

SH 119 Route Preference Survey Findings

Prepared November 2018

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Background

- RTD conducted an onboard survey with BOLT and J riders to determine what alternative bus route options along SH 119 are most desirable by ridership.
- RTD launched the survey on Thursday, October 25, 2018 using a sampling plan based on the average number of weekday boardings for all of the trips made by the BOLT and J.
- BOLT and J Operators distributed a total of 855 surveys to passengers. 228 of these were returned for analysis, resulting in a response rate of 27%. This is slightly above average for RTD surveys conducted onboard with passengers.
- As this survey used a defined sampling plan, the data to follow represent the behaviors and opinions of BOLT and J riders on any given weekday.
- **Please note the percentages in the charts and tables to follow may not add to 100 due to rounding.**

Key Findings

Key Findings

RIDERSHIP CHARACTERISTICS

- **Most riders use the BOLT/J to commute to/from work.** 80% of respondents were commuting to/from work at the time they received the survey. 10% were traveling to/from school/college.
- **BOLT/J riders travel an average of 50 minutes to complete a trip.**
- **Business EcoPass is the most popular payment method, followed by CollegePass.** 42% of respondents paid their fare using the former, while 17% paid using the latter.
- **The vast majority of BOLT/J riders use the routes frequently.** 87% of respondents ride the BOLT/J at least once a week;* 44% ride almost every day.
- **Most BOLT/J riders walk to and from RTD services.** 61% of respondents walked to the first RTD vehicle they boarded to begin their trip. Another 66% report they would walk from their last RTD stop to their destination.
- **One-fourth of riders use a bike at some point during their trip.** 25% of riders say they used a bike as part of their trip. 79% took their bike with them on the bus while the remaining 21% parked the bike at a stop/station/Park-n-Ride. Among those who took their bike on the bus, 93% were able to bring their bike on the first bus that arrived.

*RTD defines a frequent rider as someone who rides RTD services at least once every week.

Key Findings

PREFERENCES

- **On-time performance, frequency of service, and total travel time are the most important aspects riders consider when choosing to ride the bus.** 72% of BOLT/J riders consider on-time performance when choosing to ride the bus. 56% consider frequency of service and 47% consider the total travel time from their origin to their destination.
- **Riders express mixed opinions regarding the proposed route options.** Taken together, BOLT and J riders show a slight preference toward the Expanded BOLT/J service (just 26% prefer this option). However, examining BOLT and J riders independently reveals the following:
 - Preference among BOLT riders is nearly split across all five options.
 - Riders of the J exhibit a strong preference toward the Expanded BOLT/J service.

Discussion

- The findings of this research provide key insights on the behaviors of ridership on any given weekday. We know the BOLT and J routes serve primarily as a means for commuting to/from work, the average travel time to complete a trip is 50 minutes, and most use their Business EcoPass to pay their fare. Further, we know on-time performance is the most important aspect riders consider when choosing to take the bus. This is not surprising considering most use these routes to commute. A bus arriving later than anticipated leaves its passengers in a position where they may be late for work.
- Data also indicate riders have diverse opinions regarding their preferred route option. We find preference is nearly split across all options. As such, alternative route options should be explored to determine what will be most beneficial for those who travel along SH 119.

Detailed Findings

Sample

Sample

- Each weekday, the BOLT and J routes make a combined total of 87 trips. 78 trips are made by the BOLT; the remaining 9 trips are made by the J.
- Of all the trips made by these routes, 87% of boardings are made on the BOLT, while 13% are made on the J.
- To provide the best measurement of ridership, a sampling plan was formulated based on the estimated number of boardings for each of the trips made by the BOLT and the J.
- Based on the percentage of BOLT and J surveys returned for analysis, our data nearly match our estimates for the percentage of total boardings on each route.

