



Valley Express

2015 Rider Survey

October 2015



Survey Objectives

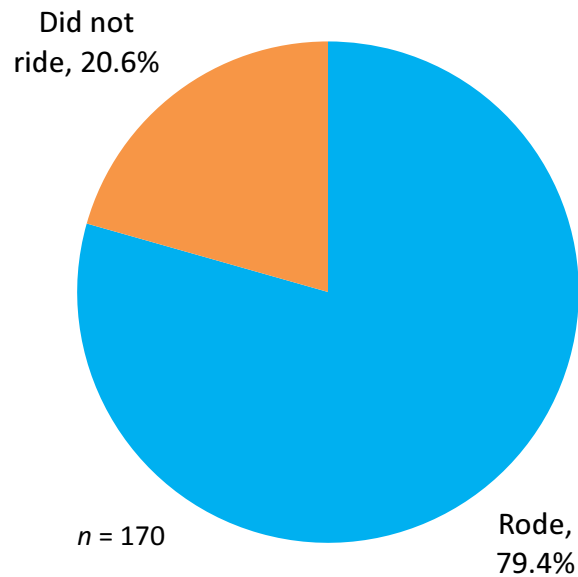
- Codify travel patterns
- Assess customer satisfaction
- Identify changes in opinion/perception between two programs (VISTA DAR vs. Valley Express)

Survey Methodology

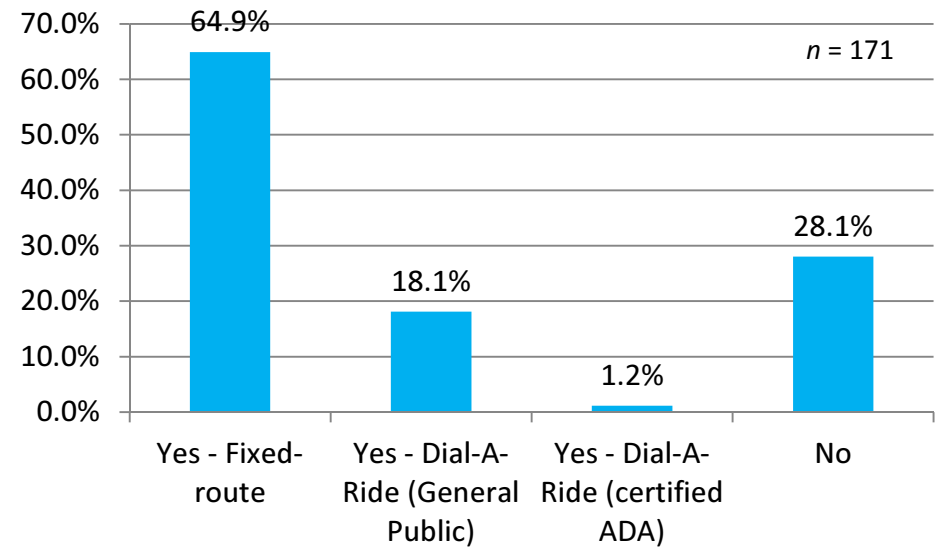
- Bilingual intercept
 - Onboard the vehicles (September 12, 14, 15)
 - At key bus stops in all three communities
- Online (bilingual)
 - September 11-October 2, 2015

