



A Report on an Onboard Survey Conducted for the Livermore Amador Valley Transit Authority

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Introduction

A rider survey was conducted onboard Wheels buses between February 20 and 25, 2007. The most recent previous survey was completed by the CJI team in November, 2002.

Route	Number of responses
1	67
3	45
8	32
10	623
11	114
12	239
14	80
15	160
18	36
20	29
50	44
51	21
53	20
54	32
70	44
810	25

The questionnaire was provided in both English and Spanish. Both versions of the questionnaire are reproduced in Appendix A.

A total of 1,611 questionnaires were completed on-board a sample of runs which included all routes. The distribution of completed questionnaires, by route, is shown in the table at the left. A sample of this size, in a ridership of the size of Wheels' ridership, has a margin of error of $\pm 2.4\%$.

Using counts of actual riders per month provided by LAVTA, the data were weighted to reflect the actual distribution of ridership among the routes. This corrected any disproportion that might have occurred because of unusual ridership on a route during the week of the survey or because of over or under sampling of individual routes.

Data analysis was completed by CJI Research Corporation using the program SPSS (Statistical Package for the Social Sciences).

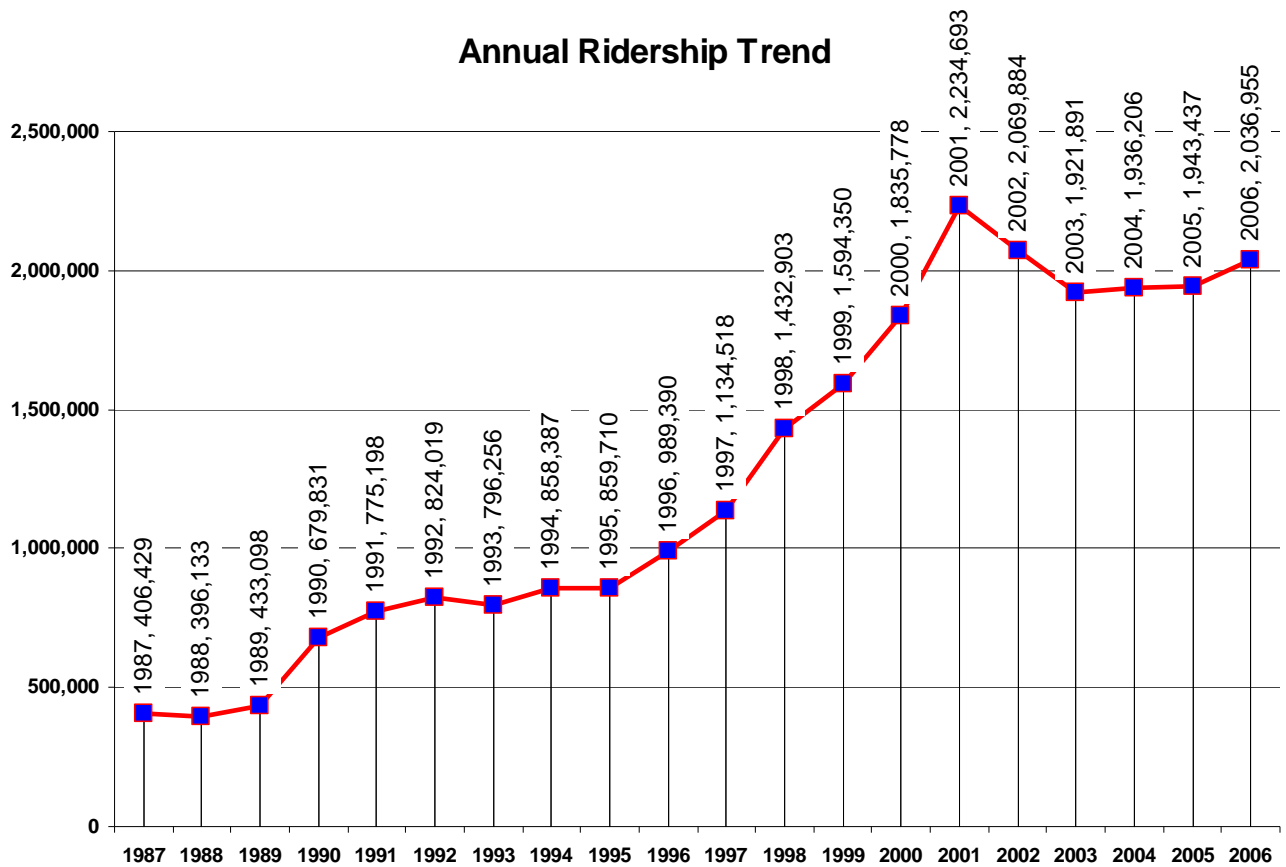


Figure 1 LAVTA ridership

There was rapid growth in ridership from FY 1994/1995 through FY 2000/2001, and then a major decline began. It lasted until 2003, when a small upturn began and continued through 2006. By 2006, Wheels had regained and slightly exceeded the 2,000,000 rider mark it had previously hit just prior to the recession of 2001. The previous onboard study was conducted at the end of 2002, during a period of decline, while the current study is occurring in the midst of a resurgence.

Wheels rider market segments – A profile of usual uses of Wheels

Frequency of using Wheels



(Source: LAVTA Onboard survey - 2007)

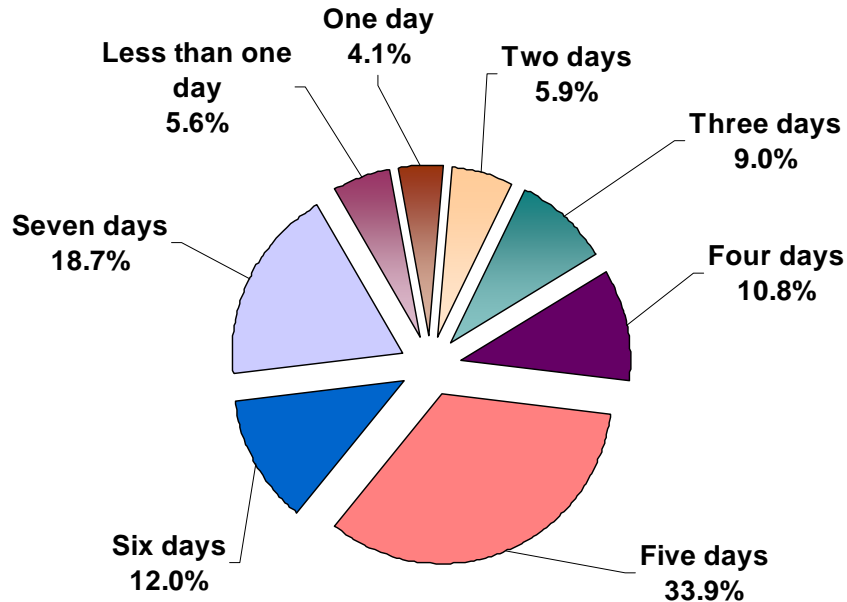


Figure 2 Usual weekly frequency of using Wheels

Frequency of using Wheels

The chart above describes the usual number of days each week that riders use Wheels.

- A total of 30.7% of those using a Wheels bus on any given day are *frequent riders*, using Wheels six or seven days each week.
- Another 33.9% use Wheels five days a week, probably for commuting in a regular pattern.
- Finally, everyone else, 35.4%, who use Wheels from less than one day a week to four days a week, can be called “*occasional users*.”

Rider market segments based on frequency



(Source: LAVTA Onboard survey - 2007)

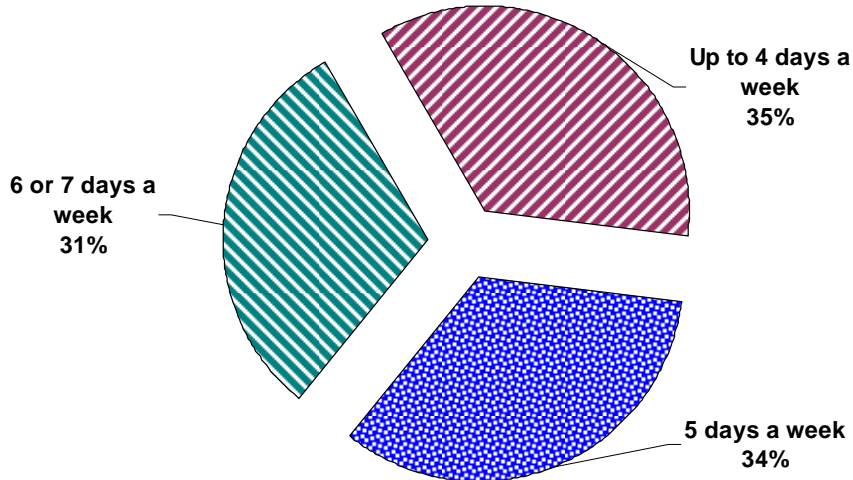


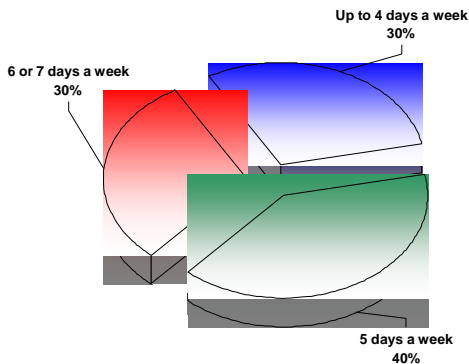
Figure 3 Rider market frequency segments

Rider market segments based on frequency of using Wheels

Rider market segments based on frequency



Ride segments – Frequency of using Wheels
(Source: LAVTA onboard survey, 2002)



For convenient comparative analysis, we can group the riders into three rider market segments with percentages rounded off to the nearest whole percent. The segments are shown above. Approximately one-third of Wheels riders (34%) use Wheels five days a week, down slightly from 2002 when 40% used it this often. Slightly less than one-third (31%) use it six or seven days a week, statistically the same percentage who used it that often in 2002 (30%). The remaining 35% of riders use Wheels less often, 4 or fewer days per week. This percentage is up slightly from 2002 when it was 30%

In the text we shall refer to these groups as *rider market segments*. The riders who use Wheels “up to four days a week,” we shall refer to as “occasional riders.” We shall refer to the other groups by the number of days they ride.

Usual number of trips per day



(Source: LAVTA Onboard Survey, 2006)

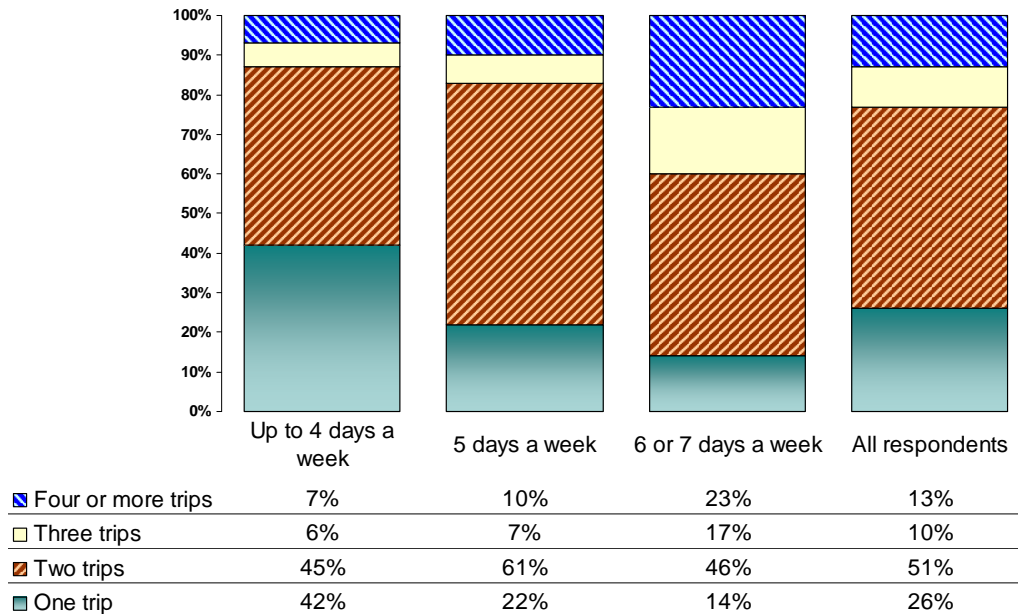
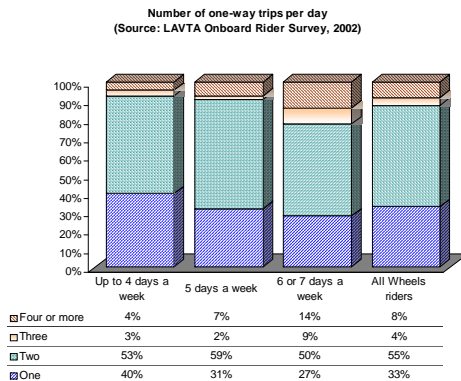


Figure 4 Number of one-way trips per day

Number of trips per day

Two things are apparent in the chart above. First, most people make two trips (51%) or more (23%) per day on Wheels. Second, there is a strong positive correlation between the number of days per week a riders uses Wheels and the number of trips per day he or she makes. For example, of those using Wheels only occasionally, only 7% make four or more trips per day while 42% make only one trip. On the other hand, of those who use Wheels six or seven days a week, only 14% make only one trip, while 23% make four or more trips.

Number of one-way trips per day



Intensity of use seems to have increased since 2002, and this may account for some of the ridership increase. In 2002, only 4% said they made three trips per day and 8% said they made four or more for a total of 12% making more than just a round-trip. In the 2007 survey, a total of 23% said that on their usual day using Wheels they make three or more trips – almost double the percentage in 2002.

Trips per week within rider frequency segments

<u>Total use of Wheels</u>	
<u>Rider frequency segment</u>	<u>Trips per week</u>
Up to 4 days a week	4.6
5 days a week	10.2
6 or 7 days a week	16.5
All respondents	10.2

Figure 5 Trips per week

Trips per week

When we compute the average (simple mean) trips per week made by the three rider market segments¹, we find that the occasional riders make an average of only 4.6 trips per week, while the most frequent (6 or 7 day) users make in excess of sixteen trips per week (16.5). The median number of trips made by the most frequent users is fourteen, meaning that half make fewer than that and half make more than that. Thus the latter category of riders is contributing especially heavily to overall ridership.

¹ Computed as trips per day times days per week one uses Wheels. This is a rough estimate since the number of trips per day may vary somewhat, but it will suffice for these purposes.

When riders began using Wheels



(Source: LAVTA Onboard Survey - 2007)

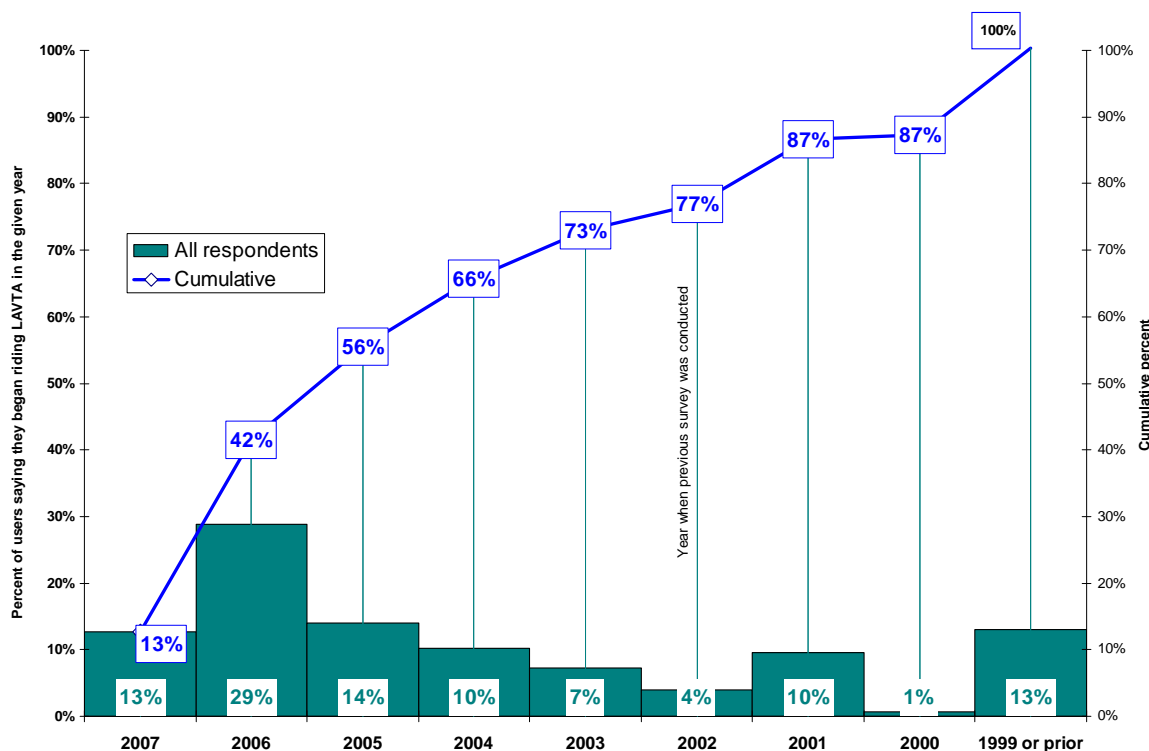


Figure 6 Rider market segments' history using Wheels (Pareto chart showing both annual incidence and cumulative percent)

Ridership turnover

Riders' use of transit in the United States tends to be relatively short-term. Wheels riders are no exception. Although the survey was conducted early in the year (February, 2007), 13% said they had begun using Wheels as often as they now do only in 2007 – i.e. in the first two months of the year. Another 42% said they had begun in 2006, for a total of 55% who said they had begun using Wheels as often as they now do only in the past fourteen months.

Ridership was growing in the past few years, but not at the rate of 55% in fourteen months. Thus, as we commented in the 2002 report, "...since ridership did not grow to that extent during the same period, we must conclude that a similar number of riders stopped riding during the past four years. Thus there is *churn* in the ridership." Because the surveys were conducted at different times of the year (November 2002 and February 2007) it is difficult to compare accurately the rate of churn. But in 2002, 84% of the ridership said they had begun using Wheels in the past five years, while the roughly comparable figure for 2007 was 77%. This might mean that the rate of churn is declining slightly, but given the timing-differences, this is not certain and it would be better to assume that the rate is roughly similar.

For planning LAVTA's marketing efforts, churn is very important, because a large number of riders are consistently flowing into the system while others leave. This means that the Wheels brand is constantly in need of renewal. Just as in 2002, this places a premium on two things:

- (1) Making a consistent flow of information readily available to those who would like to use the bus, especially information at bus stops and in other locations easily accessible to those people with the demographic characteristics of regular riders.
- (2) The important role of rider-retention in expansion of ridership. Service improvement strategies should be as much directed to retention of existing riders as to attraction of new riders.

In the Wheels ridership base, there are many middle and high school students who use "trippers." These were intentionally excluded from the sample. Obviously that population is unique. In the short-term, students may be "retained" as riders in the sense that their parents might be persuaded by an assertive marketing campaign in buying passes for them after the annual free-travel period ends, But long-term retention rates would tend to be low. Retention strategies we are referring to involve the non-student riders.

When rider market segments began using Wheels

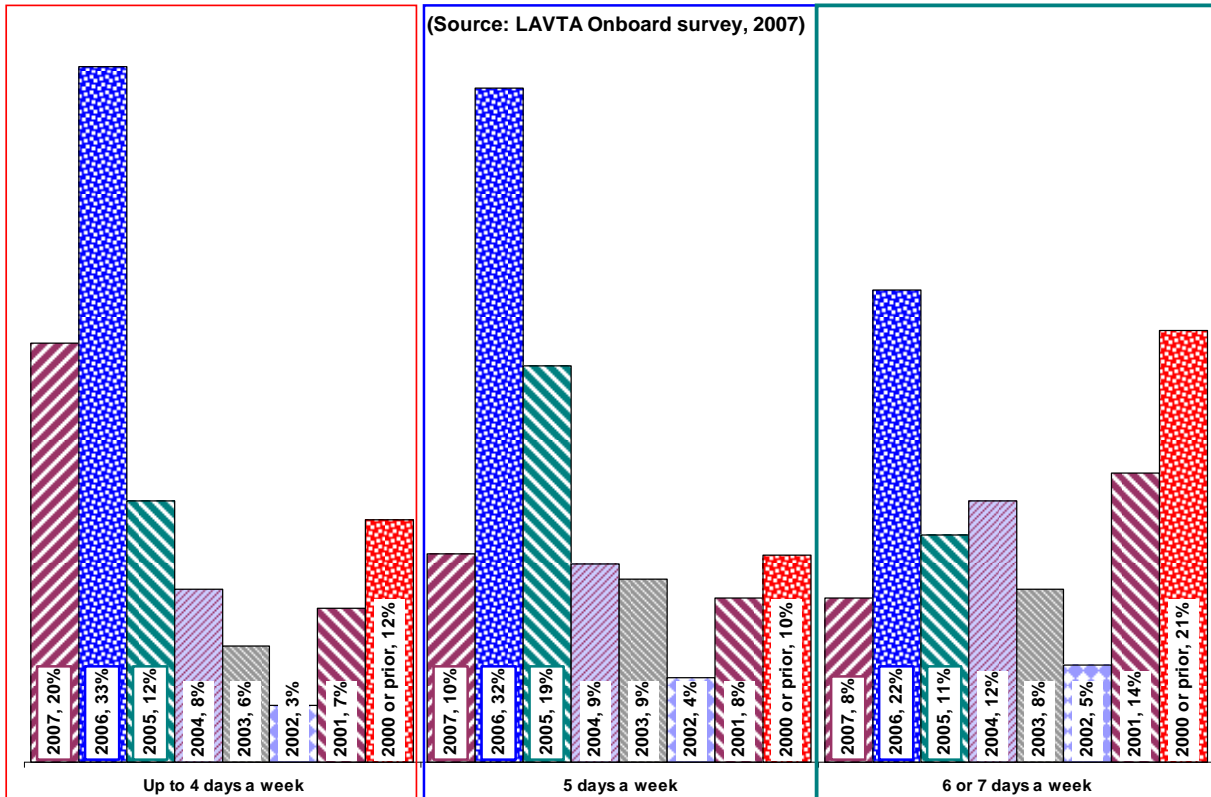


Figure 7 When rider market segments began using Wheels

The chart above shows that the least frequent riders tend to be more likely than others to be shorter term riders, and conversely, that the most frequent riders are more likely than others to be long-term riders.

The high percentages of riders in the 5-day and up-to-4 day rider market segments who began using Wheels in 2006 suggest an upsurge then in commuters and occasional users. This is consistent with the overall ridership figures shown in Figure 1, page 6.

For example, of the occasional riders, 20% began riding in 2007 compared to only 8% of the six or seven day riders. Conversely, 21% of the six or seven day riders had begun using Wheels in 2000 or earlier.

Expectation about using Wheels one year from the time of the survey



(Source: LAVTA Onboard Survey, 2007)

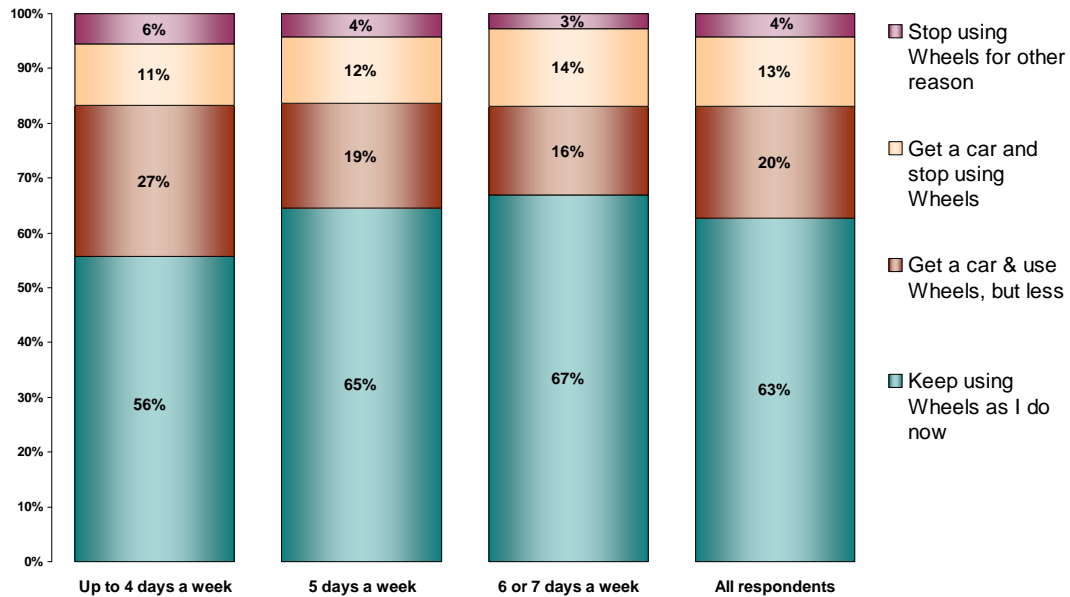


Figure 8 Expectation about using Wheels in one year

Expectations about using Wheels in one year

Respondents were asked whether they expected to still be using Wheels in a year, or whether their use would have changed. The chart above indicates three things.

