Fairfax Connector and Fairfax Metrobus Service Transit Development Plan (TDP)

Regional Bus Subcommittee, MWCOG TPB
September 23, 2008

Presentation Outline

- Public Meetings

- Ridechecks

- On-Board Surveys

- Resident Surveys

- Project Schedule

Public meetings: citizen priority exercise

In your opinion, what are the two most important improvements that should be made to your Fairfax Connector and Metrobus Service?

	Number of Votes
More Frequent Service	22
Service to More Places	18
Better Stops/More Shelters	13
Faster Service	8
Longer Service Hours	8
More/Better Information	7
Other	6
More Reliable	4
Lower Fares	3
Better Buses	2
More Parking	1
Better Security	0

- "Other" votes included:
  - More care for people with special needs
  - Weekend service
  - Real-time bus information
  - Smaller buses during the day
  - Pedestrian access to bus stops

Ridechecks

- Over 5,000 trips to check in each of two "rounds"
  - All Connector routes
  - Most Metrobus routes
    - Routes checked January 2006 or later by WMATA were not checked.

- Checked March through September, excluding August

- Will supplement with WMATA data
  - Not as detailed as ridechecks conducted during TDP

On-Board Survey

Background, objectives and methodology

- The overall objectives of the bus rider survey research were to address the following questions:

    - What is the demographic profile of Fairfax Connector riders?

    - What is the transportation profile of Fairfax Connector riders?

    - Where are Fairfax Connector riders coming from and going to and how are they getting to and from the bus?

    - What is the rider's trip profile?

    - How do riders obtain information about the system and what are the main reasons they use the bus?

    - What are the most important priorities for improving Fairfax Connector service?

- Self-administered surveys were distributed to a random sample of bus riders on the Fairfax Connector system. The survey consisted of a total of 22 questions.

- Based on the sampling plan, 16,206 surveys were distributed to riders. A total of 7,248 (44.7%) surveys were returned, with 6,635 determined to be usable (5-493 per route). The data was weighted to represent actual ridership based on the concurrently conducted ridership counts.

- The maximum sampling error of the data for the Total Sample of 6,635 interviews is ±1.2 percentage points at the 95% confidence level (goal of ±1.5 percentage points).

Survey Instrument: Same as Regional with Some Additions

- Where do you live? (jurisdiction)
- How would you make this trip if this bus was not available?
- How often do you normally make this trip to this place by bus?
- How long have you been riding Fairfax Connector?
- How did you get information about the bus?
- What are the three most important things that should be done to improve your Fairfax Connector service?
- Age

What is the demographic profile of Fairfax Connector riders?

Race/Ethinicity	Total
White	35%
Net: Minority	67
Black/African American	31
Hispanic	20
Asian	14
Native American	2
Age	
16-24	23%
25-34	24
35-44	19
45-54	20
55-64	10
65 or over	4
Mean (years)	37.9
Median (years)	36.5

Income	Total
$10,000 or less	20%
$10,001 to $30,000	23
$30,001 to $50,000	17
$50,001 to $70,000	12
$70,001 to $100,000	11
$100,001 to $125,000	7
$125,001 to $150,000	4
More than $150,000	7
Mean	$53,300
Median	$36,770
Questionnaire Version	
English	87%
Spanish	13

What is the demographic profile of Fairfax Connector riders?

Home Location

County/Jurisdiction	Total
Fairfax County	71%
City of Alexandria	9
Fairfax City	3
Arlington County	3
District of Columbia	3
Loudoun County	3
Prince George's County	2
City of Falls Church	1
Montgomery County	1
Prince William County	1

Zip Code	Total
20191	10%
22306	8
22309	7
20190	7
20171	6
20170	6
22310	3
22315	3
22079	3
22150	2
22003	2

What is the transportation profile of Fairfax Connector riders?

Availability of Usable Car to Make Trip Today

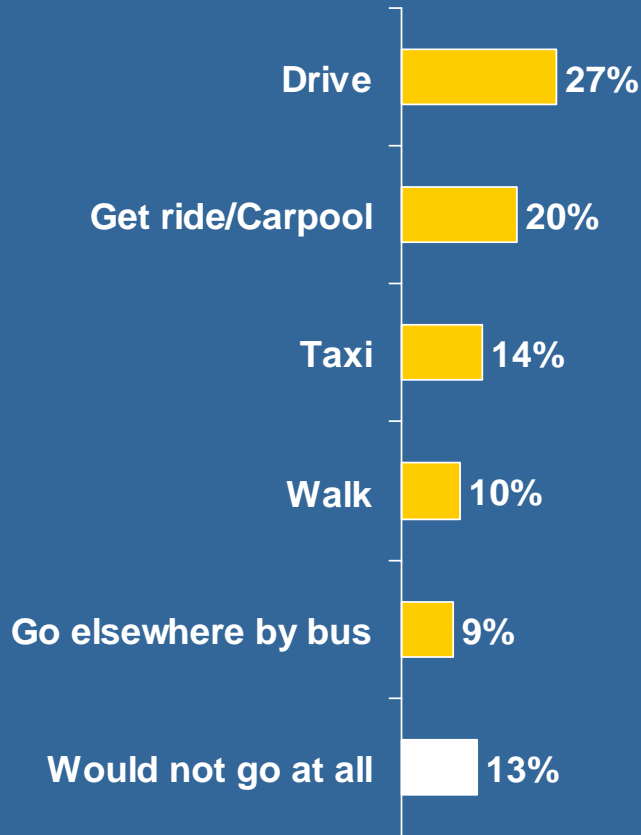Yes 37%
No 63%
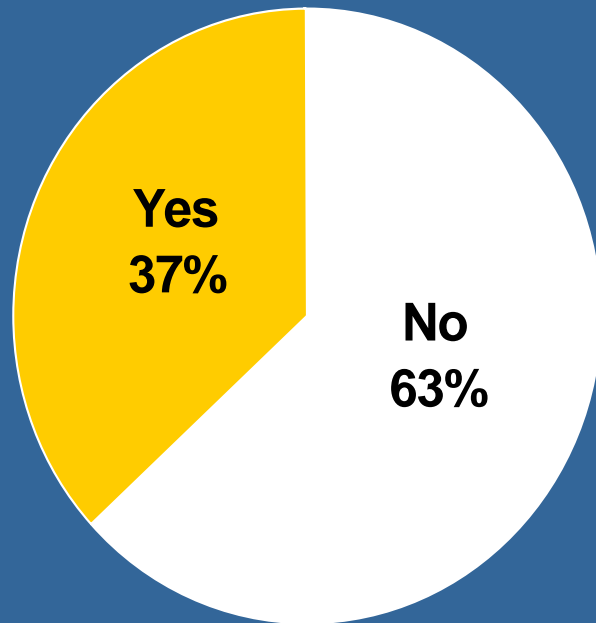
Usable Cars, Trucks or Vans Available

