

# Uniform Passenger Surveys

Surveys, Standardization and Long Term Benefits.

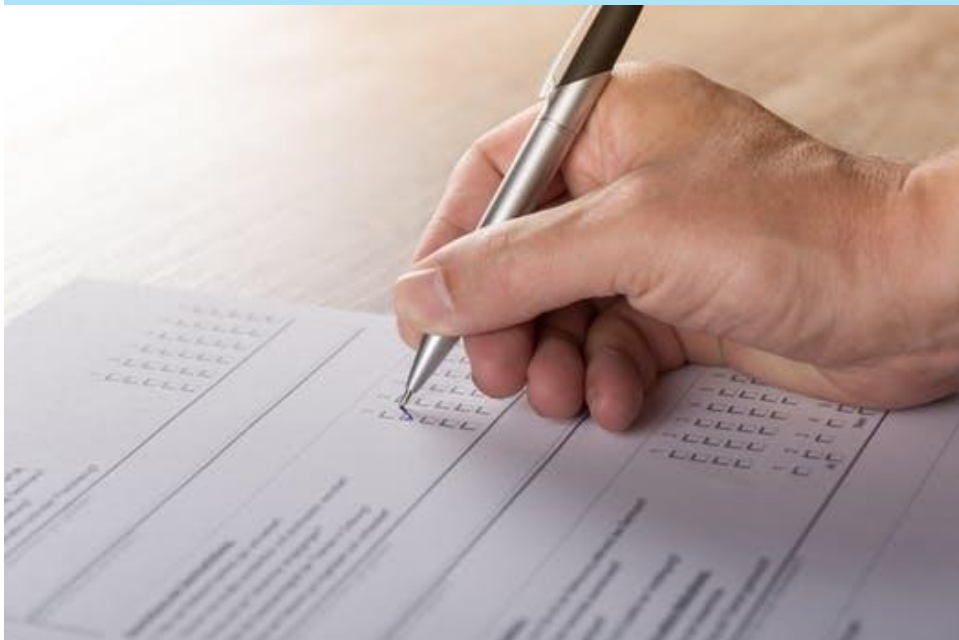


**Oregon  
Department  
of Transportation**

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## Why Uniform Surveys?



## Benefits and Measurements

- What Value are we delivering, How can we measure this?
- Demographics
- Service Levels and Capacities
- Policy
- Trip Purpose and Frequency
- Data and Trends

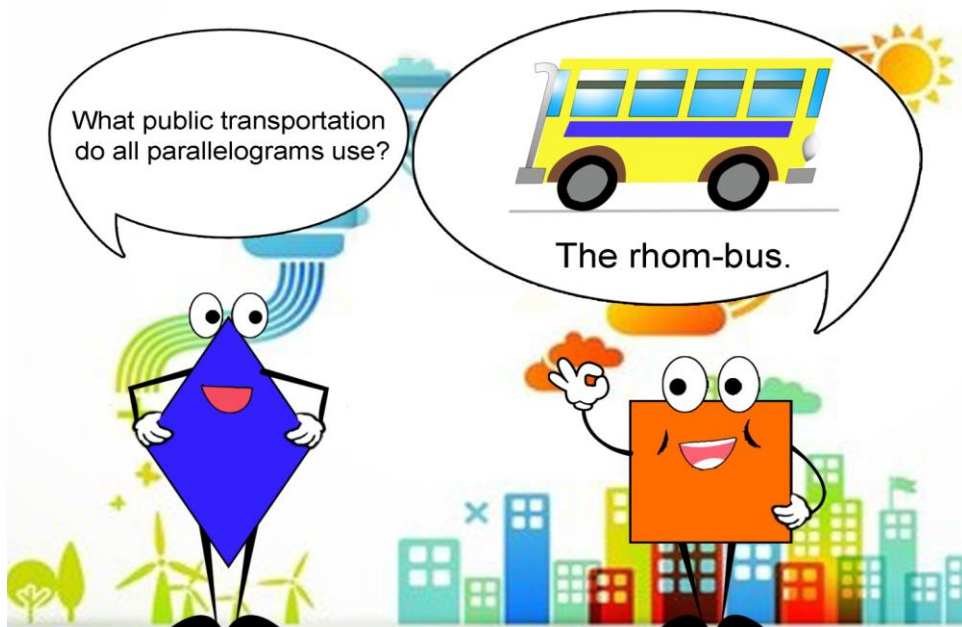
## History



## Fall 2011 Origin and Destination Survey – Rogue Valley Transportation District

- Self Administered
- All Fixed Routes in RVTD service area
- Data Collected for 5 Days
- 796 Participants
- Data collected onboard with tablets
- Some riders participated in OHAS

### Sample Questions



## What is the purpose of this Trip?

- a. School
- b. Recreation
- c. Work
- d. Medical
- e. Shopping
- f. Visiting
- g. Accompanying someone
- h. Other \_\_\_\_\_

## If you had not taken the bus, how would have made your trip today?

- a. Walked
- b. Bicycled
- c. Drive my Car
- d. Taken another form of Public Transit
- e. Taken a Taxi
- f. Ride from a Friend
- g. Unable to Make the Trip
- h. Other \_\_\_\_\_

## **Do you have a valid Driver's License?**

- a. Yes
- b. No

## **Do you have access to a car?**

- a. Yes
- b. No

## **How many times a year do you ride the Bus?**

- Every Day
- Once a Week
- Once a Month
- A few times a Year
- This is my first time

## **RVTD Findings**

- 90% of riders walked before coming to the bus and after leaving the bus.
- 34% of riders trip destination was their home
- 53% of riders trip origin was their home
- Less than half or 44% had valid DL
- 54% of riders were employed full or part-time
- Riders between ages 19-64 account for 87% of all riders

## **Future of Surveys & Takeaways**

- Monitoring the choices people take for travel
- Consistency in Survey Format across agencies
- Comparable over time (collecting the same data)
- Consistent Survey Data Collection over time
- The value for future planning, policy analysis
- Gain more funding by showing the data.

# Resources

## **Rogue Valley Transportation District**

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## **ODOT – Rail and Public Transit Division**

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