



## **Appendix B Survey Findings**

## PRELIMINARY ORIGIN-DESTINATION SURVEY RESULTS

The following is a summary of the origin-destination survey that was completed for Sun Tran routes 3, 4, 11, and 66 earlier this year. This analysis focuses on descriptions of the average rider, trip purposes, rider frequencies, and the amount of transfer activity on each surveyed route.

Table 1 documents the final confidence level achieved, based on the number of usable surveys returned and the average daily ridership reported in the Spring of 2002.

Overall, the survey team had a data reliability goal of 95% confidence and 5% error ratio. The team achieved the confidence level goal on 3 routes, but on route 4 survey collections ran short, despite the assignment of an extra survey team to the route. Regardless, route 4 data should still be considered valid but at the higher error ratio.

The team did much better than expected on route 66, getting the error ratio down to 3.77%. This was primarily due to the high ridership on the route and the willingness of riders to complete surveys. The incentive of a free monthly bus pass was a terrific draw in order to get passengers to complete the survey.

**TABLE 1**  
**CONFIDENCE LEVEL**

Route	Surveys Completed	Confidence	Error Ratio
3	236	95%	+/- 5.64%
4	138	95%	+/- 8.1%
11	288	95%	+/- 5.37%
66	631	95%	+/- 3.77%
<b>Total</b>	<b>1,293</b>		

The following direct conclusions can be drawn for all the routes surveyed from the data analyzed to date:

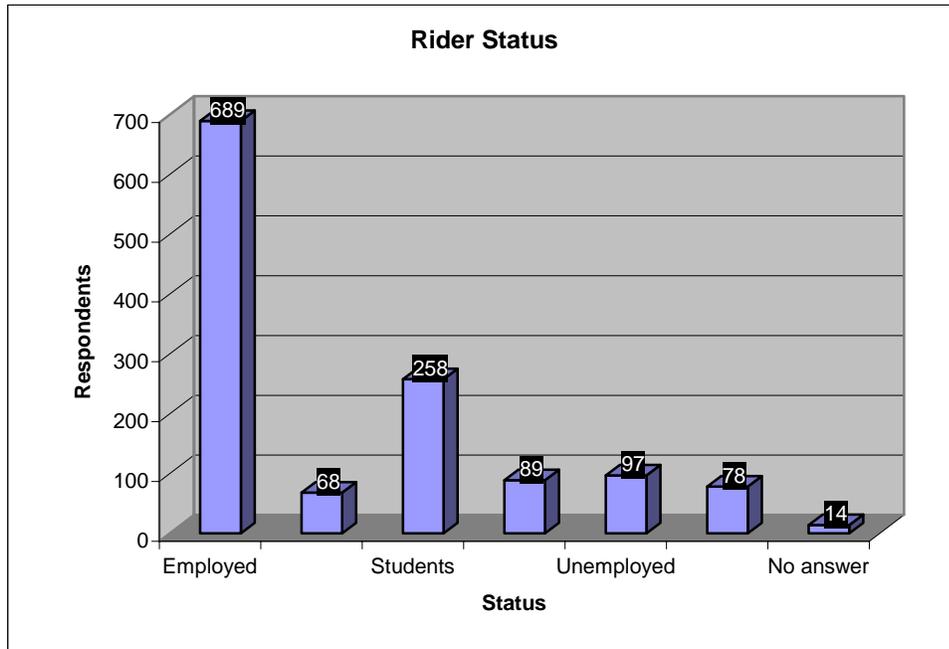
- On the average, the majority of riders are either employed (53%) or are students (20%).
- A super-majority of daily riders walk to the bus stop in order to catch the bus (73%). Of those passengers that walk to the bus stop to catch the bus, 68% of them said they walk less than 5 minutes one-way.
- The top reason people use the bus is 1) to get to work, followed by 2) other miscellaneous reasons and 3) school trips.
- Based on the entire ridership sample, only 19% of the riders surveyed used a transfer to complete their trip. This indicates that 81% of passengers currently have a one-seat ride to their final destination.
- A super-majority of Sun Tran passengers are repeat customers; over 77% use the bus four or more times a week.
- Of the four bus routes surveyed, route 66 has the lowest percentage of passengers who transfer (16%). Approximately 18% of route 11's passengers transfer to another route, while 25% of route 3 and 4's passengers transfer to another route.

