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2002 On-Board Passenger Survey—System-wide Results

October 2003

Alameda Contra-Costa Transit District

2002 On-Board Passenger Survey

System-wide Results

*Prepared for Alameda-Contra Costa Transit
Division of Long Range Planning
by the
Public Research Institute*

September 2003

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STUDY BACKGROUND

In fall of 2002, Alameda Contra-Costa Transit District (ACT) sponsored an onboard survey to gather information on the demographics and travel characteristics of its riders. AC Transit serves a predominantly urban area with a high concentration of minority, immigrant, low-income and disabled riders. San Francisco State University's Public Research Institute was contracted to conduct the study¹.

AC Transit needed an updated profile of its ridership² and a market research study³ to investigate ways to improve its marketing and outreach and increase its ridership during a time of falling revenues and budget cuts. ACT was particularly interested in developing more effective sampling methodologies for its on-board ridership profile, diminishing the amount of item non-response to key questions on the on-board survey, and in developing a better methodology for understanding reasons why non-riders do not choose to ride AC Transit. The methods for this study include an on-board ridership survey *and* a telephone market research survey.

This report includes a detailed description of the onboard survey findings for the system as a whole. A series of other reports and separate appendices cover the following topics:

- Results by Service Type (onboard survey);
- Results by Planning Area (onboard survey);
- Portraits of Special Rider Populations, including Transbay, Owl, CalWorks, Low-Income and Transit Dependent Riders (onboard survey);
- Open-ended comments from the onboard survey;
- Detailed Methodology for the onboard survey;
- Literature Review about Transit Survey Methodologies;
- Results of the Telephone Survey of ACT's Market Area.

SYSTEM OVERVIEW

Alameda-Contra Costa Transit (ACT) is the principle provider of bus services to the East Bay. ACT has an annual budget of approximately \$ 200 million and serves approximately 250,000 riders daily. More than three quarters of AC Transit riders are people of color. Over one-third do not have a car in their household. AC Transit is a principle transportation source for school children—particularly low income and minority school children.

Since 1979 AC Transit has periodically conducted on-board surveys of its riders to learn their demographics (age, gender, race, income, etc.), how often and in what way they use AC Transit buses, and their opinions of service and suggestions for

¹ For a detailed description of Public Research Institute and data collection subcontractor Wilson Associates, please see Appendix D and Appendix E.

² The last ridership profile was completed in 1993.

³ The last full-scale market research survey was conducted in 1988.

improvement. The system has contracted for seven major on-board rider surveys since 1979 and conducted many additional in-house rider surveys.

AC Transit has four main service types: local routes, trunk routes, transbay routes, and school routes. At the time the 2002 onboard survey was conducted, there were approximately 106 local AC Transit routes with an estimated total daily (weekday) ridership of 202,636. Total average daily ridership on these routes ranged from 11 (route 253) to 12,270 (route 82). There were 11 trunk routes that carried extremely high volumes of passengers and accounted for 46% of all ACT ridership, with the top 6 of these routes accounting for 30% of the daily ridership. There were 37 routes in the Transbay category, with total daily boardings ranging from 47 (NV) to 1,415 (O). Total average daily ridership on these routes was 13,426. There were 55 special service school routes with an average daily ridership of more than 6,000 during school months.

STUDY PURPOSE

The purpose of the *onboard survey* was to provide an accurate portrait of AC Transit riders at the system-wide level, by service-type, by time of day/time of week, by planning area, and at the route level for the 6 highest volume routes. This portrait includes the following information:

- ♦ *Demographic characteristics* of riders on every AC Transit route in terms of age, gender, income, race, housing tenure, car ownership, transit dependence and other variables relevant to AC Transit Policy and Planning;
- ♦ *Trip characteristics* such as trip purpose, pre- and post-trip transit mode, transfer rate, time of day/time of week, and service type;
- ♦ *Fare payment*;
- ♦ *Frequency of Use*;
- ♦ *Reasons for Riding AC Transit*;
- ♦ *Evaluation of AC Transit Services*; and
- ♦ *Use of Transit Incentives*

The purpose of the *telephone market survey* was to measure local awareness of AC services, and attitudes about AC transit including current riders' satisfaction with the level and types of services, and non-riders' opinions and attitudes towards AC Transit including possible improvements or changes that might attract more customers.

This segment of the report covers only the system-wide results of the onboard riders survey.

SYSTEM-WIDE RESULTS

The overarching purpose of this study was to generate a system-wide snapshot of AC Transit riders. The following chapter examines the responses to the onboard riders' survey on the system-wide level. These results reflect the entire system as a whole and will also be broken down by service type and other rider characteristics in other chapters of the main report.

MAIN FINDINGS

A majority of ACT riders were female (54%). A fifth (20%) of the riders surveyed were youth age 13-17 years. Three-quarters (75%) were of working age adults (18-64 years) and 5% were seniors. A plurality (37%) were African American, followed by Whites (21%), Latinos (19%) and Asian or Pacific Islanders (16%). Ten percent of those surveyed (10%) asked for the survey in Spanish, and 3% asked for the survey in Chinese, indicating perhaps a higher level of non- or limited English speakers than found in the prior ACT onboard survey. Altogether, 71.8% of AC Transit riders were extremely or very low-income. A third (33%) of those surveyed had no cars in their households, indicating a higher level of car ownership than expected. While 61% of adult riders were transit-dependent, meaning that they indicated that they had no car, did not drive and/or did not have a driver's license, almost 40% were discretionary or "choice" riders who could use another form of transportation. Sixty-five percent (65%) of all riders used the internet, 63% of adult riders were registered voters, and 63% of all riders were from renter households. The most common city of residence was Oakland: about 46% of those surveyed lived in Oakland, followed by Berkeley at a distant 11%.

For just under half of all riders (46.4%), one bus is all that is needed to complete a one-way trip. Most (67%) were using the bus for a round trip, but a sizable minority were only making a one-way trip. This is especially true of those riding school routes (37% indicated that they were not making a round trip), and younger riders in general. A third of those in the 13-17 year age bracket (33%) were *not* making a round trip on the bus. This is probably because many parents drive their children to work in the morning, but depend upon the bus to bring them home in the afternoon while they are at work.

Seventy-eight percent (78%) of respondents began or ended their trip at home. Work was the next most common origin or destination (38%), followed by school (28%)—which includes college as well as high school, middle school and elementary school. Ninety (90%) of work-based trips, and 85% of school based trips have home as the final destination, although 10% of work-based trips and 15% of school based trips have some other destination such as shopping, medical appointments, daycare or social events as their final destination.

The majority of riders accessed the bus stop via walking (77%). Forty-one percent (41%) of riders indicated transferring from or to another form of public transit. (Percents do not add up to 100% because riders could choose more than one mode.) Of those transferring from or to transit, more than half were transferring to or from AC, followed by BART, other bus companies, shuttles, and ferries. The most commonly used transit provider after

ACT and BART was MUNI—63% of all transfers to/from another bus company were to or from MUNI.

Of the riders who walked to or from the bus stop, more than one third walked less than one block to the bus stop, and nearly half walked between one and four blocks. Combined, over three-quarters of riders were within four blocks, or what is typically considered walking distance, of a bus stop.

The majority of ACT riders (70%) of all ages use the bus because they cannot drive or do not have access to a car. Almost half of AC Transit riders ride the bus because they have no car (44.8%). Fewer persons ride the bus for parking (9%) and traffic reasons (8%) than for economic (12%) and quality of life reasons (11%).

A large majority of riders (72%) use AC Transit daily.

Two-thirds (65%) of AC Transit riders paid full adult fares, while 33% paid a discounted fare, whether youth (22%) disabled (6%), or senior (5%). While the most common method of fare payment was a pass (37.4%), pass use is only slightly higher than cash payment (35.7%). Use of the UC Berkeley Class Pass (6.5%) is also relatively high. More than half of AC Transit riders (57%) used a fare discount (pass or ticket).

Riders generally gave generally positive, if not exuberant, ratings of AC Transit service. A large majority of riders (71.9%) found AC Transit service overall to be a positive experience, rating it Good, Very Good, or Excellent. The location of bus stops received the most positive responses, with almost three-quarters of the ridership giving at least a good rating. Riders felt least positively about the cost of fares and passes, probably due to the timing of the survey shortly after a fare increase, the large majority of low-income riders, and the on-going economic recession. Also notable is the positive rating given to driver courtesy by nearly two-thirds of riders (65.9%).

Relatively low percentages of riders use an incentive such as Commuter Checks, free passes from employers or CalWORKS, parking cash-out programs, etc. to take public transit. These incentives are meant to encourage commuters, particularly discretionary or “choice” riders, to take transit instead of private vehicles. Almost three-quarters of riders (74.0%) report not using a transit incentive. The most commonly used incentive is the commuter check, which 7.8% of riders report using. It is notable that almost 6% of riders reported receiving the free pass for children.

The following sections explore these findings in more detail.

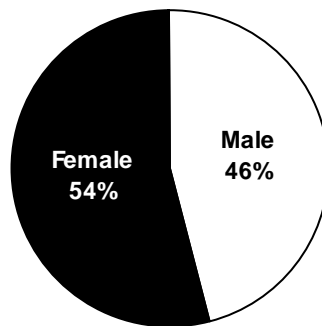
RIDER DEMOGRAPHICS

The following section examines the demographics, or basic characteristics, of AC Transit riders. These characteristics include gender, ethnicity, age, household income and other household and personal information.

Gender

Consistent with other mass transit studies, women make up a greater proportion of the AC Transit ridership (54.1%). Possible reasons for the greater number of women are the lower rates of access to and ownership of cars among low-income women than among low-income men. Almost two-thirds of adult women who ride AC Transit (64%) were transit dependent riders, meaning they have no car, do not drive, or were not licensed drivers. In comparison, somewhat more than half of adult male riders (58%) were transit dependent.

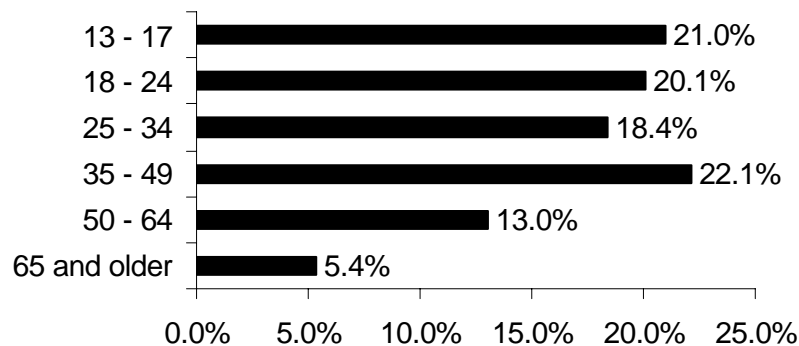
Figure 1. Gender



Age

More than half (53.5%) of AC Transit riders were within the age range of working adults (25 to 64). Overall, seniors comprise a relatively small proportion of AC Transit riders (5.4%). A majority of seniors ride local routes (69.3%). About one-fifth of surveyed riders were of school age, however, the youth share is probably higher since children under the age of 13 were not surveyed. Passenger counts conducted during the survey efforts indicate that approximately 8% of those who boarded the bus were children under the age of 13.

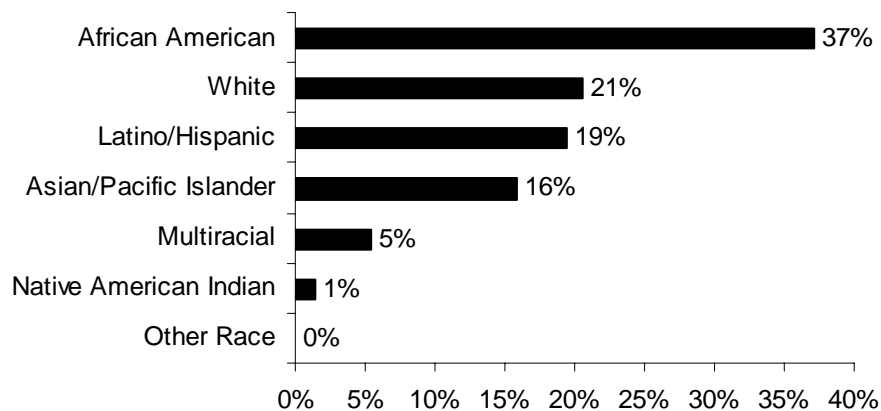
Figure 2. Age



Race and Ethnicity

More than one-third of AC Transit riders were African American (37.1%), while White and Hispanic riders both comprise approximately one-fifth of the ridership (20.6% and 19.4%, respectively). About 16% of riders were of Asian/Pacific Islander descent and 1.4% of riders were Native American Indian. About 5% indicated that they were of more than one race or ethnicity.

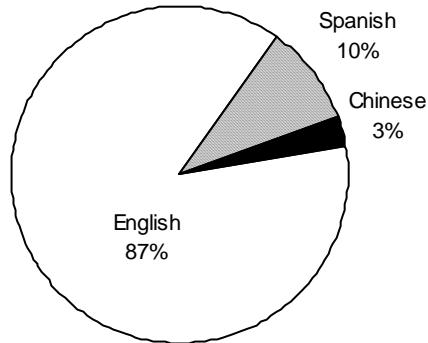
Figure 3. Race and Ethnicity



Language of Survey

While most surveys distributed were in English, 10% were in Spanish and 3% were in Chinese. It is not possible to determine what percent of ACT riders were bilingual or have English as a second language, but the number of passengers requesting surveys in other languages suggests that many passengers may need translated versions of transit information.

Figure 4. Language of Survey



Household Size

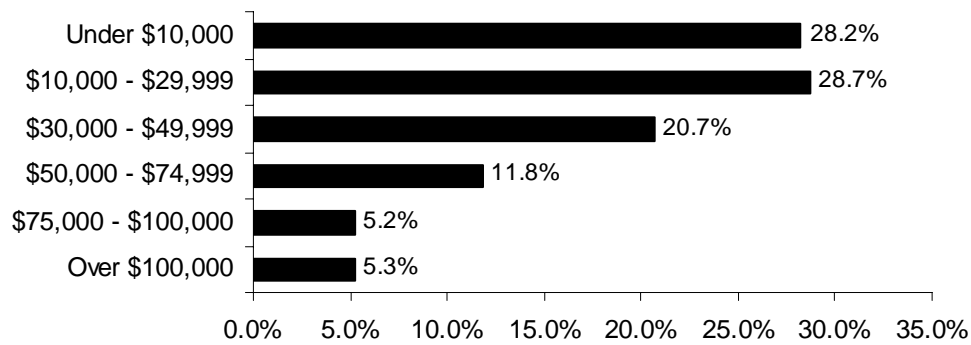
The average household size of AC Transit riders is 3.5 persons, with household sizes ranging from 1 to 97 persons (probably group housing, such as a dormitory⁴). Three-quarters of riders live in households with up to or fewer persons, and about 40% of riders live alone or with one other person.

⁴ Some riders actually wrote in that they were referring to a homeless shelter, dormitory or fraternity house.

