



U.S. Department of
Transportation

No Pay May

Project Description, Analysis of Ridership Data and Survey Results

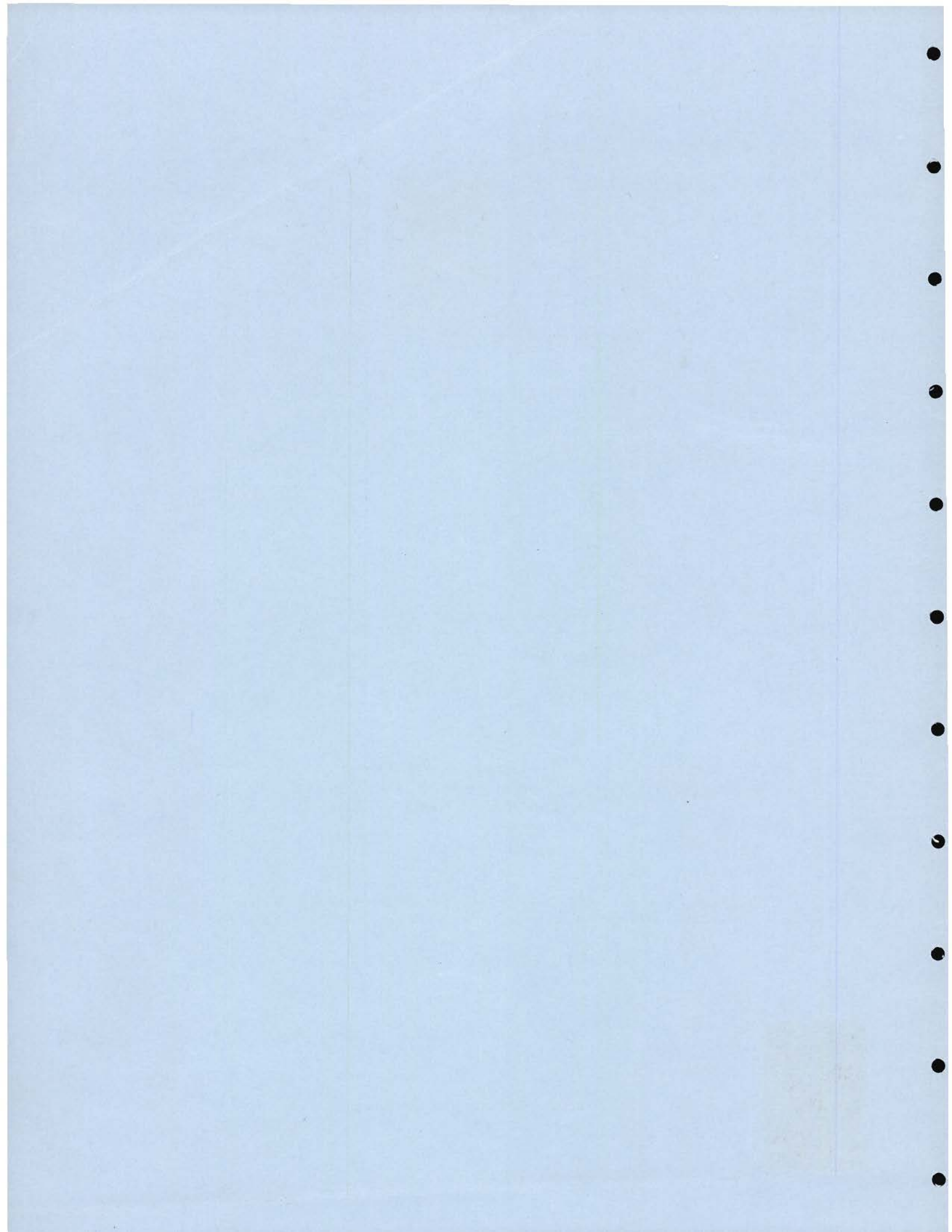
September 1988

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Prepared by
Topeka
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NO PAY MAY!

PROJECT DESCRIPTION,
ANALYSIS OF RIDERSHIP DATA AND SURVEY RESULTS

FINAL REPORT
for
Restitution of Petroleum Overcharge Funds
Through a Market Research and Community Education Program
in Topeka, Kansas

Prepared for the Kansas Corporation Commission
by the Topeka Metropolitan Transit Authority

September, 1988

Special thanks to: the Kansas Corporation Commission
the Kansas Department of Transportation

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Foreword

In 1973, as part of this country's response to international oil supply problems, the United States imposed price controls on crude oil and on most refined oil products. Later, the Federal Energy Administration, and its successor, the U. S. Department of Energy, filed legal actions asserting that some oil companies had violated the price controls, and as a result, oil consumers were due some restitution. The funds which resulted, referred to as oil overcharge monies, were allocated to the states based on their relative oil consumption during the controlled period (See appendix, p. 34).

The Topeka Metropolitan Transit Authority (TMTA) applied to the Kansas Corporation Commission for a grant from that State's overcharge monies to conduct an innovative fare-free transit marketing demonstration. This demonstration, which was quickly dubbed "No Pay May!" became the most successful project the TMTA has undertaken. Overall, ridership during the month-long May 1988 promotion increased by 93% over May of 1987.

This report describes the planning, implementation and impacts of Topeka's marketing project. The approach appears generally applicable, and is not specifically limited to oil-overcharge related efforts: if funds are available from some source, any jurisdiction can experiment along these lines. One particular highlight of this document is a simple but straightforward technique to estimate the energy impacts of a marketing program (see pp. 31-32). TMTA's estimates that some 9,400 gallons of gas were saved over and above that typically saved due to transit. In addition, a permanent increase in ridership for the system appears to have resulted.

This document should be a useful resource for transit managers, especially for those whose systems are medium to small in size.

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EXECUTIVE SUMMARY

This project was implemented under a grant that the Topeka Metropolitan Transit Authority applied for through the Kansas Corporation Commission in 1986. The funds covered enough expenses of the Authority to allow for one free month of bus service in Topeka and paid for an extensive marketing effort to educate the public on "No Pay May!"

The purpose of "No Pay May!" was:

- I. Restore some of the oil overcharge money to the citizens of Topeka.
- II. Determine the effect of a well publicized free month of bus service on ridership in a mid-western city of 115,000.
- III. Determine if this effort would result in any permanent change in bus patronage in Topeka.
- IV. Raise the awareness of public transit in Topeka.

The free service applied to both the fixed route service and the Lift Service for the elderly and handicapped community. The regular fixed route base fare was 70 cents and the regular fare for the Lift was \$1.50. The Marketing effort included extensive advertising on billboards, television, radio and the local newspaper. In addition, a new system map was developed and mailed out along with information on "No Pay May!" to every household in Topeka.

A look at the history of ridership of The Topeka Metropolitan Transit Authority shows that ridership rose continuously from 1973 to about 1980 and has remained relatively constant since then. In addition to "No Pay May!", several routing improvements were initiated in May to coincide with the free service. These included route extensions to the new West Ridge Mall and other retail developments on the west side of Topeka.

To assist in determining results of the project, a survey of all passengers was conducted on a weekday and a Saturday during "No Pay May!" The results of this survey are as follows:

- I. The results of this survey, as well as other indicators, clearly show that "No Pay May!" was the most successful project TMTA has ever undertaken.
- II. Weekday ridership increased 83%, Saturday ridership increased 153% and ridership on the Downtown Circulator went up 156%. Overall, ridership increased on the system by 93% over May of 1987.

- III. The survey described the typical rider as a white female, age 25-34 years, on her way to a job, where she is earning less than \$20,000 per year. She comes from a household with one or no cars and does not have a car available at the time of her trip.
- IV. Surveys from weekday riders indicate that more people were riding during the month because of the free fares. Indications that those who rode 1, 2, or 4 days per week prior to "No Pay May!" would ride more often after "No Pay May!" Also, 45% of those who never rode a bus before said they would ride again.
- V. While the most frequent reasons given for riding or not are beyond TMTA's control, (such as car availability,) cost was listed as a significant factor on the survey in the decision to ride.
- VI. While the Saturday surveys show a similar demographic distribution to weekdays, some differences do occur. Saturday ridership is more discretionary suggesting more price elasticity. This results in a much higher Saturday ridership increase than seen on weekdays.

In the three months following "No Pay May!", ridership on the system has shown a continued increase over the same period the previous year. Ridership for the period has maintained a 7% increase and ridership for the first 2 months of Fiscal Year 1989 has averaged 5.5%. This indicates that significant retention has occurred since the project ended and the project has achieved one of its major goals.

If projections are made as to the outcome of such a ridership increase should it become permanent, the results are striking. A permanent 5.5% increase in ridership would translate to approximately 50,000 additional passengers for a full year. With an average fare of 50 cents, this would mean an additional \$25,000 in revenue for the Authority.

The two most significant findings from the project are that price incentives coupled with proper marketing can significantly increase bus usage and the project was a success in retaining some riders on a permanent basis.

A. PROJECT BACKGROUND

In June of 1986, officials at the Topeka Metropolitan Transit Authority (TMTA) learned that the Kansas Corporation Commission (KCC) was conducting a project competition for energy related "demonstration" projects. TMTA developed and submitted on July 11, 1986 a proposal entitled Restitution of Petroleum Overcharge Funds Through a Market Research and Community Education Program in Topeka, Kansas.

On September 15, 1986, a report entitled Position of the Kansas Corporation Commission on the spending of Kansas' Portion of Oil Overcharge Monies was presented to Governor John Carlin. Ninety-three applications were received by the KCC under this competition. Forty-five applications were considered qualified for demonstration project status. The TMTA proposal was among those forty-five.

During the 1987 Kansas Legislative session, funding for the TMTA project was approved. KCC then submitted the TMTA proposal to the U.S. Department of Energy (DOE). After DOE's review of the project, it was determined that due to the projects inherent support to public mass transportation, it could be funded only with Stripper Well Monies.

In the fall of 1987, funding was secured and the contract between TMTA and KCC was executed. Work on the project began in January of 1988, and culminated in May, 1988 with a public education campaign and one month of free bus service in Topeka. The project was marketed under the name of "No Pay May!", and is hereafter collectively referred to by that name.

B. A PROFILE OF TOPEKA

1. Introduction

This project was designed to investigate the impact of an intensive marketing and educational campaign on public transportation usage in Topeka, Kansas. TMTA officials maintained that particularly in a small midwestern city such as Topeka, mass transit is often not considered as a viable transportation alternative.

The purpose of this project was to first: provide for all residents of Topeka, information about what public transportation was available to them and what degree of energy savings they could realize if they chose to use mass transit; and second: to provide for all residents of Topeka an opportunity to try their public transportation system for free for an entire month, ("No Pay May!").

A profile of the city in which this project took place is appropriate as a background for reviewing the results.

2. An Overview of the City of Topeka

Topeka is both the county seat of Shawnee County and the Capital city of Kansas. According to the 1980 Census, the population of the City itself is 115,266. Attached in the Appendix is a city map of Topeka, including bus routes.

Topeka is laid out on a basic grid street pattern and has one downtown central business district (CBD). Major arterial streets are a maximum of one mile apart. The Kansas River just north of the CBD, separates north and south Topeka. The river can be crossed at four locations, two of which connect the CBD to the most populated portions of north Topeka. The third bridge connects north Topeka on the east to the neighborhood of Oakland. Oakland is effectively separated from the rest of Topeka by the Shunga Creek, and major railroad lines to the south, and by the Kansas River to the west. Oakland can be entered from the south at only three locations, and from the west only through North Topeka. The Shunga Creek is a navigational barrier which runs from southwest to northeast Topeka. It can be crossed only on major arterial streets.

Prior to 1988, Topeka had one regional suburban shopping mall, White Lakes, in south Topeka. In March 1988, a new regional shopping mall, West Ridge, was opened in the Wanamaker Road corridor on the west side of town. Topeka contains numerous neighborhood shopping centers and several large discount department stores. In January, 1988, a regional discount store, Hypermart USA, opened in the Wanamaker corridor.

The largest employer in Topeka is the State of Kansas. Other large employers include Atchison Topeka & Santa Fe Railway, Southwestern Bell Telephone, Goodyear Tire & Rubber Company, City County and Federal governments, and Unified School District 501.

Concentrations of lower income households and persons of minority ethnic backgrounds are found largely in central, north, and east Topeka. Growth, in terms of new housing and retail

construction is occurring largely in west and southwest Topeka. Southeast Topeka, outside of the city limit also experiences a great deal of new housing construction.

The Topeka Mass Transit System

Since 1973, the Topeka Metropolitan Transit Authority (TMTA) has operated the public transportation system in Topeka. TMTA is governed by a five member board of directors.

