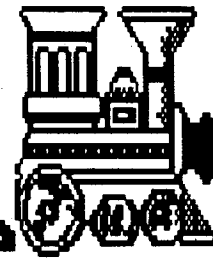
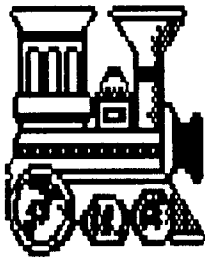
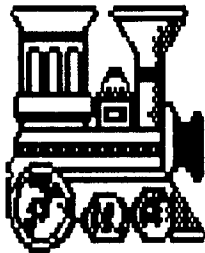


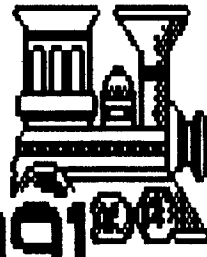
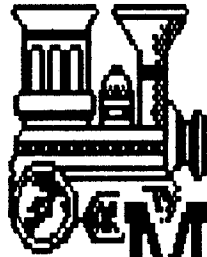
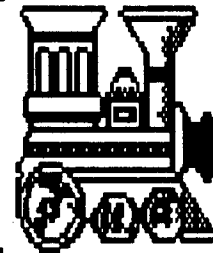
Rider Survey



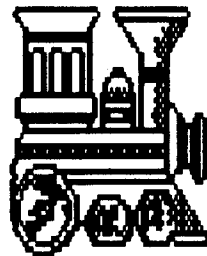
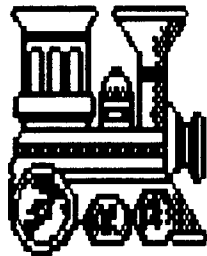
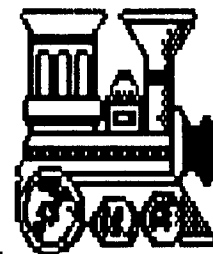
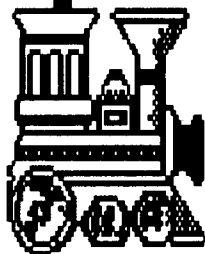
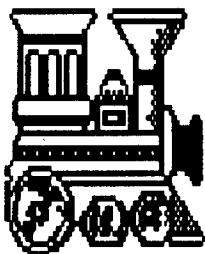
Metro Blue Line



RTD



May 1991



EXECUTIVE SUMMARY

The quantifiable findings of this study have been summarized in detail within the body of the written report. This Executive Summary serves to highlight the more salient findings, and to cite several qualitative observations that resulted from the personal contact with Blue Line passengers while the study was being conducted.

The primary findings of this research indicate several factors.

o The Blue Line service has replaced the private automobile for a significant number of commuters. Twenty seven percent among present Blue Line riders used to rely on a private automobile to get them to destinations that the Blue Line takes them to today. This indicates that the Blue Line has removed some 3,000 to 4,000 cars from the streets and freeways per weekday.

o The Blue Line is very favorably received by over 90% among those who ride it. Riders like the service, the comfort, the efficiency; in short, there is much that is liked and very little that is disliked.

o Nearly half (49.1%) say there is nothing disliked about the Blue Line. The only real dislikes have to do with a desire for extended service during evening hours and on weekends. Less than 3% (2.7%) cite the absence of restrooms at the stations. Less than 1% say the cost of tickets is too high, and only .7% say they dislike the loud warning horn.

DISLIKES ABOUT USING THE BLUE LINE

	<u>TOTAL</u>
	1090
	%
DOESN'T RUN LATE ENOUGH AT NIGHT/SHOULD BEGIN RUNNING EARLIER/NOT ENOUGH SERVICE DURING RUSH HOURS AND ON WEEKENDS	11.7
NO RESTROOMS AT STATIONS	2.7
COST OF TICKETS TOO HIGH9
LOUD HORN/LOUD NOISES7
NOTHING DISLIKED/LIKE EVERYTHING	49.1
ALL OTHER NEGATIVE COMMENTS (mostly single mentions	49.1

Indications of the highly positive nature of the Blue Line experience are found when we analyze the satisfaction ratings that riders give to the individual service and operation attributes. The satisfaction with each attribute is rated on a 10 point rating scale. This allows us to arrive at a mean score which, in effect, reduces the level of satisfaction to a common denominator. When interpreting these scores, we use the following scale:

- 9.00 - 10.00 = EXCELLENT
- 8.00 - 8.99 = VERY GOOD
- 7.00 - 7.99 = GOOD
- 6.00 - 6.99 = AVERAGE/ACCEPTABLE
- 5.00 - 5.99 = BELOW AVERAGE
- BELOW 5.00 = POOR/NOT ACCEPTABLE

SATISFACTION RATING SCORES

	<u>TOTAL</u>
	1090
	*
A. HOW SAFE THE BLUE LINE SYSTEM IS MECHANICALLY	9.10
B. HOW SAFE YOU FEEL ON THE TRAIN	9.13
C. HOW SAFE YOU FEEL AT THE STATIONS	8.67
D. HOW SAFE YOU FEEL WITH THE WAY THE TRAINS ARE DRIVEN OR OPERATED	9.27
E. THE "ON-TIME" ARRIVAL AND DEPARTURE OF TRAINS	9.31
F. HOW OFTEN THE TRAINS RUN	9.23
G. THE COMFORT OF THE SEATS	8.52
H. THE CLEANLINESS OF THE TRAINS THEMSELVES	9.37
I. THE CLEANLINESS OF THE STATIONS	9.35
J. THE LENGTH OF THE TRIP/THE AMOUNT OF TIME THE TRIP TAKES	9.12
K. AVAILABILITY OF INFORMATION ABOUT THE SERVICE	8.84
L. TRANSFER SERVICE TO AND FROM THE BLUE LINE SYSTEM	8.85
M. COURTESY AND PROFESSIONALISM OF OPERATORS/DRIVERS	9.25
N. THE NUMBER OF SEATS THAT ARE AVAILABLE	8.98
O. OVERALL SATISFACTION WITH THE BLUE LINE	9.22

Well within the range of excellence are THE MECHANICAL SAFETY OF THE BLUE LINE SYSTEM, THE SAFETY ON THE TRAIN, FEELING SAFE WITH THE WAY THE TRAINS ARE DRIVEN/OPERATED, THE FREQUENCY OF THE SCHEDULE, THE CLEANLINESS OF THE TRAINS, THE CLEANLINESS OF THE STATIONS, THE AMOUNT OF TIME THE TRIP TAKES, and THE COURTESY AND PROFESSIONALISM OF THE DRIVER/OPERATOR.

OVERALL SATISFACTION WITH THE BLUE LINE is also rated excellent.

None of the service and operation attributes receives a rating that indicates dissatisfaction.

o Sixty percent among Hispanic Blue Line riders are Spanish language dependent, and there are indications that their needs for information are not being met as adequately as are those same needs for those who are fluently literate in English. There is a need to determine specifics regarding possible inadequacies in the areas of Spanish language signage, maps, informational brochures and TVM instructions.

o Those with a stated dependence on the Spanish language do not appear to be easily reached through print media. Culturally and language dependent Hispanics who rely on Blue Line service are heavily dependent upon broadcast media for news and information.

o In fact, Broadcast media is the primary information source for Blue Line riders, with over 80% saying that they rely on Broadcast media for information. Two-thirds among Caucasians say that Broadcast media is their primary information source. Blacks and Hispanics are even more dependent upon Broadcast media for information, with 85% and 90%, respectively, saying that Broadcast is their primary information source.

MAY 26 2000

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310
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R855

o ~~Over half who ride the Blue Line are frequent users of the service. They use the Blue Line at least 4 days a week.~~ Only 24% use the Blue Line one day a week or less.

o On weekdays, a majority of ~~riders (55.1%) use the Blue Line to commute to and from work, but nearly 8 in 10 use it for a variety of other destinations as well, including destinations that serve social, recreational, shopping and educational needs.~~

o Destinations during weekend use are more significantly oriented toward social, recreational or shopping pursuits; but 20.4% do use Blue Line on weekends to get to and from work. For 38% on weekends, and 20% on weekdays, the Blue Line is used to visit friends and relatives.

o At least one in three Blue Line patrons ride the train from the beginning of the line to the end. More than half (54%) begin their trip at one of three specific stations: Metro Center, Long Beach Transit Mall, and Compton.

o More than half (55%) use bus transit to get to or from the Blue Line. Among those that use bus transit, 85% use RTD. This means that 47% among the total Blue Line ridership use RTD to get to or from the Blue Line.

o Sixty percent do not use the Ticket Vending Machines; choosing instead to use RTD monthly passes (39%) or Bus/Rail transfers (19%).

o Those who buy tickets from the TVM's are three times more likely to purchase a one-way ticket rather than a round trip ticket.

o A significant majority (85%) of those who use TVM's have no problems with the machines.

o Nine of ten riders have no problems with Bus/Rail connections. Less than 8% have only infrequent problems. Only 2 out of 100 have frequent problems.

o The Blue Line informational brochures and RTD telephone information service do an effective job of providing riders with the details of what they need to know about Blue Line service. Ninety percent say they have no problems getting information about the Blue Line.

o A plurality of 44.5% find out what they need to know from RTD brochures and pamphlets, or by calling RTD information; 22.8% from RTD brochures and pamphlets, and 21.7% from RTD telephone information. Hispanics are more heavily dependent upon RTD brochures and pamphlets than Caucasians or Blacks (33% as compared with 14% and 18%, respectively).

HOW DO YOU FIND OUT THE THINGS YOU NEED TO KNOW ABOUT THE BLUE LINE?

	TOTAL	ETHNICITY		
		CAUCASIAN	BLACK	HISPANIC
	1090	188	453	399
	%	%	%	%
FLYERS/BROCHURES/PAMPHLETS	22.8	13.8	18.1	33.1
CALL RTD INFORMATION	21.7	33.0	23.8	13.3
WORD-OF-MOUTH/OTHER RIDERS	18.2	13.8	19.6	19.0

o Almost half (49%) know that security is provided by the Los Angeles Sheriff's Department. Satisfaction with uniformed security is rated good to very good by riders, regardless of who is thought to provide security (8.75 totally, 8.54 by Caucasians, 8.58 by Blacks and 9.12 by Hispanics). Forty-two percent don't know who provides uniformed security, while 3% say it is provided by the RTD police, and 2.9% say the police (unspecified).

WHO PROVIDES UNIFORMED SECURITY FOR THE BLUE LINE?

	<u>TOTAL</u>	<u>ETHNICITY</u>		
		<u>CAUCASIAN</u>	<u>BLACK</u>	<u>HISPANIC</u>
	1090	188	453	399
	%	%	%	%
L.A. COUNTY SHERIFF ..	49.4	67.6	58.5	31.3
RTD POLICE	3.0	5.3	3.1	2.3
POLICE	2.9	1.6	3.8	2.8
THE COUNTY7	1.1	.7	.5
THE CITY6	1.1	.4	.8
THE MAYOR2	---	.2	.3
OTHER7	---	.7	1.3
DON'T KNOW	42.3	23.4	32.7	60.9

RATINGS: UNIFORMED SECURITY

<u>TOTAL</u>	<u>ETHNICITY</u>		
	<u>CAUCASIAN</u>	<u>BLACK</u>	<u>HISPANIC</u>
1090	188	453	399
#	#	#	#
8.75	8.54	8.58	9.12

o At least half the Blue Line ridership knows that RTD is responsible for operating the Blue Line. Regardless of who is thought to be the operator, satisfaction with the operation of the Blue Line is clearly rated as excellent. Forty-two percent don't know who is responsible for operating the Blue Line.

WHO/WHAT IS RESPONSIBLE FOR OPERATING THE BLUE LINE?

	<u>TOTAL</u>	<u>ETHNICITY</u>		
		<u>CAUCASIAN</u>	<u>BLACK</u>	<u>HISPANIC</u>
	1090	188	453	399
	%	%	%	%
RTD	52.3	69.7	61.1	34.1
THE DRIVER/OPERATOR ..	1.5	.5	.9	2.8
THE COUNTY	1.0	2.1	1.1	---
LACTC9	2.7	.7	.5
THE CITY9	1.1	1.5	.3
THE MAYOR7	.5	.9	.8
THE TAXPAYERS1	.5	---	---
OTHER6	---	.9	.8
DON'T KNOW	41.9	22.9	32.9	60.9

RATINGS: OPERATION OF THE BLUE LINE SYSTEM

<u>TOTAL</u>	<u>ETHNICITY</u>		
	<u>CAUCASIAN</u>	<u>BLACK</u>	<u>HISPANIC</u>
1090	188	453	399
#	#	#	#
9.21	9.14	9.18	9.30

During the conduct of this study, there were many opportunities for our interviewers and field supervisors to have candid discussions with riders, uniformed security and others involved with the day-to-day operation of the Blue Line. This has resulted in the generation of qualitative information that could be helpful in understanding some of the variables that influence perceptions and behaviors regarding Blue Line service.

- o It is possible to ride the Blue Line without proof of fare payment, and in fact there are indications that some riders do this regularly. One rider acknowledged that he does this at least 2 or 3 times a week. Detailed information will be provided to the Transit Police.

- o There is some qualitative evidence to suggest that parking at Blue Line stations may be inadequate to meet the needs of those who are occasional users of the Blue Line service. Several riders made mention of situations where they drive their cars despite initial intentions to use the Blue Line due to the fact that they cannot find adequate parking.

- o Many riders don't understand the implications of some of the language on the Ticket Vending Machines. For example, the machines refer to Elderly and Disabled. This raises several questions. Does this wording mean that one must be both elderly and disabled? At what age does one become eligible for the elderly fare? Also, the very term "elderly" has some negative connotations. Many "elderly" riders have indicated that they consider themselves to be Senior Citizens.

- o Round trip tickets cause some confusion. Some riders worry that if they buy a round trip ticket, the time allowed for the return trip will expire before they have a chance to use it. Others perceive that there is no reason to buy a round trip, since the ticket itself represents no savings. A round trip ticket costs the same as two one way tickets.

o Some confusion exists over the use of transfers. Some questions that occur include: "Which transit system's transfers are valid for rail use, and which are not?" "Does a rail/bus transfer work both ways?" It is understood that bus-to-bus transfers will cost extra, but it is not understood whether bus-to-train or train-to-bus transfers are governed by the same rules.

o The racks that carry informational brochures and pamphlets at the stations and on the trains are frequently empty.

o Many riders indicate confusion regarding the station-to-station travel times as illustrated in the Blue Line timetable. They simply don't know how to read it.

The foregoing observations lead us to make several recommendations and suggestions:

1. Spanish language signage should be evaluated to determine if the needs of language dependent riders are being adequately met.
2. Ticket Vending Machine instructions need to be clarified, so that they are easier to understand.
3. Broadcast media should be utilized more extensively to reach all segments of the Blue Line ridership, since this media is the primary source of information. Hispanics, especially, cannot easily be reached any other way.

4. With regard to round trip tickets, promotional information is needed to explain how long the return trip is valid. If the District desires to increase the purchase of round trip tickets, an incentive should be considered.
5. The racks containing public information and promotional brochures and pamphlets should be restocked more frequently.
6. Because the rail/bus; bus/rail transfer system needs to be better understood, more detailed informational materials would be desirable
7. Broken Ticket Vending Machines should be repaired more quickly.
8. Parking at the Blue Line stations should be expanded to accommodate more cars.
9. The Blue Line Timetable should be redesigned so that confusion regarding the station-to-station travel times is eliminated.
10. The highly positive nature of the Blue Line experience should be promoted and publicized to enhance the generally improving positive image of RTD.

This study was conducted over 8 consecutive days in the middle of May, 1991; among 1,090 Blue Line riders.

All interviews were conducted face-to-face on the Blue Line trains or at the stations.

Five of the 10 interviewers who participated in the conduct of this study are bilingual. All interviewers were trained to the specifics of the questionnaire and to the project. The questionnaire itself was thoroughly pre-tested prior to the actual conduct of the interviewing.

A sample size of 1,090 has a margin for statistical error of plus or minus 3% at the .95 level of confidence. What this means is that the chances are 95 out of 100 that the results obtained from this survey will not differ more than 3% in either direction from results that would have been obtained had every rider during the time period involved been interviewed. In other words, when the survey indicates that 95% say that Blue Line service is better than bus service, the actual percentage of the total ridership that feels this way could be as little as 92% or as much as 98%.

The survey generated a sample that is 62.4% male and 37.6% female.

Nearly 2 out of every 3 riders (64.1%) are working, while 35.1% are not working.

Over half (52.6%) have a valid drivers license.

Ethnically, 17.2% are Caucasian, 41.6% are Black and 36.6% are Hispanic.

CHARACTERISTICS OF THE SAMPLE

		<u>ETHNICITY</u>			
		<u>TOTAL</u>	<u>CAUCASIAN</u>	<u>BLACK</u>	<u>HISPANIC</u>
		1090	100	453	399
		%	%	%	%
GENDER:	MALE	62.4	67.0	56.5	66.9
	FEMALE	37.6	33.0	43.5	33.1
		%	%	%	%
VALID DRIVERS LICENSE:	YES	52.6	73.4	60.9	32.6
	NO	47.0	26.6	38.6	66.7

ETHNICITY:

	<u>TOTAL</u>
	1090
	%
CAUCASIAN	17.2
BLACK	41.6
HISPANIC	36.6
ASIAN	3.3
AMERICAN INDIAN7
OTHER4

I. INTRODUCTION

In order to determine attitudes and useage patterns among riders of the Metro Blue Line rail transit system, FACTS CONSOLIDATED was commissioned by the SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT to conduct a survey among Blue Line riders. During the conduct of this project, a total of 1,090 interviews were completed along the Blue Line route, over the course of 8 interviewing days. The total sample by race breaks down as follows: Caucasian: 188 (17%), Black: 453 (42%), Hispanic: 399 (37%), All Other: 48 (4%).

The survey questionnaire was pre-tested in the field, under actual field conditions, for workability by two senior interviewers, on Friday, May 10, 1991. Twelve test interviews were made. Structural changes suggested by the pretest were approved by RTD, and incorporated into the survey instrument.

A training and orientation for interviewers was held at the Los Angeles office of FACTS CONSOLIDATED. Ten interviewers, 5 of whom are bilingual trained to the specifics of the questionnaire, took part in this project. A Spanish language version of the questionnaire was prepared, and the bilingual interviewers used this version of the questionnaire when conducting interviews among Spanish language dependent riders.

The interviewing was conducted over an eight day period, from May 16 - 23, 1991. At least 125 interviews were conducted on each day of the week; and starting and ending times were different for each day, so that all hours of Blue Line operation would be covered during the eight days of interviewing.

Five teams of two interviewers each were organized. Each team consisted of one English speaking and one bilingual (English/Spanish) interviewer. At the start of each work day, each team was told to begin at a specific Blue Line station. From there, each interviewer randomly selected respondents to participate in the survey, from among those boarding trains at that location.

The interview could be completed within a 10 to 12 minute time frame; however, in almost every case, this was too long a time to allow for the completion of the interview before the respondent had to board the train. In these cases, the interviewer boarded the train with the respondent in order to complete the interview. If the interview was completed on board the train, the interviewer would disembark at the next stop, and board a train returning to the original sample point. In this case, the interviewer would begin another interview on board. On the rare occasions when the respondent had to disembark before completing the interview, the interviewer would obtain the respondent's telephone number, and a senior interviewer would attempt to finish the interview by telephone. Approximately 30 interviews were completed in this fashion.

The survey instrument consisted of five sections: ABOUT YOUR GENERAL USE OF THE BLUE LINE, ABOUT TODAY'S TRIP, ABOUT WHAT'S LIKED AND DISLIKED, ABOUT HOW YOU WOULD RATE THE SERVICE, and ABOUT YOU AND YOUR LIFESTYLE. The first section (ABOUT YOUR GENERAL USE OF THE BLUE LINE) and the last section (ABOUT YOU AND YOUR LIFESTYLE) always began and ended each interview, but the remaining three sections were rotated so that interviewers would begin each interview with a version different from the one before.

Riders were asked about how often they use the Blue Line, what they use it for, and how long they have been using it. Riders were asked about other means of transportation both prior to and in addition to their use of the Blue Line. Riders were asked about where they began and would end their trip, and their means of transportation to and from the Blue Line stations. Riders were also asked about their means of fare payment.

Additionally, riders were asked about their likes and dislikes of the Blue Line, about problems they may have in making connections to or from other means of transit, about where they find the information they need about the Blue Line and whether or not they have problems getting that information, and if the Blue Line trains run frequently enough to meet their needs. Riders were asked to rate various aspects of Blue Line service using a 10 point rating scale, with 10 being best. Using the same scale, they were asked to rate their overall satisfaction with the Blue Line, and also the signs that appear on the trains and at the stations, in English and (if needed) in Spanish.

Riders were asked how Blue Line service compares with other bus services. They were also asked if they know who provides the uniformed security, and to rate the security on the 10 point scale. Additionally, they were asked if they know who or what is responsible for the operation of the Blue Line system, and to rate the system operation on the 10 point scale. Lastly, riders were asked factual and classification questions concerning themselves and their lifestyles.

A sample size of 1,090 has a margin for statistical error of plus or minus 3.0% at the .95 level of confidence. What this means is that the chances are 95 out of 100 that the results obtained from this survey will not differ more than 3% in either direction from results that would have been obtained had all Blue Line riders during the time period been interviewed. The margin for statistical error for each of the ethnic breakdowns is as follows: Caucasian: $\pm 7.3\%$, Black: $\pm 4.7\%$, Hispanic: $\pm 5.0\%$.

Following this summary are the 85 statistical tables which analyze the response to the questionnaire. In addition to the total, the response is analyzed by the following:

FREQUENCY OF USE

5 OR MORE DAYS A WEEK
2 - 4 DAYS A WEEK
1 DAY A WEEK OR LESS

ACCESS TO CAR

YES
NO

WHEN USE

WEEKDAYS ONLY
WEEKENDS ONLY
BOTH

GENDER

MALE
FEMALE

ETHNICITY

CAUCASIAN
BLACK
HISPANIC
ALL OTHER

HOUSEHOLD INCOME

UNDER \$15K
\$15K TO \$25K
\$25K OR MORE

AGE

UNDER 25
25 TO 59
60 OR OLDER

METHOD OF PAYMENT

TICKET
PASS
TRANSFER

A copy of both the English and Spanish language versions of the questionnaire is appended to this report.

II. PRINCIPAL FINDINGS AND CONCLUSIONS

1. A MAJORITY OF BLUE LINE RIDERS ARE FREQUENT, LONG TERM RIDERS WHO USE THE SERVICE FOR A VARIETY OF PURPOSES.

Over half (53.5%) ride the Blue Line at least four days a week. The average is 3.78 times each week. Hispanics are the most frequent users of Blue Line service, averaging 4.11 times each week. Ridership among Blacks is an average of 3.91 times each week, while among Caucasians, it is 2.98 times each week.

Over half (52.9%) have been using the Blue Line for six months or more.

On weekdays, a majority of riders (55.1%) use the Blue Line to commute to and from work, but nearly 8 in 10 use it for a variety of other destinations as well, including destinations that serve social, recreational, shopping and educational needs.

Destinations during weekend use are more significantly oriented toward social, recreational or shopping pursuits; but 20.4% do use Blue Line on weekends to get to and from work.

2. INDICATIONS ARE THAT THE BLUE LINE IS INSTRUMENTAL IN GETTING AT LEAST SOME OUT OF THEIR AUTOMOBILES AND ONTO PUBLIC TRANSIT.

The Blue Line has replaced the private automobile for nearly 40% among those who previously used a private automobile to get to or from the destinations for which they presently use the Blue Line.

What this means is that, when the total sample is considered, at least one in four (25.7%) who presently use Blue Line service, used to rely on a private automobile to reach their destinations.

Prior to using Blue Line, 75% used some other form of public transit to get to their destinations.

Presently, when not using Blue Line, 37.3% use a private automobile, and 72.3% use public transit.

For the most part, the public transit used most often is RTD.

3. IT WOULD APPEAR THAT FOR NEARLY 8 IN 10, A BLUE LINE TRIP BEGINS OR ENDS AT THE 7TH STREET METRO OR LONG BEACH TRANSIT MALL STATIONS.

In actuality, 36.5% of those who end their trip at the Metro station, began it at the Long Beach Transit Mall, while 45.6% who end at the Long Beach Transit Mall began at the Metro Station. This suggests at least one reason to consider some form of express service during peak travel times.

4. FOR MOST RIDERS, BLUE LINE REPRESENTS ONLY ONE LEG OF THE TRIP.

In addition to Blue Line, a majority of at least 55% use public transit to get to or from the Blue Line station to the final destination. Again, RTD is the most frequently used form of public transit. This is one indication of the importance of good Rail/Bus connections.

