



2017 On-Board Survey

- Key data gathering effort preceding 2018-19 Transit Development Plan effort
- OB Survey finds out how existing customers feel about various aspects of the service
- Companion Stakeholder/Gatekeeper outreach effort supplements the OB Survey by talking with community leaders, drivers, and riders.
- OB Survey conducted September 27-29, 2017 (Wed-Friday) by four-person crew, on all routes

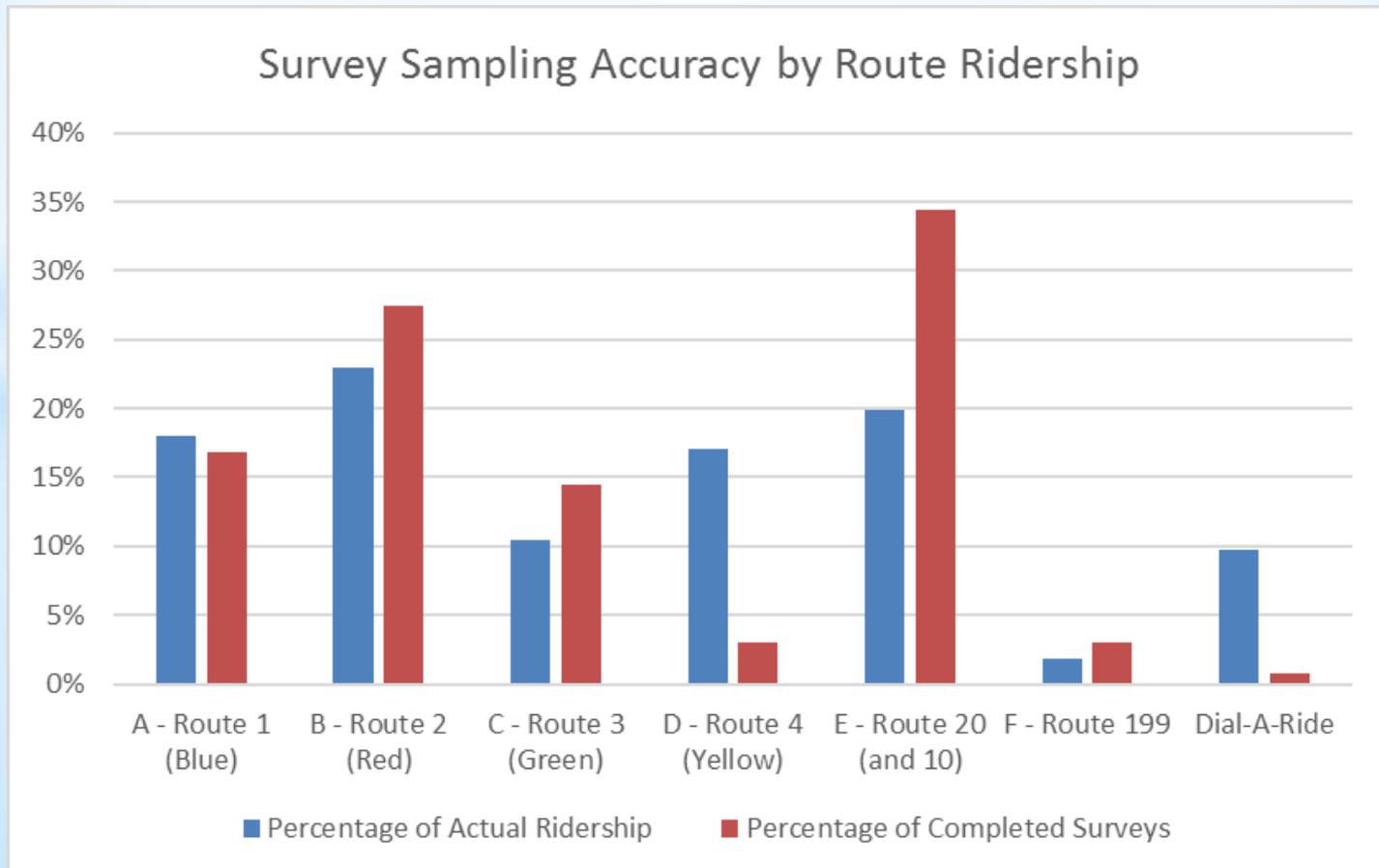


On-Board Survey Methodologies

- Sampling crews worked solo on each bus, spread out to ensure that all routes covered during days
- Survey two-sided, English/Spanish with a mix of baseline satisfaction questions mixed with current event and future service questions and some basic demographics
- Target was to collect surveys from each route relatively equal to each route's percentage of overall ridership
- Target generally met, but Route 20 ended up oversampled and Dial-A-Ride undersampled.
- 149 completed surveys received
- Agree/Disagree questions range from a score of 7.0 for total agreement by everyone, to 0.0 with total disagreement from all with actual response ranges spanning from 3.5 to 6.1



Surveys Received by Route vs Ridership





Question 1: RCTA Meets My Transit Needs?

