

On-Board Survey Report

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2014 - 2023 Transit Development Plan

On-Board Survey Report FINAL REPORT



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Section 1: INTRODUCTION

The 2014–2023 Transit Development Plan (TDP) for Broward County Transit (BCT), known as BCT *Connected*, serves as the strategic guide for public transportation in Broward County over the next 10 years. Development of the TDP requires a number of activities, including an on-board survey. This technical report provides an overview of the on-board methodology and results.

Organization of Report

This technical report, which was compiled to support BCT’s 10-year TDP Major Update, is composed of three major sections, including this introduction.

Section 2, On-Board Survey Methodology, details the process undertaken to develop the survey instrument and surveying plan. **Section 3, On-Board Survey Results**, section includes charts and graphs providing the analysis of the results from the on-board survey.

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Section 2: ON-BOARD METHODOLOGY

The on-board survey was completed between February 26 and March 10, 2013. Weekday surveying was conducted on February 26, 27, 28, and March 1. Weekend surveying was conducted on March 2, 3, 9, and 10. Additional surveying to reach all Community Bus routes was conducted May 2 through 18. Surveys returned by type of day are provided in Table 2-1. The survey targeted 10 percent of BCT’s fixed-route service, including community bus service. Surveying was conducted on every fixed route and community bus route.

**Table 2-1
Survey Count by Type of Day**

Day	Count	Percent
Weekday	5,096	57.2%
Saturday	2,252	25.3%
Sunday	1,565	17.6%
Total	8,913	100.0%

The purpose of the survey is to obtain information related to the attitudes, preferences, and habits of current riders for market research purposes (i.e., the survey is not specifically designed for model input or validation).

Trained surveyors were stationed on buses to distribute surveys. Passengers could complete surveys in English, Spanish, Haitian Creole, or Portuguese. Copies of the survey instruments in each of the four languages can be found in Appendix A. Table 2-2 provides an overview of the number of surveys completed in each language.

**Table 2-2
Surveys by Language**

Language	Completed Surveys	Language Distribution of Completed Surveys
English	8,226	92.3%
Spanish	563	6.3%
Haitian Creole	117	1.3%
Portugese	7	0.1%
Total	8,913	100.0%

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Section 3: ON-BOARD SURVEY RESULTS

This section contains the survey results. Results were tabulated for all routes regardless of type and then by each type of route: Breeze, express, local, and community bus. Table 3-1 displays the number of surveys returned by service type.

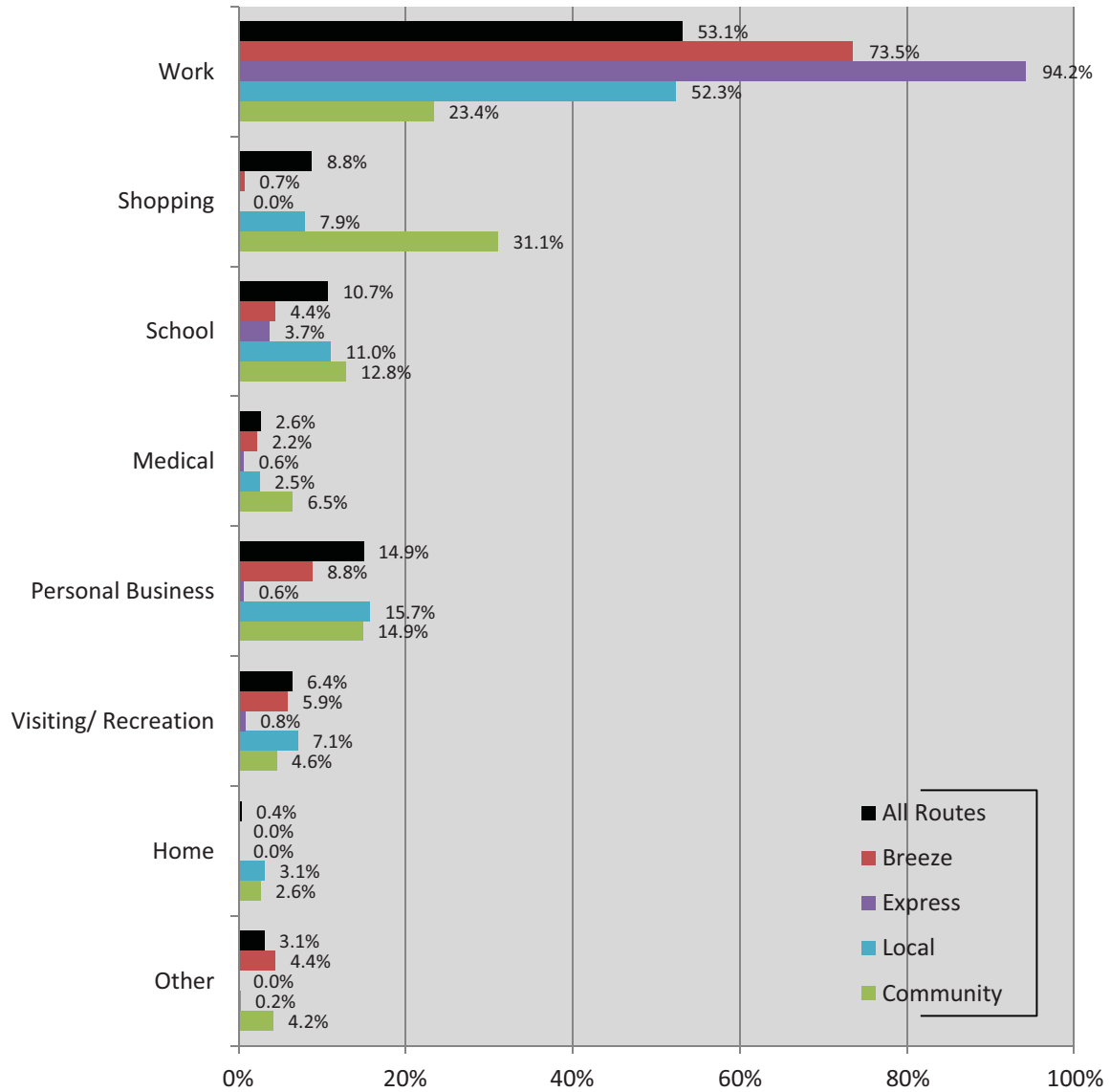
**Table 3-1
Completed Surveys by Service Type**

Service Type	Count	Percent
Breeze	136	1.5%
Community	1,274	14.3%
Express	491	5.5%
Local (Fixed-Route)	7,012	78.7%
Total	8,913	100.0%

Trip Purpose

Respondents were asked what the main purpose of their trip was. For most respondents, work is the reason they are riding the bus. For the overall system, just over 53 percent of trips are for work purposes. Over 94 percent of express bus trips are for work purposes while 73.5 percent of Breeze trips are for work purposes. Local and community bus service are more likely to have a variety of trip purposes. For local service, almost 16 percent of trips are for personal business. For community bus, shopping, personal business and school are also popular trip purposes. For those respondents indicating “Other” as a trip purpose responses included interviews, beach, church, gym, and jury duty.

