RIDER/NON-RIDER ATTITUDES TOWARD FARE PAYMENT/ MEDIA/DISTRIBUTION OUTLETS

- PRESENTATION -

Prepared for:

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

MMRI #51-3395
RFP NO.89-50

31251309

RIDER/NON-RIDER ATTITUDES

ON

FARE/PAYMENT/MEDIA DISTRIBUTION OUTLETS

RIDER/NON-RIDER ATTITUDES

- Research objectives were to assess within the Blue Line transit corridor rider and non-rider attitudes in terms of current fares, payment methods and distributions outlets.
- Interviews completed among 373 bus riders and 350 non-riders who resided or travelled within the corridor.
- Survey conducted December 13-20, 1989.

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RIDER/NON-RIDER ATTITUDES

Rider/Non-Rider Profile

Fare Medium Preference/Purchase Interest

Current Fare Perceptions

Implications For Blue Line Light Rail

RIDER/NON-RIDER ATTITUDES

Areas of Key Findings

- Rider/Non-Rider Profile highlight the key demographic and ridership characteristics of the survey.
- Fare Medium Preference/Purchase Interest show ticket versus token preference and interest in weekly passes, $9.00 discount fare, as well as sales distribution outlets.
- Current Fare Perceptions shown in terms of awareness, costs, value, service satisfaction, and desired improvements in the likelihood of future fare increases.
- Implications for Blue Line in terms of future ridership intent.

BLUE LINE CORRIDOR

MAP

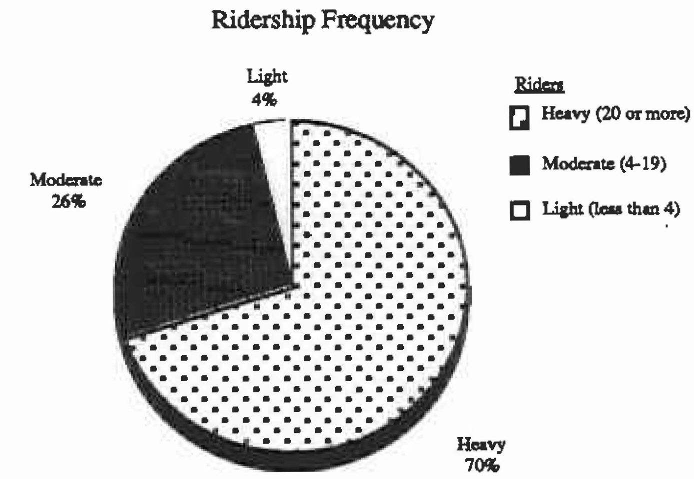
- Corridor Highlighted

Dots at sampling spots - Heavily at downtown END of Corridor

BLUE LINE CORRIDOR

- Corridor defined in terms of contiguous (shaded) zip code areas adjacent to the Blue Line.
    - On-site intercept sites indicated by small dots.

RIDER/NON-RIDER PROFILE

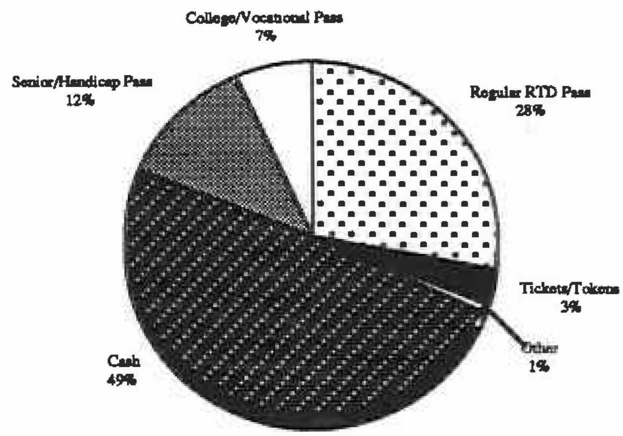


RIDER/NON-RIDER PROFILE

- The survey represents the District's core patronage within the corridor -- moderate to frequent commuters to work or school.
    - Riders surveyed are on the bus almost daily (mean of 31.5 times in past month).
    - Primary purpose for using the bus is work (53%).