Three+ 8%
Two 23%
None 40%
One 29%
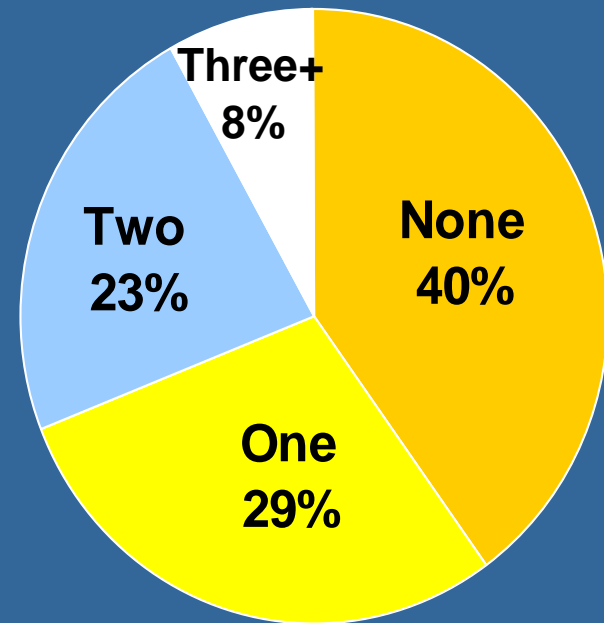
What is the transportation profile of Fairfax Connector riders?

Alternatives if Bus Was Not Available

Alternative	Percentage
Drive	27%
Get ride/Carpool	20%
Taxi	14%
Walk	10%
Go elsewhere by bus	9%
Would not go at all	13%

Rider origins, destinations and mode of access

Starting/Ending Locations

- Home — Starting location: 54%, Ending location: 37%
- Work — Starting location: 28%, Ending location: 37%
- Shopping — Starting location: 5%, Ending location: 8%
- Personal business — Starting location: 4%, Ending location: 7%
- Social/Recreation/Sightseeing — Starting location: 4%, Ending location: 5%
- School (student only) — Starting location: 2%, Ending location: 1%
- Job-related business — Starting location: 1%, Ending location: 2%

Legend:
- ■ Starting location
- ■ Ending location

Rider origins, destinations and mode of access

Mode Used to Get to/from Bus

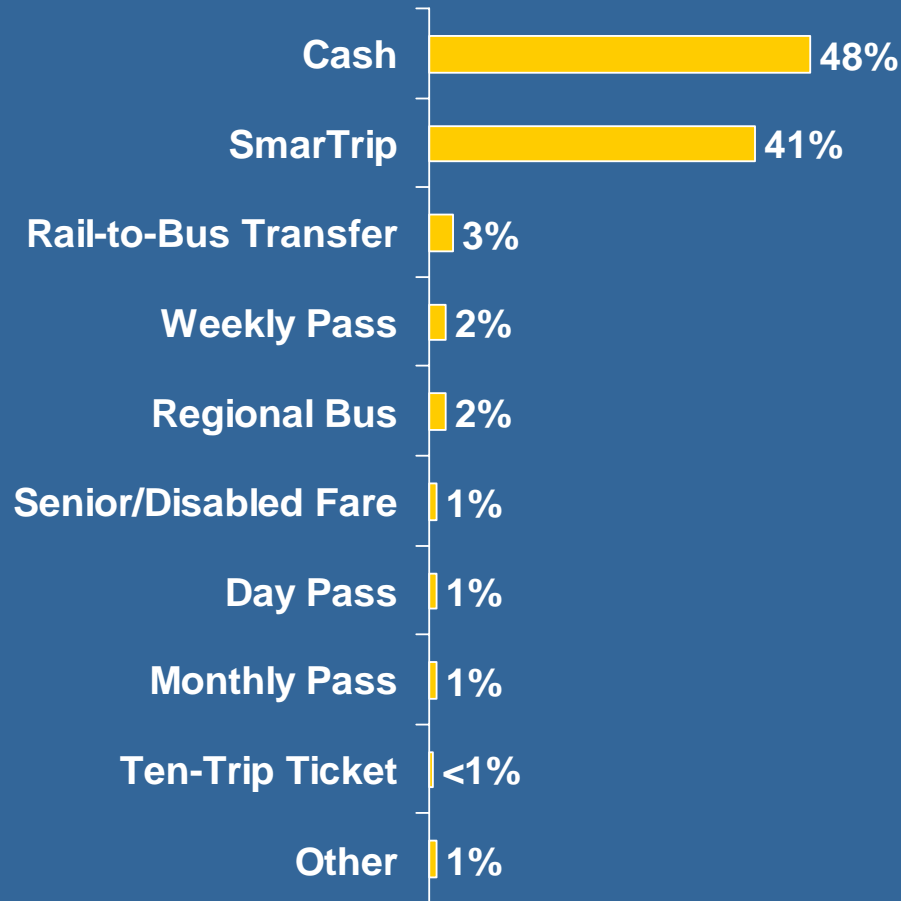| Mode	Going to bus	Getting from bus
Walk	49%	63%
Metrorail	25%	19%
Another bus	14%	11%
Drive & park	5%	5%
Dropped off/Picked-up	4%	3%
Ride with someone	1%	1%
Bicycle	1%	1%
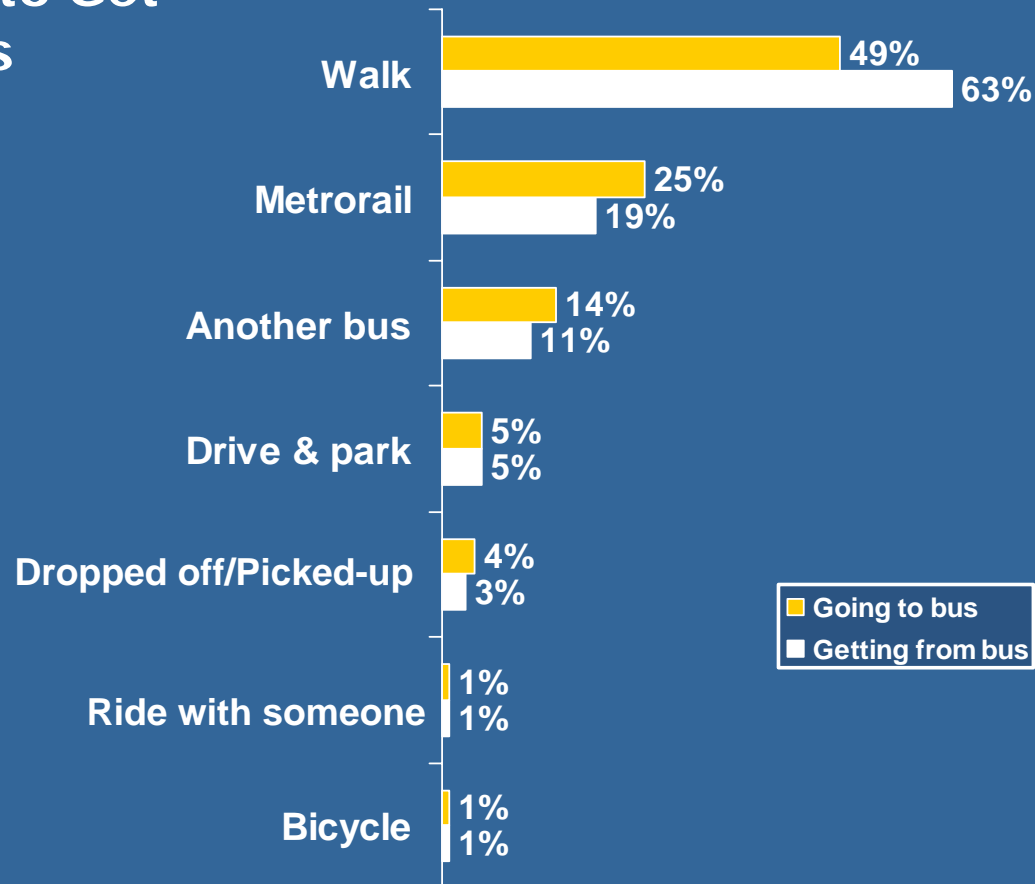
Multiple Responses Accepted for how to get from the bus

