



FINAL REPORT
FY 2019



CUSTOMER AND POTENTIAL CUSTOMER EVALUATION SURVEY



Table of Contents

1. Executive Summary	01
2. Customer Survey Findings	03
3. Customer Survey Instrument	37
4. Customer Survey Frequencies	39
5. Potential Customer Survey Findings	65
6. Potential Customer Survey Instrument	89
7. Potential Customer Survey Frequencies	91



FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

This page intentionally blank



1. Executive Summary

In FY 2019, Long Beach Transit (LBT) retained Moore & Associates to assess current awareness of, and attitudes regarding, LBT among both customers and potential customers in order to identify perceived strengths and areas of opportunity of the transit service it provides. Two separate surveys collected responses from customers and potential customers residing within the primary 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 2019 Customer Evaluation Survey of LBT consisted of a customer survey conducted onboard LBT buses via intercept methodology. During this round of surveying, questions were added to the survey in order to collect data regarding customer origin and destination locations, as well as boarding and alighting locations. The customer survey yielded 518 responses, translating to a statistical accuracy of 95 percent with a margin of error of five percent.

Key findings from the FY 2019 Customer Survey included:

- LBT is held in high esteem based on overall ratings. More than 98 percent of customers rated LBT service as either *good* or *excellent*, which is an increase from last year (97.8 percent).
- The most preferred service improvement for customers was *more buses/increased frequency*.
- *Buses run on schedule* was the lowest-rated service attribute, with 82.2 percent rating it as *excellent* or *good*.
- The most frequently cited reason for using LBT was for *work* (43 percent).
- More than 44 percent of customers indicated using LBT for more than five years.
- Nearly 47 percent of customers paid for the one-way trip using cash.
- Nearly two-thirds of customers classified themselves between the ages of 18 and 44.
- 57.9 percent identified as employed and 35.6 percent identified as a student.
- More than 52 percent of customers identified themselves as Hispanic/Latino.

Potential Customer Survey

The FY 2019 Potential Customer Evaluation Survey was conducted via dual methodology (intercept and online) in Fall 2018. More than 80 percent of the survey sample was collected via intercept at the following locations: California State University, Long Beach (CSULB); Department of Motor Vehicles (Willow Street); Bixby Knolls Farmers' Market; Lakewood Center Mall; Veterans Affairs Medical Center Long Beach (VA); and Long Beach City College (Pacific Coast and Liberal Arts campuses). Data collection resulted in 408 valid responses, exceeding the sample target.

Key findings from the FY 2019 Potential Customer Survey included:

- Nearly 56 percent rated LBT services as *excellent* or *good*, while 39 percent did not offer an opinion.
- *Bus operator safety* received a 96.8 percent favorable rating.

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

- *Security onboard* was the lowest-rated service attribute, with 27.6 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*.
- Just over 50 percent of respondents reported they *might consider riding the bus*.
- 85 percent of those respondents who had visited the LBT website rated it as *very good* or *good*.



2. Customer Survey Findings

LBT retained Moore & Associates 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 provided valuable insights that can be used to shape future marketing and planning activities.

Survey Instrument Design

Moore & Associates worked with LBT staff to ensure 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. During this round, questions were added to determine both origin and destination locations, as well as boarding and alighting locations. Demographic questions were also added to facilitate Title VI analysis.

Survey Administration

Staffing/Recruitment

Moore & Associates contracted with a local temporary staffing firm to recruit surveyor candidates. The goal was to recruit individuals with a professional appearance and demeanor as well as the skills necessary to conduct the survey. While the staffing firm conducted a background check and ensured each recruit was authorized to work in the United States, the criteria for selection included the following:

- Fluency in English as well as Spanish;
- Ability to read and understand a bus schedule;
- “Common sense” problem-solving capabilities;
- Ability to conform with appearance standards (“business casual” dress code – black or khaki pants, polo or collared shirt, and closed-toe shoes);
- No facial tattoos or extensive visible piercings;
- The physical ability to board and ride the bus unassisted;
- Punctuality (ability to arrive 15 minutes before the start of the shift);
- Availability of reliable transportation (including public transit or ride from friend/family); and
- Possession of a cell phone for communicating with Moore & Associates supervisory personnel.

All surveyors were screened and then trained by Moore & Associates’ project team. Training included an overview of the project, discussion of surveyor performance expectations, familiarization with the LBT service and survey instrument, onboard etiquette, protocol for conducting the survey, and a review of individual assignments.

Unacceptable behavior – which included making or receiving calls from persons other than the Moore & Associates’ field supervisors, listening to music on an iPod or phone, causing any type of disruption onboard the vehicle, use of profanity, failure to comply with appearance standards and tardiness – was communicated to all recruits as cause for immediate dismissal.

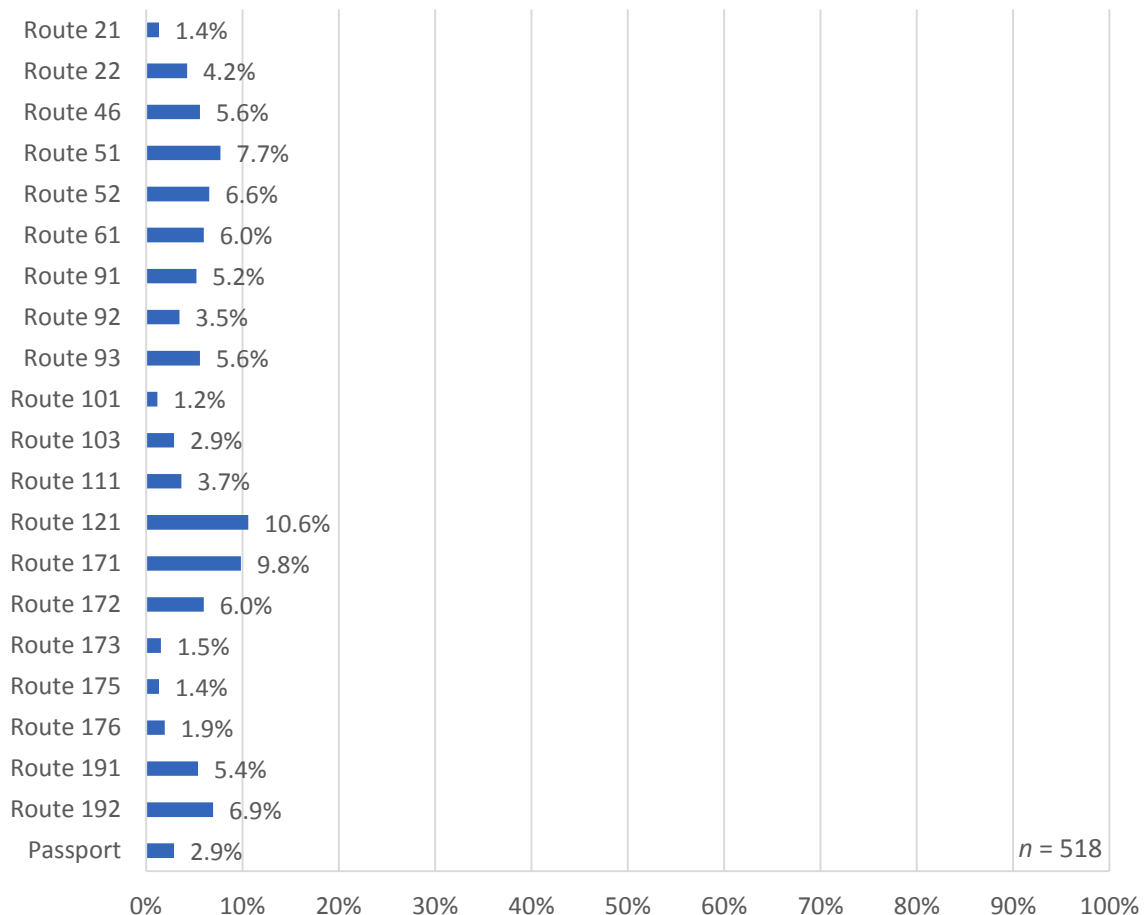
Five surveyors were trained as part of this engagement and were used to successfully complete the assignment.

Data Collection

LBT's FY 2019 Customer Evaluation Survey consisted of a customer survey onboard LBT buses via intercept methodology. Surveyors were identified by a reflective vest and an identification badge. Intercept surveys were conducted with 518 bus customers onboard 21 LBT routes between September 5 and September 6, 2018. Surveys were conducted between the hours of 6 a.m. and 7 p.m. (while school was in session), in order to capture an accurate representation of LBT's weekday ridership. All interviews were completed using a paper version of the survey (indicated 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 \pm five percent.

The single greatest number of surveys was collected on Route 121. Below is a listing of routes surveyed and the percentage of surveys collected on each route.

Exhibit 2.1 Distribution of surveys by route



Data Analysis

All survey data was entered into SurveyMonkey and then exported into Microsoft Excel. 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.

Geocoding

Once the initial survey data was cleaned, corresponding location data was appropriately formatted, then geocoded by longitude and latitude for import into ArcGIS 10.3. Data formatting included standardization of street names, use of street types, and identification of precise boarding and alighting information based on cross-streets and/or landmarks.

Key Findings

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

The profile customer is female, Hispanic and between the ages of 18 and 24. She is employed and reports an annual household income of \$15,000 or less.

Key findings from the FY 2019 Customer Survey:

- LBT is held in high esteem based on overall ratings. More than 98 percent of customers rated LBT service as either *good* or *excellent*, which is an increase from last year (97.8 percent).
- The most preferred service improvement for customers was *more buses/increased frequency*.
- *Buses run on schedule* was the lowest-rated service attribute, with 82.2 percent rating it as *excellent* or *good*.
- The most frequently cited reason for using LBT was for *work* (43 percent).
- More than 44 percent of customers indicated using LBT for more than five years.
- Nearly 47 percent of customers paid for the one-way trip using cash.

Analysis of individual survey questions follows.

Maps of origins and destinations were created from survey responses.

Exhibit 2.2 Origins

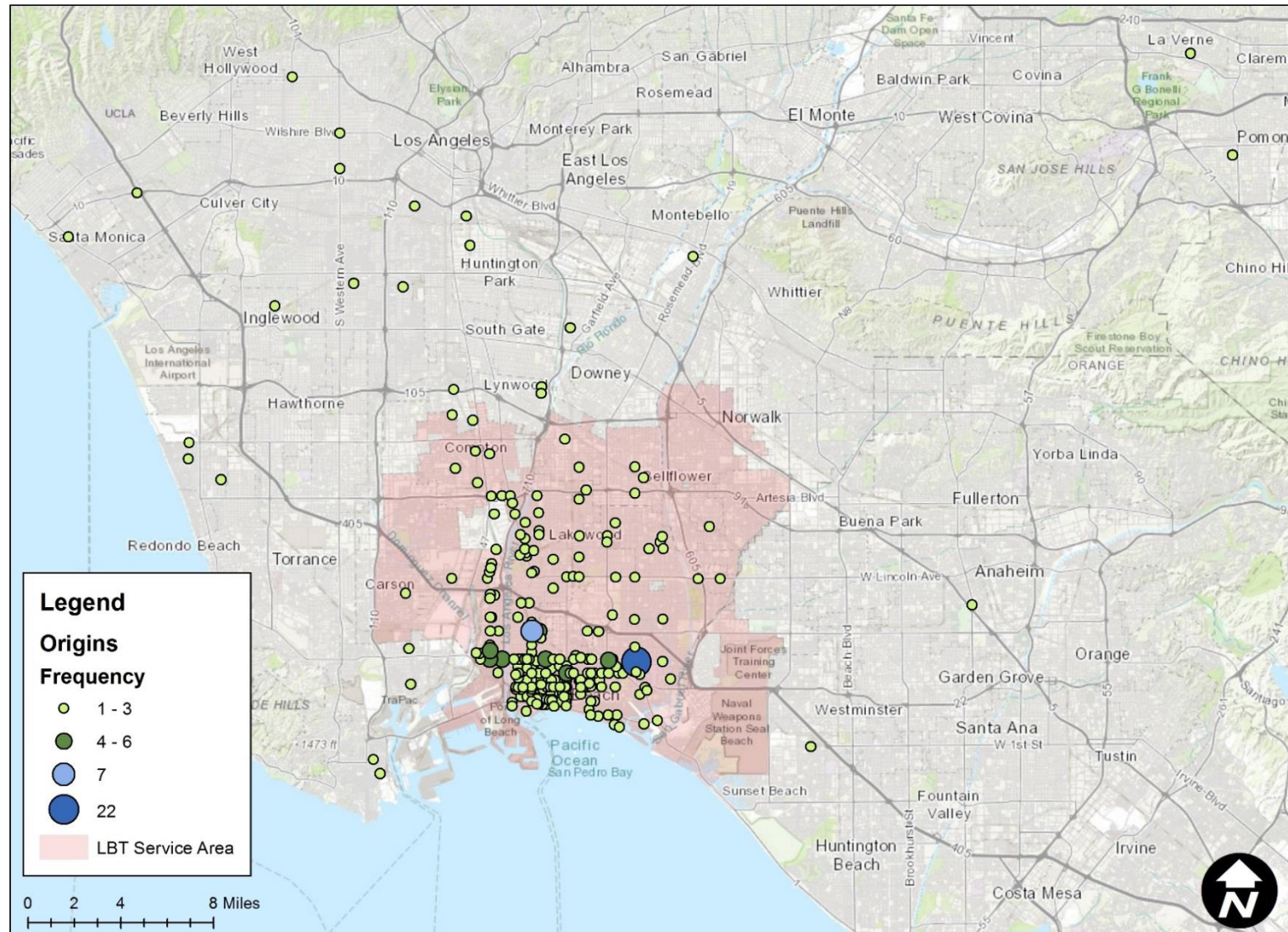


Exhibit 2.3 Origins – Service Area

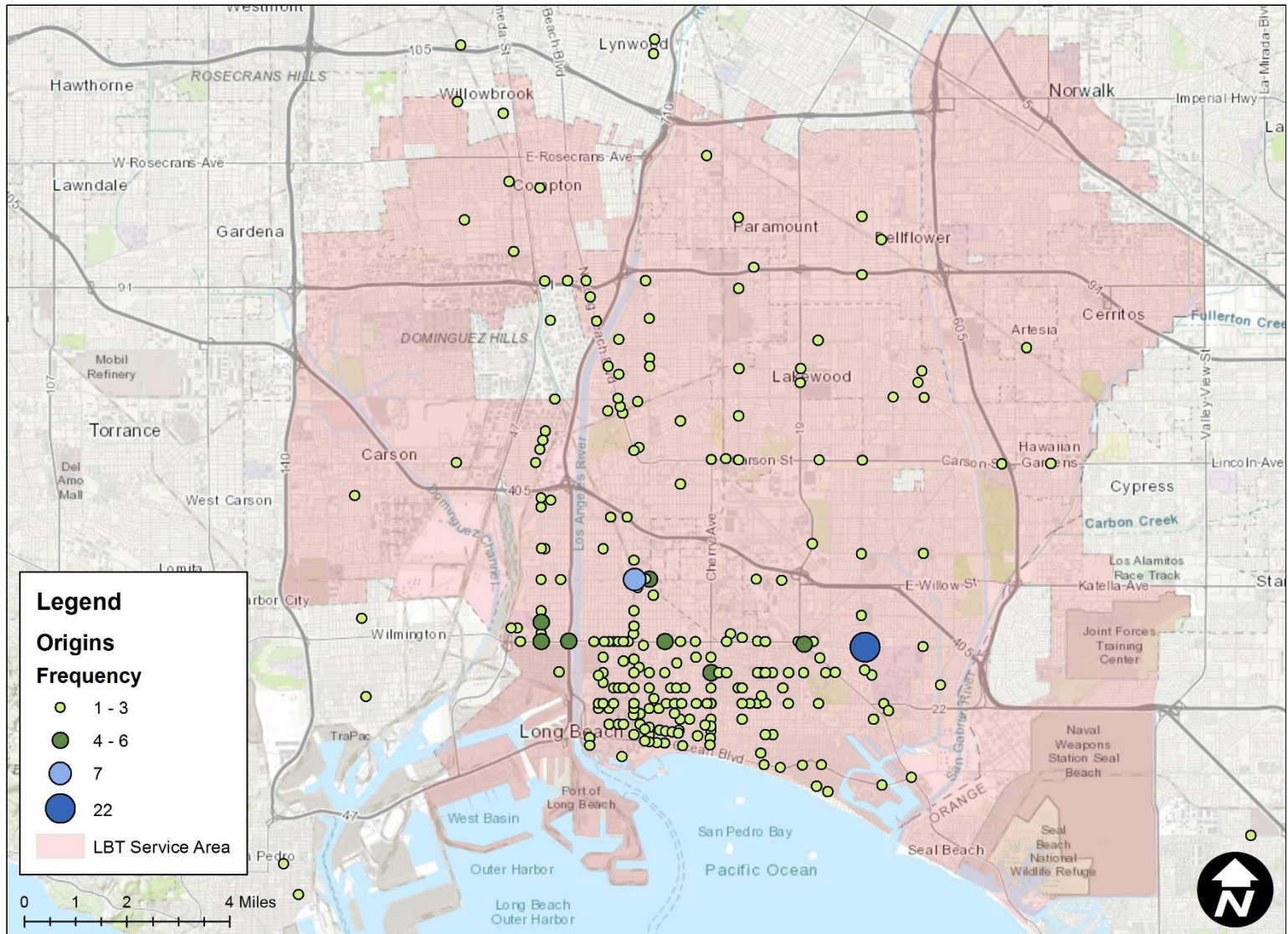
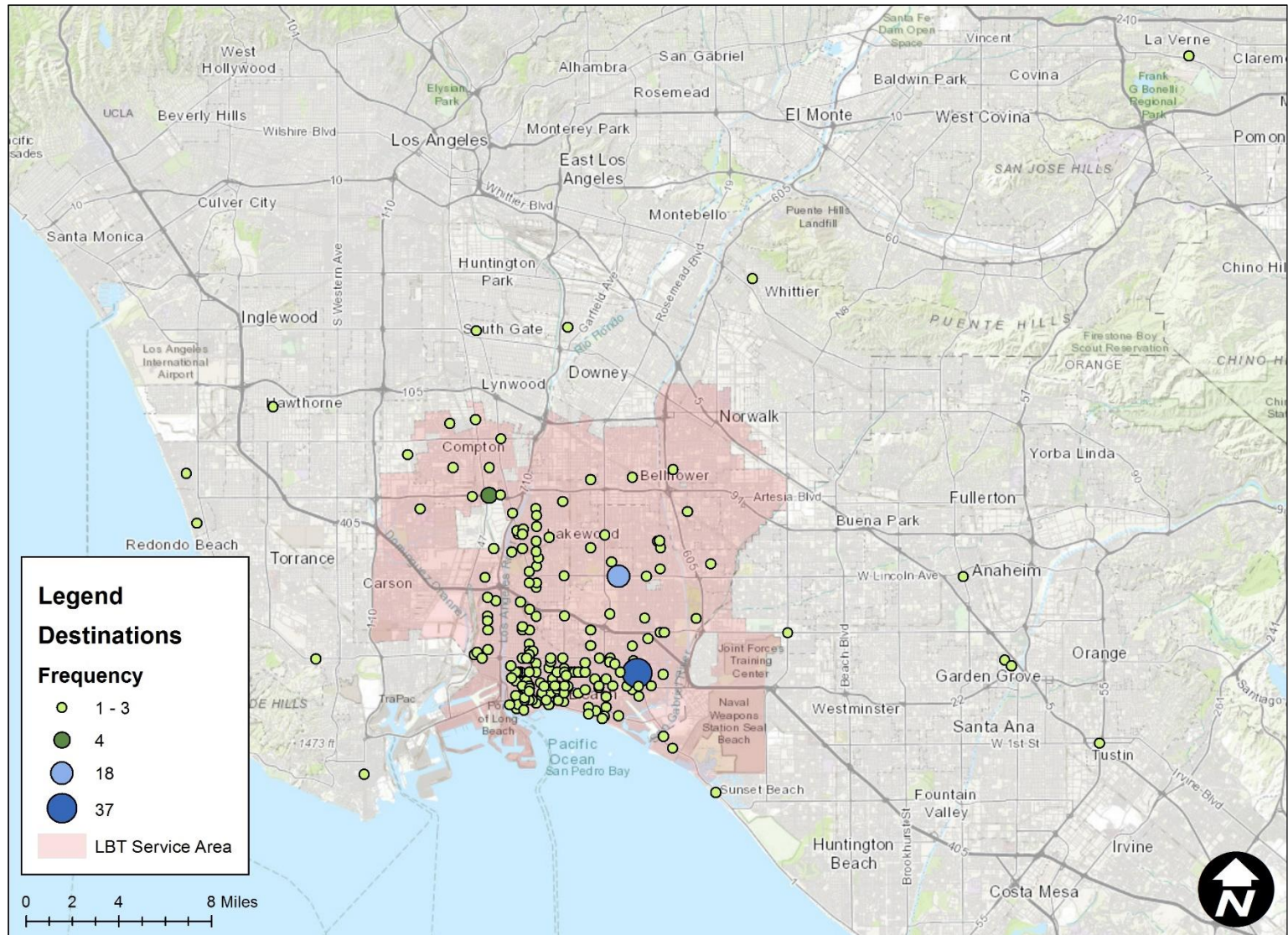
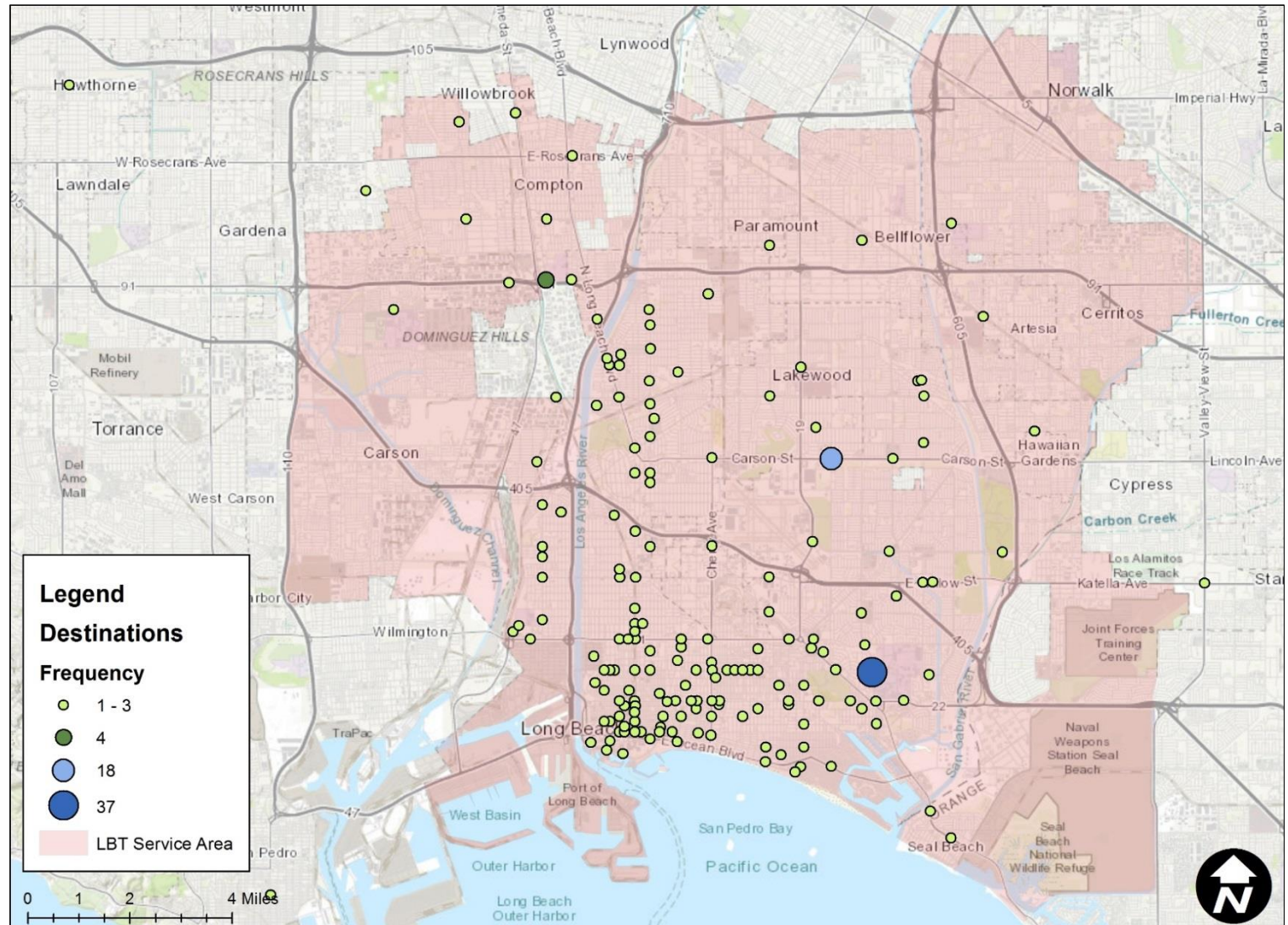


Exhibit 2.4 Destinations



FY 2019 Customer and Potential Customer Survey
Long Beach Transit
Final Report

Exhibit 2.5 Destinations – Service Area



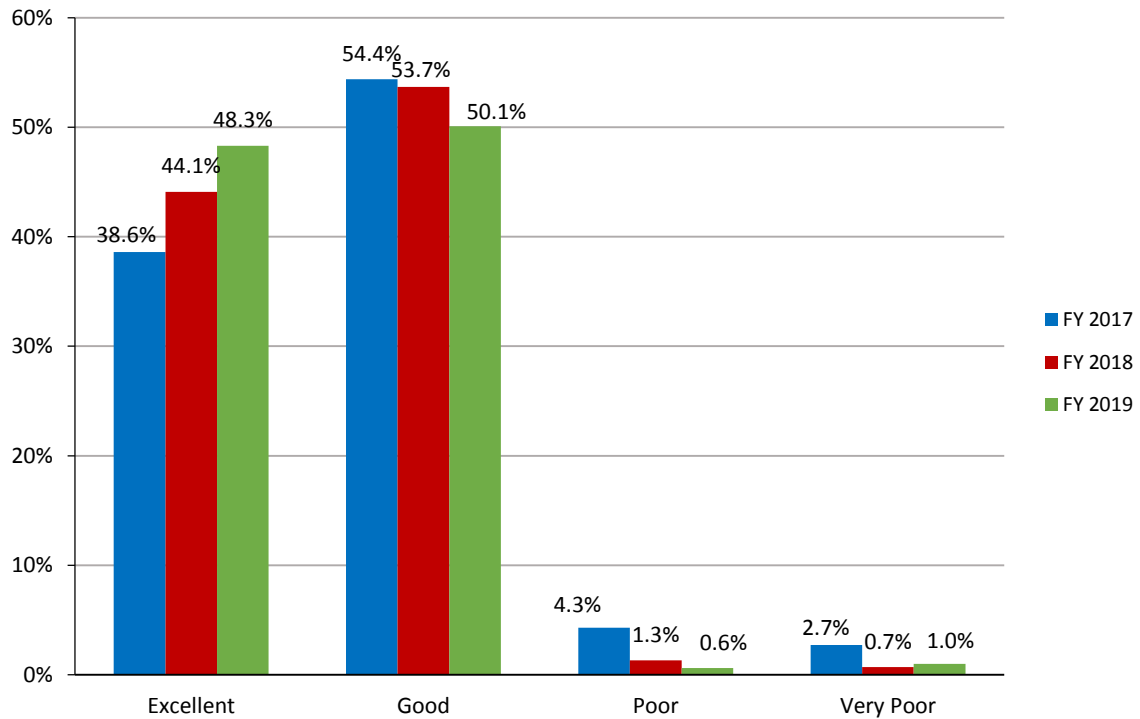
FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

More than 98 percent of survey participants rated the service as either *excellent* or *good* (as indicated in Exhibit 2.2). This is an increase from the 97.8 percent satisfaction rating in the FY 2018 survey.

Exhibit 2.6 Overall rating



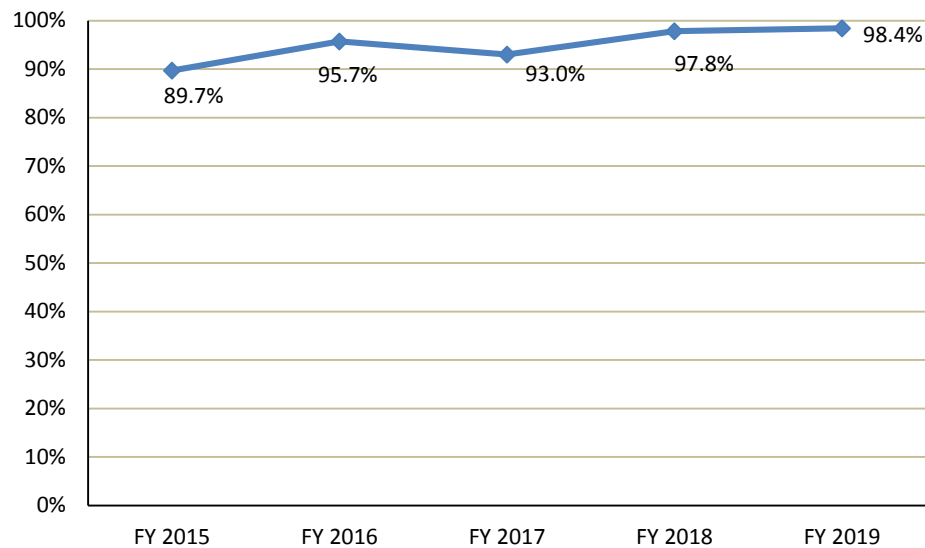
(Note: In FY 2015, the First Street Transit Gallery was undergoing renovations, resulting in the relocation of bus stops during the construction period. As a result, some overall and attribute ratings for FY 2015 are lower than average due to the disruption caused by the construction.)

