



CUSTOMER AND COMMUNITY EVALUATION SURVEY

FINAL REPORT

FY 2017



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1. Executive Summary

In Fiscal Year 2017, Long Beach Transit (LBT) retained a qualified market research consultant to assess current awareness of, and attitudes regarding, LBT among both customers and community members in order to identify perceived strengths and areas of opportunity of the transit service it provides. The survey effort collected responses from customers and community members residing throughout the service area. The results provided valuable insights that can be used to shape planning decisions and route design in the future.

Customer Survey

The FY 2017 Customer Evaluation of LBT consisted of a customer survey at nine designated bus stops and onboard the Passport route service via intercept methodology. The customer survey yielded 446 responses, ensuring a statistical accuracy of 95 percent with a margin of error of ± 5 percent.

Key findings from the FY 2017 Customer Survey:

- LBT was held in high esteem based on overall ratings. Ninety-three percent of customers rated LBT service as either *good* or *excellent*.
- The most preferred service improvement for customers was *increased service frequency*.
- *Information at bus stops* was the lowest-rated service attribute, with nearly 17 percent rating it as *poor* or *very poor*.
- The most cited reason for using LBT was for personal business (36.5 percent).
- Nearly 35 percent of customers mentioned using LBT more than six years.
- Nearly 50 percent of customers paid for the one-way trip with cash.
- Two-thirds of customers classified themselves as between the ages of 18 and 44.
- Three in four customers identified as either employed or a student.
- Nearly 50 percent of customers identified themselves as Hispanic/Latino.

Community Survey

The FY 2017 community survey was conducted via dual methodology (intercept and online) in fall 2016. More than 95 percent of the survey sample was collected via intercept at locations including: California State University, Long Beach; Department of Motor Vehicles (Willow St.); Bixby Knolls Car Wash; Lakewood Center Mall; VA Long Beach Medical Center; and the Long Beach City College Pacific Coast Campus and Liberal Arts Campus. Data collection resulted in 403 valid responses, exceeding the sample target.

Key findings include:

- Nearly 92 percent rated LBT services as *excellent* or *good*.
- Bus operator safety received a 99-percent favorable rating.
- *Condition of bus stops* was the lowest-rated service attribute, with more than 18 percent citing it as *poor* or *very poor*.

- Potential service changes which could positively impact ridership are increased service frequency and expanded service to include new/unserved destinations.
- Eleven percent of respondents reported they would not ride the bus under any circumstance.
- Nearly 91 percent of those respondents who had visited the LBT website rated it as *excellent or good*.

Chapter 2 of this report provides analysis of the Customer Survey, while Chapter 3 includes the Customer Survey instrument and Chapter 4 includes Customer Survey simple frequencies. Chapter 5 provides analysis of the Community Survey, while Chapter 6 includes the Community Survey instrument and Chapter 7 includes Community Survey simple frequencies.



2. Customer Survey Findings

Long Beach Transit (LBT) retained a qualified market research consultant to assess current customer awareness of and attitudes regarding LBT in order to identify perceived strengths and areas of opportunity of the transit service it provides. The survey effort collected responses from customers throughout the LBT service area. The results provide valuable insights that can be used to shape planning decisions and route design in the future.

Survey Instrument Design

Moore & Associates worked with LBT staff to ensure that the survey instrument captured all information needed to support planning and marketing decisions. Questions were used to assess awareness of service offerings, perceptions of service attributes, travel patterns, and customer demographics.

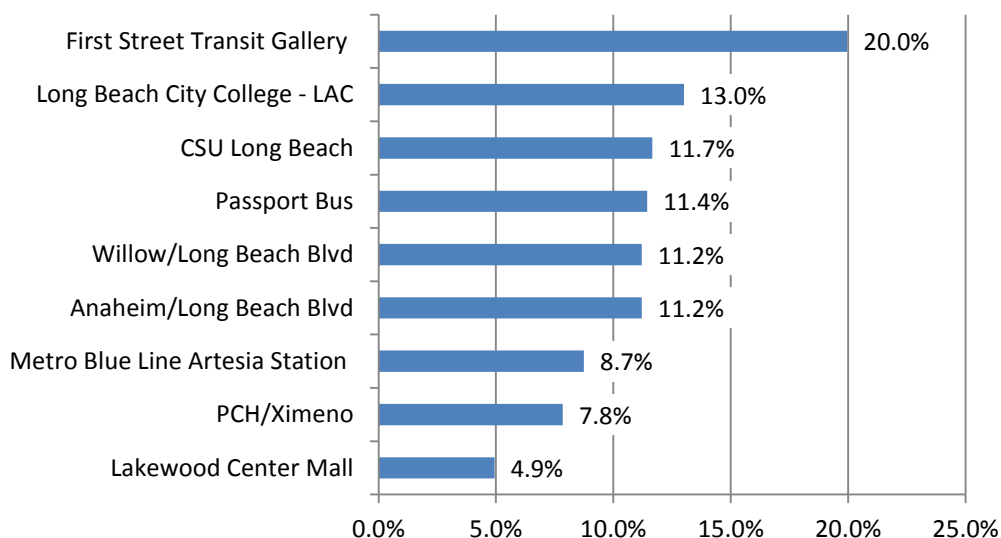
Data Collection

LBT's Fiscal Year 2017 Customer Evaluation consisted of a customer survey at nine designated bus stops (two of which were college campuses) and onboard the complimentary Passport route service via intercept methodology. Surveyors were identified by a reflective vest and an identification badge. Intercept surveys were conducted with 446 bus customers at nine different locations throughout the LBT service area from August 30 to September 14, 2016. Surveys were conducted between the hours of 6 a.m. and 6 p.m. (while school was in session) in order to capture an accurate representation of LBT's weekday ridership. The majority of the interviews were completed using a paper version of the survey (provided in Chapter 3 of this report) and subsequently entered into the online database. The results from the intercept survey produced a statistically valid sample at the 95-percent confidence level with a margin of error of ± 5 percent.

The single greatest number of surveys was completed at 1st Street Transit Gallery. Both college campuses (Long Beach City College and CSU Long Beach) together represent nearly a quarter of total survey participants. Below is a listing of bus stops surveyed (as stipulated by LBT), listed in hierarchical order based on the number of respondents at each stop. Per direction from LBT, no more than 50 surveys were collected at any single stop, with the exception of the 1st Street Transit Gallery.

1. 1st Street Transit Gallery (Ocean Boulevard)
2. Long Beach City College
3. CSU Long Beach
4. Onboard the Passport route
5. Willow Street/Long Beach Boulevard
6. Anaheim Street/Long Beach Boulevard
7. Metro Blue Line Artesia Station
8. Pacific Coast Highway/Ximeno Avenue
9. Lakewood Center Mall

Exhibit 2.1 Distribution of Surveys by Stop



Data Processing

All survey data was entered into Microsoft Excel using trained data entry personnel. Moore & Associates was responsible for the data entry process, reviewing data entry work on a daily basis while also conducting spot-checks throughout each day.

Data cleaning was then undertaken by trained personnel. This process resolved variations in data formatting such as identical responses being entered as different (i.e., “Los Angeles” and “Downtown Los Angeles” were rationalized to provide a single response). The cleaned data was then imported into a Statistical Package for the Social Sciences (SPSS) platform for further analysis.

Key Findings

Based on commonalities in response data, certain conclusions were drawn regarding survey participant attitudes, awareness, travel behavior, and participant demographics.

Based on survey responses, the profile customer is male, Hispanic, and between the ages of 18 and 24. He is employed and reports a total annual household income of \$15,000 or less.

Key findings from the FY 2017 Customer Survey:

- LBT is held in high esteem based on overall ratings. Ninety-three percent of customers rated LBT service as either *good* or *excellent*.
- The most preferred service improvement for customers was *increased service frequency*.
- *Information at bus stops* was the lowest-rated service attribute, with nearly 17 percent rating it as *poor* or *very poor*.
- The most cited reason for using LBT was for *personal business* (36.5 percent).
- Nearly 35 percent of customers reported using LBT more than six years.

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- Nearly 46 percent of customers paid for the one-way trip with cash.

Analysis of individual survey questions follows.

Ninety-three percent of survey participants rated the service as either *excellent* or *good* (as indicated in Exhibit 2.2). This is a decrease from the 95-percent satisfaction rating observed in the FY 2016 survey.

(Note: In FY 2015, the First Street Transit Gallery was undergoing renovations, resulting in the relocation of bus stops during the construction period. As a result, some overall and attribute ratings for FY 2015 are lower than average due to the disruption caused by the construction.)

Exhibit 2.2 Overall rating

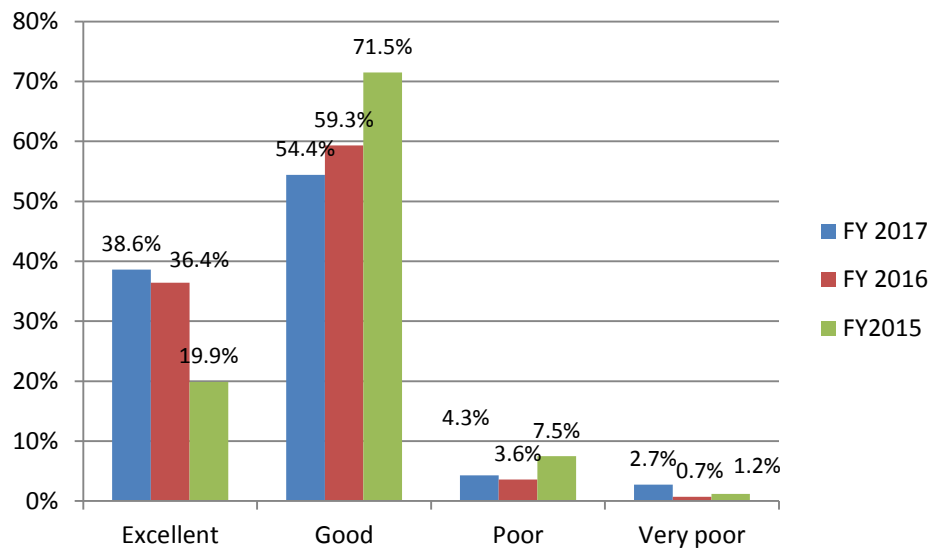
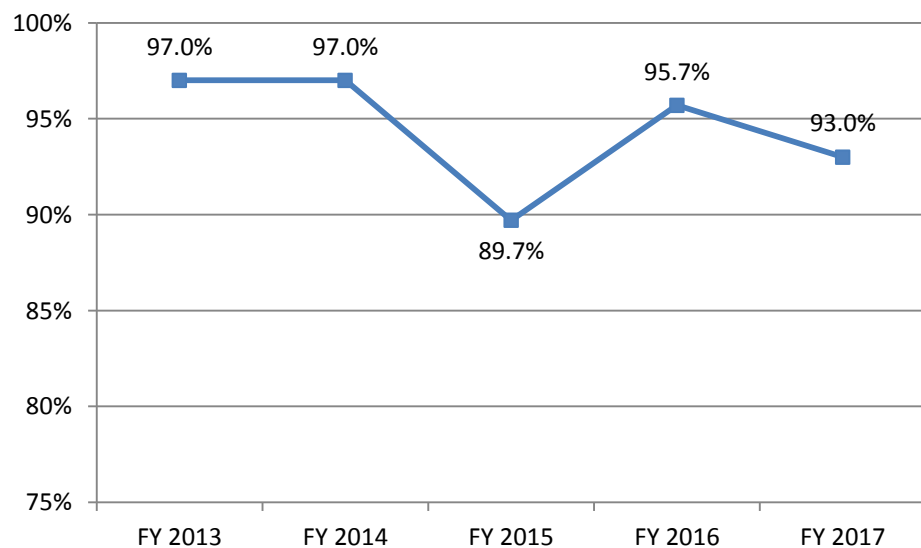


Exhibit 2.2.a Overall rating trend



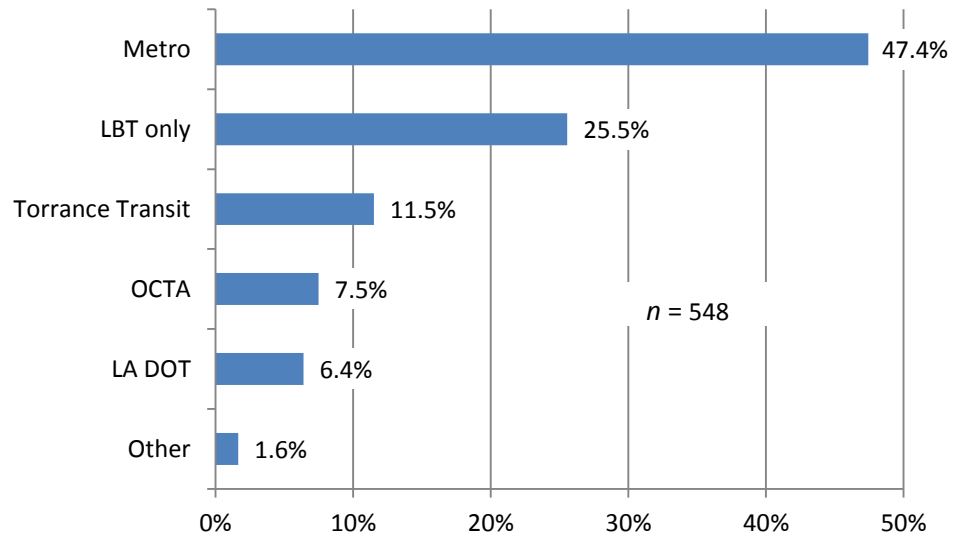
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Slightly more than 47 percent of LBT customers indicated also riding Metro, while 25.6 percent indicated only riding LBT.

Exhibit 2.3 Customer usage of other transit systems



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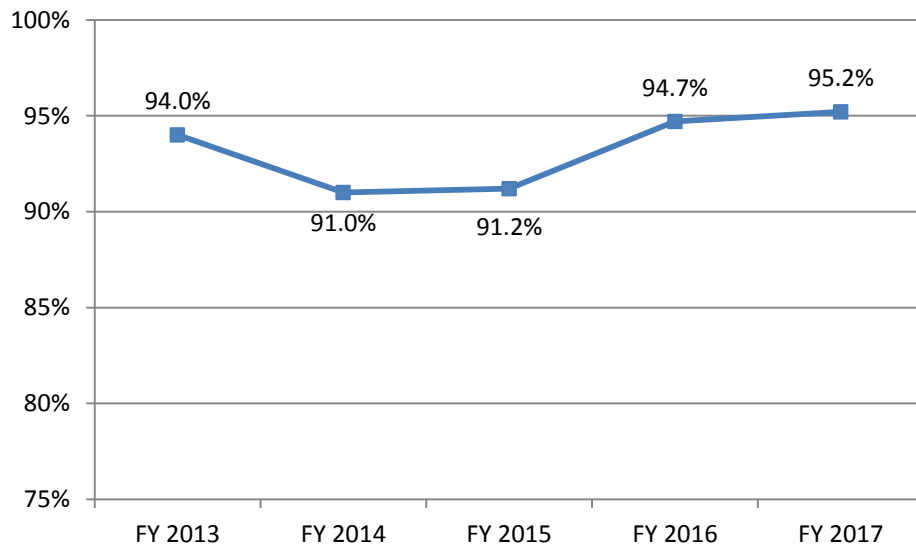
Survey participants were asked to rate specific attributes of LBT's service, and in FY 2017 all attributes but three received scores lower than in FY 2016. *Bus cleanliness* increased by 2.7 percentage points, the largest increase of any attribute. *Service frequency* experienced the largest decrease, at 3.1 percent.

More than 88 percent of respondents rated each attribute as either *excellent* or *good*, with the exception of *information at bus stop*, which was rated as *good* or *excellent* by 83.4 percent of customers surveyed, down from 85.6 percent in FY 2016.

Exhibit 2.4 Percentage of attributes rated *excellent* or *good*

Attribute	FY 2017	FY 2016	FY 2015	FY 2014	FY 2013	FY 2012
Overall satisfaction	93.0	95.7	89.7	97	97	97
Bus operator courtesy	95.2	94.7	91.2	91	94	92
Safe operation of bus	97.1	97.8	89.7	96	99	98
Bus cleanliness	90.5	87.8	85.4	95	95	94
On-time performance	88.2	88.8	82.9	84	89	85
Convenience of routes	93.6	95.3	89.6	95	98	96
Reasonableness/affordability of fares	93.2	93.9	90.1	92	91	87
Service information provided to customers	91.1	91.8	85.9	92	95	95
Bus stop condition	87.6	86.4	86.3	92	91	91
Bus stop convenience	94.1	94.9	88.7	97	97	96
Bus operator appearance	97.5	97.7	91.4	98	99	99
Quality of service information (via telephone)	88.4	91.4	83.1	86	89	91
Service frequency	89.7	92.8	87	87	93	91
Information at bus stop	83.4	85.6	83.4	87	87	88

Exhibit 2.4.a Rating trend – operator courtesy



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Exhibit 2.4.b Rating trend – safe operation of bus

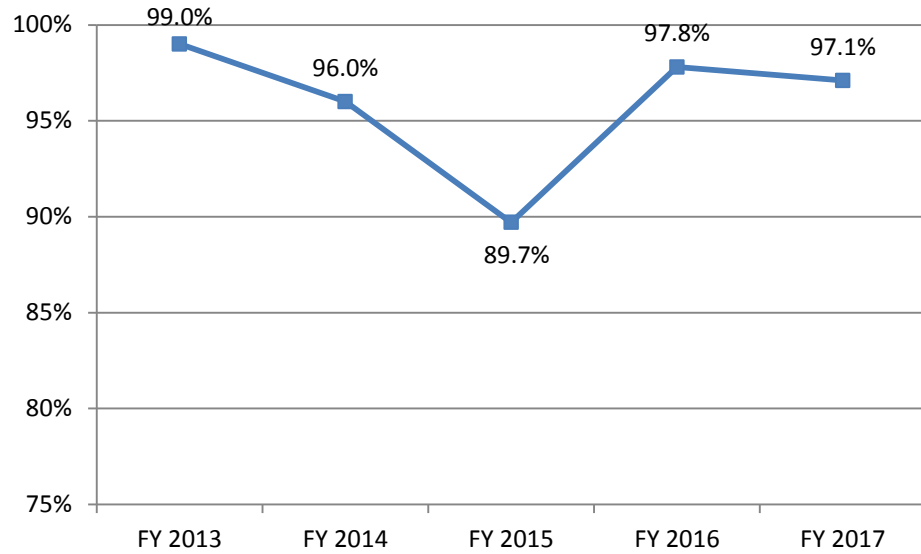
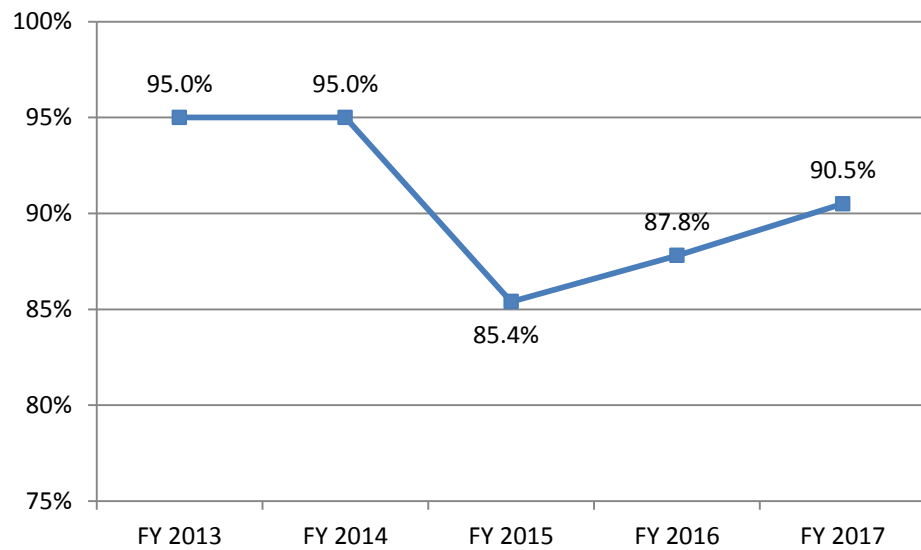


Exhibit 2.4.c Rating trend – bus cleanliness



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Exhibit 2.4.d Rating trend – on-time performance

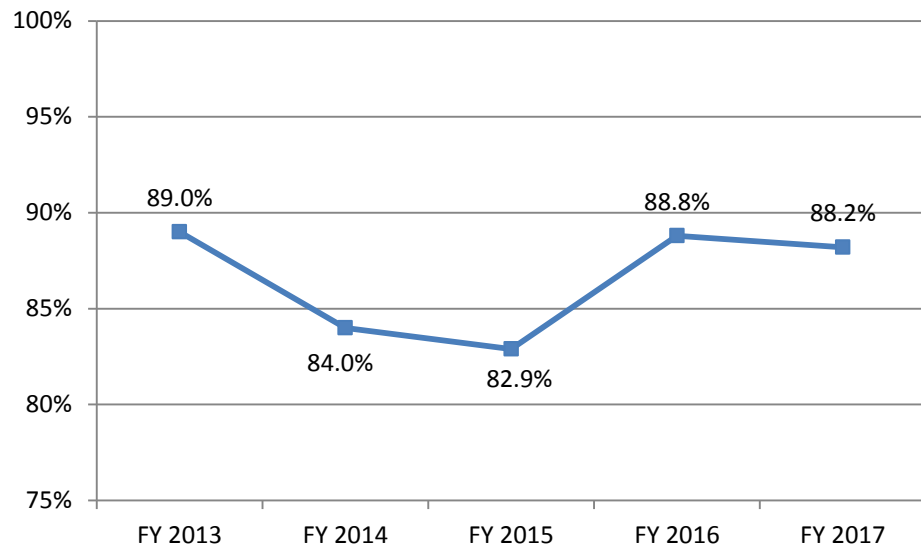
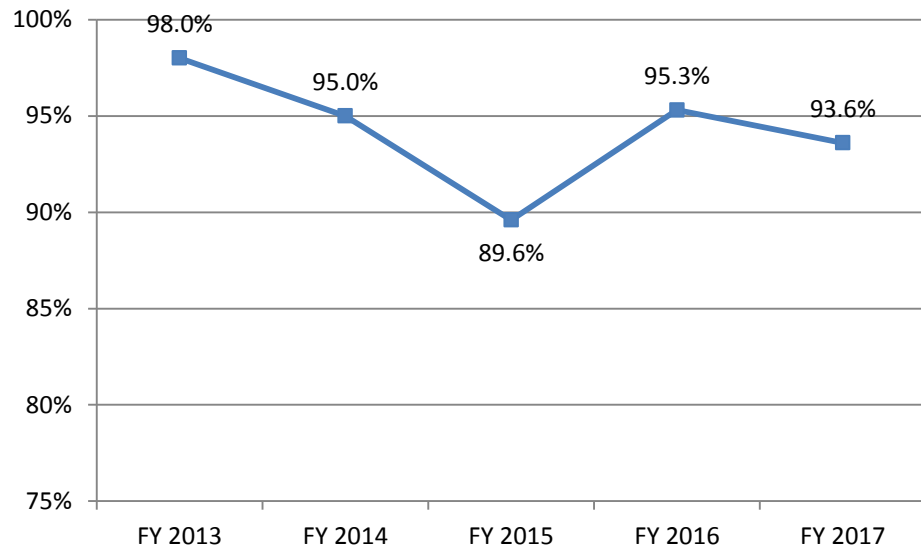


Exhibit 2.4.e Rating trend – convenience of routes



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Exhibit 2.4.f Rating trend – reasonableness/affordability of rates

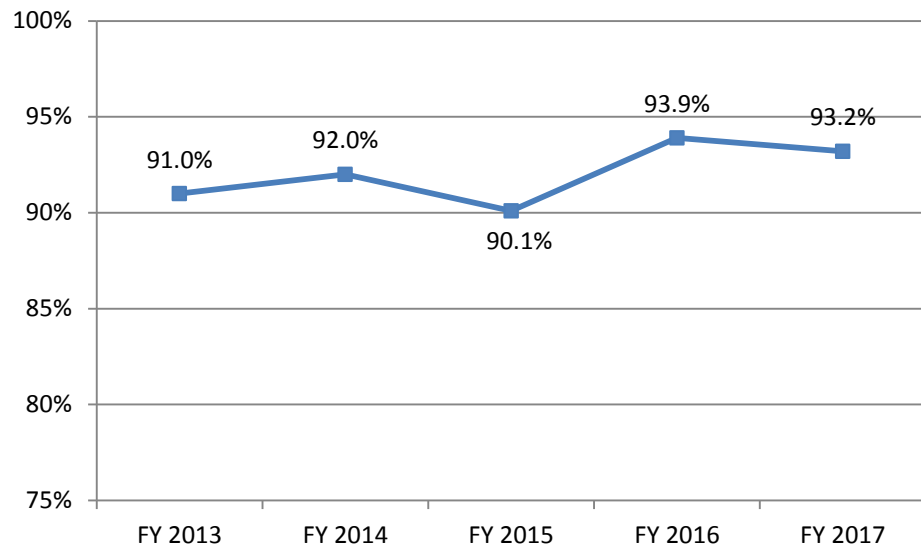
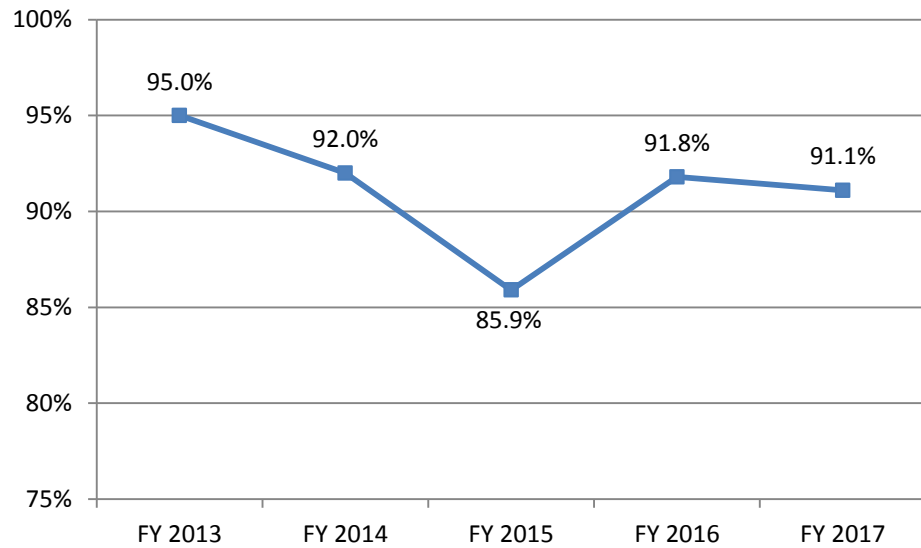


Exhibit 2.4.g Rating trend – service information provided to customers



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Exhibit 2.4.h Rating trend – bus stop condition

