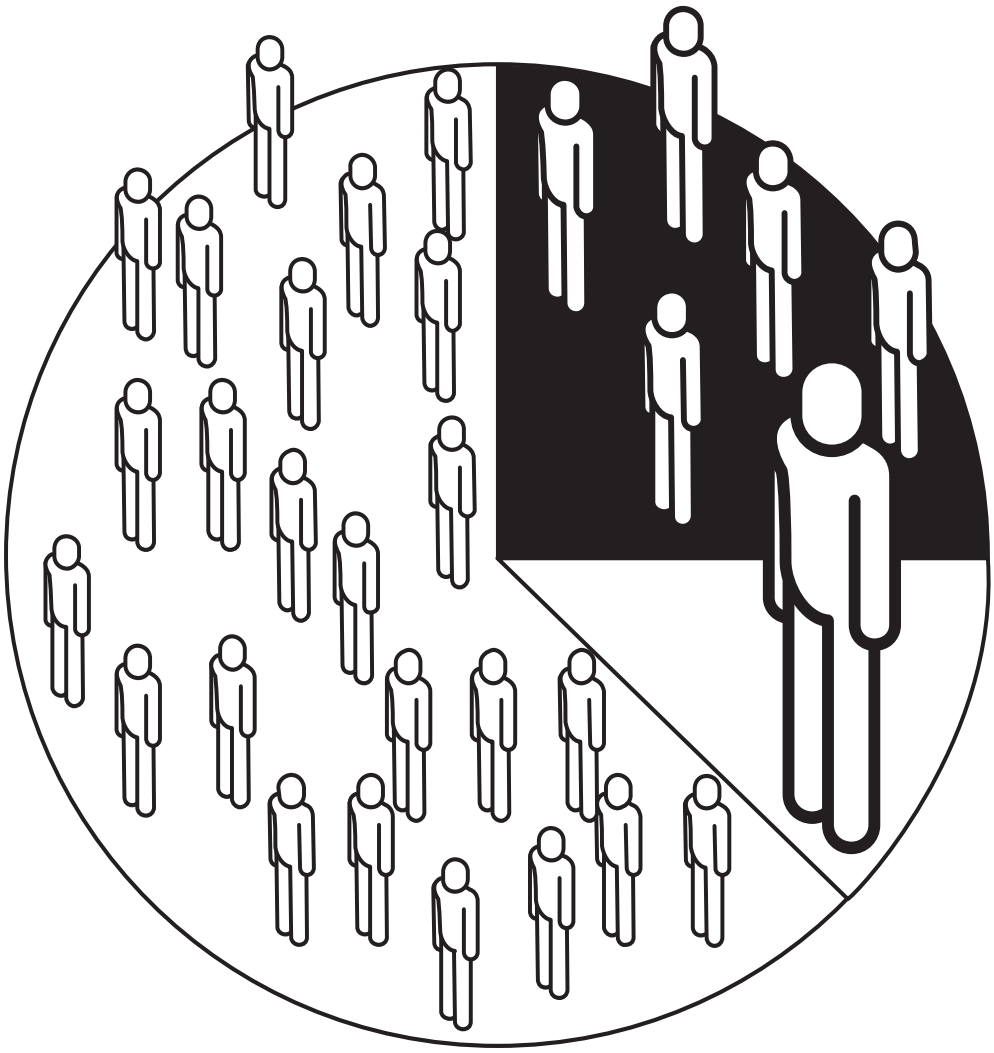
Metropolitan Transportation Authority

GENERAL PUBLIC SURVEY REPORT

2006



Metro

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Executive Summary

The 2006 General Public Survey was conducted to assess awareness and perceptions of Los Angeles County residents for Metro programs, services, advertisements, and marketing campaigns. The survey was conducted in September and October of 2006.

The 2006 General Public Survey differs significantly from the 2004 study. The 2004 study was designed to provide a measure of changes over time (month to month and quarter to quarter). To achieve this, surveys were conducted with twelve monthly samples that were representative of the County as a whole, and the final results are representative of an average for all of 2004 rather than a snapshot in time. The 2006 study was designed to provide +10% accuracy for subregional reporting. Surveying was conducted in a single wave (September/ October, 2006), with minimum sample sizes for each subregion. The final dataset was then weighted to properly reflect the County as whole.

Results can be compared between 2006 and 2004 since both datasets are representative of Los Angeles County as a whole, but comparisons are between a snapshot of September/October 2006 and an average for all of 2004. In addition, the sample sizes for the smaller population subregions in the 2004 study may be relatively small, leading to wider variation in statistical error when reporting changes between 2004 and 2006 at the subregional level.

Key Findings

Direction of Los Angeles County: Residents' perception of the general direction of Los Angeles County is very evenly balanced between positive and negative perceptions with 35 percent saying they believe the County is headed in the right direction, 33 percent saying it is headed in the wrong direction and 32 percent saying that they have mixed feelings (25%), or don't know (7%).

Awareness of Transit Operators and Routes: When asked what transit operators come to mind on an unaided basis, Los Angeles County residents cited Metro (31%), MTA (22%), Metro Bus (16%), RTD (15%), Metro Rail (14%), Metrolink (11%), Santa Monica (5%), Long Beach (2%), Foothill Transit (2%), and the DASH/LA D.O.T (2%).

Opinions About Metro: Eighty-four percent of residents expressing an opinion agree that Metro considers the needs of Los Angeles County residents. This is up 16 percent from 2004 and has been steadily increasing since 2000 when it was 58 percent. Eighty-four percent also agree that Metro cares about providing quality service. This is up six percent from 2004, and is well above 2000's 64 percent and 2002's 67 percent. The percentage of residents that agree that

Metro uses tax dollars wisely (68%), is also increasing from 2004 (58%), 2002 (52%), and 2000 (42%).

Media Coverage: Forty-two percent of residents recall seeing or hearing news stories about Metro in the last six months. This is up from 31 percent in 2000, 33 percent in 2002 and 34 percent in 2004. Sixty-five percent of residents recall stories from the media that were positive, and 28 percent recall negative information. Seven percent couldn't remember if it was positive or negative. This an improvement from 2004 when only 45 percent recalled positive stories, 43 percent recalled negative stories and 11 percent couldn't remember.

Advertising Recall: Over the past six months, 60 percent of LA County residents recall seeing ads on billboards or on the sides of buses. Twenty-seven percent of residents recall ads on television, and another 27 percent saw ads for Metro in a newspaper. Twenty-percent of residents also heard advertisements for Metro on the radio, and ten percent recall ads from flyers or direct mail. Almost a quarter (24%) of residents who recalled an ad about Metro, remembered (on an unaided basis) the ad to be about Metro Rail. Another eight percent recalled the slogan "Go Metro," and three to four percent of residents recall ads for the Metro Rail Blue Line, Orange Line, or Red Line. Two to three percent could also remember ads about Metro local buses, Metro Day Pass, Metro service sectors, or just the Metro Logo.

Free Yourself: Three percent of residents were also able to recall the "free yourself" campaign on an unaided basis. However, when asked specifically if they remembered the "free yourself from gas prices" ad on billboards or on the sides of buses, 33 percent recalled the ad.

Awareness of Transit Routes: Seventy-three percent of residents are aware of local bus routes that serve their neighborhoods. This is an increase of 18 percent from 2004's 55 percent.

Awareness of Transit Programs: When asked specifically about various transit programs, the percentage of residents that say they are very aware of the program is reported in descending order as follows: Metrolink (57%), Metro Rail (49%), Metro Day Pass (37%), New Metro Bus Colors (34%), Metro Rapid (32%), Metro Orange Line (29%), Airport Flyaway from Union Station (23%), Metro Freeway Service Patrol (22%), 1-800-COMMUTE (21%), Metro.net (19%), Metro Service Sectors (17%), Gold Line Eastside Extension (17%), and #399 Roadside Assistance (15%). Findings by subregion were generally consistent with countywide findings, but the percentage of residents that are very aware in LA City is higher for Metrolink, the Metro Day Pass, and Metro Rapid. The percentage that is very aware is also higher for the Orange Line in San Fernando.

Newspaper Readership: With regard to newspaper readership, the Los Angeles Times captures the largest share of readers, with 51 percent of Los Angeles County residents (down from 59% in 2004). The Los Angeles Times is also the most widely read newspaper among each of the subregions. La Opinion is the second most widely read newspaper is Los Angeles County with a 12 share. La Opinion's strongest base is in the LA City (22%) and Gateway subregions (18%). The Daily News is read by 10 percent of residents, with higher shares in North County (27%) and San Fernando subregions (30%). Other newspapers have between zero and four percent share for residents of Los Angeles County as a whole. However, The Press Telegram has a much higher share of 17 percent in the Gateway subregion.

In addition to paid subscription papers, 38 percent of residents read their free local weekly paper. Seventy-seven percent of residents of Las Virgenes read the free weekly paper, which is at least 30 percent more than any other subregion.

Safety & Cleanliness: Thirty-two to 44 percent of residents that express an opinion strongly agree that Metro buses and trains are generally safe and clean (stops and stations safe – 32%, stops and stations clean – 37%, buses and trains clean – 41%, and buses and trains safe – 44%). An additional 40 to 44 percent of residents somewhat agreed with these statements (42%, 43%, 40%, and 44% respectively).

Grading Highway, Bus and Rail Systems: When asked to evaluate transit services using a scale of A - F, residents gave the Highway system and Metro Bus a C average. Metro Rail received a B average. The subregional results were not significantly different than countywide results for any of the graded topics.

Policies and Taxes: The most positively received potential policy change is paying for more carpool lanes with 50 percent saying they are willing (30%) or very willing (20%) to support this. Forty-one percent say they are not willing to support paying for more carpool lanes, and nine percent say they don't know. The results are evenly split with regard to using highway tolls to speed up freeway improvement projects with 44 percent saying they are willing to support it and 44 percent saying they are unwilling to support it. With regard to allowing single-occupant vehicles to pay a toll to ride in carpool lanes, the percentage that is unwilling to support this (48%), is higher than the percentage that is willing to support it (44%).

When residents were asked if they are willing to support a temporary tax increase to improve public transportation in Los Angeles County, 50% said 'no' and 42 percent said 'yes.' The remaining eight percent didn't know.

With regard to Metro fares, 58 percent agree that Metro fares are currently reasonable, up from 47 percent in 2004. And at 93 percent, almost all residents

support the concept of advertising on Metro trains and at Metro stations to help control fares.

Transit Information Sources: Eleven percent of residents reported 1-800-COMMUTE as a source of information about Metro they have used over the past six months. Further, 15 percent of Los Angeles County residents indicate that they have accessed Metro.net. This has increased four percentage points from 2004 and now provides information to more residents than 1-800-COMMUTE.

Commute to Work or School: The majority of commuters drive alone (73%), and bus is the most common form of alternative mode at 11 percent. This is followed by carpooling at six percent and walking at three percent. Metrolink, subway or light rail, and bicycling were each one percent.

Thirty-two percent of commuters have a carpool lane available to them on the freeways they use to commute, and 35 percent of those use the carpool lanes.

Twenty-four percent of employers assist in putting together carpools and fourteen percent help pay for bus or rail passes. Among the employers that help pay for bus or rail passes, 64 percent pay for over half of the total amount.

Transit Service Usage: Thirty-four percent of residents have used a bus in Los Angeles County over the past six months. Twenty–two percent have used Metro Rail, 14 percent have used Metrolink, and 29 percent have carpooled or vanpooled to work. For those who have used the bus within the past six months, Metro was the bus company reported as the one used most often at 67 percent of riders (Metro includes MTA, RTD and Metro Bus). Metro Rapid and Metro Rail were reported separately at three percent and two percent each. Five percent indicated Long Beach Transit, Four percent said Foothill, and three percent said Santa Monica/Big Blue Bus.

Forty-two percent also indicate that they are likely to use Metro Bus or Metro Rail in the next six months. The most likely services to be used are Metro Bus at 47 percent and Metro Rail at 27 percent. Metrolink, Metro Rapid and a combination of Metro Rapid and Metro Bus were mentioned by seven percent, five percent and five percent respectively.

Bicycle Use: The survey also asked residents what would most encourage them to use a bike as part of their transit trip. Seventy-five percent said nothing. The most frequent responses for those who responded included: improving the bike signs and lanes to their stop or station (10%), more information about how to use bikes on transit (6%), bicycle parking at their stop or station (4%), parking at their destination (3%), and two percent said changing/ shower facilities.

