

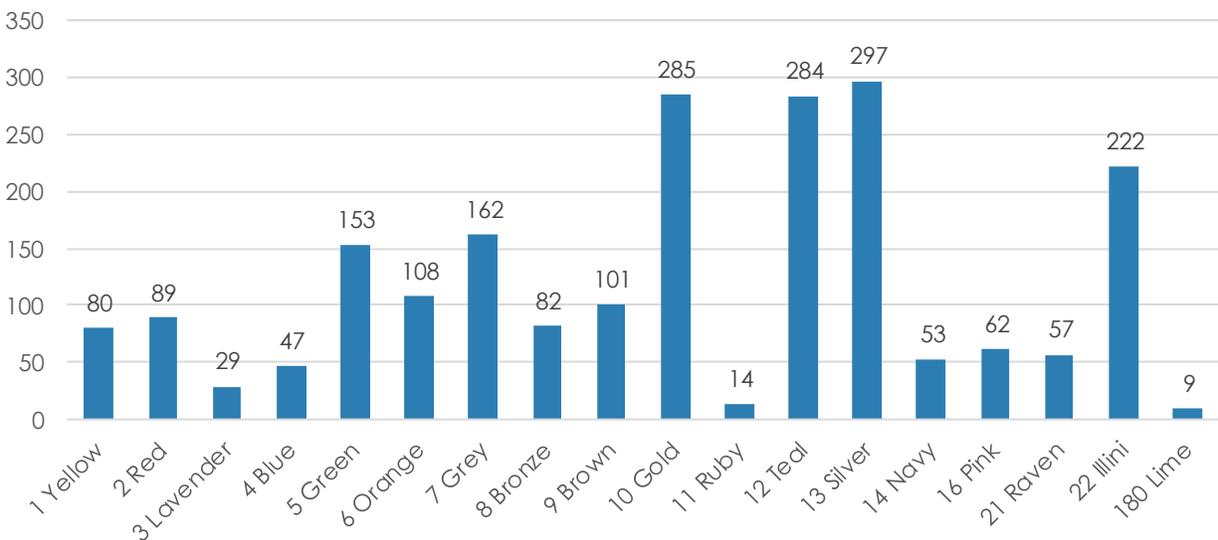
Appendix E: Onboard Survey Results

December 2019

Overview

As part of the MTD Next Transit Study, a passenger survey was conducted on board all MTD bus routes. Passengers shared information about their trip and their general use of transit services, their priorities for improving service, and their satisfaction with the system's service and features. The survey was administered September 30 – October 3, 2019 on all MTD fixed routes, with paper surveys available in both English and Spanish. A total of 2,134 surveys were collected. Most responses were received on the Silver, Gold and Teal routes while the least were received on Ruby and Lime. The results for the system are summarized below.

Figure 1: Survey Responses by Route



Rider Characteristics

Gender

The respondents of the Mass Transit District Study are more likely to be female (54.4%) than male (44.8%).

Age

The largest share of the respondents (56.9%) are between the ages of 18-24 implying the service is majorly used by students. Nearly 15% are between the ages of 30-44 followed by 12.6% between ages 25-29. Only 4% of the respondents are above the age of 60.

Figure 2: Gender

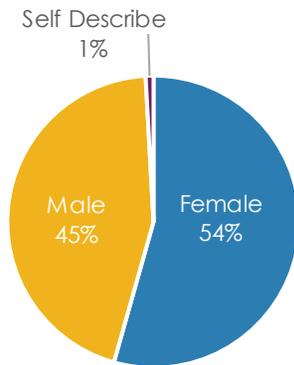
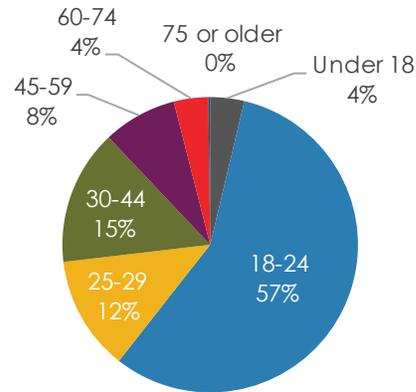


