

2008 ROGUE VALLEY TRANSPORTATION DISTRICT PASSENGER SURVEY

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EXECUTIVE SUMMARY

Rogue Valley Transportation District (RVTD) contracted with Feedback Research Services (FRS) to conduct a bus passenger survey. From April 11th through May 7th, 2008, FRS conducted surveys with bus passengers following RVTD's criteria.

The "core" project involved the same basic components used by the Rogue Valley Council of Governments (RVCOG) in previous surveys. The goal in 2008 was to survey 600 passengers on RVTD's six routes, according to each route's percentage of total ridership in 2006 - 2007.

Surveys were conducted over four weeks by six surveyors. This document displays and analyzes the data gathered during the survey and compares these findings with 2005 Passenger Survey results. [Note: Data from the 2005 survey were used "as is" unless indicated otherwise. For example, the numbers shown in the 2005 tables do not consistently add up to the survey pool total of 450, which was most likely due to eliminating respondents who did not answer the question.]

Selected Highlights¹

- 77% of the passenger survey pool was between the ages of 19 and 64
- 63% did not have a valid driver's license
- 36% reported annual income of less than \$15,000
- 72% walked to catch the bus
- 66% boarded at a bus stop
- 57% reached the bus in less than five minutes, and 55% reached their final destination within five minutes after departing from the bus
- 29% used the bus to get to work
- 79% used the bus three to five days per week
- 50% used the bus five days per week
- 34% would not have made the trip if bus service were not available

¹ Approximate percentages due to rounding

The following relationships among the data were identified in both the 2005 and 2008 passenger surveys (Section 6):

- Passengers using the bus for work purposes were more likely to have higher annual incomes.
- Passengers with higher annual incomes were more likely to have valid driver's licenses.
- Passengers in the 65+ age category were most likely to be using the bus for recreational, shopping, or "visiting" purposes.
- The youngest passengers (10-18) tended to be using the bus to get to and from school, while those aged 19 – 64 were more likely to be using the bus to get to work.

The survey did not reveal substantial differences between routes, although a few unique characteristics were observed (see Section 7.0).

Comments from Passengers

At the end of each survey, passengers were asked if they had any comments. Passengers were quite consistent in requesting weekend service, extended hours, and "bringing back" the East Medford route. Weekend service was the most frequent request. Many V.A. Domiciliary residents felt ridership would be high if weekend bus service were available.

Numerous passengers expressed great appreciation for the bus system. The majority praised RVTD's bus drivers for their driving skills, friendliness, and the help they consistently provide to riders.

General Impressions

RVTD provides an indispensable service. Most people who use the bus seem dependent upon it. They often do not have alternatives to taking the bus. Most use the bus from three to five days per week, and it is a routine part of their lives.

The majority of surveyed passengers travel less than five minutes to board and/or depart from buses. This strongly suggests that convenience is an important component in bus usage. Other data suggest that individuals with lower annual incomes are the primary demographic group using the bus system.

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1.0 OVERVIEW

The Rogue Valley Transportation District (RVTD) has been in operation since 1975 and currently serves urbanized areas of Jackson County. The District covers 158.5 square miles and a population of 150,000.² Regularly scheduled bus routes provide transportation to passengers in and between Ashland, Central Point, Jacksonville, Medford, Phoenix, Talent, and White City.

RVTD conducts periodic passenger surveys to evaluate interest and use of public transportation (1993, 1995, 1999, 2001, and 2005). The survey instrument includes questions that are determined by RVTD staff to be consistent with surveys conducted in previous years.

RVTD contracted with Feedback Research Services (FRS) to conduct a survey of bus passengers in April 2008. The Rogue Valley Council of Governments (RVCOG) conducted RVTD's 2005 Passenger Survey.

The purposes of the 2005 and 2008 surveys were to:

- Better understand the role of the bus system in riders' activities
- Compare findings with 2005 data
- Determine selected social and economic characteristics of riders on the entire system
- Identify characteristics of bus trips, including purpose, departure and destination locations, etc
- Query riders on miscellaneous topics.

² "Passenger Information Services", Request for Proposal, April 30, 2008, Rogue Valley Transportation District.

2.0 METHODOLOGY

RVTD staff provided FRS with ridership data and a framework to conduct 600 surveys. Surveys were conducted with randomly selected passengers and allocated among the six (6) routes, according to the percentage of total ridership represented by each route. [Note: In 2008, surveyors rode buses a few times a day over the course of four weeks, while surveyors in 2005 rode on buses continuously each day for a week.]

The following table illustrates ridership percentages and the corresponding numbers of surveys targeted for completion per route. [Note: All bus routes originated at and returned to the Medford Transfer Station.]

Route Characteristics & Survey Goals — 2008 Passenger Survey

Bus Route	Number Of Surveys	% Of Fiscal Year 2006 - 2007 Ridership
Route 1 Airport / Poplar Square	24	4%
Route 2 Main St. West Medford	54	9%
Route 10 Ashland	288	48%
Route 30 Jacksonville	12	2%
Route 40 Central Point	78	13%
Route 60 White City	144	24%
Total	600	100%

The survey instrument was provided by RVTD. FRS's surveyors rode RVTD buses independently or in pairs, conducting surveys on two or more routes per day. A total of 49 routes were surveyed from Friday, April 11th through Wednesday, May 7th, 2008. FRS staff successfully surveyed more than 600 passengers (to account for incomplete or unacceptable surveys). The survey instrument and a schedule of surveyed routes by date are included in Appendix I.

As noted in RVCOG's 2005 Passenger Survey report, the number of respondents did not always correspond with the total number of surveys for the following reasons:

1. Respondents were not required to answer all the questions.
2. Some questions included both numerical and qualitative responses, but only the numerical data is included in the report.
3. Surveyors may have inadvertently skipped questions.

RVTD and FRS staff agreed that surveys were "complete" if respondents provided answers for the first 14 questions (out of 20).

By the second week of the project, some surveyors encountered a lack of "new" passengers to survey on several routes. Efforts were made to avoid duplication, but the total number of surveys completed for each route eventually had to be adjusted to reflect slight shortfalls in Routes 2 and 40.

3.0 DEMOGRAPHIC FINDINGS

Passenger characteristics from the 2008 survey were comparable to the 2005 data. The largest group of passengers consisted of individuals between the ages of 19 and 64. There were more male passengers than female, and the majority of riders did not have valid driver's licenses. Responses from both surveys are summarized below. The total number of surveys analyzed in 2008 was 557 (versus 450 in 2005).

3.1 Age

Question 15: How old are you?(circle) Under 9 10 - 18 19 - 64 65+

Approximately 77% of 2008 survey participants were between the ages of 19 and 64, an increase of nearly 3% over the 2005 level. The portion of adolescent riders was slightly lower in 2008: 16.9% versus 18% in 2005. There were fewer seniors (4.7% versus 7%) in 2008, although the number of respondents who declined to answer (1.4%) may have accounted for some of the difference.³

Age — 2005 & 2008 Comparisons

Age	2008	2005
< 9	0.2% (1)	0% (2)
65+	4.7% (26)	7% (31)
10 - 18	16.9 % (94)	18% (82)
19 - 64	76.8% (428)	74% (332)
Declined / No Answer	1.4% (8)	N/A
Totals	100% (557)	100% (447)

3.2 Gender

Question 16: Are you... male or female? [Observed]

There were more male passengers (58.3%) surveyed in 2008, which was slightly higher than the percentage found in the 2005 findings (54%). When asked, surveyors stated they did not consciously choose which passengers to survey, and the data most likely does not reflect any surveyor bias. [Note: The 1998 and 2001 surveys demonstrated a fairly even distribution of male and female riders.]⁴

³ Surveyors were more likely to classify young riders by sight.

⁴ See 2005 Passenger Survey for exact percentages.

Gender — 2005 & 2008 Comparisons

Gender	2008	2005
Male	58.3% (325)	54% (236)
Female	41.7% (232)	46% (205)
Totals	100.0% (557)	100% (441)

3.3 Driver's License

Question 17: Do you have a valid driver's license?

- a. Yes*
- b. No*

The majority of surveyed passengers did not have a valid driver's license, although the percentage (63.2%) had dropped slightly since 2005 (69%). The fact that some survey participants did not respond to this question was discussed with surveyors, who stated that the question was not asked to the youngest survey respondents (e.g., those who were under 16 years of age).

Possession of A Valid Driver's License — 2005 & 2008 Comparisons

Valid Driver's License	2008	2005
Yes	34.1% (190)	31% (140)
No	63.2% (352)	69% (307)
Declined / No Answer	2.7% (15)	--
Totals	100.0% (557)	100% (447)

3.4 Income

Question 18: What is your annual income? [Asked or showed list]

- a. <\$15,000 / year*
- b. \$15,000 - \$25,000 / year*
- c. \$25,000 - \$45,000 / year*
- d. \$45,000+*
- e. Prefers not to answer*

The percentage of survey participants who declined to provide income information nearly doubled in 2008 (to 32.8% from 17% in 2005). As suggested in the percentages shown in the

two tables below, individuals earning less than \$15,000 may have accounted for a large portion of the "Prefers Not To Answer / No Answer" cohort.

There were two categories of "non-respondents" in 2008:

- Individuals who were qualified to answer but didn't ("prefers not to answer")
- Children and others who were unqualified to answer or did not understand the question ("no answer"). In some cases, surveyors did not even ask the question.

It is important to note that respondents' reluctance to discuss income may invalidate relationships among the data in this section.

In the first table, percentages in the other income categories were comparable. Approximately 4% to 5% of respondents from both surveys were in the \$45,000 + range, 9% to 10% in the \$25,000 - \$45,000 range, and 17.2% to 19% in the \$15,000 - \$25,000 range. [Note: Respondents who did not answer the question were grouped in the "Declined" category. The "No Answer" category included individuals who were unable to answer the question (e.g., children, disabled, etc.).]

Annual Income — 2005 & 2008 Comparisons

Annual Income Range	2008	2005
< \$15,000	36.1% (200)	50% (225)
\$15,000 - \$25,000 *	17.2% (96)	19% (86)
\$25,000 - \$45,000 *	10.0% (56)	9% (39)
> \$45,000	3.9% (22)	5% (25)
Declined / No Answer	32.8% (183)	17% (75)
Totals	100.0% (557)	100% (450)

* Two income brackets were expressed differently in Section 4 of the 2005 Passenger Survey: \$15,000 - \$24,999 and \$25,000 - \$44,999.

In the following table, the data were adjusted to provide a more direct comparison between 2005 and 2008 by eliminating the "Declined / No Answer" component. The percentage of survey respondents with annual incomes below \$15,000 was lower in 2008 (53.4% versus 60.0% in 2005). Slightly higher percentages were also found in the \$15,000 - \$25,000 (25.7% in 2008 versus 22.9% in 2005) and the \$25,000 - \$45,000 category (15.0% in 2008 versus 10.4% in 2005). A lower percentage of 2008 survey respondents reported annual income of \$45,000 + (5.9% versus 6.7% in 2005).

Annual Income — 2005 & 2008 Comparisons Of "Responsive" Survey Participants

	< \$15,000	\$15,000 - \$25,000	\$25,000 - \$45,000	> \$45,000	Totals
2005	60.0% (225)	22.9% (86)	10.4% (39)	6.7% (25)	100% (375)
2008	53.4% (200)	25.7% (96)	15.0% (56)	5.9% (22)	100% (374)

3.5 Finding Bus Route Information

Question 19: How do you find new bus route information?

- a. Transfer Station staff*
- b. Bus Driver*
- c. Printed Schedule*
- d. RVTD telephone*
- e. Other people who take the bus*
- f. Wait at the bus stop*
- g. Other _____*

Most RVTD passengers continued to rely upon the printed schedule for bus route information in 2008, even though the percentage was less than half the amount reported in 2005 (21.8% versus 48%). The largest gain was shown by Transfer Station Staff, which increased to 17.1% in 2008 from 7% in 2005. There was a small decline in the percentage of survey respondents who relied on bus drivers for route information (12.7% in 2008 versus 14% in 2005). Usage of RVTD telephone services was somewhat comparable (8.4% and 9.0%, respectively).

Because the 2005 Passenger Survey did not include an Internet/Web category, a direct comparison cannot be made. The 2005 report, however, referenced 2001 data which indicated that 2% of survey respondents used the RVTD web site. The 2008 figure of 7.0% suggests steady growth.

As noted in 2005, a portion of passengers selected the "other" category because they were frequent riders who did not seek new bus route information. A similar pattern was seen in the 2008 data, and several passengers tried to explain their answers. Surveyors described their responses with phrases such as "don't need it," "knows it," "memorized it," "rides it every day," etc. Comparisons are shown below.

Finding New Bus Route Information — 2005 & 2008 Comparisons

Source For New Bus Route Information	2008	2005
Printed Schedule	21.8% (121)	48% (208)
Transfer Station Staff	17.1% (95)	7% (30)
Bus Driver	12.7% (71)	14% (59)
People on the Bus	11.7% (65)	9% (38)
Wait at the Bus Stop	10.2% (57)	N/A
RVTD Phone	8.4% (47)	9% (40)
Internet / Web	7.0% (39)	N/A
Other	4.5% (25)	13% (58)
No Answer	6.6% (37)	N/A
Totals	100.0% (557)	100% (433)

3.6 Radio and TV Advertisements

Question 20: Have you heard or seen an RVTD ad within the past month?

a. Yes Radio TV Both [Check one]

b. No

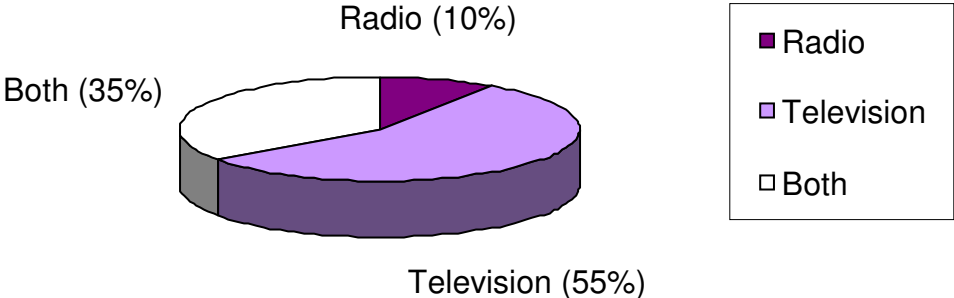
Slightly more than half (56.4%) of all passengers surveyed in 2008 had heard or seen an RVTD ad in the past month. Nearly 6% of the survey pool did not provide an answer, either by declining or because they were unable to complete the survey. The 2005 Passenger Survey report limited its discussion to percentages only. If the 2008 data are adjusted to eliminate those who did not answer the question, the percentage of respondents who heard or saw an RVTD ad increases to 59.7%, which is comparable to the 2005 finding (59%), as shown below.

