

BUS OPERATIONS STUDY
PRESENTATION TABLES AND GRAPHS

SEPTEMBER 9, 1991



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SEPTEMBER 9, 1991

**Prepared for:
SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT**

**Prepared by:
MARITZ MARKETING RESEARCH INC.**

**MMRI # 51-3595
RTD # 91-08**

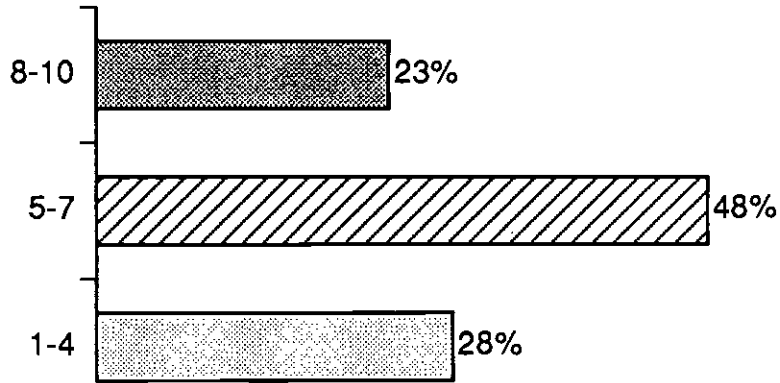


The Council of American Survey Research Organizations

PERCEPTION OF RTD

Overall Service

Rated:

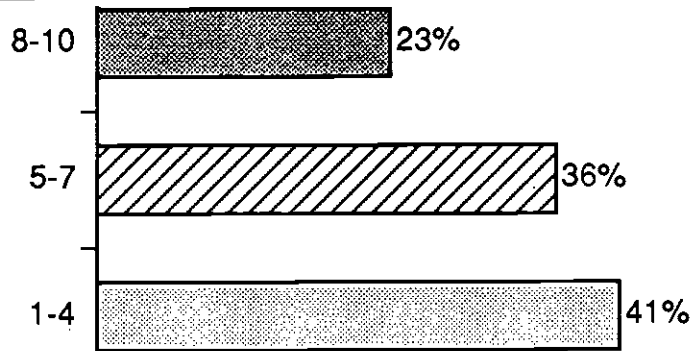


Base: (300)

Percent of Businesses

Viable Alternative Transportation Source For Employees

Rated:

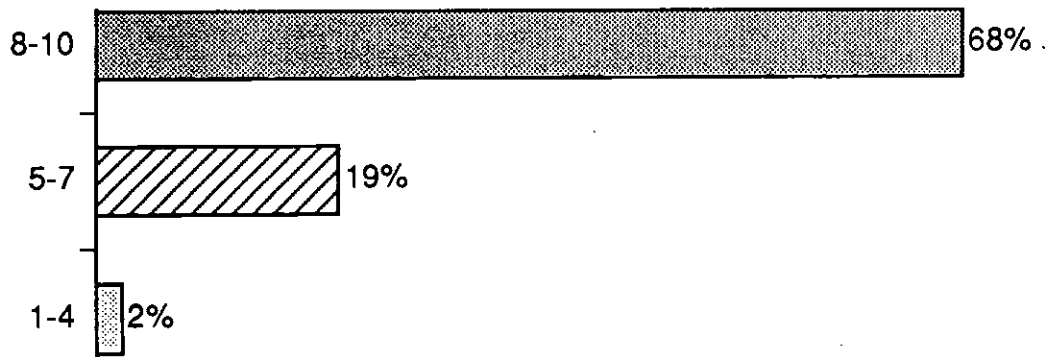


Base: (300)

Percent of Businesses

Overall Satisfaction With Corporate Pass Program

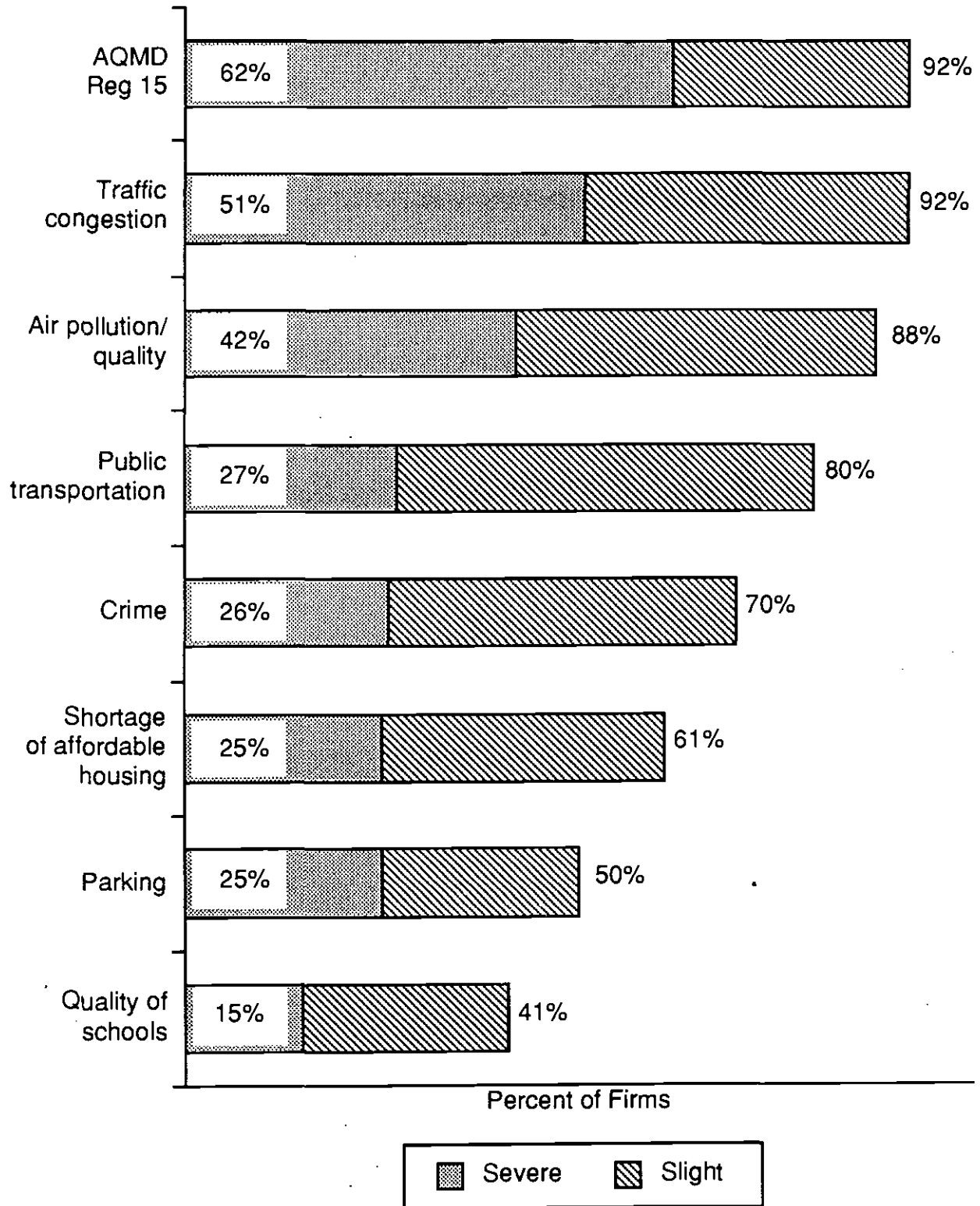
Rated:



Base: (100)

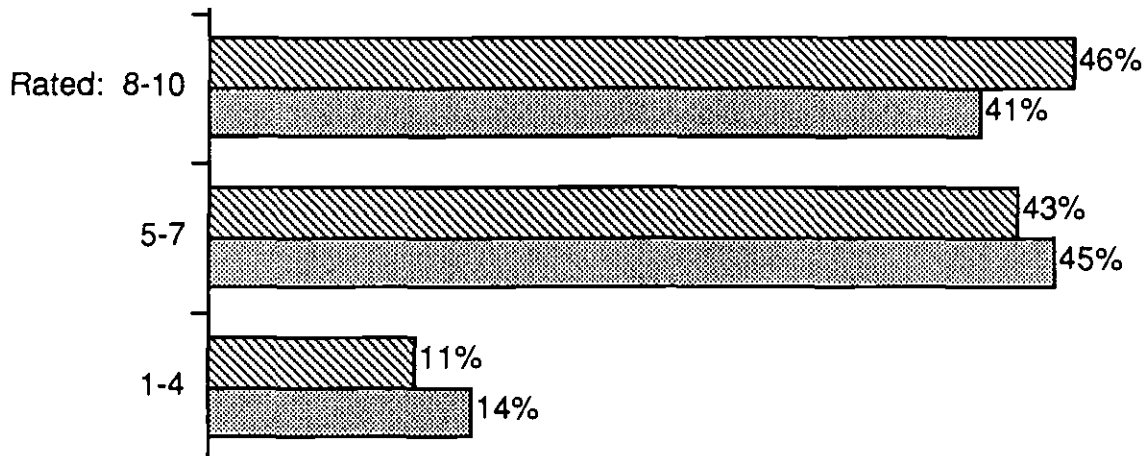
Percent of RTD Corporate Pass Firms

ISSUES EFFECT ON COMPANIES

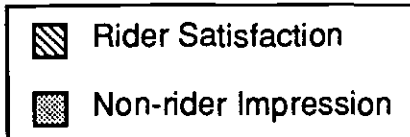
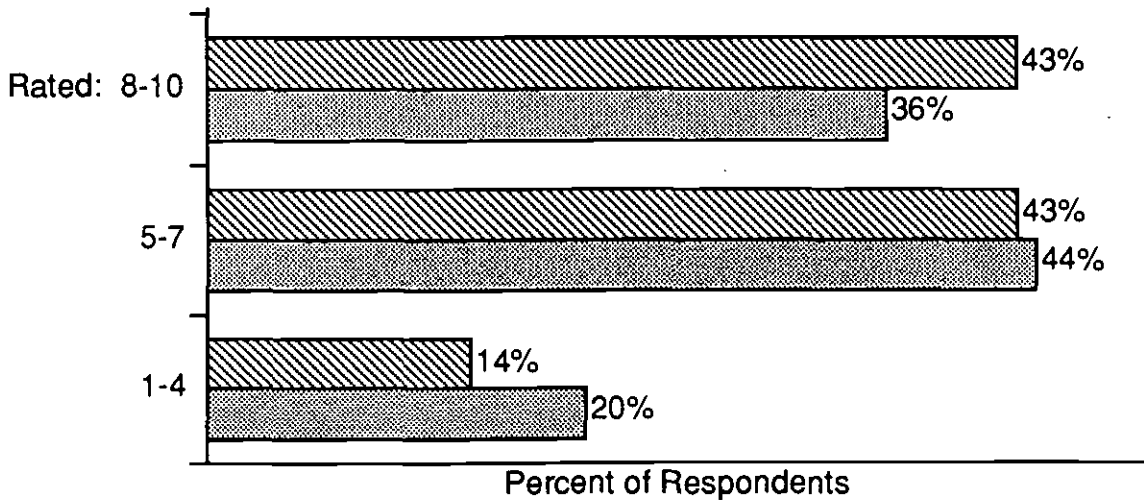