- First, as is probably obvious without the data to demonstrate it, the dominant reason for becoming a former rider is a switch to a car for transportation. Specifically, 20% of all respondents said they would probably buy a car and use Wheels less often, while another 13% said they would get a car and stop using Wheels.
- Second, most riders (63%) intend to continue using Wheels.
- Third, those most likely to cease using Wheels are those who use it least often now. If this holds true, the impact on total ridership of losing some of these riders will be mitigated.

Of course, intent is not always an accurate prediction of behavior. Reality of resources, among other things, may intervene. For example, of those who say their household income is less than \$7500, 28% said they would get a car. Since not all are students who can expect a major jump in income, it is questionable whether they can in fact a "get a car." What the intent does tell us, however, is the latent demand to leave the use of transit, and the constant challenge to leave the transit market.

Main trip purpose

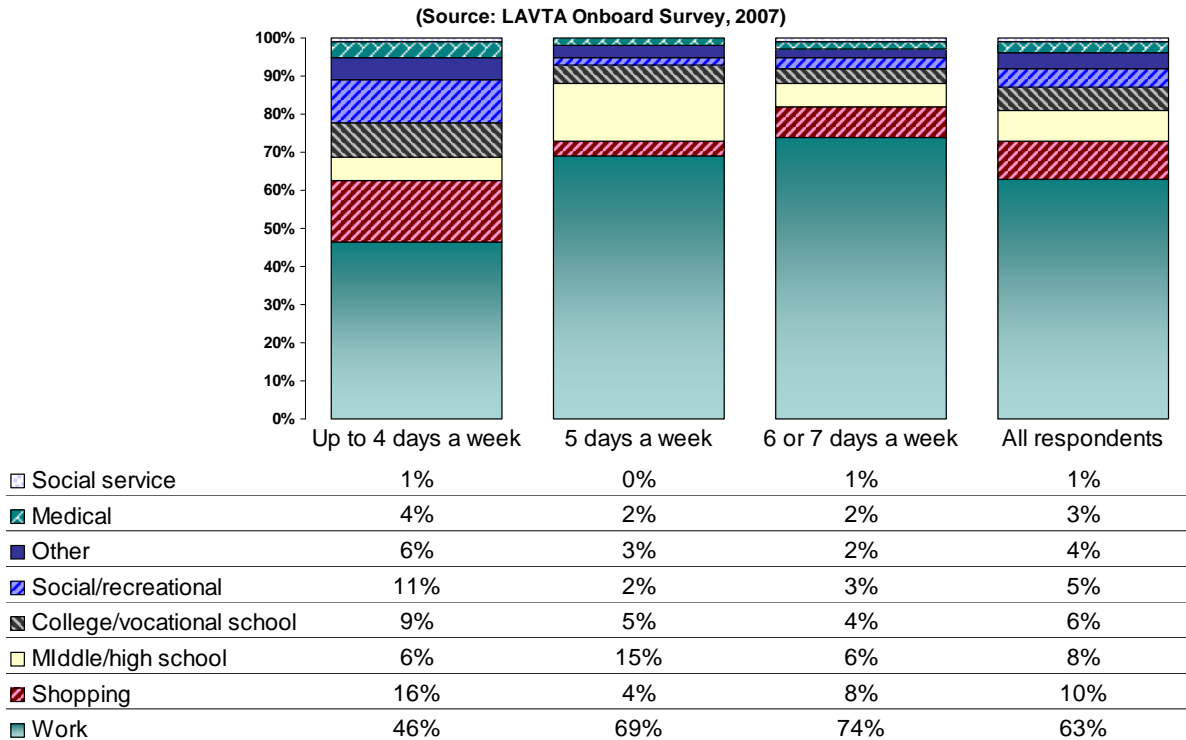


Figure 9 Main purpose of the Wheels trip

Trip purpose

Most riders in 2007 (63%) use Wheels to get to work, about the same (60%) as in 2002. School trips (14% in 2007 and 13% in 2002) and shopping (10% now and 12% in 2002) are the other most frequently cited trip purposes.

Trip purpose is closely related to the rider market segments. The most frequent riders (74%) are much more likely than the occasional riders (46%) to describe their trip purpose as getting to or from work. The five-day riders are in between the other segments, at 66%. The occasional rider segment, as one would expect, has the highest incidence of shopping trips, (16%) and social or medical trips (totaling 6%). Each of the market segments contains a significant sub-set of students. The five-day riders have a total of 20% school trips, including 15% middle or high school and 5% college or vocational school trips.

The percent of work-related trips means that, in addition to farebox recovery, the transit system is responsible for considerable sums of money entering the local economy through wages and the local treasury through sales and other taxes on those wages.

Profile of the Trip on which the Rider Was Surveyed

Mode to the bus stop



(Source: LAVTA Onboard Survey, 2007)

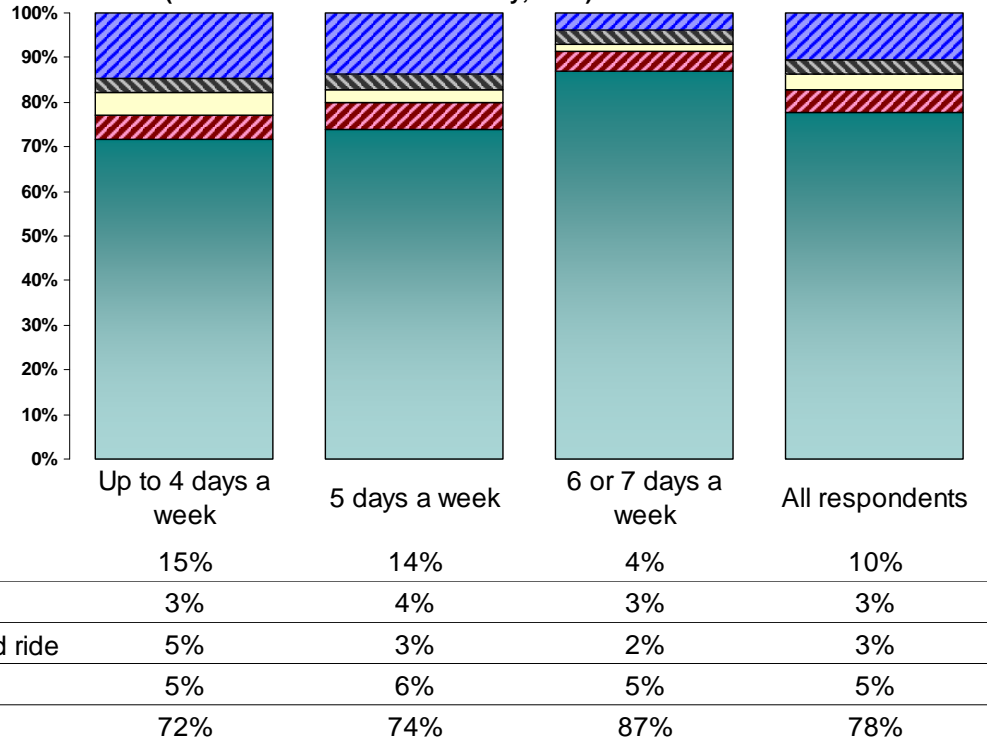


Figure 10 Getting to the bus stop

Mode to the bus stop

The vast majority of riders in 2007 (78%) walk to their bus stops. This is especially true of the most frequent users, 87% of whom walk to their stops. The “other” category is largely people who connect with another system (see Figure 17 Connecting to other systems.)

Time to the bus stop



(Source: LAVTA Onboard Survey, 2007)

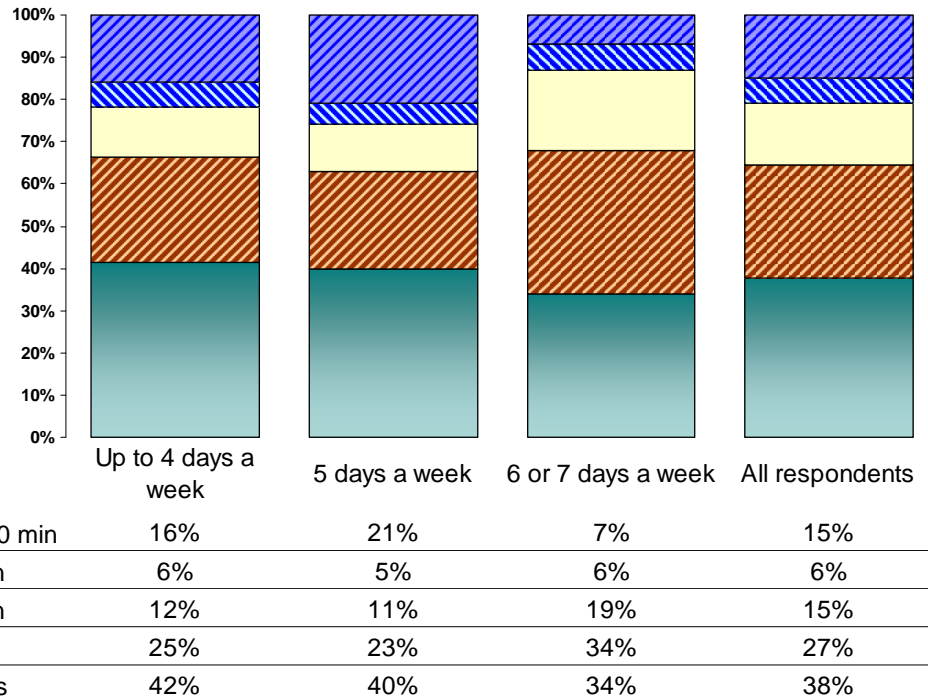


Figure 11 How long it takes to get to the bus stop

Distance from the bus stop – in minutes

More than one-third (38%) of Wheels riders say that it takes them five minutes or less to get to the bus stop. Another 27% say it takes from six to ten minutes, and 21% say it takes from eleven to twenty minutes. The rest (15%) say it takes them more than twenty-minutes to get to the Wheels stop.

Report

Minutes from home to stop

Rider frequency segment

	Mean	Median
Up to 4 days a week	16	10
5 days a week	16	10
6 or 7 days a week	11	10
Total	15	10

An interesting contrast arises among the rider market segments. The two segments who use Wheels five or fewer days per week are more likely than the most frequent riders to live within five minutes of their stop, but also are more

likely to live farther than twenty minutes from their stop.

This difference is also reflected in the mean number of minutes to the stop shown on the inset table on this page. However, the median for all segments is ten minutes, meaning that half of the riders take fewer than ten minutes and half take longer than that.

Time to get to the bus stop, by mode to the stop



(Source: LAVTA Onboard Survey, 2007)

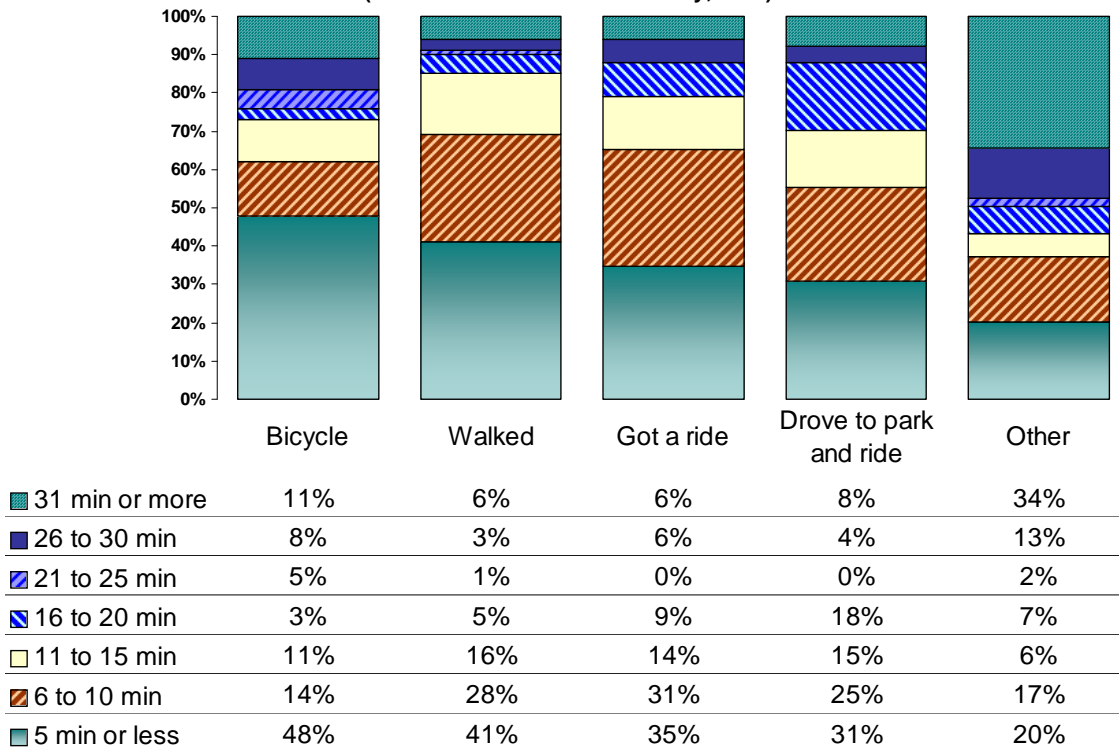


Figure 12 Time to the stop by mode to the stop

The time required to get to the Wheels bus stop is closely related to the mode to the stop. For example, 41% of those who walk to the stop say it takes them five minutes or less, while only 31% of those who use a park and ride lot say it takes them only five minutes or less. As a general rule, those who get a ride or drive to the stop take longer to get there than those who walk.

Time by Wheels v time by car

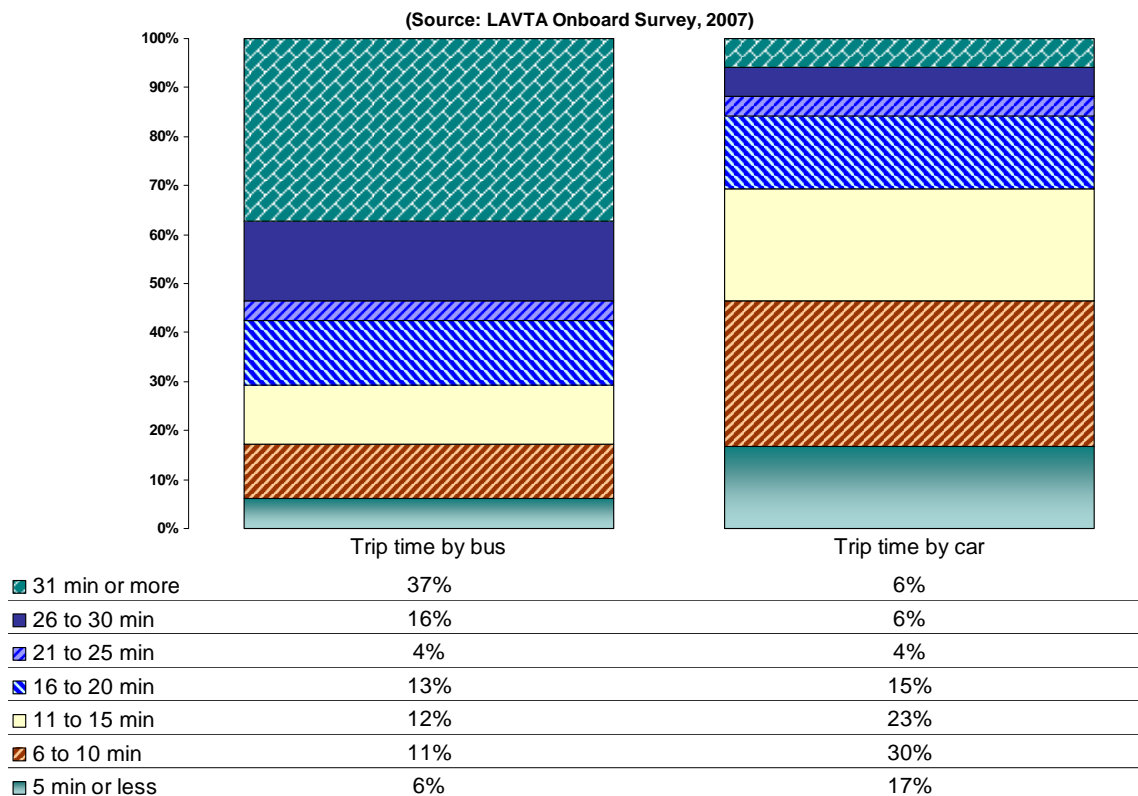


Figure 13 Duration of the trip on Wheels

Trip duration

It is obvious that in an all-bus transit system, most bus trips will be perceived as taking longer than a similar trip by car. Thirty-seven percent (37%) of the riders report that the trip they were taking when surveyed takes more than thirty minutes, while only 6% of riders estimated that the same trip by car would take that long. The real question, which we will deal with in a later chart, is what additional time is acceptable in return for the benefits of using transit.

A total of 63% of Wheels riders report the duration of their trips as thirty minutes or less. Those who use Wheels six or seven days a week reported the longest trips in total duration (including time to get to the bus). Of these six or seven-day riders, a total of 42% reported trips requiring more than thirty minutes, while of the occasional riders, only 37% report trips this long. We shall see later in this report (Figure 36 Modal choice, on page 53) that this rider segment has a somewhat higher level of transit dependency, a fact that represents, of course, the primary reason they use Wheels so intensively despite long trip durations.

Time for Wheels trip

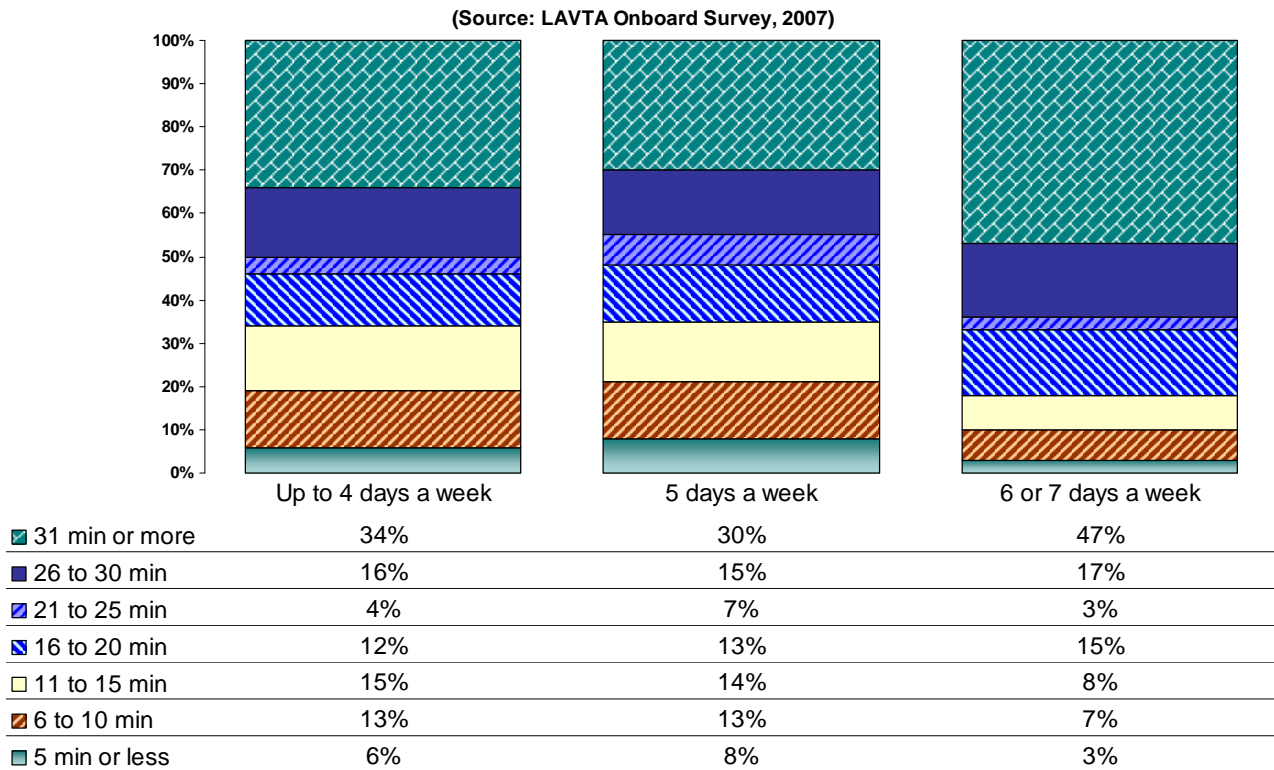


Figure 14 Time for trip by Wheels, by rider market segment

The time for the Wheels trip, by market segment

Almost half (47%) of the most frequent (six or seven day) Wheels riders say that their trips take more than 30 minutes. This compares to only 30% of those using Wheels five days a week and 34% of those using it less often. Many more of occasional riders (34%) and the five-day riders (35%) riders than the six or seven day riders (18%) say their trips last less than fifteen minutes.

In the section on demographics later in this report, we will see that the most intensive transit users, those using Wheels six or seven days a week, were somewhat less likely to have a vehicle available to make their trip, and that they are much more likely to have very low incomes. Thus they presumably have little alternative but to make their trips by Wheels in spite of the duration.

Time for trip by bus and by car

(Source: LAVTA Onboard Survey, 2007)

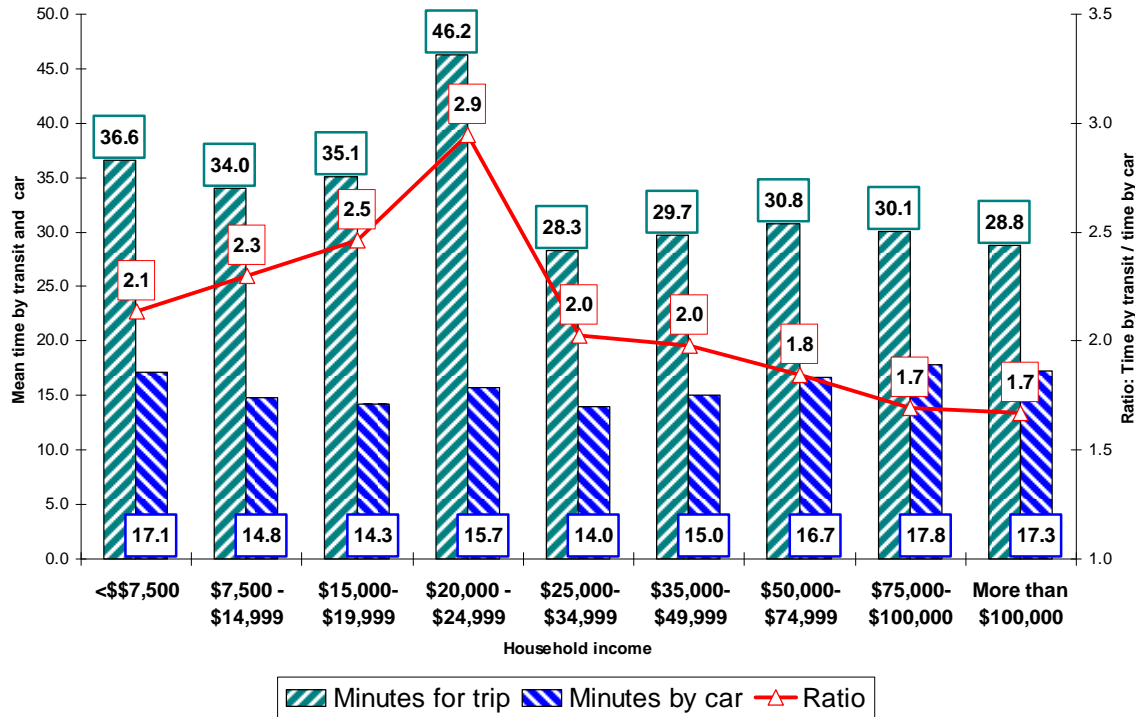


Figure 15 Time for trip by bus and by car

The time by bus/time by car ratio and its relationship to income

One of the determinants of whether people use transit or not is the ratio of time by bus to time by car. If the ratio is perceived to be greater than 2:1, it is most often those without the financial resources to utilize an alternative who use the bus. If the ratio is perceived to be less than 2:1, those with alternatives may enjoy the convenience of transit to be beneficial.