- Route 66 is not dependent on transfers from any one route. Approximately 1.6% of all route 66 passengers transferred from route 4 and 1.3% of all route 66 passengers transferred from route 3.
- Route 11 is also not dependent on transfers from any one route. Approximately 2.8% of all route 11 passengers transfer from route 66 to route 11 (presumably downtown). Approximately 2.1% of all route 11 passengers transfer from route 3 to route 11.
- Route 3 is moderately dependent on transfers, as almost one in every four passengers accessed the route via a transfer. Approximately 11% of all route 3 passengers transfer from route 66.
- Route 4 is moderately dependent on transfers, as almost one in every four passengers accessed the route via a transfer. Approximately 10.5% of all route 4 passengers transfer from route 66.

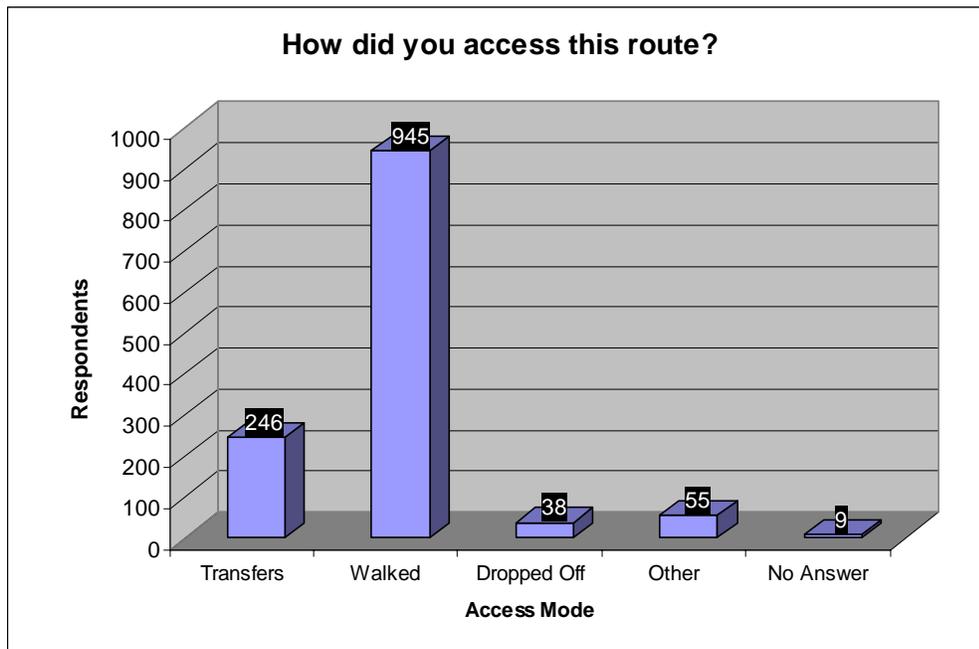
The following indirect conclusions can be drawn from the data analyzed to date. These indirect conclusions are based on expert opinion of the data trends:

1. Due to their high interdependence, the two most important feeder routes for the rapid transit project are routes 3 and 4. For the rapid transit project, stations at Central & San Mateo and Central & Louisiana will contribute the most transferring passengers to the premium line. Ridership on routes 3 and 4 will likely increase due to the premium service on Central.
2. Three other important feeder routes are routes 31 (Wyoming), 36 (12<sup>th</sup> Street & Rio Grande), and 51 (Atrisco & Rio Bravo).
3. The station located near the Fairgrounds on Central should be relocated to the intersection of Louisiana and Central.
4. Route 11 has a small but important transfer relationship to route 66. An additional station should be considered at Louisiana and Lomas to facilitate these transfers.
5. The top reason to use the bus is to get to work. Although currently the peak hour for route 66 is between 3:00 PM and 4:00 PM, consideration should be given to increasing service levels in the peak hour to better facilitate home-based work commuting.
6. Route 66 generates the vast majority of its ridership within the Central Avenue corridor directly and is not reliant on transferring passengers from other routes.

