Evaluation of Rapid Bus Service in the San Pablo Avenue Corridor

FINAL REPORT

February 2005
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CHAPTER 1  INTRODUCTION

The Rapid Bus was introduced to improve operating speeds and running times, and to provide an overall better quality of service, on the San Pablo Avenue Corridor in Alameda and Contra Costa Counties.

With the introduction of Rapid Bus service, AC Transit has taken a more aggressive approach to initiating better quality service and attempting to attract new riders to the system.

Key features of the Rapid Bus include:

- Headway based schedule (12 minute headways)
- Bus stops one-half to two-thirds of a mile apart
- Mostly far side stops
- Traffic signal coordination, transit signal priority, and queue jump lanes
- Bus branding (new recognizable shelters, low floor vehicles, unique logo, and bus stop signs)
- ITS features (real-time bus arrival information at most bus stops, transit signal priority, improved signal coordination)

AC Transit enlisted the services of Nelson\Nygaard Consulting Associates (NN) to complete a three-phase data collection effort and system performance overview for the three routes serving the San Pablo Avenue Corridor. The NN team completed Phase One by conducting a ridecheck in May 2003 and submitting a summary analysis report of bus operations in the corridor before Rapid Bus service began. Phase Two evaluated the ridership impacts and the public’s perception of the 72R (Rapid Bus) after ten months in operation.

Phase Three was conducted about sixteen months after start of operation. Phase Three completes the final surveying effort and ridership evaluation in the corridor. This final phase summarizes the findings of the three data collection efforts and shows the impacts of the Rapid Bus on the San Pablo Corridor. This report also provides a ridership profile and graphic illustrations of ridership trends based on findings from the passenger survey and ridecheck efforts.
CHAPTER 2   RIDERSHIP AND
RUNNING TIME OVERVIEW

Methodology

On October 21, October 28 and November 3, 2004, temporary
surveyors under Nelson\Nygaard supervision rode almost every
single weekday run on Routes 72, 72M and 72R. On every trip, they
counted every passenger who got on and off the bus at each stop,
as well as the continuing load. The surveyors also tracked running
times by recording start and arrival times for every trip on all three
routes. In addition, an on-board passenger survey was conducted
on all 72R trips during the ridecheck. These data form the basis of
the ridership and survey information presented below.

Corridor Ridership

After about one year of operation, the Rapid provided an impressive
increase in ridership over the 72L (Limited-stop service). However,
results from the October 2004 ridecheck show that while the 72R
continues to attract more riders, the local routes serving the corridor
have experienced ridership losses.

The on-board ridecheck results show a 4% increase in the number
When compared to ridership totals on the 72L in May 2003, the
Rapid Bus increased ridership by an impressive 216%. However,
the local routes show substantial declines. Both the 72 and 72M lost
more than 30% of their ridership over the past year and half, a loss
of 3,855 riders. By combining the gains of the 72R with the losses of
the local routes, overall corridor ridership increased by 2.6% from
May 2003 to October 2004. The data from the three phases indicate
that corridor ridership was more substantial in March 2004 (13,815)
and decreased by about 5% over the next six months.

When taking into account the 13% ridership loss that AC Transit
experienced system-wide, it could be argued that the overall positive
ridership impact in the corridor would be 15.6% (13% + 2.6%).

1 A small amount of data was also collected by AC Transit staff.
Figure 2-1  Corridor Ridership Trends

![Graph showing corridor ridership trends from May 2003 to Sep 2004 with peaks in Jan and Jul and declines in Mar and May 2004.]

