Greater Cleveland Regional Transit Authority

---◆---

Discussion of Results of Regional On-Board Transit Survey -and- Demonstration of Data Analysis Tool

Planning & Development Committee
April 1, 2014

On-Board Survey - Overview

- **Funded w/ NOACA pass-thru STP funds**

- **Collected on all *fixed routes* for transit agencies in NOACA region**

Agency	# and % of Surveys Collected
GCRTA	30,846 (96.4%)
Laketran	822 (2.6%)
Lorain County Transit	199 (0.6%)
Medina County Public Transit	70 (0.2%)
Brunswick Transit Alternative	58 (0.2%)

On-Board Survey - Overview

- **Questions on travel patterns, transit usage and demographics**
    - Followed FTA requirements

- **Data will be used to update NOACA's Travel Demand Model**
    - Forecasts ridership to help secure federal funding for future capital projects

On-Board Survey – Contract Details

- Contract awarded on August 21, 2012 to ETC Institute ($947,893.00)
  - <u>No Change Orders</u> increasing contract amount

- Approx. $210,000 paid to local surveyors (22% of total contract amount)
  - Approx. 15,000 hours of local labor

- ETC hired 2 local surveyors to full-time positions supervising surveys in other cities

On-Board Survey – Data Collection

- **Data collected from September 2012 through October 2013**

- **Tablet PCs used for data collection**
  - 86% Response Rate

- **Nearly 32,000 surveys collected**
  - Over DOUBLE the contracted goal

On-Board Survey – Results
Age
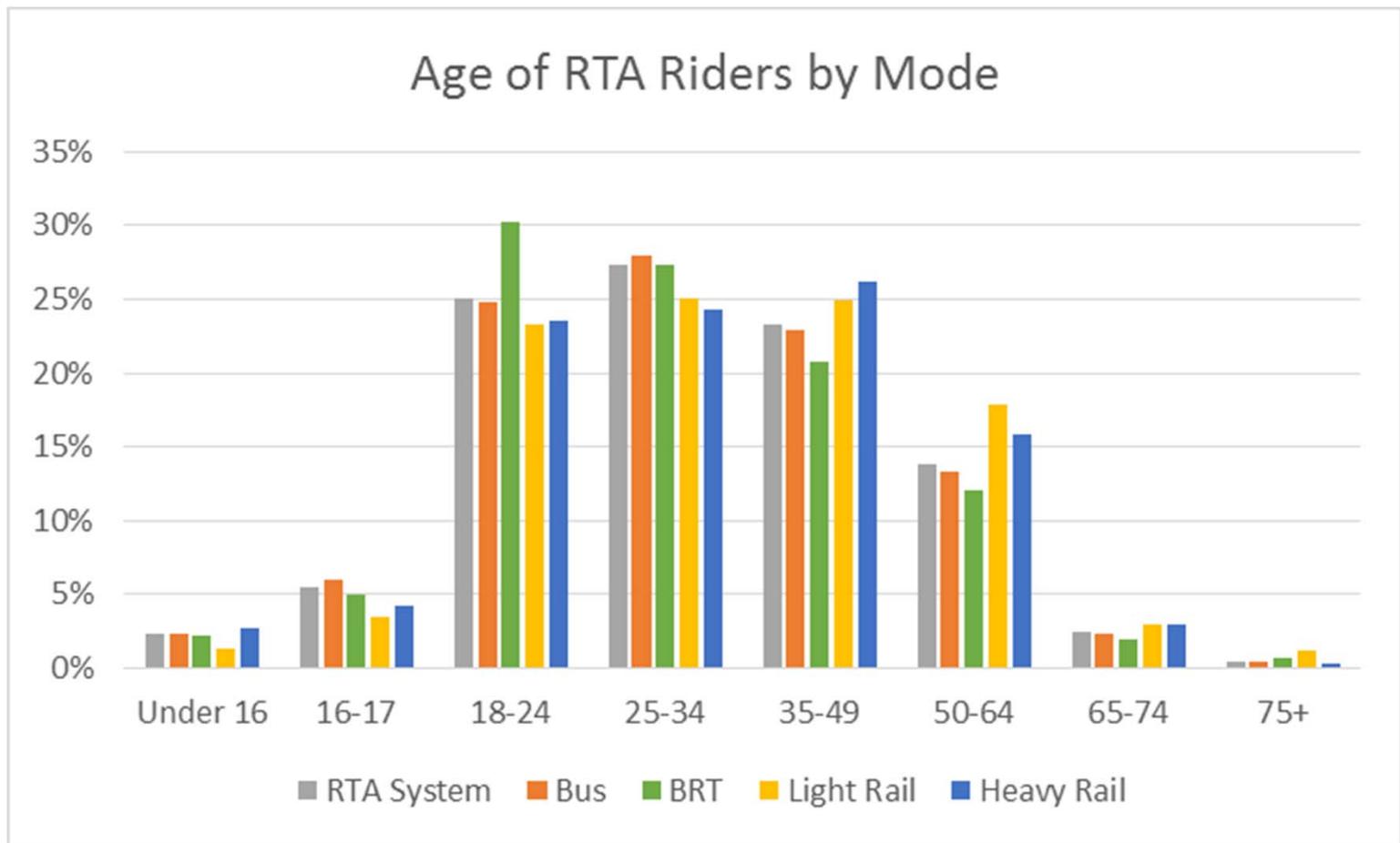
Note: Totals shown represent unlinked passenger trips for an average weekday during the school year