5. A MAJORITY OF RIDERS DO NOT USE THE TICKET VENDING MACHINES.

Overall, nearly 6 in 10 do not pay for their Blue Line ride with a ticket from the TVM. Thirty nine percent use an RTD monthly pass, and 19% use a transfer.

There are significant differences along ethnic lines.

Use of the TVM's is greatest among Caucasians; 50.5% use them, with 39.1% using a monthly pass, and 6.9% using a transfer. Among Blacks, 37.3% use the TVM's, 37.6% use a monthly pass, and 23.6% use a transfer. Hispanics have the lowest incidence of use of a monthly pass (25%), with 42.6% using the TVM's and 19.8% using transfers.

Among those who use tickets, a majority (58.3%) do not use transfers.

6. AMONG THOSE WHO USE TICKETS, MOST BUY ONLY A ONE-WAY TICKET.

Nearly three out of every four who use a ticket to pay for the Blue Line trip buy a one-way ticket rather than a round trip. The purchase of a round trip is significantly higher among Hispanics; 40% versus 25% for the total.

7. OVERALL, THOSE WHO USE THE TICKET VENDING MACHINES EXPERIENCE NO PROBLEMS.

Among those using the TVM's, 85% have no problems. For those who do have problems, the problems occur in two broad areas. First, there is the perception that the machine is too difficult to use or that the instructions are too hard to understand. Second, many of those who have problems experience instances where the machines reject bills, keep money without giving tickets, or give back the wrong change. This creates a perception that the TVM's don't handle money properly.

8. RESPONSE TO THE BLUE LINE IS OVERWHELMINGLY POSITIVE.

Riders like the Blue Line service. It is perceived to be far superior than the bus. It is thought to be faster, cleaner, more comfortable and more efficient in terms of on-time dependability. Well over 90% feel that the Blue Line is better than bus service.

There are almost no negatives. In fact, nearly half say that they like everything about the Blue Line, and have no dislikes. The primary negative mentioned among those who have a dislike has to do with a stated desire to have more frequent service on weekends, and at least some service earlier in the morning or later at night.

Further indications of the highly positive nature of the Blue Line experience are found when we analyze the satisfaction ratings given to the individual service and operation attributes. There is no evidence of dissatisfaction. The satisfaction with each attribute is rated on a 10 point rating scale. This allows us to arrive at a mean score which, in effect, reduces the level of satisfaction to a common denominator. When interpreting these scores, we diagnose them as follows:

9.00 - 10.00 = EXCELLENT
8.00 - 8.99 = VERY GOOD
7.00 - 7.99 = GOOD
6.00 - 6.99 = AVERAGE/ACCEPTABLE
5.00 - 5.99 = BELOW AVERAGE
BELOW 5.00 = POOR/NOT ACCEPTABLE

Well within the range of excellence are THE MECHANICAL SAFETY OF THE BLUE LINE SYSTEM, THE SAFETY ON THE TRAIN, FEELING SAFE WITH THE WAY THE TRAINS ARE DRIVEN/OPERATED, THE FREQUENCY OF THE SCHEDULE, THE CLEANLINESS OF THE TRAINS, THE CLEANLINESS OF THE STATIONS, THE AMOUNT OF TIME THE TRIP TAKES, and THE COURTESY AND PROFESSIONALISM OF THE DRIVER/OPERATOR.

OVERALL SATISFACTION WITH THE BLUE LINE is also rated within the range of excellence.

As mentioned previously, no attribute receives ratings that indicate dissatisfaction. However, some are rated as very good and this can be an indication that some improvements should be considered. These attributes include SAFETY AT THE STATIONS, COMFORT OF THE SEATS, AVAILABILITY OF INFORMATION ABOUT THE SERVICE, TRANSFER SERVICE TO AND FROM THE BLUE LINE SYSTEM, and possibly THE NUMBER OF SEATS THAT ARE AVAILABLE.

9. IT WOULD APPEAR THAT MOST RIDERS EXPERIENCE GOOD RAIL/DUS CONNECTIONS.

At least nine out of every ten riders have no problems with Rail/Dus connections. Those who do have problems (10%) say that the problems are due to incompatible Rail/Dus schedules; a perception that bus schedules are too different from Blue Line schedules.

10. MOST RIDERS HAVE NO PROBLEMS GETTING NEEDED INFORMATION ABOUT BLUE LINE SERVICE.

At least nine out of every ten riders have no problems getting the information they need about the Blue Line. Information appears to be readily available via informational brochures, and through RTD telephone information. Riders also share information with each other, and at least one in ten obtains information from signage.

However, there are sometimes problems in the area of getting information. Brochures are not always available, and it takes too long to get information by telephone. Additionally, there are indications that the Ticket Vending Machines may need better language or more complete instructions. For example, some riders feel that the TVM's don't make clear the age at which one becomes eligible for a senior citizen reduced fare, while other riders have some difficulties in interpreting the instructions so that they can easily operate the TVM's.

11. INDICATIONS ARE THAT THE BLUE LINE TRAINS RUN FREQUENTLY ENOUGH TO SUIT ALMOST EVERYONE.

Nearly everyone (93.3%) feels that the Blue Line trains run frequently enough. Those who don't feel this way, feel that they should begin running earlier in the morning, continue running later at night or run more frequently on weekends. A few would like to see a closer synchronization with bus schedules.

12. WHILE, FOR THE MOST PART, SIGNAGE TELLS RIDERS WHAT THEY NEED TO KNOW, THERE IS ROOM FOR IMPROVEMENT.

The satisfaction ratings given to signs (at the stations and on the trains) are well within the area of adequacy; however, there are some things that need attention.

There is a stated need for Spanish language signage. Twenty five percent of the total ridership, and nearly 60% of the Hispanic ridership are Spanish language dependent. This makes especially significant the fact that satisfaction ratings for Spanish signage are not as high as are satisfaction ratings for English signage.

Furthermore, it appears that at least some clarification is in order for signs that tell how to pay the fare, prohibition signs, bus schedules and maps.

13. MANY RIDERS KNOW THAT UNIFORMED SECURITY IS PROVIDED BY THE LOS ANGELES SHERIFF'S DEPARTMENT, AND SATISFACTION WITH THIS SECURITY IS VERY HIGH.

Nearly half (49.4%) know that uniformed security for the Blue Line is provided by the L.A. Sheriff's Department. This awareness differs significantly along ethnic lines. Among Caucasians, 67.6% are aware of the L.A. Sheriff's provision of uniformed security. Among Blacks, 59% are aware; while among Hispanics, only 31% are aware.

Overall, satisfaction with uniformed security is rated below excellent, but is certainly within the confines of very good. Hispanics do rate their satisfaction as excellent however; while Caucasians and Blacks give ratings that can be equated with good to very good.

It must be mentioned that the timing of the interviewing for this project coincided with strong media coverage of the Rodney King/L.A.P.D. situation, and it is very probable that the sphere of negative fallout encompasses any and all uniformed law enforcement entities.

14. THERE IS SIGNIFICANT AWARENESS THAT RTD IS THE OPERATING ENTITY FOR THE BLUE LINE AND THE BLUE LINE IS PERCEIVED TO BE WELL OPERATED.

Overall, one out of every two riders, seven out of every ten Caucasians, six out of every ten Blacks, but only one out of every three Hispanics know that RTD is responsible for operating the Blue Line service.

Regardless of who is thought to be the operating entity, satisfaction with the operation of the Blue Line falls well within the confines of excellence.

15. SOME FORM OF BROADCAST MEDIA IS THE PRIMARY INFORMATION SOURCE FOR A SIGNIFICANT MAJORITY OF RIDERS.

Overall, over 80% say that their primary source of information is Broadcast media, with 61% mentioning television and 22% mentioning radio. Caucasians are less dependent on Broadcast media, but still, a significant majority of 66% mention some form of Broadcast media within the context of primary information source; 51% mention TV and 15% mention radio. For Blacks, 85% mention Broadcast, with 64% mentioning TV and 21% mentioning radio. Hispanics are the most dependent on Broadcast media for information. Nearly 90% among Hispanics mention Broadcast media within this context, with 63% saying TV and 26% saying radio.

Newspapers are a primary source of information for 34% overall; 48% among Caucasians, 31% among Blacks and 31% among Hispanics.

The importance of Broadcast media is further highlighted by the fact that everyone watches TV and nearly 90% listen to the radio; while nearly one in five never reads or looks at a newspaper. This is especially true among Hispanics, where 25% never read or look at a newspaper. Caucasians are more easily reached via newspaper, since only 7% never see a newspaper.

16. ADDITIONAL OBSERVATIONS:

- One in three subscribes to Cable TV. Among Caucasians, it is 41%, among Blacks it is 45%, while among Hispanics, only 17% subscribe to Cable.

- Among the total, 40% watch Spanish language television. Among Hispanics, 88% do. This is a strong indication of the preference among Hispanics for Broadcast media, and also of their language dependency.

- Caucasians and Blacks prefer Channel 7 (ADC) for news. Hispanics prefer Channels 34 or 52 (UHF).
- Riders are 3 and 1/2 times more likely to watch early evening, prime time and late night TV than they are to watch daytime TV.
- However, riders are twice as likely to listen to daytime radio than they are to listen to radio during the early evening and late night hours.

III. SUMMARY, HIGHLIGHTS AND DETAILED FINDINGS

Interviews were conducted for eight consecutive days, at staggered hours, covering the 6:00 A.M. to 9:00 P.M. time slots. (Tables 1 and 2)

At least 25% of the interviews were conducted on weekend days, and 74.8% were conducted on weekdays. (Table 1)

Riders are asked several questions regarding their use of the Blue Line. The following tables will recap the response: (Tables 3 - 14)

HOW OFTEN DO YOU USE THE BLUE LINE?

	<u>TOTAL</u>	<u>ETHNICITY</u>		
		<u>CAUCASIAN</u>	<u>BLACK</u>	<u>HISPANIC</u>
	1090	188	453	399
	%	%	%	%
5 OR MORE DAYS A WEEK ..	46.9	30.3	48.6	54.6
4 DAYS	6.6	8.5	6.8	5.5
3 DAYS	9.4	11.7	10.6	6.8
2 DAYS	13.2	11.7	13.2	14.3
1 DAY OR LESS	23.8	37.8	20.5	18.5
	*	*	*	*
MEAN: 3.78		2.98	3.91	4.11

WEEKDAY/WEEKEND USE

	<u>TOTAL</u>	<u>ETHNICITY</u>		
		<u>CAUCASIAN</u>	<u>BLACK</u>	<u>HISPANIC</u>
	1090	188	453	399
	%	%	%	%
WEEKDAYS ONLY ...	48.3	50.0	41.5	55.9
WEEKENDS ONLY ...	10.3	12.2	7.5	10.3
BOTH	41.4	37.8	51.0	33.6

DESTINATIONS FOR WHICH BLUE LINE IS USED

	<u>WEEKDAYS</u>	<u>WEEKENDS</u>
	977	563
	%	%
TO AND FROM WORK (COMMUTE)	55.1	20.4
TO VISIT FRIENDS/RELATIVES	20.4	38.0
TO RECREATIONAL DESTINATIONS	18.1	41.7
TO SHOPPING DESTINATIONS	14.9	28.8
TO SCHOOL	11.6	2.3
MEDICAL/DENTAL APPOINTMENTS	9.9	3.2
FIRST TIME RIDER/TO CHECK IT OUT4	1.6
OTHER	2.1	.7

HOW LONG BEEN USING BLUE LINE

	<u>TOTAL</u>
	1090
	%
SINCE IT OPENED (9 MONTHS) ..	43.7
8 MONTHS	2.8
7 MONTHS	2.5
6 MONTHS	3.9
5 MONTHS	2.3
4 MONTHS	4.7
3 MONTHS	8.3
2 MONTHS	9.4
1 MONTH	7.6
LESS THAN 1 MONTH	7.8
THIS IS MY FIRST TRIP	7.0
	%
MEAN # OF MONTHS:	5.42

MEANS OF TRANSPORTATION USED BEFORE BLUE LINE
TO GET TO OR FROM TODAY'S DESTINATION

	<u>TOTAL</u>	<u>ACCESS TO CAR</u>	
		<u>YES</u>	<u>NO</u>
	1090	616	473
	%	%	%
<u>NET: PUBLIC TRANSIT</u>	75.0	62.0	92.0
RTD	65.6	53.7	81.0
LONG BEACH TRANSIT	7.8	6.7	9.1
COMPTON TRANSIT7	.5	1.1
GARDENA TRANSIT5	.5	.4
CARSON CIRCUIT1	.2	---
DASH1	---	.2
SANTA MONICA BUS LINE .	.1	.2	---
TORRANCE TRANSIT1	.2	---
PRIVATE AUTO	25.7	39.1	8.2
WALK	6.9	6.3	7.6
CAR POOL	2.0	2.8	1.1
TAXI2	.3	---
OTHER3	.3	.2
NONE - BLUE LINE WAS			
ALREADY IN OPERATION9	1.0	.4

OTHER MEANS OF TRANSPORTATION USED WHEN NOT USING BLUE LINE

	<u>TOTAL</u>	<u>ACCESS TO CAR</u>	
		<u>YES</u>	<u>NO</u>
	1090	616	473
	%	%	%
<u>NET: PUBLIC TRANSIT</u>	72.3	55.9	92.3
RTD	61.5	46.6	80.8
LONG BEACH TRANSIT	8.1	7.0	9.3
GARDENA TRANSIT7	1.0	.4
COMPTON TRANSIT6	.3	.8
DASH5	.5	.4
CARSON CIRCUIT4	.5	.2
SANTA MONICA BUS LINE3	.5	---
TORRANCE TRANSIT1	---	.2
ORANGE COUNTY TRANSIT1	---	.2
PRIVATE AUTO	37.3	54.4	15.2
WALK	12.1	8.1	17.1
CAR POOL	3.0	4.7	.8
TAXI6	.5	.8
OTHER	1.0	1.3	.6

STATION AT WHICH TODAY'S TRIP BEGINS/ENDS

	<u>TRIP BEGINS</u>	<u>TRIP ENDS</u>
	1090	1090
	%	%
METRO CENTER	23.1	17.8
LONG BEACH TRANSIT MALL	19.4	16.7
COMPTON	11.2	8.9
GRAND	4.9	5.6
ANAHEIM	4.3	5.2
IMPERIAL	4.1	5.3
WILLOW	4.1	3.1
DEL AMO	3.7	4.3
PACIFIC COAST HIGHWAY	3.4	3.4
PICO	2.8	3.5
ARTESIA	2.8	2.8
WARDLOW	2.8	1.7
FLORENCE	2.6	5.3
103RD STREET	2.4	3.9
FIRESTONE	2.1	4.3
SLAUSON	1.7	2.1
SAN PEDRO	1.6	1.4
WASHINGTON	1.6	1.9
VERNON	1.4	2.7

MEANS OF TRANSPORTATION USED TO GET TO AND FROM BLUE LINE

	<u>TO STATION</u>	<u>FROM STATION</u>
	1090	1090
	%	%
<u>NET: PUBLIC TRANSIT</u>	59.4	54.5
RTD	48.1	46.5
LONG BEACH TRANSIT	9.5	6.5
COMPTON TRANSIT5	.1
CARSON CIRCUIT4	.3
DASH4	.6
GARDENA TRANSIT2	.3
ORANGE COUNTY TRANSIT2	---
TORRANCE TRANSIT1	.2
WALK	28.3	38.6
PRIVATE AUTO	11.6	7.0
CAR POOL	1.8	.8
TAXI2	.2
MOTORCYCLE1	---

Riders are asked how they pay for their Blue Line trip, and those who use tickets are questioned regarding their use of the ticket vending machine. The following tables will recap the response: (Tables 15-18)

HOW TODAY'S BLUE LINE TRIP IS PAID FOR

	<u>TOTAL</u>	<u>ETHNICITY</u>		
		<u>CAUCASIAN</u>	<u>BLACK</u>	<u>HISPANIC</u>
	1090	188	453	399
	%	%	%	%
TICKET (TVM)	42.0	50.5	37.3	42.6
MONTHLY PASS	39.2	39.1	37.6	25.0
TRANSFER	18.8	6.9	23.6	19.8

TYPE OF TICKET PURCHASED

(BASE = PAID FOR TRIP WITH TICKET)	TOTAL	ETHNICITY		
		CAUCASIAN	BLACK	HISPANIC
	458	95	169	170
	%	%	%	%
ONE WAY TICKET ..	74.2	84.2	82.8	59.4
ROUND TRIP	25.2	15.8	17.2	40.0

DID/WILL USE TRANSFER

(BASE = PAID FOR TRIP WITH TICKET)	TOTAL	ETHNICITY		
		CAUCASIAN	BLACK	HISPANIC
	458	95	169	170
	%	%	%	%
YES	41.5	21.1	49.7	45.9
NO	58.3	77.9	50.3	54.1

PROBLEMS WITH TICKET VENDING MACHINE

(BASE = PAID FOR TRIP WITH TICKET)	TOTAL	ETHNICITY		
		CAUCASIAN	BLACK	HISPANIC
	458	95	169	170
	%	%	%	%
HAD NO PROBLEMS	84.5	78.9	83.4	90.0
HAD PROBLEMS (NET)	15.5	21.1	16.6	10.0
REJECTS/DOESN'T TAKE MONEY	5.5	5.3	6.5	4.1
INSTRUCTIONS ARE NOT CLEAR/ NEED ASSISTANCE	4.1	7.4	3.0	2.4
MACHINE IS TOO DIFFICULT TO USE	2.0	4.2	1.8	1.2
KEEPS MONEY/DOESN'T GIVE TICKET	1.7	---	3.0	1.8
TAKES TOO MUCH TIME7	---	1.8	---
DOESN'T GIVE PROPER CHANGE7	3.2	---	---
BROKEN/OUT OF ORDER7	1.1	.6	.6

Riders are asked to explain what they like and what they dislike about using the Blue Line. The following will recap the response: (Tables 19 and 20)

LIKES ABOUT USING THE BLUE LINE

	<u>TOTAL</u>
	1090
	%
FAST/FASTER THAN BUS	66.0
COMFORTABLE/SMOOTH/COOL	34.1
CLEAN	21.1
EFFICIENT/DEPENDABLE/ON TIME	13.8
CONVENIENCE: CLOSE TO DESTINATIONS/EASY TO USE	11.6
SAFE (UNSPECIFIED)	11.5
FREQUENCY/GOOD TIME SCHEDULE	9.8
VISABLE SECURITY	6.1
NO TRAFFIC	5.2
QUIET	5.1
SAVES MONEY/ECONOMICAL	4.7
NOT CROWDED/PLENTY OF SEATS	2.7
EASES ENVIRONMENTAL CONCERNS8
POSITIVE RE: RAIL/BUS CONNECTIONS1
ALL OTHER POSITIVE COMMENTS	3.5
DON'T KNOW4
NOTHING LIKED/DON'T LIKE ANYTHING1

DISLIKES ABOUT USING THE BLUE LINE

	<u>TOTAL</u>
	1090
	%
DOESN'T RUN LATE ENOUGH AT NIGHT/SHOULD BEGIN RUNNING EARLIER/NOT ENOUGH SERVICE DURING RUSH HOURS AND ON WEEKENDS	11.7
SPECIFIC NEGATIVE: "SOMETHING MISSING"	5.2
NOT ENOUGH SEATS DURING RUSH HOURS	4.7
NOT FAST ENOUGH/MAKES TOO MANY STOPS	4.5
INCONVENIENCE: NEEDS MORE STATIONS/MORE DESTINATIONS/ HARD TO USE	3.8
SPECIFIC NEGATIVE REGARDING SHERIFF/UNIFORMED SECURITY	3.7
NEGATIVE REGARDING TRANSFER SYSTEM/RAIL-BUS CONNECTIONS	3.4
SPECIFIC NEGATIVE REGARDING TICKET VENDING MACHINE	3.2
NEGATIVE REGARDING SAFETY	3.1
NEGATIVE REGARDING SIGNAGE/MAPS	2.9
NOT COMFORTABLE: HARD SEATS/WINDOWS DON'T OPEN	2.8
NO RESTROOMS AT STATIONS	2.7
NO PAY TELEPHONES AT STATIONS	2.5
NOT ENOUGH SECURITY	2.0
COST OF TICKETS TOO HIGH9
NOT ALWAYS ON TIME8
LOUD HORN/LOUD NOISES7
ALL OTHER NEGATIVE COMMENTS	6.5
DON'T KNOW5
NOTHING DISLIKED/LIKE EVERYTHING	49.1

When riders are asked if they ever have problems with making connections either from or to other means of transit, 90% say no and 10% say yes, with 2.2% saying they frequently have problems, and 7.5% saying they sometimes have problems. (Table 22)

The following table will recap the response when those who do have problems making connections are asked to describe the problems that they have: (Table 22)

PROBLEMS EXPERIENCED WHEN MAKING RAIL/DUS CONNECTIONS

(BASE - THOSE WHO HAVE PROBLEMS MAKING CONNECTIONS)	<u>TOTAL</u> 106 %
DUS SCHEDULES ARE TOO DIFFERENT FROM TRAIN SCHEDULE (DUSES LEAVE BEFORE TRAIN ARRIVES OR WAIT FOR BUS IS TOO LONG AND VICE VERSA)	82.1
DUS STOPS ARE TOO FAR FROM TRAIN	11.3
CAN'T USE RTD TRANSFER ON BLUE LINE	3.8
NOT ENOUGH CABS AT END OF LINE9
POWER IS SOMETIMES DOWN ON THE METRO RAIL9

When riders are asked how they find out the things they need to know about the Blue Line, and about the problems they have getting or finding the information they need, we see the following: (Tables 23 and 24)

HOW DO YOU FIND OUT THE THINGS YOU NEED TO KNOW ABOUT THE BLUE LINE?