Figure 2-2  Ridecheck Results Over Three Phases

<table>
<thead>
<tr>
<th>Route #</th>
<th>May 2003 Ridecheck Results</th>
<th>March 2004 Ridecheck Results</th>
<th>October 2004 Ridecheck Results</th>
<th>% Change from May 2003 to Oct 2004</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Daily Boardings</td>
<td>Daily Boardings</td>
<td>Daily Boardings</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Outbound</td>
<td>Inbound</td>
<td>Total</td>
<td>Outbound</td>
</tr>
<tr>
<td>72</td>
<td>2,876</td>
<td>2,765</td>
<td>5,641</td>
<td>1,943</td>
</tr>
<tr>
<td>72L/72R</td>
<td>991</td>
<td>948</td>
<td>1,939</td>
<td>2,985</td>
</tr>
<tr>
<td>73/72M</td>
<td>2,742</td>
<td>2,564</td>
<td>5,306</td>
<td>2,144</td>
</tr>
<tr>
<td>Total</td>
<td>6,609</td>
<td>6,277</td>
<td>12,886</td>
<td>7,072</td>
</tr>
</tbody>
</table>

Note: % Change calculated as (New Year's Total - Previous Year's Total) / Previous Year's Total.
Comparison of Ridership Results of the 72L and 72R

The Rapid Bus was developed to provide a higher level of service for passengers traveling on the San Pablo Corridor. The 72R replaced the “limited-stop” peak only service (the 72L), which operated much like a regular local bus with fewer stops along the route. The Rapid has successfully attracted more riders to the corridor and has shown a 216% increase in boardings over the 72L. However, the ridership comparison is based on two different spans of service; the 72L operated weekdays from 6:00 AM – 9:00AM and 3:00 PM – 7:00 PM, a total of seven daily service hours, at fifteen minute frequencies and the 72R operates continuously from 6:00 AM – 7:00 PM, a total of 13 daily service hours at twelve minute frequencies. The figure below shows that when the two routes are compared using the exact same span of service, the 72R generated a 77% increase in ridership. In addition, the ridership increase during the peak period on the 72R from March 2004 to October 2004 is 11%, almost three times greater than the overall boarding increase during the same time period (4%).

Figure 2-3 Ridership Comparison (same span of peak period service)

<table>
<thead>
<tr>
<th></th>
<th>No. of Boardings</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>72L (May 2003)</td>
<td>1,939</td>
<td></td>
</tr>
<tr>
<td>72R (March 2004)</td>
<td>3,215</td>
<td>65.8%</td>
</tr>
<tr>
<td>72R (Oct 2004)</td>
<td>3,595</td>
<td>11.8%</td>
</tr>
<tr>
<td>Total Change</td>
<td></td>
<td>77.6%</td>
</tr>
</tbody>
</table>

The ridership trends indicate that peak period riders (commuters) are not necessarily taking the first bus to arrive at their bus stop, but rather are willing to wait for the arrival of the Rapid Bus.
Running Time

The core features of the Rapid Bus were established with the primary goal of improving operating speeds. The on-board data collection results from the 72L in 2003 and the 72R in October 2004 indicate that the overall running time has been reduced by 17%, which is consistent with the results from March 2004. However, it is important to point out that the Rapid Bus maintained an average travel time of 58 minutes from March to October, 2004, even after adding a new stop at San Pablo & Van Ness, which may have been expected to increase bus travel time. The data over the past six months suggest that in order to make additional running time improvements on the Rapid Bus, AC Transit would have to introduce more BRT features such as rear door entry or dedicated Rapid Bus lanes.

Eighty-four percent (84%) of the riders surveyed reported a decrease in travel time over their previous mode of transport, which is a 2% increase from the March 2004 survey results. Thirty-eight percent (38%) of respondents said that the Rapid Bus was 15 minutes faster than their previous mode (a 4% increase from March), while the actual time savings averaged 12 minutes. While these numbers suggest that riders’ perceptions of time savings are greater than actual savings, a truly accurate analysis would require a comparison of these times for specific trips taken by specific individuals, rather than a comparison based on time savings for the full length of the run.

When compared to travel times on local routes, the 72R’s time savings are even more dramatic. For example, traveling from Del Norte BART to San Pablo & 40th Street takes an average of 28 minutes on the 72R and 38 minutes on the 72, or a 26% difference in travel times. Another example shows that the 72R travels from Broadway & 14th Street in downtown Oakland to San Pablo & University Avenue five minutes faster than the 72, again a 26% difference in running times.