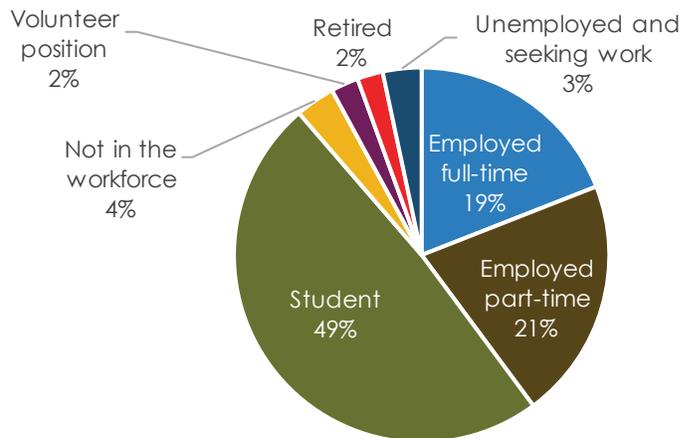
Figure 3: Age



Employment Status

About half of the transit riders are students. A fifth of the transit riders are employed full-time, while another fifth is employed part-time. Students and those that are employed depend on transit to reach academic institutions or their place of employment.

Figure 4: Employment Status

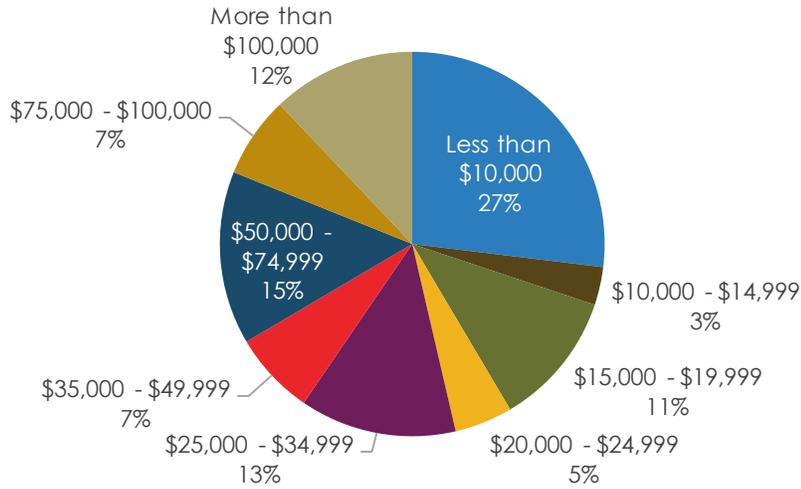


Income

A quarter of the MTD transit riders reported living in households with incomes less than \$10,000. As most of the transit riders are students, this probably could also mean personal income rather than total household income. Total household income of a third of the transit riders is at par or above the median household income of Champaign (\$68,872) and Urbana (55,079)¹.

¹ U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

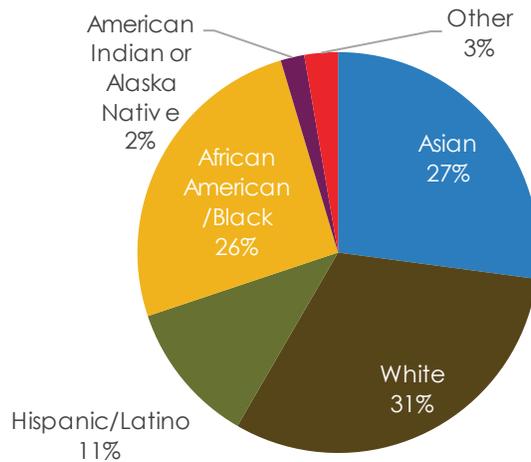
Figure 5: Income



Race/Ethnicity

White or Caucasian riders constitute the largest portion (31.3%) of the survey respondents closely followed by Asian (27.1%) and African American/Black riders (25.5%). The Asian and African American/Black riders constitute as prime transit users considering 64% of the combined population of the cities identifies as White or Caucasian, 17% as African Americans/Black and 15% as Asian (U.S. Census Bureau, 2013-2017).

