

ASUCD Unitrans Customer Survey Summary Fall 2017



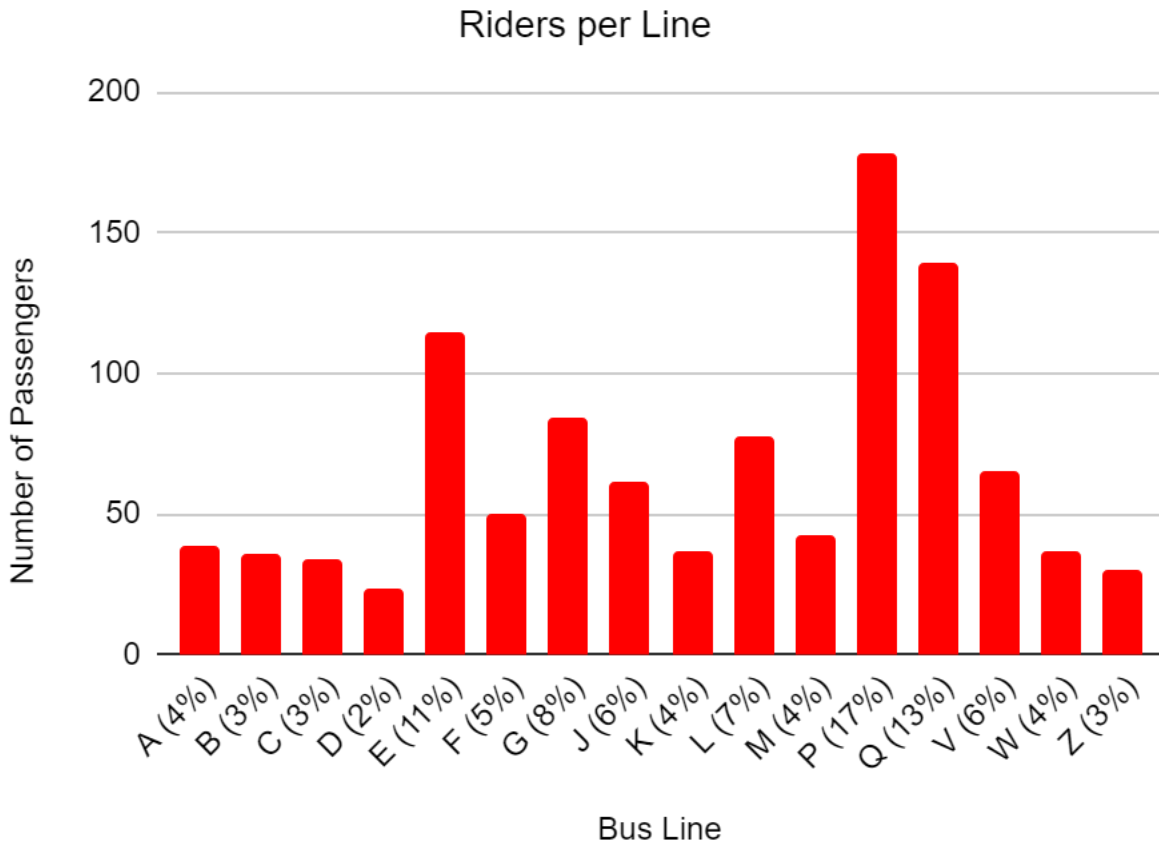
Prepared by Unitrans Planning, July 2019

Methodology

Every three years, ASUCD Unitrans performs a systemwide customer survey. On weekdays throughout October 2017, Unitrans had employees ride buses and offer a survey to each customer. Surveyors distributed surveys on all weekday lines throughout the day in order to obtain a large and diverse data set to accurately represent our customers. Customers were asked to return the surveys to the surveying staff before departing the bus. Customers could also return the survey in person or via email. Unitrans collected a total of 1,050 surveys, ensuring a statistically significant data set. Unitrans is 95% confident that the results gathered from these surveys are within +/- 3% accuracy. Once the physical completed surveys were obtained, staff manually entered the data into a Microsoft Excel spreadsheet and analyzed the data. The following report summarizes the data that we received.

For more information on the survey, contact Unitrans' Planning Manager at planning@unitrans.ucdavis.edu.

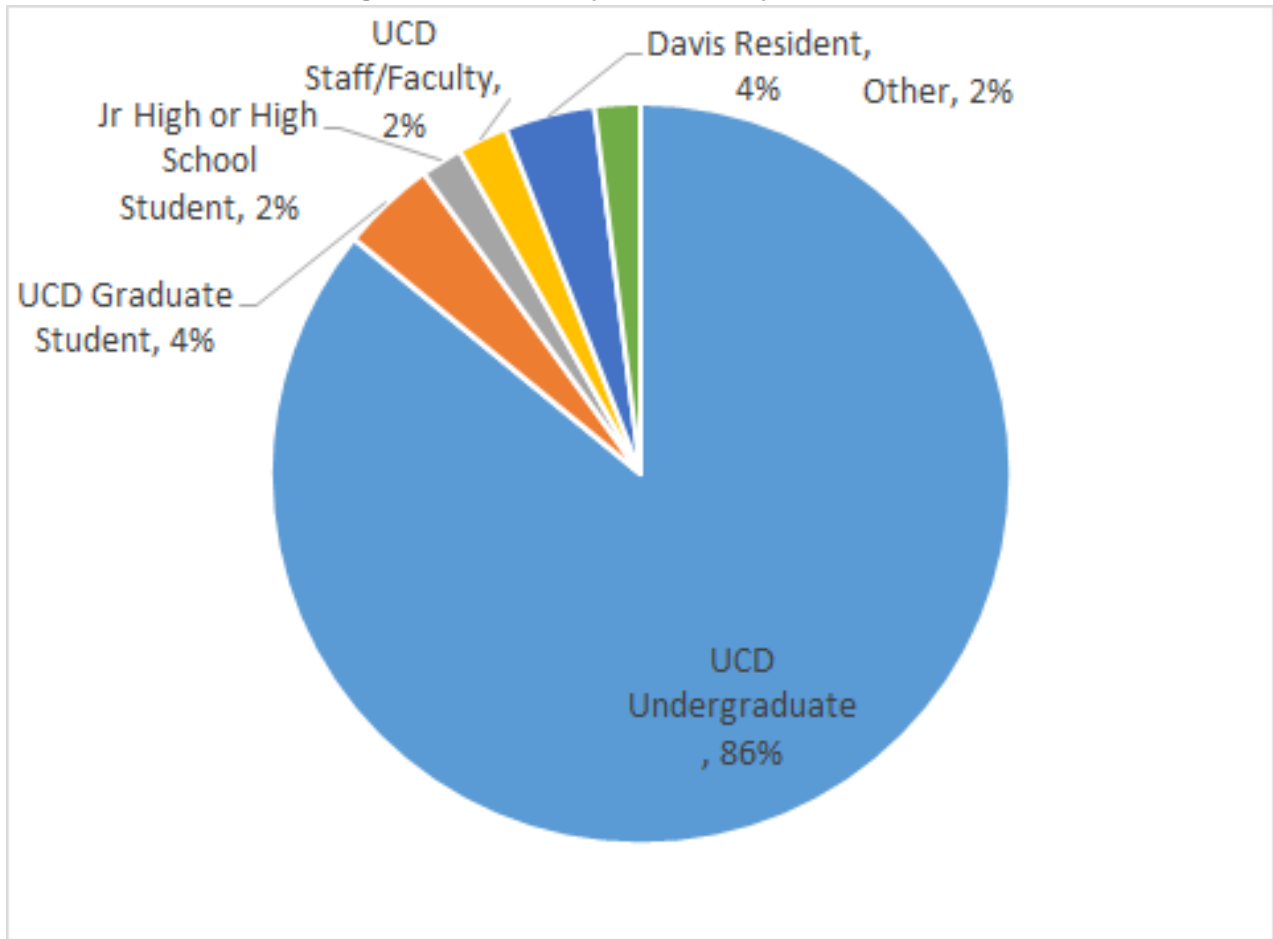
Q1: What line did you ride on this trip?