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

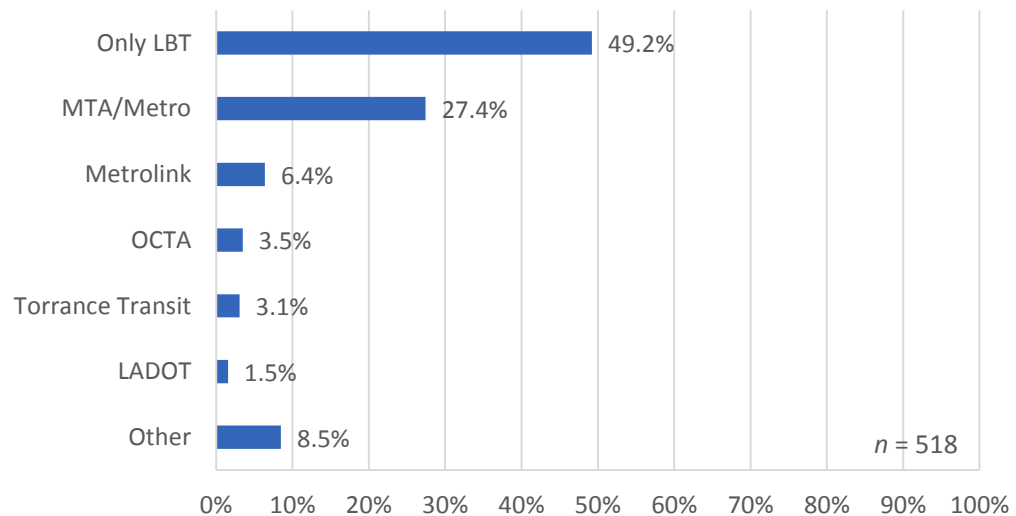
Final Report

Exhibit 2.6.a Overall rating trend



Nearly 28 percent of LBT customers indicated also riding LA Metro, which was a decline from FY 2018 (34 percent). Nearly 50 percent, indicated riding only LBT, which was a decrease from FY 2018 (53.7 percent).

Exhibit 2.7 Customer usage of other transit systems



Survey participants were asked to rate specific attributes of LBT's service. *Reasonableness/affordability of fares* noted the largest increase of 4.6 percent. *Bus stop condition* decreased by 5.4 percentage points, the largest decrease of any attribute.

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

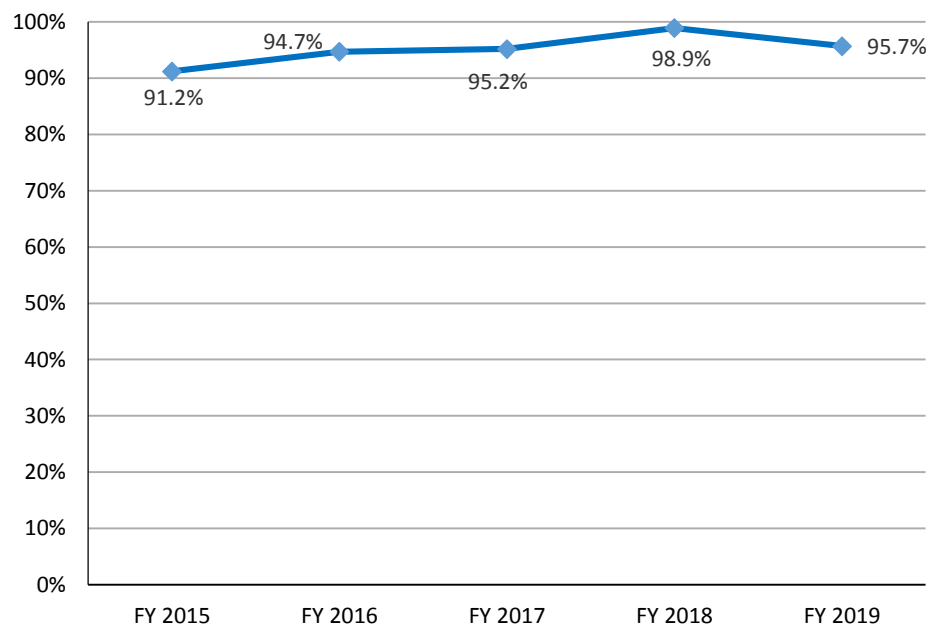
Final Report

More than 90 percent of respondents rated each attribute as either *excellent* or *good*, with the exception of *bus stop condition*, (which was rated as *good* or *excellent* by 82.2 percent of customers surveyed) and *information at bus stop*, however, (rated as *good* or *excellent* by 86.8 percent of customers surveyed).

Exhibit 2.8 Percentage of attributes rated *excellent* or *good*

Attribute	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
Overall satisfaction	89.7	95.7	93.0	97.8	98.4
Bus operator courtesy	91.2	94.7	95.2	98.9	95.7
Safe operation of bus	89.7	97.8	97.1	98.7	98.8
Bus cleanliness	85.4	87.8	90.5	90.3	91.1
On-time performance	82.9	88.8	88.2	86.8	90.0
Convenience of routes	89.6	95.3	93.6	93.7	96.2
Reasonableness/affordability of fares	90.1	93.9	93.2	90.4	95.0
Service information provided to customers	85.9	91.8	91.1	92.7	90.4
Bus stop condition	86.3	86.4	87.6	87.6	82.2
Bus stop convenience	88.7	94.9	94.1	95.1	93.9
Bus operator appearance	91.4	97.7	97.5	98.7	97.8
Quality of telephone information	83.1	91.4	88.4	93.3	90.9
Service frequency	87	92.8	89.7	93.1	91.4
Information at bus stop	83.4	85.6	83.4	89.2	86.8

Exhibit 2.8.a Rating trend – operator courtesy



FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Exhibit 2.8.b Rating trend – safe operation of bus

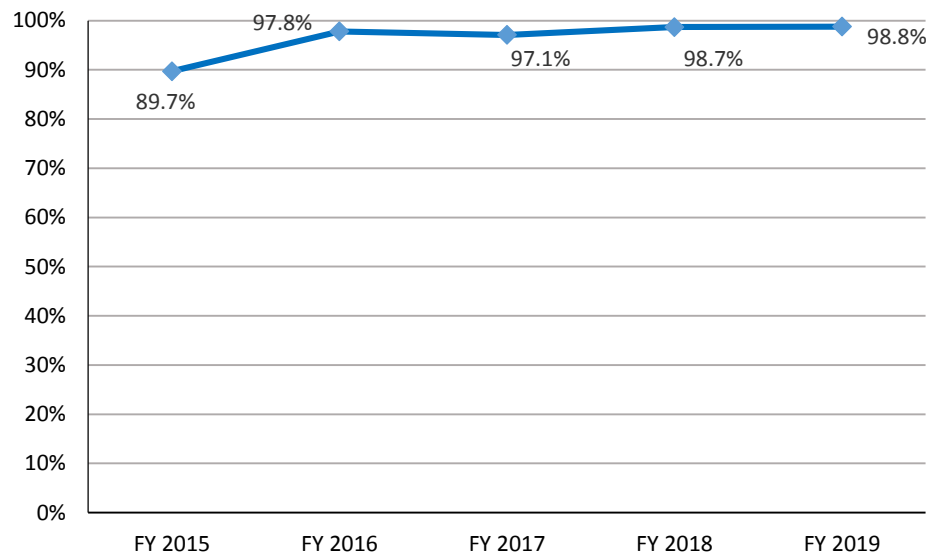
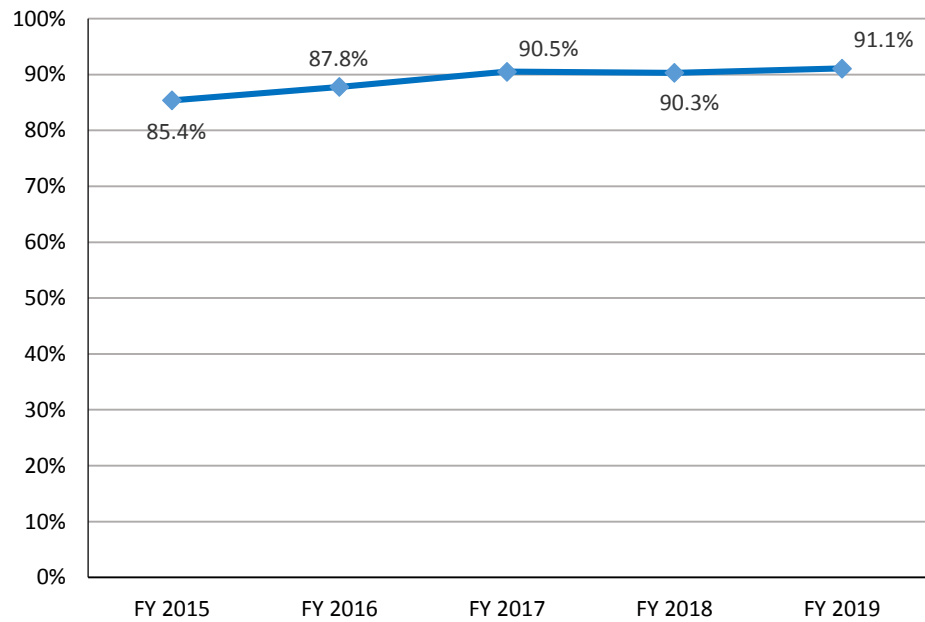


Exhibit 2.8.c Rating trend – bus cleanliness



FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Exhibit 2.8.d Rating trend – on-time performance

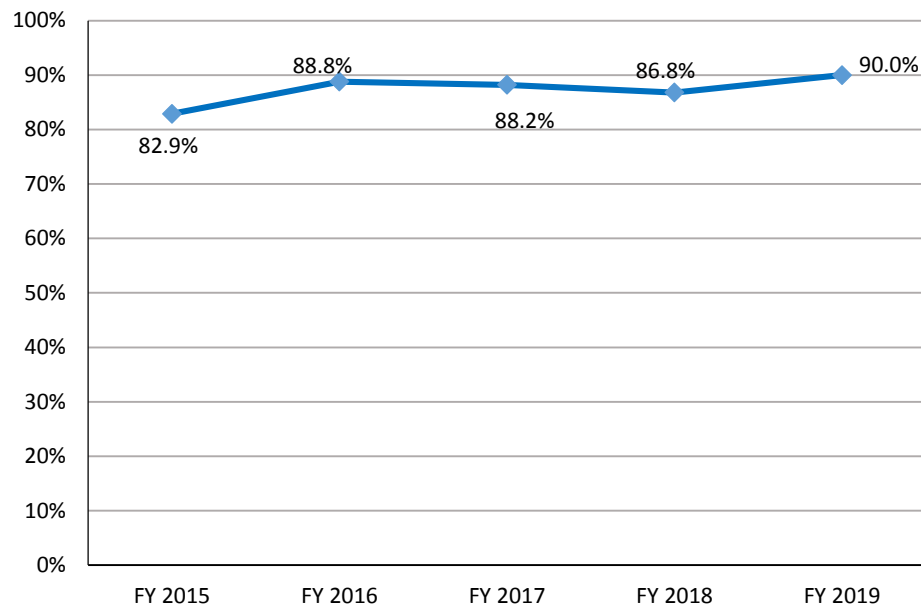
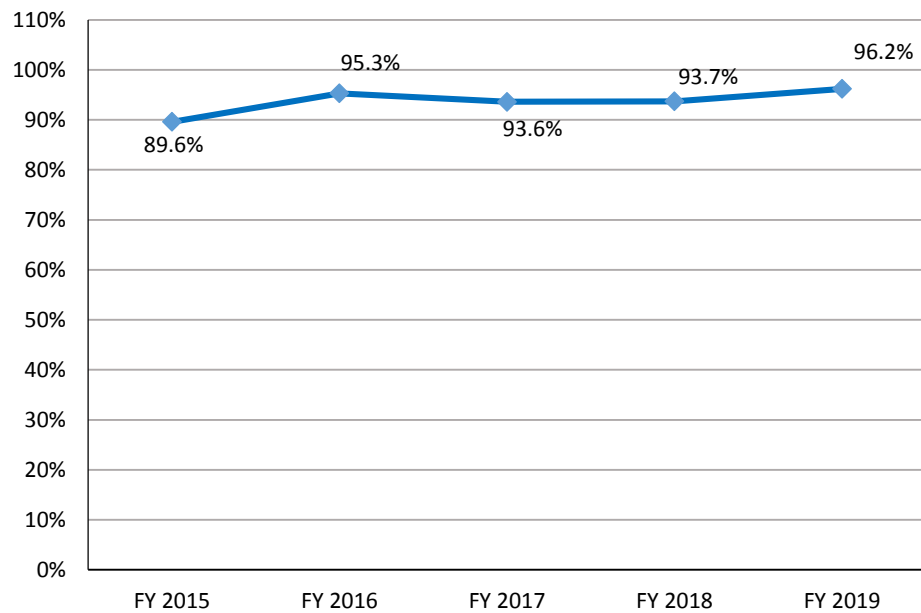


Exhibit 2.8.e Rating trend – convenience of routes



FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Exhibit 2.8.f Rating trend – reasonableness/affordability of rates

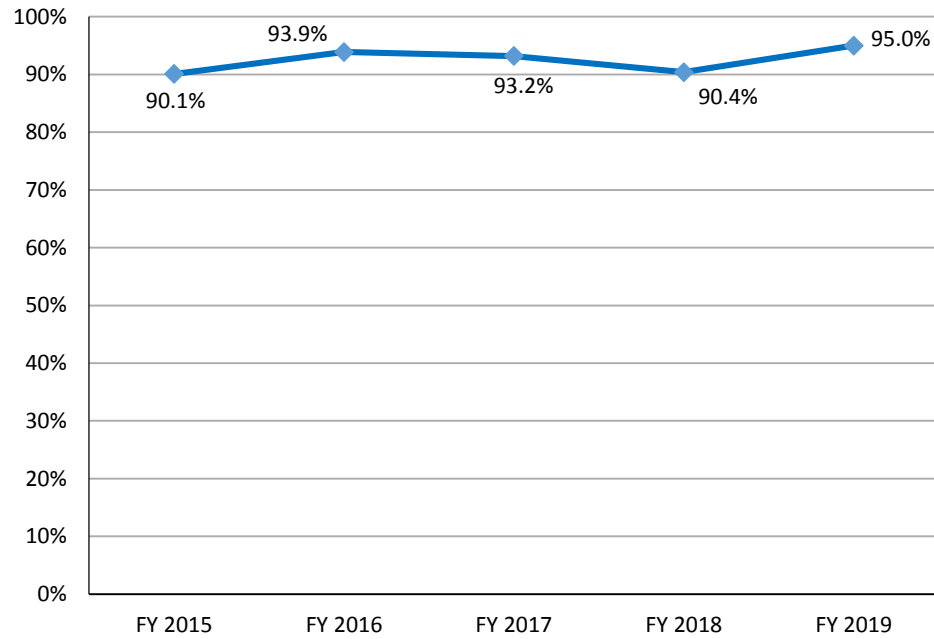
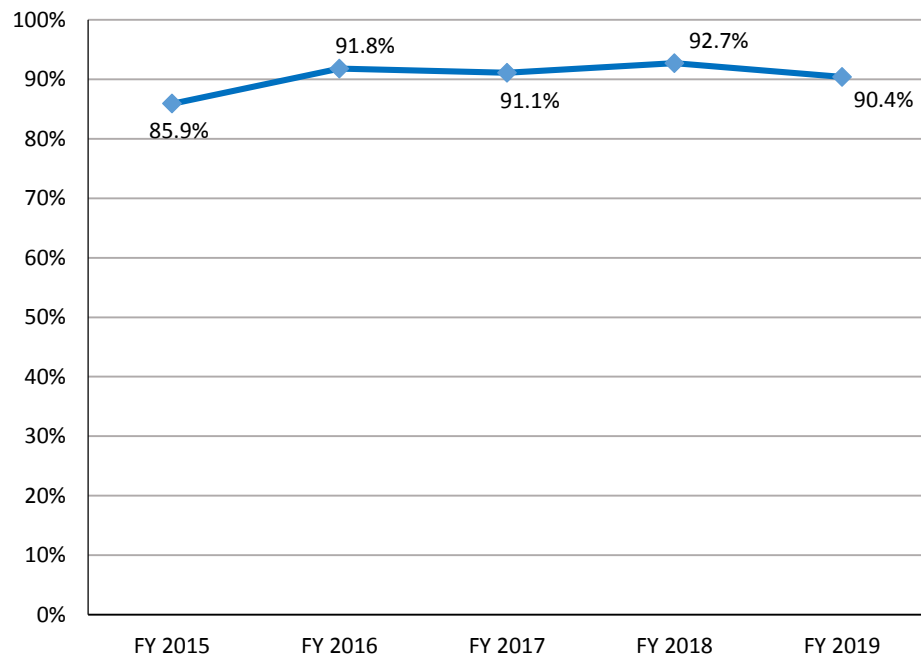


Exhibit 2.8.g Rating trend – service information provided to customers



FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Exhibit 2.8.h Rating trend – bus stop condition

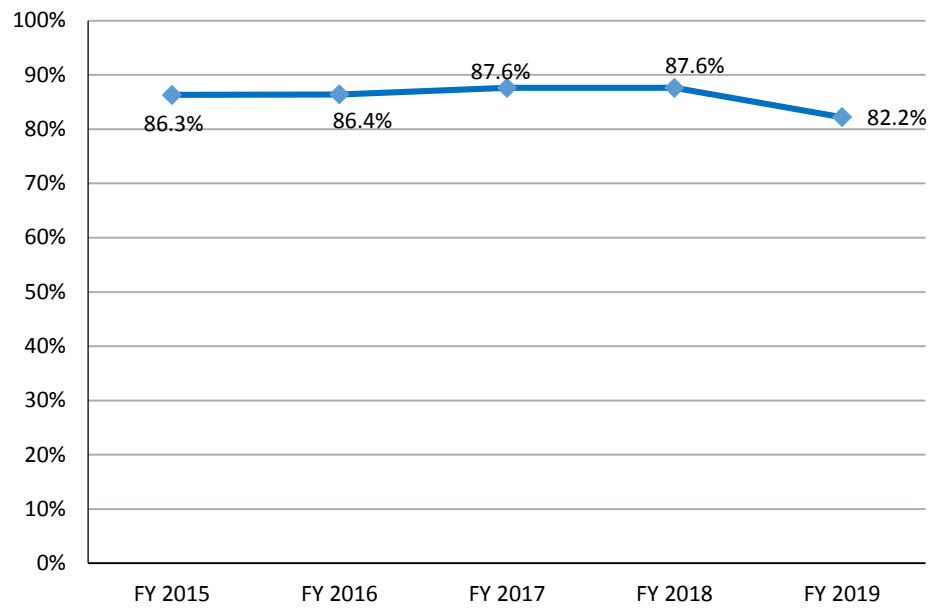
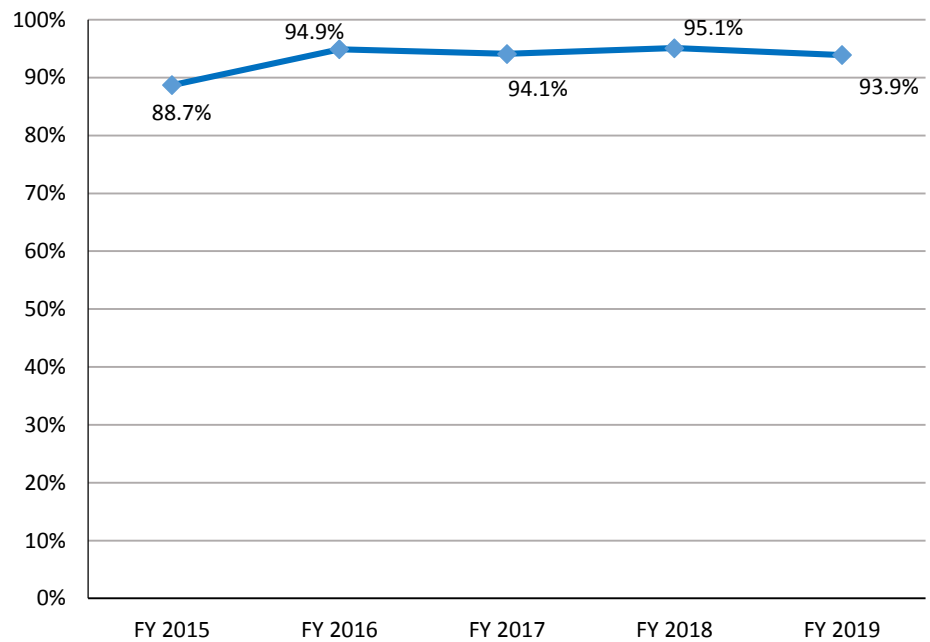


Exhibit 2.8.i Rating trend – bus stop convenience



FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Exhibit 2.8.j Rating trend – operator appearance

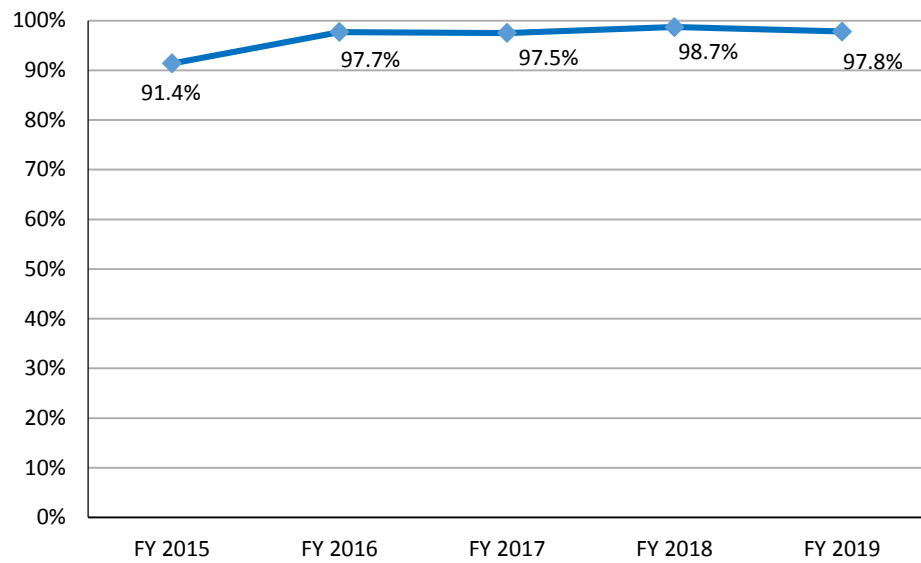
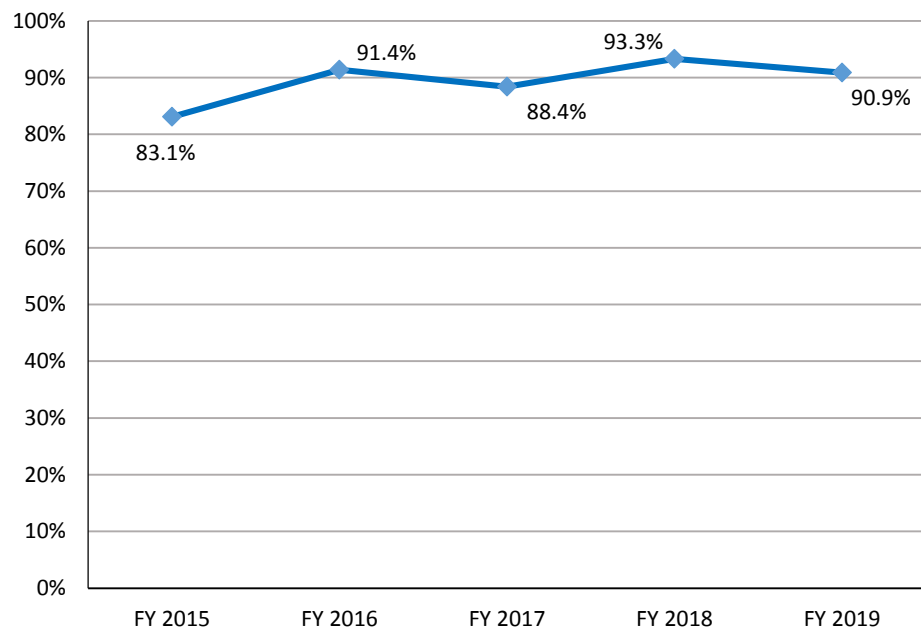


Exhibit 2.8.k Rating trend – quality of service information (via telephone)



FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Exhibit 2.8.l Rating trend – service frequency

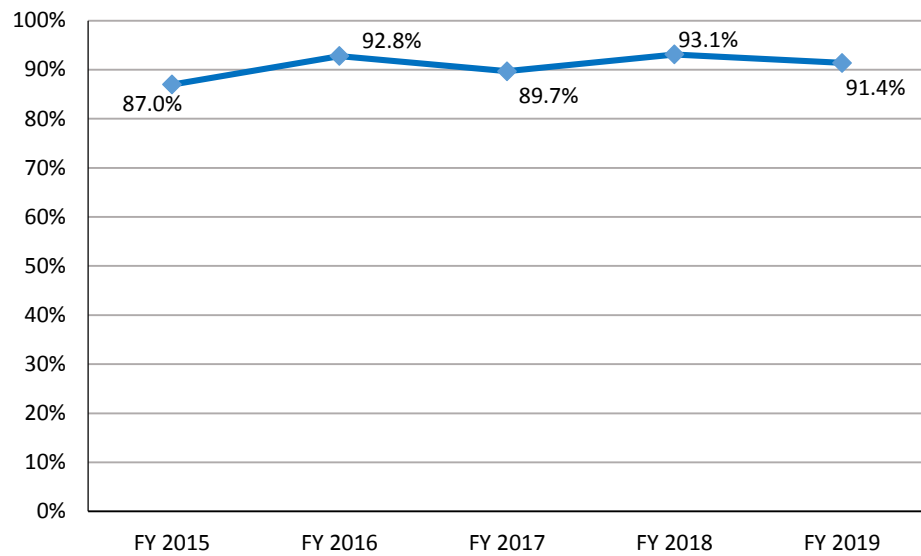
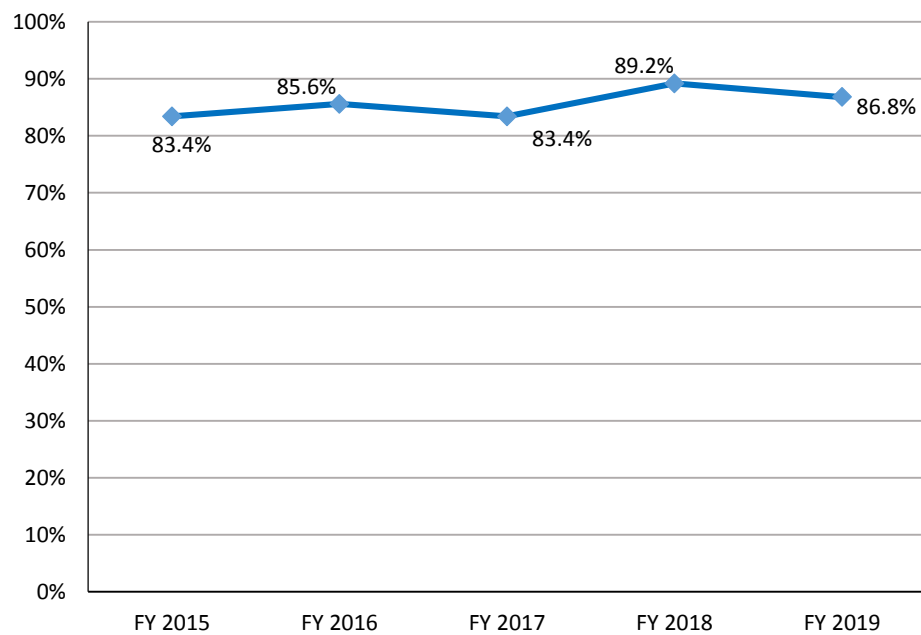


Exhibit 2.8.m Rating trend – information at bus stops



FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

A cross-tabulation between the attributes that saw a decline in satisfaction the routes respondents were riding was run to see if satisfaction or dissatisfaction with an attribute corresponded with a particular route, revealing possible action items for LBT. While overall satisfaction remains high for all attributes and routes, satisfaction with *bus stop condition* was rated lowest by those respondents riding Route 176 and satisfaction with *service frequency* was lowest among riders of Routes 101/103. Respondents on the Passport route were nearly universally satisfied with all aspects of the service with the exception of *information available at bus stops*.

