

2019 PASSENGER SURVEY ANALYSIS

PRESENTATION TO GCTD BOARD OF DIRECTORS

March 6, 2019

Matt Miller
Planning Manager



Overview

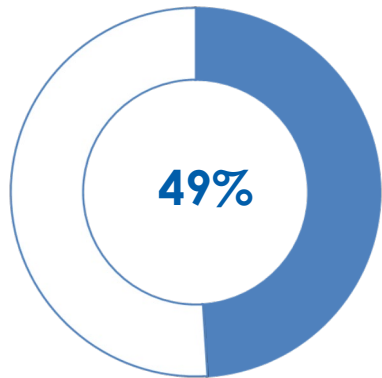
- Surveys collected
 - Goal: 603
 - Actual: 607
- Selected Analysis of 3 Areas:
 - Travel Time
 - Desired Improvements
 - Satisfaction
- GCTD to use data to guide improvements in the coming year



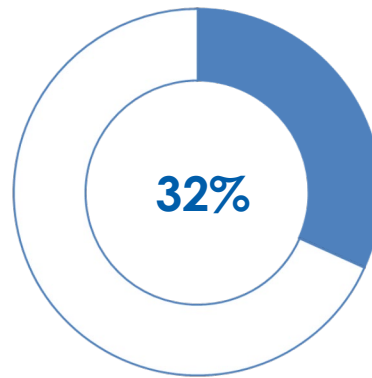
How often do you ride?



