



KCATA COMPREHENSIVE SERVICE ANALYSIS

Preference Survey Results

July 2011 Updated

Survey Objectives



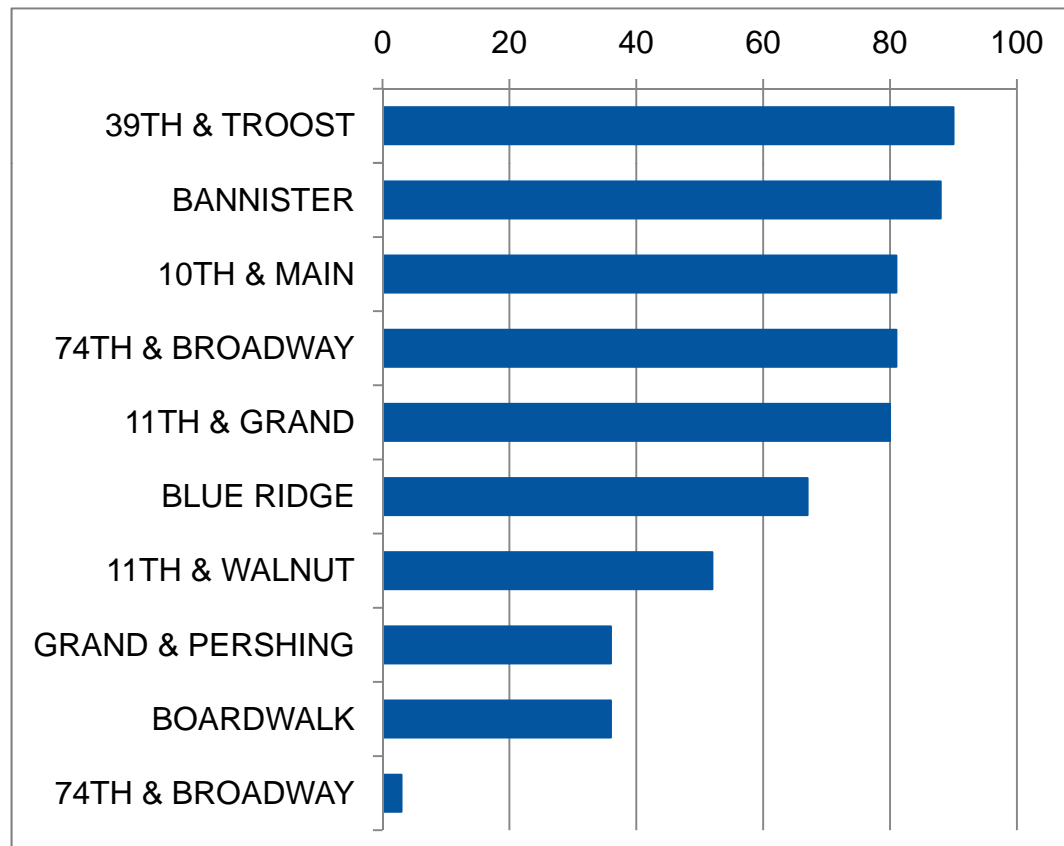
- *Provide insights into rider perceptions about transit service*
- *Understand preferences and priorities for different service types and different service attributes*
- *Guide service improvements*

Survey Methods and Approach

- *8 questions about transit service design*
 - Intended to elicit preferences for transit services
 - Included opportunity for comments
- *Handful of demographic and travel questions*
 - Used to interpret results
- *Available in Spanish and English*
- *Administered online and at select transfer locations*
 - Online survey conducted from August 4 to September 30
 - Intercept survey at high ridership/transfer locations with broad geographic coverage on September 21 and 22