Household Income

More than half of adult AC Transit riders reported a household income of less than \$30,000 per year (56.9%), while more than three-quarters of the ridership reported a household income of less than \$50,000 per year (77.6%). The relatively low household incomes among the AC Transit ridership were consistent with the tendency of public transportation to serve lower income populations. Please note that household income responses were tallied only for adults aged 18 years and over as younger riders were often unsure of their household income.

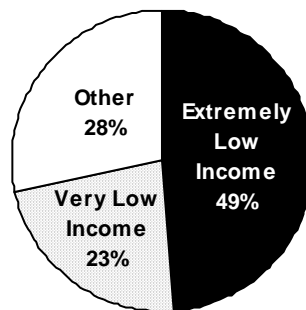
Figure 5. Income



Low Income Status

To assess a household's low income status, we used the thresholds defined by the US Department of Housing and Urban Development. These thresholds are useful because they are adjusted by area and household size. Extremely low income households are defined as earning up to 30% of the area median income, while very low income households are defined as earning between 31% and 50% of the area media income. The median income in 2003 for the Oakland Primary Metropolitan Statistical Area (PMSA), comprising Alameda and Contra Costa Counties, is \$76,600 per year.

Figure 6. Income Status



With adjustments made for household size, we found that almost half of AC Transit riders live in extremely low-income households (48.9%), while about 23% of riders live in very low-income households. Altogether, 71.8% of AC Transit riders were extremely or very low-income.

CalWorks Status

About 6% of AC Transit riders receive CalWORKS assistance.

City of Residence

More than half of AC Transit riders live in the Oakland-Berkeley area (57.2%). The five cities with the highest percentage of AC Transit riders are Oakland (46.2%), Berkeley (11.0%), Hayward (6.9%), Alameda (5.6%) and Richmond (5.5%).

Table 1. Top Five Cities of Residence

City	Percent
Oakland	46.2
Berkeley	11.0
Hayward	6.9
Alameda	5.6
Richmond	5.5

Cars in Household

Almost one-third of AC Transit riders have no household car (31.9%) while another third have only one car in the household. On the other end of the spectrum, about one-eighth of riders (12.2%) live in households with 3 or more cars.

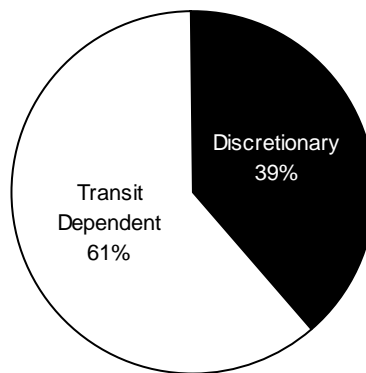
Table 2. Car Ownership

Number of Cars	Percent
0 cars	31.9
1 car	33.3
2 cars	22.5
3 or more cars	12.2
Total	100

Transit Dependency

Among adult AC Transit riders, 61.4% were non-discretionary or transit dependent riders, meaning they reported that they have no car, do not drive, or were not licensed drivers. Transit dependent riders include riders with disabilities and elderly riders. Please note that youth under the age of 18 were not included because they are generally not eligible to drive. If youth are included in the equation, about 70% of all ACT riders are transit dependent.

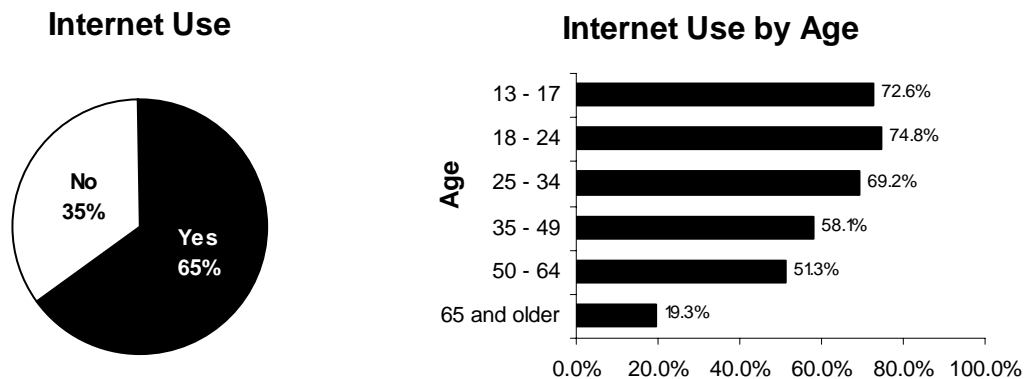
Figure 7. Transit Dependency



Internet Use

Almost two-thirds (63.6%) of AC Transit riders reported using the internet. Not surprisingly, internet use declines as age goes up. Only half of those ages 50 through 64 use the internet (51.3%), while less than 1 in 5 seniors ages 65 and older use the internet. This suggests that media other than the internet should be used to reach out to older segments of the population.

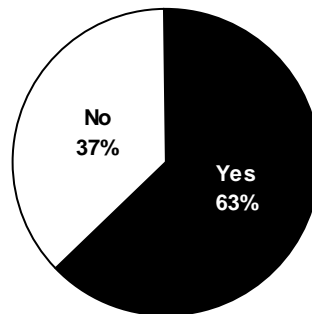
Figure 8. Internet Use of AC Transit Riders



Voter Registration

Voter registration rates among adult AC Transit riders were lower than the rate for the general population. Sixty-three percent (62.6%) of riders 18 years of age and above were registered to vote compared to 70.6% of the eligible populations for Alameda and Contra Costa Counties combined.⁵ Among possible reasons for the lower rate of voter registration among AC Transit riders are the inclusion of persons ineligible to vote (particularly non-citizens) and the lower rate of voter registration among lower income and minority populations.

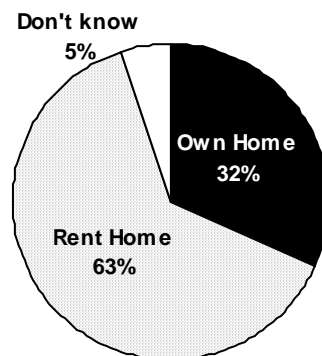
Figure 9. Voter Registration



Housing Tenure

AC Transit riders were overwhelmingly renters, outnumbering homeowners by a rate of two to one. In comparison, Census 2000 statistics for the approximate service area show a homeownership rate of 53.7% and a renter rate of 46.3%.⁶

Figure 10. Home Ownership



⁵ California Secretary of State, Elections Division. *February 10, 2003 Report of Registration*. Available: http://www.ss.ca.gov/elections/ror/county_02-10-03.pdf (July 15, 2003).

⁶ Comprising Alameda, Berkeley, Fremont, Hayward, Oakland, and West Contra Costa Census County Divisions (CCDs).

TRIP CHARACTERISTICS

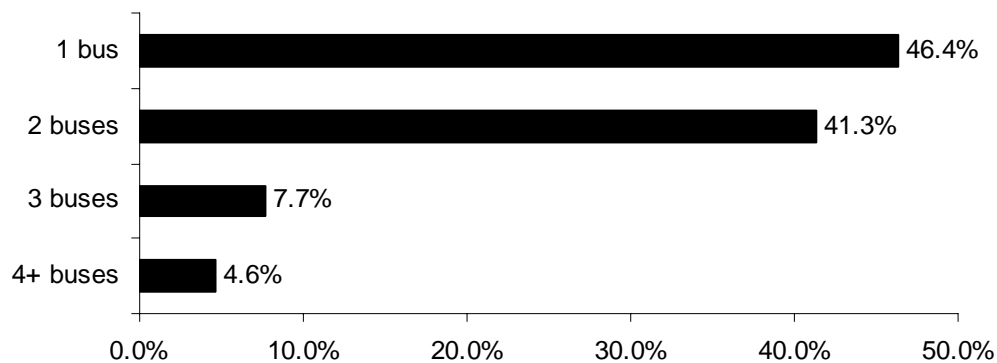
The following section is about how AC Transit riders were using the bus at the time they were surveyed, and how in general they used AC Transit for transportation. Riders were asked to describe how often they rode the bus and for what purpose, how they got to and from stops, how many buses it would take them to make their one-way trip, how far they traveled to and from stops, how they paid their fare, and why they were riding the bus.

Number of Buses

A vast majority of riders (87.7%) were able to complete their one-way trips on two or fewer buses. For just under half of all riders (46.4%), one bus is all that is needed to complete a one-way trip. The data indicate that AC Transit provides direct and efficient service for many riders.

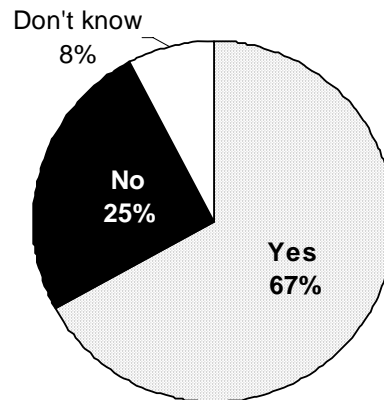
BART do not seem to be counting BART as a “bus” in this calculation, as 48% of those transferring from BART say that they will need only one bus to make their one-way trip.

Figure 11. Number of Buses Needed to Make One-Way Trip

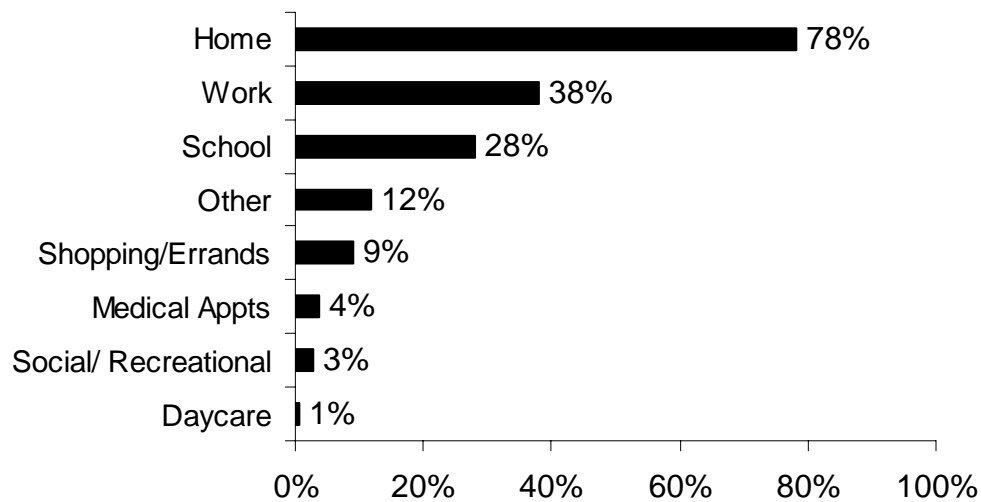


Round/One Way Trip

A majority of riders (67%) plan an entire round-trip around public transportation. However, a sizable proportion *does not* intend to make a round trip on the bus. This is especially true of those riding school routes (37% indicated that they were not making a round trip). The younger the rider, the less likely she or he was to indicate *not* using the bus for a round trip. A third of those in the 13-17 year age bracket (33%) and nearly a third (29%) of 18-24 year-olds were *not* making a round trip on the bus. Riders between the ages of 13 and 24 made up about half of the passengers not making a round trip on the bus. This is probably because many parents drive their children to school in the morning, but cannot pick them up in the afternoon. (See Figure 12.)

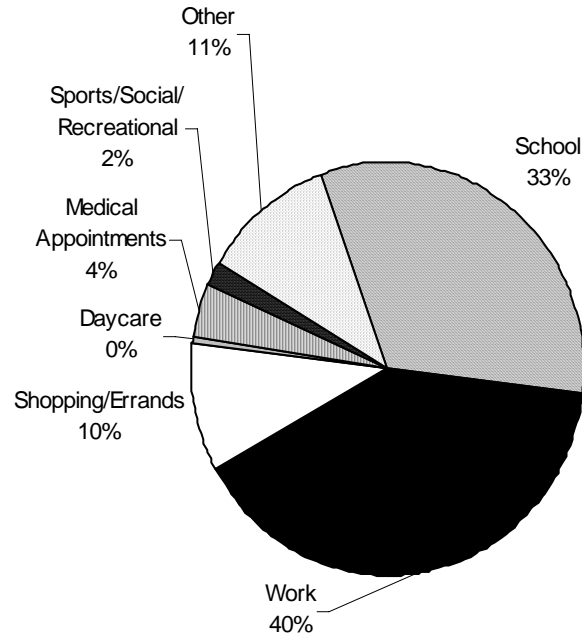
Figure 12. This Trip is Part of a Round Trip on the Bus**Trip Purpose—Where Are You Coming From and Where Are You Going?**

Passengers were asked where they were coming from and where they were going to on this trip. A majority of transit trips began or ended at home. Seventy-eight percent (78%) of respondents began or ended their trip at home. Work was the next most common origin or destination (38%), followed by school (28%)—which includes college as well as high school, middle school and elementary school.

Figure 13. Trip Purpose of Origin and Destination (Combined)

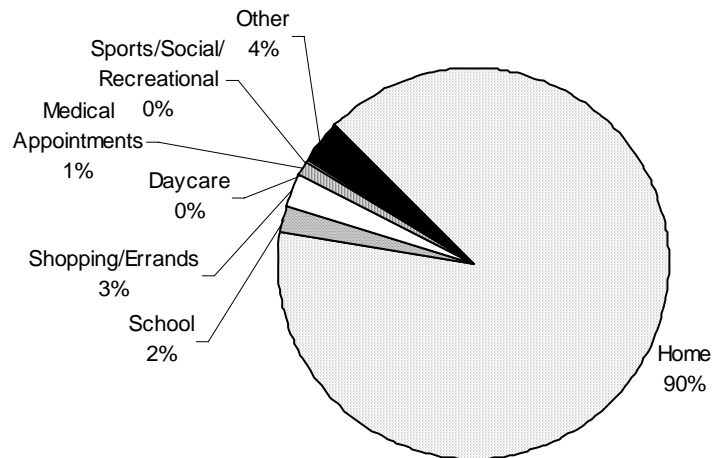
Forty percent of home-based trips ended at work (40%). Thirty-three percent (33%) ended at school.

Figure 14. Destinations of Home-Based Trips



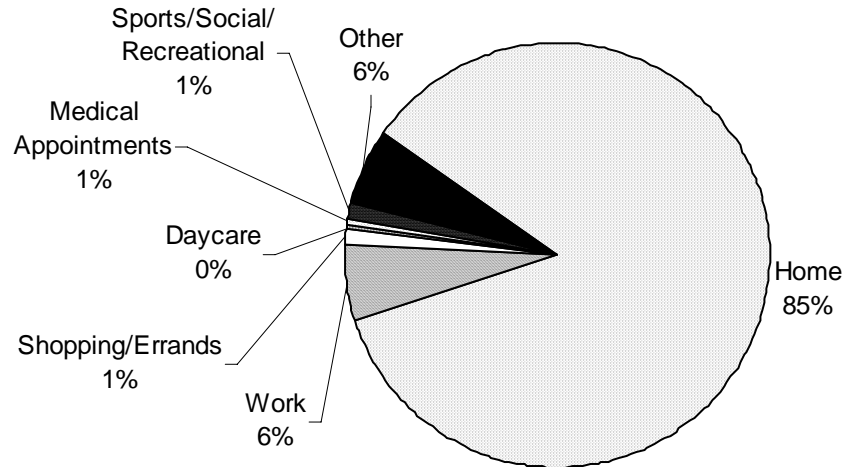
Most work-based trips began or ended at home (90%).

