Long Beach Transit

Customer and Potential Customer Evaluation Surveys

moore
& associates

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1. Executive Summary

In FY 2020, Long Beach Transit (LBT) retained Moore & Associates to assess current awareness of, and attitudes regarding, LBT among both current customers and potential customers to identify perceived service strengths as well as areas of opportunity. Two separate surveys collected responses from customers and potential customers residing within LBT's primary service area. The survey results provide valuable insight that can be used to shape future service decisions and route design.

Customer Survey

The FY 2020 Customer Survey included a customer survey conducted onboard LBT buses via intercept methodology. During this round of surveying, the sample size was increased from FY 2019 from 400 to 650. The customer survey yielded 766 responses, translating to a statistical validity of 99 percent with a margin of error of ±5 percent.

Key findings from the FY 2020 Customer Survey include:

- LBT is held in high customer esteem based on overall ratings. Ninety-seven (97.0) percent of customers rated LBT service as either *good* or *excellent.*
- The most preferred service improvement for customers was *more buses/increased frequency*.
- *Bus stop condition* and *information at bus stop* were the lowest-rated service attributes, with 81.3 percent rating it as *excellent* or *good.*
- The most frequently cited reason for using LBT was *work related* (41.9 percent).
- Nearly 42 percent of respondents indicated using LBT for more than five years.
- Nearly 42 percent paid for the surveyed trip using cash.
- 60.5 percent identified as being between the ages of 18 to 44.
- 43.7 percent identified as employed and 35.8 percent identified as a student.
- 44.3 percent self-identified as Hispanic/Latino.

Potential Customer Survey

The FY 2020 Potential Customer Survey was conducted via dual methodology (intercept and online) in Fall 2019. Nearly 90 percent of the survey sample was collected via methodology 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 a sample of 402 valid responses, exceeding the sample target.

Key findings from the FY 2020 Potential Customer Survey include:

- 53.2 percent rated LBT services as *excellent* or *good,* while 40.3 percent did not offer an opinion.
- *Bus operator safety* received a 97.6 percent favorable rating.
- While *Security onboard* was the lowest-rated service attribute, it was still a significant improvement over the FY 2019 survey.

- Potential service changes which could positively impact ridership are *increased service frequency* and *expanded service to include new/unserved destinations.*
- Nearly 46 percent of respondents reported they *might consider riding the bus*.
- 87.8 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 transit service strengths as well as areas of opportunity. The survey effort collected responses from customers throughout LBT's primary service area. The results provide valuable insight that can be used to shape future marketing and service planning activities.

Survey Instrument Design

Moore & Associates worked with LBT staff to ensure the survey instrument would capture the information needed to support future service planning and marketing decisions. Questions were used to gauge 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 federal Title VI analysis.

Survey Administration

Staffing/Recruitment

Moore & Associates partnered 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 (arrive 15 minutes before the start of the shift);
- Availability of reliable transportation (including public transit); and
- Possession of a cell phone for communicating with Moore & Associates' supervisory personnel

All surveyors were screened and then trained by Moore & Associates' project manager. Training included an overview of the project, discussion of surveyor performance expectations, familiarization with 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.

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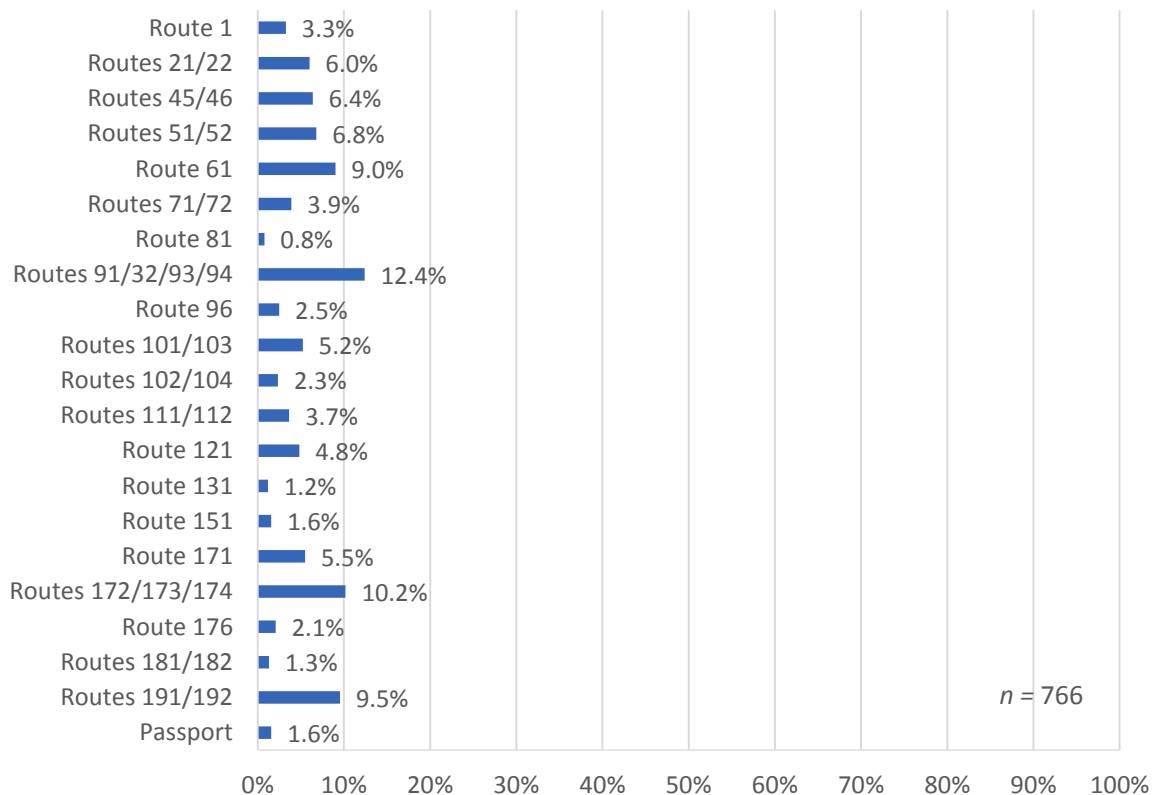
Data Collection

LBT's FY 2020 Annual Customer 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 766 bus customers onboard 21 LBT routes from September 10 through September 12, 2019. 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 (included in Chapter 4 of this report) and the associated responses subsequently entered into the online database.

A stratified sampling plan was created based on actual ridership do determine sampling targets by route. The results from the intercept survey produced a statistically-valid sample at the system level reflecting 99-percent confidence level and ± 5 percent margin of error.

The single greatest number of surveys was collected on Routes 91/92/93/94. Below is a listing of routes surveyed and the percentage of surveys collected on each.

Exhibit 2.1 Distribution of surveys by route

Route	Percentage
Route 1	3.3%
Routes 21/22	6.0%
Routes 45/46	6.4%
Routes 51/52	6.8%
Route 61	9.0%
Routes 71/72	3.9%
Route 81	0.8%
Routes 91/32/93/94	12.4%
Route 96	2.5%
Routes 101/103	5.2%
Routes 102/104	2.3%
Routes 111/112	3.7%
Route 121	4.8%
Route 131	1.2%
Route 151	1.6%
Route 171	5.5%
Routes 172/173/174	10.2%
Route 176	2.1%
Routes 181/182	1.3%
Routes 191/192	9.5%
Passport	1.6%

$n = 766$

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 "LA" were rationalized to 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 respondent is female, self-identifies as 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 2020 Customer Survey:

- LBT is held in high customer esteem based on overall ratings. Ninety-seven (97.0) percent of customers rated LBT service as either *good* or *excellent.*
- The most preferred service improvement for customers was *more buses/increased frequency*.
- *Bus stop condition* and *information at bus stop* were the lowest-rated service attributes, with 81.3 percent rating it as *excellent* or *good.*
- The most frequently cited reason for using LBT was *work related* (41.9 percent).
- Nearly 42 percent of respondents indicated using LBT for more than five years.
- Nearly 42 percent paid for the surveyed trip using cash.
- 60.5 percent identified as being between the ages of 18 to 44.
- 43.7 percent identified as employed and 35.8 percent identified as a student.
- 44.3 percent self-identified as Hispanic/Latino.

Analysis of individual survey questions follows.
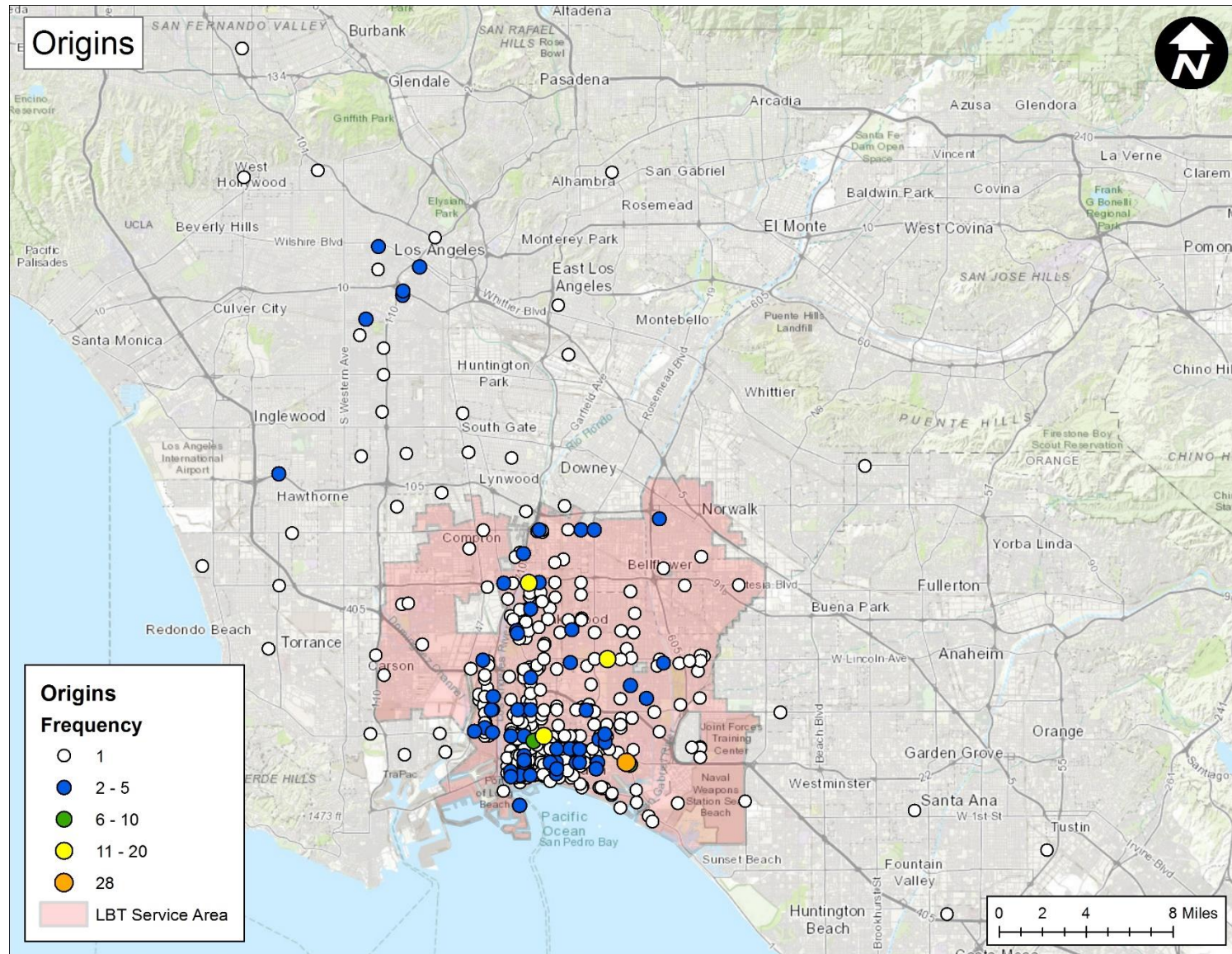
Exhibit 2.2 Origins

Exhibit 2.3 Origins – Service Area
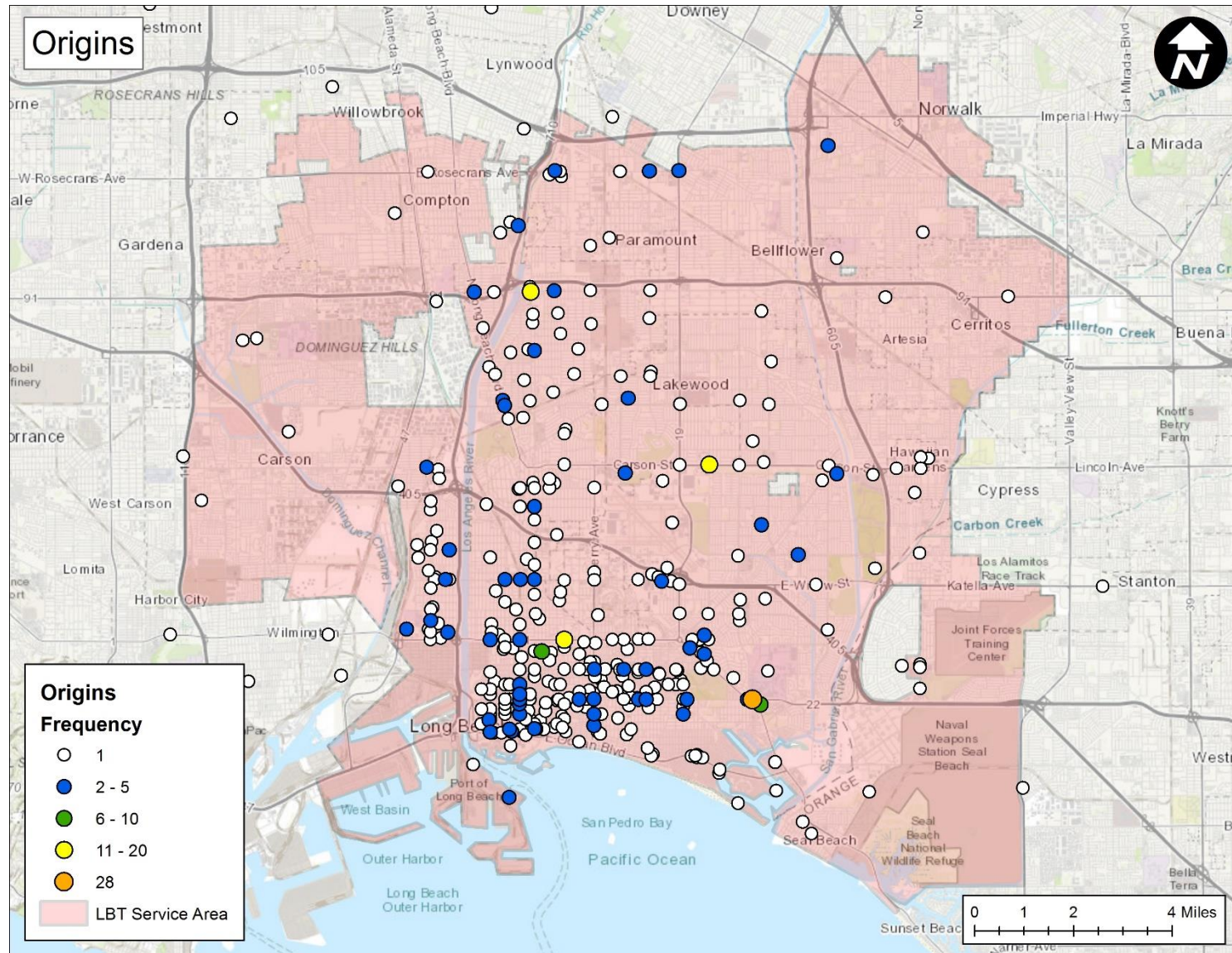
Exhibit 2.4 Destinations
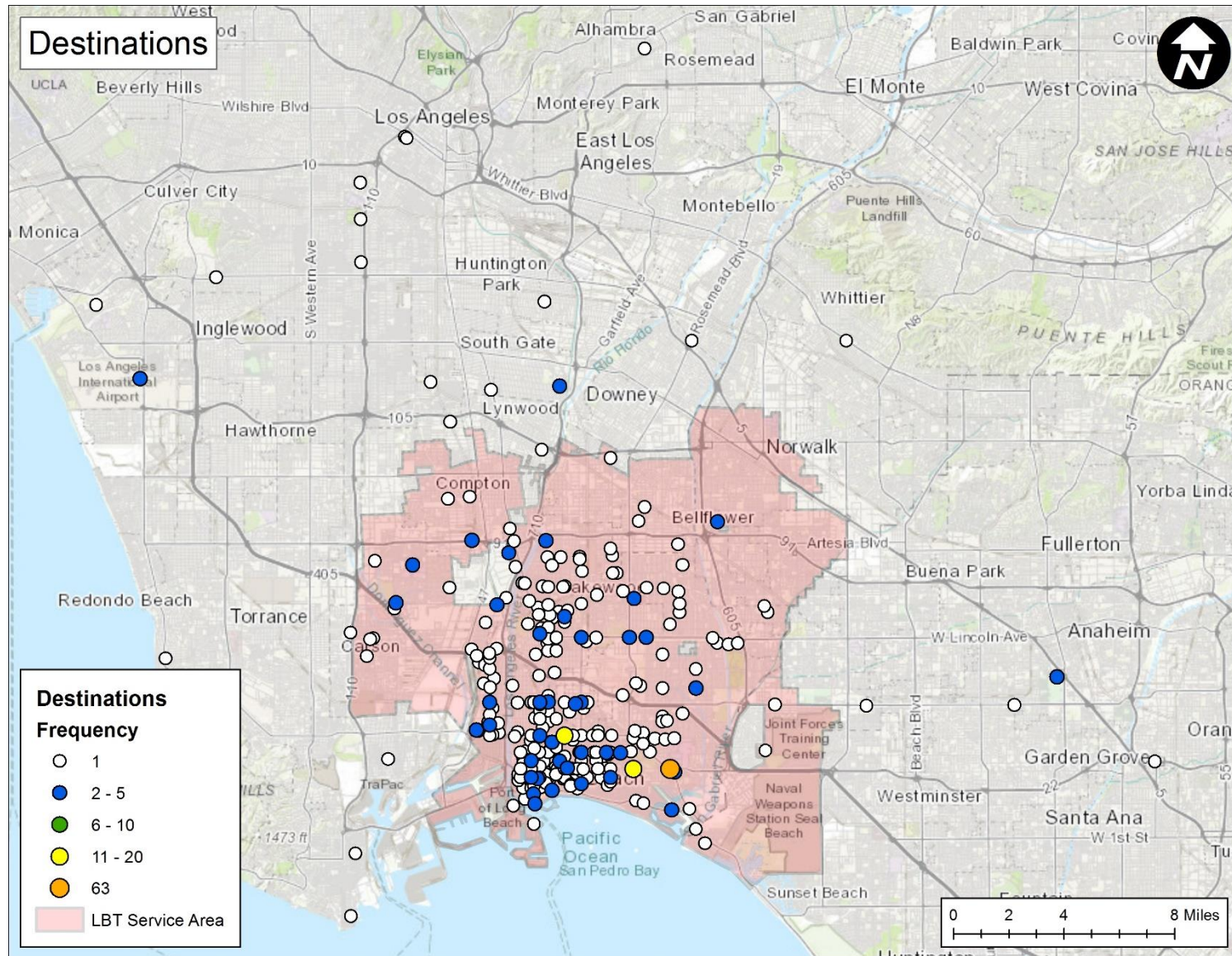
Exhibit 2.5 Destinations – Service Area
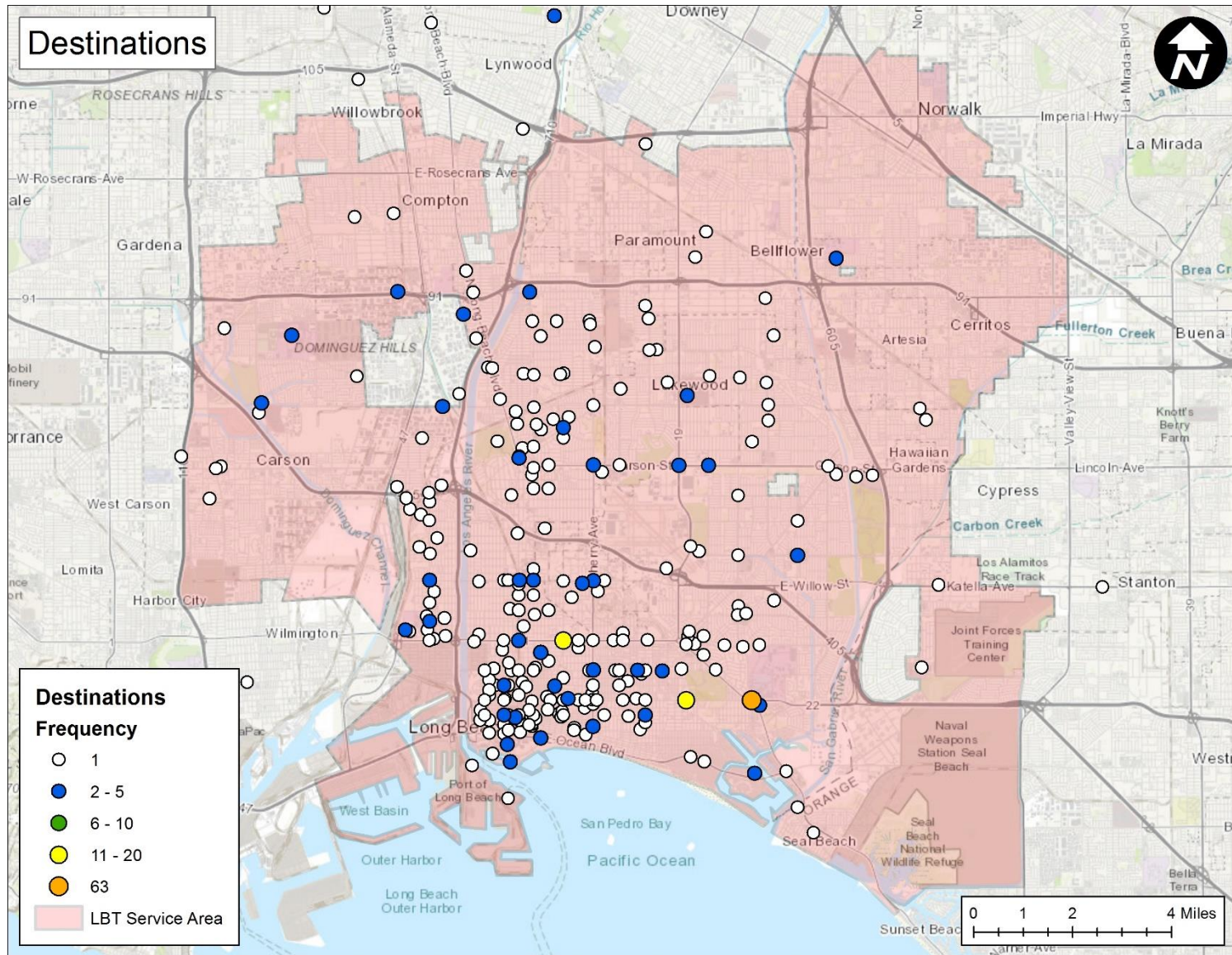
Ninety-seven percent of survey participants rated the service as either *excellent* or *good* (as indicated in Exhibit 2.6). This is a decrease from the 98.4 percent in the FY 2019 survey.

