



# PASSENGER SURVEY RESULTS

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 Subject: Passenger Survey Results

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## INTRODUCTION

In February 2018, the Rogue Valley Transportation District (RVTD) administered a passenger survey to better understand the state of the existing transit system. This information will be used to identify transit needs and demand and inform service alternatives.

Each route and each run of the day was surveyed for both the weekday and weekend schedules. A total of 726 valid<sup>1</sup> surveys were collected. Table 1 shows the breakdown of survey responses by route.

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<sup>1</sup> A survey was identified as valid if it was missing less than 10 responses.

**Table 1: Survey Respondents by Route**

| Route            | Number of Responses | Percent of Responses | Ridership (October 2016-January 2017) | Percent of Riders |
|------------------|---------------------|----------------------|---------------------------------------|-------------------|
| 2-West Medford   | 69                  | 9.5%                 | 26,754                                | 6.8%              |
| 10-Ashland       | 286                 | 39.4%                | 179,088                               | 45.3%             |
| 24-RRMC          | 50                  | 6.9%                 | 29,361                                | 7.4%              |
| 25-South Medford | 5                   | 0.7%                 | 8,348                                 | 2.1%              |
| 30-Jacksonville  | 18                  | 2.5%                 | 9,146                                 | 2.3%              |
| 40-Central Point | 101                 | 13.9%                | 50,451                                | 12.8%             |
| 60-White City    | 158                 | 21.8%                | 76,076                                | 19.3%             |
| 61-Biddle/RCC    | 39                  | 5.4%                 | 15,838                                | 4.0%              |
| <b>Total</b>     | <b>726</b>          | <b>100.0%</b>        | <b>395,062</b>                        | <b>100.0%</b>     |

Several routes were underrepresented in the February 2018 survey compared to ridership data from October 2016 to January 2017. The passenger survey data was weighted by route in the survey summary to adjust for over- and underrepresented response rates by route.

## KEY FINDINGS

Passengers were asked about their origin and destination bus stops, travel mode to and from bus stops, trip purpose, transit use, employment, demographics, and fare payment method. In addition, they were asked to respond to questions about RVTD's customer service and safety. Key findings of the survey are as follows:

- ▶ Customer Satisfaction
  - Customer satisfaction was highest for bus cleanliness (4.45 out of 5), driver customer service (4.39), and TouchPass fare (4.28)
  - Customer satisfaction was lowest for cleanliness of stops (3.66), available seating at bus stops (3.70), and OneBusAway app (3.99)
- ▶ Safety
  - 3% of riders indicated they felt "Unsafe" or "Very Unsafe" on the bus and 4% of riders indicated "Unsafe" or "Very Unsafe" at bus stops.
- ▶ Service Needs

- Riders identified Sunday service (65%), more frequent Saturday service (35%), later evening bus service (29%), and more frequent weekday service (20%) as top priorities.
- Riders wrote-in suggestions for new service to Eagle Point (8) and Shady Cove (3) and expanded service in Central Point (3).
- ▶ Origin-Destination
  - 26% of riders had transferred from another route and 27% were transferring to another route.
    - All routes had some level of transferring to/from other routes. The largest percentage of transfers was recorded from route 60 to 30 and from route 25 to routes 2 and 24.
  - Origins of riders include home (46%), work (13%), shopping (8%), education (8%), medical (6%), and other (12%).
  - Destinations of riders include home (36%), work (14%), shopping (12%), education (8%), medical (6%), and other (13%).
    - Route 24 had medical services as the most common destination. Riders on routes 25, 30, and 60 were most likely to be traveling to work. Riders on route 25 were almost twice as likely to be traveling to school than any other route.
- ▶ Access to Transit
  - Mode
    - 86% walked or used a wheelchair and 7% biked to their first bus stop from their origin.
      - Route 25 had the highest percentage walk/wheelchair mode split at 100 percent.
      - Routes 10, 24, 40, 60, and 61 had moderate amounts of riders accessing the bus stop via bike.
  - Travel Time
    - Routes 2 and 10 had the highest percentage of riders traveling less than 10 minutes to the bus stop.
    - Route 30 had the most percentage of riders traveling more than 20 minutes to the bus stop. Route 40 had the highest percentage of riders traveling more than 20 minutes to their destination after they get off the bus.
  - Distance
    - 16% of riders traveled one mile or more to get to the bus stop. 17% of riders indicated they would travel one mile or more to get from their last bus stop to their destination.
- ▶ Time and Frequency

- 71% of riders indicated they were able to make their trip at a different time of day.
- 60% of riders indicated they use transit 5 or more days per week.
  - Route 25 had the highest percentage of riders that ride 5-6 times per week (78%). It also had the highest percentage of one day per week riders (22%).
  
- ▶ Access to Other Travel Options
  - If bus service were not available, 22% of riders indicated they would not make their trip.
  - 67% of riders indicated they did not have a valid driver's license.
  - 53% of riders indicated they did not have a working vehicle available in their household.
  
- ▶ Demographics
  - 10% of riders were age 18 and under and 8% of riders were age 65 and above.
  - Rider ethnicities were white (68%), Hispanic or Latino (10%), other (5%) American Indian/Native American (4%), black/African American (3%), and Asian (2%), while 8% preferred not to answer.
  
- ▶ Employment
  - Riders' occupation status was employed (45%), unemployed (15%), disabled (12%), retired (7%), university student (7%), high school student (6%), veteran (3%), and homemaker (3%).
  - Of employed riders, 8% had 2 jobs and 3% had 3 or more jobs.
  
- ▶ Income
  - 38% of riders reported household incomes of \$15,000 or less.
  
- ▶ Fare Payment
  - Fare payment was completed via TouchPass card (39%), cash (36%), employer/school sponsor (6%), token (6%), TouchPass app (5%), or other (3%).

## COMPARISON TO HISTORICAL DATA

The 2014 Passenger Survey Final Report provided historical data on survey responses. Table 2 shows the 2018 results and historical results.

