

Memorandum:

To: City of Florence Transportation Committee

From: Clare Kurth, Assistant Planner

Meeting Date: July 18, 2023

Subject: Transportation Committee LTD Ridership Survey Discussion

Introduction

The 2023 – 2025 Biennium Work Plan has several objectives and tasks related to transportation and transit services. Lane Transit District (LTD) provided three samples of recent ridership surveys as a starting point for the Florence Transportation Committee (or subcommittee) to develop a ridership survey to help inform future work and research on transit related work plan items and assess ridership satisfaction overtime. Conducting a ridership survey in preparation of upcoming shelter improvements may be beneficial to determine how riders perceive the changes. Using the LTD examples as a template to craft the final questions will also create consistency for comparison of other LTD services and Florence's transit services.

Ridership Surveys Attached:

Three ridership surveys are attached to this memo for review and use as a template

1) LTD Customer Survey – November 2019

2) 2023 ABBG Customer Satisfaction Survey

3) RideSource Quarterly Survey

Related 2023 – 2025 Work Plan Items - Transportation: Transit Service (p. 27):

Objective: Transit Stop Management

Task: Investigate safety and identify solutions for transit stop abuse

Objective: Perform a Transit Ridership survey

Objective: Research and adopt transit amenity design standards

Objective: Support local transit promotion and improvements

Review the attached ridership surveys considering how these surveys can be adjusted or modified to better address local Florence concerns including how they can inform further research and discussion on the above-mentioned work plan

items. Some consideration for tying this to work plan items may include questions relating to transit amenities and design preferences, safety concerns, or opinions for transitioning to electronic ticketing, as examples.

Survey Discussion:

Topics of discussion may be frequency of distributing surveys, methods to distribute the survey, questions Committee members like on the survey, other questions to consider including, and any other consideration the Committee would like to discuss. Below are some considerations for the discussion on the ridership surveys.

Distribution Considerations:

- How often should surveys be distributed?
 - o Example: monthly, quarterly, yearly, or on a continuous basis?
- How should surveys be distributed?
 - o Example: Paper or electronically?
- Where should surveys be distributed?
 - o Example: On the transit service, public buildings, social media, or somewhere else?

Questions for Consideration:

- Which are your top 3 questions you would like to see on a Florence ridership survey?
- Which 1 to 3 questions do you think should be removed from the survey?
- What questions should be on the survey that are not included?

Items Attached:

Attachment 1: LTD Customer Survey – November 2019

Attachment 2: 2023 ABBG Customer Satisfaction Survey

Attachment 3: RideSource Quarterly Survey





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LTD Customer Survey — November 2019

If you have completed this survey in the past two weeks, check this box and complete only questions 1-19.