On-Board Survey – Results
Gender
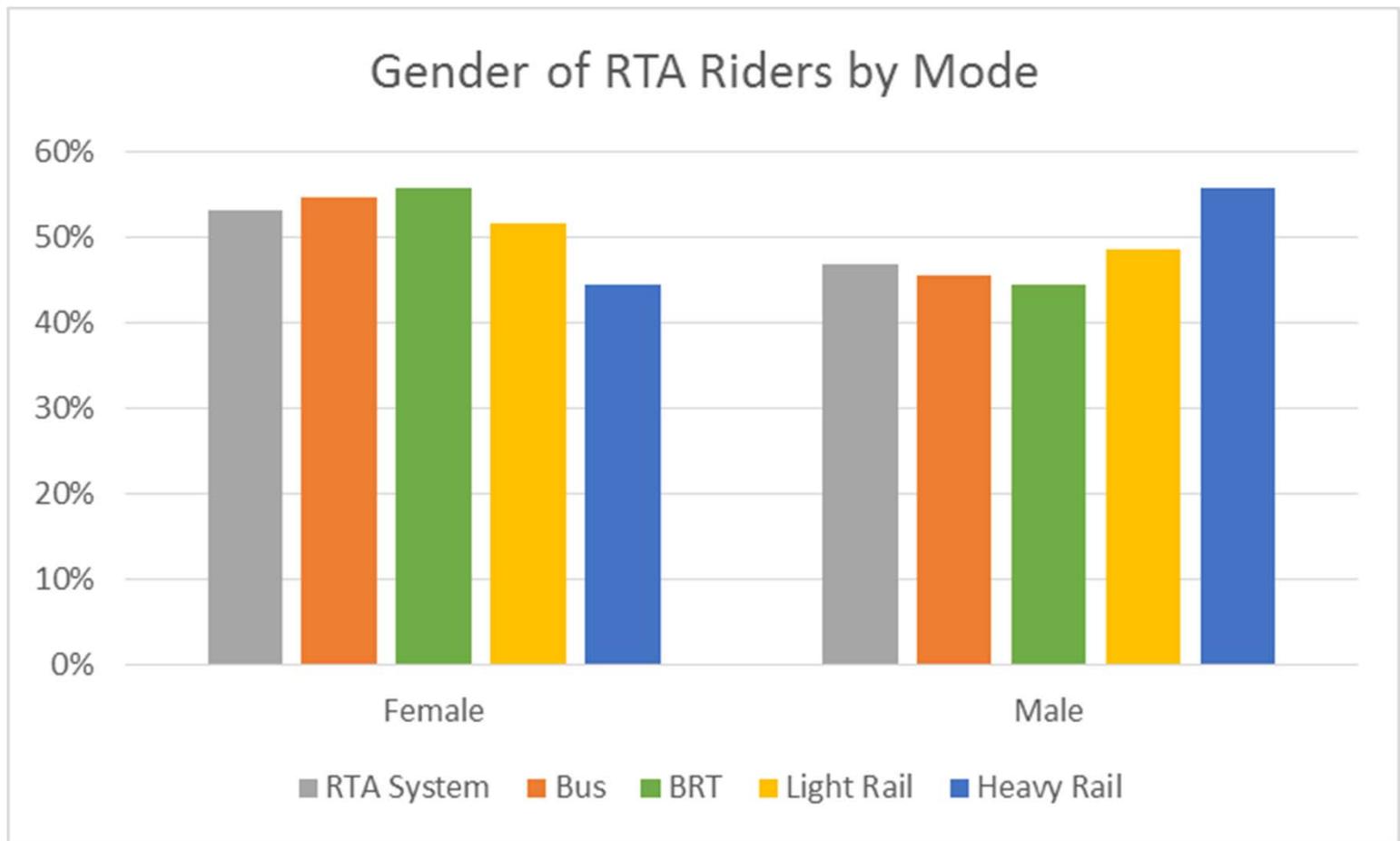
Note: Totals shown represent unlinked passenger trips for an average weekday during the school year