Figure 15. Destinations of Work-Based Trips



Likewise, most school-based trips ended at home (85%).

Figure 16. Destinations of School-Based Trips



Some passengers indicated that they were both coming from and going to home, work, school, etc. These cases were left out of the analysis since it seemed that respondents were confused about the distinction between one-way trips and daily round trips.

Mode of Travel To and From Bus Stop

Riders were asked to indicate how they got to the bus stop for this trip, and how they would get to the final destination from the stop where they were getting off.

Very few riders used a private vehicle, either as driver or as passenger, to get to or from the bus stop. The vast majority of riders walked to or from the stop. A large proportion of riders indicated transferring to or from public transportation, primarily AC Transit or BART. Percents do not add up to 100% as passengers might have used multiple modes to access stops.

Figure 17. Mode of Travel to and from Stops

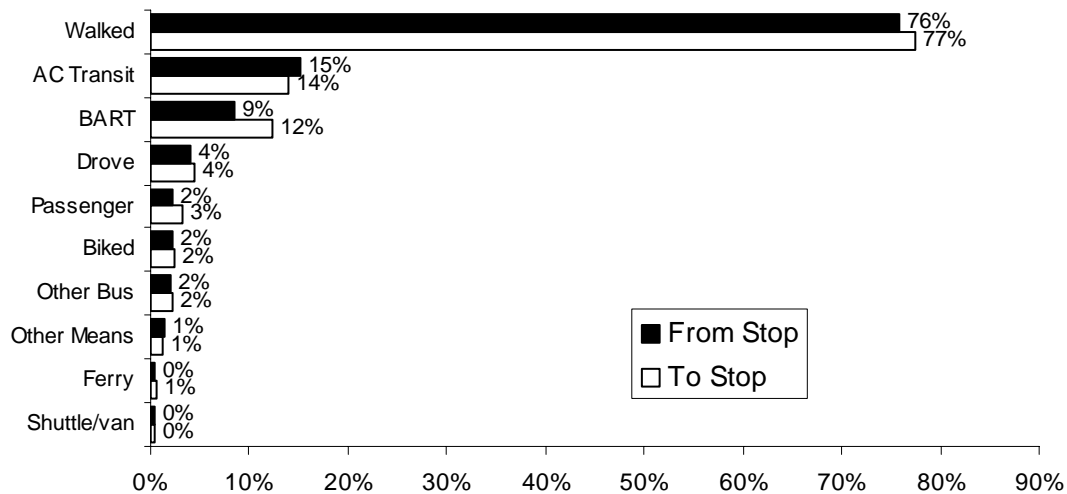
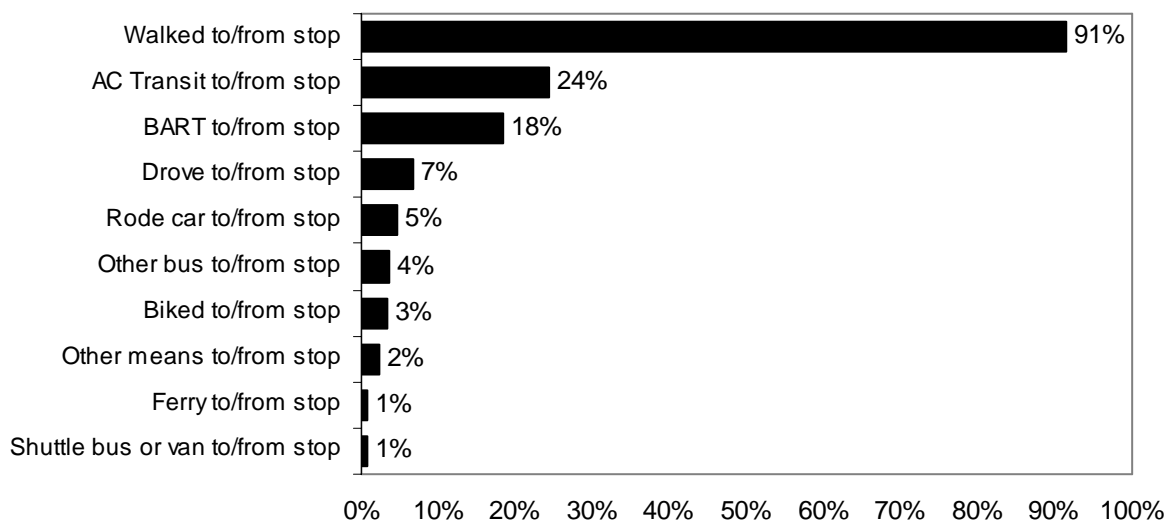
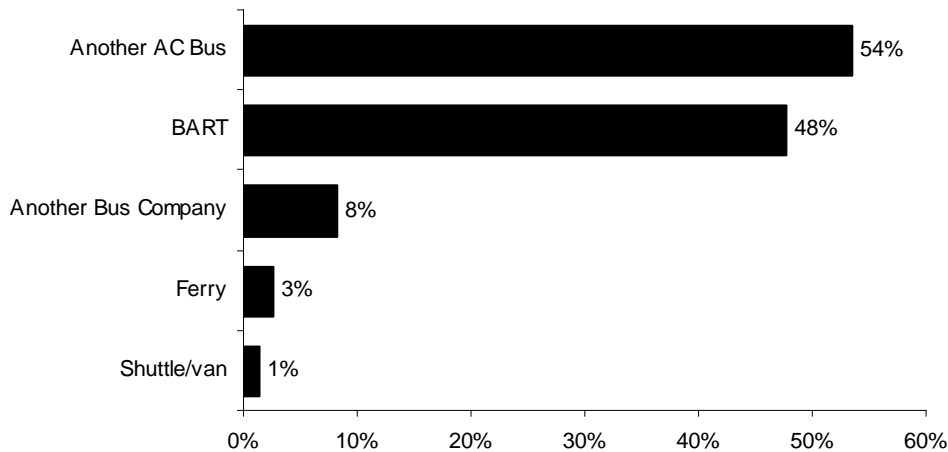


Figure 18. Combined Mode of Travel to and from Stops



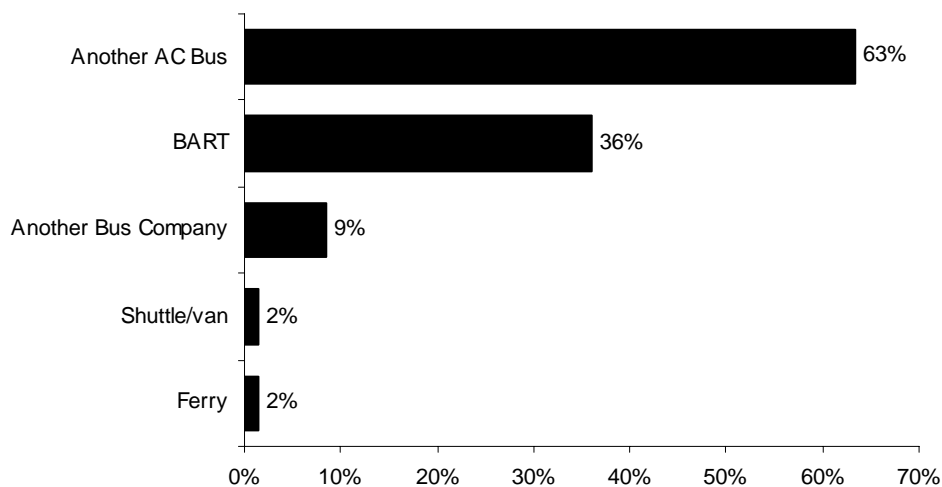
Mode of travel to and from stops also helps to determine the transfer rate between AC buses, and between AC and other service providers. Forty-one percent (41%) of riders indicated transferring from or to another form of public transit. In other words, they indicated that they were using another ACT bus, another bus company, BART, a ferry or a shuttle/van service to get to the bus stop at the start of this trip, or from the bus stop at the end of this trip. Twenty-six percent of passengers indicated transferring to get to the bus stop where they started this trip. Of these transfers, the majority were from other AC buses, followed by BART. Because respondents indicated multiple transfers, the following percentages total more than 100%.

Figure 19. Transfers from Transit to This Bus



Twenty-four percent (24%) of passengers indicated transferring to get to their final destination for this trip. Again, of this group of transfers, the majority were to other AC buses, followed by BART. Because respondents indicated multiple transfers, the following percentages total more than 100%.

Figure 20. Transfers from This Bus to Transit



Use of Other Bus Companies

About 4% of all passengers transferred to or from another bus company. The following table represents other bus operators used by passengers transferring to or from other transit authorities. MUNI was by far the most commonly used operator, followed by WestCat (West Contra Costa County) and Santa Clara Valley Transit Authority. While a total of 509 individuals indicated that they had used another transit service, only 365 of them gave the name of the service operator.

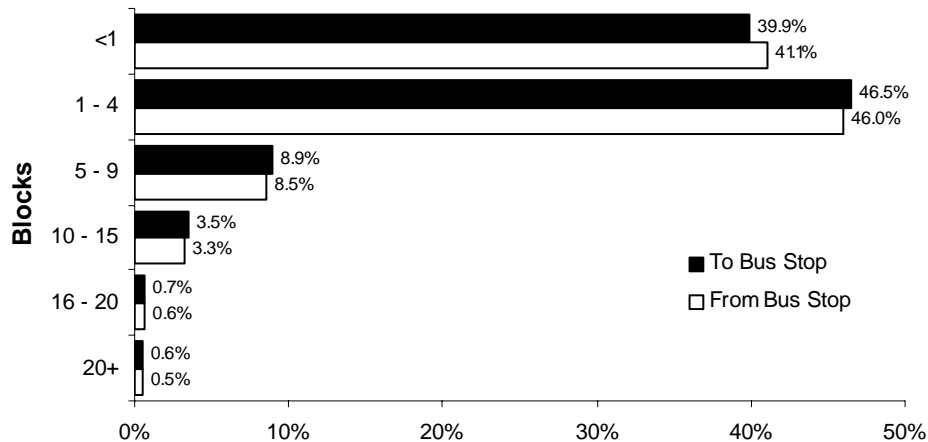
Figure 21. Other Bus Companies--Transfers

	Percent
Altamont Commuter Express	2.5%
County Connection	2.7%
Fairfield-Suisun Transit	.3%
Golden Gate Transit	2.7%
Greyhound	.5%
Napa Valley Transit	.5%
Paratransit	.3%
SamTrans	2.2%
Santa Clara VTA	7.7%
SF Muni	63.0%
Union City Transit	5.8%
Vallejo Transit	2.5%
WestCAT	8.5%
Wheels/LAVTA	.8%
Total	100.0%

Blocks Walked To and From Bus Stop

Of riders who walk to or from the bus stop, more than one third walk less than one block to the bus stop, indicating nearly door-to-door service. Nearly half walk between one and four blocks. Combined, over three-quarters of riders were within four blocks, or what is typically considered walking distance, of a bus stop.

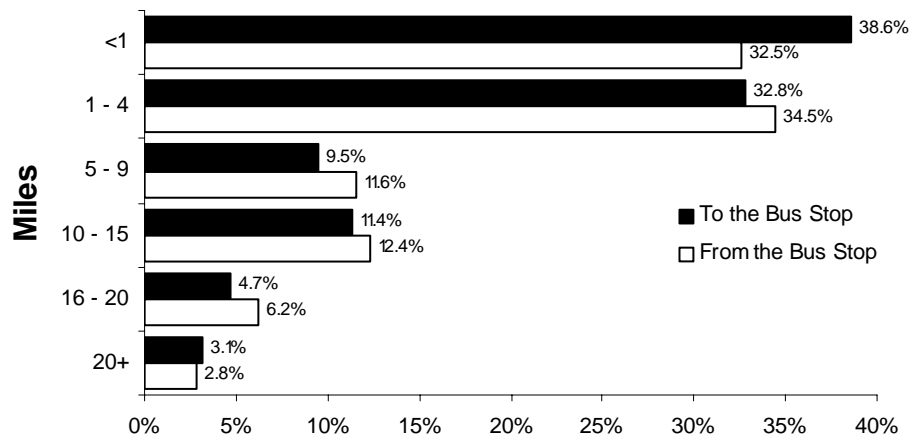
Figure 22. Blocks Walked to and from the Bus Stop



Miles Traveled To and From Bus Stop

More than two-thirds of riders who drove, who were driven, or who rode bicycles, traveled four or fewer miles to and from a bus stop. On the other end of the spectrum, less than 10% of riders traveled more than 15 miles to a bus stop.

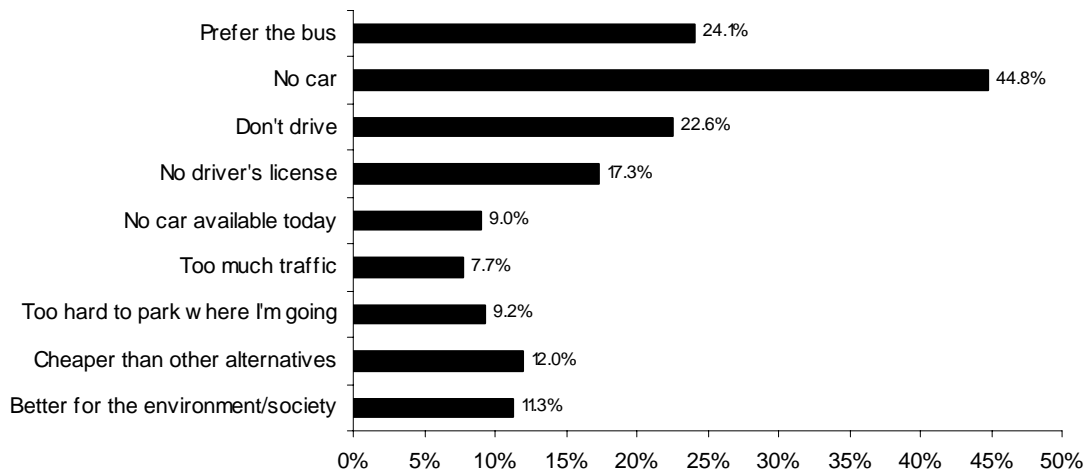
Figure 23. Miles Driven or Bicycled to or from the Bus Stop



Reasons for Riding AC Transit

Riders were asked their reasons for riding the bus. The majority of ACT riders (70%) of all ages use the bus because they cannot drive or do not have access to a car. Almost half of AC Transit riders ride the bus because they have no car (44.8%). Fewer persons ride the bus for parking and traffic reasons than for economic and quality of life reasons.

