



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

**A one-year** Metro Bus and Rail pass. **Sixty one-month** Metro Bus and Rail passes. **Two one-year** Universal Studios Hollywood adult passes. **Ten \$100** major supermarket gift certificates. **Thirty-three \$50** major supermarket gift certificates.

## Patron Survey Will Determine What Makes Metro System Tick

By GARY WOSK

(April 18) The MTA's first on-board survey of Metro Bus and Metro Rail passengers in the 21st century, set to begin in May, 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 Metro Bus routes, as well as on the 59-mile Metro Rail System. The survey project should be completed by early fall 2001.

"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.

### Five-county effort

"It is part of a coordinated effort of five counties that are members of the Southern California Association of Governments to obtain travel information for regional planning," he said, "particularly in long-range transportation planning and funding."

Approximately 45,000 MTA patrons will be asked to complete one-page questionnaires, developed with input from transit dependent focus groups.

In addition, some 20,000 users of 13 local transit providers, including the LADOT, Santa Clarita Transit, Santa Monica Big Blue Bus and Torrance Transit will participate in the project.

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

### Reconstruct patron's last trip

The questionnaires will seek information on demographics, a reconstruction of the patron's last trip using public transit and patron satisfaction.

Among the questions posed are:

- Where are you coming from?
- How did you get to the first bus/rail on this trip?
- At what stops (cross streets) did you get on the first bus of this trip?
- How will you get to the place you are going after you get off the last bus/rail 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, improved service along the Harbor Transitway and the introduction of Metro Rapid bus service.

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