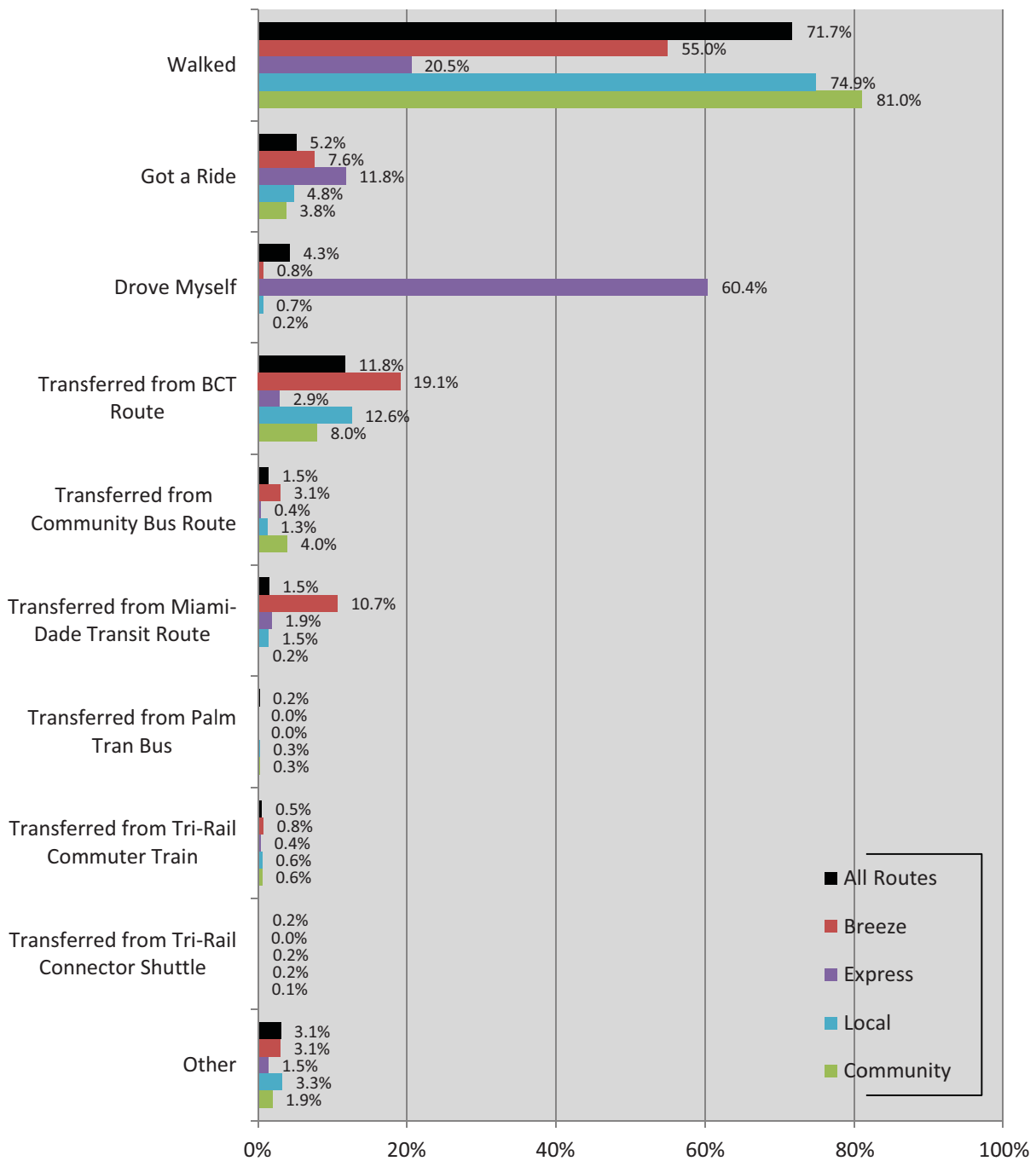
**Figure 3-1
Trip Purpose**



Access to Bus Stop

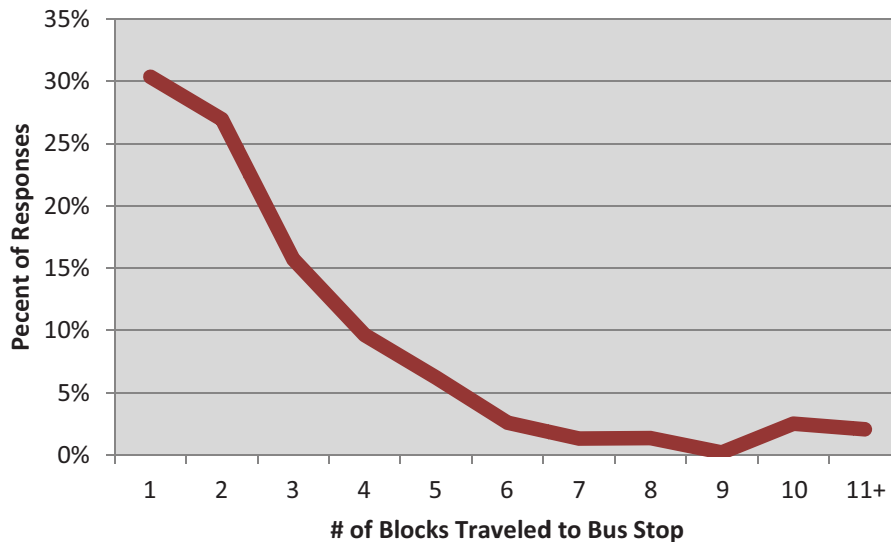
Respondents were asked how they traveled to the bus stop. For the overall system, approximately 72 percent walked to the bus stop. Express passengers were more likely to drive themselves to the bus stop and park. Overall, just under 12 percent of passengers transferred from another BCT route. Almost 11 percent of Breeze riders transferred from Miami-Dade Transit. For those respondents indicating “Other,” the primary means of accessing the stop was by bicycle.

**Figure 3-2
Access to Bus Stop**



For those who walked to the bus stop, over half of them walked two or fewer blocks.

Figure 3-3
Blocks Walked to Bus Stop



Origin and Destination

Respondents were asked to provide ZIP codes and/or place descriptions for their origin and destination. For place locations that could be identified and located within a ZIP code, ZIP codes were assigned. Map 3-1 displays the trip intensity between various ZIP codes using the ZIP code centroid. Strong movement is seen between downtown Fort Lauderdale and areas around it, especially to the north and west. There are also strong connections between south Broward County and downtown Miami.

Fare Payment

Figure 3-4 shows how respondents paid for their transit travel. Overall, almost 40 percent of respondents paid the regular fare with cash. Breeze riders were the most likely to use the 7-day pass. Express riders were the most likely to use the 31-day or the 10-ride pass. Since many community buses do not charge a fee, these passengers indicated “other” as a response. For respondents who chose “Other,” the following reasons were also given: government employee passes, family passes, annual passes, transit employee passes, or transfers.

Figure 3-4
Fare Payment

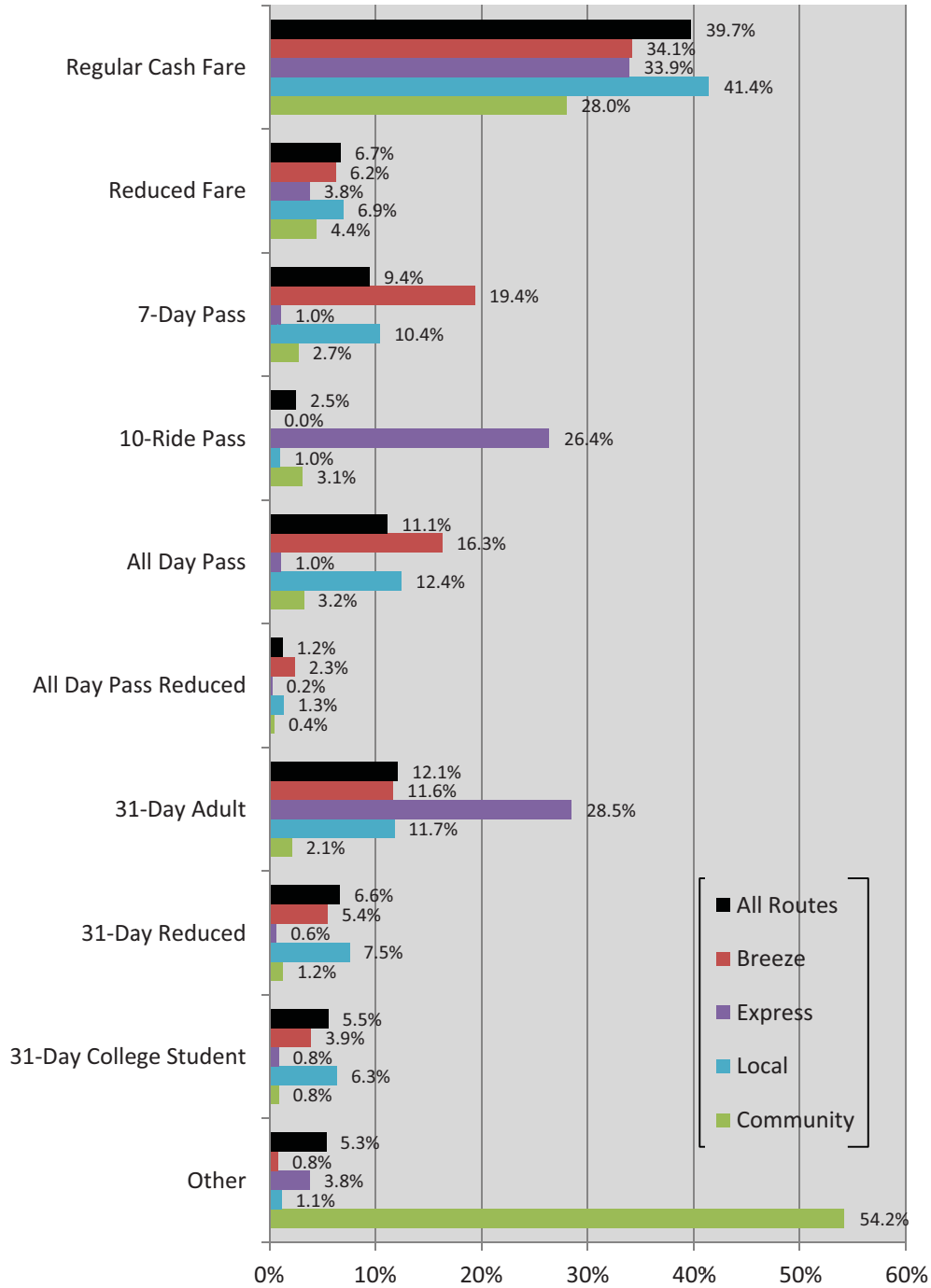


Figure 3-5 provides a breakdown of payment type based on age. Younger riders were more likely to pay full cash fare than older patrons. Seniors were more likely to pay a reduced fare or use a free community bus. Thirty-one day passes were more popular with respondents 25 to 64.

