



VISTA On-Board Survey Results

November 2012

VCTC STAFF

Darren Kettle	Executive Director
Victor Kamhi	Bus Transit Director
Myra Montejano	Bus Transit Specialist
Fabian Gallardo	Project Manager

For additional information, comments, questions, or concerns, please contact Victor Kamhi, Bus Transit Director.

Office Phone: (805)-642-1591 ext.110

Fax: (805)-642-4860

Email: vkamhi@goventura.org

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ATTACHMENT: COMPLETE SURVEY RESULTS

1.0 Introduction

1.1 Introduction

The Ventura County Transportation Commission (VCTC) staff conducted on-board passenger surveys on all VISTA routes in June 2012. Surveys were conducted in-house, as in past years, and its questions reflect the suggestions of our VISTA committees. Surveys were handed out throughout the work week as well as on Saturday and/or Sunday, depending on the route. Approximately 1,110 surveys were issued over the weeklong survey period, 721, 64%, were returned. (Staff considers a response rate greater than 20% to be successful.)

1.2 Purpose

Staff conducts on-board passenger surveys to assess overall passenger satisfaction, obtain statistical data about our ridership, and assess possible schedule modifications. Staff takes the anonymity of passengers seriously and does not ask for any sensitive, private information.

1.3 VISTA System Description

The Ventura Intercity Service Transit Authority (VISTA) began operating in July 1994 as a three-year federal demonstration program funded with federal Congestion Mitigation and Air Quality (CMAQ) funds. Today, VISTA operates seven regular fixed-route bus routes and two general public dial-a-ride services in the cities of Santa Paula, Fillmore, and the unincorporated community of Piru.

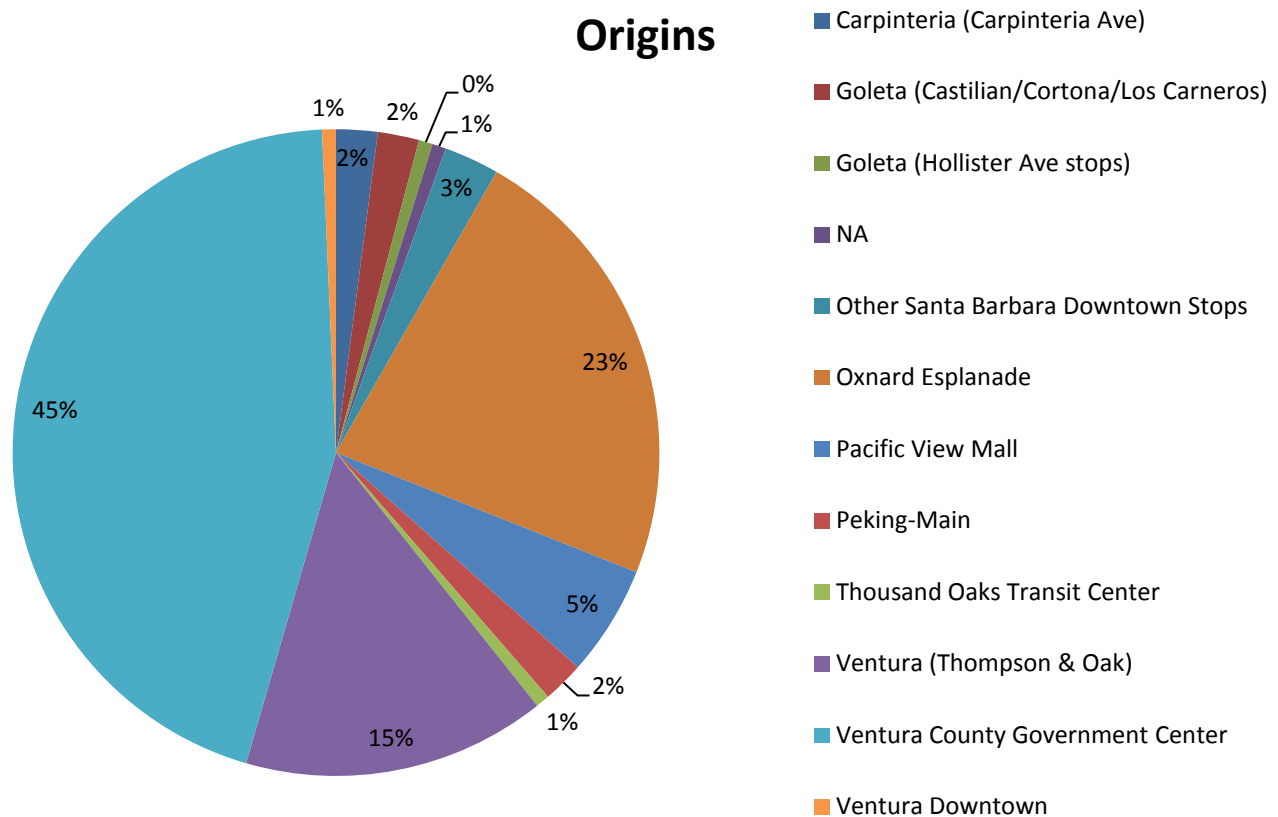
The Ventura County Transportation Commission (VCTC) operates the system by contracting with private bus companies who provide the drivers, dispatchers, all buses (based on VCTC specifications), and maintain all vehicles. VISTA carried 80,000 passengers during its first year of service in FY94/95 and grew to almost 600,000 passengers in FY 03/04. Seven years later in FY 10/11, total passenger ridership on VISTA increased to 1,008,648; a 68% percent increase in ridership.

2.0 Summary of Results

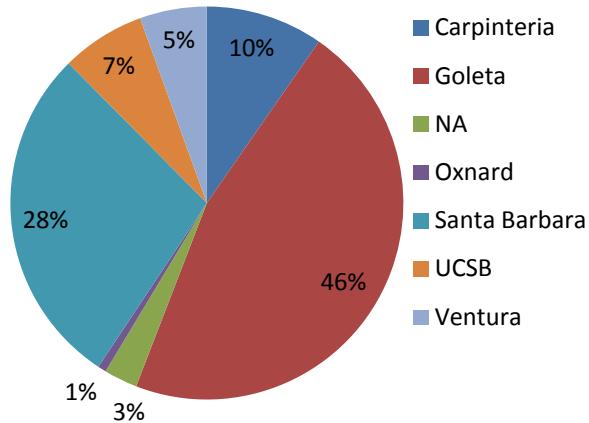
2.1 COASTAL EXPRESS

Weekday

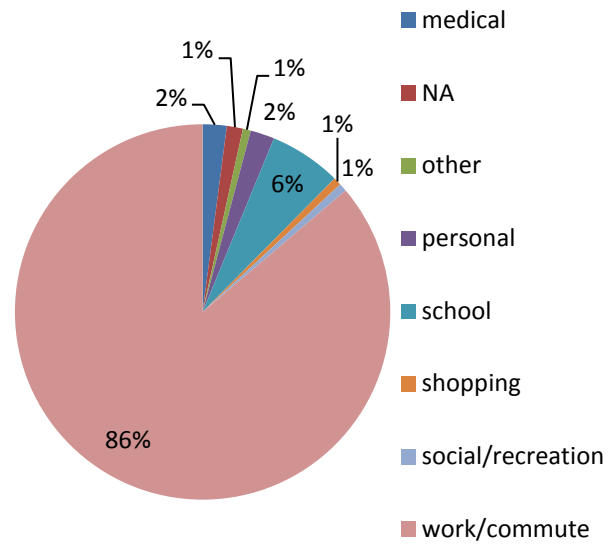
Passengers on the Coastal Express boarded primarily at the Ventura County Government Center (45%) and the Oxnard Esplanade Mall (23%). The most common purpose for their trips was to get to work (86%). Almost half of all passengers (46%) marked Goleta as their final destination, while another (28%) marked ending their trip in Santa Barbara. (54%) of Coastal Express weekday passengers were 50 years of age or older. For a closer look at Coastal Express weekday service, please see the charts below.



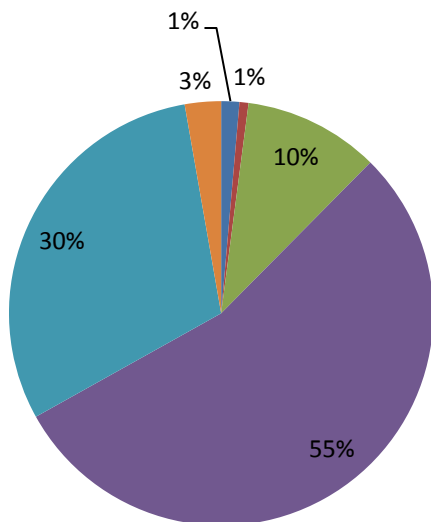
Destination



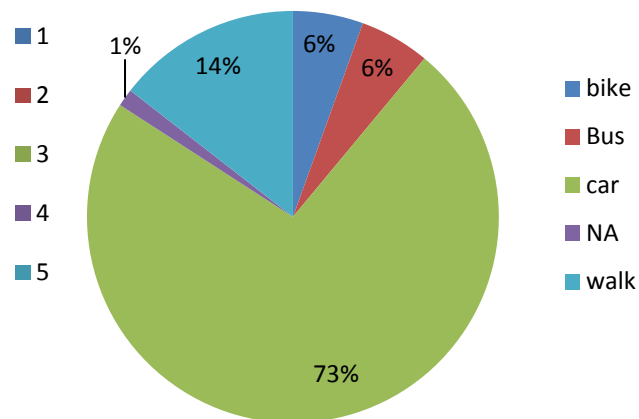
Purpose of Trip



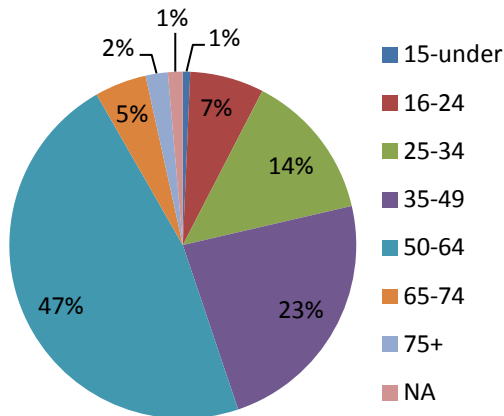
Service Rating



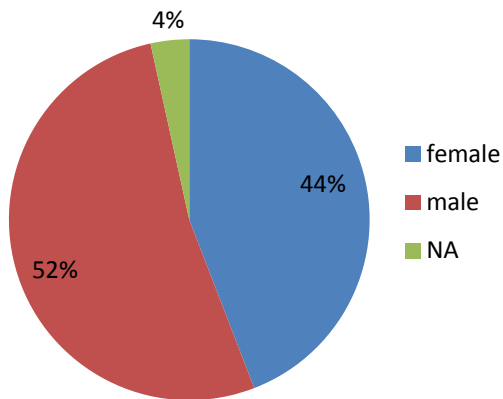
How Passengers Arrive to Stop



Age Group of Passengers



Gender

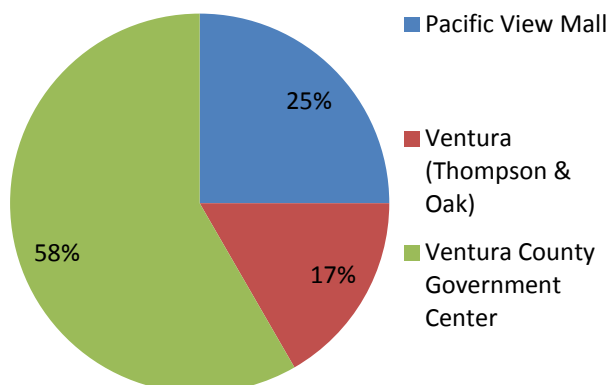


COASTAL EXPRESS

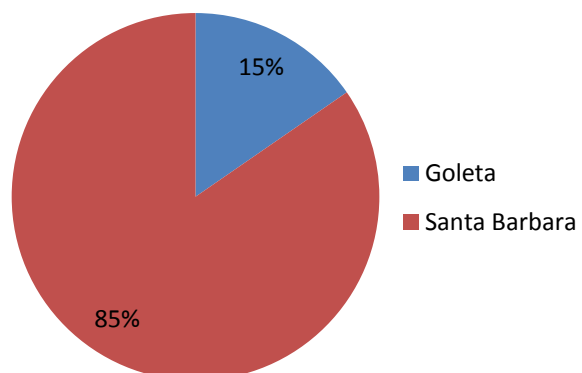
Weekend

Passengers on the weekend Coastal Express route boarded primarily at the Ventura County Government Center (58%) and at the Pacific View Mall (25%). The most common reason for weekend trips were work, (61%). The only major shift in weekend service from weekday service was final destination, (86%) of weekend passengers marked Santa Barbara as their final destination while only (15%) indicated Goleta. For a closer look at the Coastal Express weekend service, please see the charts below.

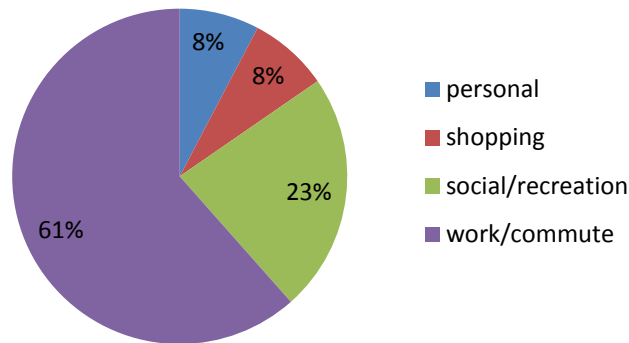
Origin



Destination



Purpose of Trip

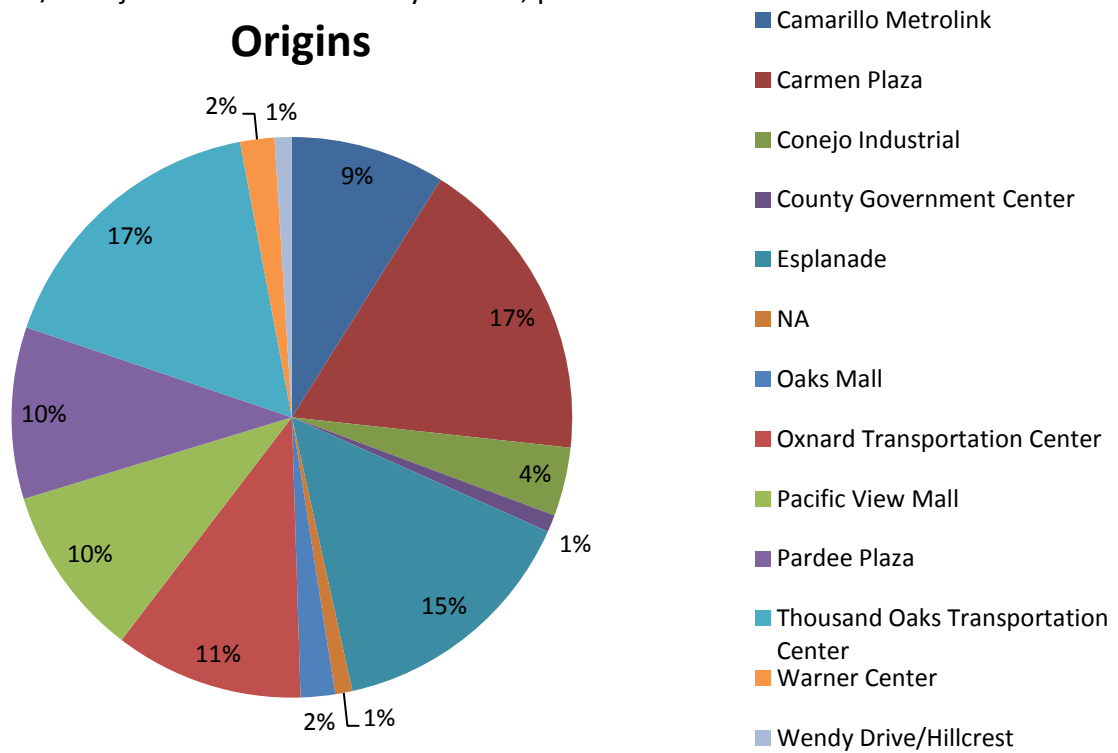


2.2 HIGHWAY 101/CONEJO CONNECTION

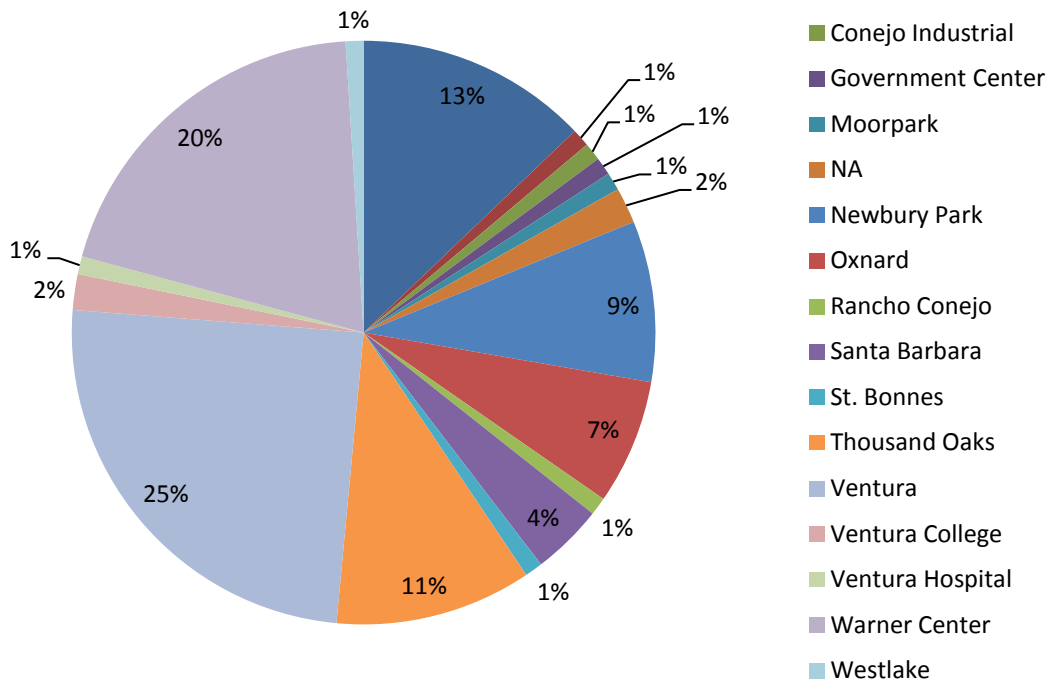
Weekday

Passenger origins for Highway 101/Conejo Connection weekday service were closely divided, with three major points of origin identified. Carmen Plaza and the Thousand Oaks Transit Center were each the starting point for (17%) of Highway 101/Conejo Connection ridership. The third highest ranked origin was the Esplanade Mall with (15%). (25%) of passengers were heading to Ventura, (20%) to the Warner Center, and (13%) to Camarillo. (75%) of passengers marked work commute as their reason for riding the Highway 101/Conejo Connection and (16%) marked getting to school. Passenger age groups were also split almost evenly, (32%) 50+ of age, (29%) between the ages of 35-49, and (28%) 34 and under. For a closer look at the Highway 101/Conejo Connection weekday service, please see the charts below.

