Cobb Community Transit

Ridership Survey

January 2014

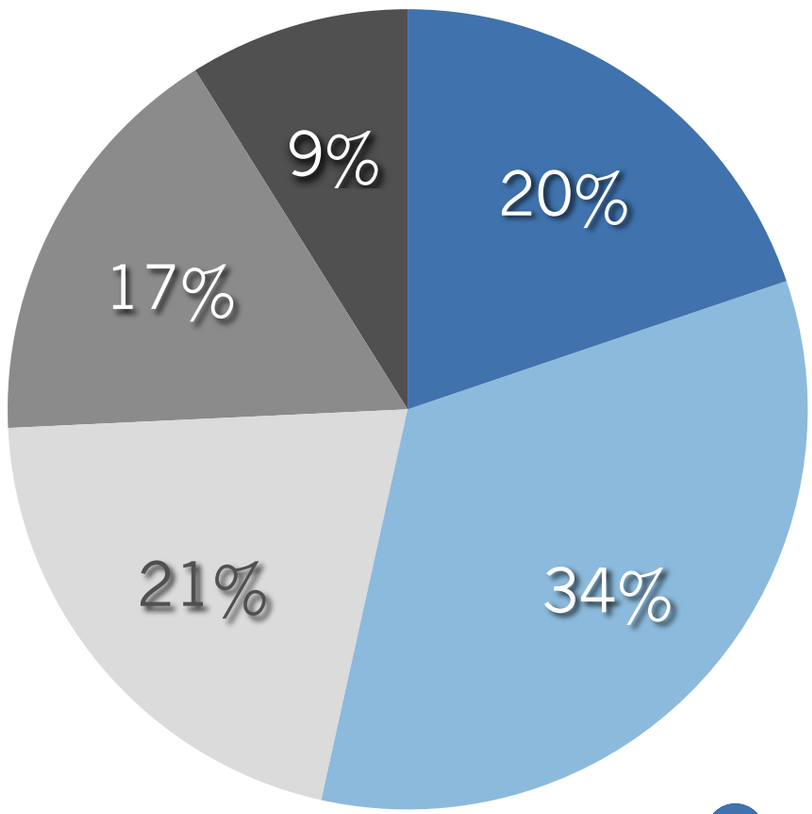
The Schapiro Group

Methodology

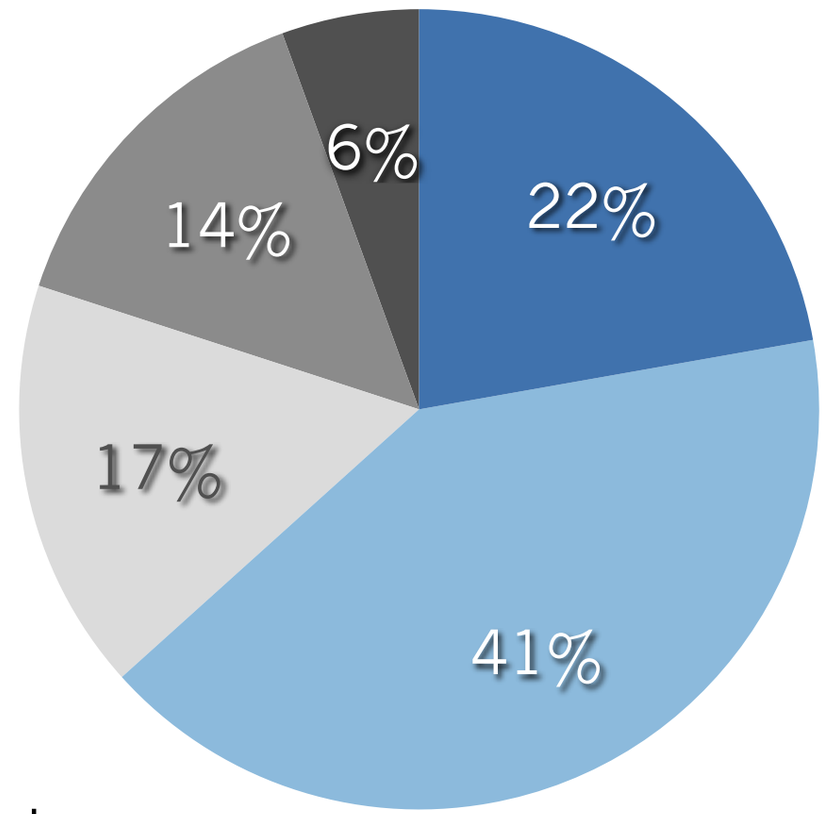
- Paper survey of 315 CCT riders
  - 165 on local routes (margin of sampling error: ± 7.6%)
  - 150 on express routes (margin of sampling error: ± 8.0%)
- Topics included:
  - Ratings of CCT service, buses, drivers, and call center
  - Priorities for future service
  - Travel patterns
- Fielded November – December 2013

Overall, how satisfied are you with CCT in general?

