



TRANSFORMING TRANSPORTATION IN VENTURA COUNTY

# 2014 Transit Customer Survey

September 12, 2014



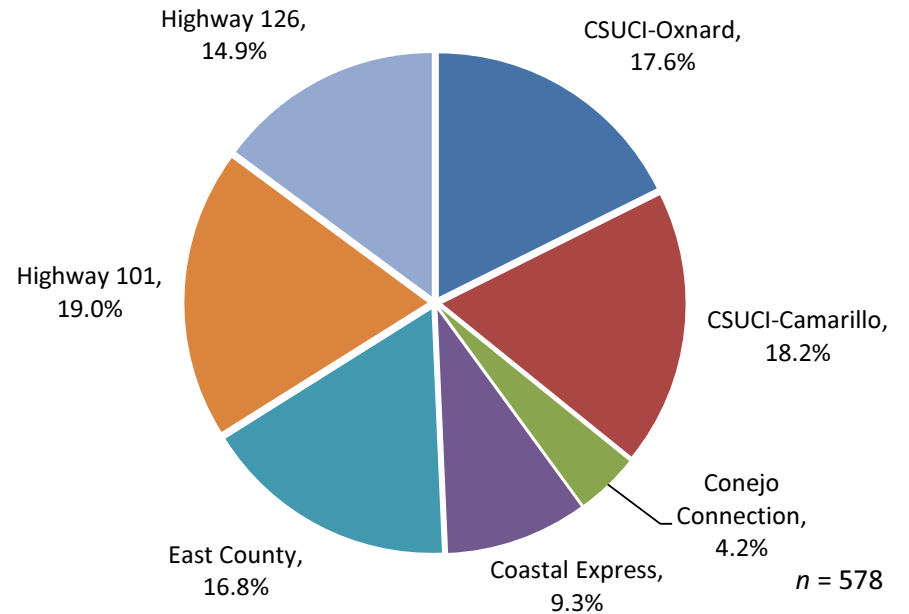
## Setting the Stage

- Prior onboard survey was conducted in 2012
- The 2014 survey was intended to accomplish three primary goals:
  - Evaluate where and how people are traveling
  - Assess current levels of customer satisfaction
  - Identify opportunities for improvement so as to better serve the community



# Setting the Stage

- Conducted onboard all VISTA fixed routes in May 2014
- Survey offered in both English and Spanish
- Nearly 600 responses





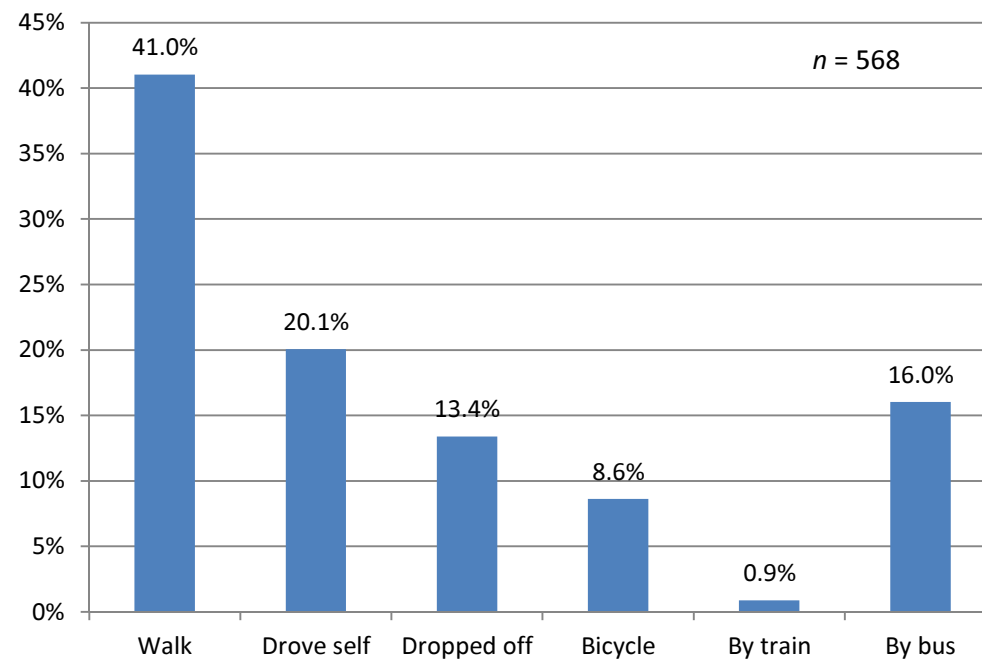
## Where People Are Going

- Nearly 84 percent cited home, work, or school as their origin and/or destination
- Locations with the highest levels of boarding and alighting activity include:
  - CSUCI (181)
  - Camarillo Metrolink Station (120)
  - Pacific View Mall (108)



