

2025 PASSENGER SURVEY

Presentation to the Gold Coast Transit District
Board of Directors
March 4, 2026



ANNUAL SURVEY BACKGROUND



The 2025 Passenger Survey is return to the the more traditional annual passenger survey format.



Passenger Survey help GCTD guage satisfaction with services and service delivery and efficacy of efforts to improve services.



Previous survey efforts include the SRTP Route Recommendation Survey, Fare Adjustment Survey, SRTP Community Survey and 2022 Passenger Survey



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METHODOLOGY



GCTD developed two survey instruments that utilized a combination of multiple choice, ranking and open end questions.



Paper Survey were distributed on all GCTD vehicles and QR linking to digital survey were also available.

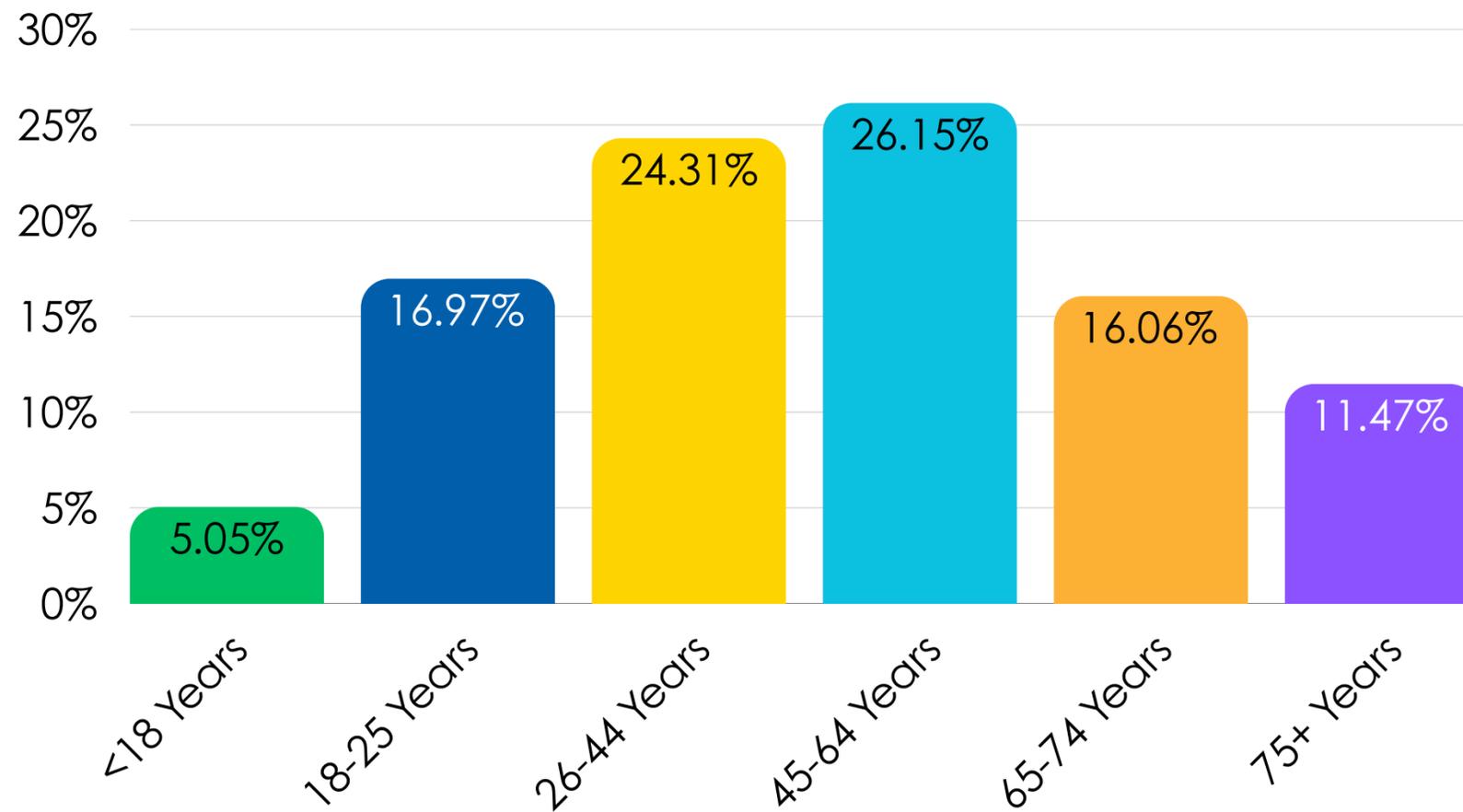


Total Survey Responses:
- Fixed-Route (356 responses)
- Flexible Services (71 responses)

