



Space Coast Area Transit 2008 Rider Survey

Prepared for:

Space Coast Area Transit

Brevard Metropolitan Planning Organization

Submitted by:

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Executive Summary

Space Coast Area Transit (SCAT) is responsible for providing public transportation services for all of Brevard County. It provides fixed-route transit services serving over one million trips annually. To enhance service for its customers, SCAT periodically surveys its riders to determine who is riding the bus, their tendencies and preferences, and the level of satisfaction with various aspects of SCAT bus service.

The 2008 SCAT survey was conducted over a four-day period in May updating a previous survey conducted in 2004. The intent of the survey is to collect information on rider demographics, trip characteristics and preferences, as well as to gauge customer satisfaction with SCAT service.

Riders returned 1,054 valid surveys. An analysis of the survey results yielded several significant findings and conclusions:

Demographics

- ❖ SCAT is an affordable transportation option for residents who need it the most. Three out of four SCAT riders (76%) have an annual household income of \$25,000 or less, below the County's median income.
- ❖ SCAT riders are disproportionately represented in the 25 to 44 age range compared to the County overall. This may be attributed to this age group typically has greater travel needs.
- ❖ Two thirds of SCAT riders are employed, which suggest the same proportion use transit for work.
- ❖ Access to an automobile and the ability to drive continue to be major factors in the decision to ride the bus. Over three-fourths of riders identify those two reasons as most important to ride the bus.
- ❖ With increasing gas prices, SCAT provides a cost effective way to reach work, school and other community activities. 15 percent of the riders indicated they are using transit because of gas prices.

Trip Characteristics

- ❖ A significant amount of transit riders rely solely on SCAT for their mode of transportation. 31 percent indicate they would not make the same trip if transit were not available. 42 percent indicate they do not have other means of transportation.
- ❖ Making SCAT routes highly accessible remains a key objective. About two out of three SCAT riders walk to get to the bus, while seven percent ride a bike.
- ❖ A majority of SCAT riders use the bus on a regular basis. Over 90 percent of riders take the bus every week.
- ❖ Consistent with the trend of users concerned with high gas prices, SCAT continues to gain new ridership. Over 10

percent of the riders surveyed were riding for the first time.

Rider Preferences

- ❖ More frequent bus services and improved amenities are the most pressing needs for SCAT riders. Over two thirds identified "more frequent service" as most important, while one fifth identified "improved bus stop amenities."
- ❖ Current riders believe more available information would help increase their usage.

Rider Satisfaction

- ❖ SCAT continues to receive high marks from its riders.
- ❖ More than half of all riders rated SCAT 'good' or 'excellent' in eight out of 12 categories.

- ❖ Over three-fifths of riders rated SCAT 'good' or 'excellent' in six out of 12 categories.
- ❖ Hours of service, frequency and travel time were rated the most as 'poor' by riders.
- ❖ The highest rated categories are safety, comfort, cleanliness, usefulness and availability of information and driver courtesy, with an average rating of 'good' to 'excellent.'
- ❖ The categories that could use the most improvement are frequency and hours of service, consistent with the findings on rider preference. Still, these categories received an average rating between 'OK' and 'good.'

SECTION 1 - INTRODUCTION

Space Coast Area Transit (SCAT) is responsible for providing public transportation services for all of Brevard County. It provides fixed-route transit services delivering residents and visitors to work, recreation, medical appointments, educational institutions and enabling them to run errands every day.

As Brevard County's demographics and travel patterns change over time, it is useful for SCAT to survey its riders to determine who is riding the bus, their tendencies and preferences, and the level of satisfaction with various aspects of SCAT bus service. Such information can help SCAT to plan for service changes and infrastructure improvements, potentially attracting new riders and retaining current riders.

This report documents the methodology and findings of a survey of SCAT bus riders in May 2008. This survey updates a previous survey conducted in 2004, and includes information on demographics, trip characteristics, rider preference and satisfaction.

SECTION 2 - METHODOLOGY

2.1 - SURVEY INSTRUMENT

A written questionnaire, administered to riders on-board and at major transfer locations, surveyed SCAT riders. The questionnaire is essentially the same as the one used in the 2004 rider survey to enable consistency and comparisons with the previous effort. Several new questions were added to the 2008 questionnaire:

- ❖ A new question was added to identify those riders that are now using the transit system because of higher gas prices.
- ❖ Three questions were added related to how often a rider uses transit; during the morning, afternoon or evening. These questions were added to determine the time of day riders were using the system.
- ❖ A new question was added to determine if riders had other means of transportation.
- ❖ A new question was added to determine if transit users had used the new online trip planning software on the SCAT website. Information gathered would provide SCAT with an understanding of trip planning software and new ridership.
- ❖ A new question was added to identify the employment status of transit riders.
- ❖ A new question was added to identify future projects encouraging more use of the transit system.
- ❖ Question #6 in the 2004 survey was removed for 2008. This question tried to identify the specific shopping destination of riders and only provided a limited choice of shopping destinations. This approach provided limited results in relation to all shopping destination along the transit routes.

In addition, a Spanish version of the questionnaire was developed to enable participation by Spanish-only speaking riders. The questionnaire was not pre-tested because it had already been implemented successfully in the 2004 and 1999 surveys. The English and Spanish questionnaires are included in Appendix A.

2.2 - SAMPLING PLAN

The sampling plan was developed to achieve a representative sample of existing route ridership, geographic service areas and service types. The sampling plan was developed to achieve an adequate sample size for all geographic areas and service types.

Based on April 2008 route ridership levels, the sampling plan targeted approximately 1300 riders to be exposed to the survey. Assuming a 50 percent response rate, about 650 survey responses were anticipated. Table 1 provides a summary of the sampling plan, while the detailed sampling plan is included in Appendix B.

2.3 - IMPLEMENTATION

A combination of temporary personnel and professional staff were used to administer the survey. Each surveyor received training prior to implementation. Surveyors conducted and distributed a questionnaire to each passenger at transfer locations and as they boarded the bus, along with a brief explanation and instructions. Surveyors were asked to assist those riders who had difficulty completing the survey. Respondents returned the completed questionnaires to surveyors. This allowed surveyors to collect a higher return of immediate surveys. Respondents were also given the option to return questionnaires to bus drivers if they did not complete the survey before concluding their trip. Each survey was coded to enable tracking by route.

The surveys were conducted over a four day period and included mornings, evenings and weekend service (Monday evening, Wednesday evening, Friday morning and Saturday morning). On Monday, riders were surveyed at major transfer locations, and Wednesday, Friday and Saturday riders were surveyed on-board select routes. Survey workers recorded 362 rider refusals to complete a survey with a significant majority (89%) indicating they did not have time to complete the form. The complete survey approach resulted in 1,054 surveys returned (81 percent return rate) and a significant level of sampling was achieved.

Table 1

Sampling Plan Summary

Characteristics	Routes Surveyed	Revenue Hours Surveyed
Geographic Area		
North to South	1	36:51:00
North	1	5:30:00
Central	2	39:47:00
South	3	44:10:00
Merritt Island	2	2:13:00
Beaches	1	21:32:00
Service Type		

Morning	9	42:01:00
Evening	8	66:02:00
Weekend	8	42:00:00

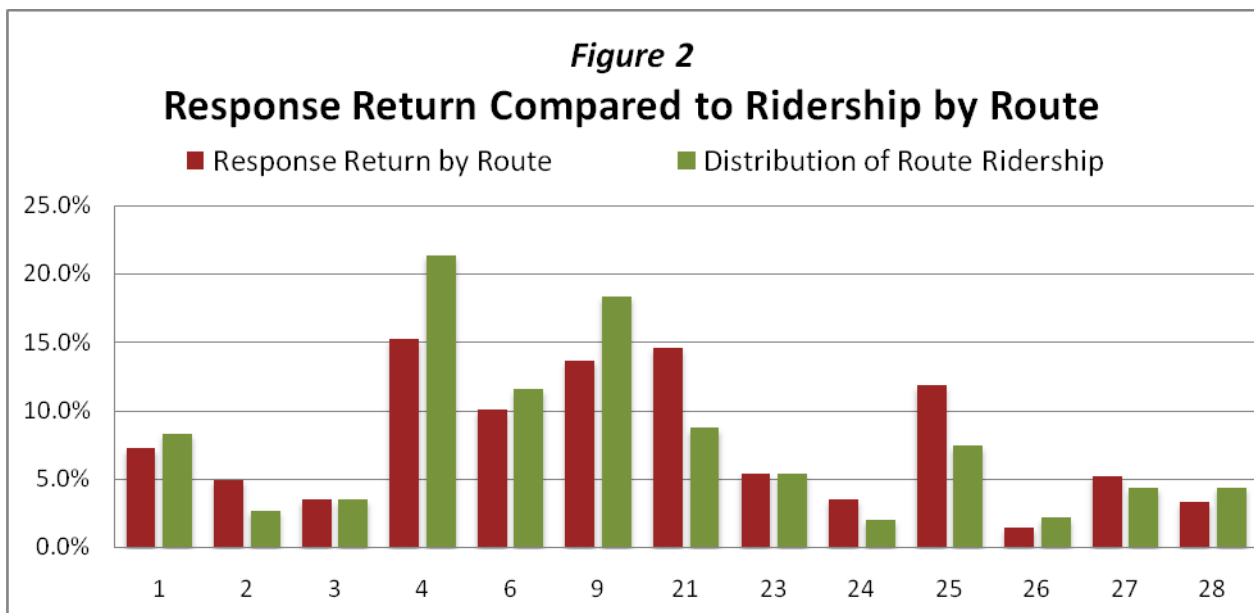
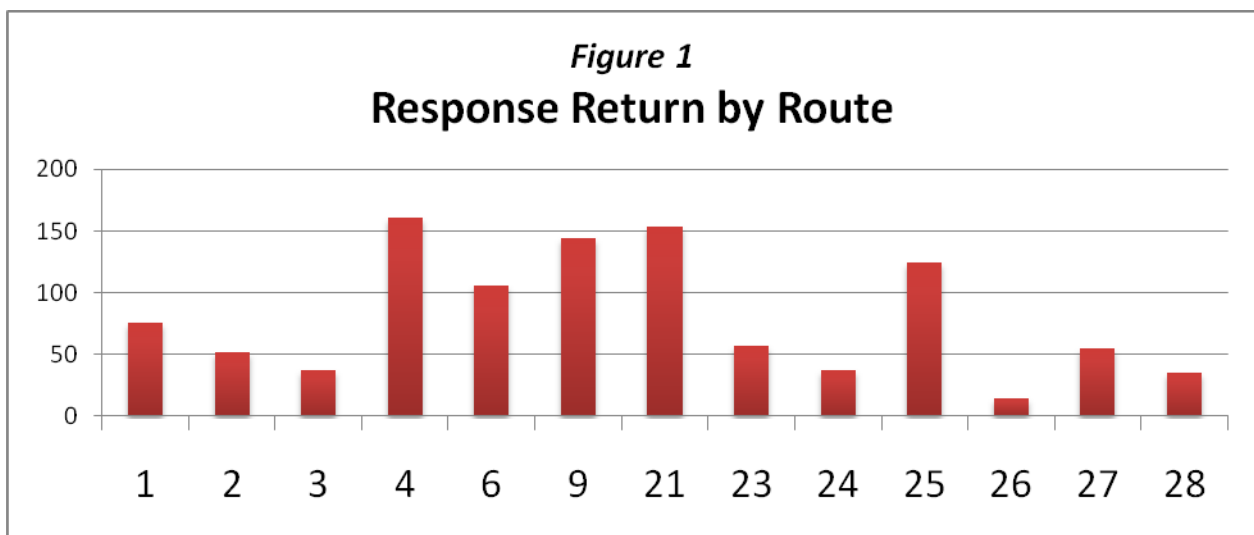
Note: Several routes cover more than one geographical area.

SECTION 3 - RESULTS

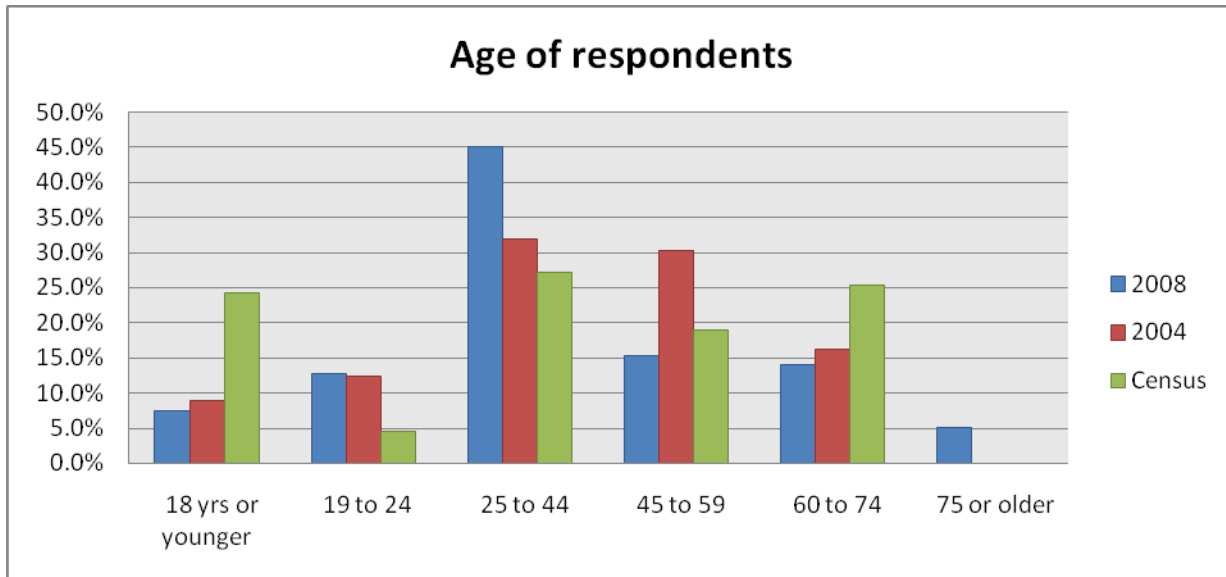
3.1 - RESPONSE RATE

1,054 valid surveys were returned, far exceeding the initial goal of the sampling plan (650 surveys). Response returns, shown in Figure 1, generally match route ridership, a reflection of a successful sampling plan, shown in Figure 2.

