



Item #8

**DATE** March 6, 2019  
**TO** GCTD Board of Directors  
**FROM** Matthew Miller, Planning Manager *MM*  
**SUBJECT** **2019 Passenger Survey Analysis and Report**

---

### **SUMMARY**

As part of GCTD's effort of continual improvement, staff has conducted a passenger survey to help provide a better understanding of the needs of passengers, satisfaction with GCTD, as well as measure thoughts related to safety, accessibility, reliability and cleanliness of buses and bus stops.

### **BACKGROUND**

A strong understanding of passenger needs is critical for GCTD to continue to deliver a responsible transit service that is efficient, attractive and convenient. The attached report summarizes the results of the 607 surveys collected during the collection period which lasted from September 2018 to the first week of January 2019. This report contains a selected analysis concentrating on three areas: Travel Time, Desired Improvements and Satisfaction. A summary of every survey questions is included in the appendix. The results presented here will be taken into consideration as Planning Staff evaluates options for improvements in the coming years.

### **RECOMMENDATION**

**IT IS RECOMMENDED that the GCTD Board of Directors receive and file this report and presentation. This report is for information only.**

---

General Manager's Concurrence

### **GOLD COAST TRANSIT DISTRICT**

# 2019 PASSENGER SURVEY

ANALYSIS AND REPORT OF RESPONSES

March 2019



## GOLD COAST TRANSIT DISTRICT

CITY OF OJAI | CITY OF OXNARD | CITY OF PORT HUENEME | CITY OF VENTURA | COUNTY OF VENTURA  
301 EAST THIRD STREET, OXNARD, CA 93030 | P 805.483.3959 | F 805.487.0925 | GOLDCOASTTRANSIT.ORG

# TABLE OF CONTENTS

- 1        **METHODOLOGY** ..... **3****
- 1.1    SURVEY GOALS & AUDIENCE ..... 3
- 1.2    SURVEY DESIGN ..... 3
- 2        **SELECTED ANALYSIS & RESULTS** ..... **4****
- 2.1    TRAVEL TIME (COMPARED TO DRIVING) ..... 4
- 2.2    DESIRED IMPROVEMENTS ..... 6
- 2.3    SATISFACTION WITH CURRENT SERVICE ..... 7
- 3        **CONCLUSION & NEXT STEPS** ..... **9****
- APPENDIX – COMPLETE SURVEY RESULTS** ..... **10**

*For questions about this report, please contact:*  
MATTHEW MILLER  
PLANNING MANAGER  
MMILLER@GCTD.ORG  
805.483.3959

## INTRODUCTION

As part of GCTD's effort of continual improvement, staff has conducted a passenger survey to help provide a better understanding of the needs of passengers, satisfaction with GCTD, as well as measure thoughts related to safety, accessibility, reliability and cleanliness of bus stops. A strong understanding of passenger needs is critical for GCTD to continue to deliver a responsible transit service that is efficient, attractive and convenient. The GCTD 2019 Passenger Survey results will help guide continued effort to improve transit service to the community we serve.

This report provides an analysis of three core areas related to **travel time, desired improvements** and **passenger satisfaction**. A complete listing of survey questions as well as results, and a copy of the printed survey instrument are included in the Appendix.

## 1 METHODOLOGY

### 1.1 SURVEY GOALS & AUDIENCE

GCTD's goals for this survey were to determine bus riders' satisfaction levels of the service as well as improvements that are most desired. The survey was open from September 30, 2018 to January 5, 2019. Bilingual surveys were made available and collection boxes were installed on each of GCTD's 56 fixed-route buses. The survey was also available to be taken online with links posted on the GCTD website, Facebook, Instagram and Twitter.

GCTD aimed to collect as least 603 surveys in order to achieve statistical validity and obtain an accurate representation of the attitudes and preferences of the total average daily riders. In total, GCTD collected 607 completed surveys that were used in the final survey analysis.

### 1.2 SURVEY DESIGN

The survey questions were designed to enable GCTD to gain information about the travel frequency, travel time and attitudes of passengers toward current service. Additionally, staff was especially interested to determine what improvements passengers wanted most, and therefore included questions about increased frequency, bus stop spacing, and service hours.

Other questions that were included related to how passengers are paying fares, the types of cell phones passengers use, how passengers are obtaining information about routes and schedules, and what routes and other transportation services they use. The answers to these questions can be used in a variety of ways including improving GCTD's marketing efforts, internet presence and public outreach.

Demographic questions about age, gender and income were not included in the survey to keep the survey short and maximize responses. However, this important data will be collected as part of our upcoming Title VI survey which is completed every 3 years.

## 2 SELECTED ANALYSIS & RESULTS

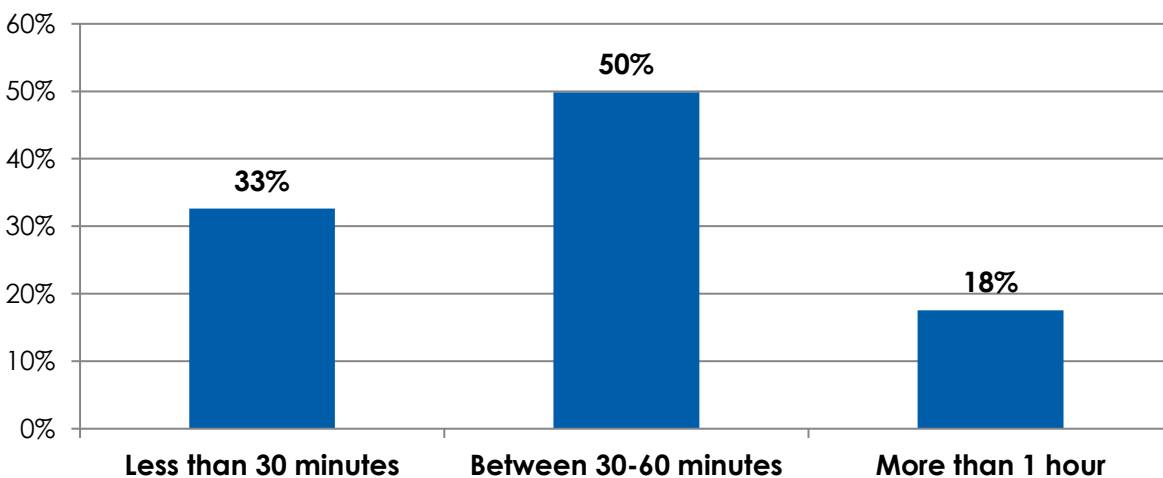
The following analysis is based on select questions that illustrate three main themes: **Travel Time, Desired Improvements** and **Passenger Satisfaction**. A complete set of all survey questions and results are included in the Appendix.

### 2.1 TRAVEL TIME (COMPARED TO DRIVING)

The length of time it takes for someone to travel to their destination using transit can be used as an indicator of how well transit is serving the community. It also indicates how likely someone will choose to use the bus or how satisfied someone is while using the bus. Studies in other cities such as Los Angeles, recently found that a drop off in ridership may occur if a bus trip length exceeded a car trip length by more than **2 times**.

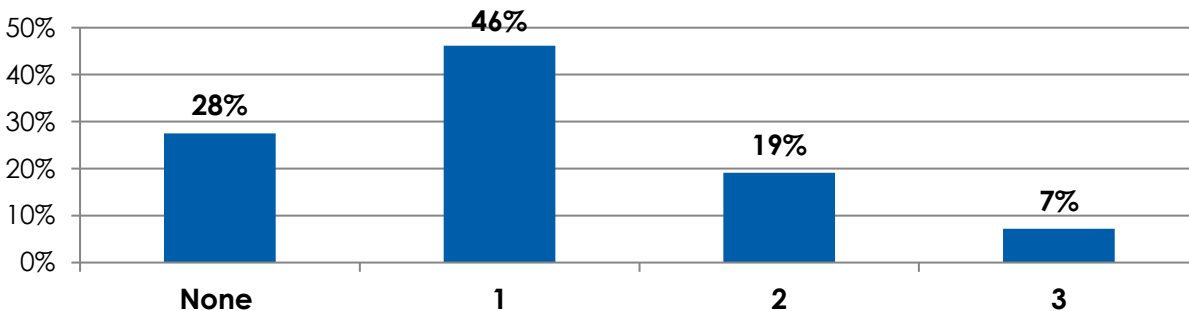
GCTD was interested in finding out how long passengers were spending on the bus, how many transfers were needed to reach their destination and what their bus stop spacing preference relative to their travel speed preference. The answers to these three questions, coupled with the average passenger miles travelled data, can be used to determine if it would benefit passengers to implement service adjustments that emphasize shortening of travel time.

