



2018 Sunday Service Survey

Onboard intercept survey

Summary

Transfort Service Development conducted an onboard rider survey Sunday March 25, 2018. The survey was performed between 8 a.m. and 2:30 p.m. and included routes 2, 3, 8, 14, 16 and MAX. English and Spanish surveys were distributed and over 360 completed surveys were received, meeting the sample targets (see Appendix – Data Collection Plan). The purpose was to better understand rider demographics, behavior, and satisfaction for Transfort’s new Sunday Service which began August 2017. Below is a summary from the survey:

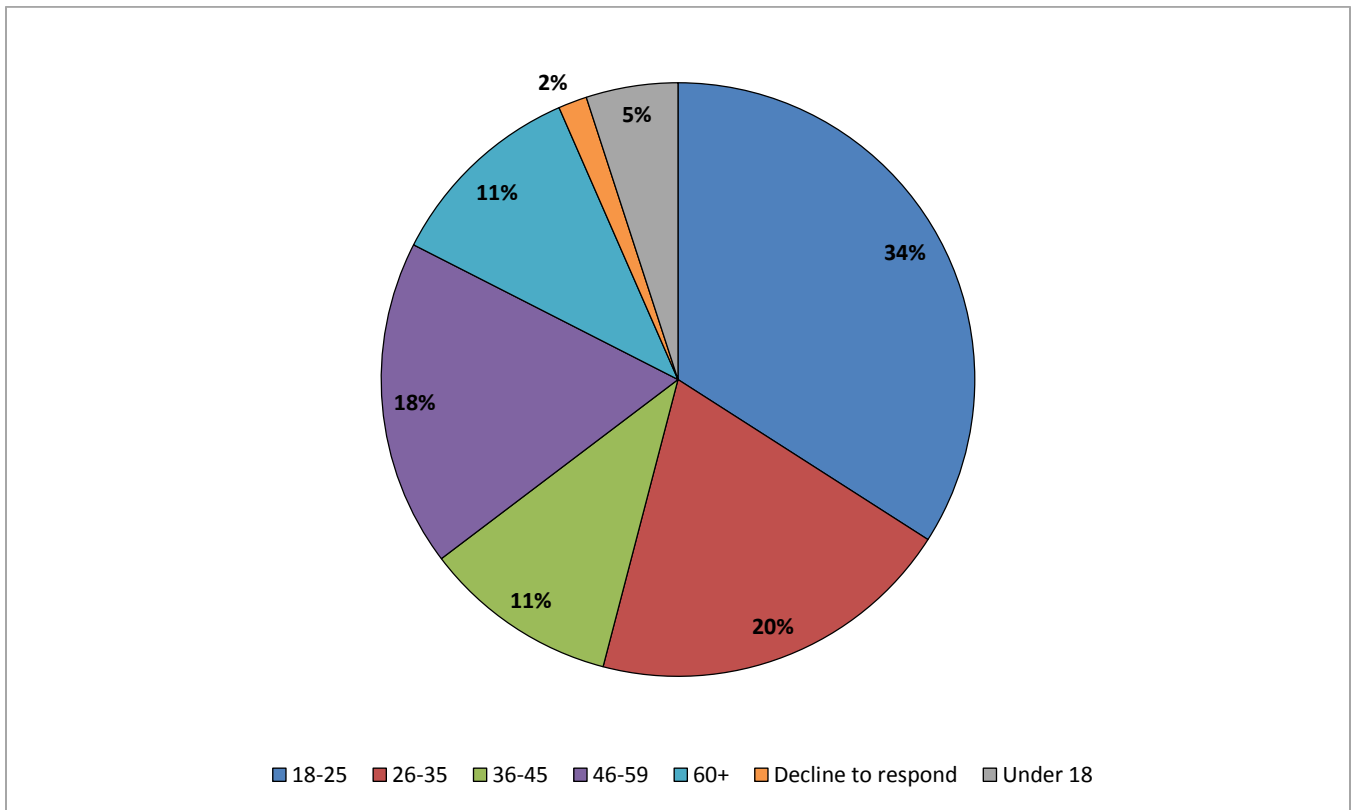
Rider age is more evenly distributed on the 2018 Sunday survey compared to the Monday through Saturday survey. The 2017 Monday - Saturday survey found over half (51%) of riders were between the ages of 18-25 whereas the 2018 Sunday survey found 34% of riders were between the ages of 18-25. Additionally, fewer CSU students were reported riding on the 2018 Sunday survey. This survey found 33% of riders identified as CSU students versus 63% reported on the 2017 Monday-Saturday survey. Lower CSU student ridership may be reflected in the 2018 Sunday survey age distribution.

Riders participating in the 2018 Sunday survey are also predominately transit dependent. Over half (53%) report no access to a motor vehicle and 43% report not having a driver’s license. Additionally, 47% of participants in the 2018 Sunday survey ride Transfort six or more days a week. The 2017 Monday-Saturday survey found 26% of riders reported no access to a motor vehicle and 19% reported riding six days a week.

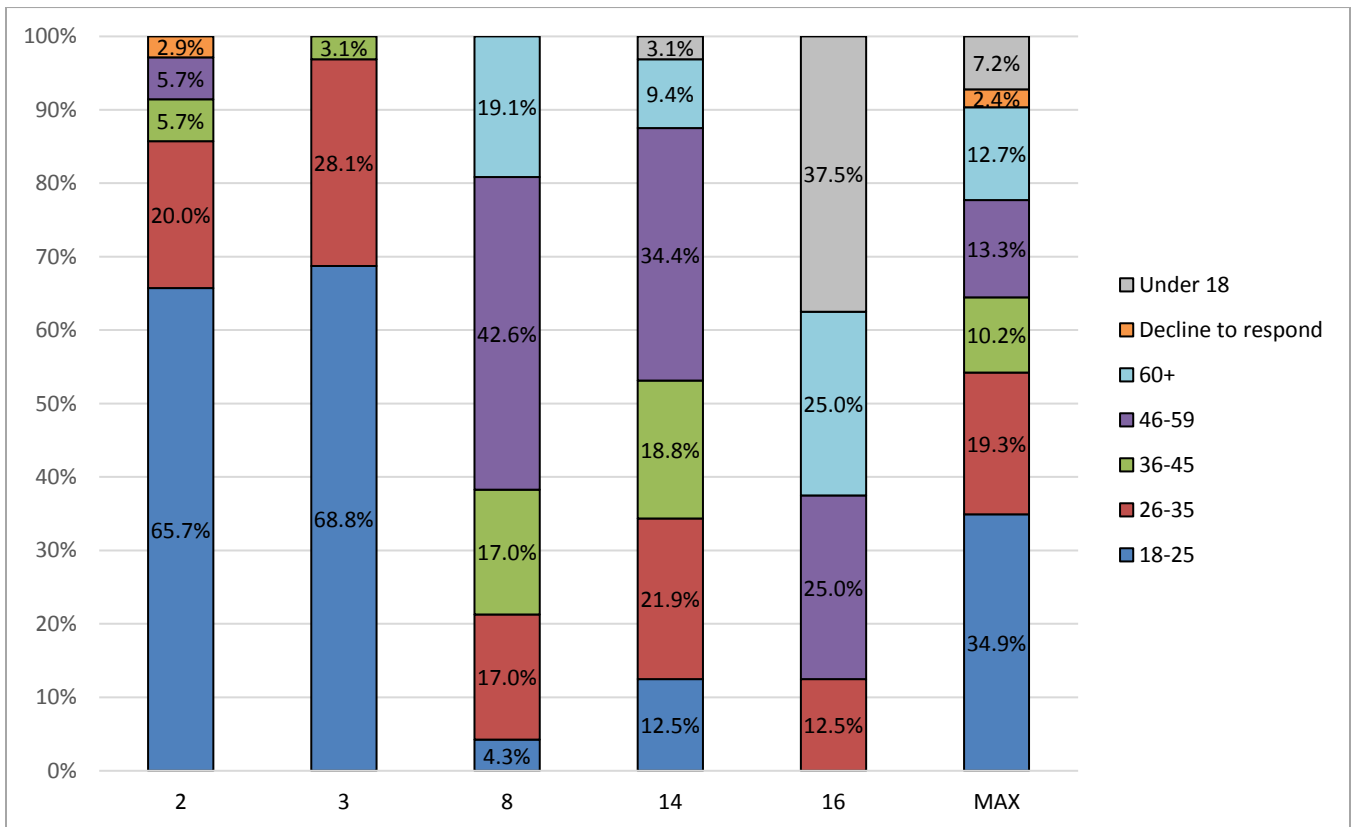
The top three motivators on the 2018 Sunday survey to increasing ridership are: later evening service, more frequent service, and more routes and destinations. These are the same three motivators for riding transit reported on the 2017 Monday through Saturday survey. Top three barriers to riding Transfort are: other transportation options available to rider, frequency of bus operation, and bus route does not go to or near rider’s destination. These responses are similar to what was reported on the 2017 Monday through Saturday survey.