Ridership Comparison

VISTA Dial-A-Ride

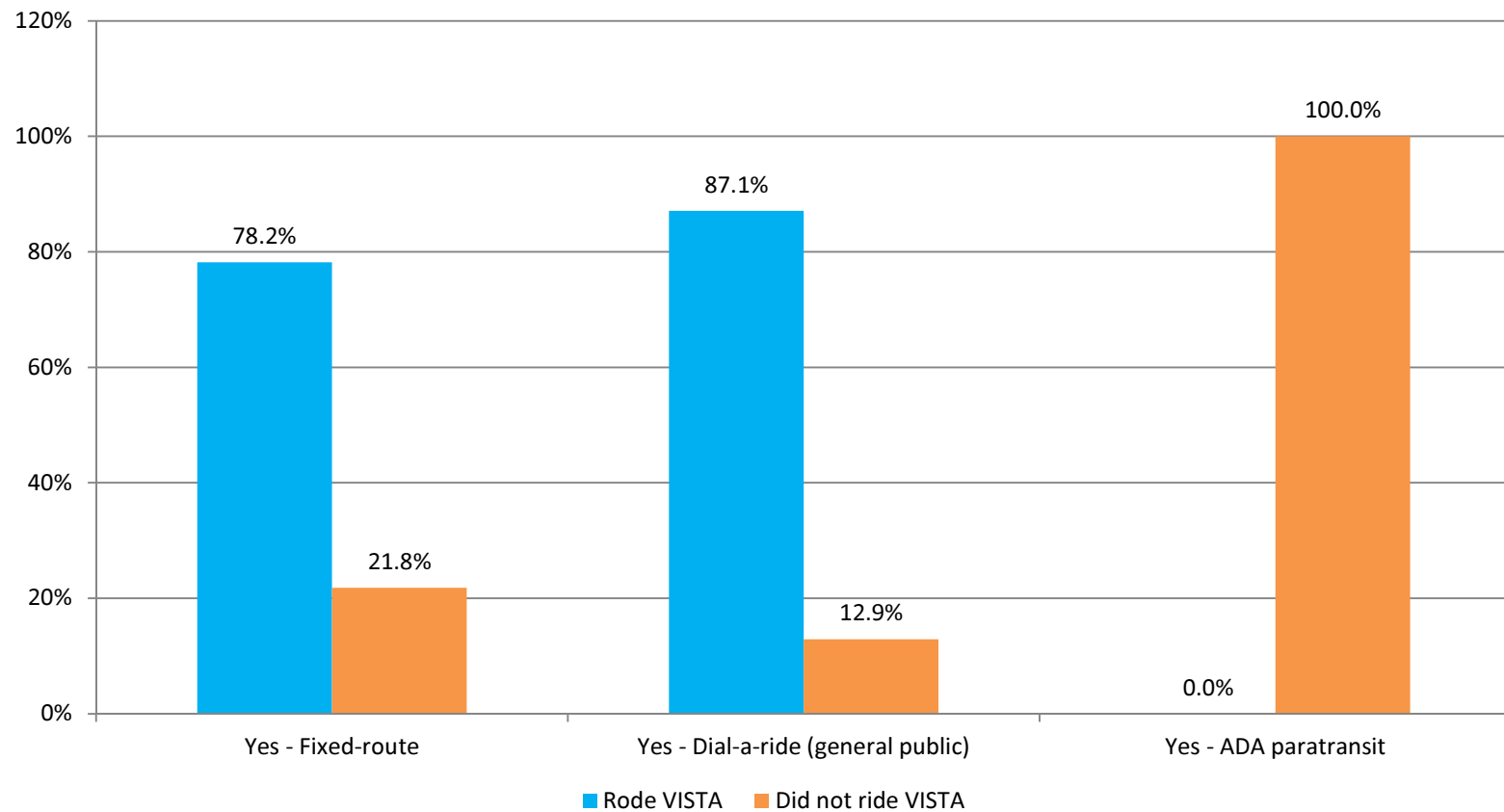


Valley Express

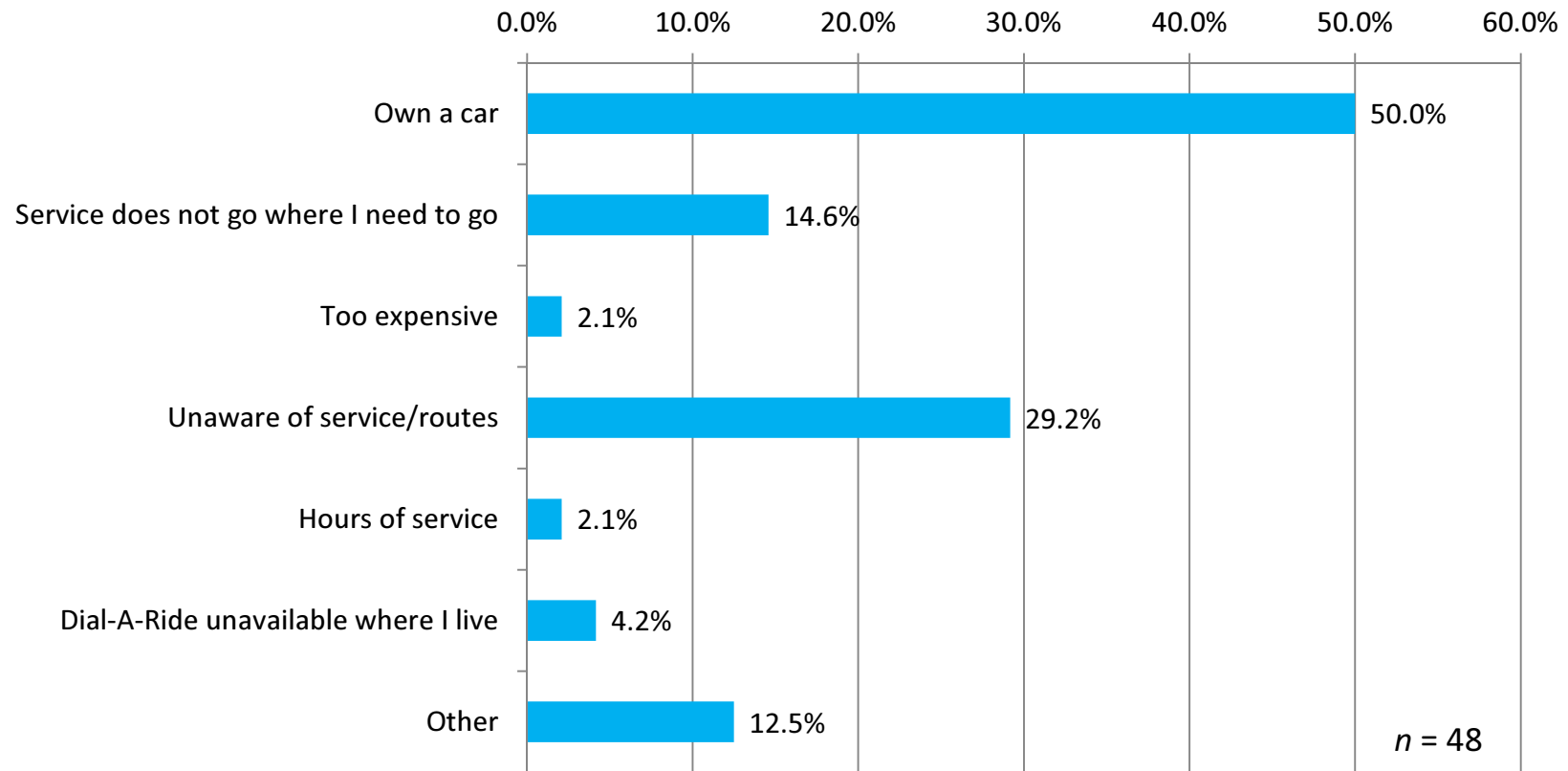


Multiple responses allowed

VISTA DAR vs. Valley Express Ridership



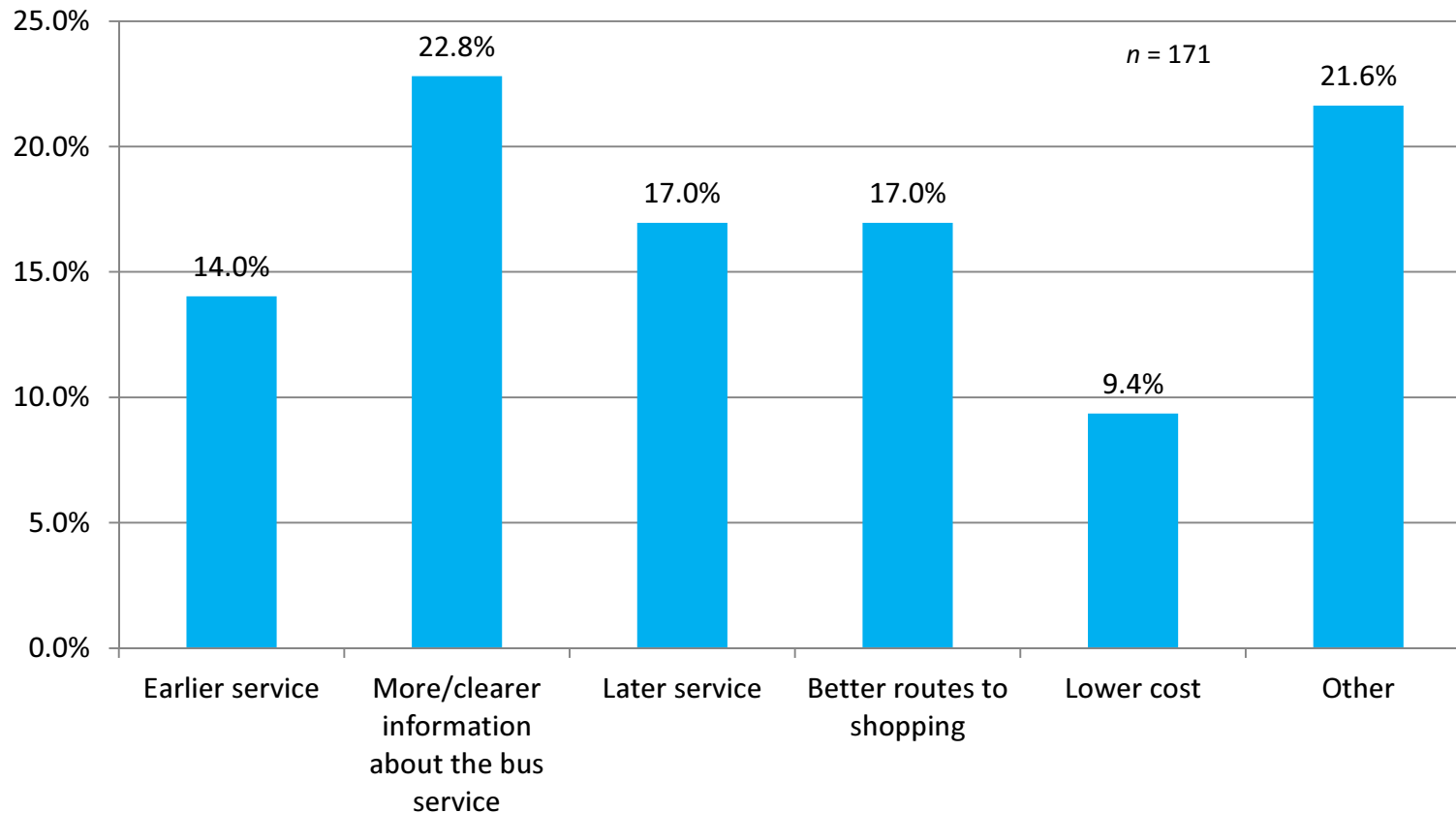
Barriers to riding Valley Express



Percentages total more than 100 percent because respondents were invited to check all that apply. "Other" responses include bike or walk, lack of need (such as travel destination located in close proximity to origin), and not certain how to use.

