



Washington Metropolitan Area Transit Authority

Proposed Metrobus On-Board Passenger Survey

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Melissa Chow
Wendy Jia



Purpose of Metrobus Passenger Survey

- Update ridership to assist operating subsidy allocation for compact jurisdictions
- Comply with FTA Title VI Circular (C4702.1B)
 - Requires that transit providers conduct origin and destination passenger surveys no less than every five years
 - Suggests operators routinely perform such surveys
 - Adds demographic questions for Title VI analysis
- Last Metrobus survey - 2008



Survey Approach

1. Survey all services once every 3 years

- + Establishes baseline to update 2008 survey/complies with Title VI
- Single high cost 1x every 3 years difficult to budget
- High level of WMATA staff resources every 3 years req'd

2. Rolling survey – each line surveyed once every 3 years

- + Have dedicated staff person to manage
- + Better data quality due to smaller, more manageable survey
- + Even annual cost distribution
- No baseline so full system information will not be available for 3 years
- May not be Title VI compliant due to age of previous survey

3. Hybrid – System-wide survey for baseline, and then rolling survey

- + Provides up to date baseline/complies with Title VI
- + Can have dedicated staff to manage survey
- + Even cost distribution
- + Better data quality due to smaller more manageable survey after Year 1
- Year 1 survey will require a lot of resources
- Need to develop way to update data on a rolling basis



Survey Design

- WMATA Stakeholders
 - Office of Management & Budget
 - Info regarding residency jurisdictions of passengers for subsidy allocations
 - Planning & Bus Planning
 - Passenger origin & destination, time of trips, xfers, trip purpose, automobile access, age, ADA, students
 - Civil Rights
 - Racial & income make up of riders, national origin, language spoken at home, income levels, travel patterns
- Survey Questions
 - 25 questions
 - 12 questions in 2008
 - 13 questions on Metrobus Survey
 - 20 questions on Priority Corridor Study survey
 - 1st section: OD & purpose of trip questions
 - 2nd section: where rider lives
 - 3rd section: demographic data (including questions to satisfy Title VI)



Survey Design

- Survey Advertisement

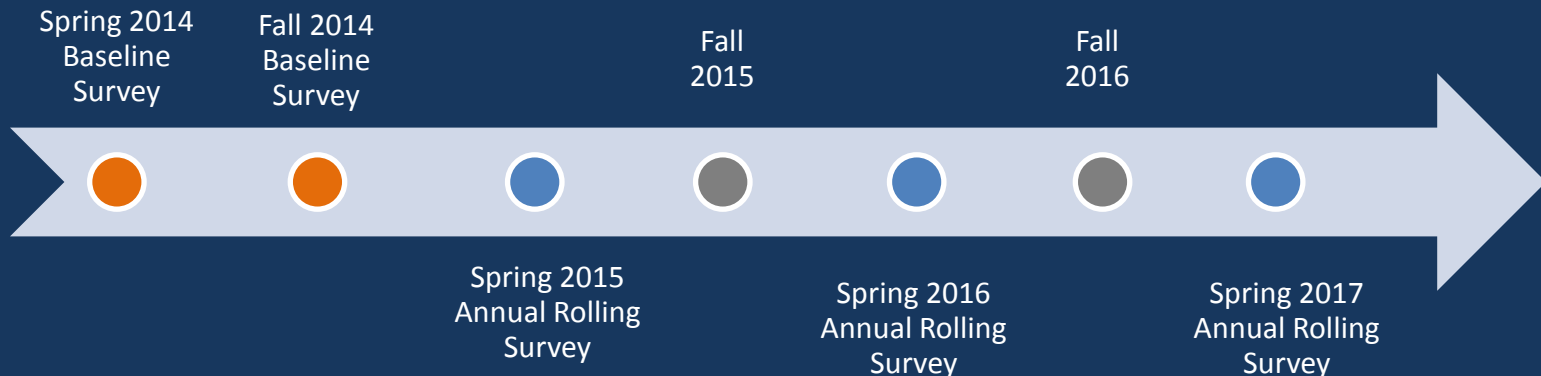
- Survey announcement ~2 weeks before each survey period
- Paper & audio announcements on routes
- Website, social media sites, customer hotline

- Survey Accessibility

- English & Spanish on same form
- Mail back option if not filled onboard
- Title VI
 - Language spoken at home
 - Other languages other than Spanish & English – Office of Civil Rights

Recommendations

- Baseline survey in 2014 followed by annual rolling survey
- Survey weekday, Saturday and Sunday services
- Option 2: Practical Confidence Option





Survey Management

- 2014 baseline survey: COG/TPB survey management
 - MWCOG management
 - Metro staff member as co-project manager
 - Allows Metro to use the Unified Planning Work Program (UPWP) Technical Assistance funds

- Annual rolling survey starting 2015: Metro survey management
 - Requires a new staff position
 - Develops expertise for large-scale surveys
 - Also responsible for Metrorail passenger survey (anticipated FY2015, after the Silver Line Phase I opening)



Next Steps

Seek survey budget and reach agreement with TBP	March-June, 2013
Issue RFP and select contractor	July-Dec, 2013
Survey implementation (Baseline Survey)	Jan/Feb-Nov 2014