



Washington Metropolitan Area Transit Authority

2014 Metrobus Survey

Office of Planning

October 2015

Regional Public Transportation Subcommittee Meeting

Purpose

- Update ridership by jurisdiction of residence for use in Metrobus' operating subsidy allocation
 - Last survey conducted in 2008



Purpose

- Collect demographic, travel, and access data for Title VI compliance, system planning, and operation analyses
- Not a customer opinion survey; focus on ridership and travel characteristics





Funding

- FY2014 Unified Planning Work Program (UPWP)
 - \$191,200
- FY2015 UPWP
 - \$190,000
- Metro Budget
 - \$820,000



Survey Implementation

- 2 season survey with all time periods and routes covered
 - Spring – February 10, 2014 - June 22, 2014
 - Bus trips between 3pm – 5am
 - Fall – September 8, 2014 – November 23, 2014
 - Bus trips between 5am – 3pm



Survey Implementation

- New questions in survey instrument
 - English proficiency
 - Transit benefits
 - Federal government employee



Survey Implementation

- After 2014 survey, expected to be rolling, with a 1 year delay
 - 1/3 of bus routes get re-surveyed every year
- Bus Planning's APC
 - Ridecheck+ covers for missing data pieces from surveyors (counts)





Ridership by Jurisdiction of Residence

Comparison of Weekday Data Collected: 2008 v. 2014

Compact Jurisdictions	2008		2014		▲ (Total Trips)
	Trips	% of Total	Trips	% of Total	
District of Columbia	223,851	50.2%	230,503	52.3%	3.0%
Montgomery County	59,233	13.3%	56,509	12.8%	-4.6%
Prince Georges County	91,582	20.5%	88,561	20.1%	-3.3%
Arlington County	24,019	5.4%	23,215	5.3%	-3.3%
Fairfax County	32,102	7.2%	25,202	5.7%	-21.5%
City of Falls Church	1,001	0.2%	1,336	0.3%	33.4%
City of Alexandria	13,614	3.1%	14,491	3.3%	6.4%
City of Fairfax	892	0.2%	759	0.2%	-14.9%
Total WMATA Compact Area	446,295	100.0%	440,575	100.0%	-1.3%



Metrobus Connections– All Day

		2014	2008 (Access)
Metrorail	68,471	16.0%	16.9%
Metrobus	97,266	22.7%	18.2%
Other bus service	16,631	3.9%	
Drove a car and parked	5,769	1.3%	1.5%
Dropped off by someone	8,898	2.1%	1.9%
Rode with someone who parked	1,985	0.5%	0.4%
Amtrak, MARC, or VRE	1,697	0.4%	0.6%
Walked	243,624	56.9%	58.3%
Carpooled	1,567	0.4%	0.4%
Bicycle	3,009	0.7%	0.2%
Wheelchair	1,198	0.3%	0.2%
Taxi	2,931	0.7%	0.2%