Among the 1,048 responses to this question, the P and Q line received the largest number of survey responses at 30% of the total sample. Surveying staff explicitly targeted P and Q line customers for this surveying effort because of the reach and span of those two lines. The E line represents 11% of the total responses with the next highest, the G line, representing 8% of responses. All weekday lines are represented in the responses.

n=1,048

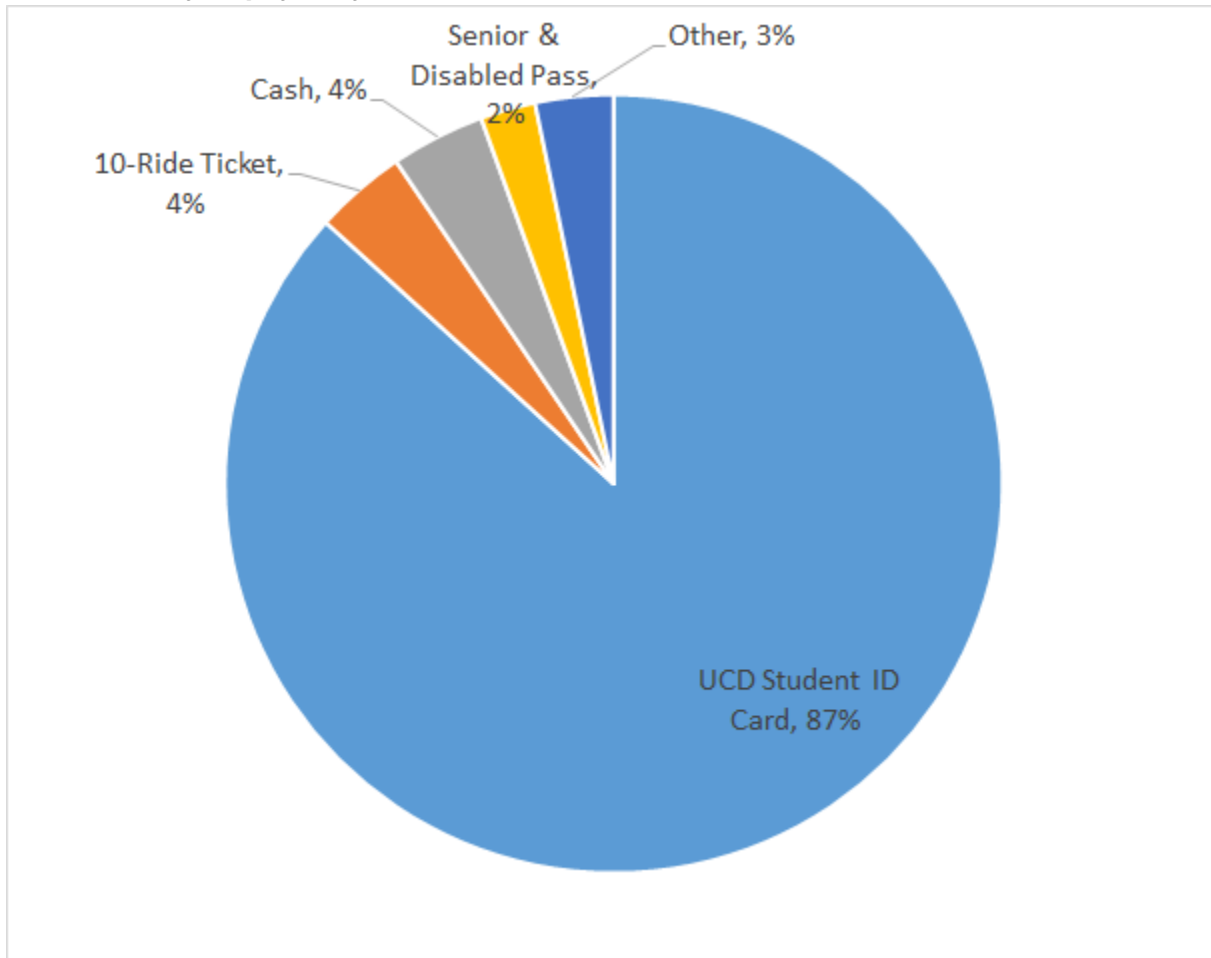
Q2: Which of the following most accurately describes you?



Eighty-six percent of respondents described themselves as UC Davis undergraduate students. This underscores the importance of Unitrans as a transportation option for the large undergraduate population living in Davis and shows how essential Unitrans is to UC Davis undergraduates for basic transportation needs. Four percent of respondents each described themselves as UC Davis graduate students or Davis residents. Two percent each described themselves as junior high or high school students, UC Davis Staff/Faculty, or “Other”.

n=1,044

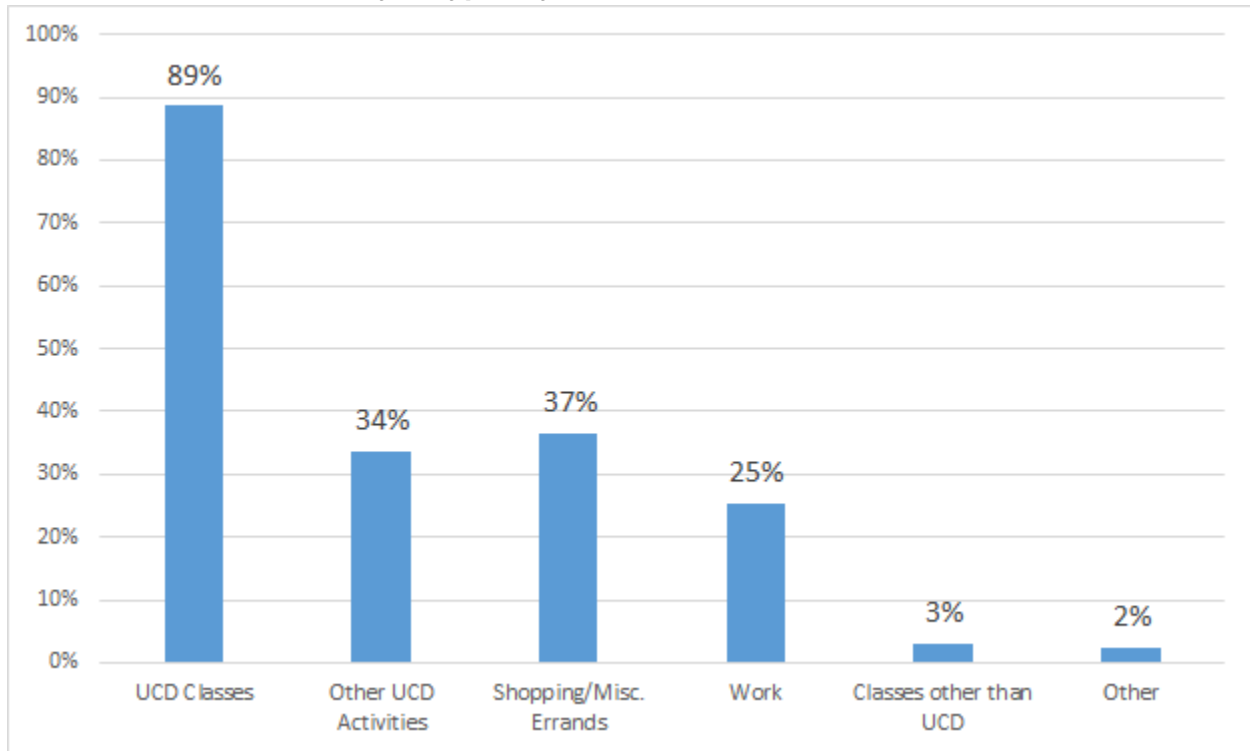
Q3: How did you pay for your ride on this bus?



Most popular fare used is UC Davis Undergraduate Student Identification Card at 87% of responses. This approximately matches the previous question where 86% of respondents reported being UC Davis undergraduate students. UC Davis undergraduate students pay a quarterly fee to Unitrans and receive unlimited, fare-free boarding in return. 10-ride tickets and people who use cash share a percentage of 4% each. Two percent of customers reported using a Unitrans senior or disabled pass. The “Other” category accounts for 3% of responses and is comprised of customers using the Unitrans annual pass, Unitrans monthly pass, Yolobus transfers/passes, and Sacramento RT transfers/passes.

n=1,047

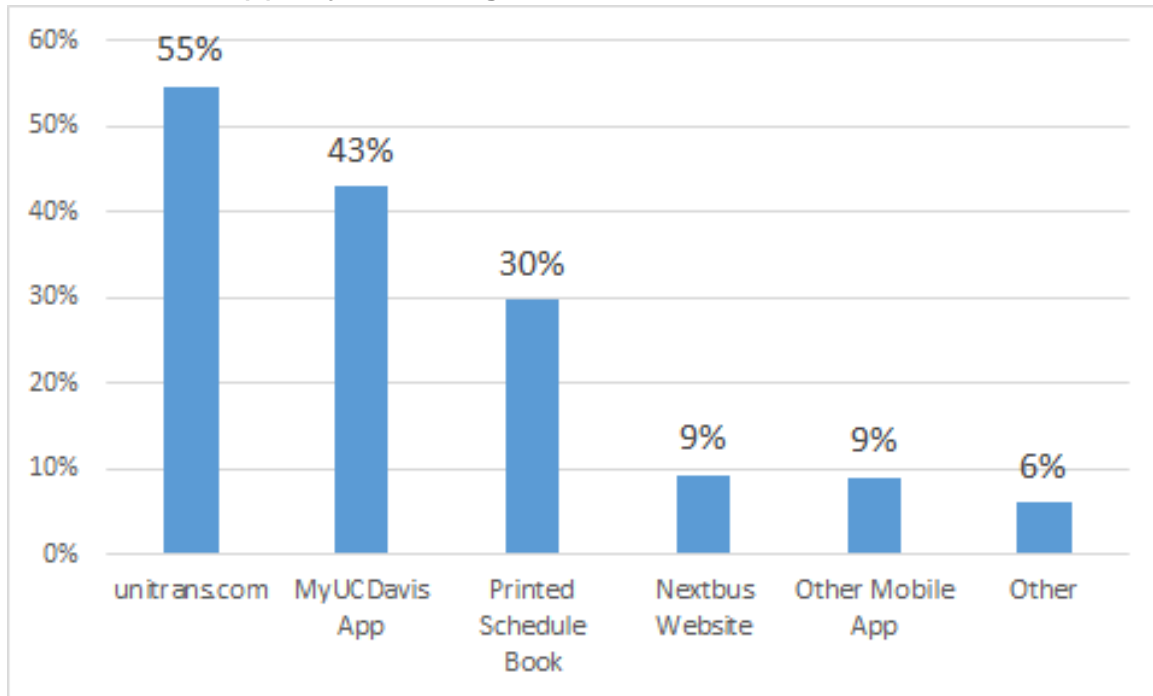
Q4: For what functions do you typically use Unitrans?