What is the riders' trip profile?

Payment Method Used for <u>This</u> Bus Ride

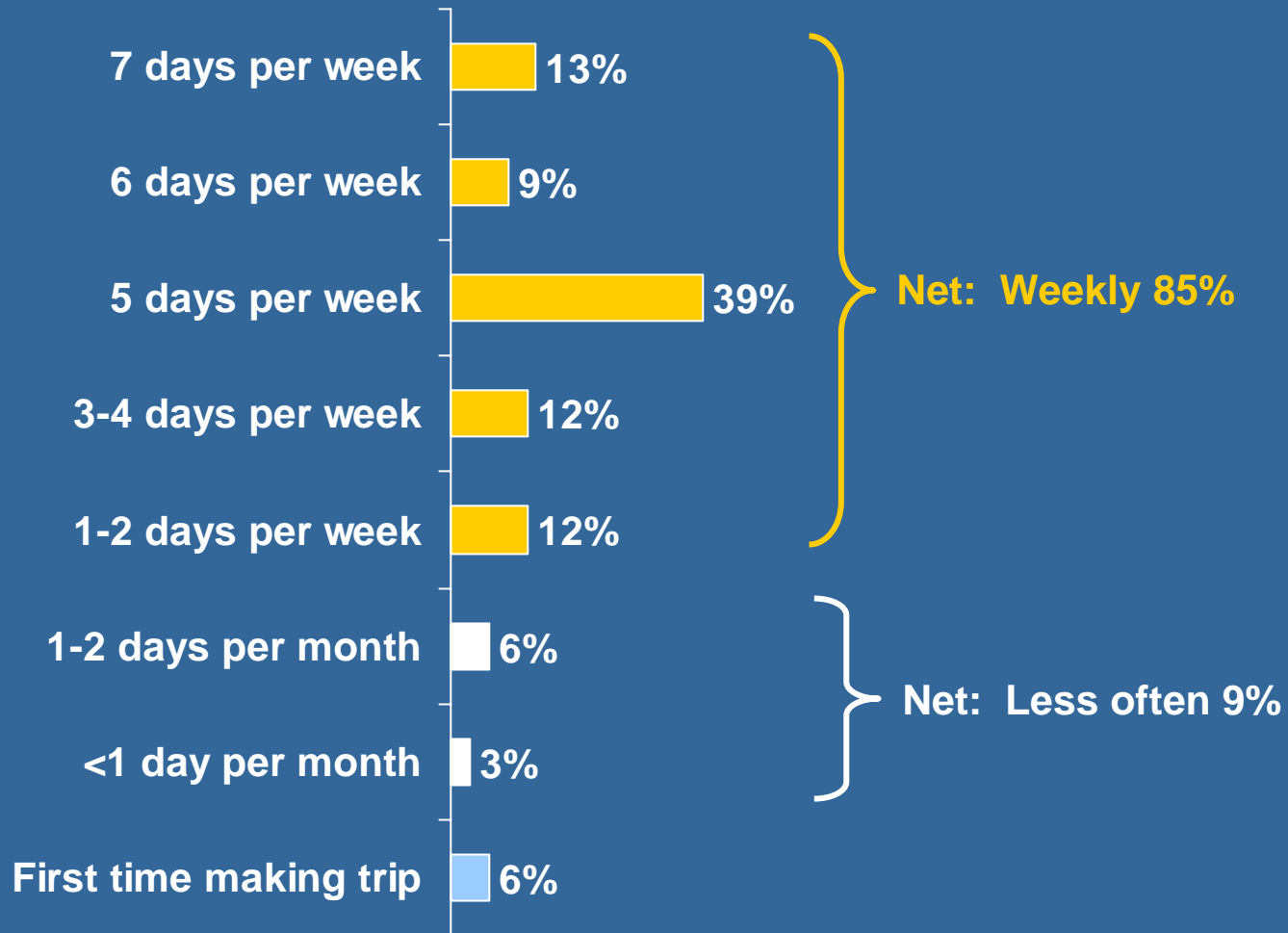| Payment Method	Percentage
Cash	48%
SmarTrip	41%
Rail-to-Bus Transfer	3%
Weekly Pass	2%
Regional Bus	2%
Senior/Disabled Fare	1%
Day Pass	1%
Monthly Pass	1%
Ten-Trip Ticket	<1%
Other	1%

What is the riders' trip profile?

