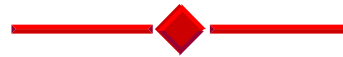




# Greater Cleveland Regional Transit Authority



**Discussion of Results of Regional  
On-Board Transit Survey -and-  
Demonstration of Data Analysis Tool**

**Planning & Development Committee  
April 1, 2014**



# On-Board Survey - Overview

- Funded w/ NOACA pass-thru STP funds
- Collected on all *fixed routes* for transit agencies in NOACA region

Agency	# and % of Surveys Collected
GCRTA	30,846 (96.4%)
Laketran	822 (2.6%)
Lorain County Transit	199 (0.6%)
Medina County Public Transit	70 (0.2%)
Brunswick Transit Alternative	58 (0.2%)



# On-Board Survey - Overview

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- Questions on travel patterns, transit usage and demographics
  - Followed FTA requirements
- Data will be used to update NOACA's Travel Demand Model
  - Forecasts ridership to help secure federal funding for future capital projects



## On-Board Survey – Contract Details

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- Contract awarded on August 21, 2012 to ETC Institute (\$947,893.00)
  - No Change Orders increasing contract amount
- Approx. \$210,000 paid to local surveyors (22% of total contract amount)
  - Approx. 15,000 hours of local labor
- ETC hired 2 local surveyors to full-time positions supervising surveys in other cities



# On-Board Survey – Data Collection

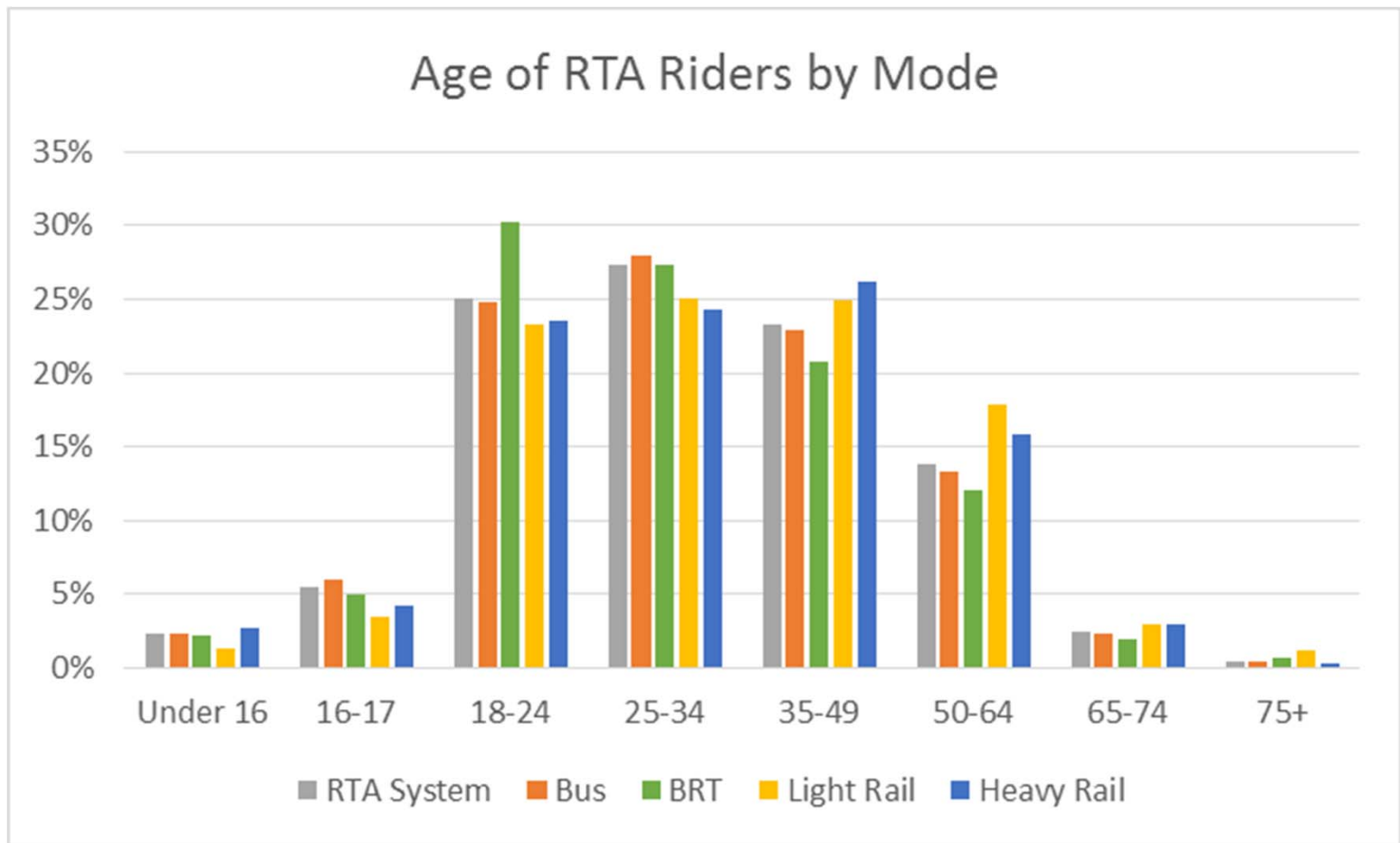
- Data collected from September 2012 through October 2013
- Tablet PCs used for data collection
  - 86% Response Rate
- Nearly 32,000 surveys collected
  - Over **DOUBLE** the contracted goal