The chart above shows how income is related to the ratio among existing riders. The households with relatively greater income resources tend to have ratios lower than 2:1. In short, they have adequate resources to be able to afford an alternative, but they choose transit in part because the *cost of their time* is not excessive for the return it pays. That is, the ratio of time by bus to time by car is less than 2:1.

However, it is not uniformly true that the higher the income, the lower the ratio. The relationship is somewhat more complex. In fact, from the lowest level to a peak of \$20-\$24,000 household income, the ratio rises. In other words, at that level of income, in spite of greater income, people seem to accept increasingly disadvantageous ratios as their income

rises, but only to the peak of \$20,000 to \$24,000. Only then does the ratio begin to decline as income rises.

Why is the lower end of the income scale an exception – an opposite one at that -- to the rule that the ratio normally declines with income? We do not know. However, one factor might be that more of the income group at and below the level of \$24,999 are both students and employed. Also they appear to have to make slightly more transit connections than others, and this would both lengthen their trips and would suggest that they have a destination such as college classes that are worth the extra time.

It may also be that income potential is stratified in some way. It may be that for workers in that income bracket well below the median household income in Alameda County (about \$61,000²) that there is an effective ceiling, and that is worth their while to take long trips by bus to achieve that income. This would be true, for example, if people at this income level had limited education or skills and thus had an effective ceiling on their incomes. In such a case, a car may not be an option, but moving among jobs might provide some upward mobility within the lower tier income range.

This is an interesting sociological question to examine in future studies, but is, unfortunately, one we cannot test further with the data at hand.

² The “median” means that half of households earn more and half earn less. The median in Alameda County is far above the national median of \$46,000.

Transfers: Number of Wheels buses used to complete this trip?

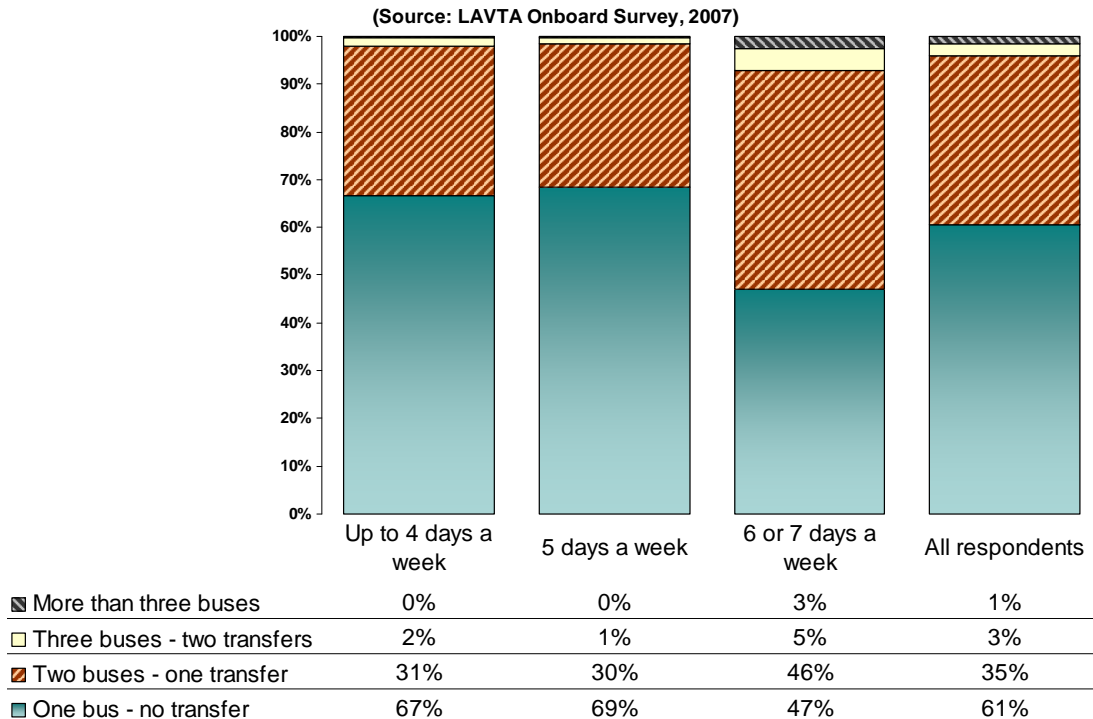


Figure 16 Transferring

Transfers

Many Wheels riders (39%) transfer one or more times on their usual local bus trips. This percentage compares favorably with a transfer rate of 46% for *Ride On*, a larger, but similar suburban system the team has studied in Maryland, a system that closely coordinates with Washington DC Metro.

A majority of 61%, of Wheels riders (up from 53% in 2002) say they do not transfer. Whether this change represents a change in riders' behavior or in the directness of Wheels routes is impossible to determine from these data.

This level of transfers is at the low end of rates of rider transfers among the systems studied recently by CJI Research. For example our recent studies have found transfer rates ranging from LAVTA's 47% to 54% in Anchorage (AK) and 59% in both Elgin (IL) and Savannah (GA). The Wheels transfer rate is much lower than some systems, including Peoria (IL) at 72% and Tampa (FL) at 81%.

Although transferring is usually essential to the maintenance of an efficient route system, riders tend to regard transfers negatively since they may increase travel time compared to direct service, and add an element of uncertainty regarding connections. Of course, in the case of

Wheels, unlike the other systems cited here, many of the transfers are to or from BART rather than to or from another Wheels bus. The mean trip time for those who say they do not transfer is 29 minutes, while for those who transfer once it is 39 minutes and more than once 43 minutes. Thus either the trip is physically longer (in mileage) or there is the perception of a ten-minute wait added by a single transfer and fourteen minutes added by more than one transfer.

Connecting with another transit system



(Source: LAVTA Onboard Survey, 2007)

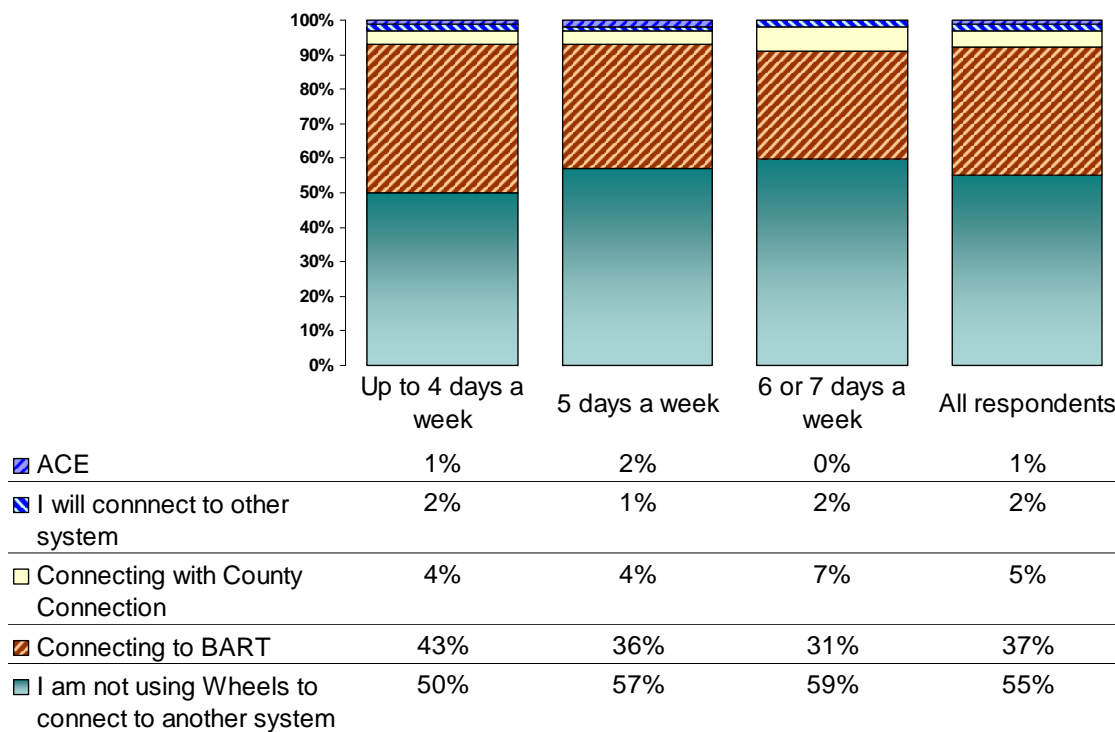


Figure 17 Connecting to other systems

Connecting to other systems

A majority of Wheels riders (55%) say they do not connect with other transit systems on their current trip. Those who do, most frequently connect with BART (37%), but a few connect with the County Connection (5%), ACE (1%) or other unspecified systems (2%).

In 2002, 9% fewer riders (46%) reported that they used Wheels exclusively and more reported they used “Other” systems. The data in 2007 are somewhat more precise with fewer people claiming “other” systems. However, we cannot fully determine whether this 9% change represents a real long-term change or a seasonal variation or an unusual variation in the samples.

Fare payment

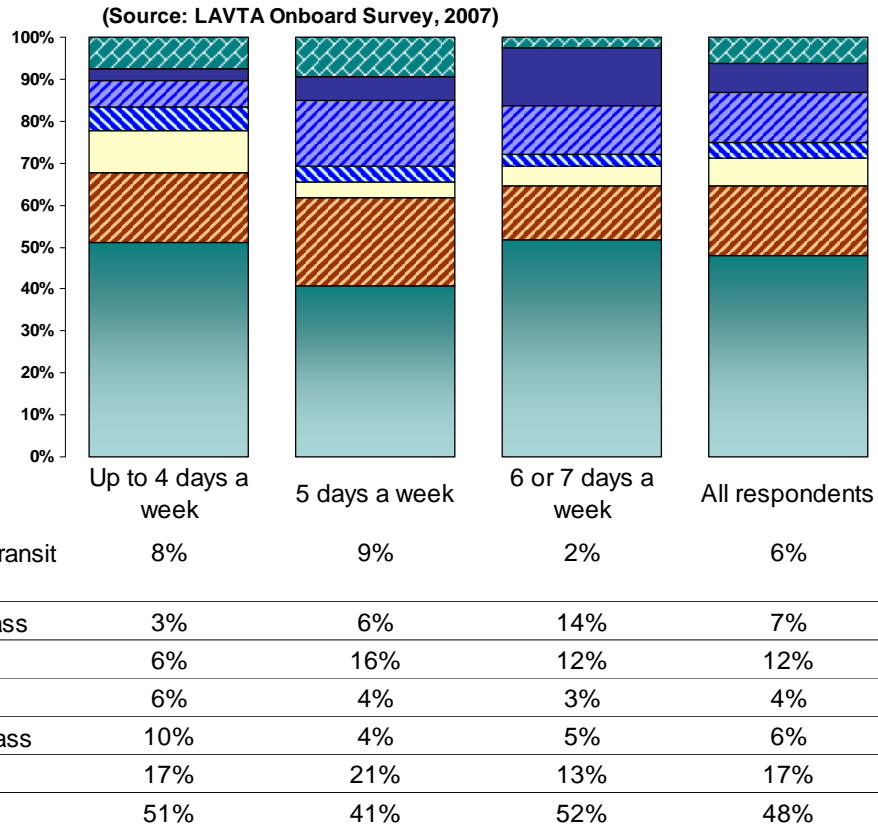


Figure 18 Paying the fare

Paying the fare

At the time of the survey, LAVTA fares were as shown in the table at the left, drawn from the LAVTA website. There had been a 25c increase in the basic fare since the 2002 survey, and commensurate increases in other fares. In spite of the fare increase, there was no major change in the proportion seeking to gain a discount by buying a monthly pass or ticket strip. In 2002, fifty percent (50%) of Wheels riders said they paid full cash fares. In 2007, almost the same proportion (48%) were paying full cash fares.

Of those who used pre-paid fare media in 2007, 12% used a "Business Club" pass (13% in 2002), while 6% used either a senior/disabled pass (5% in 2002) and 4% a

Regular Wheels Fares (Effective 26 August 2006)

Adults/Students (6-18)	\$1.50
Senior Citizens (Ages 65 & over)	\$0.65
Disabled (With RTCD Card)	\$0.65
Children under 6 with fare paying Adult	Free
Adult/Student SuperSaver Monthly Pass	\$45.00
Express Wheels Fares (Route 70X Only)	
Adults/Students (6-18)	\$1.50

Transfers

From Wheels	Free
From ACE	Free
From BART	\$0.60
From County Connection	Free

Wheels Ticket Books and Passes

Ticket Strips (10 Rides)	\$11.50
Adult/Student SuperSaver (Unlimited Rides)	\$45.00
Senior (65+) Monthly Pass	\$12.00
Disabled Monthly Pass	\$12.00
Senior Midday Pass (Good from 9AM-2PM)	Free

BART Plus pass (5% in 2002). The balance used a Super Saver Pass (7%) or a Fare Buster Ticket (17%). These categories were not broken out in 2002, but the total using these kinds of fare media was 26% at that time and is 24% now – i.e. essentially unchanged.

One might expect that a higher proportion of the most frequent riders would take advantage of the discounted ten-trip tickets. As we have found elsewhere, however, because much of the ridership in all-bus systems has relatively low household income levels, any pre-payment of fares is considered difficult and risky to make. The six or seven day riders tend to be of the lowest income levels and least able to pay \$45 in advance of a month of often uncertain work and often temporary work locations. This is especially true of calendar month passes which diminish in their discount with time, and which require careful timing of cash flow, a luxury not available to low income households.

There are exceptions to this rule. Among the five and six or seven day riders, we do see a much higher usage of the “business-club pass” and the Bart Plus pass than among the occasional rider group. This suggests two things. First it implies that the Business Club Pass succeeds in promoting commuting via Wheels, and second, it suggests that there is a sub-segment of frequent riders who can in fact afford the cost of the monthly pass.

Interest in purchase of a pass



(Source: LAVTA Onboard survey, 2007)

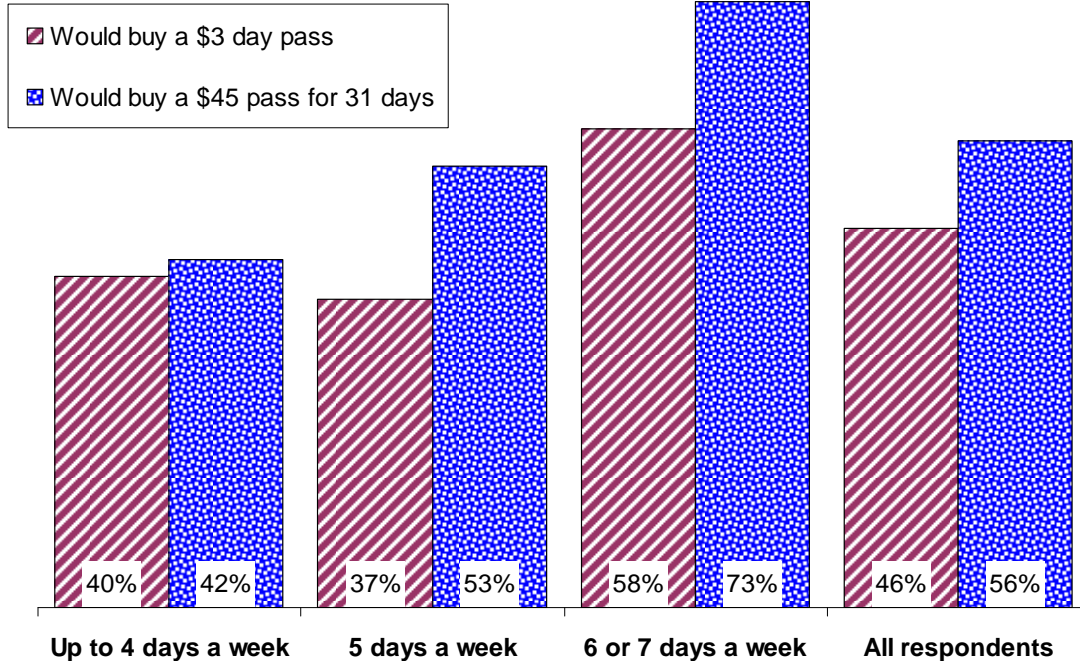


Figure 19 Interest in purchasing a pass

Interest in purchasing an unlimited ride pass

Respondents were asked these questions:

- If you could buy a day-pass for \$3 on this bus good for one day of unlimited rides on Wheels, would you have bought it today?
- If a pass were available for \$45, good from the day you bought it for 31 days of unlimited rides on Wheels buses, would you buy it?

The chart above indicates the responses to these questions. While *intent* to purchase a pass is not highly predictive of who will actually purchase a pass (or have the cash to do so), it does offer an indication of desire. Several observations:

- Logically, one would expect greater interest among those who use the system most intensively, and that is what the chart shows. We will see later, however, that purchasing power (i.e. income) tends to be lesser among the more frequent users, thus dampening their capacity to fulfill what they would prefer.

- It is somewhat surprising that 42% of the occasional riders express an intent to purchase a thirty-one day pass. It may be that they believe they would use Wheels more often if they perceived it as more of a bargain. But many of them already have sufficient income to purchase the existing monthly pass and yet they do not do so. Thus their nominal interest may be nothing more than a favorable response to what they perceive would be a bargain if they needed it.
- Interest in the thirty-one day pass is much greater than the actual purchase of the existing monthly pass. One reason is that intention never is equal to the reality of purchase. But another is that the thirty-one day pass does not lose value as a month progresses. Just as important, it is flexible in terms of purchase date and can be tailored to the time when a household has the cash on hand to purchase it.
- Interest is nominally greater in the thirty-one day pass than in the day-pass. However, experience elsewhere teaches that the daily pass is purchased far more often than a 31 day pass (because demands on available cash from the low-income intensive users are lesser), and that would quite possibly be true for Wheels as well.

• Transit systems introduce discount passes to meet various objectives. One is to reduce the costs of printing transfers and alleviate the interpersonal challenges to drivers of administering time-limited transfers (apparently not a major problem for Wheels). Another is to obtain the float which advance payment provides, and to reduce the costs and security problems of handling cash. Still another is to provide riders with convenience, faster boarding (thus on-time performance) and provide a discount to encourage greater use of transit for purposes of SOV commute trip reduction. Another, such as passes for seniors and the disabled, are intended to provide a social benefit.

The most successful program we have observed among our clients in these respects was the Pinellas Suncoast Transit Authority (PSTA) of Clearwater (FL). They eliminated transfers, required a pass or a full cash fare at every boarding, established a 31 day pass, and a daily pass at a cost of only slightly more than two full fares. They saved 100% of transfer printing costs, eliminated what for them was a major system problem of transfer enforcement, speeded boarding, reduced cash-handling costs and realized an increase in farebox recovery. To do this, they had to install fareboxes capable to producing a printed day pass, and expand the distribution system for the thirty-one day passes.

Whether this would be feasible or work as well for Wheels is uncertain and would take more consideration. However, it is clear that the ridership is quite interested in the possibilities of such passes.

Would you have bought a \$3 pass today for unlimited rides?

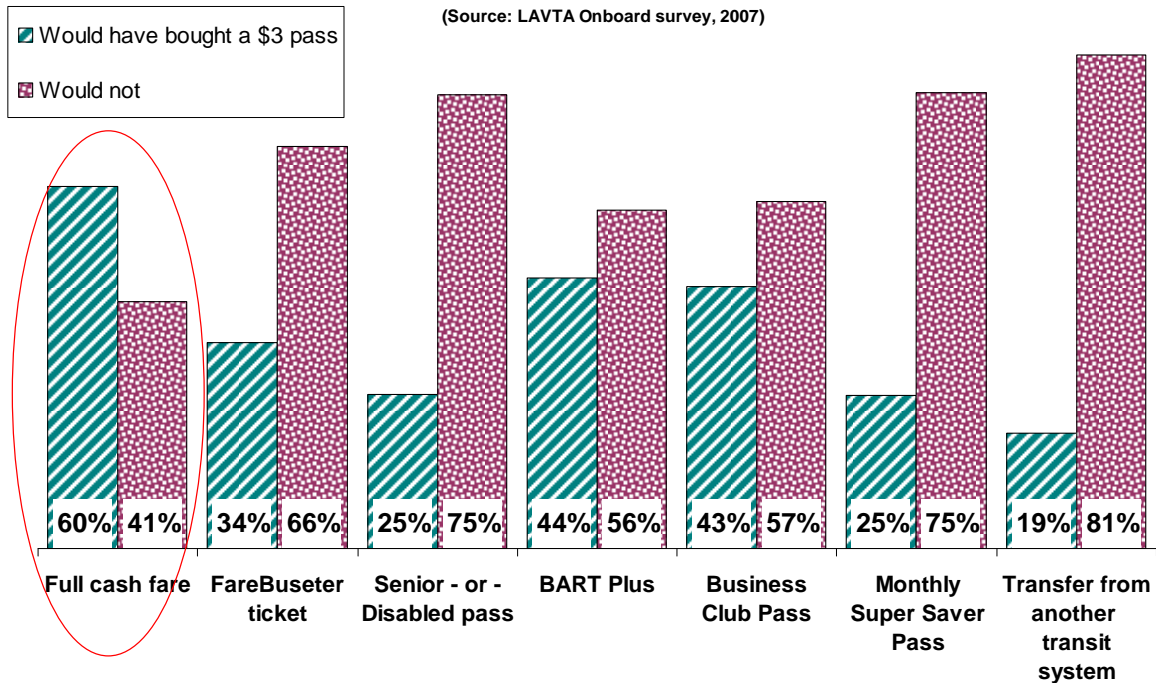


Figure 20 Cash fares and interest in the daily pass for \$3

Current use of fare media and interest in the \$3 day pass

Almost half of Wheels riders pay a full cash fare. Interest in the daily pass is greatest among those who now pay the full cash fare. It is puzzling, however, why there would be any interest among the Business Club pass users who already have a prepaid fare. Yet 43% said they would have purchased that pass had it been offered. Perhaps it is the inherent appeal of the “unlimited rides” qualifier. Or perhaps they mean that if they did not have a Business Club pass they would have purchased it - though that was not the question’s wording.