Total Buses/Trains Taken on One-Way Trip

Pie chart showing:
- This bus only 34%
- Four 5%
- Two 45%
- Three 16%
- Net: 66% Transfer
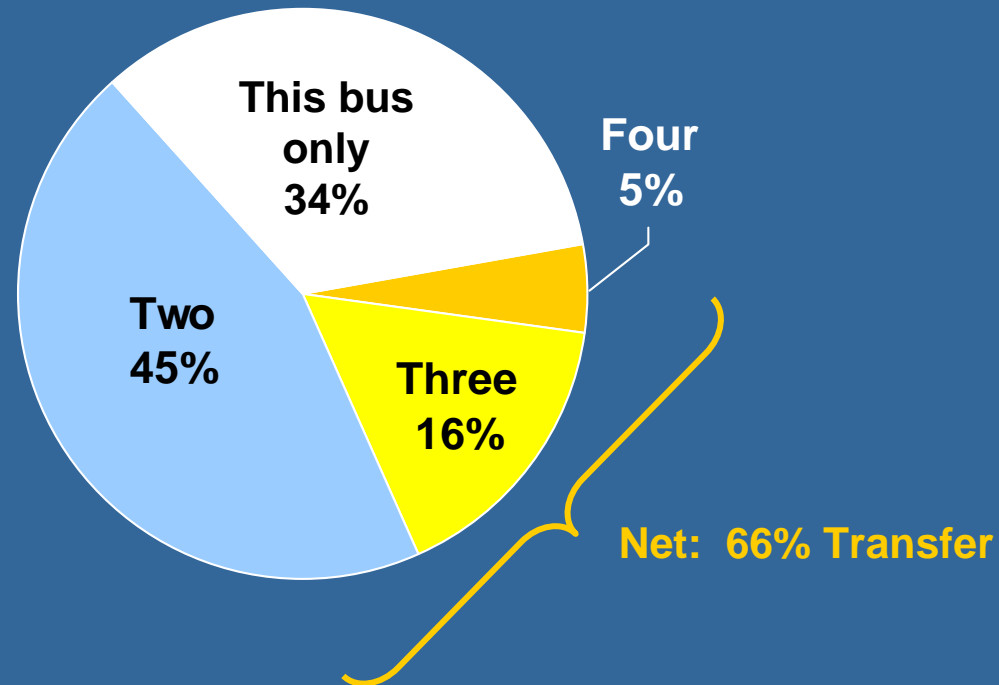
What is the riders' trip profile?

How Often <u>This</u> Trip is Made by Bus

Frequency	Percentage
7 days per week	13%
6 days per week	9%
5 days per week	39%
3-4 days per week	12%
1-2 days per week	12%
1-2 days per month	6%
<1 day per month	3%
First time making trip	6%

Net: Weekly 85% (7 days, 6 days, 5 days, 3-4 days, 1-2 days per week)

Net: Less often 9% (1-2 days per month, <1 day per month)

How do riders obtain information about the system?

Informational Sources About Bus Service

Paper schedule/Brochure — 31%

Word of mouth — 30%

Web site — 29%

At bus stop — 24%

Called on phone — 11%

Employer — 4%
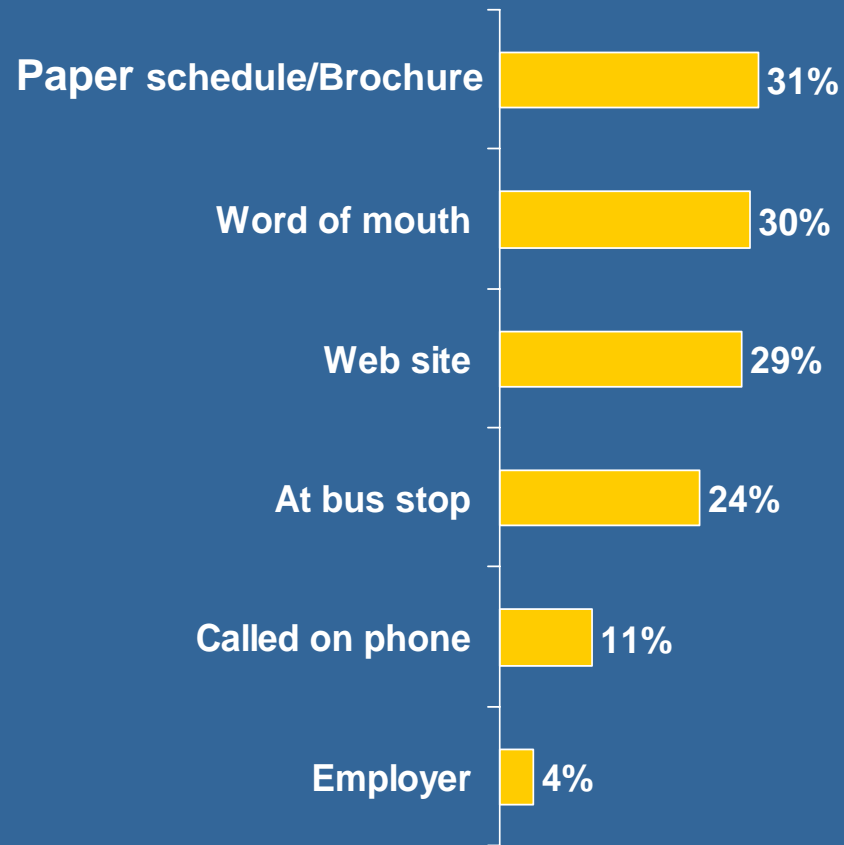
What is the main reason riders use the bus?