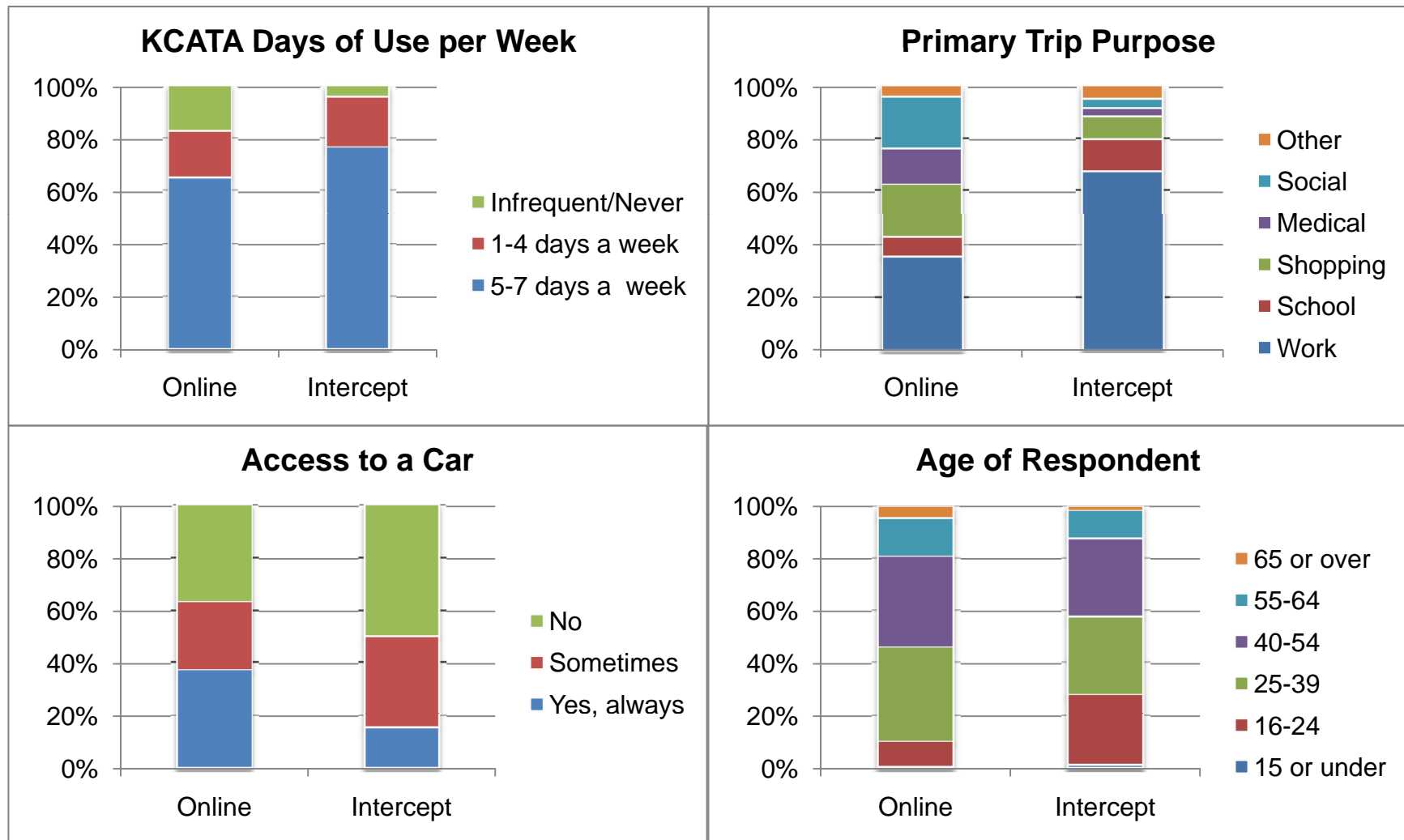
Survey Responses

- *1,147 total responses*
- *533 online (45%)*
- *614 intercept (55%)*



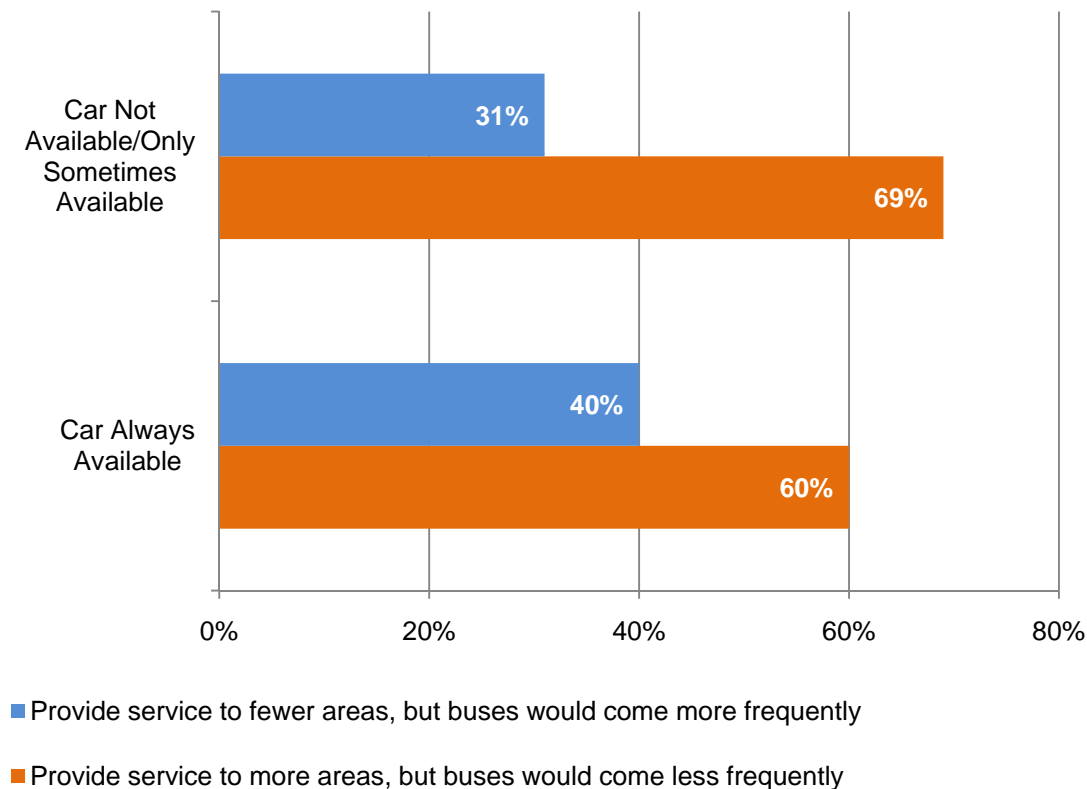
Demographics by Survey Type

Intercept survey respondents are frequent users, make more work trips, less likely to have a car, and younger.



More Frequent vs More Coverage

- *Respondents who rely heavily on transit strongly prefer more service coverage to more frequent service.*
- *Respondents with autos agree, but less strongly.*