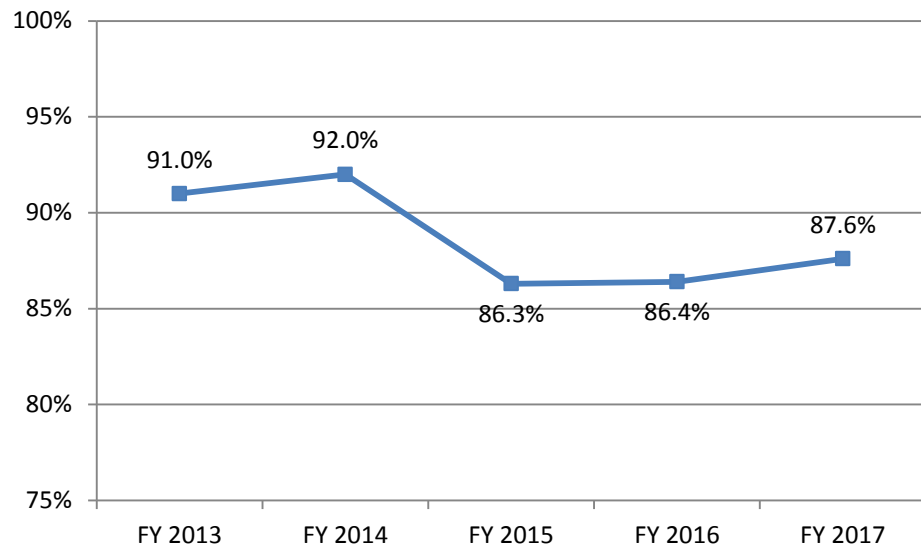
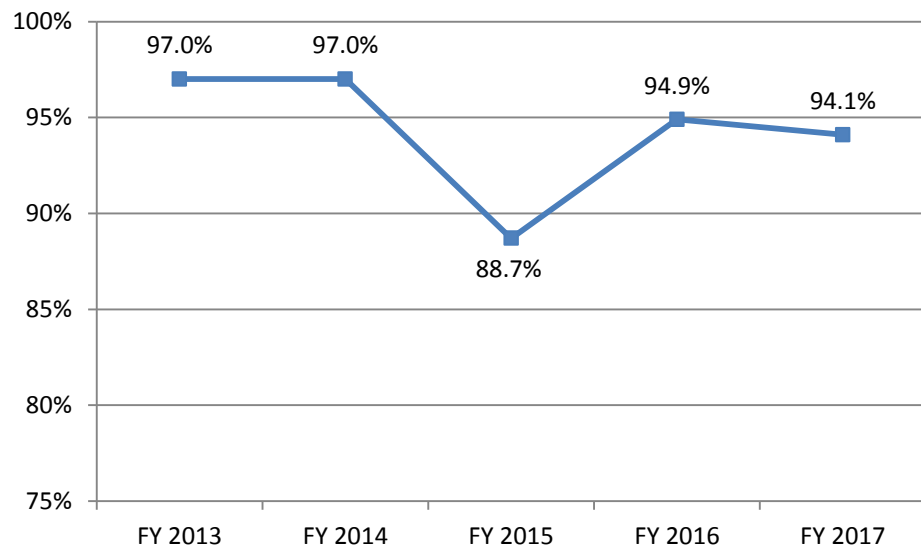


Exhibit 2.4.i Rating trend – bus stop convenience



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Exhibit 2.4.j Rating trend – operator appearance

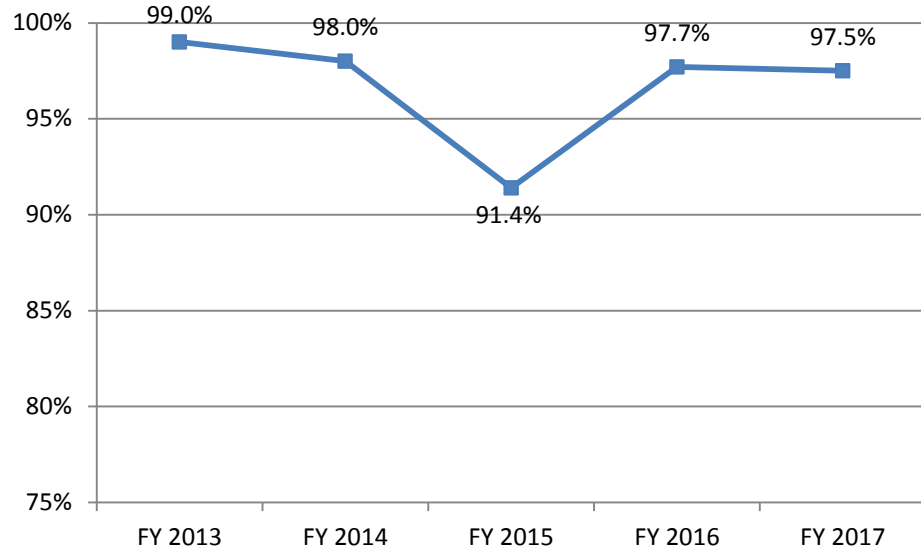
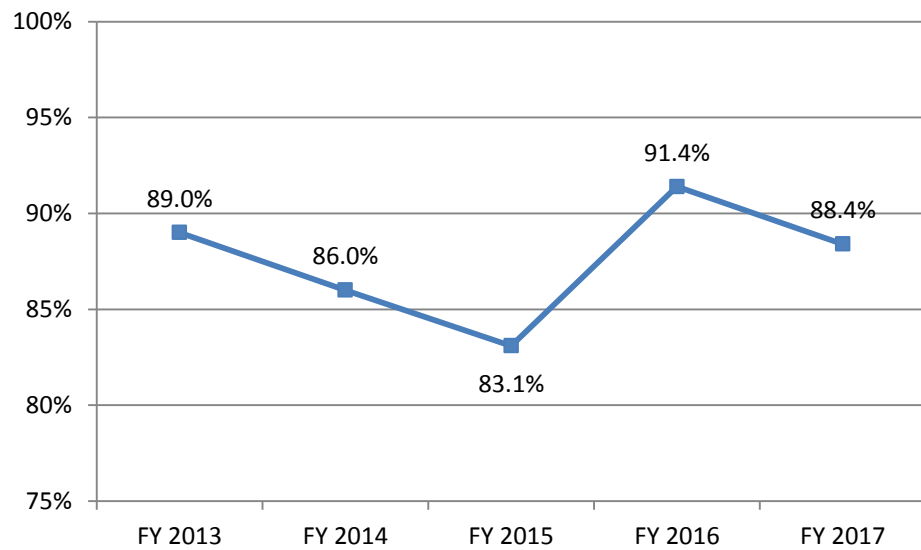


Exhibit 2.4.k Rating trend – quality of service information (via telephone)



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Exhibit 2.4.l Rating trend – service frequency

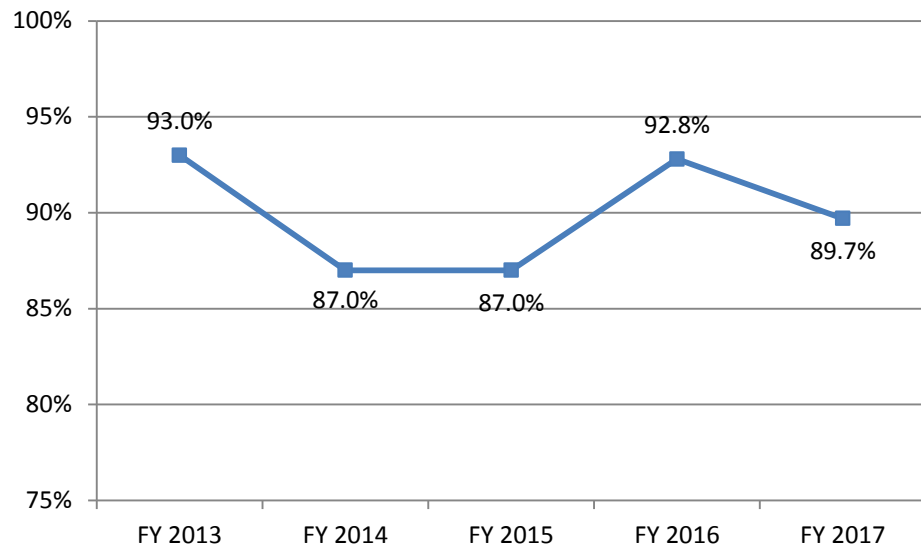
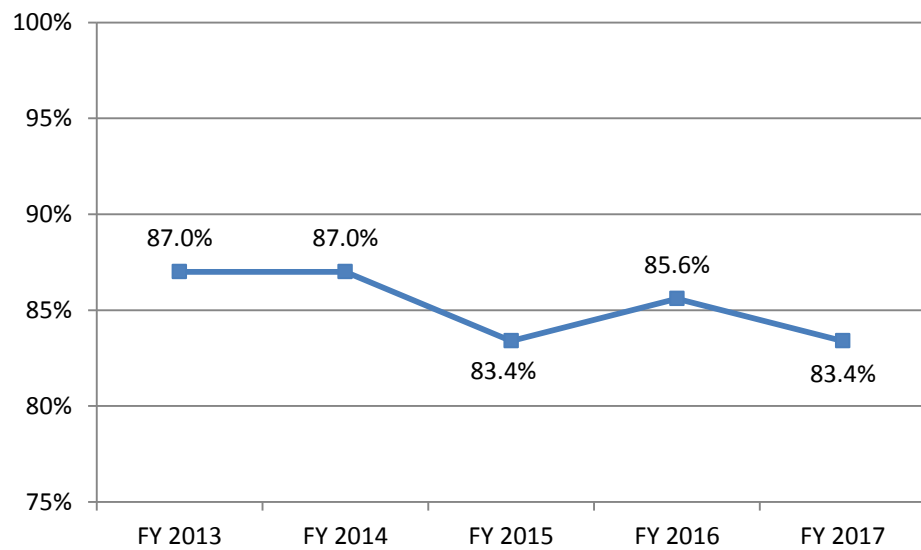


Exhibit 2.4.m Rating trend – information at bus stops



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Survey participants were also asked to rate specific attributes of LBT's security at bus stops and onboard the bus. In FY 2017, three in four participants rated all attributes as either *excellent* or *good*. It is also worth noting that one in five participants did not witness an altercation onboard the bus or at a bus stop that warranted an LBT Police response.

Exhibit 2.5 Attribute ratings for security

Attribute	Excellent	Good	Very poor	Not applicable
Security onboard bus	30.4%	55.4%	2.1%	12.1%
Security at bus stops	29.1%	52.2%	2.1%	16.7%
LBT Police response to altercation onboard bus	29.7%	48.7%	1.8%	19.8%
LBT Police response to altercation at bus stop	28.0%	49.0%	2.1%	20.9%

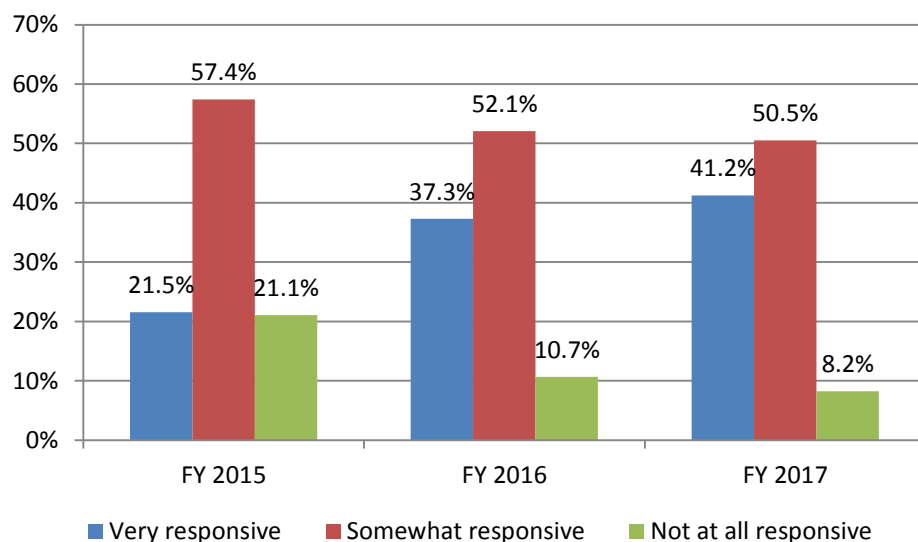
Given the high percentage of respondents who selected *not applicable* for the security questions, the following table illustrates these responses following removal of the *not applicable* responses.

Exhibit 2.5.a Attribute ratings for security – adjusted

Attribute	Excellent	Good	Very poor
Security onboard bus	34.6%	63.0%	2.3%
Security at bus stops	34.9%	62.6%	2.5%
LBT Police response to altercation onboard bus	37.0%	60.7%	2.3%
LBT Police response to altercation at bus stop	35.5%	61.9%	2.6%

Nearly 92 percent of survey participants feel that LBT is either very responsive or somewhat responsive to its customers' complaints and suggestions. The percentage of participants who believe LBT is not at all responsive has decreased steadily across the three-year period.

Exhibit 2.6 Responsiveness to complaints



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Survey participants were asked to identify preferred service improvements. Similar to FY 2016 results, *more buses/increased frequency* was the most requested improvement. The second-most preferred service improvement, *lower fares* (22.2 percent), was slightly down from 27.6 percent in 2016. *No changes* and *improve on-time reliability* were the third and fourth most requested improvements with 21.1 and 17.0 percent, respectively. Neither of these ranked in the top four within the FY 2016 survey. Responses total more than 100 percent given some respondents selected multiple responses.

Exhibit 2.7 FY 2017 preferred service improvements

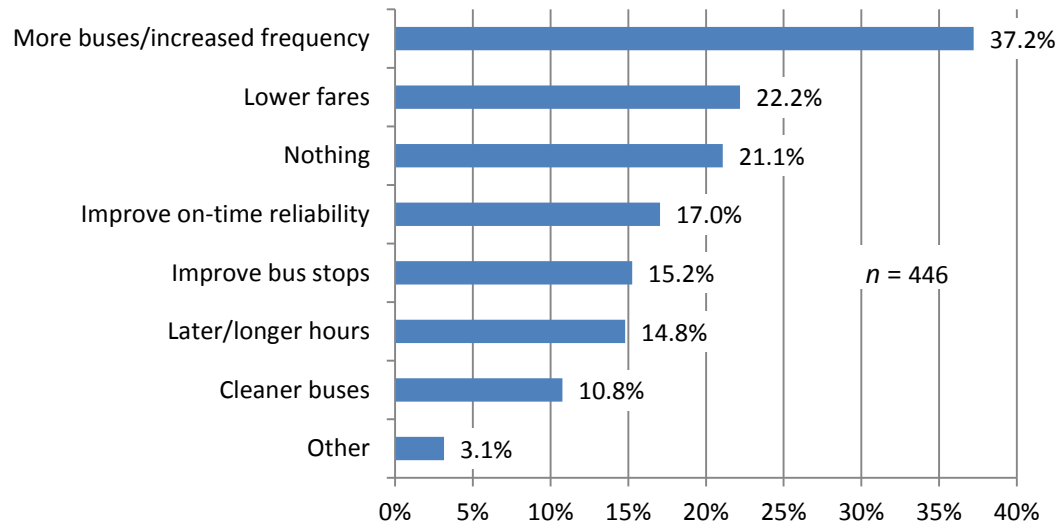
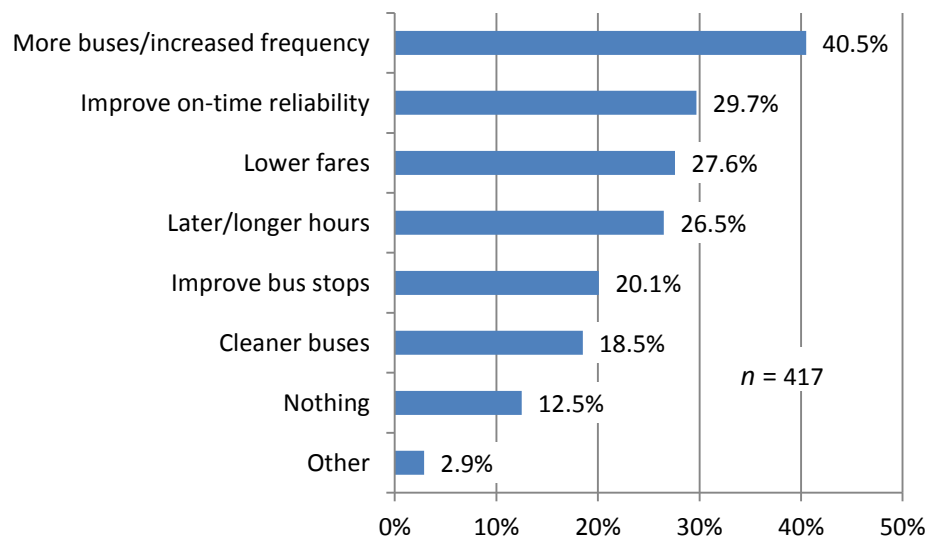


Exhibit 2.7.a FY 2016 Preferred service improvements



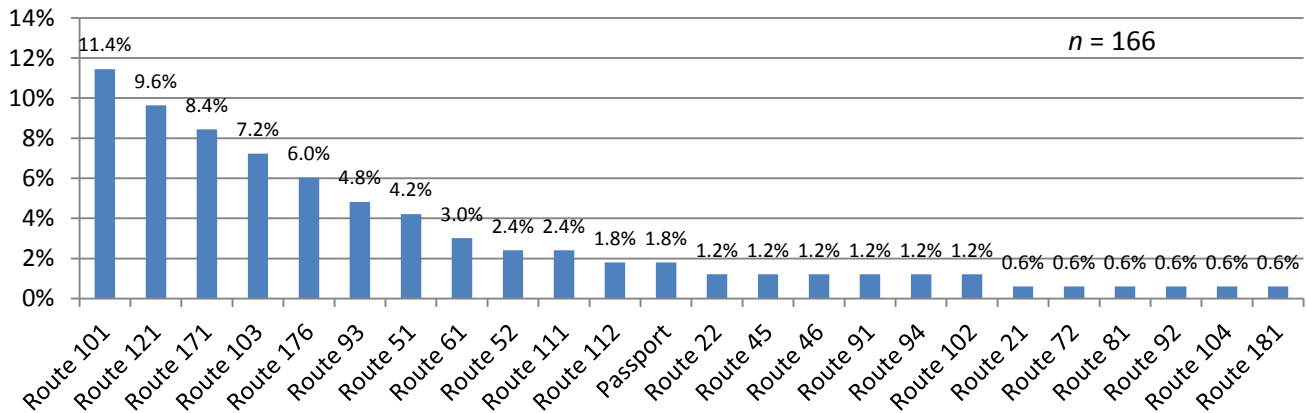
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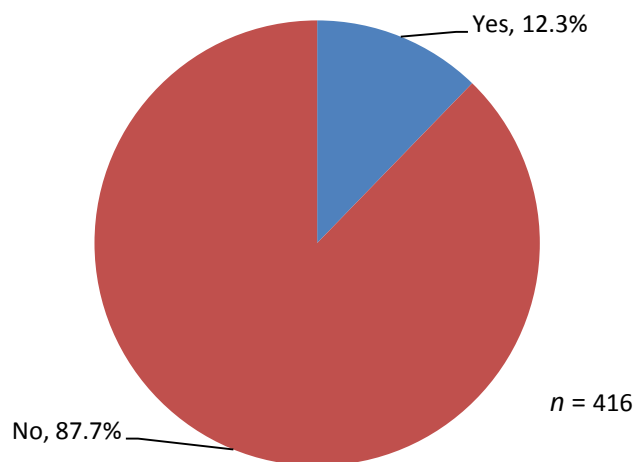
A cross-tabulation between the 166 respondents who indicated *more buses/increased frequency* and the route they were waiting to board was run to identify which routes had a potential demand for increased frequency. *More buses/increased frequency* was most frequently cited on Route 101, followed by Routes 121, 171, and 103.

Exhibit 2.7b FY 2017 preferred service improvements – more buses vs. route



Respondents were also asked if there were additional destinations they would like to see LBT serve. Nearly 87.7 percent did not request additional destinations. Destinations within the City of Los Angeles were the most common additional destinations cited.

Exhibit 2.8 Additional destinations



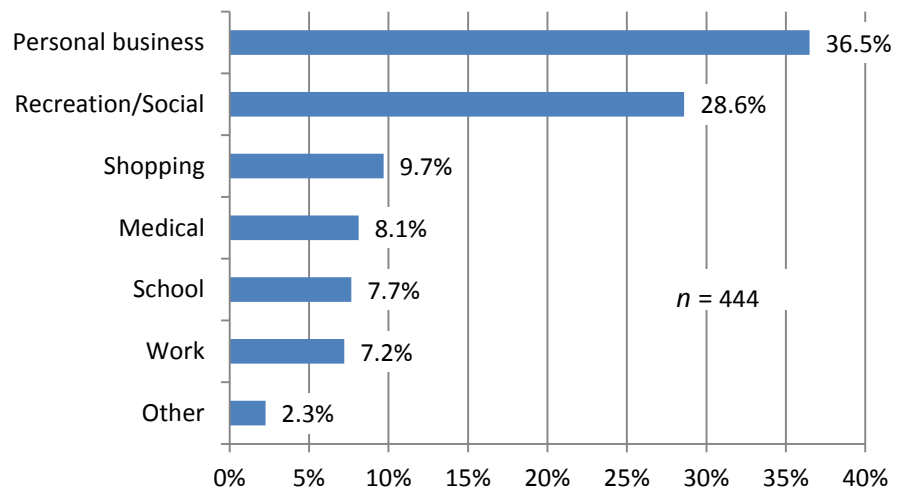
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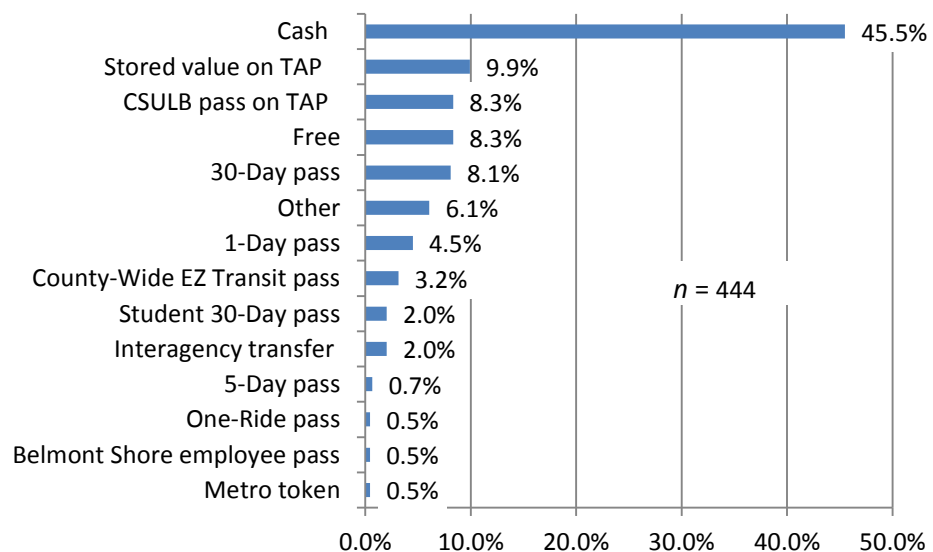
The most frequently cited trip purposes were *personal business* (36.5 percent) and *recreation/social* (28.6 percent). Examples of *personal business* include non-shopping travel such as trips to the library, bank, government offices, etc. These responses reflect an increase from the FY 2016 survey wherein *personal business* polled at 24.7 percent and *recreation/social* gathered 26.9 percent.

Exhibit 2.9 Trip purpose



Cash remained the most frequently used form of fare payment, cited by 45.5 percent of customers in FY 2017 (the same as in FY 2016). Stored value on TAP cards combined with the CSULB pass on TAP accounted for a combined 18.2 percent, while the number of self-reported “free” rides increased from 2.2 percent in 2016 to 8.3 percent in 2017. As Exhibit 2.10.a shows, the majority of free rides are still taken onboard the Passport route bus.

Exhibit 2.10 Fare usage

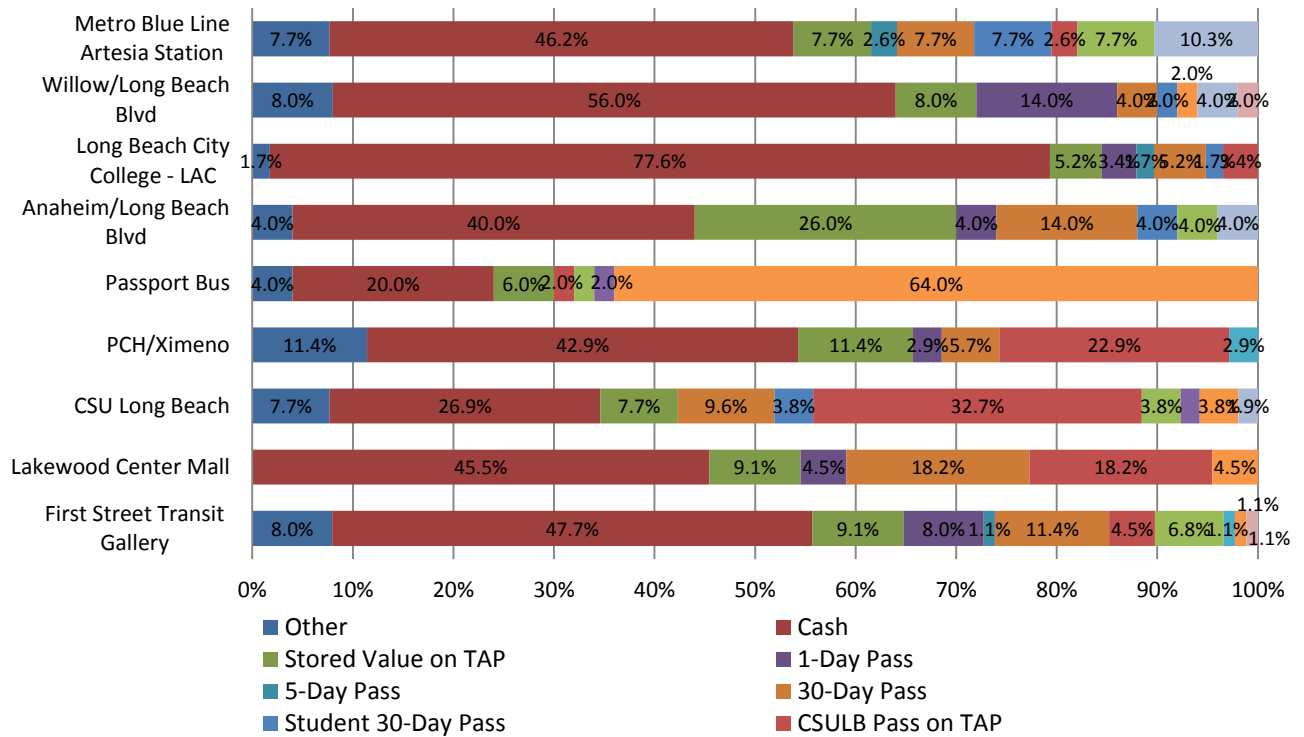


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Exhibit 2.10.a Fare usage by Stop



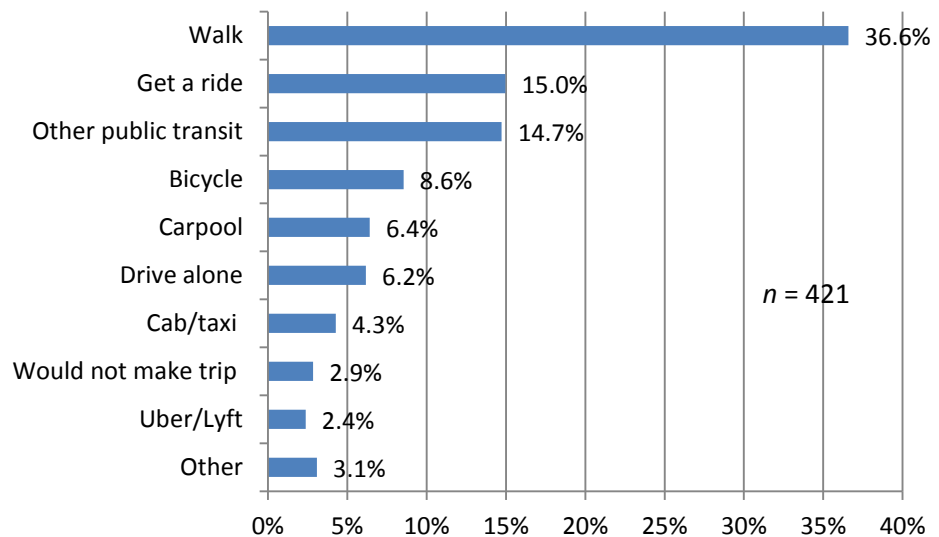
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Slightly more than 45 percent of customers indicated walking or bicycling as an alternative mode of transportation for reaching their destination if LBT service was not available, similar to FY 2016 responses. Nearly 15 percent of customers indicated using other public transit if LBT was not available, which was up from 10.2 percent in FY 2016.