Interest in \$3 daily pass, by income level



(Source: LAVTA Onboard survey, 2007)

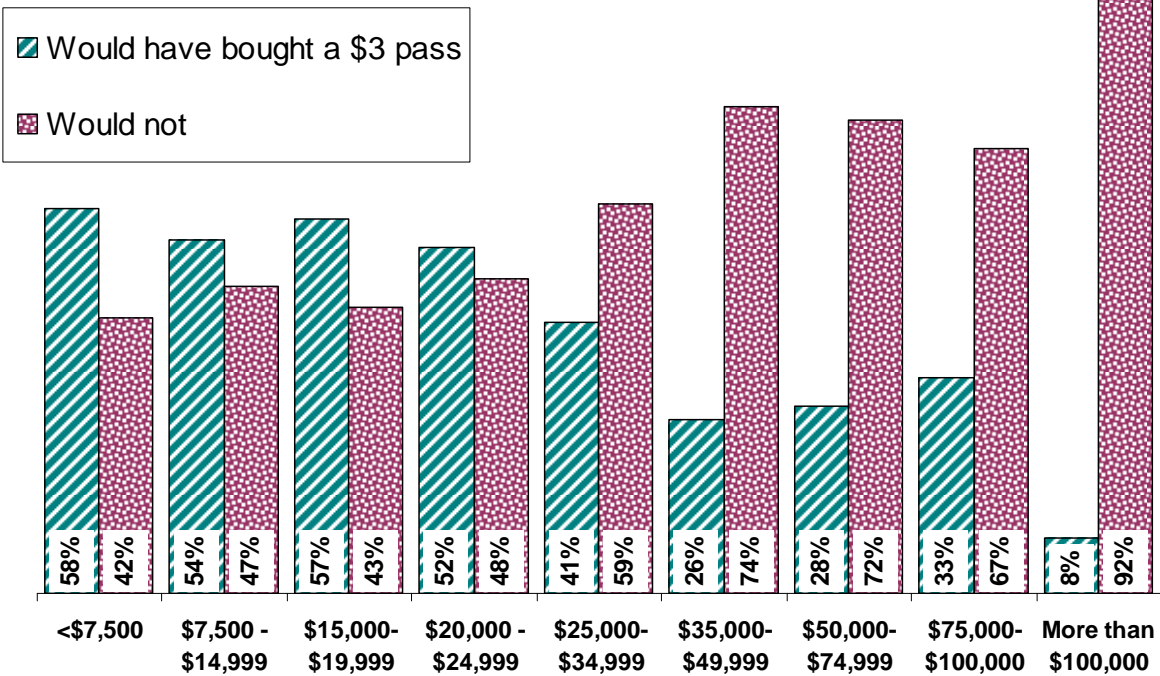


Figure 21 Interest in a \$3 day pass, by income level

Income and interest in a \$3 day pass

Interest in a day pass at \$3 for unlimited rides is greatest among those riders with the lowest incomes. The reason is that they are very transit dependent, making several trips per day by bus. The advantage of unlimited trips at a flat rate is very substantial for them,

Interest in a 31 day pass for \$45



(Source: LAVTA Onboard survey, 2007)

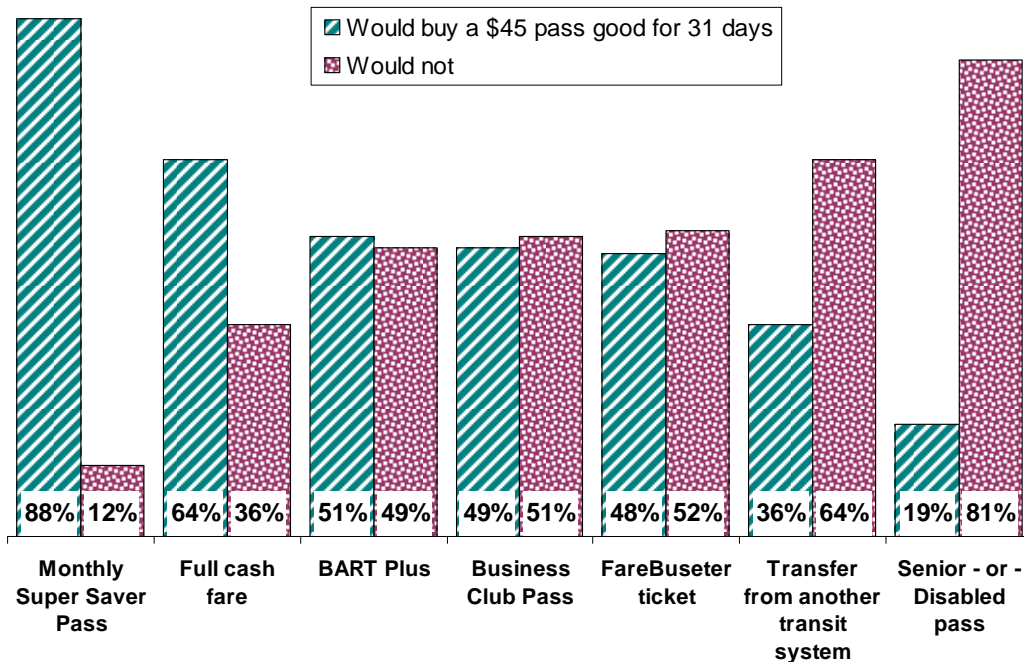


Figure 22 Interest in a \$45 pass for 31 days

Current use of fare media and interest in the 31 day pass for \$45

Those most likely to be interested (88%) in the prospect of a 31-day pass are those riders now using a monthly pass. They are followed in level of interest by those now paying full cash fares, 64% of whom say they would buy a thirty-one day pass. About half of BART Plus riders (51%) said they too would buy it as did Business Club Pass users (49%), and Fare Buster Ticket users (48%). Those using transfers or senior and/or disabled discount passes tended to see no reason to buy the 31-day pass.

These results suggests that not only would such a pass tend to displace some of the cash fares, but would also displace some of the utilization of current pass media.

The Business Club riders are again a bit of a mystery. Given that their pass is provided by the employer, why would they opt to purchase a monthly pass? To speculate again, they perhaps may mean that if there were no Business Club Pass, they would purchase a 31-day pass.

Trips per week and interest in purchasing a transit pass



(Source: LAVTA Onboard survey, 2007)

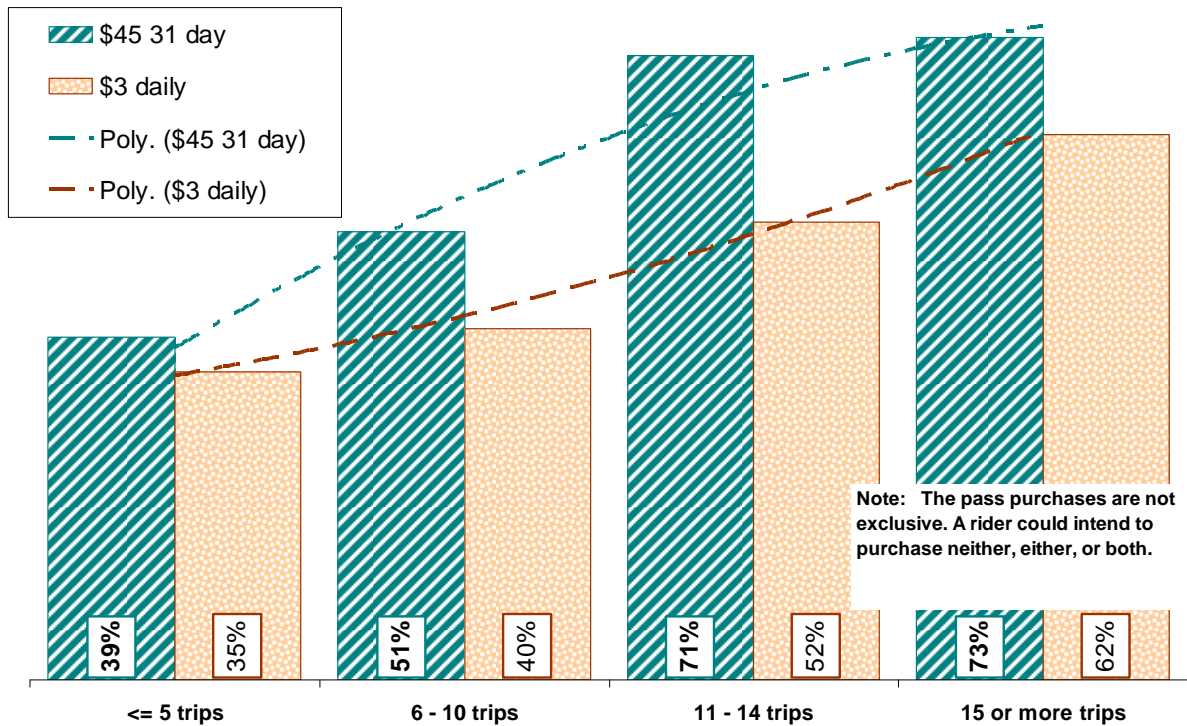


Figure 23 Pass media and number of trips per week

Number of Wheels trips per week and interest in a daily or thirty-one day pass

Logically we would expect that the more trips per week a rider makes, the greater his or her interest would be in a pass providing unlimited trips at a flat rate. The trips per week can be approximated (see also footnote 1, page 11) by multiplying the trips per day times the days per week Wheels is used.

The chart above indicates the relationship between trips per week and interest in the two types of unlimited ride passes. It also shows polynomial trend lines for each type of pass, indicating the general shape of the relationship. These trendlines show that interest in the \$3 daily pass keeps climbing as the number of trips rises, regardless of the number of trips, while interest in the 31-day pass climbs with the number of weekly trips until the 11-14 trip mark when it levels off.

(Source: LAVTA Onboard survey, 2007)

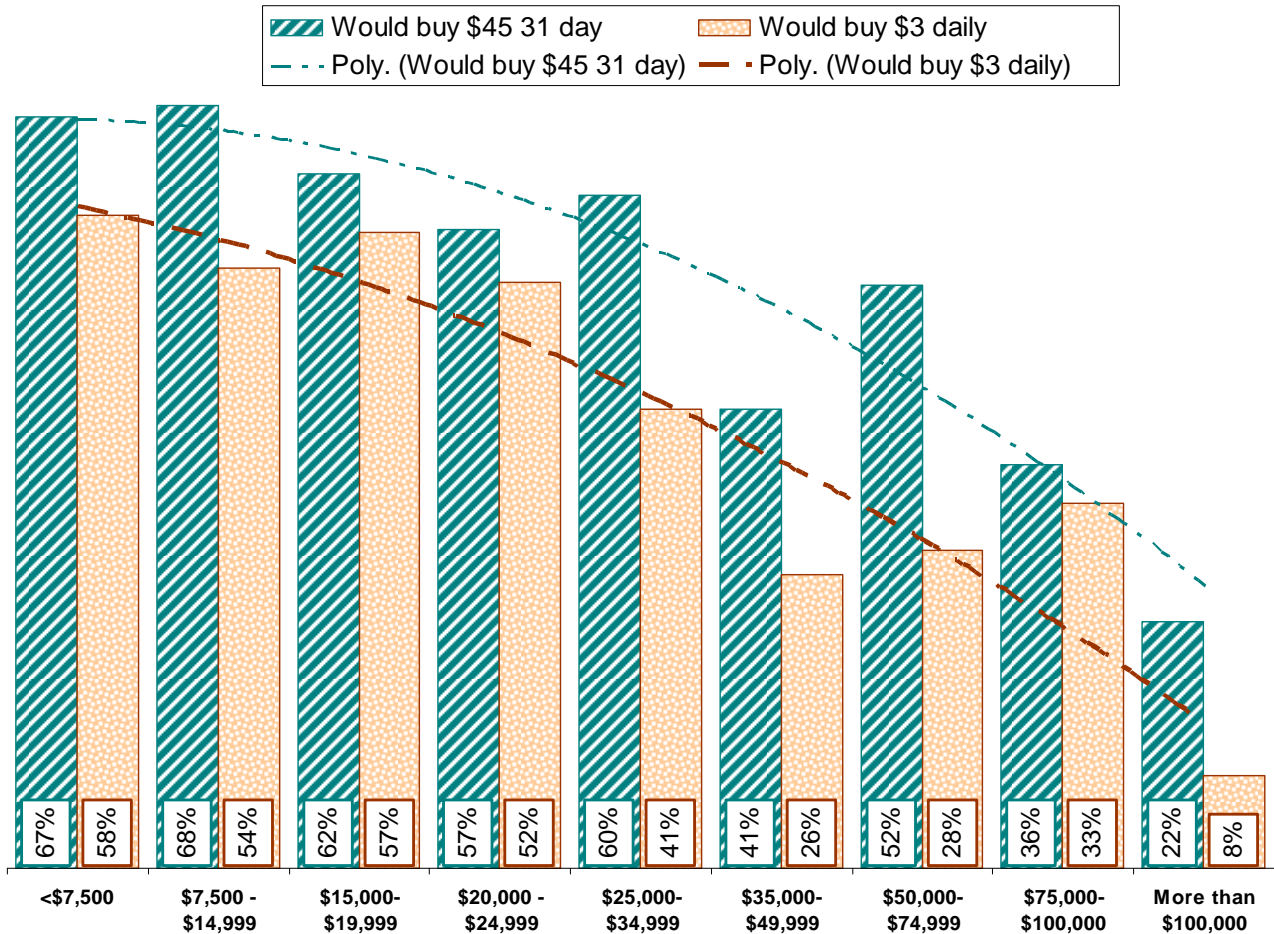


Figure 24 Income and interest in transit passes

Income and interest in a daily or 31 day pass

The chart above demonstrates that, in general, the higher the income, the less the interest in purchasing a daily or 31-day pass. Why this would be true is not clear without further analysis. It may be that travel patterns differ somewhat with income level. For example we know that

the higher the income, the more likely it is that the Wheels rider transferred from another transit system. Perhaps that helps depress demand for fare media unique to Wheels.

Income and fare medium used for current trip

	<\$7500	\$7500 - \$19999	\$20000 - \$34999	\$35000 - \$74999	\$75000 or more
Full cash fare	54%	46%	56%	53%	46%
FareBuster ticket	18%	23%	9%	20%	20%
Senior - or - Disabled pass	9%	16%	7%	9%	1%
BART Plus	9%	3%	8%	0%	5%
Business Club Pass	2%	7%	5%	5%	10%
Monthly Super Saver Pass	5%	0%	6%	0%	1%
Transfer from another transit system	3%	5%	9%	13%	17%

Perceptions of Wheels service

Service ratings

Top two score categories only



(Source: LAVTA Onboard Survey, 2007)

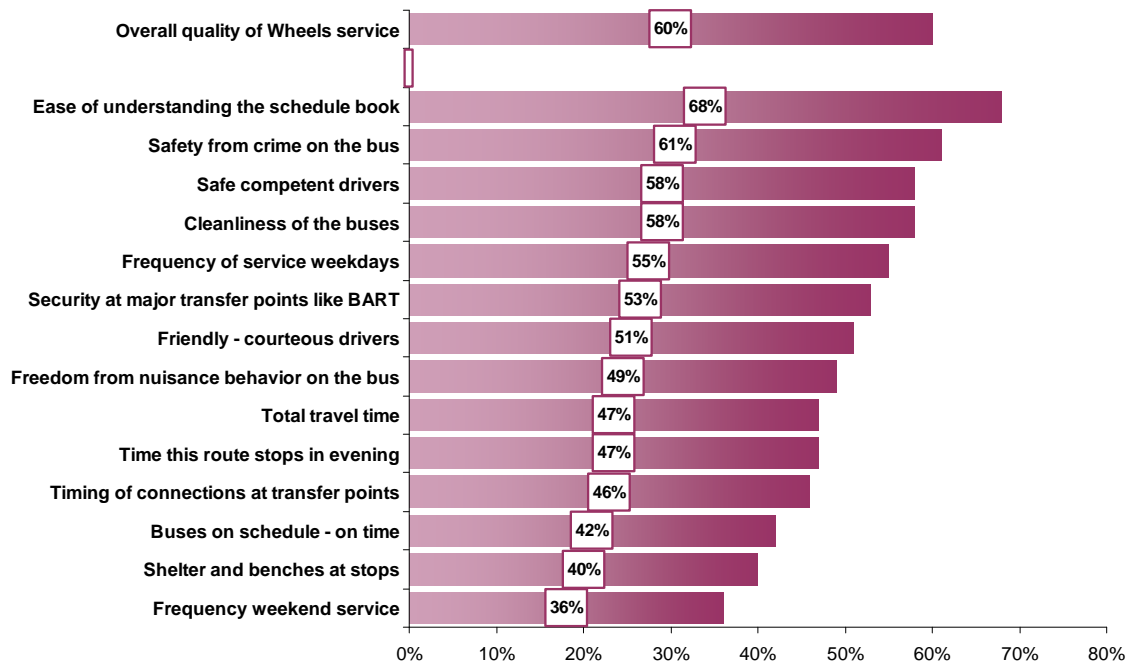


Figure 25 Ratings of Wheels service

Service ratings

In this section we will address customer ratings of Wheels services, first taking the ridership as a whole, and then breaking it into market segments

The first chart (above) in this section gives an overview of how well the system is performing in the eyes of all riders. It identifies basic strengths and weaknesses. The second chart will examine whether the patterns of strengths and weaknesses are similar or dissimilar among the rider frequency segments. The third chart provides a comparison of scores from 2002 and 2007 for the elements of service for which we have measures in both years.

The basic measurement reported here is the highest two scores which we consider to be “excellent.” This is a demanding criterion, but one that is important because for customer retention service has to meet that criterion.

Overall quality is considered “excellent” by 60% of the riders, a high mark for an all bus system.

Many of the elements of service have majorities rating the service as excellent. These include ease of understanding the schedule book, safety from crime on the bus and other items listed in the chart.

At the low end of the rating scale are the items rated less than excellent by more than half of the riders. Frequency of weekend service (36% excellent) is typically rated low by riders. In spite of the fact most of them do not use weekend service, those who use transit like to have it available. Since they do not consider the costs involved in providing the service, they consider it a failing of a bus service when it is lacking. Level of evening service is rated better in this case (47% excellent) than frequency of weekend service. But it is subject to the same logic. Specifically from the rider's point of view, if I am going to rely on transit, I need it to be available whenever I need to travel. From the rider's point of view, the closer to approximating that level of service the more functional the system and the better the retention rate.

Shelters and benches at bus stops are a perennial concern of riders. In addition they are an important element of marketing to potential riders who, when driving by, observe people standing and waiting, sometimes in the rain for the uncertain arrival time of the bus. Well maintained, preferably lighted, shelters at as many stops as possible are very popular and helpful to system image.

On-time performance thus making timely connections at transfer points are other elements that are often rated low on the list of services. Traffic congestion obviously hinders well-times movement of buses, and places this item somewhat out of the control of management, although rapid boarding and signal prioritization can help somewhat.

Service ratings by rider frequency segment



(Source: LAVTA Onboard Survey, 2007)

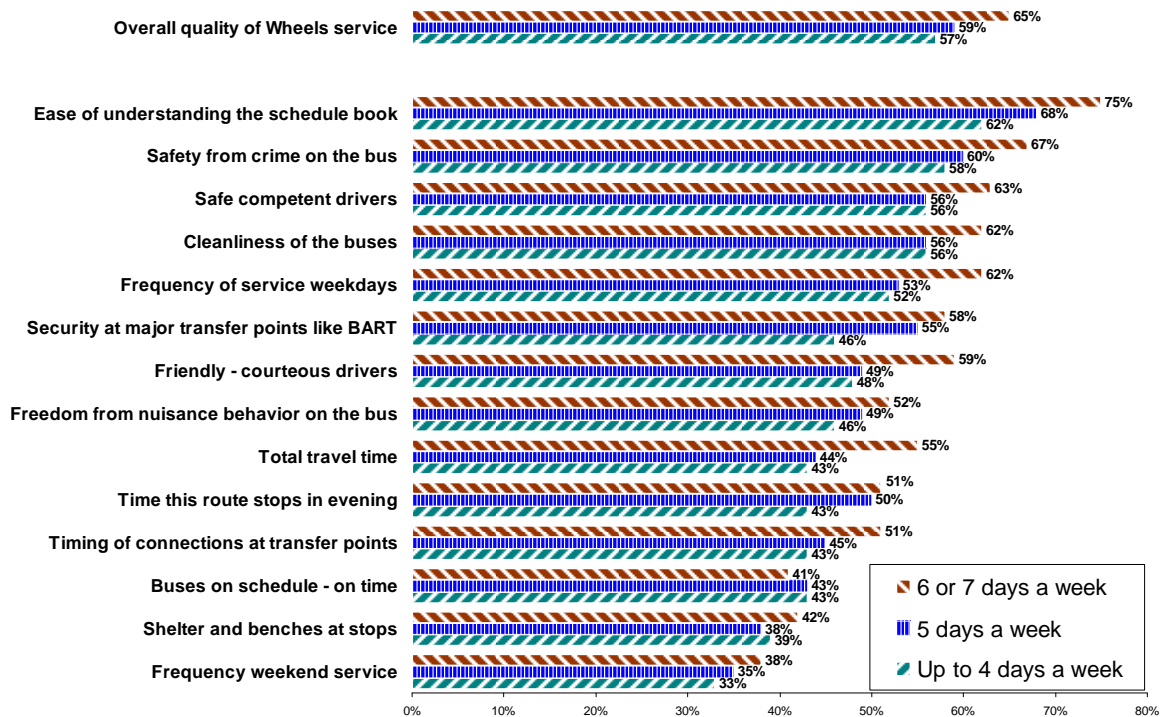


Figure 26 Rating of Wheels service, by rider market segment

Service ratings by the rider market segments

Comparing the three rider market segments, we find that for the most part the rank order of the scores is similar. The highs and lows for the three segments are essentially the same. There is relatively little deviation in the rank order.

The most frequent riders are the most likely to rate service as excellent. This makes sense from a demand point of view – one expects satisfied customers to use a service more often – but it is not always characteristic of transit systems. In some cases we have found that the most frequent riders score service lower than the five day-a-week riders because as the most intensive users, the impact of any deficiencies is greater on them than on others.

Service rating changes since 2002



(Source: LAVTA Onboard Surveys, 2002 and 2007)

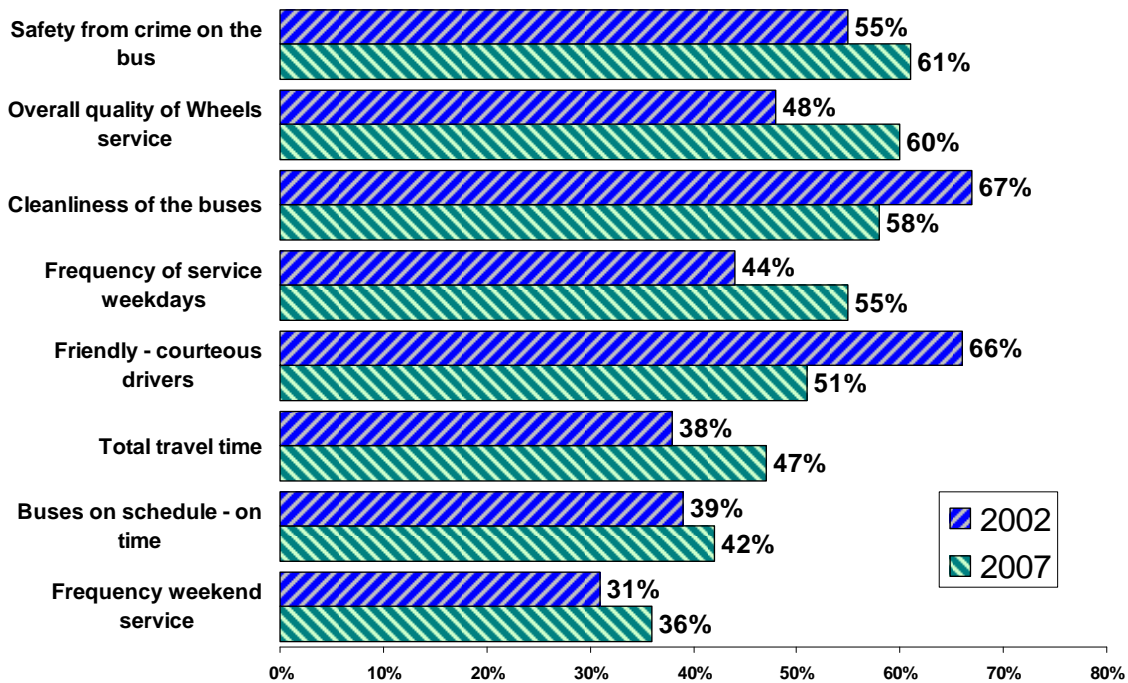


Figure 27 Changes, 2002 - 2007

Service ratings 2002 and 2007

When we compare the top scores in the 2002 and 2007 surveys, we find that for the most part they have improved substantially, although there are exceptions. A sense of personal safety or safety from crime went from 55% excellent ratings then to 61% now. Overall quality of service went from 48% then to 60% now. Similarly, frequency of weekday and weekend service, on-time performance, and total travel time, all improved. One factor in these improved perceptions may be the lower rate of transfers reported now (down to 53% from 61%).

However, two service elements declined: The courtesy of drivers and the cleanliness of buses. We will see in the next chart that 29% of riders said they had had a problem in the previous thirty days with the courtesy of a driver. Sometimes these types of problems involve momentary flare-ups, especially if there are many new drivers, or if there are policy changes that must be enforced by the bus operators.

Perceived cleanliness of buses is often related to weather during the survey week or to the age of the fleet. Weather can play a role if snow or rain falls during a survey period. Aging vehicles tend to be more difficult to maintain in a state in which they appear “clean” to the passenger. Fleet age may help explain the change from 2002 to 2007 when the vehicles were five years older, although there could also be shorter term issues of actual vehicle cleanliness also.

