

DRAFT 2019 Connect Transit Survey Analysis

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March 23, 2020

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1 Introduction

This draft document presents findings of interest from the 2019 Customer Satisfaction Survey conducted by Connect Transit.

Everything within is generated using an open source environment and the necessary scripts and data will be hosted in a public repository, pending approval by Connect Transit. Anybody could then reproduce this analysis using free software. Aside from reproducibility, other benefits of scripting are scalability and mutability. Adding new groups and charts and fixing errors can be done without spending time reformatting a document.

The first section, “Rider Groups,” describes the groups used to categorize respondents for analysis in later sections. Currently, these groups include “New Riders” and “Long-term Riders.”

The next section, “Priorities,” ranks services in order of importance according to the overall survey data and then by groups.

The “Satisfaction” section describes reported levels of satisfaction with priority services in the overall survey data and then by groups.

1.1 Methodology

1.1.1 2019

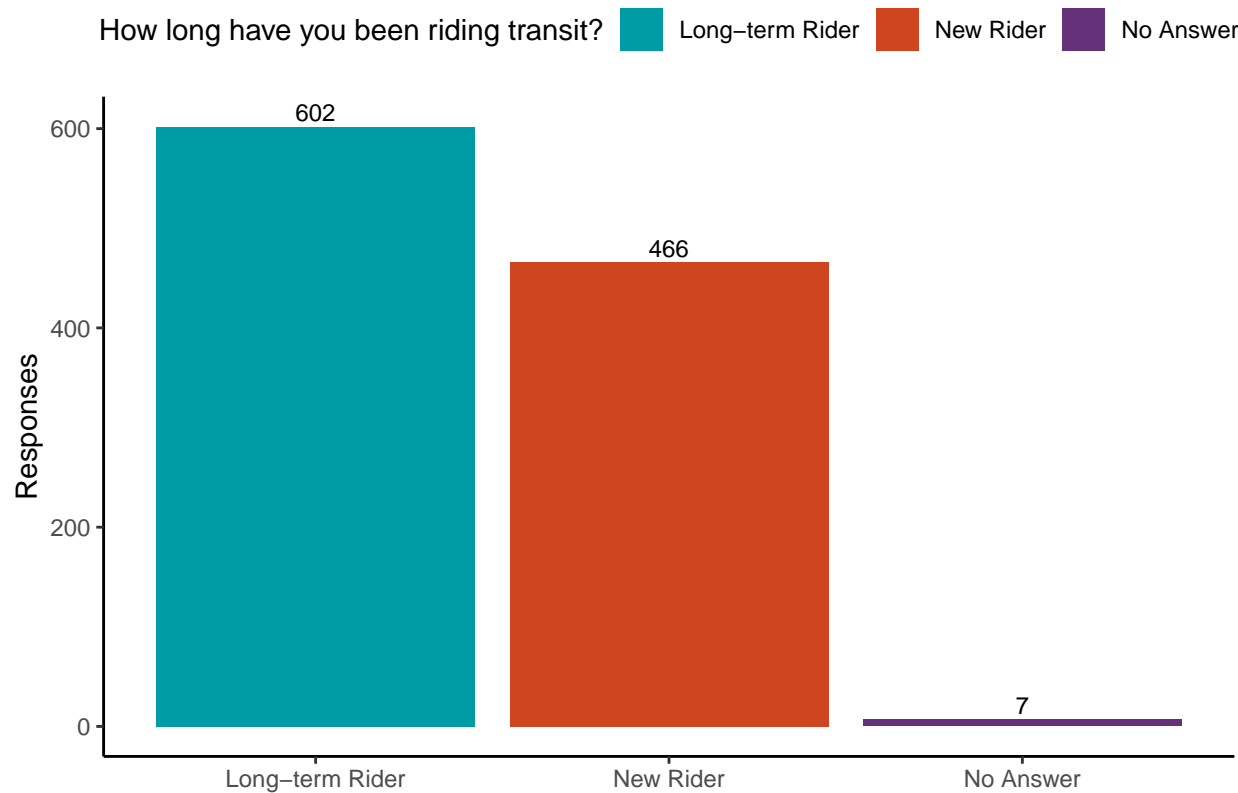
1.1.2 2018

Connect Transit contracted ETC Institute, a company that specializes in conducting transportation surveys, to administer both an origin and destination survey as well as a satisfaction survey. These surveys were administered from April 10, 2018 through May 11, 2018. Connect Transit and ETC took great care to ensure a broad representation of the respondents. 1,170 valid surveys were collected.