Figure 6: Race and Ethnicity

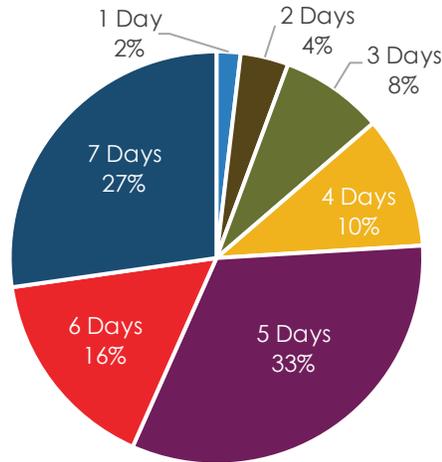


Transit Use

Frequency of Transit Use

Most respondents are regular transit riders, with about 76% reporting that they ride the bus at least five days a week. Only 2% of the riders reported using bus services just once a week.

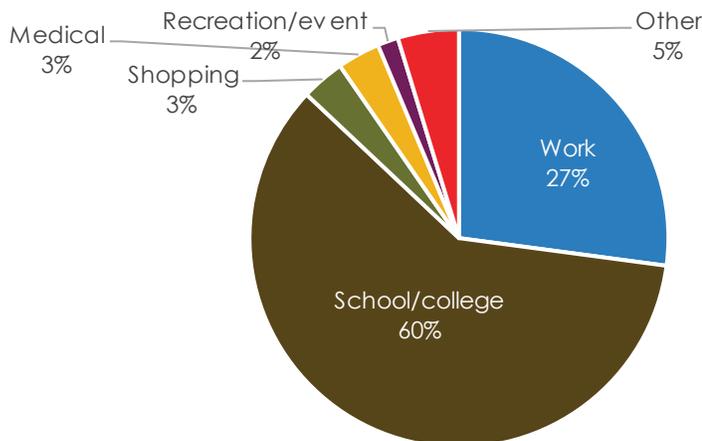
Figure 7: Frequency of Transit Use



Trip Purposes

More than half of respondents (60%) reported that they were taking the bus to reach their college or university. Another 27% of respondents reported that they were using transit to reach their place of employment. Other purposes for which local transit was used were shopping, medical and recreation.

Figure 8: Trip Purpose



Length of Transit Use

The vast majority of respondents have been using MTD for four years or less, which may indicate that a large share of riders are university students. About 28% of the riders are new to the system and have been riding it for less than six months. Another 27% and 20% of the riders have been riding on the system for one to two years and three to four years, respectively. Almost a fifth of all riders have been consistently using the local bus services for more than four years.

Respondents also indicated how frequently they use MTD services compared to one year ago. The largest share of respondents (41%) reported that they use the service with the same frequency as a year ago, while about one quarter use the service more often than they used to.

Figure 9: Length of transit use

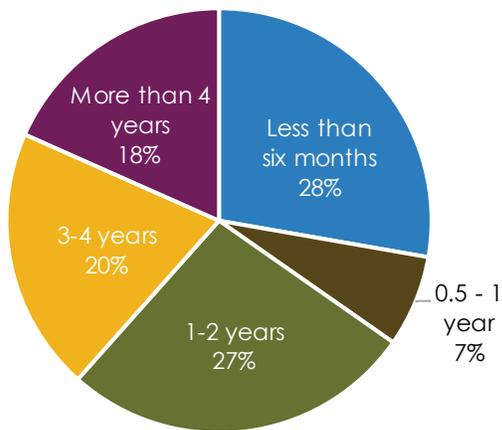
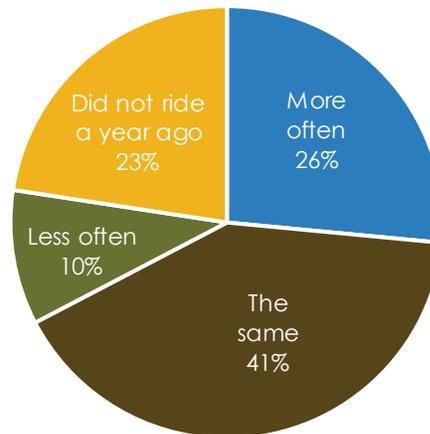