- Cumulative Response (minus blanks): 5.5
- Follow-up question: What can be improved?
- More seating/shelters
- Better bus stop maintenance in general
- Restore cut hours evening and Saturday
- More frequent buses
- Improved communications with riders



Question 2: RCTA is a Safe Experience?

- Cumulative Response (less blanks): 6.1 (highest)
- Discussion: What does this mean?
- In general, that actual riders find that the system is good and safe
- Contrasts with mostly anecdotal input from community leaders that indicated a perception that RCTA is a bit rough and gritty/unsafe
- Some comments from riders about refusing service to intoxicated persons may be related



Question 3: Cultural Center is an Adequate Transit Hub?

- Cumulative Response: 5.5 (middle of pack)
- Discussion: What does this mean?
- In general, that actual riders find that the Cultural Center is not as unsavory as community members and others that don't regularly use the bus perceive it to be
- Contrasts with clear input from community leaders that indicated a perception that there are safety concerns at the Cultural Center from homeless and intoxicated
- Surprisingly, female respondents rated Cultural Center as safer than their male counterparts (5.58 vs 5.12)



Question 4: Safety is more important to me than having buses traverse parking lots to shorten my walk?

- Cumulative Response (less blanks): 5.75 (above avg)
- Discussion: What does this mean?
- actual riders feel that safety is more important than driving the bus into parking lots to shorten riders walks to/from destinations
- No split between gender on this one, but those who failed to provide their gender agreed with this less than males and females (lower scores).



Question 5: Travelling into parking lots to shorten my walk is more important than having the bus run more frequently?

- Cumulative Response (less blanks): 3.5 (lowest)
- Discussion: What does this mean?
- Actual riders feel that bus service frequency is more important than driving the bus into parking lots to shorten riders walks to/from destinations
- No split between gender on this one. Riders seem to understand that the parking lot tours take up time that routes do not have.



Question 6: I like that the bus comes at the same time every hour/half hour so that I don't have to carry a schedule?

- Cumulative Response (less blanks): 6.09 (2nd highest)
- Discussion: What does this mean?
- Actual riders feel that “clockface” bus service is easy to use and understand and they can easily memorize the schedules without a printed schedule in hand
- This saves RCTA on print costs and takes some heat off the lack of information posted at bus stops. While this is still a huge problem, the “clockface” schedules alleviate the problem a bit on the Crescent City Local Routes.



Question 7: RCTA should try to keep the buses on the current hourly/half hour schedules?

- Cumulative Response (less blanks): 5.8 (above average)
- Discussion: What does this mean?
- Actual riders feel that “clockface” bus service is easy to use and understand and they can easily memorize the schedules without a printed schedule in hand
- Riders have been able to adjust to the current level of bus frequency and are able to live with it. A few of those who scored this low may have been doing so in hopes of greater frequencies such as every 15 or 20 minutes, which is financially infeasible but would be more convenient?



Question 8: RCTA's old \$30 one-way cash fare to points south of Klamath kept me from riding to/from Humboldt County more often?

- Cumulative Response (less blanks): 4.8 (average)
- Discussion: What does this mean?
- Perhaps the cash fare did not deter as many riders as previously thought. This could be due to the \$35 Weekly Pass available combined with similar high cash fares on Southwest Point and Curry Transit to the north? New cash fare structure and tiered passes should provide further insight into whether old cash fare truly suppressed riders.



Question 9: I am interested in an RCTA route that extends past Gasquet on Hwy 199 to Medford OR to access shopping and medical destinations?

- Cumulative Response (less blanks): 5.2 (average)
- Discussion: What does this mean?
- This concept enjoyed more favor among community leaders/gatekeepers in the interview phase of this project than it did among actual riders of the service currently.
- This should be explored further in the TDP process as it does still seem like a potential market, especially considering how difficult SW Point is to use along 199 and the high fares charged.



Question 10: I would ride more if real-time bus location data were available?

- Cumulative Response (less blanks): 4.9 (average)
- Discussion: What does this mean?
- The transit industry has made great strides in recent years by implementing Automatic Vehicle Location (AVL) systems that can then push this information to the public via smart phones and websites. This convenience allows riders to minimize time spent waiting at bus stops, and reduces the uncertainty surrounding if a bus was missed, or is just late.
- Staff are working with First Transit on implementation of a simple, low-end AVL system that might be made public in the near future to reduce rider wait times and uncertainty.



Question 11: I would ride more if transfers were reliable?

- Cumulative Response (less blanks): 4.9 (average)
- Discussion: What does this mean?
- In recent years RCTA Crescent City Local Routes, have suffered from frequent inability to return to the Cultural Center at the end of each trip to enable a transfer to the one other bus running. In addition, late local buses cause transfers to departing intercity buses to be missed.
- Perhaps because there is only one other route to meet at each half-hour pulse at Cultural Center, this issue did not score as high as expected. Either Route 1 or 2 runs every half hour, which might cause this to be less of an issue. It is a mystery why this situation didn't cause a stronger reaction in this question, as staff have observed dissatisfied riders first hand during ridechecks when transfers are missed.
- Schedule streamlines beginning July 2017 may also have mitigated.