Percentage of Total Boardings		
	RTD Database	Survey Data
BOLT	87%	82%
J	13%	18%

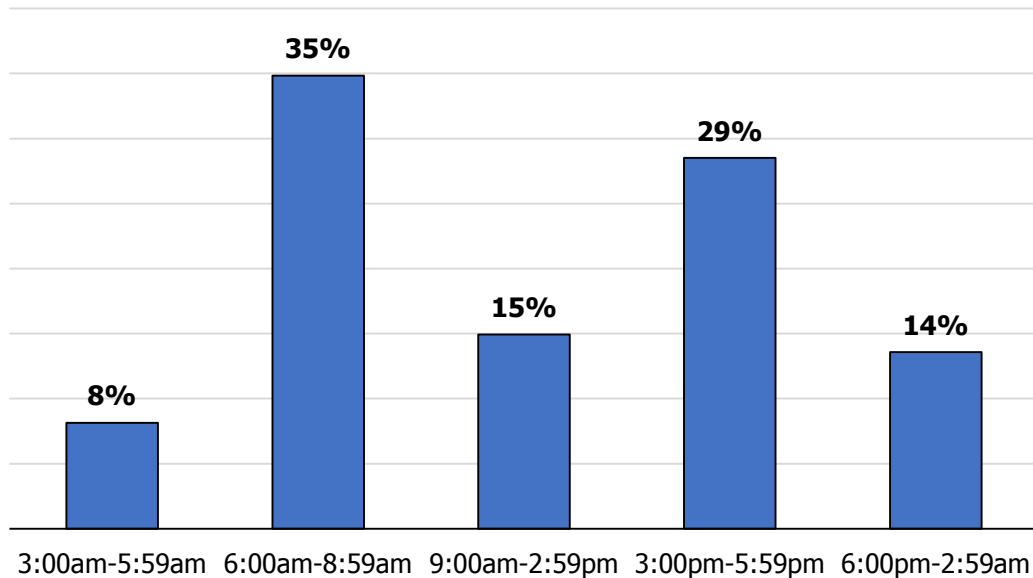
Detailed Findings

Ridership Characteristics

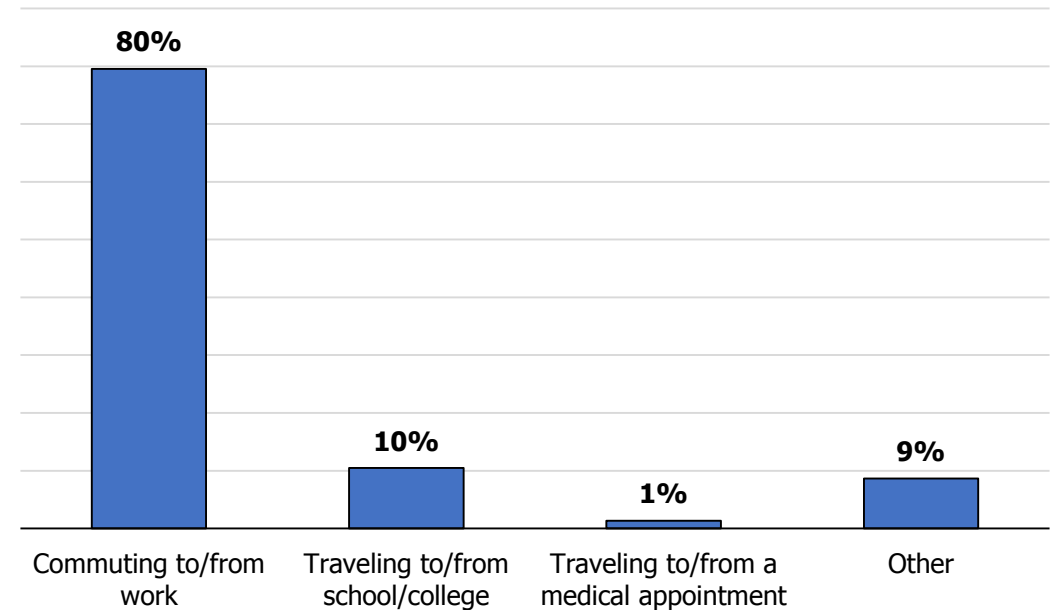
Ridership Characteristics

- 64% of respondents began their trip during peak hours (6am-8:59am/3pm-5:59pm).
- 8 in 10 respondents report the purpose of their trip as commuting to/from work.

Trip Time (n=221)



Trip Purpose (n=220)



Ridership Characteristics – Cont'd

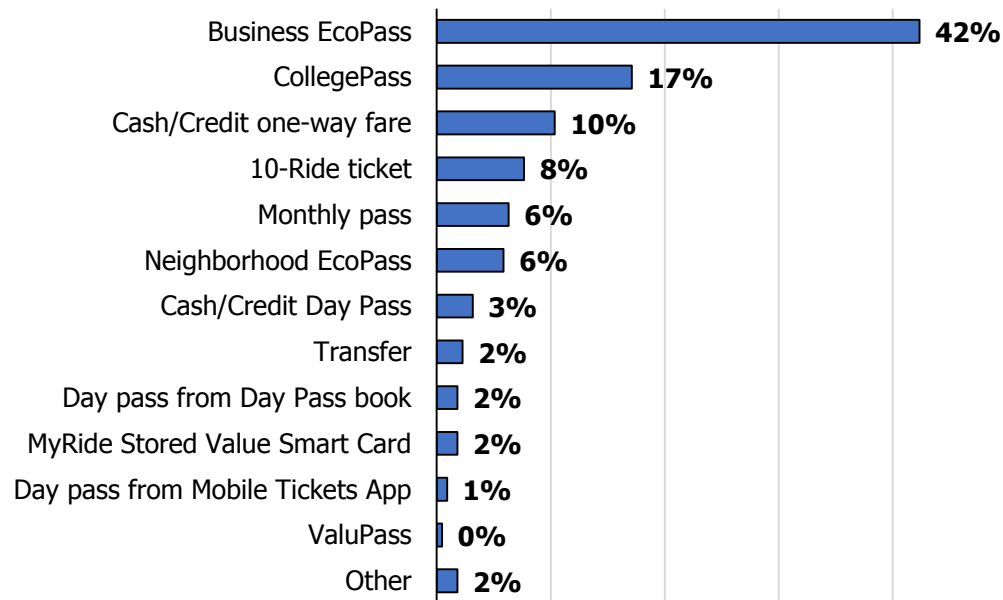
- On average, most riders take a trip lasting 50 minutes.

Trip Travel Time Statistics	
Mean	50 minutes
Minimum	5 minutes
Maximum	2 hours

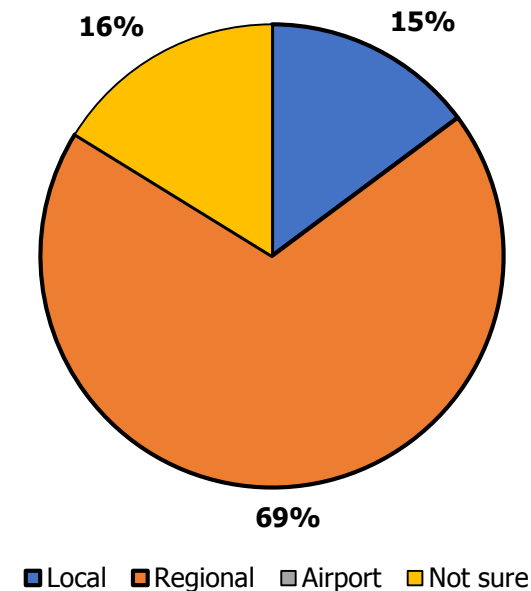
Ridership Characteristics – Cont'd

- Most respondents paid their fare using a Business EcoPass.
- 69% paid a regional fare.

