



# FACTS CONSOLIDATED

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**RTD CONSUMER PANEL  
TELEPHONE SURVEY III**

**BY**

**RTD MARKETING AND COMMUNICATIONS  
DEPARTMENT**

**OCTOBER 1992**

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## I. INTRODUCTION

In March of 1992, the market research firm FACTS CONSOLIDATED was commissioned to set up a consumer panel for the purposes of conducting research for the SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT (RTD). This panel consists of 3,000 persons: 1,500 Riders of RTD buses and trains, and 1,500 Non-riders, representing the eight major service areas of the District.

One of the purposes of setting up this consumer panel is to conduct at least three telephone surveys during the year, in order to obtain actionable information in a timely fashion regarding current topics and issues of importance to the District.

The third telephone survey which obtained information from 833 randomly selected panel members, was conducted to determine the use of RTD discount tickets during the time that a special reduced fare ticket book was made available, use of transit services and private automobiles during the present economic state, and other topics.

Panelists who are employed were asked how their employer communicates information to employees, as well as the means of communication which they prefer. All panelists were asked if the present state of the economy has caused them to make any changes in their use of transit services or the number of trips made by car, and if so, they were asked what those changes are.

Panelists were also asked if they ever ride RTD buses during rush hours (6:00 a.m. to 9:00 a.m., and 4:00 p.m. to 7:00 p.m.); those who do were asked if they have to ride during those times, or if they could easily reschedule their trips for off-peak hours. Panelists were then asked how their use of RTD would be affected if fares were to increase during rush hours, and if they believed that this increase would be a fair way to encourage use of RTD during non-rush hours.

Panelists were told about the special reduced fare program involving discount ticket books, and were asked if they had known about it. Those who were aware were asked if they purchased discount tickets during that time. Those who purchased were asked when they first purchased discount tickets; how they paid their fare prior to the special discount program; how they pay now that the program is ended; how they first learned about discount ticket books; their ridership habits during the time the program was in effect; and why they purchased discount tickets during the program.

Panelists were then given a detailed description of a new automated voice response (900) number telephone system for route and timetable information, which requires the purchase of a \$2.50 code book, and costs .35 cents per minute, and eliminates time spent on hold. They were asked how convenient this system would be, and how likely they would be to purchase the code book. Panelists were then told the new system could be combined with the old, eliminating the .35 cents per minute charge, but not the time spent on hold; they were then asked how convenient this system would be, and how likely they would be to purchase the \$2.50 code book in order to use it.

Panelists were asked if they own and ride a bicycle; those who do were asked what kinds of trips they make by bicycle, and if they ever would consider combining a bicycle trip with a bus trip.

Lastly, panelists were asked if they ever transfer from an RTD bus to a Non-RTD bus (i.e., FOOTHILL TRANSIT, O.C.T.D., etc.). Those who do were asked if a universal fare media (pass, ticket or token), good on all Los Angeles and Orange County Transit systems, would make it easier to use transit in these counties, and if it would increase their use of transit.

A Spanish language version of the questionnaire was prepared and was administered by bilingual interviewers.

Interviewing of panel members took place from Saturday, October 17, through Wednesday, October 21, 1992. The five day spread of three weekdays and two weekend days was established to ensure that the sample was representative of the entire panel and not limited to only those members who happened to answer the phone on a certain day.

## II. EXECUTIVE SUMMARY AND PRINCIPAL FINDINGS

1. ***Significant majorities among both Riders and Non-riders who ever transfer from RTD to Non-RTD buses feel that an intra-system fare payment mode would make it easier to use transit.***

Nearly half (48%) among Riders ever transfer from an RTD bus to a non-RTD bus system, such as FOOTHILL TRANSIT, LONG BEACH TRANSIT, ORANGE COUNTY TRANSIT DISTRICT, etc. Nearly one in five (19%) among Non-riders ever do so.

Among Riders who ever transfer from RTD to Non-RTD buses, 83% believe that a universal fare payment mode such as a monthly pass, ticket or token, good on all transit systems in L.A. and Orange Counties, would make it easier to use transit. Additionally, 65% indicate that such a fare payment mode would increase their use of transit.

When the total Rider sample is considered, 40% believe that a combined fare system would make it easier to use transit, and 31% indicate that their useage of transit would increase with such a system.

Among Non-riders who ever transfer from RTD to Non-RTD buses, 87% believe that a universal fare mode would make using transit easier, and 62% indicate that this would increase their likelihood of transit use.

However, when the total Non-rider sample is taken into consideration, only 17% believe that this would make using transit easier, and 12% indicate that their use of transit would increase.

2. ***The present state of the economy has had some effect on the use of transit services and private automobiles, most significantly among the Hispanic population.***

Overall, the transportation habits of one in three have been affected. Riders have been slightly more affected than Non-riders (34% vs. 30%).

Riders have cut back on bus and/or train trips to and from shopping (20%) and recreation (19%). Twelve percent among Riders have cut back on trips to and from work. Non-riders have reduced their automobile use for shopping and recreation (18% each). Six percent among Non-riders have cut back on trips to and from work.

Hispanics have been the most affected. Among Hispanics, two out of three have had to change their transportation habits. Forty-two percent are making fewer shopping trips by bus or train, while 40% are making fewer recreation trips. Those Hispanics who have reduced automobile use have cut back on recreation trips (27%) and shopping (26%). Hispanics are also more likely to be taking fewer bus/train trips to and from work (24%) than Whites (2%) or Blacks (2%). They are also more likely to have reduced automobile trips to and from work (15%) than Whites (6%) or Blacks (5%). This may suggest a significantly greater incidence of recent unemployment among this population.

3. ***A significant majority among those who ride RTD during rush hours do so because they have to.***

Among Riders, two out of three usually ride during rush hours. Among those who do so, 91% ride because they have to. Only 9% feel that they could reschedule their trip(s) during off-peak hours.

4. ***A majority among both Riders and Non-riders do not believe that a "Rush Hour" fare increase is a fair way to encourage off-peak hour use of RTD.***

Among Riders, 35% would pay an increased fare and continue to ride during rush hours. Twenty-two percent would arrange alternate transportation, while 19% would adjust their habits by riding more often at other times. Nearly one in four Riders (24%) indicate that they do not ride during rush hours now, and would be unaffected.

In any case, only 27% among Riders and 37% among Non-riders believe that an increased fare for rush hour travel is a fair way to encourage use of RTD during off-peak hours.

Stated another way, significant majorities of 73% among Riders and 63% among Non-riders would not support a rush hour fare increase.

5. ***One-half among riders indicate awareness of the special reduced fare discount ticket program; among those riders who are aware, six in ten purchased discount ticket books during that time.***

At least half (50%) among Riders, and nearly a third (32%) among Non-riders, knew about the special reduced fare discount ticket program, which took place between June 1 and September 30, 1992. Among those who knew about it, 62% among Riders and 15% among Non-riders purchased discount ticket books during that period of time.

Use of discount tickets was greatest among Hispanics (81%) and significant among Blacks (60%). Among Whites who knew of the special discount program, 14% purchased ticket books.

**6. *Reported use of discount tickets among Riders has increased by 40% since the special discounted fare program ended.***

When considering those who used discount tickets during the special program, it is important to note that 81% among Riders and 75% among Non-riders had never used discount tickets before this program. What this means is that the program not only encouraged use of discount tickets, but engendered new use of this fare media to a significant degree.

Among Riders who used discount tickets during this period, almost half (48%) used monthly passes prior to the start of the special discount program, while 33% used cash. Nineteen percent were already using discount tickets.

Now that the program has ended, 46% among Riders who used discount tickets during the course of the program report using monthly passes, while 26% use cash and 27% use discount tickets. This represents an 40% increase of discount ticket users since the special discount program began.

In terms of ethnicity, and again considering those who used discount tickets during the special program, the increase in ticket useage is greatest among Blacks. Prior to the program, discount tickets were used by 24% among Blacks; since the program ended, 36% among Blacks report using tickets. This represents an increase of 50%.

Discount ticket useage among Hispanics has increased by 15%. There is no indication of an increase or decrease of ticket useage among Whites.

**7. *Nearly six in ten (57%) learned about discount tickets from the informational and promotional efforts of RTD via literature, advertisements and media announcements.***

Riders learned about discount tickets through RTD advertisements and literature (31%), or through the media announcement of the special reduced fare program (26%). Forty percent learned through word of mouth.



8. ***For nearly everyone (86%), use of discount tickets during the special reduced fare program represented a bottom-line savings in transportation costs.***

Panelists purchased discount tickets during the time of the special reduced fare program because they perceived that they would save money by doing so.

Among Riders, 51% say tickets were cheaper than paying cash; 38% report that tickets were cheaper than a monthly pass. Ten percent among Riders were already using tickets.

Overall, 33% among riders rode buses more often during the special discount ticket program, while 63% rode the same as before the program.

Among Non-riders who purchased ticket books during the time the special discount program was in effect, 42% rode buses more often.

By ethnicity, 43% among Blacks, 33% among Hispanics and 24% among Whites rode buses more often during the program.

9. ***There appears to be no evidence to suggest that the new automated voice response system is perceived to be more convenient than the present route and timetable information system.***

Among Riders, less than three in ten (27%) believe the new automated voice response system would make obtaining route and timetable information more convenient for them. In fact, a majority of 54% believe that the new system would be less convenient, while 19% feel it would make no difference.

Among Non-riders, 44% believe the new system would be more convenient, while 43% believe it would be less convenient, and 13% feel it would make no difference.

In any case, majorities of 58% among Riders and 70% among Non-riders indicate that they would be not at all likely to purchase the \$2.50 code book necessary for accessing the system.

Among Riders, 21% believe that a combination of the present and new telephone information systems would be more convenient. Nearly six in ten (57%) believe that this would be less convenient, and 22% feel it would make no difference.

Among Non-riders, 27% believe that the combined systems would be more convenient, while 53% believe it would be less convenient, and 20% feel it would make no difference.

Although telephone call charges would be eliminated through the combining of the two systems, majorities of 55% among Riders and 63% among Non-riders would not be at all likely to purchase the \$2.50 code book.

This would seem to indicate two things: First, Riders and Non-riders alike appear unwilling to make the trade-off of paying for a code book and telephone charges so as to eliminate time spent on hold when obtaining route and timetable information; second, they appear unwilling to pay for a code book to use the combined free telephone information system when there is no real perception of added convenience, since time could still be spent on hold.

10. ***Although a majority among those who own and ride a bicycle indicate at least some likelihood of combining a bike trip with a bus trip, the low incidence of bicycle ownership greatly reduces the practical significance of this likelihood.***

Overall, among Riders, 22% own and ride a bicycle, while 44% among Non-riders do so.

The kinds of trips taken by those who own and ride a bicycle are recreational/social (67%), exercise (42%), shopping (16%), work (9%) and school (4%).

Among bicycle owners who are Riders, 67% are at least somewhat likely to combine a bicycle trip with a bus trip, with 44% saying they are very likely to do so. However, when the total Rider sample is taken into consideration, only 14% among Riders in general would be at least somewhat likely to combine a bicycle trip with a bus trip, and only 9% would be very likely to do so.

These feelings are very nearly the same among Non-rider bike owners, where 66% indicate they are at least somewhat likely to combine a bike trip with a bus trip, with 35% saying they are very likely. Again, however, when factoring in the total Non-rider sample, the percentage of those who are at least somewhat likely to combine a bicycle trip with a bus trip is reduced to 29%, with only 15% saying they would be very likely to do this.

It should be noted that questions regarding frequency of use and origin/destination were not asked. This makes it at least somewhat likely to assume that combining a bicycle trip with the use of transit services could involve such low frequency and/or such fragmented origins/destinations as to possibly render the concept unfeasible for practical implementation.

11. ***Meetings and memos are the primary means of communication between employers and employees; these are also the most preferred means.***

As a whole, members of the panel who are employed receive information from their employers via memos (35%), meetings (28%), and word of mouth (25%). Information is received via newsletter and bulletin board for 11% and 9%, respectively. Electronic mail is the means of communication for 3%, and an in-house video network is used by only 1%.

Overall, one in three panel members (33%) prefers to receive information via meetings. Memos are preferred by 31%. Twenty-two percent prefer word of mouth communication. Less than one in ten (7%) prefer the newsletter, while fewer than one in twenty prefer bulletin board (4%), or electronic mail (3%).

Among Riders, meetings and memos are the way employer/employee communications are received for 33%. Meetings are the preferred communication means for 36%, and memos for 29%, among Riders. Word of mouth is the primary communication means for 20%, and is the preferred means for 22%.

Non-riders receive their employer communication via memos (36%), word of mouth (28%) and meetings (26%). Memos are the preferred means for 33% among Non-riders, while 31% prefer meetings and 22% prefer word of mouth.

It is important to note that, among Hispanics, meetings are preferred over memos by nearly 2 to 1 (46% vs. 25%). This would seem to indicate that Hispanics may not be comfortable with written communication. It may be important for RTD to consider this when attempting communications to this population; broadcast media, for example, could be more effective than print.

III. SUMMARY, HIGHLIGHTS AND DETAILED FINDINGS

Respondents were asked: "At your place of employment, how does management (or your employer) communicate with the people who work there?" Respondents were also asked how they prefer to receive information from their employer.

Nearly 37% (36.7%) among panelists indicate that they are unemployed. (Among Riders it is 35%, and among Non-riders, it is 38%.) The following tables will recap the response among those who indicate employment:

HOW DOES MANAGEMENT COMMUNICATE INFORMATION?

(BASE = EMPLOYED)

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	527	218	309	304	114	91
	%	%	%	%	%	%
MEMOS .....	34.5	32.6	35.9	36.2	39.5	23.1
MEETINGS .....	28.4	32.6	25.6	25.3	21.9	42.9
WORD OF MOUTH .....	24.9	20.2	28.2	27.0	24.6	20.9
NEWSLETTER .....	11.2	6.9	14.2	13.8	8.8	6.6
BULLETIN BOARD .....	9.3	8.3	10.0	8.2	12.3	9.9
ELECTRONIC MAIL .....	3.2	2.3	3.9	3.0	4.4	1.1
IN HOUSE VIDEO .....	1.1	.5	1.6	.3	3.5	1.1

HOW DO YOU PREFER TO RECEIVE INFORMATION FROM YOUR EMPLOYER?

BASE = EMPLOYED

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	527	218	309	304	114	91
	%	%	%	%	%	%
MEMOS .....	31.1	28.9	32.7	34.2	28.9	25.3
MEETINGS .....	33.2	36.2	31.1	28.0	33.3	46.2
WORD OF MOUTH .....	21.8	21.6	22.0	21.1	25.4	22.0
NEWSLETTER .....	7.4	6.9	7.8	8.2	7.0	5.5
BULLETIN BOARD .....	4.0	4.6	3.6	5.3	2.6	1.1
ELECTRONIC MAIL .....	2.5	1.8	2.9	3.3	2.6	---
IN HOUSE VIDEO .....	---	---	---	---	---	---

Respondents are asked if the present state of the economy has caused them to make any changes in their use of transit services, or the number of trips they make by car. The following table will recap the response:

ANY CHANGES IN USE OF TRANSIT SERVICES/CAR?

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	833	331	502	505	166	136
	%	%	%	%	%	%
<u>FEWER BUS OR TRAIN TRIPS:</u>						
TO WORK .....	5.5	11.8	1.4	1.6	2.4	24.3
SHOPPING .....	10.1	20.2	3.4	3.0	6.6	41.9
RECREATION ....	10.4	19.3	4.6	3.8	6.6	40.4
SCHOOL .....	2.9	6.3	.6	.8	1.2	12.5
OTHER .....	1.0	1.5	.6	.4	---	3.7
<u>FEWER CAR TRIPS:</u>						
TO WORK .....	7.0	8.2	6.2	5.7	4.8	15.4
SHOPPING .....	15.0	11.2	17.5	11.9	16.9	25.7
RECREATION ....	16.0	12.4	18.3	12.9	16.9	27.2
SCHOOL .....	2.3	2.7	2.0	1.4	1.2	6.6
OTHER .....	1.1	1.2	1.0	1.0	.6	2.2
NO, NO CHANGE IN TRIPS ..	68.7	65.9	70.5	75.4	77.1	33.1

Respondents were asked: "When riding RTD buses, do you usually ride during rush hours; that is, between 6:00 a.m. and 9:00 a.m., or between 4:00 p.m. and 7:00 p.m.?" Those who responded "Yes" were asked if they ride during these times because they have to, or could they just as easily schedule trips during off-peak hours. The following will recap the response:

DO YOU USUALLY RIDE DURING RUSH HOURS?

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	833	331	502	505	166	136
	%	%	%	%	%	%
YES .....	33.0	66.2	11.2	19.0	51.8	64.7
NO .....	67.0	33.8	88.8	81.0	48.2	35.3

DO YOU HAVE TO RIDE DURING RUSH HOUR OR COULD YOU RESCHEDULE YOUR TRIPS?

BASE = THOSE WHO RIDE RTD  
DURING RUSH HOUR

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	275	219	56	96	86	88
	%	%	%	%	%	%
RIDE BECAUSE I HAVE TO	89.8	90.9	85.7	86.5	88.4	94.3
COULD EASILY RESCHEDULE	10.2	9.1	14.3	13.5	11.6	5.7

Respondents were told: "Right now, RTD buses and trains are the most crowded during rush hours. In order to encourage use of buses and trains between 9:00 a.m. and 4:00 p.m., and after 7:00 p.m., base fares could be increased by .25 cents to ride the buses and trains between 6:00 a.m. and 9:00 a.m., and between 4:00 p.m. and 7:00 p.m. Monthly passes could require the purchase of a \$5.00 rush hour sticker in order to be honored during those times." Respondents were then asked, if this should happen, how it would affect their use of RTD buses and trains, and also if they believe this is a fair way of encouraging use of RTD during off-peak hours. The following will illustrate the response:

HOW WOULD THIS AFFECT YOUR USE OF RTD?

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	833	331	502	505	166	136
	%	%	%	%	%	%
I WOULD CONTINUE TO RIDE DURING RUSH HOURS AS OFTEN AS I DO NOW, AND PAY THE INCREASED FARE	23.2	35.0	15.3	19.4	28.3	28.7
I WOULD ADJUST MY RIDING HABITS SO THAT I CAN RIDE LESS OFTEN DURING RUSH HOURS AND MORE OFTEN AT OTHER TIMES	10.8	19.0	5.4	5.7	9.6	31.6
I WOULD ARRANGE ALTERNATE TRANSPORTATION DURING RUSH HOURS, AND RIDE RTD BUSES AND TRAINS LESS OFTEN	16.6	22.1	12.9	13.5	23.5	21.3
IT MAKES NO DIFFERENCE, BECAUSE I NEVER RIDE RTD BUSES AND TRAINS (DURING RUSH HOURS)	49.5	23.9	66.3	61.4	38.6	18.4

IS THIS A FAIR WAY OF ENCOURAGING OFF-PEAK USE OF RTD?

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	833	331	502	505	166	136
	%	%	%	%	%	%
YES .....	32.8	26.9	36.7	36.0	28.3	23.5
NO .....	67.2	73.1	63.3	64.0	71.7	76.5

Respondents were read the following: "Between June 1 and September 30 of this year, RTD implemented a special reduced bus fare program, with the purchase of discount tickets. During this four month period, discount tickets could be bought for \$5.00 for a book of ten, instead of the regular price of \$9.00. This reduced the cost of one-way base fare for RTD buses to .50 cents. The purpose of this program was to help ease transportation burdens for those affected by the recent riots."

Respondents were asked if they were aware of this before now. Those who were aware, were asked if they purchased discount tickets during this time. Those who indicated that they did purchase were asked when they first began purchasing discount ticket books; how they usually paid their fare prior to the start of the special discount program, and how they pay now that the program is over; how they first learned about discount ticket books; about their riding habits during the time the special discount program was in effect, and why they decided to purchase ticket books during that time.

The following tables will recap the response:

WERE YOU AWARE OF THE SPECIAL DISCOUNT TICKET PROGRAM?

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	833	331	502	505	166	136
	%	%	%	%	%	%
YES .....	39.1	50.5	31.7	34.9	42.2	51.5
NO .....	60.9	49.5	68.3	65.1	57.8	48.5



DID YOU BUY TICKETS DURING THAT TIME?