**Table 2: Results Comparison to Historical Data**

| Response   | 2005 | 2008 | 2011             | 2014 | 2018             |
|--|------|------|------------------|------|------------------|
| Age between 19 and 64                                    | 74%  | 77%  | 87%              | 90%  | 77%              |
| No Driver's License                                      | 69%  | 63%  | 66%              | 68%  | 67%              |
| Walked to bus stop                                       | 73%  | 72%  | 88%              | 88%  | 84%              |
| 5 minutes or less to bus stop                            | 69%  | 57%  | 49%              | 36%  | 33% <sup>2</sup> |
| Annual household income less than \$15,000               | 50%  | 36%  | 58%              | 66%  | 38%              |
| Using the bus for work                                   | 24%  | 29%  | 18%              | 20%  | 27%              |
| Using the bus at least 5 days per week                   | 54%  | 50%  | 42% <sup>1</sup> | 69%  | 60%              |
| Wouldn't make this trip if bus service weren't available | 26%  | 34%  | 31%              | 38%  | 22%              |

<sup>1</sup>Question was phrased "at least 5 trips per week" during this survey.

<sup>2</sup>Question was phrased "Less than 5 minutes" during this survey.

Many of the 2018 results were consistent with historical trends; however, annual household incomes less than \$15,000 decreased by approximately 28%, use of the bus for work increased by 7%, and individuals who wouldn't make their trip if bus service wasn't available dropped by 16%. These changes are likely related; higher rider use of bus service for work would also increase household income of riders and make trips more critical.

## ROUTE ANALYSIS

The tables provided below summarize the expanded survey results by route. Similar tables are provided in RVTD's 2014 On-Board Passenger Study and can be compared with the 2018 results below.

As shown in Table 3, most riders reported not transferring to their current bus. Of the riders who transferred to their current bus, routes 10 and 60 were the most commonly transferred from routes. The most common transferring pairs are bolded in the table below by current bus route. For example, 13% of riders on route 2 transferred from route 10. The largest percentage of transfers was from route 60 to 30.

**Table 3: Transferred to Current Route From Other Route**

| Route                    | 2         | 10         | 24        | 25        | 30        | 40        | 60         | 61        | Did Not Transfer |
|--------------------------|-----------|------------|-----------|-----------|-----------|-----------|------------|-----------|------------------|
| 2                        | --        | <b>13%</b> | 5%        | 7%        | 2%        | 9%        | 9%         | 4%        | 51%              |
| 10                       | 1%        | --         | 2%        | 2%        | 1%        | 4%        | <b>5%</b>  | 1%        | 84%              |
| 24                       | 7%        | 13%        | --        | 0%        | 2%        | 13%       | <b>16%</b> | 0%        | 49%              |
| 25                       | 0%        | 0%         | 0%        | --        | 0%        | 0%        | 0%         | 0%        | 100%             |
| 30                       | 3%        | 8%         | 3%        | 0%        | --        | 8%        | <b>26%</b> | 9%        | 43%              |
| 40                       | 2%        | <b>14%</b> | 6%        | 1%        | 1%        | --        | 2%         | 5%        | 69%              |
| 60                       | 3%        | <b>8%</b>  | 5%        | 0%        | 1%        | 6%        | --         | 1%        | 76%              |
| 61                       | 0%        | <b>19%</b> | 7%        | 6%        | 0%        | 3%        | 0%         | --        | 65%              |
| <b>Total<sup>1</sup></b> | <b>2%</b> | <b>6%</b>  | <b>3%</b> | <b>2%</b> | <b>1%</b> | <b>5%</b> | <b>5%</b>  | <b>2%</b> | <b>74%</b>       |

<sup>1</sup>The "total" for Table 3 is not consistent with the other expanded summary tables. There were a number of answers where riders indicated they transferred from the same route. With these answers, it is assumed that the question was misinterpreted, and those answers were removed for Table 3. The total for Table 9 is 671 instead of 775.

\* The bolded cells represent the most common route(s) transferred from for a given route. For example, riders who were surveyed on route 2 had most often transferred from route 10, followed by 40 and 60.

As shown in Table 4, the majority of riders reported not planning to transfer from their current bus. Of the riders transferring from their current bus, routes 2, 10, 24, and 60 were the most commonly transferred to routes. The most common transferring pairs are bolded in the table below by current bus route. For example, 12% of riders on route 2 transferred to route 24. The largest percentage of transfers was from route 25 to routes 2 and 24.

**Table 4: Will Transfer from Current Route to Other Route**

| Route                    | 2          | 10         | 24         | 25        | 30        | 40        | 60         | 61        | Did Not Transfer |
|--------------------------|------------|------------|------------|-----------|-----------|-----------|------------|-----------|------------------|
| 2                        | --         | 6%         | <b>12%</b> | 4%        | 0%        | 10%       | 2%         | 4%        | 62%              |
| 10                       | 3%         | --         | 1%         | 1%        | 1%        | <b>6%</b> | <b>6%</b>  | 1%        | 81%              |
| 24                       | 11%        | <b>15%</b> | --         | 0%        | 0%        | 6%        | 5%         | 2%        | 61%              |
| 25                       | <b>28%</b> | 0%         | <b>28%</b> | --        | 0%        | 0%        | 0%         | 0%        | 44%              |
| 30                       | 3%         | 0%         | <b>10%</b> | 0%        | --        | 8%        | 8%         | 0%        | 71%              |
| 40                       | 3%         | 13%        | 2%         | 0%        | 0%        | --        | <b>15%</b> | 3%        | 64%              |
| 60                       | 5%         | <b>10%</b> | 3%         | 1%        | 2%        | 4%        | --         | 4%        | 71%              |
| 61                       | 4%         | <b>11%</b> | 3%         | 0%        | 0%        | 9%        | 0%         | --        | 73%              |
| <b>Total<sup>1</sup></b> | <b>4%</b>  | <b>6%</b>  | <b>3%</b>  | <b>1%</b> | <b>1%</b> | <b>5%</b> | <b>5%</b>  | <b>2%</b> | <b>73%</b>       |

<sup>1</sup>The "total" for Table 4 is not consistent with the other expanded summary tables. There were a number of answers where riders indicated they were planning to transfer to the same route. With these answers, it is assumed that the question was misinterpreted, and those answers were removed for Table 4. The total for Table 10 is 681 instead of 775.