Figure 2-4 Running Time from Contra Costa College to 2nd & Clay (in minutes)

<table>
<thead>
<tr>
<th>May 2003 (72L)</th>
<th>Oct 2004 (72R)</th>
<th>Difference</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>70</td>
<td>58</td>
<td>12</td>
<td>-.17%</td>
</tr>
</tbody>
</table>
Ridership Count and Running Time Analysis

This section presents the highlights of the ridership counts and running time analysis for each of the three lines in the San Pablo Avenue corridor, both inbound and outbound. We describe the trends in boarding activities at each stop and at different times of the day, and on-time performance for each run.

Figure 2-5 October 2004 Ridecheck Results

<table>
<thead>
<tr>
<th>Route #</th>
<th>Daily Boardings</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Outbound</td>
<td>Inbound</td>
<td>Total</td>
</tr>
<tr>
<td>72</td>
<td>1,736</td>
<td>1,712</td>
<td>3,448</td>
</tr>
<tr>
<td>72R</td>
<td>3,138</td>
<td>2,995</td>
<td>6,133</td>
</tr>
<tr>
<td>72M</td>
<td>1,825</td>
<td>1,819</td>
<td>3,644</td>
</tr>
<tr>
<td>Total</td>
<td>6,699</td>
<td>6,526</td>
<td>13,225</td>
</tr>
</tbody>
</table>

Route 72

72 Inbound

- Boarding activity is highest during the morning peak and the early afternoon between 1:00pm and 3:00pm
- Heaviest daily boarding totals are at Del Norte BART (110), Mission Bell & College Lane (105), and Hilltop Mall (100)
- Heaviest alighting totals are at Del Norte BART (153), Broadway & 14th (140), and El Cerrito BART (79)
- Heavy passenger loads (about 40 passengers) are found on San Pablo Avenue between Garvin and McDonald.
- Overall run times were on-time, with a few trips running 10 minutes or more over schedule during the AM peak period
Figure 2-6  72 Inbound Daily Boardings (October 2004)

* 6:44 am, 9:10 am and 6:49 pm adjusted by time of day ridership.

* 7:25 pm and 8:01 pm complete to Del Norte BART
Figure 2-7  72 Inbound Actual vs. Scheduled Run Time (October 2004)
72 Outbound

- Boarding activity for the whole route is highest during the afternoon trips reaching peak ridership at 3:03pm.

- Heaviest daily boarding totals occur at Del Norte BART (215), 14th & Broadway (148), and Broadway & 12th (105).

- The most alightings occurred at Del Norte BART (70), Contra Costa Transit Center (69), and San Pablo & University Avenue (65).

- Heavy passenger loads (44 to 49 passengers) are found between Broadway & 17th and San Pablo & W. Grand Avenue.

- Overall run times were on schedule with the exception of the 1:03pm trip and 5:03pm trips, which ran over by 25 minutes and 12 minutes respectively.
Figure 2-8  72 Outbound Daily Boardings (October 2004)

*11:30 am and 7:33pm adjusted by time of day
7:30am and 7:03pm trips were completed to Del Norte BART only.
Figure 2-9  72 Outbound  Actual vs. Scheduled Run Time (October 2004)
72M Inbound

- Boarding activity for the whole route is consistently over 50 passengers throughout most of the day reaching peak ridership during 6:56am (106) and 1:56pm (108) trips
- The most boardings occurred at Richmond BART (154), San Pablo & University Avenue (107), and McDonald & 1st (71)
- Heaviest alighting totals are at Del Norte BART (153), Broadway & 14th (137), and El Cerrito BART (75)
- The greatest passenger load (37 passengers) occurs between McDonald & 31st and McDonald & 37th
- Run times are slightly behind schedule for most of the day, with the most adherence difficulty occurring during 11:26am and 4:56pm trips
Figure 2-10  72M Inbound Daily Boardings (October 2004)

* 6:01am and 10:56 am trips adjusted by time of day ridership.
7:07pm trip to Richmond BART
Figure 2-11  72 M Inbound Actual vs. Scheduled Run Time  (October 2004)
72M Outbound