BASE = THOSE AWARE OF PROGRAM

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	326	167	159	176	70	70
	%	%	%	%	%	%
YES .....	39.0	61.7	15.1	14.2	60.0	81.4
NO .....	61.0	38.3	84.9	85.8	40.0	18.6

WHEN DID YOU FIRST PURCHASE DISCOUNT TICKETS?BASE = THOSE WHO PURCHASED TICKETS  
DURING SPECIAL PROGRAM

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	127	103	24	25	42	57
	%	%	%	%	%	%
BEFORE JUNE 1 .	22.8	22.3	25.0	28.0	26.2	14.0
JUNE .....	47.2	48.5	41.7	40.0	54.8	47.4
JULY .....	17.3	16.5	20.8	20.0	9.5	24.6
AUGUST .....	7.1	6.8	8.3	4.0	7.1	7.0
SEPTEMBER .....	5.5	5.8	4.2	8.0	2.4	7.0

HOW DID YOU PAY YOUR FARE PRIOR TO THE SPECIAL DISCOUNT PROGRAM?BASE = THOSE WHO PURCHASED TICKETS  
DURING SPECIAL PROGRAM

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	127	103	24	25	42	57
	%	%	%	%	%	%
MONTHLY PASS ...	44.9	47.6	33.3	56.0	52.4	35.1
CASH .....	34.6	33.0	41.7	36.0	23.8	42.1
DISCOUNT TICKETS	20.5	19.4	25.0	8.0	23.8	22.8

HOW DO YOU PAY YOUR FARE NOW THAT SPECIAL DISCOUNT PROGRAM IS ENDED?BASE = THOSE WHO PURCHASED TICKETS  
DURING SPECIAL PROGRAM

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	127	103	24	25	42	57
	%	%	%	%	%	%
MONTHLY PASS ...	43.3	45.6	33.3	52.0	45.2	38.6
CASH .....	29.1	26.2	41.7	36.0	19.0	35.1
DISCOUNT TICKETS	26.8	27.2	25.0	8.0	35.7	26.3
NO LONGER RIDE .	.8	1.0	---	4.0	---	---

HOW DID YOU FIRST LEARN ABOUT DISCOUNT TICKETS?

BASE = THOSE WHO PURCHASED TICKETS  
DURING SPECIAL PROGRAM

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	127	103	24	25	42	57
	%	%	%	%	%	%
RTD LITERATURE/ADS .....	28.3	31.1	16.7	12.0	28.6	36.8
MEDIA ANNOUNCEMENT OF SPECIAL DISCOUNT PROGRAM	28.3	26.2	37.5	24.0	35.7	24.6
WORD-OF-MOUTH .....	40.2	40.8	37.5	64.0	31.0	35.1
OTHER .....	3.1	1.9	8.3	---	4.8	3.5

RIDERSHIP HABITS DURING SPECIAL DISCOUNT PROGRAM

BASE = THOSE WHO PURCHASED TICKETS  
DURING SPECIAL PROGRAM

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	127	103	24	25	42	57
	%	%	%	%	%	%
RODE BUSES MORE OFTEN ...	34.6	33.0	41.7	24.0	42.9	33.3
RODE SAME AS BEFORE .....	62.2	63.1	58.3	72.0	57.1	61.4
RODE BUSES LESS OFTEN ...	3.1	3.9	---	4.0	---	5.3

WHY DID YOU PURCHASE TICKETS DURING SPECIAL DISCOUNT PROGRAM?

BASE = THOSE WHO PURCHASED TICKETS  
DURING SPECIAL PROGRAM

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	127	103	24	25	42	57
	%	%	%	%	%	%
CHEAPER THAN CASH .....	52.0	50.5	58.3	40.0	35.7	70.2
CHEAPER THAN MONTHLY PASS	33.9	37.9	16.7	52.0	42.9	19.3
ALREADY USING TICKETS ...	11.8	9.7	20.8	8.0	16.7	8.8
OTHER .....	2.4	1.9	4.2	---	4.8	1.8

Respondents were told the following: "RTD is implementing a new automated voice response system for riders who need route and timetable information. Riders would call a (900) number and, by using a touch-tone telephone, enter code numbers for points of departure and arrival, as well as the time of day of travel. The requested information would then be given to the caller instantaneously, with no time spent "on hold." Information would include routes, bus lines, transfers and all fare costs.

"In order to use the new automated system, riders would need to purchase a book containing code numbers for all streets serviced by RTD. The book would cost \$2.50, and would be available at RTD Customer Service Centers. In addition, each call to the (900) number would cost .35 cents per minute; however, each call would take no more than 3 minutes to complete."

Respondents were then asked if they believe this service would make obtaining RTD route and timetable information more convenient, less convenient, or if it would make no difference. They were also asked how likely they would be to buy the \$2.50 code book. The following tables illustrate the response:

HOW CONVENIENT WOULD THIS INFORMATION SERVICE BE?

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	833	331	502	505	166	136
	%	%	%	%	%	%
MORE CONVENIENT ...	37.3	26.9	44.2	41.6	34.3	20.6
LESS CONVENIENT ...	47.2	54.1	42.6	42.2	48.2	67.6
MAKES NO DIFFERENCE	15.5	19.0	13.1	16.2	17.5	11.8

HOW LIKELY WOULD YOU BE TO BUY THE CODE BOOK?

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	833	331	502	505	166	136
	%	%	%	%	%	%
VERY LIKELY .....	12.2	12.7	12.0	12.1	15.7	7.4
SOMEWHAT LIKELY ...	17.8	22.7	14.5	14.3	21.7	28.7
NOT AT ALL LIKELY .	65.4	58.0	70.3	69.9	57.2	60.3
DON'T KNOW .....	4.6	6.6	3.2	3.8	5.4	3.7

Respondents are then told: "RTD is considering combining this system with the present information line, which is a local telephone number to an RTD operator. In this case, the caller verbally gives the departure and arrival codes acquired from the code book, and time of day of travel to the operator. The operator accesses the automated system and gives the information verbally to the caller. This call would be free, eliminating the .35 cents per minute charge; however, the caller would still need to purchase the \$2.50 code book, and may spend an indefinite amount of time on hold waiting for an operator."

Respondents were then asked if they believe this would make obtaining RTD route and timetable information more convenient, less convenient, or if it would make no difference. They were also asked how likely they would be to buy the \$2.50 code book, if the two information systems were to be combined in this way. The following tables illustrate the response:

HOW CONVENIENT WOULD THIS MAKE OBTAINING INFORMATION?

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	833	331	502	505	166	136
	%	%	%	%	%	%
MORE CONVENIENT ...	24.8	21.1	27.3	27.1	27.7	11.0
LESS CONVENIENT ...	54.4	57.1	52.6	50.5	54.2	71.3
MAKES NO DIFFERENCE	20.8	21.8	20.1	22.4	18.1	17.6

HOW LIKELY WOULD YOU BE TO BUY THE CODE BOOK?

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	833	331	502	505	166	136
	%	%	%	%	%	%
VERY LIKELY .....	13.4	13.9	13.1	13.1	18.1	8.1
SOMEWHAT LIKELY ...	20.6	24.5	18.1	18.0	25.9	25.0
NOT AT ALL LIKELY .	59.7	55.3	62.5	63.4	50.0	58.1
DON'T KNOW .....	6.2	6.3	6.2	5.5	6.0	8.8

Respondents are asked if they own and ride a bicycle; if so, what kinds of trips they take by bicycle, and how likely they would be to ever combine a bicycle trip with a bus trip by stowing their bike on a bike rack on the bus. The following will recap the response:

DO YOU OWN AND RIDE A BICYCLE?

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	833	331	502	505	166	136
	%	%	%	%	%	%
YES .....	35.3	21.5	44.4	40.4	24.7	27.2
NO .....	64.7	78.5	55.6	59.6	75.3	72.8

WHAT KINDS OF TRIPS DO YOU TAKE BY BICYCLE?

BASE = OWN & RIDE BICYCLE

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	294	71	223	204	41	37
	%	%	%	%	%	%
RECREATION/SOCIAL/ VISITING .....	67.3	64.8	68.2	71.6	51.2	59.5
EXERCISE .....	42.2	52.1	39.0	36.3	42.9	59.5
SHOPPING .....	16.0	26.8	12.6	14.7	14.6	24.3
WORK .....	8.5	12.7	7.2	8.3	9.8	8.1
SCHOOL .....	4.1	5.6	3.6	3.9	2.4	5.4

HOW LIKELY TO COMBINE BICYCLE/BUS TRIP?

BASE = OWN & RIDE BICYCLE

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	294	71	223	204	41	37
	%	%	%	%	%	%
VERY LIKELY .....	36.7	43.7	34.5	37.7	34.1	32.4
SOMEWHAT LIKELY ...	28.9	22.5	30.9	28.4	39.0	27.0
NOT AT ALL LIKELY .	31.6	31.0	31.8	32.4	22.0	35.1
DON'T KNOW .....	2.7	2.8	2.7	1.5	4.9	5.4

Respondents were asked if they ever transfer from an RTD bus to a Non-RTD bus (such as FOOTHILL TRANSIT, LONG BEACH TRANSIT, ORANGE COUNTY TRANSIT DISTRICT, etc.); those who do were asked, if it were possible to purchase a monthly pass that is valid on all bus and transit systems in Los Angeles and Orange Counties, or a cash fare mode (such as a ticket or token) that would be valid on all systems, whether or not this would make it easier to use transit in L.A. and Orange Counties, and whether or not it would increase their useage of the transit system in these counties. The following tables will illustrate the response:

EVER TRANSFER FROM RTD BUS TO NON-RTD BUS?

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	833	331	502	505	166	136
	%	%	%	%	%	%
YES .....	30.6	47.7	19.3	25.5	38.6	39.0
NO .....	69.4	52.3	80.7	74.5	61.4	61.0

WOULD DUAL-COUNTY PASS/CASH FARE MAKE IT EASIER TO USE L.A./O.C. TRANSIT?

BASE = EVER TRANSFER FROM  
RTD TO NON-RTD BUS

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	255	158	97	129	64	53
	%	%	%	%	%	%
YES .....	84.3	82.9	86.6	81.4	81.3	98.1
NO .....	8.6	7.6	10.3	11.6	7.8	1.9
DON'T KNOW	7.1	9.5	.6	7.0	10.9	---

WOULD DUAL-COUNTY PASS/CASH FARE INCREASE YOUR USE OF L.A./O.C. TRANSIT?

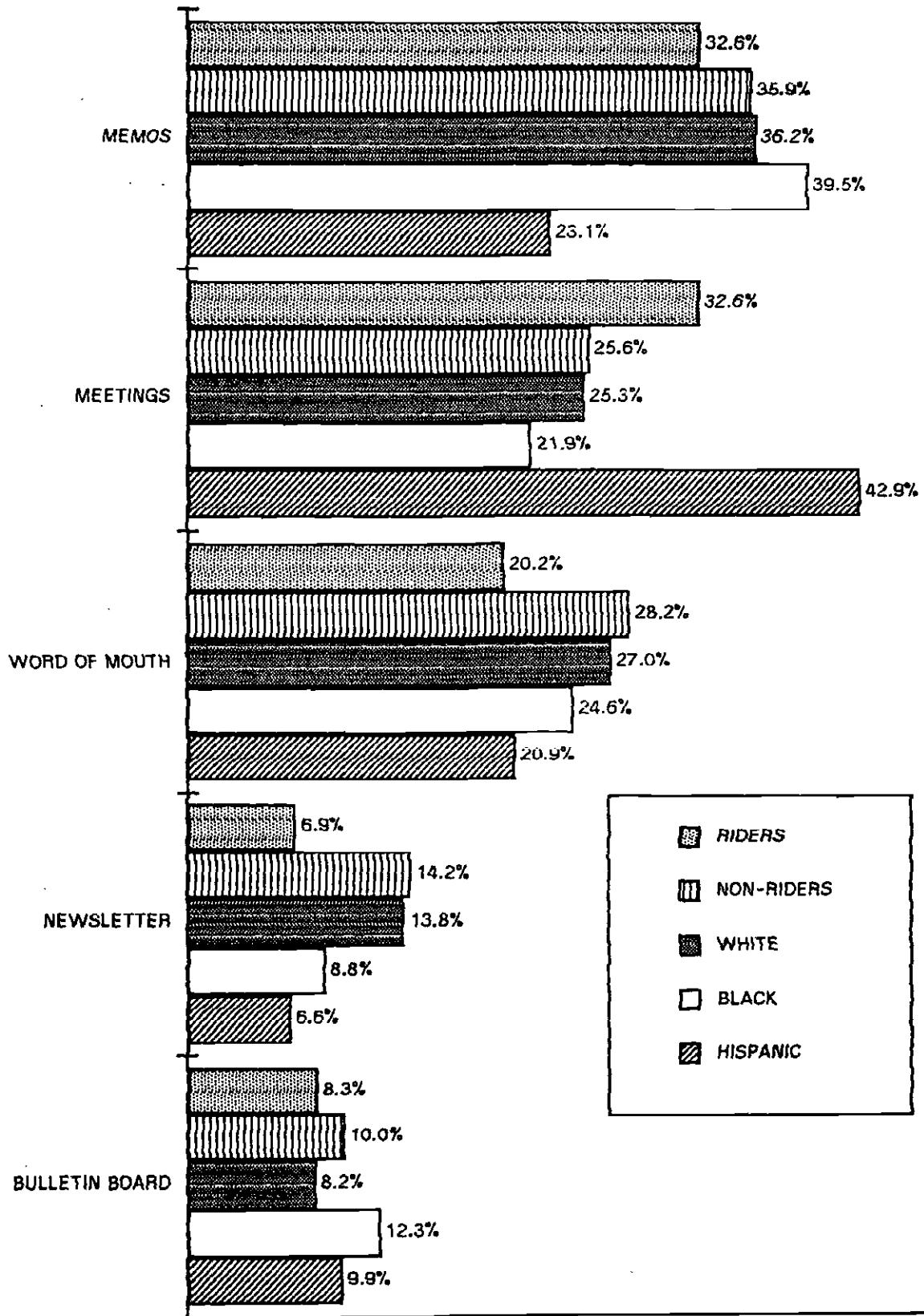
BASE = EVER TRANSFER FROM  
RTD TO NON-RTD BUS

	<u>TOTAL</u>	<u>RIDERS</u>	<u>NON- RIDERS</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	255	158	97	129	64	53
	%	%	%	%	%	%
YES .....	63.5	64.6	61.9	55.8	64.0	83.0
NO .....	21.2	20.9	21.6	27.9	20.3	7.5
DON'T KNOW	15.3	14.6	16.5	16.3	15.6	9.4

IV.

*GRAPHIC*  
*PRESENTATION*

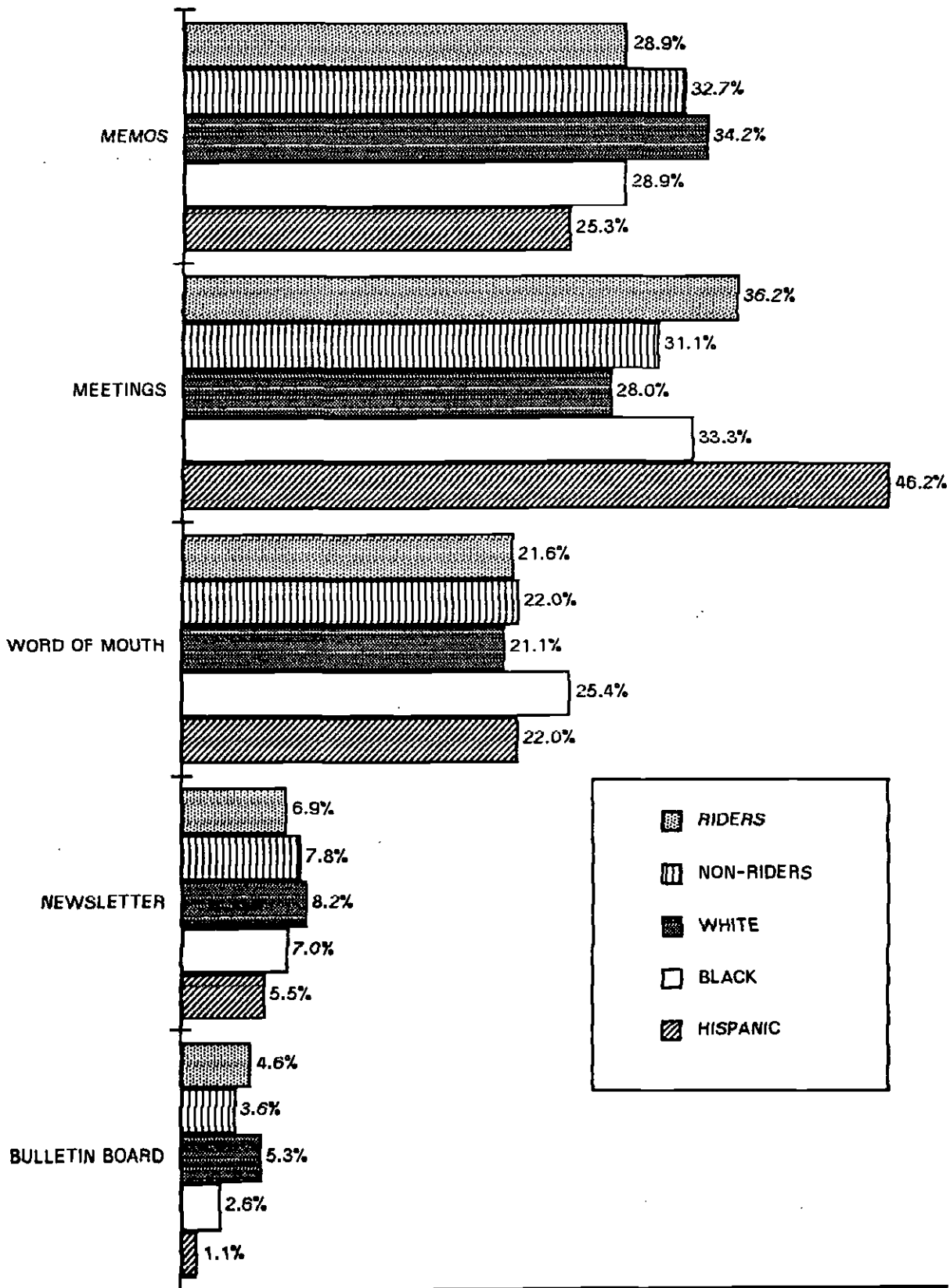
# HOW DOES MANAGEMENT COMMUNICATE INFORMATION?



C1

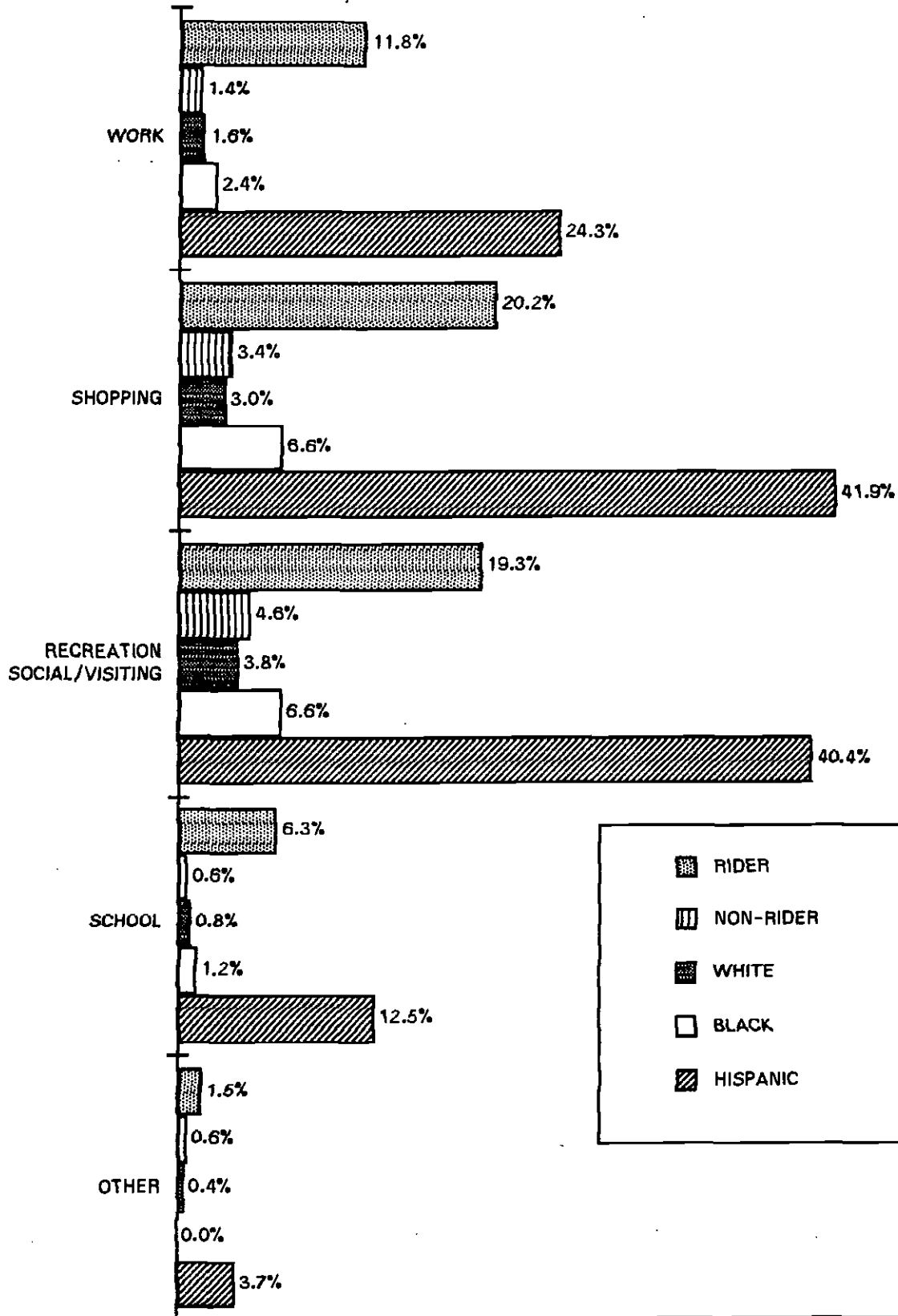


### HOW DO YOU PREFER TO RECEIVE INFORMATION FROM YOUR EMPLOYER?



ANY CHANGES IN USE OF TRANSIT SERVICES/CAR?