Exhibit 2.11 Alternative transportation mode



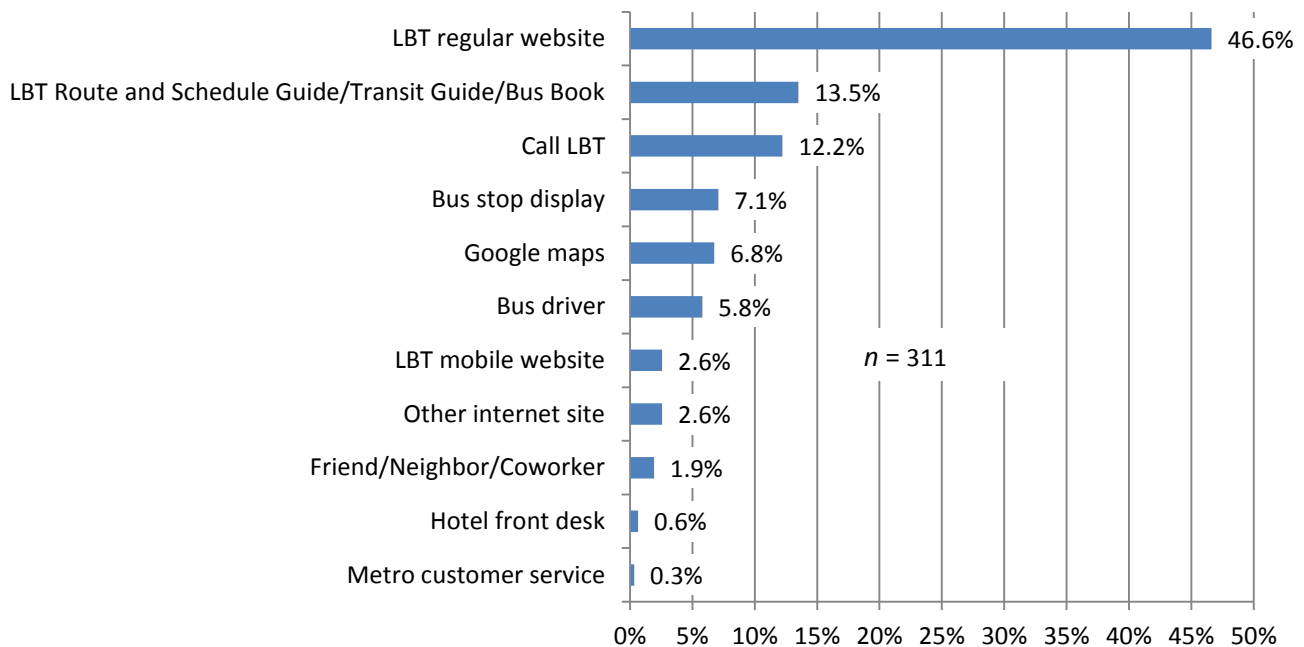
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For the second straight year, Internet sources were cited most frequently for obtaining transit information. LBT sites (both mobile and regular), combined with Google Maps and other Internet sites, account for 58.6 percent of respondents' preferred means of obtaining service information. The previously dominant LBT Route and Schedule Guide increased slightly from 10.3 percent in FY 2016 to 13.5 percent in FY 2017, making it the second-ranked single source. Although survey respondents were not asked to specify which "other Internet site" they use, write-in responses included LA Metro's trip planner, cell phone GPS, and the Moovit public transit app.

Exhibit 2.12 Means of obtaining transit information



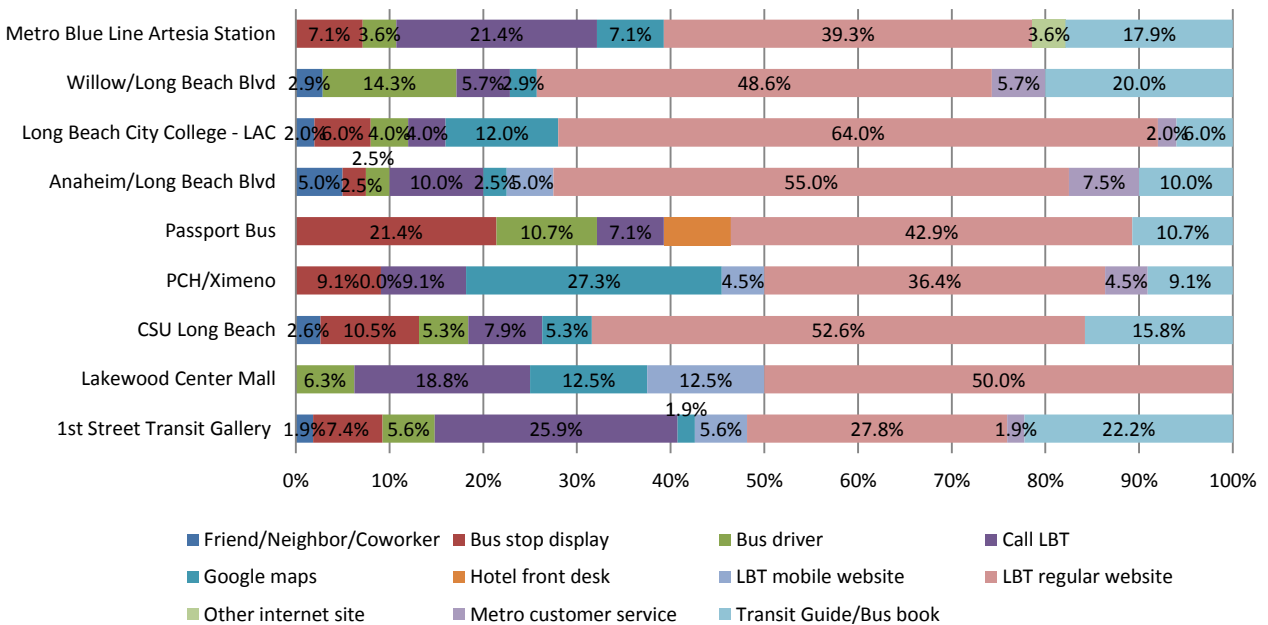
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When analyzing transit information source by route, respondents at all nine transit locations were most likely to use the LBT regular website over all other forms of gathering LBT information. However, at the 1st Street Transit Gallery, respondents were nearly just as likely to call LBT as they were to use the online website.

Exhibit 2.12.a Means of obtaining transit information by stop



Only 20.4 percent of surveyed customers indicated lack of Internet access, while 92.4 percent of those who indicated having Internet access indicated (also) having access via a mobile device. When visiting the LBT website, the most common reason was to obtain schedule/time information (47.1 percent).

Exhibit 2.13 Access to Internet

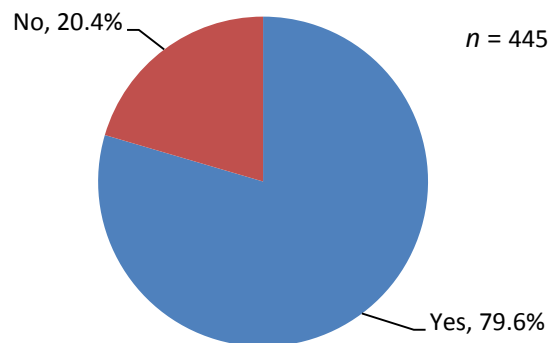


Exhibit 2.14 Internet access via smart phone/mobile device

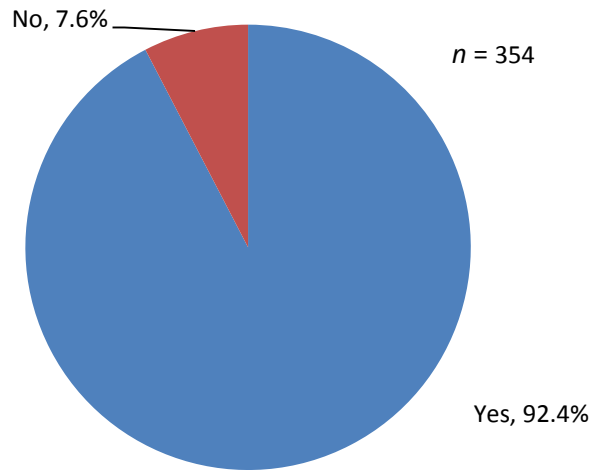
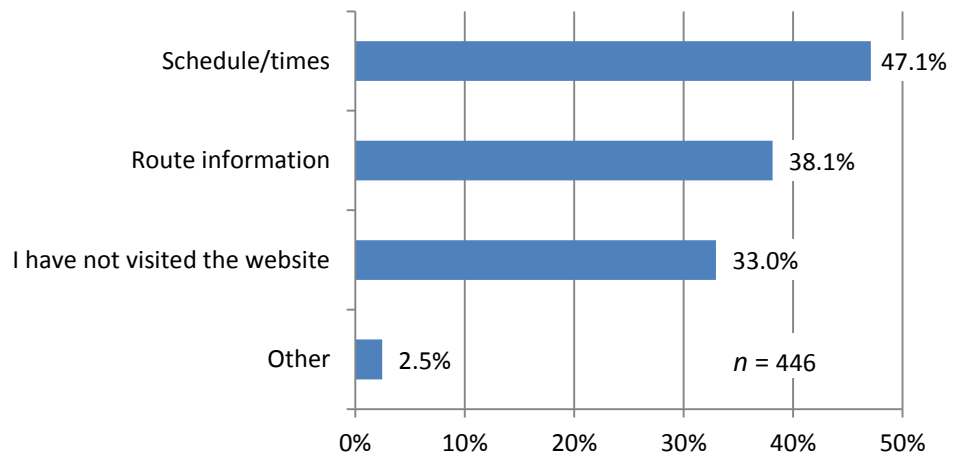


Exhibit 2.15 Reason for LBT website use



Responses total more than 100 percent given some participants selected multiple responses.

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Only 20.7 percent of FY 2017 survey respondents indicated some level of awareness of LBT advertising in the six months prior to survey contact. Consistent with past surveys, customers reported seeing the most advertisements onboard buses (48.5 percent). While customers indicated TV commercials as the second-most popular medium for observing LBT advertising at 18.2 percent, it was down from 25.9 percent in FY 2016. Bus stops (10.6 percent), online content (7.6 percent), and social networking (Facebook, Twitter, etc.) (4.5 percent) rounded out the top five most common advertising outlets.

Exhibit 2.16 Observed LBT advertising

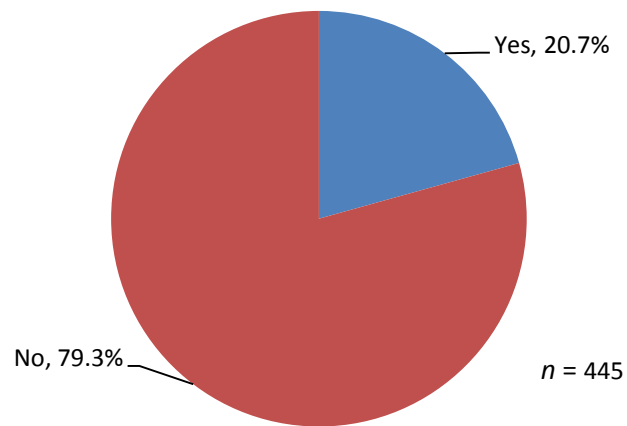


Exhibit 2.17 Advertising medium

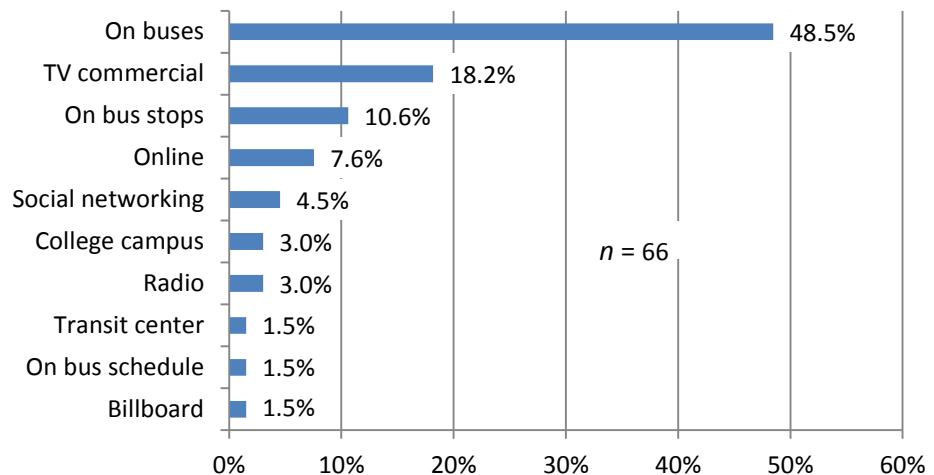
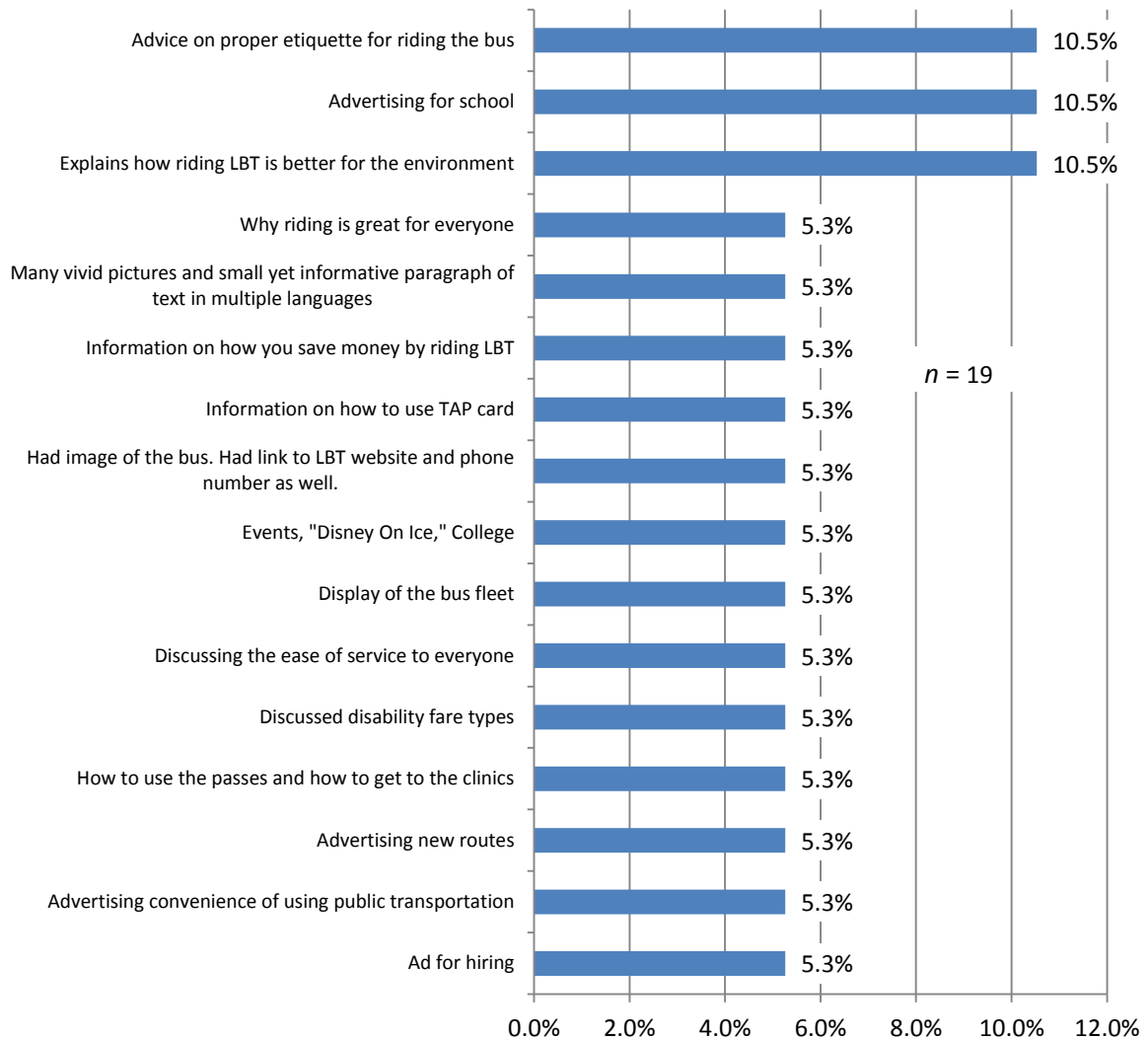


Exhibit 2.18 Advertising recollection



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Demographically, LBT customers are predominantly young, with 38.4 percent aged 18-24. Nearly 46 percent of the surveyed customers were employed, while 29.3 percent identified as students. Hispanics/Latinos comprise the largest ethnic group among customers (46.7 percent), followed by African-American (22 percent), and Caucasian (17.8 percent). Customers are fairly evenly divided by gender (51.1 percent of respondents identifying as male versus 48 percent female). Household income is a significant indicator of ridership, with 62.1 percent of customers reporting an annual income of less than \$30,000. However, income is likely influenced by the large number of young people and students using LBT.

Exhibit 2.19 Customer age

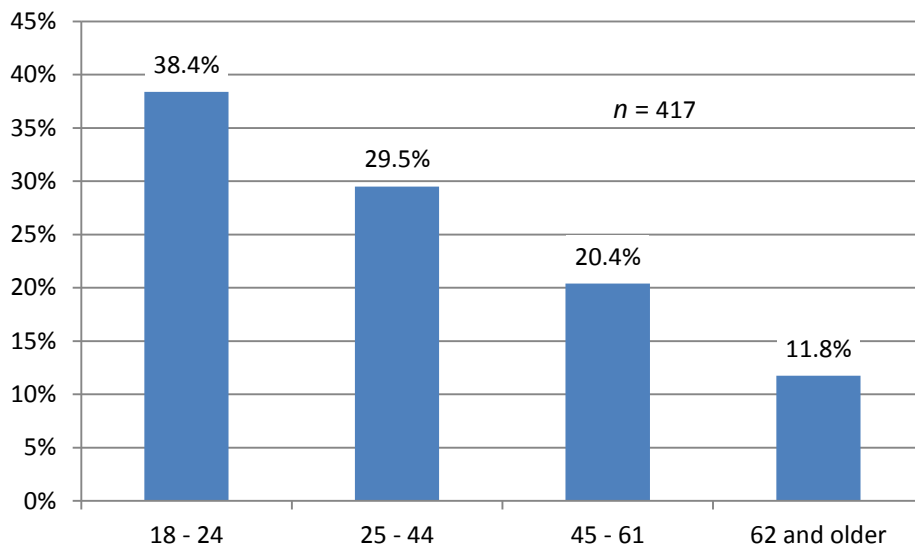
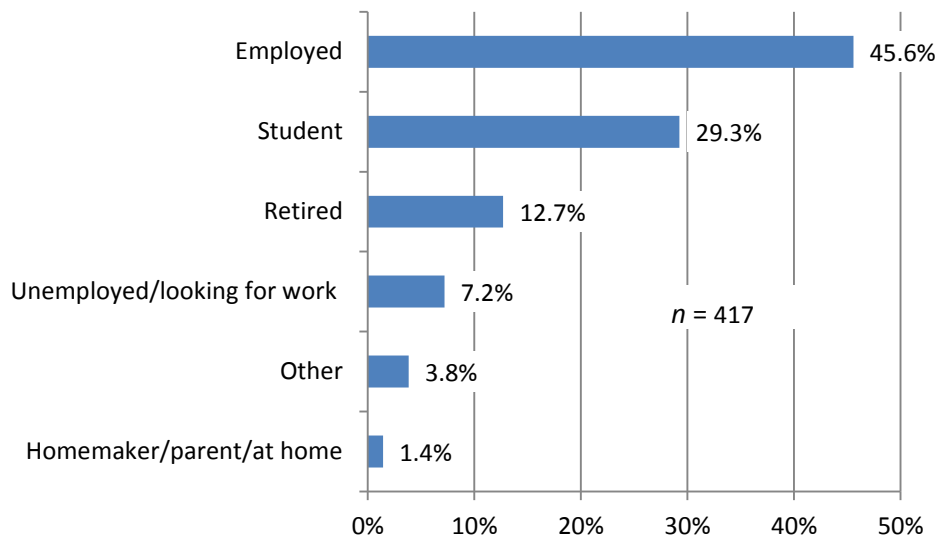


Exhibit 2.20 Customer employment¹



¹ The unemployment rate for the city of Long Beach at the time of the survey (September 2016) was 5.7 percent. The rate of unemployment among rider respondents was 26.3 percent higher than the city average.

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Exhibit 2.21 Customer ethnicity

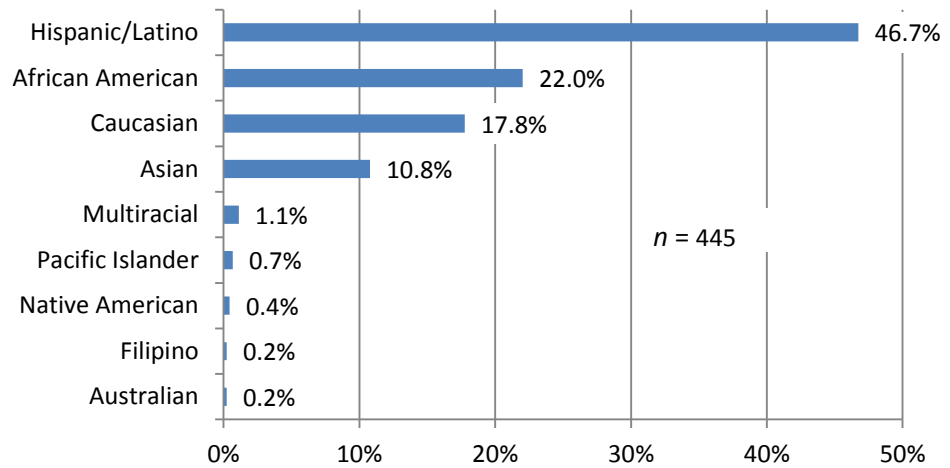
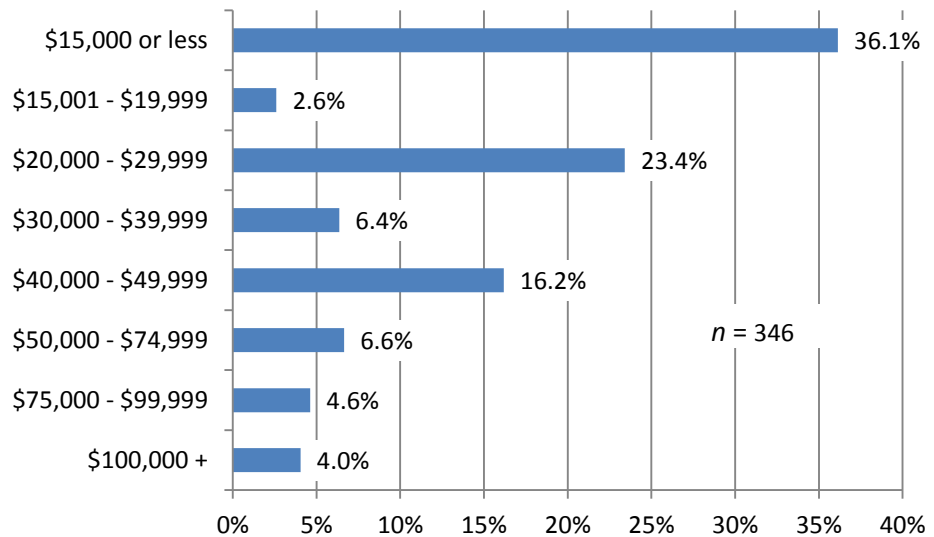


Exhibit 2.22 Annual household income



While there is a general tendency toward lower income levels among LBT customers, it is interesting to note that in FY 2014, FY 2016, and FY 2017, those reporting incomes of \$15,000 or less far surpassed any other income category. In FY 2015, however, that was not the case; incomes in the \$20,000 to \$29,999 category exceeded any other income category.

