



MEMORANDUM

Date: February 28, 2013

Project #: 12799

To: Project Advisory Committee

From: Susan Wright, PE, Anais Malinge

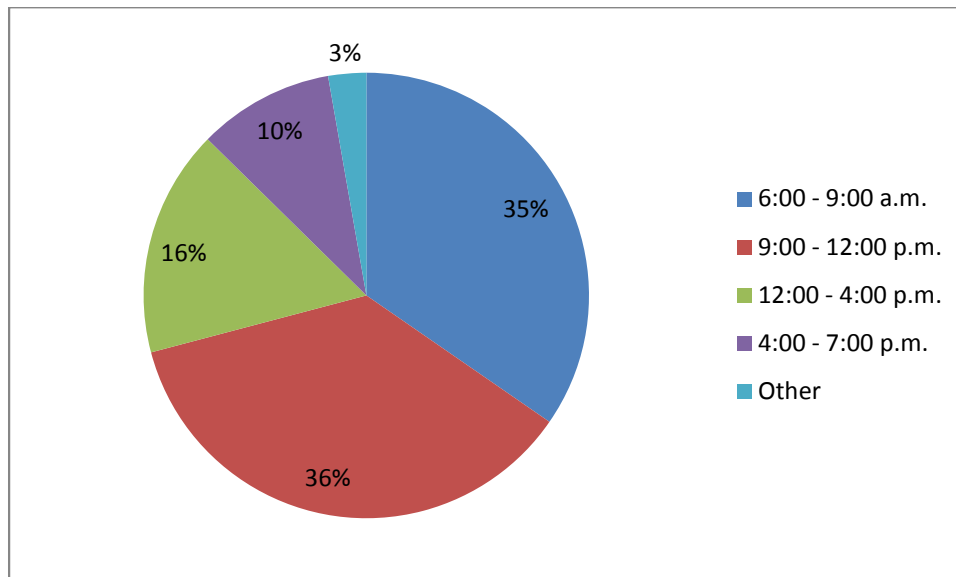
Project: Basin Transit Services TDP

Subject: Rider Survey

The following memorandum summarizes and analyzes the rider survey responses regarding the Basin Transit Service. Surveys were handed out and collected by drivers on the buses from January 28th to February 10th, 2013. A total of 217 usable responses were received. Attachment "A" includes copies of the surveys distributed on each bus route.

As shown in Exhibit 1, the surveys were primarily completed between 6:00 a.m. and 12:00 p.m. This is not a reflection of the daily ridership trend; rather, the surveys were more available in the mornings. The survey responses are therefore more representative of people's first bus trip of the day rather than a return trip.

Exhibit 1: Time of Survey Collection

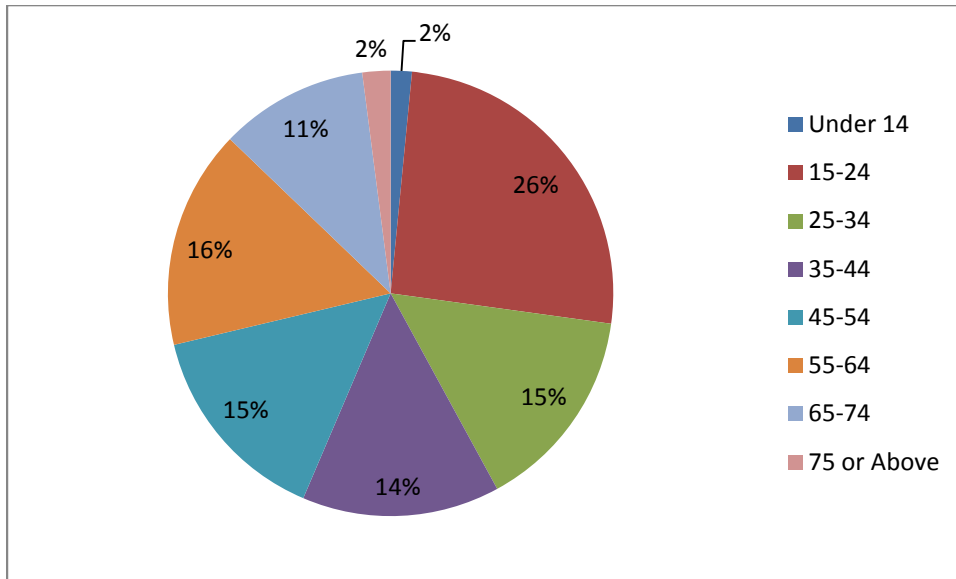


The rest of the survey results are summarized in three sections; Respondent Demographics, Trip Characteristics, and BTS Performance.