Exhibit 2.9 Satisfaction ratings by Route

Route	Overall satisfaction	Bus operator courtesy	Service information provided to customers	Bus stop condition	Bus stop convenience	Bus operator appearance	Quality of telephone information	Service frequency	Information at bus stop
Average	98.4%	95.7%	90.4%	82.2%	93.9%	97.8%	90.9%	91.4%	86.8%
21/22	92.9%	89.7%	93.1%	72.4%	85.2%	100.0%	92.3%	86.2%	82.8%
45/46	93.1%	96.6%	93.1%	75.9%	89.7%	100.0%	92.6%	96.6%	93.1%
51/52	98.5%	91.5%	91.7%	79.2%	91.3%	93.0%	86.6%	92.8%	86.8%
61	100.0%	93.5%	93.5%	80.6%	96.8%	100.0%	89.7%	96.7%	86.7%
91/92/93/94	97.2%	98.6%	87.3%	75.3%	97.1%	95.9%	89.4%	94.5%	86.1%
101/103	100.0%	95.2%	85.7%	85.0%	90.0%	100.0%	95.0%	80.0%	89.5%
111/112	100.0%	100.0%	88.9%	94.4%	100.0%	100.0%	88.2%	88.9%	88.9%
121	100.0%	100.0%	86.3%	85.2%	90.6%	96.3%	85.4%	88.5%	77.4%
172/173/174	100.0%	97.3%	97.1%	89.2%	97.3%	100.0%	94.4%	91.9%	88.9%
171/175	98.3%	94.5%	87.7%	79.3%	91.2%	98.2%	89.3%	89.5%	82.8%
176	100.0%	100.0%	90.0%	70.0%	100.0%	100.0%	100.0%	100.0%	90.0%
191/192	100.0%	93.7%	91.8%	90.5%	98.4%	100.0%	96.5%	90.0%	95.2%
Passport	100.0%	100.0%	92.9%	100.0%	100.0%	100.0%	100.0%	93.3%	86.7%

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

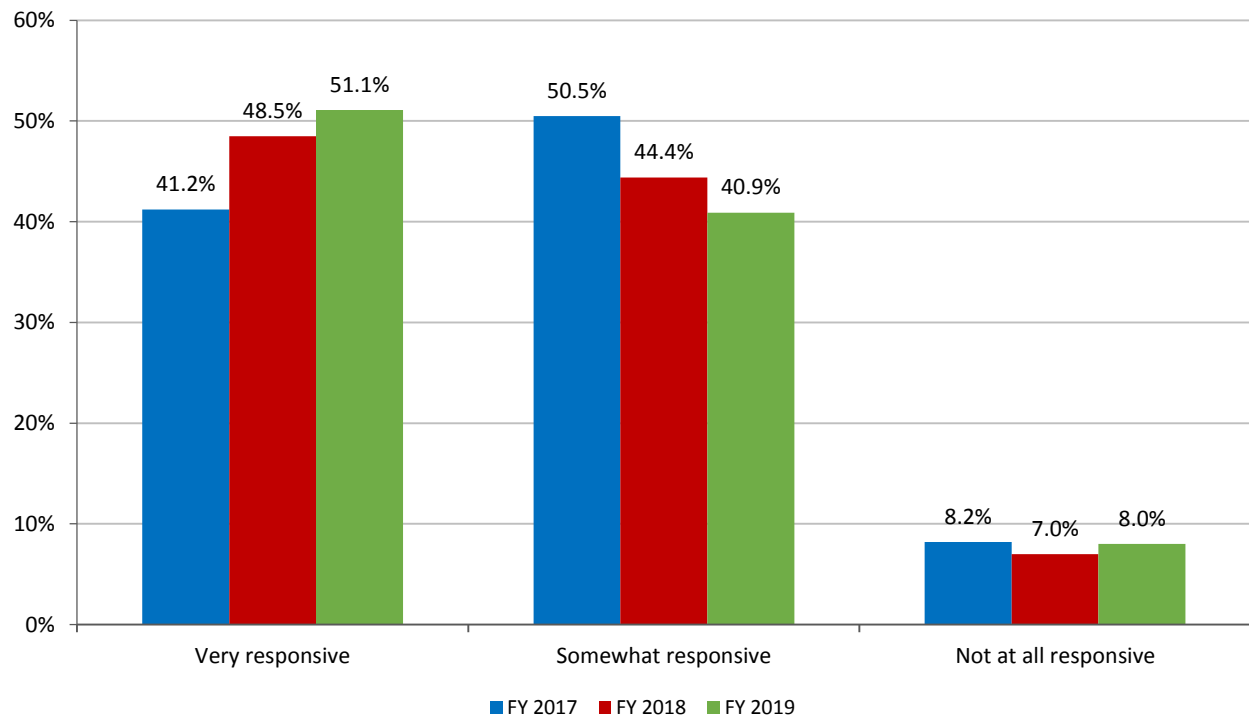
Survey participants were also asked to rate specific attributes of LBT's security at bus stops and onboard the bus. In FY 2019, over 70 percent rated all attributes as either *excellent* or *good*. This is a decrease from FY 2018's more than 80 percent satisfaction rating.

Exhibit 2.10 Attribute ratings for security

Attributes	Excellent	Good	Poor	Very poor
LBT's response to security concerns on its buses	34.2%	48.1%	16.8%	0.9%
LBT's response to security concerns at its bus stops	29.8%	42.7%	25.4%	2.1%
Response of Long Beach Police if needed on a bus	35.1%	43.5%	20.0%	1.4%
Response of Long Beach Police if needed at a bus stop	31.9%	42.5%	23.7%	1.9%

Ninety-two (92) percent of survey participants believe LBT is either very responsive or somewhat responsive to its customers' complaints and suggestions. The number of participants who believe LBT is not at all responsive increased since FY 2018.

Exhibit 2.11 Responsiveness to complaints



FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Survey participants were asked to identify preferred service improvements. *More buses/increased frequency* was once again the most requested improvement (43.4 percent), and showed a significant increase from FY 2018 (31.5 percent). The second-most preferred service improvement, *improve on-time reliability* (24.5 percent), increased from 21.3 percent in FY 2018. *Later/longer hours* and *lower fares* were the third, and fourth-most requested improvements with 23 percent and 21.4 percent, respectively. Responses total more than 100 percent given some respondents selected multiple responses.

Exhibit 2.12 FY 2019 preferred service improvements

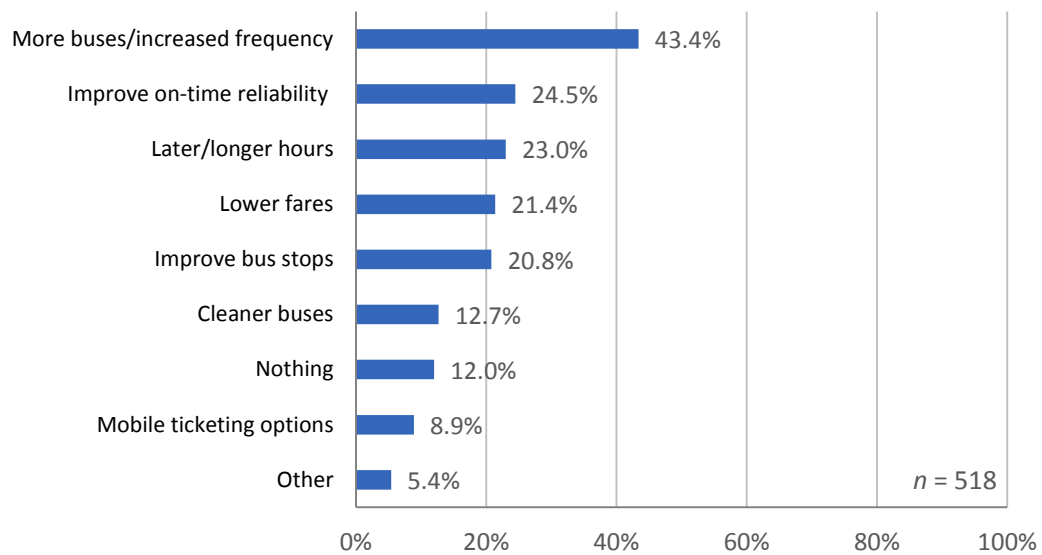
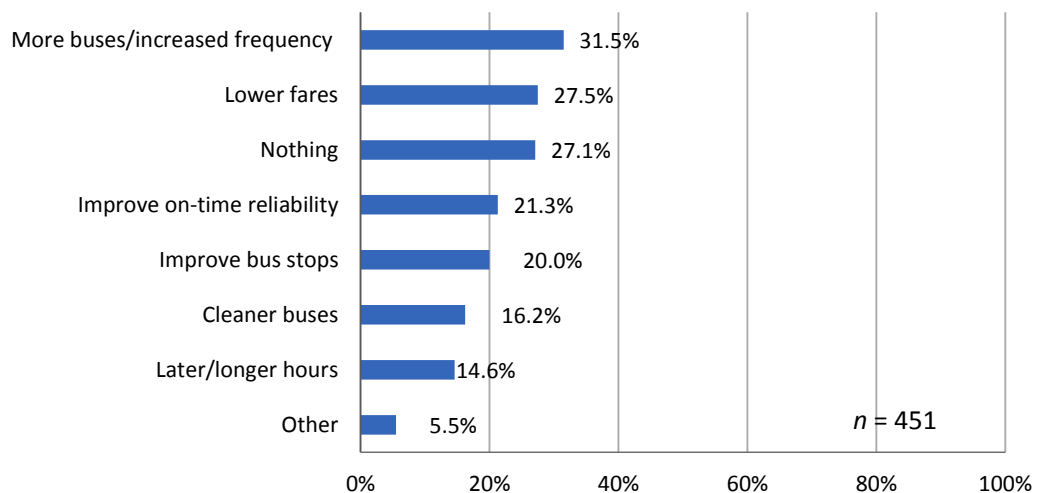


Exhibit 2.12.a FY 2018 Preferred service improvements



FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

A cross-tabulation between service improvement and the route respondents were riding was run to identify which routes had a potential demand for specific service improvements. *More buses/increased frequency* was the most frequently cited service improvement on all routes with the exception of Routes 111/112. Respondents on those routes cited *later/longer hours* as their most requested improvement (47.4 percent).

Exhibit 2.12b FY 2019 preferred service improvements – more buses vs. route

Route	Surveys collected	Respondents selecting <i>more frequency</i> as service improvement	Percentage selecting <i>more frequency</i> as service improvement
176	10	6	60.0%
171/175	58	33	56.9%
21/22	29	15	51.7%
45/46	29	14	48.3%
121	55	26	47.3%
172/173/174	39	17	43.6%
91/92/93/94	74	32	43.2%
101/103	21	9	42.9%
61	31	13	41.9%
51/52	74	28	37.8%
191/192	64	23	35.9%
Passport	15	4	26.7%
111/112	19	5	26.3%

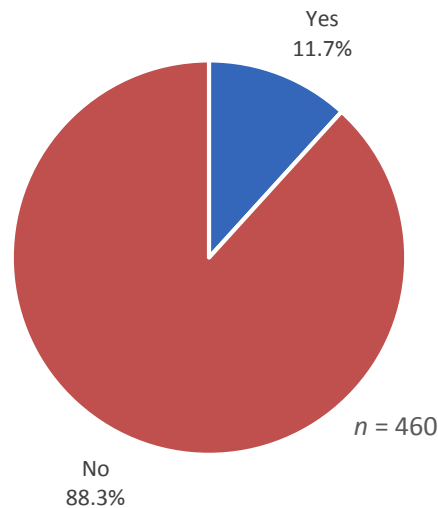
FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

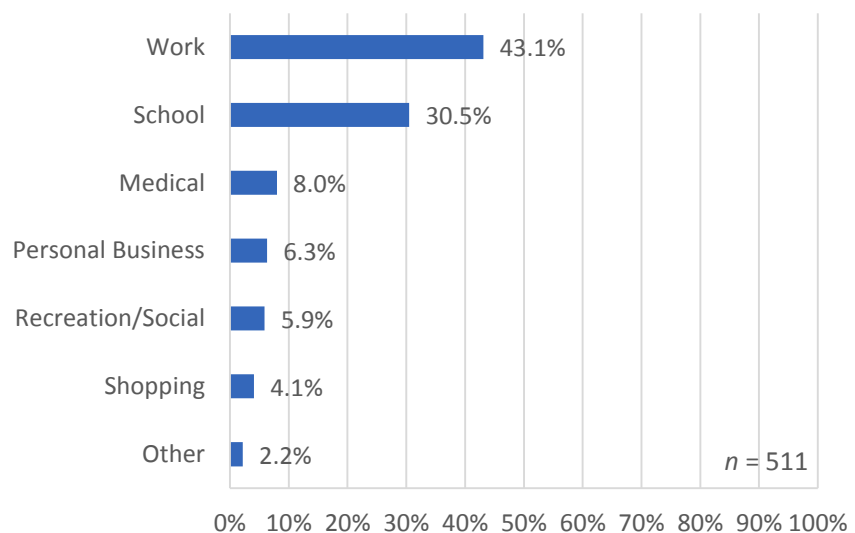
Respondents were also asked if there were additional destinations they would like to see LBT serve, of which 88.3 percent did not request additional destinations. Of those who said yes, the most popular requests were San Pedro (0.9 percent) and Wilmington (0.7 percent).

Exhibit 2.13 Additional destinations



The most-frequently cited trip purposes were *work* (43.1 percent) and *school* (30.5 percent). These responses reflect an increase from the FY 2018 survey where *work* polled at 35 percent and *school* at 30.3 percent.

Exhibit 2.14 Trip purpose



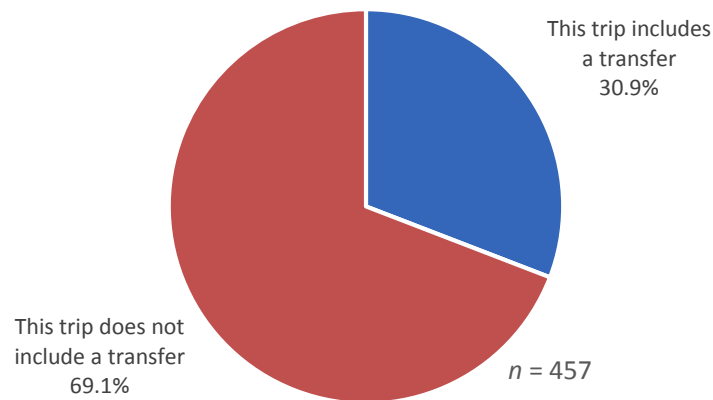
FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

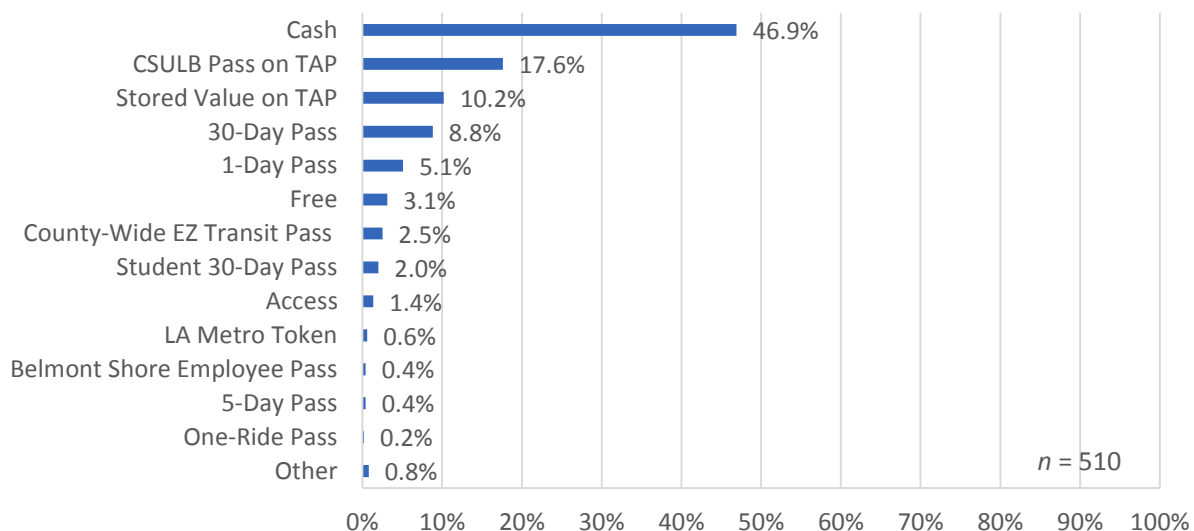
More than 69 percent of respondents indicated having no need to transfer to complete their one-way trip. The highest incidence of transfers was reported on Routes 171/175 with 58.2 percent of respondents citing a need to transfer. The lowest incidence of transfers was reported on Route 176 with no respondents indicating a need to transfer.

Exhibit 2.15 Transfers



Cash remained the most-frequently used form of fare payment, cited by 46.9 percent of customers in FY 2019 (43.7 percent in FY 2018). 30-Day Pass and Student 30-Day Pass were combined (10.8 percent), which showed a slight decrease from FY 2018 (12.9 percent). The number of self-reported “free” rides decreased 5.8 percent from FY 2018 to 3.1 percent in FY 2019. As expected, the majority of respondents who indicated not paying a fare were onboard the Passport route which is a complementary service.

Exhibit 2.16 Fare usage

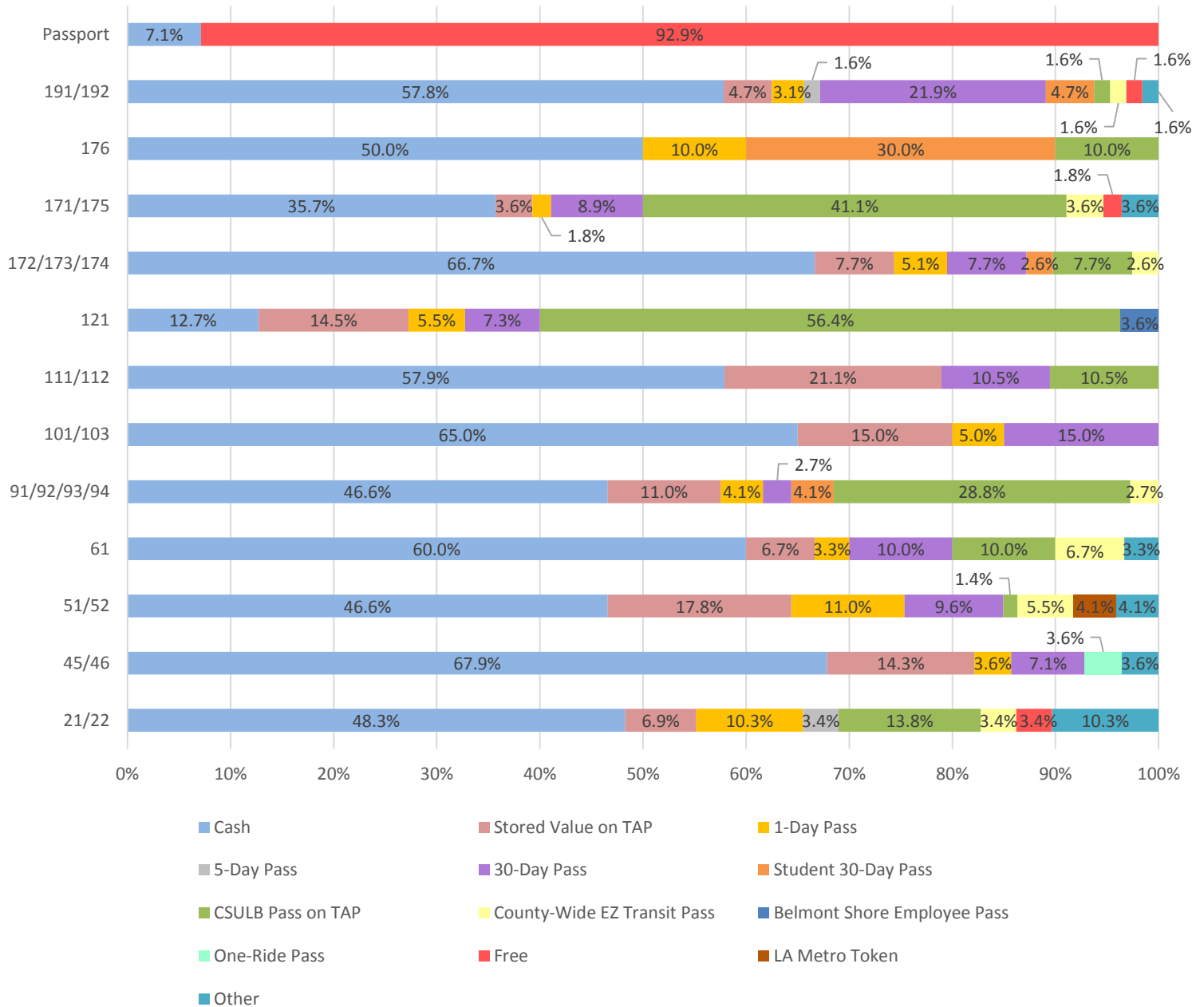


FY 2019 Customer and Potential Customer Survey

Long Beach Transit

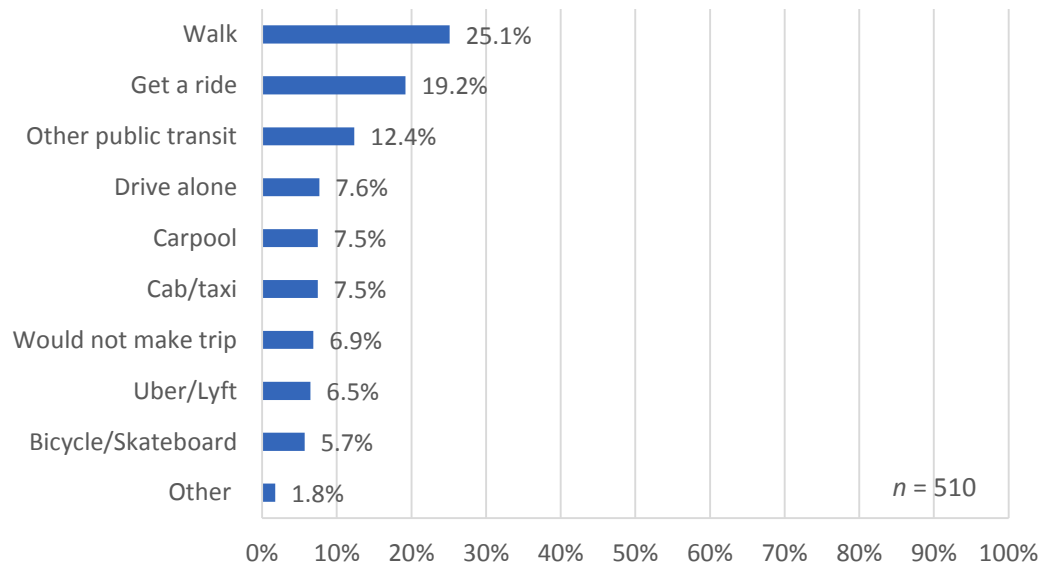
Final Report

Exhibit 2.16a Fare usage by route



Slightly more than 44 percent of surveyed customers indicated *get a ride* or *walk* as an alternative mode of transportation for reaching their destination if LBT service was not available. More than 12 percent indicated using *other public transit* if LBT was not available, which was a decrease from 15.9 percent in FY 2018.

Exhibit 2.17 Alternative transportation mode



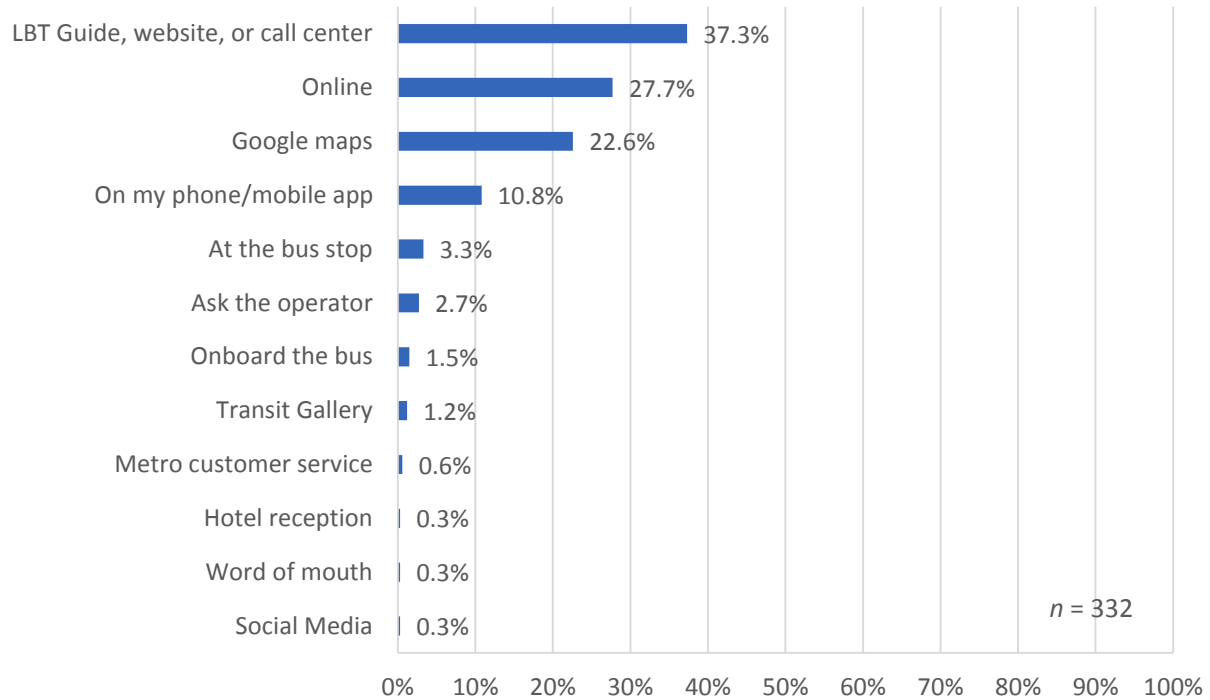
FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

For the third consecutive year, Internet sources were cited most frequently for obtaining transit information. Internet sites (including Google) accounted for 50.3 percent of respondents' preferred means of obtaining service information. LBT sources, such as bus schedules, websites and call center, came in second, accounting for 37.3 percent of respondents' preferred means of obtaining service information. This shows a marked increase over FY 2018's 20.7 percent.

Exhibit 2.18 Means of obtaining transit information



Fewer than 13 percent of surveyed customers indicated lack of Internet access, which is an increase from FY 2018 (8.5 percent). Over 92 percent of those who cited having Internet access indicated also having access via a mobile device. Facebook and Instagram are the most commonly used social media platforms with 45 percent and 38.6 percent, respectively, citing usage. Nearly a quarter of respondents (23.6 percent) cited no social media usage. When visiting the LBT website, the most common reason was to obtain schedule/time information (48.1 percent).

Exhibit 2.19 Access to Internet

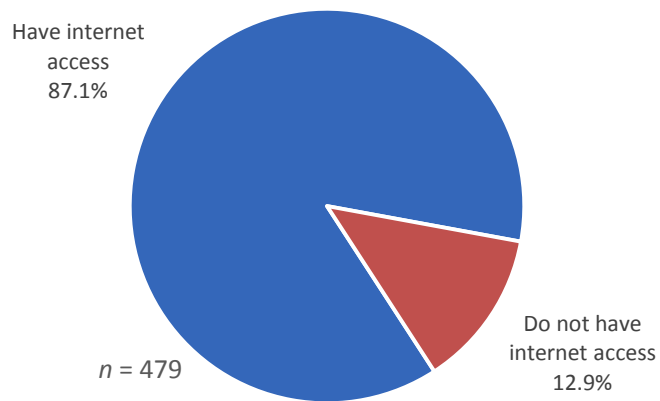
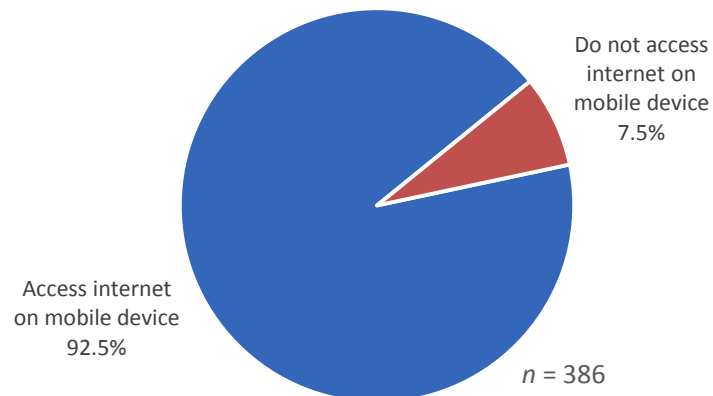


Exhibit 2.20 Internet access via smart phone/mobile device



FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Exhibit 2.21 Social media usage

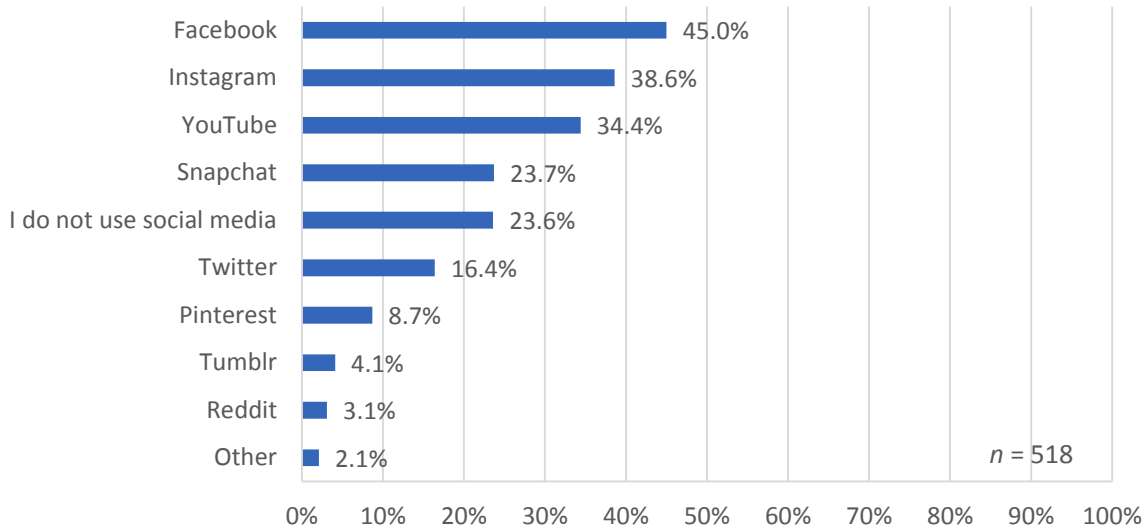
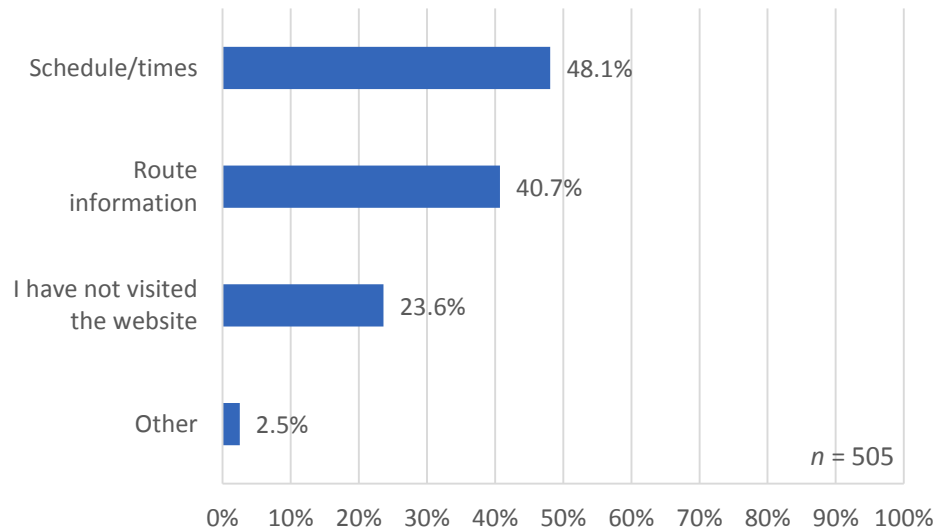


Exhibit 2.22 Reason for LBT website use



FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Demographically, LBT customers are predominantly young, with 34.4 percent aged 18-24, which decreased from FY 2018 (38.4 percent), and nearly two-thirds under the age of 45. Nearly 55 percent of the surveyed customers were employed, while nearly 36 percent self-identified as students. Hispanics/Latinos comprised the largest ethnic group among customers (52.3 percent), followed by African-American (20.7 percent), and Caucasian (20.3 percent). Customers are fairly evenly divided by gender (55 percent of respondents identifying as female versus 43.5 percent male). Household income is a significant indicator of ridership, with 59.6 percent of customers reporting an annual income of less than \$30,000. However, this income level likely reflects the large number of people under the age of 24 and students using LBT. More than 56 percent of respondents indicated living in a household with one to three other people.