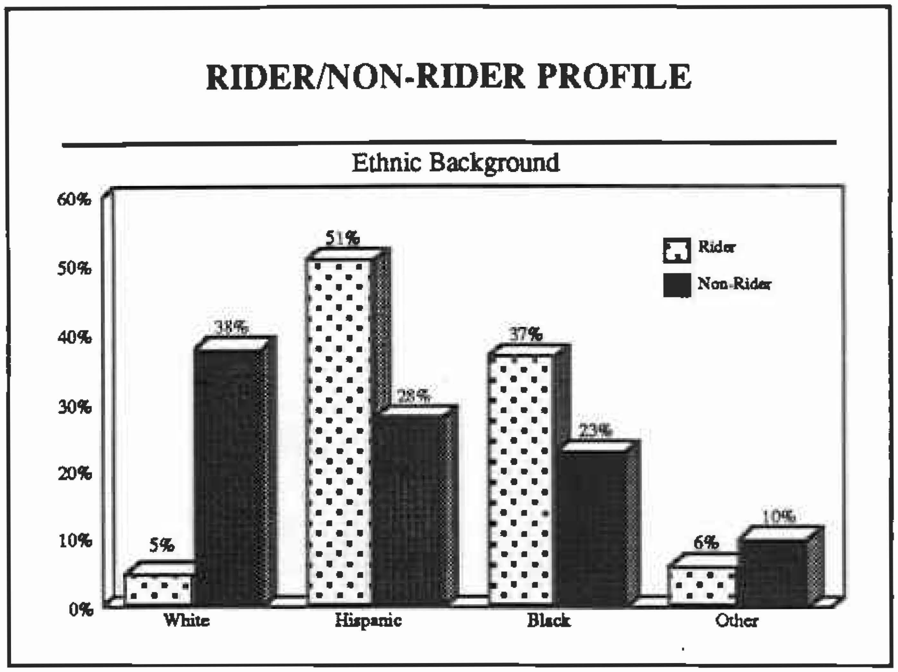
RIDER/NON-RIDER PROFILE

Fare Payment Method



RIDER/NON-RIDER PROFILE

- Fare payment method shares seen in the corridor are typical of overall District experience.
    - The usage of cash and prepaid fare medium (passes, tickets or tokens) is equally distributed among bus riders.
- Ridership frequency somewhat germane to method of fare payment.
    - Light/moderate riders pay cash (67%).
    - Frequent riders are monthly pass holders (56%).
    - Still 40% of frequent riders are cash patrons.

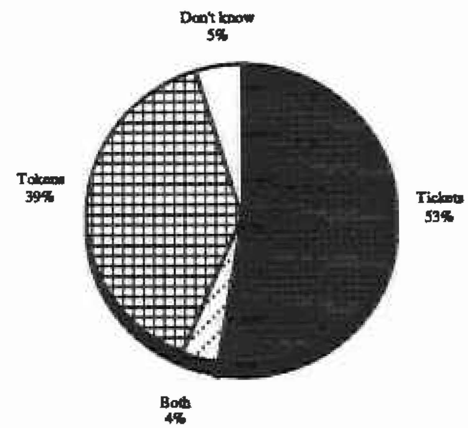


RIDER/NON-RIDER PROFILE

- Overall, corridor ridership characteristics reflect customary patterns observed throughout the District. Demographics coincide with other on-board studies conducted by RTD.
    - Riders, as compared with non-riders, are generally male, and non-white.
    - Hispanics and males each account for half of the corridor patrons.