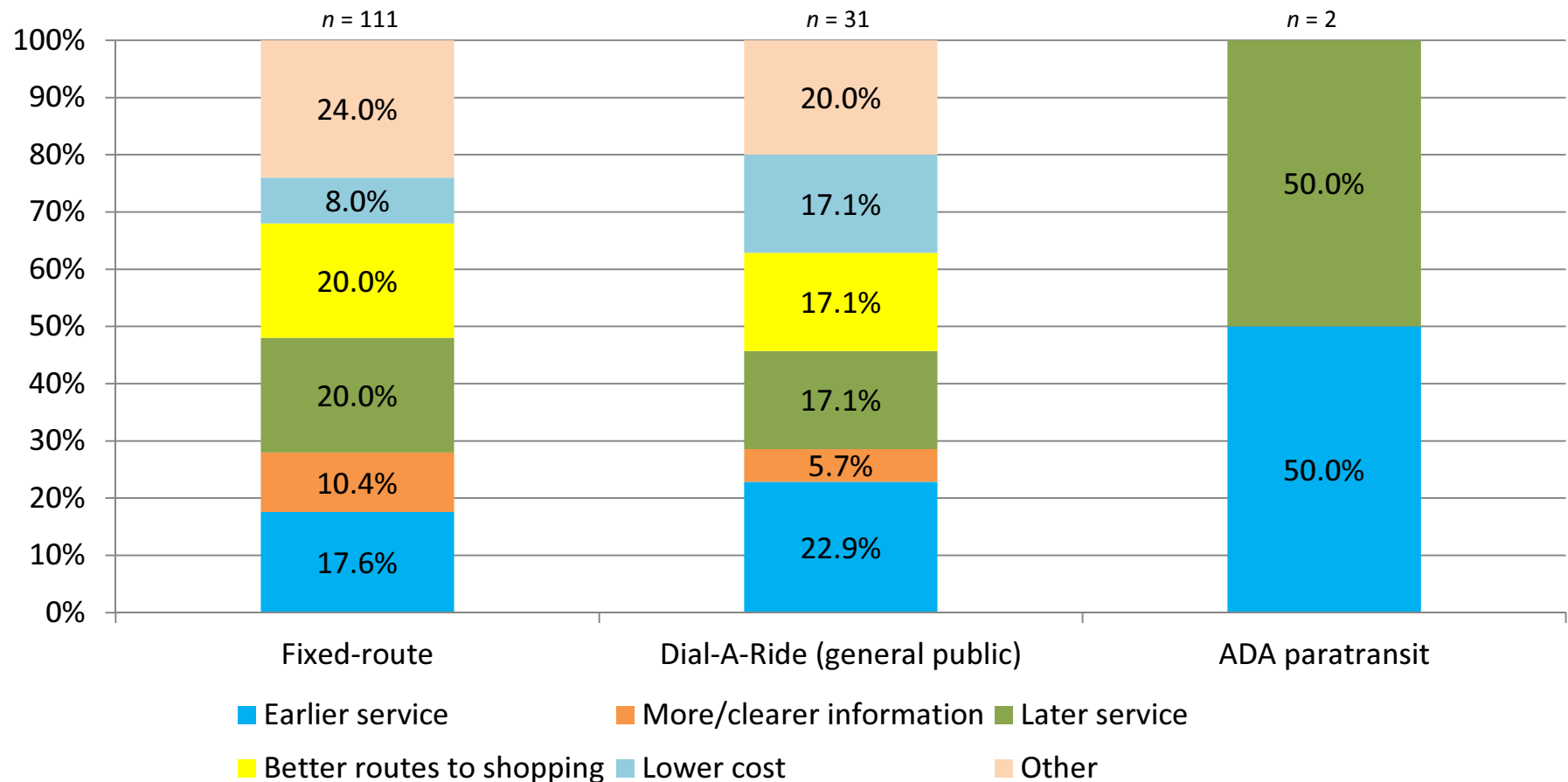


Motivators for riding Valley Express

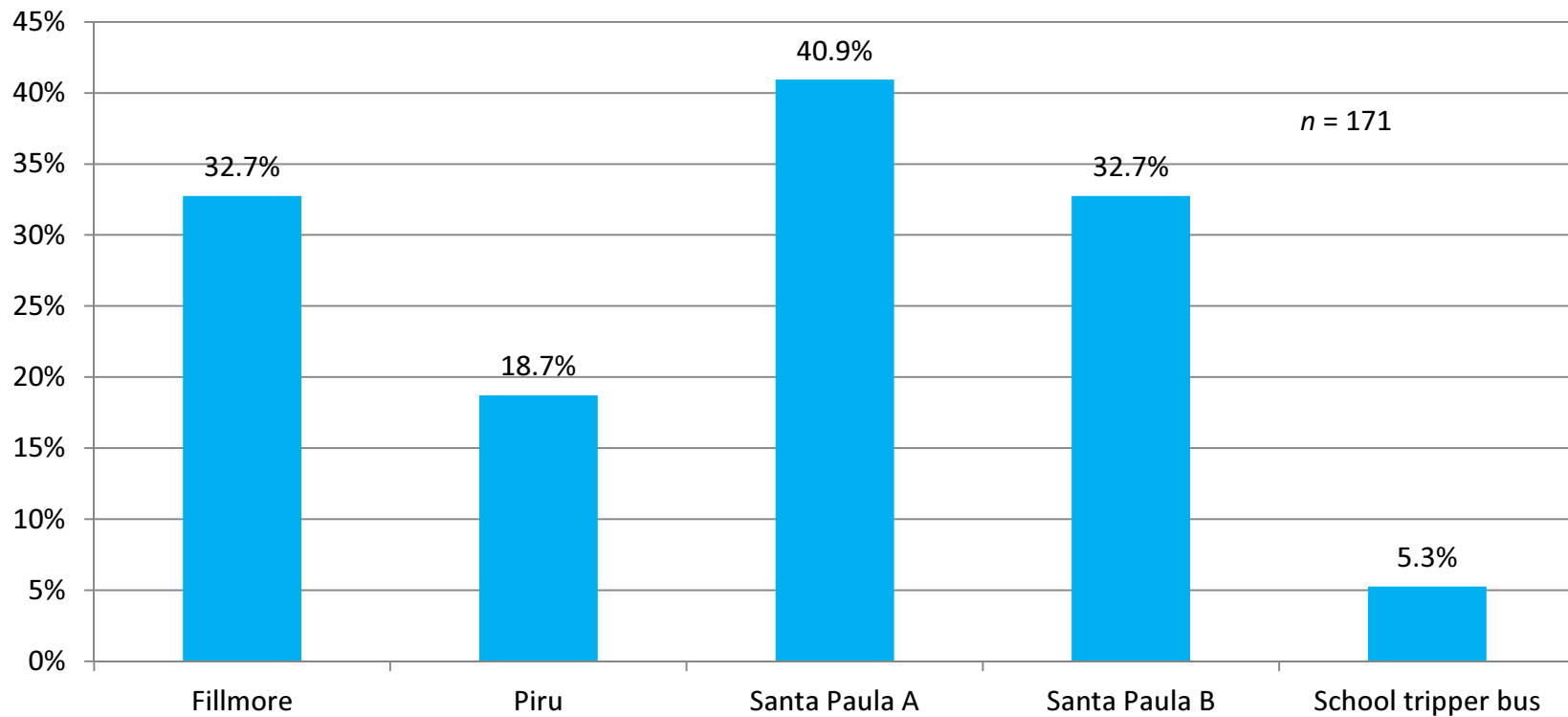


"Other" responses include different routes/stops (unspecified), a need for bilingual bus drivers.

