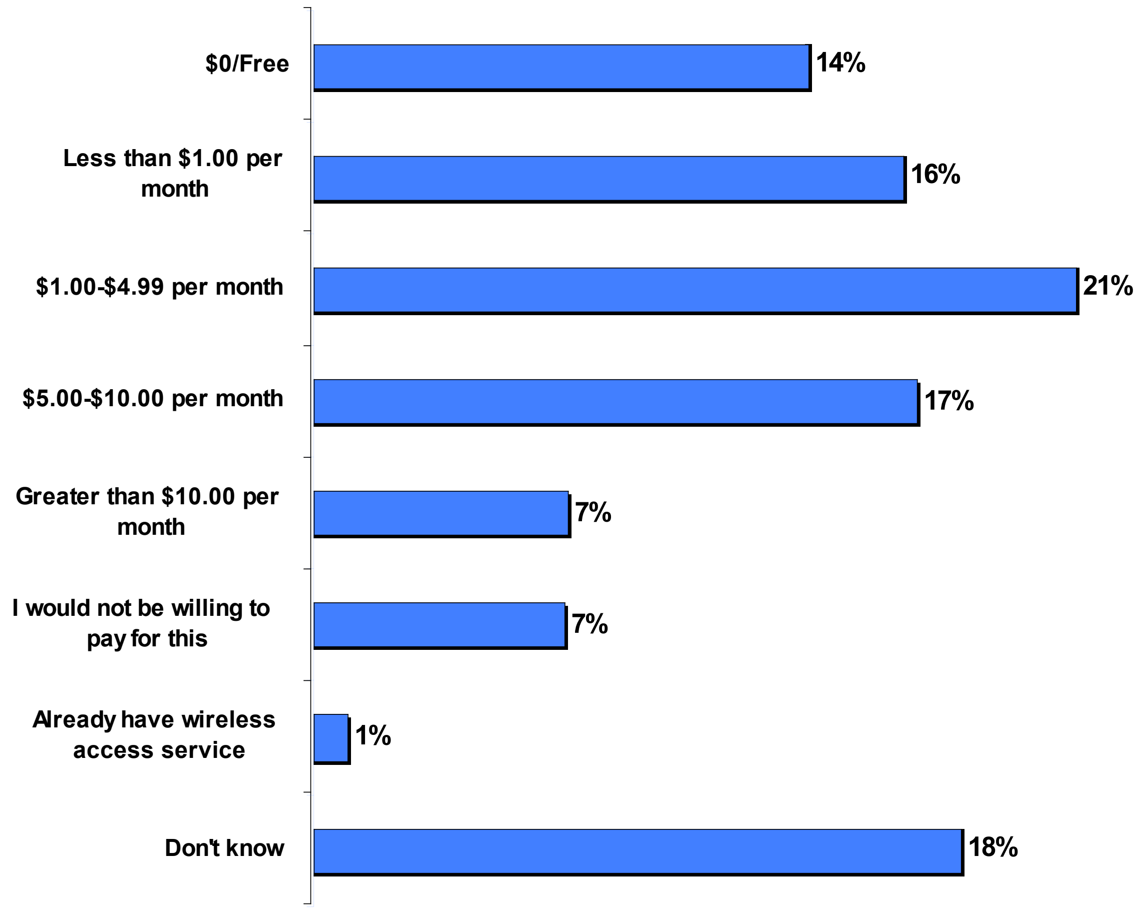
There appears to be low interest in wireless internet among customers on StationLink routes.



Q21a. How interested are you in having wireless Internet access available to you while riding the bus?

Overall Ridership – Wireless Internet Cost

Twenty-one percent of customers think Internet access should be free or say they would not be willing to pay for it. Another 21% think a reasonable price is $1.00 – $4.99 per month and 17% think a reasonable price is $5.00 – $10.00.



N (customers) = 625. Base: Excludes Very disinterested in Q21a.

Q21b. What would you consider a reasonable price per month for wireless Internet access on an OCTA bus?

Contract vs. OCTA-Operated Routes – Wireless Internet Cost

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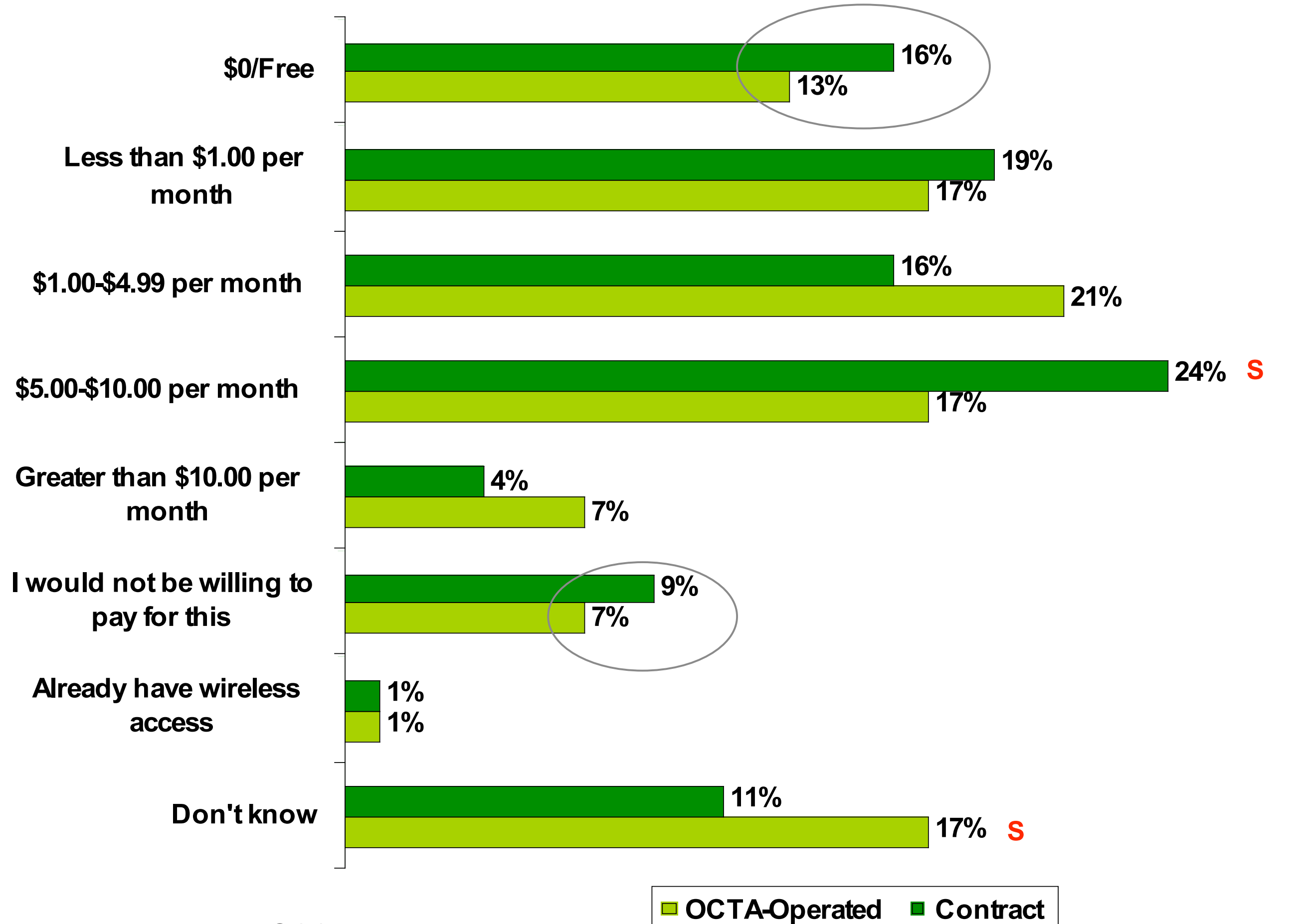
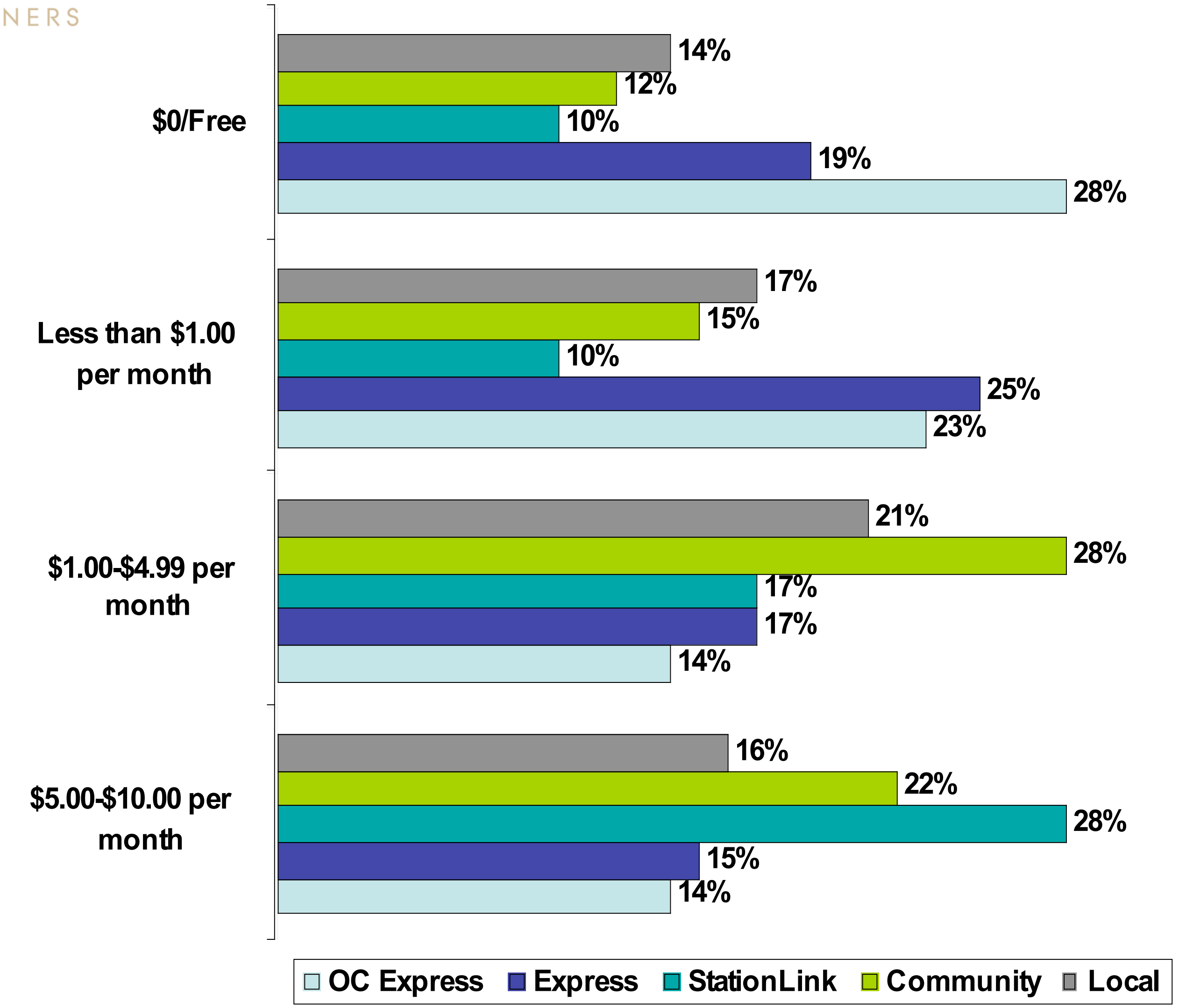
Customers on Contract routes are more likely to think Internet access should be free or say they would not be willing to pay for it (25% vs.20%). They are also significantly more likely to be willing to pay $5.00-$10.00 per month.



Base: Excludes Very disinterested in Q21a.

Q21b. What would you consider a reasonable price per month for wireless Internet access on an OCTA bus?

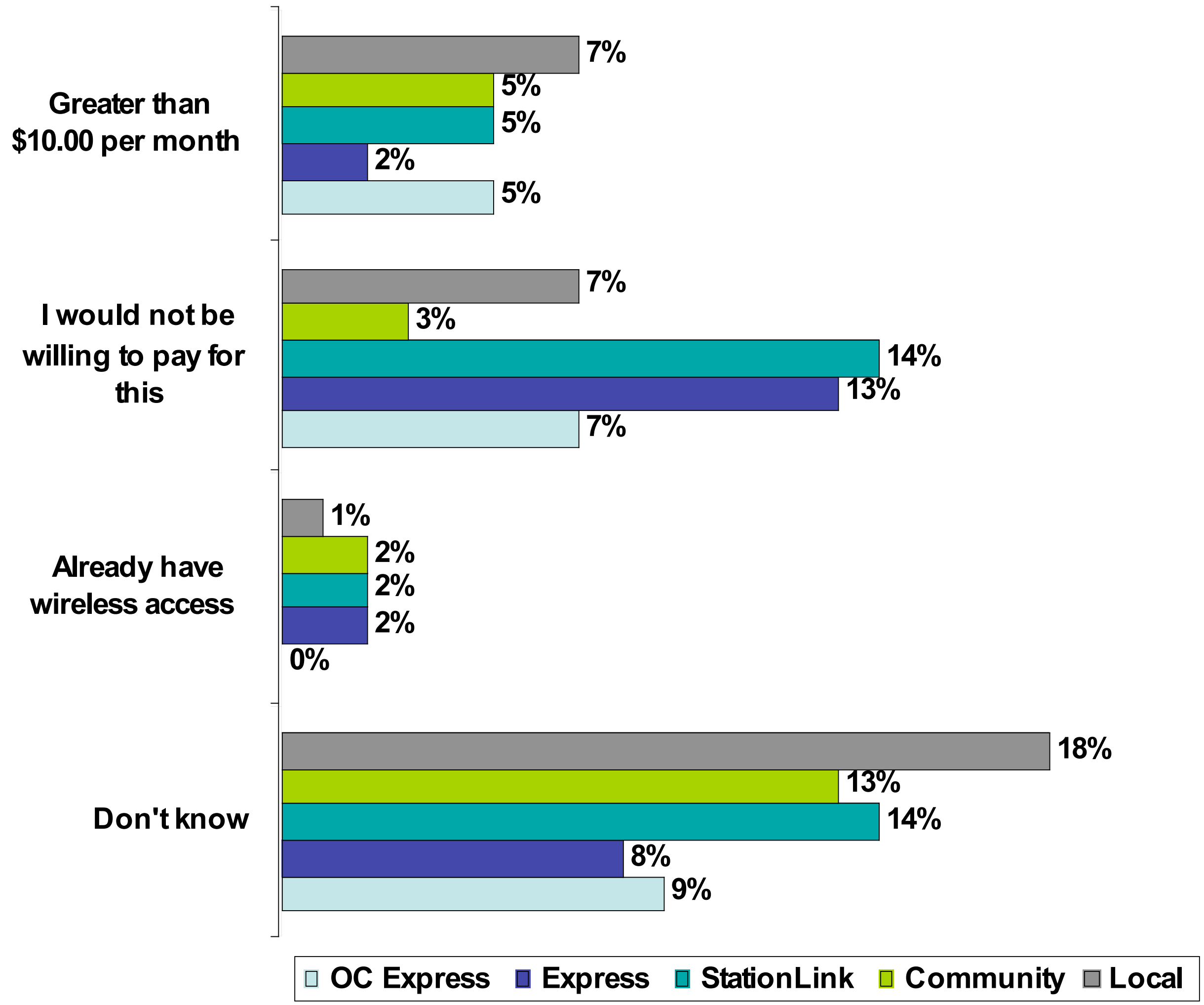
Specific Route Types – Wireless Internet Cost



Very small base sizes. Base: Excludes Very disinterested in Q21a.

Q21b. What would you consider a reasonable price per month for wireless Internet access on an OCTA bus?

Specific Route Types – Wireless Internet Cost



Base: Excludes Very disinterested in Q21a.

Q21b. What would you consider a reasonable price per month for wireless Internet access on an OCTA bus?

Demographic Differences

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Demographic Differences

- There were several demographic differences within overall satisfaction and satisfaction of various attributes:
  - Unregistered voters are significantly more likely than registered voters to be satisfied.
  - Customers with income below $35K were significantly more satisfied than customers with incomes above $35K.
  - 35-64 year old customers were significantly more satisfied than 18-34 year old customers.
  - Hispanic customers were significantly more satisfied than Caucasian customers on multiple attributes.
  - Customers with some high school or less were significantly more likely to be satisfied than customers with high school +.
- There were differences within frequency of service as the most important issue OCTA should focus on:
  - 35-64 year old customers were significantly more likely than 18-34 year old customers to think it was the most important issue.
  - Customers with income below $35K were significantly more likely than customers with income above 35K to think it was the most important issue.
  - Customers with some high school or less were significantly more likely to say it was the most important issue.

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Demographic Differences

- There were some differences among those who say no car was the primary reason for taking the bus:
  - Hispanic customers, non-registered voters, customers with some high school or less, and those with incomes below $35K were significantly more likely to say that no car was the primary reason for taking the bus.

- There were several differences related to OCTA sources/information:
  - Hispanic customers and 35-64 year old customers were more likely to use the Bus Book.
  - Hispanic customers, unregistered voters, 35-64 year old customers, customers with some high school or less, and those with incomes below $35K were significantly more likely than their demographic counterparts to want to get their bus book/schedule on board the bus.
  - Caucasian customers, registered voters, and those with incomes above 35K were significantly more likely to be aware of various bus passes.
  - 35-64 year old customers, Hispanic customers, unregistered voters, those with some high school or less, and those with incomes below 35K were more likely to want to purchase their passes at a retail location.

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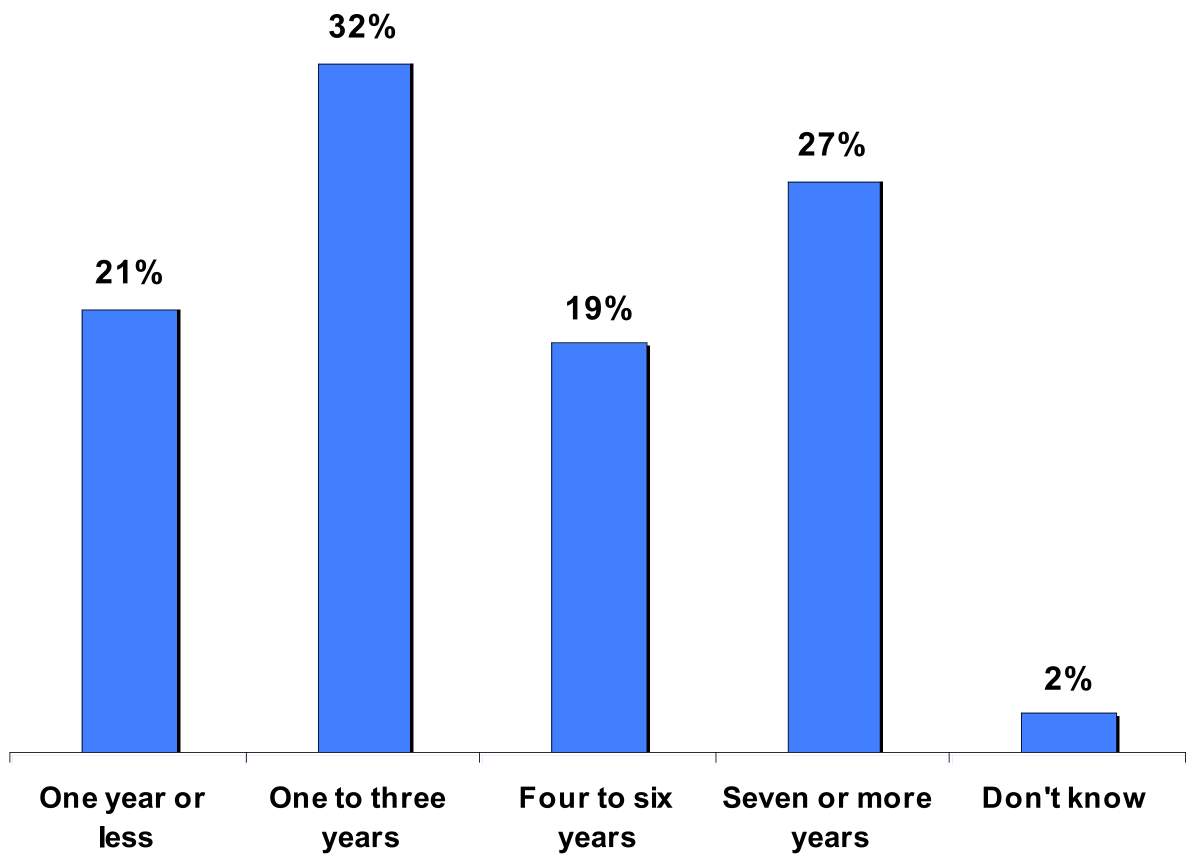
Demographic Differences

- Hispanic customers, customers with some high school or less, and those with incomes above $35K were more likely than their demographic counterparts to say the primary purpose of their current bus trip was work.
- Caucasian customers were significantly more likely than Hispanic customers to be aware of other OCTA programs.
- Internet access on board the bus is more appealing to 18-34 year olds, registered voters, and those who have a high school education or more.

Demographic Information

Overall Ridership – Length of Ridership

Average length of time using OCTA bus service is 4.3 years (mean score).

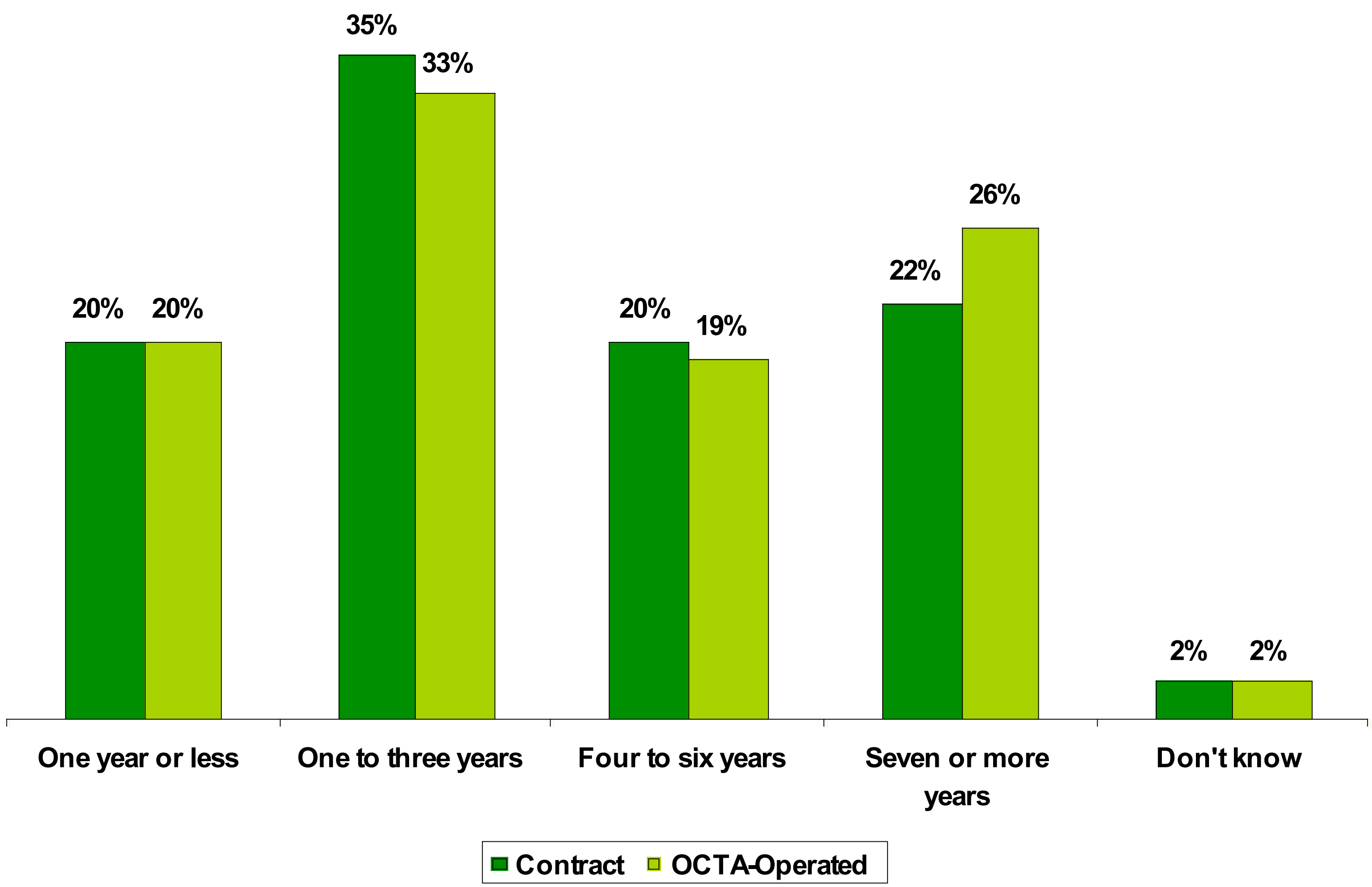


2007 Mean = 4.3 Years

N (customers) = 902

Q22. How long have you used OCTA bus service?

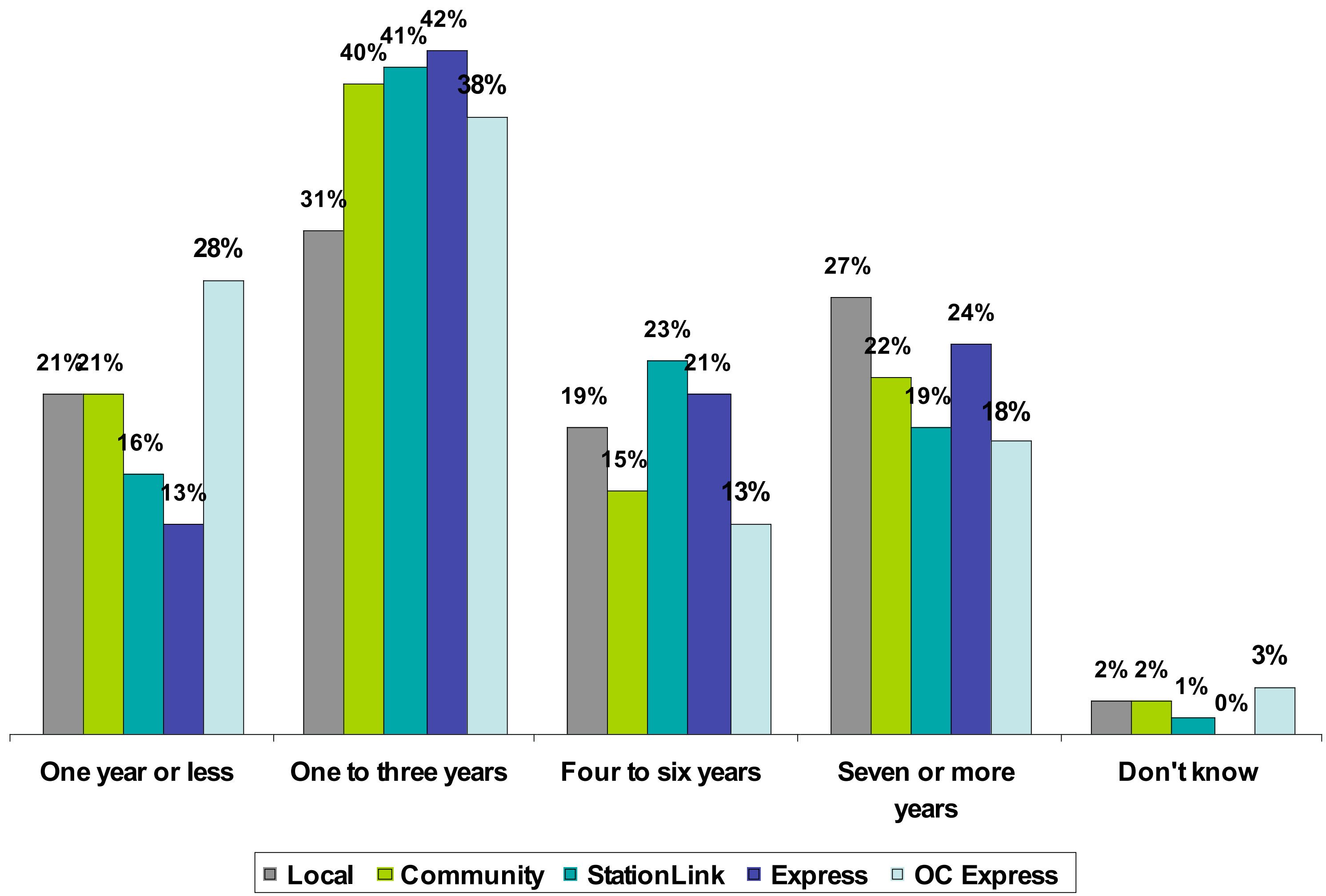
Contract vs. OCTA-Operated Routes – Length of Ridership



Contract Mean = 4.1 Years
Non-Contract Mean = 4.3

Q22. How long have you used OCTA bus service?