Local

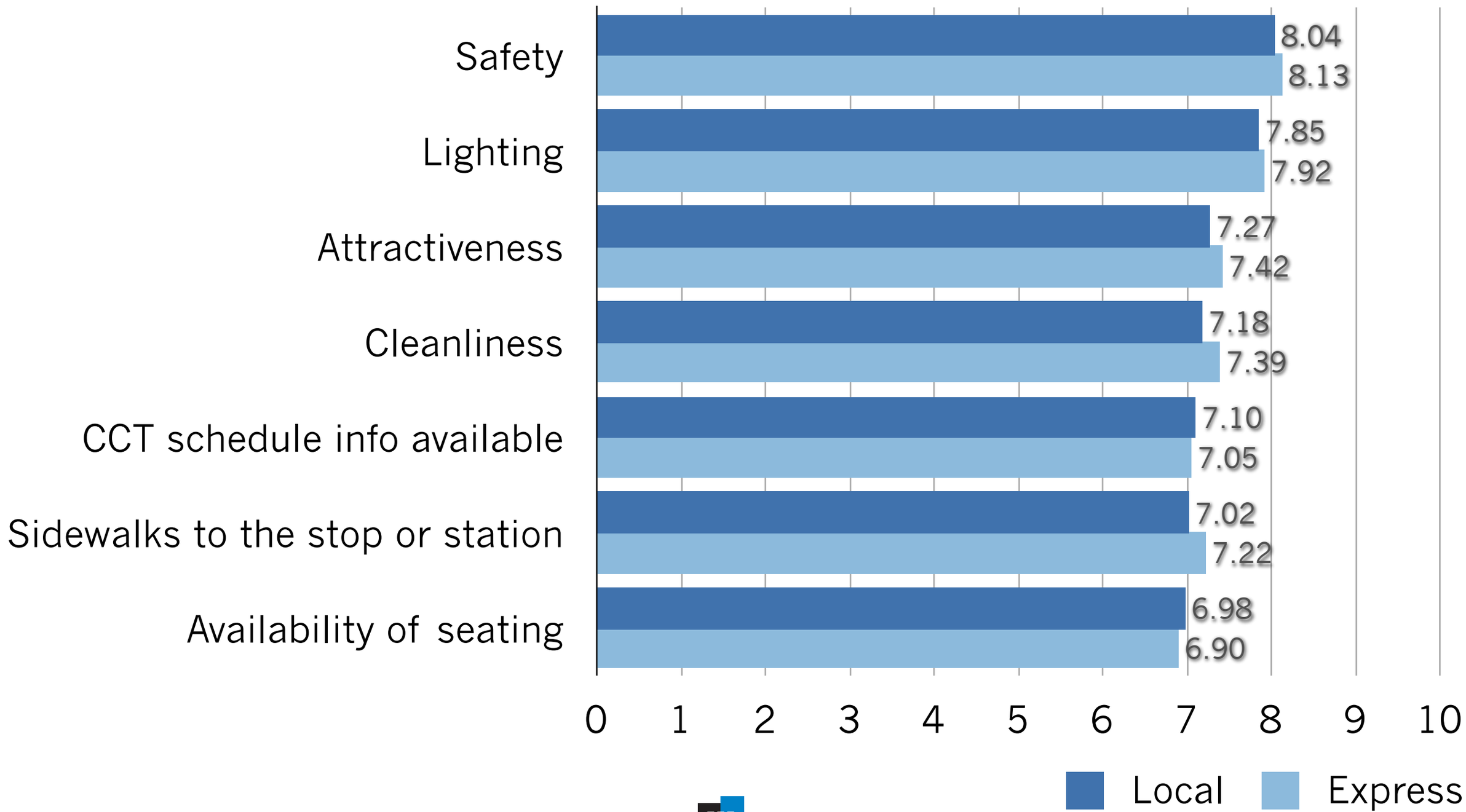


Express

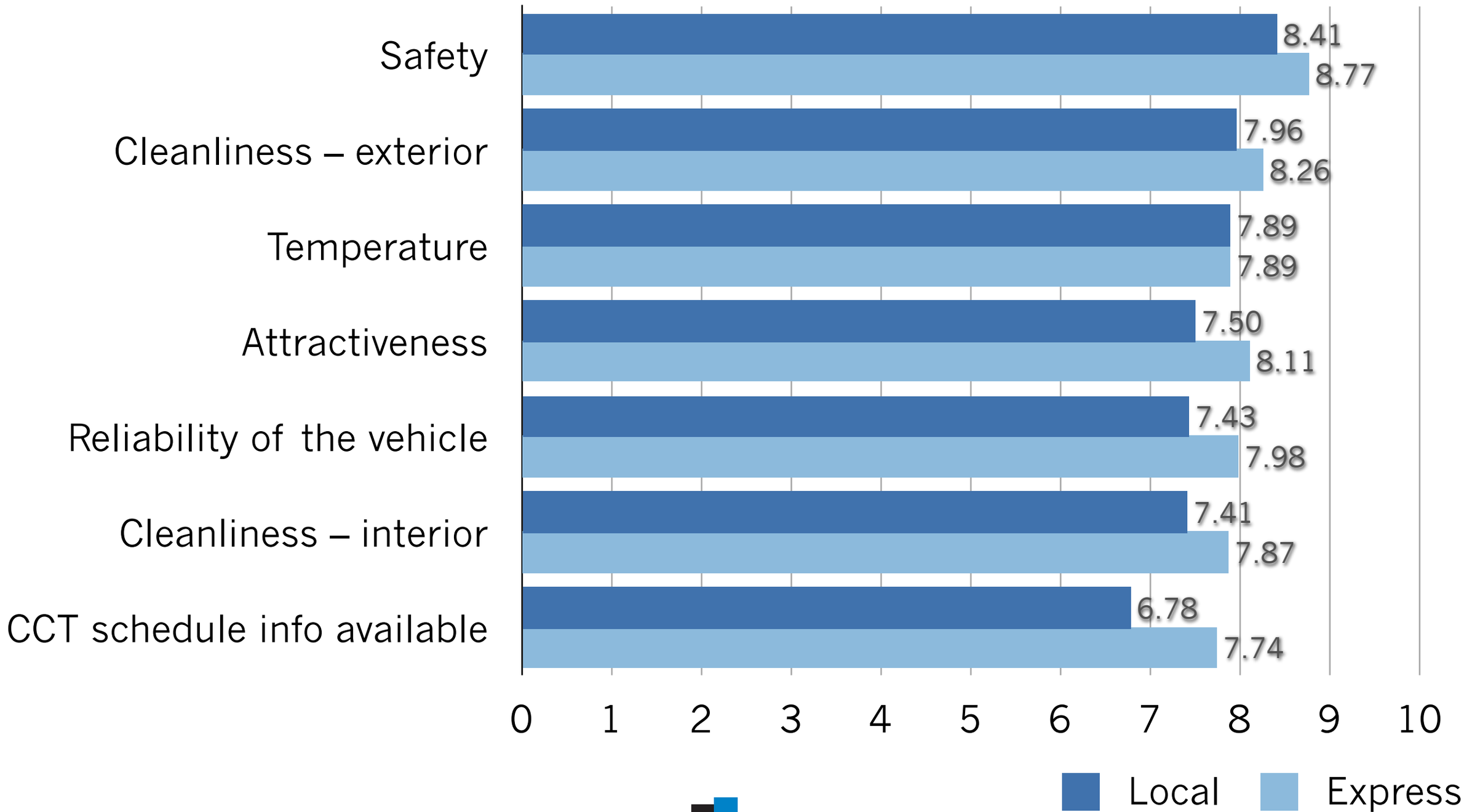


- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

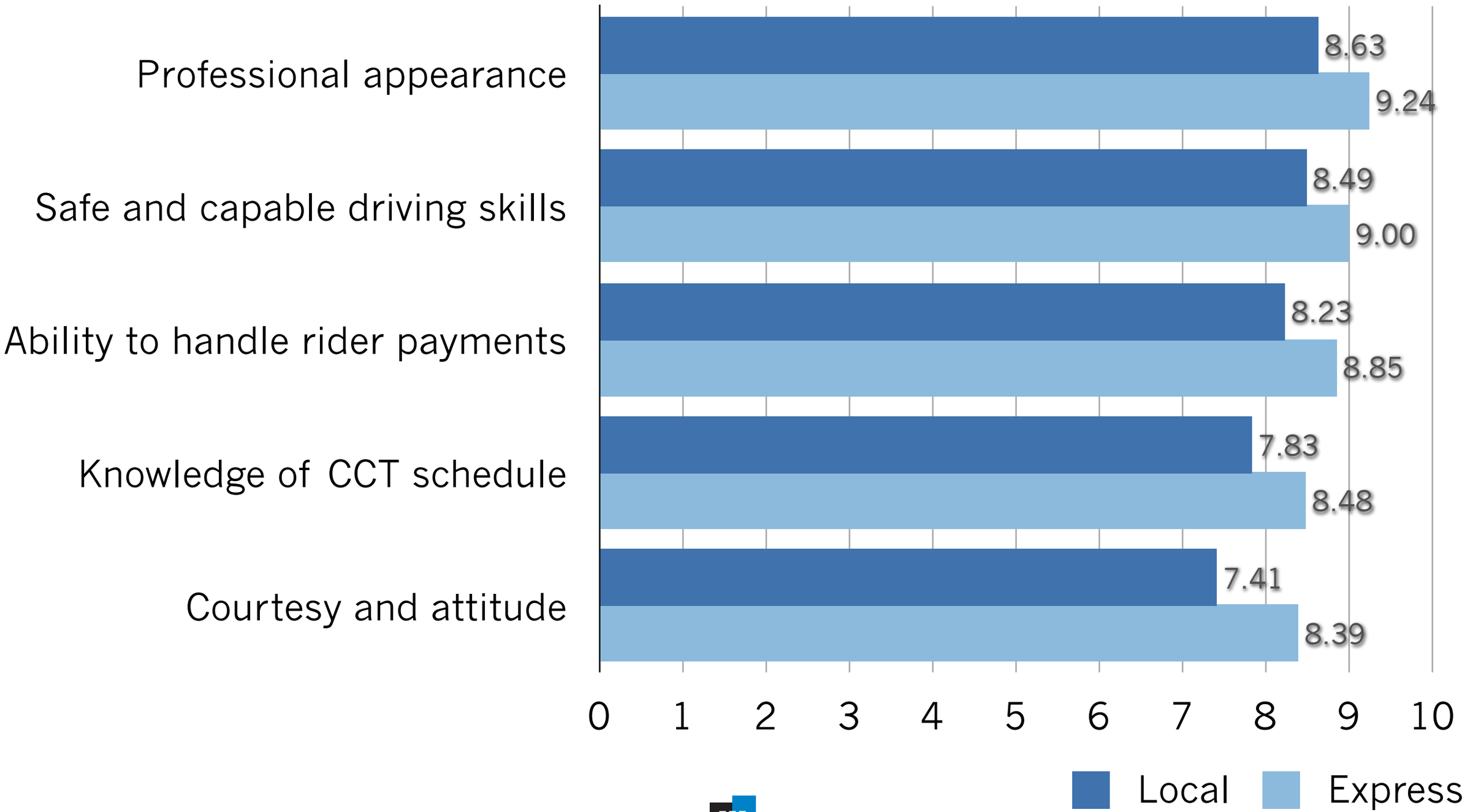
How would you rate the quality of each of the following aspects of a CCT bus stop or station?



How would you rate the quality of each of the following aspects of a CCT bus?

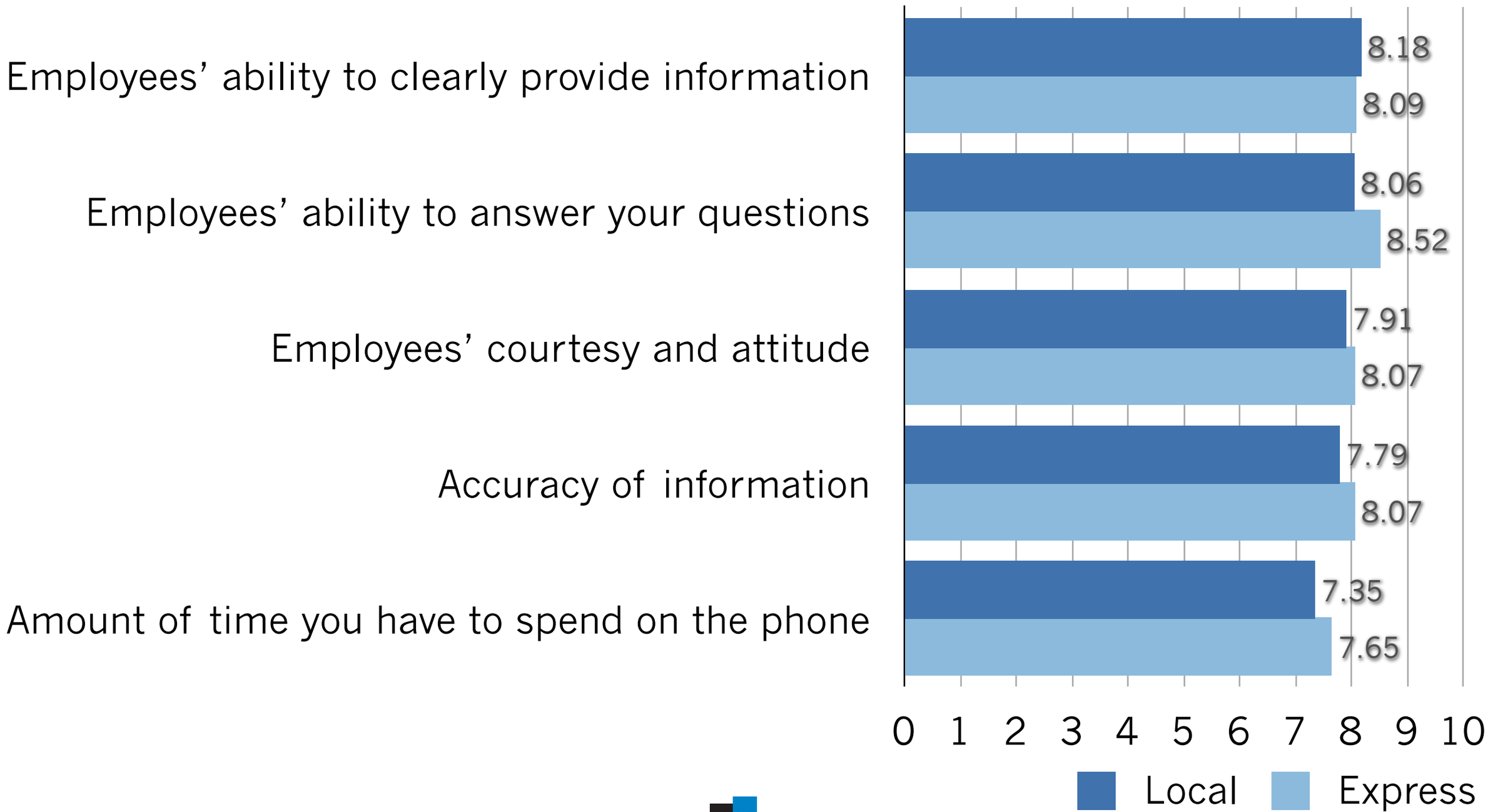


How would you rate the quality of each of the following aspects of a typical CCT bus driver?

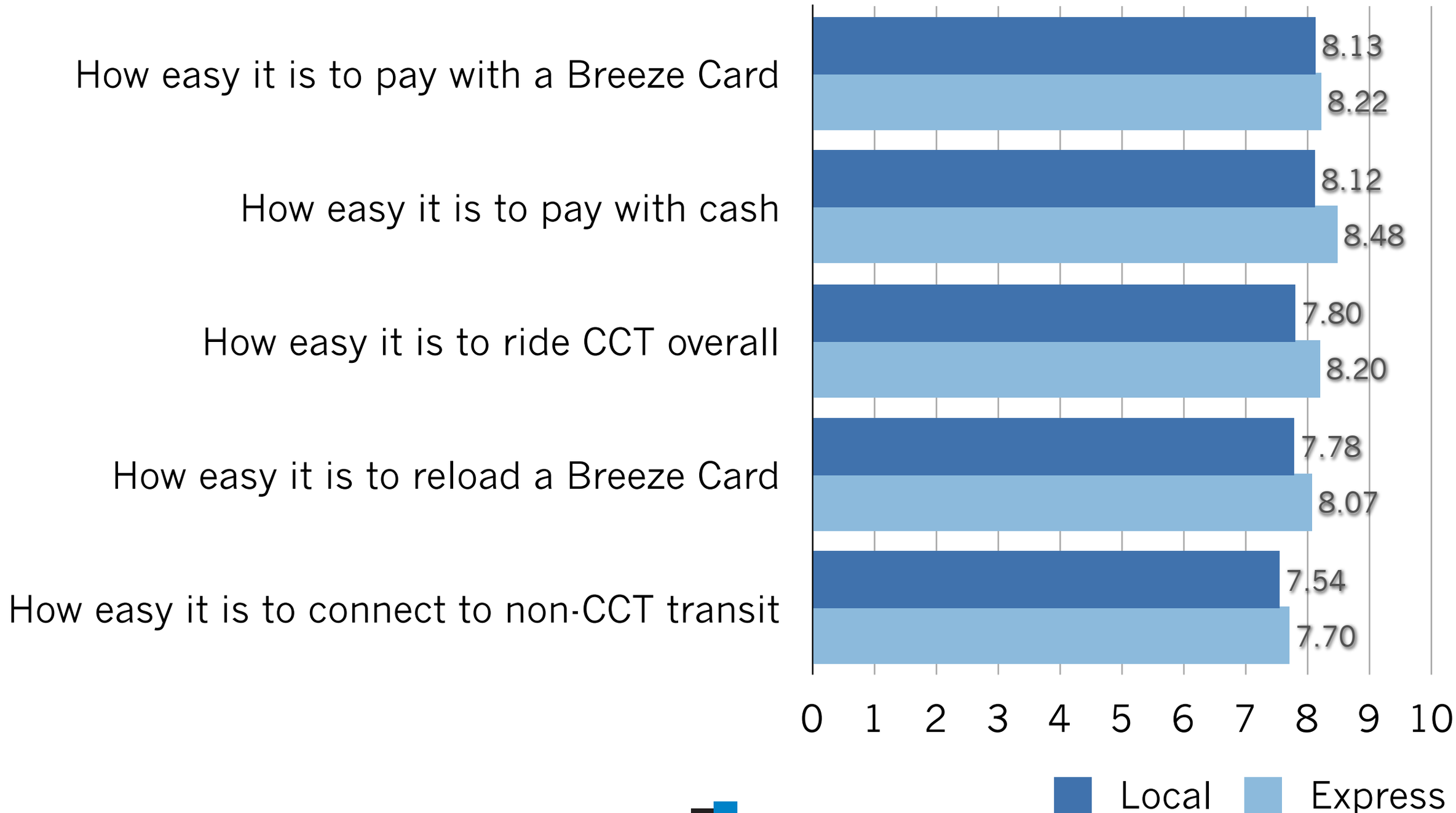


How would you rate the quality of each of the following aspects of the CCT call center?