	<u>TOTAL</u> 1090	<u>ETHNICITY</u>		
		<u>CAUCASIAN</u> 188	<u>BLACK</u> 453	<u>HISPANIC</u> 399
	%	%	%	%
FLYERS/BROCHURES/FAMPHLETS	22.8	13.8	18.1	33.1
CALL RTD INFORMATION	21.7	33.0	23.8	13.3
WORD-OF-MOUTH/OTHER RIDERS	18.2	13.8	19.6	19.0
FROM DRIVER/OPERATOR/SOMEONE AT PLATFORM	6.5	4.3	9.5	4.0
SIGNAGE (UNSPECIFIED)	5.8	3.2	4.9	8.3
TV NEWS/TELEVISION	5.5	4.8	5.1	6.5
NEWSPAPER	5.0	8.5	4.4	3.3
METRO INFORMATION CENTER/BOOTH	4.4	8.0	2.6	4.8
SIGNAGE ON TRAINS	3.6	3.7	4.6	2.0
SCHEDULES	3.2	4.8	3.1	2.3
SIGNAGE AT STATIONS	2.8	4.3	3.1	1.5
TICKET VENDING MACHINES	1.6	2.1	.4	2.5
ADVERTISING (UNSPECIFIED)	1.3	1.6	1.3	.8
INTERCOM SYSTEM	1.2	1.6	1.3	1.0
LONG BEACH TRANSIT9	2.7	.7	.5
DON'T NEED INFORMATION	5.1	3.2	7.7	3.8
DON'T KNOW	1.2	3.2	.9	.8

A significant majority of 95% say they never have problems getting or finding the information they need. Fewer than 1% say they frequently have problems, and 4.5% say they sometimes have problems. (Table 24)

The following table will illustrate the problems that are mentioned within this context. (Table 24)

PROBLEMS WITH FINDING INFORMATION ABOUT THE BLUE LINE

(BASE - THOSE WHO HAVE PROBLEMS)	<u>TOTAL</u>
	56
	%
PAMPHLETS/BROCHURES NOT ALWAYS AVAILABLE	23.2
TAKES TOO LONG TO GET INFORMATION BY TELEPHONE	19.6
MISINFORMATION GIVEN OVER TELEPHONE BY RTD ...	12.5
DON'T KNOW HOW TO GET INFORMATION	12.5
TICKET VENDING MACHINES NEED BETTER LANGUAGE/ HARD TO USE	8.9
MAPS TOO HARD TO READ/UNDERSTAND	3.6
RAIL/BUS INFORMATION IS HARD TO FIND8

Nearly everyone (93.3%) feels that the Blue Line trains run frequently enough to meet their needs. (Table 25)

Among the 6.6% who feel the Blue Line trains should run more frequently, we see the following: (Table 26)

FREQUENCY SCHEDULE THAT WOULD BETTER MEET NEEDS

(BASE - THOSE SAYING BLUE LINE TRAINS DO NOT RUN FREQUENTLY ENOUGH)	<u>TOTAL</u>
	72
	%
RUN LATER IN THE EVENING/AT NIGHT	54.2
RUN EVERY 3 MINUTES	30.6
START TO RUN EARLIER	8.3
RUN MORE FREQUENTLY ON WEEKENDS	2.8
BE MORE COMPATIBLE WITH BUS SCHEDULE ..	1.4

Riders are asked to rate their satisfaction with the Blue Line itself, and with specific attributes and characteristics. They use a 10 point rating scale, with 10 being best. The following table will illustrate the response: (Tables 27-41)

SATISFACTION RATING SCORES

	<u>TOTAL</u>
	1090
	*
A. HOW SAFE THE BLUE LINE SYSTEM IS MECHANICALLY	9.10
B. HOW SAFE YOU FEEL ON THE TRAIN	9.13
C. HOW SAFE YOU FEEL AT THE STATIONS	8.67
D. HOW SAFE YOU FEEL WITH THE WAY THE TRAINS ARE DRIVEN OR OPERATED	9.27
E. THE "ON-TIME" ARRIVAL AND DEPARTURE OF TRAINS	9.31
F. HOW OFTEN THE TRAINS RUN	9.23
G. THE COMFORT OF THE SEATS	8.52
H. THE CLEANLINESS OF THE TRAINS THEMSELVES	9.37
I. THE CLEANLINESS OF THE STATIONS	9.35
J. THE LENGTH OF THE TRIP/THE AMOUNT OF TIME THE TRIP TAKES	9.12
K. AVAILABILITY OF INFORMATION ABOUT THE SERVICE	8.84
L. TRANSFER SERVICE TO AND FROM THE BLUE LINE SYSTEM	8.85
M. COURTESY AND PROFESSIONALISM OF OPERATORS/DRIVERS	9.25
N. THE NUMBER OF SEATS THAT ARE AVAILADLE	8.98
O. OVERALL SATISFACTION WITH THE BLUE LINE	9.22

Twenty-four percent of the total Blue Line ridership, and 57.4% of the Hispanic ridership say that they have a need for signs written in Spanish. (Table 47)

When riders are asked to rate the different types of signs at the stations and on the trains on how well they tell you what you need to know, we see the following: (Tables 42-52)

RATINGS: HOW WELL SIGNS TELL YOU WHAT YOU NEED TO KNOW

	(BASE - THOSE WHO HAVE A NEED FOR ENGLISH LANGUAGE SIGNS)	(BASE - THOSE WHO HAVE A NEED FOR SPANISH LANGUAGE SIGNS)
	<u>ENGLISH</u> 965 *	<u>SPANISH</u> 257 *
A. THE SIGNS THAT TELL YOU THE NAME OF THE STATION ..	9.22	8.30
B. THE SIGNS THAT TELL YOU HOW TO PAY YOUR FARE	8.55	8.08
C. THE SIGNS THAT TELL YOU ABOUT THE BUS SCHEDULE ...	8.26	7.95
D. THE SIGNS THAT TELL YOU WHAT YOU CAN AND CANNOT DO	8.63	8.02
E. THE SIGNS THAT SHOW BUS AND TRAIN MAPS	8.76	8.03

The following table will recap the response when Riders are asked "all things considered, how does the Blue Line service compare with other bus services that you use?" (Table 53)

HOW BLUE LINE SERVICE COMPARES WITH OTHER BUS SERVICES

	<u>TOTAL</u>	<u>ETHNICITY</u>		
		<u>CAUCASIAN</u>	<u>BLACK</u>	<u>HISPANIC</u>
	1090	188	453	399
	%	%	%	%
JUST ABOUT THE VERY BEST	40.4	42.6	42.6	38.1
BETTER THAN BUS SERVICE	54.1	48.9	51.9	57.9
ABOUT THE SAME AS BUS SERVICE	4.0	4.3	4.2	4.0
NOT AS GOOD AS BUS SERVICE ..	.6	1.1	.9	---
JUST ABOUT THE VERY WORST2	1.1	---	---

Riders are asked if they know who provides uniformed security for the Blue Line, and if they know who is responsible for operating the Blue Line. They are also asked to use the 10 point rating scale to rate uniformed security and Blue Line operation. Following is a recap of the response: (Tables 54-57)

WHO PROVIDES UNIFORMED SECURITY FOR THE BLUE LINE?

	<u>TOTAL</u>	<u>ETHNICITY</u>		
		<u>CAUCASIAN</u>	<u>BLACK</u>	<u>HISPANIC</u>
	1090	188	453	399
	%	%	%	%
L.A. COUNTY SHERIFF ..	49.4	67.6	58.5	31.3
RTD POLICE	3.0	5.3	3.1	2.3
POLICE	2.9	1.6	3.8	2.8
THE COUNTY7	1.1	.7	.5
THE CITY6	1.1	.4	.8
THE MAYOR2	---	.2	.3
OTHER7	---	.7	1.3
DON'T KNOW	42.3	23.4	32.7	60.9

WHO/WHAT IS RESPONSIBLE FOR OPERATING THE BLUE LINE?

	ETHNICITY			
	<u>TOTAL</u>	<u>CAUCASIAN</u>	<u>BLACK</u>	<u>HISPANIC</u>
	1090	188	453	399
	%	%	%	%
RTD	52.3	69.7	61.1	34.1
THE DRIVER/OPERATOR ..	1.5	.5	.9	2.8
THE COUNTY	1.0	2.1	1.1	---
LACTC9	2.7	.7	.5
THE CITY9	1.1	1.5	.3
THE MAYOR7	.5	.9	.8
THE TAXPAYERS1	.5	---	---
OTHER6	---	.9	.8
DON'T KNOW	41.9	22.9	32.9	60.9

RATINGS: UNIFORMED SECURITY

<u>TOTAL</u>	ETHNICITY		
	<u>CAUCASIAN</u>	<u>BLACK</u>	<u>HISPANIC</u>
1090	188	453	399
#	#	#	#
8.75	8.54	8.58	9.12

RATINGS: OPERATION OF THE BLUE LINE SYSTEM

<u>TOTAL</u>	ETHNICITY		
	<u>CAUCASIAN</u>	<u>BLACK</u>	<u>HISPANIC</u>
1090	188	453	399
#	#	#	#
9.21	9.14	9.18	9.30

CHARACTERISTICS OF THE SAMPLE

		TOTAL	ETHNICITY		
			CAUCASIAN	BLACK	HISPANIC
		1090	188	453	399
		%	%	%	%
GENDER:	MALE	62.4	67.0	56.5	66.9
	FEMALE	37.6	33.0	43.5	33.1
		#	#	#	#
AGE:	MEAN	34.6	42.5	34.1	31.1
		%	%	%	%
EMPLOYMENT STATUS:	(NET) EMPLOYED	64.1	57.4	59.6	72.1
	(NET) NOT WORKING	35.9	42.9	40.4	27.9
		#	#	#	#
MARITAL	SINGLE	59.6	52.7	65.3	57.6
STATUS:	MARRIED	26.1	31.4	14.6	35.1
	DIVORCED/SEPARATED	11.6	13.3	16.1	5.5
	WIDOWED	2.7	2.7	4.6	1.5
		#	#	#	#
HOUSEHOLD	ADULTS (MEAN) ...	2.19	1.74	2.03	2.61
SIZE:	CHILDREN (MEAN) .	.98	.30	.80	1.50
		%	%	%	%
VALID DRIVERS LISCENSE:	YES	52.6	73.4	60.9	32.6
	NO	47.0	26.6	38.6	66.7
		#	#	#	#
NUMBER OF MOTOR VEHICLES:	MEAN ..	.93	1.26	.94	.71
		%	%	%	%
HOME OWNERSHIP:	OWN	20.0	34.0	20.3	11.8
	RENT	80.0	65.9	79.5	88.2
		%	%	%	%
DO YOU OWN A VCR?	YES ...	65.2	72.3	68.7	58.4
	NO	34.7	27.7	31.1	41.6

CHARACTERISTICS OF THE SAMPLE: (CONTINUED)

	<u>ETHNICITY</u>			
	<u>TOTAL</u> 1090 %	<u>CAUCASIAN</u> 188 %	<u>BLACK</u> 453 %	<u>HISPANIC</u> 399 %
* OF WAGE/INCOME EARNERS:				
MEAN	1.70	1.41	1.60	1.98
	\$	\$	\$	\$
INCOME: HOUSEHOLD (MEAN) . . .	28,100	37,400	28,200	21,900
(MEDIAN)	20,700	28,200	20,900	16,800
INDIVIDUAL (MEAN)	18,800	36,600	21,900	10,200
(MEDIAN)	10,400	29,900	15,200	7,520

<u>ETHNICITY:</u>	
	<u>TOTAL</u> 1090 %
CAUCASIAN	17.2
BLACK	41.6
HISPANIC	36.6
ASIAN	3.3
AMERICAN INDIAN7
OTHER4

Near 1 in every 4 (24.3%) of the interviews was conducted in Spanish. This means that 65.2% of all Hispanics were interviewed in Spanish. (Table 85)

CHARACTERISTICS OF THE SAMPLE: (CONTINUED)

MEDIA HABITS: PRIMARY SOURCE OF INFORMATION

	<u>TOTAL</u>	<u>ETHNICITY</u>		
		<u>CAUCASIAN</u>	<u>BLACK</u>	<u>HISPANIC</u>
	1090	188	453	399
	%	%	%	%
TELEVISION	60.7	50.5	63.6	63.2
NEWSPAPERS (NET)	34.4	48.4	30.9	31.3
L.A. TIMES	19.3	31.4	23.4	7.3
LA OPINION	6.7	---	.4	17.8
LONG BEACH PRESS TELEGRAM	4.9	11.7	4.9	2.0
OTHER NEWSPAPER	3.9	5.8	2.1	4.5
RADIO	21.7	15.4	21.4	25.6
OTHER	2.6	2.7	3.9	1.1

NEWSPAPERS READ ON A REGULAR BASIS

	<u>TOTAL</u>	<u>ETHNICITY</u>		
		<u>CAUCASIAN</u>	<u>BLACK</u>	<u>HISPANIC</u>
	1090	188	453	399
	%	%	%	%
LOS ANGELES TIMES	50.7	66.0	62.0	28.8
LONG BEACH PRESS TELEGRAM	19.2	31.4	25.8	6.3
LA OPINION	17.6	.5	.2	47.4
DAILY BREEZE	1.6	2.1	2.2	.5
DAILY NEWS	1.3	1.1	1.5	.8
ORANGE COUNTY REGISTER ..	1.3	3.7	.4	1.0
WALL STREET JOURNAL	1.1	2.7	.4	.5
USA TODAY7	1.1	1.3	---
THE WAVE6	---	1.3	---
THE SENTINEL5	.5	.9	---
OTHER SPANISH LANGUAGE ..	.5	---	---	1.3
DOWNTOWN NEWS1	---	.2	---
ALL OTHER NEWSPAPERS	4.1	5.9	4.0	2.5
NONE READ	17.5	6.9	16.8	24.6

CHARACTERISTICS OF THE SAMPLE: (CONTINUED)

WHEN LISTEN TO THE RADIO

	<u>TOTAL</u>	<u>ETHNICITY</u>		
		<u>CAUCASIAN</u>	<u>BLACK</u>	<u>HISPANIC</u>
	1090	188	453	399
	%	%	%	%
BEFORE 7:00 A.M.	41.0	41.5	43.9	36.6
BETWEEN 7:00 A.M. - 10:00 A.M.	34.4	42.6	36.6	28.3
BETWEEN 10:00 A.M. - NOON	18.0	16.5	20.3	14.8
BETWEEN NOON - 3:00 P.M.	18.8	15.4	23.0	15.0
BETWEEN 3:00 P.M. - 6:00 P.M.	23.8	22.9	26.9	21.1
BETWEEN 6:00 P.M. - 9:00 P.M.	29.5	28.7	32.5	25.8
BETWEEN 9:00 P.M. - MIDNIGHT .	23.9	22.3	30.9	16.5
AFTER MIDNIGHT	11.7	10.1	18.3	4.5
NEVER LISTEN TO THE RADIO	11.2	16.0	8.4	12.0

SUBSCRIBE TO CABLE TV

(BASE - WATCH TV)	<u>TOTAL</u>	<u>ETHNICITY</u>		
		<u>CAUCASIAN</u>	<u>BLACK</u>	<u>HISPANIC</u>
	1050	180	441	380
	%	%	%	%
YES	33.8	40.6	44.7	17.1
NO	66.2	59.4	55.3	82.9

WATCH SPANISH LANGUAGE TV

(BASE - WATCH TV)	<u>TOTAL</u>	<u>ETHNICITY</u>		
		<u>CAUCASIAN</u>	<u>BLACK</u>	<u>HISPANIC</u>
	1050	180	441	380
	%	%	%	%
YES	40.2	11.7	13.4	87.9
NO	59.7	88.3	86.4	12.1

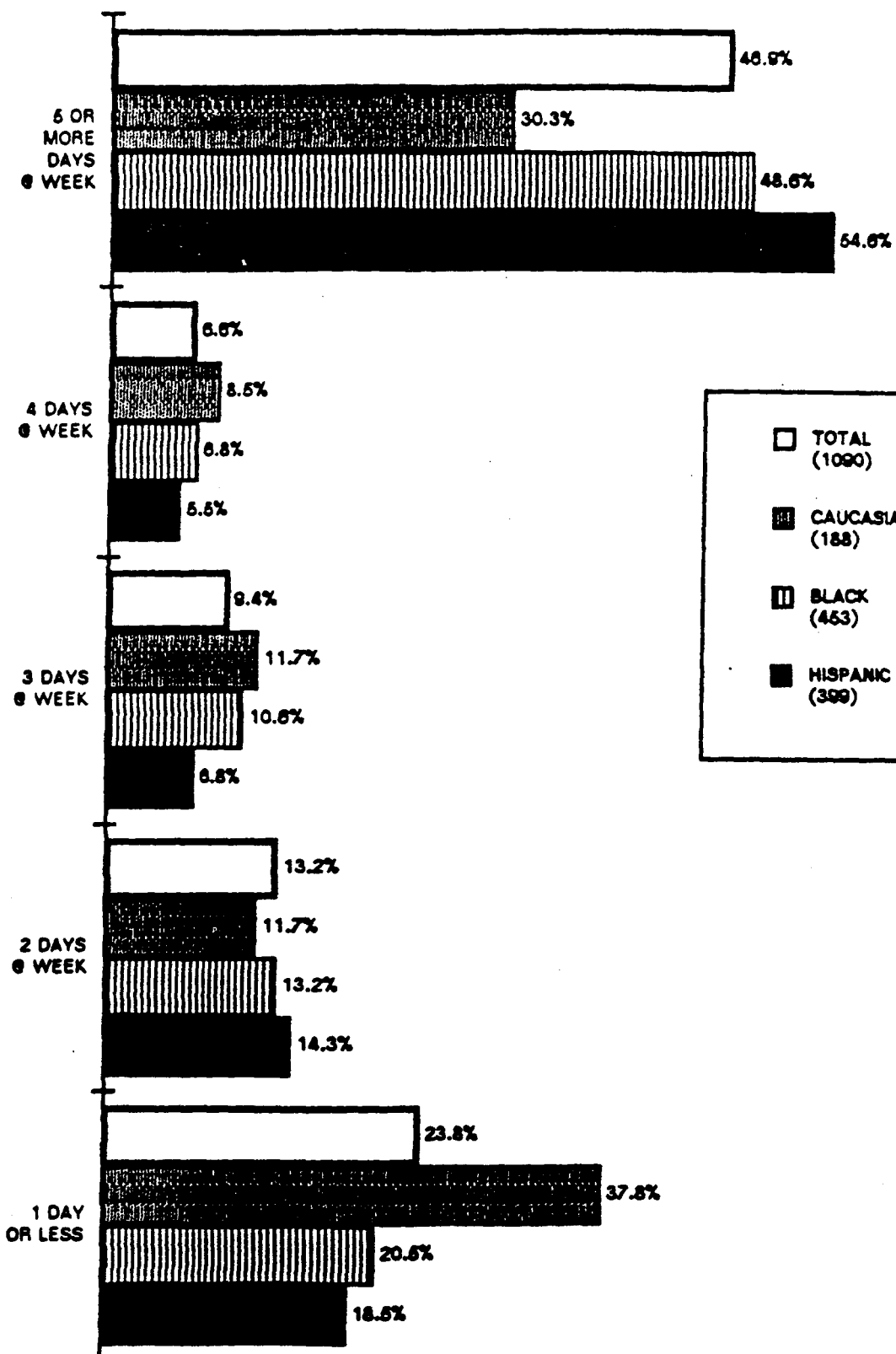
CHARACTERISTICS OF THE SAMPLE: (CONTINUED)

	<u>WHEN WATCH TV</u>			
	<u>TOTAL</u>	<u>ETHNICITY</u>		
		<u>1090</u>	<u>CAUCASIAN</u>	<u>BLACK</u>
<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	
MORNINGS (8:00 A.M. - NOON)	16.9	16.0	21.0	12.8
AFTERNOONS (NOON - 5:00 P.M.)	19.2	10.6	22.3	20.1
EARLY EVENING (5:00 P.M. - 8:00 P.M.)	38.1	48.4	38.6	34.3
PRIME TIME (8:00 P.M. - 10:00 P.M.) .	62.4	66.5	60.9	61.4
AFTER 10:00 P.M.	24.5	30.3	30.7	14.8
NEVER WATCH T.V.	3.7	4.3	2.6	4.8

CHANNEL WATCH MOST OFTEN FOR NEWS

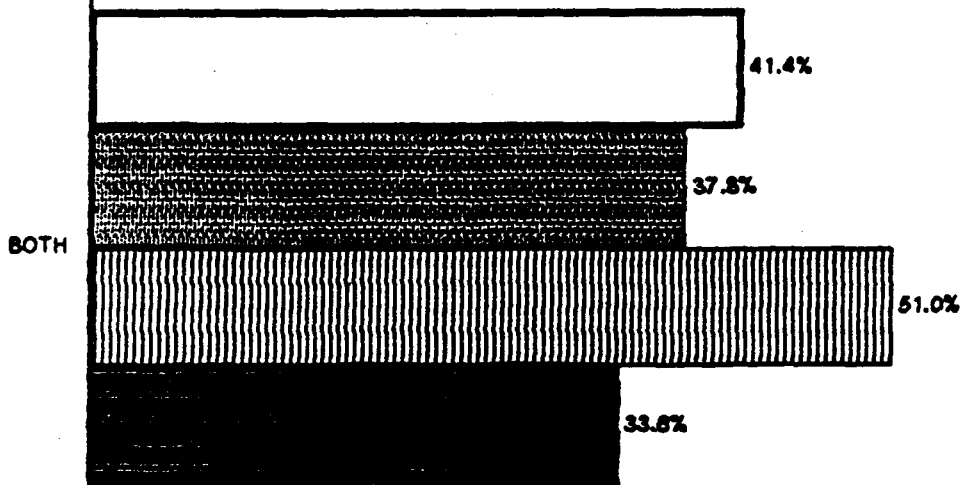
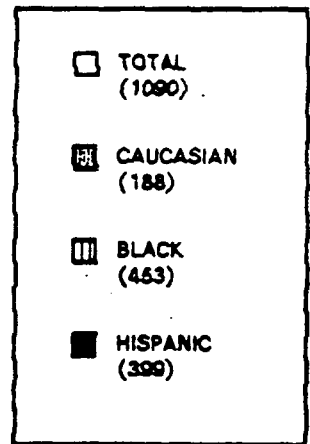
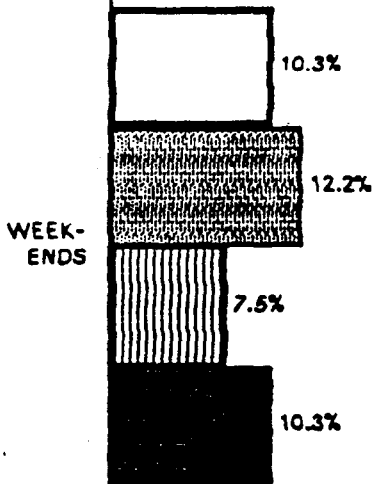
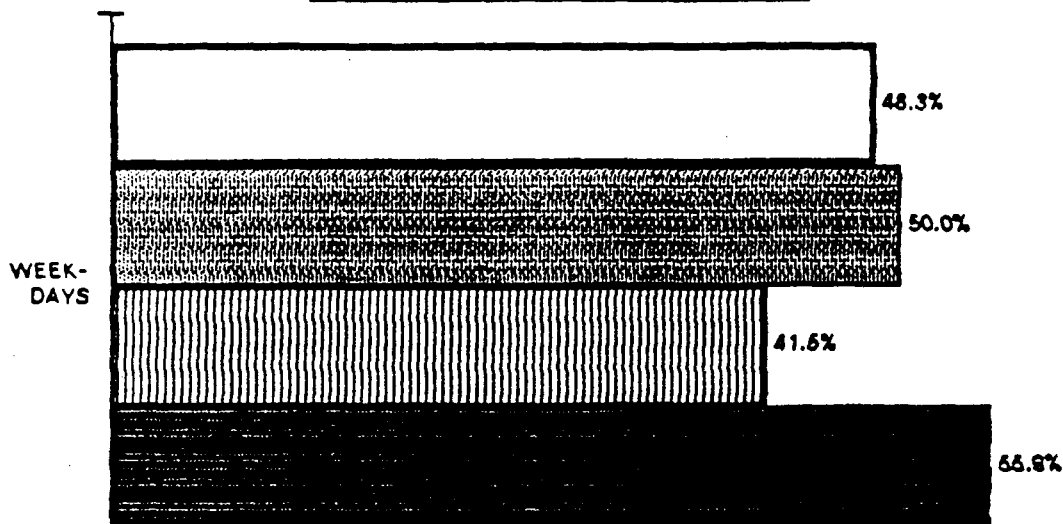
(BASE = WATCH TV)	<u>ETHNICITY</u>			
	<u>TOTAL</u>	<u>CAUCASIAN</u>	<u>BLACK</u>	<u>HISPANIC</u>
	<u>1050</u>	<u>180</u>	<u>441</u>	<u>380</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
CHANNEL 7	27.0	32.2	37.0	11.8
CHANNEL 4	15.7	20.6	21.8	6.6
CHANNEL 34	10.1	---	.2	27.4
CHANNEL 52	9.5	.6	---	26.1
CHANNEL 2	9.1	14.4	11.8	2.9
CHANNEL 5	5.6	3.9	5.0	6.6
CHANNEL 9	5.5	5.0	6.8	4.5
CHANNEL 11	4.0	5.6	4.5	2.9
CHANNEL 13	3.2	3.3	2.9	3.9
CHANNEL 70	2.9	5.6	2.9	.3
CHANNEL 28	1.1	1.7	1.4	.8
CHANNEL 228	---	---	2.1
CHANNEL 102	---	.2	.3
CHANNEL 322	---	---	.5
CHANNEL 362	.6	---	.3
CHANNEL 402	.6	.2	---
CHANNEL 31	---	.2	---
CHANNEL 81	---	.6	---
CHANNEL 451	---	---	.3
NO PARTICULAR CHANNEL	4.4	5.6	5.0	2.9

