



SOUTH CENTRAL TRANSIT AUTHORITY

TRANSIT DEVELOPMENT PLAN UPDATE

APPENDIX D

BARTA ONBOARD PASSENGER SURVEY

BARTA SPECIAL SERVICES CUSTOMER SURVEY

MARCH 2018



TABLE OF CONTENTS

1	BARTA ONBOARD PASSENGER SURVEY.....	2
	Introduction	2
	How BARTA Customers Use BARTA.....	3
	BARTA Rider Demographics	10
	Customer Satisfaction	16
	Choices Among Service Changes – Trade-Offs	25
	Cellphones/Smartphones and Ride Sharing	28
	Survey Questionnaire.....	31
	All Responses to All Questions in Order of the Questionnaire	33
	All Survey Comments.....	46
2	BARTA SPECIAL SERVICES CUSTOMER SURVEY	55
	Introduction	55
	Use of BARTA Special Services.....	55
	BARTA Special Services Rider Demographics	60
	Customer Satisfaction	62
	Cellphones/Smartphones	70
	Questionnaire	73
	Comments	75
	Simple Frequency Distributions.....	82

1 BARTA ONBOARD PASSENGER SURVEY

Introduction

Data Collection

A survey of riders was conducted on BARTA buses in November, 2017. Survey workers were trained on Wednesday, November 15 and began working immediately that day. They surveyed on November 15 through 17.

Surveyors wore work-smocks with the words "Transit Survey Team" and an icon of a bus printed on them so that the bus riders would immediately understand the reason the survey staff was approaching them.

The sample was initially based on a random sample of trips. The sample was then adjusted to be certain that all routes were represented. All trips to be surveyed left from the BARTA Transportation Center at 701 Frank-lin St. in Reading.

The survey staff was instructed that once they were on the bus, they were to approach all boarding passengers, ask that they complete the survey, and ask that they give it back to the surveyor before leaving the bus.

In this manner 1,239 BARTA riders were surveyed and provide a robust sample of the ridership.

In several places in this report, comparisons will be made between transit rider characteristics nationally and at BARTA. The source of the national characteristics is the report "Who Rides Public Transportation," prepared by CJI Research and published by APTA. It is available as a PDF at the APTA website.

<http://www.apta.com/resources/reportsandpublications/Documents/APTA-Who-Rides-Public-Transportation-2017.pdf>

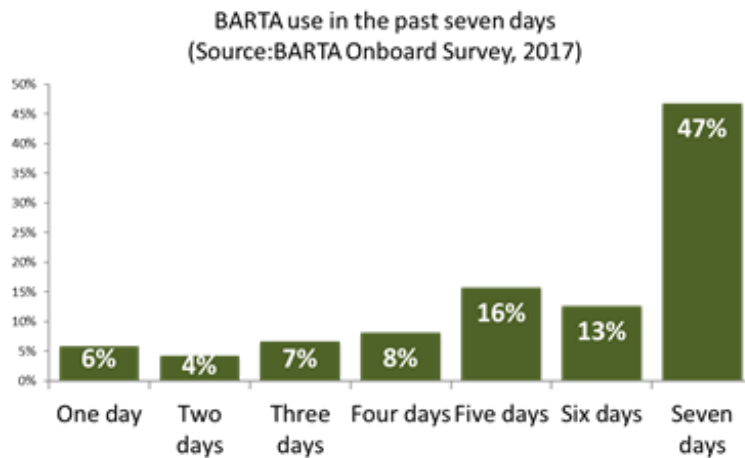


How BARTA Customers Use BARTA

Using BARTA

Almost half (47%) of BARTA customers use the system every day of the week. Another 13% use BARTA six days a week, 16% five days a week, and 8% four days a week. The latter three usage categories are fairly typical commuting patterns. The balance of customers (17%) use the services of BARTA only occasionally.

Figure 1 Using BARTA in Past Seven Days



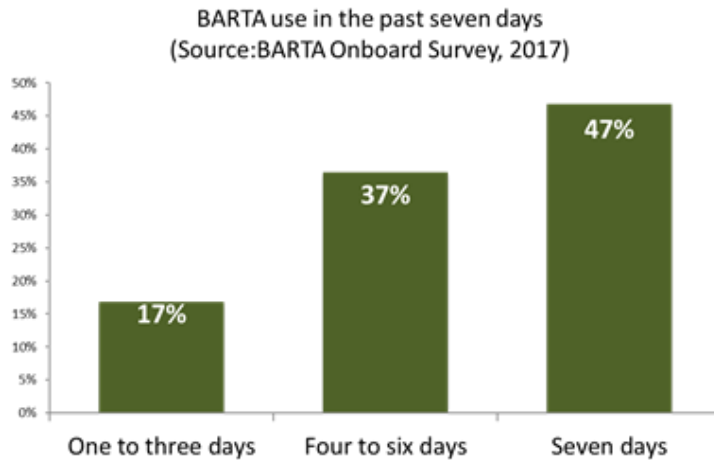
Customer Segments

For further analysis in this report, these customer segments are grouped into three categories as shown in Figure 2.

Forty-seven percent (47%) of BARTA riders use the service seven days a week. Another 37% use BARTA from 4 to 6 days a week, while the balance, 17%, use it from one to four days a week.

The frequency of using BARTA is a convenient segmenting device for understanding customer responses. Clearly, the frequency with which people use the service is likely to be closely related to how they use BARTA and to have an impact on their perceptions of the service. It is for this reason that we use this segmenting device.

Figure 2 Rider Segments - Using BARTA in Past Seven Days

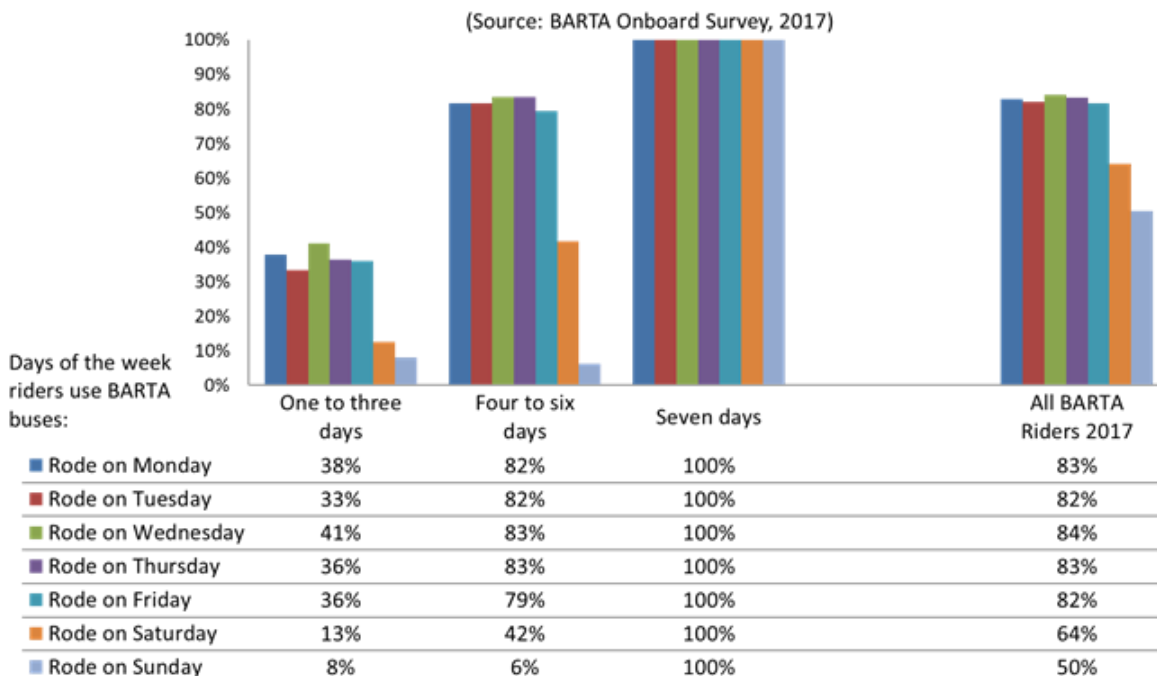


Days of the Week on Which BARTA Customers Use the Bus

The seven-day-a-week-riders, obviously use the bus each weekday and each weekend day.

- The four to six-day riders use the buses primarily during the week, Monday through Friday, with a major drop off on Saturday and very few riders on Sunday. This pattern suggests that they are largely commuting to jobs that involve regular work-week hours.
- Those who use BARTA buses only occasionally, from one to three days, are also more likely to ride during the week rather than weekends. In this segment, while the percent who travel on each weekday varies somewhat day by day, the variation is small and unimportant.

Figure 3 On Which Days Do Customers Use BARTA?



For How Long Have Customers Been Using BARTA?

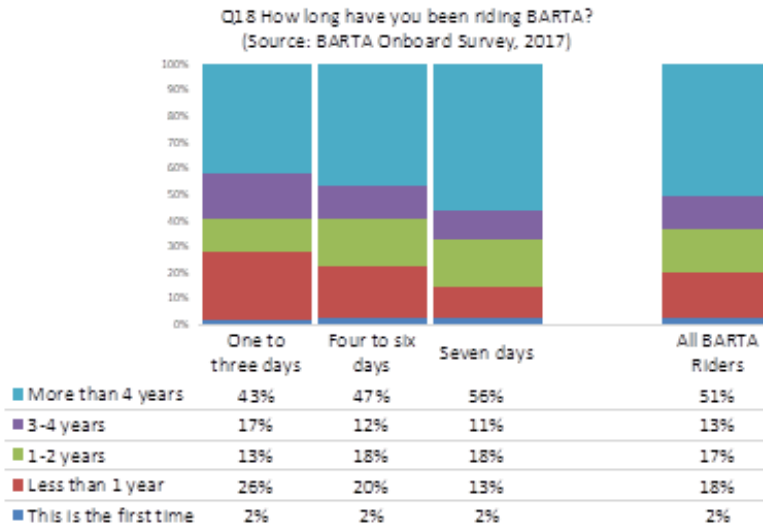
Among all riders, 51% said that they have been using BARTA buses for more than four years. At the other ex-treme, 2% said that the day on which they were surveyed was the first time they were using the BARTA buses, and another 18% said they had been using them for less than one year.

All three of the rider segments have had a substantial influx of new riders in the past year. This is especially true of the one to three-day riders, among whom 28% have started riding either on the day of the survey (2%) or during the past year.

This rate of customer turnover is fairly typical of transit systems in the United States outside of major metro-politan areas. Given that 20% of the ridership is comprised of new riders every year, this means that there is a strong need for continually producing and updating information for riders, and for adapting to the changing needs of the ridership.

While 20% of BARTA riders have begun riding only in the past year, the new riders do not represent ridership growth. The level of new ridership is instead a measure of churn in the ridership. Roughly equal numbers begin and cease riding in any given period. As the balance between gain and loss changes, the ridership grows or declines. This statistic concerning new riders also suggests that one route to ridership growth would be to retain the new riders somewhat longer.

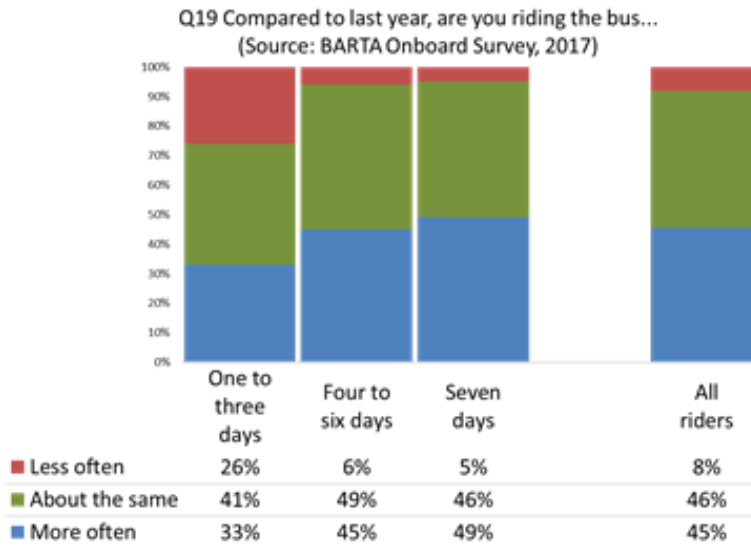
Figure 4 Duration Using BARTA



Are Customers Riding BARTA Buses More Often or Less Often than a Year Ago?

Of those riders who have been using BARTA for more than one year, 45% said that they are riding more often than a year ago while 46% said they are riding about the same amount, and only 8% said they are riding less often. As one would expect, it is the more frequent, four to six-day, and seven-day riders who are more likely than the occasional, one to three-day riders, to say they are riding now more often than a year ago. It is the occasional, one to three-day riders who were more likely than others to say they are riding less often (26%).

Figure 5 Are Riders Using BARTA More Often or Less Often Than in the Previous Year?



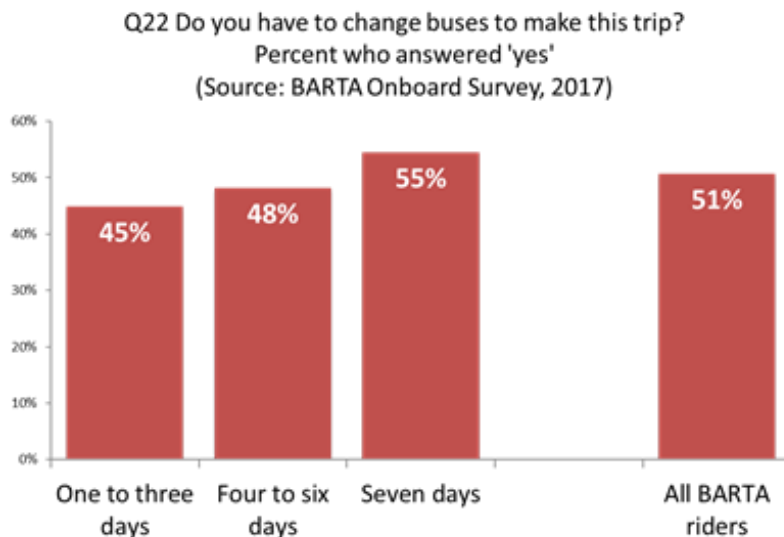
Changing Buses

Respondents were asked if they have to change buses to make the trip they were on when surveyed. Just over one half (51%) said that they did have to change buses.

This percentage varies somewhat among the rider segments, with the most frequent riders, understandably, being more likely (55%) than four to six-day-riders (48%) or one to three-day-riders (45%) to transfer.

The seven-day riders are more likely than others to be dependent on BARTA, and therefore to use its service for multiple purposes and to reach multiple destinations. For this reason, it is not surprising that they have the highest rate of transferring.

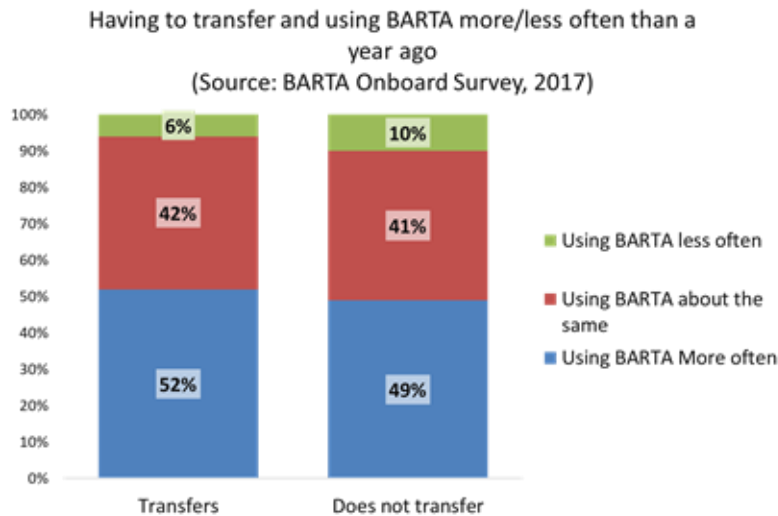
Figure 6 Changing Buses for This Trip



Riding More or Less Often and Having to Transfer

Although transferring confers the benefit of coverage, it is rarely popular among riders. Therefore, one might suppose that those who must transfer on their trips would be more likely to reduce their use of transit over time. However, if there is such an effect at BARTA, it is small. Of those riders who transfer, 10% say they are now riding less than a year ago compared to 6% of those who do not transfer. This is a very small effect. The more important finding is that approximately half of the riders who transfer (49%) and riders who do not transfer say they are riding more often now.

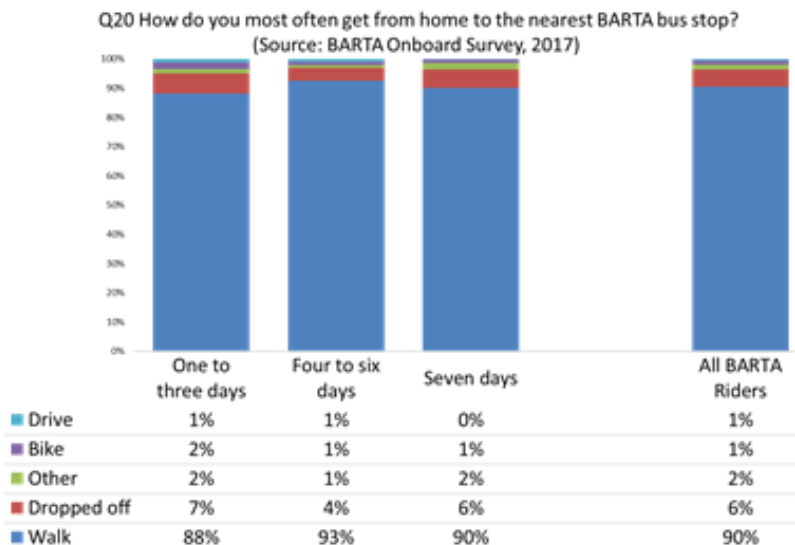
Figure 7 Changing Buses, by Riding More/Less Often



Mode to the Bus Stop

As in almost all bus systems, the vast majority (90%) of riders walk to their bus stop. The small differences among the three rider segments are unimportant and can be ignored.

Figure 8 Mode to the Bus Stop

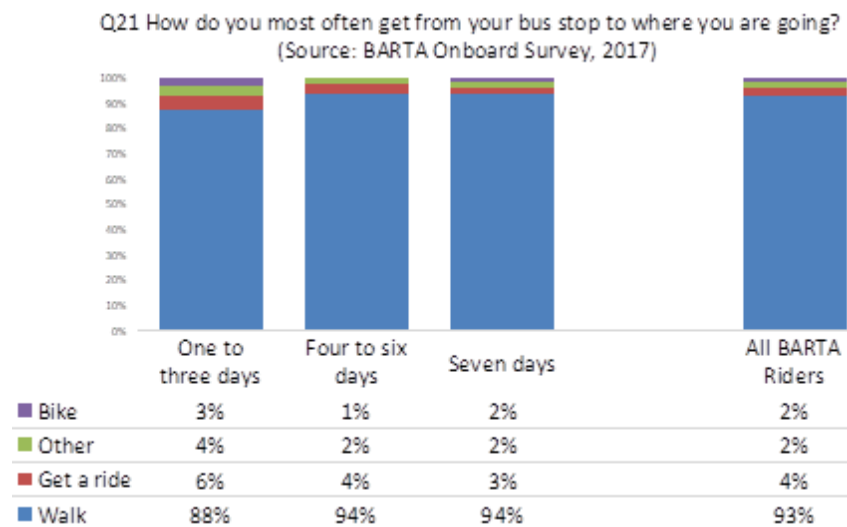


Mode from the Bus Stop to the Destination

Like getting to the bus stop, getting from the final stop to the destination is almost entirely by walking (93%) for all BARTA riders.

The differences among the rider segments are small. The least frequent riders are somewhat more likely than others to get to the stop by means other than walking. However, walking is dominant for all three segments.

Figure 9 Mode from Bus Stop to Destination



Vehicle Availability

Nationally, in transit systems that use only buses, 68% of riders say that they have no vehicle available for their use. This means that the 74% of BARTA riders lacking a vehicle is slightly above the national norm.

The lack of a vehicle is especially high among the most frequent users of BARTA service (77%) compared to the other segments. Clearly their frequency of use is related to their lack of an alternative.

License

While 74% of BARTA riders lack a vehicle, 72% lack a license. The four to six-day riders are somewhat more likely than others to lack a license (75%) compared to one to three-day riders (67%) or seven-day riders (70%).

Figure 10 Vehicle Availability

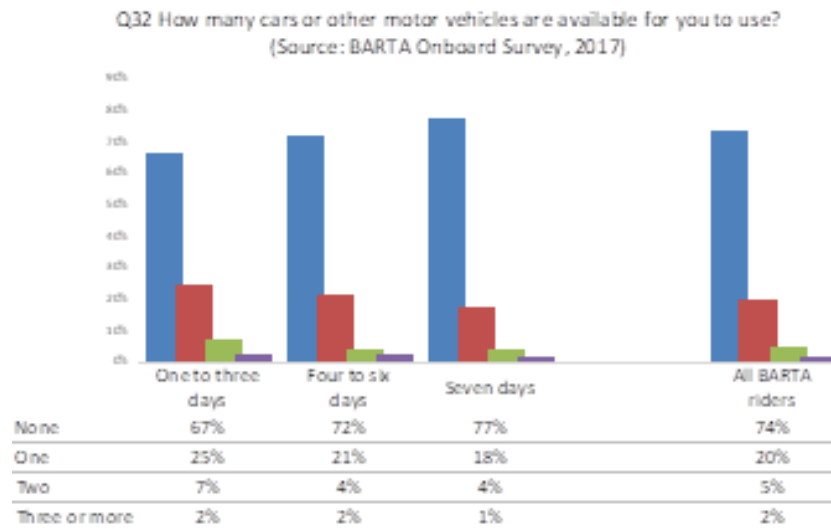
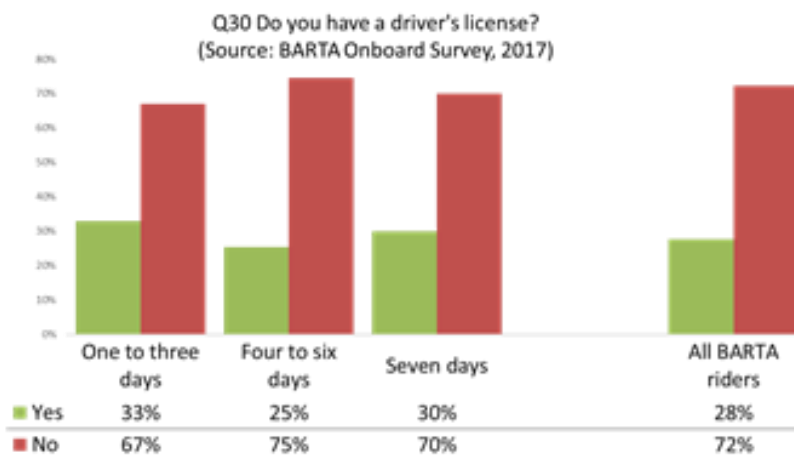


Figure 11 Having a Driver's License

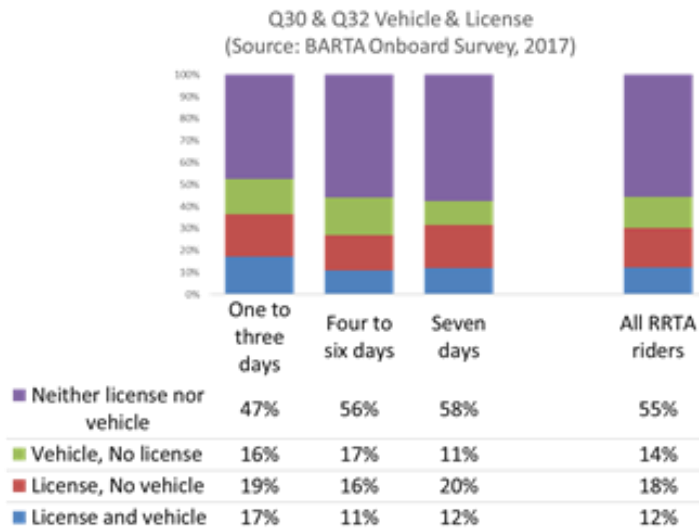


Choice of Mode

Having full choice of mode requires having both a driver's license and a vehicle. The data show that only 12% of BARTA riders have full mode choice in this sense. Many, 18%, have no vehicle available, although they have a license. Another 14% have a vehicle available, but no current license. There can be various reasons for the latter paradoxical situation. They may have a suspended license, or be underage, for example.

Finally, 55% have neither vehicle nor license. The one to three-day riders are less likely than the other segment to be in this position (47%) largely because more of them (17%) than the riders in general (12%) have both a vehicle and license.

Figure 12 Vehicle and Licence – Full Mode Choice



BARTA Rider Demographics

Trip Purposes

Riders were asked to name all of the purposes of their use of BARTA on the day (not just the single trip) they were surveyed. The dominant purpose is to get to or from work, 60% for all riders, and 66% and 70%, respectively for seven-day and four to six-day riders. This is much less often true of the one to three-day riders, among whom only 38% cited a work-purpose for their trip.

The seven-day riders have the greatest diversity of trip purpose, with higher percentages citing all but two of the listed purposes. The two exceptions are that seven-day riders are no more likely than others to cite college or vocational school trips or medical visits as trip purposes. However, all three segments cite a substantial variety of trip purposes. Clearly BARTA is an important source of labor mobility for area businesses, but it also plays an important part in many other aspects of its riders' lives as well.

Employment

More than half of BARTA riders (59%) are employed outside the home, and another 6% are students who are also employed, for a total of 65% employment among riders. An additional 7% are students, presumably pre-paring for employment.

Ten percent (10%) said they were unemployed at the time of the survey, a figure that is roughly double the 5% unemployment rate in Berks County at the time of the survey according to the Bureau of Labor Statistics as cited by the Federal Reserve Board of St. Louis.