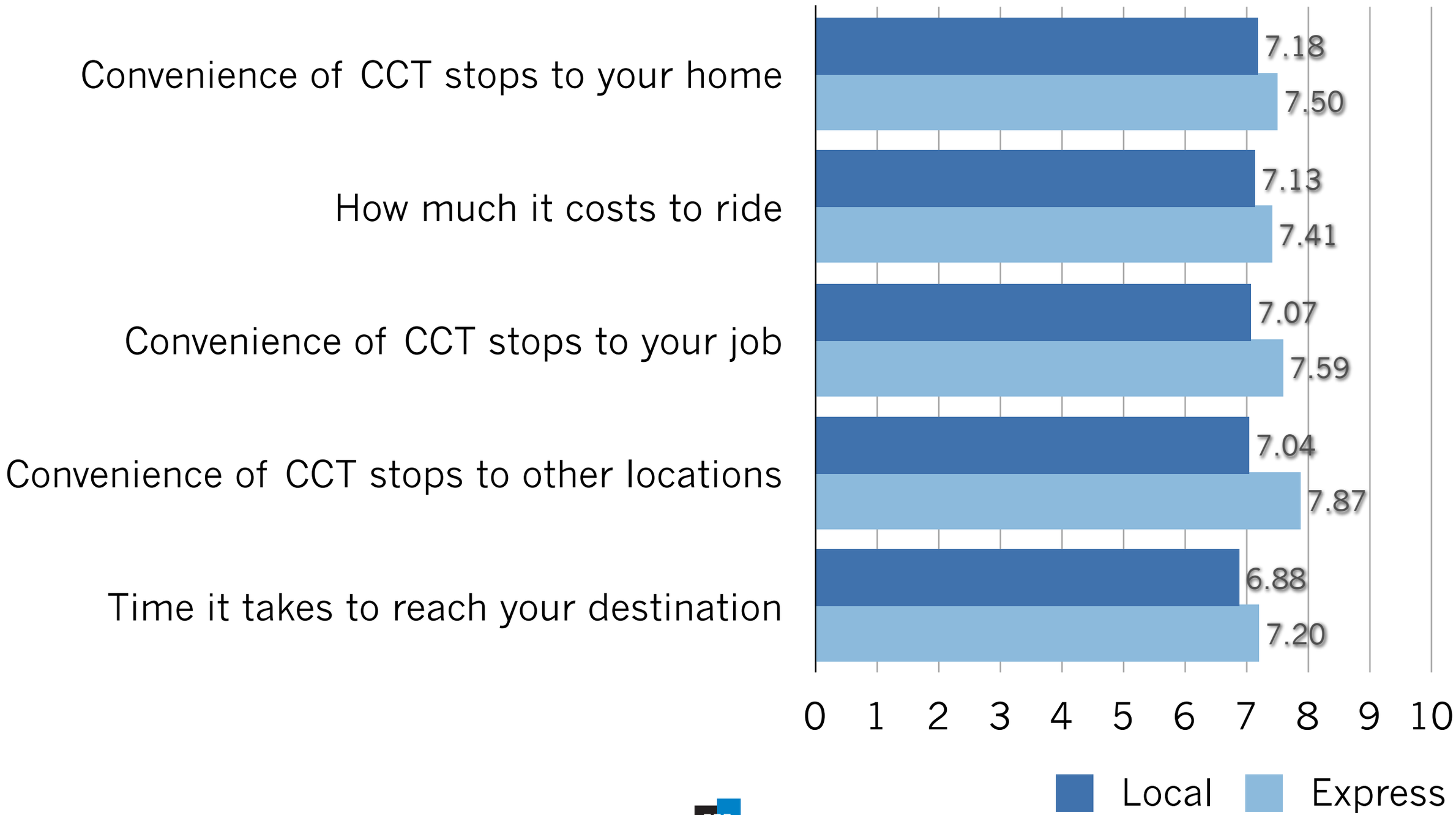
(~37% of respondents chose to skip these questions, likely due to a lack of familiarity with the CCT call center)



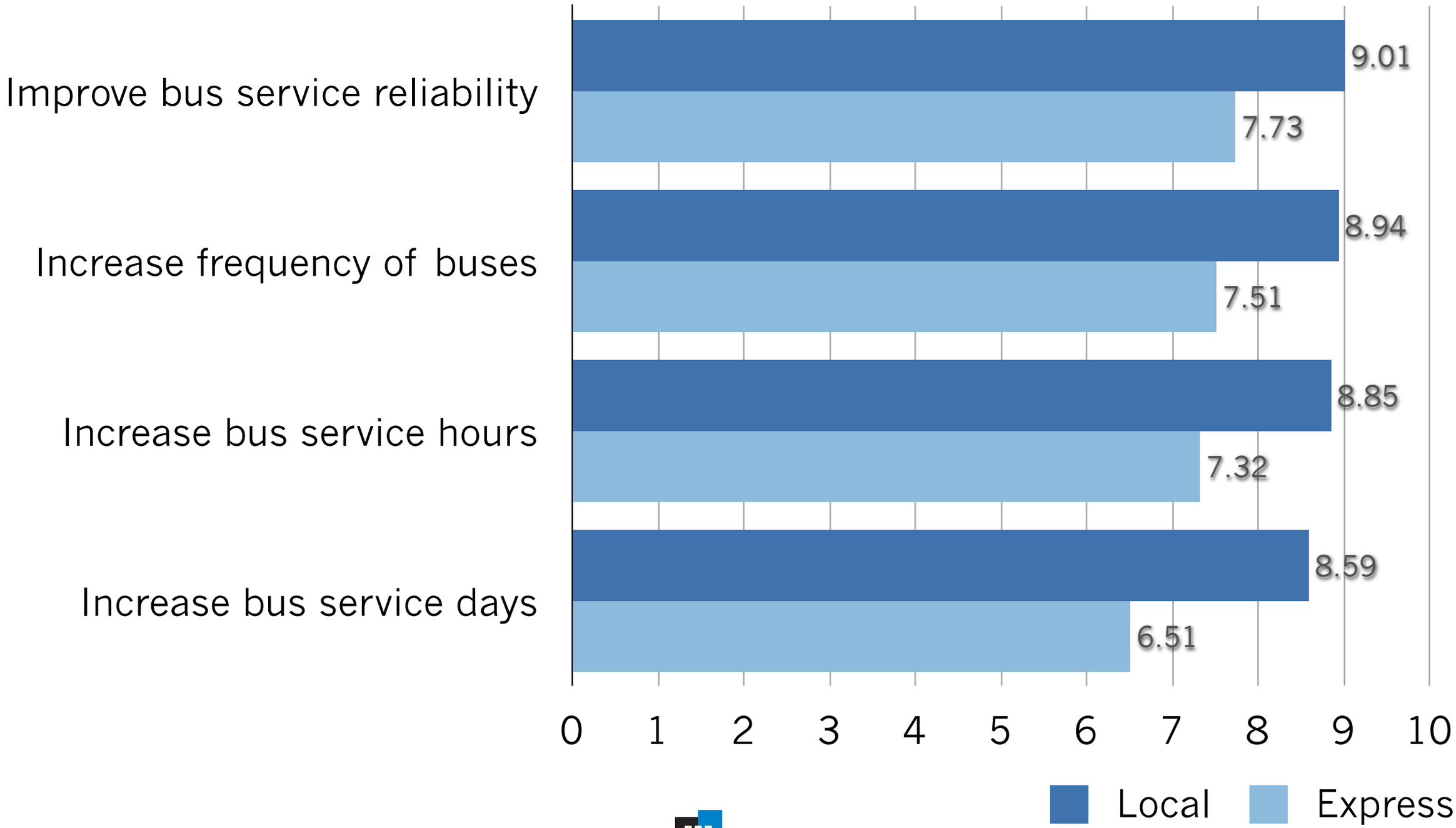
How would you rate the quality of each of the following items?



How would you rate the quality of each of the following items? (continued)