Question 12: I would ride more if more bus stops had shelters?

- Cumulative Response (less blanks): 5.5 (above average)
- Discussion: What does this mean?
- RCTA is a new service that developed without many shelters in a wet and cool climate. RCTA began an effort to address this weakness by purchasing and installing 10 new passenger shelters in 2011? This issue is one of the most discussed consensus weaknesses of RCTA as depicted in this rider survey and echoed in the companion Community/Gatekeeper interviews.
- Seating in general is also noted as a weakness, and is very related to this question. Should funding be limited, and it often is, RCTA might deploy a mix of shelters and benches to expedite the solution. Shelter maintenance not a strength yet either.
- Bus stop projects are a natural weakness of the current admin model- distant and very much part-time staff make it tough



Question 13: I would ride more if RCTA had staff at the Cultural Center?

- Cumulative Response (less blanks): 4.1 (low)
- Discussion: What does this mean?
- RCTA has discussed ways to improve security and cleanliness at the Cultural Center while also bringing more customer service amenities closer to the riders (ticket sales, trip planning, lost and found, etc). The concept of having staff at Cultural Center emerged, although a cost-effective location has not been found.
- Surprising how low this concept scored. Could be related to the theme that at least some RCTA staff could be friendlier to the riders? I think if pax understood the value of having operations staff closeby to both secure the facility and provide customer service in person (info, ticket sales) this might score a lot higher.
- Making it happen would require capital investment of some sort.

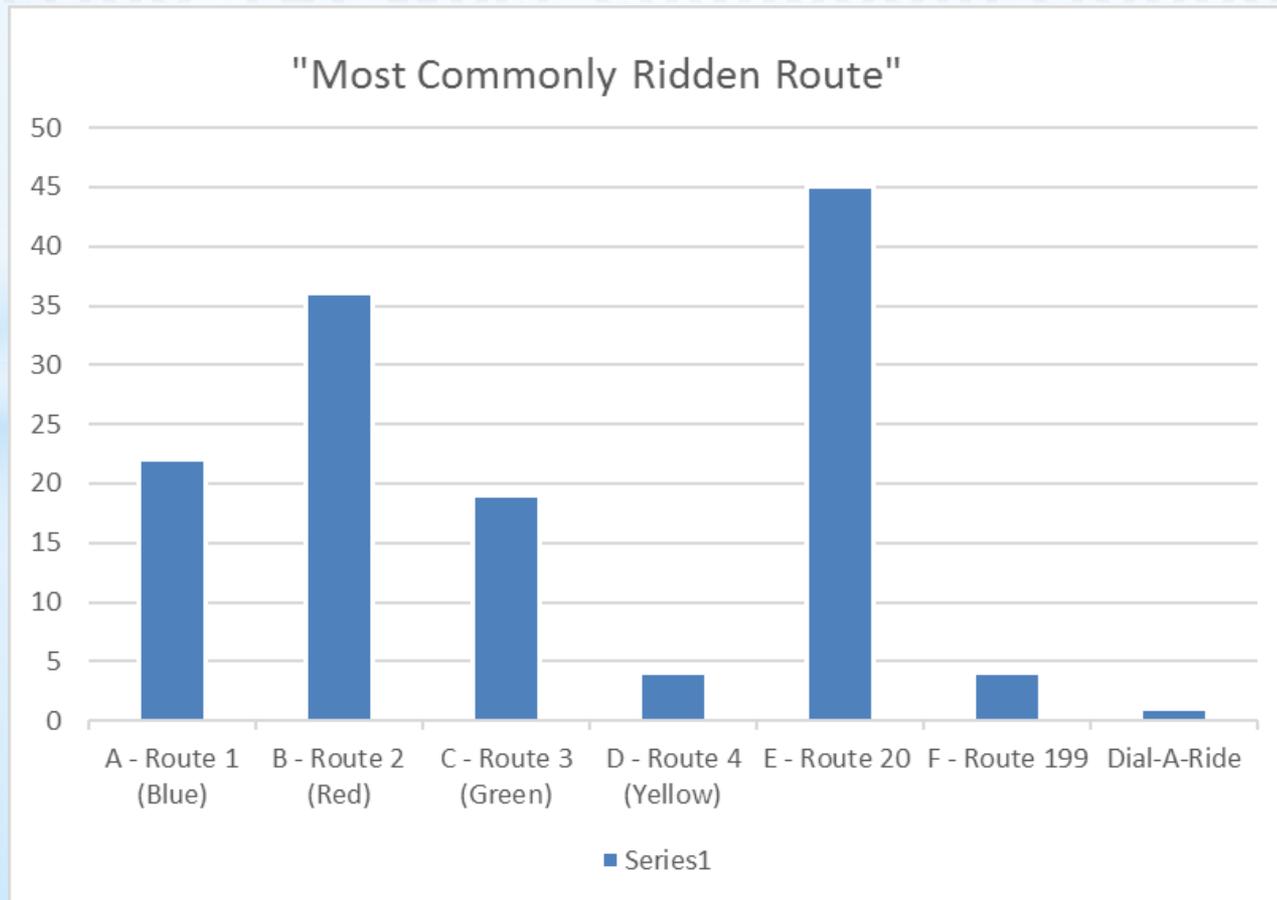


Question 14: I would ride more if RCTA drivers/dispatchers were friendlier?