Summary and Recommendations

- Media coverage of Metro continues to increase with 42 percent recalling stories in the last six months compared with 2004. Further, the media coverage appears to be more positive than in 2004 with almost two-thirds (65%) recalling positive stories. Media coverage will continue to play an increased role in Metro's public image, and efforts should be made to work proactively with the media to continue positive coverage in the future.

- In line with the increased positive coverage, opinions about Metro are improving including perceptions that Metro's image is better than a year ago and perceived safety and cleanliness of trains, buses, and train stations and bus stops. This supports continuation of efforts that have produced this positive change in perceptions of Metro.

- Awareness of local bus routes has increased from slightly more than half to almost three-quarters of Los Angeles County residents providing an improved opportunity to pursue potential new riders since this effectively increases the proportion of the market that considers commuting by bus a potentially viable form of transit. Programs for new riders should be emphasized to take advantage of this change in the marketplace.

- Although perceptions about Metro are becoming more positive, the environment for new financial measures to support transit development is not currently positive. More education work is required before public support for these options is likely to be forthcoming. Willingness to pay for more carpool lanes in Los Angeles County was the only issue that received a slightly higher ratio of positive to negative response.

- Similarly, support for policy changes appears to be somewhat tepid with neutral to negative ratings for tolling to accelerate highway development, and generally negative support for HOT lanes.

- Almost all residents generally support advertising on Metro trains and at Metro stations to help mitigate future fare increases. However, more detailed issues such as assessing the tradeoff between revenue increases and station aesthetics were outside the scope of this survey. Accordingly this should be pursued.

- Although readership for the LA Times is down from 59 percent in 2004 to 51 percent in 2006, it still clearly provides the most thorough coverage in all service sectors at an average readership of 51 percent. Given the reduced reach of the Times and the known increase of Internet use for news, particularly among younger people, Metro should consider shifting media spending away from traditional print more towards the web. La Opinion and the Daily News are secondary print options at 12 and 10 percent. La Opinion is likely to have limited overlap with the LA Times so coverage

should be continued in this publication to effectively reach the Spanish-only speaking market segment.

- Although 1-800-COMMUTE will continue to play an important role, Metro.net now serves more residents than the 800 number and usage appears to be growing. Accordingly, every effort should be made to make the website an effective, reliable, and easy to use tool to help increase ridership.

1.0 Background

The 2006 General Public Survey was conducted by the Los Angeles County Metropolitan Transportation Authority (Metro) to measure the public's awareness of and satisfaction with, the full range of services and programs operated or supported by Metro. The survey also provides feedback on the public's awareness of Metro's Marketing campaigns and advertisements. Strategic Consulting & Research (SCR) administrated the survey during the months of September and October 2006. The following report summarizes the findings of the 2006 General Public Survey.

Subjects examined in this report include:

- The public's general perceptions of Los Angeles County and Metro's services and policies.
- Awareness of Metro in the media.
- Advertising recall for Metro.
- Newspaper readership and Internet use.
- Awareness of regional transit operators.
- The public's awareness, usage, and evaluations of different transit programs managed by Metro.
- Use of alternative modes of transportation.
- Support level for potential transit policies and funding.

The 2006 General Public Survey differs significantly from the 2004 study. The 2004 study was designed to provide a measure of changes over time (month to month and quarter to quarter) for Los Angeles County as a whole. To achieve this, the study was conducted with 40 respondents per week (excluding Christmas and 4th of July weeks) for a total of 2,000 respondents with each month's sample being representative of the entire County. As such, the final results are representative of an average for all of 2004 rather than a snapshot in time.

The 2006 study was designed to provide + 10% accuracy at the subregion level so that subregional reporting could be provided. To accomplish this, surveying was conducted in a single wave (September and October, 2006), and minimum sample sizes were established for each subregion. The final dataset was then weighted to reflect the appropriate proportion of the population for the individual subregions to provide representative results for the County as whole.

Results can be compared between 2006 and 2004, since both datasets are representative of Los Angeles County as a whole, but comparisons are between a snapshot of September/October 2006 and an average for all of 2004. In addition, the sample sizes for the smaller population subregions in the 2004 study may be relatively small, leading to wider variation in statistical error when reporting changes between 2004 and 2006 at the subregional level.

2.0 Methodology

The sampling plan for this project was designed to meet the dual goals of ± 5 percent accuracy for the county as a whole, and ± 10 percent for each of the subregions. Both the countywide and subregional accuracy levels were established using a 95 percent confidence level. The subregional sample sizes are detailed in Table 2.1.

TABLE 2.1

Subregion	Population	% of Total Population	Sample Size Countywide - 5%	Sample Size Subregion – 10%	Completed Surveys
Central Los Angeles	1,740,972	18.3%	71	97	98
San Gabriel	1,793,812	18.8%	73	97	99
Gateway	2,016,340	21.2%	82	97	97
South Bay Cities	1,087,993	11.4%	45	97	98
Westside	585,439	6.1%	24	97	97
Las Virgenes/Malibu	70,165	0.7%	3	97	98
San Fernando Valley	1,377,517	14.5%	56	97	100
Arroyo Verdugo	337,193	3.5%	14	97	101
North LA County	509,907	5.4%	21	97	100

Weights were developed upon completion of surveying so that countywide results are representative of the correct population in the subregions. The weights were calculated by dividing the population of each subregion by the number of surveys completed in that subregion. These weights were then multiplied by the number of completed surveys to produce the final results. Because there was a section of questions that was answered by half of the respondents (randomly rotated) to minimize survey length, a second set of weights was established for these questions that takes into account the lower number of responses.

A draft survey instrument was developed by Metro and provided to SCR for final revisions. The final recommendations were provided to the Metro Project Manager for review. The final survey instrument included 90 questions with extensive skip patterns and rotations to avoid order bias. Surveying took place primarily between 5:00 PM and 9:00 PM Monday through Friday, 9AM to 3PM on Saturdays and 2:30 PM to 8:30 PM on Sundays. Some calling was conducted during daytime hours to accommodate callbacks.

To avoid bias that would otherwise occur when dialing only listed numbers, random digit dialing (RDD) samples were used to reach residents of Los Angeles County. In addition, surveyors asked to speak to the youngest male in the household where possible (18 or older) to minimize the known bias that would otherwise occur away from men, particularly younger men who are least likely to answer the phone and in some cases do not even have a “land-line.”

As noted above, a split interview technique was employed to enable increased breadth of questions, while keeping the survey short enough to ensure

participation. Subsets of questions were randomly rotated with the use of SCR's CATI system to avoid order bias.

The survey was offered in both English and Spanish to accommodate respondents who preferred to complete the survey in Spanish. Surveyors were given project-specific training outlining the background and objectives of the project. They completed sample surveys offline, and with live respondents. Daily reviews of results were conducted addressing appropriate interviewing issues and techniques.

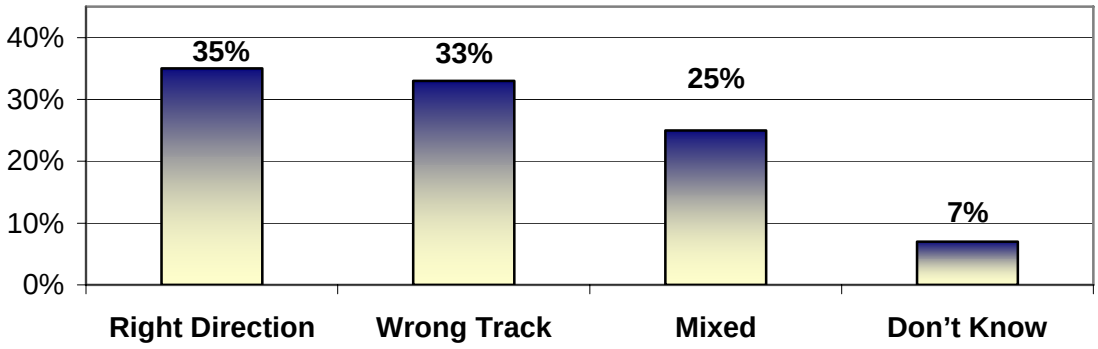
The data was reviewed for "reasonableness" of responses, coding schemes, grammar, punctuation, and language integrity. The following section describes these findings in detail for Los Angeles County, and for each of the specific subregions.

3.0 General Direction

As a warm up, and to provide a baseline, respondents were asked if the thought things in Los Angeles County were going in the right direction, if they are off on the wrong track. The results were very evenly balanced with 35 percent saying the county is headed in the right direction and 33 percent saying it is on the wrong track. The remaining 32 percent includes 25 percent that say they have mixed feelings about the general direction of Los Angeles County, and seven percent that have no opinion (see Figure 3.1 below).

FIGURE 3.1

Thinking About Los Angeles County in General, Would You Say Things are Going in the Right Direction or Would You Say They are Off on the Wrong Track?



4.0 Newspaper Readership

To understand common sources of information for residents of Los Angeles County, the 2006 General Public Survey asked respondents which newspapers they commonly read, and if they ever read their local community paper. The following section details these findings.

FIGURE 4.1

What Newspapers Do You Read?

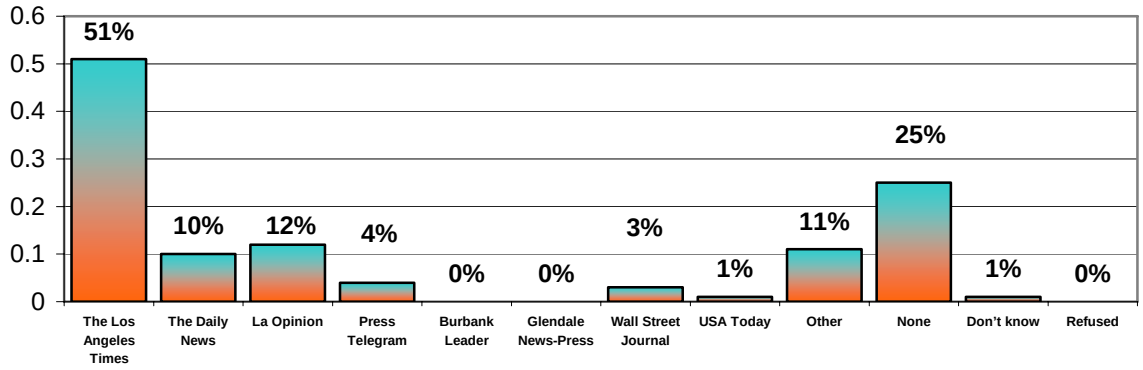


Figure 4.1 shows which papers are read by residents in Los Angeles County as a whole. The LA Times has the highest level of readership among residents at 51 percent. Although this is down from 59 percent in 2004 it is still by far the broadest overall coverage. Other papers with a relatively high level of penetration include La Opinion at 12 percent, and the Daily News at 10 percent. Four percent read the Press Telegram, three percent read the Wall Street Journal, and one percent read USA Today. Eleven percent read other papers, and a quarter of Los Angeles County residents (25%), do not read any newspaper.

Table 4.1 breaks down the information from Figure 4.1 by subregion. The LA Times is still the most commonly read newspaper across all subregions. LA Times readership is higher in Las Virgenes (69%) and Westside (66%), and lower in North County (33%), and Gateway (39%). The Daily News is most popular among residents of San Fernando (30%), North County (27%), and South Bay (21%). La Opinion's strongest base is in LA City (22%), and the Press Telegram is read almost exclusively in the Gateway subregion (17%). Differences greater than ± 10% are highlighted in Bold.

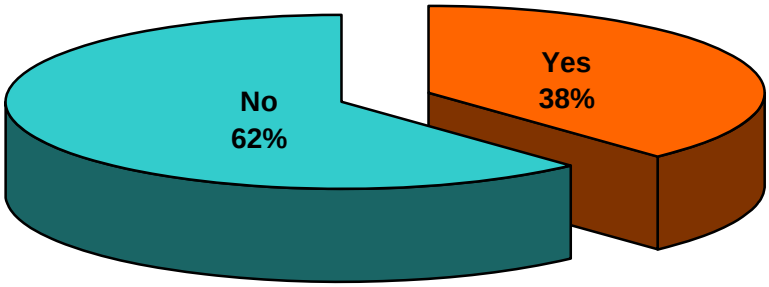
TABLE 4.1
What Newspapers Do You Read?