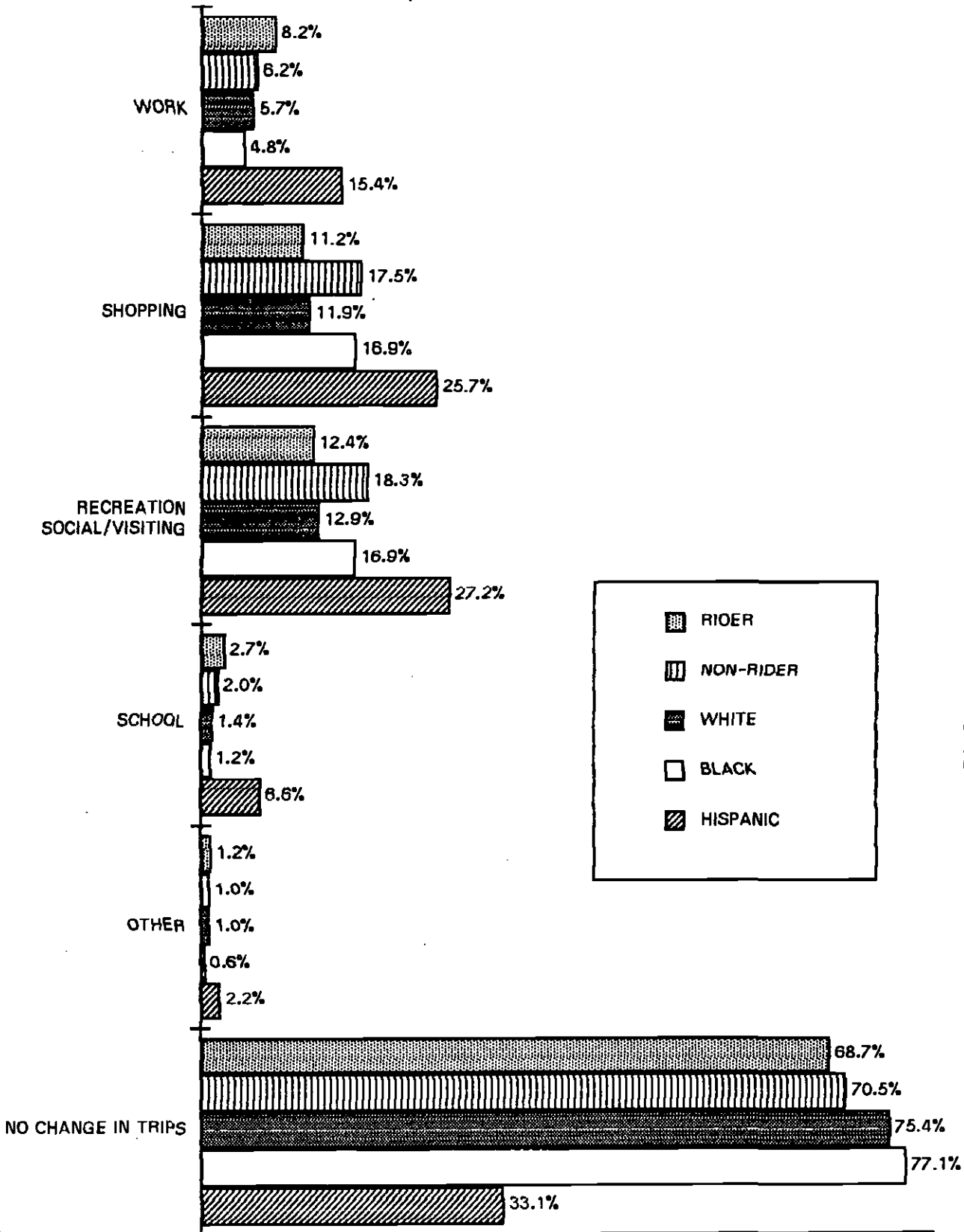
YES, FEWER BUS OR TRAIN TRIPS TO:



C3A

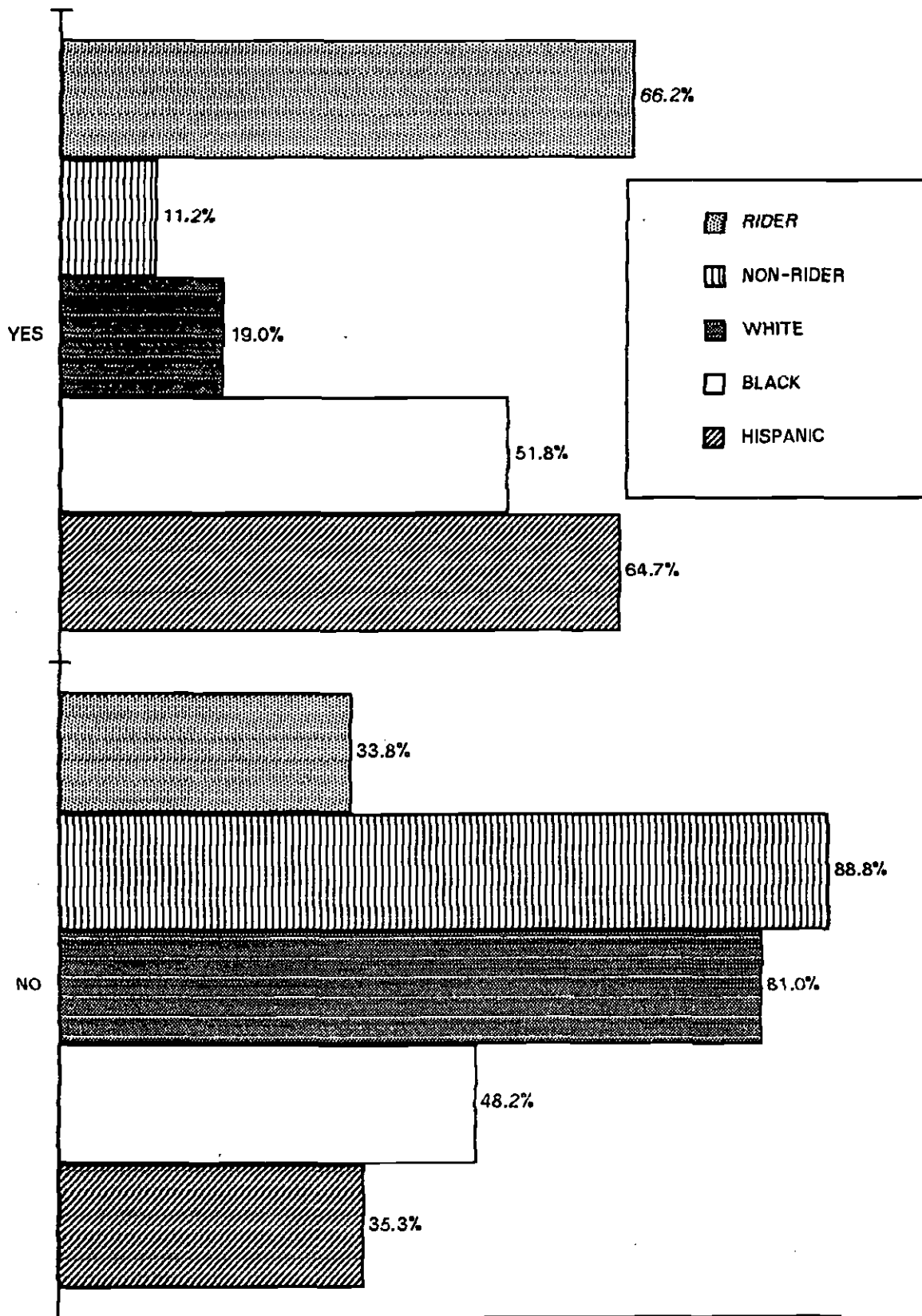
ANY CHANGES IN USE OF TRANSIT SERVICES/CAR?

YES, FEWER CAR TRIPS TO:



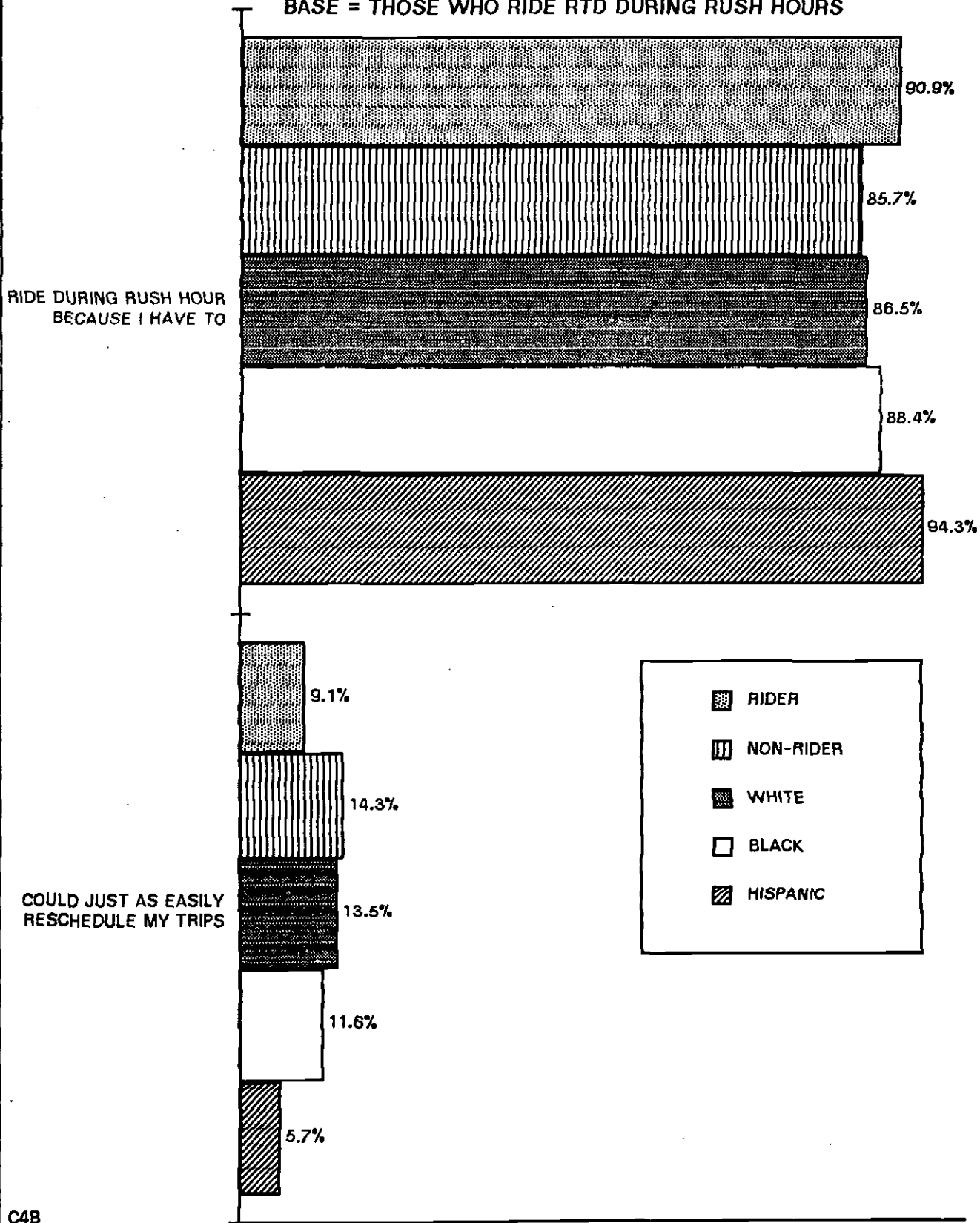
C3B

DO YOU USUALLY RIDE THE BUS  
DURING RUSH HOURS?

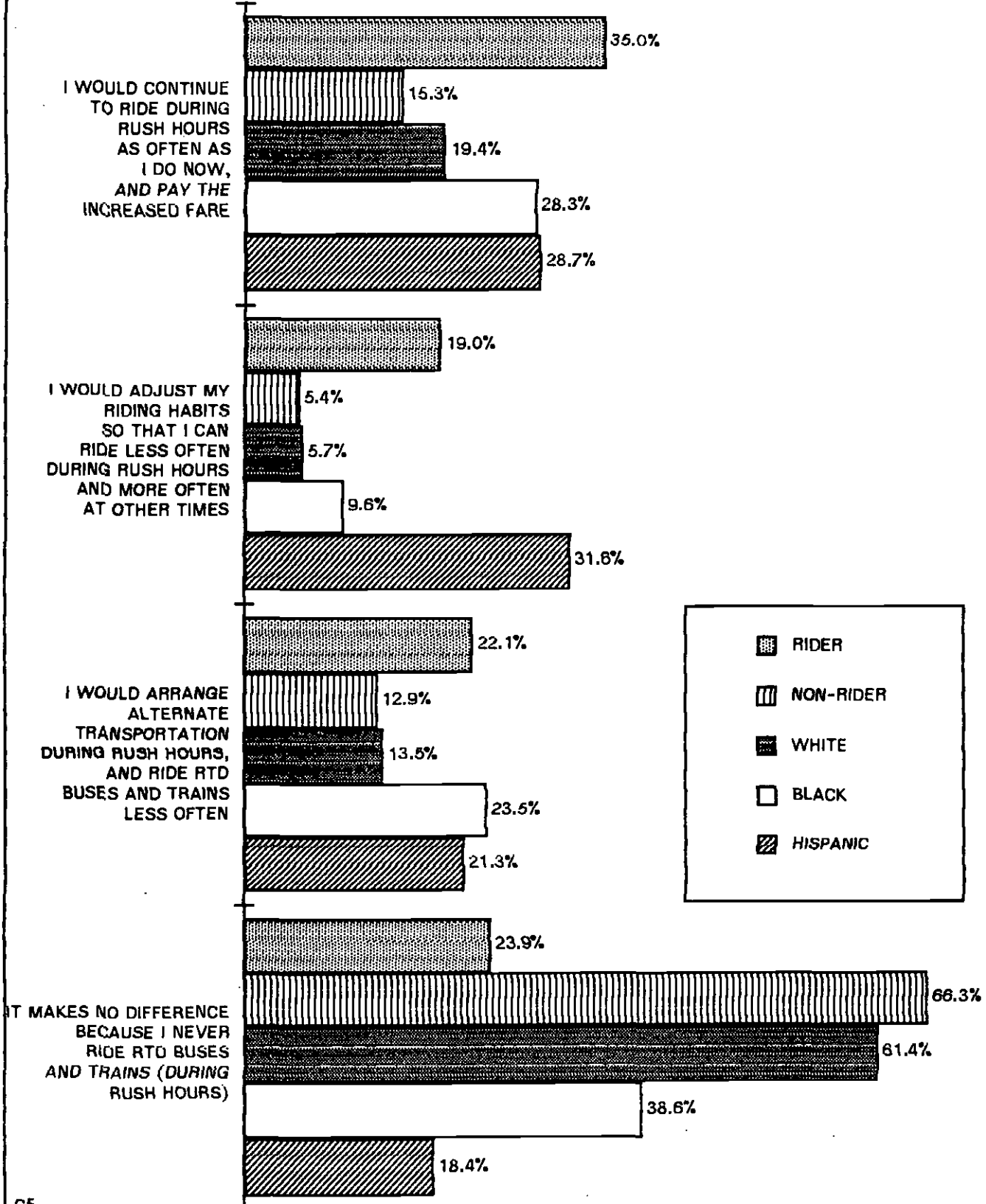


C4A

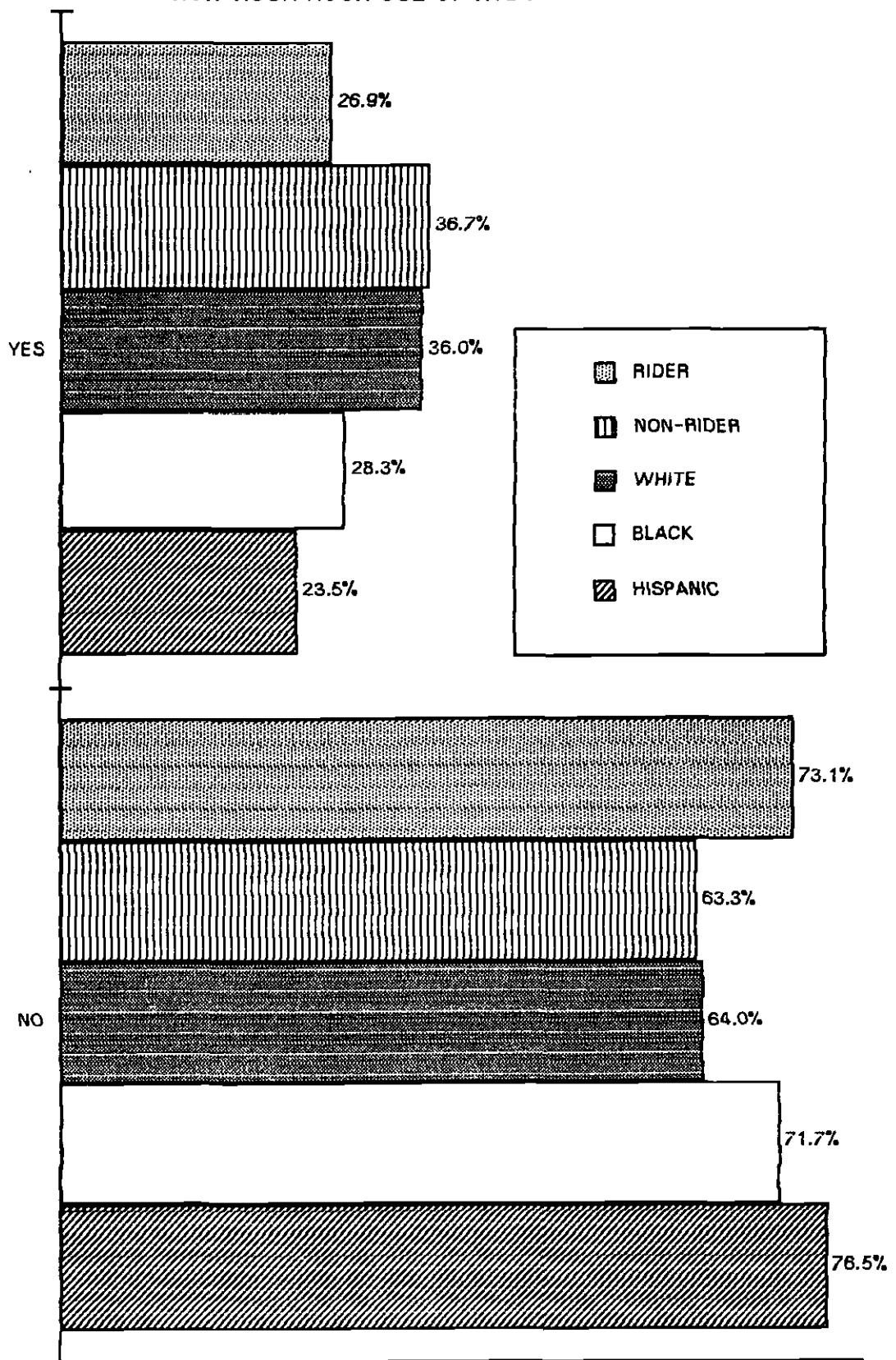
DO YOU HAVE TO RIDE DURING RUSH HOUR  
OR COULD YOU RESCHEDULE YOUR TRIPS?  
BASE = THOSE WHO RIDE RTD DURING RUSH HOURS



HOW WOULD A FARE INCREASE AFFECT YOUR USE OF RTD DURING RUSH HOURS?