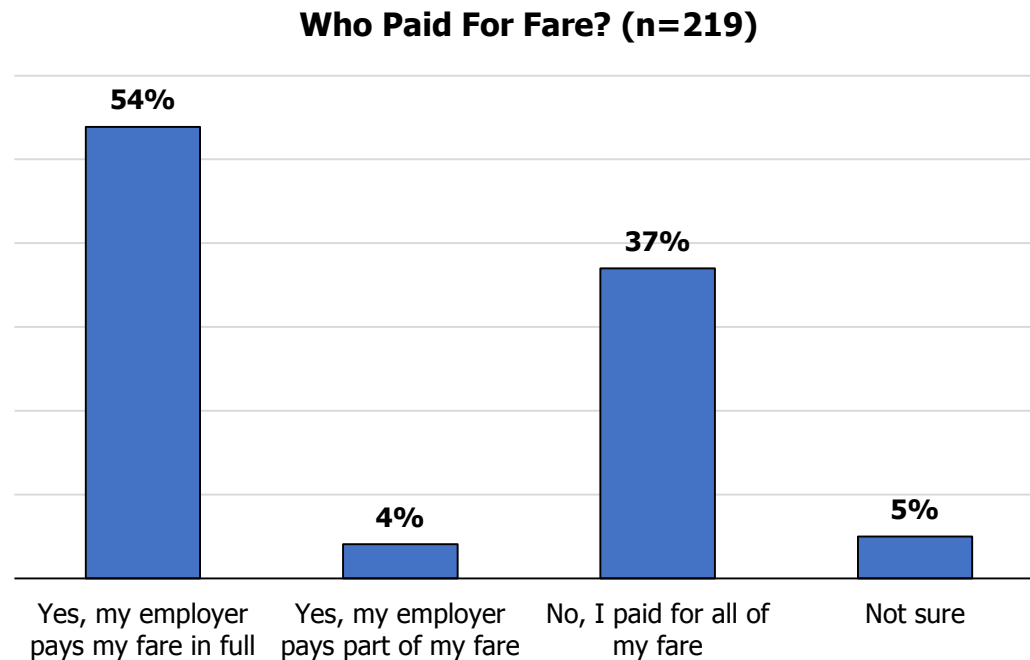
Fare Payment Method (n=222)



Fare Level (n=216)



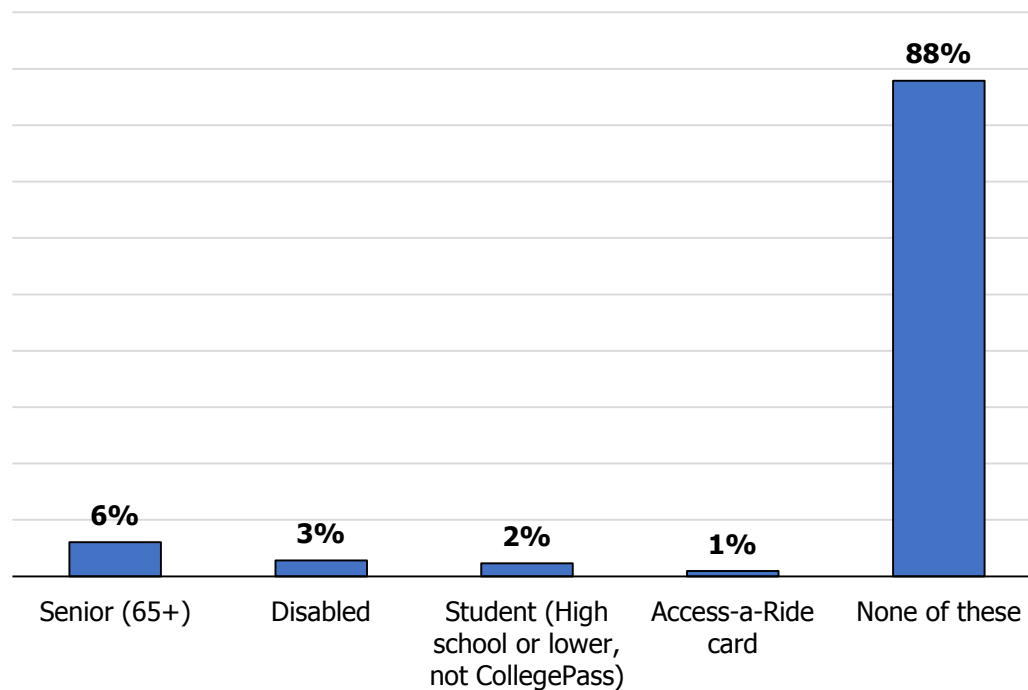
Ridership Characteristics – Cont'd



- More than half of riders say their employer pays their fare in full either through EcoPass, FlexPass or other means.

Ridership Characteristics – Cont'd

Special Discounts Used to Pay Fare (n=215)

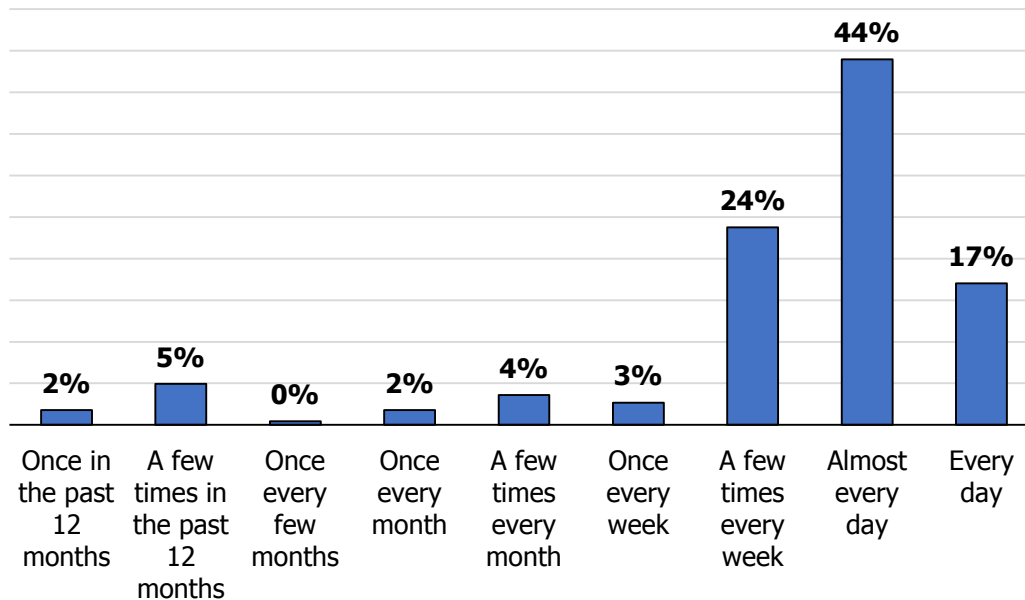


- Nearly 9 in 10 riders did not use any discounts to pay their fare.
- 6% used a senior discount.