2 Rider Groups

2.1 Length of Ridership

Respondents are grouped by their answer to the question “How long have you been riding transit?” Neither group includes the 7 respondents who gave no answer.



2.1.1 New Riders

Respondents in this group answered that they had been riding transit for “Less than 1 year”, or that it was their “First time” riding transit. Only 25 survey respondents were “First time” riders, making up 2.3% of all survey responses.

Table 1: New Riders

| Length | Responses | Percent |
|------------------|-----------|---------|
| Less than 1 year | 441 | 95% |
| First time | 25 | 5% |

2.1.2 Long-term Riders

Respondents in this group answered that they had been riding transit for: “1 to 2 years,” “3 to 4 years,” or “More than 4 years.” Of this group, a slight majority of 51% answered that they had been riding “1 to 2 years.”

Table 2: Long-term Riders

| Length | Responses | Percent |
|-------------------|-----------|---------|
| 1 to 2 years | 310 | 51% |
| More than 4 years | 185 | 31% |
| 3 to 4 years | 107 | 18% |

3 Priorities

Respondents were asked which of the services in the “Please RATE YOUR SATISFACTION with the following items” section were most important to them, and had the option of ranking the top three most important services.

These rankings were then used to calculate a score for each service using a rank sums approach. Each first choice was worth 3, second choices were worth 2, and third choices were worth 1, and then the list of services were sorted in descending order by score.

Table 3: Top 6 Priorities

| Service | Score |
|---------------------------|-------|
| 1. Reliability of Service | 1030 |
| 2. Frequency of Service | 608 |
| 5. Hours of Service | 374 |
| 25. Service after 9 P.M. | 366 |
| 20. Connect Mobile App | 315 |
| 21. Sunday Service | 239 |

NOTE: 287 respondents gave no answer, 18 chose only one service, and 12 gave only their top two.

3.1 Priorities by Length of Ridership

3.1.1 New Riders

Table 4: Top 6 Priorities - New Riders

| Service | Score |
|---------------------------|-------|
| 1. Reliability of Service | 409 |
| 2. Frequency of Service | 234 |
| 25. Service after 9 P.M. | 175 |
| 20. Connect Mobile App | 167 |
| 5. Hours of Service | 153 |
| 21. Sunday Service | 110 |

