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Gain Insight



Livermore-Amador Valley Transit Authority

2008 Bus Rapid Transit Marketing Survey

November 2008

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Overview and Research Objectives

- Assess Tri-Valley area residents' potential reception of a Bus Rapid Transit service to guide marketing efforts
 - Capture information on current public transit use in the Tri-Valley area
 - Identify baseline awareness, favorability and likely use of the Rapid
 - Test the relative appeal of different features and benefits of the Rapid that might affect ridership
- Identify differences in attitudes and stated behavior due to demographic and/or geographic differences

- Data Collection Telephone Interviewing
- Universe 122,098 Adult Residents in the Tri-Valley Area including the Cities of Dublin, Livermore and Pleasanton
- Fielding Dates October 9 to 13, 2008
- Interview Length 15 minutes
- Sample Size 400
- Margin of Error $\pm 4.9\%$

Methodology Overview II

In order to allow geographic segmentation of the survey results, a quota was assigned for each of the three cities in the survey. Approximately 29 percent of the interviews were completed in the City of Dublin, which is higher than its actual representation in the overall universe of adult residents in the Tri-Valley area (19%). Meanwhile, the quota for Pleasanton was set lower than its actual population representation. For the overall results presented in this report with all 400 cases, the over-sampling of Dublin residents and under-sampling in Pleasanton were corrected by statistically weighting the data (i.e., applying multipliers) to show the actual representation of adult population in each city. When comparing the responses across the three cities, this data weight is taken off.

	Unweighted		Weighted	
	Survey Quota	Sample Percentage	Sample Size	Population Percentage
Dublin	115	29%	75	19%
Livermore	175	44%	175	44%
Pleasanton	110	28%	150	38%



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Executive Summary

Executive Summary: Current Transportation

- Vast majority (83%) of Tri-Valley residents surveyed reported driving, either alone (70%) or in a carpool/vanpool (13%), as their typical mode of transportation for frequent trips (e.g., work or school) in the last 12 months.
 - Dublin residents, those employed, and those with annual household income of \$50,000 or higher were more likely to have reported driving alone.
- Some 20 percent mentioned public transit, along with driving and walking, as their typical transportation mode in the last 12 months. About 12 percent mentioned public transit only.
 - Significantly more Livermore residents, those with annual household income of under \$50,000 and those not employed were more likely to be reportedly Wheels riders.
 - Among the 73 public transit users in the survey, only 25 percent said they did not typically have access to an automobile. This translates into five percent of the 400 survey respondents being dependent on public transit.

Executive Summary: Reasons for Non-Use

- Biggest reasons cited for not using public transit was that it did not give residents what they want or need, rather than an inherent preference for driving. These results suggest that, while captive drivers could not be converted into public transit users, if public transit offerings could be changed to meet residents' wants and needs, usage could be increased.
 - 45 percent of the 326 non-users considered riding public transit in the last 12 months, while 53 percent did not.
 - 65 percent of the non-users who considered using public transit and 54 percent of the non-users who did not consider it cited reasons speaking to public transit not meeting their wants and needs, especially with:
 - Not going to their destination
 - Not as fast and efficient
 - Unfavorable schedule
 - 21 percent attributed not using and not considering public transit to preferring the convenience of driving or needing their cars to pick up or drop off children/others or to run errands.

Executive Summary: The Rapid

- While existing awareness of the Bus Rapid Transit is relatively low (23% have heard of it), favorability among those who have heard about it is high, at 77 percent (49% very and 28% somewhat favorable)
 - Awareness was higher among Livermore residents, men, those 65 or older, and those with annual household income of under \$50,000.
- With effective marketing of the Rapid, estimated likely ridership is at 44 percent, and could reach as high as 67 percent.
 - After hearing about 25 different benefits of the Rapid, 21 percent said they would definitely use it, while 46 percent said probably. Discounting the “Probably Yes” responses by half to correct for potential inflation of intended vs. actual behavior, estimated probable Rapid ridership stands at 23 percent. Along with 21 percent definite riders, a more conservative estimate of likely Rapid ridership is about 44 percent.
 - Expressed definite intention to use the Rapid was higher among the non-Caucasian residents, those with annual household income of under \$50,000 and current public transit users.

Executive Summary: Marketing the Rapid

- About two-thirds of the respondents expressed more likelihood of using the Rapid upon hearing that it is an efficient, cost-effective way to travel, which conveniently connects with BART and is good for the environment. Eleven of the 25 tested benefits made the average respondent at least somewhat more likely, if not much more likely, to use the Rapid. These top messages are:

Efficiency

- The Rapid service would shave some 30 minutes off your trip each way through the Tri-Valley area.
- The Rapid buses run every 10 minutes during peak commuting hours, and every 15 minutes during off-peak hours.
- Traffic lights will be synchronized to stay green for the Rapid buses to go through, and as such make the Rapid a faster way to travel through city streets.
- The Rapid service provides a faster way to get through commute traffic than driving.
- When the El Charro overpass is completed, the Rapid service will bypass traffic on 580 altogether, making the bus trip even faster.

Cost-effectiveness

- There is ample free parking near the Rapid bus stops.
- With gas prices being so high, riding the bus costs you less than driving.

Connection and Coordination with BART

- You can use the same transit pass to pay for both BART and Rapid fares.
- The schedules of the Rapid and BART will be coordinated to facilitate easy connections.
- The Rapid service provides a faster and more efficient way to go to and from the Dublin-Pleasanton BART station.

Protecting the Environment

- With protecting the environment becoming more important than ever, taking public transit instead of driving is the right thing to do.
- Internet/Website was the most preferred information source for transportation in the area (32%), followed by newspaper (17%) and email (11%).



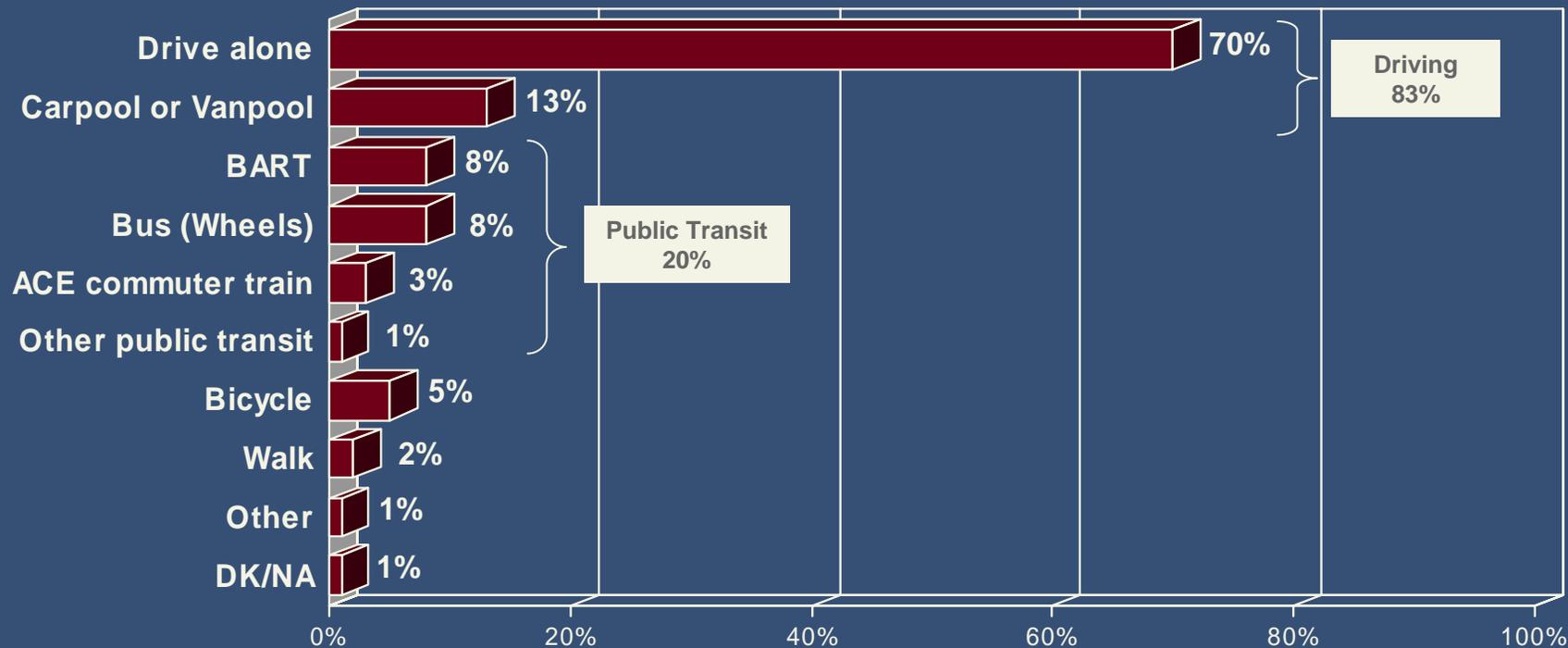
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Key Findings

Transportation Modes Used

With the first substantive question, the survey respondents were asked about the type of transportation they use for trips that they take frequently, such as going to and from work, school or other places. As shown in the chart below, 83 percent reported driving either alone (70%) or carpooling/vanpooling (13%). Meanwhile, 20 percent reported using some form of public transit for these trips, with eight percent each mentioning BART and Wheels. Since the respondents could mention more than one transportation mode, the answers add up to more than 100 percent. Also, about 6 percent reported both driving and using public transit. Overall, exclusive driving or carpooling accounted for 82 percent, while exclusive public transit use reported was at 12 percent.