Awareness of RVTD Ads — 2005 & 2008 Comparisons

Heard / Saw RVTD Ad	2008	2005
Yes	56.4% (314)	59%
No	37.9% (211)	41%
No Answer	5.7% (32)	N/A
Totals	100.0% (557)	100%

In the 2008 survey, "affirmative respondents" were also asked to specify whether they heard an ad on the radio, saw an ad on television, or had experienced both. The findings are summarized below. [Note: The question had three choices, and survey respondents could choose only one.]

Awareness of RVTD Ads — 2008 Passenger Survey



4.0 RIDE CHARACTERISTICS

The 2005 and 2008 Passenger Surveys included questions to determine characteristics of the entire transportation experience: How passengers arrived, the amount of time they waited, etc. Each aspect is discussed and illustrated below, using data from both surveys whenever possible.

In some cases, direct comparisons can not be made because questions were not included or categories were changed. In others, there are anomalies due to analytical methodologies. For example, a "No Answer" category is included in the analysis of 2008 data. In contrast, the 2005 Passenger Survey report cites the actual number of responses per category in tabular form for most questions, but the numbers are not acknowledged or discussed in the text. The variances were significant in some cases, as shown in many of the following tables that compare 2008 and 2005 data.

4.1 Bus Boarding Locations

Question 1: Did you get on this bus at...?

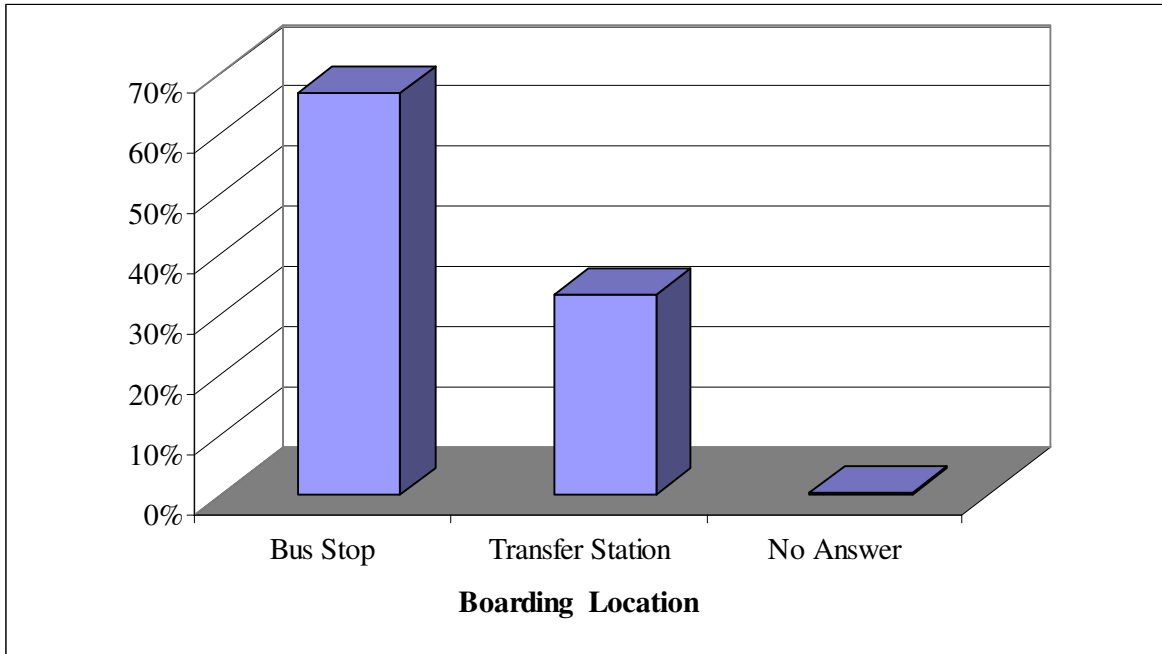
a. The Transfer Station

b. A bus stop

Location of bus stop (nearest intersection or landmark AND city)

In 2008, most surveyed passengers boarded at a bus stop (66.6%). The finding is 5.4% lower than the 2005 figure of 72%. Higher boarding rates at the Transfer Station in 2008 may reflect expansion of the Rogue Community College facility and re-opening of the Medford branch of the Jackson County library in Fall 2007. [The 2008 data indicated some general trends among individual bus stop locations that are discussed in Section 6.0.]

Bus Boarding Location — 2008 Passenger Survey



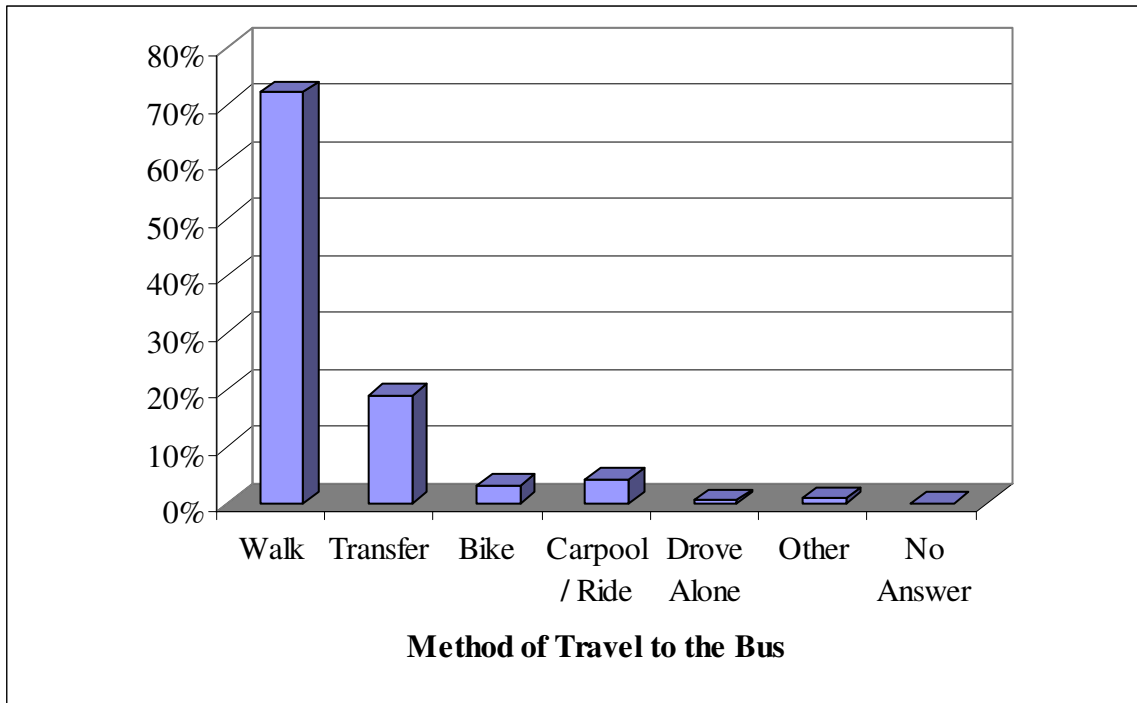
4.2 Method Of Travel to the Bus

Question 2: How did you get to the bus stop / station?

- a. Transferred from another bus*
- b. Walked*
- c. Bicycled*
- d. Got a ride (carpooled)*
- e. Drove alone*
- f. Other _____*

In 2008, the majority of survey respondents (72.1%) walked to reach the bus stop or transfer station, while 19.0% transferred from another bus. The findings correlate well with 2005 data (73% walked and 19% transferred). Relatively few survey participants used other methods in 2008: 4.3% got a ride or carpooled, 3.2% biked, and less than 1% drove alone or described an alternate means of transportation (jogging or skating). The 2008 and 2005 percentages are shown below in graph and tabular formats. [Note: Numerical data were not included for this category in the 2005 Passenger Survey report.]

Method of Travel to Reach the Bus — 2008 Passenger Survey



Method of Travel to Reach the Bus — 2005 & 2008 Comparisons

Method of Travel to Bus	2008	2005 *
Walk	72.1%	73%
Transfer	19.0%	19%
Bike	3.2%	4%
Carpool / Ride	4.3%	2%
Drove Alone	0.5%	0%
Other / N/A	0.9%	2%
Totals	100%	100%

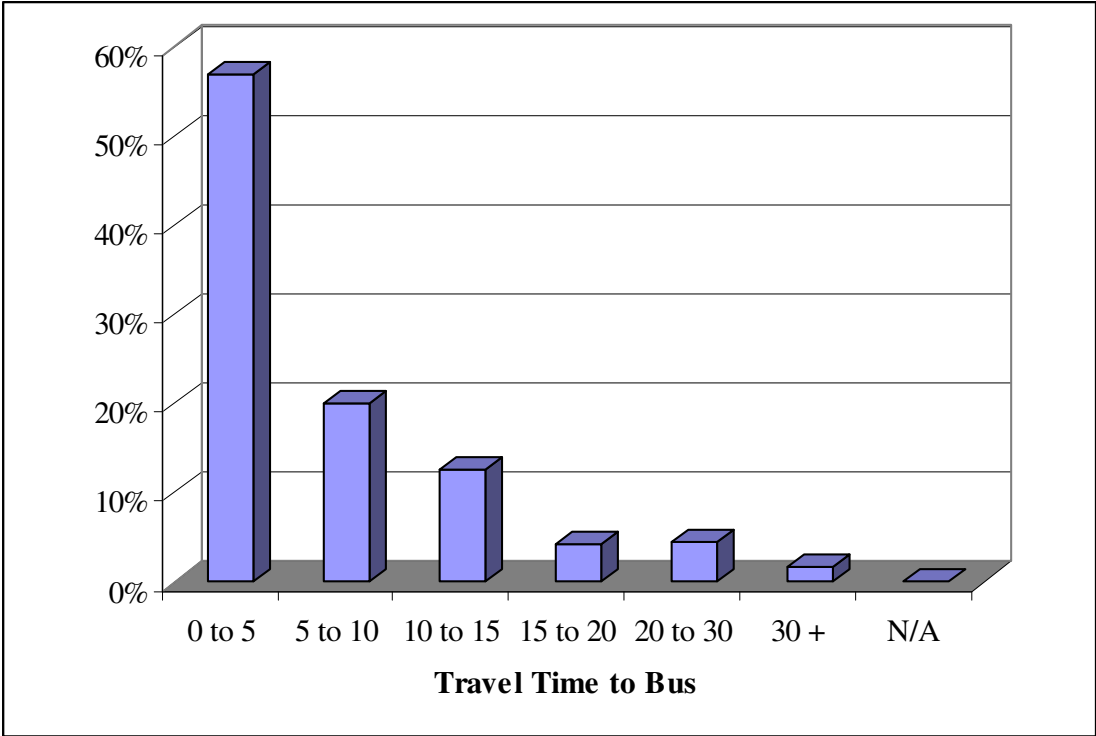
* Numerical data were not included in 2005 Passenger Survey report for this category. Numbers were shown in parentheses in most of the other tables for 2005 data.

4.3 Time to Reach Bus Stop/Transfer Station

- Question 3: How much time does it take you to get to the bus stop / station?
- a. 0-5 minutes
 - b. 5-10 minutes
 - c. 10-15 minutes
 - d. 15-20 minutes
 - e. 20-30 minutes
 - f. More than 30 minutes

In 2008, the majority of survey respondents required short travel times to reach the bus. Nearly 57% reached the bus stop or transfer station in less than five minutes, while 20% required 5 to 10 minutes, and 12.6% reported travel times of 10 to 15 minutes. Nearly 90% were 15 minutes or less from the bus stop. Only 6% of surveyed passengers travelled for 20 minutes or more after leaving the bus. [Note: The 2005 Passenger Survey included a "distance" question rather than time travelled, so direct comparisons are not possible.]

Minutes of Travel Time to Reach the Bus — 2008 Passenger Survey



4.4 Bus Departure Locations

Question 4: Where do you plan to get off this bus?

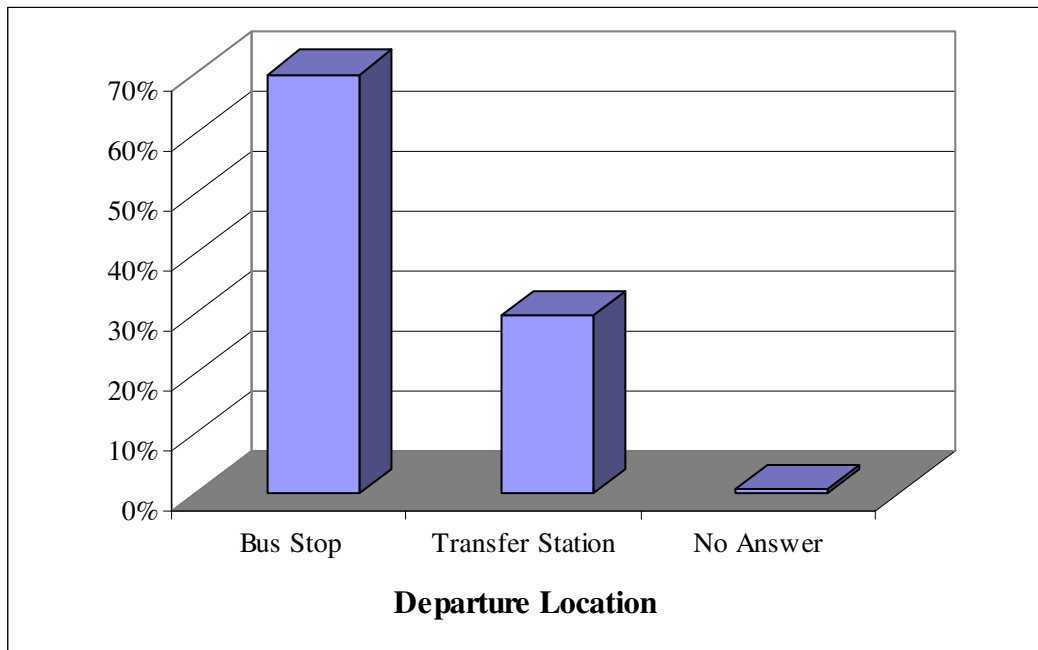
a. The Transfer Station

b. A bus stop

Location of bus stop (nearest intersection or landmark AND city)

The majority of 2008 survey participants departed at bus stops (69.7%), as shown in the chart below. The 2005 Passenger Survey report did not include information about where riders departed from the bus (because of "too much variability in answers to this question to merit analysis").