3.1.2 Long-term Riders

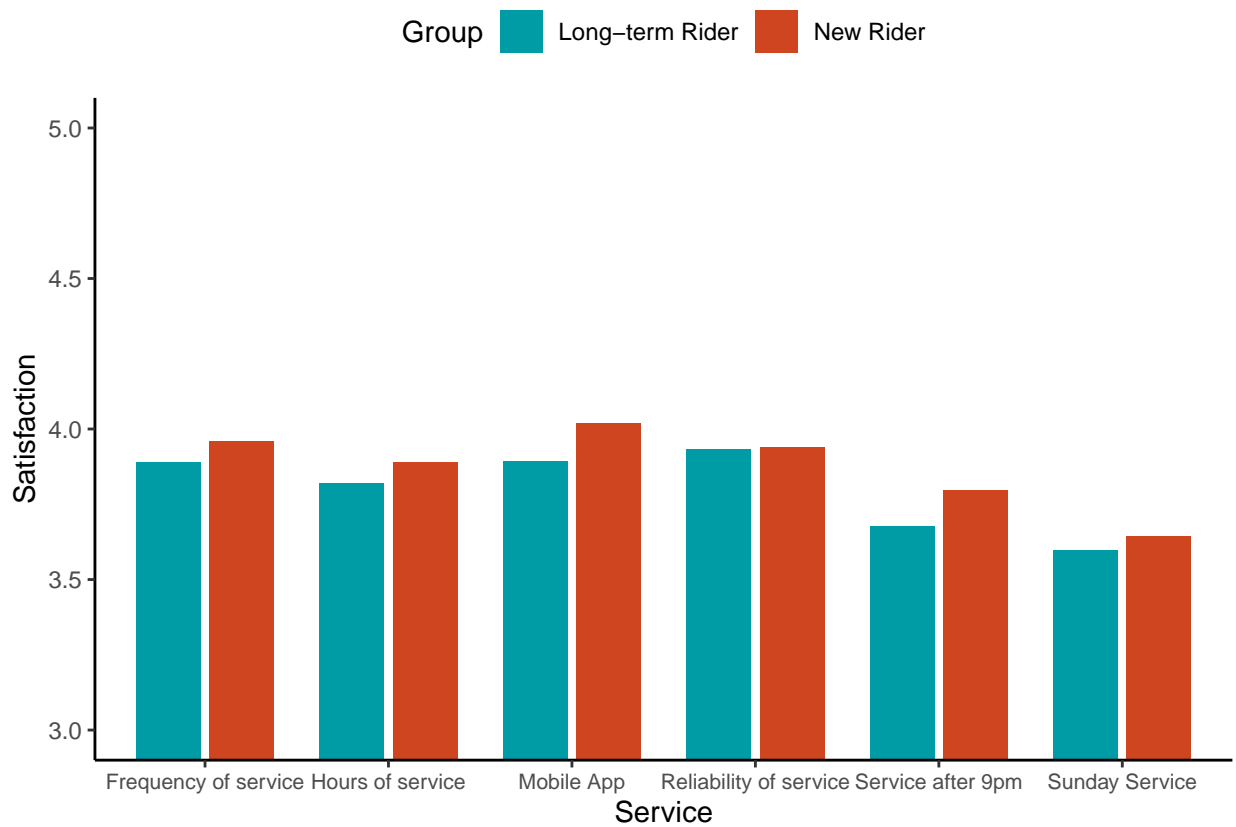
Table 5: Top 6 Priorities - Long-term Riders

| Service | Score |
|---------------------------|-------|
| 1. Reliability of Service | 616 |
| 2. Frequency of Service | 371 |
| 5. Hours of Service | 221 |