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Exhibit 2.22a Annual household income - trends

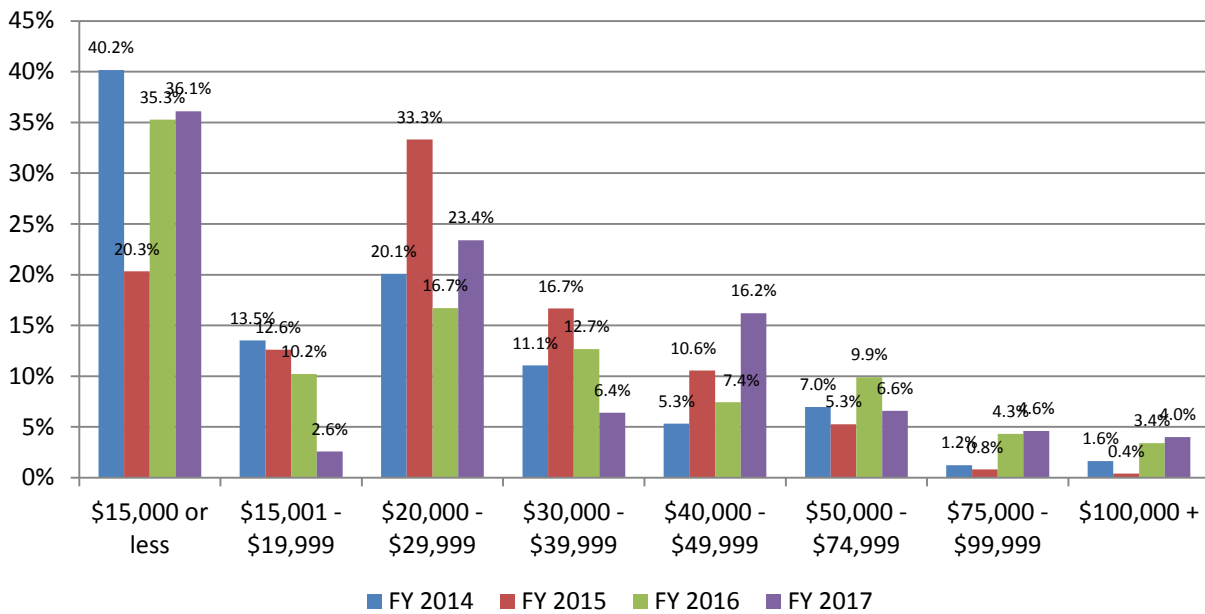
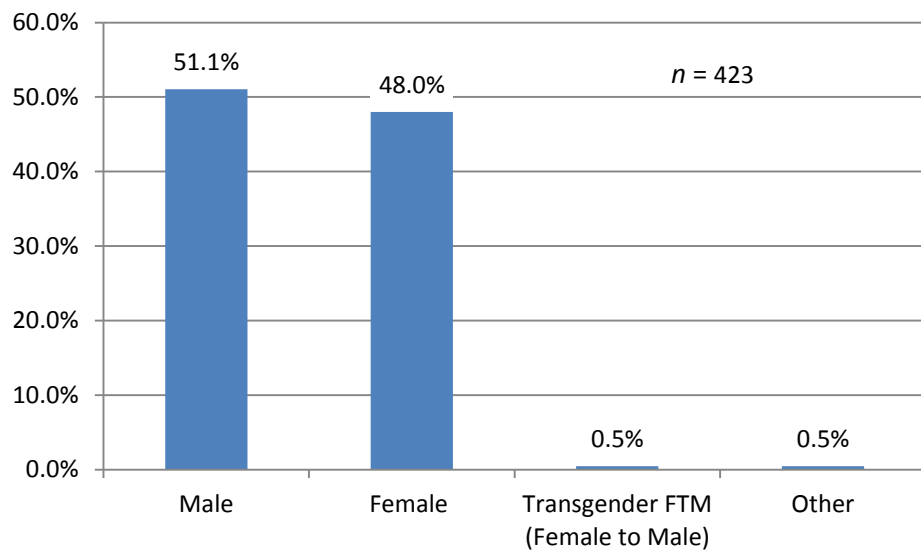


Exhibit 2.23 Customer gender



Note: Response option *Transgender MTF* was not selected by any respondents.

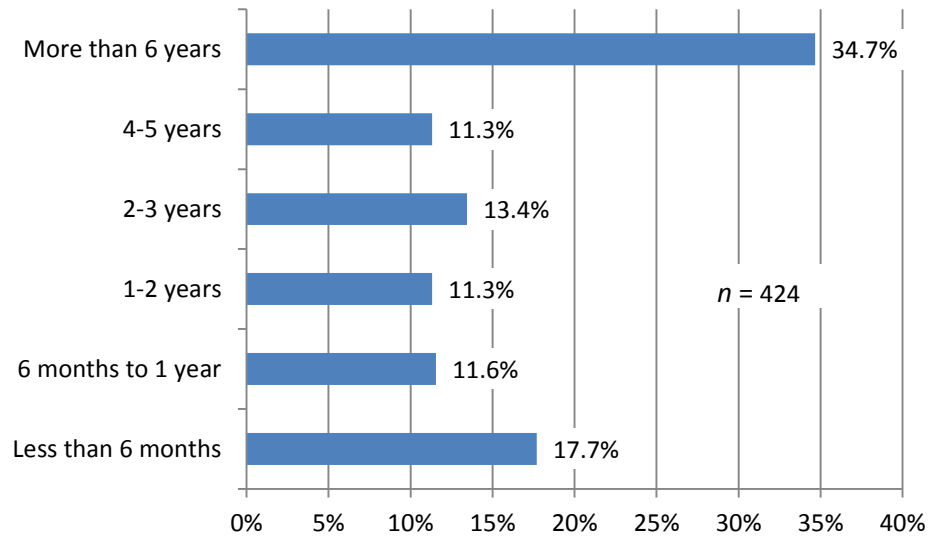
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Survey respondents generally reflected long-term usage of LBT services, as 59.4 percent reported having ridden LBT for two years or more, including 34.7 percent who have ridden six years or more.

Exhibit 2.24 Customer retention



3. Customer Survey Instrument

Exhibit 3.1 Customer Survey instrument

FY 17 Long Beach Transit Annual Customer Survey

Survey Date _____ Survey Time _____

- Where are you taking this survey?
 - ☐ First Street Transit Gallery
 - ☐ Lakewood Center Mall
 - ☐ CSU Long Beach
 - ☐ PCH / Ximeno
 - ☐ Passport Bus
 - ☐ Anaheim / LB Blvd
 - ☐ LB City College - LAC
 - ☐ Willow / LB Blvd
 - ☐ Metro Blue Line Station - Artesia
- What route are you boarding?
 - ☐ Long Beach Transit Route _____
 - ☐ Other (specify _____)
- Overall, how would you rate Long Beach Transit? Would you say it is...
 - ☐ Excellent ☐ Good
 - ☐ Poor ☐ Very poor
- How long have you used Long Beach Transit? _____ years OR _____ months
- When you ride the bus, what is the **PRIMARY** purpose of your trip? (Check only ONE)
 - ☐ Work ☐ School
 - ☐ Medical ☐ Shopping
 - ☐ Recreation/Social ☐ Personal Business
 - ☐ Other (specify: _____)
- Do you currently use other bus systems along with Long Beach Transit?
 - ☐ Yes - MTA/Metro ☐ Yes - OCTA
 - ☐ Yes - Torrance Transit ☐ Yes - LA DOT
 - ☐ Yes - Other _____
 - ☐ No
- How will you pay for this trip?
 - ☐ Cash ☐ Stored value on TAP
 - ☐ 1-Day Pass ☐ 5-Day Pass
 - ☐ 30-Day Pass ☐ Student 30-Day Pass
 - ☐ CSULB Pass on TAP
 - ☐ County-Wide EZ Transit Pass
 - ☐ Belmont Shore Employee Pass
 - ☐ One-Ride Pass ☐ Free
 - ☐ Interagency Transfer ☐ MTA Token
 - ☐ Other (specify: _____)

Questions 8-20: Using a scale of Excellent, Good, Poor, and Very Poor, please rate each of the following characteristics of Long Beach Transit.

	Excellent	Good	Poor	Very Poor
8. Courtesy of bus operator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Safe operation of bus by bus operator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Cleanliness of bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Buses run on schedule	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Convenience of routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Reasonableness of fares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Information provided to customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Condition of bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Convenience of bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Appearance of bus operators	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Quality of telephone information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Frequency of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. Information at bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

For Questions 21-24: Using a scale of Excellent, Good, Poor, and Very Poor, please rate each of the following System Security scenarios regarding LBT. System Security deals mainly with crimes, disturbances and Customer Code of Conduct violations on board LBT buses and at LBT bus stops. (Leave blank if NOT applicable)

	Excellent	Good	Poor	Very Poor
21. LBT's response to security concerns on its buses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. LBT's response to security concerns at its bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. Response of Long Beach Police if needed on a bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. Response of Long Beach Police if needed at a bus stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Continued on next page →

25. What kind of improvements would you like to see Long Beach Transit make?

- ☐ Nothing
- ☐ More buses/increased frequency
- ☐ Improve bus stops
- ☐ Lower fares
- ☐ Improve on-time reliability
- ☐ Cleaner buses
- ☐ Later/longer hours
- ☐ Other (specify: _____)

26. Is there anywhere that Long Beach Transit buses currently do not go that you would like them to go?

- ☐ Yes → If so, where? _____
- ☐ No

27. When you need to obtain information about riding the bus, where do you generally look or go to first?

28. Do you have access to the Internet?

- ☐ No
- ☐ Yes → If so, do you use a smart phone or other mobile device to access the Internet?
 - ☐ Yes ☐ No

29. If you have visited the LBT website (lbtransit.com), what information were you looking for?

- ☐ Route information
- ☐ Schedule/times
- ☐ Other (specify: _____)
- ☐ I have not visited the website

30. Have you seen or heard any advertising for Long Beach Transit in the past 6 months?

- ☐ Yes → Continue to Question 31
- ☐ No → Skip to Question 33

31. Where did you see the advertising?

32. Can you describe the ad(s)?

33. How responsive do you think Long Beach Transit is to their customers' complaints and suggestions? Are they...

- ☐ Very responsive ☐ Somewhat responsive
- ☐ Not at all responsive

34. If Long Beach Transit were not available, what other transportation would you use to make this trip?

- ☐ Walk ☐ Drive alone
- ☐ Carpool ☐ Bicycle
- ☐ Get a ride ☐ Cab/taxi
- ☐ Would not make trip ☐ Other public transit
- ☐ Other (specify: _____)

35. For classification purposes only, which of the following groups includes your age?

- ☐ 18 - 24 ☐ 25 - 44
- ☐ 45 - 61 ☐ 62 and older

36. Which of the following best describes your employment status?

- ☐ Employed
- ☐ Student
- ☐ Unemployed/looking for work
- ☐ Retired
- ☐ Homemaker/parent/at home
- ☐ Other (specify: _____)

37. With which of the following ethnicities do you most closely identify?

- ☐ Asian ☐ African American
- ☐ Caucasian ☐ Hispanic/Latino
- ☐ Other (specify: _____)

38. What is your home zip code? _____

39. Which group includes your household's annual income from all sources?

- ☐ \$15,000 or less ☐ \$15,001 - \$19,999
- ☐ \$20,000 - \$29,999 ☐ \$30,000 - \$39,999
- ☐ \$40,000 - \$49,999 ☐ \$50,000 - \$74,999
- ☐ \$75,000 - \$99,999 ☐ \$100,000 +

40. How do you identify yourself?

- ☐ Male
- ☐ Female
- ☐ Transgender FTM (Female to Male)
- ☐ Transgender MTF (Male to Female)
- ☐ Other

**Thank you for your time.
Your feedback is appreciated.**

4. Customer Survey Frequencies

Language:					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	421	94.4	94.4	94.4
	Spanish	25	5.6	5.6	100.0
	Total	446	100.0	100.0	

Date the surveyed trip was taken:					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	0.7	0.7	0.7
	8/30/2016	103	23.1	23.1	23.8
	8/31/2016	117	26.2	26.2	50.0
	9/1/2016	119	26.7	26.7	76.7
	9/14/2016	104	23.3	23.3	100.0
	Total	446	100.0	100.0	

Q1. Where were you offered this survey?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First Street Transit Gallery	89	20.0	20.0	20.0
	Lakewood Center Mall	22	4.9	4.9	24.9
	CSU Long Beach	52	11.7	11.7	36.5
	PCH / Ximeno	35	7.8	7.8	44.4
	Passport Bus	51	11.4	11.4	55.8
	Anaheim / Long Beach Blvd	50	11.2	11.2	67.0
	Long Beach City College - LAC	58	13.0	13.0	80.0
	Willow / Long Beach Blvd	50	11.2	11.2	91.3
	Metro Blue Line Station - Artesia	39	8.7	8.7	100.0
	Total	446	100.0	100.0	

Q2. What route were you boarding when you were offered the survey?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other (specify)	65	14.6	14.6	14.6
	Long Beach Transit	381	85.4	85.4	100.0
	Total	446	100.0	100.0	

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Q2. Other (specify)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		401	89.9	89.9	89.9
	LADOT 142	3	0.7	0.7	90.6
	Long Beach and Torrance Transit	1	0.2	0.2	90.8
	Metro	6	1.3	1.3	92.2
	Metro 130	2	0.4	0.4	92.6
	Metro 232	2	0.4	0.4	93.0
	Metro 265	1	0.2	0.2	93.3
	Metro 762	1	0.2	0.2	93.5
	Metro Blue Line	25	5.6	5.6	99.1
	Toro Express	1	0.2	0.2	99.3
	Torrance Transit	3	0.7	0.7	100.0
	Total	446	100.0	100.0	

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Q2. If LONG BEACH TRANSIT, indicate route number or Passport.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		197	44.2	44.2	44.2
	1	2	0.4	0.4	44.6
	101	17	3.8	3.8	48.4
	101, 102, 103, 104	1	0.2	0.2	48.7
	101, 103	14	3.1	3.1	51.8
	101, 104	1	0.2	0.2	52.0
	101, 173	1	0.2	0.2	52.2
	102	2	0.4	0.4	52.7
	102, 104	1	0.2	0.2	52.9
	103	12	2.7	2.7	55.6
	103, 176	1	0.2	0.2	55.8
	104	2	0.4	0.4	56.3
	11	1	0.2	0.2	56.5
	111	4	0.9	0.9	57.4
	111, 112	3	0.7	0.7	58.1
	112	6	1.3	1.3	59.4
	121	18	4.0	4.0	63.5
	121, 171	4	0.9	0.9	64.3
	121, 171, 90's	1	0.2	0.2	64.6
	151	8	1.8	1.8	66.4
	163	1	0.2	0.2	66.6
	171	18	4.0	4.0	70.6
	172	2	0.4	0.4	71.1
	173	3	0.7	0.7	71.7
	176	15	3.4	3.4	75.1
	181	3	0.7	0.7	75.8
	191	1	0.2	0.2	76.0
	21	2	0.4	0.4	76.5
	21, 22	1	0.2	0.2	76.7
	22	5	1.1	1.1	77.8
	22, 51, 61	1	0.2	0.2	78.0
	3	1	0.2	0.2	78.3
	45	4	0.9	0.9	79.1
	45, 46	1	0.2	0.2	79.4
	46	8	1.8	1.8	81.2
	46, 81	1	0.2	0.2	81.4
	50	1	0.2	0.2	81.6
	51	12	2.7	2.7	84.3
	51, 52	2	0.4	0.4	84.8
	52	6	1.3	1.3	86.1
	61	11	2.5	2.5	88.6
	61, 171	1	0.2	0.2	88.8
	72	3	0.7	0.7	89.5
	81	4	0.9	0.9	90.4
	82	1	0.2	0.2	90.6
	82, 83	1	0.2	0.2	90.8
	90	1	0.2	0.2	91.0
	91, 93	2	0.4	0.4	91.5
	91, 93, 94	1	0.2	0.2	91.7
	92	3	0.7	0.7	92.4
	93	14	3.1	3.1	95.5
	93, 112	2	0.4	0.4	96.0
	94	3	0.7	0.7	96.6
	Passport	15	3.4	3.4	100.0
	Total	446	100.0	100.0	

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Q3. Overall, how would you rate Long Beach Transit? Would you say it is...					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	171	38.3	38.6	38.6
	Good	241	54.0	54.4	93.0
	Poor	19	4.3	4.3	97.3
	Very poor	12	2.7	2.7	100.0
	Total	443	99.3	100.0	
Missing	System	3	0.7		
Total		446	100.0		

Q4. How long have you used Long Beach Transit?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 6 months	75	16.8	17.7	17.7
	6 months to 1 year	49	11.0	11.6	29.2
	1-2 years	48	10.8	11.3	40.6
	2-3 years	57	12.8	13.4	54.0
	4-5 years	48	10.8	11.3	65.3
	More than 6 years	147	33.0	34.7	100.0
	Total	424	95.1	100.0	
Missing	System	22	4.9		
Total		446	100.0		

Q5. When you ride the bus, what is the PRIMARY purpose of your trip?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other (specify)	10	2.2	2.3	2.3
	Work	162	36.3	36.5	38.7
	School	127	28.5	28.6	67.3
	Medical	36	8.1	8.1	75.5
	Shopping	34	7.6	7.7	83.1
	Recreation/Social	32	7.2	7.2	90.3
	Personal Business	43	9.6	9.7	100.0
	Total	444	99.6	100.0	
Missing	System	2	0.4		
Total		446	100.0		

Q6. Do you currently use other bus systems along with Long Beach Transit?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	140	25.5	100.0	100.0
Valid	Yes - MTA/Metro	260	47.4	100.0	100.0
Valid	Yes - OCTA	41	7.5	100.0	100.0
Valid	Yes - Torrance Transit	63	11.5	100.0	100.0
Valid	Yes - LA DOT	35	6.4	100.0	100.0
Valid	Yes - Other (specify):	9	1.6	100.0	100.0
Total		548	100.0		

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Q6. Yes - Other (specify):					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		443	99.3	99.3	99.3
	Access Transportation	2	0.4	0.4	99.8
	Big Blue Bus	1	0.2	0.2	100.0
	Total	446	100.0	100.0	

Q7. How did you pay for the surveyed trip?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other (specify):	27	6.1	6.1	6.1
	Cash	202	45.3	45.5	51.6
	Stored Value on TAP	44	9.9	9.9	61.5
	1-Day Pass	20	4.5	4.5	66.0
	5-Day Pass	3	0.7	0.7	66.7
	30-Day Pass	36	8.1	8.1	74.8
	Student 30-Day Pass	9	2.0	2.0	76.8
	CSULB Pass on TAP	37	8.3	8.3	85.1
	County-Wide EZ Transit Pass	14	3.1	3.2	88.3
	Belmont Shore Employee Pass	2	0.4	0.5	88.7
	One-Ride Pass	2	0.4	0.5	89.2
	Free	37	8.3	8.3	97.5
	Interagency Transfer	9	2.0	2.0	99.5
	MTA Token	2	0.4	0.5	100.0
	Total	444	99.6	100.0	
Missing	System	2	0.4		
Total		446	100.0		

Q7. Other (specify):					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		421	94.4	94.4	94.4
	Access Rider ID/TAP card	15	3.4	3.4	97.8
	Reduced Fare Tap card	10	2.2	2.2	100.0
	Total	446	100.0	100.0	

Q8. Courtesy of bus operator					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	7	1.6	1.6	1.6
	Poor	14	3.1	3.2	4.8
	Good	257	57.6	58.1	62.9
	Excellent	164	36.8	37.1	100.0
	Total	442	99.1	100.0	
Missing	System	4	0.9		
Total		446	100.0		

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Q9. Safe operation of bus by bus operator					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	4	0.9	0.9	0.9
	Poor	9	2.0	2.0	2.9
	Good	214	48.0	48.3	51.2
	Excellent	216	48.4	48.8	100.0
	Total	443	99.3	100.0	
Missing	System	3	0.7		
Total		446	100.0		

Q10. Cleanliness of bus					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	6	1.3	1.4	1.4
	Poor	35	7.8	8.1	9.5
	Good	227	50.9	52.4	61.9
	Excellent	165	37.0	38.1	100.0
	Total	433	97.1	100.0	
Missing	System	13	2.9		
Total		446	100.0		

Q11. Buses run on schedule					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	6	1.3	1.4	1.4
	Poor	46	10.3	10.5	11.8
	Good	248	55.6	56.4	68.2
	Excellent	140	31.4	31.8	100.0
	Total	440	98.7	100.0	
Missing	System	6	1.3		
Total		446	100.0		

Q12. Convenience of routes					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	3	0.7	0.7	0.7
	Poor	25	5.6	5.7	6.4
	Good	229	51.3	52.3	58.7
	Excellent	181	40.6	41.3	100.0
	Total	438	98.2	100.0	
Missing	System	8	1.8		
Total		446	100.0		

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Q13. Reasonableness of fares					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	6	1.3	1.4	1.4
	Poor	24	5.4	5.5	6.8
	Good	217	48.7	49.4	56.3
	Excellent	192	43.0	43.7	100.0
	Total	439	98.4	100.0	
Missing	System	7	1.6		
Total		446	100.0		

Q14. Information provided to customers					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	9	2.0	2.0	2.0
	Poor	30	6.7	6.8	8.9
	Good	227	50.9	51.6	60.5
	Excellent	174	39.0	39.5	100.0
	Total	440	98.7	100.0	
Missing	System	6	1.3		
Total		446	100.0		

Q15. Condition of bus stops					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	10	2.2	2.3	2.3
	Poor	45	10.1	10.2	12.4
	Good	250	56.1	56.6	69.0
	Excellent	137	30.7	31.0	100.0
	Total	442	99.1	100.0	
Missing	System	4	0.9		
Total		446	100.0		

Q16. Convenience of bus stops					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	4	0.9	0.9	0.9
	Poor	22	4.9	5.0	5.9
	Good	241	54.0	55.1	61.1
	Excellent	170	38.1	38.9	100.0
	Total	437	98.0	100.0	
Missing	System	9	2.0		
Total		446	100.0		

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Q17. Appearance of bus operators					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	2	0.4	0.5	0.5
	Poor	9	2.0	2.0	2.5
	Good	219	49.1	49.4	51.9
	Excellent	213	47.8	48.1	100.0
	Total	443	99.3	100.0	
Missing	System	3	0.7		
Total		446	100.0		

Q18. Quality of telephone information					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	16	3.6	3.9	3.9
	Poor	32	7.2	7.7	11.6
	Good	224	50.2	54.2	65.9
	Excellent	141	31.6	34.1	100.0
	Total	413	92.6	100.0	
Missing	System	33	7.4		
Total		446	100.0		

Q19. Frequency of service					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	8	1.8	1.8	1.8
	Poor	37	8.3	8.4	10.3
	Good	228	51.1	51.9	62.2
	Excellent	166	37.2	37.8	100.0
	Total	439	98.4	100.0	
Missing	System	7	1.6		
Total		446	100.0		

Q20. Information at bus stops					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	11	2.5	2.5	2.5
	Poor	62	13.9	14.1	16.6
	Good	228	51.1	51.7	68.3
	Excellent	140	31.4	31.7	100.0
	Total	441	98.9	100.0	
Missing	System	5	1.1		
Total		446	100.0		

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Q21. LBT's response to security concerns on its buses					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very poor	9	2.0	2.1	2.1
	Not applicable	53	11.9	12.1	14.2
	Good	242	54.3	55.4	69.6
	Excellent	133	29.8	30.4	100.0
	Total	437	98.0	100.0	
Missing	System	9	2.0		
Total		446	100.0		

Q22. LBT's response to security concerns at its bus stops					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very poor	9	2.0	2.1	2.1
	Not applicable	73	16.4	16.7	18.8
	Good	228	51.1	52.2	70.9
	Excellent	127	28.5	29.1	100.0
	Total	437	98.0	100.0	
Missing	System	9	2.0		
Total		446	100.0		

Q23. Response of Long Beach Police if needed on a bus					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very poor	8	1.8	1.8	1.8
	Not applicable	86	19.3	19.8	21.6
	Good	212	47.5	48.7	70.3
	Excellent	129	28.9	29.7	100.0
	Total	435	97.5	100.0	
Missing	System	11	2.5		
Total		446	100.0		

Q24. Response of Long Beach Police if needed at a bus stop					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very poor	9	2.0	2.1	2.1
	Not applicable	91	20.4	20.9	23.0
	Good	213	47.8	49.0	72.0
	Excellent	122	27.4	28.0	100.0
	Total	435	97.5	100.0	
Missing	System	11	2.5		
Total		446	100.0		

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Q25. What kind of improvements would you like to see Long Beach Transit make?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nothing	94	14.9	100.0	100.0
Valid	More buses/increased frequency	166	26.3	100.0	100.0
Valid	Improve bus stops	68	10.8	100.0	100.0
Valid	Lower fares	99	15.7	100.0	100.0
Valid	Improve on-time reliability	76	12.0	100.0	100.0
Valid	Cleaner buses	48	7.6	100.0	100.0
Valid	Later/longer hours	66	10.5	100.0	100.0
Valid	Other (specify):	14	2.2	100.0	100.0
Total		631	100.0		

Q25. Other (specify):					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		432	96.9	96.9	96.9
	Bus driver etiquette	11	2.5	2.5	99.3
	Improve transfer policy	1	0.2	0.2	99.6
	Security onboard bus	1	0.2	0.2	99.8
	WiFi on buses	1	0.2	0.2	100.0
	Total	446	100.0	100.0	

Q26. Is there anywhere that Long Beach Transit buses currently do not go that you would like them to go?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes - If so, where?	51	11.4	12.3	12.3
	No	365	81.8	87.7	100.0
	Total	416	93.3	100.0	
Missing	System	30	6.7		
Total		446	100.0		

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Q26. Other Yes - If so, where?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		420	94.2	94.2	94.2
	10TH and Pacific	1	0.2	0.2	94.4
	Alamedas Bay	1	0.2	0.2	94.6
	Cerriotes	1	0.2	0.2	94.8
	Clark Street	2	0.4	0.4	95.3
	Cypress	1	0.2	0.2	95.5
	Del Amo Fashion Center	1	0.2	0.2	95.7
	Downey	2	0.4	0.4	96.2
	Jordan Plus High School	1	0.2	0.2	96.4
	LAX	1	0.2	0.2	96.6
	LAX and San Gabriel Valley	1	0.2	0.2	96.9
	Los Alamitos	1	0.2	0.2	97.1
	Los Angeles	5	1.1	1.1	98.2
	San Pedro	1	0.2	0.2	98.4
	Santa Fe to Bixby Knolls	1	0.2	0.2	98.7
	Seal Beach	1	0.2	0.2	98.9
	Sunset Beach	2	0.4	0.4	99.3
	Taqueria La Mexicana	1	0.2	0.2	99.6
	Wardlow Park	1	0.2	0.2	99.8
	Westminster	1	0.2	0.2	100.0
	Total	446	100.0	100.0	

Q27. When you need to obtain information about riding the bus, where do you generally look or go to first?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		135	30.3	30.3	30.3
	Ask other passengers	6	1.3	1.3	31.6
	At bus stop	22	4.9	4.9	36.5
	Bus driver	18	4.0	4.0	40.6
	Call LBT Information	38	8.5	8.5	49.1
	Google maps	21	4.7	4.7	53.8
	Hotel front desk	2	0.4	0.4	54.3
	LBT transit app	8	1.8	1.8	56.1
	LBT website	145	32.5	32.5	88.6
	Metro app	1	0.2	0.2	88.8
	Metro customer service	1	0.2	0.2	89.0
	Metro website	3	0.7	0.7	89.7
	Moovit app	4	0.9	0.9	90.6
	Transit Guide	42	9.4	9.4	100.0
	Total	446	100.0	100.0	