Figure 13 Multiple Trip Purposes

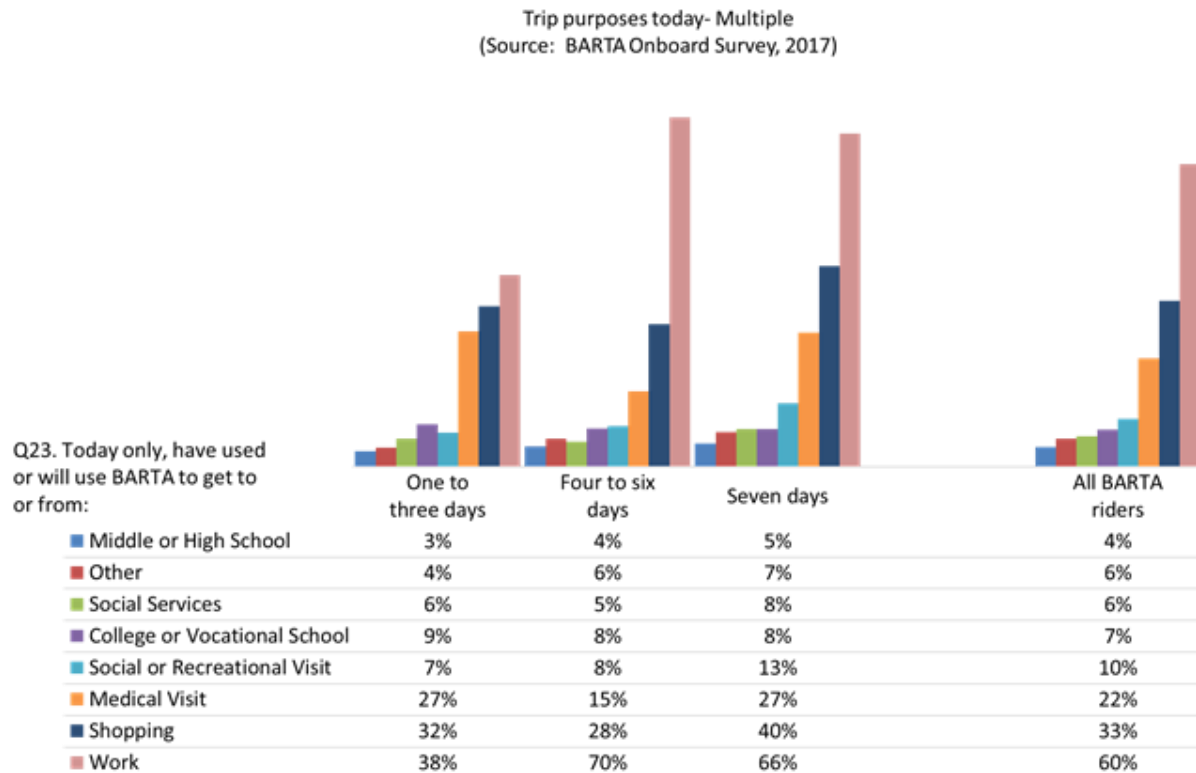


Figure 14 Employment Status

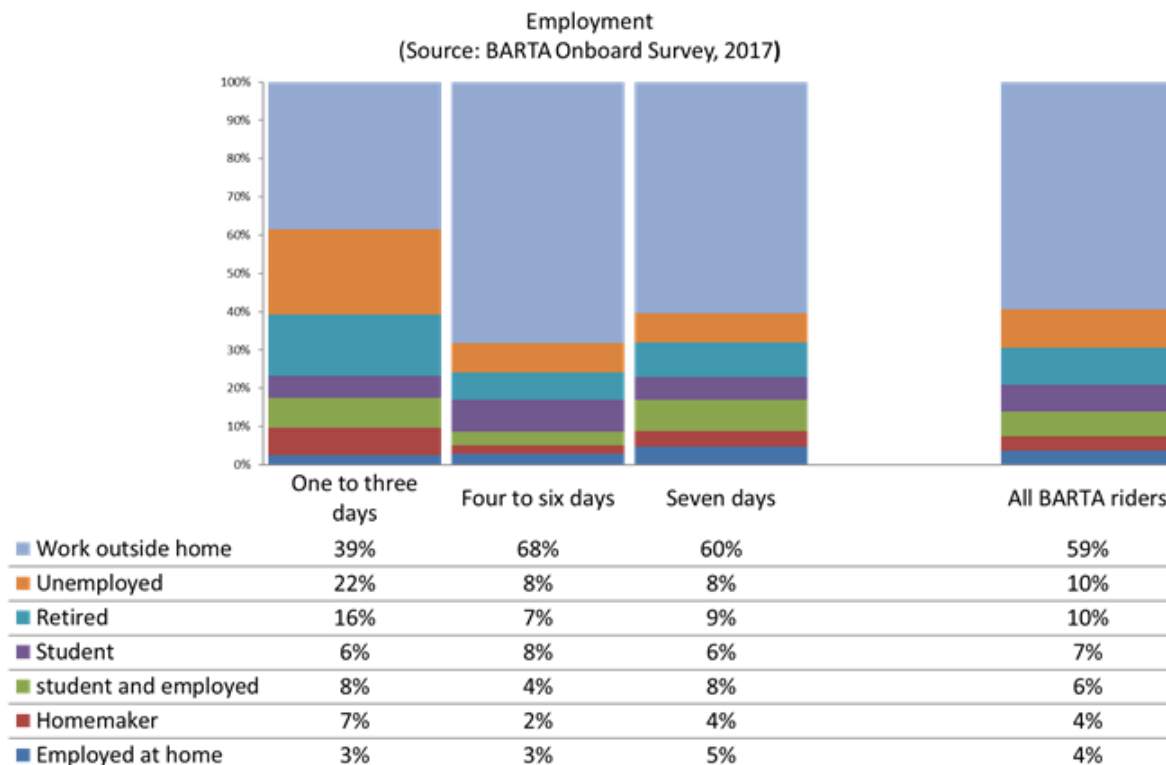


Figure 15 Unemployment in the Region



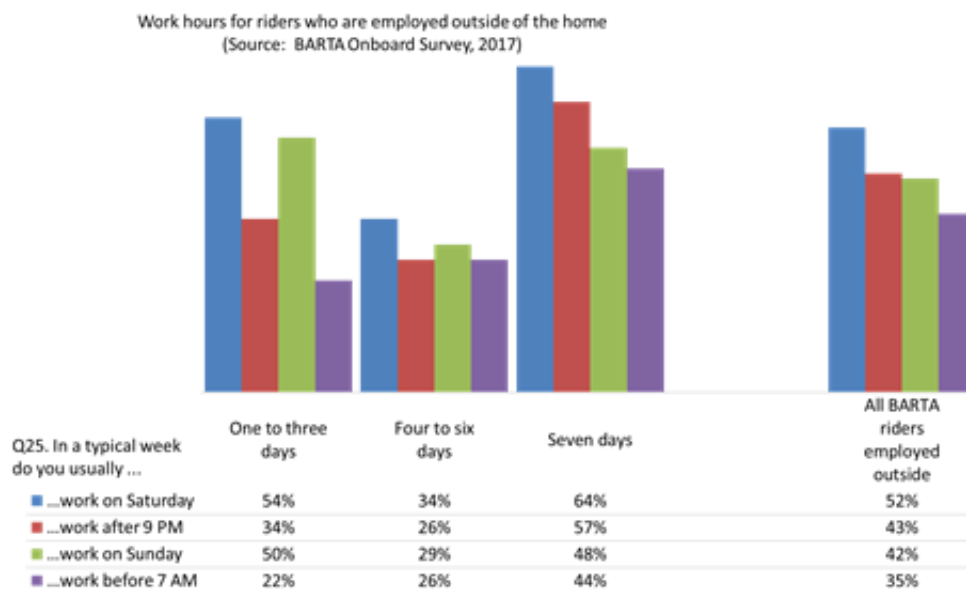
Off-Peak Work Hours

Of the 65% of riders who are employed outside the home (including employed students), most, 52%, said they work on Saturday and 42% work on Sunday. On at least one day a week, 35% work before 7:00 AM and 43% work after 9:00 PM.

It is not shown in the charts, but those who work on the weekends are a distinct group with distinct off-peak commuting needs

- 32% of all BARTA riders work on both Saturday and Sunday.
- Of those who work both Saturday and Sunday, 69% work after 9:00 PM on at least one day. This is 22% of the BARTA ridership.
- Of those who work both Saturday and Sunday, 56% begin work before 7:00 AM on at least one day. This is 18% of the BARTA ridership.

Figure 16 Employment During Off-Peak Periods

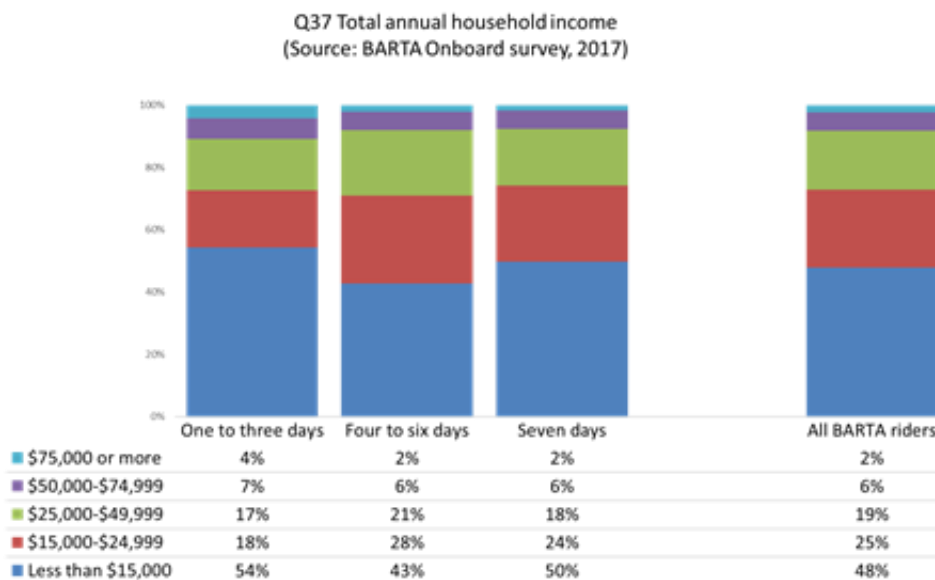


Income

Incomes of rider households tend to be low. Among BARTA riders, 48% report household incomes below \$15,000 annually while another 25% report incomes from \$15,000 to \$24,999. This means that of all BARTA riders, almost three-fourth (73%) report incomes below \$25,000 for the household.

The incomes of the three rider frequency segments are not fundamentally different from each other. All are low, with the largest percentage in the category, "Less than \$15,000," and very few in the categories of \$50,000 and above.

Figure 17 Annual Household Income



Age

Riders who use bus systems in the United States tend to be young. BARTA is not an exception.

Of all BARTA riders, one-fifth, 20%, are in the age range from 18 to 24. Another 21% are in the range of 25 to 34. Thus, a total of 41% are younger than 35.

There are minor age differences among the three ridership segments. The largest difference is that the one to three-day segment is the oldest, with 37% in the age range of 55 or older, compared to only 21% for both the four to six-day and the seven-day riders.

Gender

Nationally, among all bus transit systems, 56% of the riders are women. BARTA is above the national average with 62% women.

All three rider segments manifest this gender imbalance. Women outnumber men in each segment. The four to six-day riders are the most disproportionate, with 66% female and only 34% male.

Figure 18 Age

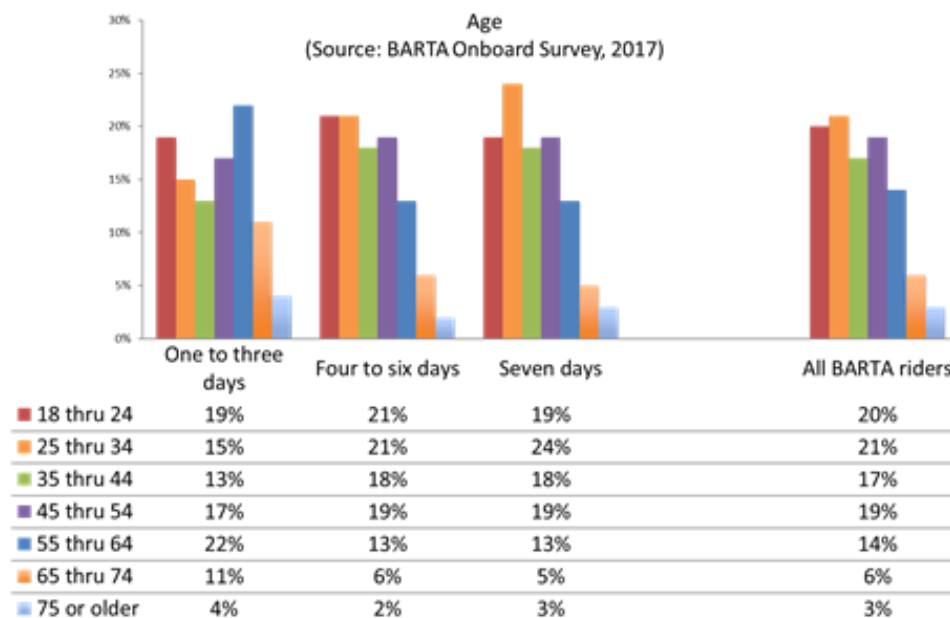
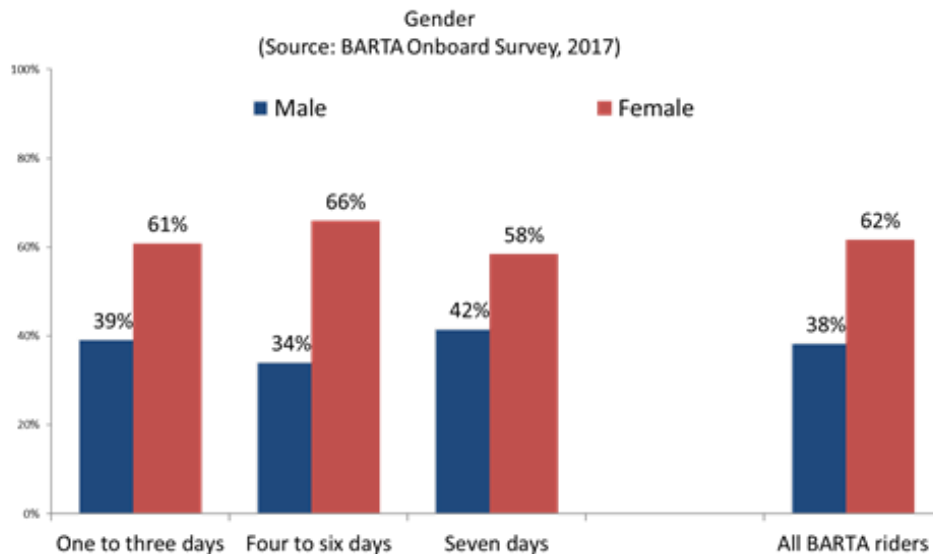


Figure 19 Gender



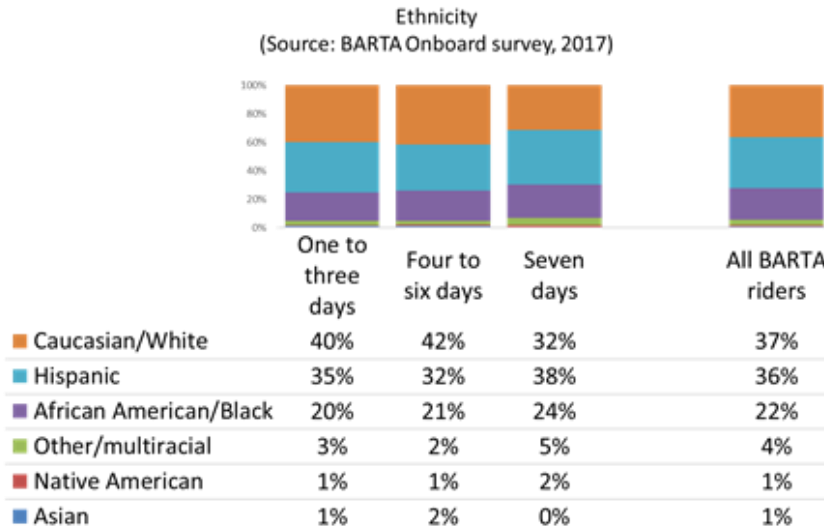
Ethnicity

An essentially equal percentage of BARTA riders identify as Caucasian/White (37%) or Hispanic (36%). Slightly more than one-fifth (22%) identify as African American/Black.

A majority of all three rider segments identify with minority ethnicities. However, the most frequent riders are substantially more likely (68%) than the other segments to identify as one of several minority groups. This includes 38% Hispanic, 24% African American/Black, and 7% other ethnic groups.

Compared to the seven-day riders, the less frequent riders are less likely to identify with a minority ethnic group and more likely to identify as Caucasian/White.

Figure 20 Ethnicity

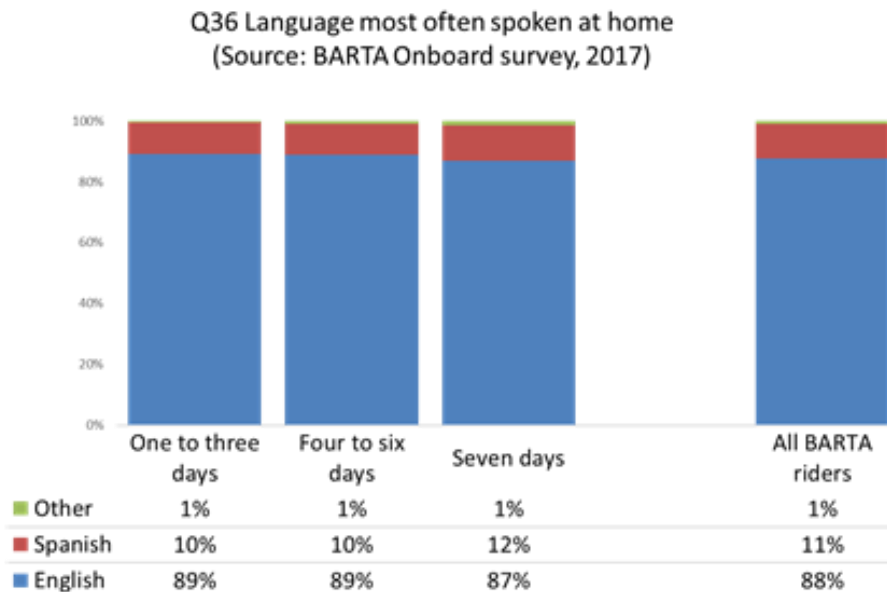


Primary Language

The overwhelming majority of riders (88%) speak English, while 11% speak Spanish and 1% speak another language. This is true of all three rider frequency segments.

Although 36% of BARTA riders self-identify as Hispanic, only 11% said that they speak Spanish at home and only 9% completed the survey in Spanish.

Figure 21 Language Spoken at Home



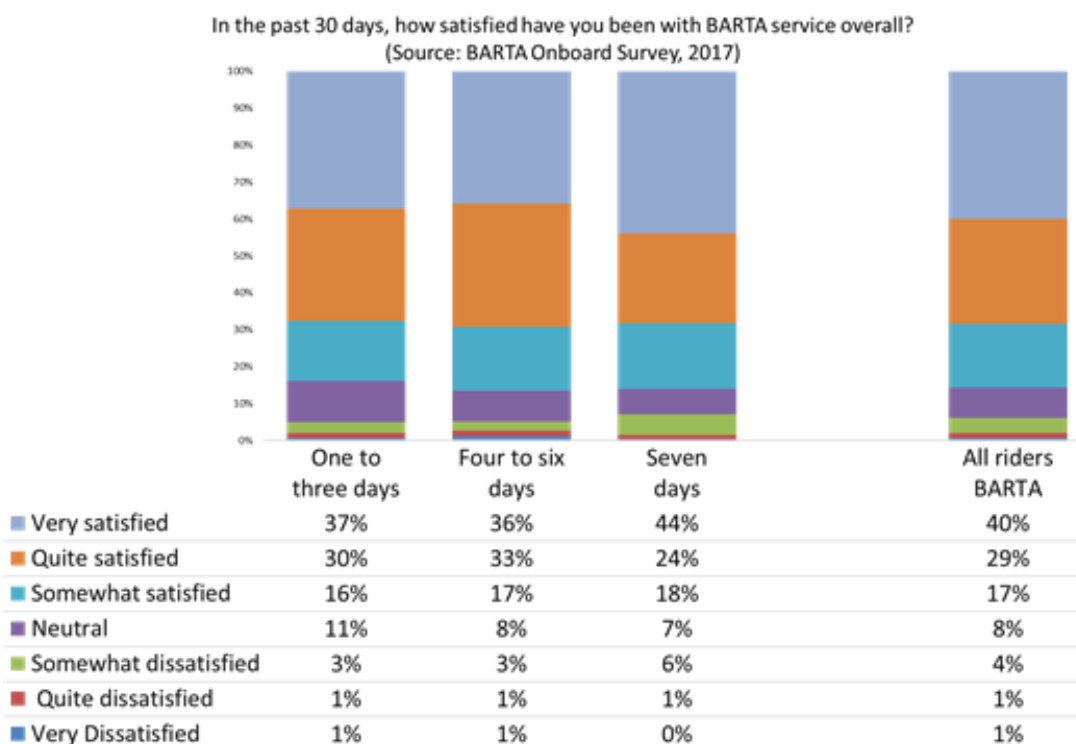
Customer Satisfaction

How Satisfied are BARTA Riders with Service Overall?

Riders were asked to use a scale from one to seven to rate BARTA service overall. Figure 22 makes it clear, both visually and in the table, that most scores are positive. The differences in satisfaction scores lie not between negative and positive scores in the degree to which the scores are positive. This is typical of customer satisfaction ratings for most services, including transit, because customers would be unlikely to continue using a service if it were sufficiently faulty that they would rate service overall very negatively.

It is typical in transit rider satisfaction surveys that positive scores are inversely related to the frequency of using transit. That is, positive scores tend to decrease and negative scores to increase with the level to which customers use transit service. The reason is that, in general, the more frequently one rides, the more complex his or her uses of transit are, and the more opportunities there are for routine problems to be experienced. However, among BARTA riders, this tendency is unusual in that it is very weak, differentiating only between the top two scores on the seven-point scale. Specifically, while 44% of the most frequent riders say they are very satisfied with BARTA service overall, fewer of the four to six-day riders (36%) and the one to three-day riders (37%) give that top score of "Very satisfied." However, that does not mean they are negative, but only that they are less positive. Of the seven-day riders, 24% say that they are "Quite satisfied" with service overall, a numeric score of six on the seven-point scale, while 33% of the four to six-day riders and 30% of the one to three-day riders offer that score.

Figure 22 Overall Satisfaction with BARTA Service



The basic message of the chart is that the overall satisfaction score varies primarily from somewhat satisfied to very satisfied. The primary objective for BARTA is to shift the positive scores up a notch, not to shift from a negative to a positive score.

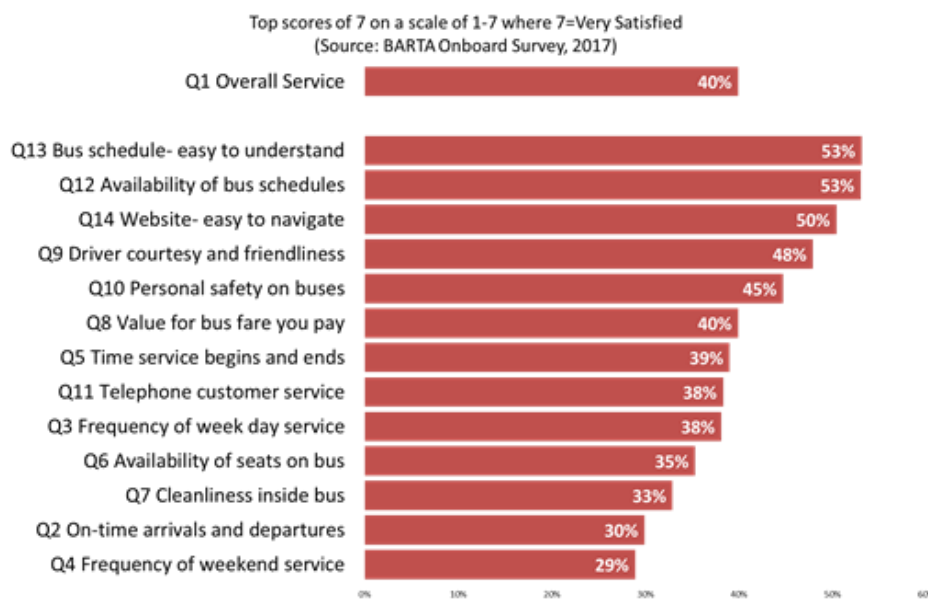
Percent Giving Top Rating to Individual Elements of Service

Figure 23 displays the percentages of riders who gave the highest score ("Very satisfied") to each element of service. Three elements of service score 50% or above in the top category. All three of these have to do with information:

- The ease of understanding the bus schedules (53%)
- The availability of the schedules (also 53%)
- The ease of navigating the website. (50%).

Just below the top three, at 48%, is driver courtesy and friendliness. None of the top four is an operational matter like on-time performance, or span of service.

Figure 23 Percent Giving Top Rating to Individual Elements of Service



We can divide the several service elements into those that are more and those that are less heavily influenced by factors external to BARTA. As is true in most transit systems, the elements of service that receive high ratings tend to be those over which the system has more control, and that are relatively "soft" aspects such as information and inter-personal behavior of staff. The service elements that tend to have the least positive scores tend to be those over which that transit system has less control because factors external to the system impact them. These are operational elements that are both costly and difficult to manage in a way that would satisfy most customers most of the time. For BARTA, four of the lowest rated aspects of service are of this type. All receive top scores from fewer than 40% of BARTA riders. The bottom two of these are frequency of weekend service (29%) and on-time arrivals and departures (30%). Others include the frequency of weekday service (38%) and the time service begins and ends (39%). These are all aspects of service that are influenced by factors external to the system, including public budgets that might finance more frequent service and/or a longer span of service, and traffic and street conditions that affect schedule adherence.

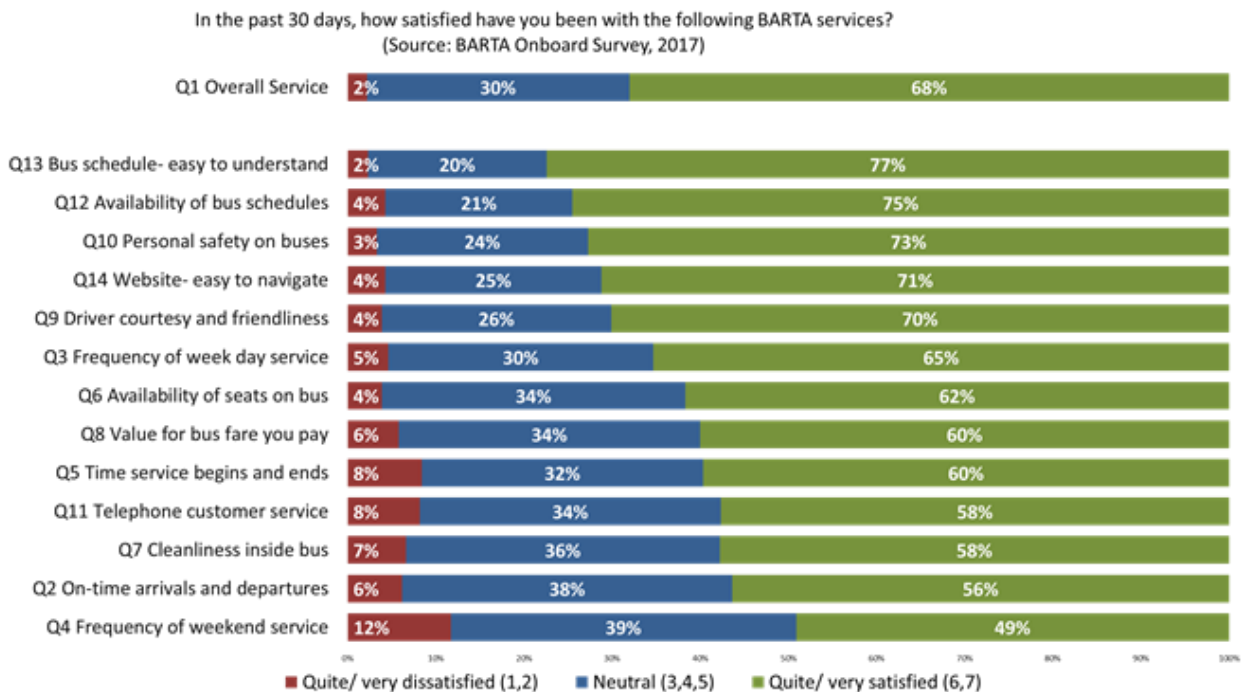
Arguably, BARTA has more control over at least two of the other three aspects of service: Cleanliness inside the buses (33%) and telephone customer service (38%). The third element, availability of seats (35%) is in a gray area influenced by equipment budgets and frequency of service.

Distribution of the Rating Scores

On the previous page, in Figure 23, we saw only the top score for each service element. That view hides the rest of the scores, including the negative scores. This raises the question of the extent to which the other scores are in the middle or at the negative end of the scale. Figure 24 answers this question. In this figure, the satisfaction scale scores are simplified, reducing them from seven categories to three, as shown in the chart. In the chart we see the distribution. The top scores include scores of both six and seven (quite and very satisfied), shown in green. The central area of scores shown in blue and labeled neutral, includes the scores of three, four, and five, (somewhat satisfied, neutral, and somewhat dissatisfied). The low or negative end of the scale, shown in red in the chart, includes scores of both one and two, meaning quite dissatisfied or very dissatisfied.

Only one service element has a majority of respondents giving a negative or neutral score. That element is frequency of weekend service with 39% in the neutral range plus 12% in the negative range for a total of 51% neutral or negative and 49% positive. On-time arrivals and departures are next with 44% neutral or negative and 56% positive. All other scores show a clear majority at the positive end of the scale.