Reasons for Using the Bus

	Total
Economical/Cheaper than gas	35%
Have no alternative – don't have car	25
Have no alternative – no driver's license	16
Prefer not to drive	15
Faster than driving	6
Car/Ride not available today	5
Parking is unavailable/expensive	5

Net: No alternative 40%

What are the important priorities for improving Fairfax Connector Service?

Priorities to Improve Fairfax Connector Service

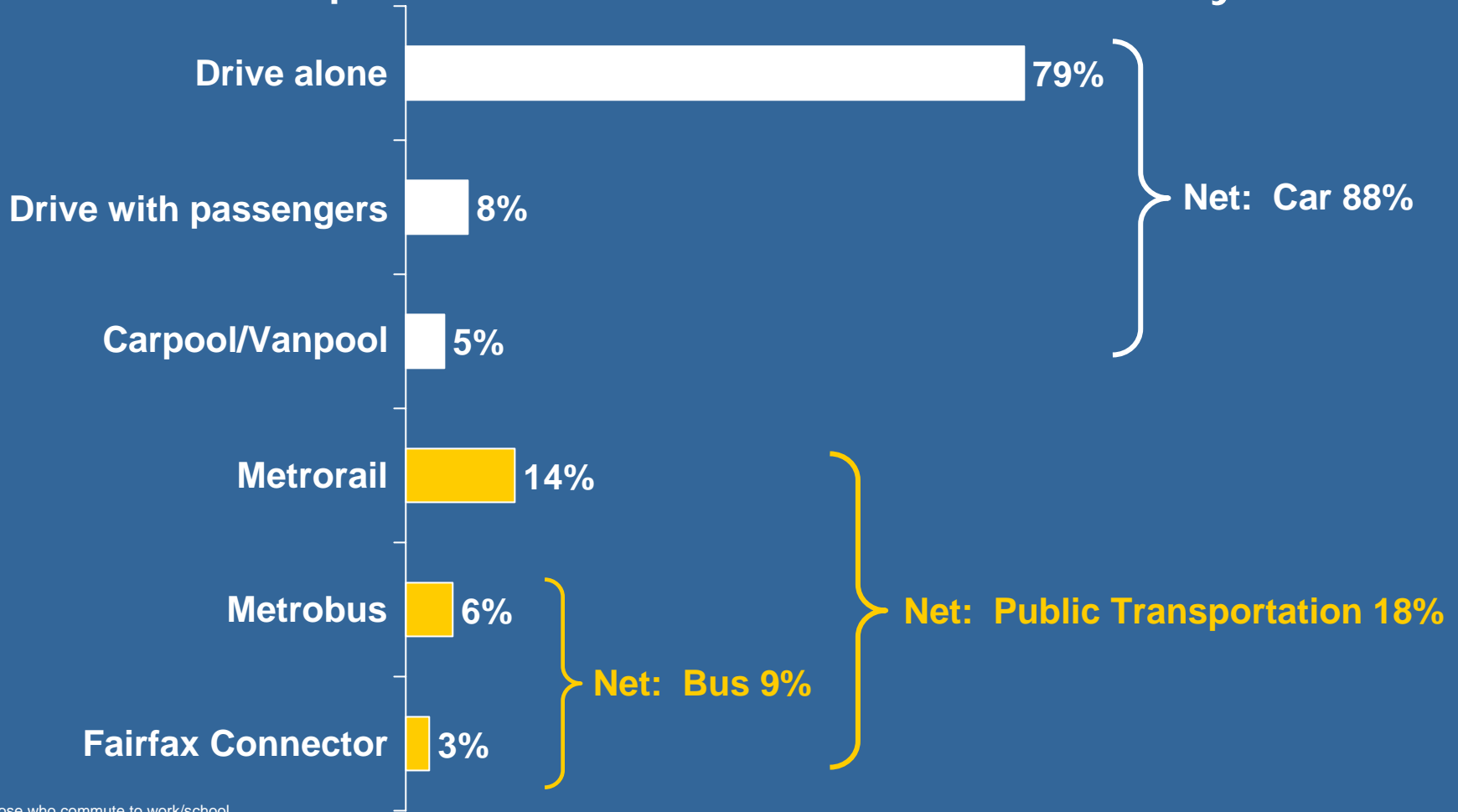|	Total
More frequent service/Shorten wait time	49%
Longer service hours	37
Faster service	34
More reliable/On-time performance	29
Better stops/More shelters	23
Service to more places	16
Lower fares	15
More/Better information	8
More parking	8
Better buses	7
Better security	5

Next steps in on-board survey

- Review full report with County

- Conduct route-level analysis

- Work with MWCOG to share data

- Consolidate data from Fairfax Connector and Metrobus survey
  - Overall County results
  - Corridor-specific results