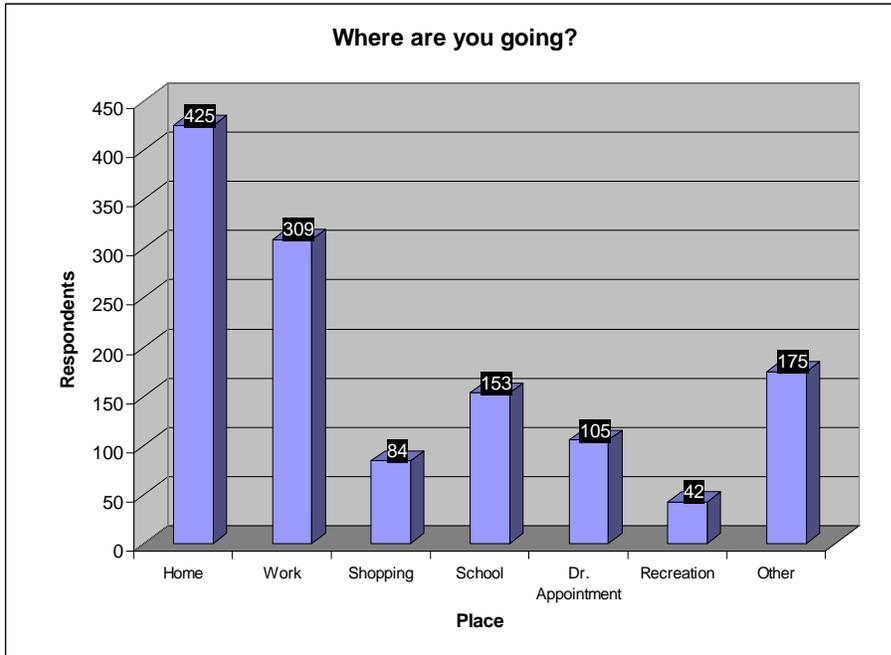
### RIDER STATUS (ALL ROUTES)



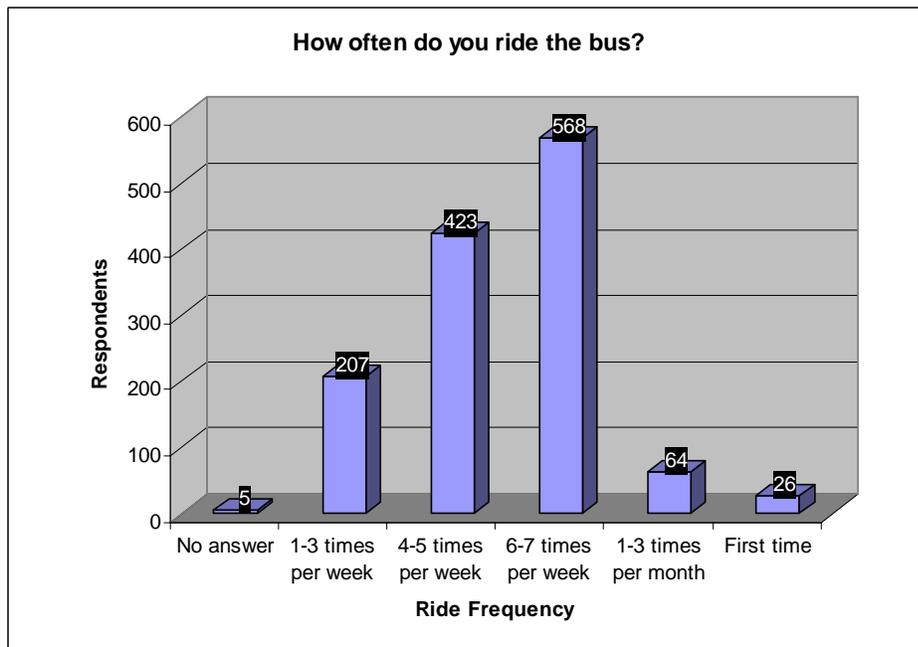
### ROUTE ACCESS (ALL ROUTES)