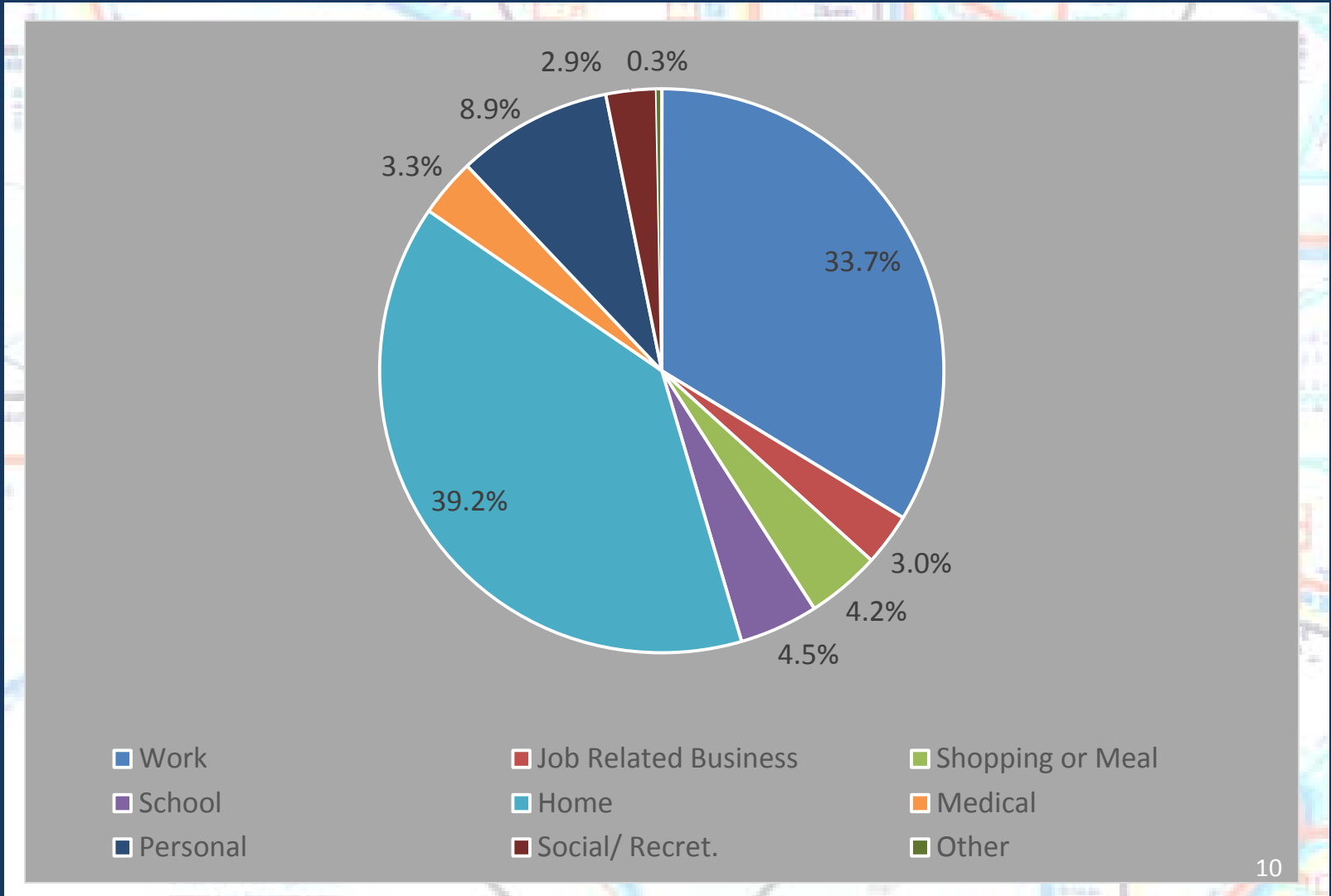
2. How did you get to the Metrobus stop where you RECEIVED this card?
(Check all that apply)

- ₀₁ Metrorail (station: _____) ₀₈ Walked
- ₀₂ Metrobus (route: _____) ₀₉ Carpooled
- ₀₃ Other bus service (operator: _____) ₁₀ Bicycle
- ₀₄ Drove a car and parked ₁₁ Wheelchair
- ₀₅ Dropped off by someone ₁₂ Taxi
- ₀₆ Rode with someone who parked
- ₀₇ Amtrak, MARC, or VRE

* 2008 & 2014 are not 100% comparable. 2014 accepted multiple answers; 2008 accepted only 1 answer; 2014 used Mode of Egress due to wording issues of Mode of Access