Valley Express riders: Motivators to increase ridership

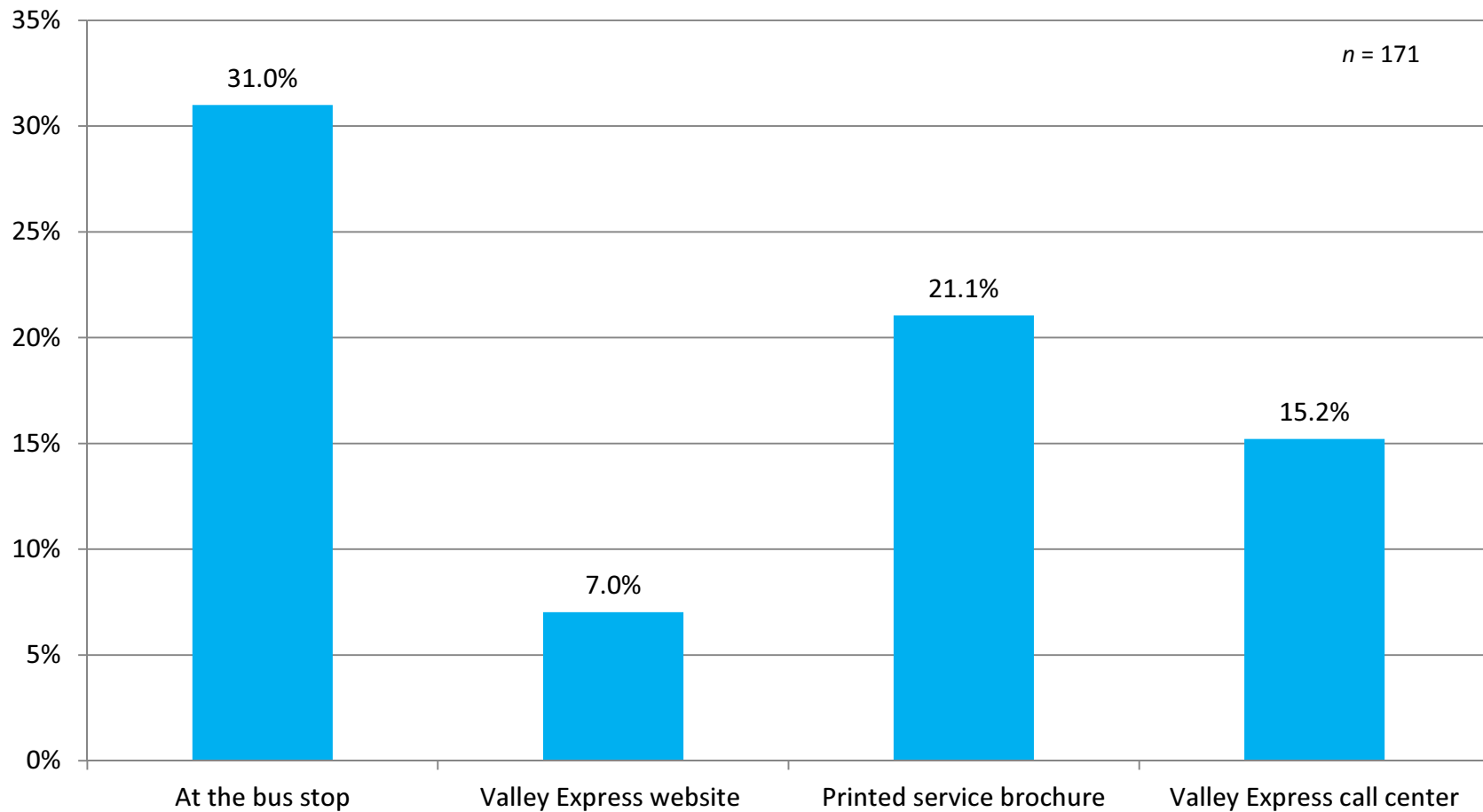


Service/route usage

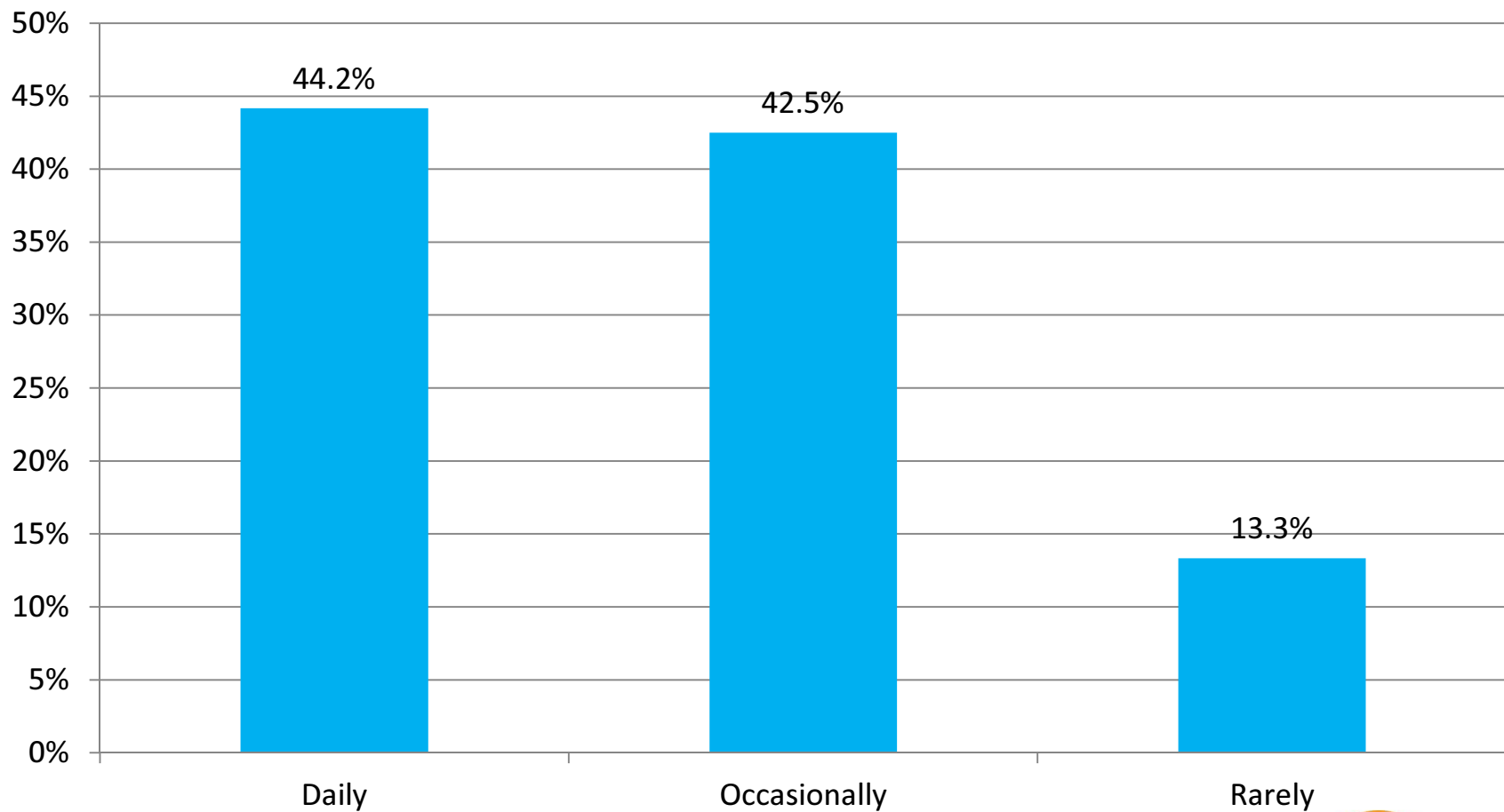


Percentages total more than 100 percent because participants had the option of selecting multiple responses.