Respondents were asked to provide information on all types of trips that they use Unitrans for transportation. Multiple responses were allowed for this question. Over 900 respondents said that they use Unitrans to access UC Davis classes or 89% of respondents. The next highest response was for “Shopping/Misc. Errands” with 384 responses or 37% of respondents. “Other UC Davis activities” received 354 responses or 34% of responses and 267 of responses or 25% reported using Unitrans to get to work. Twenty six respondents or 2% stated that they use the bus for “Other” reasons, primarily to access medical services.

n=1,043

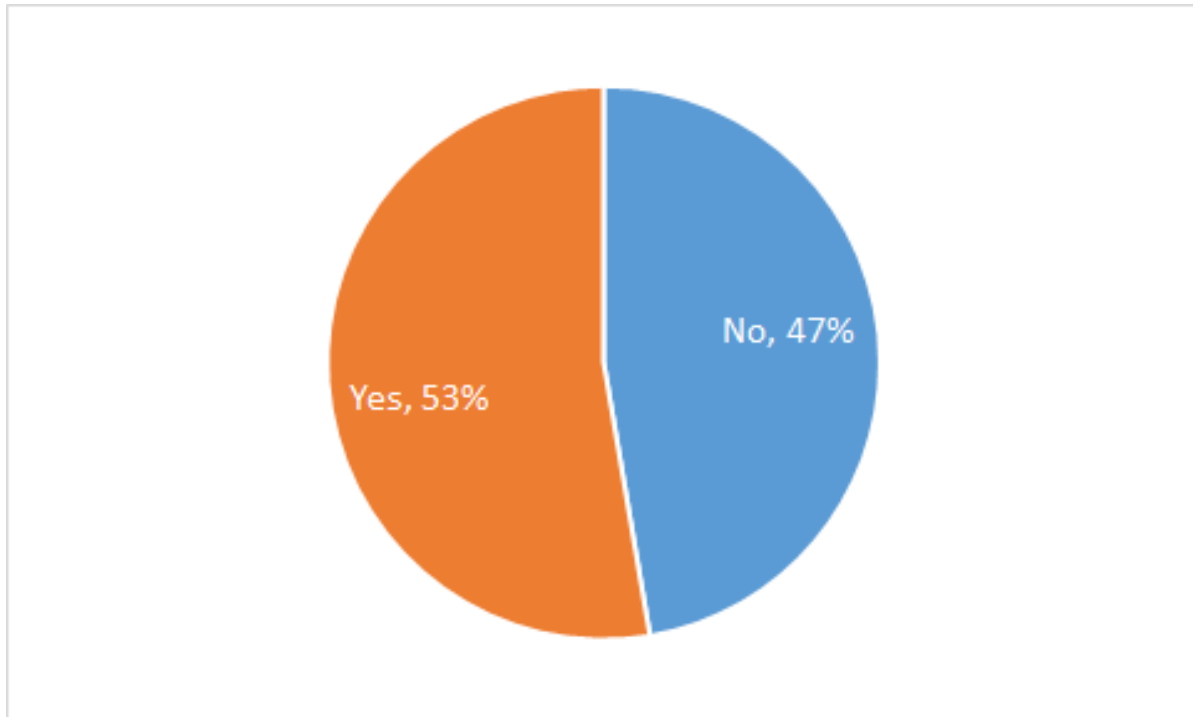
Q5: What source(s) do you use to get Unitrans information?



Customers were asked to mark all information types they use for Unitrans information (multiple responses allowed). The most popular response was using the Unitrans website (unitrans.ucdavis.edu or unitrans.com) with almost 600 responses or 55% of total respondents. The next most popular method to access Unitrans information was via the MyUCDavis app which 43% of respondents reported using. Thirty percent of total respondents reported using the Unitrans printed bus schedule. Six percent of respondents stated using an “Other” type of information, primarily Google Maps. Interestingly, less than 0.5% reported using Unitrans’ facebook page for information. Facebook usage may have grown since 2017 when this survey took place as marketing staff has concentrated on providing better customer information and updates on social media.

n=1,034

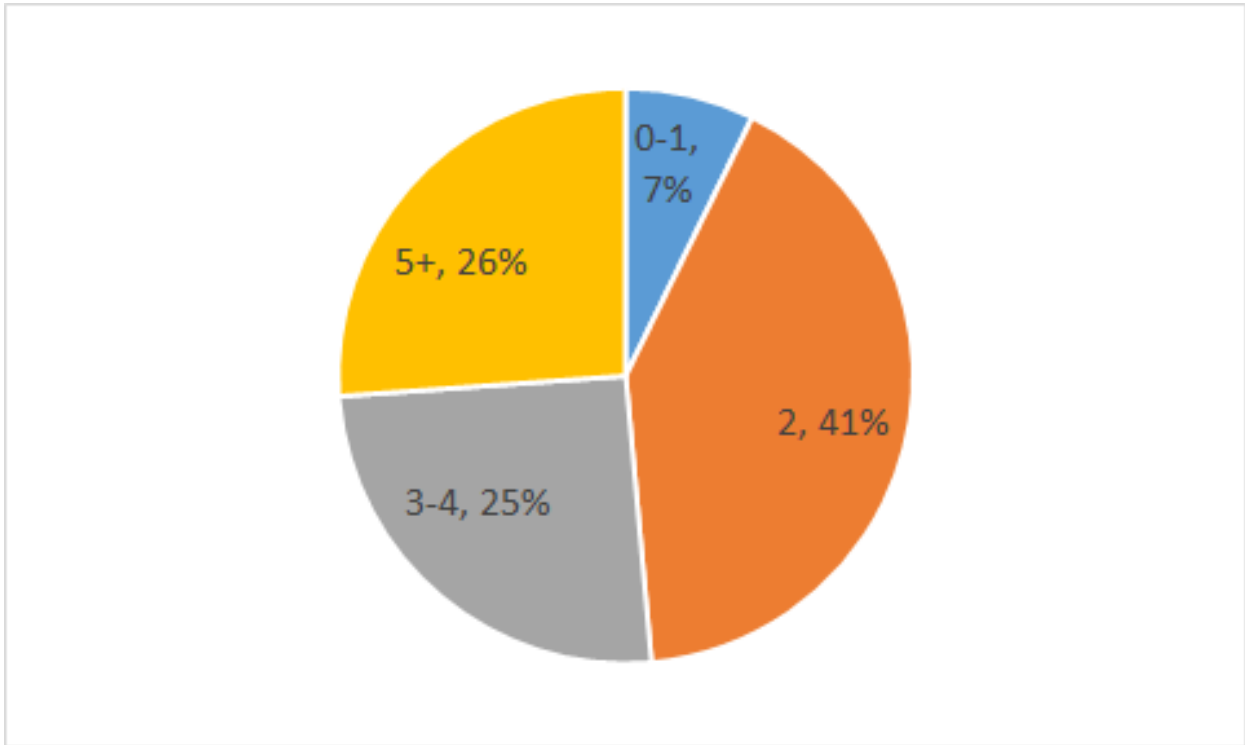
Q6: At your primary household, do you have regular access to an automobile, truck, or van?



With 1,029 respondents, 53% of customers reported having access to a vehicle at their household while 47% of the respondents stated that they did not have any access to a vehicle. This question generally aims to quantify how dependent customers are on transit service. This suggests that about half of our customers are dependent on Unitrans for at least some of their daily or weekly trips.

n=1,029

Q7: On average, how many one-way trips do you make per weekday?