- Boardings for the whole route fluctuate throughout the day, with peaking occurring during early afternoon (2:48pm – 4:48pm)
- Heaviest boarding totals are at Del Norte BART (200), Broadway & 14th (170), and Richmond BART (82)
- Heaviest alighting totals are at Del Norte BART (82), Richmond BART (79), and McDonald & 37th (67).
- Passenger loads are fairly steady peaking at 38 passengers at McDondald & Wilson.
- Run times were on-time most of the day, with only a few trips behind schedule
Figure 2-12  72M Outbound Daily Boardings (October 2004)

* 11:18am and 5:18pm trips adjusted by time of day ridership

1:48pm and 7:21pm trips terminated at Richmond BART
Figure 2-13  72M Outbound Actual vs. Scheduled Run Time (October 2004)
72R Inbound

- Boardings for the whole route fluctuate throughout the day, with peak ridership occurring during the AM peak period (7:00am – 8:00am)

- Heaviest boarding totals at Contra Costa College (351), Del Norte BART (242), and San Pablo & University (227)

- Heaviest alighting totals at Broadway & 12th (523), San Pablo & Portrero (353), San Pablo & Dwight Way (232)

- Passenger loads are steady throughout the day, exceeding 40 passengers at Del Norte BART

- Run times fluctuate greatly throughout the day, with the most schedule adherence difficulty occurring during the 7:48am and 8:00am and 6:12pm trips
Figure 2-14  72R Inbound Daily Boardings (October 2004)
Figure 2-15  72R Inbound Actual vs. Scheduled Run Time  (October 2004)
72R Outbound

- Boarding activity tends to follow commuter trends (AM and PM peaks) with the most boardings occurring between 4:00pm – 5:00pm

- Heaviest daily boarding totals are at Broadway & 12th (430), Broadway & 14th (384), and Del Norte BART (352)

- Heaviest alighting totals are at San Pablo & University Avenue (318), Contra Contra College (316), and Del Norte BART (277)

- Heavy passenger loads (ranging from 50 to 54 passengers) are found between 20th & Broadway and San Pablo & Dwight Way

- Overall run times were generally on-time with a few PM peak trips running over schedule
Figure 2-16  72R Outbound Daily Boardings (October 2004)
Figure 2-17  72R Outbound Actual vs. Scheduled Run Time (October 2004)
**CHAPTER 3  72R ON-BOARD SURVEY**

A total of 1,733 surveys were collected on the 72R San Pablo Rapid Bus from bus riders during the week of March 8, 2004 and on March 23, 2004. A follow up survey on the 72R was conducted on October 21, October 28 and November 3, 2004 and a total of 1,300 responses were collected. The survey was conducted during weekdays only and was administered in both English and Spanish. A copy of the survey tool in English and Spanish is attached to this memorandum.

The surveys asked riders to evaluate various elements of the bus service to determine if the introduction of Rapid Bus had changed their perceptions of service on the San Pablo corridor. Questions focused primarily on the impacts of Rapid Bus, travel behavior and the personal profile of each rider.

**Impact of Rapid Bus**

The survey’s primary goal was to determine riders’ perceptions of the Rapid Bus and how the new service has affected travel times and the overall level of service. The purpose of the October 2004 re-survey was to follow up on the responses provided in March and measure any change during the six month period between March and October 2004.
Mode Used Before the Introduction of Rapid Bus

One of the major findings from the October 2004 survey results was that nearly half (47%) of Rapid Bus riders did not take a bus for the equivalent trip or did not make the trip prior to the introduction of Rapid service. Of these 47%, 18% had made the trip by car and 12% took BART. This was an increase from the 45% of riders in March who said they did not take the bus prior to Rapid, but overall the responses were consistent from March to October. The results show that a substantial number of riders feel that the level of service provided by Rapid Bus either equals or exceeds those two modes. The shift from the car to the Rapid Bus is particularly noteworthy given the overall goals of reductions in auto dependency through the provision of Rapid Bus Service.