Exhibit 2.23 Customer age

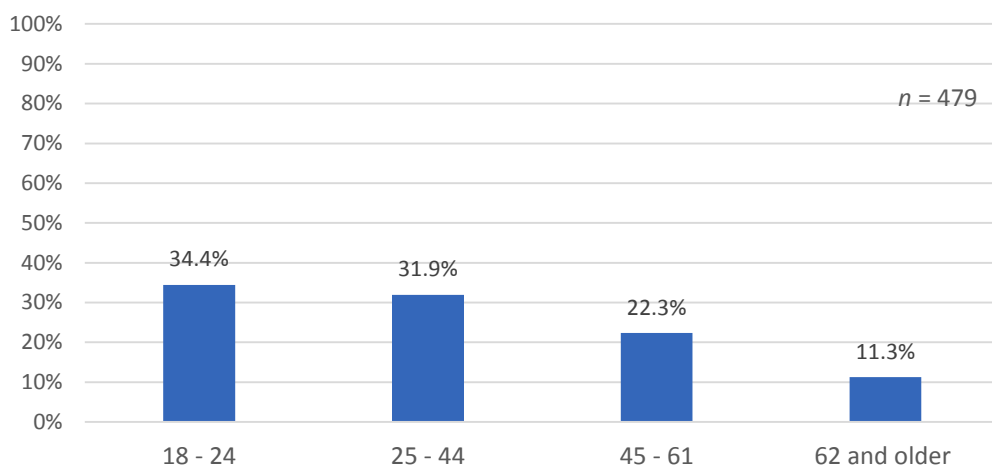
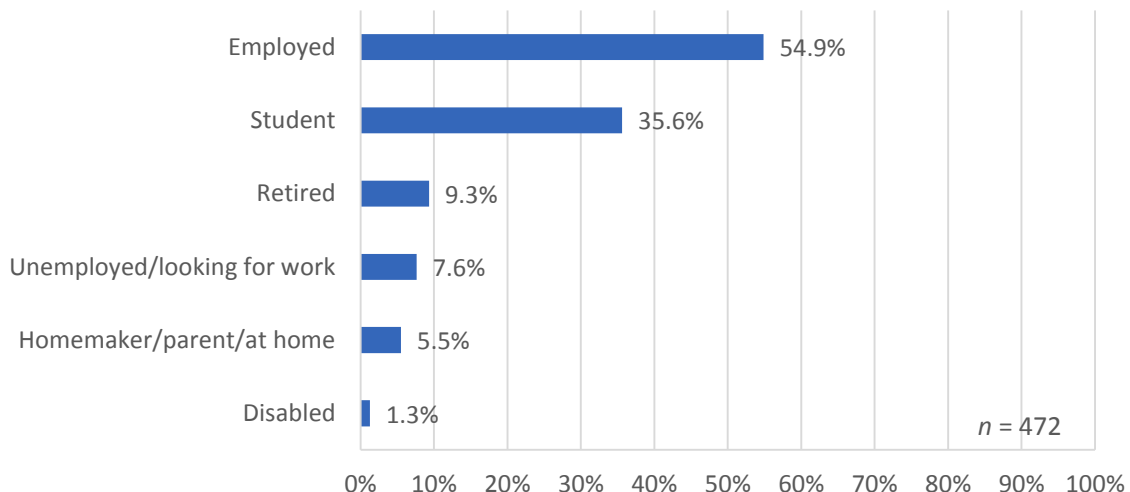


Exhibit 2.24 Customer employment¹



¹ The unemployment rate for the city of Long Beach just prior to the time of the survey (August 2018) was 5.4 percent. The rate of unemployment among customer respondents was 2.2 percent higher than the city average.

Exhibit 2.25 Customer ethnicity

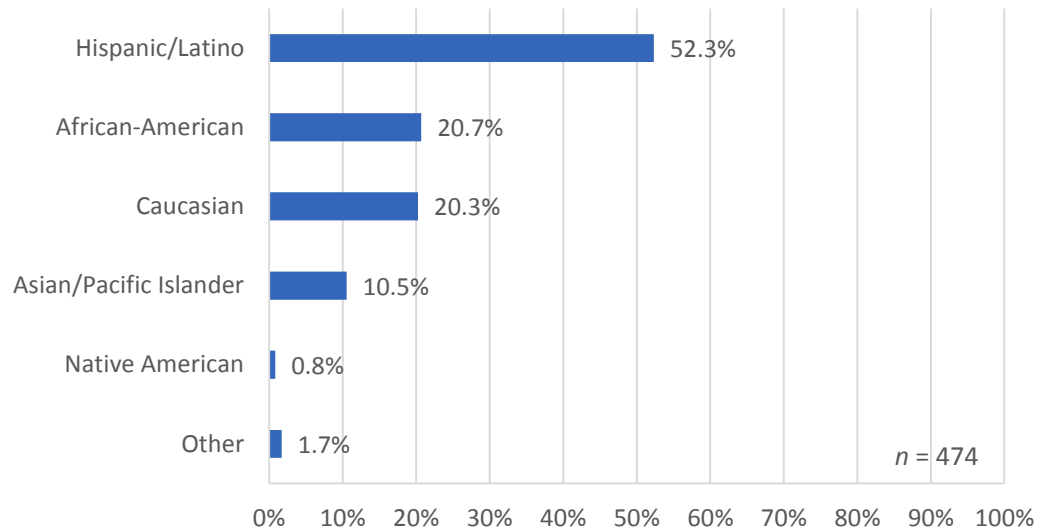


Exhibit 2.26 Language(s) spoken in household

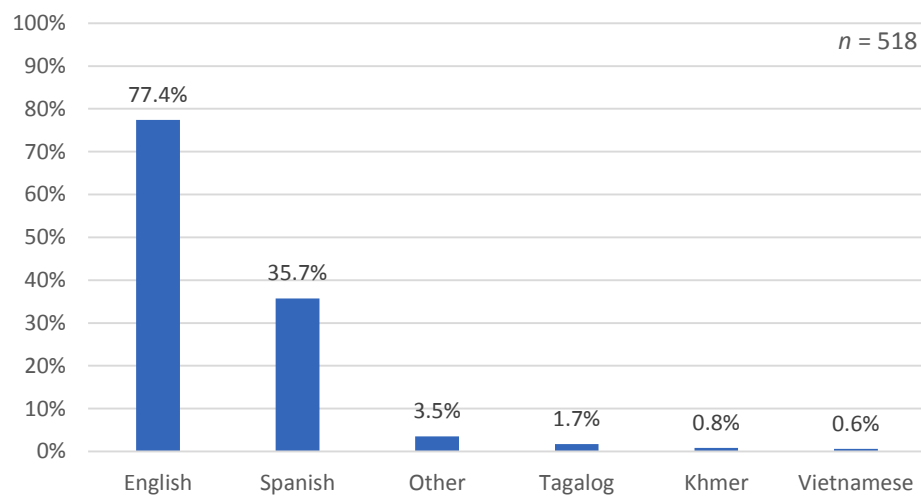
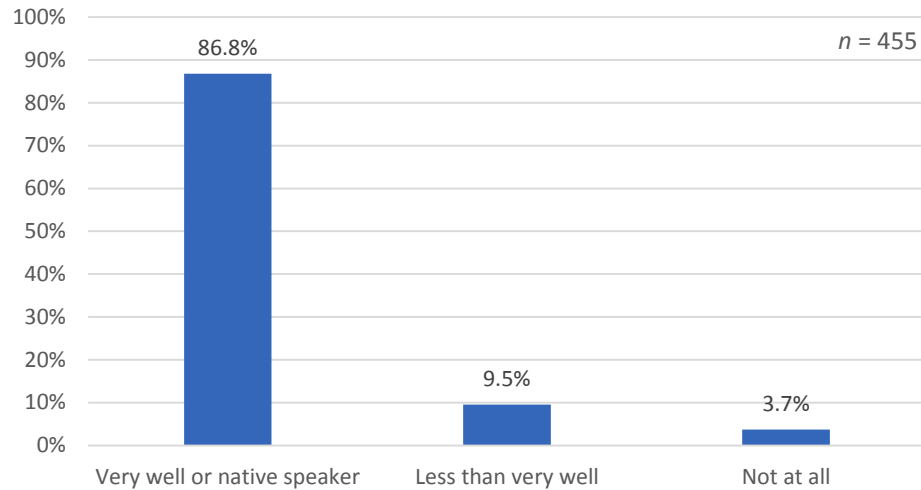
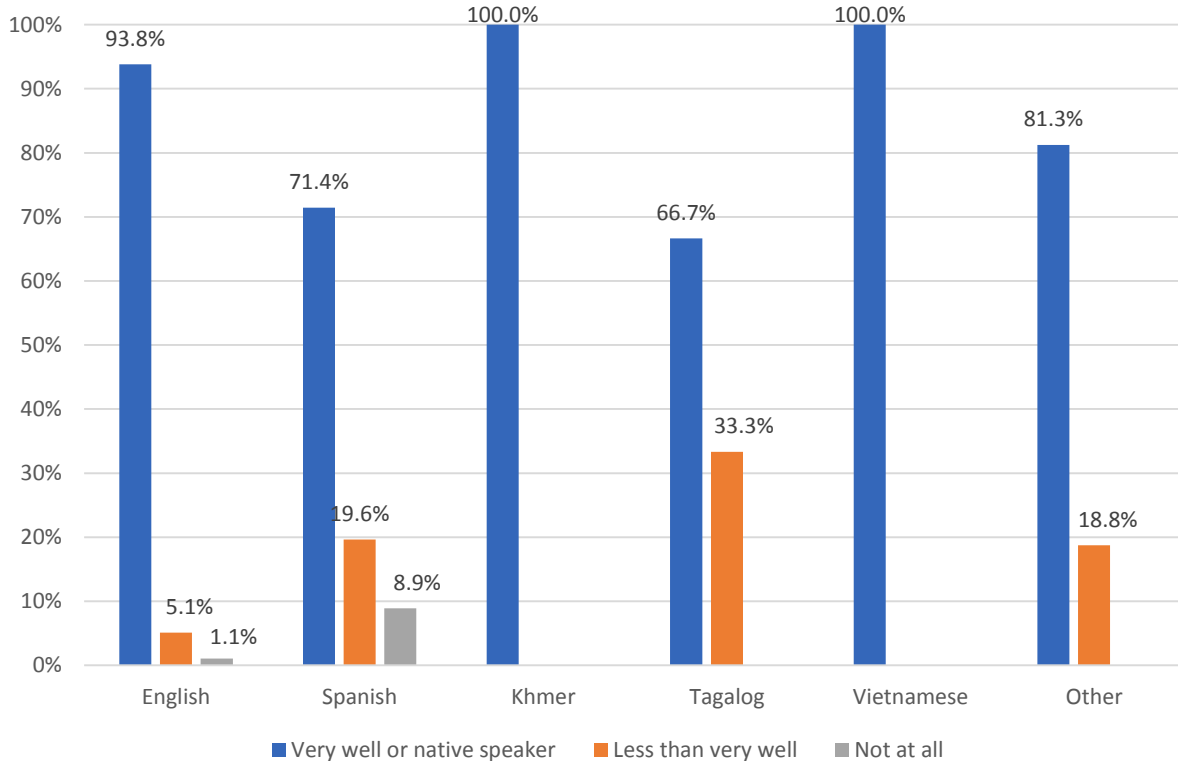


Exhibit 2.27 English proficiency



A cross-tabulation was run between languages spoken in household and English proficiency.

Exhibit 2.27a English proficiency vs. Language



FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

A cross-tabulation was run between languages spoken in household and Ethnicity.

Exhibit 2.27b Language vs. Ethnicity

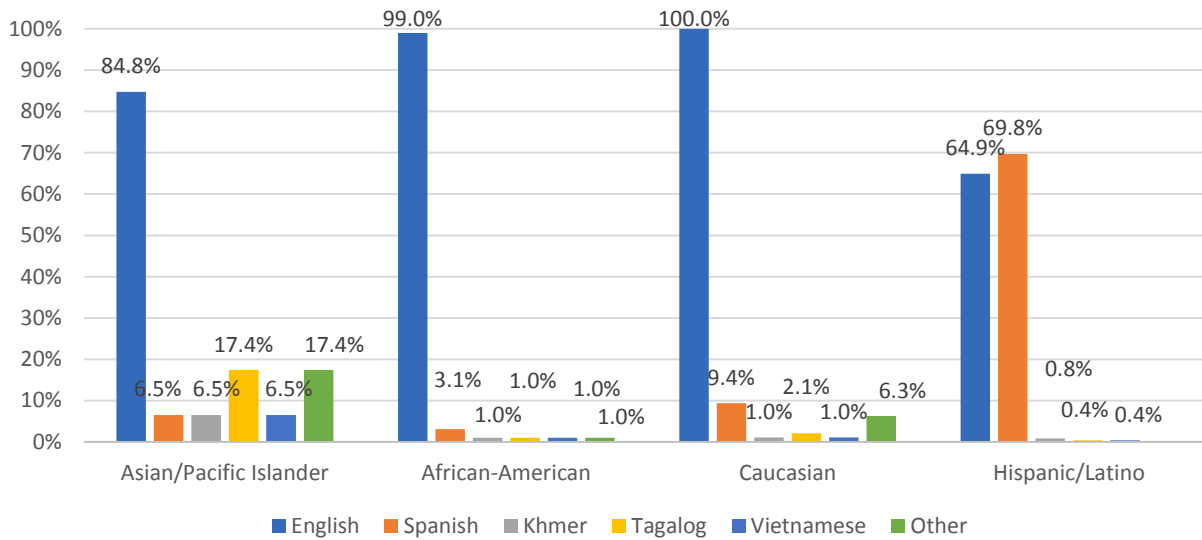
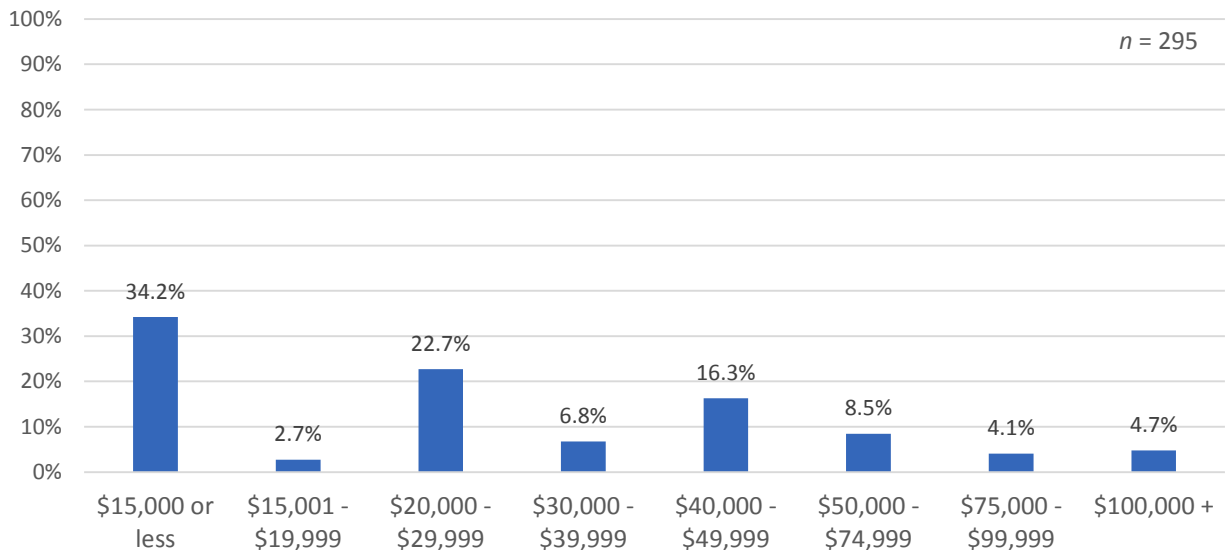


Exhibit 2.28 Annual household income



FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

There has been very little change in income level among LBT customers since FY 2017.

Exhibit 2.28a Annual household income – trends

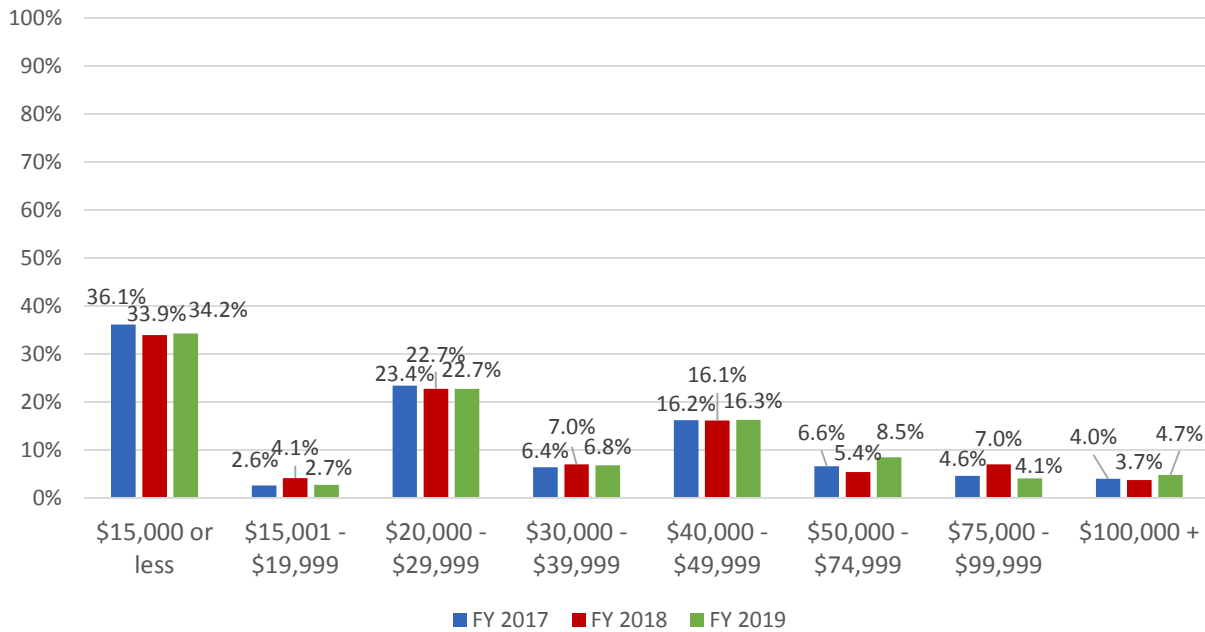


Exhibit 2.29 Household size

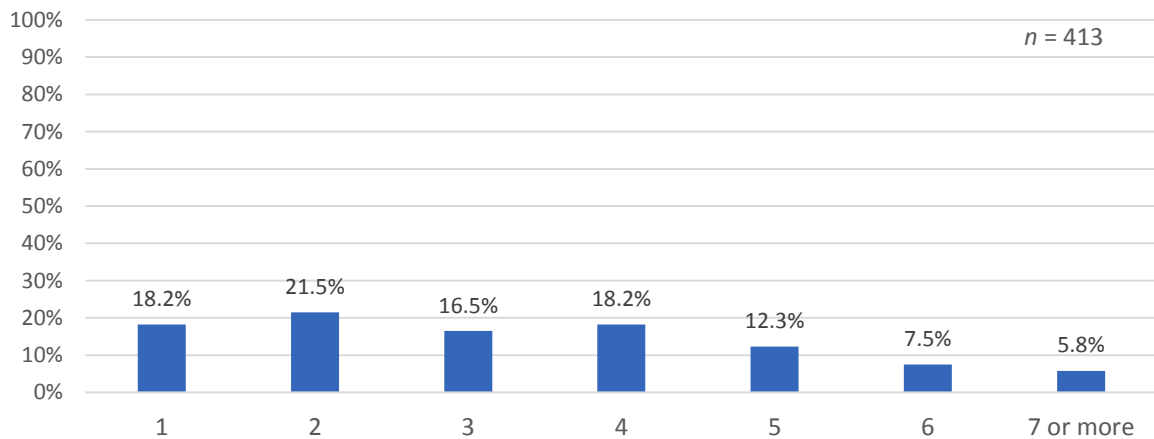
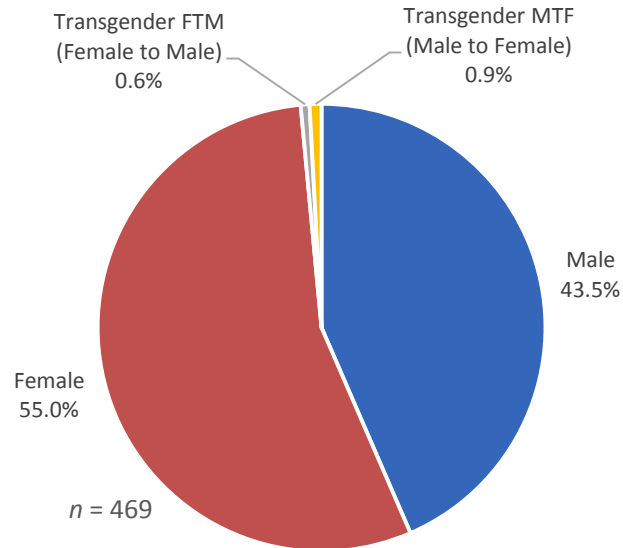
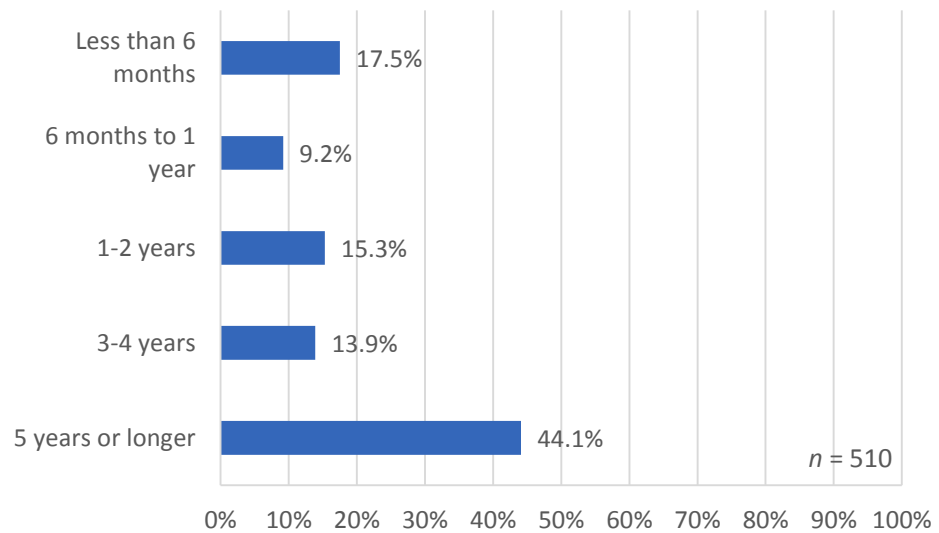


Exhibit 2.30 Customer gender



Survey respondents generally reflected long-term usage of LBT services, as 58 percent reported having ridden LBT for three years or more, including 44.1 percent who have ridden for five or more years.

Exhibit 2.30 Customer retention



This page intentionally blank



3. Customer Survey Instrument

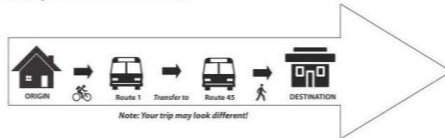
For surveyor use only:

Date _____ Time _____
Route _____ MD: CN CR WC MS WK

FY 2019 Long Beach Transit Annual Customer Survey
Help us improve public transit services in the Long Beach area!

Use information about the ONE-WAY TRIP you are taking now to answer the questions in this section.

Example of a ONE-WAY TRIP:



Section 1: Tell us about THIS ONE-WAY TRIP.

1. **ORIGIN LOCATION: Where are you coming from?**
(This location is NOT where you got on THIS bus, but where you started this one-way trip: home, work, etc.)

Name of place: _____
Address: _____
OR
Cross-street #1: _____
Cross-street #2: _____
City: _____ ZIP: _____

2. **BOARDING LOCATION: Where did you get on THIS bus?**

Name of place: _____
Address: _____
OR
Cross-street #1: _____
Cross-street #2: _____
City: _____ ZIP: _____

3. **TRANSFER: Does this one-way trip include a transfer to or from another bus or train?**

☐ Yes → What bus/rail system & route?
☐ No _____

4. **ALIGHTING LOCATION: Where will you get off THIS bus?**

Name of place: _____
Address: _____
OR
Cross-street #1: _____
Cross-street #2: _____
City: _____ ZIP: _____

5. **DESTINATION LOCATION: Where are you going to?**

(This location is NOT where you will get off THIS bus, but where you will end this one-way trip: home, work, etc.)

Name of place: _____
Address: _____
OR
Cross-street #1: _____
Cross-street #2: _____
City: _____ ZIP: _____

6. **How did you pay for this ONE-WAY 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): _____

Section 2: Tell us about your travel habits.

7. **How long have you used Long Beach Transit?**

☐ Less than 6 months ☐ 3-4 years
☐ 6 months to 1 year ☐ 5 years or longer
☐ 1-2 years

8. **When you ride the bus, what is the PRIMARY purpose of your trip? (select only one)**

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

9. **Do you currently use other bus or rail systems along with Long Beach Transit?**

☐ No ☐ Yes: Which one(s)? _____

10. **If Long Beach Transit were not available, what other transportation would you use to make this trip? (select only one)**

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

Section 3: Tell us what you think about Long Beach Transit.

11. **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
Courtesy of bus operator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safe operation of bus by bus operator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buses run on schedule	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience of routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reasonableness of fares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information provided to customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condition of bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience of bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appearance of bus operators	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of telephone information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information at bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. 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
LBT's response to security concerns on its buses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LBT's response to security concerns at its bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Response of Long Beach Police if needed on a bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Response of Long Beach Police if needed at a bus stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Overall, how would you rate Long Beach Transit? Would you say it is...
☐ Excellent ☐ Good
☐ Poor ☐ Very poor

14. What kind of improvements would you like to see Long Beach Transit make? (select all that apply)
☐ More buses/increased frequency
☐ Improve on-time reliability
☐ Lower fares ☐ Cleaner buses
☐ Improve bus stops ☐ Later/longer hours
☐ Nothing ☐ Other (specify): _____
☐ Mobile ticketing _____

15. Is there anywhere that Long Beach Transit buses currently do not go that you would like them to go?
☐ No
☐ Yes → Where? _____

16. How responsive do you think Long Beach Transit is to customer complaints and suggestions?
☐ Very responsive ☐ Not at all responsive
☐ Somewhat responsive

Section 4. Tell us how you get information about Long Beach Transit.

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

18. Do you have access to the Internet?
☐ Yes → If so, do you use a smartphone or other mobile device to access the Internet? ☐ Yes ☐ No
☐ No

19. Which of the following social media platforms do you typically use? (Check all that apply)
☐ I do not use social media ☐ Snapchat
☐ Facebook ☐ Pinterest
☐ Twitter ☐ Tumblr
☐ YouTube ☐ Reddit
☐ Instagram ☐ Other (specify): _____

20. If you have visited the LBT website (lbtransit.com), what information were you looking for?
☐ Route information/map
☐ Schedule/times
☐ I have not visited the website
☐ Other (specify): _____

Section 5. Tell us about yourself.

21. For classification purposes only, which of the following groups includes your age?
☐ 18 - 24 ☐ 25 - 44
☐ 45 - 61 ☐ 62 and older
☐ Decline to state

22. Which of the following best describes your employment status?
☐ Employed ☐ Homemaker/parent/at home
☐ Student ☐ Decline to state
☐ Unemployed/looking for work ☐ Other (specify): _____
☐ Retired

23. With which of the following ethnicities do you most closely identify? (Check all that apply)
☐ Asian ☐ African American
☐ Caucasian ☐ Hispanic/Latino
☐ Decline to state
☐ Other (specify): _____

24. What language(s) are spoken in your home?
☐ English ☐ Tagalog
☐ Spanish ☐ Vietnamese
☐ Khmer ☐ Other (specify): _____

25. How well do you speak English?
☐ Very well or native speaker ☐ Not at all
☐ Less than very well

26. What is your home zip code? _____

27. 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 +
☐ Decline to state

28. How many individuals live in your household?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 or more

29. How do you identify yourself?
☐ Male ☐ Other
☐ Female ☐ Decline to state
☐ Transgender FTM (Female to Male)
☐ Transgender MTF (Male to Female)

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

If you would like to be entered into a random drawing for a \$25 VISA gift card please provide your contact information. All contact information will remain confidential.