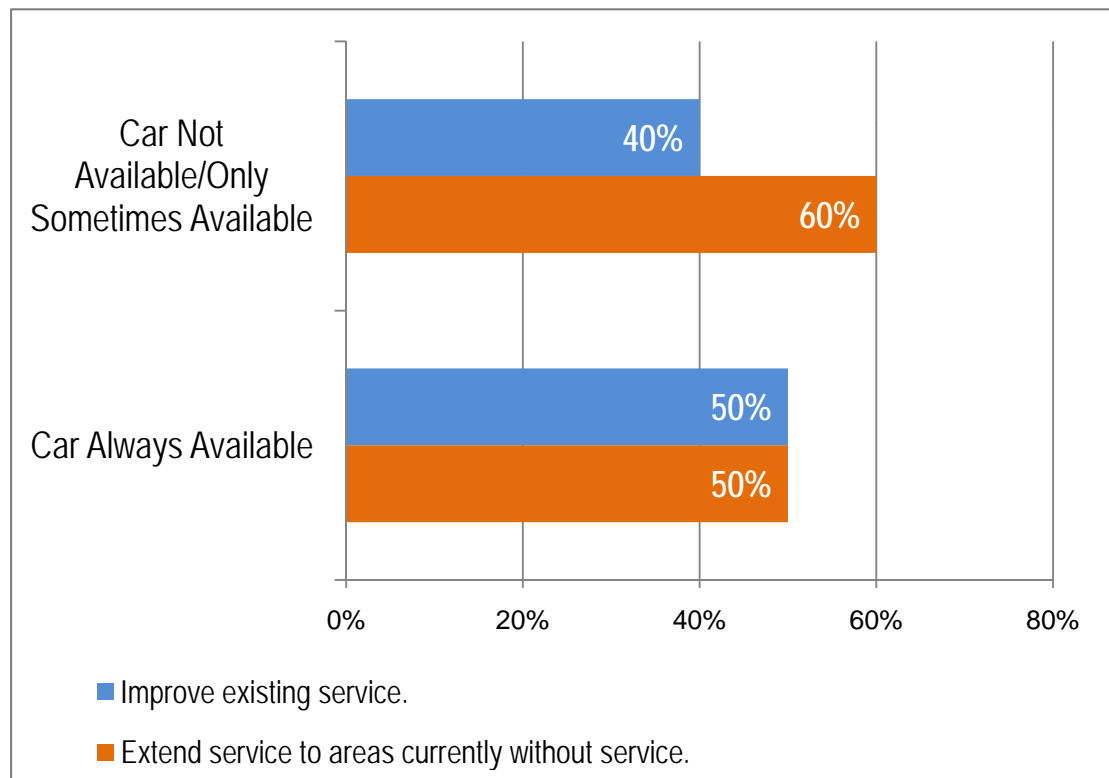


Others who want more coverage:

- Frequent riders (5-7 days per week)
- Under 15 or over 40
- Travel for work, shopping, and medical appointments

Expand vs Improve Existing Service

- *Respondents who rely heavily on transit prefer expanding service to areas currently without service.*
- *Respondents with automobiles are equally in favor of improving existing services and expanding to new areas.*