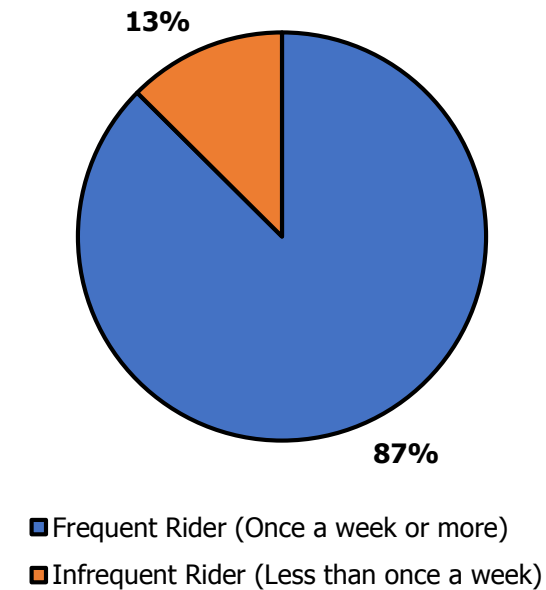
Ridership Characteristics – Cont'd

- 87% of respondents are frequent riders (i.e., they ride the BOLT or J at least once a week).

Route Ridership Over Past 12 Months (n=223)



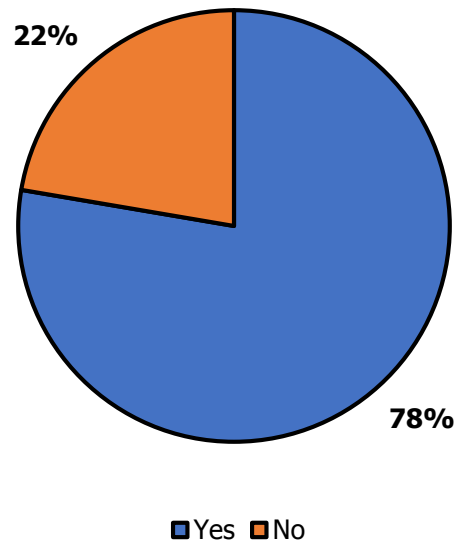
Ridership Over Past 12 Months (n=223)



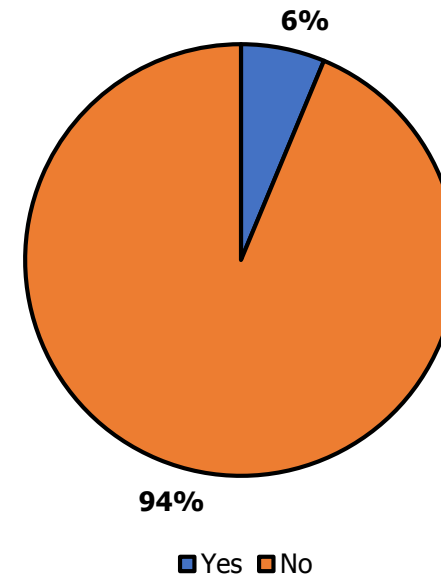
Ridership Characteristics – Cont'd

- 22% of respondents report they do not have a valid driver's license.
- 6% report a disability prevents them from driving a car.

Valid Driver's License? (n=224)



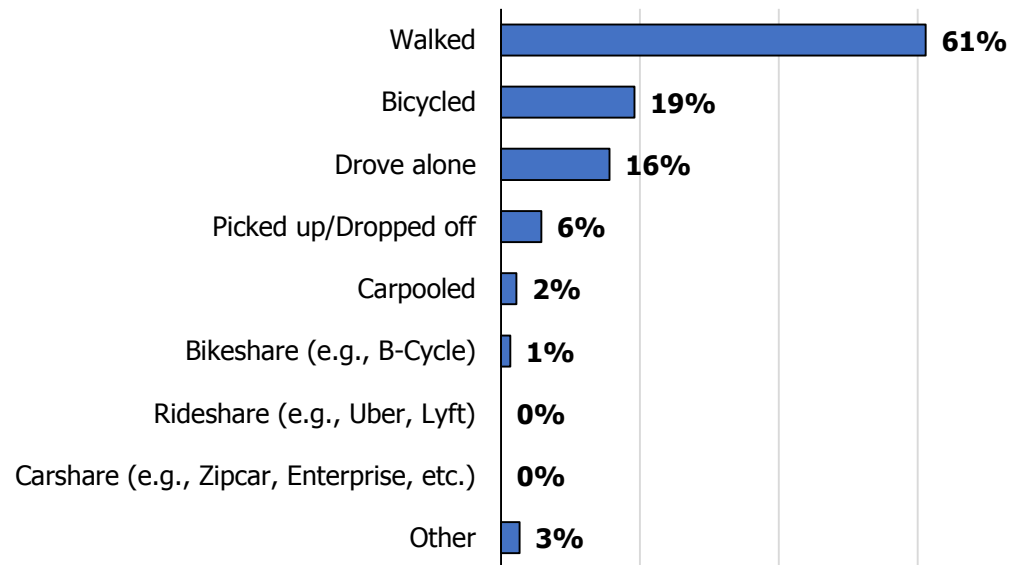
Disability? (n=223)