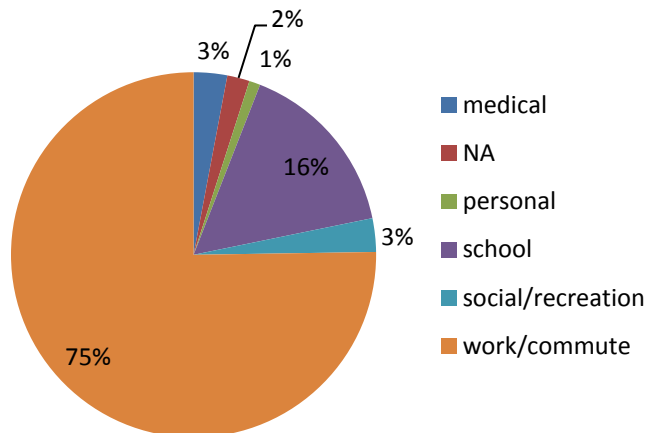
Origins



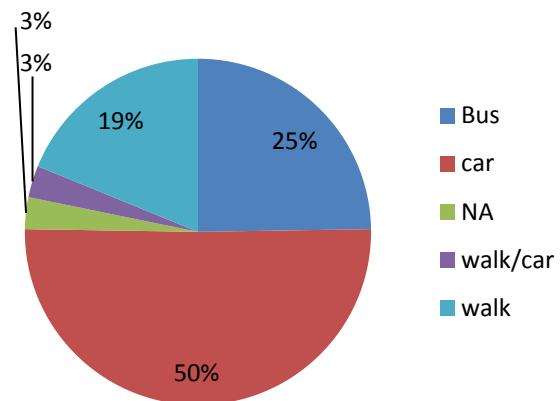
Destination



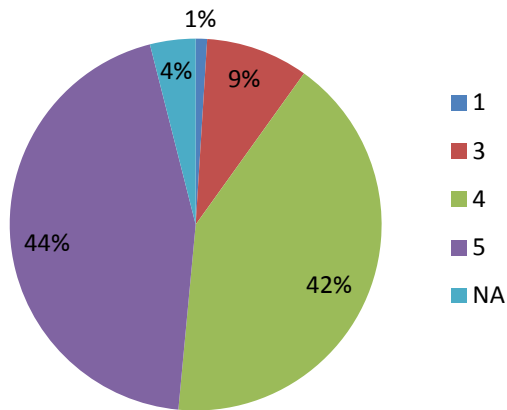
Purpose of Trip



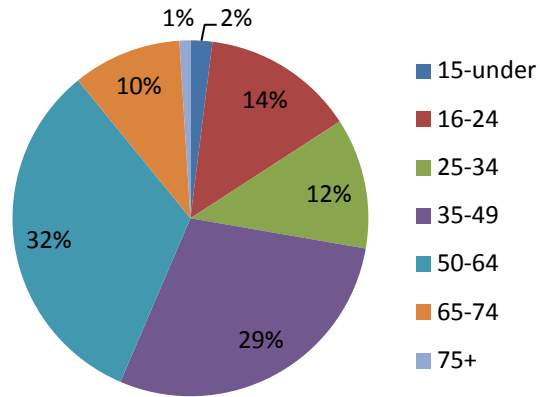
How Passengers Arrive to Stop



Service Rating



Age Group of Passengers

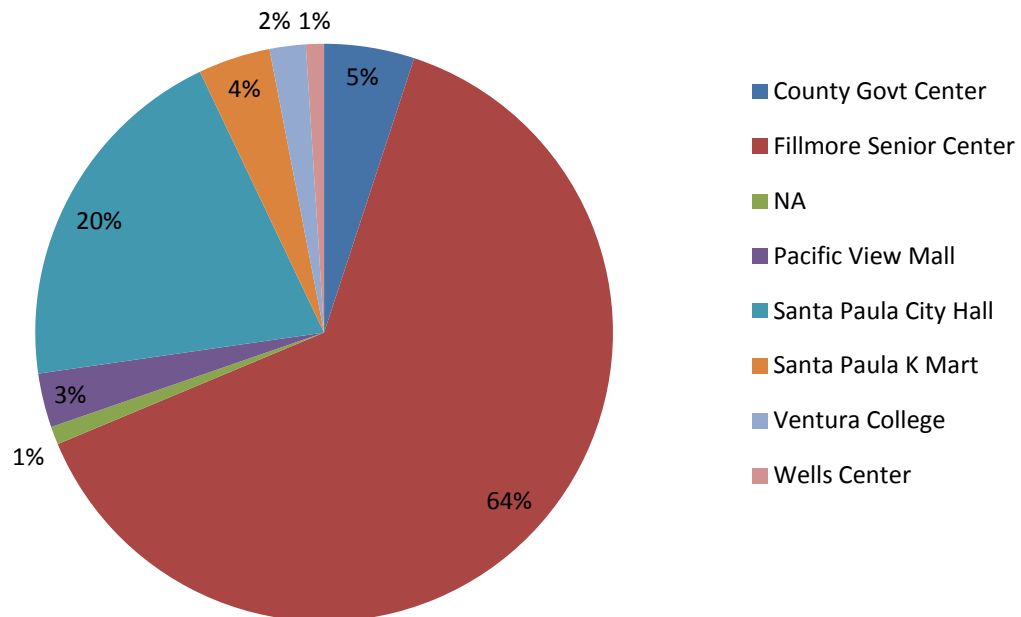


2.3 HIGHWAY 126

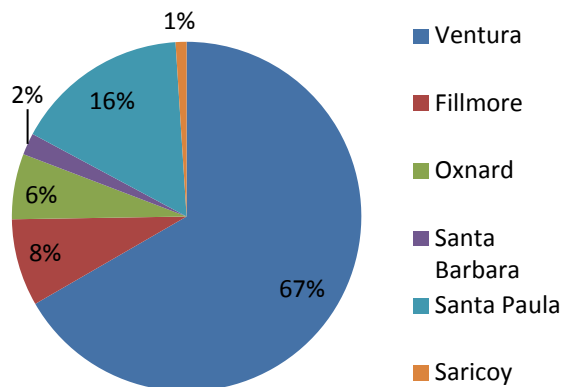
Weekday

Passengers on the Highway 126 weekday route boarded primarily at the Fillmore Senior Center, (64%). The Ventura County Government Center ranked as the second most popular boarding stop for passengers with (20%) of passengers initially boarding there. Ventura was the highest ranked destination, (67%), and school ranked as the highest purpose for riding the Highway 126 weekday, (43%). Highway 126 ridership is considerably younger than most other routes with (43%) of passengers between the ages of 16-24. For a closer look at Highway 126 weekday service, please see the charts below.

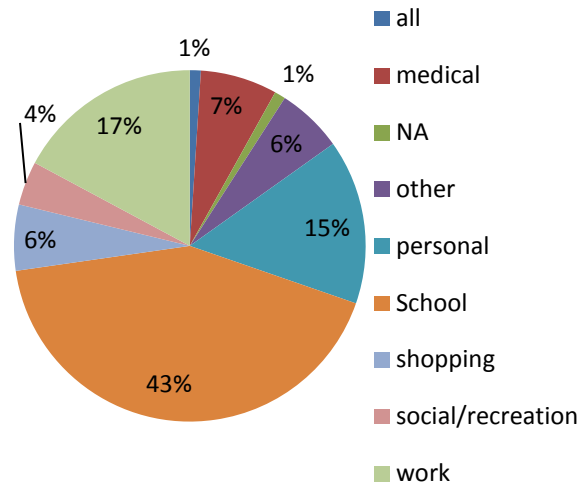
Origins



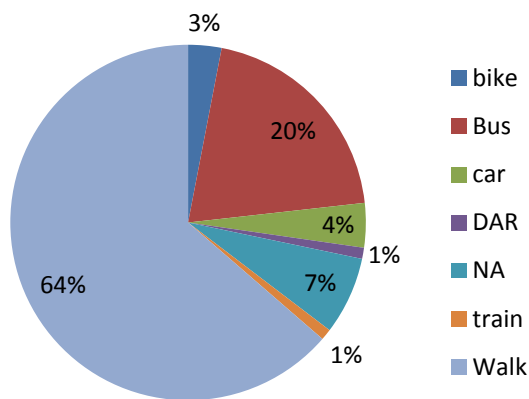
Destination



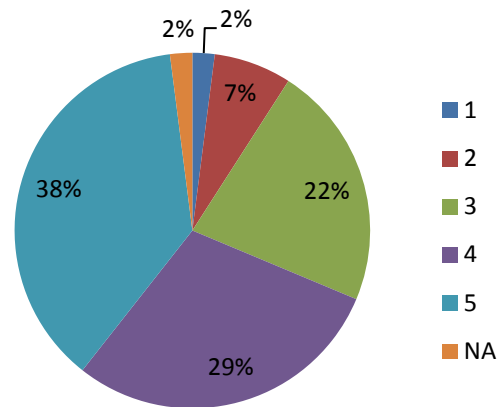
Purpose of Trip



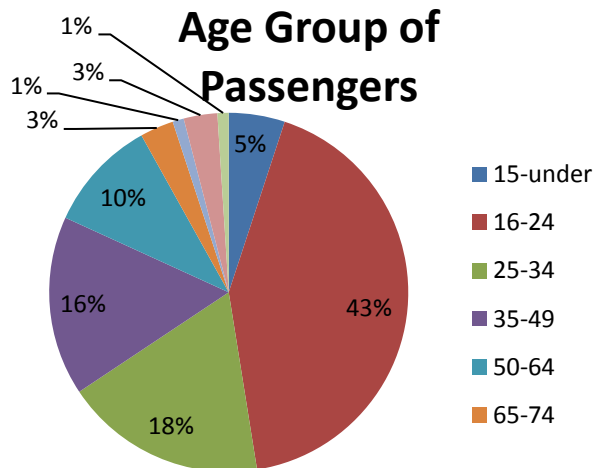
After Bus Transit



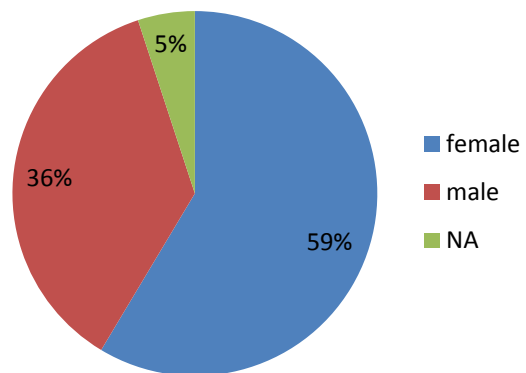
Service Rating



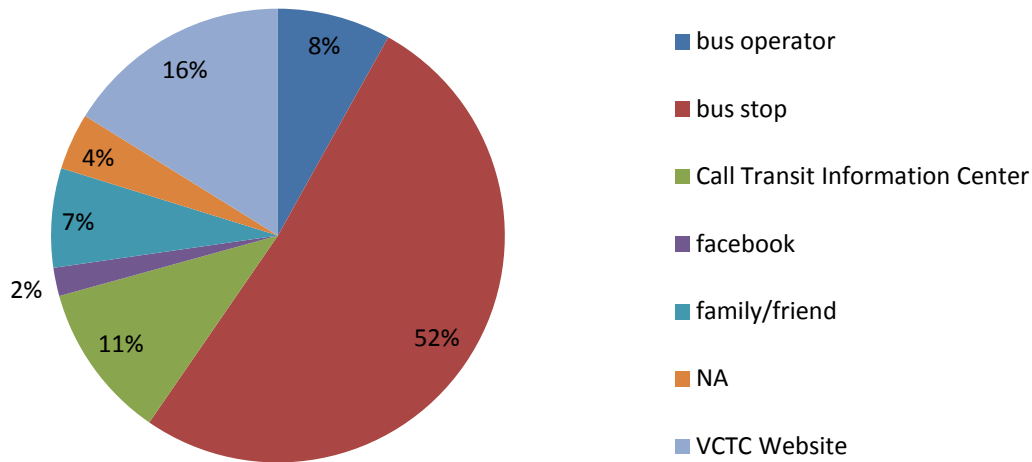
Age Group of Passengers



Gender



How Passengers Obtain Transit Information

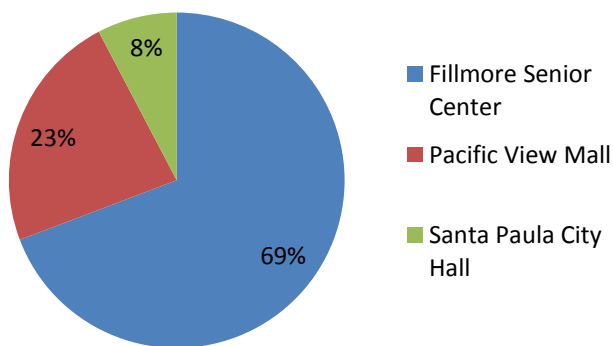


HIGHWAY 126

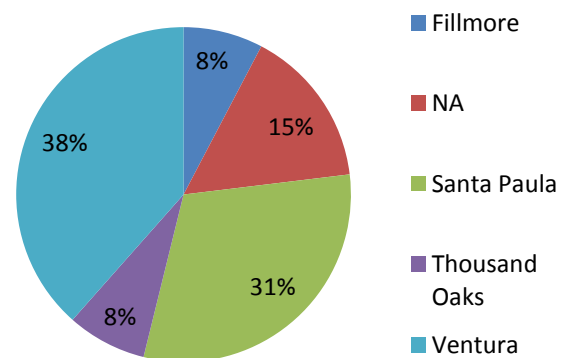
Weekend

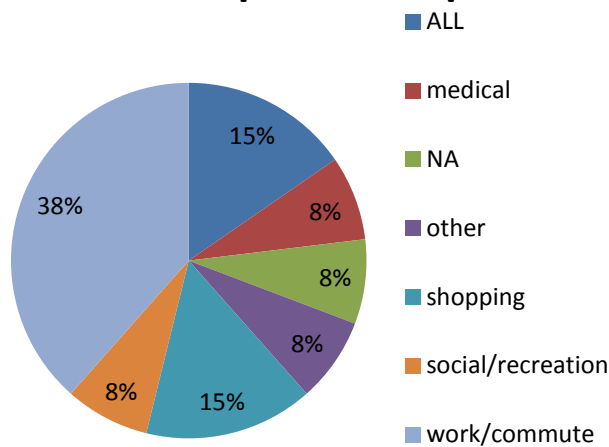
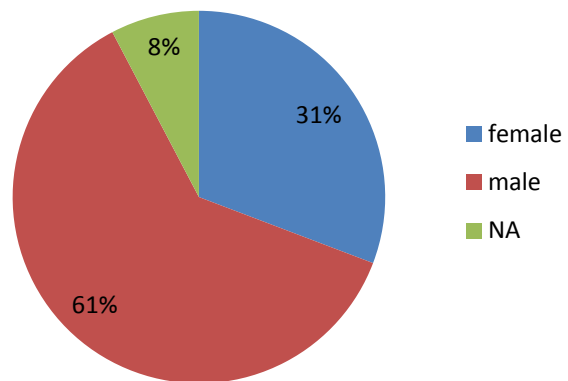
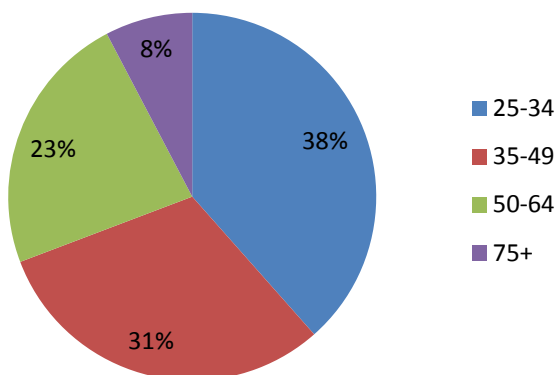
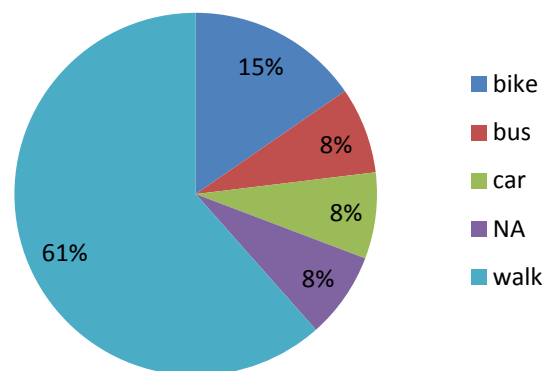
Passengers on the Highway 126 weekend route boarded primarily at the Fillmore Senior Center, (69%) of all passengers. The Pacific View Mall ranked as the second most popular boarding stop for passengers with (23%) initial boarding's. (38%) of weekend passengers marked Ventura as their final destination and (38%) of passengers marked work as their purpose for riding the Highway 126 weekend route. Unlike the Highway 126 weekday route, which experiences high volumes of young passengers, the weekend route had no passengers under the age of 24. For a closer look at Highway 126 weekend service, please see the charts below.