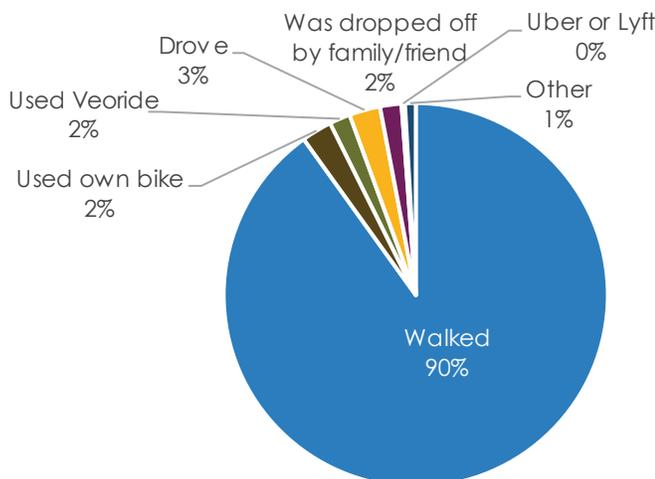
Figure 10: Frequency of transit use compared to one year ago



Transit Access

The vast majority of riders (90%) walked to a nearby bus stop to reach bus service. The rest of users either biked, used Veoride, drive, or were dropped off at a bus stop.

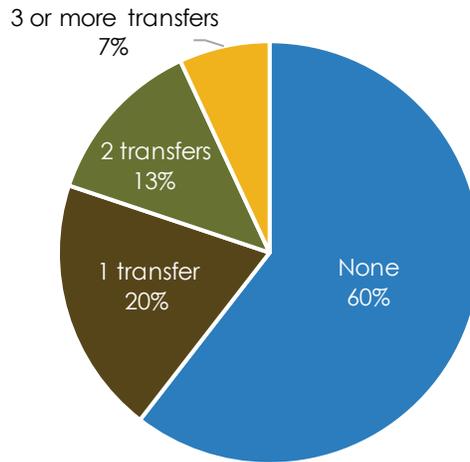
Figure 11: Mode of Access to MTD Transit Services



Transfers

Most survey respondents (61%) did not have to make any transfers as part of their trip to reach their destination. About one fifth of respondents made one transfer to complete their trip, while another 13% made two transfers to reach their destination.

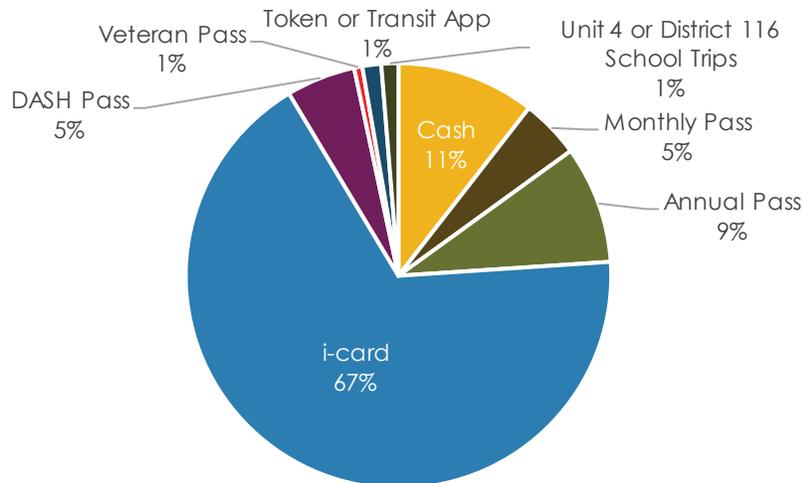
Figure 12: Local bus transfers



Fare Payment

Two-thirds of riders (67%) reported using an i-card to pay their fare, indicating the extent to which UI students, faculty, and staff comprise MTD ridership. About 11% of all riders use cash to ride the system, while almost another tenth uses an annual pass.

Figure 13: Fare Payment Methods

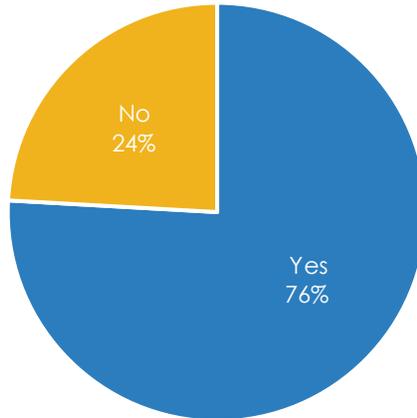


Use of Local Transit Mobile Application

Mobile access to transit information is an important tool for making transit more convenient for riders, especially for students and young adults who use technology to a significant extent. As

part of the survey, the respondents were asked if they use a cell phone and whether they have access to internet on it. Nearly all respondents (95%) use a cell phone, and 92% of them have access to internet. In addition, 76% of survey respondents have an app on their mobile phone that they use for local bus service.