# How People Are Traveling

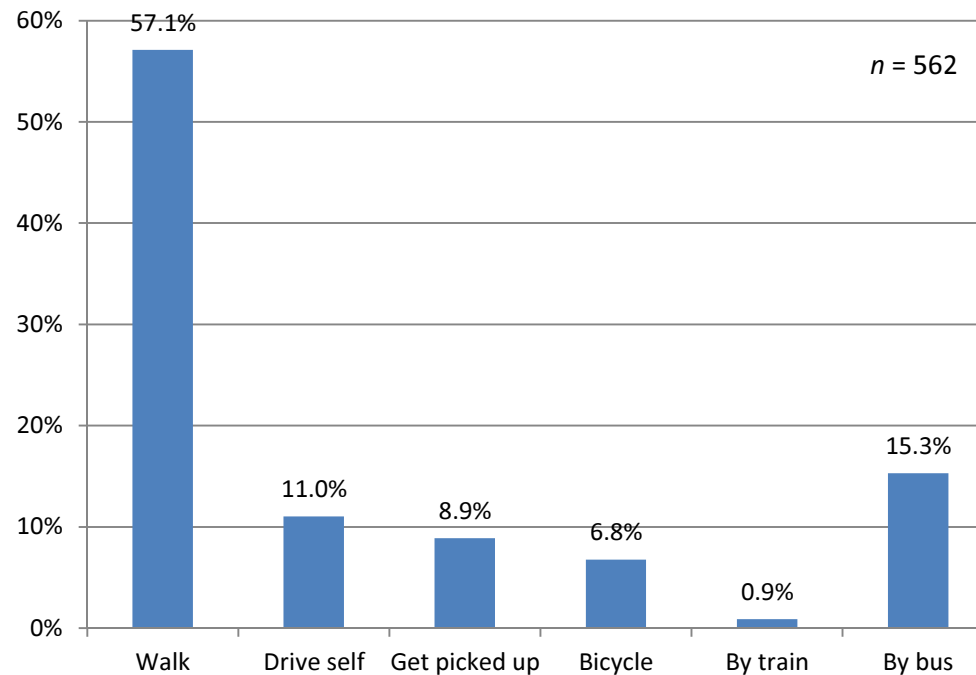
- Approximately two-thirds used something other than a personal vehicle to get to their bus





# How People Are Traveling

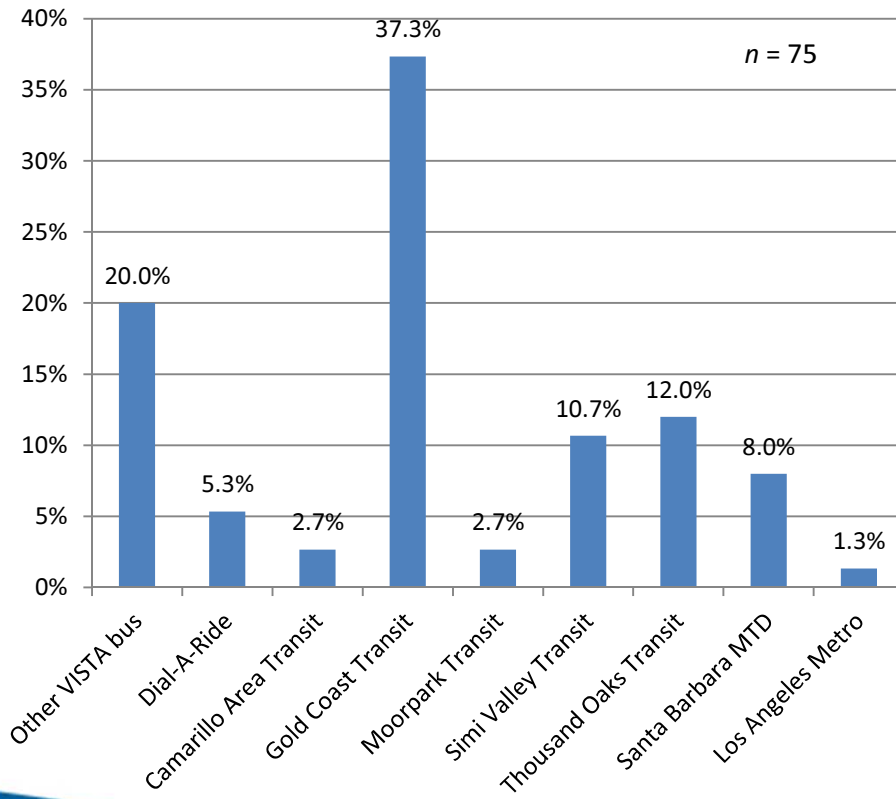
- Approximately 80 percent used something other than a personal vehicle to get to their destination