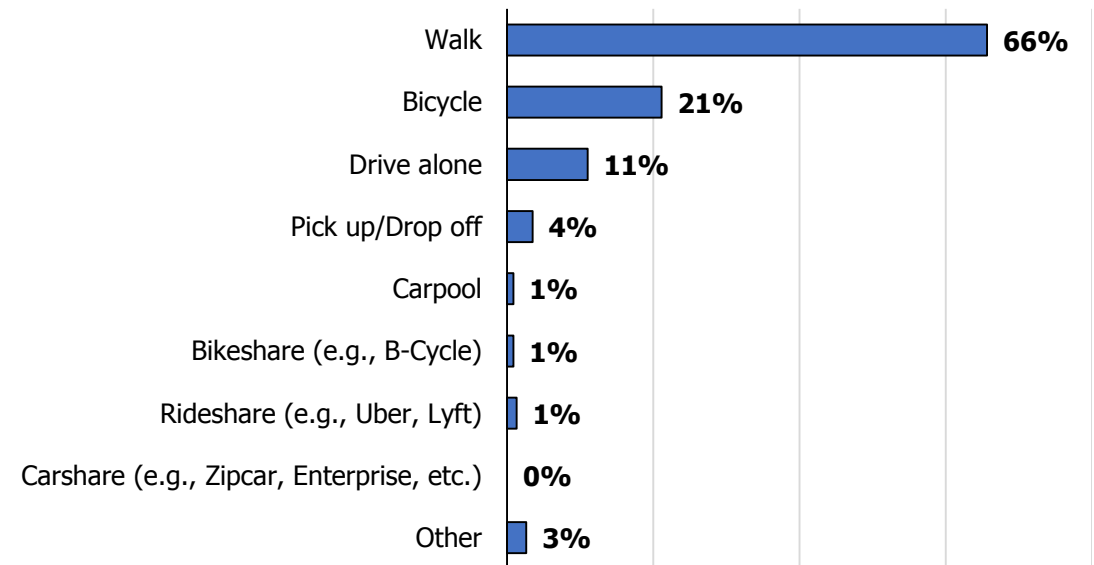
Ridership Characteristics – Cont'd

- To get to/from RTD vehicles, most respondents walk.

How Respondent Got to First RTD Vehicle (n=224)



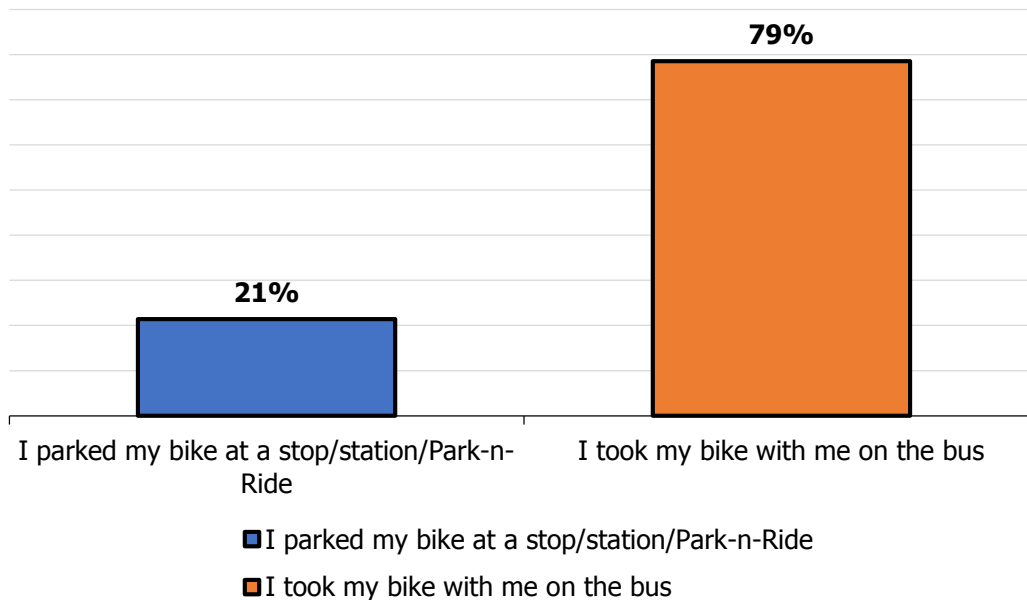
How Respondent Got to Destination (n=227)



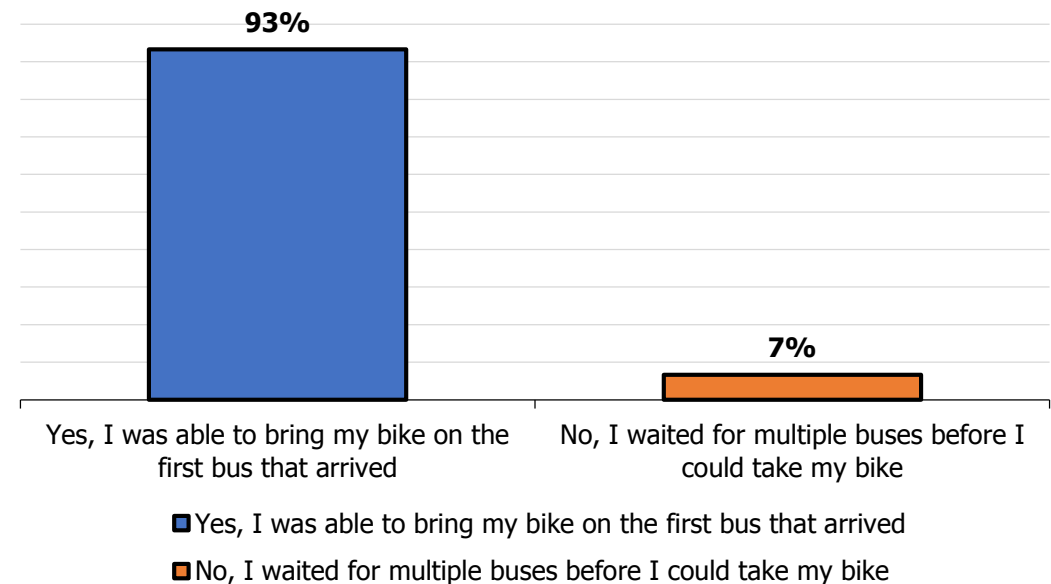
Ridership Characteristics – Cont'd

- Approximately 25% of respondents report using a bike at some point during their trip.
- 79% of these respondents took their bike with them on the bus; 93% boarded the first bus that arrived.