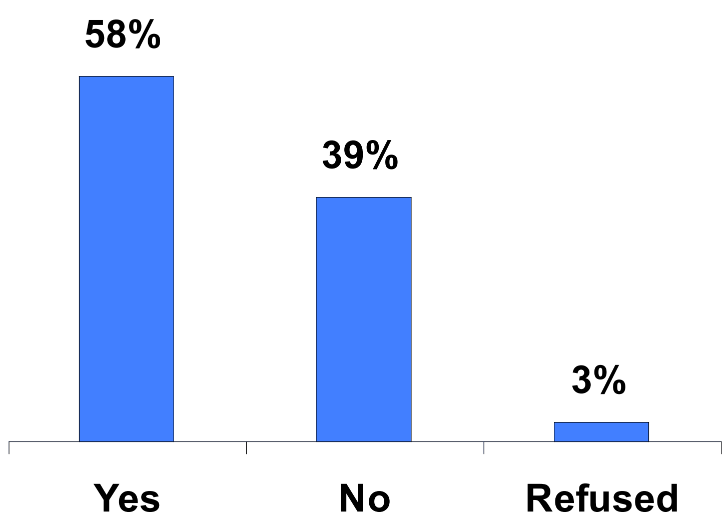
Specific Route Types – Length of Ridership



Q22. How long have you used OCTA bus service?

Overall Ridership – Internet Access

The majority of customers (58%) currently have access to the Internet.



N (customers) = 902

Q23. Do you currently have access to the Internet?

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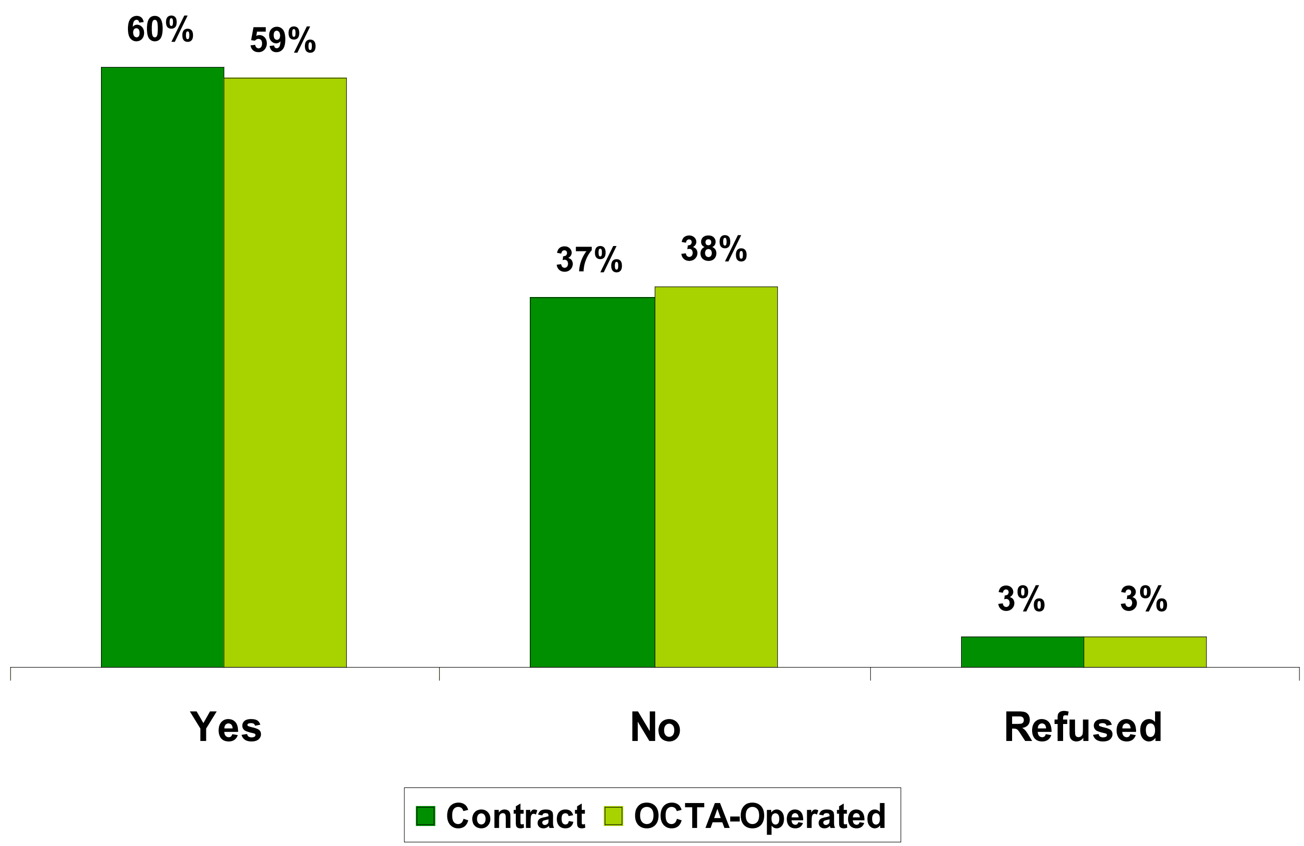
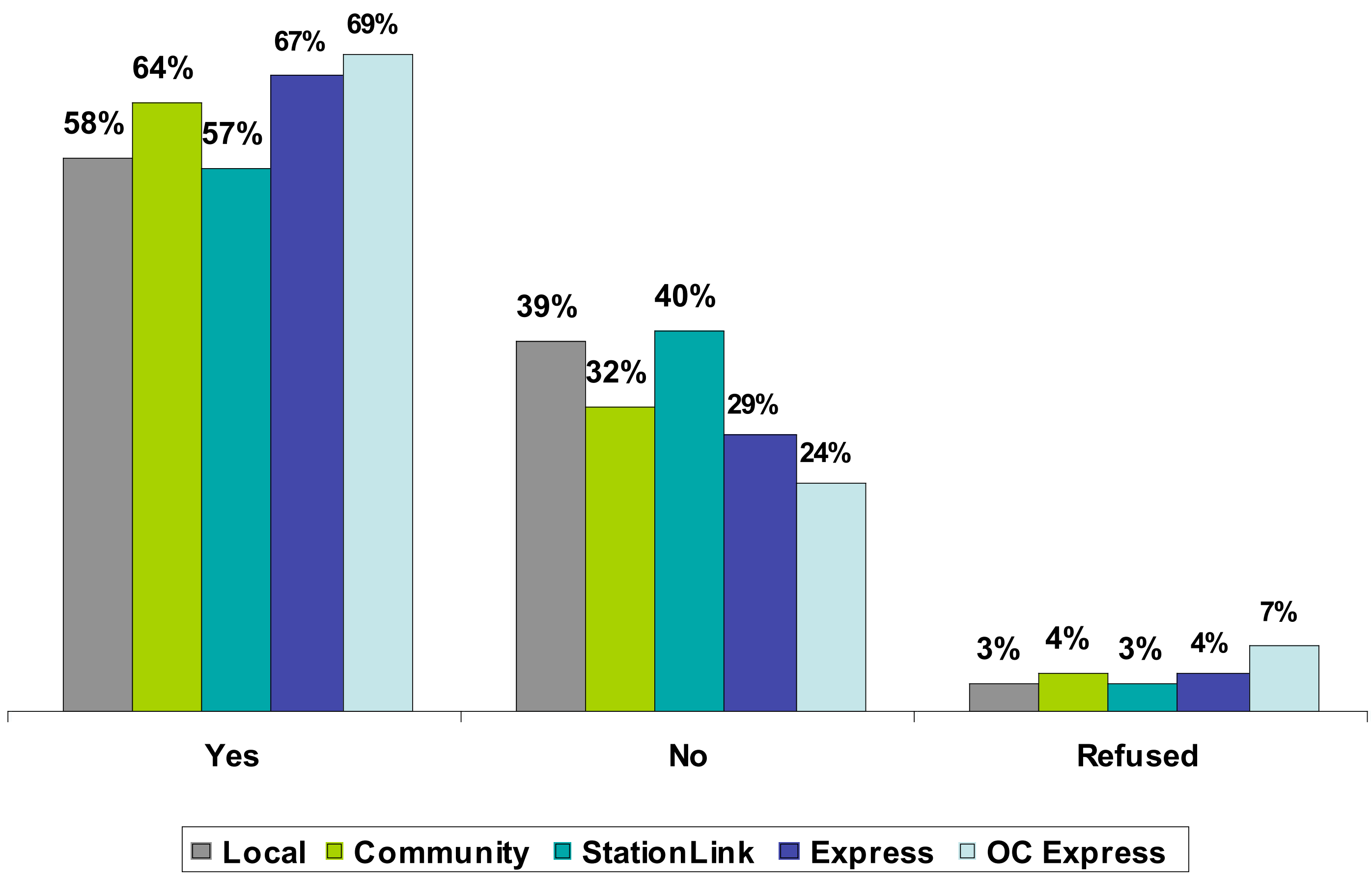
Contract vs. OCTA-Operated Routes – Internet Access



Q23. Do you currently have access to the Internet?

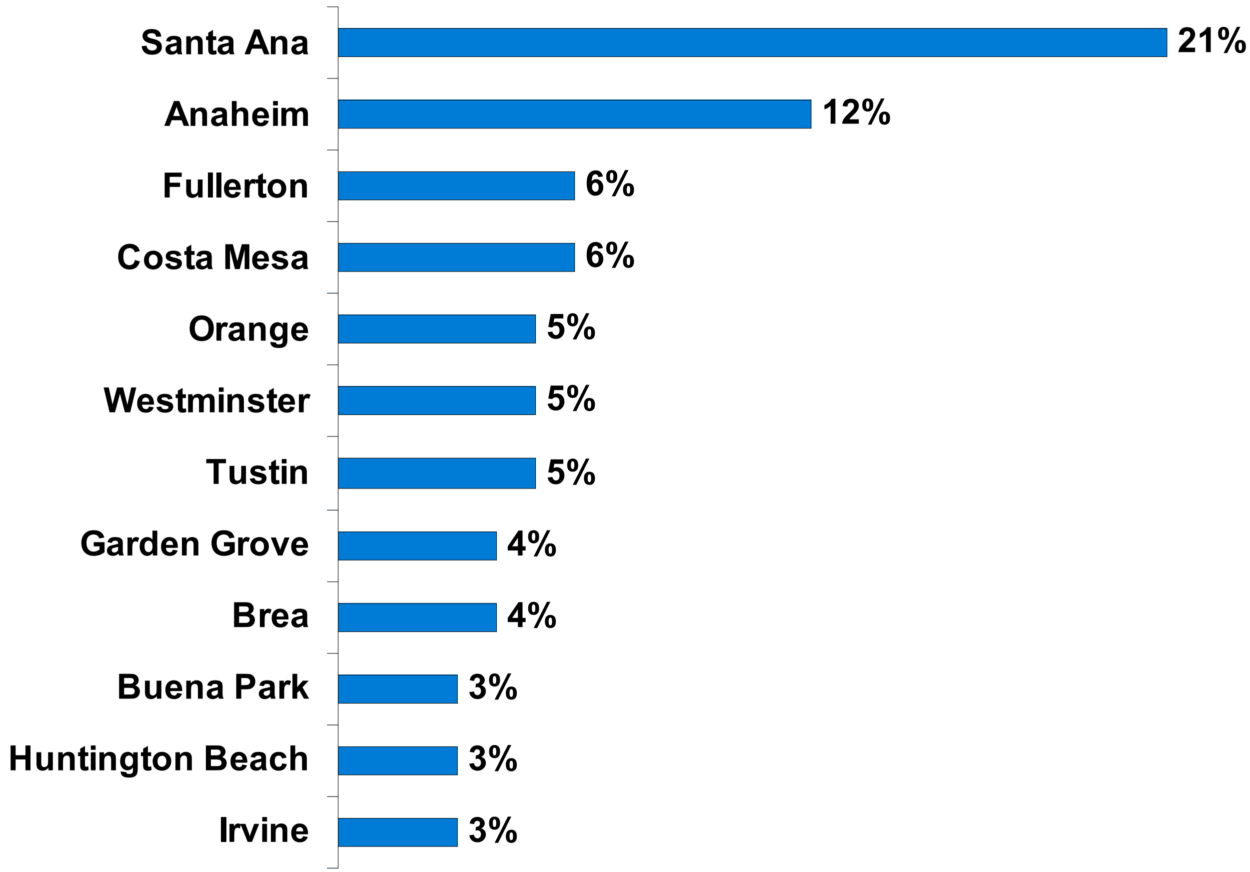
Specific Route Types – Internet Access



Q23. Do you currently have access to the Internet?

Overall Ridership – Location of Residence

Twenty-one percent of customers live in Santa Ana; 12 percent live in Anaheim; remaining customers live in a variety of locations.

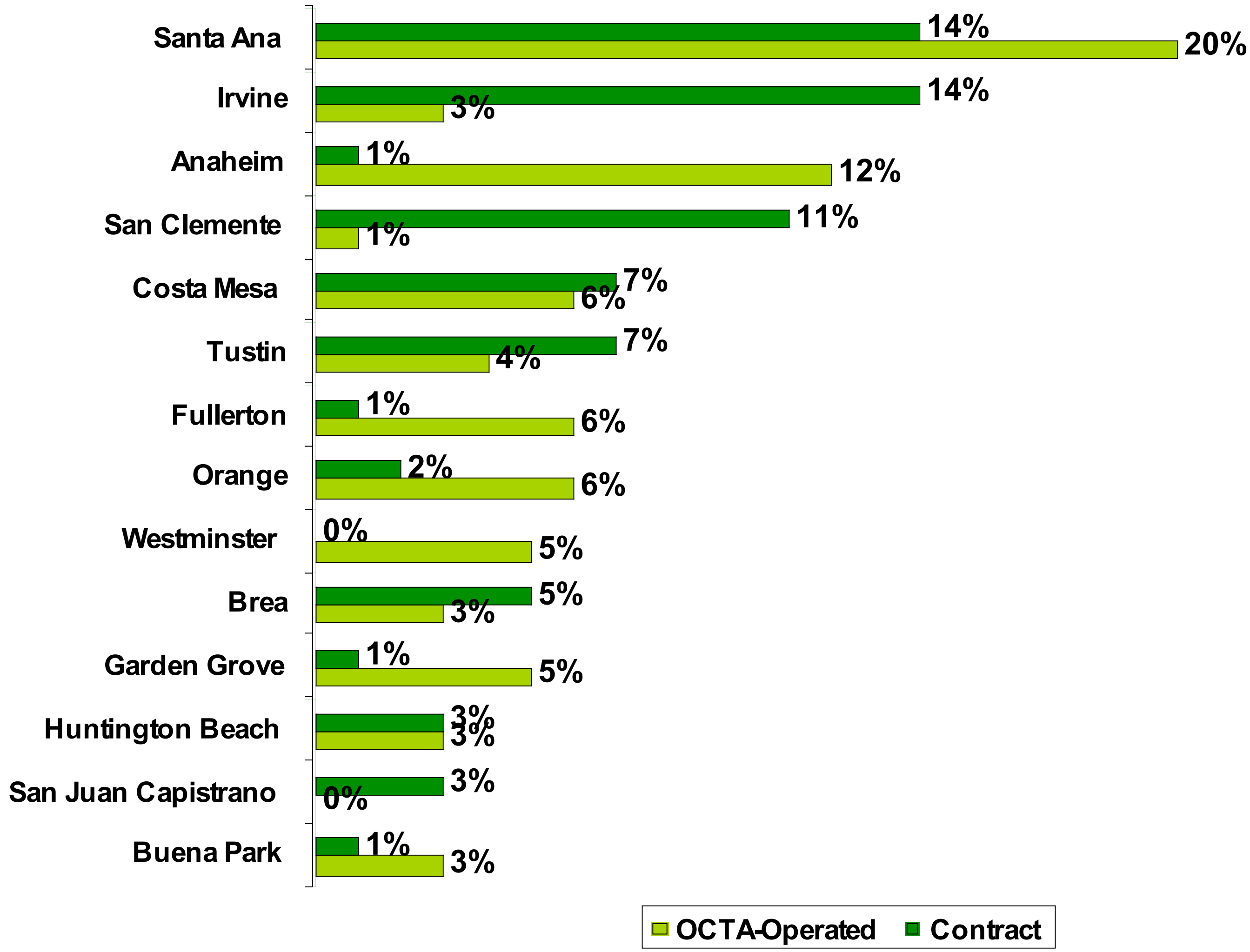


N (customers) = 902

Q24. What city do you live in?

Responses less than 3% not included.

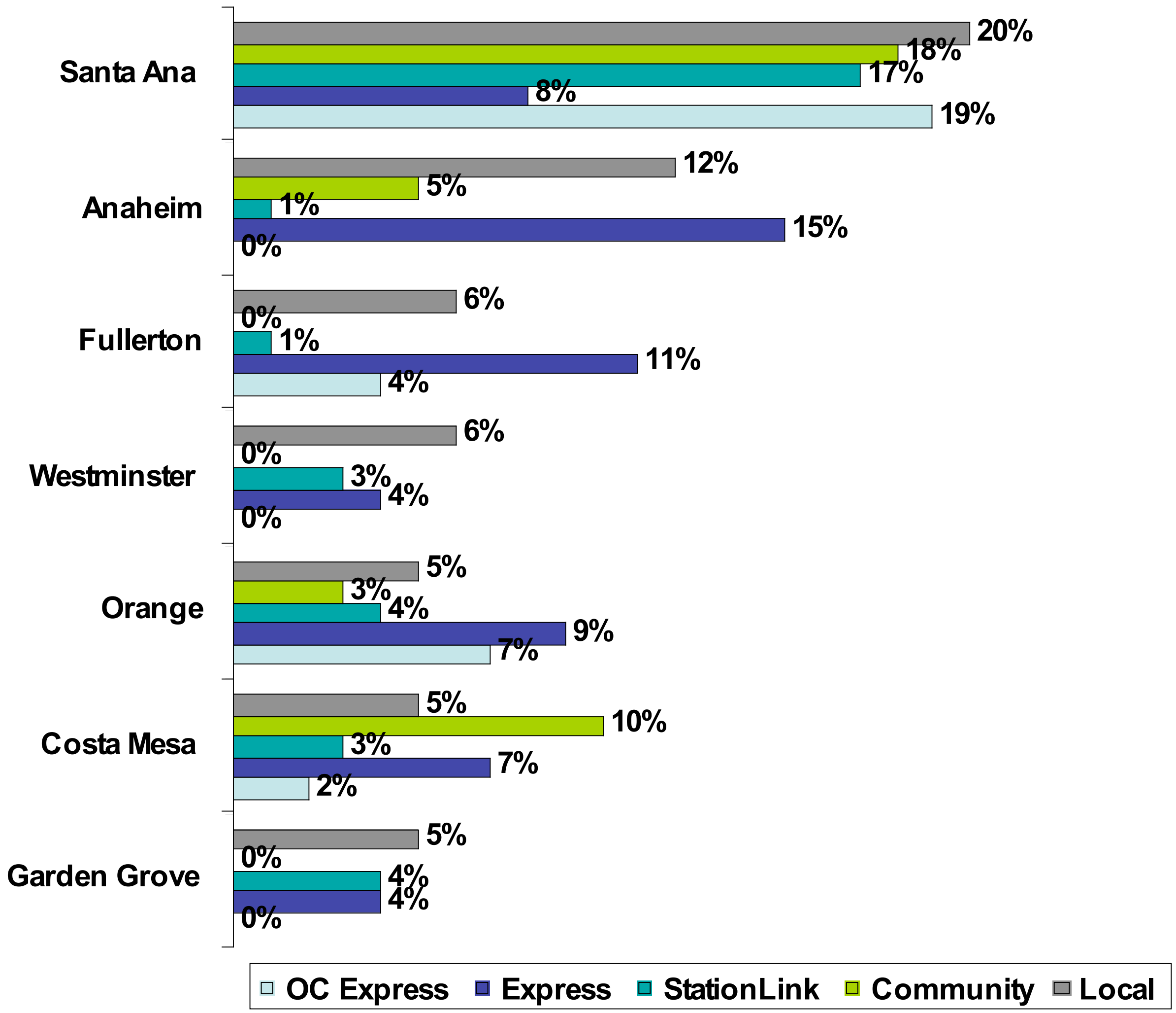
Contract vs. OCTA-Operated Routes – Location of Residence



Q24. What city do you live in?

Responses less than 3% not included.

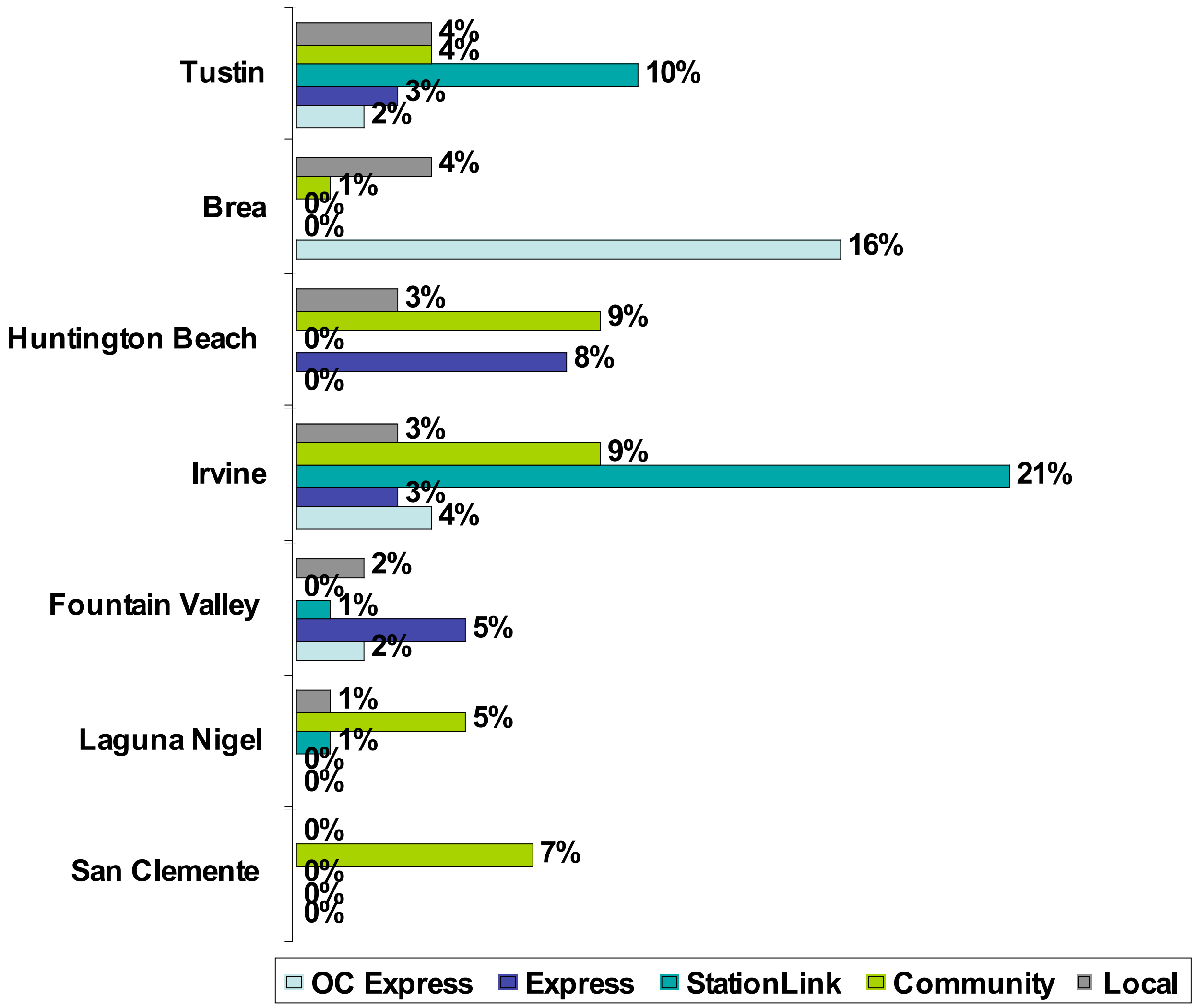
Specific Route Types – Location of Residence



Q24. What city do you live in?

Responses less than 5% not included.

Specific Route Types – Location of Residence

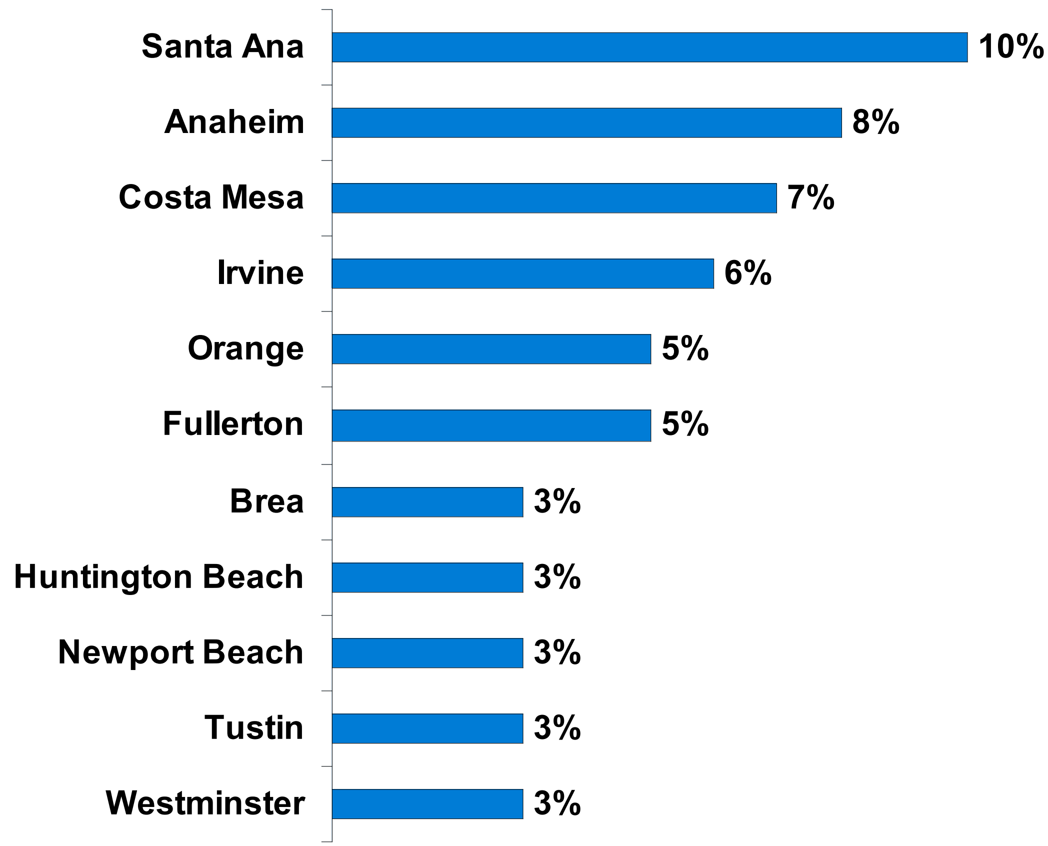


Q24. What city do you live in?

Responses less than 5% not included.

Overall Ridership – Location of Employment

Ten percent of customers work in Santa Ana; 8 percent live in Anaheim; remaining customers work in a variety of locations.