- Cumulative Response (less blanks): 4.0 (low)
- Discussion: What does this mean?
- RCTA gets mostly compliments about the friendliness and courtesy of its operations employees. However, some complaints come in indicating that some employees may need more customer service training.
- Not surprising how low this question scored. RCTA drivers and dispatchers are usually very friendly and helpful. Anytime there is little turnover in a dispatch office (or among drivers) when working daily with a small ridership group (transit dependent, especially) individual conflicts can develop. Staff can become a bit hardened with the riders, who are often challenging and have no limited other mobility options.
- First Transit offered to bring fresh customer service training as part of their proposal in the recent procurement. This will happen soon.

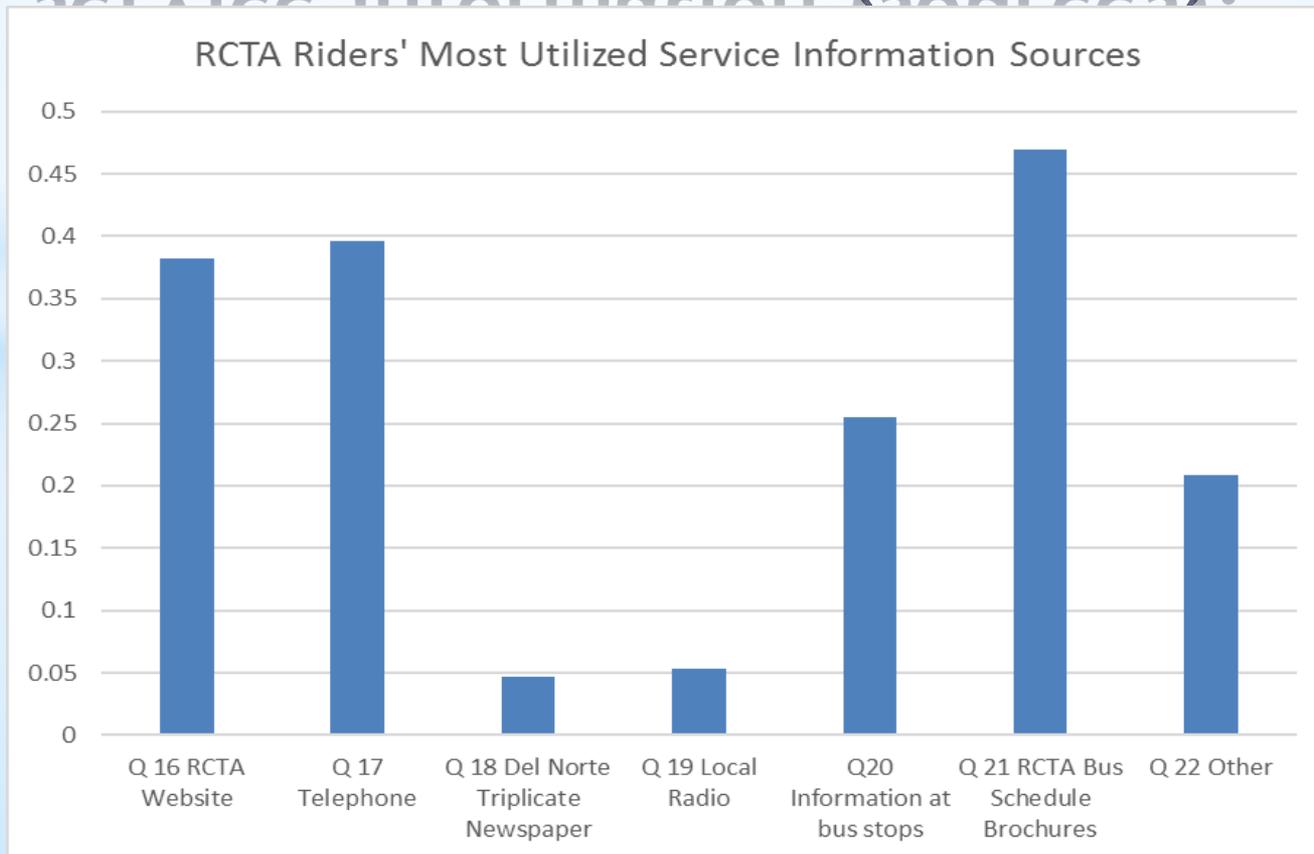


Question 15: Most commonly ridden route?