Figure 24 Distribution of Rating Scores



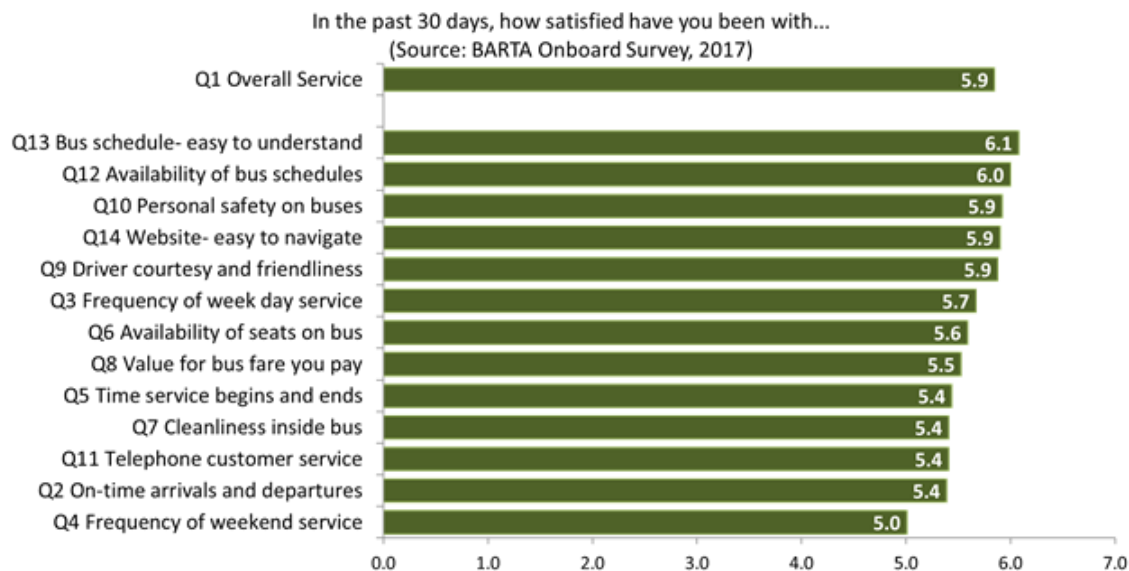
Of course, having mostly positive scores does not mean that in the eyes of the customers, performance can-not be improved. In several tables and charts that follow, we will explore the areas in which improvement in individual service elements could lead to improvement in overall service satisfaction.

Mean Rating Scores for Individual Service Elements

In previous charts, satisfaction scores have been shown in terms of percentages. In Figure 25 scores are represented as means (i.e. simple averages on the scale from one to seven).

Notice that the score for "Overall Service" is 5.9 which lies the upper middle of the scores for the individual elements of service. Although it is quite high as such scores go, some of the individual elements of service are pushing the overall score up while others are pulling it down.

Figure 25 Mean Rating Scores for Individual Service Elements



One way to understand this push-pull relationship is correlation analysis. We begin with Figure 26. Which shows the strength of the relationship of each service element to the overall satisfaction rating. The closer a correlation is to +1, the stronger the relationship.

The list is displayed in descending order of the correlation coefficient. At the top of this list are on-time performance and frequency of service, both of which have scores below the overall score of 5.9, thus tending to pull the overall score down.

Figure 26 Mean Ratings and Correlation of Service Element Ratings with Overall Rating of BARTA Service

Relationship between BARTA service rating and overall service rating		
	Mean service rating	Correlation to overall rating
Q2 On-time arrivals and departures	5.4	0.657
Q3 Frequency of week day service	5.7	0.613
Q4 Frequency of weekend service	5.0	0.516
Q5 Time service begins and ends	5.4	0.551
Q6 Availability of seats on bus	5.6	0.508
Q7 Cleanliness inside bus	5.4	0.494
Q8 Value for bus fare you pay	5.5	0.455
Q9 Driver courtesy and friendliness	5.9	0.551
Q10 Personal safety on buses	5.9	0.567
Q11 Telephone customer service	5.4	0.504
Q12 Availability of bus schedules	6.0	0.431
Q13 Bus schedule- easy to understand	6.1	0.429
Q14 Website- easy to navigate	5.9	0.475

Introduction to the "Action Matrix," Displaying Service Improvement Priorities

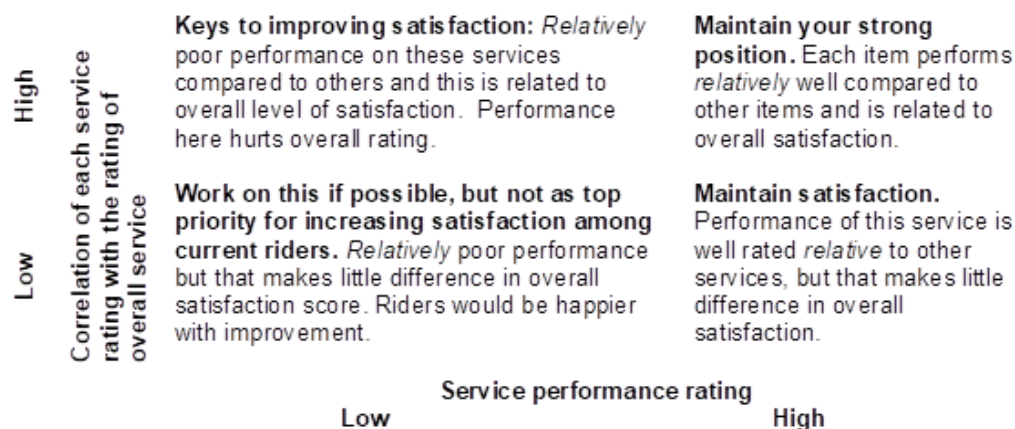
Prioritizing areas for service improvement is a major operational challenge for a transit system. Manipulating survey data from passengers to try to divine their priorities is similarly a tricky proposition. Figure 28 on the following page presents one approach to that task.

The concept of the chart is as follows: The satisfaction questions include a rating of "BARTA service overall" and a series of satisfaction ratings of thirteen individual elements of service. The key objective of the chart is to combine the satisfaction rating of each separate element of service and its relationship of each element with the overall satisfaction rating. The intent is to answer the questions: "How important is each element, like driver courtesy or frequency of service, etc. to the passengers' rating of BARTA's service overall?" and thus, "What actions should be taken with respect to each element of service such that the overall score will improve as a result?"

We use correlation analysis for this purpose. A coefficient of correlation can vary from -1 to +1. The rating scores vary from one to seven. Because these are such different numbers in absolute terms, the only realistic way to compare them is to standardize them. This simply means to relativize them with respect to each other so that they can be compared. Thus, the resulting chart is not a chart of absolute scores on each service but a combination of how well a service was rated and how strongly that rating is associated with the overall rating of TheRide's service.

The resulting chart contains four quadrants:

Figure 27 Diagram Explaining the "Action Matrix"



The BARTA Action Matrix

In the upper left quadrant are shown the elements of service with a relatively low satisfaction rating and a relatively high correlation with the overall rating of BARTA service. The implication is that improving any or all of these elements would improve the overall rating of BARTA service. There are only two items here: On-time arrivals and departures and the Time service begins and ends.

These are, of course, aspects of service that are not entirely under the control of BARTA. For example, on-time performance is affected by traffic and other road conditions. The total hours

of service involve budgetary constraints not entirely in the hands of the BARTA. However, regardless of these constraints, these are among the elements that go into the fact that only 40% of all BARTA riders rate the services very satisfactory and that the overall rating is 5.9 and not closer to 7 on the seven-point scale.

In the upper right are three elements of service that are very important to the overall rating, and that are rated positively by the ridership. These include the frequency of weekday service (just over the midpoint in terms of positive score), driver courtesy and friendliness, and a sense of personal safety on the buses. It is important to maintain these elements. If they were to slip, the overall rating would also slip severely. Thus, for example, to trade weekday frequency for greater frequency on the weekends, or longer hours of service, could have unintended negative consequences for the overall rating.

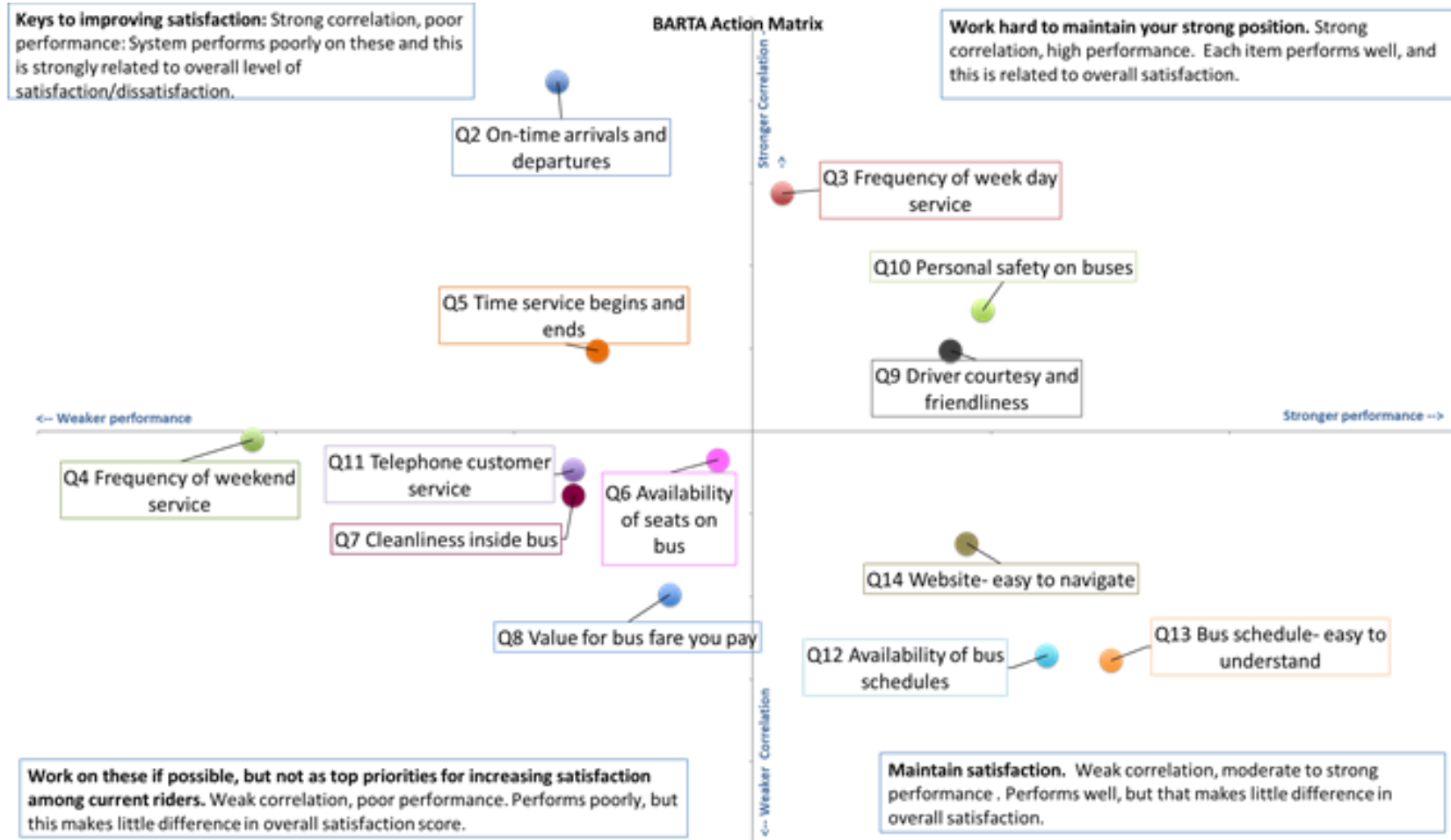
At the lower right are items on which BARTA performs moderately well, but that have very little relationship to the overall rating of service. While it is important to maintain these positive ratings, unless they were to slip badly in terms of perceived quality, they should have relatively little effect on the overall rating.

In the lower left quadrant are aspects of service that are relatively poorly rated in terms of satisfaction, but that have less impact on overall satisfaction with BARTA service than items above the horizontal mid-point line.

The value for the fare paid is just to the left of the vertical line marking the mean, meaning that riders are, relatively speaking, less satisfied with it than they are with items to the right of the line. However, it is low on the vertical axis, meaning that it is only weakly associated with riders' overall satisfaction.

Three items in this quadrant, Telephone customer service, Cleanliness inside the bus, and Availability of seats on the bus, are all relatively low rated in terms of rider satisfaction with them. However, they do not have as strong an impact on the overall satisfaction score as service elements above the line. However, with the possible exception of availability of seats on the buses, these are items that BARTA can perhaps influence more readily than it can influence the span of service or on-time performance. For that reason, these items represent an opportunity

Figure 28 BARTA Action Matrix



The Special Case of the Weekend Worker

One element in this quadrant to consider carefully is the frequency of weekend service. This tends to be un-important to many riders who do not hold jobs that require weekend work. However, as we saw in the discussion of Figure 16, 32% of BARTA riders work on both days of the weekend. Weekend service can be quite important to them. Consider these findings drawn from the data:

- Of those who work on both Saturday and Sunday, 42% said they are quite or very satisfied compared to 53% of those who do not work weekends.
- 25% of those who work weekends say that weekend frequency is the most important aspect of service to improve compared to 17% of those who do not work weekends.
- Perhaps more importantly, of those who work on both weekend days, 30% said that they had re-placed a trip on BARTA with a trip on Uber or Lyft compared to only 11% of those who do not work weekends. (The use of Uber and Lyft is examined further later in this report.)

What riders say are the most important elements to improve

Another way to determine what riders believe are the most important elements to improve is to ask them directly. The questionnaire asked which would be the three most important services to improve of those listed in the questionnaire. Figure 29 displays the percent choosing each element as the single most important of the top three.

These results contrast somewhat with results shown in the Action Matrix. On time arrivals (26%) and departures and frequency of weekend service (20%) are seen as the most important to improve by many more riders than any other element. On-time arrivals and departures also appears in the upper left quadrant of the Action Matrix (i.e., important to overall satisfaction, but with a relatively low satisfaction score).

Frequency of weekend service, however, appears in the Action Matrix just below the horizontal mid-point of influence on overall satisfaction.

Frequency of weekend service is second on the list of the one most important improvement needed. However, it occupied a somewhat marginal place in the Action Matrix. We have already discussed the need to consider weekend service as a special case because of the heightened importance to a special segment of riders who work weekends.

Figure 29 Most Important Service Element to Improve

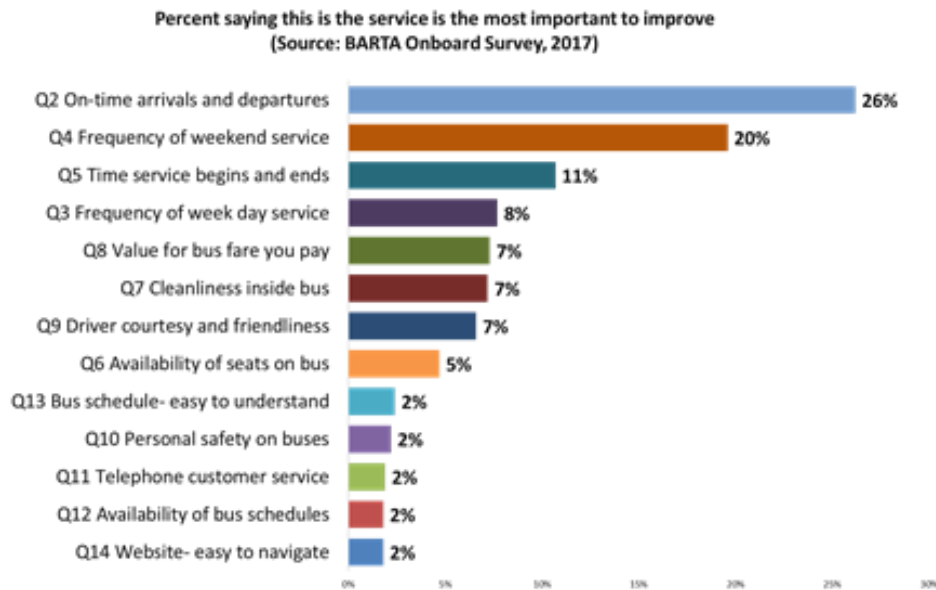
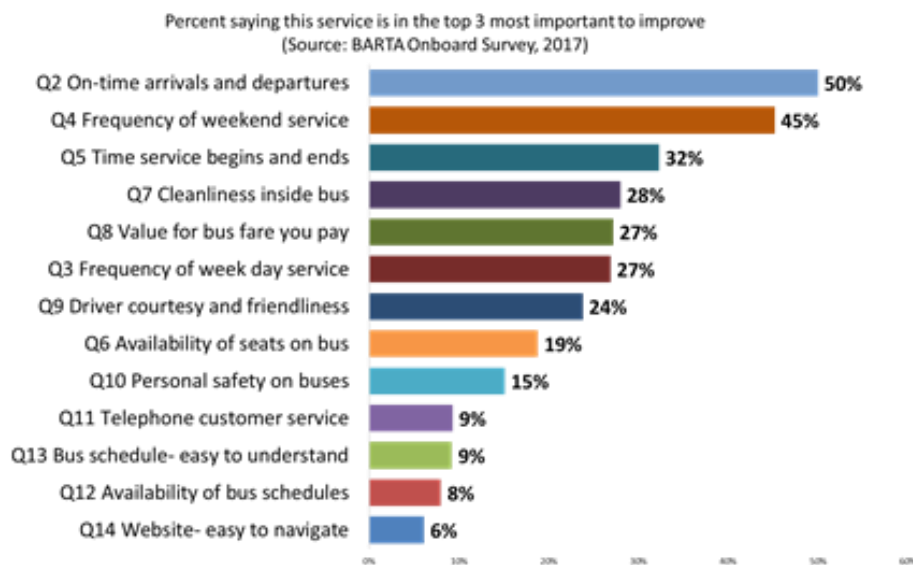


Figure 30 includes all three service elements people name as among the top three to improve. The bars represent the sum of the percentages naming each as first second or third most important to improve. The rank order of the top three is very similar to the rank order shown in the previous chart for the single most important element to improve. The differences in rank order are very minor. This chart shows that 50% of riders feel that on time arrivals and departures is one of their top three priorities for improvement, while 45% said that frequency of weekend service is in their top three. The time service begins and ends is named by 32%.

Figure 30 Top Three Service Elements to Improve



Choices Among Service Changes – Trade-Offs

Four Trade-Off Alternatives

Respondents were asked to choose between two alternatives, A or B, within the four sets of choices shown in Figure 31. For convenience, the sets are numbered (1) to (4). In three of the four sets, the riders were essentially split between A and B more or less equally depending on the specific set. In one set (set 4), however, the preference was overwhelmingly for choice B, between:

- A: A bus every 15 minutes but for fewer hours per day: 19%

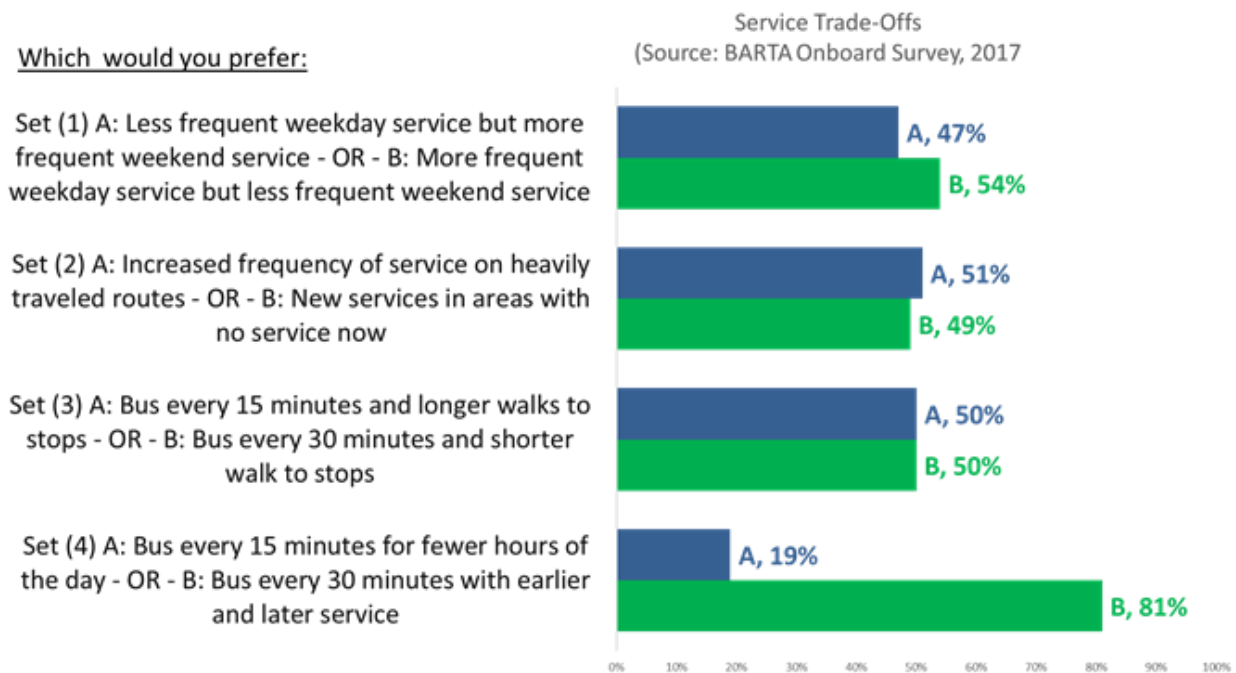
OR

- B: A bus every thirty minutes, bus service earlier AM and later PM: 81%

We would note that of the four alternatives, set (4) was the only one in which one of the A/B alternatives seems to have appeared to respondents to involve reduction of something they now have. They apparently interpreted the “A” alternative to mean that existing hours would be reduced, not realizing that for many routes 15-minute service would represent an increase over current frequencies. The other three sets of A & B alternatives involved either alternative service increases, or alternative reductions for both A and B in return for increases in an aspect of service. In retrospect, this may have biased the result for that one trade-off.

Regardless of that possible interpretation, however, the response does make clear that riders do not want to give up part of the span of service.

Figure 31 Trade-Off Alternatives



Four Service Trade-Offs, by Rider Frequency Segments

The chart on the previous page demonstrated that for three of the four sets of alternatives, the ridership as a whole was more or less tied in their choices between the A and B alternatives. However, riders do not contribute equally to the overall ridership. Some riders use BARTA intensively, seven days a week, and thus contribute to ridership at a level disproportionate to the number of individual persons riding. Thus, it is helpful to consider differences in opinion that the three rider frequency segments may bring to these choices.

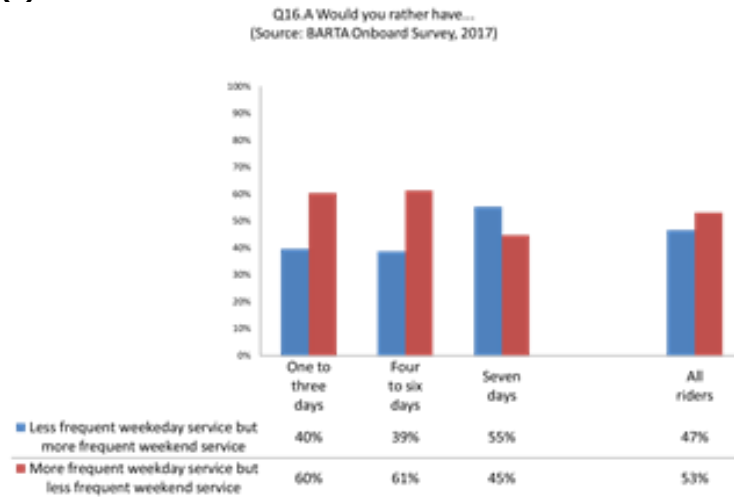
The sets of alternatives in the chart above are numbered 1 to 4 for convenient reference. On the previous page, we have already discussed the alternative set (4). Alternative set (2) is essentially tied, both among all riders and among the three rider segments. That leave sets (1) and (3) for discussion here.

Alternatives (1) and (3) are close to being tied among all riders, but the rider segments differ in their choices. In the alternative set (1), the seven-day riders prefer greater weekend service (55%) over greater weekday service (45%). These riders would include many of those who work on the weekends. However, the four to six-day riders, many of whom are weekday commuters, reject that trade-off and prefer greater weekday service.

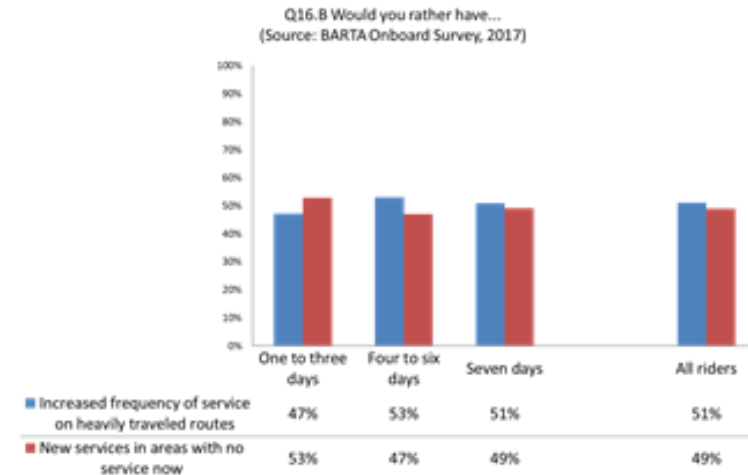
In the alternative set (3), the seven-day riders tend to favor 15-minute service with longer walks to the stops, while the one to three-day riders prefer less frequent service and shorter walks to the stop. The four to six-day riders are divided, with 48% preferring 15-minute service and longer walks, and 52% preferring 30-minute service and shorter walks.

Figure 32 Four Service Trade-Offs, by Rider Frequency Segments

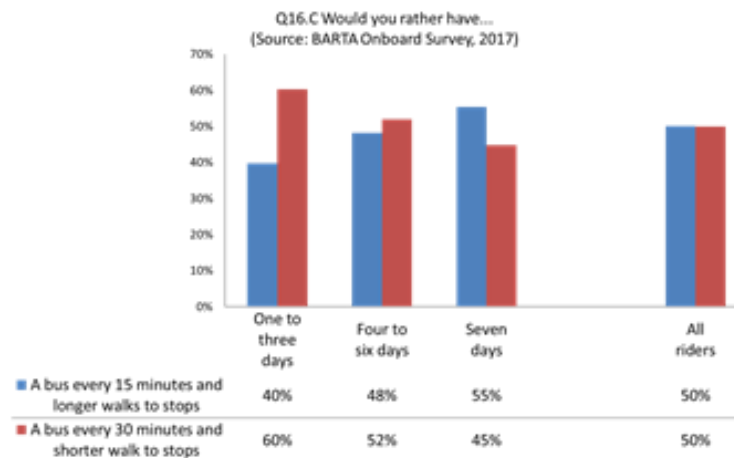
(1)



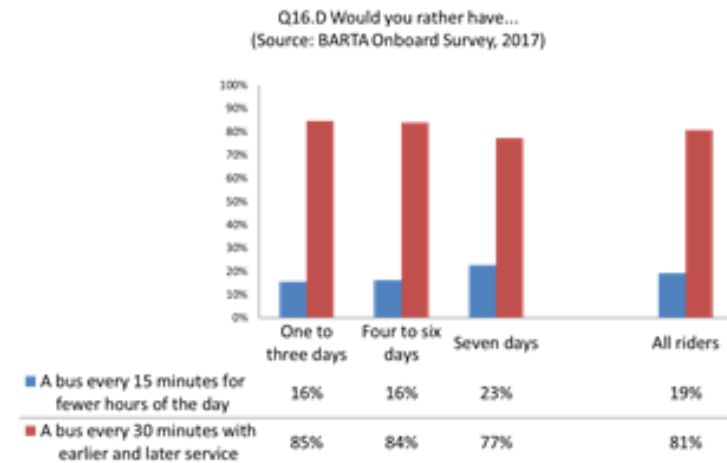
(2)



(3)



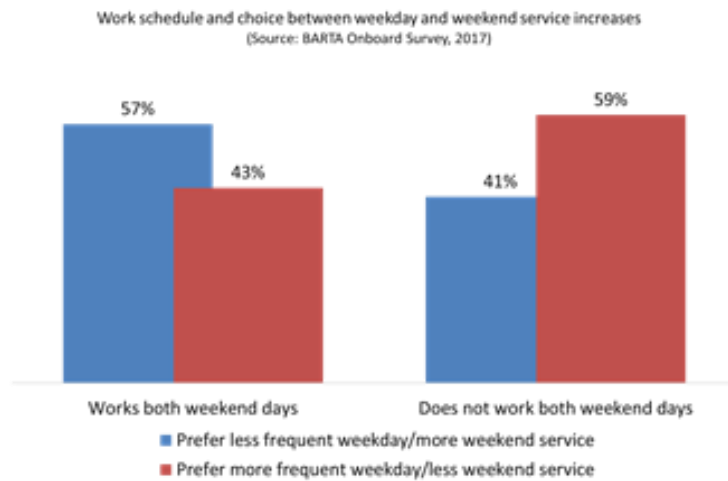
(4)



Weekend Work Schedule and Choice between Weekday and Weekend Day Service Increases

The need for weekend service among those who work weekends has already been discussed (see page 28). Their desire for weekend service is reflected in the contrasting choices of those who work weekends and those who do not when offered a choice between increased weekend versus weekday hours. The preferences mirror each other in accord with their needs.