HOW OFTEN USE THE BLUE LINE

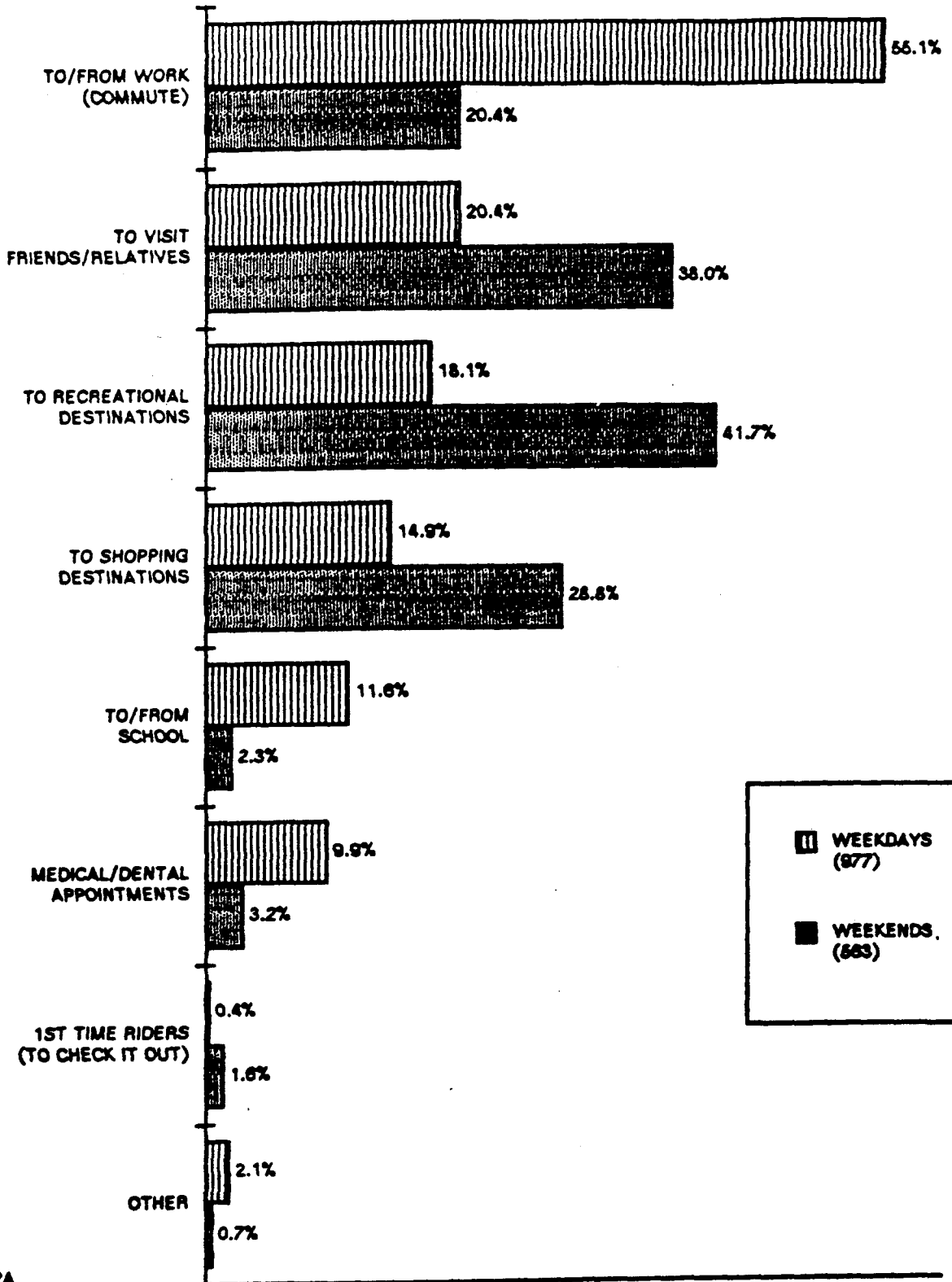


01R

WHEN USE THE BLUE LINE

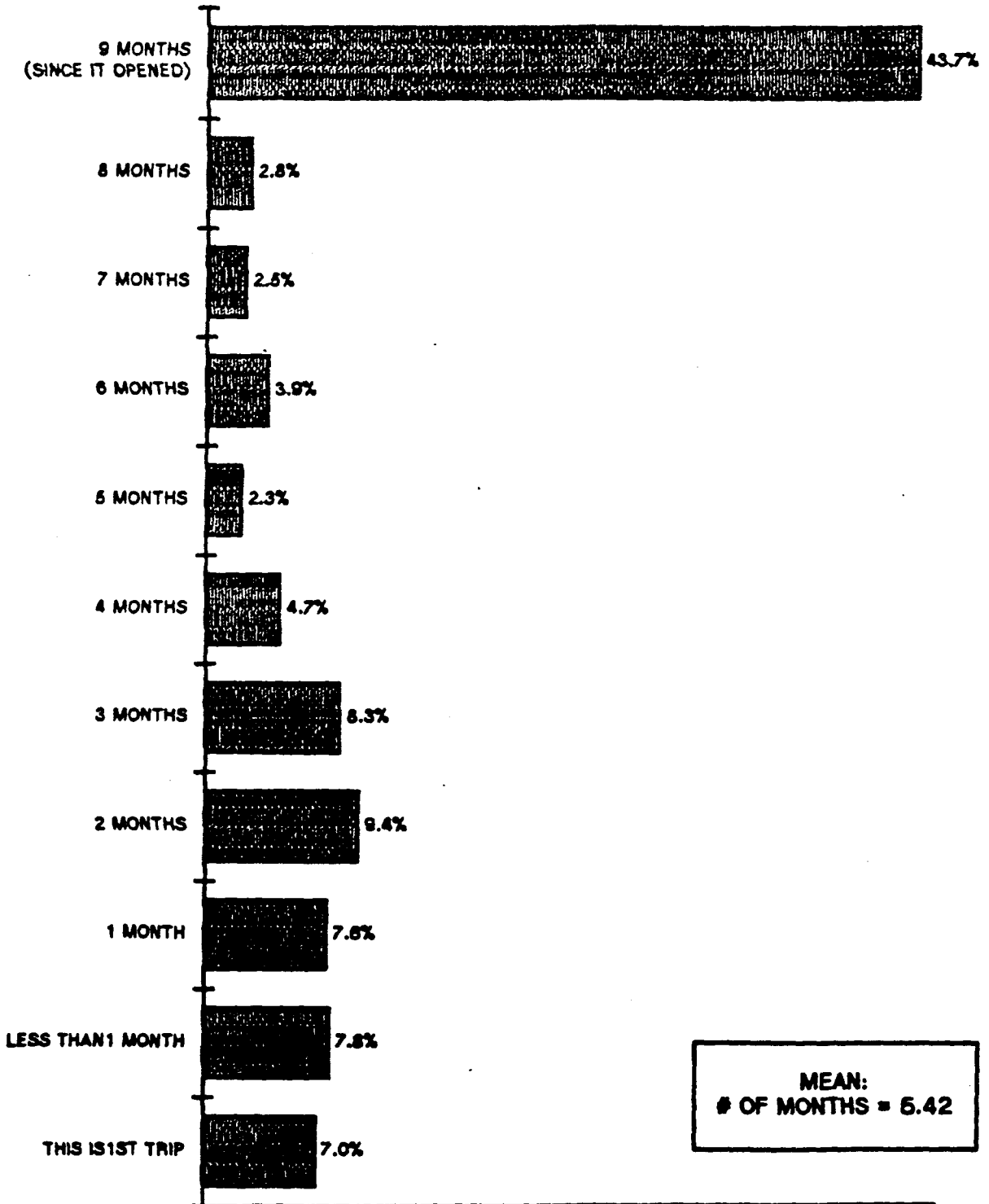


DESTINATIONS FOR WHICH BLUE LINE IS USED



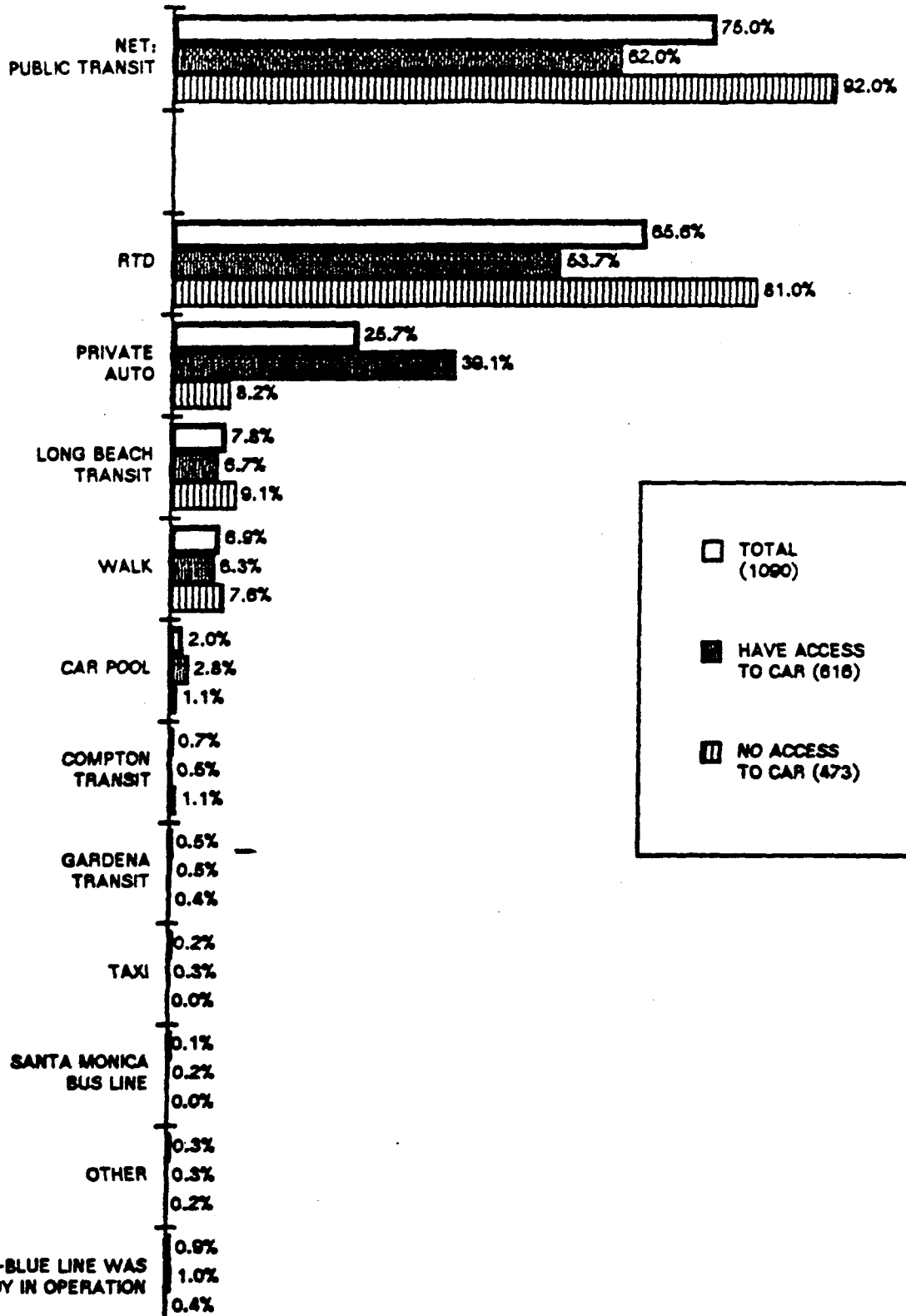
02A

HOW LONG BEEN USING BLUE LINE
TOTAL = 1090

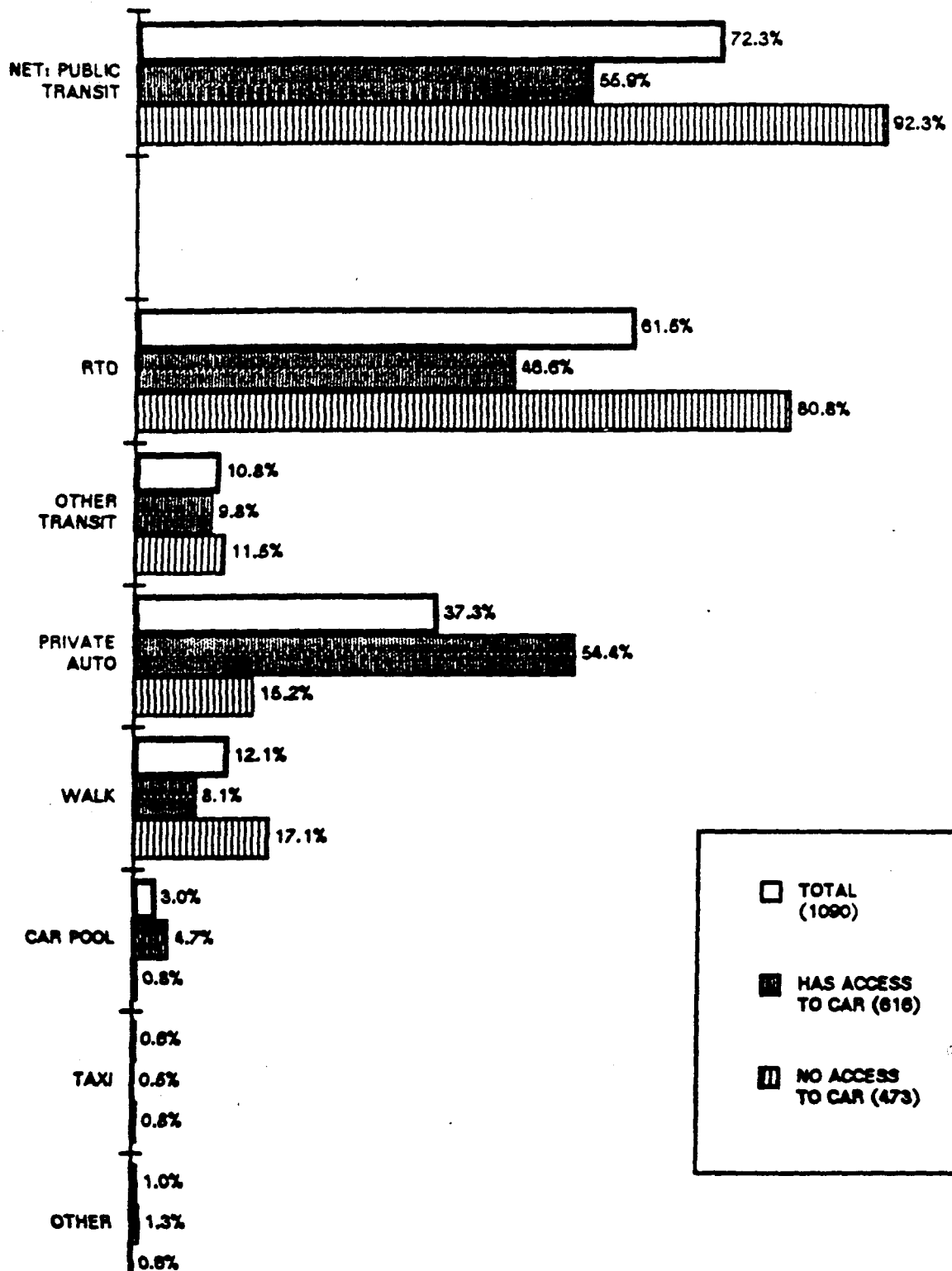


MEAN:
OF MONTHS = 5.42

MODE OF TRANSPORTATION USED BEFORE BLUE LINE
TO GET TO/FROM TODAY'S DESTINATION

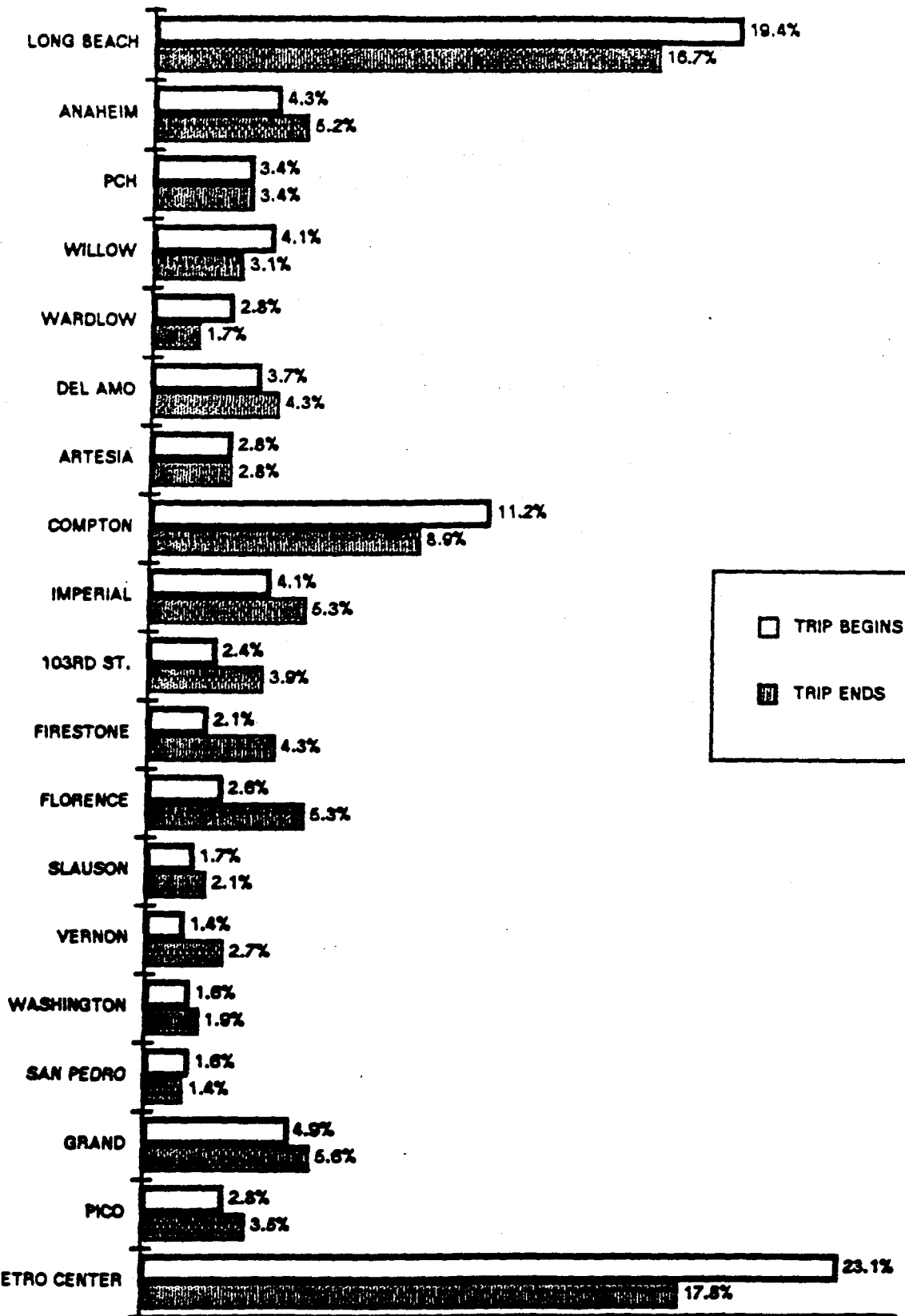


OTHER MEANS OF TRANSPORTATION USED
WHEN NOT USING BLUE LINE



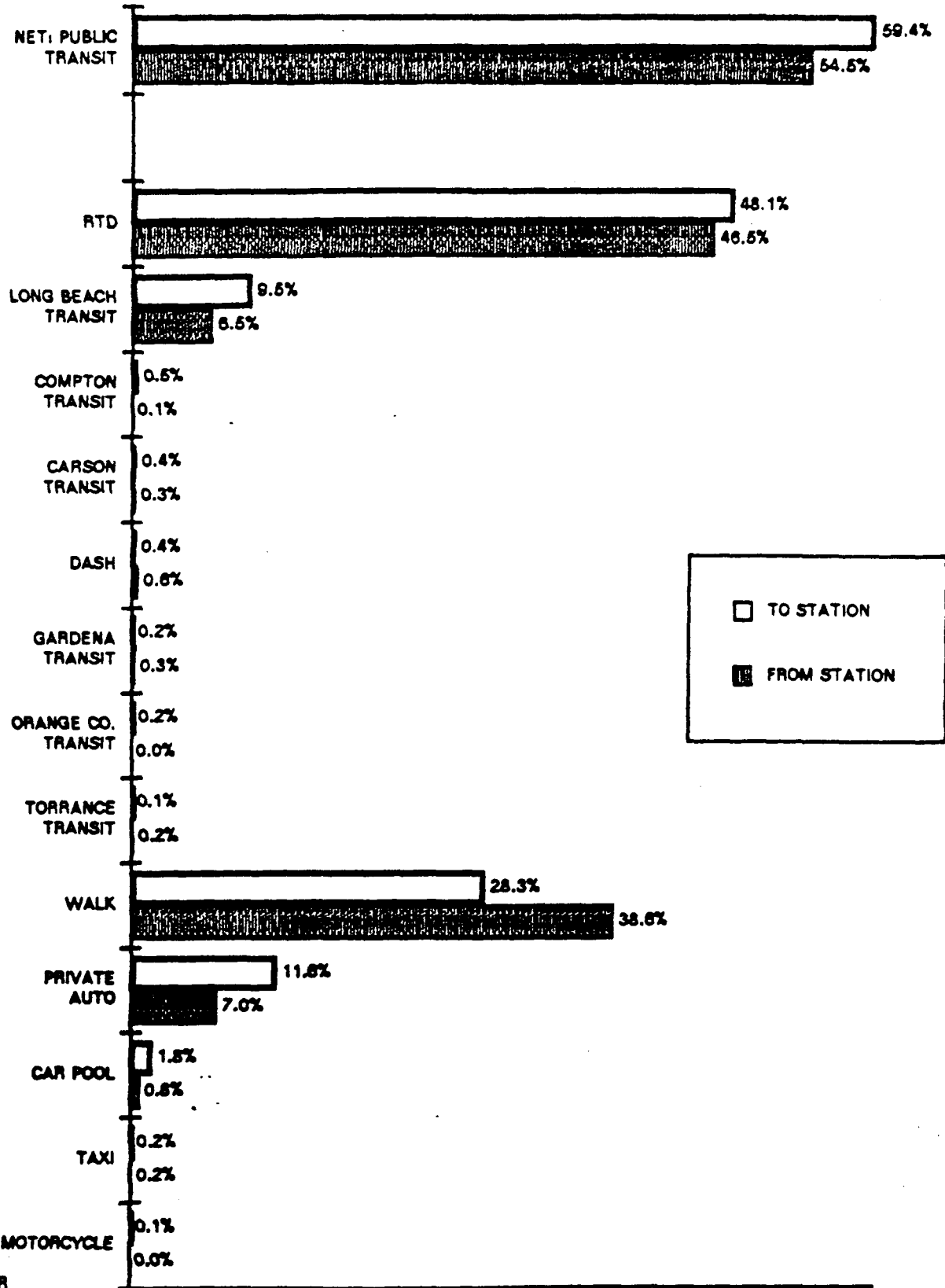
06R

STATION AT WHICH TODAY'S TRIP BEGINS/ENDS



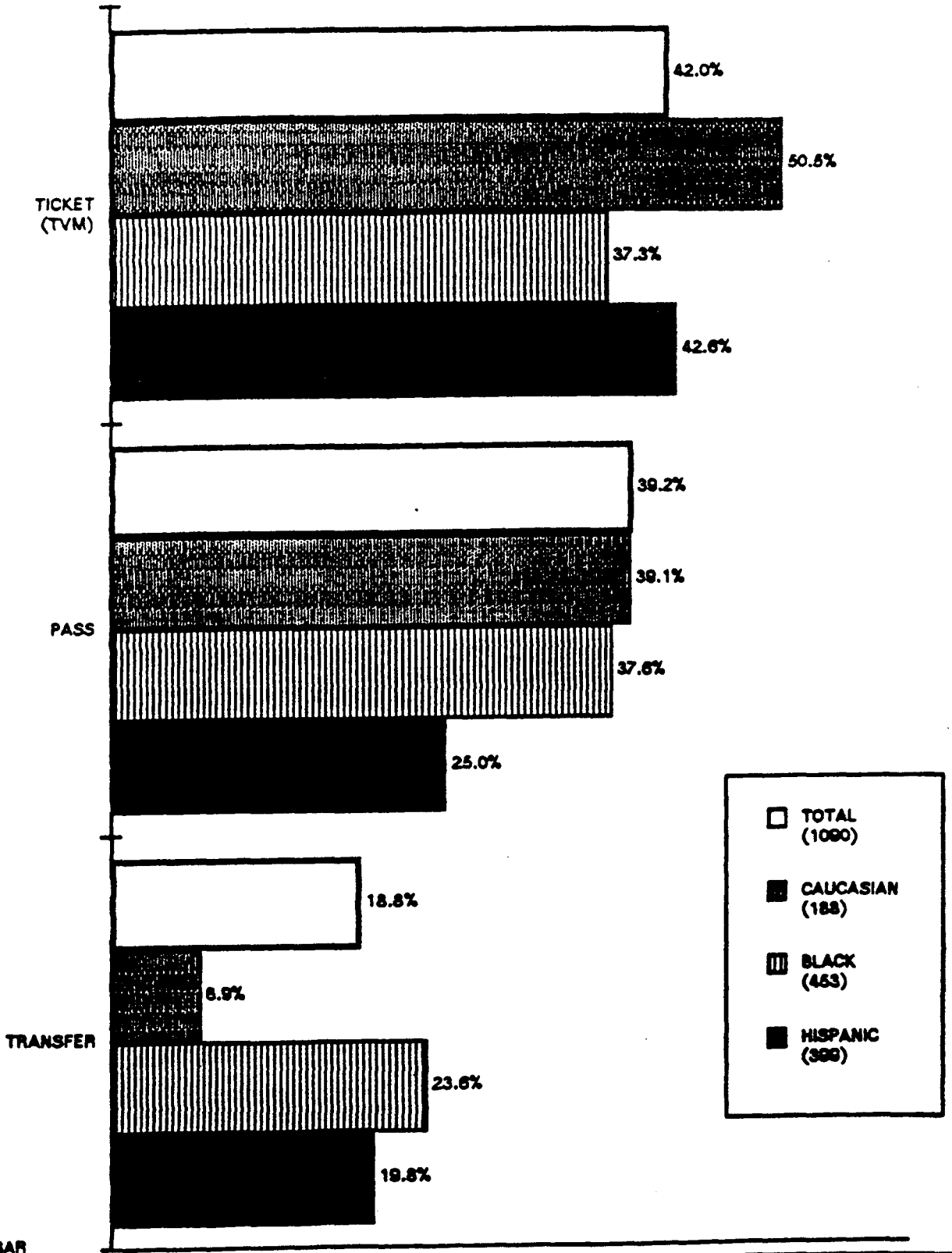
ODR

MEANS OF TRANSPORTATION USED TO GET TO/FROM BLUE LINE



07R

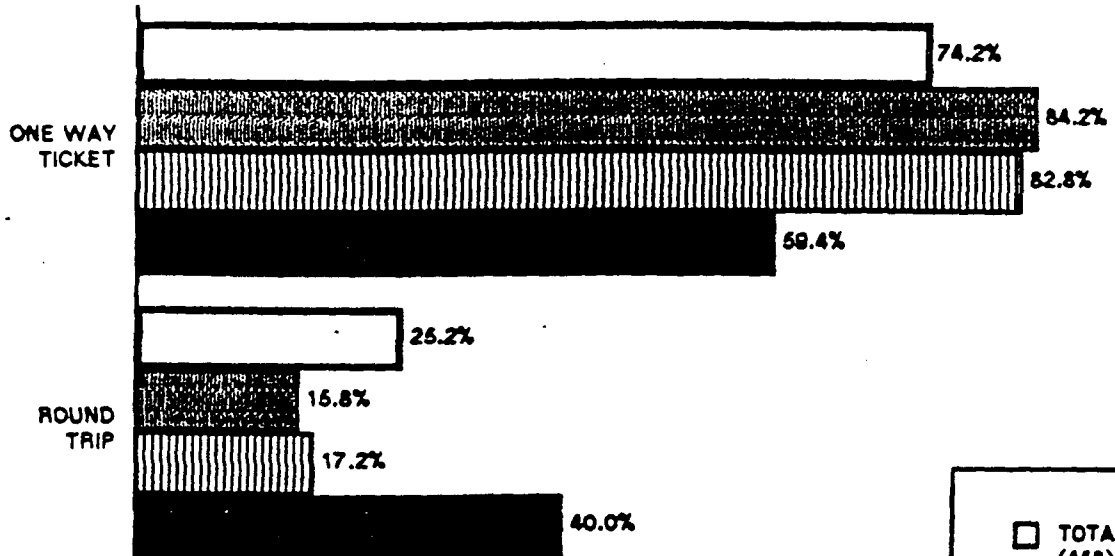