**Figure 3-5
Fare Payment by Age Cohort**

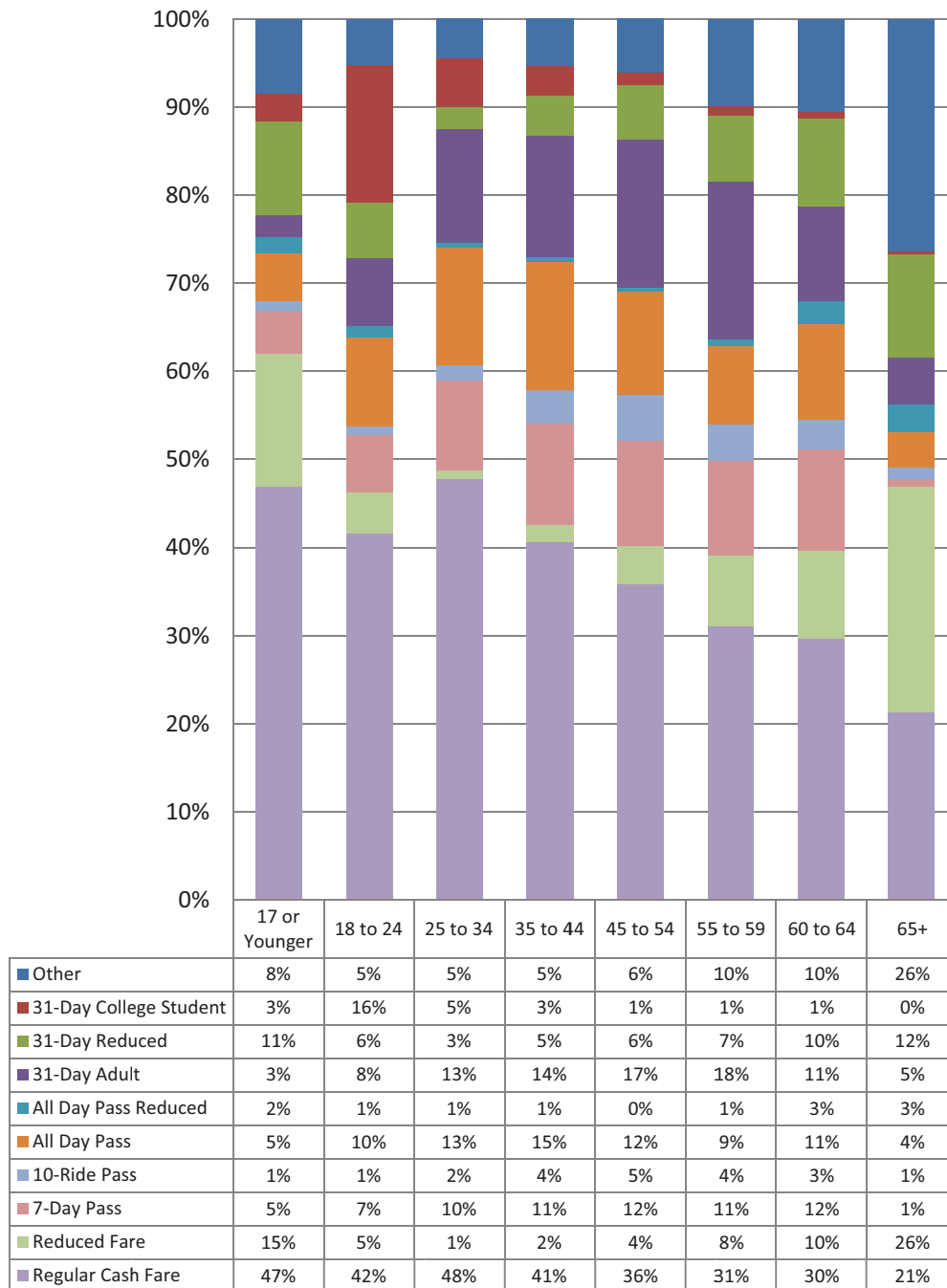
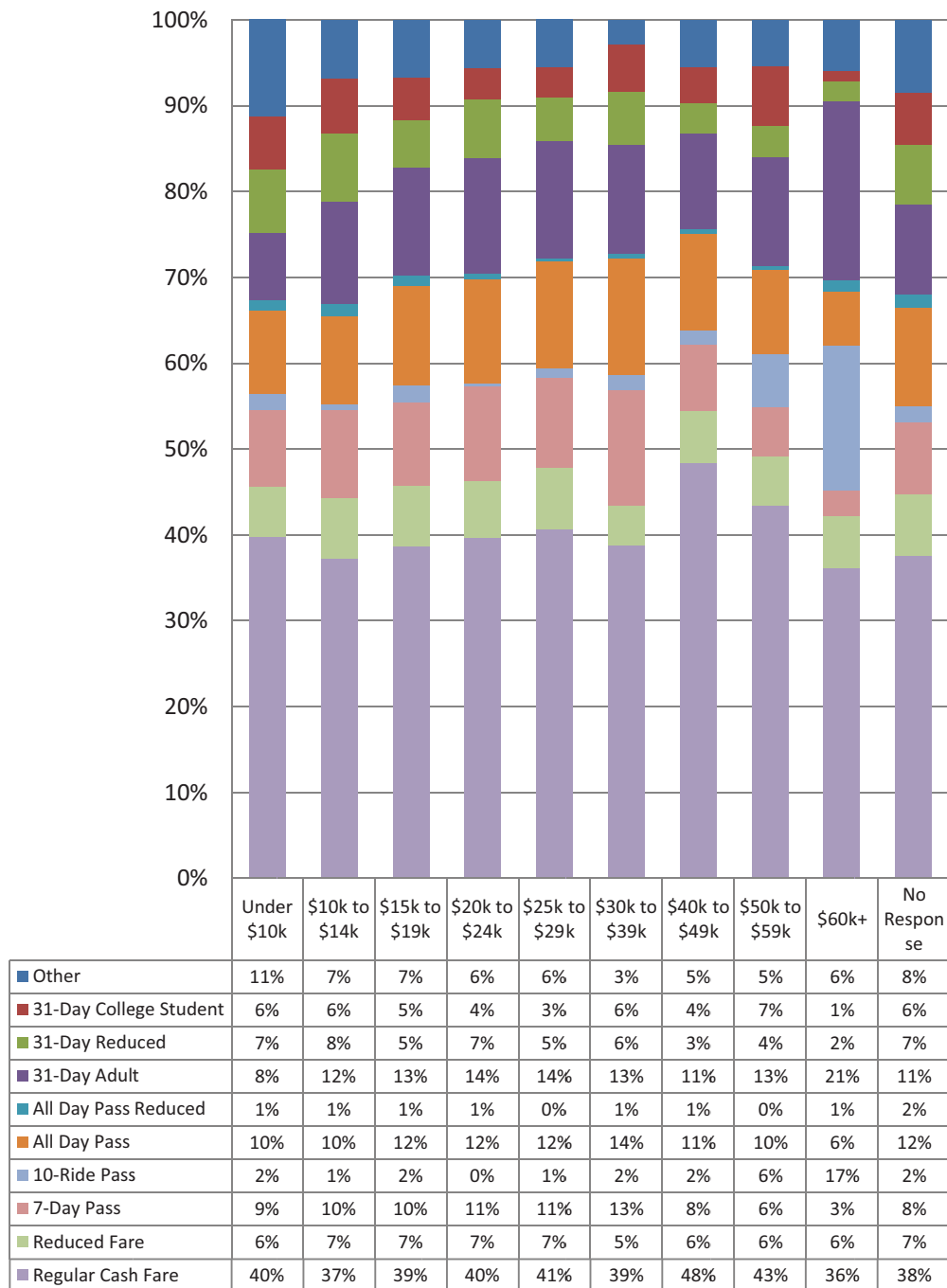


Figure 3-6 provides a breakdown of payment type based on household income level. For the most part, income did not affect fare payment type. Those in the higher income brackets were slightly more likely to use the 31-day pass and 10-ride passes.

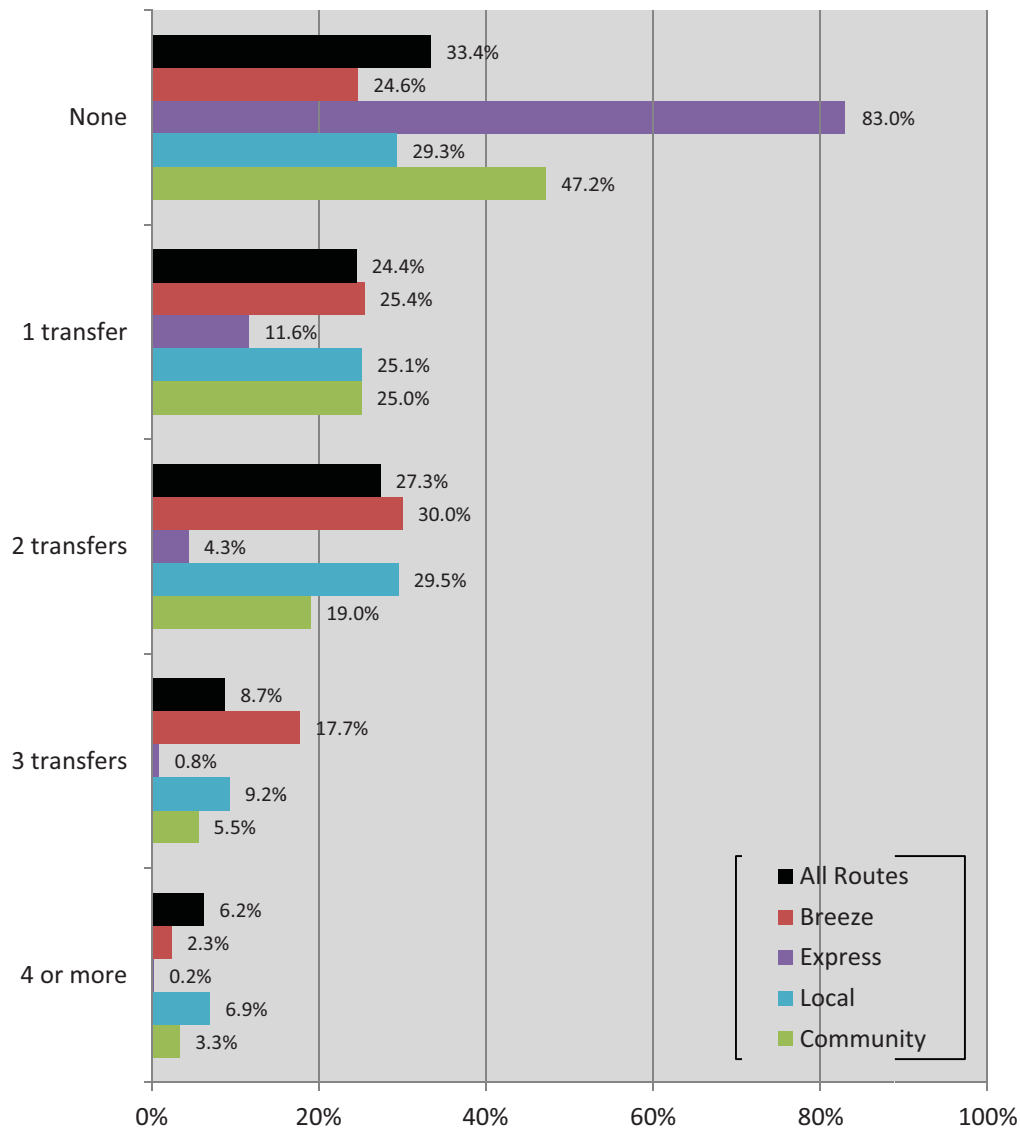
Figure 3-6
Fare Payment by Income Cohort