Figure 33 Special Case: Weekday v Weekend Day Service Increases, by Weekend Work Schedule

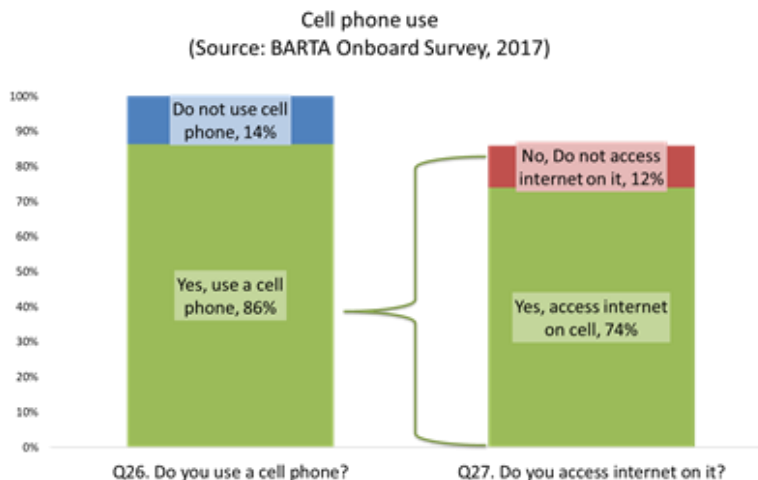


Cellphones/Smartphones and Ride Sharing

Using a Cell Phone and Accessing the Internet

Of all BARTA riders, 86% say they use a cell phone. Within that 86%, 74% say that they access the Internet on their cell phone, while 12% do not. 74% of the BARTA riders have smart phones and thus are able to access transit apps or the BARTA website for information about schedules.

Figure 34 Use of Cellphones and Access to the Internet

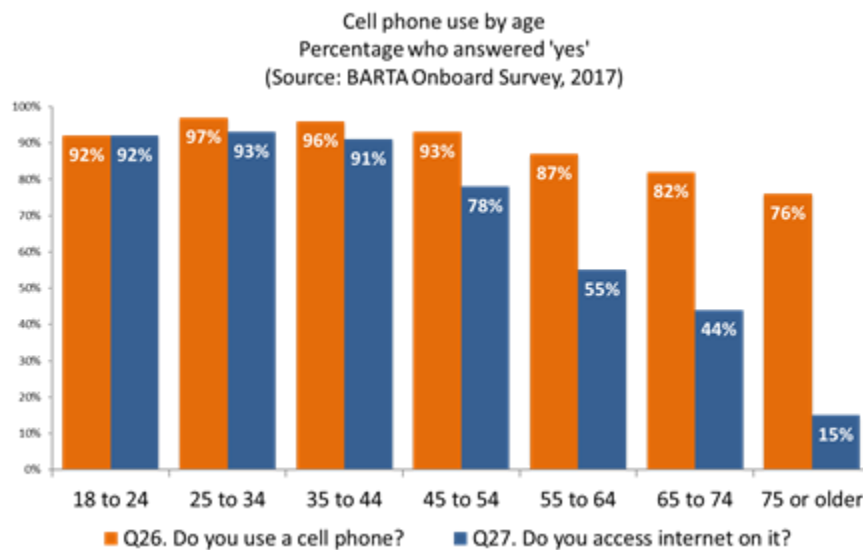


Age, and Use of Cell and Smart Phones

It is well-known that younger persons are more likely to adopt innovations such as smartphones. This is certainly true of BARTA riders. However, the age differentiation applies much less to using a cell phone than it does to accessing the Internet on the cell or smart phone. Even in the age group 75 years old or older, 76% say they use a cell phone.

However, while from 91% to 93% of those between the ages of 18 and 44 access the internet on their cell phone, that practice falls off rapidly beginning at the age of 45. At that point access to the Internet from the cell phone falls from 91% among the next younger cohort to 78%. The decline continues until by the age of 75, only 15% indicate that they access the Internet on a cell phone.

Figure 35 Cellphone use and Smartphone Access to Internet by Age

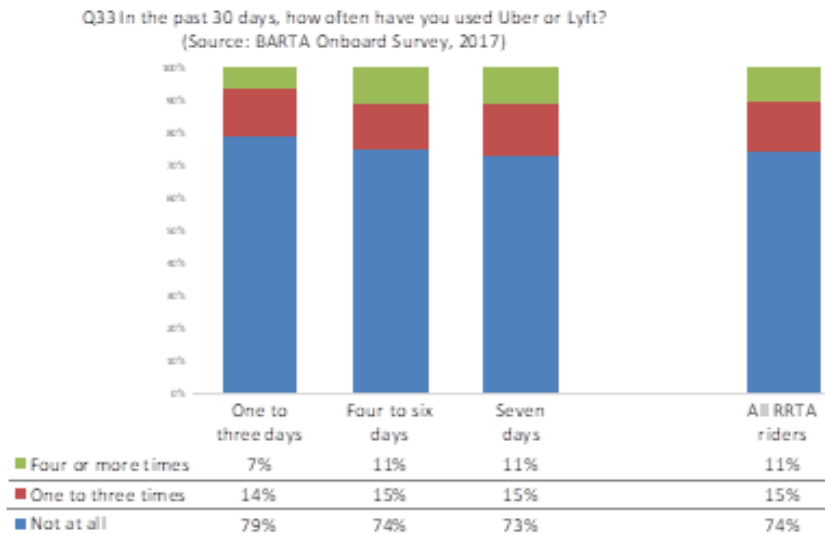


Use of Uber or Lyft

Respondents were asked how often they had used Uber or Lyft in the previous 30 days. Almost three-fourths of the riders (74%) said they had not used the services at all. Of the balance, 15% said they had used it from one to three times, and 11% said they had used it four or more times.

The use of these ride sharing services does not differ greatly among the rider segments, although the occasional, one to three-day riders are slightly less likely than the other segment to have used the ridesharing services.

Figure 36 Use of Uber or Lyft in Past 30 Days

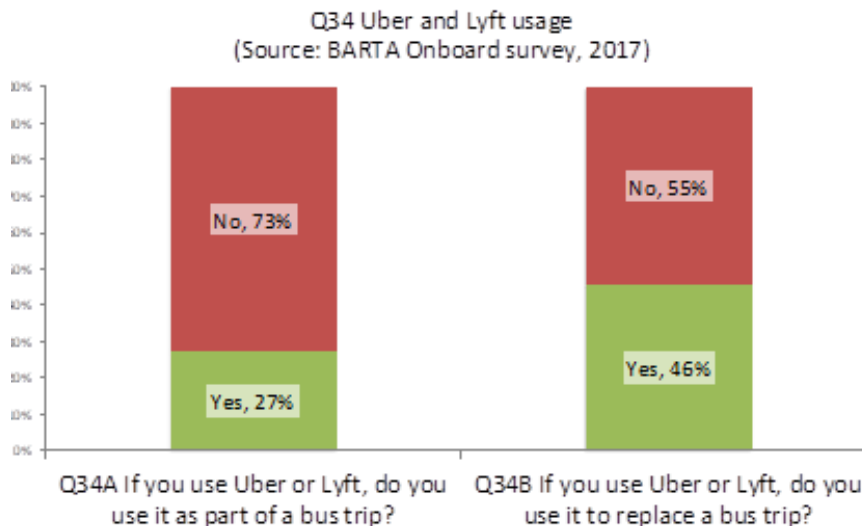


Replacing or Supplementing a BARTA Trip

Riders were asked two questions about their use of Uber and Lyft in conjunction with the use of BARTA. First, they were asked whether they had used them as part of a bus trip. Slightly more than one-fourth (27%) of those who had used ridesharing at all indicated they had used it as part of a bus trip.

Second, they were asked whether they had used the services to replace a bus trip. Forty-six percent (46%) said they had done so. Given that 26% of BARTA riders said that they had used Uber or Lyft in the previous 30 days, this means that 8% of the BARTA riders (i.e., $46\% \times 26\% = 8\%$) apparently had replaced a bus trip by means of a car sharing service. It was pointed out previously (page 28) that one motive for using Uber or Lyft to re-place a BARTA trip may be that limited hours of BARTA service on weekends may lead a disproportionate number of those who work weekend to use them.

Figure 37 Use of Uber or Lyft as Part of, or to Replace, a BARTA Trip (Uber/Lyft Users Only)



Survey Questionnaire

Please tell us how you use public transit



To improve service, BARTA would like to know how you use the bus! Please circle, check or write answers.

El cuestionario en español se encuentra en la parte posterior

In the past 30 days, how satisfied have you been with BARTA services?

	Very satisfied 😊	Quite satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Quite dissatisfied	Very dissatisfied 😞	Don't know/ Don't use
1. BARTA service overall	7	6	5	4	3	2	1	<input type="checkbox"/>
2. On-time arrivals and departures	7	6	5	4	3	2	1	<input type="checkbox"/>
3. Frequency of weekday service	7	6	5	4	3	2	1	<input type="checkbox"/>
4. Frequency of weekend service	7	6	5	4	3	2	1	<input type="checkbox"/>
5. Time service begins in AM & ends in PM	7	6	5	4	3	2	1	<input type="checkbox"/>
6. Availability of seats on the bus	7	6	5	4	3	2	1	<input type="checkbox"/>
7. Cleanliness inside the bus	7	6	5	4	3	2	1	<input type="checkbox"/>
8. Value for the bus fare you pay	7	6	5	4	3	2	1	<input type="checkbox"/>
9. Driver courtesy and friendliness	7	6	5	4	3	2	1	<input type="checkbox"/>
10. Personal safety on buses	7	6	5	4	3	2	1	<input type="checkbox"/>
11. Telephone customer service	7	6	5	4	3	2	1	<input type="checkbox"/>
12. Availability of bus schedules	7	6	5	4	3	2	1	<input type="checkbox"/>
13. Bus schedule – easy to understand	7	6	5	4	3	2	1	<input type="checkbox"/>
14. Website – easy to navigate	7	6	5	4	3	2	1	<input type="checkbox"/>

15. Of the services listed in questions 1 to 14 which would be the three most important to improve? (Please write in the question numbers):

1 ☐ Most important 2 ☐ 2nd most important 3 ☐ 3rd most important

16. Service improvements often require making choices. If you had to choose between the following service changes, which would you choose?

- Less frequent weekday service in return for more frequent weekend service ☐ OR ☐ More frequent weekday service but less frequent weekend service
- Increase frequency of service on heavily traveled routes ☐ OR ☐ Add new service to new areas with no service now
- A bus every 15 minutes, running faster because of fewer stops but therefore a longer walk to your stop ☐ OR ☐ A bus every 30 minutes, running slower because of more stops, but a shorter walk to your stop
- A bus every 15 minutes, but for fewer hours of the day ☐ OR ☐ A bus every 30 min., but service earlier AM and later PM

17. Including today, during the past seven days, which days have you ridden BARTA buses?

Mon Tue Wed Thur Fri Sat Sun Every day

18. How long have you been riding BARTA?

1 ☐ This is the first time 2 ☐ Less than 1 year 3 ☐ 1–2 years 4 ☐ 3–4 years 5 ☐ More than 4 years

19. Compared to last year, are you riding the bus 1 ☐ More often 2 ☐ Less often 3 ☐ About the same

20. How do you most often get from home to the nearest bus stop?

1 ☐ Walk 2 ☐ Bike 3 ☐ I drive 4 ☐ Dropped off 5 ☐ Other: _____

21. How do you most often get from your bus stop to where you are going?

1 ☐ Walk 2 ☐ Bike 3 ☐ Get a ride 4 ☐ Other: _____

22. Do you have to change buses to make this trip? 1 ☐ Yes 2 ☐ No

23. Today only, have you used, or will you use BARTA to get either to or from (all that may apply):

1 ☐ work 2 ☐ shopping 3 ☐ middle or high school 4 ☐ college or vocational school 5 ☐ social services
6 ☐ doctor or medical visit 7 ☐ social or recreational visit 8 ☐ airport 9 ☐ Other: _____

24. Please mark all of the following that apply to you. Are you:

1 ☐ Employed for pay outside your home 2 ☐ Employed for pay in your home 3 ☐ Homemaker
4 ☐ Student 5 ☐ Unemployed 6 ☐ Retired

25. If employed, in a typical week, do you usually...

a. Work after 9 PM on any day? 1 ☐ Yes 2 ☐ No
b. Work on Saturday? 1 ☐ Yes 2 ☐ No
c. Work on Sunday? 1 ☐ Yes 2 ☐ No
d. Start work before 7 AM on any day? 1 ☐ Yes 2 ☐ No

26. Do you use a cellphone? 1 ☐ Yes 2 ☐ No

27. Do you access the Internet on a cellphone? 1 ☐ Yes 2 ☐ No

28. What is the zip code where you live? 19 _____

29. How old are you? _____ Years old

30. Do you have a valid driver's license? 1 ☐ Yes 2 ☐ No

31. Do you identify as 1 ☐ Male 2 ☐ Female 3 ☐ Prefer not to answer

32. How many cars or other motor vehicles are available for you to use?

0 1 2 3 or more

33. In the past 30 days, how often have you used Uber or Lyft?

0 ☐ 0 times 1 ☐ 1 time 2 ☐ 2 times 3 ☐ 3 times 4 ☐ 4 or more times

34. If you did use Uber or Lyft

a. Did you use it as part of a bus trip? 1 ☐ Yes 2 ☐ No
b. Did you use it to replace a bus trip? 1 ☐ Yes 2 ☐ No

35. Which do you consider yourself? (Check all that apply to you)

1 ☐ African American/Black 2 ☐ Asian 3 ☐ Caucasian/White
4 ☐ Hispanic/Latino 5 ☐ Native American Indian 6 ☐ Other: _____

36. What language do you most often speak at home? 1 ☐ English 2 ☐ Spanish 3 ☐ Other: _____

37. What is your total annual household income?

1 ☐ Less than \$10,000 2 ☐ \$10,000 to \$14,999 3 ☐ \$15,000 to \$19,999
4 ☐ \$20,000 to \$24,999 5 ☐ \$25,000 to \$34,999 6 ☐ \$35,000 to \$49,999
7 ☐ \$50,000 to \$74,999 8 ☐ \$75,000 to \$100,000 9 ☐ More than \$100,000

Do you have any comments on BARTA service? _____

Cuéntenos cómo usa el transporte público.



Para mejorar el servicio, a BARTA le gustaría saber cómo usa el autobús. Por favor marque con un círculo, marque o escriba las respuestas.

En los últimos 30 días, ¿qué tan satisfecho ha estado con los servicios de BARTA?

	😊	Muy satisfecho	Bastante satisfecho	Algo satisfecho	Neutral	Algo insatisfecho	Bastante insatisfecho	Muy insatisfecho	☹️	No sé/No uso
1. Servicio BARTA en general		7	6	5	4	3	2	1		<input type="checkbox"/>
2. Llegadas y salidas a tiempo		7	6	5	4	3	2	1		<input type="checkbox"/>
3. Frecuencia de servicio entre semana		7	6	5	4	3	2	1		<input type="checkbox"/>
4. Frecuencia del servicio de fin de semana		7	6	5	4	3	2	1		<input type="checkbox"/>
5. Servicio de tiempo comienza en AM y termina en PM		7	6	5	4	3	2	1		<input type="checkbox"/>
6. Disponibilidad de asientos en el autobús		7	6	5	4	3	2	1		<input type="checkbox"/>
7. Limpieza dentro del autobús		7	6	5	4	3	2	1		<input type="checkbox"/>
8. Valor de la tarifa del autobús que paga		7	6	5	4	3	2	1		<input type="checkbox"/>
9. Cortesía y amabilidad del conductor		7	6	5	4	3	2	1		<input type="checkbox"/>
10. Seguridad personal en los autobuses		7	6	5	4	3	2	1		<input type="checkbox"/>
11. Servicio de atención al cliente telefónico		7	6	5	4	3	2	1		<input type="checkbox"/>
12. Disponibilidad de horarios de autobuses		7	6	5	4	3	2	1		<input type="checkbox"/>
13. Horario de autobuses - fácil de entender		7	6	5	4	3	2	1		<input type="checkbox"/>
14. Sitio web - fácil de navegar		7	6	5	4	3	2	1		<input type="checkbox"/>

15. De los servicios enumerados en las preguntas 1 a 14, ¿cuáles serían los tres más importantes para mejorar? (Por favor escriba los números de la pregunta):

1 ☐ Más importante 2 ☐ 2ª más importante 3 ☐ 3ª más importante

16. Las mejoras en el servicio a menudo requieren tomar decisiones. Si tuviera que elegir entre los siguientes cambios de servicio, ¿cuál elegiría?

- Servicio menos frecuente entre semana a cambio de más frecuentes el fin de semana ☐ 0 ☐ Servicio más frecuente entre semana pero menos frecuente el fin de semana
- Aumentar la frecuencia del servicio en rutas muy transitadas ☐ 0 ☐ Agregar nuevo servicio a áreas sin servicio ahora
- Un autobús cada 15 minutos, corriendo más rápido debido a menos paradas, y así, caminar más hasta su parada ☐ 0 ☐ Un autobús cada 30 min., corriendo más lento debido a menos paradas, y así, caminar menos hasta su parada
- Un autobús cada 15 min., pero por menos horas del día ☐ 0 ☐ Un autobús cada 30 min., pero temprano AM y tarde PM

17. Incluyendo hoy, durante los últimos 7 días, ¿qué días ha viajado en los autobuses de BARTA?

Lun Mar Mie Jue Vie Sab Dom Todos los días

18. ¿Cuánto tiempo llevas viajando en BARTA?

1 ☐ Esta es la primera vez 2 ☐ Menos de 1 año 3 ☐ 1-2 años 4 ☐ 3-4 años 5 ☐ Más de 4 años

19. Comparando el año pasado, ¿viajas en autobuses?

1 ☐ Más seguido 2 ☐ Menos seguido 3 ☐ Lo mismo

20. ¿Cómo llega más seguido desde su hogar a la parada de autobús más cercana?

1 ☐ Camino 2 ☐ Bicicleta 3 ☐ Conduzo 4 ☐ Lo llevan 5 ☐ Otro: _____

21. ¿Cómo llega más seguido de su parada de autobús a donde se dirige?

1 ☐ Camino 2 ☐ Bicicleta 3 ☐ Conduzo 4 ☐ Lo llevan 5 ☐ Otro: _____

24. ¿Tienes que cambiar los autobuses para hacer este viaje? 1 ☐ Sí 2 ☐ No

25. Has usado el día de hoy, o usarás BARTA para ir o venir de (todo lo que pueda aplicar):

1 ☐ trabajo 2 ☐ compras 3 ☐ escuela media/secundaria 4 ☐ colegio o escuela vocacional 5 ☐ servicios sociales
6 ☐ doctor o visita médica 7 ☐ visita social o recreativa 8 ☐ aeropuerto 9 ☐ Other _____

26. Marque todo lo siguiente que se aplique a usted. Eres tú:

1 ☐ Empleado con pagar fuera de su hogar 2 ☐ Empleado con paga en su hogar 3 ☐ Amo/o de casa
4 ☐ Estudiante 5 ☐ Desempleado 6 ☐ Jubilado

27. Si está empleado, en una semana típica, ¿usualmente ...

a. ¿Trabajo después de las 9 PM en cualquier día? 1 ☐ Sí 2 ☐ No
b. ¿Trabajar el sábado? 1 ☐ Sí 2 ☐ No
c. ¿Trabajar el domingo? 1 ☐ Sí 2 ☐ No
d. ¿Empezar a trabajar antes de las 7 AM en cualquier día? 1 ☐ Sí 2 ☐ No

28. ¿Usas un teléfono celular? 1 ☐ Sí 2 ☐ No

29. ¿Accedes a Internet en un teléfono celular? 1 ☐ Sí 2 ☐ No

30. ¿Cuál es el código postal donde vives? 19 _____

31. ¿Cuántos años tienes? _____ Años

32. ¿Tienes una licencia de conducir válida? 1 ☐ Sí 2 ☐ No

33. ¿Te identificas como? 1 ☐ Masculino 2 ☐ Femenina 3 ☐ Prefiero no responder

34. ¿Cuántos autos u otros vehículos de motor están disponibles para su uso?

0 1 2 3 o más

35. En los últimos 30 días, ¿con qué frecuencia usó Uber o Lyft?

0 ☐ 0 veces 1 ☐ 1 vez 2 ☐ 2 veces 3 ☐ 3 veces 4 ☐ 4 o más veces

36. Si usaste Uber o Lyft

a. ¿Lo usaste como parte de un viaje en autobús? 1 ☐ Sí 2 ☐ No
b. ¿Lo usaste para reemplazar un viaje en autobús? 1 ☐ Sí 2 ☐ No

37. ¿Cuál te consideras tú? (Marque todo lo que corresponda a usted)

1 ☐ Afroamericano/Negro 2 ☐ Asiático 3 ☐ Caucásico/Blanco
4 ☐ Hispano/Latino 5 ☐ Indio nativo americano 6 ☐ Otro: _____

38. ¿Qué idioma habla más a menudo en casa? 1 ☐ Inglés 2 ☐ Español 3 ☐ Otro: _____

39. ¿Cuál es su ingreso familiar anual total?

1 ☐ Menos de \$10,000 2 ☐ \$10,000 a \$14,999 3 ☐ \$15,000 a \$19,999
4 ☐ \$20,000 a \$24,999 5 ☐ \$25,000 a \$34,999 6 ☐ \$35,000 a \$49,999
7 ☐ \$50,000 a \$74,999 8 ☐ \$75,000 a \$100,000 9 ☐ Más de \$100,000

¿Tiene algún comentario sobre el servicio BARTA?

All Responses to All Questions in Order of the Questionnaire

Question	Response	Percentage
Q1 Satisfaction: Overall	Very Dissatisfied	1%
	Quite dissatisfied	1%
	Somewhat dissatisfied	4%
	Neutral	8%
	Somewhat satisfied	17%
	Quite satisfied	28%
	Very satisfied	40%
Q2 Satisfaction: On-time Arrival/Departure	Very Dissatisfied	2%
	Quite dissatisfied	4%
	Somewhat dissatisfied	8%
	Neutral	10%
	Somewhat satisfied	19%
	Quite satisfied	26%
	Very satisfied	30%
Q3 Satisfaction: Weekday service frequency	Very Dissatisfied	3%
	Quite dissatisfied	2%
	Somewhat dissatisfied	4%
	Neutral	11%
	Somewhat satisfied	15%
	Quite satisfied	27%
	Very satisfied	38%

Question	Response	Percentage
Q4 Satisfaction: Weekend service frequency	Very Dissatisfied	6%
	Quite dissatisfied	5%
	Somewhat dissatisfied	11%
	Neutral	14%
	Somewhat satisfied	15%
	Quite satisfied	20%
	Very satisfied	29%
Q5 Satisfaction: Time service starts/ends	Very Dissatisfied	4%
	Quite dissatisfied	4%
	Somewhat dissatisfied	8%
	Neutral	9%
	Somewhat satisfied	15%
	Quite satisfied	21%
	Very satisfied	39%
Q6 Satisfaction: Bus seat availability	Very Dissatisfied	2%
	Quite dissatisfied	2%
	Somewhat dissatisfied	6%
	Neutral	11%
	Somewhat satisfied	16%
	Quite satisfied	26%
	Very satisfied	35%
Q7 Satisfaction: Bus cleanliness	Very Dissatisfied	3%
	Quite dissatisfied	4%
	Somewhat dissatisfied	8%

Question	Response	Percentage
	Neutral	12%
	Somewhat satisfied	16%
	Quite satisfied	25%
	Very satisfied	33%
Q8 Satisfaction: Value for bus fare	Very Dissatisfied	3%
	Quite dissatisfied	3%
	Somewhat dissatisfied	7%
	Neutral	12%
	Somewhat satisfied	15%
	Quite satisfied	20%
	Very satisfied	40%
Q9 Satisfaction: Driver courtesy/friendliness	Very Dissatisfied	2%
	Quite dissatisfied	2%
	Somewhat dissatisfied	4%
	Neutral	9%
	Somewhat satisfied	14%
	Quite satisfied	22%
	Very satisfied	48%
Q10 Satisfaction: Personal safety on bus	Very Dissatisfied	2%
	Quite dissatisfied	2%
	Somewhat dissatisfied	2%
	Neutral	10%
	Somewhat satisfied	12%
	Quite satisfied	28%
	Very satisfied	45%

Question	Response	Percentage
Q11 Satisfaction: Telephone customer service	Very Dissatisfied	5%
	Quite dissatisfied	3%
	Somewhat dissatisfied	4%
	Neutral	16%
	Somewhat satisfied	13%
	Quite satisfied	19%
	Very satisfied	38%
Q12 Satisfaction: Bus schedule availability	Very Dissatisfied	2%
	Quite dissatisfied	2%
	Somewhat dissatisfied	2%
	Neutral	8%
	Somewhat satisfied	10%
	Quite satisfied	22%
	Very satisfied	53%
Q13 Satisfaction: Schedule is easy to understand	Very Dissatisfied	2%
	Quite dissatisfied	1%
	Somewhat dissatisfied	3%
	Neutral	8%
	Somewhat satisfied	9%
	Quite satisfied	24%
	Very satisfied	53%
Q14 Satisfaction: Website is easy to navigate	Very Dissatisfied	3%
	Quite dissatisfied	1%
	Somewhat dissatisfied	3%
	Neutral	10%

Question	Response	Percentage
	Somewhat satisfied	11%
	Quite satisfied	21%
	Very satisfied	50%
Q15.1ST Most needed improvement	On-time Arrival/Departure	26%
	Weekday service frequency	8%
	Weekend service frequency	20%
	Time service starts/ends	11%
	Bus seat availability	5%
	Bus cleanliness	7%
	Value for bus fare	7%
	Driver courtesy/friendliness	7%
	Personal safety on bus	2%
	Telephone customer service	2%
	Bus schedule availability	2%
	Schedule is easy to understand	2%
	Website is easy to navigate	2%
Q15.2ND Second most needed improvement	On-time Arrival/Departure	13%
	Weekday service frequency	12%
	Weekend service frequency	16%
	Time service starts/ends	11%
	Bus seat availability	6%
	Bus cleanliness	10%

Question	Response	Percentage
	Value for bus fare	8%
	Driver courtesy/friendliness	9%
	Personal safety on bus	5%
	Telephone customer service	3%
	Bus schedule availability	3%
	Schedule is easy to understand	2%
	Website is easy to navigate	1%
Q15.3RD Third most needed improvement	On-time Arrival/Departure	11%
	Weekday service frequency	8%
	Weekend service frequency	9%
	Time service starts/ends	10%
	Bus seat availability	8%
	Bus cleanliness	11%
	Value for bus fare	11%
	Driver courtesy/friendliness	9%
	Personal safety on bus	8%
	Telephone customer service	4%
	Bus schedule availability	3%
	Schedule is easy to understand	5%
	Website is easy to navigate	3%

Question	Response	Percentage
Q16.A Weekday vs Weekend service	Less frequent weekday/more weekend service	46%
	More frequent weekday/less weekend service	54%
Q16.B Increased frequency vs new routes	Increase frequency of service on heavily traveled routes	51%
	Add new service to new areas with no service now	49%
Q16.C Fewer stops vs longer walk	Bus every 15 min, longer walk to stops	50%
	Bus every 30 min, shorter walk to stops	50%
Q16.D Increased frequency vs longer service time	Bus every 15 min, fewer hours of day	19%
	Bus every 30 min, earlier/later service	81%
Q17.MON Rode Monday	Yes	80%
	No	20%
Q17.TUE Rode Tuesday	Yes	79%
	No	21%
Q17.WED Rode Wednesday	Yes	81%
	No	19%
Q17.THU Rode Thursday	Yes	80%
	No	20%
Q17.FRI Rode Friday	Yes	78%
	No	22%
Q17.SAT Rode Saturday	Yes	61%
	No	39%