Exhibit 2.6 Overall rating
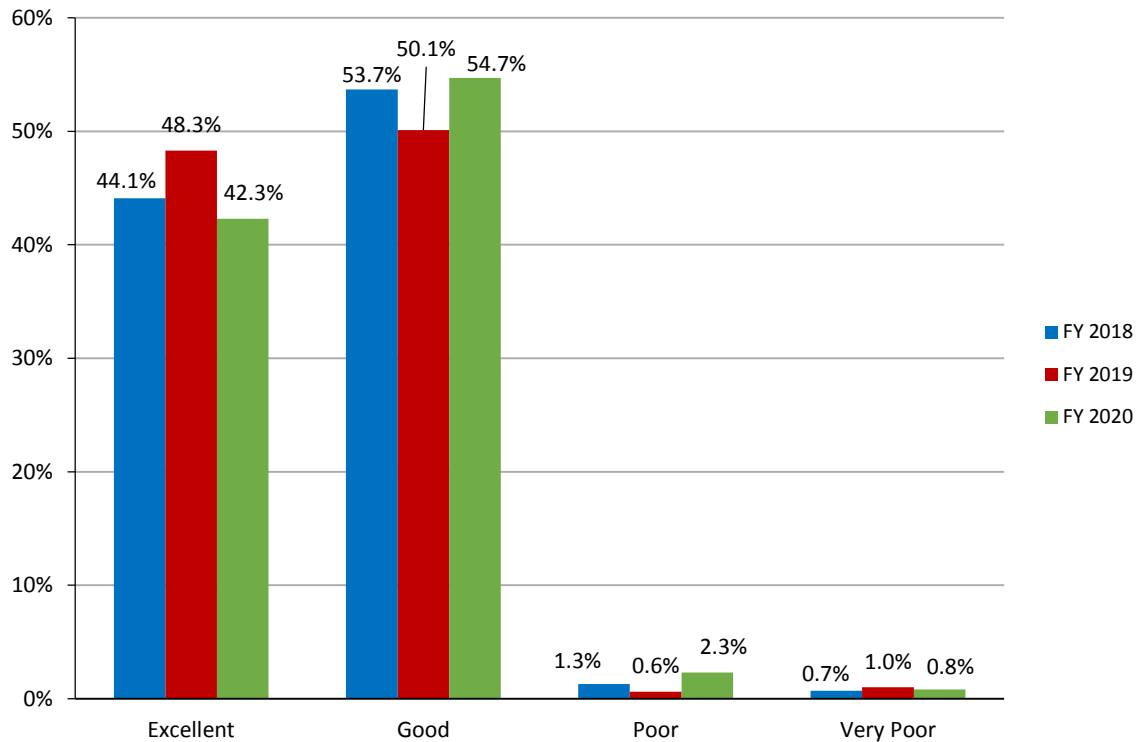
Exhibit 2.6.a Overall rating trend
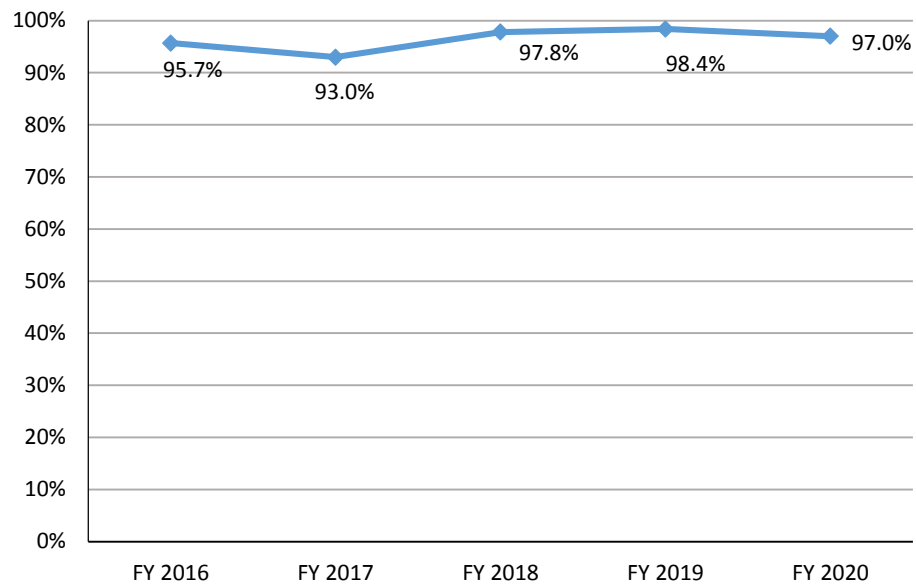
Thirty percent of surveyed customers indicated also riding LA Metro, which was a slight decline from FY 2019 (30.6 percent). Fifty-seven percent indicated riding only LBT, which was an increase from FY 2019 (48 percent).

Exhibit 2.7 Usage of other transit systems
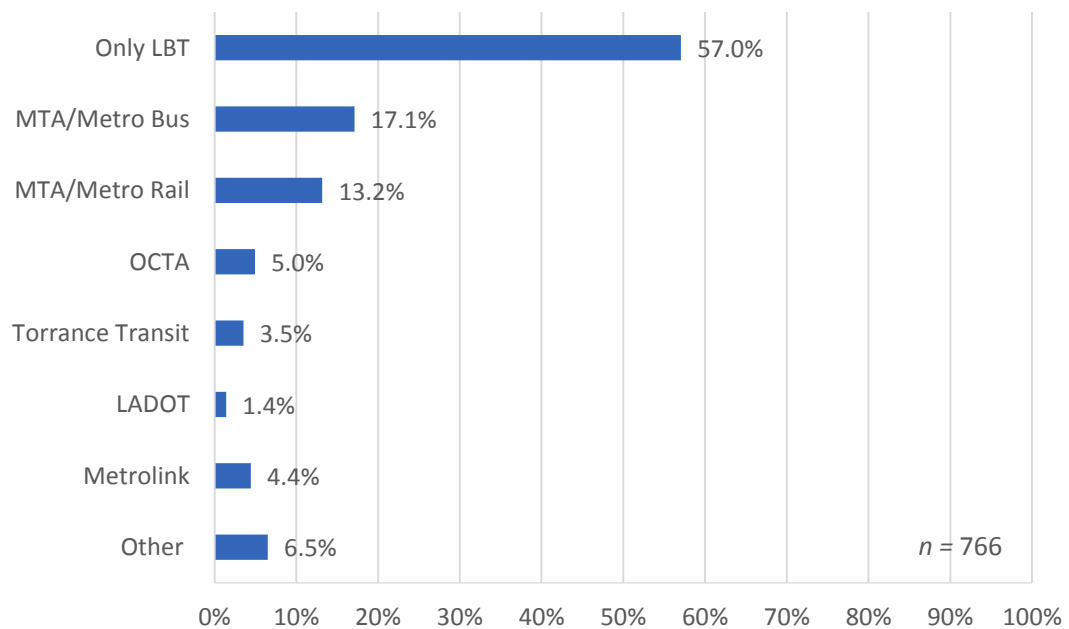
Survey participants were asked to rate specific LBT service attributes. While overall satisfaction with LBT and its attributes remains extremely high, all attributes decreased during this round of surveying. *Quality of telephone information* decreased by 9.0 percentage points, the largest decrease of any attribute.

More than 86 percent of respondents rated each service attribute as either *excellent* or *good*, with the exception of *on-time performance*, (which was rated as *good* or *excellent* by 83.4 percent of customers surveyed) *quality of phone information,* (rated as *good* or *excellent* by 81.9 percent of those customers surveyed) and *bus stop conditions* and *information at bus stops*, (rated as *good* or *excellent* by 81.3 percent of customers surveyed).

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

| Attribute	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	
Overall satisfaction	95.7	93.0	97.8	98.4	97.0	-1.4
Operator courtesy	94.7	95.2	98.9	95.7	92.7	-3.0
Safe operation of bus	97.8	97.1	98.7	98.8	94.9	-3.9
Bus cleanliness	87.8	90.5	90.3	91.1	87.6	-3.5
On-time performance	88.8	88.2	86.8	90.0	83.4	-6.6
Convenience of routes	95.3	93.6	93.7	96.2	91.1	-5.1
Reasonableness/affordability of fares	93.9	93.2	90.4	95.0	88.1	-6.9
Service information provided to customers	91.8	91.1	92.7	90.4	87.7	-2.7
Bus stop condition	86.4	87.6	87.6	82.2	81.3	-0.9
Bus stop convenience	94.9	94.1	95.1	93.9	88.4	-5.5
Operator appearance	97.7	97.5	98.7	97.8	94.1	-3.7
Quality of telephone information	91.4	88.4	93.3	90.9	81.9	-9.0
Service frequency	92.8	89.7	93.1	91.4	86.4	-5.0
Information at bus stop	85.6	83.4	89.2	86.8	81.3	-5.5

Exhibit 2.8.a Rating trend – operator courtesy
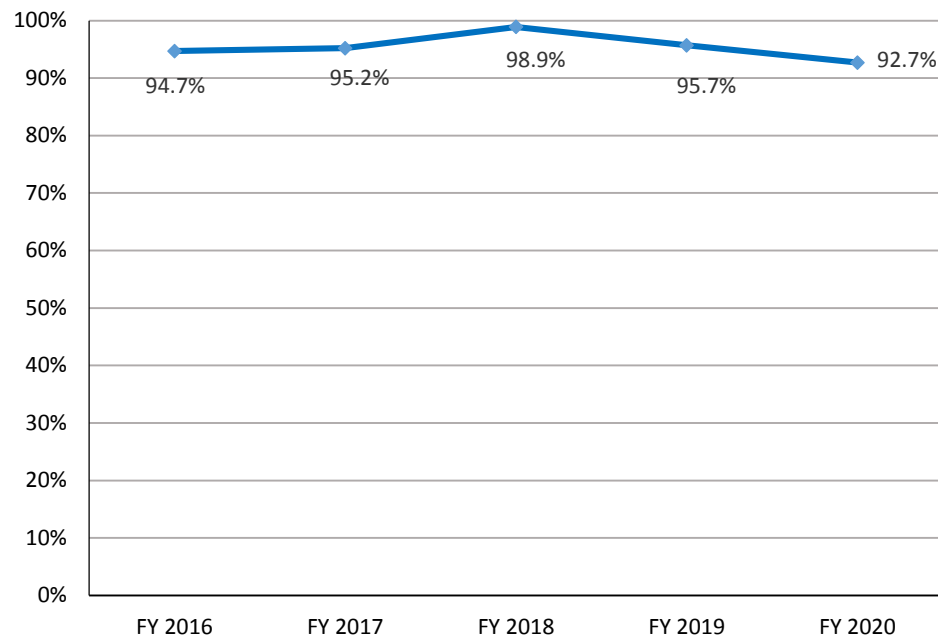
Exhibit 2.8.b Rating trend – safe operation of bus

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
	97.8%	97.1%	98.7%	98.8%	94.9%
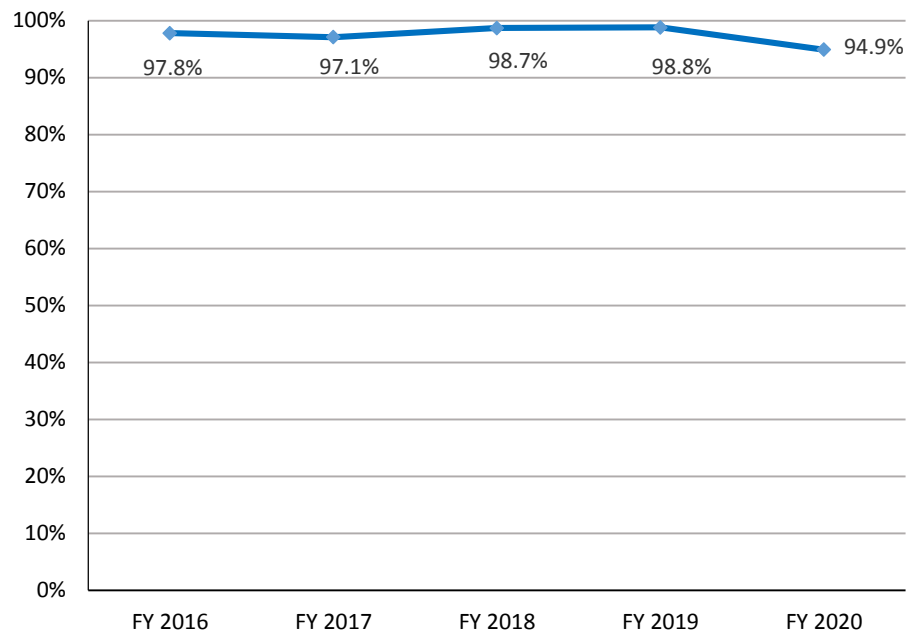
Exhibit 2.8.c Rating trend – bus cleanliness
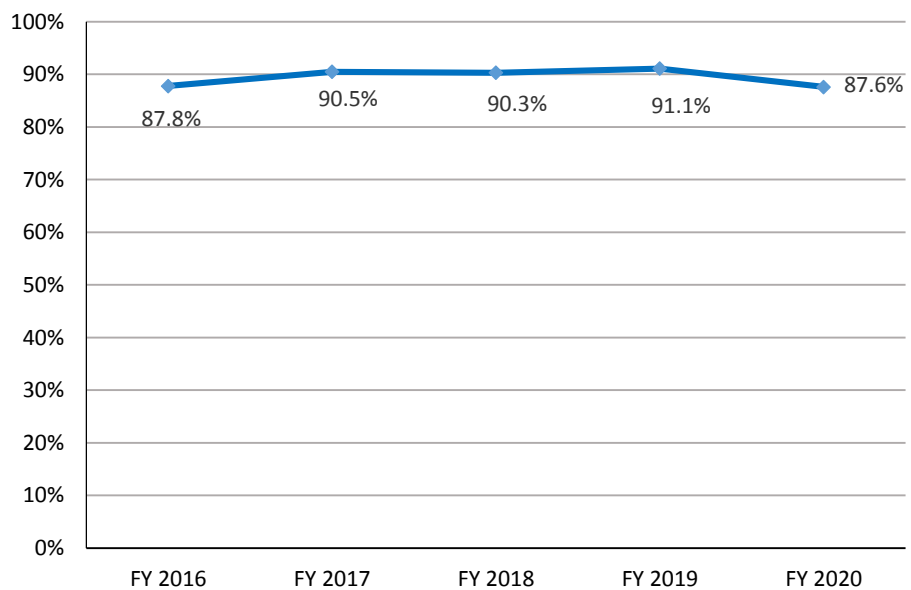
	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
	87.8%	90.5%	90.3%	91.1%	87.6%

Exhibit 2.8.d Rating trend – on-time performance

88.8%   88.2%   86.8%   90.0%   83.4%

FY 2016   FY 2017   FY 2018   FY 2019   FY 2020
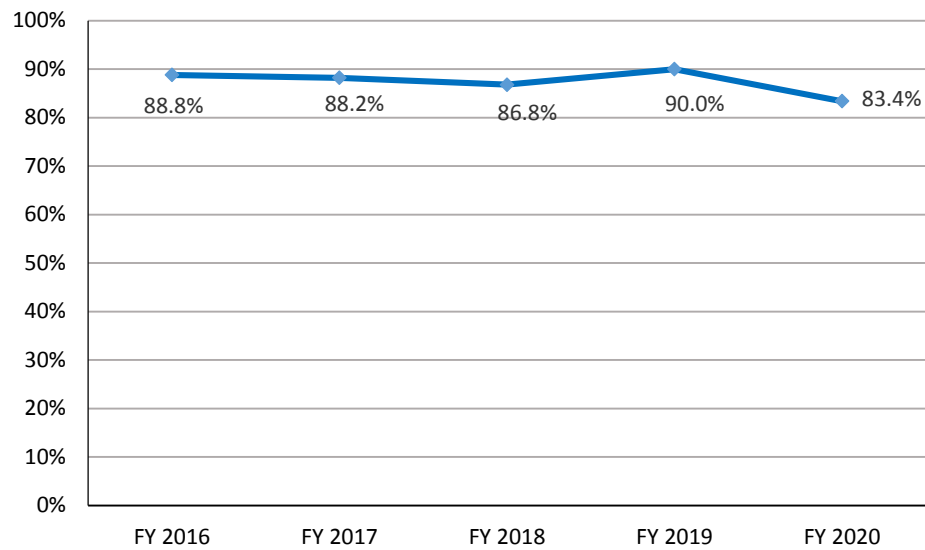
Exhibit 2.8.e Rating trend – convenience of routes
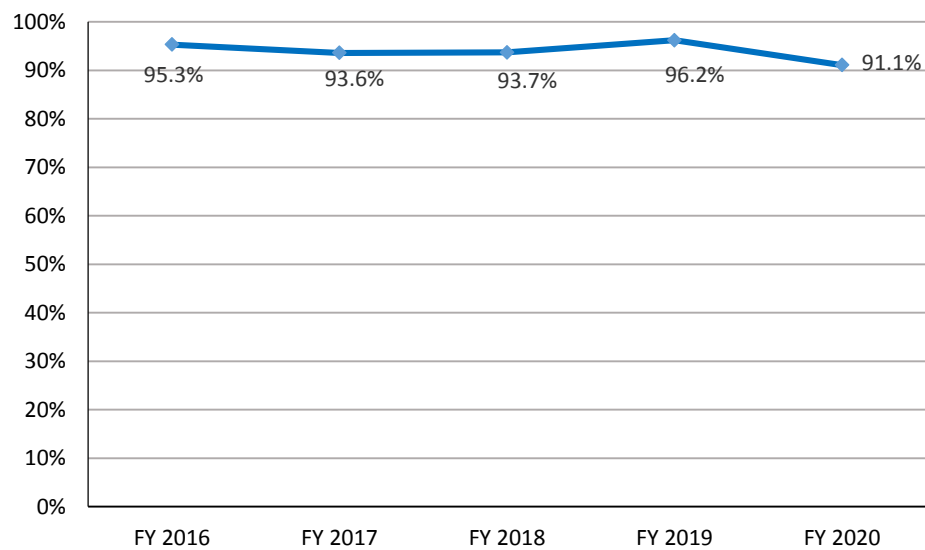
95.3%   93.6%   93.7%   96.2%   91.1%