Origins

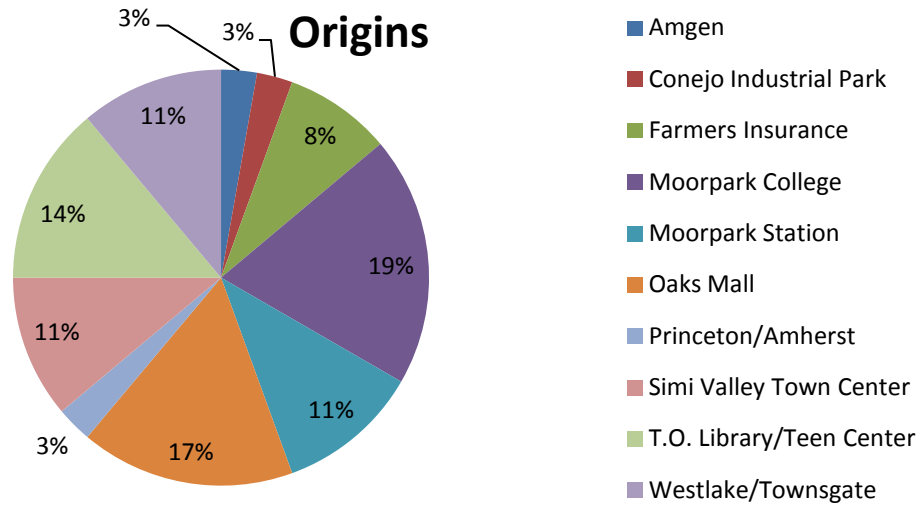


Destination

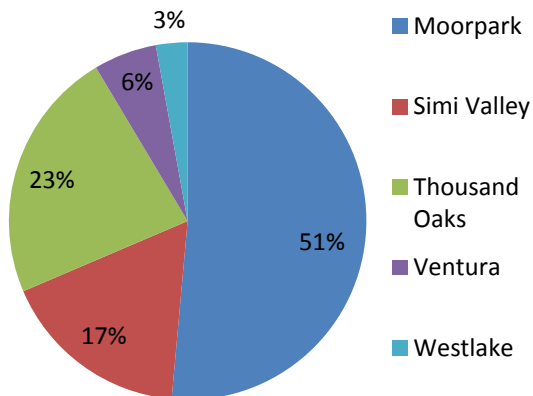


Purpose of Trip**Gender****Age Group of Passengers****How Passengers Arrive to Stop****2.4 EAST COUNTY****Weekday**

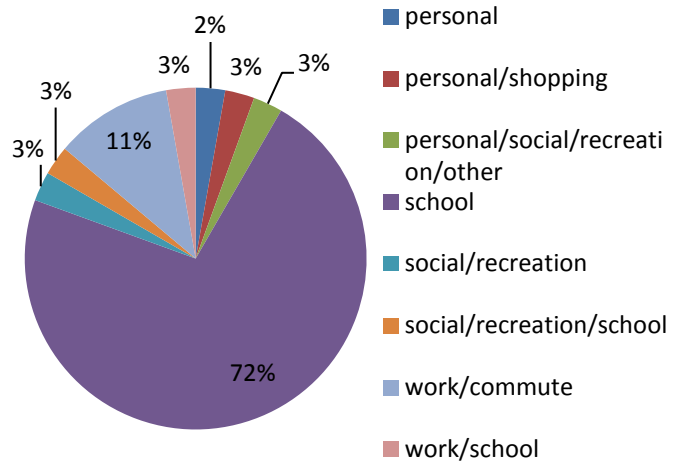
Passenger origins for East County weekday were closely divided, with three major points of origin identified. Moorpark College came in first with (19%) of passengers identifying it as their point of origin, followed by The Oaks Mall (17%) and finally the Thousand Oaks Library (14%). A majority of passengers indicated Moorpark as their final destination, (51%), while a smaller proportion, (23%), indicated Thousand Oaks. (72%) of passengers indicated they were using the East County weekday to commute to school, (11%) indicated using it to get to work. East County weekday passengers were also relatively young, (47%) indicated being between 16-24 years of age, and (25%) indicated being between 25-34 years of age. For a closer look at East County weekday service, please see the charts below.



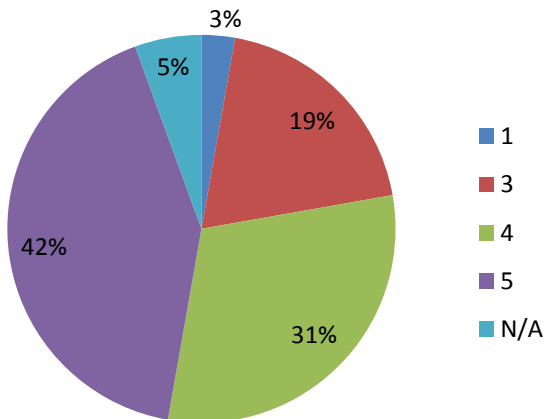
Destination



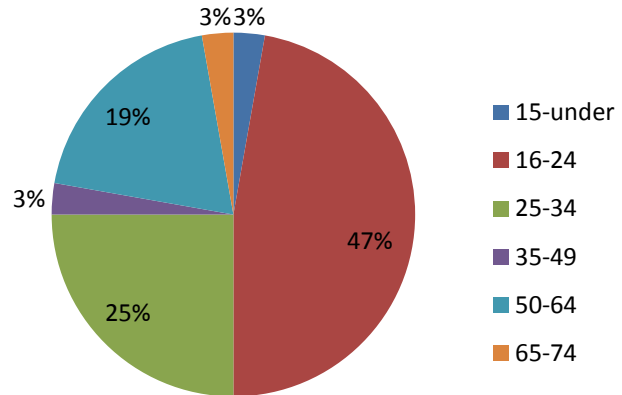
Purpose of Trip



Service Rating

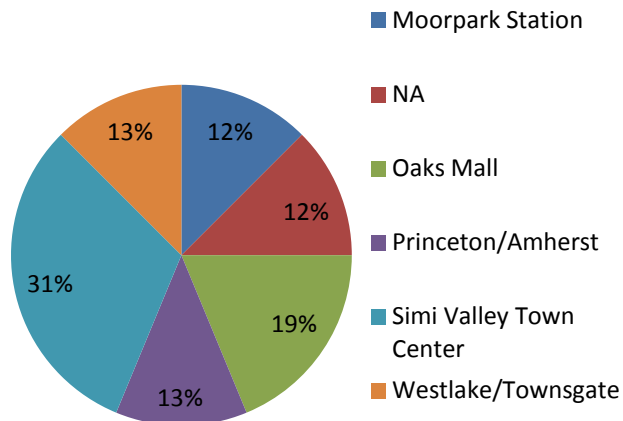
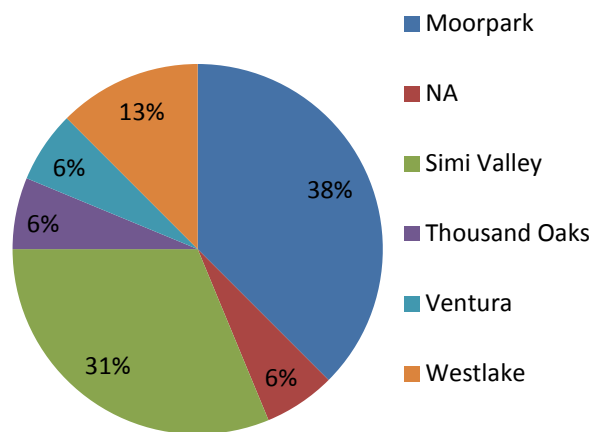
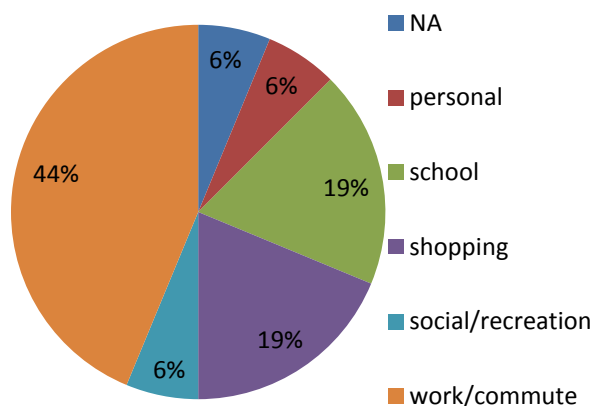
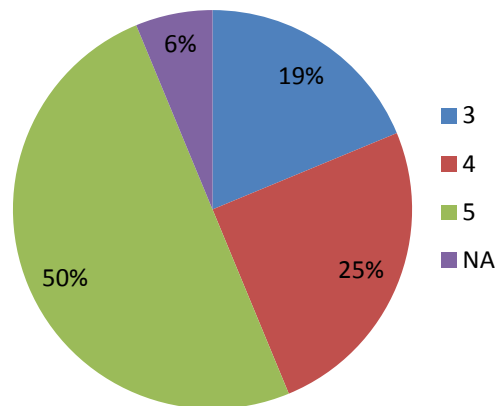


Age Group of Passengers

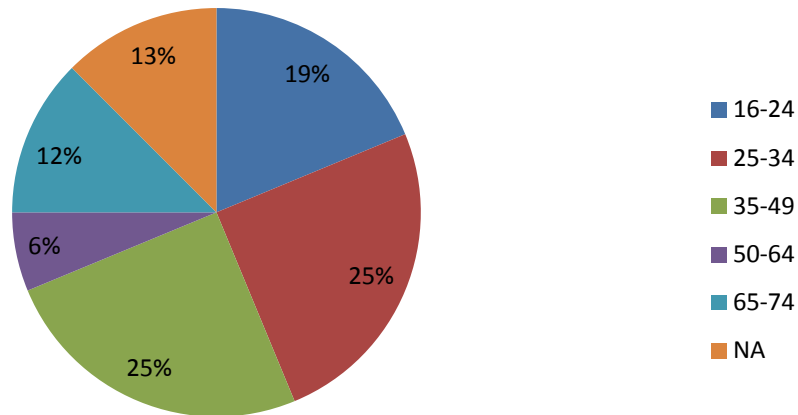


EAST COUNTY**Weekend**

Passengers on the East County weekend route boarded primarily at the Simi Valley Town Center stop, (31%) of weekend passengers. The Oaks Mall ranked as the second most popular boarding stop for passengers with (19%). (38%) of weekend passengers marked Moorpark as their final destination and (44%) of passengers marked work as their purpose for riding the weekend East County. For a closer look at East County weekend service, please see the charts below.

Origins**Destination****Purpose of Trip****Service Rating**

Age Group of Passengers



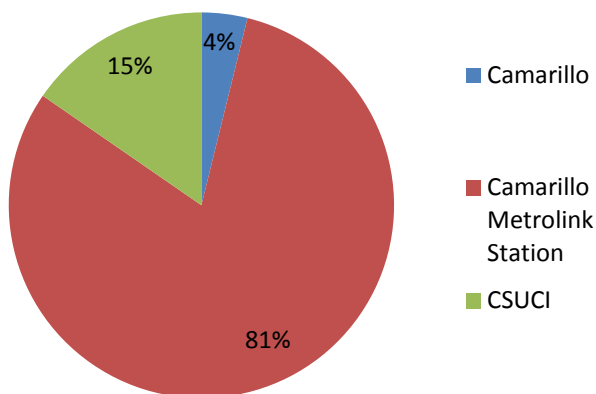
2.5 CSUCI

Weekday

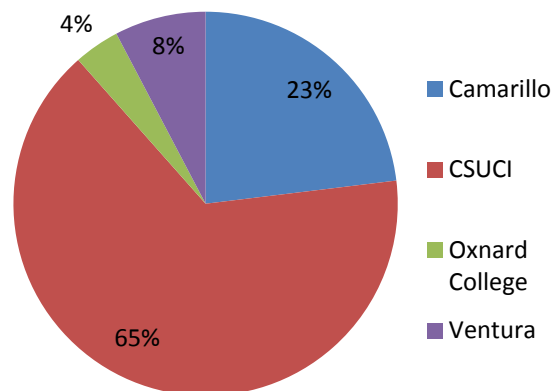
CSUCI information is split between its Camarillo and Oxnard operations. Both data sets are presented separately, CSUCI Camarillo (CSUCI-Cam) weekday information first, followed by CSUCI Oxnard (CSUCI-Ox) weekday information, followed by the weekend information for each.

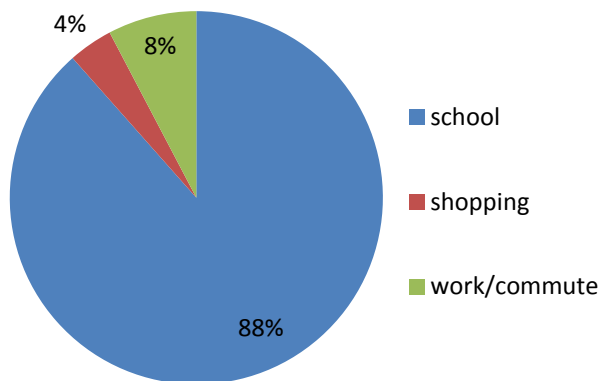
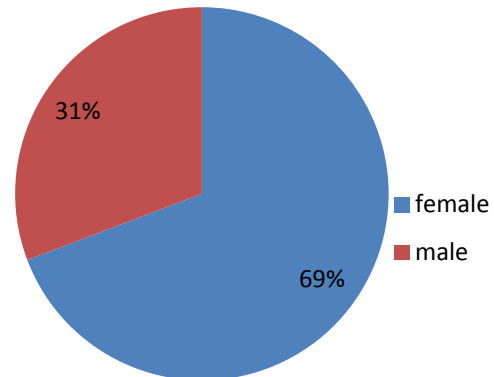
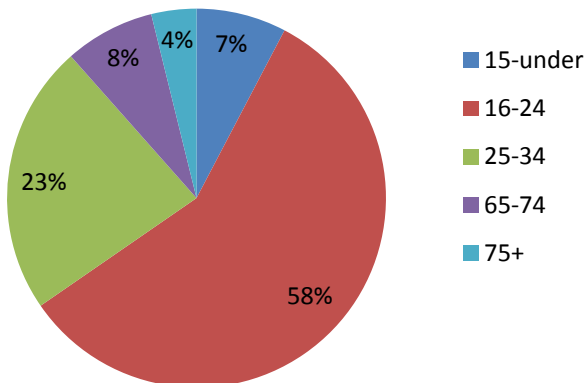
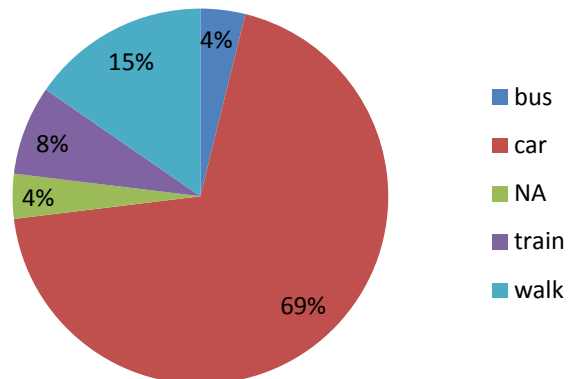
CSUCI-Cam passengers first boarded at the Camarillo Metrolink Station (81%). (15%) boarded at CSUCI and the remaining (4%) boarded in Camarillo. (65%) of passengers headed to CSUCI, while a less significant (23%) to Camarillo. (88%) of respondents used the service for commuting to school and (58%) of passengers were between the ages of 16-24. For a closer look at CSUCI-Cam weekday service, please see the charts below.

Origin



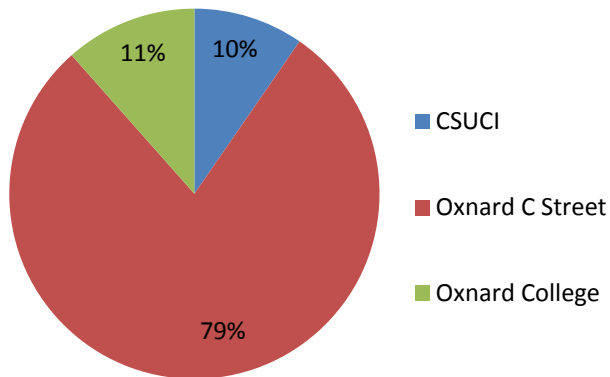
Destination



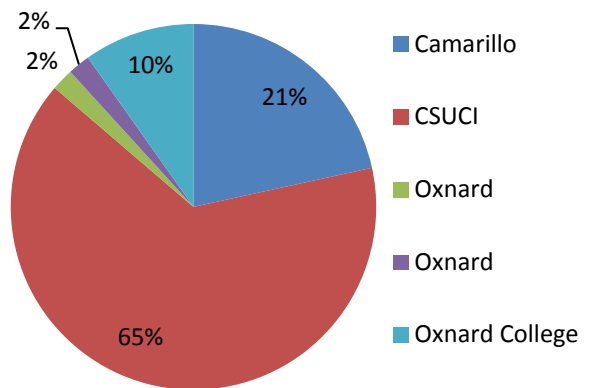
Purpose of Trip**Gender****Age Group of Passengers****How Passengers Arrive to Stop**

CSUCI-Ox passengers overwhelmingly boarded at the Oxnard "C" Street location, (79%) of passengers identified it as their boarding stop. (65%) of passengers indicated CSUCI as their final destination, while a less significant (21%) indicated Camarillo. (86%) of respondents used the service for commuting to school and (77%) of passengers were between the ages of 16-24. For a closer look at CSUCI-Ox weekday service, please see the charts below.