#### Survey Question #5: How much Time will you spend on the bus to reach your destination?



The takeaway here is that 68% spend between 30 minutes to over 1 hour to get to their destination. We know from our Automatic Passenger Data (APC) that the average number of miles travelled by GCTD passengers is 4.21 per trip. By putting these two pieces of information together we can see that **68% of GCTD passengers are spending between 30 minutes to over 1 hour to travel on average 4.21 miles**. This does not include time spent waiting or walking to the bus stops. When examining travel time in this way, you can conclude that using transit takes 3 – 5 times longer than using a personal car to reach the same destinations.

### Survey Question #7: How many Transfers do you use before reaching your destination?

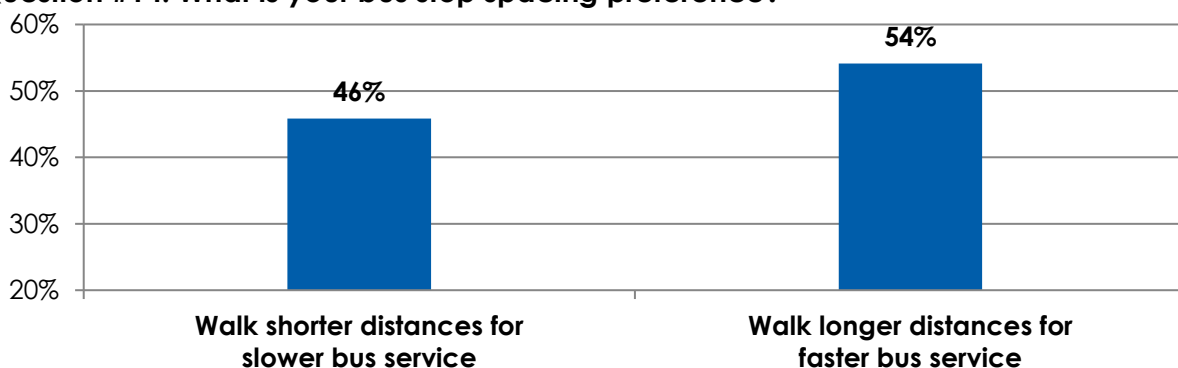


The graph above shows that **72% of passengers take at least one transfer to reach their destination** which may be contributing to the longer travel times shown in the previous question above. The long travel time is further extended if the number of transfers grows to two (2) or three (3). When low numbers of transfers are present this indicates a passenger's ease of travel by allowing them to reach their destination with a "one seat ride".

Transfers, by themselves, are not an indicator of inefficiency, in fact, transfers are a necessary component of a transit system. In places where the city is planned on a grid system and transit comes around more frequently, transfers will work very well. Unfortunately, the cities GCTD serves are not all planned on a grid system and transit is not frequent enough to support efficient transfers. Due to this combination, a transfer can become a burden of transit use and has the potential to considerably lengthen a passenger's trip, unless service frequency is improved.

In order to increase frequency on core routes, using the limited resources the agency has to operate transit service, two competing priorities must be considered: **deliver coverage to more areas with stops close together and slower service** OR **more frequent service in some areas with longer walking distances and faster service**. We asked passengers to provide their preference on "bus stop spacing" preference in the question below:

### Question #14: What is your bus stop spacing preference?



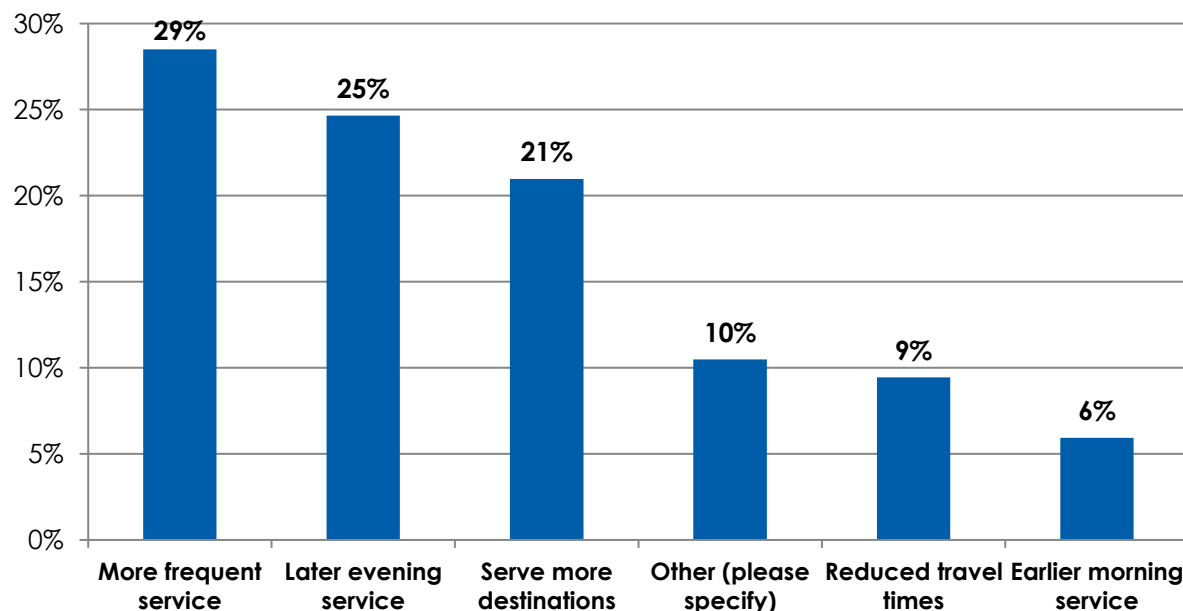
The graph above shows a slight preference of 54% of passengers willing to walk longer distances to reach faster bus service. However nearly half, 46%, of respondents prefer walking shorter distances, even if the bus takes longer. **This is a common dilemma in transit and typically reflects the diverse age and abilities of the population who use transit.** For example, college students and those traveling to work may prefer faster trip times even if it requires walking longer distance, whereas seniors, persons with disabilities and those with young children may prefer to walk shorter distances. Lack of complete sidewalks and lighting in some areas may also contribute to the preference of shorter walks.

Currently, there are many routes in the GCTD system that deviate from the main arterial roads where bus speeds can be maintained, into narrower neighborhoods streets where slower speeds prevail in order to deliver “front door” type service. The deviation of the bus into these neighborhoods has been designed to minimize walking distances and to serve locations that have received requests for service. Over time, this has contributed to slower overall service, and longer travel times.

## 2.2 DESIRED IMPROVEMENTS

Determining the improvements needed to sustain and increase our ridership was especially important to GCTD while conducting this survey. The improvements identified through this process will be used to guide the concepts developed when GCTD implements redesigned routes in the coming years. GCTD planning staff will use the results below along with the previous questions to help inform future recommendations about how to improve the service.