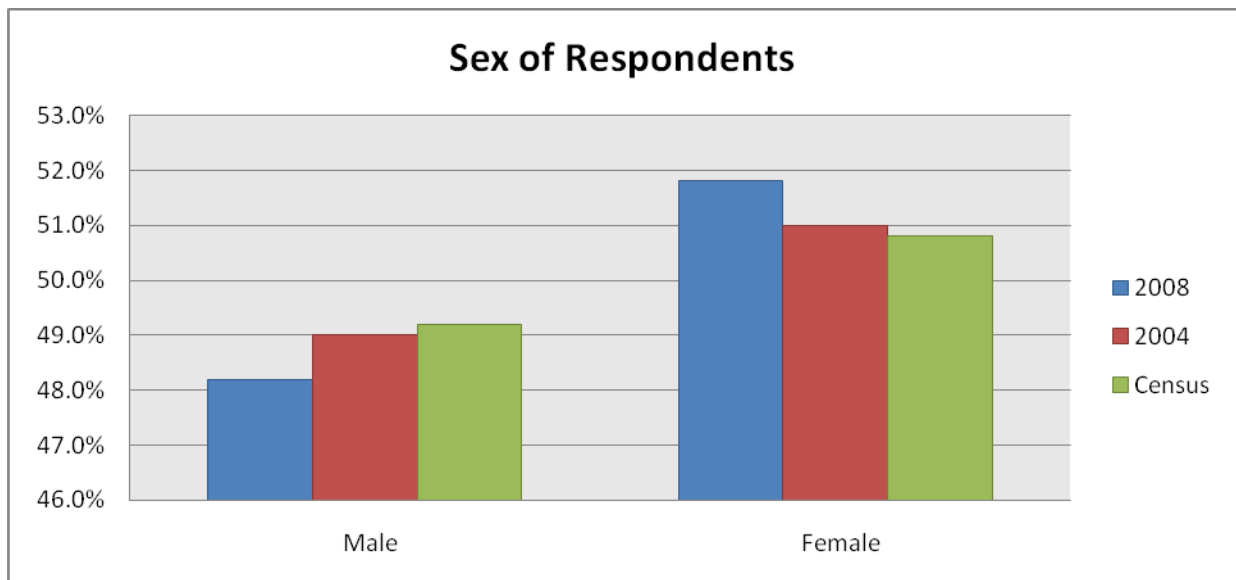
The following sections document survey results and findings, including demographics, trip characteristics, rider preference and satisfaction. When available, comparisons are made with results from the 2004 and 1999 rider surveys.



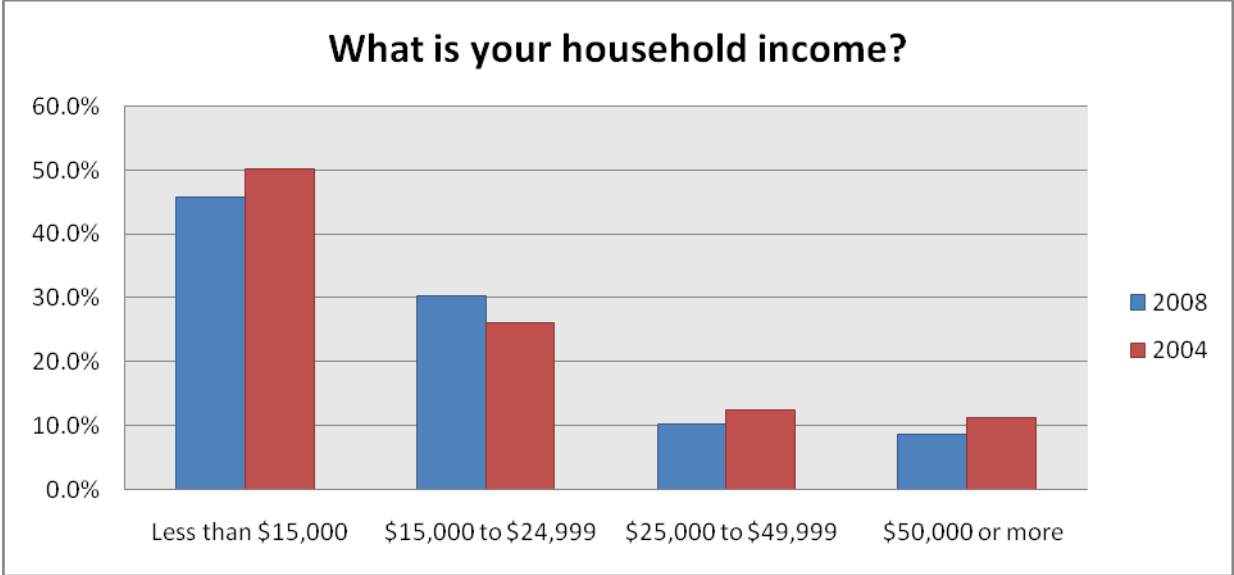
3.2 - Demographics



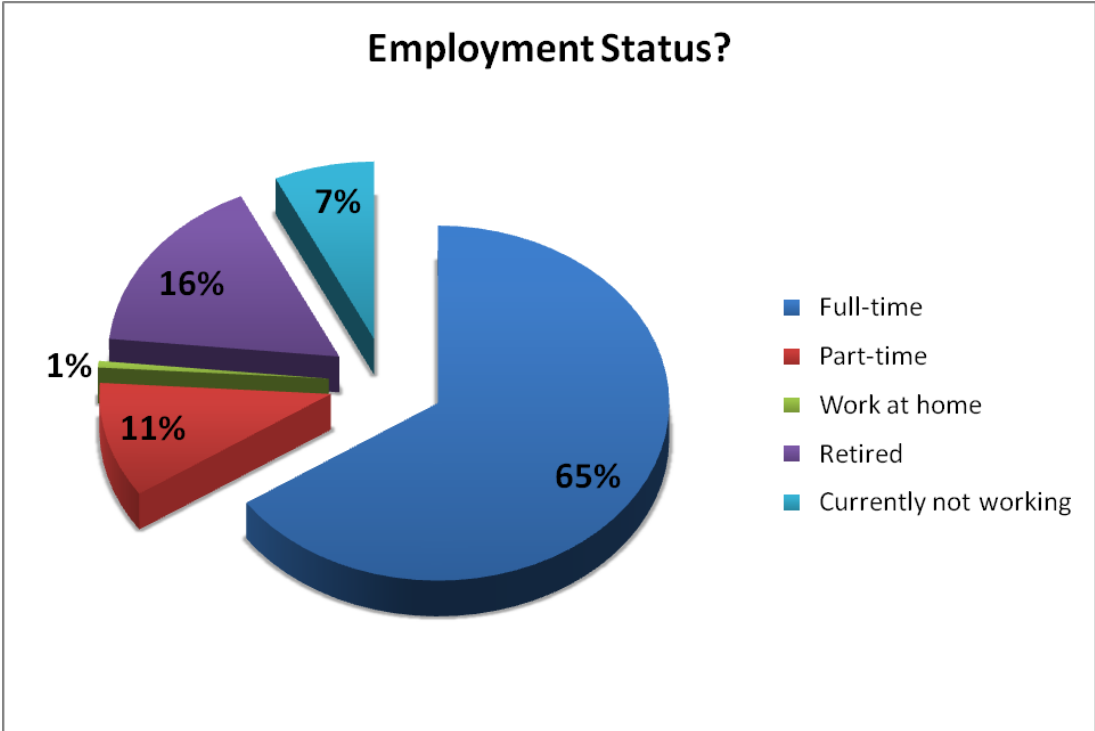
Compared to the age distribution of the entire population Brevard County reported in the 2000 US Census, SCAT riders are disproportionately represented in the 25 to 44 age ranges. This is most likely attributed to the fact that they have greater travel needs than those in older and younger age categories. Almost three out of four riders are in the 19 to 59 age ranges, while almost one out two are in the 25 to 44 age ranges.



SCAT ridership is approximately evenly split between males and females. This is consistent with the sex distribution of the County overall.

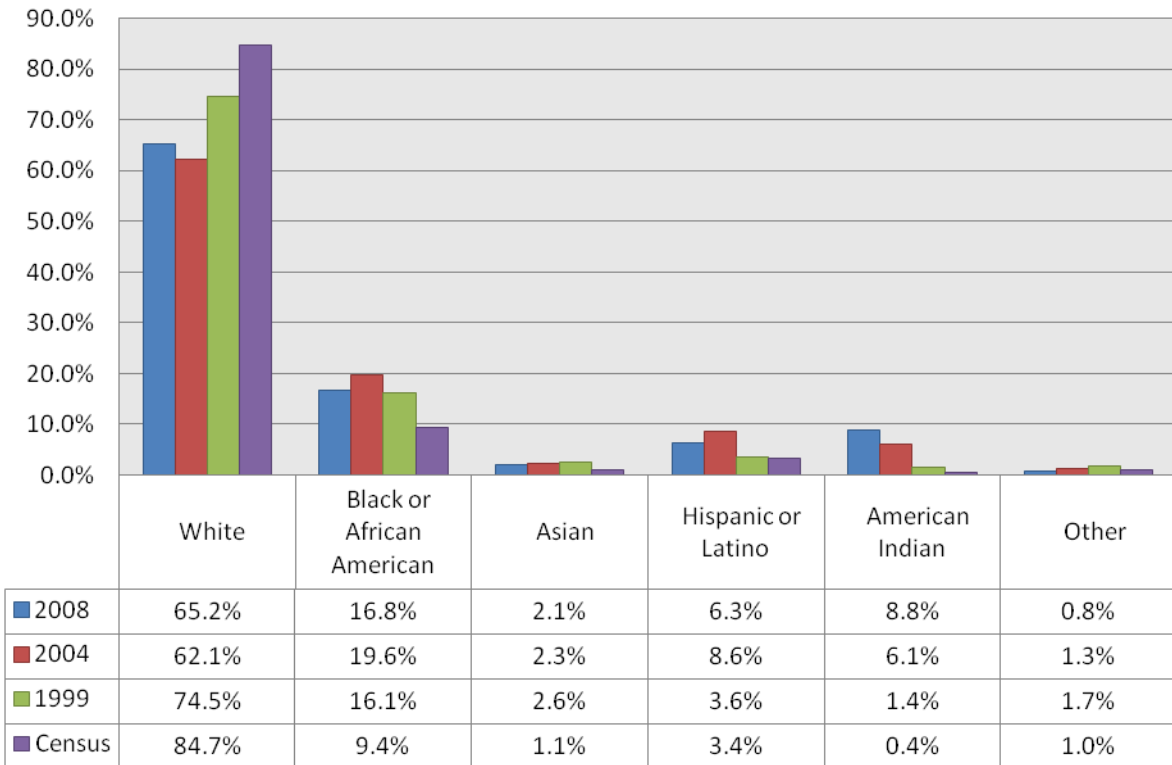


SCAT riders are disproportionately represented in the lower income ranges. This is most easily explained by the fact that households in lower income ranges generally have lower rates of automobile ownership. Three out of four SCAT riders have annual household incomes of less than \$25,000 a year, below the median household income (\$40,100 according to the 2000 Census) for Brevard County.



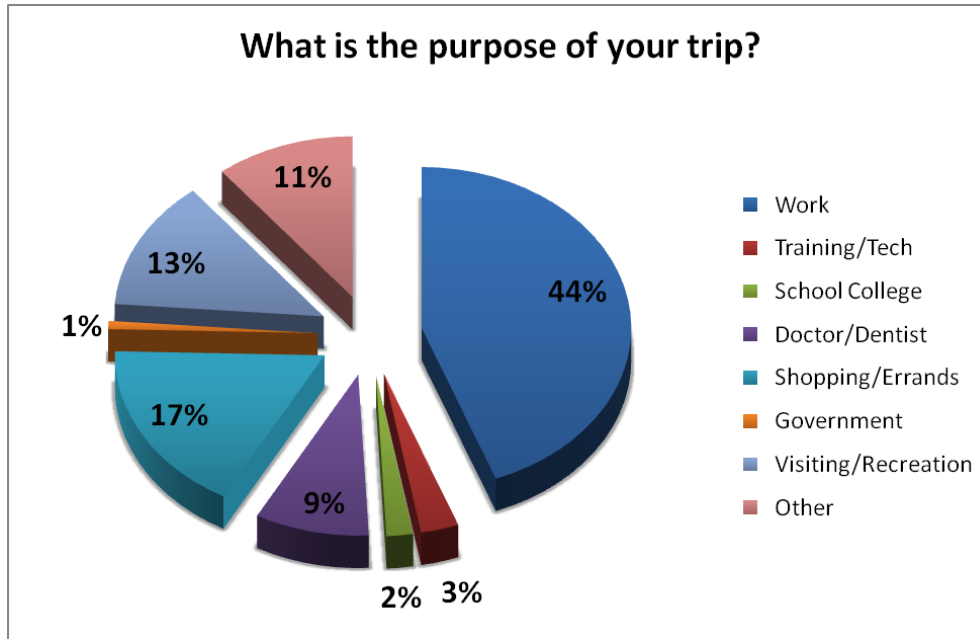
Two out of three SCAT riders are employed. This is proportional to the questions regarding trip purpose and age (specifically retirement ages).

What is your race?

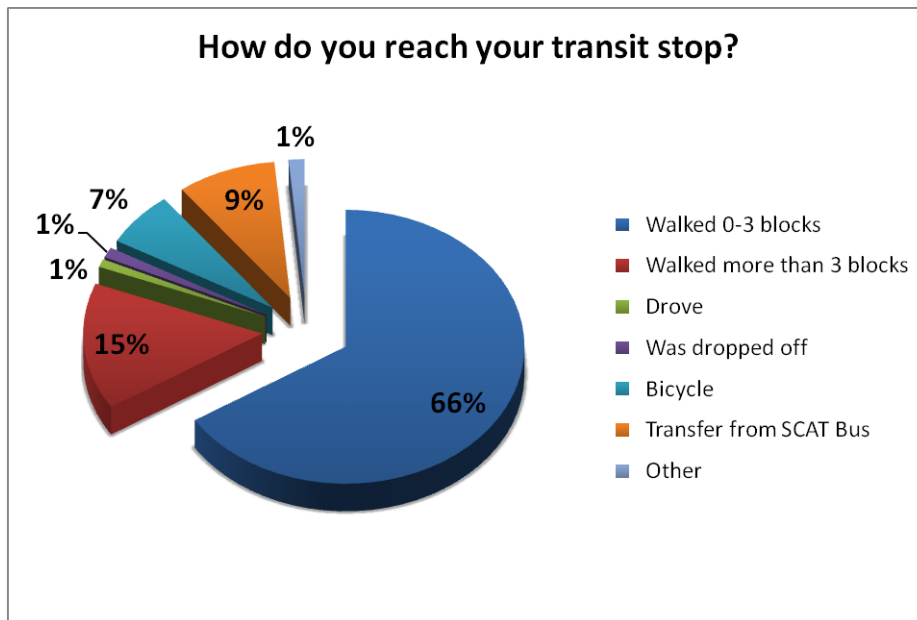


SCAT is experiencing a declining share of white ridership when compared to the 1999 survey results. By contrast, African American, Hispanic and Native American Indian riders are increasing. Every minority race (i.e. non-white) category is disproportionately represented in SCAT ridership compared to the county overall. Whites still comprise a majority of SCAT ridership, almost two out of three riders, while African American riders represent one out of five riders. American Indian riders represent the largest increase in ridership compared to the 1999 results.