| 25. Service after 9 P.M. | 191 |
| 20. Connect Mobile App | 148 |
| 21. Sunday Service | 129 |

4 Satisfaction

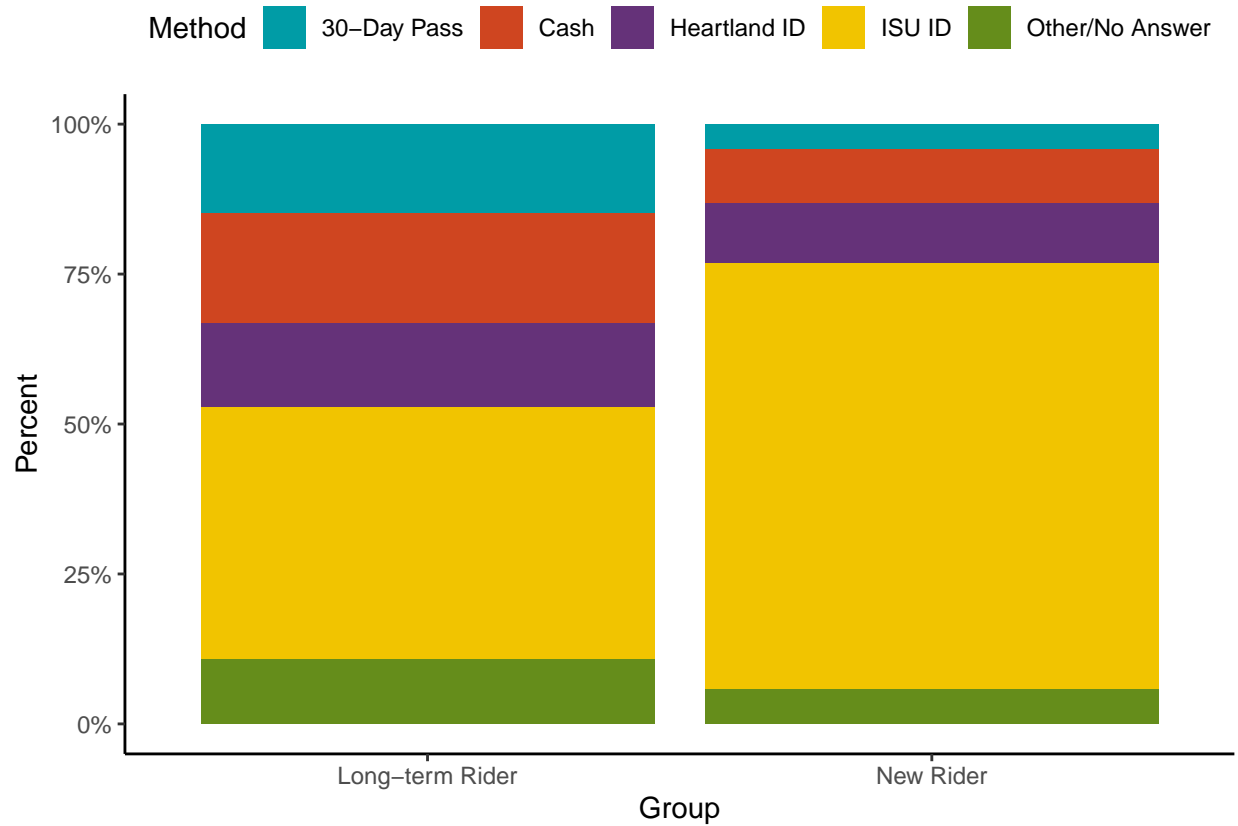
This section looks at aggregate satisfaction ratings for the most important services by rider group.