TMTA maintains a fleet of 33 urban transit coaches, (4 of which are lift equipped), and 3 trolley style buses. Under the marketing name of Topeka Transit, TMTA operates a fixed route bus system open to the general public, and a demand responsive system, (the Lift), which targets the elderly and disabled.

Topeka Transit operates 15 fixed routes in a timed transfer radial system, from approximately 5:30 AM to 6:30 PM on Monday through Friday. A downtown circulator operates from 11:00 to 1:15, Monday through Friday. Saturday service operates from about 7:30 AM to 6:30 PM. There is no Sunday, evening, or night service. Routes serve most of the well populated areas within the city. No fixed route service is extended outside of the city limits. Attached in the Appendix is a city map displaying the Topeka Transit bus routes.

The Lift operates from approximately 6:15 AM to 6:15 PM on Monday through Friday. There is no weekend, evening or night service. Service is provided for an area up to three miles beyond the city limit.

During off peak hours, (9:00 AM to 3:00 PM Monday through Friday, and all day on Saturday), the elderly and disabled may ride the fixed route system for one half of the regular cash fare.

The following table presents the regular fare structure of Topeka Transit operations:

Basic Cash Fare	70 ¢
Multiple Ride Discount Fare	60 ¢
One Half Fare	35 ¢
Transfer	No Charge
Zone Fare	None
Lift Fare	\$1.50

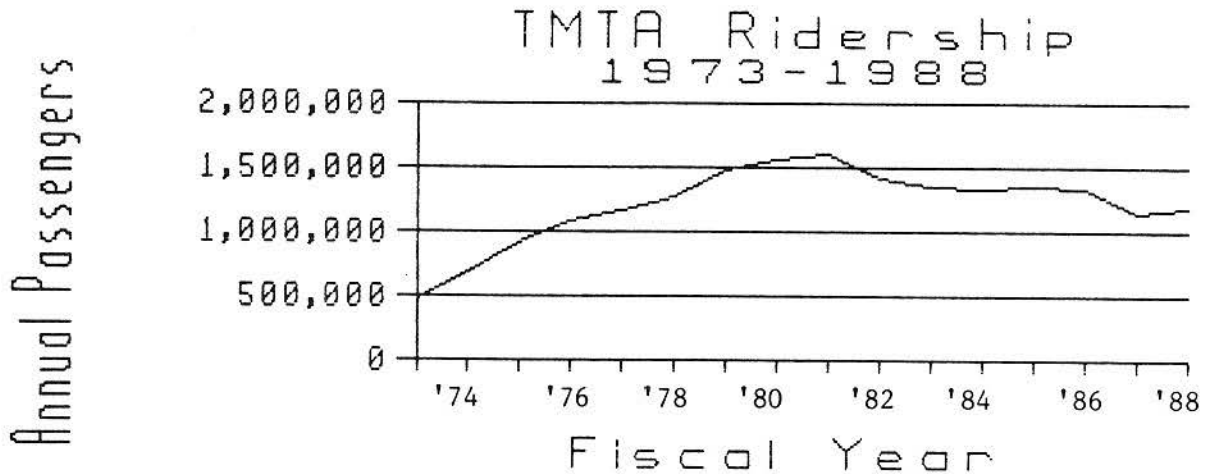
Fare box revenues cover about 1/3 of TMTA operating costs. TMTA operations are subsidized by both the local and federal governments. A property tax of approximately 2 mills is dedicated to transit in Topeka, covering about 1/3 of operating expenses. The remaining 1/3 of operating expenses is covered by Federal assistance through the Section 9 program of the Urban Mass Transportation Administration, (UMTA).

Capital needs at TMTA are financed 20% by local tax money, and 80% through the UMTA Section 9 program. Recent capital projects have several items which have significantly upgraded the image of Topeka Transit in the community.

These improvements added to the impact of encouraging Topekans to try the system during May. For people who had not had contact with the Topeka bus system for some time, the product was literally new and improved.

4. Historical Ridership Trends in Topeka

The graph below shows the history of ridership on Topeka buses since the takeover of the public authority in 1973. At the time the Authority bought out the failing private company, ridership was less than 1/2 million passengers per year. Ridership more than doubled within two years due to service improvements, and fare reductions.

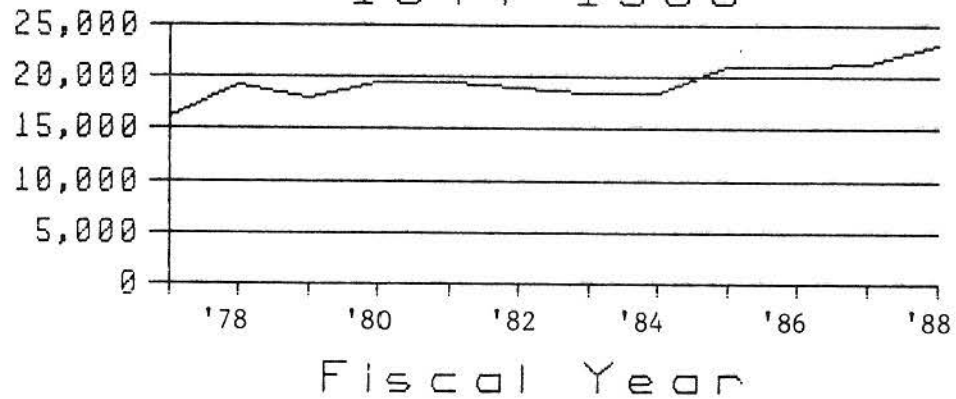


In the following years, ridership continued to rise. A large increase occurred in the late 70's and early 80's, due to the oil crisis of the time. As gasoline prices went up, more and more people looked to mass transit for economical transportation. As more people chose transit, energy was saved by the community as a whole. By nature, mass transit is able to greatly increase the number of people served without increasing fuel consumption at all.

In 1976, the Lift Service was begun. The history of the Lift ridership is shown in the graph below. Due to the nature of demand responsive, curb to curb service, increase in Lift ridership is much more constrained by the number of hours that it is operated than is the fixed route bus system. Despite this constraint, Lift ridership has risen slowly and steadily throughout most of its history.

Annual Passengers

TMTA LIFT RIDERSHIP 1977-1988



Ridership on the fixed route system began to drop in the mid 80's, as the severity of the oil crisis subsided. Gasoline prices dropped, and energy savings was no longer a popular concern.

The City of Topeka has spent the last several years concentrating on the construction of downtown parking garages. Each time a new garage is opened up, there is a negative effect on transit ridership.

It is in midst of relatively low gasoline prices and ever increasing access to downtown parking that the "No Pay May!" project was introduced in Topeka. It was hoped that "No Pay May!" could convince a significant number of people to take a fresh look at public transportation.

5. Past Rider Surveys

On two occasions, detailed profiles of transit ridership in Topeka have been compiled through surveys like the one taken during "No Pay May!". The first survey was done in 1975 by the consultants Simpson & Curtin of Philadelphia, PA.

A second system-wide survey was conducted in March, 1985 by a group of five students from the University of Kansas Graduate Program in Urban Planning.

Some of the details of these two studies may be found in the Appendix.

6. System Changes Implemented in May

Due primarily to retail development on Wanamaker Road, specifically the opening of West Ridge Regional Shopping Mall and Hypermart USA discount store, Topeka Transit had planned to make several significant changes in its fixed route structure effective July 1, 1988. Due to the "No Pay May!" project, which would expend a great deal of energy and funds educating the public about the Topeka Transit bus system, TMTA decided to move up the effective date for the service changes so that they would coincide with "No Pay May!".

The extension of several west side bus routes out to Wanamaker Road, offered the opportunity to improve the efficiency of Topeka Transit's timed transfer system and to create a west side transfer point at West Ridge Mall. The new service plan called for the West 6th, Huntoon, West 17th, West 21st, West 25th, and West 29th Street bus routes to provide some degree of service to West Ridge Mall. Due to round trip travel times of 45 minutes, several of these routes had previously not fit in well with the timed transfer system made up of primarily 30 and 60 minute routes. With the service changes all routes now have a 30 or a 60 minute round trip time. This allows timed transfers to be made more conveniently downtown and for the first time on the west side of town, at West Ridge Mall.

The only other 45 minute round trip route, in southeast Topeka, was also lengthened into a 60 minute round trip. Service to an additional neighborhood, and the Josten's Yearbook plant was added.

These service changes created the need to educate current bus riders on new times and routes served, as well as to educate the general public on the improved bus service available to them.

Several other changes in recent years at Topeka Transit also contributed to the need to advertise improved bus service to the non-riding public. Within the 13 months prior to "No Pay May!", Topeka Transit had acquired 20 new advanced design buses, replacing most of a fleet which had reached the end of its useful life. During "No Pay May!", most of the fleet was one year or less old. When the first new buses arrived, TMTA changed its logo and marketing name from Intracity Transit to Topeka Transit. Furthermore, nine months prior to "No Pay May!", Topeka Transit had re-opened its newly remodeled downtown passenger information center. New employee uniforms were issued shortly thereafter. All four of the Lift buses had been recently fitted with new lift devices. Topeka Transit wanted non-bus riders to become aware of the new service that the bus system had to offer.

C. METHODOLOGY

1. Project Budget

Funding from the Kansas Corporation Commission for this project was in the amount of \$87,276. In-kind match from TMTA for the project was \$90,711. This in-kind match reflects only the operating expenses for the month of free public transportation.

No value was determined for the in-kind match attributable to capital equipment. Capital equipment included 36 buses, the TMTA garage and administrative office facilities and equipment, and the TMTA passenger information and transfer center at 8th Street and Kansas Avenue.

With the exception of staff hours listed specifically for the PR and Marketing Coordinator and for the Planning & Marketing manager, (as shown in the detailed budget), no value was determined for the contribution of staff time in the project during the months before and after the free ride month.

A copy of the final detailed budget is found in the Appendix. The largest item paid for by KCC funds was \$43,050 in bus drivers wages during the month of May. Because no fares were collected during May, some other source for paying drivers wages was necessary. Similarly, diesel fuel for the month (\$9,450) was purchased with KCC funds.

The second largest item in the budget is \$19,168 for advertising. This includes radio, television, newspaper and outdoor billboard advertising that was used to promote the fact that all bus rides were to be free during the month of May.

The only other large items funded with KCC money were the printing of educational materials, and direct mail services. One of the printed items was a brochure describing the services offered by Topeka Transit and the energy saving benefits of using mass transportation. This brochure was mailed directly to every household in the city of Topeka.

Advertising and educational material is more fully described in the next section.

2. Advertising Campaign

Topeka Transit needed to market the month of free bus rides with an easy-to-remember and identify phrase. After several "brainstorming" sessions about the project, with TMTA staff members, "No Pay May!" was chosen as the theme on which to base all marketing efforts.

The marketing plan for "No Pay May!" was divided into two categories: Advertising, and Public Relations. For help in the development of the advertising portion of the marketing plan, TMTA hired a local professional advertising agency, Hinkle & Scannell Advertising, Inc..

Hinkle & Scannell, Inc. developed the advertising campaign "JOY RIDE". Based on previous survey results, the main target audience was women between thirty-five and sixty-five years of age that work in the downtown area.

The advertising mediums used were: television, radio, newspaper, outdoor billboards, and transit billboards. The itemized budget for media time and space can be found in the Appendix.

The television stations used were: KTKA TV, the local ABC affiliate and WIBW TV, the local CBS affiliate. One, ten-second informational commercial was used on television.

Radio stations used in the Topeka market were KTOP-AM, an easy-listening oldies station, KTPK-FM, a modern country station, and KMAJ-FM, an adult contemporary station. For radio, two thirty-second commercials were used. The scripts for the radio and television commercials can be found in the Appendix.

The print media used was the Topeka Capital-Journal, the city's daily paper; the Topeka Metro news, a weekly business paper; and the Washburn Review, the Washburn University student newspaper. An example of a print ad can be found in the Appendix. Print ads were done in-house, without the help of the Hinkle & Scannell, Inc.

Outdoor advertising was also used. The outdoor billboards, done in blue and orange, featured the back half of a bus with the phrase, "Joy Ride!... All rides free on Topeka Transit May 1 - 31." Two 14' by 48' painted billboards were purchased for the month and 23 poster boards measuring 12' by 24' were used also. The other outdoor media used was bus billboards. Ten 2½' by 8' signs were placed on the sides of Topeka Transit buses. Also in blue and orange, the message on the bus signs was "THE BEST FREE RIDE IN TOWN. May 1 - 31." Black and white drawings of these can be found in the Appendix.

The largest portion of the advertising budget and time was used to produce a direct mail brochure/route map. A two color print process was used to produce a brochure in blue, yellow and green. 60,000 copies of the brochure were printed with "No Pay May!" information included for use in direct mail. All homes within the city limits of Topeka were included in the mailing. Another 20,000 brochures were printed without reference to "No Pay May!" These brochures continue to be distributed as follow up educational and promotional material.

