



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Minority Citizens Advisory Committee

DATE: Nov. 8, 2006

FR: Catalina Alvarado

W.I.:

RE: Update Regarding MTC's Transit Passenger Survey

As previously discussed with you, MTC is conducting a demographic survey of a sample of the region's transit passengers beginning this fall. A consultant with expertise in surveys and sampling was selected to lead the project, and interviewing is now underway; interviews will continue through mid-January. The draft Final Report is due from the consultant in late February 2007.

To give you an update on the status of the project, attached are the following materials:

- Attachment 1: Sample sizes for each transit operator (Target number for completed interviews)
- Attachment 2: Field data collection schedule
- Attachment 3: The survey instrument, in English (also available in Spanish, Mandarin, Vietnamese)

As a reminder, the ethnicity questions' wording is based upon the most recent U.S. Census categories to ensure comparability with demographic data for neighborhoods adjacent to the transit routes.

A similar update was provided to MTC's Regional Welfare to Work Transportation Working Group last month. Below are some questions they raised, along with responses.

Q. Please explain about the sampling process.

A. See memorandum (Attachment 4) from Godbe Research.

Q. What is the budget for the project?

A. Although the exact dollar amount of the contract may change as a result of ongoing negotiations, the amount as of this writing is \$390,580. This of course does not include the cost of MTC or transit operators' staff time.

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Q. Will you include questions about: do you rent/own, and how long have you lived at your address?

A. Although these two housing questions relate to transit passenger demographics, we are focusing on gender, ethnicity, income, and age in this survey.

Q. Can you include a question about whether the trip involves one or more transfers?

A. Since the purpose of this survey is about transit passenger demographics (gender, ethnicity, income, and age) we cannot add any additional questions that do not directly relate to these demographics.

Q. What will happen if the results differ from survey results that operators have done on their own?

A. It would mean that the sampling plans were different. MTC's plans are outlined in this memorandum's attachments. Many of the transit operators opt for a much larger sample size, which is good. However, many of the operators have survey workers distribute the questionnaire to everybody on the bus, train, ferry or station, and hope to get as many completed surveys as possible returned to them. One problem with this is that there may be certain demographic groups that don't like to fill out survey forms. Instead, MTC's approach will utilize trained interviewers who will wait and watch as each nth selected passenger completes the survey form, as we believe that this will result in a higher response rate and more accurate responses.

MTC Senior Planner James Corless will be at the MCAC meeting to answer questions on this project.

Attachment 1:
Sample Sizes for Each Transit Operator

Relative Size	Provider	Average # of Weekday Riders		%	Average # of Weekend Riders		Target for Completed Interviews
		In Thousands	In Thousands		In Thousands	In Thousands	
Very Large	MUNI (bus)	280	193			1000	
	MUNI (trolley)	239	223			1000	
	MUNI (rail)	146	160			1000	
	Subtotals	665	576	43%		3,000	21%
Large	AC Transit (local)	159	114			750	
	VTA (bus)	101	103			600	
	Subtotals	260	217	17%		1,350	10%
Medium	BART	335	288			500	
	SAMTRANS	50	24			500	
	VTA (rail)	36	50			500	
	CALTRAIN	33	17			500	
	MUNI (cable car)	22	43			500	
	Subtotals	476	422	31%		2,500	18%
Small	GCCTA	16	6			400	
	GG Ferry (regional bus)	15	11			400	
	ACE	14	0			400	
	GG Ferry (local bus)	11	6			400	
	Santa Rosa City Bus	10	5			400	
	Tri Delta Transit	9	1			400	
	WHEELS	8	6			400	
	AC Transit (transbay)	8	3			400	
	Vallejo (bus)	8	3			400	
	GG Ferry (ferry)	7	3			400	
	Sonoma County Transit	6	3			400	
	WestCAT	6	2			400	
	VINE	3	2			400	
	Fairfield-Suisun Transit	3	1			400	
Union City Transit	2	1			400		
Alameda/Oakland Ferry	1	1			400		
Vallejo (ferry)	1	1			400		
Vacaville City Coach	1	1			400		
Subtotals	129	56	8%		7,200	51%	
Grand Totals		1,530	1,271	100%		14,050	

Attachment 3:
Survey Instrument

MTC 2006 TRANSIT PASSENGER DEMOGRAPHICS SURVEY

Godbe Research has been commissioned by the Metropolitan Transportation Commission and this transit operator to conduct a survey to understand better who takes public transportation in the area and to better serve riders like yourself. It will take just a couple of minutes.

1. When you board this Bus/Ferry/Train/Trolley, where were you coming from? Was it from...?

- Work
- Home
- School or College
- Taking care of personal business/errands
- Recreation or entertainment
- Shopping
- Visiting friends or family
- A doctor's office or medical provider
- The Airport
- Other [SPECIFY: _____]

2. Where are you going to? Is it to...?

- Work
- Home
- School or College
- Taking care of personal business/errands
- Recreation or entertainment
- Shopping
- Visiting friends or family
- A doctor's office or medical provider
- The Airport
- Other [SPECIFY: _____]

3. For this trip going between the two locations you just mentioned, what will be your total traveling time, including time for walking, waiting and any route connections? Please think of the nearest total number of minutes.