### Question #12: What service improvement would make you ride more?



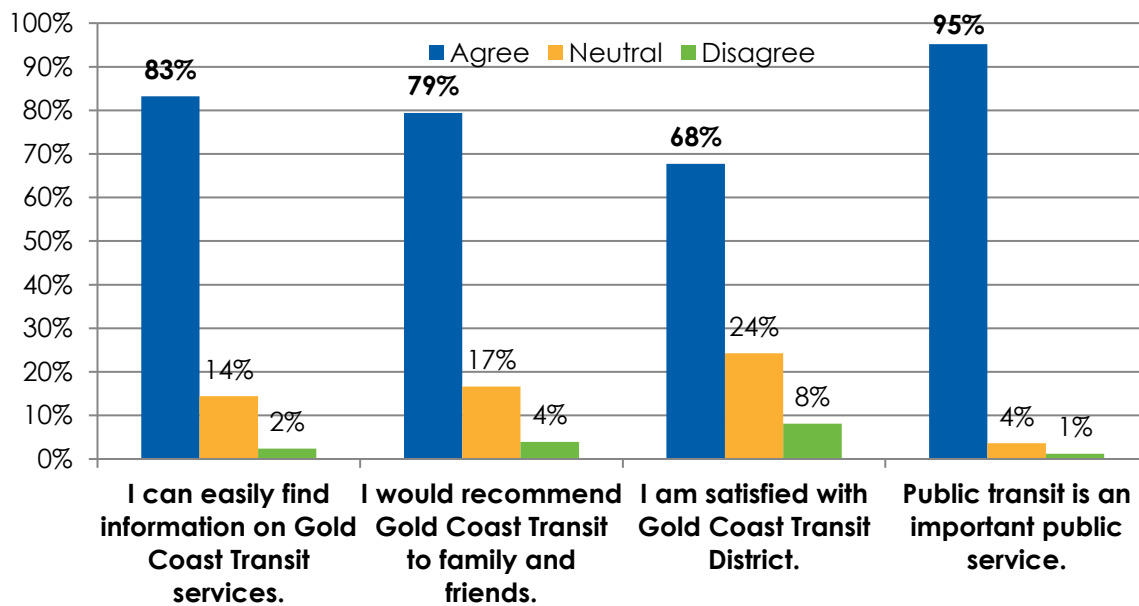
The graph above shows the distribution of preferred improvements that would make people ride more and the concept of reducing travel time is illustrated again. More frequent service is a form of reducing travel time therefore when you add the choice of "More frequent service" and "Reduced travel time" together, you see **a total of 38% of people wanting decreased travel time in some form**. A very effective way to reduce one's travel time is to offer more frequent service on routes that directly serve the most popular destinations. Doing this will also help GCTD to sustain and increase ridership.

### 2.3 SATISFACTION WITH CURRENT SERVICE

It is important for every transit provider to determine how satisfied its passengers are with their system. Satisfaction levels help the agency target where and how to start addressing its issues. Additionally, satisfaction levels can help determine how quickly an identified issue needs to be addressed. All this information is valuable when thinking about how GCTD can improve its delivery of attractive and convenient service.

There were two questions on this survey that related to satisfaction levels of GCTD's services. One of these questions was an "agree, disagree or neutral" rating question that was general. The other question was more specific and used a 1 through 5 rating system for six (6) different aspects of GCTD's service.

#### Question #15: Do you agree or disagree with the following statements?



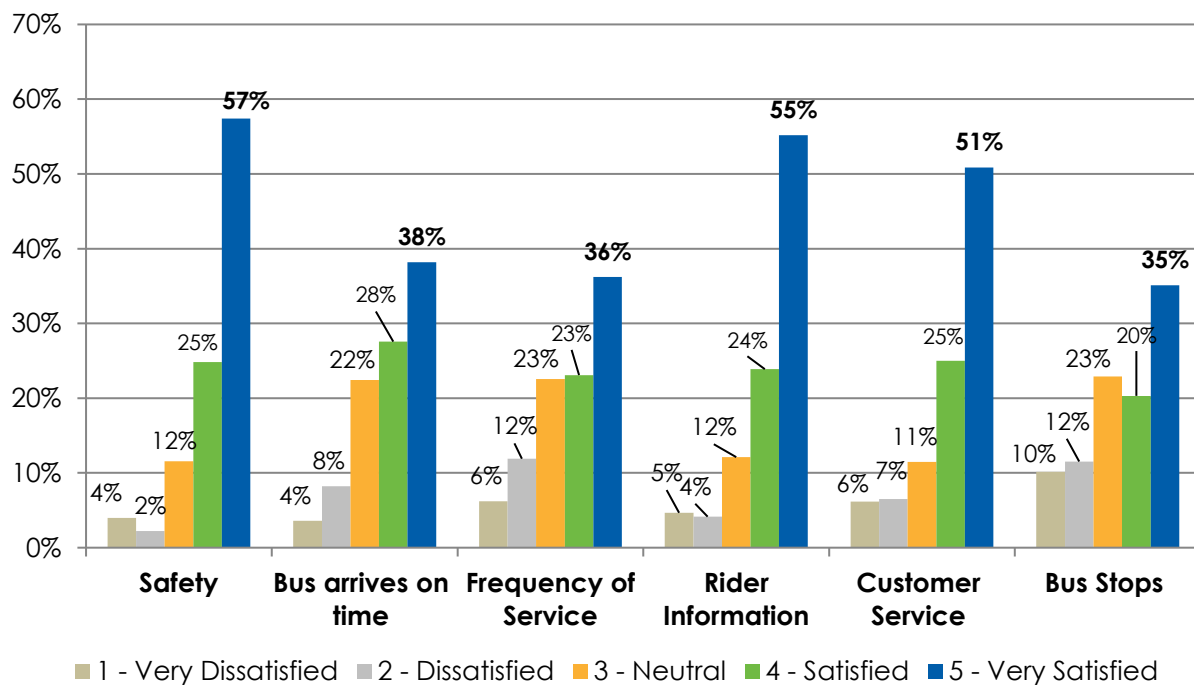
The graph above shows passengers' general satisfaction level with GCTD is 68% with 24% of respondents stating that they are neither satisfied nor dissatisfied with the service. The presumption is that when improvements are made, the 24% of respondents that are



neutral have the potential to become satisfied with GCTD service, therefore raising the general satisfaction level.

The graph also shows encouraging results that our passengers agree that public transit is an important public service (95%) and that (79%) of people would recommend our service to others.

**Question #13:**  
**Thinking about your experience on Gold Coast Transit, how satisfied or dissatisfied are you with the below categories?**



The graph above shows satisfaction levels across six (6) different aspects of GCTD transit service. Generally, responses of 1 or 2 are regarded as negative, 3 is neutral, and responses 4 through 5 are regarded as positive. As shown above, a large majority of passengers hold positive attitudes and feelings about each of the six (6) categories.

There are three areas that are lower than the rest, which can be targeted for improvements, they are: **Bus Arrives on Time**, **Frequency of Service** and **Bus Stops**.

Based on APC data, GCTD’s on-time performance hovers around 88% (counting end of line arrivals as “on-time”) each month and is just shy of its 90% goal. The lower rating above may indicate a perception of late buses, or reflect lateness occurring at specific locations. Staff will need to further study on-time performance of individual timepoints in order to address those areas.

As discussed earlier, GCTD does not have many high frequency routes which contributes to long travel times, so it's not surprising that passengers rated the category of "Frequency of Service" lower overall.

The third category of lower ratings is Bus Stops, which included a description of "Cleanliness, availability of amenities, lighting, safety". This category received the most negative ratings of all the categories. This is important because bus stops are often the first interaction (first impression) people have with the transit system. To many, a poorly maintained, dirty, or poorly illuminated bus stop triggers subconscious negative thoughts about the rest of the transit system which can lead to dissatisfaction.

It would be in the interest of GCTD, passengers and the entire community to prioritize bus stops and raise their attractiveness and comfort. Doing so would not only help increase ridership and transit service satisfaction levels, but also lead to a cleaner more attractive streetscape and overall perception of public transit in the community.

### 3 CONCLUSION & NEXT STEPS

Based on analysis of the survey results in the three main areas: **Travel Time, Desired Improvements** and **Passenger Satisfaction**, some preliminary conclusions may be drawn.

#### TRAVEL TIME

The survey results from questions related to travel time indicate that passengers are spending too much time on the bus to go, on average, short distances. Therefore, if GCTD wishes to address this issue, it may be necessary to redesign some routes in order to emphasize shorter travel time and frequency.

To decrease travel time, GCTD would need to consider modifying routes to be more direct, using main arterial roads to maintain speed, and provide better connections between routes. **Offering faster, more direct service and improving connections would increase the attractiveness and convenience of transit to current passengers and to those community members who have the choice to use transit or not.** However, doing this would also mean some current low ridership locations might lose their "front door" type service and customers might be required to walk longer distances to reach the bus. Increasing walking distances to a bus stop from one to three blocks, for example, could be difficult for those with mobility limitations and may require improvements to sidewalks that lead to and from stops to ensure access to the system. To further ensure transit access to those who may be unable to walk longer distances, alternatives like on demand services could be considered as possible connections to the bus.