Figure 14: Use of Local Transit Mobile App



Use of Rideshare or Bikeshare Services

Many respondents reported using newer alternatives to transit in addition to MTD bus service. Half of respondents reported having used Uber, Lyft, or a similar ridehailing service at least once in the past 30 days. However, only 17% of respondents reported using the VeoRide bike sharing service during that same time.

Figure 17: Use of rideshare/bikeshare service in combination to a bus trip

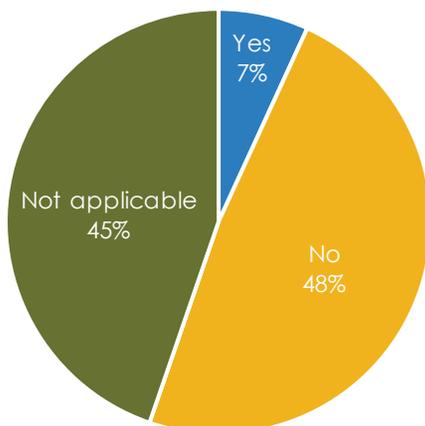
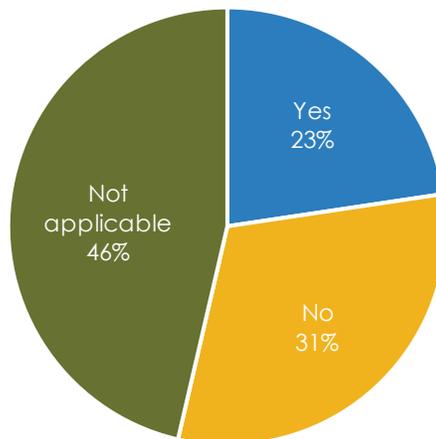


Figure 18: Use of rideshare/bikeshare service to replace a bus trip



When asked if these services were used in combination with a bus trip, 48% of respondents answered that these services were not used in combination with a bus trip, while only 7% used it in combination with MTD service. Respondents were also asked whether they used these services

to replace a bus trip, and 23% answered that they did use these services instead of making their trip by bus.

Figure 15: Use of ridesharing service in the past 30 days

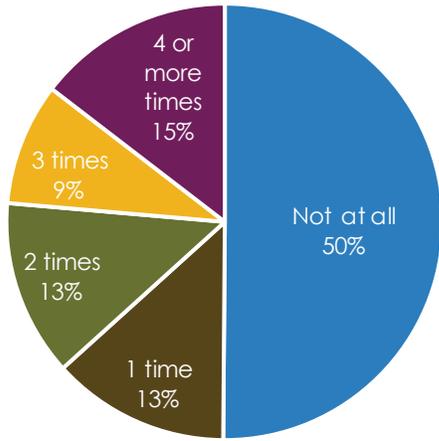
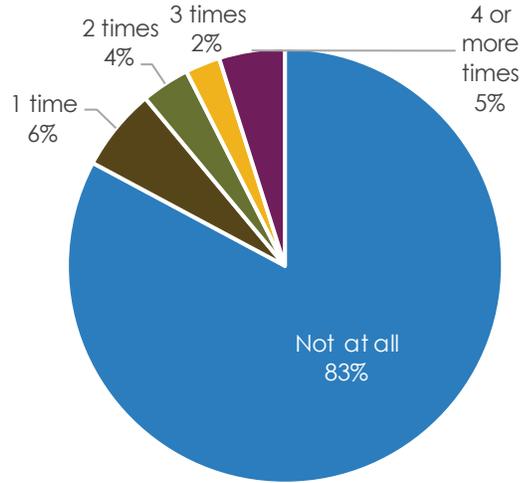