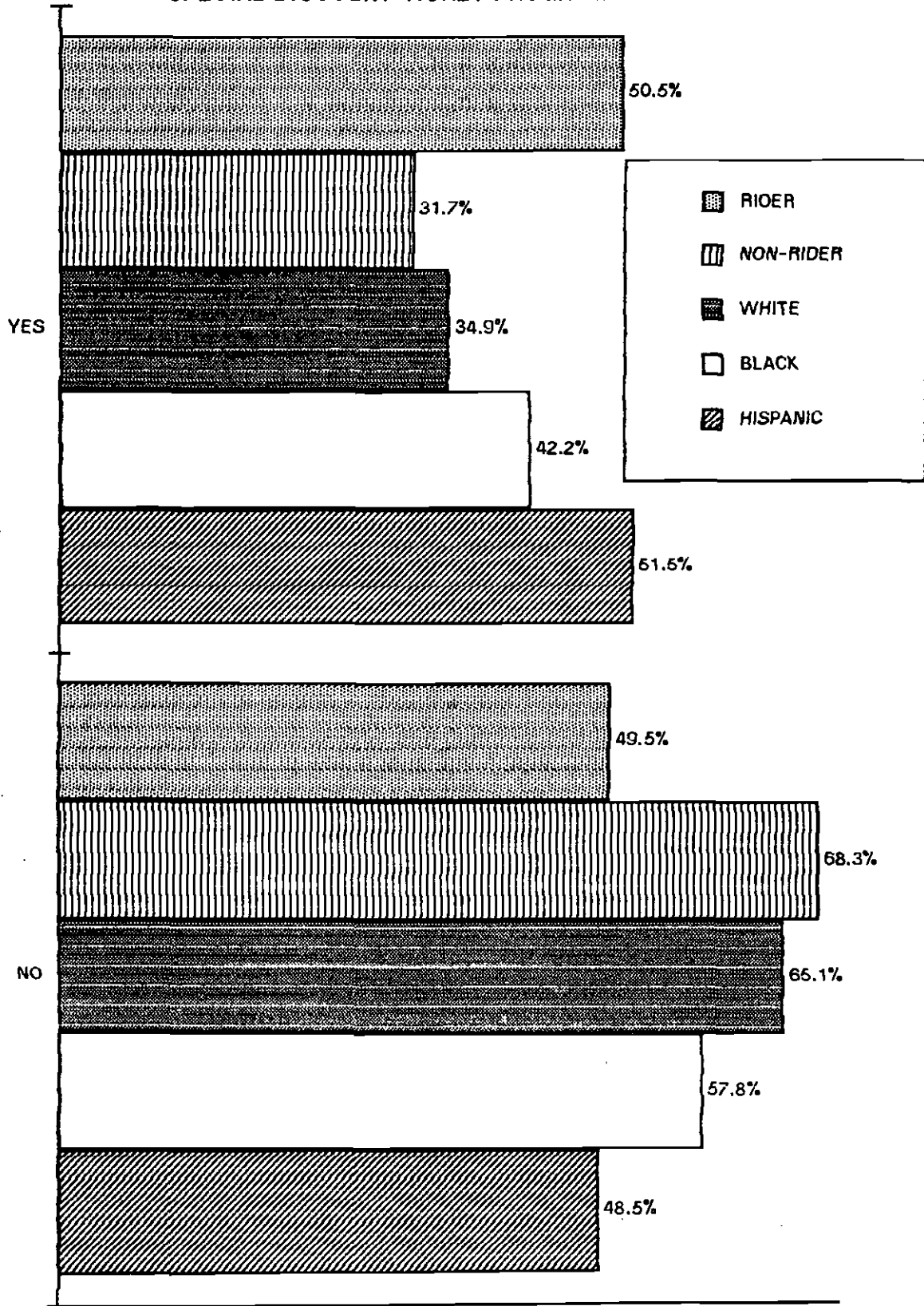


IS THIS A FAIR WAY OF ENCOURAGING  
NON-RUSH HOUR USE OF RTD?



C6

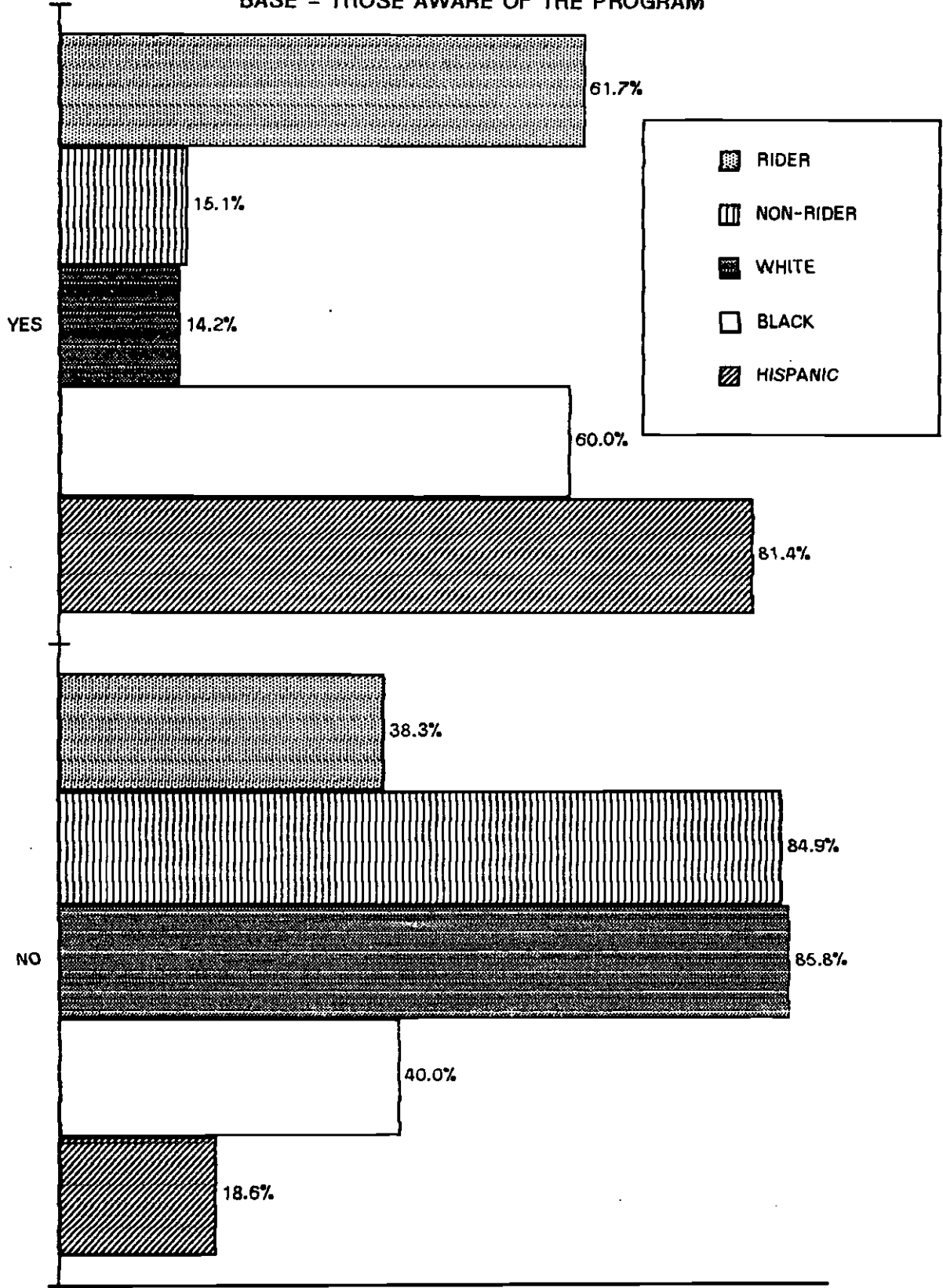
WERE YOU AWARE OF THE  
SPECIAL DISCOUNT TICKET PROGRAM?





DID YOU BUY DISCOUNT TICKETS DURING THAT TIME?

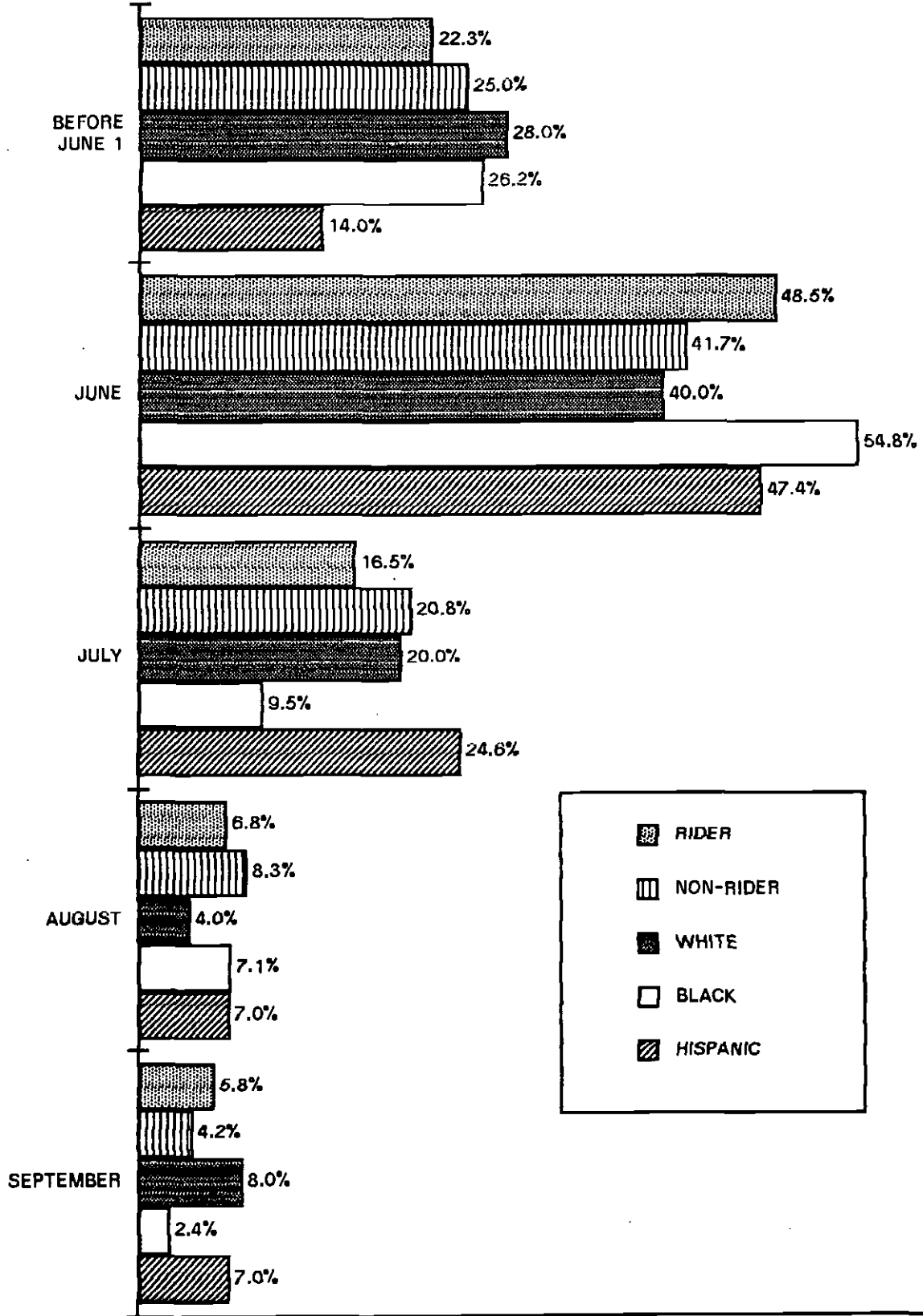
BASE = THOSE AWARE OF THE PROGRAM



C8

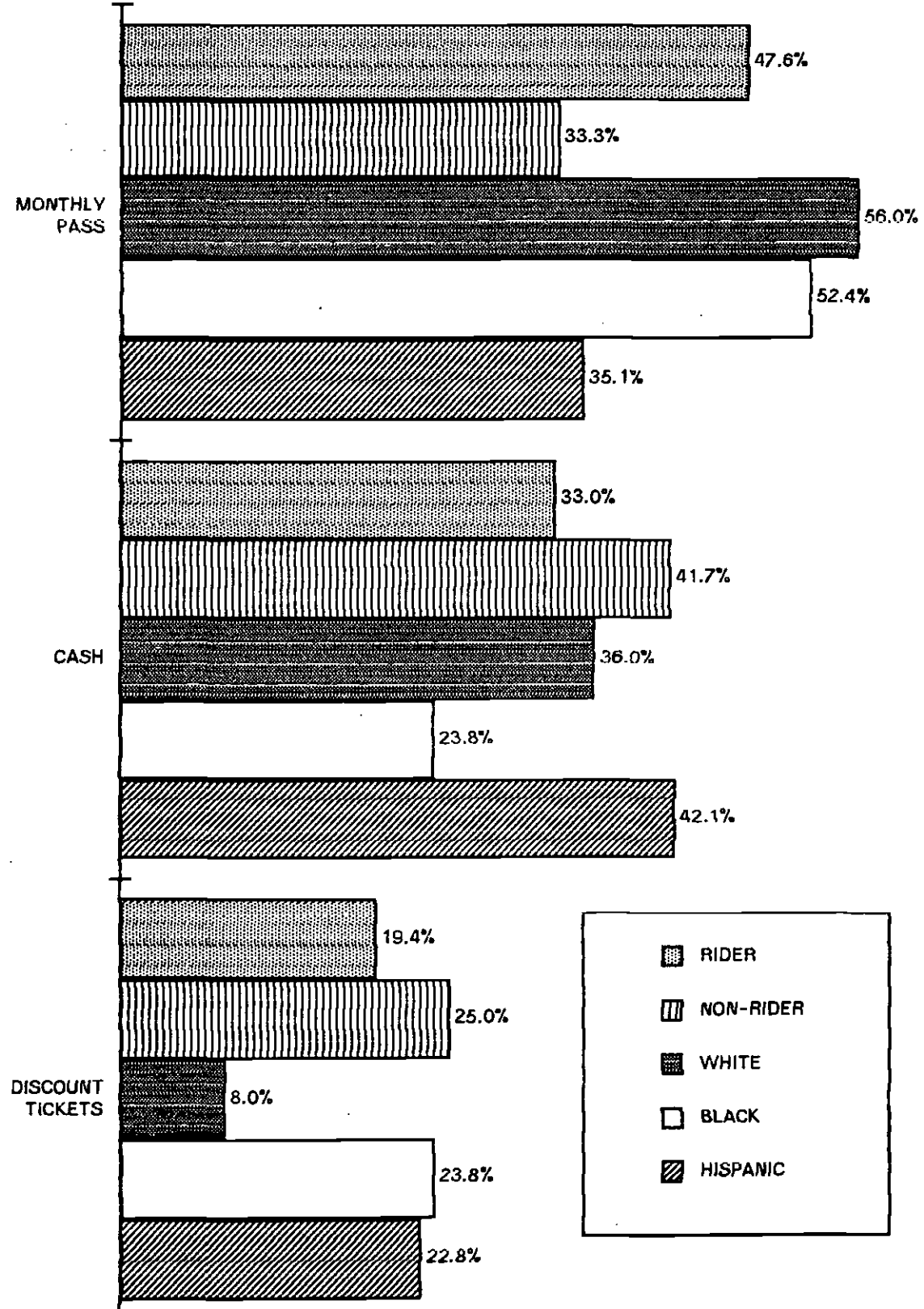
# WHEN DID YOU FIRST PURCHASE DISCOUNT TICKETS?

BASE = THOSE WHO PURCHASED TICKETS DURING SPECIAL PROGRAM



HOW DID YOU PAY YOUR FARE PRIOR TO THE PROGRAM?