Shifting the focus of transit on to main arterial roads could also support the goal of reducing traffic impacts of new housing developments, as well as help providing cities with more defined "high-quality transit corridors" in the future which can support local land use decision making. These decisions would need to be made in conjunction with community input and involvement in effected areas.

### DESIRED IMPROVEMENTS

The survey results indicate that a majority of passengers want service improvements that increase service frequency (reduce travel time) which could be achieved by improving bus stop spacing and routing changes. Interestingly, many of the respondents who rated frequency of service lower in question #13 also chose they'd like to see later evening service which illustrates a classic transit tradeoff of how to allocate its limited operational budget.

Since GCTD does not have the resources to implement all types of improvements, it will have to consider which improvements will benefit the *most* amount of people while also raising the **attractiveness and convenience** of the transit system. For example, GCTD may be able to increase the frequency on some routes but it will be at the expense of offering later evening service or vice versa.

### PASSENGER SATISFACTION

Passengers' overall are very satisfied with GCTD and they view GCTD's transit service positively. **The highest satisfaction levels are seen in Safety, Rider Information (accessing bus information, reading schedules) and Customer Service (driver and customer service staff helpfulness and friendliness).** Improving in the categories that were marked a little lower, **on-time performance, service frequency** and **bus stop cleanliness**, would only serve to improve satisfaction levels.

### NEXT STEPS

GCTD is in a position to leverage its high satisfaction levels by implementing desired improvements and plans that reduce travel time. These plans could include the introduction of new routes, redesigning old routes, attempting to increase frequency on popular routes and improving the quality of bus stops throughout the GCTD system to fulfill identified passenger needs.

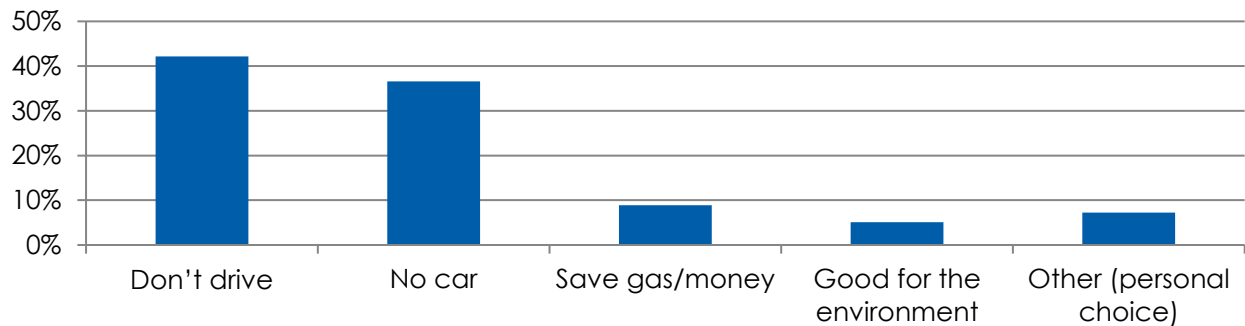
In the coming year, GCTD has grant funding to initiate new service along a major arterial roadway (Ventura Road) in Oxnard. This new route will provide fast and direct service along Ventura Rd, connecting Port Hueneme to North Oxnard. This will enable GCTD to make related adjustments that could provide faster service on connecting routes in these areas. Planning staff will take the results of this passenger survey into account as we evaluate options for improvements and bring proposed changes to the community for their input.

## APPENDIX

### COMPLETE SURVEY RESULTS

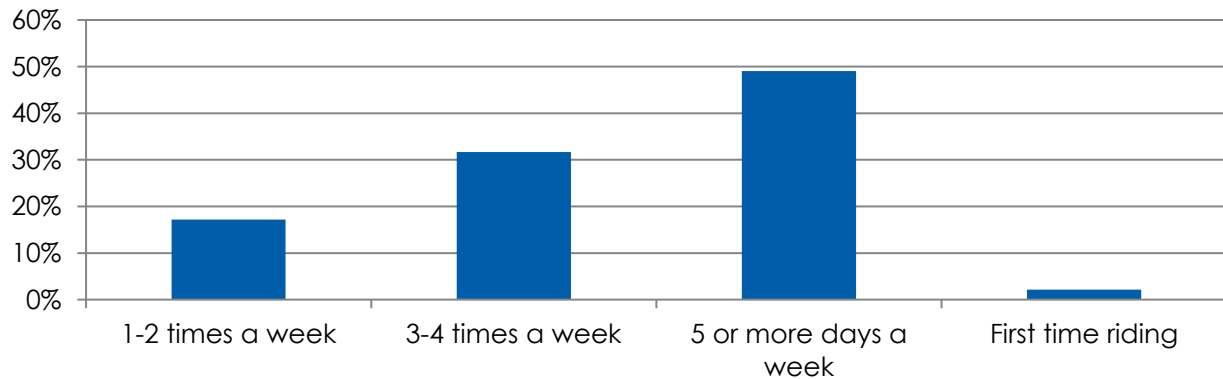
#### 1. Why do you ride Gold Coast Transit?

Answer Choices	Responses	
Don't drive (not able to)	42%	256
No car	37%	222
Save gas/money	9%	54
Good for the environment	5%	31
Other (personal choice)	7%	44
	<b>Answered</b>	<b>607</b>
	<b>Skipped</b>	<b>0</b>



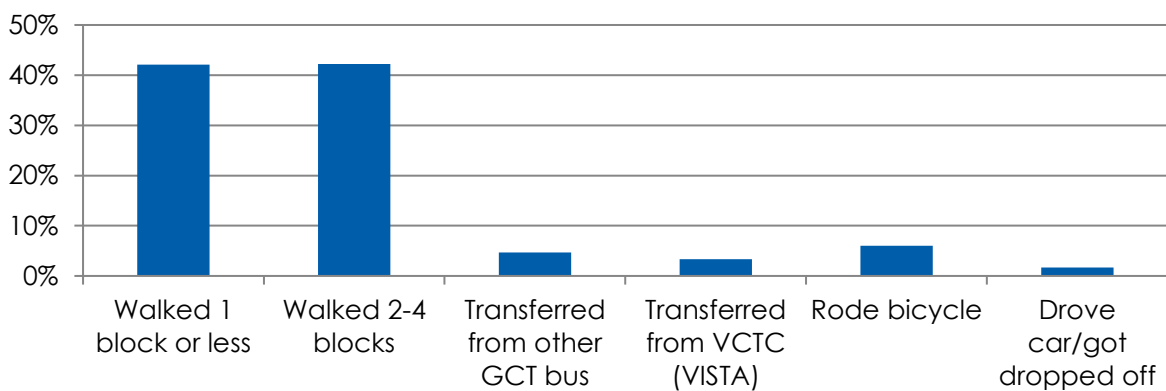
#### 2. How often do you ride the bus?

Answer Choices	Responses	
1-2 times a week	17%	104
3-4 times a week	32%	192
5 or more days a week	49%	297
First time riding	2%	13
	<b>Answered</b>	<b>606</b>
	<b>Skipped</b>	<b>1</b>



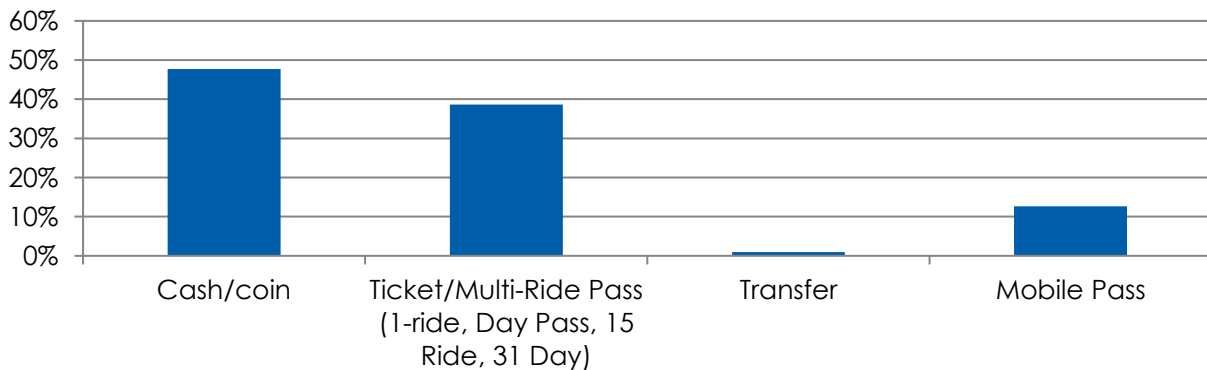
#### 3. How did you get to the bus stop?