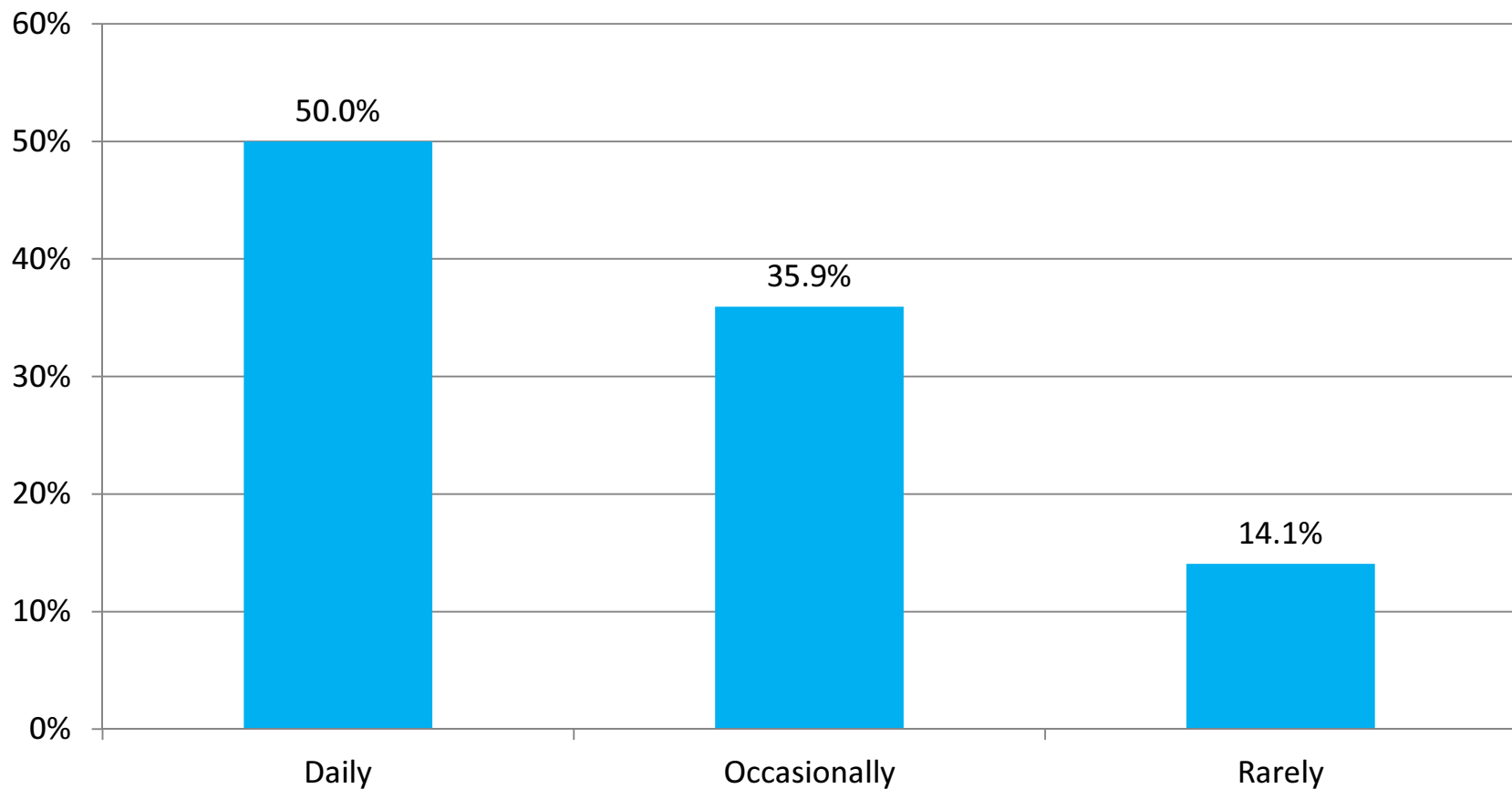
Transit information sources



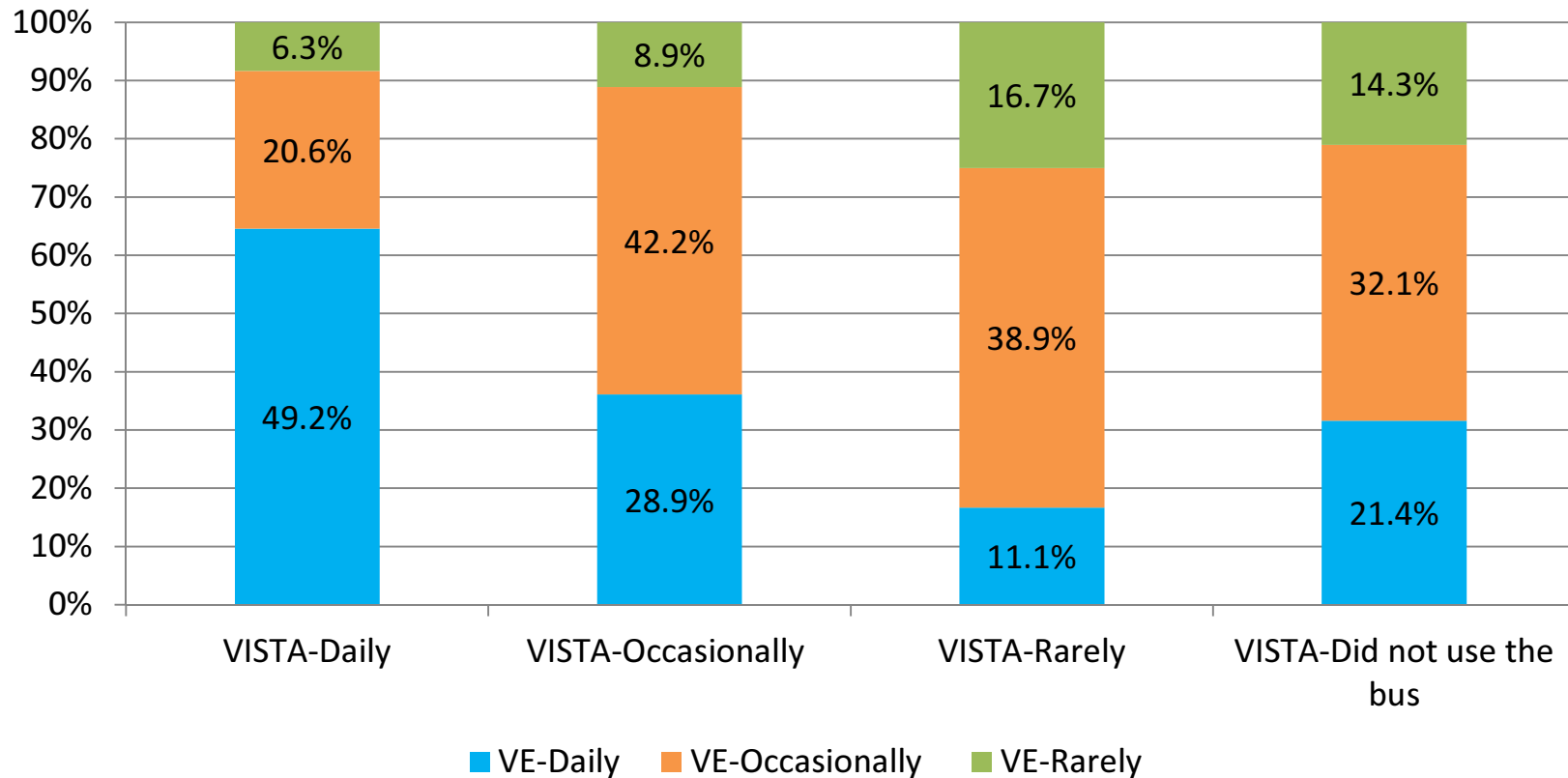
Frequency of ridership



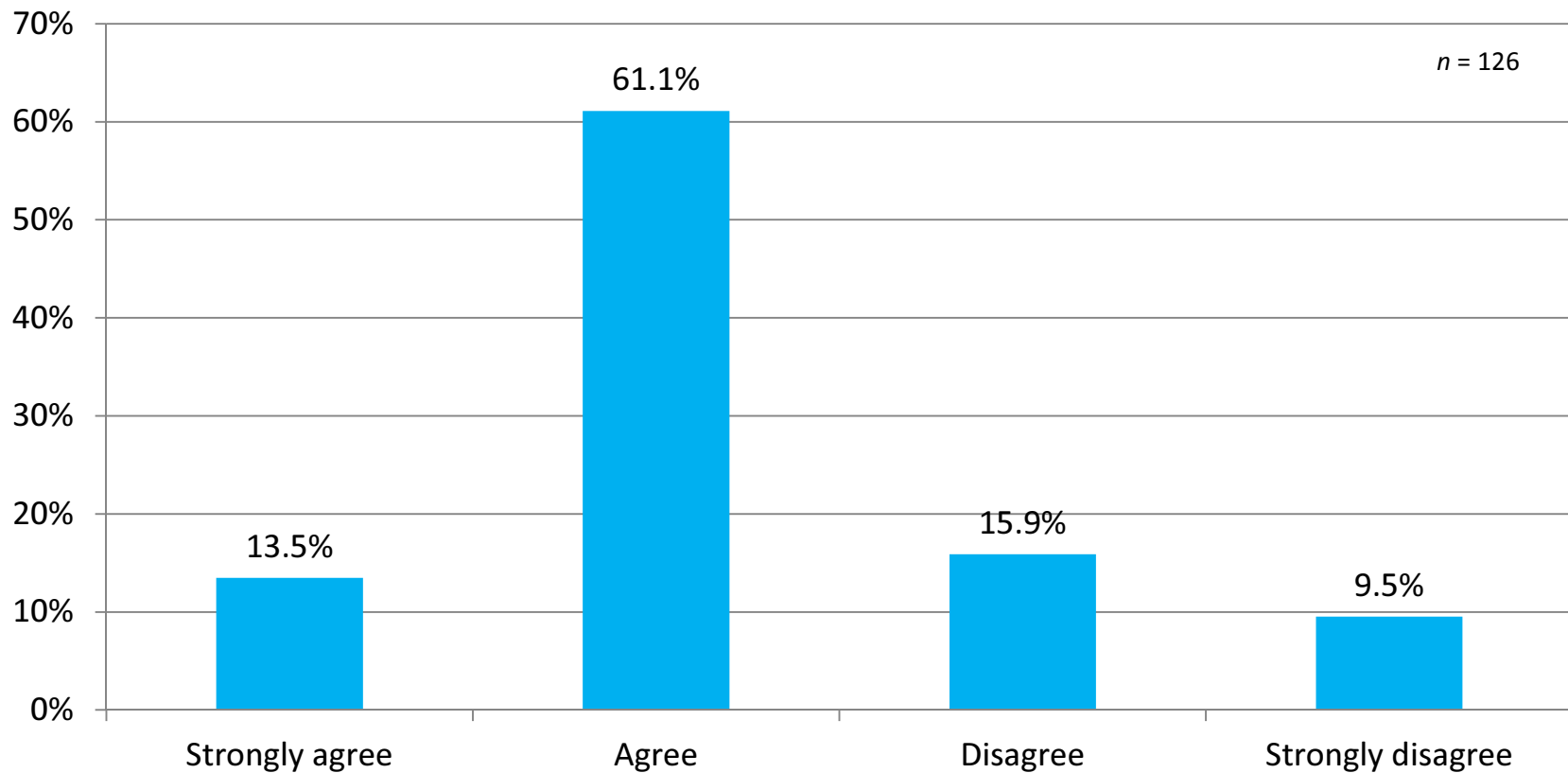
Frequency of prior VISTA ridership



VISTA vs. Valley Express ridership



