



Alameda-Contra Costa Transit District

2017-18 Onboard Survey

Summary of Findings

Updated – October 2018

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INTRODUCTION

AC Transit regularly undertakes efforts to obtain an updated profile of its ridership to help the District assess policies or plans that may impact its riders. The information also helps the District improve engagement with communities of color, low-income populations, and people with limited English proficiency, and explore the possibilities of new fare payment technologies. The ridership profile is used in grant applications, shared with other local and national agencies, and provided in response to public requests for information. In addition, the data collected in this survey is crucial for conducting equity analyses to meet the Federal Transit Administration's Title VI (Civil Rights Act) guidelines and requirements.

Since 2012, the Bay Area's metropolitan planning organization, the Metropolitan Transportation Commission, has been conducting a coordinated effort among Bay Area transit agencies to collect transit passenger data as part of the region's Transit Sustainability Project. The current survey represents the second cycle of that effort, and provides a view of ridership from 2013 to 2018, as well as consistency and comparability of data between transit properties in the Bay Area.

The survey, conducted by ETC Institute, Inc., consisted of an interview conducted with a tablet computer and using random sampling methods to select participants. The survey was designed to capture each component of a rider's trip, including all trip segments, transfers, and access and egress information. In addition to travel data, the survey collected information about the rider's demographics, including languages spoken, self-identified race and ethnicity, and household income. The survey also asked how riders paid for their transit trips. The survey was conducted onboard AC Transit buses between late Fall 2017 and Spring 2018.

The goal of the survey was to collect a representative sample of 5% of all boardings for riders age 16 and older. The actual number of weekday surveys completed was 13,052, which represents 8.2% of all weekday riders. A sample size of 1,000 was selected for weekend boardings and surveys were collected in proportion to weekend boardings by route. The actual number of weekend surveys completed was 1,824, representing 6.3% of all weekend riders.

Prior to the main onboard intercept survey, ETC Institute conducted two additional smaller surveys to prepare for the full intercept survey. The first (called the On-to-Off or O2O survey) was a pretest to ensure the survey would be properly conducted; its objective was to evaluate the sampling plan and data collection methods in order to identify and address any potential problems. A second small survey (called the Title VI survey) was administered on a subset of AC Transit routes to assist with validating and expanding the main survey data. This survey was also used to support an income imputation process for respondents who did not provide household income information in the main survey.

The following are some general findings, based on all survey responses.

Who is the AC Transit rider?

- Seventy-five percent of riders identify as people of color, and 80% of low-income riders are people of color. (When conducting data analyses, AC Transit considers a person low-income if they live in a household of less than \$50,000.)
- Ten percent of riders live in a household where no one is employed, and two-thirds of riders live in low-income households. People of color riders are more likely to be low-income (70%) compared to riders who identify as non-Latino whites (52%).
- Counting all riders, 8% pay the Youth fare, 7% pay the Senior fare, and about 4% pay the Disabled fare.
- More than a quarter of riders say they speak a language other than English at home; about one in four of these riders are considered to have Limited English Proficiency.
- Slightly more than one-third of riders are not employed; a larger number of low-income riders, 44%, are not employed.

How do people use AC Transit?

- A very large percentage of riders – over 90% – walk to or from their bus stop. For about two-thirds of riders, that walk is two blocks or less.
- More than two-thirds of all AC Transit riders do not require any transfers to complete their one-way trip.
- One in five riders take AC Transit seven days per week, and six out of ten riders ride AC Transit at least five days per week.
- Forty-three percent of riders do not have access to a vehicle, and a majority of low-income riders (54%) have access to zero vehicles.
- Seventy percent of all riders use a Clipper card to pay for their one-way trip. Riders that identify as non-Latino whites or that have income of \$50,000 or more are more likely to use Clipper (79% and 78%, respectively).

New Findings:

- Almost nine out of every ten riders (86%) own a smartphone, with the percentage of ownership among all groups being very similar (between 82% and 93%).
- The one exception with regard to smartphones is that fewer riders who are 65 or older (60%) own one. However, older riders who do own smartphones have access to the internet in similar percentages (93%) as the ridership as a whole (92%).
- Among all riders who own a smartphone, the range in access to data across groups is similarly small but with a high degree of penetration – 91% to 94% – across all groups.

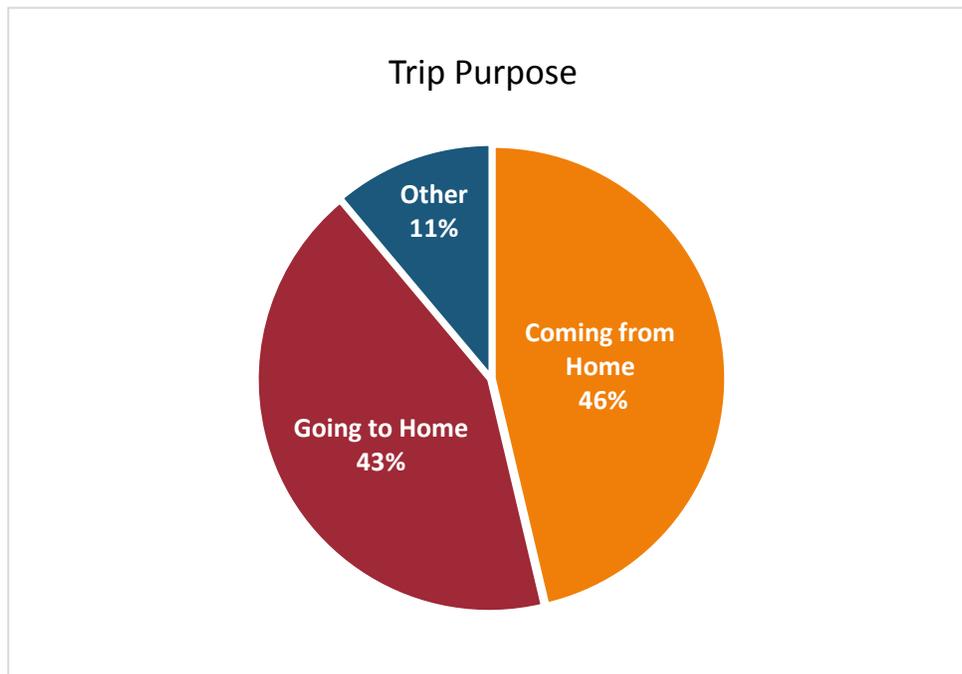
The following information is based upon breakdowns of the responses from the 2017-18 on-board ridership profile survey. The data are presented by Weekday, Weekend, and a comparison of Transbay and Local riders' survey responses.

WEEKDAY FINDINGS

WEEKDAY TRIP CHARACTERISTICS

Trip Purpose

The majority of weekday riders are coming from or going to home when they ride AC Transit.

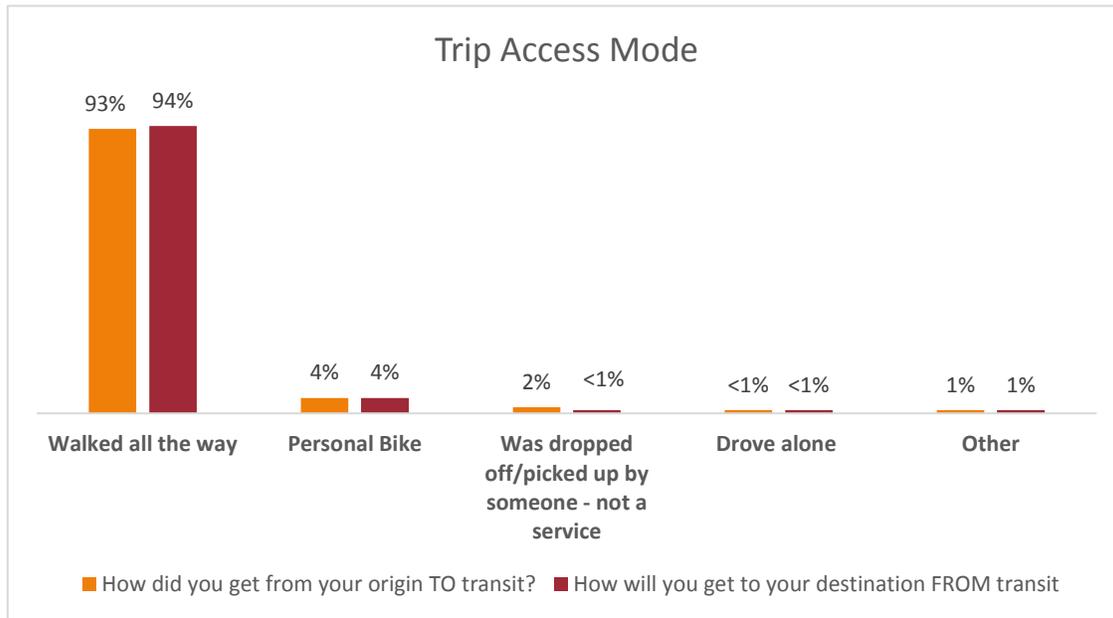


Riders also use the bus to go to or from work (23% and 24% respectively) and for social or recreational activities (8% and 6%).

Weekday riders in low-income households (those with income under \$50,000) are less likely to ride the bus to or from work than those in not low-income households (33% and 58% respectively). People of color (39%) are also less likely than non-Latino white riders (49%) to ride the bus to or from work.

Trip Access

A very large majority of weekday riders – more than 90% – walk to begin or end their trip, and about 5% of riders use a personal bike. Adding together driving alone and being dropped off or picked up by someone they know, another 1-2% use a personal car. As seen in the chart below, how people get “to” transit and how they get “from” transit closely mirror each other.

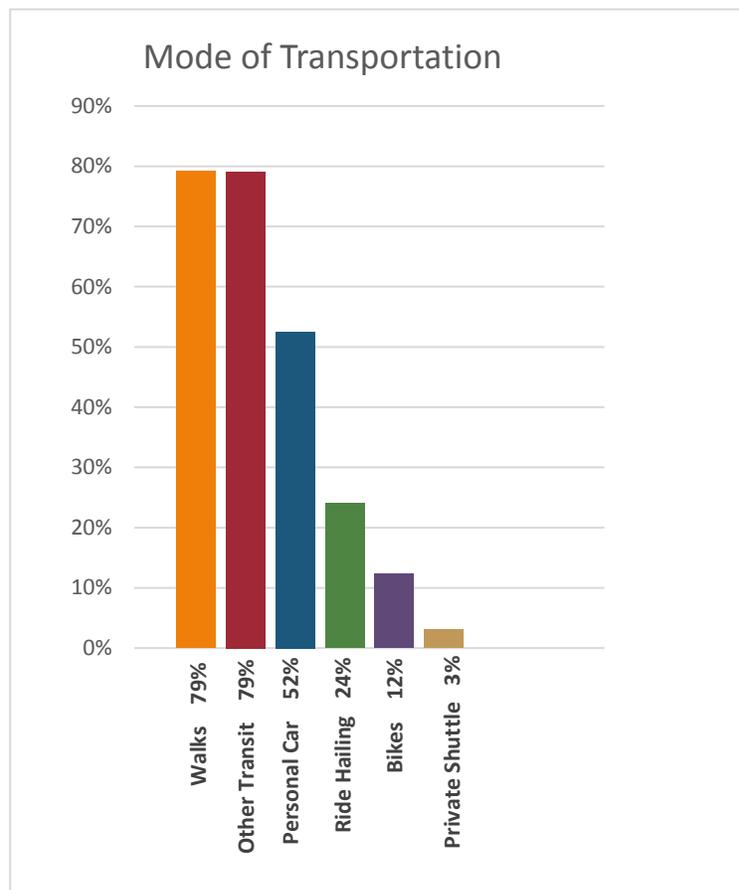


Note: Due to rounding, totals may add up to more than 100%

For weekday riders that walk, more than 68% walk less than 2 blocks to their first transit ride, and about two-thirds walk less than 2 blocks from transit to their final destination. A slightly higher percentage of weekday riders of color (69%) have that short of a walk to their first bus stop compared to non-Latino white riders (66%), and more low-income riders (72%) have that short of a walk than riders who are not low-income (61%).

Other Modes of Transportation

Outside of riding AC Transit, walking and using other transit agencies services are the most popular ways of getting around for riders; almost 8 in 10 weekday riders report using one or both of these modes. This is followed by 52% who use a private car, including driving themselves, getting a ride from someone, or using a carpool. Twelve percent of riders say they bike, which is four times as many people as in the last survey. Although fewer than 1% of weekday riders indicated they used a ride-hailing service (such as Lyft or Uber) to get to or from the trip on which they were surveyed, almost one in four (24%) do sometimes use a ride-hailing service to get around.



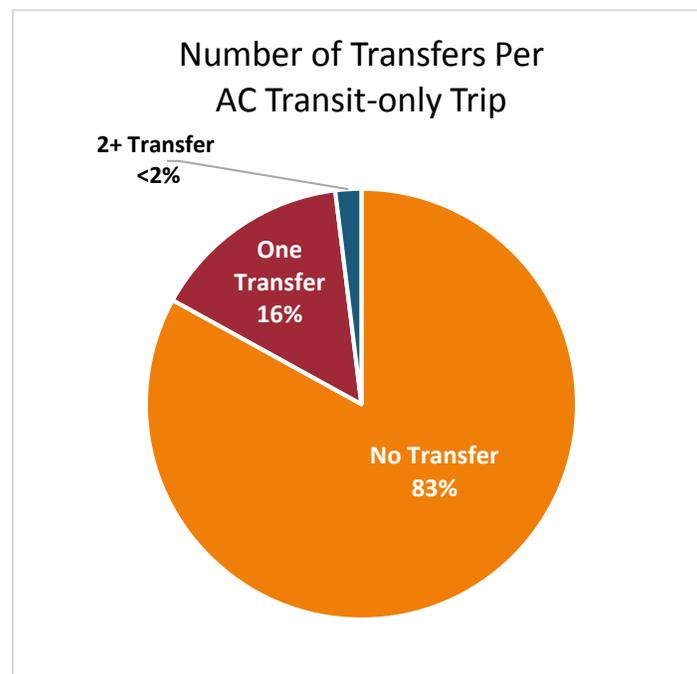
Note: In this question, riders were asked to mark all that apply, so percentages add up to more than 100%.