FY 2016   FY 2017   FY 2018   FY 2019   FY 2020

Exhibit 2.8.f Rating trend – reasonableness/affordability
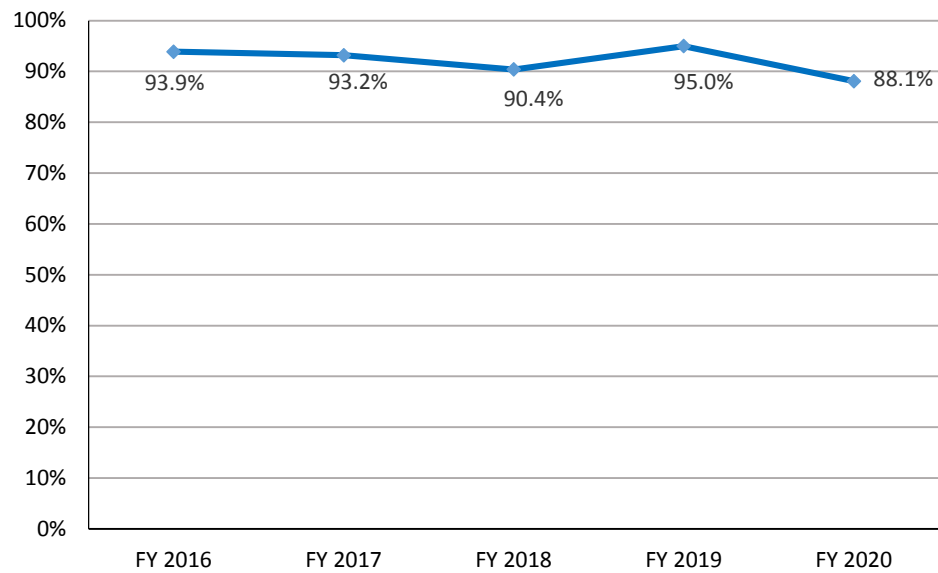
Exhibit 2.8.g Rating trend – service information provided
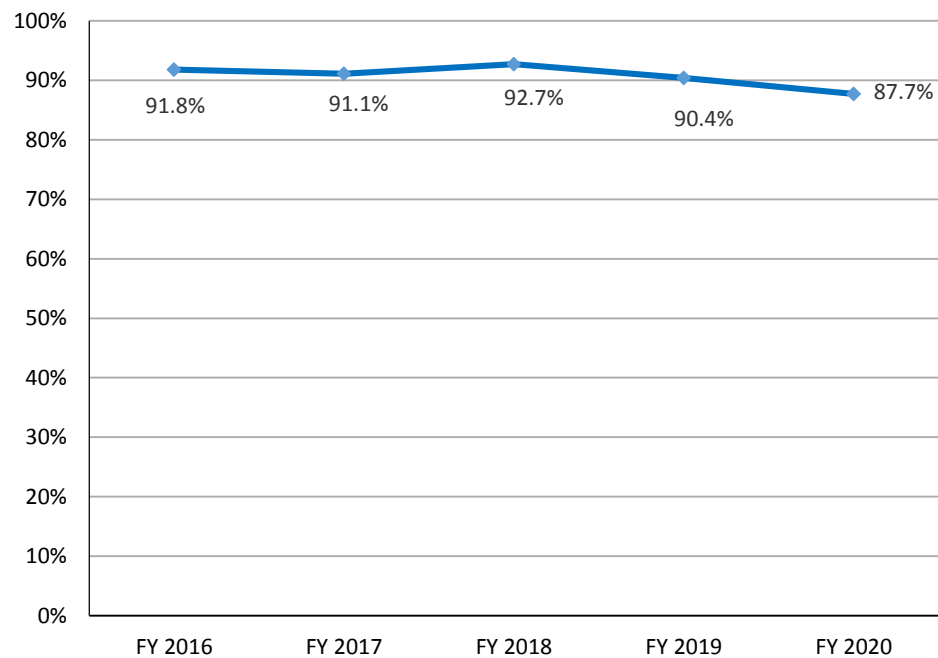
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Exhibit 2.8.h Rating trend – bus stop condition
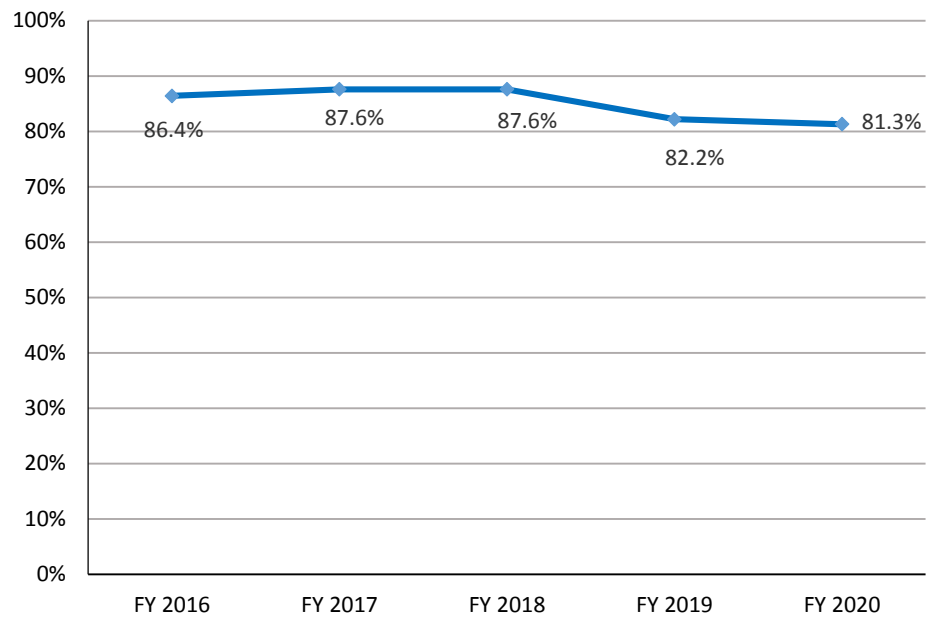
Exhibit 2.8.i Rating trend – bus stop convenience
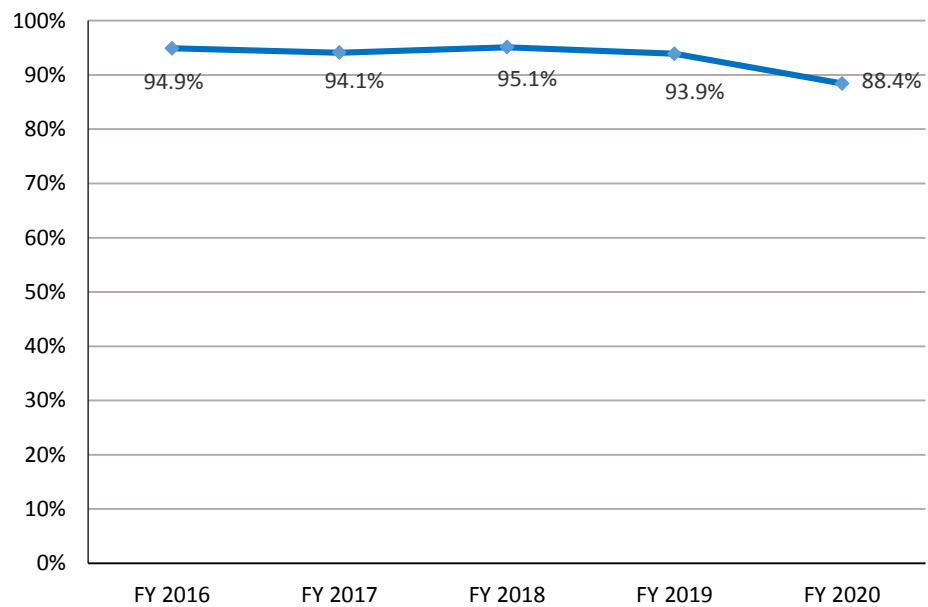
Exhibit 2.8.j Rating trend – operator appearance
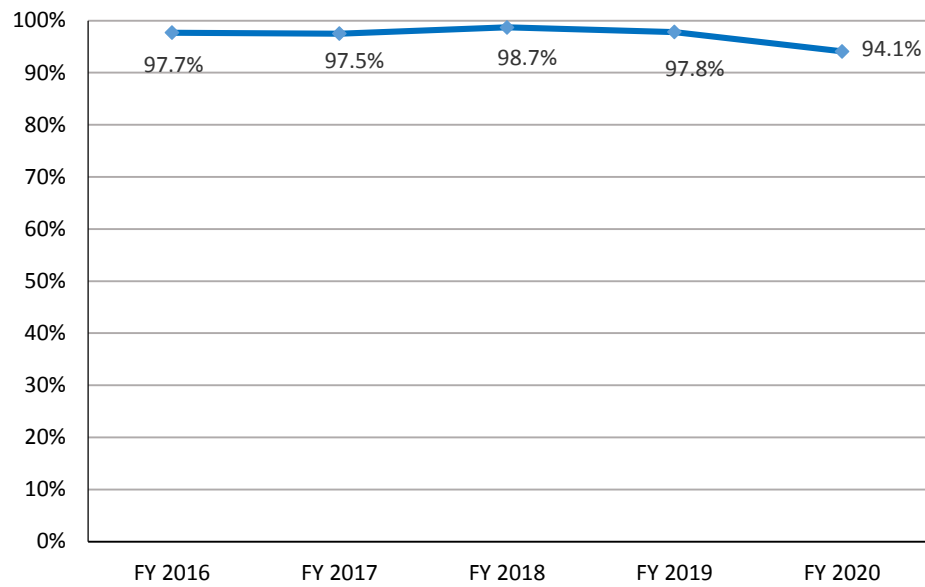
Exhibit 2.8.k Rating trend – quality of service information (via telephone)
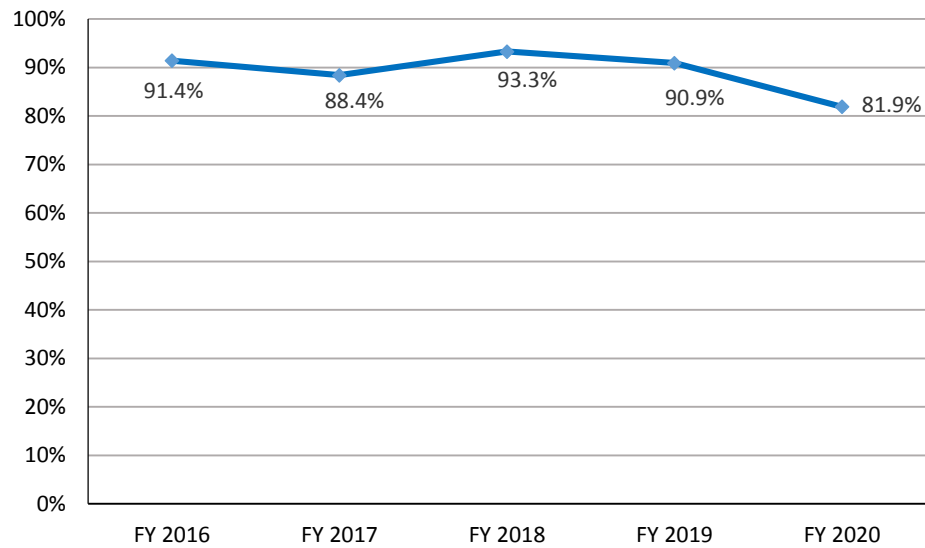
Exhibit 2.8.l Rating trend – service frequency
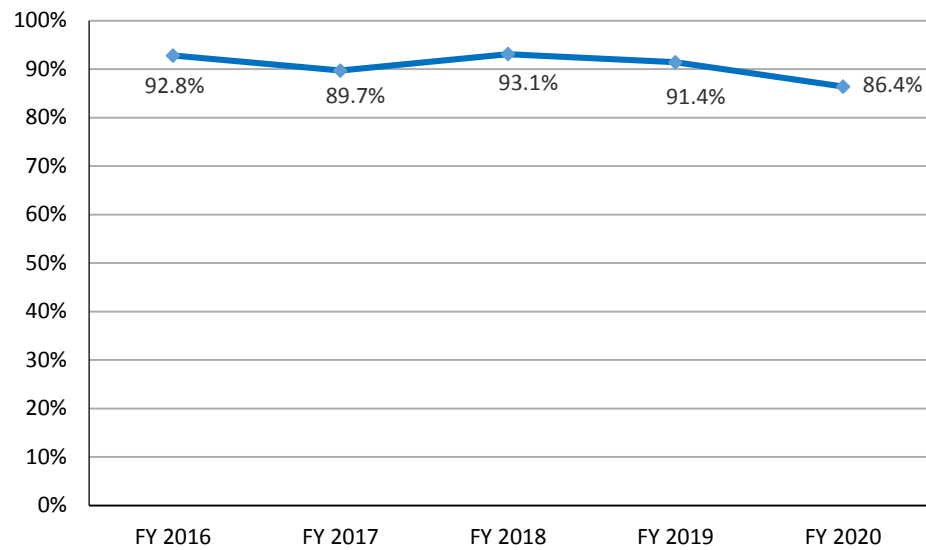
Exhibit 2.8.m Rating trend – information at bus stops
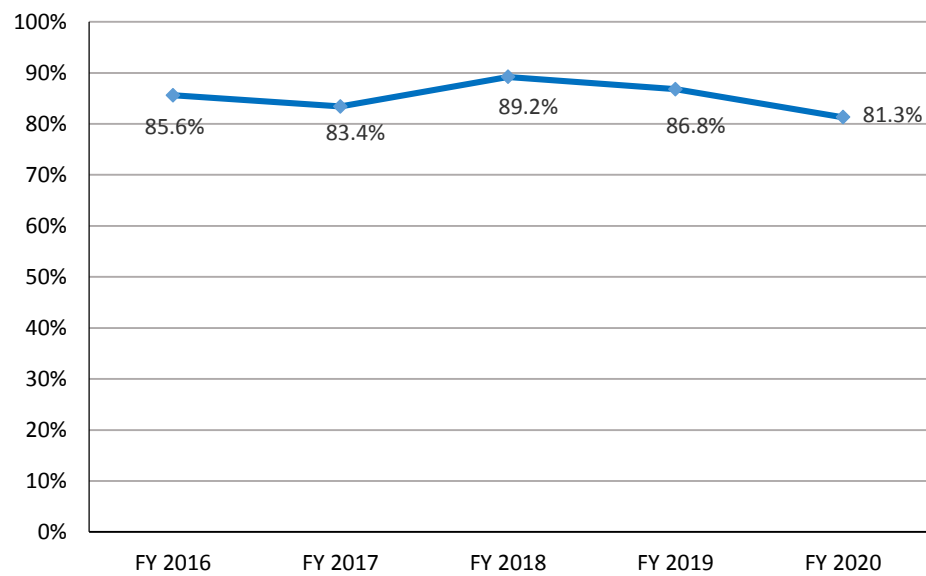
A data cross-tabulation between satisfaction and the route respondents were riding was run to see if satisfaction or dissatisfaction with an attribute corresponded with a particular route, revealing possible action items for LBT. Particular attention was paid to those attributes whose scores decreased by five or more percentage points as well as attributes with the lowest scores.

While overall satisfaction remains high for all attributes and routes, satisfaction with *bus stop condition* was rated lowest by those respondents riding Route 81 and satisfaction with *service frequency* was lowest among riders of Routes 102/104.

Respondents on the *Passport* route were universally satisfied with all aspects of the service with the exception of *information available at bus stops*.

Exhibit 2.9 Satisfaction percentages rated as *good* or *excellent*

Attribute	FY 2019	FY 2020	Difference
On-time performance	90.0	83.4	-6.6
Convenience of routes	96.2	91.1	-5.1
Reasonableness/affordability of fares	95.0	88.1	-6.9
Bus stop condition	82.2	81.3	-0.9
Bus stop convenience	93.9	88.4	-5.5
Quality of telephone information	90.9	81.9	-9.0
Service frequency	91.4	86.4	-5.0
Information at bus stop	86.8	81.3	-5.5

Exhibit 2.9a Satisfaction ratings by Route

Route	Surveys Collected	Overall satisfaction with LBT	Affordability of fares	On-time performance	Convenience of routes	Service frequency	Safe operation of bus	Bus operator courtesy	Bus operator appearance	Bus cleanliness
System-wide	766	97.0%	88.1%	83.4%	91.1%	86.4%	94.9%	92.7%	94.1%	87.6%
1	25	100.0%	100.0%	95.8%	100.0%	95.8%	100.0%	96.0%	100.0%	91.7%
21/22	46	97.8%	97.6%	92.9%	97.6%	95.2%	100.0%	97.6%	100.0%	93.0%
45/46	49	100.0%	91.8%	93.9%	100.0%	91.7%	100.0%	100.0%	100.0%	95.9%
51/52	52	98.1%	93.9%	86.5%	98.0%	84.6%	98.0%	92.2%	98.1%	86.5%
61	69	100.0%	96.8%	87.5%	100.0%	93.8%	100.0%	95.4%	100.0%	95.3%
71/72	30	96.7%	96.6%	80.0%	100.0%	89.3%	96.7%	100.0%	96.7%	86.7%
81	6	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	66.7%
91/92/93/94	95	98.9%	91.2%	82.6%	92.3%	94.6%	98.9%	96.8%	100.0%	89.1%
96	19	94.7%	94.7%	94.7%	94.7%	94.7%	94.7%	100.0%	100.0%	89.5%
101/103	40	97.4%	97.4%	85.0%	97.4%	89.7%	100.0%	92.5%	100.0%	82.5%
102/104	18	93.8%	100.0%	80.0%	93.3%	81.3%	100.0%	100.0%	93.8%	93.3%
111/112	28	100.0%	92.6%	92.6%	96.4%	92.6%	100.0%	96.4%	100.0%	100.0%
121	37	94.6%	85.7%	81.1%	89.2%	86.5%	100.0%	94.6%	94.6%	91.7%
131	9	88.9%	100.0%	88.9%	88.9%	88.9%	88.9%	88.9%	87.5%	88.9%
151	12	91.7%	100.0%	100.0%	100.0%	100.0%	91.7%	91.7%	100.0%	91.7%
171	42	97.6%	90.0%	82.9%	97.5%	92.5%	100.0%	95.1%	100.0%	95.0%
172/173/174	78	97.3%	91.7%	80.8%	93.1%	87.3%	95.8%	93.2%	97.2%	85.1%
176	16	87.5%	100.0%	73.3%	93.3%	93.3%	100.0%	93.3%	100.0%	86.7%
181/182	10	100.0%	100.0%	77.8%	100.0%	87.5%	100.0%	100.0%	100.0%	100.0%
191/192	73	93.0%	94.0%	88.6%	95.7%	85.7%	98.6%	94.2%	94.4%	92.9%
Passport	12	83.3%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Exhibit 2.9b Satisfaction ratings by Route

Route	Surveys Collected	Information provided to customers	Quality of telephone information	Information at bus stop	Bus stop condition	Bus stop convenience
System-wide	766	87.7%	81.9%	81.3%	81.3%	88.4%
1	25	95.8%	100.0%	95.8%	95.8%	95.8%
21/22	46	92.9%	94.7%	88.1%	90.2%	95.2%
45/46	49	97.9%	90.7%	91.5%	83.3%	95.8%
51/52	52	87.8%	93.6%	84.0%	84.3%	98.0%
61	69	95.2%	93.5%	89.1%	88.9%	93.5%
71/72	30	86.2%	82.8%	76.7%	90.0%	93.3%
81	6	100.0%	100.0%	83.3%	66.7%	100.0%
91/92/93/94	95	92.5%	93.3%	84.8%	91.3%	90.0%
96	19	89.5%	93.8%	83.3%	89.5%	94.7%
101/103	40	92.3%	84.2%	82.1%	81.6%	92.1%
102/104	18	100.0%	86.7%	86.7%	75.0%	100.0%
111/112	28	92.6%	96.0%	92.6%	85.7%	96.4%
121	37	94.4%	87.9%	78.4%	89.2%	94.4%
131	9	77.8%	71.4%	77.8%	77.8%	88.9%
151	12	100.0%	90.9%	72.7%	72.7%	100.0%
171	42	90.0%	97.2%	87.5%	78.0%	87.5%
172/173/174	78	94.6%	88.1%	85.9%	79.5%	93.1%
176	16	93.3%	100.0%	93.3%	80.0%	85.7%
181/182	10	100.0%	100.0%	100.0%	87.5%	87.5%
191/192	73	86.8%	92.4%	85.3%	81.2%	94.0%
Passport	12	100.0%	100.0%	90.9%	100.0%	100.0%

Using the "standard grade scale," a letter grade was assigned to the LBT system as a whole, as well as to each route.