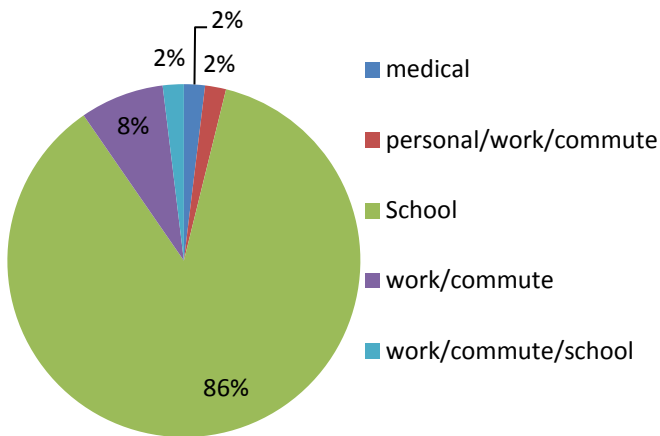
Origin



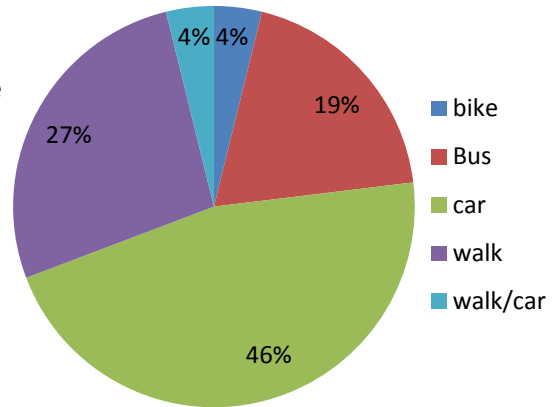
Destination



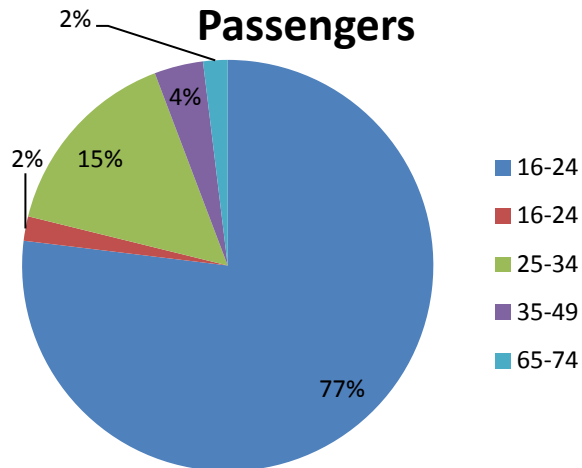
Purpose of Trip



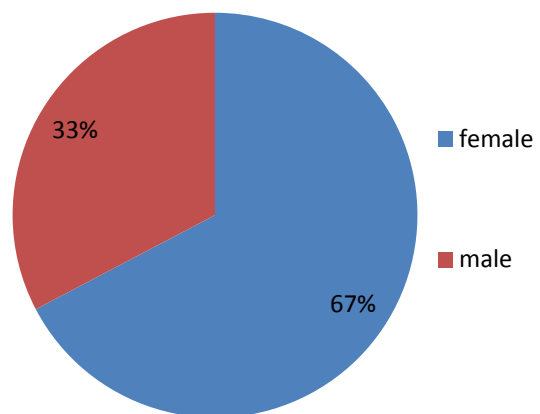
How Passengers Arrive to Stop



Age Group of Passengers

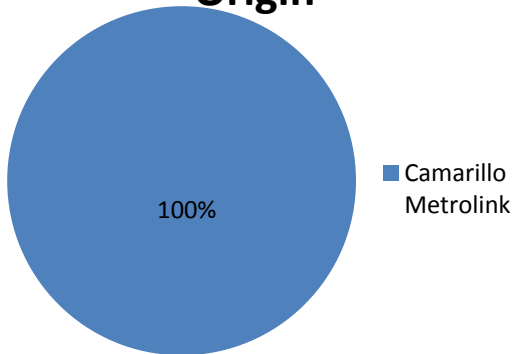
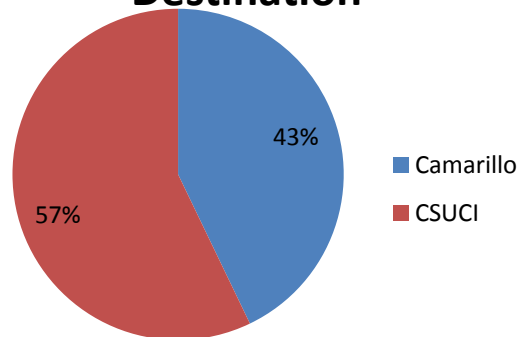
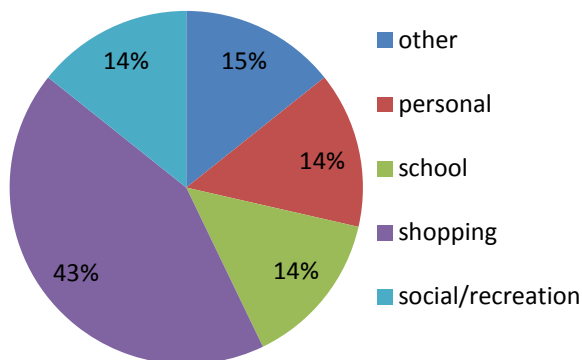
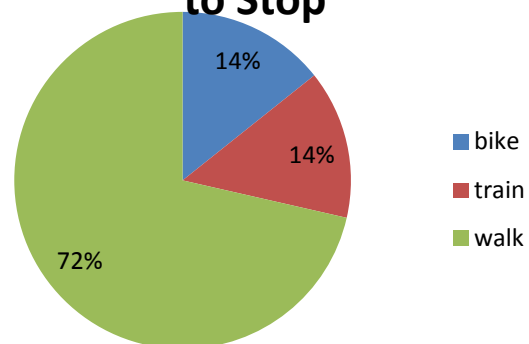
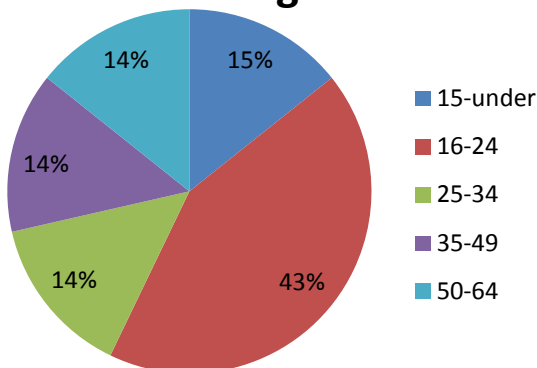
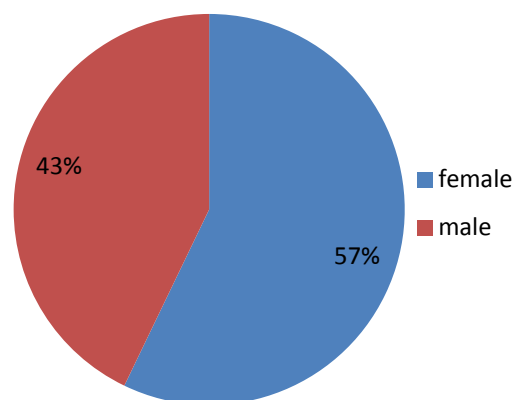


Gender

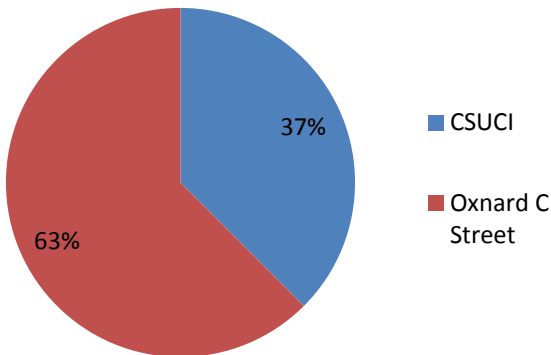
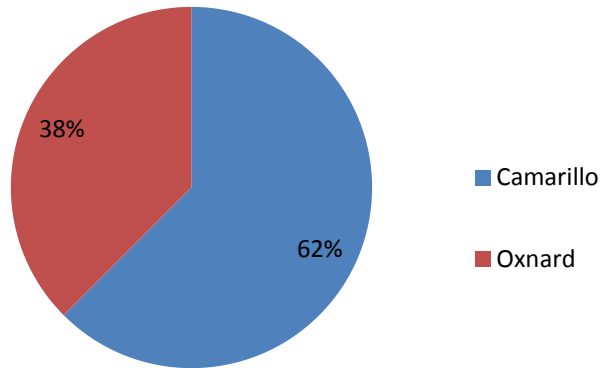
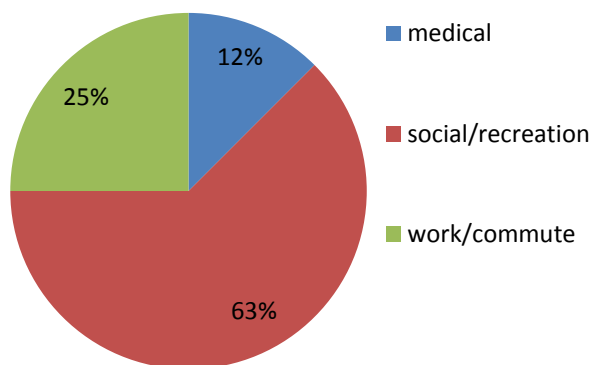
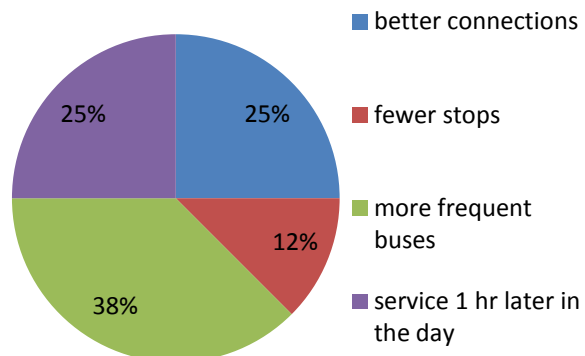
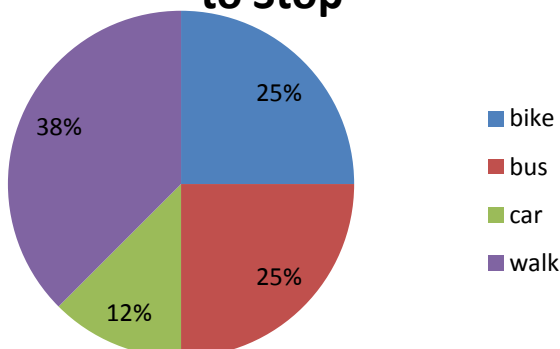
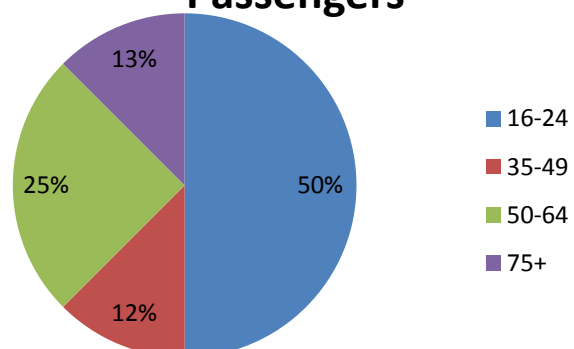


CSUCI**Weekend**

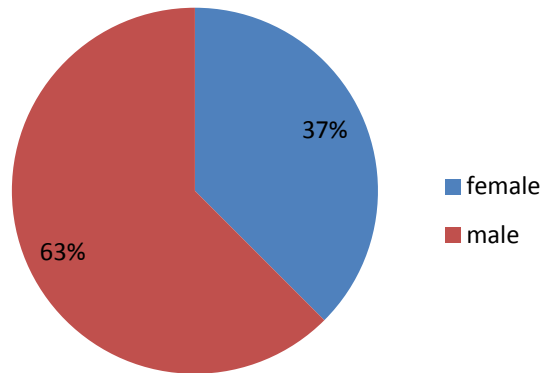
All of the CSUCI-Cam weekend passengers first boarded at the Camarillo Metrolink Station (100%). A majority, (57%), marked CSUCI as their final destination, while (43%) said Camarillo. (43%) of passengers described using the weekend service to shop, while the remaining were evenly split among school, recreation, personal, and other. (43%) of weekend passengers indicated being between the ages of 16-24. For a closer look at CSUCI-Cam weekend service, please see the charts below.

Origin**Destination****Purpose of Trip****How Passengers Arrive to Stop****Age Group of Passengers****Gender**

Of all the CSUCI-Ox weekend passengers, (63%) reported first boarding at the “C” Street stop. (62%) reported Camarillo as their final destination and (63%) said their trip was recreational. (50%) of weekend CSUCI-Ox passengers indicated being between the ages of 16-24 and (38%) of passengers recommended increasing the frequency of bus service. For a closer look at CSUCI-Ox weekend service, please see the charts below.

Origin**Destination****Purpose of Trip****Changes to Service****How Passengers Arrive to Stop****Age Group of Passengers**

Gender



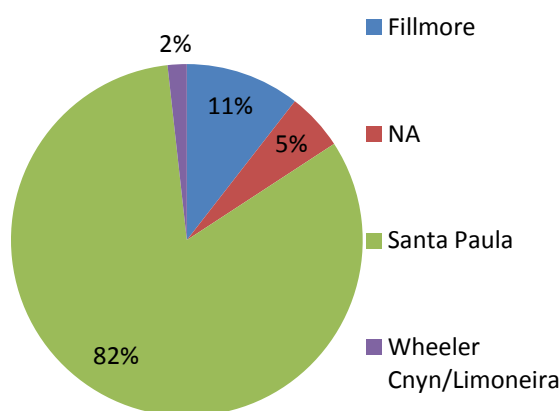
2.6 SANTA PAULA DAR

Weekday

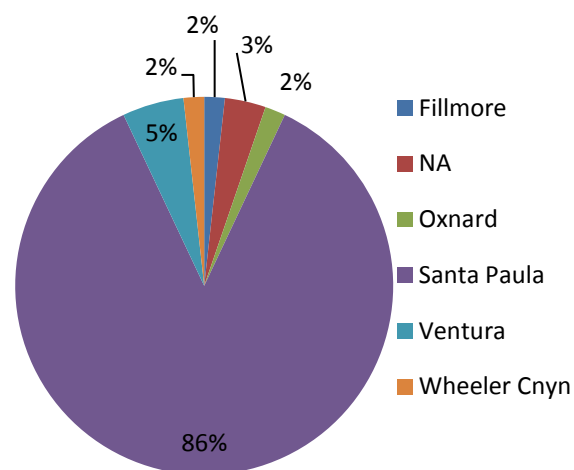
(82%) of Santa Paula DAR passengers boarded in Santa Paula, (11%) in Fillmore, and the remainder came from various smaller townships.* (86%) of Santa Paula DAR trips came to an end in Santa Paula. Passengers reported using the Santa Paula DAR for various reasons, among the most common were: to attend medical appointments (23%), get to school (23%), personal reasons (19%) and get to work (14%). (67%) of passengers reported not having a license. For a closer look at the Santa Paula DAR weekday service, please see the charts below.

* To clarify, Santa Paula DAR does not enter the Fillmore area. Passengers originating from Fillmore board Santa Paula DAR after reaching Santa Paula via the VISTA Highway 126 route or other personal mode of transportation.

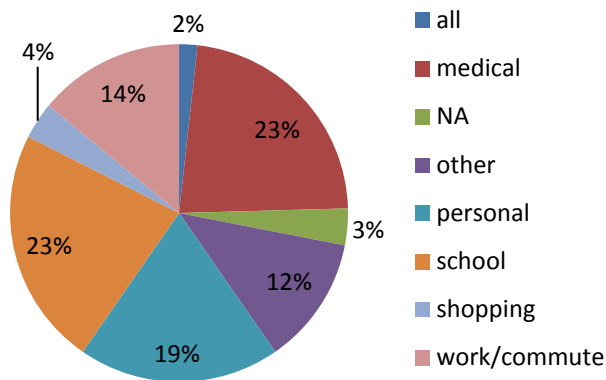
Origin



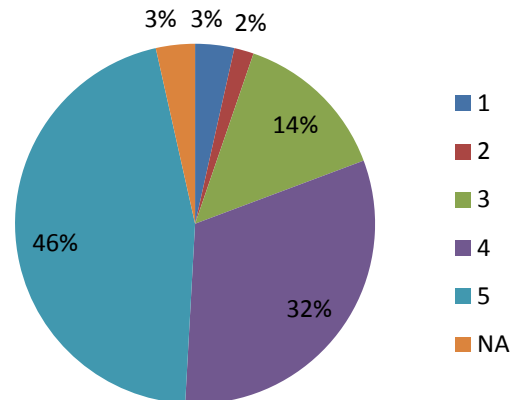
Destination



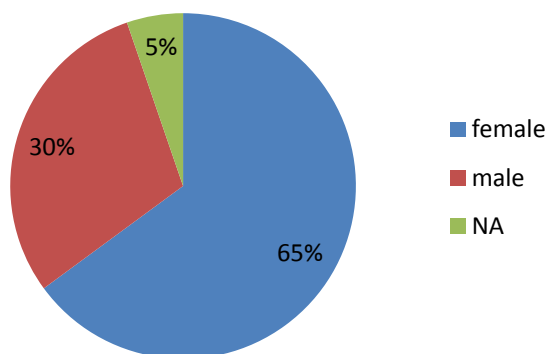
Purpose of Trip



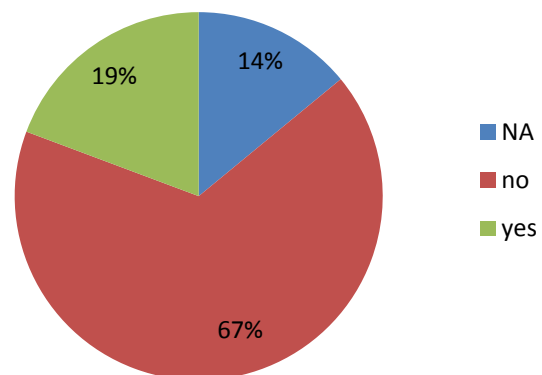
Service Rating



Gender



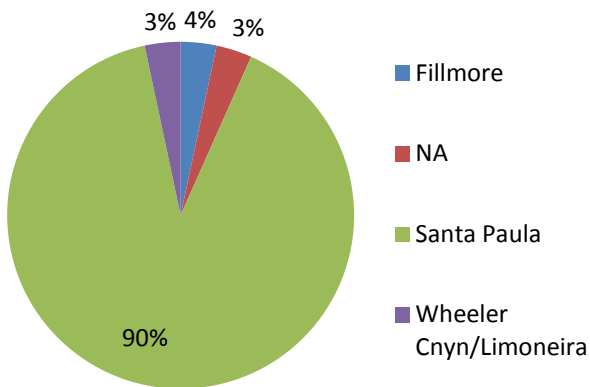
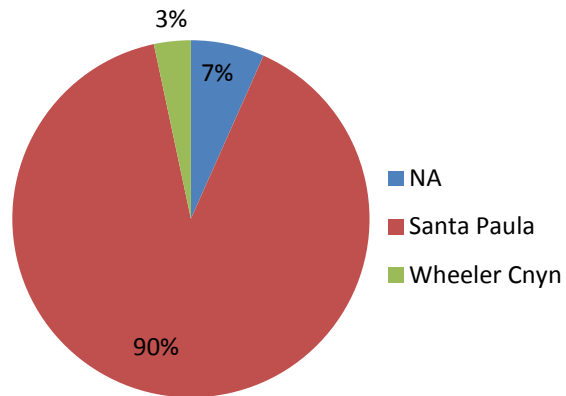
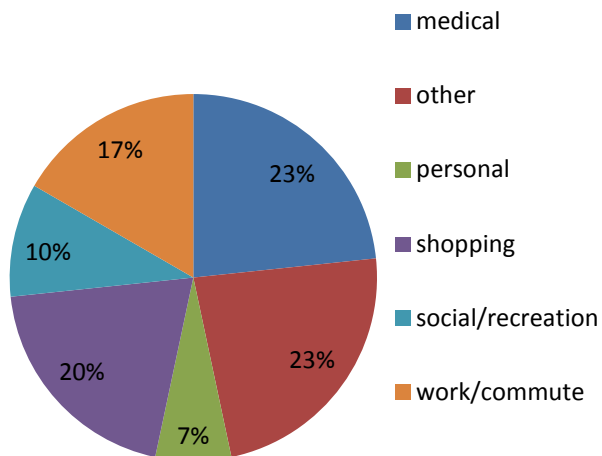
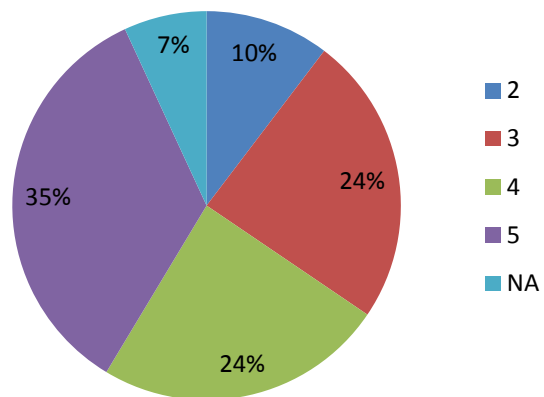
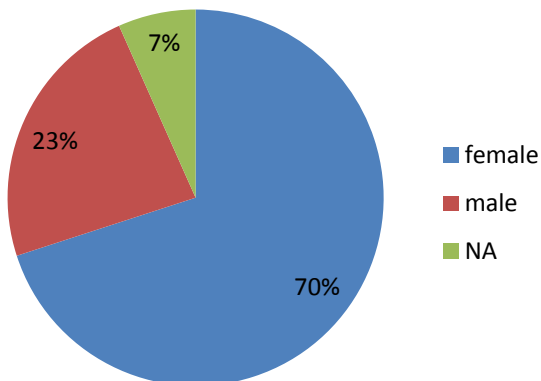
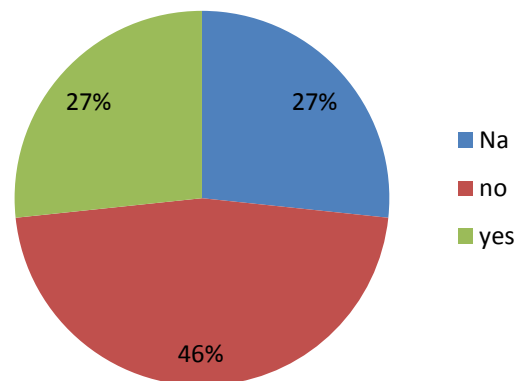
Do you have a license?