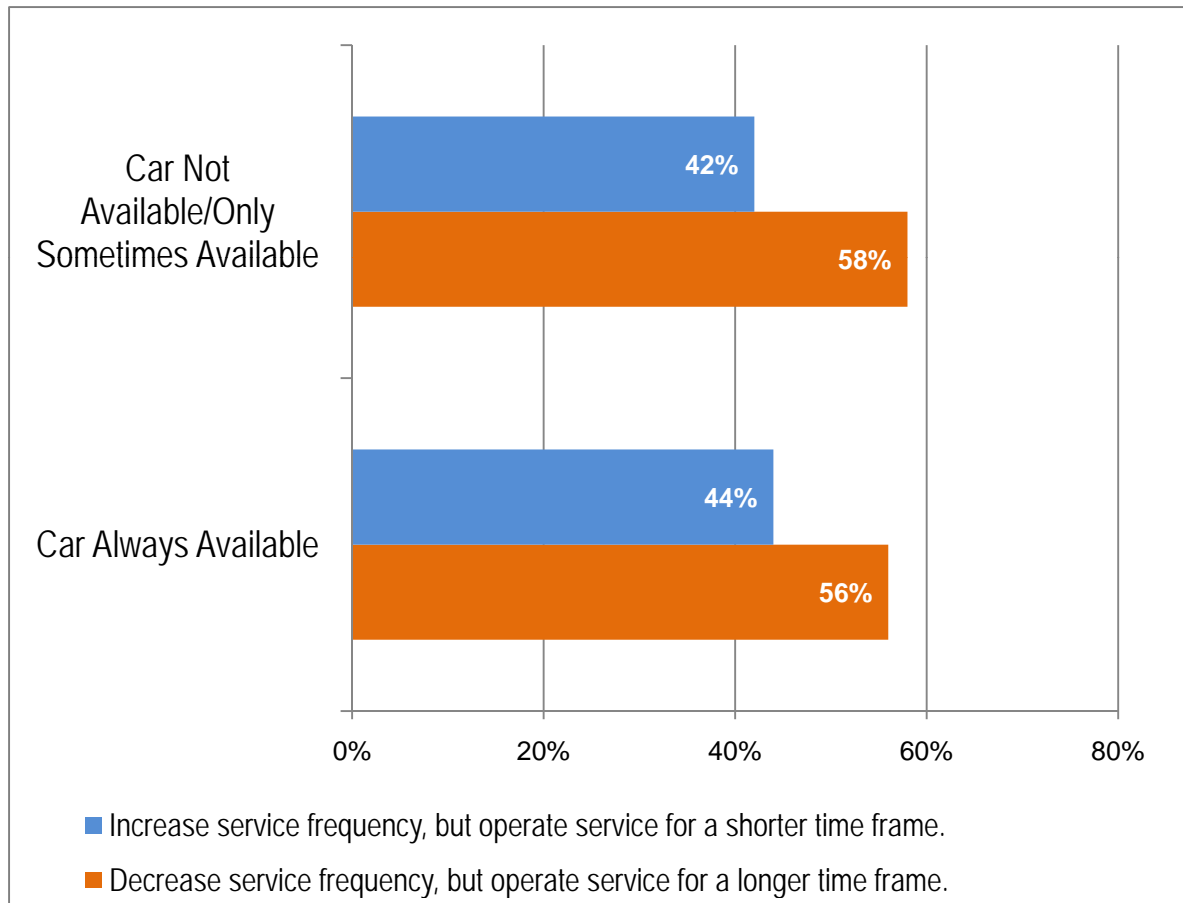


Others who prefer improving existing service:

- Frequent riders (5-7 days per week)
- Primarily travel to/from school

Frequency vs Span of Service

- Both respondent groups showed preferences for longer service hours over more frequent service.