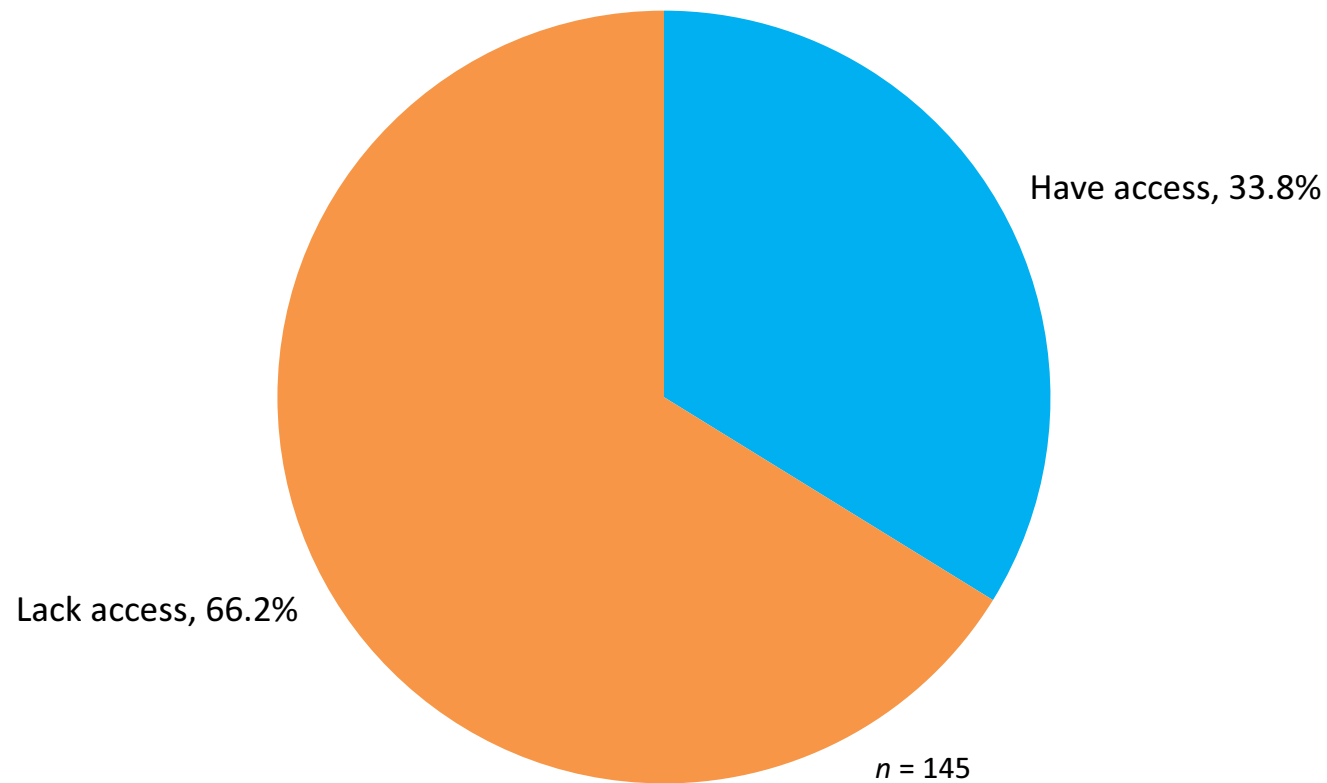
Valley Express: Overall satisfaction



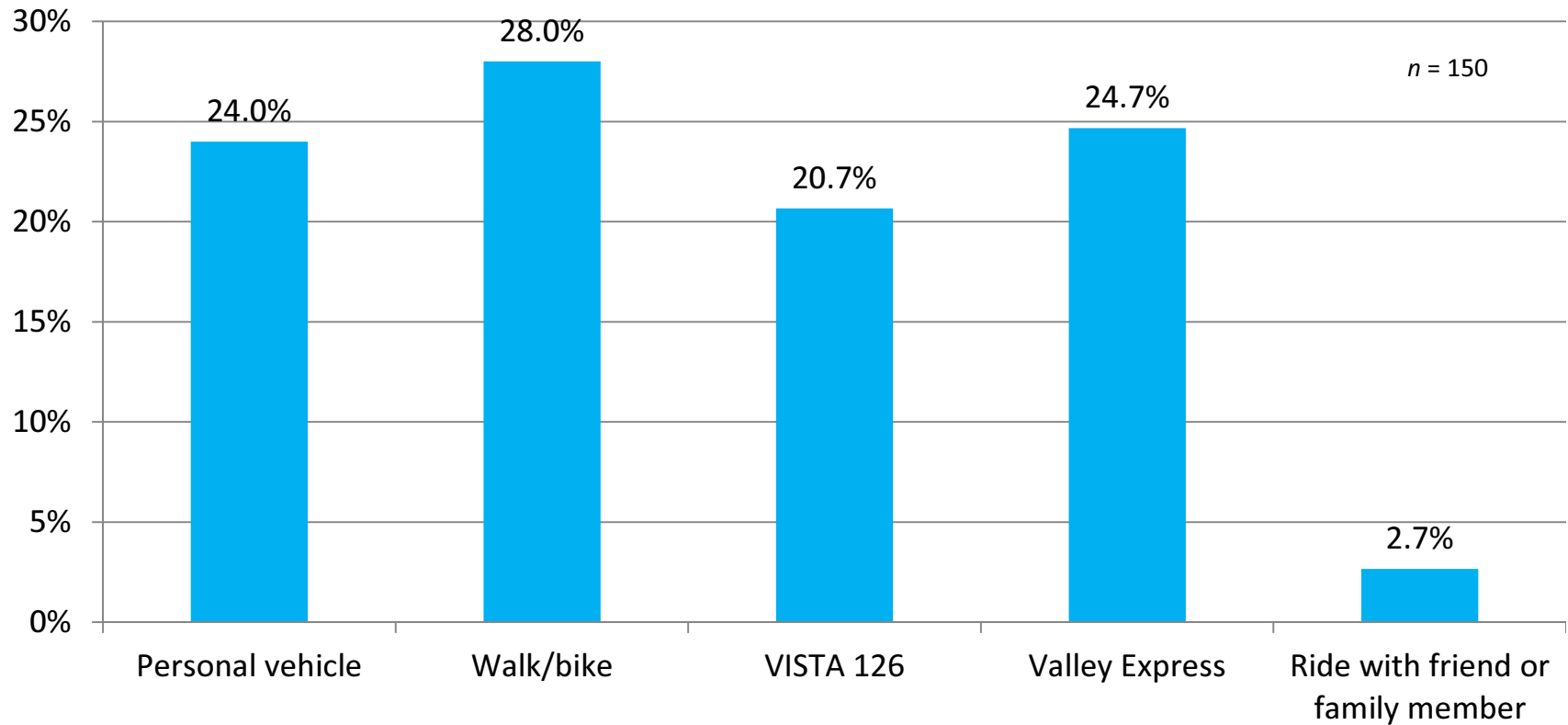
In response to question: "Generally speaking, I am satisfied with Valley Express bus service."