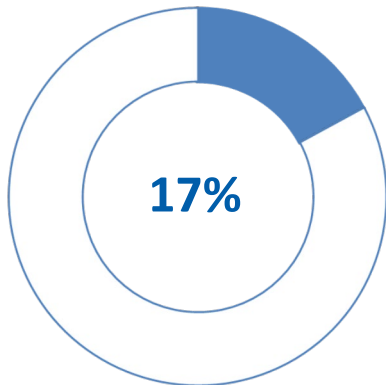
VERY FREQUENT RIDER
5 DAYS OR MORE



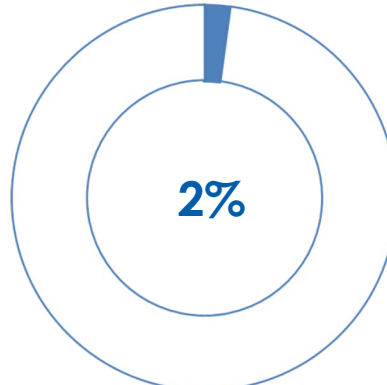
FREQUENT RIDER
3-4 TIMES A WEEK



OCCASIONAL
1-2 TIMES A WEEK



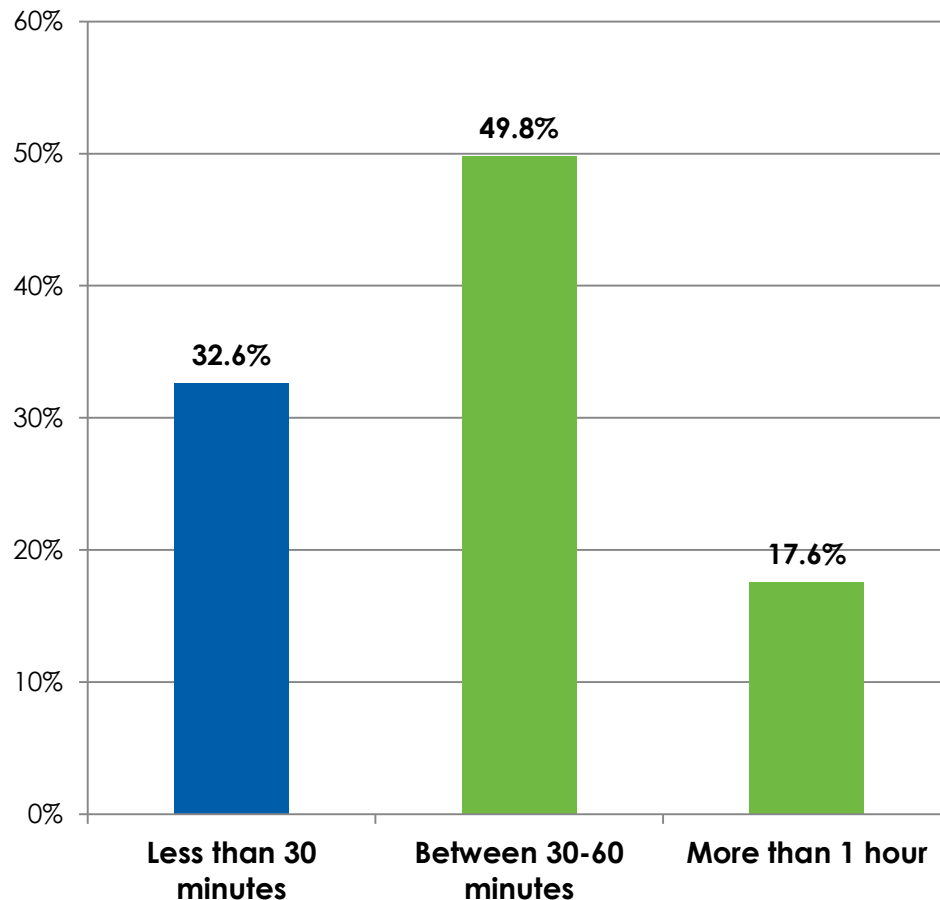
FIRST TIME RIDING



Travel Time



How much time will you spend on the bus to reach your destination?



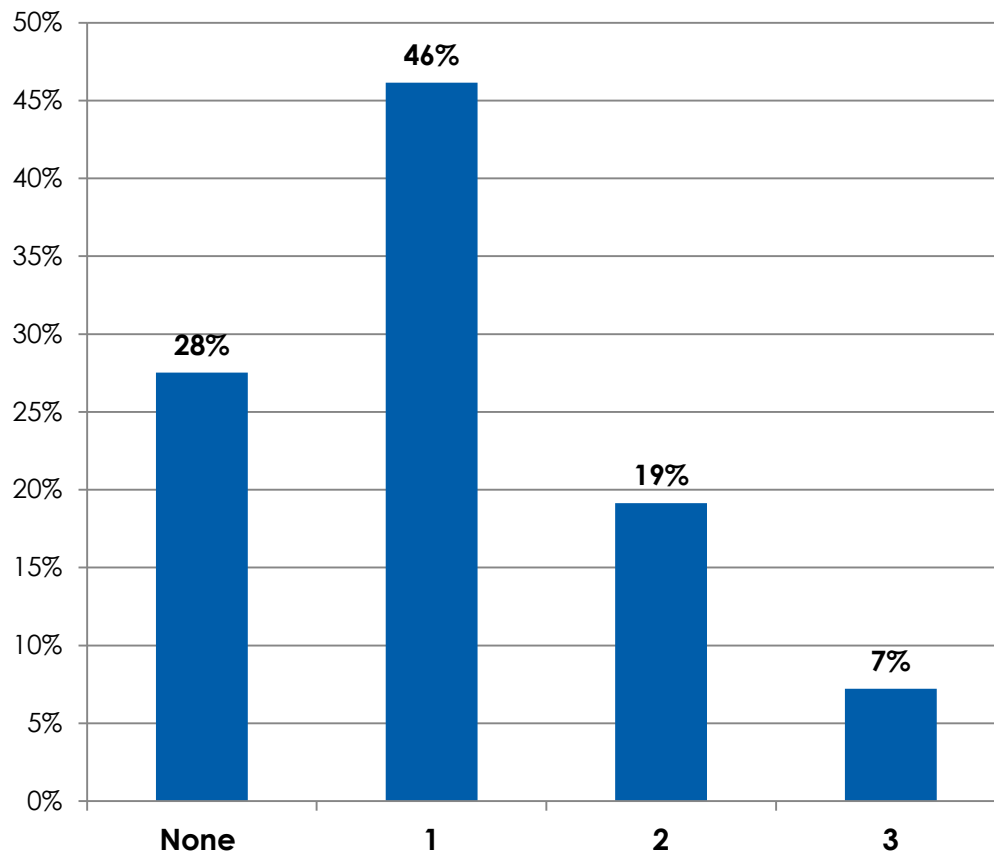
- 68% Spend **30 minutes to over 1 hour** to travel on average **4.2 miles**
- Add walking and waiting & transit takes 3x-5x longer than using a personal car