On-Board Survey – Results
Race
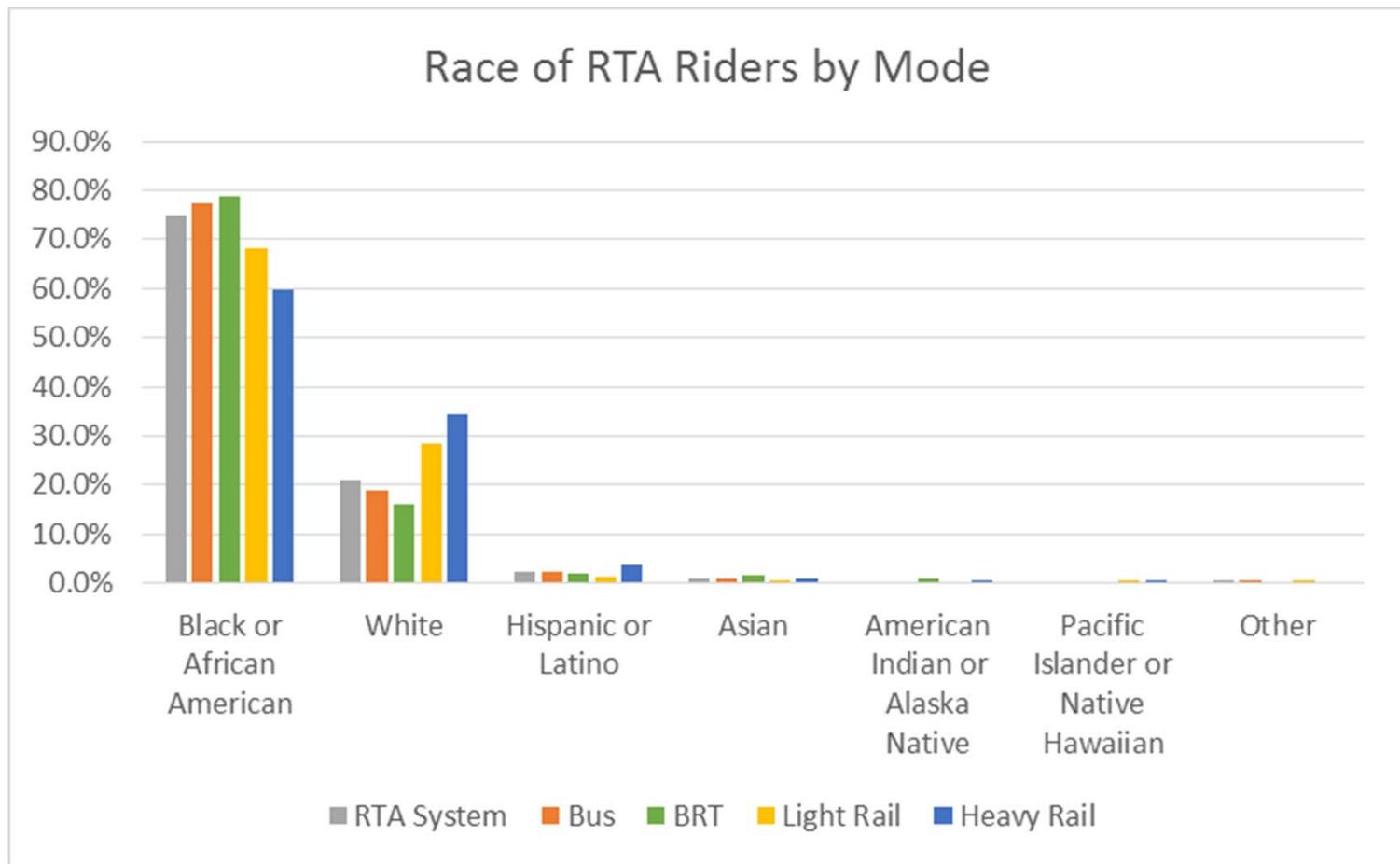
Note: Totals shown represent unlinked passenger trips for an average weekday during the school year