Transfers

About two-thirds of weekday riders (66%) are able to complete their trips without making a transfer, including to/from another transit agency. This is an improvement of 10% since the 2012-13 survey.

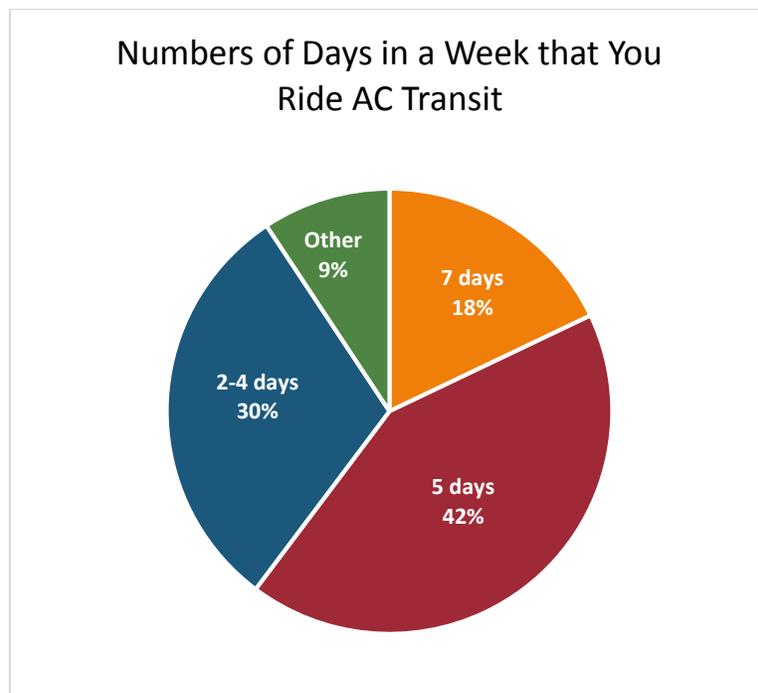


For weekday riders who begin and end their trip on AC Transit, even fewer transfers are needed – 83% of AC Transit-only weekday riders have a one-bus trip. About 87% of weekday riders use only AC Transit and 13% connect to another public transit agency's services.



Regular Use of AC Transit

A majority of weekday riders (60%) use AC Transit at least five days in a typical week, and another 30% ride it two to four days per week.



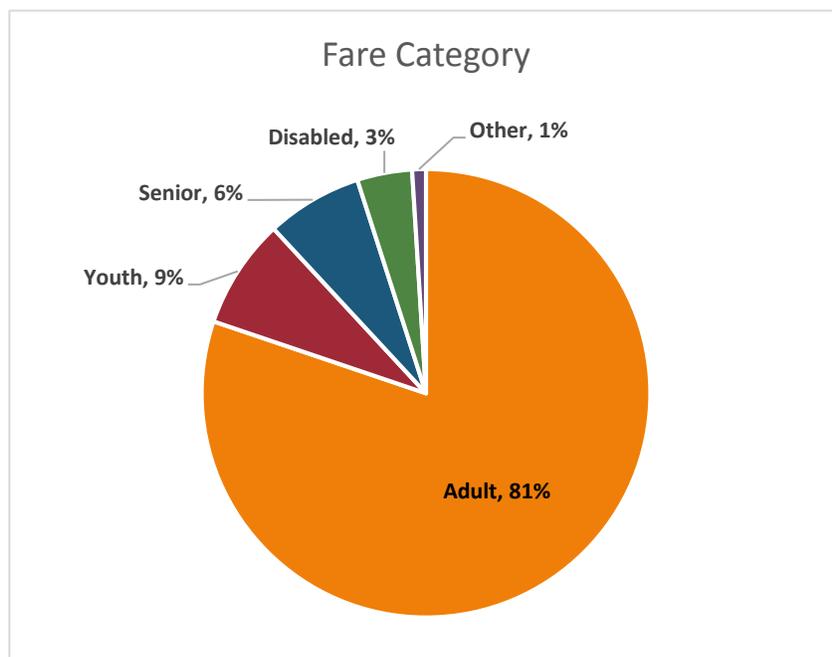
Low-income weekday riders are more likely to use AC Transit 7 days per week (22%) compared to those with household incomes of \$50,000 or more (12%), and people of color weekday riders are more likely to use AC Transit that often (20%) compared to non-Latino white riders (14%).

WEEKDAY FARE PAYMENT CHARACTERISTICS

There are a variety of ways to analyze fare payments in order to understand how AC Transit riders access the service, including what fare category riders are using and what method they use to pay. In future surveys, the survey questions may be refined in order to better analyze ridership.

Fare Category

Eight out of ten AC Transit weekday riders pay the full Adult fare. People paying a Youth fare make up about 9% of the ridership, and people paying the Senior fare (6%) and Disabled fare (3%) make up the rest.



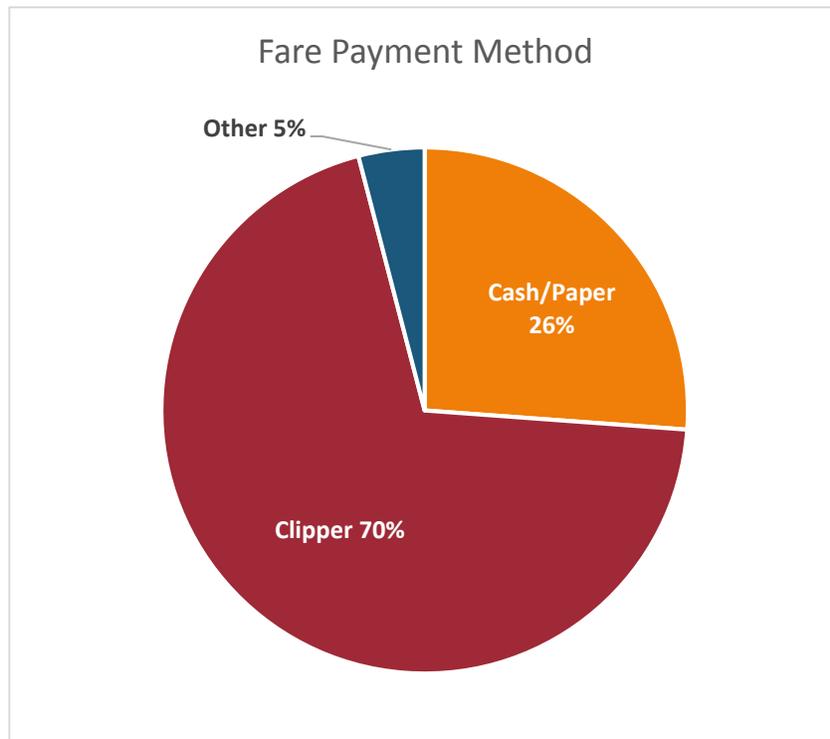
On weekdays, more riders who are people of color (19%) pay one of the discount fares, compared to non-Latino white riders (15%). Twenty-one percent of low-income riders pay one of the discount fare categories, compared to 12% of riders with household income over \$50,000 or more.

A larger percentage of low-income riders pays the Disabled fare (5%) compared to 1% of not low-income riders. Finally, double the number of riders who are age 65 or older pay the Disabled fare (7%), compared to riders that are younger than 65 (almost 3.5%).

Fare Payment Method

Seventy percent of weekday riders use Clipper to pay their fare. This is an increase of 12% since the last survey. Since the last survey counted all EasyPass and Regional Transit Connection (RTC) card users in the Clipper category, this increase reflects an actual increase in Clipper use.

Clipper users include people who buy monthly passes, who are EasyPass clients, and those who use descending cash value on their cards. Use of the RTC card is included in “other.”



Note: Due to rounding, totals may add up to more than 100%

Weekday AC Transit riders who are low-income are less likely to use Clipper (66%) compared to those who are not low-income (78%). People of color are also more likely to use cash or paper as a way to pay their fares (29%) compared to non-Latino whites (16%).

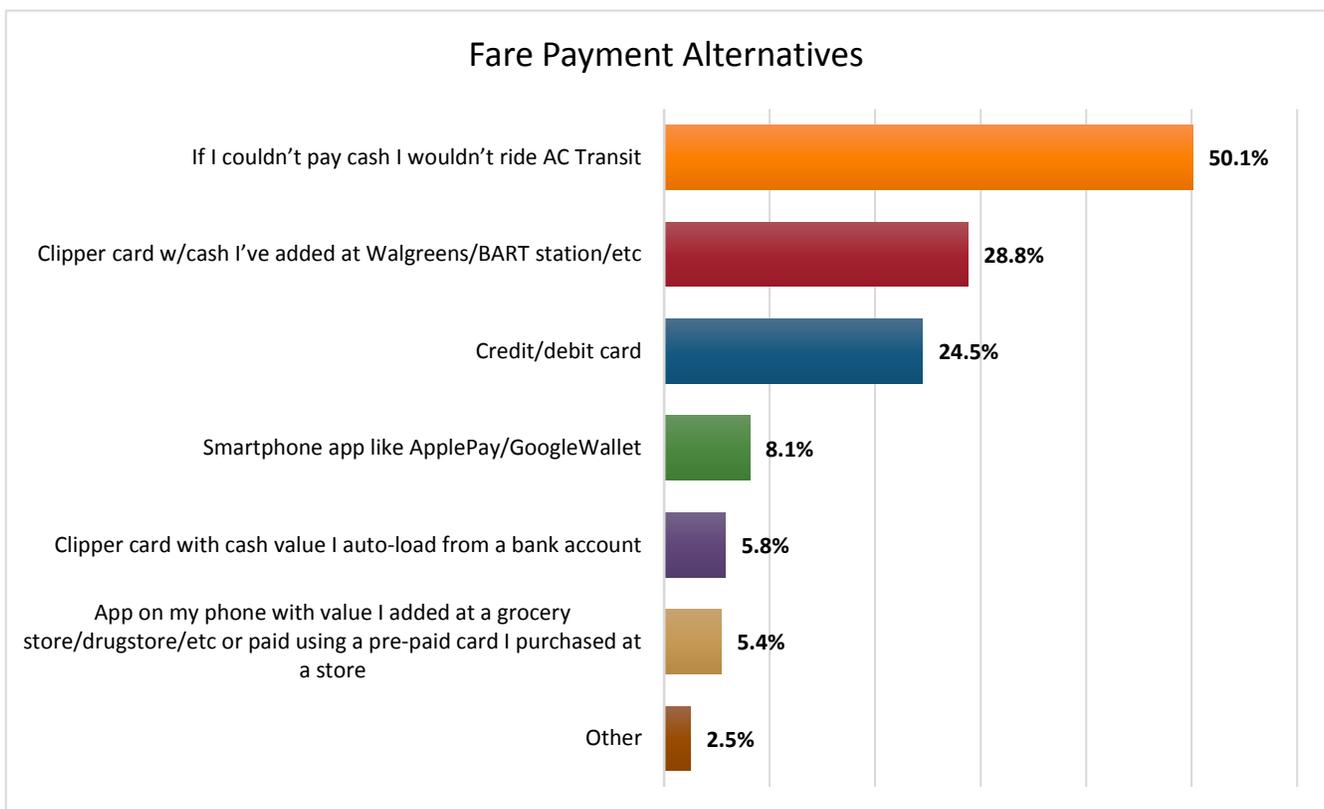
A much larger percentage of Transbay riders (88%) use Clipper, compared to Local weekday riders (68%).

Riders purchase the Day Pass in a variety of ways: buying it with cash at the farebox on a bus, tagging their Clipper card three times over the course of the day (using the fare accumulator), or through a social service agency. More research must be done to assess how much the Day Pass has been adopted since its introduction in 2014.

Fare Payment Alternatives

In order to assist the District’s exploration of new technologies to support alternative forms of payment, the survey asked riders who paid with cash or paper, “If you were unable to pay with cash today, which of the following payment methods might you use?” Riders could select any or all choices.

Fifty percent of these weekday riders said they wouldn’t ride AC Transit if they couldn’t pay their fare with cash. However, among riders who selected an alternative, almost 30% of cash-paying riders said they would use Clipper with cash value they added at a local store or a BART station, and one in four said they would use a credit or debit card.

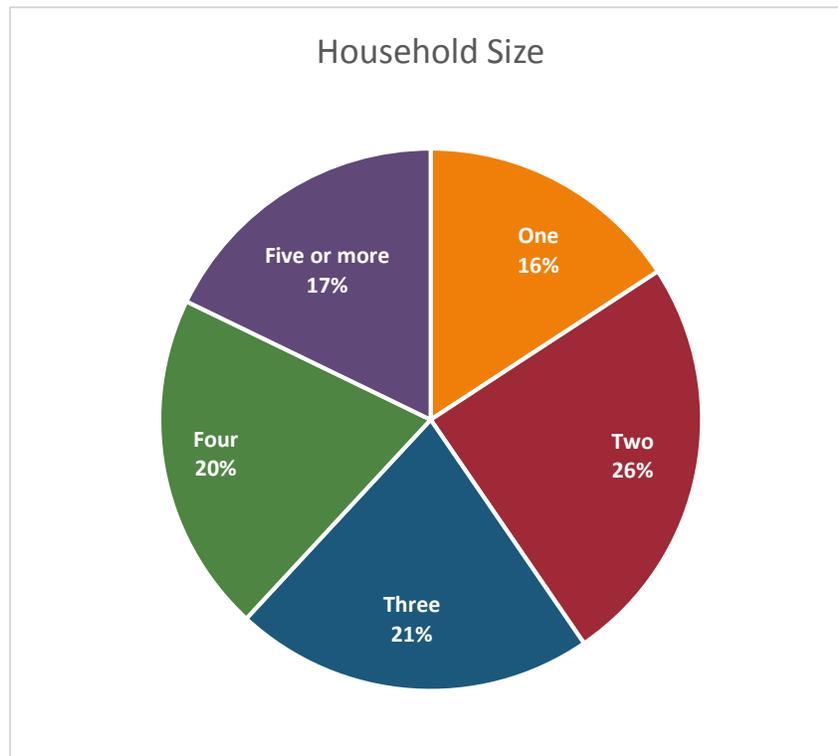


Note: In this question, riders were asked to mark all that apply, so percentages add up to more than 100%.