\* The bolded cells represent the most common route(s) transferred to for a given route. For example, riders who were surveyed on route 2 had were most likely to transfer to route 24, followed by 40.

As shown in Table 5, almost half of the riders (46%) were traveling from home, the most common origin place for every route. Of the riders not traveling from home, 24 percent identified work as their trip origin and 15 percent were coming from school.

**Table 5: Origin Place by Route**

| Route        | Home       | Work or work-related | Other      | University, School | Shopping  | Medical Services | Recreational, Social | Social Services | Did Not Answer |
|--------------|------------|----------------------|------------|--------------------|-----------|------------------|----------------------|-----------------|----------------|
| 2            | 57%        | 8%                   | 7%         | 10%                | 12%       | 5%               | 1%                   | 0%              | 0%             |
| 10           | 47%        | 15%                  | 11%        | 10%                | 6%        | 4%               | 7%                   | 0%              | 0%             |
| 24           | 42%        | 8%                   | 22%        | 0%                 | 2%        | 16%              | 6%                   | 4%              | 0%             |
| 25           | 100%       | 0%                   | 0%         | 0%                 | 0%        | 0%               | 0%                   | 0%              | 0%             |
| 30           | 61%        | 14%                  | 7%         | 7%                 | 9%        | 0%               | 0%                   | 2%              | 0%             |
| 40           | 40%        | 13%                  | 7%         | 13%                | 10%       | 7%               | 6%                   | 2%              | 2%             |
| 60           | 34%        | 12%                  | 18%        | 7%                 | 11%       | 9%               | 2%                   | 6%              | 1%             |
| 61           | 55%        | 12%                  | 5%         | 0%                 | 9%        | 5%               | 8%                   | 3%              | 3%             |
| <b>Total</b> | <b>46%</b> | <b>13%</b>           | <b>12%</b> | <b>8%</b>          | <b>8%</b> | <b>6%</b>        | <b>5%</b>            | <b>2%</b>       | <b>1%</b>      |

As shown in Table 6, the majority of riders (86%) traveled via walking or wheelchair from their origin location. Route 25 had the highest percentage walk/wheelchair mode split at 100 percent. Routes 10, 24, 60, and 61 had moderate amounts of riders accessing the bus stop via bike.

**Table 6: Origin Mode by Route**

| Route        | Walk/Wheelchair | Dropped Off | Drove Alone | Bike      | Other/Did Not Answer |
|--------------|-----------------|-------------|-------------|-----------|----------------------|
| 2            | 91%             | 4%          | 0%          | 3%        | 2%                   |
| 10           | 85%             | 5%          | 0%          | 7%        | 3%                   |
| 24           | 84%             | 4%          | 0%          | 8%        | 4%                   |
| 25           | 100%            | 0%          | 0%          | 0%        | 0%                   |
| 30           | 84%             | 2%          | 0%          | 0%        | 14%                  |
| 40           | 88%             | 3%          | 0%          | 5%        | 4%                   |
| 60           | 89%             | 3%          | 0%          | 7%        | 1%                   |
| 61           | 80%             | 5%          | 0%          | 8%        | 7%                   |
| <b>Total</b> | <b>86%</b>      | <b>4%</b>   | <b>0%</b>   | <b>7%</b> | <b>3%</b>            |

As shown in Table 7, 33 percent of riders reported they traveled less than five minutes from their origin to the bus stop. Routes 2 and 10 had the highest percentage of riders traveling less than 10 minutes to the bus stop. Route 30 had the highest percentage of riders traveling more than 20 minutes to the bus stop.

**Table 7: Travel Time to Bus Stop by Route**

| Route        | Less than 5 Minutes | 5-9 Minutes | 10-14 Minutes | 15-19 Minutes | 20-30 Minutes | More than 30 Minutes | Did Not Answer |
|--------------|---------------------|-------------|---------------|---------------|---------------|----------------------|----------------|
| 2            | 36%                 | 35%         | 16%           | 5%            | 6%            | 0%                   | 2%             |
| 10           | 34%                 | 32%         | 16%           | 6%            | 6%            | 2%                   | 4%             |
| 24           | 20%                 | 28%         | 32%           | 6%            | 12%           | 0%                   | 2%             |
| 25           | 44%                 | 0%          | 34%           | 0%            | 22%           | 0%                   | 0%             |
| 30           | 23%                 | 27%         | 4%            | 9%            | 23%           | 14%                  | 0%             |
| 40           | 31%                 | 21%         | 28%           | 8%            | 8%            | 1%                   | 3%             |
| 60           | 36%                 | 24%         | 20%           | 10%           | 8%            | 1%                   | 1%             |
| 61           | 31%                 | 13%         | 23%           | 18%           | 12%           | 0%                   | 3%             |
| <b>Total</b> | <b>33%</b>          | <b>28%</b>  | <b>20%</b>    | <b>7%</b>     | <b>8%</b>     | <b>1%</b>            | <b>3%</b>      |

As shown in Table 8, 36 percent of riders were going home, the most common destination place for every route except route 24 which had medical services as the most common destination. 14 percent of riders were going to work. Riders on routes 25, 30, and 60 were most likely to be traveling to work. Riders on route 25 were almost twice as likely to be traveling to school than any other route.