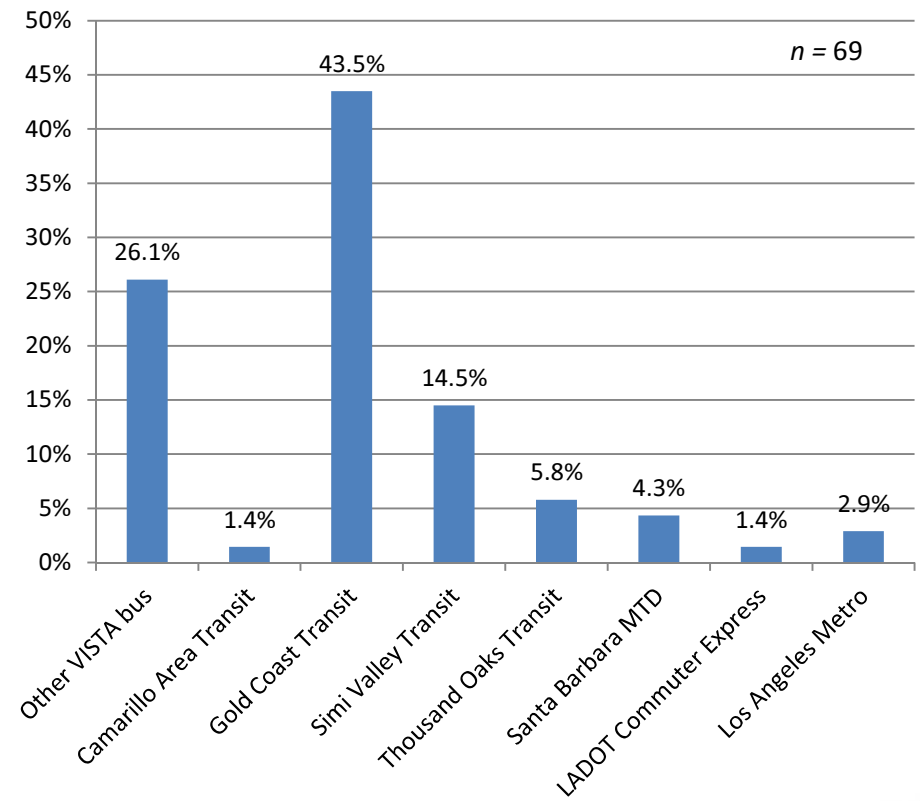


# How People Are Traveling

## How did you get to this bus – from which bus?



## How will you travel to your destination – by which bus?





# How People Are Traveling

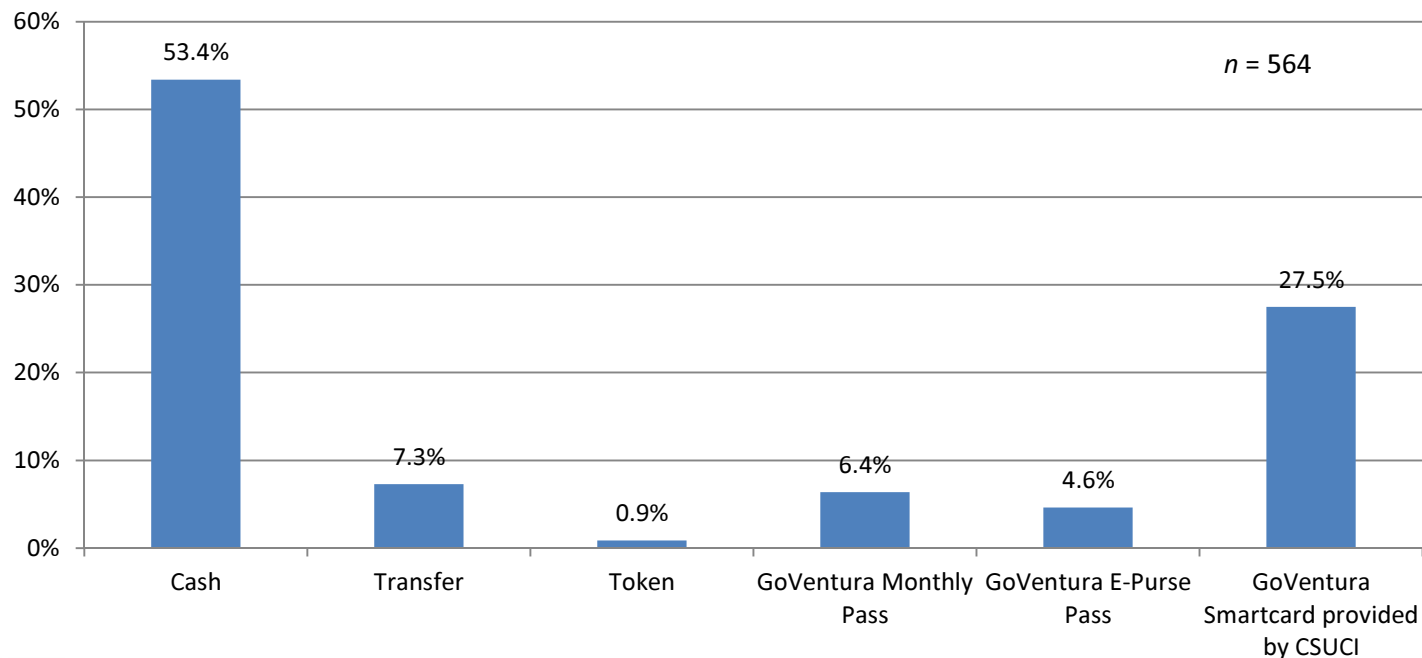