Transfers

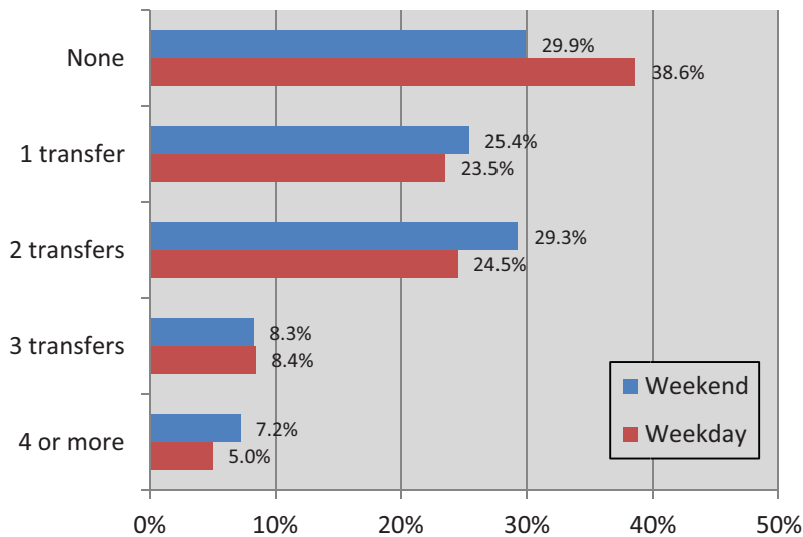
Respondents were asked how many transfers they would make to complete their trip. Systemwide, over 33 percent of respondents had no transfers while over 24 percent had one transfer. Express riders were the least likely to have a transfer; only 17 percent had a transfer. Thirty percent of Breeze riders had two transfers while 75 percent had at least one transfer. Local bus passengers were more likely at 29 percent to have no transfers than the average system user while community bus users were more likely to have a transfer. Thirty-nine percent of community bus users have no transfer.

Figure 3-7
Transfers



The transfer data was sorted to determine if weekend passengers transferred more or less frequently than weekday passengers. Weekend passengers were more likely to have to transfers than weekday passengers.

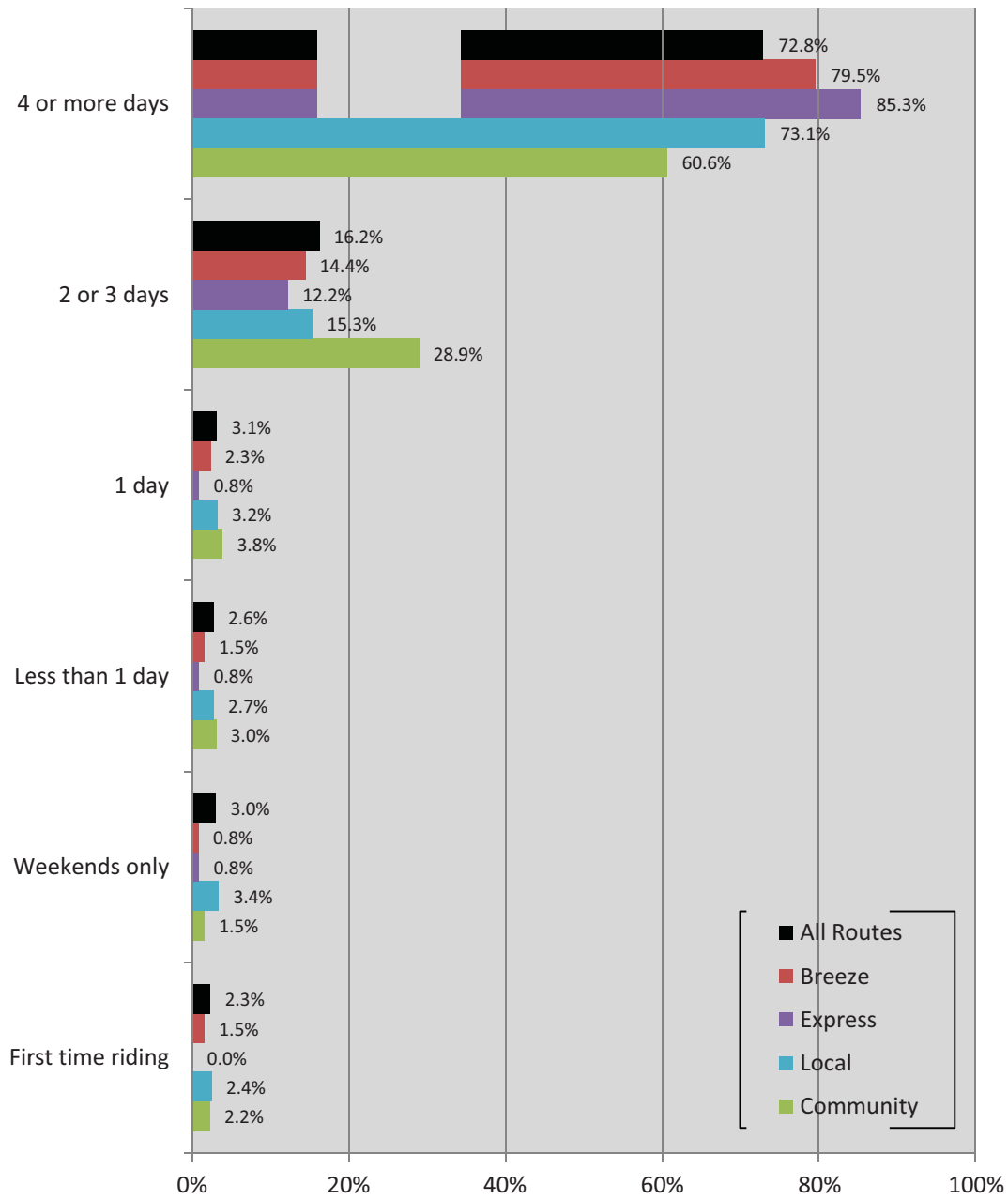
Figure 3-8
Transfers by Type of Day



Frequency of Ridership

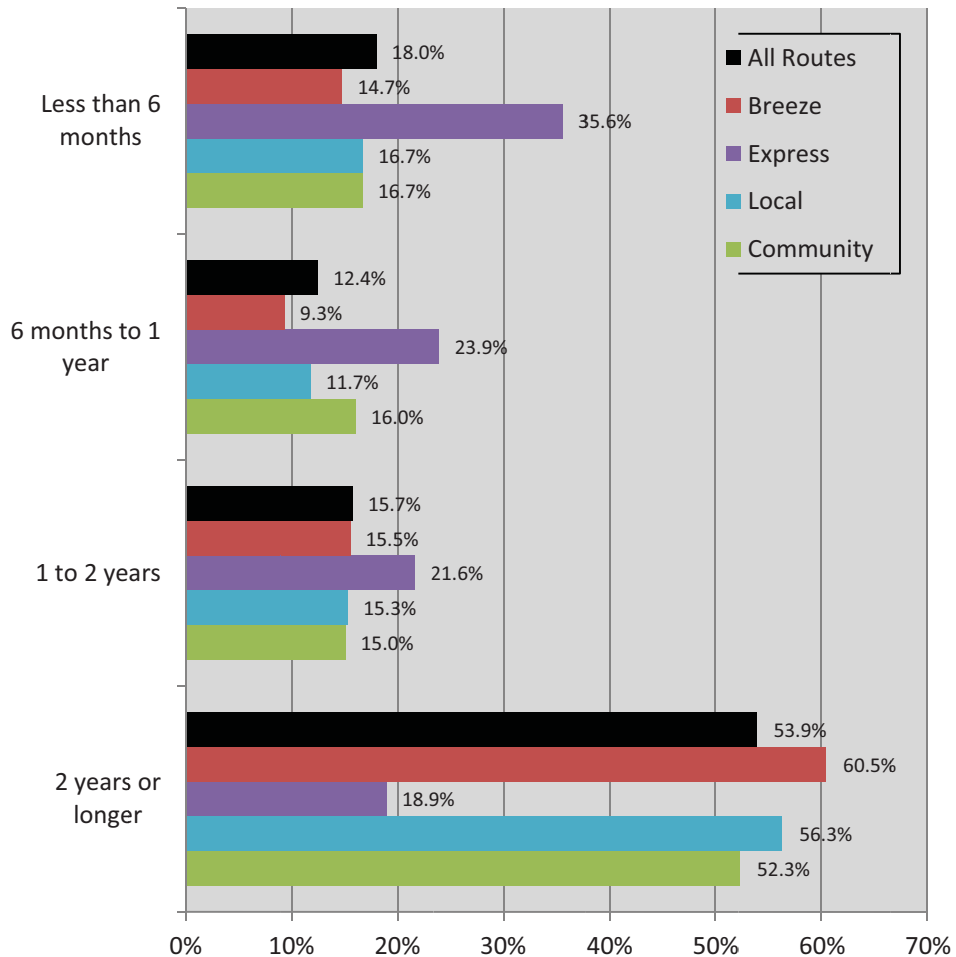
When asked about the frequency of their use of BCT services, almost 73 percent ride four or more days per week across service type. Express riders are the most likely to ride four or more days per week with over 85 percent of them doing so. Community bus riders were the most likely to be riding two or three days per week.

Figure 3-9
Weekly Ridership Frequency



The survey also inquired about the number of months and years passengers have been using BCT services. The majority of passengers throughout the system indicated they have been using BCT for two or more years. Express bus passengers were the least likely to have been riding for a long time, but since many of the express services are new this is logical.