What Did You Do With Your Bike? (n=56)



Were You Able to Bring Your Bike on the First Bus that Arrived? (n=45)



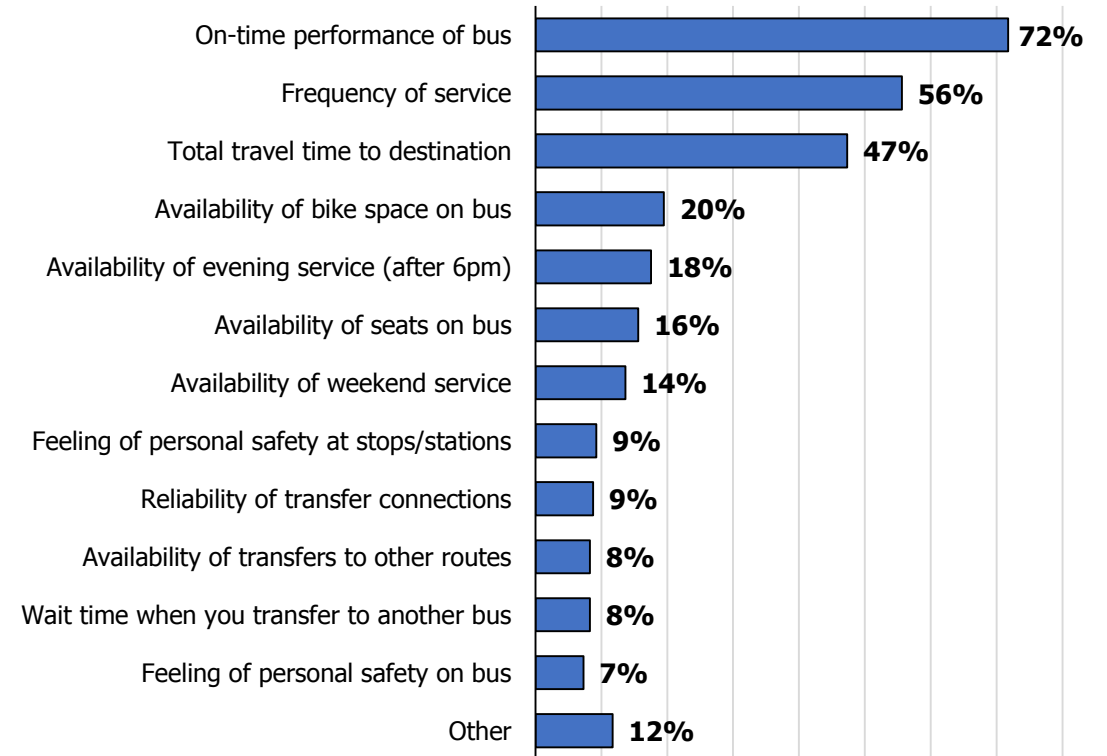
Detailed Findings

Preferences

Most Important Aspects When Choosing to Ride the Bus

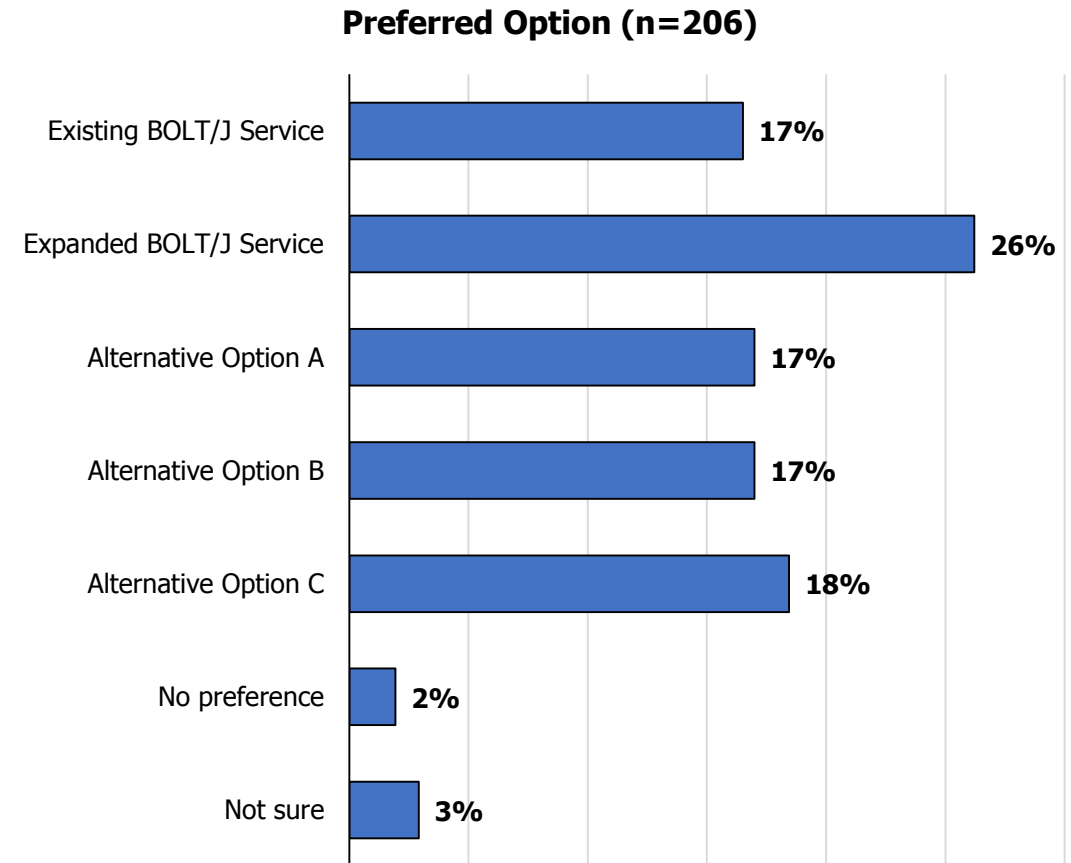
- When choosing to ride the bus, most respondents consider on-time performance, the frequency of service, and the total travel time to their destination.