3. Public Relations Campaign

In conjunction with the paid advertising methods used for "No Pay May!", an extensive public relations campaign was launched.

Many public relation avenues were used for the first time by Topeka Transit. For example, news releases were sent to the editors of employee and community newsletters in the city. About 1000 major employers and business people in Topeka received a poster, a letter from the mayor, and a letter from Topeka Transit's general manager. In this way, employers were asked to help promote "No Pay May!" among their employees.

More traditional media were also used. News releases were sent to ten local radio stations, three local television stations, two local newspapers, and National Public Radio. Radio interview programs varying in length from four to 15 minutes were broadcast on three of the 9 local radio stations.

Each of the three television stations contacted gave not only excellent coverage, but also offered on-air interviews. KSNT, the NBC affiliate station, interviewed Dick Ruddell, TMTA General Manager on the noon news show. WIBW, the CBS affiliate, interviewed Mr. Ruddell on the 5 o'clock news show. KTKA,

the ABC affiliate station, produced a 30 minute public service program on Topeka Transit's range of services, schedule and route changes, and "No Pay May!". Featured on this program were Dick Ruddell and TMTA Board Vice Chairman, Vera Sutton in an extended interview with KTKA's News Director. This public service program was rebroadcast with KTKA's permission several times on the city access channel on Topeka cable television.

The Topeka area public television channel, KTWU, used the "NO PAY MAY!" ten-second commercial as a public service announcement throughout the promotion.

For regular bus passengers, a notice was placed on each bus fare box. A riders' newsletter featured "No Pay May!" activities and service changes. At the Topeka Transit Information Center in the downtown area, the display window featured "No Pay May!" information.

To "kickoff" the promotion, business leaders and elected city and county officials were invited to ride the bus downtown on Monday, May 2nd. They rode to the Topeka Transit Information Center where a news conference and reception was held.

Throughout the month, transit employees were encouraged to wear "No Pay May!" buttons. Other internal public relations included employee meetings before and after "No Pay May!" The meeting before May focused on the importance of customer service with the anticipated increase in passengers and increase in service questions due to the changes taking place. The meeting after "No Pay May!" was an evaluation meeting. Responses about "No Pay May!" from the employees were very positive and constructive.

The results of the public relations campaign are listed below. These results chronicle the number of total broadcast minutes on radio and television and the number of inches of print space in newspapers and newsletters.

Broadcast results of public relations campaign:

Television news stories:

Six official news releases were sent to the media. From those news releases and additional contact with the three local stations, an estimated 12 broadcast minutes per station were given to Topeka Transit's "NO PAY MAY!" during regular news shows. This includes the two on-air, in-station interviews by the general manager of Topeka Transit.

Television public service broadcasts:

KTKA TV produced a 30-minute public service program. It was aired once on that station and three times on the city's cable access channel for a total of 120 broadcast minutes.

Radio news stories:

Six official news releases were sent to the 9 local and two regional radio stations. From those news releases and six on-air or taped interview segments, an estimated average of 20 broadcast minutes per station were given to "NO PAY MAY!" throughout the promotion.

Radio public service broadcasts:
KMAJ aired a 15-minute public affairs interview. KDVV twice aired a 10-minute public affairs interview. KTOP aired a 4-minute interview.

Print news stories:
The Topeka Capital Journal printed approximately 35 column inches on the "NO PAY MAY!" promotion. The Topeka Metro News printed approximately 15 column inches. Other print, including newsletters, added up to approximately 60 to 80 column inches.

Passenger Transport Magazine for the nation's transit industry printed 14 column inches on "NO PAY MAY!"

4. Distribution of the Questionnaire

As a part of "No Pay May!", Topeka Transit planned to conduct a system-wide survey of riders. A single page survey form of 20 questions was developed. Many of the questions were pretested on a limited number of bus riders. The pretest was helpful in identifying questions which confused people or which resulted in incomplete answers.

The success of past surveys done in a similar way helped to determine that the survey should be distributed on one weekday and one Saturday. Saturday ridership differs greatly from weekday ridership, both in travel patterns and in rider demographics. One day of each, it was decided, would give an adequate picture of what was happening on each type of day.

It was necessary to choose a weekday that was expected to be typical. For this reason, Mondays and Fridays were avoided. Three day weekends and vacations tend to affect ridership on these days, especially during the warmer months. After May 16th, downtown street construction was scheduled to significantly disrupt normal traffic patterns. Extensive detours would have to be implemented for most bus routes. The staff decided it best to complete the survey before this construction began. Another criteria was to conduct the survey at the point after which people had plenty of time to find out about the promotion and make plans to be riding the bus. Therefore, survey days of Thursday, May 12th and Saturday, May 14th were chosen.

The fixed route surveys were printed on card stock to make it easy for riders to complete them on the bus. Thursday's and Saturday's surveys were printed on two different colors of card stock, to aid in the perception that these were two different surveys, and that TMTA wished for riders to fill one out on Saturday, even if they had already filled one out on Thursday.

The 1985 survey experienced a much lower return rate on Saturday than on the weekday. The graduate students conducting that survey concluded that because the survey was printed on white card stock for both days, riders perceived it as the same survey, and did not feel a need to fill out a second one on Saturday.

For the fixed route system, both the Thursday and Saturday "No Pay May!" surveys contained the same questions. A copy of the survey form is provided in the Appendix.

Each fixed route survey was coded as to the route on which it was to be distributed. This helped to insure accurate information about what route the survey information pertained to. Topeka Transit routes are referred to by different names by riders in some cases. Coding of the surveys helped to eliminate that possible source of confusion in the data.

One survey was distributed to each inbound passenger. This decision was based on the assumption that during the course of a typical round trip on a bus, a person would be inbound on one occasion and outbound on another. One completed survey per passenger was the goal. By giving a survey to each inbound passenger, and none to outbound passengers, it was insured that everyone would be offered at least one survey. Pencils were made available to any rider needing one.

Surveys were distributed during the entire day of transit operation. Thus, a person whose travel pattern was atypical, (outbound in the morning and inbound in the afternoon), would still receive a survey.

Fixed route survey forms were designed for distribution by the bus operators. The previous two system wide surveys had been conducted in this way with success. Distribution by operators gave the highest practical degree of insurance that each inbound rider was issued a survey. Because the forms were coded as to the route upon which they were issued, the accuracy of the route variable was greatly increased. Drivers were in a position to monitor their supply of surveys and obtain more if necessary, insuring that no shortages occurred.

Cooperation from the bus drivers was essential to the success of the survey. Each driver was issued a letter explaining the survey procedures. Administrative staff were available to supervise distribution and answer questions at all times during transit operation hours on the days of the survey.

Completed surveys were collected in several places. A large clearly marked box was placed at the Topeka Transit Information Center. The Information Center is centrally located with respect to the Topeka Transit system and serves as the primary transfer point. In addition, clearly labeled boxes for completed surveys were located near the rear exit of each bus. Drivers collected many completed surveys from passengers as they left the buses through the front doors.

A separate survey form was developed for the Lift. Several questions were modified so that they referred more directly to the Lift and its operation. A copy is provided in the Appendix.

Because of the possibility that some Lift riders would need to have their survey filled out by someone else, Lift surveys were distributed through the mail. One survey was mailed directly to each individual that rode the Lift on Thursday, May 12th. A postage paid envelope addressed to TMTA was included with each survey.

5. Response Rate

The fixed route response rate was determined by comparing the number of surveys returned to the number of inbound passengers on the days of distribution. For Thursday, May 12th, there were 3,429 inbound passengers. On weekdays, an average of about 27% of passengers transfer from one route to another during

the course of their trip. It follows that, 27% of the 3,429 persons would have been inbound twice during the day. It is not expected that passengers would have filled out more than one survey per day.

Thus, there was a possible return of 2,503 survey forms on Thursday. 1,038 forms were returned that day, resulting in an excellent return rate of 41.5%.

On Saturday, May 14th, there were 1,927 inbound riders. On Saturdays, the average transfer rate is about 29%, slightly higher than weekdays. Therefore, there was a possible return of 1,368 forms. 225 forms were returned, a return rate of 16.4%. Although much lower than the weekday return, this percentage is still large enough to assure some statistical validity.

There are several speculations as to why the Saturday return was much lower than the weekday. It is likely that riders who had completed a form on Thursday either did not think that they were supposed to fill out another form, or they did not want to be bothered with it. Although the forms were printed on different colored card stock, in general, riders did not perceive it as a different survey.

The Saturday return rate may have been improved by a longer period of time between the two survey days. This was not practical however, due to scheduled street construction which was to have a significant impact on normal bus operations.

Improvement might have also been achieved by going beyond just a color change in paper to make the forms look very different from each other. For comparison purposes, it was important to ask the same question on each form. The same questions could have been presented in an entirely different layout.

The Lift carried 106 passengers on May 12th, representing 53 individuals. 37 survey forms were returned, resulting in an excellent Lift return rate of 70%.

6. Methods of Analysis

The Kansas Department of Transportation performed the data entry and ran the computer programs which were used in the analysis. Most of the questions were multiple choice. In some cases numerical values were assigned to each answer so that the answers could be entered as computer data.

The survey asked for the names of street intersections to describe the rider's origin, destination, and transfer point. Intersections were assigned numerical values according to a numerical code of all intersections in the City of Topeka, developed by the Topeka Public Works Department.

The Kansas Department of Transportation used the statistical software package SAS to analyze the data. The most useful tests performed were simple frequencies on each variable. Crosstabs and Pearson Correlations were also performed, but the results were of minimal use in the scope of this report.

7. Written Comments on Surveys

Space was provided for respondents to make comments about Topeka Transit. 197 written comments were received on the fixed

route survey. 18 written comments were received on the Lift survey. The narrative nature of these comments rendered them impractical for computer analysis. However, the list of comments was compiled, and reviewed by Topeka Transit staff.

Most of the written comments by far, on both the fixed route and the Lift surveys, were complimentary to Topeka Transit and the "No Pay May!" project. Many people wrote just to say thank you for "No Pay May!" Several riders wrote to compliment specific Topeka Transit employees, either drivers or information clerks.

There were some complaints about Topeka Transit service. Most of them had to do with the riders desire to have more bus service in Topeka. There were several requests for additional bus service on Saturday, Sunday, or in the evenings. Some complaints referred to rudeness of drivers and information clerks.

There were several requests for an additional transfer location other than the one downtown. Topeka Transit had just begun a transfer location at West Ridge Mall as of May.

Topeka Transit also received several cards and letter during and after May, expressing appreciation for "No Pay May!"

D. WEEKDAY RIDERSHIP DURING MAY

1. Weekday Volumes During May

Public transportation usage is seasonal. Ridership fluctuates in different months of the year due to holidays, popular vacation seasons, school summer vacation, and weather conditions. Comparing ridership to the same months in previous years tends to equalize most of these influencing factors. Unless otherwise noted, all general comparisons of ridership data throughout this report will be made with the same month one year before.

In simplest terms, overall ridership during "No Pay May!", increased by 93.3%. Weekday fixed route ridership increased 83.2%. Downtown Circulator ridership increased 156%.

Increases were experienced in numbers of requests for information. The Topeka Transit Information Center had 10,476 incoming calls during the month of May. This is a 84% increase over the number of incoming calls in May of 1987.

During the first week of May Topeka Transit provided additional personnel to handle extra requests at the Information Center. Regular information clerks worked extra hours and one additional clerk was assigned part time to the Information Center. A total of seven extra man hours per day were provided at the Information Center during the first week of May. After the first week, the regular information clerks had adjusted to the new work load and were able to handle the job working only their regular hours.

Fixed route service was increased by one bus on one route for one round trip. During the first two days, Topeka Transit experienced an overloaded bus on the South California route at the time that Highland Park High School was dismissed. Topeka Transit was prepared for this and for the rest of the month, an extra bus was regularly sent out five minutes earlier than the scheduled bus. In this way the overloading problem was solved.

Bus ridership is often measured in terms of riders per bus hour. Prior to "No Pay May!", the system-wide fixed route average was 21.3 riders per hour. Ridership per hour for each route ranged from 6.1 to 32.6. During "No Pay May!", the average was 37.4, a 76% increase. Ridership on various routes ranged from 21.8 to 52.6 passengers per hour.

Because in May Topeka Transit also increased scheduled fixed route service hours as described earlier, the number passengers per hour is not expected to increase by the same percentage as total passengers.