RESPONDENT DEMOGRAPHICS

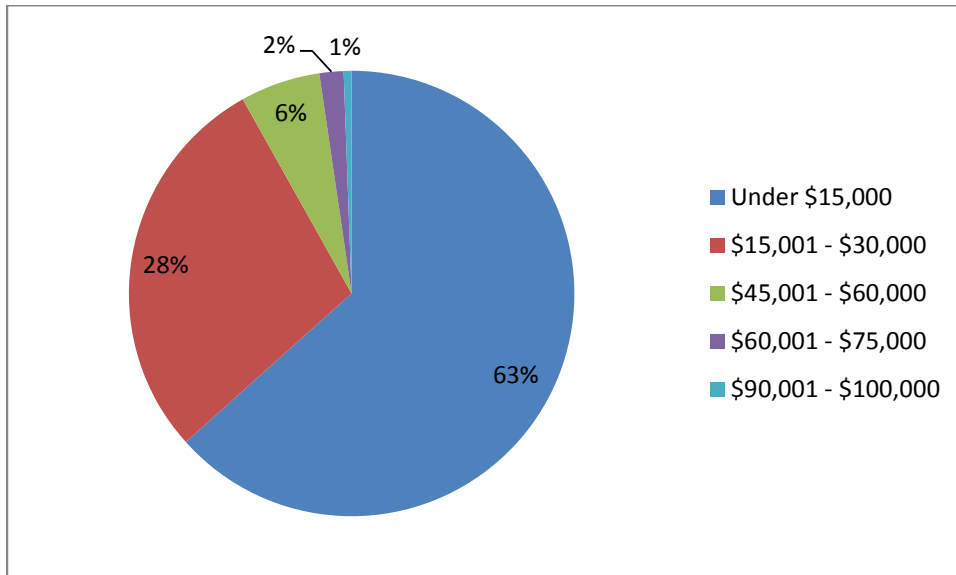
Bus riders between the age of 15 and 25 years old make up the greatest proportion of riders (26%), relative to other age ranges. As shown in Exhibit 2, riders in the other age ranges from 25 and 74 are each roughly proportionate ranging from 11 to 16 percent. Riders under the age of 14 and 75 and above each make up only 2% of riders, respectively.

Exhibit 2: Rider Age



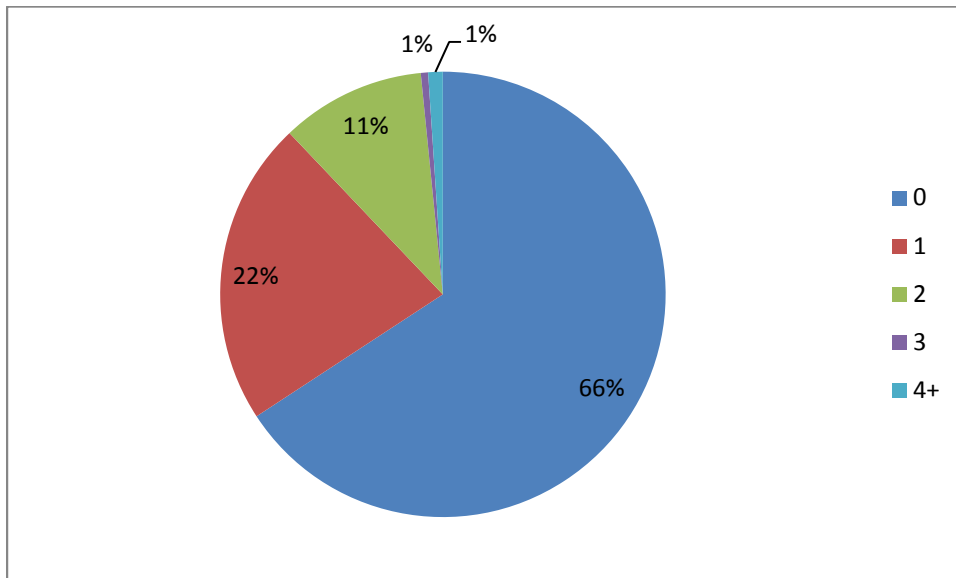
As shown in Exhibit 3, 63% of survey respondents earn less than \$15,000 annually, and 91% earn less than \$30,000 annually.

Exhibit 3: Annual Income



As shown in Exhibit 4, 66% of survey respondents do not own a motor vehicle.

Exhibit 4: Vehicle Ownership



TRIP CHARACTERISTICS

Exhibit 5 shows the survey response distribution by route. As shown, 37% of survey respondents were on Mainline 1 (North and South), 16% on Mainline 2 (North and South). 22% of the responses came from Feeder Route 3 – 5 and 20% came from Feeder Route 4 -6. These numbers reflect that surveys were well distributed among each route and do not directly correlate to ridership on each route.