Bus Departure Location — 2008 Passenger Survey



4.5 Method of Travel after Departure

Question 5: After you get off this bus, how will you travel?

a. Transfer to another bus

b. Walk

c. Bicycle

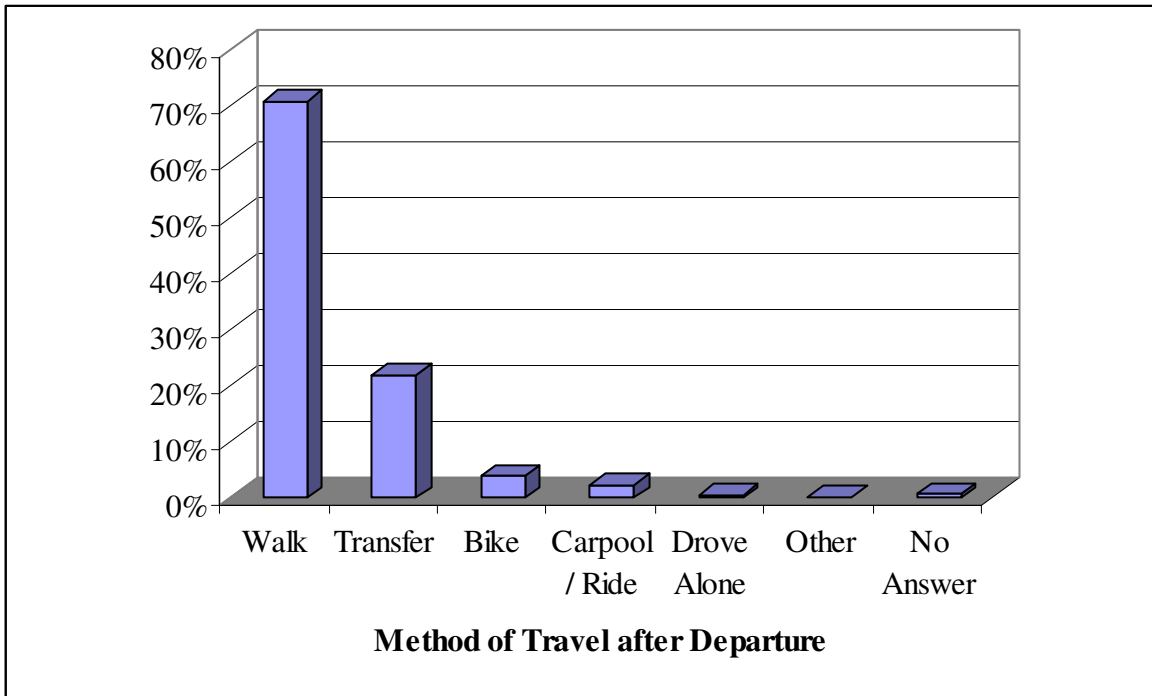
d. Get a ride (carpool)

e. Drive alone

f. Other _____

The majority of 2008 survey respondents (70.6%) walked to reach their destinations after leaving the bus, while 21.9% transferred to another bus. The findings correlate fairly well with 2005 data (72% walked and 21% transferred). Relatively few passengers in either survey used other methods: Approximately 4% biked in 2008 (versus 3% in 2005), 2.2% carpooled or got a ride (essentially the same in both years), and less than 1% drove alone (both years). The data are described in more detail below in graph and tabular formats.

Method of Travel after Departing from Bus — 2008 Passenger Survey



Method of Travel after Departing from Bus — 2005 & 2008 Comparisons

Method of Travel after Departing	2008	2005
Walk	70.6% (393)	72% (321)
Transfer	21.9% (122)	21% (95)
Bike	3.9% (22)	3% (15)
Carpool / Ride	2.2% (12)	2% (7)
Drove Alone	0.5% (3)	1% (5)
Other / N/A	0.9% (5)	1% (4)
Totals	100% (557)	100% (447)

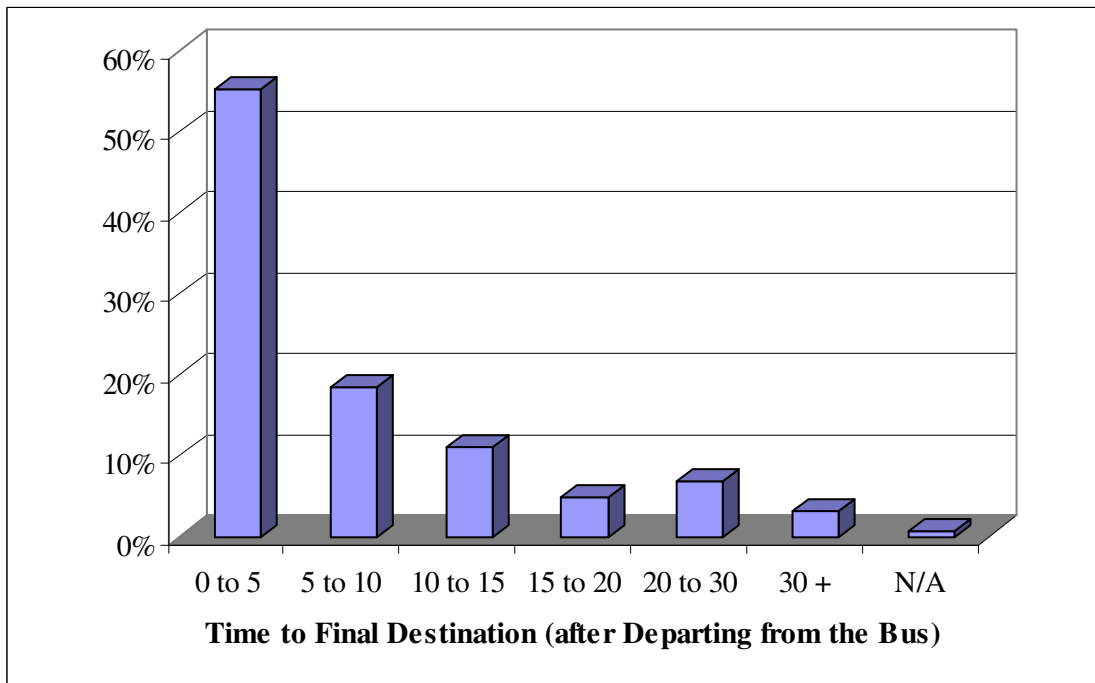
4.6 Travel Times to Destination after Departure

Question 6: When you get off this bus, how much time will it take you to get where you need to go?

- a. 0-5 minutes*
- b. 5-10 minutes*
- c. 10-15 minutes*
- d. 15-20 minutes*
- e. 20-30 minutes*
- f. More than 30 minutes*

In 2008, the majority of survey respondents required short travel times after leaving the bus to reach their final destinations — almost 85% would travel 15 minutes or less. Approximately 55% reported less than five minutes, while 18.3% required 5 to 10 minutes and 11.1% reported travel times of 10 to 15 minutes. Nearly 11% of surveyed passengers travelled for 15 minutes or more after leaving the bus. Four survey participants did not provide answers to this question, which had a relatively small impact on the total data (less than 1%). [Note: Travel times were not included in the 2005 Passenger Survey.]

Minutes of Travel Time after Departure from Bus — 2008 Passenger Survey



4.7 Purpose of Trip

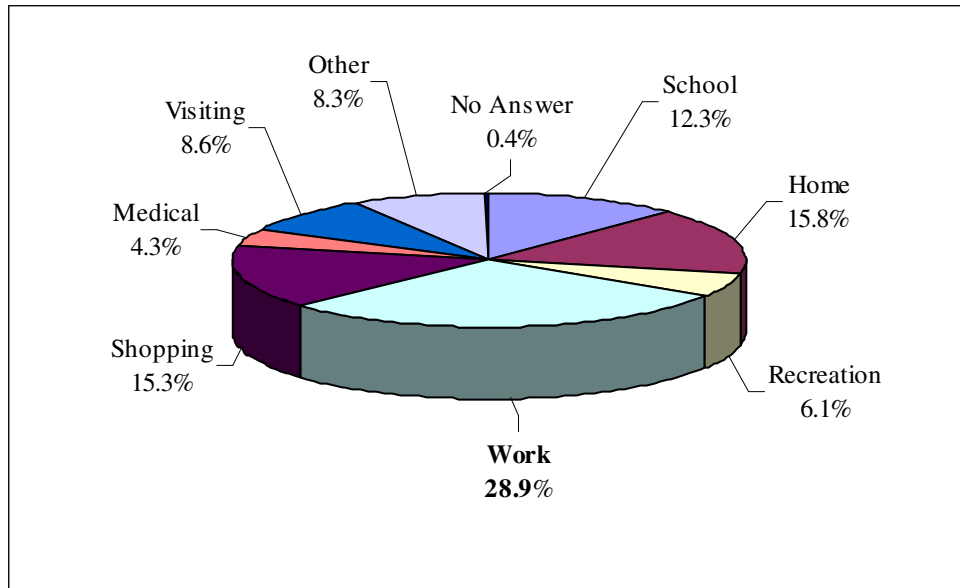
Question 7: What is the purpose of this trip?

- a. School*
- b. Home (also circle the activity he or she is coming from)*
- c. Recreation*
- d. Work*
- e. Shopping*
- f. Medical*
- g. Visiting*
- h. Accompanying someone on the trip*
- i. Other _____*

In the 2008 Passenger Survey, respondents were most frequently using the bus to go to work (28.9%), up more than 5.2% from 2005 (24%). There were greater differences between the surveys with respect to other purposes for passengers' trips. In 2008, more participants were using the bus to return home (15.8%) than in 2005 (12%), while fewer participants were shopping (15.3% versus 17%, respectively). Half as many survey participants used the bus for recreation in 2008 (6.1% versus 13% in 2005). Fewer respondents in 2008 identified "medical" as the reason for their trips (4.3% versus 7% in 2005). The percentages of respondents using the bus for school were similar (12.3% in 2008 and 12% in 2005).

The 2008 Passenger Survey included two additional categories: Accompanying Someone (0%) and Visiting (8.6%). As noted in the 2005 report, the "Other" category included a range of activities that some respondents identified voluntarily, and the same situation occurred in 2008. Examples were: After school activities, appointments (counseling, Job Council, parole office, etc.), banking, business, eating out, exercise, going to or returning from the library, dropping off or retrieving a vehicle, job hunting / interview, paying bills, renting a car, and volunteer work. The data are described in more detail below in graph and tabular formats.

Purpose of Trip — 2008 Passenger Survey



Purpose of Trip — 2005 & 2008 Comparisons

Purpose of Trip	2008	2005
Work	28.9% (161)	24% (103)
Home	15.8% (88)	12% (52)
Shopping	15.3% (85)	17% (76)
School	12.3% (69)	12% (54)
Visiting	8.6% (48)	N/A
Recreation	6.1% (34)	13% (55)
Medical	4.3% (24)	7% (29)
Accompanying Someone	0% (0)	N/A
Other	8.3% (46)	15% (67)
No Answer	0.4% (2)	N/A
Totals	100% (557)	100% (426)

In the 2008 Passenger Survey, there was an additional component to the question, which asked respondents who indicated home as their destination to identify the activity they had been involved in prior to boarding the bus. Of the 42.0% who identified "home" as the purpose of the trip and also described the activity they were returning from, the majority (81%) came from school or work (in equal numbers). For the remainder (19%), 11% had been shopping and the rest were visiting or engaged in activities they did not specify.

4.8 Other Regularly Used Bus Routes

Question 11: What other bus routes do you take at least once every two weeks? (circle)

1 RV Mall & Poplar Square (Airport)

2 Main / W. Medford

10 Medford / Ashland

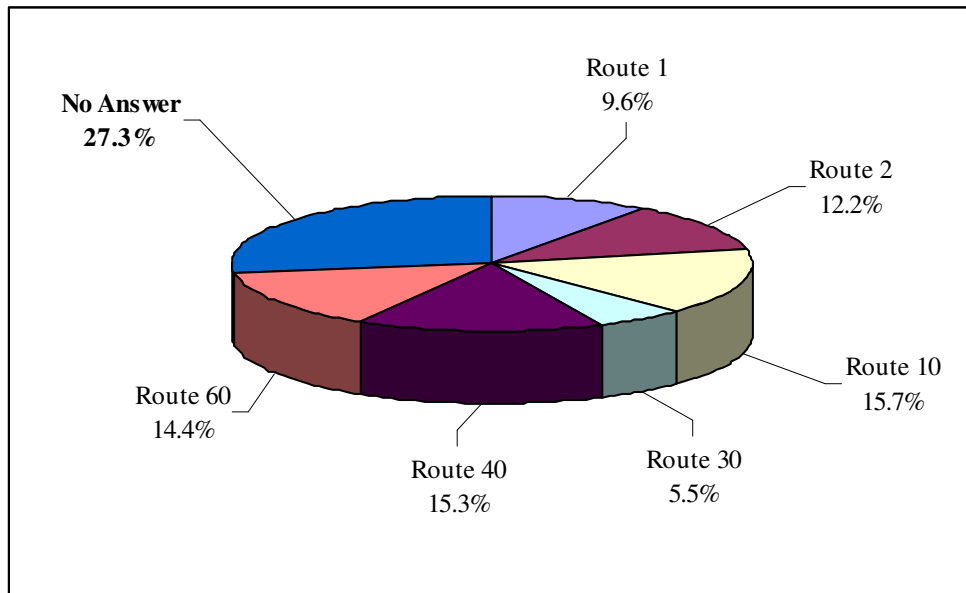
30 Jacksonville

40 Central Point

60 White City

In the 2008 survey, passengers were asked to identify other bus routes that they use regularly. The data were adjusted to not include the route they were currently on. Respondents indicated that Routes 10 and 40 were the most regularly used "other" routes (15.7% and 15.3%, respectively). Route 60 accounted for 14.4%, followed by Route 2 with 12.2%, and Route 1 with 9.6%. Route 30 is used least regularly as an "other" route (5.5%). The "no answer" category accounted for the remaining 27.3%, which most likely indicates that a significant portion of passengers most frequently use only the route they were riding at the time of the survey.