WEEKDAY HOUSEHOLD INFORMATION

Household Size

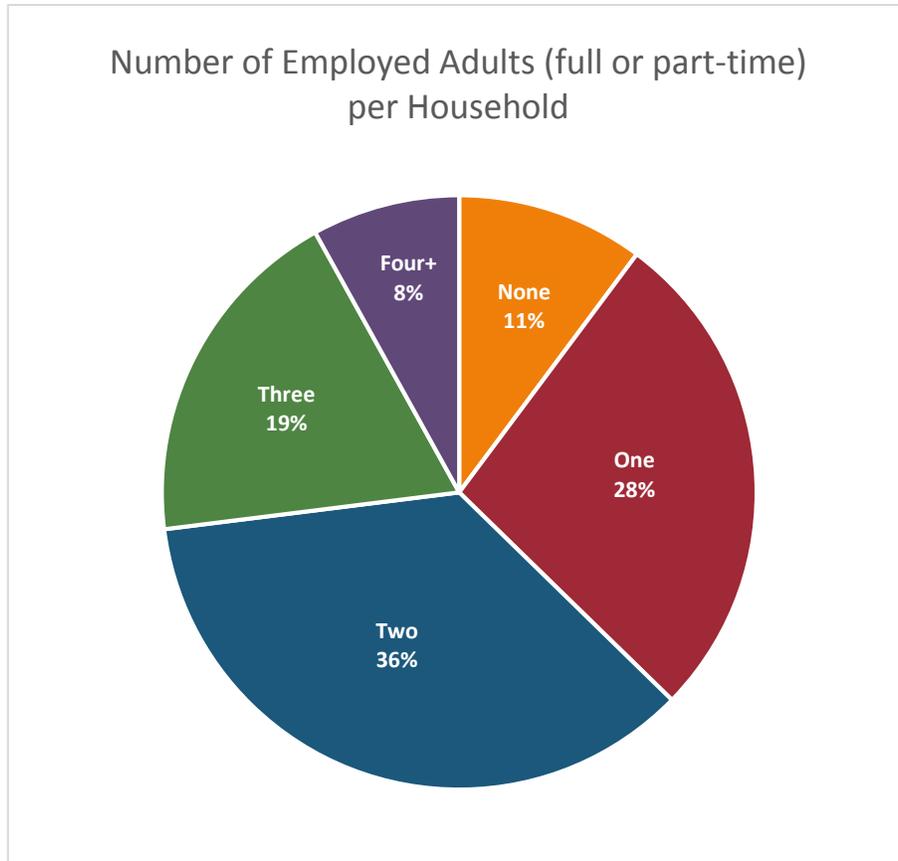
AC transit weekday riders are distributed fairly evenly in households of various sizes: most riders live in households made up of two, three, and four people (26%, 21%, and 20% respectively). A slightly smaller number, about 16%, live by themselves and another 17% live in larger households.



The median AC Transit weekday riders' household size is three people.

Household Employment

Almost six in ten weekday riders live in households with at least two working adults, however, 11% of AC Transit riders live in households where no one is employed.



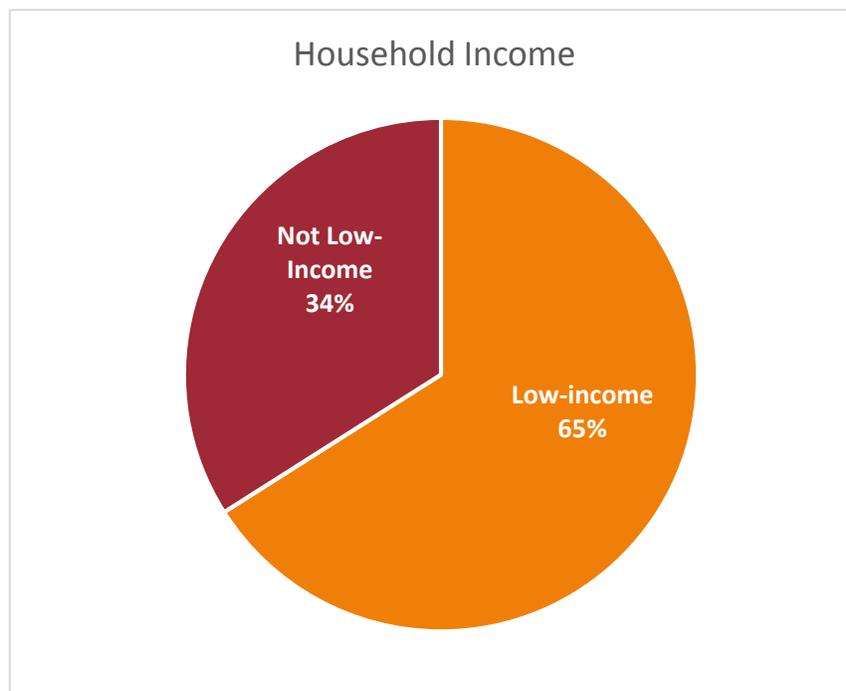
Note: Due to rounding, totals may add up to more than 100%

Household Income

One in three weekday riders lives in a very low-income household, defined by having household income of below \$25,000, and almost two in three (65%) have annual household income of under \$50,000 – which is considered low-income for District data analysis purposes.

Which of the following best describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2016 before taxes?		Percent Low-Income
Below \$25,000	33%	65%
\$25,000-\$49,999	32%	
\$50,000 - \$99,999	25%	34%
\$100,000 or more	9%	
Other*	<2%	

**Note: Other includes refuse & unable to calculate*

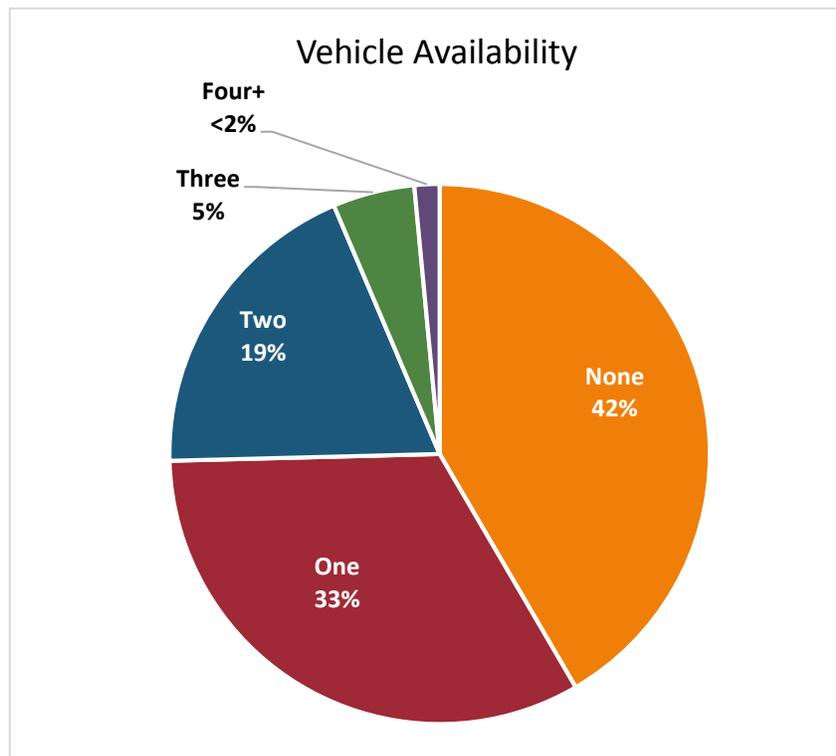


An AC Transit weekday rider that is a person of color is more likely to have household income under \$50,000 (70%) versus a rider who identifies as white alone, non-Latino (52%).

The median household income of AC Transit riders is \$36,351.

Vehicle Availability

Nearly 42% of AC Transit weekday riders are without a working vehicle in their household; another 33% have access to only one vehicle.

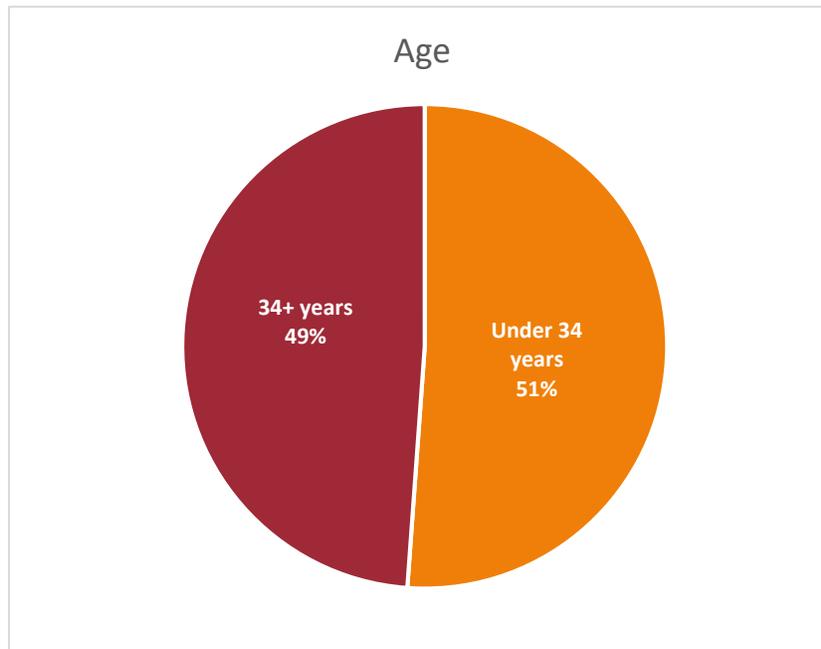


Weekday riders with income under \$50,000 are more likely to not have access to a car (53%) compared to riders with income of \$50,000 or more (less than 20%).

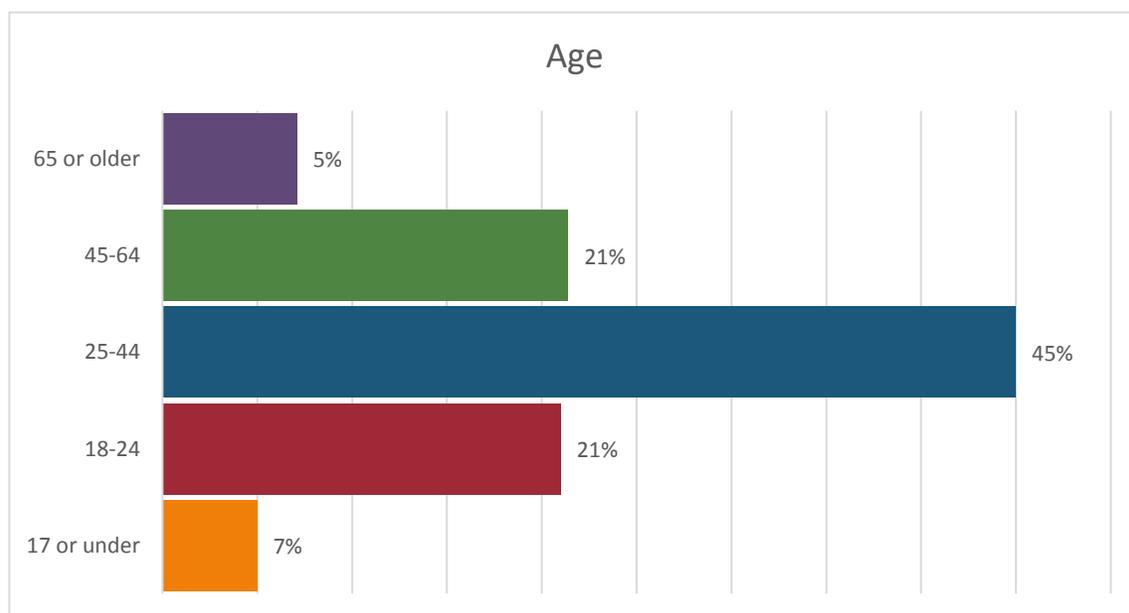
WEEKDAY RIDER DEMOGRAPHICS

Age

AC Transit weekday riders are roughly split between those under 34 years old (51%) and those age 34 or older (49%).

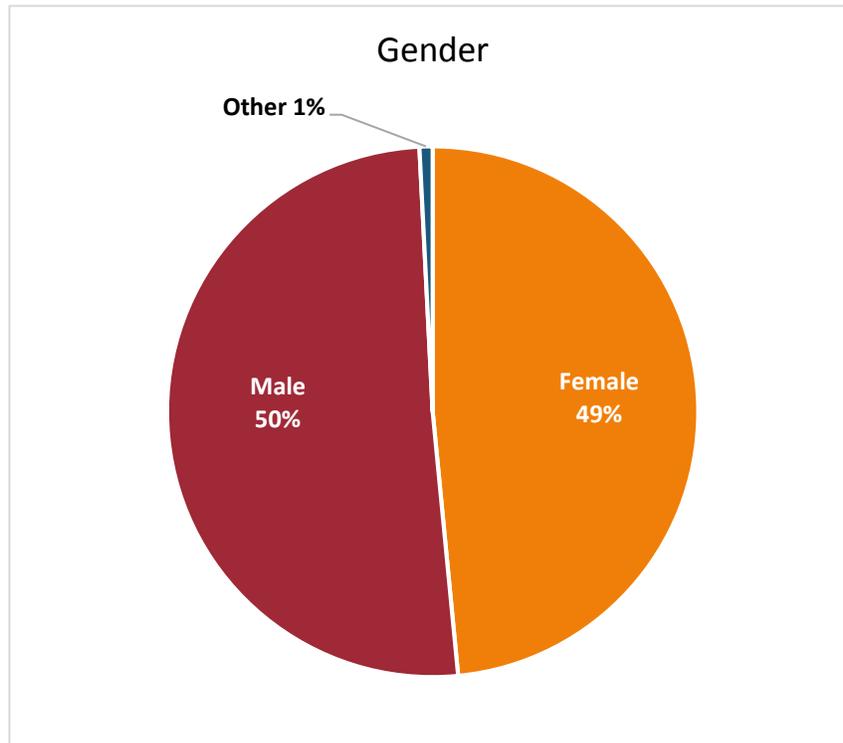


Almost half of AC Transit riders (45%) are between the ages of 25 to 44; the median age of AC Transit weekday riders is 33 years old.