# On-Board Survey – Results

## Age

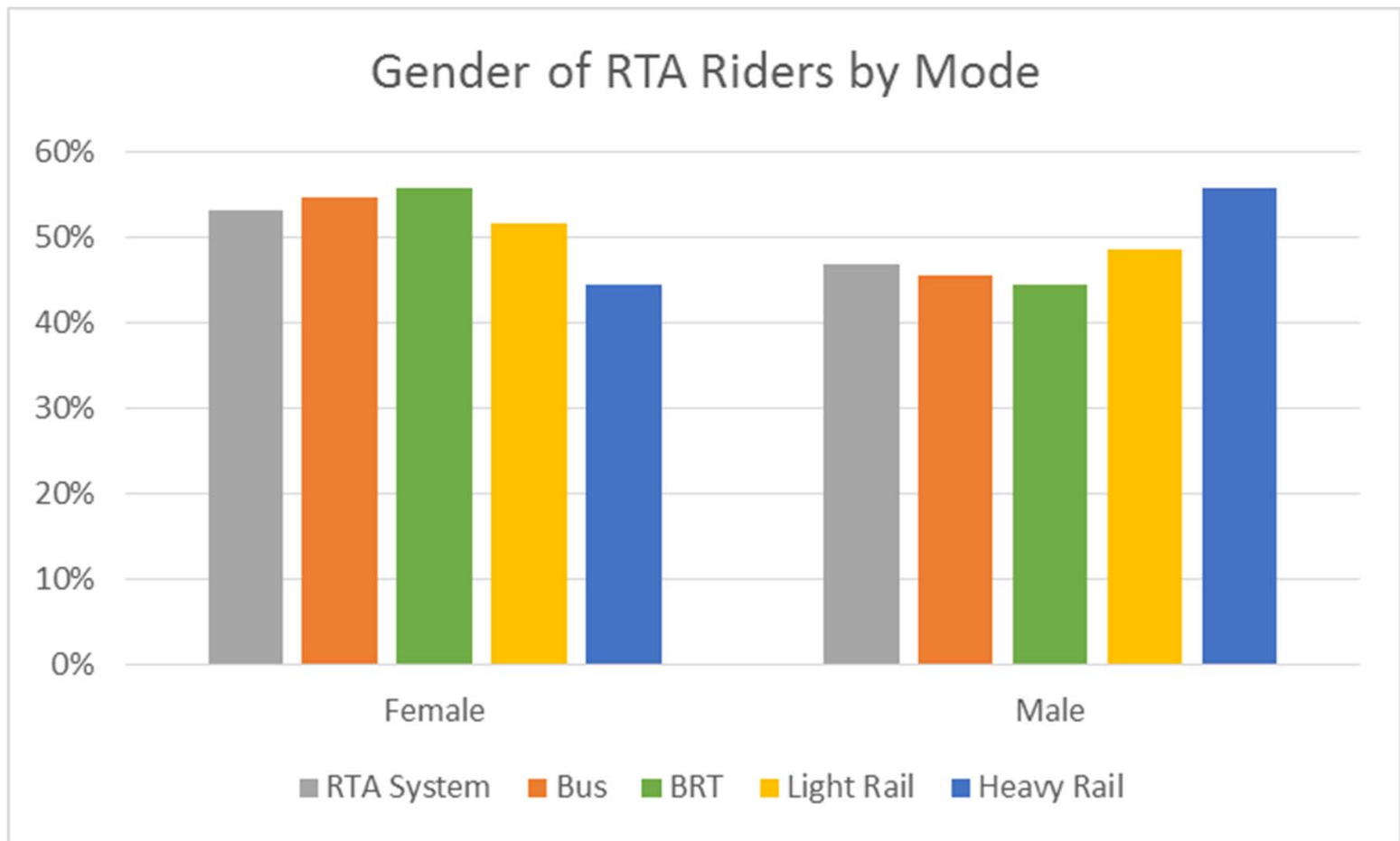


*Note: Totals shown represent unlinked passenger trips for an average weekday during the school year*



