Overview

• Surveys collected
  – Goal: 603
  – Actual: 607

• Selected Analysis of 3 Areas:
  – Travel Time
  – Desired Improvements
  – Satisfaction

• GCTD to use data to guide improvements in the coming year
How often do you ride?

**Very Frequent Rider**
- 5 days or more: 49%

**Frequent Rider**
- 3-4 times a week: 32%

**Occasional**
- 1-2 times a week: 17%

**First Time Riding**
- 2%
Travel Time

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

- 68% Spend **30 minutes to over 1 hour** to travel on average **4.2 miles**
- Add walking and waiting & transit takes 3x-5x longer than using a personal car

Possible Improvements:
- Add Frequency
- Operate on Main Roads
Travel Time

How many Transfers do you use before reaching your destination?

- 72% of passengers take at least one transfer
- Multiple transfers increase travel time

Possible Improvements:
- Re-design routes to be more direct (less transfers)
- Add Frequency
Improvements

What service improvement would make you ride more?

- 38% of Passengers want More Frequent Service or Reduced Travel time
- Results illustrate familiar example of a Transit Tradeoff
Satisfaction

Do you agree or disagree with the following statements?

• 95% believe transit is important but 68% are satisfied with GCTD
• Shows us that there’s some improvements that can be made
Satisfaction

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

- Safety: 57% Very Satisfied, 25% Satisfied, 12% Neutral, 8% Dissatisfied, 4% Very Dissatisfied
- Bus arrives on time: 38% Very Satisfied, 28% Satisfied, 12% Neutral, 8% Dissatisfied, 4% Very Dissatisfied
- Frequency of Service: 36% Very Satisfied, 23% Satisfied, 23% Neutral, 6% Dissatisfied, 5% Very Dissatisfied
- Rider Information: 55% Very Satisfied, 24% Satisfied, 12% Neutral, 7% Dissatisfied, 5% Very Dissatisfied
- Customer Service: 51% Very Satisfied, 25% Satisfied, 11% Neutral, 7% Dissatisfied, 6% Very Dissatisfied
- Bus Stops: 35% Very Satisfied, 23% Satisfied, 20% Neutral, 12% Dissatisfied, 10% Very Dissatisfied

• Potential areas for targeted improvements: On-Time Performance, Frequency & Bus Stops
In the past year, have you used Uber or Lyft for your transportation needs?

- Yes: 1-5 Times: 22%
- Yes: 6-10 Times: 5%
- Yes: 10 or more times: 8%
- No, I don’t use Uber or Lyft: 62%
- Yes: with public transportation (at the beginning or end of your trip): 3%
Do you have a cell phone?

- Yes, Smart phone: 65%
- Yes, basic phone: 23%
- No, I don’t have a cell phone: 11%
Other Results

How did you pay for the trip?

- Cash/coin: 48%
- Ticket/Multi-Ride Pass (1-ride, Day Pass, 15 Ride, 31 Day): 39%
- Transfer: 1%
- Mobile Pass: 13%
Conclusions

• Passengers are spending a long time on the bus to go, on average, short distances

• Passengers desire reduced travel time

• GCTD passengers are generally satisfied; Improve in **On-Time Performance, Increased Frequency** and **Bus Stops Maintenance**
Questions?