Name: _____
 Phone: _____
 Email: _____
☐ Check here if you would be interested in receiving information about Long Beach Transit.

4. Customer Survey Frequencies

Language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	444	85.7	85.7	85.7
	Spanish	74	14.3	14.3	100.0
	Total	518	100.0	100.0	

Date the surveyed trip was taken

		Frequency	Percent	Valid Percent
Valid	09/05/18	231	44.6%	44.6
	09/06/18	287	55.4%	55.4
	Total	518	100.0%	100.0

Time the surveyed trip was taken

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1:00:00 PM	27	5.2	5.2	5.2
	1:15:00 PM	15	2.9	2.9	8.1
	1:30:00 PM	14	2.7	2.7	10.8
	1:45:00 PM	9	1.7	1.7	12.5
	10:00:00 AM	15	2.9	2.9	15.4
	10:15:00 AM	11	2.1	2.1	17.6
	10:30:00 AM	3	0.6	0.6	18.1
	10:45:00 AM	7	1.4	1.4	19.5
	11:00:00 AM	15	2.9	2.9	22.4
	11:15:00 AM	8	1.5	1.5	23.9
	11:30:00 AM	10	1.9	1.9	25.9
	11:45:00 AM	11	2.1	2.1	28.0
	12:00:00 PM	14	2.7	2.7	30.7
	12:15:00 PM	19	3.7	3.7	34.4
	12:30:00 PM	22	4.2	4.2	38.6

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

12:45:00 PM	21	4.1	4.1	42.7
2:00:00 PM	14	2.7	2.7	45.4
2:15:00 PM	11	2.1	2.1	47.5
2:30:00 PM	6	1.2	1.2	48.6
2:45:00 PM	10	1.9	1.9	50.6
3:00:00 PM	2	0.4	0.4	51.0
3:15:00 PM	2	0.4	0.4	51.4
3:30:00 PM	5	1.0	1.0	52.3
3:45:00 PM	10	1.9	1.9	54.2
4:00:00 PM	8	1.5	1.5	55.8
4:15:00 PM	7	1.4	1.4	57.1
4:30:00 PM	9	1.7	1.7	58.9
4:45:00 PM	8	1.5	1.5	60.4
5:00:00 PM	8	1.5	1.5	62.0
5:15:00 PM	13	2.5	2.5	64.5
5:30:00 PM	14	2.7	2.7	67.2
5:45:00 PM	8	1.5	1.5	68.7
6:00:00 AM	11	2.1	2.1	70.8
6:00:00 PM	10	1.9	1.9	72.8
6:15:00 AM	6	1.2	1.2	73.9
6:15:00 PM	8	1.5	1.5	75.5
6:30:00 AM	6	1.2	1.2	76.6
6:30:00 PM	6	1.2	1.2	77.8
6:45:00 AM	5	1.0	1.0	78.8
6:45:00 PM	5	1.0	1.0	79.7
7:00:00 AM	14	2.7	2.7	82.4
7:15:00 AM	3	0.6	0.6	83.0
7:30:00 AM	16	3.1	3.1	86.1
7:45:00 AM	11	2.1	2.1	88.2
8:00:00 AM	10	1.9	1.9	90.2
8:15:00 AM	12	2.3	2.3	92.5
8:30:00 AM	4	0.8	0.8	93.2
8:45:00 AM	7	1.4	1.4	94.6
9:00:00 AM	13	2.5	2.5	97.1
9:03:00 AM	1	0.2	0.2	97.3

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

9:15:00 AM	10	1.9	1.9	99.2
9:30:00 AM	1	0.2	0.2	99.4
9:45:00 AM	3	0.6	0.6	100.0
Total	518	100.0	100.0	

What route was this survey taken on?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	101	6	1.2	1.2	1.2
	103	15	2.9	2.9	4.1
	111	19	3.7	3.7	7.7
	121	55	10.6	10.6	18.3
	171	51	9.8	9.8	28.2
	172	31	6.0	6.0	34.2
	173	8	1.5	1.5	35.7
	175	7	1.4	1.4	37.1
	176	10	1.9	1.9	39.0
	191	28	5.4	5.4	44.4
	192	36	6.9	6.9	51.4
	21	7	1.4	1.4	52.7
	22	22	4.2	4.2	56.9
	46	29	5.6	5.6	62.5
	51	40	7.7	7.7	70.3
	52	34	6.6	6.6	76.8
	61	31	6.0	6.0	82.8
	91	27	5.2	5.2	88.0
	92	18	3.5	3.5	91.5
	93	29	5.6	5.6	97.1
	Passport	15	2.9	2.9	100.0
	Total	518	100.0	100.0	

Mobility Device

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CN	1	0.2	33.3	33.3
	WC	1	0.2	33.3	66.7
	WK	1	0.2	33.3	100.0
	Total	3	0.6	100.0	
Missing	System	515	99.4		
Total		518	100.0		

Does this one-way trip include a transfer to or from another bus or train?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	141	27.2	30.9	30.9
	No	316	61.0	69.1	100.0
	Total	457	88.2	100.0	
Missing	System	61	11.8		
Total		518	100.0		

What bus/rail system & route?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		430	83.0	83.0	83.0
	Blue Line & Route 37	1	0.2	0.2	83.2
	LADOT Commuter Express 102	1	0.2	0.2	83.4
	LADOT Commuter Express 142	2	0.4	0.4	83.8
	LBT	5	1.0	1.0	84.7
	LBT Route 1	1	0.2	0.2	84.9
	LBT Route 101	1	0.2	0.2	85.1
	LBT Route 121	1	0.2	0.2	85.3
	LBT Route 151, 181/182, Blue line	1	0.2	0.2	85.5
	LBT Route 171	2	0.4	0.4	85.9

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

LBT Route 171, OCTA Route 560	1	0.2	0.2	86.1
LBT Route 172	1	0.2	0.2	86.3
LBT Route 175	1	0.2	0.2	86.5
LBT Route 176	1	0.2	0.2	86.7
LBT Route 181	1	0.2	0.2	86.9
LBT Route 191	1	0.2	0.2	87.1
LBT Route 192	2	0.4	0.4	87.5
LBT Route 21	1	0.2	0.2	87.6
LBT Route 21/22	1	0.2	0.2	87.8
LBT Route 22	1	0.2	0.2	88.0
LBT Route 45	3	0.6	0.6	88.6
LBT Route 45/46	1	0.2	0.2	88.8
LBT Route 51	3	0.6	0.6	89.4
LBT Route 60	1	0.2	0.2	89.6
LBT Route 61	2	0.4	0.4	90.0
LBT Route 71/72	1	0.2	0.2	90.2
LBT Route 72	1	0.2	0.2	90.3
LBT Route 81	1	0.2	0.2	90.5
LBT Route 90s	1	0.2	0.2	90.7
LBT Route 92	1	0.2	0.2	90.9
LBT Route 93	2	0.4	0.4	91.3
Metro Blue Line	27	5.2	5.2	96.5
Metro Blue Line, LBT Route 21, 151	1	0.2	0.2	96.7
Metro or Torrance Transit Route 3	1	0.2	0.2	96.9
MTA Route 130	1	0.2	0.2	97.1
MTA Route 232	1	0.2	0.2	97.3
MTA Route 266	3	0.6	0.6	97.9
MTA Route 577	1	0.2	0.2	98.1
OCTA	2	0.4	0.4	98.5
OCTA Route 1	2	0.4	0.4	98.8
OCTA Route 50	1	0.2	0.2	99.0
OCTA Route 560	3	0.6	0.6	99.6
Passport	1	0.2	0.2	99.8

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Torrance Transit Route 3	1	0.2	0.2	100.0
Total	518	100.0	100.0	

How did you pay for the surveyed trip?

		Frequency	Percent	Valid Percent
Valid	Cash	239	46.1	46.9
	Stored Value on TAP	52	10.0	10.2
	1-Day Pass	26	5.0	5.1
	5-Day Pass	2	0.4	0.4
	30-Day Pass	45	8.7	8.8
	Student 30-Day Pass	10	1.9	2.0
	CSULB Pass on TAP	90	17.4	17.6
	County-Wide EZ Transit Pass	13	2.5	2.5
	Belmont Shore Employee Pass	2	0.4	0.4
	One-Ride Pass	1	0.2	0.2
	Free	16	3.1	3.1
	MTA Token	3	0.6	0.6
	Other	11	2.1	2.2
	Total	510	98.5	100.0
Missing	System	8	1.5	
Total		518	100.0	

How did you pay for the surveyed trip? Other:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		507	97.9	97.9	97.9
	2nd St Bus Pass	1	0.2	0.2	98.1
	Access	7	1.4	1.4	99.4
	Employee TAP Card	1	0.2	0.2	99.6
	Senior TAP Card	1	0.2	0.2	99.8
	TAP Card	1	0.2	0.2	100.0
	Total	518	100.0	100.0	

How long have you used Long Beach Transit? ¿Cuánto tiempo ha utilizado Long Beach Transit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 6 months	89	17.2	17.5	17.5
	6 months to 1 year	47	9.1	9.2	26.7
	1-2 years	78	15.1	15.3	42.0
	3-4 years	71	13.7	13.9	55.9
	5 years or longer	225	43.4	44.1	100.0
	Total	510	98.5	100.0	
Missing	System	8	1.5		
Total		518	100.0		

When you ride the bus, what is the PRIMARY purpose of your trip?

		Frequency	Percent	Valid Percent
Valid	Work	220	42.5	43.1
	Medical	41	7.9	8.0
	Recreation/Social	30	5.8	5.9
	School	156	30.1	30.5
	Shopping	21	4.1	4.1
	Personal Business	32	6.2	6.3
	Other	11	2.1	2.2
	Total	511	98.6	100.0
Missing	System	7	1.4	
Total		518	100.0	

When you ride the bus, what is the PRIMARY purpose of your trip?

Other:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		512	98.8	98.8	98.8
	All of the above	4	0.8	0.8	99.6
	Church	2	0.4	0.4	100.0
	Total	518	100.0	100.0	

Do you currently use other bus or rail systems along with Long Beach Transit?

		Frequency	Percent
Valid	No	255	49.2
	Yes - MTA/Metro Bus	78	15.1
	Yes - MTA/Metro Rail	115	22.2
	Yes - OCTA	18	3.5
	Yes - Torrance Transit	16	3.1
	Yes - LA DOT	8	1.5
	Yes - Metrolink	33	6.4
	Yes - Other	44	8.5
Total		518	100.0

Do you currently use other bus or rail systems along with Long Beach Transit? Other:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	503	97.1	97.1	97.1
131-111-112	1	0.2	0.2	97.3
181; 172	1	0.2	0.2	97.5
45-22	1	0.2	0.2	97.7
51 - 130	1	0.2	0.2	97.9
905-1705-121	1	0.2	0.2	98.1
98, 91	1	0.2	0.2	98.3
A1 & A3	1	0.2	0.2	98.5
City bus	1	0.2	0.2	98.6
Gardena Bus	1	0.2	0.2	98.8
Montebello, Norwalk	1	0.2	0.2	99.0
San Pedro Buses	1	0.2	0.2	99.2
Seattle Transit	1	0.2	0.2	99.4
Train	3	0.6	0.6	100.0
Total	518	100.0	100.0	

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

		Frequency	Percent	Valid Percent
Valid	Walk	128	24.7	25.1
	Carpool	38	7.3	7.5
	Get a ride	98	18.9	19.2
	Would not make trip	35	6.8	6.9
	Drive alone	39	7.5	7.6
	Bicycle	27	5.2	5.3
	Cab/taxi	38	7.3	7.5
	Other public transit	63	12.2	12.4
	Other	44	8.5	8.6
	Total	510	98.5	100.0
Missing	System	8	1.5	
Total		518	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		477	92.1	92.1	92.1
	Access Services	1	0.2	0.2	92.3
	Any means necessary.	1	0.2	0.2	92.5
	Compton Bus	1	0.2	0.2	92.7
	CSULB shuttle	1	0.2	0.2	92.9
	School Shuttle	1	0.2	0.2	93.1
	Skateboard	2	0.4	0.4	93.4
	Train	1	0.2	0.2	93.6
	Uber/Lyft	33	6.4	6.4	100.0
	Total	518	100.0	100.0	

Please rate each of the following characteristics of Long Beach Transit: Courtesy of bus operator

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	5	1.0	1.0	1.0
	Poor	17	3.3	3.4	4.3
	Good	225	43.4	44.5	48.8
	Excellent	259	50.0	51.2	100.0
	Total	506	97.7	100.0	
Missing	System	12	2.3		
Total		518	100.0		

Please rate each of the following characteristics of Long Beach Transit: Safe operation of bus by bus operator

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	1	0.2	0.2	0.2
	Poor	5	1.0	1.0	1.2
	Good	215	41.5	42.6	43.8
	Excellent	284	54.8	56.2	100.0
	Total	505	97.5	100.0	
Missing	System	13	2.5		
Total		518	100.0		

Please rate each of the following characteristics of Long Beach Transit: Cleanliness of bus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	6	1.2	1.2	1.2
	Poor	39	7.5	7.7	8.9
	Good	246	47.5	48.7	57.6
	Excellent	214	41.3	42.4	100.0
	Total	505	97.5	100.0	
Missing	System	13	2.5		
Total		518	100.0		

Please rate each of the following characteristics of Long Beach
Transit: Buses run on schedule

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	12	2.3	2.4	2.4
	Poor	39	7.5	7.7	10.0
	Good	264	51.0	51.9	61.9
	Excellent	194	37.5	38.1	100.0
	Total	509	98.3	100.0	
Missing	System	9	1.7		
Total		518	100.0		

Please rate each of the following characteristics of Long Beach
Transit: Convenience of routes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	4	0.8	0.8	0.8
	Poor	15	2.9	3.0	3.8
	Good	230	44.4	45.6	49.4
	Excellent	255	49.2	50.6	100.0
	Total	504	97.3	100.0	
Missing	System	14	2.7		
Total		518	100.0		

Please rate each of the following characteristics of Long Beach
Transit: Reasonableness of fares

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	4	0.8	0.8	0.8
	Poor	21	4.1	4.2	5.0
	Good	211	40.7	42.3	47.3
	Excellent	263	50.8	52.7	100.0
	Total	499	96.3	100.0	
Missing	System	19	3.7		
Total		518	100.0		

Please rate each of the following characteristics of Long Beach Transit: Information provided to customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	6	1.2	1.2	1.2
	Poor	42	8.1	8.4	9.6
	Good	234	45.2	46.9	56.5
	Excellent	217	41.9	43.5	100.0
	Total	499	96.3	100.0	
Missing	System	19	3.7		
Total		518	100.0		

Please rate each of the following characteristics of Long Beach Transit: Condition of bus stops

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	12	2.3	2.4	2.4
	Poor	79	15.3	15.5	17.9
	Good	235	45.4	46.2	64.0
	Excellent	183	35.3	36.0	100.0
	Total	509	98.3	100.0	
Missing	System	9	1.7		
Total		518	100.0		

Please rate each of the following characteristics of Long Beach Transit: Convenience of bus stops

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	5	1.0	1.0	1.0
	Poor	25	4.8	5.0	6.0
	Good	255	49.2	51.4	57.5
	Excellent	211	40.7	42.5	100.0
	Total	496	95.8	100.0	
Missing	System	22	4.2		
Total		518	100.0		

**Please rate each of the following characteristics of Long Beach
Transit: Appearance of bus operators**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	1	0.2	0.2	0.2
	Poor	10	1.9	2.0	2.2
	Good	220	42.5	43.3	45.5
	Excellent	277	53.5	54.5	100.0
	Total	508	98.1	100.0	
Missing	System	10	1.9		
Total		518	100.0		

**Please rate each of the following characteristics of Long Beach
Transit: Quality of telephone information**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	7	1.4	1.5	1.5
	Poor	36	6.9	7.7	9.1
	Good	217	41.9	46.2	55.3
	Excellent	210	40.5	44.7	100.0
	Total	470	90.7	100.0	
Missing	System	48	9.3		
Total		518	100.0		

**Please rate each of the following characteristics of Long Beach
Transit: Frequency of service**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	10	1.9	2.0	2.0
	Poor	33	6.4	6.6	8.6
	Good	232	44.8	46.5	55.1
	Excellent	224	43.2	44.9	100.0
	Total	499	96.3	100.0	
Missing	System	19	3.7		
Total		518	100.0		

Please rate each of the following characteristics of Long Beach Transit: Information at bus stops

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	7	1.4	1.4	1.4
	Poor	59	11.4	11.8	13.2
	Good	221	42.7	44.3	57.5
	Excellent	212	40.9	42.5	100.0
	Total	499	96.3	100.0	
Missing	System	19	3.7		
Total		518	100.0		

Please rate each of the following System Security scenarios regarding LBT: LBT's response to security concerns on its buses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	4	0.8	0.9	0.9
	Poor	74	14.3	16.8	17.7
	Good	212	40.9	48.1	65.8
	Excellent	151	29.2	34.2	100.0
	Total	441	85.1	100.0	
Missing	System	77	14.9		
Total		518	100.0		

Please rate each of the following System Security scenarios regarding LBT: LBT's response to security concerns at its bus stops

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	9	1.7	2.1	2.1
	Poor	110	21.2	25.4	27.5
	Good	185	35.7	42.7	70.2
	Excellent	129	24.9	29.8	100.0
	Total	433	83.6	100.0	
Missing	System	85	16.4		
Total		518	100.0		

Please rate each of the following System Security scenarios regarding LBT: Response of Long Beach Police if needed on a bus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	6	1.2	1.4	1.4
	Poor	83	16.0	20.0	21.4
	Good	181	34.9	43.5	64.9
	Excellent	146	28.2	35.1	100.0
	Total	416	80.3	100.0	
Missing	System	102	19.7		
Total		518	100.0		

Please rate each of the following System Security scenarios regarding LBT: Response of Long Beach Police if needed at a bus stop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	8	1.5	1.9	1.9
	Poor	98	18.9	23.7	25.6
	Good	176	34.0	42.5	68.1
	Excellent	132	25.5	31.9	100.0
	Total	414	79.9	100.0	
Missing	System	104	20.1		
Total		518	100.0		

Overall, how would you rate Long Beach Transit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	242	46.7	48.3	48.3
	Good	251	48.5	50.1	98.4
	Poor	3	0.6	0.6	99.0
	Very poor	5	1.0	1.0	100.0
	Total	501	96.7	100.0	
Missing	System	17	3.3		
Total		518	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nothing	62	12.0	100.0	100.0
	More buses/increased frequency	225	43.4	100.0	100.0
	Improve bus stops	108	20.8	100.0	100.0
	Lower fares	111	21.4	100.0	100.0
	Improve on-time reliability	127	24.5	100.0	100.0
	Cleaner buses	66	12.7	100.0	100.0
	Later/longer hours	119	23.0	100.0	100.0
	Mobile ticketing options	46	8.9	100.0	100.0
	Other	28	5.4	100.0	100.0
Total		518	100.0		

What kind of improvements would you like to see Long Beach Transit make? Other:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		491	94.8	94.8	94.8
	Better driver attitudes.	3	0.6	0.6	95.4
	Better security	1	0.2	0.2	95.6
	Better security at stops	2	0.4	0.4	95.9
	Extend routes/number of stops	4	0.8	0.8	96.7
	Fewer homeless people riding for free.	1	0.2	0.2	96.9
	I would like Bus 102 to go straight to the airport without stopping.	1	0.2	0.2	97.1
	Improve transit for tourists	1	0.2	0.2	97.3
	Keep headsign on when bus is on break	1	0.2	0.2	97.5
	More buses on the weekend	1	0.2	0.2	97.7
	More flexible fare options	2	0.4	0.4	98.1
	Music onboard	1	0.2	0.2	98.3
	Newer buses/seats	1	0.2	0.2	98.5

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Shorter wait time	1	0.2	0.2	98.6
Student discounts	3	0.6	0.6	99.2
Transfers	3	0.6	0.6	99.8
Wifi onboard	1	0.2	0.2	100.0
Total	518	100.0	100.0	

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	54	10.4	11.7	11.7
	No	406	78.4	88.3	100.0
	Total	460	88.8	100.0	
Missing	System	58	11.2		
Total		518	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		479	92.5	92.5	92.5
	171 back to Cabrillo after midnight	1	0.2	0.2	92.7
	49th/ Vuelta	1	0.2	0.2	92.9
	Alamo Swapmeet	1	0.2	0.2	93.1
	Along Artesia Blvd.	1	0.2	0.2	93.2
	Anaheim	1	0.2	0.2	93.4
	Artesia & Downey/ Lakewood Blvd	1	0.2	0.2	93.6
	Artesia & Orange	1	0.2	0.2	93.8
	Berth 55 Long Beach Harbor	1	0.2	0.2	94.0
	Bonita & Broadway	1	0.2	0.2	94.2
	Cerritos Mall	1	0.2	0.2	94.4
	Disneyland	1	0.2	0.2	94.6
	Down market street.	1	0.2	0.2	94.8

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

East Los Angeles	1	0.2	0.2	95.0
Industrial locations	1	0.2	0.2	95.2
Los Angeles	2	0.4	0.4	95.6
More buses around 7th Street that go to Cabrillo High School	1	0.2	0.2	95.8
More to Long Beach	1	0.2	0.2	95.9
Orange County	2	0.4	0.4	96.3
Paramount	1	0.2	0.2	96.5
Passing PCH and Santa Fe	1	0.2	0.2	96.7
Pike Outlet	2	0.4	0.4	97.1
San Pedro	4	0.8	0.8	97.9
Shopping Centers	1	0.2	0.2	98.1
Shoreline Village	1	0.2	0.2	98.3
Spring Street	2	0.4	0.4	98.6
Stadium	1	0.2	0.2	98.8
Straight to Belmont Shore	1	0.2	0.2	99.0
Torrance	1	0.2	0.2	99.2
UCLA	1	0.2	0.2	99.4
Wilmington	3	0.6	0.6	100.0
Total	518	100.0	100.0	

How responsive do you think Long Beach Transit is to its customers' complaints and suggestions?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very responsive	217	41.9	51.1	51.1
	Somewhat responsive	174	33.6	40.9	92.0
	Not at all responsive	34	6.6	8.0	100.0
	Total	425	82.0	100.0	
Missing	System	93	18.0		
Total		518	100.0		

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

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

	Frequency	Percent	Valid Percent
Valid	186		
Ask driver	9	1.7%	1.7
Bus stop	11	2.1%	2.1
Call LBT customer service	44	8.5%	8.5
Downtown information center	3	0.6%	0.6
Google maps	75	14.5%	14.5
Hotel reception	1	0.2%	0.2
LA Metro trip planner	1	0.2%	0.2
LBT Guide	41	7.9%	7.9
LBTransit.com	39	7.5%	7.5
Metro customer service	1	0.2%	0.2
Mobile app	23	4.4%	4.4
Mobile maps	10	1.9%	1.9
Onboard the bus	5	1.0%	1.0
Online	92	17.8%	17.8
Social Media	1	0.2%	0.2
Text LBT	3	0.6%	0.6
Transit info	1	0.2%	0.2
Word of mouth	1	0.2%	0.2
Total	518		

Do you have access to the Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	417	80.5	87.1	87.1
	No	62	12.0	12.9	100.0
	Total	479	92.5	100.0	
Missing	System	39	7.5		
Total		518	100.0		

Do you use a smart phone or other mobile device to access the Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	357	68.9	92.5	92.5
	No	29	5.6	7.5	100.0
	Total	386	74.5	100.0	
Missing	System	132	25.5		
Total		518	100.0		

Which of the following social media platforms do you typically use?

		Frequency	Percent
Valid	I do not use social media	122	23.6
	Facebook	233	45.0
	Twitter	85	16.4
	YouTube	178	34.4
	Instagram	200	38.6
	Snapchat	123	23.7
	Pinterest	45	8.7
	Tumblr	21	4.1
	Reddit	16	3.1
	Other	11	2.1
Total		518	100.0

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

		Frequency	Percent
Valid	Route information	211	40.7
	Schedule/times	249	48.1
	I have not visited the website	122	23.6
	Other	13	2.5
Missing	System	505	97.5
Total		518	100.0

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	509	98.3	98.3	98.3
Detour info	2	0.4	0.4	98.6
Fare information	4	0.8	0.8	99.4
Job	1	0.2	0.2	99.6
Live tracking	1	0.2	0.2	99.8
Transit office hours	1	0.2	0.2	100.0
Total	518	100.0	100.0	

Which of the following groups includes your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 - 24	165	31.9	31.9	31.9
25 - 44	153	29.5	29.5	61.4
45 - 61	107	20.7	20.7	82.0
62 and older	54	10.4	10.4	92.5
Decline to state	39	7.5	7.5	100.0
Total	518	100.0	100.0	

Which of the following best describes your employment status?

	Frequency	Percent
Valid Employed	259	50.0
Student	168	32.4
Unemployed/looking for work	36	6.9
Retired	44	8.5
Homemaker/parent/at home	26	5.0
Decline to state	46	8.9
Other	7	1.4
Total	518	100.0

Which of the following best describes your employment status?**Other:**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	512	98.8	98.8	98.8
Disabled	6	1.2	1.2	100.0
Total	518	100.0	100.0	

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

	Frequency	Percent
Valid		
Asian	46	8.9
African-American	98	18.9
Caucasian	96	18.5
Hispanic/Latino	248	47.9
Decline to state	44	8.5
Other	16	3.1
Total	518	100.0

With which of the following ethnicities do you most closely identify?**Other:**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	505	97.5	97.5	97.5
Mixed	4	0.8	0.8	98.3
Moroccan	1	0.2	0.2	98.5
Native American	4	0.8	0.8	99.2
Pacific Islander	4	0.8	0.8	100.0
Total	518	100.0	100.0	

What language(s) are spoken in your home?

		Frequency	Percent
Valid	English	401	77.4
	Spanish	185	35.7
	Khmer	4	0.8
	Tagalog	9	1.7
	Vietnamese	3	0.6
	Other	18	3.5
	Total	518	100.0

What language(s) are spoken in your home? Other:

		Frequency	Percent	Valid Percent
Valid		500	96.5	96.5
	Arabic	3	0.4	0.4
	Chinese	1	0.2	0.2
	French	3	0.4	0.4
	Hindi	1	0.2	0.2
	Italian	1	0.2	0.2
	Japanese	1	0.2	0.2
	Korean	1	0.2	0.2
	Maori	1	0.2	0.2
	Marathi	1	0.2	0.2
	Polish	1	0.2	0.2
	Portuguese	1	0.2	0.2
	Russian	1	0.2	0.2
	Telegu	1	0.2	0.2
	Total	518	100.0	100.0

How well do you speak English?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very well or native speaker	395	76.3	86.8	86.8
	Less than very well	43	8.3	9.5	96.3
	Not at all	17	3.3	3.7	100.0
	Total	455	87.8	100.0	
Missing	System	63	12.2		
Total		518	100.0		

What is your home zip code?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		195	37.6	37.6	37.6
	45406	1	0.2	0.2	37.8
	59634	2	0.4	0.4	38.2
	90002	1	0.2	0.2	38.4
	90010	1	0.2	0.2	38.6
	90011	2	0.4	0.4	39.0
	90019	1	0.2	0.2	39.2
	90042	1	0.2	0.2	39.4
	90044	1	0.2	0.2	39.6
	90047	1	0.2	0.2	39.8
	90059	1	0.2	0.2	40.0
	90072	1	0.2	0.2	40.2
	90201	1	0.2	0.2	40.3
	90220	4	0.8	0.8	41.1
	90221	1	0.2	0.2	41.3
	90222	1	0.2	0.2	41.5
	90262	1	0.2	0.2	41.7
	90302	1	0.2	0.2	41.9
	90303	1	0.2	0.2	42.1
	90428	1	0.2	0.2	42.3
	90640	1	0.2	0.2	42.5
	90660	1	0.2	0.2	42.7

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

90703	2	0.4	0.4	43.1
90706	2	0.4	0.4	43.4
90712	3	0.6	0.6	44.0
90713	1	0.2	0.2	44.2
90716	2	0.4	0.4	44.6
90723	3	0.6	0.6	45.2
90731	6	1.2	1.2	46.3
90740	1	0.2	0.2	46.5
90744	3	0.6	0.6	47.1
90745	1	0.2	0.2	47.3
90755	2	0.4	0.4	47.7
90801	2	0.4	0.4	48.1
90802	49	9.5	9.5	57.5
90803	12	2.3	2.3	59.8
90804	29	5.6	5.6	65.4
90805	37	7.1	7.1	72.6
90806	22	4.2	4.2	76.8
90807	7	1.4	1.4	78.2
90808	4	0.8	0.8	79.0
90810	27	5.2	5.2	84.2
90811	1	0.2	0.2	84.4
90812	2	0.4	0.4	84.7
90813	48	9.3	9.3	94.0
90814	9	1.7	1.7	95.8
90815	13	2.5	2.5	98.3
91025	1	0.2	0.2	98.5
91107	1	0.2	0.2	98.6
91741	2	0.4	0.4	99.0
92806	1	0.2	0.2	99.2
93534	1	0.2	0.2	99.4
95020	1	0.2	0.2	99.6
98080	1	0.2	0.2	99.8
99011	1	0.2	0.2	100.0
Total	518	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	\$15,000 or less	101	19.5	19.5	19.5
	\$15,001 - \$19,999	8	1.5	1.5	21.0
	\$20,000 - \$29,999	67	12.9	12.9	34.0
	\$30,000 - \$39,999	20	3.9	3.9	37.8
	\$40,000 - \$49,999	48	9.3	9.3	47.1
	\$50,000 - \$74,999	25	4.8	4.8	51.9
	\$75,000 - \$99,999	12	2.3	2.3	54.2
	\$100,000 +	14	2.7	2.7	56.9
	Decline to state	223	43.1	43.1	100.0
	Total	518	100.0	100.0	

How many individuals live in your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	75	14.5	18.2	18.2
	2	89	17.2	21.5	39.7
	3	68	13.1	16.5	56.2
	4	75	14.5	18.2	74.3
	5	51	9.8	12.3	86.7
	6	31	6.0	7.5	94.2
	7 or more	24	4.6	5.8	100.0
	Total	413	79.7	100.0	
Missing	System	105	20.3		
Total		518	100.0		

5. Potential Customer Survey Findings

The latest LBT Potential Customer Evaluation Survey was designed to solicit input from non-customers, defined as individuals living within the service area who had not utilized LBT within the three months prior to survey contact. The potential customer 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, an incentive was offered. Everyone who completed a survey was entered into a random drawing for a \$25 VISA gift card.