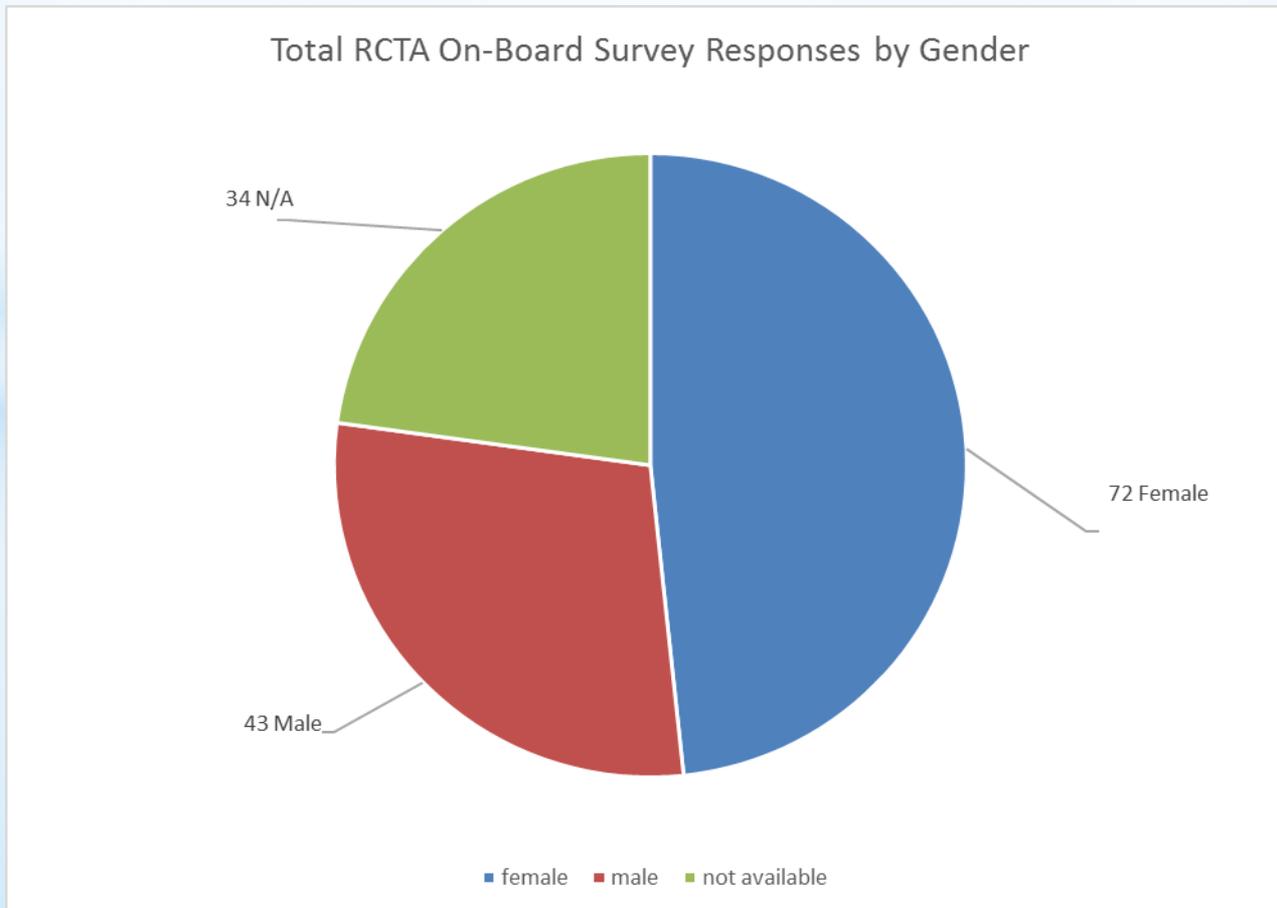


Question 16: Where do RCTA riders find their service information (sources)?