Question	Response	Percentage
Q17.SUN Rode Sunday	Yes	48%
	No	52%
Q17.ALL Rode past 7 days	Yes	44%
	No	56%
Q18 Tenure using transit	First trip	2%
	Less than 1 yr	18%
	1-2 yrs	17%
	3-4 yrs	13%
	More than 4 yrs	51%
Q19 Frequency of riding vs last year	More often	51%
	Less often	8%
	About the same	41%
Q20 Access mode from home	Walk	90%
	Bike	1%
	I drive	1%
	Dropped off	6%
	Other	2%
Q21 Egress mode	Walk	93%
	Bike	1%
	Get a ride	4%
	Other	2%
Q24 Transfer	Yes	51%
	No	49%
Q25.1 Use BARTA for today's trip: Work	Yes	60%
	No	40%

Question	Response	Percentage
Q25.2 Use BARTA for today's trip: Shopping	Yes	33%
	No	67%
Q25.3 Use BARTA for today's trip: Middle/High School	Yes	4%
	No	96%
Q25.4 Use BARTA for today's trip: College/Vocational School	Yes	7%
	No	93%
Q25.5 Use BARTA for today's trip: Social services	Yes	6%
	No	94%
Q25.6 Use BARTA for today's trip: Doctor/Medical visit	Yes	22%
	No	78%
Q25.7 Use BARTA for today's trip: Social/Recreational visit	Yes	10%
	No	90%
Q25.8 Use BARTA for today's trip: Airport	Yes	0%
	No	100%
Q25.9 Use BARTA for today's trip: Other	Yes	5%
	No	95%
Q26.1 Employment: Outside home	Yes	58%
	No	42%
Q26.2 Employment: Inside home	Yes	6%
	No	94%
Q26.3 Employment: Homemaker	Yes	6%
	No	94%
Q26.4 Employment: Student	Yes	12%
	No	88%
Q26.5 Employment: Unemployed	Yes	11%

Question	Response	Percentage
	No	89%
Q26.6 Employment: Retired	Yes	10%
	No	90%
Q27.A Work hours: After 9 PM	Yes	34%
	No	66%
Q27.B Work hours: Saturday	Yes	44%
	No	56%
Q27.C Work hours: Sunday	Yes	35%
	No	65%
Q27.D Work hours: Before 7 AM	Yes	37%
	No	63%
Q28 Cellphone use	Yes	86%
	No	14%
Q29 Internet use from cellphone	Yes	74%
	No	26%
Age group	11 to 23	17%
	24 to 30	17%
	31 to 43	23%
	44 to 50	13%
	51 or older	30%
Q32_LIC Driver's license	Yes	28%
	No	72%
Q33_GENDER Gender	Male	38%
	Female	61%
	Prefer not to answer	2%

Question	Response	Percentage
Q34_VEHICLE Vehicle availability	None	74%
	1	20%
	2	4%
	3 or more	2%
	4	0%
Q35_UBER_LYFT Uber/Lyft use past 30 days	None	74%
	Once	5%
	Twice	5%
	3 times	5%
	4 or more times	11%
Q36.A Uber/Lyft: part of trip	Yes	9%
	No	91%
Q36.B Uber/Lyft: replaced a bus trip	Yes	17%
	No	83%
Q37 Ethnicity	African American	22%
	Asian	1%
	Hispanic	36%
	White	37%
	Native American	1%
	Other/multiracial	4%
Q38 Primary language	English	88%
	Spanish	11%
	Other	1%
Q38.OTHER Other primary language		98%

Question	Response	Percentage
	A LITTLE ENGLISH	0%
	AMISH	0%
	BOTH	1%
	CHINESE	0%
	CREOLE	0%
	DUTCH	0%
	ENGLISH	0%
	ESPANOL	0%
	FRANCE	0%
	FRENCH	0%
	HAITIAN CREOL	0%
	HATIAN CREOLE	0%
	JAPANESE	0%
	KOREAN	0%
	MIX OF ALL	0%
	PA DUTCH	0%
	PATOIS	0%
	PIG LATIN	0%
	PORTUGUEZ	0%
	SIGN LANGUAGE	0%
Q39 Household income	Less than \$10,000	35%
	\$10,000-\$14,999	12%
	\$15,000-\$19,999	6%
	\$20,000-\$24,999	18%
	\$25,000-\$34,999	12%

Question	Response	Percentage
	\$35,000-\$49,999	6%
	\$50,000-\$74,999	6%
	\$75,000-\$100,000	1%
	More than \$100,000	1%

All Survey Comments

Route	Comment
1	YES WORK SUNDAYS LATER ON SAT.
1	YES BARTA HAVE BEEN A BLESSING UNTO ME, WE NEED MORE GRANTS TO OPERATE LONGER
1	WIFI & MORE
1	VERY GOOD SERVICE
1	THEY NEEDED TO BE MORE ON TIME IN THE EVENING.
1	THEY DONT RUN ON TIME EVERY DAY OF THE WEEK.
1	THE 14 BUS RUN MORE LATER BUSES
1	THANKS!
1	THANKS FOR THE RIDES!
1	TEMPLE VIA KUTZTOWN RD SHOULD RUN LONGER
1	SOME DRIVERS ARE MEAN AND DRIVE CRAZY ALWAYS LEAVE MANY SOME LEAVE WHILE I WAIT.
1	SO FAR SO GOOD :)
1	NO SERVICE IN ST LAWRENCE WALK TOO FAIR TO CATCH BUS
1	NEEDS TO REPLACE PAPER CARDS TO MAGNETIC PLASTIC CARDS
1	NEED BETTER CUSTOMER RELATION MOST BUS DRIVERS ARE VERY RUDE I HAVE CALLED MANY TIMES.
1	MOST DRIVERS VERY PROFESSIONAL, COURTEOUS, HELPFUL!
1	MORE CLEANLINESS ON BUS PEOPLE AFFRAID OF BEDBUGS ON SEATS
1	MORE BUS HOURS TO GET TO WORK ON TIME
1	MÁS AMABILIDAD DE LOS CONDUCTORES HACIA LAS PERSONAS QUE UTILIZAN LA GUGUA YA QUE GRACIAS A NOSOTROS ELLOS COBRAN.
1	LATER WERNERSVILLE BOSS & SUNDAY SCHEDULE
1	KEEP DOING GREAT KEEP HAVING A GREAT ATTITUDE!
1	INCREASE PM TIMES ON WEEKDAY BUS ROUTE, MAYBE GIVE COLLEGE DISCOUNTS
1	IF I WAS DRIVING FOR BARTA, THEY WOULD FIRE ME.
1	I WOULD LIKE SUNDAY NIGHT SERVICE BECAUSE I WORK SUNDAY NIGHTS.
1	GREAT

Route	Comment
1	GET RID OF THE AUTOMATED PHONE IT SUCKS
1	EARLIER BUSES ON SUNDAYS
1	DRIVERS DONT ALWAYS STOP AT THE BUS STOP AFTER HOURS OR BEFORE 7 AM
1	DRIVERS ARE REPEATELY LATE. WHICH CAUSES ME TO MISS TRANSFER BUS. OFFSET TIMES FOR BUSES FROM OPPOSITE AREAS OR REQUIRE BUSES TO STAY AT TERMINAL UNTIL ARRIVAL
1	DO NOT LET BETH DISTRACT DRIVERS. HAVE DRIVERS REMIND PEOPLE FRONT SEATS ARE FOR ELDERLY & DISABLED AND TELL PEOPLE TO MOVE PKGS. SO OTHER PEOPLE COULD SIT
1	DEBERIAN CREAR UN APP QUE PODAMOS VER POR DONDE VIENE EL BUS, COMO LO HACE UBER.
1	AT LEAST AN HOUR ADDED ON SUNDAYS. LIKE INSTEAD OF ENDING AT 645 FOR MY STOP 745 PM WOULD BE BETTER IN CASE I MISS LAST STOP. MY WORK ENDS AT 630PM AND I HAVE TO
1	ADD SERVICE TO 6 TH STREET WHOLE STREET
1	5TH ST BUS SHOULD RUN EARLY MORNING ON SUNDAYS
3	USUALLY I AM VERY SATISFIED
3	THE 10TH ST AND 11TH ST DRIVERS ALWAYS LEAVE EXETER ST BETWEEN 5 TO 18 MIN. TO LATE
3	SUNDAY SERVICE
3	LATER ROUTES KUTCHEON OF
3	KEEP UP THE WORK
3	KEEP UP THE GOOD JOB
3	I WOULD LIKE MORE FREQUENCY FOR THIS ROUTE (OR KUTZTOWN ROAD-WALMART)
3	I WISH IT RAN EARLY ON WEEKENDS
3	I RIDE MAINLY ON THE TEMPLE KUTZTOWN RD BYUS WOULD RIDE MORE OFTEN IF THERE WAS SERVICE UNTIL 7 PM
3	GOOD SERVICE JOKE WITH DRIVERS
3	DOIN A GREAT JOB JUST MINOR IMPROVEMENTS.
3	BUS FARE NEEDS TO BE CHEAPER LIKE IT WAS IN OCTOBER
3	BUENO PERO PUEDE SER MEJOR
3	ALGUNOS CONDUCTORES SON MUY RACISTA CON LOS HISPANOS Y BIEN IRRESPETUOSO A MI ME HA PASADO MUCHO

Route	Comment
4	YES DON'T LIKE THE WERNERSVILLE BUS SCHEDULE. COMING BACK TO THE STATION
4	WELL - I THINK MUCH BETTER SERVICE THE BUS. ALSO NO CELL ON THE BUS. TALKING ON THE BUS NO GOOD THANKS
4	THE BUS DRIVERS DON'T LEAVE ON TIME OR THEY LEAVE THE STATION TO EARLY SCHUYIKILL AVE BUS SHOULD NOT GO TO ST JOE'S AT NIGHT
4	STOP BEING RUDE
4	SOME OF THE MALE DRIVERS COULD BE MORE COURTEOUS & FRIENDLY. P.S. ALSO NEED TO BEEF UP SECURITY THROUGHOUT TRANSIT CTR.
4	SI LINEA 3 Y UDEBERIA DE TROBOYOIN HASTA LAS 11 PM OK
4	PLEASE GET BUSES TO RUN ON SUNDAY NIGHT PLEASE!
4	PLEASE ACCEPT EBT CARDS!
4	ON PEAK HOURS (RUSH HOUR) BROOKLINE BUS IS ALWAYS LATE, THERE SHOULD BE 2 BUSES RUNNING ON PEAK HOURS!! PLEASE!
4	MUY BUEN SERVICIO
4	NIGHTLINE ON TIME BUSES, EXTRA BUS FOR WALMART
4	NEEDS SEATBELTS IF THE BUS FOR ANY REASON GETS INTO AN ACCIDENT THE CHILDREN ELDERLY AND PRENANT WOMEN ECT WILL BE HURT
4	NEED BARTA 24 HOUR A DAY NEED HUNTBURG TO RUN EVERY HOUR AND ON SUNDAYS
4	MILITARY SHOULD HAVE A DISCOUNT FARE EVERYDAY
4	LET BUS SERVICE ON SUNDAY'S.
4	I'M THANKFUL FOR THE SUNDAY SERVICE BUT I WISH THAT IT STARTED SOONER OR ENDED LATER.
4	I LIKED THIS SERVICE
4	GET WIFI ON BUS
4	ESPECIALLY BUS 14, 16 MORE BUS SERVICE DURING THE HOLIDAY
4	CLEAN THE BUSES REGULARLY
4	CHEAPER BUS FARE LIKE OCTOBER & HAVE THE BUSES RUN LATER OR BRING BACK NITE LINE
4	SHOULD EXTEND WERNVILLE 14 BUS LONGER NOT END AT 6PM
5	WORK SUNDAYS WOULD BE NICE
5	THERE IS ALWAY FOR IMPROVEMENT.
5	THE MAP SHOW THE BUS GOES DOWN PENN NOT WASHINGTON

Route	Comment
5	THE #5 ALBRIGHT SHOULD RUN ON WEEKENDS ON LATER ON WEEKDAYS
5	THANK YOU
5	IS GOOD SERVICE
5	GOOD BUS SERVICE
5	DRIVERS ARE FRIENDLY AND VERY HELPFUL.
5	CONVINIENT GETS ME TO AND FROM WORK ALL WEEK AS WELL AS HELPS RUN ERRANDS ON WEEKENDS.
5	BUS SHOULD HAVE A LIMIT OF PEOPLE
5	BARTA IS GOOD FOR THE MOST PART, BUT NEEDS BUS AFTER 5:30 FOR ALBRIGHT!
5	ADJUST RT 5 DEPART 8:06 TO 8:00 TI ARIV. BTV AT 8:25
7	SOME DRIVERS ARE RUDE & MEAN
7	SATURDAY AND SUNDAY EARLY IN THE MORNING I NEED SERVICE
7	PLEASE ADD BUS SERVICE ON SUNDAY & HOLIDAY PENNSIDE NUMBER 7
7	PENNSIDE BUS ROUTE NEED TO BE EXTENDED FOR THE 9-5 PM WORKING INDIVIDUALS.
7	MORE RT 61
7	I WOULD LIKE A PENNSIDE SERVICE AFTER 530 PM. I WOULD ALSO LIKE A PENNSIDE SERVICE ON SUNDAY.
7	I WISH THE BUS WOULD CHANGE THE TIME SCEDUL FOR THE REIFTON BUS FROM HOLLYWOOD COURT
7	I WISH THE 7 WOULD RUN LATER
7	I THINK YOU SHOULD HAVE A SUNDAY HAMBURG BUS.
7	BETTER CONNECTING BUS SERVICE NEEDED
7	14 SERVICE ENDING AT 6 PM ON A BUS PACKED FULL IN THE EVENING ON A QUOTE PASSING BY HUNDREDS OF BUSINESS RESTAURANTS ETC IS COMPLETELY UNACCEPTABLE.
8	THERE SHOULD BE SERVICE MORE FRQEQUENTLY IN EXETER MOST DRIVERS ARE WONDERFUL.
8	SUNDAY SERVICE COULD US SOME WORK. #7 IS MY CLOSEST BUS, AND WITH NO SERVICE SUNDAYS, TO GO OUT I HAVE TO WALK A LONG WAY TO CATCH #8.
8	SUBURB BUSES COME ONCE AN HOUR. PLEASE IMPROVE THE SCHEDULE.
8	SHOULD HAVE WIFI ON THE BUSSES, FOR THOES WHO DONT HAVE CELL SERVICE.
8	SERVICE IS OVERALL FINE SOME OF YOUR DRIVERS NEED WORK. IVE BEEN RACIALLY PROFILED TOO MANY TIME TO COUNT.

Route	Comment
8	NO COMMENT
8	MORE FREQUENT SHELBOAON SPACE BUS SCHEDULE GO OUT WEST RD.
8	MORE BUSES TO BIRDSBOURGH
8	MIL FELICITACIONES POR EL SERVICIO Y ESPERO SE PUEDA METORAR LAS FRECUENCIAS Y TIEMPOS DE ESPERA. GRACIAS.
8	LONGER HOURS TO BUY BUS PASSES
8	LATER TIME
8	I CHANGE BUSS AT BARTA SOMETIME THE LEAVE AHEAD OF TIME-NOT COOL-ALWAYS LATE AT WORK
8	HAMBURG NEEDS SUNDAY/HOLIDAY SERVICE.
8	GREAT SERVICE BUS DRIVER WILL GO BY SOMETIME.
8	BUS SERVICE TO LANCASTER PA IS LONG OVER DO. BARTA IS SIMPLY THE BEST SERVICE IN THE COUNTRY. CONGRATS!
8	BRING THE MORGANTOWN BUS BACK
9	RUN LATE AT NIGHT
9	NONE AT ALL, VERY GOOD SERVICE.
9	NO PROBLEM.
9	MY DAD IS THE BEST BARTA DRIVER LOL
9	MAS BUS LOS FINES DE SAMANA
9	LOS JOVENES NO DAN LOS IMPUESTAS A LOS CONDUCTORES
9	KEEP UP THE GOOD WORK
9	I THINK KENHORST GRILL SHOULD RUN EVER 30 MINUTES
9	BUSES SHOULD BE CLEANER. DON'T WORK ON SUNDAY - DUE TO BUS SCHEDULE
11	WYD ID THEY CHANGE TO NEW SCHEDULE THE OLD WAS OK
11	NEED TO GET THE BUS DRIVER TO STOP AT CURVE TO GET ON THE BUS INSTEAD OF THE MIDDLE OF THE STREET TO GET ON THE BUS IT VERY HARD TO STEP UP TO GET ON BUS. THERE ARE A FEW THAT DON'T ALL THE TIME
11	MY DRIVERS ARE SO NICE
11	MORE BUSES SERVICE
11	IT IS GOOD
11	I WOULD LIKE AN EARLIER PICK-UP AT THIS BUS STOP 9:45 AM RT 11

Route	Comment
11	GOOD JOB
11	CAN BE ON TIME
11	I HAVE TO WALK HOME 15 MIN. IF I MISS 111 BUS I WORK 9-5 WOULD BE NICE IF THERE WAS A LATER RUN.
14	YES I WISH THEY WOULD BE ON TIME AND MORE AREAS OF SERVICE AND RUN EVERY 15 MIN
14	YES HAVE MORE BUSES THAT TRAVEL TO WERNERSVILLE AT NIGHT
14	WIFI ON BUSES
14	WE NEED SUNDAY SERVICE
14	THE BUS IS NICE AND THE DRIVER ARE NICE
14	TEMPLE BUS IS SLACK WHEN IT COMES TO SPACE.
14	SUNDAY BUS SERVICE TO SINKING SPRING. BUS 14
14	SHOULD WORK ON PROVIDING A 1 YEAR BUS PASS
14	NEED MORE SERVICES TO AND FROM WOMELSDORF
14	NEED MORE BUS RUN TO OUTER AREAS (EX RT 14) LATER IN THE DAY & WEEKENDS!
14	LATER SERVICES ARE SOMETHING I'D BENEFIT FROM
14	KEEP UP THE GOOD WORK. THANKS FOR GETTING ME THERE SAFELY.
14	I WOULD LIKE FOR BUS 14 TO RUN 6 ON SUNDAYS.
14	I LIKE THE SERVICE
14	GOOD JOB
14	FOR ROUTE 14 MCDONALD PARK & RIDE -- RIGHT NOW WE HAVE A BUS AT 8:00 AM! THEN NOTHING TILL 3 PM! COULD WE HAVE A BUS AS 12:00 NOON OR 1PM.
14	ES GUENO
14	COMPARED TO S.E.P.T.A. IN PHILADELPHIA B.A.R.T.A. IS A JOKE, BUT IT WORKS. BARTA NEED MORE SERVICE.
14	BETTER SERVICE THAN HARRISBURG AND WILLIAMSBURG PA
14	BETTER BUS CONNECTIONS WITH BUS 14 AND 15 IN WEST READING
14	AWESOME
14	14-DOMINGO BUS 14 DOMINGO
15	NEED TO WORK FASTER FOR WE CAN GET TO WORK EARLY.

Route	Comment
15	LATER SERVICE ON SUNDAYS MANY JOBS ARE OPEN AFTER 11PM AT NIGHT
15	IT NEED MORE BUSES ON THE WEEKENDS
15	FOR YOUR BOOKLET OF SCHEDULES, SURE (SHOW) BUS STOPS THAT ARE "NOT" IN THE BOOKLET. MAKE NEW BOOKLET OUT (ALL STOPS SURE BE THERE)
15	DO NOT KNOW ALL BUS STOP ON ROUTE 16 PUT IN BOOK
16	THEY DONT RUN ON TIME
16	GOOD
17	WOULD LIKE SUNDAY SERVICE TO ST. JOE'S HOSPITAL
17	WORK ON SUNDAYS LIKE EVERY OTHER DAY.
17	WISH THERE WERE MORE BUSES ON SUNDAY'S (EARLIER & LATER) LOWER SR. TO 60.
17	NONE KEEP UP GOOD WORK
17	MAYBE BRING SOME SUNDAY TRIPS TO ST. JOE'S (ROUTE 183)
17	JUST MORE BUS TRIPS SO I CAN GET TO WORK I WORK AT TOPSTARE/SUBWAY. JUST TRYING TO MAKE ENDS MEET.
17	I REALLY ENJOY MEETING ALL OF THE DIFFRENT BUS DRIVERS THEY ARE FRIENDLY & COURTESY. BARTA SHOULD HAVE CUSTOMER APPRECIATION MORE THAN ONCE A YEAR
17	I DON'T LIKE THE TEMPLE 5TH ST CROWDEDNESS ON TRIPS AND I THINK THEY SHOULD START PROVIDING SEAT BELTS ON BUS.
17	GRACIAS POR SER AMABLES Y CONSIDERADOS CON LOS MAYONS
17	GOOD
17	DRIVE NEED DRIVE BETTER NOT GO FAST
17	BIEN
17	BARTA EXCELENTE
18	YOU CAN START SERVICE EARLIER ON SUNDAYS.
18	YES YOU CAN LOWER THE PRICE FOR KIDS WITH ID'S TO THERE SCHOOL
18	VERY RELIABLE AND CHEAPER TO GO TO WORK.
18	THE BUS SHOULD LEAVE WHEN IS SAID.
18	TERESA ARIAS
18	TENGO QUE TAXI DOS DOMINGO NO HAY SERVICIO DE BARTA A DE MI TRABAJO
18	SOME ROUTES CAN HAVE MORE TIMES, LIKE RDG HOSPITAL

Route	Comment
18	QUE LIMPIEN LOS ASIENTOS POR FAVOR
18	PORQUE CAMABION EL PRESIO TON AMENDUO SIN ABISAR EN ESPANOL
18	PLEASE HAVE BETTER ODOR! BUT OTHER THAN THAT EVERYTHING IS PRETTY GOOD :)
18	OVERALL SATISFIED. JUST WISH SOME ROUTES RAN EARLIER & LATER.
18	NO! BUT PLEASE BRING BACK VINYL SEATS, WET BOTTOMS AREN'T FUN =(
18	NEW ROUTES TO MORE PLACES
18	NEED INCREASED RIDES ON SUNDAY
18	MUSIC CELLPHONES
18	MORE HOURS AT NIGHT
18	MINGUNNO TODO BIEN
18	MAS HORARIOS PARA ALGUNOS PARADAS
18	MAKE A BUS FOR READING HIGH SCHOOL KIDS
18	JUST TRY BEING ON TIME & BEING FRIENDLY.
18	I'M GRATEFUL FOR THE SERVICE BARTA PROVIDES. IT'S STILL THE BEST I'VE USED IN MY 30 YEARS OF USING PUBLIC TRANSIT
18	IF A CLIENT IS COMING TOWARDS THE BUS & I HAVE SEEN THE CLIENT THE DRIVER SHOULD WAIT SPECIALLY IF RUNINIG EARLY.
18	GREAT HELP WITH MY TRANSPORTATION!
18	GOOD SERVICE JUST NEED SUNDAY WERNERSVILLE 630 AM
18	GOOD
18	ESTA UN POCO MEJOR
18	DRIVERS THAT MISS RUNS SHOULD BE FIRED
19	THE DRIVERS ARE ALWAY COURTEOUS & POLITE & FRIENDLY I ALWAYS USE BARTA FOR MY TRANSPORTATION. IT WOULD BE NICE IF BARTA HAD CUSTOMER APPRECIATION MORE THAN ONCE A YEAR
19	THANK YOU ALL FOR YOUR SERVICE
19	I WOULD ASK FOR INFO MADE AVAILABLE FOR THOSE WITH DISABILITIES IN OWN PAMHLET
19	I AM SATISFIED.
19	DRIVERS DO NOT LEAVE ON TIME. THEY ARE SMOKING CIGARETTES WHEN WE ARE WAITING FOR BUS.

Route	Comment
19	DO NOT LIKE HOW THEY CHANGE SCHEDULE DURING REGULAR BUS HOURS.
22	SUNDAY EARLY, MORN & LATE NIGHT SERVICE WOULD BE CONVIENENT FOR WORKING WEEKNEDS ABSOLUTLEY NO RIDE

2 BARTA SPECIAL SERVICES CUSTOMER SURVEY

Introduction

A survey was conducted with customers of BARTA Special Services. A survey form was mailed by SCTA to 564 BARTA Special Services customers with a postage paid return envelope. Of the 564, 168 were returned, for a response rate of 30%.

Data were key entered manually and subsequently processed using the software system "SPSS, version 24." Rounding of percentages will cause some totals to sum to 99% or to 101%. These are not errors and should be ignored.

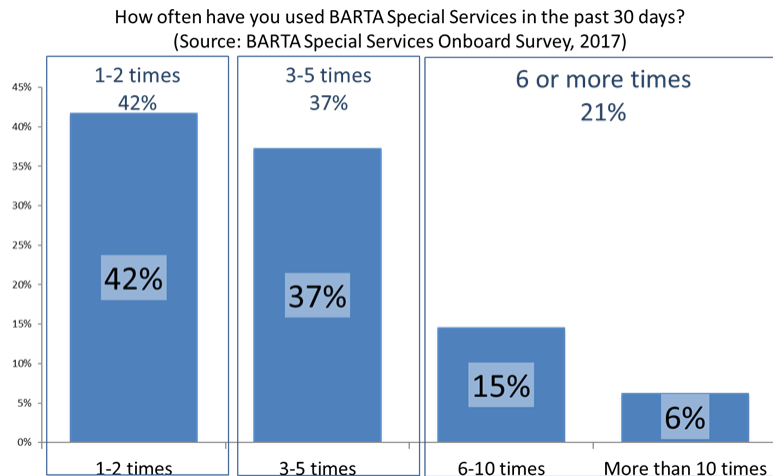
From time to time in this report, comparisons will be made between the results of the BARTA Special Services survey and a BARTA fixed route customer survey conducted as part of the same overall study of BARTA service. However, we have to note that for any differences in demographics between the BARTA fixed route survey and the BARTA Special Services, the methods of data collection were quite different. The onboard survey of fixed route customers involved handing out a questionnaire and collecting it shortly afterward before the customer left the bus, while the Special Services survey involved mailing the survey and relying on the rider to mail it back. How this may (or may not) have affected the result is unknown. However, it is true that surveys that require respondents to take initiative in responding produce less representative samples than those which leave fewer options for a respondent to opt out. The bottom line is that comparisons between the surveys can offer some insights, but the comparisons are inexact.

Use of BARTA Special Services

Frequency of Using BARTA Special Services

In the thirty days prior to the survey, the great majority of BARTA Special Services customers had used the service once or twice (42%) or three to five times (37%). However, a minority of the riders have used BARTA Special Services 6 to 10 times (15%) or more than 10 times (6%) in the past thirty days. Thus, they would account for a share of BARTA Special Services trips out of proportion to their number of individual customers.

Figure 38 Use of BARTA Special Services in Past Thirty Days



Defining Three Rider Segments Based on Frequency of Use

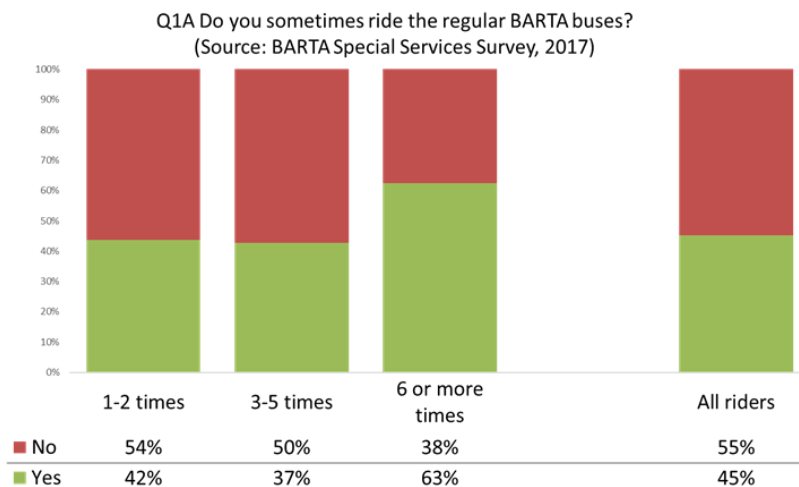
For the balance of the report, the riders are grouped into three sets who have used BARTA Special Services:

- 1-2 times in the past 30 days, 41%
- 3-5 times in the past thirty days, 37%
- 6 or more times in the past thirty days, 21%

Using Regular RRTA fixed route service

Forty-five percent (45%) of BARTA Special Services customers (45%) say they sometimes use regular BARTA buses. The most frequent riders are those who are most likely (63%) to use regular BARTA fixed route service compared to 3-to-5-time riders (37%) or 1-to-2-time riders (42%). The bottom line is that 45% of BARTA Special Services customers are able to use the BARTA fixed route buses.