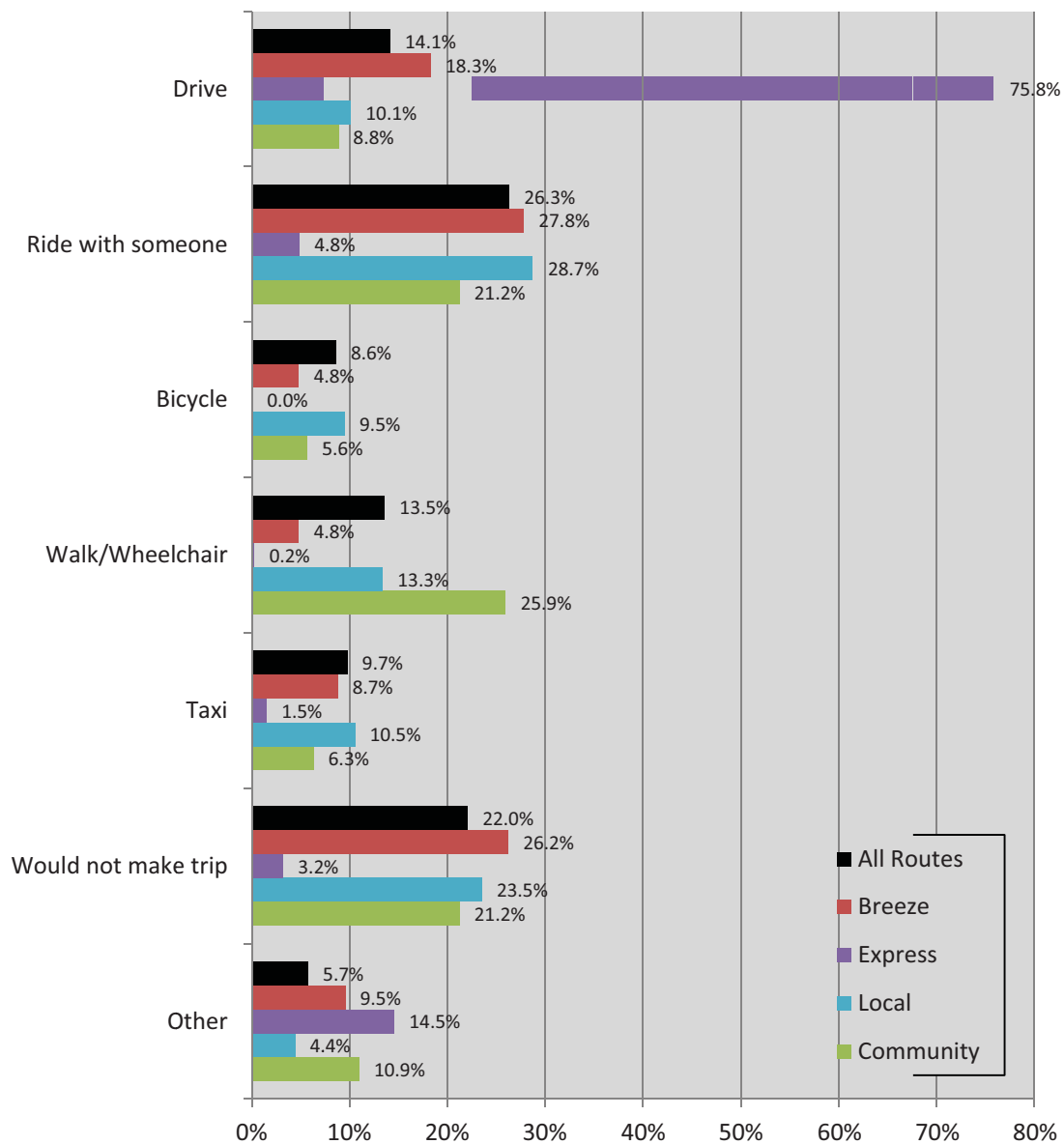
**Figure 3-10
Ridership History**



Transit Dependency

Respondents were asked how they would make the trip if the bus were not available. Across modes, 26 percent indicated they would ride with someone else if the bus were not available. Systemwide, only 14 percent indicated they would drive themselves. Express bus users were the most likely to drive themselves at almost 76 percent. Twenty-two percent of passengers indicated they would not make the trip without the bus. For those respondents indicating “Other,” responses included Tri-Rail, skateboarding, and I don’t know.

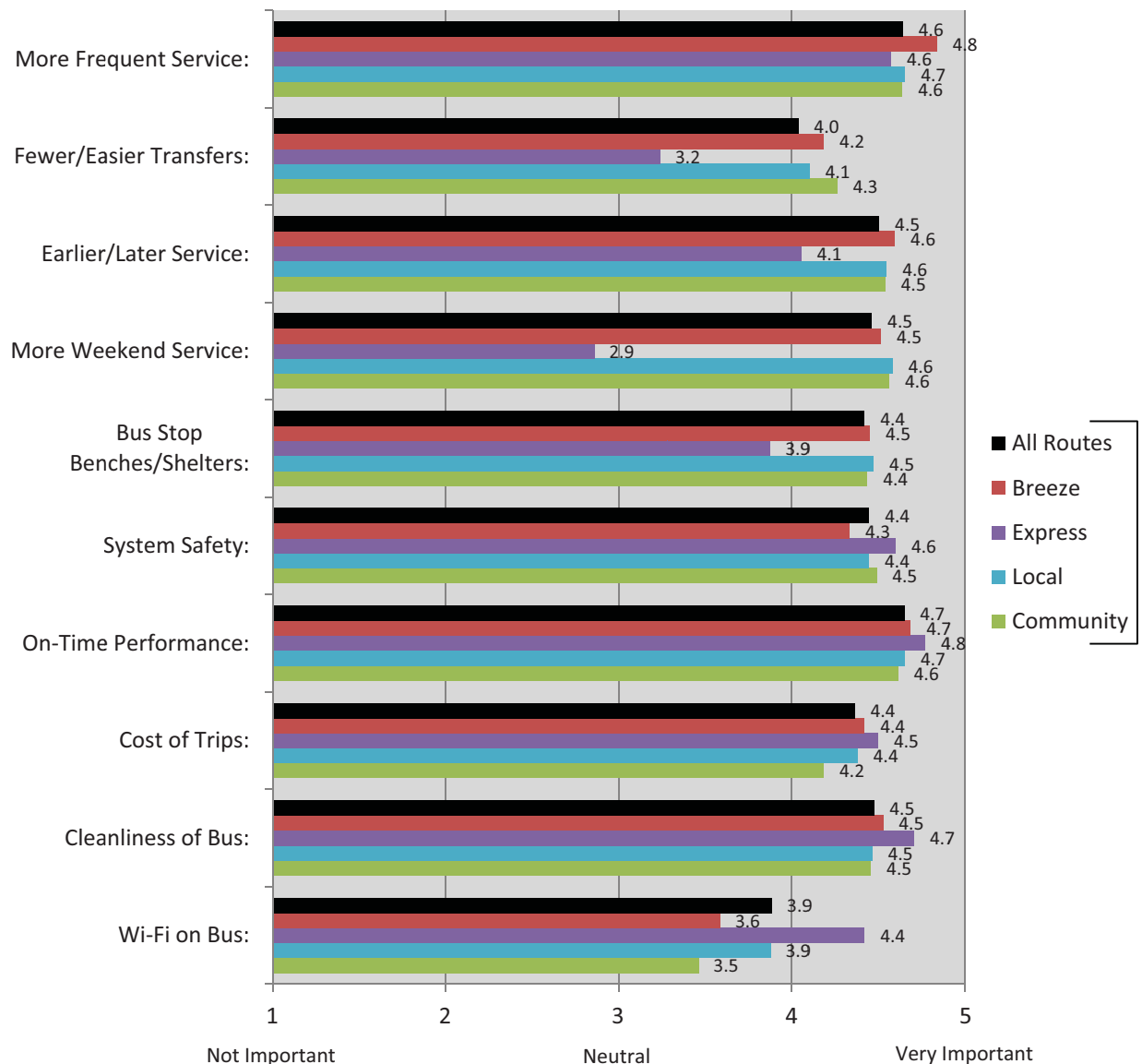
Figure 3-11
Transit Dependency



Transit Preferences

Respondents were asked to indicate how important certain transit amenities are to them. Using a scale from 1 to 5, respondents indicated the level of importance of ten different transit amenities. On-time performance was rated as the number one most important improvement systemwide slightly edging out more frequent service. Given the nature of express service, respondents on express buses were less likely to be worried about reducing the number of transfers or weekend service and more interested in having wireless internet access on the buses and bus cleanliness.

Figure 3-12
Transit Preferences



Passenger Demographics

Respondents were asked to provide information about the following categories:

- Household income
- Number of automobiles available in their household
- Ethnicity
- Sex
- Age
- Language

Figures 3-14 to Figure 3-18 display the results of these questions. Respondents using local and community bus service were more likely to be in the lower income brackets than those using Breeze or express services. A significant proportion of express users have household incomes over \$60,000 per year. Express users are also more likely to have an automobile available to them.

Systemwide, Black/African American was a more prevalent response than other ethnicities. Express riders are more likely to be Hispanic than any other ethnicity. For those responding “Other,” responses included West Indian, Jamaican, Indian, Haitian, Carribean, and Brazillian among others. Systemwide, the male/female split is about equal with slightly more women using the service. Express and community bus users are more likely to be women. Local bus users are more likely to be male.

As for the breakdown of passengers by age, express riders were more likely to be between 45 and 54. Breeze riders also tended to fall into this category. Many community bus riders were in the 65+ category.

Figure 3-18 displays answers to the question, “Do you speak a language other than English at home?” Systemwide, over 37 percent responded in the affirmative to this question. Figure 3-19 breaks down the languages spoken at home by mode. Systemwide, English is spoken at 67.6 percent of the homes. Spanish is spoken at a greater rate on express service than any other mode, at over 35 percent. Other languages included Jamaican, French, Italian, German, and Tagalog.