# On-Board Survey – Results

## Gender

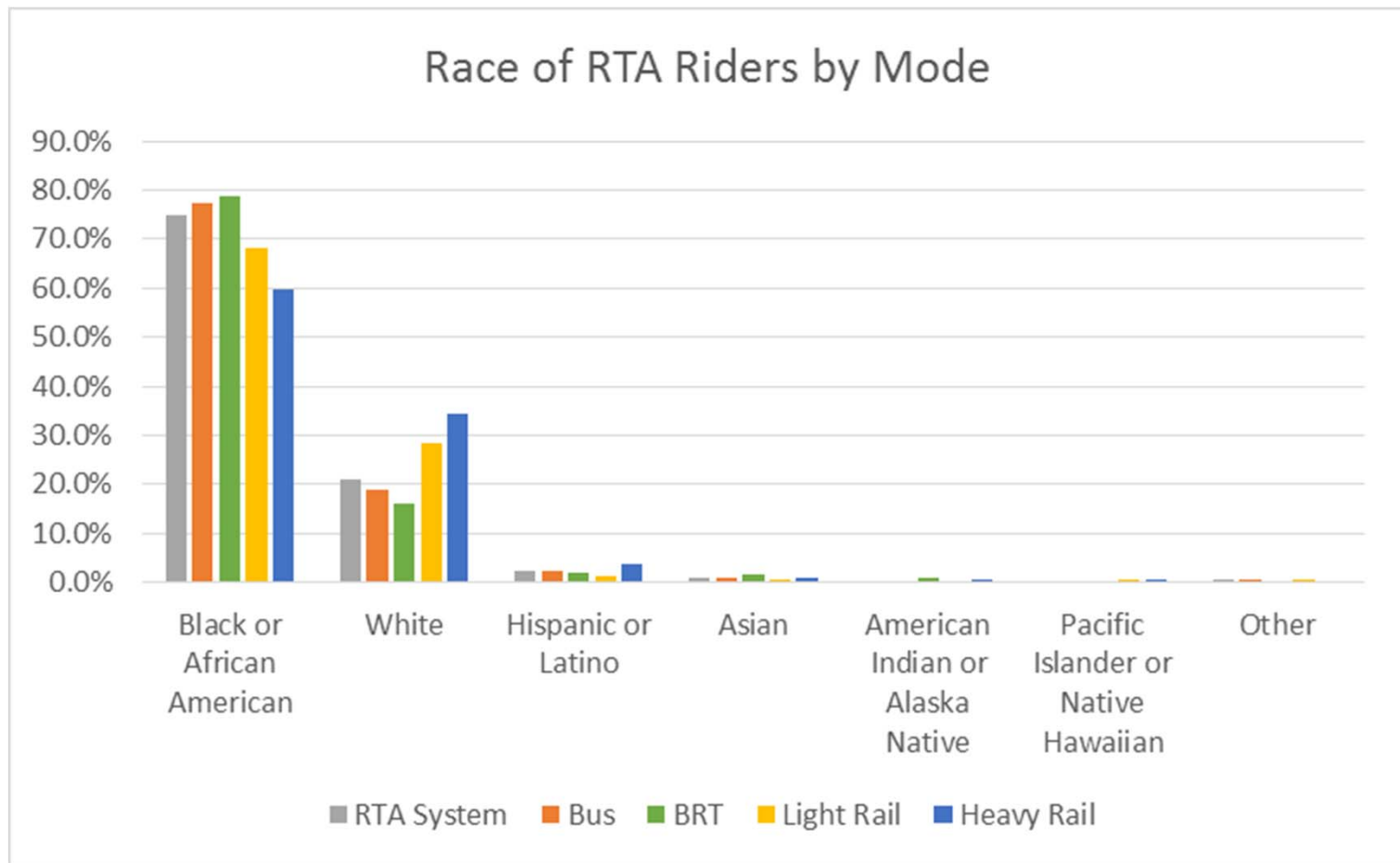


*Note: Totals shown represent unlinked passenger trips for an average weekday during the school year*