Rider Demographics	2018 Sunday Survey	2017 Monday-Saturday Survey
Gender	Male – 58%	Female – 51%
Age	Between the ages of 18-25 – 34%	Between the ages of 18-25 – 51%
Race	Caucasian – 65%	Caucasian – 51%
Hispanic/Latino origin	19%	15%
Speaks only English	79%	74%
English proficiency	Speaks very well – 87% Speaks well and very well – 98%	Speaks very well – 93% Speaks well and very well – 99%
Employment Status	At least part-time – 50%	At least part-time – 47%
CSU affiliation	Student – 33% Faculty or Staff – 6%	Student – 63% Faculty or Staff – 13%
Household income	\$20,000 or less – 40%	\$20,000 or less – 59%

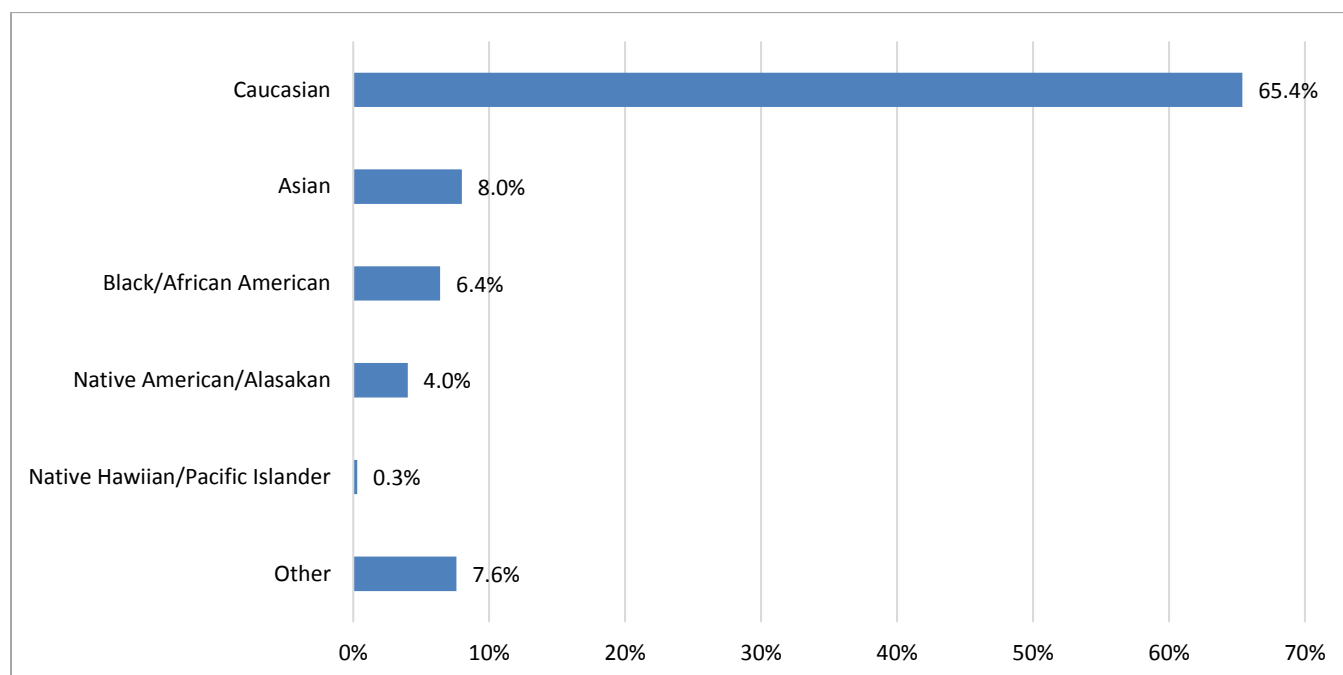
Age Distribution – 2018 Sunday Survey



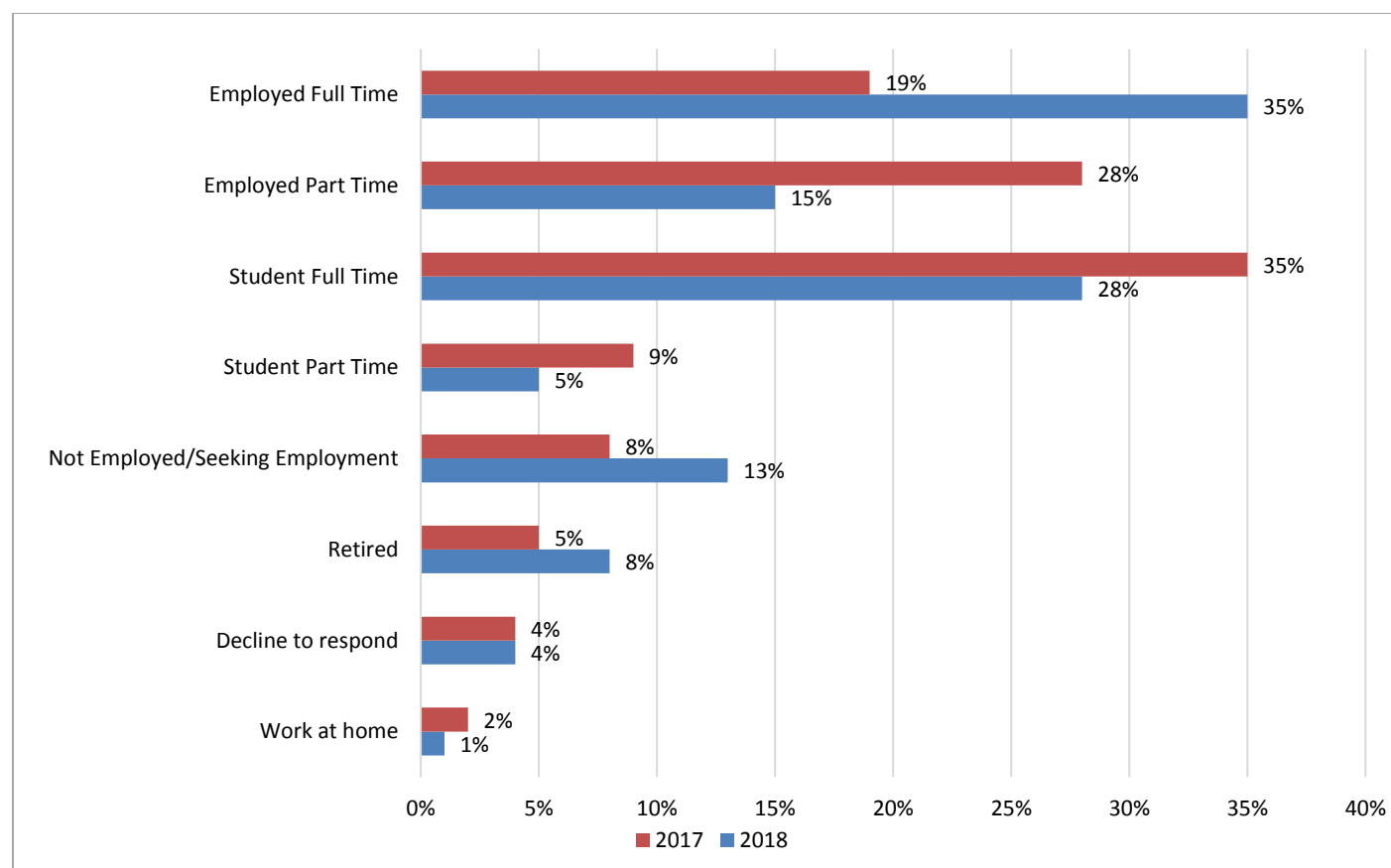
Age Distribution by Route – 2018 Sunday Survey