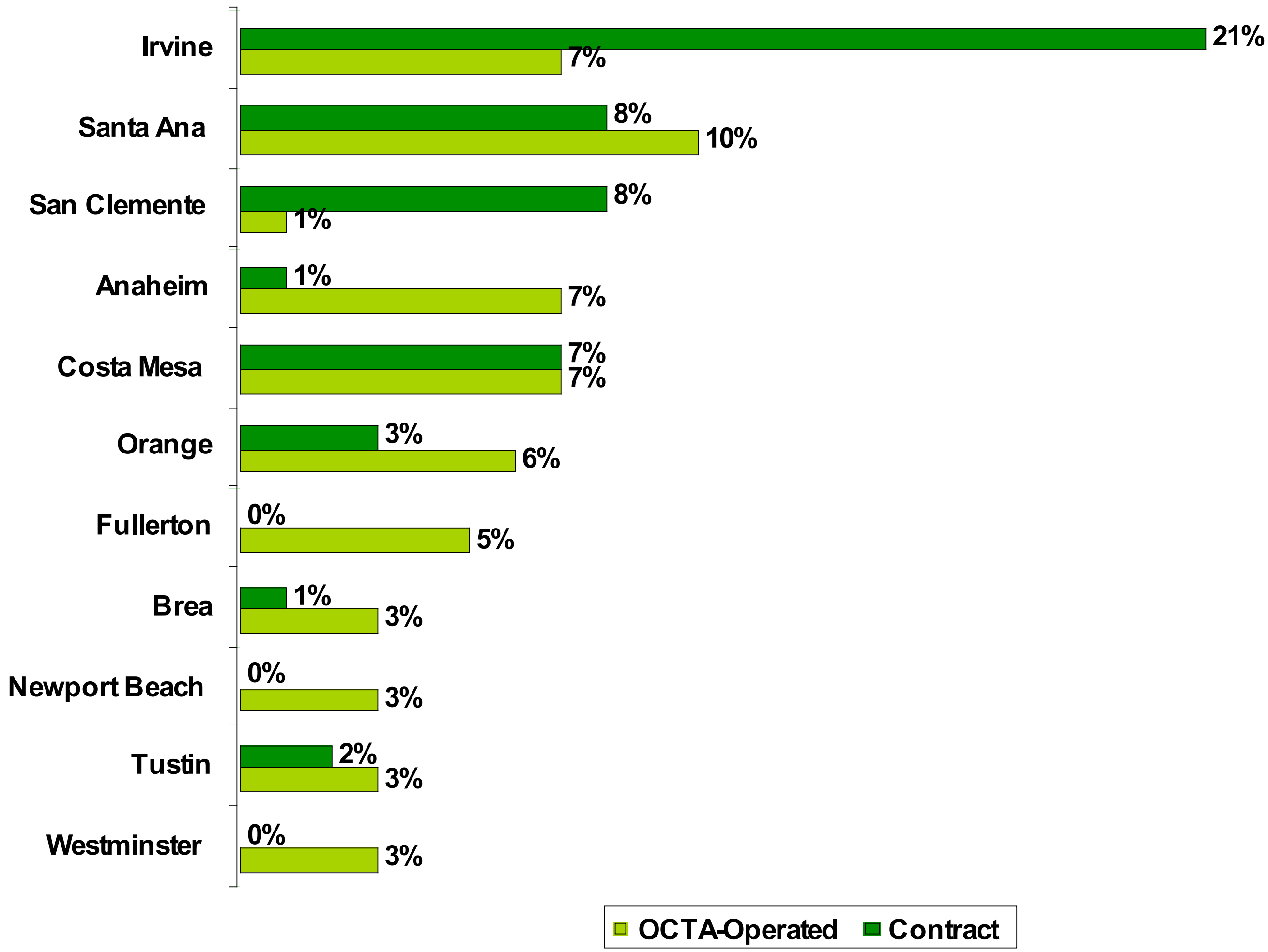


N (customers) = 770. Base: Employed/retired/student.

Q26a. In what city do you work?

Responses less than 3% not included.

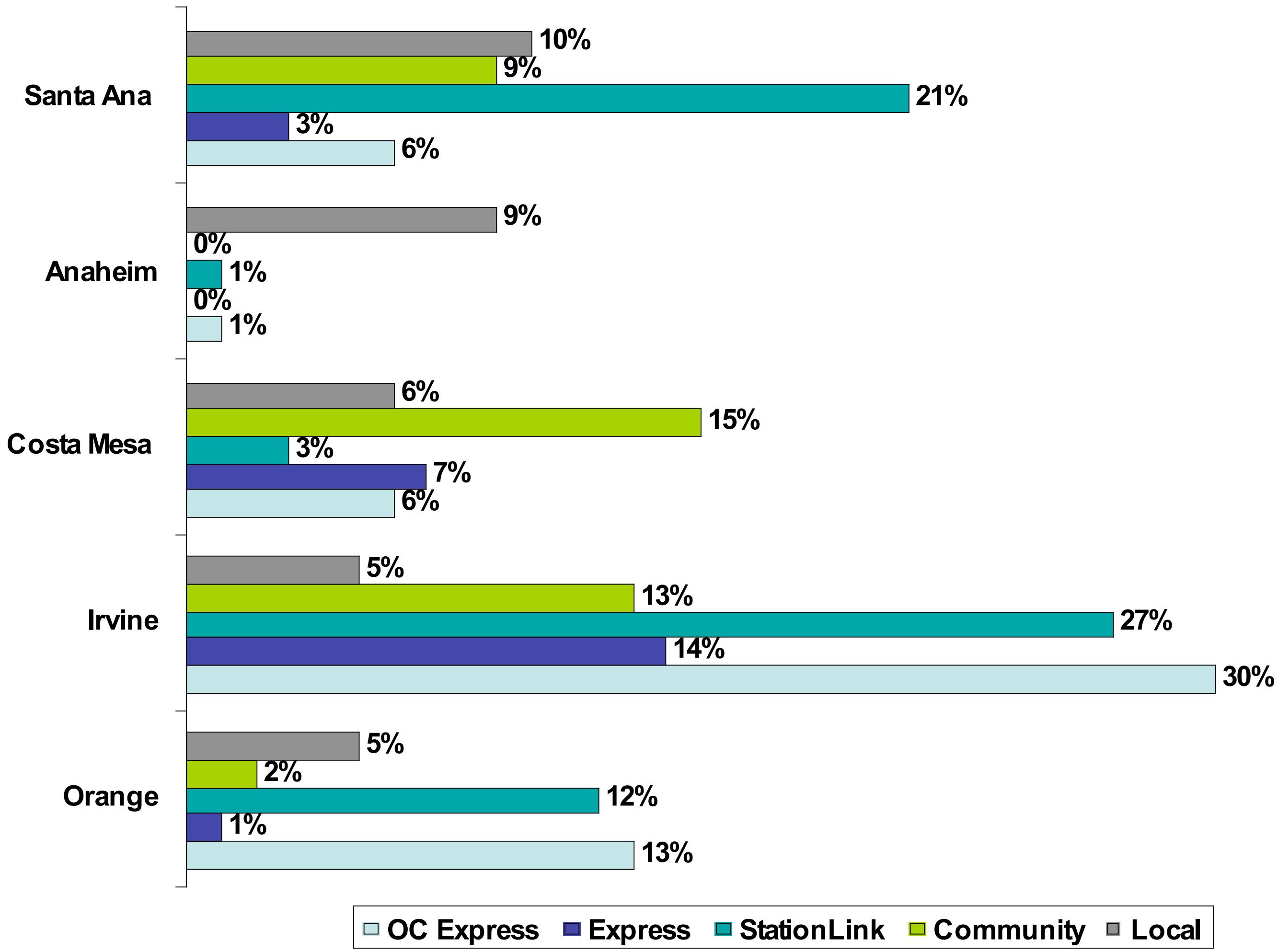
Contract vs. OCTA-Operated Routes – Location of Employment



Q26a. In what city do you work?

Responses less than 3% not included.

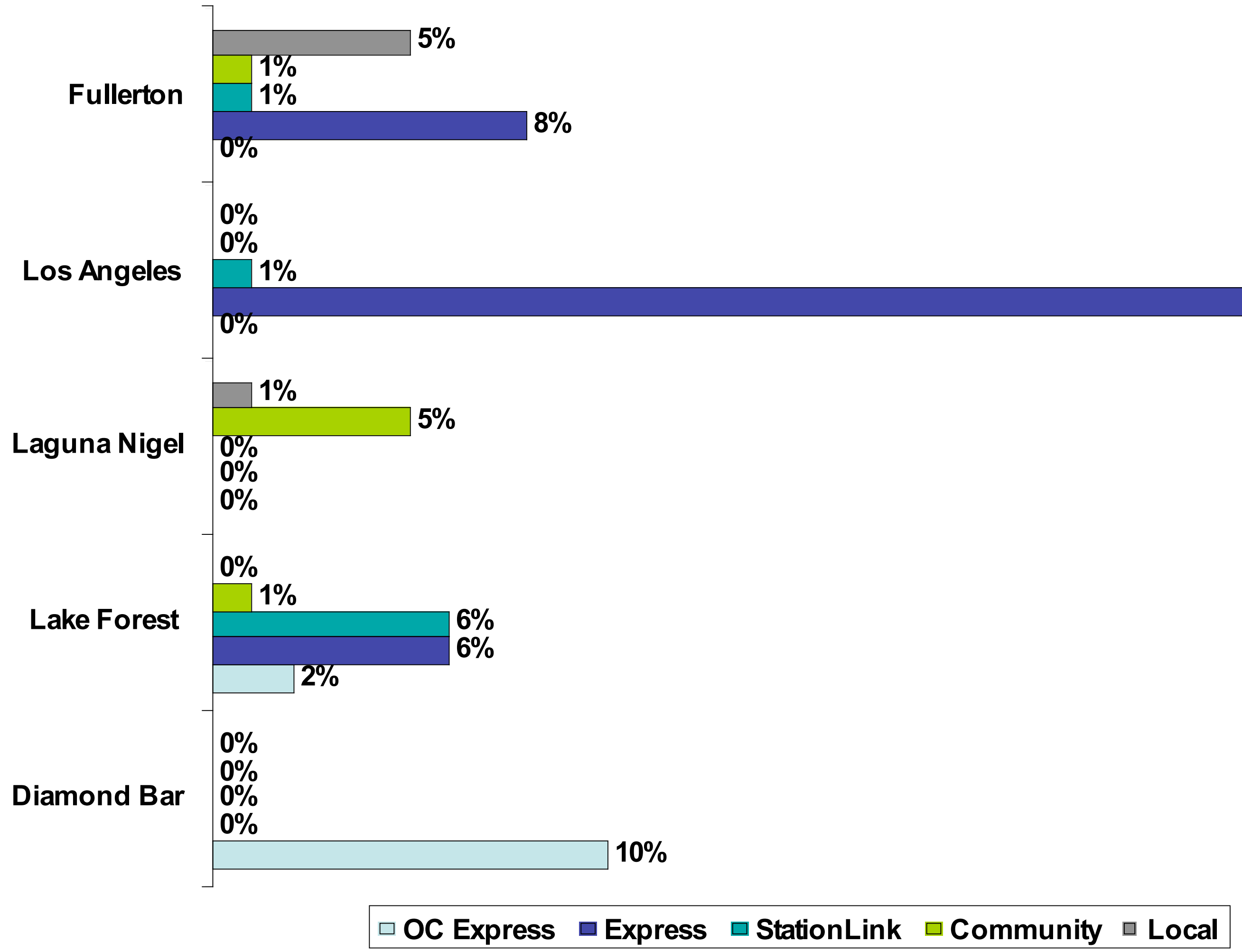
Specific Route Types – Location of Employment



Q26a. In what city do you work?

Responses less than 5% not included.

Specific Route Types – Location of Employment

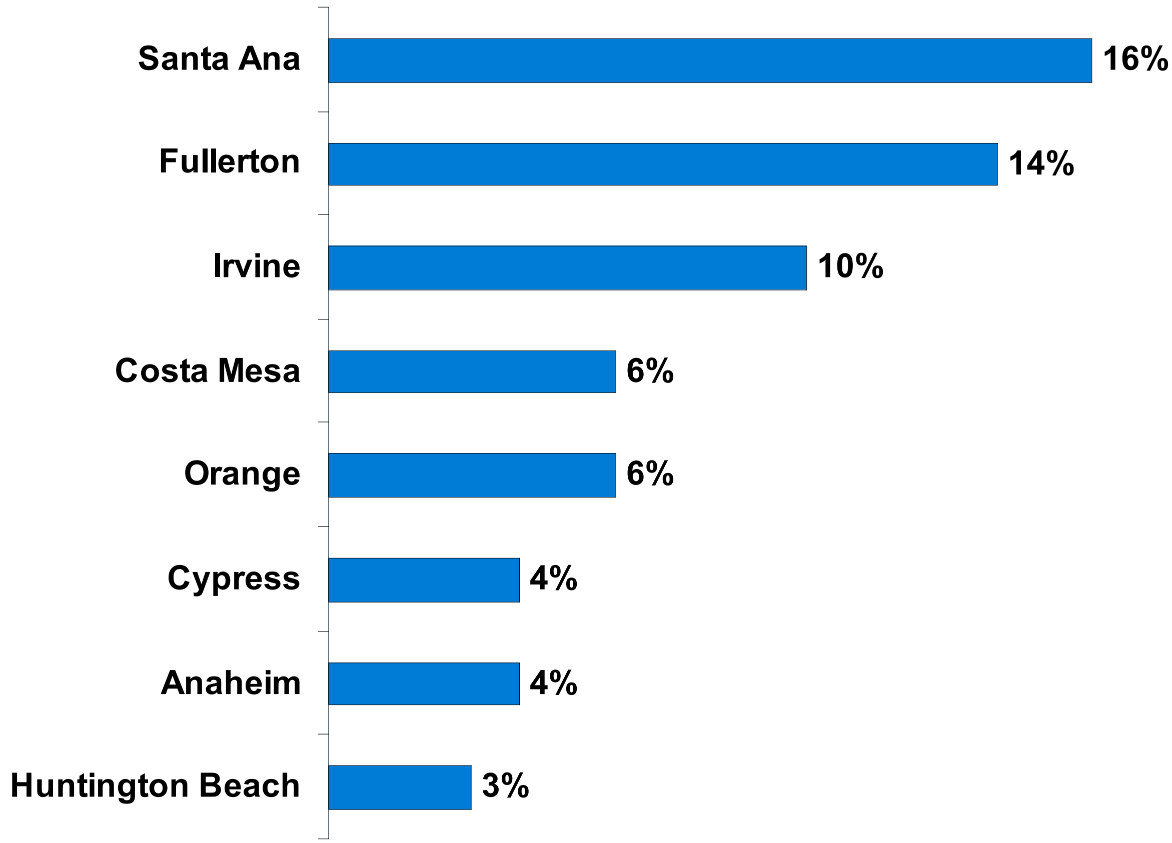


Q26a. In what city do you work?

Responses less than 5% not included.

Overall Ridership – Location of School

Sixteen percent of customers attend school in Santa Ana; 14 percent attend school in Fullerton; 10 percent attend school in Irvine; the remaining customers attend school in a variety of locations.

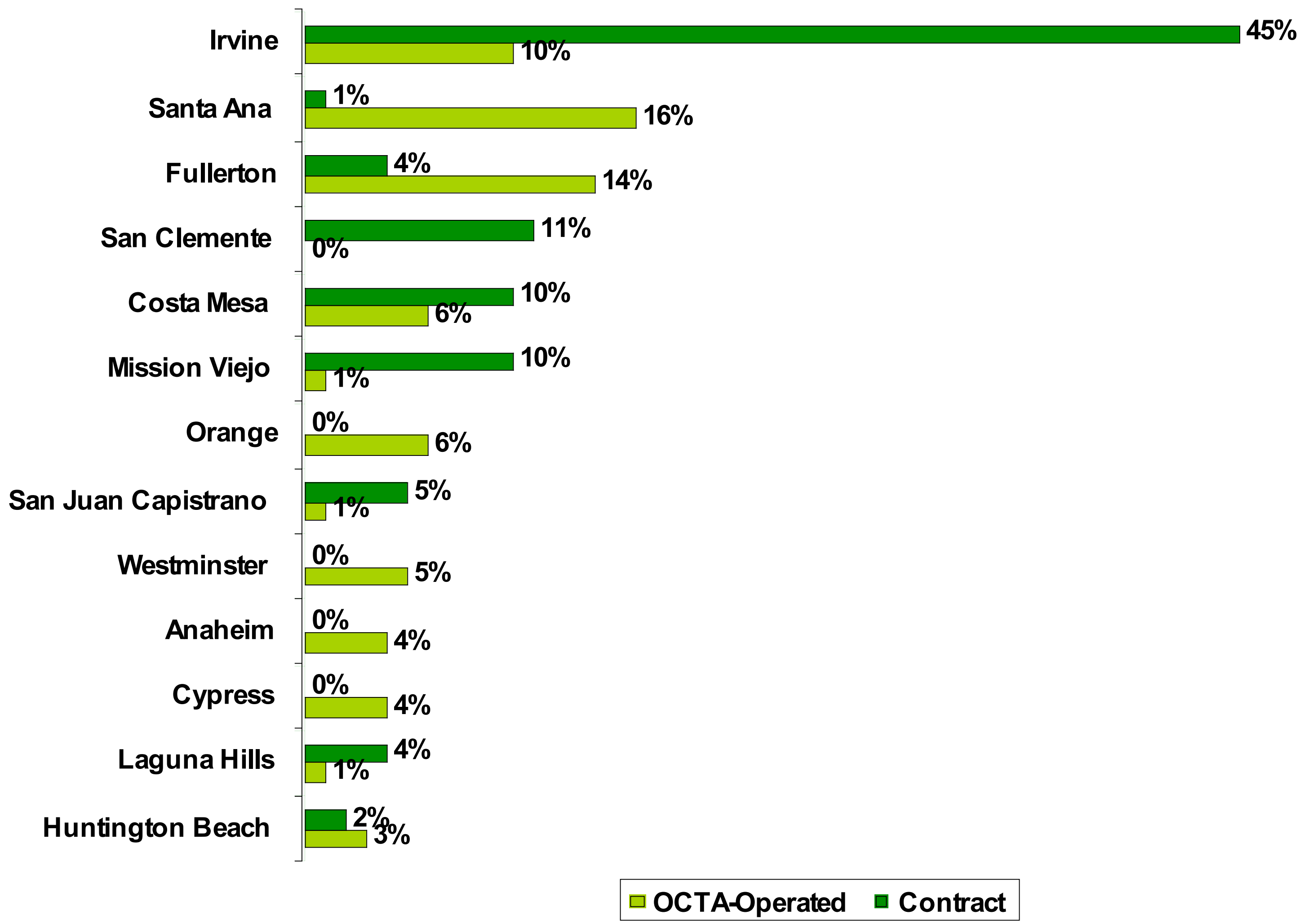


N (customers) = 211

Q26b. In what city do you attend school?

Responses less than 3% not included.

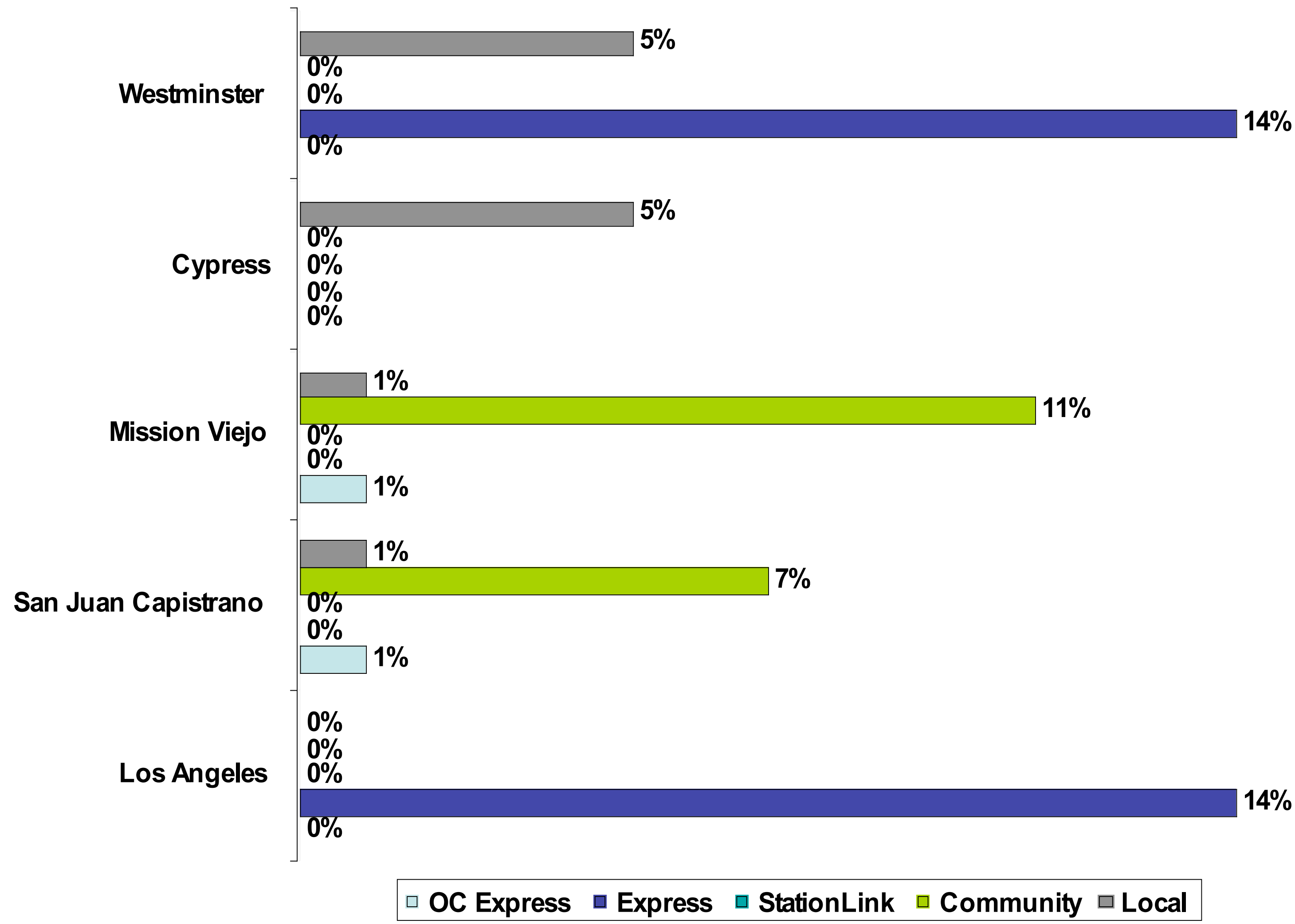
Contract vs. OCTA-Operated Routes – Location of School



Q26b. In what city do you attend school?

Responses less than 3% not included.

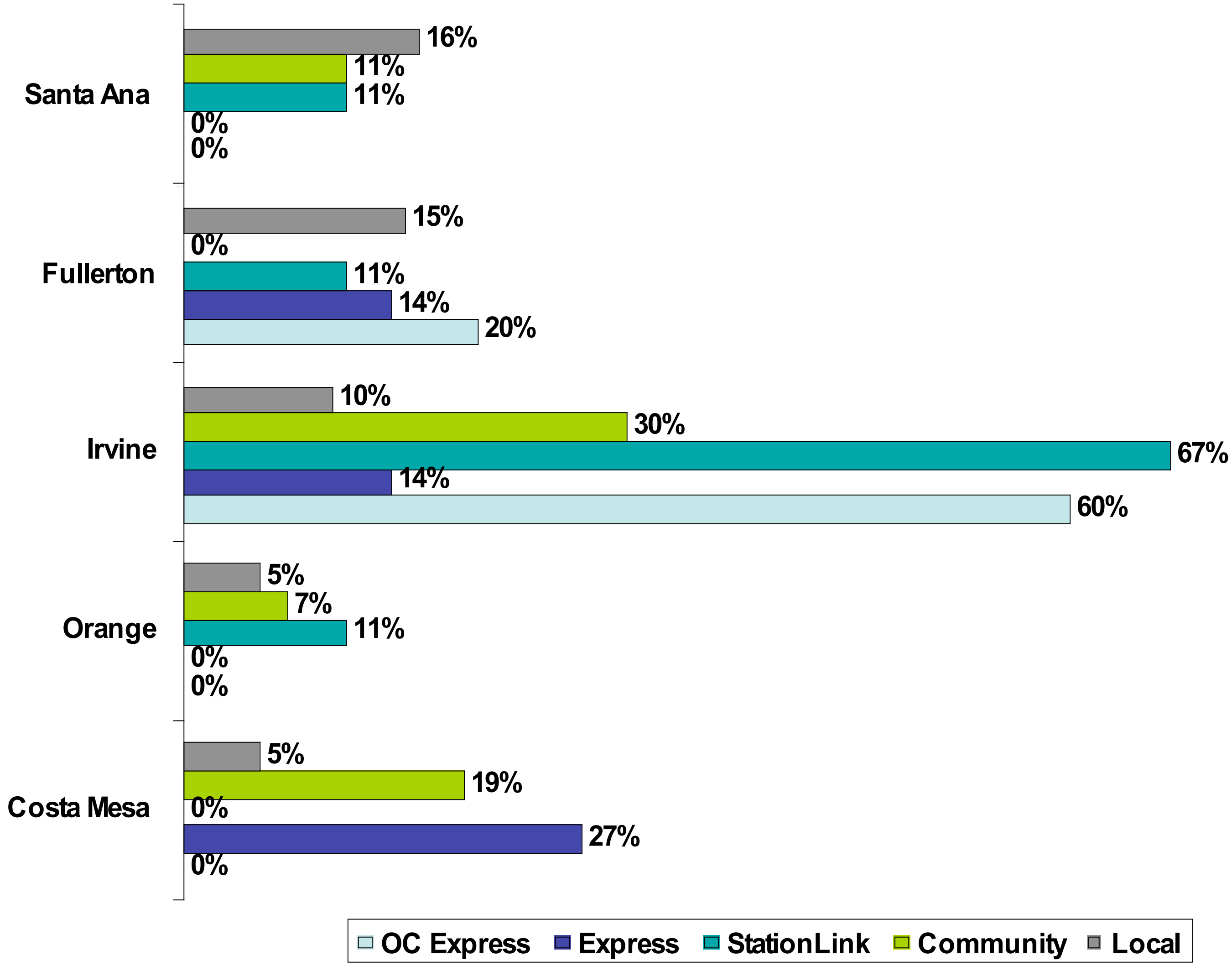
Specific Route Types – Location of School



Q26b. In what city do you attend school?

Responses less than 3% not included.

Specific Route Types – Location of School

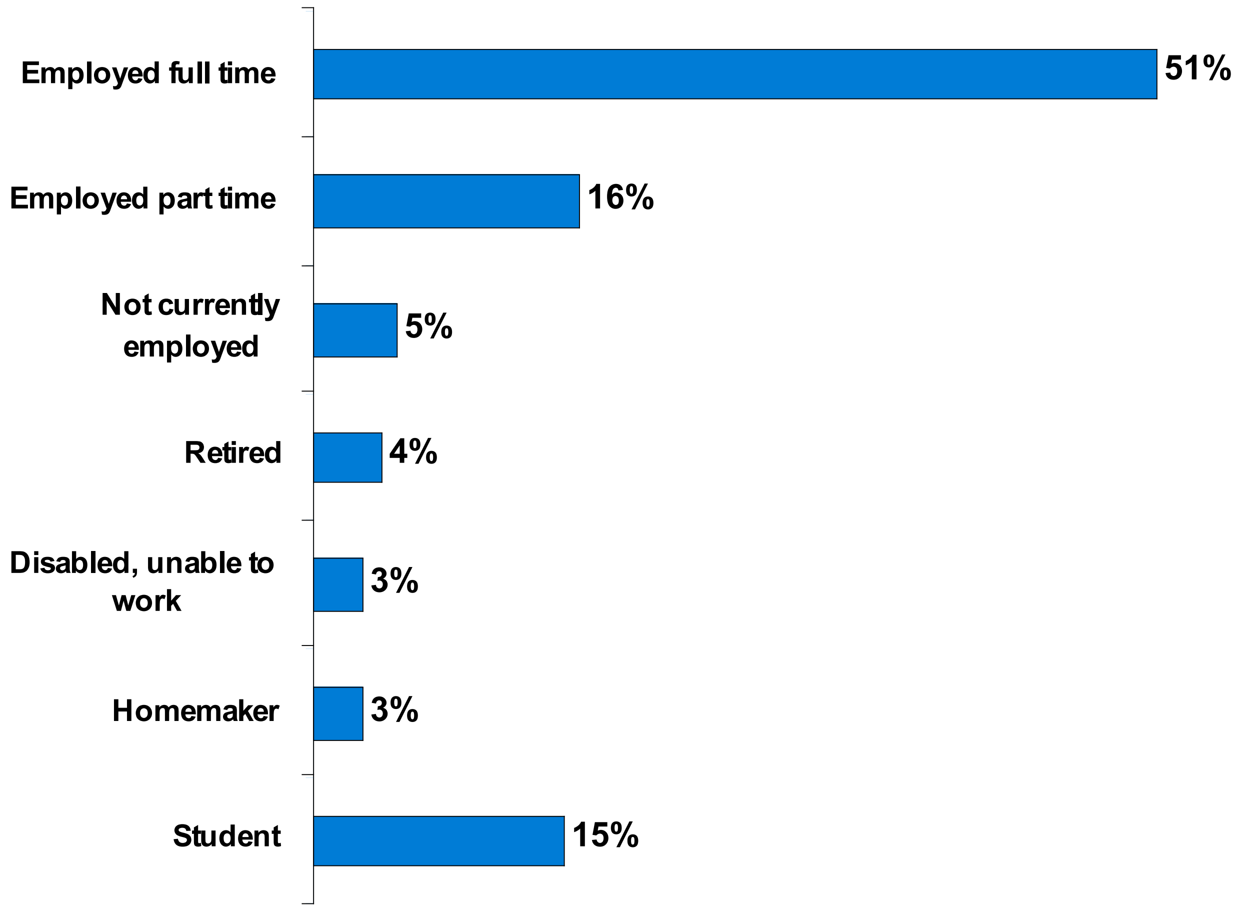


Q26b. In what city do you attend school?