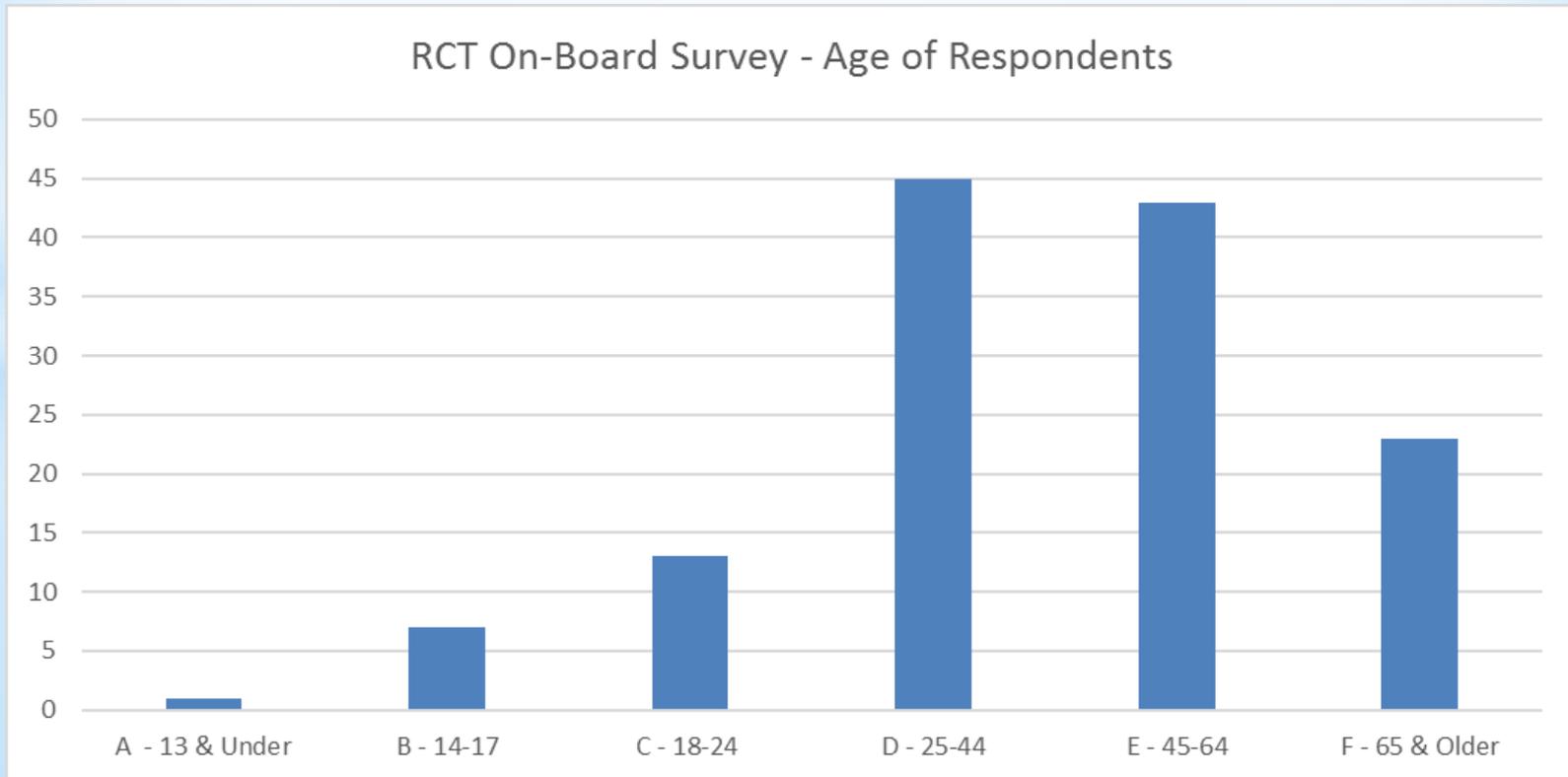


Question 23: What is your gender?