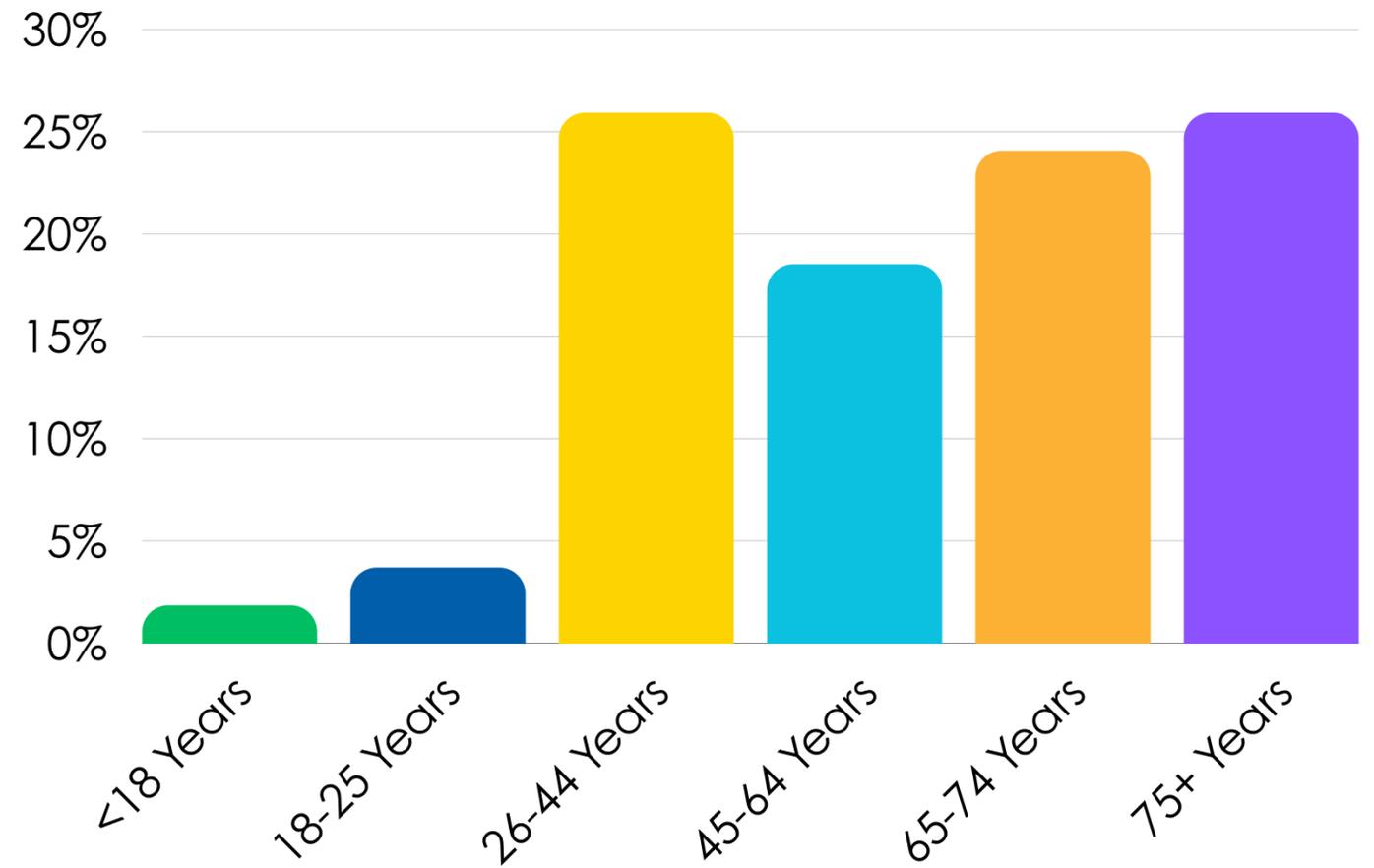


DEMOGRAPHICS

Fixed Route Age Distribution

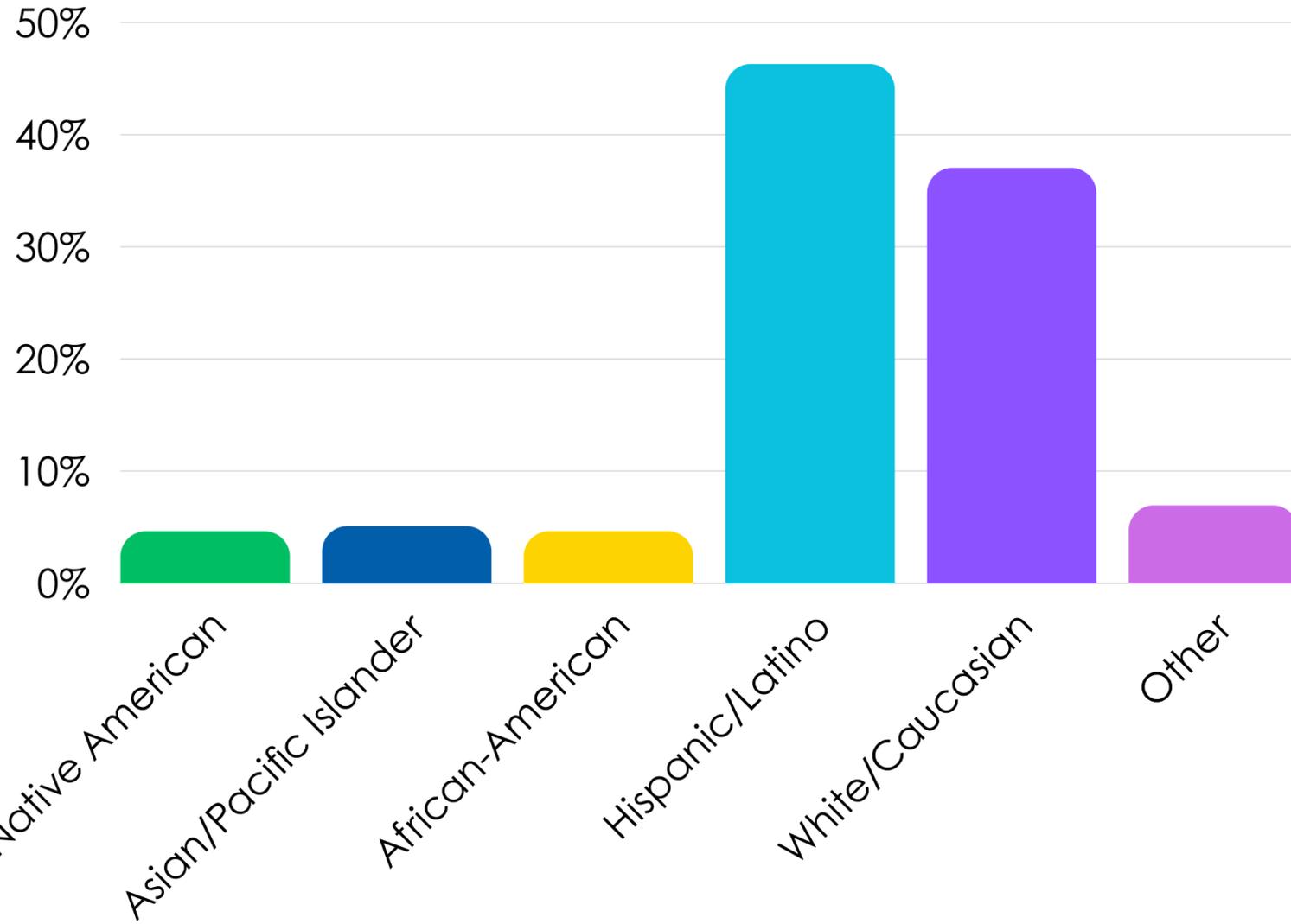


Flexible Services Age Distribution