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 an LBT bus within the past three months?

The first 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 of the criteria, they were thanked and the survey was concluded.

Data Collection

The latest potential customer survey was conducted via dual methodology (intercept and online), resulting in 408 valid responses. Although more than 600 people attempted the survey, only 408 met the conditions of the qualifier questions. Nearly 83 percent of the survey sample was collected via intercept. The survey was available online over a six-week period from Monday, August 13, 2018 through Monday, September 24, 2018. Fielding was conducted across a three-day period from Tuesday, September 18, 2018 to Thursday, September 20, 2018, at a variety of public locations throughout LBT's primary service area. Survey locations included California State University, Long Beach (CSULB); Department of Motor Vehicles (Willow Street); Bixby Knolls; Lakewood Center Mall; Veterans Affairs Medical Center Long Beach (VA); and Long Beach City College (Pacific Coast and Liberal Arts campuses).

Data Processing

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 demographics.

The profile respondent is female, Hispanic and between the ages of 18 and 24. She lives and works 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 56 percent rated LBT services as *excellent* or *good*, while 39 percent did not offer an opinion.
- *Bus operator safety* received a 96.8 percent favorable rating.
- *Security onboard* was the lowest-rated service attribute, with 27.6 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*.
- Just over 50 percent of respondents reported they *might consider riding the bus*.
- 85 percent of those respondents who had visited the LBT website rated it as *very good* or *good*.

Analysis of individual survey questions follows.

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Given the pool of respondents was limited to individuals citing no recent use of LBT, 46 percent of non-customers were unclear as to how to rate LBT services. However, when adjusted to remove such individuals, the overall satisfaction rating for LBT by non-customers was nearly 90 percent (Exhibit 5.1.a). Overall satisfaction of non-customers has consistently been around 90 percent in recent surveys. For this round of surveys, the overall rating trend showed a modest increase to 90.8 percent (Exhibit 5.1.b).

Exhibit 5.1 Overall rating

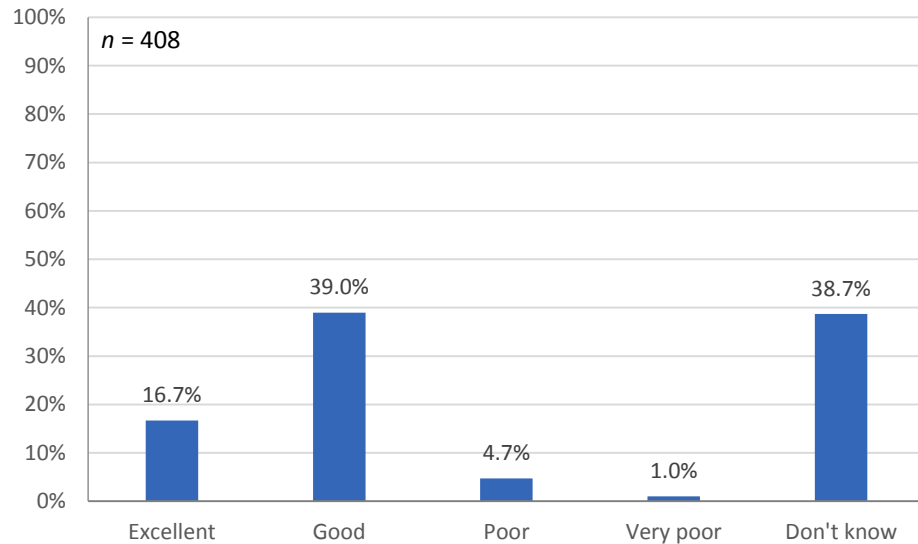
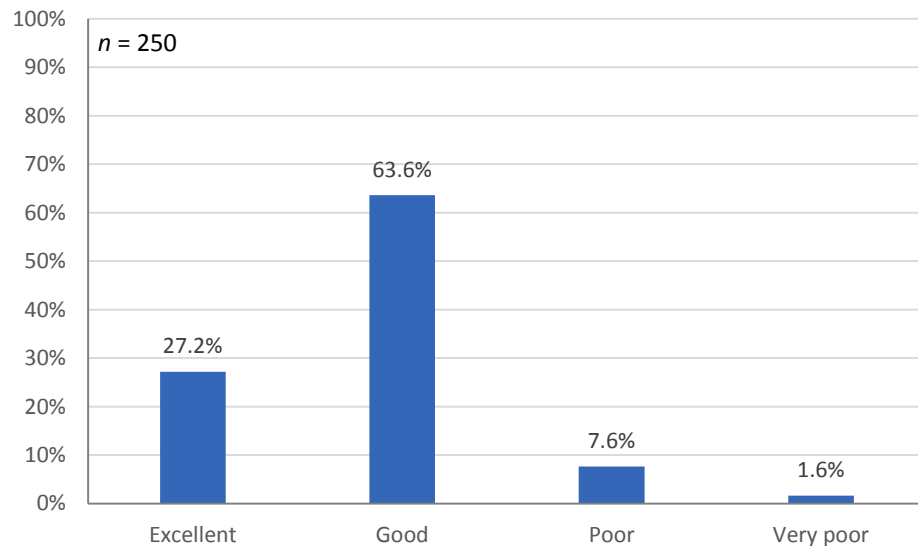


Exhibit 5.1.a Overall rating (adjusted)



FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Exhibit 5.1.b Overall rating trend (adjusted)

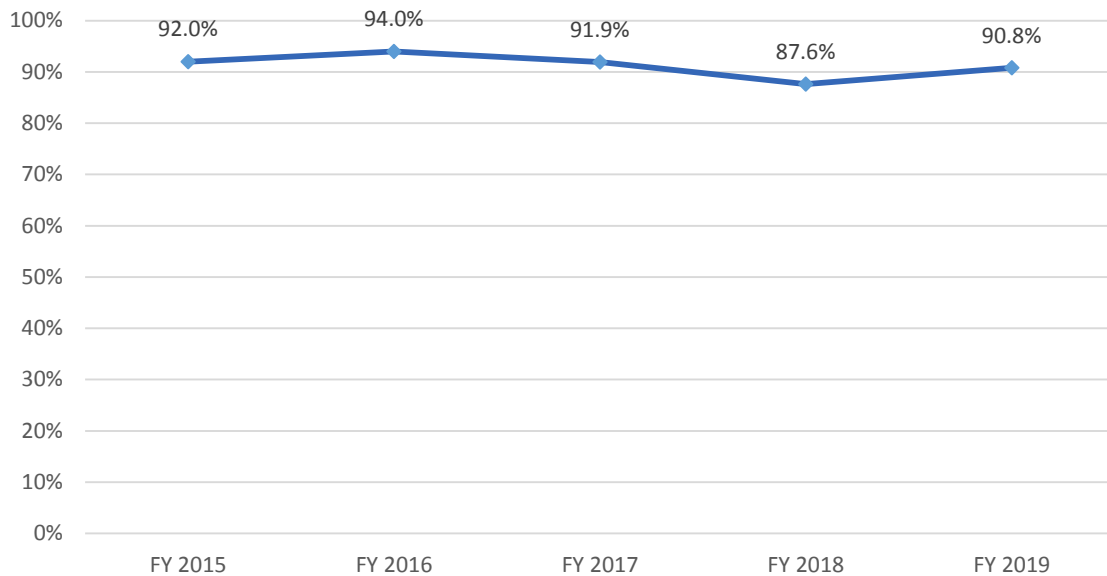


Exhibit 5.2 illustrates potential customer ratings of service attributes, and indicates the number of respondents who rated each attribute as *excellent* or *good*. Non-customers gave favorable ratings to most service attributes. The highest-rated attributes were *bus operator safety* (96.8 percent) and *bus operator appearance* (96.3 percent). The lowest-rated attribute was *security onboard* (72.4 percent). This was compared to the rating of *security of LBT system* (68.4 percent) for FY 2018 and (84.4 percent) for FY 2017, but could not be compared to prior survey efforts, as this attribute was a consolidation of two different security-related questions from prior survey periods (*onboard security* and *security at bus stops*). In FY 2016, *onboard security* received an 84 percent positive rating, while *security at bus stops* received a rating of 71 percent.

Exhibit 5.2 Ratings

	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
Bus operator safety	98%	97%	99.4%	95.8%	96.8%
Bus operator appearance	89%	98%	97.6%	95.8%	96.3%
Bus appearance	77%	98%	93.6%	94.5%	93.7%
Security of LBT system	-	-	84.4%	68.4%	72.4%
Bus stop condition	93%	92%	81.7%	83.7%	78.1%

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Exhibit 5.2.a Bus operator safety

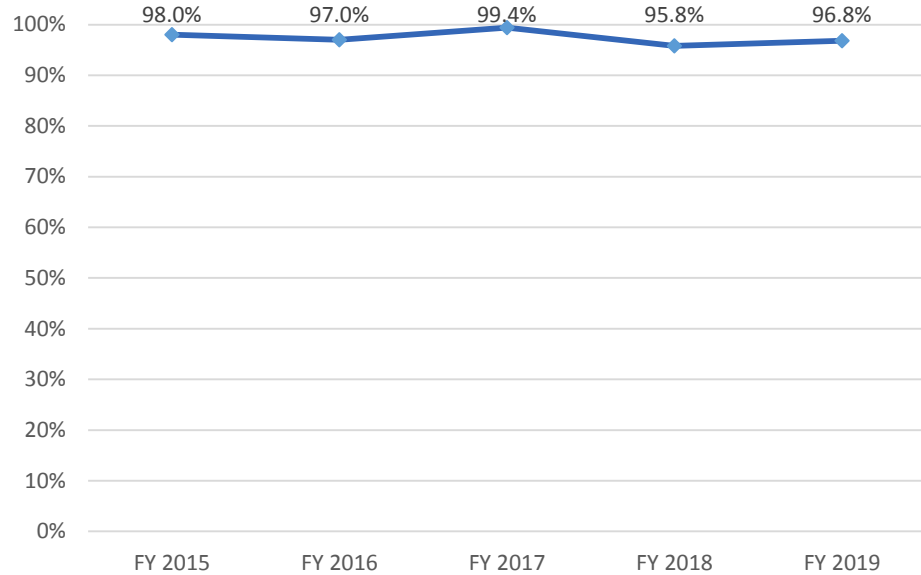
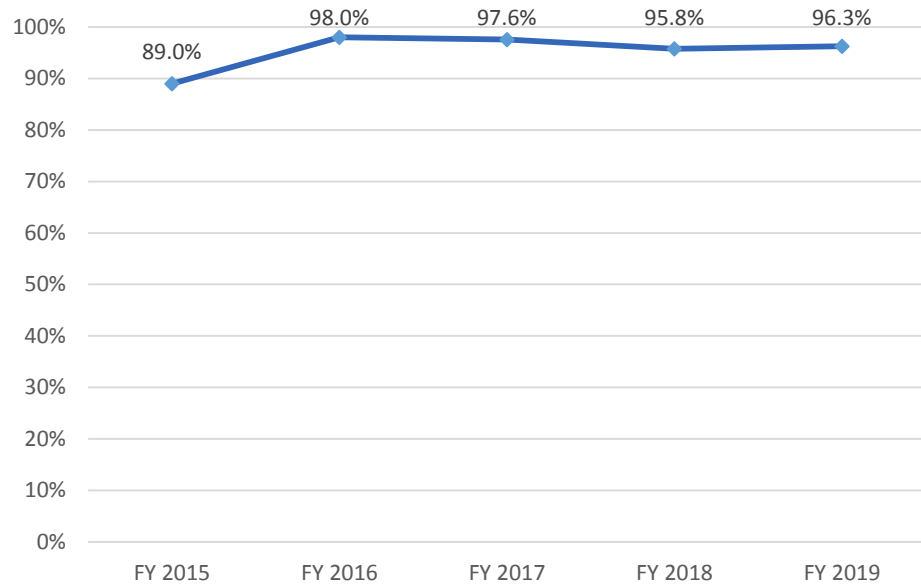


Exhibit 5.2.b Bus operator appearance



FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Exhibit 5.2.c Bus appearance

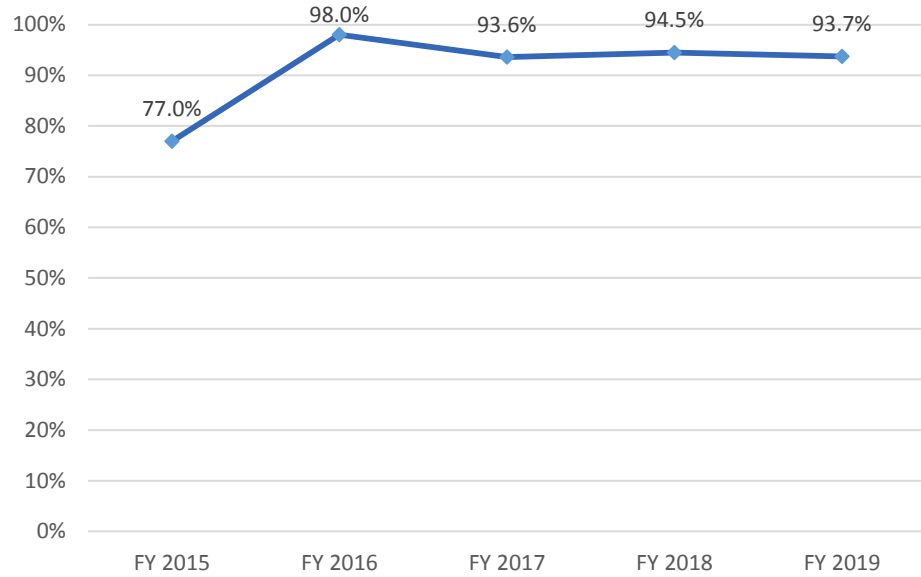
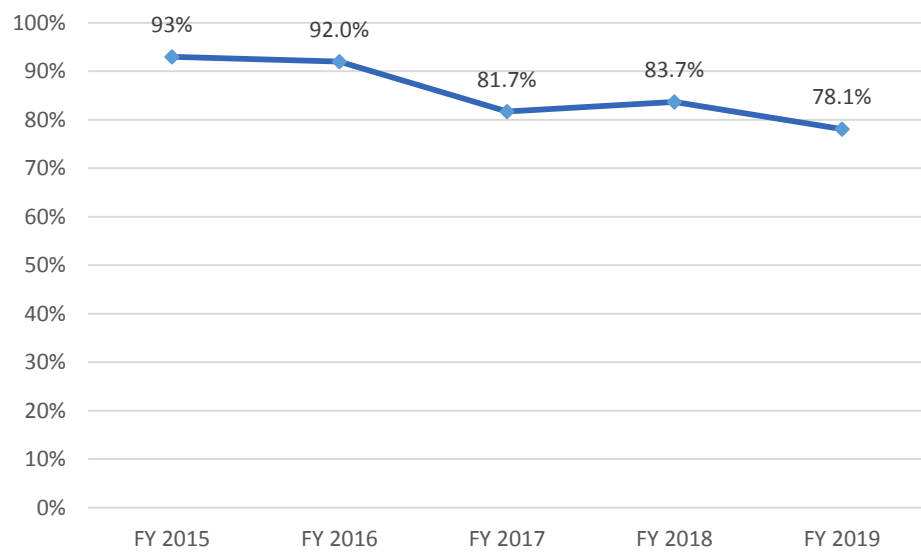


Exhibit 5.2.d Bus stop condition

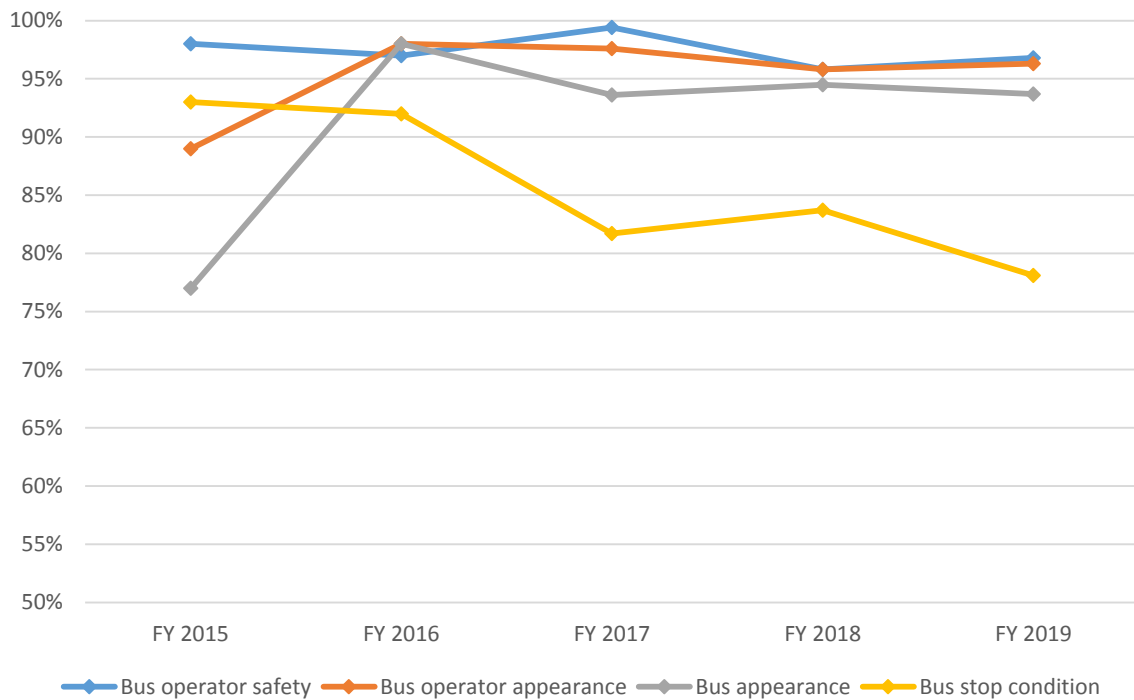


FY 2019 Customer and Potential Customer Survey

Long Beach Transit

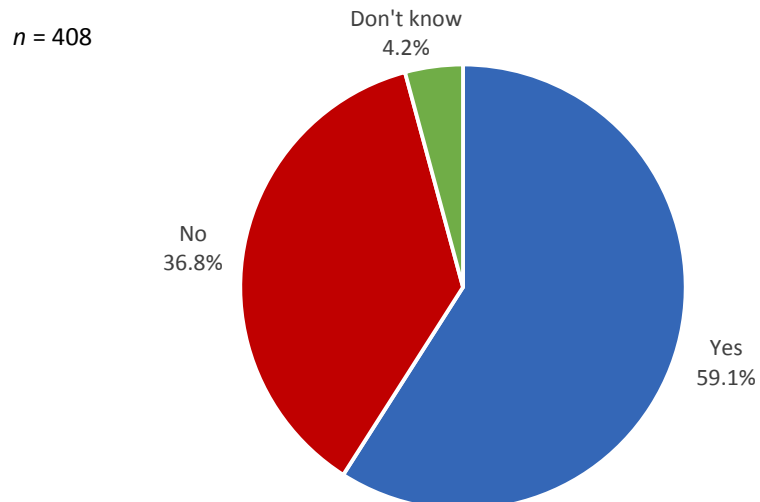
Final Report

Exhibit 5.2.e Comparing attributes



The number of survey respondents reporting prior use of LBT bus service increased in FY 2019 (to 59.1 percent), compared to 54.5 percent in FY 2018. The FY 2017 total of previous customers was 47 percent. In FY 2016, the total was nearly 66 percent. The total for FY 2015 was 78.3 percent.

Exhibit 5.3 Former customers



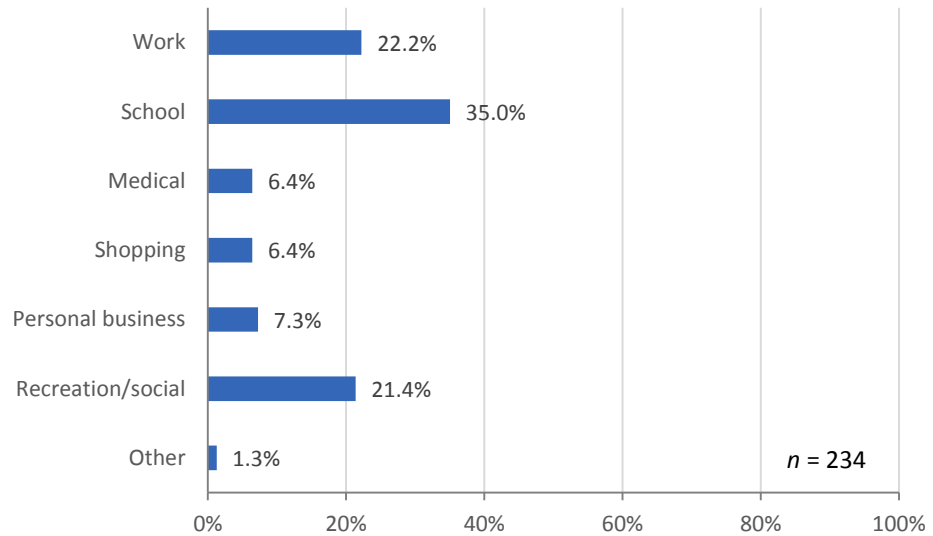
FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Of those respondents citing prior use of LBT, the top three trip purposes were *school* (35.0 percent), *work* (22.2 percent) and *recreation/social* (21.4 percent). These three destinations were also the top responses in FY 2018.

Exhibit 5.4 Trip purpose: former customers



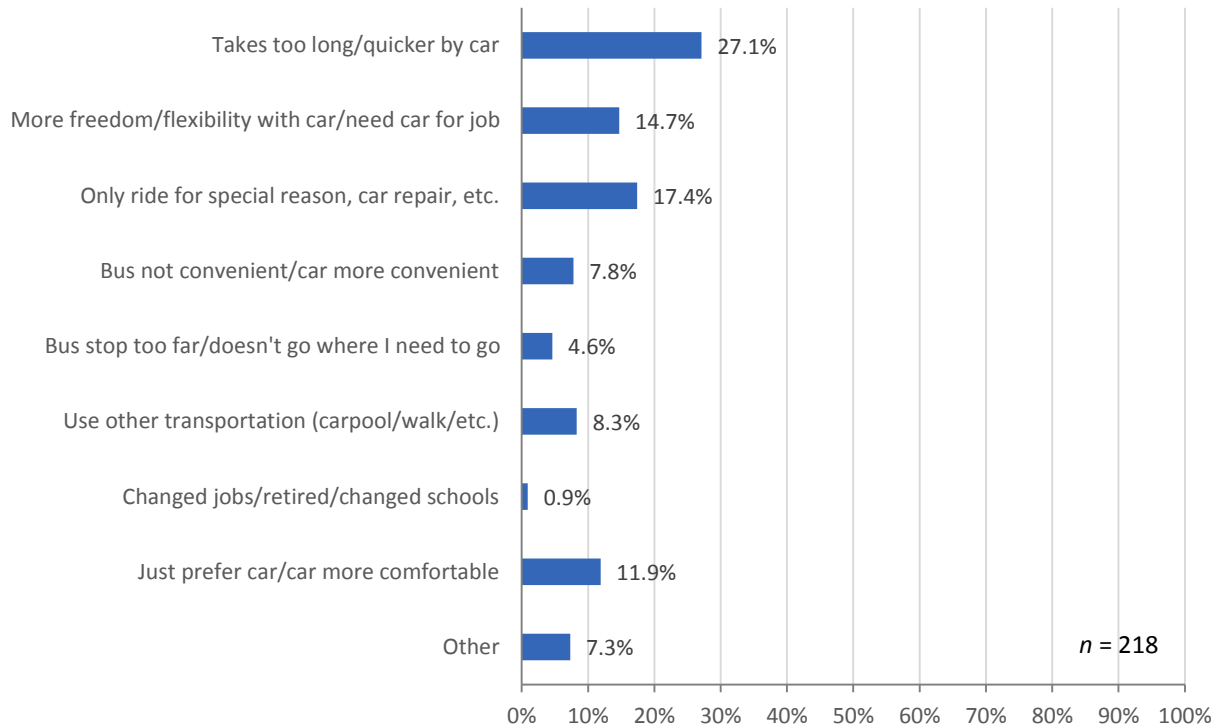
FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Former customers were asked the primary reason for their discontinued use of LBT. The most common response in FY 2019 was *takes too long/quicker by car* (27.1 percent), followed by *only ride for special reason, car repair, etc.* (17.4 percent).

Exhibit 5.5 Reason for discontinued usage



FY 2019 Customer and Potential Customer Survey

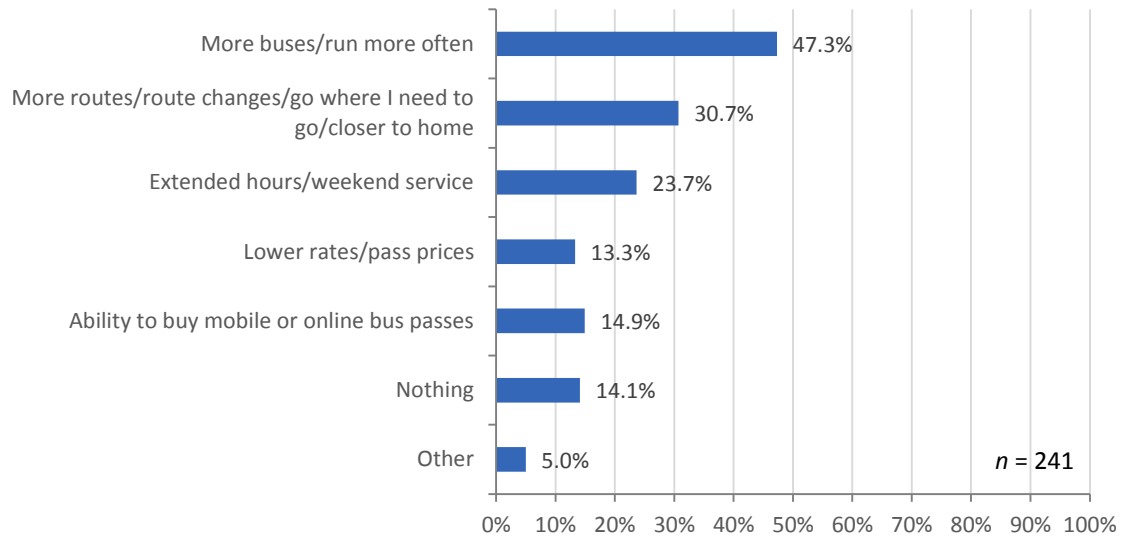
Long Beach Transit

Final Report

Survey participants identifying themselves as prior LBT customers were asked to indicate any improvements LBT could introduce to regain their patronage. Notably, the number of respondents who cited *nothing* decreased from 23 percent in FY 2018 to 14.1 percent in FY 2019.

The most frequently cited potential improvement was *increased service frequency* (47.3 percent), followed by *new routes* (30.7 percent).

Exhibit 5.6 Preferred improvements



FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

The most frequently cited barriers to potential use of public transit included *trip duration* (40 percent), and a need for *more frequent service* (22.9 percent). These were also the most common responses in the FY 2018 Community Survey cycle. The number of respondents who cited *safety issues* decreased from 12.7 percent in FY 2018 to 9.6 percent in FY 2019.

Despite these barriers, only 8.9 percent said they would not ride the bus under any circumstance. More than 50 percent would consider riding, while 40.8 percent reported they would ride only under special circumstances (such as a gasoline shortage).