Exhibit 5: Route Use

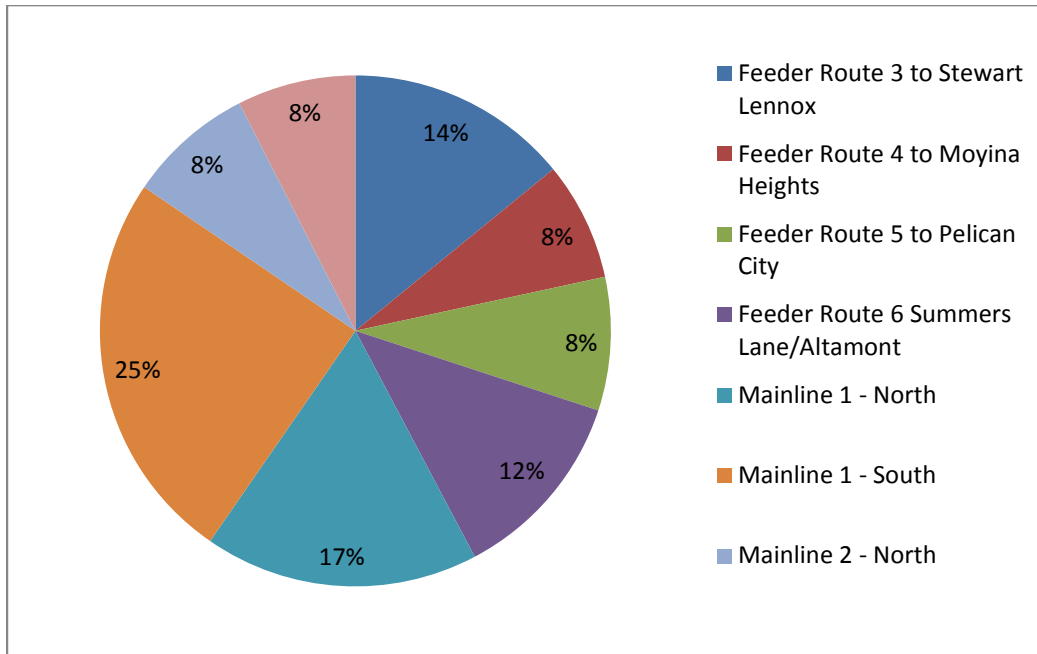


Exhibit 6 summarizes the average trip length for each survey respondent. 73% of trips were reported to be less than 30 minutes with only 3% reported as greater than an hour.

Exhibit 6: Trip Length

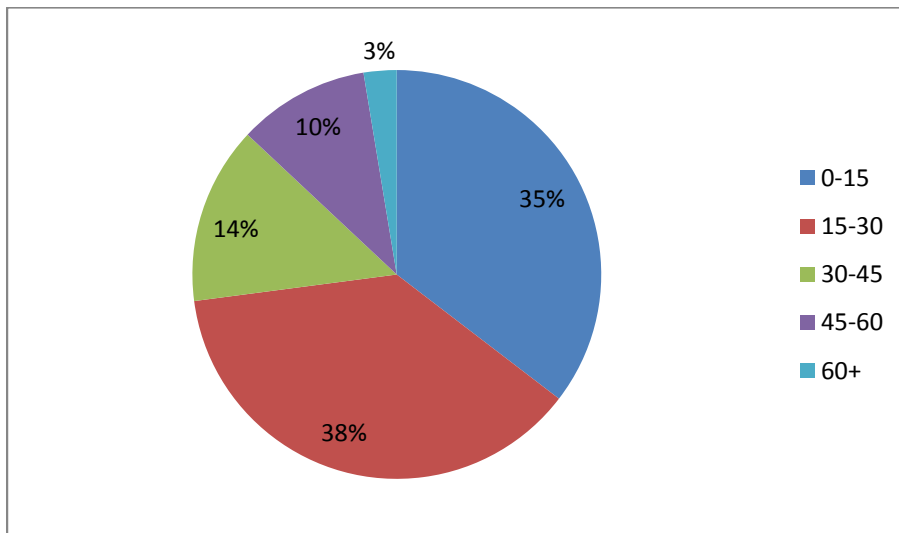


Exhibit 7 summarizes the number of bus trips per week each survey respondent reported. Only 26% use the bus for less than 3 trips per week. A bus trip to and from work each day would be two trips. 22% of riders appear to ride the bus two directions five days per week with 73% riding the bus at least 2-3 times per week round trip.

Exhibit 7: Trip Frequency (Reported Bus Trips per Week)

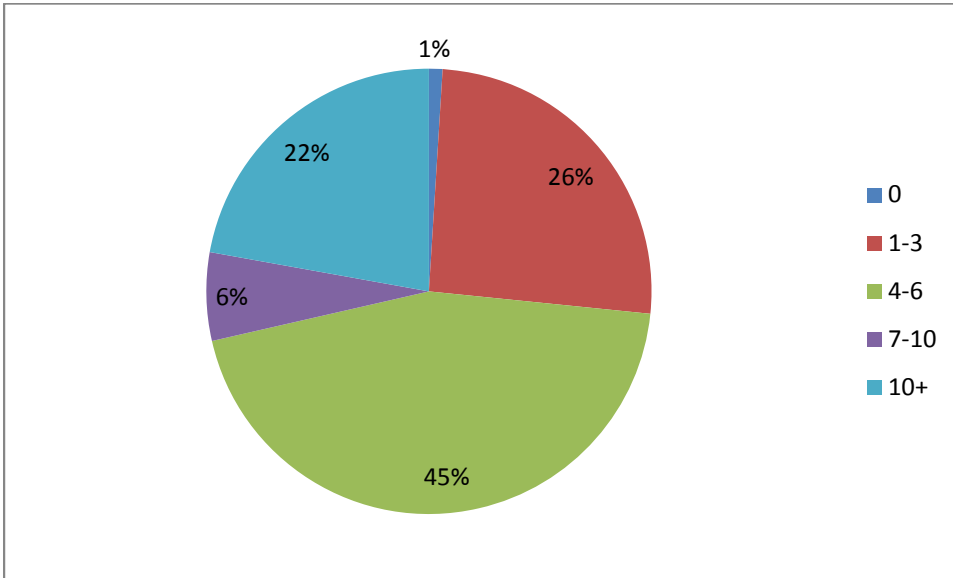
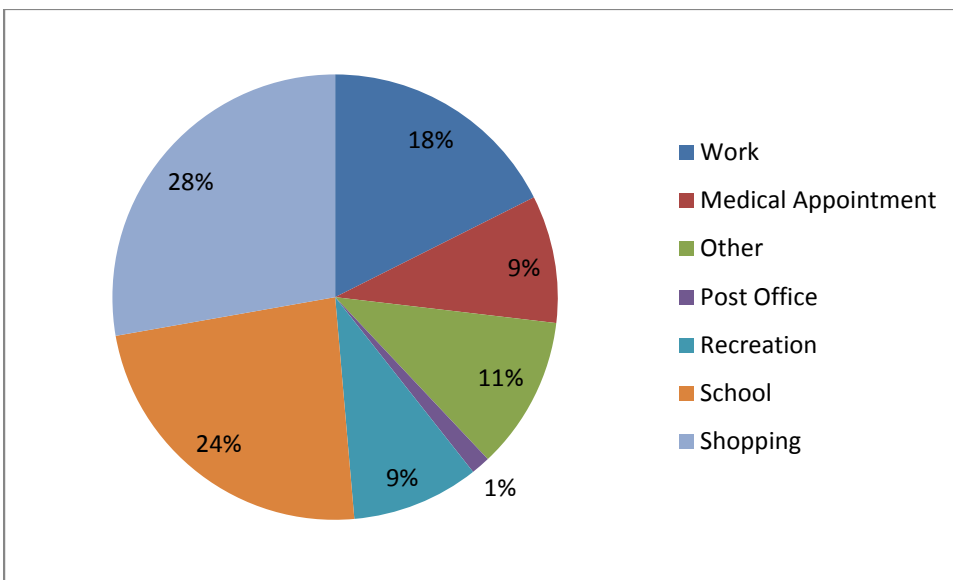