Please tell us about the one-way trip that you are	5. My first bus was on Route Number:	12. What was your fare payment for this one-way trip?
currently taking. An example of a one-way trip is going from home to work, even if you use more than one bus. Going from work back home would be a different one-way trip.	6. Will you use more than one bus to complete this one-way trip? No, this is my only and last bus	☐ Cash ☐ Monthly Pass ☐ Day Pass ☐ Stored value on my TouchPass ☐ Ticket from 10-Ride ☐ Employer/School Group Pass ☐ Other (specify) ☐ Differ (sp
One-way-trip:	☐ I will use a second bus route #	☐ Ticket from fare
☆ -次- □- □-次-	☐ I will use a third bus route #	machine
	7. Where will you get off the last bus? Station name	13. How many separate one-way LTD trips will you make today? (circle a number)
1. Where did you START this one-way trip?	Or Stop location (street name)	1 2 3 4 5 6 or more
(Mark the one best answer)	(and nearest cross street)	14. Including today, how many days have you ridden LTD in
☐ Home ☐ Medical/Dental Appointment ☐ Work/Work-related ☐ Social Service Appointment	City: Eugene Springfield Other	the past week? (circle a number)
College Visiting Others	oity. Lugerie Springheid Other	1 2 3 4 5 6 7
☐ Middle/High School ☐ Entertainment/Recreation ☐ Store or Restaurant ☐ Other (specify)	8. How will you get to your destination when you get off the last bus?	15. Do you have a valid driver's license? Yes No
	☐ Walk ☐ Take EmGo or Cottage Grove	16. How many <u>others</u> in the househo l d have valid licenses?
2. My Starting Point was located at:	Drive allone Connector	0-none 1 2 3 4 or more
Address (such as 123 W 1st Ave)	☐ Drive with another ☐ Wheelchair/Scooter rider and park ☐ Bike and put bike on bus/EMX	17. How many working vehicles are owned or leased by your
Or Cross streets (such as E. 18th Ave & Pearl)	☐ Drop off by someone ☐ Bike and leave bike at/near	household?
City: Eugene Springfield Other	Drop off by a taxi, bus stop/station Uber, or Lyft Other (specify)	0-none 1 2 3 4 or more
3. How did you get to the first bus stop?		18. Please mark all of the following that apply to you. Are you:
☐ Walked ☐ Dropped off by EmGo or Cottage	9. Where will you END this one-way trip?	Employed for pay <u>outside</u> Other student your home Stay at home parent/
Drove alone Grove Connector	☐ Home ☐ Medical/Dental Appoinment	Employed for pay in your caregiver
☐ Drove with another ☐ Wheelchair/Scooter rider and parked ☐ Biked and put bike on bus/EMX	☐ Work/Work-related ☐ Social Service Appointment	home Retired U0 student Unemployed
☐ Dropped off by ☐ Biked and left bike at/near bus	College Visiting Others Middle/High School Entertainment/Recreation	U0 student Unemployed LCC student Disabled
someone stop/station	Store or Restaurant Other (specify)	☐ Middle/High School
☐ Dropped off by a taxi, ☐ Other (specify) Uber, or Lyft		student
ober, or Lyit	10. My Ending Point is located at:	19. What is your age?
4. Where did you get on the first bus?	Address (such as 123 W 1st Ave)	
Station name	Or Cross streets (such as E. 18th Ave & Pearl)	If you have completed this survey during the past two
Or Stop location (street name)	City: Lugene Springfielld Other	weeks, please stop here and return the questionnaire to the Surveyor.
(and nearest cross street)	44 814	If you have not completed this survey during the past
City: Eugene Springfield Other	11. Did you use the TouchPass mobile app/card to pay for this ride?	two weeks, please turn the survey over and complete
0204	Yes No	the questions on the back.



LTD Customer Survey — November 2019

bus today? (Mark all that apply) No assistance Travel training Lift/Ramp Personal assistant Stop announcements Service animal Driver assistance Other (specify) 21. How did you get route and schedule information for LTD?	23. Wha	No mobile Smartpho at is your Less than	nal cell ph	none ternet acc	ehold inc \$45,000	ome? to \$54,999 to \$74,999	(Please mark all that describe you) African-American/Black Native American Indian Asian Alaska Native Caucasian/White Other 27. How well do you speak English?
(Mark all that apply) Rider's Digest Telephone Bus Operators Google maps Bus Operators Customer Service staff at station Email allerts Info posted at stops/stations Other (specify)		\$15,000 t \$25,000 t \$35,000 t	0 \$14,999 0 \$24,999 0 \$34,999 0 \$44,999 eople live)	\$75,000 \$100,00	to \$99,999 0 or more	Very well Well Not well Not at all 28. What language do you most often speak at home? English Spanish Other
22. If transit service were not available, how would you make this kind of trip? Drive alone Walk Get a ride Carpool Taxi/Lyft/Uber Bicycle I would not make this trip Other (specify)	25. Are	you of Hi Yes [spanic or	Latino d	escent?		29. Do you identify as Male Female Non-binary Comments:
In the past 30 days, how well has LTD met your t		ation ne	eds in e	each of	these a		
30. How often your bus runs 7	;II 6	5	4	3	2	poorly	
31. How often your bus is on schedule	6	5	4	3	2	1	
32. Comfort while waiting for the bus	6	5	4	3	2	1	
33. Comfort while riding the bus	6	5	4	3	2	1	
34. Sense of safety riding with other passengers	6	5	4	3	2	1	
35. Helpfulness of LTD drivers 7	6	5	4	3	2	1	
36. Schedule information at bus stops or stations	6	5	4	3	2	1	
37. Helpfulness of customer service employees	6	5	4	3	2	1	
38. Information obtained from LTD website 7	6	5	4	3	2	1	
39. OVERALL, how do you rate LTD services? 7	6	5	4	3	2	1	
40. In what year did you begin using LTD buses?	□ 20			016			