Possible Improvements:

- *Add Frequency*
- *Operate on Main Roads*

Travel Time

**How many Transfers do you use
before reaching your destination?**



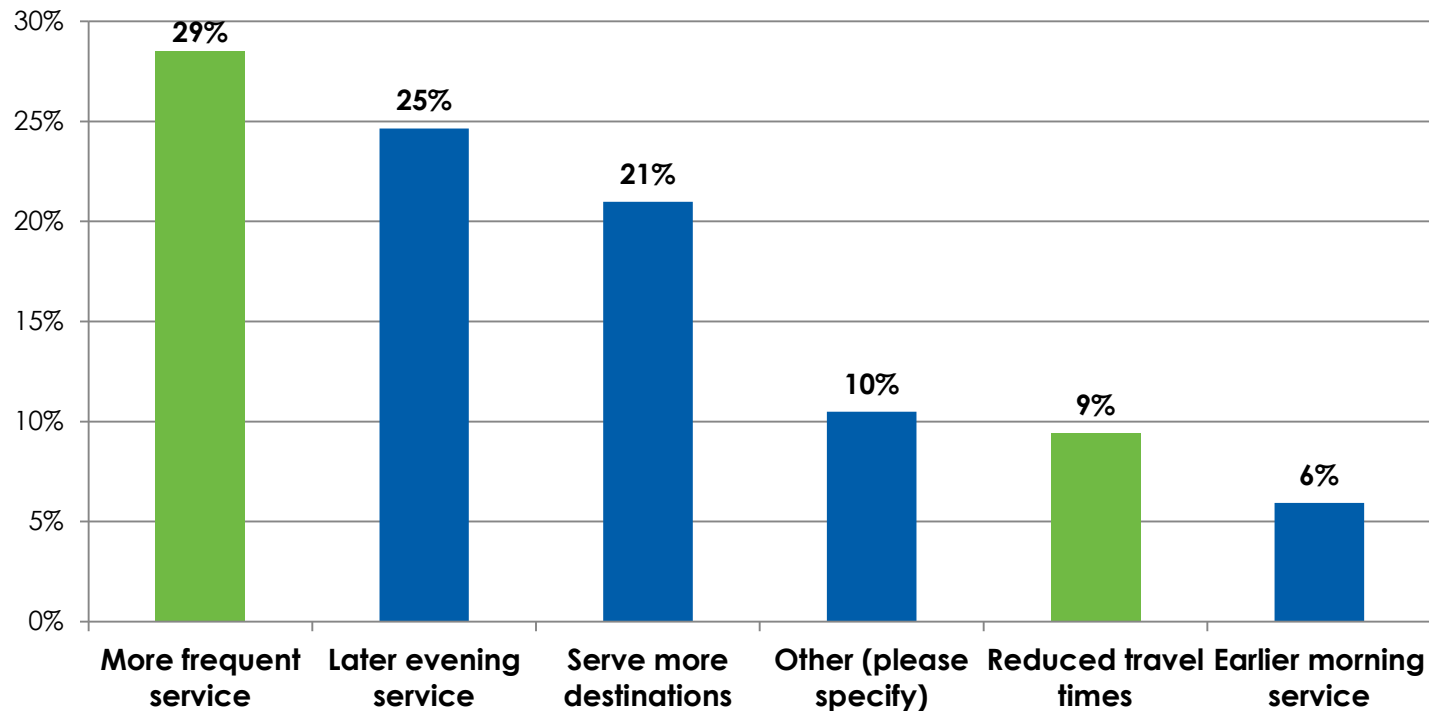
- 72% of passengers take at least one transfer
- Multiple transfers increase travel time