Other Regularly Used Routes — 2008 Passenger Survey



As shown in the summary table below, fewer routes were in operation in 2008 than in 2005: Routes 4 and 5 had been eliminated. As a result, direct comparisons for the remaining routes are not possible, but one general similarity was evident: Ridership on Route 1 accounted for 9.6% of survey respondents in 2008 versus 11% in 2005. [Note: Many respondents provided multiple answers. The percentages shown below for the 2008 Passenger Survey are expressed as the portion of total answers represented by each route (e.g., 133 used Route 10 regularly out of 848 total survey participant responses).]

Other Regularly Used Routes — 2005 & 2008 Comparisons *

Other Routes Used	2008	2005
Route 10 Ashland	15.7% (133)	27% (272)
Route 40 Central Point	15.3% (130)	11% (114)
Route 60 White City	14.4% (122)	15% (153)
Route 2 Main / W. Medford	12.2% (103)	10% (99)
Route 1 Airport / Poplar Sq.	9.6% (81)	11% (112)
Route 30 Jacksonville	5.5% (47)	3% (33)
Route 4 RVMC [East Medford]	N/A	8% (82)
Route 5 Ashland Loop	N/A	14% (135)
No Answer	27.3% (232)	N/A
Totals	100% (848)	100% (1000)

* Despite using a very similar question,⁵ the 2005 Passenger Survey data did not distinguish between "other" routes from the ones respondents were riding at the time of the survey (which would explain the huge differences in the 2008 and 2005 data). If the route currently being ridden were included, the total number of 2008 responses would increase from 848 to 1,405.

4.9 Bus Use per Week

Question 12: How many days a week do you typically use the bus?(circle)

1 2 3 4 5

Slightly more than half of 2008 survey respondents used the bus five days a week (50.2%), which represented less than 4% difference from the 2005 survey (54%). While 78.8% of respondents used the bus between three and five days a week in 2008, approximately 83% did so in 2005. The 2008 survey findings suggest that a slightly smaller percentage of passengers rode the bus on a regular basis (e.g., five days a week) than the 2005 data.

There was an anomaly in the wording of the question used in the 2005 Passenger Survey, and an even more difficult situation arose for respondents in 2008. The 2008 Passenger Survey instrument did not provide a viable selection for people who rode the bus less than once a week to identify their circumstances. As shown above, the 2008 question offered only choices of one

⁵ *What other bus routes do you use on a regular basis? (circle one)*

1 RV/Mall/Popular Square 2 Main/West Medford 4 RVMC 5 Ashland Loop
 10 Medford/Ashland 30 Jacksonville 40 Central Point 60 Medford/White City

time a week, two times a week, etc. In 2005, respondents could choose "Zero" to indicate infrequent use. It is unfortunate that a "zero" or "less than once a week" category was not included in 2008 because several survey participants would probably have chosen it and had their responses counted in a meaningful way (instead of being relegated to the "No Answer" category).

Frequency of Bus Usage — 2005 & 2008 Comparisons

Days per Week of Bus Use	2008	2005 *
Zero	N/A	0% (1)
One	5.6% (31)	7% (30)
Two	10.2% (57)	9% (38)
Three	13.3% (74)	15% (64)
Four	15.3% (85)	14% (59)
Five	50.2% (280)	54% (227)
No Answer	5.4% (30)	N/A
Totals	100% (557)	100% (419)

4.10 Alternatives to Taking the Bus

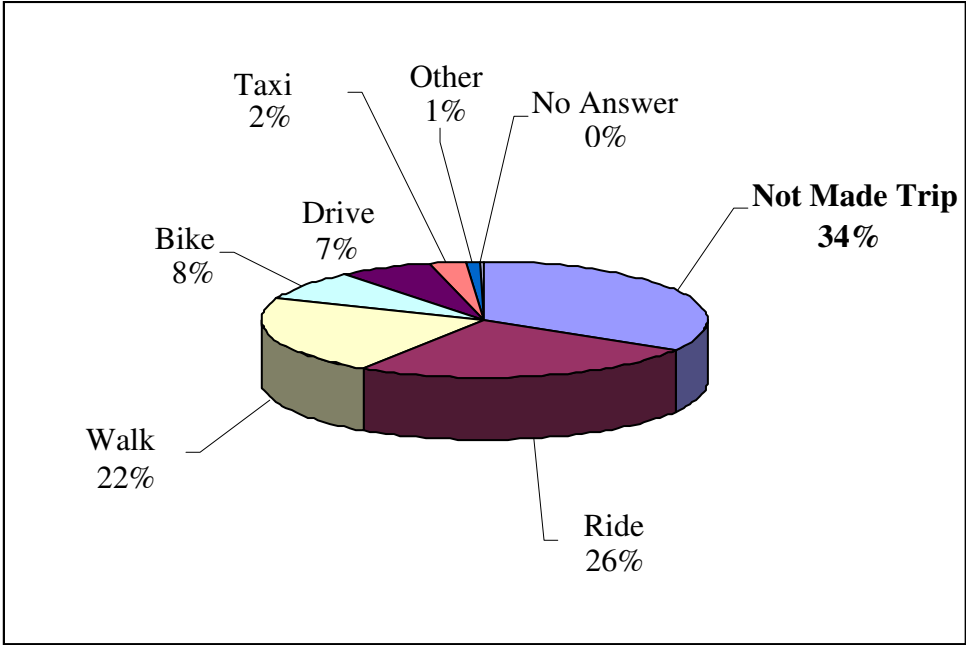
Question 8: If you had not taken the bus today, how would you have made the trip?

- a. Walked
- b. Bicycled
- c. Driven alone
- d. Taken a taxi
- e. Gotten a ride (carpooled)
- f. Not made the trip at all
- g. Other _____

If bus service were not available, 34% of respondents in the 2008 Passenger Survey would not have made the trip, while 26% would have gotten a ride. In 2005, the pattern was reversed: More respondents would have gotten a ride (29%), and a slightly smaller portion would have not made the trip (26%). Walking was the next most frequently cited option in both surveys (22% in 2008 and 21% in 2005), followed by biking (8% in 2008 versus 11%). The percentage of survey participants who would have driven alone was identical in both surveys (7%). Responses were somewhat lower for taxi use in 2008 (2%) and other means (1%) than in 2005.

Findings from the 2008 survey are illustrated in the figure below. Direct comparisons of 2005 and 2008 data are shown in table format, following the chart.

Alternatives to Taking the Bus — 2008 Passenger Survey



Alternatives to Taking the Bus — 2005 & 2008 Comparisons

Alternatives to Bus	2008	2005 *
Not Made The Trip	33.5% (187)	26% (115)
Carpool / Ride	25.7% (143)	29% (128)
Walk	21.7% (121)	21% (94)
Bike	8.3% (46)	11% (51)
Driven Alone	7.0% (39)	7% (33)
Taxi	2.3% (13)	3% (15)
Other	1.3% (7)	2% (11)
No Answer	0.2% (1)	N/A
Totals	100% (557)	100% (447)

4.11 Method of Payment

Question 9: How did you pay for this bus trip? (circle)

- a. Cash*
- b. Monthly Pass (circle type) Full Fare Reduced Fare*
- c. 35 Ride Punch Card Pass*
- d. Explorer Pass*
- e. Token*
- f. Valley Lift ID*
- g. Ashland Fare (\$0.50)*
- h. Employer Bus Pass*
- i. Other _____*

An extra question was included in the 2008 Passenger Survey to determine if bus fares were paid by passengers or provided by another source.

Question 10: Was your fare provided to you by your employer or an agency?

- a. Yes*
- b. No*

In response, most participants in the 2008 Passenger Survey indicated they had paid their own fare (47.2%), while 27.3% acknowledged that another source had paid the fare. The remaining portion (25.5%) did not provide an answer or were not asked. [For example, employers sometimes provided cash to employees for their bus fare.]

In some cases, additional information was noted by surveyors. For 28.3% of the respondent pool that answered Question 10 affirmatively, the source ("employer" or "agency") was circled on the survey forms. Within that group (43 respondents), 46.5% indicated that their fares were provided by an agency (e.g., "DHS", "The Dom", "Voc. Rehab.", "Welfare", etc.). Another 27.9% reported their fares were provided by their schools (e.g., "RCC" or "school"), and approximately 14% identified employers as the source. The rest of the respondents did not specify the source of their fares.

The majority of 2008 survey respondents paid for the bus trip with cash (58.4%), at a level 5% higher than in 2005 (54%). A slightly larger portion of 2008 survey participants (26%) used monthly passes in 2008 than in 2005 (23%). Direct comparison of the types of passes is not possible because the format of the question in the 2008 survey focused solely on identifying full fare and reduced fare passes. More passengers used tokens in 2008 (6.8% versus 3% in 2005). Fewer passengers used a 35-ride punch card, Valley Lift ID, and Explorer Pass payment methods, as shown below.

Method of Payment — 2005 & 2008 Comparisons

Payment Method	2008	2005 *
Cash	58.4% (325)	54% (218)
Monthly Pass	26.0% (145)	23% (94)
Full Fare	8.6% (48)	8% (32)
SOU Full Fare Pass	N/A	1% (5)
Reduced Fare	8.6% (48)	N/A
RCC Group Pass	N/A	7% (27)
Senior	N/A	7% (30)
"Other" (Not Specified) *	8.8% (49)	N/A
Token	6.8 % (38)	3% (13)
Valley Lift ID	2.0% (11)	3% (12)
Employer Bus Pass	1.6% (9)	N/A
35-Ride Punch Card	1.4% (8)	5% (19)
Explorer Pass	1.1% (6)	0% (2)
Ashland Fare	0.5% (3)	N/A
Free Trip	N/A	10% (42)
Other **	1.8% (10)	1% (3)
No Answer	0.4% (2)	N/A
Totals	100% (557)	99% (403)

* The 2005 Monthly Pass "Other" total was calculated from individual findings that were described in the 2005 Passenger Survey report.

5.0 BUS SYSTEM

As noted in Section 1.0 of the 2005 Passenger Survey, RVTD passengers were "clamoring for weekend bus service and service into evening hours during the week." New questions were asked during the 2008 Passenger Survey to identify receptiveness to a ballot measure and preferred bus system improvements.

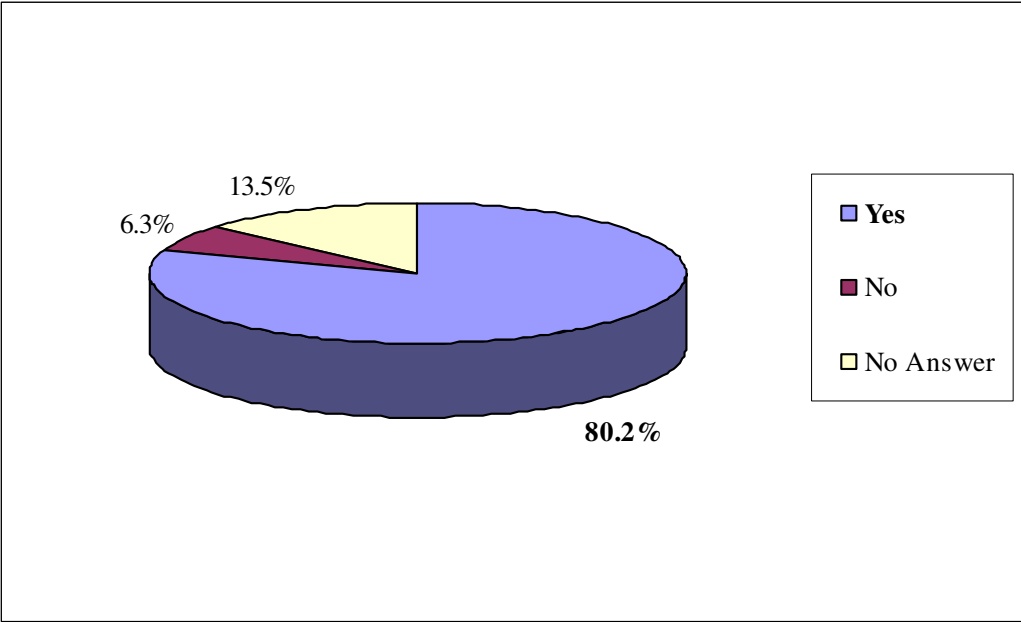
5.1 Receptiveness to Business Tax Option

Question 14: Would you support a ballot measure for the business community to pay \$3 for every thousand in payroll over a property tax increase to improve routes and service hours?

- a. Yes*
- b. No*

Most passengers in 2008 responded favorably to the business community payroll tax option question. The majority indicated they would support it (80.2%), while 6.3% would not. A fairly high percentage (13.5%) of respondents did not answer the question or expressed uncertainty about their position.

Ballot Measure Response — 2008 Passenger Survey



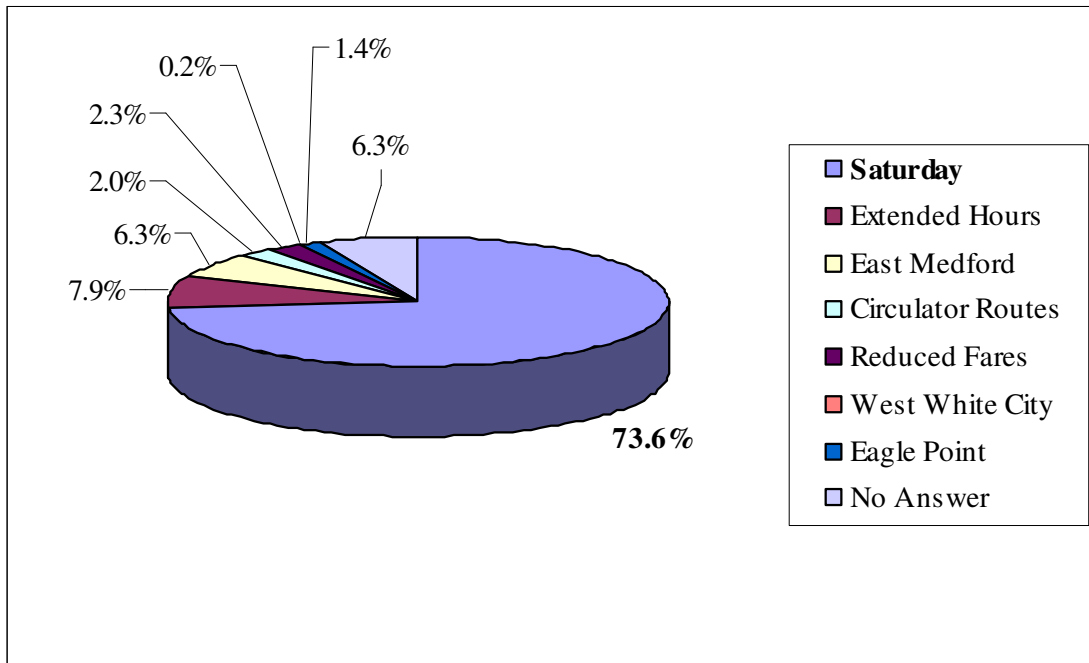
5.2 Most Important Service Improvement

Question 13: What is the one major service improvement you would like to see?