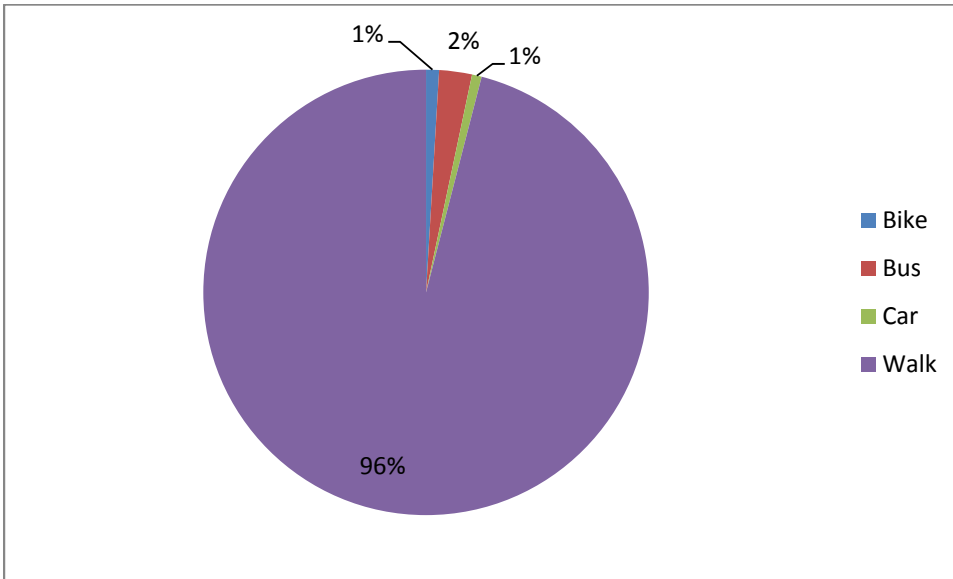
Exhibit 8 summarizes the primary purpose of the survey respondents' trip on the day of the survey. The responses were well distributed with no one trip purpose being the majority; however, shopping was the most common response followed by school and work.

Exhibit 8: Trip Purpose



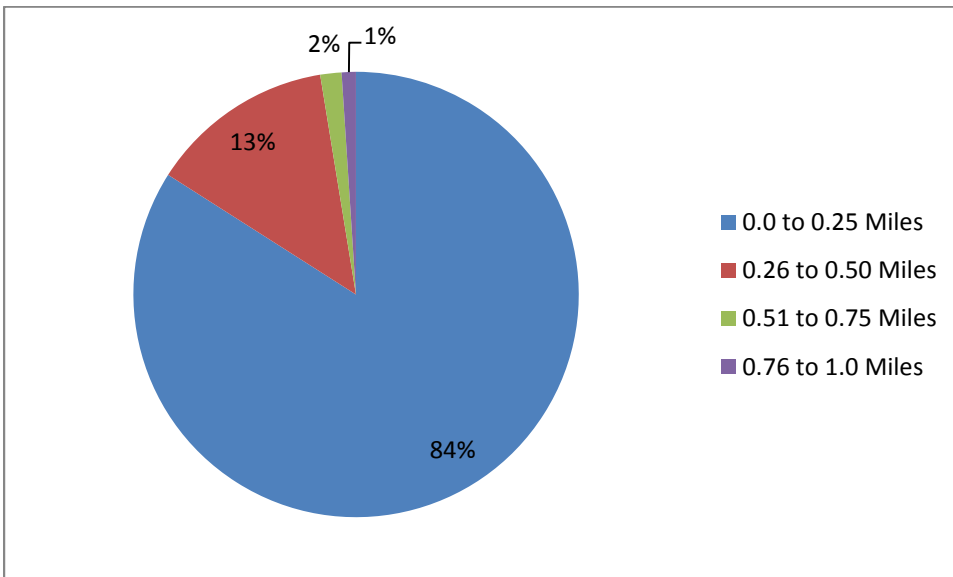
As shown in Exhibit 9, the gross majority of respondents access BTS bus stops by walking.