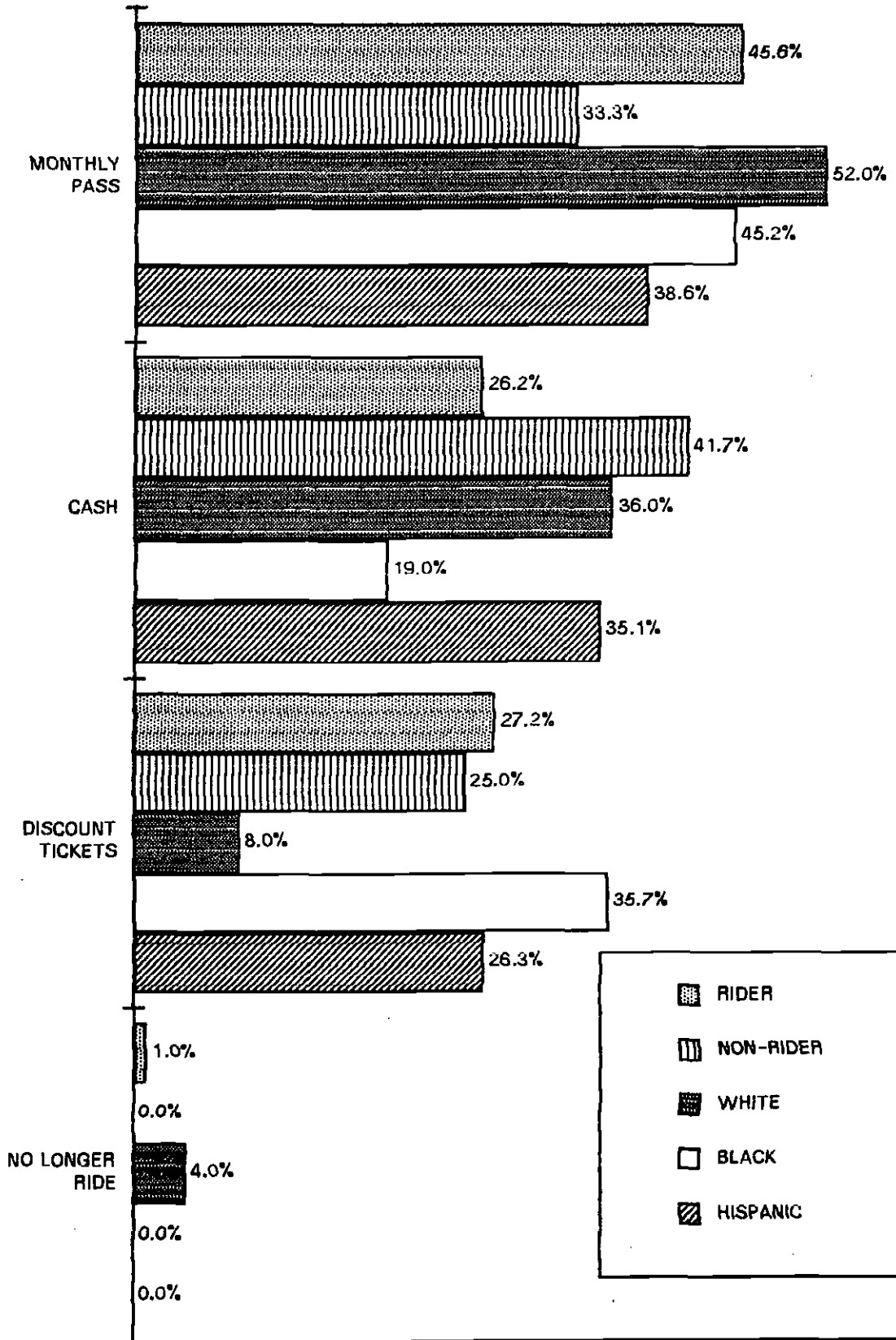
BASE = THOSE WHO PURCHASED TICKETS DURING SPECIAL PROGRAM



C10A

# HOW DO YOU PAY YOUR FARE NOW THAT THE PROGRAM IS OVER?

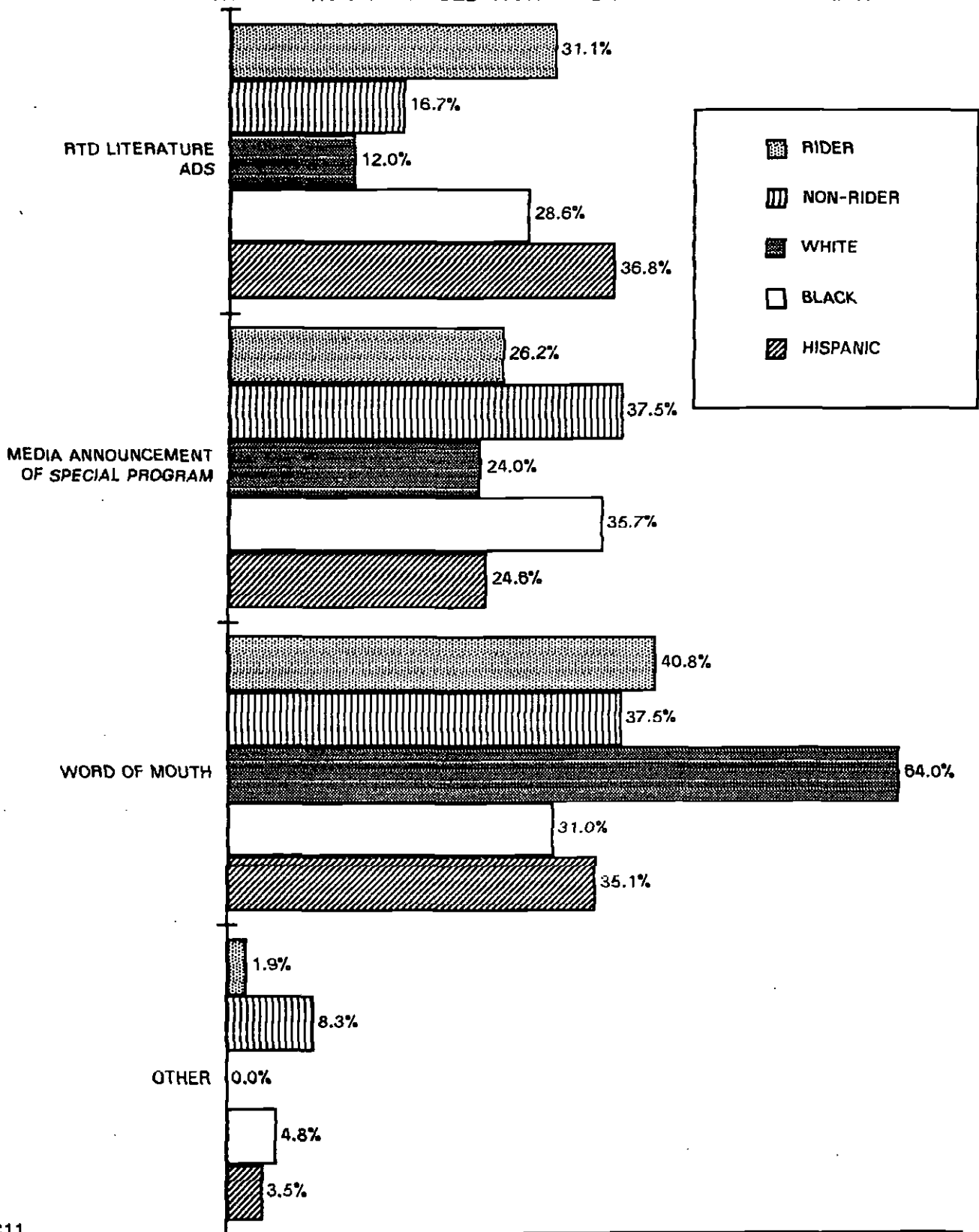
BASE = THOSE WHO PURCHASED TICKETS DURING SPECIAL PROGRAM



C10B

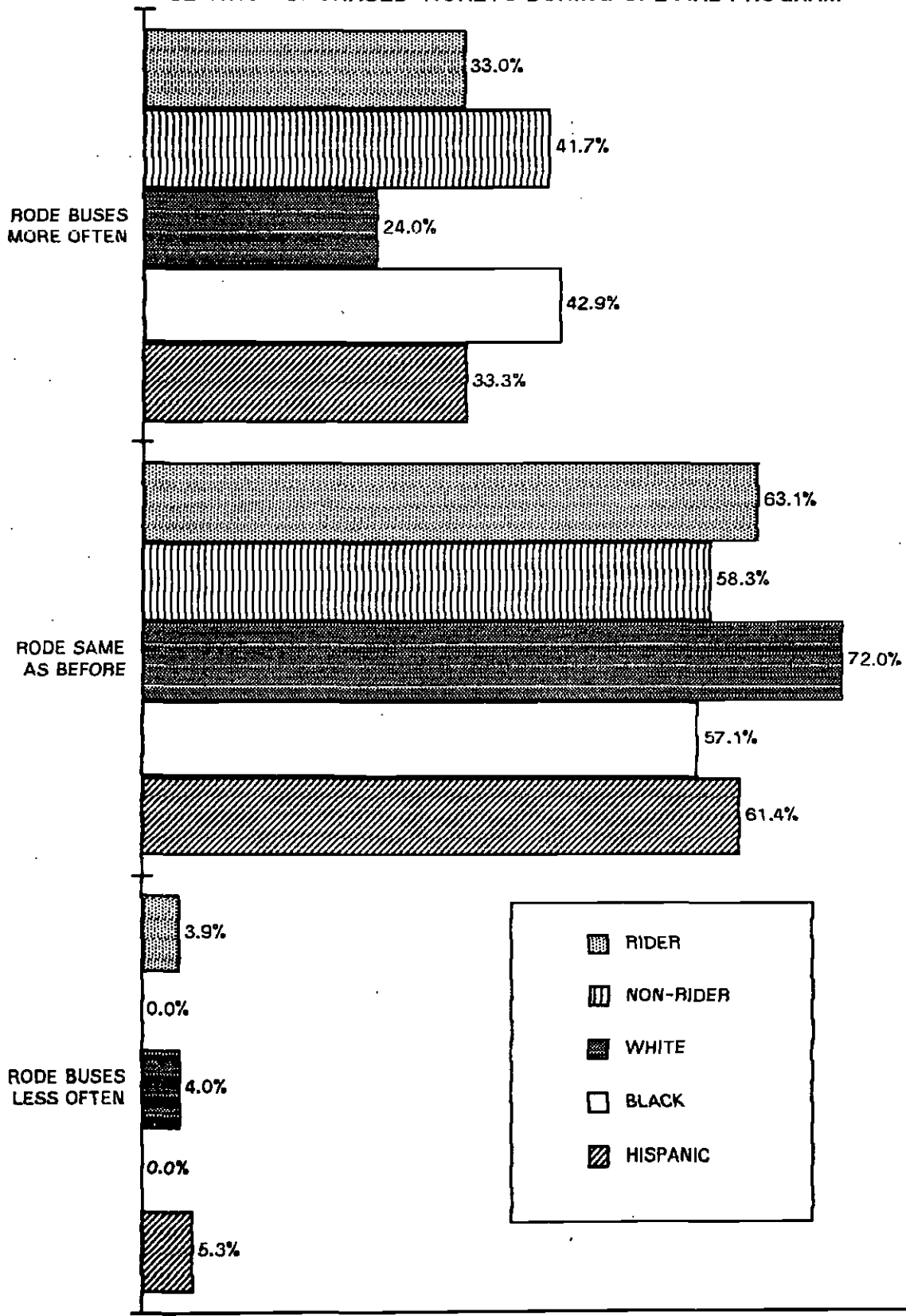
# HOW DID YOU FIRST LEARN ABOUT DISCOUNT TICKETS?

BASE = THOSE WHO PURCHASED TICKETS DURING SPECIAL PROGRAM



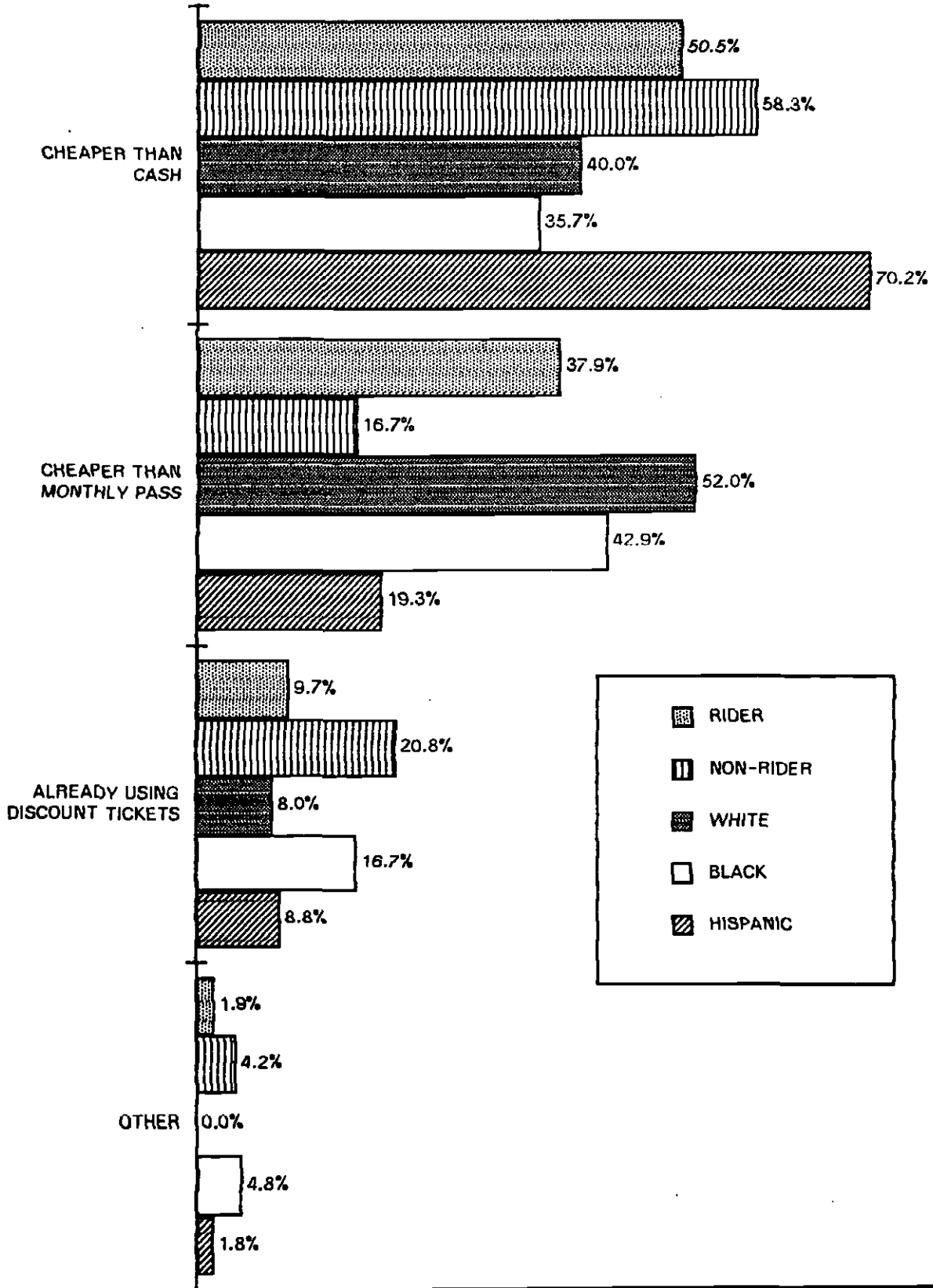
**RIDERSHIP HABITS DURING SPECIAL DISCOUNT PROGRAM:**

**BASE = THOSE WHO PURCHASED TICKETS DURING SPECIAL PROGRAM**

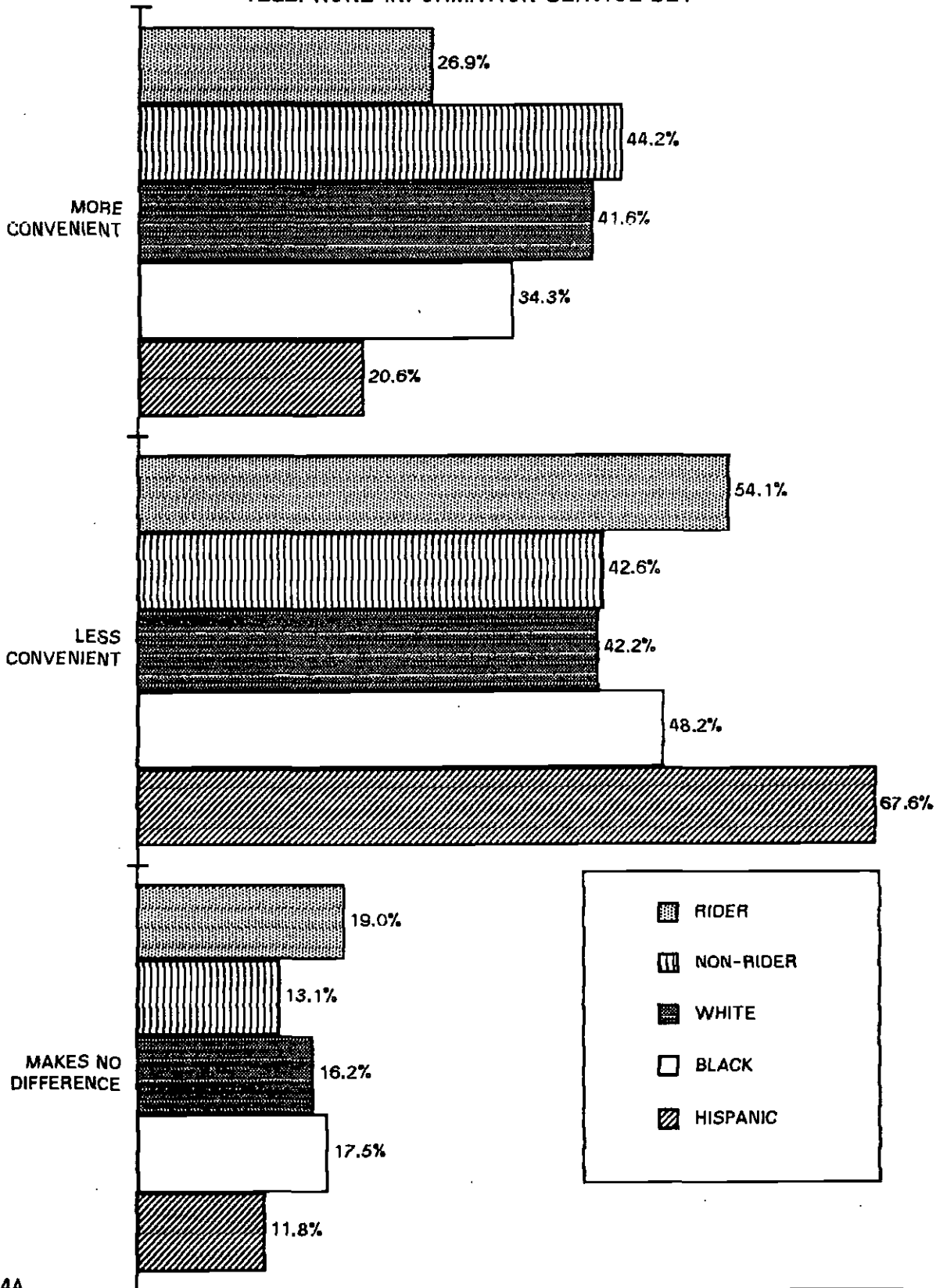


WHY DID YOU PURCHASE DISCOUNT TICKETS DURING SPECIAL PROGRAM?

BASE = THOSE WHO PURCHASED TICKETS DURING PROGRAM



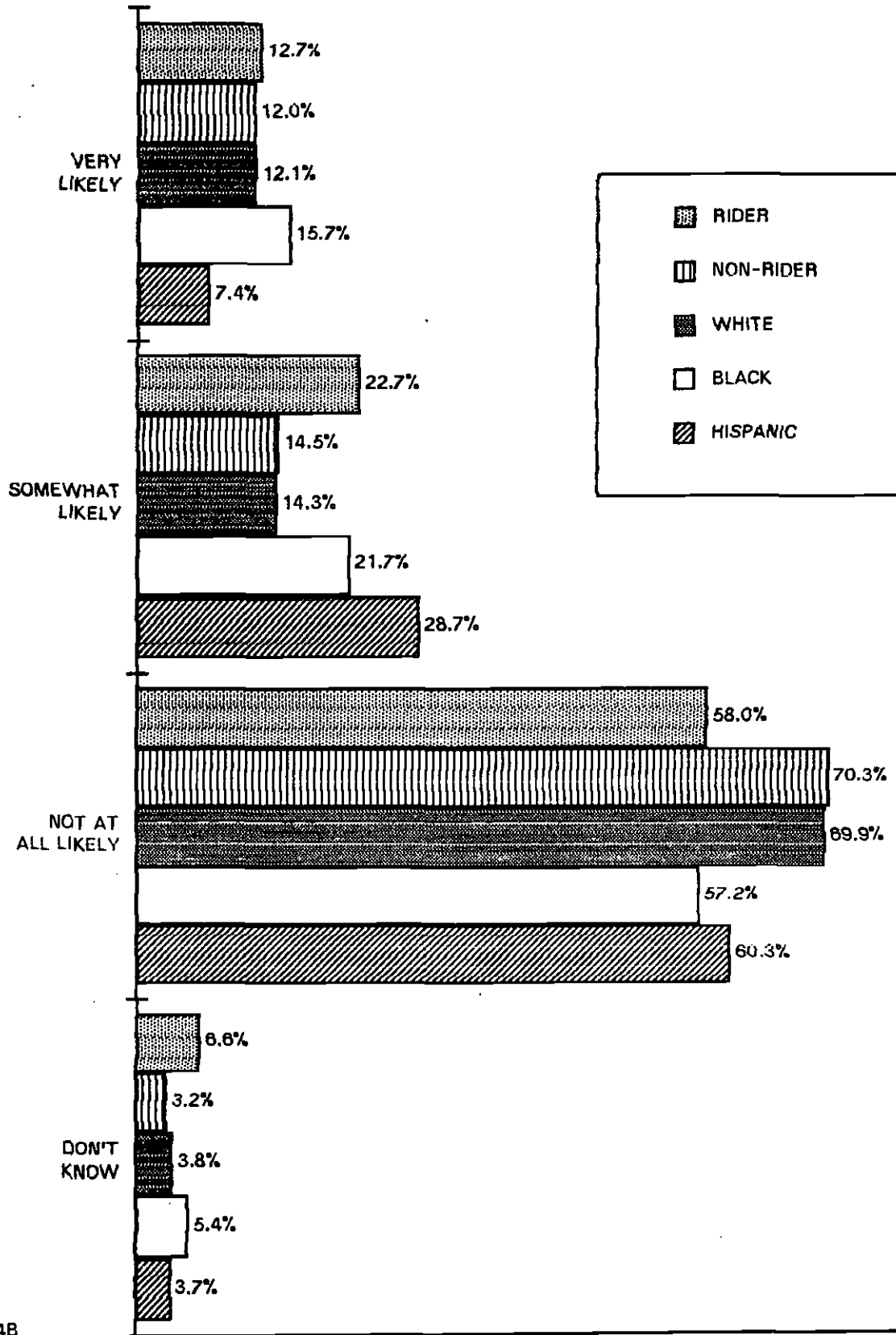
HOW CONVENIENT WOULD THIS NEW TELEPHONE INFORMATION SERVICE BE?