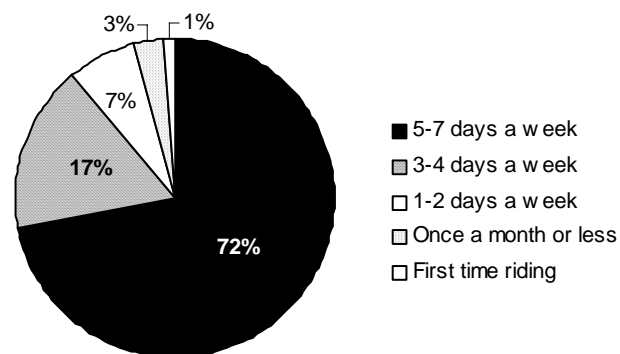
Figure 24. Reasons for Riding AC Transit



Ridership Frequency--Regular Service

AC Transit riders tend to be regular rather than infrequent riders. A large majority of riders (72%) use AC Transit daily. Only 4% of riders use AC Transit less than one day a week. The data indicate that AC Transit is a significant transportation resource upon which many depend.

Figure 25. Ridership Frequency

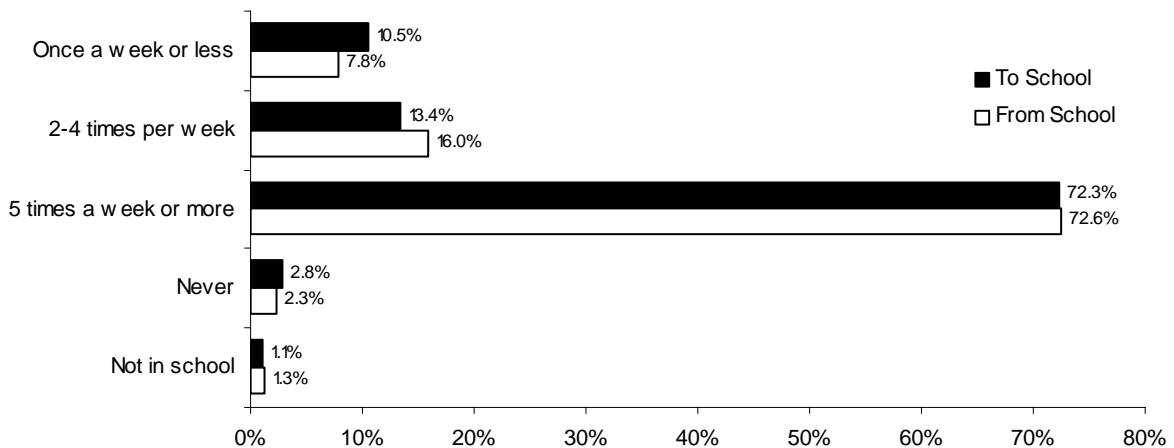


Ridership Frequency--School Trips

A large majority of youth between 12 and 17 years of age (72%) indicated that they ride the bus either to or from school five times a week or more. Youth under 13 years of age were not surveyed.

Amongst students riding the bus at least five times a week from school, 11% did not ride the bus *to* school all five days in the morning. However, as noted earlier, about a third of those between the ages of 13 and 17 indicated that they were *not* making a round trip on the bus, and about 37% of School route riders indicated that they were not making a round trip. These findings should be viewed with caution in that this question suffered high non-response with some 42% of youth riders neglecting to answer. Students were confused by the notion of “round trip” and frequently asked surveyors and other students for help in answering these questions.

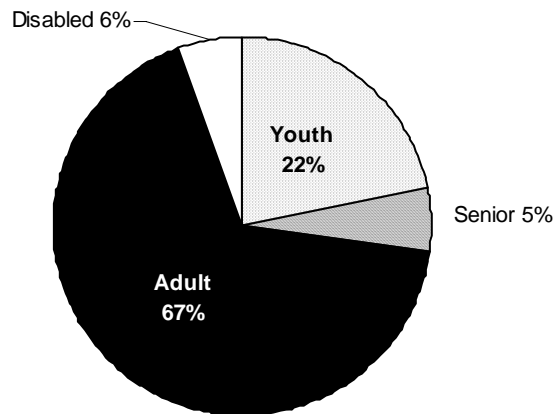
Figure 26. Frequency of Riding the Bus to and From School



Fare Type

One-third of AC Transit riders paid a discounted fare, whether youth, disabled, or senior. We should note that the data does not indicate percentages of the ridership that were young, disabled, or elderly. Riders were asked to indicate only one fare category, yet it is possible that a rider could self-identify with more than one category (e.g. youth and disabled).

Figure 27. Type of Fare Paid



Fare Media

While the most common method of fare payment is a pass (37.4%), pass use is only slightly higher than cash payment (35.7%). The data are not altogether surprising, for low-income individuals may find it difficult to pay for several days' worth of fares at one time. Use of the UC Berkeley Class Pass (6.5%) is also relatively high. Rider comments suggest that the pass has encouraged UC Berkeley students to ride AC Transit (See Appendix I).

Table 3. Fare Media

Fare Media	
Method of Payment	Percent
Pass	37.4 %
Cash	35.7 %
Ticket	7.9 %
U.C. Student	6.5 %
AC Transfer	6.2 %
AC/BART Plus	4.7 %
BART Transfer	1.2 %
City of Berkeley	0.2 %
TransLink	0.2 %
Total	100.0 %

Discount Fare Media

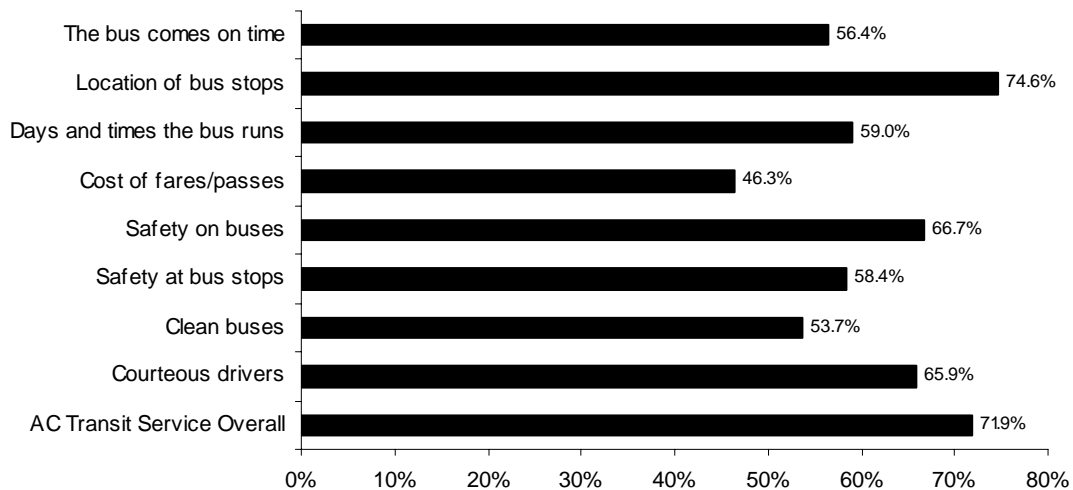
More than half of AC Transit riders (57%) used a fare discount (pass or ticket). Transfers are not considered fare discounts, since one would have to have paid cash fare in order to obtain a transfer.

Figure 28. Discount Fare Use

RATINGS OF AC TRANSIT SERVICE

Riders were asked to rate various aspects of AC Transit service as poor, fair, good, very good, or excellent. A majority of riders responded positively in most service areas. A large majority of riders (71.9%) found AC Transit service overall to be a positive experience. The location of bus stops received the most positive responses, with almost three-quarters of the ridership giving at least a good rating. Riders felt least positively about the cost of fares and passes, probably due to the timing of the survey shortly after a fare increase, the large majority of low-income riders, and the on-going economic recession. Also notable is the positive rating given to driver courtesy by nearly two-thirds of riders (65.9%).

Figure 29. Positive Ratings of AC Transit Service

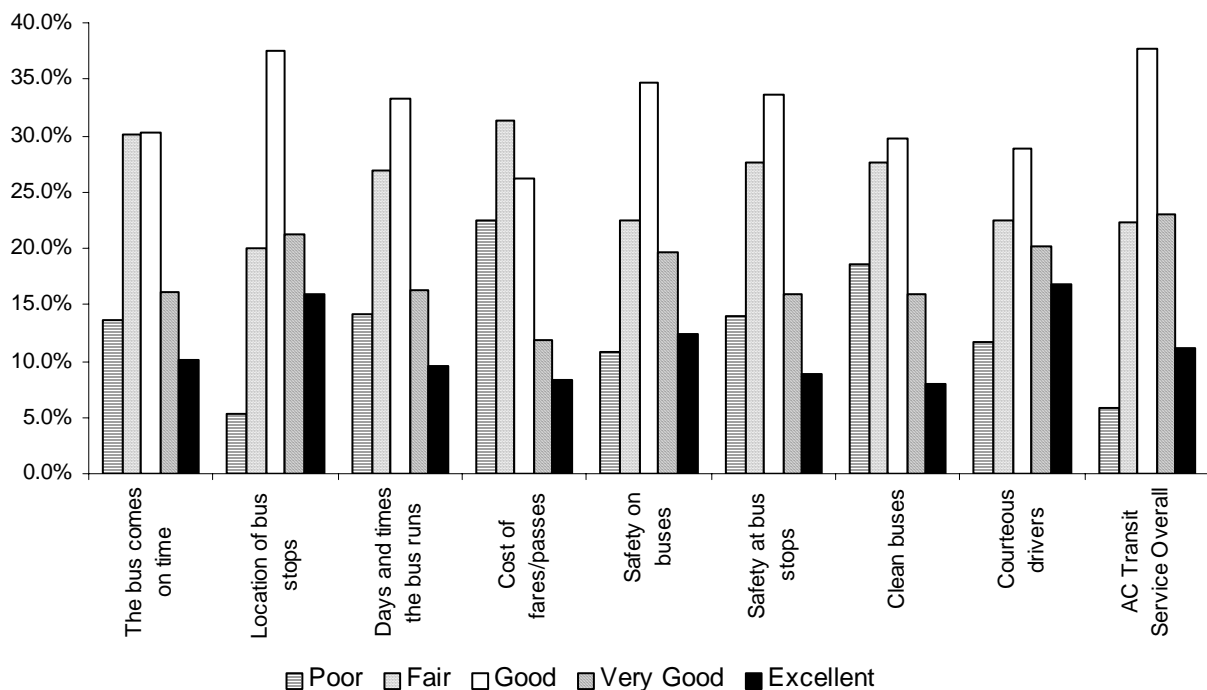


*Good, Very Good, or Excellent ratings.

Distribution of Service Ratings

A look at the distribution of responses for each service area gives a slightly different view of rider ratings. Ratings of overall service fall squarely in the middle ground, with relatively few ratings of “poor” and “excellent”. While ratings of driver courtesy were fairly evenly distributed, driver courtesy also shows the highest percentage of “excellent” ratings of all service areas, followed closely by the location of bus stops. Not surprisingly, on the other end of the spectrum, the cost of fares and passes shows the highest percentage of “poor” ratings of all service areas, followed by “cleanliness”.

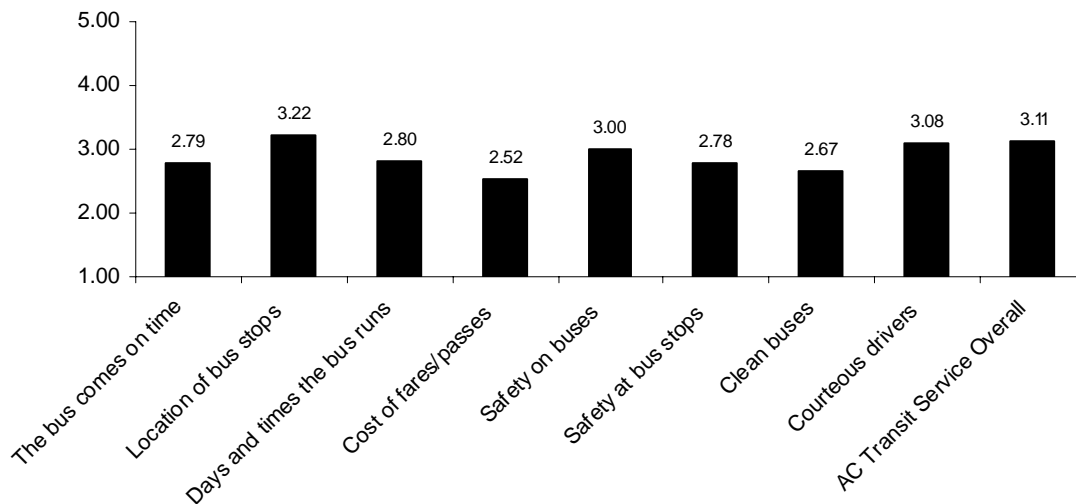
Figure 30. AC Transit Service Ratings



Mean Service Ratings

We calculated the mean or average service ratings by assigning a numeric value to each rating. “Poor” was assigned a value of 1, “Fair” was assigned a value of 2, “Good” a value of 3, “Very Good” a value of 4, and “Excellent” was assigned a value of 5. The mean, or average, rating gives again a slightly different view of rider ratings. Consistent with the previous charts, the location of bus stops and overall service have the highest mean service ratings (3.22 and 3.11, respectively). However, whereas we observed earlier that bus safety has a slightly higher percentage of positive ratings than driver courtesy, driver courtesy has the higher mean service rating (3.08 to 3.00 for bus safety). The higher percentage of “excellent” driver courtesy ratings is the reason for this difference.

(See Figure 30.)

Figure 31. Mean Service Ratings

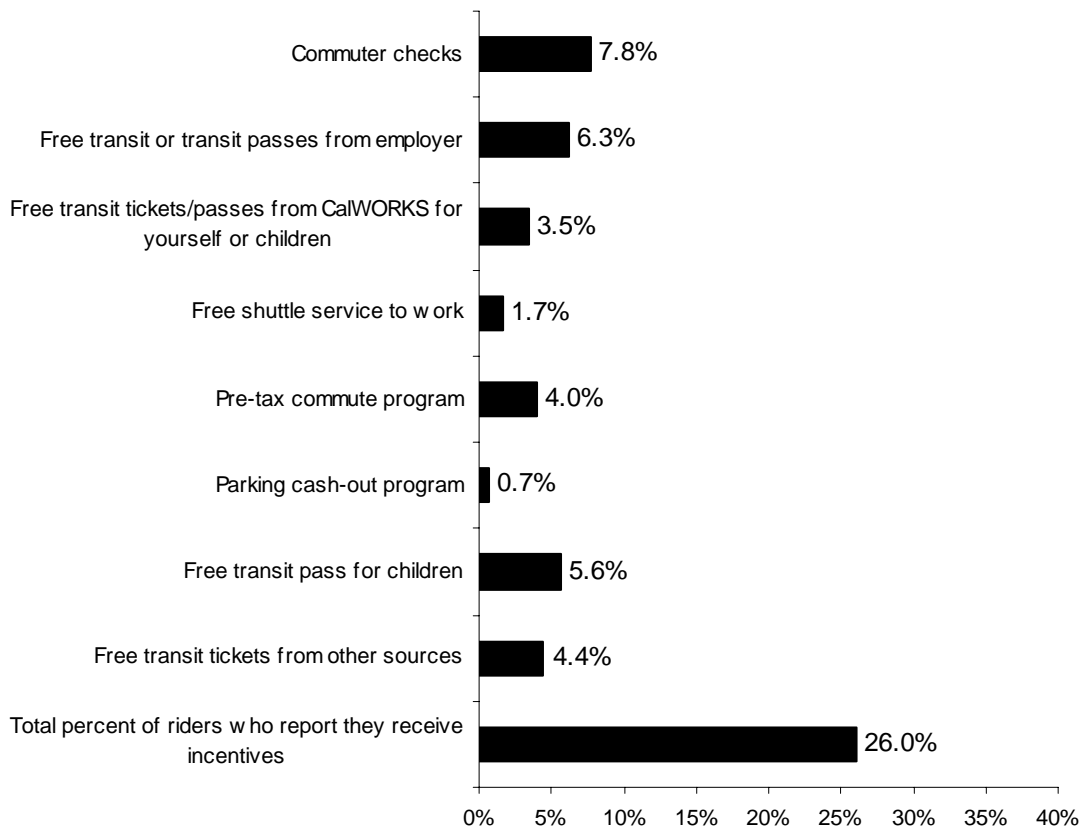
When scores for all individual service elements (excluding the overall rating of ACT) were averaged, the resulting scores were significantly lower than the scores riders gave when asked to rate ACT overall (2.86 vs. 3.11). This means that the average of ratings for all individual service elements fell between “fair” and “good” while respondents rated ACT as a whole slightly better than “good”. Riders appear to be less happy with individual elements of ACT service, and yet overall satisfied with ACT. It is possible that riders weighed some service elements more or less heavily when deciding upon their overall rating of AC. For instance, preliminary analysis suggests that driver courtesy may be somewhat more related to a positive overall rating of AC Transit than the cost of fares.