Figure 3-1  Mode Used Before the Introduction of Rapid Bus
Bus Rode Before Introduction of Rapid

Not surprisingly, the majority of respondents who previously made the trip by bus switched to the Rapid Bus from one of the local routes that run along San Pablo. The October 2004 data shows that nearly 62% of riders who had ridden the bus said they rode the 72, 72L, 72M, and/or 73. This result was slightly down from March (72%), but this is due to an increased number of riders in October citing "other" (38%) bus lines, than the 72, 72L, 72M, and/or 73. Regardless, survey results confirm that riders perceive the Rapid Bus as providing better service than the local routes and that they view the time savings of the Rapid Bus as more important than the convenience of more bus stops along the local bus route.

Figure 3-2  Bus Rode Before Introduction of Rapid
**Change in Travel Time**

Riders in October 2004 overwhelmingly indicated a decrease in travel time (84%) compared with their previous trip along this route. This was a slight improvement on responses given in March (82%), and shows riders remain aware that their travel time is being reduced on Rapid service. Over 50% of respondents in both surveys said that the Rapid Bus was more than ten minutes faster than their previous mode, while the actual time savings averaged 12 minutes (see figure below). A very small percentage in both surveys (approximately 4%) felt the Rapid Bus traveled slower than their previous mode.

**Figure 3-3 Has Your Travel Time Changed with Rapid Bus?**
Quality of Rapid Bus Service

The increasing satisfaction with the Rapid Bus clearly shows that riders view the new service as a positive shift in quality and performance. The figure below indicates that 86% of riders in October 2004 rated the overall service of Rapid Bus as either “Good” or “Excellent”, which is a slight increase from March results (83%). Rider’s satisfaction with their service in October 2004 was a 14% improvement over system-wide results from a 2002 on-board survey.¹

Figure 3-4 Rapid Bus Service

¹San Francisco State University’s Public Research Institute conducted a system-wide on-board survey for AC Transit in the fall of 2002.
Travel Behavior

The survey provides information on travel behavior including trip purpose, trip origin and destination, and fare payment.

Trip Purpose

The percentage of “choice riders” (those who rode the bus for reasons other than lack of access to a vehicle) declined from 47% in March to 34% in October. The October Rapid Bus results are 8% lower than the system-wide numbers, which are likely inflated by the large percentage of “choice” riders on the Transbay routes. Overall the data shows that factors such as “avoiding traffic” and “convenience” play key roles in determining riders’ transportation decisions. While Rapid Bus has successfully attracted both “choice” riders and those dependent on transit services, the decline in choice riders may be a source of concern for the future.

Figure 3-5  Reason for Riding the Rapid Bus
**Trip Origins and Destinations**

Respondents were asked to provide the name of the bus stop where they boarded the bus and the bus stop where they planned to alight the bus. The two figures below display a distribution of boarding and alighting activity at the five heaviest points in the system. This data shows that Del Norte BART and University Avenue were both popular origins and destinations (see figures below). In addition, the pattern of responses shows that there may have been an imbalance in survey responses, indicating a slight bias in the southbound direction. These numbers are generally consistent with those produced in the ridecheck survey.

**Figure 3-6  Top 5 Weekday Trip Origins**

**Figure 3-7  Top 5 Weekday Trip Destinations**
Marketing Rapid Bus

The majority of riders said that they learned about the Rapid Bus “on the street” or through “word of mouth”, which may be a result of successful bus branding with unique and recognizable shelters and signs. The sources of information about the service cited by respondents were very consistent from March to October 2004.

Figure 3-7 How Did You Find Out About Rapid Bus?
**Fare Payment**

Nearly half of riders (46%) in October 2004 paid the regular $1.50 fare in cash, and this was consistent with responses from March. System-wide about 10% more riders paid with cash fare than on the 72R. The number of riders using the 31-day pass increased slightly in October (36%), compared to March (33%), which shows continued satisfaction with the Rapid Bus.

**Figure 3-8 Fare Payment Method**
Passenger Profile

This section provides key demographic indicators of Rapid Bus riders, including frequency and length of AC Transit use, age, ethnic origin, auto availability, and household income.

Frequency of Use

The number of riders saying they used the Rapid Bus for five or more trips per week increased in October to over 60% from responses given in March (57%). The number of respondents saying they use the Rapid three to four times a week, dropped slightly in October (19%) from March results (22%), suggesting that the proportion of riders who rely on the service for all of their weekday trips is increasing.