Responses less than 3% not included.

Overall Ridership – Employment Status

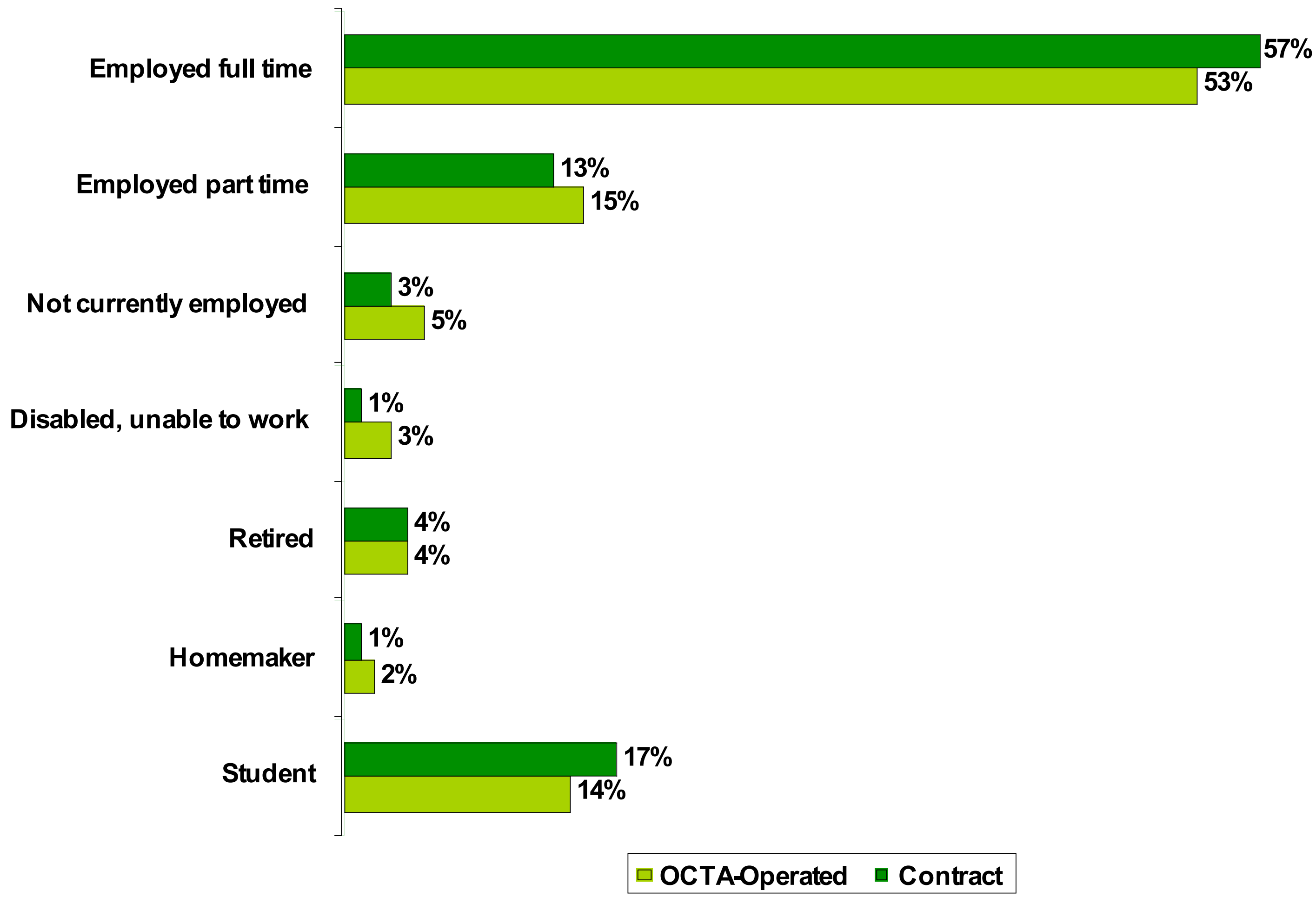
The majority of customers are employed full or part time.



N (customers) = 902

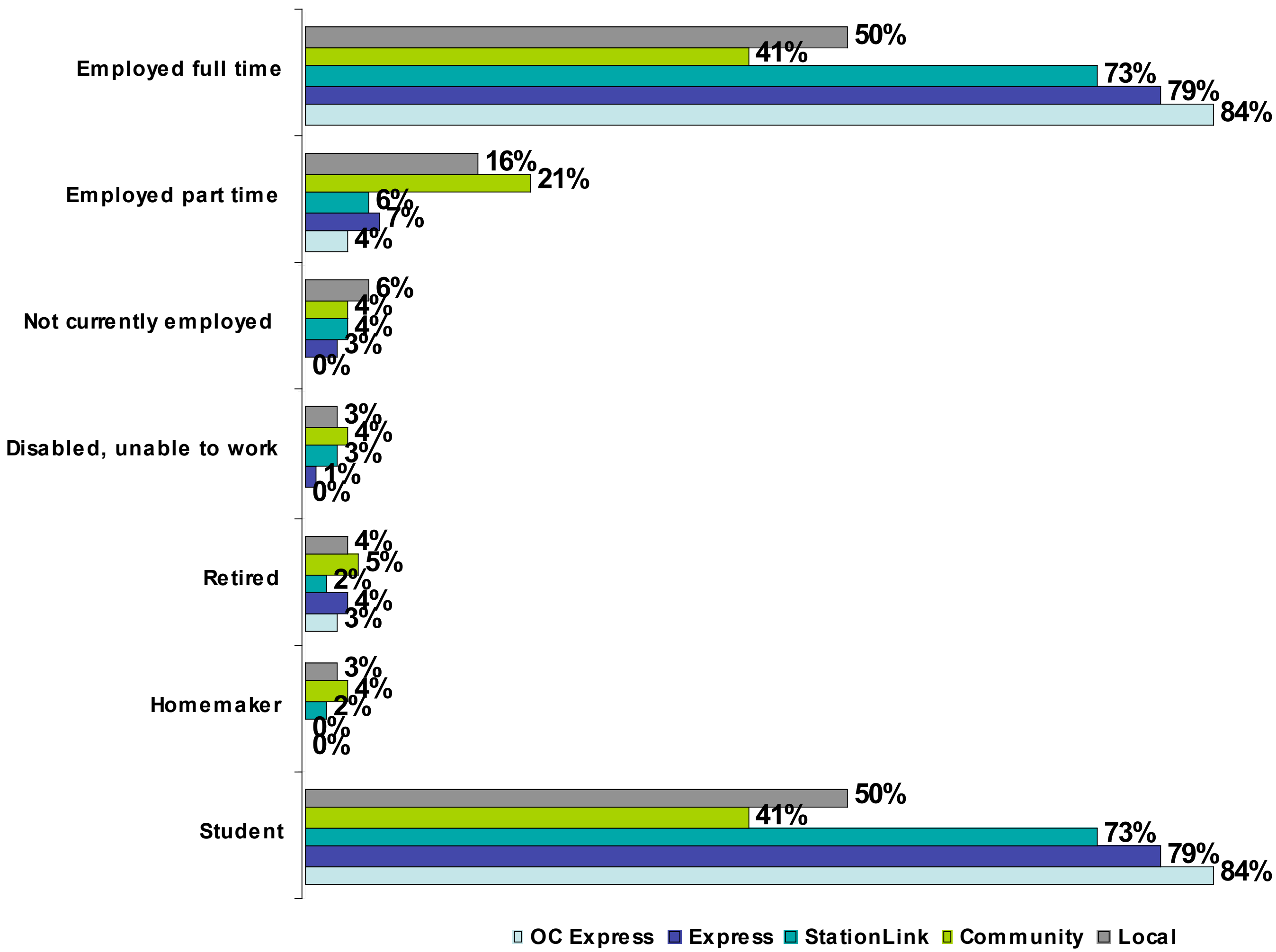
Q27. Which of the following categories best describes your employment status?

Contract vs. OCTA-Operated Routes – Employment Status



Q27. Which of the following categories best describes your employment status?

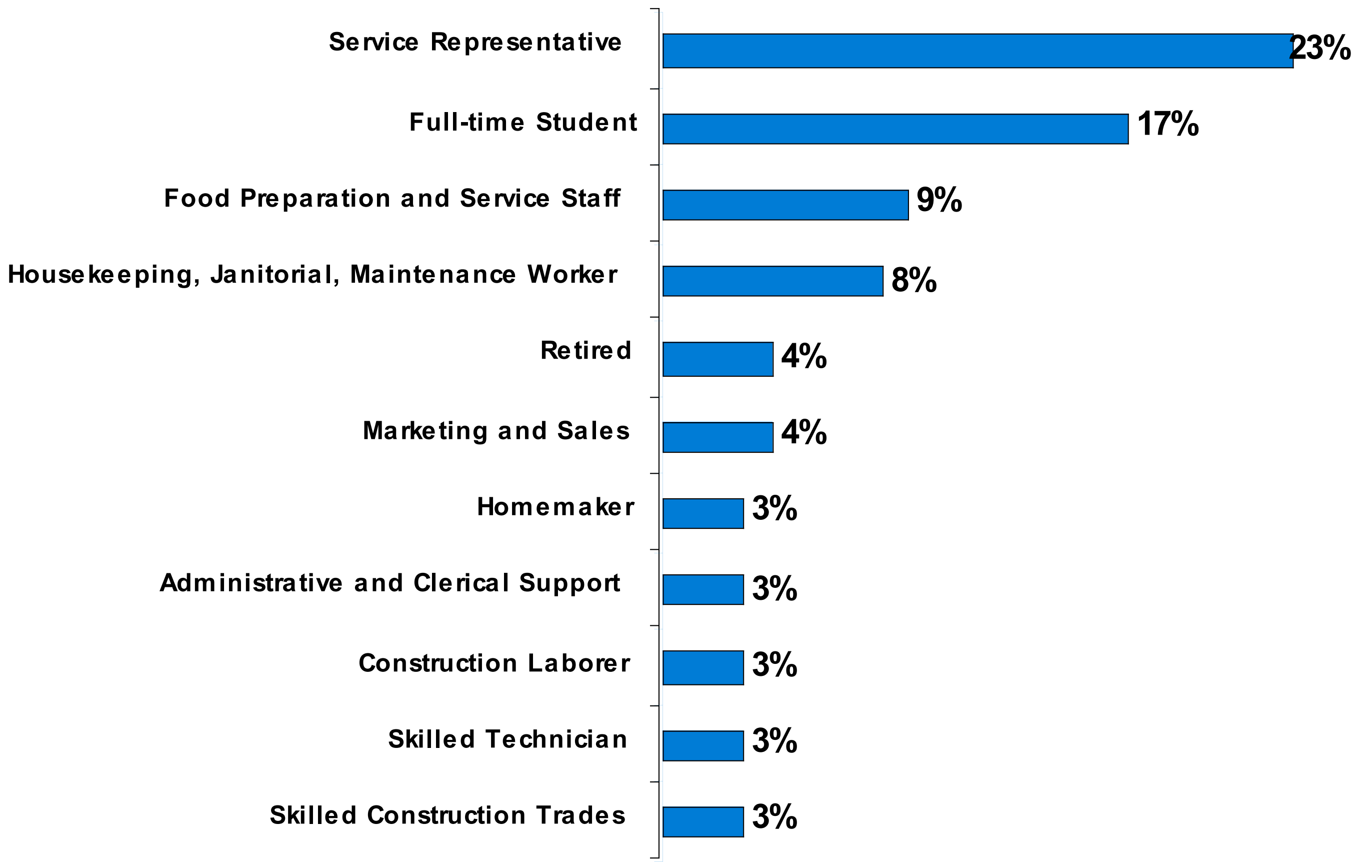
Specific Route Types – Employment Status



Q27. Which of the following categories best describes your employment status?

Overall Ridership – Occupation

Almost one-fourth of customers are employed as a service representative; 9 percent are employed as food preparation and service staff; 8 percent are employed in housekeeping, janitorial and/or maintenance.

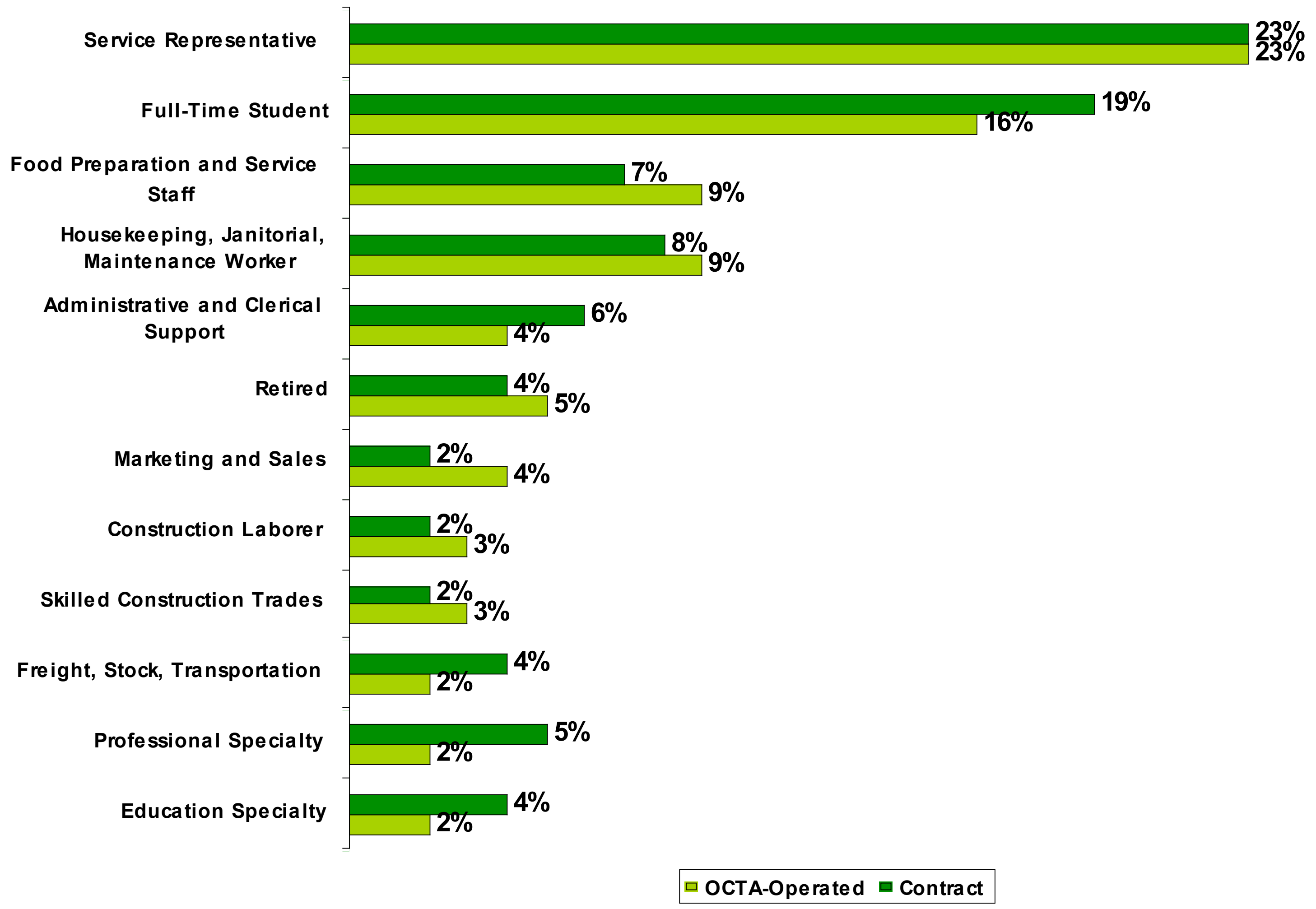


N (customers) = 794; Base: Employed/retired/homemaker/student Q27

Q28a. What is your occupation?

Responses less than 3% not included.

Contract vs. OCTA-Operated Routes – Occupation

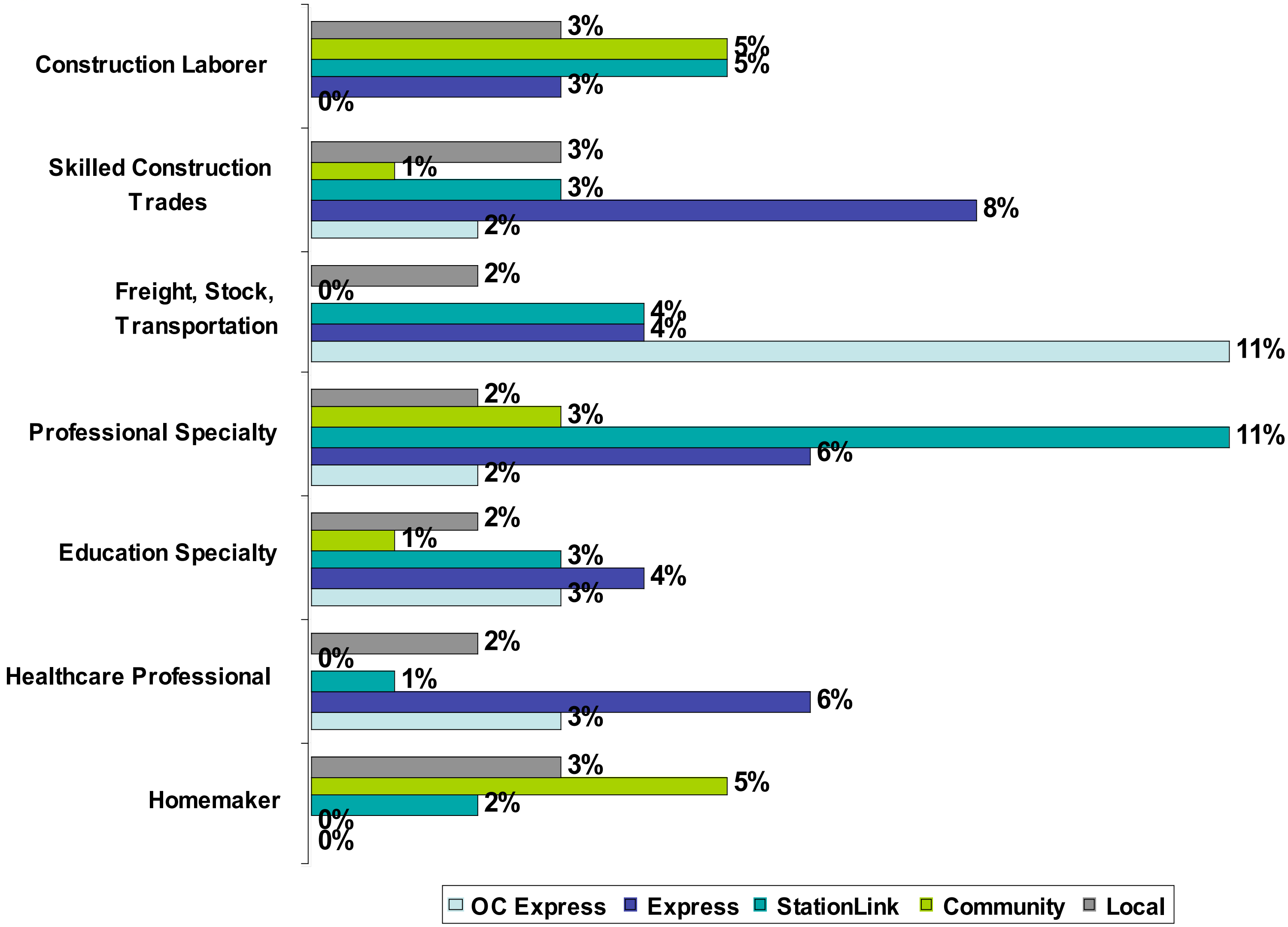


Base: Employed/retired/homemaker/student Q27

Q28a. What is your occupation?

Responses less than 5% not included.

Specific Route Types – Occupation



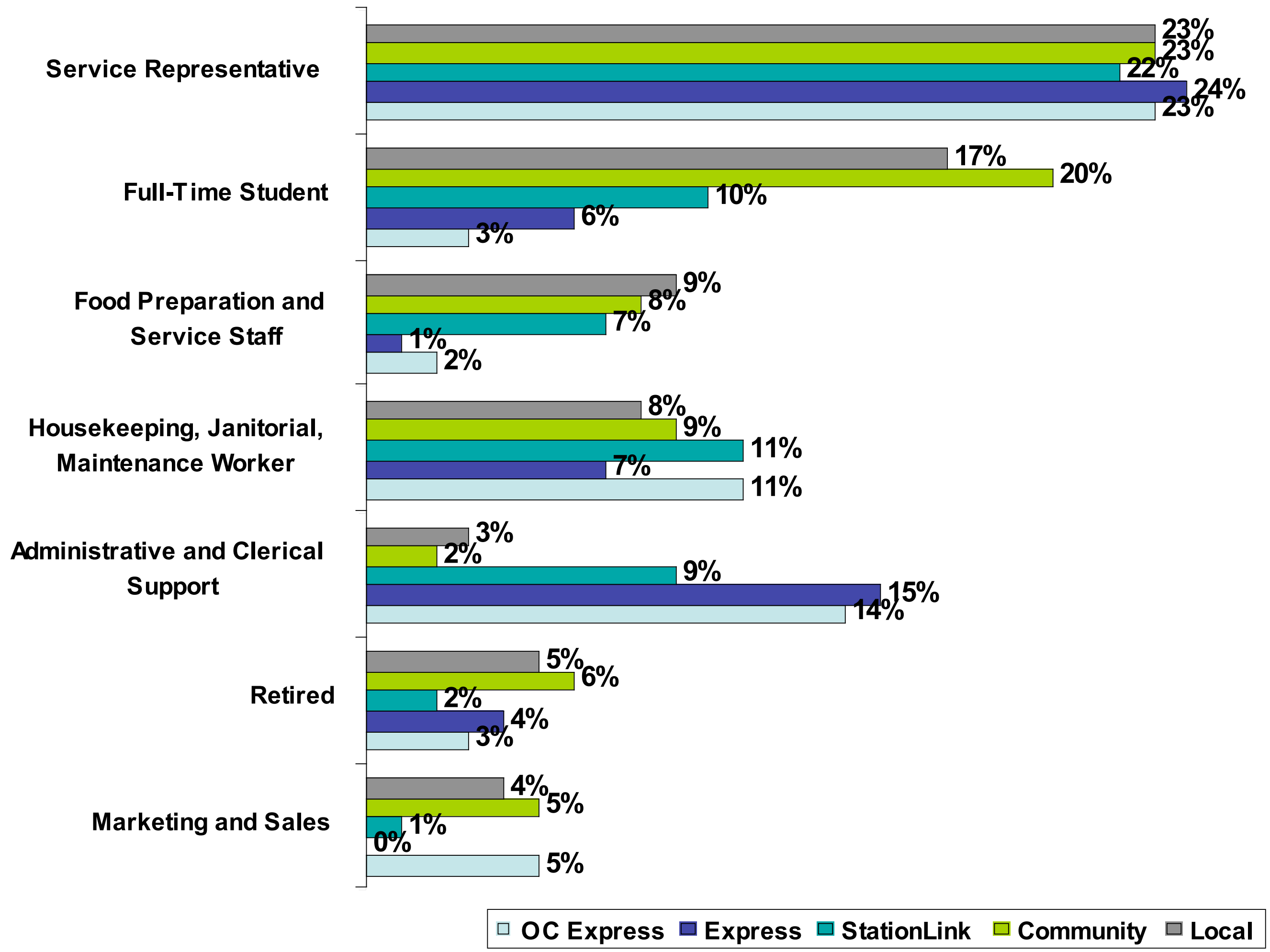
Base: Employed/retired/homemaker/student Q27

Q28a. What is your occupation?

Responses less than 5% not included.

R&R PARTNERS

Specific Route Types – Occupation



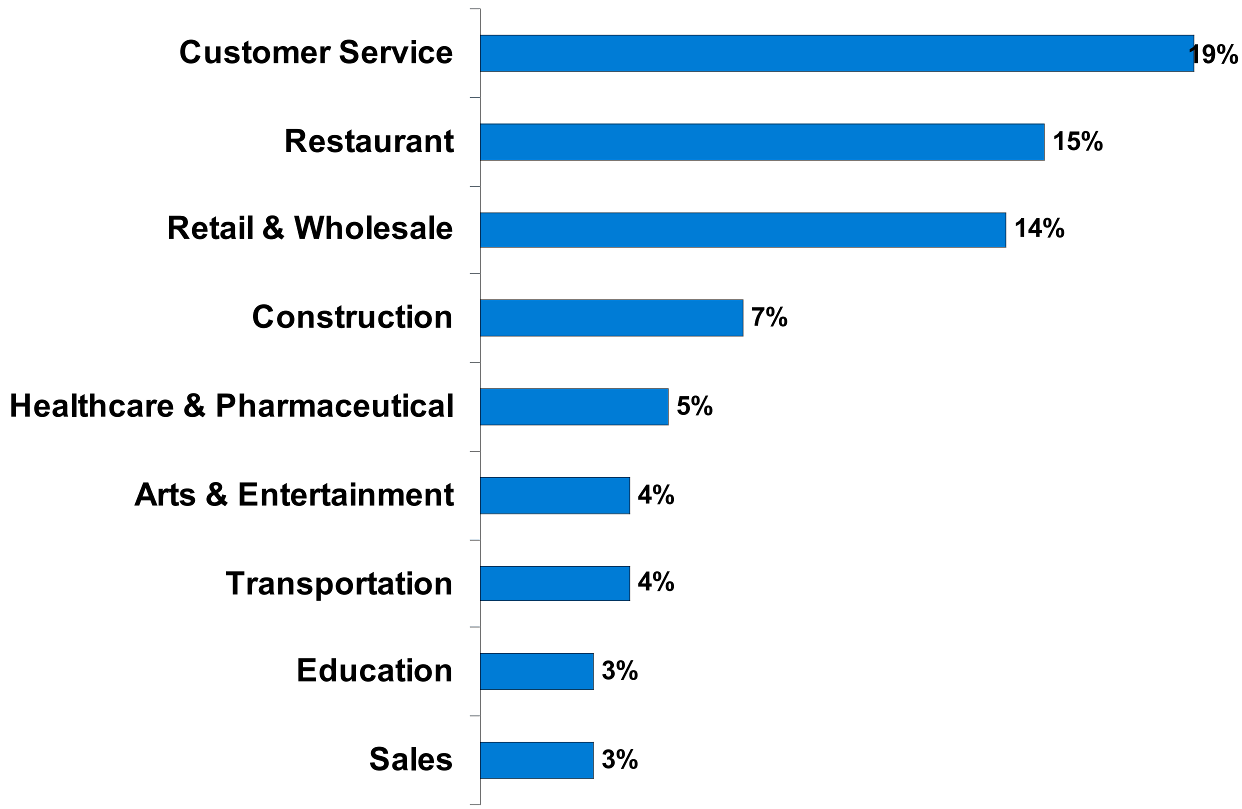
Base: Employed/retired/homemaker/student Q27

Q28a. What is your occupation?

Responses less than 5% not included.

Overall Ridership – Industry

Customers reported a variety of industries; 19 percent identified their industry as customer service; 15 percent identified their industry as restaurant; 14 percent identified their industry as retail and wholesale.