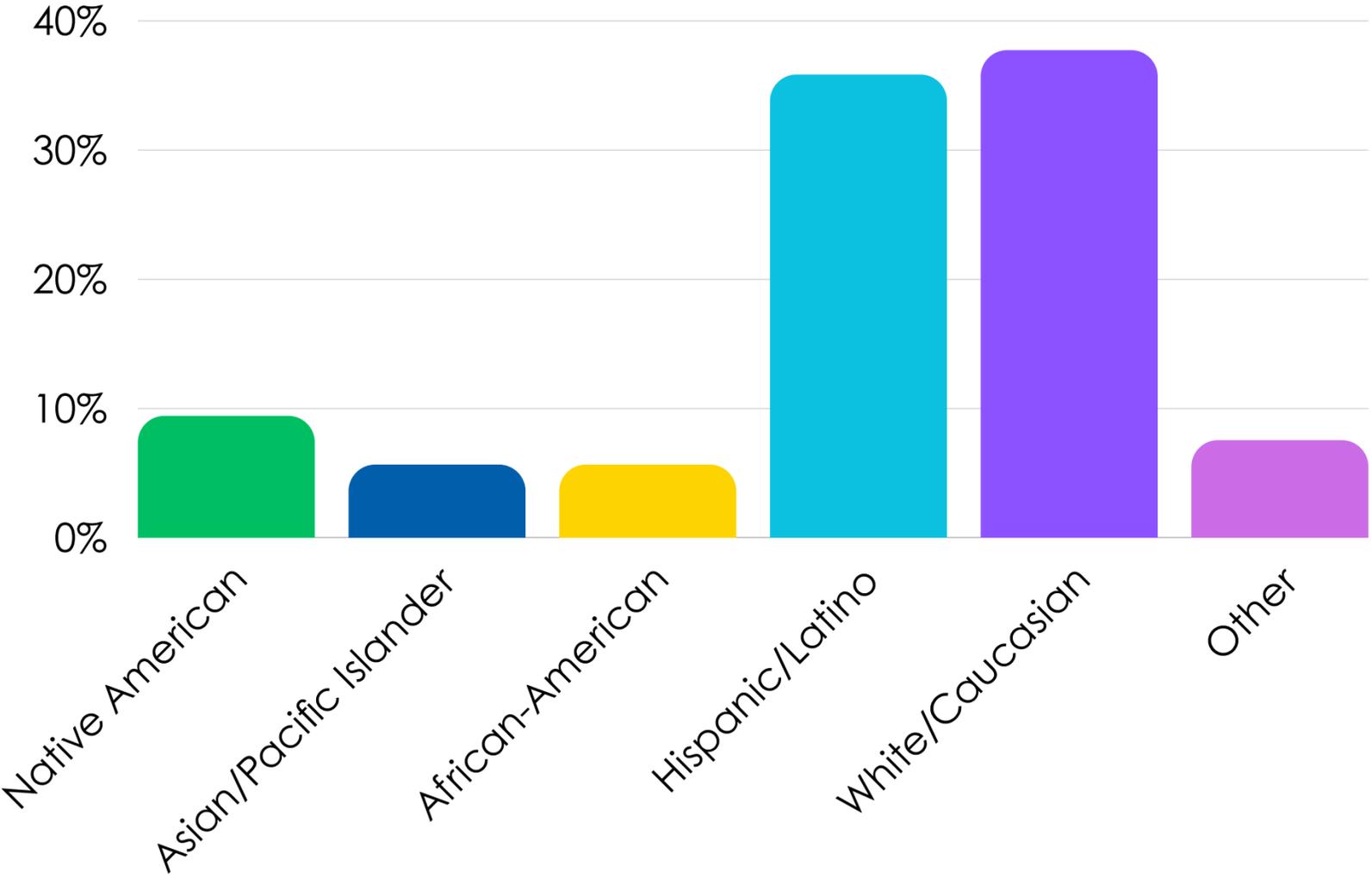


DEMOGRAPHICS

Fixed Route Respondent Race

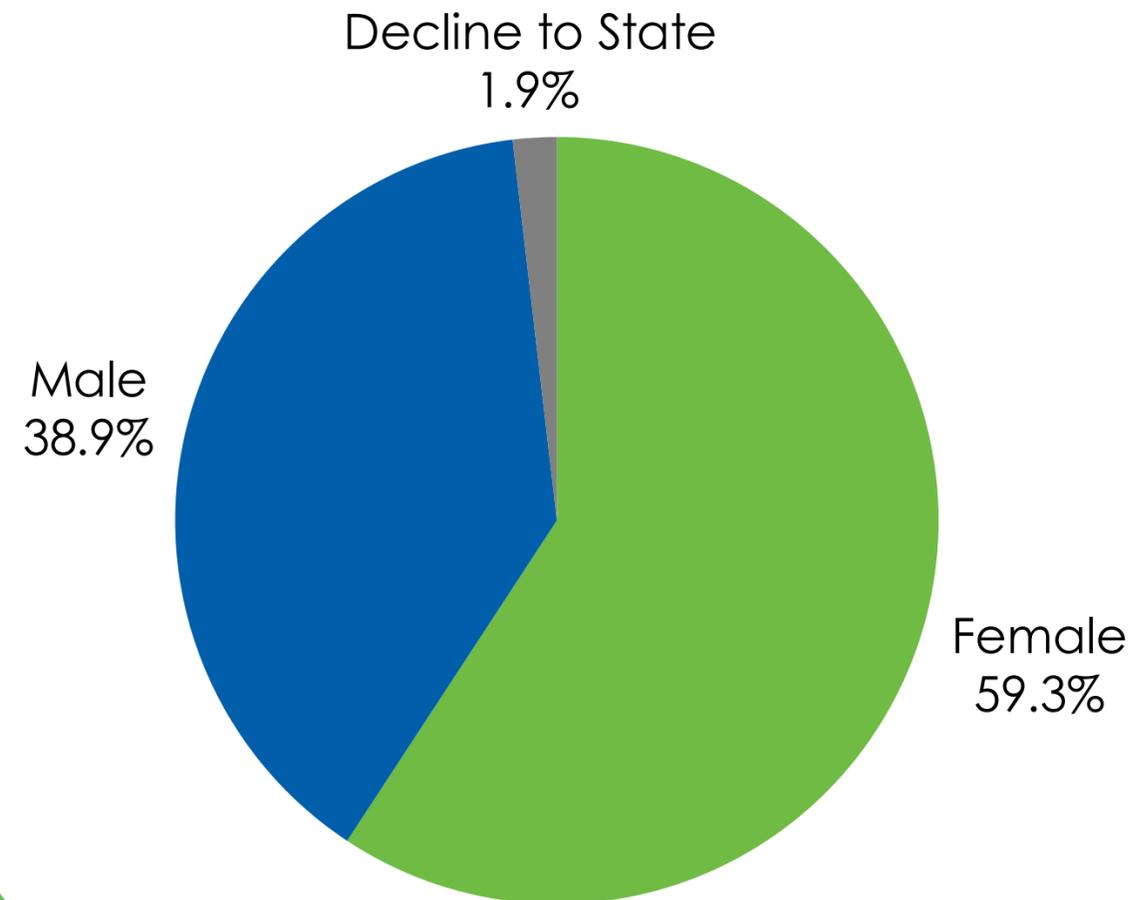