- a. Saturday Service*
- b. Extending weekday hours to start at 4 a.m. and end at 10 p.m.*
- c. An east Medford route (modified Route 4)*
- d. Circulator routes in smaller cities (e.g. Route 5 Ashland Loop)*
- e. Reducing fares*
- f. A west White City route*
- g. Service to Eagle Point*

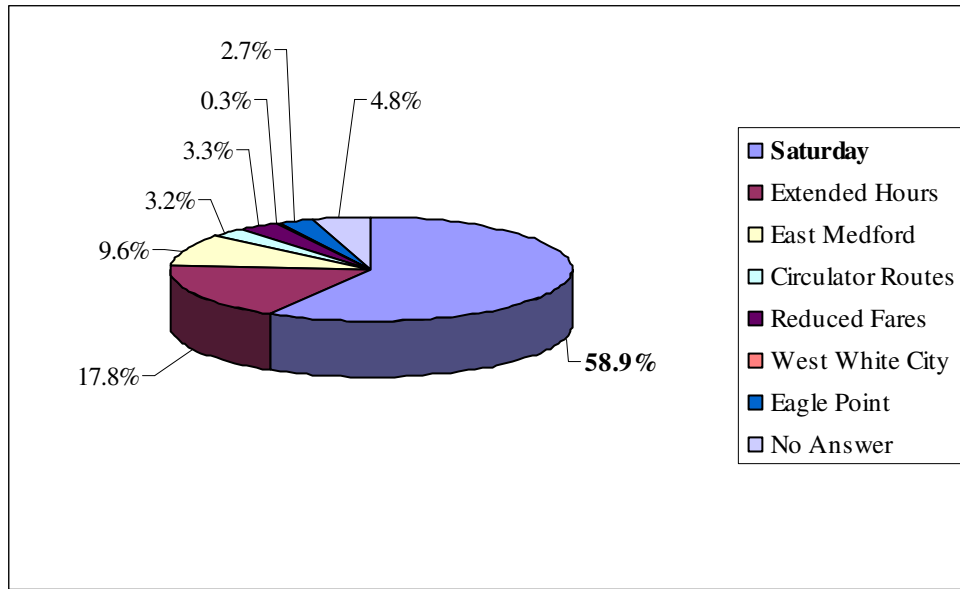
Given the choice of one major improvement, survey respondents in 2008 expressed an overwhelming preference for Saturday service (73.6%). The next most popular options were extended hours (7.9%) and an east Medford route (6.3%). The findings are summarized below.

Single Most Important Service Improvement — 2008 Passenger Survey



Not surprisingly, many respondents indicated multiple preferences. The most popular services by category and percentage of the survey pool are illustrated below.

Multiple Major Service Improvements — 2008 Passenger Survey



5.3 Additional Comments

Question 21: Do you have any additional comments?

At the end of each Passenger Survey (in 2005 and 2008), participants were asked to provide additional comments. In both surveys, Saturday service was the most frequently mentioned response. In 2008, even though respondents had already been asked about major service improvements, many restated their request for Saturday and/or Sunday service, as shown below (with each "X" representing a single response). In 2005, Saturday service was the most frequent response to the "Additional Comments" question (96 out of 450 participants).

Additional Comments — 2008 Passenger Survey

	Saturday / Sunday / Weekends	Extended Hours / Routes	More Frequency	RVMC / Hospital	"All Services Listed"	Other
Route 1	X					X
Route 2	XX					X
Route 10	XXXX	XXXX	XXX	XX	XX	XXXXXXXX
Route 30		XXX				
Route 40				XX		X
Route 60	XXX	XXX			XX	XX
Total	10	10	3	4	4	12

Even though not included as an option, a small portion of respondents (6%) offered other suggestions, a sampling of which included:

- "All Day Pass"
- East Medford route (even if it was more expensive and/or only a few times each day)
- Free Ashland bus
- Half-day Saturday service
- More bike racks
- More comfortable seats
- More routes (Ashland, Jacksonville, and "RVMC")
- More stops
- Non-stop route between Ashland and Medford
- On-time arrivals and departures
- Reduced fares ("although it's probably not reasonable")
- Route and/or schedule posted at bus stops
- "Senior Shopper"
- Sunday / weekend service

Five survey participants took the opportunity to state that they were satisfied with the bus system as it was.

6.0 RELATIONSHIPS AMONG THE DATA

6.1 Income

Following the example set in the 2005 Passenger Survey, efforts were made to evaluate raw data to determine if reasonable correlations could be made between respondents' demographic, socioeconomic, and other characteristics (e.g., purpose of trip). The methodology involved generating a sub-set of data that included both characteristics (e.g., "income" and "valid driver's license"). Those data were then analyzed.

In some cases, the 2008 survey generated similar results as were found in 2005. In other cases, the survey data were too disparate or incomplete to derive meaningful relationships for the category combinations used in the 2005 Passenger Survey report. A review was made to select only the most informative relationships identified in the 2005 report. Those assessments that generated readily identifiable patterns or trends are described below.

[Note: As noted previously, quite a large portion of the survey pool did not answer the annual income question. Respondents' reluctance to discuss income may therefore invalidate relationships among the data in the following analysis.]

6.1.1 Income and Possession of Valid Driver's License

The 2005 Passenger Survey report noted an apparent positive correlation between income level and possession of a valid driver's license (e.g., individuals with higher income levels were more likely to have a valid driver's license). Based on the line graph shown in the 2005 Passenger Survey report, percentages by income category for respondents who had valid driver's licenses are shown below for 2005, in comparison with 2008 findings.⁶ Percentages for 2008 represent the portion of respondents with a driver's license within a particular income bracket out of the entire pool of survey respondents within that income bracket (e.g., 27% of respondents had a valid driver's license (54) out of 200 total respondents with annual income of \$15,000 or less).

Income and Valid Driver's License — 2005 & 2008 Comparisons

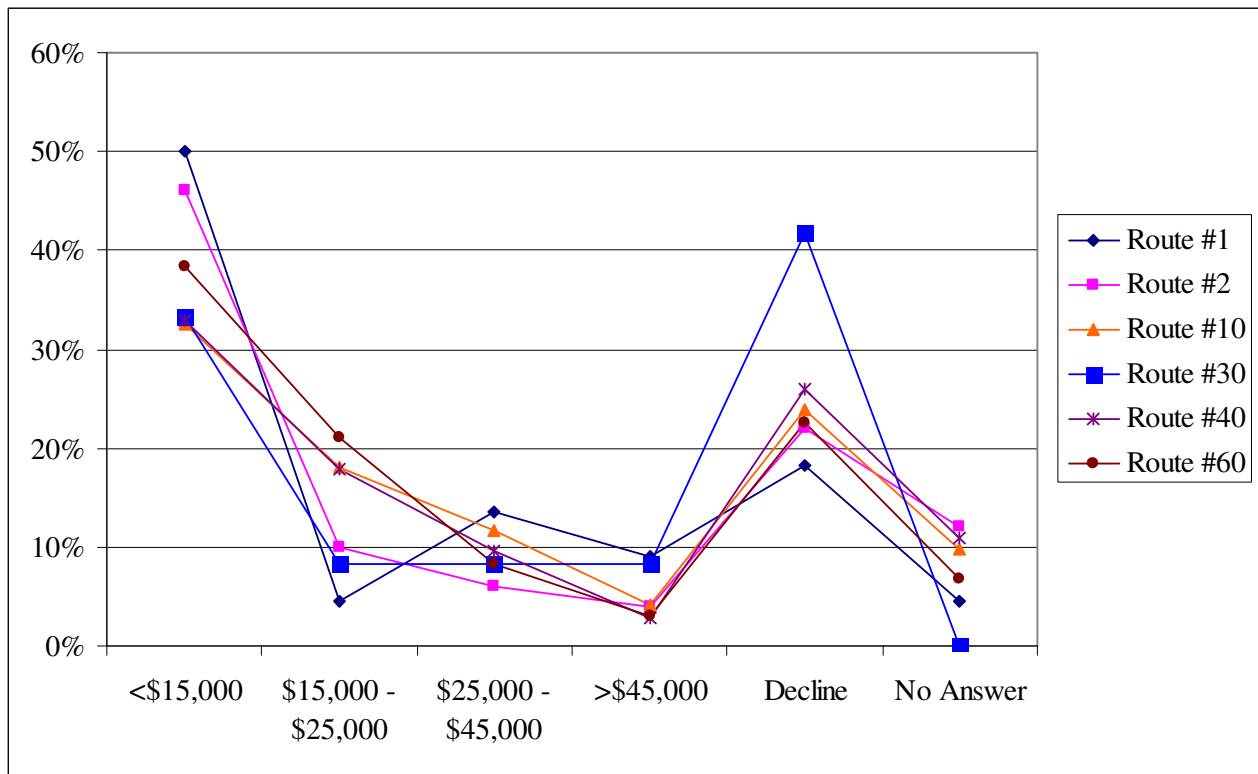
	< \$15,000	\$15,000 - \$25,000	\$25,000 - \$45,000	> \$45,000	Prefers Not To Answer / No Answer
2005	30%	40%	42%	48%	20%
2008	27%	43%	34%	77%	23%

⁶ Percentages were estimated from the line graph shown in Section 5.1.1 of the 2005 Passenger Survey report. Actual numbers were not cited in the text.

6.1.2 Income and Route

The 2008 Passenger Survey indicated that the largest group of survey respondents who answered this question reported annual incomes of less than \$15,000 in Route 1(50%), Route 2 (46%), and Route 60 (38%). Comparatively, larger percentages of respondents in the \$15,000 - \$25,000 income bracket (approximately 11% to 12%) rode Routes 1 and 10. Riders in the \$25,000 - \$45,000 income range were represented in higher proportions on Routes 10, 40, and 60. Those with annual incomes over \$45,000 represented less than 10% of total survey respondents, as shown below. [Note: It is important to remember that the total number of respondents for Route 30 was only 12 riders.]

Income and Route - 2008 Passenger Survey

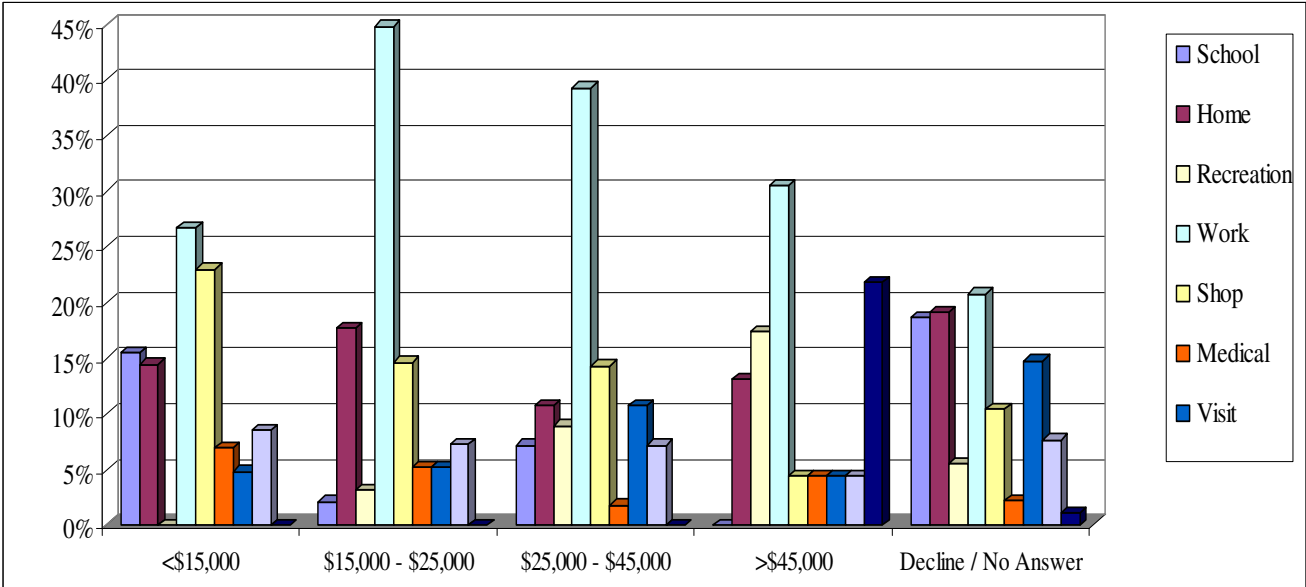


[Although data by route were illustrated in the 2005 report with a line graph, the actual percentages were not provided in tabular form. Data from most of the graphs were difficult to determine accurately, so comparisons of 2005 and 2008 findings were not included in the rest of this section.]

6.1.3 Income and Purpose for Trip

In the 2008 Passenger Survey, respondents across all income brackets used the bus primarily to get to and from work (approximately 20% to 45%). Shopping was the next most consistently mentioned category among all survey participants (approximately 10% to 22%).