On-Board Survey – Results
Student Status
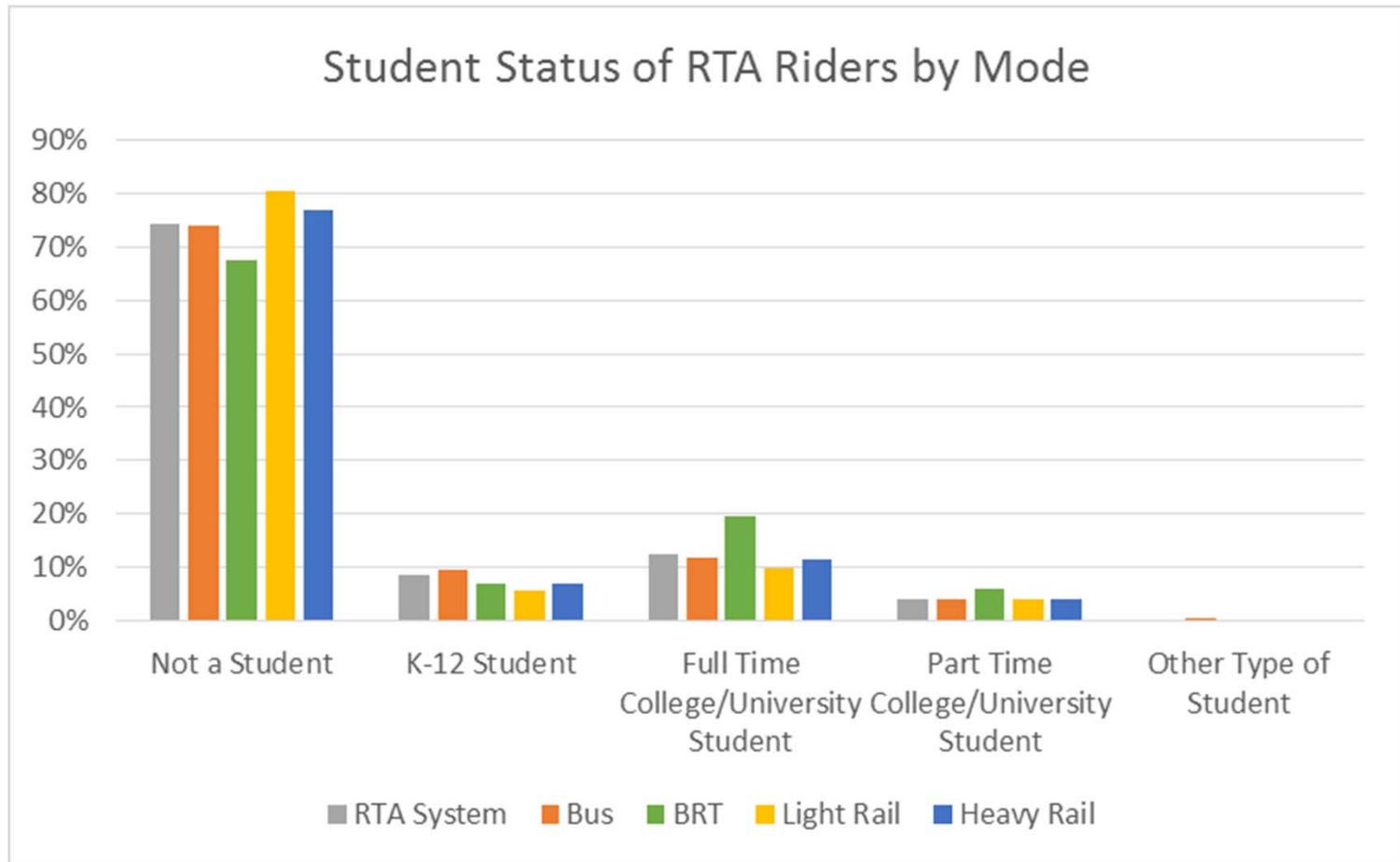
Note: Totals shown represent unlinked passenger trips for an average weekday during the school year