Newspaper	Arroyo Verdugo	Gateway	Las Virgenes	LA City	North LA	San Fernando	San Gabriel	South Bay	Westside
The Los Angeles Times	56%	**39%**	**69%**	61%	**33%**	49%	53%	50%	**66%**
The Daily News	19%	2%	19%	3%	**27%**	**30%**	0%	**21%**	1%
La Opinion	**1%**	18%	**0%**	22%	3%	9%	8%	6%	**1%**
Press Telegram	0%	**17%**	0%	0%	1%	1%	0%	3%	0%
Burbank Leader	2%	0%	0%	0%	0%	0%	0%	0%	0%
Glendale News-Press	3%	0%	0%	0%	1%	0%	0%	0%	0%
Wall Street Journal	4%	2%	4%	1%	0%	7%	0%	3%	7%
USA Today	2%	1%	0%	2%	2%	1%	0%	1%	1%
Other	3%	6%	10%	7%	18%	3%	21%	16%	13%
None	25%	32%	16%	**12%**	30%	24%	31%	20%	26%
Don't Know	3%	1%	0%	2%	5%	1%	0%	2%	0%

Thirty-eight percent of Los Angeles County residents read their free local weekly paper, and 62 percent do not (Figure 4.2).

FIGURE 4.2

Do You Read Your Local Community Free Weekly Paper?



Among these readers, Las Virgenes is has the largest percentage of local community paper readers at 77 percent. The Arroyo Verdugo subregion is next with 47 percent reporting that they read the free weekly paper, followed by the Westside subregion at 44 percent.

TABLE 4.2

Do You Read Your Local Community Free Weekly Paper?

	Arroyo Verdugo	Gateway	Las Virgenes	LA City	North LA	San Fernando	San Gabriel	South Bay	Westside
% Yes	47%	40%	**77%**	37%	36%	32%	37%	38%	44%

5.0 Media Coverage

To understand resident awareness of Metro in the media, respondents to the 2006 General Public Survey were asked whether they had seen or heard anything in the media about Metro in the past six months, and whether the message they heard was positive or negative.

Figure 5.1 shows that 42 percent of residents recall having seen or heard news stories about Metro in the past six months. This reflects a continuing trend of increased media coverage, rising from 31 percent in 2000, 33 percent in 2002 and 34 percent in 2004.

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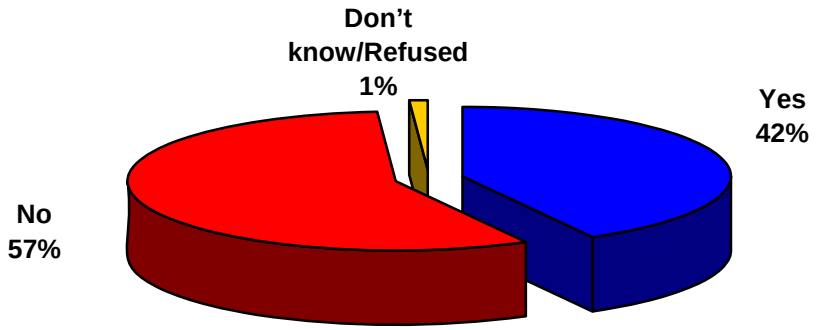
FIGURE 5.1

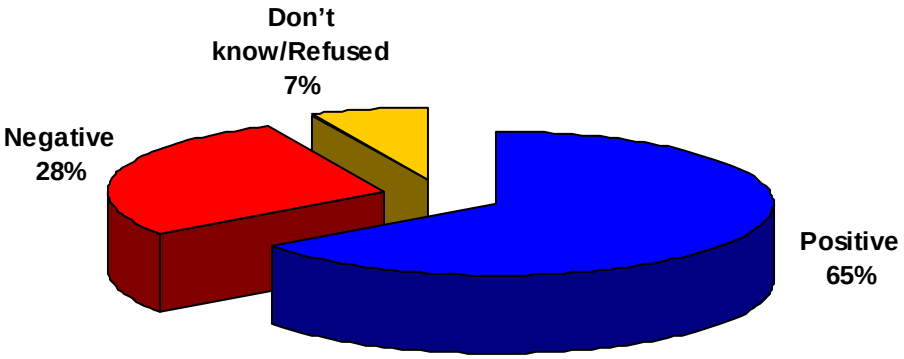
Have You Seen or Heard Any News Stories About Metro in the Last Six Months?



Among the 42 percent that have seen or heard stories about Metro, almost two-thirds (65%), recall positive messages. Only 28 percent reported negative media coverage about Metro (see Figure 5.2). This an improvement from 2004 when only 45 percent recalled positive stories, 43 percent recalled negative stories and 11 percent couldn't remember.

FIGURE 5.2

Were They Positive or Negative?



6.0 Ad Recall

To assess the impact of alternative media channels, residents were asked if they recalled seeing or hearing any ads about Metro over the past six months, what they recalled about the ads, and more specifically, whether they had seen the "Free yourself from gas prices" ad on billboards or on the sides of buses. The following section describes what residents recall.

FIGURE 6.1

In the Past Six Months, Do You Recall Hearing or Seeing any Advertisments About Metro…

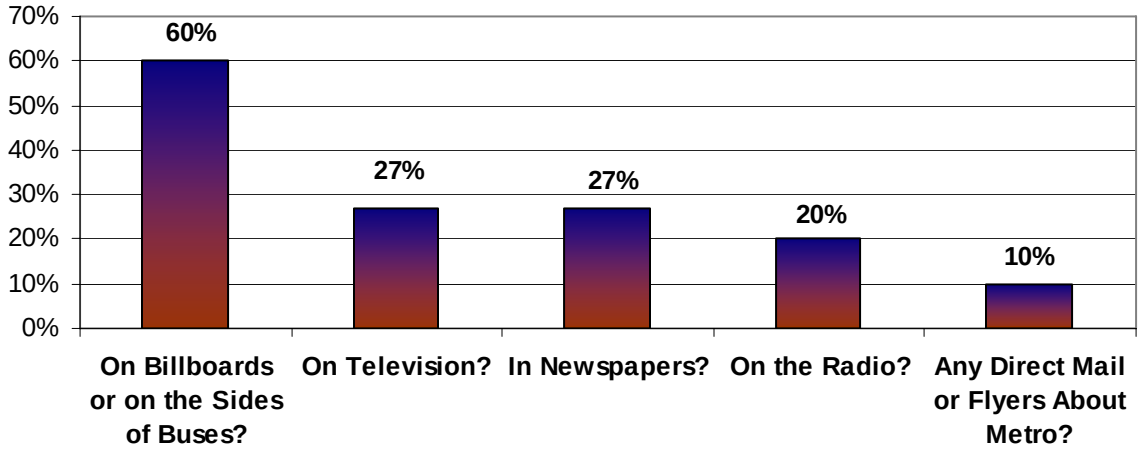
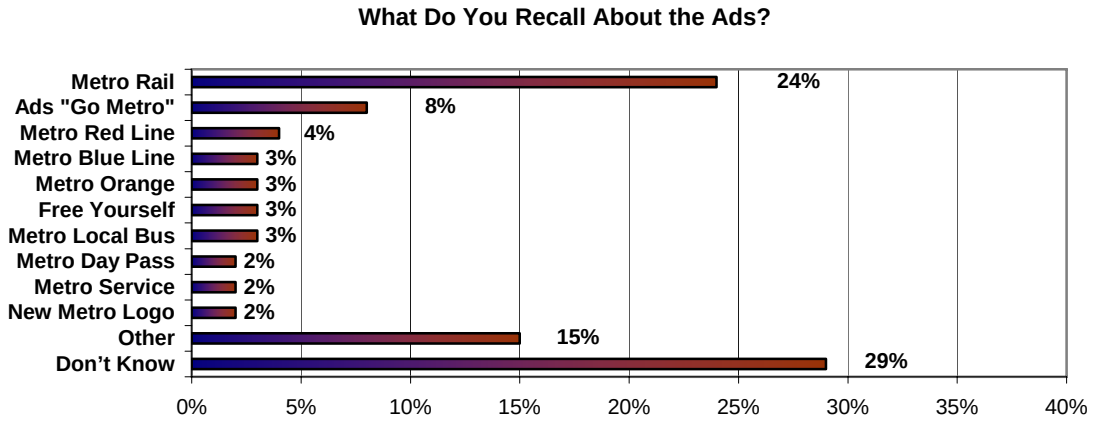


Figure 6.1 depicts different advertising channels employed by Metro, and the level of recall by residents for each channel. By far the highest level of recall is for billboards or on the sides of buses. Sixty percent of Los Angeles County residents remember seeing ads for Metro from one of these sources. Television and Newspapers tie for second at 27 percent each, and radio is next with 20 percent of residents recalling radio ads. Ten percent of residents recall ads from printed forms such as direct mail or flyers. For Television, newspapers and radio the numbers are essentially unchanged from 2004 when 28 percent recalled seeing Metro ads on television, 28 percent in newspapers and 22 percent on radio.

Almost a quarter of residents (24%) who remember seeing ads about Metro, recall ads about Metro Rail, up from 19 percent in 2004. Another eight percent recall the slogan “Go Metro,” about the same as 2004’s six percent. Three to four percent could recall ads about the Metro Rail Red Line, Blue Line, and Orange Line. Another three percent recall ads about Metro Local buses. Thirteen percent gave “other” responses which are listed in the cross tabulations of the report under question 19.

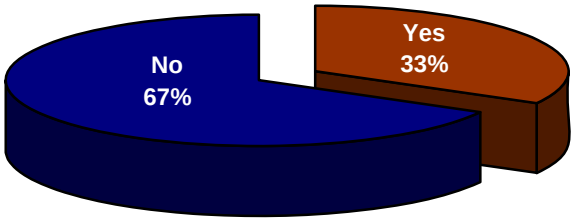
FIGURE 6.2



Only three percent of residents cited the “free yourself” ad campaign on an unaided basis (Figure 6.2). However, when asked specifically, “Do you recall seeing billboards or ads on the sides of buses that say, ‘free yourself from gas prices’?” a third of all residents (33%) remembered the ad (see Figure 6.3).

FIGURE 6.3

Recall Seeing Billboards/Ads on Sides of Buses that Say "Free Yourself from Gas Prices" ?



7.0 Awareness of Operators and Routes

Residents were asked which transit operators came to mind when thinking of public transportation in Los Angeles County, and if they were aware of any bus routes that serve their neighborhood. Countywide, residents mentioned Metro most often at 31 percent. Twenty-one percent of residents mentioned the prior brand name - MTA, and 16 percent of respondents mentioned Metro Bus. The much older RTD brand was also recalled by 15 percent, and 14 percent mentioned Metro Rail (see Figure 7.1). Metrolink was the only non Los Angeles County MTA brand to be recalled by more than 10 percent (11%).

FIGURE 7.1

What Transit Operators Come to Mind?

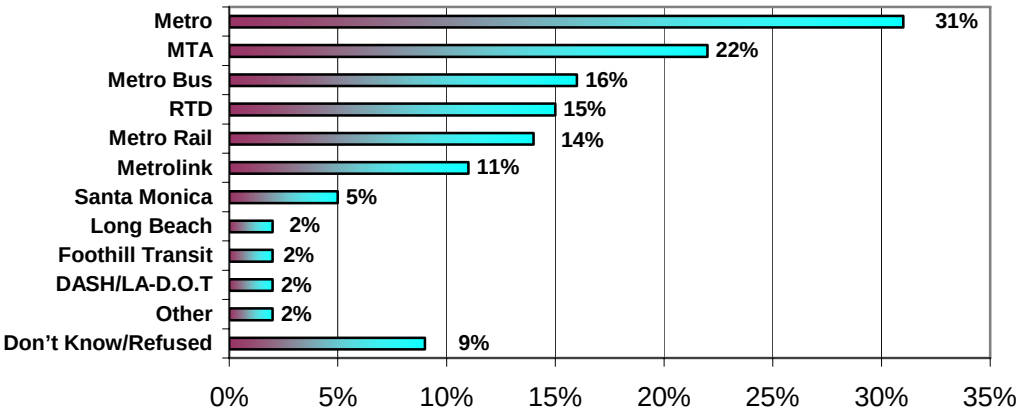


Table 7.1 lists the responses from Figure 7.1 by subregion. Findings by subregion are similar to total findings for most of the transit operators in Los Angeles County. However, some notable findings are:

- Awareness of Metro brand is highest in the LA City subregion at 39 percent.
- Thirty-eight percent of residents in Arroyo Verdugo still think of MTA.
- Twenty-seven percent of residents from North County recalled Metrolink.
- Twenty-six percent of Westside residents are aware of Santa Monica Transit.
- Ten percent of Gateway subregion residents cited Long Beach Transit.
- Twelve percent of residents from San Gabriel are aware of Foothill Transit.
- Differences greater than ± 10% are shown in table 7.1 in bold lettering.