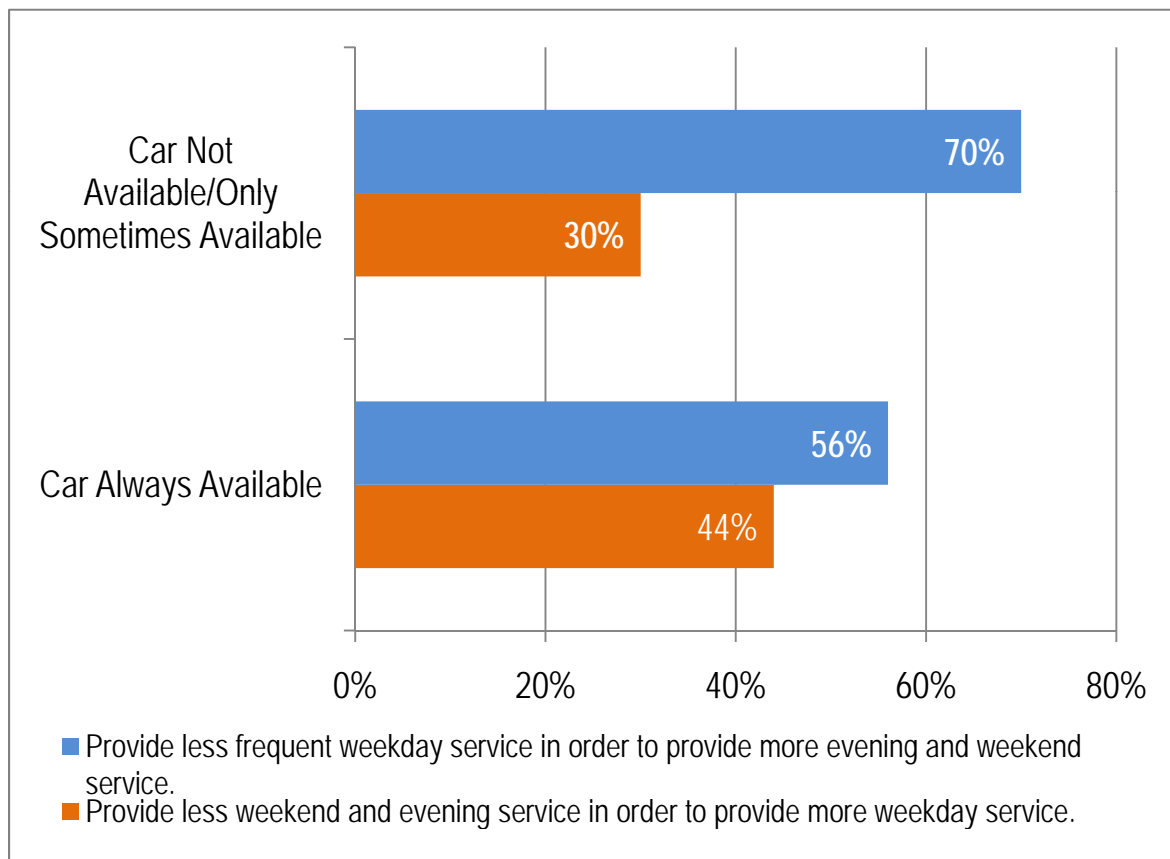


Others who prefer a longer span of service:

- Most categories of riders irrespective of trip type and age

Evening/Weekends vs Weekday Daytime

- *Respondents who rely on transit strongly prefer more weekend and evening service over more frequent weekday service.*
- *Respondents with automobiles agree, but less strongly.*

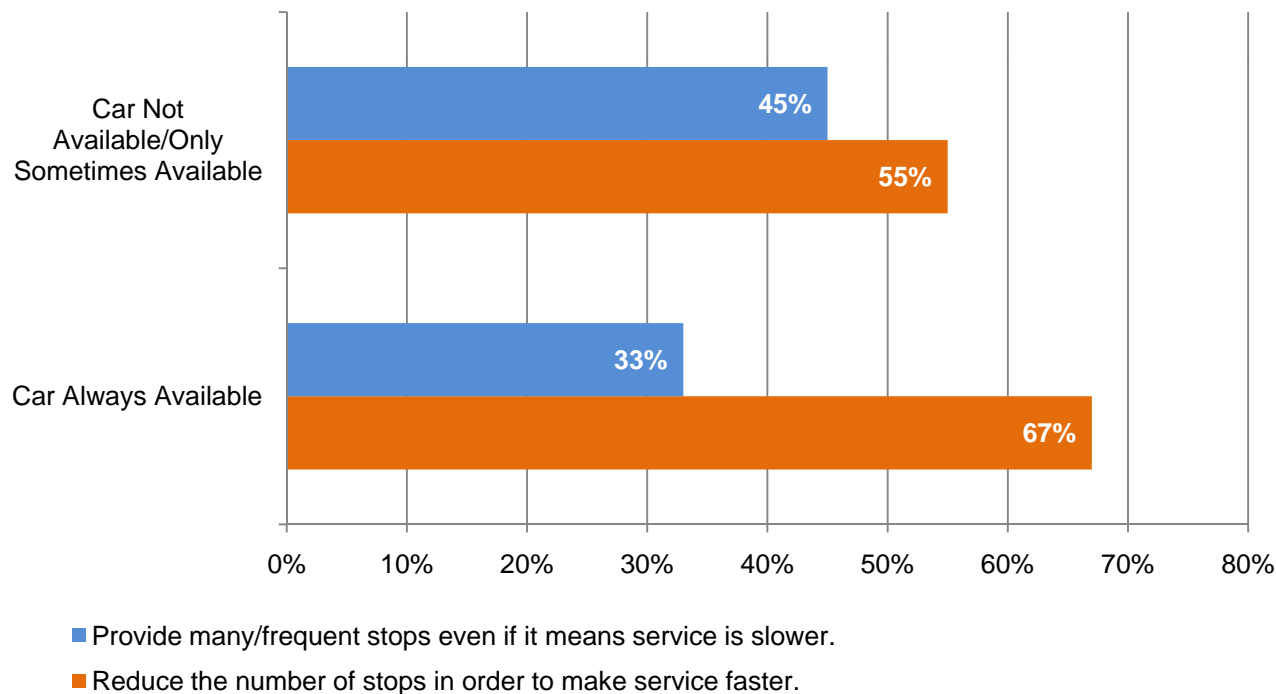


Others who want more evening and weekend service:

- Frequent KCATA riders (5-7 days a week)
- Travel to downtown or outside KCMO
- From the Northland (75% of responses at Boardwalk Square)