OVERALL PERCEPTION OF RTD BUS SERVICE

Mid-Cities

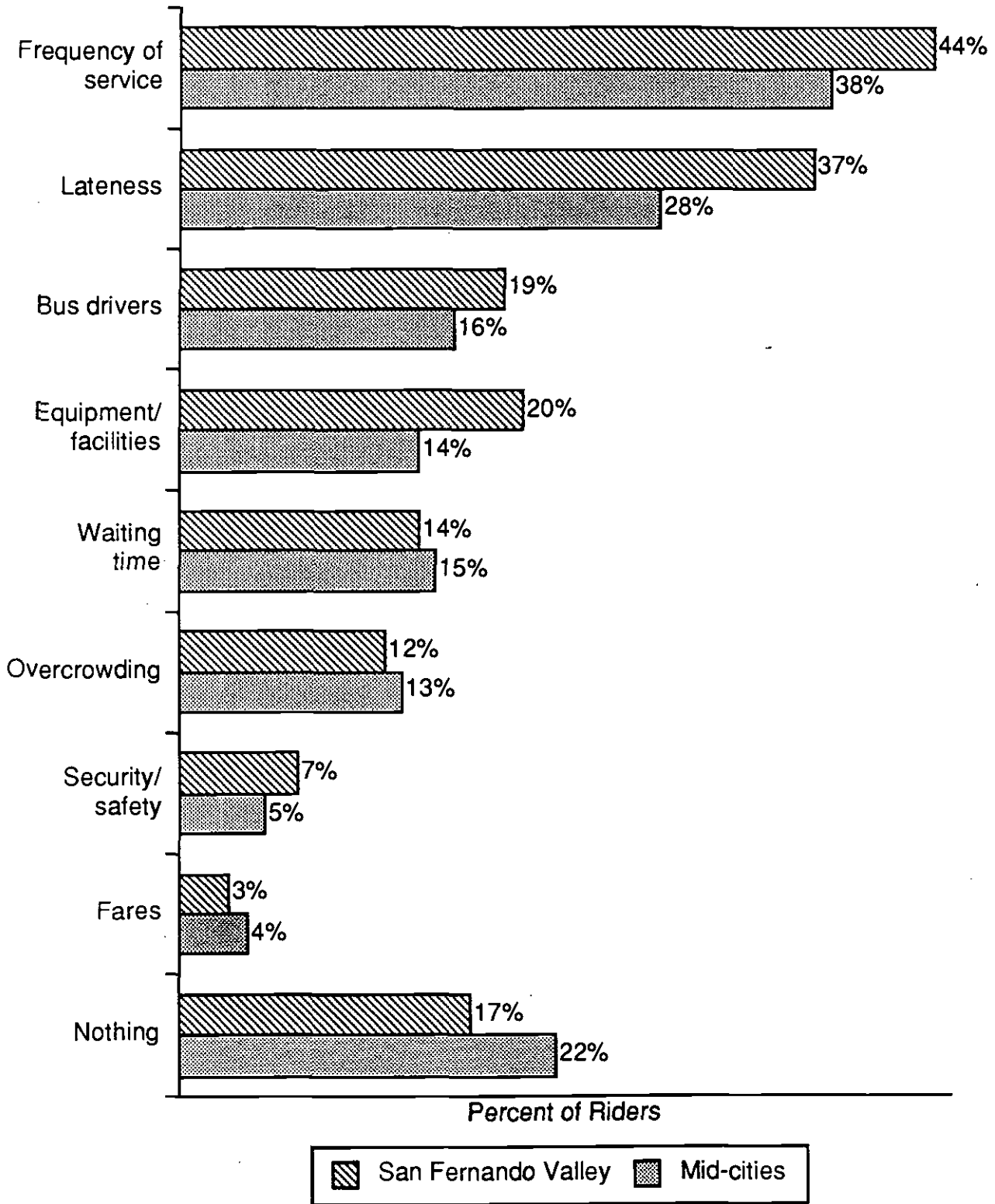


San Fernando Valley

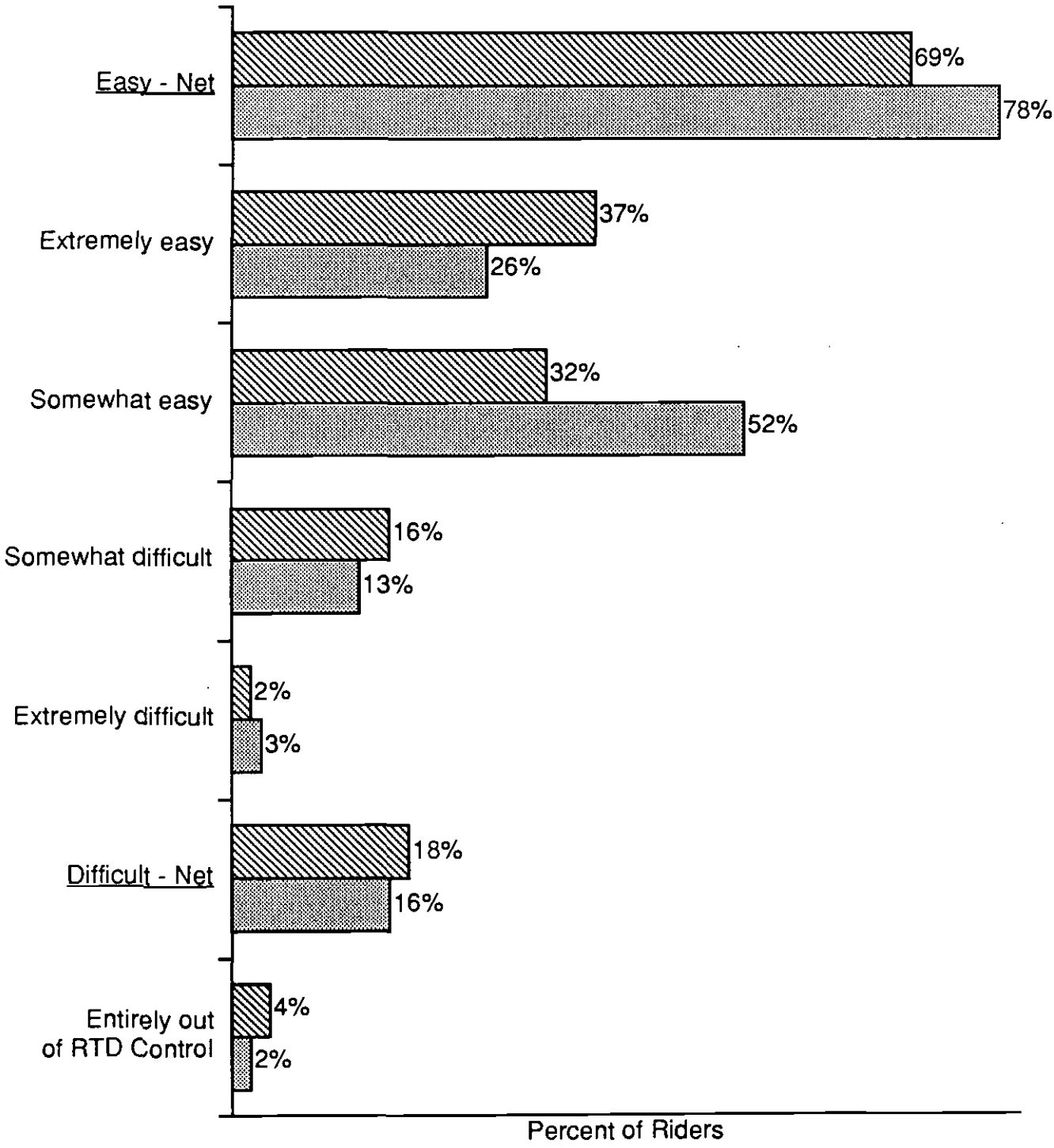


Rider- 10= Completely satisfied 1= Not at all satisfied
 Non-rider- 10= Excellent 1= Extremely poor