Exhibit 9: Mode to Access Bus Stop



As shown in Exhibit 10, 84% of riders walk less than ¼ mile to the nearest bus stop with 97% walking less than ½ mile.

Exhibit 10: Distance to Bus Stop by Walking

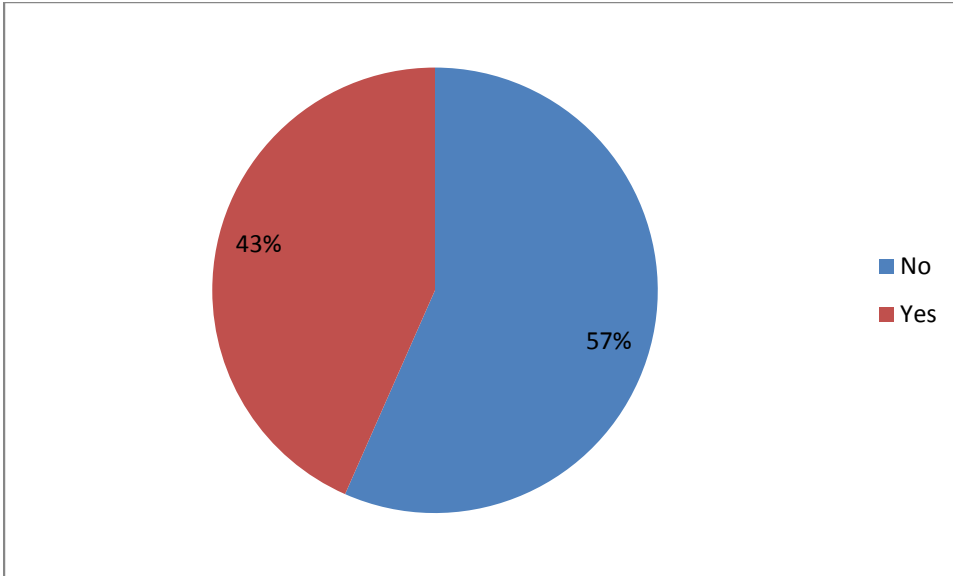


The specific start location for those respondents who reported walking between 0.26 and 0.50 miles and more than 0.50 miles, respectively, are provided below.

0.26 to 0.50 Miles	0.51 or More Miles
Avalon & South 6th	E. Main
Craterlake	Wantland Ave
Fred Meyer	Lakeport Drive
Walnut & S. 6th	
Walk/Summers	
Across from senior	
Walmart	
Kamath & Walnut	
Main & 8th	
Aurthur	
9th & Main	
By Double C	
Main/ Pine	
Cliffard and Upham	
Highway 97	
3rd & Lincoln	
Lavern Avenue & Altamont	
3rd & Lincoln	
3rd	
Balsome & Emerald	
1st St. & Main St.	
7th and Main	
Downtown transfer	
631 S 5th St	

As shown in Exhibit 11, 57% of survey respondents reported that they did not transfer buses to complete their trip. 43% of riders reported that they did need to transfer to complete their trip.

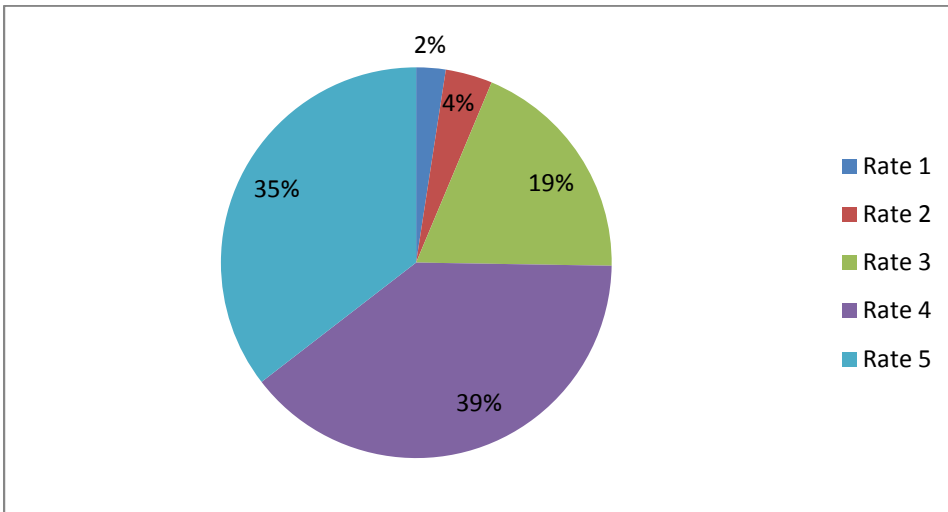
Exhibit 11: Bus Transfer



BTS PERFORMANCE

Survey respondents were asked to respond to the following questions: “What is your overall impression of the Basin Transit Service (1 to 5, with 1 being poor and 5 outstanding)? *Please consider the people and area served, bus schedules, value of the transit system to the community, cost of the system, facilities, bus stops, vehicles, and staff, and the availability of system information, etc.*” As shown in Exhibit 10, 74% of respondents rated the Basin Transit Service with a 4 or a 5, with 5 being the best rating. Only 6% rated it with a 2 or below.