2. Analysis of Survey Information

One of Topeka Transit's goals in the survey was to collect basic demographic information about riders. These results will be discussed first. Information about ridership habits and the impact of "No Pay May!" will then be discussed.

a. Basic Demographics

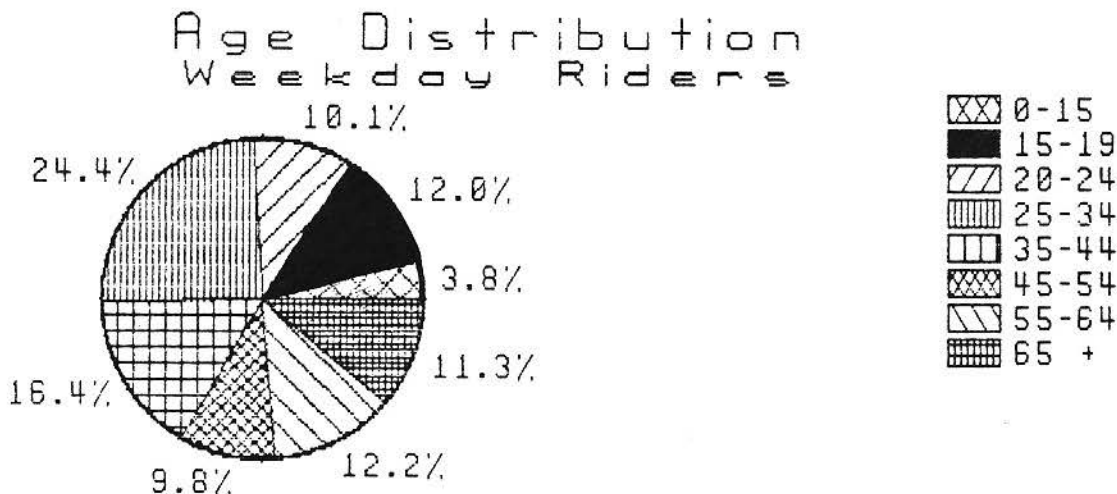
According to the surveys returned, the typical bus rider is a white female, age 25-34 years, on her way to a job, where she is earning less than \$20,000 per year. She comes from a household with one or no cars, and does not have a car available at the time of her bus trip. She also thinks that the Topeka Transit bus system is either good or excellent.

As compared to previous survey results, rider income has gone up. This is to be expected. The age of the typical rider is somewhat lower than indicated by past surveys. Female riders still outnumber males, and travel to work is still the purpose of most transit trips.

This "typical bus rider" is simply an overall average view of the bus rider during May. In reality the description of riders and purposes for their trips was widely varied.

The split between male and female riders was about 40% male, 60% female. 65% of riders were white, 20% black, 7% Hispanic, and 3% American Indian. 37% of riders had no car in their household, 30% had one, 23% had two, and 10% had more than two. 45% of those surveyed rated Topeka Transit service as excellent. An overwhelming 87.3% of respondents rated Topeka's bus system as either good or excellent.

Choice ridership during May was 36%. Choice riders include those respondents who had a car available for the trip they were making. This number is up slightly from results of previous surveys, indicating that people who had previously used their cars, were using the bus during May.



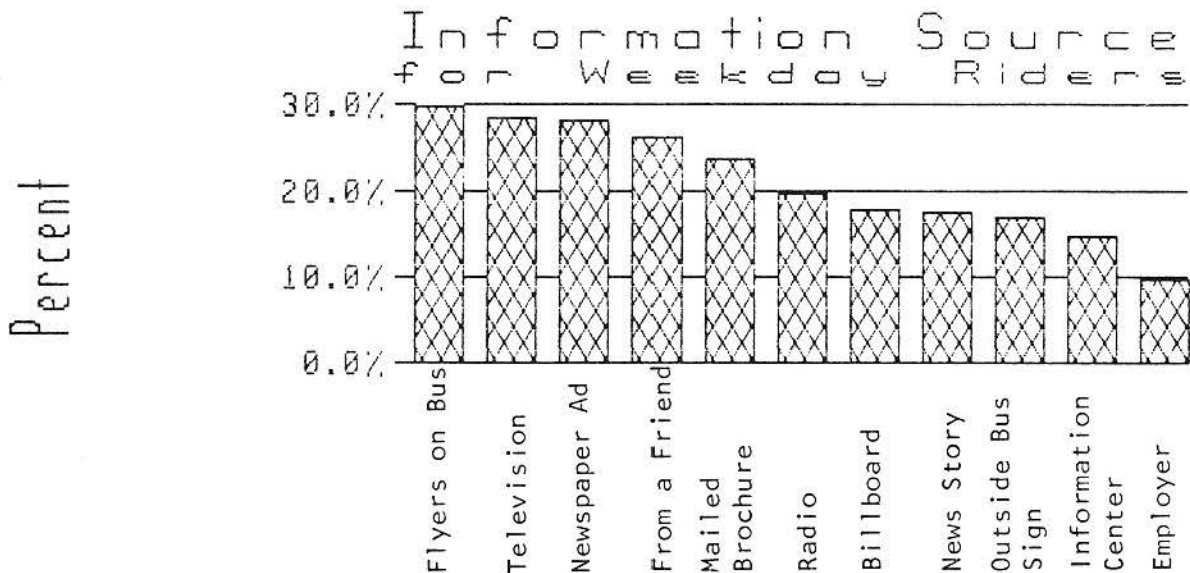
The age distribution of "No Pay May!" riders is illustrated by the graph above. The percentage figures for household income can be found in the table below.

Household Income of Weekday Riders

Less than \$5,000	20.0%
\$ 5,000- 7,499	8.8%
\$ 7,500- 9,999	5.2%
\$10,000-14,999	13.1%
\$15,000-19,999	8.1%
\$20,000-24,999	7.5%
\$25,000-34,999	10.6%
\$35,000-49,999	8.6%
Over \$50,000	5.6%
no response	12.5%

b. "No Pay May!" Informational Source

Of particular interest to Topeka Transit is the response to the question, "Where did you learn about 'No Pay May?'" It is from these answers that Topeka Transit can determine which of the marketing efforts were most effective. The result of this question are shown in full in the graph below. The most effective places where "No Pay May!" was advertised were television and newspaper ads, the direct mail brochure, and notices on the buses themselves. The least effective portion of the campaign was the information disseminated through employers.



A significant portion of riders (26%) indicated that they had heard about "No Pay May!" from a friend. The implication is that word of mouth is a significant vehicle of information, at least among bus riders and potential bus riders. Clearly, however, information must first come from a formal source, before it can be passed by word of mouth.

In keeping with what was reported as the most effective marketing campaign media, when asked what was their primary source of local news, a majority of people answered first television, and then radio.

c. Weekday Ridership Habits Before, During and After May.

Perhaps the most significant information to be derived from the survey data is the answers to three questions: "How often did you or will you ride the bus before, during and after 'No Pay May?'" The table below summarizes the responses to these three questions.

Weekday Bus Usage per Week

	Before	During	After
===== Six Days	14.5%	19.4%	14.5%
Five Days	39.1%	44.0%	39.1%
Four Days	9.1%	11.3%	9.9%
Three Days	8.8%	7.7%	8.8%
Two Days	9.7%	6.4%	10.3%
One Day	2.9%	3.5%	3.9%
Less than One	10.4%	7.6%	10.4%
Never	5.6%	0.2%	3.1%
===== TOTAL	100 %	100 %	100 %

As might be expected, bus usage during "No Pay May!" was higher than that before "No Pay May!". Although it is not surprising, this result gives tangible evidence showing that the cost of transit service is a significant factor in the decision to ride. If the service is provided free, people will ride.

Another measure of the effectiveness of the project is found in a comparison of bus usage before and after "No Pay May!" Among the higher frequency usage, there is no indication of intent to increased ridership. However, among those who use the bus less frequently, there is an increase in intent to use the bus after "No Pay May!" These increases are seen particularly in the four, two, and one day per week usage. Particularly encouraging is the response under "Never." Of the people trying the bus for the first time during "No Pay May!", almost 45% of them indicate that they plan to use the bus again sometime.

In response to a question aimed at finding out why people do or do not ride the bus, respondents chose the following from a multiple choice list of answers.

People do ride because they:

Do not (will not or cannot) drive	40%
Can ride the bus more cheaply than they can drive	36%
Can relax and read or talk to friends	30%
Can get closer to their destination than they can park	17%
Do not like to fight traffic	16%

People do not ride because they:

Already ride daily	32%
Think bus fare is too high	11%
Have to make stops along the way	9%
Think the bus takes too long	8%
Need their car at their destination	8%
Do not have a bus route close to their house	5%
Do not have a bus route close to their destination	4%

The most frequently reported reasons for riding and not riding reflect conditions which cannot be changed for the purpose of increasing bus ridership. The number of people who do not drive at all is a figure independent of efforts made by Topeka Transit to increase ridership. Likewise, ridership cannot be increased through people who already ride the bus daily.

It is clear from these results that cost is a major factor in the decision of whether or not to use the bus. Cost related answers (both positive and negative) were the second most chosen answer in each category. Whether or not a person believes that riding the bus is less expensive than driving is a very relative issue. However, cost as a decision making factor is fact.

The survey results show that if service is free people will ride, and that cost is a factor in the decision to ride. This information is significant as employers consider providing free or reduced cost mass transit passes to their employees. This is clearly an employee benefit that should be considered along with or instead of free or reduced price parking for employees. Aggressive measures taken by employers in this area will reduce the need for expensive and land consuming parking in densely developed areas. Parking that is provided would be more available to business customers and clients.

As a corollary, steps taken to make parking more expensive for employees will encourage bus ridership. This too will make available parking more accessible to customers.

d. Weekday Ridership Volumes after "No Pay May!".

Topeka Transit is continuing to monitor ridership levels after "No Pay May!". These figures give some indication of the long term effects of the free month of service. Average weekday ridership was up 11.6% in June, up 6.3% in July, and up 6.8% in August. Because school is not in session during these months, Topeka Transit has yet to feel the impact of "No Pay May!" on the ridership habits of students.

E. SATURDAY RIDERSHIP DURING MAY

1. Saturday Volumes During May

Although not as dramatically, Saturday ridership tends to be seasonal just as weekday ridership. Therefore, Saturday ridership comparisons are also made with the same month one year before.

In simple terms, Saturday ridership increased 153.4%, much higher than the overall average for the month of 93.3%. One possible explanation for this dramatic increase is that riders are more likely to make multiple trips on a Saturday. On Monday through Friday, many people simply travel to work and back, spending the entire day at work, without time to make other trips. If a rider is not working on a Saturday, it is reasonable to think he could have made several trips to various locations throughout the day.

2. Analysis of Survey Information

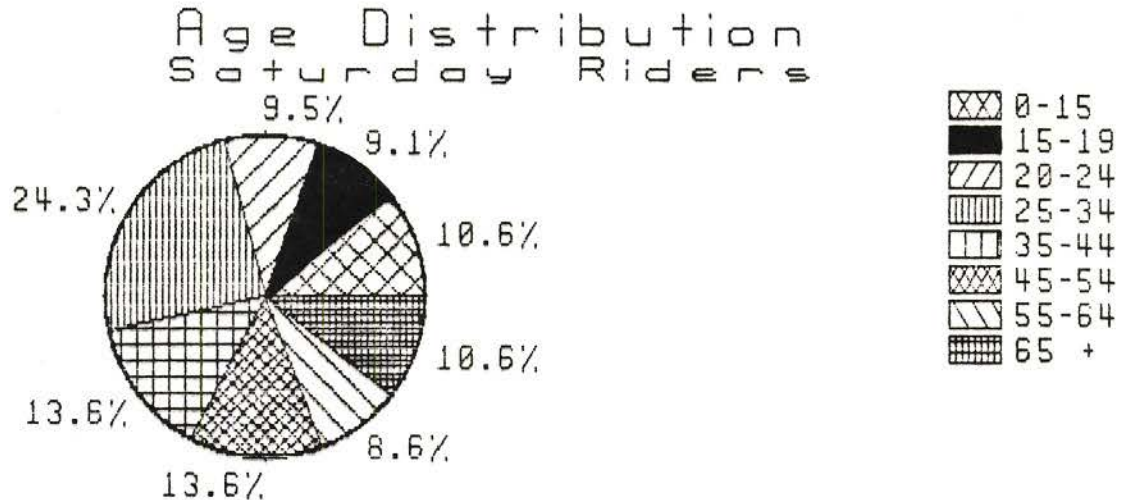
a. Basic Demographics

According to the surveys returned, the typical Saturday bus rider is also a white female, age 25-34 years, with a household income of less than \$20,000 per year. She comes from a household with no car. The typical Saturday rider, however, is going shopping. More than 85% of Saturday riders rated Topeka Transit Service as either good or excellent.

Again, this is an overall average view of the bus rider during May. In reality the descriptions of riders and purposes of their trips were widely varied.