Exhibit 5.7 Barriers to usage

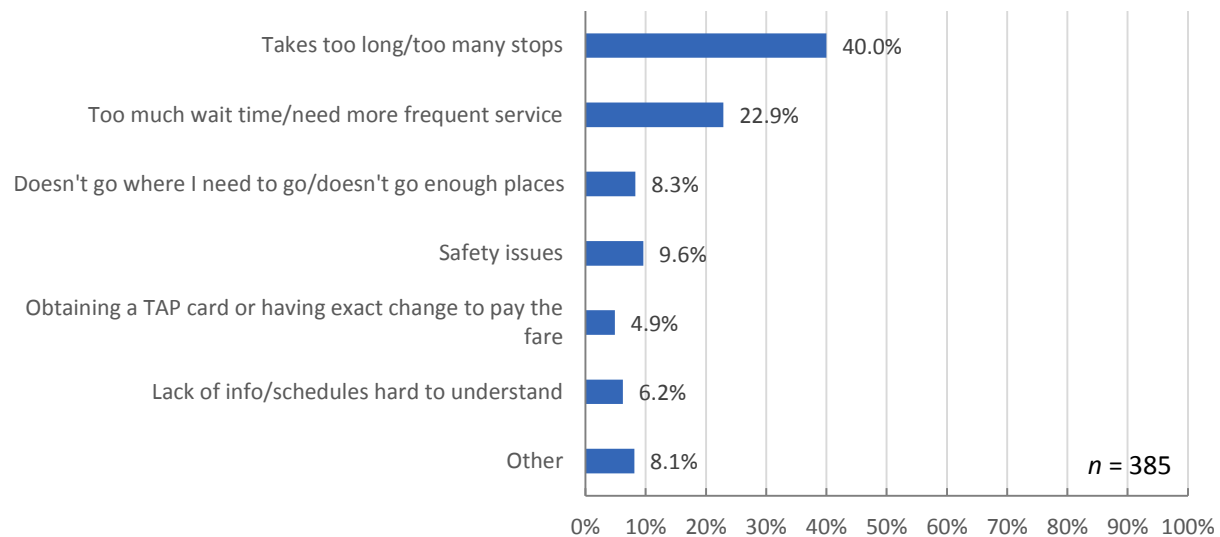
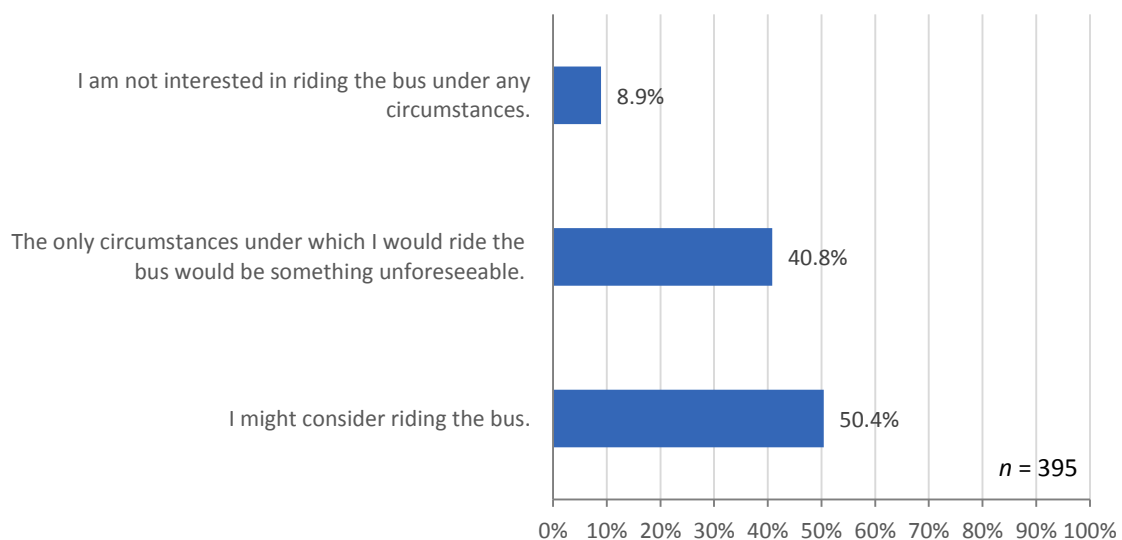


Exhibit 5.7.a Potential ridership



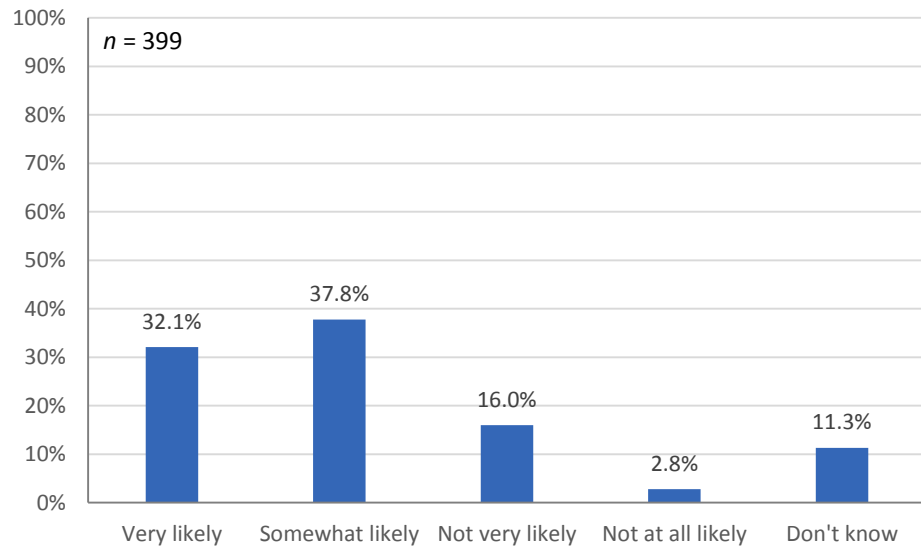
FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

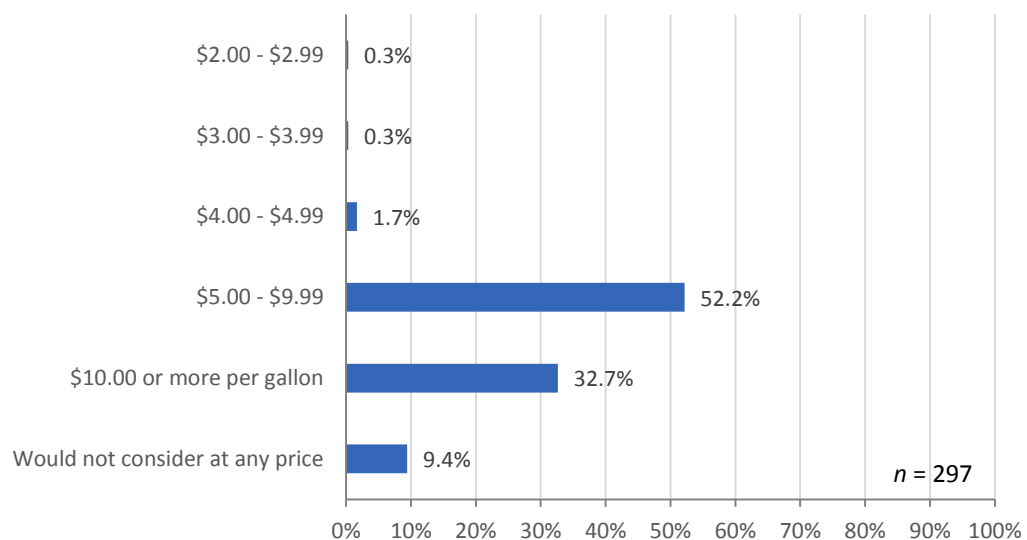
Nearly 70 percent indicated that the availability of easy-to-understand service information would increase the likelihood of their patronage of LBT. This represents a 20 percentage point increase from FY 2018 at just over 50 percent of respondents.

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



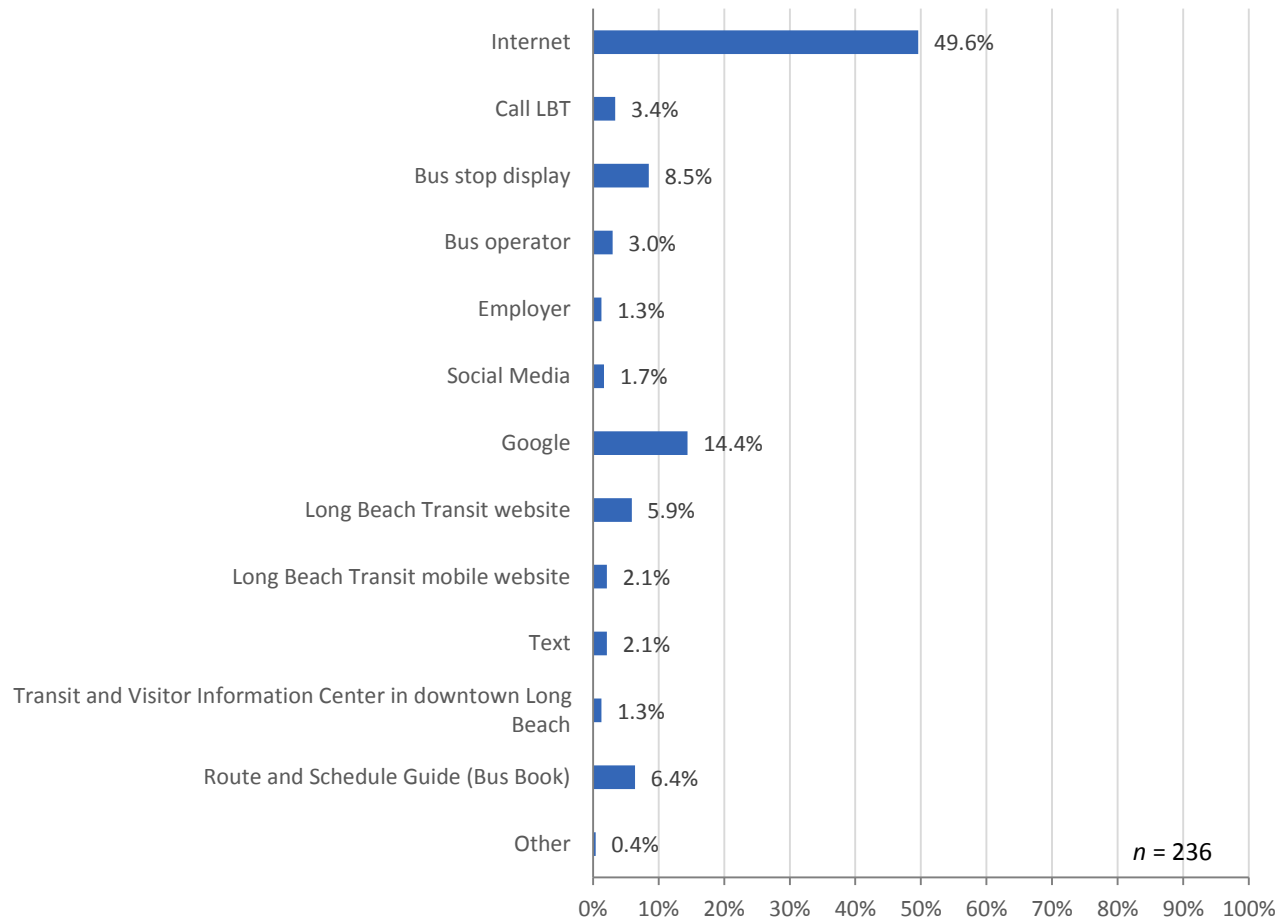
FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

The Internet remains the top source for obtaining information about LBT (49.6 percent, lower than FY 2017, 56.6 percent). *Long Beach Transit website* decreased from 11.3 percent in FY 2018 to 5.9 percent in FY 2019.

Exhibit 5.10 Information source



FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Approximately 90 percent of respondents indicated having Internet access (down from 96.6 percent in FY 2018). Nearly 67 percent reported having access via both personal computer/laptop and mobile device.

Exhibit 5.11 Internet access

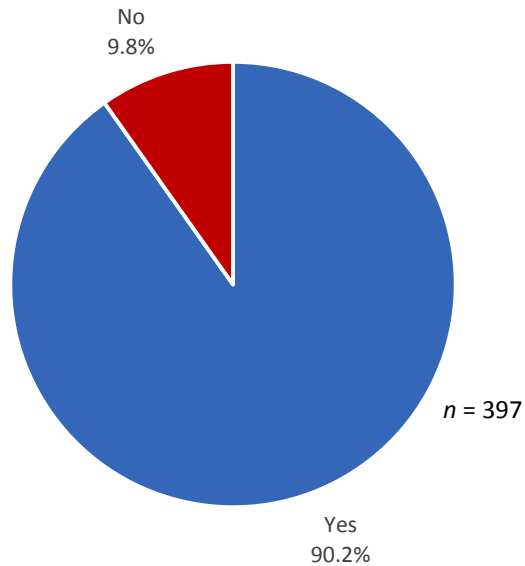
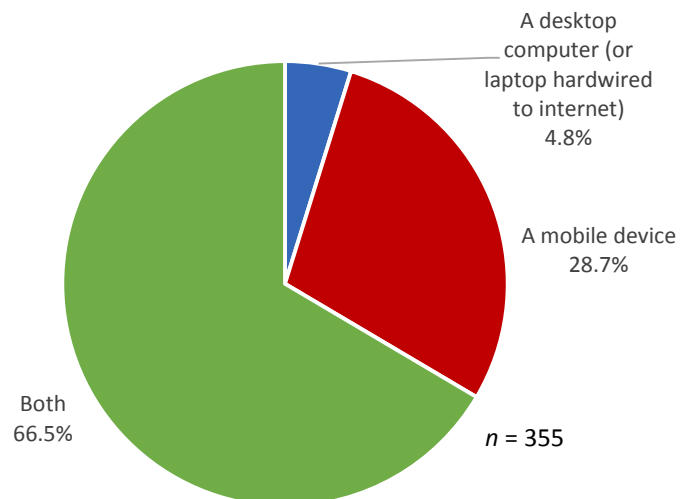


Exhibit 5.11.a Internet access source



FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

There was a decrease in LBT website usage, from 38.7 percent in FY 2018 to 33.8 percent in FY 2019. Of those, nearly half used it to gain general information, while just over 46 percent used the site's trip-planning function.

22 percent of respondents indicated they would not make any changes to the website, 43 percent cited *live bus tracking* as potential improvements, and 8 percent cited *ability to purchase tickets and passes*.

However, of those survey participants who had visited the LBT website, 85 percent rated it as *very good* or *good*.

Exhibit 5.12 LBT site usage

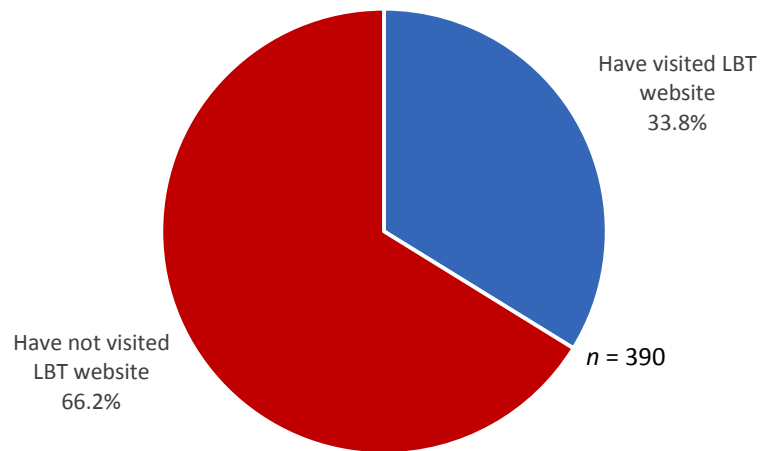


Exhibit 5.12.a Reason for site usage

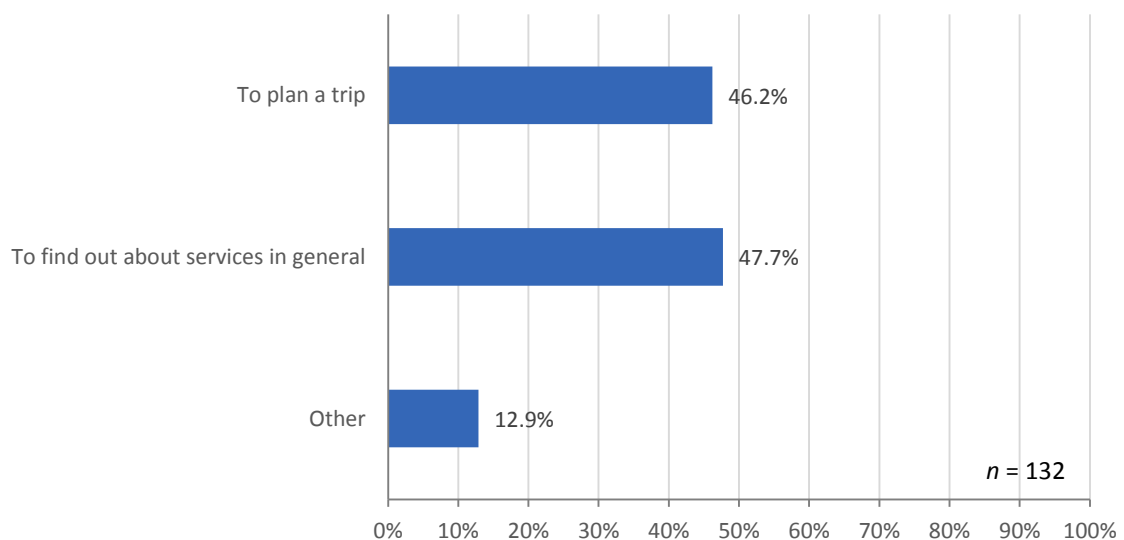


Exhibit 5.12.b LBT site: ease of use

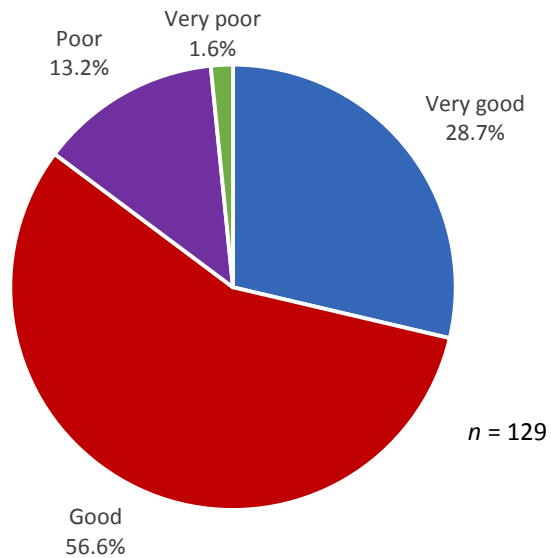
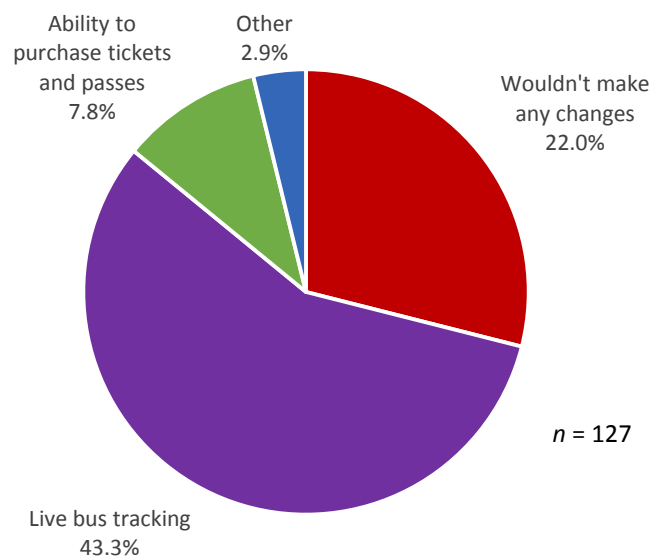
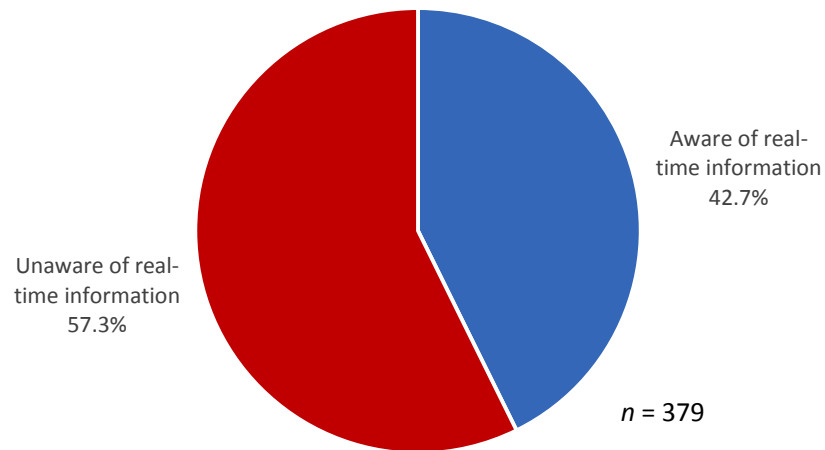


Exhibit 5.12.c LBT website improvements



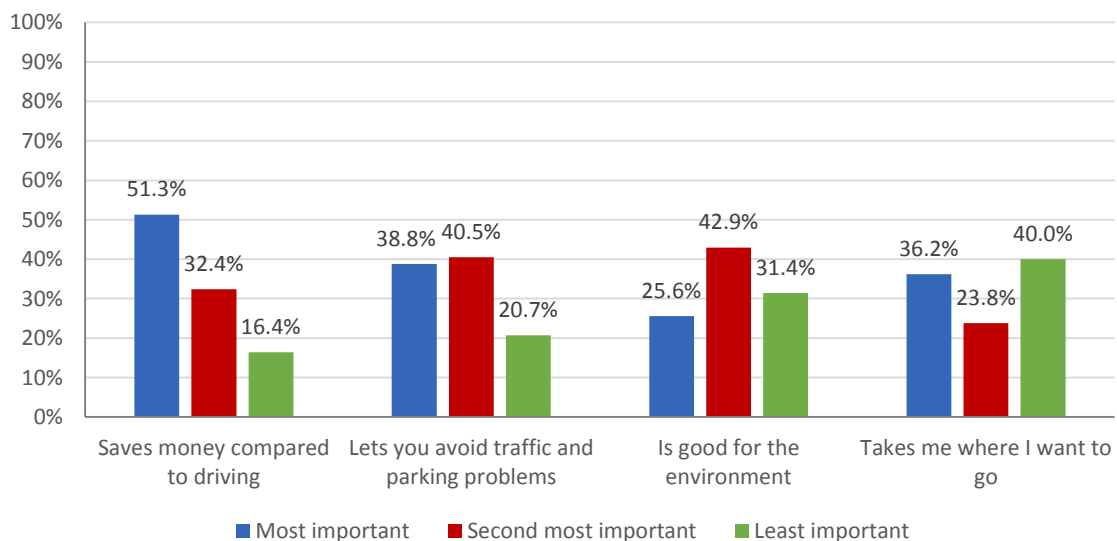
Nearly 43 percent of respondents indicated some level of awareness regarding LBT's real-time bus arrival information.

Exhibit 5.12.d Awareness of real-time arrival info



Potential customers were asked to rate four 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*, *is good for the environment*, and *takes me where I want to go*. More than half ranked *saves money compared to driving* as the most important benefit, while 40 percent considered transit taking them where they want to go least important.

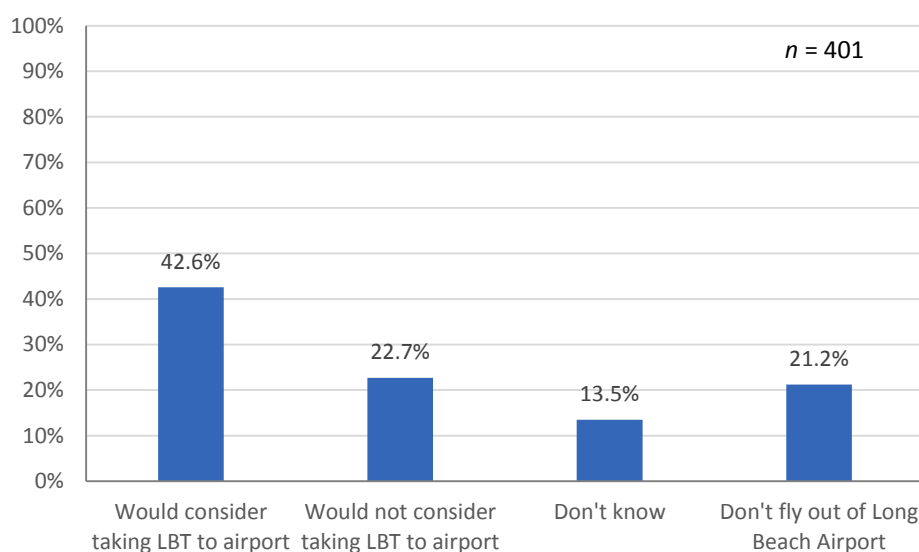
Exhibit 5.13 Level of importance



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*.

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 47.7 percent in FY 2018 to 42.6 percent in FY 2019.

Exhibit 5.14 Access to airport



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

- Nearly half (49.2 percent) of survey respondents reported being between ages 18 and 24.
- 55 percent of respondents self-identified as female.
- Nearly 39 percent of survey respondents self-identified as Hispanic.
- Nearly 49 percent reported being employed full- or part-time, and nearly 49 percent reported being a full- or part-time student.
- Nearly 10 percent of surveys were taken in Spanish.
- More than 73 percent cited Long Beach as the city in which they work or attend school; Los Angeles was the second most commonly cited city (2.9 percent).
- The most common annual household income cited was under \$15,000 (25.3 percent), followed by \$20,000 to \$29,999 (17.5 percent).

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Exhibit 5.15 Respondent age

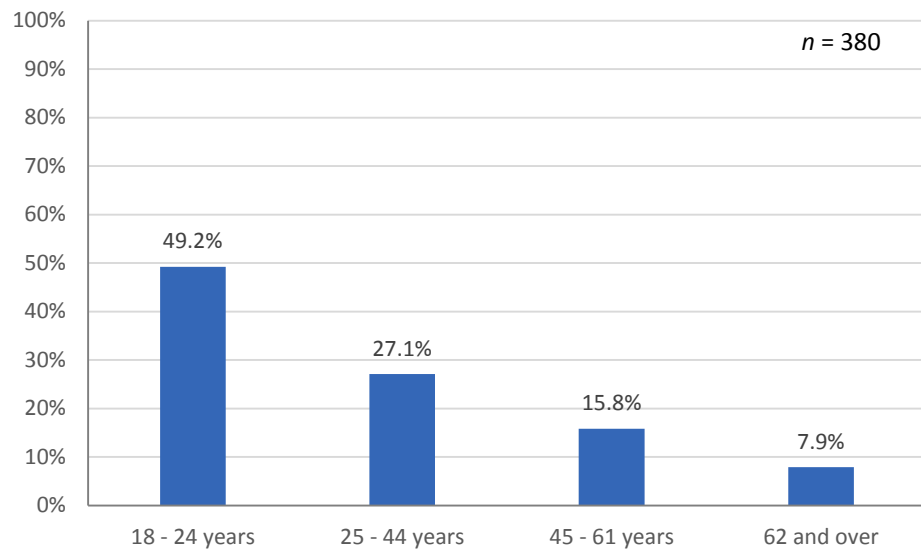
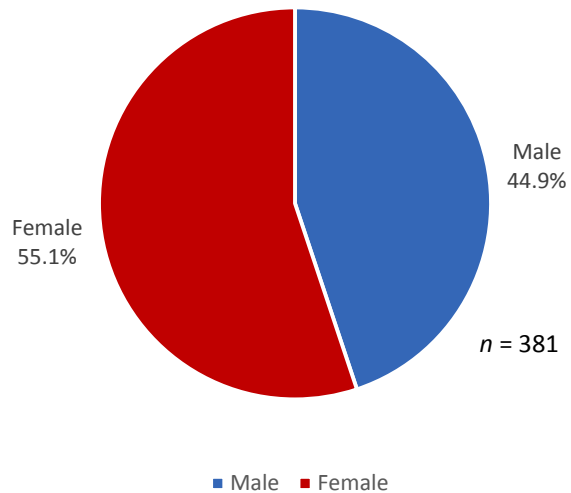


Exhibit 5.16.a Gender



Note: Response options *Transgender MTF* and *Transgender FTM* were not selected by any respondent.

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Exhibit 5.16.b Ethnicity

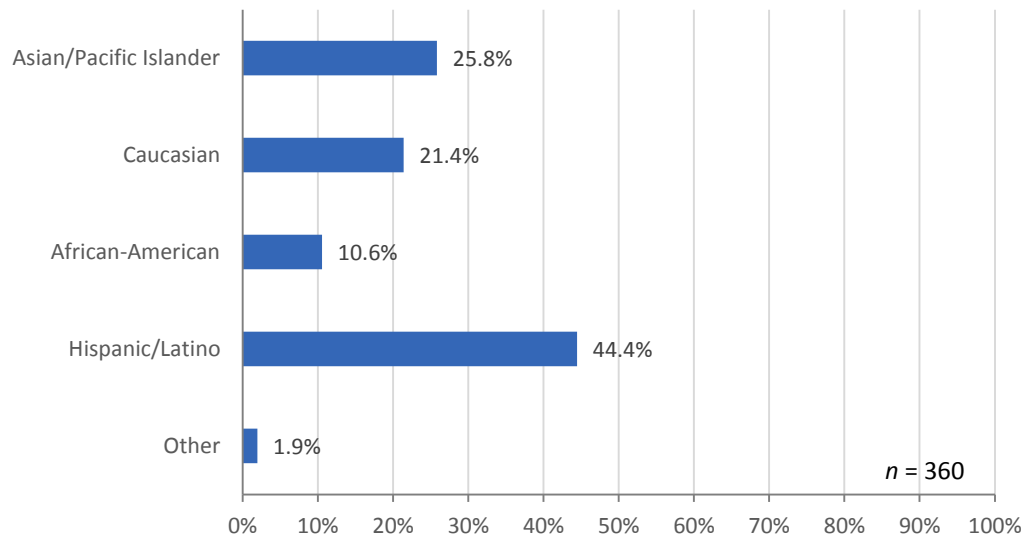
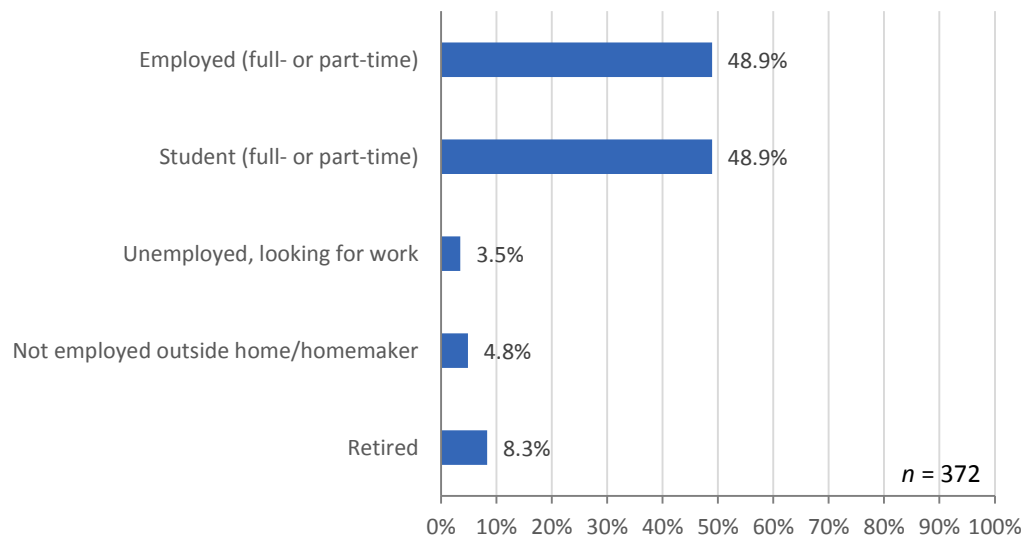
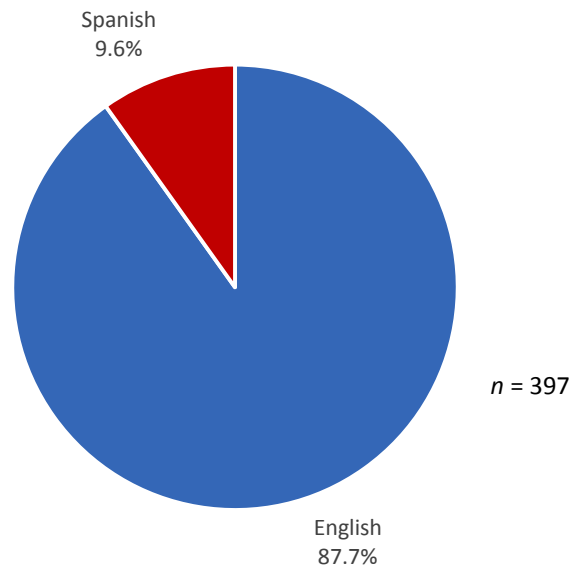


Exhibit 5.16.c Employment status²



² The unemployment rate for the city of Long Beach just prior to the time of the survey (August 2018) was 5.4 percent. The rate of unemployment among community respondents was nearly 2.0 percent lower than the city average.