HOW TODAY'S BLUE LINE TRIP IS PAID FOR



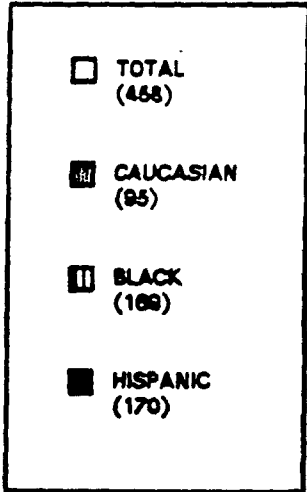
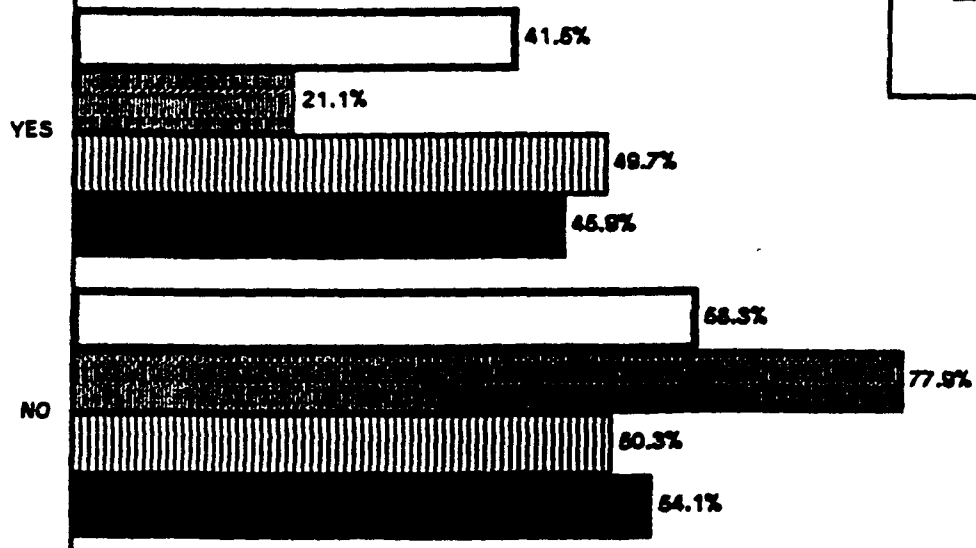
OBAR

TICKET PURCHASED

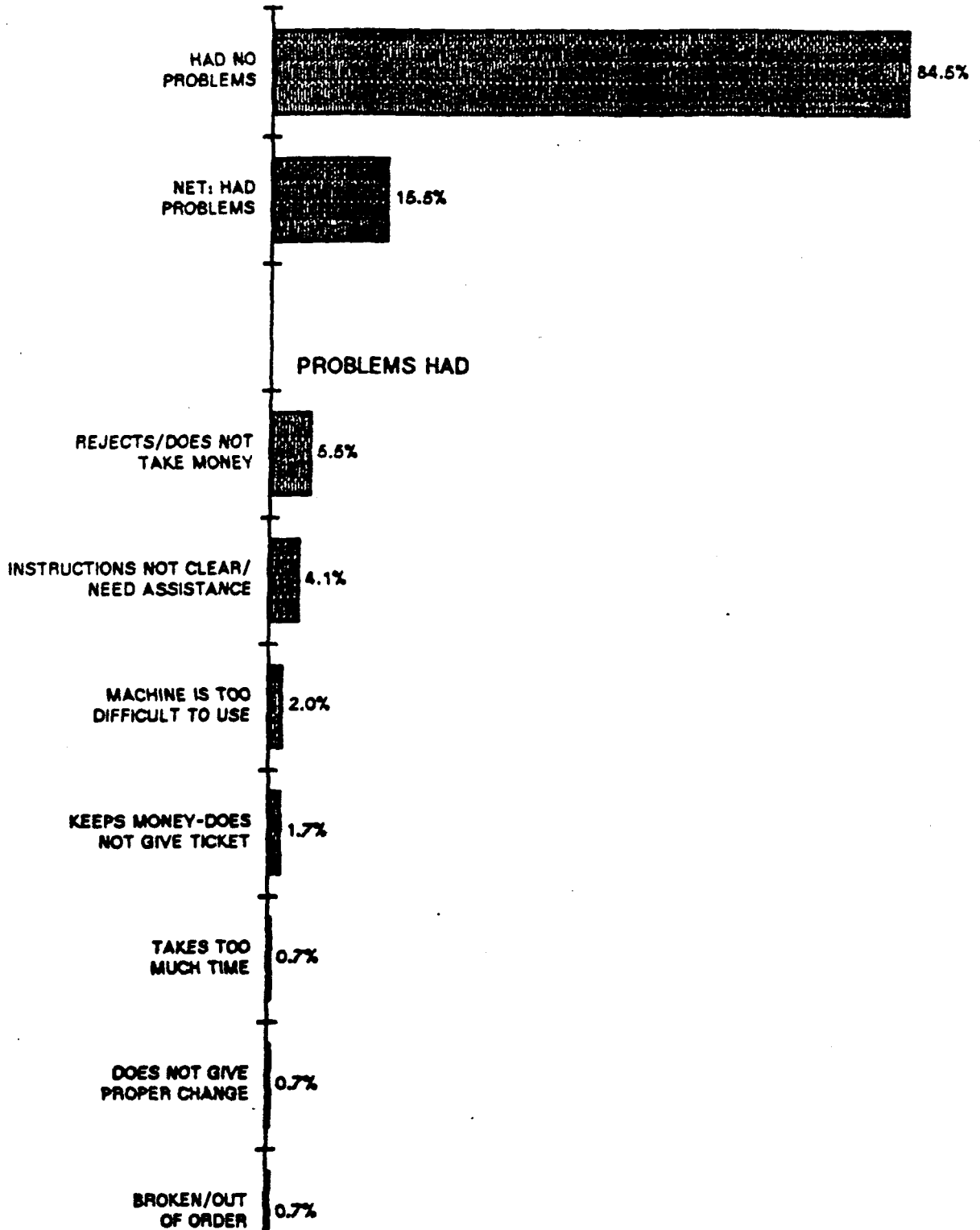
TYPE OF TICKET PURCHASED
(BASE = PAID FOR TRIP W/ TICKET)



DID/WILL USE TRANSFER
(BASE = PAID FOR TRIP WITH TICKET)

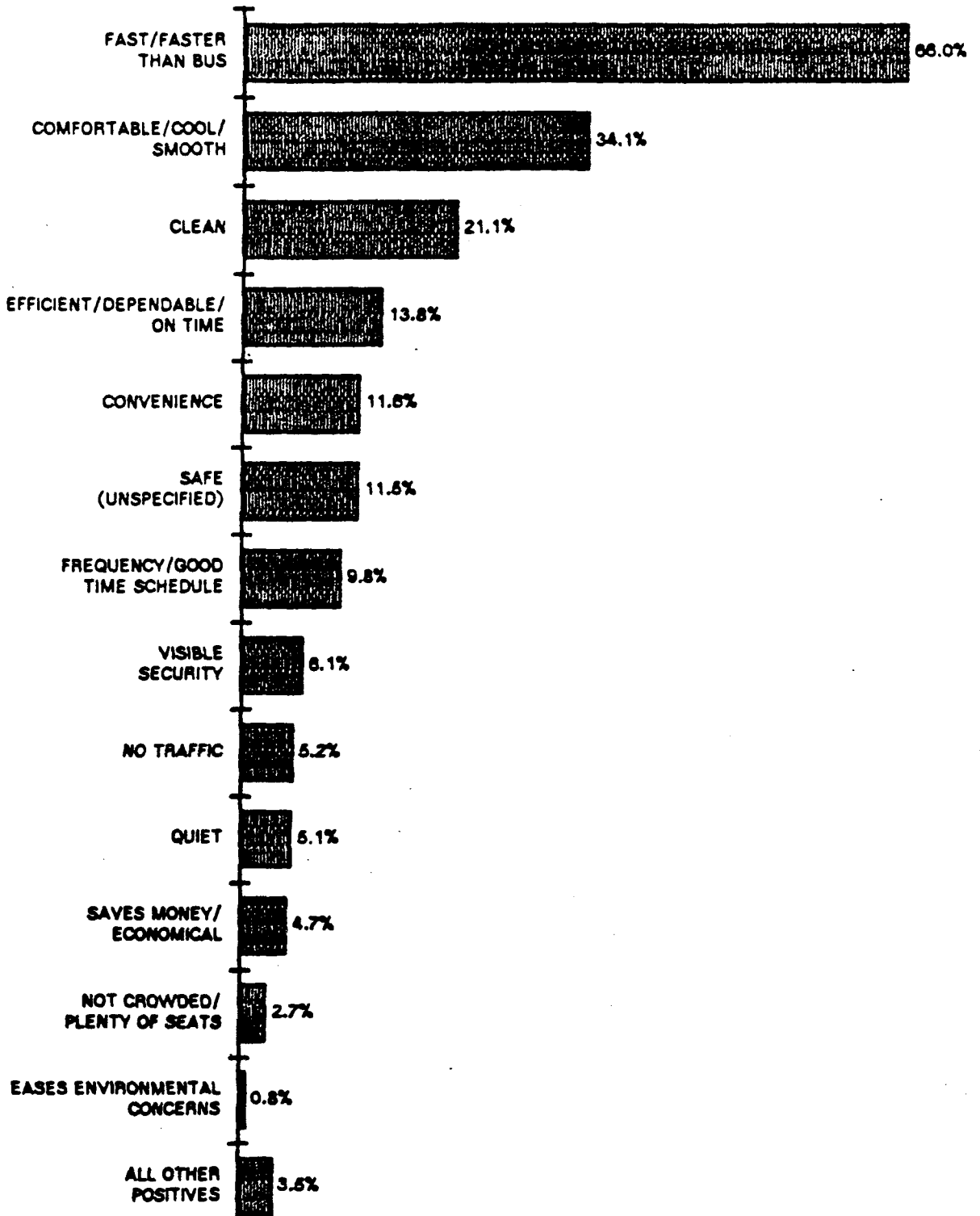


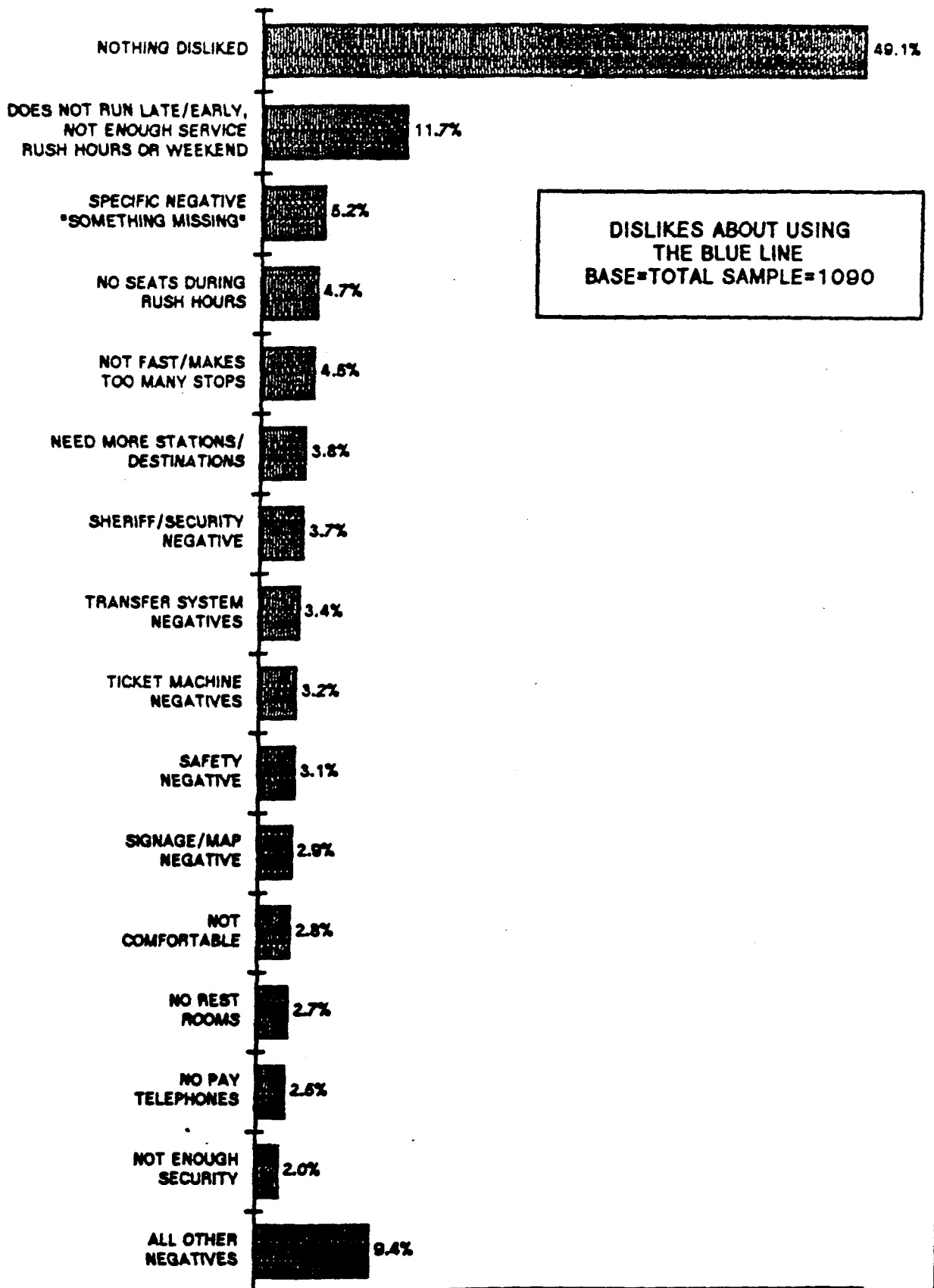
**PROBLEMS WITH TICKET VENDING MACHINE
BASE = PAID WITH TICKET**



OSR

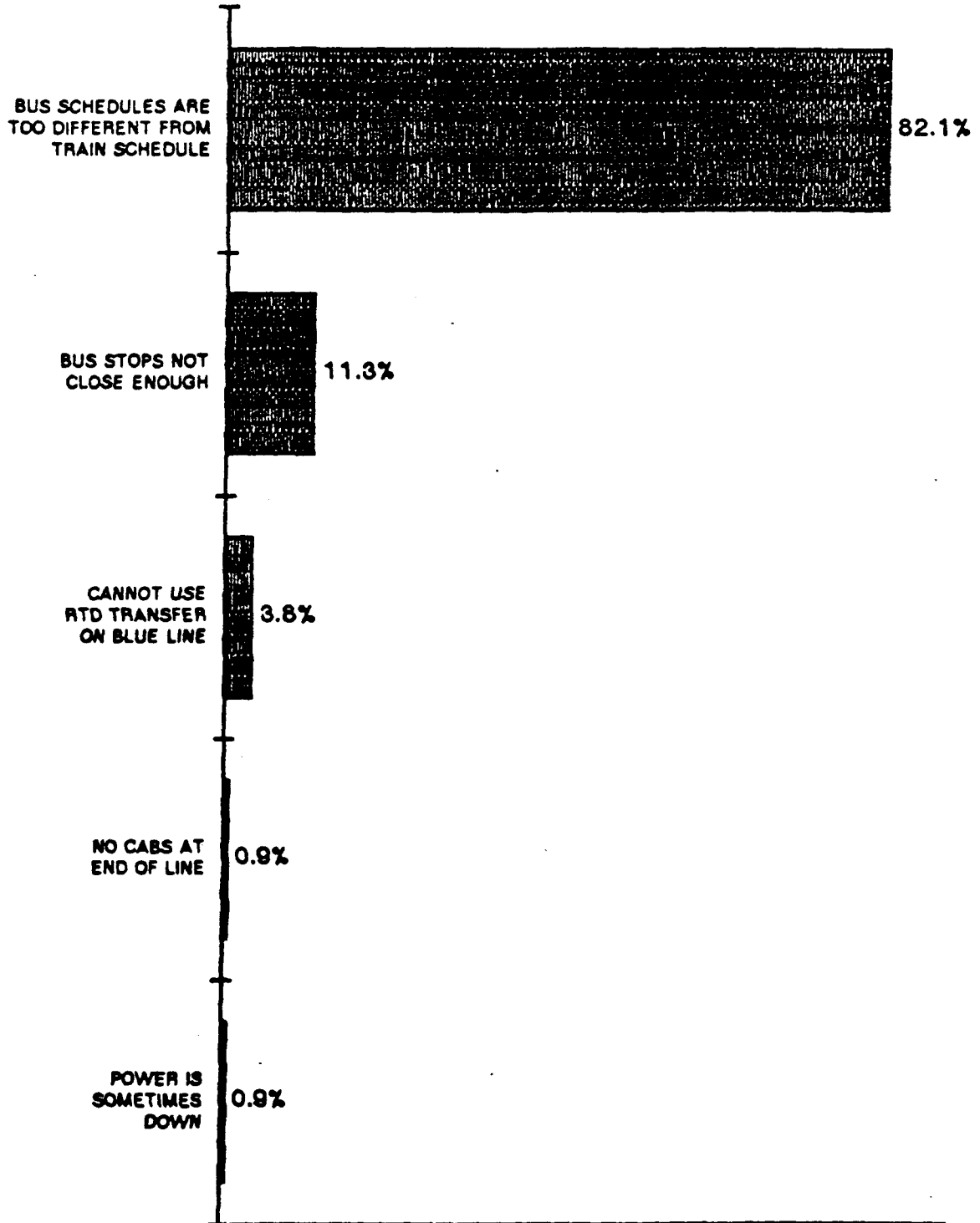
LIKES ABOUT USING THE BLUE LINE
BASE=TOTAL SAMPLE=1090

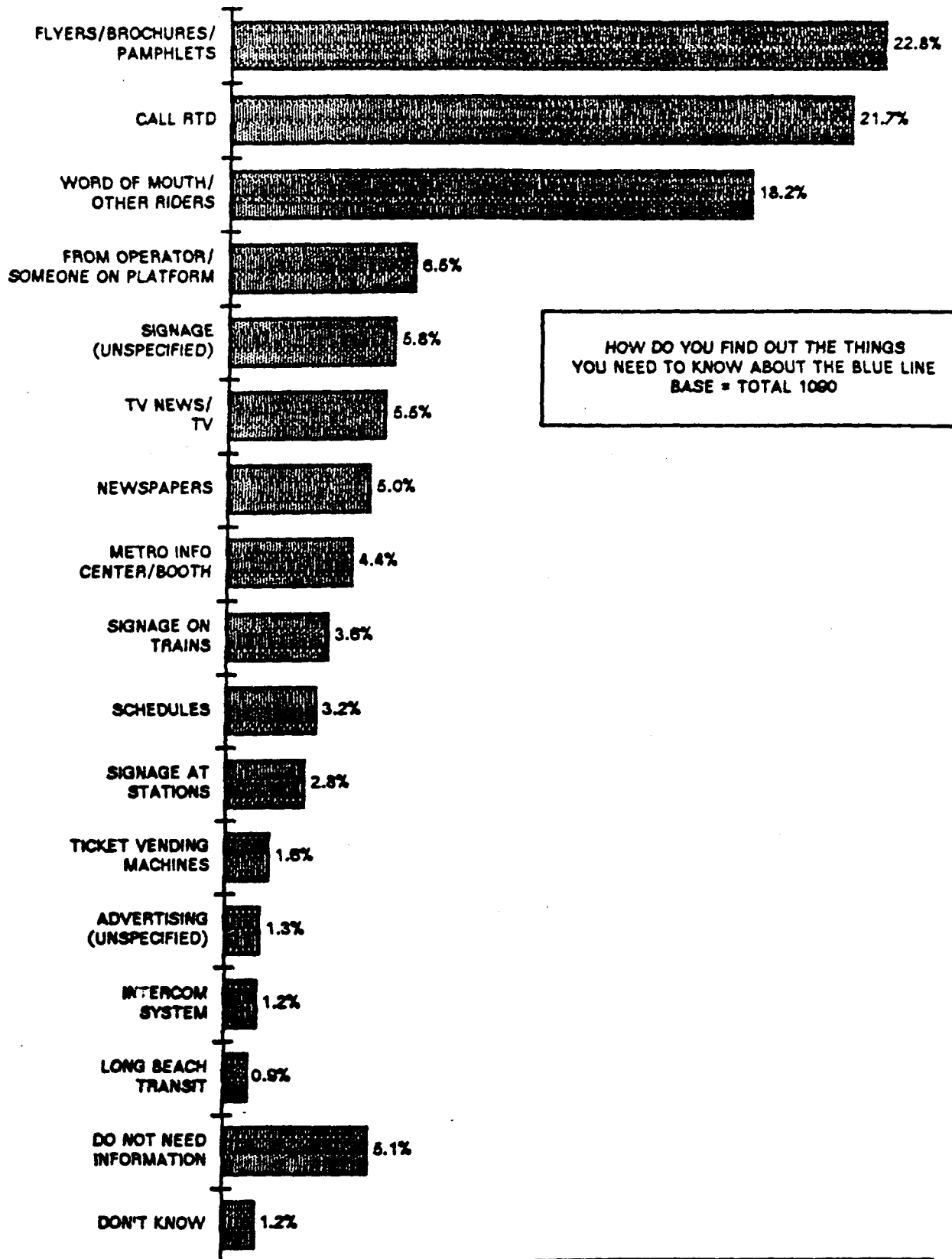


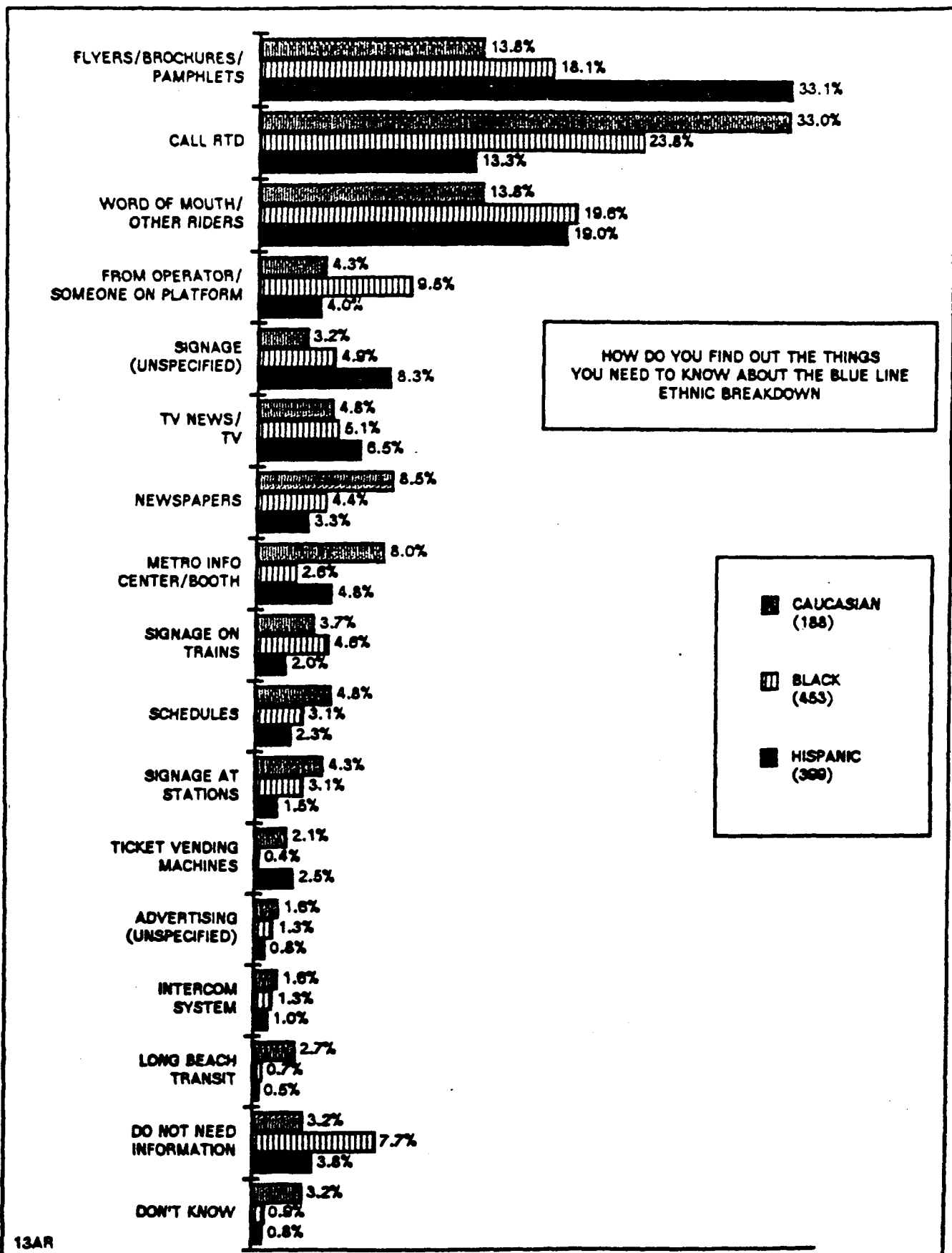


**PROBLEMS EXPERIENCED WHEN MAKING
RAIL/BUS CONNECTIONS**

(BASE = THOSE WHO HAVE PROBLEMS = 106)