Transportation Modes Used

Difference in Subgroups I

The following table presents differences in the use of transportation modes across respondent subgroups. When compared to men, higher percentages of women reported using BART and Wheels for the trips that they have taken frequently in the last 12 months. Similarly, Wheels was also used by substantially more respondents who reported not working at the time of the survey, while their working counterparts, whether self-employed or working for an employer, were more likely to drive alone.

	Gender		Employment Status		
	Male	Female	Work for an employer	Self-employed	Non-working
Total	196	203	238	41	112
Drive alone	73.4%	67.1%	73.7%	90.5%	54.4%
Carpool or Vanpool	13.1%	12.9%	13.3%	7.5%	14.5%
BART	5.3%	10.7%	8.3%	7.9%	7.6%
Bus (Wheels)	3.9%	11.5%	5.7%	1.6%	15.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Transportation Modes Used

Difference in Subgroups II

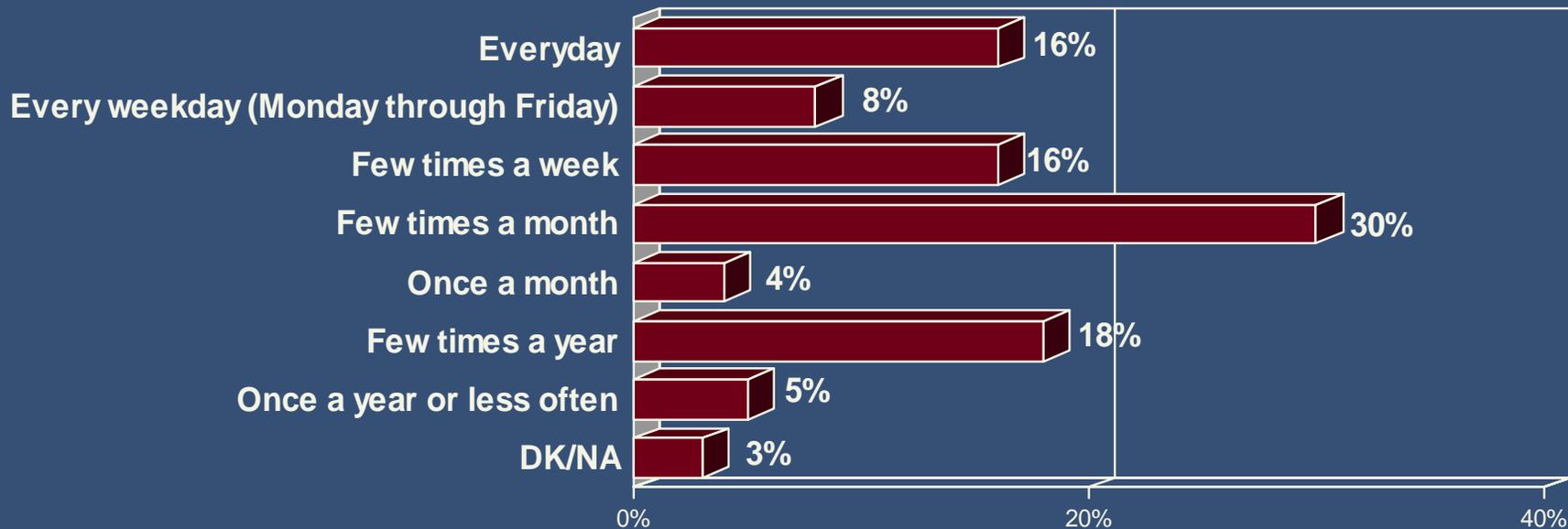
Further, proportionately more Dublin residents reported driving alone for the trips that they have taken frequently in the last 12 months, while a higher percentage of the Livermore residents used Wheels. In terms of income differences, proportionately more respondents in the lowest household income group (less than \$50,000 a year) reported using Wheels, when compared to those in the higher income groups who said they typically drove alone for their frequent trips.

	City of Residence			Annual Household Income			
	Livermore	Pleasanton	Dublin	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more
Total	175	110	115	62	131	69	75
Drive alone	67.1%	69.4%	78.8%	46.2%	74.9%	70.1%	80.7%
Carpool or Vanpool	13.0%	13.5%	12.0%	12.9%	13.1%	17.0%	12.4%
BART	6.3%	4.3%	19.5%	5.0%	7.0%	9.2%	8.1%
Bus (Wheels)	10.3%	7.9%	1.4%	24.9%	2.6%	5.2%	4.8%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

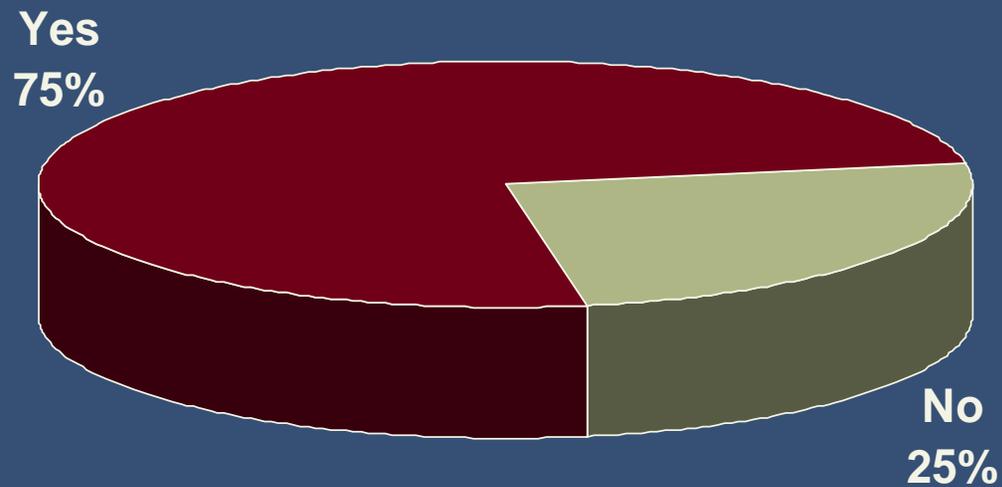
Public Transit Use Frequency

Next, the 73 respondents who reported using public transit for their frequent trips in the past year were asked to indicate their transit usage frequency. Overall, about 40 percent reported riding public transit on a weekly basis – 16 percent “Everyday,” 8 percent “Every weekday,” and 16 percent “Few times a week.” Otherwise, 34 percent said they rode public transit “Few times a month” (30%) or “Once a month” (4%) in the last 12 months, and about a quarter reported riding it “Few times a year” (18%) or “Once a year or less often” (5%).