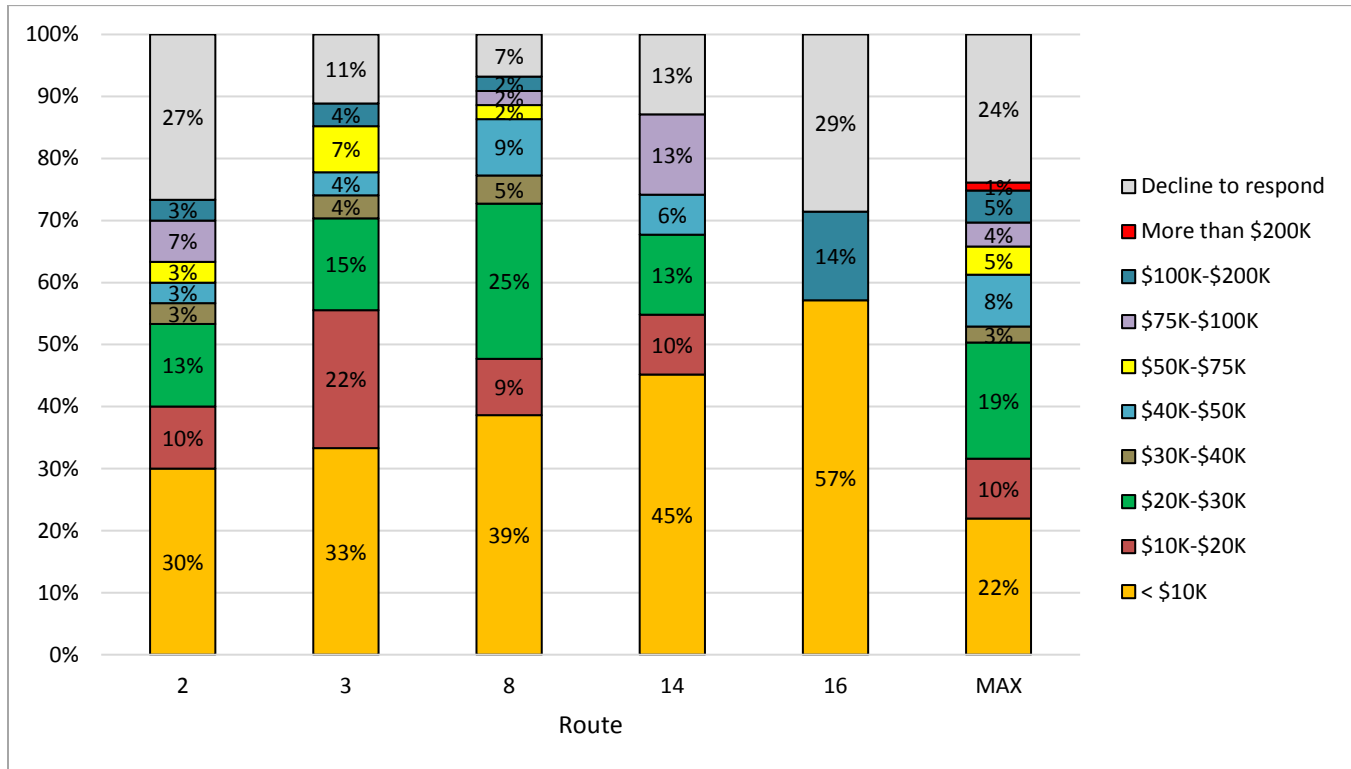
Race – 2018 Sunday Survey



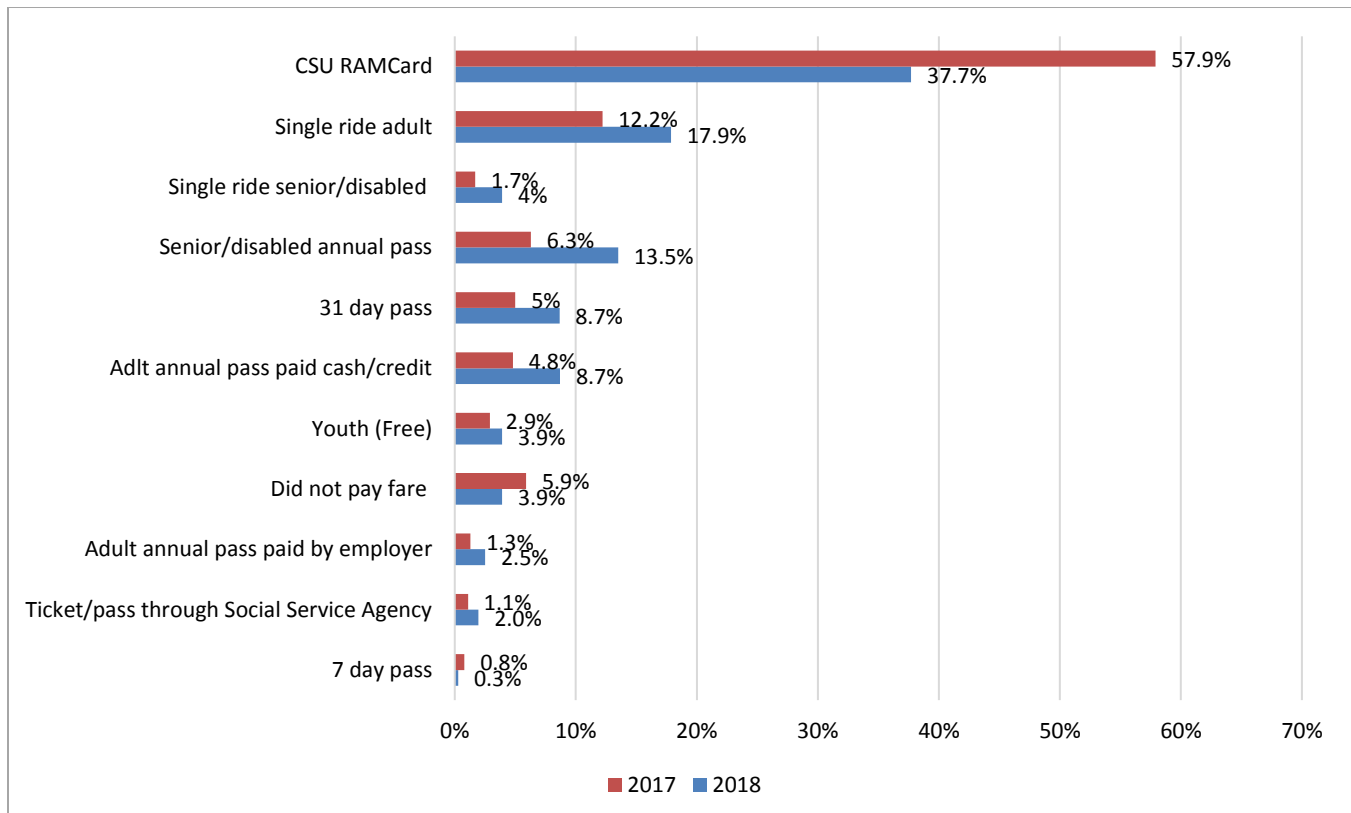
Employment Status – 2018 Sunday Survey vs. 2017 System Survey



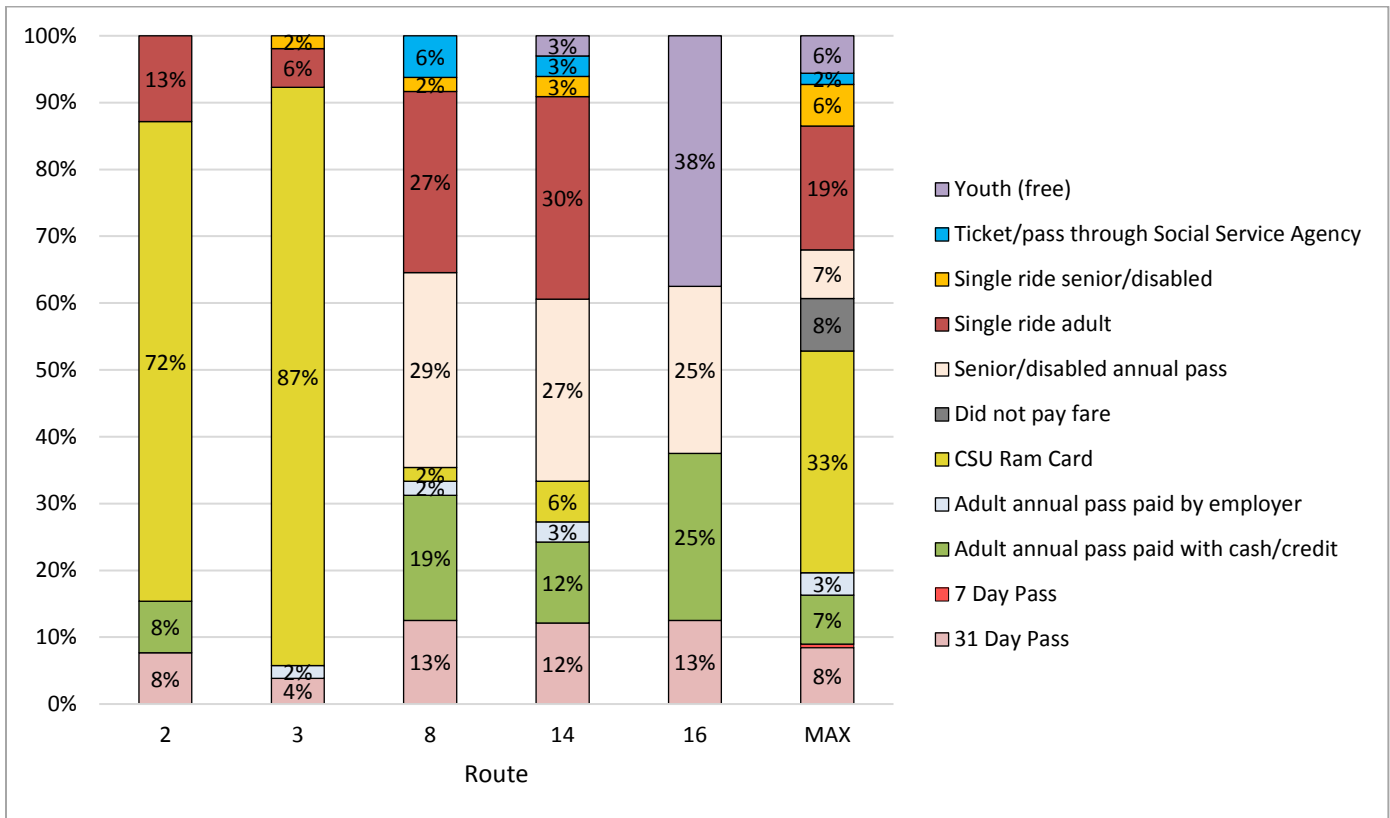
Household Income by Route – 2018 Sunday Survey



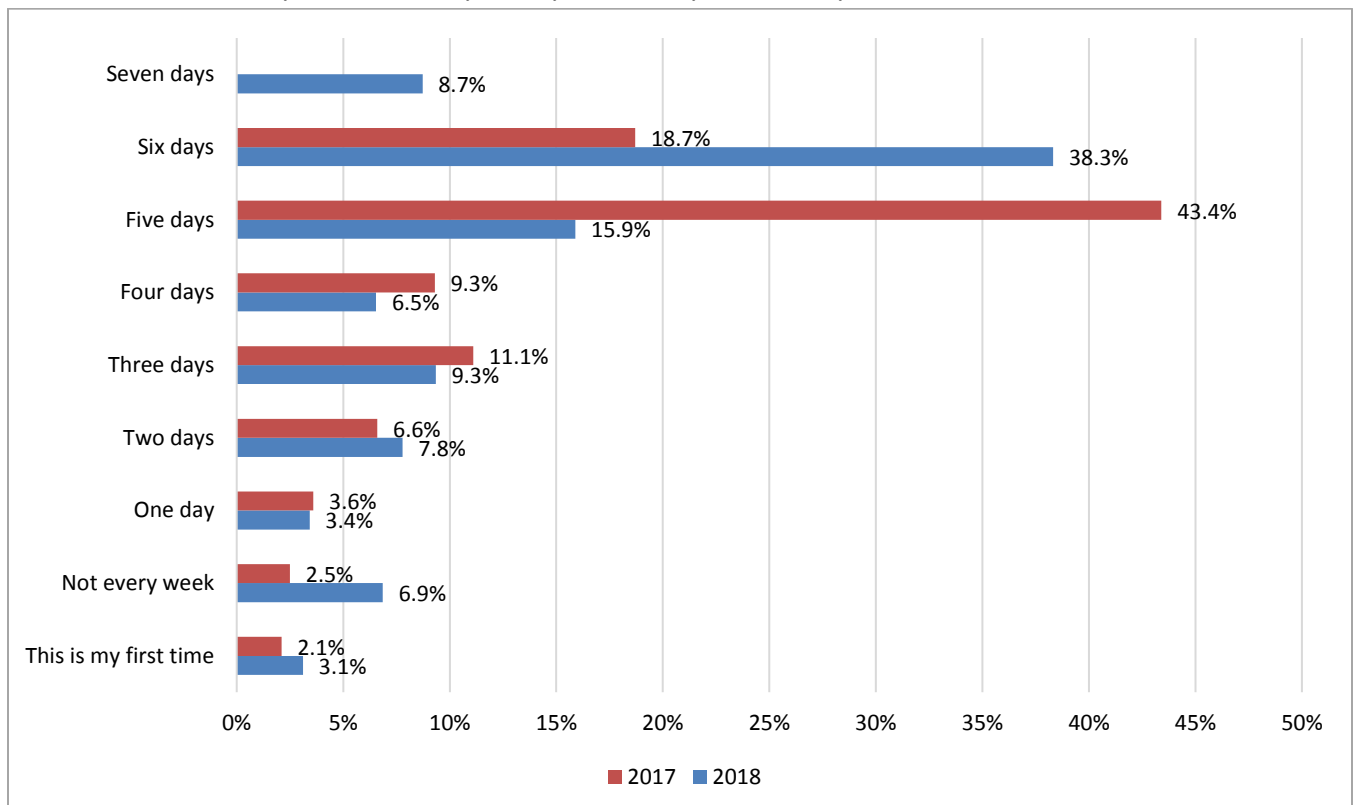
Fare Categories – 2018 Sunday Survey vs. 2017 System Survey