Figure 39 Use of Regular BARTA Buses

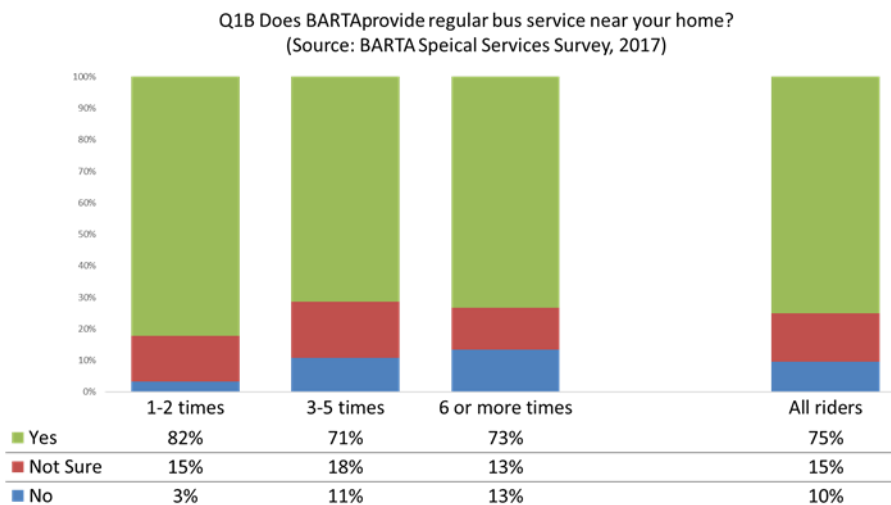


Proximity of BARTA Fixed Route Service

Two-thirds of BARTA Special Services riders (66%) say that regular BARTA fixed service bus routes run near their homes. This tendency differs somewhat among the three segments, with the least frequent customers being more likely than others (82%) to indicate that fixed routes ran nearby their homes.

Why would so many demand response customers live close to the fixed routes? There may be other explanations, however. For example, it could be that Special Services customers tend to be people who located near transit routes, became regular transit customers, and, being accustomed to using public transportation, simply aged out of regular fixed route use and migrated to the use of demand response service.

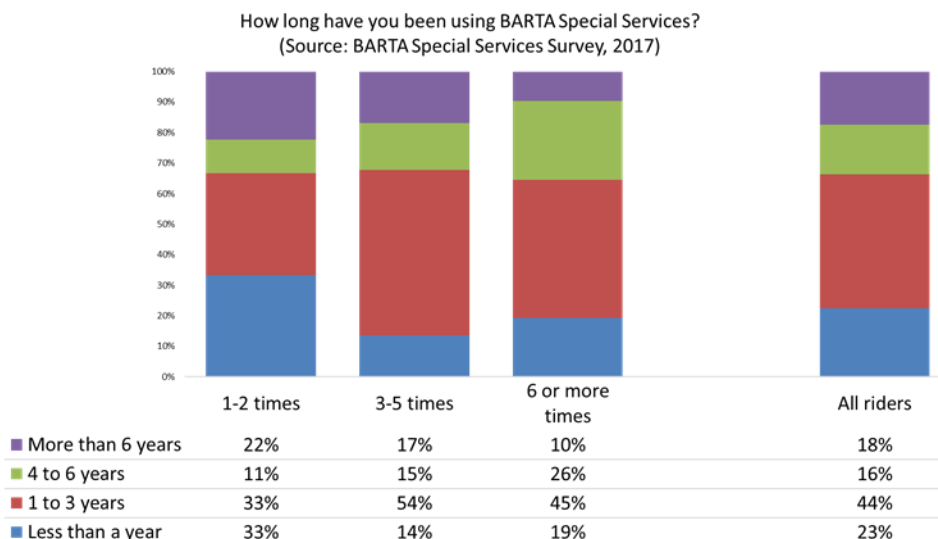
Figure 40 Does BARTA Provide Regular Bus Service Near Your Home?



Duration of Using BARTA Special Services

Twenty-three percent (23%) are relatively new riders who have used it for less than one year. Another 44% have used it for only 1 to 3 years. Thus, a total of more than two-thirds (67%) of current riders are fairly new to BARTA Special Services. A total of 34% have been using BARTA Special Services for four years or more.

Figure 41 Duration of Using BARTA Special Services

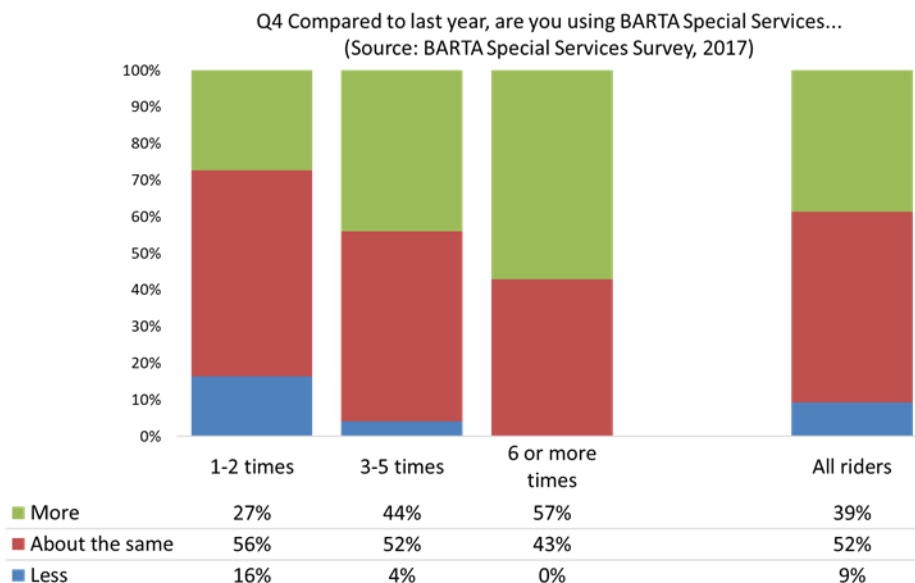


Using BARTA Special Services More or Less than a Year Ago

More than one-third (39%) of BARTA Special Services riders said that they are using Special Services more often than in the previous year. About half (52%) are using it at about the same rate, and 9% are using it less often.

The rider segments differ substantially in this regard. The most frequent customers are much more likely (57%) than the other segments (44% and 27%) to say they are using Special Services more than a year ago.

Figure 42 Change in Frequency of Using BARTA Special Services Compared to Last Year

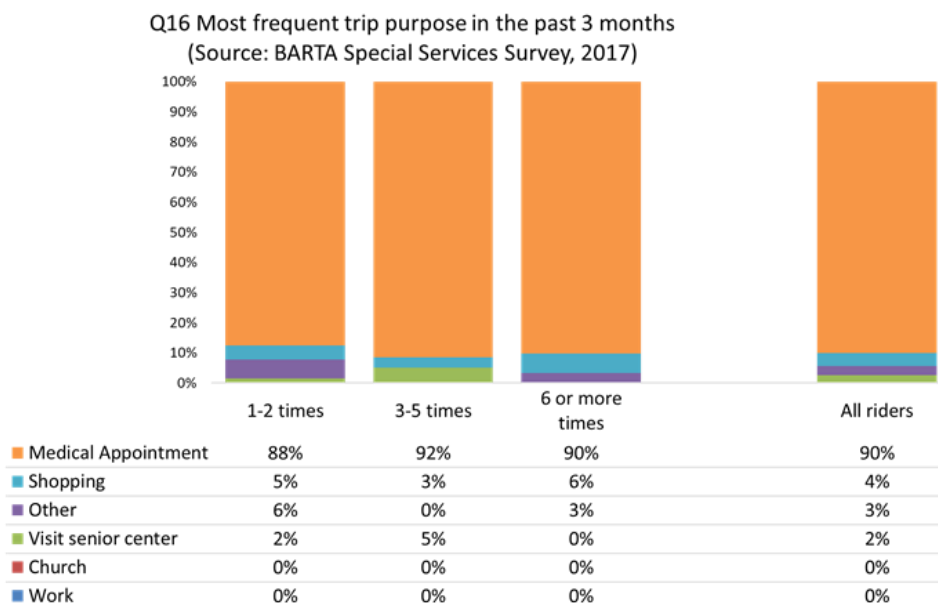


Trip Purpose

Of all BARTA Special Services riders, getting to medical appointments (90%) was by far the most frequent trip purpose. There is very little difference among the three rider frequency segments in this regard. They vary only from 88% (1-to-2-time riders) to 92% (3-to-5-time riders).

The small percentages using BARTA Special Services for other purposes also vary relatively little.

Figure 43 Most Frequent Trip Purpose in the Past Month



Multiple Trip Purposes

BARTA Special Services customers were also asked to specify all purposes for which they had used the service in the previous three months. Because people had several uses during that period, the sums of the percentages exceed 100%.

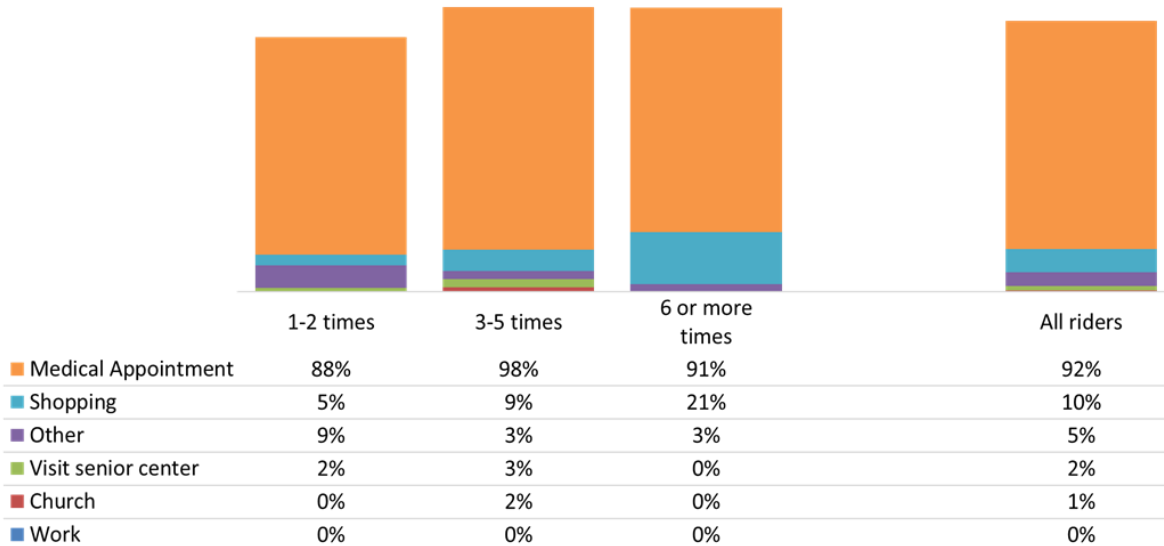
More than three-fourths (76%) of riders use the service to get to and from medical appointments. The 3-to-5-time customers are somewhat more likely (98%) than the other rider segments to use it for this purpose, but all three segments are more likely to use it for this purpose than for any other.

As one would expect, the heaviest customers of BARTA Special Services, who have used it 6 or more times in the previous thirty days, have more, and more varied, trip purposes than the other segments. For example, they are much more likely (21%) than the less frequent customers (9% and 5%) to use it to go shopping.

A small number use it to get to the senior center (2%) or to a place of worship (1%, abbreviated in the chart as "Church"). No riders said they use it to get to work.

Figure 44 Multiple Trip Purposes in Past Three Months

Q15 For which of the following purposes have you used BARTA Special Services in the past 3 months?
(Source: BARTA Special Services Survey, 2017)



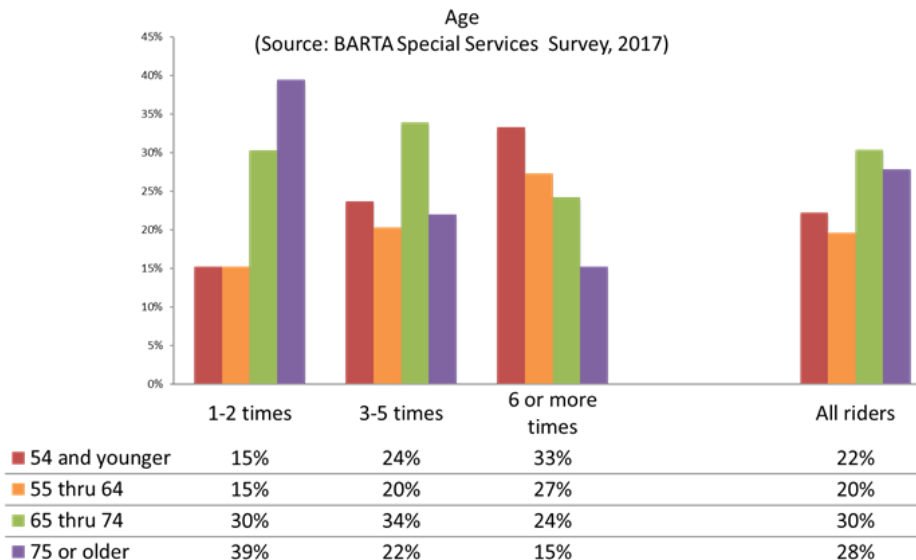
BARTA Special Services Rider Demographics

Age of BARTA Special Services Customers

A total of 78% of the BARTA Special Services riders are older than 55. This compares to only 23% of the RRTA fixed route riders as measured in the companion survey of fixed route riders.

There are distinctly different age patterns among the three customer groups, with the least frequent (1-2 time) riders being the oldest (39% are 75 or older) and the most frequent riders being youngest. Of the latter cohort, only 15% are 75 or older, while 33% are 54 or younger.

Figure 45 Age of BARTA Special Services Riders

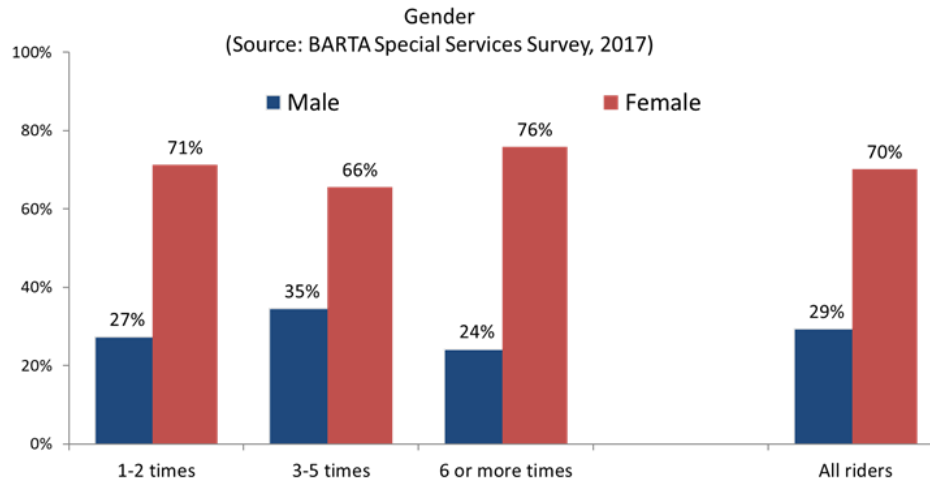


Gender

Among Special Services riders, women greatly outnumber men, 70% to 29%. Given the age of the customer base and women's relative longevity, this is not too surprising.

The female/male discrepancy is greatest among the most frequent riders (76% to 24%), and least among the 3-to-5-time riders (66% to 35%). Although these ratios differ somewhat, they all indicate far heavier use of the service by women than by men across all three usage segments.

Figure 46 Gender of BARTA Special Services Riders

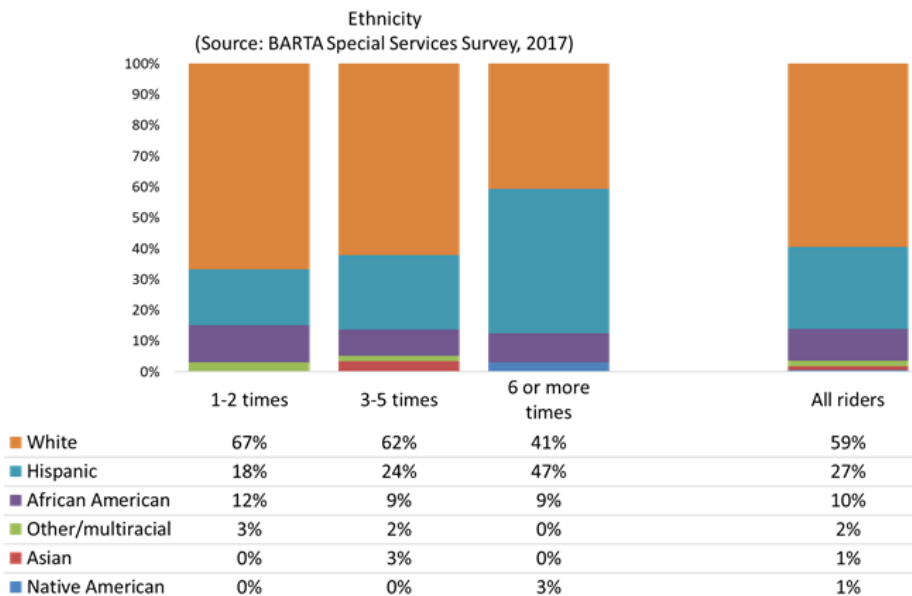


Ethnicity

More than half (59%) of Special Services riders identify as Caucasian/white, 27% as Hispanic, 10% African American, and smaller percentages of other ethnic groups.

This result is somewhat different from fixed route BARTA riders, among whom 39% identify as Caucasian/white, 36% as Hispanic, and 22% as African American.

Figure 47 Ethnicity of BARTA Special Services Riders



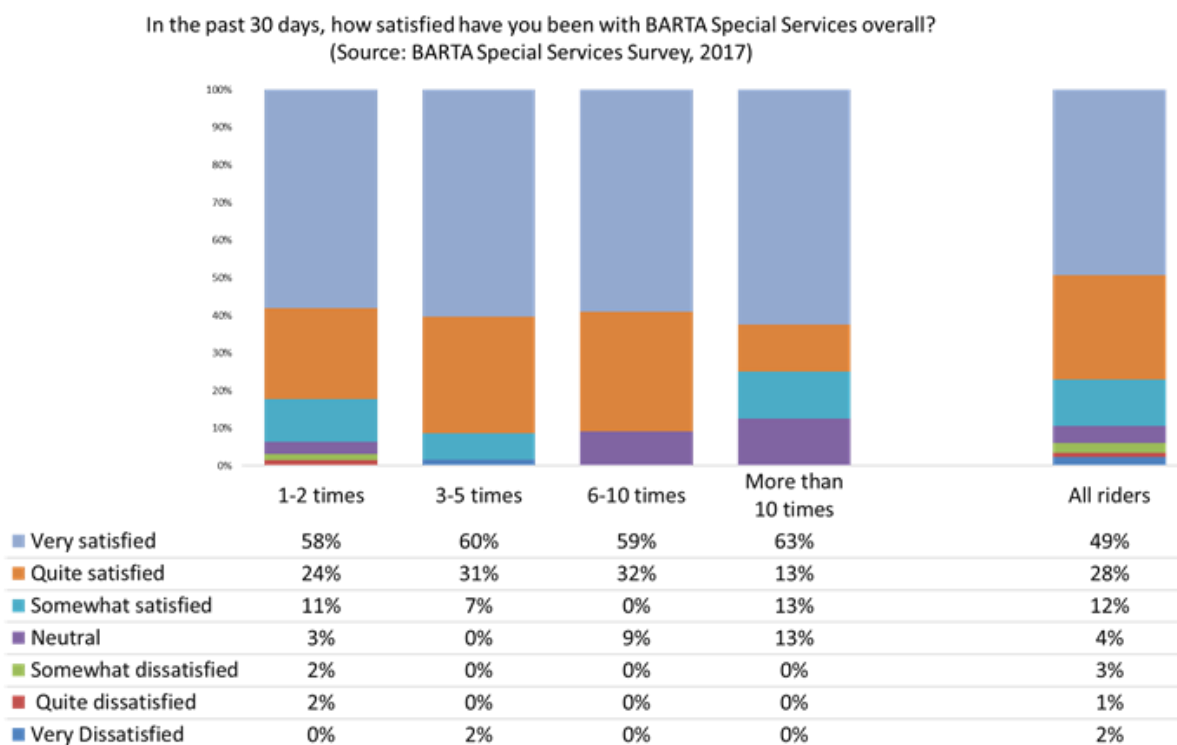
Customer Satisfaction

Overall Rating

Overall, 49% of BARTA Special Services customers say they are very satisfied with the service, while an additional 28% say they are quite satisfied, for a total of 77% saying they are quite or very satisfied.

Satisfaction levels do not differ much among the three usage segments. The only minor difference is that the most frequent riders are more likely to offer a neutral rating. But in all three usage segments, more than 80% give Special Services one of the top two rating scores.

Figure 48 Overall Service Rating



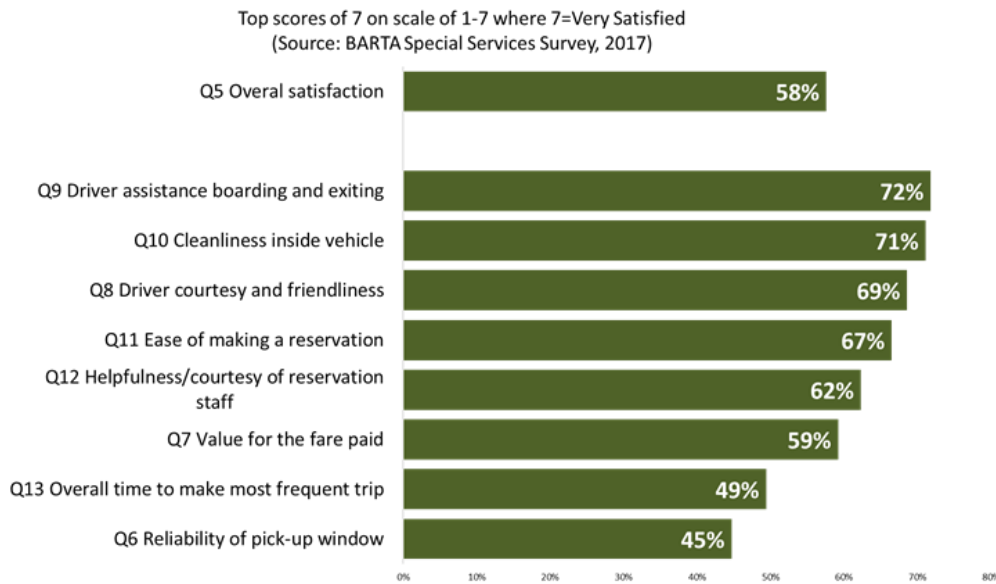
Individual service elements

In Figure 49, we begin to see how the scores for individual aspects of service differ from the overall score. Services are listed in descending order of the percent giving the top rating of "very satisfied."

Elements that make a trip more pleasant – driver assistance and attitude and cleanliness of the vehicles – are at the top of the list, in terms of the percent giving the maximum favorable score

Lowest on the list, both under 50% in their top scores, are operational aspects that are difficult to change including the overall time the trip takes and the reliability of the pick-up window. In the middle range – still very positive – are percentages ranging from 59% to 67%, are the ease of making a reservation and the helpfulness and courtesy of the reservation staff. Value for the fare paid, at 59%, is at the lower end, but still very positive.

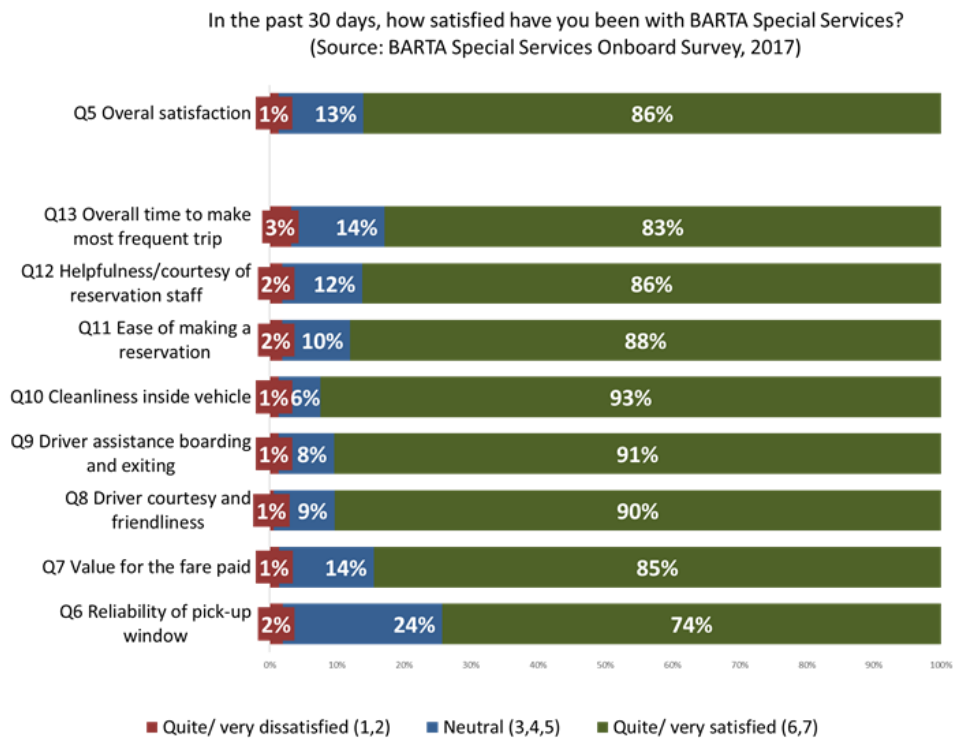
Figure 49 Satisfaction with Individual Elements of Service



Score distribution

In Figure 50 we now can see the distribution of scores. This makes it clear that the relatively low top scores of certain the elements of services shown in Figure 49 are not the result of high negatives, but rather they were the result of high mid-level scores. The very negative scores of 1 or 2 were given by a relatively small number of riders.

Figure 50 Distribution of Satisfaction Scores

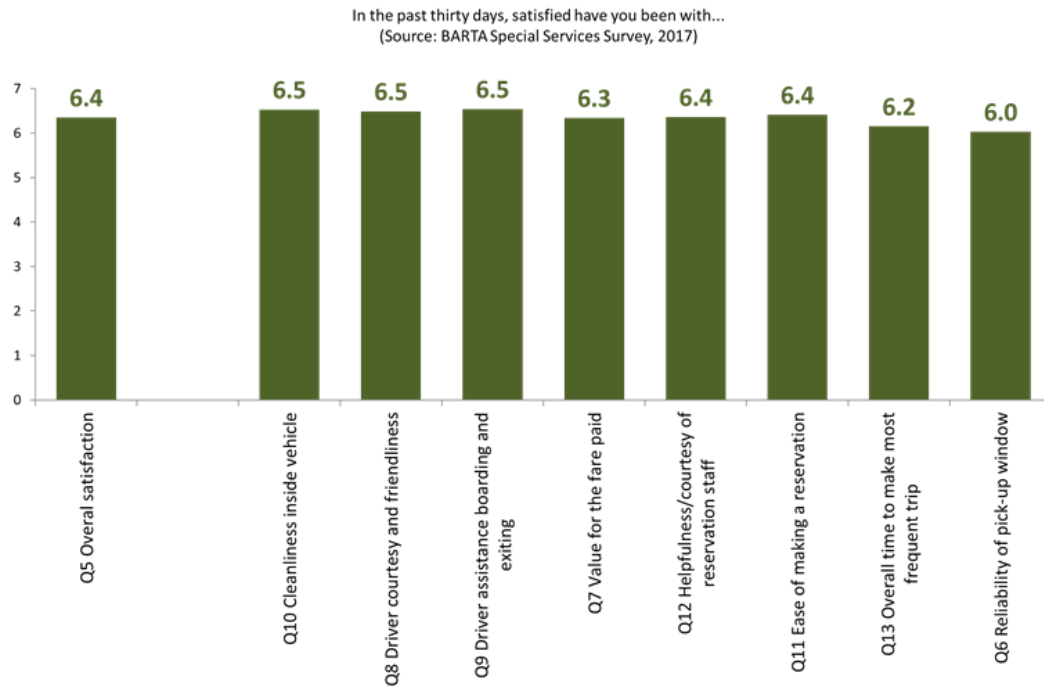


Mean Satisfaction Scores

Another way to report satisfaction scores is to use mean (simple average) scores for the services, as shown in Figure 51, where service elements are shown in descending order of the mean score.