SANTA PAULA DAR

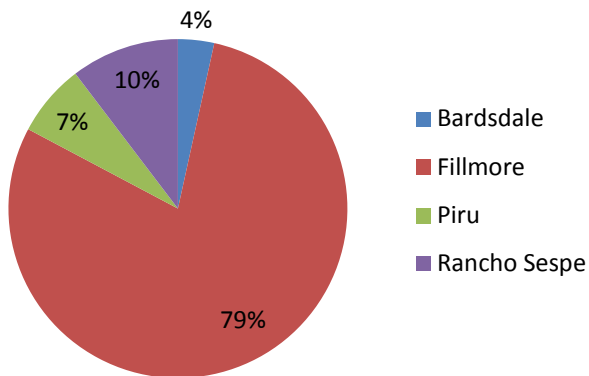
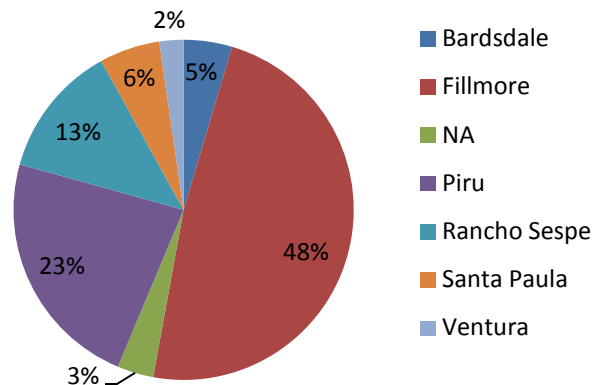
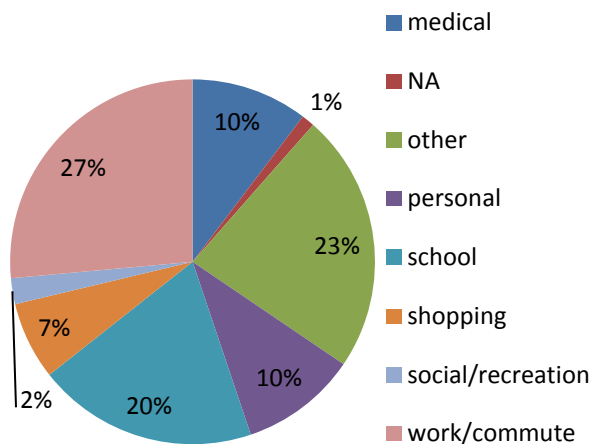
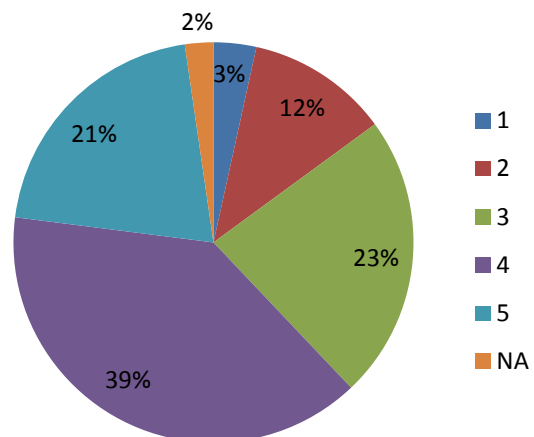
Weekend

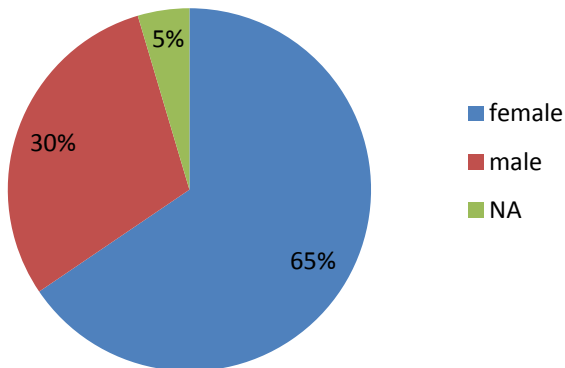
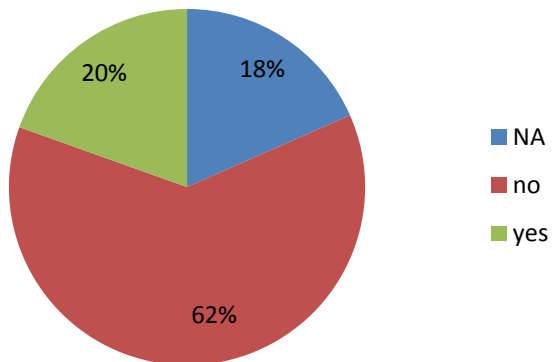
(90%) of all Santa Paula DAR weekend passengers come aboard in Santa Paula, the remainder in various smaller townships including Fillmore and Wheeler Canyon. (90%) of Santa Paula DAR trips came to an end within Santa Paula. Passengers utilized the service for a diverse group of reasons. Passengers reported using the Santa Paula DAR to attend medical appointments (23%), other (23%), shopping (20%), get to work (17%), and a few others. (46%) of passengers reported not having a license. For a closer look at the Santa Paula DAR weekend service, please see the charts below.

Origin**Destination****Purpose of Trip****Service Rating****Gender****Do You Have a License?**

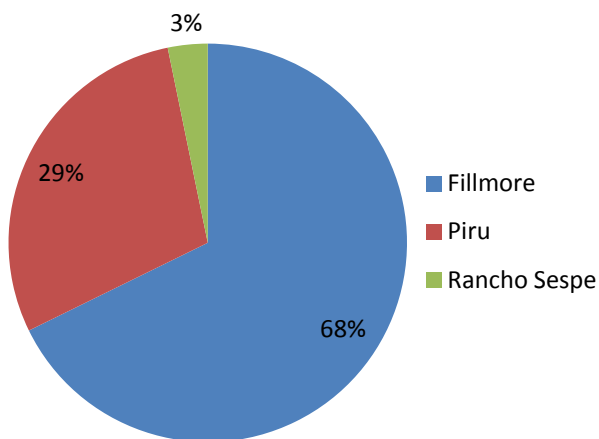
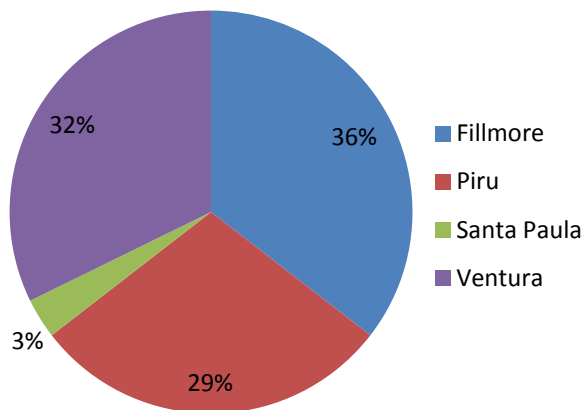
2.7 FILLMORE DAR**Weekday**

(79%) of all Fillmore DAR passengers came aboard in Fillmore, (10%) in Rancho Sespe, and the remainder in various smaller townships. Of all the trips on the Fillmore DAR, (48%) came to an end within Fillmore. Passengers utilized the service for a diverse group of reasons. Passengers reported using the Fillmore DAR to get to work (27%), other (23%), get to school (20%), and the remaining (30%) split among a few others. (62%) of passengers reported not having a license. For a closer look at the Santa Paula DAR weekday service, please see the charts below.

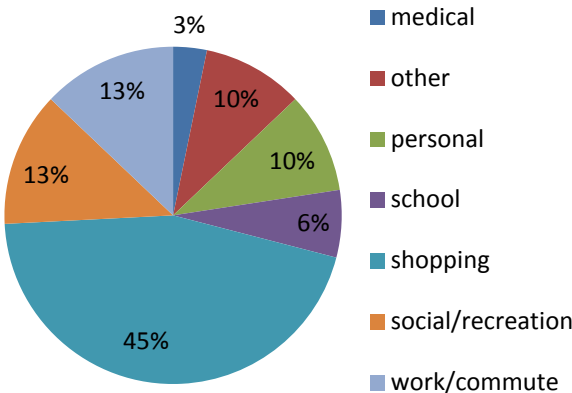
Origin**Destination****Purpose of Trip****Service Rating**

Gender**Do You Have a License?****FILLMORE DAR****Weekend**

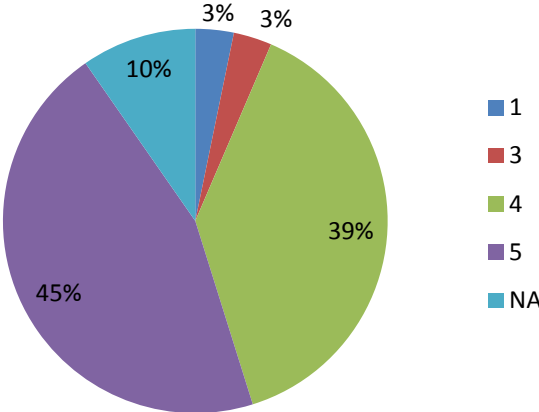
(68%) of all Fillmore DAR weekend passengers came aboard in Fillmore, (29%) came aboard in Piru, and the remaining (3%) boarded in Sespe. Of all the trips on the Fillmore DAR, (36%) came to an end within Fillmore, (32%) ended in Ventura, and (29%) ended in Piru. Passengers utilized the service for a diverse group of reasons. Passengers reported using the Fillmore DAR to shop (45%), socialize (13%), get to work (13%), and a few others. (65%) of passengers reported not having a license. For a closer look at the Fillmore DAR weekend service, please see the charts below.

Origin**Destination**

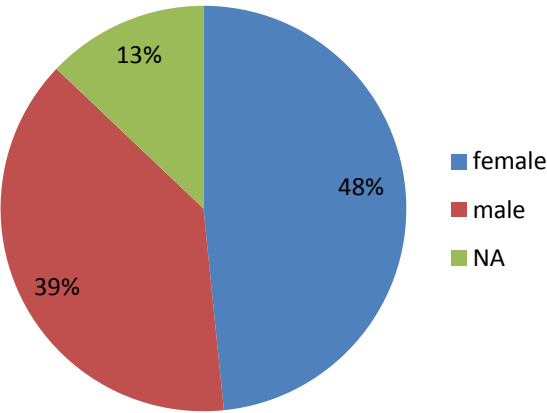
Purpose of Trip



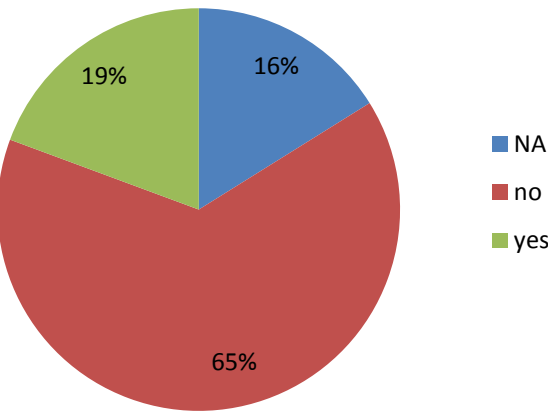
Service Rating



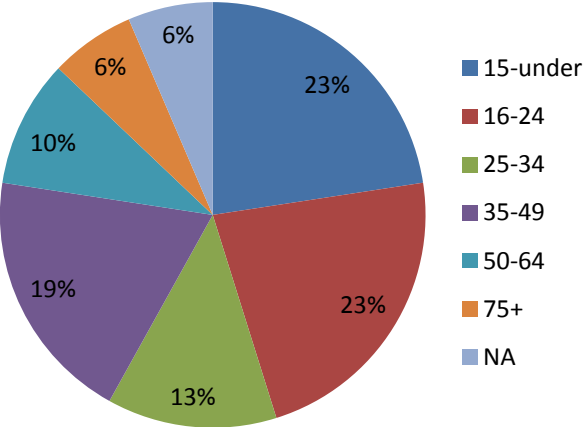
Gender



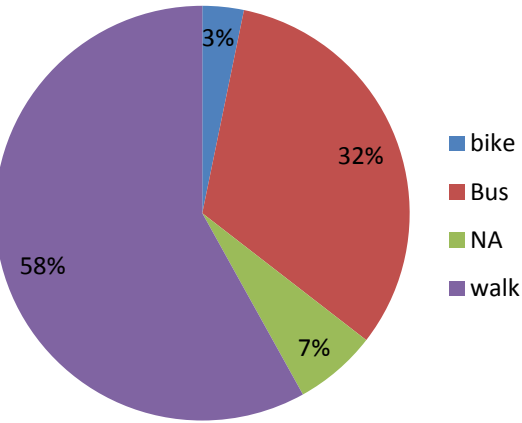
Do You Have a License?



Age Group Of Passengers



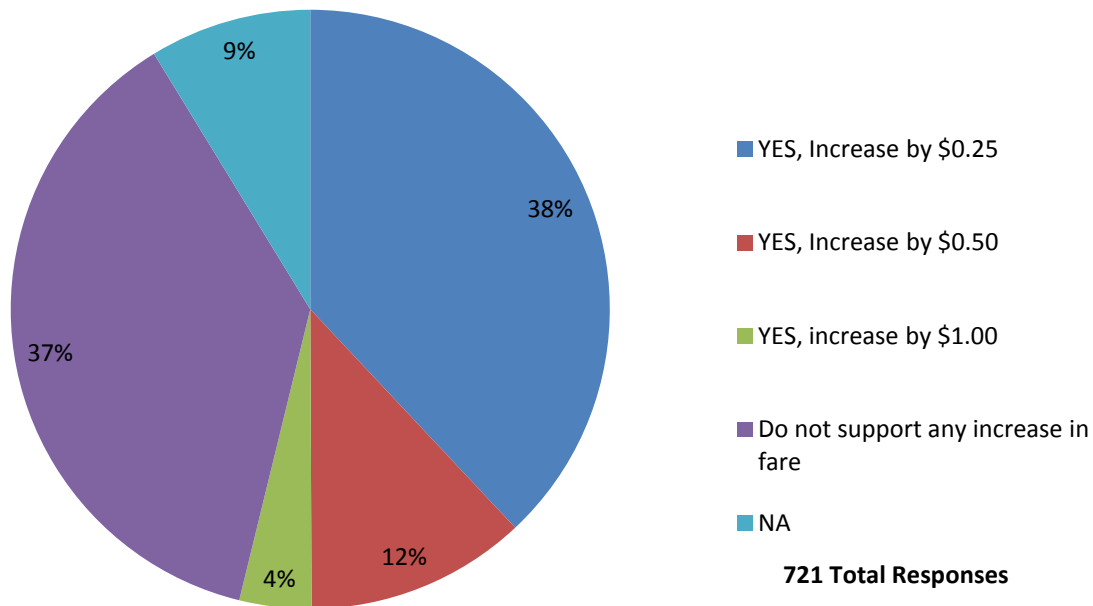
How Did You Get To This Bus?



2.8 FARE INCREASE

A key question posed to all passengers was whether they supported a fare increase to boost service. Three different fare increases were proposed, \$0.25, \$0.50, and \$1.00. As expected the most modest increase, \$0.25, gained the widest support (38%). However, just as many passengers, (37%), showed no support for any type of increase in fares. Overall, (54%) of passengers surveyed did approve of at least one type of fare increase. For a closer look at passenger reaction to fare increases, please see the chart below.