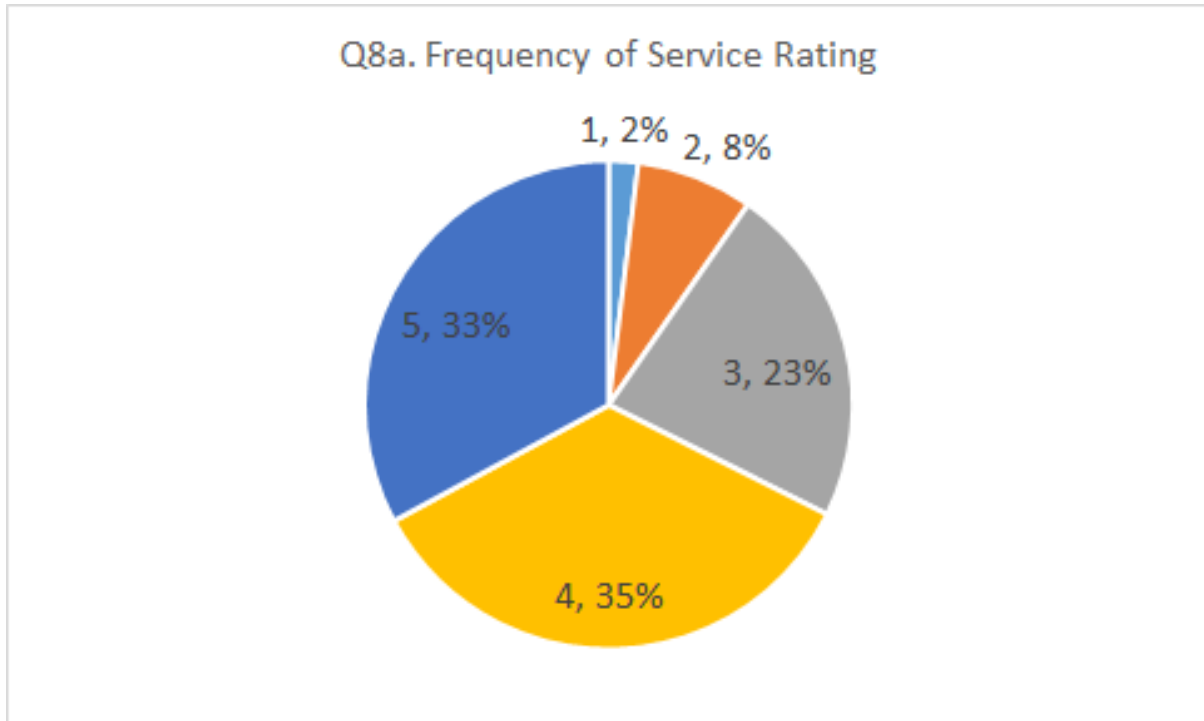
Customers were asked to report how many one-way trips they take on an average weekday. Forty-one percent of respondents reported taking two trips per weekday or one round trip, the largest single response. Twenty-five percent reported taking 3-4 one-way trips per weekday and surprisingly to staff, 26% reported using the bus for five or more trips per weekday. This means that over a quarter of customers are taking two or more roundtrips on Unitrans per weekday or that this question may not have been understandable to a large portion of survey takers.

n=980

Q8: Customer Satisfaction Ratings

For the following questions, customers were asked to rate Unitrans service on nine different service categories. Customers were asked to rate each category from 1 to 5 with 1 representing “Poor” and 5 representing “Excellent”.

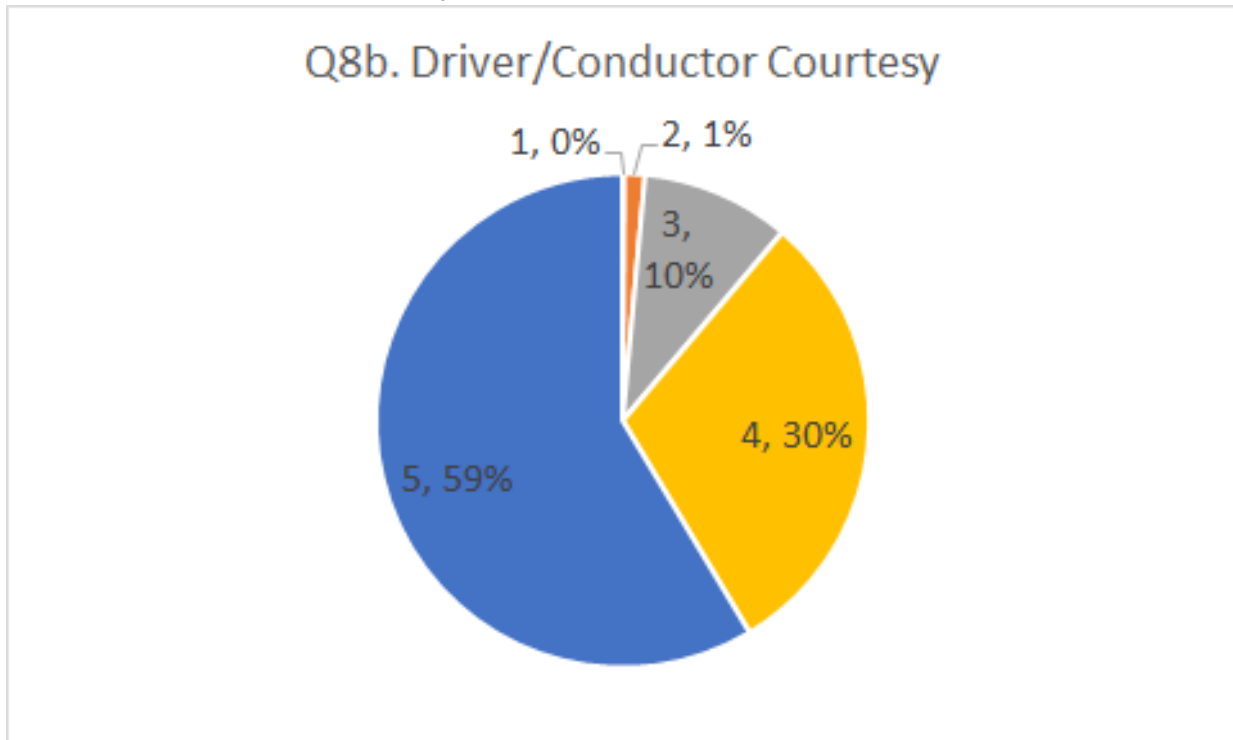
Q8a. Frequency of Service



Unitrans runs each line at least two times an hour and has high traffic lines run four times an hour during peak hours. As such, it is not surprising to see that most passengers are satisfied with the frequency of bus service. Ninety percent of customers responded a 3 or higher in our poll with over two-thirds rating frequency a 4 or 5. This indicates that our passengers are satisfied with our frequent service. Only 10% of passengers are not satisfied with our frequency and rated frequency with as a 1. However, given our recent increased in funding from undergraduate tuition, Unitrans hopes to increase midday frequency and push the satisfaction rate higher.

n=1,034

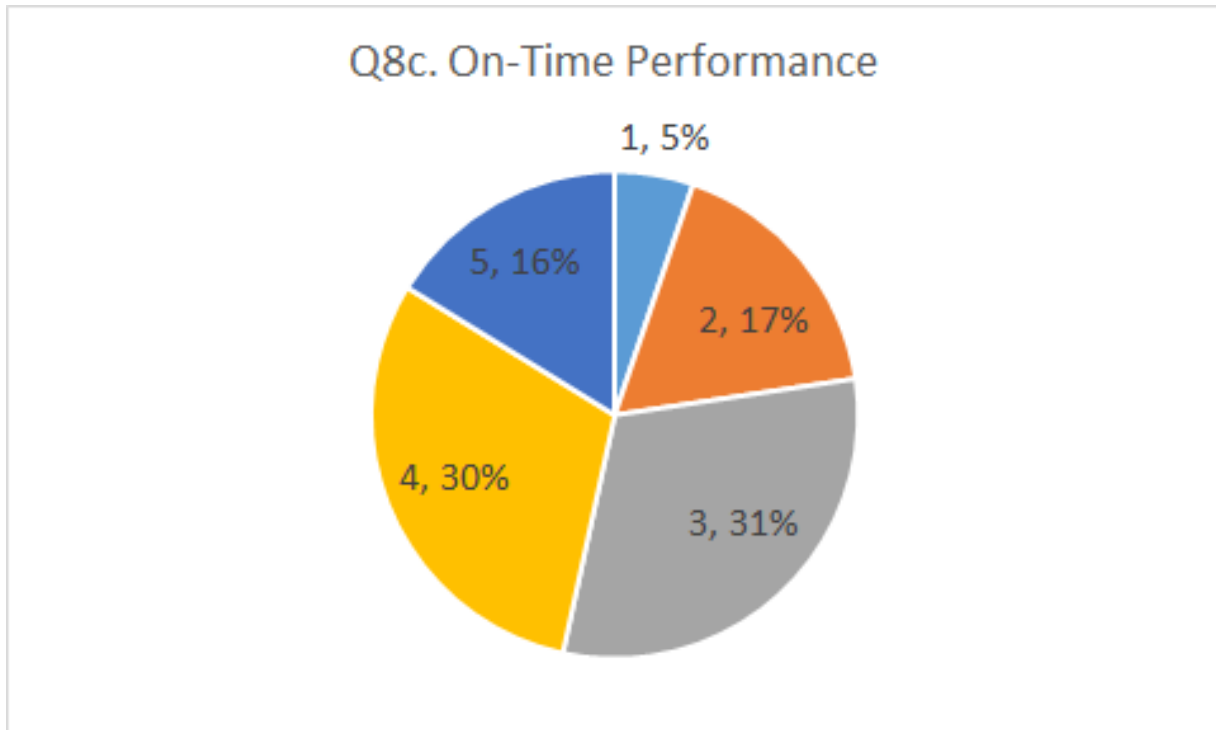
Q8b. Driver/Conductor Courtesy



Almost 90% of respondents gave driver/conductor courtesy a 4 or 5, indicating that drivers and conductors are providing very high level of customer service and courtesy. Over half of riders surveys (58%) gave Unitrans driver/conductor courtesy a perfect score of 5 and less than 1% rated courtesy as a 1 or 2. From this, it can be seen that interactions with drivers and conductors on the bus is almost always a positive experience. **This is the highest performing category on the entire survey.**