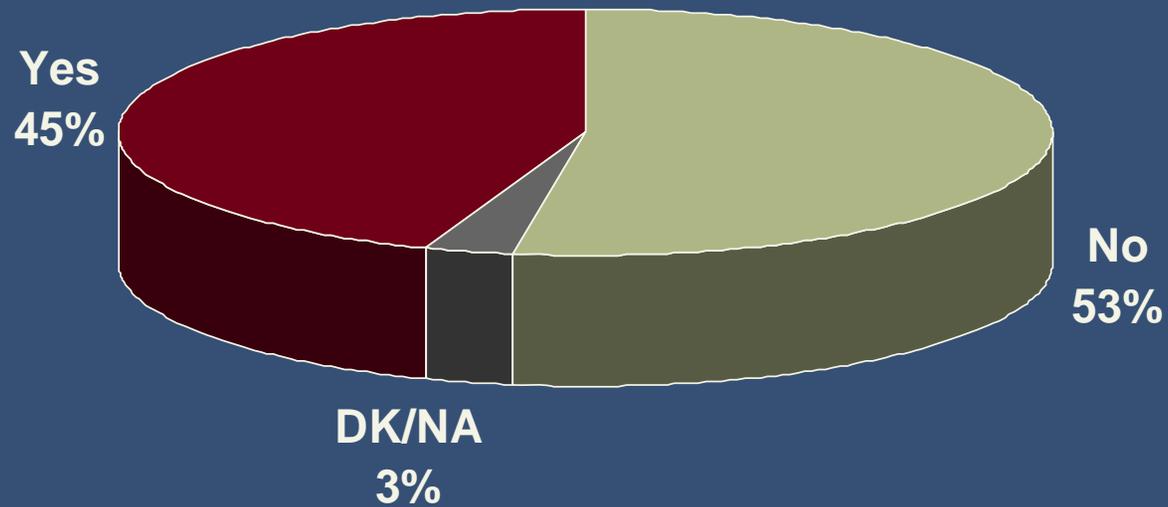
Access to Automobiles by Transit Users

Of these 73 public transit users, three-quarters reported that they normally have access to an automobile for these trips, while the remaining 25 percent did not have such access. This translates into five percent of the respondents being transit-dependent ($0.25 \times 73 \div 400$).



Consideration of Using Public Transit

The 326 respondents who did not report using public transit for their frequent trips in the last 12 months were asked if they considered using it. In response to this, 45 percent said they did consider using public transit, while 53 percent did not.



Consideration of Using Public Transit

Difference in Subgroups I

The proportions of respondents who did not consider using public transit during the last 12 months were higher among the female, Caucasian and Asian respondents in the survey. Conversely, proportionately more respondents of “Other” ethnic backgrounds reported that they considered using public transit during this period. Otherwise, there were no significant differences across the three cities in the area.

	Gender		Ethnicity				City of Residence		
	Male	Female	Caucasian	Hispanic	Asian	Other	Livermore	Pleasanton	Dublin
Total	168	158	245	31	28	15	141	93	91
Yes	49.4%	39.4%	42.3%	58.7%	32.5%	82.6%	41.4%	45.1%	50.8%
No	46.5%	58.9%	54.4%	41.3%	65.3%	17.4%	54.2%	53.5%	46.3%
DK/NA	4.0%	1.8%	3.2%	0.0%	2.2%	0.0%	4.3%	1.4%	2.9%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Consideration of Using Public Transit

Difference in Subgroups II

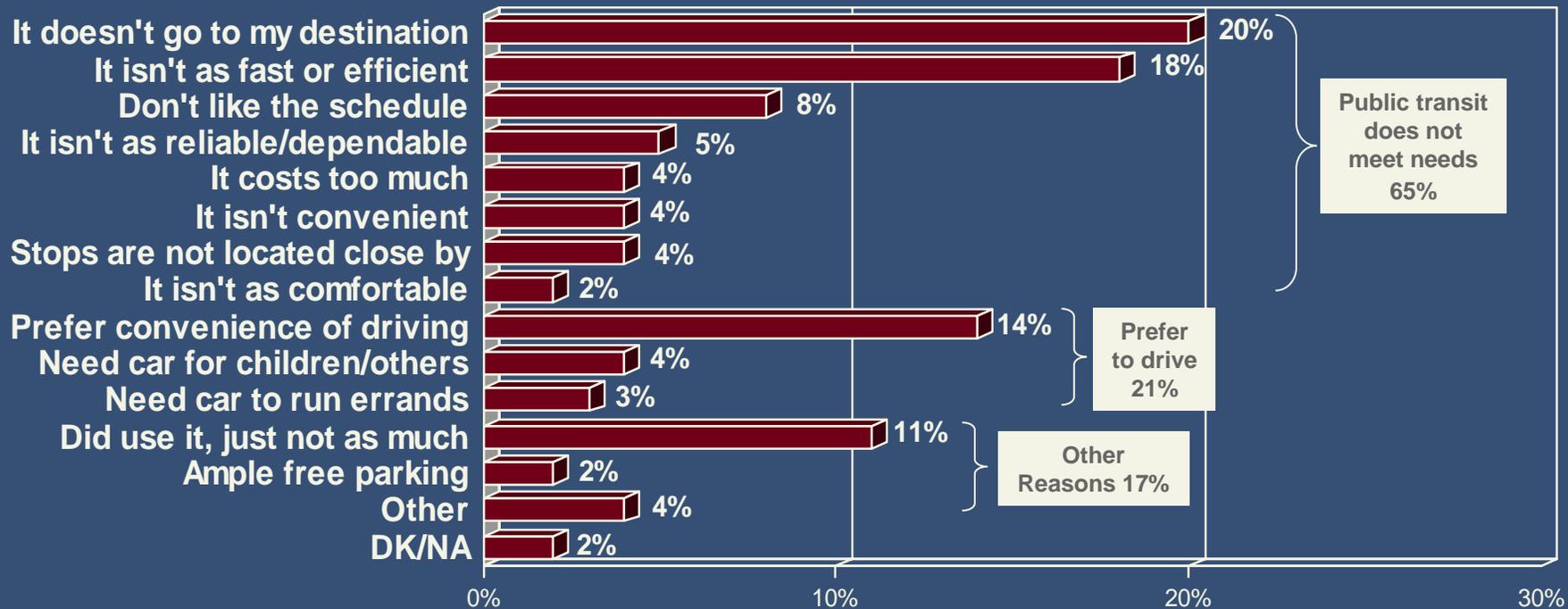
Higher proportions of the non-transit users who reported working for an employer and who had at least some graduate level education considered using public transit during the last 12 months. By contrast, proportionately more of those who are self-employed, work within the Tri-Valley area, and reported high school or less education stated that they did not consider using public transit during this period.

	Employment Status			Work Location		Level of Education			
	Work for an employer	Self-employed	Non-working	Tri-Valley	Outside of Tri-Valley	High School Grad or less	Some College	College Graduate	Graduate Degree
Total	198	37	84	145	64	61	72	121	67
Yes	48.6%	26.2%	42.1%	41.6%	56.0%	32.7%	42.5%	42.1%	63.7%
No	47.7%	73.8%	55.9%	56.5%	38.1%	61.6%	56.6%	54.8%	36.3%
DK/NA	3.7%	0.0%	2.0%	1.9%	5.9%	5.6%	0.9%	3.1%	0.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Reasons for Not Using Public Transit

Of the 145 who considered using public transit, 65 percent mentioned some reason related to public transit not providing them what they want or need. Specifically, 20 percent cited that public transit did not go to their destination, 18 percent said it is not as fast or efficient, and another eight percent did not like the schedule. Otherwise, 21 percent reported a preference for driving, especially because of convenience or flexibility (14%), or because they needed a car to pick up and drop off children or others (4%) or to run errands during the day (3%). Overall, this 21 percent is unlikely to convert from driving to taking public transit, while the 65 percent who thought current public transit options do not meet their wants and needs might be persuaded to ride the Rapid, if they are convinced that the Rapid offers the reliability, efficiency and convenience they seek.



Reasons for Not Using Public Transit

Difference in Subgroups I

Looking at subgroups, proportionately more 25- to 34-year-old respondents did not use public transit because they thought that it was not as fast or efficient, when compared to those of ages 35 to 44.