Resident Survey
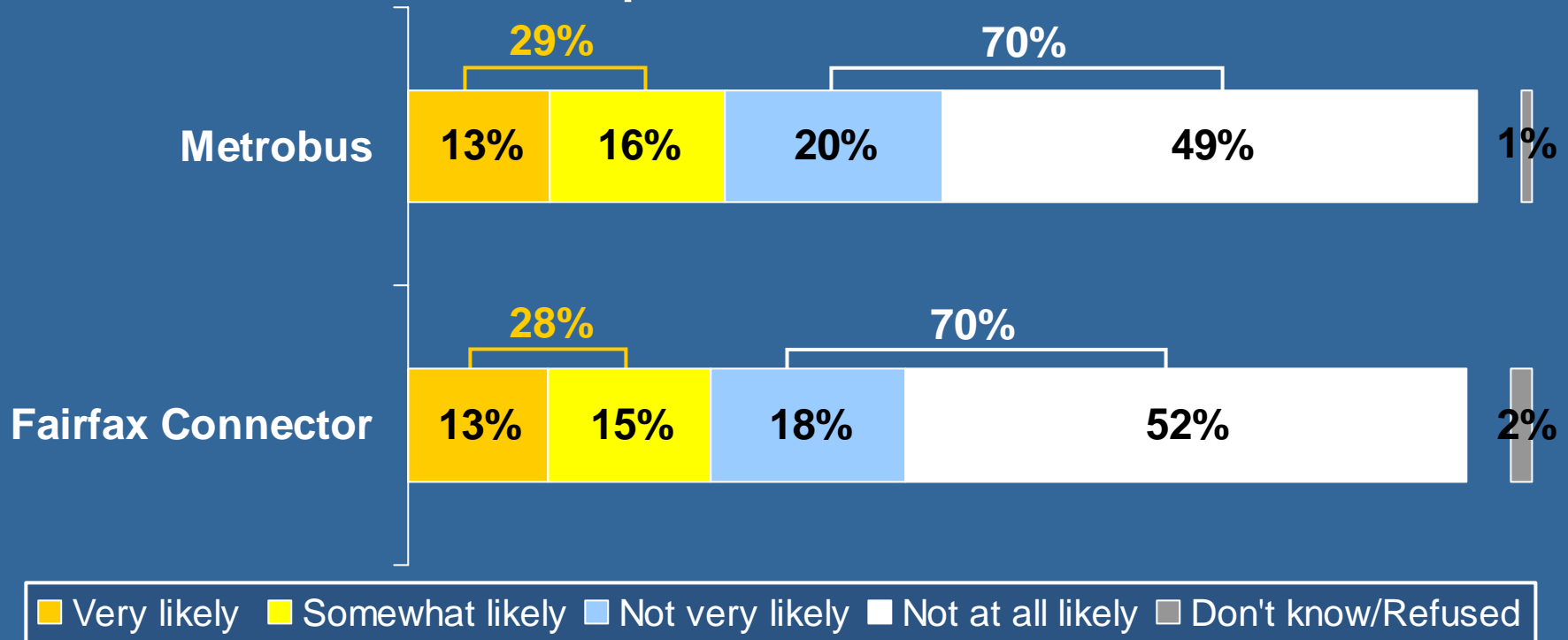
How and to where do Fairfax County residents travel?

Likelihood of Considering Using Bus for Trips Related to Work/School

Metrobus
- 29%
- 70%
- Very likely: 13%
- Somewhat likely: 16%
- Not very likely: 20%
- Not at all likely: 49%
- Don't know/Refused: 1%

Fairfax Connector
- 28%
- 70%
- Very likely: 13%
- Somewhat likely: 15%
- Not very likely: 18%
- Not at all likely: 52%
- Don't know/Refused: 2%

Legend: ▮ Very likely ▮ Somewhat likely ▮ Not very likely ▮ Not at all likely ▮ Don't know/Refused

Base = Those who do not use Fairfax Connector/Metrobus to commute to work/school
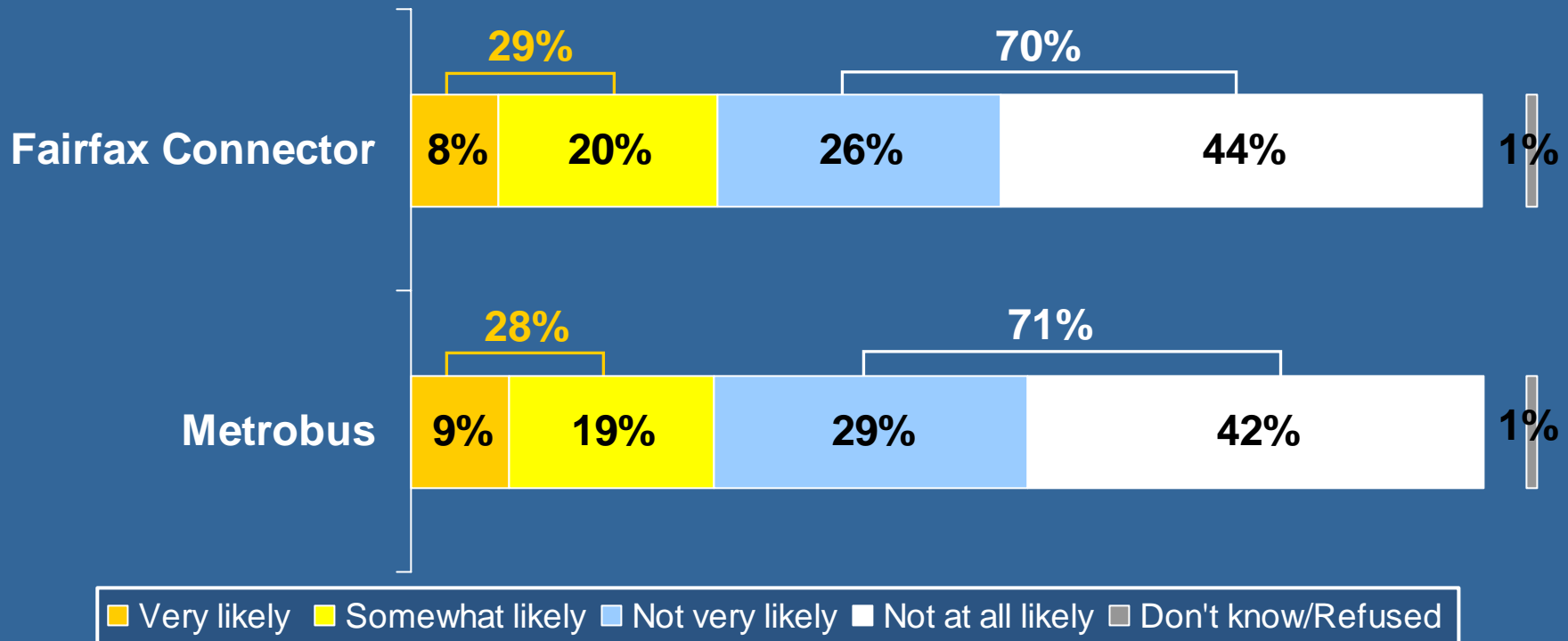
23

How and to where do Fairfax County residents travel?