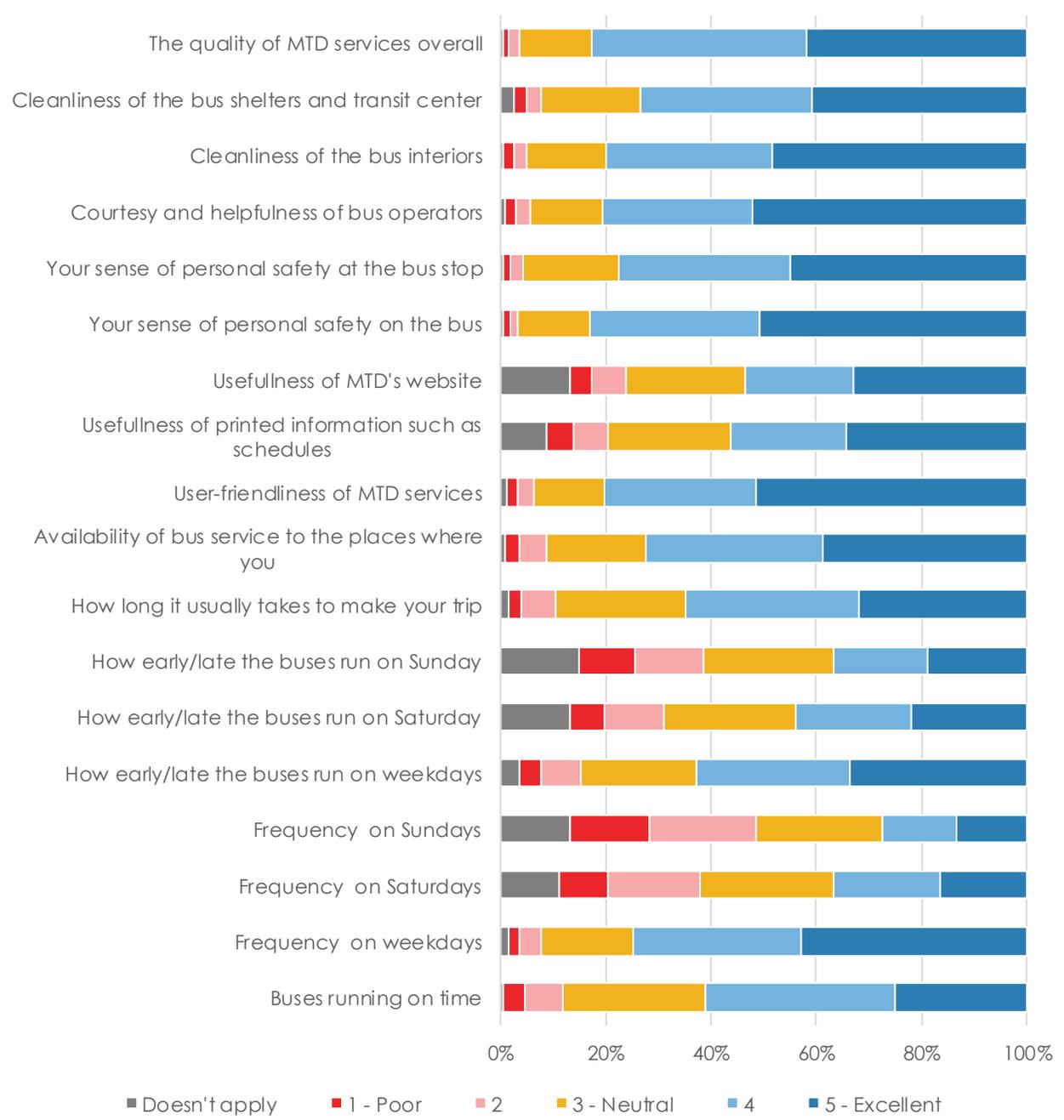
Figure 16: Use of VeoRide in the past 30 days



Service Improvements

Survey respondents were asked about their perceptions of several MTD service features. Overall, MTD riders are fairly satisfied with local bus service. Respondents gave high ratings to personal safety on MTD buses, courtesy and helpfulness of operators, and overall quality of MTD services. In terms of service characteristics, weekday frequency was also rated highly. The lowest ratings were given to service frequency on both Saturdays and Sundays, and to early/late span of service on Sundays.