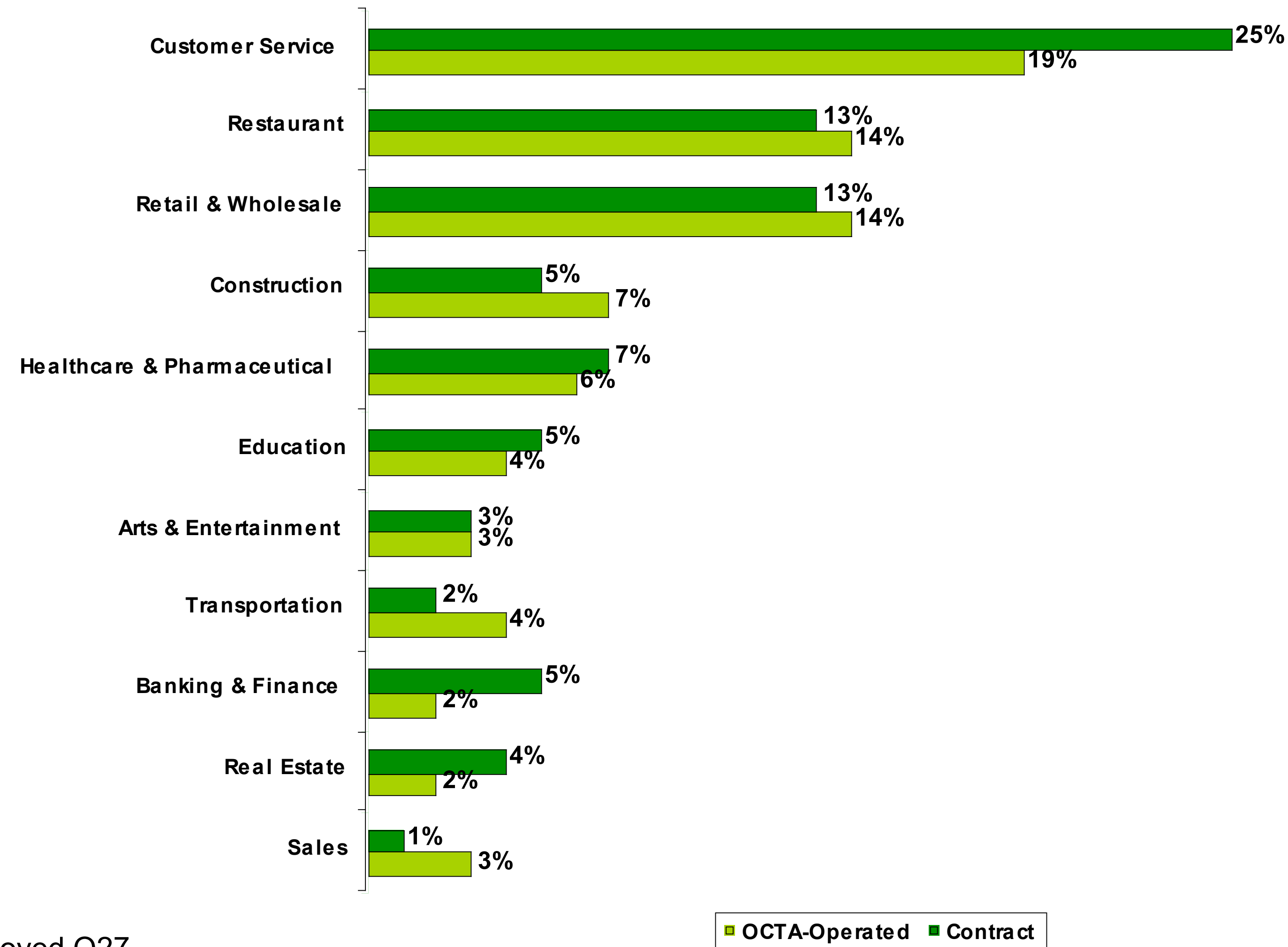


N (customers) = 602; Base: Employed Q27

Q28b. What industry to you work in?

Responses less than 3% not included.

Contract vs. OCTA-Operated Routes – Industry

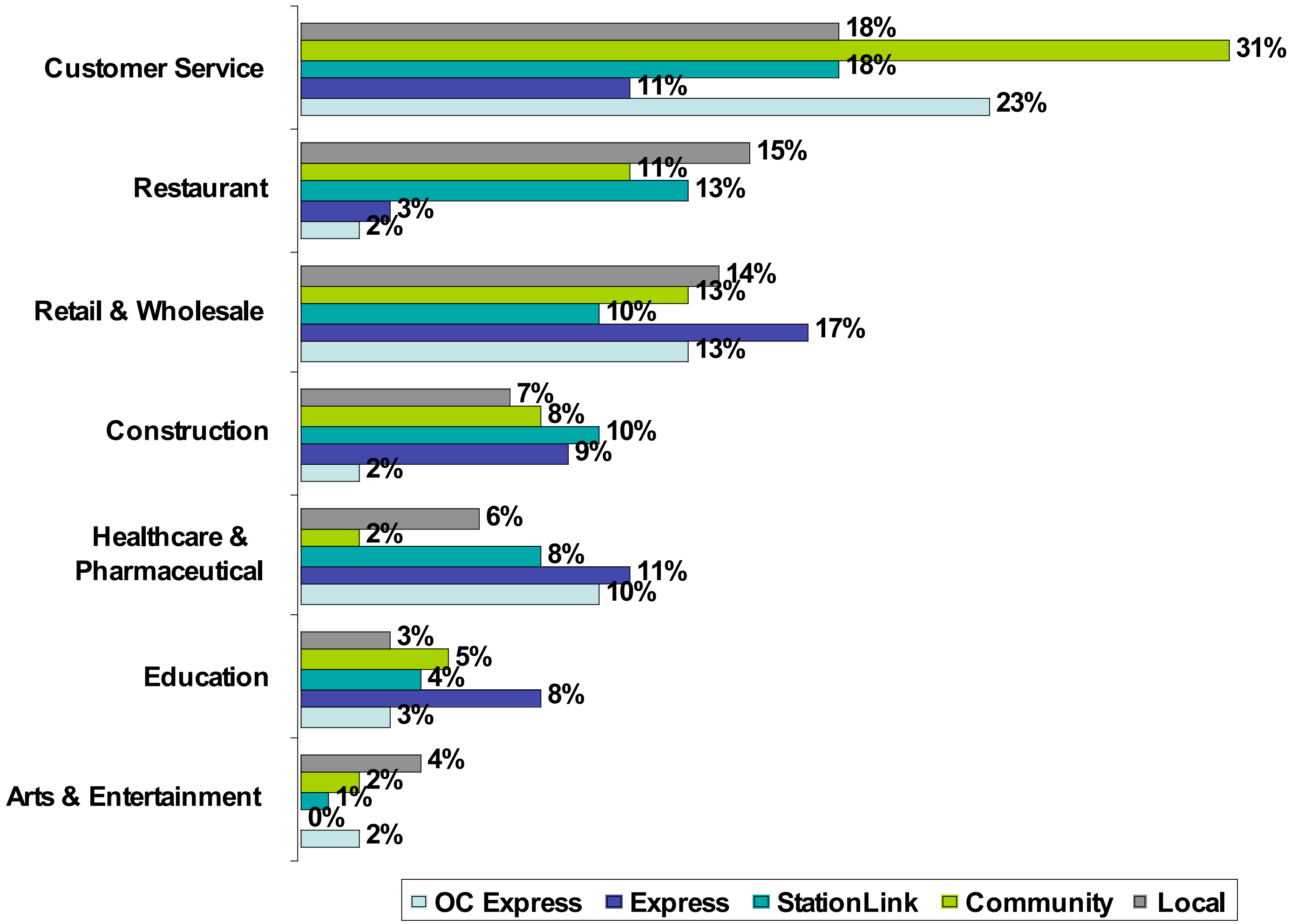


Base: Employed Q27

Q28b. What industry to you work in?

Responses less than 3% not included.

Specific Route Types – Industry

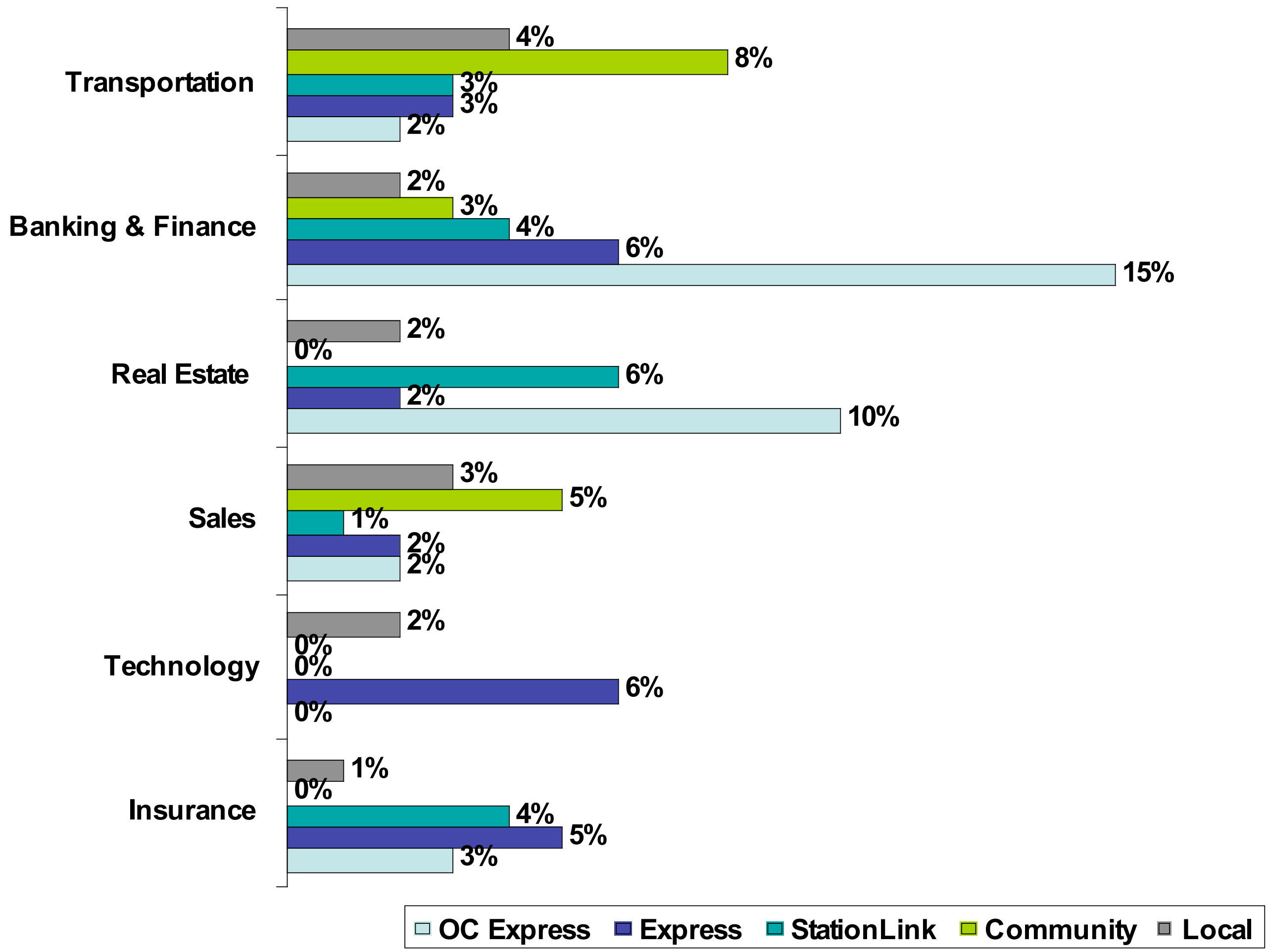


Base: Employed Q27

Q28b. What industry to you work in?

Responses less than 5% not included.

Specific Route Types – Industry



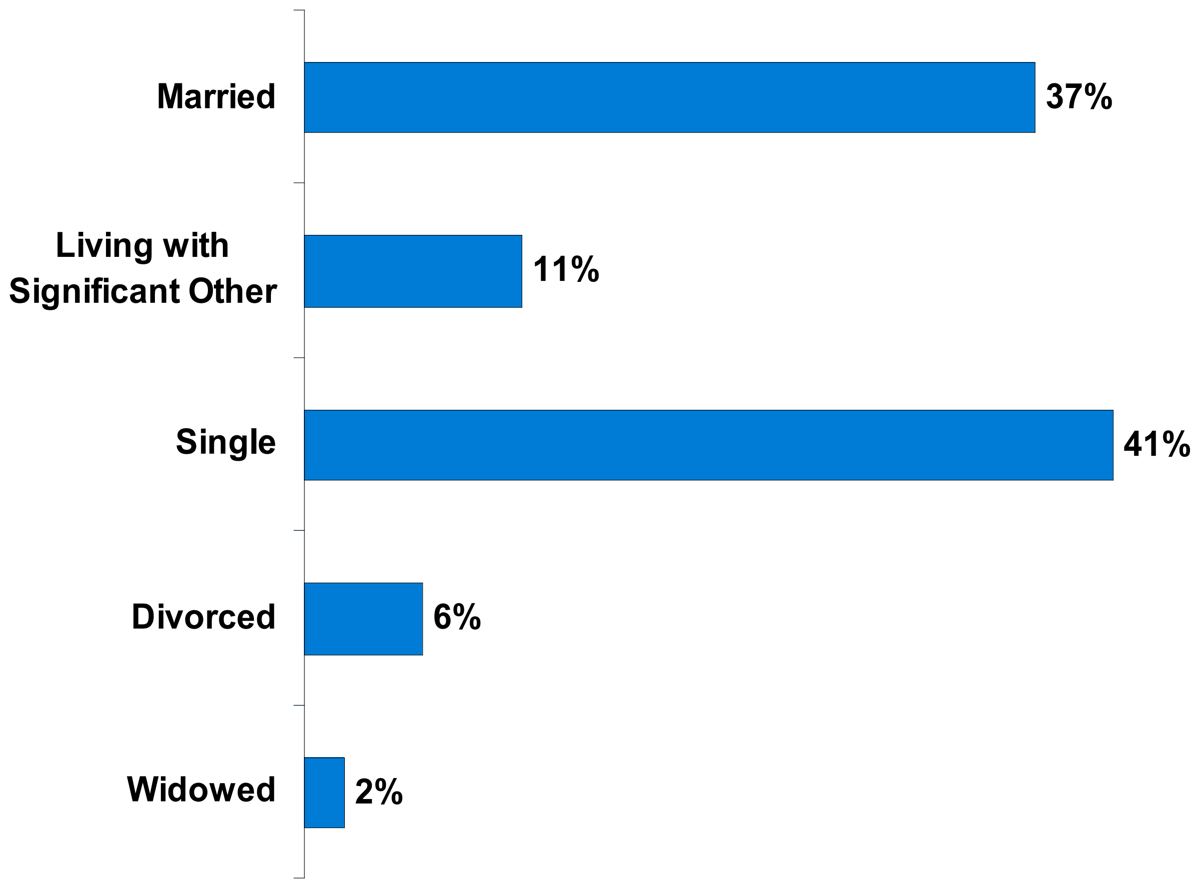
Base: Employed Q27

Q28b. What industry to you work in?

Responses less than 5% not included.

Overall Ridership – Marital Status

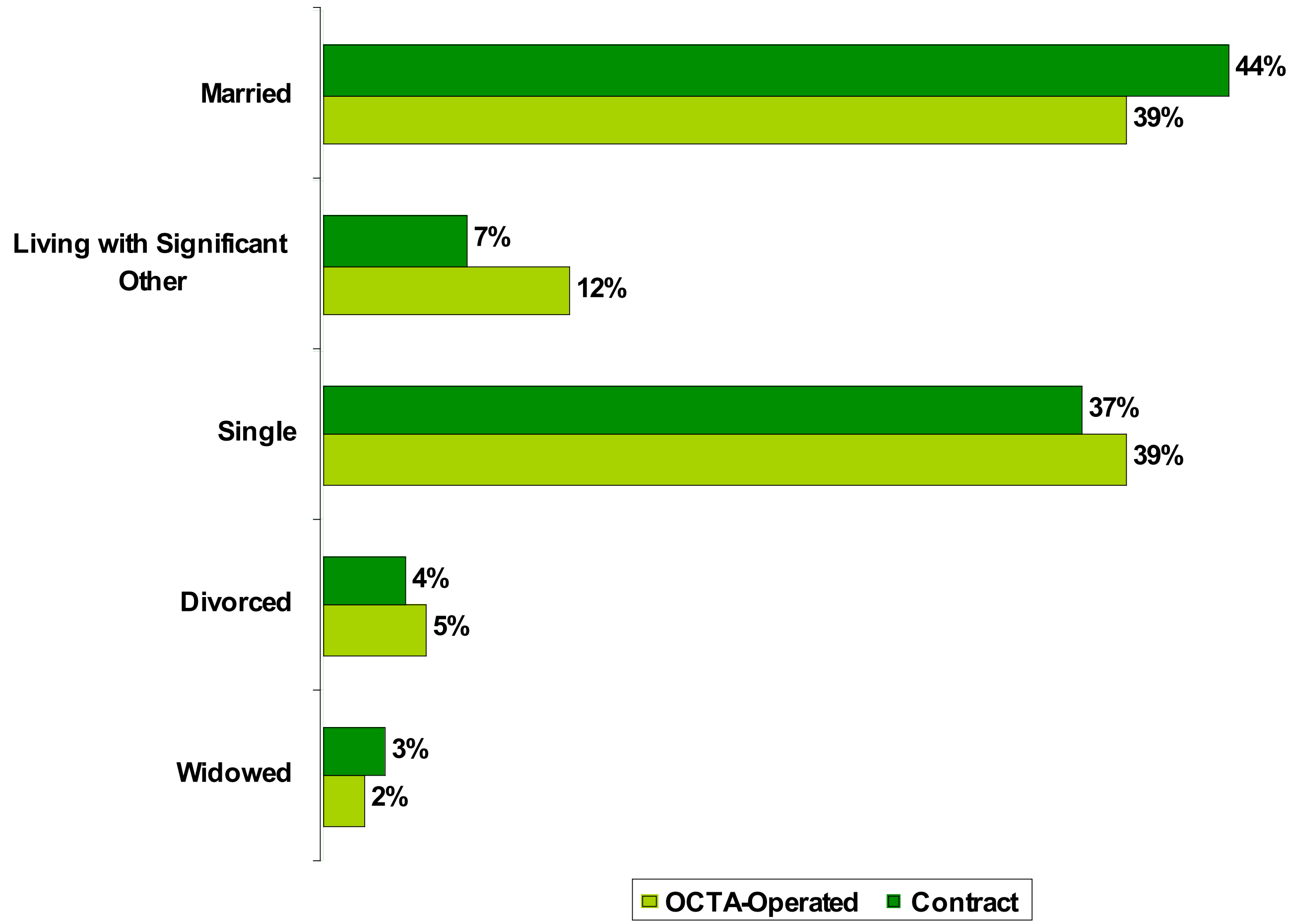
Forty-one percent of customers are single. Just under half (48%) are married or living with significant other.



N (customers) = 902

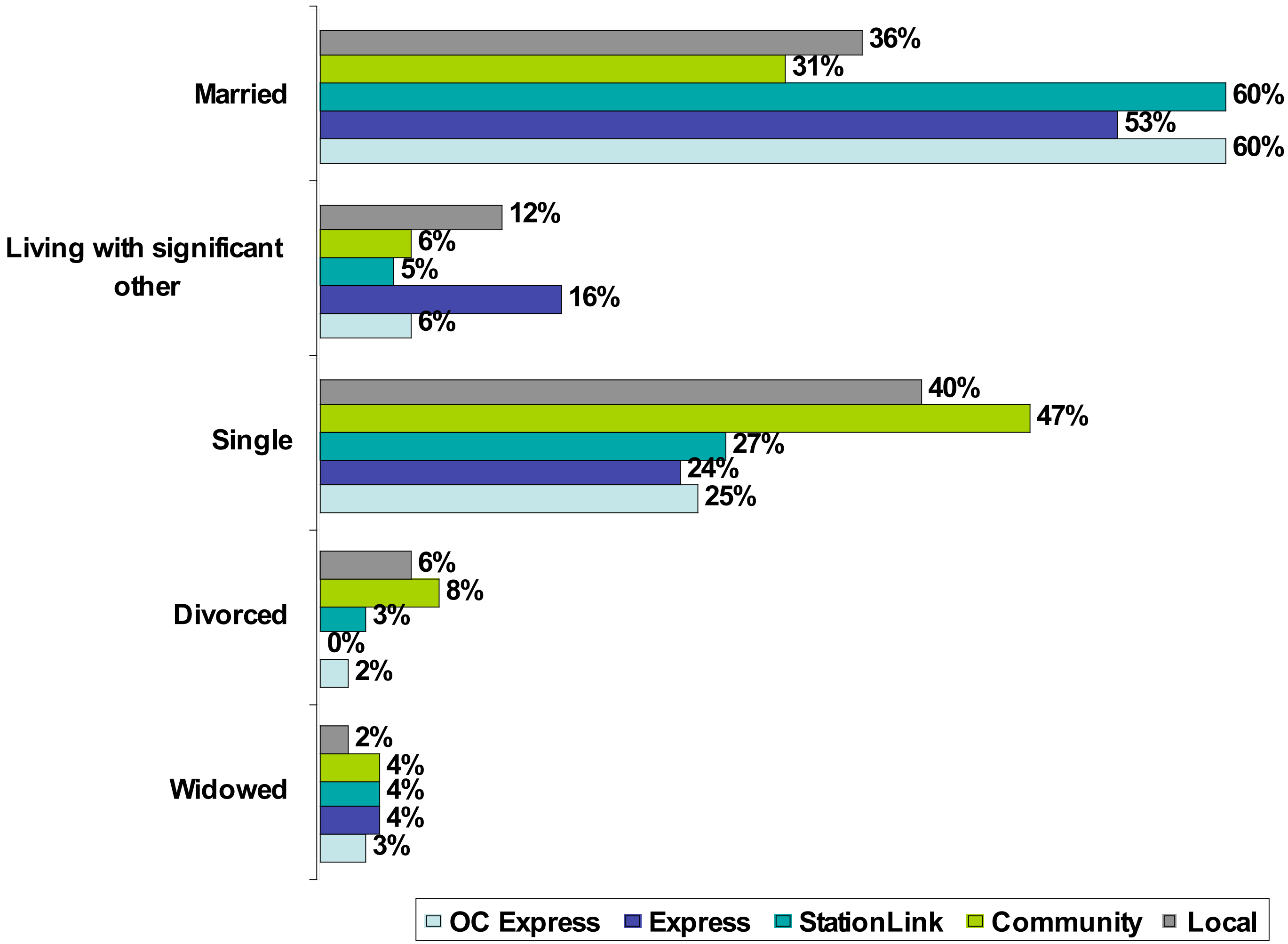
Q29. What is your current marital status?

Contract vs. OCTA-Operated Routes – Marital Status



Q29. What is your current marital status?

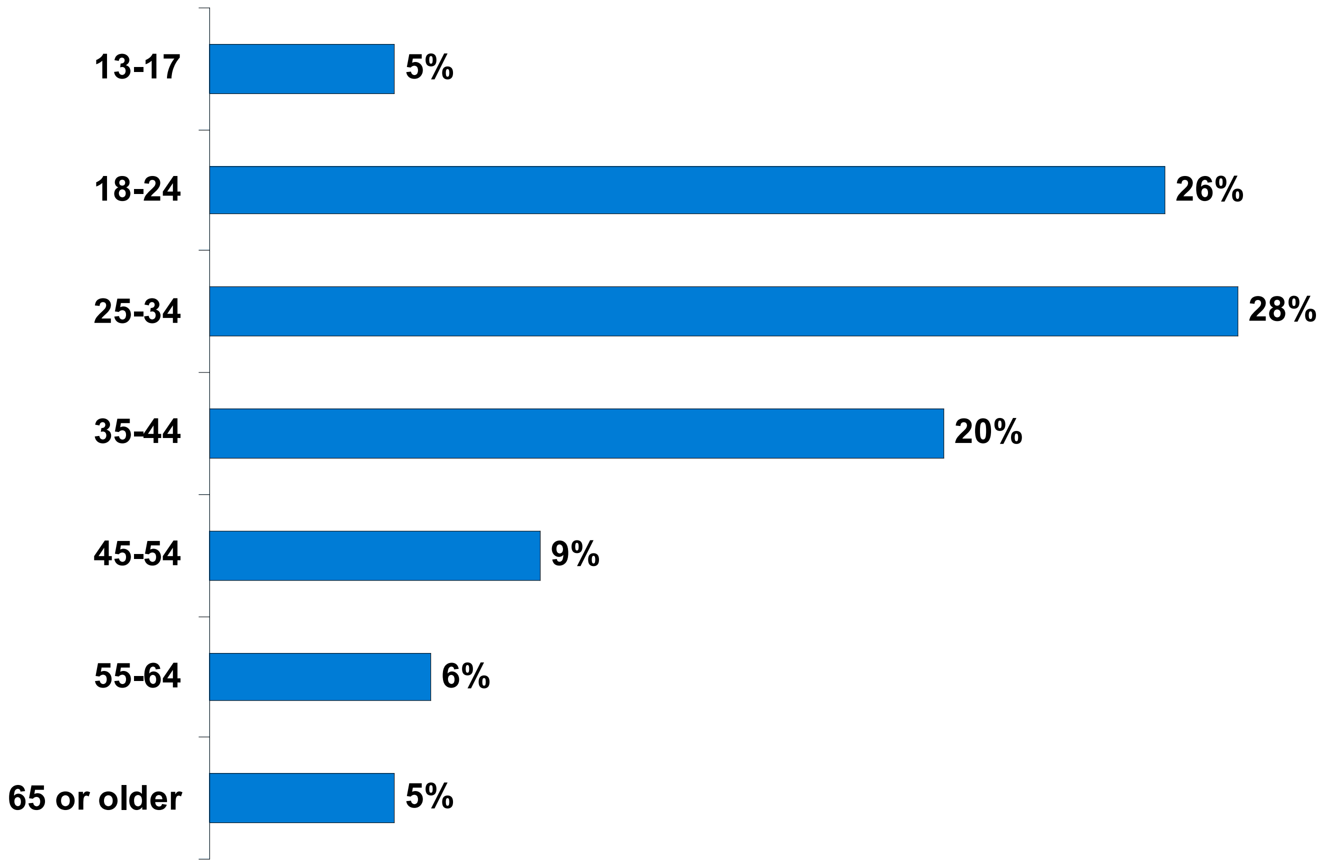
Specific Route Types – Marital Status



Q29. What is your current marital status?

Overall Ridership – Age

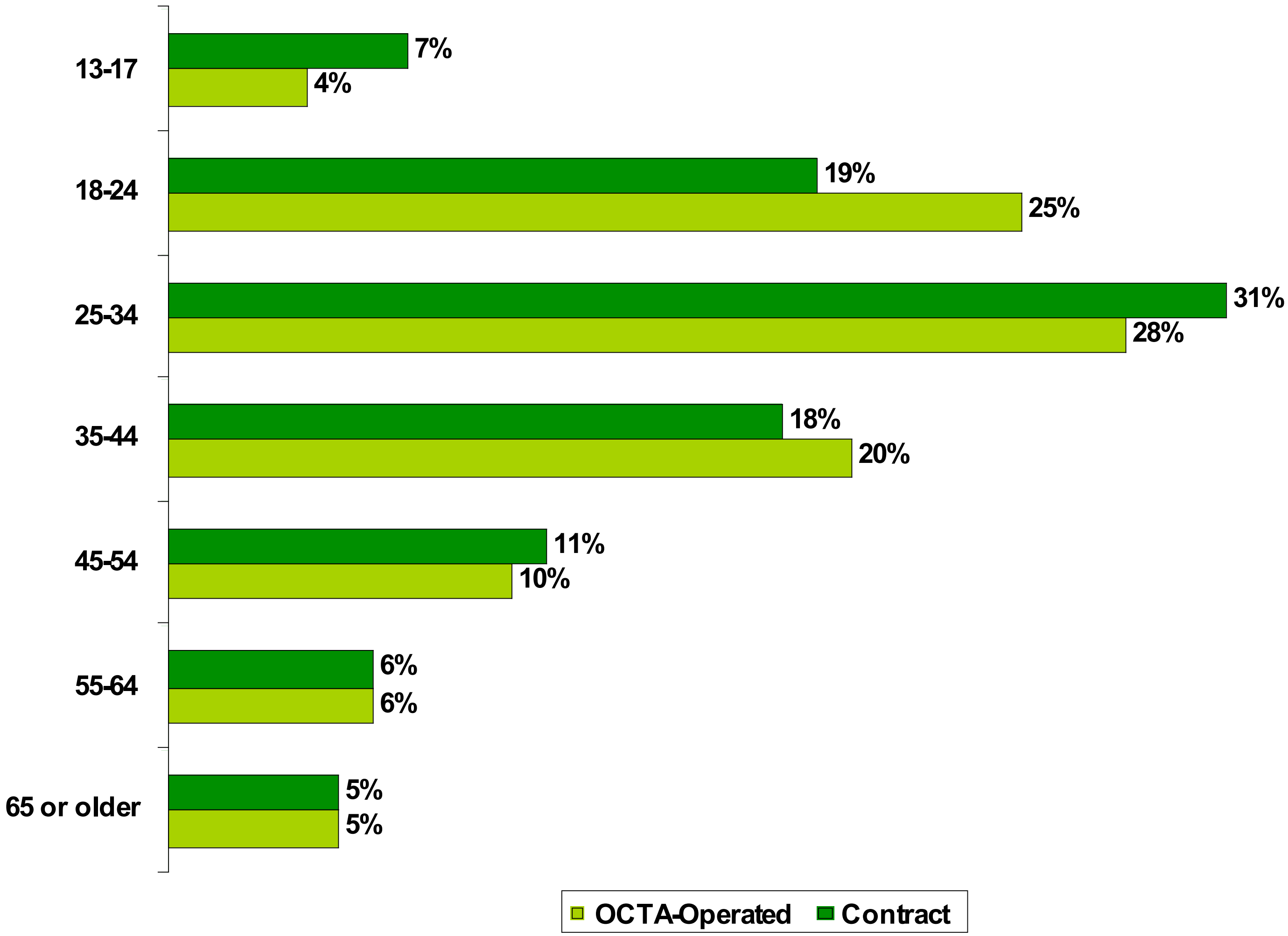
The majority of customers (almost 75%) are between the ages of 18 – 44. Almost half are between the ages of 25 – 44.



