

2416032

DIAMOND LANE SURVEY

April 1976

SOUTHERN CALIFORNIA
RAPID TRANSIT DISTRICT

Prepared by:
Marketing Research
April 1976

TABLE OF CONTENTS

	<u>Page</u>
INTRODUCTION	1
METHOD	1
RESULTS	3
RESPONSE TO QUESTIONS	6
VOLUNTARY COMMENTS	12

INTRODUCTION

On March 15, 1976 three new Park 'n Ride services went into effect in conjunction with the Santa Monica Freeway Diamond Lane Project.

While a great deal of controversy was created by the introduction of the Diamond Lane, most of the comments that surfaced were primarily from those who drove on the Santa Monica Freeway. This study was proposed to measure attitudes and get the reactions of those who rode on the Diamond Lane.

A secondary purpose was to determine, if possible, why one of the three new Park 'n Rides was relatively successful while the other two did not measure up to expectations.

METHOD

The study was designed as an on-board, self-administered questionnaire. These questionnaires were distributed to all in-bound morning passengers, and collected at the end of their trip into Los Angeles. Distribution and collection was handled by RTD Mobile Information Team members.

A total of 201 questionnaires were distributed on March 23, 24 and 25. Completed, valid questionnaires were collected from 180 passengers. This represents an overall response rate of 90%. Of the total collected, 46 were from Line #746, 30 from Line #774 and 104 from Line #708.

Due to the small bases for lines #746 and #774, the data have been combined. The results which are reported on the following pages are based on the total 180 respondents.

RESULTS

As might be expected, the vast majority of trips are work related. More than three out of four of the respondents used to make the trip driving alone.

Although two-thirds of all respondents get off the bus within two blocks of their final destination, 14% have six or more blocks before reaching their final destination.

The majority (86%) paid a cash fare for their ride. There is a great deal of potential here for sale of monthly passes.

Generally, the bus schedules are such that most passengers arrive at their destination at the time they wish. However, there are two small groups who are arriving at their destination earlier than they would wish to. One is a group that arrives before 7:30 a.m., the other is a group wishing to arrive at 9:00 a.m. or later.

More than half the respondents first found out about the Diamond Lane through the mass media. More than one-fourth found out from information distributed at freeway on-ramps. RTD Information Displays were the primary source for 9%.

When questioned about how they found out about the particular bus service they were using now, RTD sources were mentioned by 43%. Information distributed at freeway on-ramps was

mentioned by one out of five. A similar proportion (21%) mentioned newspapers. Forty-one percent of those riding these new Park 'n Ride lines took the initiative themselves by either calling RTD Information or sending in a newspaper coupon for information.

The most frequently mentioned reason for trying this new service was to avoid traffic and congestion. Economy was the next most frequently mentioned reason.

Nearly everyone rated the overall performance of the drivers as excellent or good. This high level of satisfaction is also reflected in the extremely high proportion who plan to continue using this service.

Demographically, Diamond Lane Park 'n Ride users have a greater proportion of males than females. Their average age is relatively young (34), while their average annual income is relatively high (\$20,714).

The results of this study are quite consistent with the results of the Park 'n Ride Study conducted in November, 1975. The one area of significant difference was the question dealing with how respondents first found out about the particular service they are using. Diamond Lane Park 'n Riders took a

much more active part in obtaining the necessary information than other Park 'n Ride users. "Word of mouth" which was mentioned most frequently by other Park 'n Riders as their primary source of information, received much lower mention by Diamond Lane Park 'n Riders (55% vs. 13%).

The pages which follow give a detailed listing of responses for each question.

"What is the primary purpose of this trip today?"

Work	93%
Shopping/School/Personal Business	3
Other	<u>4</u>
Total	100%

"How did you usually make this trip before the introduction of the Diamond Lane Service?"

Drove alone	77%
Rode a bus	13
Passenger in private auto	8
Other	<u>2</u>
Total	100%

"How did you get to this bus today?"

Drove myself	80%
Driven & dropped off	13
Walked	5
Other	<u>2</u>
Total	100%

"When you get off this bus today, how much further do you have to go to your final destination?"