Flexible Service Respondent Race

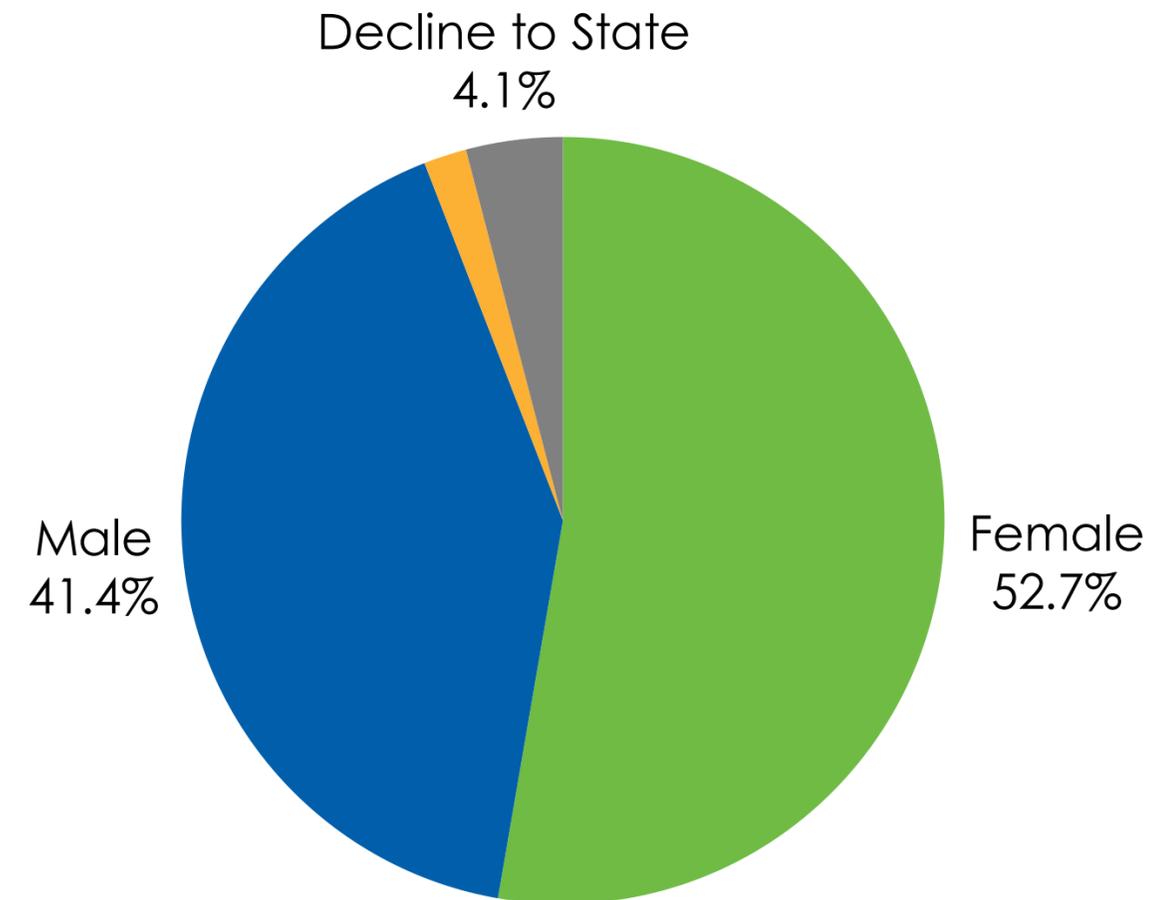


DEMOGRAPHICS

Respondent Gender Fixed Route

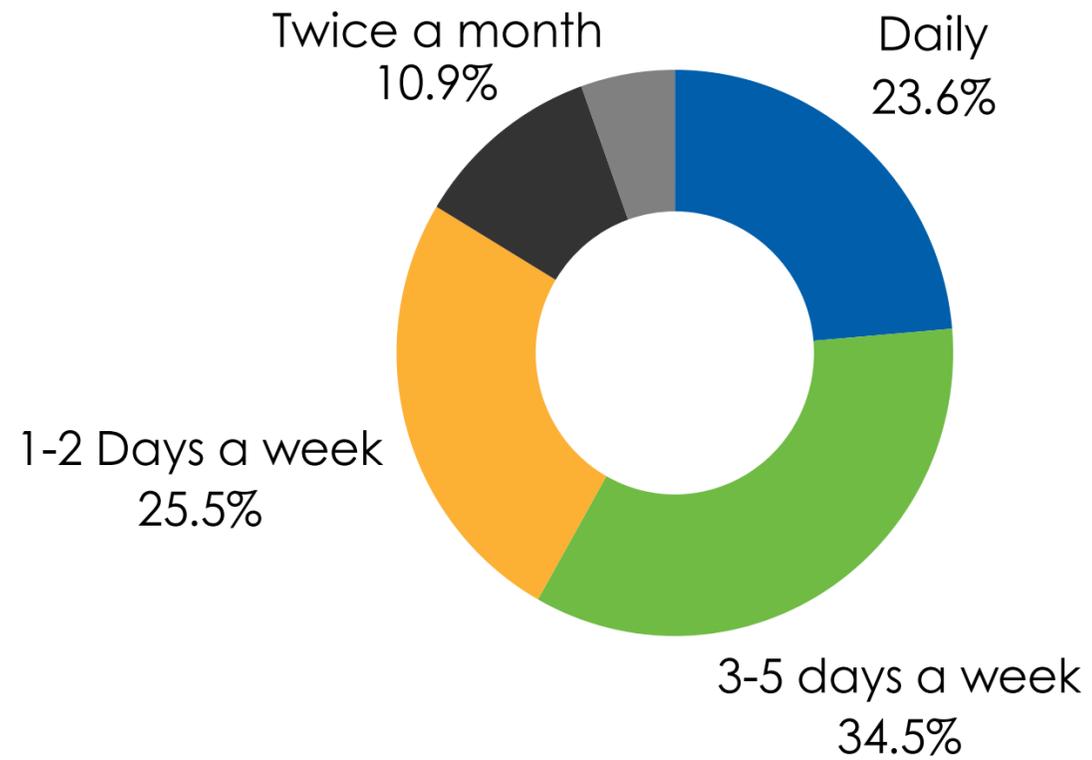