TRANSIT INCENTIVES

Transit incentives are primarily financial incentives meant to encourage the use of public transit. Transit incentives may be distributed on the basis of financial need, but the most commonly used incentives are intended to encourage discretionary, or non-transit dependent riders to choose transit as an alternative to driving.

Relatively low percentages of riders use an incentive to take public transit. The data do not indicate whether transit incentives are not available to riders, or whether riders are not taking advantage of available incentives. Almost three-quarters of riders (74.0%) report not using a transit incentive. The most commonly used incentive is the commuter check, which 7.8% of riders report using. It is notable that almost 6% of riders reported receiving the free pass for children—a phenomenon that is explored in more detail in the section of this report dealing with findings by service type.

Figure 32. Transit Incentives



APPENDIX A: METHODOLOGY⁷

SCHEDULE

The main part of the onboard survey was conducted during the months of September, October and the beginning of November of 2002. Additional surveying was conducted on an as-needed basis during January-March of 2003 to increase the number of surveys collected on key routes or key sample times, particularly Owl service. A total of 732 round trips and more than 15,370 riders were surveyed.

SAMPLING PLAN

The *population* for this study was all AC Transit riders age 13 and above on all AC Transit routes during the survey period. *Units of analysis* were individual AC Transit riders, routes, and service types. Children under the age of 13 were not surveyed as prior studies have determined that they are not capable of providing reliable answers to this type of survey.

The goal of the sampling plan was to ensure that all members of the study population had an equal (or at least known) probability of being sampled consistent with the available budget and constraints of conducting an-onboard survey. For the final survey, sufficient observations were to be collected to ensure sampling error within $\pm 5\%$ for a 50% proportion, at 95% confidence for the AC Transit system as a whole and for the principle sub-parts of the system such as trunk and feeder lines and routes within different geographical areas. For each route, the goal was a sampling error within $\pm 10\%$ for a 50% proportion, at a 95% confidence level.

Within the entire universe of AC Transit riders the study would address a number of dimensions for which representative data is needed:

1. Data would be collected for each local and transbay bus route active during the study period and a sample of school routes.
2. Data would be representative of three sub-categories of routes: (a) Local Service; (b) Transbay service; and (c) School service.
3. Within the above sub-categories, representative data for high, medium, and low volume routes would be collected.
4. For each type of route and volume level, observations should be representative across time of the week, time of day, and location on the route.

For each route, interviewing would begin at a randomly selected time and time of the week (weekend or weekday). Time categories included morning commute (before 9:00AM), mid-day (9:00 AM – 4:00 PM), evening commute (4:00 PM – 7:00 PM), night (7:00 PM— midnight), and owl service (midnight – 4:00 AM). The sampling plan adjusted for variation in the number of riders by time and route.⁸ Because

⁷ For detailed information on the sampling plan and survey methodology, please see the report on Survey Methodology presented as a separate report.

⁸ See tables below.

survey administration could be based upon roundtrips, both directions were represented for all trips on routes except for school routes and transbay routes.

Using a information about *average daily boardings* for most AC Transit routes, Public Research Institute (PRI) classified local routes in five categories of *extremely high* (over 9,000 average daily boardings), *very high* (5,000 – 9,000 average daily boardings), *high* (2,000 – 5,000 average daily boardings), *medium* (500-2000 average daily boardings), and *low* (less than 500 average daily boardings).⁹ Table 1 shows the distribution of size categories by local routes with the estimated average daily and total riders:

Table 4. Basic Service Routes by Size Category

		Frequency	Percent	Average Riders	Total Riders	% of Total
Low	Less than 500	42	35.6	184	7728	3.8
Medium	500 – 1,999	50	42.4	1058	52900	26.1
High	2,000 – 4,999	15	12.7	3176	47640	23.5
Very High	5,000 – 9,000	5	4.2	6588	32940	16.3
Extremely High	Over 9,000	6	5.1	10238	61428	30.3
Total		118	100.0	1738	202,636	100.0

Source: AC Transit 1998 Boarding and Alighting Survey

Table 1 shows that Basic service accounts for the majority of AC Transit riders, and that the majority of riders use the high-volume routes.

The highest-volume routes require the greatest number of completed questionnaires to offset anticipated clustering effects (collecting a lot of surveys very fast in a condensed time period that may not be representative of the entire route). This study utilized quota sampling to collect 200 completes per route for the extremely high and very high volume routes with over 5,000 average daily boardings, 150 per route in the high (2,000 – 5,000 average daily boarding routes), 100 per route in the medium rider category, and 50 per route for the routes with the lowest number of average daily boardings. Table 2 (below) shows expected completed questionnaires

Table 5. Quotas and Expected Completes By Route Category (Basic Service)

Route category	Average daily boardings	Frequency	Quota	Number of completed questionnaires	% of Total completes
Low	Less than 500	42	50	2100	18.2
Medium	500 – 1,999	50	100	5000	43.3
High	2,000 – 4,999	15	150	2250	19.5
Very High	5,000 – 9,000	5	200	1000	8.7
Extremely High	Over 9,000	6	200	1200	10.4
Total		118		11550	100.0

Source: AC Transit 1998 Boarding and Alighting Survey

Routes in the highest ridership category (over 9,000--43, 51, 57, 58, 82, 82L) were stratified within route by day, time, and location in order to allow within-route analyses. Surveyors were instructed to survey these routes at specific times of the

⁹For routes with no weekday ridership, we used the maximum weekend ridership figure.

day in order to spread out surveying across time. These are the only routes on which data collection was planned to develop an accurate picture of riders at the route level across time periods.

Researchers attempted to collect 50 survey completes per route for Transbay Service. Transbay surveying times were randomized by time of day (generally am peak or pm peak). Surveying was also to be conducted on the weekends on all Transbay routes that offer weekend service.

Surveys were collected on a sample of 10 special school routes selected by AC Transit. Surveys were collected on the *afternoon* from-school trips on these routes¹⁰. Ideally, surveys would have been collected from all school routes, but budgetary decisions precluded doing so. The main criteria for choosing these routes were school type and geographic distribution.

QUESTIONNAIRE DEVELOPMENT

The survey questionnaire was developed by AC Transit staff and Public Research Institute staff. The project team drew upon numerous samples of onboard instruments from other onboard surveys located in the course of the literature search. The layout of the questionnaire was designed by the project team in conjunction with NCS Pearson, the vendor used to print the forms and scan the completed questionnaires. The questionnaire entailed 24 questions and was available in English, Spanish, Chinese and large print versions of all three languages. A copy of the survey questionnaire can be found in Appendix A.

SURVEY PROCEDURES

Surveyor Recruitment and Training

Public Research Institute (PRI) worked with a data collection subcontractor, Wilson Associates, to recruit and train a multi-ethnic, multi-lingual surveyor staff to conduct this intercept survey onboard AC Transit buses.

Wilson Associates, specialists in data collection for field studies, conducted a comprehensive training at AC Transit on 1600 Franklin Street in Oakland. The training took place on September 3-5 of 2002. Along with intensive classroom style training, surveyors accompanied survey staff in the field to observe surveying techniques and conditions. Special emphasis was placed upon achieving a high response rate via reaching out to non-English speakers, persons with disabilities, and persons of all different income brackets and lifestyles.

Survey staff also took part in biweekly meetings to share successful strategies and discuss difficulties encountered in surveying.

Implementing the Survey

Extensive care was invested in preparing schedules based on the sample design. Because of the design of the sample for this survey, survey-scheduling techniques

¹⁰ Because many parents drop their children off at school by car before work, it is assumed that morning ridership will be a subset of afternoon ridership. Therefore, afternoon ridership is targeted.

were very different than those used in previous studies. Many prior studies sampled either specific trips or runs. The sampling plan and consequent scheduling plan for this study simply required that surveyors start their surveying on routes in the time of day and week sampled for that route. The surveyors could then continue on the route in another direction or for an additional trip until the desired N was achieved. Each route schedule contained a “menu” of trips within the sample time along with the total number of completes needed, an estimate of the number of roundtrips needed to reach that N, an estimate of the number of surveyor hours onboard to achieve that N, and an estimate of the number of surveys that would need to be distributed at a 58% response rate to achieve that N. Wilson Associates used combinations of these schedules to develop surveyor shifts.

Surveyors were given satchels containing survey materials including questionnaires in multiple languages, golf pencils, badges in different languages indicating that passengers could ask for the surveys in Spanish or Chinese, separate envelopes for storing the completed surveys from each one-way trip, and detailed “Trip Control Forms”. The Trip Control Forms, or “TCFs”, were tracking sheets intended to capture information on each trip, including the route, date, time and direction of the surveyed trip, the id range of questionnaires distributed, the total number of surveys completed, the number of passengers not surveyed by category, the number of surveys that passengers took off the bus, and the name of the surveyor¹¹.

SURVEY RESPONSE RATE

A total of 15,370 usable surveys were collected for this study. The response rate was 73%. The 1979 ACT onboard survey received a response rate of 78%, the 1985 survey response rate was 73%, and the 1993 response rate was 64%.

Table 6. Response Rate by Route Type

<i>ROUTE TYPE</i>	<i>RR</i>
Transbay	88%
School	87%
Trunk	60%
Local	78%
Total	73%

Source: ACT Trip Control Form/Response Rate database

¹¹ For more information on survey estimation, data tracking and management, see the detailed report on Survey Methodology.

Table 7. Refusals and Missing Surveys by Route Type

SERVICE TYPE	ELIGIBLE CONTACTS	REF%	% MISSING
Transbay	1,688	6.16%	3.32%
School	481	3.95%	4.16%
Trunk	6,080	17.17%	11.38%
Local	12,088	8.26%	6.74%
Total	20,337	10.65%	7.78%

Source: ACT Trip Control Form/Response Rate database

Calculation of Response Rate

A modified version of the standards set by the American Association of Public Opinion Research (AAPOR) were used to calculate response rate. AAPOR has set standards for calculating response rates for random digit dialing phone surveys, listed person mail surveys and household surveys, but not for intercept surveys, so some adjustment was needed.

Response rate was calculated as using the following general formula from AAPOR Response Rate 3. RR3 estimates the proportion of cases of unknown eligibility that might actually be eligible.

$$RR = \frac{I}{(I + P) + (R + O) + e(U)}$$

$$(I + P) + (R + O) + e(U)$$

Where:

RR = Response rate

I = Complete interview (including mailbacks)

P = Partial interview (first seven questions on side one not answered)

R = Refusal and break-off (refused, returned survey blank, did not return survey)

O = Other eligible non-interview

U = Unknown if eligible (left before receiving survey, asleep, language barrier)

e = Estimated proportion of cases of unknown eligibility that are eligible:

$$e = (1 - (\text{ineligibles} / I - U))$$

Ineligibles = children under the age of 13, people who have already been surveyed, and people who are unable to complete the survey due to severe mental disability

Table 8. Passengers Who Did Not Complete The Survey

INELIGIBLE		
Too young (under 13)	2,097	9%
Did survey	188	1%
Unable	275	1%
PROBABLY ELIGIBLE (NON-COMPLETE)		
Refusal		
Refusal	2,396	10%
Returned Blank	150	1%
Missing	1,648	7%
Unknown if eligible		
Not Surveyed	583	2%
Asleep	129	1%
Language Barrier	656	3%
Partial		
Partial	316	1%
TOTAL SURVEYS NOT COMPLETED	5,878	25%

Mailbacks

Three percent (3%), or 440, of all completes were mailed back, and about 20% of all surveys not returned directly to surveyors were mailed back. This is comparable to the results of other Bay Area onboard surveys.

WEIGHTING

As noted earlier, the goal of the sampling plan was to ensure that all members of the study population had an equal (or at least known) probability of being sampled. For the final survey, sufficient observations were to be collected to ensure sampling error within $\pm 5\%$ for a 50% proportion, at 95% confidence for the AC Transit system as a whole and for the principle sub-parts of the system such as trunk and feeder lines and routes within different geographical areas.

The following table shows the number of surveys collected on each category of route and compares survey proportions to what we know about the ACT population from the 1997/1998 boarding and alighting survey, amended with some data from 2001.

Table 9. A Comparison of Survey Proportions and Population Proportions by Service Type

Service Type	Number of Surveys Collected	% of All Surveys Collected	% of All ACT Riders Using This Service Type (Avg. Week)	Margin of error
Local	10,292	67.0%	52%	1%
Trunk	3,032	19.7%	39%	2%
Transbay	1,550	10.1%	6%	2%
School	496	3.2%	3%	4%
TOTAL	15,370	100%	100%	1%

As can be seen from the table above, local route riders were over-represented in the survey sample, trunk route riders were under-represented, and transbay route riders were over-represented. This has to do partially with the sampling plan (Transbay routes were somewhat over-sampled in order to get enough representative data for that route type), and partially to do with the different response rate on each service type. Transbay riders were much *more* likely to complete the survey (88%) than riders on other route types, and Trunk route riders were much *less* likely to complete the survey (60%) than riders on other route types.

We also compared survey response based on time of day/week. We found that weekday Midday, PM Peak, and Evening riders were somewhat under-represented, and that weekend riders were very much over-represented.

Table 10. A Comparison of Survey Proportions and Population Proportions by Sample Time

Sample Time	Number of Surveys Collected	% of All Surveys Collected	% of All ACT Riders Riding During this Time	Margin of Error
AM Peak	3,636	24%	24%	2%
Midday	4,283	28%	33%	1%
PM Peak	3,167	21%	23%	2%
Evening	825	5%	8%	3%
OWL	200	1%	Unknown	7%
Weekend	3,252	21%	12%	2%
TOTAL	15,763¹²	100%	100%	1%

¹² For seven surveys, time of day information could not be located.