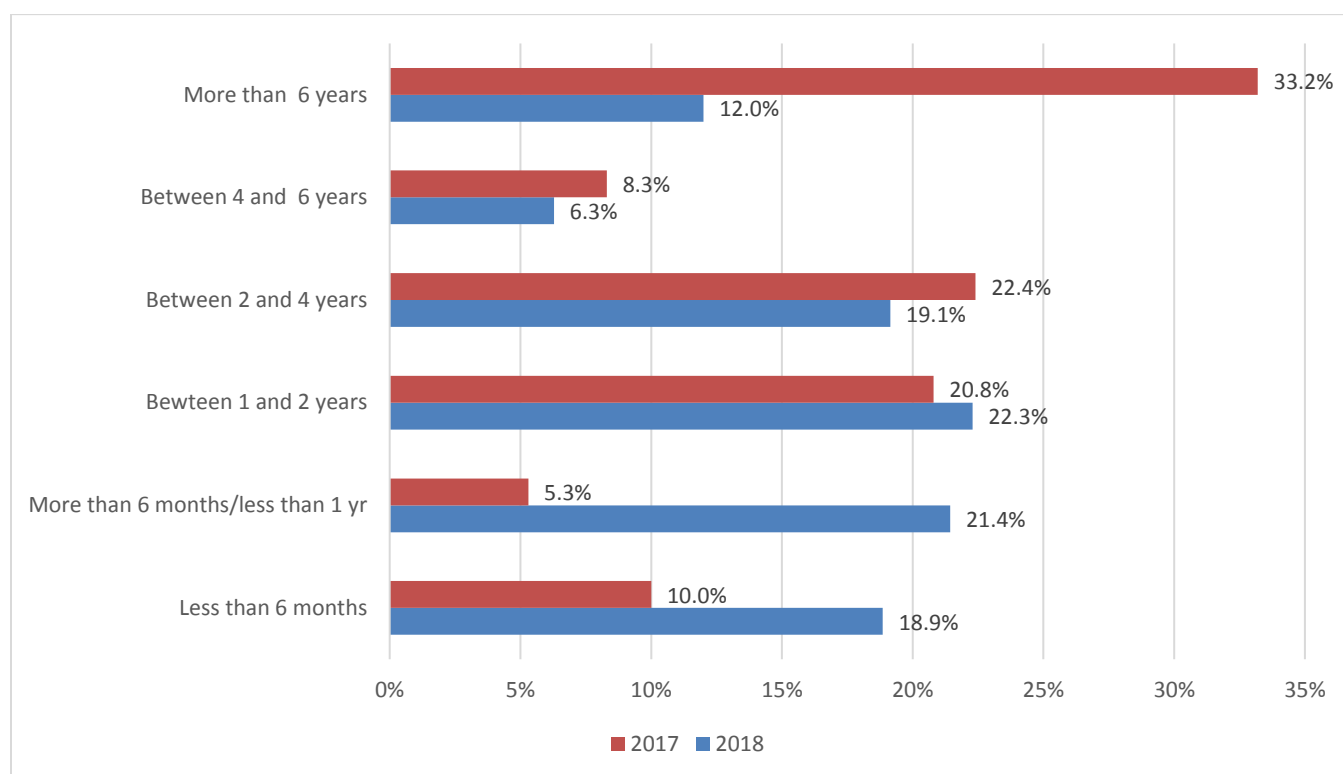
Fare Categories by Route



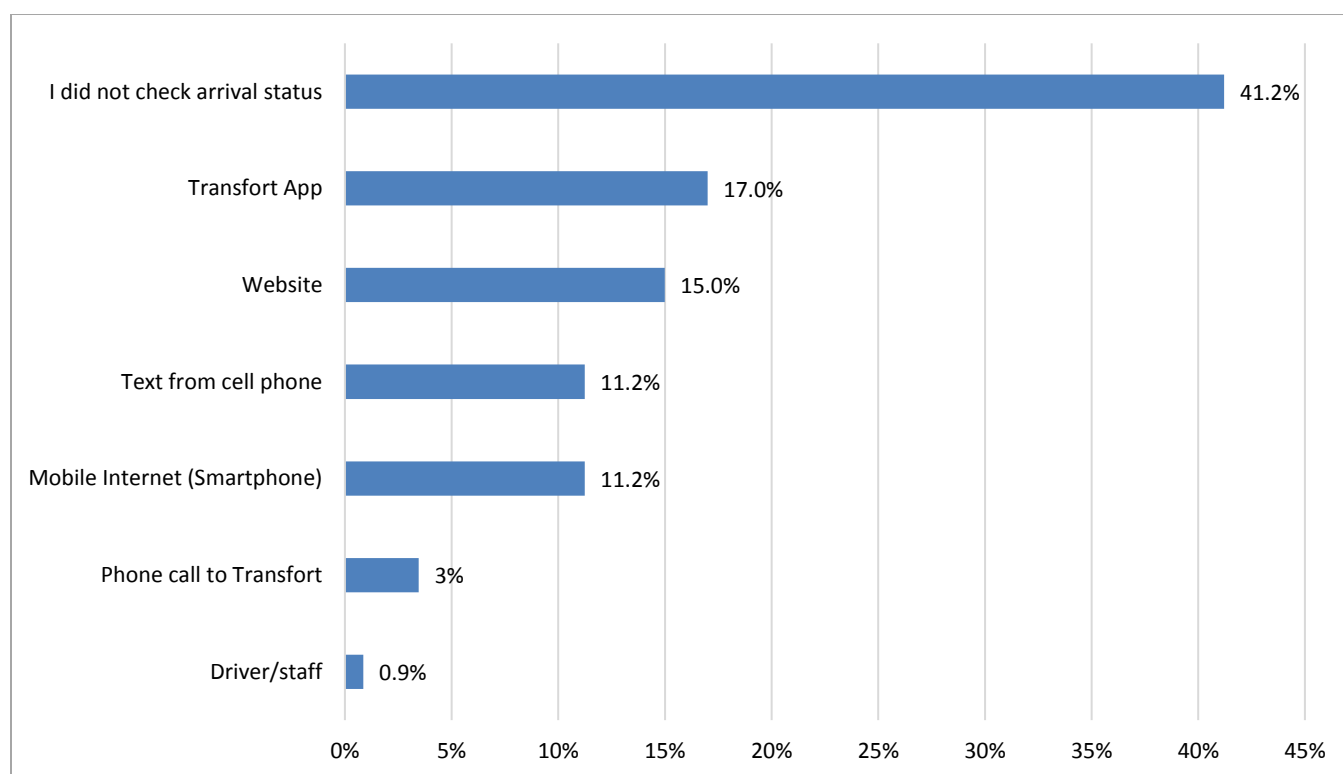
Number of bus rides weekly – 2018 Sunday Survey vs. 2017 System Survey



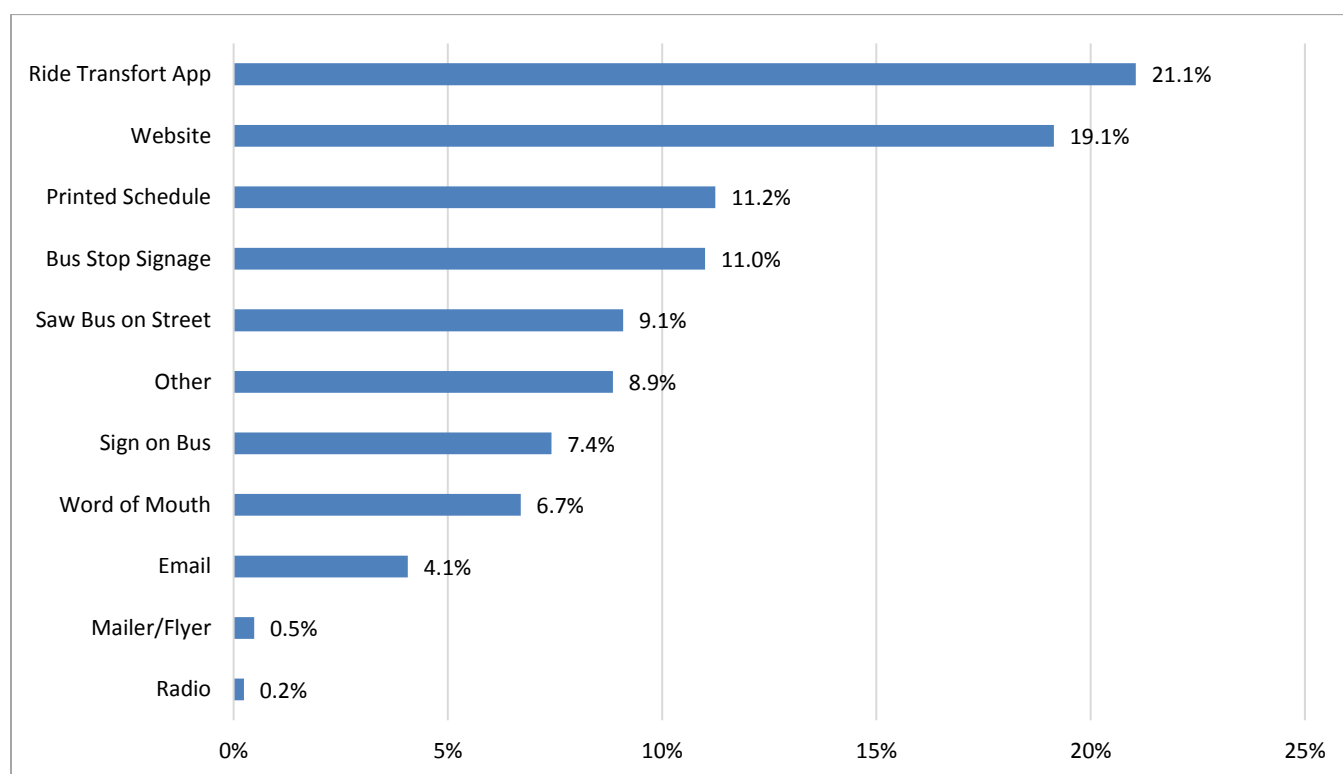
Length of ridership – 2018 Sunday Survey vs. 2017 System Survey