Transportation Used for Personal Trips in Past 7 Days

Mode	Percent
Drive alone	72%
Drive with passengers	47%
Carpool/Vanpool	2%
Metrorail	4%
Metrobus	1%
Fairfax Connector	<1%

Net: Car 97% (Drive alone, Drive with passengers, Carpool/Vanpool)

Net: Public Transportation 6% (Metrorail, Metrobus, Fairfax Connector)

Net: Bus 2% (Metrobus, Fairfax Connector)
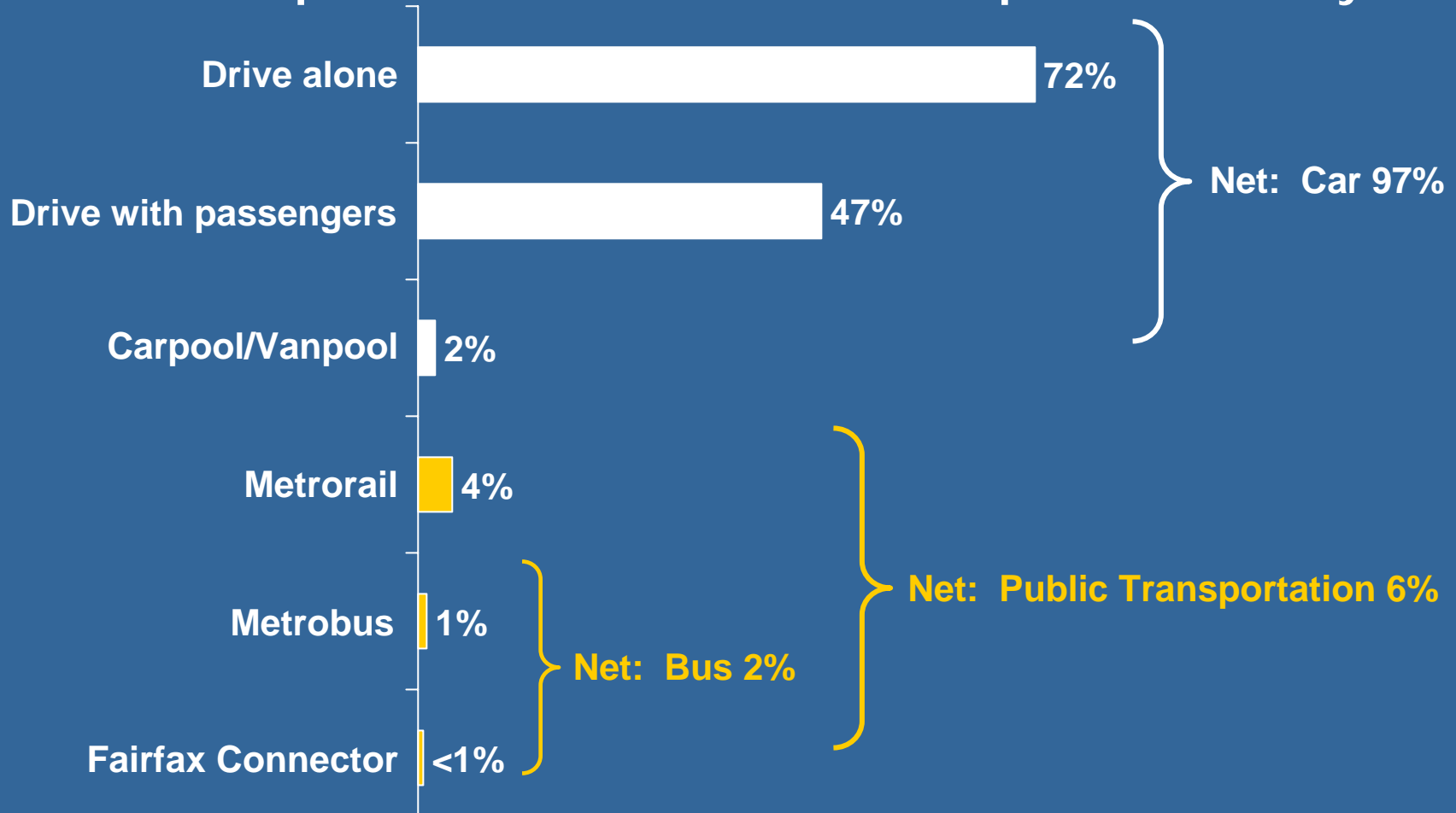
Base = Those who made trips for personal reasons in the past seven days (n=833)
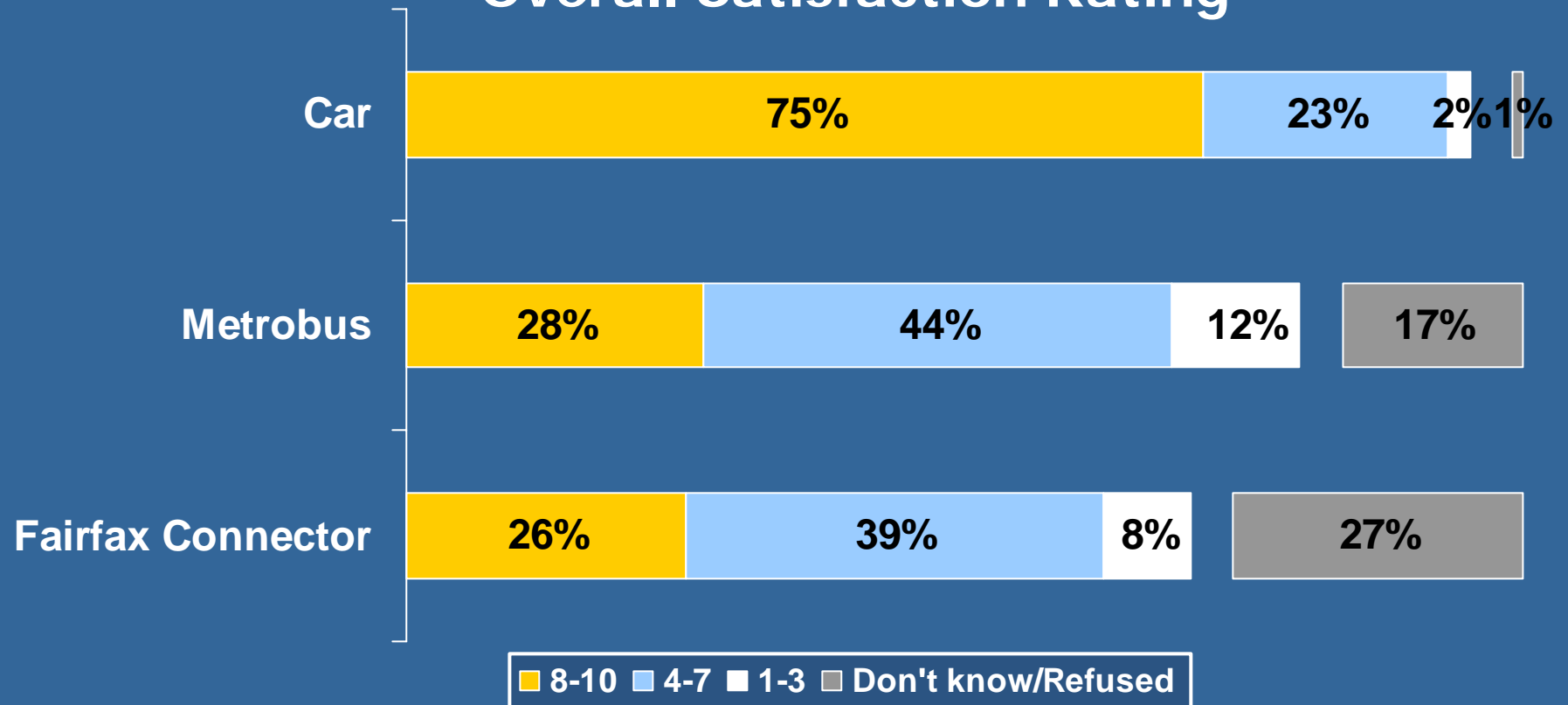
How and to where do Fairfax County residents travel?