# On-Board Survey – Results

## Race



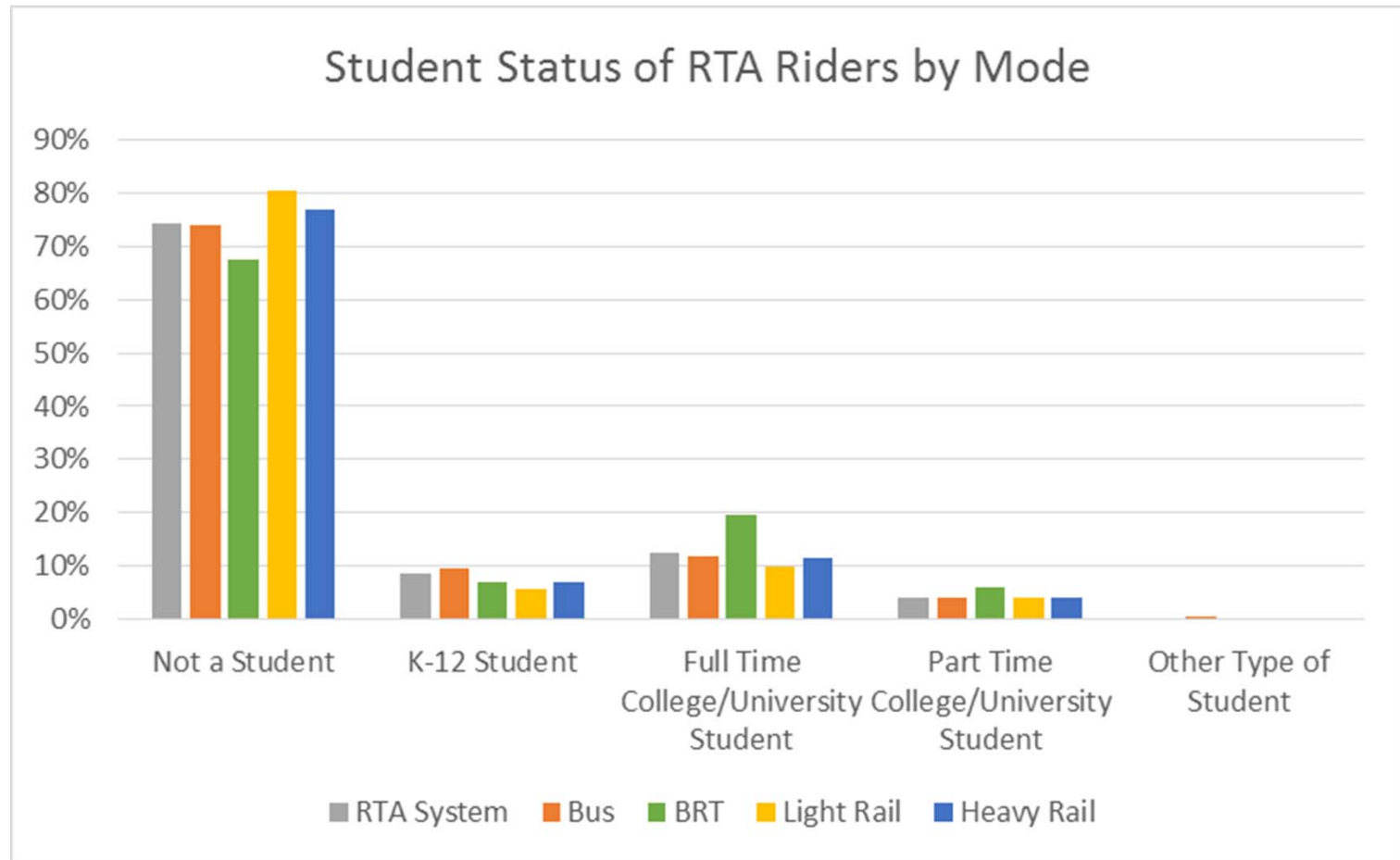
*Note: Totals shown represent unlinked passenger trips for an average weekday during the school year*