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Q28. Do you have access to the Internet?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	354	79.4	79.6	79.6
	No	91	20.4	20.4	100.0
	Total	445	99.8	100.0	
Missing	System	1	0.2		
Total		446	100.0		

Q28. Do you use a smart phone or other mobile device to access the Internet?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	327	73.3	92.4	92.4
	No	27	6.1	7.6	100.0
	Total	354	79.4	100.0	
Missing	System	92	20.6		
Total		446	100.0		

Q29. If you have visited the LBT website (lbtransit.com), what information were you looking for?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Route information	170	31.6	100.0	100.0
Valid	Schedule/times	210	39.0	100.0	100.0
Valid	I have not visited the website	147	27.3	100.0	100.0
Valid	Other (specify):	11	2.0	100.0	100.0
Total		538	100.0		

Q29. Other (specify):					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		440	98.7	98.7	98.7
	Bike rack information	1	0.2	0.2	98.9
	Fare information	4	0.9	0.9	99.8
	Metro information	1	0.2	0.2	100.0
	Total	446	100.0	100.0	

Q30. Have you seen or heard any advertising for Long Beach Transit in the past 6 months?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	92	20.6	20.7	20.7
	No	353	79.1	79.3	100.0
	Total	445	99.8	100.0	
Missing	System	1	0.2		
Total		446	100.0		

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Q31. Where did you see the advertising?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		382	85.7	85.7	85.7
	On bus stops	7	1.6	1.6	87.2
	Billboard	1	0.2	0.2	87.4
	College campus	2	0.4	0.4	87.9
	On bus schedule	1	0.2	0.2	88.8
	TV commercial	12	2.7	2.7	91.7
	On buses	32	6.1	6.1	97.8
	Online	5	0.4	0.4	99.3
	Radio	2	0.4	0.4	99.8
	Transit center	1	0.2	0.2	100.0
	Social networking	3			
	Total	446	100.0	100.0	

Q32. Can you describe the ad(s)?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		427	95.7	95.7	95.7
	Ad for hiring	1	0.2	0.2	96.0
	Advertising convenience of using public transportation.	1	0.2	0.2	96.2
	Advertising new routes	1	0.2	0.2	96.4
	How to use the passes and how to get to the clinics	1	0.2	0.2	97.5
	Discussed disability fare types	1	0.2	0.2	97.8
	Discussing the ease of service to everyone.	1	0.2	0.2	98.0
	Display of the bus fleet	1	0.2	0.2	98.2
	Events, Disney ice show, College	1	0.2	0.2	98.4
	Had image of the bus. Had link to LBT website and phone number as well.	1	0.2	0.2	99.1
	Information on how to use TAP card	1	0.2	0.2	99.3
	Information on how you save money by riding LBT	1	0.2	0.2	99.6
	Many vivid pictures and small yet informative paragraph of text in multiple languages	1	0.2	0.2	99.8
	Why riding is great for everyone	1	0.2	0.2	100.0
	Explains how riding LBT is better for the environment	2	0.4	0.4	98.9
	Advertsing for school	2	0.4	0.4	96.9
	Advice on proper etiquette for riding the bus	2	0.4	0.4	97.3
	Total	446	100.0	100.0	

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Q33. How responsive do you think Long Beach Transit is to its customers' complaints and suggestions?					
Are they...					
		Frequency	Percent	Valid Percent	Percent
Valid	Very responsive	160	35.9	41.2	41.2
	Somewhat responsive	196	43.9	50.5	91.8
	Not at all responsive	32	7.2	8.2	100.0
	Total	388	87.0	100.0	
Missing	System	58	13.0		
Total		446	100.0		

Q34. If Long Beach Transit were not available, what other transportation would you use to make this trip?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other (specify):	23	5.2	5.6	5.6
	Walk	154	34.5	37.2	42.8
	Drive alone	26	5.8	6.3	49.0
	Carpool	27	6.1	6.5	55.6
	Bicycle	36	8.1	8.7	64.3
	Get a ride	63	14.1	15.0	79.2
	Cab/taxi	18	4.0	4.3	83.6
	Would not make trip	12	2.7	2.9	86.5
	Other public transit	62	13.9	13.5	100.0
	Total	421	94.4	100.0	
Missing	System	25	5.6		
Total		446	100.0		

Q34. Other (specify):					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		435	97.5	96.0	96.0
	Rental car	1	0.2	0.2	97.5
	Uber	10	2.2	2.2	100.0
	Total	446	100.0	100.0	

Q35. For classification purposes only, which of the following groups includes your age?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24	160	35.9	38.4	38.4
	25 - 44	123	27.6	29.5	67.9
	45 - 61	85	19.1	20.4	88.2
	62 and older	49	11.0	11.8	100.0
	Total	417	93.5	100.0	
Missing	System	29	6.5		
Total		446	100.0		

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Q36. Which of the following best describes your employment status?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other (specify):	16	3.6	3.8	3.8
	Employed	190	42.6	45.6	49.4
	Student	122	27.4	29.3	78.7
	Unemployed/looking for work	30	6.7	7.2	85.9
	Retired	53	11.9	12.7	98.6
	Homemaker/parent/at home	6	1.3	1.4	100.0
	Total	417	93.5	100.0	
Missing	System	29	6.5		
Total		446	100.0		

Q36. Other (specify):					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		435	97.5	97.5	97.5
	On disability	10	2.2	2.2	99.8
	SSI	1	0.2	0.2	100.0
	Total	446	100.0	100.0	

Q37. With which of the following ethnicities do you most closely identify?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asian	48	10.8	100.0	100.0
Valid	African American	98	22.0	100.0	100.0
Valid	Caucasian	79	17.7	100.0	100.0
Valid	Hispanic/Latino	208	46.6	100.0	100.0
	Total	433	97.1		
Missing	System	13	2.9		
Total		446	100.0		

Q37. Other (specify):					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		434	97.3	97.3	97.3
	Australian	1	0.2	0.2	97.5
	Filipino	1	0.2	0.2	97.8
	Multiracial	5	1.1	1.1	98.9
	Native American	2	0.4	0.4	99.3
	Pacific Islander	3	0.7	0.7	100.0
	Total	446	100.0	100.0	

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Q38. What is your home zip code?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		138	30.9	30.9	30.9
	10027	2	0.4	0.4	31.4
	33178	3	0.7	0.7	32.1
	48342	1	0.2	0.2	32.3
	85746	1	0.2	0.2	32.5
	90001	3	0.7	0.7	33.2
	90002	3	0.7	0.7	33.9
	90003	1	0.2	0.2	34.1
	90004	2	0.4	0.4	34.5
	90006	1	0.2	0.2	34.8
	90008	1	0.2	0.2	35.0
	90011	3	0.7	0.7	35.7
	90013	3	0.7	0.7	36.3
	90018	1	0.2	0.2	36.5
	90044	3	0.7	0.7	37.2
	90047	1	0.2	0.2	37.4
	90056	1	0.2	0.2	37.7
	90058	1	0.2	0.2	37.9
	90059	2	0.4	0.4	38.3
	90182	1	0.2	0.2	38.6
	90201	2	0.4	0.4	39.0
	90220	7	1.6	1.6	40.6
	90221	6	1.3	1.3	41.9
	90222	1	0.2	0.2	42.2
	90241	4	0.9	0.9	43.0
	90242	2	0.4	0.4	43.5
	90255	2	0.4	0.4	43.9
	90262	3	0.7	0.7	44.6
	90403	1	0.2	0.2	44.8
	90503	1	0.2	0.2	45.1
	90630	1	0.2	0.2	45.3
	90659	1	0.2	0.2	45.5
	90660	1	0.2	0.2	45.7
	90680	1	0.2	0.2	46.0
	90702	1	0.2	0.2	46.2
	90706	10	2.2	2.2	48.4
	90712	3	0.7	0.7	49.1
	90713	1	0.2	0.2	49.3
	90715	1	0.2	0.2	49.6
	90716	1	0.2	0.2	49.8
	90723	1	0.2	0.2	50.0
	90731	6	1.3	1.3	51.3
	90740	1	0.2	0.2	51.6
	90742	1	0.2	0.2	51.8
	90744	6	1.3	1.3	53.1
	90745	1	0.2	0.2	53.4
	90746	2	0.4	0.4	53.8
	90801	1	0.2	0.2	54.0
	90802	26	5.8	5.8	59.9
	90803	7	1.6	1.6	61.4
	90804	30	6.7	6.7	68.2
	90805	15	3.4	3.4	71.5
	90806	28	6.3	6.3	77.8
	90807	1	0.2	0.2	78.0
	90808	2	0.4	0.4	78.5
	90810	17	3.8	3.8	82.3
	90813	49	11.0	11.0	93.3
	90814	6	1.3	1.3	94.6
	90815	10	2.2	2.2	96.9
	90880	1	0.2	0.2	97.1
	91010	1	0.2	0.2	97.3
	91104	1	0.2	0.2	97.5
	91606	1	0.2	0.2	97.8
	91755	1	0.2	0.2	98.0
	91790	1	0.2	0.2	98.2
	92014	1	0.2	0.2	98.4
	92612	1	0.2	0.2	98.7
	92701	1	0.2	0.2	98.9
	93552	1	0.2	0.2	99.1
	94303	1	0.2	0.2	99.3
	95758	2	0.4	0.4	99.8
	95991	1	0.2	0.2	100.0
Total		446	100.0	100.0	

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Q39. Which group includes your household's annual income from all sources?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	\$15,000 or less	125	28.0	36.1	36.1
	\$15,001 - \$19,999	9	2.0	2.6	38.7
	\$20,000 - \$29,999	81	18.2	23.4	62.1
	\$30,000 - \$39,999	22	4.9	6.4	68.5
	\$40,000 - \$49,999	56	12.6	16.2	84.7
	\$50,000 - \$74,999	23	5.2	6.6	91.3
	\$75,000 - \$99,999	16	3.6	4.6	96.0
	\$100,000 +	14	3.1	4.0	100.0
	Total	346	77.6	100.0	
Missing	System	100	22.4		
Total		446	100.0		

Q40. How do you identify yourself?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	216	48.4	51.1	51.1
	Female	203	45.5	48.0	99.1
	Transgender FTM (Female to Male)	2	0.4	0.5	99.5
	Other	2	0.4	0.5	100.0
	Total	423	94.8	100.0	
Missing	System	23	5.2		
Total		446	100.0		

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5. Community Survey Findings

The latest Long Beach Transit (LBT) community survey was designed to solicit input from non-customers, defined as individuals who lived within the service area but have not utilized the service within the three months prior to survey contact. The community survey measured public awareness and perceptions of LBT, providing valuable insight for the development of future marketing and planning strategies.

Survey Instrument Design

To encourage participation, LBT's prior survey instrument was streamlined from 49 questions to 38. Moore & Associates worked with LBT staff to ensure that the shorter instrument still captured all information needed to support planning and marketing decisions.

Three qualifier questions were used to identify potential survey participants:

1. Are you 18 years of age or older?
2. In which city do you reside?
3. Have you ridden a LBT bus in the past three months?

The question was to ensure the surveyor was speaking with an adult. Respondents were then screened to ensure they resided within LBT's primary service area. The last qualifier verified the respondent was a non-customer, confirming the target audience for the survey. If the respondent did not meet all criteria, they were thanked and the survey was concluded.

Data Collection

The latest community survey was conducted via dual methodology (intercept and online), resulting in 403 valid responses. More than 95 percent of the survey sample was collected via intercept. Survey fielding was conducted from Wednesday, August 31, 2016 through Monday, October 3, 2016, at a variety of public locations throughout LBT's primary service area. Survey locations included California State University, Long Beach; Department of Motor Vehicles, (Willow St.); Bixby Knolls Car Wash; Lakewood Center Mall; VA Long Beach Medical Center; and the Long Beach City College Pacific Coast Campus and Liberal Arts Campus.

Data Processing

All survey data was entered into Microsoft Excel using trained data entry personnel. Moore & Associates was responsible for the data entry process, reviewing data entry work on a daily basis while also conducting spot-checks throughout each day.

Data cleaning was then undertaken by trained personnel. This process resolved variations in data formatting such as identical responses being entered as different (i.e., "Los Angeles" and "Downtown Los Angeles" were rationalized to provide a single response). The cleaned data was then imported into a Statistical Package for the Social Sciences (SPSS) platform for further analysis.

Key Findings

Based on commonalities in response data, certain conclusions were drawn regarding survey participant attitudes, awareness, travel behavior, and participant demographics.

The profile respondent was female, Hispanic, and between ages 18 and 24. She lived and worked full-time in Long Beach.

Several survey questions were designed to gauge respondent preferences and opinions regarding LBT and its service. Key findings include:

- Nearly 92 percent rated LBT services as *excellent* or *good*.
- Bus operator safety received a 99-percent favorable rating.
- *Condition of bus stops* was the lowest-rated service attribute, with more than 18 percent citing it as *poor* or *very poor*.
- Potential service changes which could positively impact ridership are increased service frequency and expanded service to include new/unserved destinations.
- Eleven percent of respondents reported they would not ride the bus under any circumstances.
- Nearly 91 percent of those respondents who had visited the LBT website rated it as *excellent* or *good*.

Analysis of individual survey questions follows.



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Given that the pool of respondents was limited to persons without recent use of LBT, 56 percent of non-customers were unclear as to how to rate LBT services. However, when adjusted to remove those who did not know, the overall satisfaction rating for LBT by non-customers was nearly 92 percent (Exhibit 5.1.a). Overall satisfaction of non-customers has consistently been above 90 percent in recent surveys.

(Note: In FY 2015, the First Street Transit Gallery was undergoing renovations, resulting in the relocation of bus stops during the construction period. As a result, some overall and attribute ratings for FY 2015 may be lower than average due to the construction.)

Exhibit 5.1 Overall rating

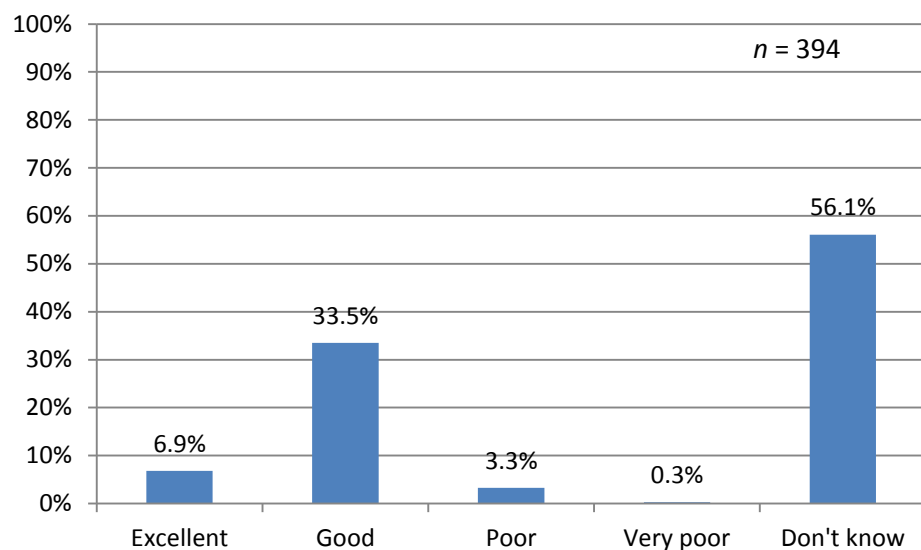
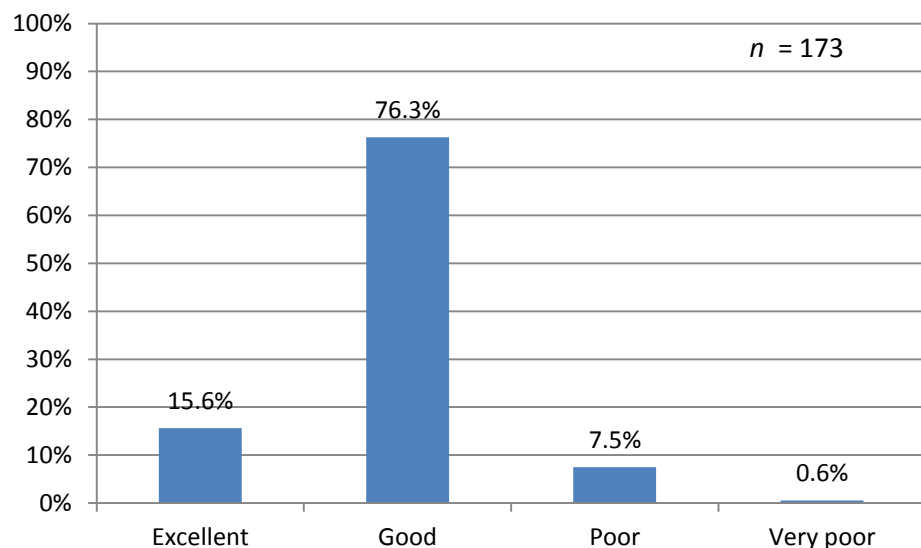


Exhibit 5.1.a Overall rating adjusted



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Exhibit 5.1.b Rating trend - Overall rating

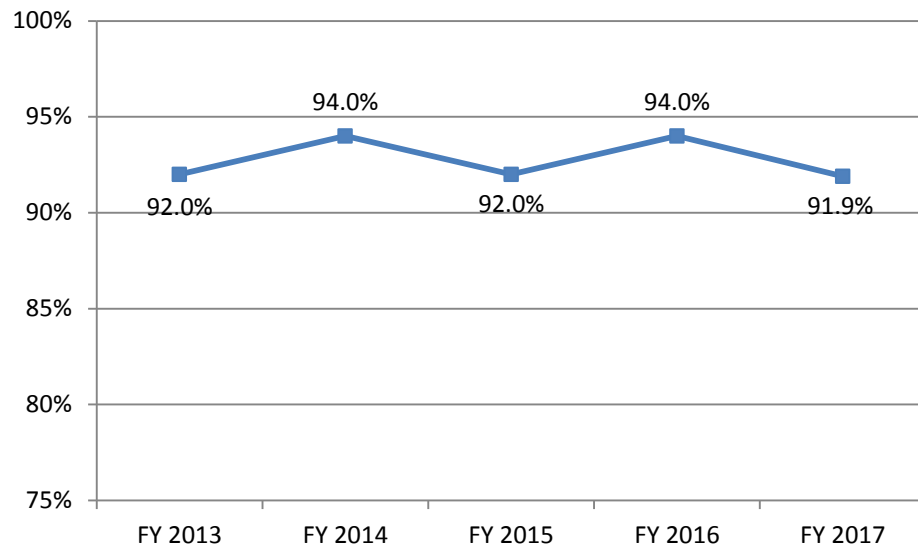


Exhibit 5.2 illustrates community ratings of service attributes, and shows the total number of respondents who rated each attribute as *excellent* or *good*. Non-customers gave favorable ratings to most service attributes. The highest-rated attribute was *bus operator safety* (99.4 percent), while the lowest-rated attribute was *bus stop condition* (81.7 percent). The rating of *security of LBT system* (84.4 percent) could not be compared to prior survey efforts, as this attribute was a consolidation of two different security-related attribute questions from prior survey periods (*onboard security* and *security at bus stops*). In FY 2016, *onboard security* received an 84 percent positive rating in FY 2016, while *security at bus stops* received a rating of 71 percent.

Exhibit 5.2 Ratings

	FY 2017	FY 2016	FY 2015	FY 2014	FY 2013	FY 2012
Overall satisfaction	91.9%	94%	92%	94%	92%	94%
Bus operator safety	99.4%	97%	98%	94%	89%	95%
Bus operator appearance	97.6%	98%	89%	97%	96%	98%
Bus appearance	93.6%	98%	77%	96%	96%	99%
Security of LBT system	84.4%	-	-	-	-	-
Bus stop condition	81.7%	92%	93%	88%	84%	89%

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Exhibit 5.2.a Rating trend – Bus operator safety

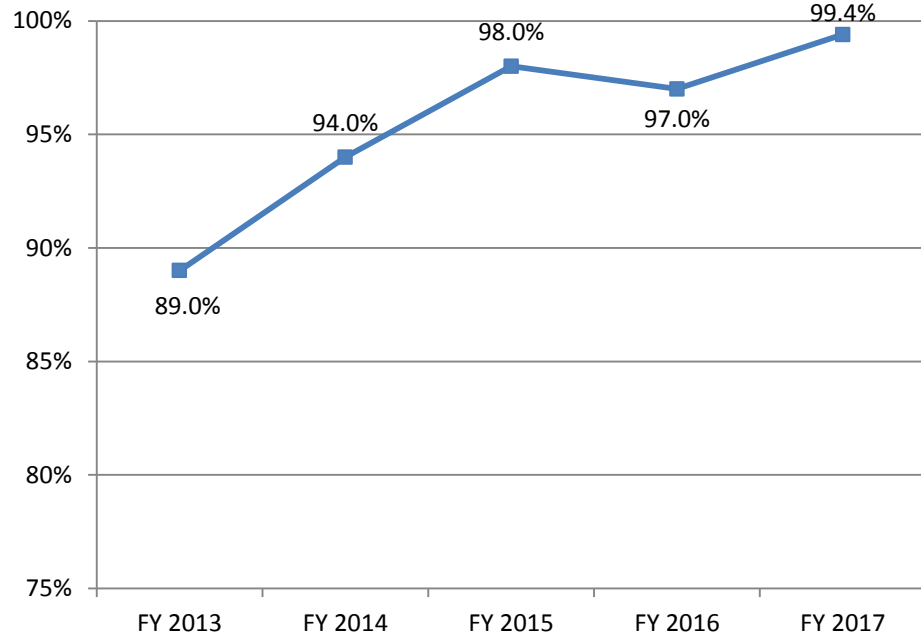
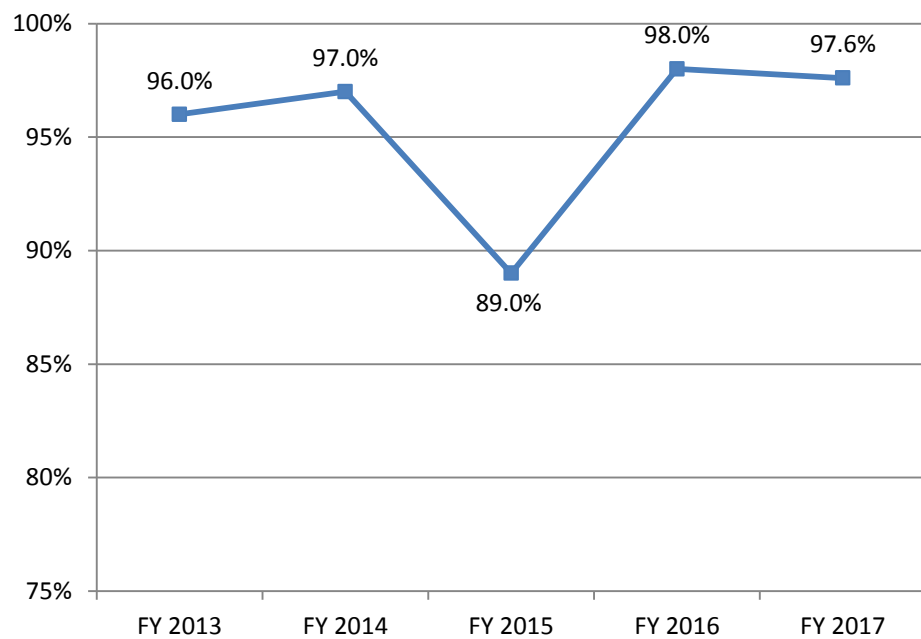


Exhibit 5.2.b Rating trend – Bus operator appearance



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Exhibit 5.2.c Rating trend – Bus appearance

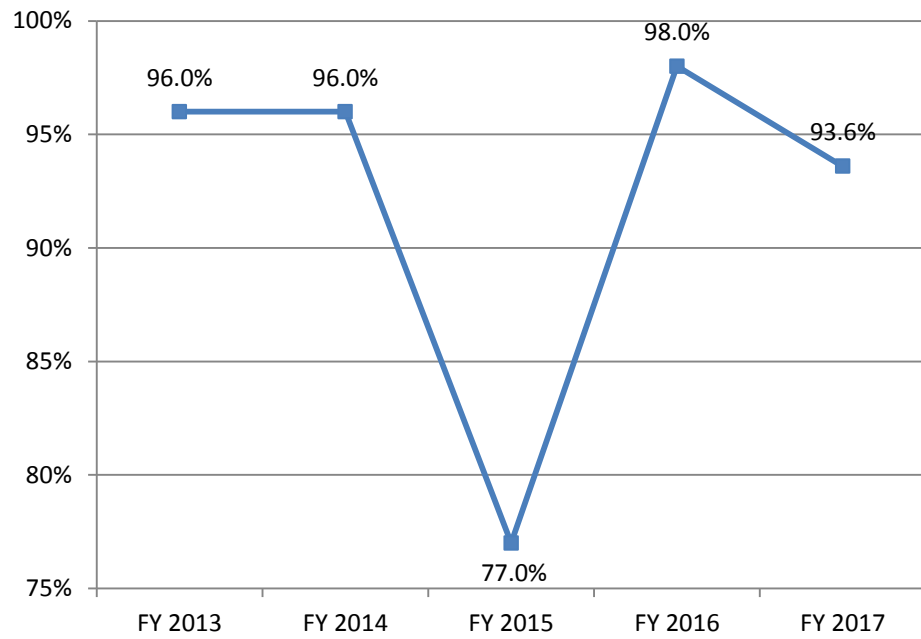
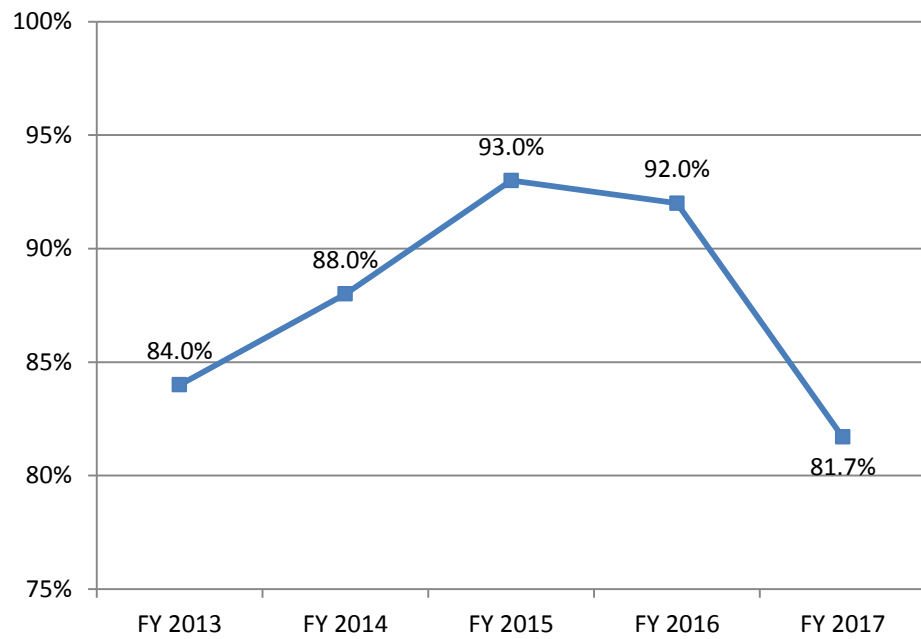


Exhibit 5.2.d Rating trend – Bus stop condition



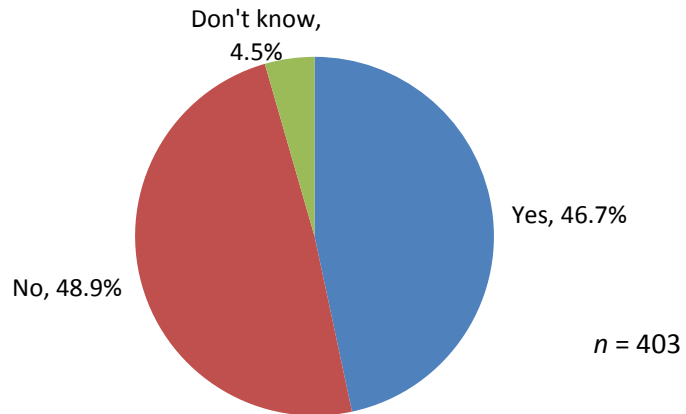
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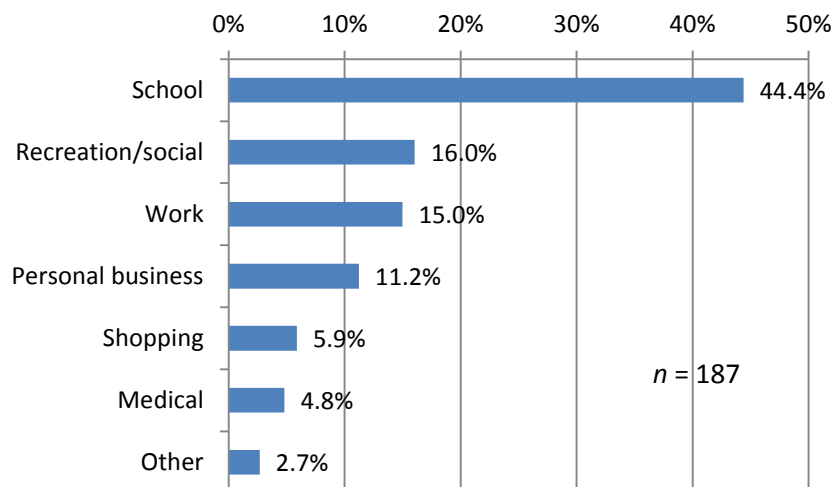
The number of survey contacts who reported prior use of LBT bus service continues to decrease (down to 47 percent in FY 2017). The FY 2016 total of previous customers was nearly 66 percent; in FY 2015, the total was 78.3 percent.