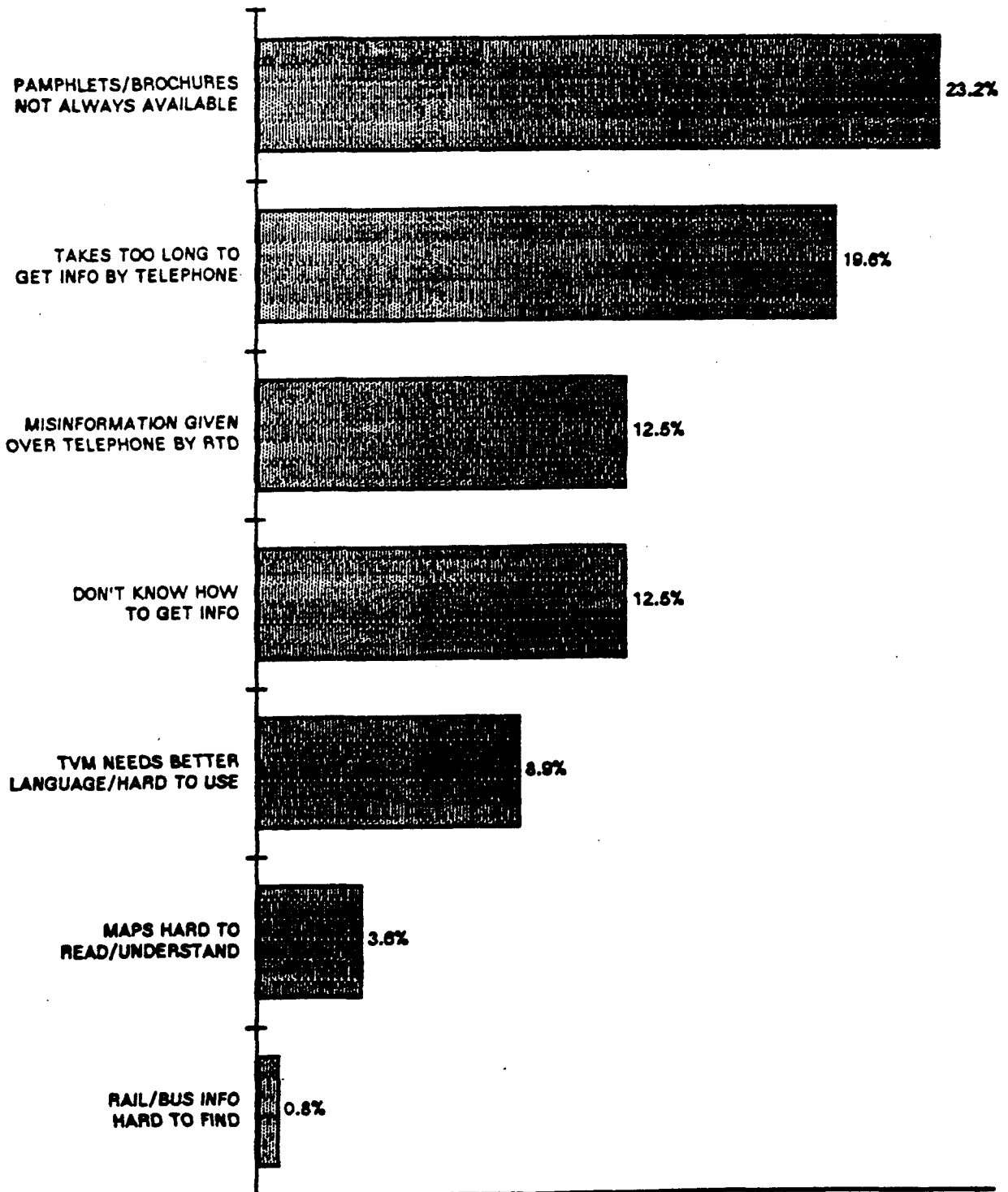






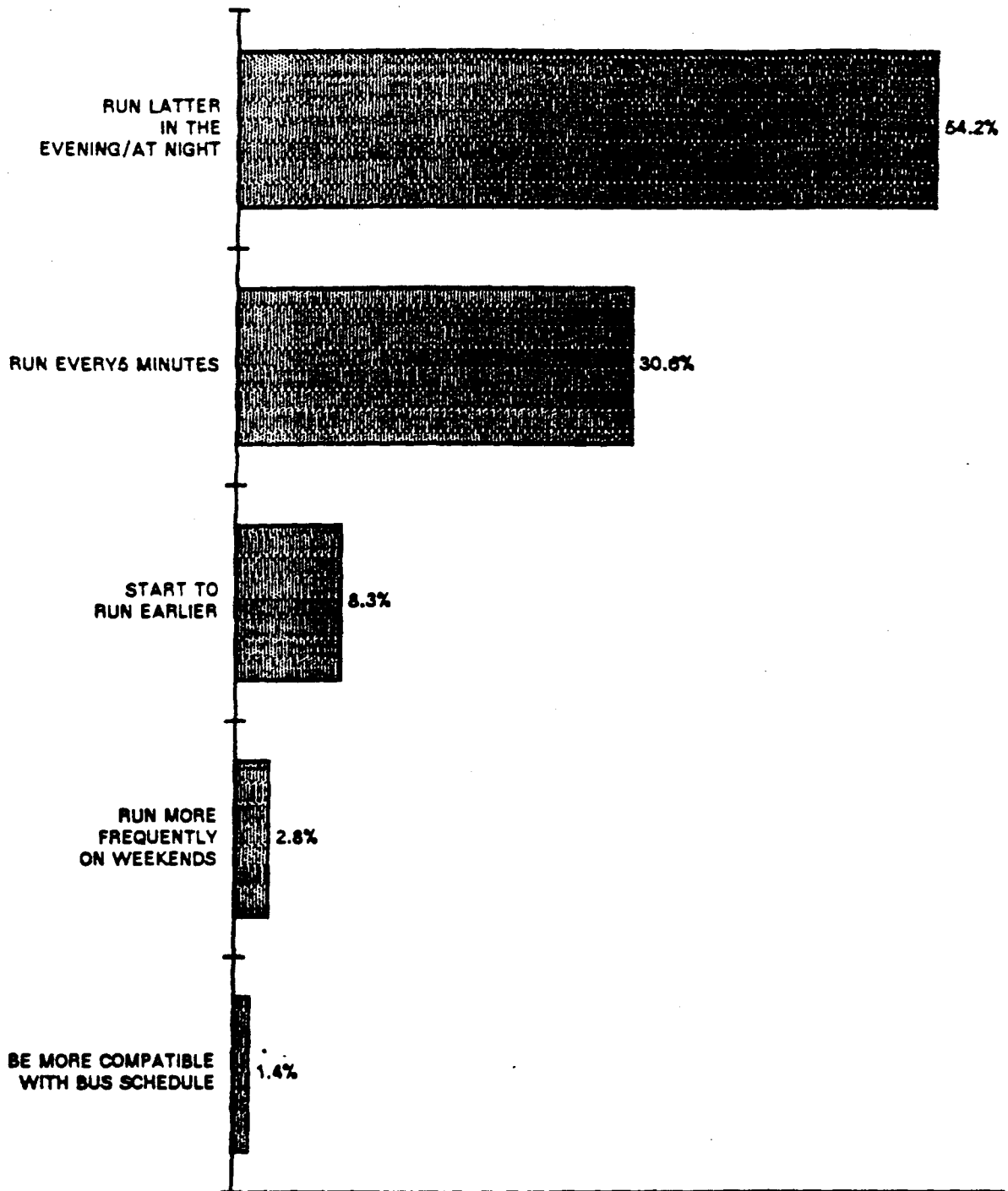
**PROBLEMS WITH FINDING INFORMATION
ABOUT THE BLUE LINE**

BASE = THOSE WHO HAVE PROBLEMS (68)

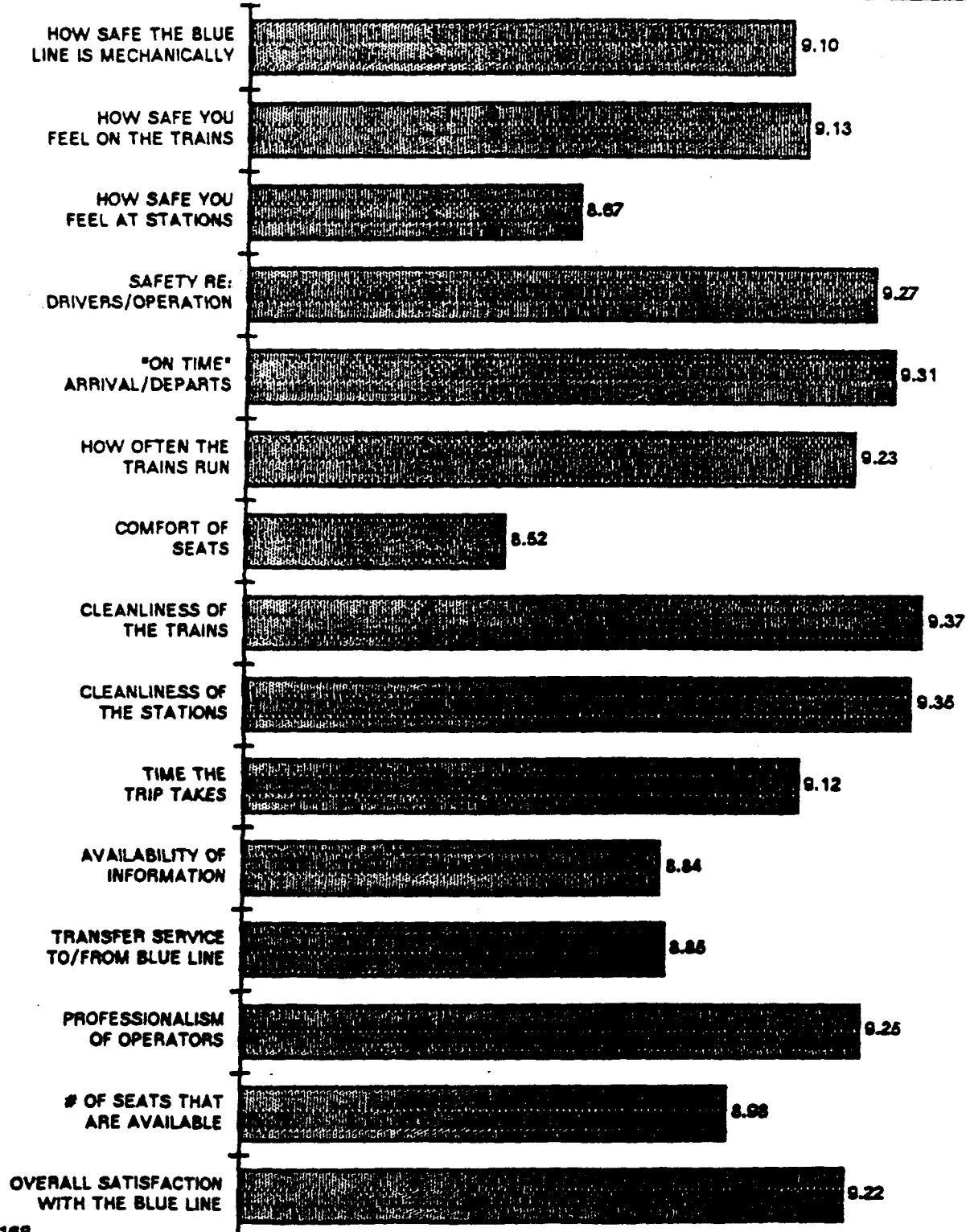


FREQUENCY SCHEDULE THAT WOULD BETTER MEET NEEDS

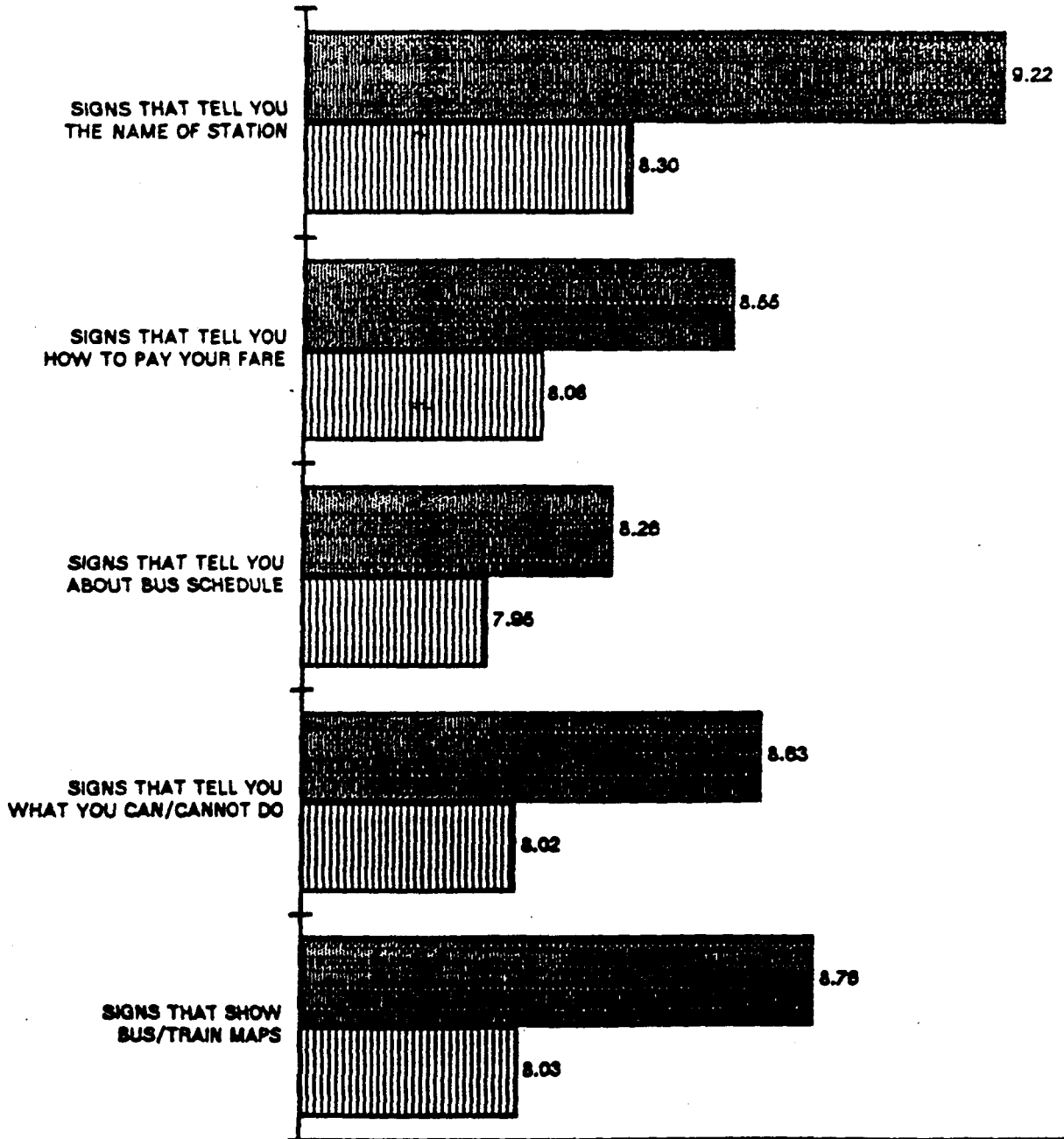
BASE=THOSE SAYING BLUE LINE TRAINS
DO NOT RUN FREQUENTLY ENOUGH = 72



SATISFACTION RATING SCORES
 9.00-10.00=EXCELLENT, 8.00-8.99=VERY GOOD,
 7.00-7.99=GOOD



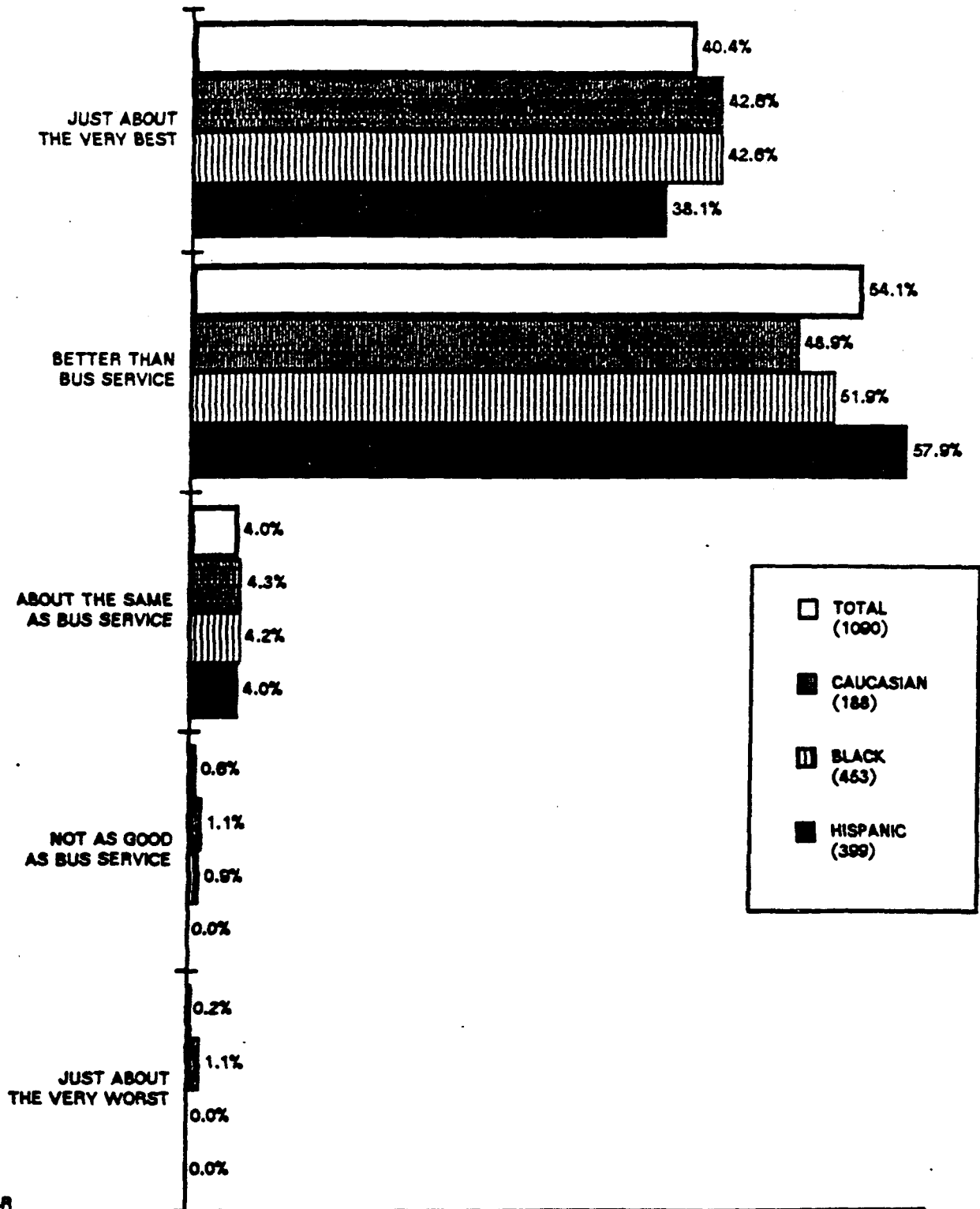
RATINGS - HOW WELL SIGNS TELL YOU WHAT YOU NEED TO KNOW
 9.00-10.00=EXCELLENT, 8.00-8.99=VERY GOOD,
 7.00-7.99=GOOD, 6.00-6.99=AVERAGE



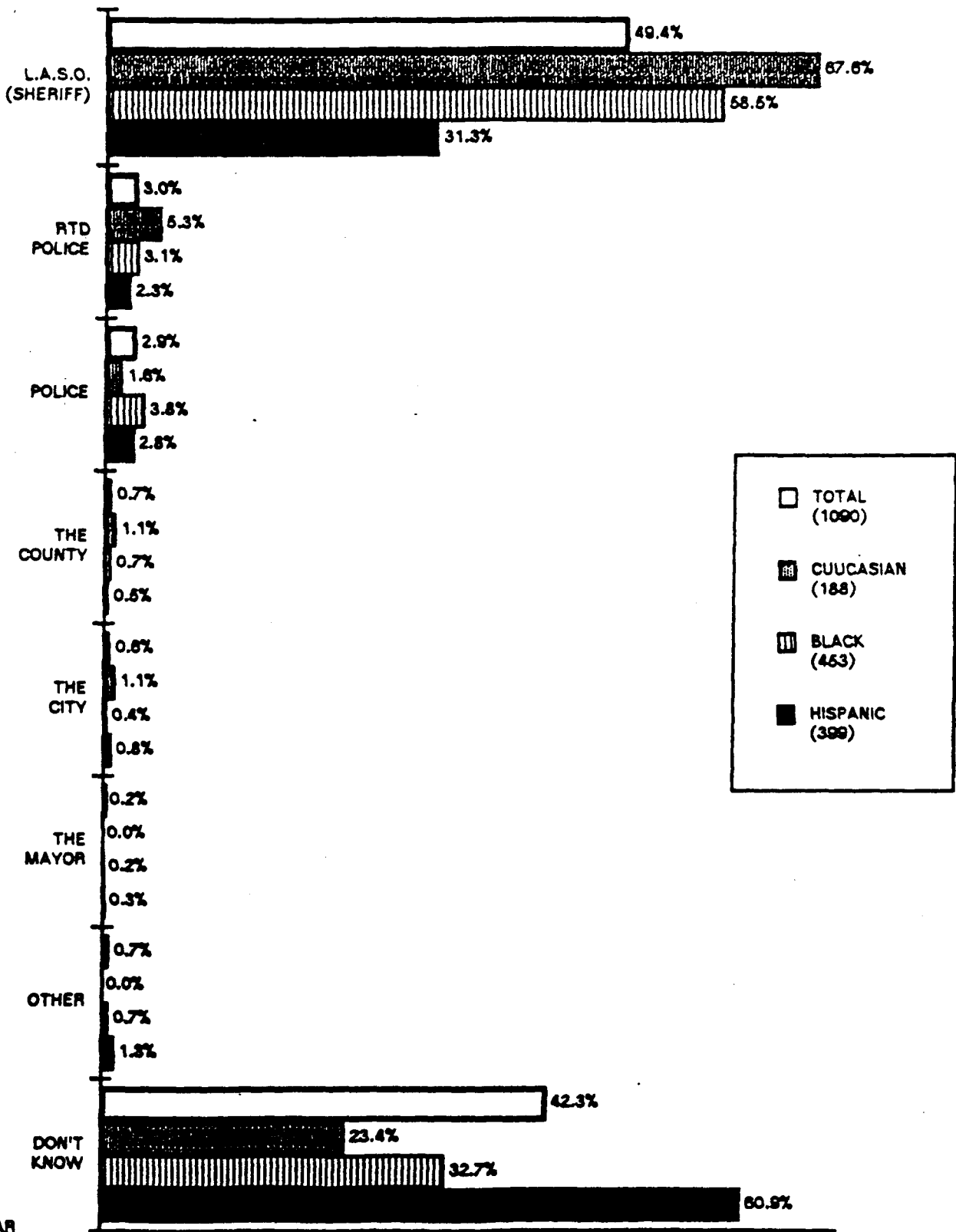
■ ENGLISH (BASE = 996
 THOSE WHO READ ENGLISH)