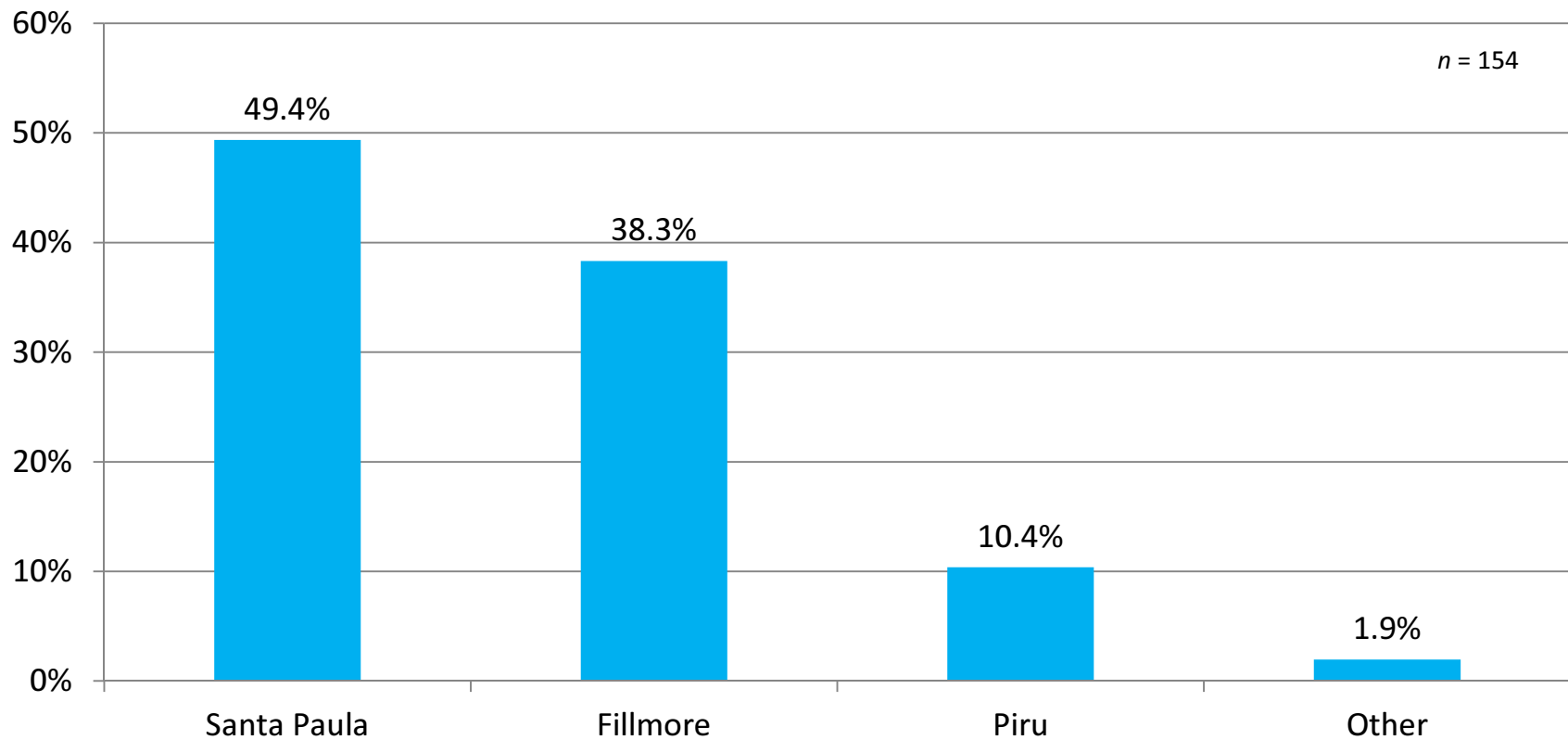
Access to Personal Vehicle



Primary mode of transportation

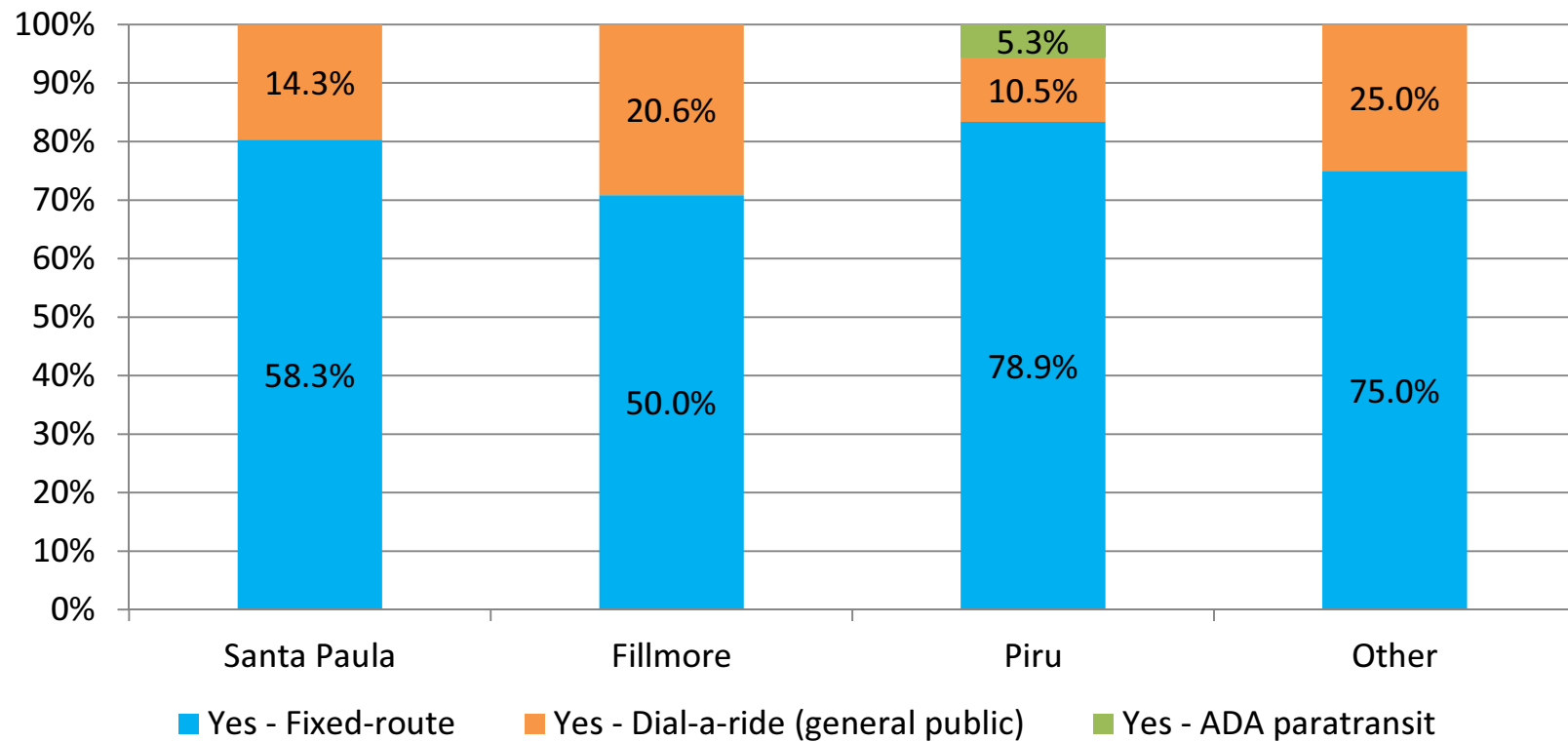


Home community

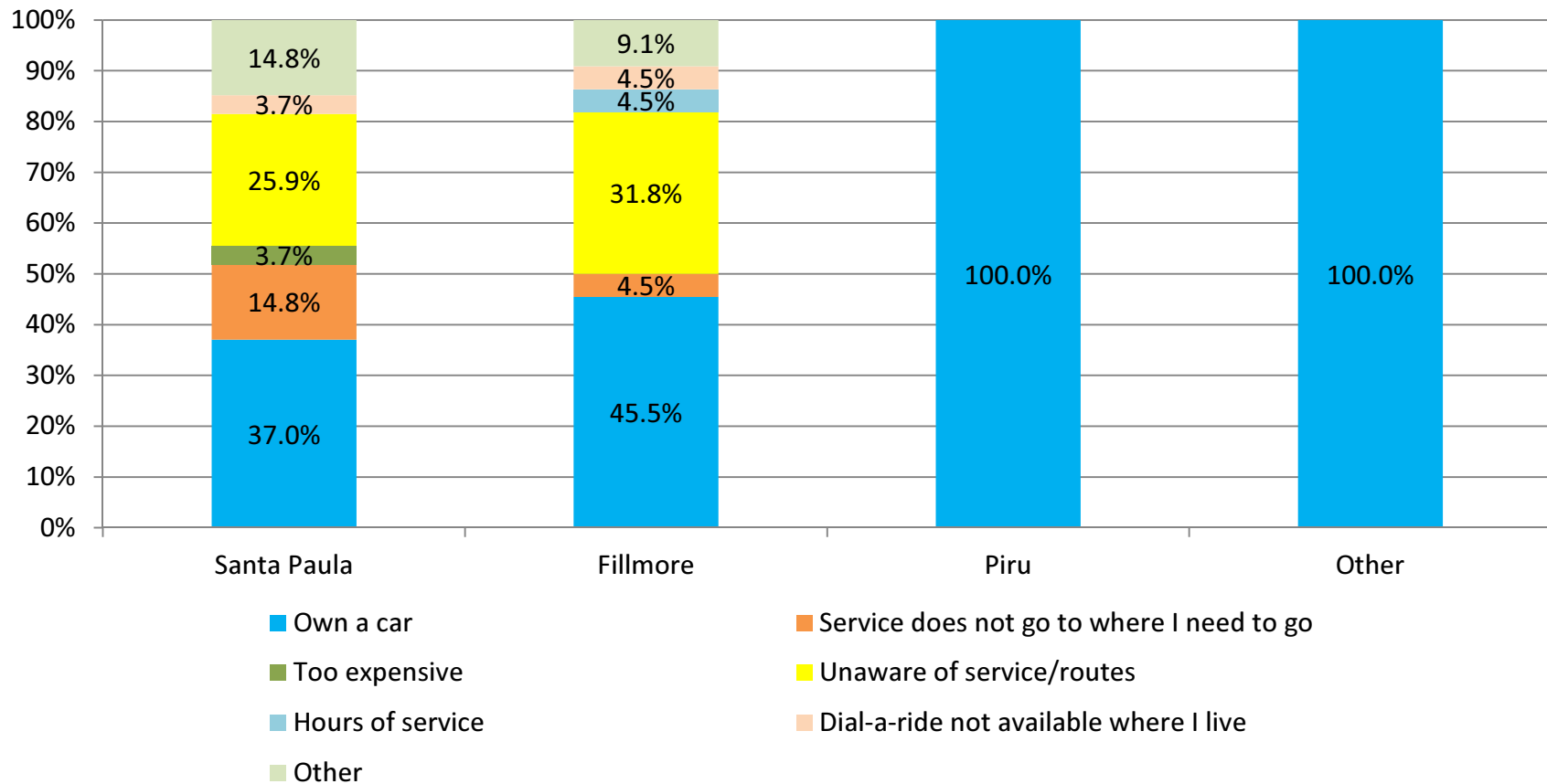