RIDERS' MOST FREQUENT AREAS OF COMPLAINTS ABOUT RTD

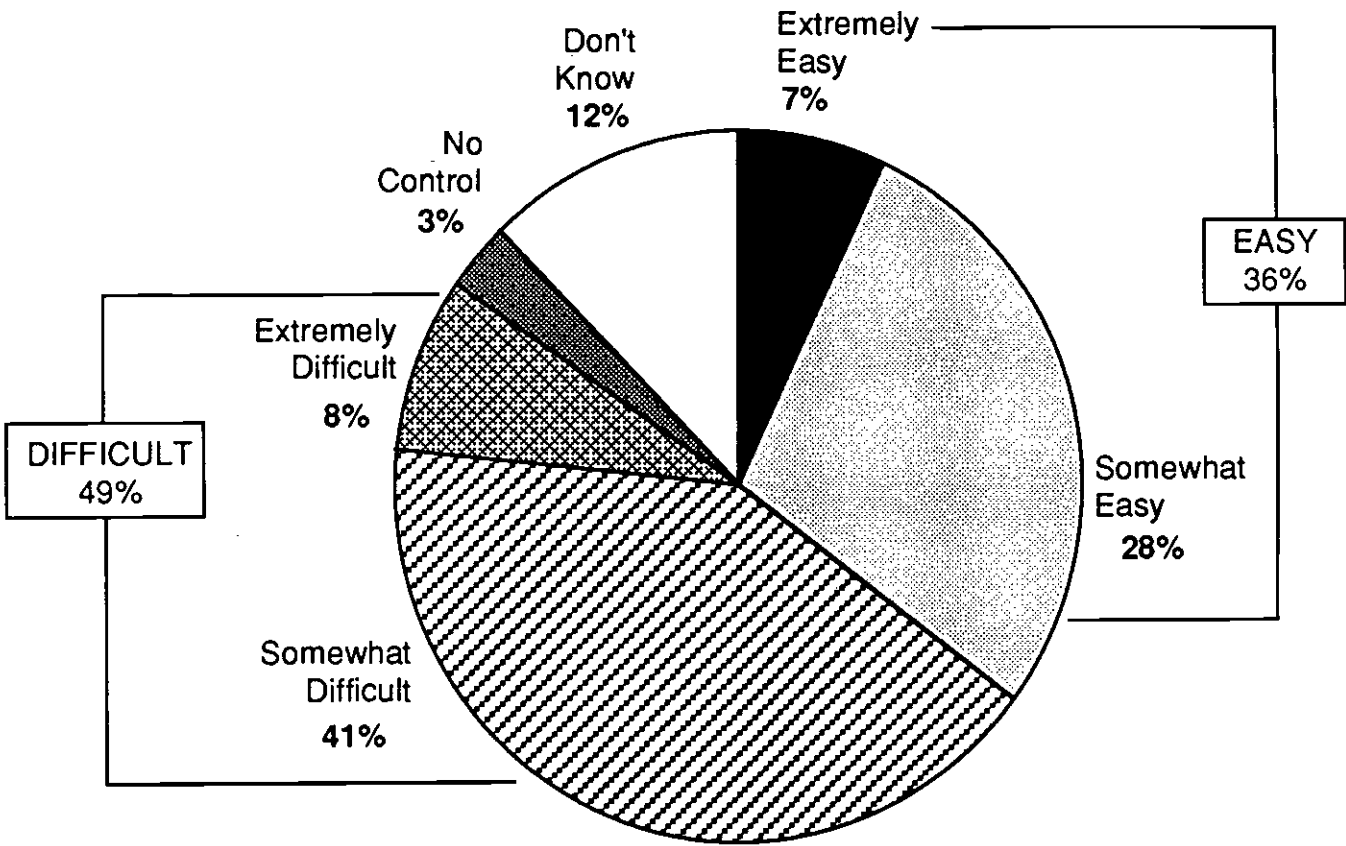


PERCEIVED EXTENT TO WHICH COMPLAINTS ARE WITHIN RTD CONTROL



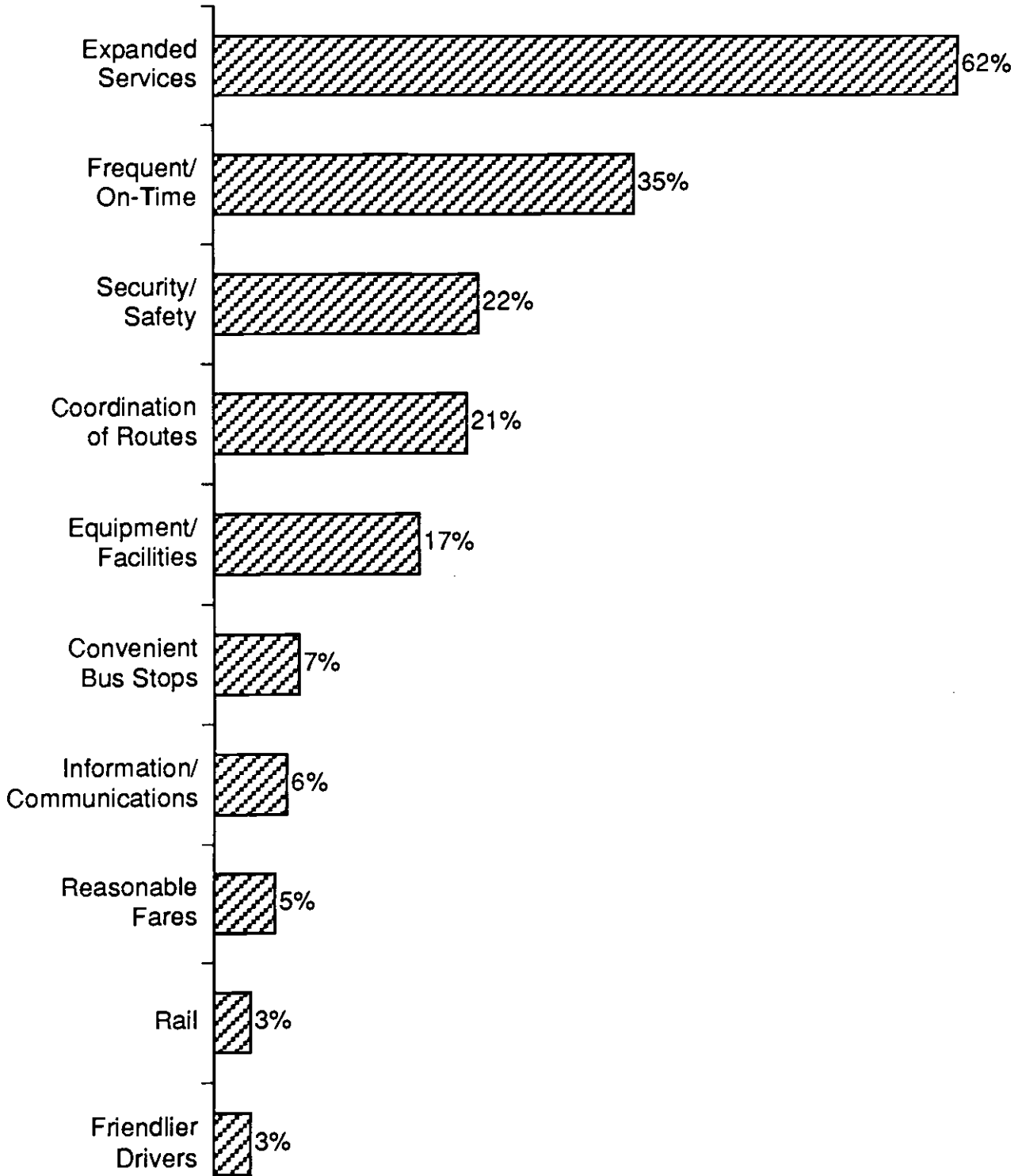
Mid-Cities
 San Fernando Valley

PERCEIVED EXTENT TO WHICH DESIRED IMPROVEMENTS WITHIN RTD'S CONTROL



Base: 300 Businesses

**DESIRED IMPROVEMENTS FOR A MORE
VIABLE ALTERNATIVE TRANSPORTATION
SOURCE
(Key Mentions)**



Percent of Businesses

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Table 1
PERCEPTION OF RTD SERVICE

	<u>Overall Service</u> %	<u>Alternative Viable Transportation Source for Employees</u> %
Rated as:		
10 - Excellent	17	14
9	3 23%	6 23%
8	3	3
7	15	9
6	14	12
5	19	15
4	9	10
3	7 28%	14 41%
2	6	11
1 - Extremely poor	6	6
Mean rating:	5.6	5.2
Base: (302)		

Table 2
OVERALL PERCEPTION OF RTD SERVICE

Rated as:	<u>Total</u> %	<u>Corporate Pass Program</u>	
		<u>Participant</u> %	<u>Non-Participant</u> %
10 - Excellent	17	23	14
9	3 23%	2 28%	3 20%
8	3	3	3
7	15	16	15
6	14	18	12
5	19	13	20
4	9	8	10
3	7 28%	7 25%	7 30%
2	6	8	5
1 - Extremely poor	6	2	9
Mean rating	5.6	5.9	5.4
Base:	(302)	(100)	(196)

Table 3

PERCEPTION OF RTO AS VIABLE ALTERNATIVE TRANSPORTATION
SOURCE FOR EMPLOYEES

Rated as:	<u>Total</u>	<u>Corporate Pass Program</u>	
	<u>%</u>	<u>Participant</u>	<u>Non-Participant</u>
		<u>%</u>	<u>%</u>
10 - Excellent	14	21	10
9	6 23%	8 30%	5 20%
8	3	1	5
7	9	9	9
6	12	13	11
5	15	14	14
4	10	10	10
3	14 41%	11 34%	15 45%
2	11	10	12
1 - Extremely poor	6	3	8
Mean rating	5.2	5.6	5.0
Base:	(302)	(100)	(196)

Table 4

DESIRED SERVICE IMPROVEMENTS FOR A MORE
 VIABLE ALTERNATIVE EMPLOYEE TRANSPORTATION SOURCE
 (Key Mentions)

	Total	Firm Size (Number of Employees)		
		75-199	200-499	500 or more
	%	%	%	%
<u>Expanded Services - Net</u>	<u>62</u>	<u>52</u>	<u>57</u>	<u>75</u>
<u>More express/direct buses or routes - subnet</u>	<u>28</u>	<u>20</u>	<u>20</u>	<u>42</u>
More direct routes	7	6	6	8
More express routes	6	5	4	10
More buses at peak rush hours	5	4	3	9
More express routes/single destination	4	1	4	6
More commuter routes	4	1	3	7
<u>More services/buses to specific areas - subnet</u>	<u>26</u>	<u>27</u>	<u>23</u>	<u>30</u>
More routes closer to our facility	13	17	12	10
More routes to specific areas	4	5	4	4
More service in Valley/Burbank	4	5	4	4
<u>Services to new areas - subnet</u>	<u>11</u>	<u>8</u>	<u>15</u>	<u>8</u>
Routes reach out further/beyond city limits	10	7	14	7
More routes	10	10	12	9
More buses/more buses so less crowded	10	4	12	12
More late night and early morning service	7	8	7	6
<u>Frequent/On-Time Service - Net</u>	<u>35</u>	<u>27</u>	<u>37</u>	<u>40</u>
More frequent service (every 15-20 minutes)	18	12	18	21
More dependable/on time buses	12	11	13	10
Too much time waiting for bus/less stops	8	4	10	10
Better/more convenient time frames	5	1	7	6
Base:	(302)	(83)	(114)	(105)

(CONTINUED)

Table 4

DESIRED SERVICE IMPROVEMENTS FOR A MORE
 VIABLE ALTERNATIVE EMPLOYEE TRANSPORTATION SOURCE - CONTINUED
 (Key Mentions)

	Total	Firm Size (Number of Employees)		
		75-199	200-499	500 or more
	%	%	%	%
<u>Security-related - Net</u>	<u>22</u>	<u>19</u>	<u>24</u>	<u>22</u>
Reduce fear of crime/better security	16	13	16	17
Reduce crime around stops/safety	5	7	4	4
More/better security thru certain areas	4	2	6	4
Don't allow undesirables on bus	4	2	4	5
<u>Combination of Routes - Net</u>	<u>21</u>	<u>24</u>	<u>20</u>	<u>18</u>
<u>More coordination of routes - subnet</u>	<u>15</u>	<u>20</u>	<u>16</u>	<u>10</u>
Improved routes/better access/reroute	8	12	10	4
More connecting routes/coordination of routes	8	11	7	7
Less transfers/too many transfers	6	6	5	7
<u>Equipment/Facilities - Net</u>	<u>17</u>	<u>23</u>	<u>12</u>	<u>17</u>
<u>Cleaner buses - subnet</u>	<u>13</u>	<u>17</u>	<u>11</u>	<u>12</u>
Cleaner buses	11	14	9	10
Better maintained/cleaned/graffiti-free	3	4	4	3
Covered/more shelters	1	2	-	2
Bicycle racks at shelters/on buses	1	1	-	2
More conveniently located bus stops/not too far apart	7	8	4	8
<u>Information/Communications - Net</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>7</u>
Better communication between communities, businesses and riders	3	2	3	4
Improve image/rider acceptance of RTD	2	1	1	4
More information on route structure & fares	2	-	4	1
Color-coded maps as to where to go	2	2	3	-
Base:	(302)	(83)	(114)	(105)

(CONTINUED)

Table 4

DESIRED SERVICE IMPROVEMENTS FOR A MORE
VIABLE ALTERNATIVE EMPLOYEE TRANSPORTATION SOURCE - CONTINUED
 (Key Mentions)

	<u>Total</u>	<u>Firm Size</u> <u>(Number of Employees)</u>	
		<u>75-199</u>	<u>200- 500 or</u> <u>499 more</u>
	<u>%</u>	<u>%</u>	<u>%</u>
More reasonable rates/less cost for pass/ reduce fares	5	7	6
Rail - related mentions	3	1	4
Friendlier drivers	3	4	4
Operating as best as can/as many lines as possible	3	5	4
Base:	(302)	(83)	(114)

Table 5

THE EXTENT WHICH DESIRED IMPROVEMENTS
WOULD BE WITHIN RTD CONTROL

	<u>Total</u>	<u>Firm Size</u> <u>(Number of Employees)</u>		
		<u>75-199</u>	<u>200-499</u>	<u>500 or more</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<u>Extremely/Somewhat Easy - Net</u>	<u>36</u>	<u>30</u>	<u>38</u>	<u>38</u>
Extremely easy	7	6	10	6
Somewhat easy	28	24	28	32
Somewhat difficult	41	46	38	41
Extremely difficult	8	5	8	10
<u>Extremely /Somewhat - Net</u>	<u>49</u>	<u>51</u>	<u>46</u>	<u>51</u>
Entirely out of RTD's control	3	4	4	2
Don't know	12	16	13	19
Base:	(302)	(83)	(114)	(105)

Table 6

AWARENESS OF RTD SERVICE

	<u>Total</u> %	<u>Corporate Pass Program</u>	
		<u>Participant</u> %	<u>Non-Participant</u> %
Purchase of bus passes at work locations	88	98	84
Toll-free telephone information about schedules & routes	87	94	83
Express bus service to L.A. from certain areas	80	88	76
Personal bus itinerary available through employers	77	85	73
Limited service to special events	71	85	64
Free ride if bus picks you up more than 15 minutes late	54	75	43
Free public tour of RTD facilities	30	32	29
None of the above	2	-	3
Base:	(302)	(100)	(196)

Table 7

OVERALL SATISFACTION WITH SERVICE OFFERED
THROUGH CORPORATE PASS PROGRAM

	Firm Size (Number of Employees)			
	Total	75-199	200-499	500 or more
	%	%	%	%
Rated as:				
<u>8, 9, 10 - Net</u>	<u>68</u>	<u>58</u>	<u>54</u>	<u>86</u>
10 - Excellent	33	21	21	50
9	13	5	15	14
8	22	32	18	21
7	8	16	13	-
6	4	5	8	-
5	7	5	10	5
4	-	-	-	-
3	-	-	-	-
2	-	-	-	-
1 - Extremely poor	2	-	5	-
Don't know	11	16	10	10
Mean rating	8.3	8.1	7.6	9.1
Base:	(100)	(19)**	(39)**	(42)**

**Caution Small base

Table 8
ISSUES' EFFECT ON COMPANY

	Extent of Effect		
	<u>Severe</u> %	<u>Slight</u> %	<u>None</u> %
AQMD Regulation 15	62	30	4
Traffic congestion	51	41	6
Air pollution/air quality	42	46	9
Public transportation	27	53	16
Crime	26	44	22
Shortage of affordable housing	25	36	29
Parking	25	25	48
Quality of schools	15	26	42

Base: (302)

Table 9
OPINIONS ABOUT
LOCAL TRANSPORTATION ISSUES

	<u>Agree</u> <u>Strongly</u> <small>%</small>	<u>Agree</u> <small>%</small>	<u>Disagree</u> <small>%</small>	<u>Disagree</u> <u>Strongly</u> <small>%</small>
Reduction in traffic congestion should be the responsibility of everyone, not just employers	95	100	*	*
Decreasing the number of vehicles on the road through use of public transportation directly improves air quality in your area	70	88	10	4
In the long run, it is in the best interest of your business to get directly involved in reducing traffic congestion	63	87	11	4
Employers have a responsibility to help reduce traffic problems in LA County	54	91	7	2
Future limited public funds will require employers to take actions in addition to modified work hours to improve mobility	40	76	16	9
Attempting to solve transportation problems interferes with your company's main purpose of business	13	39	56	28

Base: (302)

* Less than 0.5% mention

Table 10

TRANSPORTATION NEEDS PROFILE

	<u>Total</u> %
<u>Extent of Parking Shortages</u>	
No parking shortages	68
Occasional parking shortages	20
Frequent parking shortages	12
<u>Whether Employee-Paid Parking</u>	
Employees pay	25
Employees do not pay	73
Some do and some don't according to position	2
<u>Level of Peak Hours Traffic Congestion</u>	
No congestion	11
Moderate congestion	60
Severe congestion	28
<u>Participation in RTD Corporate Pass Program</u>	
Participates in RTD Corporate Pass Program	33
Does not participate	65
Don't know	2
Base:	(302)

Table 11

RIDESHARE ACTIVITIES COMPANY ENGAGED

	<u>Current Involvement</u> %	<u>Previous Involvement</u> %	<u>No Involvement</u> %
Designating a responsible person for coordinating employee transportation needs	98	-	2
Displaying bus schedules/maps	79	2	18
Distributing bus information to new employees	78	3	19
Distributing lists of carpool partners	78	4	19
Subsidizing the cost of monthly bus pass	75	1	24
Conduct ridesharing related giveaway/contests	74	3	23
Sponsoring/conducting rideshare information day	72	6	22
Selling monthly passes at work site	43	2	54