The split between male and female Saturday riders was about 37% male, 57% female. 61% of riders were white, 22% black, 6% Hispanic, and 5% American Indian. These numbers are not significantly different from the weekday results. 49% of riders had no car in their household, 22% had one, 22% had two, and 7% had more than two. These results reflect a lower incidence of car ownership among Saturday riders. Saturday riders' impressions of the quality of Topeka Transit service were virtually the same as weekdays.

Choice ridership on Saturday during May was 28%, much lower than on Monday through Friday. 28% is still quite high.



The age distribution of "No Pay May!" riders is illustrated in the graph above. The percentage figures for income can be found in the table below.

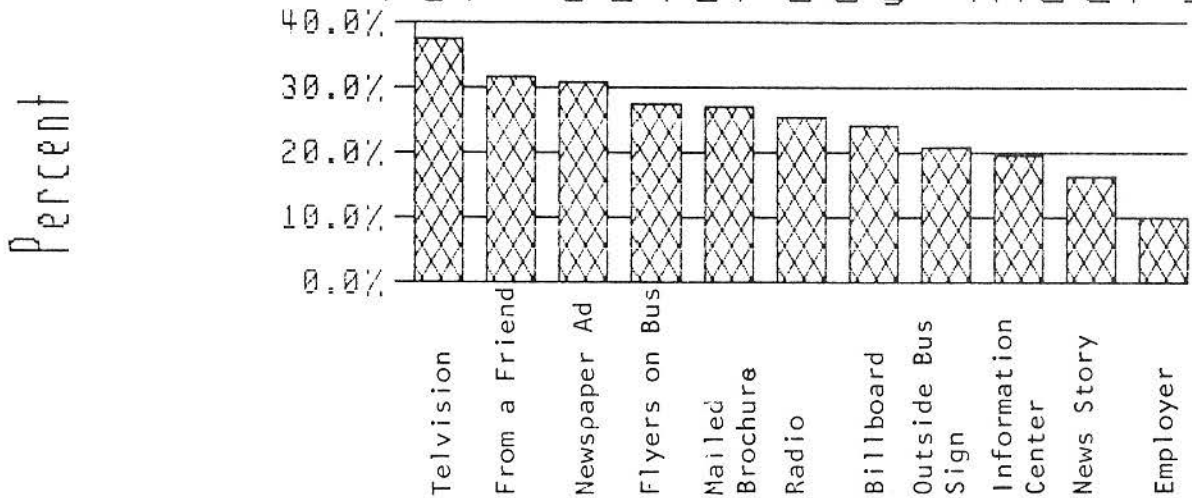
Income of Saturday Riders

Less than \$5,000	26.2%
\$ 5,000- 7,499	8.9%
\$ 7,500- 9,999	9.8%
\$10,000-14,999	15.1%
\$15,000-19,999	10.2%
\$20,000-24,999	6.2%
\$25,000-34,999	4.4%
\$35,000-49,999	4.9%
Over \$50,000	1.3%
no response	12.9%

b. "No Pay May!" Informational Source

When comparing "No Pay May!" informational sources between Thursday and Saturday responses, a slight difference in effectiveness of marketing techniques can be detected. The Saturday results of this question are shown in full on the graph below. The most effective places where "No Pay May!" advertising reached Saturday riders were again television and newspaper ads, the direct mail brochure, and notices on the buses themselves. The advertising efforts which scored significantly higher on Saturday than on Thursday were television, radio and outdoor billboards. Newspaper stories and flyers on the buses scored slightly lower. All other efforts scored slightly higher than on Thursday. The least effective portion of the campaign was again the information disseminated through employers.

Information Source for Saturday Riders



31.6% of Saturday riders indicated that they had heard about "No Pay May!" from a friend. This is a higher percentage than on Thursday, re-emphasizing the notion that word of mouth is a significant vehicle of information among bus riders and potential bus riders.

Like their weekday counterparts, Saturday riders reported their primary source of local news as television and radio.

c. Saturday Ridership Habits Before, During and After May.

The results of the question "How often did you or will you ride the bus before, during and after 'No Pay May?'" were somewhat different on Saturday than those of Thursday. The table below summarizes the responses to these three questions.

Saturday Bus Usage per Week

	Before	During	After
Six Days	27.1%	33.3%	26.7%
Five Days	17.8%	15.6%	16.4%
Four Days	8.0%	8.4%	8.4%
Three Days	12.4%	12.4%	11.1%
Two Days	13.3%	10.7%	10.2%
One Day	4.9%	4.4%	7.6%
Less than One	8.4%	14.7%	15.1%
Never	8.0%	0.4%	4.4%
TOTAL	100.0%	100.0%	100.0%

Again, bus usage during "No Pay May!" was higher than usage before "No Pay May!", further evidence that the cost of transit service is a significant factor in the decision to ride. If the service is provided free, people will ride.

When comparing bus usage before and after "No Pay May!", Saturday's data is somewhat confusing. Among those who use the bus less frequently, there is an increase in intent to use the bus after "No Pay May!". These increases are seen in the one day or less category. Among the higher usage categories there is no increase in intent to ride. In fact the data shows some decrease. No explanation for this is apparent. Although it is possible that "No Pay May!" could have resulted in no increase, there is no reason why it should reduce ridership. Furthermore, ridership counts taken since May show a significant increase in Saturday ridership.

Again, the response under "Never" is encouraging. Of the people trying the bus for the first time on Saturday during No Pay May, 45% of them indicate that they plan to use the bus again sometime.

In response to an attempt to find out why people do or do not ride the bus, respondents chose the following from a multiple choice list of answers.

People do ride because they:

Do not (will not or cannot) drive	48%
Can ride the bus more cheaply than they can drive	23%
Can relax and read or talk to friends	25%
Can get closer to their destination than they can park	12%
Do not like to fight traffic	11%

People do not ride because they:

Already ride daily	22%
Think bus fare is too high	16%
Have to make stops along the way	6%
Think the bus takes too long	8%
Need their car at their destination	9%
Do not have a bus route close to their house	4%
Do not have a bus route close to their destination	5%

This data is very similar to the weekday data. There is less emphasis on reasons which are logically connected with a daily commute to work. For example, the notions of saving money, relaxing, having a bus stop closer to the destination than available parking, and already being a daily rider scored lower on Saturday than they did on Thursday.

d. Saturday Ridership Volumes after "No Pay May!".

The project's impact on Saturday ridership has been even more dramatic than on Weekday ridership. Average Saturday ridership was up 24% in June, up 28.1% in July, and up 4.2% in August. There is no apparent reason why the August increases are so much lower than the previous months. August is traditionally one of the worst months for Topeka Transit ridership, due to people being involved in after work activities, and leaving town on vacations.

F. LIFT RIDERSHIP DURING MAY

1. Lift Volumes During May

Although not as dramatically, ridership on the Lift Service also increased during "No Pay May!" The total increase for the month was 5.6%.

This increased is much lower than on the fixed route service, however, it should be noted that in terms of bus hours, service was not increased on this demand responsive service. Prior to "No Pay May!" Lift buses were almost never idle on a normal operating day. Therefore a 5.6% increase is a significant success.

2. Analysis of Survey Information

a. Basic Demographics

Demographically speaking, the typical Lift rider is a white female over the age of 65, with an income of less than \$10,000, who is going to work. Lift riders have never before been surveyed for demographic information. Therefore, it is not possible to make historical comparisons. As with the fixed route system, this "typical" Lift rider represents an average of the widely varied characteristics of Lift riders during "No Pay May!".

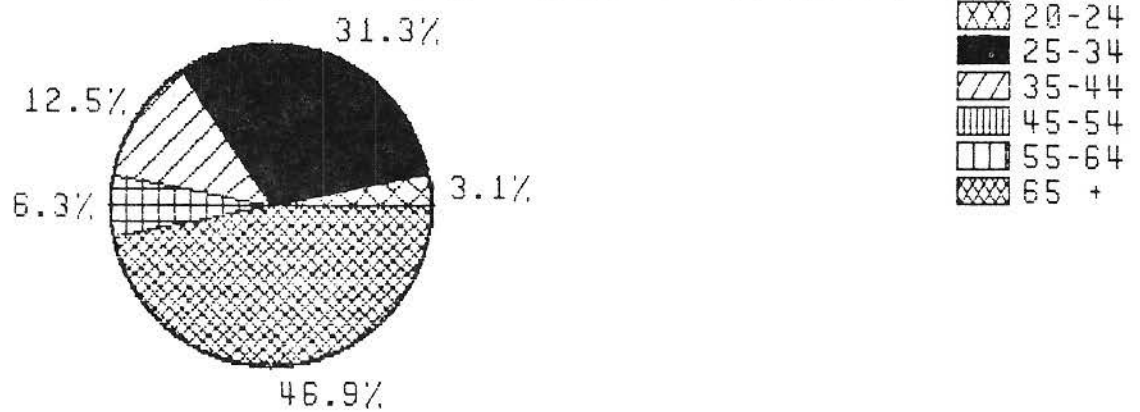
68% of Lift riders were female and 27% were male. 5% did not respond. 70% of riders were white, 19% black, 3% American Indian, and 8% did not respond. 89% of riders rated the Lift Service operations as good or excellent. 92% of riders rated the assistance of Lift personnel as good or excellent.

When asked what other sources of transportation were available for their trip, riders responded as follows:

Fixed Route Bus	24.3%
Private Automobile	21.6%
Taxi	16.2%
Other Public Agencies	8.1%
Other	10.8%

The age distribution of riders who responded to the question is shown in Figure 6.2. The largest age group of riders is over 64. However, there is quite a large number in the 25 to 34 age group.

Age Distribution No Pay May Lift Riders



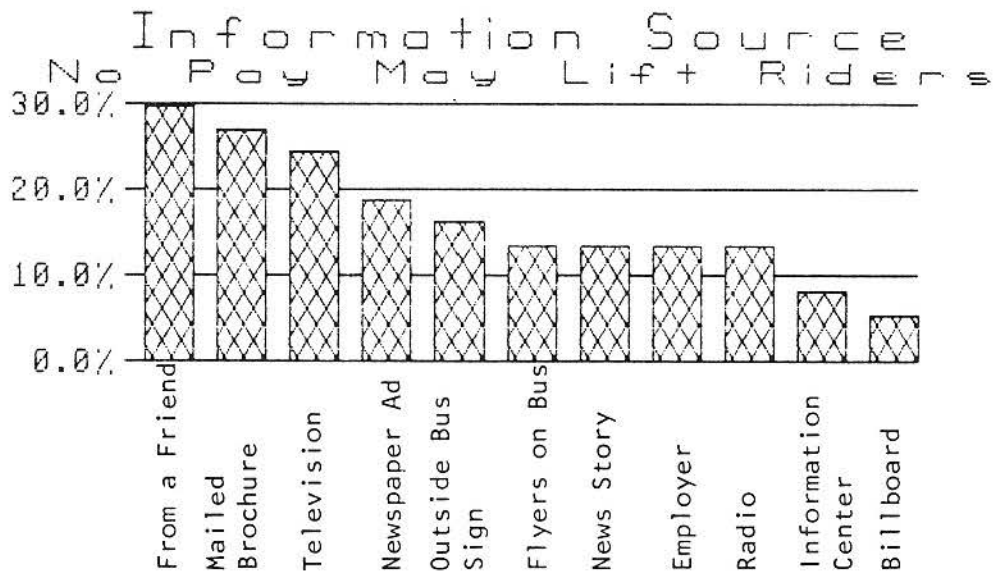
Income distribution is shown in the table below. No respondent to the Lift survey indicated that he or she had a household income of over \$25,000. More than half had an income of less than \$5,000.

Household Income of Lift Riders

Less than \$5,000	54.1%
\$ 5,000- 7,499	10.8%
\$ 7,500- 9,999	5.4%
\$10,000-14,999	5.4%
\$15,000-19,999	2.7%
\$20,000-24,999	2.7%
no response	18.9%

b. "No Pay May!" Informational Source

When asked where they had heard about "No Pay May!", Lift riders responded as shown in below.



Although the various marketing campaigns had much different success rates among Lift riders, the direct mail brochure and television ads continue to rank quite high. Also, the same effectiveness of word of mouth communication seen on the fixed route system is exhibited here. The employer information campaign fared much better on the Lift than on the fixed route system.

The least effective campaigns for reaching Lift riders were the outdoor billboards and material at the Topeka Transit Information Center. This is not surprising, as outdoor billboards are intended to be seen primarily by those driving automobiles. For the same reasons that they are riding the Lift, it is likely that these riders do not drive automobiles.

The Information Center is located at the central transfer point for fixed route riders. Because the Lift service provides curb to curb transportation, Lift riders would seldom have reason or opportunity to visit the Information Center.

c. Ridership Habits Before During and After May

Lift riders were also asked how often they did or would use the bus before during and after May. The following table summarizes the resulting answers.