N (customers) = 902

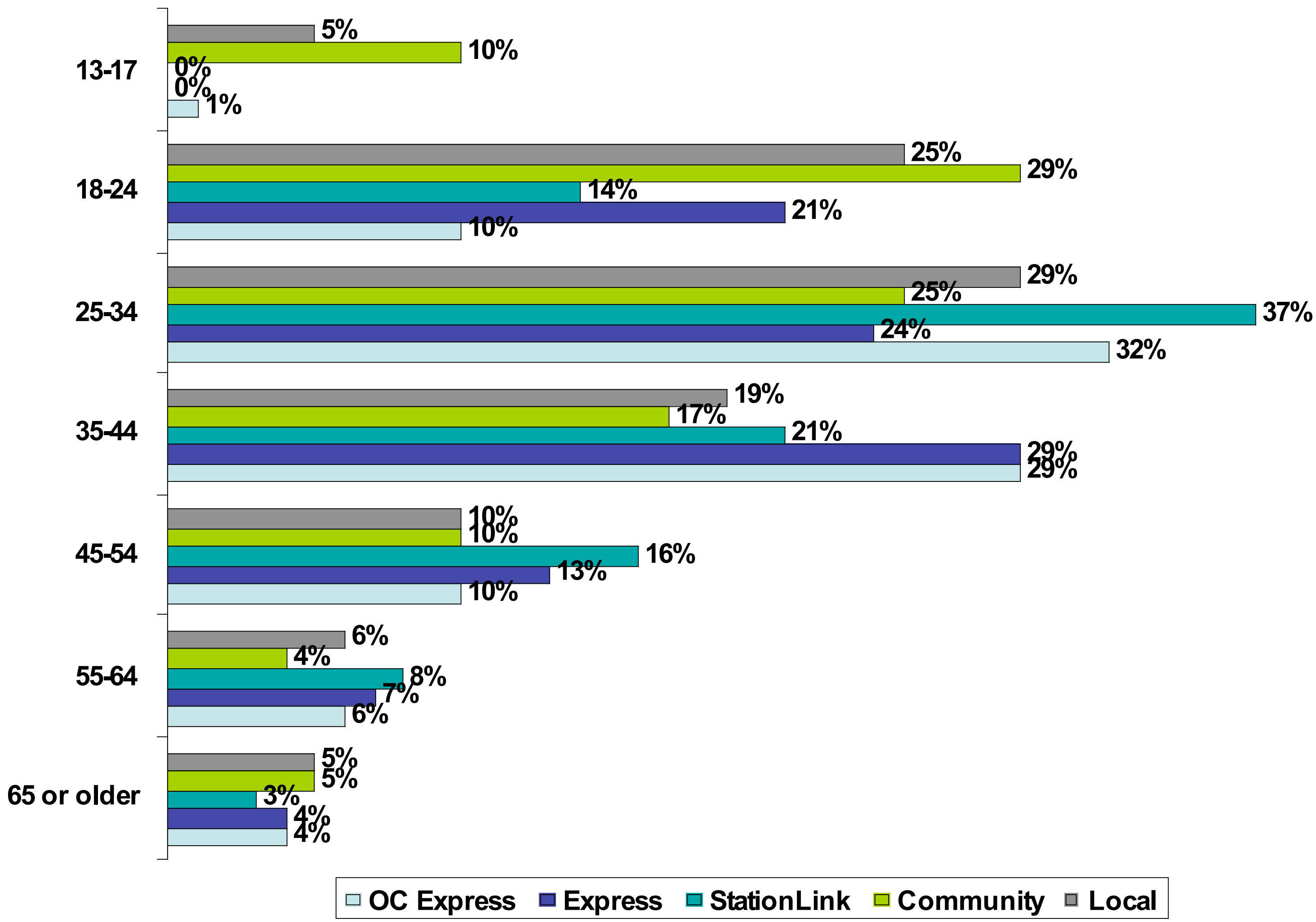
Q30. What is your age?

Contract vs. OCTA-Operated Routes – Age



Q30. What is your age?

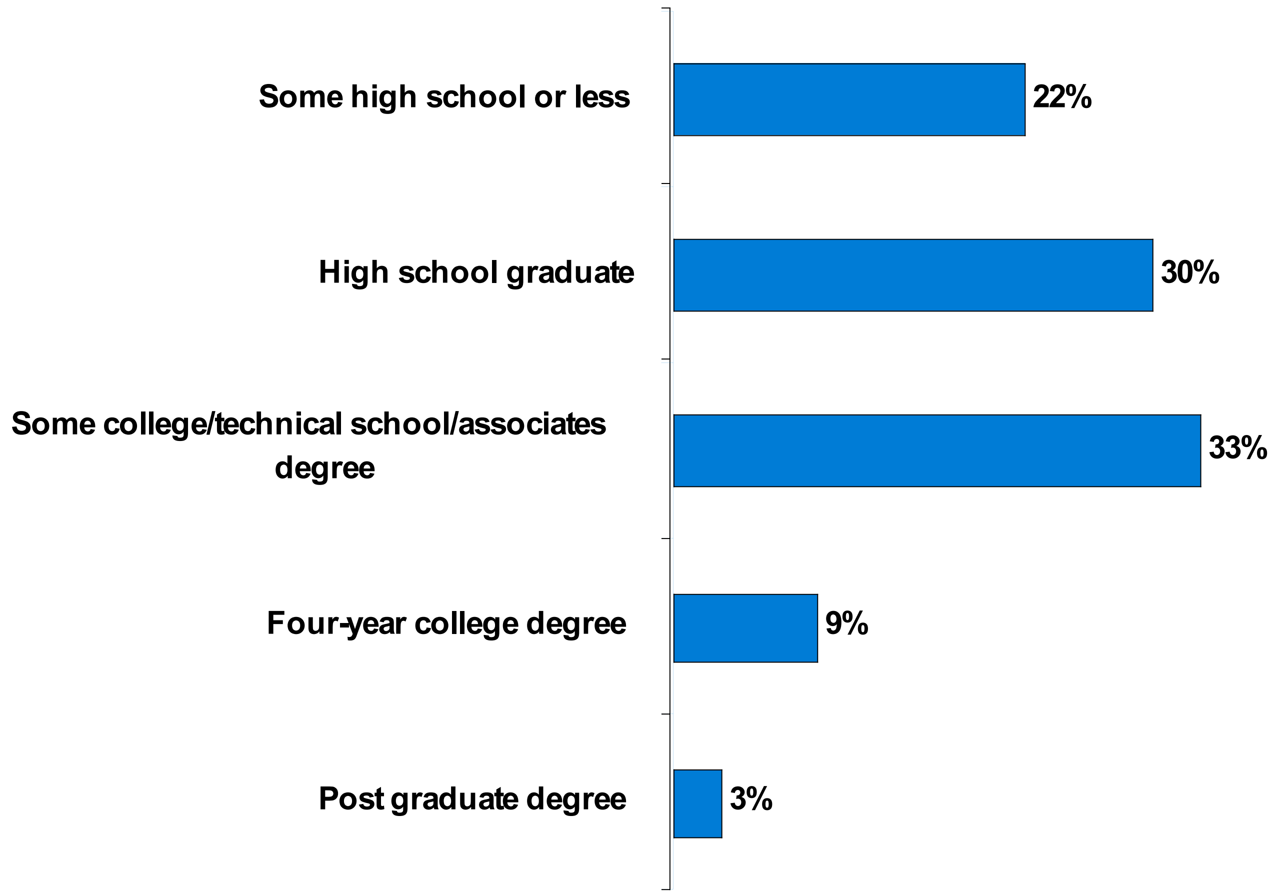
Specific Route Types – Age



Q30. What is your age?

Overall Ridership – Education Level

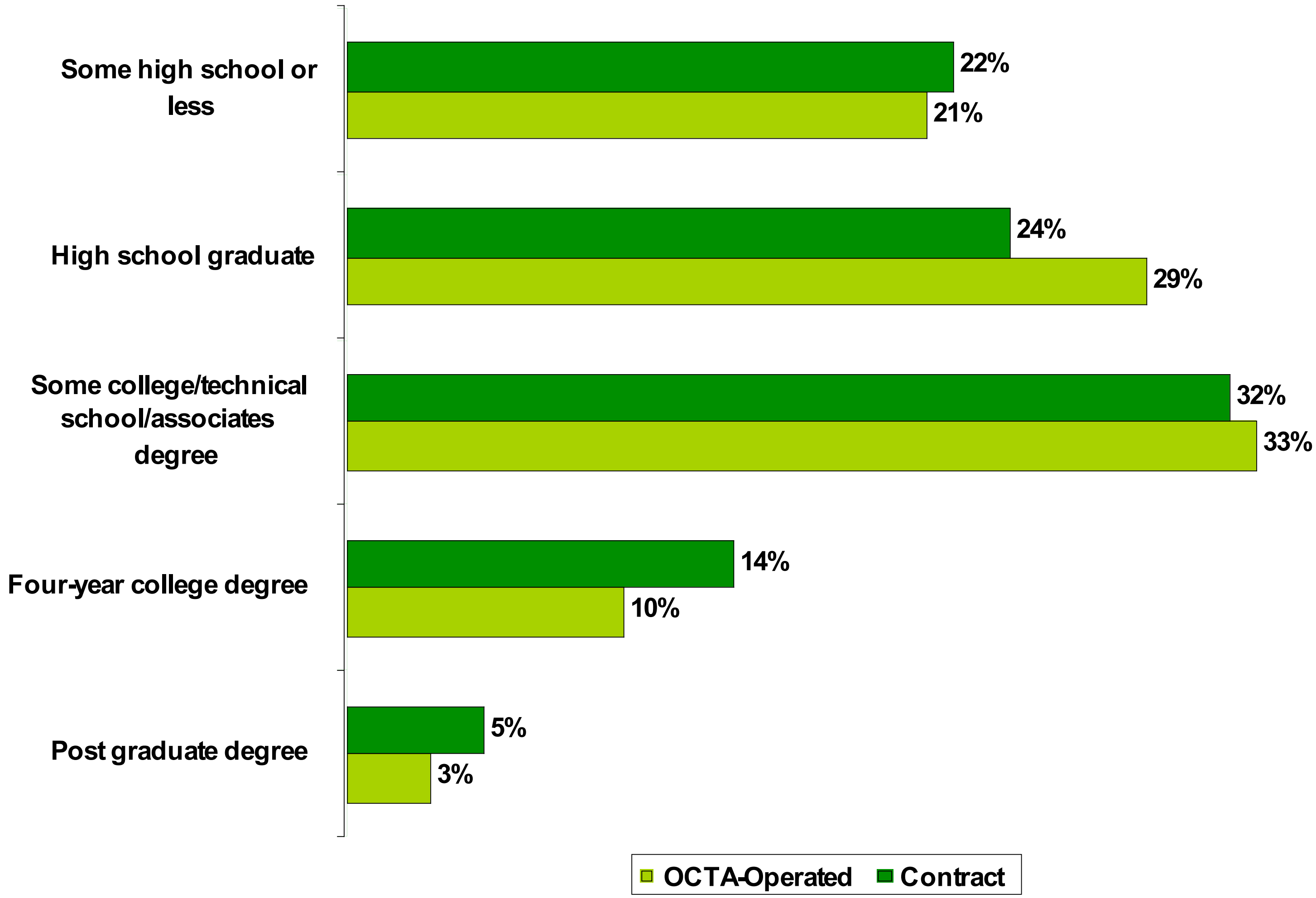
Forty-five percent of customers had **at least** some college/technical school/ associates degree.



N (customers) = 902

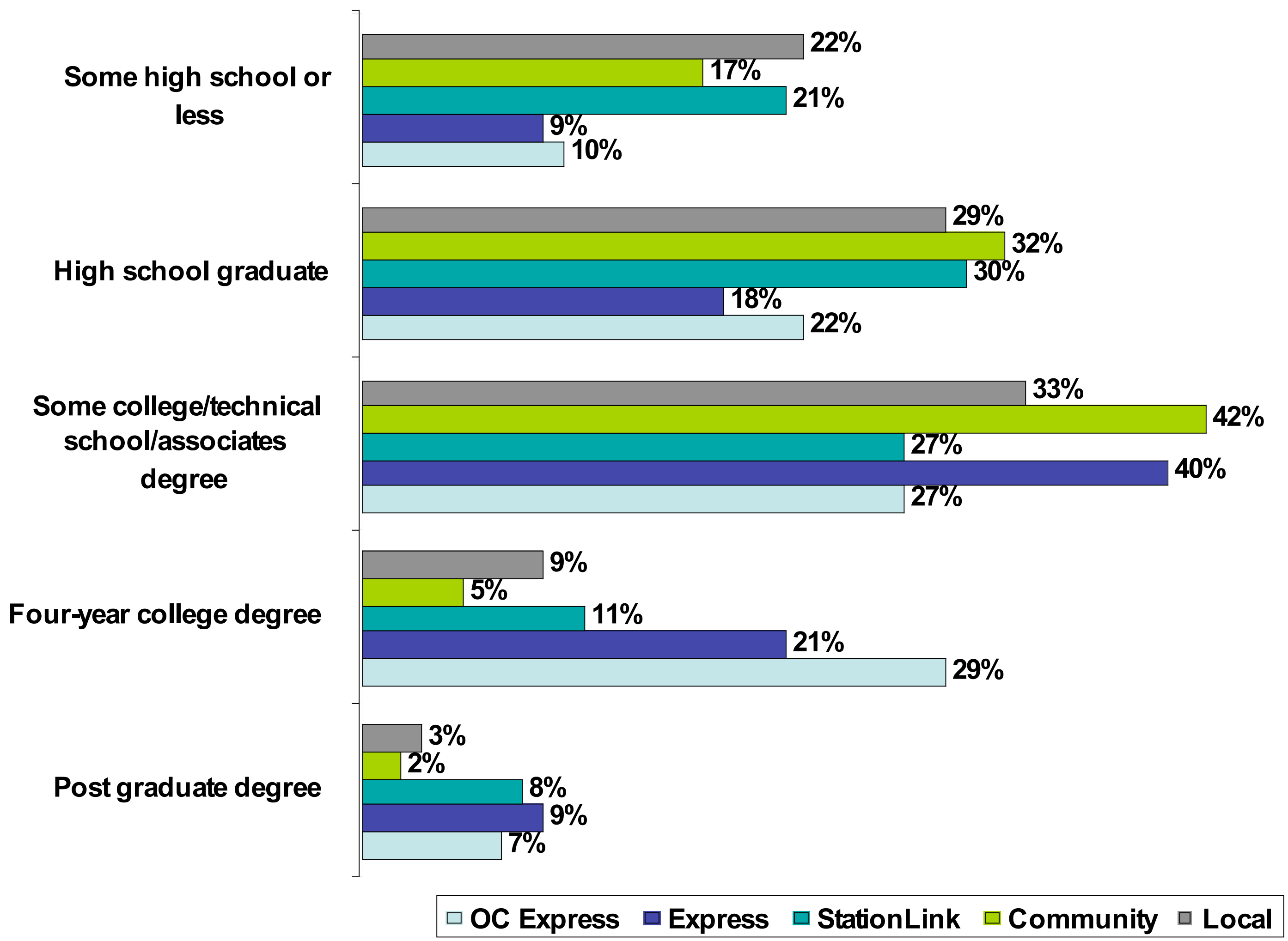
Q31. What is the highest level of education you completed?

Contract vs. OCTA-Operated Routes – Education Level



Q31. What is the highest level of education you completed?

Specific Route Types – Education Level



Q31. What is the highest level of education you completed?

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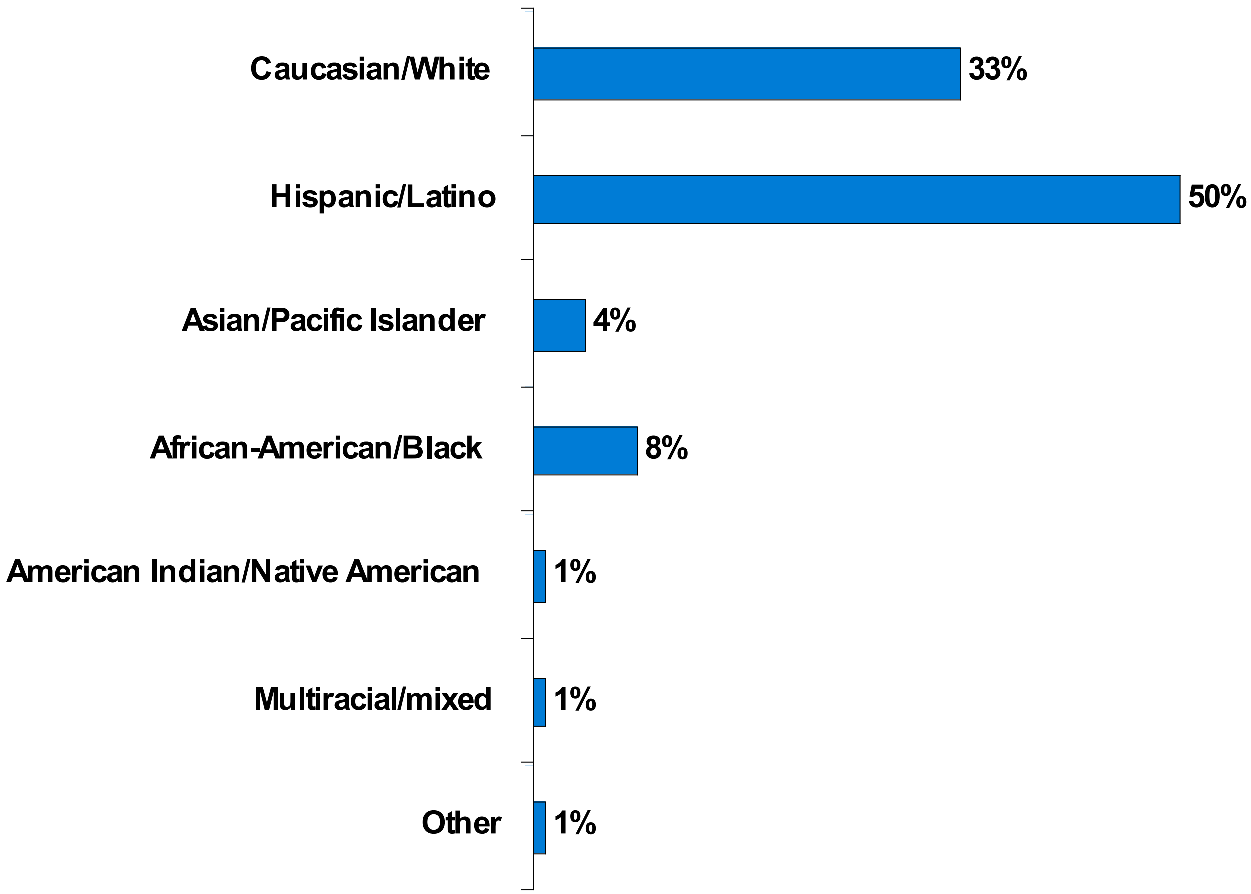
Overall Ridership – Ethnicity

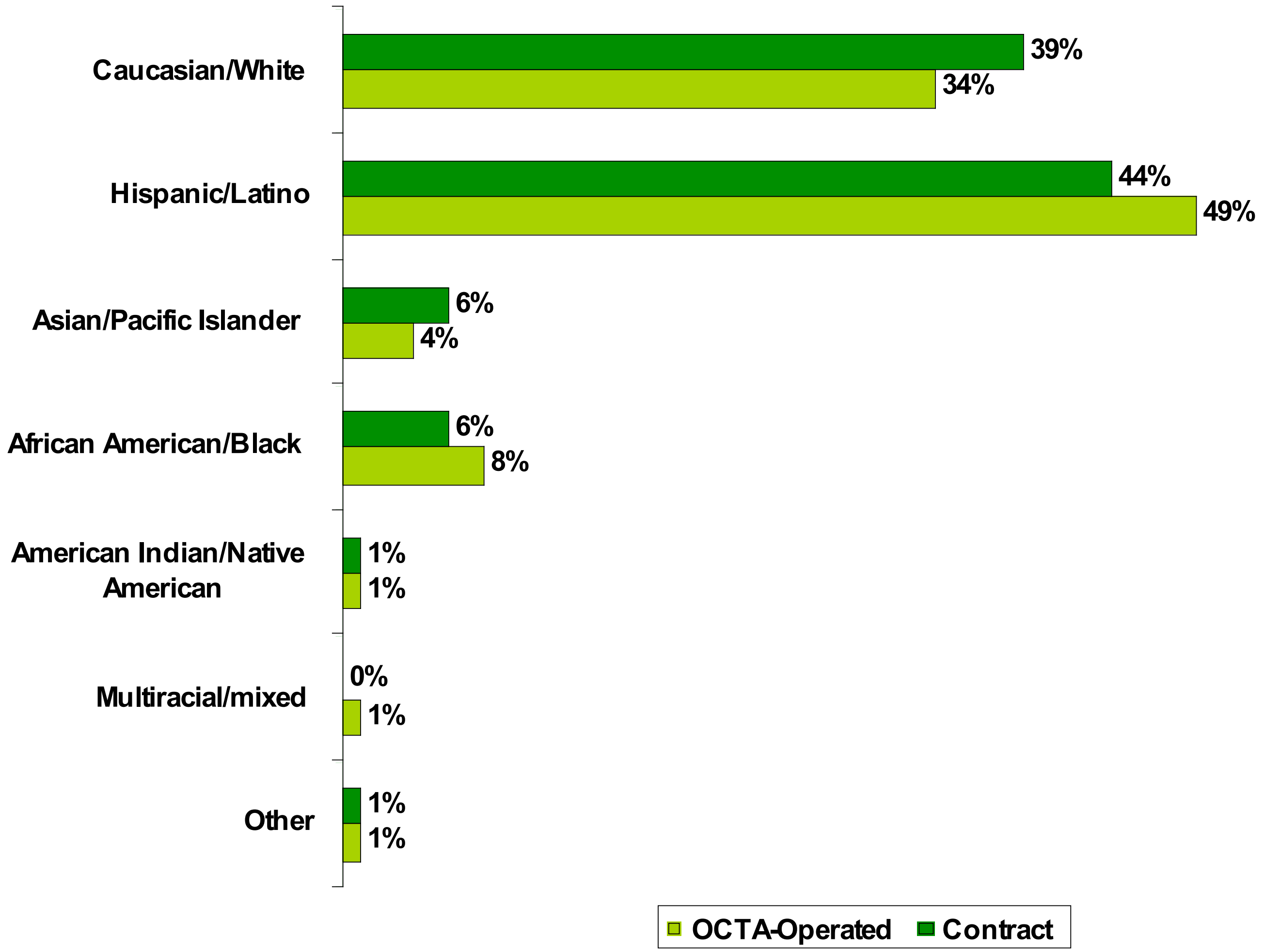
Half of customers are Hispanic/Latino; one-third are Caucasian/White; 8% are African-American/Black; 4% are Asian/Pacific Islander.