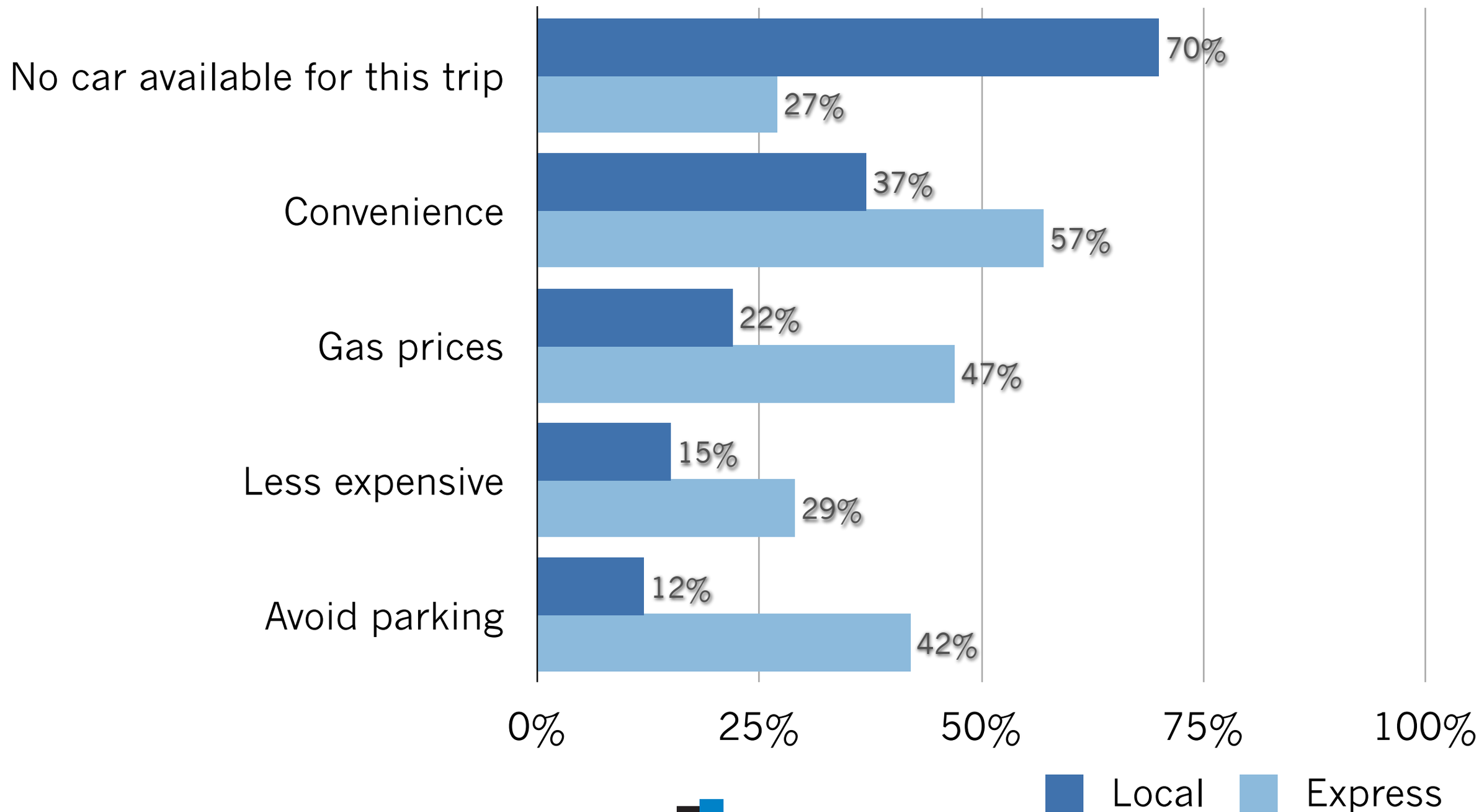


How much of a priority should each of the following be for CCT?



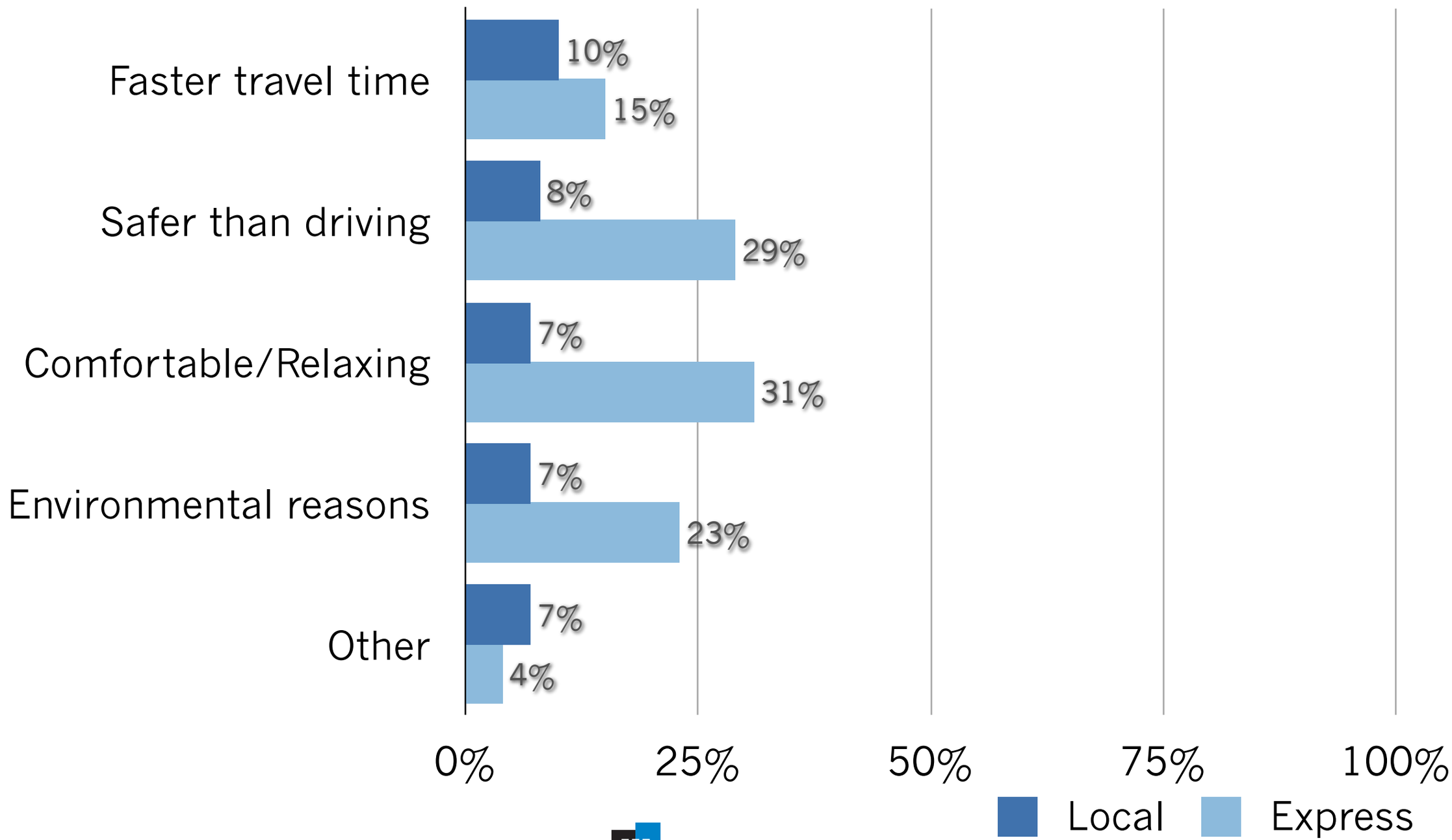
What are your main reasons for using CCT instead of other forms of transportation for this trip?

(select all that apply)

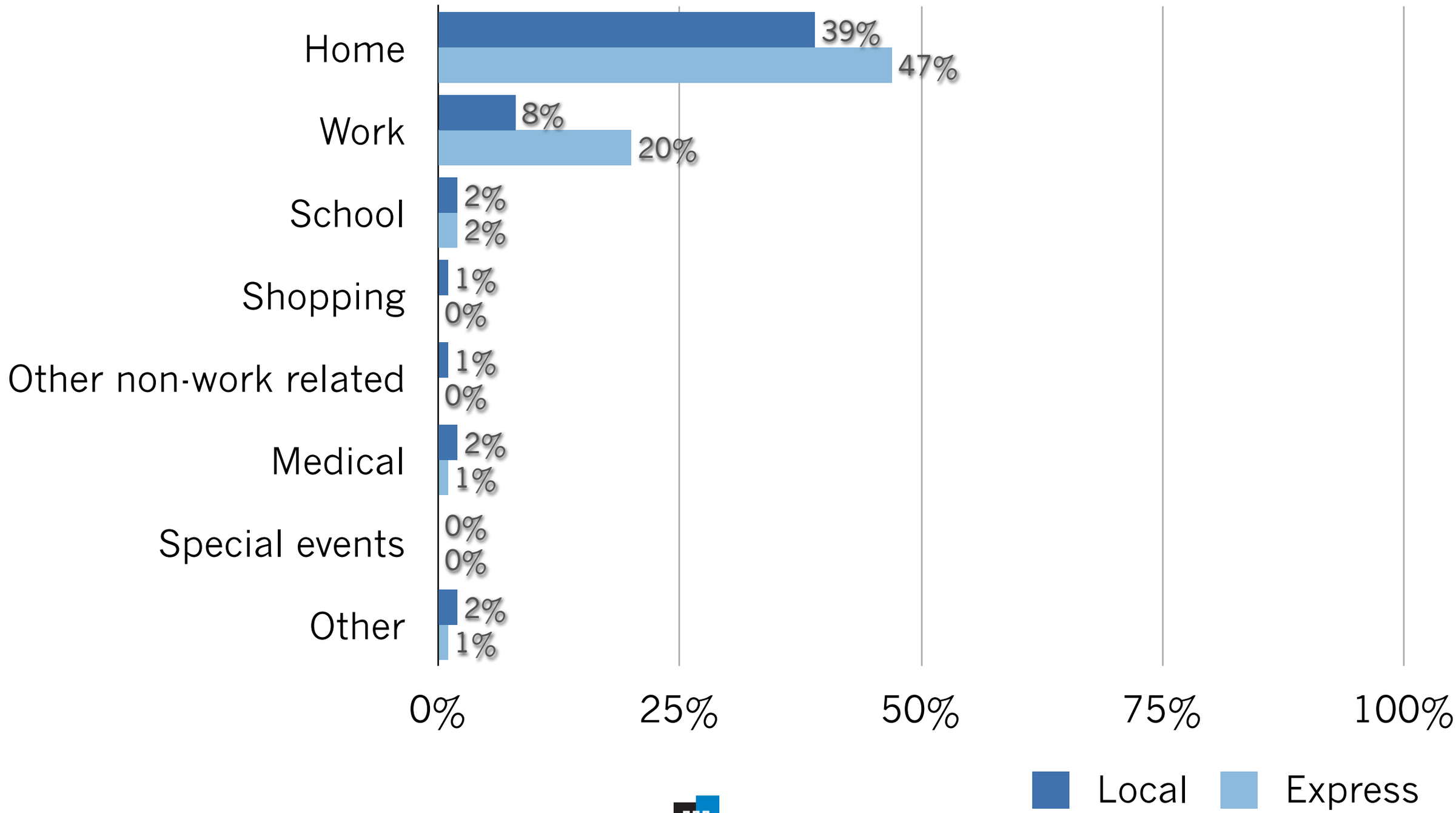


What are your main reasons for using CCT instead of other forms of transportation for this trip? (continued)