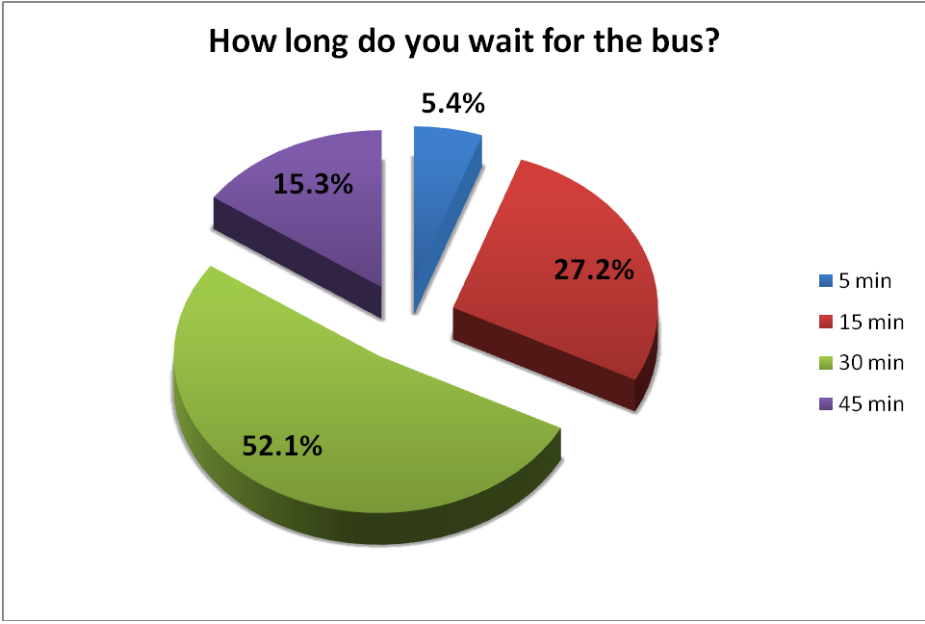
3.3 - Trip Characteristics



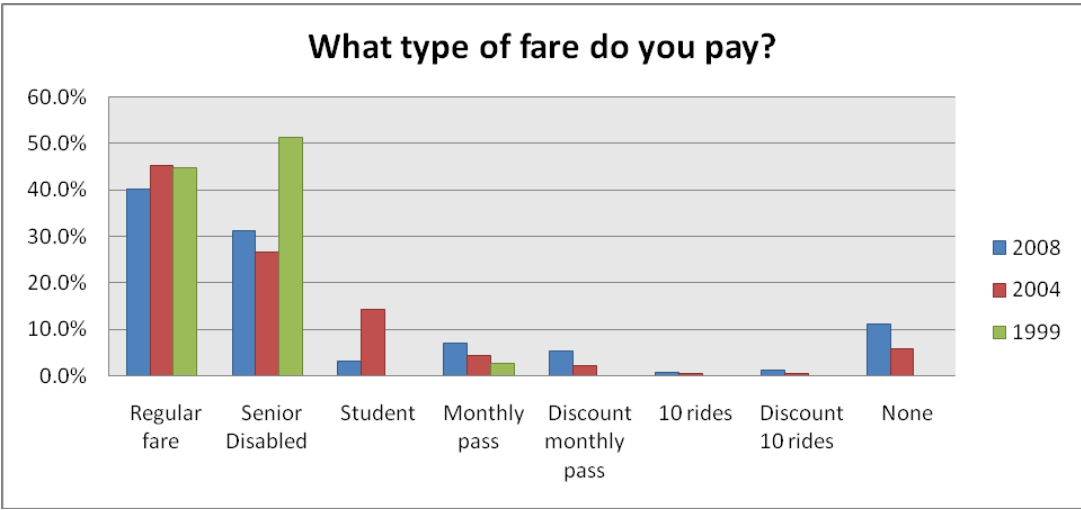
Trip purpose is derived from analyzing how the riders responded to two questions; trip purpose and where they were coming from. By combining these questions, inconsistent responses could be removed and a clearer understanding of why a rider uses transit is provided. As expected, two out of five riders use transit commuting to work.



Approximately four out of five SCAT riders walk to the bus, with about two-thirds walking less than three blocks. Notably, almost one out of ten SCAT riders use a bicycle to get to the bus.

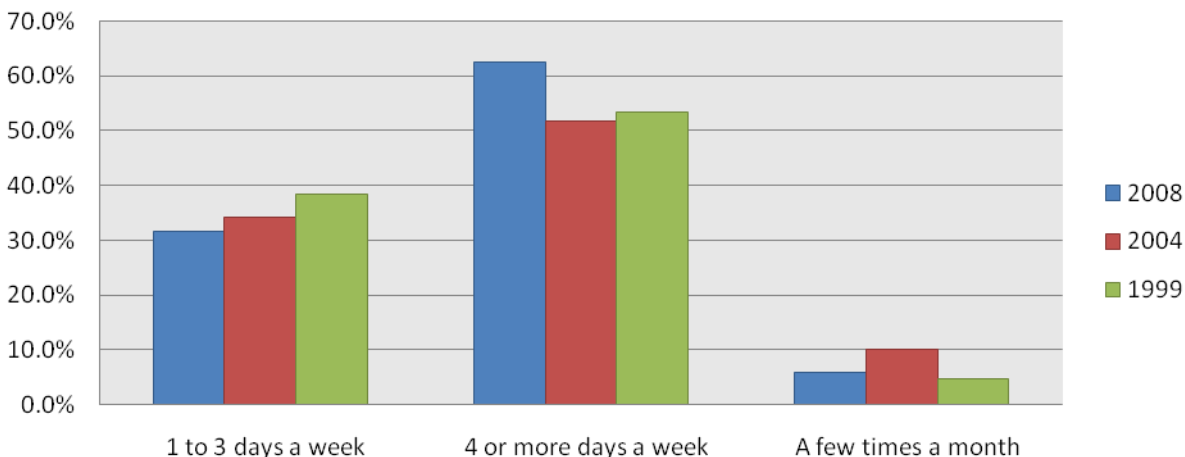


Based on rider feedback, wait times were consolidated into four groups, which represent the natural breaks in the responses, received. Most respondents used five-minute increments to describe their length of wait time. Half of the SCAT riders responded that they wait approximately 30 min for the bus to arrive at their bus stop. One out of three riders indicated they wait less than 15 min said they waited four out of five SCAT riders walk to the bus, with about two thirds walking less than three blocks.



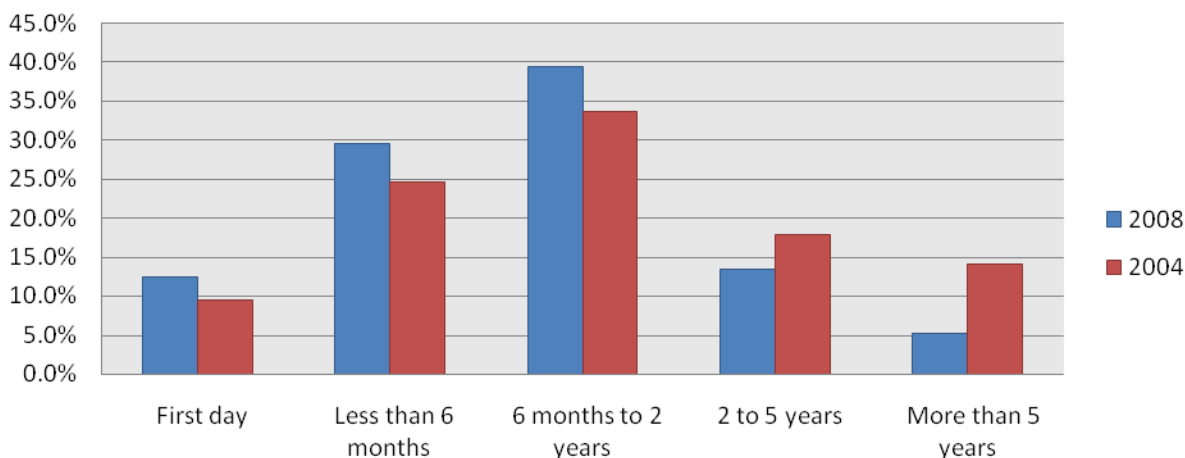
The proportion of riders paying regular single-ride fare has not changed significantly from 1999. Senior fares continue to be lower than 1999, which data suggest is directly related to the no fare service provided on Route 21 in Melbourne. The decrease of student fares is attributed to the time of year the survey was conducted.

How often do you ride the bus?



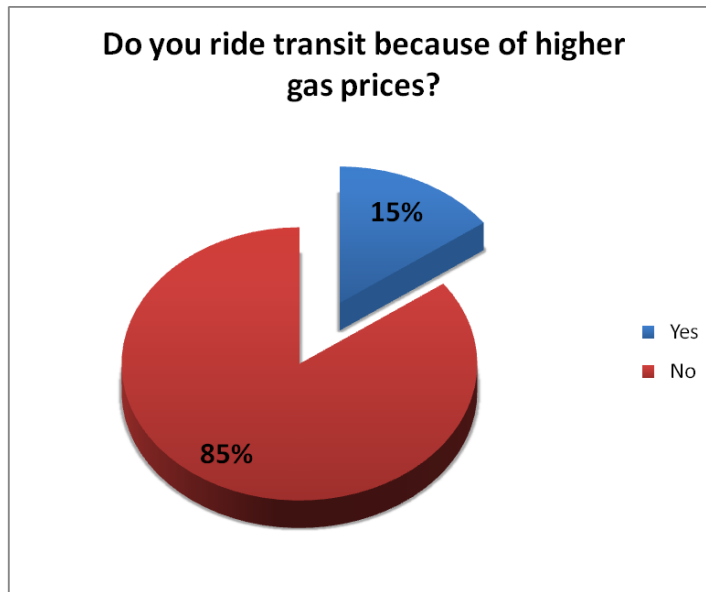
There has been a shift to more weekly riders since 2004 and 1999. This is most likely the result of increased service hours and new routes. As the transit system becomes more available, occasional riders become frequent users. Conversely, the share of occasional riders (i.e. less than once a week) has decreased significantly from 10% in 2004 to 6% in 2008.

How long have you been using SCAT service?

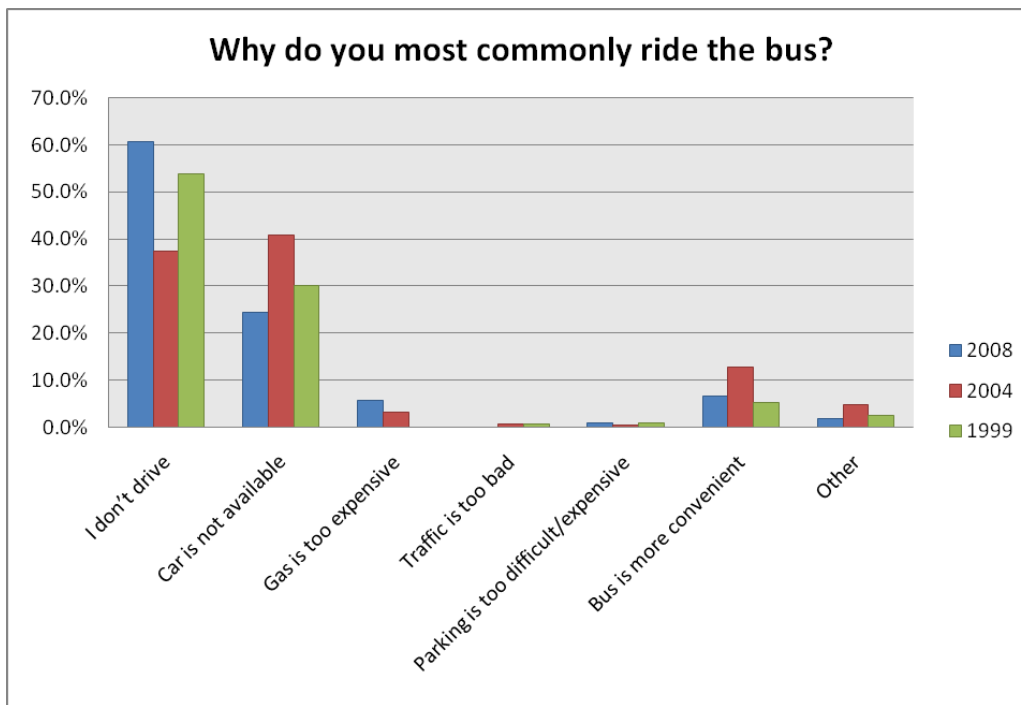


About one out of two SCAT riders are relatively new (six months or less), while two out of five riders have been using the bus for more than two years. This wave of new riders is consistent with the steady, large increases in ridership that SCAT has experienced over the last several years.

3.4 - CHOICE CHARACTERISTICS

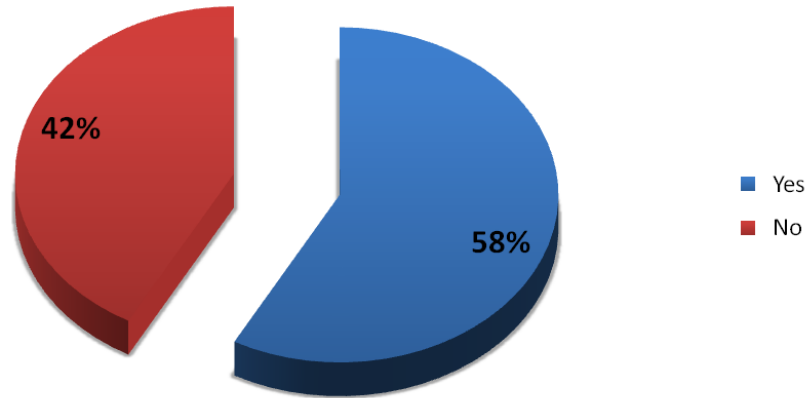


Due to rising gas prices riders were specifically asked if higher gas prices caused them to choose transit. A significant number of riders indicated it did not. This is consistent with the number of riders who indicated they have been riding for less than six months. New surveys would most likely reveal a more accurate trend of usage based on higher gas prices.



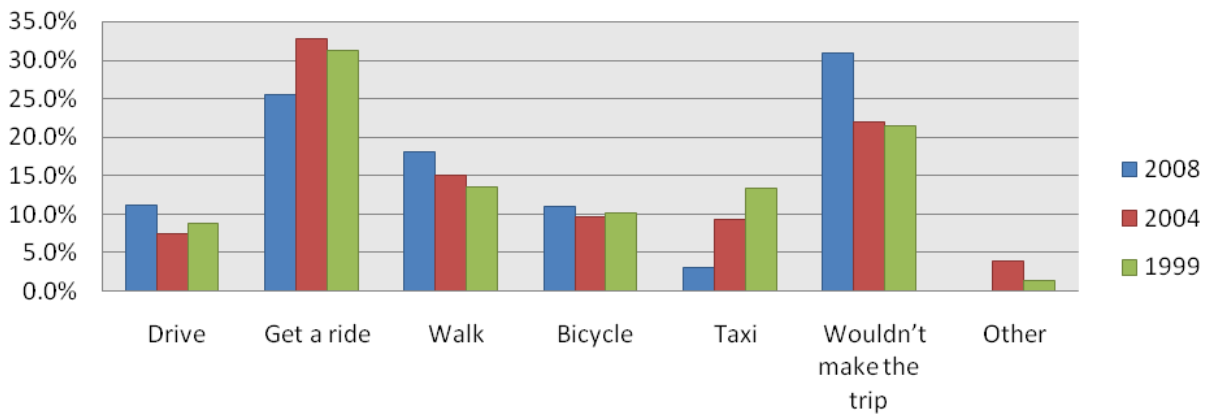
In 2008, SCAT rides had an increase in the number of riders who use transit because they do not drive. Neither traffic nor parking seems to have an impact on the rider's choice to use

Do you have other means of transportation?