Gender

AC Transit weekday riders are roughly evenly split between male (50%) and female (49%). Riders were also given “Other” as an option for gender and in this survey 0.5% of riders identified this way.



Note: Other includes other & refuse to answer

Employment/Student Status

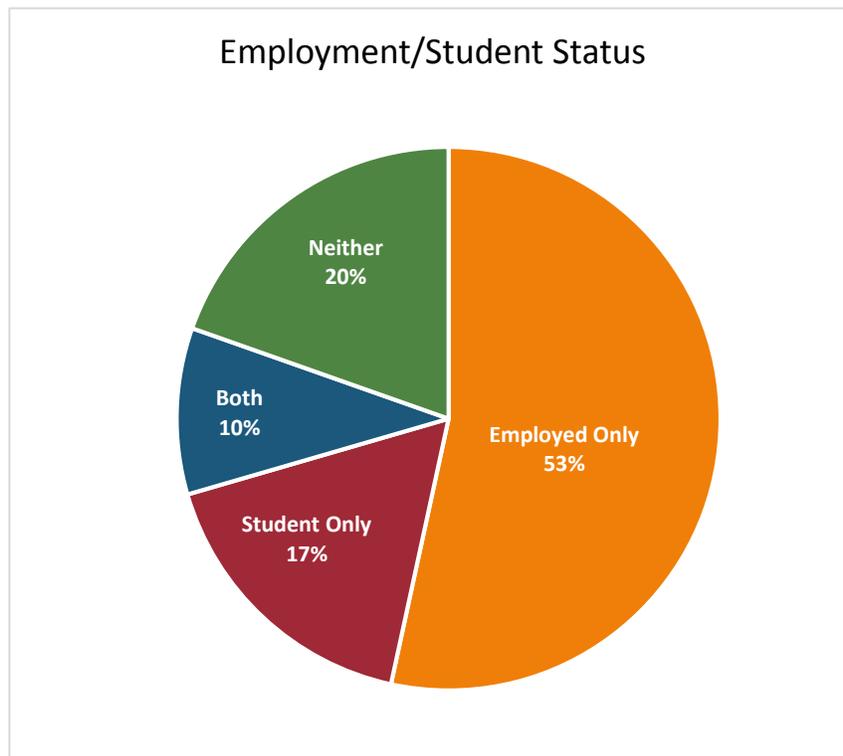
Sixty-three percent of AC Transit weekday riders are employed, either part-time or full-time, and 27% of AC Transit riders are students.

Employed	63%
Not employed	37%

Not a student	73%
Student	27%
Full Time college/university	10%
Part Time college/university	10%
K - 12th grade	8%

Note: Due to rounding, totals may equal more than 100%

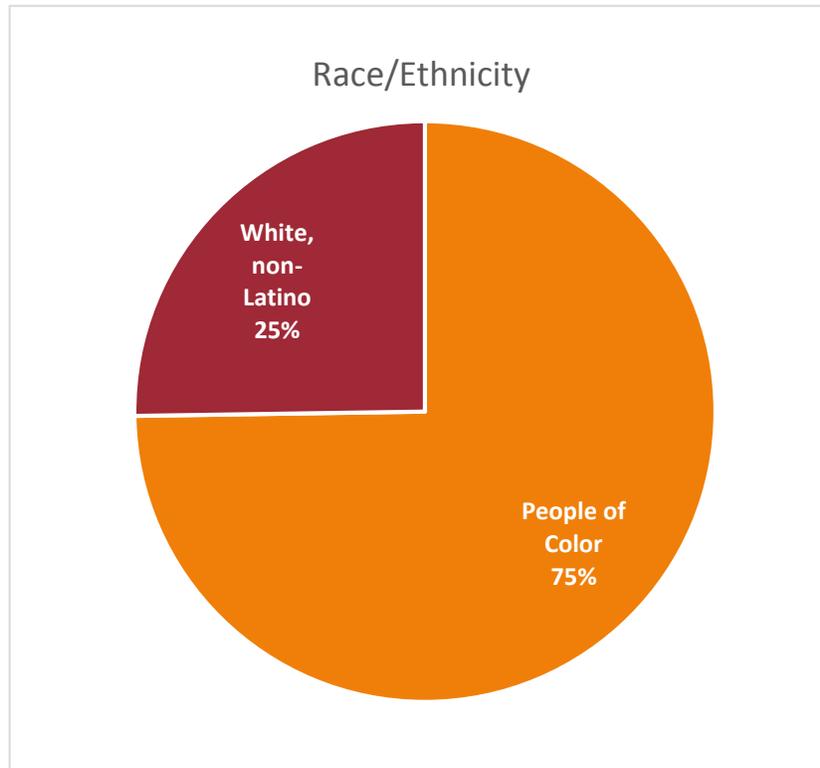
A majority of AC Transit weekday riders (53%) are employed only and not also students; this is an increase of 9% since the last survey. Almost 10% of riders are both students and workers, and one in five riders is neither a student nor employed.



AC Transit weekday riders under the age of 35 are less likely to be employed only (43%) versus those 35 or older (65%). Person of color weekday riders are less likely to be employed only (51%) compared to non-Latino white riders (61%).

Race/Ethnicity

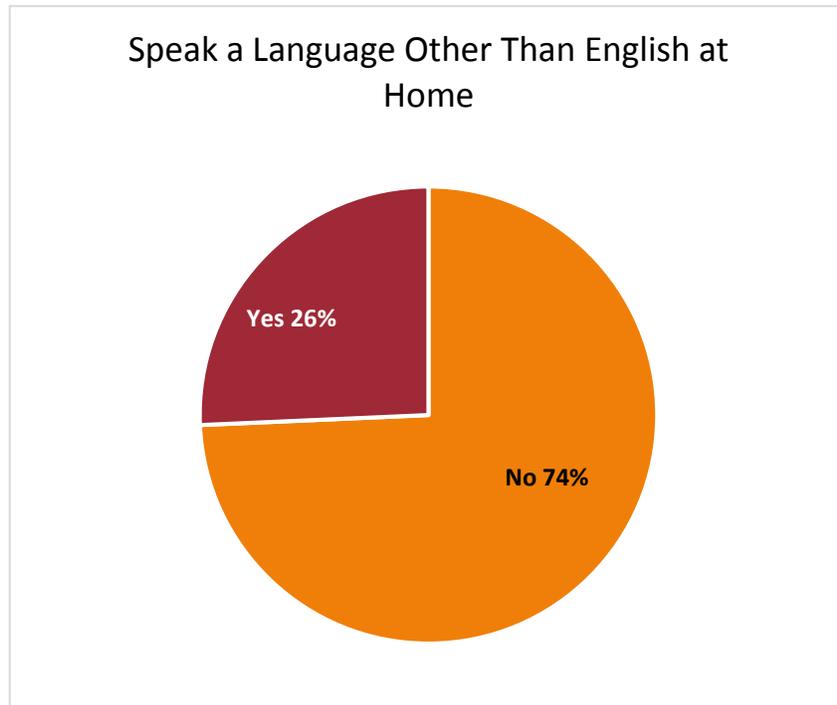
A large majority of AC Transit weekday riders are people of color (75%).



In addition, the weekday ridership is very diverse, with the largest group (about 30% of weekday riders) identifying as Black or African American. About 20% identify as Latino or Hispanic, the same as in the last survey, and another 14% identify as Asian.

Language

One in four AC Transit weekday riders (26%) speaks a language other than English at home.



About half of weekday riders who report speaking a language other than English at home say that Spanish is the language they speak. Chinese and Tagalog are next most common.

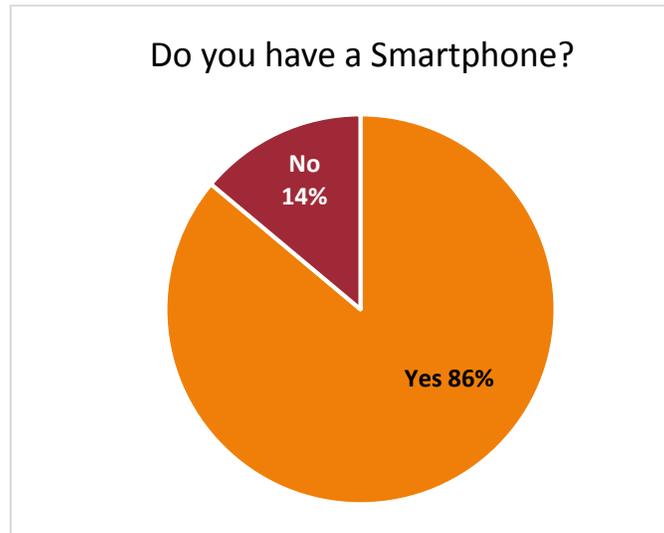
Most Common Languages Spoken at Home Besides English	
Spanish	51%
Chinese	14%
Tagalog	5%
Vietnamese	3%
Hindi	3%
French	3%
Korean	2%
Arabic	2%
Japanese	2%
Other	16%

Of weekday riders who speak a language other than English at home, almost three-quarters (74%) indicate they speak English very well. Accordingly, approximately 26% of AC Transit riders are considered to have limited English proficiency (LEP) for data analysis and compliance purposes

WEEKDAY NEW FINDINGS

Smartphone Ownership

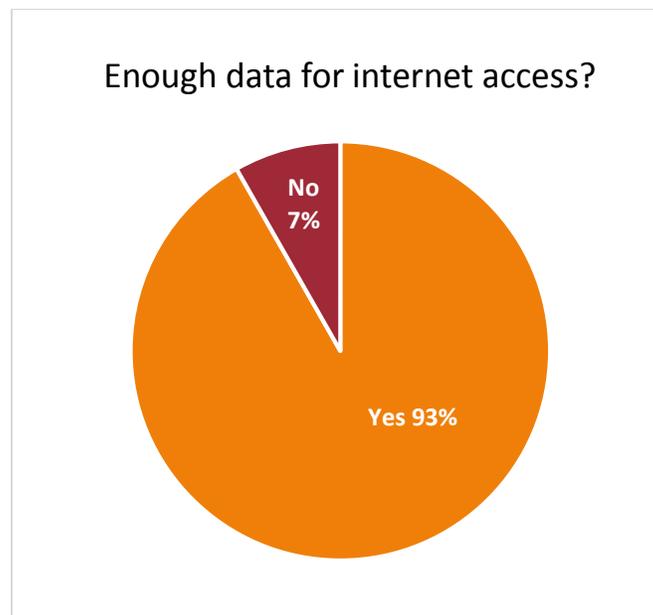
For the first time in the 2017-18 survey, riders were asked about their smartphone use and internet access. A very large majority (86%) of weekday riders own a smart phone.



Low-income weekday riders are slightly less likely to own a smartphone (82%) than not low-income weekday riders (93%). Weekday riders under 65 own smartphones more than weekday riders 65 years or older (88% vs. 60%).

Internet Access

Weekday riders who own a smartphone were asked if they had enough data to use the internet on the day they were surveyed. More than nine out of ten (93%) say they do.

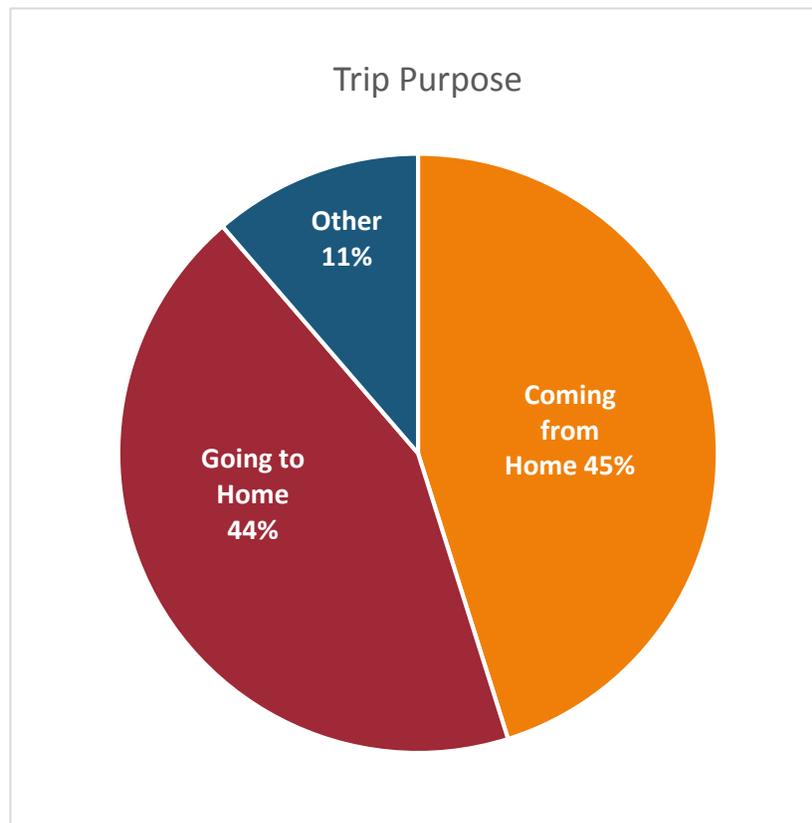


WEEKEND FINDINGS

WEEKEND TRIP CHARACTERISTICS

Trip Purpose

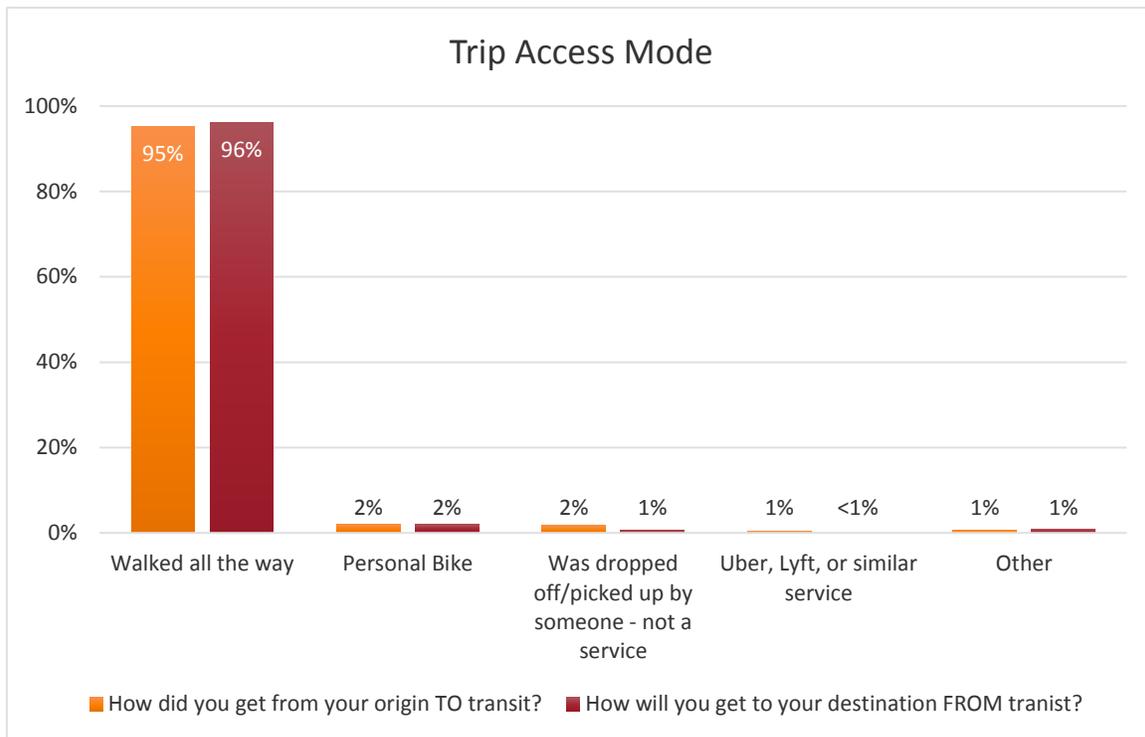
The majority of weekend riders are coming from or going to home when they ride AC Transit.