Figure 3-9  How Often Do You Ride the Rapid Per Week?
Length of Use

More than thirty percent of riders in both surveys said they have ridden AC Transit for less than one year, strongly suggesting that the introduction of Rapid Bus has been a catalyst for attracting new riders.

Figure 3-10  How Long Have You Been Using AC Transit?
Age

Nearly half of passengers in October 2004 (44%) fell into the 25 to 64 year old category, while only 4% of riders were over 64. These results were consistent from responses given in March, and follow system-wide patterns. The Rapid has been successful in attracting young riders, as 18% of respondents in October stated they were under 18 years of age, which was an increase from 15% in March. The number of riders falling within the college age bracket of 18 - 24 year olds, remained consistent at about 20% for both October and March. (see figure below).

Figure 3-11  Age of Respondents

[Bar chart showing age distribution for October 2004 and March 2004]
Ethnic Origin

In October 2004 nearly half (45%) of all riders identified themselves as African American, which is about 6% higher than the system average. This was a slight decline from 48% in March. Results in October showed an increase in ridership among the Asian American (13%) and Latino (21%) communities, which shows the increasing appeal of the Rapid Bus to a diversity of communities. Ridership can often reflect the demographic breakdown of the communities in the corridor, which has not been analyzed as part of this report.

Figure 3-12 Ethnic Origin
Gender

The gender of Rapid ridership was fairly balanced in both surveys, with female riders having a slight edge over male riders (about 52% versus 48%).

Figure 3-13  Gender of Respondents
Auto Availability

More than one-third of the riders surveyed indicated that they have no access to a car. These results are consistent with the 2002 AC Transit system-wide survey.

Figure 3-14  How Many Motor Vehicles Are Available In Your Household?
Household Income

Rapid Bus riders in the San Pablo corridor are generally lower income than the system-wide average, although this is most likely due to the influence of higher-income Transbay riders on the overall numbers. About 8% of respondents in both surveys reported household incomes of $100,000 and over, compared to 10.5% system-wide. Over half of respondents in October reported incomes below $30,000 (60%), which was a slight increase from March (57%). This compares to about 49% of riders system-wide.

Figure 3-15  Total Annual Household Income
Appendix A

On-Board Survey Instruments
Dear AC Transit Rapid Bus Rider:
Please take a minute to fill this out and help us evaluate our service. Place the survey in the collection box as you exit the bus, or hand it to the person who gave it to you.

1. Why are you riding this bus today?
   (Check all that apply)
   □ 1 Avoid traffic  □ 5 No car available
   □ 2 Less expensive  □ 6 Parking problems
   □ 3 More convenient  □ 7 Other (Specify): ___________

2. What is the main purpose of your trip today?
   □ 1 Work  □ 4 Visit/Personal
   □ 2 Medical  □ 5 School
   □ 3 Shopping  □ 6 Other (Specify):

3. How did you make this trip before Rapid Bus?
   □ 1 Bus  □ 4 Car
   □ 2 Did not make trip  □ 5 Other (Specify):
   □ 3 BART

3a. If you answered “Bus” on Question 3, what bus line or lines did you use previously?
   Line #:_____________________________

4. How did you get to the bus stop for this bus today?
   □ 1 Transferred from Bus Line#: _______________
   □ 2 Transferred from BART
   □ 3 Drove
   □ 4 Bicycle
   □ 5 Walked
   □ 6 Got a ride

5. How did you pay for your fare on this bus?
   □ 1 Cash  □ 4 10-Ride Pass
   □ 2 AC Transfer  □ 5 31-Day Pass
   □ 3 Eco Pass  □ 6 Class Pass
   □ 7 Other (Specify):

6. If cash, what kind of fare did you pay on the bus?
   □ 1 Youth  □ 4 Senior  □ 2 Adult  □ 5 Disabled

7. Has your travel time changed with Rapid Bus?
   □ 1 15+ min. faster  □ 4 1-5 min. faster
   □ 2 11-15 min. faster  □ 5 About the same
   □ 3 6-10 min. faster  □ 6 Slower

8. On your trip today, please indicate on the map below the Rapid Bus stops where you: got on and will get off this bus. Please circle both stops, and mark “On” where you got on the bus, and “Off” where you will get off.