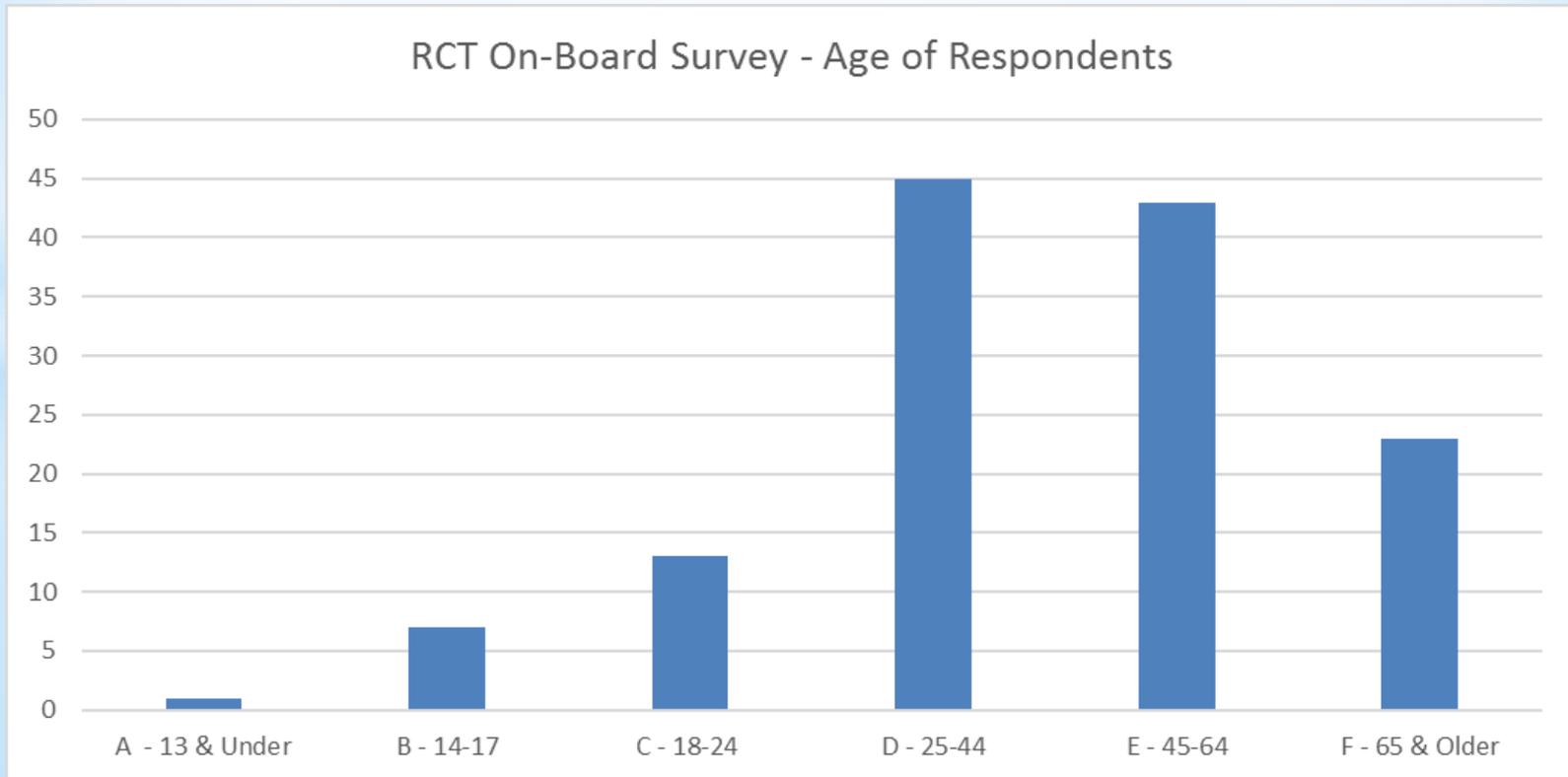


Question 24: What is your age?