Trip Purpose - Weekdays





Demographic Data: Race & Ethnicity

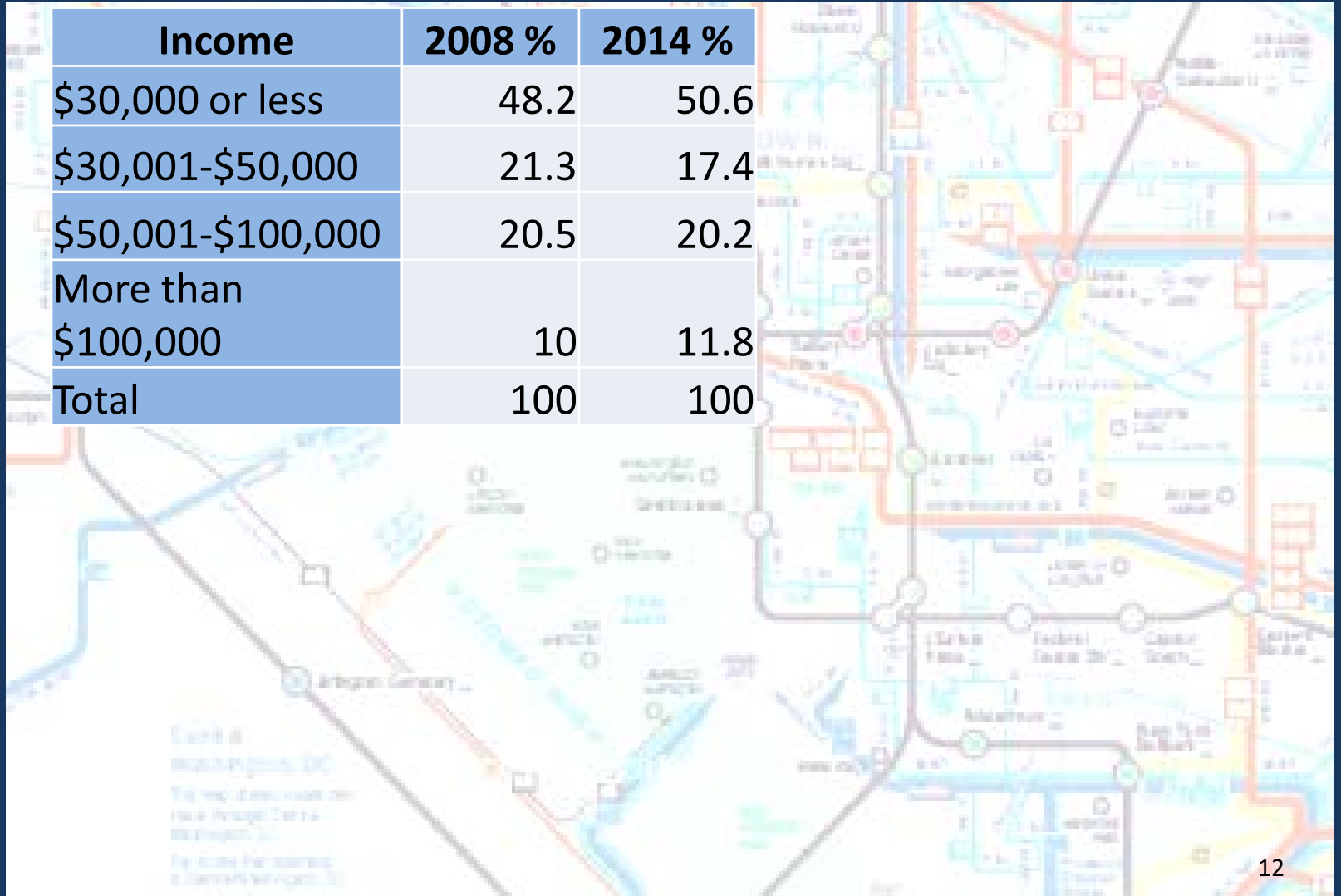
Race	2008 %	2014 %
Asian	4.3	4.6
Black/African American	62.5	57.5
Hispanic	10.3	12.5
Native American	0.8	1.2
White	19.6	18.7
Other race	0.8	1.2
Two or more	1.7	4.3
Refused/No Answer		
Total	100	100