▨ SPANISH (BASE = 257
 THOSE WHO HAVE A NEED
 FOR SPANISH LANGUAGE SIGNS)

HOW BLUE LINE SERVICE COMPARES WITH OTHER BUS SERVICES

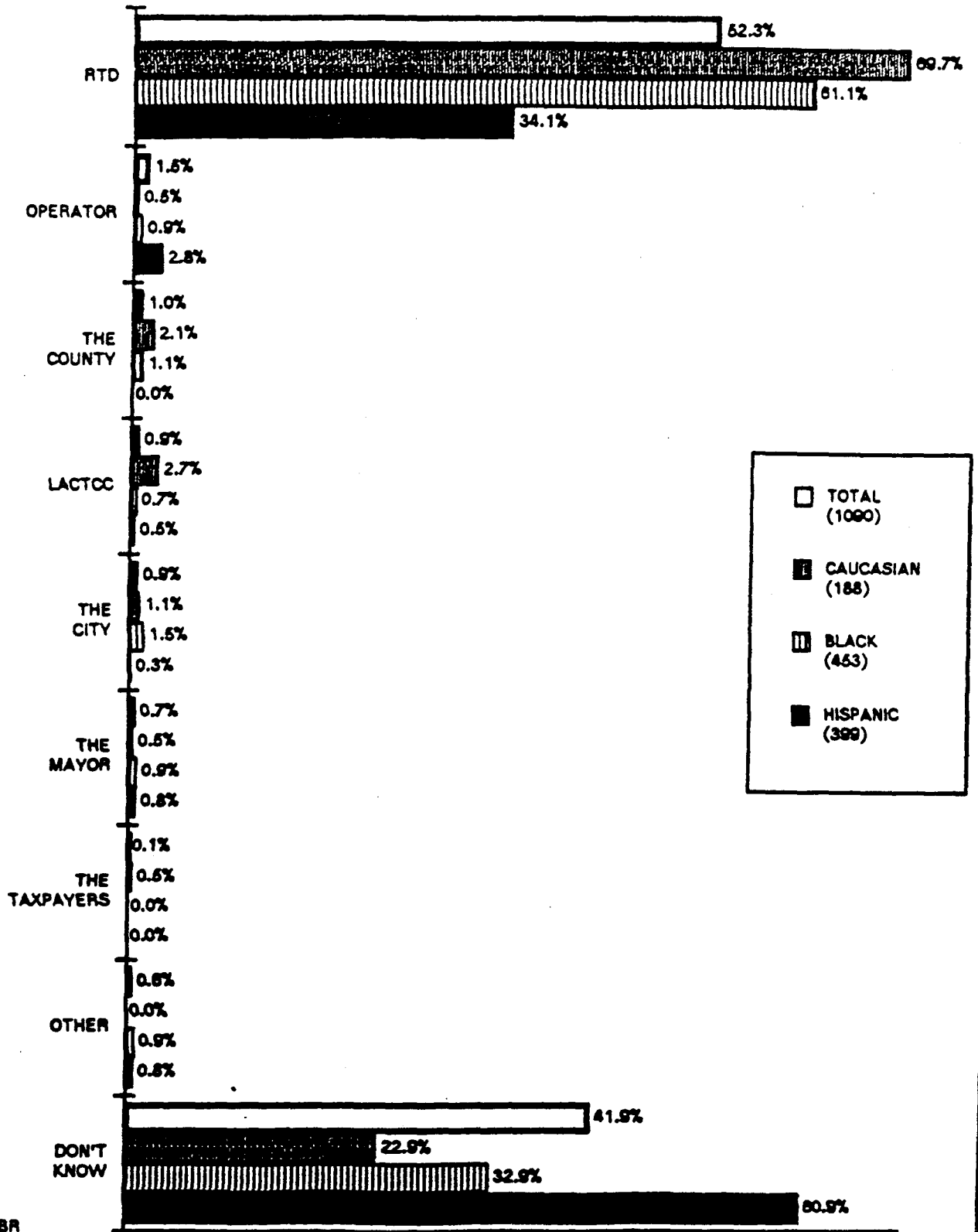


WHO PROVIDES UNIFORMED SECURITY FOR THE BLUE LINE



19AR

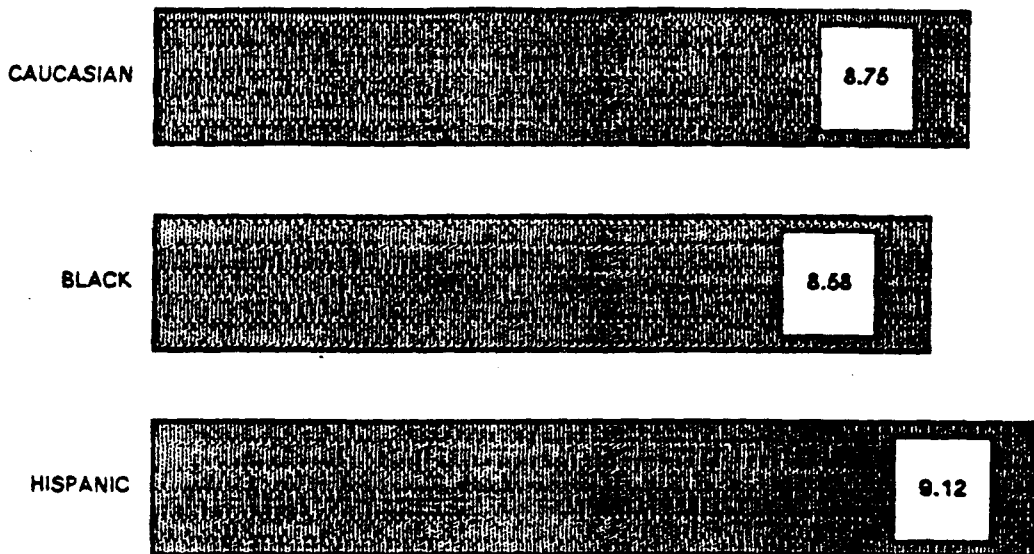
WHO/WHAT IS RESPONSIBLE FOR OPERATING THE BLUE LINE



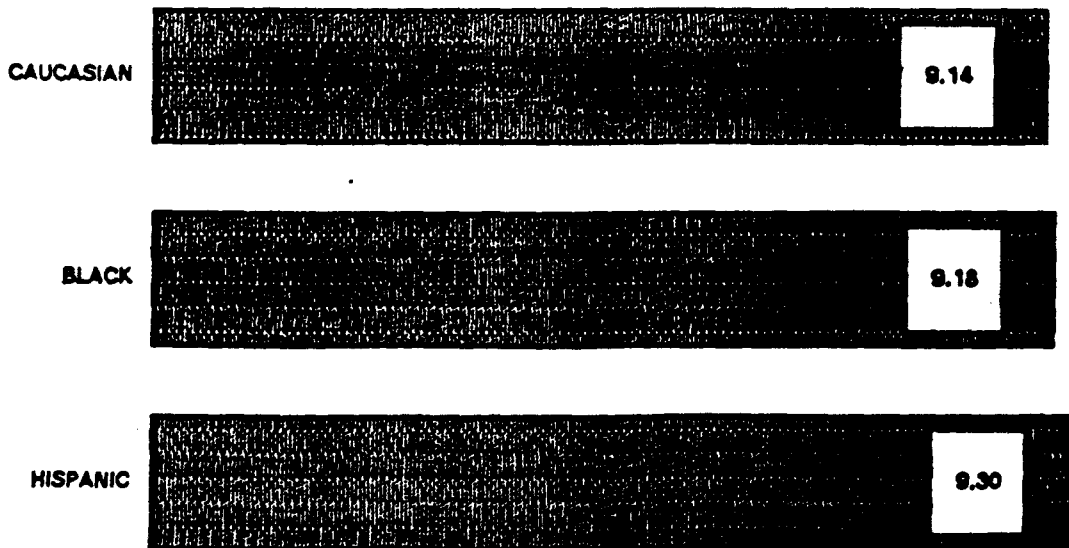
1988

RATINGS SCORE 9.00-10.00 = EXCELLENT, 8.00-8.99 =
VERY GOOD

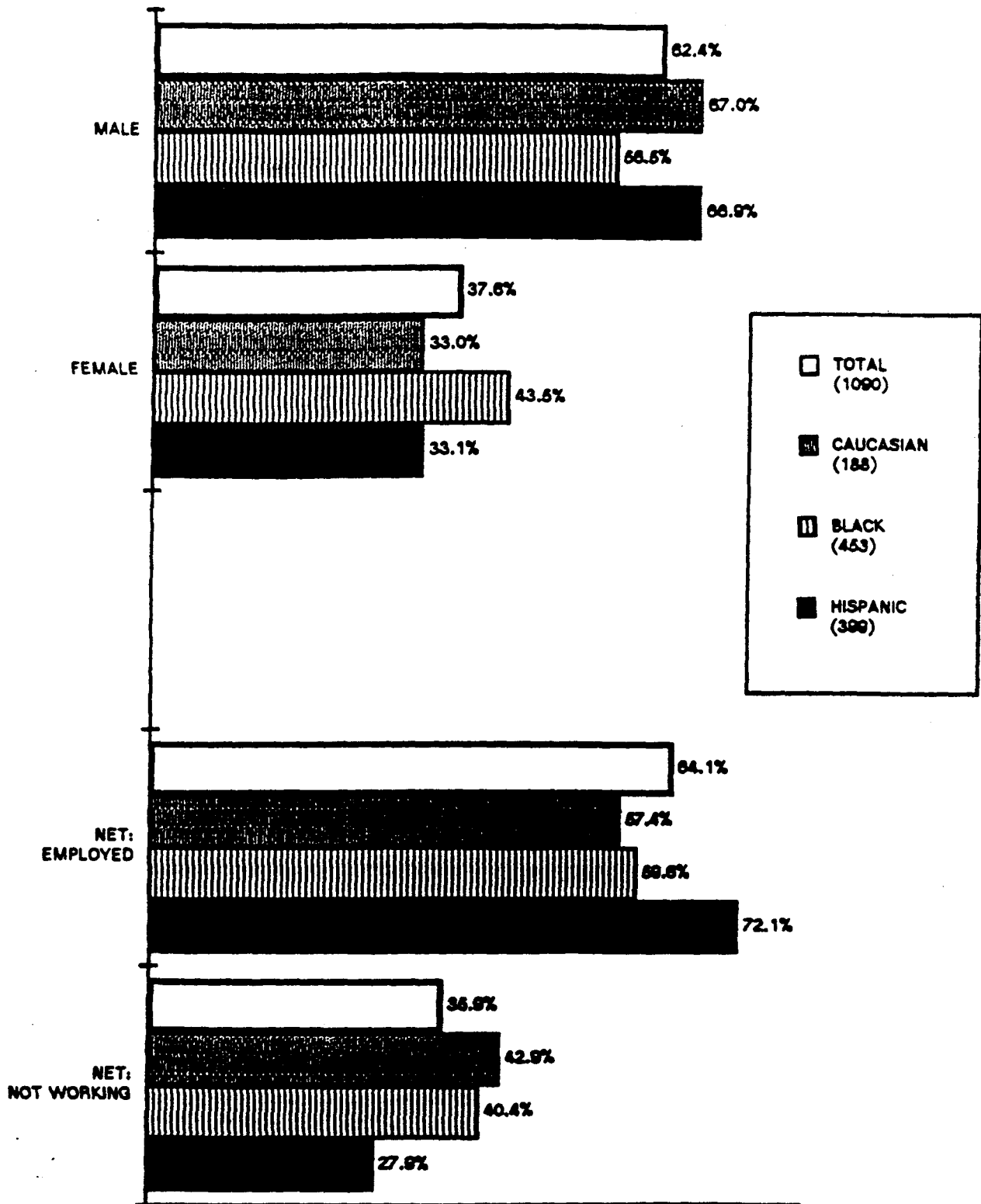
RATINGS - UNIFORMED SECURITY



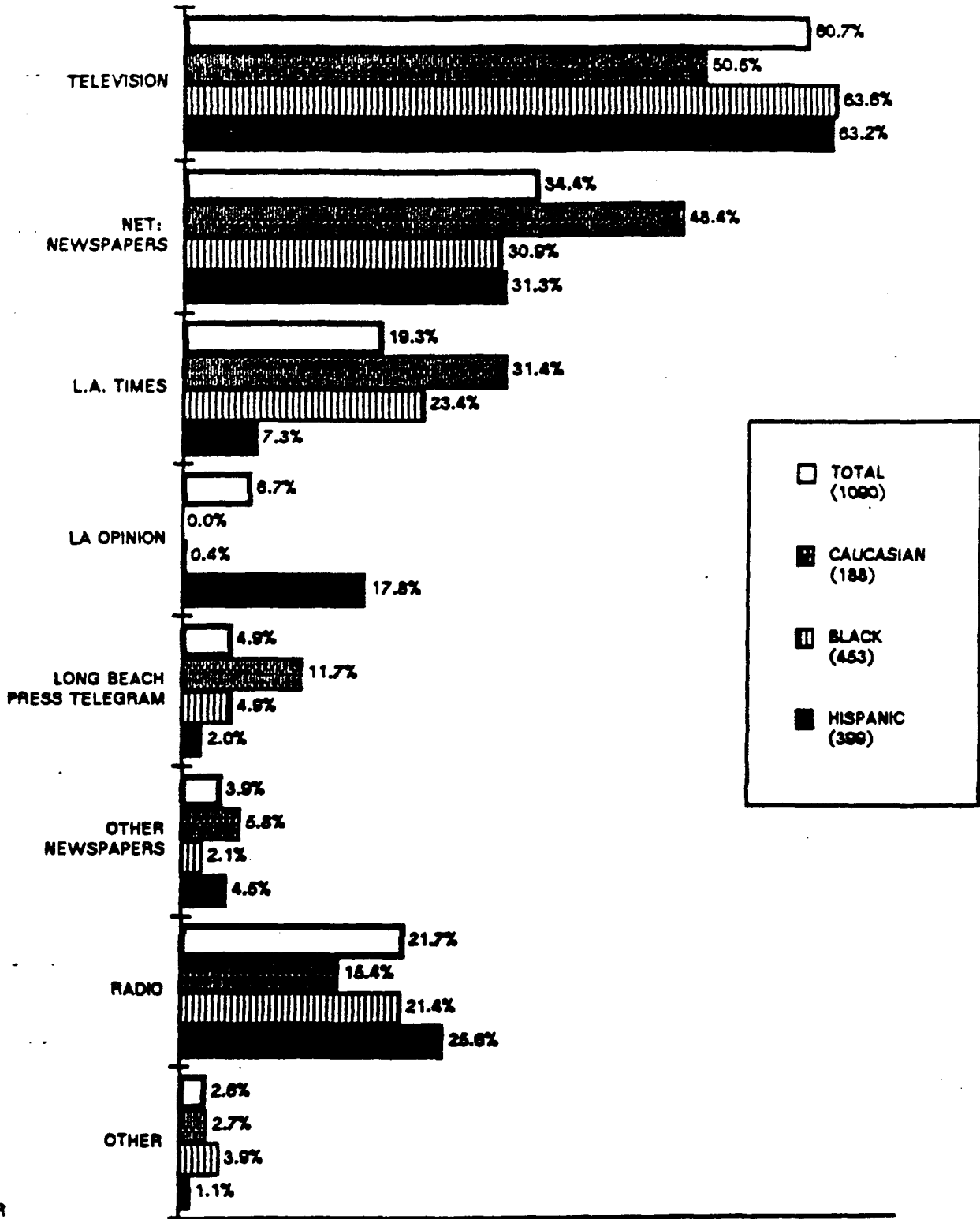
RATINGS - OPERATION OF THE BLUE LINE SYSTEM



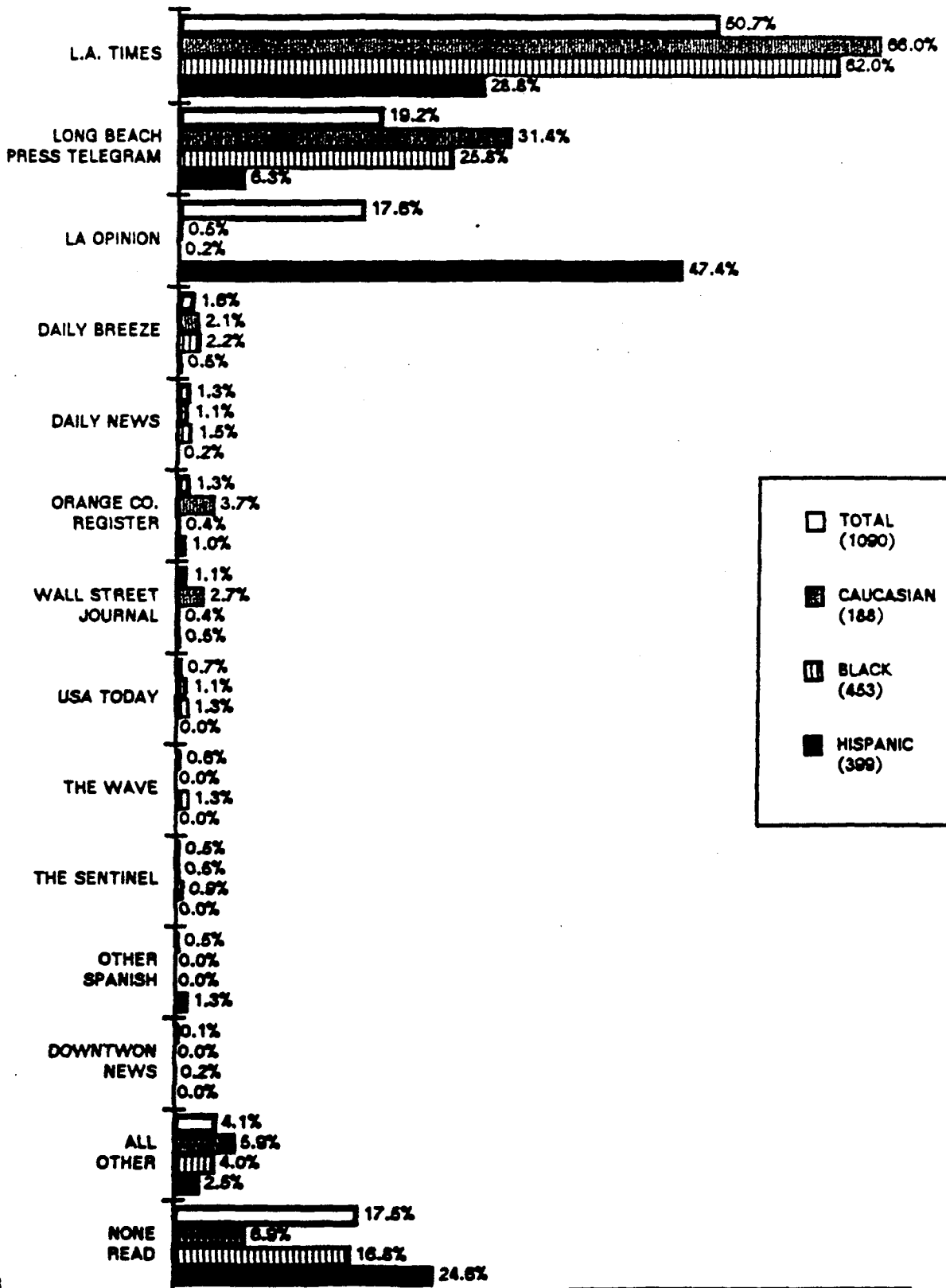
CHARACTERISTICS OF THE SAMPLE



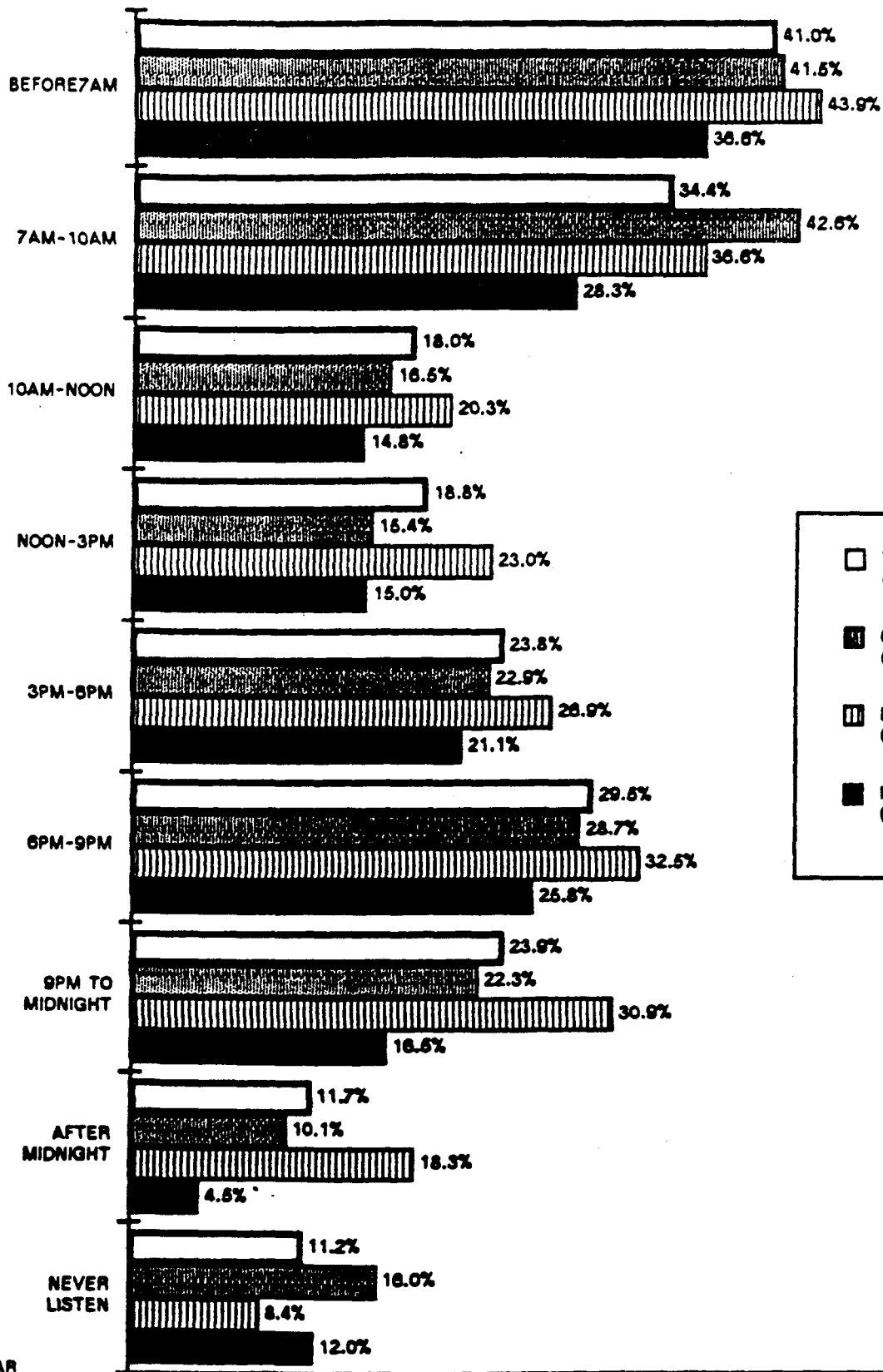
**MEDIA HABITS
PRIMARY SOURCE OF INFORMATION**