Base: (302)

Table 12

WAYS COMPANY COORDINATES ITS RIDE SHARING PROGRAM

	<u>Total</u>	<u>Firm Size</u> <u>(Number of Employees)</u>		
		<u>75-199</u>	<u>200- 500 or</u> <u>499 more</u>	
	<u>%</u>	<u>%</u>	<u>%</u>	
Commuter Transportation Services	70	57	76	74
In-house matching service	61	57	65	59
RTD Corporate Participation Program	20	23	18	20
Zip code	2	2	1	4
IMO's	2	1	2	3
Cash incentives	1	1	1	1
Other	1	1	-	2
Has no formal matching program	3	8	1	1
Base:	(302)	(83)	(114)	(105)

Table 13

OPINION LEADER PROFILE

	<u>Total</u> %
<u>Extent of Responsibility for Employee Transportation Matters</u>	
Establish/make decisions as to company policy in this area	29
Make recommendations, not in a decision-making capacity	46
Solely administer company transportation plan	25
<u>Position/Job Title</u>	
Executive/managerial	43
Professional/technical	23
Administrative support/clerical	31
Service	*
Sales/field staff	1
Production/unskilled labor	1
Other	3
Base:	(302)

*Less than 0.5% mention

(CONTINUED)

Table 13

OPINION LEADER PROFILE - CONTINUED

	<u>Total</u> %
<u>Firm Size</u> <u>(Number of Employees)</u>	
75-199	27
200-499	38
500 or more	35
Median	300
<u>Industry of Company</u>	
Contracting/construction	2
Public transportation/utilities	7
Wholesale/retail trade	15
Finance, insurance, real estate	16
Services/Hotel	7
Professional services (legal, health)	14
Public administration/government	12
Manufacturing	22
TV/Motion pictures/entertainment	4
Other	2
Don't know	*
Base:	(302)
*Less than 0.5% mention	

Rider/ Non-Rider Tables

Table 14
 OVERALL SATISFACTION (IMPRESSION)
 OF RTD BUS SERVICES

	Mid-Cities		San Fernando Valley	
	Rider %	Non-rider %	Rider %	Non-Rider %
<u>8, 9 or 10</u>	46	41	43	36
10	14	12	11	13
9	13	8	13	5
8	18	21	19	18
7	19	17	21	16
6	13	8	12	10
5	12	20	10	18
4	4	4	4	6
3	2	4	3	6
2	1	2	3	3
1	3	4	3	6
<u>1, 2 3 or 4</u>	<u>11</u>	<u>14</u>	<u>14</u>	<u>20</u>
Don't know	*	*	*	*
Mean rating	7.0	6.7	6.9	6.3
Base:	(527)	(503)	(628)	(501)

Rider Scale anchor 10 = Completely satisfied, 1 = Not at all satisfied

Non-rider Scale anchor 10 = Excellent, 1 - Extremely poor

*Fewer than 0.5% mention

Table 15

RIDERS' MOST FREQUENT COMPLAINT
ABOUT RTD BUS SERVICE

	<u>Mid Cities</u> %	<u>San Fernando Valley</u> %
<u>Frequency of Service - Net</u>	<u>38</u>	<u>44</u>
<u>Need more frequent service - subnet</u>	<u>31</u>	<u>37</u>
183 only comes every hour	22	26
Need more frequent service	5	5
Not enough early am or pm service	4	4
More frequent service on weekends	2	4
Need more buses	5	6
Sometimes buses don't stop	4	3
<u>Lateness - Net</u>	<u>28</u>	<u>37</u>
<u>Always late - subnet</u>	<u>21</u>	<u>25</u>
Lateness/always late	13	16
Never on time/not on schedule	9	9
Sometimes late	3	7
Late -- miss connections/appointments/work	2	6
<u>Bus Drivers - Net</u>	<u>16</u>	<u>19</u>
<u>Rudeness/Unfriendly/inconsiderate - subnet</u>	<u>10</u>	<u>13</u>
Bus drivers are rude/unfriendly	9	10
Bus drivers don't respect senior citizens	*	2
Have no consideration, slam door in face	1	1
<u>Bus drivers not helpful - subnet</u>	<u>3</u>	<u>4</u>
Drivers won't answer questions	1	2
Drivers won't wait even though they see you	3	3
Unsafe drivers/go fast/sudden stops	2	2
Base:	(527)	(628)

*Fewer than 0.5% mention

(CONTINUED)

Table 15

RIDERS' MOST FREQUENT COMPLAINT
ABOUT RTD BUS SERVICE - CONTINUED

	<u>Mid Cities</u>	<u>San Fernando Valley</u>
	%	%
<u>Equipment - Net</u>	<u>14</u>	<u>20</u>
<u>Buses are dirty - subnet</u>	<u>9</u>	<u>12</u>
Buses are dirty/filthy/smelly	7	8
Graffiti on walls and seats	3	5
Air conditioning problems	3	5
Should have better maintenance/buses always breaking down	2	2
Not enough covered shelters for weather	*	3
<u>Time-Related Mentions - Net</u>	<u>15</u>	<u>14</u>
Wait too long for buses/then several come	6	9
Buses too slow/takes forever to reach destination	8	3
Bad connections/need better connections in rush	1	2
<u>Overcrowding - Net</u>	<u>13</u>	<u>12</u>
Buses overcrowded/have to stand	13	11
<u>Security/Safety - Net</u>	<u>5</u>	<u>7</u>
<u>Security on bus - subnet</u>	<u>3</u>	<u>6</u>
Undesirable people on bus	2	4
Need security on bus	2	2
Drivers have no control over passengers	1	2
<u>Overall Security - Subnet</u>	<u>2</u>	<u>1</u>
Need security at bus stops	1	1
Fear of being shot/robbed/attached	1	*
Base:	(527)	(628)

*Fewer than 0.5% mention

(CONTINUED)

Table 15

RIDERS' MOST FREQUENT COMPLAINT
ABOUT RTD BUS SERVICE - CONTINUED

	<u>Mid Cities</u>	<u>San Fernando Valley</u>
	%	%
<u>Fares - Net</u>	4	3
Fare too high	3	2
Shouldn't pay for transfers/have time limits/ need more transfers given	*	1
<u>Information - Net</u>	2	1
Not enough route schedules on bus	2	*
Have Spanish speaking drivers/signs	1	*
Change schedule/routes too often	-	1
Nothing/None	22	17
Base:	(527)	(628)

*Fewer than 0.5% mention

Table 16

PERCEIVED EXTENT TO WHICH RIDERS'
COMPLAINTS ARE WITHIN RTD CONTROL

	<u>Mid Cities</u> %	<u>San Fernando Valley</u> %
<u>Extremely/Somewhat Easy - Net</u>	<u>69</u>	<u>78</u>
Extremely easy	37	26
Somewhat easy	32	52
Somewhat difficult	16	13
Extremely difficult	2	3
<u>Somewhat/Extremely Difficult - Net</u>	<u>18</u>	<u>16</u>
Entirely out of RTD control	4	2
Don't know	9	4
Base:	(408)	(522)

Table 17

RIDERS' MOST FREQUENT COMPLAINT ABOUT RTD
BUS SERVICE IN TERMS OF PERCEIVED CONTROL
(Key Mentions)

	<u>Extent Within RTD Control</u>		
	<u>Entirely Out of Control</u> %	<u>Difficult</u> %	<u>Easy</u> %
<u>Frequency of Service - Net</u>	28	42	44
<u>Need more frequent service - subnet</u>	28	34	35
183 only comes every hour	22	20	23
Need more frequent service	-	7	8
Not enough early am or pm service	11	3	5
More frequent service on weekends	-	4	2
Need more buses	-	5	7
Sometimes buses don't stop	-	9	5
<u>Lateness - Net</u>	56	20	39
<u>Always late - subnet</u>	56	15	30
Lateness/always late	39	9	18
Never on time/not on schedule	17	5	14
Sometimes late	-	3	4
Late -- miss connections/appointments/work	-	1	3
Don't honor 15 minutes or free ride	-	1	1
<u>Equipment - Net</u>	11	14	19
<u>Buses are dirty - subnet</u>	6	12	11
Buses are dirty/filthy/smelly	-	11	10
Graffiti on walls and seats	6	5	3
Air conditioning problems	6	-	4
Should have better maintenance/buses always breaking down	-	1	3
Base:	(18)**	(74)	(281)

**Caution: Small base

(CONTINUED)

Table 17

RIDERS' MOST FREQUENT COMPLAINT ABOUT RTD
BUS SERVICE IN TERMS OF PERCEIVED CONTROL - CONTINUED
(Key Mentions)

	<u>Extent Within RTD Control</u>		
	<u>Entirely Out of Control</u> %	<u>Difficult</u> %	<u>Easy</u> %
<u>Bus Drivers - Net</u>	<u>28</u>	<u>12</u>	<u>21</u>
<u>Drivers rude/unfriendly/inconsiderate - subnet</u>	<u>22</u>	<u>8</u>	<u>13</u>
Drivers are rude/unfriendly	22	7	12
Don't respect senior citizens	-	-	1
Have no consideration for people/slam door in face	-	3	1
<u>Drivers not helpful - subnet</u>	-	-	<u>5</u>
Won't answer questions	-	-	1
Don't have necessary information	-	-	1
Aren't helpful	-	-	1
Aren't helpful/courteous to non-English speaking	-	-	1
Drivers won't wait even though they see you	6	3	2
Unsafe drivers/goes fast/sudden stops	-	1	4
<u>Time-Related - Net</u>	<u>6</u>	<u>24</u>	<u>18</u>
Wait too long for buses/then several come at once	6	11	6
Buses too slow/takes forever to reach destination	-	12	10
Bad connections/need better connections during rush hours	-	1	1
<u>Overcrowding - Net</u>	<u>6</u>	<u>32</u>	<u>15</u>
Buses overcrowded/ have to stand	6	31	15
Too many people/can't even get off	-	3	*
<u>Safety/Security - Net</u>	<u>11</u>	<u>5</u>	<u>6</u>
<u>Security on buses - subnet</u>	<u>11</u>	<u>4</u>	<u>4</u>
Undesirable people on bus	6	1	2
Need security on bus	6	3	1
Base:	(18)**	(74)	(281)

*Fewer than 0.5% mention

**Caution: Small base

(CONTINUED)

Table 17

RIDERS' MOST FREQUENT COMPLAINT ABOUT RTD
BUS SERVICE IN TERMS OF PERCEIVED CONTROL - CONTINUED
(Key Mentions)

	<u>Extent Within RTD Control</u>		
	<u>Entirely Out of Control</u>	<u>Difficult</u>	<u>Easy</u>
	%	%	%
<u>Fares - Net</u>	6	3	6
Fare too high	-	-	4
Bus pass mentions	-	-	1
Transfer mentions	-	1	*
Negative fare mentions	6	1	*
<u>Information Related - Net</u>	-	3	3
Not enough route schedules on bus	-	3	2
Base:	(18)**	(74)	(281)

*Fewer than 0.5% mention

**Caution: Small base

Table 18

RIDERS' MOST FREQUENT COMPLAINT ABOUT
RTD BUS SERVICE IN TERMS OF PERCEIVED CONTROL
(Key Mentions)

	<u>Extent Within RTD Control</u>		
	<u>Entirely Out of Control</u> %	<u>Difficult</u> %	<u>Easy</u> %
<u>Frequency of Service - Net</u>	38	43	52
<u>Need more frequent service - subnet</u>	25	35	44
183 comes only every hour	25	19	31
Need more frequent service	13	5	7
More frequent service on weekend	-	5	5
Not enough early am or pm service	-	8	4
More frequent service (every 15 minutes)	-	-	2
Need more buses/not enough to or from Valley	-	4	8
Sometimes buses don't stop	-	5	3
Need more routes	13	-	1
<u>Lateness - Net</u>	25	42	46
<u>Always late - subnet</u>	13	30	30
Lateness/always late	13	20	20
Never on time/not on schedule	-	10	11
Sometimes late	13	10	8
<u>Problems/Consequences of Late Bus - subnet</u>	13	1	9
Late makes me miss connections	-	-	6
Late makes me late for appointments/work	13	1	3
<u>Equipment - Net</u>	25	21	25
<u>Buses are Dirty - subnet</u>	13	12	15
Dirty/filthy/smelly buses	-	4	11
Graffiti on walls and seats	13	8	6
Air conditioning problems	-	6	6
Should have better maintenance/buses always breaking down	-	2	2
Base:	(8)**	(84)	(407)