Respondent Gender Flexible Services

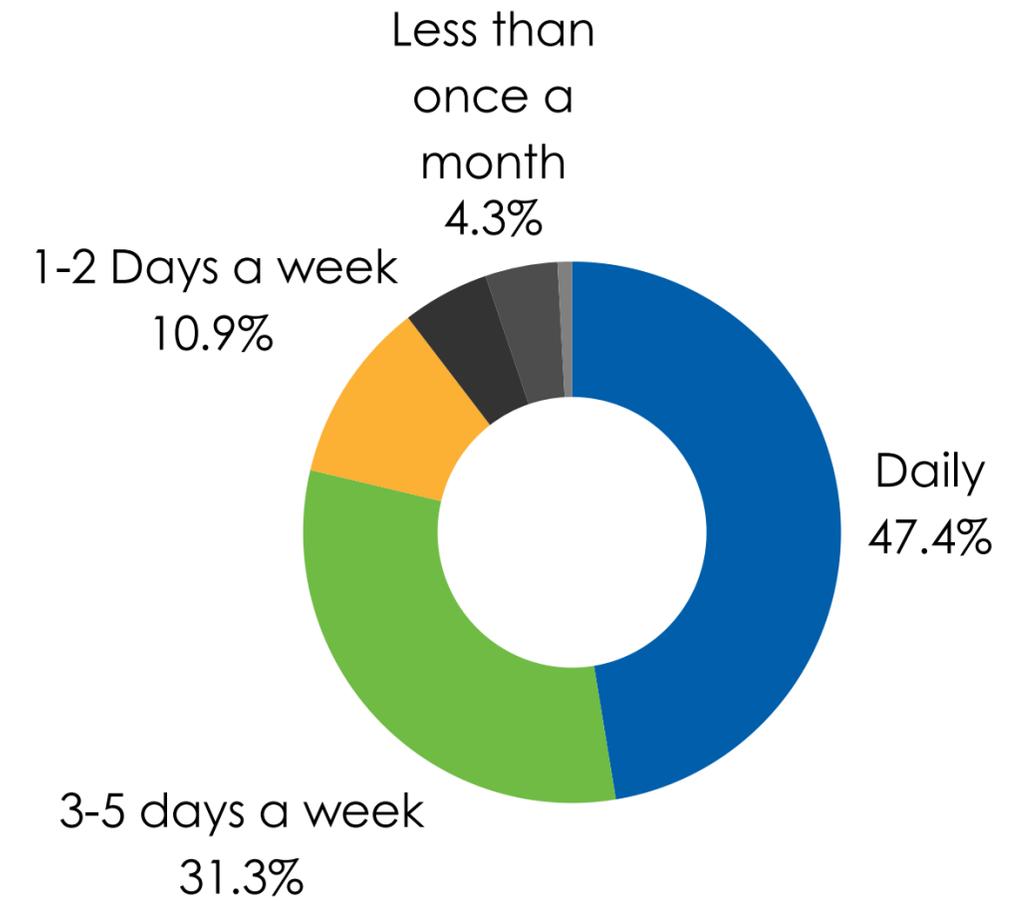


TRANSIT USAGE

Transit Use Fixed Route

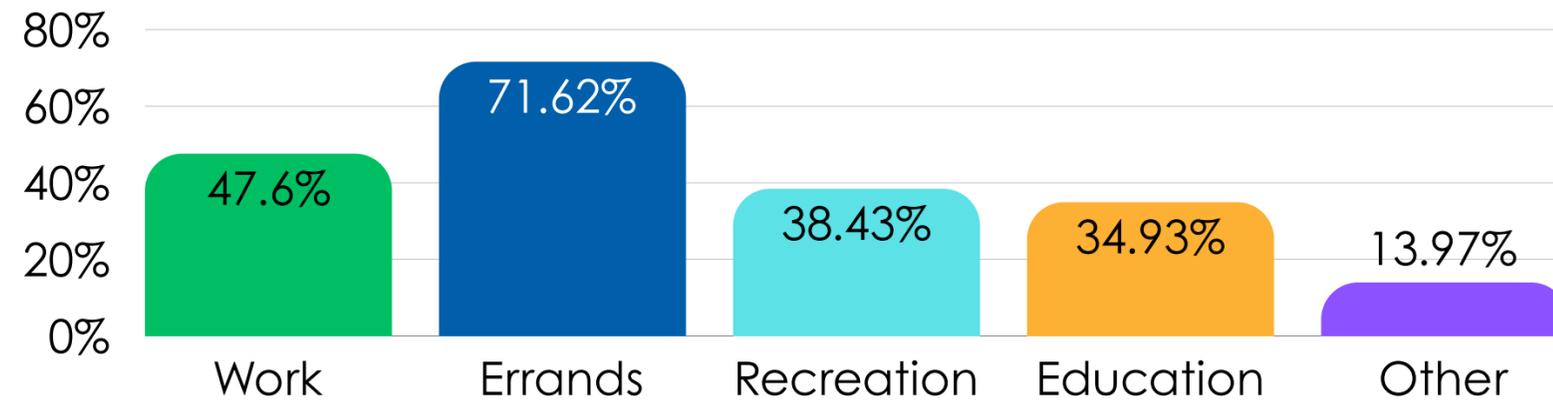