Hispanic or Latino origin was a separate question in 2014



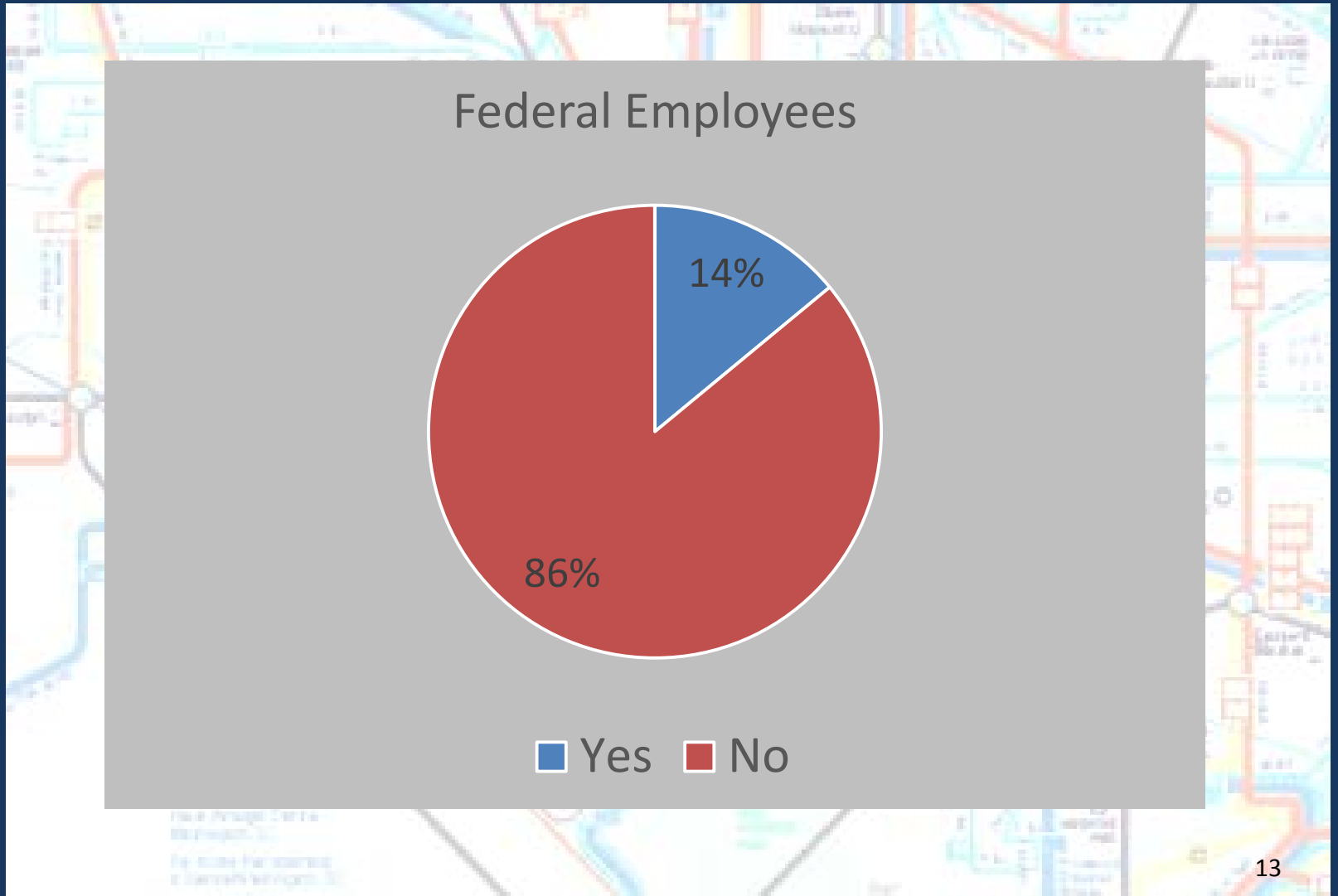
Demographic Data: Income

Income	2008 %	2014 %
\$30,000 or less	48.2	50.6
\$30,001-\$50,000	21.3	17.4
\$50,001-\$100,000	20.5	20.2
More than \$100,000	10	11.8
Total	100	100





Demographic Data: Federal Employees





Survey Data Usage Thus Far

- Public Participation Plan
- Bus Planning
 - Fleet planning
- OMBS Subsidy Allocation
 - Usage planned for FY2017