**Table 8: Destination Place by Route**

| Route        | Home       | Work or work-related | Other      | Univer-sity, School | Shopping   | Medical Services | Recrea-tional, Social | Social Services | Did Not Answer |
|--------------|------------|----------------------|------------|---------------------|------------|------------------|-----------------------|-----------------|----------------|
| 2            | 33%        | 12%                  | 18%        | 4%                  | 14%        | 11%              | 6%                    | 0%              | 2%             |
| 10           | 33%        | 17%                  | 11%        | 12%                 | 13%        | 2%               | 8%                    | 2%              | 2%             |
| 24           | 28%        | 8%                   | 10%        | 0%                  | 8%         | 32%              | 6%                    | 6%              | 2%             |
| 25           | 44%        | 22%                  | 0%         | 22%                 | 12%        | 0%               | 0%                    | 0%              | 0%             |
| 30           | 39%        | 25%                  | 27%        | 0%                  | 7%         | 0%               | 2%                    | 0%              | 0%             |
| 40           | 38%        | 11%                  | 21%        | 1%                  | 12%        | 4%               | 7%                    | 4%              | 2%             |
| 60           | 42%        | 8%                   | 14%        | 5%                  | 10%        | 9%               | 3%                    | 8%              | 1%             |
| 61           | 40%        | 26%                  | 2%         | 10%                 | 10%        | 0%               | 5%                    | 7%              | 0%             |
| <b>Total</b> | <b>36%</b> | <b>14%</b>           | <b>13%</b> | <b>8%</b>           | <b>12%</b> | <b>6%</b>        | <b>6%</b>             | <b>3%</b>       | <b>2%</b>      |

As shown in Table 9, most riders (87%) reported they would travel via walking or wheelchair to their destination location and high walk/wheelchair percentages were reported on all routes. Routes 10, 24, 40, 60, and 61 all had moderate amounts of riders accessing the bus stop via bike.

**Table 9: Destination Mode by Route**

| Route        | Walk/<br>Wheelchair | Get Picked<br>UP | Uber/Lyft | Bike      | Other/Did<br>Not Answer |
|--------------|---------------------|------------------|-----------|-----------|-------------------------|
| 2            | 89%                 | 5%               | 0%        | 3%        | 3%                      |
| 10           | 86%                 | 2%               | 0%        | 8%        | 4%                      |
| 24           | 90%                 | 0%               | 0%        | 8%        | 2%                      |
| 25           | 78%                 | 0%               | 0%        | 0%        | 22%                     |
| 30           | 96%                 | 0%               | 0%        | 2%        | 0%                      |
| 40           | 85%                 | 5%               | 0%        | 6%        | 4%                      |
| 60           | 90%                 | 1%               | 0%        | 8%        | 1%                      |
| 61           | 83%                 | 0%               | 0%        | 7%        | 10%                     |
| <b>Total</b> | <b>87%</b>          | <b>2%</b>        | <b>0%</b> | <b>7%</b> | <b>4%</b>               |

As shown in Table 10, 30 percent of riders reported they would travel less than five minutes and 60 percent of riders reported they would travel less than ten minutes from the bus stop to their destination. Route 25 had the highest percentage of riders traveling less than ten minutes with 78%. Route 40 had the most percentage of riders traveling more than 20 minutes to the bus stop with 16%.

**Table 10: Travel Time from Bus Stop to Destination by Route**

| Route        | Less than 5 Minutes | 5-9 Minutes | 10-14 Minutes | 15-19 Minutes | 20-30 Minutes | More than 30 Minutes | Did Not Answer |
|--------------|---------------------|-------------|---------------|---------------|---------------|----------------------|----------------|
| 2            | 28%                 | 31%         | 21%           | 5%            | 3%            | 0%                   | 12%            |
| 10           | 33%                 | 30%         | 16%           | 9%            | 6%            | 2%                   | 5%             |
| 24           | 24%                 | 40%         | 18%           | 6%            | 8%            | 2%                   | 2%             |
| 25           | 22%                 | 56%         | 22%           | 0%            | 0%            | 0%                   | 0%             |
| 30           | 30%                 | 27%         | 30%           | 2%            | 9%            | 0%                   | 2%             |
| 40           | 22%                 | 23%         | 32%           | 3%            | 13%           | 3%                   | 4%             |
| 60           | 29%                 | 28%         | 19%           | 13%           | 7%            | 1%                   | 3%             |
| 61           | 36%                 | 31%         | 17%           | 8%            | 3%            | 2%                   | 3%             |
| <b>Total</b> | <b>30%</b>          | <b>30%</b>  | <b>19%</b>    | <b>8%</b>     | <b>7%</b>     | <b>2%</b>            | <b>4%</b>      |

As shown in Table 11, 22 percent of riders reported they would not make the trip they were on if bus service was not available, which is a decrease from 38 percent reported in 2014. Riders on route 60 were most likely to say they would not make their trip.

**Table 11: Bus Service Not Available by Route**

| Route        | Walk/<br>Wheelchair | Drive<br>Alone | Ride with<br>Someone | Bike       | Taxi/Uber | Other/Did<br>Not<br>Answer | Would<br>Not Make<br>This Trip |
|--------------|---------------------|----------------|----------------------|------------|-----------|----------------------------|--------------------------------|
| 2            | 48%                 | 1%             | 8%                   | 15%        | 8%        | 7%                         | 13%                            |
| 10           | 27%                 | 9%             | 14%                  | 13%        | 7%        | 7%                         | 23%                            |
| 24           | 50%                 | 2%             | 8%                   | 10%        | 8%        | 4%                         | 18%                            |
| 25           | 12%                 | 0%             | 0%                   | 22%        | 22%       | 44%                        | 0%                             |
| 30           | 29%                 | 7%             | 14%                  | 7%         | 9%        | 9%                         | 25%                            |
| 40           | 40%                 | 2%             | 16%                  | 9%         | 2%        | 11%                        | 20%                            |
| 60           | 30%                 | 3%             | 15%                  | 7%         | 8%        | 7%                         | 30%                            |
| 61           | 28%                 | 8%             | 10%                  | 10%        | 21%       | 5%                         | 18%                            |
| <b>Total</b> | <b>32%</b>          | <b>6%</b>      | <b>13%</b>           | <b>11%</b> | <b>8%</b> | <b>8%</b>                  | <b>22%</b>                     |

As shown in Table 12, 60 percent of riders reported riding the bus 5-6 days per week. Riders on route 25 were most likely to use the bus 5 or more days per week (78%) but were also have the highest percentage of one day per week riders (22%).