n=1,036

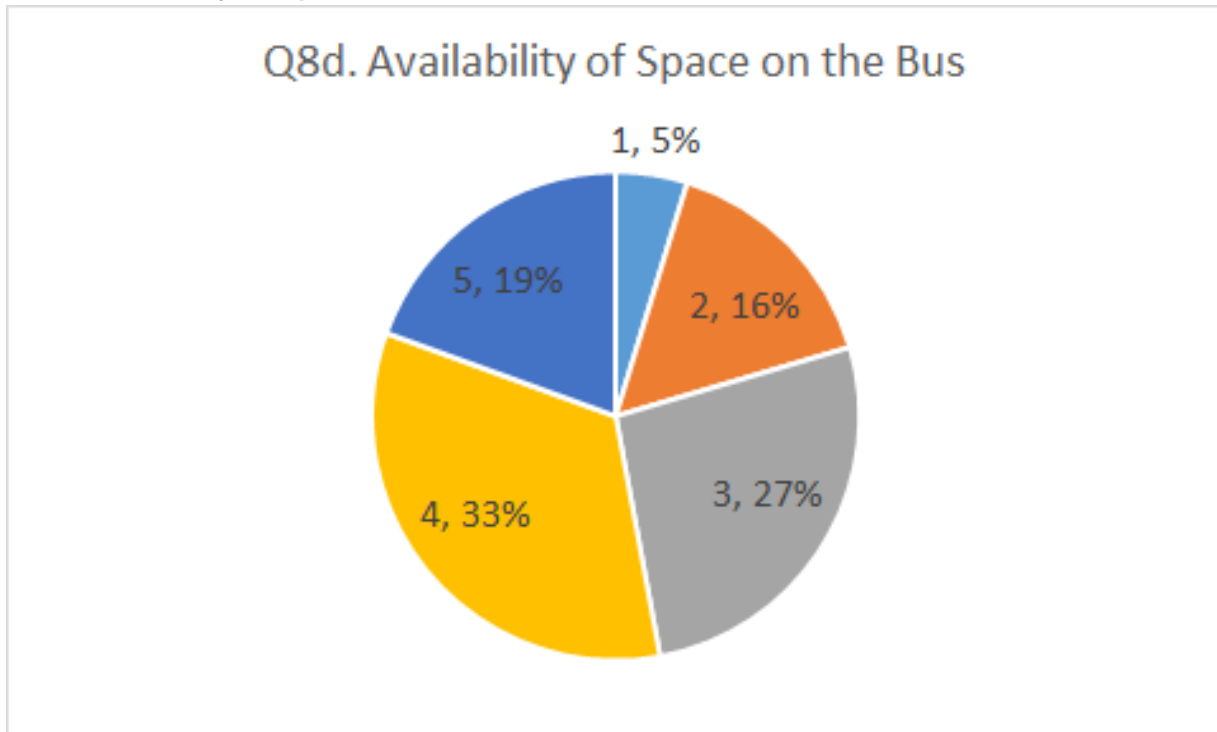
Q8c. On-Time Performance



Unitrans received its lowest customer ratings for on-time performance. Forty-six percent of passengers surveyed gave Unitrans service a 4 or 5 on our on time performance. However, 23% of passengers surveyed were not satisfied with Unitrans's on time performance and rated this metric with a 1 or 2. On-time performance has been declining over the years as traffic congestion and passenger loads have increased. Like those who are unsatisfied with service frequency, our recent increase in funds will hopefully increase overall satisfaction regarding on time performance as more tripper buses may be introduced in the coming year.

n=1,035

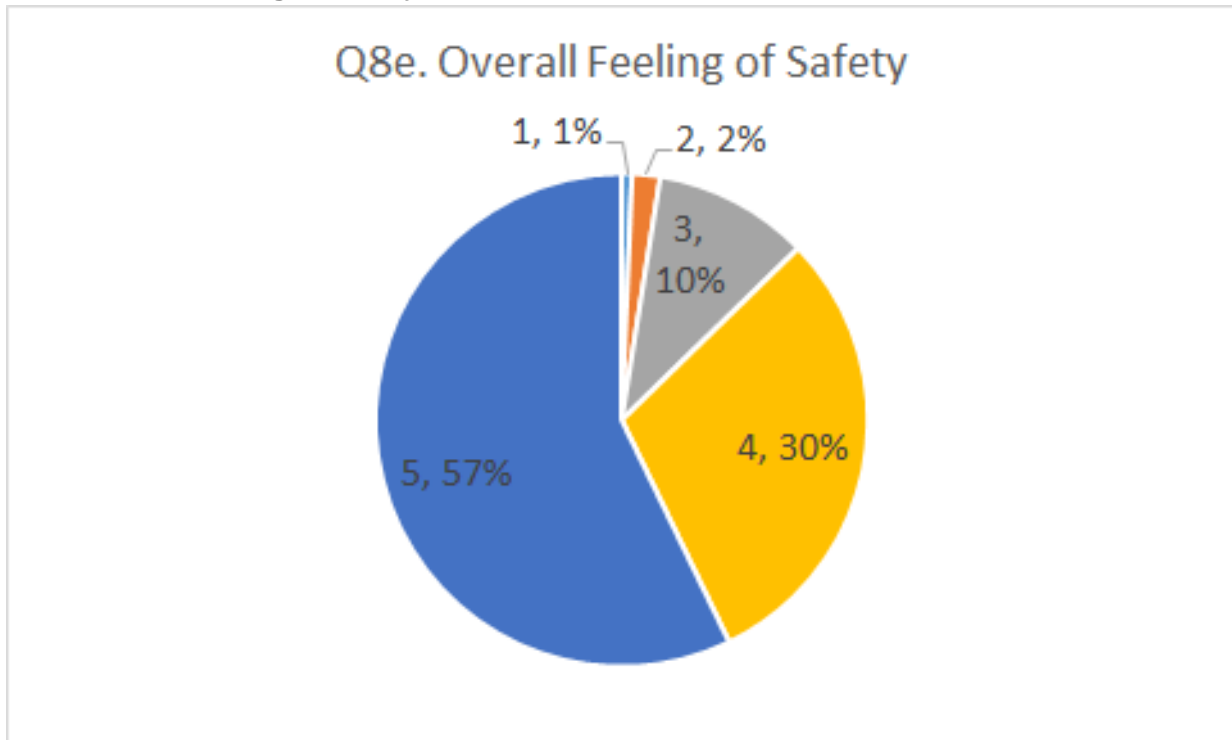
Q8d. Availability of Space on Bus



Customer ratings for availability of space on the bus looks similar to the previous graph for on-time performance and can be examined in a similar light. Unitrans routinely has buses that are at “crush loads” coming to campus in the morning and departing campus in the afternoons. Overcrowding makes traveling by bus less comfortable and also exasperates on-time performance issues. A little over half of customers (53%) surveyed gave Unitrans a 4 or 5 regarding the amount of space on a bus. Twenty-one percent were unsatisfied, giving Unitrans a 1 or 2. Unitrans hopes to increase passenger comfort regarding this issue by increasing the amount of buses in service to reduce crowding.