**Most Important Aspects When Choosing to Ride Bus
(n=205)**



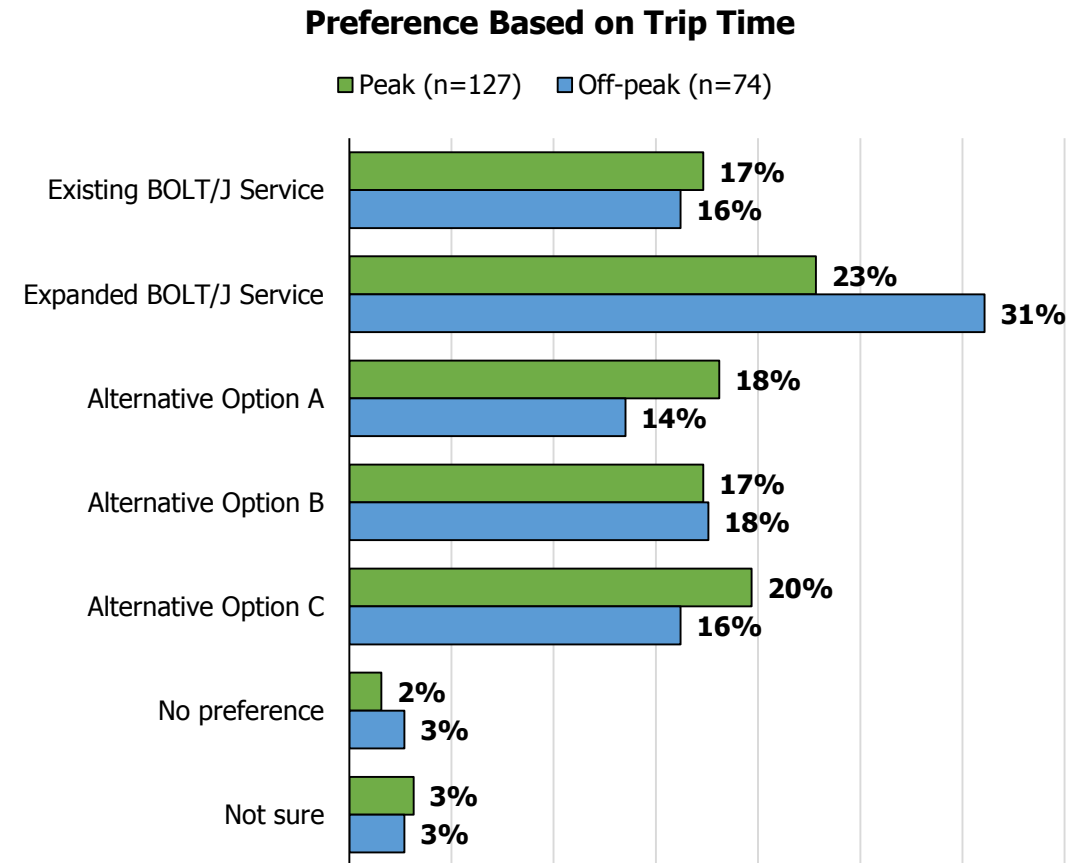
Preferred Route Option

- Riders exhibit a slight preference toward the Expanded BOLT/J service offering multi-directional rush-hour service.
- Nearly an equal percentage of riders prefer the remaining route options.



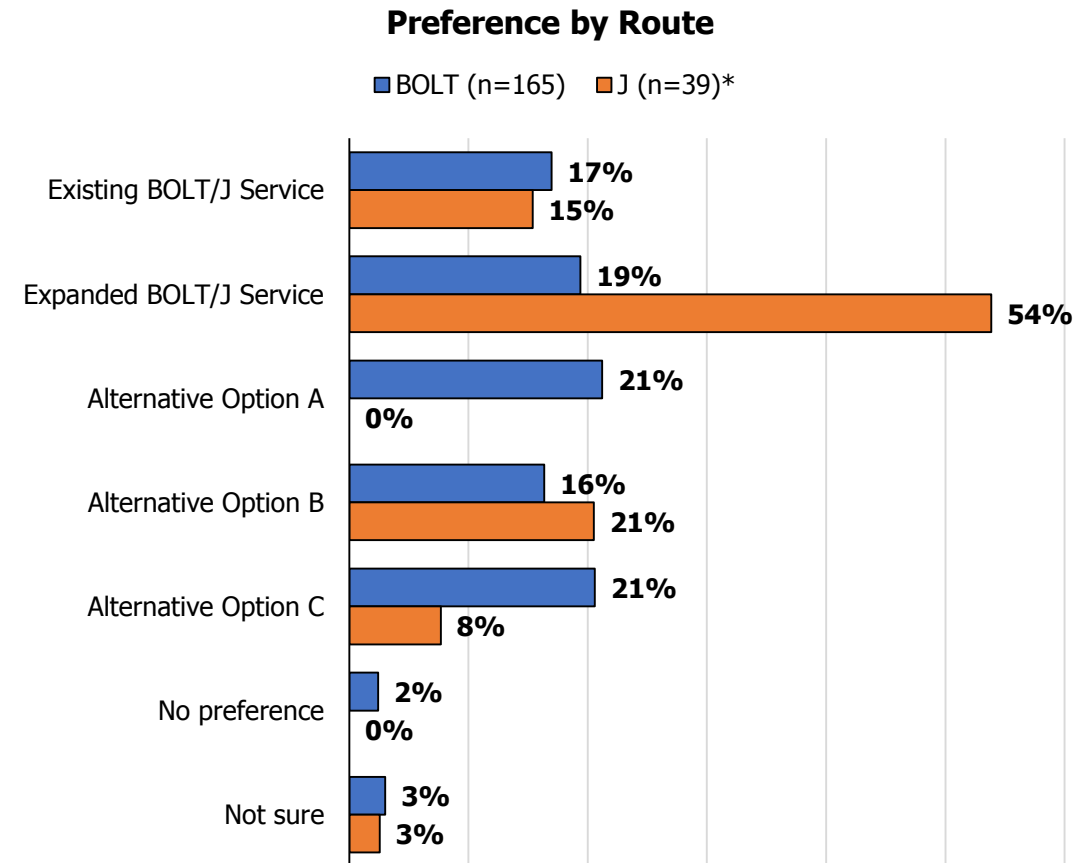
Preferred Route Option – A Closer Look

- When segmenting data based on the time respondents began their trip, we find both groups prefer the Expanded BOLT/J service, particularly those who ride during off-peak hours.
- Peak Hours:
 - 6am-8:59am
 - 3pm-5:59pm
- Off-Peak Hours:
 - 3am-5:59am
 - 9am-2:59pm
 - 6pm-2:59am