**Table 12: Trip Frequency by Route**

| Route        | 1 Day a<br>Week | 2 Days a<br>Week | 3 Days a<br>Week | 4 Days a<br>Week | 5 Days a<br>Week | 6 Days a<br>Week | Did Not<br>Answer |
|--------------|-----------------|------------------|------------------|------------------|------------------|------------------|-------------------|
| 2            | 7%              | 7%               | 14%              | 10%              | 27%              | 32%              | 3%                |
| 10           | 5%              | 7%               | 9%               | 14%              | 31%              | 30%              | 4%                |
| 24           | 6%              | 8%               | 8%               | 8%               | 20%              | 48%              | 2%                |
| 25           | 22%             | 0%               | 0%               | 0%               | 78%              | 0%               | 0%                |
| 30           | 7%              | 7%               | 14%              | 2%               | 52%              | 18%              | 0%                |
| 40           | 6%              | 6%               | 14%              | 10%              | 33%              | 28%              | 3%                |
| 60           | 6%              | 5%               | 18%              | 17%              | 32%              | 21%              | 1%                |
| 61           | 3%              | 10%              | 12%              | 15%              | 39%              | 21%              | 0%                |
| <b>Total</b> | <b>6%</b>       | <b>6%</b>        | <b>12%</b>       | <b>13%</b>       | <b>32%</b>       | <b>28%</b>       | <b>3%</b>         |

As shown in Table 13, most riders (71%) are able to make the trip they were on at a different time in the day. Riders on route 25 were the most flexible with travel time, while riders on route 10 were the least flexible.

**Table 13: Able to Take Trip at a Different Time by Route**

| Route        | Yes        | No         | Did Not Answer |
|--------------|------------|------------|----------------|
| 2            | 72%        | 18%        | 10%            |
| 10           | 67%        | 29%        | 4%             |
| 24           | 74%        | 24%        | 2%             |
| 25           | 100%       | 0%         | 0%             |
| 30           | 73%        | 27%        | 0%             |
| 40           | 71%        | 21%        | 8%             |
| 60           | 76%        | 21%        | 3%             |
| 61           | 82%        | 18%        | 0%             |
| <b>Total</b> | <b>71%</b> | <b>24%</b> | <b>5%</b>      |

As shown in Table 14, most riders (67%) do not have valid driver licenses. Riders on routes 40, 30, and 2 were most likely to not have a valid license. Riders on route 25 were most likely to have a valid license.

**Table 14: Valid Driver's License by Route**

| Route        | Yes        | No         | Did Not Answer |
|--------------|------------|------------|----------------|
| 2            | 26%        | 69%        | 5%             |
| 10           | 32%        | 64%        | 4%             |
| 24           | 28%        | 68%        | 4%             |
| 25           | 56%        | 44%        | 0%             |
| 30           | 25%        | 75%        | 0%             |
| 40           | 20%        | 76%        | 4%             |
| 60           | 32%        | 66%        | 2%             |
| 61           | 32%        | 68%        | 0%             |
| <b>Total</b> | <b>30%</b> | <b>67%</b> | <b>3%</b>      |

As shown in Table 15, male riders made up 54 percent of transit users overall. Route 25 had the highest percentage of male riders, and route 2 had the highest percentage of female riders.

**Table 15: Gender by Route**

| Route        | Male       | Female     | Prefer Not Answer |
|--------------|------------|------------|-------------------|
| 2            | 41%        | 46%        | 13%               |
| 10           | 55%        | 40%        | 5%                |
| 24           | 54%        | 40%        | 6%                |
| 25           | 78%        | 22%        | 0%                |
| 30           | 48%        | 45%        | 7%                |
| 40           | 53%        | 42%        | 5%                |
| 60           | 53%        | 43%        | 4%                |
| 61           | 77%        | 21%        | 2%                |
| <b>Total</b> | <b>54%</b> | <b>41%</b> | <b>5%</b>         |

As shown in Table 16, all routes had similar age distributions except routes 25 and 30, which had a higher percentage of 19-24 year-olds and riders over 65 years-old, respectively.

**Table 16: Age by Route**

| Route        | 16 – 18    | 19 – 24    | 25 – 44    | 45 – 64    | 65 or over | Prefer Not to Answer |
|--------------|------------|------------|------------|------------|------------|----------------------|
| 2            | 5%         | 8%         | 36%        | 30%        | 10%        | 0%                   |
| 10           | 12%        | 15%        | 36%        | 23%        | 8%         | 0%                   |
| 24           | 0%         | 8%         | 38%        | 40%        | 8%         | 0%                   |
| 25           | 0%         | 44%        | 22%        | 22%        | 12%        | 0%                   |
| 30           | 0%         | 21%        | 20%        | 43%        | 16%        | 0%                   |
| 40           | 19%        | 9%         | 31%        | 33%        | 6%         | 0%                   |
| 60           | 10%        | 13%        | 26%        | 41%        | 7%         | 0%                   |
| 61           | 7%         | 15%        | 38%        | 31%        | 9%         | 0%                   |
| <b>Total</b> | <b>10%</b> | <b>14%</b> | <b>33%</b> | <b>30%</b> | <b>8%</b>  | <b>5%</b>            |

As shown in Table 17, most riders (68%) identified themselves as white, which is a decrease from 78 percent reported in 2014. Hispanics/Latinos were the next highest group at 10 percent. Route 25 had more than three times more Native American passengers than any other route.