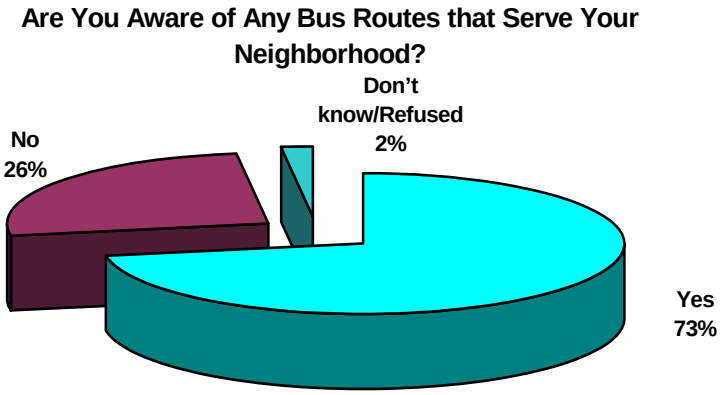
TABLE 7.1

Thinking of Public Transportation in Los Angeles County, What Transit Operators Come to Mind?

	Total	Arroyo Verdugo	Gateway	Las Virgenes	LA City	North LA	San Fernando	San Gabriel	South Bay	Westside
METRO	31%	36%	30%	26%	39%	21%	30%	27%	35%	32%
MTA	22%	**38%**	18%	24%	32%	17%	26%	12%	26%	20%
Metro Bus	16%	16%	12%	21%	16%	12%	12%	18%	22%	19%
RTD	15%	5%	17%	**1%**	19%	10%	16%	15%	15%	5%
Metro Rail	14%	14%	14%	14%	9%	9%	19%	17%	16%	11%
Metrolink	11%	16%	4%	10%	6%	**27%**	14%	16%	8%	9%
Santa Monica	5%	1%	8%	7%	4%	0%	0%	2%	5%	**26%**
Long Beach	2%	0%	10%	0%	0%	0%	0%	0%	1%	0%
Foothill Transit	2%	0%	0%	0%	1%	0%	0%	12%	0%	0%
DASH/LA-D.O.T	2%	1%	0%	1%	4%	1%	1%	1%	2%	2%

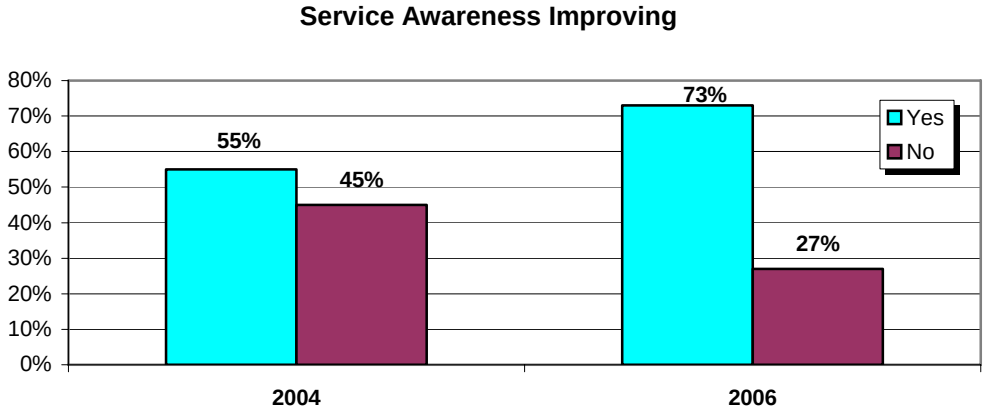
When asked specifically if residents were aware of local bus routes that serve their neighborhood, 73 percent of residents said that they were (see Figure 7.2).

FIGURE 7.2



Results for this question show increasing awareness from the 2004 results. Figure 7.3 compares the percentage of residents who are aware of bus routes that serve their neighborhoods for 2004 and 2006. Awareness of local bus routes has increased by 18 percent in the past two years.

FIGURE 7.3



8.0 Awareness of Transit Programs

Residents of Los Angeles County were asked about a variety of Metro projects and programs. For each of the topics listed they were asked to indicate if they are very aware, have heard of them before, or were not aware of them. Figure 8.1 details resident awareness of the listed programs offered by Metro.

Metro programs that have the largest percentages of residents indicating that they are "very aware" are Metrolink (57%), Metro Rail (49%), and the Metro Day Pass (37%). Thirty-four, 33, and 28 percent respectively have at least heard about these programs as well. Figure 8.1 shows this information as well as the percent of residents who are very aware of and have heard about other Metro Transit Programs.

FIGURE 8.1

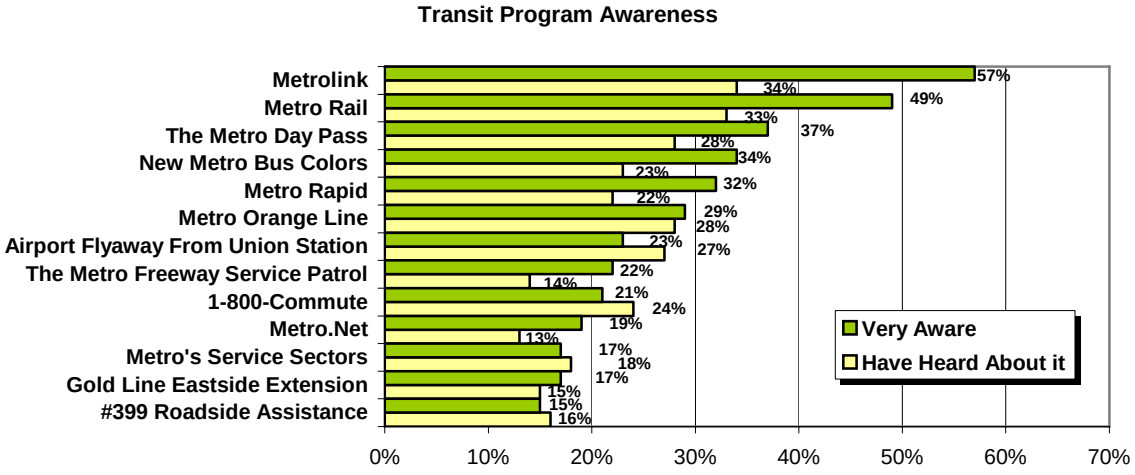


Table 8.1 depicts the same information as Figure 8.1 by subregion. Findings by subregion show various statistically significant differences from countywide findings. Values that are statistically higher or lower than countywide averages are shown in bold in the following table.

TABLE 8.1

Transit Program Awareness By Subregion

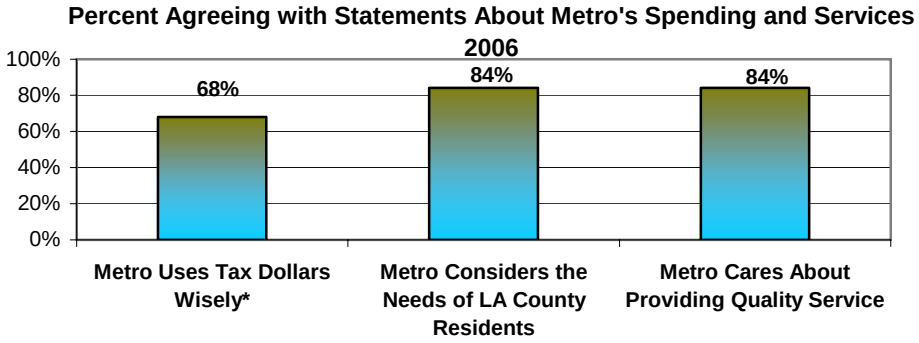
	Total	Arroyo Verdugo	Gateway	Las Virgenes	LA City	North LA	San Fernando	San Gabriel	South Bay	Westside
Metro Rail	49%/ 33%	58%/ 31%	57%/ 30%	**31%/ 50%**	58%/ 34%	43%/ 32%	42%/ 44%	46%/ 32%	42%/ 33%	35%/ 46%
Metro.Net	19%/ 13%	22%/ 15%	18%/ 12%	10%/ 9%	19%/ 13%	19%/ 13%	25%/ 9%	14%/ 18%	25%/ 13%	15%/ 17%
The Metro Freeway Service Patrol	22%/ 14%	18%/ 11%	31%/ 4%	13%/ 23%	25%/ 13%	23%/ 21%	18%/ 24%	25%/ 14%	13%/ 19%	10%/ 14%
Metrolink	57%/ 34%	64%/ 22%	59%/ 25%	**41%/ 36%**	**72%/ 28%**	62%/ 30%	56%/ 35%	46%/ 48%	50%/ 33%	42%/ 44%
Metro's Service Sectors	17%/ 18%	4%/ 20%	10%/ 16%	13%/ 9%	25%/ 15%	28%/ 11%	25%/ 27%	7%/ 16%	23%/ 21%	8%/ 17%
The Metro Day Pass	37%/ 28%	33%/ 27%	43%/ 20%	**14%/ 23%**	51%/ 26%	**19%/ 28%**	42%/ 38%	30%/ 29%	25%/ 33%	27%/ 29%
Metro Orange Line	29%/ 28%	27%/ 36%	31%/ 22%	27%/ 41%	32%/ 15%	19%/ 36%	**54%/ 27%**	20%/ 38%	17%/ 35%	19%/ 29%
New Metro Bus Colors	34%/ 23%	27%/ 36%	39%/ 14%	26%/ 27%	38%/ 17%	**15%/ 21%**	40%/ 24%	21%/ 32%	40%/ 25%	40%/ 27%
Metro Rapid	32%/ 22%	27%/ 24%	33%/ 16%	26%/ 19%	**49%/ 28%**	**7%/ 9%**	33%/ 33%	21%/ 16%	29%/ 25%	42%/ 23%
1-800-Commute	21%/ 24%	24%/ 22%	16%/ 27%	**4%/ 13%**	30%/ 15%	28%/ 19%	16%/ 33%	20%/ 27%	21%/ 23%	19%/ 25%
Gold Line Eastside Extension	17%/ 15%	15%/ 18%	22%/ 10%	**1%/ 6%**	19%/ 15%	6%/ 17%	15%/ 15%	16%/ 23%	15%/ 10%	17%/ 15%
Airport Flyaway From Union Station	23%/ 27%	31%/ 24%	22%/ 25%	26%/ 31%	21%/ 17%	21%/ 38%	31%/ 33%	20%/ 29%	19%/ 31%	23%/ 23%
#399 Roadside Assistance	15%/ 16%	20%/ 22%	25%/ 25%	10%/ 10%	13%/ 13%	17%/ 7%	7%/ 11%	20%/ 11%	8%/ 19%	6%/ 21%

First % Very Aware Second % Have Heard About it

9.0 Opinions About Metro

In order to assess residents' opinions of Metro, the general public survey asked participants to indicate whether they agreed or disagreed with three statements about Metro. Each of these statements, as well as the percentage of residents who agreed with each statement is depicted in Figure 9.1 (as a percent or respondents who voiced an opinion).

FIGURE 9.1



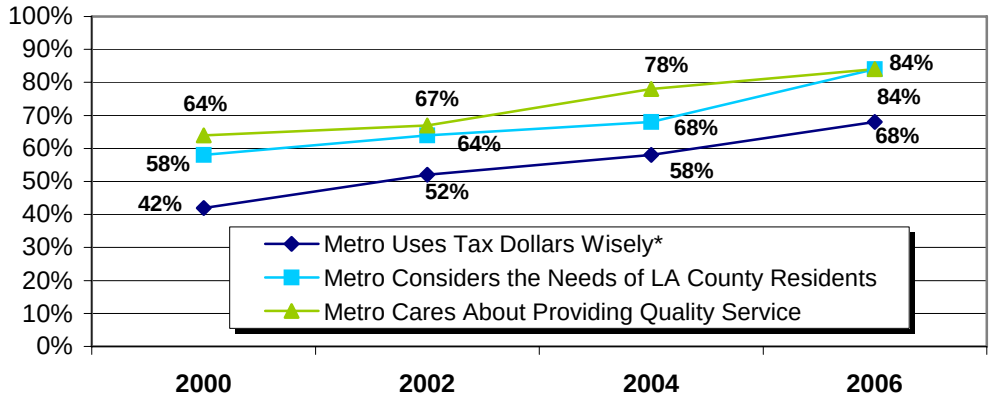
Sixty-eight percent of residents agree that Metro uses tax dollars wisely, 84 percent agree that Metro considers the needs of Los Angeles County residents, and 84 percent agree that Metro cares about providing quality service.

Perceptions of Metro have improved on all three statements increasing by 16 percentage points for considering the needs of LA County residents, by 10 percentage points for using tax dollars wisely, and eight percentage points for caring about providing quality service.

Figure 9.2 shows how residents' opinions of Metro have changed over the past six years.