The scores offer a convenient summary metric to track over time. Unlike the top percentages shown in Figure 49, the means shown in Figure 51 express a summary of all the scores, high and low.

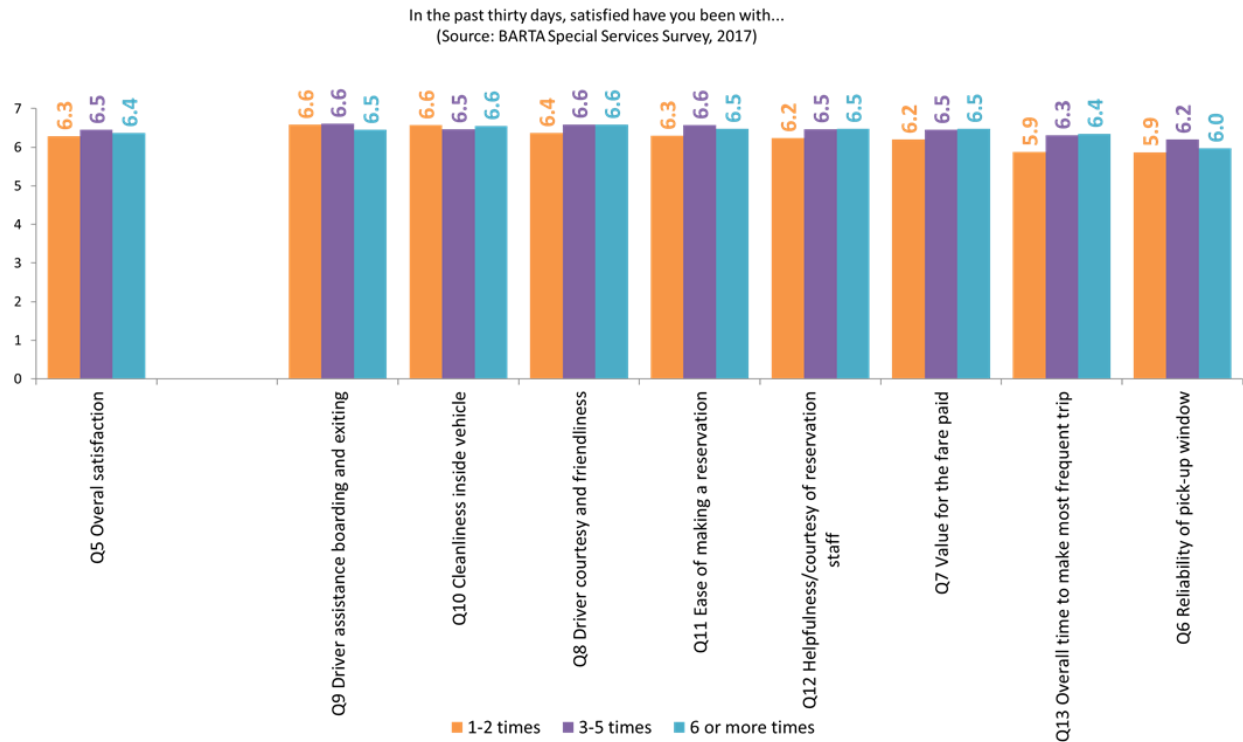
Figure 51 Service Ratings as Mean Scores



Mean Satisfaction Scores, by Segment

The three rider usage segments do not differ in any important way in the mean scores for individual services. The minor differences that do appear show no regular patterns. The usual pattern in such ratings is that the more frequent the level of use, the lower the mean score simply because those who use the system more frequently tend to use the service in less routine ways than others. They are using it for a greater variety of purposes and destinations with more chances to experience things going wrong. That is not the case with BARTA Special Services. The only element of service that is differentiated to a meaningful degree is for the duration of the trip, an aspect of service on which the least frequent customers offer a slightly lower, but still quite favorable, score of 5.9 compared to the two more frequent customers who give scores of 6.3 and 6.4.

Figure 52 Mean Satisfaction Scores, by Segment



What Are BARTA Special Services Customers' Service Improvement Priorities?

There are various ways to measure which aspects of service riders consider important to improve. One way is simply to ask them which are the most important. Figure 53 displays which aspect of service riders say is the one service element most important to improve. The top scoring item is the reliability of the pick-up window. The second is the overall time to make the trip. Both of these are dependent in part on factors such as traffic that are beyond the control of BARTA Special Services.

Riders were also asked which two of the service elements were most important to improve. When we combine the first and second most important elements to improve, the numbers for each element change somewhat. The rank order of the top three elements remains unchanged. There is a slight change of rank order a bit farther down the list, the changes result from minor variations in tenths of a percent and are unimportant.

Figure 53 Single Element of Service Most Important to Improve

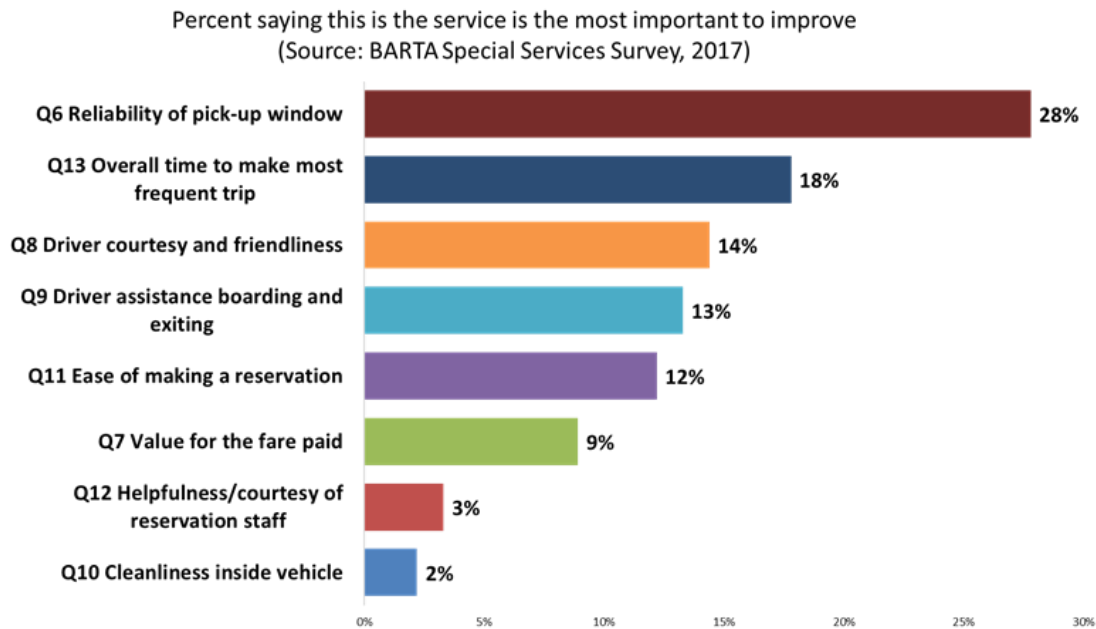
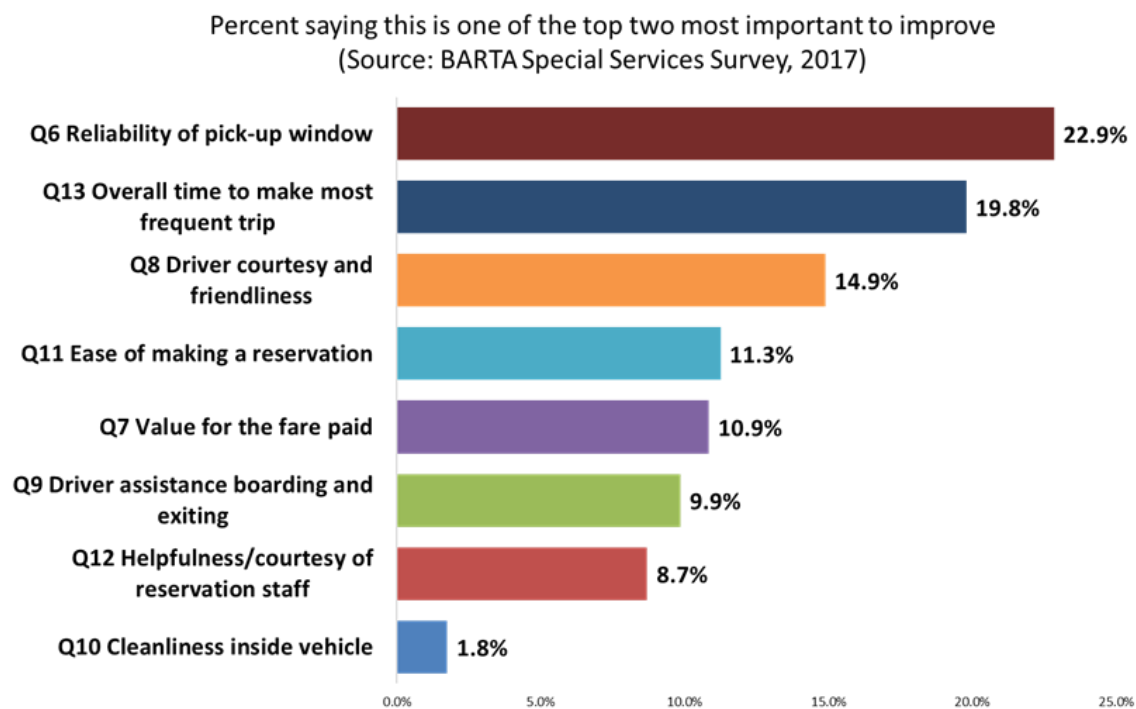


Figure 54 Combined First or Second Most Important to Improve



How Much Does the Rating of Each Service Element Affect the Overall Rating of Red Rose Access?

To a substantial extent, the overall service rating is dependent upon the aggregate impact of each individual service element. Some will have a stronger relationship than others to the bottom line of the overall rating, as Figure 55 shows. In that table, the mean score (simple average) on the scale of 1 to 7 for each individual element of service is shown at the left. At the right are shown the bivariate correlation coefficients of each service element with the overall service score. Such coefficients can theoretically vary from -1 to +1, although in practical application, they are always positive, and less than 1. Thus, they are expressed as decimals. Notice that the highest mean score (Vehicle cleanliness, 6.53) has the second lowest correlation with overall satisfaction (.519). This means that while riders like the cleanliness of the vehicles, it currently lacks a strong relationship with their overall opinion of BARTA Special Services. This may be because they have become accustomed to high quality in this respect and perhaps pay little attention to it. On the other hand, the lowest scoring item, Driver assistance with boarding and alighting (5.44), has the lowest correlation with overall satisfaction. In other words, while riders do not rate this element as highly as they do other aspects of service, their opinion does little to drag down the overall score.

Figure 55 Means of Service Elements and Correlations with Over-all Service Score

<u>Relationship between individual BARTA Special Services service ratings and overall service rating</u>		
	Mean service rating	Correlation to overall service rating
Q10 Cleanliness inside vehicle	6.53	0.519
Q8 Driver courtesy and friendliness	6.49	0.648
Q9 Driver assistance boarding and exiting	5.54	0.516
Q7 Value for the fare paid	6.34	0.736
Q12 Helpfulness/courtesy of reservation staff	6.36	0.602
Q11 Ease of making a reservation	6.41	0.576
Q13 Overall time to make most frequent trip	6.15	0.572
Q6 Reliability of pick-up window	6.03	0.619

<div>High</div> <div>Correlation of each service rating with the rating of overall service</div>	Keys to improving satisfaction: <i>Relatively</i> poor performance on these services compared to others and this is related to overall level of satisfaction. Performance here hurts overall rating.	Maintain your strong position. Each item performs <i>relatively</i> well compared to other items, and is related to overall satisfaction.
	Work on this if possible, but not as top priority for increasing satisfaction among current riders. <i>Relatively</i> poor performance but that makes little difference in overall satisfaction score. Riders would be happier with improvement.	Maintain satisfaction. Performance of this service is well rated <i>relative</i> to other services, but that makes little difference in overall satisfaction.
<div>Service performance rating</div> <div>LowHigh</div>		

Using the mean scores and correlation coefficients, we have constructed an Action Matrix in Figure 56 which shows areas of relative service strength and relative weakness from the viewpoint of the riders. Essentially, this matrix shows how closely each element of service is related to the overall satisfaction score, thus giving the transit system a diagrammatic “map” of what riders would like to see improved.

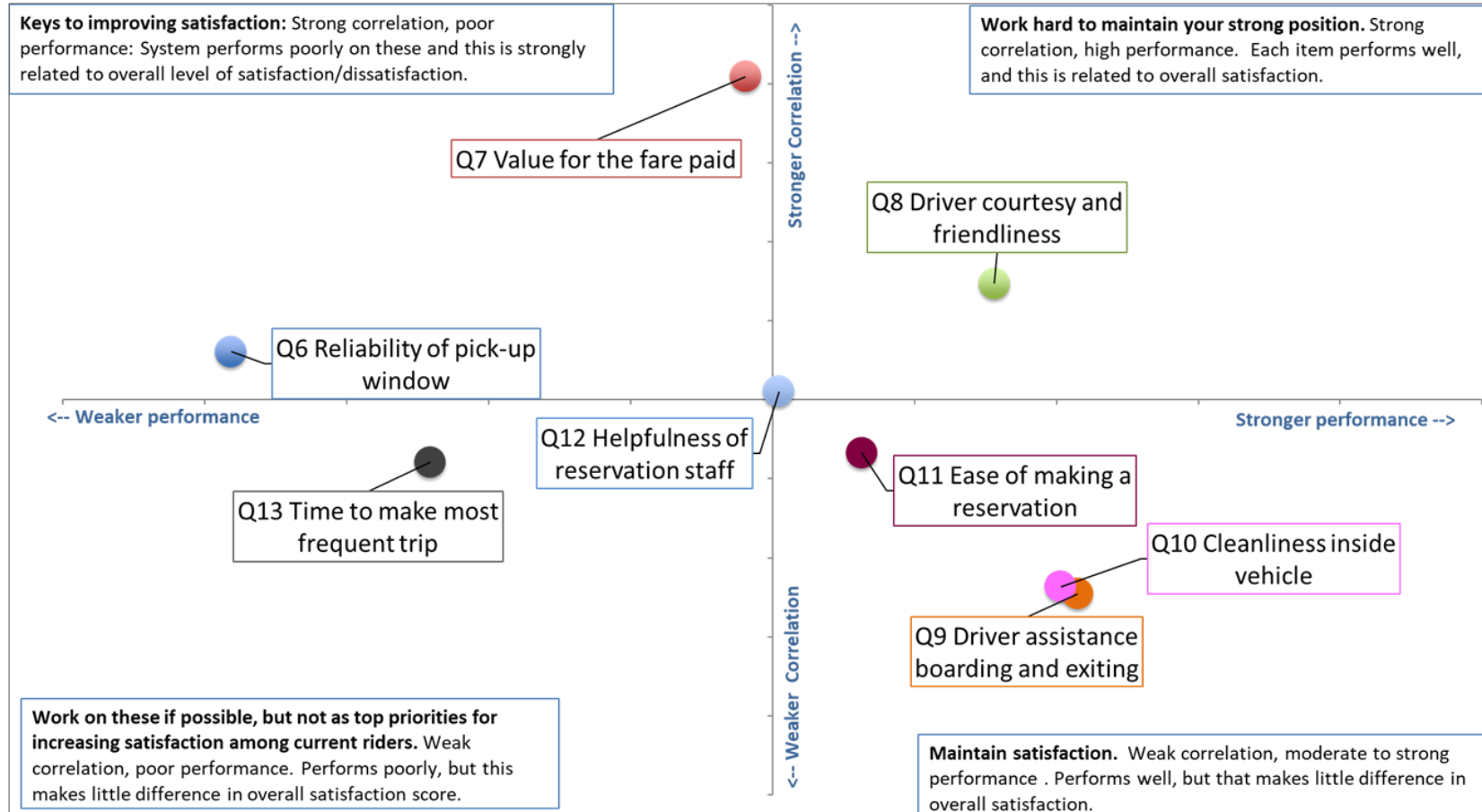
The Action Matrix contains four quadrants based on the mean scores for each element of service and their correlation to the overall rating score. Because the rating score is a score on a scale of 1 to 7, and the correlation is a score ranging from -1 to +1, and always less than 1, they are fundamentally different types of scores. For that reason, it is best to standardize them so that they can be compared on the same criterion, in this case deviation from the mean of each type of score.

In Figure 56 on the following page, the BARTA Special Services satisfaction data is entered into an Action Matrix following the guidelines of the diagram above.

Satisfaction Improvement Matrix

The higher in the matrix a service element lies, the stronger its relationship to the overall service rating. The farther to the right a service lies in the matrix, the better its satisfaction score relative to other aspects of service. In the upper left quadrant, we find those service elements that are relatively more closely related to the overall rating of BARTA Special Services. Improvement in these would be associated with improvement in the overall BARTA Special Services rating. The two service elements in this quadrant are Reliability of the pick-up window and the Value for the fare paid. The latter has a relative satisfaction score near the middle, and it is strongly related to the overall satisfaction score. The other element in this quadrant is the Reliability of the pickup window. It has a relatively negative satisfaction score, and a moderately strong correlation with overall satisfaction.

Figure 56 Action Matrix Based on Service Satisfaction



In the upper right is one element, Driver courtesy and friendliness that scores favorably relative to the other service elements, and is fairly closely related to the BARTA Special Services overall score. Allow this to slip in perceived satisfaction, and the overall BARTA Special Services score would suffer badly.

The element Helpfulness of the reservation staff is in a unique position in the very center of both axes. Is it in the middle of the ratings, and in the middle of the strength of the relationship to the overall BARTA Special Services satisfaction score.

Other relatively strong elements in terms of satisfaction scores are at the lower right, with three items, Cleanliness of the vehicle interiors, Driver assistance with boarding and exiting, and Ease of making a reservation all appearing in this quadrant. These are relatively strong in performance, but have limited influence on the overall score. This seems a bit surprising given how important it is likely to be for some riders to have assistance boarding or exiting. But if the number of people using BARTA Special Services and needing that assistance were relatively small, it could have this effect.

Finally, at the lower left are elements that rate both low in satisfaction, and low on their impact on the overall score. These are the Time it takes to make the most frequent trip, and the Helpfulness of the reservation staff. Riders are apparently not very satisfied with the elapsed time the trips require. However, perhaps they see the elapsed time as something beyond the control of BARTA Special Services operations because their negative perception has relatively limited impact on the overall system satisfaction score.

Finally, at the lower left, is the Time to make the most frequent trip. While this scores poorly relative to other aspects of service, it has relatively little impact on the overall satisfaction score. Apparently, riders must feel that while they would like improvement, they do not hold the long duration of the trips as being the fault of BARTA Special Services.

Cellphones/Smartphones

Using mobile phones

Almost two-thirds (65%) of BARTA Special Services riders use a cell phone. Almost one-third of riders (32%) have a cell phone on which they access the internet. That is to say, they have a cell phone that can be used as a smartphone. Thus, of all BARTA Special Services customers:

- Almost two-thirds (63%) use a cell phone, while 37% do not.
- 41% use a cellphone, but do not access the internet on it.
- 22% use a smartphone on which they access the internet.

Age and the use of mobile phones

It is common knowledge that younger people are more likely than older people to use a cellphone or smartphone. What is interesting in this survey is that the age relationship persists throughout the up-per ranges of the age spectrum. Of Special Services customers fifty-four or younger, 78% say they use a cellphone, while only 52% of those seventy-five or older use one. Similarly, while 59% of those fifty-four or younger access the internet on a smartphone, only 22% of those seventy-five or older do so.

Figure 57 Cellphone/Smartphone Use

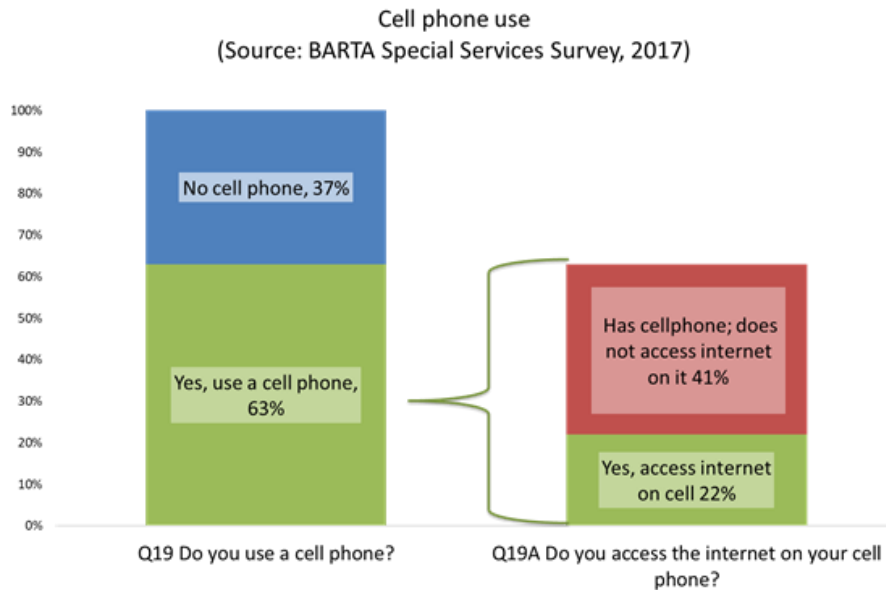
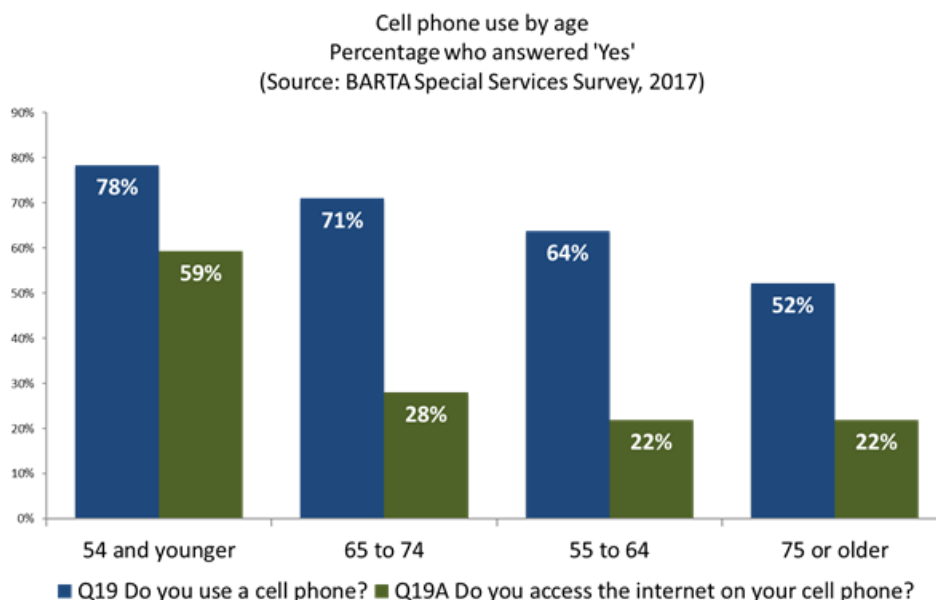


Figure 58 Use of cellphone/smartphone, by age



Frequency of using Uber or Lyft

The great majority of BARTA Special Services customers (92%) had not used Uber or Lyft at all during the thirty days prior to the survey. Only 9% had used those services at all.

There are no significant differences among the usage segments with respect to use of commercial ridesharing.

Of the 9% who had used Uber/Lyft one or more times, 17% (which amounts to 1.5% of all BARTA Special Services customers) said they had used it as part of a BARTA Special Services trip, and 4% (or .4% of all BARTA Special Services customers) said they had replaced an Access trip with a shared ride trip.

Figure 59 Use of Uber or Lyft

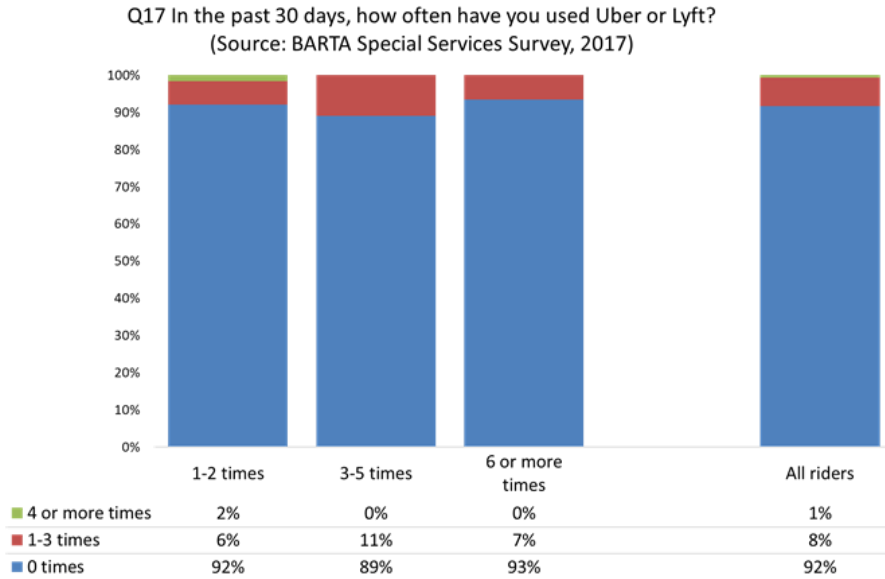
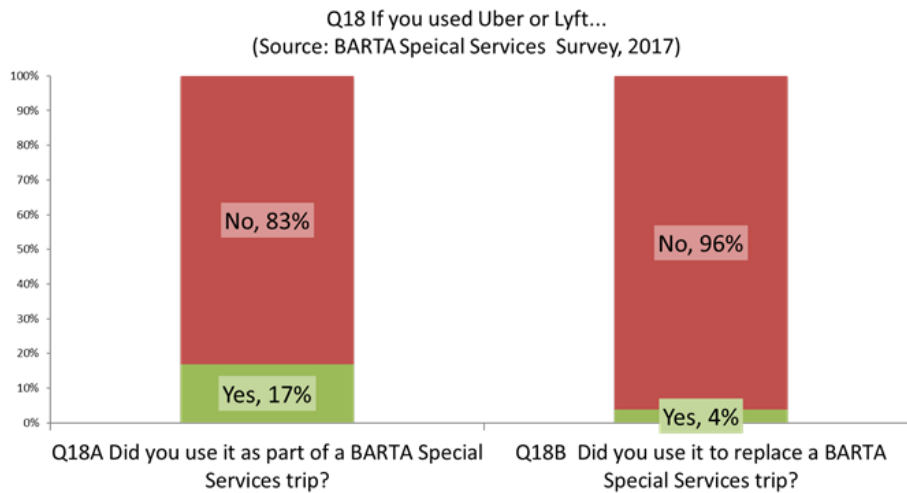


Figure 60 Use of Uber or Lyft in Conjunction with BARTA Special Services (Uber/Lyft Customers Only)



Questionnaire



As part of an on-going effort to improve the quality of services, SCTA is conducting a survey of its customers that have recently used our BARTA Special Services. Please take five minutes to complete the survey, place it in the pre-paid return envelope, and drop it in the mail to SCTA today or tomorrow. It will help you and your fellow BARTA Special Services riders.