Answer Choices	Responses	
Walked 1 block or less	42%	252
Walked 2-4 blocks	42%	253
Transferred from other GCT bus	5%	28
Transferred from VCTC (VISTA)	3%	20
Rode bicycle	6%	36
Drove car/got dropped off	2%	10
	<b>Answered</b>	<b>599</b>
	<b>Skipped</b>	<b>8</b>



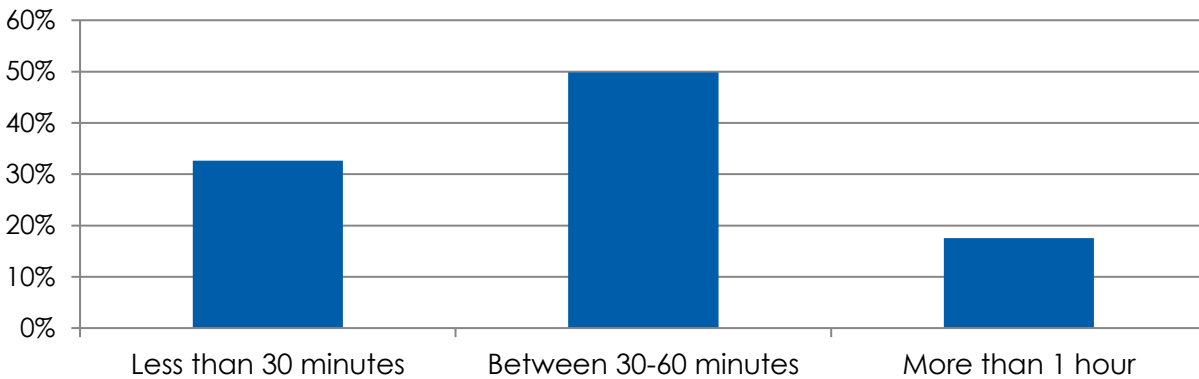
#### 4. How did you pay for the trip?

Answer Choices	Responses	
Cash/coin	48%	286
Ticket/Multi-Ride Pass (1-ride, Day Pass, 15 Ride, 31 Day)	39%	232
Transfer	1%	6
Mobile Pass	13%	76
	<b>Answered</b>	<b>600</b>
	<b>Skipped</b>	<b>7</b>



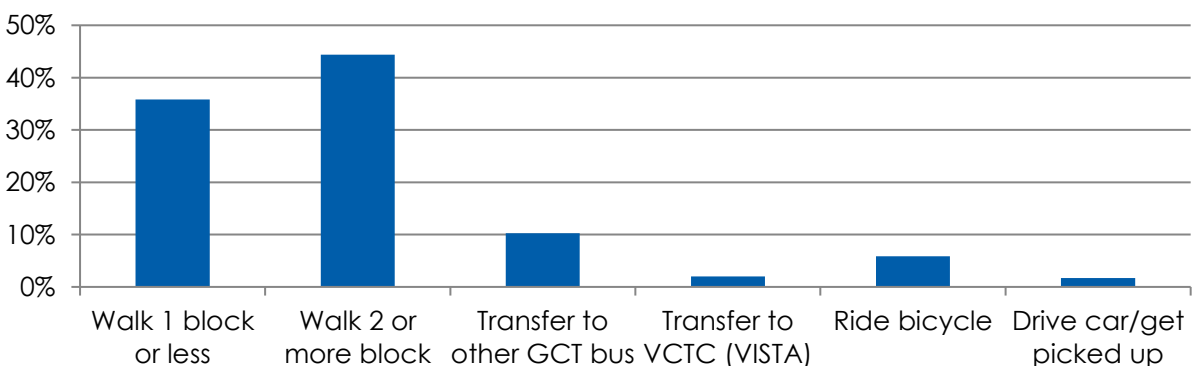
#### 5. How much time will you spend on the bus to reach your destination?

Answer Choices	Responses	
Less than 30 minutes	33%	195
Between 30-60 minutes	50%	298
More than 1 hour	18%	105
	<b>Answered</b>	<b>598</b>
	<b>Skipped</b>	<b>9</b>



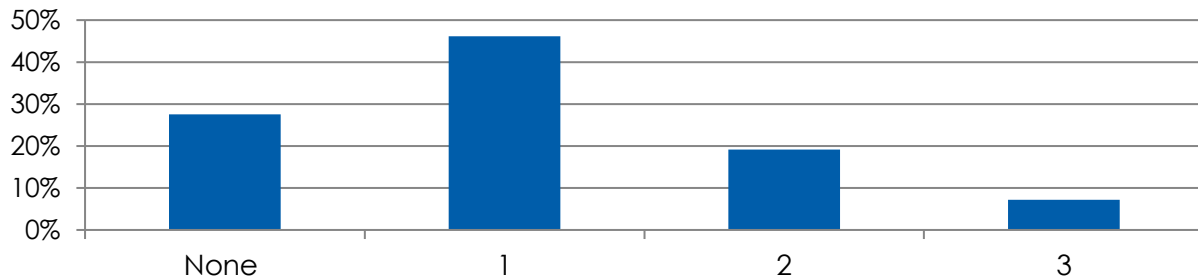
**6. Once you get off the bus, how are going to get to your destination?**

Answer Choices	Responses	
Walk 1 block or less	36%	213
Walk 2 or more block	44%	264
Transfer to other GCT bus	10%	61
Transfer to VCTC (VISTA)	2%	12
Ride bicycle	6%	35
Drive car/get picked up	2%	10
	<b>Answered</b>	<b>595</b>
	<b>Skipped</b>	<b>12</b>



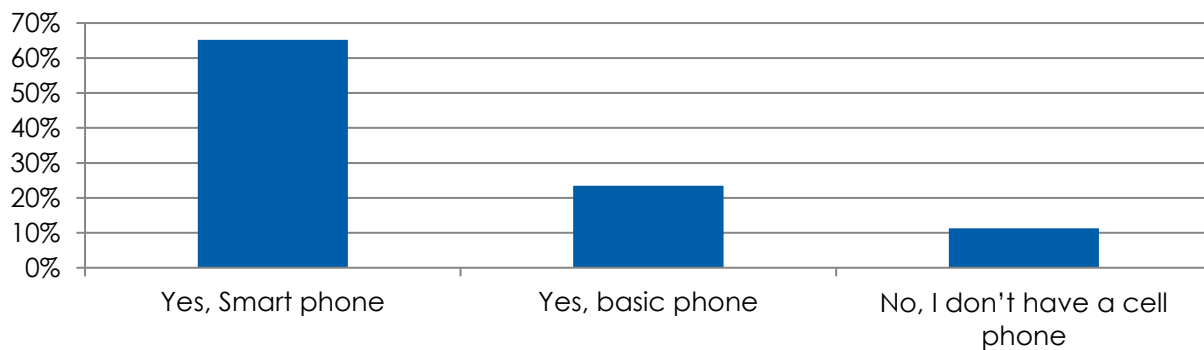
**7. How many transfers do you use before reaching your destination?**

Answer Choices	Responses	
None	28%	164
1 Transfer	46%	275
2 Transfers	19%	114
3 or more Transfers	7%	43
	<b>Answered</b>	<b>596</b>
	<b>Skipped</b>	<b>11</b>