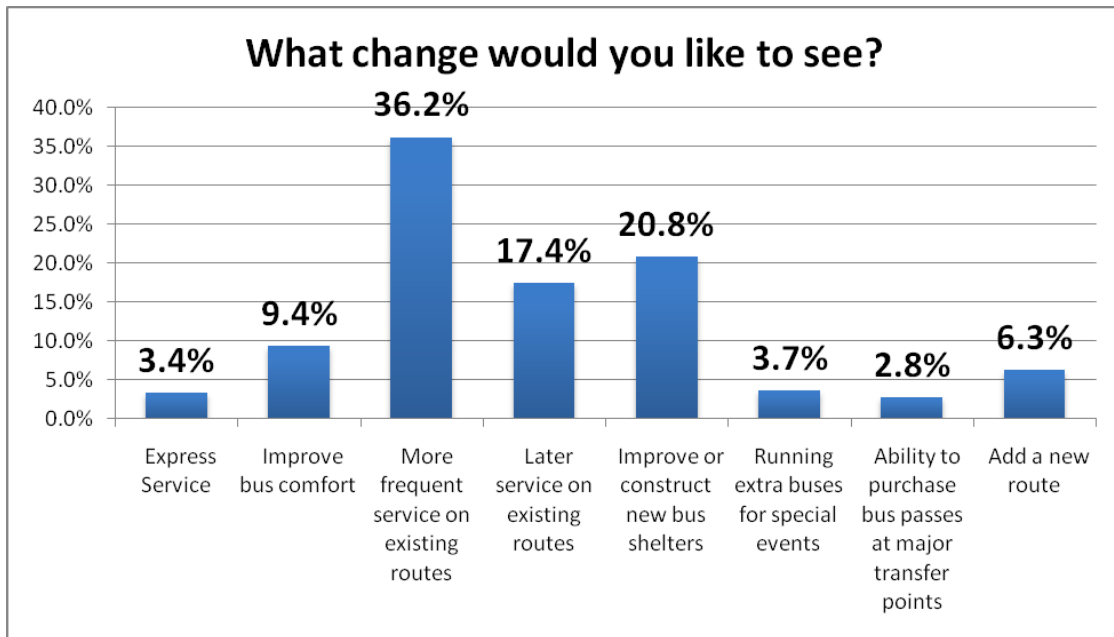
A majority of transit users do have other means of transportation. A more detailed assessment of the availability is identified below. Based on the responses to both questions it is consistent that riders have other mode choices, but perceive transit as the most effective option.

If you could not take the bus, how would you make this trip?

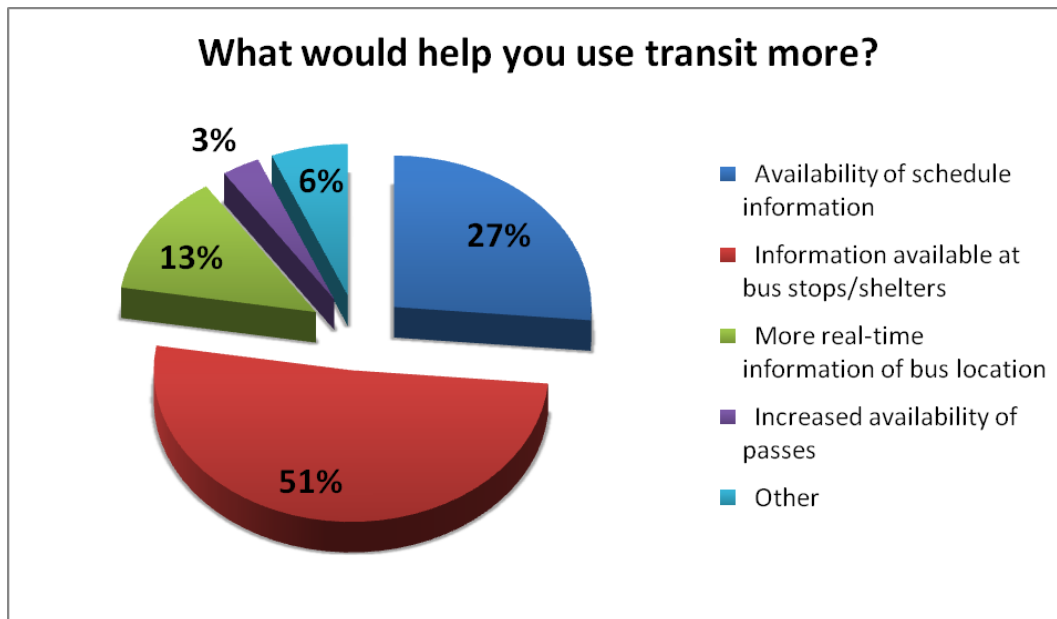


A majority of SCAT riders would find other means of transportation if transit were not available. One out of three riders would not make the trip, meaning that SCAT is their *only* option. This is an increase from previous years, which is likely due to the increased use by the elderly and disabled riders.

3.5 - RIDER PREFERENCE



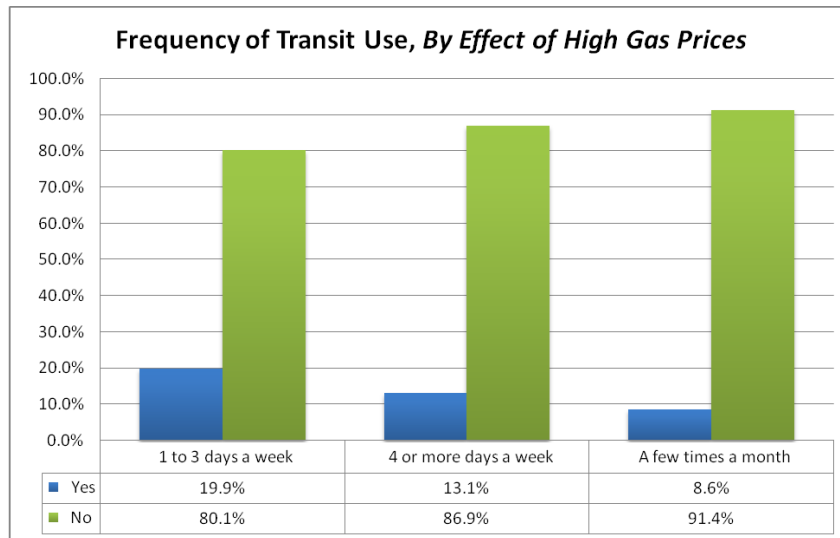
More than one out of three riders identified more frequent service as the most important change to SCAT service, while one in five identified improved amenities as the most important change.



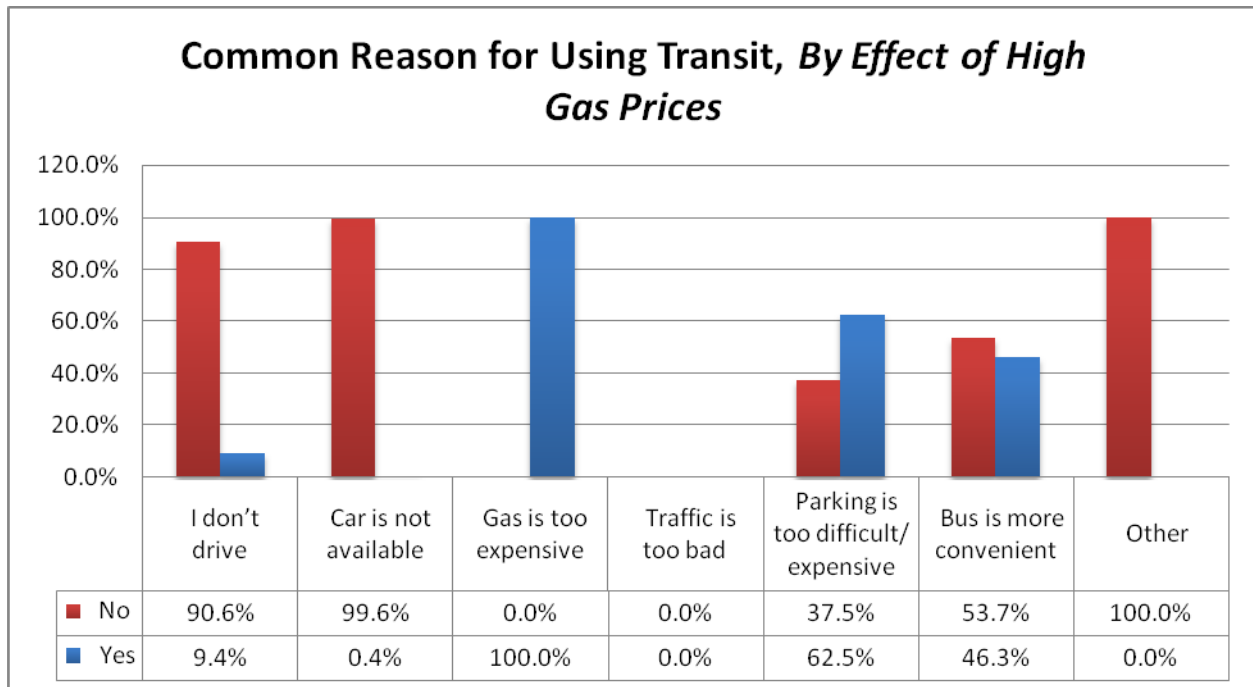
As a new question for the 2008 rider survey, riders were asked what changes would increase their usage. Half of the riders indicated providing more information would help increase transit usage. SCAT provides a good deal of information on its buses, at common destinations and at many of its major bus stop locations.

3.6 – CROSS-REFERENCE OF RESULTS

Influence of High Gasoline Prices – As a new question for the 2008 survey, the effect of higher gas prices is cross-referenced with various other rider characteristics. The information cross-referenced provides an understanding of how higher gas prices affect transit ridership in general.

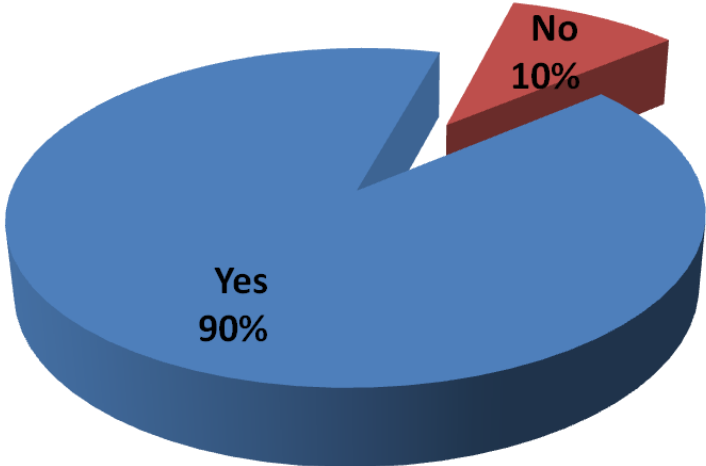


When cross-referenced with frequency we see a common proportion of riders affected by gas prices ride at different levels of frequency.



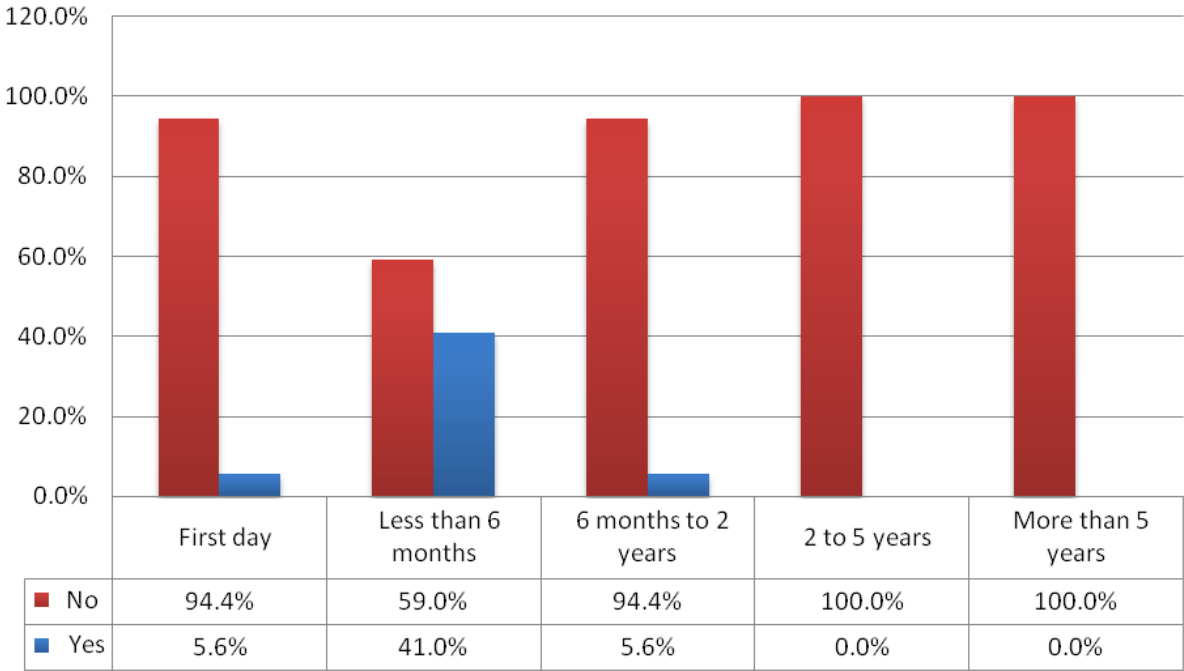
When cross-referenced with the common reason for use of transit we find most respondents identified that they did not have a car or do not drive.

Automobile Users Affected by Gas Prices



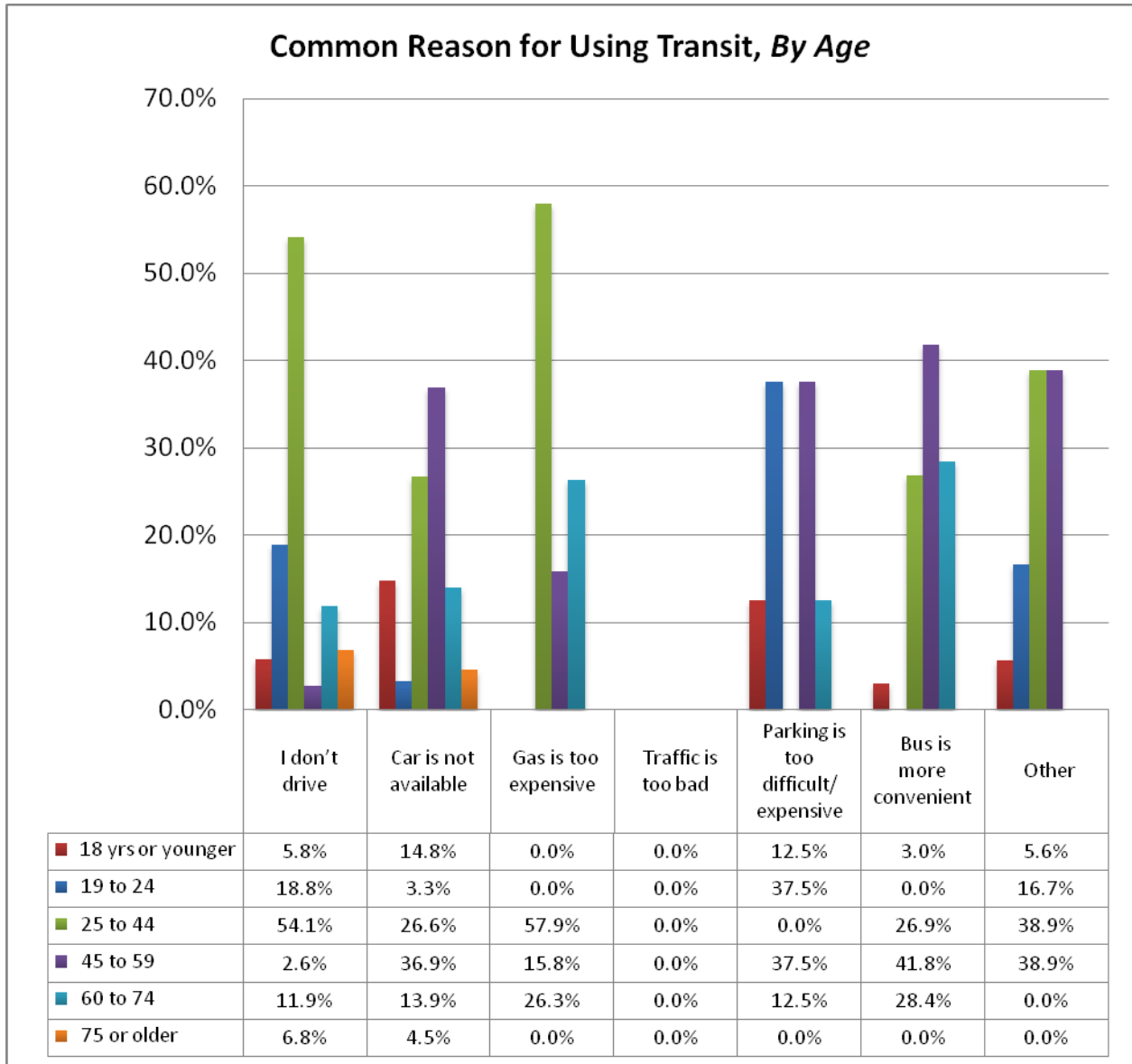
If those respondents that indicated they do not traditionally use an automobile are removed from the analysis, we find that **90%** of those who traditionally use an automobile now ride transit because of gas prices.