Lift Usage per Week

	Before	During	After
Five Days	64.9%	62.2%	64.9%
Four Days	5.4%	5.4%	5.4%
Three Days	10.8%	10.8%	10.8%
Two Days	0.0%	5.4%	2.7%
One Day	8.1%	10.8%	10.8%
Less than One	8.1%	2.7%	2.7%
Never	2.7%	2.7%	2.7%
TOTAL	100.0%	100.0%	100.0%

Due to a demand which exceeds the operating hour capacity of the Lift service, it is difficult for a new rider to arrange to use the Lift regularly several days per week. Therefore, the increase in ridership frequency both during and after May occurs among the two day per week and less users. Because service hours were not added either during or after "No Pay May!", any increase in Lift usage is significant.

This data illustrates that as with fixed route bus service, fare has an effect on bus usage.

When asked why they do or do not ride the Lift as often as they do, riders responded as follows:

People do ride because they:

Do not (will not or cannot) drive	65%
Have no other accessible transportation available	51%
Have no cheaper accessible transportation available	32%
Can ride the Lift more cheaply than they can drive	11%

People do not ride because they:

Already ride daily	60%
Think the Lift fare is too high	16%
Often do not get their ride request filled by the Lift	11%
Have to make stops along the way	8%
Think the Lift takes too long	5%
Need a car at their destination	3%

As with fixed route riders, the most frequently reported reason for riding and not riding the Lift reflect conditions which cannot be controlled by Topeka Transit. These uncontrollable factors scored much higher on the Lift than on the fixed route system. But scores for fare related answers were very similar to those on the fixed route system. Although Lift riders are more concerned about other constraints on their mobility, they are just as concerned about cost as fixed route riders.

d. Lift Ridership Volumes after "No Pay May!"

Topeka Transit is continuing to monitor ridership levels on the Lift after "No Pay May!" Average weekday ridership on the Lift was up 1.8% in June, down 6.3% in July, and down 5.7% in August. Because of the relatively low figures involved with Lift ridership, it is very sensitive to showing dramatic percentage change. The decrease in ridership since May is not attributed in any way to "No Pay May!"

Increased efficiency in scheduling have resulted in a larger number of classified daily riders on the Lift. Classified daily riders are those who make the same trips at the same times on the same days of every week. These riders do not have to call and request each individual ride.

A larger number of classified daily riders does make the Lift more sensitive to cancellations due to vacations, holidays, etcetera. This has been the case in these last three summer months for the Lift.

Ongoing increases in Lift ridership due to "No Pay May!" are likely to be quite minimal due to the capacity constraints of the Lift Service. Perhaps more relevant is a look at how many new individuals were introduced to the Lift and would now look to the Lift to meet their periodic transportation needs. During the month of May, trips were scheduled by thirty individuals who had never before used the Lift. On a normal day the Lift transports about fifty individuals. In terms of reaching the community with its service, the Lift has made significant gains in this area.

G. CONCLUSIONS

1. Introduction

The success of "No Pay May!" is measured in several different ways. The project purpose was to educate the public on the energy saving potential of mass transportation, and to encourage people to try using mass transportation.

Topeka Transit's effectiveness in getting the message out can be viewed in four stages. The first is the number of people with whom some contact was made. It is reasonable to say that every resident of Topeka had an opportunity to learn about the benefits of using the bus. A direct mailing reached virtually every household in the city. This contact was reinforced by television, radio, and newspaper ads and stories, as well as outdoor advertising on billboards and buses, and notices on the buses themselves.

The second stage of getting the message out occurs when the recipient pays attention to the message in the form of reading the direct mail brochure, or listening to a TV or radio commercial. Some education does take place at this level. There is really no way to know how many people fall into this category.

The third stage occurs when the recipient of the message decides to act upon it, in this case by riding the bus. It is evident from increased ridership during May that a large number of people reached this stage.

The fourth stage occurs if a recipient of the information changes travel habits by continuing to ride the bus. Ridership after the month of May has demonstrated that this stage has also occurred.

2. Estimated Energy Saved during May

It was pointed out in the original proposal for this project that public transit service in Topeka is provided by community and social service commitment. There is no indication that the public wishes to abandon that commitment. A fixed amount of fuel will be used by public transportation regardless of the number of riders taking advantage of it. Therefore, although fuel is used by the buses, fuel savings that occurs due to additional riders is a true fuel savings.

As shown in the table below, conservative estimates show that in addition to what is normally saved by transit use, 9,400 gallons of gasoline were saved during May. Over \$8,500 in fuel cost alone were saved by additional bus riders during the month.

Including all bus riders during May, a total of over 19,000 gallons of gasoline were conserved, at a fuel savings of over \$17,300.

ESTIMATE OF ENERGY COSTS CURRENTLY SAVED BY CONSUMERS
DUE TO USE OF MASS TRANSIT DURING MAY 1988

Route	Ridership May 1987	Ridership May 1988	Increased Riders	Automobile Equivalent*	Average Transit Trip Miles**	Increased Passenger Miles	Average Automobile MPG-City	Average Gallons Consumed	Average Cost Per Gallon in May	Increased Energy Costs Saved by Transit
Dakland	4,726	10,715	5,989	5,270	2.22	11,700	25	468	\$0.90	\$421.20
Highland Park	3,526	8,841	5,315	4,677	2.22	10,383	25	415	\$0.90	\$373.80
North Topeka	6,075	12,731	6,656	5,857	2.22	13,003	25	520	\$0.90	\$468.11
West 10th	5,976	12,518	6,542	5,757	2.22	12,780	25	511	\$0.90	\$460.10
West 6th	6,644	13,831	7,187	6,325	4.21	26,626	25	1,065	\$0.90	\$958.55
West 17th	4,270	10,141	5,871	5,166	4.21	21,751	25	870	\$0.90	\$783.03
Huntoon	5,987	11,457	5,470	4,814	4.21	20,265	25	811	\$0.90	\$729.55
S. California	7,847	17,306	9,459	8,324	4.21	35,044	25	1,402	\$0.90	\$1,261.57
West 29th	5,386	8,293	2,907	2,558	4.21	10,770	25	431	\$0.90	\$387.71
Kenwood	182	688	506	445	2.22	989	25	40	\$0.90	\$35.59
East 6th	7,335	14,534	7,199	6,335	2.22	14,064	25	563	\$0.90	\$506.30
West 21st	4,365	6,529	2,164	1,904	4.21	8,017	25	321	\$0.90	\$288.62
West 25th	7,179	11,861	4,682	4,120	4.21	17,346	25	694	\$0.90	\$624.45
White Lakes	10,135	19,161	9,026	7,943	4.21	33,440	25	1,338	\$0.90	\$1,203.82
TOTAL	79,633	158,606	78,973	69,496		236,178	25	9,447	\$0.90	\$8,502.42

* This adjustment assumes that if these people drove cars, 22% would carpool. The 1980 Topeka Census shows that 22% of people who drive to work carpool.

** Average trip distance by route is taken from the TMTA Section 15 report which is prepared annually for the Urban Mass Transportation Administration

3. Economic Efficiencies of Mass Transit

Everybody benefits when the use of mass transportation is encouraged in a community, particularly when it is encouraged among working commuters. Among those things reduced are traffic congestion; energy consumption; the need to build, operate and repair parking facilities; the need to build and repair roads; and air and noise pollution. Among those things increased are efficiency of traffic flow, financial savings to the users, and available parking for business customers and clients.

4. Impact of Fare on Mass Transit Usage

In several aspects of the analysis discussed here, it is evident that bus fare or the lack of it has a significant impact on mass transit usage. A community benefits from its members use of mass transit in many ways. These benefits are increased as the use of public transit is encouraged.

In much the same way that parking benefits are often provided, employers should also consider mass transit benefits for their employees.

5. Recommendations for Future Research

Topeka Transit will continue to monitor ridership in months to come, and evaluate the impact of "No Pay May!" on that ridership.

Several other cities have expressed an interest in the Topeka demonstration, and appear to be considering similar projects. It will be interesting to compare the Topeka results with those obtained in other cities.

Further demonstrations in Topeka might include a similar project, using a reduced fare instead of a free fare. The results of such a project would start to show just what the elasticity of transit usage is. Comparisons could be made between the projects to determine how much of the increase was due to the marketing efforts and how much was due simply to the free fare.

6. Concluding Remarks

The Topeka Metropolitan Transit Authority believes that "No Pay May!" was a great success for the community. Awareness of public transportation was increased. New riders were given a chance to try the bus service for free. Some restitution of oil overcharge monies was made available to Topekans. And subsequent ridership for Topeka Transit has been higher than was otherwise expected.

TMTA appreciates the opportunity to have participated in this energy demonstration project competition, and to have implemented this project. The staff appreciates the cooperation that has been shown by members of the Kansas Corporation Commission staff in administering the project, and of the Kansas Department of Transportation staff for their help with the data analysis.

Anyone wishing additional copies of this report or more detailed information about this project is encouraged to contact: Topeka Metropolitan Transit Authority, 201 North Kansas Avenue, Topeka, Kansas 66603; (913) 233-2011.

APPENDIX

1. History of Kansas Oil Overcharge Monies

(Excerpted from "Position of the Kansas Corporation Commission on the Spending of Kansas' Portion of Oil Overcharge Monies," Presented to Governor John Carlin, September 15, 1986.)

In 1973, as a partial response to an international petroleum crisis, the United States imposed price controls on crude oil and on most refined oil products. Three categories were established for domestic crude oil (old, new and stripper), with prices determined by the category of oil. Categories were a result of either the discover date of the oil or the productivity of the well from which oil was produced. Price controls also affected markups on imported oil and the margins that retailers could charge for such products as gasoline and diesel fuel.

As the period of price controls progressed, the Federal Energy Administration and its successor, the Department of Energy (DOE), filed numerous legal actions against various producers and sellers of oil and oil products, contending that the price controls in effect (until Jan. 29, 1981) were being violated and that as a result, restitution was due consumers.

....Kansas share of [the settlement] monies was based on an allocation of 1.03 % of the funds -- a level based on oil consumption in the state during that period.

A total of over \$30 million dollars has been or will be received through these settlements. For a complete description of what monies were received, their source, and plans for their use, the reader is urged to contact the Kansas Corporation Commission.

2. Summary of Past Survey Results

On two occasions, detailed profiles of transit ridership in Topeka have been compiled through surveys like the one during "No Pay May!". The first survey was done in 1975 by the consultants Simpson & Curtin of Philadelphia, PA. They reported "The 'typical' Intracity Transit patron may be characterized as an older woman from a family with an annual income of under \$7,000, who had no automobile available for her trip, and who uses the bus to get to work." A summary of specific findings follows:

- Almost 66% of transit riders had household incomes of less than \$10,000 per year.
- Almost 66% of transit riders did not have an automobile available for their trip.
- Women riders outnumbered men by two to one.
- The CBD was the prime generator of transit trips. Almost 62% of all trips either began or ended there.
- About 61% of all trips were for the purpose of getting to or from work.
- Over 68% of transit riders used the bus four or more days per week. For riders going to work, the figure was 88%.
- 20% of riders had to transfer to reach their destination. Almost all transferring riders were those who had no automobile available for their trip.

A second system wide survey was conducted in March, 1985 by a group of five urban planning graduate students from the University of Kansas. The "typical" transit patron defined by their survey results was a white woman between the ages of 35 and 65, with a household income of less than \$15,000, who had no automobile available for her trip, and who was going to work in the CBD. With the exception of an expected increase in income, this is virtually the same picture painted by the 1975 survey.

The reader should note, however, that this portrait of the typical rider aggregates averages of several aspects of transit riders. This does not mean that a majority of riders fit this description.

Although the Lift existed at this time, it was not surveyed by the students for their project.

The main findings of the 1985 survey are presented below:

- 59% of all riders had an annual family income of less than \$15,000.
- Almost 65% of riders had no automobile available for their trip.
- 65% of all riders were going to or from work.
- 5.5% of all riders were going shopping. 53% of these shoppers were over 65 years of age.
- 13% of all riders were going to school.
- 37% of all riders were age 19 to 34. Over 40% of riders were age 35 to 65. About 8% of riders were over age 65.
- 35% of riders transferred to complete their trip. Almost all were low income riders.
- 57% of riders were female.
- 75% of riders were white; 18% black; 4.5% hispanic.
- 73% of all riders use the bus at least 5 time per week.

These findings are associated with weekday ridership. Saturday ridership differed in the following ways.

- Average income was much lower. 85% had incomes less than \$15,000.
- 40% of Saturday trips were for shopping, 35% for work.
- 88% had no automobile available for their trip.