Percent reporting having had no problem with aspects of service in previous 30 days



In the past 30 days, have you had a problem with...
 (% saying they **DID NOT HAVE** a problem)
 (Source: LAVTA Onboard Survey, 2007)

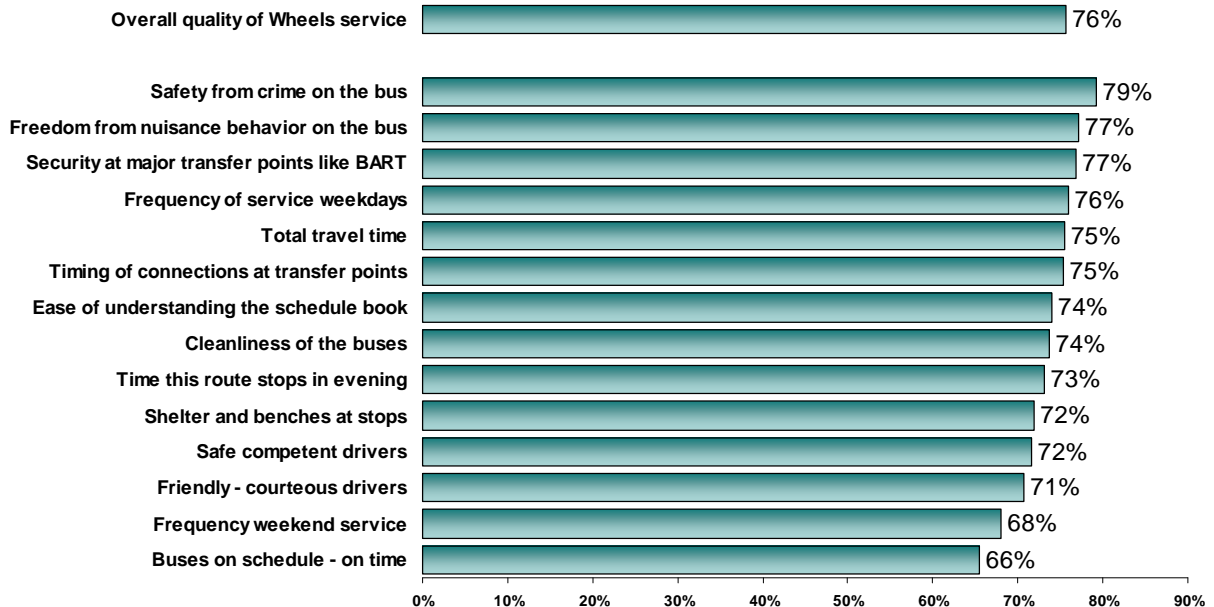


Figure 28 Percent reporting having had no problem with service in previous thirty days

Having a problem with service in the past thirty days

Respondents were asked whether they had had any problem with each of the rated aspects of service in the past thirty days. The chart shows the percent of riders saying they had had no such problems. In all aspects of service, two-thirds or more of the respondent reported having no problems. The best rating was for safety from crime on the buses with 79% reporting having had “no problem.” Freedom from nuisance behavior on the bus and security at major transfer points were next, tied at 77% with “no problem.” The fact that almost 80% report having had no problem in terms of personal sense of safety is a positive sign about the atmosphere on the Wheels buses, though obviously it also signals that there is room for improvement.

The most useful aspects of this form of rating is that it provides a time-bound check and a behavioral observation with is likely to be more objective than the rating itself. Thus it can help to identify what riders see as immediate problems. In this case 66% said they had no problem with buses running on schedule, but this means that 34% did have such a problem, or at least felt they had. Similarly weekend service (68%) also falls below 70% positive, “no-problem” ratings. In other words, almost a third of riders said they had had a problem with lack of weekend service in the previous thirty days.

Impact scores



<u>Impact scores</u>					
<u>Problem in past 30 days?</u>					
	Problem	No problem	Difference (A-B)	% reporting a problem	Impact score (C * D)
	A	B	C	D	E
Frequency weekend service	5.2	7.9	2.7	32%	0.86
Buses on schedule - on time	6.1	8.2	2.1	34%	0.71
Total travel time	5.7	8.5	2.8	25%	0.69
Timing of connections at transfer points	5.9	8.5	2.5	25%	0.63
Freedom from nuisance behavior on the bus	5.7	8.4	2.7	23%	0.61
Time this route stops in evening	6.2	8.4	2.2	27%	0.59
Shelter and benches at stops	6.1	8.1	1.9	28%	0.54
Frequency of service weekdays	7.1	8.8	1.7	24%	0.40
Safety from crime on the bus	7.0	9.0	1.9	21%	0.40
Ease of understanding the schedule book	7.8	9.0	1.3	26%	0.33
Friendly - courteous drivers	7.5	8.6	1.1	29%	0.33
Cleanliness of the buses	7.5	8.7	1.2	26%	0.31
Safe competent drivers	8.3	8.8	0.5	28%	0.15
Security at major transfer points like BART	8.0	8.5	0.5	23%	0.12
Overall quality of Wheels service	7.6	8.9	1.3	24%	0.32

Figure 29 Impact scores

Impact scores

The underlying purpose of computing an “*impact score*” is the need to combine the overall perception of the quality of a service with the observation of service problems. The headings chart above shows the simple math that goes into the computation. Basically we take the difference between the scores of those who have noticed a problem and those who have not. That gives a sense of the impact of a problem. Then to see the impact on the overall ridership, we multiply the difference times the percentage who said they had observed a problem.

The score is basically a negative score. The lower the score, the better. The scores tend to be below one because relatively few people perceive problems and the impact of the problems on the rating is usually small. In fact the overall perception of service is usually fairly independent of any given problem that a rider experiences because any given problem is only a piece of a much larger transit-user experience. Thus the impact scores tend to be very low. A score of 1 or more would be cause for alarm. A score near one is a cause for concern.

The advantage of using the impact scores is that they enable us to combine the *perception and the experience* of service characteristics and thus obtain a very full measure of the relative severity of any service problems from the customer’s point of view.

In this case, we find that the most severe problem from the customers’ point of view is the lack of frequent weekend service. We know that many fewer people use or even try to use weekend service than weekday service. However, the difference in the mean rating scores between the riders experiencing a problem and those not experiencing such a problem is so extensive in this case (2.7 points), and the percent reporting a problem is so high (32%) that it emerges as a very important concern of current riders.

Crucial basics of transit travel are also high on the impact scale – on-time performance, total travel time, timing of transfer connections. In an area with as much traffic congestion as the Tri-Valley area, it is understandably difficult to maintain schedules and connections. But from the customers' point of view, there is substantial impact of these problems on perception of the transit service.

It is interesting that although freedom from nuisance behavior was low in the number of riders experiencing problems, it is high on the impact score list, and is much higher than concern about crime on the bus or at stations. The reason is that the effect of experiencing a problem is so severe (mean difference = 2.7) that it is fifth in the list of impacts on perceptions.

Service improvements desired

Importance of service improvements

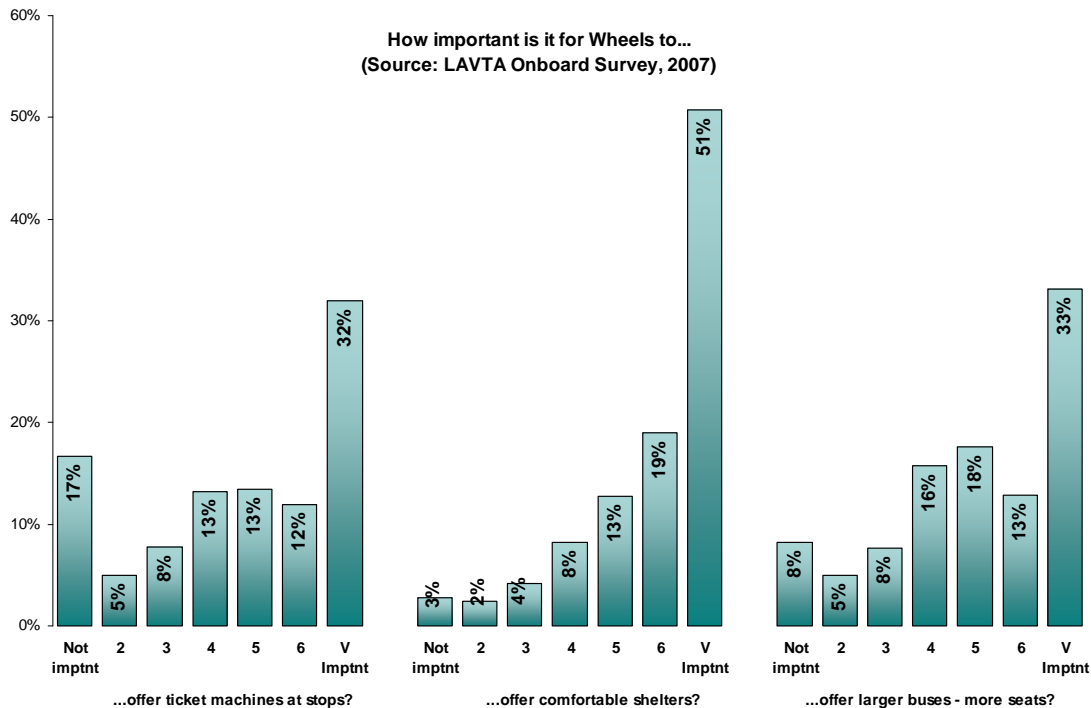


Figure 30 Importance of selected service improvements

Three improvements

Riders were asked how important three service improvements would be to them. Notice the response pattern in the charts above. For each of the three service improvements, more riders score it “very important” than any other score. However, the patterns for both ticket machines and larger buses with more seats are mixed, showing collective ambivalence when compared with the unified desire for better shelters at bus stops. For that improvement, 51% score it very important.

Of course it is probably not self-evident to riders that ticket machines would speed the boarding process and thus enhance on-time performance. Thus such improvements are not “quick wins” such as shelter improvements are with customers, but are incremental improvements that can be made over time not because of customer demand but because of their known operational, impact.

Importance of service improvements

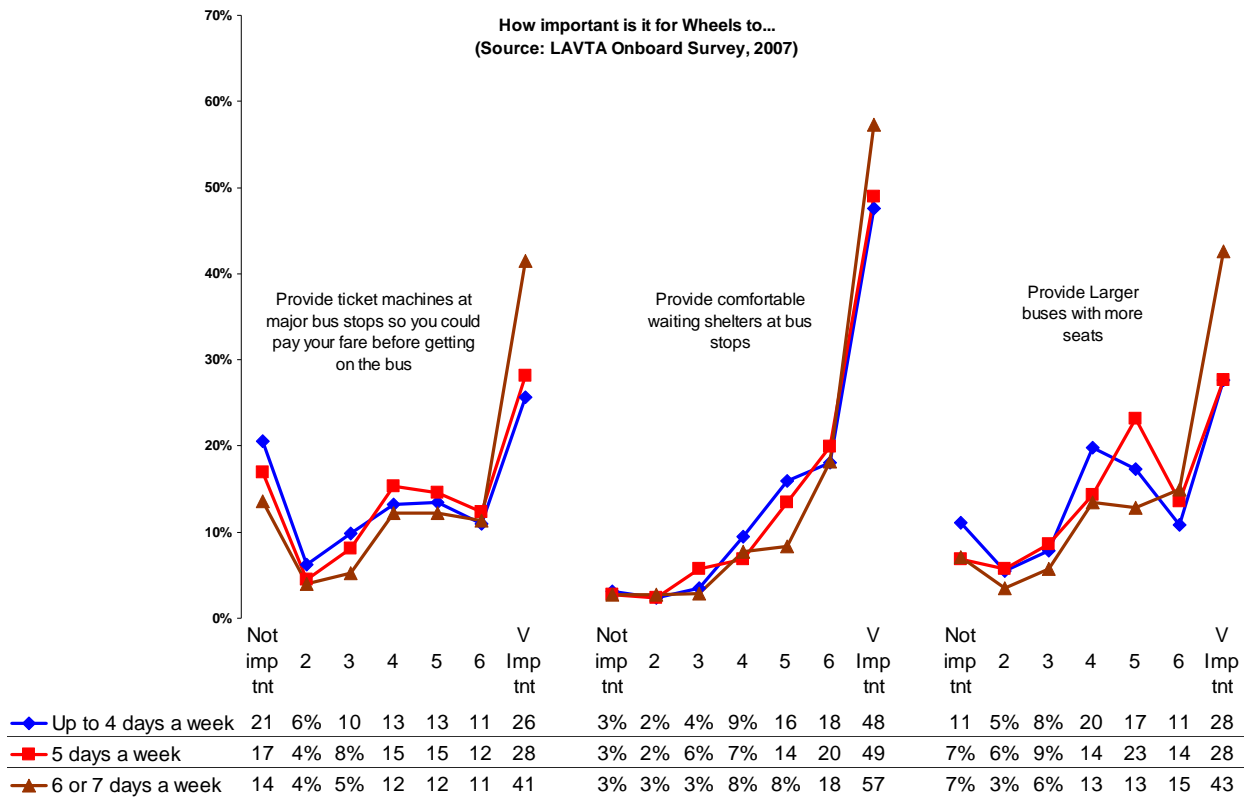


Figure 31 Importance of service improvements, by rider market segment

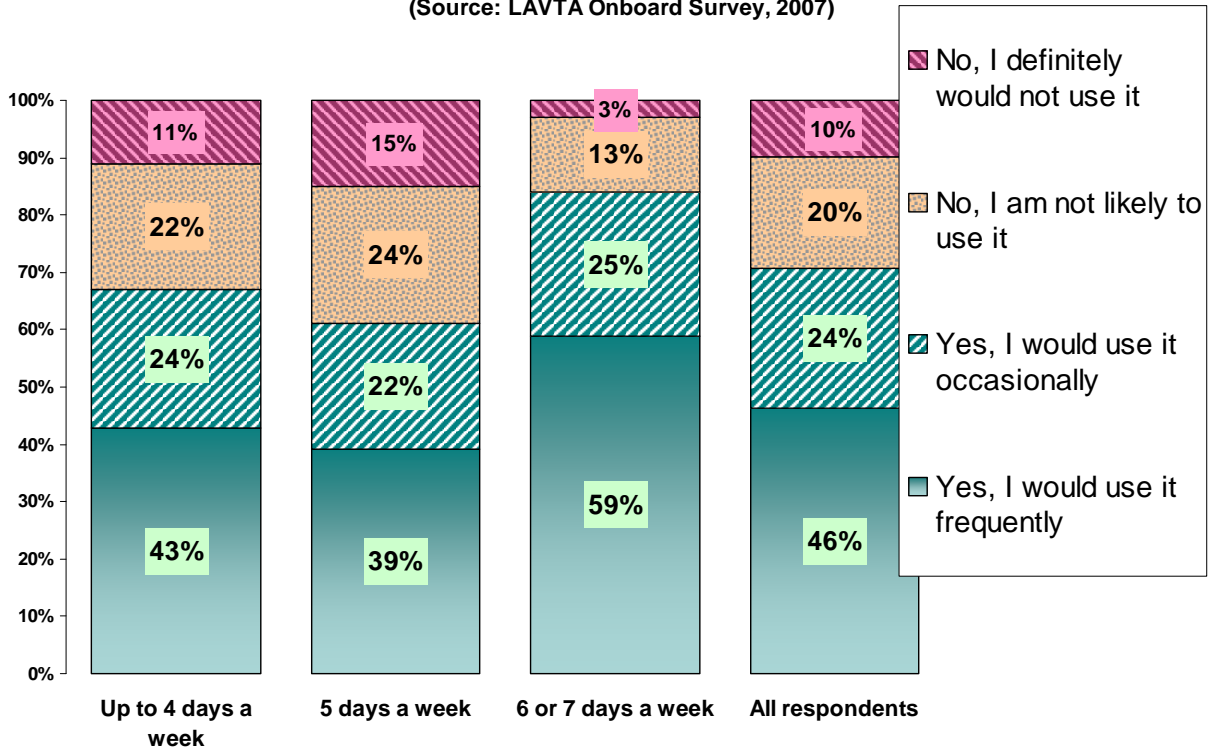
Three possible improvements and the response of the market segments

The three rider market segments are similar in their responses to the service improvements posited. However, in each case, as one would expect, the most frequent riders are more likely than others to consider each improvement as very important. The most mixed review is of the larger buses, and the most unified view is of the need for comfortable bus shelters. The latter is given a unanimous vote in favor of its importance by all three segments.

Intended use of direct service between Livermore and Dublin/Pleasanton BART station



(Source: LAVTA Onboard Survey, 2007)



Direct service Livermore --> Dublin/Pleasanton BART on I580?

Figure 32 Intended use of direct service between Livermore and Dublin

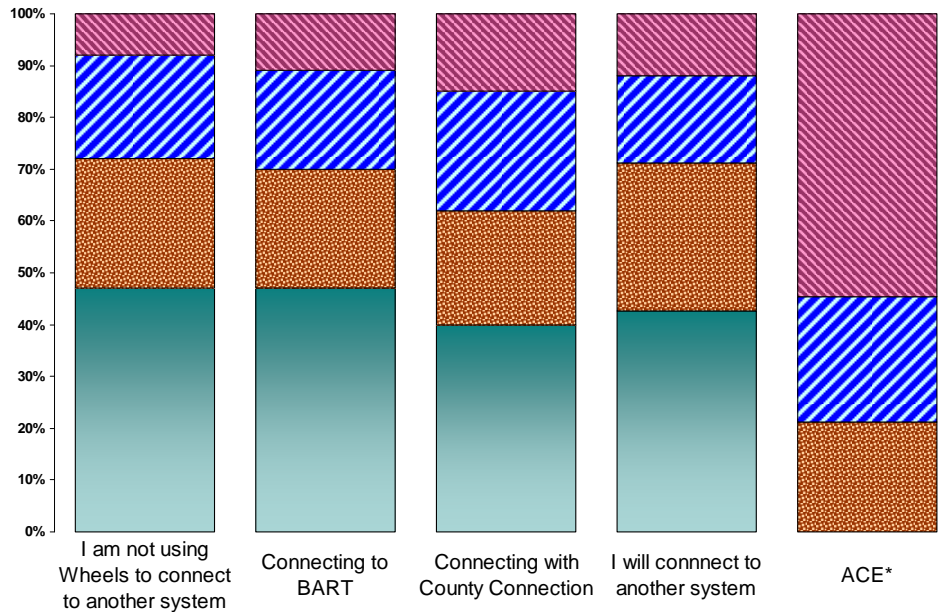
Direct service between Livermore and Dublin

Riders were asked if they would “...use a direct service from Livermore to the Dublin/Pleasanton BART station, with no stops in between and running on I580 in regular traffic.” Of all respondents, 46% said they would use it frequently, while another 24% said they would use it occasionally. The response of the six or seven day riders was even more positive, with 59% saying they would use it frequently. Fewer of the commuting oriented riders, the five-day riders, (39%) said they would use it regularly.

Projected use of Livermore to Dublin/Pleasanton BART service, by type of connection



(Source: LAVTA Onboard Survey, 2007)



■ No, I definitely would not use it	8%	11%	15%	12%	54%
■ No, I am not likely to use it	20%	19%	23%	17%	24%
■ Yes, I would use it occasionally	25%	23%	22%	29%	21%
■ Yes, I would use it frequently	47%	47%	40%	43%	0

* There are too few ACE users to consider the data in this column to be any more than merely suggestive.

Figure 33 Projected use of a Livermore – Dublin/Pleasanton BART service, by type of transit connections used

Interest in direct service between Livermore and Dublin/Pleasanton BART station and type of connection

One would expect that those riders connecting with BART would be more likely than other riders to say they would use the direct service. Yet they are not. While 47% of those not connecting with BART say they would use such a service, also 47% of those connecting with BART say they would use it. Apparently there is a market for direct local trips between Livermore and Dublin/Pleasanton independent of the BART connection. Perhaps these riders expect to connect with Wheels at the BART station for further local travel on Wheels.

Preferred point of origin in Livermore of direct service to Dublin/Pleasanton



(Source: LAVTA Onboard Survey, 2007)

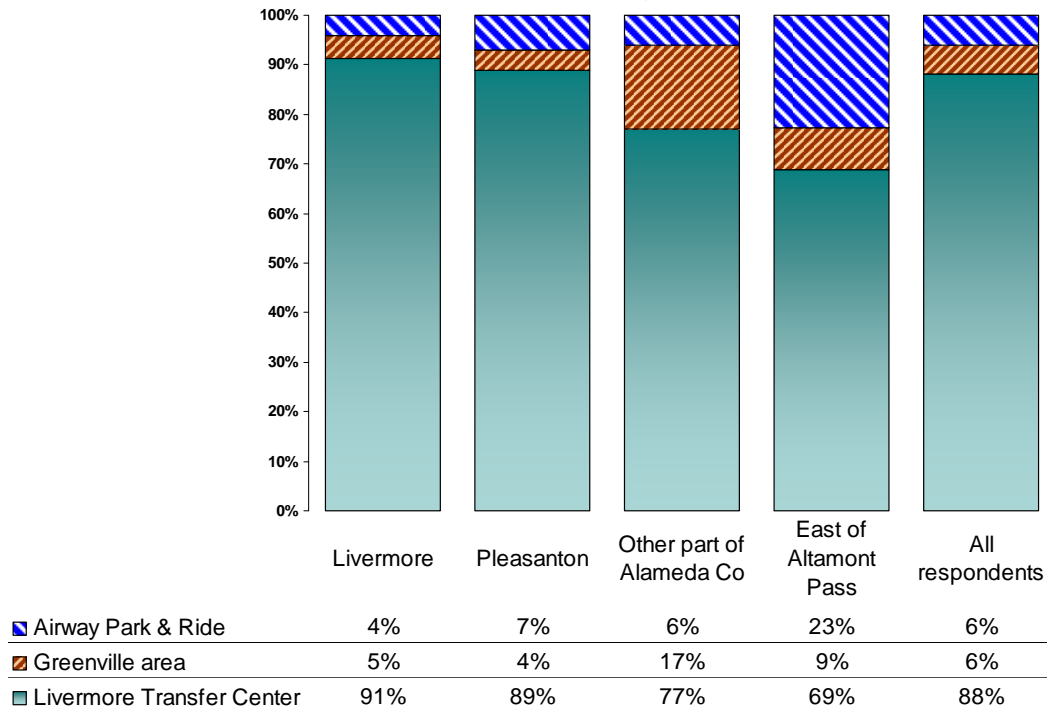


Figure 34 Preferred point of origin in Livermore

Where should point of origin be in Livermore?

The response among current riders to the question of location of the point of origin for a direct service to the BART station at Dublin/Pleasanton was as close to unanimous as one finds in such questions: 88% preferred the Livermore Transfer Center. This preference holds true regardless of where the riders reside.

Demographics

Residence



(Source: LAVTA Onboard Survey, 2007)

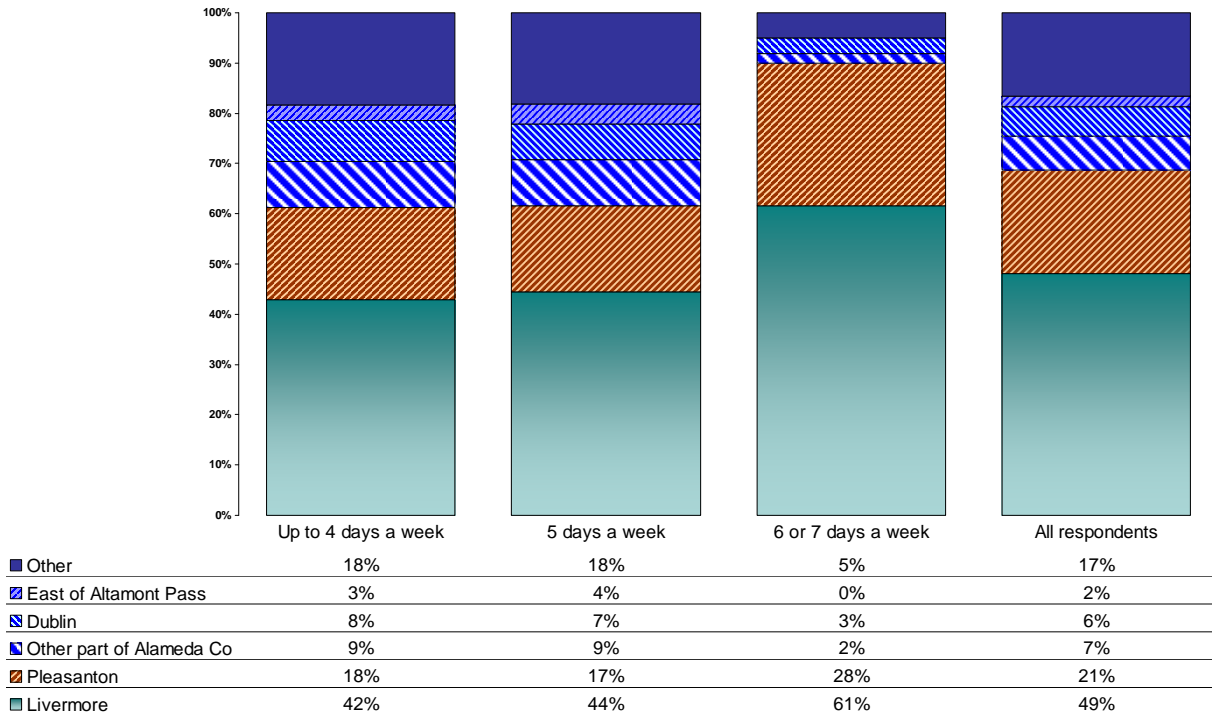


Figure 35 Areas where rider market segment reside

Place of residence

Where the "other" riders live

	Up to 4 days a week	5 days a week	6 or 7 days a week	All respondents
Oakland	3%	1%	2%	2%
San Francisco	3%	3%	0%	2%
Castro Valley	2%	0%	0%	1%
Concord	0%	1%	0%	1%
Contra Costa	1%	1%	0%	1%
Hayward	1%	2%	0%	1%
San Ramon	1%	0%	1%	1%
Stockton	0%	1%	0%	1%
Walnut Creek	0%	2%	0%	1%
Other	7%	7%	2%	6%
Total	18%	18%	5%	17%

Roughly half of Wheels riders reside in Livermore (49%), while Pleasanton has the next most (21%). Dublin provides 6% of the riders. The balance are spread through the Tri-Valley and through the Bay area as the inset table shows.