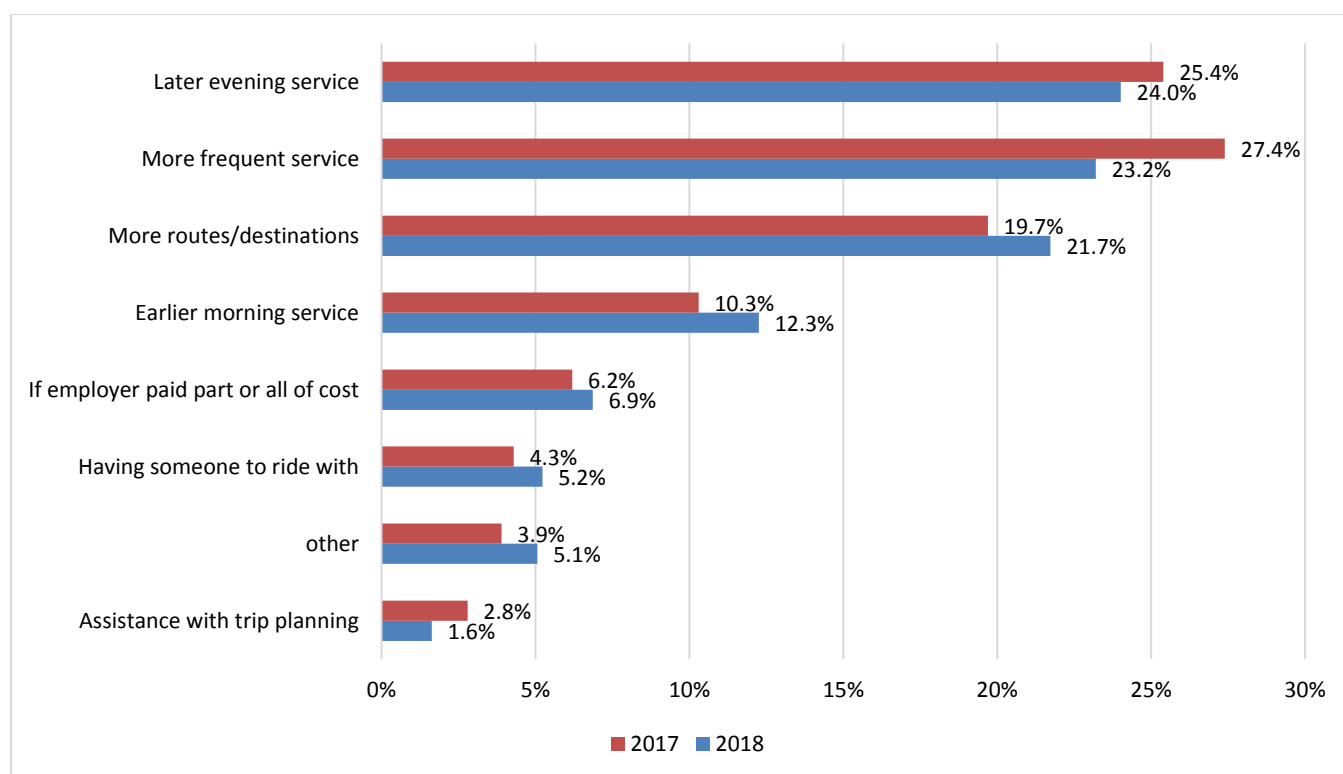
Method to check arrival status – 2018 Sunday Survey



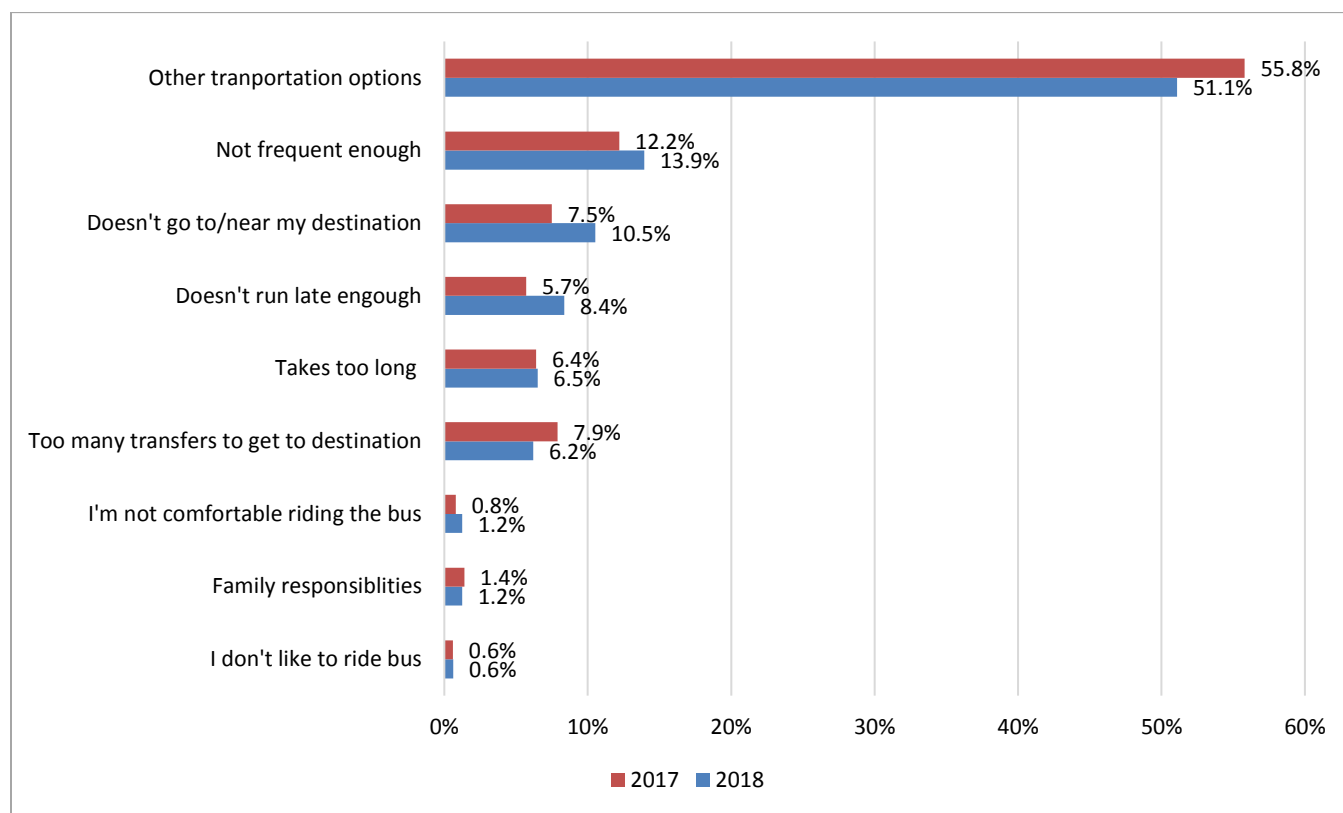
Usual source of trip information – 2018 Sunday Survey



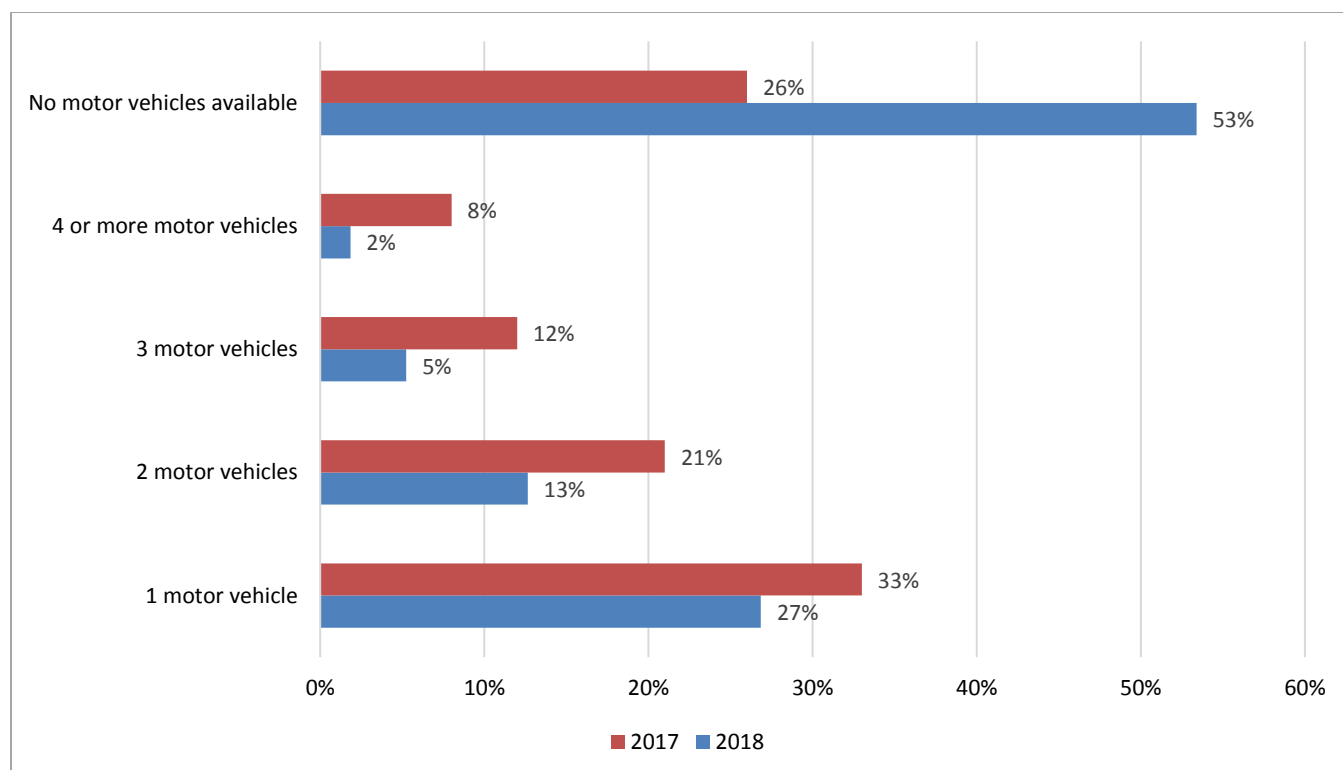
Motivators to increase ridership—2018 Sunday Survey vs. 2017 System Survey