Likelihood of Considering Using Bus for Trips Not Related to Work/School

Fairfax Connector
- 29%
- 70%
- Very likely: 8%
- Somewhat likely: 20%
- Not very likely: 26%
- Not at all likely: 44%
- Don't know/Refused: 1%

Metrobus
- 28%
- 71%
- Very likely: 9%
- Somewhat likely: 19%
- Not very likely: 29%
- Not at all likely: 42%
- Don't know/Refused: 1%

Legend: ■ Very likely ■ Somewhat likely ■ Not very likely ■ Not at all likely ■ Don't know/Refused

Base = Those who do not use Fairfax Connector/Metrobus to make personal trips

What are residents' attitudes toward specific modes?

Overall Satisfaction Rating

Mode	8-10	4-7	1-3	Don't know/Refused
Car	75%	23%	2%	1%
Metrobus	28%	44%	12%	17%
Fairfax Connector	26%	39%	8%	27%

Legend: 8-10, 4-7, 1-3, Don't know/Refused

Project Schedule

Project Schedule
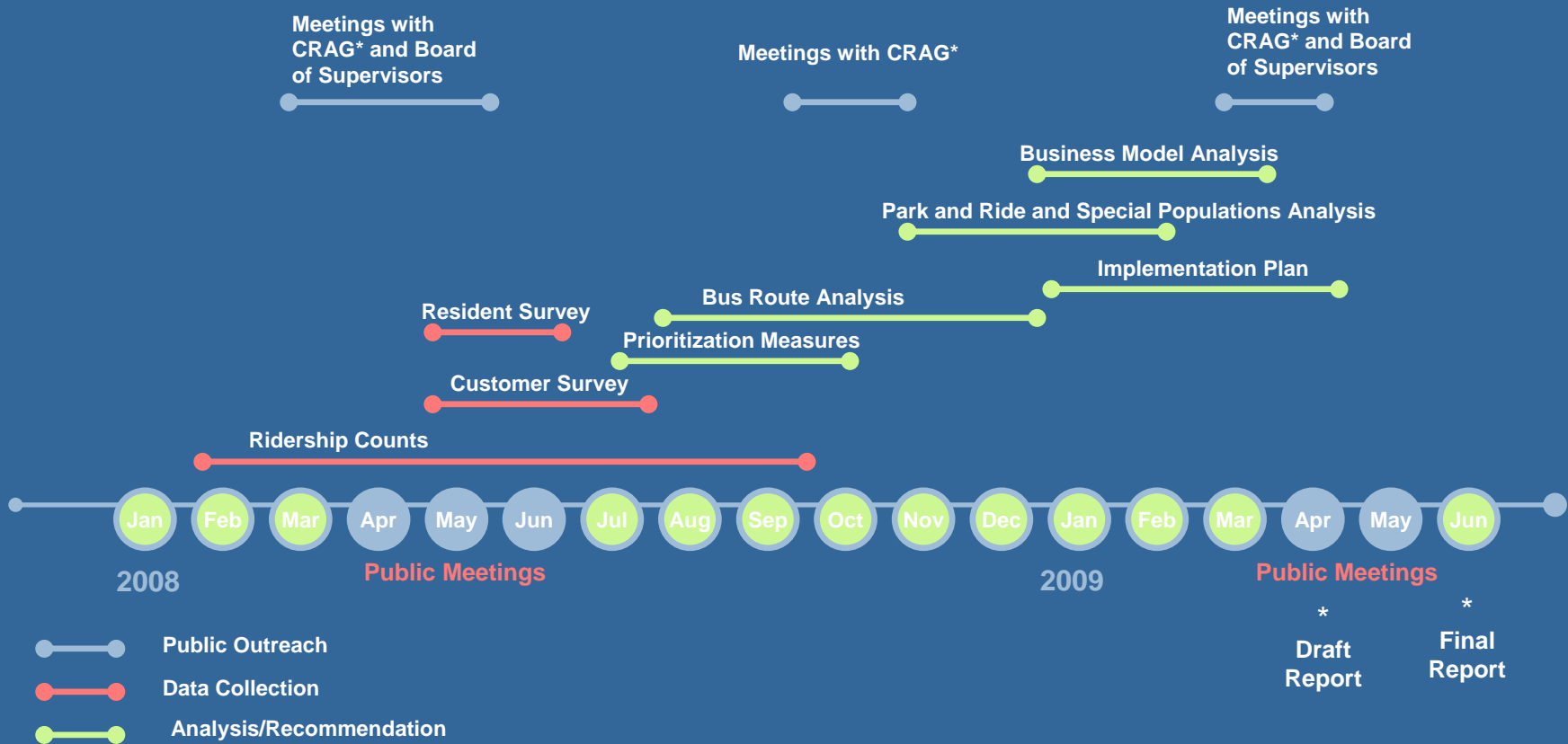
Follow-Up Questions and Comments:

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