	Age					
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and older
Total	14	29	38	28	21	14
Public transit doesn't go to my destination	13.1%	12.7%	26.9%	19.9%	26.2%	15.7%
Prefer flexibility or convenience of driving	0.0%	11.5%	19.3%	18.4%	7.0%	25.3%
Don't like public transit schedule	0.0%	7.7%	13.3%	10.6%	0.0%	0.0%
Did use public transit, just not as much as other transportation modes	9.3%	9.2%	18.2%	5.9%	11.0%	8.9%
Public transit isn't as fast or efficient	29.1%	34.3%	3.7%	24.3%	13.6%	4.5%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Reasons for Not Using Public Transit

Difference in Subgroups II

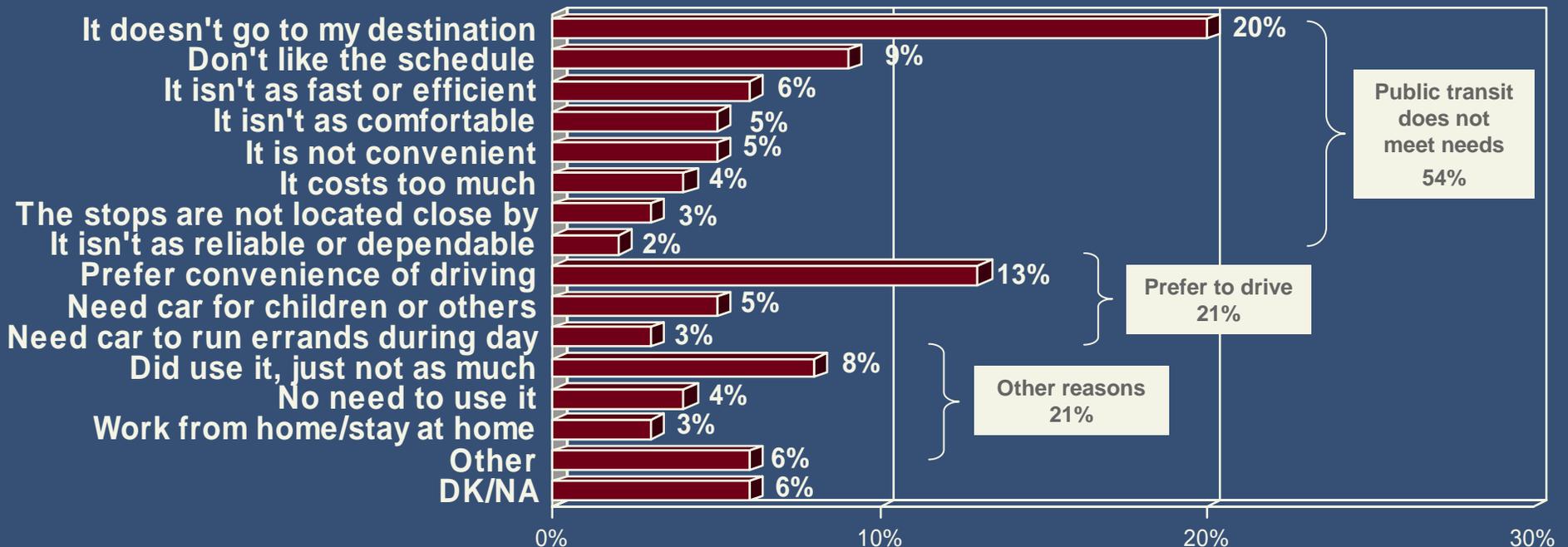
When compared to the respondents who work in the Tri-Valley area, substantially more of those who work outside the area did not use public transit because it did not go to their destination. Furthermore, a higher percentage of the respondents with high school education or less thought that public transit was not as fast or efficient, when compared to those who have at least some graduate level education. Otherwise, reasons for not using public transit cited by residents of the three cities were statistically comparable.

	City of Residence			Work Location		Level of Education			
	Livermore	Pleasanton	Dublin	Tri-Valley	Outside of Tri-Valley	HS Grad or less	Some College	College Grad	Graduate Degree
Total	58	42	46	60	36	20	31	51	43
Public transit doesn't go to my destination	17.4%	24.9%	15.2%	16.9%	36.6%	0.0%	17.3%	26.0%	24.3%
Prefer flexibility or convenience of driving	11.9%	14.0%	19.5%	16.6%	13.5%	2.0%	15.4%	11.5%	22.6%
Don't like public transit schedule	7.0%	5.6%	12.9%	6.9%	8.2%	4.1%	10.9%	1.4%	14.6%
Did use public transit, just not as much as other transportation modes	9.2%	14.7%	7.7%	11.9%	7.1%	13.9%	9.5%	15.4%	5.9%
Public transit isn't as fast or efficient	18.9%	14.8%	20.7%	17.8%	20.4%	42.9%	11.8%	21.3%	6.3%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Reasons for Not Considering Public Transit

Of the 181 respondents who did not consider using public transit in the last 12 months for their frequent trips, more than half spoke to some reason related to public transit not giving them what they want or need. The most cited reason in this regard was “Public transit doesn’t go to my destination” (20%), followed by “Don’t like the schedule” (9%). Furthermore, 21 percent reported that they prefer to drive with such mentions as “Prefer convenience of driving” (13%), “Need car to pick up or drop of children or others” (5%), and “Need a car to run errands during the day” (3%). Otherwise, 21 percent reported other reasons, including eight percent who actually used public transit in the last 12 months, but not as their primary transportation mode. Similar to earlier findings, the 54 percent who thought current transit options do not meet their needs could potentially be persuaded to ride the Rapid, if they could be convinced that the service will provide what they seek.



n = 181

Reasons for not Considering Public Transit

Difference in Subgroups

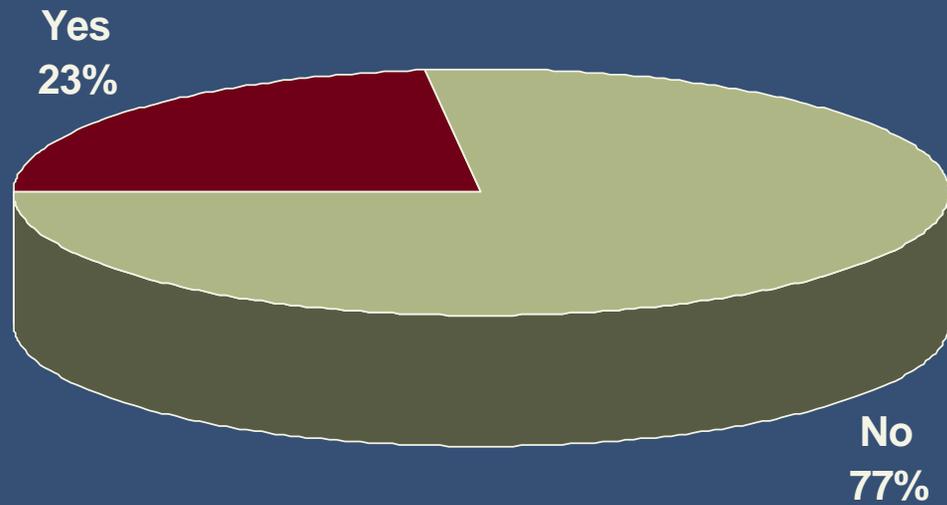
When compared to the non-working respondents, a higher percentage of those who work for an employer stated that they do not use public transit because it does not go to their destination. Meanwhile, the reasons reported for not considering public transit in Livermore, Pleasanton and Dublin were statistically comparable.

	Employment Status			City of Residence		
	Work for an employer	Self-employed	Non-working	Livermore	Pleasanton	Dublin
Total	102	27	48	83	51	45
Public transit doesn't go to my destination	25.6%	19.7%	7.7%	16.6%	24.7%	16.7%
Prefer flexibility or convenience of driving	15.1%	6.5%	10.0%	13.6%	7.8%	20.7%
Don't like public transit schedule	8.6%	19.0%	3.0%	9.5%	9.9%	7.2%
Did use public transit, just not as much as other transportation modes	6.9%	7.6%	8.1%	6.6%	12.2%	0.0%
Public transit isn't as fast or efficient	8.4%	0.0%	3.4%	6.4%	4.7%	8.1%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Awareness of the Rapid

The next question in the survey gauged existing awareness of the Bus Rapid Transit service. As shown in the chart below, about a quarter of the survey respondents have heard of the Rapid, while 77 percent have not.



Awareness of the Rapid

Difference in Subgroups

Overall, awareness of the Rapid was higher among men, those of age 65 and older, and those from households with an annual income of less than \$50,000. By contrast, more of the women, those 35 to 44, and those with annual household income of \$150,000 or more have not heard of the Rapid. Meanwhile, awareness of this service was statistically identical across the three Tri-Valley cities.

