

WMATA On-Board Bus Survey: Update

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Purpose of Metrobus Survey

- Meet FTA-Title 6 data collection requirements
- Obtain jurisdiction of residence data for subsidy allocation formula
- Provide data for travel forecasting model

Data Items to be Collected for Title 6 Purposes

- Race
- National Origin
- English Proficiency
- Language Spoken at Home
- Household Income
- Travel Patterns of riders (O-D)
- Fare Type
- Fare Usage

Additional Data Items to be Collected for Subsidy Allocation and Planning Purposes

- Jurisdiction of Residence
- Trip Purpose (O & D)
- Access Mode
- Egress Mode
- Transit Benefits
- Vehicles Available
- Federal Employment
- Age

Survey Design

- All Metrobus lines will be surveyed in the Spring and Fall of 2014
- PM Peak, Evening, and Late-Night Metrobus service – surveyed in the spring
- AM Peak and Mid-day Metrobus service – surveyed in the fall
- Both Weekday and Weekend service will be surveyed
 - Approximately 1,400 weekday & 800 weekend bus trips will be surveyed in each data collection wave
- Passengers age 16+ will be interviewed on-board

Spring Wave Data Collection Complete!

- Pretest conducted February 18-21
- Data collected between March 18 and June 29
- Surveyed 1,310 Weekday trips, 474 Saturday trips, and 339 Sunday trips
- Intercept Survey test of 200 trips (62 Weekday, 22 Saturday, and 16 Sunday trips)
 - Tests pros/cons of personal interviews on the bus with a tablet vs. a self administered paper questionnaire

Basic Stats

- System Wide Response Rate – 28%
 - Weekday 29%
 - Saturday 27%
 - Sunday 26%
- System Wide Distribution Rate - 86%
 - Weekday 87%
 - Saturday 83%
 - Sunday 85%

What we have found (so far...)

- 19-20 thousand records from PM, Evening, and Late Night riders
- Geocoding of home addresses-87% auto-matched!
 - Smartcard Raffle increased reported address quality
- O-D check box option for home address increases data quality & lowers respondent burden
 - 18% of originations were from home
 - 40% of destinations were home

Fall Survey

- AM Peak and Midday Time Periods
- Start immediately after Labor Day Holiday and plan to be done before the holiday season
- Use spring experiences to ramp up faster in the fall
- Shorter time (per day) to survey, no late night time period

Questions???