It is probably obvious to local residents, but it is clear from the data that the intensity of using Wheels is related to where people live. The most frequent

rider (six or seven days) are much more likely than the less frequent riders to reside in Livermore (61%) or Pleasanton (28%). The five-day riders and the occasional riders are more likely to live in Livermore or Pleasanton than anywhere else, but they are also more likely than the most frequent riders to live in "other" areas or in Dublin.

Modal choice



(Source: LAVTA Onboard Survey, 2007)

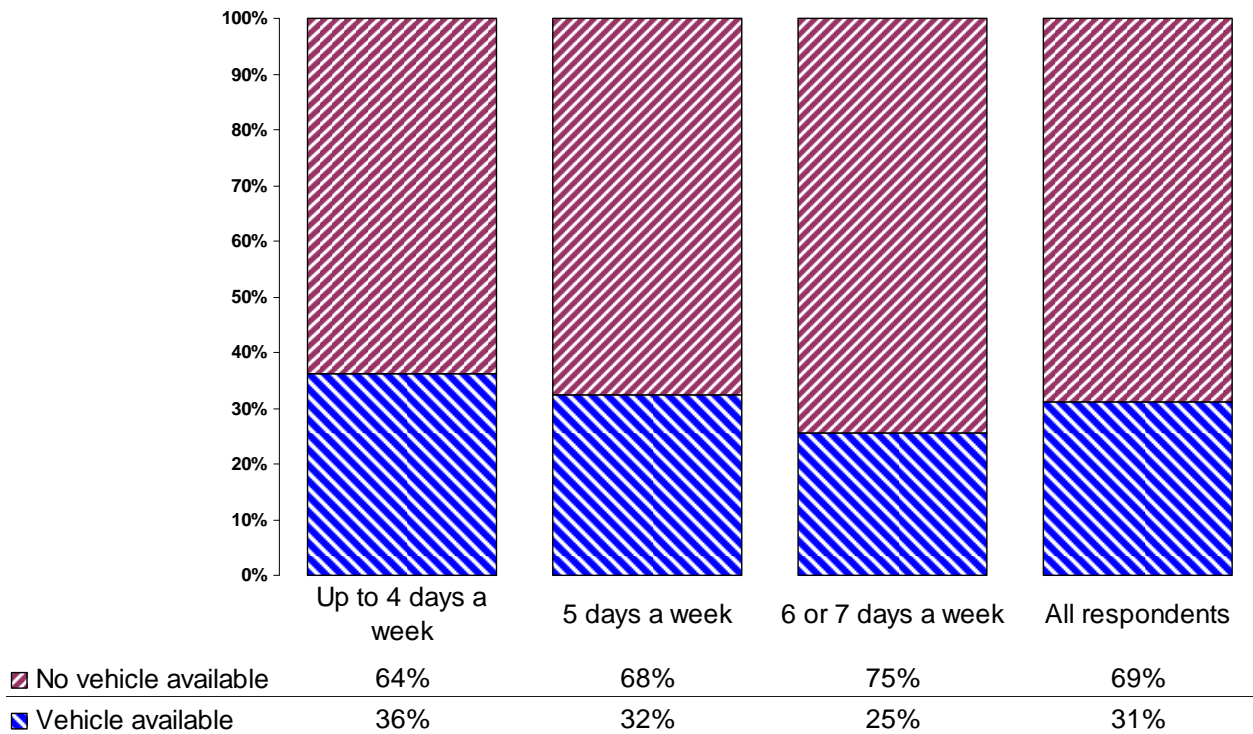


Figure 36 Modal choice

Modal choice

Approximately one-third of riders said they had a vehicle available to make the trip on which they were surveyed. Thus apparently they were using Wheels “by choice,” not necessity.

Gender



(Source: LAVTA Onboard Survey, 2007)

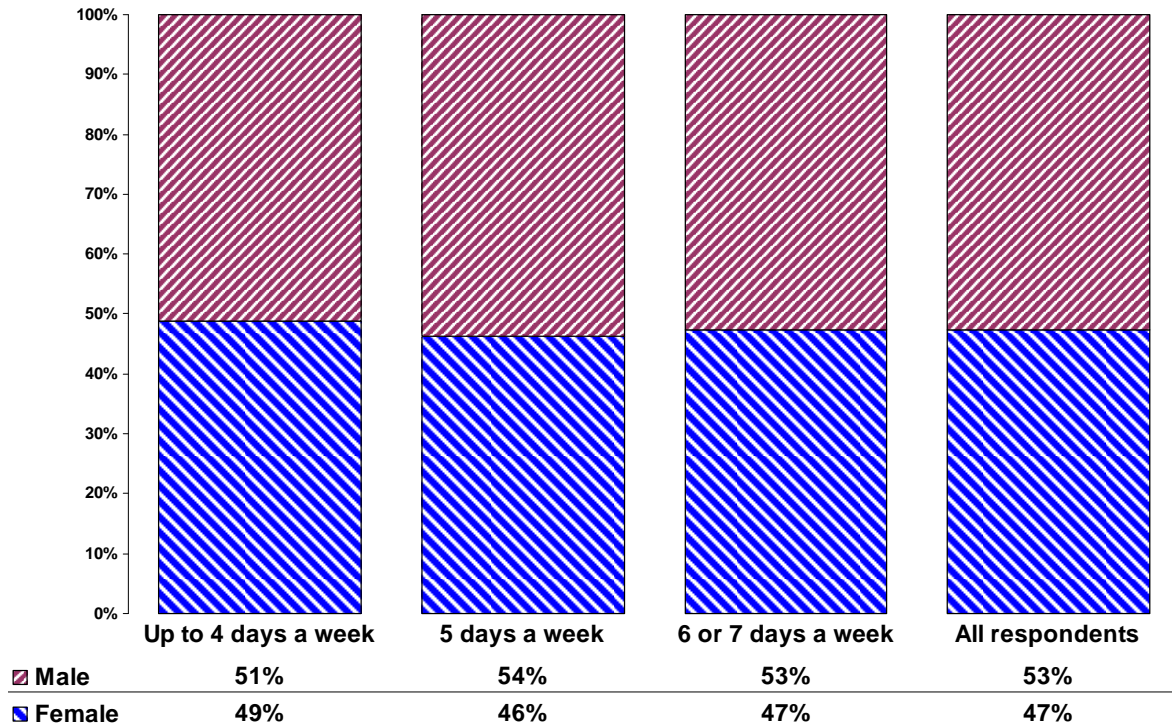


Figure 37 Demographics of the market segments: Gender

Demographics: Gender and ridership

Although the population as a whole is majority female, the Wheels ridership appears to be slightly more male (53%) than female. This does not vary substantially with the market segments.

Age



(Source: LAVTA Onboard Survey, 2007)

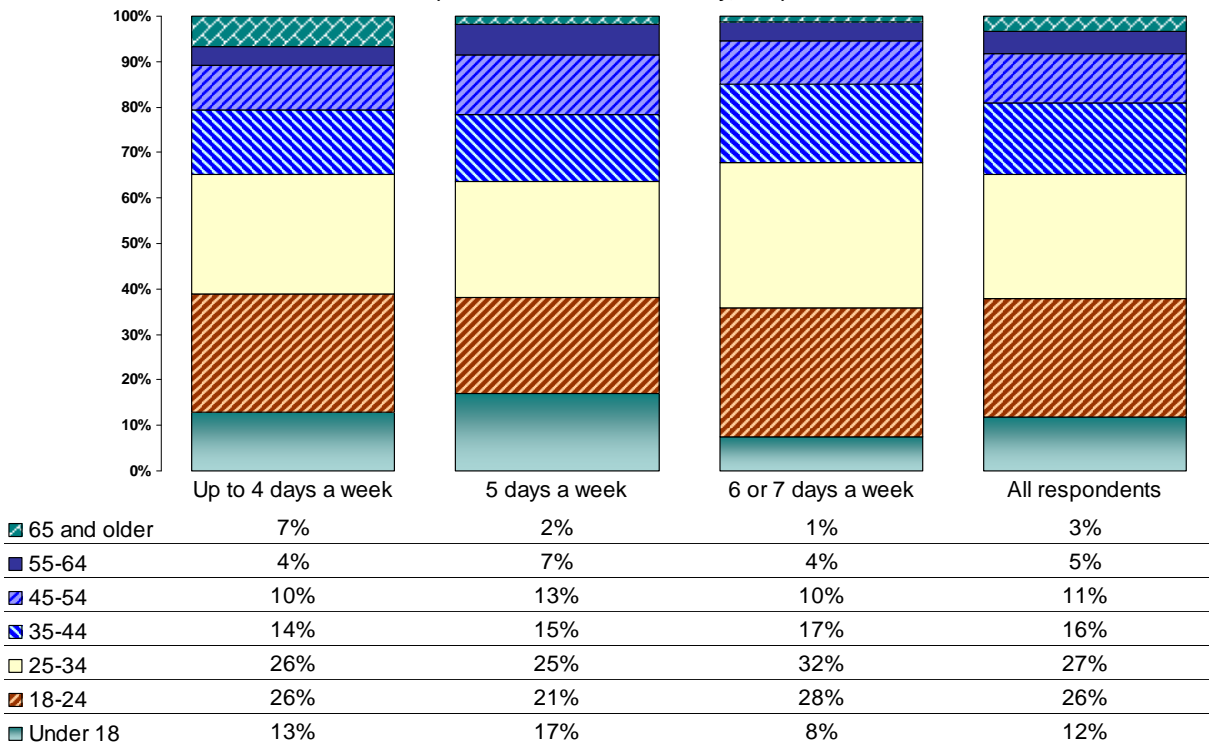


Figure 38 Demographics: Age of rider segments

Demographics: Age

Throughout the United States, especially in mid-size, bus-only systems, bus riders tend to be young. Wheels riders are no exception and as a whole are younger than riders in many systems. Of all riders, 38% identify themselves as being less than twenty-four years old. More than 60% of all three segments identify their ages as being under thirty-four. In contrast, according to the US Census Community Survey of 2005, only 33% of the population of all of Alameda County fell into the age range from 10 years old to 34³.

The occasional riders are the only segment to have a significant group of persons sixty-five and older (7%). In contrast, the other segments have only 1% or 2% in that age group.

³ We use the Census age range of 10 – 14 as the youngest for comparison because the sample includes some middle school students, but certainly no child who appeared to be younger than 13 or 14 would have been approached by a surveyor.

Income



(Source: LAVTA Onboard Survey, 2007)

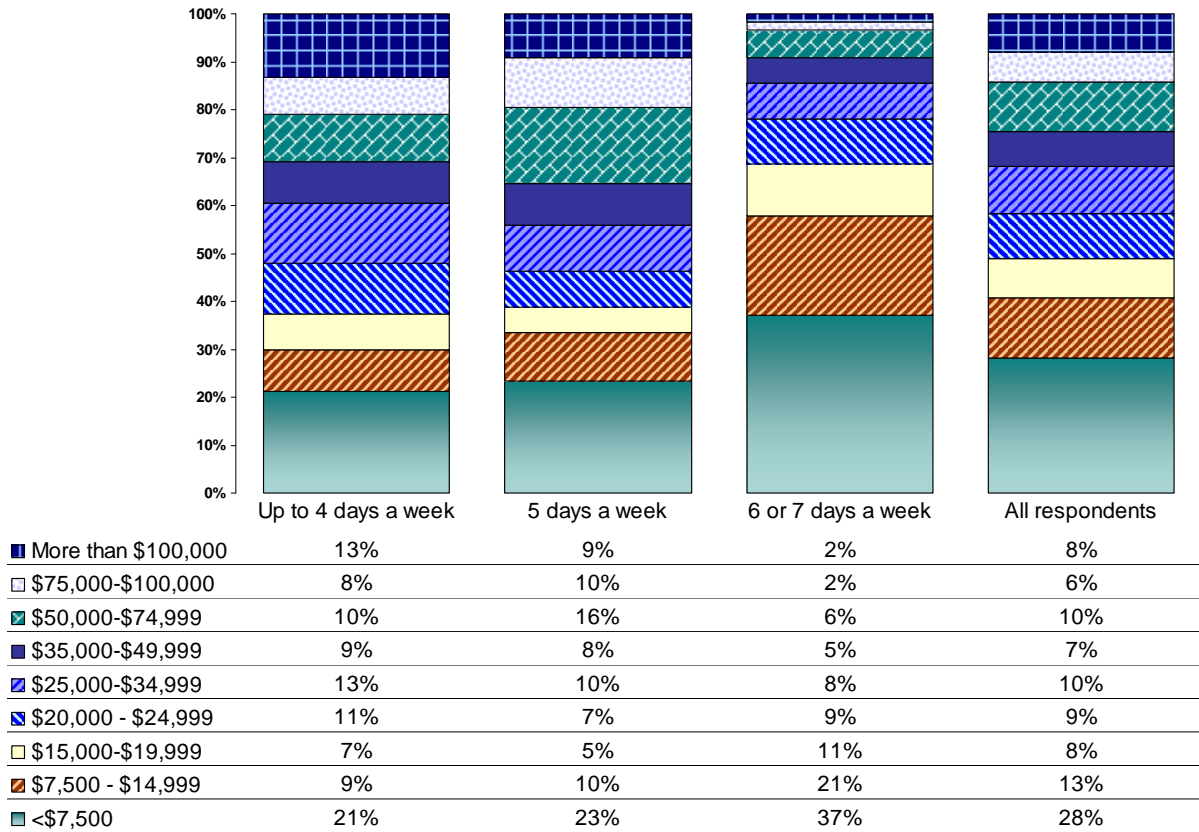


Figure 39 Demographics of the market segments: Household income

Demographics: Household income of the rider frequency segments

The incomes of all three rider segments are quite low, with 41% reporting household incomes of less than \$15,000. The incomes of those who use Wheels six to seven days a week are especially low, with 58% citing household incomes under \$15,000 annually. These percentages are unchanged since the 2002 survey.

The least frequent ridership group has somewhat higher incomes than other riders, with only 30% reporting their household incomes as less than \$15,000 a year. Both they and the five-day riders have a broader distribution of incomes than the most frequent riders. Both have fewer people in the very lowest income brackets, and have substantial numbers in the income levels of \$75,000 or more (21% for the occasional riders, and 19% for the five-day riders).

Ethnicity



(Source: LAVTA Onboard Survey, 2007)

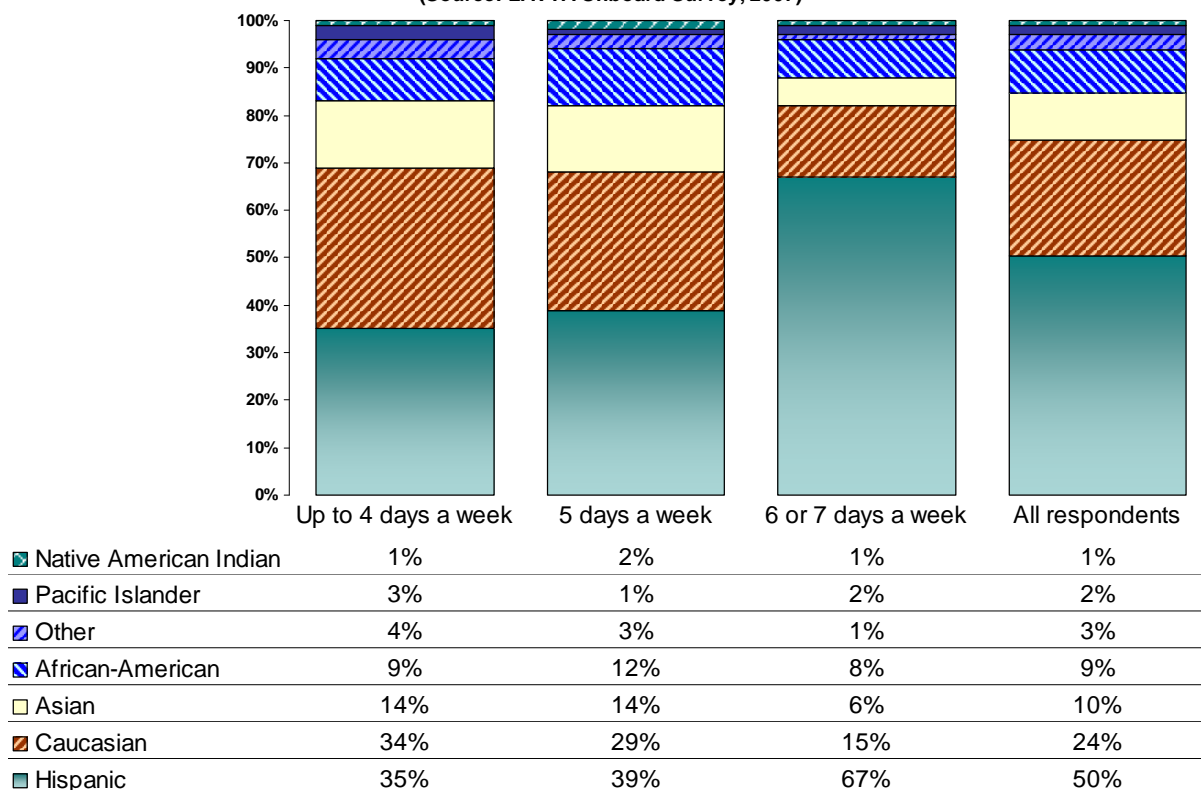


Figure 40 Demographics of the rider market segments: Ethnic / racial self-identification

Demographics: Ethnic / racial self-identification

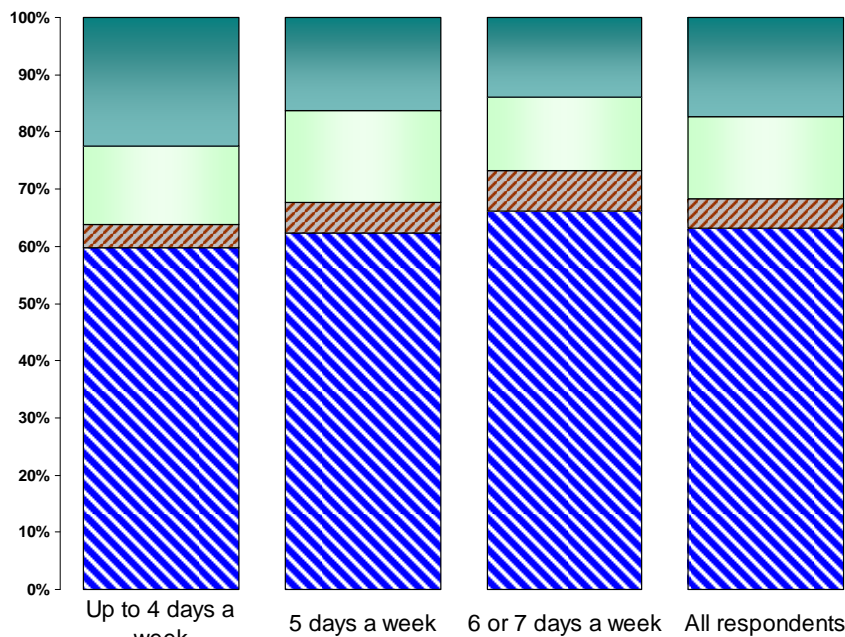
More Wheels riders identify themselves as Hispanic (50%) than any other ethnic group, either by their use of Spanish to complete the survey or by their self-identification when asked ethnic origin⁴. The most frequent riders are far more likely (67%) than the five-day riders (39%) or occasional riders (35%) to be Hispanic, and much less likely (15%) to be Caucasian compared to 29% or the 5-day riders and 34% for the occasional riders.

⁴ In the 2002 study, only the self-identification variable was used and language was not considered. Most Hispanics identified themselves as Caucasian when completing the survey in Spanish resulting in an underestimate of the Hispanic component of the ridership. Had that definition been used in 2002, the percent Hispanic would have been the same as today: 50%.

Student status



(Source: LAVTA Onboard Survey, 2007)



	Up to 4 days a week	5 days a week	6 or 7 days a week	All respondents
■ I attend college	22%	16%	14%	17%
□ I attend high school	14%	16%	13%	14%
▨ I attend middle school	4%	5%	7%	5%
■ I do not attend school or college	60%	62%	66%	63%

Figure 41 Student status

Student status

One-third of all Wheels riders identify themselves as students. This percentage certainly understates the proportion of students in the Wheels ridership because school trippers were intentionally excluded from the sample.

The occasional (40%) and five-day riders (38%) are more likely than the six or seven day riders (34%) to say they are students.

Of the students surveyed, most were college or high school students.

Employment



(Source: LAVTA Onboard Survey, 2007)

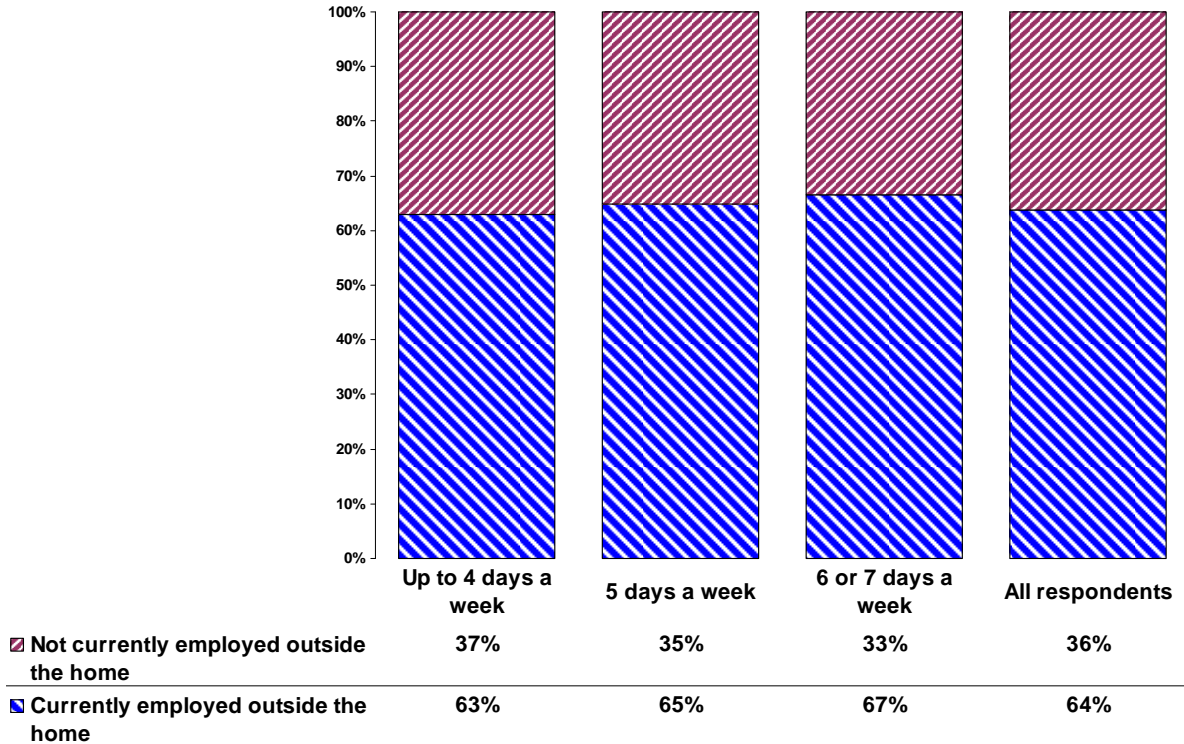


Figure 42 Demographics of the rider market segments: Employment

Demographics: Employment

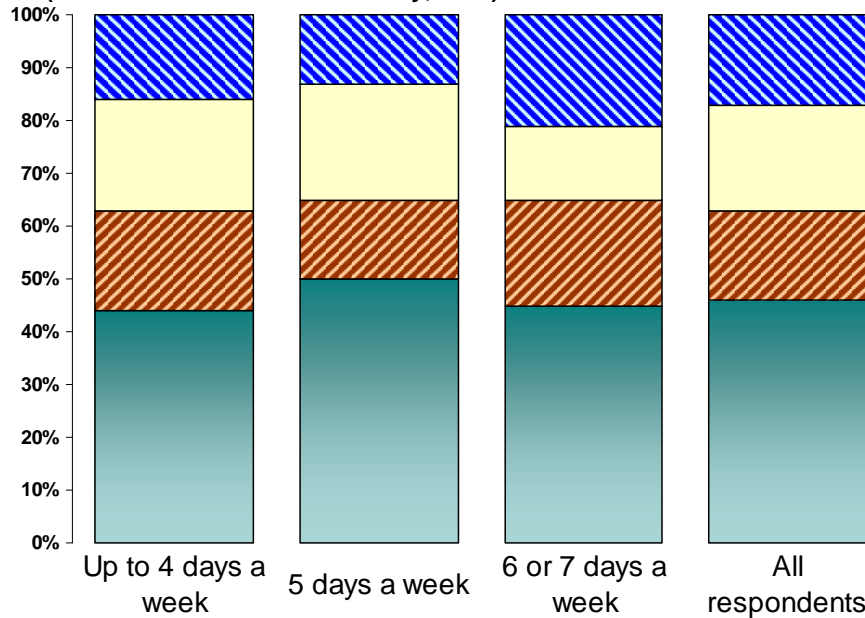
Of all respondents, 64% said they are employed outside the home. The more frequent riders are the most likely to say they are employed (67%), but not by a wide margin. All three market segments are 63% or more employed.