On-Board Survey – Results
Employment Status
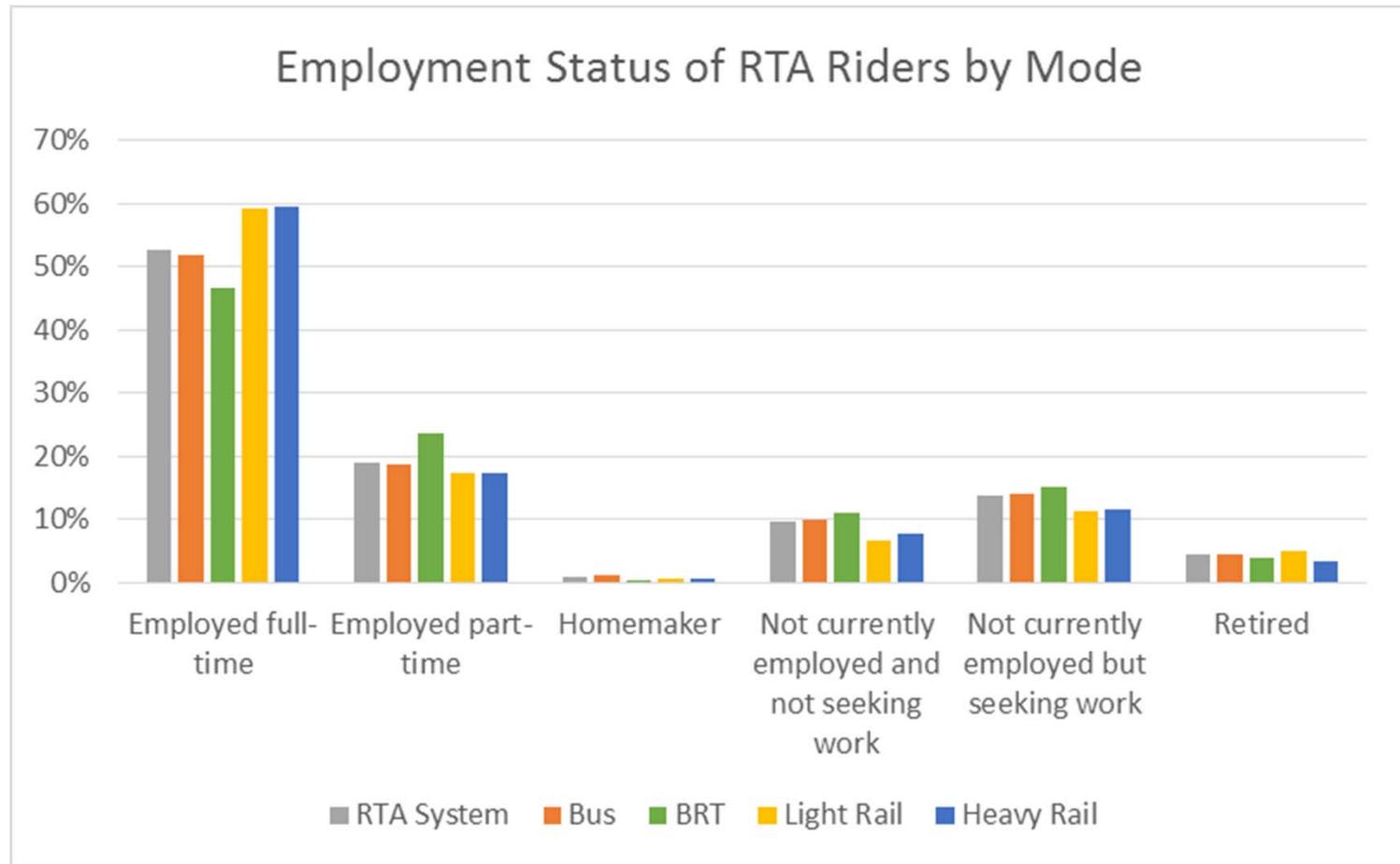
Note: Totals shown represent unlinked passenger trips for an average weekday during the school year

On-Board Survey – Results
Income
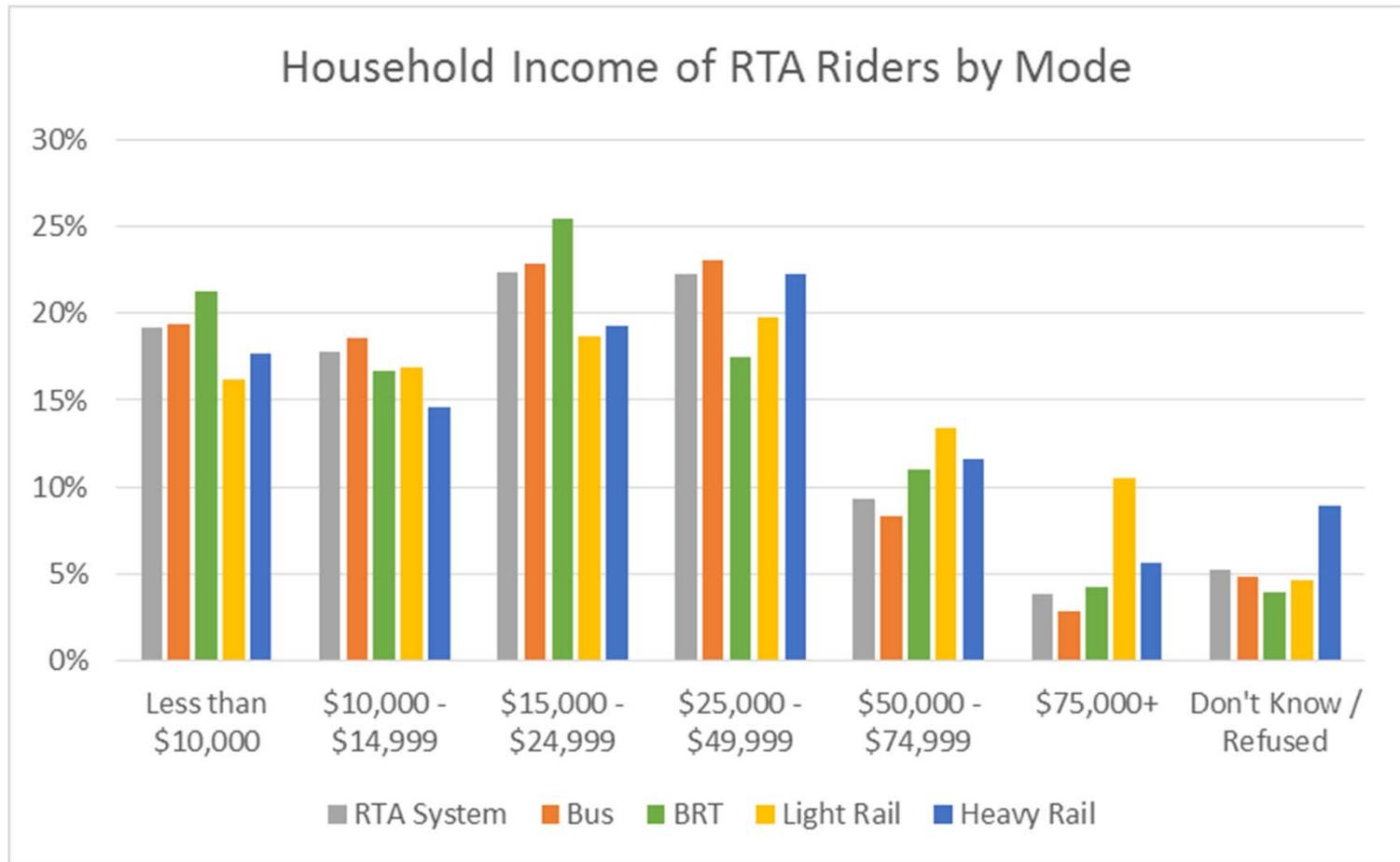
Household Income of RTA Riders by Mode