**Table 17: Ethnicity by Route**

| Route        | Asian     | Black/<br>African<br>American | Hispanic/<br>Latino | Native<br>American | White      | Other/<br>Prefer Not<br>to Answer |
|--------------|-----------|-------------------------------|---------------------|--------------------|------------|-----------------------------------|
| 2            | 0%        | 4%                            | 9%                  | 2%                 | 71%        | 14%                               |
| 10           | 3%        | 1%                            | 11%                 | 2%                 | 69%        | 14%                               |
| 24           | 4%        | 4%                            | 8%                  | 2%                 | 66%        | 16%                               |
| 25           | 0%        | 0%                            | 0%                  | 22%                | 78%        | 0%                                |
| 30           | 0%        | 7%                            | 9%                  | 7%                 | 68%        | 9%                                |
| 40           | 2%        | 3%                            | 14%                 | 4%                 | 62%        | 15%                               |
| 60           | 1%        | 5%                            | 12%                 | 5%                 | 66%        | 11%                               |
| 61           | 2%        | 5%                            | 2%                  | 0%                 | 88%        | 3%                                |
| <b>Total</b> | <b>2%</b> | <b>3%</b>                     | <b>10%</b>          | <b>4%</b>          | <b>68%</b> | <b>13%</b>                        |

As shown in Table 18, 53 percent of riders reported they were employed, either full-time or part-time, and 15 percent of riders reported they were unemployed. Routes 61 and 30 had the highest percentage of employed riders, while route 24 had the highest percentage of unemployed riders.

**Table 18: Employment Status by Route**

| Route        | Full-time Worker | Part-time Worker | Home-maker | Unemployed | Disabled   | Retired   | Veteran   | University /High School Student | Not Specified |
|--------------|------------------|------------------|------------|------------|------------|-----------|-----------|---------------------------------|---------------|
| 2            | 25%              | 14%              | 5%         | 20%        | 10%        | 6%        | 3%        | 7%                              | 10%           |
| 10           | 30%              | 21%              | 2%         | 10%        | 8%         | 6%        | 2%        | 17%                             | 4%            |
| 24           | 16%              | 10%              | 2%         | 38%        | 12%        | 8%        | 4%        | 2%                              | 8%            |
| 25           | 0%               | 44%              | 0%         | 0%         | 0%         | 34%       | 0%        | 22%                             | 0%            |
| 30           | 32%              | 23%              | 7%         | 20%        | 14%        | 2%        | 0%        | 0%                              | 2%            |
| 40           | 19%              | 18%              | 2%         | 19%        | 17%        | 6%        | 1%        | 15%                             | 3%            |
| 60           | 25%              | 7%               | 4%         | 16%        | 20%        | 6%        | 6%        | 12%                             | 4%            |
| 61           | 38%              | 26%              | 2%         | 5%         | 5%         | 9%        | 5%        | 10%                             | 0%            |
| <b>Total</b> | <b>26%</b>       | <b>17%</b>       | <b>3%</b>  | <b>15%</b> | <b>12%</b> | <b>7%</b> | <b>3%</b> | <b>13%</b>                      | <b>4%</b>     |

As shown in Table 19, most riders (53%) do not have a vehicle available in their household. Riders on routes 24 and 2 were least likely to own a vehicle, and riders on routes 30 and 40 were most likely to own vehicles.

**Table 19: Household Vehicles by Route**

| Route        | None       | 1          | 2          | 3 or More | Did Not Answer |
|--------------|------------|------------|------------|-----------|----------------|
| 2            | 67%        | 14%        | 7%         | 4%        | 8%             |
| 10           | 50%        | 22%        | 16%        | 7%        | 5%             |
| 24           | 72%        | 16%        | 8%         | 0%        | 4%             |
| 25           | 56%        | 22%        | 22%        | 0%        | 0%             |
| 30           | 38%        | 34%        | 14%        | 14%       | 0%             |
| 40           | 43%        | 28%        | 12%        | 13%       | 4%             |
| 60           | 55%        | 26%        | 13%        | 4%        | 2%             |
| 61           | 52%        | 32%        | 3%         | 10%       | 3%             |
| <b>Total</b> | <b>53%</b> | <b>23%</b> | <b>13%</b> | <b>7%</b> | <b>4%</b>      |

As shown in Table 20, 41 percent of riders reported they had 3 or more people living in their household. Riders on routes 25 and 40 were most likely to have large households, while riders on route 61 were most likely have small households.

**Table 20: Household Size by Route**

| Route        | 1          | 2          | 3 or More  | Did Not Answer |
|--------------|------------|------------|------------|----------------|
| 2            | 34%        | 17%        | 33%        | 16%            |
| 10           | 32%        | 22%        | 40%        | 6%             |
| 24           | 26%        | 28%        | 34%        | 12%            |
| 25           | 34%        | 0%         | 66%        | 0%             |
| 30           | 34%        | 32%        | 27%        | 7%             |
| 40           | 30%        | 19%        | 47%        | 4%             |
| 60           | 33%        | 20%        | 42%        | 5%             |
| 61           | 36%        | 23%        | 41%        | 0%             |
| <b>Total</b> | <b>32%</b> | <b>21%</b> | <b>41%</b> | <b>6%</b>      |

As shown in Table 21, 78 percent of riders reported they had households with at least one working person.

**Table 21: Household Employment by Route**

| Route        | 1          | 2          | 3 or More  | Did Not Answer |
|--------------|------------|------------|------------|----------------|
| 2            | 49%        | 12%        | 8%         | 31%            |
| 10           | 38%        | 24%        | 14%        | 24%            |
| 24           | 33%        | 14%        | 11%        | 42%            |
| 25           | 34%        | 22%        | 22%        | 22%            |
| 30           | 57%        | 0%         | 20%        | 23%            |
| 40           | 32%        | 22%        | 18%        | 28%            |
| 60           | 42%        | 17%        | 10%        | 31%            |
| 61           | 44%        | 22%        | 13%        | 21%            |
| <b>Total</b> | <b>39%</b> | <b>20%</b> | <b>13%</b> | <b>28%</b>     |

As shown in Table 22, 27 percent of riders reported a household income of \$10,000 or less, decreased from the 47 percent reported in 2014. Riders on routes 24 and 40 were most likely have lower household incomes while riders on route 30 were most likely to have higher household incomes.