Exhibit 2.9c Overall satisfaction by route (letter grade)

Route	Average Score	Letter Grade
System	87.6%	B+
1	97.1%	A+
21/22	95.0%	A
45/46	94.8%	A
51/52	91.2%	A-
61	94.5%	A
71/72	90.4%	A-
81	93.6%	A
91/92/93/94	92.1%	A-
96	93.4%	A
101/103	90.5%	A-
102/104	91.5%	A-
111/112	94.9%	A
121	89.8%	B+
131	85.7%	B
151	93.2%	A
171	91.8%	A-
172/173/174	89.6%	B+
176	91.7%	A-
181/182	95.4%	A
191/192	91.1%	A-
Passport	99.3%	A+

Standard Grade Scale		
Letter Grade	From	To
A+	97	100
A	93	96.99999
A-	90	92.99999
B+	87	89.99999
B	83	86.99999
B-	80	82.99999
C+	77	79.99999
C	73	76.99999
C-	70	72.99999
D+	67	69.99999

Survey participants were also asked to rate specific attributes of LBT's security at bus stops and onboard the bus. In FY 2020, nearly 90 percent rated all attributes as either *excellent* or *good*. This is a significant improvement from FY 2019's more than 70 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	42.8%	50.8%	5.6%	0.8%
LBT's response to security concerns at its bus stops	39.5%	50.3%	8.9%	1.3%
Response of Long Beach Police if needed on a bus	41.8%	52.3%	4.0%	1.8%
Response of Long Beach Police if needed at a bus stop	41.9%	50.1%	6.2%	1.9%

More than 93 percent of survey respondents believe LBT is either very responsive or somewhat responsive to its customers' complaints and suggestions. The number of respondents who believe LBT is not at all responsive decreased from FY 2019.

Exhibit 2.11 Responsiveness to complaints
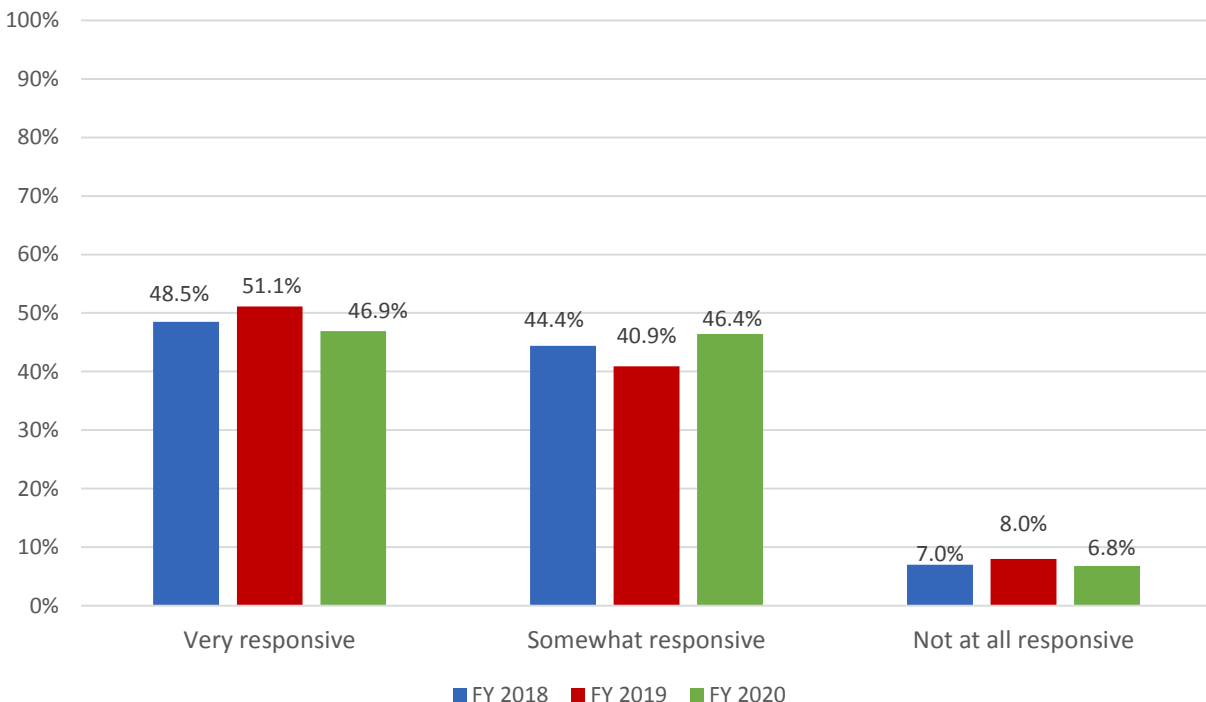
Survey participants were asked to identify preferred service improvements. *More buses/increased service frequency* was once again the most requested improvement (45.3 percent), and posted an increase from FY 2019 (43.4 percent). The second-most preferred service improvement, *improve on-time reliability* (26.5 percent), increased from 24.3 percent in FY 2019. *Later/longer hours* and *lower fares* were the third-, and fourth-most requested improvements with 23.5 percent and 22.5 percent, respectively. Responses total more than 100 percent given some respondents selected multiple responses.

Exhibit 2.12 FY 2020 preferred service improvements
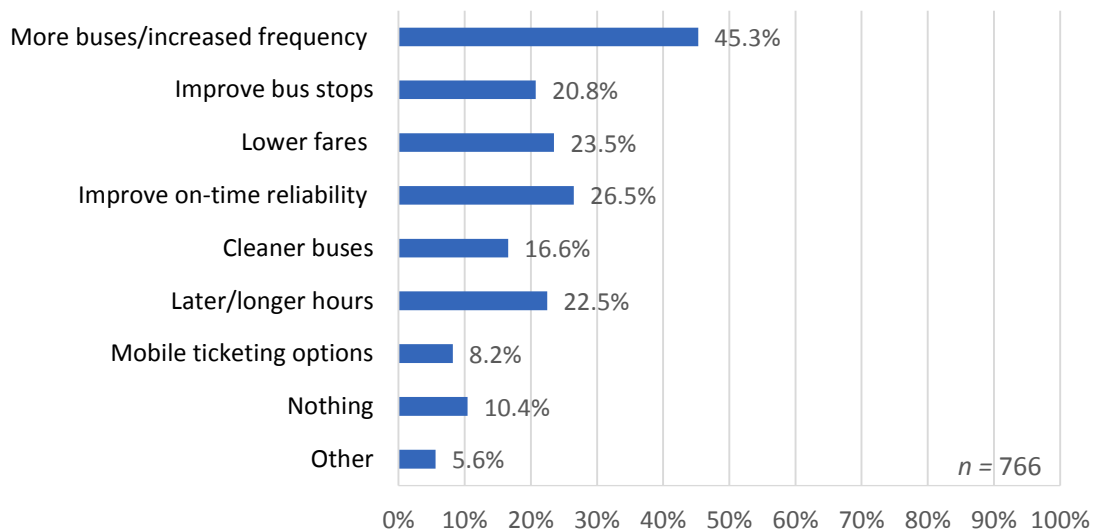
Exhibit 2.12.a FY 2019 Preferred service improvements
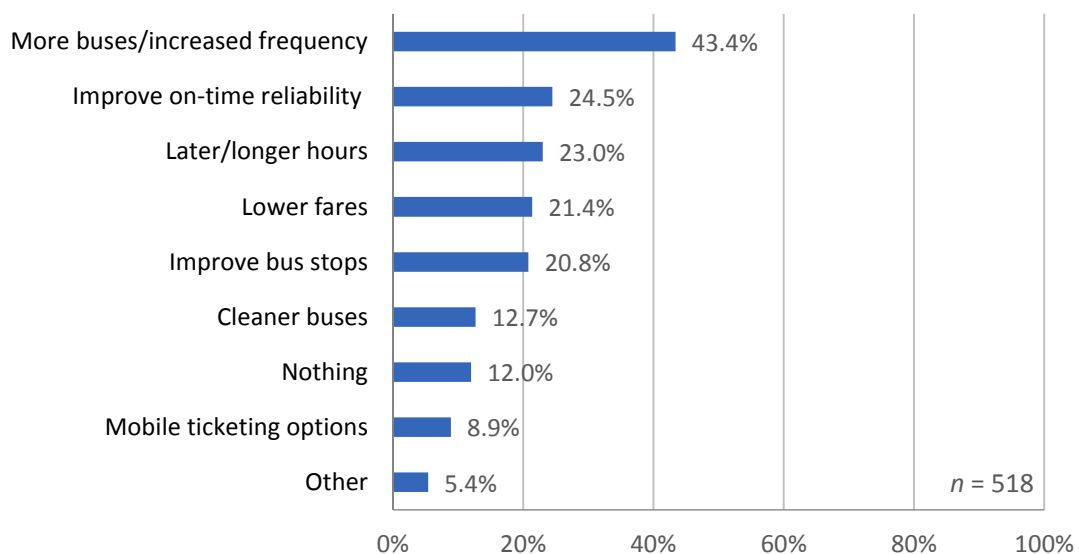
25

A data 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 121 and 81. Respondents on those routes cited, respectively, *later/longer hours* and *mobile ticketing options* as the most requested improvement.

Exhibit 2.12b FY 2020 preferred service improvements – more buses vs. route

Route	Surveys Collected	Respondents selecting *more frequency* as service improvement	Percentage selecting *more frequency* as service improvement
1	25	10	40.0%
21/22	46	16	34.8%
45/46	49	20	40.8%
51/52	52	23	44.2%
61	69	35	50.7%
71/72	30	16	53.3%
81	6	3	50.0%
91/92/93/94	95	48	50.5%
96	19	8	42.1%
101/103	40	25	62.5%
102/104	18	8	44.4%
111/112	28	12	42.9%
121	37	14	37.8%
131	9	5	55.6%
151	12	3	25.0%
171	42	21	50.0%
172/173/174	78	31	39.7%
176	16	9	56.3%
181/182	10	2	20.0%
191/192	73	32	43.8%
Passport	12	6	50.0%

Survey participants were also asked if there were additional destinations they would like to see LBT service. Of those who responded "yes," the most common requests were Seal Beach (0.8 percent) and Los Angeles (0.7 percent).

Exhibit 2.13 Additional destinations

Yes
10.7%

No
89.3%

n = 664
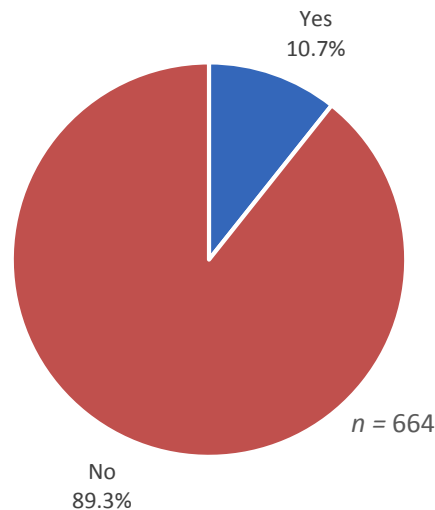
The most-frequently cited trip purposes were *work* (41.9 percent) and *school* (37.3 percent). In the FY 2019 survey *work* polled at 43.1 percent and *school* at 30.5 percent.

Exhibit 2.14 Trip purpose

Trip purpose	Percentage
Work	41.9%
Medical	3.9%
Recreation/Social	4.9%
School	37.3%
Shopping	3.6%
Personal business	6.8%
Other	1.6%

n = 751
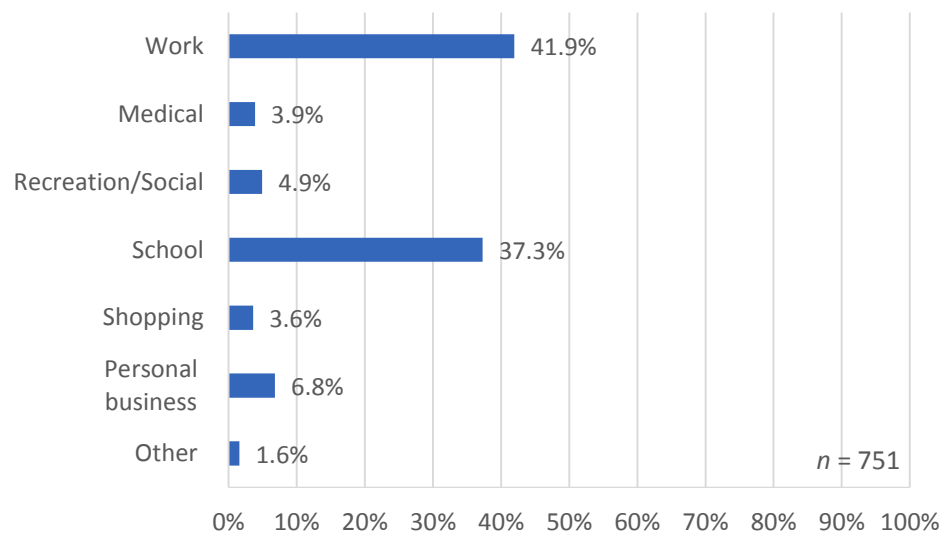
More than 67 percent of respondents indicated having no incidence of transfer to complete the surveyed trip. The highest incidence of transfers was reported on Route 61 with 3.7 percent. The lowest incidence of transfers was reported on Routes 91/92/93/94, with no respondents indicating a need to transfer.
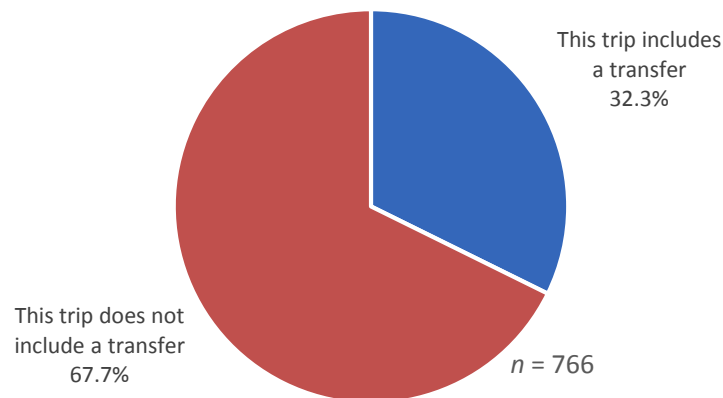
Cash remained the most-frequent form of fare payment, cited by 41.8 percent of customers in FY 2020 (46.9 percent in FY 2019*). 30-Day Pass* and *Student 30-Day Pass* were combined (10.5 percent), which showed a slight decrease from FY 2019 (10.8 percent). The number of self-reported "free" rides decreased 0.6 percent from FY 2019 to 2.5 percent in FY 2020. As expected, the majority of respondents who indicated not paying a fare were onboard the *Passport* route which is a complimentary service.

Exhibit 2.16 Fare usage
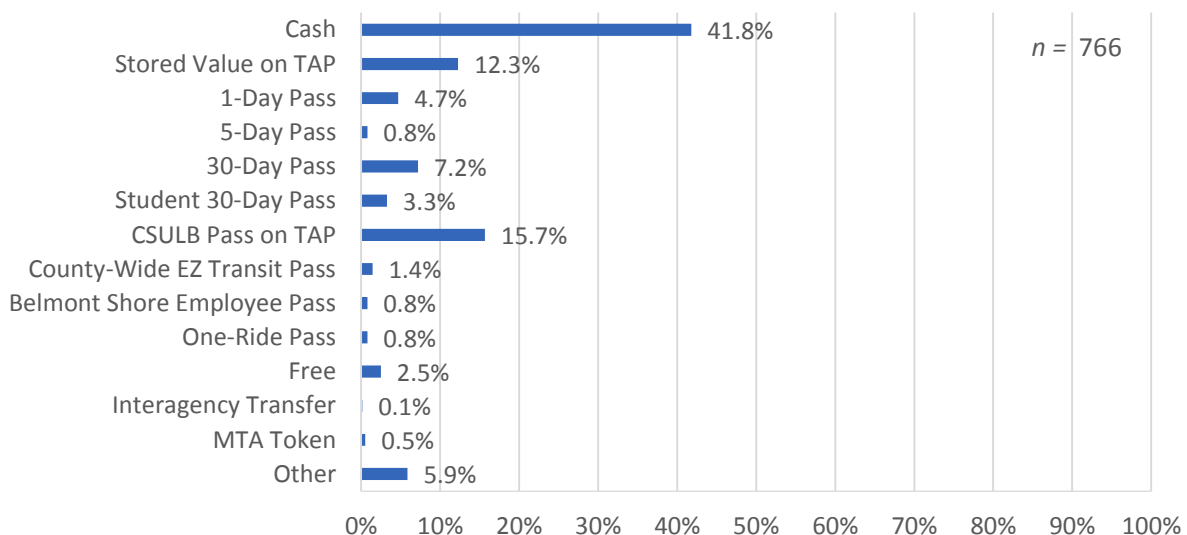
Exhibit 2.16a Fare usage by route

Legend:
- Other
- 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
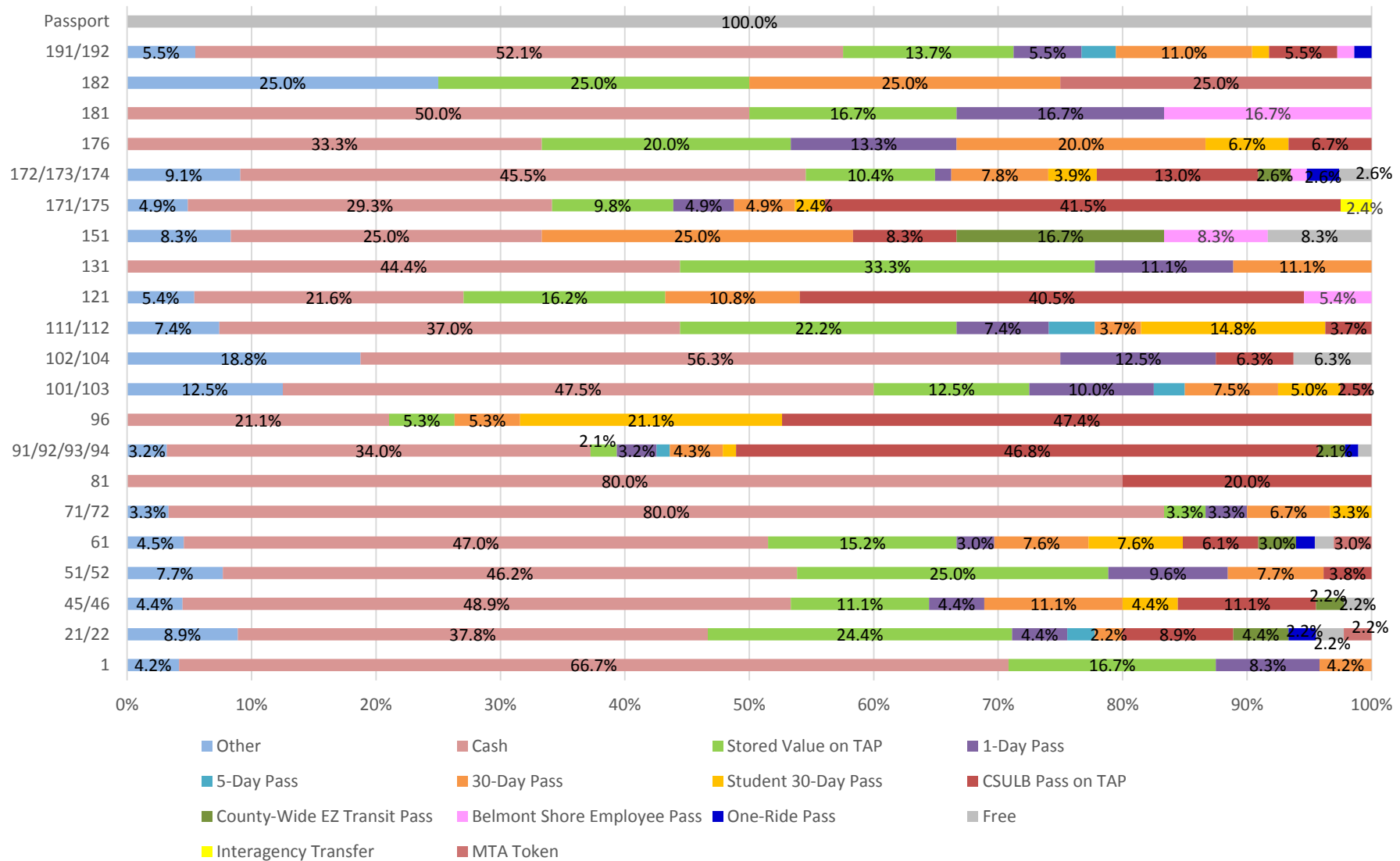
Forty-three percent of surveyed customers indicated *get a ride* or *walk* as an alternative mode of transportation for reaching their destination if LBT service was not available. More than 11 percent indicated using *other public transit* if LBT was not available, which was a decrease from 12 percentage points in FY 2019.