FIGURE 9.2

Changes in Opinions About Metro



* This question was "Metro has efficient and cost conscious management" through July, 2004 and then changed to "Metro uses tax dollars wisely."

The results for the individual subregions (presented below in Table 9.1) are all within the range of statistical variation for all three questions.

TABLE 9.1

Metro Opinions

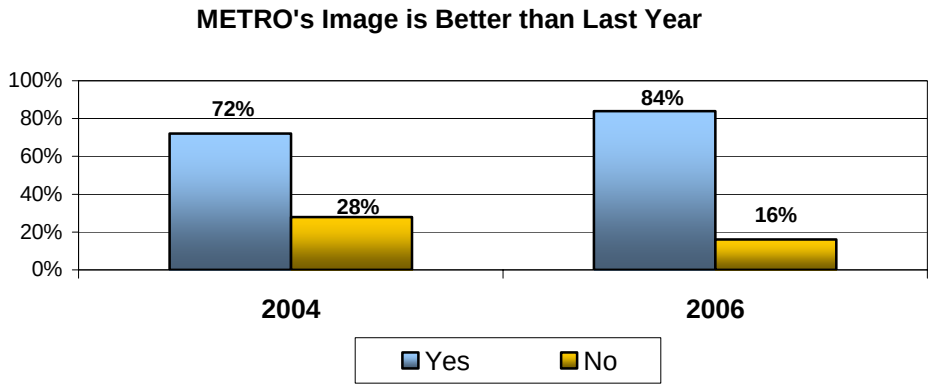
% Yes of those expressing an opinion

	Arroyo Verdugo	Gateway	Las Virgenes	LA City	North LA	San Fernando	San Gabriel	South Bay	Westside
Metro Uses Tax Dollars Wisely	72%	76%	63%	69%	75%	58%	61%	71%	67%
Metro Considers the needs of LA County Residents	90%	87%	77%	77%	88%	90%	85%	77%	81%
Metro Cares About Providing Quality Service	87%	88%	96%	72%	89%	80%	89%	87%	92%

Perceptions of Metro's image are also positive with 40 percent of residents who expressed an opinion saying that they strongly agree with the statement that Metro's image has improved over the last year. An additional 45 percent somewhat agree, and only 16 percent disagree (12% somewhat, 4% strongly)

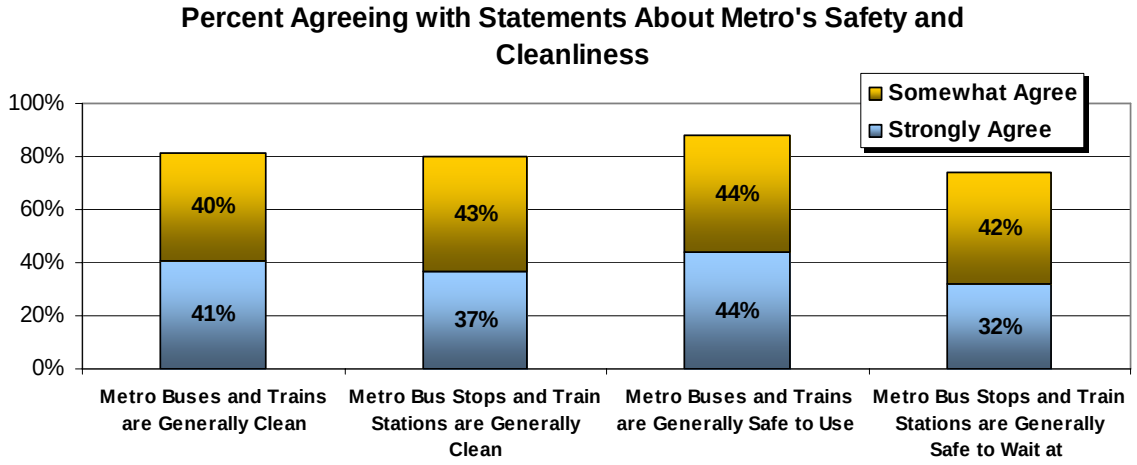
(Figure 9.3 below). The total of 84 percent agreeing that Metro's image is better than a year ago is an improvement over 2004 when 72 percent agreed[1].

FIGURE 9.3



Residents were also asked to respond to a variety of statements regarding the safety and cleanliness of Metro. With regard to Metro bus stops and train stations being generally safe to wait at, 32 percent of residents expressing an opinion strongly agree and 42 percent somewhat agree. Forty-four percent strongly agree that the trains and buses are safe to use, and another 44 percent somewhat agree. Thirty-seven percent strongly agree that the bus stops and stations are generally clean and 43 percent somewhat agree. Finally, 40 percent somewhat agree and another 41 percent strongly agree that Metro buses and trains are clean as well.

FIGURE 9.4



[1] In 2006 respondents indicated whether they strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement that "Metro's image is better than last year." In 2004 they were asked Yes or No whether they agree or disagree.

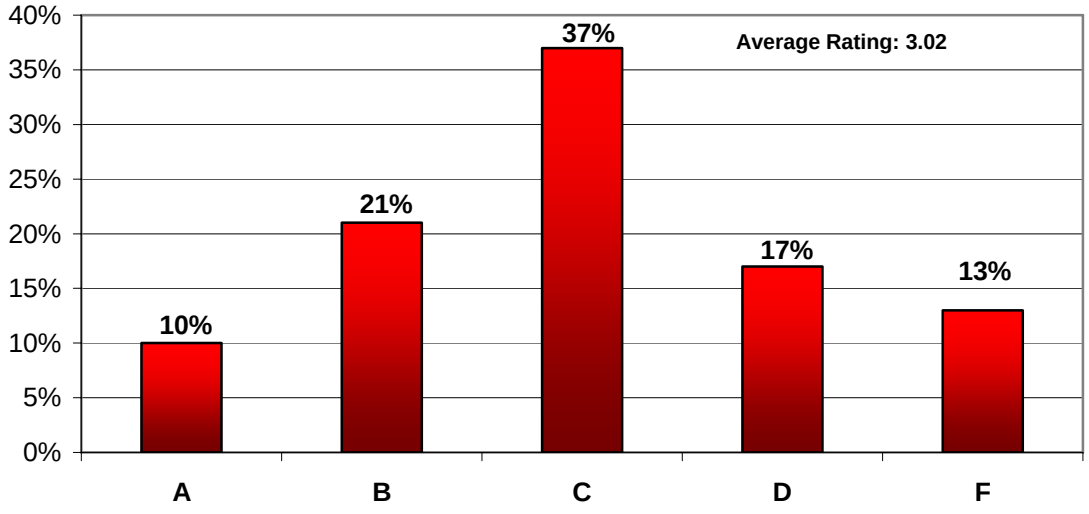
In addition, the number of residents that believe that Metro's image is better than it was a year ago has increased since 2004. Sixty-two percent of residents in the 2006 General Public Survey strongly or somewhat agree that Metro's image is better than a year ago, compared to 47 percent who indicated this in 2004.

10.0 Evaluation of Transit Services

To evaluate residents' satisfaction of different transit services, the 2006 General Public survey asked residents to grade the highway, rail, and bus systems of Los Angeles County using a scale of A-F. The following section details these findings for each service.

FIGURE 10.1

If you had to give LA county highway system a grade, what would you give it?



Residents of Los Angeles County gave the highway system an average rating of 3.02, which equates to a C, or average rating. Figure 10.1 summarizes the findings for highway grades by subregion. Las Virgenes is the only subregion that is statistically different than the countywide numbers with only 20 percent giving A's or B's (Vs. 31% countywide), and 45 percent D's and F's (Vs. 30% countywide).

TABLE 10.1

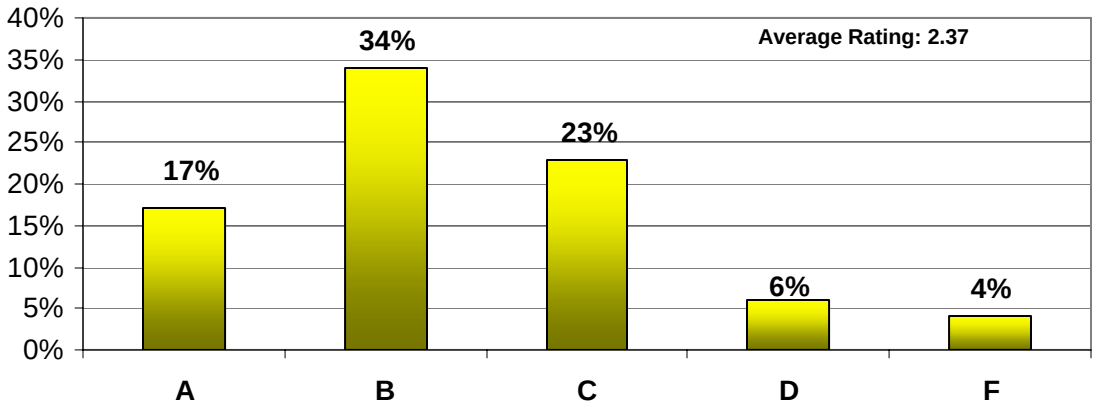
LA County Highway System

	Arroyo Verdugo	Gateway	Las Virgenes	LA City	North LA	San Fernando	San Gabriel	South Bay	Westside
A	9%	15%	7%	16%	4%	5%	10%	2%	3%
B	20%	12%	13%	22%	20%	17%	27%	31%	29%
C	44%	40%	36%	34%	34%	36%	38%	38%	32%
D	12%	19%	**29%**	15%	20%	21%	11%	20%	14%
F	12%	13%	16%	11%	18%	18%	11%	9%	18%

Grades for the Metro Rail system were consistently higher than the highway system for all subregions with over half of county residents rating the system as either an A (17%) or a B (34%). The average score for Los Angeles County is 2.37, which is equal to a B average.

FIGURE 10.2

If You Had to Give the LA County Metro Rail System a Grade, What Would You Give It?



The subregional ratings also all equate to a B average. However, The LA City subregion gave a significantly higher percentage of A's than the countywide average at 28 percent. Las Virgenes was more negative with a significantly lower number of A's at four percent. Table 10.2 shows the scores for each subregion individually.

TABLE 10.2

LA County Metro Rail System

	Arroyo Verdugo	Gateway	Las Virgenes	LA City	North LA	San Fernando	San Gabriel	South Bay	Westside
A	8%	19%	**4%**	**28%**	14%	17%	12%	12%	8%
B	32%	38%	34%	31%	30%	36%	34%	39%	27%
C	26%	20%	23%	19%	22%	22%	29%	30%	23%
D	7%	8%	11%	7%	9%	6%	3%	5%	9%
F	2%	3%	4%	7%	1%	1%	4%	5%	4%

FIGURE 10.3

If You Had to Give the LA County Metro Bus System a Grade, What Would You Give It?

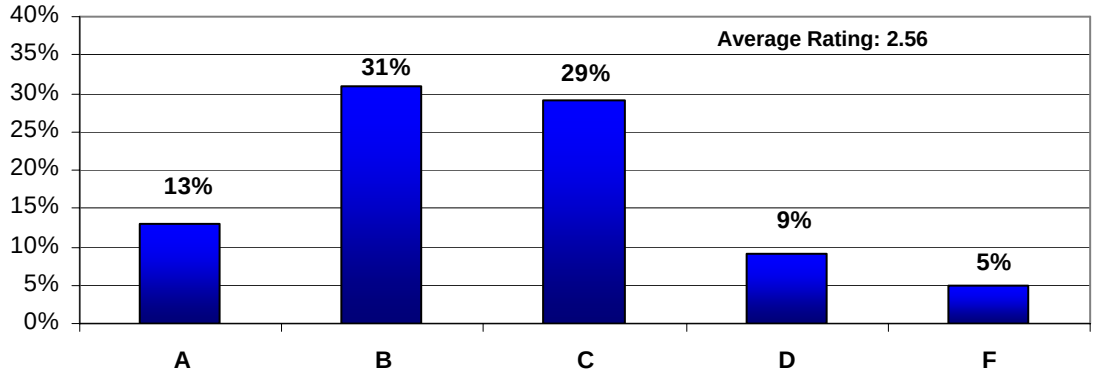


Figure 10.3 details the grades for the Metro Bus system for all of Los Angeles County. The average score for the bus system was slightly lower than for Metro Rail, and equates to a C average at 2.56. Table 10.3 shows these findings by subregion; however, there are no significant differences between the total findings and individual subregions.