- Less than 10 minutes
- 10 to 19 minutes
- 20 to 29 minutes
- 30 to 39 minutes
- 40 to 49 minutes
- 50 to 59 minutes
- 60 to 74 minutes
- 75 to 90 minutes
- More than 90 minutes

4. How often do you travel between these two locations, whether or not you take this transit route, a different route or a different type of transportation?

- 6 to 7 days per week
- 4 to 5 days per week
- 1 to 3 days per week
- Less than once a week or on occasion
- Your first time taking this trip

5. How did you pay for your fare on this trip?

- Cash
- Credit or debit card
- TransLink
- Daily, weekly, monthly or multiple ride ticket or pass
- Employee pass paid for by private company
- Pass paid for by homeowner's association
- Employee pass paid for by transit agency or dependent-
- Transfer
- Other [SPECIFY: _____]

6. What is your fare category? Is it...

- Adult
- Senior
- Youth or Student
- Disabled

7. For this trip today, did you take public transit because an automobile was not available to you?

- Yes [CONTINUE]
- No [SKIP TO Q10]

8. Do you normally have an automobile available to you for trips like today's trip?

- Yes [CONTINUE]
- No [SKIP TO Q10]

9. Does it normally create inconvenience for others to have the automobile available to you?

- Yes
- No

10. What is your home zip code? _____

11. What city do you live in? _____

12. What is your age?

- Under 13
- 13 to 17
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

13. [IF Q12 = 18 or older] How many children under age 13 live with you who depend on public transit for trips to school or for other purposes?

14. How many people are in your household, including yourself? _____

15. Are you Spanish, Hispanic or Latino?

- Yes
- No

16. What is your race or ethnic identification?

- White
- Black/African American
- Asian
- Native Hawaiian or Pacific Islander
- American Indian or Alaska Native
- Other [SPECIFY: _____]

17. Which of the following best describes the total income including everyone in your household before taxes in 2006?

- Under \$15,000
- \$15,000 to \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or higher

These are all the questions we have for you today. Thank you very much for your time and participation!

Interviewer, please fill information in the following fields.

INTERVIEWER ID: _____
TRANSIT SYSTEM: _____
STARTING LOCATION: _____ DIRECTION: _____
ROUTE NUMBER: _____ VEHICLE NUMBER: _____
INTERVIEW TIME - BEGINNING: __ AM __ PM END: __ AM __ PM
INTERVIEW LOCATION: STATION / STOP / TERMINAL INSIDE MOVING VEHICLE OR VESSEL INSIDE VEHICLE OR VESSEL AT A STATION / STOP / TERMINAL
RESPONDENT GENDER: FEMALE MALE
RESPONDENT POSITION: SITTING STANDING
INTERVIEW LANGUAGE: ENGLISH SPANISH MANDARIN VIETNAMESE
WEATHER: SUNNY PARTLY CLOUDY OVERCASTED LIGHT RAIN HEAVY RAIN / STORM
DATE: _____ TIME: _____

Attachment 4

MEMORANDUM

November 8, 2006

TO: Marc Roddin, Metropolitan Transportation Commission
FR: Bryan Godbe, President, Alice Chan, Research Director, and Bryan Murray, Senior Research Manager
RE: Interview Sampling Plan

Interviewing Protocol

There will be one interviewer assigned to each route. There will be two shifts of interviews, 6 AM to 1 PM and 1 PM to 9 PM to cover both peak and off-peak hours for each shift. In order to choose whom to interview, the interviewer will start at the front left-hand corner of the bus, train cart or ferry, and interview every n^{th} passenger, counting counter-clockwise. If a passenger refused to complete the survey, the interviewer will interview the next passenger.

Route Selection

First, the total number of interviews to be conducted is divided amongst routes running on the weekends and those running on weekdays in proportion to the average rider-ship of weekdays and weekends. Weekday routes and weekend routes were then sampled based on the proportion of the total rider-ship for each route.

For providers that have more than 4,000 weekday riders on average, and if a route comprised of more than ten percent of the total rider-ship, it is automatically selected in the interview sample. The number of interviews to be conducted on each of these routes is calculated in proportion to the percentage of riders on that route. The remaining routes that make up at least two percent of the overall provider rider-ship are then randomly sampled. The number of interviews to be conducted on each of these routes is divided evenly among the sampled routes.

For transit providers with an average weekday rider-ship of fewer than 4,000 providers, the interviews to be conducted on each route are chosen in proportion to the rider-ship of each route.

Shift Start Time

Interviewer start time will be a randomly selected bus, train or ferry that leaves in the first hour of their shift. For example, if a route has a bus that leaves the first stop at 6:00 AM, another leaving at 6:20 AM, and a third leaving at 6:40 AM, the interviewer will have one of those three randomly selected as the beginning of his/her shift.