Weekend riders also use the bus to go to or from work (17% and 19% respectively), to or from social or recreational activities (16% and 11%), and to or from shopping (7% and 9%).

Trip Access

Almost all weekend riders – more than 95% – walk to begin or end their trip, and 2% use a personal bike. As seen in the chart below, how people get “to” transit and how they get “from” transit closely mirror each other.

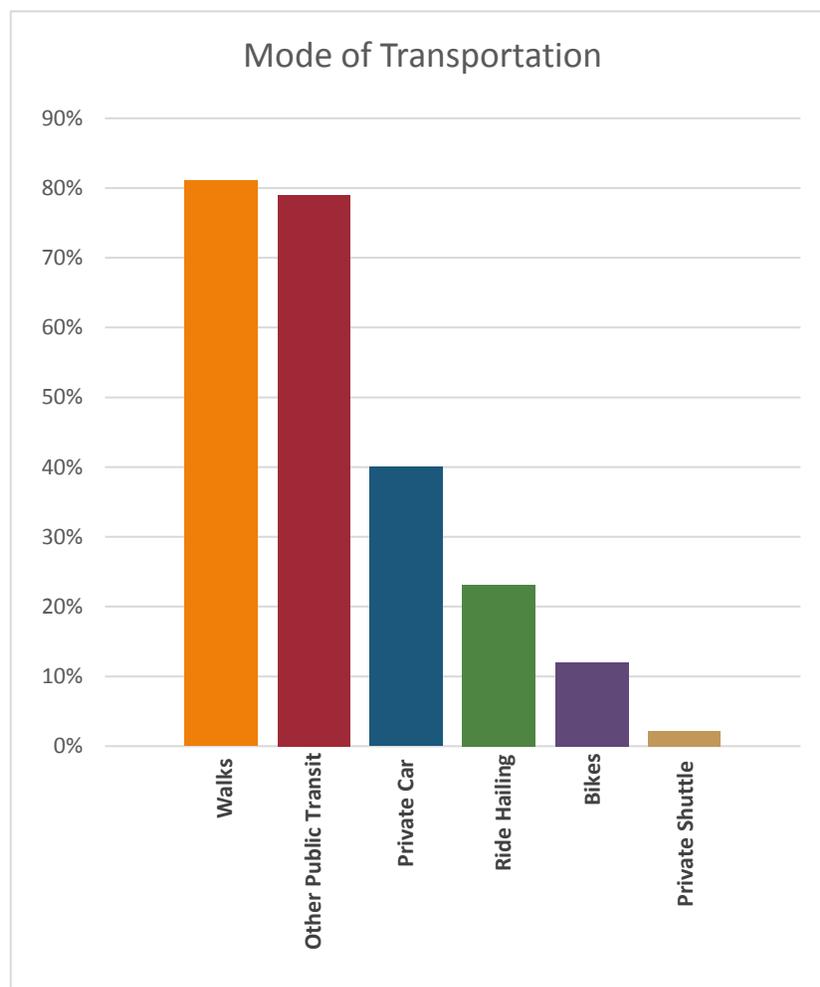


Note: Due to rounding, totals may add up to more than 100%

For weekend riders that walk, almost 70% walk less than 2 blocks to their first transit ride; about 70% also walk less than 2 blocks from transit to their final destination.

Other Modes of Transportation

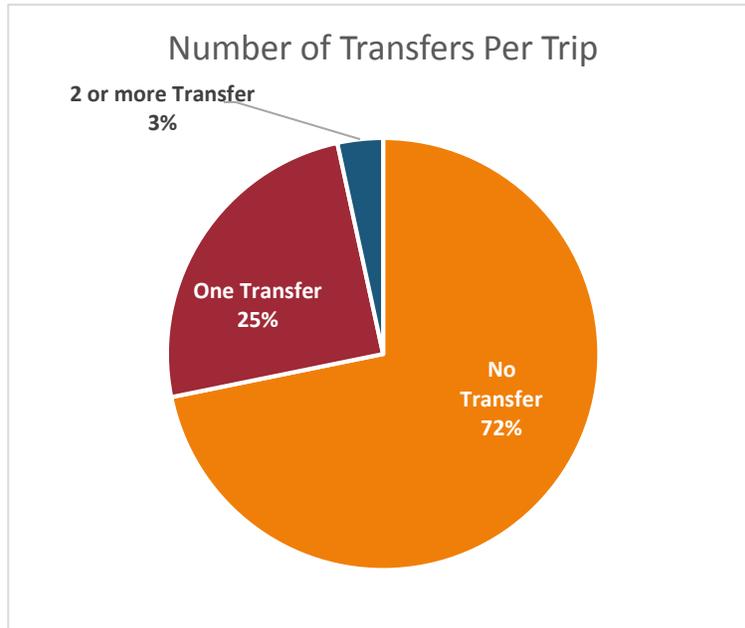
Outside of riding AC Transit, walking and using other transit agencies services are the most popular ways of getting around for riders – 8 in 10 weekend riders report using one or both of these modes. This is followed by 40% who use a private car, including driving themselves, getting a ride from someone, or using a carpool. This is rather less than the percentage of weekday riders who say they use a private car to get around (52%); it might indicate that people who ride the bus on weekends do so in part because they have less access to a car. Twelve percent of riders say they bike. Although fewer than 1% of riders indicated they used a ride-hailing service (such as Lyft or Uber) to get to or from the trip on which they were surveyed, almost one in four (23%) do sometimes use a ride-hailing service to get around.



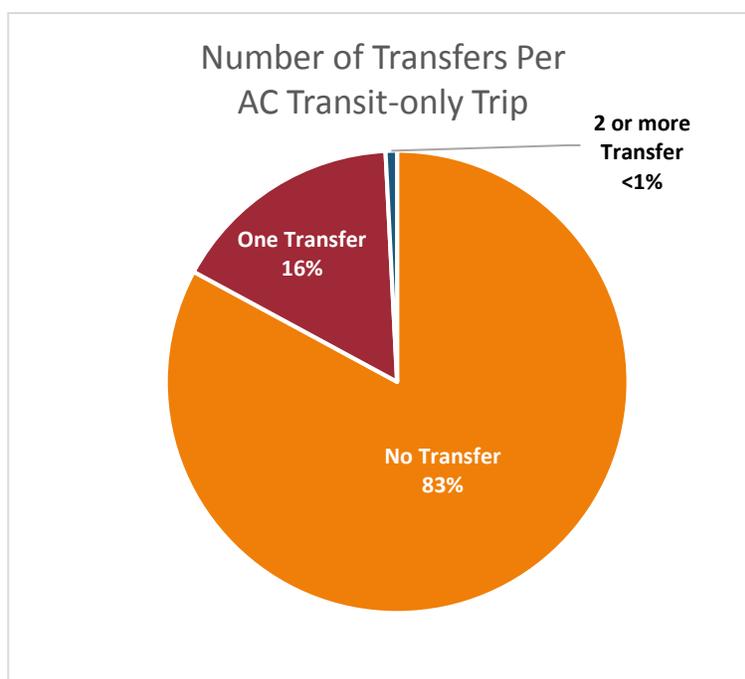
Note: In this question, riders were asked to mark all that apply, so percentages add up to more than 100%.

Transfers

Almost 72% of weekend riders are able to complete their trips without making a transfer, including to/from another transit agency. This is better than for weekday riders (only 66% of whom have a one-ride trip), and is an improvement of 12% since the 2012-13 survey.

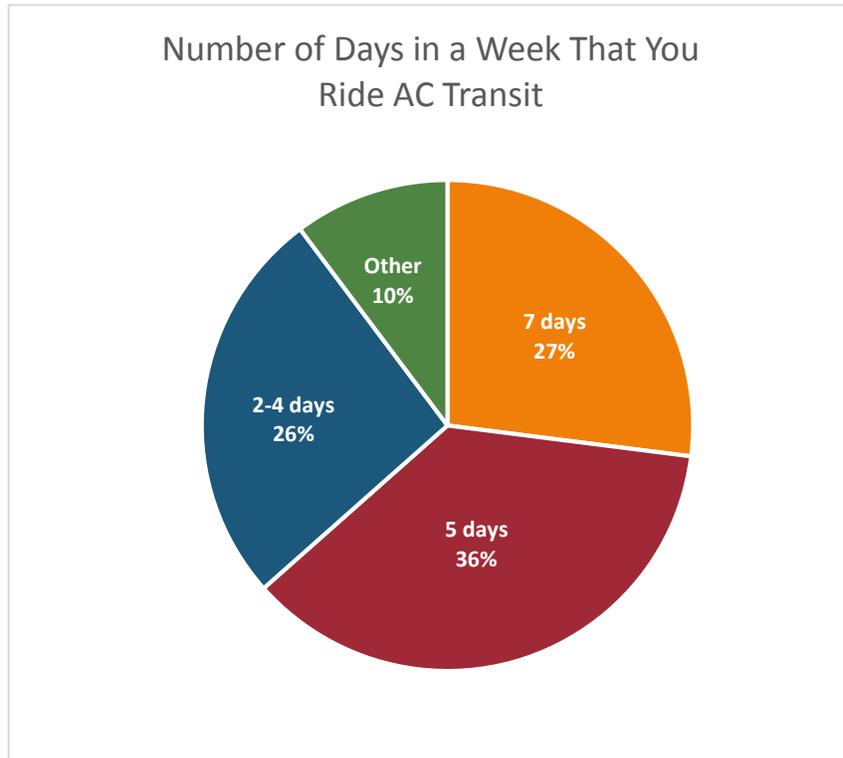


For weekend riders who begin and end their trip on AC Transit, even fewer transfers are needed – 83% of AC Transit-only weekend riders have a one-bus trip.



Regular Use of AC Transit

A majority of weekend riders (63%) use AC Transit at least five days in a typical week, and another 26% ride it two to four days per week. Weekend riders are more likely to ride AC Transit 5 days per week or more than weekday riders (60%).



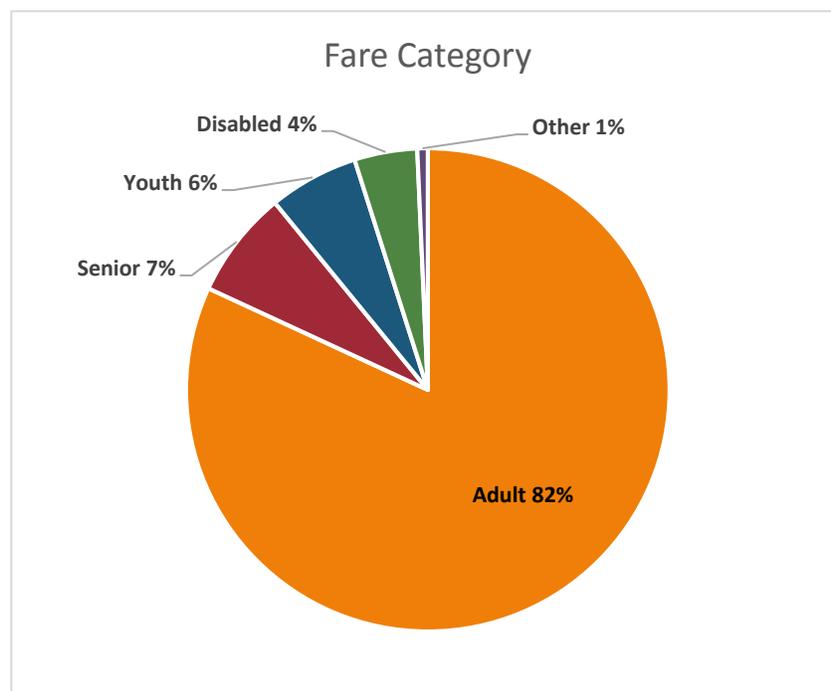
Low-income weekend riders are more likely to use AC Transit 7 days per week (30%) compared to those with household incomes of \$50,000 or more (less than 20%), and people of color riders are more likely to use AC Transit that often (27%) compared to non-Latino white riders (25%).

WEEKEND FARE PAYMENT CHARACTERISTICS

There are a variety of ways to analyze fare payments in order to understand how AC Transit riders access the service, including what fare category riders are using and what method they use to pay. In future surveys, the survey questions may be refined in order to better analyze ridership.

Fare Category

More than eight out of ten AC Transit weekend riders pay the full Adult fare. People paying the Senior fare make up about 7% of the ridership (slightly more than during the week) and people who pay the Youth fare make up about 6%, somewhat less than during the week (9%). People paying the Disabled fare category are about the same percentage as during the week.



A larger percentage of low-income weekend riders pay a discount fare compared to riders as a whole (17%).