Note: Totals shown represent unlinked passenger trips for an average weekday during the school year

On-Board Survey – Results
Fare Payment
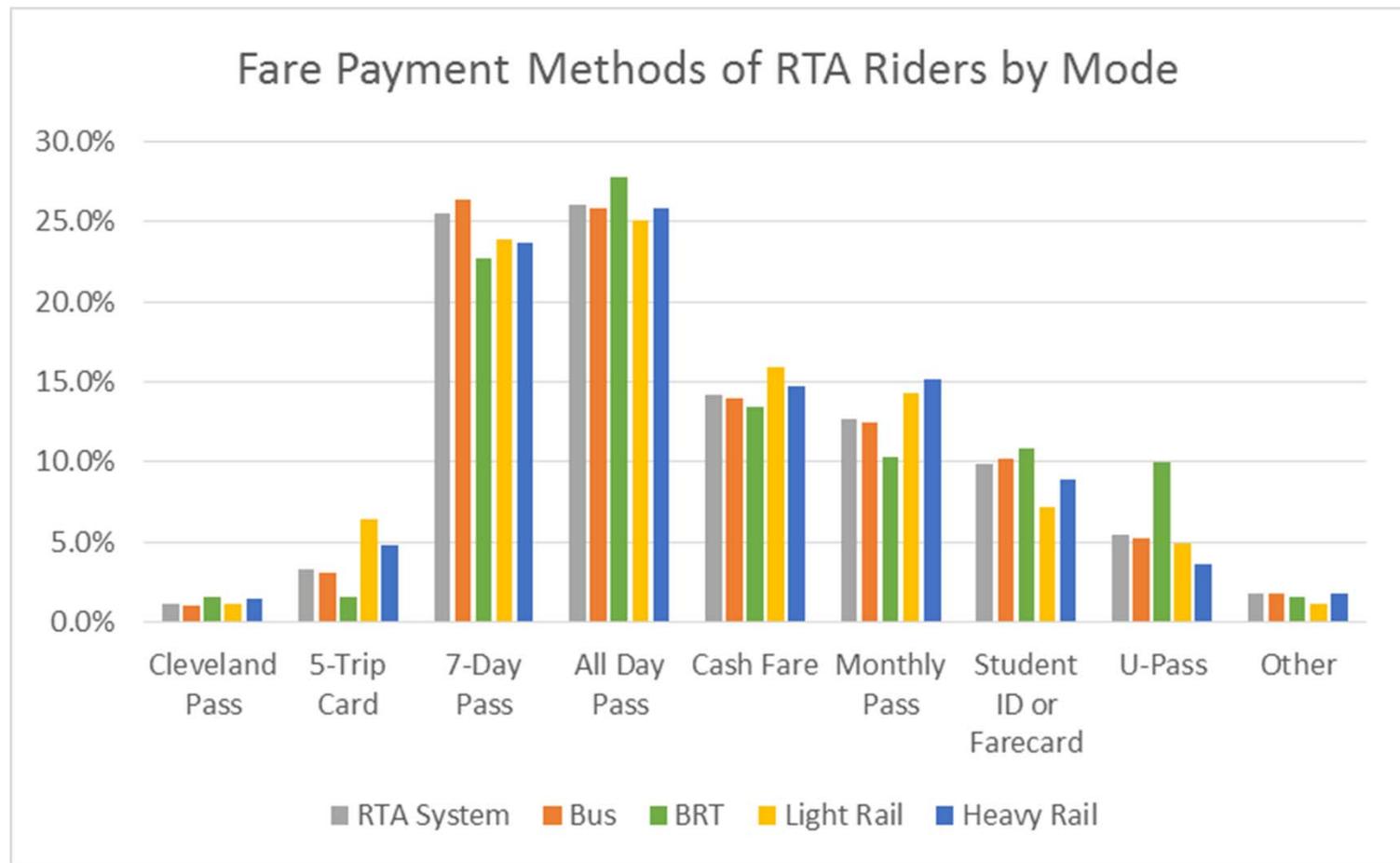
Fare Payment Methods of RTA Riders by Mode