Exhibit 10: Basin Transit Service Overall Rating



If survey respondents responded less than outstanding (less than 5) they were asked what BTS could do to improve. All responses are included below sorted by several themes.

Customer Service
Mean drivers
Be more courteous. Don't be so rude.
Bus drivers need to be more on time to bus stops and have happy attitudes and a smile on their face.
Bus drivers need to communicate better.
Fire <i>Driver A</i>
Get better and calmer drivers
Get better and calmer drivers
Get rid of <i>Driver A</i>
Having people give up their seats and also not block the isle.
Have older people that have worked here a long time drive.
I would just say that some of the staff is nicer than others.
Most drivers are friendly to riders but not all.
OIT students need 2 cards to ride; I feel 2 IDs is unnecessary.
One of the drivers had no sense of schedule, she makes her own. We cringe when we see her driving. At least 90% of the time we are transferring we will miss the transfer because we're always late.
Put Sr. age back to 60
<i>Driver A</i> needs to be nicer
Some bus driver suck, like <i>Driver A</i> , she's rude as hell!
Some drivers are indifferent to the obligations passengers have by running late, whatever route these drivers are on they consistently run behind. Because of their inconsiderate attitudes the passenger's suffer consequences that affect their lives. My suggestion to regularly update training to Senior Drivers the importance of "service" what and who is service.
Some drivers are mean. Cleaner smell.
Some EVENING drivers are short and somewhat rude about stops downtown.
Some of the bus drivers are really rude.
Some of the drivers get a little rude sometimes.
Sometimes the drivers are rude but not usually.
The ladies are pretty unfriendly except for the brown haired one
The niceness
Extend Route
A stop at the Open Door Clinic
Closer bus stop to my house on Alva to Walmart (have to walk with a cane)

Connecting Walmart bus with downtown bus
I just wish they made more stops
More access
Express routes
More bus stops on 3rd St. (Pelican City)
More routes out to KCC
More stops
Route going to New Pilot Station
Routes irregular stops, doesn't cover major intersections 6th/Wash. etc. Less duplication
Run Sundays
Second bus to KCC
Stops at places closer to the place that I'm going!
Sunday service
They need more routes
Would like a long stop closer to the side walk to Alva St. (hard for me to walk)
Fleet Maintenance
Fix buses so there are no breakdowns
The bus needs to be cleaned
Air condition. A place for the strollers.
Air conditioning
Better maintenance
Better maintenance on buses or new ones. People need to get to their destination on time so little or no breakdowns.
Better repairs and maintenance
Better repairs and maintenance
Bus repair. Move stops/routes. Evening hours. Lower fares.
Clean the buses
Equipment, Later schedule for KCC so we can work and go to night school, Short bus - running later per KCC students.
Fix the buses
Get new buses - breakdown and delays. More days, more time, come every 30 minutes instead of 1 hour.
Get new buses that handle better.
Getting new buses would be of great importance. Or getting better upkeep on them so that they don't break down. People have places they need to be on time.
Newer buses

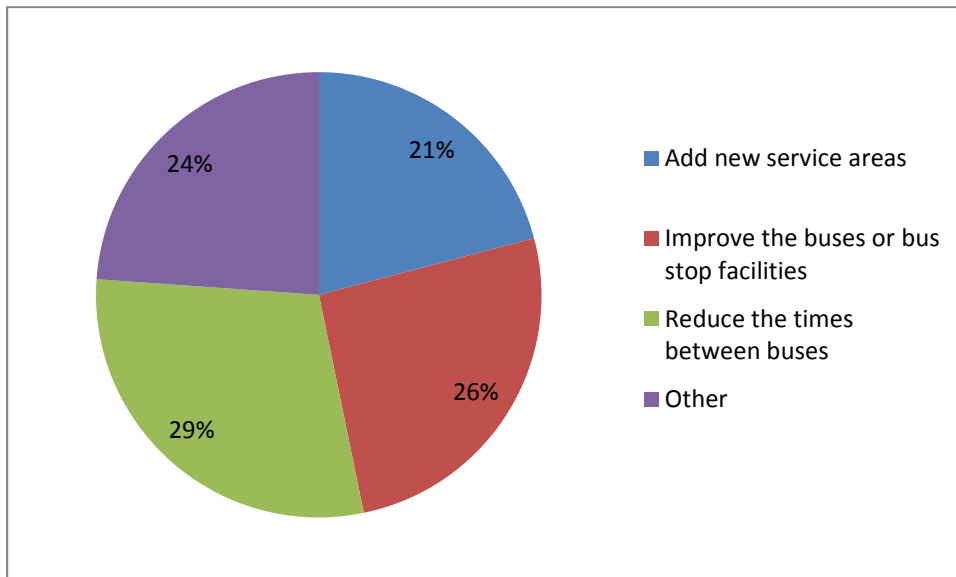
New buses or better maintenance on them
Replace both mainline buses
Seating
Vehicles need more TLC
Wash seats
Service Frequency
More times
Increase service on Saturday to 2pm
Add half day service on Sunday
Crowded
Everything is good except for the hour between times on 4/6 route
Getting to work on the weekends is annoying without the bus
Have different and more frequent stops, especially to Walmart.
Increase service Hours on Saturday. Add Sunday service
Less time between buses and to run later in the night.
Longer hours
Longer hours
more bus times; more bus service
More buses
More frequent stops for OIT students living off campus
More Saturday hours. Extend hours.
More stops, less time
Needs to run later
Obtain more money to get more buses to transport outside the mainline and KCC on the half hour. There may be other needs in areas not served too.
Reduce times between pickups and drop offs and run later. Easier access to disabled programs.
Run later hours
The only thing is more hours.
Time schedule. I need earlier bus schedule from 5 am to 6 am or early 6am
Wait times
Reliability
Less waiting at stops.
It is sometimes not on time.
Be on schedule
Be on time.