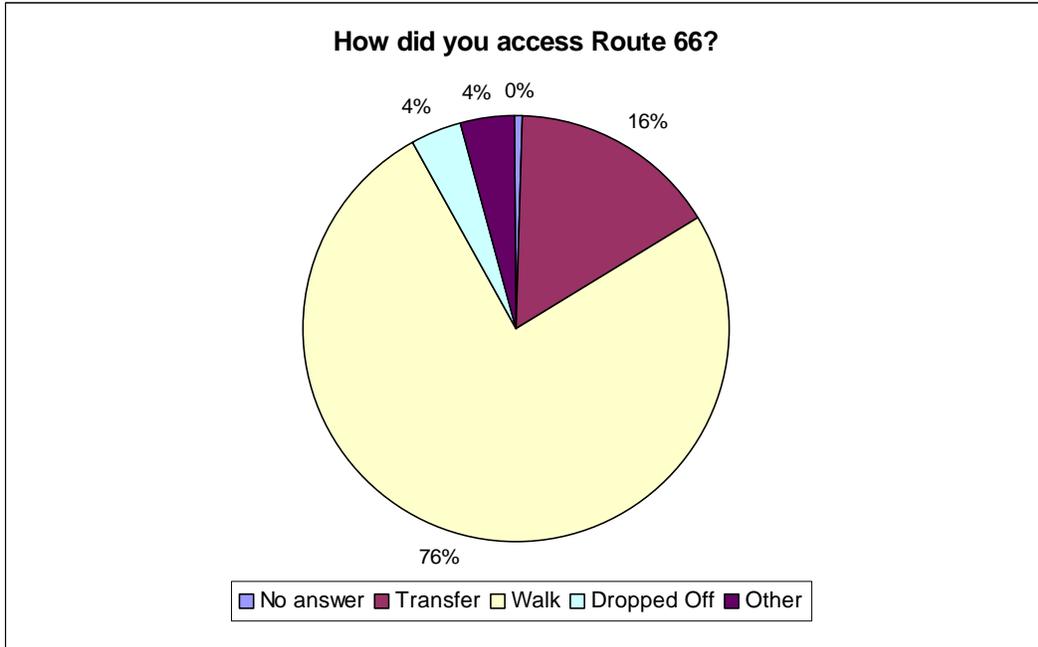
## WHERE ARE YOU GOING? (ALL ROUTES)



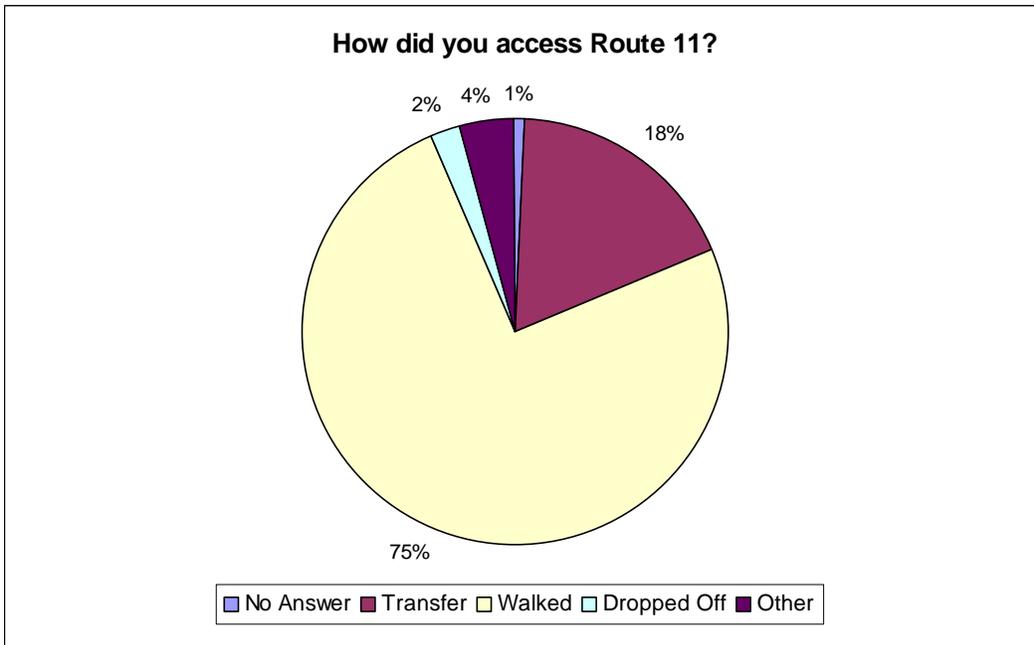
## HOW OFTEN DO YOU RIDE THE BUS? (ALL ROUTES)