# On-Board Survey – Results

## Student Status

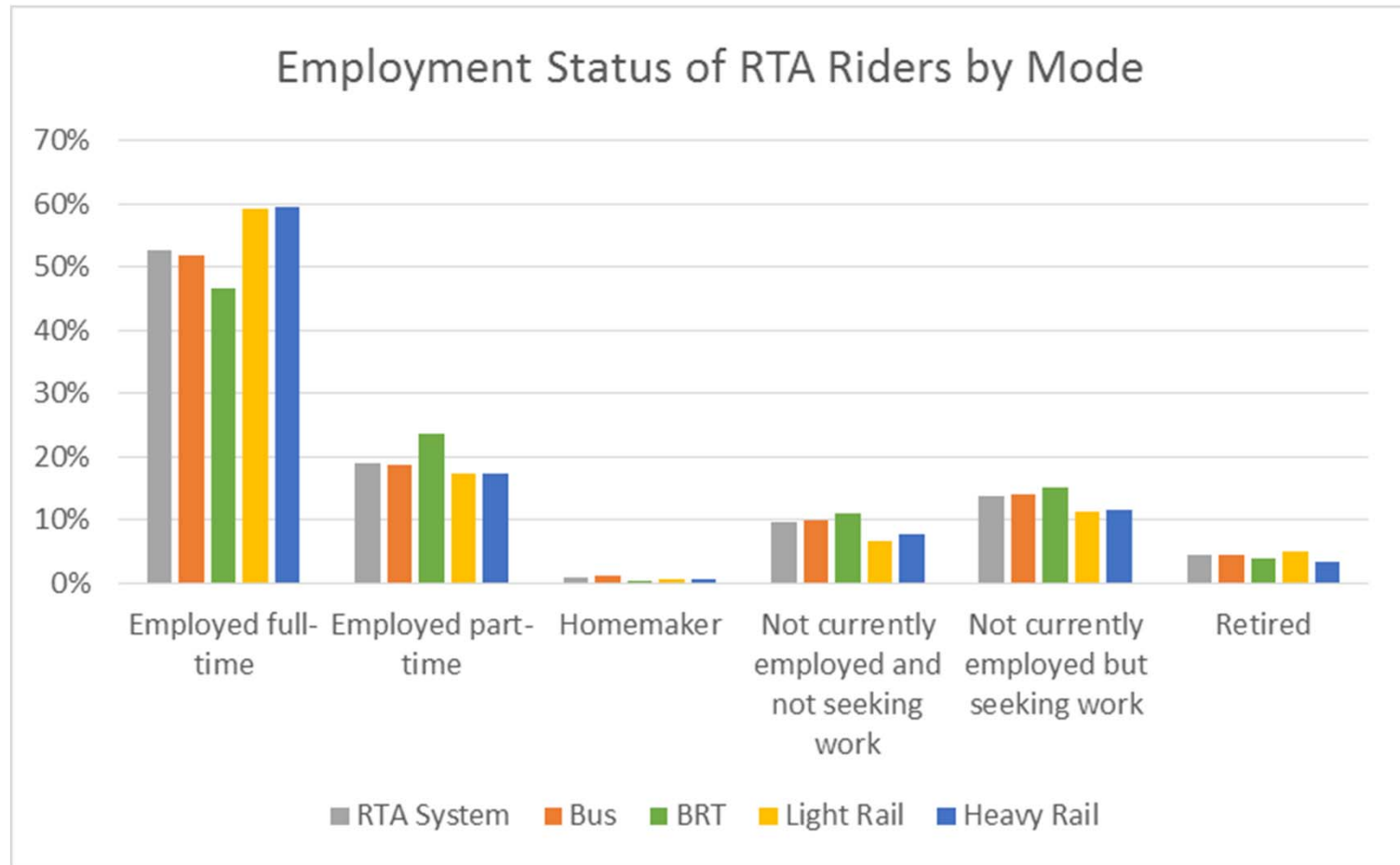


*Note: Totals shown represent unlinked passenger trips for an average weekday during the school year*