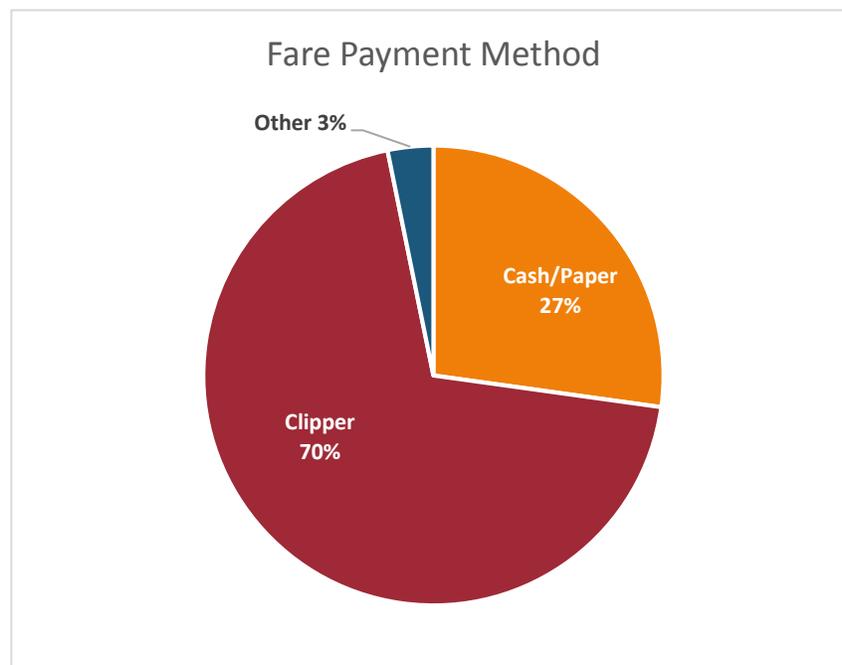
In particular, low-income riders are more likely to use the Disabled fare category (5%) than not low-income riders (2%), and riders age 65 or older are also more likely to pay the Disabled fare category (7%) compared to younger riders (4%).

Riders who are people of color are more likely to pay the Youth fare (7%) compared to non-Latino white riders (2%).

Fare Payment Method

Like weekday riders, seventy percent of weekend riders use Clipper to pay their fare, an increase of 17% from the last survey. Since the last survey counted EasyPass and the Regional Transit Connection (RTC) in the Clipper category, this represents a substantial increase over the last five years.

Clipper users includes people who buy monthly passes, who are EasyPass clients, and those who use descending cash value on their cards. Use of the RTC card is included in “other.”



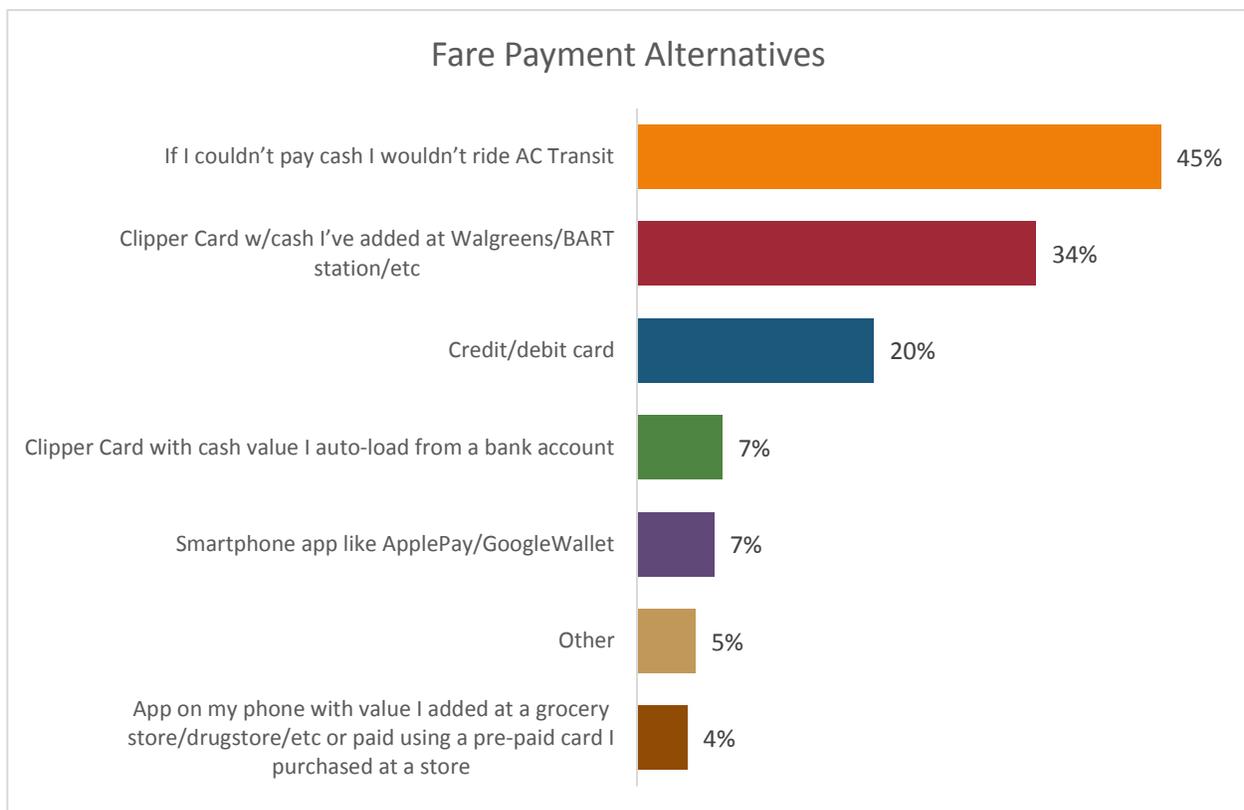
Weekend AC Transit riders who are low-income are less likely to use Clipper (67%) compared to those who are not low-income (75%). People of color are also more likely to use cash or paper as a way to pay their fares (29%) compared to non-Latino whites (21%).

Riders purchase the Day Pass in a variety of ways: buying it with cash at the farebox on a bus, tagging their Clipper card three times over the course of the day (using the fare accumulator), or through a social service agency. More research must be done to assess how much the Day Pass has been adopted since its introduction in 2014.

Fare Payment Alternatives

In order to assist the District’s exploration of new technologies to support alternative forms of payment, the survey asked riders who paid with cash or paper, “If you were unable to pay with cash today, which of the following payment methods might you use?” Riders could select any or all choices.

A sizeable number (45%) of these weekend riders said they wouldn’t ride AC Transit if they couldn’t pay their fare with cash. However, among riders who selected an alternative, more than one-third of cash-paying riders said they would use Clipper with cash value they added at a local store or a BART station. Fewer weekend riders said they would use a credit or debit card compared to weekday riders (20% compared to 25%).

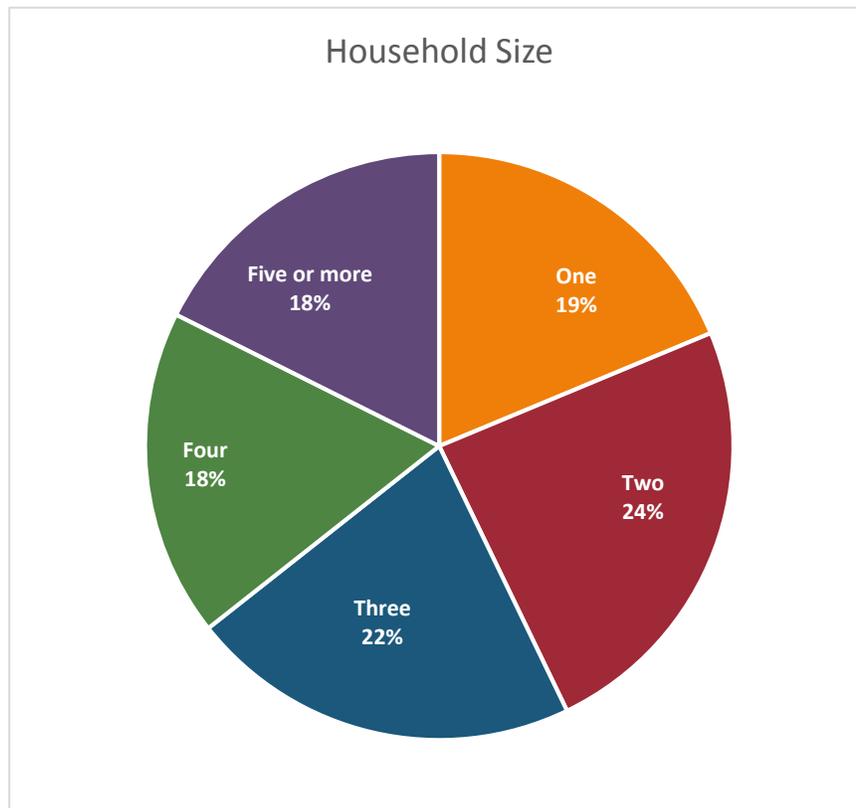


Note: In this question, riders were asked to mark all that apply, so percentages add up to more than 100%.

WEEKEND HOUSEHOLD INFORMATION

Household Size

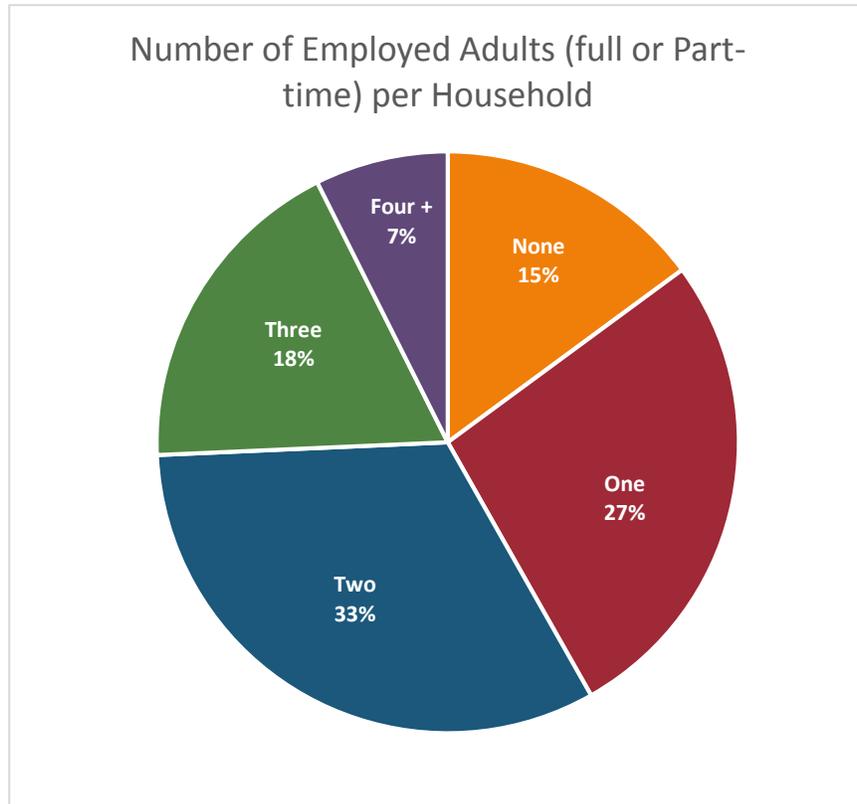
AC transit weekend riders are distributed fairly evenly in households of various sizes: most riders live in households made up of one, two, or three people (19%, 24%, and 22% respectively). A slightly smaller number, about 18%, live in four person households and another 18% live in larger households.



The median AC Transit weekend riders' household size is three people.

Household Employment

Almost six in ten weekend riders (58%) live in households with at least two working adults. However, 15% of AC Transit riders live in households where no one is employed.

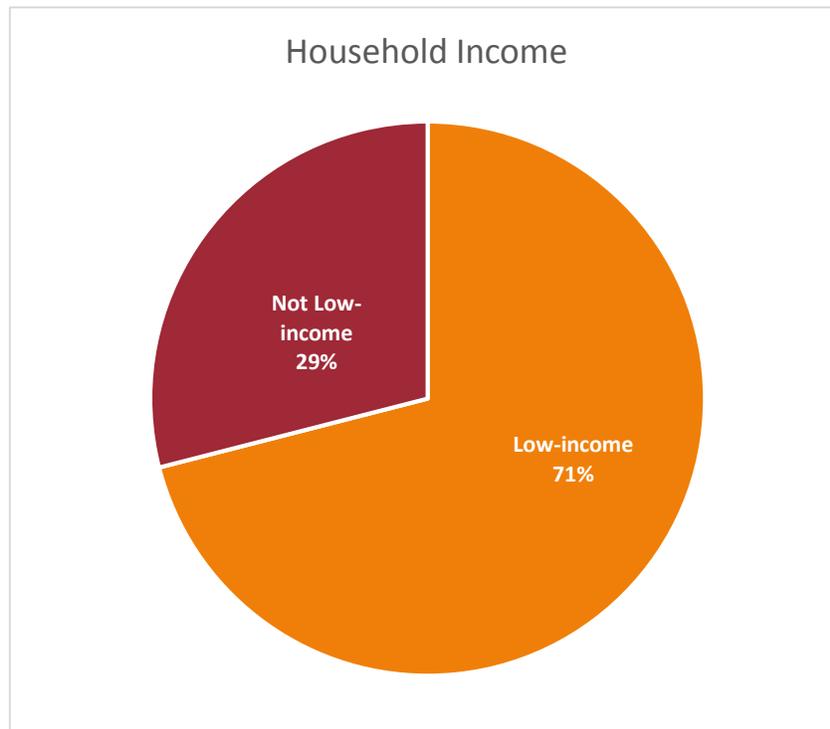


Household Income

More than one in three weekend riders (35%) lives in a very low-income household, defined by having a household income below \$25,000, and 71% have an annual household income of under \$50,000 – which is considered low-income for District data analysis purposes. Weekend riders are six percentage points more likely to live in low-income households than weekday riders.