Bus Stop Spacing vs Speed

- *Both respondent groups prefer fewer stops to make service faster.*
- *Finding is stronger among respondents who always have a car available.*

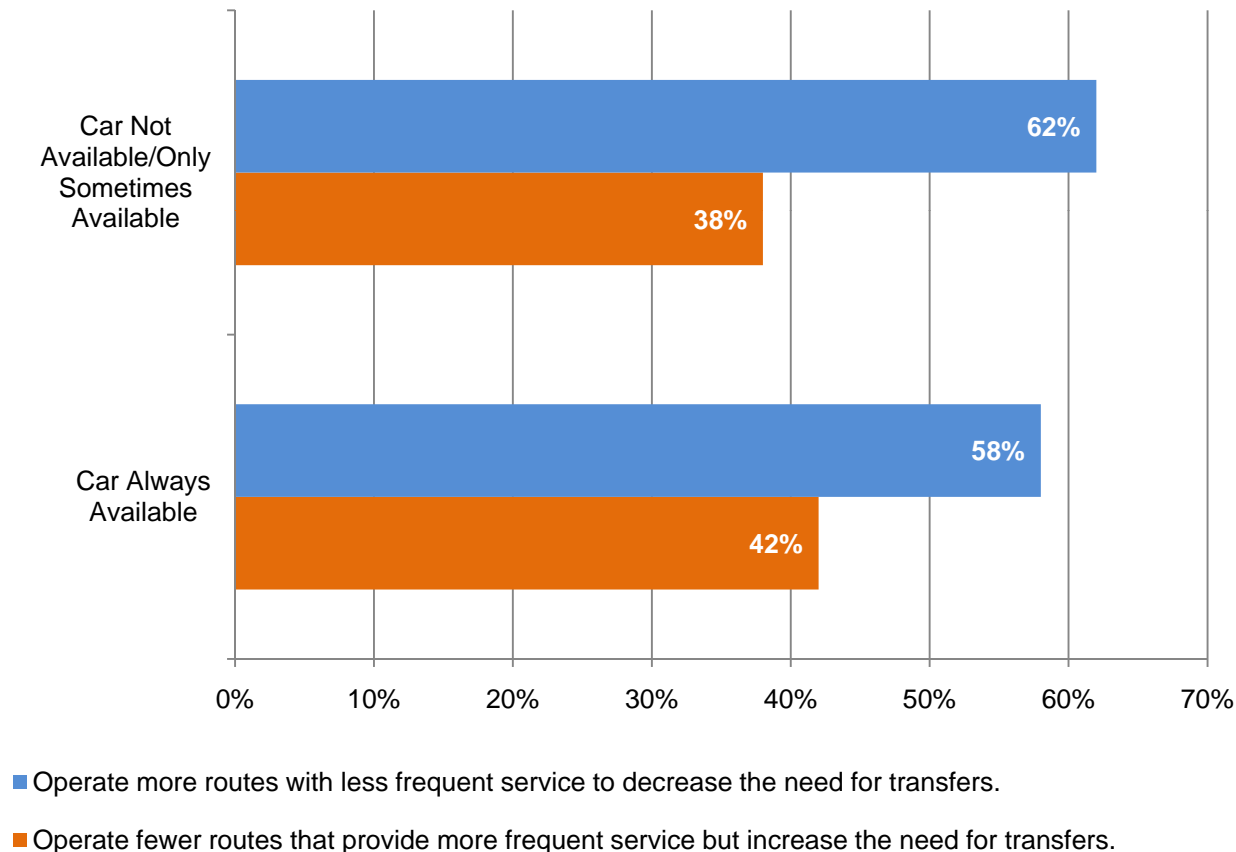


Others who prefer faster service:

- Younger riders
- Frequent riders (5-7 days per week)
- Travel to/from school
- Travel to/from downtown KCMO

Transfers vs Frequency

- Both groups of respondents prefer fewer transfers even if it means service is less frequent.