Support Fare Increase to Improve Service



ATTACHMENT: COMPLETE SURVEY RESULTS

2012 VISTA 126 WEEKDAY SURVEYS 99 SURVEYS

Q1 WHERE DID YOU GET ON THIS BUS?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
County Govt Center	5	5%
Fillmore Senior Center	63	64%
NA	1	1%
Pacific View Mall	3	3%
Santa Paula City Hall	20	20%
Santa Paula K Mart	4	4%
Ventura College	2	2%
Wells Center	1	1%

Q2 WHICH CITY OR COMMUNITY ARE YOU DOING TO? (DESTINATION)

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Ventura	66	67%
Fillmore	8	8%
Oxnard	6	6%
Santa Barbara	2	2%
Santa Paula	16	16%
Saticoy	1	1%

Q3 IN WHICH CITY/COMMUNITY DO YOU LIVE?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Bardsdale	1	1%
Fillmore	57	58%
Oxnard	4	4%
Piru	5	5%
Santa Barbara	1	1%
Santa Clarita	1	1%
Santa Paula	27	27%
Simi Valley	1	1%
Ventura	2	2%

Q4 WHAT IS THE PURPOSE OF YOUR TRIP? PLEASE CHOOSE ONE

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
All	1	1%
Medical	7	7%
NA	1	1%
Other	6	6%
Personal	15	15%
School	42	42%
Shopping	6	6%
Social/recreation	4	4%
Work	17	17%

Q5 DID YOU HAVE A CAR AVAILABLE TO MAKE THIS TRIP?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
NA	3	3%
No	81	81%
Sometimes	1	1%

	Yes	14	14%
Q6	HOW FREQUENTLY DO YOU RIDE THE VISTA 126 WEEKDAY BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	0-1 day a week	3	3%
	1-2 days a week	7	7%
	2-4 days a week	24	24%
	4+ days a week	59	59%
	NA	1	1%
	Occasionally	5	5%
Q7	IF THE VISTA 126 WEEKDAY WAS UNAVAILABLE, HOW WOULD YOU HAVE MADE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Can't get to my appointments	1	1%
	Carpool/vanpool	9	9%
	Drive self	10	10%
	Friend/family	30	30%
	NA	1	1%
	Taxi	1	1%
	Walk/bike	7	7%
	Wouldn't make trip	40	40%
Q8	HOW DID YOU GET TO THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bike	3	3%
	Bus	11	11%
	Car	18	18%
	DAR	2	2%
	NA	3	3%
	Train	1	1%
	Walk	61	61%
Q9	WHEN YOU LEAVE THIS BUS, HOW WILL YOU TRAVEL TO YOUR FINAL DESTINATION?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bike	3	3%
	Bus	20	20%
	Car	4	4%
	DAR	1	1%
	NA	7	7%
	Train	1	1%
	Walk	63	64%
Q10	WHICH <u>ONE</u> CHANGE WOULD ENCOURAGE YOU TO RIDE THE VISTA 126 WEEKDAY MORE OFTEN?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	ALL	2	2%
	Better connections	5	5%
	Fillmore to Santa Clarita Connection	1	1%
	Fewer stops along way	8	8%
	More frequent buses	56	56%
	NA	5	5%
	None	9	9%
	Service 1 hr earlier in the day	3	3%

	Service 1 hr later in the day	9	9%
	(Blank)	1	1%
Q11	HOW DO YOU RATE THE SERVICE IN THE FOLLOWING AREAS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	1	2	2%
	2	7	7%
	3	22	22%
	4	29	29%
	5	37	38%
	NA	2	2%
Q12	IF BY INCREASING BUS FARES WE ARE ABLE TO IMPROVE AREAS YOU RATED 1 OR 2 ON QUESTION 11, WOULD YOU BE WILLING TO PAY:		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	0.25	45	46%
	0.5	11	11%
	1	3	3%
	NA	7	7%
	Support none	33	33%
Q13	WHAT IS YOUR AGE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	15-under	6	6%
	16-24	42	43%
	25-34	18	18%
	35-49	16	16%
	50-64	10	10%
	65-74	3	3%
	75+	1	1%
	NA	3	3%
Q14	WHAT IS YOUR GENDER?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Female	58	58%
	Male	36	36%
	NA	5	5%
Q15	DO YOU HAVE A VALID DRIVERS LICENSE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	NA	11	11%
	No	63	64%
	Yes	25	25%
Q16	HOW DO YOU TYPICALLY OBTAIN INFORMATION ABOUT VISTA 126 WEEKDAY?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bus operator	8	8%
	Bus stop	51	51%
	Call Transit Information Center	11	11%
	Facebook	2	2%
	Family/friend	7	7%
	NA	4	4%
	VCTC Website	16	16%

2012 VISTA 126 WEEKEND SURVEYS 13 SURVEYS

Q1	WHERE DID YOU GET ON THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Fillmore Senior Center	9	69%
	Pacific View Mall	3	23%
	Santa Paula City Hall	1	8%
Q2	WHICH CITY OR COMMUNITY ARE YOU DOING TO? (DESTINATION)		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Fillmore	1	8%
	NA	2	15%
	Santa Paula	4	31%
	Thousand Oaks	1	8%
	Ventura	5	38%
Q3	IN WHICH CITY/COMMUNITY DO YOU LIVE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Camarillo	1	8%
	Fillmore	7	54%
	NA	2	15%
	Santa Paula	2	15%
	Ventura	1	8%
Q4	WHAT IS THE PURPOSE OF YOUR TRIP? PLEASE CHOOSE ONE		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	ALL	2	15%
	Medical	1	8%
	NA	1	8%
	Other	1	8%
	Shopping	2	15%
	Social/recreation	1	8%
	Work/commute	5	38%
Q5	DID YOU HAVE A CAR AVAILABLE TO MAKE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	NA	1	8%
	No	9	69%
	Yes	3	23%
Q6	HOW FREQUENTLY DO YOU RIDE THE VISTA 126 WEEKEND BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	1 to 3 Saturdays a month	1	8%
	Almost every Saturday	2	15%
	Almost every wknd	9	69%
	Less than 1 per month	1	8%
Q7	IF THE VISTA 126 WEEKEND WAS UNAVAILABLE, HOW WOULD YOU HAVE MADE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Drive myself	1	8%
	Friend/family	2	17%
	NA	2	17%
	Taxi	1	8%

	Walk/bike	1	8%
	Wouldn't make trip	5	42%
Q8	HOW DID YOU GET TO THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bike	2	15%
	Bus	1	8%
	Car	1	8%
	NA	1	8%
	Walk	8	61%
Q9	WHEN YOU LEAVE THIS BUS, HOW WILL YOU TRAVEL TO YOUR FINAL DESTINATION?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bike	1	8%
	Bus	2	15%
	NA	1	8%
	Walk	9	69%
Q10	WHICH <u>ONE</u> CHANGE WOULD ENCOURAGE YOU TO RIDE THE VISTA 126 WEEKEND MORE OFTEN?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Fewer stops along way	2	16%
	More frequent buses	3	23%
	NA	2	15%
	None	2	15%
	Service 1 hr earlier in the day	3	23%
	Service 1 hr later in the day	1	8%
Q11	HOW DO YOU RATE THE SERVICE IN THE FOLLOWING AREAS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	3	3	23%
	4	3	23%
	5	7	53%
Q12	IF BY INCREASING BUS FARES WE ARE ABLE TO IMPROVE AREAS YOU RATED 1 OR 2 ON QUESTION 11, WOULD YOU BE WILLING TO PAY:		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	0.25	6	50%
	NA	3	25%
	Support none	3	25%
Q13	WHAT IS YOUR AGE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	25-34	5	38%
	35-49	4	31%
	50-64	3	23%
	75+	1	8%
Q14	WHAT IS YOUR GENDER?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Female	4	31%
	Male	8	61%
	NA	1	8%

Q15 DO YOU HAVE A VALID DRIVERS LICENSE?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
NA	1	8%
No	8	61%
Yes	4	31%

Q16 HOW DO YOU TYPICALLY OBTAIN INFORMATION ABOUT VISTA 126 WEEKEND?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Bus stop	6	46%
Call transit info center	2	15%
Friend/family	1	8%
NA	1	8%
Operator	1	8%
VCTC website	2	15%

2012 VISTA 101 WEEKDAY SURVEYS 101 SURVEYS

Q1 WHERE DID YOU GET ON THIS BUS?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Camarillo Metrolink	9	9%
Carmen Plaza	18	17%
Conejo Industrial	4	4%
County Government Center	1	1%
Esplanade	15	15%
NA	1	1%
Oaks Mall	2	2%
Oxnard Transportation Center	11	11%
Pacific View Mall	10	10%
Pardee Plaza	10	10%
Thousand Oaks Transportation Center	17	17%
Warner Center	2	2%
Wendy Drive/Hillcrest	1	1%

Q2 WHICH CITY OR COMMUNITY ARE YOU DOING TO? (DESTINATION)

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Camarillo	13	13%
Carmen Plaza	1	1%
Conejo Industrial	1	1%
Government Center	1	1%
Moorpark	1	1%
NA	2	2%
Newbury Park	9	9%
Oxnard	7	7%
Rancho Conejo	1	1%
Santa Barbara	4	4%
St. Bonnes	1	1%
Thousand Oaks	11	11%
Ventura	25	25%
Ventura College	2	2%
Ventura Hospital	1	1%
Warner Center	20	20%
Westlake	1	1%

Q3 IN WHICH CITY/COMMUNITY DO YOU LIVE?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Camarillo	36	35%
Canoga Park	1	1%
Channel Islands	1	1%
NA	1	1%
Newbury Park	3	3%
Ojai	1	1%
Oxnard	22	22%
Point Hueneme	1	1%
Reseda	1	1%

	Santa Paula	1	1%
	Simi Valley	2	2%
	Thousand Oaks	9	9%
	Ventura	20	20%
	Westlake Village	2	2%
Q4	WHAT IS THE PURPOSE OF YOUR TRIP? PLEASE CHOOSE ONE		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Medical	3	3%
	NA	2	2%
	Personal	1	1%
	School	16	16%
	Social/recreation	3	3%
	Work/commute	76	75%
Q5	DID YOU HAVE A CAR AVAILABLE TO MAKE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	NA	4	4%
	No	45	45%
	Yes	52	51%
Q6	HOW FREQUENTLY DO YOU RIDE THE VISTA 101 WEEKDAY BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	0-1 day per week	2	2%
	1-2 days per week	4	4%
	2-4 days per week	17	17%
	4+ days per week	74	73%
	Less than 1 day per month	4	4%
Q7	IF THE VISTA 101 WEEKDAY WAS UNAVAILABLE, HOW WOULD YOU HAVE MADE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Carpool/vanpool	6	6%
	Drive myself	42	41%
	Friend/family	24	24%
	NA	4	4%
	Taxi	2	2%
	Train	1	1%
	Walk/bike	6	6%
	Wouldn't take trip	16	16%
Q8	HOW DID YOU GET TO THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bus	25	25%
	Car	51	50%
	NA	3	3%
	Walk/car	3	3%
	Walk	19	19%
Q9	WHEN YOU LEAVE THIS BUS, HOW WILL YOU TRAVEL TO YOUR FINAL DESTINATION?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bike	11	11%
	Bus	20	20%
	Car	7	7%
	NA	2	2%

	Walk	58	57%
	Walk/car	3	3%
Q10	WHICH <u>ONE</u> CHANGE WOULD ENCOURAGE YOU TO RIDE THE VISTA 101 WEEKDAY MORE OFTEN?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Better connections	6	6%
	Fewer stops	8	8%
	More frequent buses	36	35%
	NA	12	12%
	None	32	32%
	Service 1 hr earlier in the day	1	1%
	Service 1 hr later in the day	6	6%
Q11	HOW DO YOU RATE THE SERVICE IN THE FOLLOWING AREAS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	1	1	1%
	3	9	9%
	4	42	42%
	5	45	44%
	NA	4	4%
Q12	IF BY INCREASING BUS FARES WE ARE ABLE TO IMPROVE AREAS YOU RATED 1 OR 2 ON QUESTION 11, WOULD YOU BE WILLING TO PAY:		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	0.25	49	49%
	0.5	13	13%
	1	3	3%
	NA	9	9%
	Support none	26	26%
Q13	WHAT IS YOUR AGE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	15-under	2	2%
	16-24	14	14%
	25-34	12	12%
	35-49	29	29%
	50-64	33	32%
	65-74	10	10%
	75+	1	1%
Q14	WHAT IS YOUR GENDER?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Female	41	41%
	Male	56	55%
	Male	2	2%
	NA	2	2%
Q15	DO YOU HAVE A VALID DRIVERS LICENSE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	No	24	24%
	NA	9	9%
	Yes	68	67%

Q16 HOW DO YOU TYPICALLY OBTAIN INFORMATION ABOUT VISTA 101 WEEKDAY?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Bus Stop	26	26%
Call transit info center	17	16%
Driver	8	8%
Friend/family	3	3%
NA	4	4%
VCTC Website	43	42%

2012 VISTA CSUCI CAMARILLO WEEKDAY SURVEYS

26 SURVEYS

Q1	WHERE DID YOU GET ON THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Camarillo	1	4%
	Camarillo Metrolink Station	21	81%
	CSUCI	4	15%
Q2	WHICH CITY OR COMMUNITY ARE YOU DOING TO? (DESTINATION)		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Camarillo	6	23%
	CSUCI	17	65%
	Oxnard College	1	4%
	Ventura	2	8%
Q3	IN WHICH CITY/COMMUNITY DO YOU LIVE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Agoura Hills	1	4%
	Camarillo	12	46%
	CSUCI dorms	1	4%
	El Rio	1	4%
	Moorpark	2	8%
	Northridge	1	4%
	Oxnard	2	7%
	Santa Barbara	1	4%
	Santa Paula	1	4%
	Simi Valley	1	4%
	Ventura	3	11%
Q4	DO YOU LIVE ON THE CSUCI CAMPUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	NA	2	8%
	No	23	88%
	Yes	1	4%
Q5	DO YOU LIVE AT THE VILLA VALLEGUAS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	NA	3	12%
	No	23	88%
Q6	WHAT IS THE PURPOSE OF YOUR TRIP? PLEASE <u>CHOOSE ONE</u>		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	School	23	88%
	Shopping	1	4%
	Work/commute	2	8%
Q7	DID YOU HAVE A CAR AVAILABLE TO MAKE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	No	9	35%
	Yes	17	65%
Q8	HOW FREQUENTLY DO YOU RIDE THE VISTA CSUCI CAMARILLO WEEKDAY?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	1-2 days per week	1	4%

	2-4 days per week	5	19%
	4+ days per week	20	77%
Q9	IF THE VISTA CSUCI CAMARILLO WEEKDAY WAS UNAVAILABLE, HOW WOULD YOU HAVE MADE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Carpool/vanpool	2	8%
	Drive myself	9	35%
	Drive self	3	11%
	Drive self/carpool	1	4%
	Friend/family	5	19%
	Walk/bike	2	8%
	Wouldn't take trip	4	15%
Q10	HOW DID YOU GET TO THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bus	1	4%
	Car	18	69%
	NA	1	4%
	Train	2	8%
	Walk	4	15%
Q11	WHEN YOU LEAVE THIS BUS, HOW WILL YOU TRAVEL TO YOUR FINAL DESTINATION?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bus	1	4%
	Bus/bike	1	4%
	Car	8	31%
	NA	1	4%
	Train	2	7%
	Walk	13	50%
Q12	WHICH <u>ONE</u> CHANGE WOULD ENCOURAGE YOU TO RIDE THE VISTA CSUCI CAMARILLO WEEKDAY MORE OFTEN?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Better connections	2	7%
	More frequent buses	8	31%
	None	13	50%
	Service 1 hr earlier in the morning	1	4%
	Service 1 hr later in the day	2	8%
Q13	HOW DO YOU RATE THE SERVICE IN THE FOLLOWING AREAS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	5	18	69%
	4	8	31%
Q14	IF BY INCREASING BUS FARES WE ARE ABLE TO IMPROVE AREAS YOU RATED 1 OR 2 ON QUESTION 11, WOULD YOU BE WILLING TO PAY:		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	0.25	6	24%
	0.5	3	12%
	NA	3	12%
	Support none	13	52%

Q15 WHAT IS YOUR AGE?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
15-under	2	7%
16-24	15	58%
25-34	6	23%
65-74	2	8%
75+	1	4%

Q16 WHAT IS YOUR GENDER?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Female	18	69%
Male	8	31%

Q17 DO YOU HAVE A VALID DRIVERS LICENSE?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
NA	3	11%
No	3	12%
Yes	20	77%

Q18 HOW DO YOU TYPICALLY OBTAIN INFORMATION ABOUT VISTA CSUCI CAMARILLO WEEKDAY?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Bus stop	12	46%
Call transit info center	2	8%
Driver	6	23%
VCTC Website	6	23%

2012 VISTA CSUCI CAMARILLO WEEKEND SURVEYS

7 SURVEYS

Q1	WHERE DID YOU GET ON THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Camarillo Metrolink	7	100%
Q2	WHICH CITY OR COMMUNITY ARE YOU DOING TO? (DESTINATION)		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Camarillo	3	43%
	CSUCI	4	57%
Q3	IN WHICH CITY/COMMUNITY DO YOU LIVE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Camarillo	3	43%
	CSUCI	2	29%
	Long Beach	1	14%
	NA	1	14%
Q4	DO YOU LIVE ON THE CSUCI CAMPUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	No	4	57%
	Yes	3	43%
Q5	DO YOU LIVE AT THE VILLA VALLEGUAS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	NA	1	14%
	No	3	43%
	Yes	3	43%
Q6	WHAT IS THE PURPOSE OF YOUR TRIP? PLEASE CHOOSE ONE		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Other	1	15%
	Personal	1	14%
	School	1	14%
	Shopping	3	43%
	Social/recreation	1	14%
Q7	DID YOU HAVE A CAR AVAILABLE TO MAKE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	No	7	100%
Q8	HOW FREQUENTLY DO YOU RIDE THE VISTA CSUCI CAMARILLO WEEKEND?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	1-3 Saturdays per month	5	72%
	Almost every Saturday	1	14%
	Less than 1 time per month	1	14%
Q9	IF THE VISTA CSUCI CAMARILLO WEEKEND WAS UNAVAILABLE, HOW WOULD YOU HAVE MADE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Friend/family	1	15%
	Taxi	1	14%
	Walk/bike	1	14%
	Wouldn't make trip	4	57%

Q10 HOW DID YOU GET TO THIS BUS?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Bike	1	14%
Train	1	14%
Walk	5	72%

Q11 WHEN YOU LEAVE THIS BUS, HOW WILL YOU TRAVEL TO YOUR FINAL DESTINATION?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Bike	1	14%
Train	1	14%
Walk	5	72%

Q12 WHICH ONE CHANGE WOULD ENCOURAGE YOU TO RIDE THE VISTA CSUCI CAMARILLO WEEKEND MORE OFTEN?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Fewer stops	1	15%
More frequent buses	3	43%
None	1	14%
Service 1 hr earlier and later in the day	1	14%
Service 1 hr later in the day	1	14%

Q13 HOW DO YOU RATE THE SERVICE IN THE FOLLOWING AREAS?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
5	4	57%
4	2	28%
3	1	14%

Q14 IF BY INCREASING BUS FARES WE ARE ABLE TO IMPROVE AREAS YOU RATED 1 OR 2 ON QUESTION 11, WOULD YOU BE WILLING TO PAY:

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
0.25	2	33%
0.5	1	17%
1	1	17%
Support none	2	33%

Q15 WHAT IS YOUR AGE?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
15-under	1	15%
16-24	3	43%
25-34	1	14%
35-49	1	14%
50-64	1	14%

Q16 WHAT IS YOUR GENDER?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Female	4	57%
Male	3	43%

Q17 DO YOU HAVE A VALID DRIVERS LICENSE?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
No	2	29%
Yes	5	71%

Q18 HOW DO YOU TYPICALLY OBTAIN INFORMATION ABOUT VISTA CSUCI CAMARILLO WEEKEND?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Bus stop	2	28%
Call transit info center	2	29%
VCTC Website	3	43%

2012 VISTA CSUCI OXNARD WEEKDAY SURVEYS
52 SURVEYS

Q1	WHERE DID YOU GET ON THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	CSUCI	5	10%
	Oxnard C Street	41	79%
	Oxnard College	6	11%
Q2	WHICH CITY OR COMMUNITY ARE YOU DOING TO? (DESTINATION)		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Camarillo	11	21%
	CSUCI	33	65%
	Oxnard	2	4%
	Oxnard College	5	10%
Q3	IN WHICH CITY/COMMUNITY DO YOU LIVE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bakersfield	1	2%
	Camarillo	4	7%
	NA	1	2%
	Oxnard	41	79%
	Oxnard College	1	2%
	Port Hueneme	2	4%
	Thousand Oaks	1	2%
	Ventura	1	2%
Q4	WHAT IS THE PURPOSE OF YOUR TRIP? PLEASE CHOOSE ONE		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Medical	1	2%
	Personal/work/commute	1	2%
	School	45	86%
	Work/commute	4	8%
	Work/commute/school	1	2%
Q5	DID YOU HAVE A CAR AVAILABLE TO MAKE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	NA	1	2%
	No	29	56%
	Yes	22	42%
Q6	HOW FREQUENTLY DO YOU RIDE THE VISTA CSUCI OXNARD WEEKDAY BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	1-2 days per week	1	2%
	2-4 days per week	17	33%
	4+ days per week	34	65%
Q7	IF THE VISTA CSUCI OXNARD WEEKDAY WAS UNAVAILABLE, HOW WOULD YOU HAVE MADE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Carpool/vanpool	4	8%
	Drive myself	22	42%
	Friend/family	16	31%
	Friend/family/carpool/vanpool	3	6%