# On-Board Survey – Results

## Employment Status

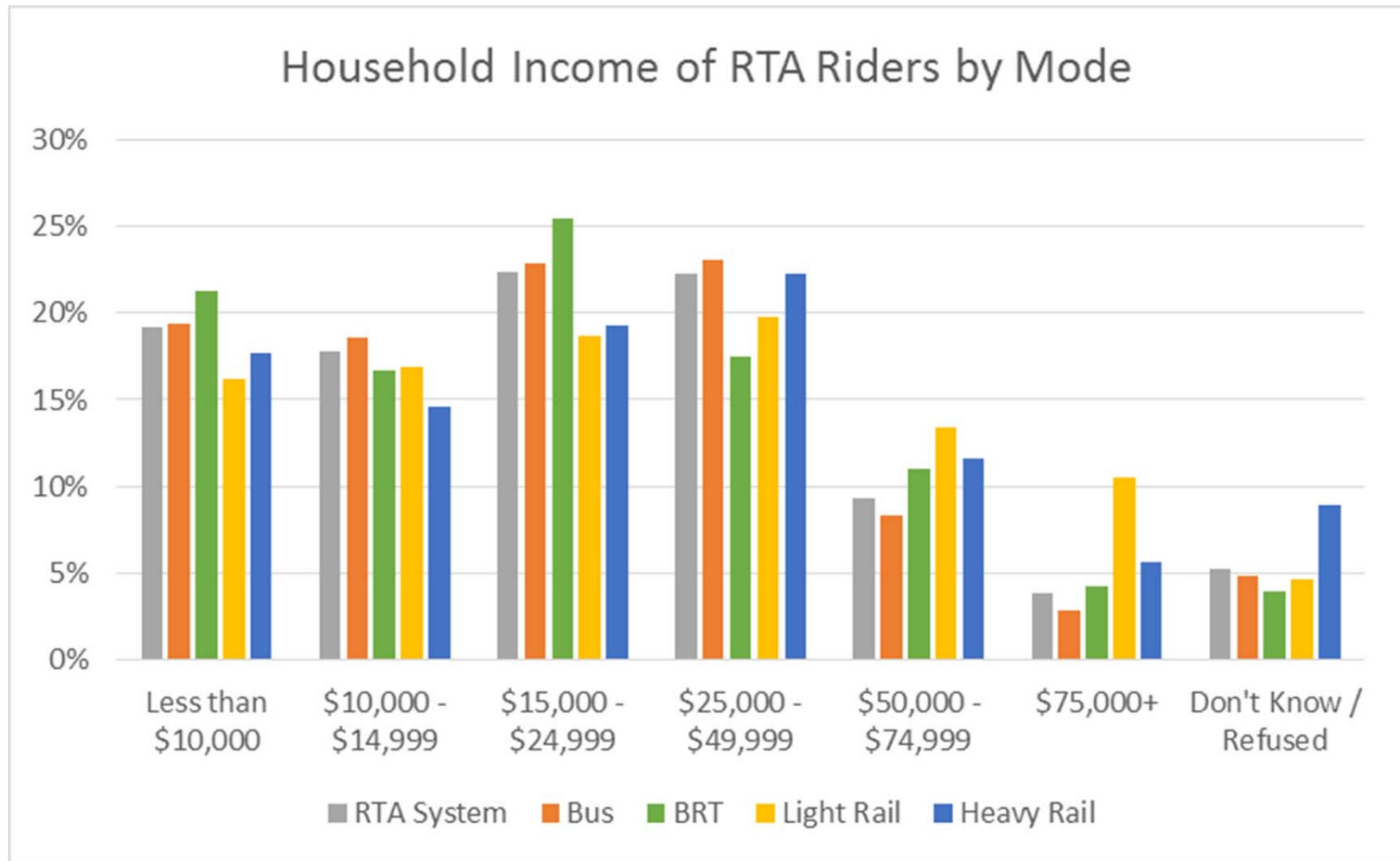


*Note: Totals shown represent unlinked passenger trips for an average weekday during the school year*