Figure 3-13
Income Demographics

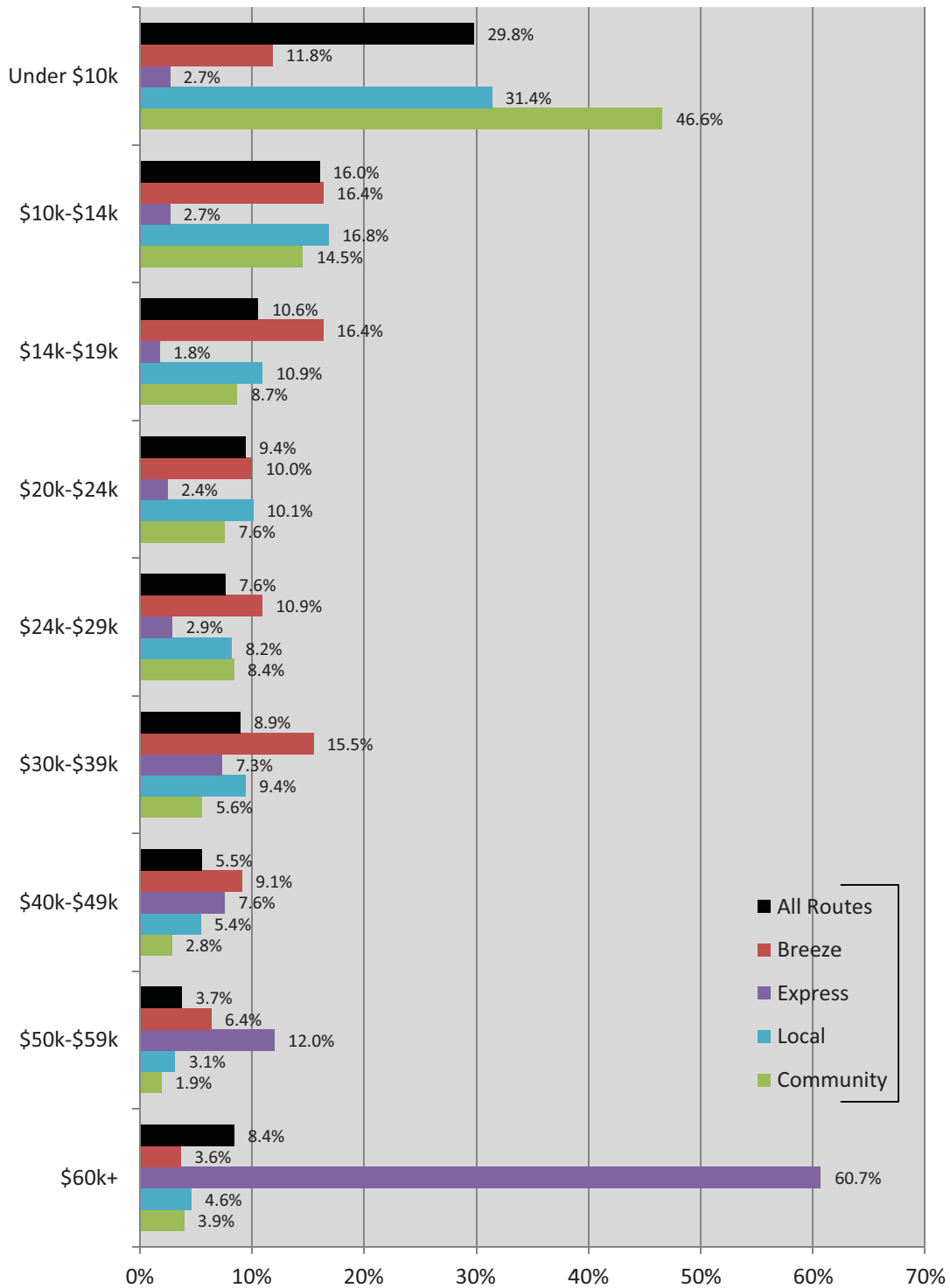


Figure 3-14
Household Vehicle Ownership Demographics

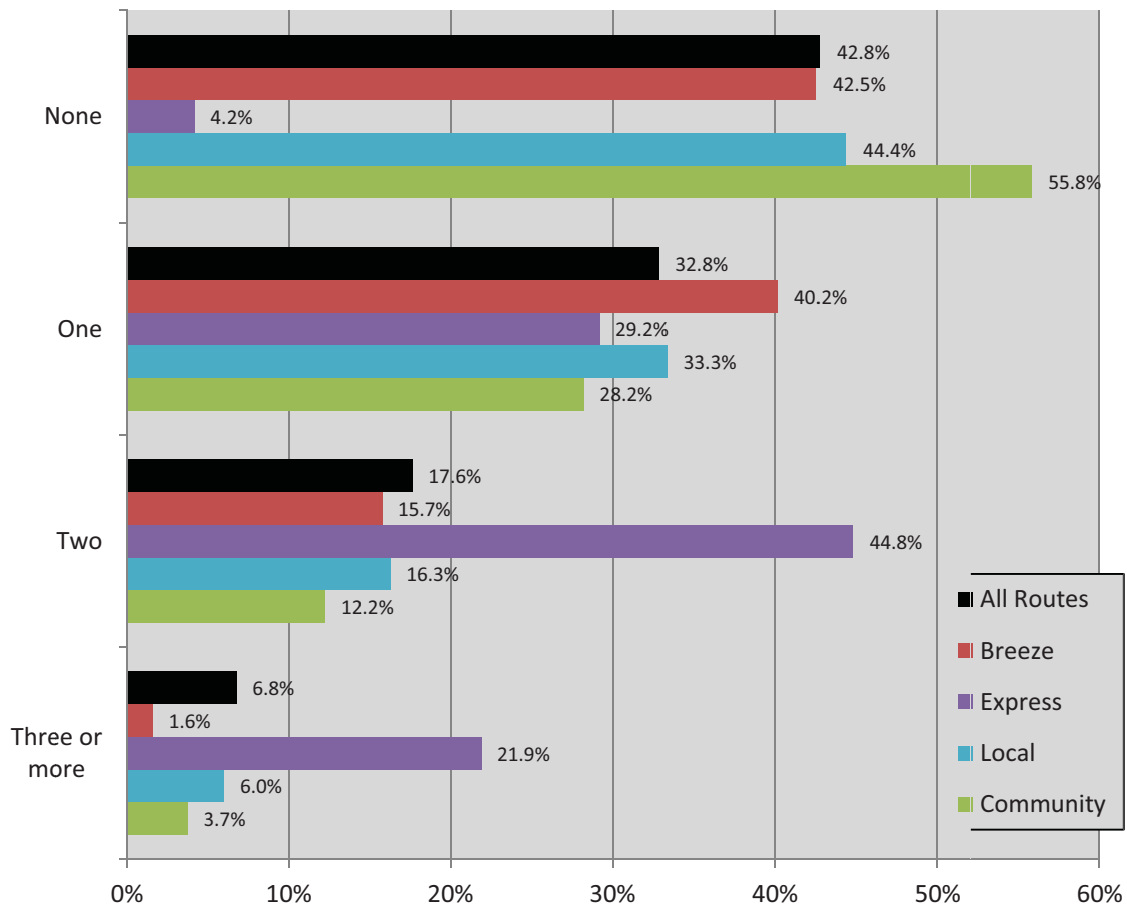


Figure 3-15
Ethnicity Demographics

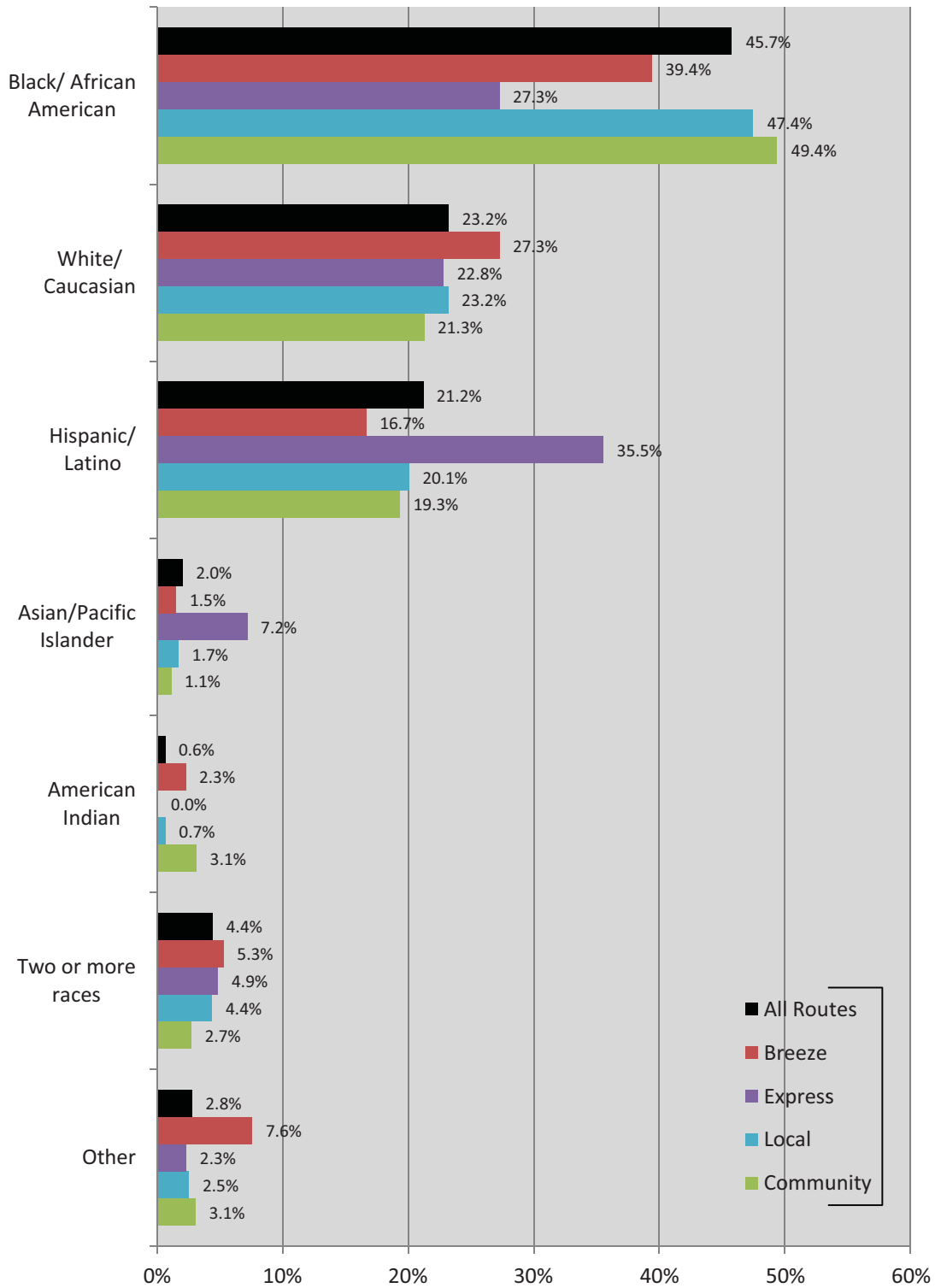


Figure 3-16
Gender Demographics

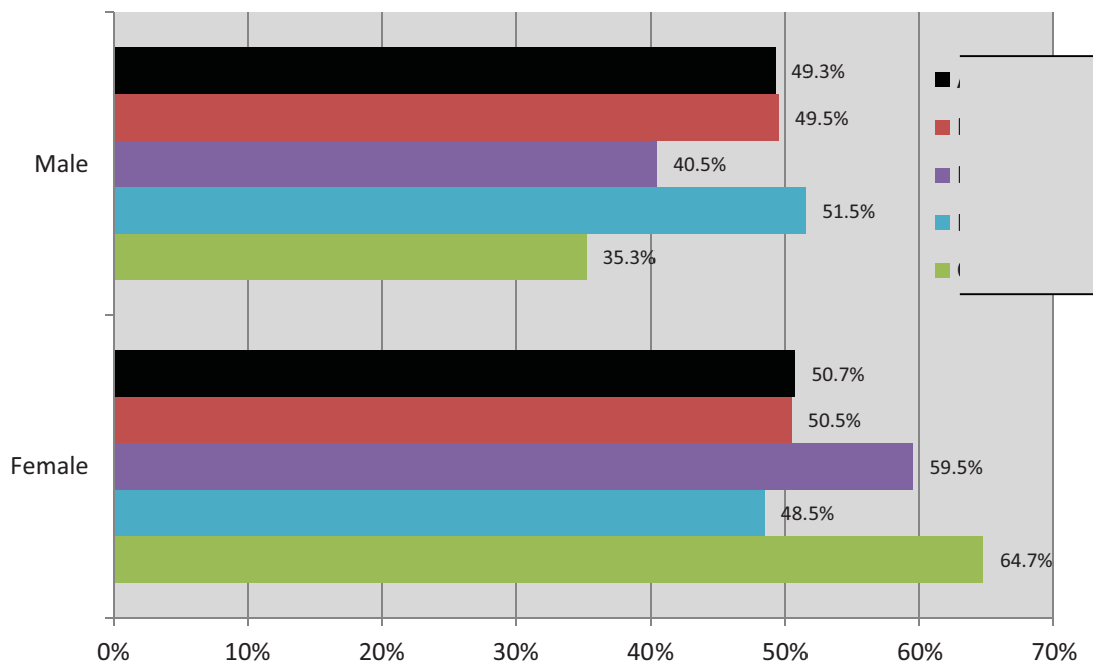


Figure 3-17
Age Demographics

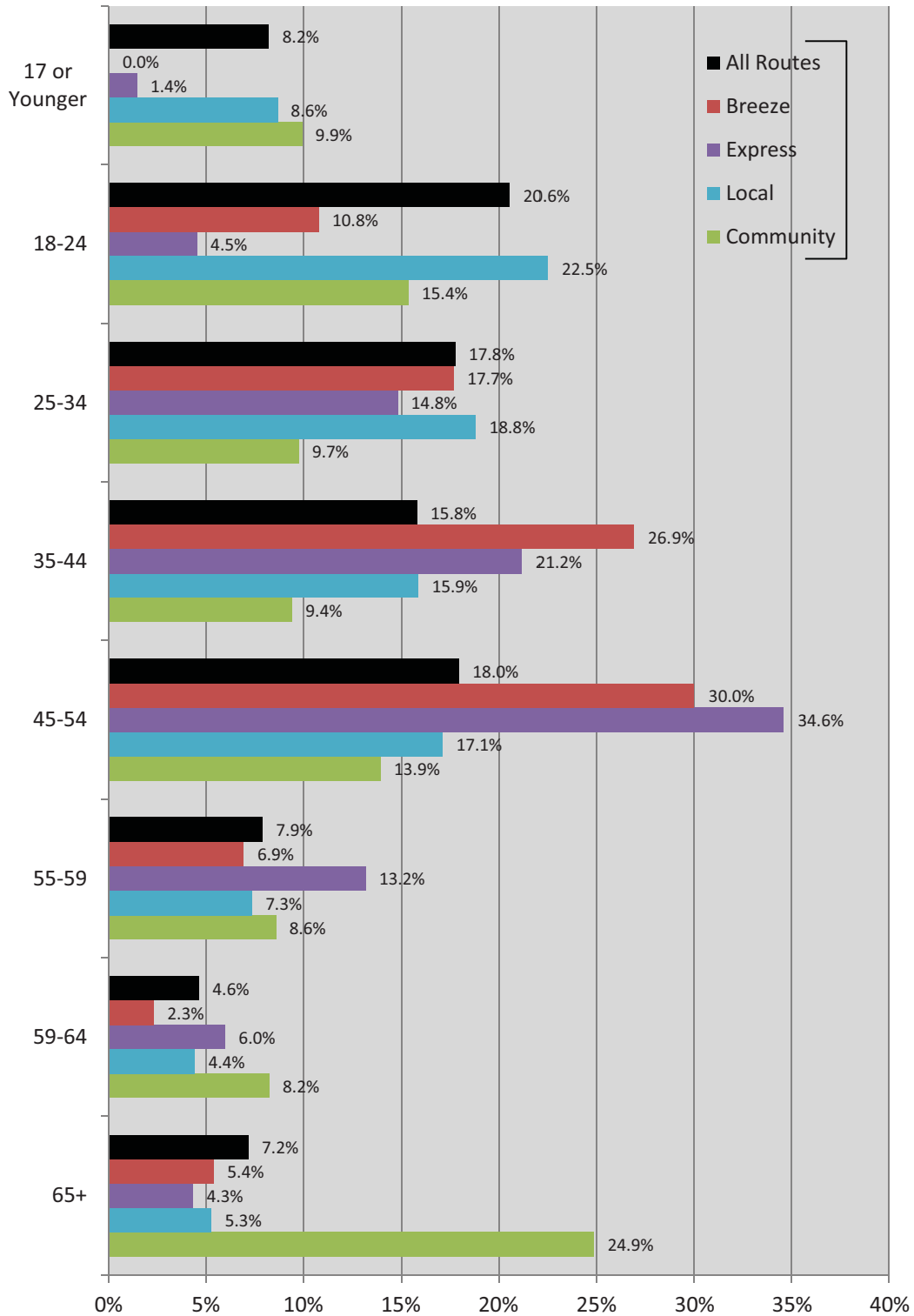


Figure 3-18
Frequency of Language Other than English Spoken at Home

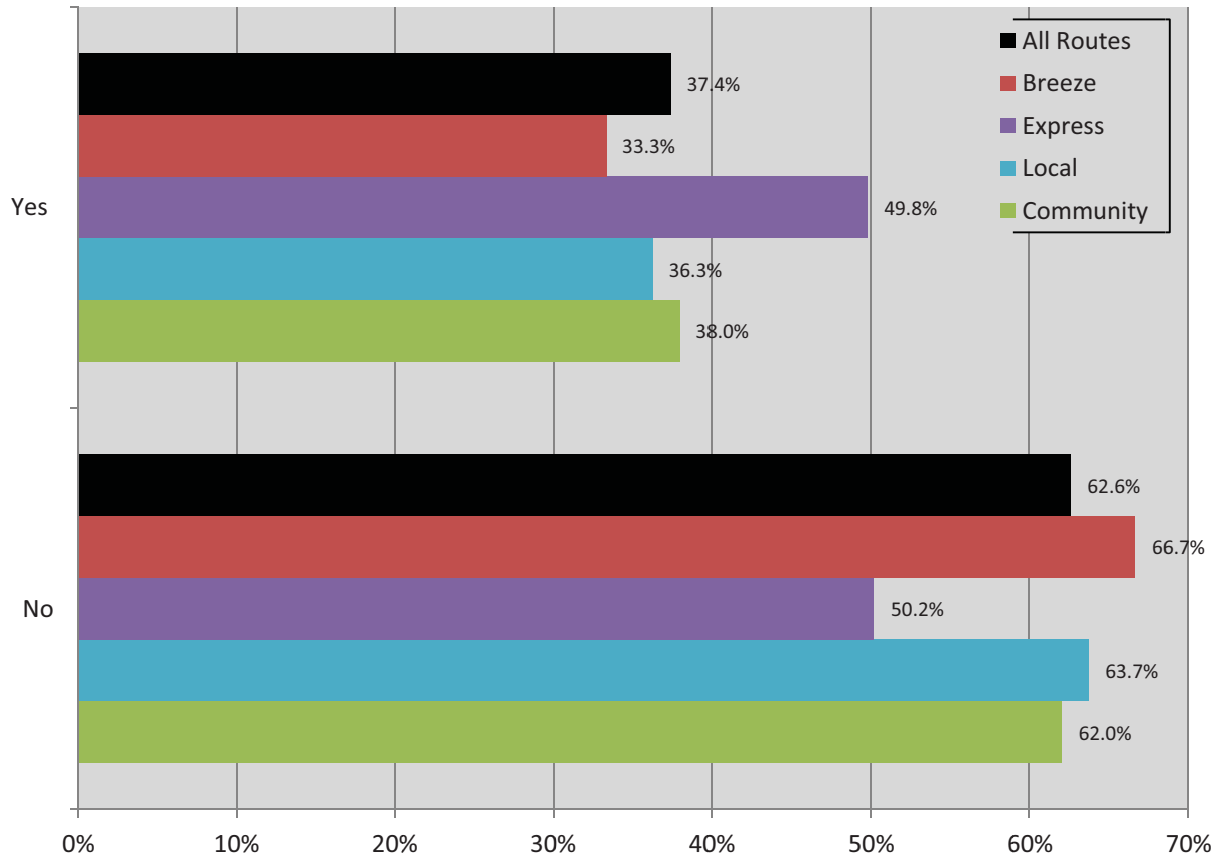
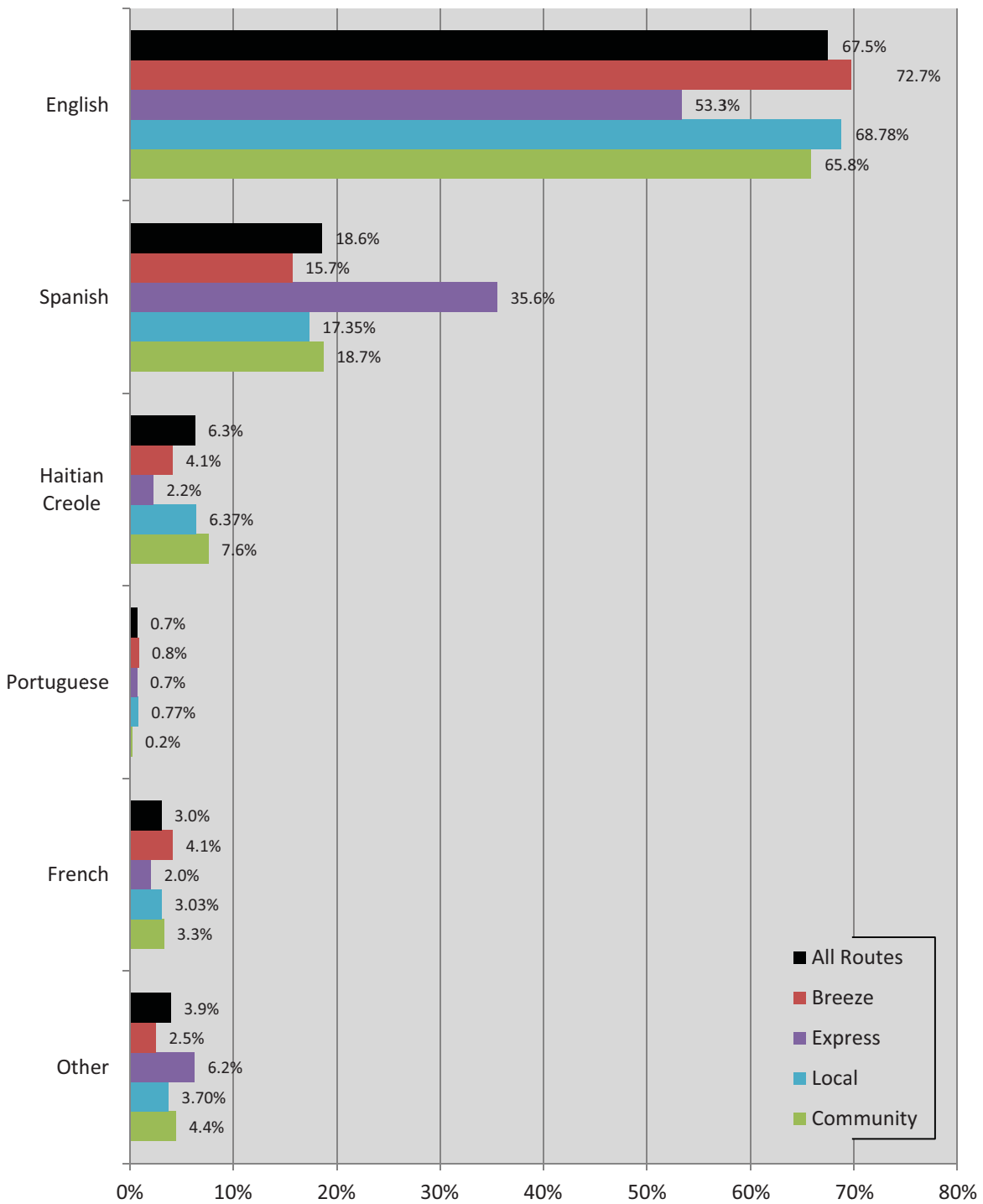


Figure 3-19
Language Spoken at Home by Mode



Appendix A: ON-BOARD SURVEY INSTRUMENTS

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PESQUISA COM USUÁRIOS DE ÔNIBUS DA BCT

PREZADO USUÁRIO DE ÔNIBUS: A BCT precisa da sua colaboração para prestar um serviço ainda melhor no Condado de Broward. Favor concluir esta pesquisa e devolvê-la ao pesquisador. **Se você já preencheu uma pesquisa desta, não é necessário preencher outra.**

1. Qual é o principal propósito da sua viagem de hoje?

- 1 ___ Trabalho
2 ___ Compras
3 ___ Estudos
4 ___ Médico
5 ___ Negócios pessoais
6 ___ Visitação/Recreação
7 ___ Outro _____

2. Como você chegou ao ponto de ônibus onde você embarcou hoje?

- 1 ___ Caminhei ___ quadras
2 ___ Peguei uma carona
3 ___ De carro
4 ___ Transferido da rota BCT _____
5 ___ Transferido da rota do ônibus comunitário _____
6 ___ Transferido da rota de trânsito de Miami-Dade _____
7 ___ Transferido do ônibus da Palm Tran _____
8 ___ Transferido do trem interurbano Tri-Rail
9 ___ Transferido do ônibus circular conector Tri-Rail