9. How will you get from the bus stop to your destination today?
   □ 1 Transfer to Bus Line#:________________________
   □ 2 Transfer to BART  □ 5 Walk
   □ 3 Drive  □ 6 Get a ride
   □ 4 Bicycle
   □ 7 Other (Specify):______________________________
10. How did you find out about the Rapid Bus?

- Ads/promotion
- Bus Driver
- On the street
- Other (Specify):

11. Please Rate AC Transit’s Rapid Bus performance on a 1-5 scale, with 1 being very poor and 5 being excellent.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Poor</th>
<th>Fair</th>
<th>Good</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency of buses (how often they run)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Quality of bus shelters</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Quality of new buses</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Routes go where I need to go</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Reliability</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Travel time on the bus</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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<tr>
<td>Value for fare paid</td>
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<td>2</td>
<td>3</td>
<td>4</td>
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<tr>
<td>Availability of seats</td>
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<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Information at bus stops</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Driver courtesy</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Personal safety on buses</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Easy to identify the right bus</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Wheelchair securement</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Location of bus signs</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Rapid bus service overall</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

12. Which of the features in Question 11 is the most important in your decision to ride Rapid Bus?

__________________________________________________________________________________________

Finally, for statistical purposes, please tell us a little about yourself. All replies are confidential.

13. How often do you ride the Rapid Bus?

- 1, 5+ days per week
- 2, 1-2 days per week
- 3, 3-4 days per week
- 4, Less than once a week
- 5, First time riding

14. How long have you been using AC Transit service?

- 1, Less than 3 months
- 2, 3 to 6 months
- 3, 6 months to 1 year
- 4, 1 to 5 years
- 5, More than 5 years

15. Your age is...

- 1, Under 18 years
- 2, 18 to 24 years
- 3, 25 to 34 years
- 4, 35 to 49 years
- 5, 50 to 64 years
- 6, 65 year or more

16. Your ethnic origin is...

- 1, African American/Black
- 2, White
- 3, Hispanic
- 4, Asian/Pacific Islander
- 5, Native American
- 6, Other (Specify): ___________________

17. You are:

- 1, Female
- 2, Male

18. How many working motor vehicles are available in your household?

- 1, None
- 2, One
- 3, Two
- 4, Three+

19. Your total annual household income is...

- 1, Less than $10,000
- 2, $10,000-$29,999
- 3, $30,000-$49,999
- 4, $50,000-$74,999
- 5, $75,000-$99,999
- 6, $100,000 and over

20. Please give us any other comments you have on the Rapid Bus service.

__________________________________________________________________________________________

__________________________________________________________________________________________

Thank you for your participation in this survey. Your responses will be kept strictly confidential.
Querido usuario del AC Transit Rapid Bus:
Por favor tome un minuto para ayudarnos a valuar nuestro servicio. Ponga este estudio en la caja de colección cuando se baje del autobus o se lo entrega a la persona que se lo dio.

1. ¿Porque esta usted usando este autobus hoy?
(compruebe todo el que aplique)

☐ 1. Evitar trafico
☐ 2. Menos costo
☐ 3. Es mas conveniente
☐ 4. No tengo auto (carro)
☐ 5. Problemas de estacionamiento
☐ 6. Otro (especifique):

2. ¿Que es la razón principal de su viaje hoy?

☐ 1. Trabajo
☐ 2. Medical
☐ 3. Compras
☐ 4. Visita/Personal
☐ 5. Escuela
☐ 6. Otro (especifique):

3. ¿Como hacia esta viaje antes del Rapid Bus?

☐ 1. Autobus (valla la pregunta 3a)
☐ 2. Auto (carro)
☐ 3. No hacia este viaje
☐ 4. Otro (especifique):
☐ 5. BART

3a. Si, usted puso “autobus” a la pregunta 3 ¿cual linea o lineas tomaba?
La linea previamente #:

4. ¿Como llego la parada del autobus hoy?