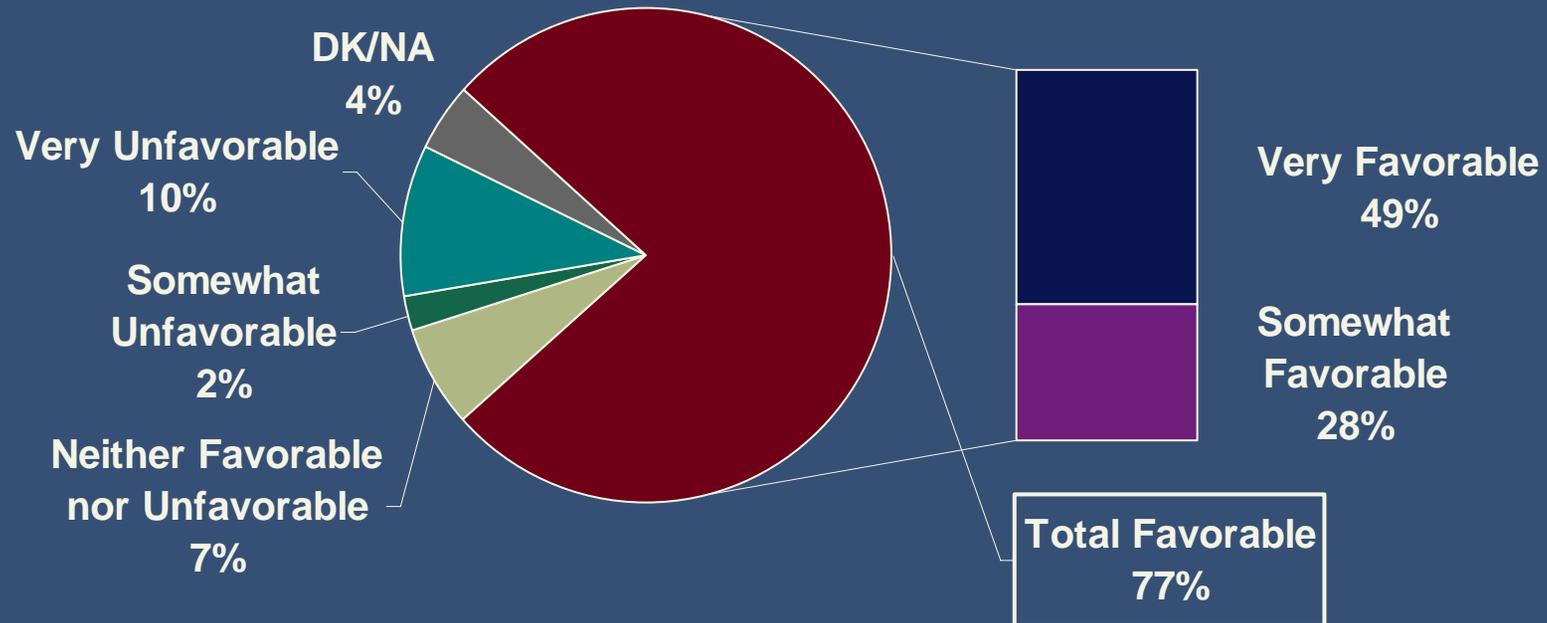
	Gender		Age					
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and older
Total	196	203	35	81	115	80	44	39
Yes	27.8%	18.3%	31.0%	28.6%	16.2%	17.2%	22.1%	39.0%
No	71.8%	81.3%	69.0%	71.4%	83.8%	81.9%	77.9%	61.0%
DK/NA	0.3%	0.4%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%

	City of Residence			Annual Household Income			
	Livermore	Pleasanton	Dublin	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more
Total	175	110	115	62	131	69	75
Yes	24.2%	25.3%	15.4%	36.1%	21.0%	26.6%	12.0%
No	75.0%	74.7%	84.6%	63.9%	79.0%	73.4%	87.1%
DK/NA	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Opinion of the Rapid

Of the 91 respondents who were aware of the Rapid, over three-quarters reported a favorable opinion of it. In particular, 49 percent reported a “Very Favorable” and 28 percent reported a “Somewhat Favorable” opinion. As opposed to this, twelve percent had an unfavorable opinion of this service, and the remaining eleven percent were neutral (7%) or did not render an opinion (4%).



Opinion of the Rapid Difference in Subgroups I

As can be seen in the table below, favorability of the Rapid was statistically comparable across three cities.

	City of Residence		
	Livermore	Pleasanton	Dublin
Total	42	28	18
Very favorable	54.3%	44.9%	38.8%
Somewhat favorable	21.6%	31.2%	41.5%
Neither favorable nor unfavorable	7.8%	5.1%	7.2%
Somewhat unfavorable	2.5%	2.7%	0.0%
Very unfavorable	9.0%	11.8%	8.9%
DK/NA	4.8%	4.3%	3.6%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Opinion of the Rapid Difference in Subgroups II

Substantially more of those with high school education or less had a “Very Unfavorable” opinion of the Rapid service, when compared the college graduates.

	Level of Education			
	High School Grad or less	Some College	College Graduate	Graduate Degree
Total	17	24	37	12
Very favorable	38.6%	53.3%	47.3%	57.2%
Somewhat favorable	28.6%	21.2%	31.5%	26.1%
Neither favorable nor unfavorable	8.5%	6.4%	7.2%	3.5%
Somewhat unfavorable	0.0%	4.3%	2.8%	0.0%
Very unfavorable	24.3%	13.1%	1.3%	13.2%
DK/NA	0.0%	1.7%	9.9%	0.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Benefits of the Rapid I

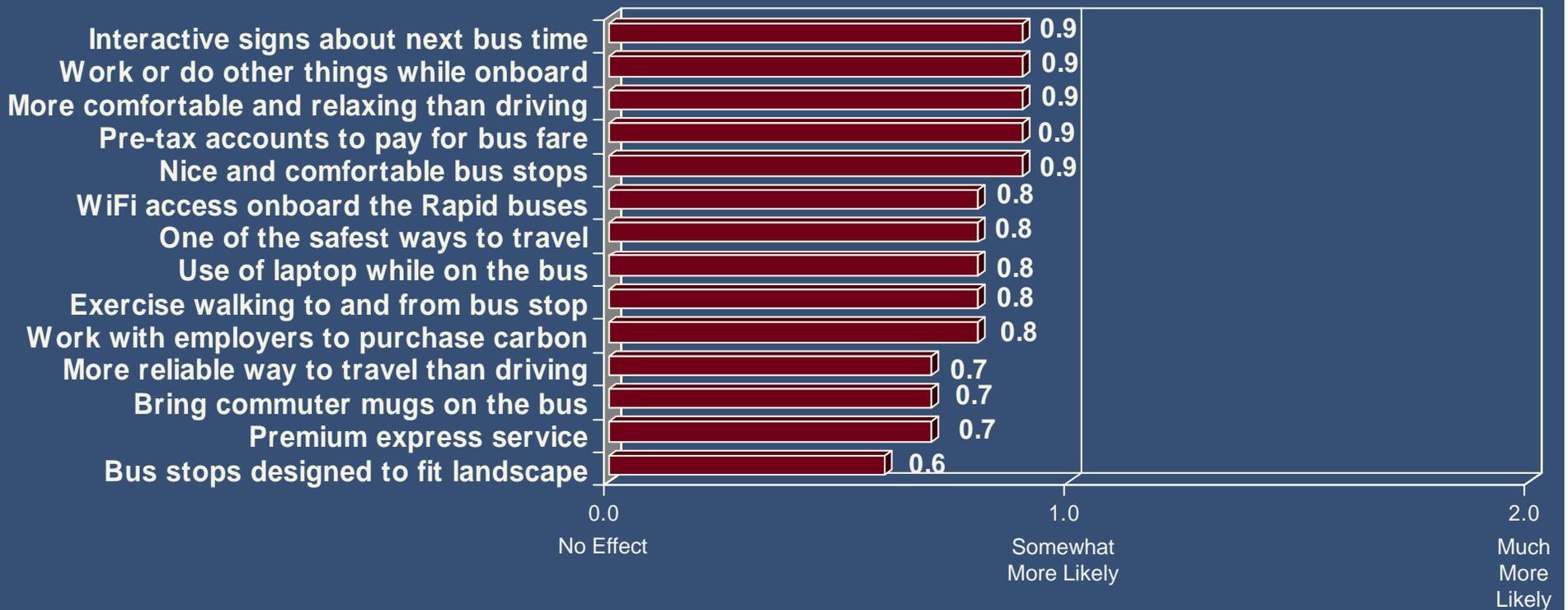
Next, the survey gauged the impact of 25 benefits of the Rapid on potential ridership. Overall, eleven made the average respondent at least “Somewhat More Likely” to use the service (mean score of 1.0 or higher), which are charted below. Collectively, they communicate the message that the Rapid offers an efficient, cost-effective way to travel, which conveniently connects with BART and is good for the environment. Specifically, the tested messages about free parking, potential use of Translink for BART and the Rapid, saving travel time, frequent buses, synchronized traffic lights, coordinated schedules with BART, cheaper than driving, faster in commute traffic, efficient way to and from BART station, bypassing 580 traffic, and protecting the environment made 63 to 70 percent of the respondents more likely to use the Rapid when it is available in late 2009.