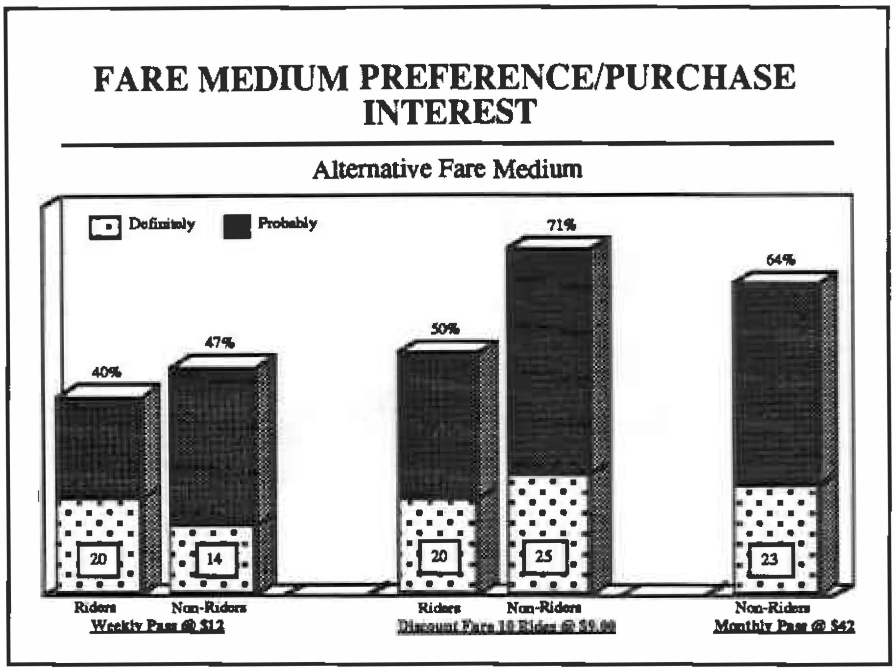
FARE MEDIUM PREFERENCE/PURCHASE INTEREST

Prepaid Discount Fare Medium Preference



FARE MEDIUM PREFERENCE/PURCHASE INTEREST

- Overall, tickets are the preferred medium for prepaid discount fares.
    - A sizeable segment choose tokens.



FARE MEDIUM PREFERENCE/PURCHASE INTEREST

- Alternative fare payment methods are generally well received.
- About half express definite/probable interest in weekly pass, particularly Hispanics (52%) and cash patrons (51%).
- The $9.00 discount fare offers broader appeal than weekly pass.

FARE MEDIUM PREFERENCE/PURCHASE INTEREST

Key Purchase Locations For Discount Fares

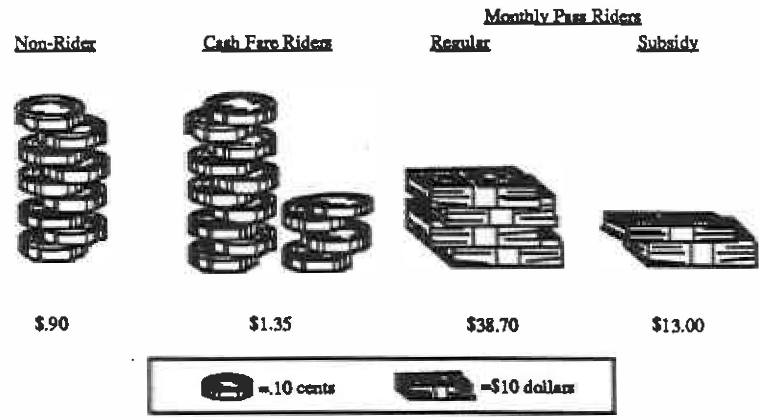
LOCATION	MOST CONVENIENT		USE MOST OFTEN	
	Riders	Non-Riders	Riders	Non-Riders
Supermarkets	28%	42%	32%	57%
Check cashing places	39%	11%	36%	6%
RTD Service Centers	10%	6%	10%	4%
Other locations (malls/post offices)	3%	20%	2%	5%

FARE MEDIUM PREFERENCE/PURCHASE INTEREST

- Check cashing places and supermarkets are locations most riders expect to, and probably do, purchase RTD tickets or monthly passes.
    - These locations are most convenient and would be regularly used according to riders.
- RTD Customer Service Centers occupies a distant third place.
    - Low awareness level of RTD Customer Service Centers may be attributed to its relative lower penetration as compared to other distribution outlets employed by RTD.