Possible Improvements:

- *Re-design routes to be more direct (less transfers)*
- *Add Frequency*

Improvements

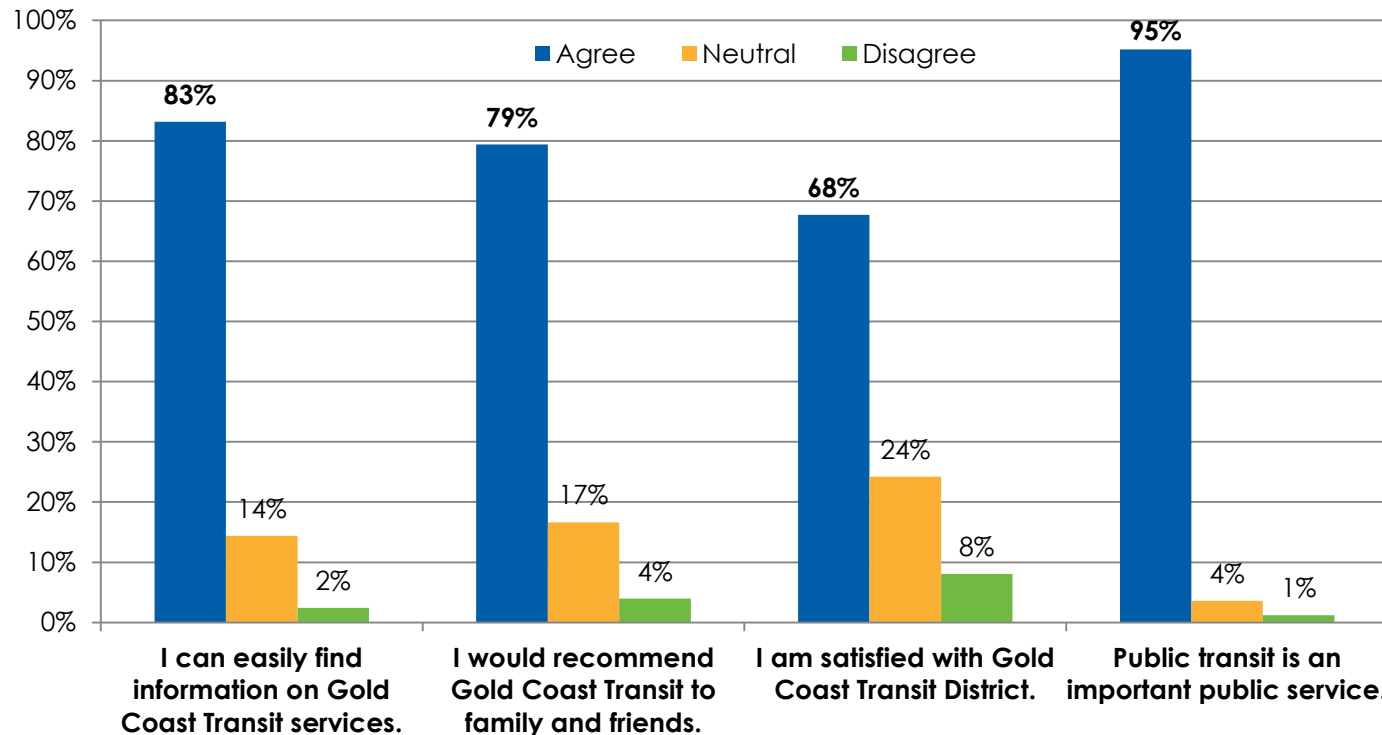
What service improvement would make you ride more?



- 38% of Passengers **want More Frequent Service or Reduced Travel time**
- Results illustrate familiar example of a Transit Tradeoff

Satisfaction

Do you agree or disagree with the following statements?