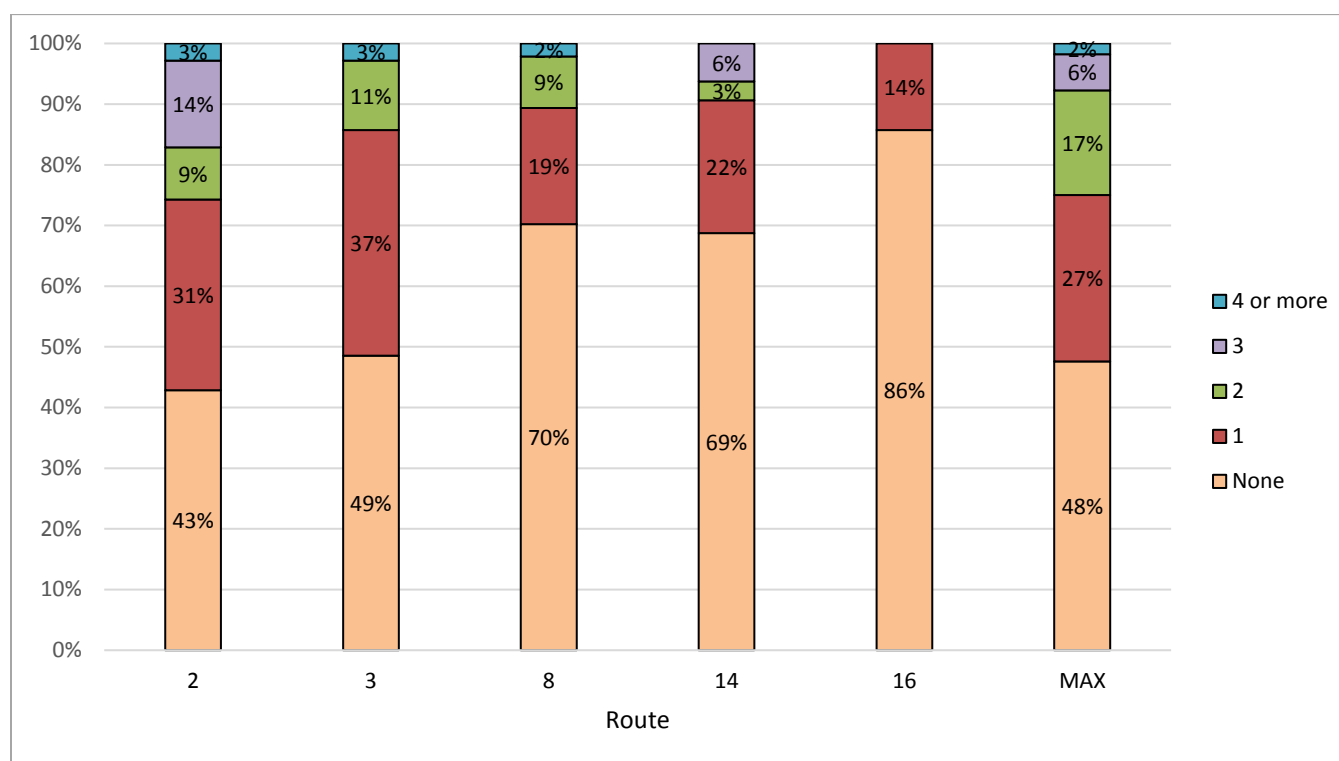
Barriers to ridership—2018 Sunday Survey vs. 2017 System Survey



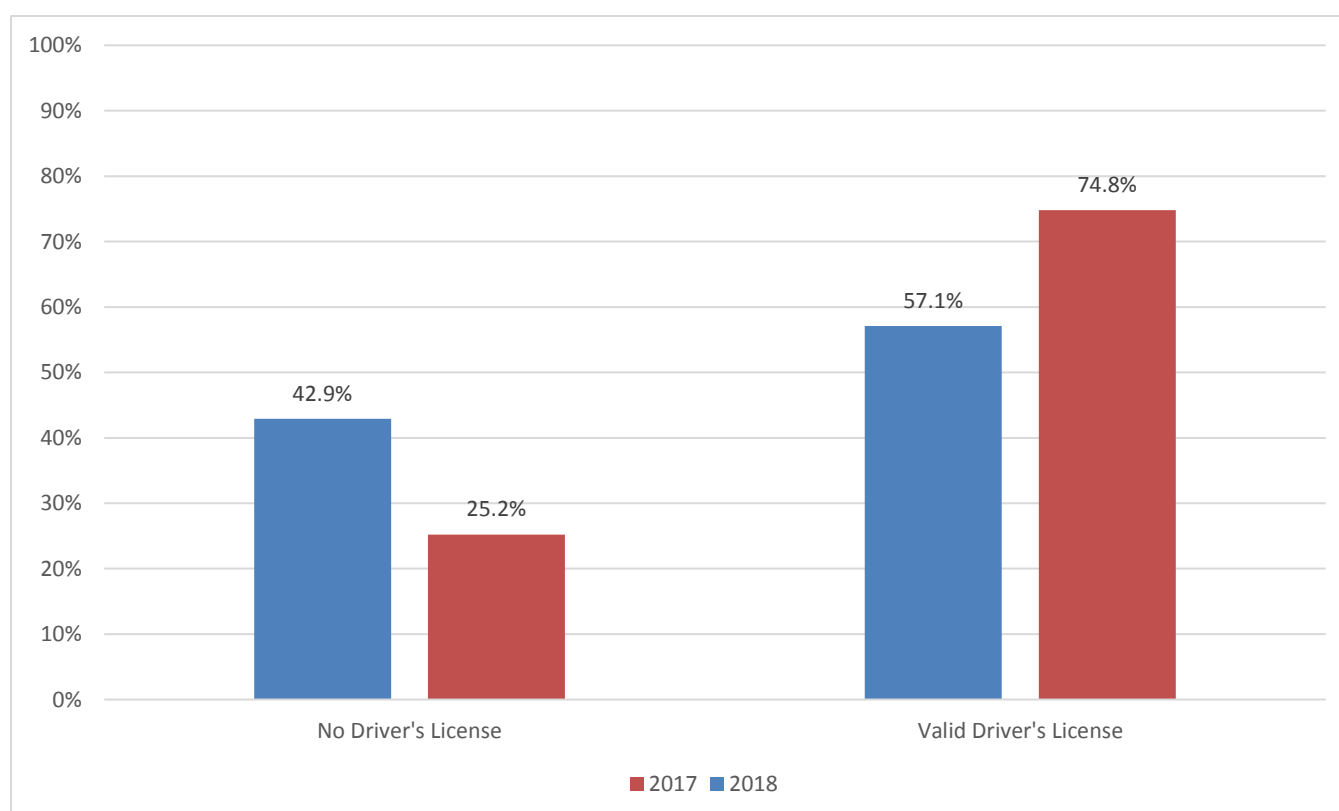
Number of motor vehicles available to riders' household –2018 Sunday Survey vs. 2017 System Survey



Number of motor vehicles available to riders' household by route –2018 Sunday Survey



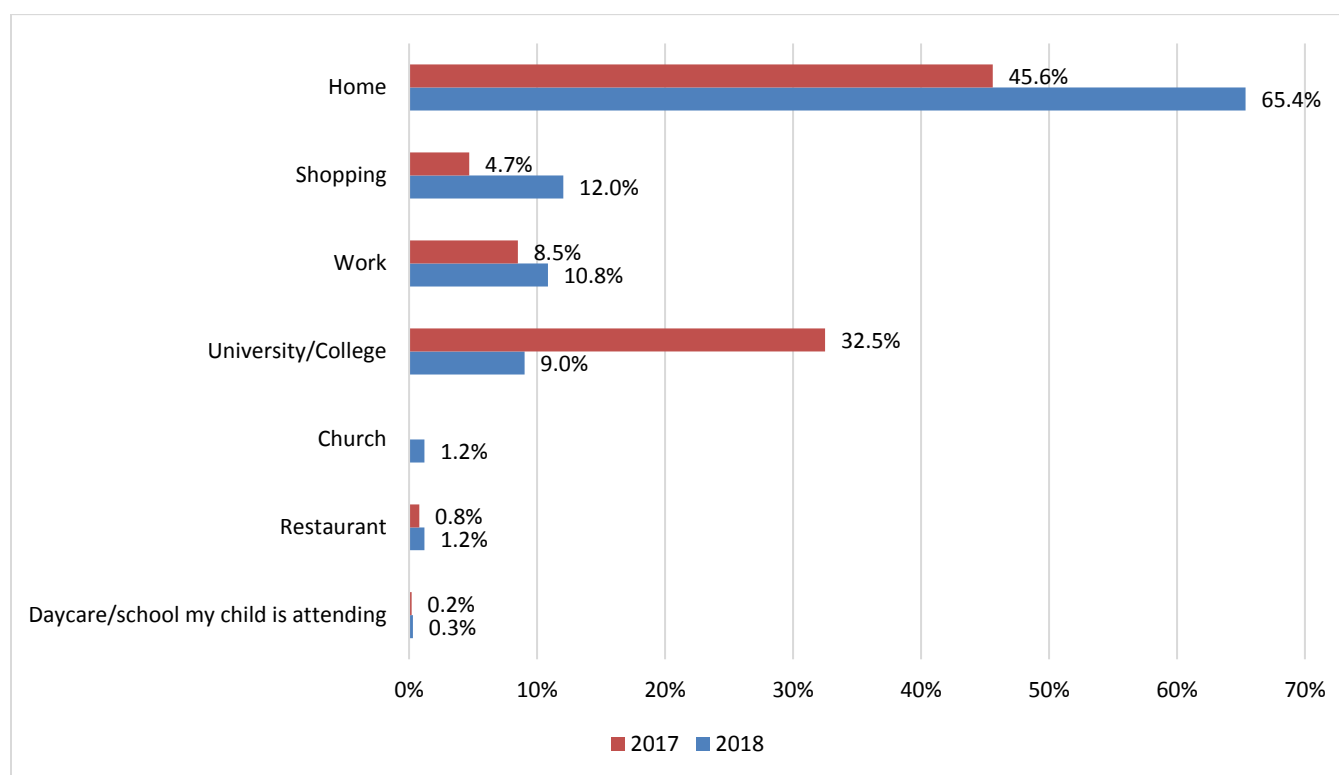
Percent of riders with a valid driver's license – 2018 Sunday Survey vs. 2017 System Survey