"Other" responses included Ventura and Santa Barbara.

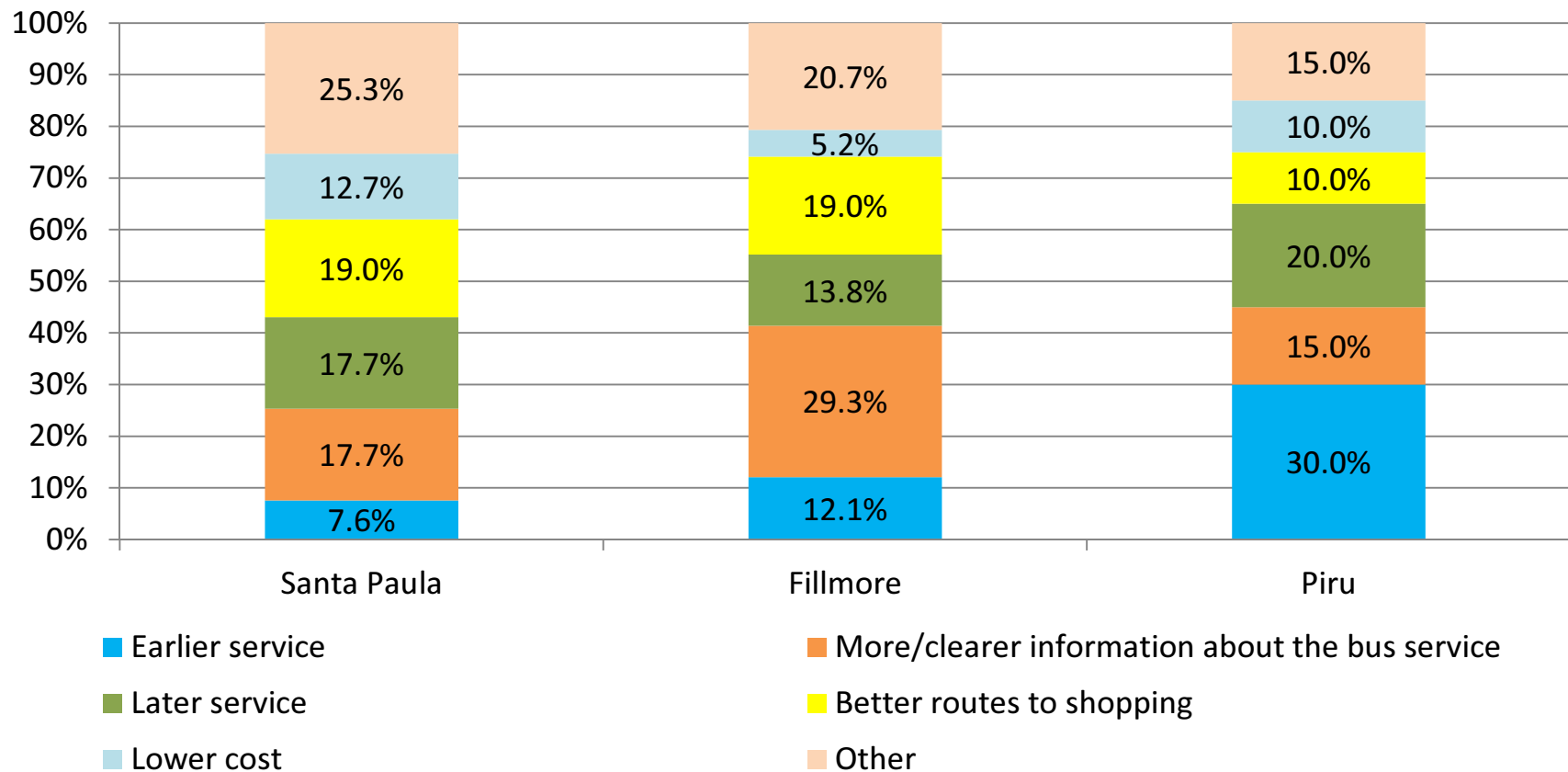
Residence vs. Service preference



Residence vs. barrier to usage



Residence vs. Motivators for increased ridership



Respondent Age