BUDGET DETAIL

<u>Budget Item</u>	<u>KCC funds</u>	<u>In Kind Match</u>
<u>Personnel:</u>		
Administration -- Five full time managers, seven full-time support staff, and seven part time support staff. Individual hourly wages range from \$5.50 to \$20.80.		\$ 21,000
400 hours of additional staff time to be performed by the PR and Marketing Coordinator. (\$6.99 per hour)	\$ 2,608	
160 hours of staff time to be performed by the Planning and Marketing Manager. (\$12.50 per hour)		\$ 2,000
Maintenance -- Six full-time mechanics, three full-time servicemen, one full-time utility man, and one full-time parts clerk. Individual hourly wages range from \$3.35 to \$9.18		\$ 11,000
Bus Operators -- Thirty-two full-time drivers, approximately 5,580 hours at \$6.46 to \$8.61 per hour.	\$43,050	\$ 5,000
<u>Fringe Benefits:</u>		
FICA	\$ 196	\$ 6,162
Unemployment	\$ 2	\$ 82
Pension	\$ 102	\$ 3,000
Worker's Comp	\$ 8	\$ 3,750
Health Insurance		\$ 5,464
<u>Printed Material:</u>	\$ 6,480	
Educational Material and Brochures for Mailing (Listed under "Equipment" on Budget Summary Information Form)		
<u>Supplies:</u>		
Diesel Fuel - approximately 15,500 gallons at \$0.68 per gallon.	\$9,450	\$ 1,090
Gasoline - approximately 266 gallons at \$0.75 per gallon		\$ 200
Lubricants		\$ 2,200
Tires/Tubes		\$ 2,000
Bus Parts		\$ 10,300
General supplies		\$ 700
Supplies -- Building		\$ 300

Supplies -- Vehicles \$ 1,250

Contractual:

Maintenance Contract Services		\$ 2,400
Custodial Services		\$ 1,100
Legal Services		\$ 800
Advertising	\$19,168	\$ 4,000
Mailing Services	\$ 6,212	
Computer Services		\$ 1,155

Other:

Fuel Tax	\$.13 per gallon Diesel	(Included in fuel price)	
	\$.11 per gallon Gasoline	(Included in fuel price)	
Insurance			\$ 2,300
Telephone			\$ 800
Utilities			\$ 2,000
General Advertising		(Included in advertising above)	
Board Member Expenses			\$ 200
Miscellaneous			\$ 458

=====
TOTAL \$87,276 \$ 90,711

Notes:

This budget reflects only the operating expenses for the proposed month free public transportation. No value has been determined for the in-kind match attributable to capital equipment. Capital equipment includes 36 buses, the TMTA garage and administrative office facilities and equipment, and the TMTA passenger information and transfer center at 8th Street and Kansas Avenue.

Except for the additional staff hours to be performed by the PR and Marketing Coordinator, and for the Planning & Marketing Manager, (as shown above), no value has been determined for the contribution of staff time in the project months before and after the free ride month.



*Approved
Mary Padgett
3-14-88*

TO: Topeka Transit
RE: Job \$2529-3629
"No Pay May"

The following includes a budget breakdown and estimated production costs for media time and space, trade, agency and production and printing expense. These estimates exclude sales tax and any shipping costs but are to the best of our abilities otherwise fair and accurate. Postage and printing will be billed direct to you. Incidental radio and television production must be billed through the agency as a professional necessity and will be billed net, plus any applicable tax. The cross-checking of the various talent, production, dubbing, etc. invoices is a critical function of an advertising agency and is not included as a service charge on your invoice. As your agent, we will make purchases in your behalf and operate in good faith with regard to the professional quality of our services and payment to the appropriate vendors.

<u>Media Time and Space Expense</u>	<u>Trade</u>	<u>Expense</u>
1. <u>Billboards</u>		
Rental of (2) 14' x 48' painted boards-12mo.		\$ 2,400
Rental of (19) 12' x 24' poster boards for one month @187.50 plus 5 free boards		\$ 3,563
2. <u>Radio</u>		
KTOP-AM 6am-7pm 88 spots @ \$15	\$ 1,320	
KTPK-FM 6am-7pm 60 spots @ \$24	\$ 1,440	
KMAJ-FM AM & PM Drive, 90 spots @ \$23.50/matched		\$ 1,245
3. <u>Television</u>		
KTKA-TV Mon-Sun 7-10pm News Updates 7/wk @ \$50	\$ 1,050	
Mon-Fri 7-9am Good Morning America 7/wk @ \$10	\$ 150	
WIBW-TV Mon-Sun 7-10pm News Updates 7/wk @ \$130		\$ 2,730
Mon-Fri 7-9am News Updates 5/wk @ \$10		\$ 150
(All spots WIBW matched 1 for 1)		
 Media Trade	 <u>\$ 3,960</u>	 <u>\$10,088</u>

<u>Agency Time and Production Expense</u>	<u>Trade</u>	<u>Agency Expense</u>	<u>Production & Printing</u>
1. <u>Promotional Brochure</u>			
Art development		\$ 2,500	\$
Copy development		550	
Printing (estimate/billed direct)			6,860
Mailing (Labeling, set-up, postage)			6,426
2. <u>Poster for Employers</u>			
Art development			
Printing (estimate/billed direct)			100
Postage			400
(This item later omitted from H&S Budget and handled in-house)			
3. <u>Billboards</u>			
Art development (3 boards)		1,000	
Copy development		250	
Printing of Bus-mounted boards			400
Printing of (24) Poster panels for stationary boards			872
4. <u>Radio 2 spots</u>			
All agency and related production expense which necessarily must be billed through the agency (net).		700	
5. <u>TV (1) :10 TV</u>			
All agency and related expense which must necessarily be billed through the agency (net).		1,000	
Production at KTKA-TV using trade	\$	800	
6. <u>Account Service</u>			
Includes planning, research, strategy, meetings, etc.			750
7. <u>Media</u>			
Incidental clerical and media buying services are not charged. Media planning and strategy are charged at the flat rate.			500
<hr/>			
Production-Trade	\$	800	
Agency Expense		<u>\$ 7,250</u>	
Production & Printing			<u>\$ 15,058</u>
Total, page 1 & 2	(Trade)	<u>\$4,760</u>	<u>\$32,396</u>

Approved
Mary Padgett
3-14-88



PROOF	
Approved By:	<i>Marilyn Thompson</i>
Date:	<i>3-22-88</i>
Client No.:	<i>2529</i>
Job No.:	<i>4094</i>

TOPEKA TRANSIT
NO PAY MAY :10 TV
4094 3/10/88

"Take a Joyride"

FADE IN on BUSY STREET, snarled traffic; SOUND of horns honking.

V.O. ANNOUNCER: How can you escape from the stress of everyday driving and finally get some time to yourself?

DISSOLVE TO RELAXED-LOOKING PERSON on a bus, reading the paper with a smile.

V.O. ANNOUNCER: Take a joyride.

DISSOLVE TO CAMERA CARD: "All rides free on Topeka Transit, May 2-31."



TOPEKA TRANSIT
"No Pay May" :30 Radio
4093 3/9/88

PROOF	
Approved By	<i>Marilyn J. Thompson</i>
Date	<i>3-22-88</i>
Client No.	<i>2529</i>
Job No.	<i>4093</i>

"JIM"

MOCK-SERIOUS "DOOM" MUSIC

ANNOUNCER: This morning, Jim went on a joy ride...

JIM: Sure, I did it. Why not? My regular routine was really getting stressful.

ANNOUNCER: Instead of driving, he took a free ride on a Topeka Transit bus.

JIM: Driving everyday is a pain. All that traffic, the rushing around...and it seems like there's always some guy right on my rear end.

ANNOUNCER: You can take a joy ride, too. Because from May 2 to May 31, all bus and trolley rides are free on Topeka Transit.

JIM: Y'know, I really enjoy ignoring the traffic instead of fighting it. I'm going to take the bus a lot more often.



PROOF	
Approved By	<i>Marilyn J. Morgan</i>
Date	<i>3-27-88</i>
Client No.	<i>2529</i>
Job No.	<i>4093</i>

TOPEKA TRANSIT
"No Pay May" :30 Radio
4093 3/7/88

"BARBARA"

MOCK-SERIOUS "DOOM" MUSIC

ANNOUNCER: This morning, Barbara took a joy ride...

BARBARA: I'm not ashamed - it was something I had to do...
to get time for myself.

ANNOUNCER: Instead of driving, she took a free ride on a
Topeka Transit bus.

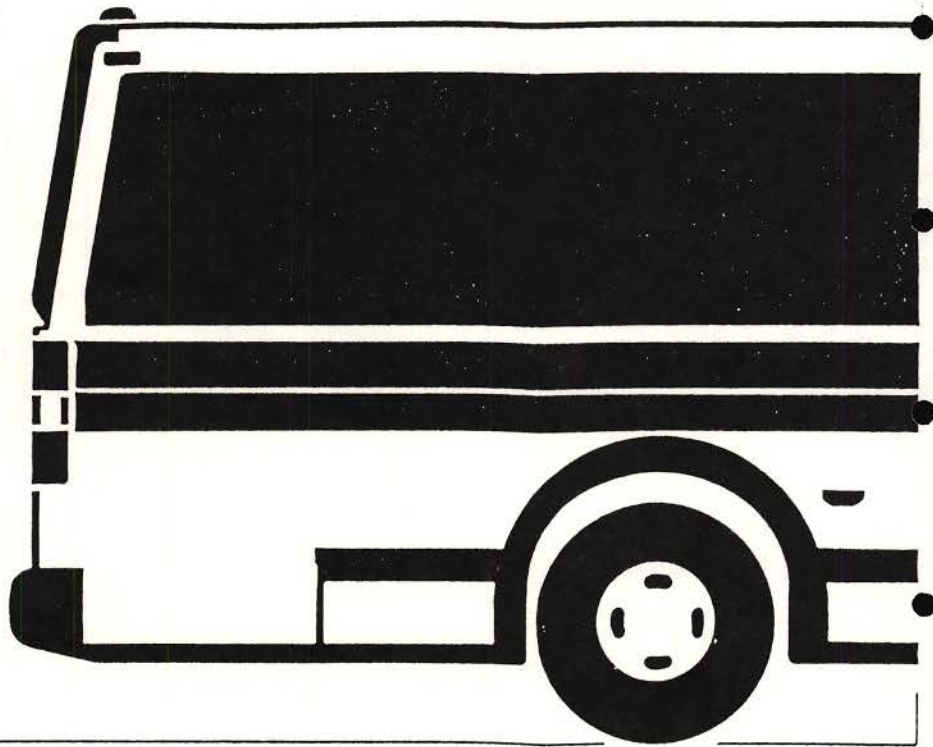
BARBARA: When do I ever get time for me? The phone's always
ringing, there's the housework, the kids follow me
into the bathroom...

ANNOUNCER: You can take a joy ride, too. Because from May 2
to May 31, all bus and trolley rides are free on
Topeka Transit.

BARBARA: Oh, it was great! I read the paper, I talked to
a friend...Believe me, I'm going to ride the bus
a lot more often.

JOY RIDE

All rides free on Topeka Transit
May 2-31



Billboard Ad

The Best Free Ride In Town.



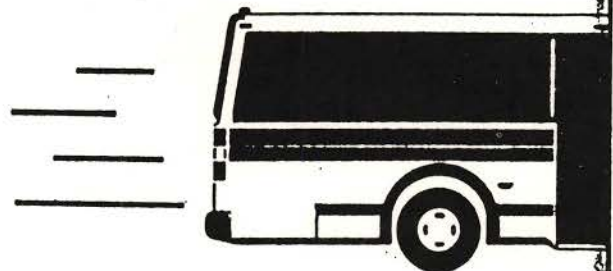
FREE BUS RIDES MAY 2-31

**NO
PAY
MAY!**

Exterior Bus Billboard Ad

Take a JOY RIDE with
Topeka Transit
During

**NO
PAY
MAY!**



All rides are FREE on our
City Buses, Topeka Trolleys,
and Lift Buses May 2-31!

Call 354-9571 to schedule Your JOY RIDE!