Two blocks or less	68%
Two to five blocks	17
Six to ten blocks	6
More than 10 blocks	8
No response	<u>1</u>
Total	100%

"What time does this bus get you to your destination?" What time do you wish to arrive at your destination?"

	<u>Arrive</u>	<u>Wish to Arrive</u>
7:00 a.m. or earlier	4%	8%
7:01 - 7:29 a.m.	17	8
7:30 - 7:59 a.m.	21	25
8:00 - 8:29 a.m.	33	29
8:30 - 8:59 a.m.	18	16
9:00 a.m. or later	1	8
No response	<u>6</u>	<u>6</u>
Total	100%	100%

"How did you pay for your ride today?"

Cash fare only	86%
Cash plus transfer	4
Monthly pass	3
Other	<u>7</u>
Total	100%

"How did you first find out about the Diamond Lane?"

Newspaper story	33%
Information distributed at freeway on ramps	28
Newspaper advertisement	11
Radio news/commentary	10
RTD information displays	9
TV news/commentary	8
Word of mouth	6
Freeway signs	5
All other	4
Total	*

*Totals to more than 100% due to multiple responses.

"How did you learn about the particular line you are riding today?"

Called RTD Information	32%
Information distributed at freeway on ramps	21
Newspaper story	13
Word of mouth	13
RTD Information displays	11
Sent in newspaper coupon for information	9
Newspaper ad	8
All other	2
Total	*

*Totals to more than 100% due to multiple responses.

"What prompted you to try this new service?"

To avoid traffic/congestion	35%
Economical/save money/cheaper than driving	25
Saves time/fast service	12
Convenient	12
Diamond Lane introduction	11
Faster than local/first time offered	10
Don't like/hate driving	10
Trial ride/wanted to try service	6
Prefer bus/like riding bus	5
Ecological reasons	3
Car/carpool problems	3
All other	9
Total	*

*Totals to more than 100% due to multiple responses.

"How would you rate the overall performance of the drivers?"

Excellent	65%
Good	33
Average	<u>2</u>
Total	100%
Base	(169)

"Which of the following statements best describes your future plans regarding this service?"

Definitely will continue to use it	74%
Probably will continue to use it	20
Probably will not continue to use it	4
Definitely will not continue to use it	<u>2</u>
Total	100%
Base	(175)

DEMOGRAPHIC DATA

<u>SEX:</u>	Male	56%
	Female	<u>44</u>
	Total	100%

<u>AGE:</u>	16 - 29	37%
	30 - 39	32
	40 - 49	11
	50 - 61	14
	62 & older	4
	No response	<u>2</u>
	Total	100%

<u>NUMBER OF AUTOS</u>	None	1%
	One	45
	Two	47
	Three or more	<u>7</u>
	Total	100%

<u>INCOME:</u>	Under \$5,000	-
	\$5,000-9,999	11%
	\$10,000-14,999	16
	\$15,000-19,999	19
	\$20,000-24,999	16
	\$25,000 & over	34
	No response	<u>4</u>
Total	100%	

<u>OCCUPATION:</u>	Professional/technical	34%
	Manager/official/ proprietor	17
	Clerical	23
	Sales	6
	All other	5
	No response	<u>15</u>
	Total	100%

VOLUNTARY COMMENTS

Respondents were invited to write their comments or suggestions on any aspect of the service. Nearly two out of five respondents did so. These comments are partially shown as an indication of rider opinions only.

Of those who did volunteer their comments, 38% made positive comments such as the following:

"Service is excellent. Gets me downtown in same time when I drove and I am more relaxed and less harried. Also gets me out of downtown to destination or home with some certainty as to time of arrival. An excellent alternative. Will use more than less."
(Line #708)

"I am extremely enthusiastic about the Diamond Lane -- take the heat; keep up the good work." (Line #708)

"Diamond Lane is a terrific system! Please do everything possible to continue the service. It has made an otherwise tiresome trip to and from work, a time of relaxation -- chance to read, etc."
(Line #708)

"Thank you so much for getting me off the freeway-- I arrive at work feeling relaxed!"(Line #774)

"Please continue the service. People have just got to learn to leave their car at home and save the energy." (Line #746)

Only 5 respondents were against the concept of the Diamond Lane. The remainder of the comments were suggestions or requests for later service, additional service, or lower fares.