Exhibit 5.3 Former customers



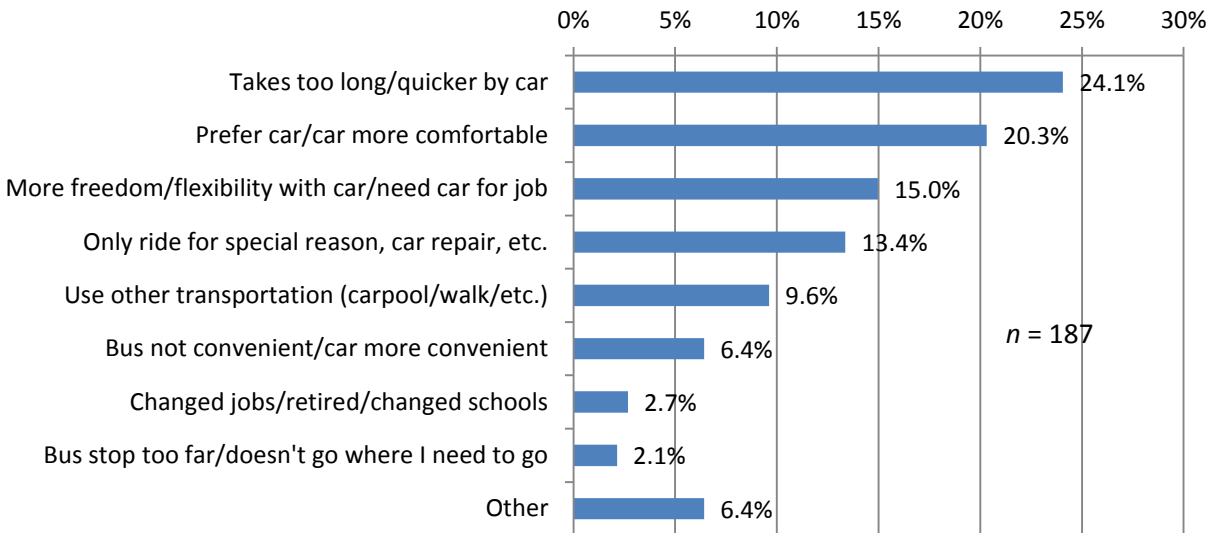
Of those respondents who had previously used LBT, the top three trip purposes were *school* (44.4 percent), *recreation/social* (16.0 percent), and *work* (15.0 percent). These three destinations were also the top responses in FY 2016.

Exhibit 5.4 Trip purpose: former customers



Former customers were asked to provide a reason for their discontinued use of LBT. The most common response in FY 2017 was *takes too long/quicker by car* (24.1 percent), followed by *prefer car/car more comfortable* (20.3 percent).

Exhibit 5.5 Reason for discontinued usage



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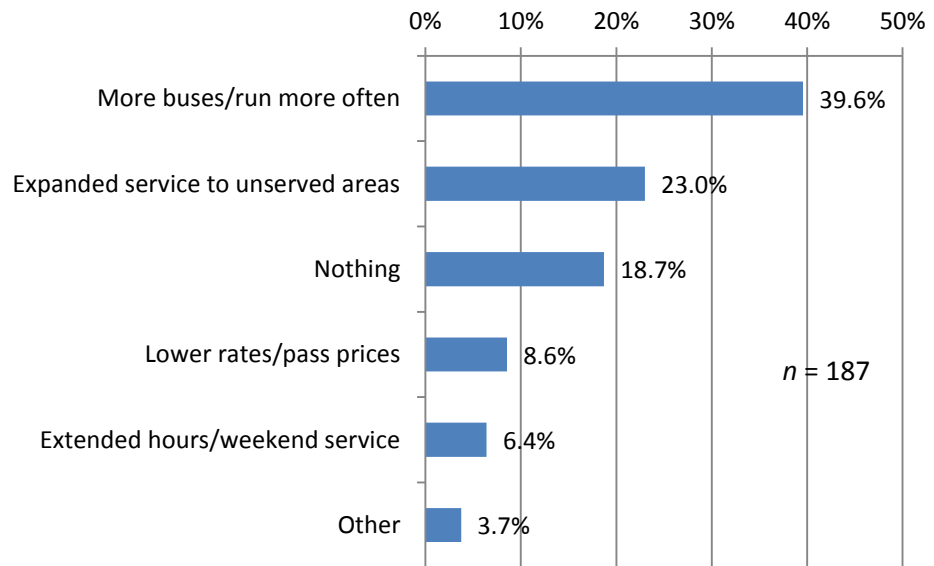
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Survey participants identifying themselves as prior LBT customers were asked to indicate any improvements LBT could introduce to gain their patronage. Notably, the number of respondents who cited *nothing* decreased from 29.5 percent in FY 2016 to 18.7 percent.

The most-frequently cited potential improvement was *increased service frequency* (39.6 percent), followed by *new routes* (23.0 percent).

Exhibit 5.6 Preferred improvements



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The most-frequently cited barriers to potential use of public transit included *trip duration* (50.0 percent), and a need for more frequent service (23.8 percent). These were also the most common responses in the FY 2016 non-customer survey cycle. The number of respondents who cited *safety issues* decreased from 20.2 percent in FY 2016 to 7.6 percent in FY 2017.

Despite these barriers, only 11.2 percent said they would not ride the bus under any circumstance. Nearly 61 percent might consider riding while 28 percent reported they would ride only under special circumstances such as a gasoline shortage.

Exhibit 5.7 Barriers to usage

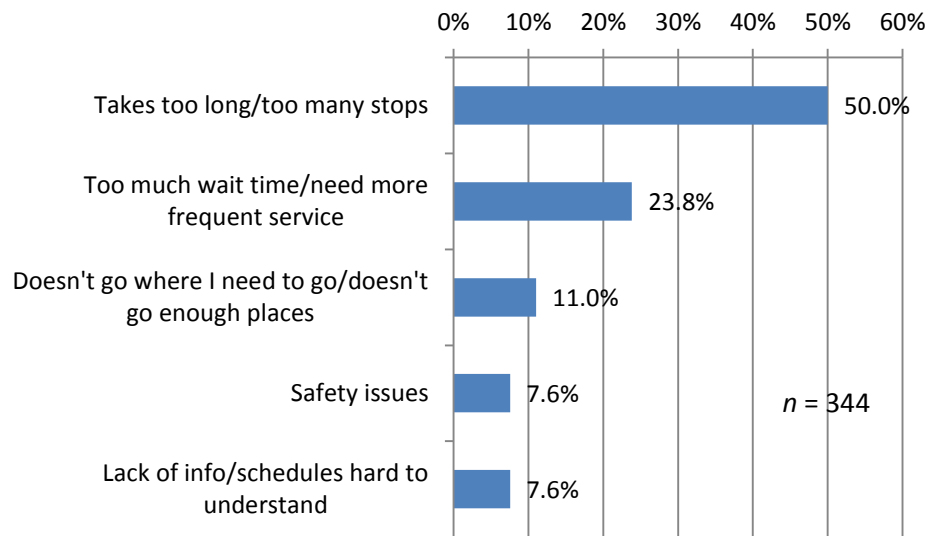
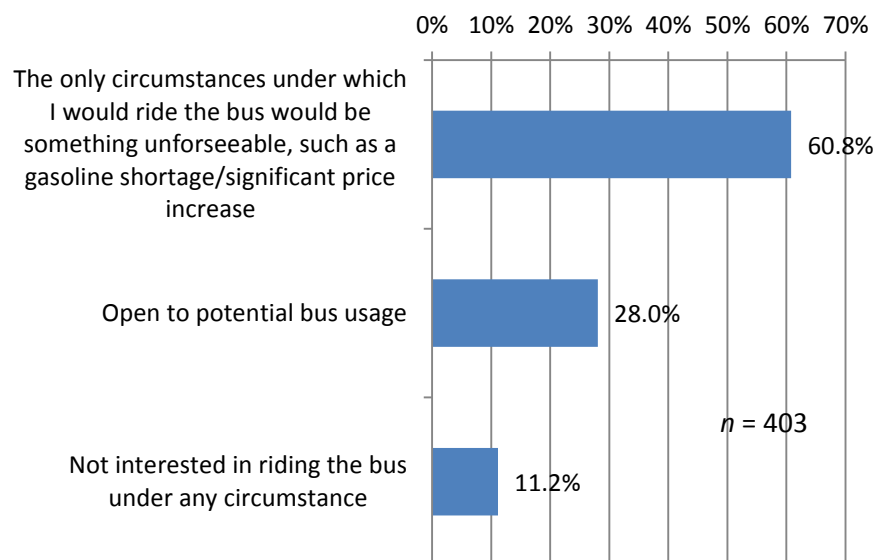
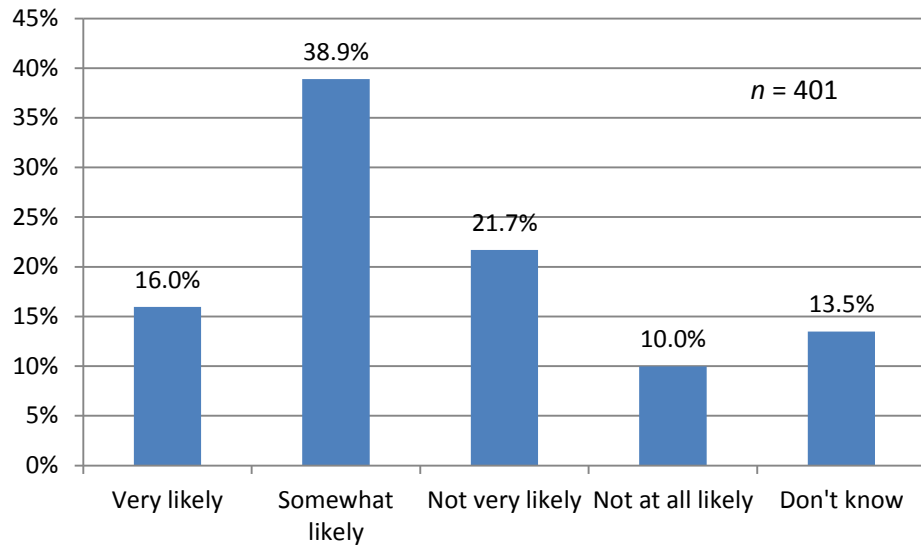


Exhibit 5.7.a Potential ridership



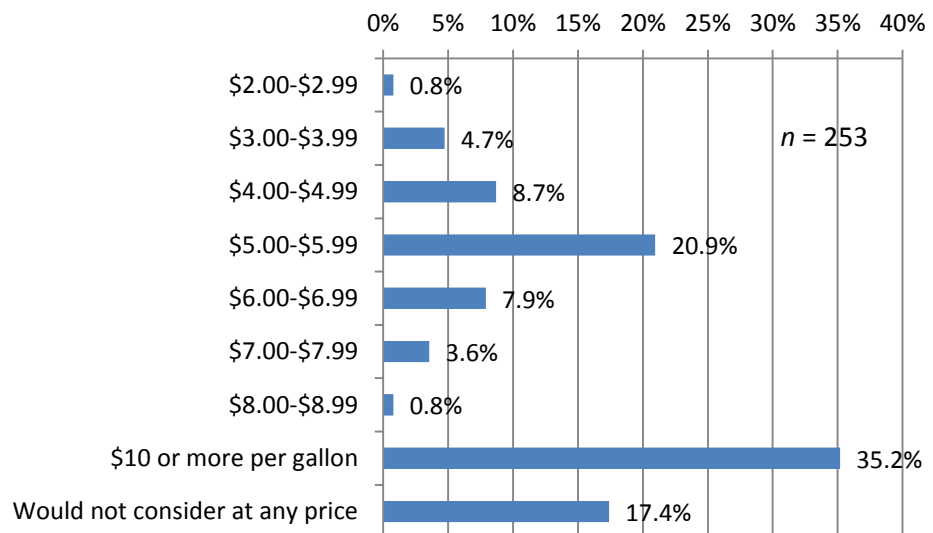
Nearly 55 percent indicated that the availability of easy-to-understand service information would increase the likelihood of their patronage of LBT. This represents a 25-percent decrease from FY 2016.

Exhibit 5.8 Impact: availability/clarity of service information



Potential increases in future gasoline pricing remains an important influencer regarding use of public transit. Among the current pool of respondents, the five-dollar/gallon “price point” is the “tipping point” for serious consideration of public transit as a travel alternative.

Exhibit 5.9 Impact: gas pricing



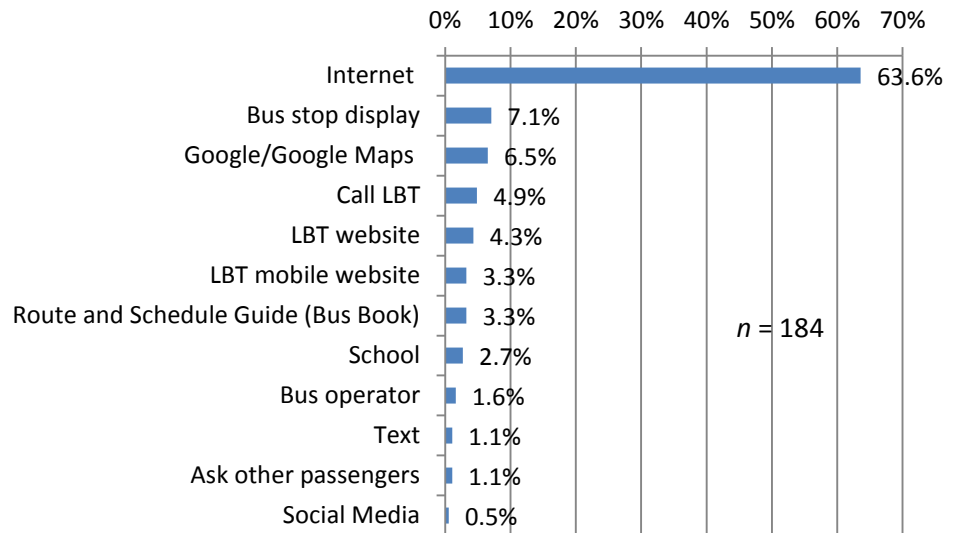
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The Internet remains the top source for obtaining information about LBT (64 percent, similar to FY 2016). *Call LBT* decreased from 9.6 percent in FY 2016 to 4.9 percent.

Exhibit 5.10 Information source



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Approximately 94 percent of respondents indicated having Internet access (up from 80 percent in FY 2016). Nearly 73 percent reported having access via both personal computer/laptop and mobile device.

Exhibit 5.11 Internet access

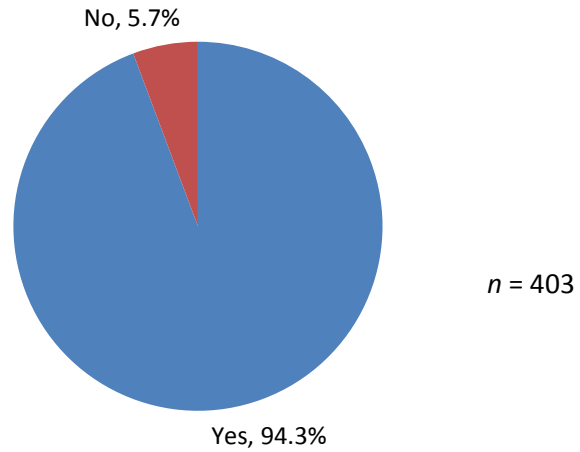
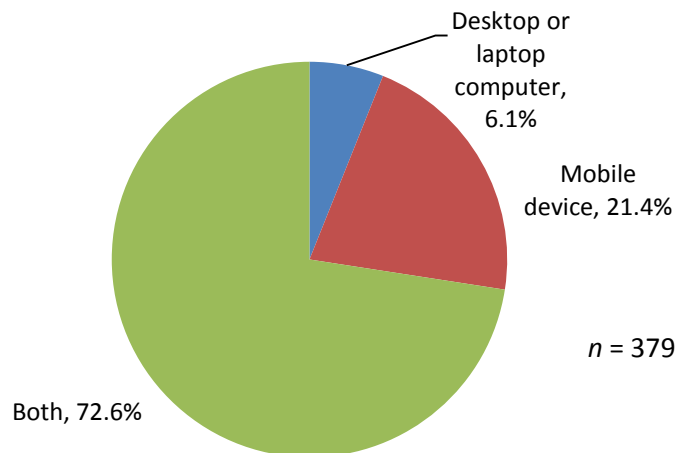


Exhibit 5.11.a Internet access source



Despite the high percentage of respondents citing ready access to the Internet, just 28 percent had visited the LBT website. Of those, nearly half used it to gain general information, while nearly 45 percent used the site's trip planning function.

Although 83 percent of respondents indicated they would not make any changes to the website, six percent cited ease of use or functionality as potential improvements. Specifically, one respondent indicated difficulty reading the schedules, while another indicated difficulty in identifying the closest bus stop.

However, of those survey participants who had visited the LBT website, nearly 91 percent rated it as *excellent or good*.

Exhibit 5.12 LBT site usage

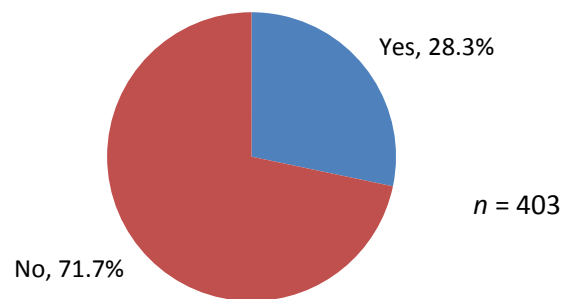


Exhibit 5.12.a LBT site usage reason

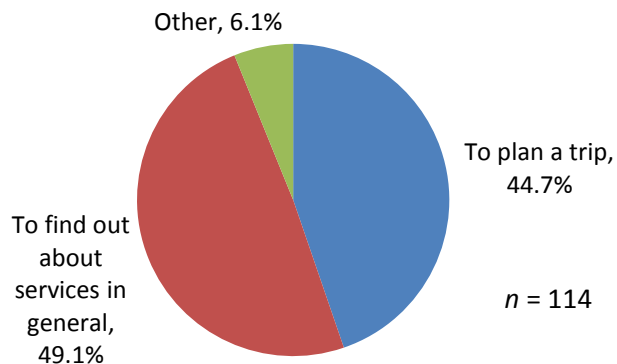


Exhibit 5.12.b LBT site: ease of use

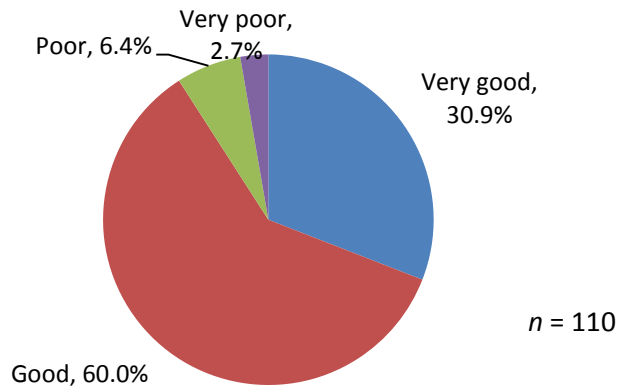
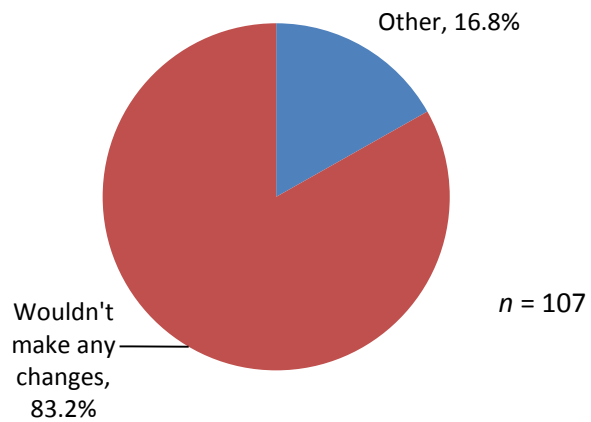
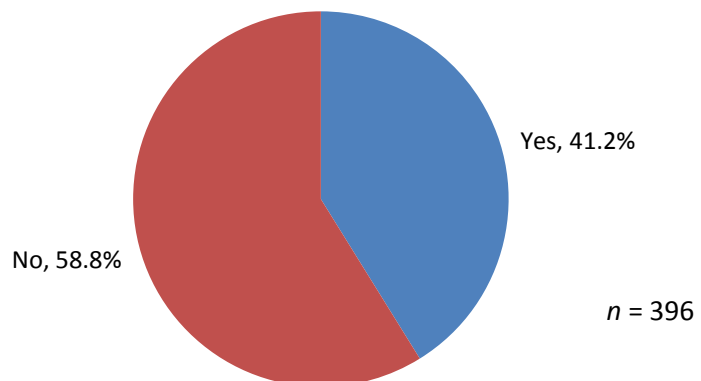


Exhibit 5.12.c LBT site improvements



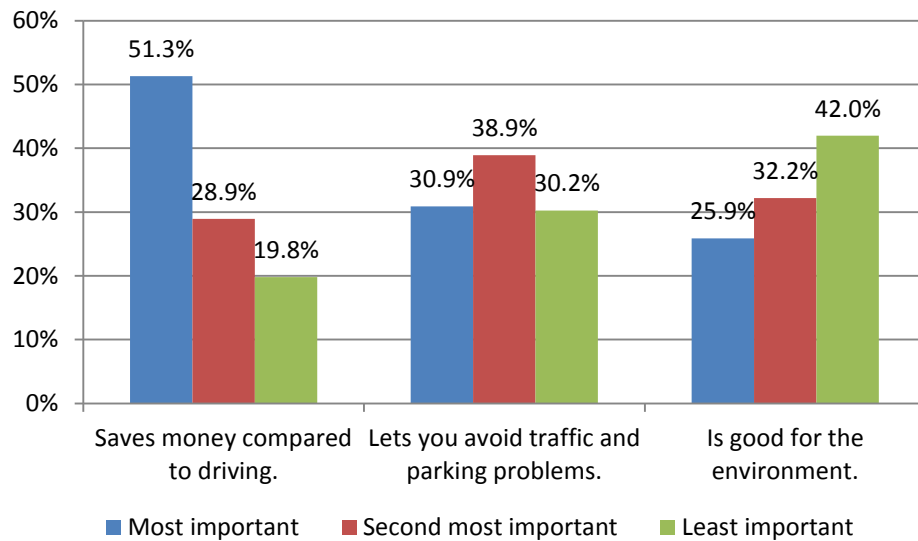
Forty-one percent of respondents indicated some level of awareness concerning LBT's real-time bus arrival information.

Exhibit 5.12.d Awareness of real-time arrival info



Non-customers were asked to rate three commonly held benefits regarding using public transit (most important, second-most important, and least important). The benefits and/or service attributes for ranking included *saves money compared to driving*, *lets you avoid traffic and parking problems*, and *good for the environment*. More than 51 percent ranked *saves money compared to driving* as the most important benefit, while 42 percent considered the potential environmental benefits least important.

Exhibit 5.13 Level of importance



Survey participants were asked to identify any additional benefits of public transit use that they consider important. While there was no single “other” reason cited by a large number of respondents, responses included *affordability*, *safety*, and *convenience*.

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Advertising awareness decreased slightly from the FY 2016 survey (from 35.8 percent to 29.0 percent). The most commonly cited advertising sources were *on buses* (29.9 percent) and *TV commercial* (27.4 percent).

Although 78 percent of respondents indicated they could not recall specifics of the promotion, advertisements regarding *how to ride the bus* were cited most frequently.