Preferred Route Option – A Closer Look

- Though sample sizes are small, data suggest riders of the J have a strong preference for Expanded BOLT/J service.
- BOLT riders are much more varied in their opinions. Responses are nearly split across all route options.



Q: Which of the options above do you prefer most?

Q: Which of the following RTD services were you riding when you received this survey?

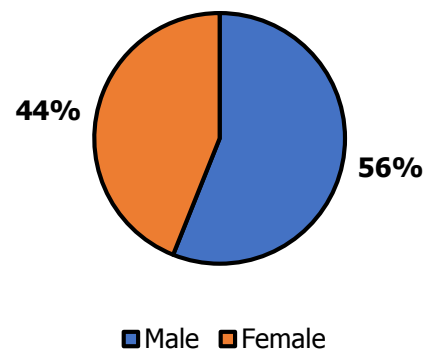
* Small sample size. As such, data should be interpreted as directional.

Appendix

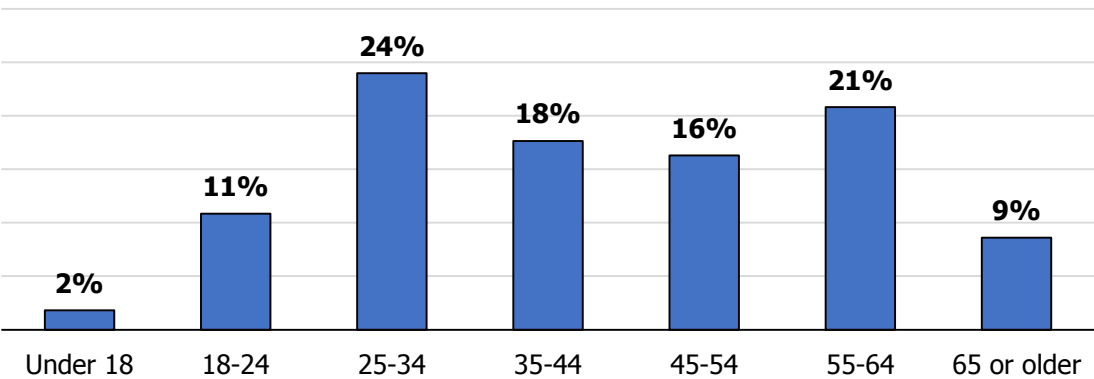
Demographics

Demographics

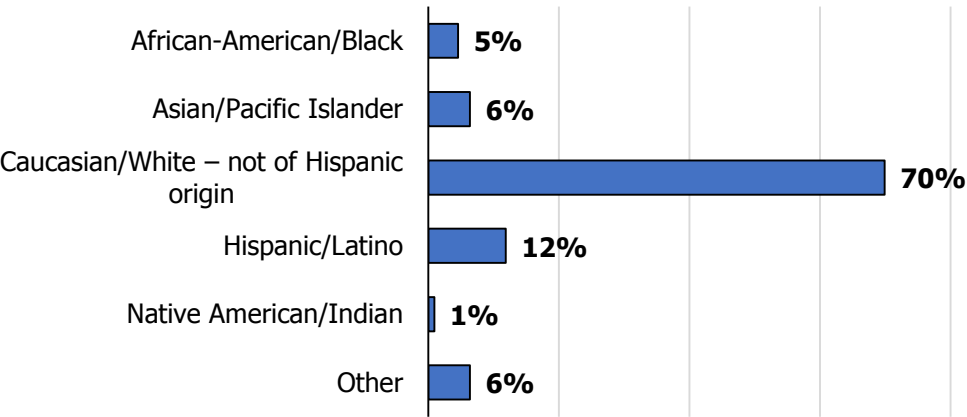
Gender (n=223)



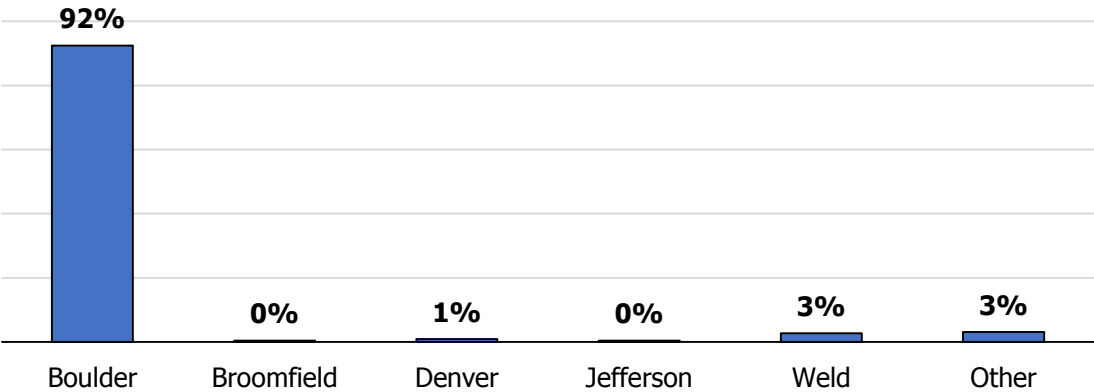
Age (n=221)



Ethnicity (n=219)



County (n=223)



Q: With which gender do you identify?
Q: What is your age?
Q: Which of the following categories best describes your racial/ethnic background?
Q: In which county do you currently live?