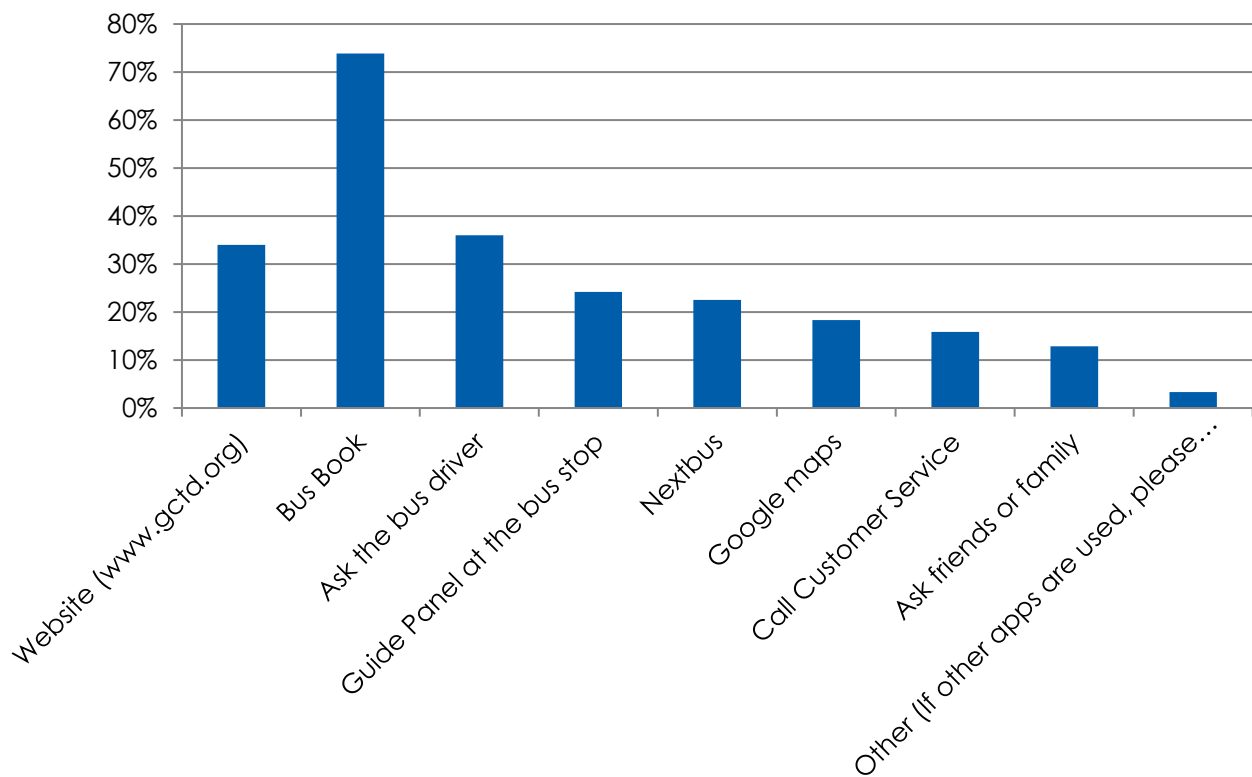
**8. Do you have a cell phone?**

Answer Choices	Responses	
Yes, Smart phone	65%	392
Yes, basic phone	23%	141
No, I don't have a cell phone	11%	68
	<b>Answered</b>	<b>601</b>
	<b>Skipped</b>	<b>6</b>



**9. How do you get information about Gold Coast Buses? Select all that apply.**

Answer Choices	Responses	
Bus Book	74%	443
Ask the bus driver	36%	216
Guide Panel at the bus stop	24%	145
Nextbus	23%	135
Google maps	18%	110
Call Customer Service	16%	95
Ask friends or family	13%	77
Other (If other apps are used, please specify)	3%	20
	<b>Answered</b>	<b>600</b>
	<b>Skipped</b>	<b>7</b>



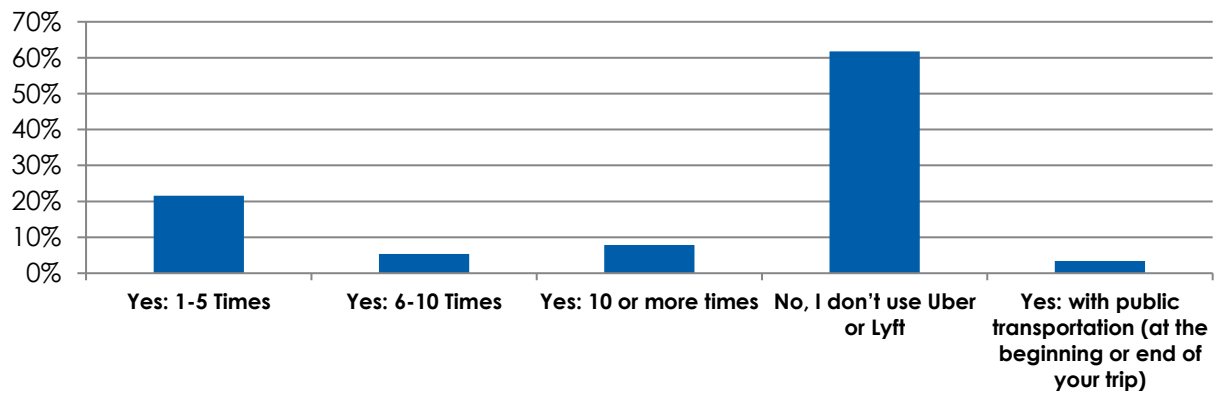


**10. Which routes do you ride? Select all that apply.**

<b>Answer Choices</b>	<b>Responses</b>	
Route 6	65.06%	378
Route 1A/1B	53.36%	310
Route 21	36.14%	210
Route 11	28.74%	167
Route 4B	28.06%	163
Route 16	25.99%	151
Route 4A	21.17%	123
Route 10	21.00%	122
VCTC	19.79%	115
Other services	16.70%	97
Route 20	16.01%	93
Route 8	15.15%	88
Route 3	14.80%	86
Route 19	14.46%	84
Route 17	14.29%	83
Route 22	11.53%	67
Route 5	11.36%	66
Route 15	10.33%	60
Amtrak/Metrolink	9.98%	58
Route 2	8.61%	50
Route 7	6.37%	37
ACCESS Paratransit	5.51%	32
Route 9	4.82%	28
Ojai Trolley	4.13%	24
Route 18	2.24%	13
	<b>Answered</b>	<b>581</b>
	<b>Skipped</b>	<b>26</b>

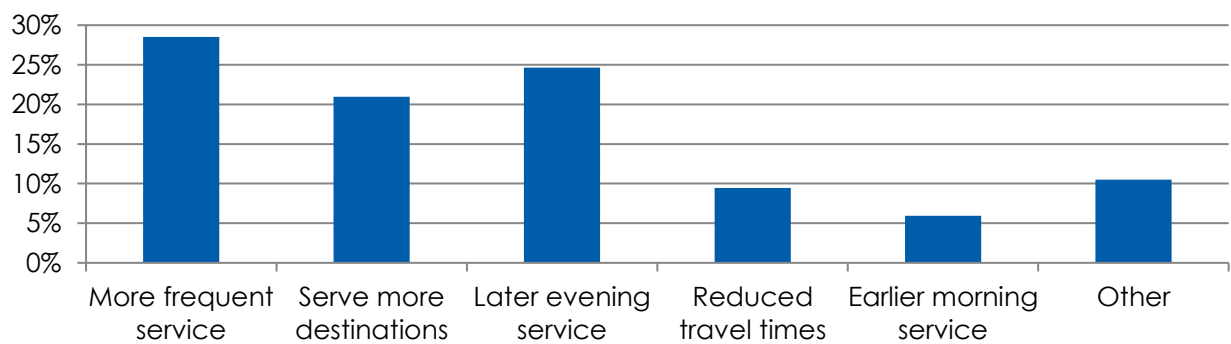
**11. In the past YEAR, have you used Uber or Lyft for your transportation needs?**

Answer Choices	Responses	
Yes: 1-5 Times	21.61%	6
Yes: 6-10 Times	5.32%	31
Yes: 10 or more times	7.89%	46
No, I don't use Uber or Lyft	61.75%	36
Yes: with public transportation (at the beginning or end of your trip)	3.43%	20
	<b>Answered</b>	<b>583</b>
	<b>Skipped</b>	<b>24</b>



**12. Which service improvement would make you ride more often? Select one.**

Answer Choices	Responses	
More frequent service	29%	163
Serve more destinations	21%	120
Later evening service	25%	141
Reduced travel times	9%	54
Earlier morning service	6%	34
Other	10%	60
	<b>Answered</b>	<b>572</b>
	<b>Skipped</b>	<b>35</b>