Exhibit 5.14 Advertising awareness

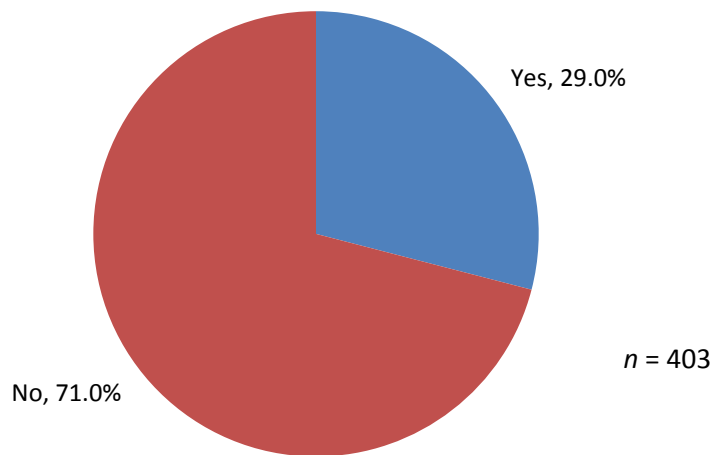
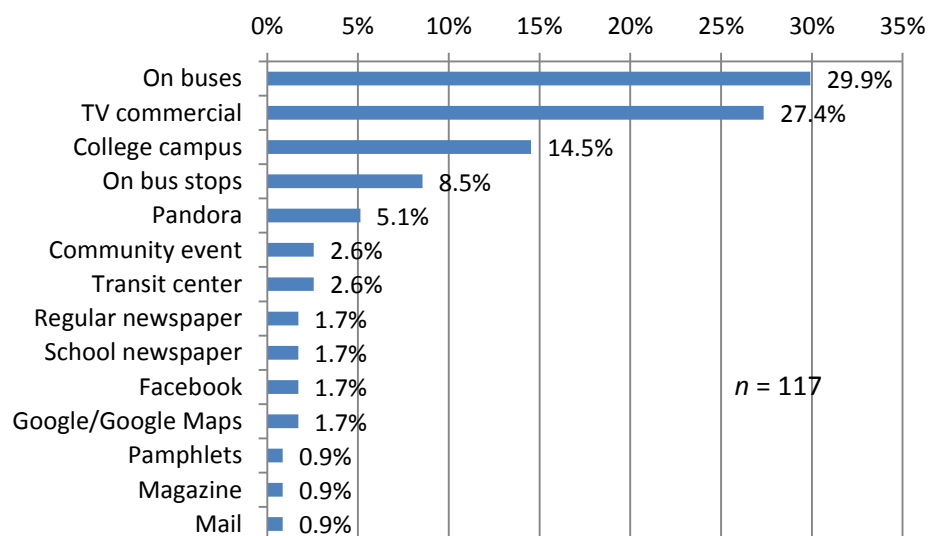
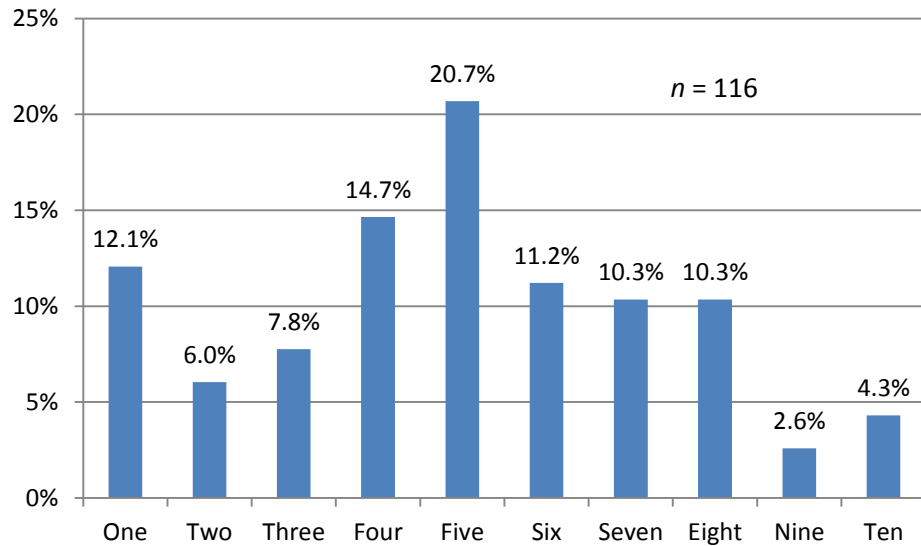


Exhibit 5.14.a Advertising source



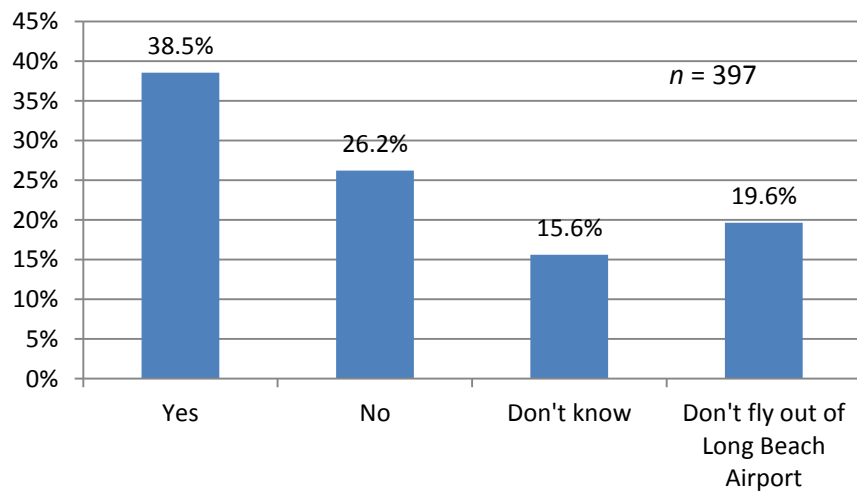
Respondents were asked to share if LBT advertising would result in potential use of public transit, with *one* equaling *not at all likely* and *ten* equaling *very likely*.

Exhibit 5.14.b Impact of advertising



Respondents were advised there are currently four LBT routes that serve the Long Beach Airport (to determine the likelihood of using LBT to access the Airport). The number of respondents who indicated they would consider taking LBT to the Airport decreased from 65 percent in FY 2016 to 38.5 percent in FY 2017.

Exhibit 5.15 Access to airport



The balance of the survey focused on participant demographics. Among the findings of these questions:

- Nearly 58 percent of survey respondents reported being between ages 18 and 24.
- Nearly 51 percent of respondents self-identified as female.

- Slightly more than 42 percent of survey respondents self-identified as Hispanic.
- More than 52 percent reported being employed full-time, while 30 percent were students.
- Fifty-seven percent cited Long Beach as the city in which they worked or attended school; Los Angeles was the second most commonly cited city (7.8 percent).
- The most common annual household income cited was under \$15,000 (22.1 percent), followed by \$20,000 to \$20,999 (17.7 percent).

Exhibit 5.16 Respondent age

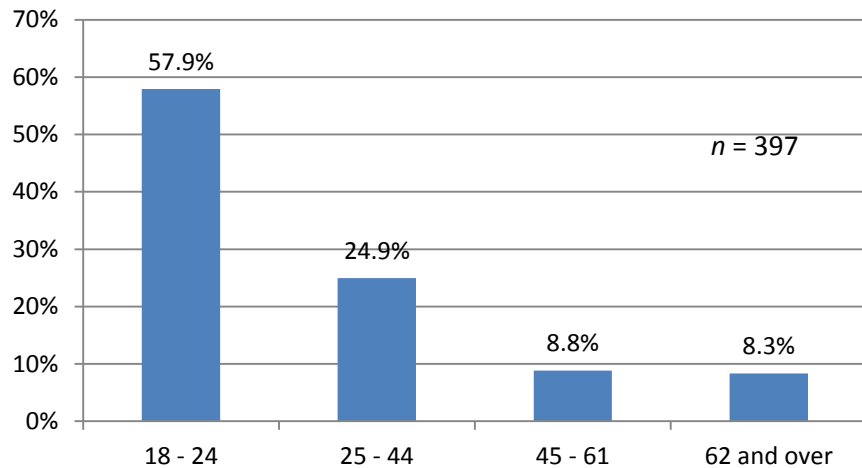
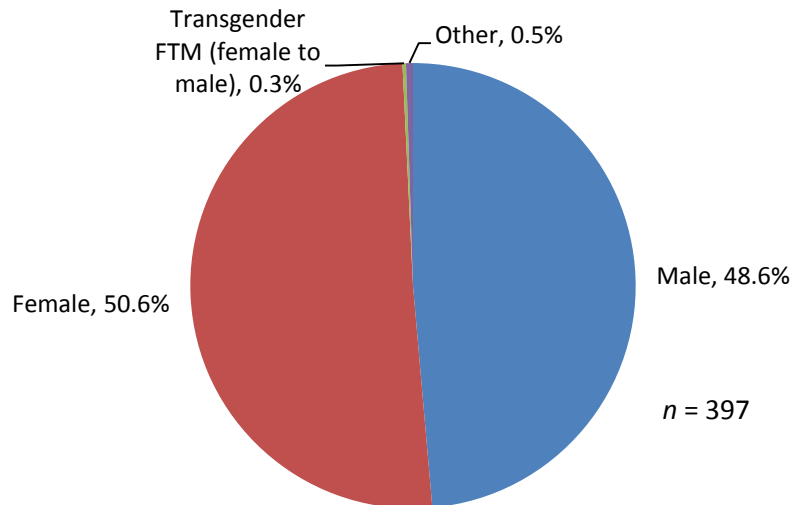


Exhibit 5.16.a Gender



Note: Response option *Transgender MTF* was not selected by any respondents.

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Exhibit 5.16.b Ethnicity

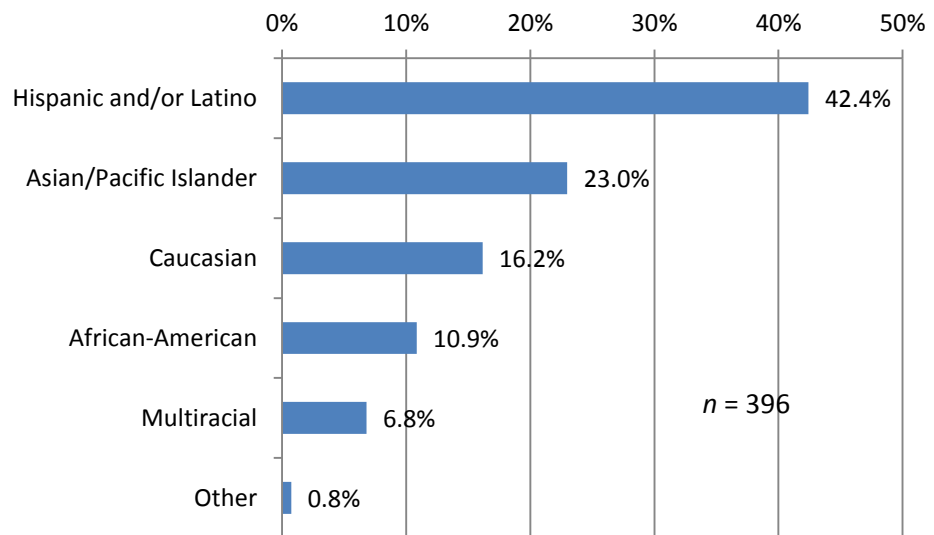
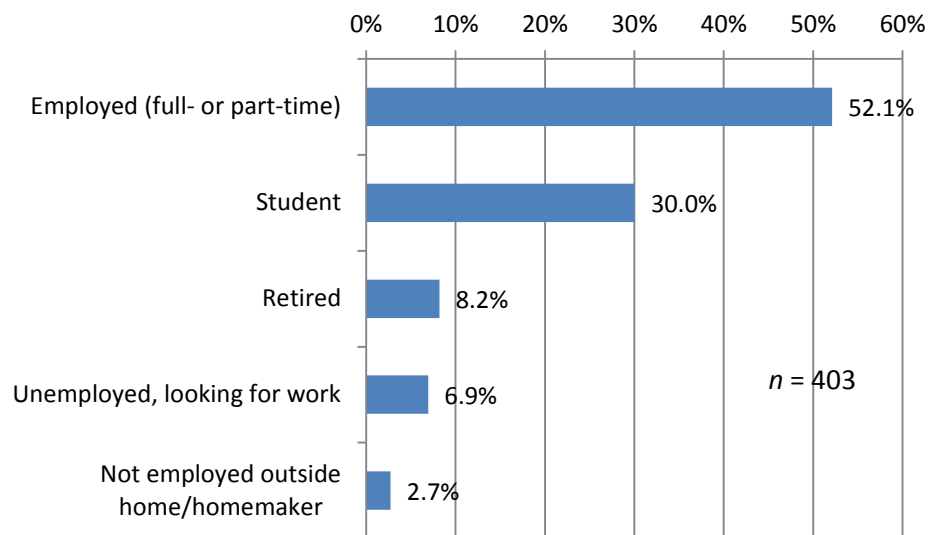


Exhibit 5.16.c Employment status²



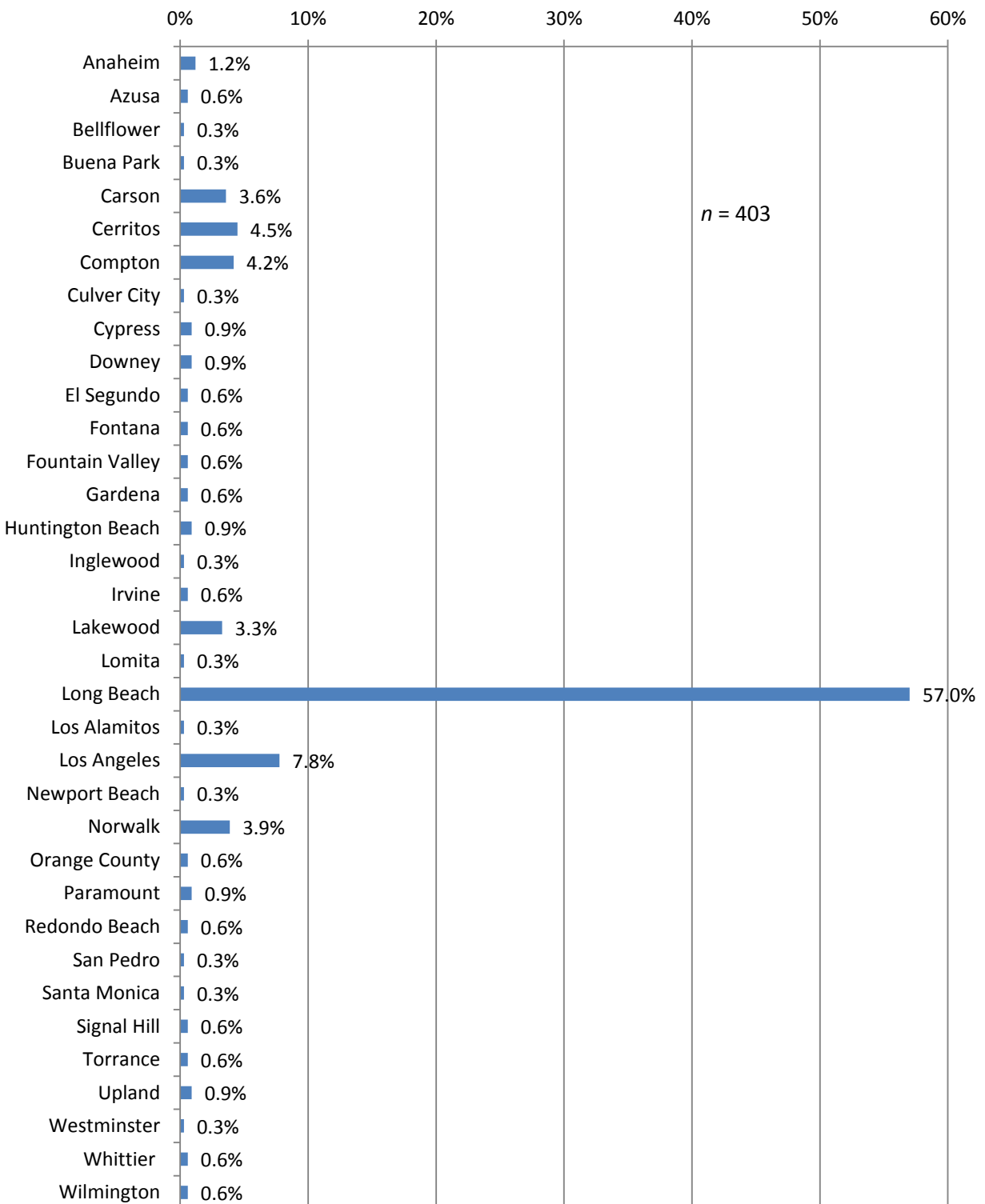
² The unemployment rate for the city of Long Beach at the time of the survey (September 2016) was 5.7 percent. The rate of unemployment among community respondents was 21.1 percent higher than the city average.

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Exhibit 5.16.d City of employment



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Exhibit 5.16.e Household income

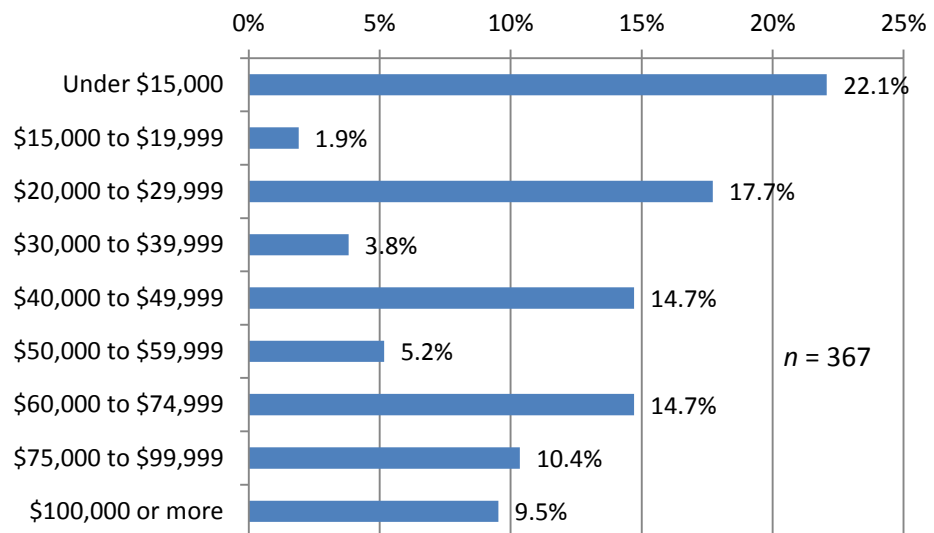


Exhibit 5.16.f Top home ZIPs

ZIP code	Percent
90807 (Long Beach)	7.5%
90805 (Long Beach)	7.2%
90813 (Long Beach)	7.2%
90806 (Long Beach)	5.0%
90650 (Norwalk)	4.5%
90802 (Long Beach)	3.9%
90810 (Carson)	3.9%

6. Community Survey Instrument



FY 17 Long Beach Transit Annual Non-Customer Survey

1. In what city do you live?

- ☐ Long Beach ☐ Artesia ☐ Bellflower
☐ Carson ☐ Cerritos ☐ Compton
☐ Hawaiian Gardens ☐ Lakewood
☐ Los Alamitos ☐ Norwalk ☐ Paramount
☐ Signal Hill ☐ Seal Beach ☐ Other

2. Have you ridden a Long Beach Transit bus in the past three months? ☐ Yes ☐ No

STOP! If you answered "Other" to Question 1 OR "Yes" to Question 2, please return your survey to the surveyor now. Do not complete the rest of the survey. Otherwise, continue to Question 3.

3. Overall, how would you rate Long Beach Transit?

- ☐ Excellent ☐ Good ☐ Poor
☐ Very poor ☐ Don't know

4. Have you ever ridden a Long Beach Transit bus?

- ☐ Yes → Continue to Question 5
☐ No → Skip to Question 14
☐ Don't know → Skip to Question 14

5. What was the primary purpose of your trip when you rode the Long Beach Transit bus?

- ☐ Work ☐ School
☐ Medical ☐ Shopping
☐ Personal business ☐ Recreation/Social
☐ Other (specify: _____)

6. Why didn't you continue to ride the bus?

- ☐ Takes too long/quicker by car
☐ More freedom/flexibility with car/need car for job
☐ Only ride for special reason, car repair, etc.
☐ Bus not convenient/car more convenient
☐ Bus stop too far/doesn't go where I need to go
☐ Use other transportation (carpool/walk/etc.)
☐ Changed jobs/retired/changed schools
☐ Just prefer car/car more comfortable
☐ Other

7. What improvements or changes could Long Beach Transit make that might encourage you to ride the bus again?

- ☐ More buses/run more often
☐ More routes/route changes/go where I need to go/closer to home
☐ Extended hours/weekend service
☐ Lower rates/pass prices
☐ Other (specify: _____)
☐ Nothing

13. How would you typically go about finding information regarding Long Beach Transit bus routes and schedules? (select only one)

- ☐ Internet ☐ Call LBT
☐ Bus stop display
☐ Bus operator ☐ Employer ☐ School
☐ Social Media ☐ Google/Google Maps
☐ LBT website ☐ LBT mobile website ☐ Text
☐ Transit and Visitor Information Center in downtown Long Beach
☐ Route and Schedule Guide (Bus Book)
☐ Other (specify: _____)

14. Long Beach Transit has four routes that go into Long Beach Airport. Would you consider taking the bus when you fly out of Long Beach Airport?

- ☐ Yes
☐ No
☐ Don't know
☐ Don't fly out of Long Beach Airport

15. How high would gas prices have to go before you would consider riding public transit?

- ☐ \$_____ per gallon (write in price)
☐ \$10 or more per gallon
☐ Would not consider at any price
☐ Don't know

16. If you had more information on how to ride Long Beach Transit, how likely would this be to get you to try riding?

- ☐ Very likely ☐ Somewhat likely
☐ Not very likely ☐ Not at all likely
☐ Don't know

17. Overall, which of the following three statements do you think best describes you?

- ☐ I am not interested in riding the bus under any circumstances.
☐ The only circumstances under which I would ride the bus would be something unforeseeable, such as a gasoline shortage or being without a car.
☐ I might consider riding the bus.

18. What do you see as the main drawback to using public transit?

- ☐ Takes too long/too many stops
☐ Too much wait time/need more frequent service
☐ Doesn't go where I need to go/doesn't go to enough places
☐ Safety issues
☐ Lack of info/schedules hard to understand
☐ Don't know
☐ Other

Please rate each of the following performance attributes regarding Long Beach Transit.

	Excellent	Good	Poor	Very poor	Don't know
8. Bus operators safely operate LBT buses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Condition of bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Appearance of bus operators	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Security of the LBT System	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Overall appearance of the bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CONTINUED ON REVERSE →

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19. Please rank the following statements about public transportation. Which one is most important, which one is second most important, and which one is least important to you?

	Most important	Second most important	Least important
Saves money compared to driving.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lets you avoid traffic and parking problems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is good for the environment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. Is there anything else that is important to you as a reason to use public transportation?
- ☐ Yes (specify: _____)
- ☐ No

21. Long Beach Transit provides real-time bus arrival information that can be accessed by phone or online. Were you aware of this prior to this survey?
- ☐ Yes ☐ No

22. Have you seen or heard any advertising for Long Beach Transit in the last six months?
- ☐ Yes → Continue to Question 23
- ☐ No → Skip to Question 26

23. Where do you remember seeing or hearing the ads?
- ☐ TV commercial ☐ Community event
- ☐ On buses ☐ On bus stops
- ☐ Transit center ☐ Pamphlets
- ☐ Magazine ☐ Mail
- ☐ College campus ☐ Regular newspaper
- ☐ School newspaper ☐ Facebook
- ☐ Google/Google Maps ☐ Other internet site
- ☐ Other (specify: _____)

24. Can you describe the ad?
- ☐ Yes (describe: _____)
- ☐ I don't recall

25. On a scale of one to ten, how likely are the advertisement(s) you saw to make you consider riding Long Beach Transit?

1 (not at all likely)	2	3	4	5	6	7	8	9	10 (very likely)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26. Do you have access to the Internet?
- ☐ Yes → Continue to Question 27
- ☐ No → Skip to Question 28

27. Is your internet access from . . . ?
- ☐ A desktop computer (or laptop hardwired to the Internet)
- ☐ A mobile device (such as a smartphone, tablet computer, or a laptop with wi-fi)
- ☐ Both

28. Have you ever visited the Long Beach Transit website?
- ☐ Yes → Continue to Question 29
- ☐ No → Skip to Question 32

29. Why did you visit the website?
- ☐ To plan a trip
- ☐ To find out about services in general
- ☐ Other

30. How would you rate the website on ease of use (i.e., finding what you were looking for)?

☐ Very good ☐ Good

☐ Poor ☐ Very poor

31. How would you improve the website?
- ☐ Wouldn't make any changes
- ☐ Other (specify: _____)

32. What is your age?
- ☐ 18-24 ☐ 25-44
- ☐ 45-61 ☐ 62 and over

33. Which of the following best describes your employment status?
- ☐ Employed (full- or part-time) → Continue to Question 34
- ☐ Student → Continue to Question 34
- ☐ Unemployed, looking for work → Skip to Question 35
- ☐ Not employed outside home/homemaker → Skip to Question 35
- ☐ Retired → Skip to Question 35

34. In which city do you work or attend school?
- _____

35. With which of the following ethnicities do you most closely identify? (select only one)
- ☐ Asian/Pacific Islander ☐ African American
- ☐ Caucasian ☐ Hispanic
- ☐ Other (specify: _____)
- ☐ Multiracial

36. What is your home zip code? _____

37. What category best describes your total household income?
- ☐ Under \$15,000 ☐ \$15,000 to \$19,999
- ☐ \$20,000 to \$29,999 ☐ \$30,000 to \$39,999
- ☐ \$40,000 to \$49,999 ☐ \$50,000 to \$59,999
- ☐ \$60,000 to \$74,999 ☐ \$75,000 to \$99,999
- ☐ \$100,000 or more

38. With which gender do you identify?
- ☐ Male
- ☐ Female
- ☐ Transgender (female to male)
- ☐ Transgender (male to female)
- ☐ Other

Thank you for taking the time to complete this survey. Your feedback is important to us.

