

# 2016 Regional Transit On-Board Survey

Transportation Accessibility Advisory Committee  
April 6, 2016



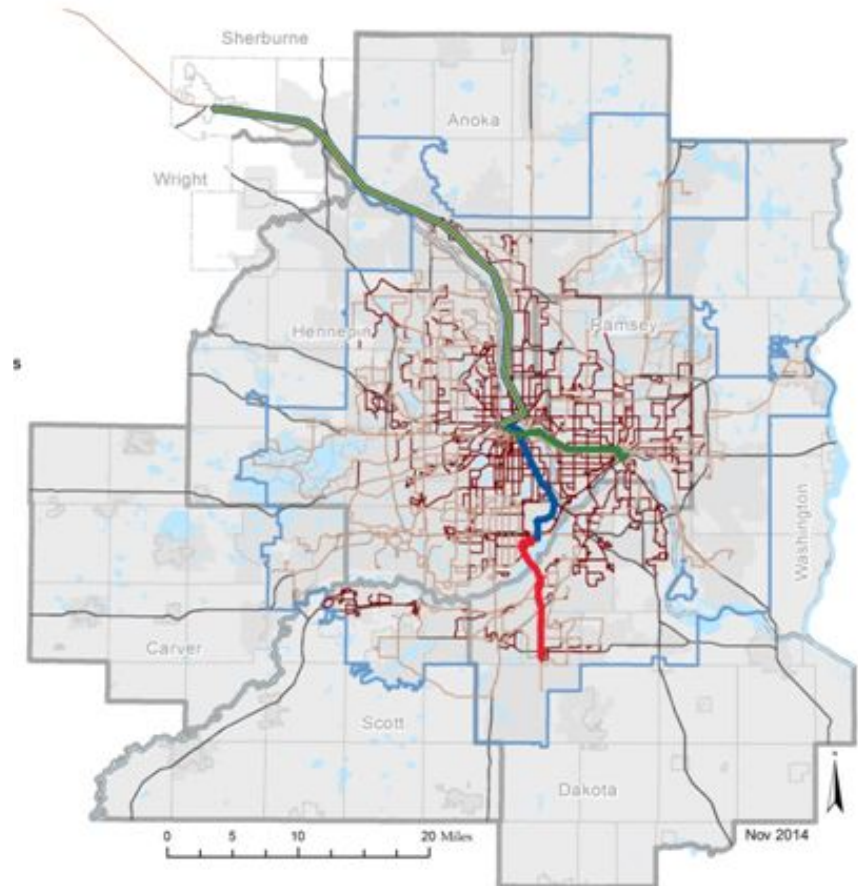
# Purpose

- Understand transit travel markets
- Improve regional forecast model
- Investigate effect of major new transit service
- Respond to FTA guidance

# Regional Benefits

- Survey will provide origin/destination and demographic data for all routes and all providers
- Forecasting improvements will directly support all planned regional transitway projects, including:
  - Blue Line Extension, Gold Line/Gateway, Red Line Extension, Orange Line, Riverview, West Broadway, Rush Line, Red Rock, Midtown, Robert St., ABRT corridors
- Data will be provided to agencies to support market research, Title VI analysis, etc.

- All regional fixed-route bus and rail
  - Does not include Metro Mobility
- All transit providers
  - Includes suburban transit providers



# On to Off Count (primarily spring)

- Stop to stop count
- Provides data on boarding-to-alighting flows
- About 20% of transit trips
- Routes with daily ridership greater than 3,000 per day, plus Red Line and Northstar
- On to off will occur in the fall for service impacted by the A Line

# Origin-Destination Survey (primarily fall)

- Detailed questionnaire
  - Boarding/alighting
  - Origin/destination
  - Mode of arrival
  - Demographics
  - Vehicle availability
- About 9% of passengers (27,000 completed surveys)
- 5+ minutes to complete
- Administered by trained interviewer on tablets
- Interviewers will wear vests and badges

# Schedule

- February 2016: Hired ETC Institute team
- March 2016: Consultant work underway; coordination
- April-June 2016: On-to-off count and survey pre-test underway
- June-August 2016: Sampling plan developed
- September-November 2016: Main origin-destination survey work
- December-January 2017: Data processing and analysis
- March 2017: Final data products and reports complete

# Considerations

- Questions about disabilities
  - Questions 4, 9, 14, 15, 29
- Limited English proficiency populations
  - Questions 28, 28a





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