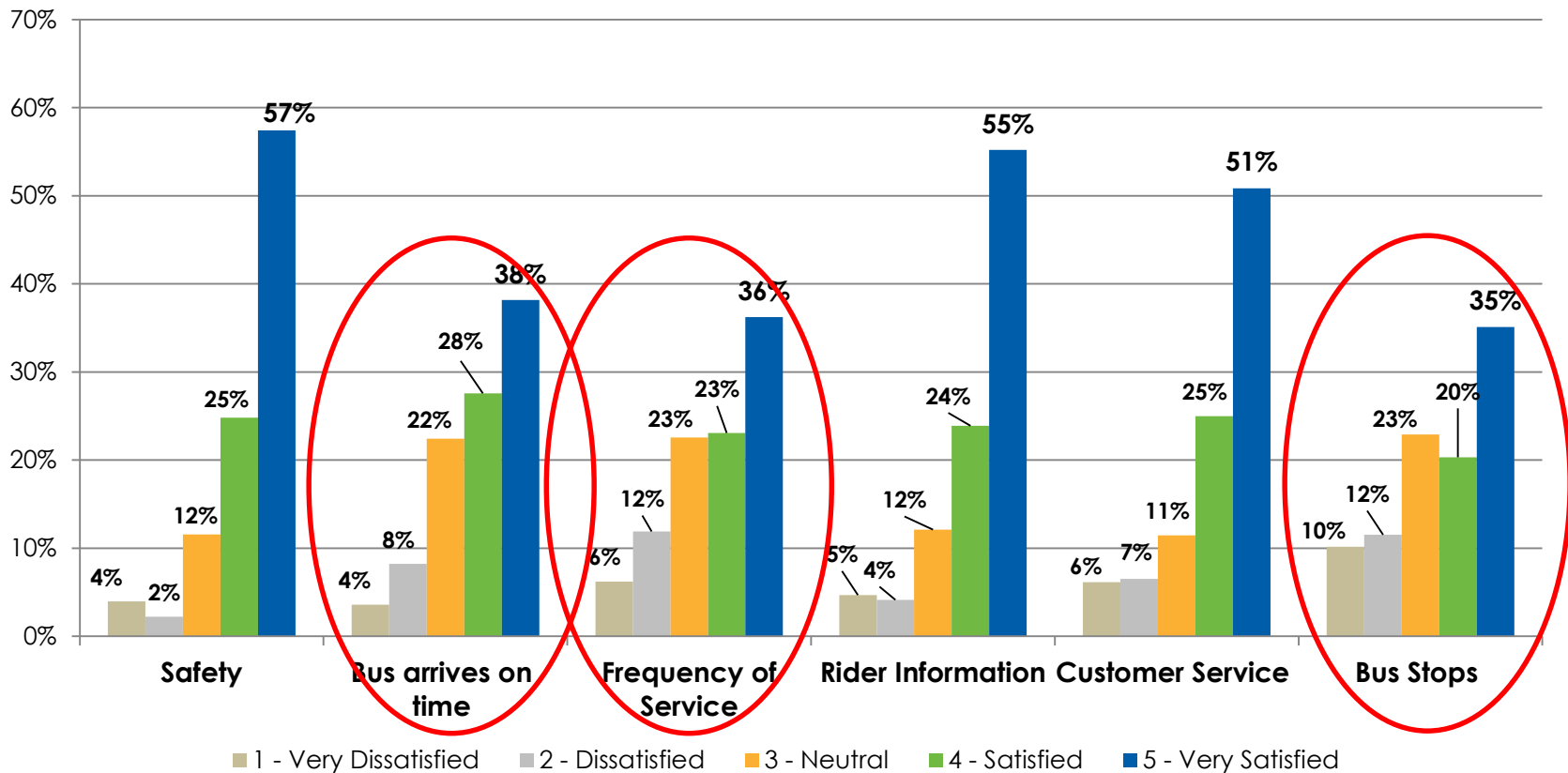


- **95% believe transit is important but 68% are satisfied with GCTD**
- Shows us that there's some improvements that can be made

