Greater Cleveland Regional Transit Authority

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

Planning & Development Committee
April 1, 2014
On-Board Survey - Overview

- Funded w/ NOACA pass-thru STP funds
- Collected on all **fixed routes** for transit agencies in NOACA region

<table>
<thead>
<tr>
<th>Agency</th>
<th># and % of Surveys Collected</th>
</tr>
</thead>
<tbody>
<tr>
<td>GCRTA</td>
<td>30,846 (96.4%)</td>
</tr>
<tr>
<td>Laketran</td>
<td>822 (2.6%)</td>
</tr>
<tr>
<td>Lorain County Transit</td>
<td>199 (0.6%)</td>
</tr>
<tr>
<td>Medina County Public Transit</td>
<td>70 (0.2%)</td>
</tr>
<tr>
<td>Brunswick Transit Alternative</td>
<td>58 (0.2%)</td>
</tr>
</tbody>
</table>
On-Board Survey - Overview

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

- Data will be used to update NOACA’s Travel Demand Model
  - Forecasts ridership to help secure federal funding for future capital projects
On-Board Survey – Contract Details

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

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

- ETC hired 2 local surveyors to full-time positions supervising surveys in other cities
On-Board Survey – Data Collection

- Data collected from September 2012 through October 2013
- Tablet PCs used for data collection
  - 86% Response Rate
- Nearly 32,000 surveys collected
  - Over DOUBLE the contracted goal
On-Board Survey – Results

Age

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

Gender

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

Race

Race of RTA Riders by Mode

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

Student Status

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

Employment Status

Employment Status of RTA Riders by Mode

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

Income

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

Fare Payment

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

HealthLine Ridership

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

RTA Riders without a Driver's License and Living in a Zero-Car Household

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

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

- Final Database: February 28
- Data Visualization Tool: March 25
  - Online tool to assist with data analysis
  - Webinar training for RTA staff being scheduled for early April
- Final Report: By Early April
On-Board Survey

Thank you!

Questions?