Figure 19: Rating of MTD Service Features

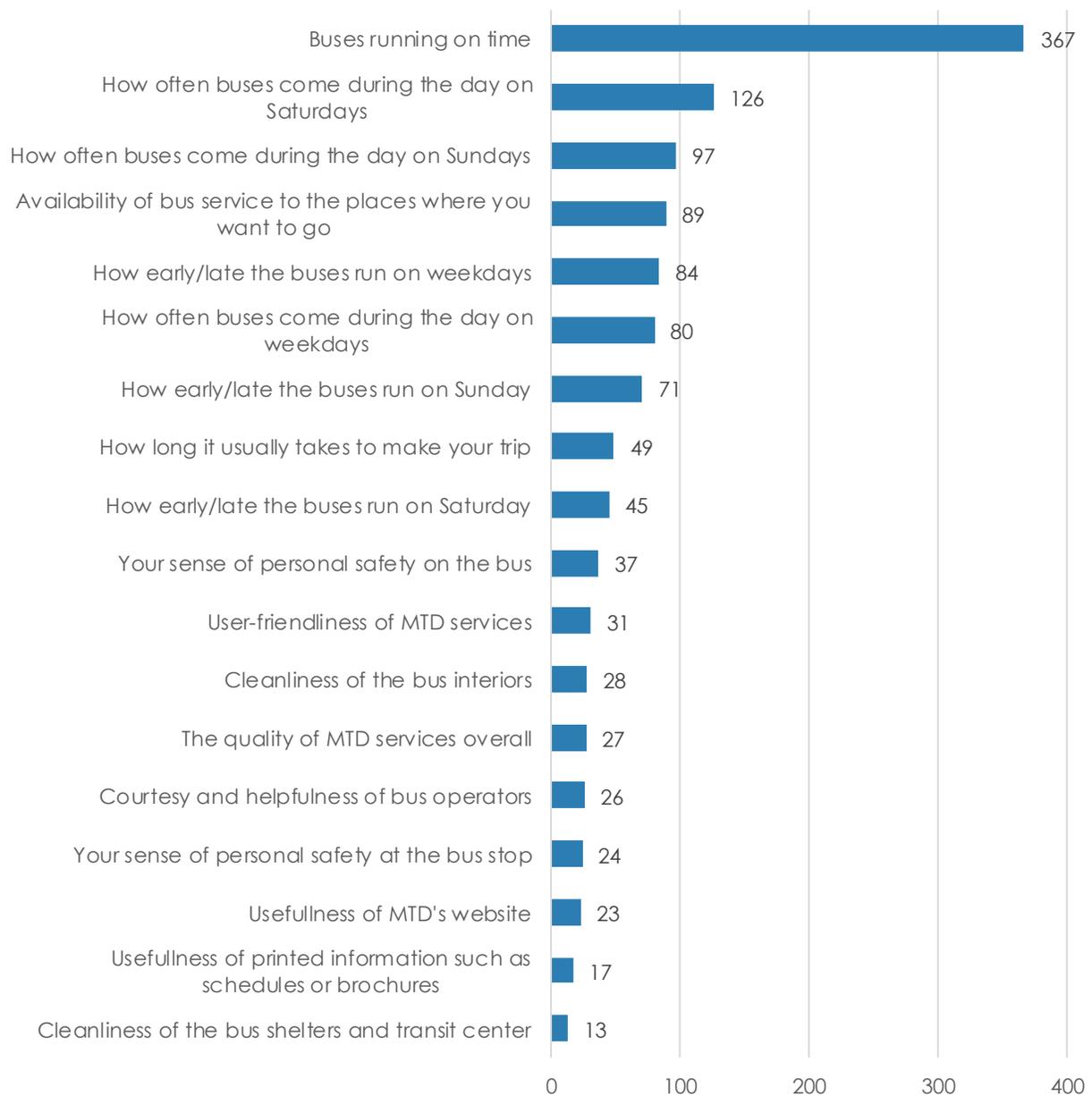


Out of this list of 18 service feature options, respondents were asked to identify the top three features that they believe are most important to improve. In general, the most important opportunities for improvement are on-time performance, service frequency (particularly on weekends), and the availability of bus service to where people want to go.

1st Choice

The largest share of survey respondents by far identified buses to be running on time as their top service improvement opportunity. Service frequencies on Saturdays and Sundays were the next highest opportunities, but with less than a third as many votes as on-time performance, indicating the significant of reliability as an issue for MTD riders.