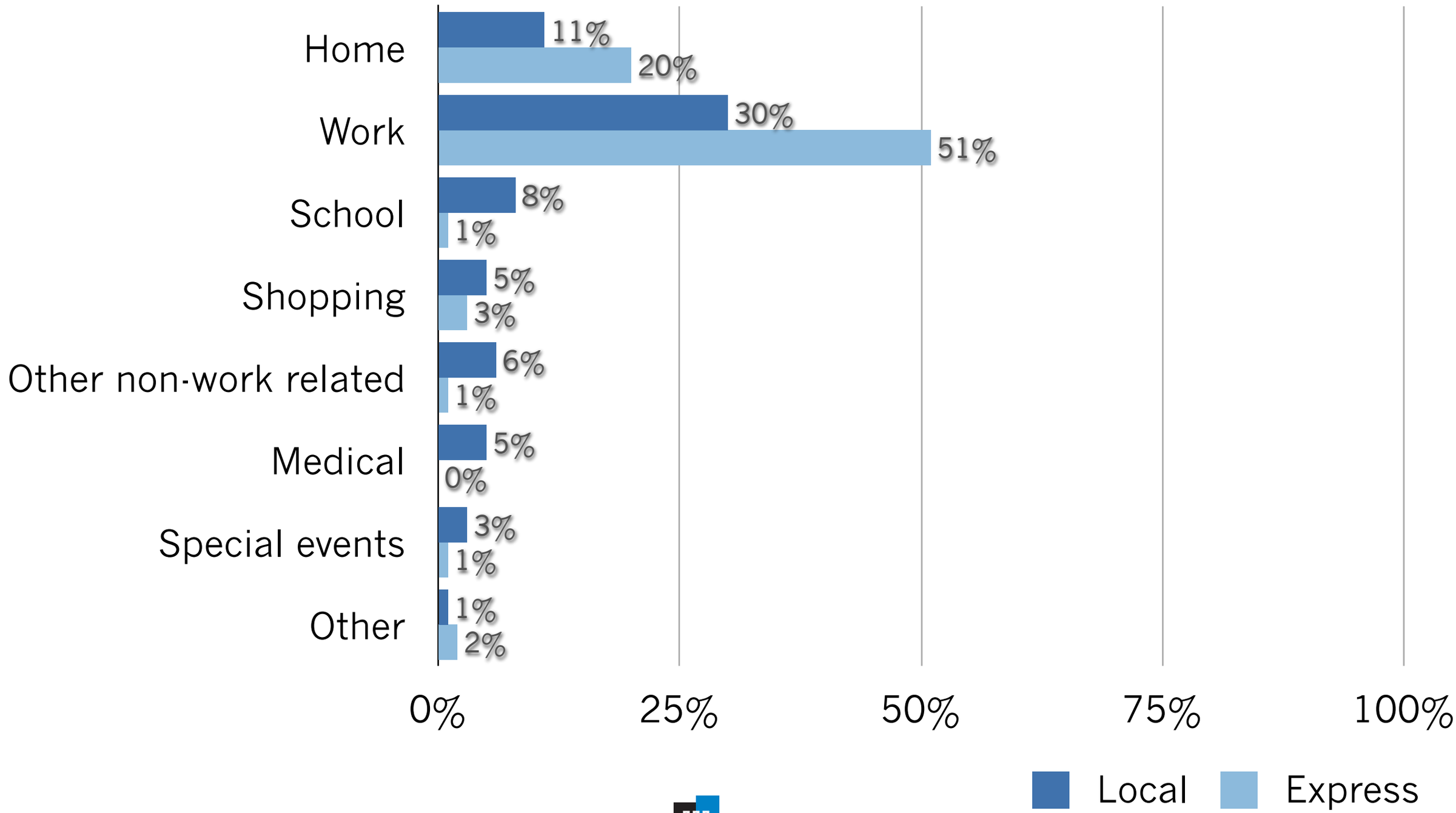
(select all that apply)



On this CCT trip, where are you traveling FROM?

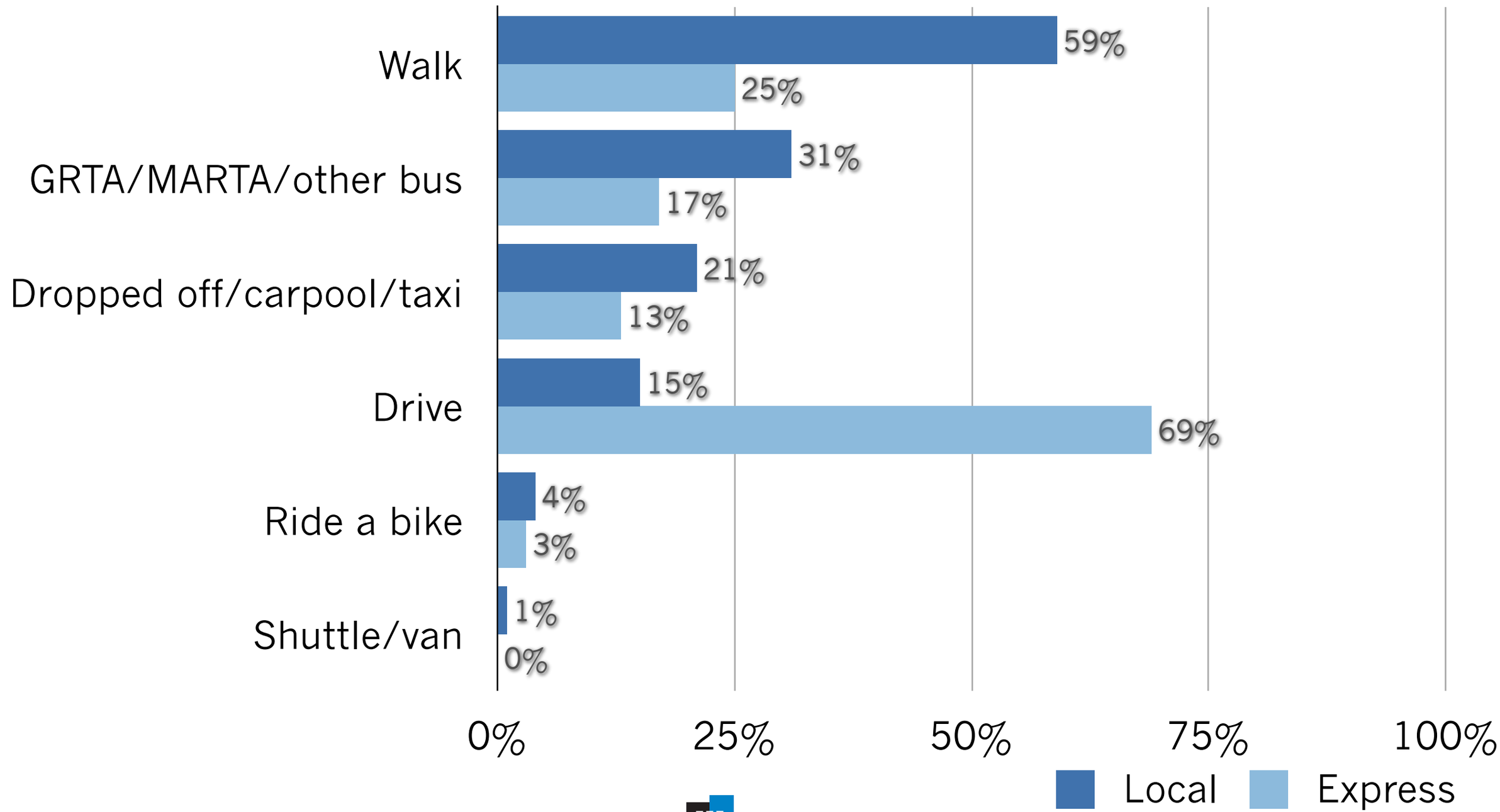


On this CCT trip, where are you traveling TO?

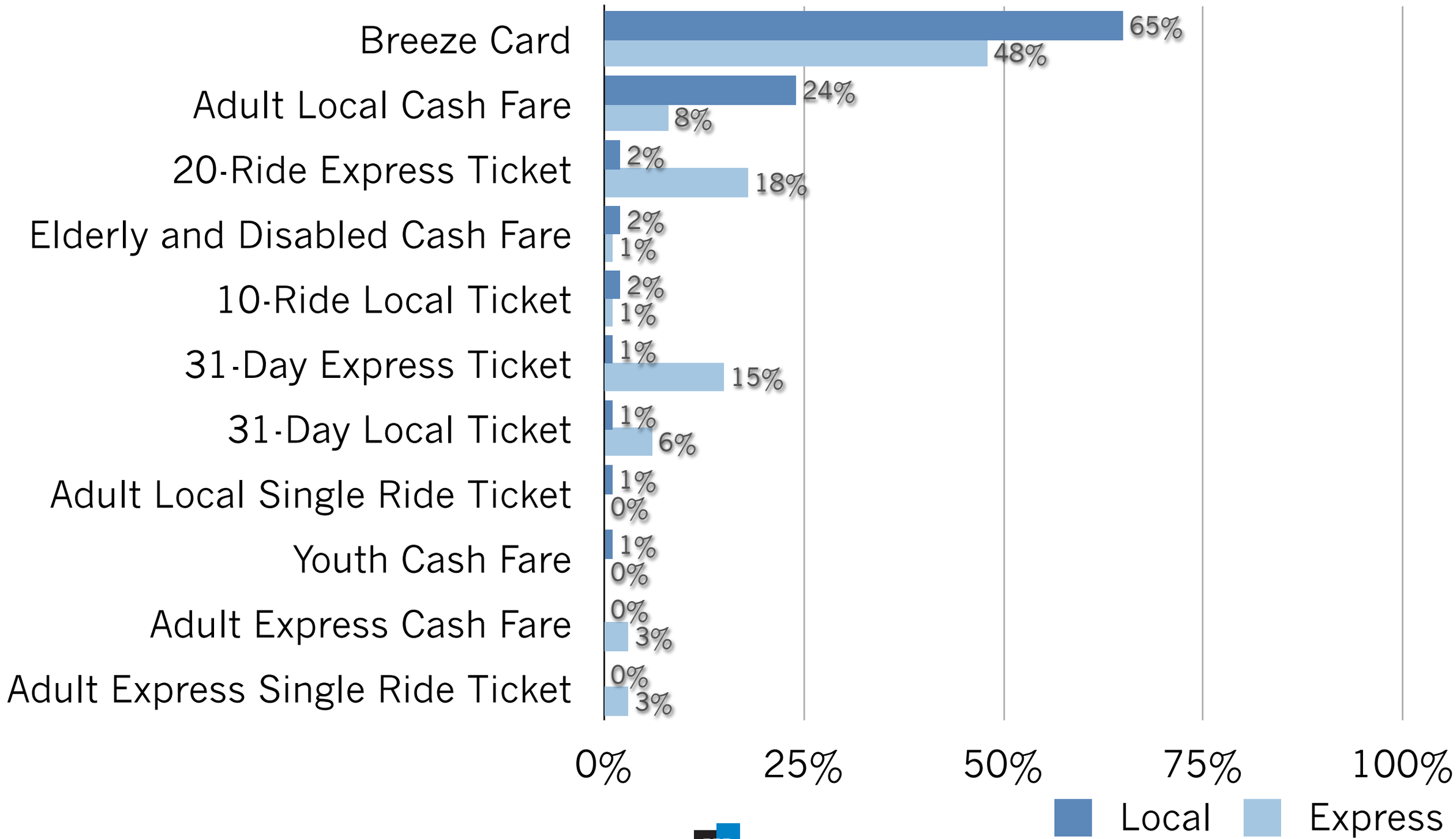


How do you usually access a CCT bus stop, bus station, or park and ride lot from home?