Exhibit 2.17 Alternative transportation mode
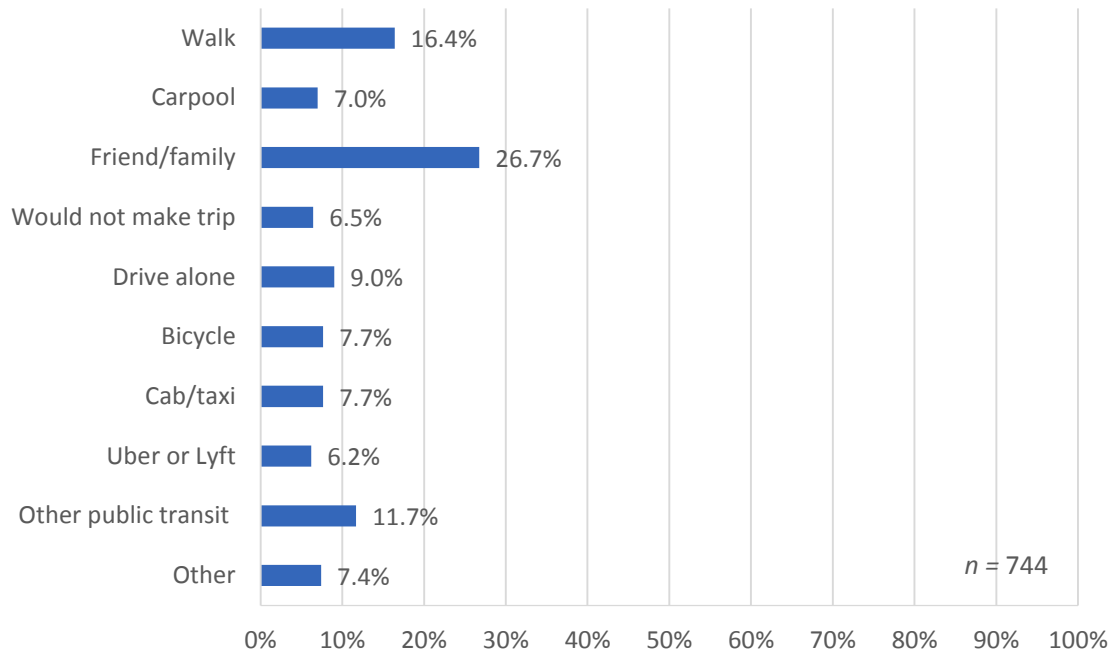
n = 744

- Walk 16.4%
- Carpool 7.0%
- Friend/family 26.7%
- Would not make trip 6.5%
- Drive alone 9.0%
- Bicycle 7.7%
- Cab/taxi 7.7%
- Uber or Lyft 6.2%
- Other public transit 11.7%
- Other 7.4%

For the fourth consecutive year, Internet sources were the most common means of obtaining transit information. Internet sites (including Google) accounted for 68 percent of respondents' preferred means of obtaining service information. Informational sources such as bus schedules, websites and call center, came in second, accounting for 37.1 percent.

Exhibit 2.18 Means of obtaining transit information
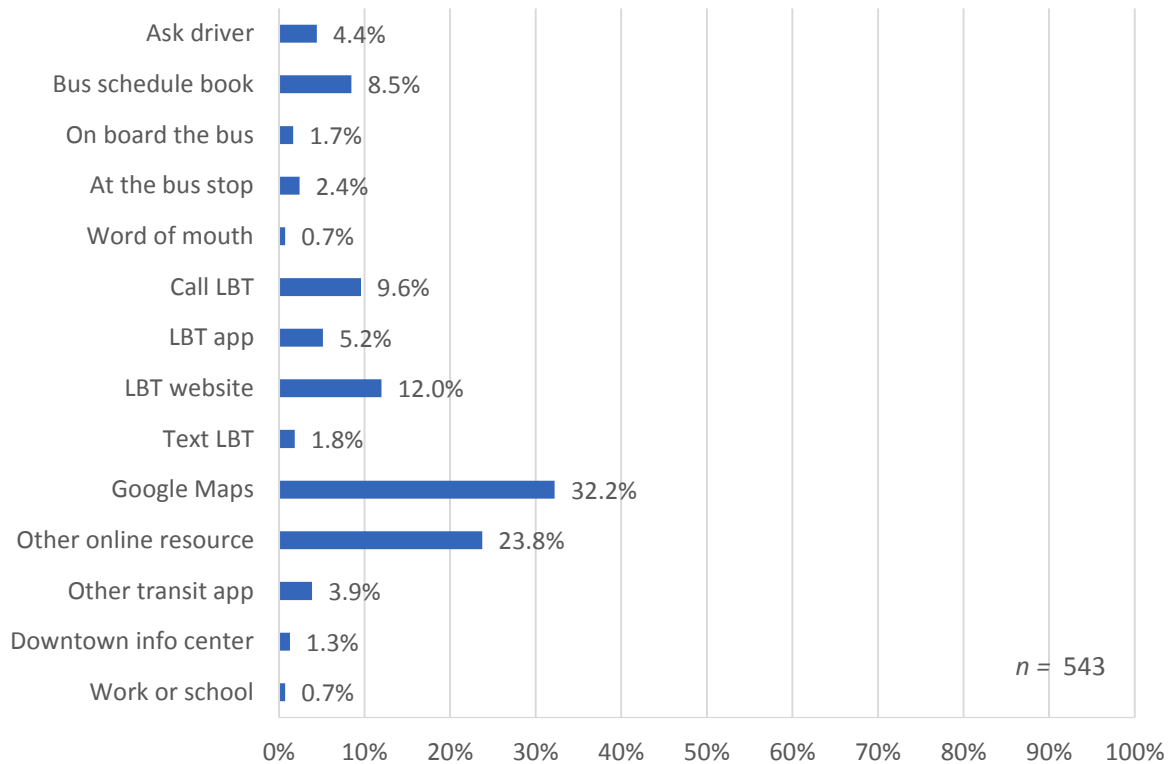
Category	Percentage
Ask driver	4.4%
Bus schedule book	8.5%
On board the bus	1.7%
At the bus stop	2.4%
Word of mouth	0.7%
Call LBT	9.6%
LBT app	5.2%
LBT website	12.0%
Text LBT	1.8%
Google Maps	32.2%
Other online resource	23.8%
Other transit app	3.9%
Downtown info center	1.3%
Work or school	0.7%

n = 543

Less than 9 percent of surveyed customers indicated absence of Internet access, which is a decline from FY 2019 (13 percent). More than 93 percent of those who cited having Internet access indicated also having access via a mobile device. YouTube and Instagram are the most commonly used social media platforms with 49.9 percent and 43 percent, respectively. Seventeen percent cited no social media usage. With respect to the LBT website, the most common reason for visiting was to obtain schedule/time information (with respect to 47.8 percent).

Exhibit 2.19 Access to Internet

Do not have internet access 8.2%

n = 611

Have internet access 91.8%
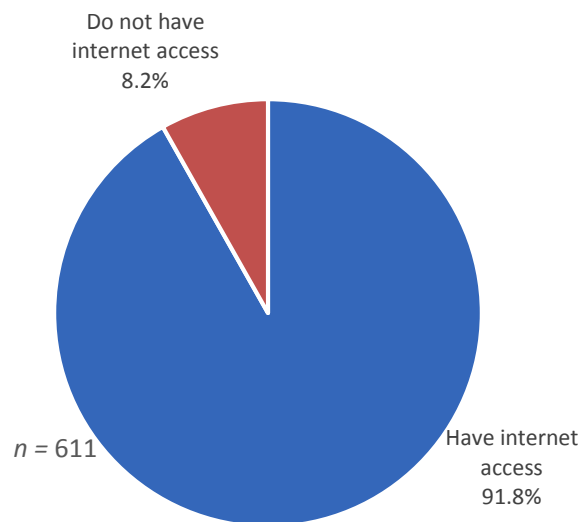
Exhibit 2.20 Internet access via smart phone/mobile device
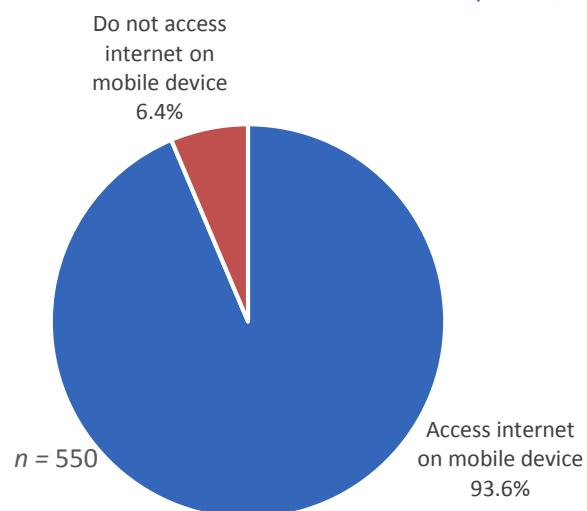
Do not access internet on mobile device 6.4%

n = 550

Access internet on mobile device 93.6%

Exhibit 2.21 Social media usage

Platform	Percentage
Facebook	38.6%
Twitter	19.1%
YouTube	43.0%
Instagram	49.9%
Snapchat	25.6%
Pinterest	7.8%
Tumblr	2.6%
Reddit	5.0%
I do not use social media	17.0%
Other	0.7%

n = 766
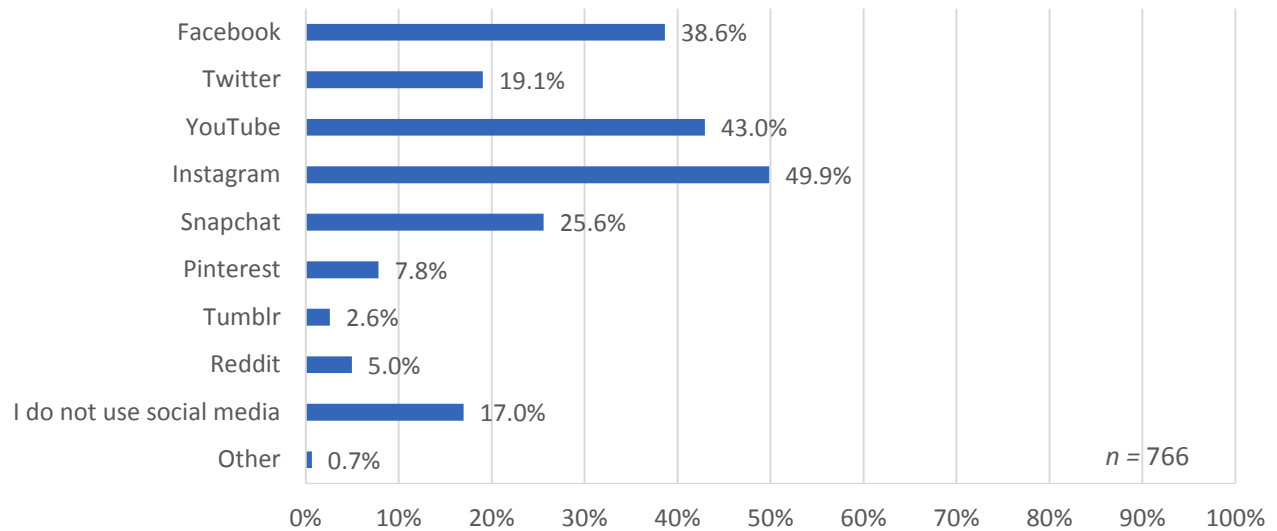
Exhibit 2.22 Reason for LBT website use
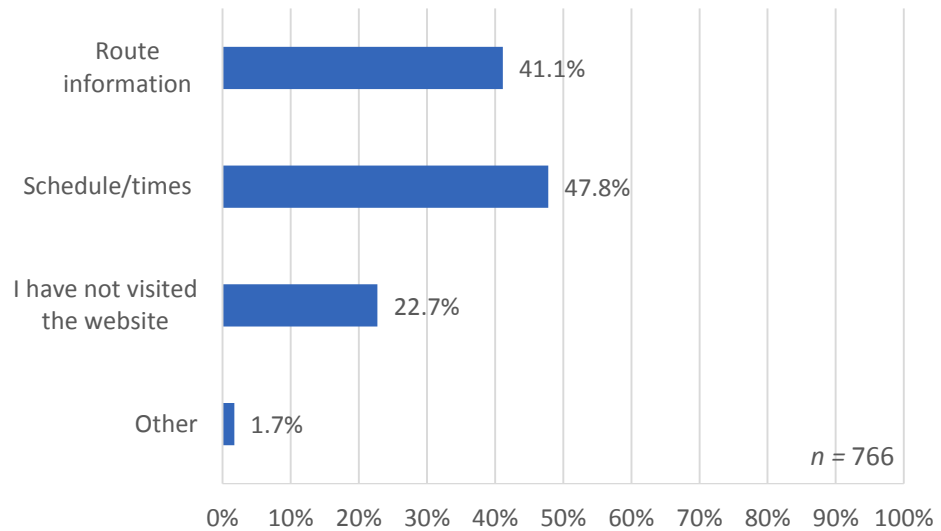
Reason	Percentage
Route information	41.1%
Schedule/times	47.8%
I have not visited the website	22.7%
Other	1.7%

n = 766

33

Demographically, LBT customers are predominantly young, with 41.3 percent aged 18-24 (increased from FY 2019 34.4 percent), and nearly three-quarters under the age of 45. More than half of the surveyed customers cited being employed, while 41.6 percent self-identified as students.

Hispanics/Latinos comprised the largest ethnic group (51.4 percent), followed by African-American (20.9 percent), and Caucasian (20.0 percent). Customers identifying as female outnumber males (54.2 percent versus 45.3 percent). Household income is a significant determinant of transit usage, with 62.7 percent reporting an annual income of less than $30,000. However, this income level likely reflects the large number of persons under the age of 24 and students using LBT. Fifty-eight percent of respondents indicated living in a household with one to three other individuals.

Exhibit 2.23 Customer age
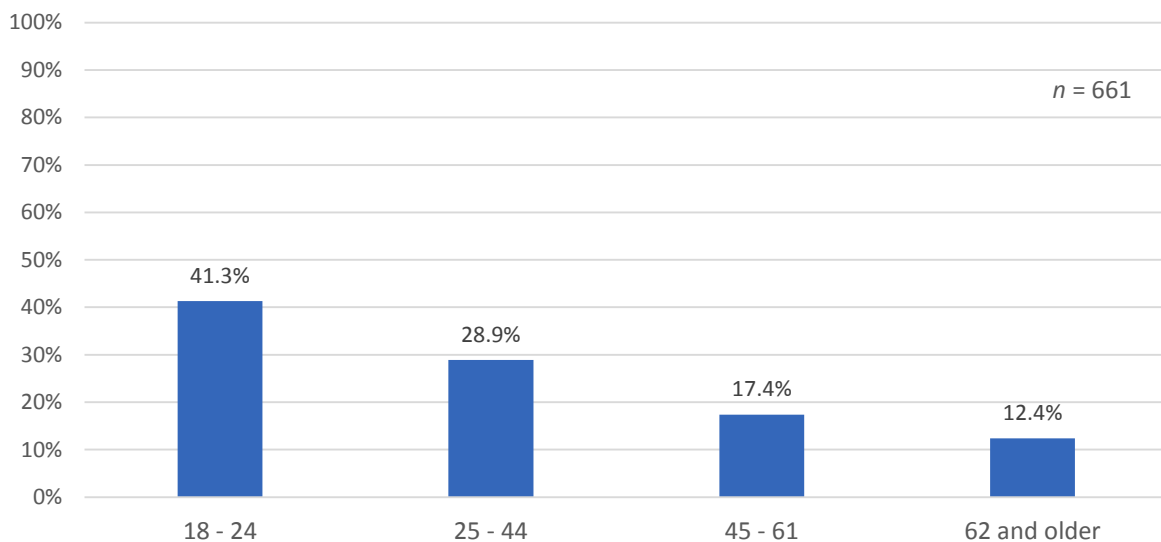
n = 661

Exhibit 2.24 Customer employment[1]

Employed	50.9%
Student	41.6%
Unemployed/looking for work	7.8%
Retired	8.4%
Homemaker/parent/at home	3.2%
Other	1.4%

n = 658
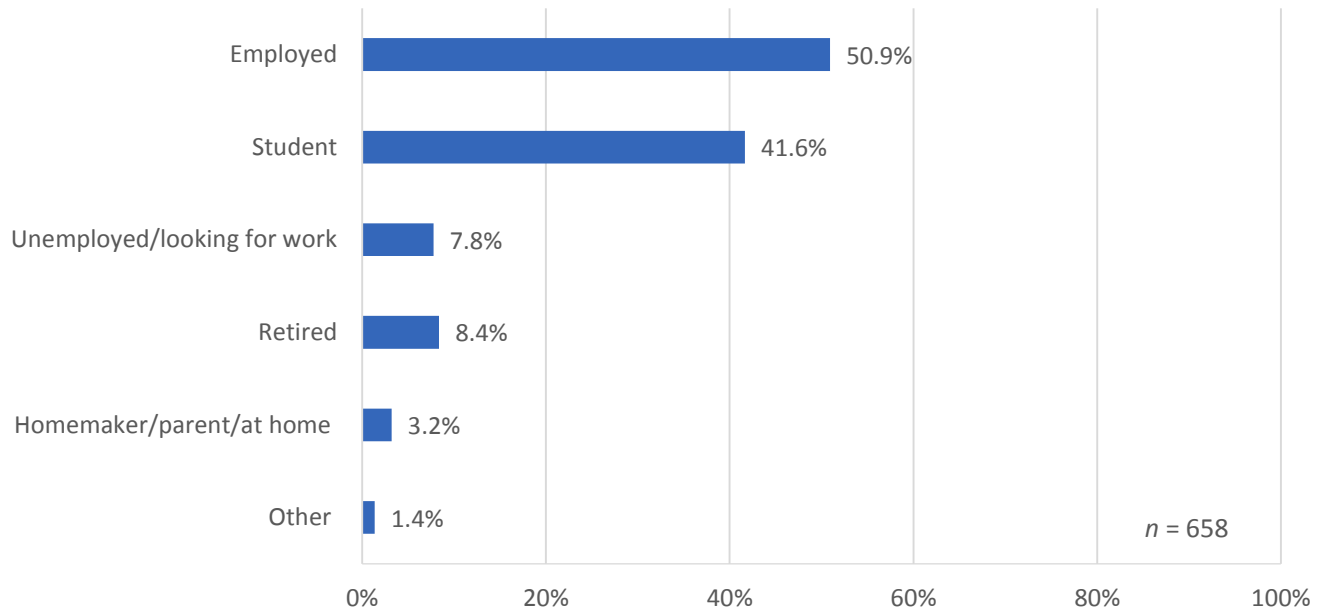
Exhibit 2.25 Customer ethnicity

Asian	13.5%
African-American	20.9%
Caucasian	20.0%
Hispanic/Latino	51.4%
Other	4.2%

n = 660
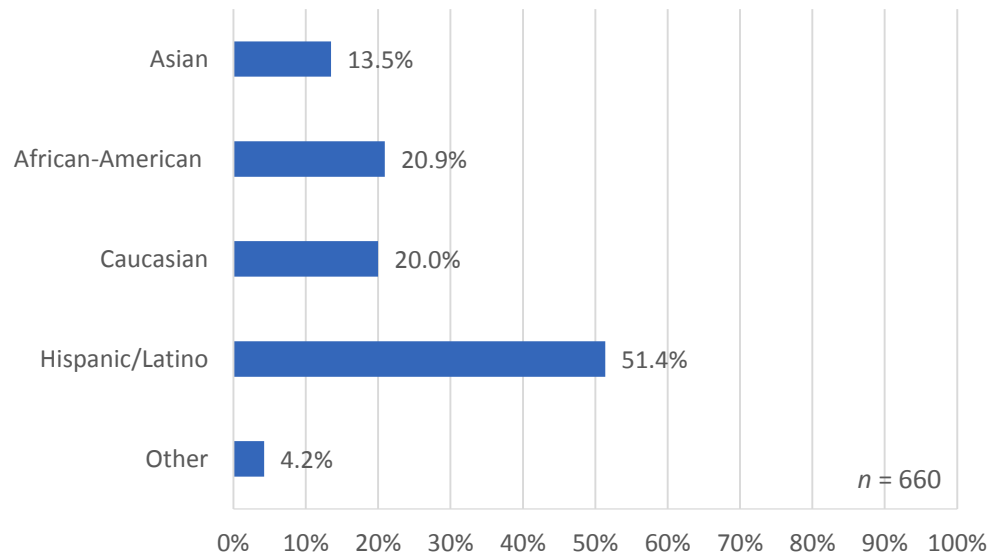
[1] The unemployment rate for Long Beach just prior to the survey (August 2019) was 4.0 percent. The rate of unemployment among customer respondents was 7.8 percent which is 3.8 percent higher than the city average.