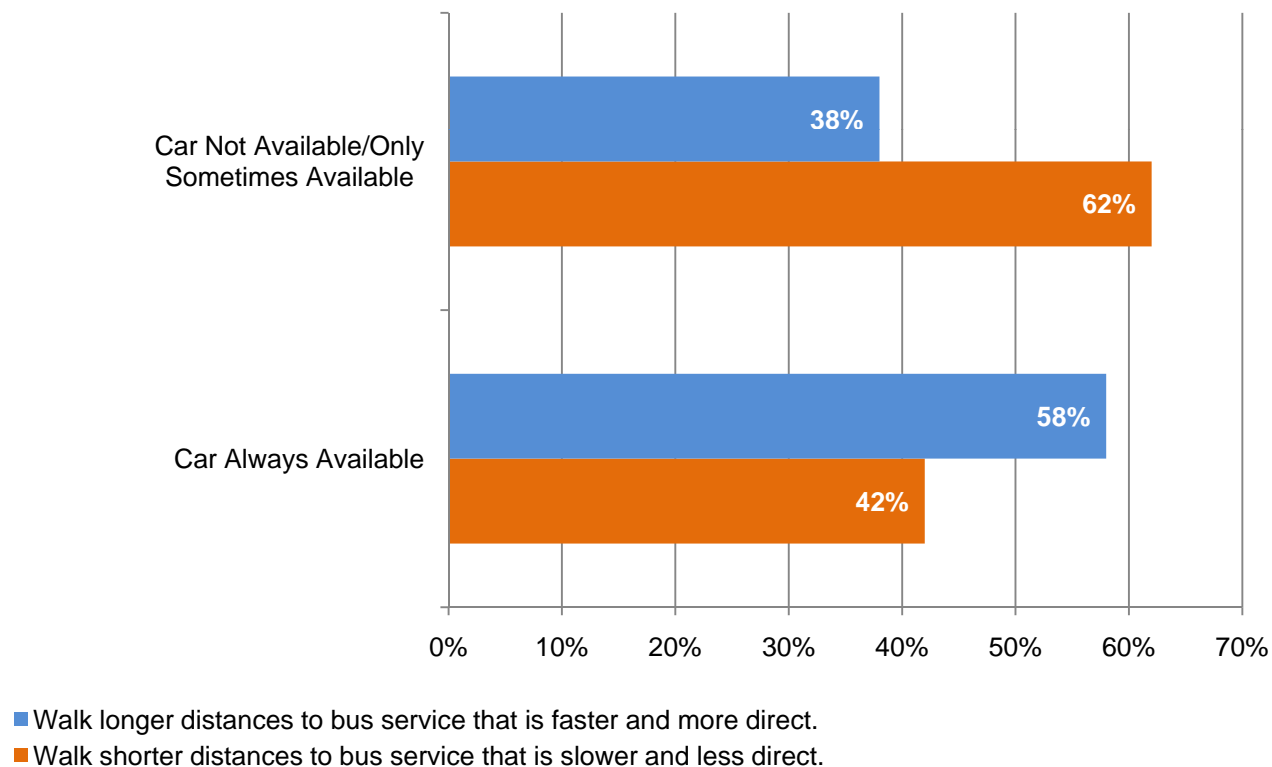


Others who prefer fewer transfers:

- Frequent KCATA riders (5-7 days a week)
- Travel to/from work
- Northland riders

Walk Distances vs Route Directness

- *Respondents without access to a car prefer walking shorter distances to a bus, even if bus is slower.*
- *Respondents with access to a car prefer walking longer distances to faster service.*



Others who want shorter walks:

- Frequent KCATA riders (5-7 days a week)
- More transit dependent
- Travel for medical trips

Key Findings

- *Survey results indicate that there are two categories of KCATA riders with somewhat different service priorities:*
 - Transit dependent riders who value the availability of service (coverage & hours) more than quality (frequency and speed).
 - Choice riders who also highly value the availability of service but who are more concerned about frequency and speed.
- *Transit dependent riders currently comprise the largest proportion of KCATA's riders.*
 - Changes to better serve these riders could shift some weekday daytime service to other areas and times.
- *This is partially because KCATA carries fewer choice riders than many other large systems.*
 - Changes to attract more choice riders could be to develop key corridors that provide fast and frequent service.