TABLE 10.3

LA County Metro Bus System

	Arroyo Verdugo	Gateway	Las Virgenes	LA City	North LA	San Fernando	San Gabriel	South Bay	Westside
A	9%	17%	6%	19%	7%	10%	11%	12%	6%
B	25%	29%	29%	26%	25%	29%	38%	37%	37%
C	33%	31%	30%	29%	27%	26%	31%	27%	32%
D	8%	7%	7%	13%	5%	13%	4%	13%	3%
F	1%	5%	6%	9%	5%	2%	3%	4%	6%

11.0 Policies and Taxes

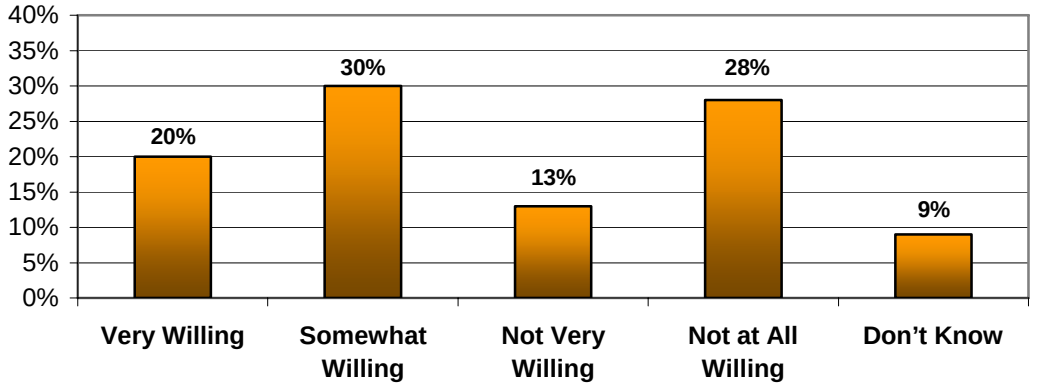
To understand the public's support of different travel policies and tax usage, the 2006 General Public survey asked residents to indicate whether they are very willing, somewhat willing, not very willing, or not at all willing to support three prospective travel policies. Figures 11.1-11.3 explain these policies and the results.

When asked how willing they would be to pay for more carpool lanes in Los Angeles County, 50 percent of residents said they would be willing to pay more (20% very willing, and 30% somewhat), and 41 percent were unwilling (13% somewhat unwilling and 28% not at all willing). Although a higher percentage of residents are willing rather than unwilling to pay for more carpool lanes, the average score of 2.54 equates to somewhat to not very willing because of the higher proportion of not at all willing respondents.

FIGURE 11.1

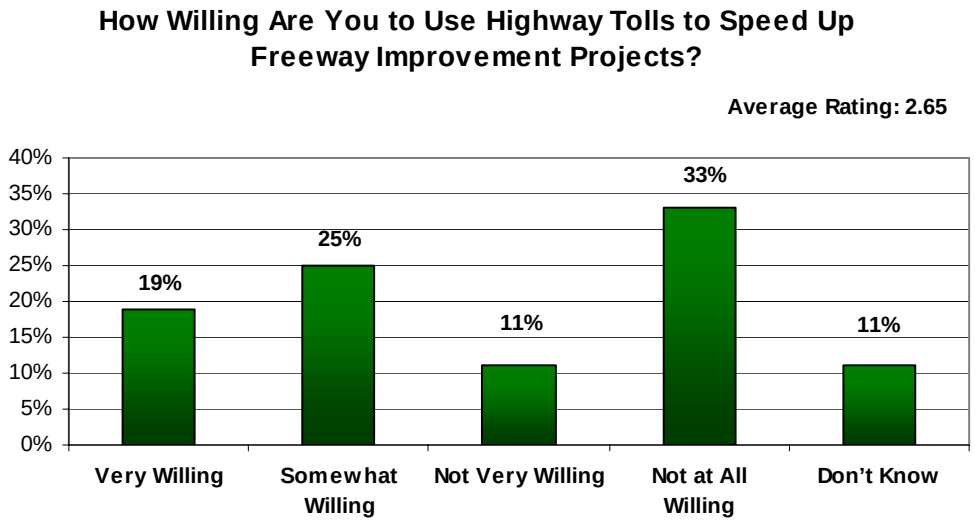
How Willing Are You to Pay For More Carpool Lanes in Los Angeles County?

Average Rating: 2.54



Residents are less willing to use highway tolls to speed up freeway improvement projects than they are to pay for more carpool lanes. A higher percentage are unwilling to pay for this (11% somewhat unwilling and 33% very unwilling), than willing (19% very and 25% somewhat). The total average for this question is 2.65, which is equates to somewhat willing to not very willing.

FIGURE 11.2



Residents are also less willing to support single-occupant vehicles having the ability to pay a toll to ride in the carpool lanes. Forty-eight percent are unwilling (11% somewhat and 37% very), and 44 percent are willing (24% very and 20% somewhat). This question's average was 2.67, which is equal to somewhat willing to not very willing. It is interesting to note that this issue generated more polarized opinions than carpools and freeway building with the very positive and very negative categories both being higher than the somewhat positive and negative categories.

FIGURE 11.3

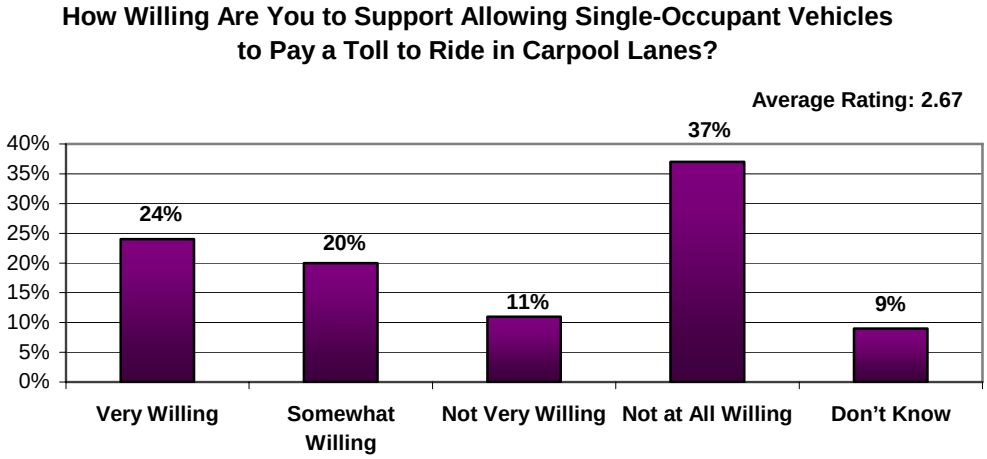


Table 11.1 shows the percentage of residents who are very willing to support the three previous policies by subregion. The results on willingness to pay for more carpool lanes varies from a low of 12 percent to a high of 26 percent. Speeding up freeway improvements and HOT lanes varied from 14 to 34 percent, and willingness to allow single occupant vehicles to pay a toll to use the carpool lane ranged from 20 percent to 33 percent. for the former and 39 to 52 percent for the latter, but all subregions were within the range of random variation relative to the countywide averages for all three questions (with the sole exception of willingness to use tolls to speed up improvements which was higher in Las Virgenes).

TABLE 11.1

Policy & Taxes
% Very Willing

	Arroyo Verdugo	Gateway	Las Virgenes	LA City	North LA	San Fernando	San Gabriel	South Bay	Westside
How Willing are You to Pay for More Carpool Lanes in Los Angeles County?	18%	26%	23%	23%	21%	12%	16%	22%	12%
How Willing are You to Use Highway Tolls to Speed Up Freeway Improvement Projects?	18%	21%	34%	14%	21%	25%	16%	21%	21%
How Willing are You to Support Allowing Single-Occupant Vehicles to Pay a Toll to Ride in Carpool Lanes?	20%	20%	27%	21%	24%	26%	21%	33%	29%
% Yes									
Would You Support a Temporary Increase in Sales Tax to Improve Public Transportation in Los Angeles	44%	46%	50%	44%	30%	43%	34%	43%	54%

Residents were also asked if they would support a temporary increase in sales tax to improve public transportation in Los Angeles. For Los Angeles County as a whole, 42 percent of residents would support a temporary increase in taxes and another eight percent are unsure. The remaining half indicate they would not support a tax increase for public transportation. North County residents are less likely to support a temporary tax increase for transportation (30%), and Westside residents are more likely.

TABLE 11.2

Policy & Taxes
% Not at all Willing

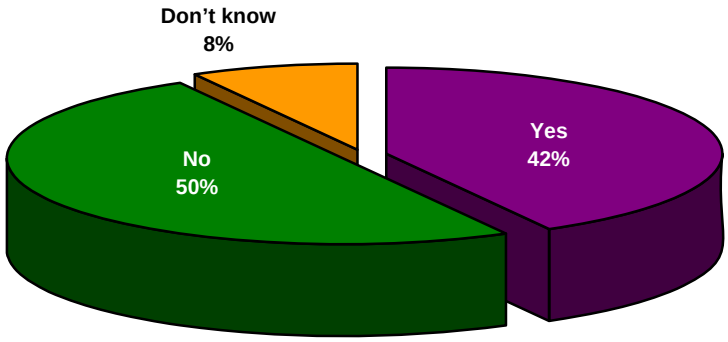
	Arroyo Verdugo	Gateway	Las Virgenes	LA City	North LA	San Fernando	San Gabriel	South Bay	Westside
How Willing are You to Pay for More Carpool Lanes in Los Angeles County?	7%	14%	6%	13%	10%	4%	8%	3%	2%
How Willing are You to Use Highway Tolls to Speed Up Freeway Improvement Projects?	6%	20%	1%	15%	8%	9%	7%	4%	3%
How Willing are You to Support Allowing Single-Occupant Vehicles to Pay a Toll to Ride in Carpool Lanes?	3%	14%	1%	11%	6%	8%	8%	6%	3%

Table 11.2 show the percentage of residents that are not at all willing to support the three previous policies. Gateway and Los Angeles City are the only two subregions where more than 10 percent say they not at all willing to support any of the three policies and they are over 10 percent for all three while the remaining subregions are 10 percent or less for all policies.

Residents were also asked if they would support a temporary increase in sales tax to improve public transportation in Los Angeles. For Los Angeles County as a whole, 42 percent of residents would support a temporary increase in taxes and another eight percent are unsure. The remaining half indicate they would not support a tax increase for public transportation. North County residents are less likely to support a temporary tax increase for transportation (30%), and Westside residents are more likely.

FIGURE 11.4

Would You Support a Temporary Increase in Sales Tax to Improve Public Transportation in Los Angeles County?



The North County subregion's support for the tax increase is significantly lower than the county as a whole at 30%. Conversely, the Westside subregion's support is significantly higher at 54%. The percent of residents from each subregion who would support a tax increase is shown above in Table 11.1.

At 93 percent, the vast majority of residents think it is OK for Metro to have commercial advertising on Metro Trains and at Metro Rail stations to help control fare increases. Further, at 58 percent, a clear majority believe that Metro fares are reasonable (see Figure 11.5 following). Ten percent say fares are not reasonable and 32 percent either don't know (31%) or refused (1%). The percentage saying fares are reasonable in 2006 is up 11 percent from 2004's 47 percent.

FIGURE 11.5

Advertising on Metro Trains and Stations

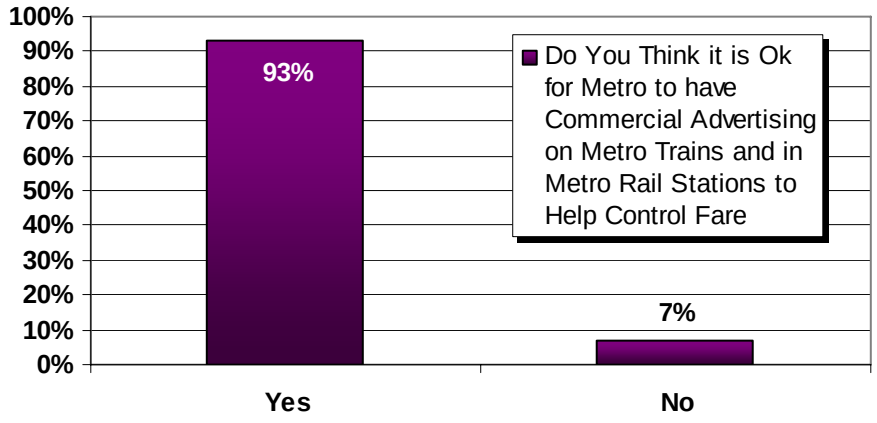
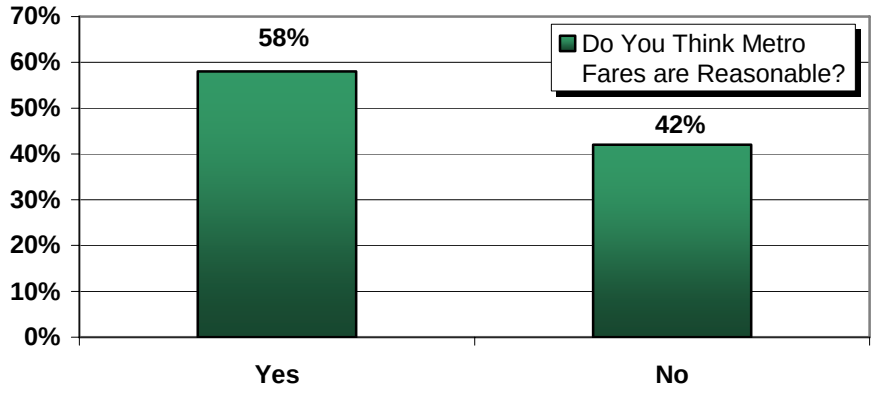


FIGURE 11.6

Metro Fares are Reasonable



The results for advertising are all within a 10 percent range from 91 percent in Westside to a high of 99 percent in Las Virgenes. The results for reasonable Metro rates are also similar with the exception of Los Angeles City and San Fernando where a higher percentage believe that Metros rates are reasonable.