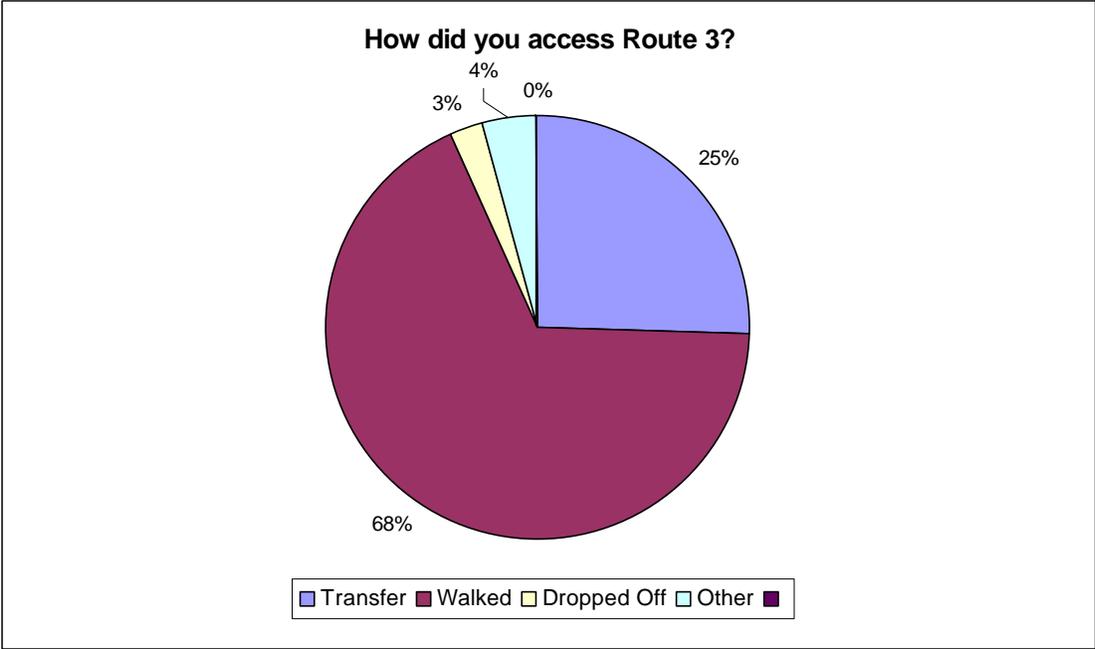
### HOW DID YOU ACCESS ROUTE 66?