Length of Transit Use, *By Effect of High Gas Prices*



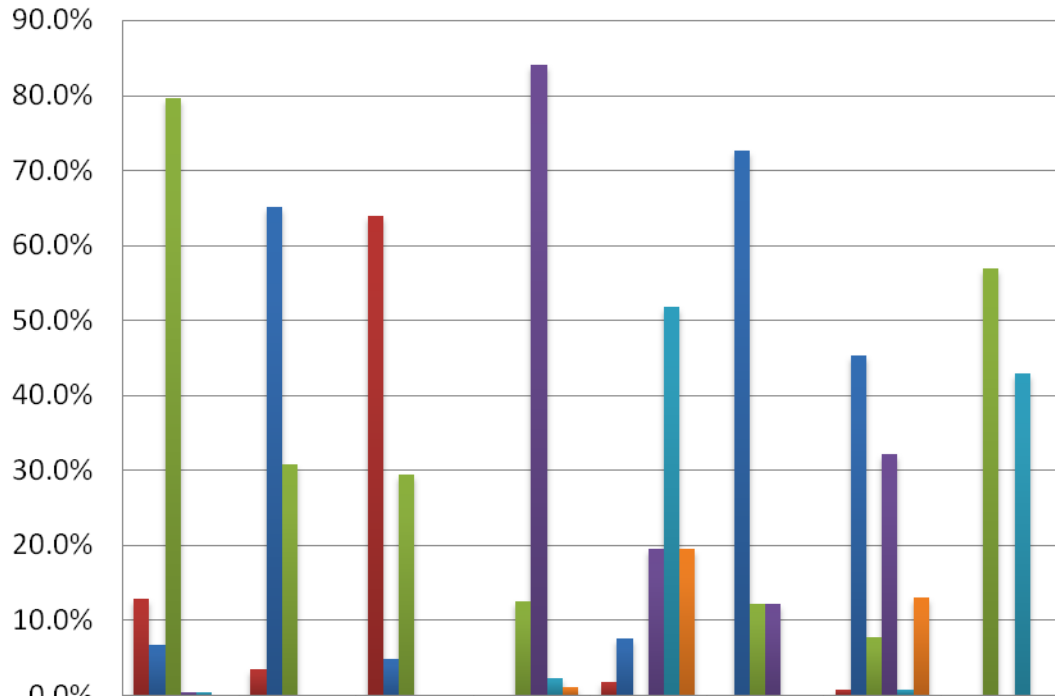
When cross-referenced with how long respondents had been using transit we find that a majority of those affected by higher gas prices has been riding less than six months.

Transit Rider Age Characteristics – With the age of the different transit users, it is important to understand the different reason why each group rides transit and what mobility options exist. The information cross-referenced provides an understanding of each.



For the transit user age group “75 and older” the lack of automobile access is the identified reason why they use transit. No other age group has a defined common reason for using Space Coast Area Transit’s service.

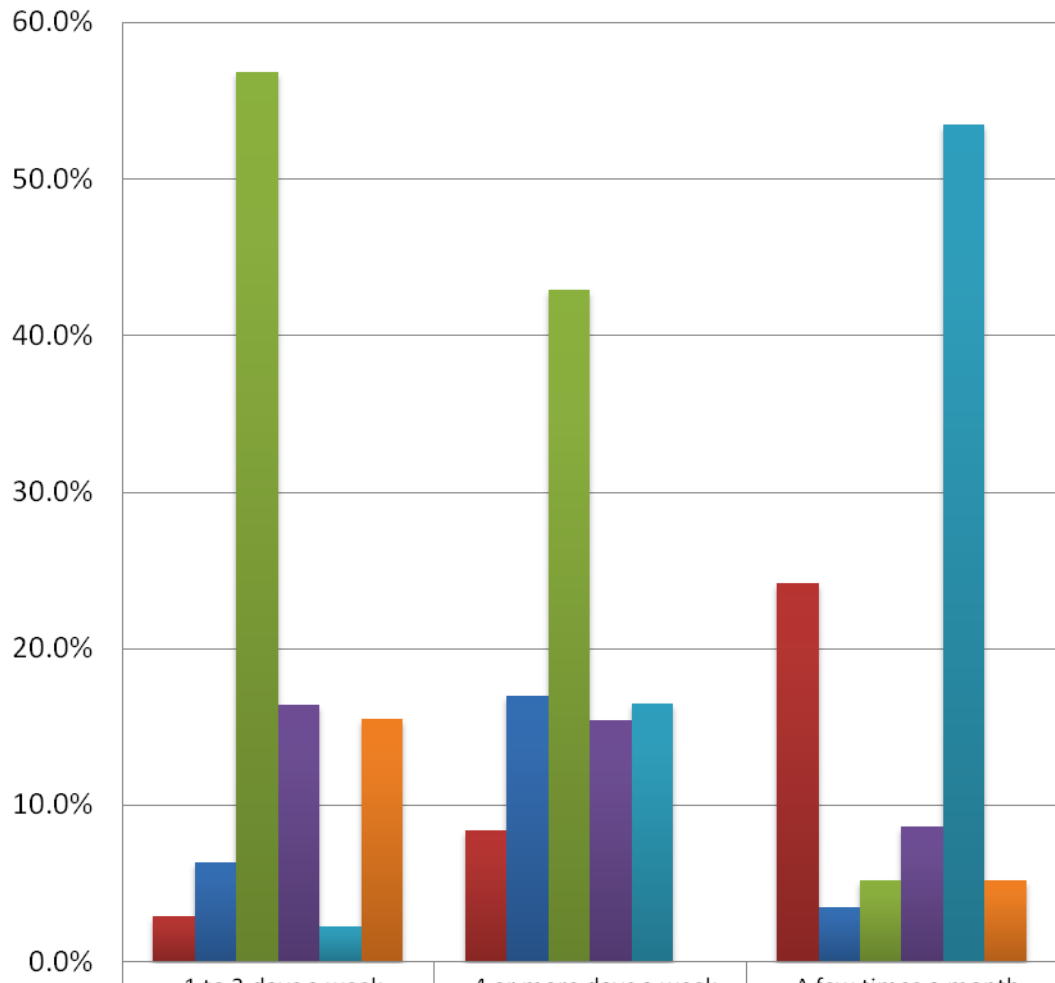
Transit Trip Purpose, By Age



	Work	Training/ Tech	School College	Doctor/ Dentist	Shopping / Errands	Government	Visiting/ Recreation	Other
18 yrs or younger	12.9%	3.4%	63.8%	0.0%	1.7%	0.0%	0.8%	0.0%
19 to 24	6.8%	65.1%	4.9%	0.0%	7.5%	72.7%	45.2%	0.0%
25 to 44	79.6%	30.9%	29.5%	12.5%	0.1%	12.1%	7.7%	56.8%
45 to 59	0.5%	0.0%	0.0%	84.0%	19.6%	12.1%	32.2%	0.0%
60 to 74	0.5%	0.0%	0.0%	2.3%	51.8%	0.0%	0.8%	42.9%
75 or older	0.0%	0.0%	0.0%	1.1%	19.6%	0.0%	13.0%	0.0%

While majorities (44%) of the transit consumers use the service to commute to work, the same group is primarily within the generally accepted employment age ranges. The survey reveals that a majority of the 45 and older transit costumers are using transit for more community based actives, such as medical, social and shopping.

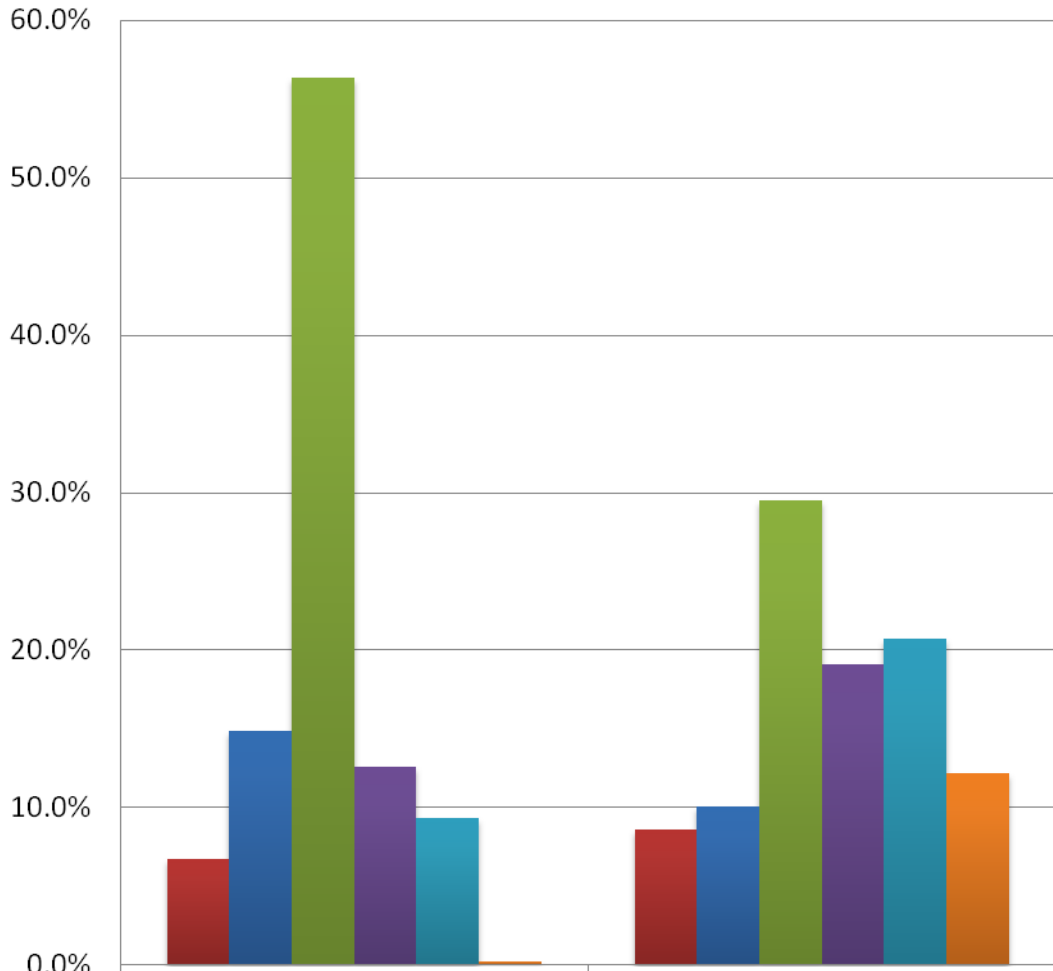
Frequency of Using Transit, By Age



	1 to 3 days a week	4 or more days a week	A few times a month
18 yrs or younger	2.8%	8.3%	24.1%
19 to 24	6.3%	17.0%	3.4%
25 to 44	56.8%	42.9%	5.2%
45 to 59	16.4%	15.4%	8.6%
60 to 74	2.2%	16.5%	53.4%
75 or older	15.5%	0.0%	5.2%

As expected, a majority of the regular transit users are customers within the general employment age 19 to 59.

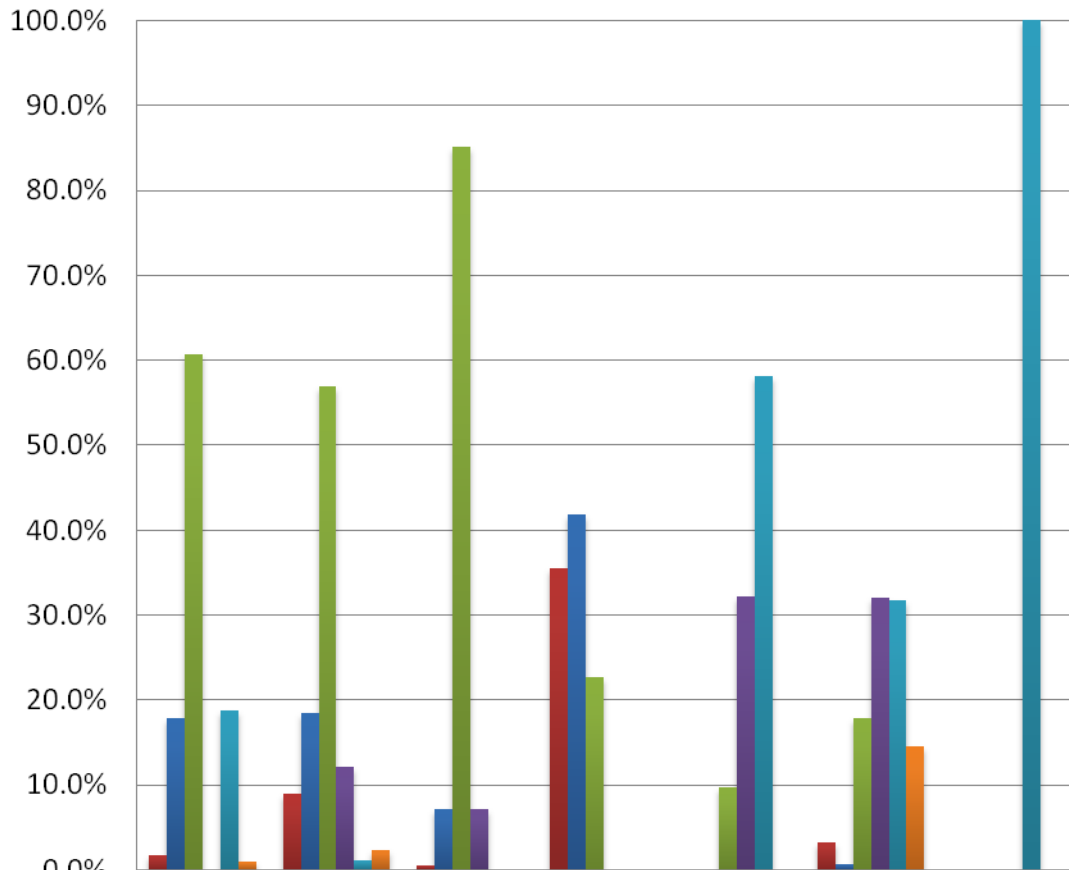
Other Means of Transportation, *By Age*



	Yes	No
18 yrs or younger	6.7%	8.6%
19 to 24	14.8%	10.0%
25 to 44	56.4%	29.5%
45 to 59	12.6%	19.0%
60 to 74	9.3%	20.7%
75 or older	0.2%	12.1%

The results of cross-referencing age and transportation access show that access to transportation is not necessarily limited to any specific age group. The survey reveals that a majority of the transit choice riders, who have access to other means of transportation, are within the ages of “19 to 44.” Moreover, those lacking others means of transportation fall into the older age group of “60 and older,” or “25 to 44.”