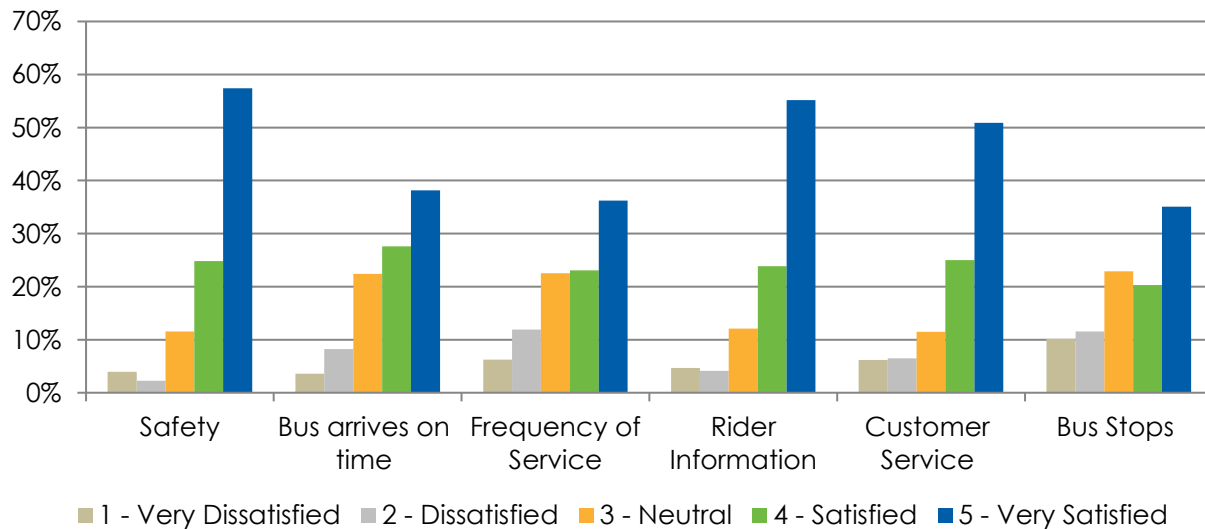


13. Thinking about your experience on Gold Coast Transit, how satisfied or dissatisfied are you with the below categories. Please select one number in each column using the rating scale below, with 1 being very dissatisfied and 5 being very satisfied.

Categories	1 - Very Dissatisfied		2 - Dissatisfied		3 - Neutral		4 - Satisfied		5 - Very Satisfied		Total
	%	Count	%	Count	%	Count	%	Count	%	Count	
Safety	4%	23	2%	13	12%	67	25%	144	57%	333	580
Bus arrives on time	4%	21	8%	48	22%	1	28%	161	38%	223	584
Frequency of Service	6%	35	12%	67	23%	7	23%	130	36%	204	563
Rider Information	5%	27	4%	24	12%	70	24%	138	55%	319	578
Customer Service	6%	36	7%	38	11%	67	25%	146	51%	297	584
Bus Stops	10%	59	12%	67	23%	3	20%	118	35%	204	581

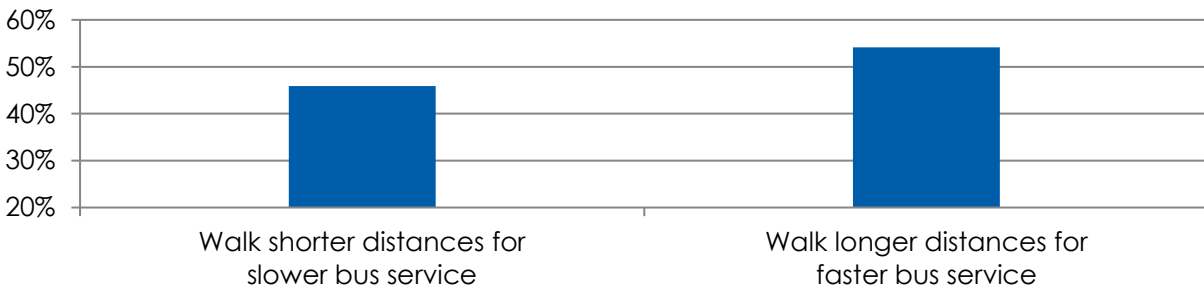
Answered 592

Skipped 15



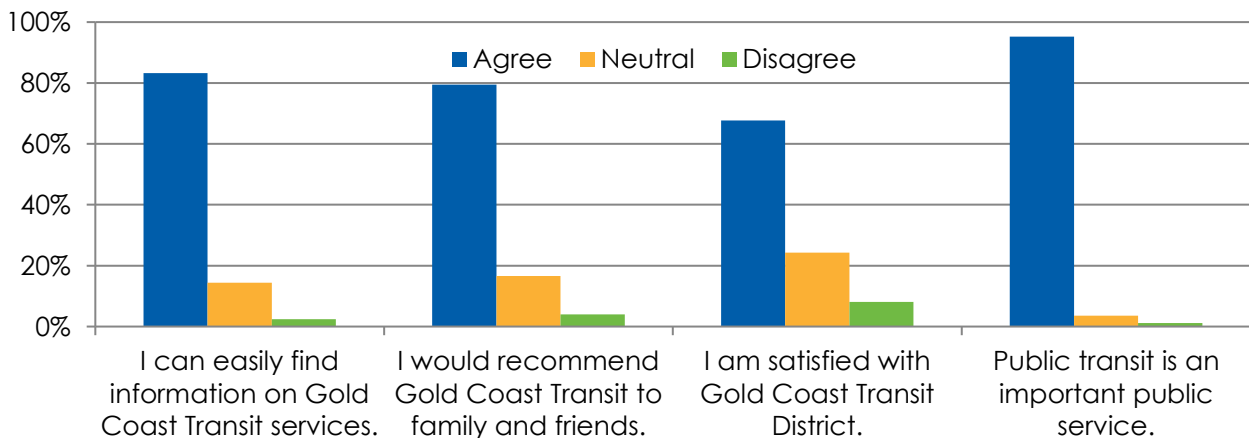
**14. What is your bus stop spacing preference? Select one.**

Answer Choices	Responses	
Walk shorter distances for slower bus service	46%	255
Walk longer distances for faster bus service	54%	301
	<b>Answered</b>	<b>556</b>
	<b>Skipped</b>	<b>51</b>



**15. Do you agree/disagree with the following statements?**

Categories	Agree		Neutral		Disagree		Total
I can easily find information on Gold Coast Transit services.	83%	485	14%	84	2%	14	583
I would recommend Gold Coast Transit to family and friends.	79%	463	17%	97	4%	23	583
I am satisfied with Gold Coast Transit District.	68%	394	24%	141	8%	47	582
Public transit is an important public service.	95%	554	4%	21	1%	7	582
	<b>Answered</b>						<b>587</b>
	<b>Skipped</b>						<b>20</b>



# TAKE OUR SURVEY!

## RIDER SURVEY

Gold Coast Transit requests your assistance in collecting information about our services.

Please complete this survey to help us improve your service. Thank you!

**1. Why do you ride Gold Coast Transit?**

- Don't drive
- No car
- Save gas/money
- Good for the environment
- Other (personal choice)

**2. How often do you ride the bus?**

- 1-2 times a week
- 3-4 times a week
- 5 or more days a week
- First time riding

**3. How did you get to the bus stop?**

- Walked 1 block or less
- Walked 2-4 blocks
- Transferred from other GCT bus
- Transferred from VCTC (VISTA)
- Rode bicycle
- Drove car/got dropped off

**4. How did you pay for the trip?**

- Cash/coin
- Ticket/Multi-Ride Pass (1-ride, Day Pass, 15 Ride, 31 Day)
- Transfer
- Mobile Pass

**5. How much time will you spend on the bus to reach your destination?**

- Less than 30 minutes
- Between 30-60 minutes
- More than 1 hour

**6. Once you get off the bus, how are you going to get to your destination?**

- Walk 1 block or less
- Walk 2 or more blocks
- Transfer to other GCT bus
- Transfer to VCTC (VISTA)
- Ride bicycle
- Drive car/get picked up

**7. How many transfers do you use before reaching your destination?**

- None
- 1
- 2
- 3

**8. Do you have a cell phone?**

- Yes, Smart phone
- Yes, basic phone
- No, I don't have a cell phone

**9. How do you get information about Gold Coast Buses?**

Select all that apply.