TABLE 11.3

Fares and Advertising

	Arroyo Verdugo	Gateway	Las Virgenes	LA City	North LA	San Fernando	San Gabriel	South Bay	Westside
Do You Think it is Ok for Metro to have Commercial Advertising on Metro Trains and in Metro Rail Stations to Help Control Fare Increases?	94%	92%	99%	95%	93%	93%	93%	92%	91%
Do You Think Metro Fares are Reasonable?	50%	50%	50%	71%	51%	62%	59%	55%	57%

12.0 Information Sources

To understand how residents find information about public transportation in Los Angeles County, the 2006 General Public Survey asked residents if they have called 1-800-COMMUTE or visited Metro.net over the past six months. Figure 12.1 compares the usage of these the two sources of transportation information. Eleven percent of residents called 1-800-COMMUTE in the past six months, and 15 percent have visited Metro.net. Use of 800-COMMUTE has held steady since 2004, while Metro.net usage has increased four percentage points from 2004's 11 percent.

FIGURE 12.1

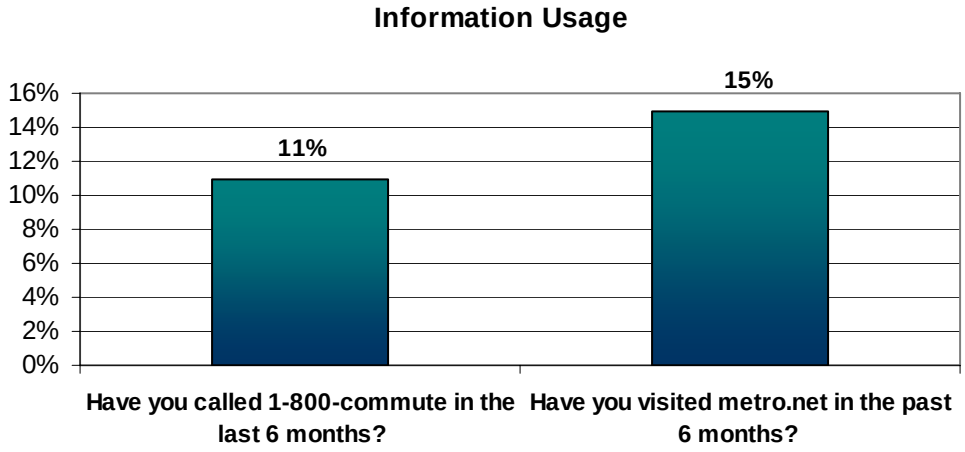


Table 12.1 shows this information by subregion. At 29 percent, residents of Arroyo Verdugo are more likely than other subregions to use Metro.net, and are also more likely to use Metro.net than 1-800-COMMUTE.

TABLE 12.1

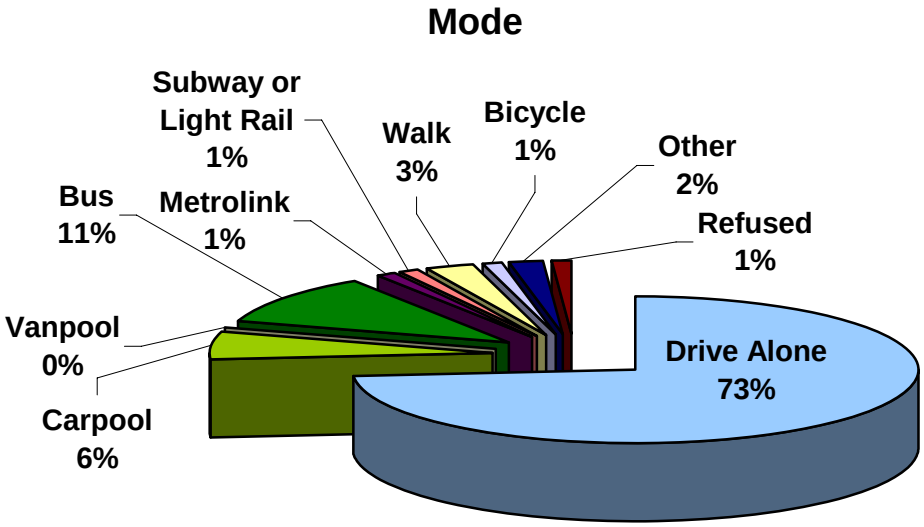
Information Sources
%Yes

	Arroyo Verdugo	Gateway	Las Virgenes	LA City	North LA	San Fernando	San Gabriel	South Bay	Westside
Have You Called 1-800-Commute in the Last 6 Months?	4%	11%	1%	12%	10%	10%	9%	14%	6%
Have You Visited Metro.Net in the Past 6 Months?	**29%**	13%	13%	14%	9%	17%	13%	17%	10%

13.0 Commuting to Work or School

When residents who commute to work or school were asked how they usually commute, 73 percent say they drive alone. Bus is the highest reported alternative mode at 11 percent followed by carpooling at six percent and walking at three percent. Metrolink, subway or light rail, and bicycling were also each mentioned by one percent (see Figure 13.1).

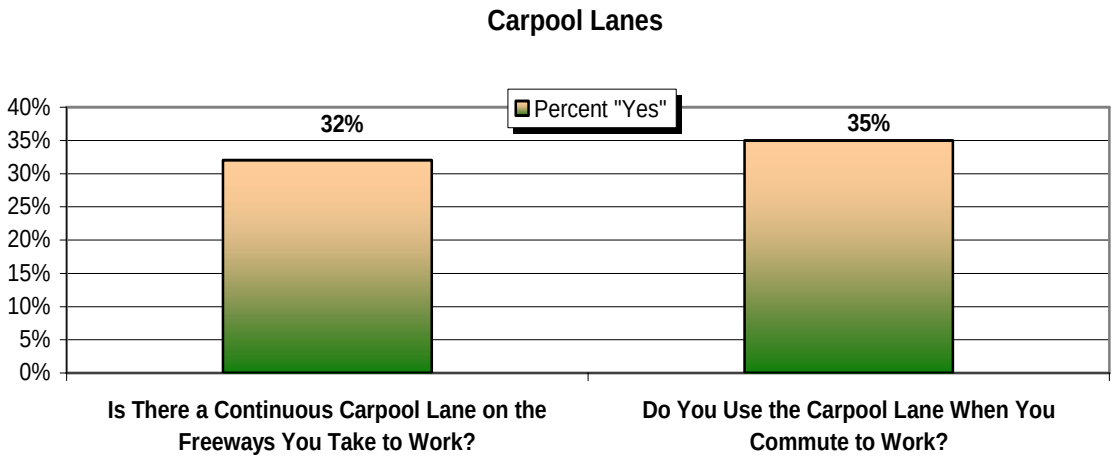
FIGURE 13.1



Driving alone was more common in Arroyo Verdugo (85%) and South Bay (84%) subregions, and less common in LA City where 60 percent drive alone. LA City is also more likely than any other subregion to use the bus to get to work at 27 percent.

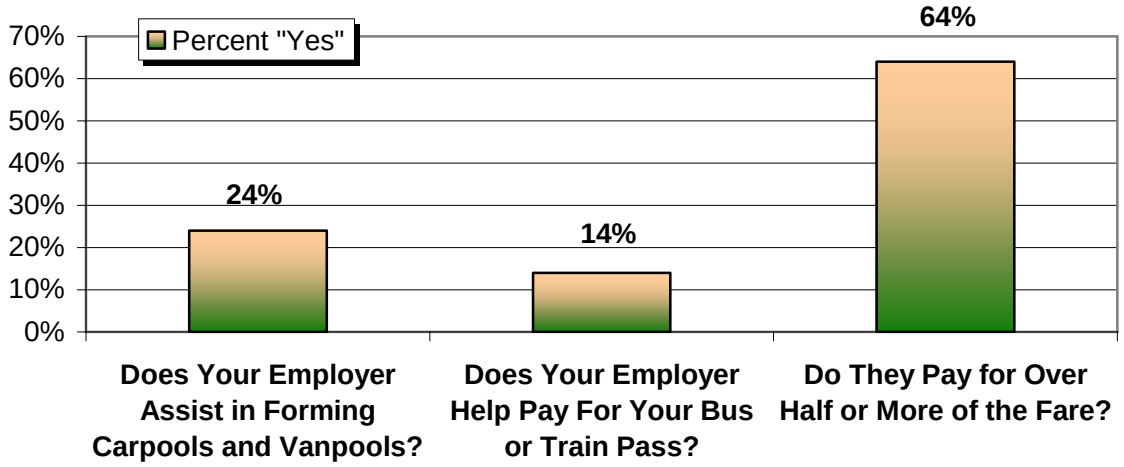
Commuters were asked about the availability of carpool lanes on the freeways they take to work, and 32 percent say they are available. Among those who have a carpool lane available to them, 35 percent say they use the carpool lane when commuting (see Figure 13.2).

FIGURE 13.2



Commuters were also asked about employer participation in programs to support alternative mode transit options. Twenty-four percent of commuters indicate that their employer assists in forming carpools, and 14 percent say their employer helps pay for bus or train passes. Among those where the employer helps pay for transit, 64 percent say the employer pays for over half of the total amount (see Figure 13.2).

FIGURE 13.3

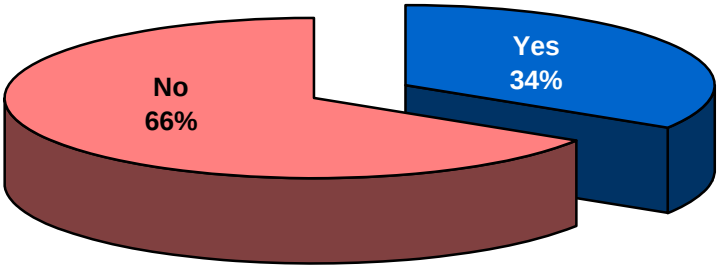


14.0 Transit Usage

Thirty-four percent of all residents have used a bus in Los Angeles County in the past six months and 66 percent have not (see the Figure 14.1 below). Usage is up from 27 percent in 2004.

FIGURE 14.1

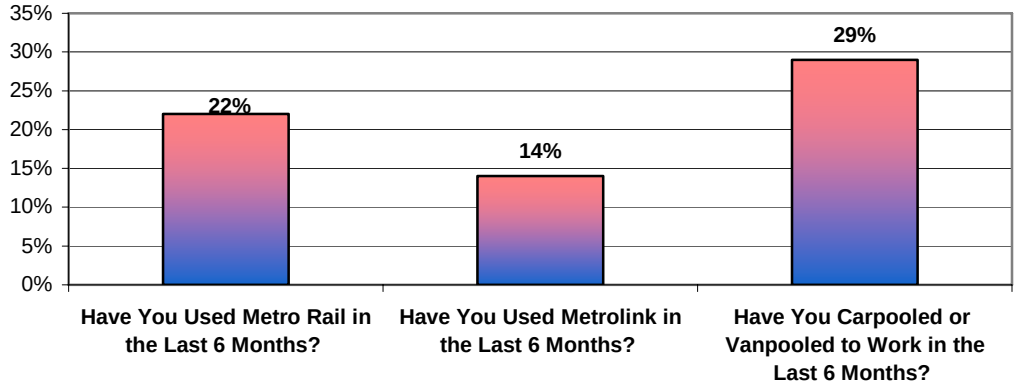
Have You Used a Bus in Los Angeles County in the Past 6 Months?