Transit Use Flexible Services

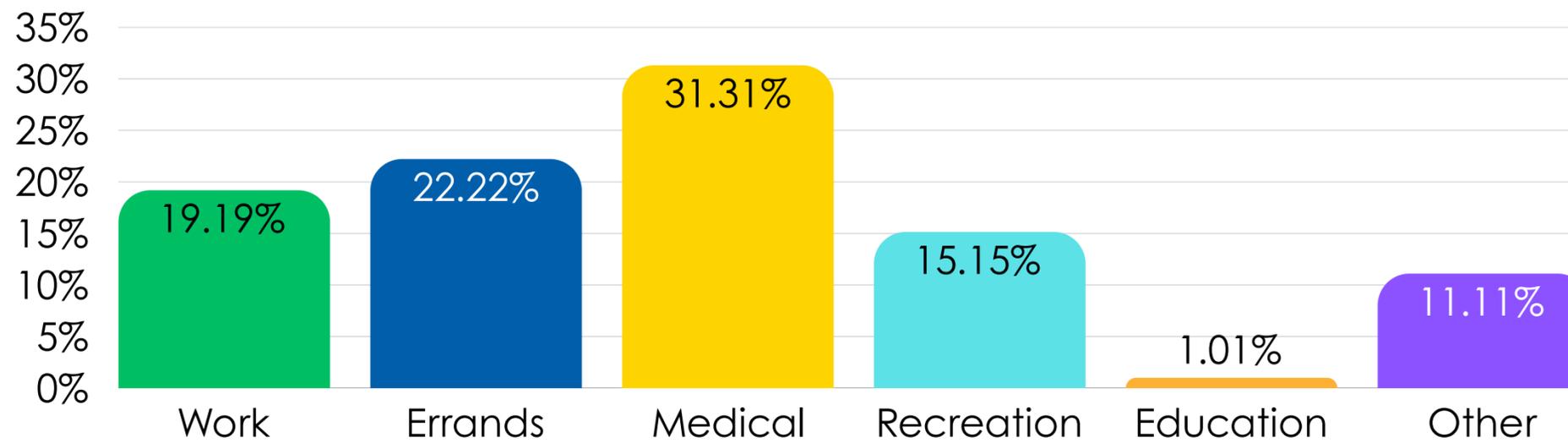


TRIP PURPOSES

Trip Purposes Fixed Route



Trip Purposes Flexible Services.