Better time - not being 10 minutes late.
Buses don't run on time. Sunday is consistently late and we miss transfers.
It's just late
Try to stay on schedule; I was late to KCC 2 of 3 times a week.
On time buses
Wait time
Staying on Schedule.
They are almost always late.
Time consistency
Time occasionally
Timeliness in winter
Times; buses are always late. The feeder 3/5 breaks down frequently and I get held up too long.
Timing
Wait time for feeders length of service available
Transfers
Change time to make sure connections are made for example KCC's; 4S either more frequently or more buses
Feeders need to be able to meet mainlines on time.
Feeders need to be able to meet mainlines so one can arrive at destination on time.
Have buses WAIT for feeder
Have the main line wait for the feeder route
Missing connections from downtown makes me late to work
Longer wait at downtown route to falcon heights
Schedule buses to where if the transit leaves without the mainline there, there is still time to walk to Walmart and make it on the hour. This is a repeated issue!
Transfer usable at other locations. Route should run more in the morning and in the evening.
ITS/ Route Info
Better indicators as to when the bus arrives/departs at stops or ITS/ Route Info route
Better information about transfers
Better understanding of which bus and what route is best.
I need help taking the right route. You could put the route inside the bus.
Post schedule at downtown terminal
Post schedule at downtown/fairgrounds transit
Put schedules at terminals
Prices

It would also be nice if the passes were a little cheaper.
Just the prices
Lower cost
Lower the cost to get on.
Cheaper fair
Pricing
Run later. Price
The cost is high and I often cannot ride the bus when I need to.
The price is too high and Saturday times.
Miscellaneous
More time for shopping
Public bathrooms

Survey respondents were then asked, “If BTS had additional money, what should they do first?” As with the responses above on ways to improve service, Exhibit 11 shows the responses to this question were split fairly evenly between adding new service, improving buses or facilities, reducing the times between buses (i.e. increasing frequency), and “other”.

Exhibit 11: If Basin Transit Service had additional money, what should they do first?



The following summarizes the responses of those that answered “other”.

If Answered Other
30 minute pick up instead of 60
4 way stop at downtown bus station so people don't get hurt anymore.
Add an express route down 6th
Add more locations for bus stops
Add new service and lower the prices like the good ol' days.
All of the above and 2 buses on Sunday.
All of the above and buses should operate later (10pm). Students often work late and need to be able to get home!
All of the above and more stops.
Bench at all stops
Buy new buses
Change bus TIMES not routes
Clean the seats
Do repairs on them when they actually break down
Do repairs on them when they break down
Extra set hours. All the above, stagger feeders so people can make their transfer, Sunday service. Feeders to meet mainlines
Fix the buses and get new ones
Get better drivers!
Get new buses
Give you slip
Less money and kids free
Let the board decide what is needed
Longer hours
Lower costs
Lower price of fares
Lower prices and/or free rides for kids under 18
Make 3/5 and 4/6 on the quarter after and quarter till
Maybe add a few more stops.
More pickup/dropoff locations
More routes
More stops
New bus
New buses

Not a thing
Operating more hours
Put larger no smoking signs in the terminals
Run on Sundays and early evenings
Run later
Run later
Run longer hours
Run more
Run on Sunday
Seats clean and repair
Seniors all day pass 1 or 2 dollars
Start earlier on Saturdays
Sunday bus
Tram system would be nice but unlikely
Try to lower bus pass cost
Twice an hour to KCC

Survey respondents were then provided one additional opportunity to provide feedback which is reported below.

Do you have any other comments or suggestions that you want us to consider as we work to improve the transit system?
New and easier map pamphlets. Currently hard to understand or read. - Trash cans at stops. - A shelter at Mia Pias business stop and others
1. Increase service on Saturday to 2pm 2. Add half day service on Sunday
30 minute routes to Walmart
Additional trash cans or shelters
Adjust times
All areas need improvement.
All bus drivers are very nice and friendly.
All the drivers I've seen are pretty pleasant for the most part and I appreciate them all.
At peak times add more buses
Bathrooms
Better ventilation. Too much exhaust smell on one of your buses.
Bike racks