Introduction

We want to know how we are doing. What are the most important things to you when you choose to ride the bus? Are there things we are getting right and areas where we can we improve? If you are not currently riding the bus, what would get you on board? We want to hear from you no matter how often you ride. Lane Transit District is doing a survey with other transit agencies across the nation to hear from our community about transit and learn from other agencies.

The survey is easy to take: we ask you to share with us how much you agree to a series of statements about our service. The survey takes about 4-5 minutes to complete. Your information is confidential and will be used to help us plan for the future.

Please complete the survey only once.

Thank you for your time.

Accessibility Statement

Next

Detailed Questions Part 1

The following statements relate to the availability, accessibility, information and travel time of your bus service.

Simply click the column that best describes your reaction to each of the following statements:

×	1.	A٧	ail	ab	ili	ty
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•	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	Don't Know
The buses operate on the days and at the times that I need them		Ö	Ó	9		Ó
The bus routes are conveniently located for me	0	0	0	0	0	0
* 2. Ease of use						
	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	Don't Know
It is easy for me to get on and off the bus	9.3	9.3) Para		ÓH
It is convenient to pay the bus fare / buy tickets or passes	0			0	0	
* 3. Information			·			
	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	Don't Know
It is easy to get information about the bus services	9.4					9
It is easy to find out if the buses are running on schedule	0	\circ	0	0		\circ
If there are problems, I can easily get information about alternative routes or schedules	0.6		8		O V	ò
* 4. Time						
	Agree Strongly	Agree	Neutral.	Disagree	Disagree Strongly	Don't Know
The bus usually runs on time				9.0		
The bus gets me to my destination in a reasonable amount of time	0		0	0	\circ	0
		Prev	Next			

Detailed Questions Part 2

The following statements relate to the customer care, comfort, security and environmental impact of your bus service.

Simply click the column that best describes your reaction to each of the following statements:

* 5. Customer Care						
	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	Don't Know
Bus drivers are helpful and professional	0	0	\circ	0	0	0
Bus drivers look professional (appropriate uniform and neat)	0	0	0	0	0	0
The transit agency is responsive to customer complaints/problems	0	0	0	0	0	\bigcirc
* 6. Comfort						
	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	Don't Know
The bus is well driven	0	\circ	0		\bigcirc	. ()
The bus provides a comfortable environment	0	(0	0	0	\circ
There is enough seating/space on the bus		\bigcirc	O		0	\bigcirc
The bus is clean	0	\bigcirc	0	0	\circ	\bigcirc
* 7. Security						
	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	Don't Know
I feel safe and secure waiting for my bus	0	0	0	\circ	\bigcirc	\bigcirc
I feel safe riding on the bus	0		0	0		\bigcirc
* 8. Environmental Impa	ct					
	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	Don't Know
The bus helps to reduce pollution		0	0	0	\circ	0
						