SATISFACTION & IMPORTANCE

| Category | Importance | Satisfaction | Difference |
|----------------------|------------|--------------|------------|
| Bus on Time | 4.6 | 3.8 | 0.7 |
| Bus Frequency | 4.6 | 3.9 | 0.7 |
| Arrival Time Info | 4.5 | 3.9 | 0.6 |
| Stop Safety | 4.4 | 3.9 | 0.6 |
| Service Availability | 4.5 | 4.0 | 0.5 |
| Bus Clean | 4.4 | 4.0 | 0.4 |
| Bus Safety | 4.4 | 4.2 | 0.2 |
| Stop Distance | 4.3 | 4.0 | 0.2 |
| Trip Time | 4.3 | 4.0 | 0.2 |
| Seat Availability | 4.2 | 4.0 | 0.2 |
| Transfer Ease | 4.3 | 4.1 | 0.2 |
| Customer Service | 4.0 | 4.0 | 0.0 |
| Paying Ease | 4.1 | 4.3 | -0.2 |
| Cost | 4.0 | 4.2 | -0.3 |

2024 SRTP Community Survey

| Category | Importance | Satisfaction | Difference |
|----------------------------|------------|--------------|------------|
| Cleanliness of Stops | 4.2 | 3.3 | 0.9 |
| Safety at the Stops | 4.5 | 3.7 | 0.8 |
| Bus Frequency | 4.5 | 3.9 | 0.6 |
| On-Time Performance | 4.5 | 3.9 | 0.6 |
| Safety on the Bus | 4.5 | 4 | 0.5 |
| Crowding/Seat Availability | 4.2 | 3.7 | 0.5 |
| Trip Time | 4.2 | 3.9 | 0.3 |
| Arr. Info & Announcements | 4.2 | 3.9 | 0.3 |
| Access to Stop(s) | 4.3 | 4 | 0.3 |
| Customer Service | 4.3 | 4 | 0.3 |
| Cleanliness of Buses | 4.3 | 4 | 0.3 |
| Accessibility Start-End | 4.1 | 3.8 | 0.3 |
| Ability to Transfer | 4.2 | 4 | 0.2 |
| Cost | 4.2 | 4 | 0.2 |
| Ease of Paying | 4 | 4.2 | -0.2 |

2025 Passenger Survey

SATISFACTION & IMPORTANCE

| Difference | Overall | Type of Rider | | | Age | | Income | | |
|-----------------------------------|---------|---------------|---------------|-------|----------------|--------------|-------------|-------------|------------|
| | | Freq. Rider | Infreq. Rider | Youth | 18-64 Yrs. Old | 65+ Yrs. Old | Under \$25K | \$25K-\$75K | Over \$75K |
| Safety at the Stops | 0.8 | 0.8 | 1.1 | 1.1 | 0.9 | 0.5 | 0.7 | 0.8 | 1 |
| Cleanliness of Stops | 0.8 | 0.9 | 0.9 | 0.5 | 0.9 | 1 | 0.8 | 1.2 | 0.5 |
| Bus Frequency | 0.6 | 0.6 | 0.5 | 0.6 | 0.7 | 0.3 | 0.5 | 0.7 | 1.2 |
| On-Time Performance | 0.6 | 0.6 | 0.6 | 1.2 | 0.7 | 0.3 | 0.4 | 0.8 | 1.2 |
| Safety on the Bus | 0.5 | 0.5 | 0.6 | 0.8 | 0.5 | 0.3 | 0.5 | 0.5 | 0.5 |
| Crowding/Seat Availability | 0.4 | 0.5 | 0 | 0.5 | 0.5 | 0.4 | 0.3 | 0.5 | 0.3 |
| Access to Stop(s) | 0.3 | 0.4 | 0.1 | 0 | 0.4 | 0.2 | 0.3 | 0.5 | -0.1 |
| Cleanliness of Buses | 0.3 | 0.3 | 0.4 | 0 | 0.3 | 0.2 | 0.2 | 0.3 | 0.4 |
| Ability to Transfer | 0.3 | 0.3 | 0.2 | 0.5 | 0.4 | -0.2 | 0.1 | 0.5 | 0.5 |
| Trip Time | 0.3 | 0.3 | 0.6 | 0.3 | 0.5 | 0 | 0.3 | 0.4 | 0.3 |
| Customer Service | 0.3 | 0.3 | -0.1 | -0.6 | 0.4 | 0.1 | 0.4 | 0.3 | 0.4 |
| Arrival Time Info & Announcements | 0.2 | 0.2 | 0.2 | -0.3 | 0.4 | 0 | 0.2 | 0.1 | 0.7 |
| Cost | 0.2 | 0.2 | 0.3 | -0.7 | 0.5 | -0.4 | 0.1 | 0.3 | -0.5 |
| Ease of Paying | -0.2 | -0.2 | -0.3 | -0.8 | 0 | -0.5 | 0.3 | -0.3 | -0.5 |

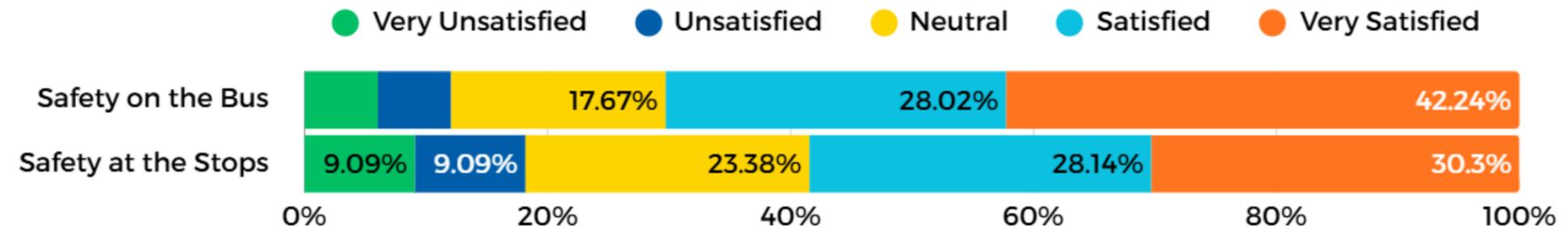
Difference between importance and satisfaction by market group.