- Sixteen percent or fewer used a transfer as part of their trip
- Most transferred to/from another VISTA bus or a Gold Coast Transit bus





# How People Are Traveling

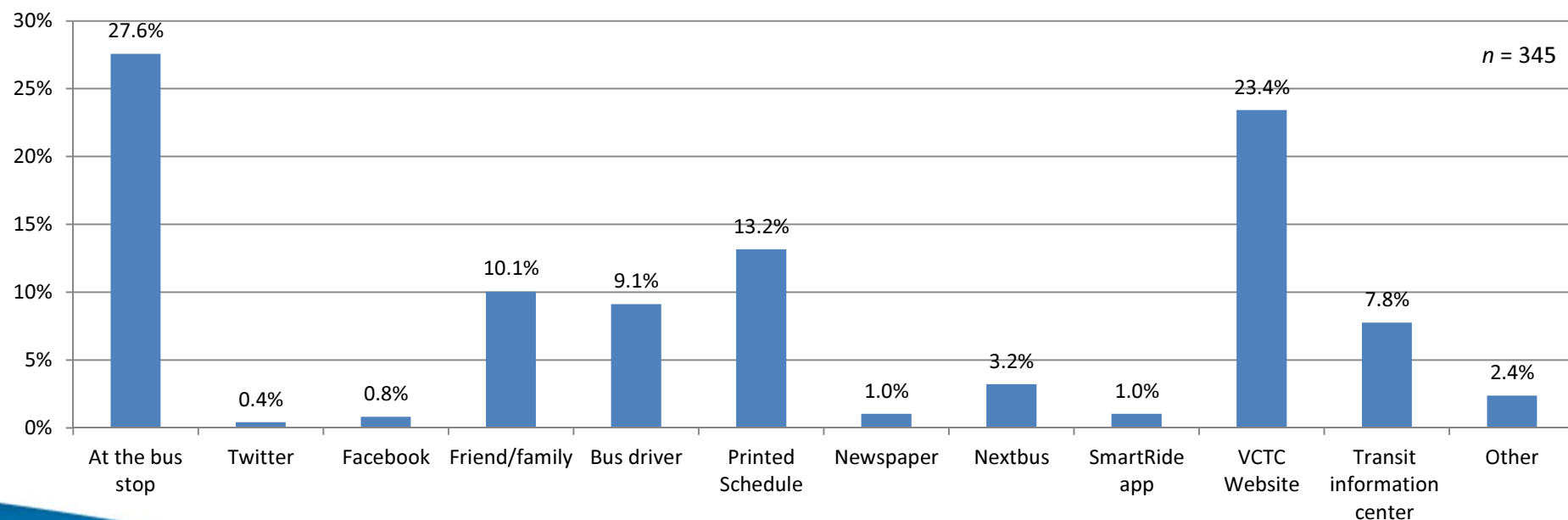
- More than half of respondents use cash
- Another nearly 28 percent use a CSUCI student pass