CURRENT FARE PERCEPTIONS

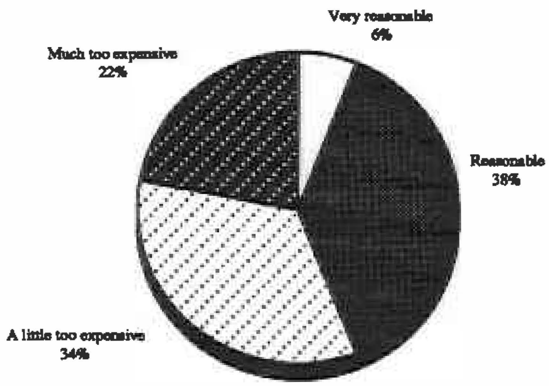
Paid (Expected) Fare



CURRENT FARE PERCEPTIONS

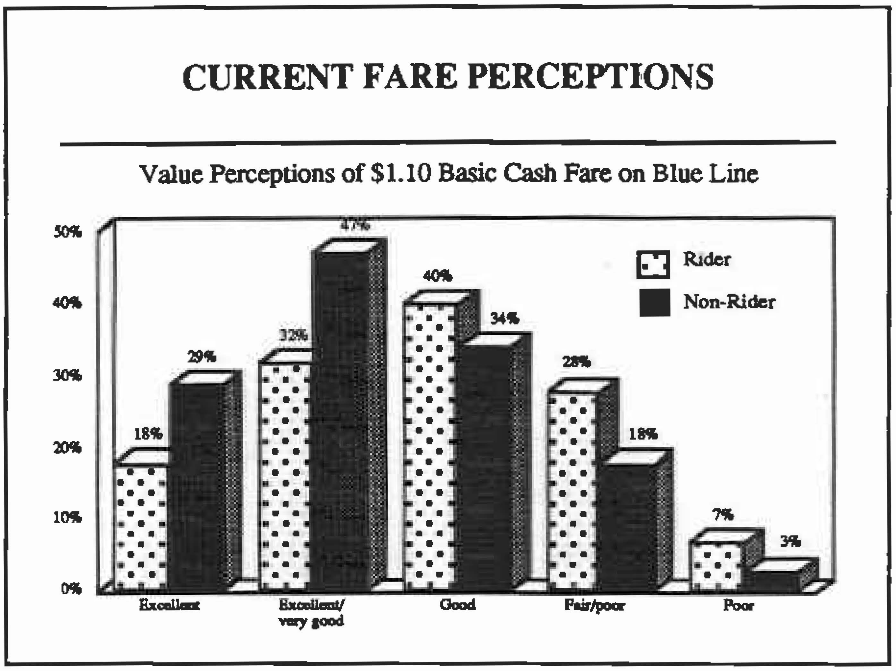
- Non-riders' expectation of basic cash fare is lower than the actual $1.10.
- Cash patrons are generally paying the full basic fare plus transfer cost, which corresponds with their other ridership characteristics.
    - 70% bought transfers.
    - 13% rode a express bus.