Note: The above rating questions have been abbreviated for charting purposes. For the exact wording, please see Appendix D. The responses were recoded to calculate mean scores: “Much More Likely” = +2, “Somewhat More Likely” = +1, and “No Effect” = 0.

Benefits of the Rapid II

The benefits presented on this page had relatively lower impact on potential Rapid ridership. Of these, beautifully designed bus stops that fit into the neighborhood landscape was the least effective in generating ridership, with 57 percent reporting that it had no effect on their likelihood of using the Rapid. Some of the other less influential benefits include the following: more reliable way to travel than driving, ability to bring commuter mugs onboard, and the Rapid being a premium express service in the Tri-Valley area.



Note: The above rating questions have been abbreviated for charting purposes. For the exact wording, please see Appendix D. The responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Benefits of the Rapid Difference in Subgroups I

Of the eleven top messages, the ones relating to synchronized traffic lights, higher gas prices making the Rapid cheaper than driving, faster way through commute traffic and to/from the BART station resonated more strongly with the women. Conversely, the following three benefits had lower impact on persuading the Caucasian respondents to use the Rapid: free parking, high gas prices making the Rapid cheaper, and bypassing 580 traffic after completion of the El Charro overpass. Meanwhile, the ability to use Translink to pay for BART and Rapid fares and bypassing 580 traffic made Dublin residents more likely to use the Rapid.

	Gender		Ethnicity				City of Residence		
	Male	Fem	Caucasian	Hispanic	Asian	Other	Lvrnr	Plstn	Dublin
There is free parking near the Rapid bus stops	1.1	1.2	1.0	1.5	1.3	1.6	1.1	1.1	1.3
Same transit pass to pay for BART and Rapid fares	1.1	1.1	1.0	1.4	1.1	1.4	1.1	1.0	1.4
It would shave 30 minutes off your trip each way	1.0	1.1	1.1	1.2	1.1	1.2	1.0	1.0	1.3
Buses will run every 10 mins. during peak commuting hours, and every 15 mins. during off-peak hours	1.0	1.2	1.0	1.4	1.2	1.3	1.0	1.1	1.2
Synchronized traffic lights to stay green for the Rapid buses to go through	1.0	1.2	1.0	1.3	1.2	1.2	1.1	1.0	1.3
Schedules of the Rapid & BART will be coordinated	1.1	1.1	1.1	1.2	1.0	1.4	1.1	1.0	1.2
With high gas prices, riding the bus costs less	1.0	1.2	1.0	1.2	1.5	1.5	1.0	1.0	1.2
Faster way to get through commute traffic	0.9	1.1	1.0	1.3	1.1	1.1	1.1	0.9	1.1
Faster & more efficient way to go to/from BART station	0.9	1.1	1.0	1.1	1.1	1.1	1.1	1.0	1.1
Taking public transit protects the environment	0.9	1.1	1.0	1.2	1.2	1.1	1.0	1.0	1.0
El Charro overpass will help bypass traffic on 580	0.9	1.1	1.0	1.4	1.0	1.2	1.1	0.9	1.2

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Benefits of the Rapid Difference in Subgroups II

The respondents with at least some graduate level education reported a higher likelihood of using the Rapid after hearing that they would be able to use the same pass to pay fares on both BART and the Rapid, and that it is a faster and more efficient way to go to or from the Dublin-Pleasanton BART station. Moreover, the following benefits made the respondents with annual household income of less than \$50,000 more likely to use the Rapid: riding bus costs less than driving with high gas prices, faster way to get through commute traffic, and the El Charro overpass would help bypass traffic on 580.

	Level of Education				Annual Household Income			
	HS Grad or less	Some College	College Grad	Grad Degree	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more
There is free parking near the Rapid bus stops	1.1	1.1	1.1	1.4	1.1	1.2	1.2	1.1
Same transit pass to pay for BART and Rapid	1.1	0.9	1.1	1.3	1.1	1.1	1.3	1.1
It would shave 30 minutes off your trip each way	1.0	0.9	1.1	1.2	1.2	1.1	1.2	1.1
Buses will run every 10 mins. during peak hours, and every 15 mins. during off-peak hours	1.0	1.0	1.0	1.3	1.3	1.1	1.1	1.0
Synchronized traffic lights to stay green for the Rapid buses to go through	1.2	0.9	1.1	1.2	1.3	1.0	1.2	1.1
Schedules of Rapid & BART will be coordinated	1.1	0.9	1.1	1.2	1.2	1.1	1.2	1.1
With high gas prices, riding the bus costs less	1.0	1.1	1.0	1.1	1.3	1.1	1.1	0.9
Faster way to get through commute traffic	0.9	0.9	1.0	1.2	1.3	1.0	1.1	0.9
Faster and more efficient way to go to or from Dublin-Pleasanton BART station	1.0	0.8	1.0	1.2	1.3	1.0	1.0	1.1
Taking public transit protects the environment	0.8	1.2	1.0	1.0	1.0	1.1	1.1	0.9
El Charro overpass will bypass traffic on 580	1.2	0.9	1.0	1.1	1.4	1.0	1.0	0.9

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Benefits of the Rapid Difference in Subgroups III

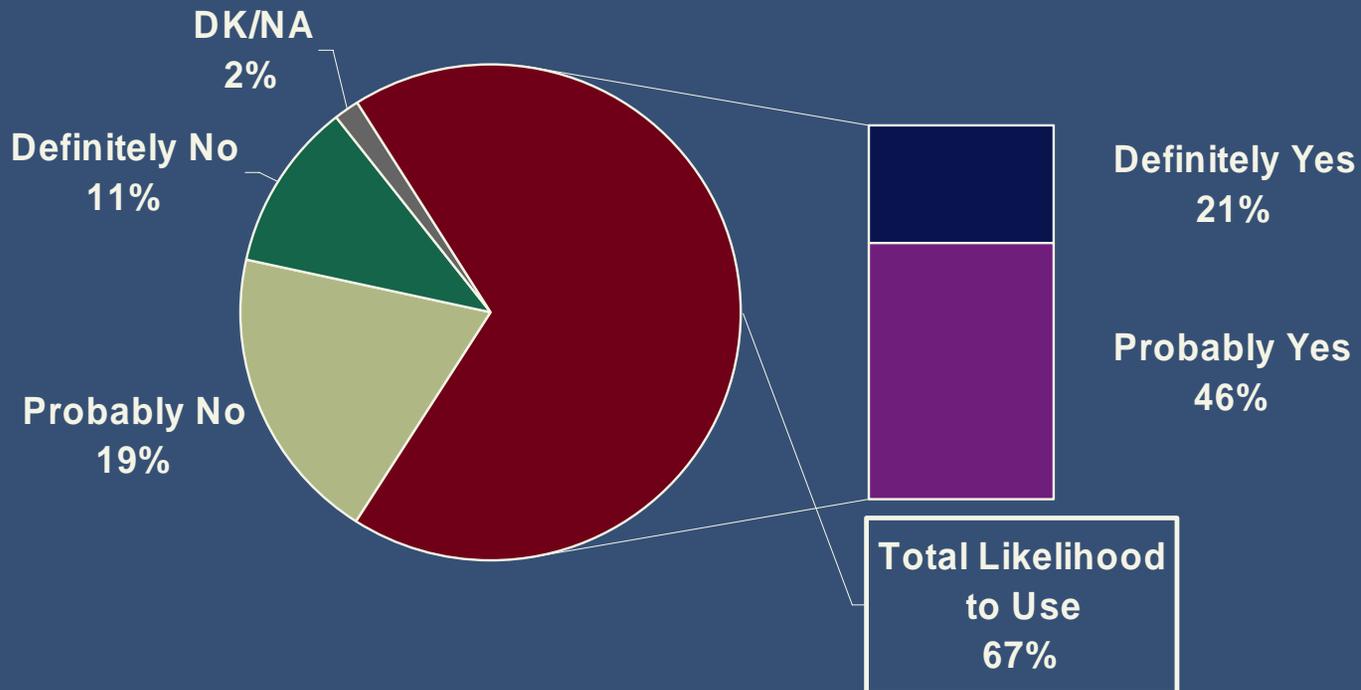
Finally, a majority of the top eleven benefits made the current users of public transit more likely to use the Rapid. Similarly, those who did not think current public transit meets their needs/wants as the reason for not using it reported a higher likelihood of using the Rapid after hearing the following benefits: saving 30 minutes each way, synchronized traffic lights, faster and more efficient way to go to and from the Dublin-Pleasanton BART station, and bypassing 580 traffic with the El Charro overpass completion.