Satisfaction



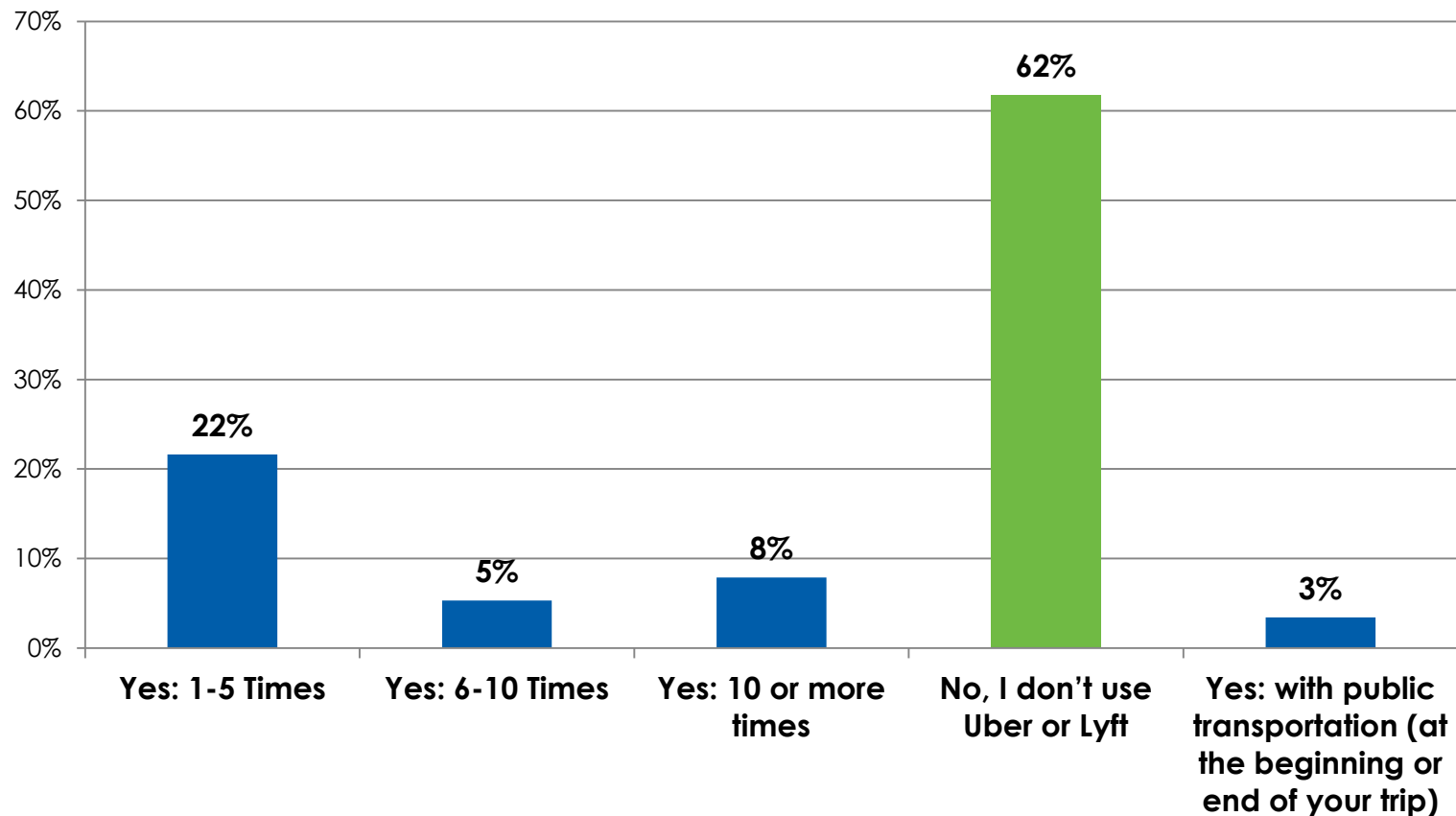
Thinking about your experience on Gold Coast Transit, **how satisfied or dissatisfied** are you with the below categories?