IMPRESSIONS OF CURRENT FARES



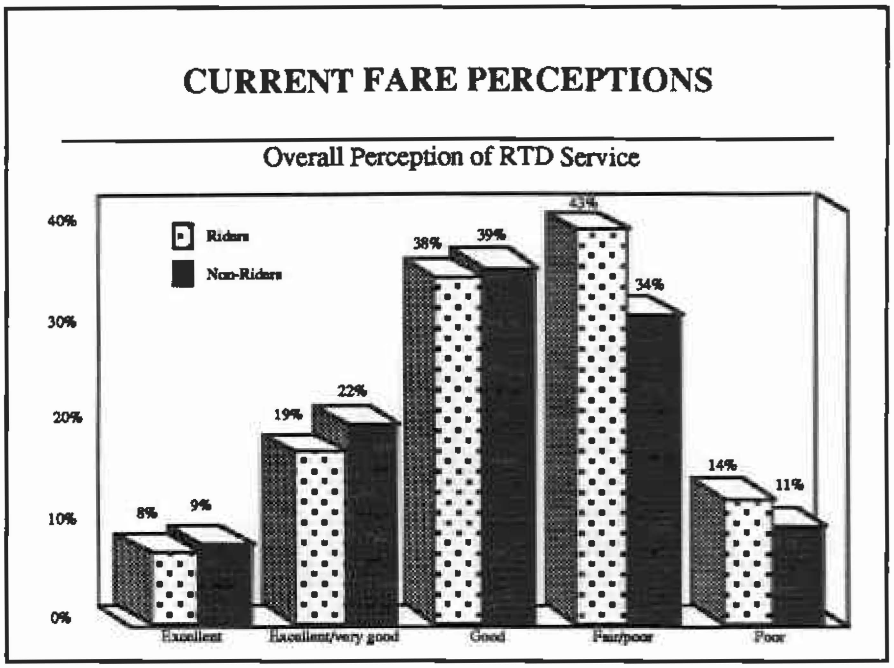
IMPRESSIONS OF CURRENT FARES

- The general impression within the corridor is current fares are too expensive.
  - Riders and non-riders share similar impressions about the current basic cash fare of $1.10.
- The manner in which riders pay fares influence their overall perception.
  - Prepaid fare riders are more inclined to view fares as reasonable (47%) as compared with cash patrons (39%).



CURRENT FARE PERCEPTIONS

- The basic cash fare of $1.10 on The Blue Line is less of a high value to riders.
  - Significantly fewer riders than non-riders consider the basic fare an excellent/very good value for the money.



CURRENT FARE PERCEPTIONS

- Overall perception of RTD service measured in the context of overall satisfaction among riders and overall impression among non-riders.

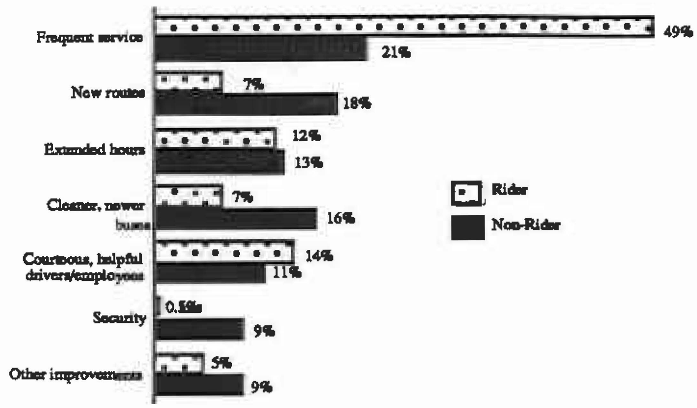
- Non-riders perceptions better than riders.
    - Historically, patrons have rated RTD higher overall than non-riders.

- This research suggest favorable overall RTD perception/satisfaction is indicative of high value perceptions and "reasonable" current fare impressions.

	Overall RTD Perception	
	Excellent/ Very Good	Fair/Poor
	%	%
Rate current fares as reasonable	55	34
Rate overall RTD satisfaction as excellent/very good	59	30

CURRENT FARE PERCEPTIONS

Service Improvement Most Desired If Fare Increased



CURRENT FARE PERCEPTIONS

- Four in five corridor riders and non-riders agree they would like to see service improvements in most areas.

- Narrowing their options to the most desired improvement, frequent service is singularly the most important among riders.

    - No outstanding areas surface among non-riders.

- How much of an increase in fare expected for this service improvement?

    - Many riders expect 5 cents more (45%), while some anticipate no increase in fares (12%).

IMPACT ON BLUE LINE

Majority within corridor plan to ride the Blue Line

- 70% of riders
- 63% of non-riders

Positive Blue Line ridership intent related to:

- Overall satisfaction/perception of RTD service
- Value perception of basic cash fare
- Weekly pass and discount fare purchase interest

IMPACT ON BLUE LINE