n=1,032

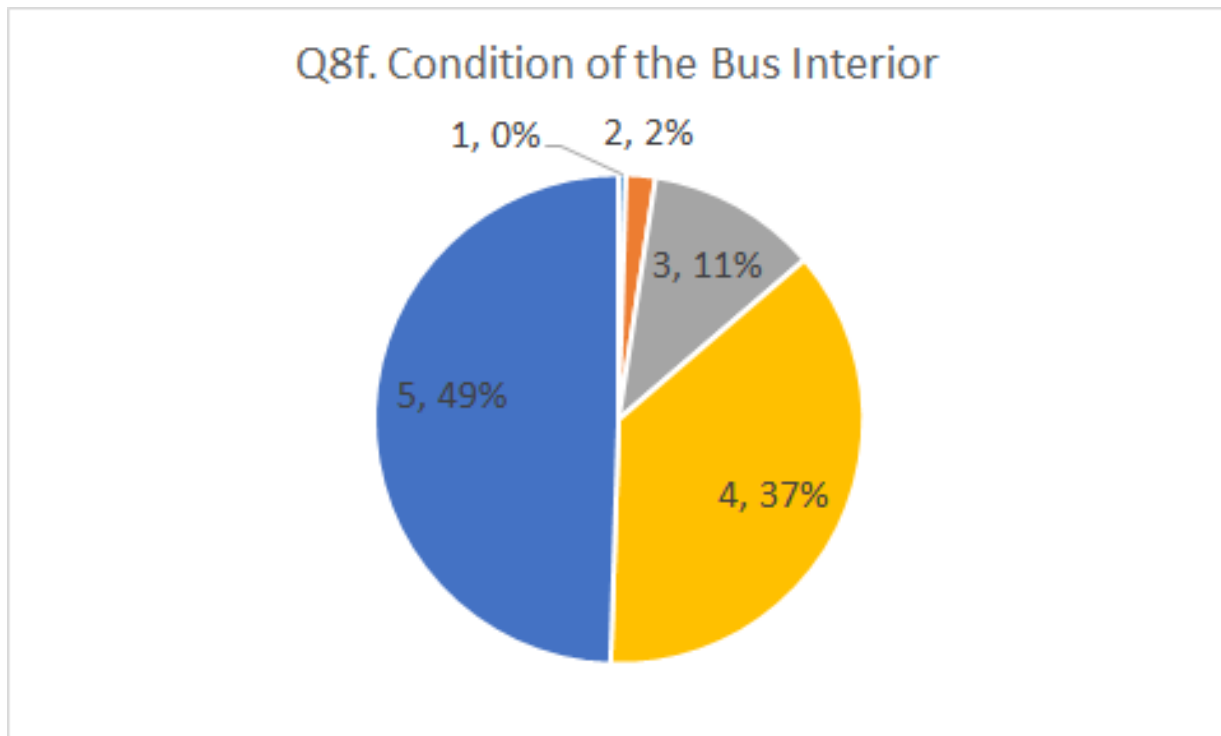
Q8e. Overall Feeling of Safety



Unitrans prides itself on providing a safe space for students and residents of Davis and is pleased to see that 87% of customers gave Unitrans a score of 4 or 5 regarding this metric. Over half (57%) of passengers gave Unitrans a perfect score of 5 regarding their feeling of safety. Only 3% gave Unitrans a score of 2 or lower.

n=1,037

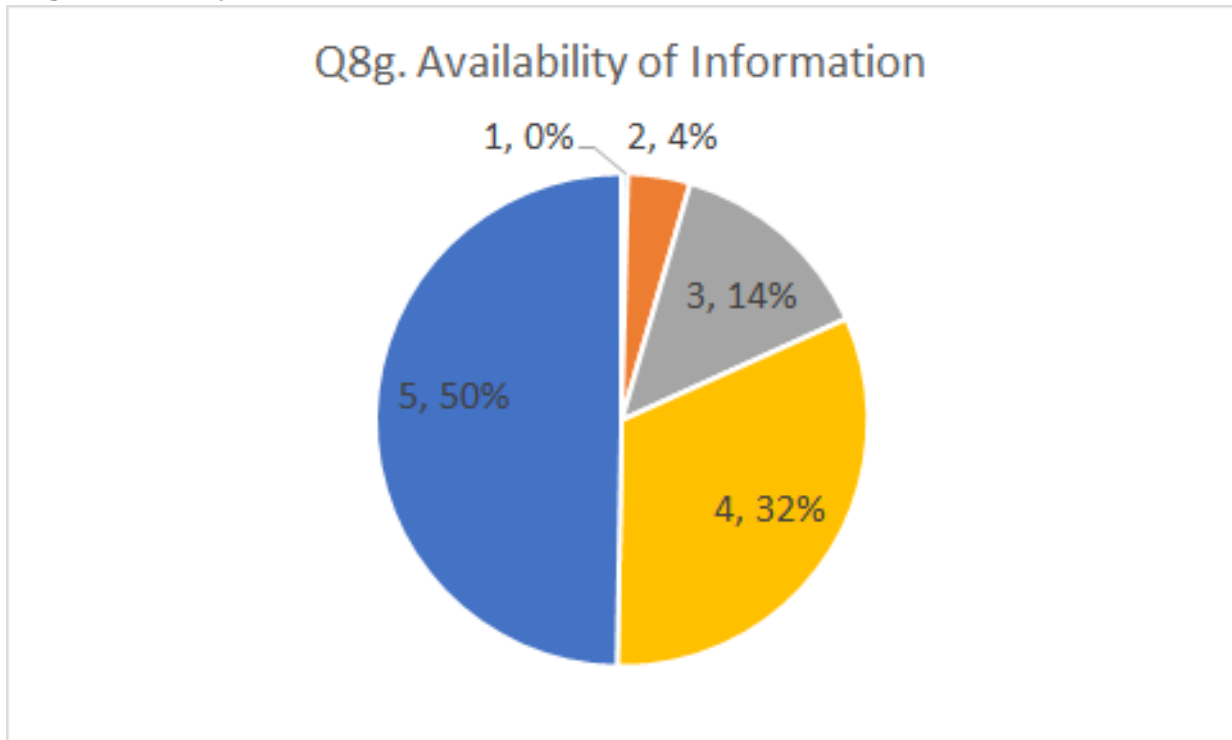
Q8f. Condition of Bus Interior



A majority of passengers (86%) were satisfied with the overall interior of the buses, rating this category 4 or 5. Only 2% of passengers were not satisfied with bus interior and rated this a 1 or 2. The high rate of satisfaction indicates that vehicles are maintained well and clean for our customers.

n=1,035

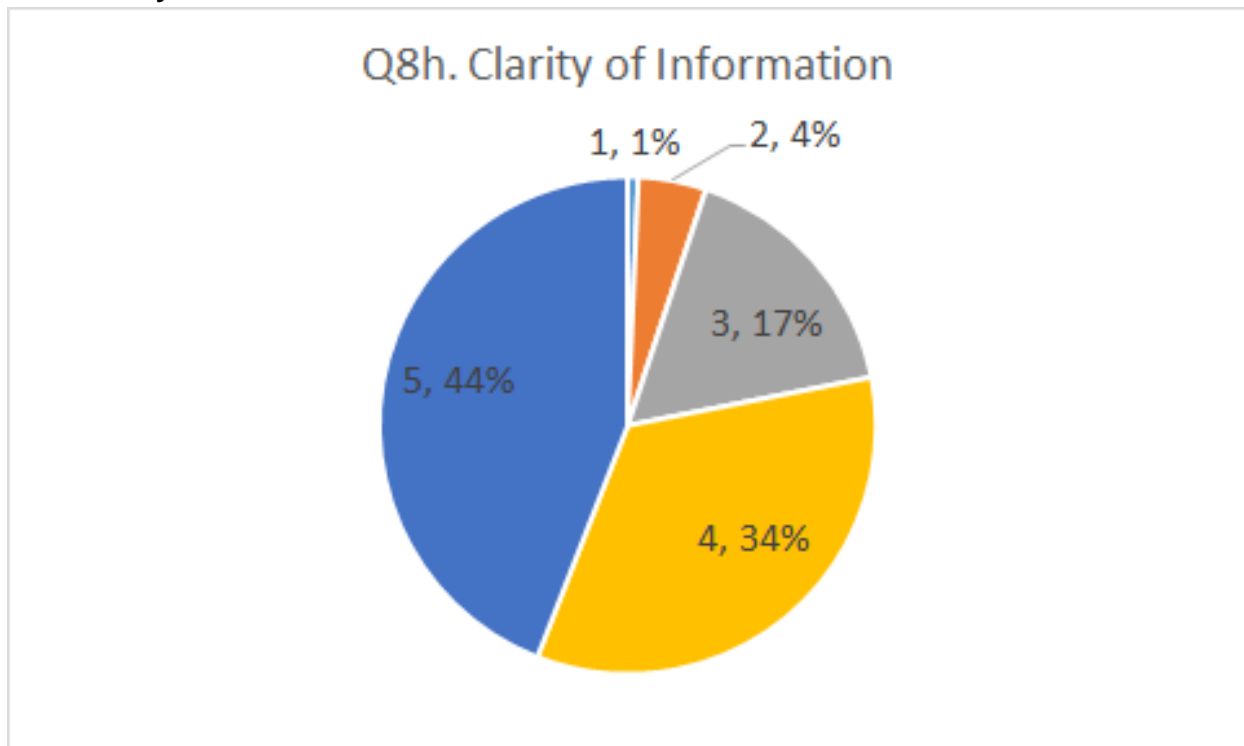
Q8g. Availability of Information



Customers have an overall high level of satisfaction with the availability of Unitrans information. Eighty two percent of customers surveyed reported a level of satisfaction of 4 or 5 in regards to Unitran's availability of information. This is most likely due to the amount of resources spent in public outreach including the ever-present Unitrans bus schedule, service change information, holiday announcements, policy postings, fare information, and other transit related items available on the bus, at the terminals, online, and on social media.