# On-Board Survey – Results

## Income

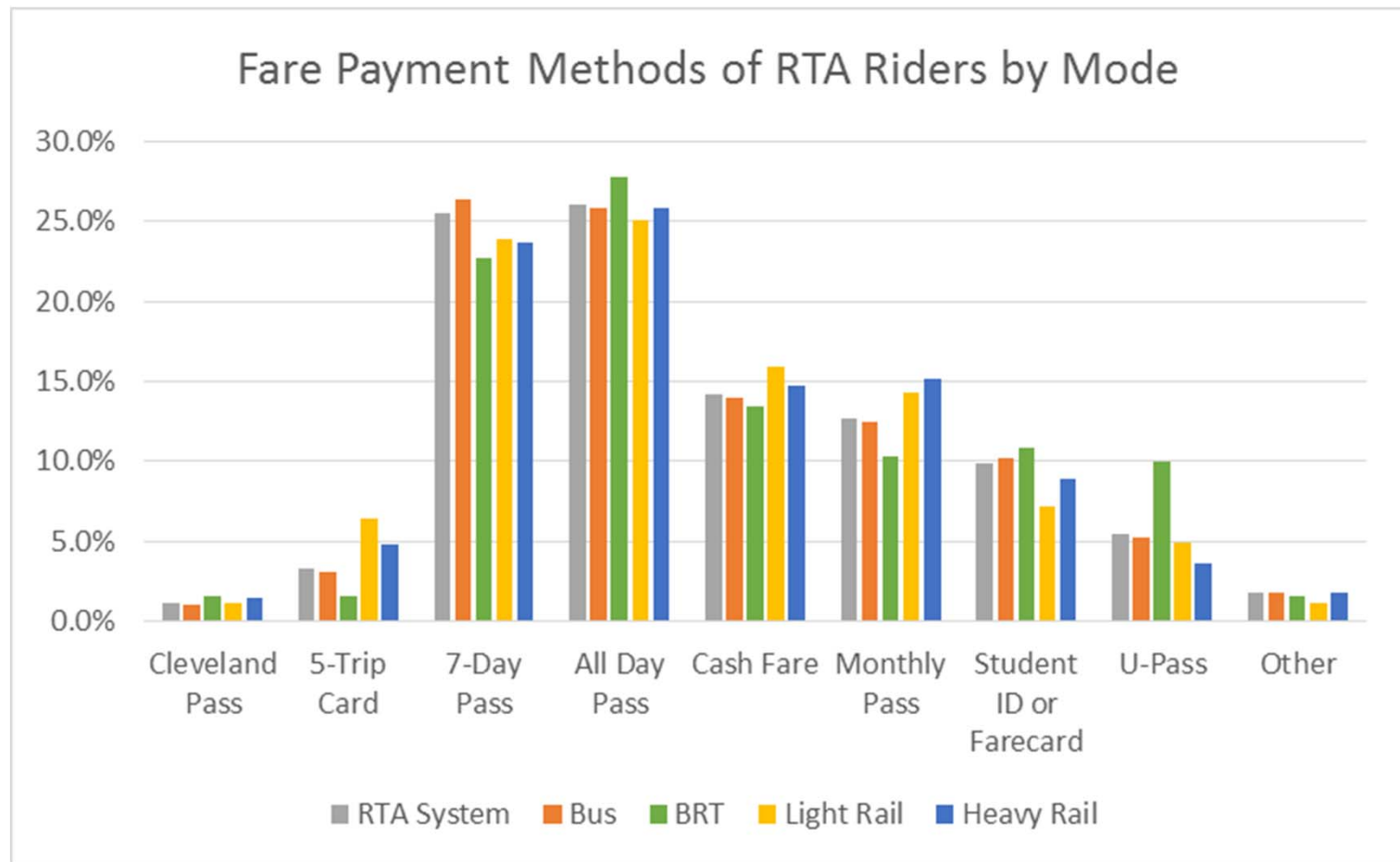


*Note: Totals shown represent unlinked passenger trips for an average weekday during the school year*



# On-Board Survey – Results

## Fare Payment

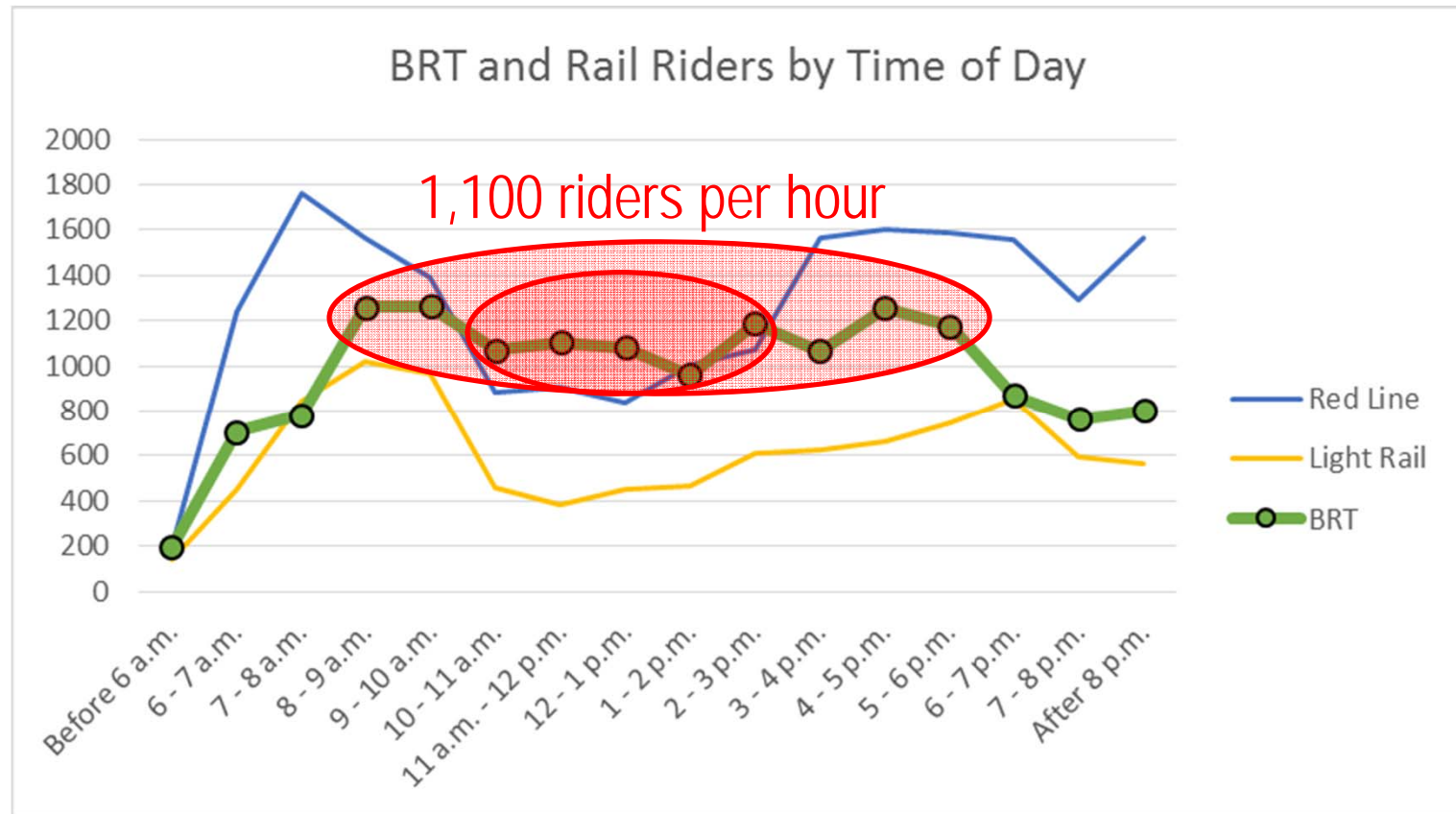


*Note: Totals shown represent unlinked passenger trips for an average weekday during the school year*