Newspaper Ad (44)

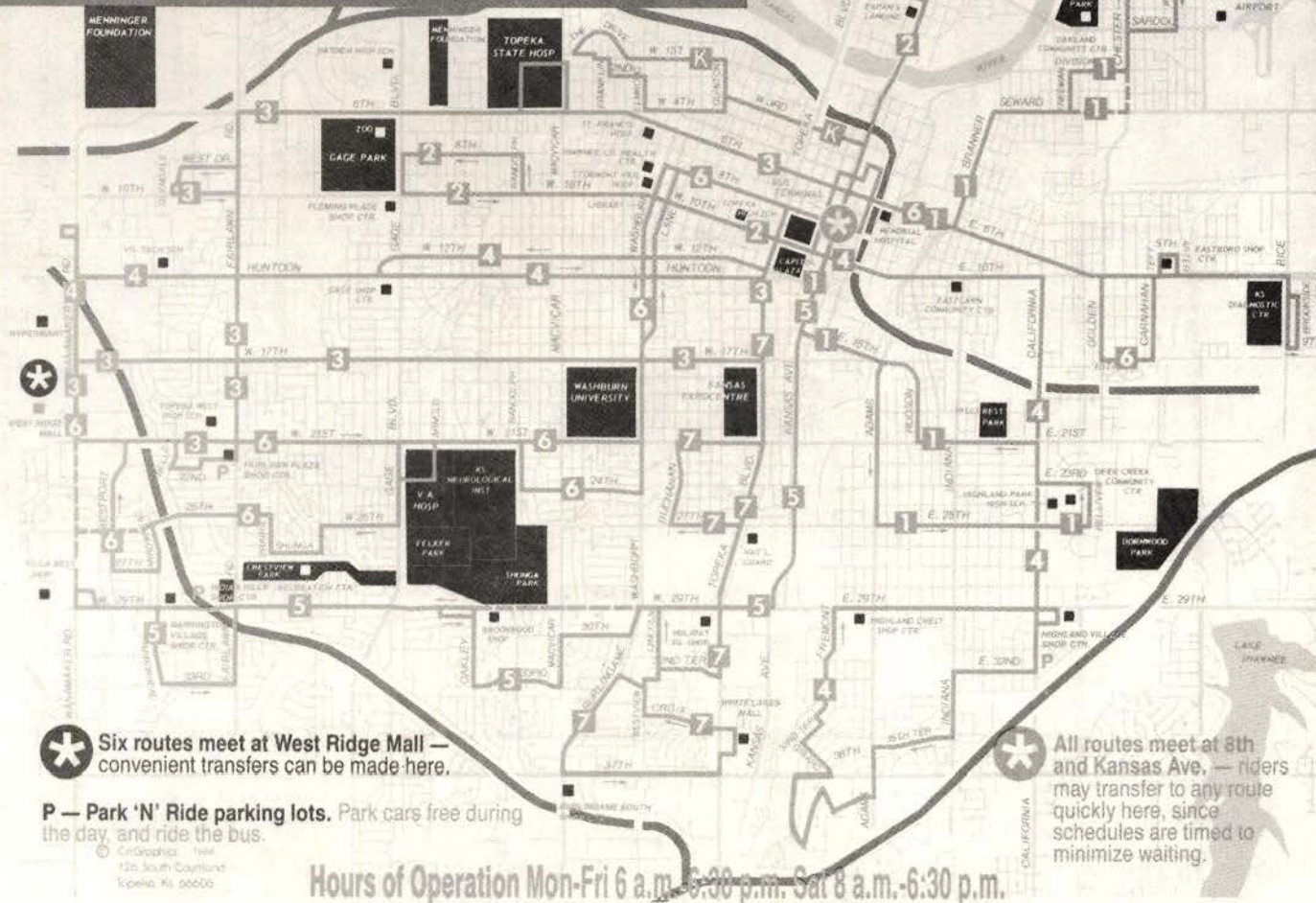
(Effective May 3, 1989)

- Oakland-Highland Park
- North Topeka-West 10th
- West 6th-West 17th
- Huntoon-South California

- West 26th
- West 21st-East 6th-West 25th
- White Lakes
- Kenwood

*Some Saturday routes differ. Please call 354-9571 for information.

354-9571 Call the Topeka Transit Information Center for scheduled times and information. To receive your own complete, easy-to-read schedule, drop by the center at 6th and Kansas Ave., or call and ask us to mail you one — it's free!



***** Six routes meet at West Ridge Mall — convenient transfers can be made here.

P — Park 'N' Ride parking lots. Park cars free during the day, and ride the bus.

***** All routes meet at 8th and Kansas Ave. — riders may transfer to any route quickly here, since schedules are timed to minimize waiting.

Hours of Operation Mon-Fri 6 a.m.-6:30 p.m. Sat 8 a.m.-6:30 p.m.

WE GO WHERE YOU'RE GOING!

Catching the bus is easy!



We'll pick you up at any corner along our routes, even if you're not waiting at a bus stop sign. Just wave to our driver. We'll be watching for you!



Change buses on your way at no charge. If your trip in any single direction requires you to change buses, just tell your driver when you board, "I'd like a transfer." It's free! (Certain restrictions apply to the use of transfers.)



Call **354-9571** for information on routes, times and all our available services. The friendly clerks at our Information Center at 8th and Kansas Avenue are happy to answer your questions, or to mail information to you free of charge.



Feel free to ask your driver for information and assistance. Our drivers are specially trained to insure that you get where you're going in a manner that's safe and comfortable.



Free bus schedules for each route traveled by an individual bus are located at the front of that bus behind the driver. A complete set of schedules is available at the Topeka Transit Information Center at 8th and Kansas and in information racks around the city. (45)

Bus service for the elderly and disabled



The Lift makes traveling simpler for elderly and disabled riders — each bus is equipped with a lift device, wheelchair lockdowns and other features for rider safety and comfort. The Lift operates on demand, from curb to curb, with priority given to riders who have filed a certified subscription form with the Lift Service. To schedule a ride or to receive a subscription form free in the mail, call the Lift Service at

232-9100.

Hours of operation: Mon-Fri 6:30 a.m.-6:30 p.m.



Thank you for riding the Topeka Transit during No Pay May! Please take the time to fill out this survey and turn it in at 8th and Kansas or with your bus driver. Your opinions and ideas count!

1) Where did you learn about No Pay May? (check all that apply)

- TV My employer
 Radio Notices on bus
 Newspaper ad Newspaper story
 Outdoor billboard Large signs on side of bus
 A friend Transit Information Center
 Brochure/Route map that was mailed to your home

2) What do you consider to be your prime source of local news? (rank 1,2,3 with 1 being the most important)
 Radio TV Newspaper

3) Which radio station do you listen to most of the time?

4) Which TV station do you watch most of the time? _____

5) Where did you get on the bus? _____
(closest street corner)

6) What is your final destination? _____
(closest street corner)

7) Will you have to transfer to reach your final destination?
 Yes No

8) If you transfer to complete your trip, at which street corner do you change buses? _____
(street corner)

9) What is the main purpose of this trip?

- Going Home Shopping
 Medical Work
 Personal Business Recreation
 School Other _____
(specify)

10) Prior to No Pay May, how many days per week did you use Topeka Transit?

- 6 days per week 2 days per week
 5 days per week 1 day a week
 4 days per week Less than once a week
 3 days per week Never

11) How many days per week do you/will you use Topeka Transit during No Pay May?

- 6 days per week 2 days per week
 5 days per week 1 day a week
 4 days per week Less than once a week
 3 days per week

12) How many days per week will you use Topeka Transit after No Pay May?

- 6 days per week 2 days per week
 5 days per week 1 day a week
 4 days per week Less than once a week
 3 days per week Never

13) Why do you ride the bus as often as you do?

- (Check all answers that apply)
 I do not (will not or cannot) drive.
 When I ride the bus I can relax, read or talk to friends.
 The bus gets me closer to my destination than I can park.
 Riding the bus is less expensive for me than driving and parking.
 I do not like to fight traffic and detours.
 Other (explain) _____

14) Why do you not ride the bus more often?

- (Check all answers that apply)
 I need my car at my destination.
 The bus takes too long to get where I am going.
 The regular bus fare is too high. (70 cents)
 I have to make one or more stops on the way to or from my destination.
 The bus does not come close enough to my residence.
 The bus does not go close enough to my destination.
 I already ride the bus every day.
 Other (explain) _____

15) How would you rate the quality of Topeka Transit Bus service?

- Excellent
 Good
 Fair
 Poor
 Unacceptable

16) How many cars are in your household?

- None Two cars One car More than two cars

17) Was a car available to you for this trip?

- Yes No

18) How old are you? _____ years

19) Which best describes your total annual family income?

- Under \$5,000 20,000-24,999
 5,000-7,499 25,000-34,999
 7,500-9,999 35,000-49,999
 10,000-14,999 50,000 and above
 15,000-19,999

20) Your sex is... Female Male

21) Your race is...

- Black White Hispanic Asian
 American Indian Other _____

Thank you for taking the time to fill out our survey. Please check to see that you have answered all of the questions. Of course all answers are confidential.

No Pay May is made possible through Stripper Well oil overcharge funds from the Kansas Corporation Commission.

Check here if you have used the back of this survey to give us your comments.

LIFT SERVICE SURVEY:
For Rides Taken on May 12, 1988

- 1) Where did you learn about No Pay May? (check all that apply)

<input type="checkbox"/> TV	<input type="checkbox"/> My employer
<input type="checkbox"/> Radio	<input type="checkbox"/> Notices on The Lift
<input type="checkbox"/> Newspaper ad	<input type="checkbox"/> Newspaper story
<input type="checkbox"/> Outdoor billboard	<input type="checkbox"/> Large signs on side of bus
<input type="checkbox"/> A friend	<input type="checkbox"/> Transit Information Center
<input type="checkbox"/> Brochure/Route map that was mailed to your home	

- 2) What do you consider to be your prime source of local news?

<input type="checkbox"/> Radio	<input type="checkbox"/> TV	<input type="checkbox"/> Newspaper	<input type="checkbox"/> Audio Reader network
--------------------------------	-----------------------------	------------------------------------	---

- 3) Where did you first learn about the Lift Service?

- 4) What was the main purpose of your trip on Thursday May 12th.

<input type="checkbox"/> Going Home	<input type="checkbox"/> Shopping
<input type="checkbox"/> Medical	<input type="checkbox"/> Work
<input type="checkbox"/> Personal Business	<input type="checkbox"/> Recreation
<input type="checkbox"/> School	<input type="checkbox"/> Other _____

(specify)

- 5) Where did you get on the bus? _____

- 6) What was your final destination? _____

- 7) Prior to No Pay May, how many days per week did you use The Lift Service?

<input type="checkbox"/> 5 days per week	<input type="checkbox"/> 1 day a week
<input type="checkbox"/> 4 days per week	<input type="checkbox"/> Less than once a week
<input type="checkbox"/> 3 days per week	<input type="checkbox"/> Never
<input type="checkbox"/> 2 days per week	

- 8) How many days per week do you plan to use The Lift Service during No Pay May?

<input type="checkbox"/> 5 days per week	<input type="checkbox"/> 2 days per week
<input type="checkbox"/> 4 days per week	<input type="checkbox"/> 1 day a week
<input type="checkbox"/> 3 days per week	<input type="checkbox"/> Less than once a week

- 9) How many days per week do you plan to use The Lift Service after No Pay May?

<input type="checkbox"/> 5 days per week	<input type="checkbox"/> 1 day a week
<input type="checkbox"/> 4 days per week	<input type="checkbox"/> Less than once a week
<input type="checkbox"/> 3 days per week	<input type="checkbox"/> Never
<input type="checkbox"/> 2 days per week	

- 10) Why do you ride The Lift Service as often as you do? (Check all answers that apply)

<input type="checkbox"/> I do not (will not or cannot) drive.
<input type="checkbox"/> Riding The Lift bus is less expensive for me than driving and parking .
<input type="checkbox"/> It is the only accessible transportation available to me.
<input type="checkbox"/> It is the least expensive accessible transportation available to me.
<input type="checkbox"/> Other (explain) _____

11) Why do you not ride The Lift bus more often?
(Check all answers that apply)
 I need my car at my destination.
 The Lift Service takes too long to get where I am going.
 The regular fare is too high. (\$1.50 per ride)
 I have to make one or more stops on the way
to or from my destination.
 I already ride The Lift bus regularly.
 My ride request can often not be filled
 Other (explain) _____

12) What other sources of transportation were
available to you for this trip?
 Private Automobile Taxi
 Public Agencies Other _____
 Fixed Route Bus (specify)

13) How would you rate the quality of
the Lift Service operations?
 Excellent
 Good
 Fair
 Poor
 Unacceptable

14) How would you rate the quality of
the Lift Service personnel?
 Excellent
 Good
 Fair
 Poor
 Unacceptable

15) How old are you? _____ years.

16) Which best describes your annual family income?
 Under \$5,000 20,000-24,999
 5,000-7,499 25,000-34,999
 7,500-9,999 35,000-49,999
 10,000-14,999 50,000 and above
 15,000-19,999

17) Your sex is... Female Male

18) Your race is...
 Black White Hispanic Asian
 Native American Other _____

19) Please give us your comments on the Lift Service.

Thank you for taking the time to fill out our survey.
Please check to see that you have answered all of the questions.
Of course all answers are confidential.

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