**Caution: Small base

(CONTINUED)

Table 18

RIDERS' MOST FREQUENT COMPLAINT ABOUT
RTD BUS SERVICE IN TERMS OF PERCEIVED CONTROL - CONTINUED
(Key Mentions)

	<u>Extent Within RTD Control</u>		
	<u>Entirely Out of Control</u>	<u>Difficult</u>	<u>Easy</u>
	<u>%</u>	<u>%</u>	<u>%</u>
Not enough covered shelters for weather	-	1	4
<u>Bus Driver - Net</u>	<u>13</u>	<u>25</u>	<u>23</u>
<u>Drivers rude/unfriendly/inconsiderate - subnet</u>	<u>-</u>	<u>12</u>	<u>17</u>
Drivers are rude/unfriendly	-	10	13
Don't respect senior citizens	-	1	2
Drivers don't wait	13	4	4
Drivers not helpful/won't answer questions	-	7	5
<u>Time Related - Net</u>	<u>-</u>	<u>15</u>	<u>17</u>
Waiting time too long/then several buses come at once	-	8	11
Buses too slow/takes forever to reach destination	-	7	2
Bad connections/need better connections	-	1	3
<u>Overcrowding - Net</u>	<u>38</u>	<u>23</u>	<u>12</u>
Buses overcrowded/have to stand	38	23	12
<u>Security/Safety - Net</u>	<u>13</u>	<u>12</u>	<u>7</u>
<u>Security on buses - Subnet</u>	<u>13</u>	<u>8</u>	<u>6</u>
Undesirables on bus	13	6	4
Need security on bus	-	2	2
Drivers have no control over passengers	13	2	2
Need security at bus stops/fear of being shot, robbed	-	4	1
Unsafe to allow standing on bus	-	2	*
Base:	(8)**	(84)	(407)

*Fewer than 0.5% mention

** Caution: Small base

(CONTINUED)

Table 18

RIDERS' MOST FREQUENT COMPLAINT ABOUT
RTD BUS SERVICE IN TERMS OF PERCEIVED CONTROL - CONTINUED
(Key Mentions)

	<u>Extent Within RTD Control</u>		
	<u>Entirely Out of Control</u> %	<u>Difficult</u> %	<u>Easy</u> %
<u>Fares - Net</u>	13	4	4
Fare too high	13	1	2
Bus pass mentions	-	-	*
Shouldn't have to pay for transfers/need more transfers	-	2	*
Negative fare mentions	-	1	*
Base:	(8)**	(84)	(407)

*Fewer than 0.5% mention

**Caution: Small base

Table 19

REASONS NOT USUALLY RIDE RTD BUSES
FOR MOST FREQUENT TRAVEL
(Key Mentions)

	<u>Means of Transportation</u>			
	<u>Mid-Cities</u> %	<u>Drive Alone</u> %	<u>Car/Vanpool</u> %	<u>Other</u> %
<u>Convenience - Net</u>	<u>41</u>	<u>45</u>	<u>30</u>	<u>26</u>
<u>Bus doesn't go when/where I want - subnet</u>	<u>15</u>	<u>16</u>	<u>11</u>	<u>14</u>
No bus service to fit my work/travel schedule	8	9	7	3
No bus routes close to work/home	4	5	1	6
Bus does not go where I want to go	2	3	3	3
<u>More convenient in my car/bus inconvenient</u>	<u>9</u>	<u>10</u>	<u>9</u>	<u>6</u>
<u>Inconveniently located bus stops - subnet</u>	<u>5</u>	<u>5</u>	<u>7</u>	<u>3</u>
Too far away from work/home	2	2	4	3
Four to five blocks/over mile to get to bus stop	2	2	3	-
Have to change buses too many times/too many transfers	6	6	7	-
Independence of when and where I want to go with car	5	6	3	-
Too crowded/not enough seats	3	3	1	6
Difficulty in making stops	2	2	1	-
Don't have to get up as early	3	2	7	-
<u>Car - Net</u>	<u>30</u>	<u>33</u>	<u>24</u>	<u>11</u>
Own/have car	22	24	18	11
Car necessary for work/outside sales	5	5	1	-
Prefer to/safer to drive/only ride bus in emergency	5	5	8	-
<u>Time-related - Net</u>	<u>23</u>	<u>25</u>	<u>22</u>	<u>3</u>
<u>Waiting time too long - subnet</u>	<u>6</u>	<u>6</u>	<u>9</u>	<u>-</u>
Buses don't run frequent enough/wait too long	4	4	4	-
Don't have time to wait for bus	2	2	4	-
Takes too long to reach destination	8	9	4	3
Faster to drive	6	7	7	-
Base:	(483)	(372)	(76)	(35)**

**Caution: Small base

(CONTINUED)

Table 19

REASONS NOT USUALLY RIDE RTD BUSES
FOR MOST FREQUENT TRAVEL - CONTINUED
(Key Mentions)

	Means of Transportation			
	Mid- Cities %	Drive Alone %	Car/ Vanpool %	Other %
<u>Need better connections - subnet</u>	3	3	3	-
No direct routes/too many stops	2	3	3	-
Takes too long to get to work	3	3	-	-
<u>Security/Safety - Net</u>	11	10	12	14
Not safe riding bus/no security	6	5	9	11
Too many/fear or robberies, stabbings on bus	2	2	3	3
Don't feel safe waiting at bus stops	2	2	4	-
Too many undesirables at bus stops and buses	1	1	1	3
Work close to home/travel/shop close to home	6	6	3	9
Carpool with co-workers/ride with friends	5	2	14	17
<u>Cost Related - Net</u>	4	5	-	-
Cheaper to drive myself	2	2	-	-
Fares too high/expensive	2	2	-	-
Don't know how to get bus/unfamiliar with schedules	4	4	3	-
No need to take bus	5	4	7	11
Buses aren't on-time/reliable/dependable	3	2	7	-
Use/prefer bike/walk/motorcycle	4	1	3	37
Base:	(483)	(372)	(76)	(35)**

**Caution: Small base

Table 20

REASONS NOT USUALLY RIDE RTD
BUSES FOR MOST FREQUENT TRAVEL

	San Fernando Valley %	<u>Means of Transportation</u>		
		Drive Alone %	Car/ Vanpool %	Other %
<u>Convenience - Net</u>	<u>50</u>	<u>53</u>	<u>45</u>	<u>30</u>
<u>Bus don't go when/where I want - subnet</u>	<u>20</u>	<u>20</u>	<u>16</u>	<u>20</u>
No bus service to fit work/travel schedule	8	8	7	10
No bus routes close to work/home	9	10	8	10
Bus doesn't go where I want to go	3	4	3	-
More convenient in car/bus inconvenient	12	13	11	5
<u>Inconveniently located bus stop - subnet</u>	<u>10</u>	<u>10</u>	<u>11</u>	<u>5</u>
Too far away from work/home	3	4	-	-
Four to five blocks/over a mile to get to bus stops	3	3	5	5
Dislike walking to bus stop	3	2	5	-
Have to change buses too many times/too many transfers	8	8	5	-
Independence of when/where to go with car	4	4	5	-
Too crowded/not enough seats	3	3	1	5
Difficulty of making stops (pick/drop off kids)	4	4	4	10
Don't have to get up as early	2	3	-	-
<u>Car Related - Net</u>	<u>33</u>	<u>35</u>	<u>27</u>	<u>10</u>
<u>Own/have car</u>	<u>23</u>	<u>24</u>	<u>20</u>	<u>5</u>
Car necessary for line of work/outside sales	8	9	5	-
Prefer/like to drive	2	2	3	5
<u>Time Related - Net</u>	<u>32</u>	<u>34</u>	<u>26</u>	<u>10</u>
<u>Waiting time too long - subnet</u>	<u>15</u>	<u>16</u>	<u>14</u>	<u>5</u>
Buses don't run frequent enough/wait too long	6	7	3	-
Don't have time to wait for buses	4	4	5	-
Dislike waiting for the bus	4	5	5	5

(CONTINUED)

Table 20

REASONS NOT USUALLY RIDE RTD
BUSES FOR MOST FREQUENT TRAVEL (CONTINUED)

	San Fernando Valley %	<u>Means of Transportation</u>		
		<u>Drive Alone %</u>	<u>Car/ Vanpool %</u>	<u>Other %</u>
Takes too long to reach your destination	9	10	4	5
Faster to drive	6	6	7	5
<u>Need better connections - subnet</u>	<u>4</u>	<u>4</u>	<u>4</u>	-
No direct routes/too many stops	2	3	3	-
Connections not reliable	2	2	1	-
Takes too long to get to work	2	3	1	-
<u>Security/Safety - Net</u>	<u>8</u>	<u>8</u>	<u>4</u>	<u>10</u>
Not safe riding bus/no security	3	3	4	-
Too many undesirables at bus stops and buses	3	4	-	10
Too many/fear of robberies/stabbings	2	3	-	-
Work close to home/travel/shop close to home	5	5	3	30
Carpool with co-workers or ride with friends/family	5	1	24	10
<u>Cost Related - Net</u>	<u>4</u>	<u>3</u>	<u>8</u>	<u>25</u>
Cheaper to drive myself	3	1	4	25
Fares too high/too expensive	2	1	3	-
Base:	(492)	(398)	(74)	(20)**

**Caution: Small base

(CONTINUED)

Table 20

REASONS NOT USUALLY RIDE RTD
BUSES FOR MOST FREQUENT TRAVEL (CONTINUED)

	San Fernando Valley %	<u>Means of Transportation</u>		
		<u>Drive Alone</u> %	<u>Car/ Vanpool</u> %	<u>Other</u> %
<u>Lack of Information - Net</u>	<u>5</u>	<u>6</u>	<u>3</u>	-
Don't know how to get a bus/unfamiliar with schedules	5	6	3	-
No need to take bus	3	3	1	5
Buses aren't reliable/on time/dependable	4	4	4	5
<u>Bus Drivers - Net</u>	<u>3</u>	<u>2</u>	<u>4</u>	<u>15</u>
Bus drivers rude	2	1	1	15
Drive too fast/make sudden stops/change lanes/unsafe	1	1	3	-
Use prefer bike/walk/motorcycle	1	1	1	10
Base:	(492)	(398)	(74)	(20)**

**Caution: Small base

Table 21

PERCEPTIONS OF SPECIFIC ASPECTS
OF RTD BUS SERVICE

	Favorable (Rated 8-10)		Unfavorable (Rated 1-3)	
	Rider %	Non-rider %	Rider %	Non-rider %
Cleanliness of the buses	30	34	19	13
Service to places you want to go	59	NA	6	NA
On-time service	43	46	14	10
Hours of service	46	47	14	9
Reasonable fares	42	44	22	14
Adequate seating	47	47	15	11
Frequency of service	39	44	18	8
Friendly, knowledgeable drivers/employees	50	48	16	10
Personal safety on buses	42	37	22	16
Personal safety at bus stops	34	34	26	21
Amount of time a bus trip takes	45	NA	12	NA
Connections between buses	44	38	14	11
Availability of information about RTD service	54	49	17	10
Base:	(527)	(503)	(527)	(503)
NA-Not asked				

Table 22

PERCEPTIONS OF SPECIFIC ASPECTS
OF RTD BUS SERVICE

	Favorable (Rated 8-10)		Unfavorable (Rated 1-3)	
	<u>Rider</u> %	<u>Non-rider</u> %	<u>Rider</u> %	<u>Non-rider</u> %
Cleanliness of the buses	36	37	11	12
Service to places you want to go	54	NA	10	NA
On-time service	40	39	14	10
Hours of service	43	39	14	12
Reasonable fares	51	35	8	12
Adequate seating	43	44	9	9
Frequency of service	36	38	14	13
Friendly, knowledgeable drivers/employees	52	41	9	10
Personal safety on buses	54	38	7	17
Personal safety at bus stops	49	33	10	18
Amount of time a bus trip takes	51	NA	8	NA
Connections between buses	39	34	10	13
Availability of information about RTD service	56	46	6	14
Base:	(628)	(501)	(628)	(501)