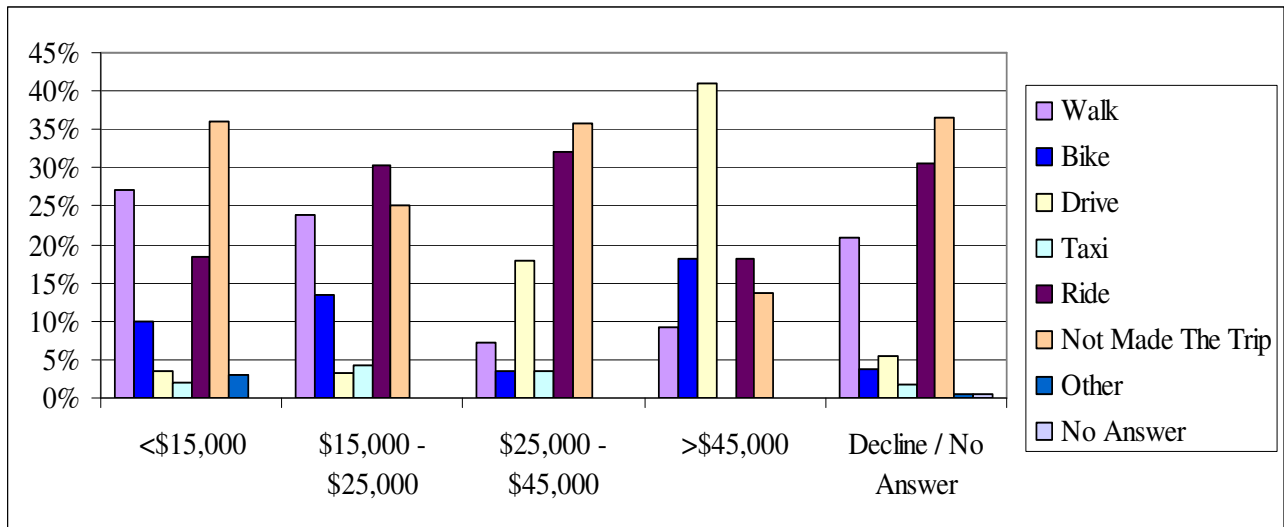
Income and Purpose of Trip — 2008 Passenger Survey



6.1.4 Income and Alternate Travel Method

Generally, survey respondents who reported higher incomes in 2008 also indicated they would drive if bus service were not available (approximately 40% in the \$45,000 bracket). As noted previously, nearly a third of survey participants did not describe their income levels. Despite that, the 2008 findings correlate with 2005 assessments, with one odd exception: Very few individuals chose taxi service as an alternative. More typical patterns were seen with walking, biking, and getting a ride. Most notably, a large percentage of 2008 survey respondents indicated they would not make the trip at all (approximately 25% to 35%).

Income and Alternate Travel Method — 2008 Passenger Survey



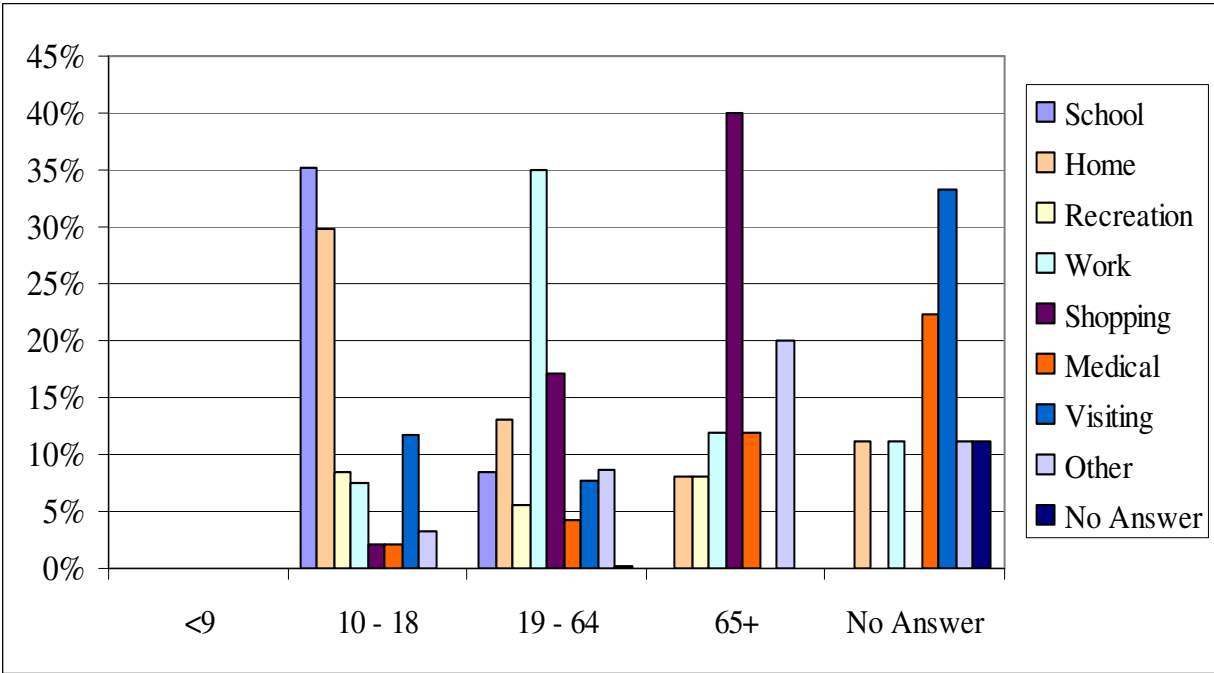
6.2 Purpose of Trip

As shown in Section 4.0, passengers are generally riding the bus to go to work, shop, and school. Many also do chores such as banking, get to appointments, etc. Addition of the "visiting" category to the 2008 survey instrument revealed that many survey respondents used the bus to travel to go to meet friends.

6.2.1 Purpose of Trip and Age

Survey respondents disclosed a variety of reasons for making their bus trips, and differences by age group are shown in the following graph. Individuals in the 10 to 18 age group were typically going to and from home and school, while those in the 19 to 64 bracket used the bus to get to and from home and work. The largest percentage of seniors reported using the bus for shopping. [Note: Only one rider was under nine years of age, so that age group category was eliminated from the following analysis.]

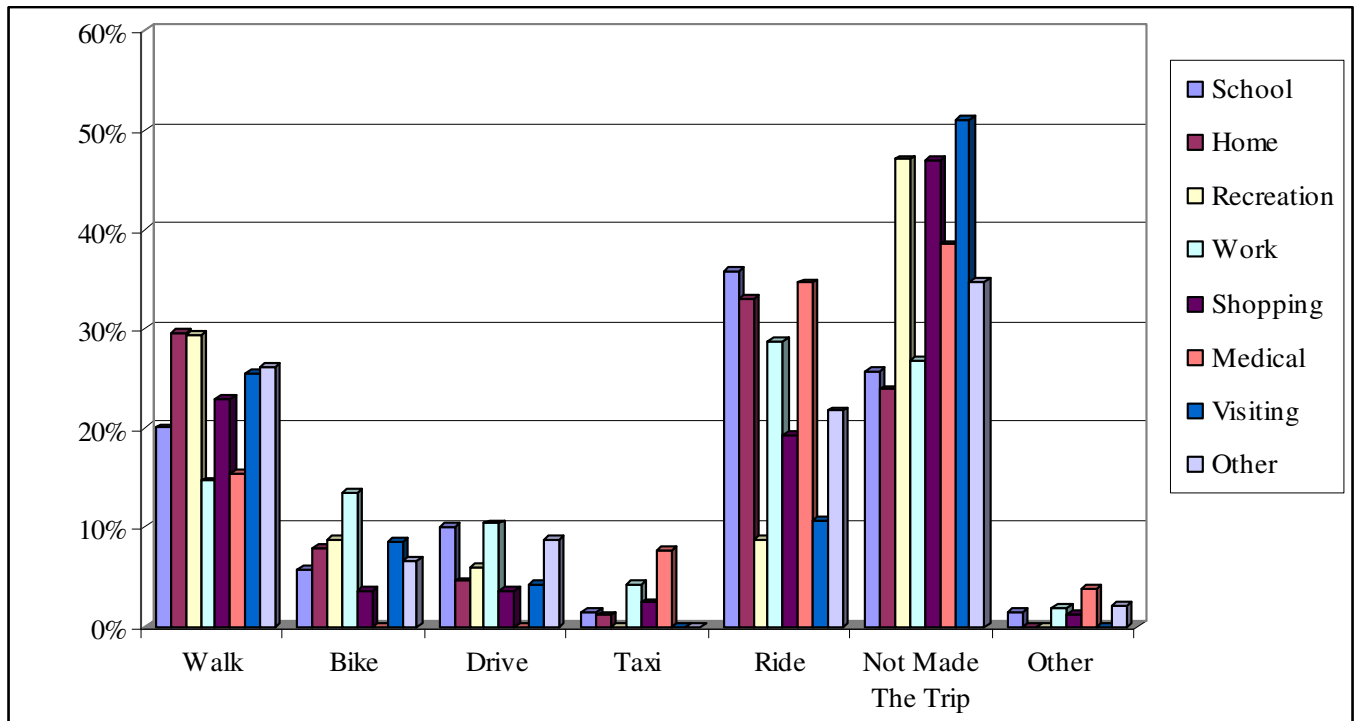
Purpose of Trip and Age — 2008 Passenger Survey



6.2.2 Purpose of Trip and Alternate Travel Method

One of the more interesting questions included in both the 2005 and 2008 surveys asked respondents how they would have made the trip if bus transportation were not available. The 2005 survey related responses to that question with the reason for the trip. In 2005, approximately 18% would not have made the trip to work if bus service had not been available. In 2008, the percentage rose to approximately 25%. A much larger portion of respondents would not have made the trip for visiting, recreation, or shopping. The second most selected alternate travel methods were getting a ride and walking.

Purpose of Trip and Alternate Travel Method — 2008 Passenger Survey

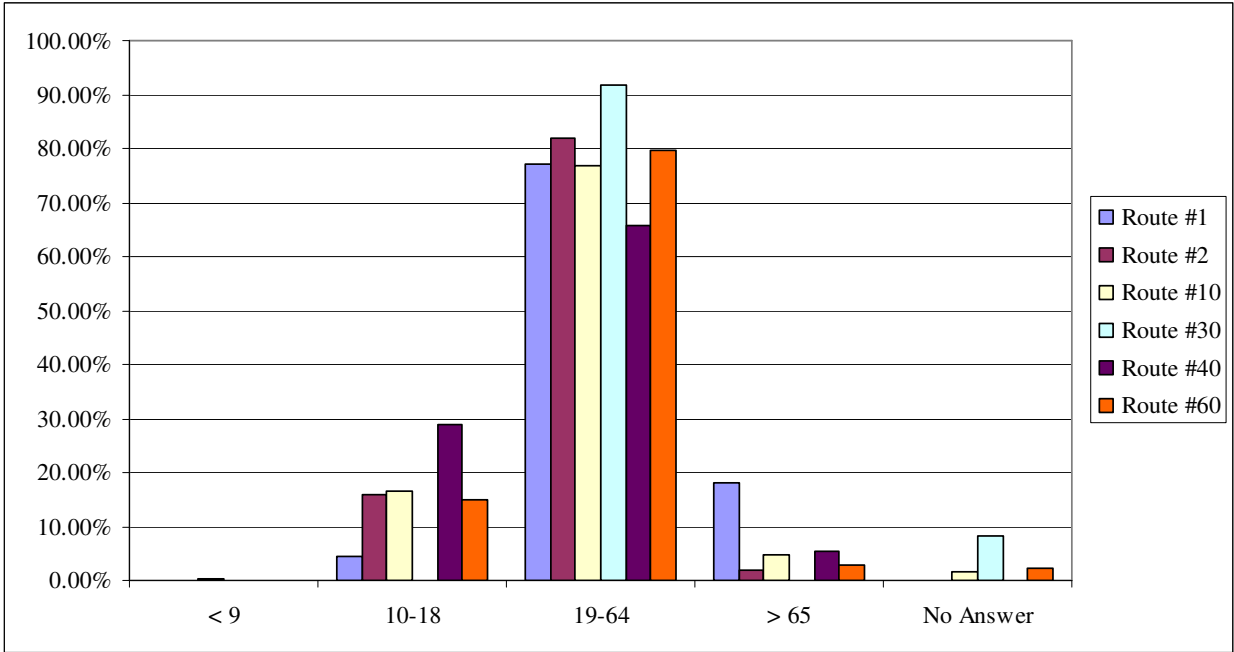


7.0 INDIVIDUAL ROUTE DATA

Data from the 2008 Passenger Survey are shown by route in the following pages to illustrate general patterns, trends, and unique characteristics of the individual routes side-by-side comparisons. [Note: As in the 2005 Passenger Survey, sample sizes for each route reflect the percentage of total ridership, varying from a low of 12 (Route 30 - Jacksonville) to a high of 267 (Route 10 - Ashland / Medford).]