- Website ([www.gctd.org](http://www.gctd.org))
- Bus Book
- Ask the bus driver
- Guide Panel at the bus stop
- Nextbus or other app (List here): \_\_\_\_\_
- Google maps
- Call Customer Service (805-487-4222)
- Ask friends or family
- Other: \_\_\_\_\_

**10. Which routes do you ride? Select all that apply.**

- Gold Coast Transit Routes (list route numbers below)
- ACCESS Paratransit Service (ADA/DAR)
- VCTC (list route numbers) \_\_\_\_\_
- Ojai Trolley
- Amtrak/Metrolink (To Los Angeles or Santa Barbara)
- Other \_\_\_\_\_

**11. In the past year, have you used Uber or Lyft for your transportation needs?**

- Yes: 1-5 Times
- Yes: 6-10 Times
- Yes: 10 or more times
- No, I don't use Uber or Lyft
- Yes: with public transportation (at the beginning or end of your trip)

**12. Which service improvement would make you ride more often? Select one.**

Service	Check one box below:
More frequent service	<input type="checkbox"/>
Serve more destinations	<input type="checkbox"/>
Later evening service	<input type="checkbox"/>
Reduced travel times	<input type="checkbox"/>
Earlier morning service	<input type="checkbox"/>
Other:	<input type="checkbox"/>

**13. Thinking about your experience on Gold Coast Transit, how satisfied or dissatisfied are you with the below categories. Please circle one number in each row using the rating scale below, with 1 being very dissatisfied and 5 being very satisfied.**

Service	Service Rating				
	1 = 😞	2	3	4	5 = 😊
Safety	1	2	3	4	5
Bus arrives on time	1	2	3	4	5
Frequency of service	1	2	3	4	5
Rider Information (Accessing bus information, reading schedules)	1	2	3	4	5
Customer Service (Driver and customer service staff helpfulness and friendliness)	1	2	3	4	5
Bus Stops (Cleanliness, availability of amenities, lighting, safety)	1	2	3	4	5

**14. What is your bus stop spacing preference? Select one.**

- Walk shorter distances to stops but have slower bus service
- Walk longer distances to stops but have faster bus service

**15. Do you agree/disagree with the following statements? Please circle one in each row.**

I can easily find information on Gold Coast Transit services.	Agree	Neutral	Disagree
I would recommend Gold Coast Transit to family and friends.	Agree	Neutral	Disagree
I am satisfied with Gold Coast Transit District.	Agree	Neutral	Disagree
Public transit is an important public service.	Agree	Neutral	Disagree

When complete, you can drop it off in the survey collection box located on the bus or submit it at the Customer Service Center, 201 E. Fourth St. Oxnard (Oxnard Transit Center).  
Monday – Friday, 7am-7pm.  
**Thank you for your time!**



# ¡TOME NUESTRA ENCUESTA!

## ENCUESTA DE PASAJEROS

Gold Coast Transit solicita ayuda para recopilar información sobre nuestros servicios. Por favor complete esta encuesta para ayudarnos a mejorar el servicio. ¡Gracias!

- ¿Por qué viaja en el autobús de Gold Coast Transit?**

No manejo  
 No tengo auto  
 Para ahorrar gasolina/dinero  
 Es bueno para el medioambiente  
 Otro (preferencia personal)
- ¿Con qué frecuencia viaja en el autobús?**

1-2 veces por semana  
 3-4 veces por semana  
 5 o más días por semana  
 Primera vez viajando en el autobús
- ¿Cómo llegó a la parada del autobús?**

Camine 1 bloque o menos  
 Camine 2-4 bloques  
 Transferencia de otro autobús de GCT  
 Transferencia de VCTC (VISTA)  
 En bicicleta  
 Maneje en coche/alguien me llevo
- ¿Cómo pagó por su viaje?**

Efectivo/monedas  
 Boleto/Pase Multi-Viaje (Pase de Día, 1-Viaje, 15-Viajes, 31 Días)  
 Transferencia  
 Pase Móvil
- ¿Cuánto tiempo pasará en el autobús para llegar a su destino?**

Menos de 30 minutos  
 Entre 30-60 minutos  
 Mas de una hora
- ¿Cuando baje del autobús, ¿cómo va a llegar a su destino?**

Caminar o bloque o menos  
 Caminar dos bloques o menos  
 Transferencia a otro autobús de GCT  
 Transferencia a VCTC (Vista)  
 En bicicleta  
 Manejo/me recogen
- ¿Cuántas transferencias usa antes de llegar a su destino?**

Ninguna  1  2  3
- ¿Tiene un teléfono móvil?**

Sí, teléfono inteligente  
 Sí, teléfono básico  
 No, no tengo un teléfono móvil

## 9. ¿Cómo obtiene información sobre las rutas y horarios de Gold Coast Transit? Seleccione todas las que correspondan.

- Sitio web ([www.gctd.org](http://www.gctd.org))  
 Libro de horarios  
 Preguntando al conductor  
 Panel informativo en la parada del autobús  
 Nextbus u otra aplicación (Lista aquí): \_\_\_\_\_  
 Mapas de Google  
 Llamando al Centro de Servicio al Cliente (805-487-4222)  
 Preguntar a amigos o familia  
 Otro: \_\_\_\_\_

## 10. ¿Cuál ruta utiliza? Seleccione todas las que correspondan.

- Rutas de Gold Coast Transit (enumere las rutas)
- Servicio Paratransito ACCESS (ADA/DAR)  
 VCTC (enumere las rutas) \_\_\_\_\_  
 Ojai Trolley  
 Amtrak/Metrolink (a Los Angeles o Santa Barbara)  
 Otro

## 11. En el último año, ¿ha usado Uber o Lyft para sus necesidades de transporte?

- Sí: 1-5 veces  Sí: 6-10 veces  
 Sí: 10 o más veces  No uso Uber o Lyft  
 Sí: con transporte público (al comienzo o al final de tu viaje)

## 12. ¿Qué mejoramiento de servicio le haría usar más el autobús? Seleccione uno.

Servicio	Marque uno:
Servicio más a menudo	
Servicio a más destinos	
Servicio en las tardes/noches	
Tiempo de viaje reducido	
Servicio temprano por la mañana	
Otro:	

## 13. Al pensar en su experiencia en Gold Coast Transit, qué satisfecho o insatisfecho está con las siguientes categorías. Por favor marque con un círculo un número de cada fila usando la escala de calificación a continuación, con 1 siendo muy insatisfecho y 5 siendo muy satisfecho.

Servicio	Calificación del servicio				
	1=☹️	2	3	4	5=😊
Seguridad	1	2	3	4	5
El autobús llega a tiempo	1	2	3	4	5
Frecuencia de servicio	1	2	3	4	5
Información al pasajero (acceso a información del autobús, horarios)	1	2	3	4	5
Servicio al cliente (amabilidad y cordialidad del personal de servicio al cliente y el conductor)	1	2	3	4	5
Paradas de autobús (limpieza, disponibilidad de servicios, iluminación, seguridad)	1	2	3	4	5

## 14. ¿Cuál es su preferencia de espacio entre paradas? Seleccione uno.

- Caminar distancias más cortas a las paradas, pero tener servicio de autobús más lento  
 Caminar distancias más largas pero tener un servicio de autobús más rápido

## 15. ¿Está de acuerdo / en desacuerdo con las siguientes declaraciones? Por favor circule uno en cada fila.

Puedo encontrar fácilmente información sobre los servicios de Gold Coast Transit.	De Acuerdo	Neutral	No estoy de acuerdo
Recomendaría Gold Coast Transit a familiares y amigos.	De Acuerdo	Neutral	No estoy de acuerdo
Estoy satisfecho con Gold Coast Transit District.	De Acuerdo	Neutral	No estoy de acuerdo
El transporte público es un servicio público importante.	De Acuerdo	Neutral	No estoy de acuerdo

Quando haya terminado, favor de dejarlo en la caja de colección marcado a bordo del autobús dejele en el Centro de Servicio al Cliente, 201 E. Fourth St. Oxnard (Oxnard Transit Center).  
 lunes – Viernes, 7am-7pm.  
**¡Gracias por su tiempo!**