C14A

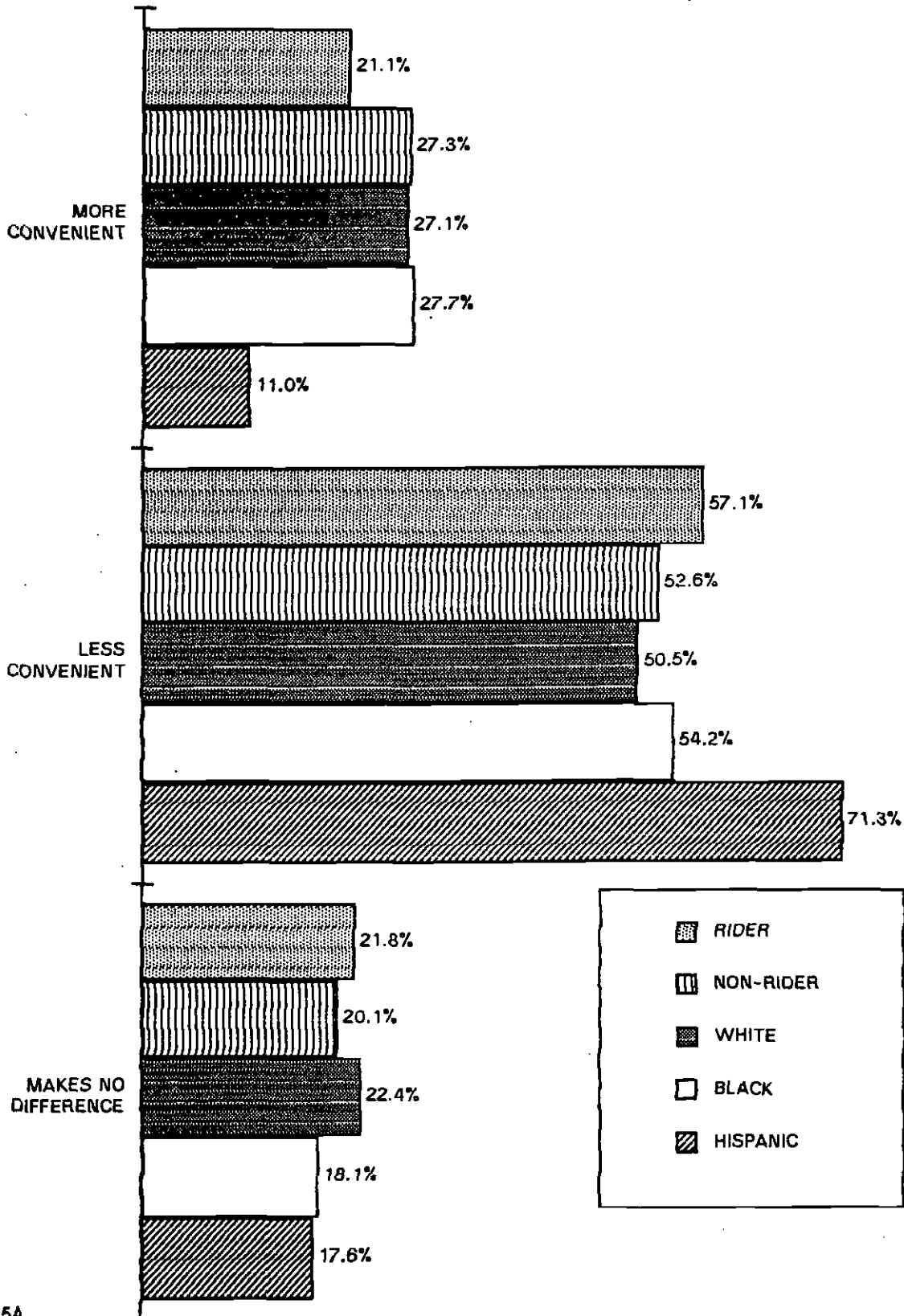


HOW LIKELY WOULD YOU BE TO BUY THE CODE BOOK FOR USE WITH NEW TELEPHONE INFORMATION SERVICE?



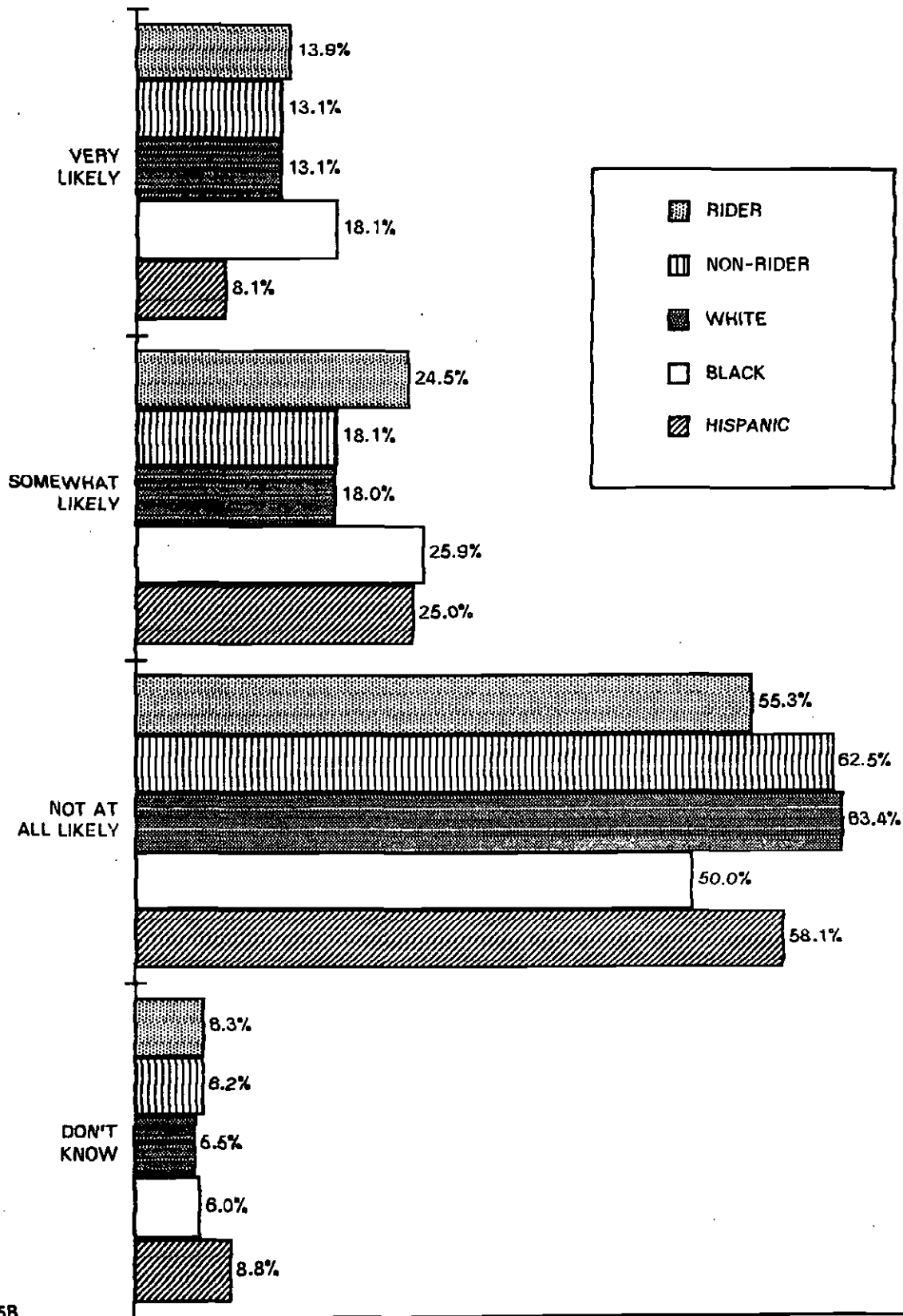
C14B

HOW CONVENIENT WOULD THE COMBINED TELEPHONE INFORMATION SERVICE BE?



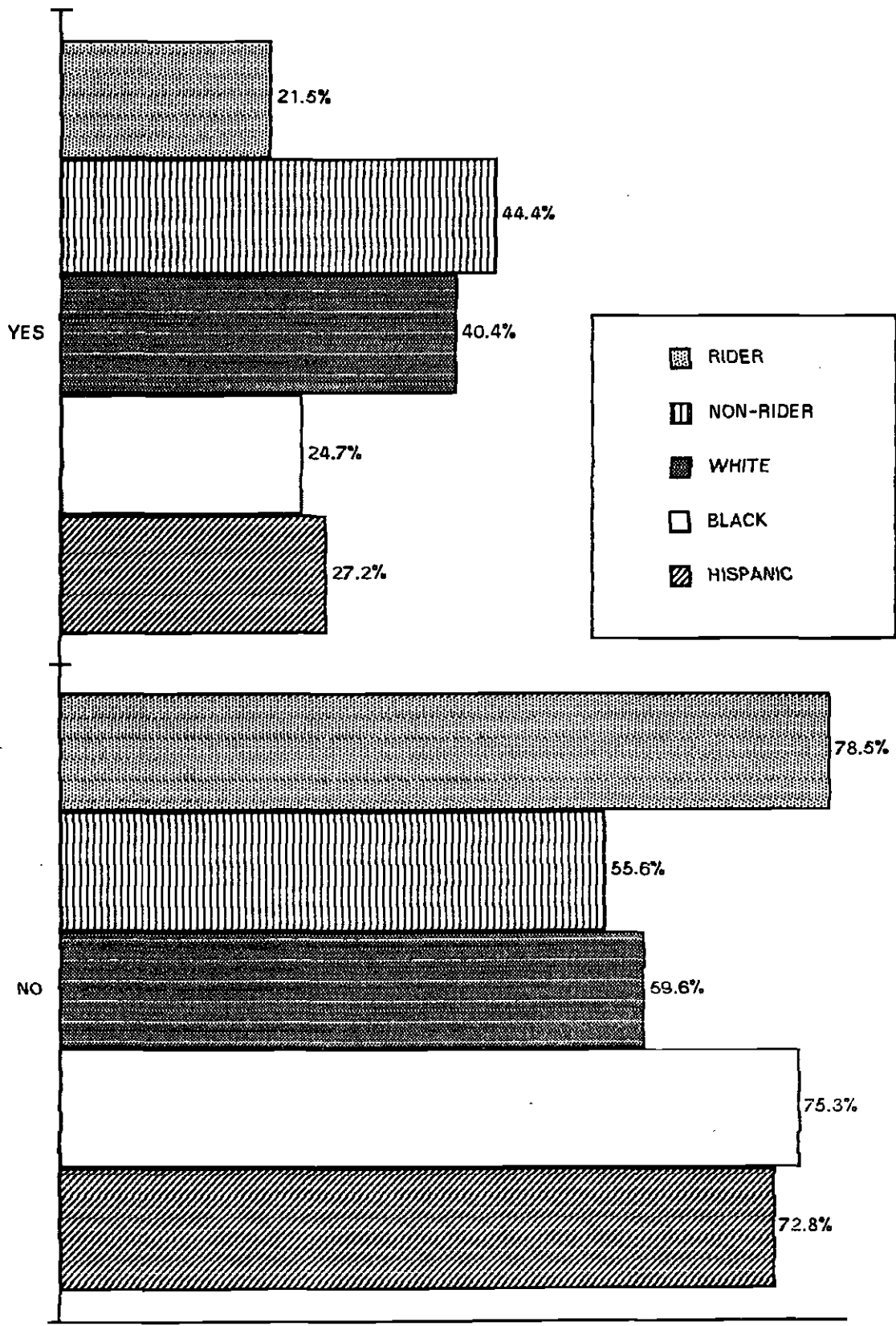
C15A

HOW LIKELY WOULD YOU BE TO BUY THE CODE BOOK FOR USE WITH COMBINED TELEPHONE INFORMATION SERVICE?



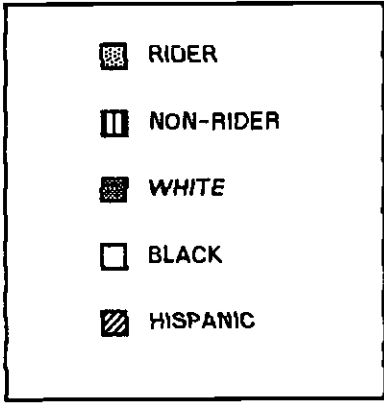
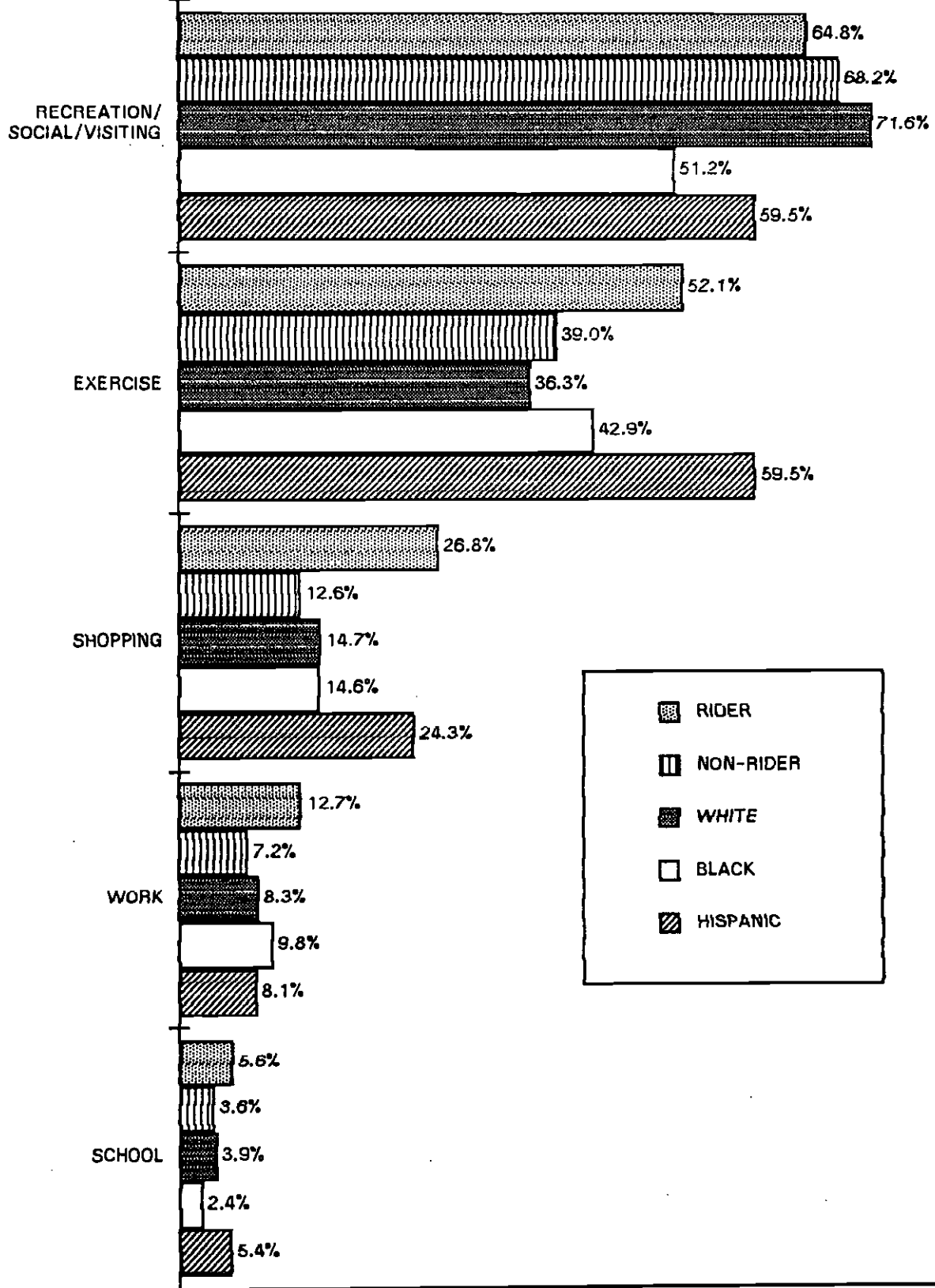
C15B

DO YOU OWN AND RIDE A BICYCLE?



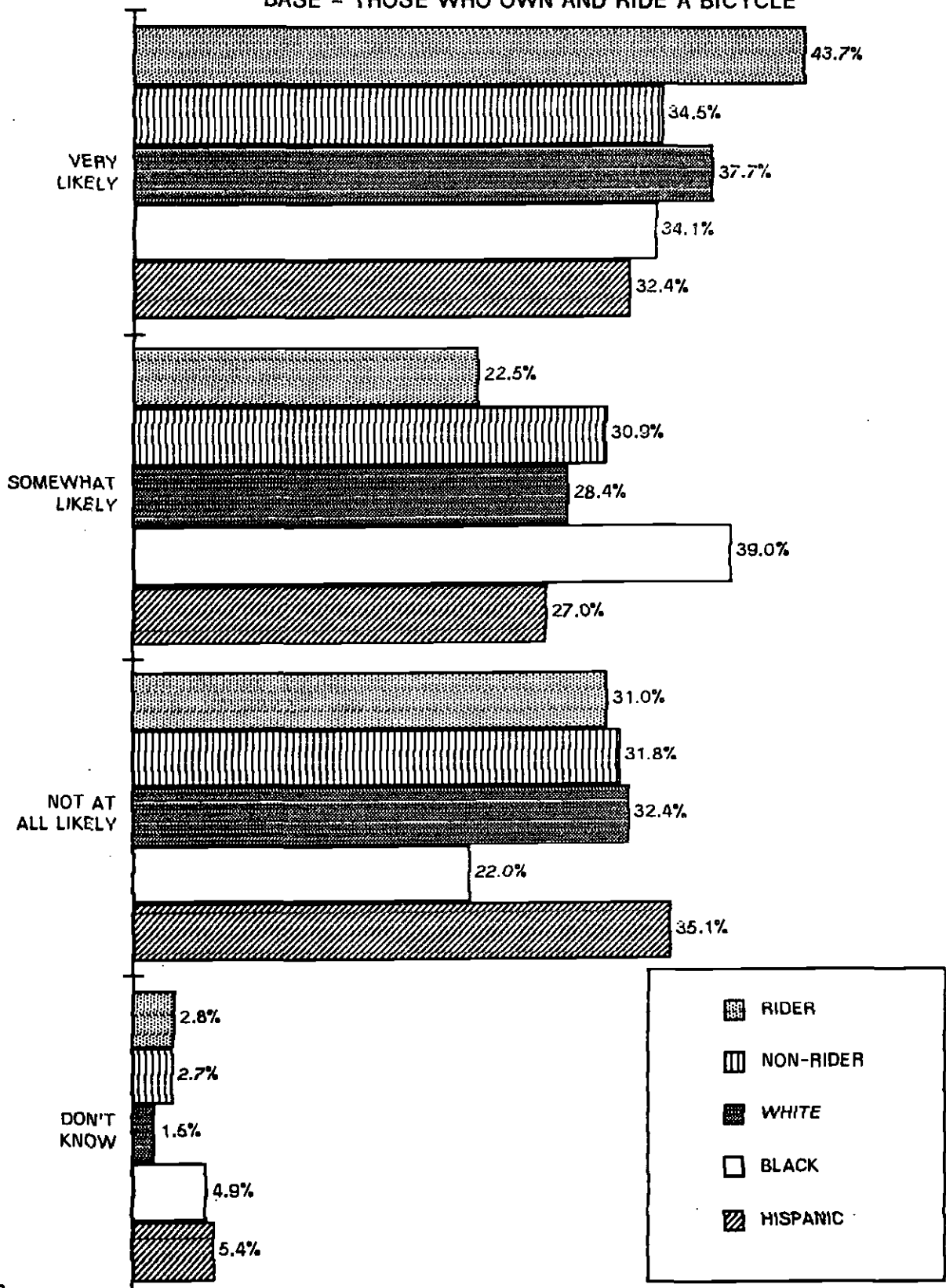
# WHAT KINDS OF TRIPS DO YOU TAKE BY BICYCLE?