**Table 22: Household Income by Route**

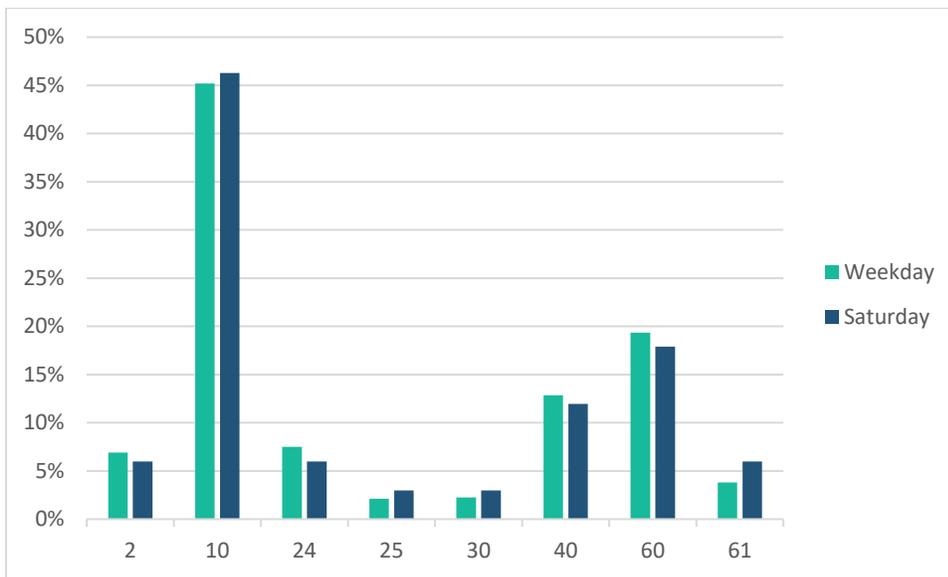
| Route        | Less than \$10,000 | \$10,000-\$14,999 | \$15,000-\$24,999 | \$25,000-\$49,999 | \$50,000-\$74,999 | \$75,000 or More | Prefer Not to Answer |
|--------------|--------------------|-------------------|-------------------|-------------------|-------------------|------------------|----------------------|
| 2            | 26%                | 14%               | 16%               | 14%               | 2%                | 0%               | 28%                  |
| 10           | 24%                | 10%               | 15%               | 10%               | 4%                | 3%               | 34%                  |
| 24           | 42%                | 16%               | 14%               | 8%                | 4%                | 0%               | 16%                  |
| 25           | 0%                 | 0%                | 56%               | 0%                | 0%                | 0%               | 44%                  |
| 30           | 32%                | 9%                | 9%                | 7%                | 7%                | 14%              | 22%                  |
| 40           | 36%                | 9%                | 9%                | 8%                | 3%                | 3%               | 32%                  |
| 60           | 27%                | 10%               | 18%               | 14%               | 2%                | 0%               | 29%                  |
| 61           | 26%                | 7%                | 22%               | 18%               | 5%                | 2%               | 20%                  |
| <b>Total</b> | <b>27%</b>         | <b>11%</b>        | <b>16%</b>        | <b>11%</b>        | <b>3%</b>         | <b>2%</b>        | <b>30%</b>           |

## SATURDAY ANALYSIS

The figures provided below compare the expanded survey results for weekday and Saturday service. Similar figures are provided in RVTD's 2014 On-Board Passenger Study and can be compared with the 2018 results below.

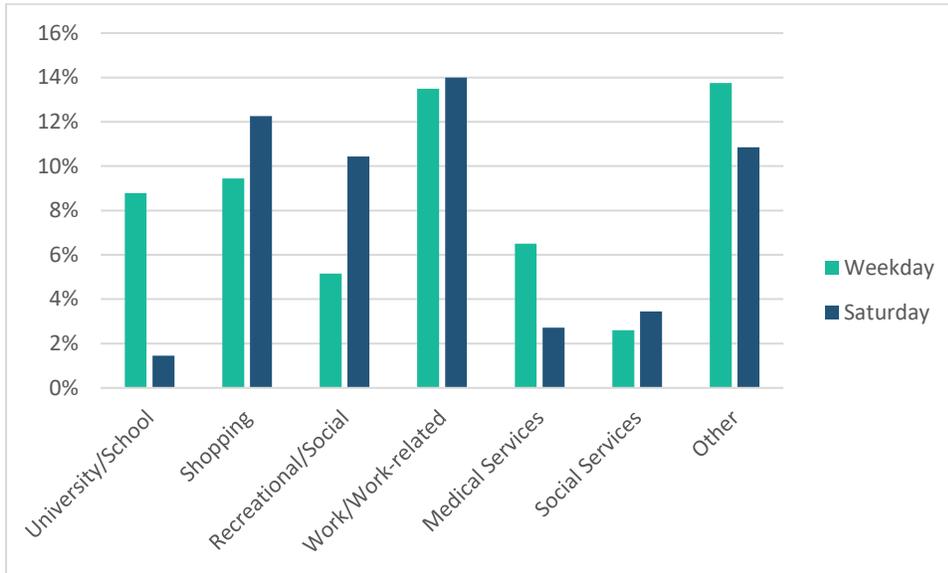
Ridership by route was relatively consistent between weekdays and Saturdays, never differing by more than three percent on each route.