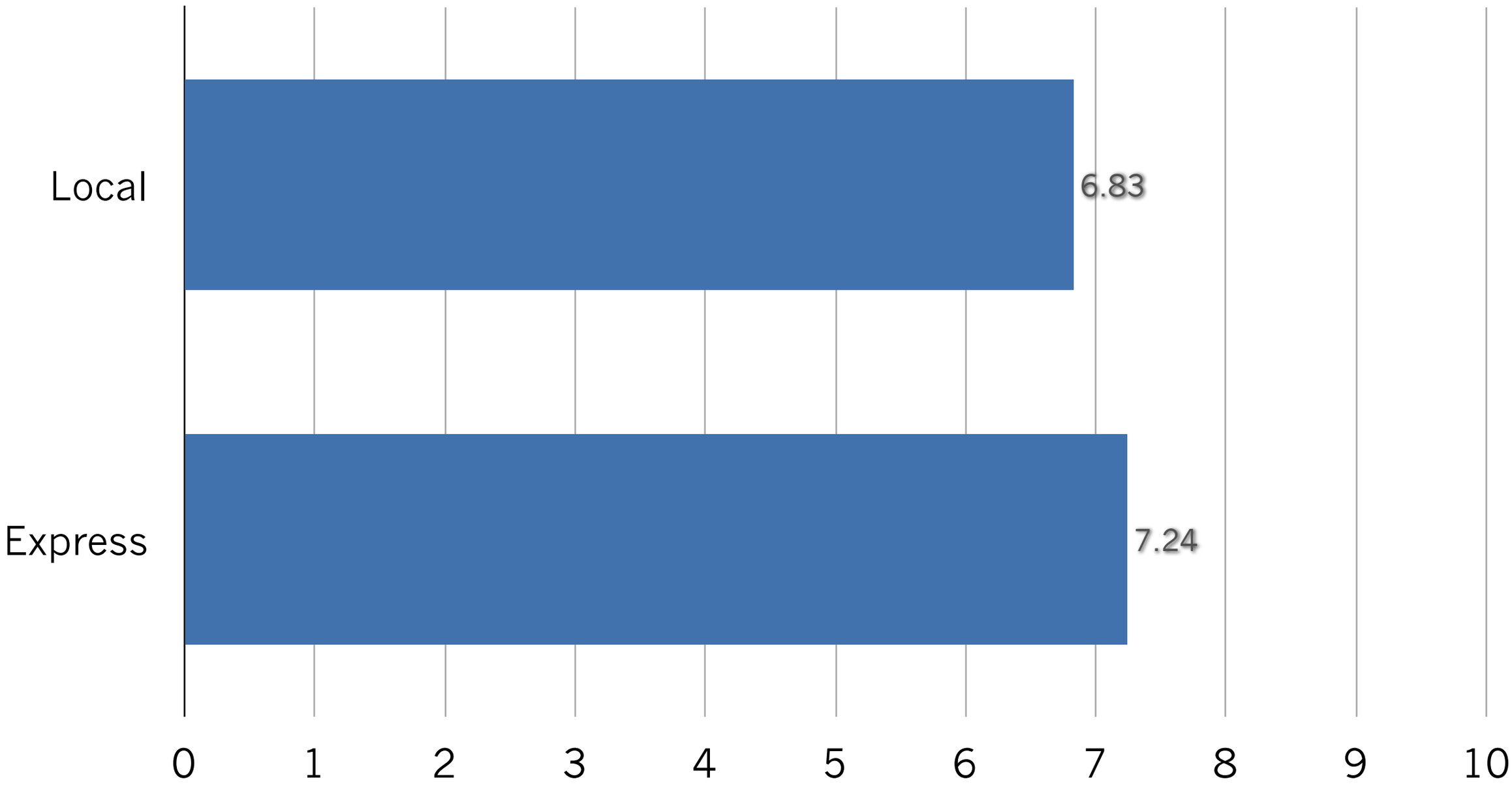
(select all that apply)



How do you usually pay your bus fare?

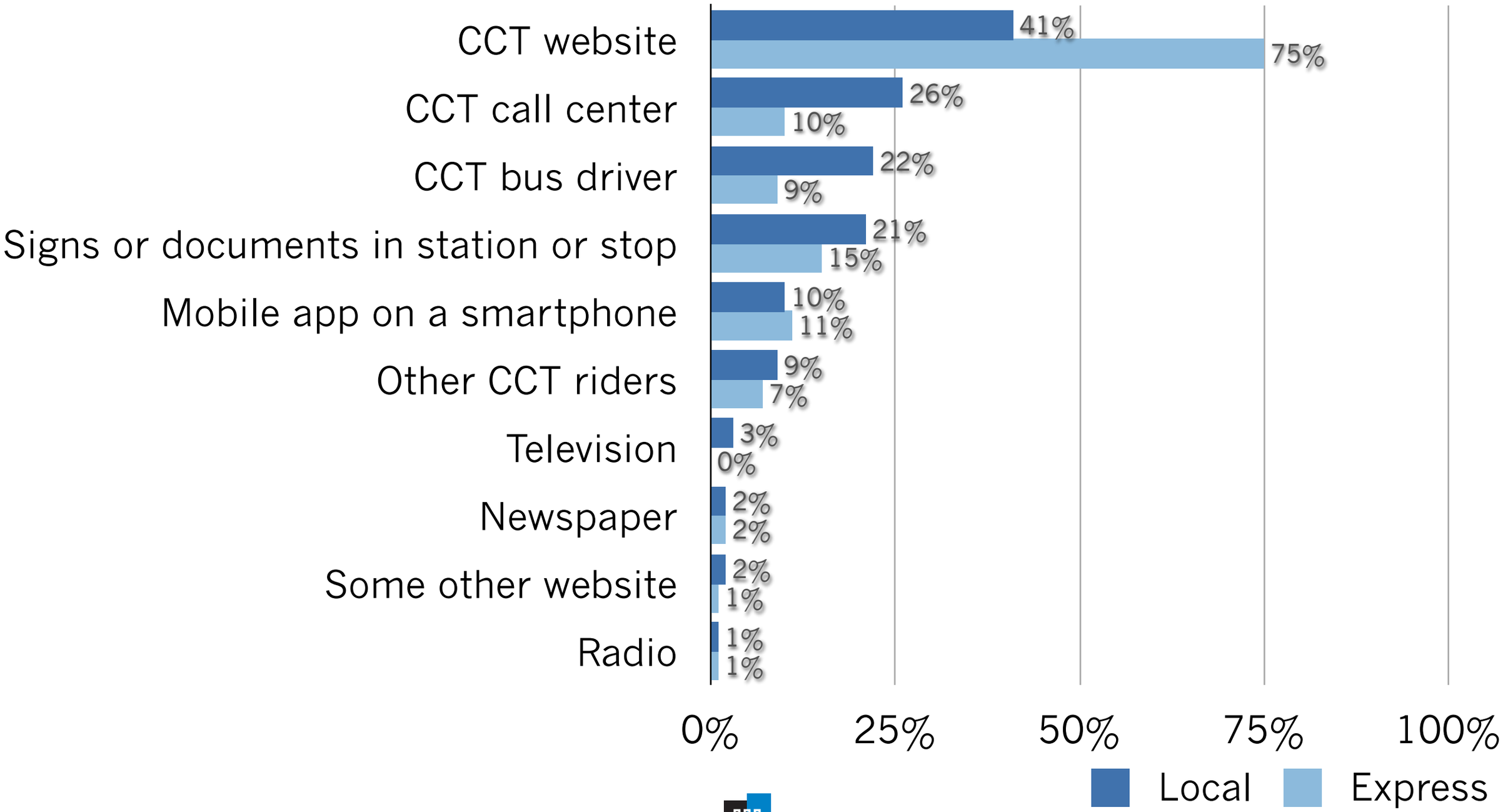


How many one-way trips did you make on CCT last week?



Where do you go for information on CCT, including routes and schedules?

(select all that apply)



Summary

- A majority of local and express riders are at least somewhat satisfied with CCT overall, though about one-quarter report being dissatisfied. Express riders are somewhat more satisfied.
- Riders rate all aspects of bus stops and stations relatively highly, with the exception of seating availability. Safety and lighting are the most highly rated.

Summary

- Express riders rate the quality of CCT buses and bus drivers much more highly than local riders do.
  - CCT buses
    - Safety is again the most highly rated aspect.
    - The amount of schedule information is both the lowest rated and where there is the greatest disparity between local and express riders.
  - CCT bus drivers
    - Professional appearance and driving skills are the most highly rated.
    - Courtesy and attitude is both the lowest rated and where there is the greatest disparity between local and express riders.

Summary

- Local and express riders rate all aspects of the CCT call center relatively highly.
- Local and express riders consider CCT to be both convenient and easy to ride.
  - The most highly rated items are how easy it is to pay with a Breeze Card or cash. The lowest rated item is the time it takes to reach a destination.
- Local riders consider all tested service changes/additions to be very high priorities.

Summary

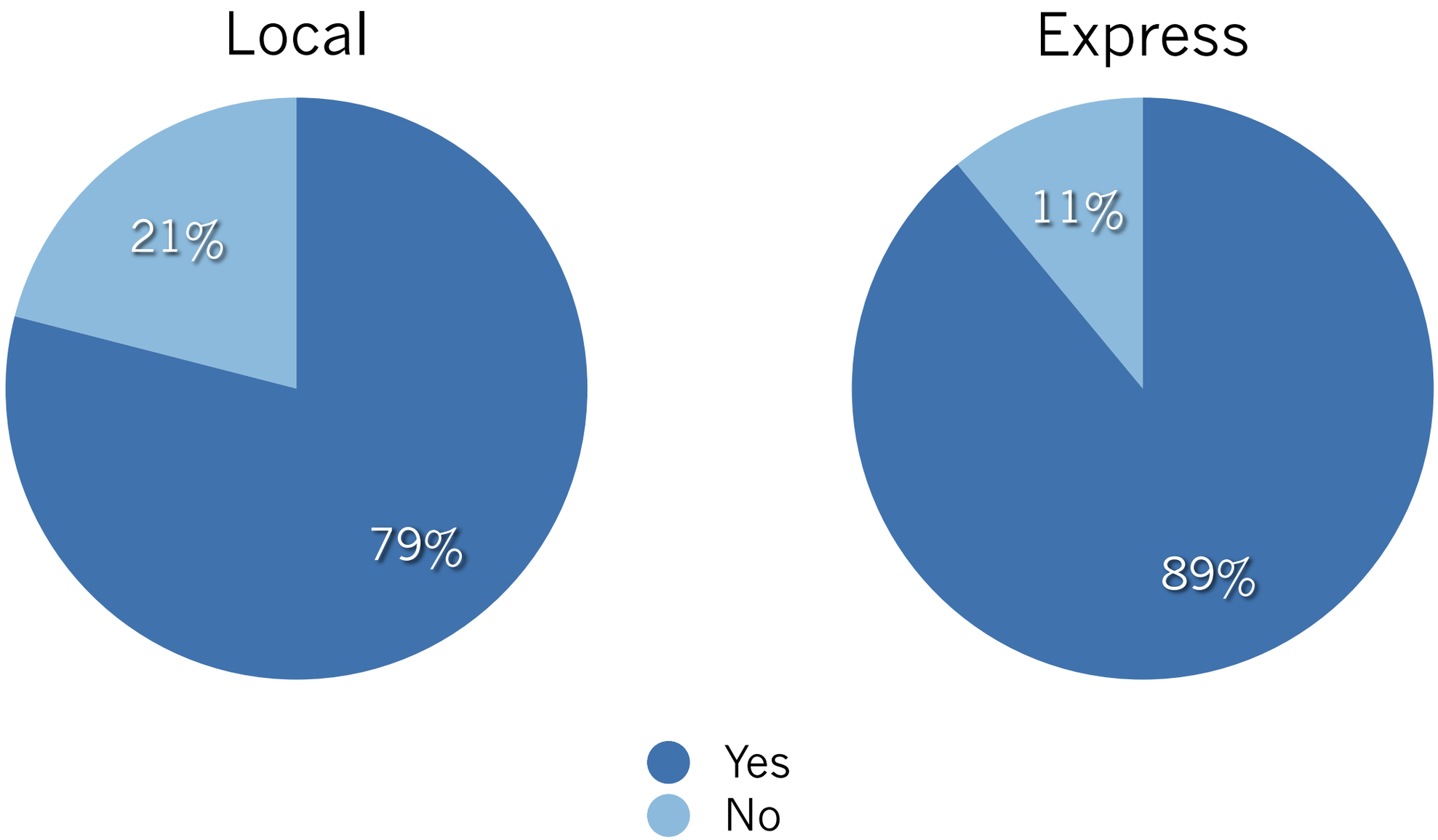
- Local and express riders differ in their reasons for using CCT.
  - Local riders mainly use CCT because they do not have access to a car for their trip.
  - Express riders use CCT for a variety of reasons — primarily convenience, gas prices, and to avoid parking, but 8 different reasons are cited by more than 20% of express riders.
- Local riders are likely to walk to CCT bus stops, bus stations, or park and rides. Express riders are likely to drive.
- A Breeze Card is the most common form of payment for CCT trips. Local riders are also likely to pay with Adult Local Cash Fares, while express riders are also likely to use Express Tickets.