BASE = THOSE WHO OWN AND RIDE A BICYCLE



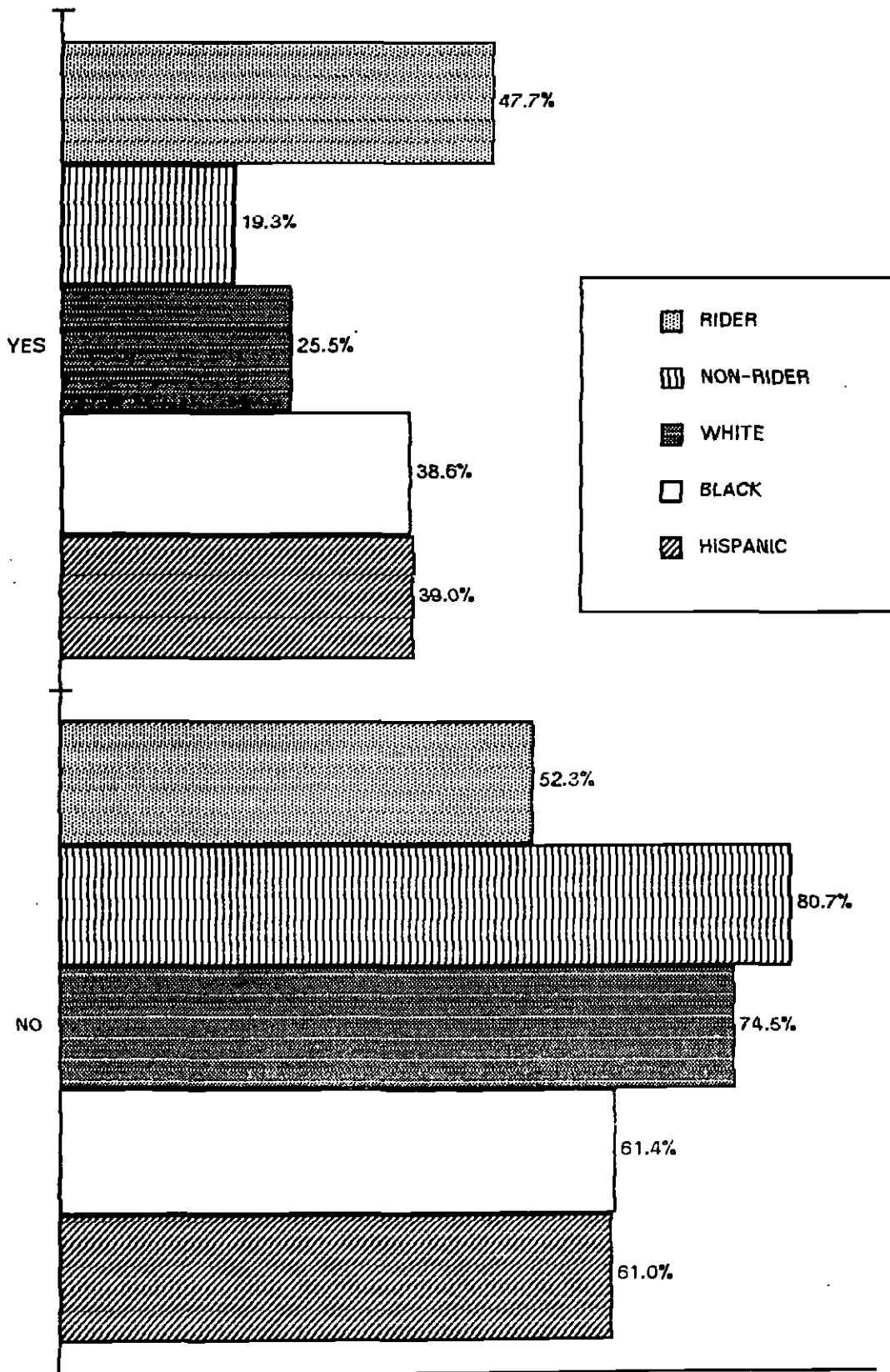
# HOW LIKELY WOULD YOU BE TO COMBINE A BICYCLE/BUS TRIP?

BASE = THOSE WHO OWN AND RIDE A BICYCLE

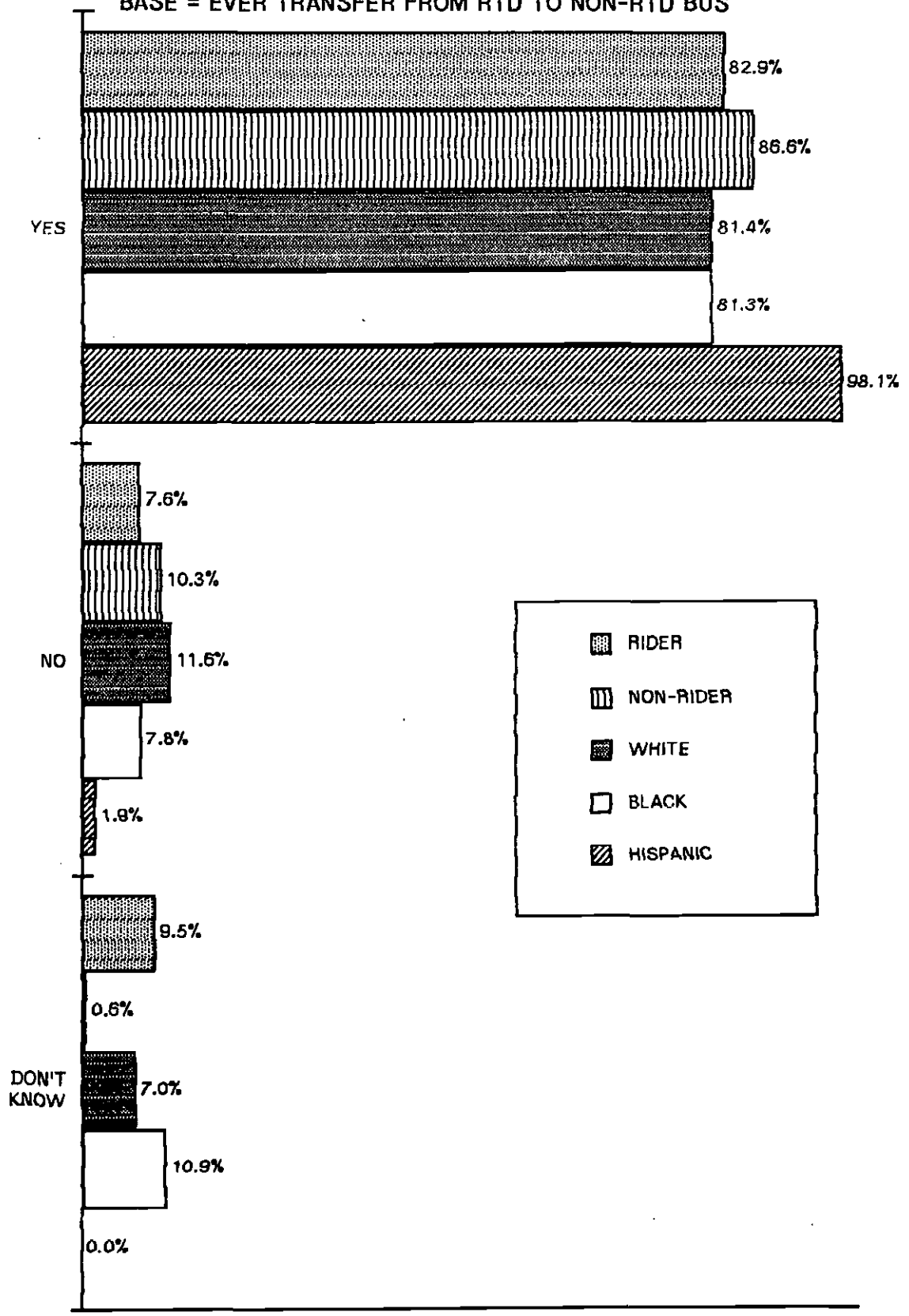


C18

EVER TRANSFER FROM AN RTD BUS TO A NON-RTD BUS?



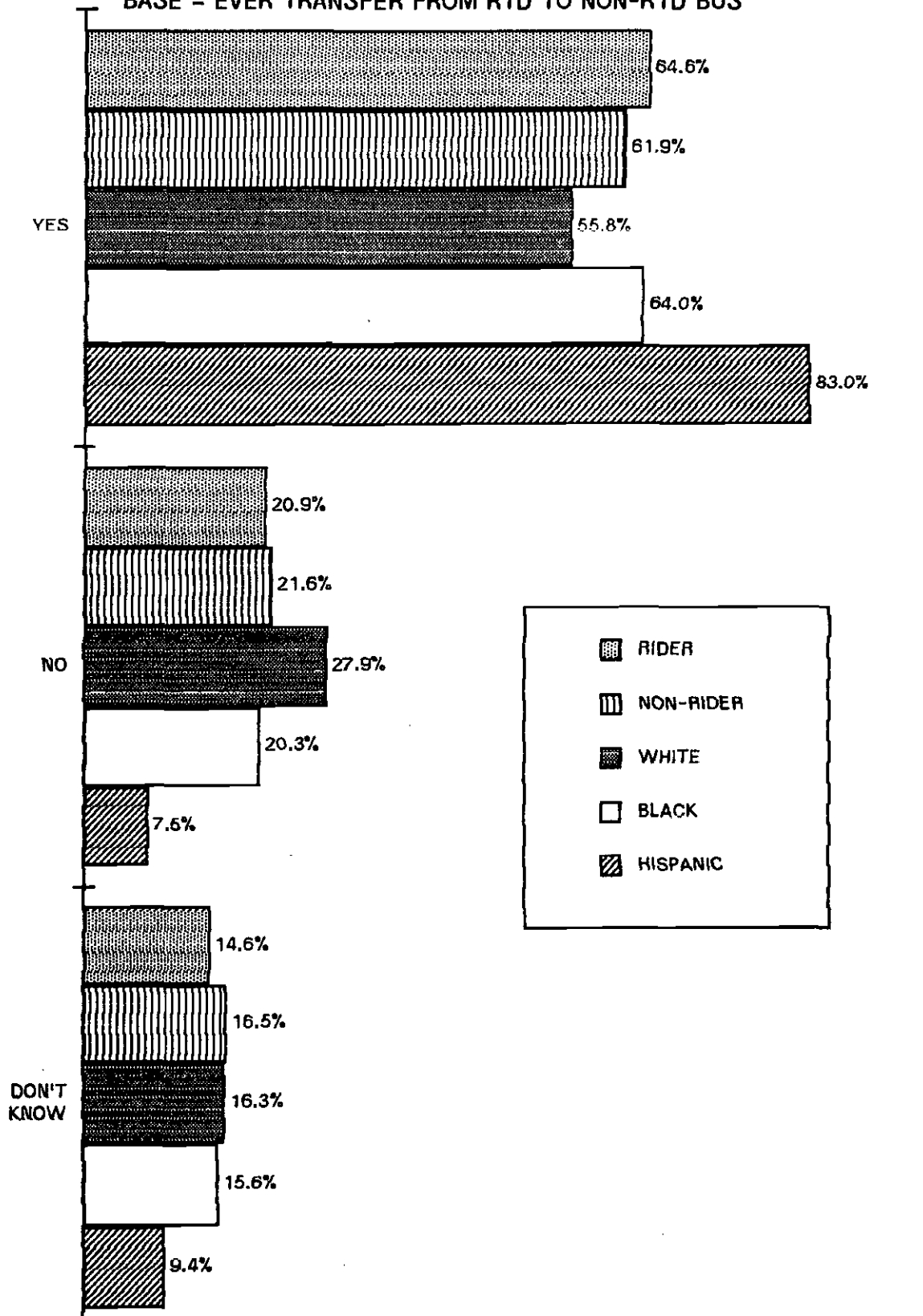
WOULD DUAL-COUNTY PASS/CASH FARE  
 MAKE IT EASIER TO USE TRANSIT?  
 BASE = EVER TRANSFER FROM RTD TO NON-RTD BUS



C20A



WOULD DUAL-COUNTY PASS/CASH FARE INCREASE YOUR USE OF TRANSIT?  
 BASE = EVER TRANSFER FROM RTD TO NON-RTD BUS



C20B

## V. METHODS AND TECHNICAL ASPECTS OF THE SURVEY

The third of three telephone surveys was completed in October of 1992. FACTS CONSOLIDATED interviewed 833 members of this panel in person, over the telephone; 331 Riders and 502 Non-riders. The ethnic breakdowns were as follows: 505 Caucasians, 166 Blacks, 136 Hispanics and 26 Asians/Others.

A sample size of 833 has a margin for statistical error of plus or minus 3.5% at the 95% confidence level. However, since the findings are projected back to the panel, which consists of 3,000 members in total, we are able to employ the Finite Population Correction Factor. This reduces the statistical error variance to  $\pm 2.5\%$  at the 95% confidence level. This means that the chances are 95 out of 100 that the results obtained for this survey would not vary more than 2.5% in either direction from results that would have been obtained had all 3,000 members of the panel been interviewed.

Smaller cells have different margins for statistical error. These are as follows: Riders =  $\pm 5.5\%$ ; Non-riders =  $\pm 4.5\%$ ; Caucasians =  $\pm 4.5\%$ ; Blacks =  $\pm 7.8\%$ ; Hispanics =  $\pm 8.6\%$ .

Using a random systematic means of sample selection, 833 members of the consumer panel were interviewed, in person over the telephone. At least 3 callbacks were made to those who could not be reached before a substitution was made. Although it would have been possible to complete the survey in less time, the interviewing period was established to encompass three weekdays and two weekend days, to help ensure that the sample was representative of the entire panel, and would not consist only of those who were at home when the interviewer called.

## CHARACTERISTICS OF THE SAMPLE

	<u>TOTAL</u>
	833
	%
RIDERS .....	39.7
NON-RIDERS .....	60.3
GENDER: MALE .....	46.6
FEMALE .....	53.4
ETHNICITY: CAUCASIAN .....	60.6
BLACK .....	19.9
HISPANIC .....	16.3
ASIAN/OTHER .....	3.1
AREA: EAST LOS ANGELES .....	8.6
MID-CITIES .....	11.2
SAN FERNANDO VALLEY .....	13.8
SAN GABRIEL VALLEY .....	10.2
SOUTH BAY .....	13.7
SOUTH CENTRAL .....	10.8
WESTERN REGION (L.A.) ...	17.0
BURBANK/GLENDALE/PASADENA	14.6

#6133-C

FACTS CONSOLIDATED

INT'V: \_\_\_\_\_

922 N. VINE ST. #205 L.A. 90038

SEPTEMBER 1992

(213)856-5050 / 1-800-892-5839

DATE: \_\_\_\_\_

MALE .... -1  
 FEMALE .. -2

WHITE ..... -1  
 BLACK ..... -2  
 HISPANIC .. -3  
 ASIAN/OTHER -4

RIDER ..... -1  
 NON-RIDER .. -2

AREA # \_\_\_\_\_

Hello, I'm \_\_\_\_\_, from FACTS CONSOLIDATED in Los Angeles. May I please speak to \_\_\_\_\_ (NAME OF PERSON ON PANEL) ? (RE-INTRODUCE YOURSELF, IF NECESSARY.)

I'm calling with a very short survey today. I'll need only a few minutes of your time.

1. At your place of employment, how does management (or your employer) communicate with the people who work there? For example, if work hours were to be changed, or if a new health plan were going to go into effect, how does the word usually get through to the employees? (TALLY BELOW)

ELECTRONIC MAIL:	IN-HOUSE
A NEWSLETTER OR OTHER	VIDEO NETWORK:
IN-HOUSE PUBLICATION:	MEETINGS:
NOTICES ON A	
BULLETIN BOARD:	WORD-OF-MOUTH:

MEMOS: \_\_\_\_\_

OTHER (SPECIFY AND TALLY): \_\_\_\_\_

OTHER (SPECIFY AND TALLY): \_\_\_\_\_

OTHER (SPECIFY AND TALLY): \_\_\_\_\_

OTHER (SPECIFY AND TALLY): \_\_\_\_\_

OTHER (SPECIFY AND TALLY): \_\_\_\_\_

1a. How do you prefer to receive information from your employer? (TALLY BELOW)

ELECTRONIC MAIL:	IN-HOUSE
A NEWSLETTER OR OTHER	VIDEO NETWORK:
IN-HOUSE PUBLICATION:	MEETINGS:
NOTICES ON A	
BULLETIN BOARD:	WORD-OF-MOUTH:

MEMOS: \_\_\_\_\_

OTHER (SPECIFY AND TALLY): \_\_\_\_\_

OTHER (SPECIFY AND TALLY): \_\_\_\_\_

OTHER (SPECIFY AND TALLY): \_\_\_\_\_

OTHER (SPECIFY AND TALLY): \_\_\_\_\_

OTHER (SPECIFY AND TALLY): \_\_\_\_\_

2. Has the present state of the economy caused you to make any changes in your use of transit services, or the number of trips you make by car?

YES, USE OF TRANSIT SERVICES HAS BEEN AFFECTED IN THESE WAYS:

FEWER BUS OR TRAIN TRIPS TO AND FROM:

WORK: RECREATION/SOCIAL/VISITING:

SHOPPING: SCHOOL:

OTHER (SPECIFY AND TALLY):

OTHER (SPECIFY AND TALLY):

YES, NOW MAKE FEWER CAR TRIPS TO AND FROM:

WORK: RECREATION/SOCIAL/VISITING:

SHOPPING: SCHOOL:

OTHER (SPECIFY AND TALLY):

OTHER (SPECIFY AND TALLY):

NO, NO CHANGE IN NUMBER OF TRIPS:

3. When riding RTD buses, do you usually ride during rush hours; that is, between 6:00 a.m. and 9:00 a.m., or between 4:00 p.m. and 7:00 p.m.?

YES: NO:

IF "NO", SKIP TO Q.4

3a. (IF "YES":) Do you ride during rush hour because you have to, or could you just as easily schedule your trips for off peak hours?

RIDE DURING RUSH HOUR BECAUSE I HAVE TO: COULD JUST AS EASILY RIDE DURING OFF-PEAK HOURS:

Vertical dashed line separator

4. Right now, RTO buses and trains are the most crowded during rush hours. In order to encourage use of buses and trains between 9:00 a.m. and 4:00 p.m., and after 7:00 p.m., base fares could be increased by .25 cents to ride the buses and trains between 6:00 a.m. and 9:00 a.m. and between 4:00 p.m. and 7:00 p.m. Monthly passes could require the purchase of a \$5 rush hour sticker in order to be honored during those times.

If this happened, how would it affect your use of RTO buses and trains?

I WOULD CONTINUE TO RIDE  
DURING RUSH HOURS AS OFTEN AS  
I DO NOW AND PAY THE INCREASED FARE:

---

I WOULD ADJUST MY RIDING HABITS SO THAT  
I CAN RIDE LESS OFTEN DURING RUSH HOURS  
AND MORE OFTEN AT OTHER TIMES:

---

I WOULD ARRANGE ALTERNATE  
TRANSPORTATION DURING RUSH HOURS, AND  
RIDE RTO BUSES AND TRAINS LESS OFTEN:

---

IT MAKES NO DIFFERENCE, BECAUSE I NEVER  
RIDE RTO BUSES AND TRAINS (DURING RUSH HOURS):

---

4a. Do you believe this is a fair way of encouraging use of RTO buses and trains during off-peak, or non-rush hours?

YES: \_\_\_\_\_ NO: \_\_\_\_\_

---

5. Between June 1 and September 30 of this year, RTO implemented a special reduced bus fare program, with the purchase of discount tickets. During this four month period, discount tickets could be bought for \$5.00 for a book of ten, instead of the regular price of \$9.00. This reduced the cost of one-way base fare for RTO buses to .50 cents. The purpose of this program was to help ease transportation burdens for those affected by the recent riots. Were you aware of this before just now?

YES: \_\_\_\_\_ NO: \_\_\_\_\_

IF "NO", SKIP TO Q.6

5a. (IF "YES") Did you purchase discount tickets during this time?

YES: \_\_\_\_\_ NO: \_\_\_\_\_

IF "NO", SKIP TO Q.6

5b. (IF "YES") When did you first begin purchasing discount ticket books?

BEFORE JUNE 1: \_\_\_\_\_

JUNE: \_\_\_\_\_ JULY: \_\_\_\_\_

AUGUST: \_\_\_\_\_ SEPTEMBER: \_\_\_\_\_

5c. Prior to the start of the special discount ticket program, how did you usually pay your fare?

MONTHLY PASS:	DISCOUNT TICKETS:
CASH:	OTHER:

DID NOT RIDE BUSES BEFORE:

5d. How do you usually pay your fare now that the program is over?

MONTHLY PASS:	DISCOUNT TICKETS:
CASH:	OTHER:

NO LONGER RIDING BUSES:

5e. How did you first learn about discount ticket books?

RTD LITERATURE/ADVERTISING:

NEWSPAPER/TV/RADIO ANNOUNCEMENT OF SPECIAL DISCOUNT PROGRAM:

WORD-OF-MOUTH:

OTHER:

5e. When the special discount ticket program was in effect, did you: (READ LIST)

A. RIDE BUSES MORE OFTEN THAN BEFORE:

B. RIDE BUSES THE SAME AS BEFORE:

C. RIDE BUSES LESS OFTEN THAN BEFORE:

5f. Why did you decide to purchase discount ticket books when the special program was in effect?