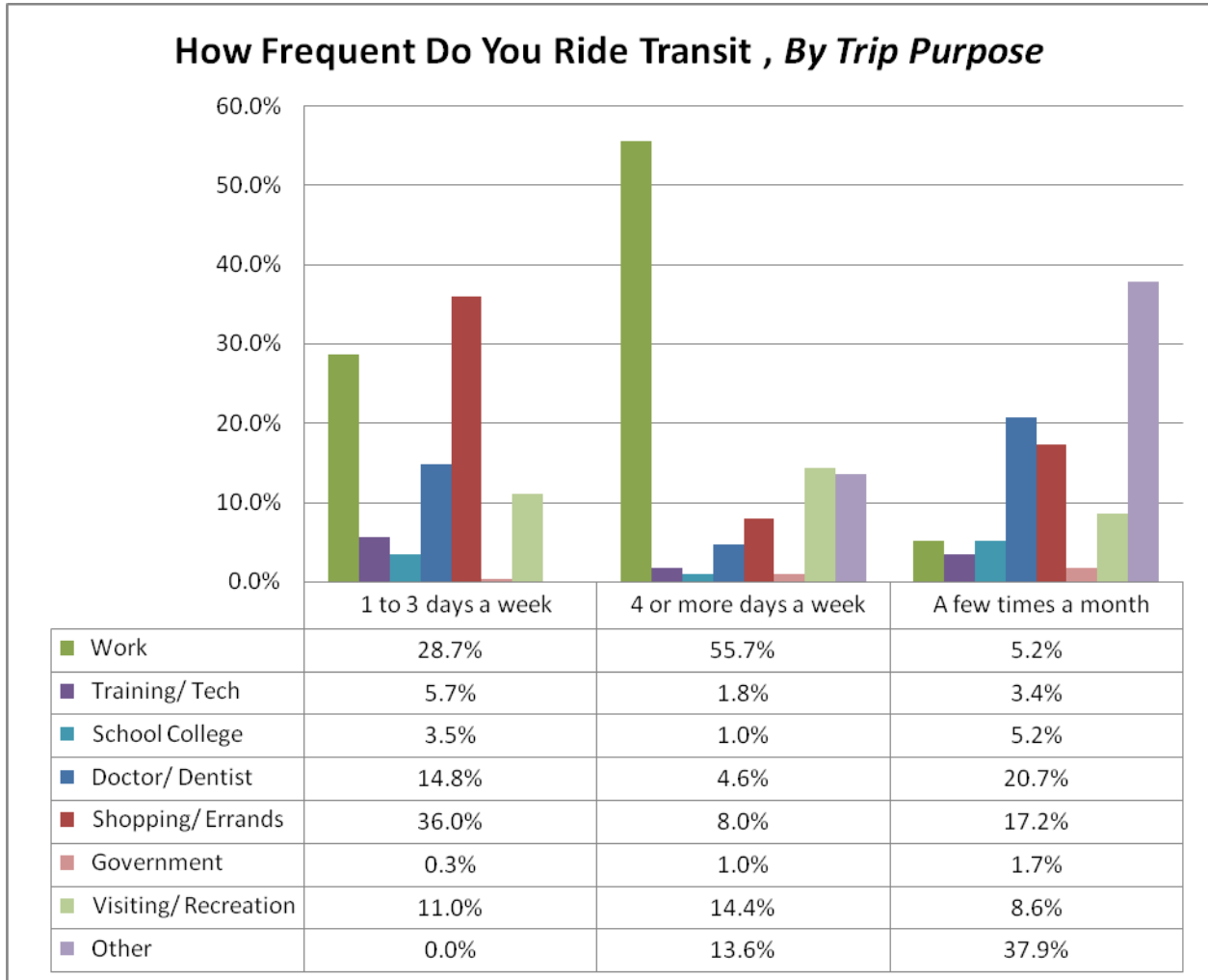
If Transit was NOT Available, How Would You Make The Trip, By Age



	Drive	Get a ride	Walk	Bicycle	Taxi	Wouldn't make the trip	Other
18 yrs or younger	1.8%	9.0%	0.5%	35.5%	0.0%	3.2%	0.0%
19 to 24	17.9%	18.4%	7.1%	41.8%	0.0%	0.6%	0.0%
25 to 44	60.7%	56.9%	85.2%	22.7%	9.7%	17.8%	0.0%
45 to 59	0.0%	12.2%	7.1%	0.0%	32.3%	32.0%	0.0%
60 to 74	18.8%	1.2%	0.0%	0.0%	58.1%	31.7%	100.0%
75 or older	0.9%	2.4%	0.0%	0.0%	0.0%	14.6%	0.0%

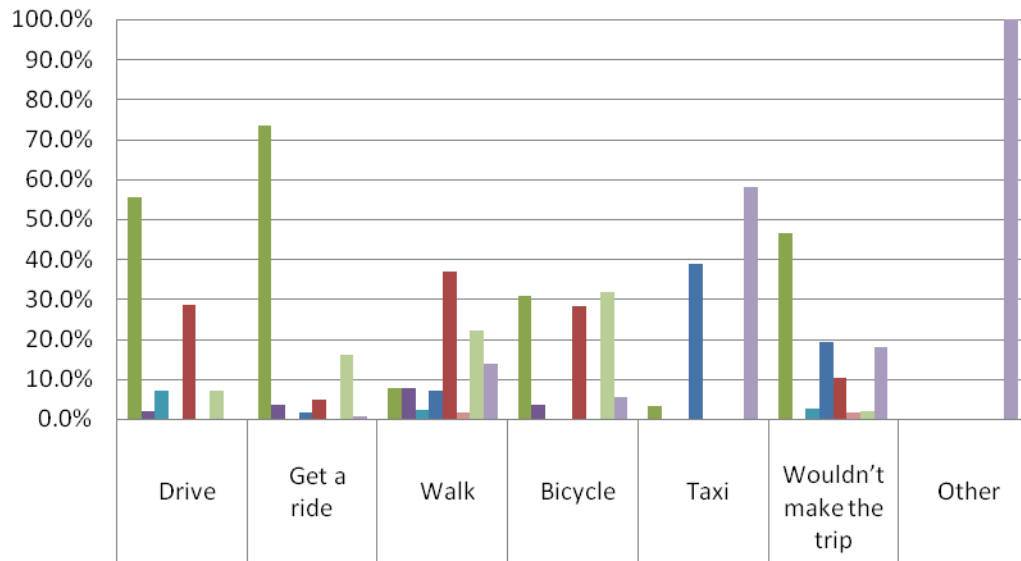
The survey reveals that a large majority of “75 and older” transit users would not be able to make their trip without the access to transit. The least restricted age group, which would find other means of transportation, are the transit users between “19 and 24.”

Relationship to Trip Purposes – A rider’s trip purpose has direct relationships to factors such as wait time, frequency of use and types of improvements desired. Information cross-referenced with trip purpose helps understand what areas of improvement could have on the increase of specific trip purposes.



As expected, transit customers using transit to commute to work are the most frequent users. The second most frequent use is the use of transit to access shopping.

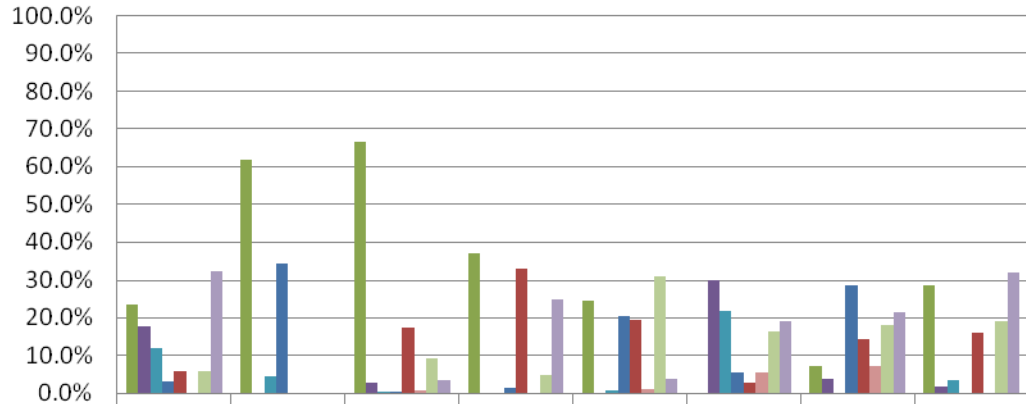
What Would You Do If Transit Was Not Available, By Trip Purpose



	Drive	Get a ride	Walk	Bicycle	Taxi	Wouldn't make the trip	Other
Work	55.4%	73.3%	7.7%	30.9%	3.2%	46.6%	0.0%
Training/ Tech	1.8%	3.5%	7.7%	3.6%	0.0%	0.0%	0.0%
School College	7.1%	0.0%	2.2%	0.0%	0.0%	2.6%	0.0%
Doctor/ Dentist	0.0%	1.6%	7.1%	0.0%	38.7%	19.1%	0.0%
Shopping/ Errands	28.6%	4.7%	36.8%	28.2%	0.0%	10.4%	0.0%
Government	0.0%	0.0%	1.6%	0.0%	0.0%	1.6%	0.0%
Visiting/ Recreation	7.1%	16.1%	22.0%	31.8%	0.0%	1.9%	0.0%
Other	0.0%	0.8%	13.7%	5.5%	58.1%	17.8%	100.0%

Those who would not make their trips, if transit were not available, are spread among those using transit for work, medical and shopping. It should be noted that only .1% of those surveyed responded with “other” as another means of transportation.

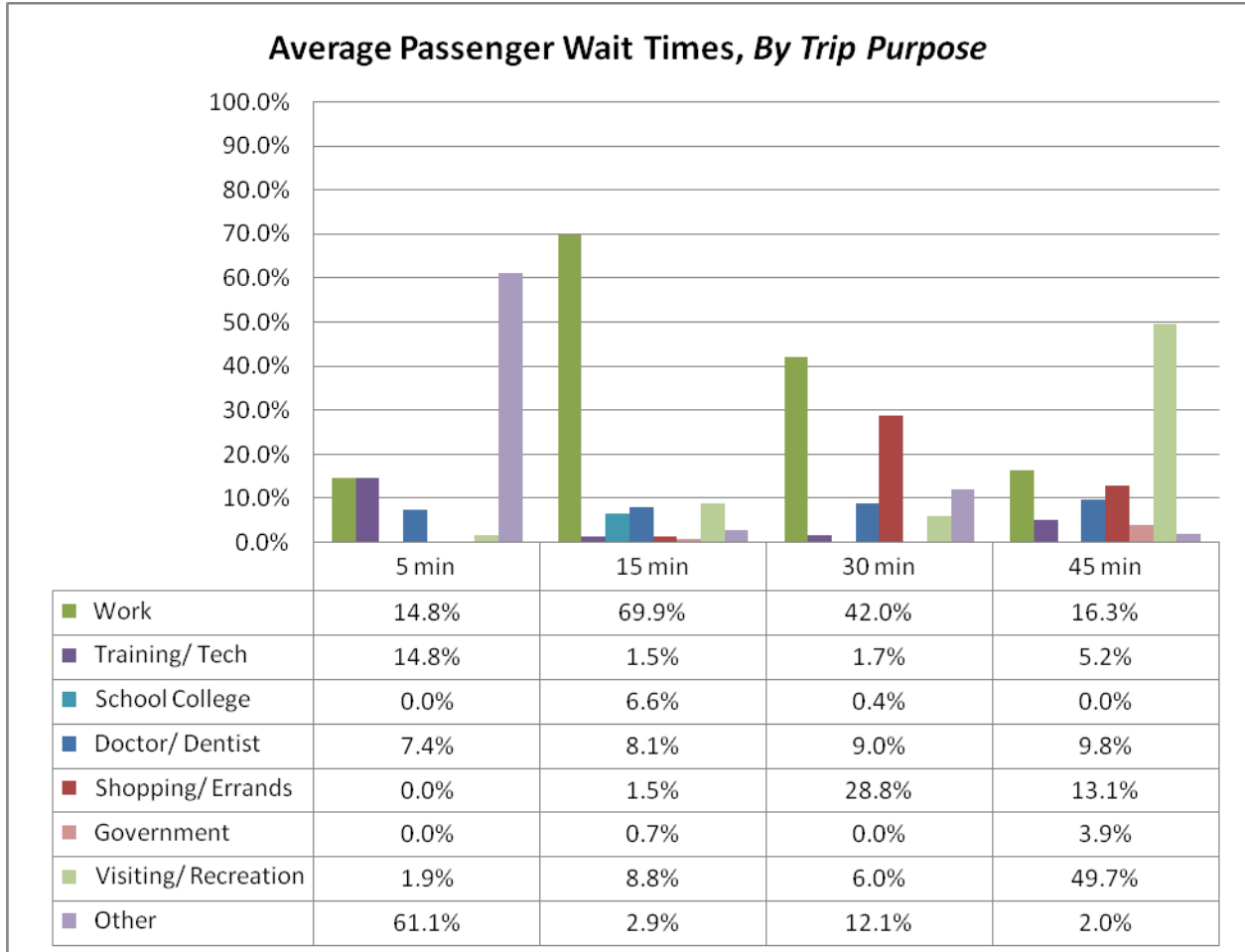
Identified Transit System Improvements, *By Trip Purpose*



	Express Service	Improve bus comfort	More frequent service on existing routes	Later service on existing routes	Improve or construct new bus shelters	Running extra buses for special events	Ability to purchase bus passes at major transfer points	Add a new route
■ Work	23.5%	61.7%	66.6%	36.8%	24.5%	0.0%	7.1%	28.6%
■ Training/ Tech	17.6%	0.0%	2.8%	0.0%	0.0%	29.7%	3.6%	1.6%
■ School College	11.8%	4.3%	0.3%	0.0%	0.5%	21.6%	0.0%	3.2%
■ Doctor/ Dentist	2.9%	34.0%	0.3%	1.1%	20.2%	5.4%	28.6%	0.0%
■ Shopping/ Errands	5.9%	0.0%	17.1%	32.8%	19.2%	2.7%	14.3%	15.9%
■ Government	0.0%	0.0%	0.6%	0.0%	1.0%	5.4%	7.1%	0.0%
■ Visiting/ Recreation	5.9%	0.0%	9.1%	4.6%	30.8%	16.2%	17.9%	19.0%
■ Other	32.4%	0.0%	3.3%	24.7%	3.8%	18.9%	21.4%	31.7%

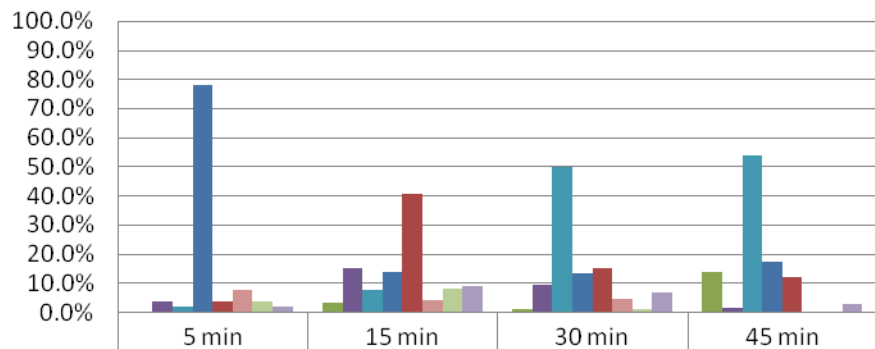
When trip purpose is cross-referenced with desired improvements transit users varied in their responses. Only those using transit to access work were a majority in requesting more frequency of bus service.