Summary

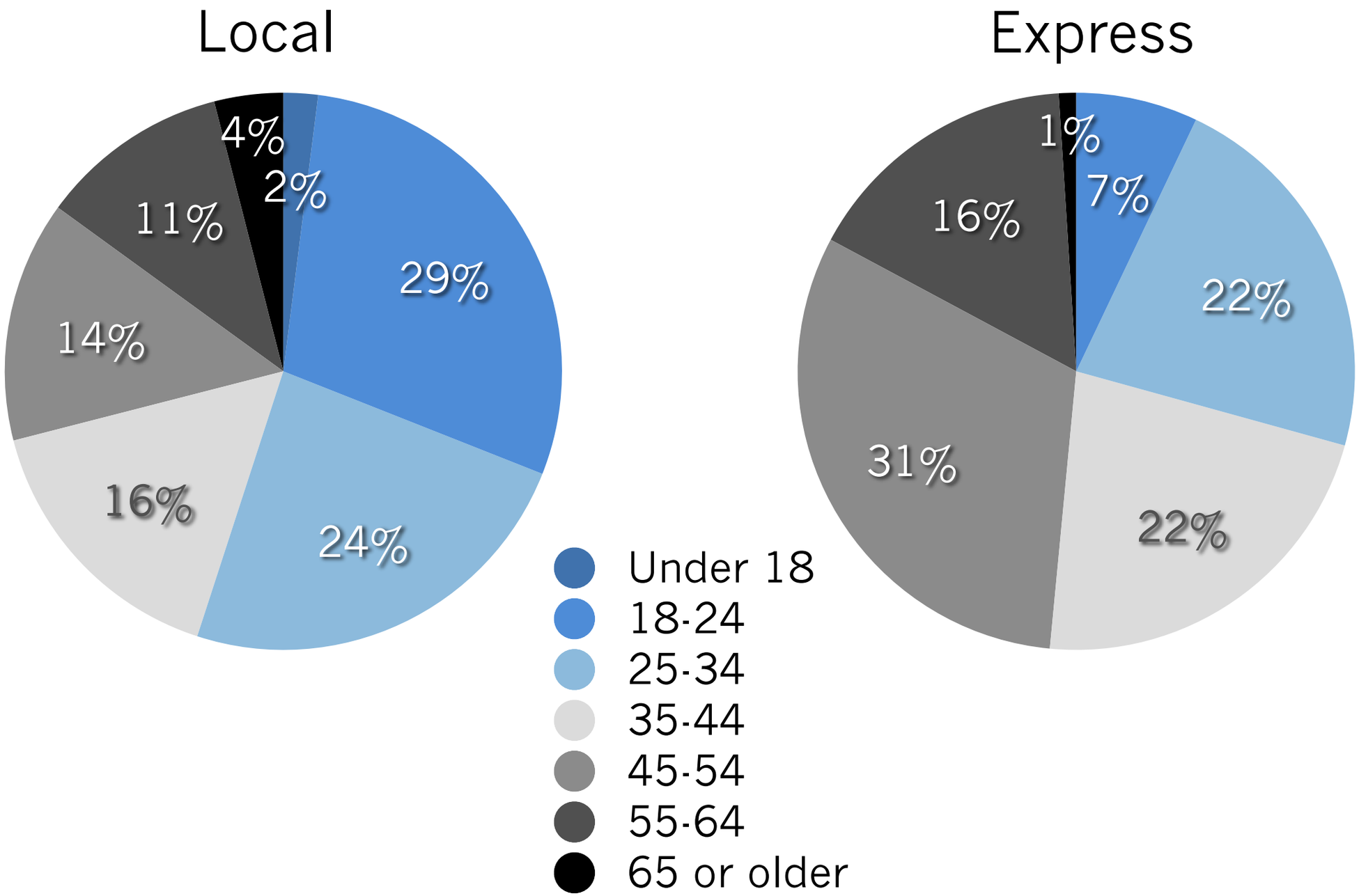
- The primary information source for all riders is the CCT website. Local riders are also likely to turn to the CCT call center, CCT bus drivers, and signs or documents in CCT bus stations and bus stops.
- There are several important demographic differences between local and express riders.
  - Express riders tend to be somewhat older than local riders.
  - Local riders are predominantly Black. Express riders are more evenly split between Black and White.
  - Express riders tend to have a much higher income than local riders.

Demographics

Do you own a mobile phone that is able to access the internet wirelessly?

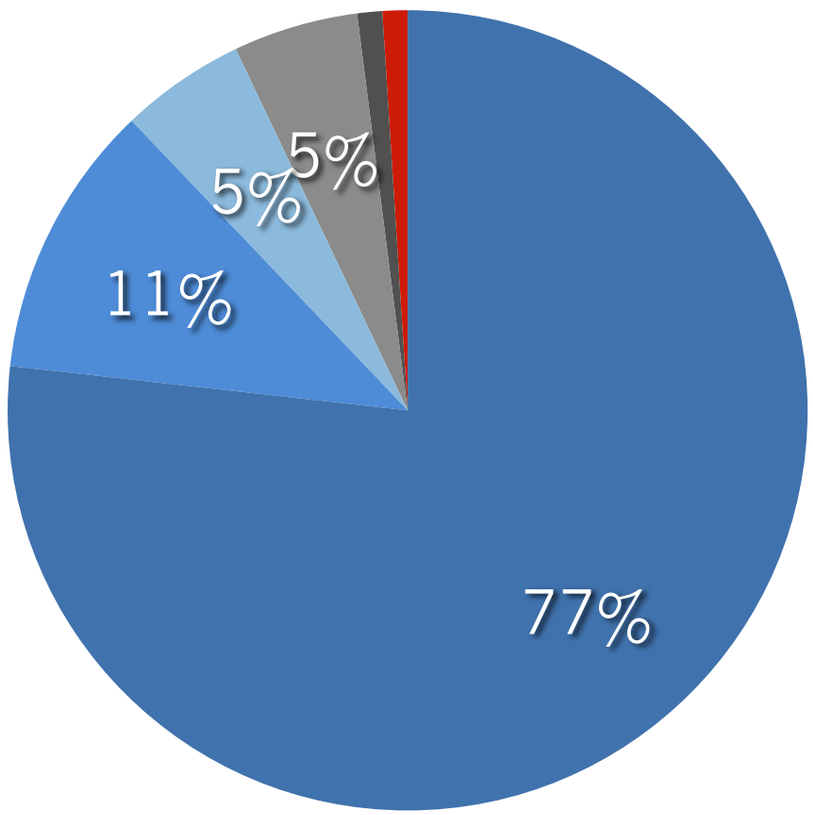


Age

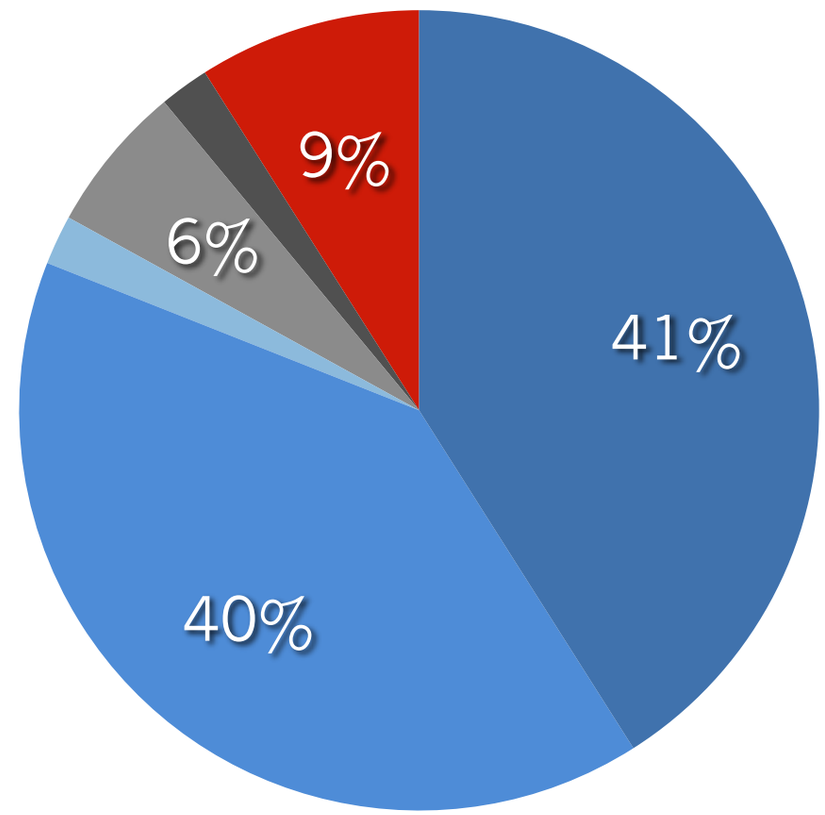

Local
4%
2%
11%
29%
14%
16%
24%
Express
1%
7%
16%
22%
31%
22%
Under 18
18-24
25-34
35-44
45-54
55-64
65 or older