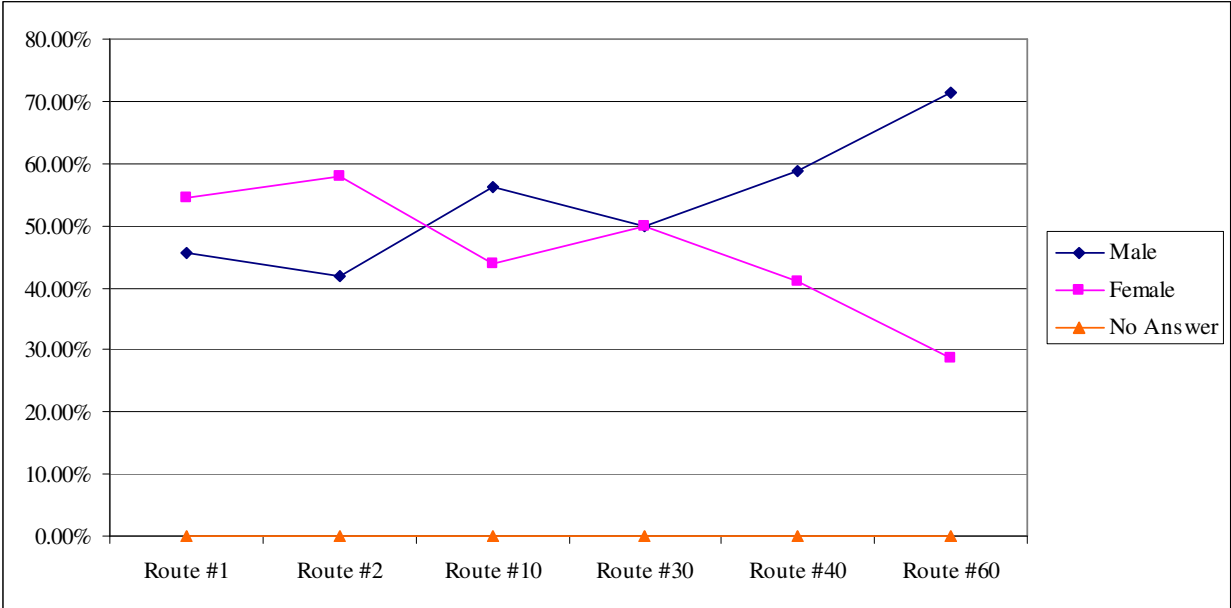
7.1 Age, By Route

Age and Route — 2008 Passenger Survey



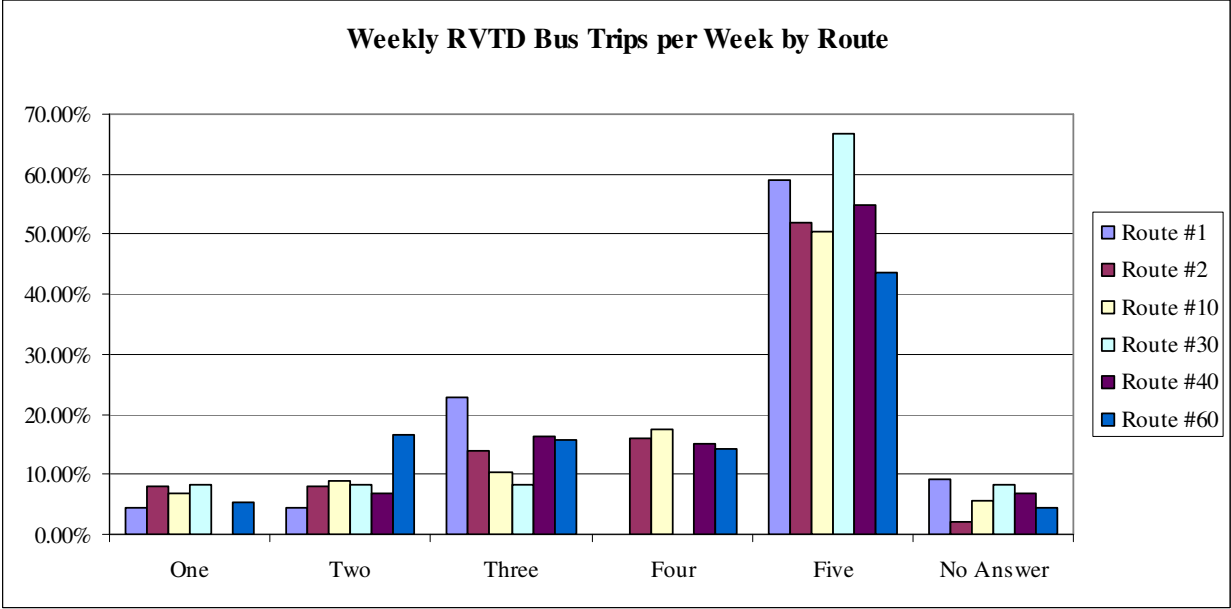
7.2 Gender, By Route

Age and Route — 2008 Passenger Survey



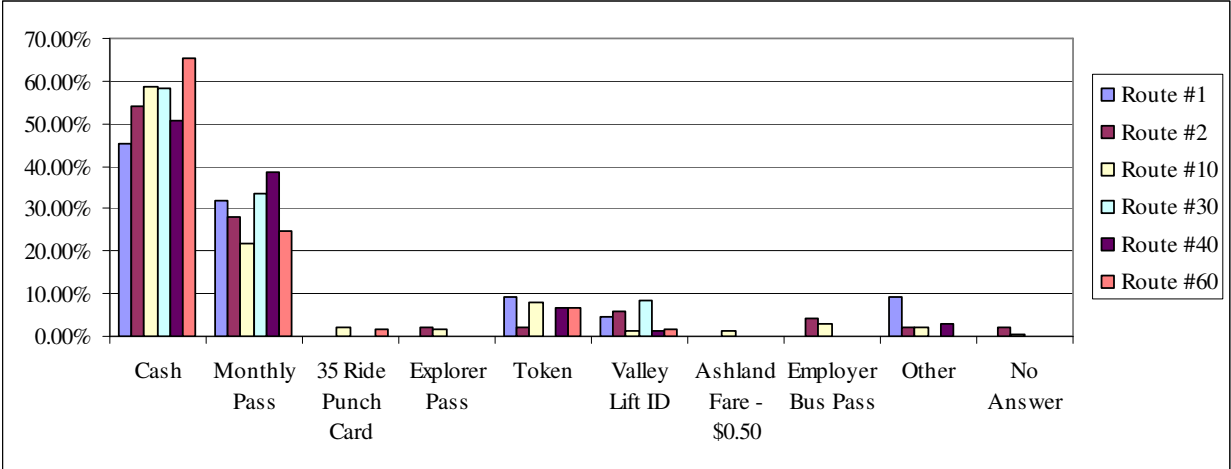
7.3 Bus Trips per Week, By Route

Bus Trips per Week and Route — 2008 Passenger Survey



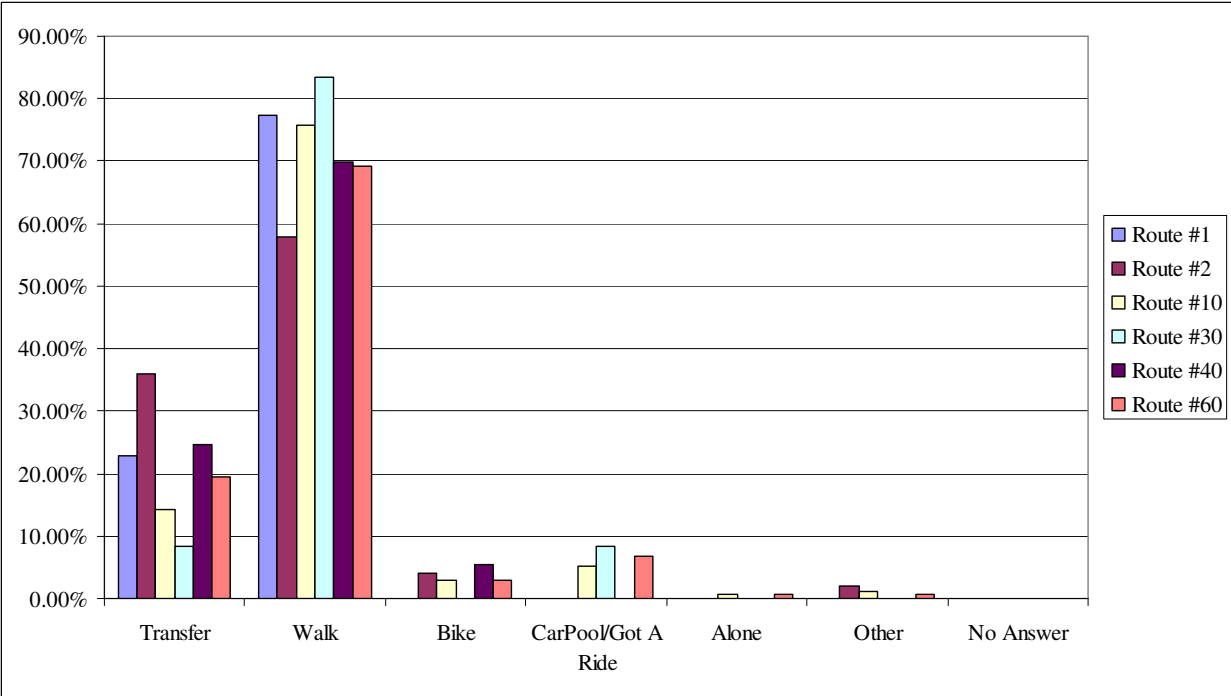
7.4 Payment Method, By Route

Payment Method and Route — 2008 Passenger Survey



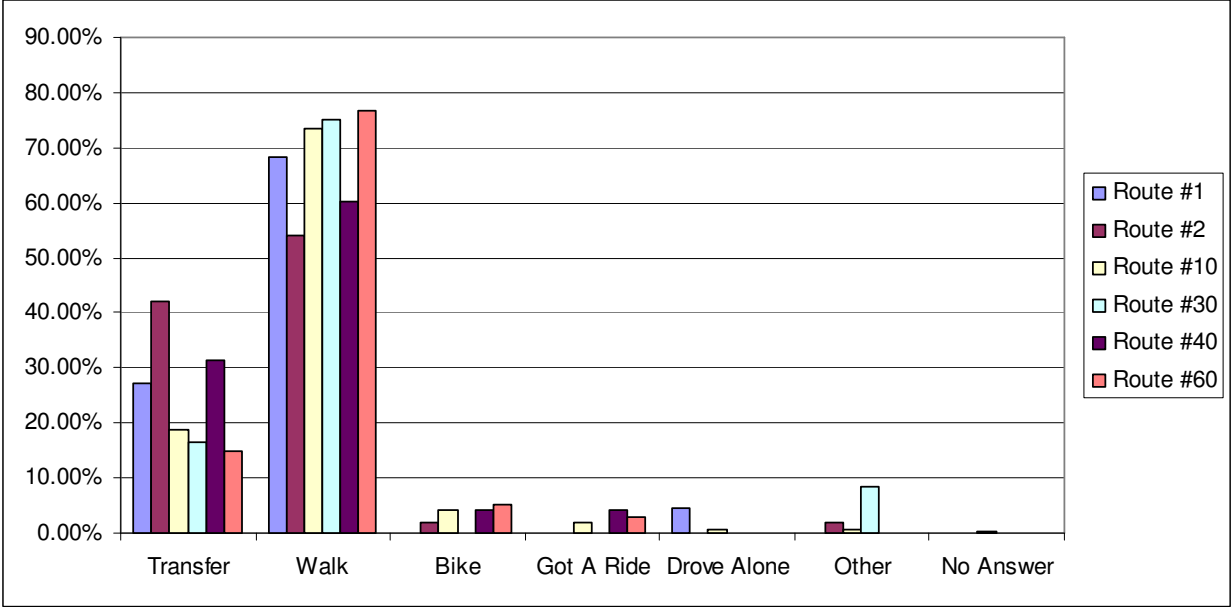
7.5 Method of Travel to Bus, By Route

Method of Travel to the Bus and Route — 2008 Passenger Survey



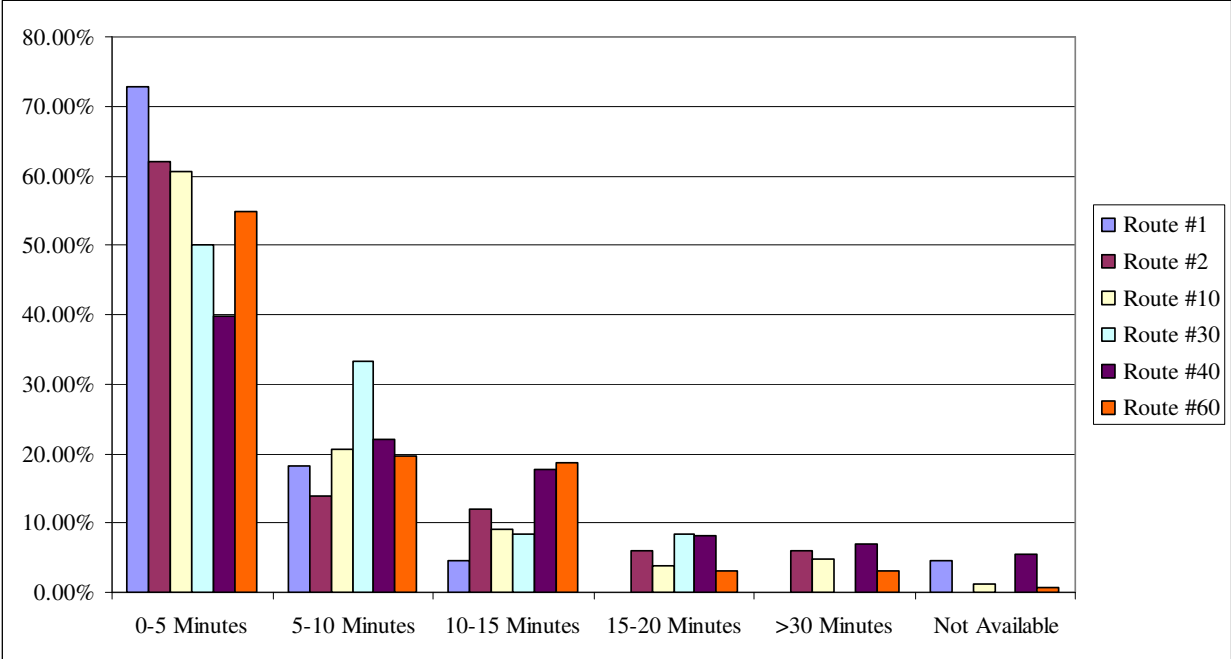
7.6 Method of Travel after Bus, By Route