N (customers) = 902

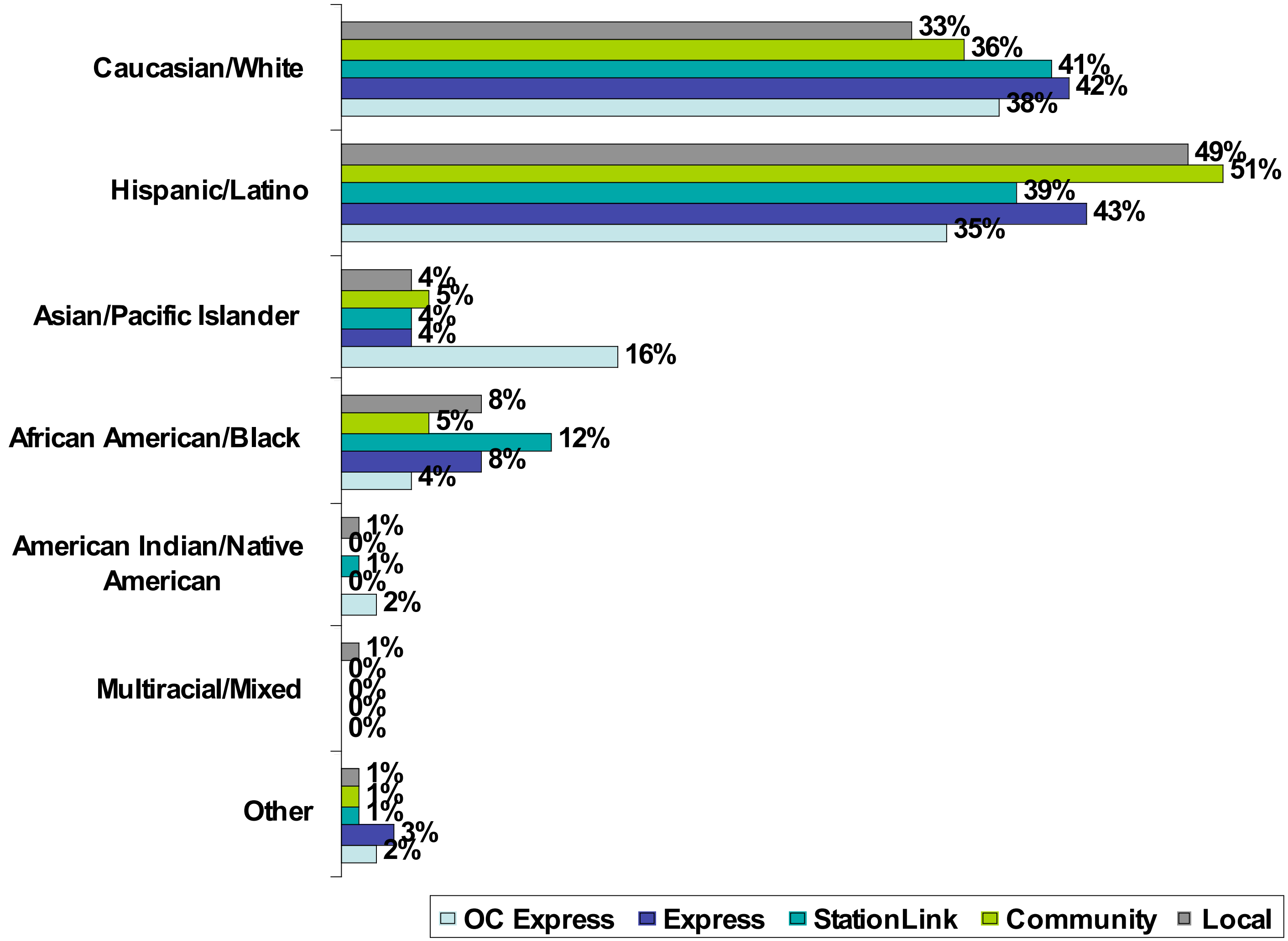
Q32. Ethnic origin

Contract vs. OCTA-Operated Routes – Ethnicity



Q32. Ethnic origin

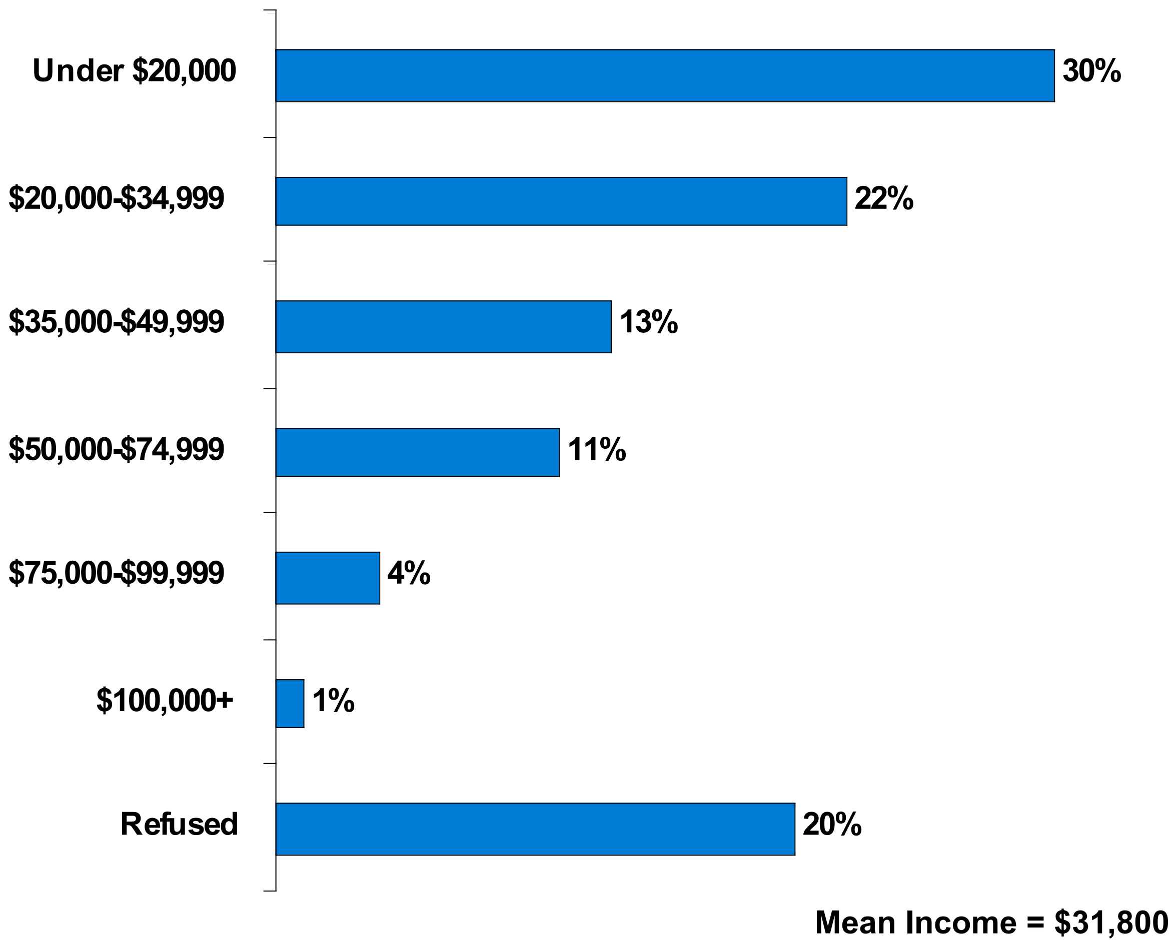
Specific Route Types – Ethnicity



Q32. Ethnic origin

Overall Ridership – Income

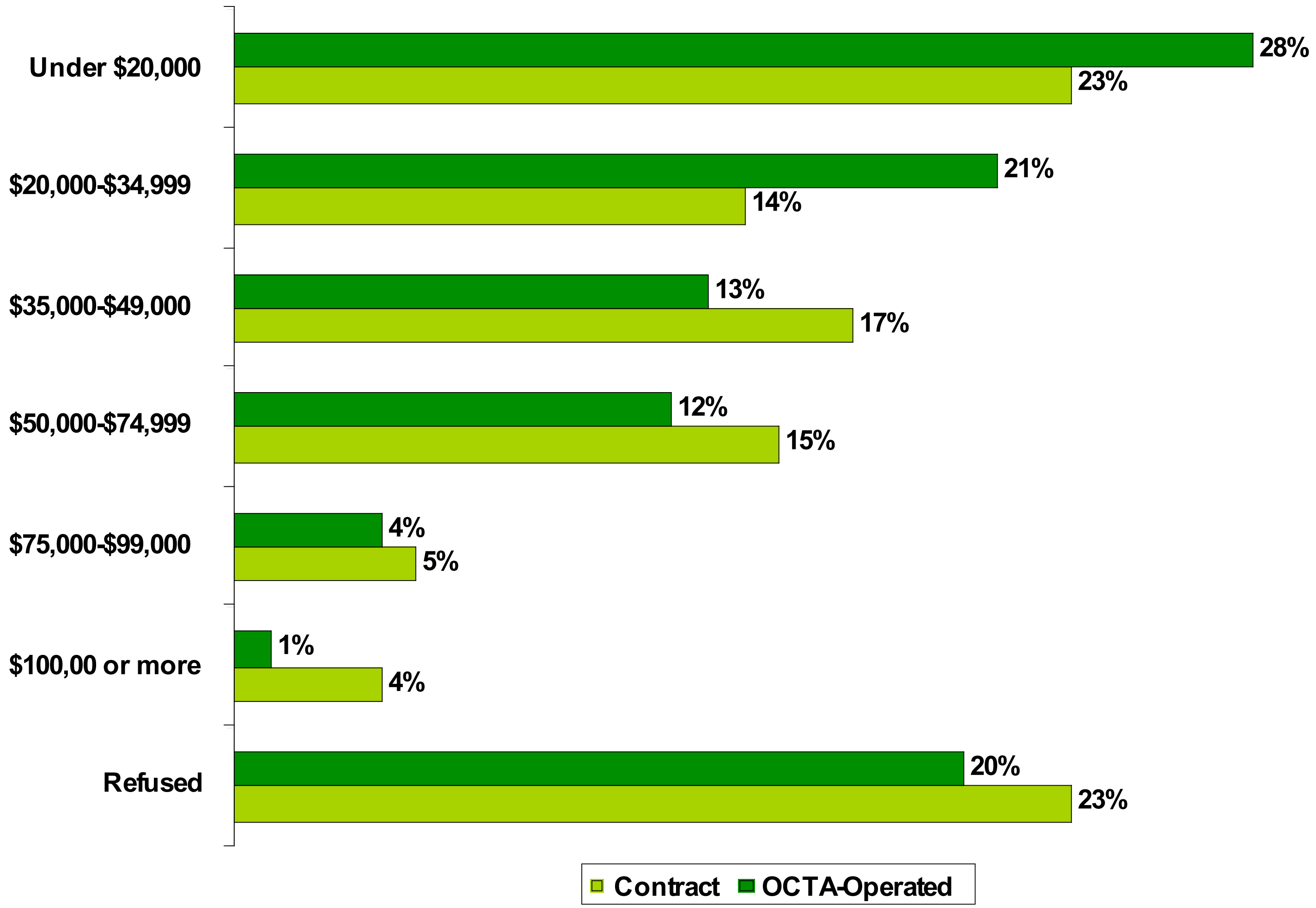
Average household income is $31,800.



N (customers) = 902

Q33. Annual household income

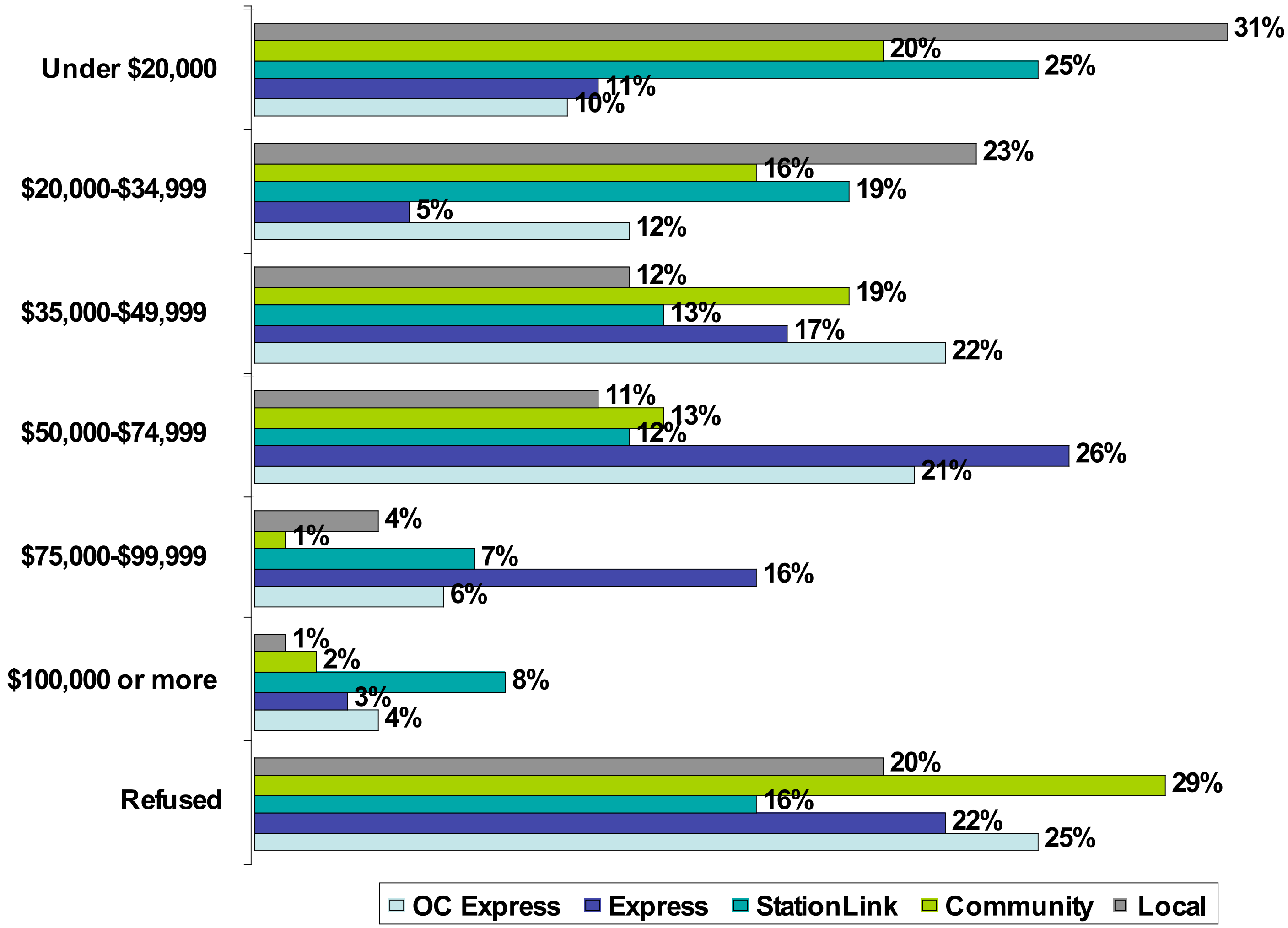
Contract vs. OCTA-Operated Routes – Income



Contract Mean Income = $40,800
Non-Contract Mean Income = $33,600

Q33. Annual household income

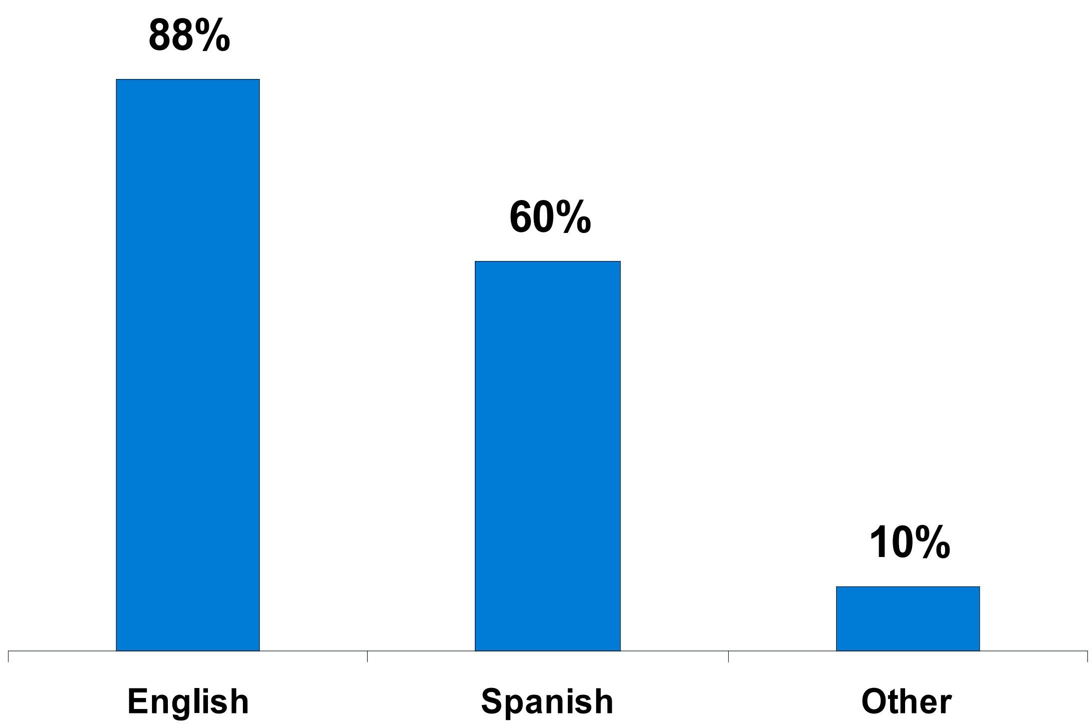
Specific Route Types – Income



Q33. Annual household income

Overall Ridership – Languages Spoken

Eighty-eight percent of customers speak English; 60% of customers speak Spanish; 10% speak another language.

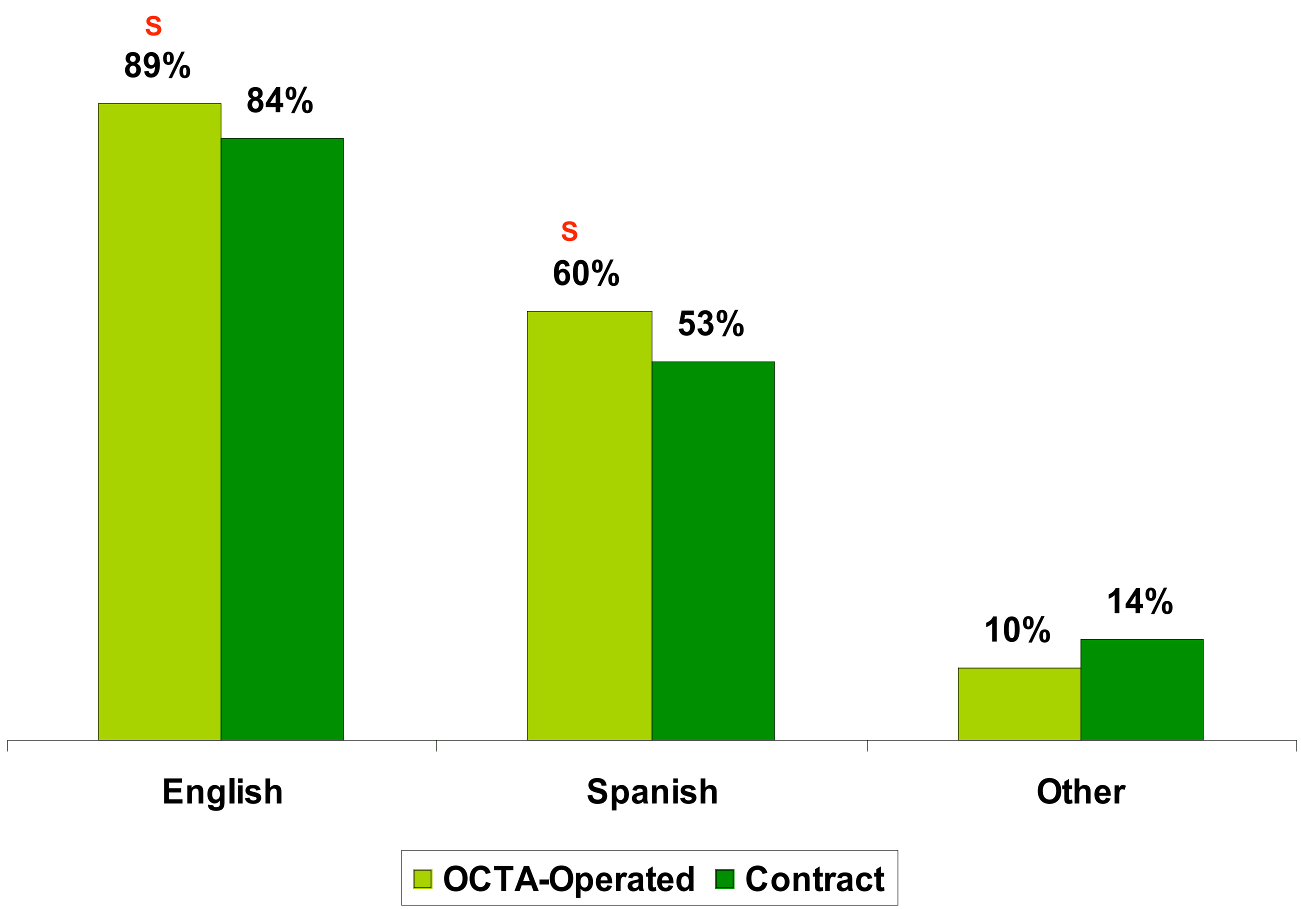


N (customers) = 902

Q34a. Languages spoken

Language not mutually exclusive.

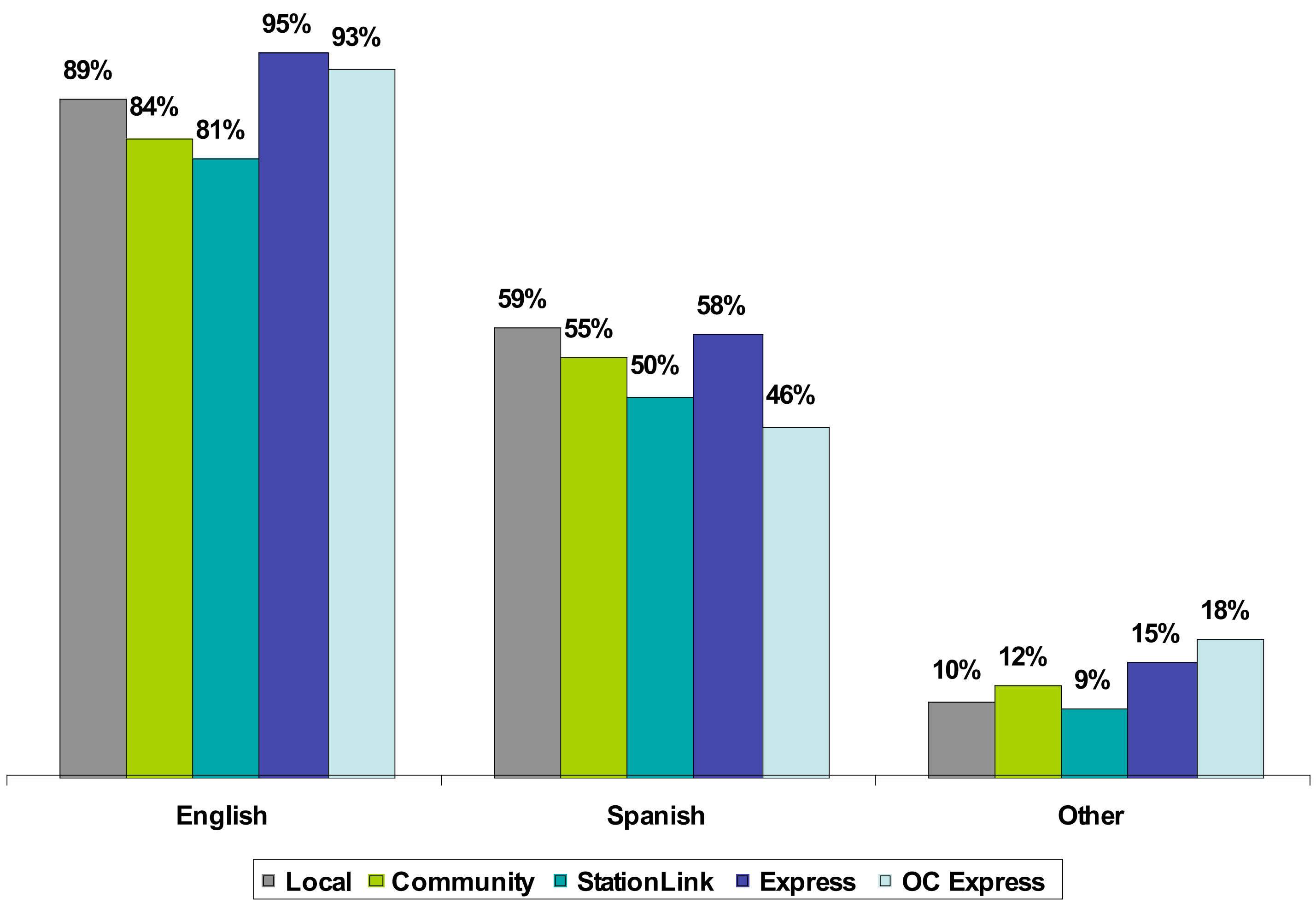
Contract vs. OCTA-Operated Routes – Languages Spoken



Q34a. Languages spoken

Language not mutually exclusive.

Specific Route Types – Languages Spoken

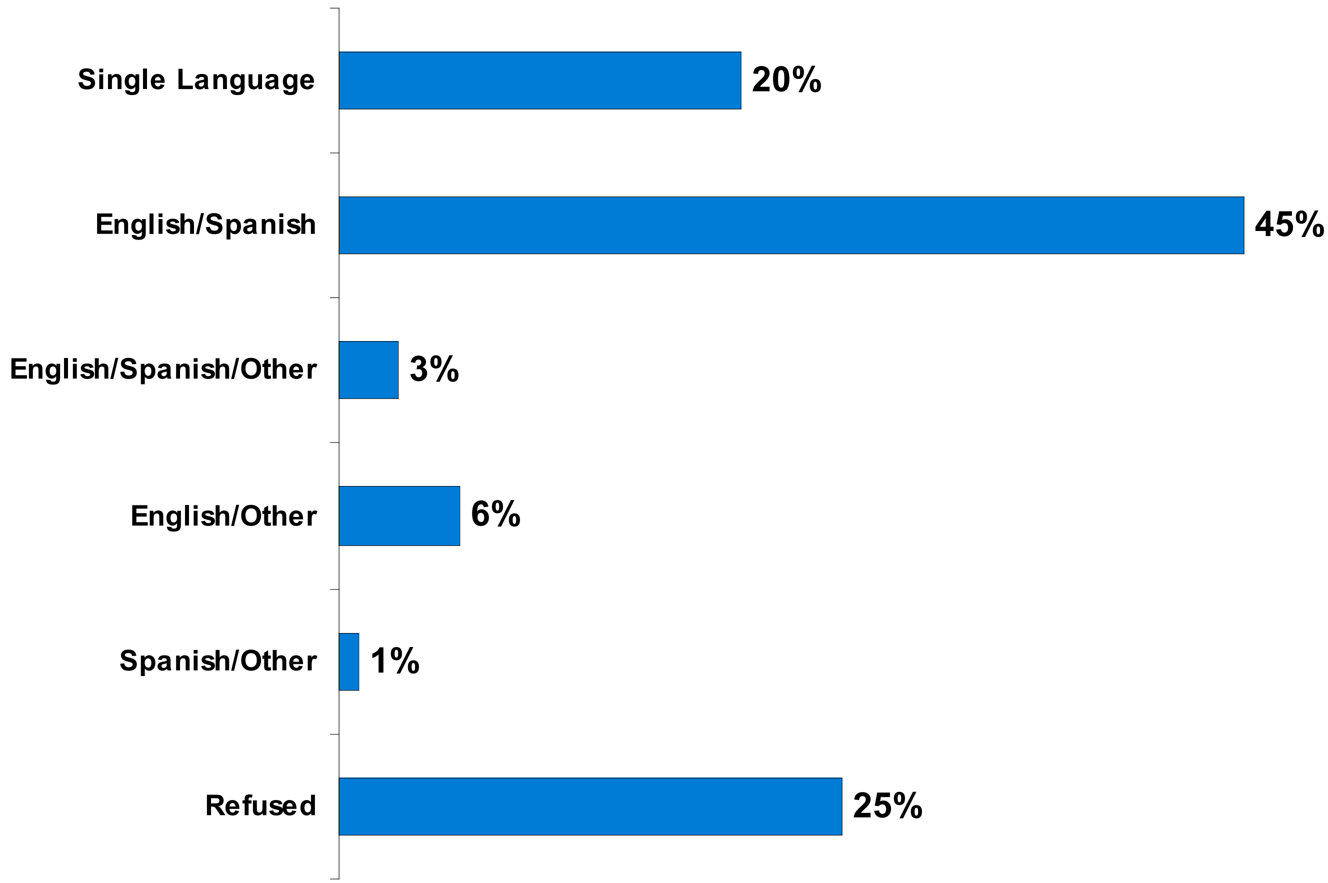


Q34a. Languages spoken

Language not mutually exclusive.

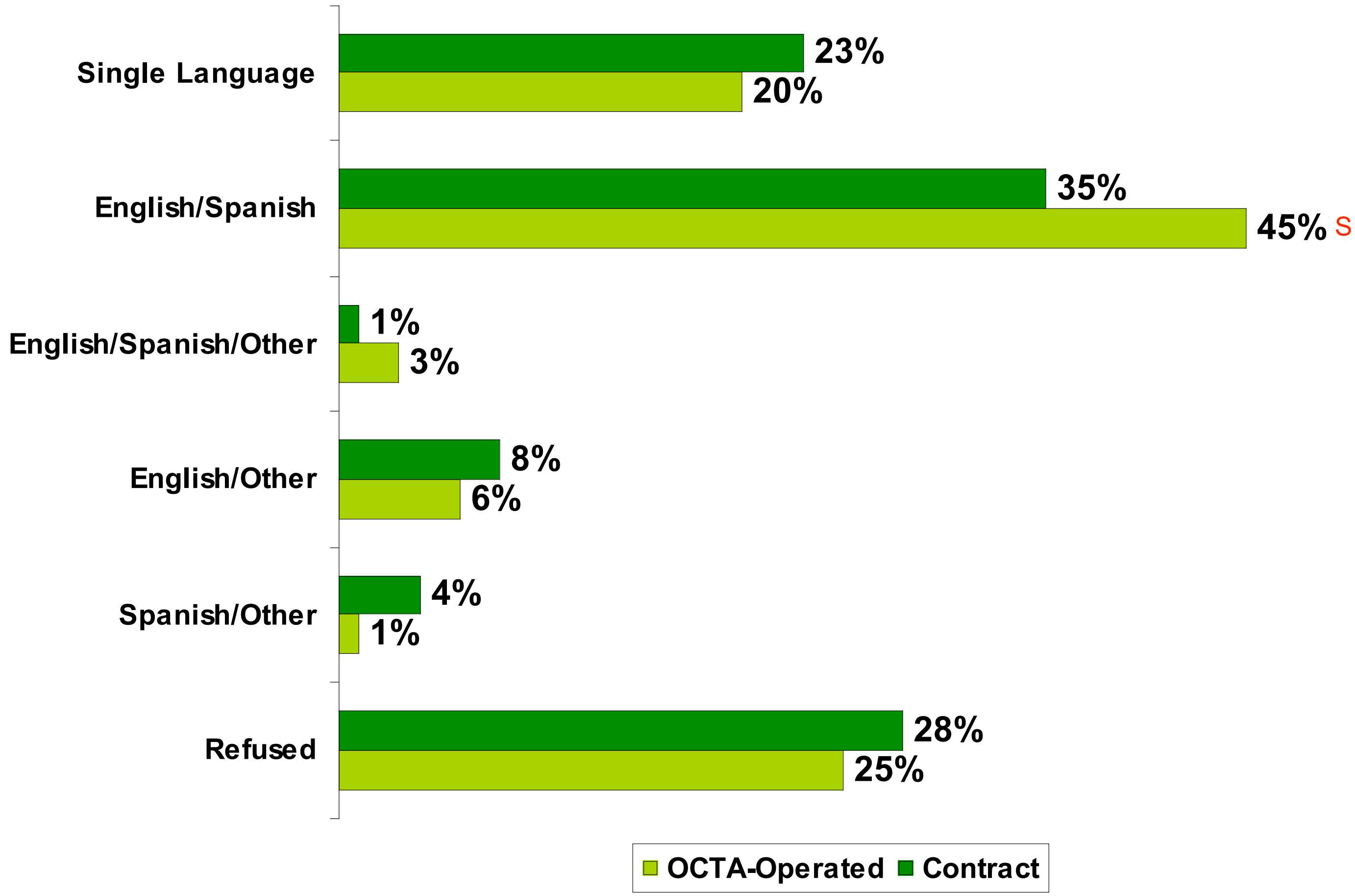
Overall Ridership – Languages Spoken

The majority of customers are bilingual.