- Potential areas for targeted improvements:
On-Time Performance, Frequency & Bus Stops

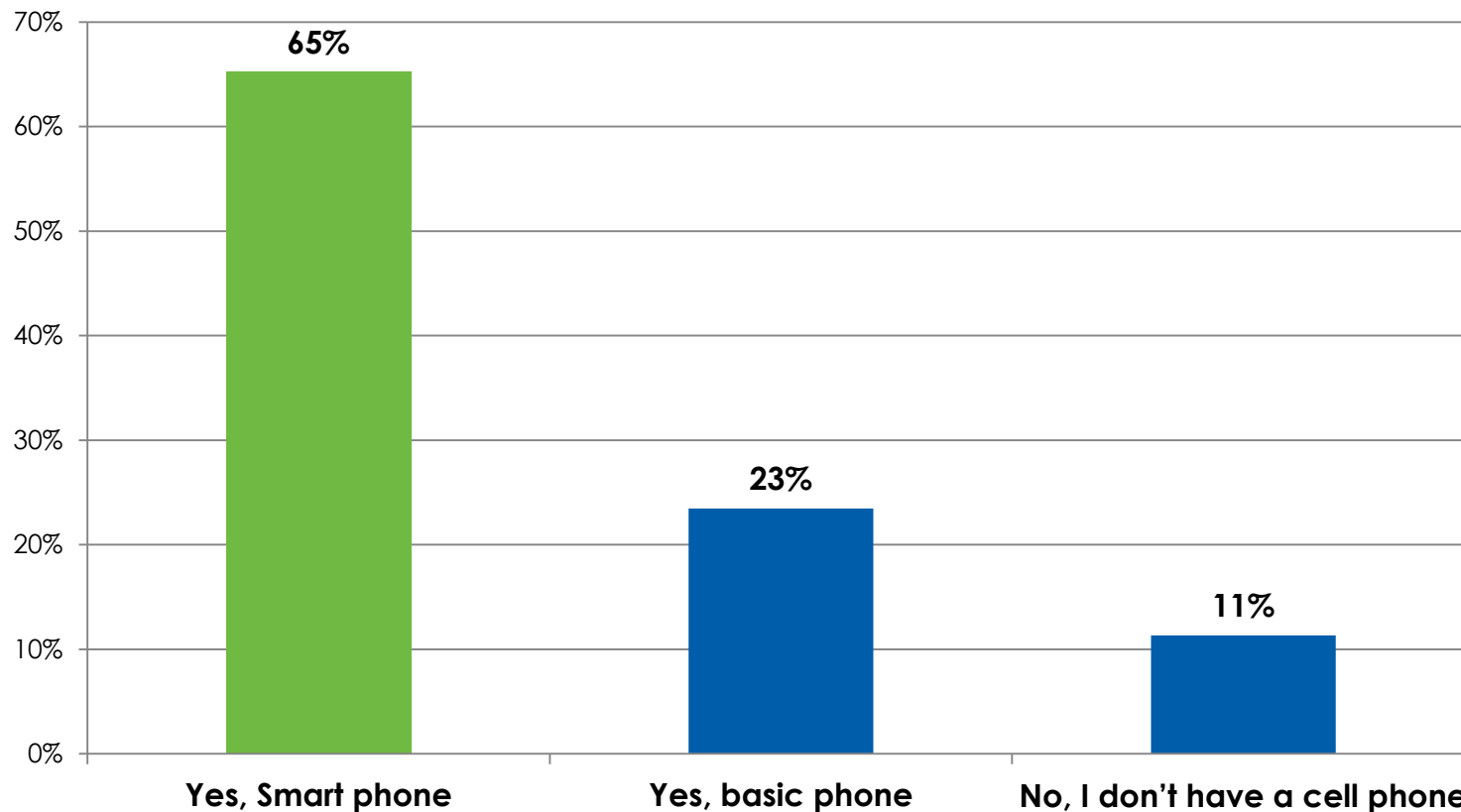
Other Results

In the past year, have you used Uber or Lyft for your transportation needs?