Use of other transit options for Los Angeles County are shown in Figure 14.2. Twenty-two percent of residents have used Metro Rail in the past six months, 14 percent have used Metrolink, and 29 percent have carpooled or vanpooled to work (note: carpooling and vanpooling was only asked of residents that commute to work or school).

FIGURE 14.2

Alternative Mode Usage in the Past 6 Months

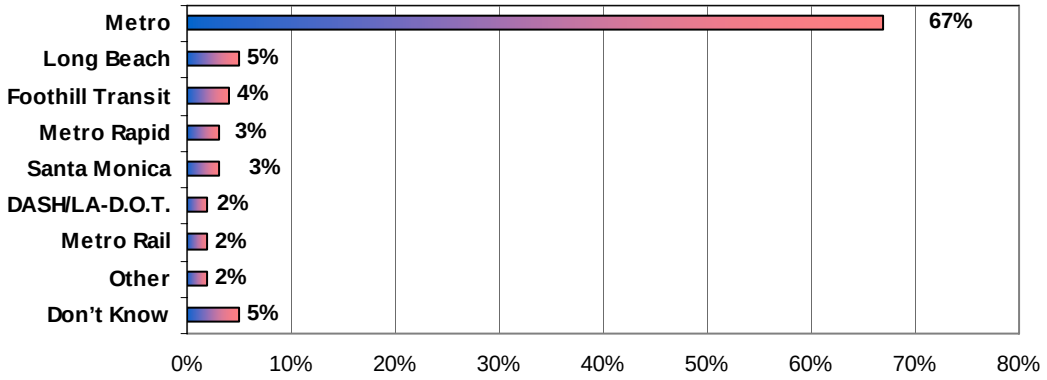


Of the residents that have used a bus in the past six months:

- Sixty-seven percent rode a Metro/MTA/RTD bus most often.
- Three percent rode Metro Rapid the most.
- Two percent rode Metro Rail most often in the past six months.
- Five percent rode Long Beach Transit.
- Four percent rode Foothill Transit.
- Three percent rode Santa Monica / Big Blue Bus.
- Two percent rode DASH / LA-D.O.T.
- Two percent rode other transit providers not listed.
- Five percent don't know which bus company they used most often.

FIGURE 14.3

Which Bus Company Did You Use Most Often?



Note: Metro, MTA, RTD and Metro Bus were combined into Metro.

Table 14.1 shows which bus companies are used the most often by residents for each of the listed subregions.

TABLE 14.1

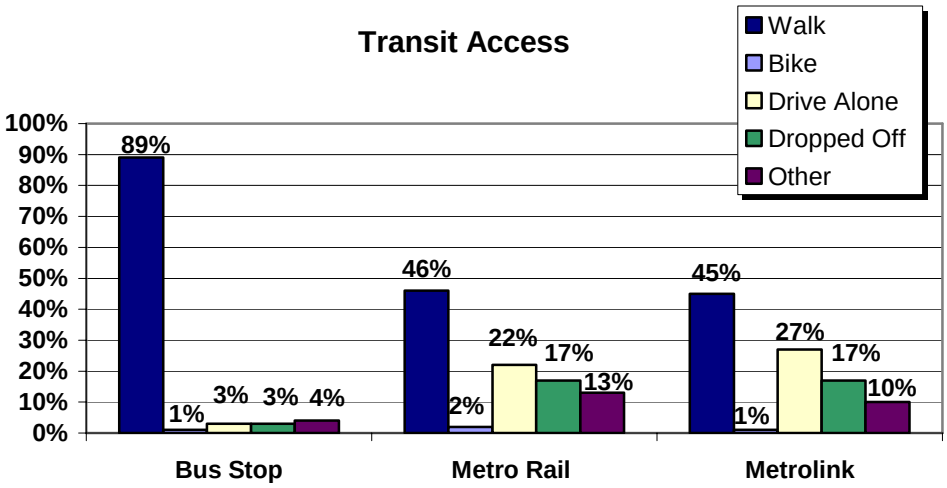
Which Bus Company Did You Use Most Often?

	Arroyo Verdugo	Gateway	Las Virgenes	LA City	North LA	San Fernando	San Gabriel	South Bay	Westside
Metro	76%	60%	64%	**89%**	**54%**	66%	**45%**	66%	**46%**
Metro Rapid	0%	3%	0%	6%	0%	0%	0%	4%	0%
Metro Rail	0%	0%	**13%**	0%	0%	4%	3%	7%	3%
Santa Monica	0%	3%	13%	0%	0%	0%	0%	4%	**37%**
Long Beach	0%	**23%**	0%	0%	0%	0%	0%	0%	0%
Foothill Transit	0%	0%	0%	0%	0%	0%	**24%**	0%	0%
DASH/LA-D.O.T	10%	0%	**13%**	4%	0%	4%	3%	0%	0%

15.0 Access and Egress

When asked how they get to their bus stop, the vast majority of residents say they walk at 89 percent. An additional three percent drive alone, three percent are dropped off, and one percent bicycle. For residents who use Metro Rail walking is still the most common mode of getting to the station, but is much lower than for buses at 46 percent. This is followed by driving alone (22%), and being dropped off (17%). Two percent of the rail riders bicycle. The results are very similar for Metrolink riders where 45 percent walk, 27 percent drive alone, and 17 percent are dropped off. Only one percent bicycle to their Metrolink station.

FIGURE 15.1



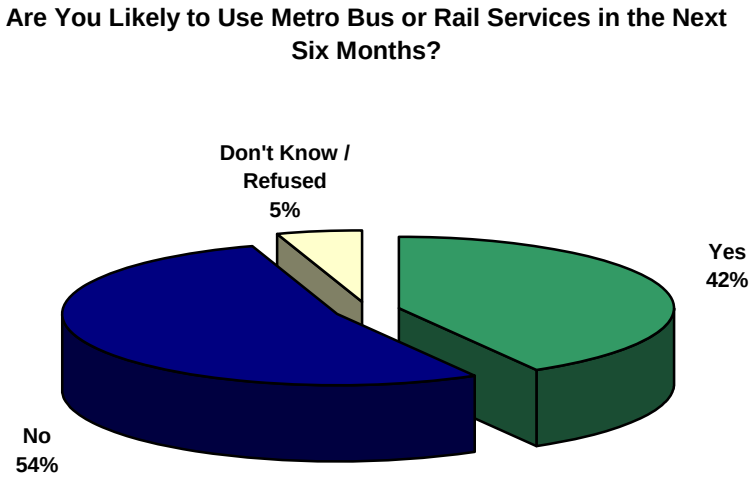
Residents were asked if there is a bus stop within three blocks of their home, and if there is a train station within one mile of their home. Eighty-four percent say that there is a bus stop within three blocks and 35 percent say there is a train station within a mile. Las Virgenes residents are much less likely to indicate that there are bus stops and train stations nearby at 34 percent and three percent respectively. Westside subregion residents are also less likely to report a train station being within one mile at five percent, and LA City subregion residents are more likely to indicate there is a train station within one mile at 56 percent.

When asked if it is convenient to use transit approximately half of all residents (52%) indicate that it is. A higher percentage of LA City (70%) and Gateway (63%) residents believe that transit is convenient. Conversely Las Virgenes (19%), San Gabriel (39%) and Westside (39%) residents are less likely to say it is convenient.

All residents were asked how likely they are to use Metro Bus or Metro Rail transit services in the next six months. Countywide 42 percent indicated that

they would use Metro and 54 percent said no. Five percent didn't know or refused. Las Virgenes, Westside, South Bay and North County subregions are less likely to use Metro in the next six months (21%, 27%, 30% and 30% respectively), and LA City is more likely (63%).

FIGURE 15.2



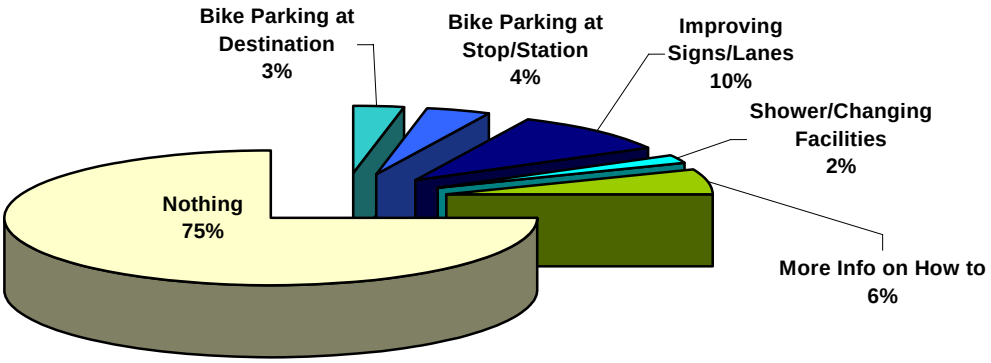
Metro Bus and Metro Rail are the services that are most likely to be used at 47 percent and 27 percent respectively. This is followed at a much lower level by Metrolink at seven percent, Metro Rapid, and combined Bus and Rapid at five percent each. The Orange Line was cited by four percent, and three percent said combined Bus and Rail.

16.0 Bicycle Usage

When asked what would most encourage residents to use a bike as part of their trip, a quarter of residents provided options that might motivate them to do so. Ten percent indicated that improving the signs and lanes to their stop or station would encourage them to use a bike as part of their trip. Six percent said that more information about how to use bikes on transit would encourage them. Three percent said that bike parking at their destination would help, and four percent indicated bike parking at their stop or station. Two percent said that shower/changing facilities would help encourage them to bike. The remaining 75 percent indicated there is nothing that would encourage them to bike (75%).

FIGURE 16.1

What Would Most Encourage You to Try Using a Bike as Part of Your Transit Trip?



17.0 Conclusions

- Metro continues to be the top of mind transit operator for Los Angeles County, but many still think first of MTA or even RTD. This indicates the continued need to build brand awareness of the Metro name.

- Awareness of local bus routes has increased from slightly more than half to almost three-quarters of Los Angeles County residents providing an improved opportunity to pursue potential new riders since this effectively increases the proportion of the market that considers commuting by bus a potentially viable form of transit. Programs for new riders should be emphasized to take advantage of this change in the marketplace.

- Media scrutiny continues to increase and almost two-thirds of residents recall positive coverage in 2006. Further, opinions about Metro are improving across all three of the performance factors measured in the survey. Metro should continue current media efforts which appear to be effective in securing positive coverage in the media.

- With regards to media mix, the LA Times still provides the broadest community coverage. However, it currently only reaches about half (51%) of all households and is not sufficient by itself to reach the entire market. It is also known (not a finding of this research) that newspaper readership skews towards older residents and younger residents are more likely to look to the Internet for news. If rates for advertising in the Times are not declining commensurately with reach, then Metro will be receiving a lower

return on their investment than in the past. Even at a lower return, however, it may still be higher than other alternatives depending on relative rates and reach. In summary Metro should consider shifting some media spending from traditional print media to the web to more cost effectively reach the potential market, particularly younger potential riders.

- La Opinion and the Daily News have the second highest reach at 12 and 10 percent respectively. Since there is likely to be little overlap between La Opinion and the LA Times, coverage should be continued in this publication to reach the Spanish-only speaking market segment. Free weekly papers are another supplemental option, particularly in the Las Virgenes subregion where 77 percent say they read the free weekly paper.

- Billboards and the sides of buses are the media channels that the public recalls most by two to one over television or newspapers. This should continue as the primary way to communicate, supplemented by the more expensive alternatives.

- Although 1-800-COMMUTE will continue to play and important role, Metro.net now serves more residents than the 800 number and usage appears to be growing. Accordingly, every effort should be made to make the website and effective, reliable, and easy to use tool to help increase ridership (implement and monitor performance standards). Also, although the website is the information source for the future, awareness of Metro.net is currently lower than 1-800-COMMUTE. Metro.net should receive additional promotional effort as it is an effective way to make it easier for potential customers to become regular Metro riders.

- Although perceptions about Metro are becoming more positive, the environment for new financial measures to support transit development is not currently positive. Willingness to pay for more carpool lanes in Los Angeles County was the only issue that received a slightly higher ratio of positive to negative responses. More education work is required before public support for these options is likely to be forthcoming.

- Similarly, support for policy changes appears to be somewhat tepid with neutral to negative ratings for tolling to accelerate highway development, and generally negative support for HOT lanes. Additional education would be required to secure public support for these changes.

- Almost all residents generally support advertising on Metro trains and at Metro stations to help mitigate future fare increases. Although more detailed issues such as assessing the tradeoff between revenue increases and station aesthetics were outside the scope of this survey, there is sufficient support to further explore this option.

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