1. Please tell us about yourself and how you use BARTA:

- a. Do you sometimes ride the regular BARTA buses? 1 ☐ Yes 2 ☐ No
b. Does BARTA provide regular bus service near your home? 1 ☐ Yes 2 ☐ No 3 ☐ Not sure

2. How often have you used BARTA Special Services in the past thirty days?

- 1 ☐ 1 – 2 times 2 ☐ 3 – 5 times 3 ☐ 6 – 10 times 4 ☐ More than 10 times

3. How long have you been using BARTA Special Services? 1 ☐ Less than a year 2 ☐ 1 to 3 years 3 ☐ 4 to 6 years 4 ☐ More than 6 years

4. Compared to last year, are you using BARTA Special Services: 1 ☐ More 2 ☐ Less 3 ☐ About the same

In the past 30 days, how satisfied have you been with BARTA Special Services?

	Very satisfied 😊	Quite satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Quite dissatisfied	Very dissatisfied 😞	Don't know or don't use
5. BARTA Special Services overall	7	6	5	4	3	2	1	<input type="checkbox"/>
6. Reliability of pick-up window	7	6	5	4	3	2	1	<input type="checkbox"/>
7. Value for the service for the fare you pay	7	6	5	4	3	2	1	<input type="checkbox"/>
8. Driver courtesy and friendliness	7	6	5	4	3	2	1	<input type="checkbox"/>
9. Driver assistance boarding and exiting vehicle	7	6	5	4	3	2	1	<input type="checkbox"/>
10. Cleanliness inside the vehicle	7	6	5	4	3	2	1	<input type="checkbox"/>
11. Ease of making a reservation	7	6	5	4	3	2	1	<input type="checkbox"/>
12. The helpfulness/courtesy of reservation staff	7	6	5	4	3	2	1	<input type="checkbox"/>
13. Overall time to make your most frequent trip	7	6	5	4	3	2	1	<input type="checkbox"/>

14. Of the services listed in questions 5 to 13 which would be the two most important to improve?

(Please write in the question numbers): Most important 2nd most important

15. For which of the following purposes have you used BARTA Special Services in the past three months?

- 1 ☐ Shopping 2 ☐ Visit senior center 3 ☐ Medical appointment 4 ☐ Work 5 ☐ Church 6 ☐ Other: _____

16. Which of these was your most frequent purpose in the past three months? (Check only one)

- 1 ☐ Shopping 2 ☐ Visit senior center 3 ☐ Medical appointment 4 ☐ Work 5 ☐ Church 6 ☐ Other: _____

17. In the past 30 days, how often have you used Uber or Lyft, if at all? 1 ☐ 0 times 2 ☐ 1 time 3 ☐ 2 times 4 ☐ 3 times 5 ☐ 4 or more times

18. If you did use Uber or Lyft

- a. Did you use it as part of a BARTA Special Services trip? 1 ☐ Yes 2 ☐ No
b. Did you use it to replace a BARTA Special Services trip? 1 ☐ Yes 2 ☐ No

19. Do you use a cellphone? 1 ☐ Yes 2 ☐ No **a. If so, do you access the Internet on your cellphone?** 1 ☐ Yes 2 ☐ No

20. What is your age? _____

21. Are you male or female? 1 ☐ Male 2 ☐ Female 3 ☐ Prefer not to answer

22. Which do you consider yourself? (Check all that apply to you)

- 1 ☐ African American/Black 2 ☐ Asian 3 ☐ Caucasian/White 4 ☐ Hispanic/Latino 5 ☐ Native American Indian 6 ☐ Other: _____

23. What is the single most important improvement that you would suggest for BARTA Special Services? _____



Como parte de un esfuerzo continuo para mejorar la calidad de los servicios, SCTA está realizando una encuesta entre sus clientes que recientemente utilizaron nuestro Servicio Especial BARTA. Tómese cinco minutos para completar la encuesta, colóquela en el sobre de devolución prepagado y déjela en el correo a SCTA hoy o mañana. Te ayudará a ti y a tus compañeros de viaje en Servicio Especial BARTA.

1. Cuéntanos sobre ti y cómo usas BARTA:

a. ¿Viajas a veces en los autobuses regulares de BARTA? ☐ 1 Sí ☐ 2 No

b. ¿Proporciona BARTA un servicio de autobús regular cerca de su casa? ☐ 1 Sí ☐ 2 No ☐ 3 No estoy segura/a

2. ¿Con qué frecuencia ha utilizado el Servicio Especial del Servicio Especial BARTA en los últimos treinta días?

☐ 1 1 - 2 veces ☐ 2 3 - 5 veces ☐ 3 6 - 10 veces ☐ 4 Más de 10 veces

3. ¿Cuánto tiempo hace que usas el Servicio Especial BARTA?

☐ 1 Menos de un año ☐ 2 1 a 3 años ☐ 3 4 a 6 años ☐ 4 Más de 6 años

4. Comparado con el año pasado, estás usando el Servicio Especial BARTA:

☐ 1 Más ☐ 2 Menos ☐ 3 Más o menos lo mismo

En los últimos 30 días, ¿qué tan satisfecho has estado con el Servicio Especial BARTA?	Muy satisfecho 😊	Bastante satisfecho	Algo satisfecho	Neutral	Algo insatisfecho	Bastante insatisfecho	Muy insatisfecho 😞	No sé o no uso
5. El Servicio Especial BARTA en general	7	6	5	4	3	2	1	<input type="checkbox"/>
6. Confiabilidad de la ventana <i>pick-up</i>	7	6	5	4	3	2	1	<input type="checkbox"/>
7. Valor por el servicio de la tarifa que pagas	7	6	5	4	3	2	1	<input type="checkbox"/>
8. Cortesía y amabilidad del conductor	7	6	5	4	3	2	1	<input type="checkbox"/>
9. Asistencia del conductor para abordar y salir del vehículo	7	6	5	4	3	2	1	<input type="checkbox"/>
10. Limpieza dentro del vehículo	7	6	5	4	3	2	1	<input type="checkbox"/>
11. Facilidad de hacer una reservación	7	6	5	4	3	2	1	<input type="checkbox"/>
12. La amabilidad/cortesía del personal de reserva	7	6	5	4	3	2	1	<input type="checkbox"/>
13. Tiempo en total para hacer su viaje más frecuente	7	6	5	4	3	2	1	<input type="checkbox"/>

14. De los servicios enumerados en las preguntas 5 a 13, ¿cuáles serían los dos más importantes para mejorar?

(Por favor escriba los números de la pregunta): _____ La más importante _____ 2º más importante

15. ¿Para cuál de los siguientes propósitos ha utilizado el Servicio Especial BARTA en los últimos tres meses?

☐ 1 Compras ☐ 2 Visita el centro para personas mayores ☐ 3 Cita médica ☐ 4 Trabajo ☐ 5 Iglesia ☐ 6 Otro: _____

16. ¿Cuál de estos fue su propósito más frecuente en los últimos tres meses? (Marque solo uno)

☐ 1 Compras ☐ 2 Visita el centro para personas mayores ☐ 3 Cita médica ☐ 4 Trabajo ☐ 5 Iglesia ☐ 6 Otro: _____

17. En los últimos 30 días, ¿con qué frecuencia usó Uber o Lyft, si es que lo hizo?

☐ 1 0 veces ☐ 2 1 vez ☐ 3 2 veces ☐ 4 3 veces ☐ 5 4 o más veces

18. Si usaste Uber o Lyft

a. ¿Lo usó como parte de un viaje del Servicio Especial BARTA? ☐ 1 Sí ☐ 2 No

b. ¿Lo usó para reemplazar un viaje del Servicio Especial BARTA? ☐ 1 Sí ☐ 2 No

19. ¿Usas un teléfono celular?

☐ 1 Sí ☐ 2 No

a. Si es así, ¿tiene acceso a Internet en su teléfono celular? ☐ 1 Sí ☐ 2 No

20. ¿Cuál es tu edad? _____

21. ¿Es usted hombre o mujer?

☐ 1 Hombre ☐ 2 Mujer ☐ 3 Prefiero no responder

22. ¿Cuál te consideras tú? (Marque todo lo que corresponda a usted)

☐ 1 Afroamericana/Negro ☐ 2 Asiático ☐ 3 Caucásica/Blanco ☐ 4 Hispana/Latino ☐ 5 Indio Nativo Americano ☐ 6 Otro: _____

23. ¿Cuál es la mejora individual más importante que sugeriría para el Servicio Especial BARTA? _____

Comments

Frequency of riding	Age group	Comment
1-2 times	75 or older	ADDITIONAL STOPS FOR ELDERLY TO GET TO DR. APPOINTMENTS.
6+ times	45 thru 54	ALGUNOS CHOFERES NO SE BAJAN Y NO SIEMPRE SABEMOS SI LLEGARON O NO ESPECIALMENTE EN APARTAMENTOS QUE QUEDAQN EN 2 OR 3 ROS PISOS
1-2 times	75 or older	ALL IS GOOD/NOTHING NEEDS IMPROVING
1-2 times	45 thru 54	ALL SERVICE IS GOOD!
1-2 times	75 or older	ALL SERVICES IS VERY GOOD.
1-2 times	55 thru 64	ARRIVING ON TIME + BEING RESPECTFUL + FRIENDLY
1-2 times	65 thru 74	ASSISTING BOARDING VEHICLE
1-2 times	45 thru 54	BARTA SS IS OVERALL VERY RELIABLE & HELPFUL SERVICE
1-2 times	55 thru 64	BE ABLE TO SCHEDULE SAME DAY PICKUP IN AN EMERGENCY
1-2 times	55 thru 64	BE MORE ON TIME OVERALL VERY GOOD PICK UP TIME TO RETURN SOMETIMES TAKES ALL LONG TIME. MOST OF THE TIME ABOUT 1/2 HOUR TO 45 MIN.
6+ times	55 thru 64	BE MORE PUNCTUAL ON PICK UP FROM MEDICAL TRIP ESPECIALLY IN WINTER
1-2 times	65 thru 74	BE ON TIME
3-5 times	45 thru 54	BE ON TIME! MORE UNITS TO USE, MORE DRIVERS, LESS "ON HOLD TIME". HIRE "PLEASANT HUMAN BEINGS" WITH COMMON SENSE...
3-5 times	75 or older	BEST
6+ times	65 thru 74	BETTER PICK UP TIME
1-2 times	75 or older	BETTER PICK UP WINDOW (IS OFTEN LATER THAN IT SHOULD
1-2 times	65 thru 74	BETTER TIMES, MORE OFTEN.
1-2 times	65 thru 74	CALLING TO LET US KNOW WHEN THE BUS HAS ARRIVED.

Frequency of riding	Age group	Comment
3-5 times	75 or older	CUT TIME ON PICK UP TO 1/2 HOUR AND RETURN TO HOME HAVE WAIT 45 MINUTES TO 1 1/2 HOURS. WHAT IS UBER & LYFT & HOW ARE THEY RUN AND NEVER HEARD OF BARTA USING THEM.
3-5 times	65 thru 74	DOING GOOD JOB. NO CHANGES.
1-2 times	75 or older	DON'T CHANGE, VERY SATISFIED
1-2 times	65 thru 74	DRIVER COURTESY
1-2 times	75 or older	EN ALGUNAS VECES NO CONTESTAN RAPIDO
1-2 times	75 or older	FARE
1-2 times	45 thru 54	FORGET TO GIVE YOUR CUSTOMERS A PICKUP WINDOW THE DAY BEFORE. I MISSED MY APPOINTMENT DUE TO THIS. APP TIME 11 AM. THEY PICKED UP AT 4:30AM.
3-5 times	45 thru 54	GET BUS SERVICE IN BERNVILLE
6+ times	55 thru 64	GET TO MY APP ON TIME
3-5 times	65 thru 74	GOOD SO FAR
1-2 times	75 or older	GOT TO GO TO GET FOOD AND GO TO THE DOCTORS OR NURSE
3-5 times	75 or older	HAVING TO BE ON THE BUS AN HOUR OR MORE. SOMETIMES YOU ARE IN THE BUS TO LONG AND YOU CAN HAVE A MEDICAL REASON. THAT YOU CAN BE IN A BUS MORE THAN AN HR
1-2 times	65 thru 74	I AM SATISFIED
.	55 thru 64	I HAVENT USED IT ENOUGH TO VOICE AN OPINION.
3-5 times	55 thru 64	I USE YOUR SERVICE ALOT EVERYON IS A SPECIAL PERSON SOMETIME THEY ARE LATE BUT PATIENT IS A VENTUR OF TIME
1-2 times	75 or older	I WAITED FOR 1 1/2 HR TO GET PICKED UP. (AT BIRDSBORO)
6+ times	65 thru 74	IF IT WORKS DONT FIX
3-5 times	65 thru 74	IF YOU ARE GOING TO BE 20 MINS. OR LONGER FOR PICKUP CALL.

Frequency of riding	Age group	Comment
1-2 times	65 thru 74	IM HAPPY TO BEA ABLE TO USE THEM.
3-5 times	65 thru 74	INVIERNO
3-5 times	65 thru 74	IT IS FINE WITH ME.
1-2 times	65 thru 74	IT TAKES ME 6HRS. TO GO ON A 15 MIN. MEDICAL APPOINTMENT - FROM 7AM TO 1PM.
3-5 times	65 thru 74	I'VE BEEN SATISFIED WITH EVERYTHING
3-5 times	75 or older	KEEP THE SAME SERVICE.
.	75 or older	KEEP TIME ON MEETINGS
.	65 thru 74	LATE ALL TIME
1-2 times	75 or older	LESS TIME TO TAKE US COME BACK HOME
6+ times	55 thru 64	LIST OF WERE WE CAN USE THIS SERVICE TO. MORE EXPLANATION.
.	65 thru 74	LOS CHOFERES, QUE TIENE-QUE BUSCAR A LOS CLIENTES DENTRO DE LAS CLINICAS. ESPECIALMENTE-CUANDO ESTA MUY FRIO A FUERA-O-MUY CALIENT...
1-2 times	65 thru 74	MAKE PICK UP & DROP OFF TIMES MORE (illegible) FOR CUSTOMERS
6+ times	45 thru 54	MAKING IT TO APPOINTMENTS ON TIME OR BEFORE THE TIME AND WATCHING SOME OF THRE DRIVERS TO SEE WHOSE HELPING PEOPLE ON AND OFF THE BUS
1-2 times	55 thru 64	MAYBE NOT COME AS EARLY FOR PICK-UP.
6+ times	75 or older	MORE ACCURATE PICK UP TIME
6+ times	55 thru 64	MORE TRIPS AND SHORTE RTRIPS TO HERSHEY MEDICAL CENTER.
1-2 times	75 or older	MOST OF THE PEOPLE THAT MAKE APPOINTMENTS ARE USUALLY VERY NICE BUT THERE ARE SOME THAT IT SEEMS LIKE WE ARE IMPOSING ON THEM.
1-2 times	45 thru 54	N/A

Frequency of riding	Age group	Comment
3-5 times	75 or older	NEWER VEHICLES
1-2 times	65 thru 74	NIX THE DOG HAVING TO BE IN A CARRIER. THAT IS CRUEL.
3-5 times	45 thru 54	NO COMNENT
1-2 times	65 thru 74	NO TENER QUE ESPERAR DEMASIADO. LOS SERVICIOS ESPEIALES DE BARTA SON ESPECTARUDARES. MUCHAS, MUCHAS GRACIAS.
6+ times	45 thru 54	NO TENGO NINGUNA QUEJA CON LOS CHO FEES, YO USO UNANDADOR YALGUNOS NO MESU VEN EL ANDADO Y LE DICEN AMIEN FERMERADO QUE ELLALO HAGAIMI HERFERMERA LO HACE Y NO HAY PROBLEMA
1-2 times	45 thru 54	NONE AT THE MOMENT EVERYTHING IS FINE
3-5 times	55 thru 64	NONE AT THIS TIME
1-2 times	75 or older	NOT HAVE A 2 DAY WAITING PERIOD. SOMETIMES EMERGENCY DAYS + A NEED OF A RIDE IN A COUPLE OF HOURS.
3-5 times	55 thru 64	NOT HAVE TO SOMETIMES WAIT SO LONG FOR PICKUP AFTER APPOINTMENT
1-2 times	75 or older	NOT HAVE TO WAIT SO LONG TO PICK UP AFTER APPOINTMENT.
3-5 times	65 thru 74	NOT PUT WHEELCHAIR PERSON IN SMALL TRANSPORT. HARD TO MANOUVER.
3-5 times	55 thru 64	NOT SURE - BARTA IS USUALLY VERY EFFICIENT - CHRISTMAS EVE - 2017 MERRY CHRISTMAS
1-2 times	75 or older	NOT WAIT SO LONG FOR RETURN BUS TO ARRIVE
1-2 times	55 thru 64	NOTHING EVERYTHING + PERSONS ARE WONDERFUL TO ME
6+ times	45 thru 54	NUMBER 12 BE GOOD TO PEOPLE NO MATTER WHO THEY ARE AND WERE THERE FROM. GOD BLESS.
3-5 times	45 thru 54	ON TIME DRIVE DO NOT (illegible) PARKING
3-5 times	65 thru 74	OVER SCHEDULING

Frequency of riding	Age group	Comment
6+ times	55 thru 64	PICK-UP. WHEN DONE APPOINTMENTS
6+ times	65 thru 74	PORQUE ES MAS PASI PARA MI
1-2 times	65 thru 74	PUERTORRICUER QUE SIEGO TRABAJO TIEN
6+ times	45 thru 54	PUNCH CARDS INSTEAD OF HAVING CASH ON HAND AT ALL TIME.
6+ times	65 thru 74	QUE LOS CHOFERS! QUE ESPEREN MAST TIEMPO POR EL PACIENTE AVECEN NO ESPERAN NI DOS MINUTOS Y SE VAN Y UNO SU CITA. AVECEN SON MUY IMPORTANTES. CITAS
6+ times	65 thru 74	QUE LOS PACIENTES NO TENGAN QUE ESPERA MAS DE 30 MINUTOS PARA SER RECOGIDOS
6+ times	55 thru 64	QUE SE PUEDA UTILIZAR PARA COMPRAS DE SUPERMELCADO
6+ times	55 thru 64	QUE SEAN MAS AMABLES
6+ times	45 thru 54	QUE SEGA MAS AMABLE CON LOS PACIENTE Y LOS LLEVEN DTASTA LA PUERTA DE CASA.
3-5 times	75 or older	RESERVATION FOR PICK-UP AFTER APPOINTMENTS. DR OFFICE CLERKS HANG UP WHEN THEY GET MESSAGE IT WILL BE 50 MINUTES TO ANSWER YOUR CALL. THE OFFICES DONT WAIT
1-2 times	65 thru 74	RESERVATION HOLD TIME
6+ times	65 thru 74	SATISFIED
1-2 times	75 or older	SHORTER WAITING TIME TO COME HOME
3-5 times	75 or older	SOME DRIVERS ARE GREAT! BUT SOME ARE NOT
6+ times	45 thru 54	TAKE ME TO MY IMPORTMENT
1-2 times	65 thru 74	THE INCONVEINENCE OF BEING IN MY WHEEL CHAIR 5-8 HRS WAIT FOR MEDICAL APPOINTMENT TRANSPORTATION.
1-2 times	55 thru 64	THE TIME

Frequency of riding	Age group	Comment
1-2 times	65 thru 74	THE TIME IT TAKES TO GET TO APPT. SEVERAL TIMES I HAVE BEEN LATE FOR DOCTOR APPT BECAUSE THE DRIVER HAD PEOPLE TO PICK UP. SHOULD STOP TRYING TO JAM SO MANY STOPS INTO BUS.
1-2 times	75 or older	THE WAIT TO BE PICKED UP GOING HOME IF YOU CARE AFTER YOUR APPOINTMENT
1-2 times	75 or older	THEY GIVE YOU A PICK-UP WINDOW + I'M OUT THERE WAITING SOMETIMES FOR 1/2 HOUR OR SO. IT'S GETTING TO COLD TO WAIT THAT LONG.
3-5 times	75 or older	TIEMPO DE ESPATA
3-5 times	55 thru 64	TIME MANAGEMENT. IF 1300 APPT PICK UP AT 1100 NOT 0900
3-5 times	45 thru 54	TO CREATE MORE PICKUP AND DROP OFF TIMES / MORE SCHEDULED TRIPS TO AND FROM WOMELSDORF
.	75 or older	TO HOUSE. ONLY ONE DRIVER DOES IT_ I USE A CANE & CANT WALK WELL. WIDE ENOUGH & GOES UP ONE SIDE & DOWN THE OTHER. NO TURNING AROUND
1-2 times	55 thru 64	TO PICK UP AND END OF APPMENT TIME IS A LITTLE TO LONG.
1-2 times	75 or older	TO PICK YOU UP MUCH EARLY COMING BACK (illegible) I USE A CAN I AM (illegible) 1/2 HRS IS TO LONG
3-5 times	45 thru 54	TODO ESTA BIEN
6+ times	55 thru 64	TODO ESTA BIEN Y BUEN SERVICIO.
6+ times	45 thru 54	TRABAJAN MUY BIEN, PERO MUCHAS VECES NO, ME RECOJEN PUERTA A PUERTO
1-2 times	45 thru 54	TRATAR DE UEGAR MAS A TIEMPO PARA ROCOGER EL PACIENTE
.	45 thru 54	TRIPS O PARKS OR OTHERS ATTRACTIONS.
.	45 thru 54	VERY NICE DRIVER
1-2 times	75 or older	WAITING TIMES.

Frequency of riding	Age group	Comment
1-2 times	45 thru 54	WHEN DROPPING OFF THEY NEED TO DROP OFF FIRST THE ONE CLOSER TO THEIR HOMES INSTEAD OF GOING BY THE HOME - AND WOULD LIKE TO ARRIVE @ APPT AT LEAST 15 MINS BEFORE THEN LATER

Simple Frequency Distributions

Column N %		
Q1.A Use of regular buses	Yes	55%
	No	45%
Q1.B Service near home	Yes	66%
	No	21%
	Not sure	13%
Q2 Service use within 30 days	1-2 times	39%
	3-5 times	38%
	6-10 times	16%
	More than 10 times	7%
Q3 Tenure using shared ride services	Less than a year	23%
	1 to 3 years	32%
	4 to 6 years	23%
	More than 6 years	22%
Q4 Change in shared ride use from last year	More	34%
	Less	15%
	About the same	51%
Q5 Satisfaction: Overall	Very dissatisfied	4%
	2	2%
	3	4%
	Neutral	6%
	5	16%
	6	27%
	Very satisfied	42%
Q6 Satisfaction: Pick-up window reliability	Very dissatisfied	2%

Column N %		
	2	3%
	3	10%
	Neutral	7%
	5	15%
	6	27%
	Very satisfied	35%
Q7 Satisfaction: Service value for fare	Very dissatisfied	1%
	2	2%
	3	4%
	Neutral	5%
	5	6%
	6	26%
	Very satisfied	57%
Q8 Satisfaction: Driver courtesy & friendliness	Very dissatisfied	0%
	2	1%
	3	3%
	Neutral	3%
	5	7%
	6	26%
	Very satisfied	60%
Q9 Satisfaction: Driver assistance boarding & exiting	Very dissatisfied	1%
	2	1%
	3	2%
	Neutral	4%
	5	8%

Column N %		
	6	18%
	Very satisfied	66%
Q10 Satisfaction: Cleanliness inside vehicle	Very dissatisfied	1%
	2	1%
	3	2%
	Neutral	3%
	5	7%
	6	21%
	Very satisfied	65%
Q11 Satisfaction: Reservation ease	Very dissatisfied	4%
	2	2%
	3	3%
	Neutral	8%
	5	14%
	6	25%
	Very satisfied	42%
Q12 Satisfaction: Reservation staff helpfulness/courtesy	Very dissatisfied	3%
	2	1%
	3	4%
	Neutral	6%
	5	14%
	6	22%
	Very satisfied	50%
Q13 Satisfaction: Time to make trip	Very dissatisfied	4%
	2	3%

Column N %		
	3	6%
	Neutral	5%
	5	16%
	6	32%
	Very satisfied	34%
Q14.1 Most important to improve	6	36%
	7	8%
	8	2%
	9	2%
	10	1%
	11	24%
	12	9%
	13	18%
Q14.2 2nd most important to improve	6	20%
	7	4%
	8	7%
	9	10%
	10	4%
	11	18%
	12	18%
	13	19%
Q15.1 Trip purpose: Shopping	Yes	11%
	No	89%
Q15.2 Trip purpose: Visit senior center	Yes	5%
	No	95%

Column N %		
Q15.3 Trip purpose: Medical appt	Yes	76%
	No	24%
Q15.4 Trip purpose: Work	Yes	5%
	No	95%
Q15.5 Trip purpose: Church	Yes	1%
	No	99%
Q15.6 Trip purpose: Other	Yes	8%
	No	92%
Q15.OTHER Other trip purpose		88%
	ADULT ENRICHMENT	0%
	APPLE STORE AT PARK CITY	0%
	AS A CAREGIVER FOR ELDERLY	0%
	DENTIST	0%
	DRIVER NOT USUSALLY INFORMED THAT I US.	0%
	GO TO MY SONS HOME	0%
	HAIR APTT	0%
	HAIRDRESSER	0%
	HAIRDRESSER - LUNCH & -UR-	0%
	NO APLICA	0%
	NURSING HOME VISIT	0%
	PHARMACY TO PICK UP PRESCRIPTIONS.	0%
	RESTRAUNT	0%

Column N %		
	SO I HAVE WAY TO GO AS I AM ON A WHEEL	0%
	TO AMTRAK STATION	0%
	TO GO TO MY SISTERS AND MY DAUGHTERS	0%
	VISIT FRIENDS	0%
	VISITING	0%
	VISITING -UR-	0%
	VISITING FRIENDS	0%
	VISITING RELATIVE ETC	0%
	VISITING SENIOR FRIEND AND SISTERS	0%
	VOLUNTEER	0%
	WORK & VISITING	0%
Q16.1 Most frequent purpose, 3 months- Shopping	Yes	7%
	No	93%
Q16.2 Most frequent purpose, 3 months- Visit senior center	Yes	4%
	No	96%
Q16.3 Most frequent purpose, 3 months- medical appointment	Yes	71%
	No	29%
Q16.4 Most frequent purpose, 3 months- Work	Yes	4%
	No	96%
Q16.5 Most frequent purpose, 3 months- Church	Yes	0%
	No	100%
Q16.6 Most frequent purpose, 3 months-other	Yes	6%

Column N %		
	No	94%
Q16.OTHER Most frequent purpose, 3 months		91%
	ABOVE	1%
	ADULT ENRICHMENT	0%
	AS A CAREGIVER FOR ELDERLY	0%
	AS ABOVE	0%
	DENTIST	1%
	FARM SHOW	0%
	HAIRDRESSER	0%
	I CAN NOT WALK	0%
	MEDICAL, EATING OUT	0%
	NO APLICA	0%
	NURSING HOME VISIT	0%
	SAME AS ABOVE	0%
	VISIT TO HANDICAPPED DAUGHTER IN NEW	0%
	VISITING A HANDICAP	0%
	VISITING SENIOR FRIENDS AND SISTERS	0%
	VOLUNTEER	0%
Q17 Rideshare use	0 times	89%
	1 time	4%
	2 times	3%
	3 times	2%

Column N %		
	4 or more times	2%
Q18.A Uber/Lyft: part of Shared ride trip	Yes	10%
	No	90%
Q18.B Uber/Lyft: replace Shared ride trip	Yes	9%
	No	91%
Q19 Cellphone use	Yes	68%
	No	32%
Q19.A Internet on cellphone	Yes	24%
	No	76%
Cellphone summary	Uses cell to access internet	23%
	Has cell, does not access internet	43%
	No cell	34%
Q20 Age in Census Bureau groupings	18 thru 24	0%
	25 thru 34	0%
	35 thru 44	0%
	45 thru 54	19%
	55 thru 64	24%
	65 thru 74	21%
	75 or older	35%
Q21 Gender	Male	34%
	Female	64%
	Prefer not to answer	2%
Q22 Ethnicity	African American	10%
	Asian	5%

Column N %		
	Hispanic	17%
	White	64%
	Native American	1%
	Other/multiracial	2%