SATISFACTION FLEXIBLE SERVICES

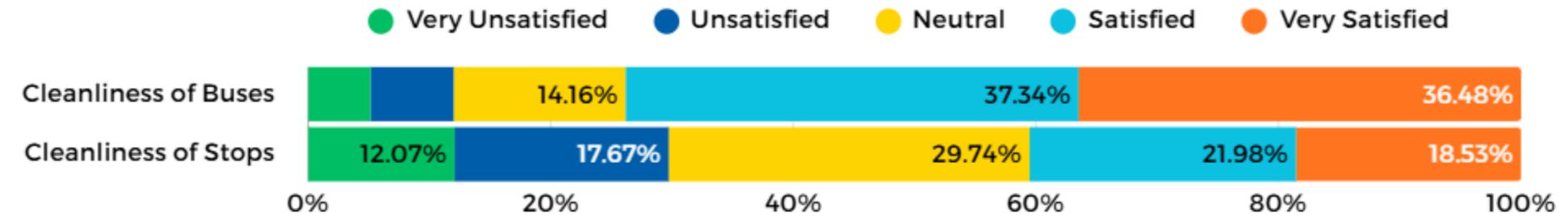
| Satisfaction | Overall | Type of Rider | | | | Age | | | Income | | |
|---------------------------------|---------|---------------|-------------------|-----------|----------|---------|----------------|--------------|-------------|--------------|------------|
| | | <6 months | 6 months - 1 year | 1-3 years | 3+ Years | Student | 18-64 Yrs. Old | 65+ Yrs. Old | Under \$25K | \$25K- \$75K | Over \$75K |
| Cleanliness of the Vehicle | 4.7 | 5 | 5 | 4.6 | 4.7 | 5 | 4.7 | 4.6 | 4.6 | 5 | 4.8 |
| Customer Service - Onboard | 4.7 | 4.7 | 4.7 | 4.7 | 4.6 | 3 | 4.6 | 4.7 | 4.4 | 4.9 | 4.3 |
| Safety on the Vehicle | 4.5 | 4.9 | 4.7 | 4.5 | 4.3 | 4 | 4.4 | 4.3 | 4.3 | 4.5 | 4.5 |
| Customer Service - Reservations | 4.4 | 4.1 | 4.7 | 4.6 | 4.4 | 3 | 4.2 | 4.2 | 4.3 | 4.1 | 4.3 |
| Ability to Transfer | 4.3 | 4.3 | 3.8 | 4.2 | 4.5 | 5 | 4.2 | 4.2 | 4.1 | 4.2 | 4.7 |
| Affordability | 4.2 | 5 | 3.9 | 4.5 | 4.2 | 5 | 4.3 | 4.3 | 4.1 | 4.6 | 4.3 |
| On-Time Arrivals | 4.1 | 4.7 | 4.6 | 3.9 | 4 | 5 | 4 | 4.1 | 4 | 3.9 | 4.8 |
| Timeliness of Drop-Off | 4.1 | 3.7 | 4 | 4 | 4.1 | 5 | 3.9 | 4 | 4.3 | 3.5 | 4 |
| Length of Trips | 4 | 4.4 | 4.4 | 3.9 | 3.9 | 5 | 3.8 | 4.2 | 4.1 | 3.6 | 4.3 |
| Timeliness of Pick-Up | 4 | 4.7 | 4 | 3.9 | 4 | 5 | 3.8 | 4 | 4 | 3.7 | 4.5 |
| Vehicle Location Updates | 3.9 | 3.8 | 3.5 | 4 | 4 | 4 | 3.6 | 4.6 | 4.1 | 3.5 | 4.5 |

SAFETY & CLEANLINESS

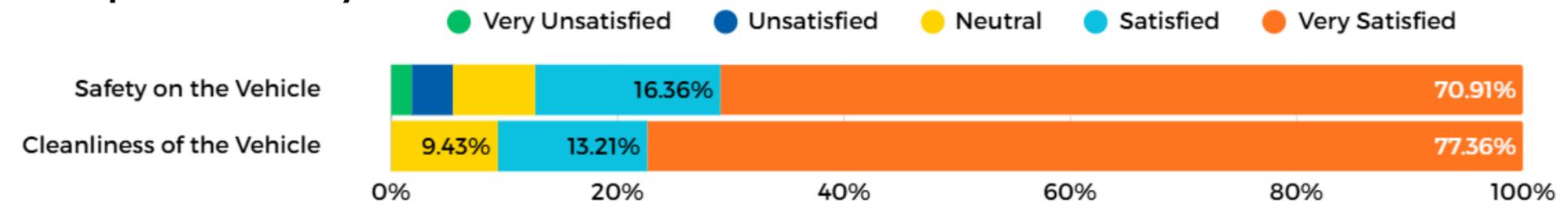
Perception of safety on fixed-route buses.



Perception of cleanliness on fixed-route buses.



Perception of safety and cleanliness on Flexible Services vehicles.



KEY TAKEAWAYS

➔ Safety and cleanliness onboard buses and at bus stops are priorities for most riders.

➔ Consistent with findings from previous surveys frequent service, faster trip times and service reliability continue to be high priorities.

➔ Passengers continue to report to be highly satisfied with fares and payment methods.

QUESTIONS?