10 ___ Outro (especificar, tipo, bicicleta, etc.)

3. Qual é o nome ou o CEP do lugar de onde você está VINDO agora?

Nome do lugar ou empresa (ex: Holy Cross Hospital) OU CEP

4. Qual é o nome ou o CEP do lugar para onde você está INDO agora?

Nome do lugar ou empresa (ex: Holy Cross Hospital) OU CEP

5. Como você pagou pela passagem deste ônibus?

- 1 ___ Tarifa à vista normal
2 ___ Tarifa reduzida (Idoso/Criança/Deficiente/Saúde Pública)
3 ___ Passe de 7 dias
4 ___ Passe para 10 viagens
5 ___ Passe para todos os dias
6 ___ Passe reduzido para todos os dias (Idoso/Criança/Deficiente/Saúde Pública)
7 ___ Adulto, 31 dias
8 ___ Reduzido ___ 31 dias (Idoso/Criança/Deficiente/Saúde Pública)
9 ___ Estudante universitário 31 dias
10 ___ Outro (especifique) _____

6. Quantos transfers você fará nesta viagem de ida?

- 1 ___ 1 2 ___ 2 3 ___ 3 4 ___ 4 ou mais 5 ___ Nenhum

7. Quantos dias por semana você usa o transporte da BCT?

- 1 ___ 4 ou mais 4 ___ Menos de um
2 ___ 2 ou 3/semana 5 ___ Só fins de semana
3 ___ 1 dia 6 ___ É a 1ª vez que uso

8. Como você faria esta viagem se o ônibus não estivesse disponível?

- 1 ___ De carro 5 ___ Táxi
2 ___ De carona 6 ___ Não faria a viagem
3 ___ De bicicleta 7 ___ Outro _____
4 ___ A pé/Cadeira de rodas

9. A quanto tempo você usa o transporte da BCT?

- 1 ___ Menos de 6 meses 3 ___ 1 a 2 anos
2 ___ 6 meses a 1 ano 4 ___ 2 anos ou mais

10. Favor indicar qual a importância de cada um dos recursos abaixo para você nos serviços da BCT.

Favor indicar. . . .	Muito importante	Neutro	Não é importante
Serviço mais frequente	5	4	3
Menos e mais fáceis transfers	5	4	3