The result of these comparisons indicated that riders did not have an equal probability of being selected across all route types and sample time periods, but since we had some information about AC Transit ridership patterns, we had some idea about their probability of selection. Therefore, we were able to construct sampling weights to address some of these biases. The **weighted results** approximate the responses we would have received if the survey respondents were more representative of the population. The following describes how the data were weighted.

Weekend

The population proportion (the number of boardings by service type during the weekend divided by all boardings in an average week) divided by the **sample proportion** (the number of surveys collected on by service type during the weekend divided by all surveys collected during the onboard survey).

Weekdays

The population proportion (the number of boardings by service type during weekdays divided by all boardings in an average week) divided by the **sample proportion** (the number of surveys collected on by service type during weekdays divided by all surveys collected during the onboard survey).

Table 11. Sample Weights by Service Type and Time of Week

Service Type	Weekend Boardings	Weekend Surveys	Weekday Boardings	Weekday Surveys	Weekend Weight	Weekday Weight
Local	4.7%	12.8%	47.0%	54.1%	0.369340601	0.868969578
Trunk	6.7%	7.5%	32.6%	12.2%	0.897323441	2.665562254
Transbay	0.3%	0.8%	6.0 %	9.2%	0.350183010	0.653065795
School	0%	0%	2.5%	3.2%	N/A	0.787007051

INTERPRETING THE RESULTS

The survey data were analyzed using statistical methods to decide whether differences in survey answers between groups observed in the sample represent real differences in the population of AC Transit riders. Unless otherwise noted, differences between groups described in this report are “statistically significant”; that is, they indicate real differences in the population. It is large enough, compared to the difference that sampling error alone might produce, that we can be confident that it represents a difference in the population of AC Transit riders.

With a total sample of 15,370, the estimated sampling error for this survey is $\pm 1\%$ at the 95% confidence level. This means that we are 95% confident that all AC Transit riders would produce results responses to each survey question within approximately one percentage point of the results obtained from this sample. For instance, 46% of AC Transit Riders said that they needed only one bus to make their one-way trip. We are 95% sure that if we asked all AC Transit riders, we would get a response between 45% and 47% for this question.

APPENDIX B: QUESTIONNAIRE

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
歡迎索取中文版問卷 **POR FAVOR PIDA ENCUESTA EN ESPAÑOL**

AC Transit On-Board Survey

AC Transit wants to know how to serve you better. Please complete all of the questions by filling in the oval or writing in the answers in the blanks provided. When you are finished, hand the completed survey back to the survey coordinator on the bus or deposit it in one of the containers at the doors when you exit. You can also mail it in without a stamp (see address on the back of this sheet.)

THE SURVEY IS COMPLETELY ANONYMOUS


MARKING INSTRUCTIONS • Use the pencil provided. • Make dark marks that fill the oval completely.

Correct Mark  Incorrect Marks 

- How many buses will it take to complete your one-way trip today? Choose **ONE**
☐ 1 bus ☐ 2 buses ☐ 3 buses ☐ 4+ buses
- On your trip today, where are you:
 Please select **ONE** in each column

Coming From?	Going to?
<input type="radio"/> Home	<input type="radio"/> Home
<input type="radio"/> School	<input type="radio"/> School
<input type="radio"/> Work	<input type="radio"/> Work
<input type="radio"/> Shopping/Errands	<input type="radio"/> Shopping/Errands
<input type="radio"/> Daycare	<input type="radio"/> Daycare
<input type="radio"/> Medical Appointments	<input type="radio"/> Medical Appt.
<input type="radio"/> Sports/Social/Recreational	<input type="radio"/> Sports/Soc./Rec.
<input type="radio"/> Other	<input type="radio"/> Other
- How often do you ride AC Transit Buses?
 Choose **ONE**

<input type="radio"/> 5-7 days a week	<input type="radio"/> Once a month or less
<input type="radio"/> 3-4 days a week	<input type="radio"/> First time riding
<input type="radio"/> 1-2 days a week	
- Is your trip today part of a round trip on the bus?
☐ Yes ☐ No ☐ Don't Know
- Are you:
☐ Male ☐ Female
- Age: Please choose **ONE** category

<input type="radio"/> 12 or younger	<input type="radio"/> 35-49
<input type="radio"/> 13-17	<input type="radio"/> 50-64
<input type="radio"/> 18-24	<input type="radio"/> 65 and older
<input type="radio"/> 25-34	
- Race or ethnicity: Choose **ALL** that apply
☐ Asian or Pacific Islander ☐ White
☐ Black/African American ☐ Hispanic or Latino
☐ Native American Indian ☐ Other:
- How many people are in your household, including yourself? 
- Do you receive CalWORKS Assistance?
☐ Yes ☐ No ☐ Don't Know
- What is your total household income?
☐ Under \$10,000
☐ \$10,000 - \$29,999
☐ \$30,000 - \$49,999
☐ \$50,000 - \$74,999
☐ \$75,000 - \$100,000
☐ Over \$100,000
☐ Don't Know
- What kind of fare did you pay on this bus today?
 Please choose only **ONE**.
☐ Youth ☐ Senior ☐ Adult ☐ Disabled
- How did you pay your fare on this bus today?
 Please choose only **ONE**.
☐ AC Transfer ☐ Pass
☐ Cash ☐ BART Transfer
☐ Ticket ☐ AC/BART Plus
☐ City of Berkeley ☐ U.C. Student
☐ TransLink ☐ Other:
- If you are in school, how often do you ride AC Transit Buses:

To School	From School
<input type="radio"/> Once a week or less	<input type="radio"/> Once a week or less
<input type="radio"/> 2-4 times per week	<input type="radio"/> 2-4 times per week
<input type="radio"/> 5 times a week or more	<input type="radio"/> 5 times a week or more
<input type="radio"/> Never	<input type="radio"/> Not in school
- How did you get to the bus stop for this bus?
 Choose **ALL** that apply

<input type="checkbox"/> Car (As Driver)	# MILES	<input type="radio"/> <1	<input type="radio"/> 1-4	<input type="radio"/> 5-9
<input type="checkbox"/> Car (As Passenger)	# MILES	<input type="radio"/> <1	<input type="radio"/> 1-4	<input type="radio"/> 5-9
<input type="checkbox"/> Bicycle	# MILES	<input type="radio"/> <1	<input type="radio"/> 1-4	<input type="radio"/> 5-9
<input type="checkbox"/> Walk	# BLOCKS	<input type="radio"/> <1	<input type="radio"/> 1-4	<input type="radio"/> 5-9
<input type="checkbox"/> Another AC Bus	LINE #			
<input type="checkbox"/> Other Bus Company	WHICH?			
<input type="checkbox"/> BART	STATION?			
<input type="checkbox"/> Ferry	WHICH?			
<input type="checkbox"/> Shuttle/Van	WHICH?			
<input type="checkbox"/> Other (please describe):				
- How will you get to your final destination after you leave this bus? Choose **ALL** that apply

<input type="checkbox"/> Car (As Driver)	# MILES	<input type="radio"/> <1	<input type="radio"/> 1-4	<input type="radio"/> 5-9
<input type="checkbox"/> Car (As Passenger)	# MILES	<input type="radio"/> <1	<input type="radio"/> 1-4	<input type="radio"/> 5-9
<input type="checkbox"/> Bicycle	# MILES	<input type="radio"/> <1	<input type="radio"/> 1-4	<input type="radio"/> 5-9
<input type="checkbox"/> Walk	# BLOCKS	<input type="radio"/> <1	<input type="radio"/> 1-4	<input type="radio"/> 5-9
<input type="checkbox"/> Another AC Bus	LINE #			
<input type="checkbox"/> Other Bus Company	WHICH?			
<input type="checkbox"/> BART	STATION?			
<input type="checkbox"/> Ferry	WHICH?			
<input type="checkbox"/> Shuttle/Van	WHICH?			
<input type="checkbox"/> Other (please describe):				

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OVER OVER OVER OVER OVER OVER OVER



Place
Tape
Here



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San Francisco State University
1600 Holloway Avenue
San Francisco, CA 94132-4025**



16. Where do you live?

City: _____

Zip Code:

0	1	2	3	4
5	6	7	8	9
0	1	2	3	4
5	6	7	8	9
0	1	2	3	4
5	6	7	8	9
0	1	2	3	4
5	6	7	8	9
0	1	2	3	4
5	6	7	8	9
0	1	2	3	4
5	6	7	8	9
0	1	2	3	4
5	6	7	8	9
0	1	2	3	4
5	6	7	8	9
0	1	2	3	4
5	6	7	8	9
0	1	2	3	4
5	6	7	8	9
0	1	2	3	4
5	6	7	8	9

Please write in your 5 digit
zip code number and darken
the corresponding ovals.

17. Why did you choose to use AC Transit for this trip today? Please choose **ALL** that apply

- | | |
|---|---|
| <input type="checkbox"/> Prefer the bus | <input type="checkbox"/> Too much traffic |
| <input type="checkbox"/> No car | <input type="checkbox"/> Too hard to park where I'm going |
| <input type="checkbox"/> Don't drive | <input type="checkbox"/> Cheaper than other alternatives |
| <input type="checkbox"/> No driver's license | <input type="checkbox"/> Better for the environment/society |
| <input type="checkbox"/> No car available today | <input type="checkbox"/> Other: _____ |

18. How would you rate AC Transit's service with respect to:

	Poor	Fair	Good	Very Good	Excellent	Don't Know
a. The bus comes on time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Location of bus stops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Days & times the bus runs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Cost of fares/passes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Safety on buses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Safety at bus stops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Clean buses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Courteous drivers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. AC Transit Service Overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. How many cars are there in your household?

- ☐ 0 cars ☐ 1 car ☐ 2 cars ☐ 3 or more cars

20. Do you use the internet?

- ☐ Yes ☐ No ☐ Don't Know

21. Are you a registered voter?

- ☐ Yes ☐ No ☐ Don't Know

22. Does your family own or rent your home? Choose **ONE**

- ☐ Own ☐ Rent ☐ Don't Know

23. Do you receive any of the following?

Please choose **ALL** that apply

- ☐ Commuter checks
☐ Free transit or transit passes from employer
☐ Free transit tickets/passes from CalWORKS for yourself or children
☐ Free Shuttle service to work
☐ Pre-tax commute program
☐ Parking cash-out program
☐ Free transit pass for children
☐ Free transit tickets from other sources
☐ None

24. Are there any other comments you would like to give AC Transit?

Thank you for participating in the survey!! For more information go to www.actransit.org

If returning by mail, please fold on dotted lines & fasten as indicated with tape (Do not cover barcodes)

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AC Transit 乘客調查

AC Transit 想知道怎樣為你改善服務。請於以下每一問題中填滿圖圈或於空白中寫上答案。當你完成後，請將問卷交回給調查人員或投入出口旁的收集箱中。你亦可免費將問卷寄回(地址印於背頁)。

本調查是絕對保密的

填寫方法指示:

- 使用所提供的鉛筆。
- 填滿圖圈。

正確的填寫方法:  不正確的填寫方法: 

1 你今天每程需要乘坐多少輛巴士? 選擇一項

☐ 1 輛 ☐ 2 輛 ☐ 3 輛 ☐ 4 輛或以上

2 你今天行程的起點及終點在那裡?

請於起點、終點處各選一項

起點?

☐ 家中 ☐ 學校 ☐ 辦公室 ☐ 購物/差使 ☐ 托兒所 ☐ 醫療 ☐ 體育/交際/娛樂 ☐ 其他

終點?

☐ 家中 ☐ 學校 ☐ 辦公室 ☐ 購物/差使 ☐ 托兒所 ☐ 醫療 ☐ 體育/交際/娛樂 ☐ 其他

3 你乘坐AC Transit 的頻密程度是怎樣? 選擇一項

☐ 每星期 5-7 日 ☐ 每月 1 次或以下 ☐ 每星期 3-4 日 ☐ 第 1 次乘坐 ☐ 每星期 1-2 日

4 你今天是否乘坐巴士來回?

☐ 是 ☐ 不是 ☐ 不知道

5 你是:

☐ 男性 ☐ 女性

6 年齡: 請選擇一項

☐ 12 歲或以下 ☐ 35 至 49 歲 ☐ 13 至 17 歲 ☐ 50 至 64 歲 ☐ 18 至 24 歲 ☐ 65 歲或以上 ☐ 25 至 34 歲

7 種族或族裔: 請選擇所有適用的答案

☐ 亞裔或太平洋島人 ☐ 白人 ☐ 黑人/非洲裔 ☐ 西裔或拉丁裔 ☐ 美國土著 ☐ 其他: 

8 包括你在內，你府上有多少人? 

9 你有沒有接受CalWORKS援助?

☐ 有 ☐ 沒有 ☐ 不知道

10 你的家庭總收入是什麼?

☐ \$10,000 以下 ☐ \$10,000—\$29,999 ☐ \$30,000—\$49,999 ☐ \$50,000—\$74,999 ☐ \$75,000—\$100,000 ☐ \$100,000 以上 ☐ 不知道

11 你今天使用那種車票? 請只選擇一項

☐ 青少年 ☐ 老人 ☐ 成人 ☐ 傷殘人士

12 你今天怎樣付車費? 請只選擇一項

☐ AC 轉車票 ☐ 月票 ☐ 現金 ☐ BART 轉車票 ☐ 車票 ☐ AC/BART Plus ☐ City of Berkeley ☐ U.C. Student ☐ TransLink ☐ 其他: 

13 如果你是學生，你乘坐AC Transit 巴士的頻密程度是:

上學 ☐ 每星期 1 次或以下 ☐ 每星期 2 至 4 次 ☐ 每星期 5 次或以上

放學 ☐ 每星期 1 次或以下 ☐ 每星期 2 至 4 次 ☐ 每星期 5 次或以上

☐ 從不 ☐ 不是學生

14 你是怎樣到達這架巴士的車站? 請選擇所有適用的答案

☐ 車 (司機) 哩數 # ☐ (1 以下) ☐ 1-4 ☐ 5-9 ☐ (10-15) ☐ (16-20) ☐ (20 以上)

☐ 車 (乘客) 哩數 # ☐ (1 以下) ☐ 1-4 ☐ 5-9 ☐ (10-15) ☐ (16-20) ☐ (20 以上)

☐ 單車 哩數 # ☐ (1 以下) ☐ 1-4 ☐ 5-9 ☐ (10-15) ☐ (16-20) ☐ (20 以上)

☐ 走路 街口 # ☐ (1 以下) ☐ 1-4 ☐ 5-9 ☐ (10-15) ☐ (16-20) ☐ (20 以上)

☐ 其他 AC 巴士 號數 # ☐ ☐ ☐

☐ 其他巴士公司 那間? ☐

☐ BART 站名? ☐

☐ 渡輪 那間? ☐

☐ 穿梭巴士/小巴 那間? ☐

☐ 其他 請形容: ☐

15 下車後，你要怎樣才可到達目的地? 請選擇所有適用的答案

☐ 車 (司機) 哩數 # ☐ (1 以下) ☐ 1-4 ☐ 5-9 ☐ (10-15) ☐ (16-20) ☐ (20 以上)

☐ 車 (乘客) 哩數 # ☐ (1 以下) ☐ 1-4 ☐ 5-9 ☐ (10-15) ☐ (16-20) ☐ (20 以上)

☐ 單車 哩數 # ☐ (1 以下) ☐ 1-4 ☐ 5-9 ☐ (10-15) ☐ (16-20) ☐ (20 以上)

☐ 走路 街口 # ☐ (1 以下) ☐ 1-4 ☐ 5-9 ☐ (10-15) ☐ (16-20) ☐ (20 以上)

☐ 其他 AC 巴士 號數 # ☐ ☐ ☐

☐ 其他巴士公司 那間? ☐

☐ BART 站名? ☐

☐ 渡輪 那間? ☐

☐ 穿梭巴士/小巴 那間? ☐

☐ 其他 請形容: ☐

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轉背頁 **轉背頁** **轉背頁** **轉背頁** **轉背頁** **轉背頁** **轉背頁**



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16 你住在那裡?