Exhibit 2.26 Language(s) spoken in household
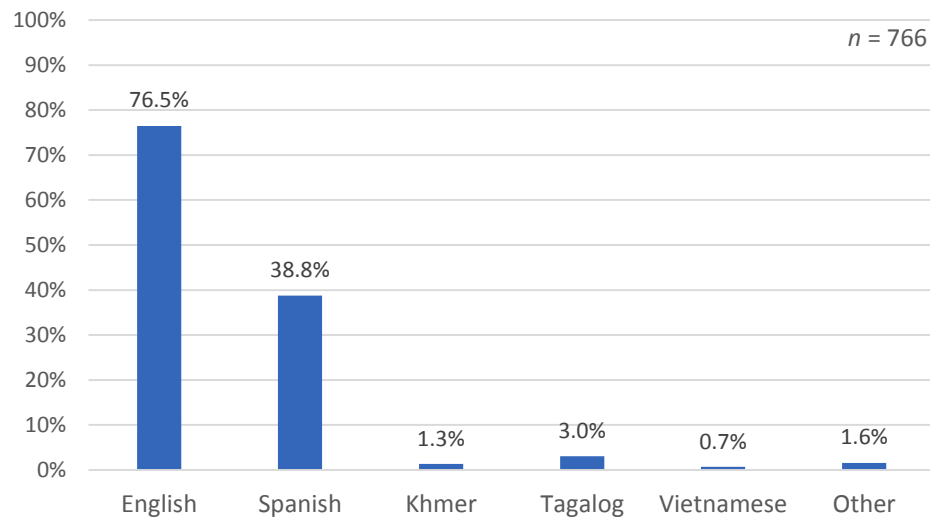
Exhibit 2.27 English proficiency
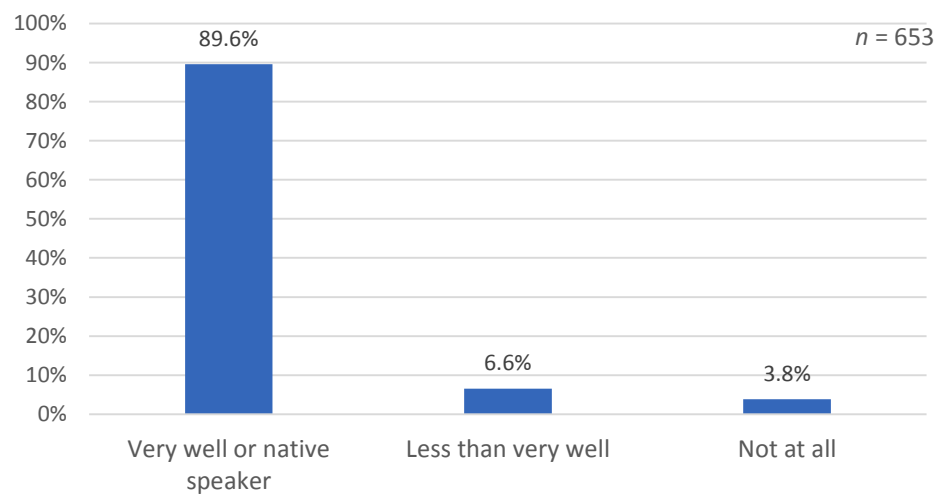
A cross-tabulation was run between languages spoken in household and English proficiency.

Exhibit 2.27a English proficiency vs. Language
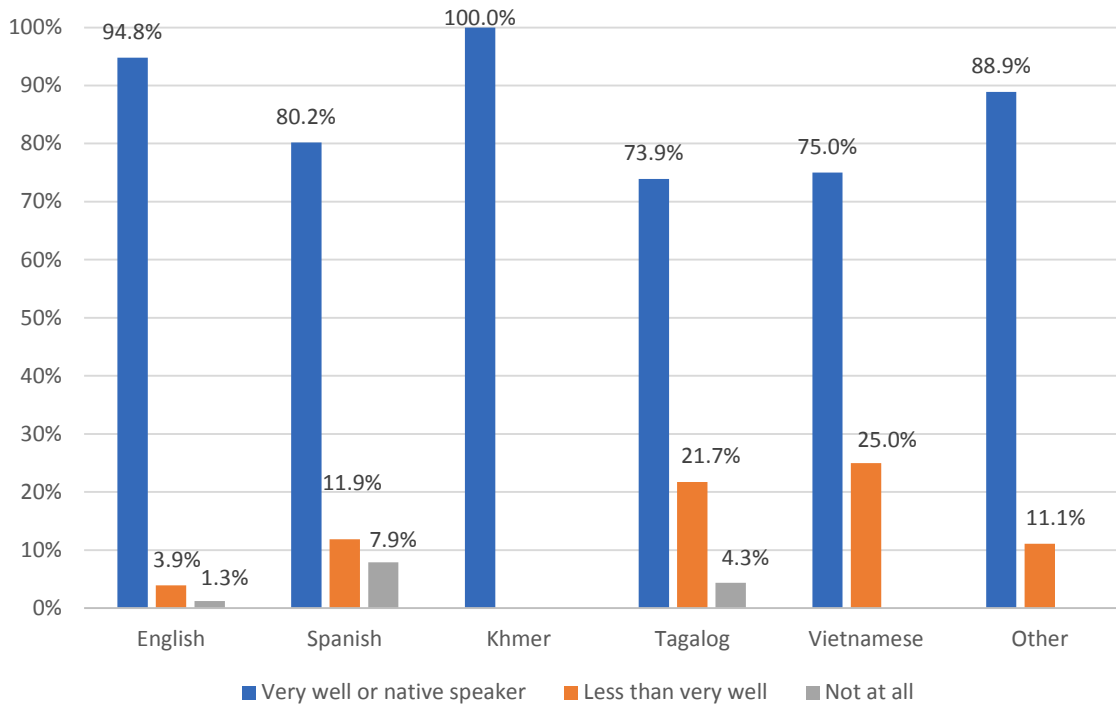
A cross-tabulation was run between languages spoken in household and ethnicity.

Exhibit 2.27b Language vs. Ethnicity
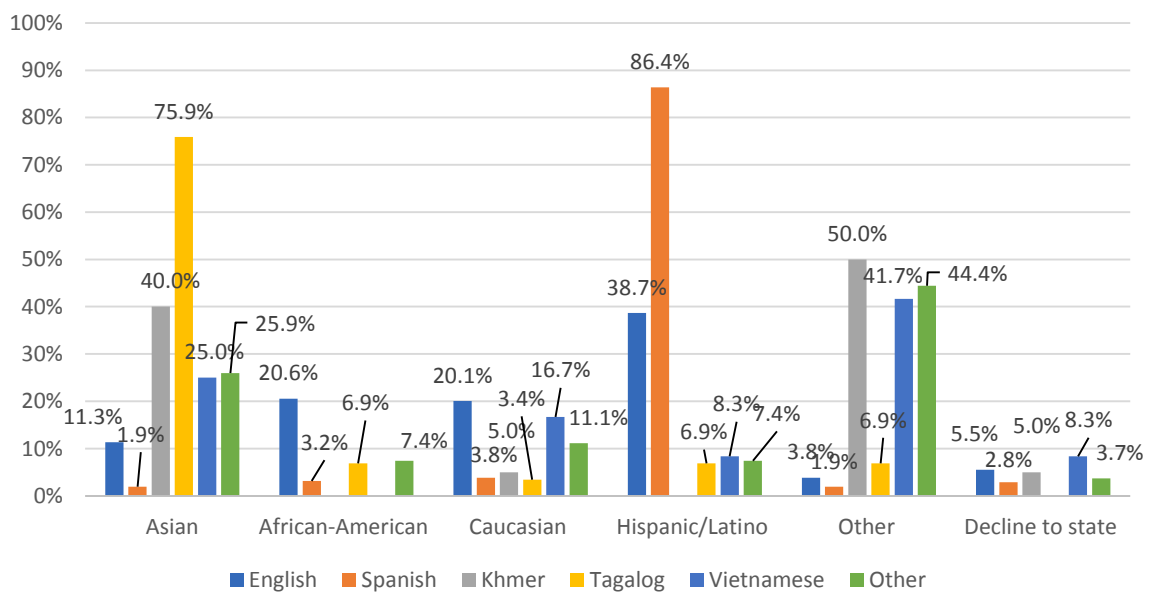
37

Exhibit 2.28 Annual household income
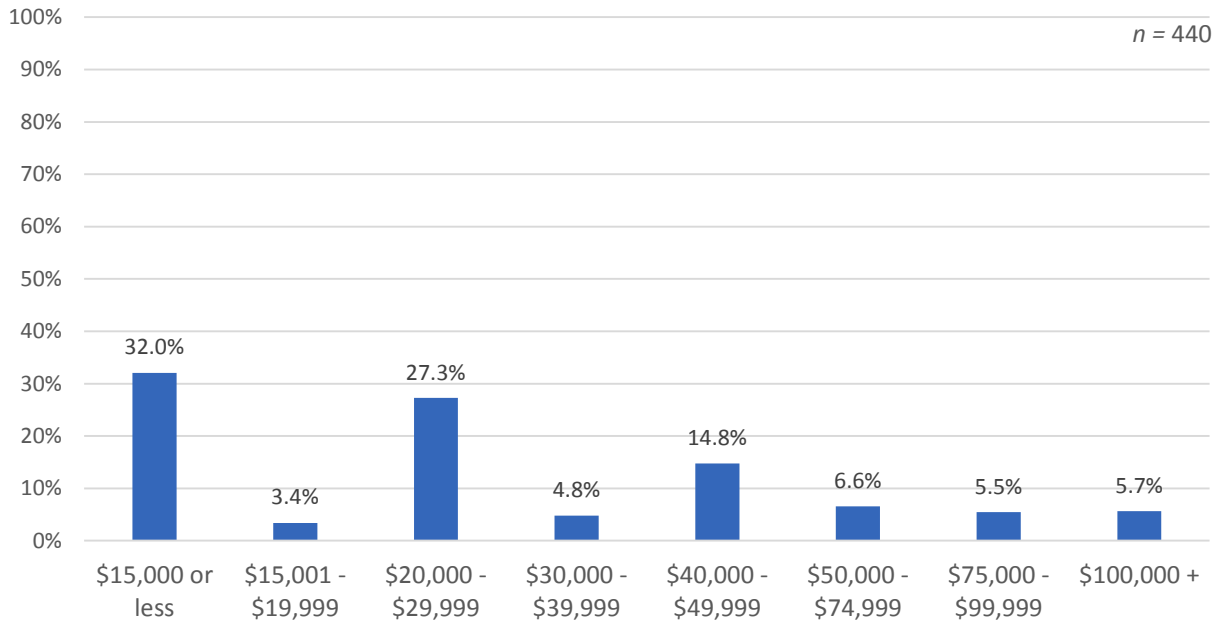
There has been very little change regarding income level among surveyed customers since FY 2018.

Exhibit 2.28a Annual household income – trends
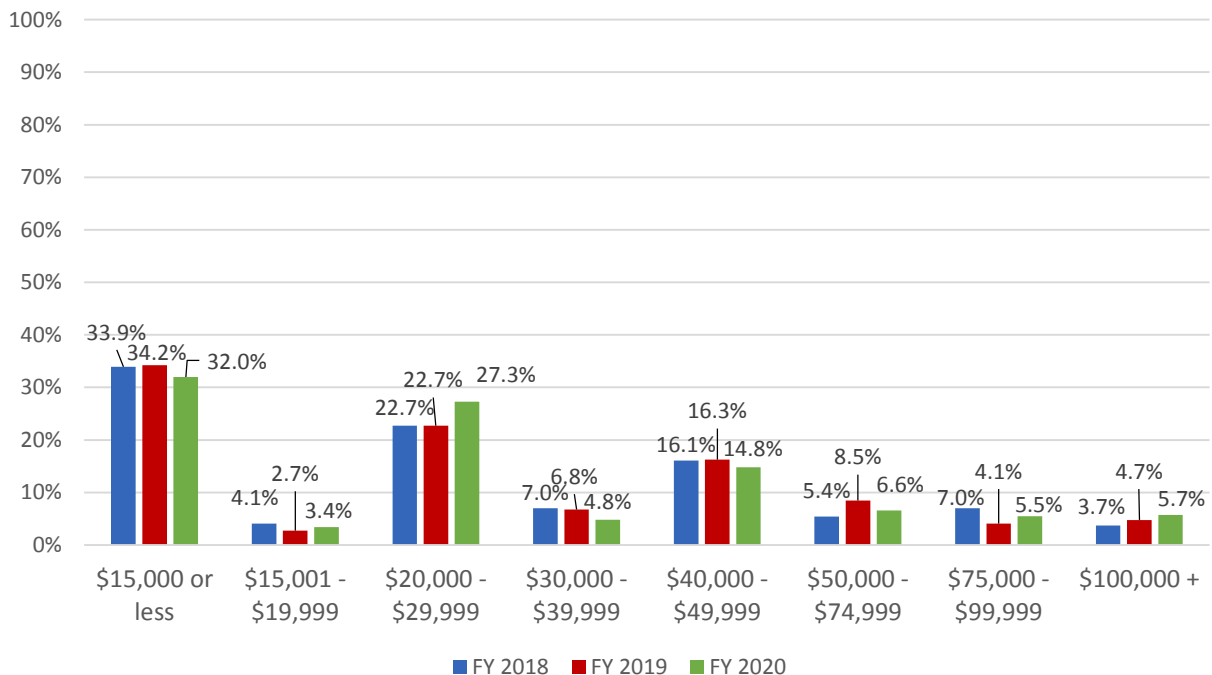
Exhibit 2.29 Household size
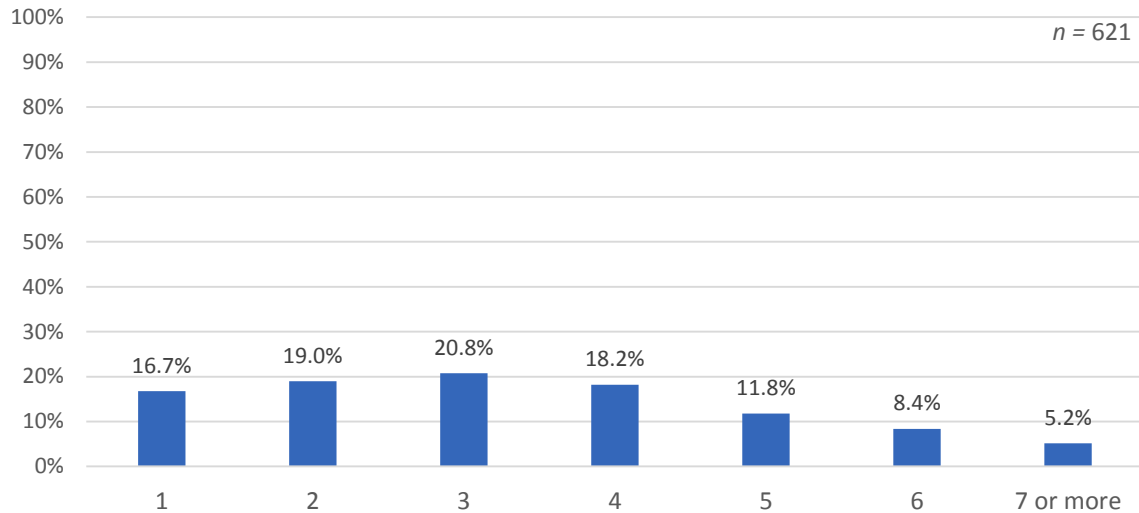
n = 621

Household size	Percentage
1	16.7%
2	19.0%
3	20.8%
4	18.2%
5	11.8%
6	8.4%
7 or more	5.2%

To promote inclusiveness, *Transgender (FTM)* and *Transgender (MTF)* were removed as response options, during this round of surveying.

Exhibit 2.30 Customer gender
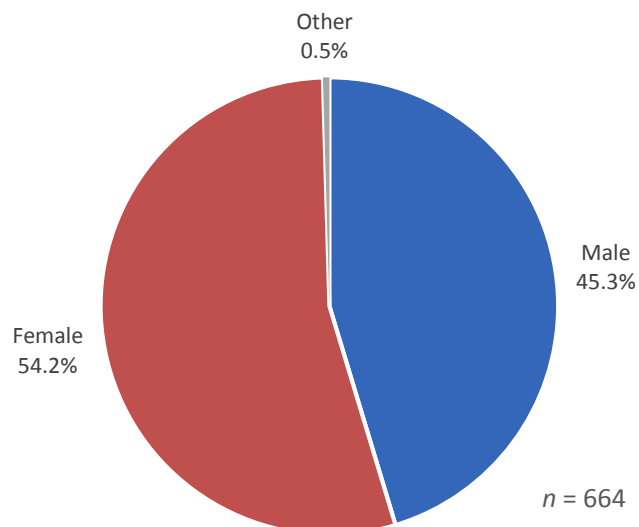
Other
0.5%

Male
45.3%

Female
54.2%

n = 664

Survey respondents generally reflected long-term customers, as 55.6 percent reported having ridden LBT for three years or more (including 41.8 percent who cited riding for five or more years).

Exhibit 2.30 Customer retention

Category	Percentage
Less than 6 months	17.8%
6 months to 1 year	9.2%
1-2 years	17.5%
3-4 years	13.8%
5 years or longer	41.8%

$n = 754$
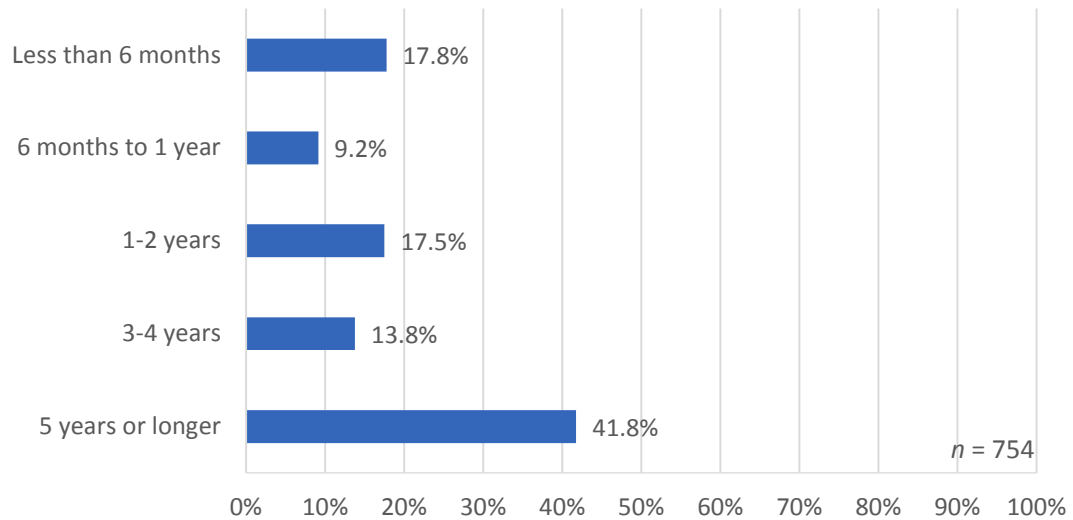
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3. Potential Customer Survey Findings

The latest LBT Potential Customer Survey was designed to solicit input from non-customers, defined as individuals living within LBT's primary service area who had not utilized LBT within the three months prior to survey contact. The potential customer survey assessed public awareness as well as perceptions of LBT, providing valuable information for future marketing and planning initiatives.