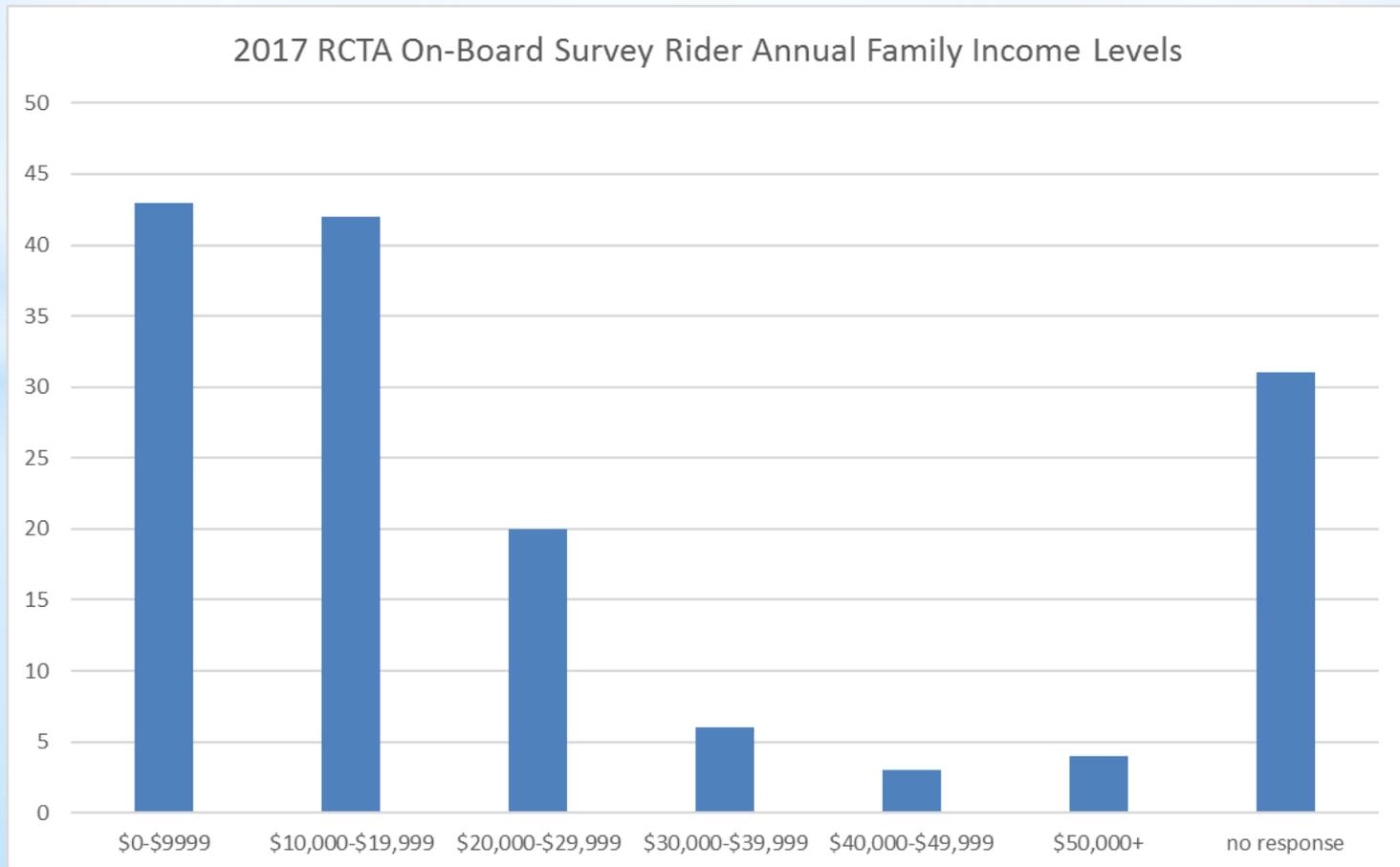


Question 24: What is your age?



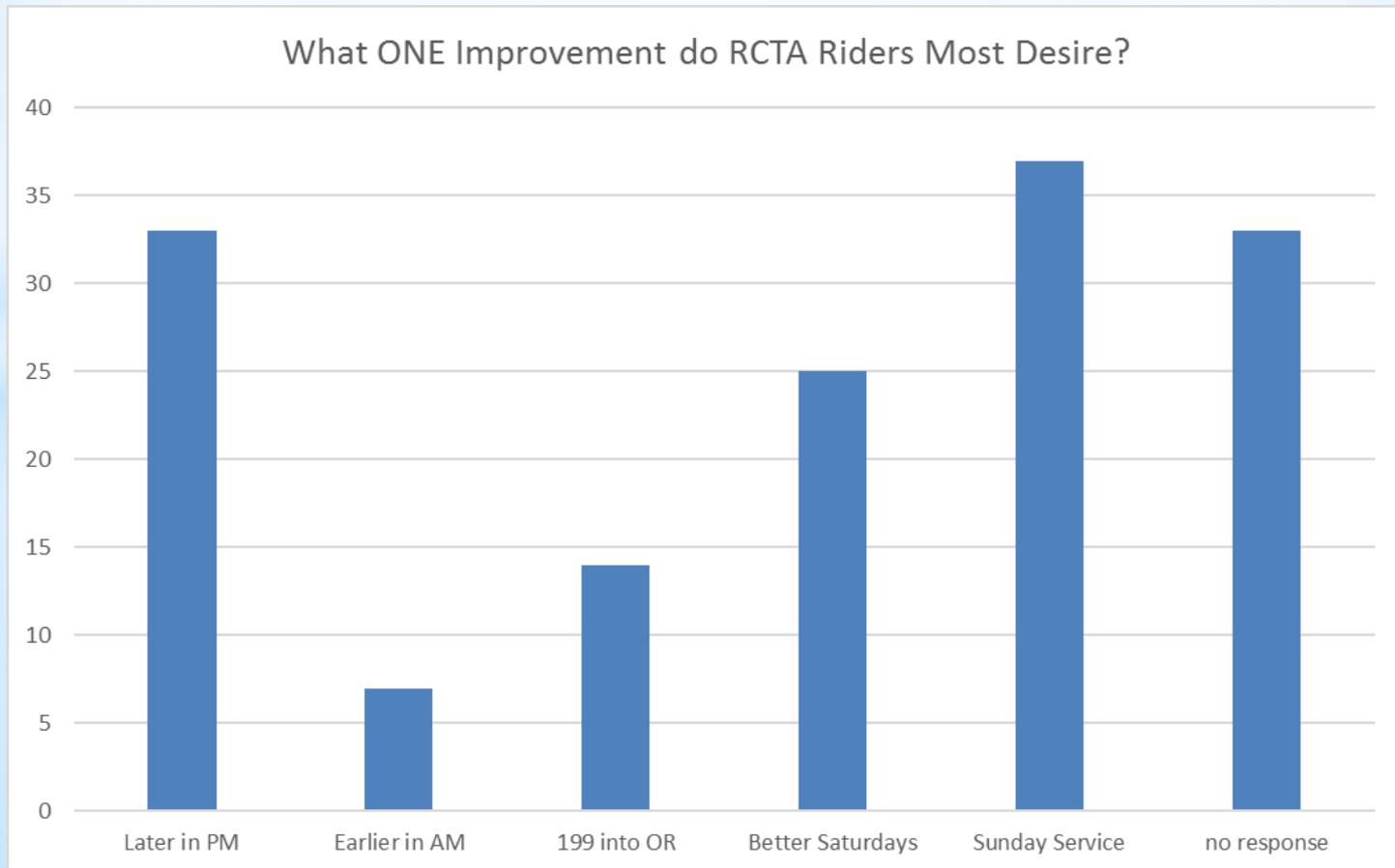


Question 26: Family Annual Income?





Question 27: Most Desired Improvement?





- * Questions?
- * Requests for further analysis/crosstabs?
- * See handouts for Gender and Age Sorted responses to questions