NEWSPAPERS READ ON A REGULAR BASIS

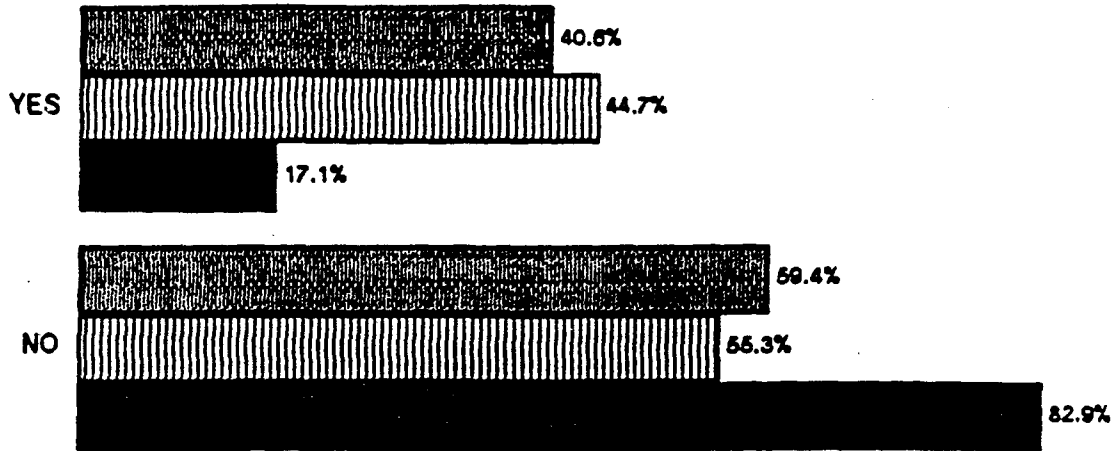


WHEN LISTEN TO THE RADIO

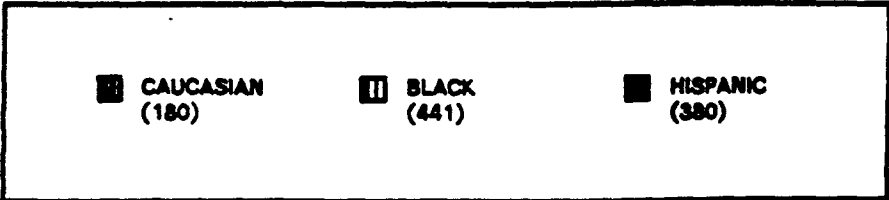
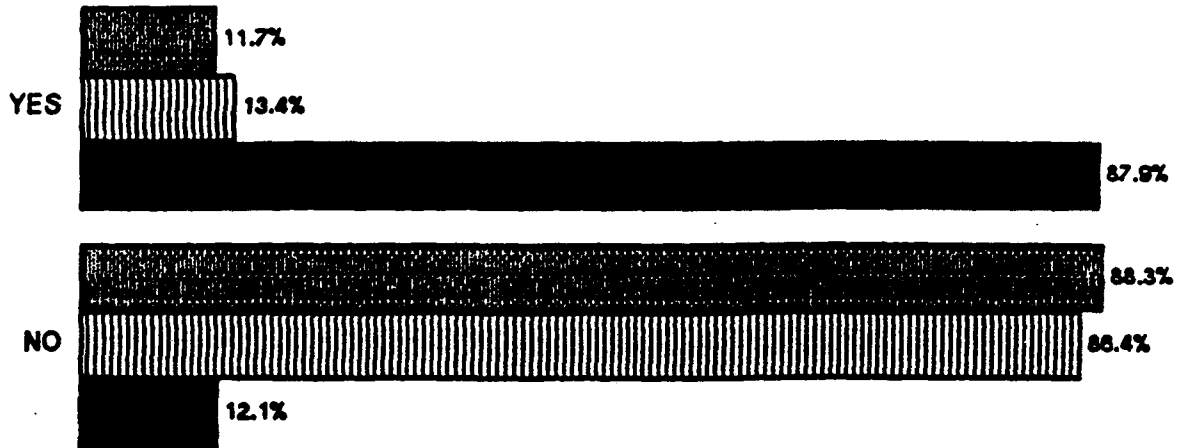


□ TOTAL (1090)
 ▨ CAUCASIAN (188)
 ▤ BLACK (453)
 ■ HISPANIC (399)

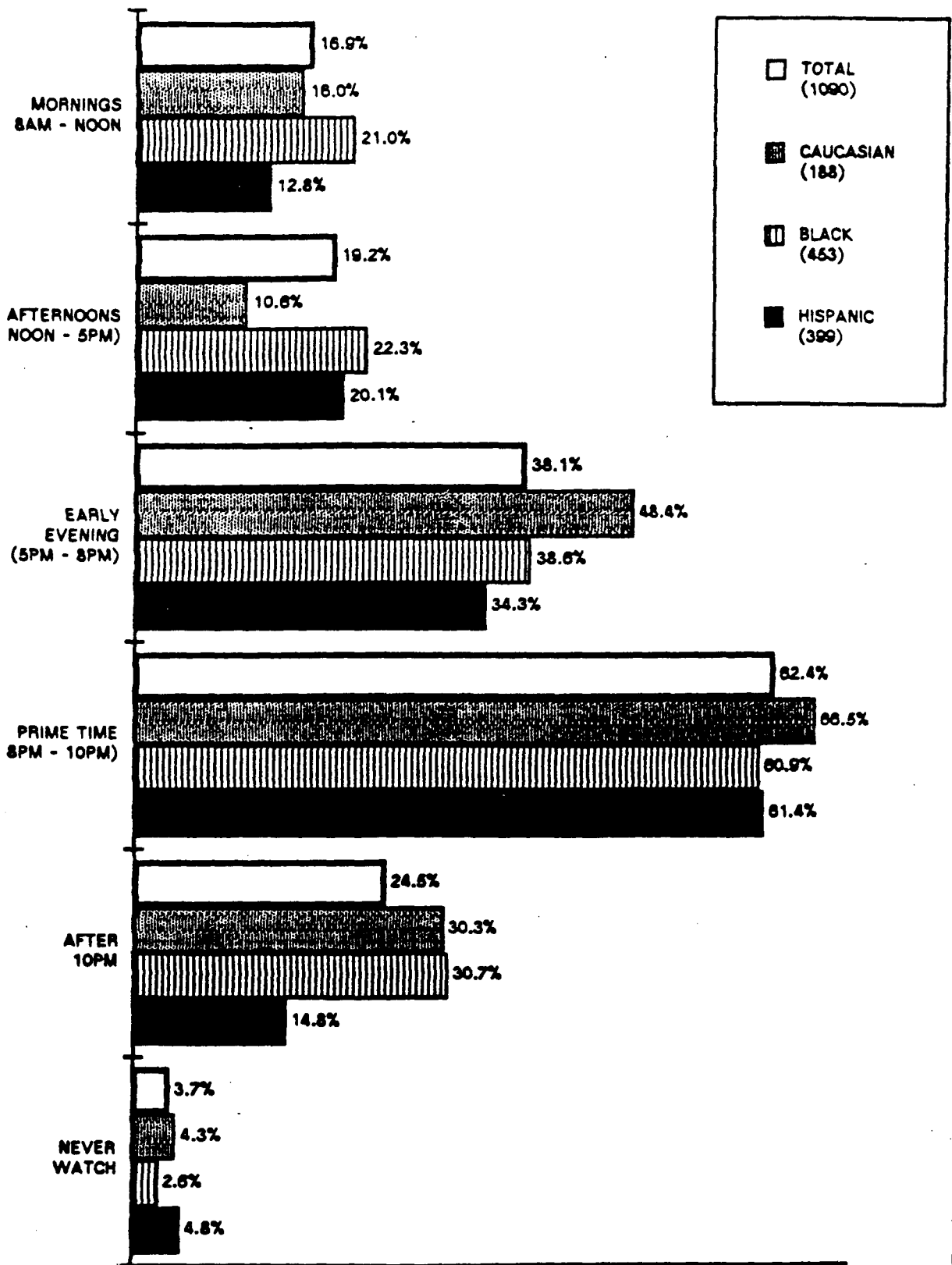
DO YOU SUBSCRIBE TO CABLE TV
(BASE = WATCH TV)



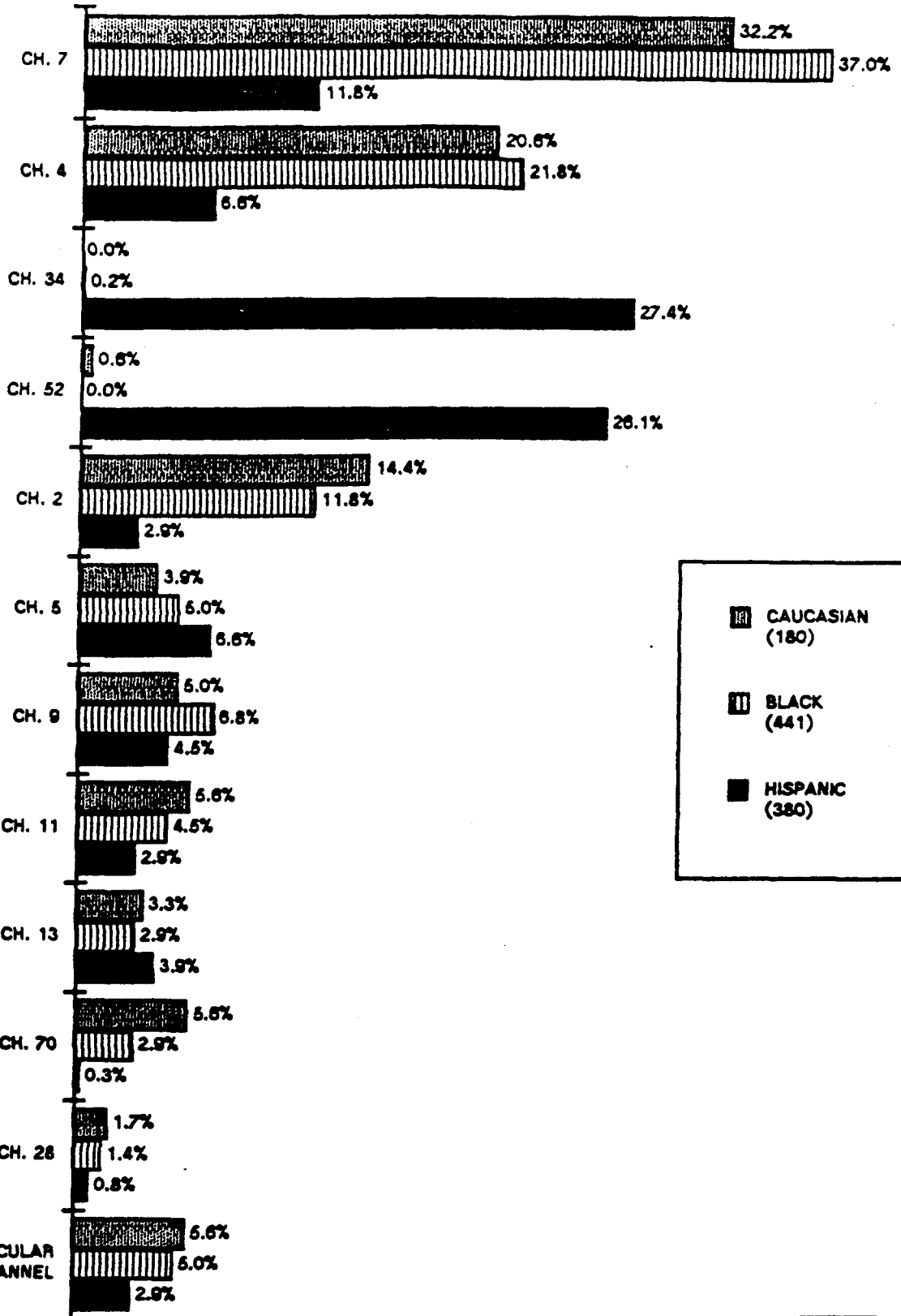
DO YOU WATCH SPANISH LANGUAGE TV
(BASE = WATCH TV)






WHEN WATCH TV



CHANNEL WATCH MOST OFTEN FOR NEWS



 CAUCASIAN (180)
 BLACK (441)
 HISPANIC (380)



RTD

News

RTD-191

Contact: Rick Jager/Jim Smart

(213) 972-4400

Aug. 8, 1991

FOR IMMEDIATE RELEASE

**RTD TRAIN RIDERS RATE BLUE LINE SERVICE "EXCELLENT";
CONVERTS TO TRAINS LEAVE UP TO 4,000 CARS AT HOME EACH DAY**

RTD Blue Line train service has become the method of commuting for thousands of area residents, with as many as 4,000 riders a day leaving their car at home to ride the train, according to an independent survey.

The recently completed study showed that more than 90 percent of those patrons using the RTD trains have a "very favorable attitude" toward the service. They told researchers they considered the Blue Line "comfortable and efficient" transportation.

"The results of this survey confirm public acceptance of rail in Los Angeles County as a viable alternative to the automobile," said Alan F. Pegg, RTD general manager. The study, which included interviews of 1,090 patrons, was submitted to the RTD Board of Directors Aug. 8. It also revealed how often riders use the trains and other attitudes toward the Blue Line.

(more)



survey--4

Fewer than one percent said the cost of the fare was too high. Also, less than one percent complained about the loudness of the train horns.

"We recognize that the horns are loud--but they are designed to be," said Pegg. "The horns reduce accidents, and fewer accidents translates into better, safer service."

#

FOR LOS ANGELES COUNTY TRANSPORTATION COMMISSION
ATTN: PAUL SELF

PROGRAM NEWS

STATION KTLA-TV

DATE: AUGUST 8, 1991 10:00 PM

CITY LOS ANGELES

BLUE LINE - NINETY PERCENT APPROVAL

ANNOUNCER: According to an independent survey, the RTD Blue Line has been rated "excellent" by passengers. The report card comes one year after the inauguration of the Los Angeles to Long Beach train service.

The study indicates that at least four thousand passengers leave their cars at home every day to ride the train and ninety percent of the passengers consider the Blue Line comfortable, and also efficient.

ALAN PEGG, RTD GENERAL MANAGER: On a scale of one to ten, we rate a nine with this service, better than a nine. What's really important about that is those people who not only use this to get to work, but the second bellweather of success is the use of the system by people with other than a work trip.

ANNOUNCER: The RTD General Manager says the results of the survey confirmed public acceptance of rail transportation in Los Angeles County as an alternative to the automobile.

* * *

FOR LOS ANGELES COUNTY TRANSPORTATION COMMISSION
 ATTN: PAUL SELF

PROGRAM NEWS

STATION KABC-TV

DATE AUGUST 8, 1991 4:00 PM

CITY LOS ANGELES

BLUE LINE SUCCESSFUL

ANNOUNCER: The RTD's Blue Line is apparently a big hit with riders right here in Los Angeles. District leaders today released results of an independent study taken among riders of the trains. They showed that more than ninety percent are satisfied with the service and safety of the line. In addition, the President of the Board says it has replaced thousands and thousands of cars.

MARVIN HOLEN, RTD BOARD PRESIDENT: ...twenty-seven percent of the passengers on the Blue Line got out of their automobiles, get on the trolley, use the Blue Line, and have cleared and unclogged to that degree the streets of Los Angeles.

ANNOUNCER: The study included interviews with more than one thousand passengers. And that's good news.

#

Passengers Give Blue Line High Marks in Poll

By MARK A. STEIN
TIMES STAFF WRITER

Metro Rail Blue Line riders by and large like Los Angeles' first modern rail rapid transit service, rating it more comfortable and speedy than the buses it replaced. But only one in four have forsaken private cars to ride the train.

Those are the conclusions of a survey of more than 1,000 trolley patrons interviewed in May on trains and in stations for a Rapid Transit District study conducted by Facts Consolidated, a Los Angeles marketing research company.

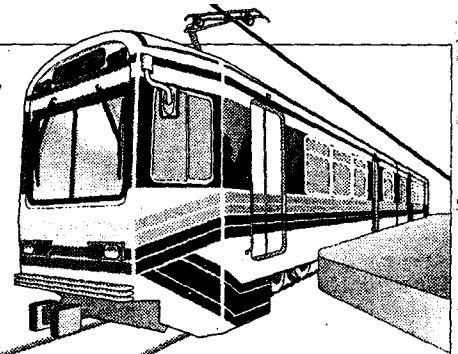
Survey results were presented Thursday to the RTD board of directors after being released publicly in a ceremony at the Metro

Please see BLUE LINE, B10

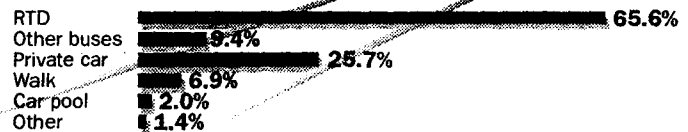
LOS ANGELES COUNTY

Ridership Survey

Facts Consolidated, a Los Angeles market research firm, surveyed 1,090 Blue Line riders over an 8-day period in mid-May, 1991. Here is a look at some of the findings:

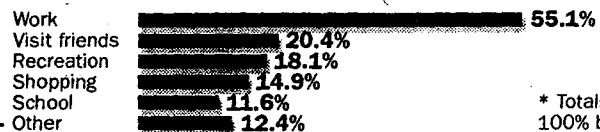


How did you get around before the Blue Line?*

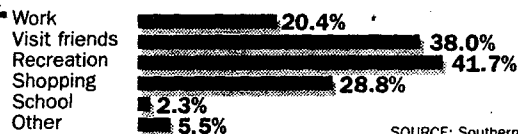


Where do you ride the Blue Line?*

WEEKDAYS:



WEEKENDS:



* Totals more than 100% because some respondents gave multiple answers.

SOURCE: Southern California Rapid Transit District

BLUE LINE: Passengers Give High Marks to Rail Service

Continued from B5

Blue Line's Pico Boulevard station, south of downtown Los Angeles.

"Riders like the Blue Line service," Facts Consolidated analysts stated. "It is perceived to be far superior [to] the bus. It is thought to be faster, cleaner, more comfortable and more efficient [than buses] in terms of on-time dependability. Well over 90% feel that the Blue Line is better than bus service."

RTD General Manager Alan F. Pegg said he was pleased by the survey results when he presented them to the district's board of directors, but critics of the system were skeptical.

Critics note, among other things, that the survey covered only how the train compares to bus service, not how it compares to driving. And it sought the opinions of people who choose to ride the train, not those who either tried it and now avoid it or those who could take it but have never done so.

"With all of these trains," said Peter Gordon, a USC urban planning professor, "you provide a very pricey service for a very small number of people, most of whom used to ride buses. It's not surprising they're happy with it. If someone provided me a faster, fancier way to get around without asking me to pay for it, I'd be happy, too."

The RTD estimates that it costs 50 cents to carry one passenger one mile on the Blue Line. However, a passenger going from Long Beach to Los Angeles pays \$1.10, or 5 cents a mile.

Los Angeles County Transportation Commission officials expect Blue Line patronage to increase, improving the per-passenger-mile operating costs, as people become more familiar with the service, as freeway congestion increases and as other, connecting transit lines

Rider Replies

Among the responses in the Blue Line survey:

■ What do you like about the Blue Line?*

Faster than bus	66%
Comfortable	34.1%
Clean	21.1%
Dependable	13.8%
Convenient	11.6%
Other	47.4%

■ What do you dislike about the Blue Line?*

Nothing	49.1%
Not enough trains	11.7%
Not enough seats	4.7%
Too slow	4.5%
Other	44.7%

* May total more than 100% because some respondents gave multiple answers.

SOURCE: Southern California Rapid Transit District

come into service starting in 1993.

"The results of this survey confirm public acceptance of rail [transit] in Los Angeles as a viable alternative to the automobile," said Pegg.

Based on the Blue Line's weekday ridership, the average number of daily "boardings," which counts round-trip passengers twice, fluctuates between 25,000 and 30,000. Facts Consolidated estimated that the \$877-million Blue Line takes 3,000 to 4,000 cars off the road a day.

Within a decade, the RTD and the transportation commission expect ridership to grow as they build 300 miles of subways, trolleys and commuter trains. At the same time, officials believe the success of those lines, budgeted at \$49 billion, hinges in part on public perceptions about the Blue Line.

Those who do ride the Blue Line are loyal to it and rely on its 99%

on-time performance. The survey found that more than half the riders take the train at least four days a week, mostly to commute to work.

Nearly two-thirds of riders ranked the train's speed as its best feature; more than one-third mentioned its comfort. About 20% praised its cleanliness, 14% its dependability and 12% its convenience.

Ranking low on riders' lists were factors that may lure others out of their cars. Only 5% said the Blue Line saved them money on their commute, the same percentage that praised the line for letting them avoid traffic. Fewer than 1% said they ride the line because of concern for the environment.

Blue Line riders are satisfied

Survey finds 92% approve of service

By Tom Chorneau
Daily News Staff Writer

A survey commissioned by the RTD found a highly favorable public response to the year-old commuter rail service between downtown Los Angeles and Long Beach, officials said Thursday.

The survey, based on interviews with 1,000 people who ride the Rapid Transit District's Blue Line, said there was a 92 percent approval rating for the service.

The poll also concludes that 27 percent of the Blue Line riders previously drove their cars for the same transportation. As a result, the Blue Line has taken 4,000 cars off local roads every day, RTD officials said.

"You can have all the ground-breakings, ceremonies and pomp and circumstance you want but if the people don't ride the system, there will be no mass transit," said Marvin Holen, president of the Southern California RTD. "We are here today to say the people love it, they ride, they use it."

The survey found that about half of the riders — which average about 29,000 per day — use the train to commute to and from work. It also found that eight of 10 riders use the train for other destinations such as malls, schools and recreation.

The survey, which was conducted by Facts Consolidated of Los Angeles at a cost of \$24,500, also gave high marks to the RTD for safe operation, on-time service and courtesy.

The study was conducted over an eight-day period in May, according to RTD spokesman Rich Jager, using 10 interviewers at different stations along the route. He said the riders were selected at random, and said the sample size is large enough to guarantee a margin of error of plus or minus 3 percent.

RTD General Manager Alan Pegg said patrons asked for extended hours and the district since has adjusted schedules. Pegg also said riders want more pay phones at each station — which the RTD is working on — and about 15 percent of the riders complained about the system's vending ticket system.

Blue Line popular, RTD survey shows

By Tom Chorneau

LOS ANGELES DAILY NEWS

A survey commissioned by the Southern California Rapid Transit District found a highly favorable public response to the year-old commuter rail service between downtown Los Angeles and Long Beach, officials said.

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Blue Line gets a high rating in survey

By Tom Chorneau

Los Angeles Daily News

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Thursday, August 15, 1991

Los Angeles Sentinel

Blue Line Riders: No Complaints

Results of a survey released last week show that nearly half of the Metro Blue Line riders questioned by pollsters said they are happy with the service, while the remainder had only minor gripes.

Of the 1,090 riders questioned by Facts Consolidated during eight consecutive days in May, 49.1 percent said they had no complaints about the service. The highest percentage of complaints—11.7 percent—centered on a need for more service.

The RTD extended evening service on July 28 by an hour on the north-and southbound routes, and scheduled more trains during rush hours.

Cost of the added service is \$1.7 million, which includes \$204,208 for patrols by sheriff's deputies.

Arcadia, CA
(Los Angeles Co.)
Arcadia Tribune
(Cir. W. 14,296)

AUG 29 1991

Allen's P. C. B. Est. 1888

Survey shows support for Blue Line

By Joseph Ascenzi
Staff Writer

2784
LOS ANGELES — Thirteen months after bringing rail transportation back to Los Angeles, the Metro Rail Blue Line is attracting 4,000 riders a day, according to the results of a survey released this month.

The report, commissioned by the Southern California Rapid Transit District and conducted by Facts Consolidate, a Los Angeles-based marketing firm, found that 90 percent of those who ride the Los Angeles-to-Long Beach route have a "very favorable attitude" toward the service.

Results of the study were submitted to the RTD earlier this month.

"The results of this survey confirm public acceptance of rail in Los Angeles County as a viable alternative to the automo-

This is a great report card for our first year of service.

Marvin Holen
President, RTD board of directors

bile," said Alan Pegg, the RTD's general manager.

The study, which began in May and cost \$24,000 to conduct, included face-to-face interviews with 1,090 Blue Line passengers, said Anthony Greno, spokesman for the RTD.

"We're going to use this study as a guide for future planning, and for future operation of the Blue Line," Greno said. "We'll try to pay attention to the positives as well as to the negatives."

The RTD assumed control of the Blue Line from the Los An-

geles County Transportation Commission earlier this year.

According to the study, RTD patrons gave the Blue Line "excellent" ratings in safety, timeliness, cleanliness and frequency of service.

Patrons also rated the Blue Line "very good" for comfort, ability to transfer from one station to another and for providing enough scheduling information.

More than half the Blue Line's weekday riders — 55 percent — use the Blue Line to get to and from work, though many of those questioned said they use the trains for recreation, shopping and educational travel.

Also, the survey found that the more than half of those who ride the Blue Line use a bus to reach the light-rail service.

"This is a great report card for our first year of service," said Marvin Holen, president of the RTD's board of directors.

