

VISTA 126 – Onboard Survey

Highest Activity Bus Stops

Stop	Total Activity
Pacific View Mall	37
Santa Paula City Hall	36
Fillmore Senior Center	28
Santa Paula Kmart	25
Ventura College	18
Ventura County Government Center	17

Customer Satisfaction

	Hwy 126	System
On-time reliability	3.99	4.13
Frequency of service	4.14	4.10
Time service begins	4.15	4.29
Time service ends	3.88	3.98
Length of trip	4.15	4.30
Days of service	4.26	4.29
Connections with other buses	4.09	4.07
Condition of buses	4.19	4.12
Overall average	4.11	4.16

- Took survey in Spanish – 15.1 percent
- Making a round-trip – 58.3 percent
- No personal vehicle available – 75.9 percent
- Walk to/from the bus stop – 66.7 percent (to); 73.5 percent (from)
- Ride 4+ days per week – 43.2 percent; 2 to 4 days per week – 17.3 percent; 1 to 2 days per week – 25.9 percent
- What one change would encourage you to ride more?
 - Other – 25 percent (later service on weekends, more service to Piru, 15-minute service)
 - More frequent trips – 19.6 percent (mostly in the morning)
 - Service later in the day – 16.3 percent (mostly after 9 pm)
- If no Highway 126 – 34.6 percent would not make trip; 24.7 percent would drive self
- High rate of cash fares – 79.3 percent

- Additional destinations – 27.9 percent said none, 4.7 percent said yes (did not specify), 4.7 percent indicated Valencia/Santa Clarita; 2.3 percent said Oxnard
- Have a valid drivers license – 45.8 percent
- Where do you get information – at the bus stop (33.6 percent), VCTC website (17.1 percent)
- Annual household income – 46.8 percent said less than \$15,000; 20.8 percent said \$25,000 to \$34,999
- Size of household – 23.2 percent said 4 persons; average was 3.7 persons
- Language – 46.3 percent speak a language other than English at home (mostly Spanish)
- Lack of proficiency in English does not impact the use of transit