n=1,024

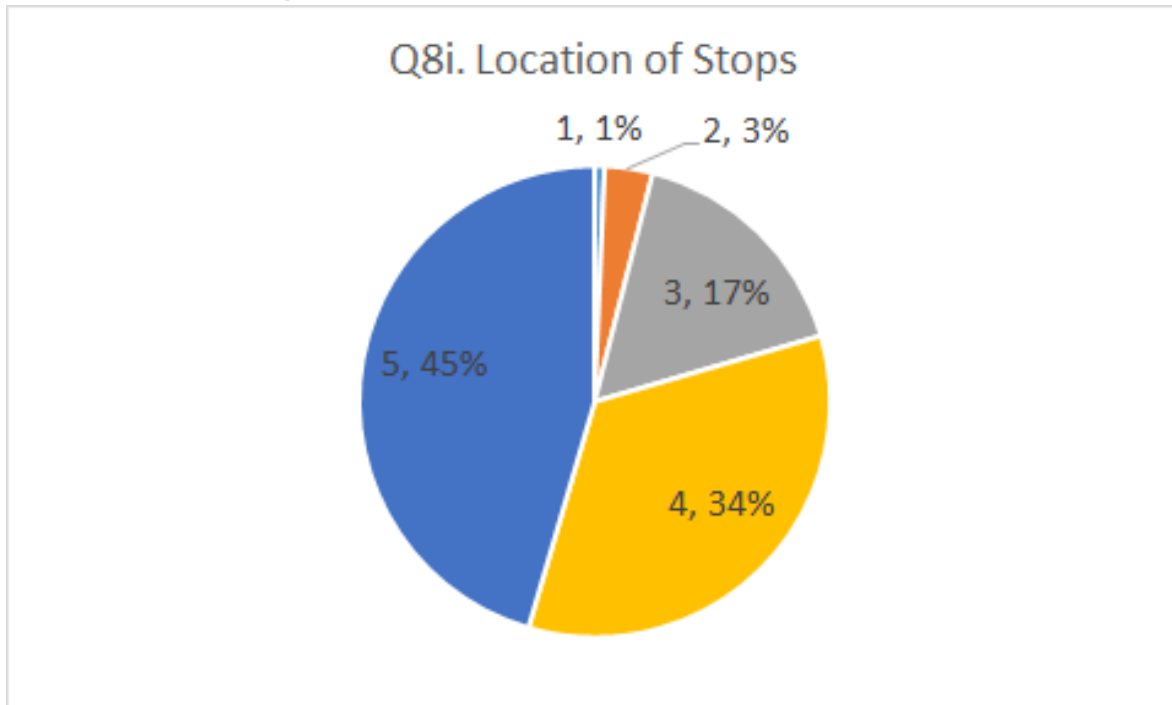
Q8h. Clarity of Information



Complementary to the availability of information, customers reported an overall high level of satisfaction in regards to the clarity of information available. Seventy-eight percent of customers gave Unitrans a score of 4 or 5 and almost half of customers (44%) gave Unitrans a perfect score of 5. Only 5% rated clarity of information as a 1 or 2.

n=1,019

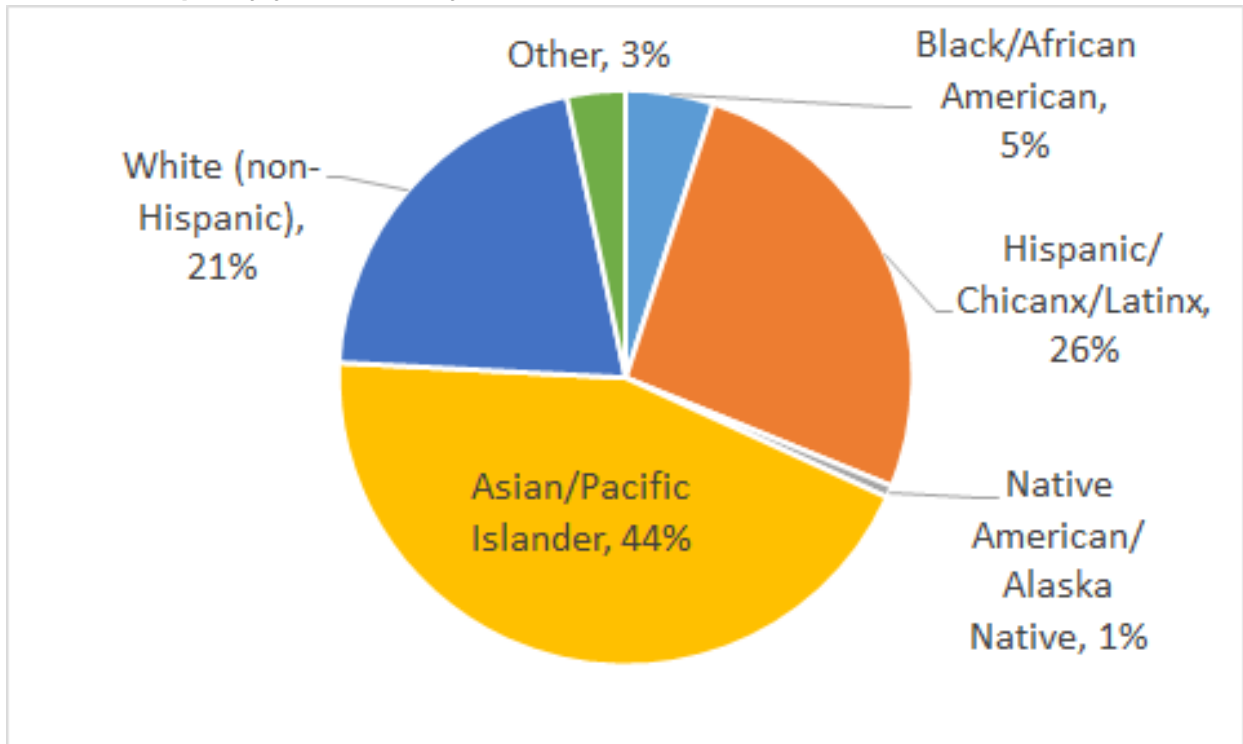
Q8i. Location of Stops



Customers also reported a high level of satisfaction regarding the location of Unitrans bus stops. Seventy-nine percent of customers reported a level of satisfaction of 4 or 5 concerning bus stop locations. Only 4% of passengers reported a low level of satisfaction at 1 or 2. Unitrans has over 200 bus stops across Davis to try to conveniently accommodate as many customers as possible. Ninety-five percent of Davis residents are within a 10 minute walk of a bus stop with 100% of undergraduate student housing populations within a five minute walk.

n=1,034

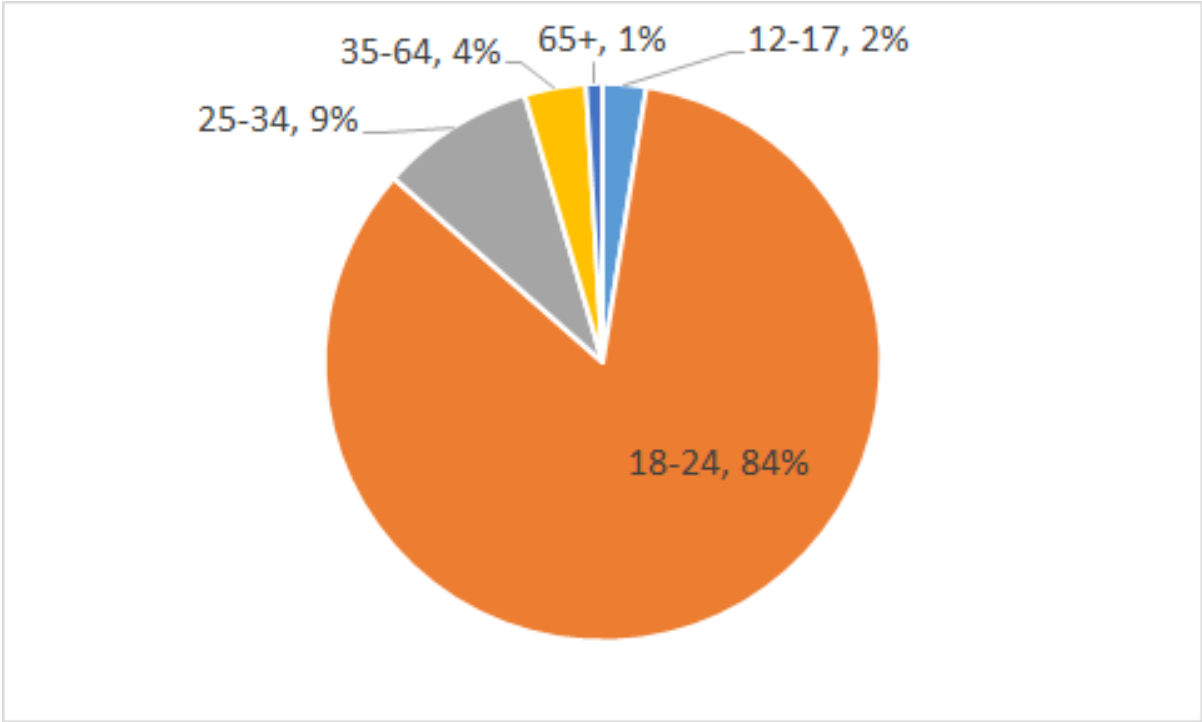
Q9: Please specify your ethnicity



The customer ethnicity specific demographic information provided approximately matches the demographics of the UC Davis undergraduate population. Forty-four percent of customers self-reported that they are Asian/Pacific Islander and 26% reported Hispanic/Chicano/Latinx. White (not-Hispanic) respondents made up 21% of customer responses. Native American/Alaska Native customers made up 1% of customers and 3% reported "Other" including Filipino, Laotian, Arab, and Spanish (Spain). Unitrans has a minority-majority customer profile, matching the UC Davis undergraduate population.