Survey Instrument Design
To encourage participation, an incentive was offered. Each person 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 Long Beach Transit 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-rider, confirming the target audience for the survey. If the respondent did not meet all of the criteria, they were thanked and the contact was concluded.

Data Collection
The FY 2020 potential customer survey was conducted using a dual methodology (intercept and online), resulting in 402 valid responses. Although more than 520 individuals attempted the survey, only 402 met the conditions of the qualifier questions. Nearly 90 percent of the survey sample was collected via intercept methodology. The survey was available online across a four-week period (August 26 to September 23, 2019). In-field surveying was conducted across a three-day period from Tuesday, September 3, 2019 through Thursday, September 5, 2019, at a variety of public locations throughout LBT's primary service area. Survey locations include 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 quality control 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 resides in Long Beach, works and attends school part-time.

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

- 53.2 percent rated LBT services as *excellent* or *good,* while 40.3 percent did not offer an opinion.
- *Bus operator safety* received a 97.6 percent favorable rating.
- *Security onboard* was the lowest-rated service attribute, with 17.3 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.*
- Nearly 46 percent of respondents reported they *might consider riding the bus*.
- 87.8 percent of the survey participants indicating recent use of the LBT website rated it as *very good* or *good.*

Analysis of individual survey questions follows.

Given the pool of respondents was limited to individuals reporting no recent use of LBT, 40 percent of non-customers were uncertain as to how to rate LBT services. However, when the sample data was adjusted to remove said individuals, the overall satisfaction rating for LBT by non-customers was nearly 90 percent (Exhibit 3.1.a). Overall satisfaction of non-customers has consistently been around 90 percent in recent surveys. For the current round of surveying, the rating trend showed a modest decrease to 89.9 percent (Exhibit 3.1.b).

Exhibit 3.1 Overall rating

n = 402

- Excellent: 14.9%
- Good: 38.3%
- Poor: 4.5%
- Very poor: 1.5%
- Don't know: 40.3%
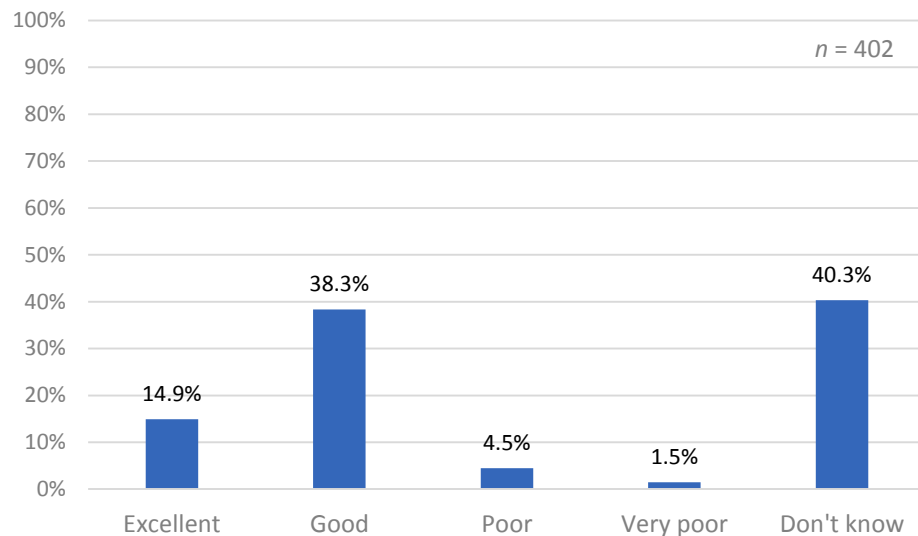
Exhibit 3.1.a Overall rating (adjusted)
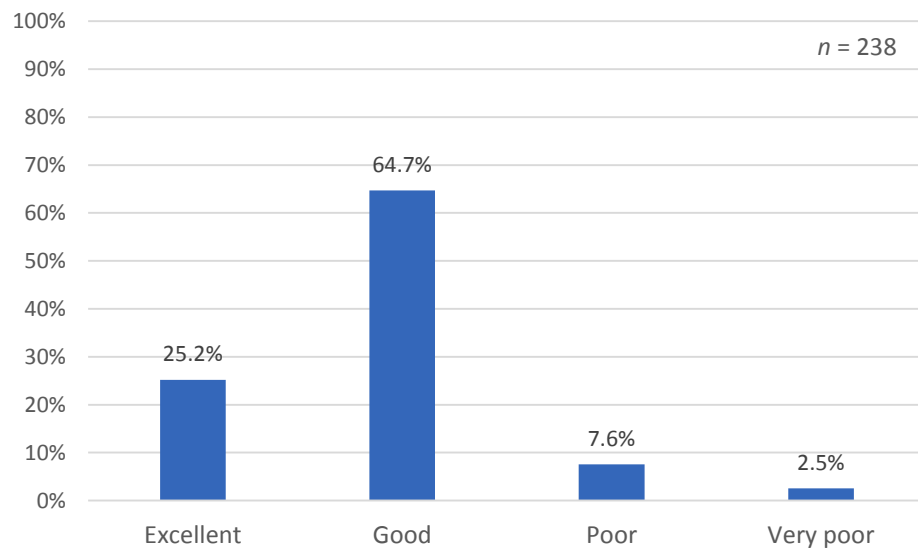
n = 238

- Excellent: 25.2%
- Good: 64.7%
- Poor: 7.6%
- Very poor: 2.5%

Exhibit 3.1.b Overall rating trend (adjusted)
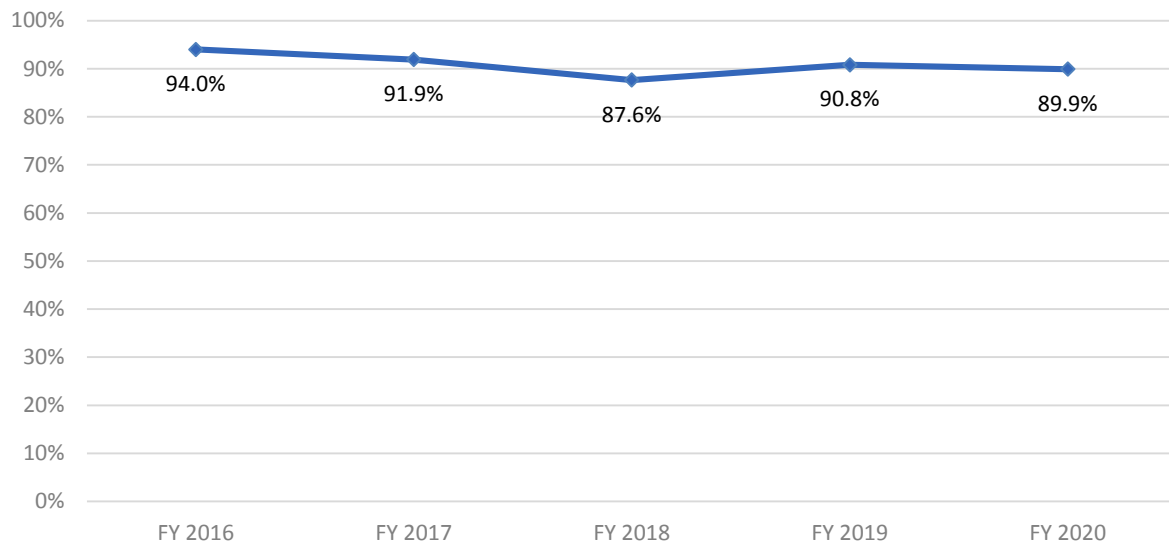
Exhibit 3.2 illustrates respondent ratings of service attributes, and indicates the number of individuals who rated each attribute as *excellent* or *good.* Non-customers gave favorable ratings to most service attributes. The highest-rated attributes were *bus operator safety* (97.6 percent) and *bus operator appearance* (96.7 percent). The lowest-rated attribute was *security onboard* (78.8 percent). This was compared to the rating of s*ecurity of Long Beach Transit* (72.4 percent) for FY 2019, (68.4 percent) for FY 2018, and (84.4%) for FY 2017, but could not be compared to survey efforts prior to FY 2017, 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* earned a rating of 71 percent.

Exhibit 3.2 Attribute Ratings

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
Bus operator safety	97%	99.4%	95.8%	96.8%	97.6%
Bus operator appearance	98%	97.6%	95.8%	96.3%	96.7%
Bus appearance	98%	93.6%	94.5%	93.7%	90.2%
Bus stop condition	92%	81.7%	83.7%	78.1%	81.7%
Security of LBT system	-	84.4%	68.4%	72.4%	78.8%

45

Exhibit 3.2.a Bus operator safety

97.0%   99.4%   95.8%   96.8%   97.6%
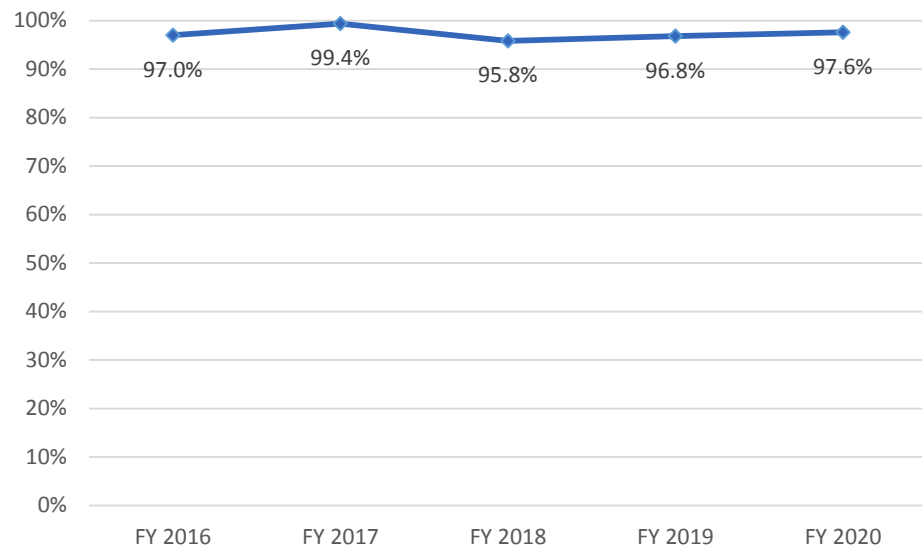
Exhibit 3.2.b Bus operator appearance
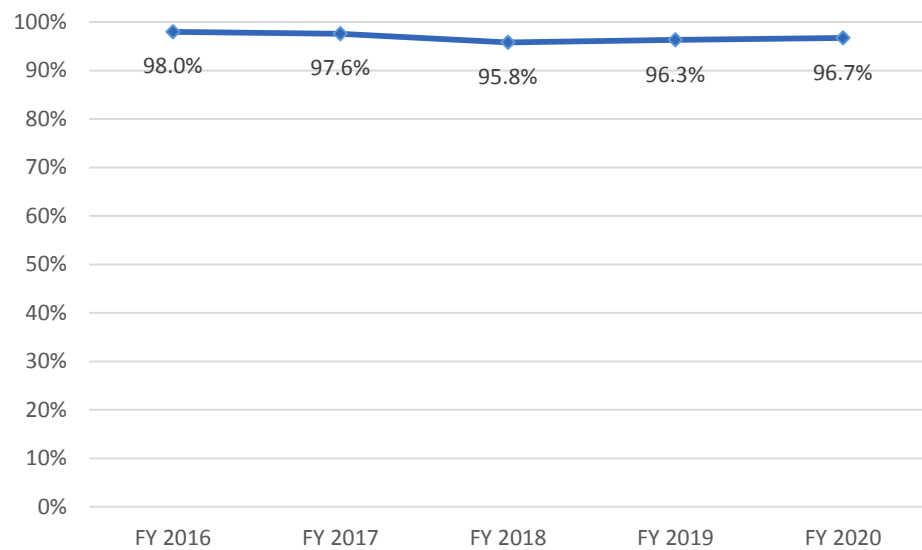
98.0%   97.6%   95.8%   96.3%   96.7%

46

Exhibit 3.2.c Bus appearance
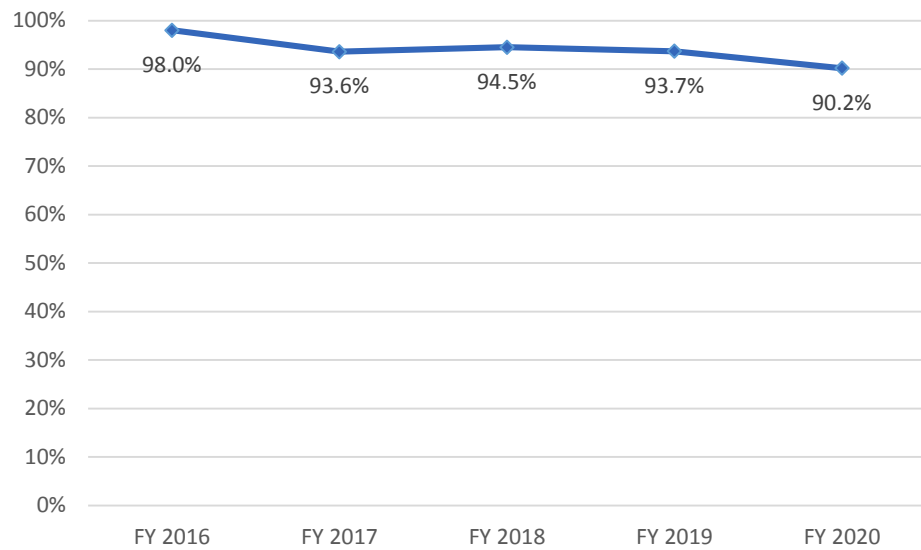
Exhibit 3.2.d Bus stop condition
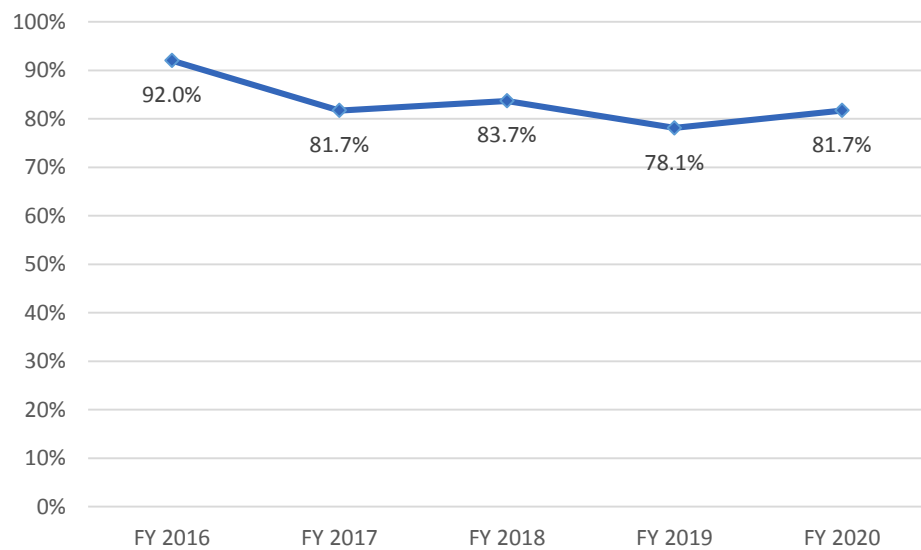
Exhibit 3.2.e Security of LBT system
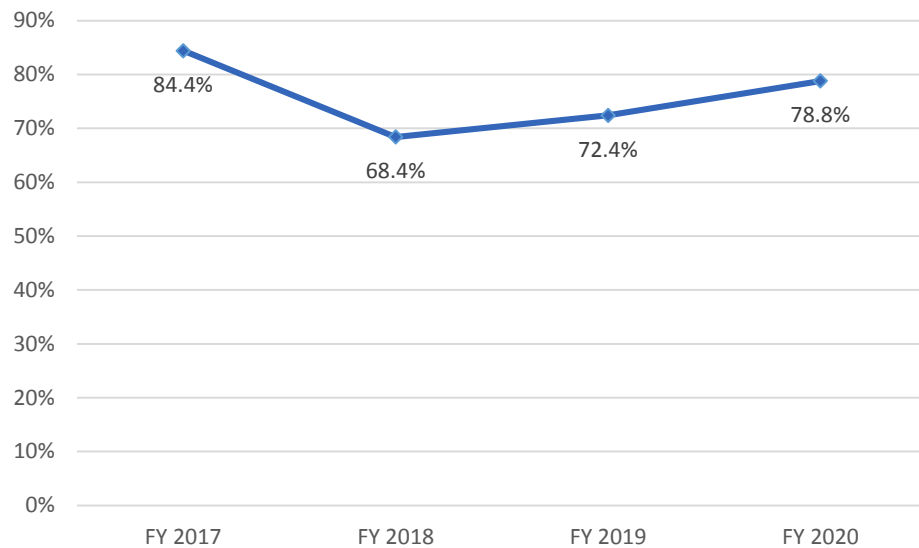
Exhibit 3.2.f Comparing attributes
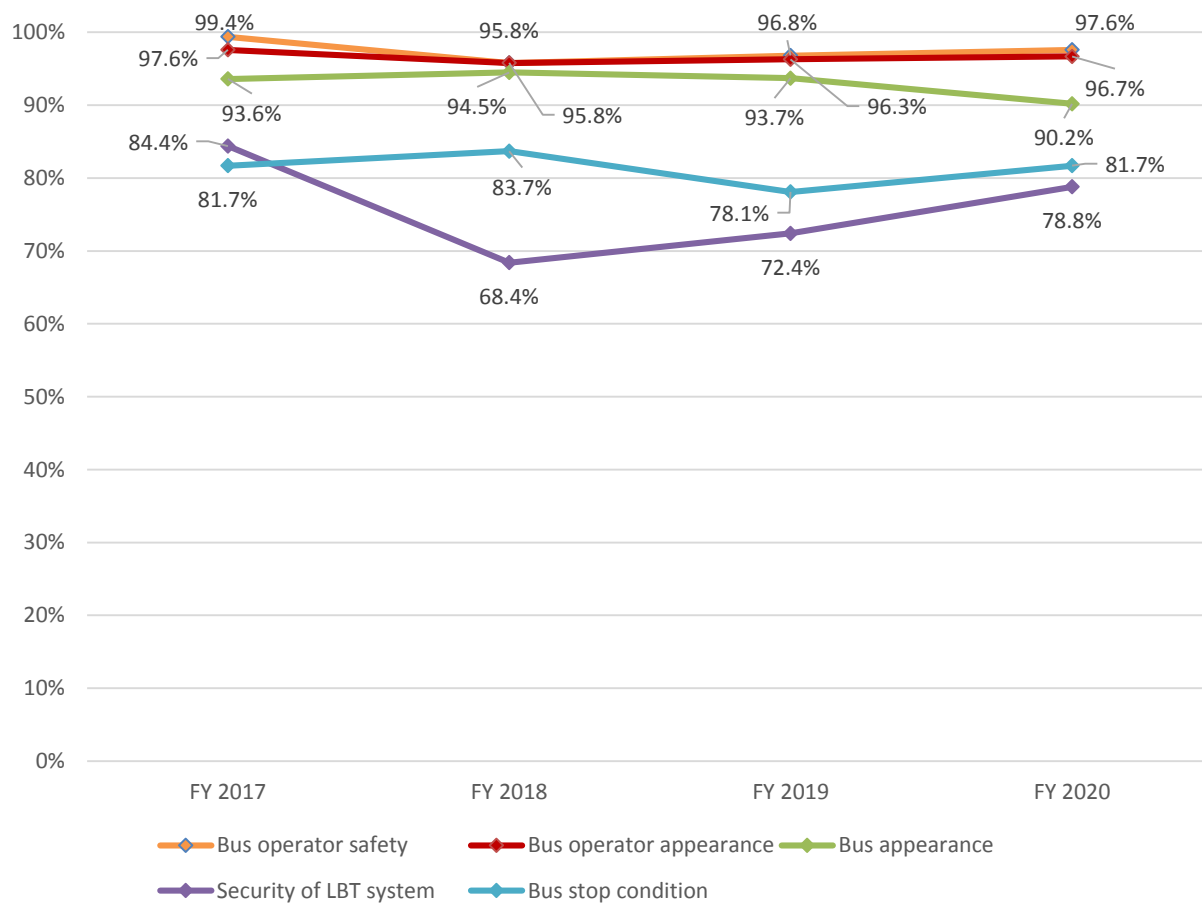
Bus operator safety   Bus operator appearance   Bus appearance
Security of LBT system   Bus stop condition

48

The number of respondents indicating some prior patronage of LBT decreased in FY 2020 (to 57.5 percent), compared with 59.1 percent in FY 2019. The FY 2018 total of former customers was 54.5 percent. In FY 2017, the total was 47 percent. The total for FY 2016 was nearly 66 percent.