Change 3-5 and 4-6 schedule. Less chance of not making connection
Cheaper fares
Drivers are excellent - professional and on time.
Earlier times/Later hours
Free for students. Having more than 1 commuting line running so if we miss a transfer we can get on the next one.
Friendlier and more knowledgeable drivers
Given the cost of dial a ride decreasing distance between stops will assist many who find it difficult to walk at time or all the time.
Have more stops so we don't have to walk so far. For example, have a stop at Open Door.
Hire friendly drives. A few are unfriendly.
Honestly <i>Driver A</i> is not very nice like other drivers. She never smiles and has a negative disposition. Bus drivers need to have smiles.
I suggest having more stops and more buses.
I think it is a pretty good system overall
If you are disabled and under 65 and not wheelchair you don't get discount while on fixed income.
Improve buses
Improve buses and stop facilities
Improve the buses and bus facilities
It is a good thing to have buses here in Klamath Falls and for many years to come in the near future
It needs to be on time.
It would be much easier to get on if the fare was a dollar.
Just be nice.
Just having routes that stop at the main stops every half an hour - like the 4/6 route
Larger front seating for disabled/baby stroller/etc
Let mainlines wait on feeders
Longer bus hours in the evening please! 7:30 pm is too short
Longer hours for all buses
Longer Saturday service
Lower rate
Make 4/6 and 3/5 separate routes
Make bus stops enclosed but transparent and have heaters in them that are only on in the winter.
Make sure drivers are first rate and care about the people safety and polite. Thanks.
Maybe a discount for lower income residents.
Maybe more helpful communication.

More bus stops. Cheaper rates.
More niceness and more time for the busser
More routes to KCC
More stops
More stops around town and out to KCC along 6th st.
Most are very friendly helpful drivers. Thanks!
MOST of the bus drivers are pleasant. Sometimes a driver punches the time wrong on the transfer slip and I have to pay to get back on. Happens occasionally.
Need new buses
Need second bus service to KCC
Need this bus everyday please
Need trash cans at certain places
New bus maps because people have a hard time understanding the current ones. More trash cans and shelters like at the Mia Pais stop.
New buses
One driver is very rude and others are good. 3 are great.
Overall I'm satisfied.
Please increase the number of buses in an hour
Reduce times between buses.
Require people to fold strollers or use small ones.
Run on Sundays.
Saturday service to 7pm. Add Sunday service (same as Saturday)
Separate smoking
Shelter, trash, and no smoking.
Shorter distance between stops, increase Saturday hours.
Should use traction device during the winter when needed. Need to take less time to get out to Walmart and back in 3 hrs. Round trip run longer hours on all routes.
Start earlier and run later (early work shifts)
Start time for the buses need to be earlier for the 4/6 feeder. Later time schedules on weekends and Friday evenings, especially to Walmart.
Tell drivers not to be so rude!
Thanks for discount students passes!
There are 3 drivers that are great! One man is very rude.
They need more working buses.
They need new buses
Time adjustments on the routes w/increasing riders.

Too many breakdowns. Improve on maintenance
Train staff more in awareness of disabled (mental and physical) patrons.
Transfers should be used at any stop in the same direction.
Why are you so nosy about my life beyond the bus?
Wish there was a stop at the summit of clover. Difficult walk uphill.
Without BTS I would not be able to go to KCC or regular shopping needs. Seats need to be cleaned and need cushions replaced.
You people rule.

SUMMARY

The following summarizes the findings of the BTS rider survey that was conducted over a several day period in late January/early February, 2013. The findings include information on rider demographics, trip characteristics, BTS performance, and areas for improvement. A total of 217 usable responses were received and include good representation from each fixed bus route. In general, BTS riders tend to be of all ages, fairly dependent upon transit, frequent riders that use the system for all types of trips, and generally satisfied with the service. A significant amount of feedback was received on areas to improve; however, this feedback was very well distributed among a variety of areas.

Demographics

- **Age** – The age profile of BTS riders is fairly well distributed in each age bracket from 15 to 74; however, the largest proportion (26%) is between the age of 15 and 24 years old. The ranges of 25-34, 35-44, 45-54, 55-64, and 65-74 each have 11 to 16 percent of the ridership. Riders under the age of 14 and above 75 each make up only 2% of riders, respectively.
- **Income** - 63% of survey respondents earn less than \$15,000 annually and 91% earn less than \$30,000 annually.
- **Vehicle Ownership** - 66% of survey respondents do not own a motor vehicle and is likely very dependent upon service from BTS.

Trip Characteristics

- **Length** - 73% of trips were reported to be less than 30 minutes with only 3% reported as greater than an hour.
- **Ridership** - An overwhelming majority of survey respondents (74%) reported riding the bus at least 2-3 times per week round trip with approximately 22% of riders riding the bus two directions five days per week.
- **Purpose** - The responses were well distributed with no one trip purpose being the majority; however, shopping was the most common response followed by school and work.

- **Transfers** - 57% of survey respondents reported that they did not transfer buses to complete their trip. 43% of riders reported that they did need to transfer to complete their trip.
- **Bus Stop Access** - The gross majority of respondents (98%) access BTS bus stops by walking. Only 2 percent of respondents cited biking or driving to a bus stop.
- **Walk Distance** - 84% of riders walk less than $\frac{1}{4}$ mile to the nearest bus stop with 97% walking less than $\frac{1}{2}$ mile.

BTS Performance

- **Performance Rating** - In response to the question: "What is your overall impression of the Basin Transit Service (1 to 5, with 1 being poor and 5 outstanding)?", 74% of respondents rated the Basin Transit Service with a 4 or a 5, with 5 being the best rating. Only 6% rated it with a 2 or below.
- **Areas for improvement** – Responses to areas for improvement were well distributed among the areas of customer service from drivers, route coverage, fleet maintenance, service frequency, reliability, rider information, and price.
- **Spending Priorities**– In response to the question: "If BTS had additional money, what should they do first?", responses were split fairly evenly between adding new service, improving buses or facilities, reducing the times between buses (i.e. increasing frequency), and "other".

Attachment A
Rider Survey Form