	Walk/bike	1	2%
	Wouldn't make trip	6	11%
Q8	HOW DID YOU GET TO THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bike	2	4%
	Bus	10	19%
	Car	24	27%
	Walk	14	46%
	Walk/car	2	4%
Q9	WHEN YOU LEAVE THIS BUS, HOW WILL YOU TRAVEL TO YOUR FINAL DESTINATION?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bus	7	13%
	Bike	1	2%
	Car	10	19%
	NA	2	4%
	Walk	30	58%
	Walk/car	2	4%
Q10	WHICH <u>ONE</u> CHANGE WOULD ENCOURAGE YOU TO RIDE THE VISTA CSUCI OXNARD WEEKDAY MORE OFTEN?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	All	1	2%
	Better connections	3	6%
	Fewer stops along the way	1	2%
	More frequent buses	29	55%
	NA	1	2%
	None	14	27%
	Service 1 hr later in the day	3	6%
Q11	HOW DO YOU RATE THE SERVICE IN THE FOLLOWING AREAS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	5	29	55%
	4	18	34%
	3	5	11%
Q12	IF BY INCREASING BUS FARES WE ARE ABLE TO IMPROVE AREAS YOU RATED 1 OR 2 ON QUESTION 11, WOULD YOU BE WILLING TO PAY:		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	0.25	19	37%
	0.5	5	10%
	1	1	2%
	NA	1	2%
	Support none	25	49%
Q13	WHAT IS YOUR AGE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	16-24	41	79%
	25-34	8	15%
	35-49	2	4%
	65-74	1	2%

Q14 WHAT IS YOUR GENDER?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Female	35	67%
Male	17	33%

Q15 DO YOU HAVE A VALID DRIVERS LICENSE?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
NA	5	9%
No	17	33%
Yes	30	58%

Q16 HOW DO YOU TYPICALLY OBTAIN INFORMATION ABOUT VISTA CSUCI OXNARD WEEKDAY?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Bus stop	21	40%
Bus stop/call transit info center/driver	1	2%
Bus stop/VCTC Website	1	2%
Call transit info center	2	4%
Driver	9	17%
Friend/family	2	4%
School	1	2%
VCTC Website	14	27%
VCTC Website/Driver	1	2%

2012 VISTA CSUCI OXNARD WEEKEND SURVEYS

8 SURVEYS

Q1	WHERE DID YOU GET ON THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	CSUCI	3	37%
	Oxnard C Street	5	63%
Q2	WHICH CITY OR COMMUNITY ARE YOU DOING TO? (DESTINATION)		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Camarillo	5	63%
	Oxnard	3	37%
Q3	IN WHICH CITY/COMMUNITY DO YOU LIVE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Camarillo	4	50%
	Oxnard	4	50%
Q4	WHAT IS THE PURPOSE OF YOUR TRIP? PLEASE CHOOSE ONE		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Medical	1	12%
	Social/recreation	5	63%
	Work/commute	2	25%
Q5	DID YOU HAVE A CAR AVAILABLE TO MAKE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	No	6	75%
	Yes	2	25%
Q6	HOW FREQUENTLY DO YOU RIDE THE VISTA CSUCI OXNARD WEEKEND?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	1 time per month or less	2	25%
	1-3 Saturdays per month	2	25%
	Almost every Saturday	4	50%
Q7	IF THE VISTA CSUCI OXNARD WEEKEND WAS UNAVAILABLE, HOW WOULD YOU HAVE MADE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Drive myself	1	14%
	Friend/family	2	29%
	Walk/bike	1	14%
	Wouldn't make trip	3	43%
Q8	HOW DID YOU GET TO THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bike	2	25%
	Bus	2	25%
	Car	1	12%
	Walk	3	38%
Q9	WHEN YOU LEAVE THIS BUS, HOW WILL YOU TRAVEL TO YOUR FINAL DESTINATION?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bike	2	25%
	Bus. Camarillo DAR	1	12%
	Car	1	12%
	Train	1	13%

	Walk	3	38%
Q10	WHICH <u>ONE</u> CHANGE WOULD ENCOURAGE YOU TO RIDE THE VISTA CSUCI OXNARD WEEKEND MORE OFTEN?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Better connections	2	25%
	Fewer stops	1	12%
	More frequent buses	3	38%
	Service 1 hr later in the day	2	25%
Q11	HOW DO YOU RATE THE SERVICE IN THE FOLLOWING AREAS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	5	6	75%
	4	1	13%
	3	1	12%
Q12	IF BY INCREASING BUS FARES WE ARE ABLE TO IMPROVE AREAS YOU RATED 1 OR 2 ON QUESTION 11, WOULD YOU BE WILLING TO PAY:		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	0.5	2	25%
	1	1	12%
	Support none	5	63%
Q13	WHAT IS YOUR AGE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	16-24	4	50%
	35-49	1	12%
	50-64	2	15%
	75+	1	13%
Q14	WHAT IS YOUR GENDER?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Female	3	37%
	Male	5	63%
Q17	DO YOU HAVE A VALID DRIVERS LICENSE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	NA	1	12%
	No	4	50%
	Yes	3	38%
Q18	HOW DO YOU TYPICALLY OBTAIN INFORMATION ABOUT VISTA CSUCI OXNARD WEEKEND?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bus stop	2	25%
	Call transit info center	1	12%
	Radio	1	13%
	CTC Website	4	50%

2012 VISTA COASTAL EXPRESS WEEKDAY SURVEYS

145 SURVEYS

Q1 WHERE DID YOU GET ON THIS BUS?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Carpinteria (Carpinteria Ave)	3	2%
Goleta (Castilian/Cortona/Los Carneros)	3	2%
Goleta (Hollister Ave stops)	1	0%
NA	1	1%
Other Santa Barbara Downtown Stops	4	3%
Oxnard Esplanade	33	23%
Pacific View Mall	8	5%
Peking-Main	3	2%
Thousand Oaks Transit Center	1	1%
Ventura (Thompson & Oak)	22	15%
Ventura County Government Center	65	45%
Ventura Downtown	1	1%

Q2 WHICH CITY OR COMMUNITY ARE YOU DOING TO? (DESTINATION)

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Carpinteria	14	10%
Goleta	67	46%
NA	4	3%
Oxnard	1	1%
Santa Barbara	41	28%
UCSB	10	7%
Ventura	8	5%

Q3 IN WHICH CITY/COMMUNITY DO YOU LIVE?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Calabasas	1	1%
Camarillo	11	7%
Carpinteria	4	3%
Moorpark	1	1%
NA	4	3%
Ojai	1	1%
Oxnard	39	27%
Port Hueneme	1	1%
Sana Paula	1	1%
Santa Barbara	5	3%
Santa Paula	2	1%
Simi Valley	2	1%
Thousand Oaks	6	4%
Ventura	67	46%

Q4 WHAT IS THE PURPOSE OF YOUR TRIP? PLEASE CHOOSE ONE

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Medical	3	2%
NA	2	1%
Other	1	1%
Personal	3	2%

	School	9	6%
	Shopping	1	1%
	Social/recreation	1	1%
	Work/commute	125	86%
Q5	DID YOU HAVE A CAR AVAILABLE TO MAKE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	NA	5	4%
	No	28	19%
	Yes	112	77%
Q6	HOW FREQUENTLY DO YOU RIDE THE VISTA COASTAL EXPRESS WEEKDAY?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	0-1 days per week	1	1%
	1-2 days per week	3	2%
	2-4 days per week	23	16%
	4+ days per week	114	78%
	Less than 1 day per month	1	1%
	NA	3	2%
Q7	IF THE VISTA COASTAL EXPRESS WEEKDAY WAS UNAVAILABLE, HOW WOULD YOU HAVE MADE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Carpool/vanpool	22	15%
	Drive myself	98	68%
	Friend/family	13	9%
	NA	3	2%
	Walk/bike	1	1%
	Wouldn't make trip	8	5%
Q8	HOW DID YOU GET TO THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bike	8	6%
	Bus	8	6%
	Car	106	73%
	NA	2	1%
	Walk	21	14%
Q9	WHEN YOU LEAVE THIS BUS, HOW WILL YOU TRAVEL TO YOUR FINAL DESTINATION?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bike	9	6%
	Bus	21	15%
	Car	16	11%
	NA	2	1%
	Walk	97	67%
Q10	WHICH <u>ONE</u> CHANGE WOULD ENCOURAGE YOU TO RIDE THE VISTA COASTAL EXPRESS WEEKDAY MORE OFTEN?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Better connections	10	7%
	Fewer stops	20	14%
	More frequent buses	43	29%
	NA	13	9%
	None	41	28%

	Service 1 hr later in the day	17	12%
	Service 10 mins earlier in the morning	1	1%
Q11	HOW DO YOU RATE THE SERVICE IN THE FOLLOWING AREAS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	1	2	1%
	2	1	1%
	3	15	10%
	4	79	55%
	5	44	30%
	NA	4	3%
Q12	IF BY INCREASING BUS FARES WE ARE ABLE TO IMPROVE AREAS YOU RATED 1 OR 2 ON QUESTION 11, WOULD YOU BE WILLING TO PAY:		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	0.25	43	30%
	0.5	22	15%
	1	10	7%
	NA	12	8%
	Support none	58	40%
Q13	WHAT IS YOUR AGE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	15-under	1	1%
	16-24	10	7%
	25-34	20	14%
	35-49	34	23%
	50-64	68	47%
	65-74	7	5%
	75+	3	2%
	NA	2	1%
Q14	WHAT IS YOUR GENDER?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Female	64	44%
	Male	76	52%
	NA	5	4%
Q15	DO YOU HAVE A VALID DRIVERS LICENSE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	NA	13	9%
	No	11	8%
	Yes	121	83%
Q16	HOW DO YOU TYPICALLY OBTAIN INFORMATION ABOUT VISTA COASTAL EXPRESS WEEKDAY?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	All	1	1%
	Bus stop	30	21%
	Call transit info center	10	7%
	Driver	12	8%
	Friend/family	9	6%
	NA	5	3%
	VCTC Website	76	53%
	(Blank)	1	1%

2012 VISTA COASTAL EXPRESS WEEKEND SURVEYS

13 SURVEYS

Q1	WHERE DID YOU GET ON THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Pacific View Mall	3	25%
	Ventura (Thompson & Oak)	2	17%
	Ventura County Govt Center	7	58%
Q2	WHICH CITY OR COMMUNITY ARE YOU DOING TO? (DESTINATION)		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Goleta	2	15%
	Santa Barbara	11	85%
Q3	IN WHICH CITY/COMMUNITY DO YOU LIVE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Oxnard	2	15%
	Santa Barbara	4	31%
	Ventura	7	54%
Q4	WHAT IS THE PURPOSE OF YOUR TRIP? PLEASE CHOOSE ONE		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Personal	1	8%
	Shopping	1	8%
	Social/recreation	3	23%
	Work/commute	8	61%
Q5	DID YOU HAVE A CAR AVAILABLE TO MAKE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	No	10	77%
	Yes	3	23%
Q6	IS THIS TRIP BEING TAKEN ON SATURDAY OR SUNDAY?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Saturday	10	77%
	NA	1	8%
	Saturday/Sunday	2	15%
Q7	HOW FREQUENTLY DO YOU RIDE THE VISTA COASTAL EXPRESS WEEKEND?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	1-3 Saturdays per month	2	15%
	Almost every Saturday	8	61%
	Almost every Saturday/Sunday	1	8%
	Less than 1 time per month	1	8%
	Saturday/Sunday, 1-3 per month	1	8%
Q8	IF THE VISTA COASTAL EXPRESS WEEKEND WAS UNAVAILABLE, HOW WOULD YOU HAVE MADE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Drive myself	3	23%
	Friend/family	4	31%
	Wouldn't make it	6	46%
Q9	HOW DID YOU GET TO THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bike	3	23%

	Bus	2	15%
	Walk	8	62%
Q10	WHEN YOU LEAVE THIS BUS, HOW WILL YOU TRAVEL TO YOUR FINAL DESTINATION?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bike	3	23%
	Bus	5	39%
	Walk	5	38%
Q11	WHICH <u>ONE</u> CHANGE WOULD ENCOURAGE YOU TO RIDE THE VISTA COASTAL EXPRESS WEEKEND MORE OFTEN?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Fewer stops along the way	1	7%
	More frequent buses	5	38%
	None	1	8%
	Service 1 hr earlier in the day	1	8%
	Service 1 hr later and earlier in the day	1	8%
	Service 1 hr later in the day	4	31%
Q12	HOW DO YOU RATE THE SERVICE IN THE FOLLOWING AREAS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	5	6	46%
	4	6	46%
	3	1	8%
Q13	IF BY INCREASING BUS FARES WE ARE ABLE TO IMPROVE AREAS YOU RATED 1 OR 2 ON QUESTION 11, WOULD YOU BE WILLING TO PAY:		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	0.25	4	31%
	0.5	3	23%
	1	2	15%
	NA	1	8%
	Support none	3	23%
Q14	WHAT IS YOUR AGE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	16-24	2	15%
	25-34	3	23%
	35-49	4	31%
	50-64	3	23%
	65-74	1	8%
Q15	WHAT IS YOUR GENDER?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Female	7	54%
	Male	6	46%
Q16	DO YOU HAVE A VALID DRIVERS LICENSE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	NA	1	8%
	No	5	38%
	Yes	7	54%

Q17 HOW DO YOU TYPICALLY OBTAIN INFORMATION ABOUT VISTA COASTAL EXPRESS WEEKEND?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Bus operator	1	8%
Bus stop	2	15%
Call transit info center	3	23%
Friend/family	1	8%
VCTC Website	6	46%

2012 VISTA EAST COUNTY WEEKDAY SURVEYS

36 SURVEYS

Q1	WHERE DID YOU GET ON THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Amgen	1	3%
	Conejo Industrial Park	1	3%
	Farmers Insurance	3	8%
	Moorpark College	7	19%
	Moorpark Station	4	11%
	Oaks Mall	6	17%
	Princeton/Amherst	1	3%
	Simi Valley Town Center	4	11%
	T.O. Library/Teen Center	5	14%
	Westlake/Townsgate	4	11%
Q2	WHICH CITY OR COMMUNITY ARE YOU DOING TO? (DESTINATION)		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Moorpark	18	51%
	Simi Valley	6	17%
	Thousand Oaks	8	23%
	Ventura	2	6%
	Westlake	1	3%
Q3	IN WHICH CITY/COMMUNITY DO YOU LIVE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Agoura Hills	1	3%
	Moorpark	4	11%
	Newbury Park	6	17%
	Simi Valley	12	33%
	Thousand Oaks	10	28%
	Westlake	2	5%
	Woodland Hills	1	3%
Q4	WHAT IS THE PURPOSE OF YOUR TRIP? PLEASE CHOOSE ONE		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Personal	1	2%
	Personal/shopping	1	3%
	Personal/social/recreation/other	1	3%
	School	26	72%
	Social/recreation	1	3%
	Social/recreation/school	1	3%
	Work/commute	4	11%
	Work/school	1	3%
Q5	DID YOU HAVE A CAR AVAILABLE TO MAKE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	No	30	83%
	Yes	6	17%
Q6	HOW FREQUENTLY DO YOU RIDE THE VISTA EAST COUNTY WEEKDAY?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	0-1 day per week	1	3%

	1-2 days per week	3	8%
	2-4 days per week	15	42%
	4+ days per week	16	44%
	Less than 1 day per month	1	3%
Q7	IF THE VISTA EAST COUNTY WEEKDAY WAS UNAVAILABLE, HOW WOULD YOU HAVE MADE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Drive myself	3	8%
	Friend/family	14	39%
	Walk/bike	4	11%
	Wouldn't make trip	15	42%
Q8	HOW DID YOU GET TO THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bike	2	6%
	Bus	5	14%
	Car	3	8%
	Walk	25	69%
	Walk/bike	1	3%
Q9	WHEN YOU LEAVE THIS BUS, HOW WILL YOU TRAVEL TO YOUR FINAL DESTINATION?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bike	2	5%
	Bus	9	25%
	Car	2	6%
	Walk	23	64%
Q10	WHICH <u>ONE</u> CHANGE WOULD ENCOURAGE YOU TO RIDE THE VISTA EAST COUNTY WEEKDAY MORE OFTEN?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Better connections	3	9%
	More frequent buses	11	31%
	NA	3	9%
	None	5	14%
	Service 1 hr earlier and later in the day	1	3%
	Service 1 hr later in the day	12	34%
Q11	HOW DO YOU RATE THE SERVICE IN THE FOLLOWING AREAS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	1	1	3%
	3	7	19%
	4	11	31%
	5	15	42%
	N/A	2	5%
Q12	IF BY INCREASING BUS FARES WE ARE ABLE TO IMPROVE AREAS YOU RATED 1 OR 2 ON QUESTION 11, WOULD YOU BE WILLING TO PAY:		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	0.25	12	33%
	0.5	5	14%
	1	2	6%
	NA	1	3%
	Support none	16	44%

Q13 WHAT IS YOUR AGE?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
15-under	1	3%
16-24	17	47%
25-34	9	25%
35-49	1	3%
50-64	7	19%
65-74	1	3%

Q14 WHAT IS YOUR GENDER?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Female	22	61%
Male	14	39%

Q15 DO YOU HAVE A VALID DRIVERS LICENSE?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
NA	3	8%
No	12	34%
Yes	21	58%

Q16 HOW DO YOU TYPICALLY OBTAIN INFORMATION ABOUT VISTA EAST COUNTY WEEKDAY?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Bus schedule	1	3%
Bus stop	16	44%
Bus stop/call transit	1	3%
Bus stop/call transit info center	1	3%
Bus stop/VCTC Website/Call transit info center	1	3%
Bus stop/VCTC Website/Friend/family	1	3%
Call transit info center	2	5%
Driver	1	3%
Facebook	1	3%
VCTC Website	11	30%

