Interim Presentation on the Ongoing LACMTA 2011-2013 On-Board Survey
Previous Practice

Paper surveys filled out by passengers while on board bus

- Heavy burden for the passenger
- 20-40 questions
  - Intimidating forms
  - Difficult questions
  - Ambiguous responses
  - Presumed short trip bias
- 15% - 30% typical completion rates
Modeling Concepts are Confusing

• Purpose from/purpose to
• 1-Way versus Round Trip versus Leg
  – E.g. Home -> Home {Tour}?
  – E.g. Origin = Union Station?
• Routes used on this trip
  – Actual or potential?
  – Today or "typical"?
Research: New Methods

FTA 5339 Grants

• On-Board Survey
  – Reduce Bias
    • Short Trips
      – Obtain better, more complete data
    • Itinerary/Geo-codes

• Auto Access Augment
  – Intercept Survey at stations
On-Board Survey: Paper + Telephone Hybrid

After initial tests of more traditional methods, we discovered On-Board recruitment and telephone call back was as productive as traditional methods.

“3 Question Survey” {Really 6}

- Purpose “From”
- Purpose “To”
- ID {for Prize}
  - Name
  - Phone Number
  - Phone type
  - Best Time to Call
- Additional data captured by Survey Team
  {Date/Time/Route/Board/Alight}
Why do you use the bus or train? Let us know to serve you better.

1. Where are you coming FROM now?
   - Work or Work Related
   - School (K-12) (student only)
   - Social or Recreational
   - My Home
   - Other:

2. Where are you going TO now?
   - Work or Work Related
   - School (K-12) (student only)
   - Social or Recreational
   - My Home
   - Other:

Please provide us with your name, phone number, and best time to call you. Once we complete the brief phone interview, you will be added to a drawing for $500! Thank you.

Name: ____________________________

Phone: (___) _____-_______
   - Cell/Mobile
   - Landline Home
   - Landline Work

3. When is the best day/time to call you?
   - Weekday
   - Weekend
   - Daytime
   - Evening

Metro Transit Survey
## Bus Survey Productivity

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Improvements

- Reduce burden on rider during trip
  - Substantially reduced Short Trip Bias
- Better passenger flow information
  - Count Alightings/Stop as well as Boardings
  - Track Cards distributed AND returned
  - Board/Alight pairs
- Interviewer can clarify/explain/probe
- On screen mapping assistance
  - Include line/stop information for interviewer
- Yielding higher **Quality** data
Trip Tracer example 1
Trip Tracer example 2
Targets

• 2% Sample
  – $1,400,000 \times 0.02 = 28,000$

• Attempt to fill each expansion “Cell”
  – Surveys/Counted Boarding – by stop
    • “Run”/Time of Day/Direction
  – Surveyed Runs/Total Runs
    • Time of Day/Direction
  – Official Line Boardings
    • Daily
Challenges

• Processing of “Cards” creates lag between recruitment and interview
  – Delayed contact with rider
    • Reduces response rate
    • Which trip was surveyed?
  – Delayed performance statistics
    • Over/under collection of “Cards” on difficult lines

• Describing location over the phone can be difficult
  – Improves with interviewer experience
# Example: Performance Tracking

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Path Checking
Path Checking
Path Checking

2011 On Board Survey Map - Sample: 108109

Access Mode: Walk / Wheelchair
Egress Mode: Walk / Wheelchair
Time Form Distributed: 1/27/2011 5:30:00 PM
Origin Place: Social or recreational
Destination Place: My home
Access/Transfer/Egress

Comments
VERIFIED WALK

The colored text indicates surveyed line.
First Vehicle MT-803
Second Vehicle MT-53

P:\0300\81168\0385\Surveys\1L_030\OnBoard\Survey11_Mod
# Cross Tabs

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Time on surveyed bus adjustment tests
Weight changes – time adjustment tests
Status

• MTA Bus Survey
  – Fall 2011
  – Records delivered

• MTA Rail Survey
  – Spring 2012
  – Records delivered

• Muni Bus Survey
  – Fall 2012 / Spring 2013
  – “Coming Soon”!!

• Auto Access Augment
  – Mode of Access to Stations
  – TBD
Questions?