ALREADY USING DISCOUNT TICKETS:	CHEAPER THAN A MONTHLY PASS:
CHEAPER THAN CASH:	OTHER:

6. RTD is implementing a new automated voice response system for riders who need route and timetable information. Riders would call a (900) number and, by using a touch tone telephone, enter code numbers for points of departure and arrival, as well as the time of day of travel. The requested information would then be given to the caller instantaneously, with no time spent "on hold." Information would include routes, bus lines, transfers and all fare costs.

In order to use the new automated system, riders would need to purchase a book containing code numbers for all streets serviced by RTD. The book would cost \$2.50, and would be available at RTD Customer Service Centers. In addition, each call to the (900) number would cost .35 cents per minute; however, each call would take no more than 3 minutes to complete.

Do you believe this service would make obtaining RTD route and timetable information ...  
(READ LIST)

MORE CONVENIENT: \_\_\_\_\_

LESS CONVENIENT: \_\_\_\_\_

or DOES IT MAKE NO DIFFERENCE: \_\_\_\_\_

6a. How likely would you be to buy the \$2.50 code book?

VERY LIKELY: \_\_\_\_\_

SOMEWHAT LIKELY: \_\_\_\_\_

NOT AT ALL LIKELY: \_\_\_\_\_

DON'T KNOW/NOT SURE: \_\_\_\_\_

6b. RTD is considering combining this system with the present information line, which is a local telephone number to an RTD operator. In this case, the caller verbally gives the departure and arrival codes aquired from the directory, and time of day of travel to the operator. The operator accesses the automated system and gives the information verbally to the caller. This call would be free, eliminating the .35 cents per minute charge; however, the caller would still need to purchase the \$2.50 code book, and may spend an indefinite amount of time on hold waiting for an operator.

Do you believe this would make obtaining RTD route and timetable information ...  
(READ LIST)

MORE CONVENIENT: \_\_\_\_\_

LESS CONVENIENT: \_\_\_\_\_

or DOES IT MAKE NO DIFFERENCE: \_\_\_\_\_



6c. If the two information systems were to be combined in this way, how likely would you be to buy the \$2.50 code book?

VERY LIKELY: \_\_\_\_\_

SOMEWHAT LIKELY: \_\_\_\_\_

NOT AT ALL LIKELY: \_\_\_\_\_

DON'T KNOW/NOT SURE: \_\_\_\_\_

7. Do you own and ride a bicycle?

YES: \_\_\_\_\_ | NO: \_\_\_\_\_

IF "NO", SKIP TO Q.8

7a. (IF "YES":) What kinds of trips do you take by bicycle?

WORK: \_\_\_\_\_ | RECREATION/  
| SOCIAL/VISITING: \_\_\_\_\_

SHOPPING: \_\_\_\_\_ | SCHOOL: \_\_\_\_\_

EXERCISE \_\_\_\_\_

OTHER (SPECIFY AND TALLY): \_\_\_\_\_

7b. Would you ever combine a bicycle trip with a bus trip, if the bus was equipped with a bike rack? That is, if you could ride your bike to a bus stop, stow it on a bike rack, continue on the bus to the vicinity of your destination, get off the bus and retrieve your bike, and continue, by bike, to your final destination, how likely is it that you would do this?

VERY LIKELY: \_\_\_\_\_

SOMEWHAT LIKELY: \_\_\_\_\_

NOT AT ALL LIKELY: \_\_\_\_\_

DON'T KNOW/NOT SURE: \_\_\_\_\_

=====

8. Do you ever transfer from an RTD bus to a Non-RTD bus, such as Foothill Transit, Santa Monica Municipal Bus Line, Long Beach Transit, Montebello Bus Line, or Orange County Transit District?

YES: \_\_\_\_\_ | NO: \_\_\_\_\_

8a. (IF "YES":) If it were possible to purchase a monthly pass that is valid on all bus and transit systems in Los Angeles and Orange counties, or a cash fare mode (such as a ticket or token) that would be valid on all systems, would this ...

A. ... MAKE IT EASIER FOR YOU TO USE TRANSIT IN L.A. AND ORANGE COUNTIES?

YES: \_\_\_\_\_

NO: \_\_\_\_\_

DON'T KNOW/NOT SURE: \_\_\_\_\_

B. ... INCREASE YOUR USAGE OF THE TRANSIT SYSTEM IN L.A. AND ORANGE COUNTIES?

YES: \_\_\_\_\_

NO: \_\_\_\_\_

DON'T KNOW/NOT SURE/  
(DEPENDS ON COST): \_\_\_\_\_

Thank you for your time and thinking!

#6133-C

FACTS CONSOLIDATED  
922 N. VINE ST. #205 L.A. 90038  
(213)856-5050 / 1-800-892-5839

INT'V: \_\_\_\_\_

SEPTEMBER 1992

DATE: \_\_\_\_\_

MALE .... -1  
FEMALE .. -2

AREA # \_\_\_\_\_

WHITE ..... -1  
BLACK ..... -2  
HISPANIC .. -3  
ASIAN/OTHER -4

RIDER ..... -1  
NON-RIDER .. -2

Hola, soy \_\_\_\_\_ de FACTS CONSOLIDATED en Los Angeles. Por favor, podria hablar con \_\_\_\_\_ (NAME OF PERSON ON PANEL) ? (RE-INTRODUCE YOURSELF IF NECESSARY.)

Estoy llamando con una encuesta muy corta el dia de hoy. Solo necesitare unos cuantos minutos de su tiempo.

1. En su lugar de empleo, como se comunica la direccion (o su empleador) con la gente que trabaja alli?  
Por ejemplo, si las horas de trabajo fueran cambiadas, o si un nuevo plan de salud esta por tomar efecto, como es que la voz, usualmente, llega a los empleados? (TALLY BELOW)

CORRED ELECTRONICO: \_\_\_\_\_ :RED INTERNA  
HOJA INFORMATIVA U OTRA \_\_\_\_\_ :DE VIDE0: \_\_\_\_\_  
PUBLICACION INTERNA: \_\_\_\_\_ |  
NOTAS EN UNA \_\_\_\_\_ :REUNIONES: \_\_\_\_\_  
TABLA DE ANUNCIOS: \_\_\_\_\_ :DE BOCA EN BOCA: \_\_\_\_\_

MEMOS: \_\_\_\_\_  
OTRO (SPECIFY AND TALLY): \_\_\_\_\_  
OTRO (SPECIFY AND TALLY): \_\_\_\_\_  
OTRO (SPECIFY AND TALLY): \_\_\_\_\_  
OTRO (SPECIFY AND TALLY): \_\_\_\_\_  
OTRO (SPECIFY AND TALLY): \_\_\_\_\_

1a. Como prefiere usted recibir informacion de parte de su empleador? (TALLY BELOW)

CORRED ELECTRONICO: \_\_\_\_\_ :RED INTERNA  
HOJA INFORMATIVA U OTRA \_\_\_\_\_ :DE VIDE0: \_\_\_\_\_  
PUBLICACION INTERNA: \_\_\_\_\_ |  
NOTAS EN UNA \_\_\_\_\_ :REUNIONES: \_\_\_\_\_  
TABLA DE ANUNCIOS: \_\_\_\_\_ :DE BOCA EN BOCA: \_\_\_\_\_

MEMOS: \_\_\_\_\_  
OTRO (SPECIFY AND TALLY): \_\_\_\_\_  
OTRO (SPECIFY AND TALLY): \_\_\_\_\_  
OTRO (SPECIFY AND TALLY): \_\_\_\_\_  
OTRO (SPECIFY AND TALLY): \_\_\_\_\_  
OTRO (SPECIFY AND TALLY): \_\_\_\_\_

2. El estado actual de la economia ha causado que usted haga algun cambio en su uso de los servicios de transito, o en el numero de viajes que hace en automovil?

SI, EL USO DE LOS SERVICIOS DE TRANSITO SE HA VISTO AFECTADO DE ESTAS MANERAS:

MENOS VIAJES EN TREN O AUTOBUS HACIA Y DESDE:

TRABAJO: \_\_\_\_\_ ; RECREACION / SOCIAL / VISITAS: \_\_\_\_\_  
COMPRAS: \_\_\_\_\_ ; ESCUELA: \_\_\_\_\_

OTRO (SPECIFY AND TALLY): \_\_\_\_\_

OTRO (SPECIFY AND TALLY): \_\_\_\_\_

SI, AHORA HAGO MENOS VIAJES EN AUTOMOVIL HACIA Y DESDE:

TRABAJO: \_\_\_\_\_ ; RECREACION / SOCIAL / VISITAS: \_\_\_\_\_  
COMPRAS: \_\_\_\_\_ ; ESCUELA: \_\_\_\_\_

OTRO (SPECIFY AND TALLY): \_\_\_\_\_

OTRO (SPECIFY AND TALLY): \_\_\_\_\_

NO, NINGUN CAMBIO EN EL NUMERO DE VIAJES

3. Cuando esta viajando en autobuses del RTD, usted usualmente lo hace durante las horas de mayor trafico; esto es, entre las 6:00 a.m. y las 9:00 a.m., o entre las 4:00 p.m. y 7p.m.?

SI: \_\_\_\_\_ NO: \_\_\_\_\_

IF "NO" SKIP TO B.4

3a. (IF "YES":) Viaja Usted a las horas pico porque tiene que hacerlo, o podria usted, con la misma facilidad, programar sus viajes para las horas no pico?

VIAJO A LAS HORAS PICO POR TENER QUE HACERLO: \_\_\_\_\_ ; PODRIA, CON LA MISMA FACILIDAD, VIAJAR EN HORAS NO PICO: \_\_\_\_\_

4. En estos momentos, los autobuses y trenes del RTD se encuentran mas atestados de pasajeros durante las horas de mayor trafico. Para alentar el uso de autobuses y trenes entre 9:00 a.m. y 4 p.m., y luego de las 7:00 p.m., las tarifas base podrian ser incrementadas en .25 centavos para viajar en los autobuses y trenes entre 6:00 a.m. y 9:00 a.m. y entre 4:00 p.m. y 7:00 p.m.. Los pases mensuales podrian requerir la compra de una etiqueta (sticker) para horas de mayor trafico por \$5 para ser estos pases respetados durante esas horas.

Si esto ocurriera, como afectaria esto su uso de los autobuses y trenes del RTD?

YO CONTINUARIA VIAJANDO DURANTE LAS HORAS DE MAYOR TRAFICO COMO LO HAGO AHORA Y PAGARIA LA TARIFA INCREMENTADA:

YO AJUSTARIA MIS HABITOS DE VIAJE DE TAL MANERA QUE VIAJE MENOS DURANTE LAS HORAS DE MAYOR TRAFICO Y MAS EN OTRAS HORAS:

YO ARREGLARIA PARA CONSEGUIR MODOS ALTERNATIVOS DE TRANSPORTE Y VIAJAR MENOS DURANTE LAS HORAS DE MAYOR TRAFICO, Y USARIA LOS AUTOBUSES Y TRENES DEL RTD CON MENOR FRECUENCIA:

NO HAY NINGUNA DIFERENCIA, YA QUE YO NUNCA UTILIZO LOS AUTOBUSES Y TRENES DEL RTD (DURANTE LAS HORAS DE MAYOR TRAFICO)

4a. CREE USTED QUE ESTA ES UNA MANERA EQUITATIVA DE ALENTAR EL USO DE AUTOBUSES Y TRENES DEL RTD DURANTE LAS HORAS NO PICO Y FUERA DE LAS HORAS DE MAYOR TRAFICO?

SI: \_\_\_\_\_ ; NO: \_\_\_\_\_

5. Entre Junio 1 y Septiembre 30 de este ano, el RTD implemento un programa especial de tarifa reducida de autobus, con la compra de boletos de descuento. Durante este periodo de cuatro meses, los boletos de descuento podian ser comprados a \$5.00 por un talonario de diez boletos, en vez del precio normal de \$9.00. Esto redujo el costo de la tarifa base para viajes en un sentido a .50 centavos. El proposito de este programa era el de aliviar los costos de transporte para aquellos afectados por los recientes disturbios. Estaba usted al tanto de esto antes de estos momentos?

SI: \_\_\_\_\_ ; NO: \_\_\_\_\_  
IF "NO" SKIP TO Q.6

5a. (IF "YES") Compró usted boletos de descuento durante ese tiempo?

SI: \_\_\_\_\_ ; NO: \_\_\_\_\_  
IF "NO" SKIP TO Q.6

5b. (IF "YES") Cuando empezó por primera vez a comprar talonarios de boletos de descuento?

ANTES DE JUNIO 1: \_\_\_\_\_ ;  
JUNIO: \_\_\_\_\_ ; JULIO: \_\_\_\_\_ ;  
AGOSTO: \_\_\_\_\_ ; SEPTIEMBRE: \_\_\_\_\_

5c. Anteriormente al comienzo del programa especial de boletos de descuento, como pagaba usted usualmente su pasaje?

PASE MENSUAL: \_\_\_\_\_ !BOLETOS DE  
 !DESCUENTO: \_\_\_\_\_  
 |  
 EN EFECTIVO: \_\_\_\_\_ !OTRO: \_\_\_\_\_  
 |  
 YA NO VIAJA EN AUTOBUS: \_\_\_\_\_

5d. Como paga su pasaje ahora que el programa termino?

PASE MENSUAL: \_\_\_\_\_ !BOLETOS DE  
 !DESCUENTO: \_\_\_\_\_  
 |  
 EN EFECTIVO: \_\_\_\_\_ !OTRO: \_\_\_\_\_  
 |  
 YA NO VIAJA EN AUTOBUS: \_\_\_\_\_

5e. Como fue que se entero por primera vez sobre los talonarios de boletos de descuento?

LITERATURA/PUBLICIDAD DEL RTD: \_\_\_\_\_  
 ANUNCIO POR PERIODICO/TV/RADIO  
 DEL PROGRAMA ESPECIAL DE DESCUENTOS: \_\_\_\_\_  
 DE BOCA EN BOCA \_\_\_\_\_  
 OTRO: \_\_\_\_\_

5e. cuando el programa especial de boletos de descuento se encontraba en vigencia, usted: (READ LIST)

- A. VIAJABA MAS FRECUENTEMENTE EN AUTOBUS QUE ANTERIORMENTE: \_\_\_\_\_
- B. VIAJABA EN AUTOBUS CON LA MISMA FRECUENCIA QUE ANTERIORMENTE: \_\_\_\_\_
- C. VIAJABA EN AUTOBUS CON MENOR FRECUENCIA QUE ANTERIORMENTE: \_\_\_\_\_

5f. Por que decidio usted comprar talonarios de boletos de descuento cuando el programa especial se encontraba en vigencia?

YA ESTABA UTILIZANDO MAS BARATO QUE  
 BOLETOS DE DESCUENTO: \_\_\_\_\_ !UN PASE MENSUAL: \_\_\_\_\_  
 |  
 MAS BARATO QUE EN EFECTIVO: \_\_\_\_\_ !OTRO: \_\_\_\_\_

6. El RTD esta implementando un nuevo sistema automatizado de respuesta por voz para pasajeros que necesitan informacion sobre rutas y horarios. Los pasajeros llamarian a un numero (988) y, utilizando un telefono de botones, marcarian ciertos codigos numericos para los puntos de partida y de llegada, asi como para la hora del dia del viaje. La informacion solicitada seria dada al usuario instantaneamente, sin perder tiempo con la linea "en espera". La informacion incluiria rutas, lineas de autobuses, transferencias y todos los costos de pasajes.

Para poder usar el nuevo sistema automatizado, los pasajeros tendrian que comprar un libro con los numeros de codigo de todas las calles servidas por el RTD. El libro costaria \$2.50, y estaria disponible en los Centros de Servicio al Consumidor del RTD. Adicionalmente, cada llamada al numero (988) costaria .35 centavos por minuto; sin embargo, cada llamada no tomara mas de 3 minutos en su totalidad.

Cree usted que este servicio haria el obtener informacion sobre rutas y horarios del RTD....  
(READ LIST)

MAS CONVENIENTE: \_\_\_\_\_

MENOS CONVENIENTE: \_\_\_\_\_

o NO HACE NINGUNA DIFERENCIA: \_\_\_\_\_

- 6a. Que tan probable es que usted compre el libro de codigos de \$2.50?

MUY PROBABLE: \_\_\_\_\_

ALGO PROBABLE: \_\_\_\_\_

NADA PROBABLE: \_\_\_\_\_

NO SABE/NO ESTA SEGURO: \_\_\_\_\_

- 6b. El RTD esta pensando combinar este sistema con la linea de informacion actual, que es un numero de telefono local conectado a una operadora del RTD. En este caso, el usuario da verbalmente a la operadora los codigos de partida y llegada tomados del directorio, y hora del dia del viaje. La operadora accesa el sistema automatizado y da verbalmente al usuario la informacion solicitada. Esta llamada seria gratis, eliminando el cobro de los .35 centavos por minuto; sin embargo, el usuario tendria que de todas maneras comprar el libro de codigos de \$2.50, y puede perder un monto indefinido de tiempo en espera de la operadora.

Cree usted que esto haria el obtener informacion de rutas y horarios del RTD....  
(READ LIST)

MAS CONVENIENTE: \_\_\_\_\_

MENOS CONVENIENTE: \_\_\_\_\_

o NO HACE NINGUNA DIFERENCIA: \_\_\_\_\_

6c. Si los dos sistemas de informacion fueran combinados de esta manera, cuan probable seria que usted comprara el libro de codigos de \$2.50?

MUY PROBABLE: \_\_\_\_\_

ALGO PROBABLE: \_\_\_\_\_

NADA PROBABLE: \_\_\_\_\_

NO SABE/NO ESTA SEGURO: \_\_\_\_\_

7. Es usted dueño de una bicicleta, y la monta?

SI: \_\_\_\_\_ NO: \_\_\_\_\_

IF "NO" SKIP TO Q.8

7a. (IF "YES":) Que clase de viajes hace usted en bicicleta?

TRABAJO: \_\_\_\_\_ RECREACION/  
SOCIAL/VISITAS: \_\_\_\_\_

COMPRAS: \_\_\_\_\_ ESCUELA: \_\_\_\_\_

EJERCICIO SOLAMENTE: \_\_\_\_\_

OTRO (SPECIFY AND TALLY): \_\_\_\_\_

7b. Combinaria usted alguna vez un viaje en bicicleta con un viaje en autobus, si el autobus estuviera equipado con un estante para bicicletas? Esto es, si usted pudiera montar su bicicleta hasta un paradero de autobus, colocar la bicicleta en el estante, viajar en el autobus hasta la vecindad de su punto de destino, bajarse del autobus, recoger su bicicleta, y continuar en bicicleta a su destino final, cuan probable es que usted hiciera esto?

MUY PROBABLE: \_\_\_\_\_

ALGO PROBABLE: \_\_\_\_\_

NADA PROBABLE: \_\_\_\_\_

NO SABE/NO ESTA SEGURO: \_\_\_\_\_



9. Usted, alguna vez, se transfiere de un autobus del RTD a uno que no es del RTD, tal como FOOTHILL TRANSIT, SANTA MONICA MUNICIPAL BUS LINE, LONG BEACH TRANSIT, MONTEBELLO BUS LINE u ORANGE COUNTY TRANSIT DISTRICT?

SI: \_\_\_\_\_ :NO: \_\_\_\_\_

9a. (IF "YES":) Si fuera posible comprar un pase mensual que sea valido en todos los sistemas de autobus y de transito en los condados de Los Angeles y Orange, o alguna modalidad de pasaje en efectivo (tales como un boleto o una ficha) que fuera valida en todos los sistemas, haria esto que....

A. ... LE FUERA MAS FACIL A USTED UTILIZAR EL TRANSPORTE DE LOS CONDADOS DE L.A. Y ORANGE?

SI: \_\_\_\_\_

NO: \_\_\_\_\_

NO SABE/NO ESTA SEGURO: \_\_\_\_\_

B. ... AUMENTAR SU USO DEL SISTEMA DE TRANSPORTE DE LOS CONDADOS DE L.A. Y ORANGE?

SI: \_\_\_\_\_

NO: \_\_\_\_\_

NO SABE/NO ESTA SEGURO/  
(DEPENDE DEL COSTO): \_\_\_\_\_

Gracias por su tiempo y sus pensamientos!