城市: _____

1	2	3	4	5
6	7	8	9	0
1	2	3	4	5
6	7	8	9	0
1	2	3	4	5
6	7	8	9	0
1	2	3	4	5
6	7	8	9	0
1	2	3	4	5
6	7	8	9	0
1	2	3	4	5
6	7	8	9	0
1	2	3	4	5
6	7	8	9	0
1	2	3	4	5
6	7	8	9	0
1	2	3	4	5
6	7	8	9	0
1	2	3	4	5
6	7	8	9	0
1	2	3	4	5
6	7	8	9	0

郵區號碼: 請填入你的郵區號碼及塗黑適當的圓圈。

17 你今天為什麼選擇乘坐AC Transit 巴士? 請選擇所有適用的答案

- | | |
|---------------------------------|------------------------------------|
| <input type="checkbox"/> 喜歡乘坐巴士 | <input type="checkbox"/> 交通太繁忙 |
| <input type="checkbox"/> 沒有汽車 | <input type="checkbox"/> 目的地泊車位短缺 |
| <input type="checkbox"/> 不駕駛 | <input type="checkbox"/> 比其他方法更便宜 |
| <input type="checkbox"/> 沒有駕駛執照 | <input type="checkbox"/> 對環境/社會更好 |
| <input type="checkbox"/> 今天沒有汽車 | <input type="checkbox"/> 其他: _____ |

18 你對以下每項AC Transit服務的體法是:

	差	普通	好	非常好	最	不
	1	2	3	4	5	6
a. 巴士準時	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. 巴士站地點	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. 巴士時間表	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. 車費/月票價錢	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. 巴士上的安全	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. 巴士站的安全	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. 巴士的清潔	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. 有禮貌的司機	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. 總評分	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19 你府上有多少輛汽車?

- ☐
- 0 輛
- ☐
- 1 輛
- ☐
- 2 輛
- ☐
- 3 輛或以上

20 你使用互聯網嗎?

- ☐
- 使用
- ☐
- 不使用
- ☐
- 不知道

21 你是否選民?

- ☐
- 是
- ☐
- 不是
- ☐
- 不知道

22 你的家是自置或租住? 請選擇一項

- ☐
- 自置
- ☐
- 租住
- ☐
- 不知道

23 你有沒有接受以下的資助? 請選擇所有適用的答案

- ☐
- 乘客支票
-
- ☐
- 僱主提供免費車票或接送
-
- ☐
- CalWORKS 提供免費車票給你或孩子
-
- ☐
- 免費穿梭小巴服務
-
- ☐
- 從薪金扣稅前抽出車費
-
- ☐
- 僱主提供僱員費用將車泊到公司外的停車場
-
- ☐
- 免費兒童車票
-
- ☐
- 由其他方面得到免費車票
-
- ☐
- 沒有接受任何資助

24 你有沒有其他對AC Transit的意見?

多謝你參與本調查!!

如需要更多資料, 請到 www.actransit.org

如郵寄, 請沿虛線對摺並貼上膠紙封口。(不要蓋上地址下的密碼。)

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Encuesta Abordo AC Transit

AC Transit quiere saber como darle mejor servicio. Por favor complete todas las preguntas llenando el **círculo** o escribiendo las respuestas en los espacios que se proveen. Cuando usted termine, regrese la encuesta completa al coordinador en el autobus ó **deposítela en uno de los contenedores** que están en las puertas cuando se baje. Usted también puede enviarla por correo sin estampilla (vea la dirección al reverso).

**ESTA ENCUESTA ES
COMPLETAMENTE
ANONIMA**

INSTRUCCIONES DE LLENADO:

- Use el lápiz que se provee.
- Llene el círculo completamente.

MARCA CORRECTA
●

MARCAS INCORRECTAS
✓ X ◐ ◑

- ¿Cuántos autobuses usará hoy para completar su viaje en un sentido? **Elija UNA**
☐ 1 autobus ☐ 2 autobuses ☐ 3 autobuses ☐ 4+ autobuses
- En su viaje de hoy, ¿de dónde ó hacia dónde va usted? **Por favor elija UNA en cada columna**

¿De dónde viene?	¿A dónde va?
<input type="radio"/> Casa	<input type="radio"/> Casa
<input type="radio"/> Escuela	<input type="radio"/> Escuela
<input type="radio"/> Trabajo	<input type="radio"/> Trabajo
<input type="radio"/> Compras/mandados	<input type="radio"/> Compras/mandados
<input type="radio"/> Guardería	<input type="radio"/> Guardería
<input type="radio"/> Citas médicas	<input type="radio"/> Citas médicas
<input type="radio"/> Deportes/Social/Recreación	<input type="radio"/> Deportes/Soc./Rec.
<input type="radio"/> Otro	<input type="radio"/> Otro
- ¿Qué tan seguido usa los autobuses de AC Transit? **Elija UNA**

<input type="radio"/> 5-7 días a la semana	<input type="radio"/> Una vez al mes ó menos
<input type="radio"/> 3-4 días a la semana	<input type="radio"/> Primera vez abordo
<input type="radio"/> 1-2 días a la semana	
- ¿Es su viaje del día de hoy, parte de un viaje de ida y regreso en autobus?
☐ Si ☐ No ☐ No sabe
- Es usted:
☐ Hombre ☐ Mujer
- Edad: **Por favor elija UNA categoría**

<input type="radio"/> 12 ó más joven	<input type="radio"/> 35-49
<input type="radio"/> 13-17	<input type="radio"/> 50-64
<input type="radio"/> 18-24	<input type="radio"/> 65 ó mayor
<input type="radio"/> 25-34	
- Raza/origen étnico: **Elija TODAS las que apliquen**
☐ Asiático o Isleño Pacífico ☐ Blanco
☐ Negro/Afroamericano ☐ Hispano o Latino
☐ Indígena nativoamericano ☐ Otro: _____
- ¿Cuántas personas viven en su casa, incluyéndolo a usted? →

1
2
3
4
5
6
7
8
9
10
- ¿Recibe asistencia de CalWORKS?
☐ SI ☐ No ☐ No Sabe
- ¿Cuál es el ingreso anual de su hogar en total?
☐ Menos de \$10,000
☐ \$10,000 - \$29,999
☐ \$30,000 - \$49,999
☐ \$50,000 - \$74,999
☐ \$75,000 - \$100,000
☐ Más de \$100,000
☐ No sabe
- ¿Qué tipo de tarifa pagó usted el día de hoy en el autobus? **Por favor elija sólo UNA.**
☐ Juventud ☐ Persona mayor ☐ Adulto ☐ Discapacitado
- ¿Con qué pagó por su tarifa el día de hoy? **Por favor elija sólo UNA.**

<input type="radio"/> AC Transfer	<input type="radio"/> Pases
<input type="radio"/> Efectivo	<input type="radio"/> BART Transfer
<input type="radio"/> Boleto	<input type="radio"/> AC/BART Plus
<input type="radio"/> Ciudad de Berkeley	<input type="radio"/> Estudiante de U.C.
<input type="radio"/> TransLink	<input type="radio"/> Otro: _____
- Si usted va a la escuela, ¿Qué tan seguido usa los autobuses de AC Transit?

A la Escuela	De la Escuela
<input type="radio"/> Una vez a la semana o menos	<input type="radio"/> Una vez a la semana o menos
<input type="radio"/> 2-4 veces a la semana	<input type="radio"/> 2-4 veces a la semana
<input type="radio"/> 5 veces a la semana o más	<input type="radio"/> 5 veces a la semana o más
<input type="radio"/> Nunca	<input type="radio"/> Usted no va a la escuela
- ¿Cómo llegó a la parada de **ESTE** autobus? **Elija TODAS las que apliquen**

<input type="checkbox"/> Auto (Manejando) # MILLAS →	<input type="radio"/> <1	<input type="radio"/> 1-4	<input type="radio"/> 5-9
	<input type="radio"/> 10-15	<input type="radio"/> 16-20	<input type="radio"/> 20+
<input type="checkbox"/> Auto (Pasajero) # MILLAS →	<input type="radio"/> <1	<input type="radio"/> 1-4	<input type="radio"/> 5-9
	<input type="radio"/> 10-15	<input type="radio"/> 16-20	<input type="radio"/> 20+
<input type="checkbox"/> Bicicleta # MILLAS →	<input type="radio"/> <1	<input type="radio"/> 1-4	<input type="radio"/> 5-9
	<input type="radio"/> 10-15	<input type="radio"/> 16-20	<input type="radio"/> 20+
<input type="checkbox"/> Caminando # CUADRAS →	<input type="radio"/> <1	<input type="radio"/> 1-4	<input type="radio"/> 5-9
	<input type="radio"/> 10-15	<input type="radio"/> 16-20	<input type="radio"/> 20+
<input type="checkbox"/> Otro autobus de AC LÍNEA # _____			
<input type="checkbox"/> Autobus de otra compañía ¿CUÁL? _____			
<input type="checkbox"/> BART ¿ESTACIÓN? _____			
<input type="checkbox"/> Transbordador ¿CUÁL? _____			
<input type="checkbox"/> Minibus/Camioneta ¿CUÁL? _____			
<input type="checkbox"/> Otro (Por favor describa abajo): _____			
- ¿Cómo llegará a su destinación final después de que se baje de éste autobus? **Elija TODAS las que apliquen**

<input type="checkbox"/> Auto (Manejando) # MILLAS →	<input type="radio"/> <1	<input type="radio"/> 1-4	<input type="radio"/> 5-9
	<input type="radio"/> 10-15	<input type="radio"/> 16-20	<input type="radio"/> 20+
<input type="checkbox"/> Auto (Pasajero) # MILLAS →	<input type="radio"/> <1	<input type="radio"/> 1-4	<input type="radio"/> 5-9
	<input type="radio"/> 10-15	<input type="radio"/> 16-20	<input type="radio"/> 20+
<input type="checkbox"/> Bicicleta # MILLAS →	<input type="radio"/> <1	<input type="radio"/> 1-4	<input type="radio"/> 5-9
	<input type="radio"/> 10-15	<input type="radio"/> 16-20	<input type="radio"/> 20+
<input type="checkbox"/> Caminando # CUADRAS →	<input type="radio"/> <1	<input type="radio"/> 1-4	<input type="radio"/> 5-9
	<input type="radio"/> 10-15	<input type="radio"/> 16-20	<input type="radio"/> 20+
<input type="checkbox"/> Otro autobus de AC LÍNEA # _____			
<input type="checkbox"/> Autobus de otra compañía ¿CUÁL? _____			
<input type="checkbox"/> BART ¿ESTACIÓN? _____			
<input type="checkbox"/> Transbordador ¿CUÁL? _____			
<input type="checkbox"/> Minibus/Camioneta ¿CUÁL? _____			
<input type="checkbox"/> Otro (Por favor describa abajo): _____			

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REVERSO

REVERSO

REVERSO

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16. ¿Dónde vive usted?

Ciudad:

Código Postal:

0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9

17. ¿Porqué escogió AC Transit para su viaje el día de hoy? Elija **TODAS** las que apliquen

- | | |
|--|--|
| <input type="checkbox"/> Prefiere el autobús | <input type="checkbox"/> Mucho tráfico |
| <input type="checkbox"/> No tiene auto | <input type="checkbox"/> Muy difícil estacionarse a donde voy |
| <input type="checkbox"/> No maneja | <input type="checkbox"/> Más barato que otras opciones |
| <input type="checkbox"/> No tiene licencia de manejo | <input type="checkbox"/> Mejor para el medio ambiente/sociedad |
| <input type="checkbox"/> No hubo auto disponible ahora | <input type="checkbox"/> Otro: |

18. ¿Como calificaría el servicio de AC Transit con respecto a lo siguiente?

	Pobre	Justo	Bueno	Muy bueno	Excelente	No sabe
a. El autobús llega a tiempo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Localización de las paradas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Días y horas en que el autobús funciona	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Costo de tarifa/pases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Seguridad abordó	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Seguridad en las paradas de autobús	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Limpieza en autobús	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Cortesía de los choferes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Servicio de AC Transit en general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. ¿Cuántos autos hay en su hogar?

- ☐ 0 autos ☐ 1 auto ☐ 2 autos ☐ 3 autos o más

20. ¿Utiliza usted el internet?

- ☐ Si ☐ No ☐ No sabe

21. ¿Está usted registrado para votar?

- ☐ Si ☐ No ☐ No sabe

22. ¿Es su familia propietaria de su casa o la renta? Elija **UNA**

- ☐ Propietario ☐ Renta ☐ No sabe

23. ¿Recibe usted alguno de los siguientes?

Elija **TODAS** las que apliquen

- ☐ Abono/cheques para viajero frecuente (Commuter checks)
☐ Pases gratis que su trabajo provee
☐ Pases/boletos gratis de CALWORKS para usted o sus hijos
☐ Servicio de minibus gratis que le lleva hasta el trabajo
☐ Programa de descuento en impuestos para viajeros frecuentes
☐ Su trabajo ofrece pago por no estacionarse en las instalaciones
☐ Pases gratis para niños
☐ Recibe boletos para viajar gratis de otras fuentes
☐ Ninguna

24. ¿Tiene usted otros comentarios que le gustaría hacer a AC Transit?

¡Gracias por participar en esta encuesta!
Para mas información visite
www.actransit.org

Si devuelve por correo, doble en la línea punteada y sujete con cinta adhesiva como se indica. (No cubra código de barras)

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APPENDIX C: DETAILED TABLES

The following tables are weighted to by service type and time of week (weekend/weekday) to properly reflect the population of ACT Riders. All numbers including decimal points represent percentages, unless otherwise noted. The term “Valid N” refers to the total number of eligible respondents answering this question. While a total of 15,370 valid complete surveys were collected, many respondents did not answer every question, therefore the Valid N may vary from table to table.