	Use of Public Transit		Reasons for Public Transit Non-Use	
	Public Transit Users	Public Transit Non-Users	Transit does not meet needs/wants	Prefer Car/Other transportation modes
There is free parking near the Rapid bus stops	1.2	1.1	1.1	1.0
Same transit pass to pay for BART and Rapid	1.3	1.0	1.1	1.0
It would shave 30 minutes off your trip each way	1.4	1.0	1.1	0.9
Buses will run every 10 mins. during peak hours, and every 15 mins. during off-peak hours	1.3	1.0	1.0	0.9
Synchronized traffic lights to stay green for the Rapid buses to go through	1.4	1.0	1.1	0.9
Schedules of Rapid & BART will be coordinated	1.4	1.0	1.0	1.0
With high gas prices, riding the bus costs less	1.4	1.0	1.0	1.0
Faster way to get through commute traffic	1.4	0.9	1.0	0.8
Faster and more efficient way to go to or from Dublin-Pleasanton BART station	1.3	1.0	1.1	0.8
Taking public transit protects the environment	1.2	1.0	1.0	0.9
El Charro overpass will help bypass traffic on 580	1.3	1.0	1.0	0.8

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Likelihood of Using the Rapid

After presenting the 25 benefits of the Rapid, the survey respondents were asked if they were likely to use it when it starts in late 2009. About two-thirds of the respondents reported that they would definitely (21%) or probably (46%) use the service. Otherwise, three out of every ten respondents were not likely to use it, with eleven percent saying “Definitely No” and 19 percent saying “Probably No.” Two percent did not render an opinion. Overall, these results suggest that, with the right messaging, Rapid ridership could potentially reach as high as the 67 percent expressed. However, it is common with survey questions asking about intended behavior to yield inflated estimates of actual behavior. To correct for this potential inflation, the 46 percent who said they would probably use the Rapid would be discounted by half to 23 percent. That makes the total estimated Rapid ridership to be around 44 percent (21% definite and 23% probable riders).



Likelihood of Using the Rapid Difference in Subgroups I

Significantly more of the non-Caucasian respondents reported that they would definitely use the Rapid. Proportionately more of the Caucasians and male respondents said “Definitely No” to the likelihood of using the Rapid. Otherwise, likely ridership among the three Tri-Valley cities was found to be statistically the same.

	Gender		Ethnicity				City of Residence		
	Male	Female	Caucasian	Hispanic	Asian	Other	Livermore	Pleasanton	Dublin
Total	196	203	294	44	33	21	175	110	115
Definitely Yes	18.8%	23.9%	15.0%	35.3%	47.5%	39.0%	25.2%	15.7%	24.1%
Probably Yes	43.0%	49.3%	48.2%	44.7%	38.7%	45.1%	44.3%	47.0%	49.2%
Probably No	24.8%	14.1%	24.4%	4.8%	7.7%	2.4%	16.2%	24.1%	17.4%
Definitely No	11.0%	11.1%	10.7%	11.6%	6.2%	10.4%	11.5%	11.8%	8.6%
DK/NA	2.2%	1.6%	1.7%	3.5%	0.0%	3.1%	2.8%	1.4%	0.7%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Likelihood of Using the Rapid Difference in Subgroups II

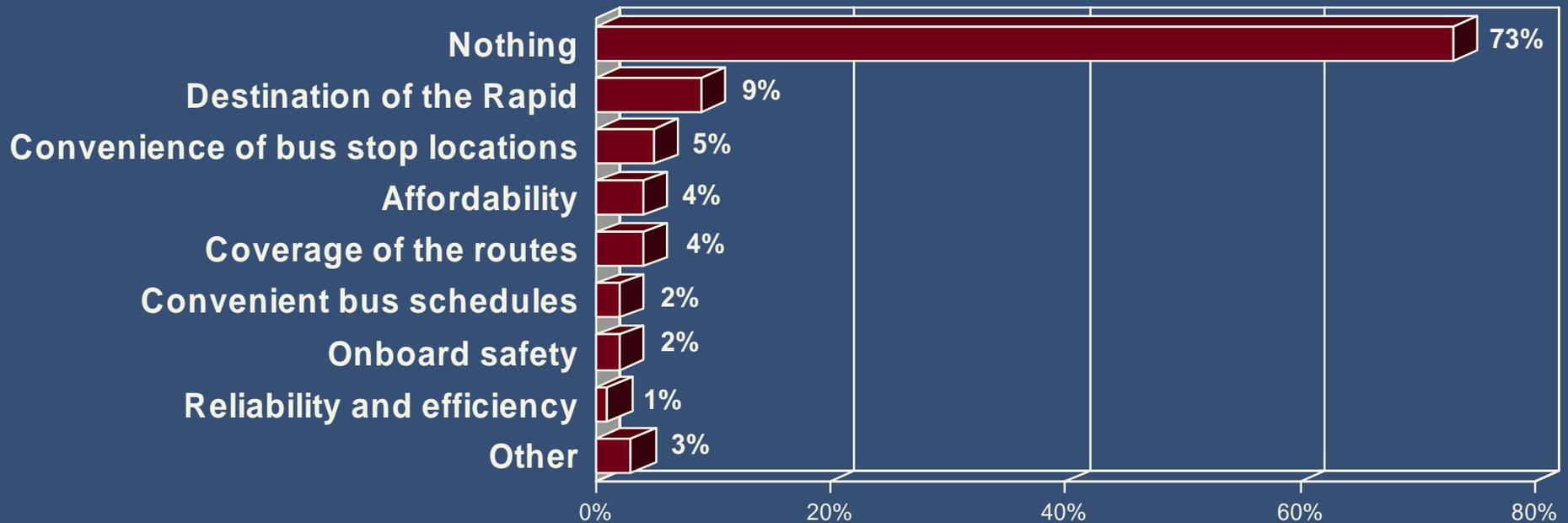
Significantly more respondents in the lowest annual household income group (less than \$50,000 a year) reported that they would definitely use the Rapid, when compared to their counterparts from higher income households. Similarly, more current users of public transit said they would definitely use the Rapid, while proportionately more of the current non-users of public transit would definitely not use it. Furthermore, transit non-users who prefer other modes of transportation would definitely not use the service, when compared to those who do not use public transit because it currently does not meet their wants and needs.

	Annual Household Income				Use of Public Transit		Reasons for Public Transit Non-Use	
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more	Public Transit Users	Public Transit Non-Users	Public Transit does not meet needs/wants	Prefer Car/Other transportation modes
Total	62	131	69	75	73	318	183	111
Definitely Yes	42.8%	19.1%	18.8%	20.0%	41.1%	16.8%	17.1%	16.5%
Probably Yes	43.2%	49.5%	47.4%	48.2%	36.4%	48.9%	53.4%	42.3%
Probably No	10.5%	21.0%	14.1%	18.0%	16.8%	19.7%	19.0%	20.3%
Definitely No	3.5%	10.4%	16.6%	11.7%	2.2%	13.0%	8.8%	19.0%
DK/NA	0.0%	0.0%	3.1%	2.0%	3.5%	1.6%	1.6%	1.9%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Factors Encouraging Use of the Rapid

In the next question, the 262 respondents who reported “Probably Yes” or “Probably No” for their likelihood of using the Rapid were asked about other considerations that might encourage them to use the service. In response to this, about three-quarters could not think of anything in addition to the 25 benefits presented previously. Otherwise, nine percent of the respondents mentioned destination of the Rapid (9%) as an important consideration.