Which of the following best describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2016 before taxes?		Percent Low-Income
Below \$25,000	35%	71%
\$25,000-\$49,999	33%	
\$50,000 - \$99,999	23%	29%
\$100,000 or more	6%	
Other*	<4%	

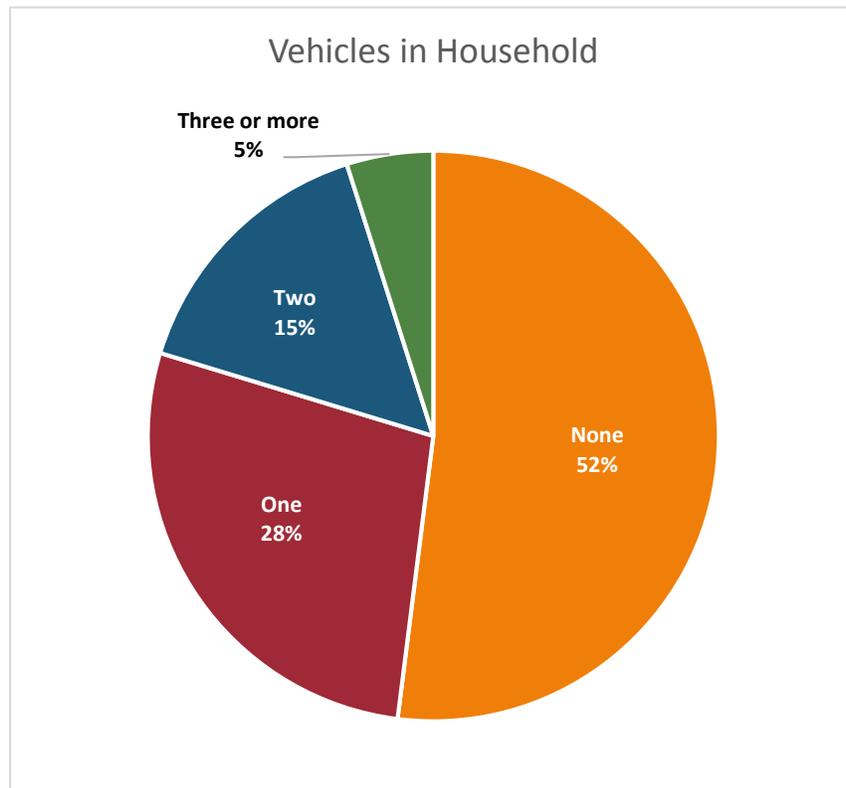
**Note: Other includes refuse & unable to calculate*



An AC Transit weekend rider that is a person of color is more likely to have household income under \$50,000 (71%) versus a rider who identifies as white alone, non-Latino (56%).

Vehicle Availability

More than half (52%) of AC Transit weekend riders are without a working vehicle in their household, ten percent more than weekday riders. Another 28% have access to only one vehicle.

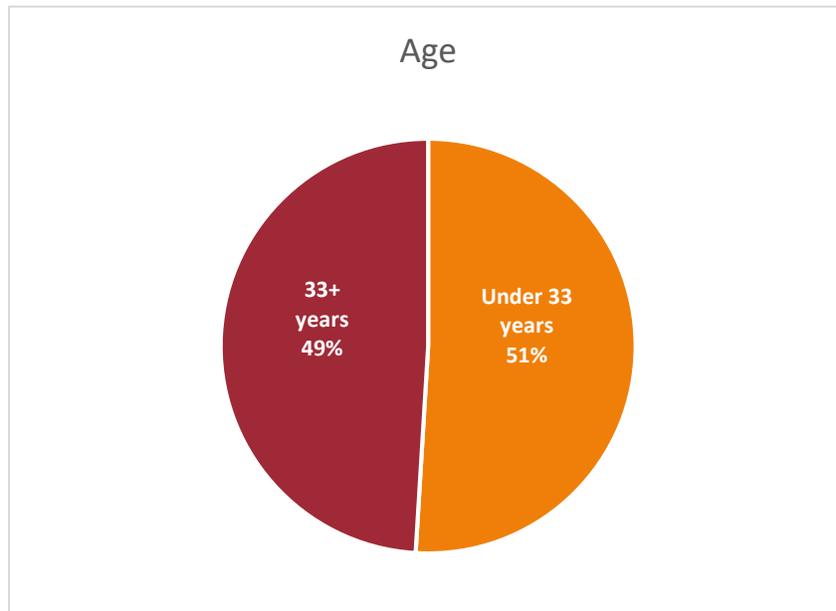


Weekend riders with income under \$50,000 are more likely to not have access to a car (61%) compared to riders with income of \$50,000 or more (less than 33%).

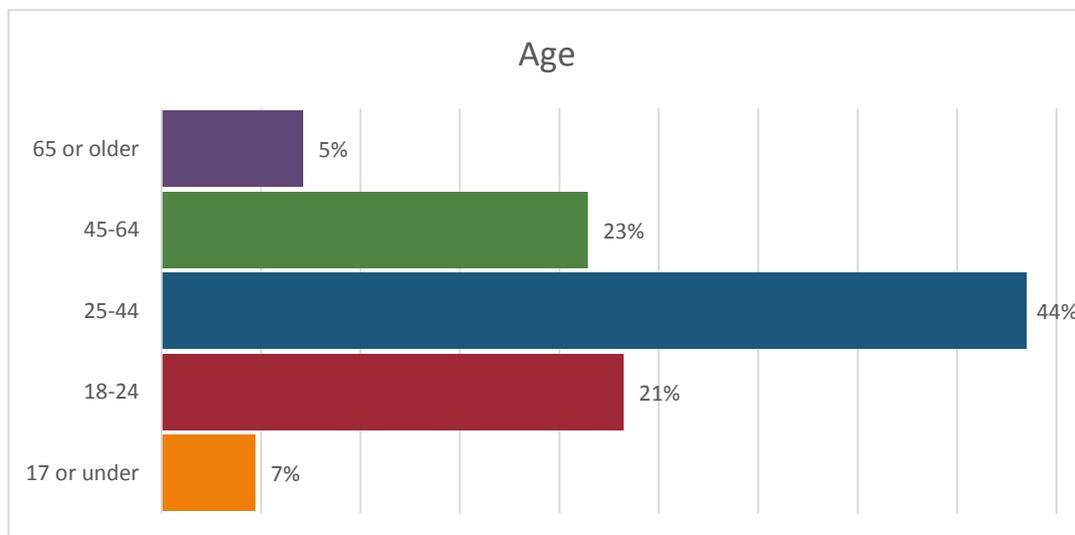
WEEKEND RIDER DEMOGRAPHICS

Age

AC Transit weekend riders are roughly split between those under 34 years old (51%) and those 34 or older (49%).

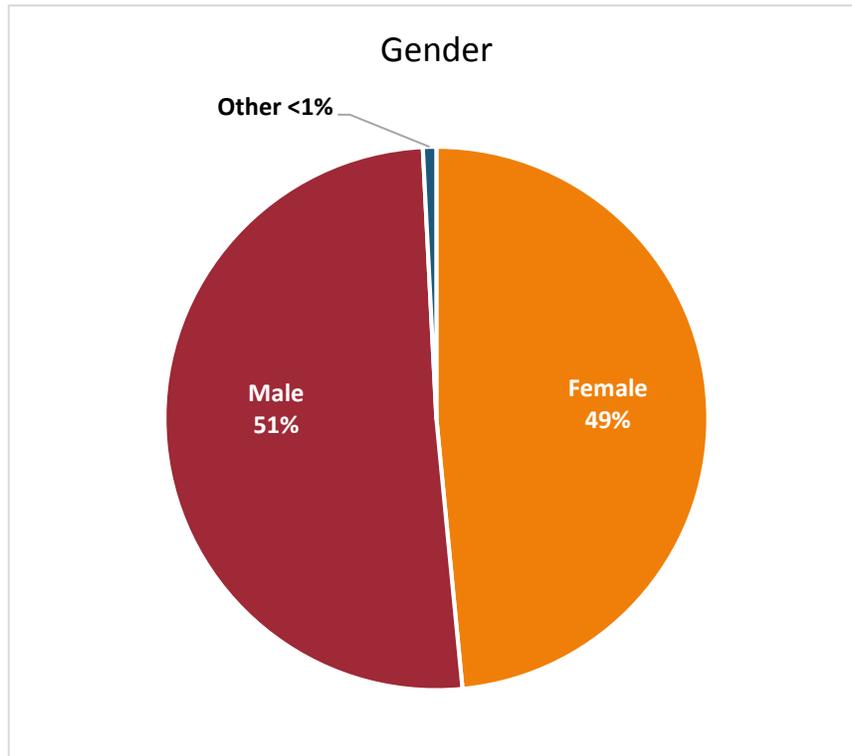


Like weekday riders, almost half of AC Transit riders (45%) are between the ages of 25 to 44. The median age of AC Transit weekend riders is 32 – slightly younger than weekday riders.



Gender

AC Transit weekend riders are roughly evenly split between male (51%) and female (49%). Riders were also given “Other” as an option for gender and in this survey 0.3% of weekend riders identified this way.



Note: Other includes other & refuse to answer

Employment/Student Status

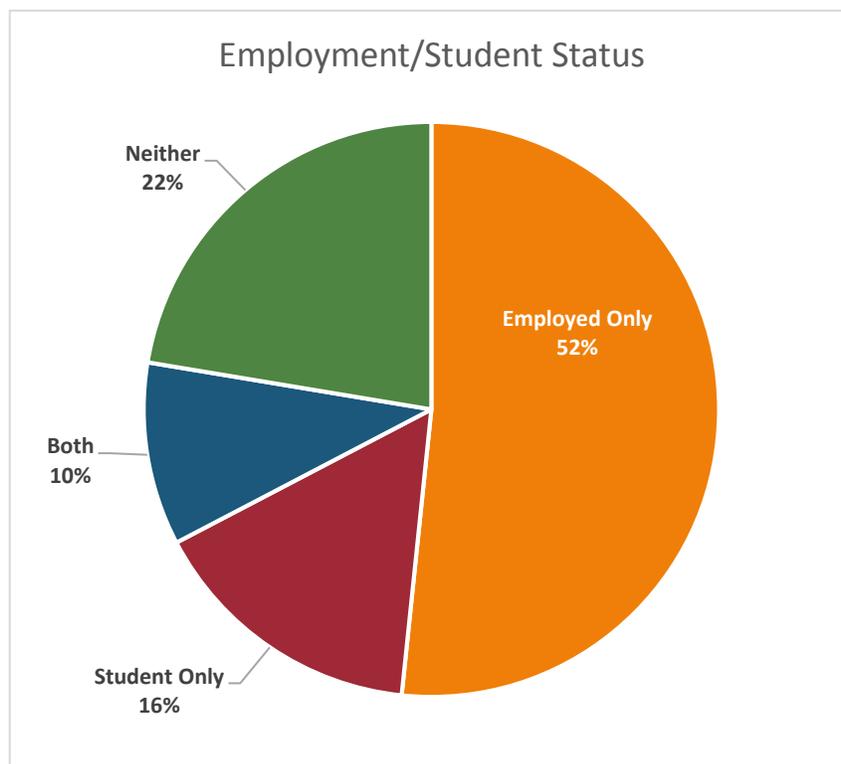
Sixty-two percent of AC Transit weekend riders are employed, either part-time or full-time, and 26% of AC Transit riders are students.

Employed	62%
Not employed	38%

Not a student	74%
Student	26%
Full Time college/university	14%
Part Time college/university	6%
K - 12th grade	6%

Note: Due to rounding, totals may equal more than 100%

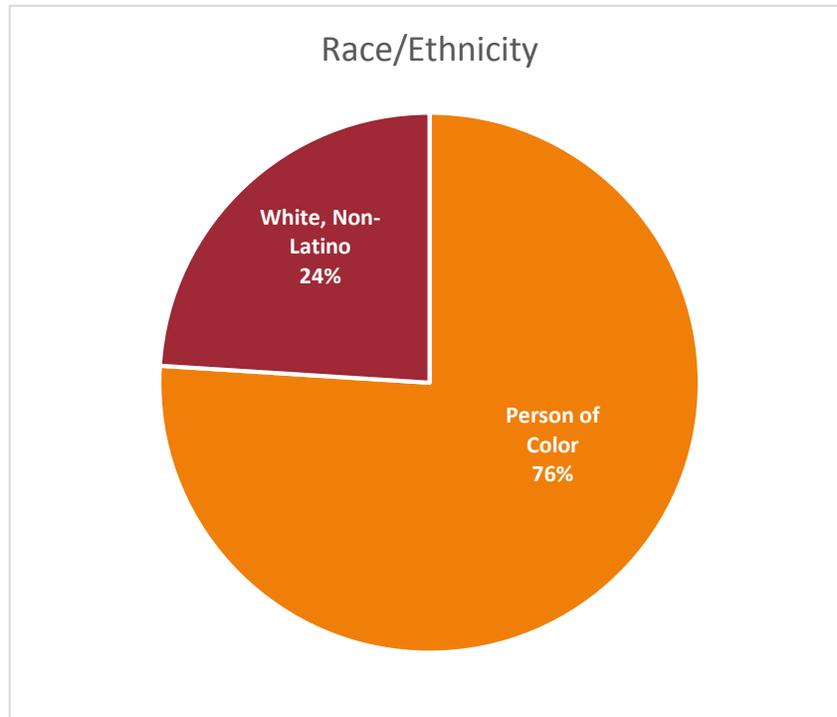
A majority of AC Transit weekend riders (52%) are employed and not also students. Over 10% of riders are both students and workers, and over one in five riders (22%) is neither a student nor employed.



Like weekday riders, AC Transit weekend riders under the age of 35 are less likely to be employed only (44%) versus those 35 or older (61%), and person of color riders are less likely to be employed only (50%) compared to non-Latino white riders (58%).