Note: Totals shown represent unlinked passenger trips for an average weekday during the school year

On-Board Survey – Results
HealthLine Ridership
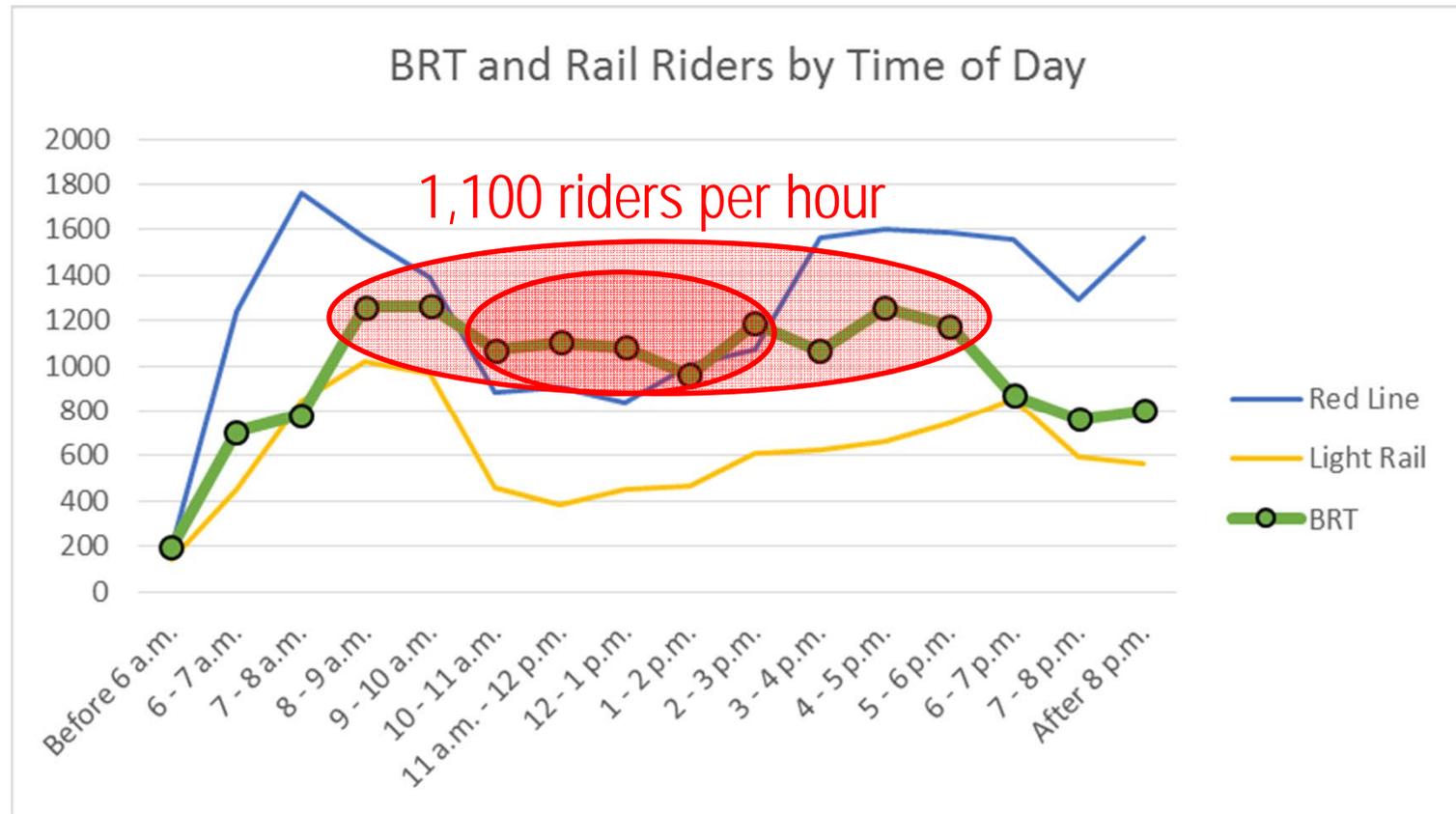
Note: Totals shown represent unlinked passenger trips for an average weekday during the school year