4.1 Satisfaction by Length of Ridership



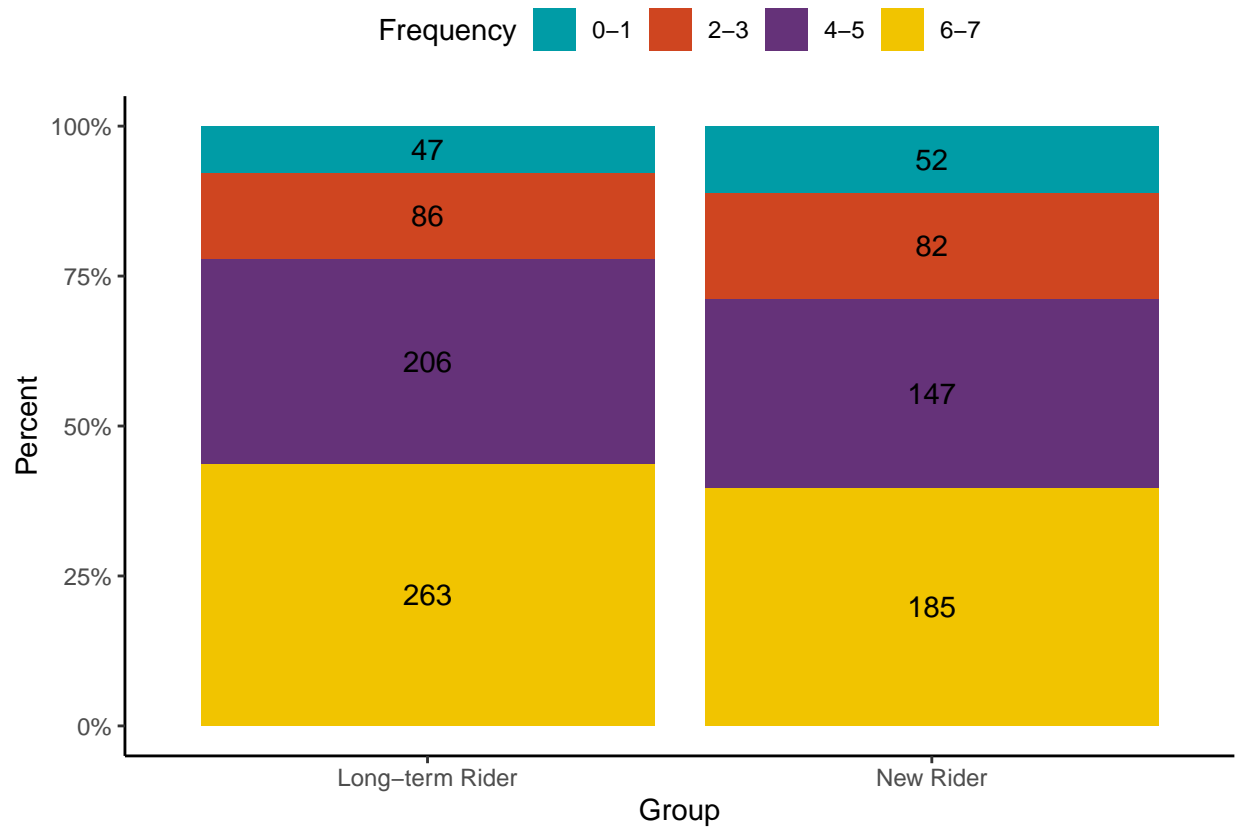
5 Payment Method

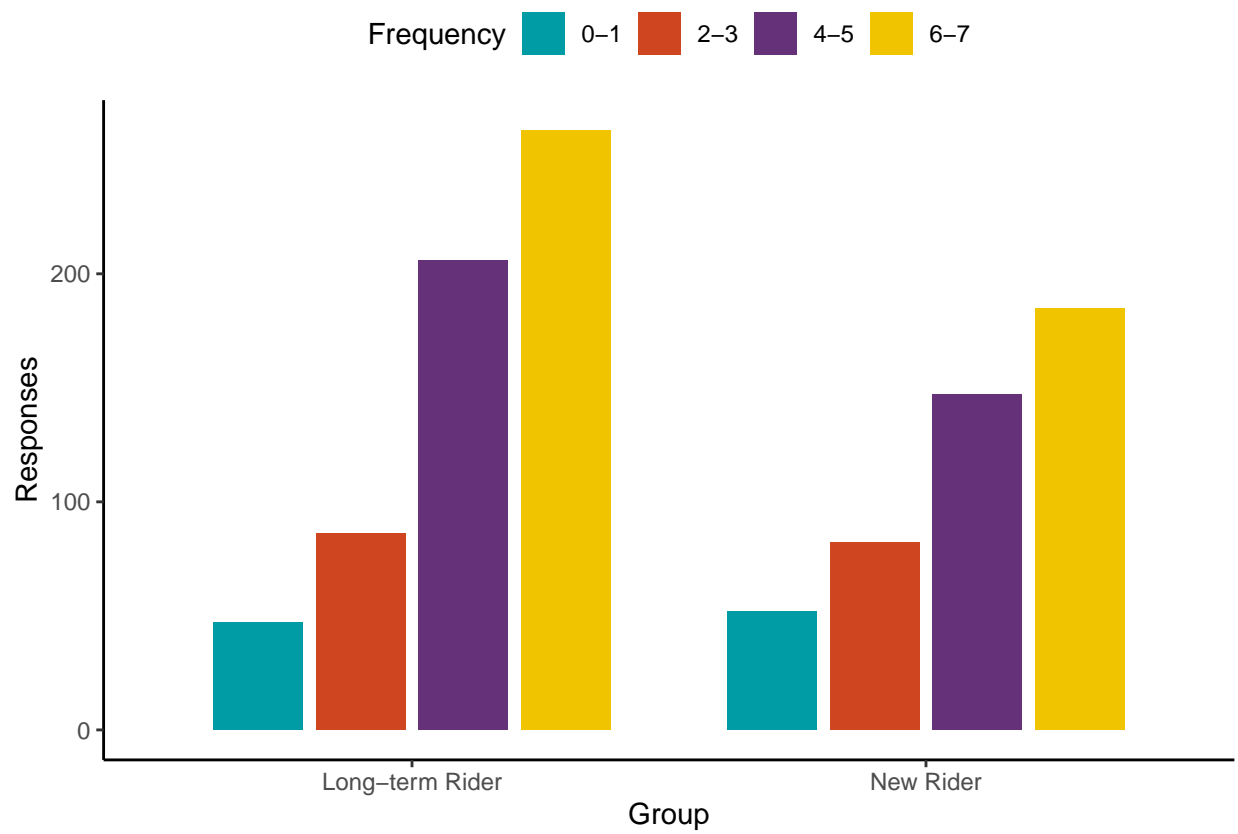
5.1 Payment Method by Length of Ridership



6 Frequency of Use

6.1 Frequency of Use by Length of Ridership





7 Future Ridership

7.1 Future Ridership by Length of Ridership