Overall Satisfaction and Priority

	Very Satisfied	Satisfied	Neither	Dissatisfied	Very Dissatisfied	Don't Know
How satisfied are you overall with the bus service?		Ö		0	Ó	
* 10. How likely is	it that you would recor	nmend the bus	service to a fri	end or family m	ember? (0 not like	ely at all, 10
very likely):						
○ 0	O 1		2		○ 3	
	○ 5		<u> </u>		○ 7	
8 * 11. What are the only)) 9 3 most important areas	s of service for	○ 10 you as a user (o f public transp o	○ Don't Know ort? (Please specif	fy 3 categori o 3rd
* 11. What are the only)	3 most important areas				ort? (Please speci	
* 11. What are the only) Availability (frequency	3 most important areas				ort? (Please speci	
* 11. What are the only) Availability (frequency Ease of use (ease of	3 most important areas of the buses, hours of oper getting on and off the bus)	ration)	you as a user (ort? (Please speci	
* 11. What are the only) Availability (frequency Ease of use (ease of information (availability))	3 most important areas of the buses, hours of oper getting on and off the bus) by and quality of maps, time	ration)	you as a user (ort? (Please speci	
* 11. What are the only) Availability (frequency Ease of use (ease of Information (availability))	3 most important areas of the buses, hours of oper getting on and off the bus)	ration)	you as a user (ort? (Please speci	
* 11. What are the only) Availability (frequency Ease of use (ease of information (availability Time (travel time and	3 most important areas of the buses, hours of oper getting on and off the bus) by and quality of maps, time	ration) tables and informa	you as a user o		ort? (Please speci	
* 11. What are the only) Availability (frequency Ease of use (ease of Information (availability Time (travel time and Customer Care (helpf complaints)	3 most important areas of the buses, hours of oper getting on and off the bus) by and quality of maps, times on-time departure/arrival)	ration). tables and informa s, responding to yo	you as a user o		ort? (Please speci	
* 11. What are the only) Availability (frequency Ease of use (ease of Information (availability Time (travel time and Customer Care (helpf complaints)	3 most important areas of the buses, hours of oper getting on and off the bus) by and quality of maps, time on-time departure/arrival) ul, well groomed employees journey, cleanliness, crowdi	ration). tables and informa s, responding to yo	you as a user o		ort? (Please speci	

Your Details

() \$15,000-\$24,999

* 12. What is your current age?	
C Less than 18	
0 18 to 29 - 12 1- 13 1-	
○ 30 to 39	
(_) 40 to 49	
○ 50 to 65	
() More than 65	
* 13. What is your gender?	
() Male	
() Female	
Non-binary	
Prefer not to disclose	
Other (please specify)	
* # 6 What in years mean formulant this minman ?	
* 14. What is your most frequent trip purpose?	
() Work	
Education	
Chlor chaming	
Other shopping	
U Leisure / Social	
Other Interes specific	
Other (please specify)	
* 15. How often do you use our buses?	
(Very often (every day)	
Often (at least 3 days per week)	
Sometimes (at least once per week)	
Rarely (at least once per month)	
Very rarely (less than once per month)	
16. Before the pandemic, how often did you take the bus?	
○ Very often (every day)	
Often (at least 3 days per week)	
Sometimes (at least once per week)	
Rarely (at least once per month)	
Very rarely (less than once per month)	
17. How often do you expect to take the bus <u>during the next 6 months</u> ?	
Very often (every day)	
Often (at least 3 days per week)	
Sometimes (at least 5 days per week)	
Rerely (at least once per week)	
Very rarely (less than once per month)	
Constraint from that the thinking	
18. What is your annual household income?	
<\$15,000	

\$25,000-\$49,999 \$50,000-\$74,999
\$75,000-\$99,999
\$100,000-\$149,999
<u></u> ≥\$150,000
Prefer not to state
19. How would you describe your race/ethnicity? (Select one)
◯ White / Caucasian
Black / African American
Hispanic / Latinx (of any race)
─ Asian
○ Multi-ethnic
Other
Prefer not to state
20. Please provide the zip code of the home/location from which you typically access our bus service.
21. If you have any additional comments, please write them here:
Prev Next

22. How would you prefer to receive information and provide feedback to LTD on potential service/route changes, new
services, and projects?
Check all that apply.
- In Final - 보이트를 보고 있는데 하는데 보고 있는데 하는데 하는데 하는데 하는데 하는데 하는데 하는데 하는데 하는데 하
[In-person
Online Open House
Open House
Public Meeting
Community Event
Website
By Phone
23. Which of the following transportation services do you use or have used in the last year? (Check all that apply)
RideSource
PeaceHealth Rides
Cottage Grove Connector
Diamond Express
Link Lane
Lane Transit District
Lyft/Uber
Rhody Express
Other
Prev

End

24. Thank you for your interest in Lane Transit District and wilingness to complete this survey. We value your input! All survey participants will be entered in a random drawing and eligible to win one of two \$100 gift card to Fred Meyer.