Method of Travel after Departing and Route — 2008 Passenger Survey



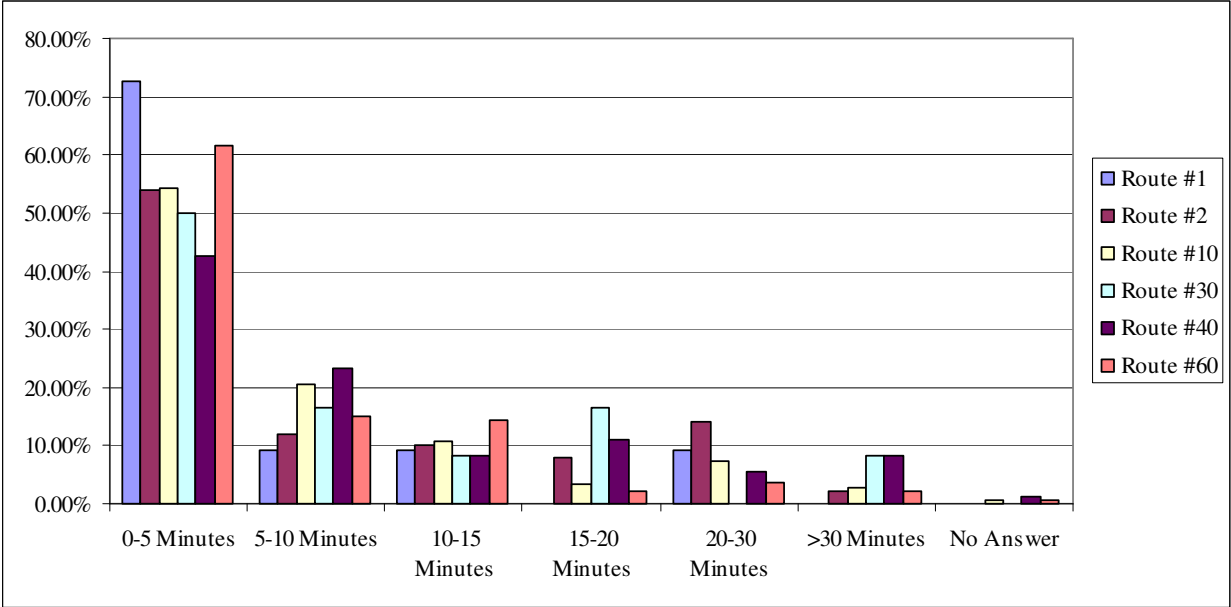
7.7 Travel Time to Bus, By Route

Travel Time to the Bus and Route — 2008 Passenger Survey



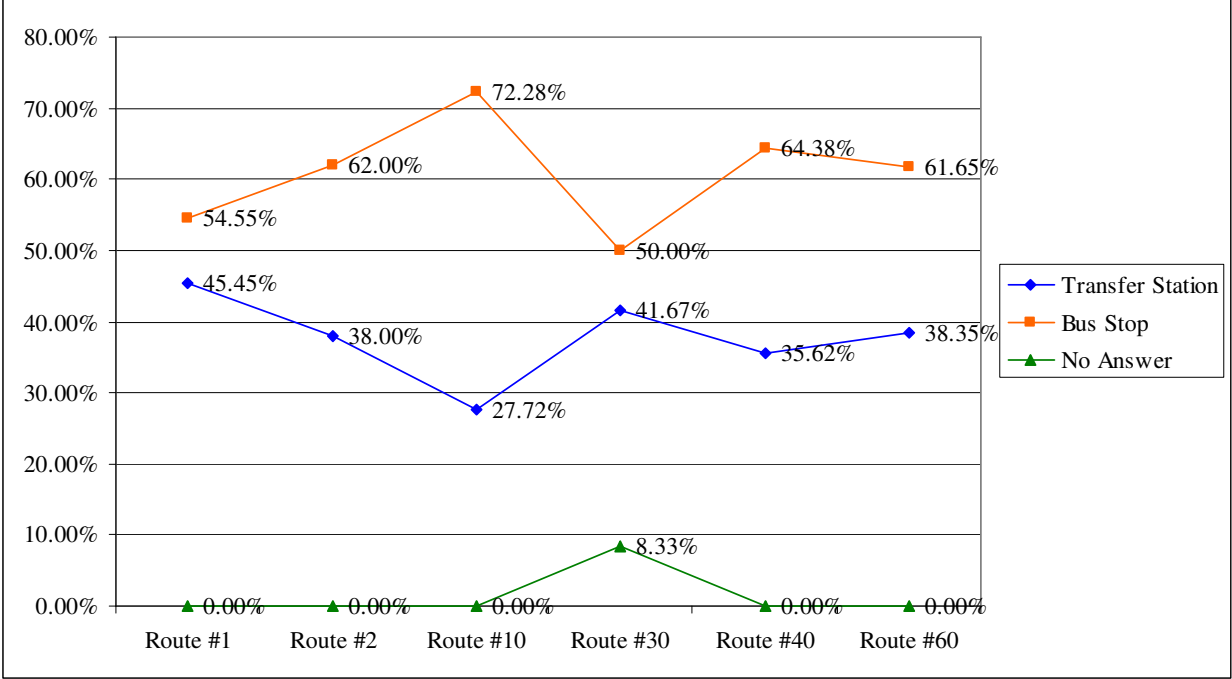
7.8 Travel Time from Bus, By Route

Travel Time from the Bus and Route — 2008 Passenger Survey



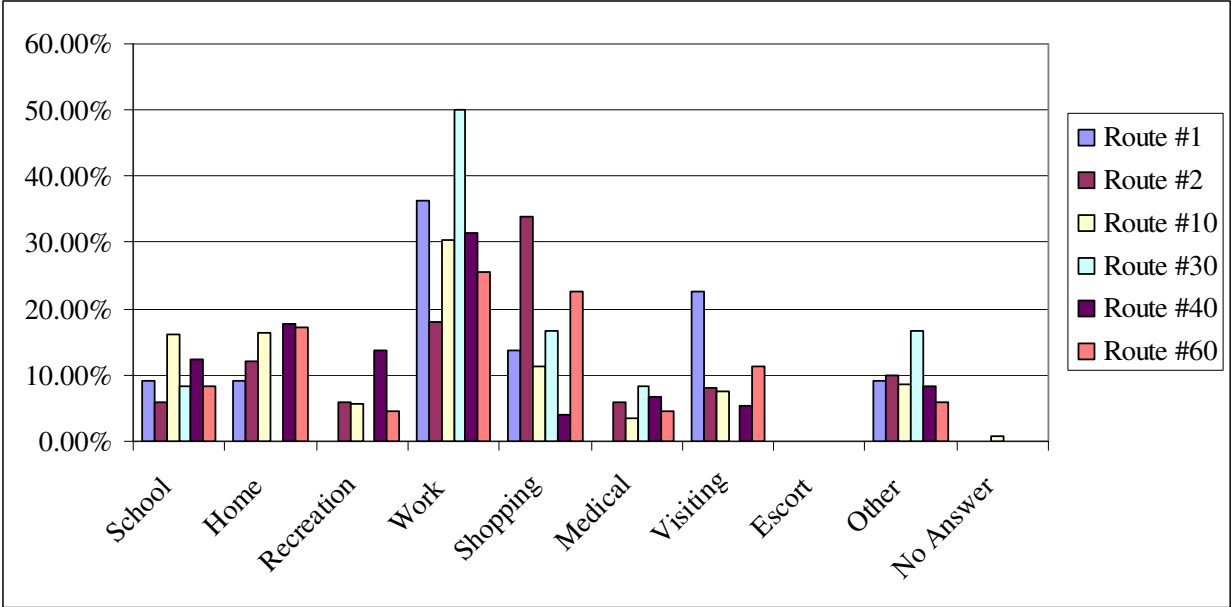
7.9 Boarding and Departure Locations, By Route

Boarding / Departure Locations and Route — 2008 Passenger Survey



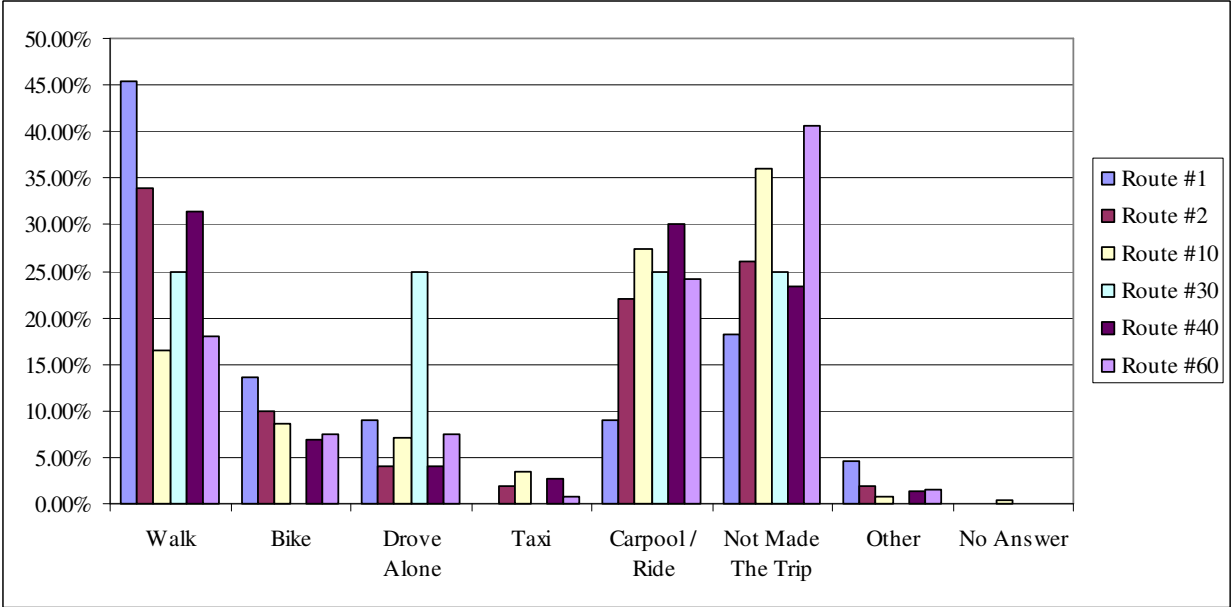
7.10 Purpose of Trip, By Route

Trip Purpose and Route — 2008 Passenger Survey



7.11 Alternate Travel Methods, By Route

Alternate Travel Method and Route — 2008 Passenger Survey



8.0 APPENDIX

8.1 Survey Instrument ⁷

Surveyor: _____

Date_____ Time_____

Bus Route- (circle) 1 2 10 30 40 60

Bus Fleet Number_____

“Every two years RVTD surveys riders to find out how to serve them better. May I ask you some questions? ... I won't be asking your name, if you have to get off before we finish that's ok.”

1. Did you get on this bus at...? (circle)
 - a. The Transfer Station
 - b. A bus stop
Location of bus stop (nearest intersection or landmark AND City)

2. How did you get to the bus stop / station?
 - a. transferred from another bus
 - b. walked
 - c. bicycled
 - d. got a ride (carpool)
 - e. drove alone
 - f. other_____

3. How much time does it take you to get to the bus stop / station?
 - a. 0-5 minutes
 - b. 5-10 minutes
 - c. 10-15 minutes
 - d. 15-20 minutes
 - e. 20-30 minutes
 - f. more than 30 minutes

4. Where do you plan to get off this bus?
 - a. The Transfer Station
 - b. A bus stop
Location of bus stop (nearest intersection or landmark AND City)

⁷ Some editorial changes were made to make the questions easier to use.

5. After you get off this bus, how will you travel?
 - a. transfer from another bus
 - b. walk
 - c. bicycle
 - d. get a ride (carpool)
 - e. drive alone
 - f. other_____

6. When you get off this bus, how much time will it take you to (mode from #5) where you need to go?
 - a. 0-5 minutes
 - b. 5-10 minutes
 - c. 10-15 minutes
 - d. 15-20 minutes
 - e. 20-30 minutes
 - f. more than 30 minutes

7. What is the purpose of this trip?
 - a. School
 - b. Home (also circle what activity they are coming from)
 - c. Recreation
 - d. Work
 - e. Shopping
 - f. Medical
 - g. Visiting
 - h. Accompanying someone on the trip
 - i. Other_____

8. If you had not taken the bus today how would you have made this trip?
 - a. Walked
 - b. Bicycled
 - c. Driven alone
 - d. Taken a taxi
 - e. Got a ride
 - f. Not made the trip at all
 - g. Other_____

9. How did you pay for this bus trip? (circle)
 - a. Cash
 - b. Monthly pass (circle type) Full Fare Reduced Fare
 - c. 35 Ride Punch Card Pass
 - d. Explorer pass
 - e. Token
 - f. Valley lift ID
 - g. Ashland fare \$0.50
 - h. Employer Bus Pass
 - i. Other_____

10. Was your fare provided to you by your employer or an agency?
 - a. Yes
 - b. No
11. What other bus routes do you take at least once every two weeks? (circle)
1 RV Mall & Poplar Square 2 Main/ W. Medford 10 Medford/ Ashland
30 Jacksonville 40 Central Point 60 White City
12. How many days a week do you typically use the bus? (circle) 1 2 3 4 5
13. What is the one major service improvement you would like to see?
 - a. Saturday service
 - b. Extending weekday hours to start at 4am and end at 10pm
 - c. An east Medford Route (modified Route 4)
 - d. Circulator routes in smaller cities (e.g. Route 5 Ashland Loop)
 - e. Reducing fares
 - f. A west White City route
 - g. Service to Eagle Point
14. Would you support a ballot measure for the business community to pay \$3 for every thousand in payroll over a property tax increase to improve routes and service hours?
 - a. Yes
 - b. No
15. How old are you? (circle) under 9 10-18 19-64 65+
16. Are you:
 - a. Male
 - b. Female
17. Do you have a valid driver's license?
 - a. Yes
 - b. No
18. What is your annual income? (can show them and list as 1st, 2nd ...)
 - a. < \$15,000/yr
 - b. \$15,000-25,000/yr
 - c. \$25,000-45,000/yr
 - d. \$45,000+
 - e. Prefer not to answer
19. How do you find new bus route information?
 - a. Transfer Station staff
 - b. Bus Driver
 - c. Printed Schedule
 - d. RVTD telephone
 - e. Other people who take the bus
 - f. Wait at the Bus Stop
 - g. Other_____

20. Have you heard or seen an RVTD ad within the past month?

a. Yes __Radio __TV __Both [Check one]

b. No

21. Do you have any Additional Comments? (Pause for 3 sec.)

If the person has a lengthy comment or complaint, please give them comment card.

“THANK YOU!”

8.2 Survey Schedule

The following schedule shows the days that surveyors rode specific routes to conduct the 2008 Passenger Survey.

Buses Ridden by Date and Route

Date	Route # 1	Route # 2	Route # 10	Route # 30	Route # 40	Route # 60
4/11/2008	0	0	1	1	0	0
4/14/2008	0	0	1	1	0	0
4/15/2008	1	0	1	0	0	0
4/16/2008	0	0	1	0	0	1
4/17/2008	0	0	1	1	0	0
4/18/2008	0	0	1	0	0	0
4/21/2008	1	1	1	0	0	1
4/22/2008	0	0	1	0	1	1
4/23/2008	0	1	0	0	0	0
4/24/2008	0	0	1	0	1	0
4/25/2008	0	1	1	0	0	1
4/28/2008	1	1	1	1	1	1
4/29/2008	0	1	0	1	0	0
4/30/2008	0	0	1	0	0	1
5/1/2008	1	1	1	0	1	1
5/2/2008	0	0	0	0	1	1
5/5/2008	1	1	0	0	0	1
5/6/2008	1	0	1	0	0	1
5/7/2008	0	1	0	0	1	0
TOTAL ROUTES RIDDEN	6	8	14	5	6	10