# How People Are Traveling

- The bus stop and VCTC website are the most frequently cited sources of information, followed by printed schedules and “word of mouth”





## Who Is Traveling?

- Approximately one-third of respondents are fully ride-dependent (without a drivers license or access to a personal vehicle)
- Approximately one-third of respondents are choice riders (with both a drivers license and access to a personal vehicle)
- Language does not appear to be a barrier to transit use



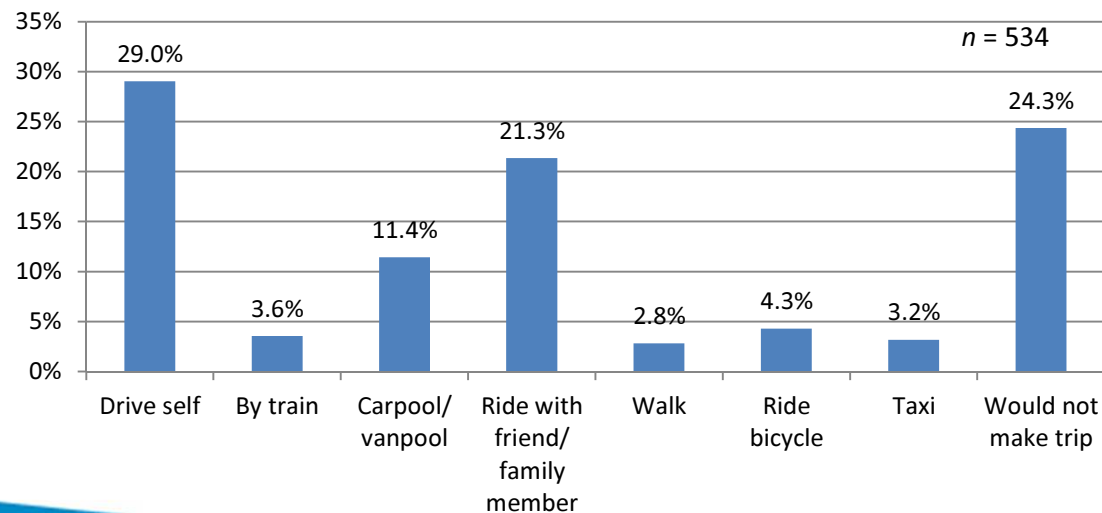
# How Often Are People Traveling?

- More than half of respondents ride four or more days per week
- More than three-quarters of CSUCI riders only ride VISTA when school is in session
- Tuesday and Thursday are the most popular days to ride on the CSUCI routes



# What Are Alternatives to VISTA?

- The majority of respondents indicated having some alternative to VISTA
- Nearly one-quarter said they would not make their trip if VISTA were not available