On-Board Survey – Results
Transit Dependency
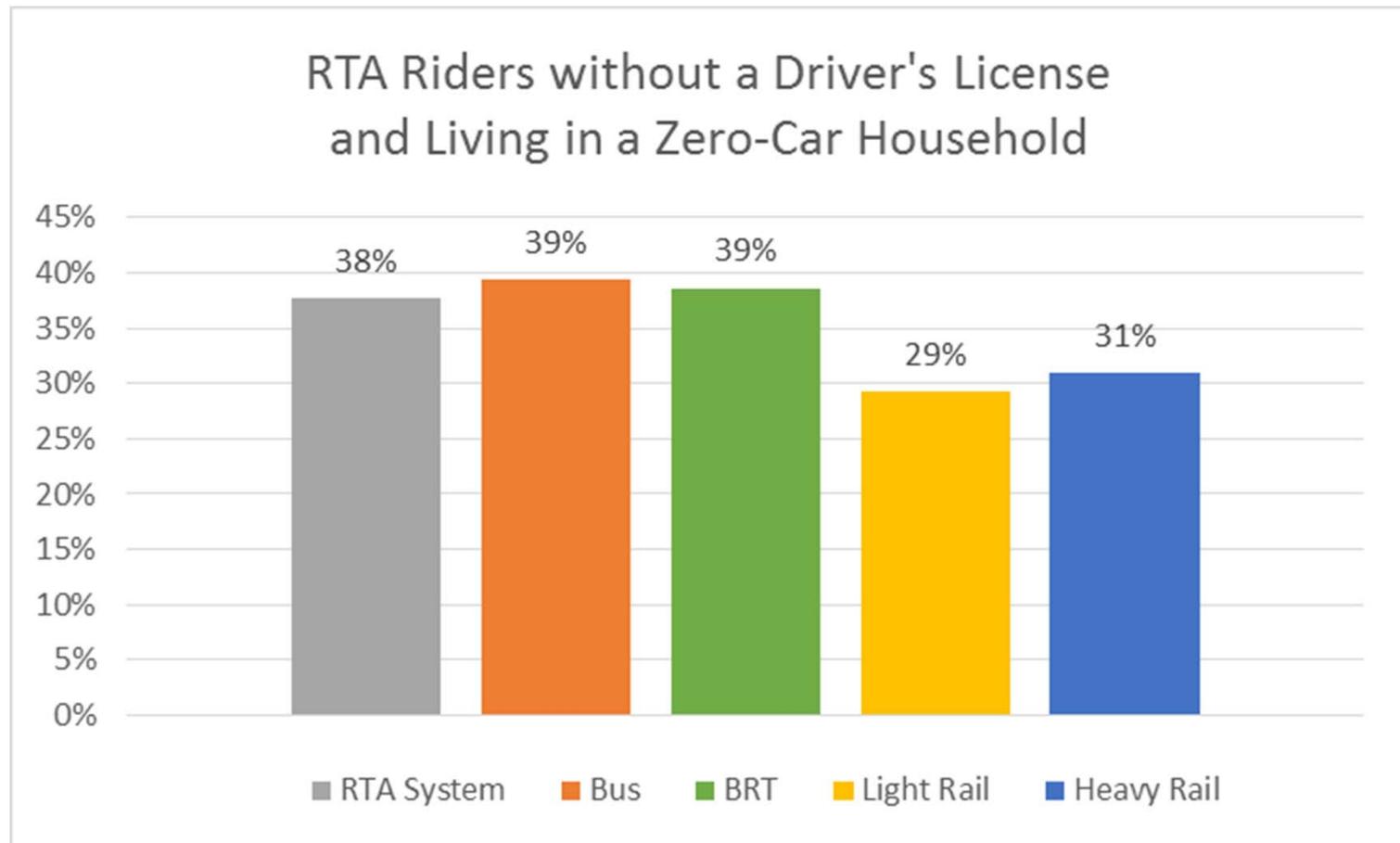
RTA Riders without a Driver's License and Living in a Zero-Car Household

- RTA System: 38%
- Bus: 39%
- BRT: 39%
- Light Rail: 29%
- Heavy Rail: 31%

Note: Totals shown represent unlinked passenger trips for an average weekday during the school year

On-Board Survey – Deliverables

- **Final Database: February 28**

- **Data Visualization Tool: March 25**
  - Online tool to assist with data analysis
  - Webinar training for RTA staff being scheduled for early April

- **Final Report: By Early April**

On-Board Survey

Thank you!

Questions?