NA-Not asked

Table 23

SERVICE IMPROVEMENTS WOULD LIKE/
MOST LIKE PROVIDED BY RTD

	Total	Mentions	Three Most	
	Rider	Non-rider	Rider	Non-Rider
	%	%	%	%
More frequent service	93	73	41	31
Better connections	86	75	26	17
Extended hours of service	82	62	29	17
Direct service with fewer stops	81	70	24	28
Increased security at bus stops	91	73	39	44
Increased security onbus	91	74	46	51
More courteous, helpful drivers/employees	80	65	22	16
More public information about services	83	71	13	17
More knowledgeable drivers/employees	81	67	12	9
More advertising on benefits of riding bus	79	66	4	6
More express bus routes to downtown LA	79	57	13	18
More limited service buses within area	62	NA	6	NA
More "park'n'ride" lots	72	66	13	16
Base:	(527)	(503)	(527)	(503)

NA-Not asked

Table 24

SERVICE IMPROVEMENTS WOULD LIKE/
MOST LIKE PROVIDED BY RTD

	Total Mentions		Three Most Important	
	Rider %	Non-rider %	Rider %	Non-Rider %
More frequent service	89	77	67	40
Better connections	76	81	31	22
Extended hours of service	76	65	42	17
Direct service with fewer stops	72	73	27	28
Increased security at bus stops	59	71	17	38
Increased security on bus	57	71	20	40
More courteous, helpful drivers/employees	66	63	26	16
More public information about services	63	69	10	16
More knowledgeable drivers/employee	63	62	11	8
More advertising on benefits of riding bus	59	61	4	8
More express bus routes to downtown LA	55	63	15	23
More limited service buses within area	61	NA	17	NA
More "park'n'ride" lots	30	69	5	16
Base:	(628)	(501)	(628)	(501)

NA-Not asked

Table 25

PERCEIVED LEVEL OF EASE FOR RTD TO
 PROVIDE SPECIFIC IMPROVEMENTS
 (Percent Consider Improvement Extremely/Somewhat Easy)

	<u>Mid-Cities</u>		<u>San Fernando Valley</u>	
	<u>Rider</u> %	<u>Non- rider</u> %	<u>Rider</u> %	<u>Non- rider</u> %
More frequent service	81	54	84	55
Better connections	77	54	82	59
Extended hours of service	63	67	90	71
Direct service with fewer stops	68	55	86	60
Increased security at bus stops	74	51	67	37
Increased security on bus	75	56	77	62
More courteous, helpful drivers/employees	78	74	88	79
More public information about services	77	73	97	91
More knowledgeable drivers/employees	81	76	83	69
More express bus routes to downtown LA	71	70	76	59
More "park'n'ride" lots	75	62	77	38
More limited service buses within area	75	NA	88	NA
More advertising on benefits of riding bus	74	58	86	93

Bases vary

Table 26

AWARENESS OF RTD SERVICES

	<u>Mid-Cities</u>		<u>San Fernando Valley</u>	
	<u>Rider</u> %	<u>Non-rider</u> %	<u>Rider</u> %	<u>Non-rider</u> %
Toll-free telephone information about schedules and routes	72	49	75	51
Personal bus itinerary available through employers	46	26	49	28
Purchase of bus passes at work location	59	47	55	52
Free ride if bus picks you up more than 15 minutes late	71	26	71	33
Limited service to special events like Hollywood Bowl	49	32	57	48
Free public tours of RTD facilities	28	17	35	13
Express buses to LA from certain areas	65	49	72	57
Base:	(527)	(503)	(628)	(501)

Table 27

BEST WAY TO OBTAIN INFORMATION
ABOUT RTD BUS SERVICES

	<u>Mid-Cities</u>		<u>San Fernando Valley</u>	
	<u>Rider</u> %	<u>Non- rider</u> %	<u>Rider</u> %	<u>Non- rider</u> %
RTD toll-free information line	65	50	64	61
From people who ride the bus	15	11	13	4
Billboards or signs on buses	8	4	13	5
Schedule from the bus	4	*	8	1
Television	5	8	3	5
Newspaper	3	11	5	7
RTD offices/stations	5	2	2	1
Radio	3	5	2	3
At work/co-workers	3	6	2	4
Bus driver	3	2	1	-
Something sent in the mail	2	6	1	11
Brochure or pamphlets from bus	2	3	1	2
Word-of-mouth/family/friends	2	2	*	-
Magazine	1	2	*	2
Phone book/yellow pages	1	1	*	2
Base:	(527)	(503)	(628)	(501)

*Fewer than 0.5% mention

Table 28

FREQUENCY RIDERS EXPERIENCE PROBLEMS IN GETTING
INFORMATION ABOUT RTD SERVICES

<u>Sector (%)</u>	<u>Have Problems</u>			<u>Never</u>	<u>Base</u>
	<u>Total</u>	<u>Frequent</u>	<u>Rare</u>		
Mid-Cities	20	11	8	80	(527)
San Fernando Valley	20	14	6	80	(628)
<u>Overall Satisfaction with RTD (%)</u>					
Rated 8-10	12	7	5	87	(511)
5-7	23	14	9	77	(497)
1-4	35	25	8	65	(142)
<u>Times Rode Bus (%)</u>					
Moderate (4-19)	16	10	5	84	(313)
Frequent (20 or more)	21	13	8	79	(842)
<u>Ethnic Background (%)</u>					
Hispanic	15	9	6	85	(413)
Black	27	16	11	73	(345)
White	19	13	5	81	(356)
Asian	17	10	7	83	(29)**
Other	18	9	9	82	(11)**

**Caution: Small base

Table 29
TRAVEL PATTERNS

	<u>Mid-Cities</u>		<u>San Fernando Valley</u>	
	<u>Rider</u> %	<u>Non- rider</u> %	<u>Rider</u> %	<u>Non- rider</u> %
<u>Number of Bus Rides In Past Month</u>				
None	-	85	-	90
Light (1-3)	-	15	-	10
Moderate (4-19)	30	-	24	-
Frequent (20 or more)	70	-	76	-
Mean number of rides	32.9	0.3	34.8	0.2
<u>Transit Dependent</u>				
Yes, own/has use of an auto	31	85	18	93
No, does not have use of an auto	67	11	82	7
Base:	(527)	(503)	(628)	(501)

Table 30

TODAY'S TRIP/MOST FREQUENT TRAVEL PURPOSE

	<u>Mid-Cities</u>		<u>San Fernando Valley</u>	
	<u>Rider</u> %	<u>Non-rider</u> %	<u>Rider</u> %	<u>Non-rider</u> %
Work	47	61	50	70
Shopping	11	14	12	11
Visit friends/relatives	13	4	10	2
Social/recreational activity	9	3	10	4
Doctor/medical appointment	5	7	7	4
School	5	9	6	8
Personal business	6	-	2	-
Home	2	*	-	-
Job-hunting	1	*	1	-
Church	*	*	*	-
Don't know/no answer	1	2	2	1
Base:	(527)	(503)	(628)	(501)

*Fewer than 0.5% mention

Table 31

OTHER PUBLIC TRANSIT SERVICES
RIDERS CURRENTLY USED

	<u>Mid-Cities</u> %	<u>San Fernando Valley</u> %
Blue Line or Metro Rail	23	4
Commuter Express	16	7
Foothill Transit	4	1
Long Beach Transit	6	1
Valtrans, Medi-Ride or paratransit	1	*
Transit service elsewhere in LA county	7	1
Transit service outside of LA county	4	1
None (RTD only)	38	85
Don't know	1	*
Base:	(527)	(628)

Table 32

TRANSPORTATION NON-RIDER WOULD USUALLY
USE FOR MOST FREQUENT TRAVEL PURPOSE

	Mid Cities	San Fernando Valley	Employed	
			Full/ Part time	Not Employed
	%	%	%	%
Drive alone	74	79	84	68
Carpool or van pool	15	15	12	16
<u>Use Public Transit -- Net</u>	<u>5</u>	<u>2</u>	<u>1</u>	<u>7</u>
Ride RTD Bus	4	2	1	5
Ride other public transit	*	1	-	1
Ride Metro Rail/Blue Line	1	-	*	*
Walk	2	2	1	3
Driven by family or friend	2	-	-	3
Ride bicycle	1	*	1	1
Taxicab, limo or shuttle	*	*	*	*
Other	*	1	*	1
Base:	(503)	(501)	(699)	(302)

*Fewer than 0.5% mention

Table 33
DEMOGRAPHICS

	<u>Mid-Cities</u>		<u>San Fernando Valley</u>	
	<u>Rider</u> %	<u>Non-rider</u> %	<u>Rider</u> %	<u>Non-rider</u> %
<u>Age</u>				
18-24	22	26	21	17
25-34	27	27	27	32
35-44	24	22	24	23
45-54	11	8	7	12
55-64	8	7	7	8
65-74	5	6	10	6
75 or more	2	3	6	2
Mean age (years)	<u>37.7</u>	<u>37.1</u>	<u>40.4</u>	<u>38.7</u>
<u>Employment status</u>				
<u>Employed - Net</u>	70	67	66	77
Full-time	56	56	52	61
Part-time	13	11	14	15
Retired	8	11	11	8
Not employed	16	19	21	12
Other	6	3	2	3
<u>Ethnic Background</u>				
Hispanic/Latino	37	53	35	35
Black/Afro-American	47	17	16	4
White/Caucasian	14	22	45	53
Asian/Oriental	1	6	4	6
Native American	*	1	*	1
Other	1	1	1	2
Average household income (000)	\$15.2	\$25.9	\$15.7	\$30.9
Median household income (000)	\$12.0	\$19.5	\$12.0	\$29.5
Base:	(527)	(503)	(628)	(501)

*Fewer than 0.5% mention

Table 34

MEDIA HABITS
(Key Mentions)

	<u>Mid-Cities</u>		<u>San Fernando Valley</u>	
	<u>Rider</u> %	<u>Non-rider</u> %	<u>Rider</u> %	<u>Non-rider</u> %
<u>Most Frequent Radio Station (Formats)</u>				
Urban/adult contemporary/Top 40	19	24	14	13
Black/rock/pop/oldies	23	17	10	10
News/talk/commentary	5	8	7	8
Spanish	6	6	4	13
Religion/gospel	2	3	2	1
Country/western	*	3	3	3
Classical/jazz	2	1	1	3
Standard/easy listening/oldies	*	1	1	1
Other	15	24	21	33
None	22	7	28	9
Don't know	6	7	8	4
<u>Newspapers Read On Regular Basis</u>				
Los Angeles Times	56	54	35	42
Daily News	2	2	39	36
LA Opinion	15	12	11	10
Long Beach Press Telegram	5	18	*	-
The Sentinel	3	1	1	3
Daily Breeze	2	1	1	*
The Wave	3	1	-	-
Downtown News	1	*	1	*
None	10	9	11	4
Base:	(527)	(503)	(628)	(501)

*Fewer than 0.5% mention

(CONTINUED)

Table 34

MEDIA HABITS (CONTINUED)
(Key Mentions)

	<u>Mid-Cities</u>		<u>San Fernando Valley</u>	
	<u>Rider</u> %	<u>Non- rider</u> %	<u>Rider</u> %	<u>Non- rider</u> %
<u>Most Frequent News Channel</u>				
Channel 7	29	32	18	22
Channel 4	11	13	21	20
Channel 10	13	9	9	4
Channel 2	8	6	12	11
Channel 36	12	2	6	7
Channel 5	7	10	8	5
Channel 70	7	2	7	10
Channel 13	6	6	5	4
Channel 22	4	2	5	*
Channel 28	6	-	2	-
Channel 32	3	1	2	3
CNN/Cable News Network	-	4	-	6
Don't know	4	9	2	4
Base:	(527)	(503)	(628)	(501)

Table 35

MOST LISTENED RADIO STATION
(Key Mentions)

	<u>Mid-Cities</u>		<u>San Fernando Valley</u>	
	<u>Rider</u> %	<u>Non- rider</u> %	<u>Rider</u> %	<u>Non- rider</u> %
<u>Urban/Adult Contemporary/Top 40 - Net</u>	<u>19</u>	<u>24</u>	<u>14</u>	<u>13</u>
KPWR 105.9 FM	6	10	5	7
KIIS 102.7 FM	4	8	5	3
KJLH 102.3 FM	8	2	1	-
<u>Black/Rock/Pop/Oldies - Net</u>	<u>23</u>	<u>17</u>	<u>10</u>	<u>10</u>
KKBT 92.3 FM	12	7	4	3
KGFJ 1230 AM	6	2	*	-
KRTH 101.1 FM	1	2	2	3
<u>News/Talk/Commentary - Net</u>	<u>5</u>	<u>8</u>	<u>7</u>	<u>8</u>
KNX 1070 AM	2	2	4	3
KFWB 980 AM	3	6	1	4
<u>Spanish - Net</u>	<u>6</u>	<u>6</u>	<u>4</u>	<u>13</u>
KLVE 107.4	2	1	3	3
KWKW 1330 AM	2	3	*	3
Religious/gospel format	2	3	2	1
Country/western format	*	3	3	3
Classical/jazz format	2	1	1	3
Standard/easy listening/oldies format	*	1	1	1
Other	15	24	21	33
None	22	7	28	9
Don't know	6	7	8	4
Base:	(527)	(503)	(628)	(501)

*Fewer than 0.5% mention

**Caution: Small base

Sample
Mid-Cities 1
SFV 2

INTERVIEWER NAME _____

DATE _____

INTERVIEWER # _____

TIME BEGAN _____ AM/PM

FIELD SERVICE _____

NON-RIDER SCREENER QUESTIONNAIRE

Hello, I'm _____ from Maritz Marketing Research. Today we are conducting a study on public transportation and would like to include your opinions.