# On-Board Survey – Results

## HealthLine Ridership

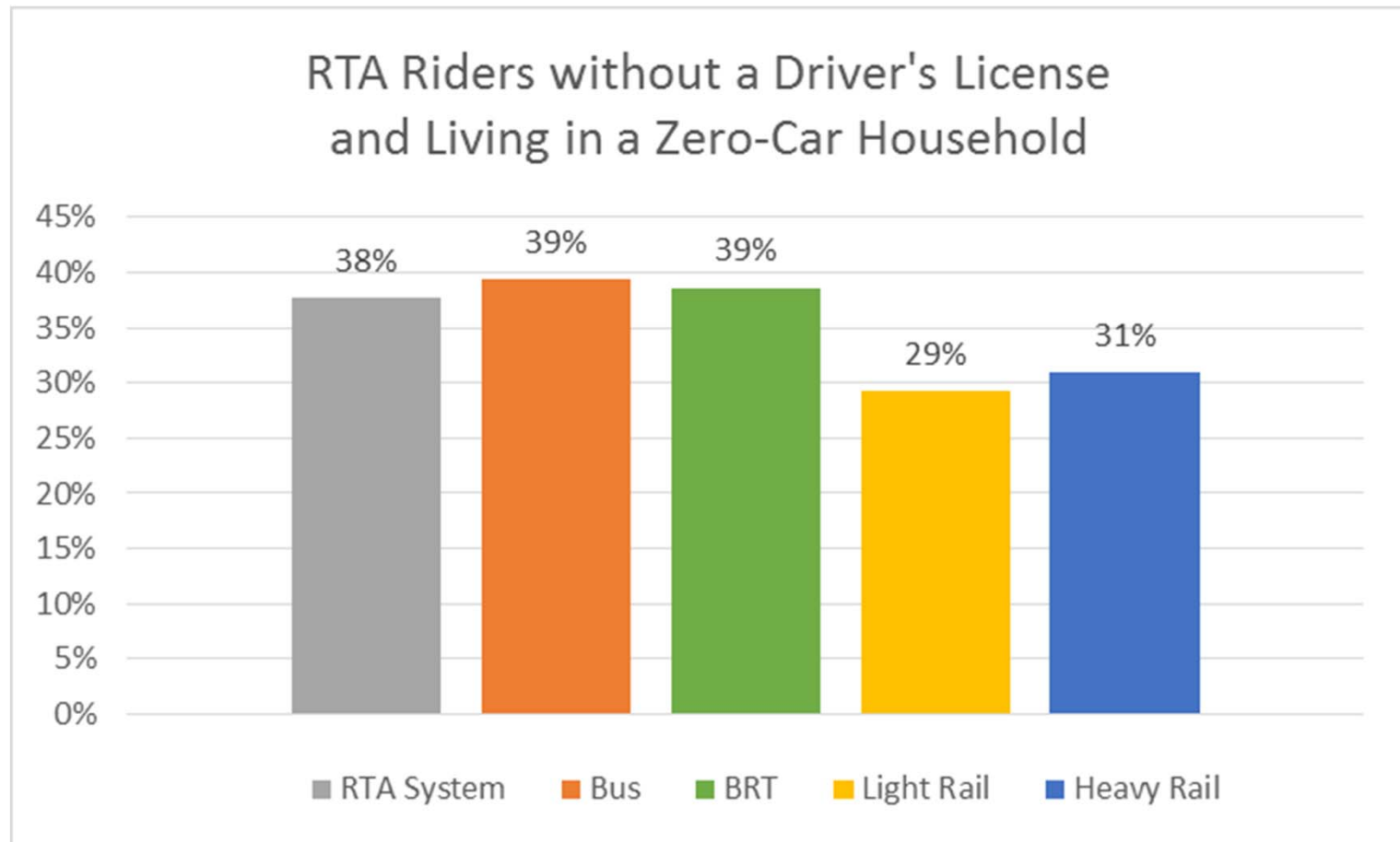


Note: Totals shown represent unlinked passenger trips for an average weekday during the school year



# On-Board Survey – Results

## Transit Dependency



*Note: Totals shown represent unlinked passenger trips for an average weekday during the school year*



# On-Board Survey – Deliverables

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- Final Database: February 28
- Data Visualization Tool: March 25
  - Online tool to assist with data analysis
  - Webinar training for RTA staff being scheduled for early April
- Final Report: By Early April



# On-Board Survey

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Thank you!

Questions?