Serviço mais cedo/mais tarde	5	4	3
Mais serviço nos fins de semana	5	4	3
Ponto de ônibus com bancos e teto	5	4	3
Segurança no sistema	5	4	3
Desempenho pontual	5	4	3
Custo das viagens	5	4	3
Limpeza dos ônibus	5	4	3
Wi Fi nos ônibus	5	4	3

11. Para cada tipo de serviço abaixo, favor indicar onde você gostaria de ver serviços novos ou melhorados?

- 1 ___ Serviço expresso de _____ a _____
2 ___ Novo serviço de _____ a _____
3 ___ Serviço circular novo ou ampliado nas vizinhanças
4 ___ Onde? _____
5 ___ Mais frequência. Quais rotas? _____, _____, _____
6 ___ Outro _____

Para fins de estatística, fale um pouco sobre si mesmo. Todas as respostas são confidenciais.

12. Sua idade é...

- 1 ___ 17 anos ou menos 5 ___ 45 a 54 anos
2 ___ 18 a 24 anos 6 ___ 55 a 59 anos
3 ___ 25 a 34 anos 7 ___ 60 a 64 anos
4 ___ 35 a 44 anos 8 ___ 65 anos ou mais

13. Você é:

- 1 ___ Mulher 2 ___ Homem

14. Sua origem étnica é...

- 1 ___ Negra/Afro-americano
2 ___ Branca/Caucasiana
3 ___ Hispânico/Latino
4 ___ Asiática/Habitante das ilhas do Pacífico
5 ___ Índio Americano ou nativo do Alaska
6 ___ Duas ou mais raças
7 ___ Outra (especifique) _____

15. Quantos veículos de trabalho há na sua casa?

- 1 ___ Um 3 ___ Três ou mais
2 ___ Dois 4 ___ Nenhum

16. A renda total familiar por ano é de...

- 1 ___ Menos de \$10.000 6 ___ \$30.000 a \$39.999
2 ___ \$10.000 a \$14.999 7 ___ \$40.000 a \$49.999
3 ___ \$15.000 a \$19.999 8 ___ \$50.000 a \$59.999
4 ___ \$20.000 a \$24.999 9 ___ \$60.000 ou mais
5 ___ \$25.000 a \$29.999

17. Você fala outro idioma além do inglês na sua casa?

- 1 ___ Não
2 ___ Sim (especifique-os): _____