Relationship of Wait Times – The survey results also evaluate the average passenger wait-time. Four groups of wait times represent the set of averages received. When cross-referenced with desired transit system improvements and trip purposes information is provided that reflects the elasticity of transit user types and transit use.



Customers who commute to work by using transit are among the groups that waited longer for bus service. The second largest group was those who use transit for shopping.

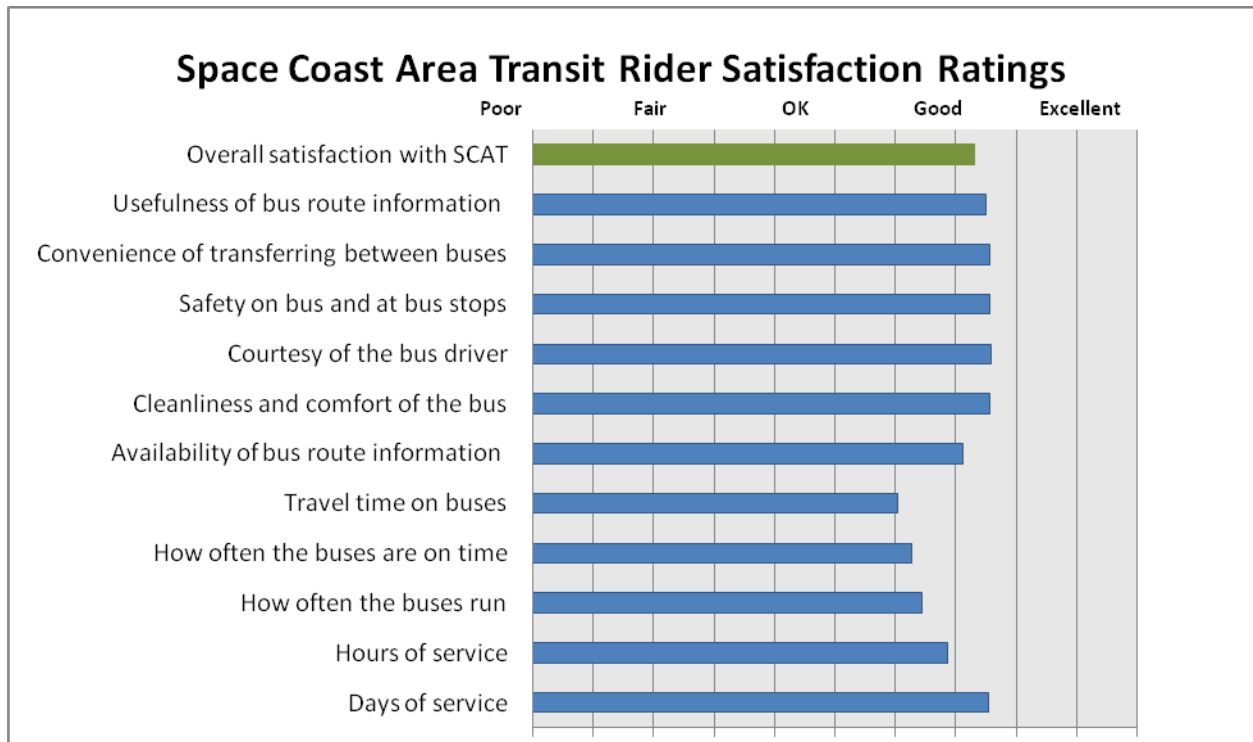
Average Passenger Wait Times, By Desired Transit Improvement



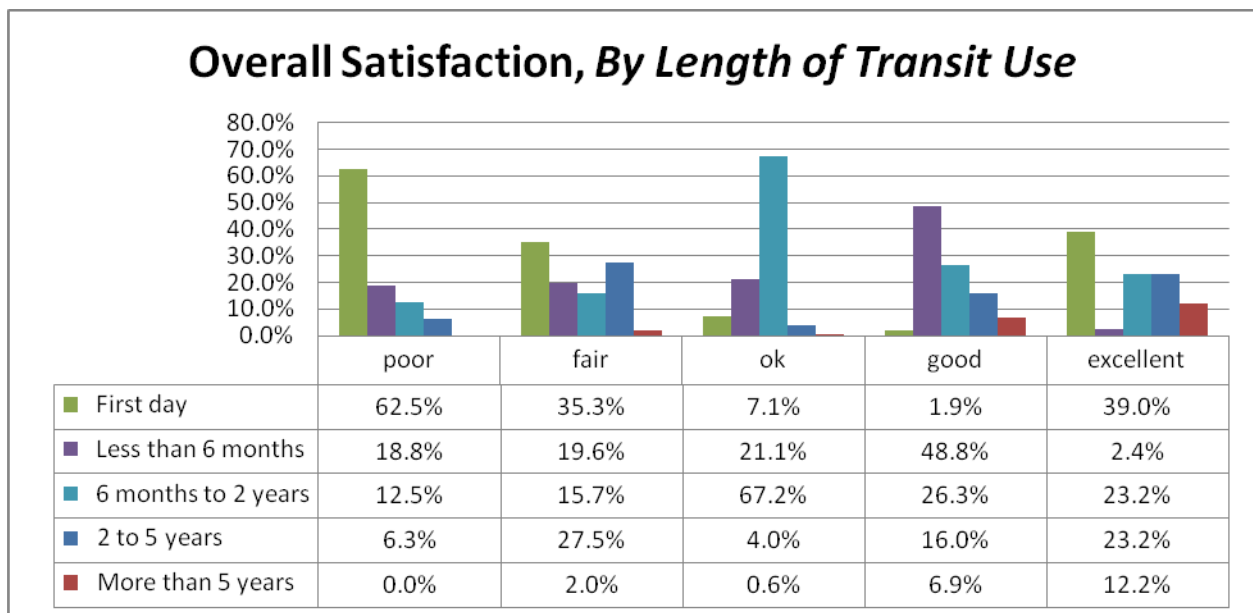
	5 min	15 min	30 min	45 min
Express Service	0.0%	2.9%	1.0%	13.7%
Improve bus comfort	3.7%	15.1%	9.4%	1.3%
More frequent service on existing routes	1.9%	7.4%	49.7%	53.6%
Later service on existing routes	77.8%	13.6%	13.2%	17.0%
Improve or construct new bus shelters	3.7%	40.4%	15.0%	11.8%
Running extra buses for special events	7.4%	4.0%	4.2%	0.0%
Ability to purchase bus passes at major transfer points	3.7%	7.7%	1.0%	0.0%
Add a new route	1.9%	8.8%	6.5%	2.6%

Transit users who identified they waited for the bus 5 min or less, the day of the survey, prefer “later serve.” While those waiting longer preferred more “bus stop comfort” and “increased frequency.”

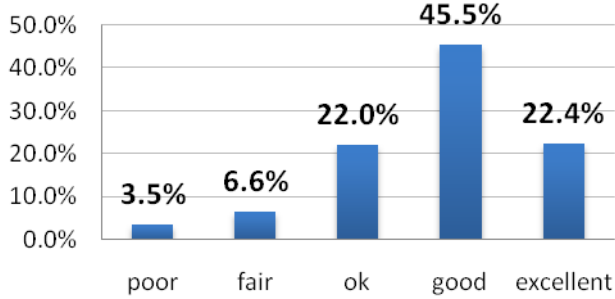
3.7 - Rider Satisfaction



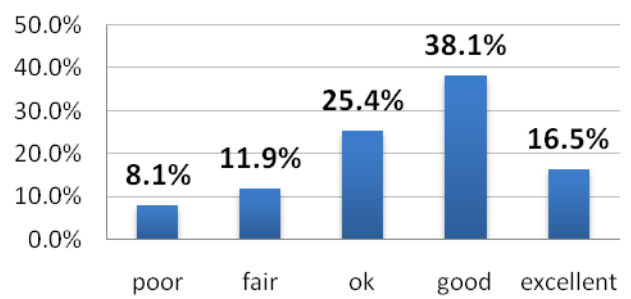
Riders were asked to rate various aspects of SCAT service on a scale ranging from 'Poor' to 'Excellent.' In general, average service ratings were very good. The highest rated categories are safety, comfort, cleanliness and usefulness of information, while the lowest rated categories are travel time and on-time performance. These results are consistent with the findings of the user preference questions. A breakdown of individual service ratings is included on the following pages.



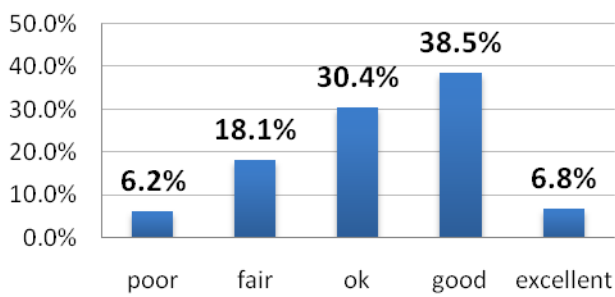
Days of Service



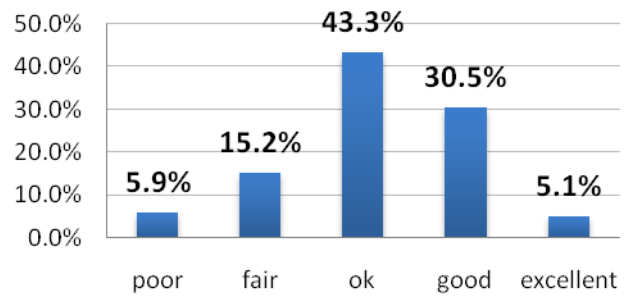
Hours of Service



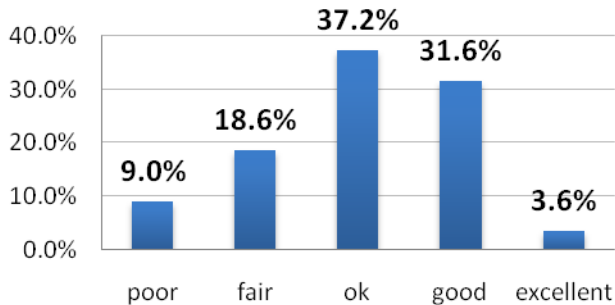
Frequency of Service



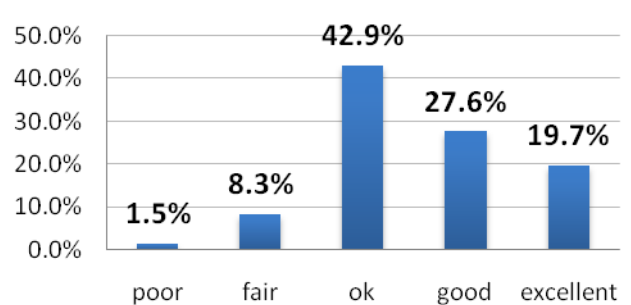
On-time Performance



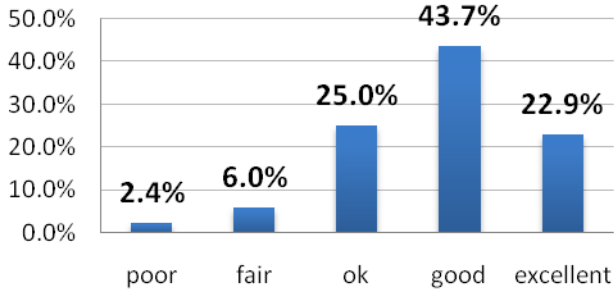
Travel Time



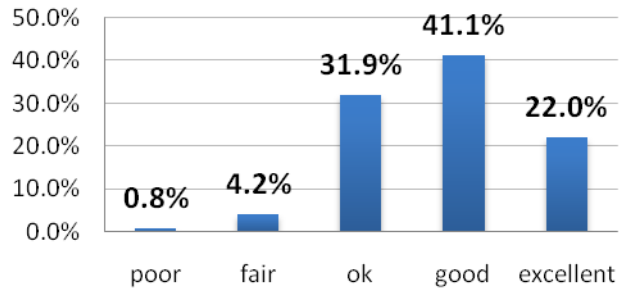
Information Availability



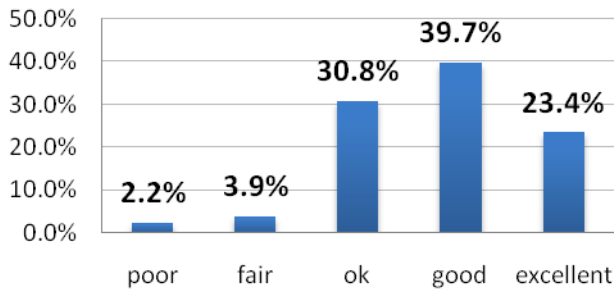
Cleanliness and Comfort



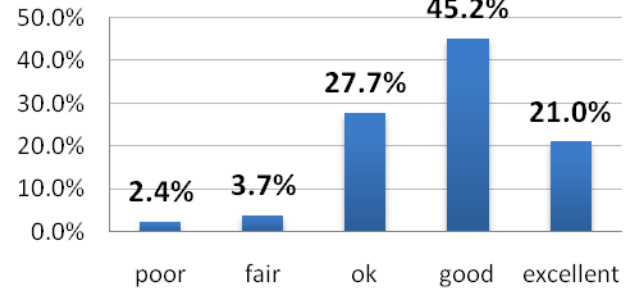
Driver Courtesy



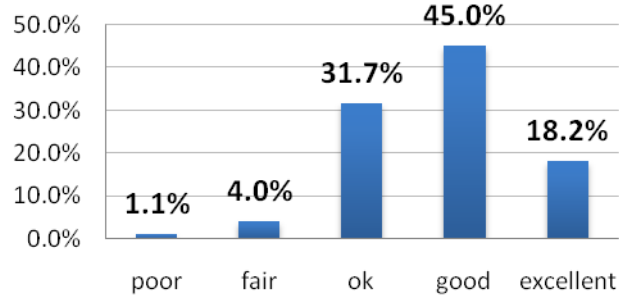
Safety



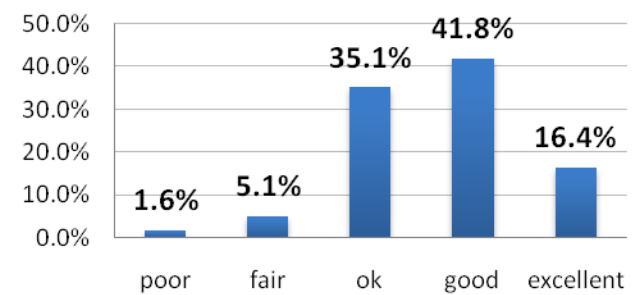
Transfer Convenience



Information Usefulness



Overall Satisfaction



APPENDIX A

Questionnaires

SPACE COAST AREA TRANSIT 2008 FIXED ROUTE RIDER SURVEY



Space Coast Area Transit (SCAT) strives to continually improve its service and passenger amenities.
Please help us serve you better by completing this survey. Thank you.