This means that Wheels, as well as collecting fares to provide some operating costs, is a significant force in the mobility of the local labor market, and that – especially since so many riders are transit dependent – the wages earned and taxes paid by those wage earners contribute greatly to the community.

Employment and student status



(Source: LAVTA Onboard Survey, 2007)



■ Neither employed nor student	16%	13%	21%	17%
■ Student only	21%	22%	14%	20%
■ Employed and student	19%	15%	20%	17%
■ Employed, non-student	44%	50%	45%	46%

Figure 43 Employment and student status

Employment and student status

Many students are employed while they attend school. These are primarily college students, some of whom are traditional post-secondary students and some of whom are older students.

The percentage of employed students is higher among the six and seven day users (20%) and among the occasional users (19%) than among the five-day users (15%). This is probably because of the inherent irregularity in their college schedules.

The proportion of employed students in the ridership is sufficiently great that LAVTA might wish to consider some type of special arrangements with the local community college or other post-secondary institutions they attend.

Use of www.lavta.org



(Source: LAVTA Onboard Survey, 2007)

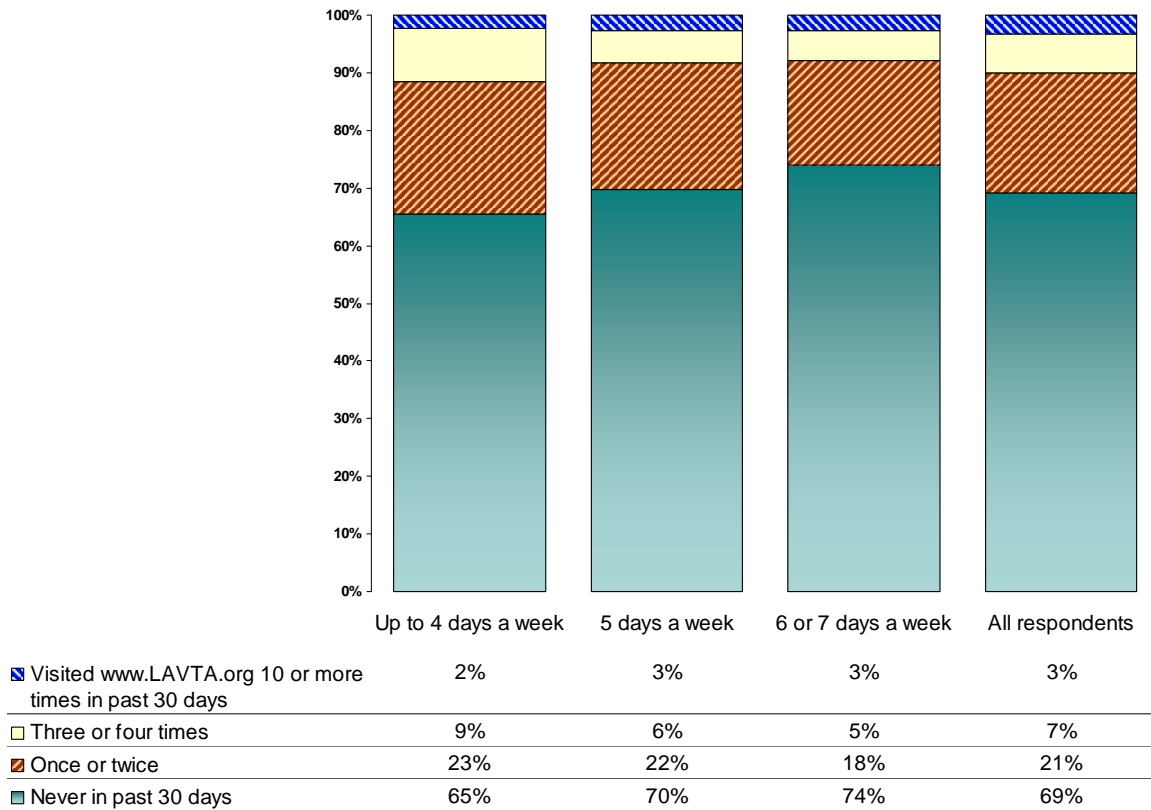


Figure 44 Communications: Using the Internet

Wheels riders and the Internet

In 2002, 16% said they had visited the LAVTA website. In 2007, 31% said they had visited it in the past thirty days. Obviously the utility of the website as a communications device is growing rapidly.

There are differences among the market segments in use of the website. The most frequent users are less likely (26%) to say they have visited LAVTA.org in the past thirty days than are the five-day riders (30%), or the occasional riders (35%).

Conclusions

The largest of the three basic rider market segments is the five-day users (34%). Another 31% comprise a very frequent-user segment that consists of 12% who use Wheels six days a week, and 19% who use it seven days a week. The third segment of the ridership, occasional riders, 35%, use Wheels less often.

Of current Wheels riders, 77% have begun using Wheels since the previous survey in 2002. Like most all-bus transit systems in the United States, Wheels experiences significant rider turnover. Of current Wheels riders, 56% say they have begun using Wheels only since 2005. Thus in only two years, more than half of the Wheels ridership has turned over. As we commented in 2002 on the same topic: "Wheels is by no means alone in this respect. Many systems have even higher turnover rates. The rapidity of the change means that the changing needs of the population in terms of changing demographics, and changing residential and work locations will be reflected quickly in the ridership. It also means that there is a continual need for providing a great deal of information to riders on a continuing basis."

Almost two-third of Wheels riders (63%) say they intend to keep using Wheels one year from now, However, the balance (37%) say they plan to use it less or to stop using it altogether, primarily because the hope to buy a car. The realities of financing and operating a car will interfere with these expectations and limit them. But they indicate that there is repressed demand for automotive transportation and offer an indication of why turnover is as high as it is.

Most Wheels riders, 63%, use Wheels to get to work. Another 14% use it to get to school, and another 10% to go shopping. Thus in all three ways the system is clearly providing an important economic engine for the community.

Wheels ridership is very young, with 65% reporting that they are under thirty-five. As people age, if they have skills and even a modicum of education, they tend to earn more money, and cease riding as they can afford a vehicle.

Incomes of riders are low with more than 40% reporting household incomes below \$15,000⁵. In part this is a result of their youth. (Young people earn less.) In part this is a result of the fact that in spite of problems with traffic and the costs associated with vehicle ownership, people in the Wheels service area find the car more convenient, comfortable, and not excessively costly, and when they can afford a vehicle they tend to cease using public transit.

The service improvement that would provide a "quick win" for LAVTA among current riders would be bus shelter improvements. Compared to larger buses or the amenity of having ticket vending machines at major bus stops, better and more shelters would be more welcome.

Two items which are probably more challenging than shelters to implement include an expanded pass program and direct service from between Livermore and the Dublin/Pleasanton

⁵ The national minimum wage for a 2000 hour year if worked continuously would be \$10,300. In California it would be \$15,000.

BART station. There is great interest in an expanded prepaid pass program including a day-pass and a thirty-one day pass, and there is considerable interest in the direct service in spite of the fact that it was point out to the riders that the buses would have to run in normal I580 traffic. If the latter service were to be established, it should originate at the Livermore Transit Center according to the existing riders.

Though the detail of service ratings is covered in the text and cannot efficiently be reviewed here, a few things deserve comment. First, the services ratings are generally good. However, frequency of weekend service, a lack of shelters, on-time performance, and transfer connections are all rated relatively low. Although cleanliness of the vehicles and courtesy of the drivers are exceptions to this rule, most service ratings have improved since 2002.

Appendix A: Questionnaire

How important is it to you for Wheels to do these services?

Very important	Important	Not important
1	2	3
4	5	6
7		7

30. Ticket machines at major bus stops so you could pay your fare before getting on Wheels

31. Comfortable waiting shelters at bus stops

32. Larger buses with more seats

33. Would you use a direct service from Livermore to the Dublin/Pleasanton BART station, with no stops in between and running on I580 in regular traffic?
 1. Yes, I would use it frequently 2. Yes, I would use it occasionally 3. No, I am not likely to use it 4. No, I definitely would not use it

34. If there were such a direct service from Livermore to Dublin/Pleasanton BART, would you prefer that it leave Livermore from:
 (1) The Livermore Transfer Center (2) The Greenville area (3) Arroyo Park & Ride

35. How old are you? _____ Years old

36. Are you female or male? (1) Female (2) Male

37. Was a car or other vehicle (truck, motorcycle, etc.) available for you to drive instead of using Wheels for this trip?
 (1) Yes (2) No

38. A year from now, do you expect to:
 (1) Keep using Wheels as you do now (2) Get a car and stop using Wheels (3) Get a car and use Wheels, but less often (4) Stop using Wheels for other reason

39. Which general area do you live in?
 (1) Dublin (2) Livermore (3) Pleasanton (4) Other parts of Alameda County (5) East of Alameda Pass (6) Other _____

40. What is the zip code at your home? Zip: _____

41. Are you currently employed for pay outside your home?
 (1) Yes (2) No

42. Do you currently attend school or college?
 (1) No, I do not attend school or college (2) Yes - middle school (3) Yes - High school (4) Yes - College

43. What is your total annual household income?
 (1) Less than \$7,500 (2) \$7,500 to \$14,999 (3) \$15,000 to \$19,999 (4) \$20,000 to \$24,999 (5) \$25,000 to \$34,999 (6) \$35,000 to \$49,999 (7) \$50,000 to \$74,999 (8) \$75,000 to \$100,000 (9) More than \$100,000

44. Do you consider yourself to be:
 (1) African American/black (2) Hispanic/Latino (3) Caucasian/white (4) Asian (5) Native American Indian (6) Pacific Islander (7) Other _____

Thank you - Please return this to the survey staff.

12. If you could buy a day-pass for \$3 on this bus good for one day of unlimited rides on Wheels, would you have bought it today?
 (1) Yes (2) No

13. If a pass were available for \$45, good from the day you buy it for 31 days of unlimited rides on Wheels buses, would you buy it?
 (1) Yes (2) No

Please rate each aspect of Wheel's bus service listed below. Also tell us if you've had a problem of that kind in the past month.

	Poor	Excellent	Problem in the past month?
14. Friendly, courteous bus drivers	1 2 3 4 5 6 7 8 9 10	10 9 8 7 6 5 4 3 2 1	Y N
15. Safe, competent drivers	1 2 3 4 5 6 7 8 9 10	10 9 8 7 6 5 4 3 2 1	Y N
16. Buses running when schedule says - on time	1 2 3 4 5 6 7 8 9 10	10 9 8 7 6 5 4 3 2 1	Y N
17. Time this route starts running in the evening	1 2 3 4 5 6 7 8 9 10	10 9 8 7 6 5 4 3 2 1	Y N
18. Frequency of service on the weekend	1 2 3 4 5 6 7 8 9 10	10 9 8 7 6 5 4 3 2 1	Y N
19. Frequency of service on weekdays	1 2 3 4 5 6 7 8 9 10	10 9 8 7 6 5 4 3 2 1	Y N
20. Trip travel time for your route	1 2 3 4 5 6 7 8 9 10	10 9 8 7 6 5 4 3 2 1	Y N
21. Timing of connections at transfer points	1 2 3 4 5 6 7 8 9 10	10 9 8 7 6 5 4 3 2 1	Y N
22. Accuracy of maps such as BART, the Transfer Center, etc.	1 2 3 4 5 6 7 8 9 10	10 9 8 7 6 5 4 3 2 1	Y N
23. Shelters and benches at bus stops	1 2 3 4 5 6 7 8 9 10	10 9 8 7 6 5 4 3 2 1	Y N
24. Safety from crime on the bus	1 2 3 4 5 6 7 8 9 10	10 9 8 7 6 5 4 3 2 1	Y N
25. Freedom from nuisance behavior of others on the bus	1 2 3 4 5 6 7 8 9 10	10 9 8 7 6 5 4 3 2 1	Y N
26. Cleanliness of buses	1 2 3 4 5 6 7 8 9 10	10 9 8 7 6 5 4 3 2 1	Y N
27. The ease of understanding the bus schedule book	1 2 3 4 5 6 7 8 9 10	10 9 8 7 6 5 4 3 2 1	Y N
28. Overall quality of Wheels service	1 2 3 4 5 6 7 8 9 10	10 9 8 7 6 5 4 3 2 1	Y N

29. In the past thirty days, how often, if at all, have you visited the Wheels website (WWW.LAVTA.ORG)?
 (1) Never (2) Once or twice (3) Three to ten times (4) More than 10 times

Comments:

To improve service, Wheels would like to know about you and how you use the bus!

1. In the usual week on how many days per week do you use Wheels?
 1 2 3 4 5 6 7 8 9 10 → less than one day a week

2. In what year did you start using Wheels buses as often as you do now?
 2007 2006 2005 2004 2003 2002 2001 19_____

3. How many one-way trips per day do you usually make on the Wheels bus? (A one-way trip is from your start point to your destination, even if it takes more than one bus. The return trip is a second one-way trip.) 1 2 3 4 or more

4. How many Wheels buses will you use to complete this one-way trip?
 (1) One bus - I do not transfer (2) Two buses - I transfer once (3) Three buses - I transfer twice (4) More than three buses

5. On today's trip are you using Wheels to connect with another transit system, and if so, which one?
 (1) I am not using Wheels to connect to another transit system (2) I will connect or already connected with BART (3) I will connect or already connected with County Connection (4) I will connect to _____

6. What is your main purpose in making your transit trip today? (Please select only one)
 (1) Get to or from work (2) Get to or from shopping (3) Get to or from a social service agency (4) Get to or from a social visit (5) Get to or from a doctor or medical visit (6) Get to or from college or vocational school (7) Get to or from another transit system (8) Other _____

7. How did you get to the bus stop where you started this trip?
 (1) Walked (2) Got a ride (3) Drove to Park & Ride (4) Bicycle (5) Other _____

8. About how many minutes does it take you to get from home to the nearest Wheels bus stop?
 _____ Minutes

9. How long does this Wheels trip take? (Including time to the bus stop, time on the bus, and time to get where you are going after you get off the bus? If you transfer to BART or another system, please do not include that time.)
 _____ Minutes

10. How many minutes would it take by car?
 _____ Minutes

11. How did you pay your fare on this trip?
 (1) Full cash fare (2) A Farebuster ticket (3) Senior or disabled discount fare (4) BART Plus (5) Business Club Pass (6) Monthly Super Saver pass (7) A transfer from another transit system

Appendix B: Comments

Rider frequency segment	Route	Comment
5 days a week	10	11 AND 15 BUSES NEED TO RUN MORE OFTEN.
6 or 7 days a week	10	BUS STOP CROSSING AT OWENS DRIVE AND TRACIENDA DRIVE SHOULD BE MORE OPERATIONAL. THERE SHOULD BE MORE BUS STOPS BETWEEN WAL-MART AND DUBLIN BART STATION.
6 or 7 days a week	10	ES CARO
6 or 7 days a week	10	I HAVEN'T MET A BUS DRIVER THAT WASN'T VERY COMPETENT AND COURTEOUS. THERE NEEDS TO BE A 12V IN THE MORNING- BEFORE THE ONE YOU HAVE NOW.
Up to 4 days a week	10	REALLY BAD SERVICE ON #8. SCHEDULE NOT FLEXIBLE.
.	10E	SAT NIGHT 11:30PM BUS WENT PAST, DID NOT STOP. SANTA RITA & HALLEY.
5 days a week	10E	DRIVERS VERY NON-AGGRESSIVE FOR SAFETY BUT HAS MADE ME LATE FOR BART. I THOUGHT THEY WAITED AT BART IF A TRAIN DROPS OFF. DESTINATION SIGNS ON #10 WRONG AT TIMES.
5 days a week	10E	GOOD SERVICE, BUT THERE SHOULD BE PUNCTUALITY
5 days a week	10E	SATURDAY MORNING BUS SERVICE SHOULD IMPROVE BETWEEN 8AM-10AM.
5 days a week	10E	THERE IS TOO MUCH LAYOVER BETWEEN BUSES AT THE BART STATION. RECOMMEND 5 MINUTES MAX.
5 days a week	10E	WEEKEND SCHEDULE NOT GOOD TO LONG
5 days a week	10E	WISH RT 11 SERVED WEEKENDS!! 15 DOES NOT COVER MY AREA
6 or 7 days a week	10E	A LA 1:30 PM EL BAS QUE CORRO DE LIVERMORE A PLEASANTON DUBLIN ES MUY LLENO
6 or 7 days a week	10E	MAS FRECUENCIAS EN DOMINGO. NO PARAR TANTO TIEMPO EN TRASIT CENTER @ BART.
6 or 7 days a week	10E	MEGUSTARIA QUE PUSIERAD UN STOP PARA EL BAI S IBOIC ENTRE SANTA RITA Y PILMICO YA QUE MUCHOS CAMINAMOS POR EL PUENTE Y ATRABESAMES (?) DOS ENTRADAS AL FRE WAY CAMINANDO EN PLEASANTON.
6 or 7 days a week	10E	NEED MORE SHELTERS AT SMALLER BUS BENCHES FROM RAIN PS. MAYBE A GLOW SIGNAL LIGHT AT NIGHT FOR DRIVER OF BUS TO SEE LIKE CROSS WALKS.
6 or 7 days a week	10E	OVERALL THE SERVICE IS GOOD!
6 or 7 days a week	10E	REALLY SLOW
6 or 7 days a week	10E	SERVICE, SLOW FROM BART TO DOWNTOWN P-TOWN-STINK OF FOOD FROM RESTAURANT WORKERS.
6 or 7 days a week	10E	SI QUIERO FELICITORLOS PORQUE NO IGNORAN NOEZTRAS QUEJAS TO QUE INO DEVA TRATOR BIEN A LOS CHOFERES PERO ELLOS TAMBIEN A UNO.
6 or 7 days a week	10E	SOME OF THE DRIVERS
6 or 7 days a week	10E	WHEELS IS AN OVERALL GREAT BUS SERVICE
Up to 4 days a week	10E	BK BLOCK

Up to 4 days a week	10E	ESPERO QUE ESTA ENCUESTA SIRVA DE ALGO REALMENTE, EL SERVICI LOS DOMINGOS DEBRERIAN SER MAS CONSTONTES. GRACIAS.
Up to 4 days a week	10E	GREAT JOB!!!
Up to 4 days a week	10E	HI BK BLOCK
Up to 4 days a week	10E	HOPE KEEP THE TIME RIGHT. MY TRIP IS TOO LONG.
Up to 4 days a week	10E	I BELIEVE YOUR DRIVERS ARE UNDERPAID. WHEELS PROVIDE EXCELLENT SERVICE COMPARED TO OTHER TRANSIT SERVICES AND I USE LOTS. I HAVE 3JOBS AND RESIDE WITH FAMILY PART-TIME IN LIVERMORE 3 TO 4 DAYS A WEEK. PS. EXCUSE MY PENMANSHIP, BUS IS MOVING.
Up to 4 days a week	10E	I LIVE IN OAKLAND. I COME TO STONERIDGE MALL ONCE IN A WHILE.
Up to 4 days a week	10E	IT'S PRETTY SCARY WHEN PEOPLE TALK TO THEMSELVES BUT YOU CAN'T DO ANYTHING ABOUT THAT I GUESS.
Up to 4 days a week	10E	MAY GOD BLESS ALL RIDERS AND DRIVERS
Up to 4 days a week	10E	NUMBER 18 BUS DRIVERS ARE VERY COURTEOUS AND FRIENDLY. IT WOULD BE MORE CONVENIENT IF WE HAVE NUMBER 18 BUS ON WEEKENDS.
Up to 4 days a week	10E	WE LOVE THE 9-2:00 FREE RIDES FOR SENIORS!
6 or 7 days a week	10T	LA RUTA 10 DEBE DE CORTER 5 MIN, ANTES ENTRE SEMANA PONER MAS FRECUENCIA EN DOMINGO, NO I AM LERON PRAN YO ENTRO LOS 6:30 AM.
6 or 7 days a week	10T	QUE LAS PARADAS TENGAN TECHO AMPLCO POR Q' LUEGO LLUEVE Y HAYA MA'S LUZ.
.	10W	LOS CONDUCTORES NUNCA SALEN Y LLEGAN A LA HORA.
.	10W	QUE PASEN MAS SEGUIDOS LOS WLEELS CADA 15 DE HORA.
5 days a week	10W	EXCELLENT BUS SERVICE.
5 days a week	10W	I THINK WHEELS IS GREAT BUT SOME OF YOUR DRIVERS CAN DO BETTER.
5 days a week	10W	IN AFTERNOON ALWAYS HAVE TO RUN TO CATCH BART BECAUSE BUS DOESN'T ARRIVE AT BART STATION EARLY.
5 days a week	10W	NEED DIRECT ROUTE TO BART
5 days a week	10W	OVERALL SYSTEM IS SAFE AND RELIABLE
5 days a week	10W	SERVICE TO GREENVILLE/NATIONAL-FROM THE T.C.
5 days a week	10W	SI QUE EL W#10 PASE MAS SEGUIDO
5 days a week	10W	SMELLED LIKE WINE
5 days a week	10W	SOMETIMES BUS DOESN'T WAIT FOR PASSENGER COMING OFF BART.
5 days a week	10W	THE 10 BUS GONG TO EAST AVE, THE DRIVER, JUAN, STOPS TO READ NEWS PAPERS EVERY MORNING. THIS HAPPENS ABOUT 2-3 TIMES/DAY. SOMETIMES IT'S BEEN TIME TO GO
5 days a week	10W	THE OLD WHITE LADY DRIVERS ARE MEAN AND RACIST AND SO ARE THE MEN SOMETIMES.