**Figure 1: Ridership by Route: Weekday vs. Saturday**



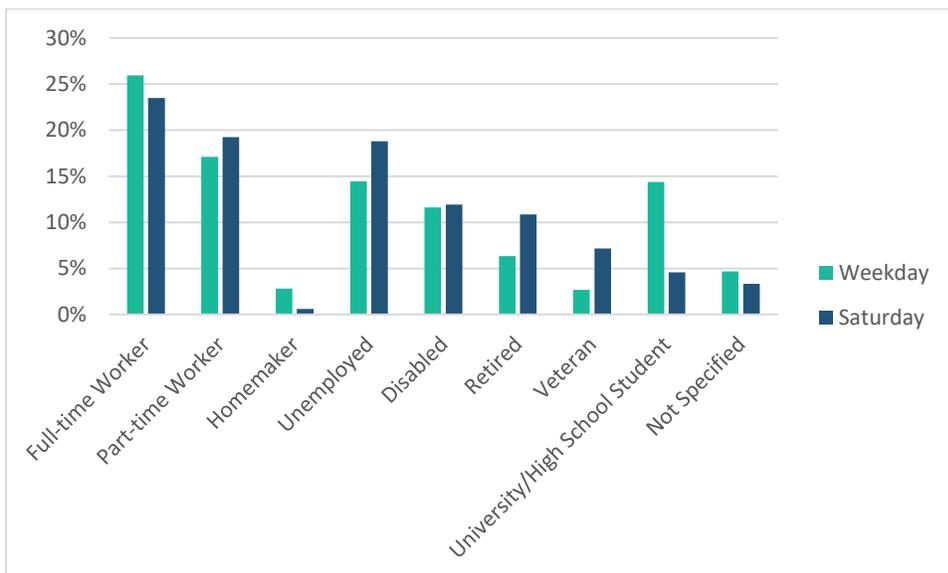
The biggest changes in trip purpose between weekdays and Saturdays was seen for school and recreational/social trips. Riders using transit for school drops to less than two percent on Saturdays, while recreational/social trips increase to more than 10 percent on Saturdays. The percentage of work trips increased from weekday to Saturday as well as shopping and social services trips.

**Figure 2: Trip Purpose: Weekday vs. Saturday**



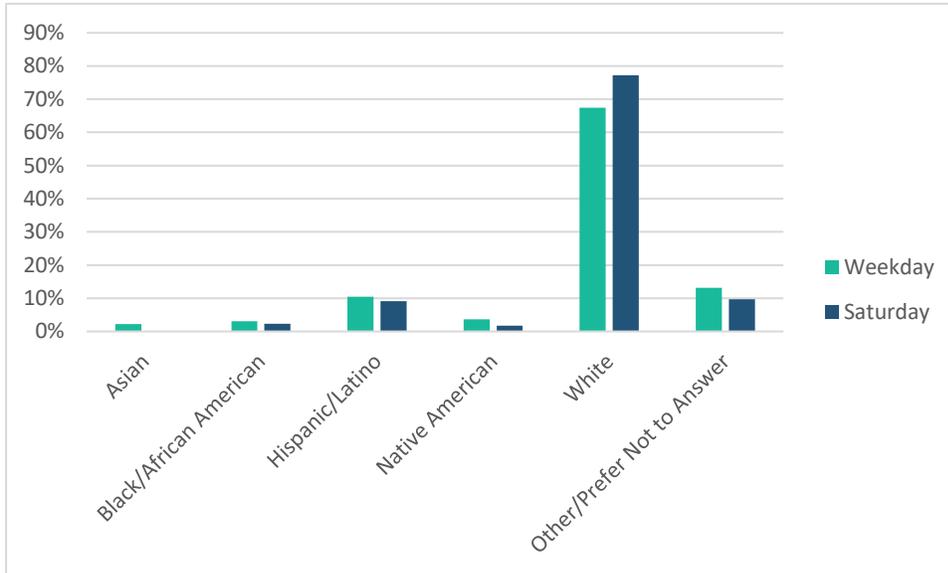
The profile of employment status remained relatively consistent between weekdays and Saturdays with the exception of a drop of student trips on Saturday. The percentage of full-time workers using transit decreased on Saturdays, while the percentage of part-time workers increased on Saturday.

**Figure 3: Employment Status: Weekday vs. Saturday**



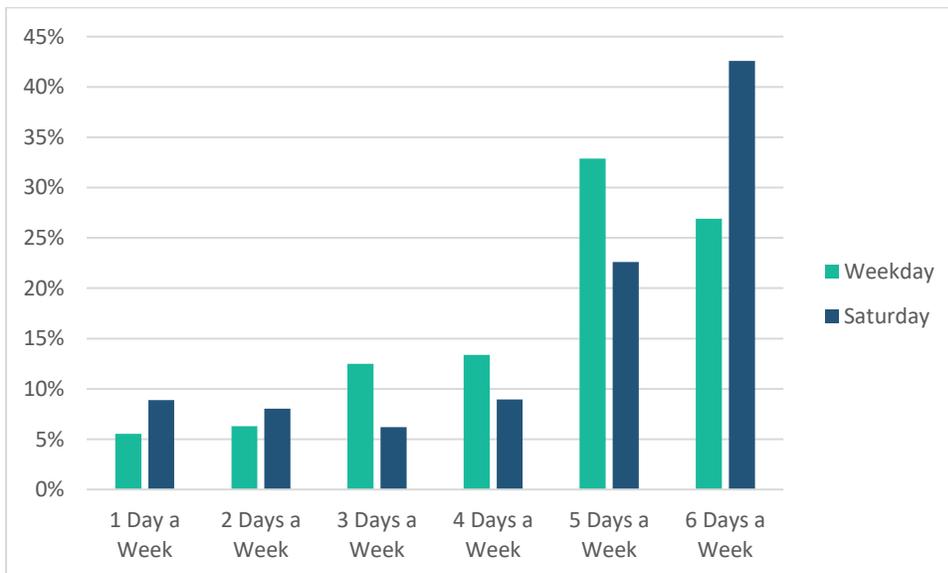
The ethnicity profile remains relatively consistent between weekday and Saturday ridership. There was an increase in percentage of white ridership on Saturdays, while all other ethnicities decreased on Saturdays.

**Figure 4: Ethnic Distribution: Weekday vs. Saturday**



Riders who use transit on Saturday were more likely to use transit six days a week, while riders who use transit on weekdays had a higher percent of riders that use transit three to five days per week.

**Figure 5: Trip Frequency: Weekday vs. Saturday**



Mode choice for making the trip if bus service was not available was not consistent between weekday and Saturday riders. The modes involving vehicle use (driving, riding with someone else, and riding in a taxi/uber) had a higher percentage of riders for weekdays versus Saturdays. The percentage of biking alternative trips increased on Saturdays, as did the decision to not make that particular trip.

**Figure 6: Bus Service not Available: Weekday vs. Saturday**