Race

Local



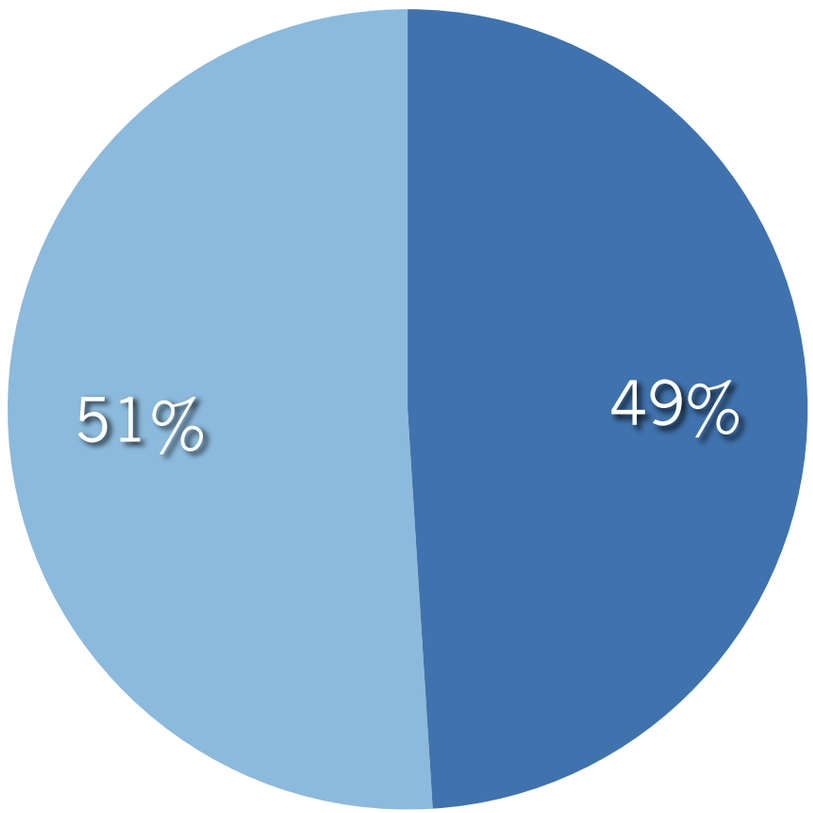
Express



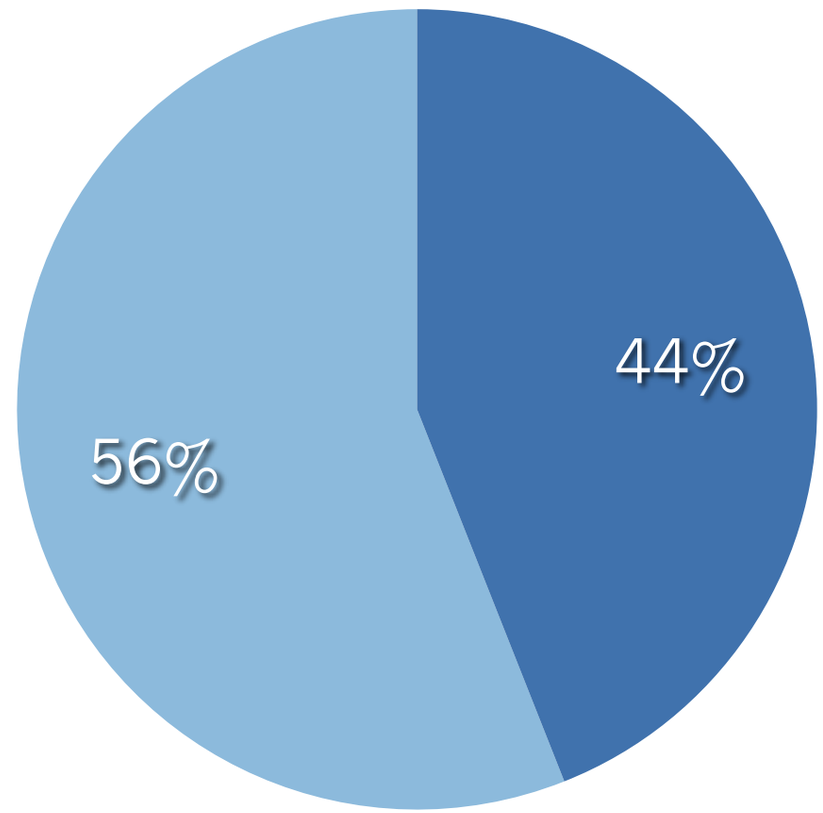
- Black or African American
- Hispanic or Latino
- Bi- or multiracial
- Prefer not to say
- White
- Asian
- Some other race

Gender

Local

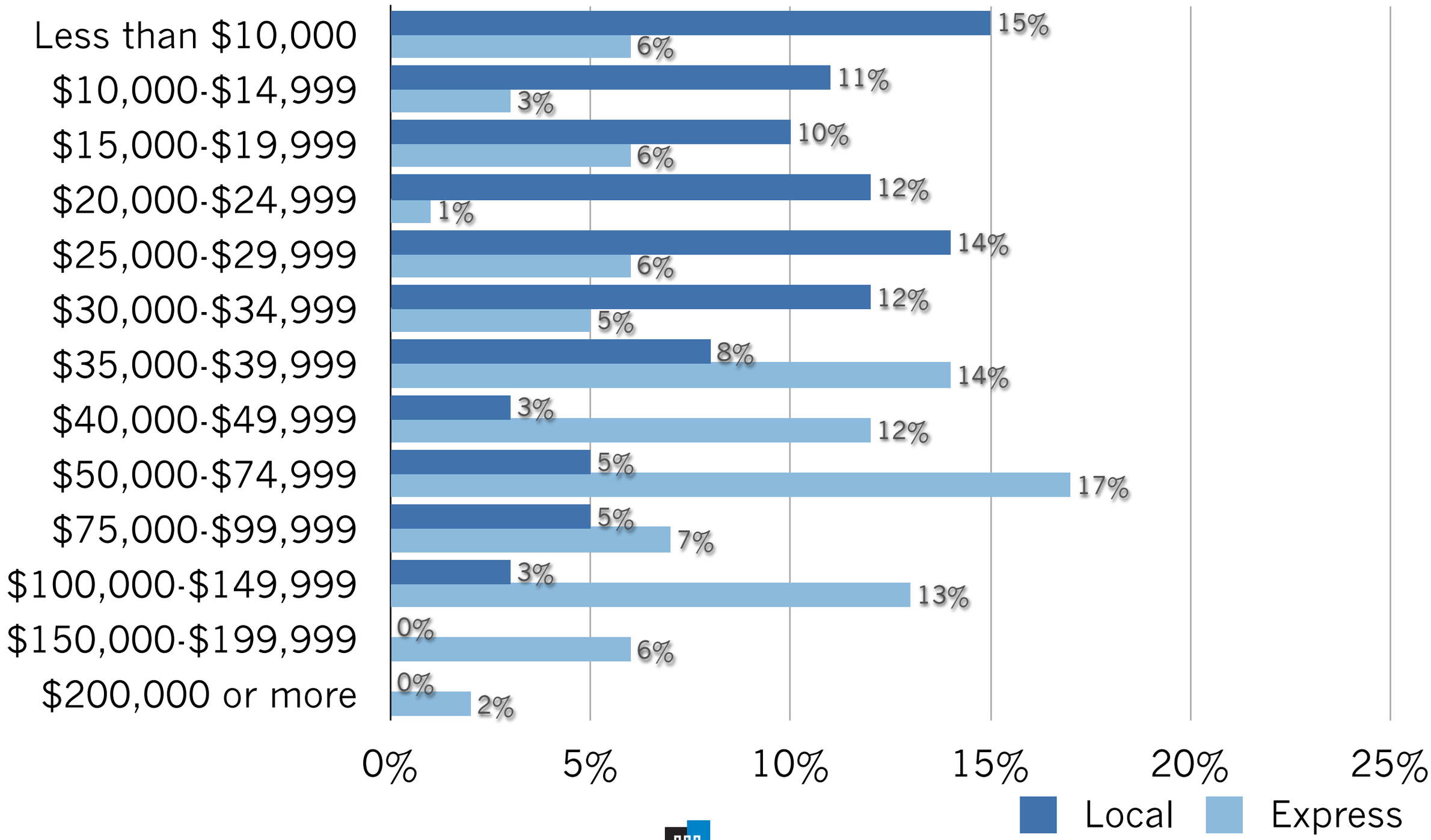
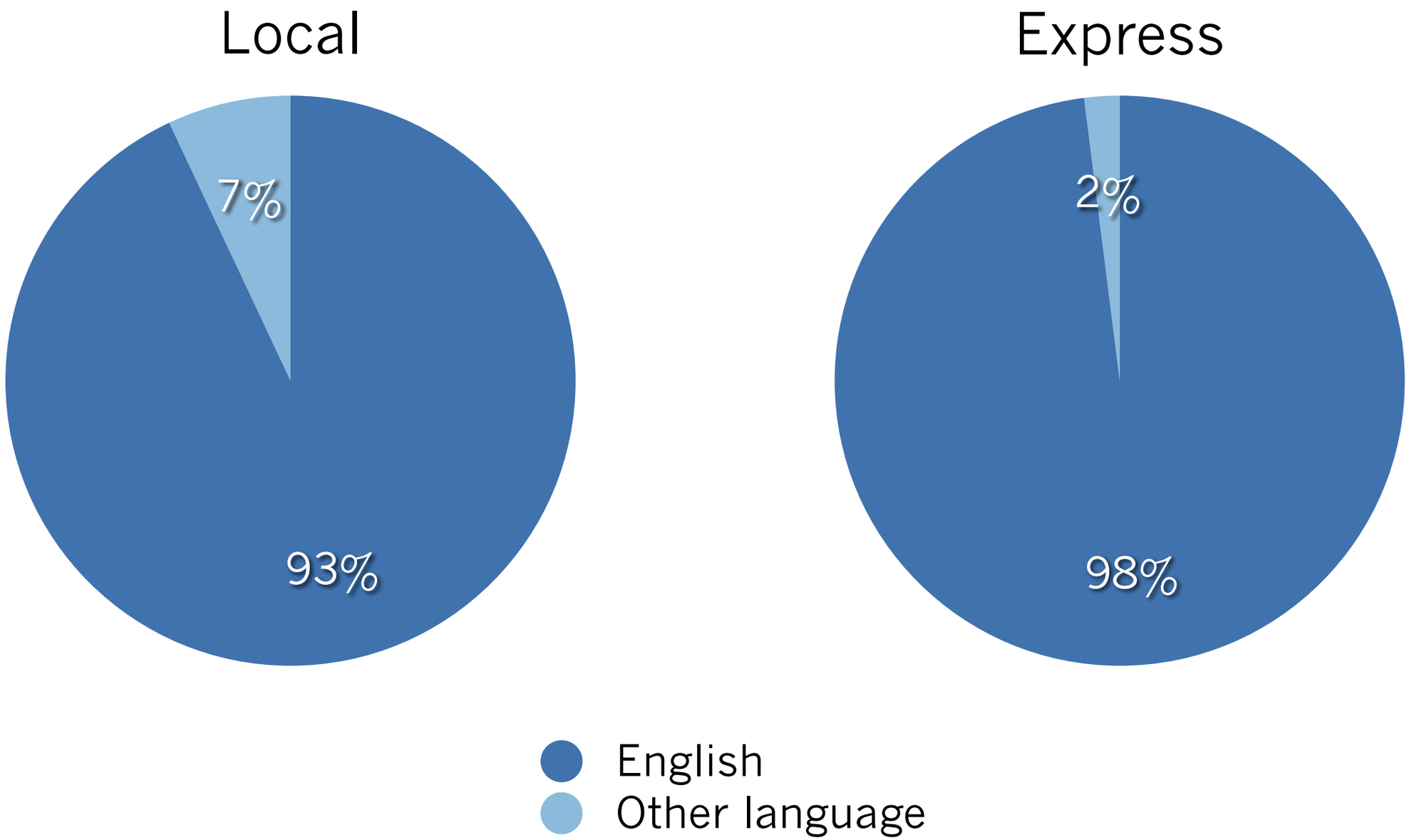


Express



Male
Female

Annual Household Income



Primary Language Spoken at Home