n=1,031

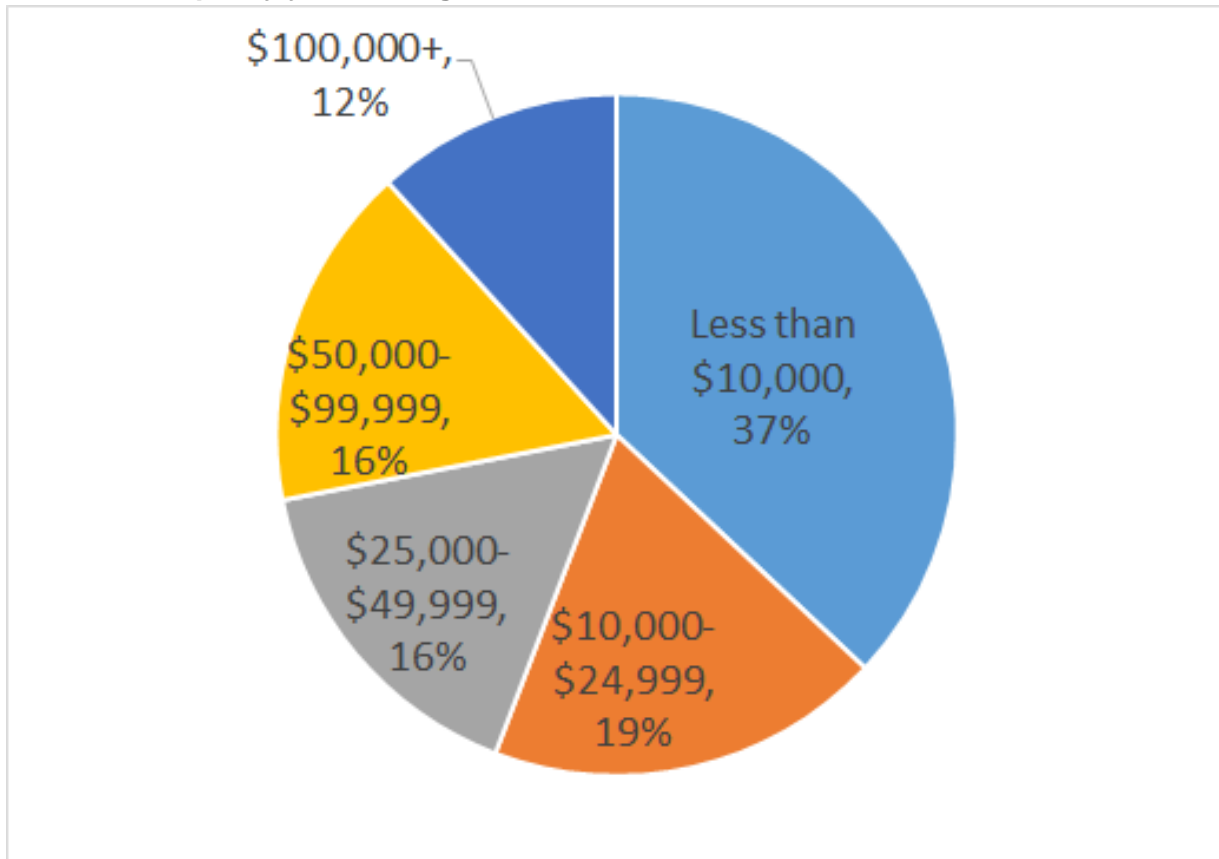
Q10: Please specify your age



Eighty-four percent of respondents reported being 18-24 years old, matching the age profile of the undergraduate population. Meanwhile, 9% of customers responded that they were 25-34 years old. Customers 35 years of age and older make up only 5% of customers.

n=1,041

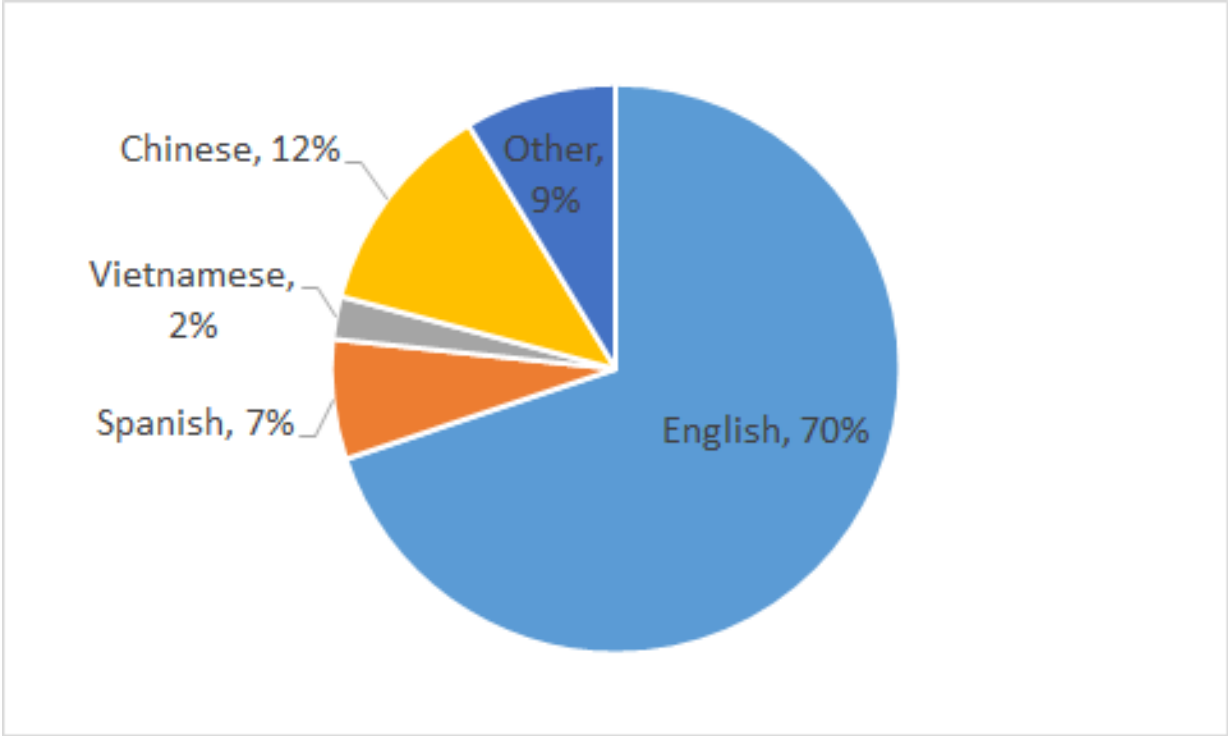
Q11: Please specify your average annual household income



Thirty-seven percent of Unitrans customers reported an annual household income of less than \$10,000. Many customers are full time students without full time employment. However, this still represents a high proportion of our customers reporting a very low income household income. The federal poverty level for a single person is approximately \$12,000. Those who reported an annual income of \$10,000 to \$24,999 make up about 19% of customers and those earning \$25,000-\$49,999 make up 16% of customers. The remaining 28% have an income of \$50,000 or more.

n=930

Q12: What is the predominant language spoken in your household?



A total of 1,029 people answered Q12, granting Unitrans the opportunity of measuring the most prevalent languages used by our customers. Most respondents (70%) specified English as the primary language spoken at home. Chinese is the primary household language of 12% of customers and Spanish for 7% of customers. Vietnamese speakers represented 2% of respondents. The “Other” category, comprised 9% of customers and mainly consisted of respondents reporting their primary household language as Korean, Arabic, Hindi, Japanese, Tagalog, and Urdu.

n=1,029