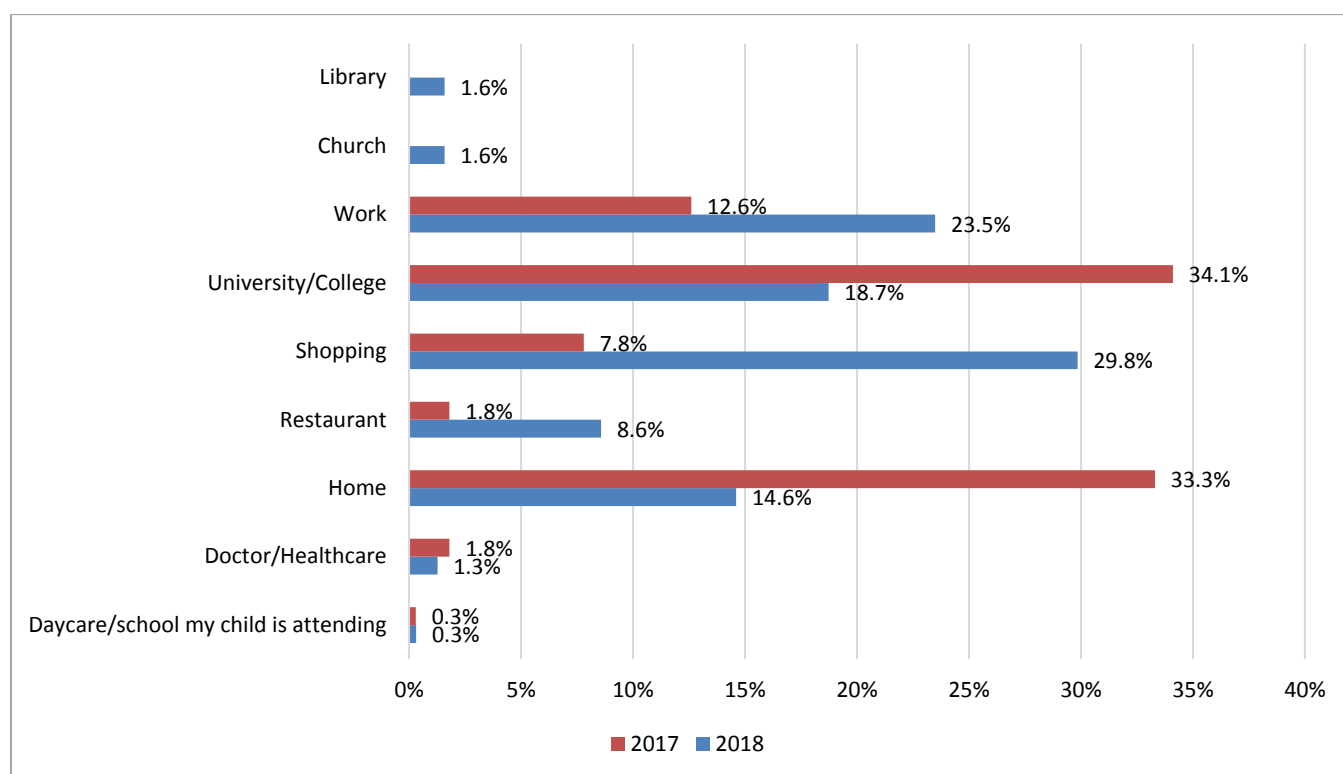
Services Satisfaction Ratings—2018 Sunday Survey

Category	Very satisfied	Satisfied	Somewhat Satisfied	Dissatisfied
Safe Bus Operation	62%	31%	6%	1%
Cleanliness/ Comfort	44%	40%	13%	3%
Visual Appearance	48%	38%	11%	1%
Convenience	45%	38%	14%	2%
On Time Performance	50%	33%	16%	1%
Rider Information	49%	31%	14%	3%
Location of Stops	38%	37%	20%	5%
Access to Key Destinations	39%	34%	19%	7%
Ease of Transfers	41%	36%	14%	1%
Frequency of Service	28%	35%	24%	11%
Hours of Operation	27%	29%	30%	13%

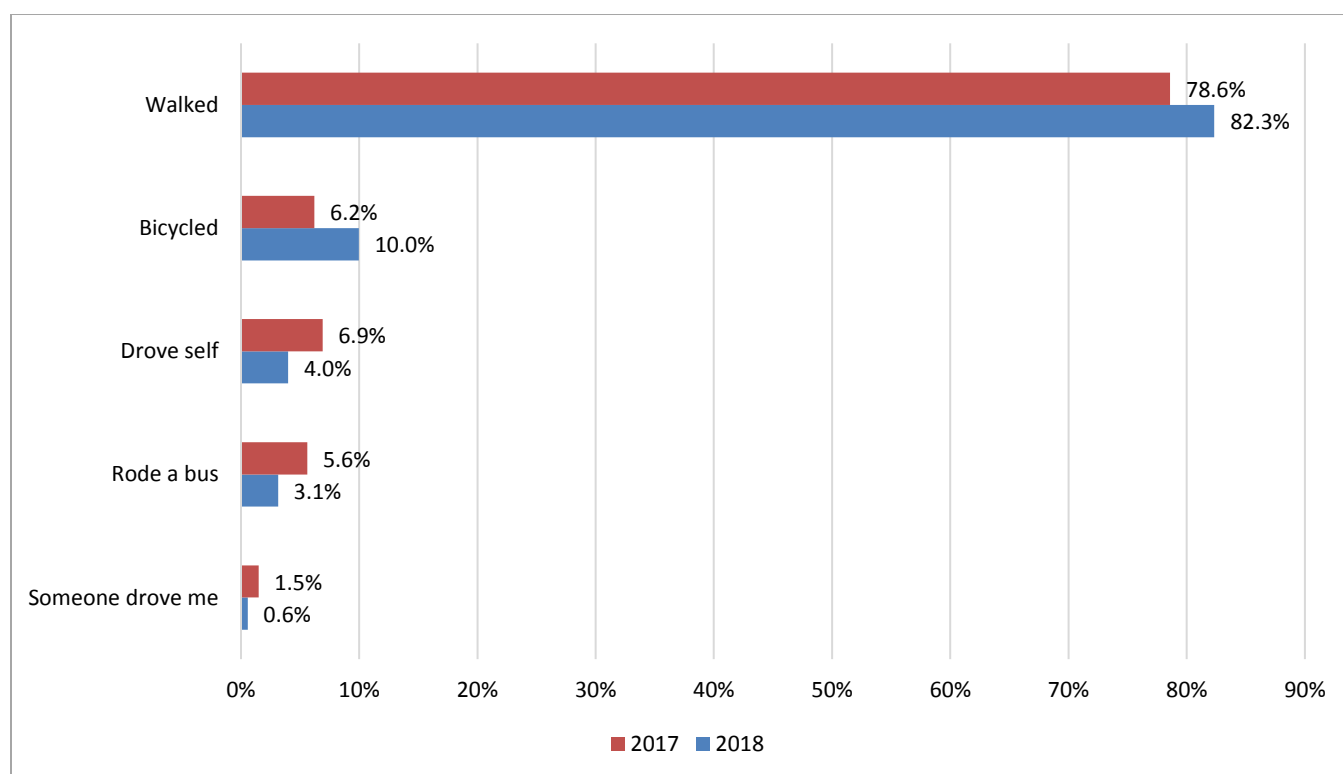
Trip Origin Type – 2018 Sunday Survey vs. 2017 System Survey



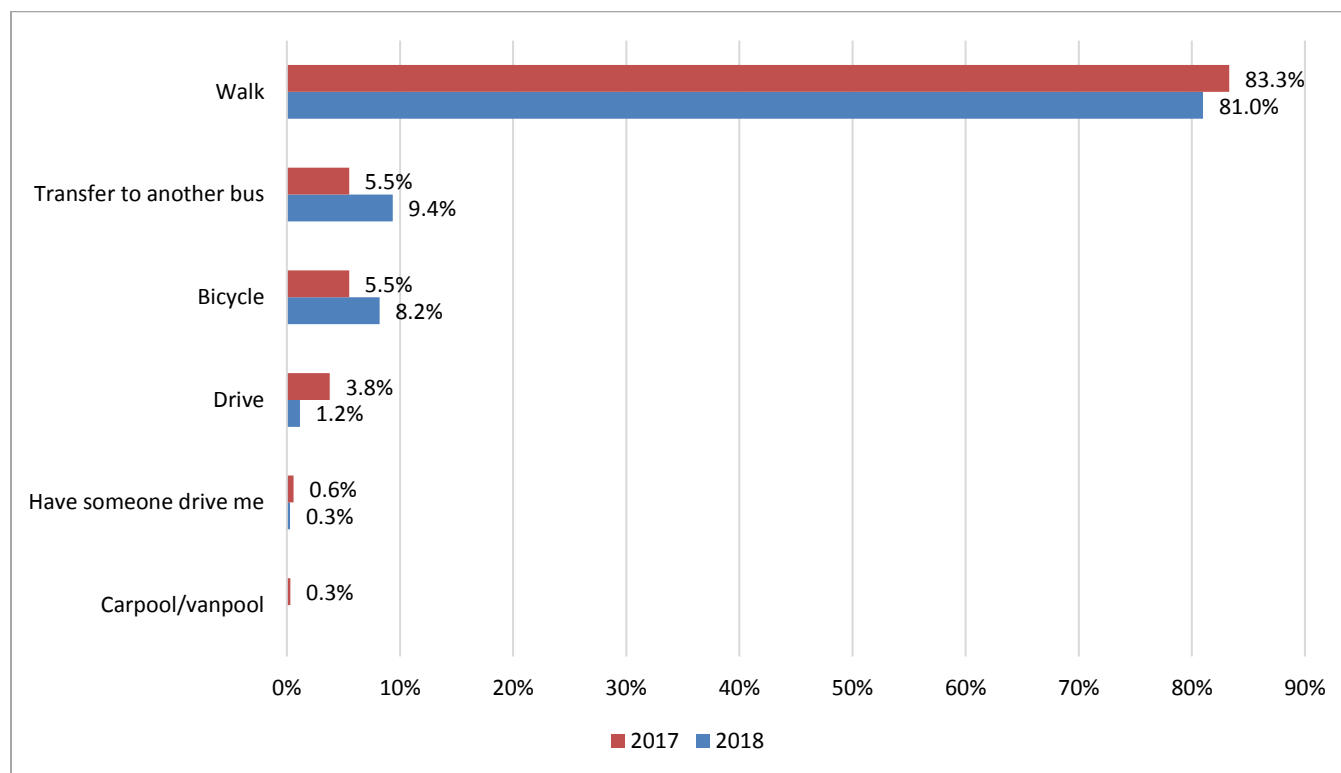
Trip Destination Type – 2018 Sunday Survey vs. 2017 System Survey



