



NEWS

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COMPREHENSIVE MTA ON-BOARD BUS/RAIL SURVEY WILL DETERMINE WHO'S USING METRO SYSTEM

The MTA's first on-board survey of Metro Bus and Metro Rail passengers in the 21st Century, set to begin on May 7, will help the Agency assess how well the Metro System is working.

Surveyors from San-Diego based Rea & Parker Research will conduct the Metro System research, the first since 1998, aboard 185 MTA bus routes, as well as the 59-mile Metro Rail System, comprised of the Metro Red, Blue and Green lines. The survey project should be completed by early fall 2001.

Riders who participate in the \$783,000 research project are eligible to win the following prizes:

- one-year Metro Bus and Rail pass
- one-month Metro Bus and Rail pass
- one-year Universal Studios Hollywood adult pass
- \$100 major supermarket gift certificate
- \$50 major supermarket gift certificate

"The "Year 2001 Los Angeles County On-Board Bus and Rail Survey" addresses the Agency's and the region's need for statistically reliable information about the Los Angeles County transit market," said Dr. David Grant, an MTA project director. "It is part of a coordinated effort of five counties who are members of the Southern California Association of Governments to obtain travel information for regional planning, particularly in long range transportation planning and funding."

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Approximately 45,000 MTA patrons will be asked to respond to questions posed on one-page questionnaires, formulated with input from transit dependent focus groups. In addition, some 20,000 users of 13 local transit providers, including the Los Angeles Department of Transportation (LADOT), Santa Clarita Transit, Santa Monica Big Blue Bus and Torrance Transit, also will participate in the project.

"We want to make sure the MTA's Metro System is serving the public equitably and accurately," said Dr. Jesse Simon, MTA Project Manager.

The questionnaires will seek information on demographics, a reconstruction of the last trip using public transit, including the bus line number, and patron satisfaction.

Sample questions include:

- Where are you coming from?
- How did you arrive at the first bus/train boarding on this trip?
- At what cross streets did you board first bus/train of this trip?
- How will you travel to your final destination after exiting last bus/train on this trip?
- Rate the service on this bus/rail trip: price of fare, travel time, cleanliness, safety, etc.

A summary of the findings will be released in November and will provide MTA planners and marketing staff with invaluable insight on how transit patrons use the system and how well the Metro System is meeting their needs.

Of particular interest is how travel patterns and rider satisfaction have changed in light of multiple Metro System enhancements such as the extension of the Metro Red Line subway, improved service along the Harbor Transitway and the introduction of Metro Rapid Bus.