Race/Ethnicity

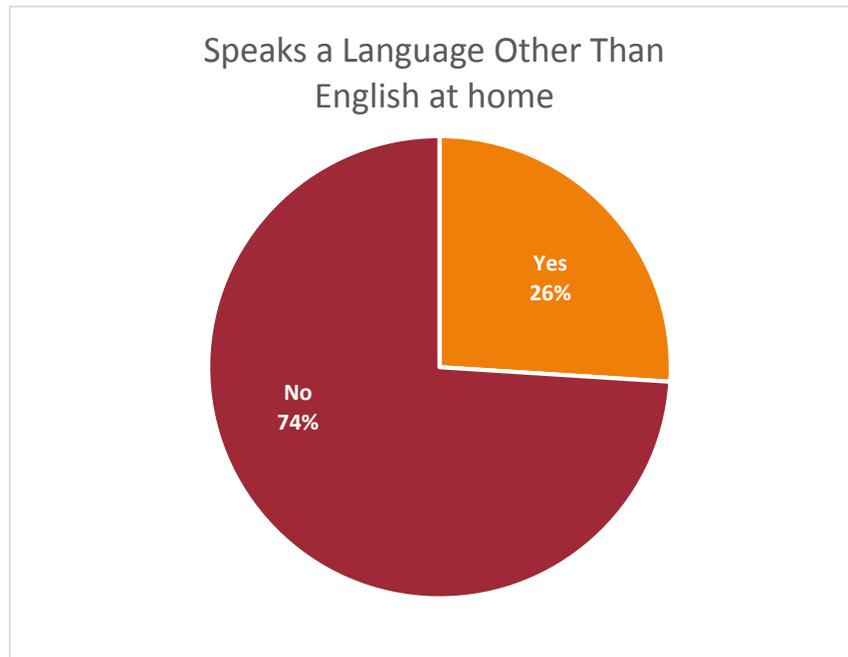
A large majority of AC Transit weekend riders are people of color (76%).



In addition, the weekend ridership is very diverse, with the largest group (almost 35% of weekend riders) identifying as Black or African American. Almost one in five identify as Latino or Hispanic, and another 15% identify as Asian.

Language

More than one-quarter of AC Transit weekend riders (26%) speaks a language other than English at home.



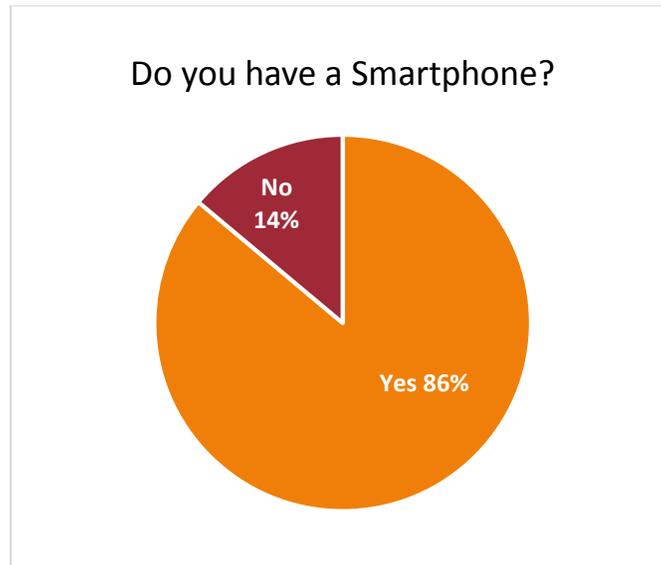
Of weekend riders who report speaking a language other than English at home, Spanish is the most common language, with Chinese and Tagalog next most common.

Of weekend riders who speak a language other than English at home, about two-thirds (68%) indicate they speak English very well. Accordingly, approximately 32% of weekend AC Transit riders are considered to have limited English proficiency (LEP).

WEEKEND NEW FINDINGS

Smartphone Ownership

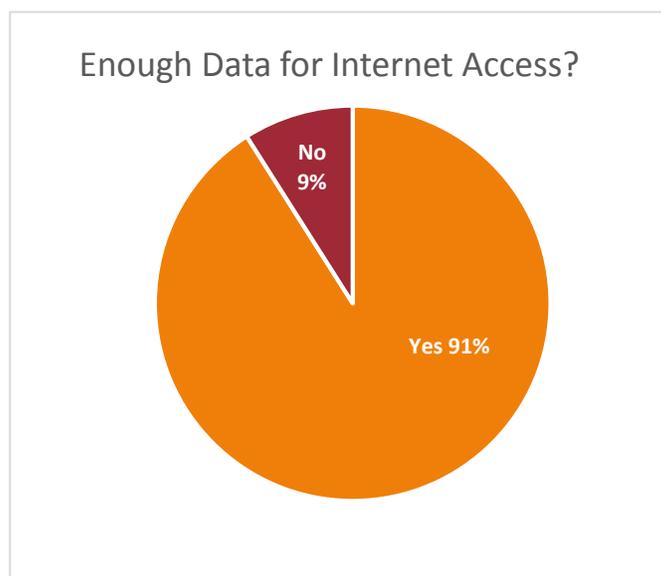
For the first time in the 2017-18 survey, riders were asked about their smartphone use and internet access. Similar to weekday riders, a very large majority (86%) of weekend riders own a smart phone.



Weekend low-income riders are slightly less likely to own a smartphone (83%) than riders in general, and riders age 65 or older are less likely to own a smartphone (61%).

Internet Access

Weekend riders who own a smartphone were asked if they had enough data to use the internet on the day they were surveyed. About nine out of ten (91%) say they do.



LOCAL AND TRANSBAY FINDINGS

INTRODUCTION

Staff examined the survey data to identify if differences existed between responses of Local riders and of Transbay riders. As can be seen in the following breakdowns, some but not all data points indicated differences between Local and Transbay riders. It is important to remember that even where differences exist, the data alone cannot tell us why those differences exist.

TRIP CHARACTERISTICS

Trip Access and Transfers

While a very large majority of all riders walk to begin or end their trip, Transbay riders are less likely than Local riders to do so (87% compared to 93%). It is also worth noting that more East Bay-San Francisco riders (67%) transfer after getting off their AC Transit bus than Local riders do (33%).

Regular Use of AC Transit

Transbay riders are more likely than Local riders to ride AC Transit 5 days per week (57% compared to 40%). They are also less likely to ride the bus seven days per week (10%) compared to Local riders as a whole (21%).

Vehicle Ownership

The differences in regular use of AC Transit might reflect differences in vehicle ownership. More than two-thirds of Transbay riders (69%) have at least one car available to them, while only 56% of Local riders have access to a car in their households.

Fare Payment Method

Transbay riders pay using Clipper much more often – 88% percent of the time – compared to Local riders (68%).

The majority of Transbay riders – those that travel to and from San Francisco – have convenient access to machines where they can buy Clipper cards, add value to them, or both, while studies have shown that there are areas in the East Bay where it is difficult to acquire a Clipper card. While we cannot know from the data alone if this accounts for this difference, it merits consideration when planning strategies to increase Clipper use.

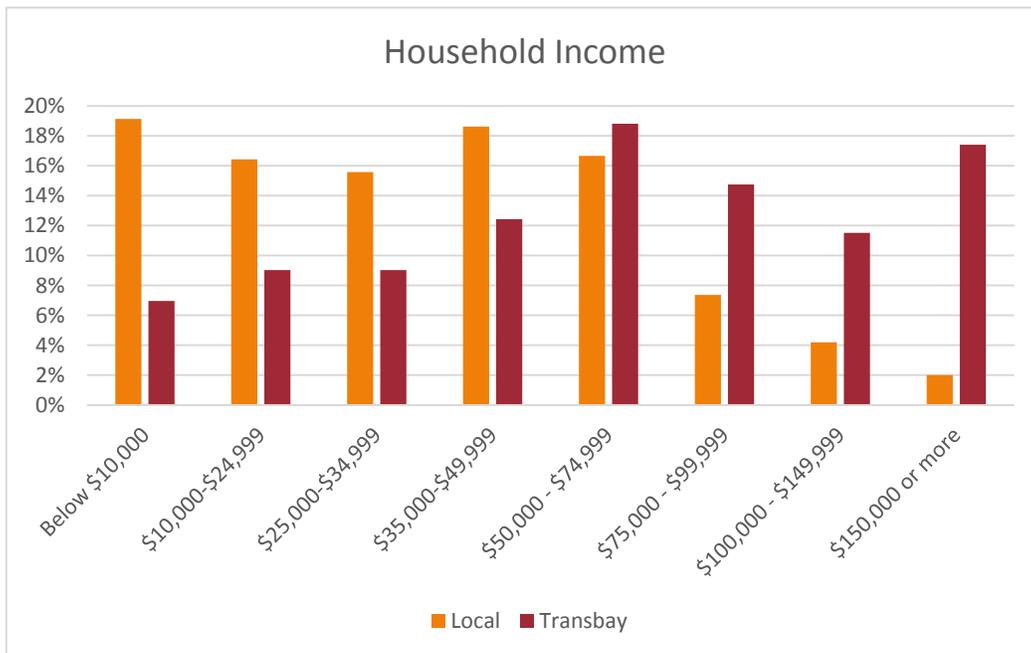
RIDER DEMOGRAPHICS

Employment Status

Transbay riders are more likely to be employed (88%) compared to Local riders (60%).

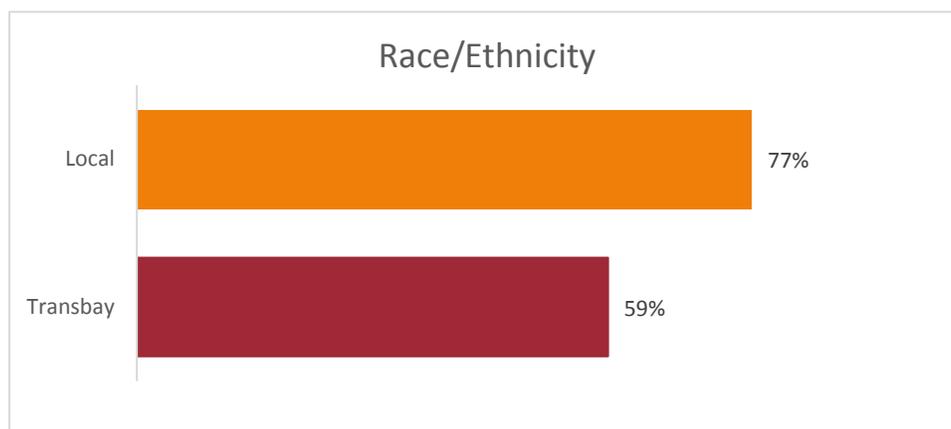
Household Income

As might be expected given differences in employment rates, Local riders are more likely to be low-income--that is, to have a household income below \$50,000 (70%), than Transbay riders (38%). In addition, Transbay riders are much more likely to have income over \$150,000 (15%) compared to Local riders (2%).



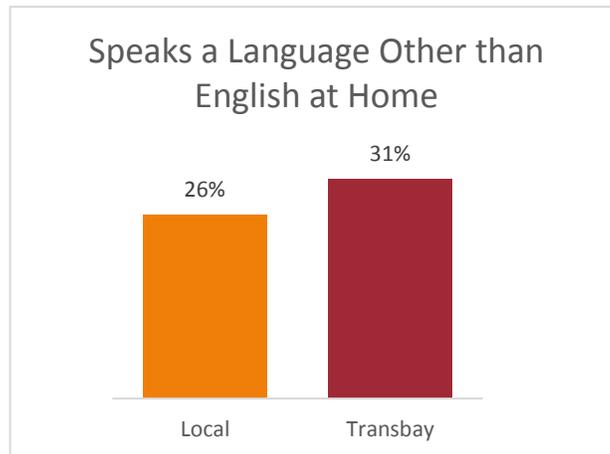
Race/Ethnicity

Transbay riders are less likely to be People of Color (59%) than Local riders (77%).

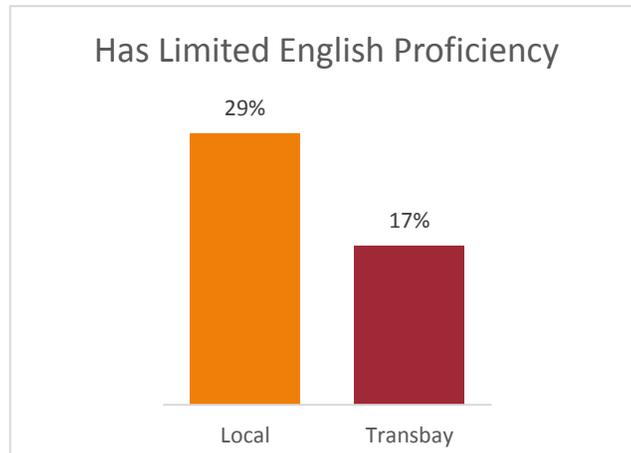


Language

Transbay riders and Local riders speak languages other than English at home in similar percentages; in fact, more Transbay riders (31%) speak languages other than English compared to 26% of Local riders.



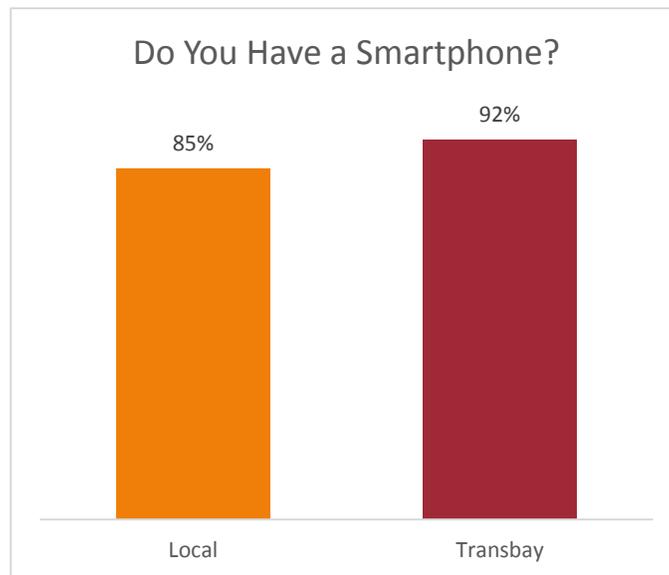
Of these riders, however, only 17% of Transbay riders are considered to have limited English proficiency (LEP) because they indicate that they do not speak English very well, while 29% of Local riders who speak languages other than English at home are considered to have LEP.



NEW FINDINGS

Smartphone Ownership and Internet Access

While a very large percentage of AC Transit riders in general own smartphones, there are some differences between Transbay riders and Local riders. Ninety-two percent of Transbay riders own smartphones, compared to 85% of Local riders.



In addition, almost all Transbay riders (97%) had enough data to access the internet on the day they were surveyed, compared to 91% of Local riders.