5 days a week	10W	THE SERVICE IS GOOD, BUT IT COULD BE BETTER.
5 days a week	10W	THEY NEED TO BE ON TIME
5 days a week	10W	TRANSFERS SHOULD WORK ANYTIME A DAY
5 days a week	10W	WOULD THEY EVER CONSIDER HAVING A LUGGAGE DEPARTMENT FOR YOUR CARTS/LUGGAGE.
5 days a week	10W	YOUR DRIVERS ALWAYS SEEM TO BE KNOWLEDGEABLE AND FRIENDLY. I LIKE THEIR SMOOTH IN AND OUT PIT PICK UPS. THANK YOU
6 or 7 days a week	10W	#10 BUS IS THE ONLY ONE I SEE PEOPLE ON & WAL-MART SPRINGTOWN BUS. THE OTHER ROUTES NEVER HAVE PEOPLE OR SELDOMLY HAVE PEOPLE.
6 or 7 days a week	10W	EN OCASIONES EL CONDUCTOR NO ES AMABLE CON LAS PASAJEROS
6 or 7 days a week	10W	EXCELENTE
6 or 7 days a week	10W	FAVOR DE PONER LUZ EN ARADAS DO ARTOBUS RKS TIENEN BANCOS Y TECHOS EN ALGUNOS & OJO LOS FOLLETOZ NO CABEN AM MI BOLSA
6 or 7 days a week	10W	GRACIAS POR SU SERVICIO
6 or 7 days a week	10W	I AM GRATEFUL FOR THE WHEELS BUS SERVICE! KEEP UP THE GOOD WORK!
6 or 7 days a week	10W	I THINK THAT WHEN I CALL TO SEE WHEN THE BUS SHOULD COME THE PEOPLE ON THE PHONE SHOULD BE NICE AND TELL ME THE RIGHT TIME.
6 or 7 days a week	10W	SI EL CHAFER NO MANEJAR ESTAR PLATICANDO.
6 or 7 days a week	10W	THE BUS SHOULD RUN MORE OFTEN BETWEEN 1 AM - 5 AM EVERY HOUR IS INCONVENIENT.
6 or 7 days a week	10W	THE WEBSITE TRIP PLANNER IS NOT RELIABLE
6 or 7 days a week	10W	THIS IS NIGHT AFTER NIGHT! BUS SERVICE LEAVING FROM BART AT NIGHT IS ALWAYS EARLY
Up to 4 days a week	10W	DIRECT BUS FROM OWENS DR TO JOHNSON DR
Up to 4 days a week	10W	I THINK THEY SHOULD HAVE A RIDES PASS
Up to 4 days a week	10W	I WISH IT WAS MORE FREQUENTLY RUNNING ON THE WEEKENDS.
Up to 4 days a week	10W	I WOULD LIKE BIGGER BUSES.
Up to 4 days a week	10W	IT TAKES TOO LONG TO ANSWER YOUR PHONES
Up to 4 days a week	10W	ME ALEGRO QUE LA COMPANIO SE PREOCUPE POR MEJORAR EL SERVICIO
Up to 4 days a week	10W	MY FIRST RIDE ON WHEELS.
Up to 4 days a week	10W	NEED MORE FREQUENT SERVICE ON WEEKENDS FOR WORK.
Up to 4 days a week	10W	OVERALL I'M VERY SATISFIED WITH THE WHEELS. KEEP UP THE GOOD WORK. THANK YOU.

Up to 4 days a week	10W	PLEASE PROVIDE OVERHEAD SHELTER ON ALL STOPS FOR RAIN & SUN VALLEY & SANTA RITA SHOP & DUBLIN & REGINAL STOPS I USED DO NOT HAVE THEM.
Up to 4 days a week	10W	QUE ESPEREA ALAS PERSONAS CUANOB LAS VEAN CORICADO ASIA EL BAS
Up to 4 days a week	10W	THE OVERHEAD PASSENGER WINDOWS ON WHEELS BUSES SHOULDN'T BE LOCKED, BECAUSE IT'S IMPORTANT TO HAVE VENTILATION TO BREATHE WHILE RIDING THE BUS. IN THE SUMMERTIME, THE AIR CONDITIONING ISN'T ALWAYS EFFECTIVE.
.	11	ME GUST BUS.
5 days a week	11	LOWER BUS TICKET PRICES.
5 days a week	11	PLEASE----PLZ PUT NO: 161 THROUGH L.HS TO SPRINGTOWN THAT IS SAME OUR TIME FOR STUDENTS. IT TAKE 15 MIN BUT ONLY 1 HR PLZZZ DON'T FORGET TO PUT 161
5 days a week	11	THE 15 IS ALWAYS LATE.
5 days a week	11	WHEELS IS COOL
5 days a week	11	WHEELS NEED TO RUN LATER AND HAVE MORE ROUTES FOR EACH BUS-QUICKER SERVICE.
6 or 7 days a week	11	GOOD OVERALL PERFORMANCE/ SERVICE.
6 or 7 days a week	11	I USE WHEELS AS MY PRIMARY TRANSPORTATION AND AM DISABLED. WOULD LIKE TO SEE ALL ROUTES RUN EVERY 30 MINS, DAILY, WEEKENDS AND HOLIDAYS. ALSO BENCH AND WASTE PAPER AT EACH STOP. ALSO SECURITY OFFICER AFTER HRS AT LIV. TRANS CENTER.
6 or 7 days a week	11	SI QUE EL FINES DE SEMANA SCORL ENDIERA LE RUTA #15 MAS TARDO.
6 or 7 days a week	11	THE 15 BUS AND THE 11 BUS TO SPRINGTOWN SHOULD RUN LONGER ON THE WEEKENDS.
Up to 4 days a week	11	I DON'T KNOW HOW TO ANSWER SOME OF THE QUESTIONS.
Up to 4 days a week	11	QUE HAYA MAS RUTAS QUE SALGAN MAS SEGUIDO.
Up to 4 days a week	11	THE BUSES ARE VERY SLOW!!!
5 days a week	12A	LIKE WHEELS, BUT WITH A BART TRANSFER, IT ACTUALLY COSTS ME LESS TO PAY BY THE DAY THAN TO BUY A MONTHLY PASS.
6 or 7 days a week	12A	I LIKE THE SERVICE, THE DRIVERS ARE ALL FRIENDLY.
Up to 4 days a week	12A	KEEP UP THE GOOD WORK. THIS IS ONE OF THE BUS SYSTEMS I ACTUALLY LIKE IN THE BAY AREA. WORK ON THE BUSES BREAKING DOWN LESS FREQUENTLY.
Up to 4 days a week	12A	LIKE THAT IT'S WARM & CLEAN.
.	12E	18 ROUTE DRIVER IS NEVER ON TIME.
5 days a week	12E	A LOT BETTER THAN ALAMEDA.
5 days a week	12E	BUS LINE ALL THE WAY UP TASSAJA TO SILVEIRA RANCH?

5 days a week	12E	GOOD SERVICE. BUSES A LITTLE DIRTY THOUGH.
5 days a week	12E	GOOD.
5 days a week	12E	KEEP THE FARE SAVERS TICKETS AT THE CURRENT PRICE.
5 days a week	12E	KEEP UP THE GOOD WORK!!
5 days a week	12E	THE BUS DRIVER IS A PERV.
5 days a week	12E	THE NO. 10 AT MORNING COMMUTE HOURS IS ALWAYS LATE.
5 days a week	12E	WOULD LIKE #12 TO COLLEGE TO RUN MORE OFTEN. EVERY HALF HOUR IN AM AND PM.
6 or 7 days a week	12E	BUS 4030, TIME 1:22PM, DIRECTION TRANSIT CENTER. GREAT DRIVER.
6 or 7 days a week	12E	GOOD SERVICE. MORE SERVICE ON WEEKENDS.
6 or 7 days a week	12E	GREAT SERVICE.
6 or 7 days a week	12E	I DON'T LIKE DRIVERS STOPPED TO GET DRINKS.
6 or 7 days a week	12E	I HAD ONLY ONE MEAN DRIVER.
6 or 7 days a week	12E	I LOVE THE WHEELS STAFF. VERY INFORMATIVE AND HELPFUL. IT WOULD HELP IF THE 12 HAD A LATE NIGHT STOP AT THE COLLEGE AFTER THE 10:16PM PICK UP. SOME STUDENTS ARE STILL HEADING OFF CAMPUS.
6 or 7 days a week	12E	NEED MORE TRIPS IN ROUTE 12.
Up to 4 days a week	12E	ALL THE DRIVERS ARE VERY NICE. ALWAYS TAKE WHEELS.
Up to 4 days a week	12E	I AM VERY HAPPY WITH BUS SERVICE AND DRIVERS. 2 AM RECUPERATING FROM AN OPERATION IN DEC 2005 - I SHOULD BE ABLE TO DRIVE IN ABOUT A MONTH SEE THE DOCTOR.
Up to 4 days a week	12E	I WOULD LIKE TO CHANGE THE SCHEDULE XII 7:59AM NEW SCHEDULE 8:05AM.
.	12W	THE AISLE IS TOO NARROW FOR HANDICAP- I USUALLY RIDE AC (OAKLAND) TRANSIT AND THE LIFT AT THE CENTER OF THE BUS MAKES FOR MUCH WIDER AISLE.
.	12W	THERE ALWAYS LATE 18 ROUTE.
5 days a week	12W	AS THE DAY GOES ALONG THE BUSES ARE LATE.
5 days a week	12W	I GET FROM LAS PO TO THE BART AT 3:57-4:15. THE 10 TO STONERIDGE LEAVES AT 4:14 SO I ALWAYS SEE MY BUS COME IN WHILE MY TRANSFER IS PULLING AWAY. THEN I HAVE TO WAIT 15 MIN FOR MY NEXT BUS AND THEN IM IN A RUSH TO GET TO WORK.
5 days a week	12W	IT WOULD BE NICE IF IN THE AM THIS BUS CAME EVERY HALF HOUR OR ALIGNED WITH BART SCHEDULE MORE.
5 days a week	12W	JOSEPH IS GREAT!!
5 days a week	12W	WHEN YOU CHANGED THE SCHEDULE IN DECEMBER 2006, YOU PUT 8 PEOPLE BACK IN COMMUTE TRAFFIC. THEY NOW DRIVE ROUTE 12V. YOU DID NOT LISTEN!
5 days a week	12W	WORK ON BETTER SYNCHRONIZED TIMES FOR TRANSFER TO AND FROM OTHER BUSES.

6 or 7 days a week	12W	NEED LESSER BUS FARE.
6 or 7 days a week	12W	QUE CUANDO PASE DE LAS 10:00PM DEJE SUBIV BICICLETAS ABORDO (ADENTRO) PORQUE NOS TENENOS QUE ESPETAR EL SIGUIENTE.
Up to 4 days a week	12W	AS MUCH AS ONE MAY STRIVE WE CAN NEVER ABSTAIN TRUE PERFECTION.
Up to 4 days a week	12W	GREAT SERVICE! #105 #12 BUSES
Up to 4 days a week	12W	LAST BUS LEAVES COLLEGE AT 10:16 PM BUT MY CLASS GETS OUT AT 10:30 - A LATER BUS WOULD HELP.
Up to 4 days a week	12W	PLEASE PROVIDE BUS SCHEDULE FOR 12 BUS AT THE DUBLIN/ PLEASANTOWN BART STOP. CURRENTLY THERE IS NONE! ALSO, MAKE BUS RUNS FOR 12 BUS AT NIGHT MORE FREQUENT, INSTEAD OF EVERY HOUR LATE AT NIGHT!
.	14	THEY LIVE FASTER
5 days a week	14	GOOD SERVICE!
5 days a week	14	NEED BETTER SERVICE ON WEEKEND & HOLIDAYS
6 or 7 days a week	14	BLACK TEENAGERS STOLE MY BACKPACK AT LIVERMORE TRANSFER CENTER
Up to 4 days a week	14	MORE AFFORDABLE PASS, WOULD RIDE MORE
.	15	NUNCA ESTAN ALA ORA QUE DEVEN ESTAR
.	15	SERVICE OF BUSS 11 IN SATURDAY
.	15	WE NEED A BUS ON INTERNATIONAL AND BRISA ST 6:30 A.M. TO 4:30 P.M. PLEASE HELP US.
5 days a week	15	\$40 UNLIMITED BUS PASS-1 MONTH COMFORTABLE SEATS
5 days a week	15	BUS NOT ON TIME AS SCHEDULE STATES. LATE BY 20 MINS OFF SCHEDULED TIME
5 days a week	15	I DON'T MIND HAVING A COVERED WAITING AREA
5 days a week	15	IT IS GOOD MEANS AND CHEAPER FOR THE PEOPLE. IT MUST BE CONTINUED
5 days a week	15	IT WOULD BE NICE IF THE BUSES STARTED RUNNING EARLIER DURING THE WEEK AND ESPECIALLY ON WEEKENDS.
5 days a week	15	LOWER THE FARE, AND MAKE BUSES RUN LATER ON THE WEEKEND. OTHER THAN THAT, IT'S COOL.
5 days a week	15	LOWER THE PRICE, BE ON TIME AND RUN LATER!
5 days a week	15	MAKE BUSES RUN LATER AND MORE FREQUENT.
5 days a week	15	NEED SHELTER & BENCH ON #15 R
5 days a week	15	THE BUS DRIVERS SHOULDN'T STOP, GETTING OFF THE BUS DURING THEIR ROUTE, TO GO INTO A STORE.

5 days a week	15	THE FREQUENCY OF THE BUS LINE AND HOW THEY RUN SO HORRIBLY, LIKE THE IS RUNNING EVERY 1 HOUR
6 or 7 days a week	15	BIEN SEADELAN O RETRASAN. AVECES NO PASAN ALA HORAIN DICADA.
6 or 7 days a week	15	GET MORE COMFORTABLE SEATS AND DVD PLAYERS WITH POPCORN
6 or 7 days a week	15	LINDA IS THE BEST BUS DRIVER!
6 or 7 days a week	15	MAKE MORE FREQUENT SERVICE
6 or 7 days a week	15	ME GUGTARIA QUE EL #15 CORRIERA IGUAL HORARIO GUEL 10
6 or 7 days a week	15	MISSING COURTEOUS OF DRIVERS ALWAYS.
6 or 7 days a week	15	PLEASE LOWER THE PRICES.
6 or 7 days a week	15	QUE ALLA TRASPORTE EN SABADO RUMBO A LA LIBRERIA CIVIC CENTER
6 or 7 days a week	15	THE OLD LADY THAT DRIVES THE IO TO EAST AVENUE SOMETIMES IS RUDE. SHE HAS ORANGE GLASSES.
6 or 7 days a week	15	YOU GUYS ROCK!!
Up to 4 days a week	15	I LIKE RIDING THE BUS.
Up to 4 days a week	15	I LOVE WHEELS
Up to 4 days a week	15	I'M A GET IT OUT OF HERE EVERY PENNY, EVERY DOLLAR, THAT RENT MONEY, YOU KNOWS WHAT I HOLLA?
Up to 4 days a week	15	IT TAKES TOO LONG TO GO FROM SPRINGTOWN TO BART. IT'S 1 1/2 TO 2 HOURS.
Up to 4 days a week	15	LOWER PRICES PLEASE
Up to 4 days a week	15	MORE TIMES 11 RUNS DOWN 1ST.
Up to 4 days a week	15	NEED #11 UNTIL 10PM AND NEED MORE WEEKEND BUSES.
Up to 4 days a week	15	NOT ENOUGH CONTROL OF SCHOOL KIDS ON BUS
Up to 4 days a week	15	SOMETIMES HAVING TO GO FROM LIVERMORE TO DUBLIN IS A LONG RIDE THROUGH PLEASANTON, TO GET TO THE FAR END OF DUBLIN MY TRIP TAKES 3 BUSES THE LAST BEING THE 121 COUNTY CONNECT
Up to 4 days a week	15	THIS WAS A FIELD TRIP. EXCELLENT SERVICE.
Up to 4 days a week	15	WISH THE #15 BUS WOULD STOP AT KAISER ON THE START OF ROUTE
6 or 7 days a week	18B	THE DRIVERS ARE USUALLY UNFRIENDLY AND RUDE.
Up to 4 days a week	18B	A WAITING SHELTER AT GRANADA HIGH SCHOOL WOULD BE GOOD.
Up to 4 days a week	18B	I WOULD LIKE THE 18 TO HAVE AT LEAST 1 TRIP SAT AFTERNOON INSTEAD OF 2 AM AND 2 EVENING.
Up to 4 days a week	18B	WALL ST BUS STOP CONVOLUTED WITH PARKED CARS.

5 days a week	1A	BUS DRIVER IS EXCELLENT! HOSPITABLE.
5 days a week	1A	DRIVER SHOULD NOT SMOKE BEFORE ARRIVING DRIVER SHOULD STOP AT STOP SIGN NOT THE CORNER. BUS DRIVER SHOULD NOT STOP FOR RESTROOM WHILE WE ARE IN THE BUS.
5 days a week	1A	I THANK YOU FOR YOUR SERVICE YOU PROVIDE.
6 or 7 days a week	1A	QUE CAMBIEN EL OHARIO DEL BAS 12 AL COSAO POR MUCHAS TRABAJAMOS POR ESTA AREA Y LLEGAMOS MUY TARDE AL TRABAJO ALAS 7:24
6 or 7 days a week	1A	QUE NOS CABION EL OHARIO DEL BAS 12 A LOS 8:24 SALIR DEL TRANCI CENTER ORA LEEGAR TEMPRANO AL TRABAJO
Up to 4 days a week	1A	(1) LIVE 15 MI AWAY FROM BART, BUT BUS RIDE TAKE 17 MIN! (2) STATION STOPS ON MAP AREN'T ACCURATE (DUBLIN/TASSAJARA) ACTUALLY STOPS CLOSER TO DUBLIN/GLYNNIS ROSE
5 days a week	1C	DRIVERS SOMETIMES RUSHING AND SOMETIMES USING CELL PHONE.
5 days a week	1C	GIVE RONNIE A RAISE!
Up to 4 days a week	1C	ONE DRIVER WAS VERY RUDE IN THE PAST MONTH. WOULD THEY EVEN CONSIDER TO LOWER THE PRICE OF MONTHLY PASSES?
Up to 4 days a week	1C	THE 1C STOP AT BART IS ONE OF THE FARTHEST AWAY FROM BART. THIS MAKES THE CONNECTION IN THE AFTERNOON VERY DIFFICULT. A 2 TO 3 MINUTE LONGER WAIT AT THE BUS STOP WOULD ALLOW PEOPLE TO MAKE THE CONNECTION.
Up to 4 days a week	1C	THERE ARE NO BUS SERVICES FROM BART TO BRANNINGHAM STREET AFTER 6:45. I WOULD LIKE TO HAVE THIS SERVICE INCLUDED. THANK YOU.
5 days a week	20	FOR BUS #20, PLEASE CONSIDER GOING TO LLNL FIRST BEFORE THE GREENVILLE BUSINESS AREAS. THANKS!
5 days a week	20	HARRY IS YOUR BEST DRIVER!!! GIVE HARRY A RAISE.
5 days a week	20	I TAKE BUS #20 FROM DUBLIN TO LLNS. IT WILL BE VERY USEFUL TO HAVE BUSES LEAVING BART LATER THAN THE LAST SCHEDULED SERVICE OF 8:44 AM. A BUS LEAVING AT 915 OR 930 AM OR PERHAPS LATER.
6 or 7 days a week	20	QUE PONGAN MAS CASILLAS DE PARADAS PARA CUANDO LLUEVA.
Up to 4 days a week	20	BETTER COORDINATION WITH BART. IT'S GOOD NOW, BUT COULD BE EVEN BETTER.
Up to 4 days a week	20	SURVEY DOESN'T APPEAR TO FULLY CONSIDER WEST TO EAST COMMUTING IN QUESTIONS 7 AND 8

5 days a week	3	KEEP UP THE GOOD WORK.
6 or 7 days a week	3	WHY WE HAVE NO FACULTY SUNDAY.
Up to 4 days a week	3	HAVE BUS STOP IN FALL CREEK RD.
Up to 4 days a week	3	PLEASE INCLUDE MORE TWO WAY BUSES. THE AM-PM WORKS AGAINST SOME OF US.
.	50	BETTER FOR BUS TO BA A LITTLE LATE. BART NOT ALWAYS ON TIME. SOMETIMES, I MIS BUS BY 2 LARGE BUS LENGTHS.
.	50	LOVE WHEELS - PASSENGERS & DRIVERS.
5 days a week	50	CAN THE 50 RUN LATER IN MORNING OR ONCE A MIDDAY?
5 days a week	50	CREATE A ROUTE FROM TRACY TO BART
5 days a week	50	GREAT SERVICE/SADDI IS GREAT.
Up to 4 days a week	50	SUGGEST TO EXTEND EVENING SERICE 6:14 P.M. TO 7 P.M.
Up to 4 days a week	51	BART SERVICE TO LIVERMORE WOULD BE HELPFUL
Up to 4 days a week	51	GREAT SERVICE
5 days a week	53	NEED 53 GO INTO JOHNSON DRIVE
5 days a week	53	PLEASE EXTEND YOUR ROUTE TO DROP US (WASHINGTON MUTUAL) EMPLOYEES IN FRONT OF OUR BUILDING.
5 days a week	54	I HAVE TROUBLE MAKING THE PM CONNECTION OF 70X AND 54. THEY COULD OVERLAP BETTER!!
5 days a week	54	VERY PLEASANT TRANSIT SYSTEM, BUT NEEDS MORE HELP WITH BUS SHELTERS.
Up to 4 days a week	54	NO SHELTER FOR RETURN AT DUBLIN & FASSLYARA
Up to 4 days a week	54	THE EVENING DRIVER IS ALWAYS TOO FAST DON'T WAIT FOR PEOPLE TO SEAT, HE DRIVES TOO FAST
.	70	VERY HAPPY ON THIS ROUTE.
5 days a week	70	BUS STOP IN WALNUT CREEK NEEDS TO BE MOVED.
5 days a week	70	BUSINESS CLUB PASS KEEPS ME A CUSTOMER.
5 days a week	70	I AM HAPPY WITH WHEEL SERVICE
5 days a week	70	I AM HAPPY WITH WHEEL SERVICES.
5 days a week	70	MORE BUSES LIKE THE TYPICAL 70X BUS. THE SEATS ARE BETTER. I HAVE CIRCULATION PROBLEMS AND THE OTHER SEATS CAUSE PAIN.
5 days a week	70	MY DRIVER MARVIN IS THE BEST. WITHOUT HIM I WOULDN'T KNOW WHAT TO DO.
5 days a week	70	OUR DRIVER, PAM, IS THE BEST! THANKS!

5 days a week	70	THIS IS MY 3RD SURVEY- HOW ABOUT PROVIDING RESULTS OF CUSTOMERS COMMENTS?
5 days a week	70	WOULD LOVE TO HAVE A 6PM FOX AND A 8:30- 9:00AM FOX. OVERALL HAPPY WITH FOX SERVICE.
6 or 7 days a week	70	EXTENDER WHEELS-ASTA-CONCORD
Up to 4 days a week	70	#26- VOMIT.
Up to 4 days a week	70	(MORE) 70X RUNS PLEASE BETWEEN 10AM-3PM AND AFTER 6PM-8PM. ALSO, MOST IMPORTANTLY, RETURN FROM WALNUT CREEK AFTER 6:30PM
Up to 4 days a week	70	IS IT POSSIBLE TO HAVE A DIRECT SERVICE FROM PLEASANT HILL BART TO PLEASANTON? INSTEAD OF GOING THROUGH WALNUT CREEK BART? (WOULD SAVE 20 MIN EACH WAY)
Up to 4 days a week	70	MARVIN, ROUTE 70X IS AN EXTREMELY GOOD DRIVER. I APPRECIATE HIM VERY MUCH. I DEFINITELY WOULD USE A DIRECT BUS FROM BART TO LIVERMORE.
5 days a week	8	HALF HOURLY BUS FACILITY NEEDED.
5 days a week	8	TENGO ALGUNOS COMENTARIOS; 1-PONGAN, I TECHO EN LAS PARAF AS PORQUE NOS MOGAMOS CON DE VINEYARD EN PLEASANTON LAS LLOVIAS
6 or 7 days a week	8	EXCELLENT SERVICE!
6 or 7 days a week	8	LIKE TO SEE 3 ROUTE RUN SUNDAYS
Up to 4 days a week	8	EXCELLENT SERVICE I GET. KEEP UP.
Up to 4 days a week	8	IT'D BE NICE TO INCREASE THE FREQUENCY OF BUS #8 IN THE MORNING BETWEEN 8-10.
.	810	BENCH SHOULD BE BY 711 59 RING & MOTEL 6
.	810	BUS BENCH SHOULD BE BY 711 - SPRINGTOWN BY MOTEL 6
6 or 7 days a week	810	ELIAS HERRERA MUNOZ
6 or 7 days a week	810	YOU SHOULD MAKE THE 12 AN ALL NIGHTER.
Up to 4 days a week	810	WOULD LIKE 18 TO RUN ON SUNDAY & LONGER EVENING