2012 VISTA EAST COUNTY SATURDAY SURVEYS

16 SURVEYS

Q1	WHERE DID YOU GET ON THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Moorpark Station	2	12%
	NA	2	12%
	Oaks Mall	3	19%
	Princeton/Amherst	2	13%
	Simi Valley Town Center	5	31%
	Westlake/Townsgate	2	13%
Q2	WHICH CITY OR COMMUNITY ARE YOU DOING TO? (DESTINATION)		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Moorpark	6	38%
	NA	1	6%
	Simi Valley	5	31%
	Thousand Oaks	1	6%
	Ventura	1	6%
	Westlake	2	13%
Q3	IN WHICH CITY/COMMUNITY DO YOU LIVE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Moorpark	7	44%
	NA	1	6%
	Newbury Park	1	6%
	Oxnard	1	6%
	Simi Valley	2	13%
	Thousand Oaks	2	13%
	Ventura	1	6%
	Westlake	1	6%
Q4	WHAT IS THE PURPOSE OF YOUR TRIP? PLEASE <u>CHOOSE ONE</u>		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	NA	1	6%
	Personal	1	6%
	School	3	19%
	Shopping	3	19%
	Social/recreation	1	6%
	Work/commute	7	44%
Q5	DID YOU HAVE A CAR AVAILABLE TO MAKE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	NA	1	6%
	No	13	81%
	Yes	2	13%
Q6	HOW FREQUENTLY DO YOU RIDE THE VISTA EAST COUNTY SATURDAY?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	1-3 Saturdays per month	1	6%
	Almost every Saturday	10	62%
	Less than 1 time per month	1	6%
	NA	2	13%

	Occasionally	2	13%
Q7	IF THE VISTA EAST COUNTY SATURDAY WAS UNAVAILABLE, HOW WOULD YOU HAVE MADE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Drive myself	1	7%
	Friend/family	1	6%
	NA	4	25%
	Taxi	1	6%
	Walk/bike	1	6%
	Wouldn't make trip	8	50%
Q8	HOW DID YOU GET TO THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bike	2	12%
	Bus	2	13%
	Car	1	6%
	NA	2	13%
	Walk	9	56%
Q9	WHEN YOU LEAVE THIS BUS, HOW WILL YOU TRAVEL TO YOUR FINAL DESTINATION?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bike	1	7%
	Bus	3	22%
	NA	2	14%
	Walk	8	57%
Q10	WHICH <u>ONE</u> CHANGE WOULD ENCOURAGE YOU TO RIDE THE VISTA EAST COUNTY SATURDAY MORE OFTEN?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Better connections	1	6%
	More frequent buses	5	31%
	NA	2	13%
	None	1	6%
	Service 1 hr earlier in the morning	3	19%
	Service 1 hr later I the day	4	25%
Q11	HOW DO YOU RATE THE SERVICE IN THE FOLLOWING AREAS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	3	3	19%
	4	4	25%
	5	8	50%
	NA	1	6%
Q12	IF BY INCREASING BUS FARES WE ARE ABLE TO IMPROVE AREAS YOU RATED 1 OR 2 ON QUESTION 11, WOULD YOU BE WILLING TO PAY:		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	0.25	7	44%
	0.5	2	12%
	NA	3	19%
	Support none	4	24%
Q13	WHAT IS YOUR AGE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	16-24	3	19%

	25-34	4	25%
	35-49	4	25%
	50-64	1	6%
	65-74	2	12%
	NA	2	13%
Q14	WHAT IS YOUR GENDER?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Female	6	37%
	Male	8	50%
	NA	2	13%
Q15	DO YOU HAVE A VALID DRIVERS LICENSE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	NA	4	25%
	No	7	44%
	Yes	5	31%
Q16	HOW DO YOU TYPICALLY OBTAIN INFORMATION ABOUT VISTA EAST COUNTY SATURDAY?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bus stop	2	13%
	Call transit info center	5	31%
	Driver	1	6%
	Friend/family	1	6%
	NA	3	19%
	VCTC Website	4	25%

2012 SANTA PAULA DAR WEEKDAY SURVEYS

57 SURVEYS

Q1	WHERE DID YOU GET ON THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Fillmore	6	11%
	NA	3	5%
	Santa Paula	47	82%
	Wheeler Cnyn/Limoneira	1	2%
Q2	WHICH CITY OR COMMUNITY ARE YOU DOING TO? (DESTINATION)		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Fillmore	1	2%
	NA	2	3%
	Oxnard	1	2%
	Santa Paula	49	86%
	Ventura	3	5%
	Wheeler Cnyn	1	2%
Q3	IN WHICH CITY/COMMUNITY DO YOU LIVE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Fillmore	7	12%
	NA	1	2%
	Oxnard	1	2%
	Santa Paula	47	82%
	Wheeler Cnyn	1	2%
Q4	WHAT IS THE PURPOSE OF YOUR TRIP? PLEASE CHOOSE ONE		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	All	1	2%
	Medical	13	23%
	NA	2	3%
	Other	7	12%
	Personal	11	19%
	School	13	23%
	Shopping	2	4%
	Work/commute	8	14%
Q5	DID YOU HAVE A CAR AVAILABLE TO MAKE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	No	51	89%
	Yes	6	11%
Q6	HOW FREQUENTLY DO YOU RIDE THE SANTA PAULA DAR WEEKDAY?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	0-1 day per week	4	7%
	1-2 days per week	6	11%
	2-4 days per week	12	21%
	4+ days per week	30	53%
	Less than 1 day per month	2	3%
	NA	2	3%
	Occasionally	1	2%

Q7 IF THE SANTA PAULA DAR WEEKDAY WAS UNAVAILABLE, HOW WOULD YOU HAVE MADE THIS TRIP?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Carpool/vanpool	2	3%
Drive myself	2	4%
Friend/family	9	16%
NA	3	5%
Taxi	1	2%
Walk/bike	28	49%
Wheel chair	1	2%
Wouldn't make trip	11	19%

Q8 HOW DID YOU GET TO THIS BUS?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Bus	19	34%
Car	3	5%
NA	7	12%
Walk	28	49%

Q9 WHEN YOU LEAVE THIS BUS, HOW WILL YOU TRAVEL TO YOUR FINAL DESTINATION?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Bus	7	12%
Car	1	2%
NA	2	4%
Walk	47	82%

Q10 WHICH ONE CHANGE WOULD ENCOURAGE YOU TO RIDE THE SANTA PAULA DAR WEEKDAY MORE OFTEN?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Better connections	4	7%
Fewer stops	4	7%
Less stops	1	2%
More frequent buses	22	39%
NA	7	12%
None	10	17%
Service 1 hr earlier in the day	1	2%
Service 1 hr later in the day	8	14%

Q11 HOW DO YOU RATE THE SERVICE IN THE FOLLOWING AREAS?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
1	2	3%
2	1	2%
3	8	14%
4	18	32%
5	26	46%
NA	2	3%

Q12 IF BY INCREASING BUS FARES WE ARE ABLE TO IMPROVE AREAS YOU RATED 1 OR 2 ON QUESTION 11, WOULD YOU BE WILLING TO PAY:

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
0.25	22	39%
0.5	5	9%
1	1	2%

	NA	10	18%
	Support none	18	32%
Q13	WHAT IS YOUR AGE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	15-under	8	14%
	16-24	9	16%
	25-34	8	14%
	35-49	14	25%
	50-64	8	14%
	65-74	3	5%
	75+	5	9%
	NA	2	3%
Q14	WHAT IS YOUR GENDER?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Female	37	65%
	Male	17	30%
	NA	3	5%
Q15	DO YOU HAVE A VALID DRIVERS LICENSE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	NA	8	14%
	No	38	67%
	Yes	11	19%
Q16	HOW DO YOU TYPICALLY OBTAIN INFORMATION ABOUT THE SANTA PAULA DAR WEEKDAY?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bus stop	12	21%
	Call transit info center	14	25%
	Driver	13	23%
	Friend/family	6	10%
	NA	8	14%
	VCTC Website	4	7%

2012 SANTA PAULA DAR WEEKEND SURVEYS

30 SURVEYS

Q1	WHERE DID YOU GET ON THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Fillmore	1	4%
	NA	1	3%
	Santa Paula	27	90%
	Wheeler Cnyn/Limoneira	1	3%
Q2	WHICH CITY OR COMMUNITY ARE YOU DOING TO? (DESTINATION)		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	NA	2	7%
	Santa Paula	27	90%
	Wheeler Cnyn	1	3%
Q3	IN WHICH CITY/COMMUNITY DO YOU LIVE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Fillmore	1	4%
	NA	1	3%
	Santa Paula	26	57%
	Thousand Oaks	1	3%
	Wheeler Cnyn	1	3%
Q4	WHAT IS THE PURPOSE OF YOUR TRIP? PLEASE CHOOSE ONE		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Medical	7	23%
	Other	7	23%
	Personal	2	7%
	Shopping	6	20%
	Social/recreation	3	10%
	Work/commute	5	17%
Q5	DID YOU HAVE A CAR AVAILABLE TO MAKE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	NA	1	4%
	No	28	93%
	Yes	1	3%
Q6	IS THIS TRIP BEING TAKEN ON SATURDAY OR SUNDAY?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Saturday	27	90%
	NA	3	10%
Q7	HOW FREQUENTLY DO YOU RIDE THE SANTA PAULA DAR WEEKEND?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	1-3 weekends per month	4	14%
	Almost every weekend	23	79%
	Less than 1 time per month	2	7%
Q8	IF THE SANTA PAULA DAR WEEKEND WAS UNAVAILABLE, HOW WOULD YOU HAVE MADE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Drive myself	2	7%
	Friend/family	3	10%

	NA	2	7%
	Walk/bike	17	59%
	Wouldn't make trip	5	17%
Q9	HOW DID YOU GET TO THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bike	2	7%
	Bus	6	21%
	NA	4	14%
	Walk	17	58%
Q10	WHEN YOU LEAVE THIS BUS, HOW WILL YOU TRAVEL TO YOUR FINAL DESTINATION?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bus	3	10%
	Car	1	4%
	NA	3	10%
	Walk	22	76%
Q11	WHICH <u>ONE</u> CHANGE WOULD ENCOURAGE YOU TO RIDE THE SANTA PAULA DAR WEEKEND MORE OFTEN?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Better connections	1	3%
	More frequent buses	13	45%
	NA	4	15%
	None	3	10%
	Service 1 hr earlier in the morning	2	7%
	Service 1 hr later in the day	6	21%
Q12	HOW DO YOU RATE THE SERVICE IN THE FOLLOWING AREAS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	2	3	10%
	3	7	24%
	4	7	24%
	5	10	35%
	NA	2	7%
Q13	IF BY INCREASING BUS FARES WE ARE ABLE TO IMPROVE AREAS YOU RATED 1 OR 2 ON QUESTION 11, WOULD YOU BE WILLING TO PAY:		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	0.25	11	38%
	0.5	2	7%
	NA	5	17%
	Support none	11	38%
Q14	WHAT IS YOUR AGE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	15-under	1	3%
	16-24	4	14%
	25-34	8	27%
	35-49	7	23%
	50-64	4	13%
	65-74	3	10%
	NA	3	10%

Q15 WHAT IS YOUR GENDER?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Female	21	70%
Male	7	23%
NA	2	7%

Q16 DO YOU HAVE A VALID DRIVERS LICENSE?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Na	8	27%
No	14	46%
Yes	8	27%

Q17 HOW DO YOU TYPICALLY OBTAIN INFORMATION ABOUT THE SANTA PAULA DAR WEEKEND?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Bus stop	1	3%
Call transit info center	17	57%
Driver	2	7%
Friend/family	2	7%
NA	7	23%
VCTC Website	1	3%

2012 FILLMORE DAR WEEKDAY SURVEYS

87 SURVEYS

Q1	WHERE DID YOU GET ON THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bardsdale	3	4%
	Fillmore	69	79%
	Piru	6	7%
	Rancho Sespe	9	10%
Q2	WHICH CITY OR COMMUNITY ARE YOU DOING TO? (DESTINATION)		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bardsdale	4	5%
	Fillmore	42	48%
	NA	3	3%
	Piru	20	23%
	Rancho Sespe	11	13%
	Santa Paula	5	6%
	Ventura	2	2%
Q3	IN WHICH CITY/COMMUNITY DO YOU LIVE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bardsdale	3	4%
	Fillmore	53	61%
	NA	2	2%
	Piru	14	16%
	Rancho Camulos	1	1%
	Rancho Sespe	13	15%
	Santa Paula	1	1%
Q4	WHAT IS THE PURPOSE OF YOUR TRIP? PLEASE CHOOSE ONE		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Medical	9	10%
	NA	1	1%
	Other	20	23%
	Personal	9	10%
	School	17	20%
	Shopping	6	7%
	Social/recreation	2	2%
	Work/commute	23	27%
Q5	DID YOU HAVE A CAR AVAILABLE TO MAKE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	NA	3	4%
	No	75	86%
	Yes	9	10%
Q6	HOW FREQUENTLY DO YOU RIDE THE FILLMORE DAR WEEKDAY?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	0-1 day per week	7	8%
	1-2 days per week	13	15%
	2-4 days per week	28	32%
	4+ days per week	37	43%

	Less than 1 day per month	1	1%
	NA	1	1%
Q7	IF THE FILLMORE DAR WEEKDAY WAS UNAVAILABLE, HOW WOULD YOU HAVE MADE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Carpool/vanpool	4	5%
	Drive myself	3	4%
	Friend/family	34	39%
	NA	3	3%
	Walk/bike	22	25%
	Wouldn't make trip	21	24%
Q8	HOW DID YOU GET TO THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bus	24	28%
	NA	16	18%
	Walk	47	54%
Q9	WHEN YOU LEAVE THIS BUS, HOW WILL YOU TRAVEL TO YOUR FINAL DESTINATION?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bike	1	1%
	Bus	11	13%
	Car	3	3%
	NA	17	20%
	Walk	55	63%
Q10	WHICH <u>ONE</u> CHANGE WOULD ENCOURAGE YOU TO RIDE THE FILLMORE DAR WEEKDAY MORE OFTEN?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Better connections	3	3%
	Fewer stops	7	8%
	More frequent buses	42	48%
	NA	5	6%
	None	6	7%
	Service 1 hr earlier in the morning	7	8%
	Service 1 hr later in the day	17	20%
Q11	HOW DO YOU RATE THE SERVICE IN THE FOLLOWING AREAS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	1	3	3%
	2	10	12%
	3	20	23%
	4	34	39%
	5	18	21%
	NA	2	2%
Q12	IF BY INCREASING BUS FARES WE ARE ABLE TO IMPROVE AREAS YOU RATED 1 OR 2 ON QUESTION 11, WOULD YOU BE WILLING TO PAY:		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	0.25	27	31%
	0.5	9	10%
	1	4	5%
	NA	6	7%

	Support none	40	47%
Q13	WHAT IS YOUR AGE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	15-under	13	15%
	16-24	27	31%
	25-34	11	13%
	35-49	15	17%
	50-64	13	15%
	65-74	6	7%
	NA	2	2%
Q14	WHAT IS YOUR GENDER?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Female	57	65%
	Male	26	30%
	NA	4	5%
Q15	DO YOU HAVE A VALID DRIVERS LICENSE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	NA	16	18%
	No	54	62%
	Yes	17	20%
Q16	HOW DO YOU TYPICALLY OBTAIN INFORMATION ABOUT THE FILLMORE DAR WEEKDAY?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bus stop	20	23%
	Call transit info center	24	28%
	Driver	18	21%
	Friend/family	15	17%
	NA	2	3%
	Other	1	1%
	Radio	2	2%
	Twitter	2	2%
	VCTC Website	2	2%
	(Blank)	1	1%

2012 FILLMORE DAR WEEKEND SURVEYS

87 SURVEYS

Q1	WHERE DID YOU GET ON THIS BUS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Fillmore	21	68%
	Piru	9	29%
	Rancho Sespe	1	3%
Q2	WHICH CITY OR COMMUNITY ARE YOU DOING TO? (DESTINATION)		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Fillmore	11	36%
	Piru	9	29%
	Santa Paula	1	3%
	Ventura	10	32%
Q3	IN WHICH CITY/COMMUNITY DO YOU LIVE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Fillmore	18	58%
	NA	1	3%
	Piru	11	36%
	Ventura	1	3%
Q4	WHAT IS THE PURPOSE OF YOUR TRIP? PLEASE CHOOSE ONE		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Medical	1	3%
	Other	3	10%
	Personal	3	10%
	School	2	6%
	Shopping	14	45%
	Social/recreation	4	13%
	Work/commute	4	13%
Q5	DID YOU HAVE A CAR AVAILABLE TO MAKE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	No	29	94%
	Yes	2	6%
Q6	HOW FREQUENTLY DO YOU RIDE THE FILLMORE DAR WEEKEND?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	1 time or less per month	4	13%
	1-3 Saturdays per month	10	32%
	Almost every Saturday	16	52%
	NA	1	3%
Q7	IF THE FILLMORE DAR WEEKEND WAS UNAVAILABLE, HOW WOULD YOU HAVE MADE THIS TRIP?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Carpool/vanpool	3	10%
	Drive myself	1	3%
	Friend/family	10	32%
	NA	2	7%
	Walk/bike	6	19%
	Wouldn't make trip	9	29%
Q8	HOW DID YOU GET TO THIS BUS?		

		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bike	1	3%
	Bus	10	32%
	NA	2	7%
	Walk	18	58%
Q9	WHEN YOU LEAVE THIS BUS, HOW WILL YOU TRAVEL TO YOUR FINAL DESTINATION?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Bus	9	29%
	NA	2	7%
	Skateboard	1	3%
	Walk	19	61%
Q10	WHICH <u>ONE</u> CHANGE WOULD ENCOURAGE YOU TO RIDE THE FILLMORE DAR WEEKEND MORE OFTEN?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Fewer stops	4	13%
	More frequent buses	2	6%
	NA	5	16%
	None	7	23%
	Service 1 hr earlier in the morning	1	3%
	Service 1 hr later in the day	12	39%
Q11	HOW DO YOU RATE THE SERVICE IN THE FOLLOWING AREAS?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	1	1	3%
	3	1	3%
	4	12	39%
	5	14	45%
	NA	3	10%
Q12	IF BY INCREASING BUS FARES WE ARE ABLE TO IMPROVE AREAS YOU RATED 1 OR 2 ON QUESTION 11, WOULD YOU BE WILLING TO PAY:		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	0.25	18	64%
	0.5	1	3%
	NA	1	3%
	Support none	10	34%
Q13	WHAT IS YOUR AGE?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	15-under	7	23%
	16-24	7	23%
	25-34	4	13%
	35-49	6	19%
	50-64	3	10%
	75+	2	6%
	NA	2	6%
Q14	WHAT IS YOUR GENDER?		
		<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
	Female	15	48%
	Male	12	39%
	NA	4	13%

Q15 DO YOU HAVE A VALID DRIVERS LICENSE?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
NA	5	16%
No	20	65%
Yes	6	19%

Q16 HOW DO YOU TYPICALLY OBTAIN INFORMATION ABOUT THE FILLMORE DAR WEEKEND?

	<u>SURVEY COUNT</u>	<u>OVERALL PERCENTAGE</u>
Bus stop	9	29%
Call transit info center	10	32%
Driver	2	7%
Facebook	1	3%
Friend/family	4	13%
NA	4	13%
VCTC Website	1	3%