☐ 1. Traslado - autobus linea #:
☐ 2. Traslado del BART:
☐ 3. Manejo
☐ 4. Bicicleta
☐ 5. Caminando
☐ 6. Alguien me traslado
☐ 7. Otro (especifique):

5. ¿Como pago por su pasaje hoy?

☐ 1. Efectivo
☐ 2. Pasaje de 10 dias
☐ 3. Pasaje de 31 dias
☐ 4. Traslado AC
☐ 5. Eco Pass
☐ 6. Class Pass
☐ 7. Otro (especifique):

6. Si dinero ¿que clase de pasaje pago en este autobus?

☐ 1. Adolecente
☐ 2. Senior
☐ 3. Adulto
☐ 4. Deshabilitado

7. ¿Le ha cambiado su tiempo de viaje con Rapid Bus?

☐ 1. 15+ min. mas rapido
☐ 2. 11-15 min. mas rapido
☐ 3. 6-10 min. mas rapido
☐ 4. 1-5 min. mas rapido
☐ 5. Casi lo mismo
☐ 6. Mas lento

8. En su viaje hoy, por favor indique en el mapa abajo las Rapid Bus paradas donde usted se subio y donde usted se va abajar.

9. ¿Como va a llegar su destino del autobus hoy?

☐ 1. Traslado - autobus linea #:
☐ 2. Traslado del BART
☐ 3. Manejo
☐ 4. Alguien me traslado
☐ 5. Bicicleta
☐ 6. Caminando
☐ 7. Otro (especifique):
10. ¿Cómo supo usted de Rapid Bus?

☐ 1 Promoción
☐ 2 En la calle
☐ 3 Palabra de persona a persona
☐ 4 Autobús manejador
☐ 5 Otro (especifique):

11. Por favor grade AC Transits Rapid Bus.
Desempeño con la escala de 1-5, con 1 como pobre hasta 5 como excelente.


<table>
<thead>
<tr>
<th>May</th>
<th>Pobre</th>
<th>Pobre</th>
<th>Normal</th>
<th>Bueno</th>
<th>Excelente</th>
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<td>o.</td>
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<td>p.</td>
<td>1</td>
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<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

12. ¿Cuántas de las cualidades en la pregunta 11 son las más importantes en su decisión para usar Rapid Bus?

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

13. ¿Cuántas veces se sube el Rapid Bus?

(escoja uno)

☐ 1 5+ días por semana
☐ 2 1-2 días por semana
☐ 3 3-4 días por semana
☐ 4 Menos que un día por semana
☐ 5 Primera vez

14. ¿Por cuanto tiempo ha usted usado los servicios de AC Transit?

☐ 1 Menos de 3 meses
☐ 2 1 ha 5 años
☐ 3 3 ha 6 meses
☐ 4 1 ha 5 años
☐ 5 mas de 6 años
☐ 6 6 meses ha un año

15. Tu edad es . . .

☐ 1 Menos de 18 años
☐ 2 18-24 años
☐ 3 25-34 años
☐ 4 35-49 años
☐ 5 50-64 años
☐ 6 65 años o más

16. Tu origen ethnic es . . .

☐ 1 Afro-Americano
☐ 2 Anglo-Sagon
☐ 3 Hispano
☐ 4 Asiano/Pacifico Islando
☐ 5 Indigeno
☐ 6 Otro (especifique): ___________________

17. Tu eres:

☐ 1 Mujer
☐ 2 Hombre

18. ¿Cuántos vehículos que trabajan tiene en su hogar?

☐ 1 Ninguno
☐ 2 Uno
☐ 3 Dos
☐ 4 Tres+


☐ 1 Menos de $10,000
☐ 2 $10,000-$29,999
☐ 3 $30,000-$49,999
☐ 4 $50,000-$74,999
☐ 5 $75,000-$99,999
☐ 6 $100,00 y más

20. Por favor escriba su comentario de los servicios de Rapid Bus.
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

Muchas gracias pro su participación en este estudio. Sus respuestas sean estrictamente confidencial.