If you would like to be entered to win a prize, please provide your name and email address below:

First name	
	,
Last name	
	······································
Email address	
	Last 16 16 16 16 16 16 16 16 16 16 16 16 16
	riev Prince

RideSource Quarterly Survey

Introduction: Thank you for taking the time to respond to this survey. RideSource is here to serve you and your feedback is instrumental in helping us improve. We're interested in hearing about your experience using RideSource in the last year. At the end of this survey, you will have the opportunity to be entered into a drawing for a \$50 gift card if you provide us with a valid email address.

Please answer the following questions:

1.	Which of the following programs do you use? (Please check ALL that apply.) ☐ ADA Paratransit (\$3.50 per Ride) ☐ Medicaid - Trillium ☐ Medicaid - PacificSource
	☐ Waivered (Free Non-Medical trips)
	☐ Other / Unsure
2.	What do you typically use RideSource for? (Please check ALL that apply.)
	☐ Medical (8:00 AM - 5:00 PM)
	☐ Medical (after 5:00 PM)
	Shopping
	☐ Employment
	School
	Leisure / Social Activities
	□ Other
3.	How would you describe your race/ethnicity? (Please check ALL that apply.)
	☐ White / Caucasian
	☐ Black / African American
	☐ Hispanic / Latinx (of any race)
	☐ Asian
	☐ Multi-ethnic
	Other
	☐ Prefer not to state
4.	What is your current age?
	□ <18
	□ 19< >29
	□ 30< >39
	□ 40< >49
	□ 40< >49□ 50< >65

5.	What is your gender?
	☐ Male
	☐ Female
	□ Non-binary
	☐ Prefer not to state
6.	Are you a veteran?
	☐ Yes
	□ No
	☐ Prefer not to state
7.	When using RideSource services, do you require a vehicle with a ramp or lift? $\hfill \Box$ Yes
	□ No
	☐ Prefer not to disclose
8.	Have you had any issues accessing RideSource services due to a language barrier?
	□ Yes
	□ No
	☐ Prefer not to state
9.	What is your annual household income?
	□ <\$15,000
	□ \$15,000-\$24,999
	□ \$25,000-\$49,999
	□ \$50,000-\$74,999
	□ \$75,000-\$99,999
	□ \$100,000-\$149,999
	□ ≥\$150,000
	☐ Prefer not to state
10	. How often do you use RideSource?
	☐ Daily
	☐ Weekly
	☐ Monthly
	☐ Less than once per month
11	. How often do you use the fixed-route (regular) bus system?
	☐ Daily
	☐ Weekly
	☐ Monthly
	Less than once per month
	□ Never

For the following questions, please rank the statement from $1-5$.
1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree
12. It was easy to schedule my most recent trip. □ 1 □ 2 □ 3 □ 4 □ 5
13. The RideSource customer service agent treated me with courtesy and respect.
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 14. My ride was on time.
15. The driver treated me with courtesy and respect. ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
16. I was satisfied with my most recent trip.
17. I was satisfied with the vehicle used to transport me.
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 18. The cost of my trip was reasonable.
 19. Are you interested in an online scheduling option? ☐ Yes ☐ No To receive updates on our online scheduling option, please enter a valid email address:
20. To be entered into a drawing for a \$50 gift card, please provide a valid email address below. We do not sell or share your private information and the email address will not be linked to your anonymous survey responses. Email address: 21. Please use the text box below for any additional comments or suggestions you'd like to add All of your responses to this survey will be submitted anonymously. SAMPLE TEXT