Factors Encouraging Use of the Rapid

Difference in Subgroups I

Substantially more Caucasian respondents in the survey could not think of any other factors that would encourage them to use the Rapid, while proportionately more of their Hispanic counterparts reported that the coverage of routes would be an important consideration for them to use the service. Similarly, a higher percentage of the respondents who work outside of the Tri-Valley area reported that destination and coverage of the routes would influence their potential use of the service.

	Ethnicity				Work Location	
	Caucasian	Hispanic	Asian	Other	Tri-Valley	Outside of Tri-Valley
Total	213	22	15	10	121	52
Nothing	75.1%	43.2%	76.9%	82.1%	71.7%	66.3%
Destination of the Rapid	9.8%	4.9%	0.0%	12.0%	6.4%	17.3%
Convenience of bus stop locations	5.4%	0.0%	0.0%	0.0%	7.6%	0.8%
Affordability	2.6%	11.9%	13.3%	5.9%	6.4%	3.3%
Coverage of the routes	2.9%	15.6%	4.3%	0.0%	2.6%	12.1%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Factors Encouraging Use of the Rapid

Difference in Subgroups II

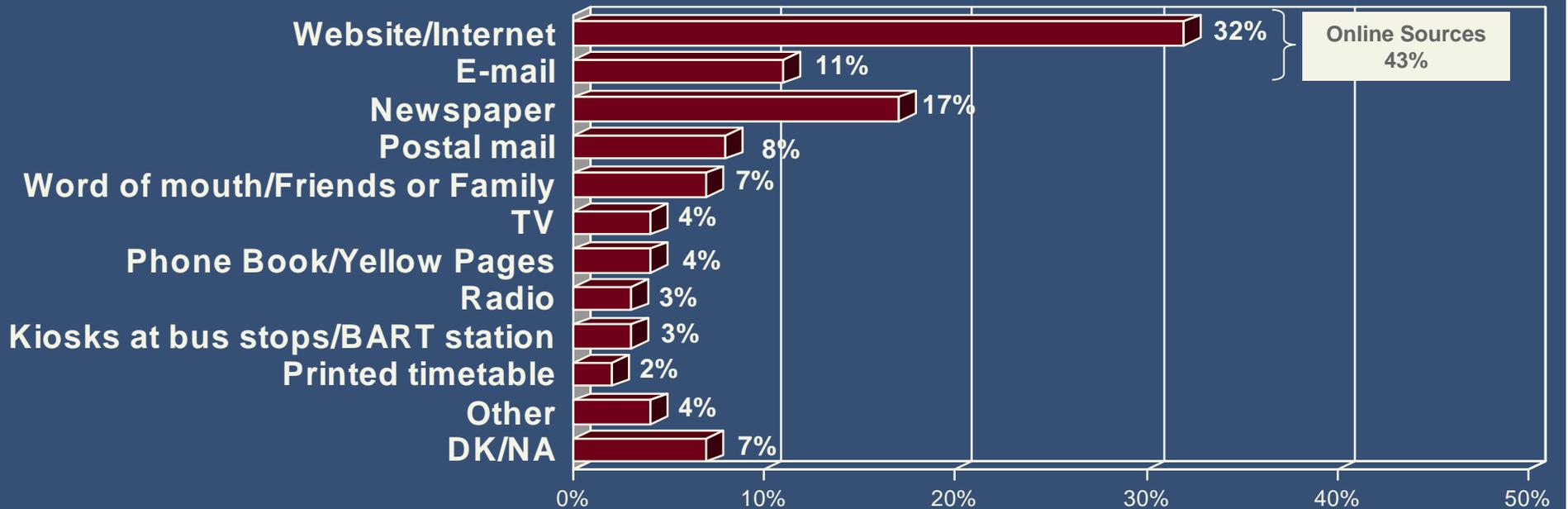
A higher percentage of the Pleasanton residents and those who have at least some graduate level education mentioned that “Destination of the Rapid” would be an important factor that would encourage them to use this service. As opposed to this, proportionately more of those with high school education or less could not think of any other factors beyond the 25 tested benefits that would influence their likely use of the Rapid.

	City of Residence			Level of Education			
	Livermore	Pleasanton	Dublin	High School Grad or less	Some College	College Graduate	Graduate Degree
Total	106	78	76	45	64	99	50
Nothing	78.4%	65.6%	76.8%	87.7%	71.4%	74.3%	56.8%
Destination of the Rapid	4.0%	14.9%	6.1%	0.9%	2.8%	11.0%	20.1%
Convenience of bus stop locations	4.6%	4.6%	4.5%	1.6%	3.6%	7.0%	4.0%
Affordability	3.4%	3.4%	6.7%	0.9%	7.5%	3.1%	4.6%
Coverage of the routes	0.7%	5.7%	6.8%	0.0%	0.0%	4.1%	12.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Preferred Information Sources

Finally, the respondents were asked to indicate their most preferred sources for getting information about transportation in their area. As shown in the following chart, 43 percent reported their preference for online sources like websites or Internet (32%) and email (11%). Otherwise, 17 percent preferred getting this information from newspapers, while fewer than ten percent reported a preference for such information sources as postal mail (8%), implying mailers, and word of mouth (7%).



Preferred Information Sources

Difference in Subgroups I

Proportionately more men than women preferred obtaining information on local transportation from newspapers. Otherwise, a higher percentage of the 35- to 44-year-old respondents than their counterparts of age 65 and older used the Internet as an information source. In addition, substantially more of the self-employed respondents than those who work for an employer mentioned “Word of mouth/friends or family” as their preferred information source.

	Gender		Age						Employment Status		
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and older	Work for an employer	Self-employed	Non-working
Total	196	203	35	81	115	80	44	39	238	41	112
Website/Internet	29.0%	33.4%	27.0%	35.3%	38.9%	30.4%	28.5%	10.8%	34.4%	23.2%	28.2%
Newspaper	21.2%	12.2%	8.5%	12.3%	14.3%	20.4%	20.2%	27.8%	19.4%	5.8%	15.0%
E-mail	8.9%	14.0%	17.5%	9.8%	15.0%	11.2%	7.8%	5.5%	13.7%	12.0%	6.8%
Postal mail	6.0%	9.0%	6.7%	6.2%	9.1%	7.0%	4.6%	11.6%	9.4%	0.0%	6.8%
Word of mouth/ Friends or Family	5.9%	7.2%	3.8%	12.5%	5.6%	2.4%	7.6%	8.1%	3.4%	16.8%	8.6%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.

Preferred Information Sources

Difference in Subgroups II

Furthermore, compared to their Caucasian counterparts, more Hispanic residents preferred getting information on local transportation from the Internet, while more Asians preferred getting it through mailers. Additionally, a higher percentage of the Dublin residents than those living in Pleasanton reported “Email” as their preferred information source on local transportation. Meanwhile, a higher percentage of the respondents with at least some graduate level education preferred using the Internet or websites for obtaining this information, when compared to those with some college or less education.

	Ethnicity				City of Residence			Level of Education			
	Caucasian	Hispanic	Asian	Other	Liver More	Pleasanton	Dublin	High School Grad or less	Some College	College Graduate	Graduate Degree
Total	294	44	33	21	175	110	115	75	87	152	80
Website/Internet	30.0%	50.6%	27.9%	17.0%	28.2%	32.2%	36.5%	22.4%	23.2%	34.8%	43.1%
Newspaper	20.4%	0.0%	6.1%	13.6%	18.7%	17.6%	9.7%	12.3%	22.0%	18.7%	11.6%
E-mail	11.7%	5.9%	15.5%	13.1%	11.1%	7.4%	20.6%	10.1%	8.2%	11.4%	16.9%
Postal mail	5.0%	7.8%	25.0%	12.8%	6.8%	9.0%	6.1%	6.5%	6.4%	8.7%	7.9%
Word of mouth/ Friends or Family	6.4%	7.8%	6.2%	8.5%	6.7%	9.8%	0.0%	13.5%	8.6%	5.8%	0.0%

Note: Significant differences at the 95% confidence level between subgroups on any given survey item are denoted by colors: a **blue** mean score or percentage figure is statistically higher than a **red** number between comparative groups, e.g., male vs. female, owners vs. renters etc.