How did you get to the bus stop where you boarded this bus? – 2018 Sunday Survey vs. 2017 System Survey



How will you get from the bus stop where you got off the bus to your destination? – 2018 Sunday Survey vs. 2017 System Survey



Appendix

Data Collection Plan

Route	Sampling Target (20% Avg. Daily Boardings)	Sampling Target (15% Avg. Daily Boardings)	Actual Sample
2	36	27	39
3	36	27	54
8	67	50	51
14	34	25	34
16	15	11	9
MAX	210	157	182
Grand Total	398	297	369

Appendix

Instrument

Transfort 2018 Sunday Service Survey

Section 1: Tell us about how you travel.

1. At what type of place did you begin this one-way trip?
☐ Home ☐ Work ☐ Shopping ☐ Doctor/Healthcare
☐ Daycare/school my child is attending
☐ University/College ☐ Restaurant
☐ K-12 school I'm attending
☐ Other (specify) _____
2. What is the location of the place you began this trip?
(home, work, etc., NOT transit center or bus stop)
Nearest Cross-Streets: _____
and/or Landmark: _____
3. At what type of place will you end this one-way trip?
☐ Home ☐ Work ☐ Shopping ☐ Doctor/Healthcare
☐ Daycare/school my child is attending
☐ University/College ☐ Restaurant
☐ K-12 school I'm attending
☐ Other (specify) _____
4. What is the location of the place you will end this trip?
(home, work, etc., NOT transit center or bus stop)
Nearest Cross-Streets: _____
and/or Landmark: _____
5. How did you get to the bus stop where you boarded THIS bus?
☐ Walked ☐ Drove self
☐ Bicycled ☐ Someone drove me
☐ Rode a bus ☐ Carpool/vanpool
☐ Other (specify) _____
6. At what bus stop did you board THIS bus?
Name, location, or stop ID: _____
and/or Nearest Cross-Streets: _____
7. How will you get from the bus stop where you get off THIS bus to your final destination today?
☐ Walk ☐ Drive
☐ Bicycle ☐ Have someone drive me
☐ Transfer to another bus ☐ Carpool/vanpool
☐ Other (specify) _____
8. At what bus stop will you get off THIS bus?
Name, location, or stop ID: _____
and/or Nearest Cross-Streets: _____
9. What type of fare did you use to pay for this trip?
☐ Single-ride Adult ☐ Single-ride Senior/ Disabled
☐ 7-day pass ☐ 31-day pass ☐ CSU RAM Card
☐ Adult annual pass paid with cash or credit
☐ Senior/Disabled annual pass
☐ Youth (Free/K-12 Student)
☐ Adult annual pass paid by employer
☐ Ticket or pass through social service agency
☐ Did not pay a fare
10. If this one-way trip requires more than one bus/bus route to complete, which bus routes will you ride? (Complete all that apply.)
1st Route: _____ 2nd Route: _____ 3rd Route: _____
11. How many times will you get on a bus today to get to the following locations? (enter a number for each)
Home _____ Work _____ School _____
Other (specify) _____
12. Did you check the bus' arrival status using...?
☐ Website ☐ Phone call to Transfort
☐ Transfort App ☐ Driver/staff
☐ Text from cell phone
☐ Mobile internet (Smartphone)
☐ I did not check the arrival status
13. On average, how often do you ride the bus each week?
☐ This is my first time ☐ One day
☐ Two days ☐ Three days
☐ Four days ☐ Five days
☐ Six days ☐ Not every week
☐ Other (specify) _____
14. How long have you been riding Transfort?
☐ Less than 6 months
☐ More than 6 months/less than 1 year
☐ Between 1 and 2 years ☐ Between 2 and 4 years
☐ Between 4 and 6 years ☐ More than 6 years
15. Which of the following would cause you to ride the bus more often? (check all that apply)
☐ If employer paid all or part of cost
☐ More frequent service ☐ Earlier morning service
☐ Later evening service ☐ More routes/destinations
☐ Assistance with trip planning
☐ Having someone to ride with
☐ Other (specify): _____
16. How do you usually obtain information and/or prepare for your trip on Transfort? (check all that apply)
☐ Website (specify): _____
☐ Email ☐ Radio
☐ Newspaper ☐ Printed schedule
☐ Mailer/flyer ☐ Signage at bus stop
☐ Sign on bus ☐ Word of mouth
☐ Saw bus on street ☐ Ride Transfort app
☐ Other (specify): _____
17. When you complete a trip by a method other than public transit, what is the most common reason?
☐ I have other transportation options.
☐ Requires too many transfers to get to my destination.
☐ Bus does not arrive frequently enough.
☐ Buses take too long to get to where I am going.
☐ Bus does not go to or near my destination.
☐ Bus does not run late enough.
☐ I do not like to ride the bus.
☐ I am not comfortable riding the bus.
☐ I have family responsibilities (childcare/elder care)
☐ Other (specify): _____

CONTINUED ON REVERSE →

Transfort 2018 Sunday Service Survey

Section 1: Tell us about how you travel.

1. At what type of place did you begin this one-way trip?
☐ Home ☐ Work ☐ Shopping ☐ Doctor/Healthcare
☐ Daycare/school my child is attending
☐ University/College ☐ Restaurant
☐ K-12 school I'm attending
☐ Other (specify) _____
2. What is the location of the place you began this trip?
 (home, work, etc., NOT transit center or bus stop)
 Nearest Cross-Streets: _____
 and/or Landmark: _____
3. At what type of place will you end this one-way trip?
☐ Home ☐ Work ☐ Shopping ☐ Doctor/Healthcare
☐ Daycare/school my child is attending
☐ University/College ☐ Restaurant
☐ K-12 school I'm attending
☐ Other (specify) _____
4. What is the location of the place you will end this trip?
 (home, work, etc., NOT transit center or bus stop)
 Nearest Cross-Streets: _____
 and/or Landmark: _____
5. How did you get to the bus stop where you boarded THIS bus?
☐ Walked ☐ Drove self
☐ Bicycled ☐ Someone drove me
☐ Rode a bus ☐ Carpool/vanpool
☐ Other (specify) _____
6. At what bus stop did you board THIS bus?
 Name, location, or stop ID: _____
 and/or Nearest Cross-Streets: _____
7. How will you get from the bus stop where you get off THIS bus to your final destination today?
☐ Walk ☐ Drive
☐ Bicycle ☐ Have someone drive me
☐ Transfer to another bus ☐ Carpool/vanpool
☐ Other (specify) _____
8. At what bus stop will you get off THIS bus?
 Name, location, or stop ID: _____
 and/or Nearest Cross-Streets: _____
9. What type of fare did you use to pay for this trip?
☐ Single-ride Adult ☐ Single-ride Senior/ Disabled
☐ 7-day pass ☐ 31-day pass ☐ CSU RAM Card
☐ Adult annual pass paid with cash or credit
☐ Senior/Disabled annual pass
☐ Youth (Free/K-12 Student)
☐ Adult annual pass paid by employer
☐ Ticket or pass through social service agency
☐ Did not pay a fare
10. If this one-way trip requires more than one bus/bus route to complete, which bus routes will you ride? (Complete all that apply.)
 1st Route: _____ 2nd Route: _____ 3rd Route: _____
11. How many times will you get on a bus today to get to the following locations? (enter a number for each)
 Home _____ Work _____ School _____
 Other (specify) _____
12. Did you check the bus' arrival status using...?
☐ Website ☐ Phone call to Transfort
☐ Transfort App ☐ Driver/staff
☐ Text from cell phone
☐ Mobile internet (Smartphone)
☐ I did not check the arrival status
13. On average, how often do you ride the bus each week?
☐ This is my first time ☐ One day
☐ Two days ☐ Three days
☐ Four days ☐ Five days
☐ Six days ☐ Not every week
☐ Other (specify) _____
14. How long have you been riding Transfort?
☐ Less than 6 months
☐ More than 6 months/less than 1 year
☐ Between 1 and 2 years ☐ Between 2 and 4 years
☐ Between 4 and 6 years ☐ More than 6 years
15. Which of the following would cause you to ride the bus more often? (check all that apply)
☐ If employer paid all or part of cost
☐ More frequent service ☐ Earlier morning service
☐ Later evening service ☐ More routes/destinations
☐ Assistance with trip planning
☐ Having someone to ride with
☐ Other (specify): _____
16. How do you usually obtain information and/or prepare for your trip on Transfort? (check all that apply)
☐ Website (specify): _____
☐ Email ☐ Radio
☐ Newspaper ☐ Printed schedule
☐ Mailer/flyer ☐ Signage at bus stop
☐ Sign on bus ☐ Word of mouth
☐ Saw bus on street ☐ Ride Transfort app
☐ Other (specify): _____
17. When you complete a trip by a method other than public transit, what is the most common reason?
☐ I have other transportation options.
☐ Requires too many transfers to get to my destination.
☐ Bus does not arrive frequently enough.
☐ Buses take too long to get to where I am going.
☐ Bus does not go to or near my destination.
☐ Bus does not run late enough.
☐ I do not like to ride the bus.
☐ I am not comfortable riding the bus.
☐ I have family responsibilities (childcare/elder care)
☐ Other (specify): _____

CONTINUED ON REVERSE →