# Customer Satisfaction

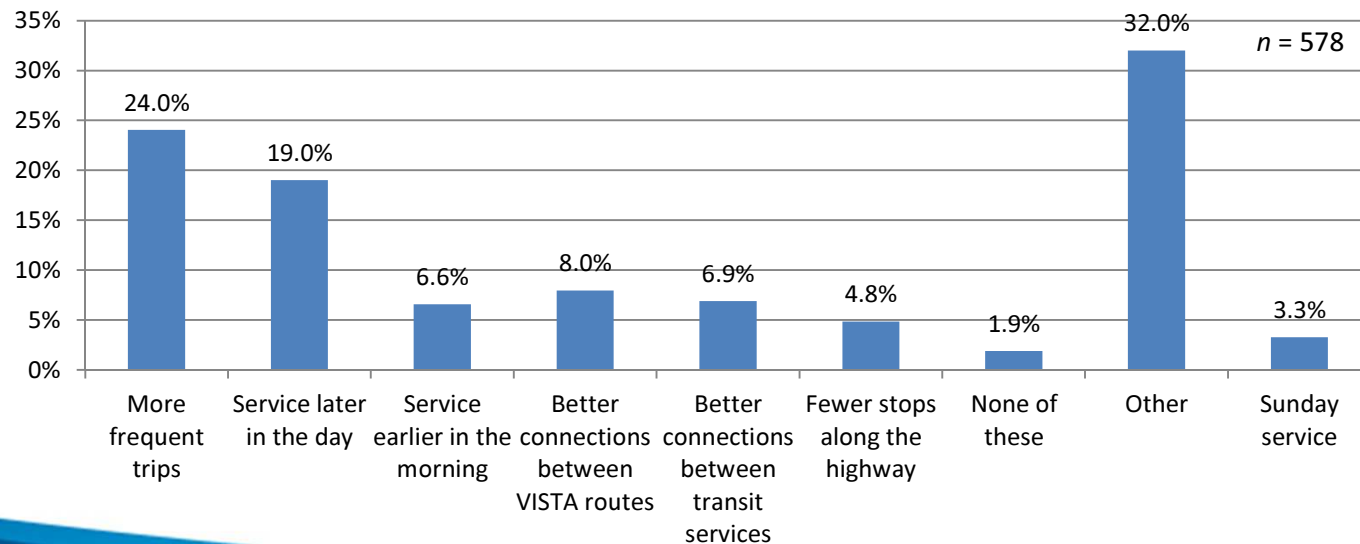
Coastal Express and CSUCI-Camarillo were the most highly rated routes. Conejo Connection and Highway 101 were rated the lowest overall.

	Mean Rating							
	System	Coastal Express	Conejo Connection	CSUCI - Camarillo	CSUCI - Oxnard	East County	Hwy 101	Hwy 126
On-time reliability	4.13	4.35	3.27	4.54	4.11	4.12	3.94	3.99
Frequency of service	4.10	4.31	3.55	4.50	4.09	3.98	3.77	4.14
Time service begins	4.29	4.65	3.96	4.47	4.40	4.12	4.11	4.15
Time service ends	3.98	4.34	3.30	4.31	4.31	3.64	3.64	3.88
Length of trip	4.30	4.67	3.87	4.53	4.35	4.19	4.11	4.15
Days of service	4.29	4.71	3.87	4.32	4.39	4.22	4.11	4.26
Connections with other buses	4.07	4.48	3.42	4.08	4.08	4.14	3.89	4.09
Condition of buses	4.12	4.53	3.61	4.06	3.79	4.26	4.22	4.19
Overall average	4.16	4.51	3.61	4.35	4.19	4.08	3.98	4.11



# Preferred Improvements

- More frequent service was the single most-preferred improvement
- Among those who responded “other,” Sunday service was the most frequently cited response







## Successes

- VISTA has demonstrated it is successful in getting single-occupant vehicles off the roads
- More than three-quarters of respondents cited having some alternative to VISTA, but continue to rely on VISTA service
- VISTA's most highly rated routes are those that have frequent, regular riders (e.g., CSUCI routes and Coastal Express)
- The provision of Spanish-language resources ensures language is not a barrier to using transit





# Opportunities

- Modest use of transfers represents an opportunity to enhance regional connectivity
- There is significant opportunity to promote use of electronic information sources such as social media and mobile apps
- The low usage of the Go Ventura pass by the general public represents a prime opportunity to promote the convenience and value of the pass when the program is updated



# Opportunities

- Some lower satisfaction ratings can be countered by addressing deficiencies in performance
- A desire for more frequent and Sunday service must be weighed against anticipated demand to determine if either of these improvements are warranted or sustainable



## Next Steps

- Understanding what is meaningful to customers helps determine the direction of future decisions regarding transit
- The results of this survey can be used to develop insights with respect to service development throughout the county
- Survey results can also guide marketing decisions, particularly with respect to the availability of information and the promotion of programs such as the Go Ventura card