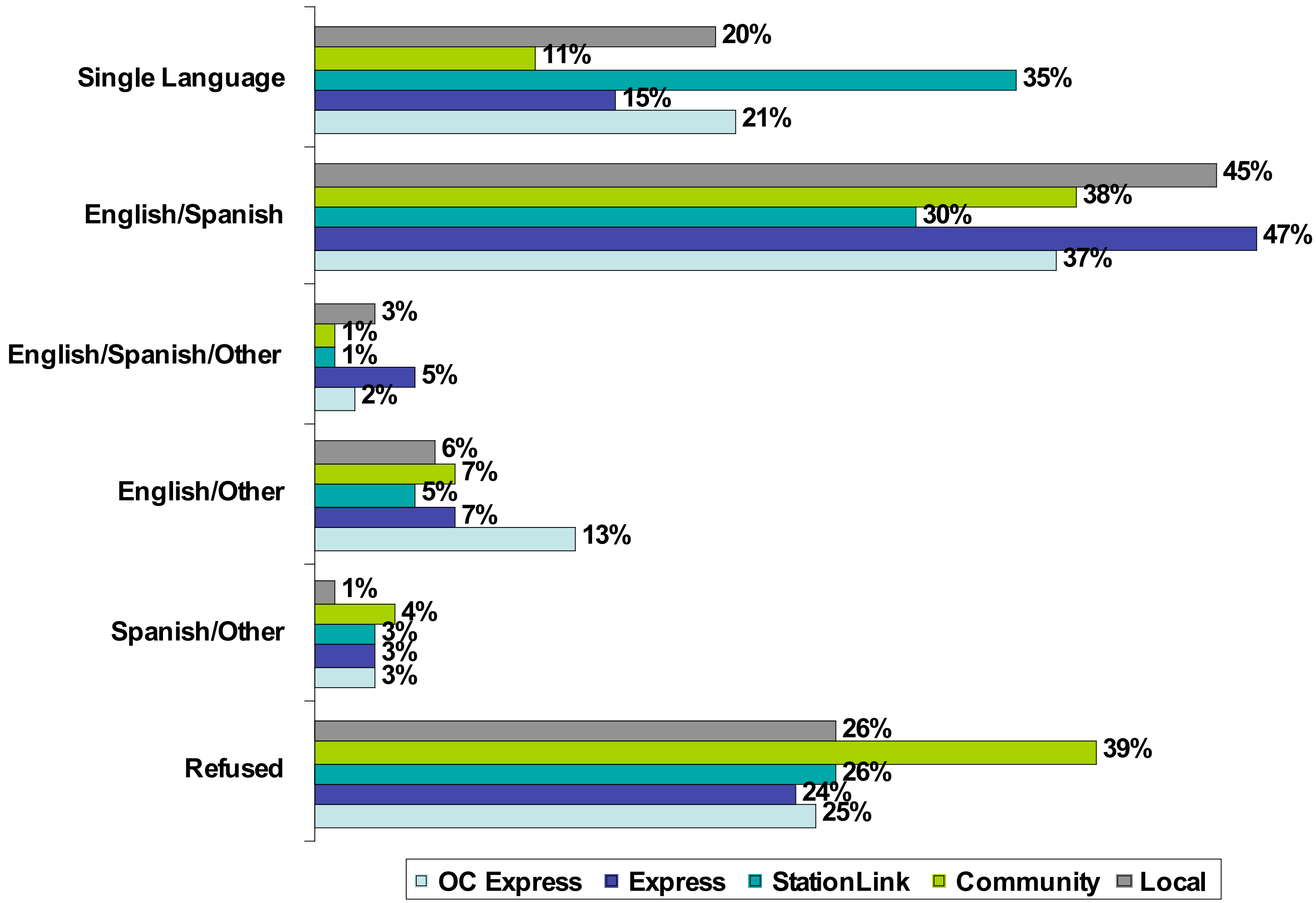
N (customers) = 902
Q34a. Languages spoken

Contract vs. OCTA-Operated Routes – Languages Spoken



Q34a. Languages spoken

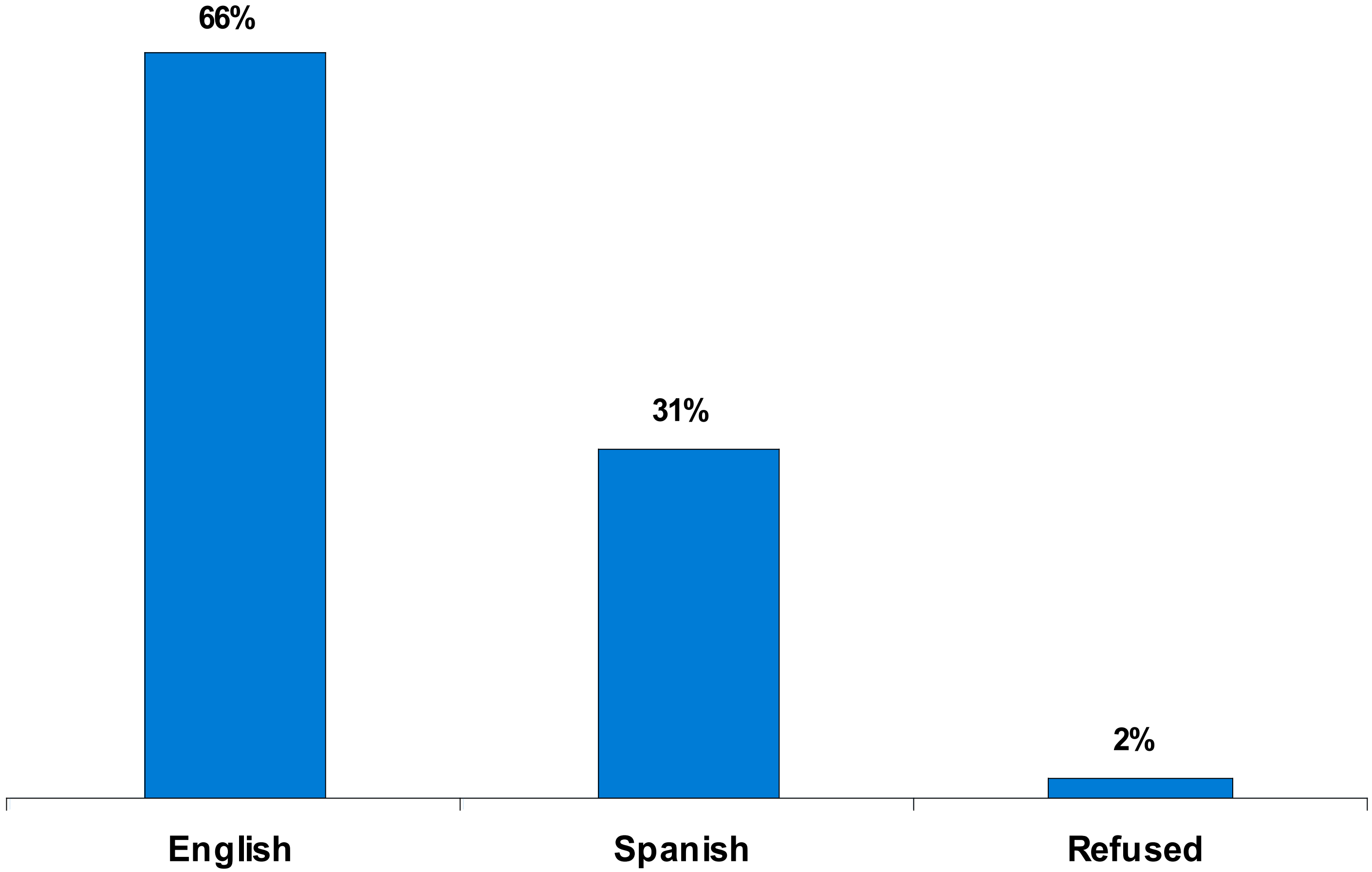
Specific Route Types – Languages Spoken



Q34a. Languages spoken

Overall Ridership – Language Preference

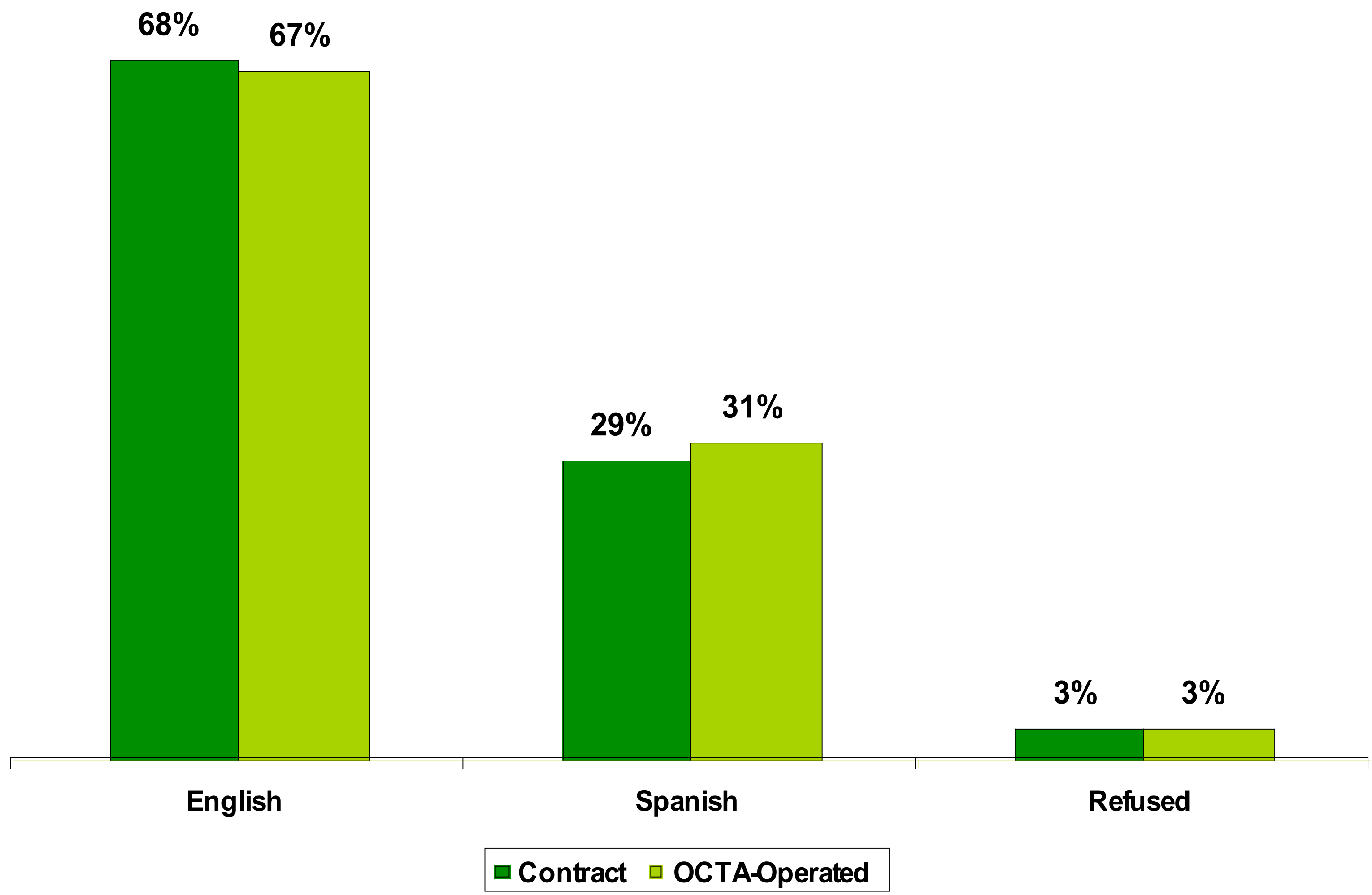
Sixty-six percent of customers prefer receiving bus information in English; 31% prefer receiving it in Spanish.



N (customers) = 902

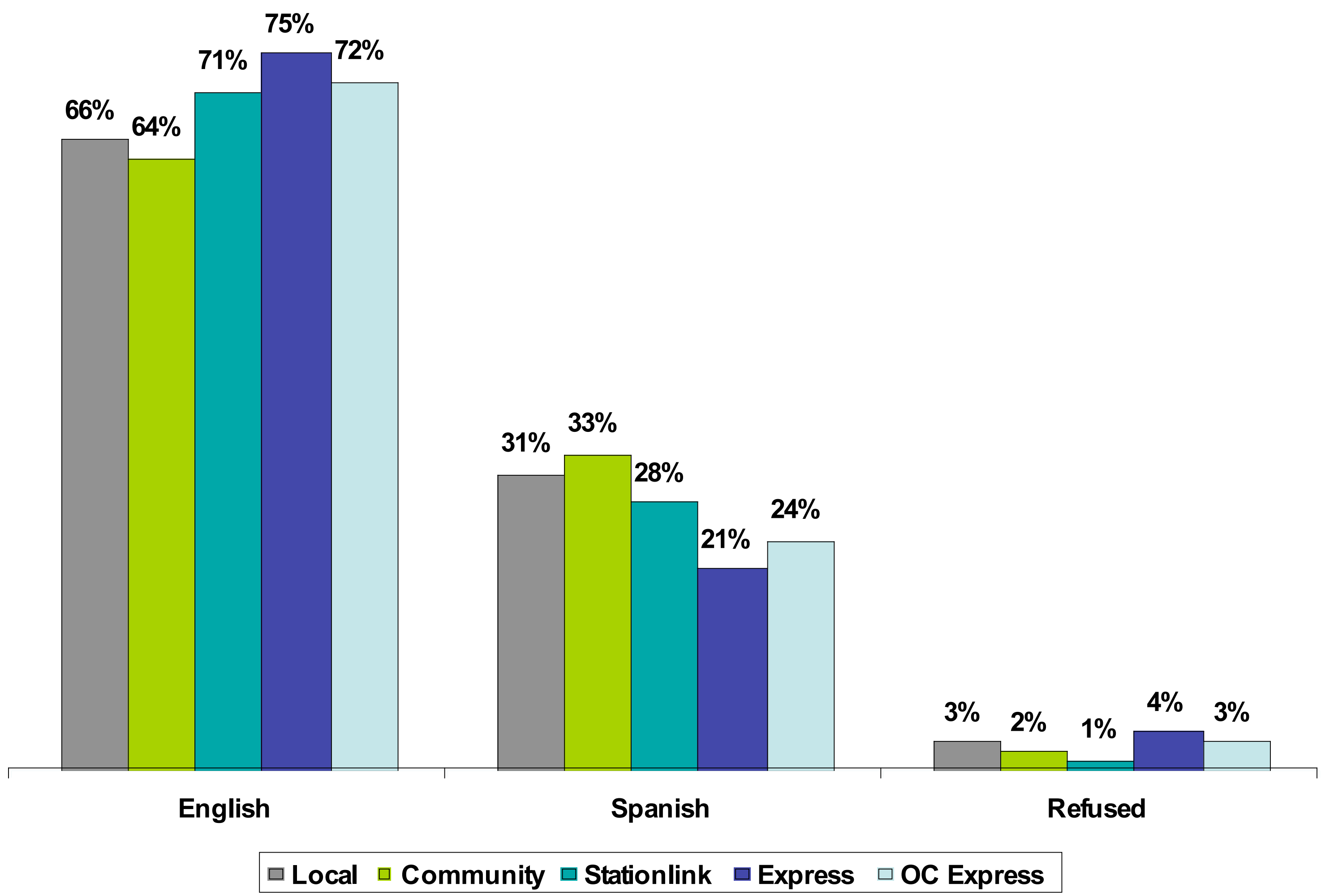
Q34b. Language prefer receiving bus information in

Contract vs. OCTA-Operated Routes – Language Preference



Q34b. Language prefer receiving bus information in

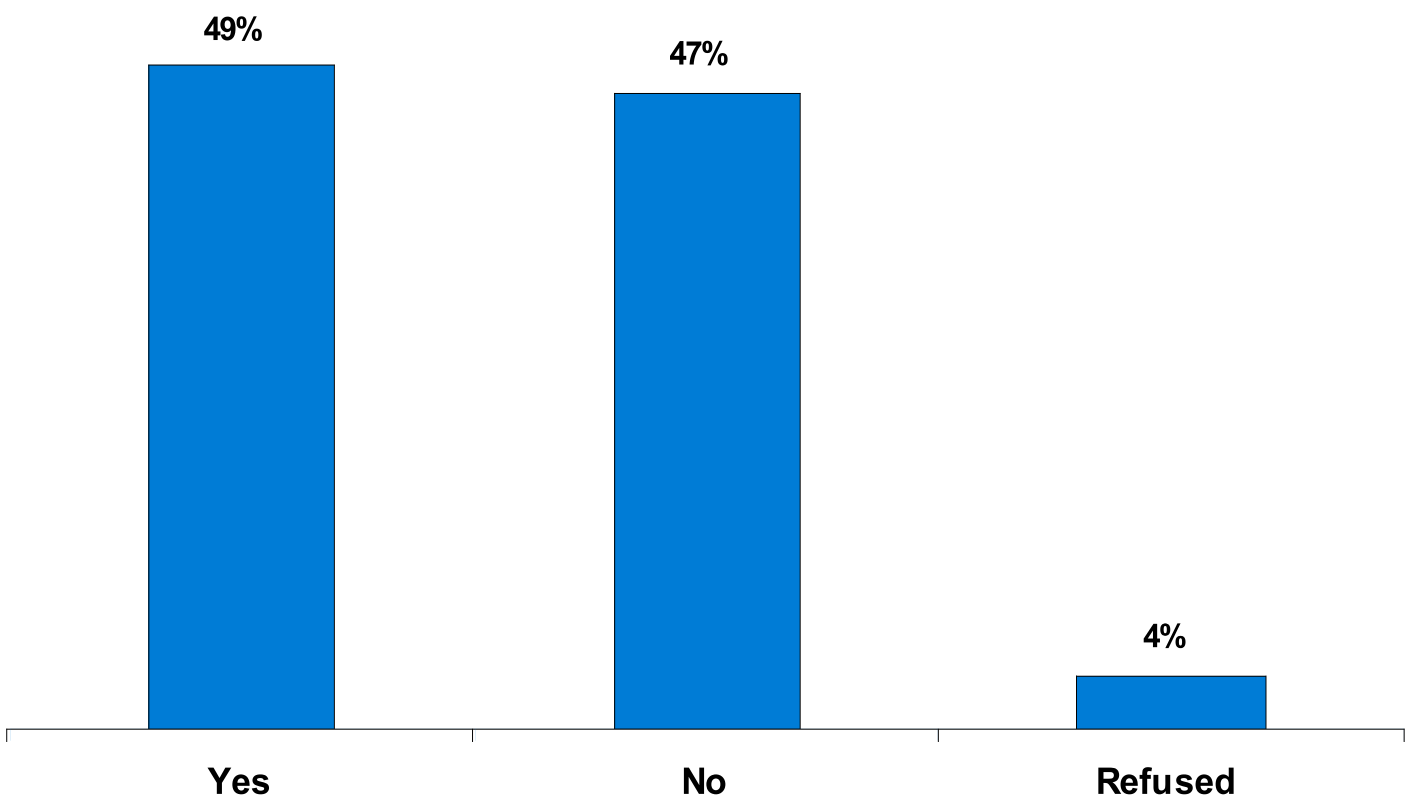
Specific Route Types – Language Preference



Q34b. Language prefer receiving bus information in

Overall Ridership – Voter Registration

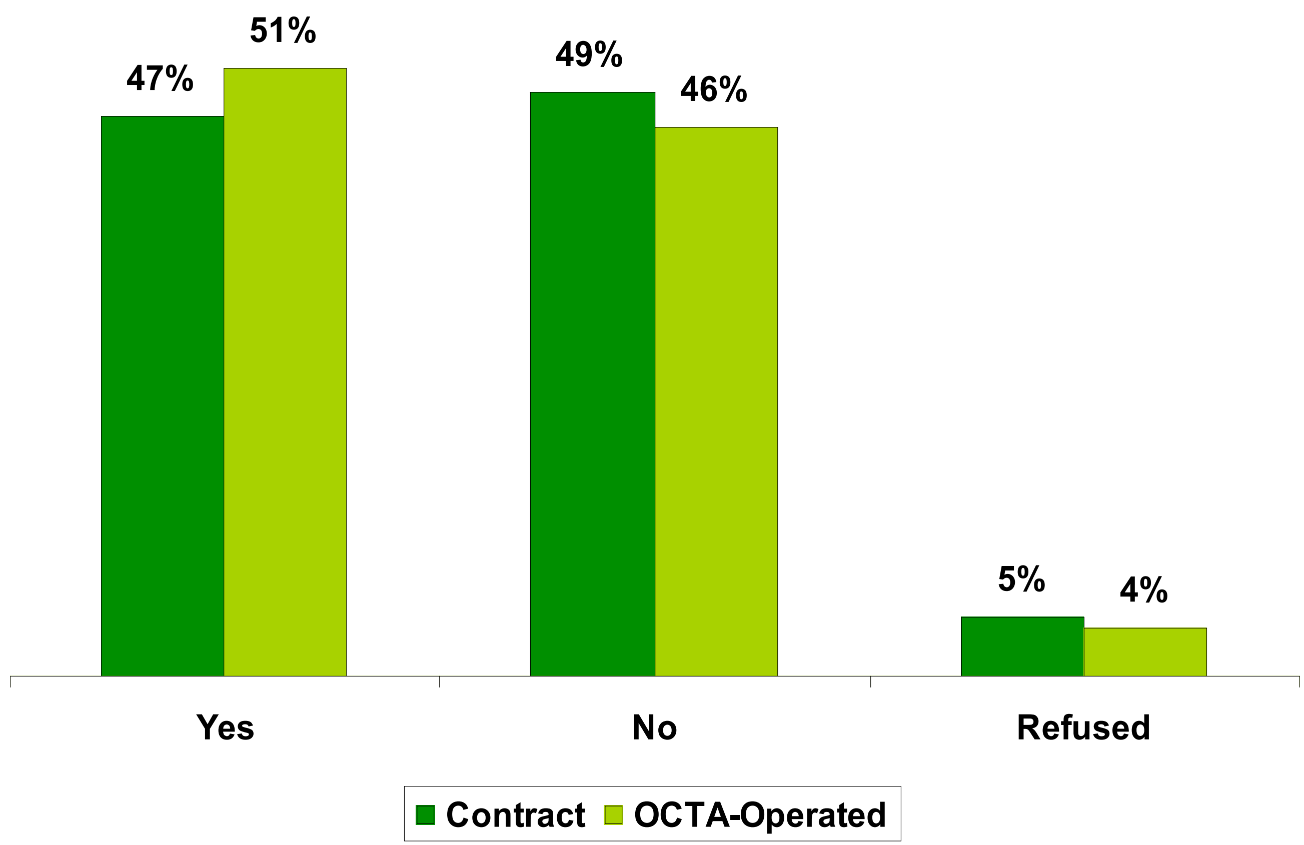
Almost half of customers are registered to vote.



N (customers) = 902

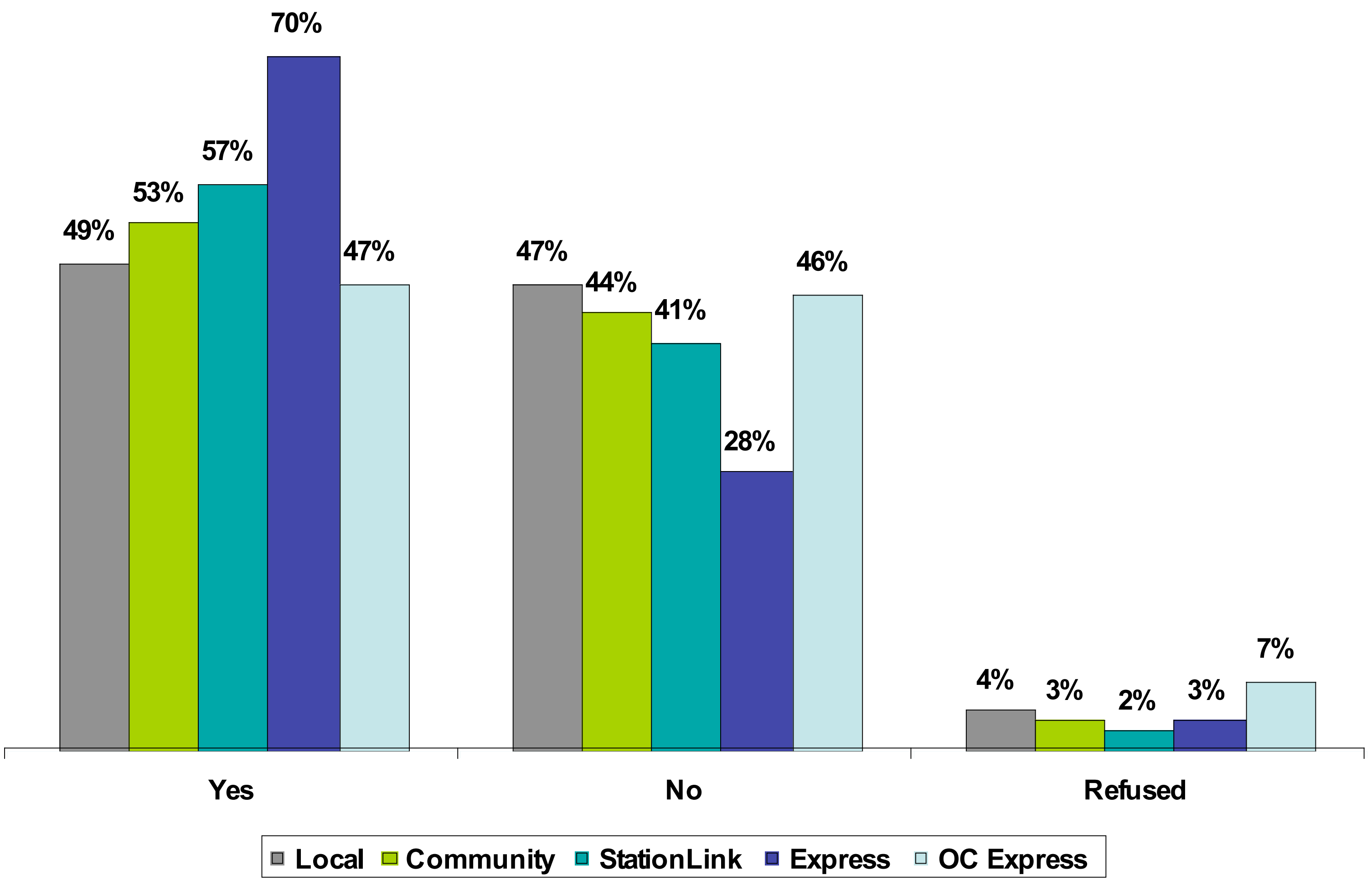
Q35. Are you registered to vote?

Contract vs. OCTA-Operated Routes – Voter Registration



Q35. Are you registered to vote?

Specific Route Types – Voter Registration



Q35. Are you registered to vote?

Conclusions/Recommendations

R&R PARTNERS

Conclusions/Recommendations

- Overall satisfaction scores are very positive. Continue to monitor through ongoing studies.
  - There are differences in satisfaction among Contract and OCTA-Operated routes; however, this may be due to demographic differences and should be evaluated further.

- Customers contact with the bus driver is a key part of their overall experience and is a likely influencer of overall satisfaction. Satisfaction scores in this area are good and scored highest when compared to other attributes. This is an important area to continue monitoring. Consider informing bus drivers how they scored and reinforce the importance of this area with them.

- There is room for improvement on satisfaction scores for several attributes. Addressing areas that may be easier to fix than others may be an effective way of increasing overall satisfaction. For example, there is room for improvement with exterior and interior bus cleanliness and is an area that drives overall customer impressions and perceptions. Improving this area could help increase the overall impression of the bus system and the way customers feel about riding the bus.

Conclusions/Recommendations

- Frequency of service is a key issue for customers. It continued to be the most important area they feel should be focused on and the lowest satisfaction scores continued to be with evening and weekend service. If this is not an area that can be addressed operationally, perhaps there are other ways to address/counter the issue.

- The OCTA Web Site appears to be a highly used and effective tool for Express and OC Express customers. Utilize this tool as a way to provide specific information, promotions and incentives to this audience.

- A high percentage of customers are using or have used an OCTA pass; however, there is room for growth of awareness of several types of passes. There also appears to be differences in awareness among various route types.

Conclusions/Recommendations

- Awareness of bus passes and other OCTA programs were significantly lower among Hispanic customers. As Hispanic customers represent 50% of responses, it is important that awareness is strengthened. Find opportunities to drive awareness of passes and programs to other ethnicities.

- If a cost is implemented for the bus book, customers appear to be unwilling to pay more than $1.00 for it. It should be available for purchase on the bus as the majority prefer to get it here.
  - StationLink and OC Express customers appear to be less willing to pay for the bus book; however, this information is directional and should be evaluated further.

- Overall, Internet access does not appear to have sparked <u>high</u> interest; however, there is a segment of the population who is interested in it. The majority are willing to pay something for it, however, price should be examined further.