A. IF NEEDED, ASK:

9-12--

Would you prefer that I speak with you in English or Spanish?

English 13- 1
Spanish 2 - ARRANGE FOR SPANISH CALLBACK

1. Do you or does anyone in your household work for RTD?

Yes - TERMINATE & TALLY
No 2

1a. May I speak with the person age 18 or older, who had the last birthday in your household?

IF RESPONDENT, GO TO Q.2.

IF NOT, ASK TO SPEAK TO THAT PERSON, REPEAT INTRODUCTION AND CONTINUE WITH HIM/HER AT Q.2. INTERVIEW MUST BE CONDUCTED WITH "LAST BIRTHDAY" PERSON.

IF NOT AVAILABLE, ARRANGE FOR CALLBACK WITH Q.B BELOW.

IF CALLBACK NEEDED, ASK:

B. May I have (your/that person's) name and the best time to reach (you/him/her)?

NAME _____ DAY _____ TIME _____ AM/PM

FIRST CALLBACK _____

SECOND CALLBACK _____

2. What is your age? READ LIST, IF NECESSARY: Are you.....

Under 18 ASK TO SPEAK WITH SOMEONE OVER 18
18 to 24 14- 2
25 to 34 3
35 to 44 4
45 to 54 5
55 to 64 6
65 to 74 7
75 or older 8

DON'T
READ:

REFUSED TERMINATE & TALLY _____

15--

3. About, how many times during the past month did you ride the bus? DO NOT ACCEPT RANGE. RECORD BELOW.

NUMBER OF TIMES RODE _____ 16-18

IF LESS THAN FOUR (4) TIMES IN THE PAST MONTH IN Q.3, CONTINUE WITH NON-RIDER SURVEY. OTHERWISE, THANK RESPONDENT, TERMINATE & TALLY _____.

19-32--

4. Based on what you may have seen or heard, what is your overall impression of RTD service in your area? On a scale of 1 to 10, with 10 being excellent service and 1 being extremely poor service, how would you rate RTD?

	<u>EXCELLENT</u>										<u>EXTREMELY POOR</u>	
	10	9	8	7	6	5	4	3	2	1		
Overall impression of RTD service												33--

5. Using the same scale of 1 to 10, how would you rate RTD on (STATEMENT).

34--

READ CHECKED STATEMENT FIRST. WRITE IN NUMBER BELOW.

	<u>WRITE IN NUMBER</u>	
_____ Cleanliness of the buses	_____	35-
_____ On-time service	_____	36--
_____ Hours of service	_____	37-
_____ Reasonable fares	_____	38-
_____ Adequate seating	_____	39-
_____ Frequency of service	_____	40-
_____ Friendly, knowledgeable drivers and employees	_____	41-
_____ Personal safety on buses	_____	42--
_____ Personal safety at bus stops	_____	43--
_____ Connections between buses	_____	44-
_____ Availability of information about RTD service	_____	45-
_____	_____	46--
_____	_____	47-
_____	_____	48-

6. On an average weekday, what would you consider to be your most frequent travel purpose. Would it be... READ LIST.

49--

Work	50- 1
School	2
Shopping	3
A doctor or medical appointment	4
Visit friends/relatives	5
A social/recreational activity	6
For some other reason (PLEASE SPECIFY) _____	51-

7. What means of transportation would you usually take for this (READ RESPONSE IN Q.6)? DO NOT READ LIST

Drive alone	52- 1
Carpool or vanpool	2
Ride a RTD bus	3
Ride the Metro Rail or Blue Line	4
Ride some other public transit	5
Take a taxicab, limo or shuttle	6
Ride a bicycle	7
Walk	8
Use some other means (SPECIFY) _____	53-

54-

55-

IF RTD BUS NOT MENTIONED IN Q.7, ASK:

7a. Why do you not usually ride RTD buses for your most frequent travel purpose? PROBE AND CLARIFY.

56-
57-
58-
59-
60-
61-
62-
63-

6-②

8-15--

8. Which of the following improvements might make you more willing to use RTD buses? Starting with (READ CHECKED ITEM), RECORD UNDER Q.8 BELOW.

9. Which of these are the three most important improvements which would make you more willing to use RTD buses? DO NOT READ LIST. CIRCLE UNDER Q.9 BELOW.

FOR EACH MENTIONED IN Q.9, ASK:

9a. Would you say that providing (READ IMPROVEMENT) is an improvement that is... READ SCALE. RECORD UNDER Q.9a BELOW.

Extremely easy for RTD to make = 5
 Somewhat easy = 4
 Somewhat difficult = 3
 Extremely difficult = 2
 Entirely out of RTD's control = 1

REPEAT FOR NEXT IMPROVEMENT CHECKED IN Q.9.

	Q.8		Q.9 3 Most Important Improvements	Q.9a
	Yes	No		
_____ More express bus routes to downtown Los Angeles	16--		29- 2	_____ 31--
_____ More "Park and Ride" lots	17- 1	2	3	_____ 32-
_____ More frequent service	18- 1	2	4	_____ 33-
_____ Increased security at bus stops	19- 1	2	5	_____ 34-
_____ Increased security on buses	20- 1	2	6	_____ 35-
_____ Extended hours of service	21- 1	2	7	_____ 36-
_____ Direct service with fewer stops	22- 1	2	8	_____ 37-
_____ More public information about services	23- 1	2	9	_____ 38-
_____ More advertising about benefits of riding the bus	24- 1	2	0	_____ 39-
_____ More courteous, helpful drivers and employees	25- 1	2	30- 1	_____ 40-
_____ More knowledgeable drivers and employees	26- 1	2	2	_____ 41-
_____ Better connections	27- 1	2	3	_____ 42-
	28- 1	2		_____ 43-

10. Do you own or have use of an automobile that you can drive whenever you need it?

Yes 44- 1
 No 2

11. SKIP

45--

12. Are you aware that RTD provides: START WITH CHECKED ITEM. READ LIST.
RECORD ALL MENTIONS.

	<u>Yes</u>	<u>No</u>	<u>DK</u>
_____ Toll-free telephone information about schedules and routes	46- 1	2	8
_____ Personal bus itinerary available through employers	47- 1	2	8
_____ Purchase of bus passes at work locations	48- 1	2	8
_____ Free ride if bus picks you up more than 15 minutes late	49- 1	2	8
_____ Limited service to special events like Hollywood Bowl	50- 1	2	8
_____ Free public tours of RTD facilities	51- 1	2	8
_____ Express buses to LA from certain areas	52- 1	2	8

13. What would be the best ways for you to get information about RTD bus services?
DO NOT READ LIST. RECDRD ALL MENTIONS.

From people who ride the bus	53- 1
Newspapers	2
Magazines	3
Radio	4
Television	5
RTD toll-free information line	6
At work/co-workers	7
Billboards or signs on buses	8
Something sent to you in mail	9
Other (PLEASE SPECIFY) _____	

54-

14. SKIP

55-56--

15. What radio station do you listen to most often? _____ CIRCLE ONE
None 60- 9 AM/FM

57-

58-

59-

16. What local newspaper do you read on a regular basis? DO NOT READ LIST.

Daily Breeze	61- 1	The Wave	9
Daily News	2	USA Today	0
Downtown News	3	Wall Street Journal	62- 1
LA Opinion	4	None	2
Long Beach Press Telegram	5	Other (SPECIFY)	
Los Angeles Times	6		
Orange County Register	7	Other Spanish Language	4
The Sentinel	8	DON'T KNOW	Y

63-

64-

65-

17. What T.V. channel do you watch most often for NEWS? DO NOT READ LIST.

Channel 2	66- 1	Channel 28	67- 2
Channel 3	2	Channel 32	3
Channel 4	3	Channel 34	4
Channel 5	4	Channel 36	5
Channel 7	5	Channel 40	6
Channel 8	6	Channel 45	7
Channel 9	7	Channel 52	8
Channel 10	8	Channel 70	9
Channel 11	9	None	0
Channel 13	0	Other (SPECIFY)	
Channel 22	Y	DON'T KNOW	Y

68-

69-

70-71--

Sample
Mid-Cities 1 8-
SFV 2

INTERVIEWER NAME _____ DATE _____

INTERVIEWER # _____ FIELD SERVICE _____

TIME BEGAN _____ AM/PM RTD BUS # _____

RECORD INTERSECTION _____ AND _____

CIRCLE NEXT HOUR:

5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8								
AM							NOON								PM								
								9-10								11-12							

BUS RIDER SCREENER QUESTIONNAIRE

APPROACH PASSENGERS 18 YEARS OF AGE OR OVER.

Hello, I'm _____. Today we are doing a study on public transportation and would like to include your opinions.

A. IF NEEDED, ASK:

Would you prefer that I speak with you in English or Spanish?

English 13- 1
Spanish 2 - CONTINUE WITH SPANISH INTERVIEW

1. Do you or does anyone in your household work for RTD?

Yes - TERMINATE & TALLY _____
No 2

2. What is your age? READ LIST, IF NECESSARY: Are you.....

Under 18 TERMINATE & TALLY
18 to 24 14- 2
25 to 34 3
35 to 44 4
45 to 54 5
55 to 64 6
65 to 74 7
75 or older 8

DON'T READ: REFUSED TERMINATE & TALLY _____ 15--

3. About, how many times during the past month did you ride the bus? DO NOT ACCEPT RANGE. RECORD BELOW.

NUMBER OF TIMES RODE - _____ IF LESS THAN 4 TIMES
16-18 TERMINATE AND TALLY _____

3a. IF NECESSARY, ASK Q.3a. OTHERWISE RECORD RTD BUS # RESPONDENT IS ON/BOARDING/ LEAVING.

Which RTD bus are/were you riding today?

RECORD BUS ROUTE # _____
IF # NOT KNOWN, WRITE ROUTE NAME _____

DON'T KNOW 9

19-22

TALLY QUALIFIED REFUSALS _____

RIDER QUESTIONNAIRE

4. Overall how satisfied are you with RTD in your area? Using this scale (SHOW HAND CARD A) please give the number which best describes your satisfaction with RTD.

Overall Satisfaction with RTD Service	Completely Satisfied	10	9	8	7	6	5	4	3	2	Not at all Satisfied	1	23-
--	-------------------------	----	---	---	---	---	---	---	---	---	-------------------------	---	-----

4a. What, if anything, do you find yourself complaining most often about RTD bus service? PROBE: What else? CLARIFY.

_____ 24-
 _____ 25-
 _____ 26-
 _____ 27-
 _____ 28-
 _____ 29-
 _____ 30-
 _____ 31-

4b. To what extent do you feel these things are within RTD's control? Would you say that making improvements in this area is... (READ SCALE)?

Extremely easy for RTD	32- 5
Somewhat easy	4
Somewhat difficult	3
Extremely difficult	2
Entirely out of RTD's control	1

5. Using this scale, (SHOW HAND CARD B) please give me the number that best describes your impression of RTD on the following aspects of service.

ALWAYS START WITH CHECKED STATEMENT AND READ OVERALL SERVICE LAST. 33--
 REPEAT SCALE AS NECESSARY.

How would you rate RTD on (STATEMENT)?

	Excellent	9	8	7	6	5	4	3	2	Extremely Poor	1	34--
	10											
_____ Cleanliness of the buses												35-
_____ Service to places you want to go												36-
_____ On-time service												37-
_____ Hours of service												38-
_____ Reasonable fares												39-
_____ Adequate seating												40-
_____ Frequency of service												41-
_____ Friendly, knowledgeable drivers and employees												42-
												43--
_____ Personal safety on buses												44-
_____ Personal safety at bus stops												45-
_____ Amount of time a bus trip takes												46-
_____ Connections between buses												47-
_____ Availability of information about RTD service												48-

6. Thinking about the trip you are making or just made on the bus today, what is the purpose of your trip? RECORD ONLY ONE BELOW.