- 1) **Which Route are you currently riding? Route**
 1 2 3 4 5 6 7 8 9 (North Trolley)
 19 21 22 23 24 25 26 27 28
- 2) **How long do you typically wait for the bus?** ____ minutes
- 3) **How long does it typically take to get to your destination?** ____ minutes
- 4) **Where are you coming from?**
 Home Work Training/Tech School College
 Doctor/Dentist Shopping/Errands Government Visiting/Recreation
 Other_____
- 5) **How did you get to the bus?**
 Walked 0-3 blocks Walked more than 3 blocks Drove
 Was dropped off Bicycle Transfer from SCAT Bus #____
Other_____
- 6) **Do you ride the bus more often due to the high cost of gas?** Yes No
- 7) **What is the primary purpose of the trip?**
 Home Work Training College Medical
 Shopping Personal Veteran Hospital Visit Government
 Other_____
- 8) **How often do you ride the bus?**
 1 to 3 days a week 4 or more days a week A few times a month
- 9) **How often do you ride the bus in the Morning (6am to Noon)?**
 1 to 3 days a week 4 or more days a week A few times a month
 Never
- 10) **How often do you ride the bus in the Afternoon (Noon to 6pm)?**
 1 to 3 days a week 4 or more days a week A few times a month
 Never
- 11) **How often do you ride the bus in the Evening (6pm to 11pm)?**
 1 to 3 days a week 4 or more days a week
 A few times a month Never
- 12) **How often do you ride the bus during the Weekend (Saturday and Sunday)?**
 1 to 3 days a week 4 or more days a week
 A few times a month Never
- 13) **Do you have other means of transportation?** Yes No
- 14) **Why do you most commonly ride the bus?**
 I don't drive Car is not available Gas is too expensive
 Traffic is too bad Parking is too difficult/expensive
 Bus is more convenient Other_____
- 15) **If you could not take the bus, how would you make this trip?**
 Drive Get a ride Walk Bicycle Taxi
 Wouldn't make the trip Other_____
- 16) **What is your home zip code?** _____
- 17) **What age category are you?**
 18 yrs or younger 19 to 24 25 to 44 45 to 59
 60 to 74 75 or older
- 18) **Are you?** Male Female
- 19) **Do you consider yourself...?**
 White Black or African American Asian Hispanic or Latino
 American Indian Other race_____
- 20) **Which describes your household's annual income?**
 Less than \$15,000 \$15,000 to \$24,999
 \$25,000 to \$49,999 \$50,000 or more

English version – Page 2

- 21) **How will you get to your final destination?**
 Walk 0-3 blocks Walk more than 3 blocks Drive
- 22) **Have you used SCAT's new online trip planning service found on its website?**
 Yes No (a.) If yes, how often have you used the service?
 Weekly Occasionally When going to a new destination
 When unfamiliar with service
- 23) **What type of fare do you pay?**
 Regular fare Senior Disabled Student
 Monthly pass Discount monthly pass 10 rides
 Discount 10 rides None
- 24) **What is your current employment status?**
 Full-time Part-time Work at home Retired
 Currently not working
- 25) **How long have you been using the SCAT service?**
 First day Less than 6 months 6 months to 2 years
 2 to 5 years More than 5 years
- 26) **What would help you use transit more often?**
 Availability of schedule information
 Information available at bus stops/shelters
 More real-time information of bus location
 Increased availability of passes
 Other _____
- 27) **If SCAT had to change its service or system, what ONE change should they make?**
 Express Service
 Improve bus comfort
 More frequent service on existing routes
 Later service on existing routes
 Improve or construct new bus shelters
 Running extra buses for special events
 Ability to purchase bus passes at major transfer points
 Add a new route (specify)
 Other _____
- 28) **How important is transit to the community?**
 Very Important Important Somewhat Important Not Important

29) **In general, how would you rate each of the following?**

	Poor	Fair	OK	Good	Excellent
Days of service	1	2	3	4	5
Hours of service	1	2	3	4	5
How often the buses run	1	2	3	4	5
How often the buses are on time	1	2	3	4	5
Travel time on buses	1	2	3	4	5
Availability of bus route information (maps & schedules)	1	2	3	4	5
Cleanliness and comfort of the bus	1	2	3	4	5
Courtesy of the bus driver	1	2	3	4	5
Safety on bus and at bus stops	1	2	3	4	5
Convenience of transferring between buses	1	2	3	4	5

Thank you for completing the survey!





Tránsito del área de la costa del espacio

Encuesta sobre 2008 cliente - llene el formulario por favor este

- 1) ¿Qué ruta es usted que monta actualmente? Ruta
 1 2 3 4 6 9 21 22 23 24 25
 26 27 28 32
- 2) ¿Cuanto tiempo usted espera típicamente el autobús? minutos del ___
- 3) ¿Cuanto tiempo toma típicamente para conseguir a su destinación? minutos del ___
- 4) ¿De dónde usted está viniendo? Diríjase trabajo
 entrenamiento/tecnología escuela universidad
 doctor/dentista haciendo compras/las diligencias gobierno
 el visitar/reconstrucción el otro _____
- 5) ¿Cómo usted consiguió al autobús?
 Caminado 0-3 bloques caminados más de 3 bloques condujo, fueron caídos apagado montan en bicicleta transferencia del #___ de la ruta de SCAT el otro _____
- 6) ¿Cuál es el propósito primario del viaje? Hogar trabajo entrenamiento universidad médico el hacer compras personal hospital del veterano gobierno de la visita el otro _____
- 7) ¿Cuántas veces usted monta el autobús? 1 a 3 días a la semana 4 o más días una semana algunas veces un mes
- 8) ¿Cuántas veces usted monta el autobús por la mañana (6am al mediodía)? 1 a 3 días a la semana 4 o más días una semana algunas veces un mes nunca
- 9) ¿Cuántas veces usted monta el autobús por la tarde (mediodía a 6pm)?
 1 a 3 días a la semana 4 o más días una semana
 algunas veces un mes nunca
- 10) ¿Cuántas veces usted monta el autobús por la tarde (6pm a 11pm)?
 1 a 3 días a la semana 4 o más días una semana
 algunas veces un mes nunca
- 11) ¿Cuántas veces usted monta el autobús durante el fin de semana (sábado y domingo)? 1 a 3 días a la semana 4 o más días una semana algunas veces un mes nunca
- 12) ¿Usted tiene otros medios del transporte? ___ sí ___ No
- 13) ¿Por qué usted monta lo más comúnmente posible el autobús?
 No conduzco coche no estoy disponible gas soy demasiado costoso tráfico soy demasiado malo parqueando soy demasiado difícil/costoso autobús soy más conveniente el otro _____
- 14) ¿Si usted no podría tomar el autobús, cómo usted haría este viaje?
 La impulsión consigue un paseo caminata bicicleta taxi no haría el viaje el otro _____
- 15) ¿Cuál es su código postal casero? _____
- 16) ¿Qué categoría de la edad es usted? años o más juvenes 19 a 24
 25 a 44 45 a 59 60 a 74 75 o más viejo
- 17) ¿Es usted? Varón o hembra
- 18) ¿Usted se considera...?
 Blanco negro o afroamericano asiático hispanico o Latino
 indio americano el otro race_____
- 19) ¿Cuál describe los ingresos anuales de su hogar? Menos de \$15,000
 \$15,000 a \$24,999 \$25,000 a \$49,999 \$50,000 o más

Spanish version – Pages 2

- 20) ¿Cómo usted conseguirá a su destinación final? Los bloques de la caminata 0-3 caminan más de 3 bloques impulsión serán cogidos montan en bicicleta transferencia al #___ de SCAT taxi el otro _____
- 21) ¿Usted ha utilizado el nuevo servicio en línea del planeamiento del viaje de SCAT encontrado en su Web site? _____ sí _____ No
- ¿Si es así cuantas veces usted ha utilizado el servicio?
- Semanal de vez en cuando al ir a una nueva destinación cuando es desconocedor con servicio
- 22) ¿Qué tipo de precio usted paga?
- El precio regular mayor inhabilitado estudiante paso mensual descuenta el paso mensual 10 paseos paseos del descuento 10 ningunos
- 23) Cuál es su estado de empleo actual
- A tiempo completo por horas trabajo en el país retirado actualmente no trabajando
- 24) ¿Cuanto tiempo usted ha estado utilizando el servicio de SCAT?
- Primer día menos de 6 meses 6 meses a 2 años 2 a 5 años más de 5 años
- 25) ¿Qué le ayudaría a utilizar tránsito más a menudo?
- La disponibilidad de la información del horario información disponible en las paradas de autobús/los abrigos una información más en tiempo real de la localización del autobús disponibilidad creciente del autobús pasa el otro _____
- 26) ¿Si SCAT tuvo que cambiar su servicio o sistema, qué UN cambio debe él hacer?
- Servicio expreso
 - Mejore la comodidad del autobús
 - Un servicio más frecuente en las rutas existentes
 - Servicio posterior en las rutas existentes
 - Mejore o construya los nuevos cobertizos

- f. Autobuses adicionales corrientes para los acontecimientos especiales
- g. Capacidad de comprar pasos del autobús en los puntos de transferencia importantes

- 27) ¿Cómo importante es el tránsito a la comunidad?
- Muy importante importante algo importante no importante

- 28) ¿Generalmente cómo usted clasificaría cada uno del siguiente?

	Pobre	Justo	AUTORIZACIÓN	Bueno	Excelente
Días de servicio	1	2	3	4	5
Horas de servicio	1	2	3	4	5
Cuantas veces el funcionamiento de los autobuses	1	2	3	4	5
Cuantas veces los autobuses son el tiempo	1	2	3	4	5
Tiempo de recorrido en los autobuses	1	2	3	4	5
Disponibilidad de la información de la ruta de autobús (mapas y horario)	1	2	3	4	5
Limpieza y comodidad del autobús	1	2	3	4	5
Cortesía del conductor del autobús	1	2	3	4	5
Seguridad en el autobús y en las paradas de autobús	1	2	3	4	5
Conveniencia de la transferencia entre los autobuses	1	2	3	4	5
Utilidad de la información de la ruta de autobús (mapas y horario)	1	2	3	4	5
Satisfacción total con SCAT	1	2	3	4	5

APPENDIX B
Sampling Plan



RENAISSANCE PLANNING GROUP

Monday, May 5

	Transfer Location	Shift Start	Shift End
Surveyor 1	Cocoa TC	13:00	14:00
	Titusville	14:30	16:00
	Viera Gov. Center	16:45	19:00

Surveyor 2	Cocoa TC	14:00	15:00
	Merritt Mall	15:15	16:30
	Shepard Park	16:45	19:00

Surveyor 3	Cocoa TC	13:00	19:00
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Wednesday, May 7

	Route	Shift Start	Shift End	Revenue Start	Revenue End	Start/End
Surveyor 1						
1	1	13:00	14:00	13:20	13:55	Varr Ave/Titusville
	2	14:00	15:00	14:00	15:00	Titusville
	1	16:00	20:57	16:00	20:57	Titusville/Mel. Airport

Surveyor 2						
2	4	13:50	14:12	14:00	14:12	Varr Ave/Merritt Sq
	3	14:12	15:10	14:12	15:10	Merritt Island
	4	15:10	15:53	15:10	15:53	Merritt Sq/Shepard Park
	9*	15:53	21:40	15:53	21:40	Shepard Park/Beach Trolley
	4	21:40	22:25	21:40	22:25	Beach Trolley/Varr Ave

*includes one hour for dinner break

Surveyor 3						
3	6*	12:00	20:11	12:15	20:11	Cocoa

*includes one hour for dinner break



RENAISSANCE PLANNING GROUP

Melbourne			
Surveyor 4	Mall	13:00	19:20

Melbourne			
Surveyor 5	Wal-Mart	13:00	19:20

Surveyor						
4	1	12:15	13:57	12:35	13:57	Cocoa/Melbourne
	21*	14:06	20:20	14:06	20:20	Melbourne

*includes one hour for dinner break

Surveyor						
5	1	13:00	16:02	13:20	16:02	Cocoa/Melbourne
	25*	16:10	21:06	16:10	21:06	Melbourne

*includes one hour for dinner break

Friday, May 9

	Route	Shift Start	Shift End	Revenue Start	Revenue End	Start/End
Surveyor 1	1	6:00	10:55	6:10	10:55	Varr Ave/Titusville
	2	12:00	15:00	12:00	15:00	Titusville
	1	15:00	15:35	15:00	15:35	Titusville/Varr Ave

Surveyor 2	4	5:55	7:23	6:00	7:23	Varr Ave/Shepard Park
	9*	7:23	14:15	7:45	14:15	Shepard Park/Beach Trolley

Saturday, May 10

	Route	Shift Start	Shift End	Revenue Start	Revenue End	Start/End
Surveyor 1	1	7:15	16:20	7:25	16:20	Coca Transit Center

Surveyor 2	4	6:20	6:53	6:30	6:53	Varr Ave/Shepard Park
	9*	6:53	14:15	7:15	14:15	Shepard Park/Beach Trolley



RENAISSANCE PLANNING GROUP

						Beach Trolley/Varr Ave
4	14:15	14:55	14:15	14:55		

*includes one hour for lunch break

Surveyor						
3	6*	5:35	14:40	5:45	14:40	Cocoa

*includes one hour for lunch break

Surveyor						
4	1	6:00	8:57	6:10	8:57	Cocoa/Melbourne
	21*	9:36	15:20	9:36	15:20	Melbourne

*includes one hour for lunch break

Surveyor						
5	1	6:00	9:02	6:10	9:02	Cocoa/Melbourne
	27*	10:30	12:35	10:30	12:35	Melbourne
	25	12:35	14:06	12:35	14:06	Melbourne
	1	14:06	15:20	14:06	15:20	Melbourne/Cocoa

*includes one hour for lunch break

						Beach Trolley/Varr Ave
4	14:15	14:55	14:15	14:55		

*includes one hour for lunch break

Surveyor						
3	6*	7:05	14:40	7:15	15:10	Cocoa

*includes one hour for lunch break

Surveyor						
4	1	7:15	9:53	7:25	9:53	Cocoa/Melbourne
	21*	10:36	16:20	10:36	16:20	Melbourne

*includes one hour for lunch break

Surveyor						
5	1	7:15	9:51	7:25	9:51	Cocoa/Melbourne
	25	9:51	10:30	9:51	10:30	Melbourne
	27*	10:30	15:07	10:30	15:07	Melbourne
	1	15:07	16:20	15:07	16:20	Melbourne/Cocoa

*includes one hour for lunch break