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7. Community Survey Frequencies

Are you 18 years of age or older?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	403	100.0	100.0	100.0

Q1. In what city do you live?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Long Beach	253	62.8	62.8	62.8
Artesia	3	0.7	0.7	63.5
Bellflower	12	3.0	3.0	66.5
Carson	27	6.7	6.7	73.2
Cerritos	14	3.5	3.5	76.7
Compton	32	7.9	7.9	84.6
Hawaiian Gardens	3	0.7	0.7	85.4
Lakewood	22	5.5	5.5	90.8
Los Alamitos	2	0.5	0.5	91.3
Norwalk	15	3.7	3.7	95.0
Paramount	15	3.7	3.7	98.8
Signal Hill	5	1.2	1.2	100.0
Total	403	100.0	100.0	

Q2. Have you ridden a Long Beach Transit bus in the past three months?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	403	100.0	100.0	100.0

Q3. Overall, how would you rate Long Beach Transit?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	27	6.7	6.9	6.9
Good	132	32.8	33.5	40.4
Poor	13	3.2	3.3	43.7
Very poor	1	0.2	0.3	43.9
Don't know	221	54.8	56.1	100.0
Total	394	97.8	100.0	
Missing System	9	2.2		
Total	403	100.0		

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Q4. Have you ever ridden a Long Beach Transit bus?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	188	46.7	46.7	46.7
No	197	48.9	48.9	95.5
Don't know	18	4.5	4.5	100.0
Total	403	100.0	100.0	

Q5. What was the primary purpose of your trip when you rode the Long Beach Transit bus?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Other (specify):	5	1.2	2.7	2.7
Work	28	6.9	15.0	17.6
School	83	20.6	44.4	62.0
Medical	9	2.2	4.8	66.8
Shopping	11	2.7	5.9	72.7
Personal business	21	5.2	11.2	84.0
Recreation/social	30	7.4	16.0	100.0
Total	187	46.4	100.0	
Missing System	216	53.6		
Total	403	100.0		

Q5. What was the primary purpose of your trip when you rode the Long Beach Transit bus? - Other (specify):

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	400	99.3	99.3	99.3
All the above	1	0.2	0.2	99.5
Home	2	0.5	0.5	100.0
Total	403	100.0	100.0	

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Q6. Why didn't you continue to ride the bus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Takes too long/quicker by car	45	11.2	24.1	24.1
	More freedom/flexibility with car/need car for job	28	6.9	15.0	39.0
	Only ride for special reason, car repair, etc.	25	6.2	13.4	52.4
	Bus not convenient/car more convenient	12	3.0	6.4	58.8
	Bus stop too far/doesn't go where I need to go	4	1.0	2.1	61.0
	Use other transportation (carpool/walk/etc.)	18	4.5	9.6	70.6
	Changed jobs/retired/changed schools	5	1.2	2.7	73.3
	Just prefer car/car more comfortable	38	9.4	20.3	93.6
	Other	12	3.0	6.4	100.0
	Total	187	46.4	100.0	
Missing	System	216	53.6		
Total		403	100.0		

Q7. What improvements or changes could Long Beach Transit make that might encourage you to ride the bus again?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other (specify):	9	2.2	4.8	4.8
	More buses/run more often	73	18.1	39.0	43.9
	More routes/route changes/go where I need to go	42	10.4	22.5	66.3
	Extended hours/weekend service	12	3.0	6.4	72.7
	Lower rates/pass prices	16	4.0	8.6	81.3
	Nothing	35	8.7	18.7	100.0
	Total	187	46.4	100.0	
Missing	System	216	53.6		
Total		403	100.0		

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Q7. What improvements or changes could Long Beach Transit make that might encourage you to ride the bus again? - Other (specify):

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	396	98.3	98.3	98.3
[Bus operators] need to be more sympathetic and polite to customers	1	0.2	0.2	98.5
Improve on-time performance	1	0.2	0.2	98.8
Improve security at bus stops (cameras)	1	0.2	0.2	99.0
Introduce wi-fi on buses	1	0.2	0.2	99.3
Make route signs easier to understand	1	0.2	0.2	99.5
More express routes	1	0.2	0.2	99.8
Regular schedule times for route 172 during daytime hours	1	0.2	0.2	100.0
Total	403	100.0	100.0	

Q8. Please rate each of the following performance attributes regarding Long Beach Transit. - Bus operators safely operate LBT buses

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Don't know	13	3.2	7.1	7.1
Poor	1	0.2	0.5	7.7
Good	95	23.6	52.2	59.9
Excellent	73	18.1	40.1	100.0
Total	182	45.2	100.0	
Missing System	221	54.8		
Total	403	100.0		

Q9. Please rate each of the following performance attributes regarding Long Beach Transit. - Condition of bus stops

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Don't know	11	2.7	6.1	6.1
Very poor	8	2.0	4.4	10.6
Poor	23	5.7	12.8	23.3
Good	108	26.8	60.0	83.3
Excellent	30	7.4	16.7	100.0
Total	180	44.7	100.0	
Missing System	223	55.3		
Total	403	100.0		

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Q10. Please rate each of the following performance attributes regarding Long Beach Transit. - Appearance of bus operators

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don't know	12	3.0	6.8	6.8
	Very poor	2	0.5	1.1	7.9
	Poor	2	0.5	1.1	9.0
	Good	100	24.8	56.5	65.5
	Excellent	61	15.1	34.5	100.0
	Total	177	43.9	100.0	
Missing	System	226	56.1		
Total		403	100.0		

Q11. Please rate each of the following performance attributes regarding Long Beach Transit. - Security of the LBT System

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don't know	26	6.5	14.4	14.4
	Very poor	4	1.0	2.2	16.7
	Poor	20	5.0	11.1	27.8
	Good	97	24.1	53.9	81.7
	Excellent	33	8.2	18.3	100.0
	Total	180	44.7	100.0	
Missing	System	223	55.3		
Total		403	100.0		

Q12. Please rate each of the following performance attributes regarding Long Beach Transit. - Overall appearance of the bus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don't know	7	1.7	3.9	3.9
	Very poor	3	0.7	1.7	5.6
	Poor	8	2.0	4.4	10.0
	Good	112	27.8	62.2	72.2
	Excellent	50	12.4	27.8	100.0
	Total	180	44.7	100.0	
Missing	System	223	55.3		
Total		403	100.0		

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Q13. How would you typically go about finding information regarding Long Beach Transit bus routes and schedules? (Choose only one)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Internet	117	29.0	64.3	64.3
	Call LBT	9	2.2	4.9	69.2
	Bus stop display	13	3.2	7.1	76.4
	Bus operator	3	0.7	1.6	78.0
	School	5	1.2	2.7	80.8
	Social Media	1	0.2	0.5	81.3
	Google/Google Maps	12	3.0	6.6	87.9
	Long Beach Transit website	8	2.0	4.4	92.3
	Long Beach Transit mobile website	6	1.5	3.3	95.6
	Text	2	0.5	1.1	96.7
	Route and Schedule Guide (Bus Book)	6	1.5	3.3	100.0
	Total	182	45.2	100.0	
Missing	System	221	54.8		
Total		403	100.0		

Q13. How would you typically go about finding information regarding Long Beach Transit bus routes and schedules? - Other (specify):

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		401	99.5	99.5	99.5
	Ask other passengers	2	0.5	0.5	100.0
	Total	403	100.0	100.0	

Q14. Long Beach Transit has four routes that go into Long Beach Airport. Would you consider taking the bus when you fly out of Long Beach Airport?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	153	38.0	38.5	38.5
	No	104	25.8	26.2	64.7
	Don't know	62	15.4	15.6	80.4
	Don't fly out of Long Beach Airport	78	19.4	19.6	100.0
	Total	397	98.5	100.0	
Missing	System	6	1.5		
Total		403	100.0		

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Q15. How high would gas prices have to go before you would consider riding public transit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Write in price per gallon:	120	29.8	30.0	30.0
	\$10 or more per gallon	89	22.1	22.3	52.3
	Would not consider at any price	44	10.9	11.0	63.3
	Don't know	147	36.5	36.8	100.0
	Total	400	99.3	100.0	
Missing	System	3	0.7		
Total		403	100.0		

q0013_other Q15. How high would gas prices have to go before you would consider riding public transit? - Write in price per gallon:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		283	70.2	70.2	70.2
	\$2.60	1	0.2	0.2	70.5
	\$2.87	1	0.2	0.2	70.7
	\$3.00	6	1.5	1.5	72.2
	\$3.50	3	0.7	0.7	73.0
	\$3.55	1	0.2	0.2	73.2
	\$3.69	1	0.2	0.2	73.4
	\$3.79	1	0.2	0.2	73.7
	\$4.00	19	4.7	4.7	78.4
	\$4.50	3	0.7	0.7	79.2
	\$5.00	50	12.4	12.4	91.6
	\$5.50	3	0.7	0.7	92.3
	\$6.00	20	5.0	5.0	97.3
	\$7.00	9	2.2	2.2	99.5
	\$8.00	2	0.5	0.5	100.0
	Total	403	100.0	100.0	

Q16. If you had more information on how to ride Long Beach Transit, how likely would this be to get you to try riding?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	64	15.9	16.0	16.0
	Somewhat likely	156	38.7	38.9	54.9
	Not very likely	87	21.6	21.7	76.6
	Not at all likely	40	9.9	10.0	86.5
	Don't know	54	13.4	13.5	100.0
	Total	401	99.5	100.0	
Missing	System	2	0.5		
Total		403	100.0		

Q17. Overall, which of the following three statements do you think best describes you?

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I am not interested in riding the bus under any circumstance	45	11.2	11.2	11.2
	The only circumstances under which I would ride the bus would be something unforeseeable, such as a gasoline shortage or	245	60.8	60.8	72.0
	I might consider riding the bus	113	28.0	28.0	100.0
	Total	403	100.0	100.0	

Q18. What do you see as the main drawback to using public transportation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Takes too long/too many stops	172	42.7	42.9	42.9
	Too much wait time/need more frequent service	82	20.3	20.4	63.3
	Doesn't go where I need to go/doesn't go enough places	38	9.4	9.5	72.8
	Safety issues	26	6.5	6.5	79.3
	Lack of info/schedules hard to understand	26	6.5	6.5	85.8
	Don't know	27	6.7	6.7	92.5
	Other	30	7.4	7.5	100.0
	Total	401	99.5	100.0	
Missing	System	2	0.5		
Total		403	100.0		

Q19. Please rank the following statements about public transportation. Which one is most important, which one is second most important, and which one is least important to you? - Saves money compared to driving.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	197	48.9	51.3	51.3
	Second most important	111	27.5	28.9	80.2
	Least important	76	18.9	19.8	100.0
	Total	384	95.3	100.0	
Missing	System	19	4.7		
Total		403	100.0		

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Q19. Please rank the following statements about public transportation. Which one is most important, which one is second most important, and which one is least important to you? - Lets you avoid traffic and parking problems.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	100	24.8	30.9	30.9
	Second most important	126	31.3	38.9	69.8
	Least important	98	24.3	30.2	100.0
	Total	324	80.4	100.0	
Missing	System	79	19.6		
Total		403	100.0		

Q19. Please rank the following statements about public transportation. Which one is most important, which one is second most important, and which one is least important to you? - Is good for the environment.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	82	20.3	25.9	25.9
	Second most important	102	25.3	32.2	58.0
	Least important	133	33.0	42.0	100.0
	Total	317	78.7	100.0	
Missing	System	86	21.3		
Total		403	100.0		

Q20. Is there anything else that is important to you as a reason to use public transportation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes (specify):	43	10.7	11.0	11.0
	No	348	86.4	89.0	100.0
	Total	391	97.0	100.0	
Missing	System	12	3.0		
Total		403	100.0		

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Q20. Is there anything else that is important to you as a reason to use public transportation? - Yes (specify):

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	366	90.8	90.8	90.8
Buses are not crowded	1	0.2	0.2	91.1
Buses are on time	1	0.2	0.2	91.3
Cleaner buses with less stops	1	0.2	0.2	91.6
Do not have to rely on a personal vehicle	3	0.7	0.7	92.3
Environmental reasons	3	0.7	0.7	93.1
Gets me to where I need to go	2	0.5	0.5	93.5
Helps support employment	1	0.2	0.2	93.8
Is accessible and close to my location	1	0.2	0.2	94.0
Is affordable	2	0.5	0.5	94.5
Is good for my health	2	0.5	0.5	95.0
Less stressful compared to driving	3	0.7	0.7	95.8
Need wi-fi on buses	1	0.2	0.2	96.0
Opportunity to be social	1	0.2	0.2	96.3
Provides connections to train	1	0.2	0.2	96.5
Provides frequent service and safety	1	0.2	0.2	96.8
Provides frequent service with more routes and dedicated bus lanes	1	0.2	0.2	97.0
Provides safety	5	1.2	1.2	98.3
Provides transportation for my children	1	0.2	0.2	98.5
Relieves traffic congestion	3	0.7	0.7	99.3
Saves time compared to driving	3	0.7	0.7	100.0
Total	403	100.0	100.0	

Q21. Long Beach Transit provides real-time bus arrival information that can be accessed by phone or online. Were you aware of this prior to the survey?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	163	40.4	41.2	41.2
No	233	57.8	58.8	100.0
Total	396	98.3	100.0	
Missing System	7	1.7		
Total	403	100.0		

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Q22. Have you seen or heard any advertising for Long Beach Transit in the last six months?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	117	29.0	29.0	29.0
No	286	71.0	71.0	100.0
Total	403	100.0	100.0	

Q23. Where do you remember seeing or hearing the ads?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Other (specify):	6	1.5	5.1	5.1
TV commercial	32	7.9	27.4	32.5
Community event	3	0.7	2.6	35.0
On buses	35	8.7	29.9	65.0
On bus stops	10	2.5	8.5	73.5
Transit center	3	0.7	2.6	76.1
Pamphlets	1	0.2	0.9	76.9
Magazine	1	0.2	0.9	77.8
Mail	1	0.2	0.9	78.6
College campus	17	4.2	14.5	93.2
Regular newspaper	2	0.5	1.7	94.9
School newspaper	2	0.5	1.7	96.6
Facebook	2	0.5	1.7	98.3
Google/Google Maps	2	0.5	1.7	100.0
Total	117	29.0	100.0	
Missing System	286	71.0		
Total	403	100.0		

Q23. Where do you remember seeing or hearing the ads? - Other (specify):

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	397	98.5	98.5	98.5
Pandora	6	1.5	1.5	100.0
Total	403	100.0	100.0	

Q24. Can you describe the ad?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes (describe):	25	6.2	21.7	21.7
I don't recall	90	22.3	78.3	100.0
Total	115	28.5	100.0	
Missing System	288	71.5		
Total	403	100.0		

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Q24. Can you describe the ad? - Yes (describe):

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	382	94.8	94.8	94.8
Ad displayed at job fair/convention center	1	0.2	0.2	95.0
Ad in Long Beach City College newspaper	1	0.2	0.2	95.3
Ad stated that Long Beach Transit is available to all students	1	0.2	0.2	95.5
Bus stop/signs	1	0.2	0.2	95.8
Colorful and attractive	1	0.2	0.2	96.0
Couple on bus going to places	1	0.2	0.2	96.3
Glasses with Long Beach Transit branding	1	0.2	0.2	96.5
How public transit can be more affordable, reduce traffic, and be better for the environment.	1	0.2	0.2	96.8
How to ride the bus	4	1.0	1.0	97.8
LBT branding	1	0.2	0.2	98.0
New improved service	2	0.5	0.5	98.5
On a slide from orientation day	1	0.2	0.2	98.8
One actor demonstrating on how to use the bus	1	0.2	0.2	99.0
Red colored	1	0.2	0.2	99.3
Safety rules	2	0.5	0.5	99.8
Usually says ride the bus, especially in the downtown Long Beach area	1	0.2	0.2	100.0
Total	403	100.0	100.0	

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Q25. How likely are the advertisement(s) you saw to make you consider riding Long Beach Transit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 (not at all likely)	14	3.5	12.1	12.1
	2	7	1.7	6.0	18.1
	3	9	2.2	7.8	25.9
	4	17	4.2	14.7	40.5
	5	24	6.0	20.7	61.2
	6	13	3.2	11.2	72.4
	7	12	3.0	10.3	82.8
	8	12	3.0	10.3	93.1
	9	3	0.7	2.6	95.7
	10 (very likely)	5	1.2	4.3	100.0
	Total	116	28.8	100.0	
Missing	System	287	71.2		
Total		403	100.0		

Q26. Do you have access to the Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	380	94.3	94.3	94.3
	No	23	5.7	5.7	100.0
	Total	403	100.0	100.0	

Q27. Is your Internet access from...?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A desktop computer (or laptop hardwired to Internet)	23	5.7	6.1	6.1
	A mobile device (such as a smartphone, tablet computer, or a laptop with wi-fi)	81	20.1	21.4	27.4
	Both	275	68.2	72.6	100.0
	Total	379	94.0	100.0	
Missing	System	24	6.0		
Total		403	100.0		

Q28. Have you ever visited the Long Beach Transit website?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	114	28.3	28.3	28.3
	No	289	71.7	71.7	100.0
	Total	403	100.0	100.0	

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Q29. Why did you visit the website?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To plan a trip	51	12.7	44.7	44.7
	To find out about services in general	56	13.9	49.1	93.9
	Other	7	1.7	6.1	100.0
	Total	114	28.3	100.0	
Missing	System	289	71.7		
Total		403	100.0		

Q30. How would you rate the website on ease of use (i.e., finding what you were looking for)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	34	8.4	30.9	30.9
	Good	66	16.4	60.0	90.9
	Poor	7	1.7	6.4	97.3
	Very poor	3	0.7	2.7	100.0
	Total	110	27.3	100.0	
Missing	System	293	72.7		
Total		403	100.0		

Q31. How would you improve the website?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other (specify):	18	4.5	16.8	16.8
	Wouldn't make any changes	89	22.1	83.2	100.0
	Total	107	26.6	100.0	
Missing	System	296	73.4		
Total		403	100.0		

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Q31. How would you improve the website? - Other (specify):

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	389	96.5	96.5	96.5
Consider making it multilingual friendly.	1	0.2	0.2	96.8
Displays incorrect route/schedule times.	1	0.2	0.2	97.0
Make it easier to determine which routes and times I need to take. I couldn't exactly determine where the closest stop was to where I needed to be.	1	0.2	0.2	97.3
Make it easier to plan trips.	1	0.2	0.2	97.5
Make it easier to use.	3	0.7	0.7	98.3
Needs real-time detour information. Make it more interactive.	1	0.2	0.2	98.5
Needs video messages.	1	0.2	0.2	98.8
Provide real-time updates per stop.	1	0.2	0.2	99.0
Schedules are difficult to read as they are too confusing and small.	1	0.2	0.2	99.3
The information I was looking for was unavailable.	1	0.2	0.2	99.5
The live tracker would never work on my mobile device.	1	0.2	0.2	99.8
The mobile website could look sleeker.	1	0.2	0.2	100.0
Total	403	100.0	100.0	

Q32. What is your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
18 - 24	230	57.1	57.9	57.9
25 - 44	99	24.6	24.9	82.9
45 - 61	35	8.7	8.8	91.7
62 and over	33	8.2	8.3	100.0
Total	397	98.5	100.0	
Missing				
System	6	1.5		
Total	403	100.0		

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Q33. Which of the following best describes your employment status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed (full- or part-time)	210	52.1	52.1	52.1
	Student	121	30.0	30.0	82.1
	Unemployed, looking for work	28	6.9	6.9	89.1
	Not employed outside home/homemaker	11	2.7	2.7	91.8
	Retired	33	8.2	8.2	100.0
	Total	403	100.0	100.0	

Q34. In which city do you work or attend school?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		89	22.1	22.1	22.1
	Anaheim	3	0.7	0.7	22.8
	Anaheim and Long Beach	1	0.2	0.2	23.1
	Azusa	1	0.2	0.2	23.3
	Azusa and Long Beach	1	0.2	0.2	23.6
	Beach High	1	0.2	0.2	23.8
	Bellflower	1	0.2	0.2	24.1
	Buena Park	1	0.2	0.2	24.3
	Carson	10	2.5	2.5	26.8
	Carson and Torrance	1	0.2	0.2	27.0
	Carson and Wilmington	1	0.2	0.2	27.3
	Cerritos	12	3.0	3.0	30.3
	Cerritos and Long Beach	3	0.7	0.7	31.0
	Compton	14	3.5	3.5	34.5
	Culver City	1	0.2	0.2	34.7
	Cypress	2	0.5	0.5	35.2
	Cypress and Long Beach	1	0.2	0.2	35.5
	Downey	2	0.5	0.5	36.0
	Downey and Long Beach	1	0.2	0.2	36.2
	Downtown Los Angeles	2	0.5	0.5	36.7
	El Segundo	1	0.2	0.2	37.0
	El Segundo and Los Angeles	1	0.2	0.2	37.2
	Fontana	2	0.5	0.5	37.7
	Fountain Valley	2	0.5	0.5	38.2
	Gardena	2	0.5	0.5	38.7
	Huntington Beach	1	0.2	0.2	39.0
	Huntington Beach and Long Beach	2	0.5	0.5	39.5
	Inglewood	1	0.2	0.2	39.7
	Irvine	2	0.5	0.5	40.2
	Lakewood	6	1.5	1.5	41.7

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Lakewood and Long Beach	2	0.5	0.5	42.2
Lakewood and Los Angeles	1	0.2	0.2	42.4
Lakewood and Norwalk	1	0.2	0.2	42.7
Lakewood and Paramount	1	0.2	0.2	42.9
Long Beach	177	43.9	43.9	86.8
Long Beach and Los Angeles	2	0.5	0.5	87.3
Los Alamitos	1	0.2	0.2	87.6
Los Angeles	19	4.7	4.7	92.3
Los Angeles, Lomita, and Long Beach	1	0.2	0.2	92.6
Newport Beach	1	0.2	0.2	92.8
Norwalk	12	3.0	3.0	95.8
Orange County	2	0.5	0.5	96.3
Paramount	2	0.5	0.5	96.8
Redondo Beach	1	0.2	0.2	97.0
San Pedro	1	0.2	0.2	97.3
Santa Monica	2	0.5	0.5	97.8
Signal Hill	1	0.2	0.2	98.0
Torrance	3	0.7	0.7	98.8
Upland	1	0.2	0.2	99.0
Westminster	2	0.5	0.5	99.5
Whittier	1	0.2	0.2	99.8
Wilmington	1	0.2	0.2	100.0
Total	403	100.0	100.0	

Q35. With which of the following ethnicities do you most closely identify? (select only one)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Other (specify):	3	0.7	0.8	0.8
Asian/Pacific Islander	91	22.6	23.0	23.7
African American	43	10.7	10.9	34.6
Caucasian	64	15.9	16.2	50.8
Hispanic	168	41.7	42.4	93.2
Multiracial	27	6.7	6.8	100.0
Total	396	98.3	100.0	
Missing System	7	1.7		
Total	403	100.0		

Q35. With which of the following ethnicities do you most closely identify? - Other (specify):

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	403	100.0	100.0	100.0

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Q36. What is your home zip code?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	44	10.9	10.9	10.9
323	1	0.2	0.2	11.2
90023	1	0.2	0.2	11.4
90044/90806	1	0.2	0.2	11.7
90059	2	0.5	0.5	12.2
90201	1	0.2	0.2	12.4
90220	9	2.2	2.2	14.6
90221	12	3.0	3.0	17.6
90222	5	1.2	1.2	18.9
90240	1	0.2	0.2	19.1
90241	2	0.5	0.5	19.6
90242	2	0.5	0.5	20.1
90247	1	0.2	0.2	20.3
90255	1	0.2	0.2	20.6
90262	3	0.7	0.7	21.3
90280	2	0.5	0.5	21.8
90503	1	0.2	0.2	22.1
90504	1	0.2	0.2	22.3
90601	1	0.2	0.2	22.6
90604	1	0.2	0.2	22.8
90615	1	0.2	0.2	23.1
90620	2	0.5	0.5	23.6
90621	1	0.2	0.2	23.8
90623	2	0.5	0.5	24.3
90630	3	0.7	0.7	25.1
90650	16	4.0	4.0	29.0
90660	1	0.2	0.2	29.3
90680	1	0.2	0.2	29.5
90701	1	0.2	0.2	29.8
90703	5	1.2	1.2	31.0
90706	13	3.2	3.2	34.2
90712	8	2.0	2.0	36.2
90713	8	2.0	2.0	38.2
90714	1	0.2	0.2	38.5
90715	2	0.5	0.5	39.0
90716	3	0.7	0.7	39.7
90720	1	0.2	0.2	40.0
90723	8	2.0	2.0	41.9
90731	2	0.5	0.5	42.4
90736	1	0.2	0.2	42.7
90744	3	0.7	0.7	43.4
90745	7	1.7	1.7	45.2

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90746	9	2.2	2.2	47.4
90755	5	1.2	1.2	48.6
90801	2	0.5	0.5	49.1
90802	14	3.5	3.5	52.6
90803	8	2.0	2.0	54.6
90804	13	3.2	3.2	57.8
90805	26	6.5	6.5	64.3
90806	18	4.5	4.5	68.7
90807	27	6.7	6.7	75.4
90808	11	2.7	2.7	78.2
90810	14	3.5	3.5	81.6
90812	1	0.2	0.2	81.9
90813	26	6.5	6.5	88.3
90814	8	2.0	2.0	90.3
90815	6	1.5	1.5	91.8
90831	1	0.2	0.2	92.1
90833	1	0.2	0.2	92.3
91335	1	0.2	0.2	92.6
91801	1	0.2	0.2	92.8
92335	1	0.2	0.2	93.1
92603	1	0.2	0.2	93.3
92610	1	0.2	0.2	93.5
92620	1	0.2	0.2	93.8
92626	1	0.2	0.2	94.0
92643	1	0.2	0.2	94.3
92646	3	0.7	0.7	95.0
92647	2	0.5	0.5	95.5
92648	1	0.2	0.2	95.8
92649	1	0.2	0.2	96.0
92683	2	0.5	0.5	96.5
92703	2	0.5	0.5	97.0
92704	1	0.2	0.2	97.3
92708	4	1.0	1.0	98.3
92804	2	0.5	0.5	98.8
92833	1	0.2	0.2	99.0
92841	1	0.2	0.2	99.3
92843	1	0.2	0.2	99.5
92844	2	0.5	0.5	100.0
Total	403	100.0	100.0	

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Q37. What category best describes your total household income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$15,000	81	20.1	22.1	22.1
	\$15,000 to \$19,999	7	1.7	1.9	24.0
	\$20,000 to \$29,999	65	16.1	17.7	41.7
	\$30,000 to \$39,999	14	3.5	3.8	45.5
	\$40,000 to \$49,999	54	13.4	14.7	60.2
	\$50,000 to \$59,999	19	4.7	5.2	65.4
	\$60,000 to \$74,999	54	13.4	14.7	80.1
	\$75,000 to \$99,999	38	9.4	10.4	90.5
	\$100,000 or more	35	8.7	9.5	100.0
	Total	367	91.1	100.0	
Missing	System	36	8.9		
Total		403	100.0		

Q38. With which gender do you identify?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	193	47.9	48.6	48.6
	Female	201	49.9	50.6	99.2
	Transgender FTM (female to male)	1	0.2	0.3	99.5
	Other	2	0.5	0.5	100.0
	Total	397	98.5	100.0	
Missing	System	6	1.5		
Total		403	100.0		