Exhibit 5.16.d Survey Language

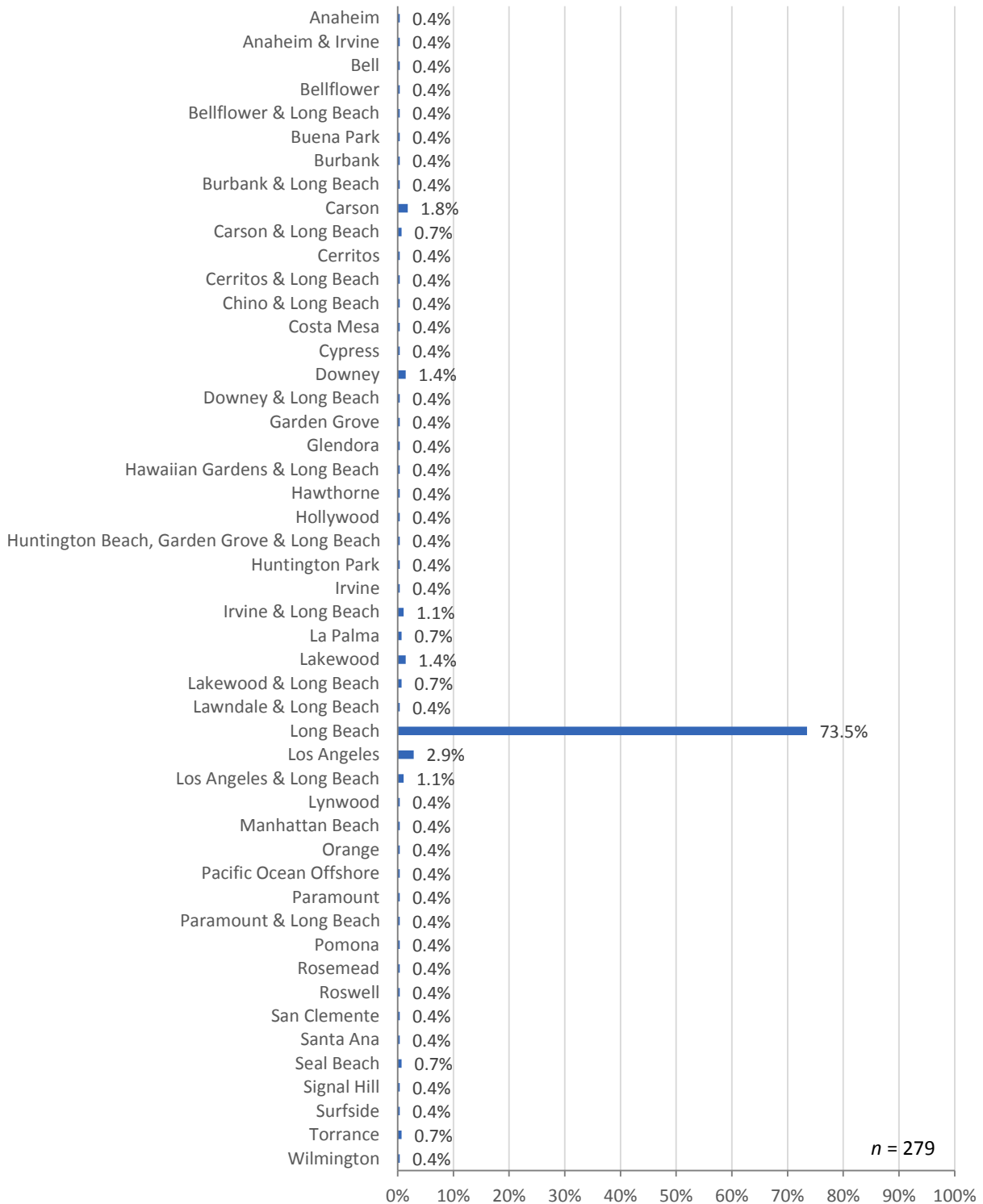


FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Exhibit 5.16.e City of employment/education

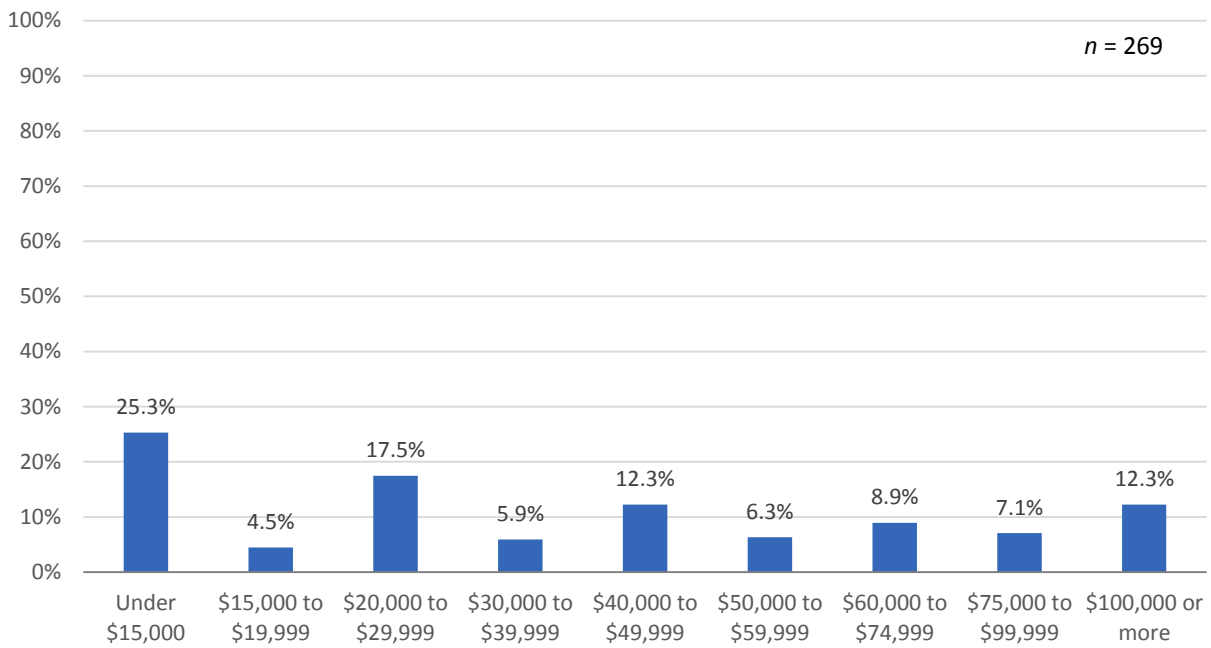


FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Exhibit 5.16.f Household income



This page intentionally blank



6. Potential Customer Survey Instrument

FY 2019 Long Beach Transit Annual Potential 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 used Long Beach Transit in the past three months? ☐ Yes ☐ No

STOP! If you answered "Other" to Question 1 OR "Yes" to Question 2, please return this 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 ☐ Poor ☐ Don't know
☐ Good ☐ Very poor

4. Have you ever used Long Beach Transit?

- ☐ Yes → Continue to Question 5
☐ No → Skip to Question 10
☐ Don't know → Skip to Question 10

5. What was the primary purpose of your trip when you took the Long Beach Transit bus? (Select only one)

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

6. Why didn't you continue to use Long Beach Transit? (Select only one)

- ☐ 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 use the bus again? (Select all that apply)

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

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

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

9. 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): _____

10. 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

11. How high would gas prices have to go before you would consider using public transit?

- ☐ \$5 or more per gallon
☐ \$10 or more per gallon
☐ Would not consider at any price
☐ Don't know
☐ \$_____ per gallon (write in price)

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

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

13. Overall, which of the following three statements do you think best describes you? (Select only one)

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

14. What do you see as the main drawback to using public transit? (Select only one)

- ☐ 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
- ☐ Obtaining a TAP card or having exact change to pay fare
- ☐ Lack of info/schedules hard to understand
- ☐ Other

15. 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"/>
Takes me where I want to go	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

- ☐ No ☐ Yes (specify): _____

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

- ☐ Yes ☐ No

18. Do you have access to the Internet?

- ☐ Yes → Continue to Question 19
- ☐ No → Skip to Question 20

19. 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

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

- ☐ Yes → Continue to Question 21
- ☐ No → Skip to Question 24

21. Why did you visit the website?

- ☐ To plan a trip
- ☐ To find out about services in general
- ☐ Other

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

- ☐ Very good ☐ Good
- ☐ Poor ☐ Very poor

23. How would you improve the website?

- ☐ Wouldn't make any changes ☐ Ability to purchase tickets and passes
- ☐ Live bus tracking
- ☐ Other (specify): _____

24. What is your age?

- ☐ 18-24 ☐ 25-44 ☐ Decline to state
- ☐ 45-61 ☐ 62 and over

25. Which of the following best describes your current employment status?

- ☐ Employed (full- or part-time)
- ☐ Student (full- or part-time)
- ☐ Unemployed, looking for work
- ☐ Not employed outside home/homemaker
- ☐ Retired
- ☐ Decline to state

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

27. With which of the following ethnicities do you most closely identify? (check all that apply)

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

28. What category best describes your total household income?

- ☐ \$15,000 or less ☐ \$15,001 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 ☐ Decline to state

29. With which gender do you identify?

- ☐ Male ☐ Other
- ☐ Female ☐ Decline to state
- ☐ Transgender (female to male)
- ☐ Transgender (male to female)

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

If you would like to be entered into a random drawing for a \$25 VISA gift card please provide your contact information. All contact information will remain confidential.

Name: _____

Phone: _____

Email: _____

☐ Check here if you would be interested in receiving information about Long Beach Transit.

7. Potential Customer Survey Frequencies

Please select your preferred language.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	358	87.7	90.2	90.2
	Spanish	39	9.6	9.8	100.0
	Total	397	97.3	100.0	
Missing	System	11	2.7		
Total		408	100.0		

In what city do you live?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Long Beach	278	68.1	68.1	68.1
	Artesia	6	1.5	1.5	69.6
	Bellflower	14	3.4	3.4	73.0
	Carson	18	4.4	4.4	77.5
	Cerritos	12	2.9	2.9	80.4
	Compton	7	1.7	1.7	82.1
	Hawaiian Gardens	9	2.2	2.2	84.3
	Lakewood	21	5.1	5.1	89.5
	Los Alamitos	2	0.5	0.5	90.0
	Norwalk	12	2.9	2.9	92.9
	Paramount	9	2.2	2.2	95.1
	Signal Hill	7	1.7	1.7	96.8
	Seal Beach	13	3.2	3.2	100.0
	Total	408	100.0	100.0	

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Overall, how would you rate Long Beach Transit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	68	16.7	16.7	16.7
	Good	159	39.0	39.0	55.6
	Poor	19	4.7	4.7	60.3
	Very poor	4	1.0	1.0	61.3
	Don't know	158	38.7	38.7	100.0
	Total	408	100.0	100.0	

Have you ever ridden a Long Beach Transit bus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	241	59.1	59.1	59.1
	No	150	36.8	36.8	95.8
	Don't know	17	4.2	4.2	100.0
	Total	408	100.0	100.0	

What was the primary purpose of your trip when you took the Long Beach Transit bus?

		Frequency	Percent	Valid Percent
Valid	Work	52	21.6%	22.2
	School	82	34.0%	35.0
	Medical	15	6.2%	6.4
	Shopping	15	6.2%	6.4
	Personal business	17	7.1%	7.3
	Recreation/social	50	20.7%	21.4
	Other	3	1.2%	1.3
	Total	234	97.1%	100.0
Missing	System	7	2.9%	
Total		241	100.0	

What was the primary purpose of your trip when you took the Long Beach Transit bus? Other:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	405	99.3	99.3	99.3
All of the above	3	0.7	1.24%	100.0
Total	408	100.0	100.0	

Why didn't you continue to use the bus?

		Frequency	Percent	Valid Percent
Valid	Takes too long/quicker by car	59	24.5%	27.1
	More freedom/flexibility with car/need car for job	32	13.3%	14.7
	Only ride for special reason, car repair, etc.	38	15.8%	17.4
	Bus not convenient/car more convenient	17	7.1%	7.8
	Bus stop too far/doesn't go where I need to go	10	4.1%	4.6
	Use other transportation (carpool/walk/etc.)	18	7.5%	8.3
	Changed jobs/retired/changed schools	2	0.8%	0.9
	Just prefer car/car more comfortable	26	10.8%	11.9
	Other	16	6.6%	7.3
	Total	218	90.5%	100.0
Missing	System	23	9.5%	
Total		241	100.0	

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

		Frequency	Percent
Valid	More buses/run more often	114	47.3%
	More routes/route changes/go where I need to go/closer to home	74	30.7%
	Extended hours/weekend service	57	23.7%
	Lower rates/pass prices	32	13.3%
	Ability to buy mobile or online bus passes	36	14.9%
	Nothing	34	14.1%
	Other	12	5.0%
Total		241	100.0%

What improvements or changes could Long Beach Transit make that might encourage you to use the bus again? Other:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	396	97.1	97.1	97.1
	AC needs to be cooler	1	0.2	97.3
	Aqualink year round	1	0.2	97.5
	Better amenities at bus stops	1	0.2	97.8
	Better connectivity with other services near the Carson Civic Center.	1	0.2	98.0
	Better information available online	1	0.2	98.3
	Better on time performance	2	0.5	98.8
	Buses take too long	1	0.2	99.0
	Cleaner buses	2	0.5	99.5
	Improve driver customer service	1	0.2	99.8
	More security onboard	1	0.2	100.0
Total	241	100.0	100.0	

**Please rate each of the following performance attributes
regarding Long Beach Transit: Bus operators safely operate
LBT buses**

		Frequency	Valid Percent	Cumulative Percent
Valid	Excellent	107	46.1	46.1
	Good	108	46.6	92.7
	Poor	7	3.0	95.7
	Very poor	0	0.0	95.7
	Don't know	10	4.3	100.0
	Total	232	100.0	
Missing	System	11		
Total		241		

**Please rate each of the following performance attributes
regarding Long Beach Transit: Condition of bus stops**

		Frequency	Valid Percent	Cumulative Percent
Valid	Excellent	47	20.6	20.6
	Good	124	54.4	75.0
	Poor	40	17.5	92.5
	Very poor	8	3.5	96.1
	Don't know	9	3.9	100.0
	Total	228	100.0	
Missing	System	13		
Total		241		

**Please rate each of the following performance attributes
regarding Long Beach Transit: Appearance of bus operators**

		Frequency	Valid Percent	Cumulative Percent
Valid	Excellent	100	43.7	43.7
	Good	110	48.0	91.7
	Poor	8	3.5	95.2
	Very poor	0	0.0	95.2
	Don't know	11	4.8	100.0
	Total	229	100.0	
Missing	System	12		
Total		241		

**Please rate each of the following performance attributes
regarding Long Beach Transit: Security onboard**

		Frequency	Valid Percent	Cumulative Percent
Valid	Excellent	43	18.9	18.9
	Good	101	44.5	63.4
	Poor	37	16.3	79.7
	Very poor	18	7.9	87.7
	Don't know	28	12.3	100.0
	Total	227	100.0	
Missing	System	14		
Total		241		

Please rate each of the following performance attributes regarding Long Beach Transit: Overall appearance of the bus

		Frequency	Valid Percent	Cumulative Percent
Valid	Excellent	83	36.2	36.2
	Good	124	54.1	90.4
	Poor	12	5.2	95.6
	Very poor	2	0.9	96.5
	Don't know	8	3.5	100.0
	Total	229	100.0	
Missing	System	12		
Total		241		

How would you typically go about finding information regarding Long Beach Transit bus routes and schedules?

		Frequency	Valid Percent	Cumulative Percent
Valid	Internet	117	49.6	50.0
	Call LBT	8	3.4	53.4
	Bus stop display	20	8.5	61.9
	Bus operator	7	3.0	64.8
	Employer	3	1.3	66.1
	Social Media	4	1.7	67.8
	Google	34	14.4	82.2
	Long Beach Transit website	14	5.9	88.1
	Long Beach Transit mobile website	5	2.1	90.3
	Text	5	2.1	92.4
	Transit and Visitor Information Center in downtown Long Beach	3	1.3	93.6
	Route and Schedule Guide (Bus Book)	15	6.4	100.0
	Other	1	0.4	0.4
	Total	236	100.0	
Missing	System	5		
Total		241		

How would you typically go about finding information regarding Long Beach Transit bus routes and schedules? Other:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	407	99.8	99.8	99.8
I always TRY to look it up. Bus routes seem to mostly be accurate. Aquabus info is impossible to find. Don't know when or if it is running on any given day	1	0.2	0.2	100.0
Total	408	100.0	100.0	

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	171	41.9	42.6	42.6
	No	91	22.3	22.7	65.3
	Don't know	54	13.2	13.5	78.8
	Don't fly out of Long Beach Airport	85	20.8	21.2	100.0
	Total	401	98.3	100.0	
Missing	System	7	1.7		
Total		408	100.0		

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:	11	2.7	2.8	2.8
	\$5 or more per gallon	152	37.3	38.1	40.9
	\$10 or more per gallon	97	23.8	24.3	65.2
	Would not consider at any price	28	6.9	7.0	72.2
	Don't know	111	27.2	27.8	100.0
	Total	399	97.8	100.0	
Missing	System	9	2.2		
Total		408	100.0		

Write in price per gallon:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		398	97.5	97.5	97.5
	\$2.00	1	0.2	0.2	97.8
	\$3.50	1	0.2	0.2	98.0
	\$4.00	3	0.7	0.7	98.8
	\$4.50	2	0.5	0.5	99.3
	\$6.00	1	0.2	0.2	99.5
	\$7.00	2	0.5	0.5	100.0
	Total	408	100.0	100.0	

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

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	128	31.4	32.1	32.1
	Somewhat likely	151	37.0	37.8	69.9
	Not very likely	64	15.7	16.0	86.0
	Not at all likely	11	2.7	2.8	88.7
	Don't know	45	11.0	11.3	100.0
	Total	399	97.8	100.0	
Missing	System	9	2.2		
Total		408	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I am not interested in riding the bus under any circumstances.	35	8.6	8.9	8.9
	The only circumstances under which I would ride the bus would be something unforeseeable.	161	39.5	40.8	49.6
	I might consider riding the bus.	199	48.8	50.4	100.0
	Total	395	96.8	100.0	
Missing	System	13	3.2		
Total		408	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Takes too long/too many stops	154	37.7	40.0	40.0
	Too much wait time/need more frequent service	88	21.6	22.9	62.9
	Doesn't go where I need to go/doesn't go enough places	32	7.8	8.3	71.2
	Safety issues	37	9.1	9.6	80.8
	Obtaining a TAP card or having exact change to pay the fare	19	4.7	4.9	85.7
	Lack of info/schedules hard to understand	24	5.9	6.2	91.9
	Other	31	7.6	8.1	100.0
	Total	385	94.4	100.0	
Missing	System	23	5.6		
Total		408	100.0		

Please rank the following statements about public transportation: Saves money compared to driving.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	163	40.0	51.3	51.3
	Second most important	103	25.2	32.4	83.6
	Least important	52	12.7	16.4	100.0
	Total	318	77.9	100.0	
Missing	System	90	22.1		
Total		408	100.0		

Please rank the following statements about public transportation: Lets you avoid traffic and parking problems.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	94	23.0	38.8	38.8
	Second most important	98	24.0	40.5	79.3
	Least important	50	12.3	20.7	100.0
	Total	242	59.3	100.0	
Missing	System	166	40.7		
Total		408	100.0		

Please rank the following statements about public transportation: Is good for the environment.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	40	9.8	25.6	25.6
	Second most important	67	16.4	42.9	68.6
	Least important	49	12.0	31.4	100.0
	Total	156	38.2	100.0	
Missing	System	252	61.8		
Total		408	100.0		

Please rank the following statements about public transportation: Takes me where I want to go.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	47	11.5	36.2	36.2
	Second most important	31	7.6	23.8	60.0
	Least important	52	12.7	40.0	100.0
	Total	130	31.9	100.0	
Missing	System	278	68.1		
Total		408	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	38	9.3	10.3	10.3
	No	331	81.1	89.7	100.0
	Total	369	90.4	100.0	
Missing	System	39	9.6		
Total		408	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		387	94.9	94.9	94.9
	Avoid parking	1	0.2	0.2	95.1
	Clean and safe	1	0.2	0.2	95.3
	Convenience	1	0.2	0.2	95.6
	Helps the environment	1	0.2	0.2	95.8
	I don't feel like driving.	1	0.2	0.2	96.1
	I use it to avoid accidents.	1	0.2	0.2	96.3
	It gets me where I want.	1	0.2	0.2	96.6
	It moves more people at the same time going to a specific destination.	1	0.2	0.2	96.8
	Less stressful than driving.	1	0.2	0.2	97.1
	Prevent DUIs	1	0.2	0.2	97.3
	Provides ability to multitask while commuting.	1	0.2	0.2	97.5
	Provides connection to community, provides a means of exercise.	1	0.2	0.2	97.8
	Reduces traffic congestion.	1	0.2	0.2	98.0
	Safety	5	1.2	1.2	99.3
	Saves money.	3	0.7	0.7	100.0
	Total	408	100.0	100.0	

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	162	39.7	42.7	42.7
	No	217	53.2	57.3	100.0
	Total	379	92.9	100.0	
Missing	System	29	7.1		
Total		408	100.0		

Do you have access to the internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	358	87.7	90.2	90.2
	No	39	9.6	9.8	100.0
	Total	397	97.3	100.0	
Missing	System	11	2.7		
Total		408	100.0		

Is your internet access from...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A desktop computer (or laptop hardwired to internet)	17	4.3%	4.8	4.8
	A mobile device	102	25.7%	28.7	33.5
	Both	236	59.4%	66.5	100.0
	Total	355	89.4%	100.0	
Missing	System	42	10.6%		
Total		397	100.0%		

Have you ever visited the Long Beach Transit website?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	132	32.4	33.8	33.8
	No	258	63.2	66.2	100.0
	Total	390	95.6	100.0	
Missing	System	18	4.4		
Total		408	100.0		

Why did you visit the website?

		Frequency	Percent
Valid	To plan a trip	61	15.0
	To find out about services in general	63	15.4
	Other	17	4.2
Missing	System	391	95.8
Total		408	100.0

How would you rate the website on ease of use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	37	28.0%	28.7	28.7
	Good	73	55.3%	56.6	85.3
	Poor	17	12.9%	13.2	98.4
	Very poor	2	1.5%	1.6	100.0
	Total	129	97.7%	100.0	
Missing	System	3	2.3%		
Total		132	100.0%		

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

How would you improve the website?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wouldn't make any changes	28	6.9	22.0	31.5
	Live bus tracking	55	13.5	43.3	74.8
	Ability to purchase tickets and passes	32	7.8	25.2	100.0
	Other	12	2.9	9.4	9.4
	Total	127	31.1	100.0	
Missing	System	281	68.9		
Total		408	100.0		

How would you improve the website? Other:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		397	97.3	97.3	97.3
	Add mobile app with live bus tracking and route planning based on inputted addresses	1	0.2	0.2	97.5
	Bigger type. Interactive map along with schedule.	1	0.2	0.2	97.8
	Integrate with regional transportation systems, like how do I travel from my home in Long Beach to work in Burbank.	1	0.2	0.2	98.0
	Intuitive menus	1	0.2	0.2	98.3
	Live bus tracking, Ability to purchase tickets and passes	1	0.2	0.2	98.5
	Live bus tracking, and the ability to purchase tickets and passes	1	0.2	0.2	98.8
	Live tracking and accurate information regarding the Aquabus service!! When does it run? What time does it pick up at each location? SO frustrating trying to find info about it!!	1	0.2	0.2	99.0
	Make it look nicer and be more mobile friendly.	1	0.2	0.2	99.3

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Make the bus routes easier to understand.	1	0.2	0.2	99.5
Modernize website	2	0.5	0.5	100.0
Total	408	100.0	100.0	

What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24	187	45.8	45.8	45.8
	25 - 44	103	25.2	25.2	71.1
	45 - 61	60	14.7	14.7	85.8
	62 and over	30	7.4	7.4	93.1
	Decline to state	28	6.9	6.9	100.0
	Total	408	100.0	100.0	

Which of the following best describes your employment status?

		Frequency	Percent
Valid	Employed (full- or part-time)	182	44.6
	Student (full- or part-time)	182	44.6
	Unemployed, looking for work	13	3.2
	Not employed outside home/homemaker	18	4.4
	Retired	31	7.6
	Decline to state	36	8.8
Total		408	100.0

In which city do you work or attend school?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		129	31.6	31.6	31.6
	Anaheim	1	0.2	0.2	31.9
	Anaheim & Irvine	1	0.2	0.2	32.1
	Bell	1	0.2	0.2	32.4
	Bellflower	1	0.2	0.2	32.6
	Bellflower & Long Beach	1	0.2	0.2	32.8

FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Buena park	1	0.2	0.2	33.1
Burbank	1	0.2	0.2	33.3
Burbank & Long Beach	1	0.2	0.2	33.6
Carson	5	1.2	1.2	34.8
Carson & Long Beach	2	0.5	0.5	35.3
Cerritos	1	0.2	0.2	35.5
Cerritos & Long Beach	1	0.2	0.2	35.8
Chino & Long Beach	1	0.2	0.2	36.0
Costa Mesa	1	0.2	0.2	36.3
Cypress	1	0.2	0.2	36.5
Downey	4	1.0	1.0	37.5
Downey & Long Beach	1	0.2	0.2	37.7
Garden Grove	1	0.2	0.2	38.0
Glendora	1	0.2	0.2	38.2
Hawaiian Gardens & Long Beach	1	0.2	0.2	38.5
Hawthorne	1	0.2	0.2	38.7
Hollywood	1	0.2	0.2	39.0
Huntington Beach, Garden Grove & Long Beach	1	0.2	0.2	39.2
Huntington Park	1	0.2	0.2	39.5
Irvine	1	0.2	0.2	39.7
Irvine & Long Beach	3	0.7	0.7	40.4
La Palma	2	0.5	0.5	40.9
Lakewood	4	1.0	1.0	41.9
Lakewood & Long Beach	2	0.5	0.5	42.4
Lawndale & Long Beach	1	0.2	0.2	42.6
Long Beach	205	50.2	50.2	92.9
Los Angeles	8	2.0	2.0	94.9
Los Angeles & Long Beach	3	0.7	0.7	95.6
Lynwood	1	0.2	0.2	95.8
Manhattan Beach	1	0.2	0.2	96.1
Orange	1	0.2	0.2	96.3
Pacific Ocean Offshore	1	0.2	0.2	96.6
Paramount	1	0.2	0.2	96.8



FY 2019 Customer and Potential Customer Survey

Long Beach Transit

Final Report

Paramount & Long Beach	1	0.2	0.2	97.1
Pomona	1	0.2	0.2	97.3
Rosemead	1	0.2	0.2	97.5
Roswell	1	0.2	0.2	97.8
San Clemente	1	0.2	0.2	98.0
Santa Ana	1	0.2	0.2	98.3
Seal Beach	2	0.5	0.5	98.8
Signal Hill	1	0.2	0.2	99.0
Surfside	1	0.2	0.2	99.3
Torrance	2	0.5	0.5	99.8
Wilmington	1	0.2	0.2	100.0
Total	408	100.0	100.0	

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

		Frequency	Percent
Valid	Asian/Pacific Islander	93	22.8
	Caucasian	77	18.9
	African-American	38	9.3
	Hispanic/Latino	160	39.2
	Decline to answer	48	11.8
	Other	7	1.7
Total		408	100.0

With which of the following ethnicities do you most closely identify?
Other:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	401	98.3	98.3	98.3
	Middle Eastern	3	0.7	99.0
	Native American	4	1.0	100.0
Total	408	100.0	100.0	

What category best describes your total household income?

		Frequency	Percent
Valid	Under \$15,000	68	16.7
	\$15,000 to \$19,999	12	2.9
	\$20,000 to \$29,999	47	11.5
	\$30,000 to \$39,999	16	3.9
	\$40,000 to \$49,999	33	8.1
	\$50,000 to \$59,999	17	4.2
	\$60,000 to \$74,999	24	5.9
	\$75,000 to \$99,999	19	4.7
	\$100,000 or more	33	8.1
	Decline to state	139	34.1
Total		408	100.0

With which gender do you identify?

		Frequency	Percent
Valid	Male	171	41.9
	Female	210	51.5
	Decline to state	27	6.6
Total		408	100.0