IF MORE THAN ONE PURPOSE, PROBE: Which one is the major reason for this bus trip today? IF UNABLE TO DECIDE, RECORD ONLY FIRST MENTION.

IF ANSWER IS HOME, PROBE: Did you come from... READ LIST. RECORD ONLY ONE.

- Work 50- 1
- School 2
- Shopping 3
- Doctor or medical appointment 4
- Visit friends/relatives 5
- Social/recreational activity 6
- For some other reason
- (PLEASE SPECIFY) _____

51-

7. SKIP

52-71--

6-(2)

8. Would you like to see RTD provide (READ LIST, STARTING WITH CHECKED ITEM). CIRCLE UNDER Q.8 BELOW.

8-15--

9. Which of these are the three most important improvements you would like to see RTD make? DO NOT READ LIST. CIRCLE UNDER Q.9 BELOW.

FOR EACH MENTIONED IN Q.9, ASK:

9a. Would you say that providing (READ IMPROVEMENT) is an improvement that is... READ SCALE AND RECORD NUMBER IN COLUMN Q.9a BELOW.

- Extremely easy for RTD to make = 5
- Somewhat easy for RTD = 4
- Somewhat difficult for RTD = 3
- Extremely difficult for RTD = 2
- Entirely out of RTD's control = 1

REPEAT FOR NEXT IMPROVEMENT CIRCLED IN Q.12a.

	Q.8		Q.9	Q.9a
	Yes	No	3 Most Important Changes	
____ More limited service buses within (San Fernando Valley/Mid-Cities)	16- 1	2	29-1	____ 31-
____ More express bus routes to downtown Los Angeles	17- 1	2	2	____ 32-
____ More "Park and Ride" lots	18- 1	2	3	____ 33-
____ More frequent service	19- 1	2	4	____ 34-
____ Increased security at bus stops	20- 1	2	5	____ 35-
____ Increased security on buses	21- 1	2	6	____ 36-
____ Extended hours of service	22- 1	2	7	____ 37-
____ Direct service with fewer stops	23- 1	2	8	____ 38-
____ More public information about services	24- 1	2	9	____ 39-
____ More advertising on benefits of riding the bus	25- 1	2	0	____ 40-
____ More courteous, helpful drivers and employees	26- 1	2	30- 1	____ 41-
____ More knowledgeable drivers and employees	27- 1	2	2	____ 42-
____ Better connections	28- 1	2	3	____ 43-

10. Do you own or have use of an automobile that you can drive whenever you need it?

- Yes 44- 1
- No 2

11. What other public transit services do you currently use? RECORD ALL MENTIONS.

SCRTD or RTD	45- 1
Blue Line or Metro Rail	2
Commuter Express	3
Foothill Transit	4
Long Beach Transit	5
Valtrans, Medi-Ride or paratransit	6
Transit service elsewhere in LA County	7
Transit services outside of LA County	8
None	9

12. Are you aware that RTD provides: START WITH CHECKED ITEM. READ LIST. RECORD ALL MENTIONS.

	<u>Yes</u>	<u>No</u>	<u>DK</u>
_____ Toll-free telephone information about schedules and routes	46- 1	2	8
_____ Personal bus itinerary available through employers	47- 1	2	8
_____ Purchase of bus passes at work locations	48- 1	2	8
_____ Free ride if bus picks you up more than 15 minutes late	49- 1	2	8
_____ Limited service to special events like Hollywood Bowl	50- 1	2	8
_____ Free public tours of RTD facilities	51- 1	2	8
_____ Express buses to LA from certain areas	52- 1	2	8

13. What are the best ways for you to get information about RTD bus services? DO NOT READ LIST. RECORD ALL MENTIONS. PROBE.

From people who ride the bus	53- 1
Newspapers	2
Magazines	3
Radio	4
Television	5
RTD toll-free information line	6
At work/co-workers	7
Billboards or signs on buses	8
Something sent to you in mail	9
Other (PLEASE SPECIFY)	

54-

14a. Have you ever had problems getting the information you need?

Yes	55- 1
No	2 - GO TO Q.15

14b. Have you had these problems frequently or rarely?

Frequently	56- 1
Rarely	2

15. What radio station do you listen to most often? _____ AM/FM

None 60- 9

57-
58-
59-
60-

16. What local newspaper do you read on a regular basis? DO NOT READ LIST.

Daily Breeze	61- 1	The Wave	9	
Daily News	2	USA Today	0	
Downtown News	3	Wall Street Journal	62- 1	
LA Opinion	4	None	2	
Long Beach Press Telegram	5	Other (SPECIFY)		
Los Angeles Times	6			63-
Orange County Register	7	Other Spanish Language	4	64-
The Sentinel	8	DON'T KNOW	Y	65-

17. Which channel do you watch most often for NEWS? DO NOT READ LIST.

Channel 2	66- 1	Channel 28	67- 2	
Channel 3	2	Channel 32	3	
Channel 4	3	Channel 34	4	
Channel 5	4	Channel 36	5	
Channel 7	5	Channel 40	6	
Channel 8	6	Channel 45	7	
Channel 9	7	Channel 52	8	
Channel 10	8	Channel 70	9	
Channel 11	9	None	0	68-
Channel 13	0	Other (SPECIFY)		69-
Channel 22	Y	DON'T KNOW	Y	

18. Are you... READ LIST.

70-71--

Employed full-time	72- 1	
Employed part-time	2	
Retired	3] GO TO Q.20
Not employed	4	
Or other	5	

19. And what is the ZIP code of your work address? (RECORD BELOW. ASK FOR CITY, IF RESPONDENT DOES NOT KNOW ZIP CODE.)

ZIP CODE: 73- 74- 75- 76- 77-

CITY: _____

78-

79-

INTERVIEWER NAME _____ DATE _____
 INTERVIEWER # _____ SERVICE _____
 TIME BEGAN _____ AM/PM

OPINION LEADER QUESTIONNAIRE

1. May I speak to the person most responsible for your company's policy on employee transportation matters?

Yes 1
 No 2 - ASK TO SPEAK TO THAT PERSON REINTRODUCE YOURSELF OR ARRANGE FOR CALLBACK

1a. To what extent are you responsible for employee transportation matters? Do you... READ LIST.

Establish or make decisions as to company policy in this area 11- 3
 Make recommendations, but not in a decision-making capacity 2
 Solely administer company transportation plan 1 - NO MORE THAN 1/3 OF QUOTA

2. About how many employees work at this site? DO NOT ACCEPT A RANGE.

NUMBER OF EMPLOYEES # _____ IF LESS THAN 75 EMPLOYEES AT SITE, TERMINATE & TALLY.
 12-15

3. To what degree does each of the following issues affect your company and employees. START WITH CHECKED STATEMENT. RECORD FOR EACH.

Would you say (READ STATEMENT), affects your company severely, slightly or not at all? REPEAT FOR EACH STATEMENT. REPEAT SCALE, AS NECESSARY.

	<u>Severely</u>	<u>Slightly</u>	<u>Not at all</u>	<u>DON'T KNOW</u>	
_____ Public transportation	3	2	1	0	16-
_____ Shortage of affordable housing	3	2	1	0	17-
_____ Parking	3	2	1	0	18-
_____ Quality of schools	3	2	1	0	19-
_____ Crime	3	2	1	0	20-
_____ Air pollution/quality	3	2	1	0	21-
_____ Traffic congestion	3	2	1	0	22-
_____ AQMD Regulation 15 (Air Quality Management District)	3	2	1	0	23-

4. Please tell me to what extent you agree or disagree with the following statements. START WITH CHECKED STATEMENT.

Starting with, READ () STATEMENT

Do you agree or disagree? Is that strongly or somewhat? IF DON'T KNOW OR NEITHER AGREE OR DISAGREE RECORD UNDER NEITHER. REPEAT FOR NEXT STATEMENT.

	<u>Agree Strongly</u>	<u>Agree Somewhat</u>	<u>Neither</u>	<u>Disagree Somewhat</u>	<u>Disagree Strongly</u>	
Employers have a responsibility to help reduce traffic problems in Los Angeles County	5	4	3	2	1	26-
Attempting to solve transportation problems interferes with your company's main purposes of business	5	4	3	2	1	27-
In the long run, it is the best interest of your business to get directly involved in reducing traffic congestion	5	4	3	2	1	28-
Reduction in traffic congestion should be the responsibility of everyone, not just employers	5	4	3	2	1	29-
Future limited public funds will require employers to take actions in addition to ridesharing or modified work hours to improve mobility	5	4	3	2	1	30-
Decreasing the number of vehicles on the road through the use of public transportation directly improves air quality in your area	5	4	3	2	1	31-

5. Based on what you may have seen or heard, how would you rate RTD's, (The Rapid Transit District's) overall service in your area. Use this scale of 1 to 10, ten means excellent and one means extremely poor, or you may use any number in between which best describes your impression. RECORD BELOW.

<u>Excellent</u>	10	9	8	7	6	5	4	3	2	<u>Extremely Poor</u>	1	32-
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6. Using the same scale, what is your overall impression of RTD as a viable alternative transportation source for employees at your company? READ SCALE. CIRCLE NUMBER.

<u>Excellent</u>	10	9	8	7	6	5	4	3	2	<u>Extremely Poor</u>	1	33-
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7. What service improvements would you like to see RTD make, in order to become a more viable alternative transportation source for your employees? PROBE: What else? CLARIFY.

34-
 35-
 36-
 37-
 38-
 39-
 40-
 41-

42-
43-

7a. To what extent do you feel such improvements are within RTD's control?
Would you say that making these improvements are... READ LIST?

Extremely easy for RTD 44- 5
Somewhat easy for RTD 4
Somewhat difficult for RTD 3
Extremely difficult for RTD 2
Entirely out of RTD's control 1

8. There are a variety of activities employers may do to encourage ridesharing. For each activity, please tell whether your company is currently, previously, or never been involved? START WITH CHECKED STATEMENT. REPEAT FOR NEXT STATEMENT.

	<u>Currently Involved</u>	<u>Previously Involved But not Currently</u>	<u>Never Been Involved</u>	
___ Distributing bus information to new employees	3	2	1	45-
___ Displaying bus schedules and maps	3	2	1	46-
___ Distributing lists of carpool partners	3	2	1	47-
___ Designating a responsible person for coordinating employee transportation needs	3	2	1	48-
___ Selling monthly passes at work site	3	2	1	49-
___ Subsidizing the cost of monthly bus pass	3	2	1	50-
___ Conduct ridesharing related giveaways or contest	3	2	1	51-
___ Sponsoring or conducting rideshare information days	3	2	1	52-

9. How does your company coordinate its ride sharing program, that is, to match people for this program? (READ LIST) Do you use:

RTD Corporate Participation Program 53- 1
In-house matching service 2
Commuter Transportation Services 3
Or something else (SPECIFY) _____ 4
DO NOT READ: HAS NO FORMAL MATCHING PROGRAM 54- 55-

10. Would you describe your company's parking situation for employees as having... READ LIST.

No parking shortages 56- 1
Occasional parking shortages 2
Frequent parking shortages 3

11. Do your employees pay for parking?

Yes 57- 1
No 2

12. Thinking about the traffic congestion near your company during peak hours, is there usually... READ LIST.

No congestion 58- 1
Moderate congestion, or 2
Severe congestion 3

Methodology

This survey incorporated a stratified sampling approach for the Rider/Non-rider Study, and a quota sampling for the Opinion Leader Study. Non-riders and Opinion leaders were interviewed by telephone, while personal intercepts were conducted among bus riders.

The sampling plan for the Non-rider Study provided a listing of telephone exchanges, based on zip-codes identified as belonging to the Mid-Cities and San Fernando Valley regions. Based on this, a random digit telephone number list was generated, and 1002 households were interviewed. Interviewing took place at the Maritz Survey Center in Artesia, and at Reynaud E. Moore and Associates' offices in Los Angeles.

For the Rider Study, several high traffic sites and representative bus routes in the San Fernando Valley and the Mid-Cities areas were selected in conjunction with the SCRTD Scheduling and Operations Department. These sites were major bus interchanges where a representative cross-section of riders could be intercepted. A total of 1156 personal intercepts were made at bus stops, and on the buses. Reynaud E. Moore and Associates handled 528 of these intercepts in the Mid-Cities area, while June Ley Associates handled the 628 other intercepts in the San Fernando sector. All intercepts occurred between July 29 and August 6, 1991.

The qualified respondent had to be at least 18 years old. Further, a bus rider was anyone who rode the bus at least once a week or four times in the past month on the Rider Survey.. On-site personal intercepts were conducted between 6:00 a.m. and 7:00 p.m., thus covering morning and evening peak hours, as well as non-peak periods.