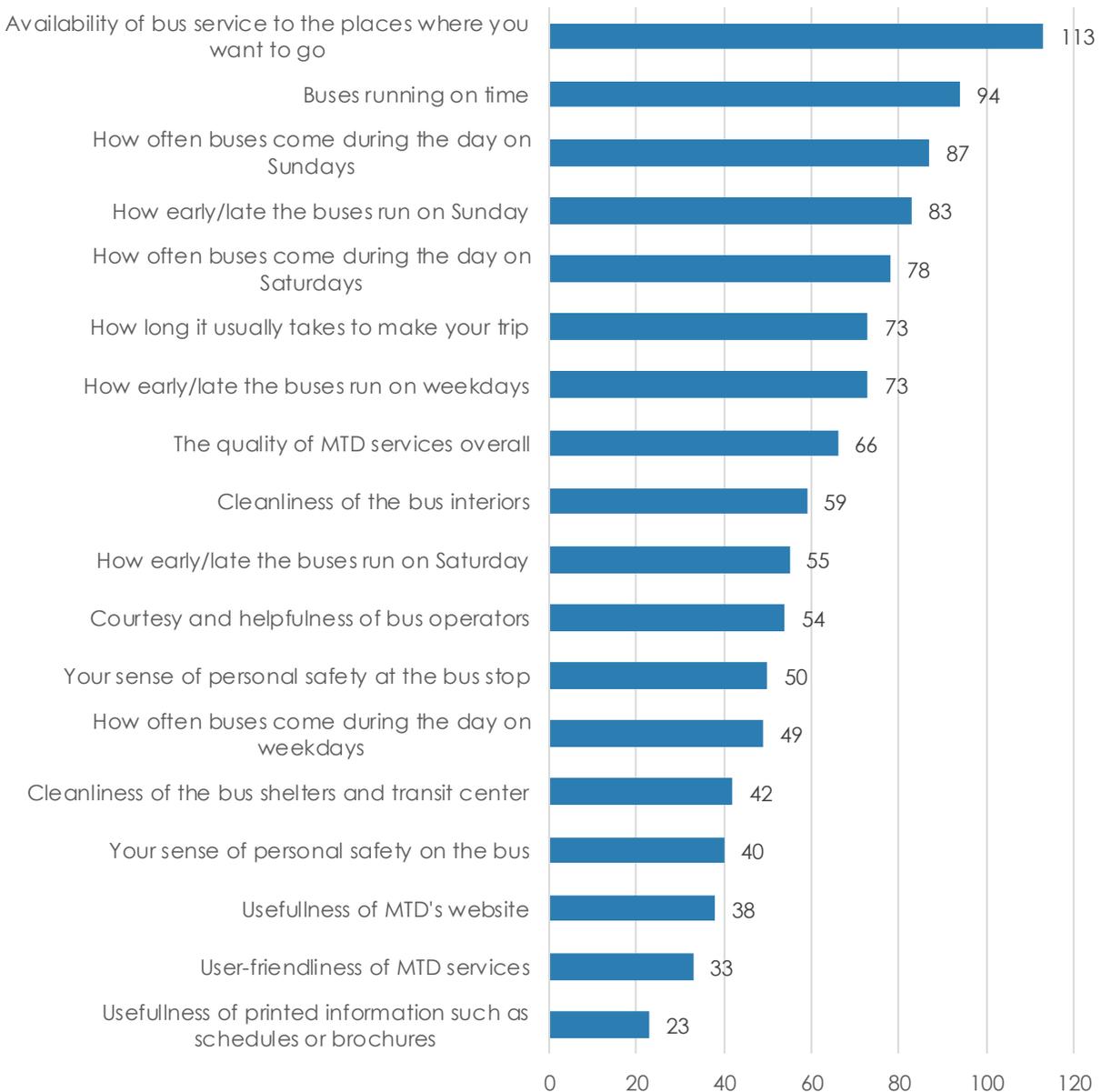
Figure 19: Service Improvement Opportunities - 1st choice



2nd Choice

When asked to select their second-highest opportunity, the largest share of respondents identified the availability of service to where they want to go, followed by on-time performance and both frequency and hours of service on Sundays.

Figure 20: Service Improvement Opportunities - 2nd choice



3rd Choice

Many respondents identified service frequency as their third-most important opportunity for improvement, with Sunday, weekday, and Saturday frequency ranking in the top four. The third-

largest share of again identified on-time performance in their top three service improvement opportunities.

Figure 21: Service improvement opportunities - 3rd choice