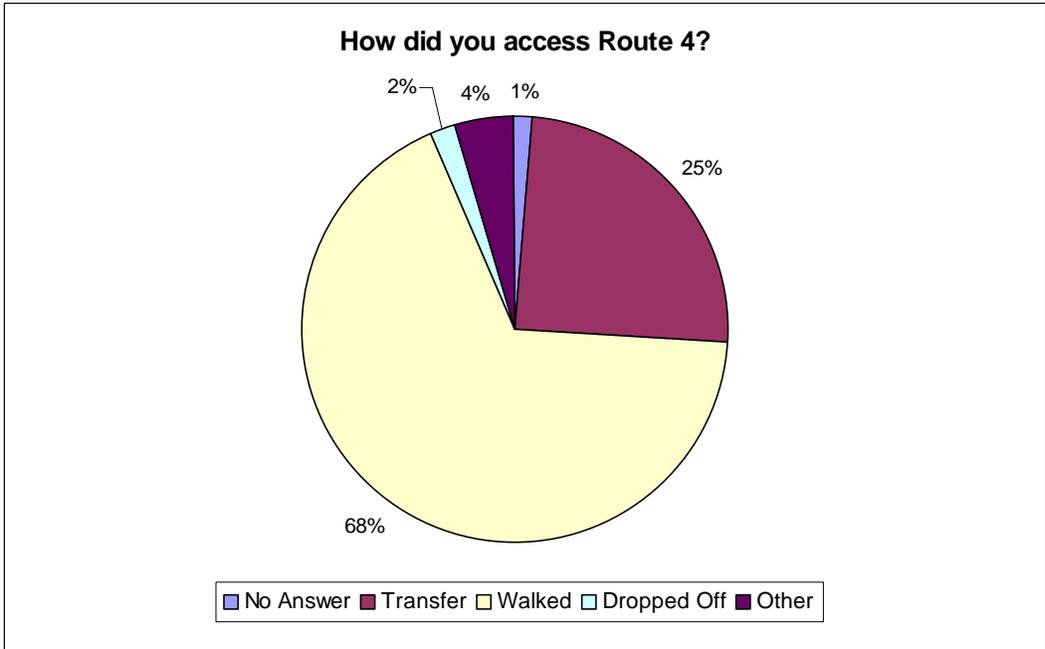
### HOW DID YOU ACCESS ROUTE 11?



### HOW DID YOU ACCESS ROUTE 3?



### HOW DID YOU ACCESS ROUTE 4?



**OF THE 16% THAT TRANSFERRED TO ROUTE 66, WHICH ROUTE DID YOU TRANSFER FROM?**

<b>Transfer From Route</b>	<b>Respondents</b>	<b>Percentage</b>
4	10	10%
66	9	9%
3	8	8%
31	7	7%
36	6	6%
51	6	6%
10	5	5%
50	5	5%
1	4	4%
5	4	4%
11	4	4%
16	4	4%
54	4	4%
90	4	4%
2	3	3%
18	3	3%
53	3	3%
9	1	1%
12	1	1%
14	1	1%
34	1	1%
38	1	1%
52	1	1%
61	1	1%
65	1	1%
<b>Total</b>	<b>97</b>	<b>100%</b>

**OF THE 18% THAT TRANSFERRED TO ROUTE 11, WHICH ROUTE DID YOU TRANSFER FROM?**

<b>Transfer From Route</b>	<b>Respondents</b>	<b>Percentage</b>
66	8	16%
4	6	12%
1	5	10%
5	5	10%
50	5	10%
3	4	8%
10	4	8%
18	4	8%
11	2	4%
14	2	4%
90	2	4%
2	1	2%
8	1	2%
31	1	2%
54	1	2%
<b>Total</b>	<b>51</b>	<b>100%</b>

**OF THE 25% THAT TRANSFERRED TO ROUTE 3, WHICH ROUTE DID YOU TRANSFER FROM?**

<b>Transfer From Route</b>	<b>Respondents</b>	<b>Percentage</b>
66	25	45%
5	10	18%
8	7	13%
4	3	5%
18	3	5%
13	2	4%
1	1	2%
7	1	2%
10	1	2%
11	1	2%
33	1	2%
97	1	2%
<b>Total</b>	<b>56</b>	<b>100%</b>

**OF THE 25% THAT TRANSFERRED TO ROUTE 4, WHICH ROUTE DID YOU TRANSFER FROM?**

Transfer From Route	Respondents	Percentage
66	14	42%
11	8	24%
97	3	9%
3	2	6%
2	1	3%
4	1	3%
5	1	3%
6	1	3%
8	1	3%
57	1	3%
<b>Total</b>	<b>33</b>	<b>100%</b>

**HOW MANY MINUTES DID IT TAKE TO WALK TO THE BUS STOP? (ALL ROUTES)**