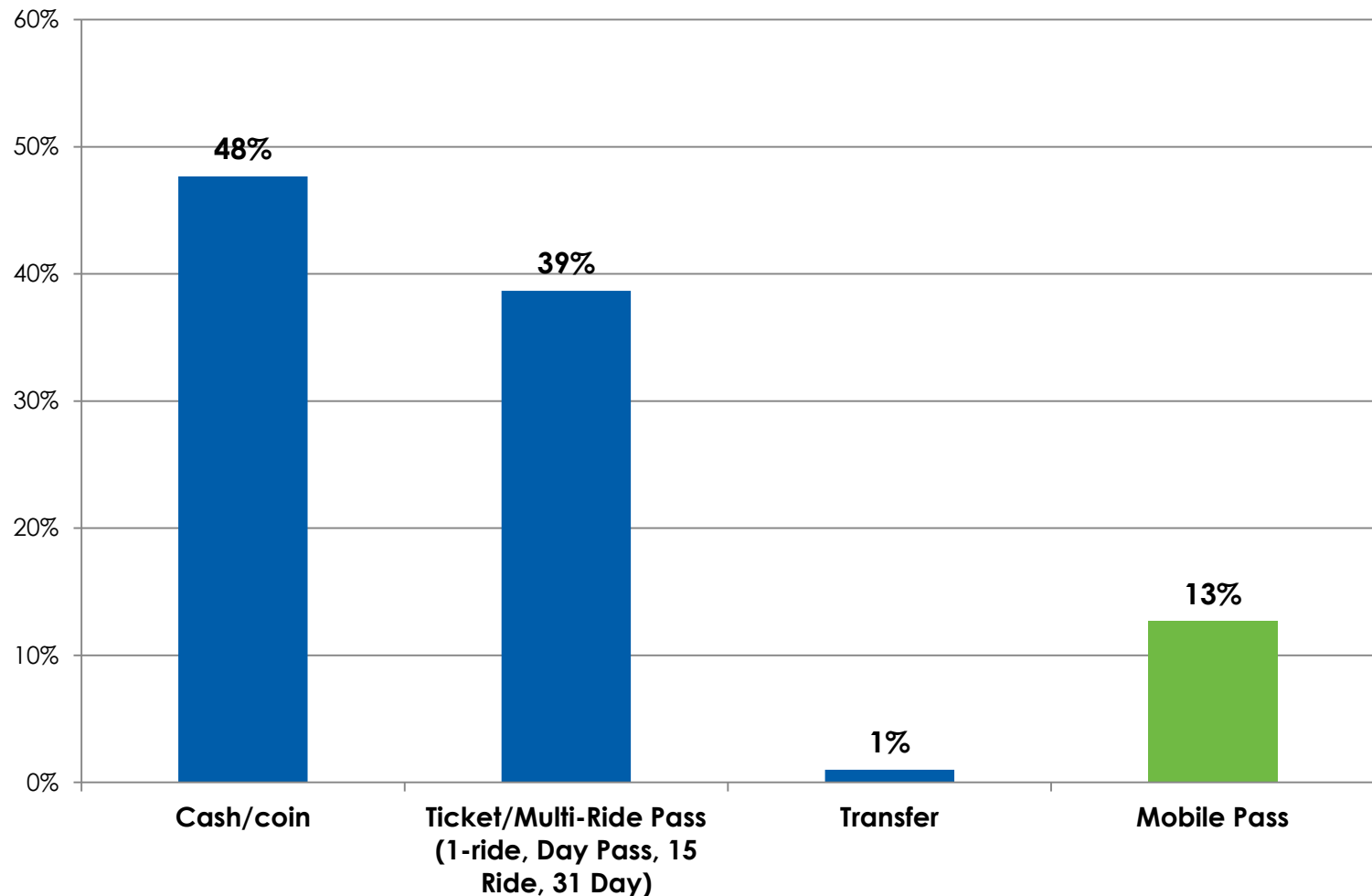
Other Results

Do you have a cell phone?



Other Results

How did you pay for the trip?



Conclusions



- Passengers are **spending a long time** on the bus to go, on average, **short distances**
- **Passengers desire reduced travel time**
- GCTD passengers are generally satisfied; Improve in **On-Time Performance, Increased Frequency** and **Bus Stops Maintenance**

Questions?