RIDER DEMOGRAPHICS

Gender

Q5.	Male	45.9
Gender	Female	54.1
	Other	.0
Total	Total	100.0
	Valid N	14916

Age

Q6.	13 - 17	21.0
Age	18 - 24	20.1
	25 - 34	18.4
	35 - 49	22.1
	50 - 64	13.0
	65 and older	5.4
Total	Total	100.0
	Valid N	15059

Race/Ethnicity

Race/Ethnicity	Asian/Pacific Islander	15.9
	African American	37.1
	Native American Indian	1.4
	White	20.6
	Latino/Hispanic	19.4
	Other Race	.1
	Multiracial	5.4
	Decline to State/Don't Know	.2
Total	Total	100.0
	Valid N	14684

Language of Survey

Language of survey	English	87.4
	Spanish	9.9
	Chinese	2.7
Total	Total	100.0
	Valid N	15370

Household Income

Household Income	Under \$10,000	28.2
	\$10,000 - \$29,999	28.7
	\$30,000 - \$49,999	20.7
	\$50,000 - \$74,999	11.8
	\$75,000 - \$100,000	5.2
	Over \$100,000	5.3
Total	Total	100.0
	Valid N	9293

Low Income Status

Low Income	Extremely Low Income	48.9
	Very Low Income	22.9
	Not Low Income	28.2
Total	Total	100.0
	Valid N	8423

Mean Household Size

	Mean	Range	Valid N
Q8a. How many people are in your household, including yourself?	3.5	96	13312

Household Size

Number in Household	1	18.2
	2	21.7
	3	17.6
	4	17.8
	5	10.8
	6	6.2
	7	3.3
	8	1.8
	9	.9
	10	.4
	More than 10	1.2
Total	Total	100.0
	Valid N	13354

Tenure

Q22. Does your family own or rent your home?	Own	31.8
	Rent	63.3
	Don't know	4.9
Total	Total	100.0
	Valid N	11769

Car Ownership

Q19. How many cars are there in your household?	0 cars	31.9
	1 car	33.3
	2 cars	22.5
	3 or more cars	12.2
Total	Total	100.0
	Valid N	12279

Internet Use

Q20. Do you use the internet?	Yes	63.6
	No	35.0
	Don't know	1.4
Total	Total	100.0
	Valid N	12188

Voter Registration

Q21. Are you a registered voter?	yes	62.6
	no	37.4
Total	Total	100.0
	Valid N	9526

CalWorks Status

Q9. Do you receive CalWORKS Assistance?	Yes	6.1
	No	80.6
	Don't know	13.4
Total	Total	100.0
	Valid N	12175

Discretionary Ridership

Discretionary Ridership	Discretionary	38.5
	Non-Discretionary	61.5
Total	Total	100.0
	Valid N	9691

City of Residence		
Q16a. Where do you live?	Oakland	46.2
	Berkeley	11.0
	Hayward	6.9
	Alameda	5.6
	Richmond	5.5
	San Leandro	5.2
	Fremont	4.7
	Albany	2.0
	Newark	1.9
	Other Bay Area	1.7
	San Francisco	1.7
	San Pablo	1.5
	Union City	1.3
	El Cerrito	.8
	Outside Bay Area	.7
	Castro Valley	.6
	San Lorenzo	.5
	Emeryville	.5
	El Sobrante	.5
	Piedmont	.3
	Kensington	.2
	Vallejo	.1
	Daly City	.1
	Walnut Creek	.1
	San Jose	.1
	Homeless	.0
	Can't read	.0
	Point Richmond	.0
Total	Total	100.0
	Valid N	12009

TRIP CHARACTERISTICS

Fare Type

Q11a. What kind of fare did you pay on this bus today?	Youth	21.6
	Senior	5.5
	Adult	67.2
	Disabled	5.7
Total	Total	100.0
	Valid N	13981

Fare Media

AC Transfer	6.2
Cash	35.7
Ticket	7.9
City of Berkeley	.2
TransLink	.2
Pass	37.4
BART Transfer	1.2
AC/BART Plus	4.7
U.C. Student	6.5
Total	100.0
Valid N	14259

Reduced Fare Media

Reduced Fare	Discount Fare	57.0
Medium	Non-Discount Fare	43.0
Total	Total	100.0
	Valid N	14259

Trip Purpose of Origin

Q2a. On your trip today, where are you coming from?	Home	53.1
	School	13.9
	Work	19.7
	Shopping/Errands	3.8
	Daycare	.3
	Medical Appointments	1.6
	Sports/Social/Recreational	1.7
	Other	6.0
Total	Total	100.0
	Valid N	14037

Trip Purpose of Destination

Q2b. On your trip today, where are you going to?	Home	35.7
	School	18.7
	Work	24.6
	Shopping/Errands	7.0
	Daycare	.4
	Medical Appointments	2.9
	Sports/Social/Recreational	1.6
	Other	9.1
Total	Total	100.0
	Valid N	12407

Round Trip/One Way Trip

Q4. Is your trip today part of a round trip on the bus?	Yes	67.0
	No	25.1
	Don't know	7.9
Total	Total	100.0
	Valid N	14931

Number of Buses

Q1. How many buses will it take to complete your one-way trip today?	1 bus	46.4
	2 buses	41.3
	3 buses	7.7
	4+ buses	4.6
Total	Total	100.0
	Valid N	14574

Mode to Bus

Q14a1. Drove a car to the bus stop.	True	4.5
	False	95.5
Total	Total	100.0
	Valid N	13986
Q14a2. Was driven (as passenger) to the bus stop.	True	3.1
	False	96.9
Total	Total	100.0
	Valid N	13986
Q14a3. Rode a bicycle to the bus stop.	True	2.4
	False	97.6
Total	Total	100.0
	Valid N	13986
Q14a4. Walked to the bus stop.	True	77.5
	False	22.5
Total	Total	100.0
	Valid N	13987
Q14a5. Took another AC Bus to the bus stop.	True	13.9
	False	86.1
Total	Total	100.0
	Valid N	13987
Q14a6. Took another bus company to the bus stop.	True	2.1
	False	97.9
Total	Total	100.0
	Valid N	13987
Q14a7. Took BART to the bus stop.	True	12.4
	False	87.6
Total	Total	100.0
	Valid N	13987
Q14a8. Took a ferry to the bus stop.	True	.7
	False	99.3
Total	Total	100.0
	Valid N	13987
Q14a9. Took a shuttle/van to the bus stop.	True	.3
	False	99.7
Total	Total	100.0
	Valid N	13987

Distance to Bus Stop

Q14b1. Miles	<1	39.7
driven (as	1 - 4	32.7
driver) to the	5 - 9	10.7
bus stop.	10 - 15	10.3
	16 - 20	2.8
	20+	3.7
Total	Total	100.0
	Valid N	491
Q14b2. Miles	<1	33.0
driven (as	1 - 4	30.0
passenger) to	5 - 9	10.3
the bus stop.	10 - 15	15.1
	16 - 20	8.1
	20+	3.4
Total	Total	100.0
	Valid N	255
Q14b3. Miles	<1	42.1
biked to the bus	1 - 4	35.8
stop.	5 - 9	6.0
	10 - 15	9.6
	16 - 20	4.8
	20+	1.6
Total	Total	100.0
	Valid N	238
Q14b4. Blocks	<1	39.9
walked to the	1 - 4	46.5
bus stop.	5 - 9	8.9
	10 - 15	3.5
	16 - 20	.7
	20+	.6
Total	Total	100.0
	Valid N	8026

Mode From Bus

Q15a1. Drove a car to the final destination.	True	4.0
	False	96.0
Total	Total	100.0
	Valid N	13633
Q15a2. Was driven (as passenger) to the final destination.	True	2.2
	False	97.8
Total	Total	100.0
	Valid N	13633
Q15a3. Rode a bicycle to the final destination.	True	2.1
	False	97.9
Total	Total	100.0
	Valid N	13633
Q15a4. Walked to the final destination.	True	75.9
	False	24.1
Total	Total	100.0
	Valid N	13634
Q15a5. Took another AC Bus to the final destination.	True	15.1
	False	84.9
Total	Total	100.0
	Valid N	13634
Q15a6. Took another bus company to the final destination.	True	2.0
	False	98.0
Total	Total	100.0
	Valid N	13634
Q15a7. Took BART to the final destination.	True	8.5
	False	91.5
Total	Total	100.0
	Valid N	13633
Q15a8. Took a ferry to the final destination.	True	.4
	False	99.6
Total	Total	100.0
	Valid N	13634
Q15a9. Took a shuttle/van to the final destination.	True	.4
	False	99.6
Total	Total	100.0
	Valid N	13634

Distance from Bus Stop

Q15b1. Miles	<1	34.6
driven (as	1 - 4	36.6
driver) to the	5 - 9	11.3
final	10 - 15	9.8
destination.	16 - 20	5.2
	20+	2.4
Total	Total	100.0
	Valid N	375
Q15b2. Miles	<1	18.0
driven (as	1 - 4	30.5
passenger)	5 - 9	13.3
to the final	10 - 15	22.2
destination.	16 - 20	12.0
	20+	3.9
Total	Total	100.0
	Valid N	172
Q15b3. Miles	<1	41.1
biked to the	1 - 4	33.9
final	5 - 9	10.7
destination.	10 - 15	8.7
	16 - 20	2.9
	20+	2.6
Total	Total	100.0
	Valid N	200
Q15b4.	<1	41.1
Blocks	1 - 4	46.0
walked to the	5 - 9	8.5
final	10 - 15	3.3
destination.	16 - 20	.6
	20+	.5
Total	Total	100.0
	Valid N	7334

Reasons for Riding ACT

Q17a. Prefer the bus	True	24.1
	False	75.9
Total	Total	100.0
	Valid N	12085
Q17b. No car	True	44.8
	False	55.2
Total	Total	100.0
	Valid N	12085
Q17c. Don't drive	True	22.6
	False	77.4
Total	Total	100.0
	Valid N	12085
Q17d. No driver's license	True	17.3
	False	82.7
Total	Total	100.0
	Valid N	12085
Q17e. No car available today	True	9.0
	False	91.0
Total	Total	100.0
	Valid N	12085
Q17f. Too much traffic	True	7.7
	False	92.3
Total	Total	100.0
	Valid N	12085
Q17g. Too hard to park where I'm going	True	9.2
	False	90.8
Total	Total	100.0
	Valid N	12085
Q17h. Cheaper than other alternatives	True	12.0
	False	88.0
Total	Total	100.0
	Valid N	12085
Q17i. Better for the environment/society	True	11.3
	False	88.7
Total	Total	100.0
	Valid N	12085

Frequency of Use

Frequency of Use		
Q3. How often do you ride AC Transit buses?	5-7 days a week	71.9
	3-4 days a week	16.9
	1-2 days a week	7.0
	Once a month or less	3.2
	First time riding	1.0
Total	Total	100.0
	Valid N	15099

Frequency Riding Bus to School

Q13a. If you are in school, how often do you ride AC Transit buses to school?	Once a week or less	10.5
	2-4 times per week	13.4
	5 times a week or more	72.3
	Never	2.8
	Not in school	1.1
Total	Total	100.0
	Valid N	2652

Table includes only responses of riders under 18 years of age.

Frequency Riding Bus From School

Q13b. If you are in school, how often do you ride AC Transit buses from school?	Once a week or less	7.8
	2-4 times per week	16.0
	5 times a week or more	72.6
	Never	2.3
	Not in school	1.3
Total	Total	100.0
	Valid N	2048

Table includes only responses of riders under 18 years of age.

RATINGS OF AC TRANSIT SERVICE

Ratings of ACT Service		
Q18a. The bus comes on time	Poor	13.5
	Fair	30.0
	Good	30.3
	Very Good	16.0
	Excellent	10.1
Total	Total	100.0
	Valid N	11641
Q18b. Location of bus stops	Poor	5.3
	Fair	20.1
	Good	37.5
	Very Good	21.2
	Excellent	15.9
Total	Total	100.0
	Valid N	10916
Q18c. Days and times the bus runs	Poor	14.2
	Fair	26.8
	Good	33.2
	Very Good	16.2
	Excellent	9.5
Total	Total	100.0
	Valid N	10614
Q18d. Cost of fares/passes	Poor	22.4
	Fair	31.3
	Good	26.3
	Very Good	11.8
	Excellent	8.3
Total	Total	100.0
	Valid N	10566
Q18e. Safety on buses	Poor	10.8
	Fair	22.4
	Good	34.8
	Very Good	19.6
	Excellent	12.4
Total	Total	100.0
	Valid N	10625

Ratings of ACT Service		
Q18f. Safety at bus stops	Poor	13.9
	Fair	27.7
	Good	33.6
	Very Good	16.0
	Excellent	8.9
Total	Total	100.0
	Valid N	10418
Q18g. Clean buses	Poor	18.6
	Fair	27.7
	Good	29.8
	Very Good	15.8
	Excellent	8.0
Total	Total	100.0
	Valid N	10752
Q18h. Courteous drivers	Poor	11.7
	Fair	22.4
	Good	28.9
	Very Good	20.1
	Excellent	16.8
Total	Total	100.0
	Valid N	10693
Q18i. AC Transit Service Overall	Poor	5.8
	Fair	22.3
	Good	37.7
	Very Good	23.0
	Excellent	11.2
Total	Total	100.0
	Valid N	10478

Service Ratings of ACT

	Q18a. The bus comes on time	Q18b. Location of bus stops	Q18c. Days and times the bus runs	Q18d. Cost of fares/passes	Q18e. Safety on buses	Q18f. Safety at bus stops	Q18g. Clean buses	Q18h. Courteous drivers	Q18i. AC Transit Service Overall
Mean	2.79	3.22	2.80	2.52	3.00	2.78	2.67	3.08	3.11
N	11641	10916	10614	10566	10625	10418	10752	10693	10478

Comparison--Average of All Service Ratings vs. Overall Service Rating

	N	Minimum	Maximum	Mean	Std. Deviation
Average of all service ratings except for "Overall" category	12172	1	5	2.86	.89
Q18i. AC Transit Service Overall	10478	1	5	3.11	1.06
Valid N (listwise)	10458				

Table compares the average .

TRANSIT INCENTIVES

Transit Incentives		
Q23a. Commuter checks	True	7.8
	False	92.2
	Total	100.0
Q23b. Free transit or transit passes from employer	Valid N	8941
	True	6.3
	False	93.7
Total	Total	100.0
	Valid N	8944
Q23c. Free transit tickets/passes from CalWORKS for yourself or children	True	3.5
	False	96.5
	Total	100.0
Total	Valid N	8944
	True	1.7
	False	98.3
Q23d. Free shuttle service to work	Total	100.0
	Valid N	8944
	True	4.0
Q23e. Pre-tax commute program	False	96.0
	Total	100.0
	Valid N	8944
Q23f. Parking cash-out program	True	.7
	False	99.3
	Total	100.0
Total	Valid N	8944
	True	5.6
	False	94.4
Q23g. Free transit pass for children	Total	100.0
	Valid N	8944
	True	4.4
Q23h. Free transit tickets from other sources	False	95.6
	Total	100.0
	Valid N	8944
Q23i. No transit passes or incentives	True	74.0
	False	26.0
	Total	100.0
Total	Valid N	8943