Exhibit 3.3 Former customers
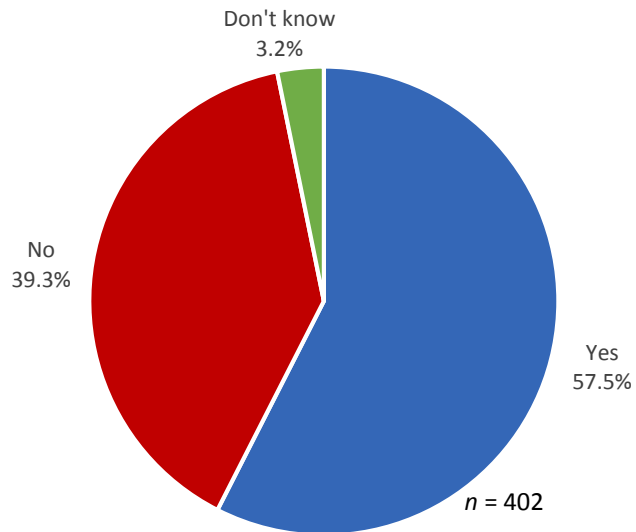
Of those respondents citing prior use of LBT, the three most common trip purposes were *school* (37.4 percent), *work* (24.8 percent) and *recreation/social* (14.3 percent). These three trip purposes were also the top responses in FY 2019.

Exhibit 3.4 Trip purpose: former customers
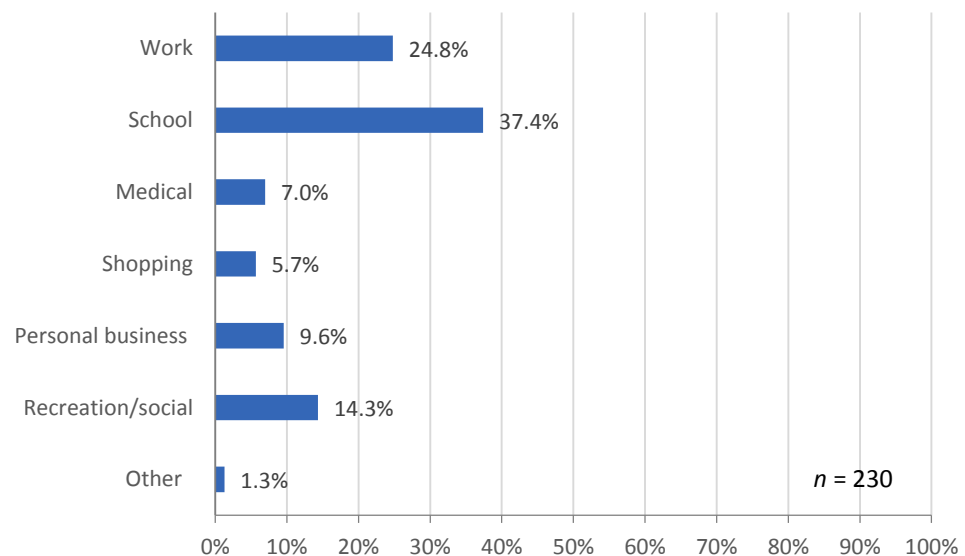
One-time customers were queried as to the primary reason for their discontinued use of LBT. The most common response in FY 2020 was *takes too long/quicker by car* (25.0 percent*)*, followed by *just prefer car/car more comfortable* (17.3 percent).

Exhibit 3.5 Reason for discontinued usage
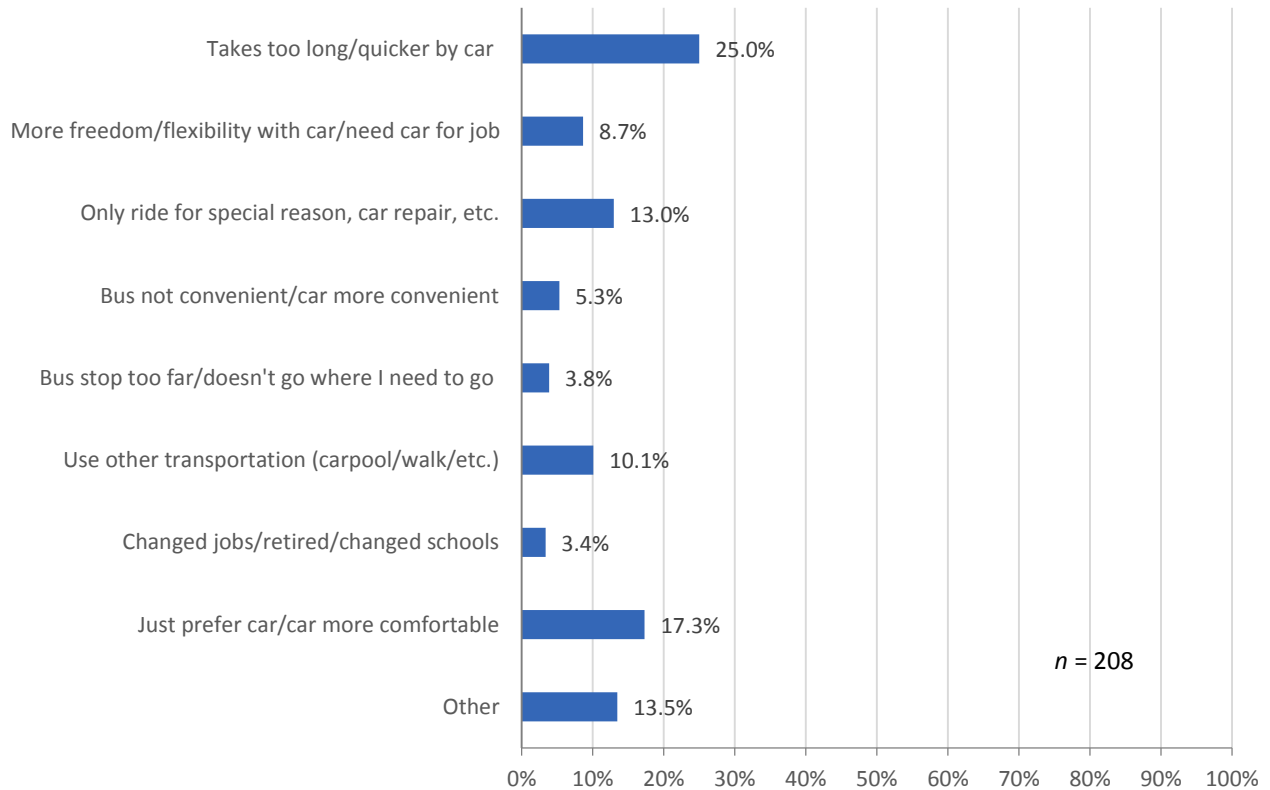
Reason	Percent
Takes too long/quicker by car	25.0%
More freedom/flexibility with car/need car for job	8.7%
Only ride for special reason, car repair, etc.	13.0%
Bus not convenient/car more convenient	5.3%
Bus stop too far/doesn't go where I need to go	3.8%
Use other transportation (carpool/walk/etc.)	10.1%
Changed jobs/retired/changed schools	3.4%
Just prefer car/car more comfortable	17.3%
Other	13.5%

n = 208

Survey participants identifying themselves as former LBT customers were asked to indicate any improvements LBT could introduce to regain their patronage. The number of respondents who cited *nothing* increased from 14.1 percent in FY 2019 to 16.5 percent in FY 2020.

The most frequently-cited potential improvement was *more buses/run more often* (46.8 percent), followed by *new routes* (27.3 percent).

Exhibit 3.6 Preferred improvements
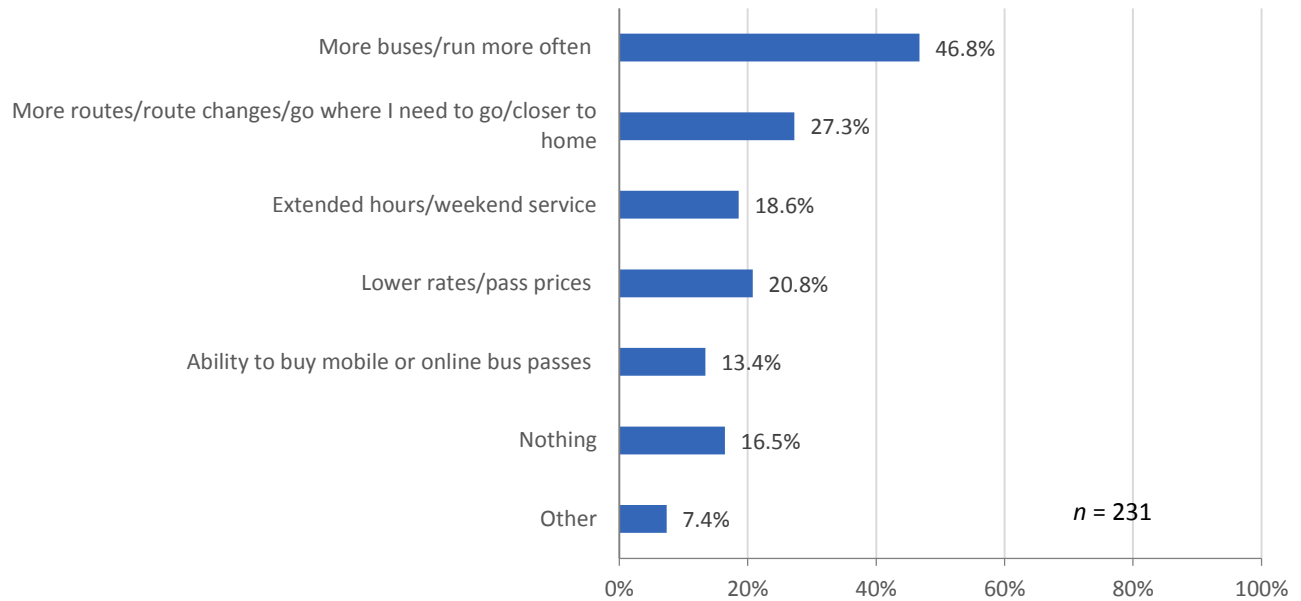
The most frequently cited barriers to potential use of public transit included *trip duration* (37.9 percent), and a need for *more frequent service* (21 percent). These were also the most common responses in the FY 2019 Community Survey cycle. The number of respondents who cited *safety issues* decreased from 9.6 percent in FY 2019 to 8.7 percent in FY 2020.

Despite these barriers, only 13.7 percent revealed they would not ride the bus under any circumstance. Nearly 46 percent would consider riding, while 41 percent reported they would ride only under special circumstances (e.g., gasoline shortage).

Exhibit 3.7 Barriers to usage
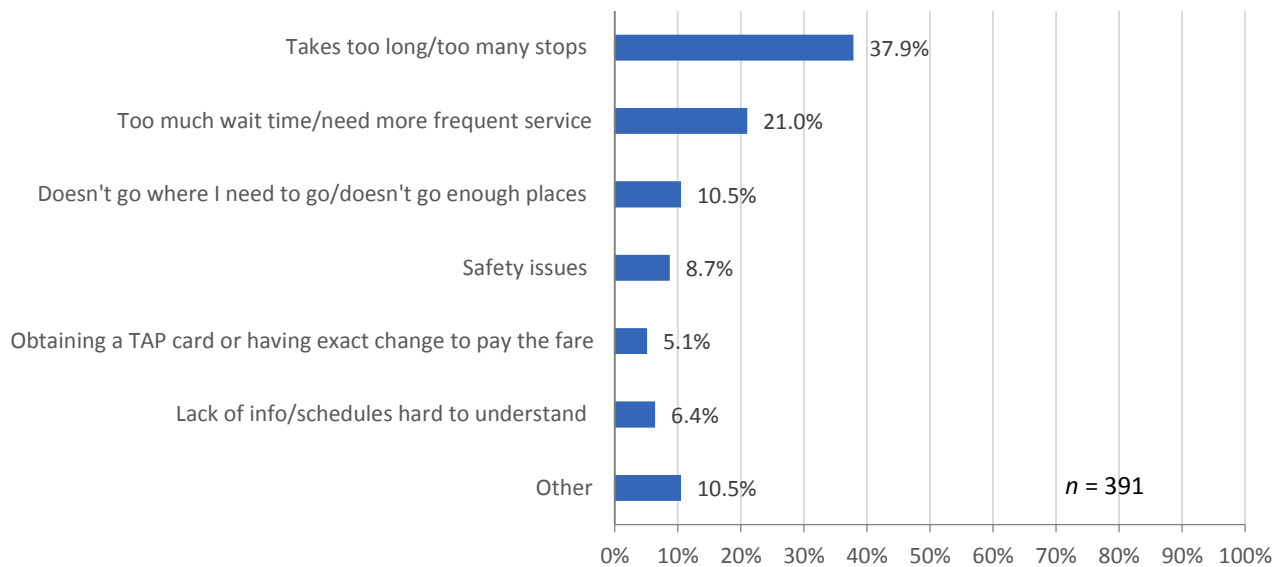
Exhibit 3.7.a Potential ridership

52
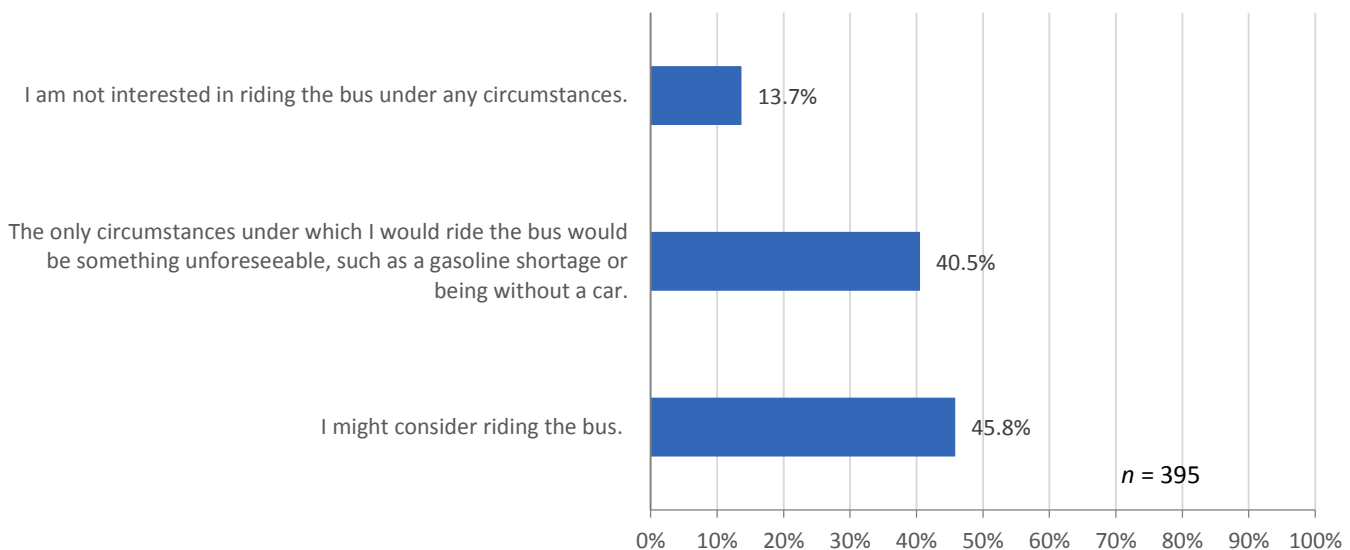
More than 60 percent indicated that the availability of easy-to-understand service information would increase the likelihood of usage of LBT.

Exhibit 3.8 Impact: availability/clarity of service information

n = 392

Category	Percentage
Very likely	28.6%
Somewhat likely	33.4%
Not very likely	18.4%
Not at all likely	5.4%
Don't know	14.3%
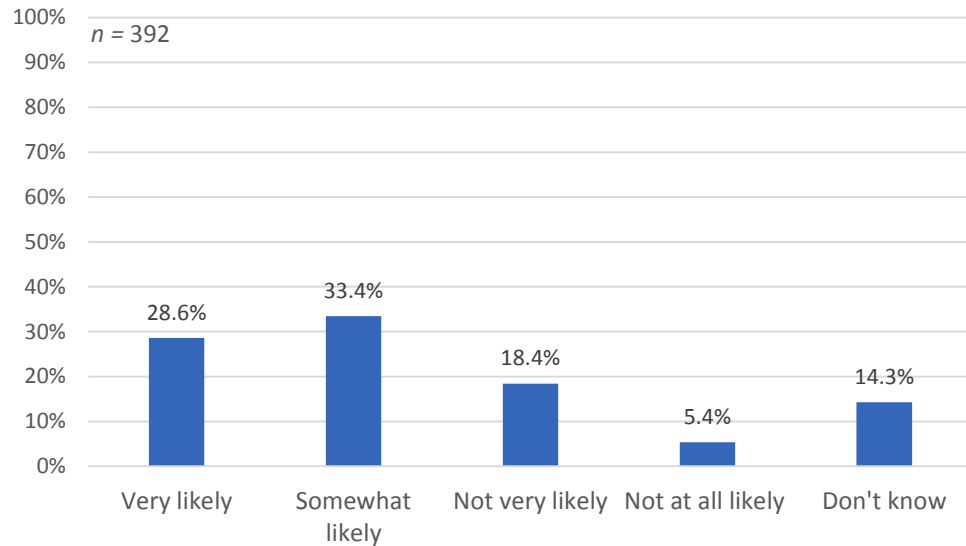
Potential increases in future gasoline pricing remains an important influencer regarding use of public transit. Among the current pool of respondents, the $5/gallon "price point" seems to be the "tipping point" for serious consideration of public transit as a travel alternative.

Exhibit 3.9 Impact: gas pricing
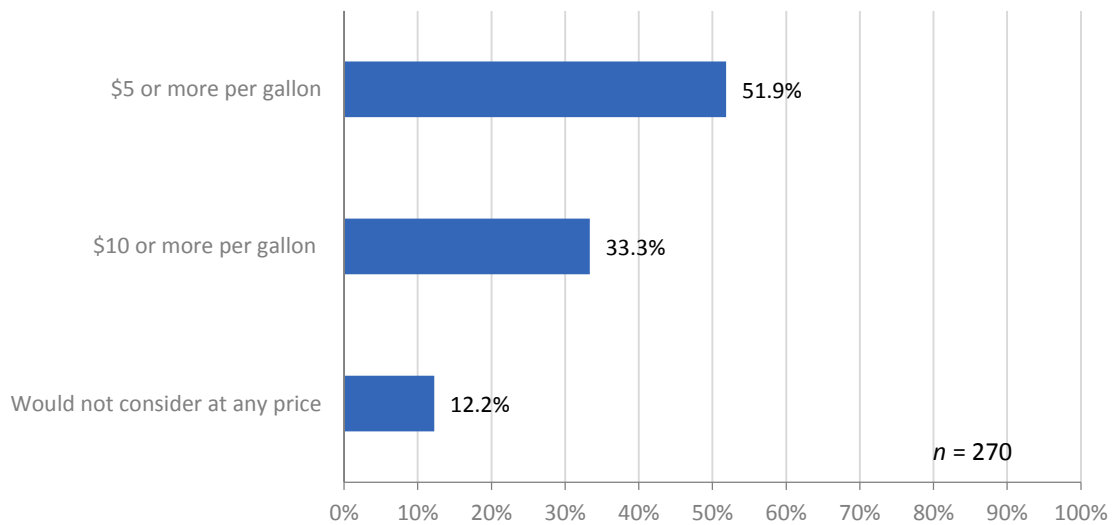
Category	Percentage
$5 or more per gallon	51.9%
$10 or more per gallon	33.3%
Would not consider at any price	12.2%

n = 270

The Internet remains the top resource for obtaining information about LBT (38.9 percent, lower than FY 2019, 49.6 percent).

Exhibit 3.10 Information source
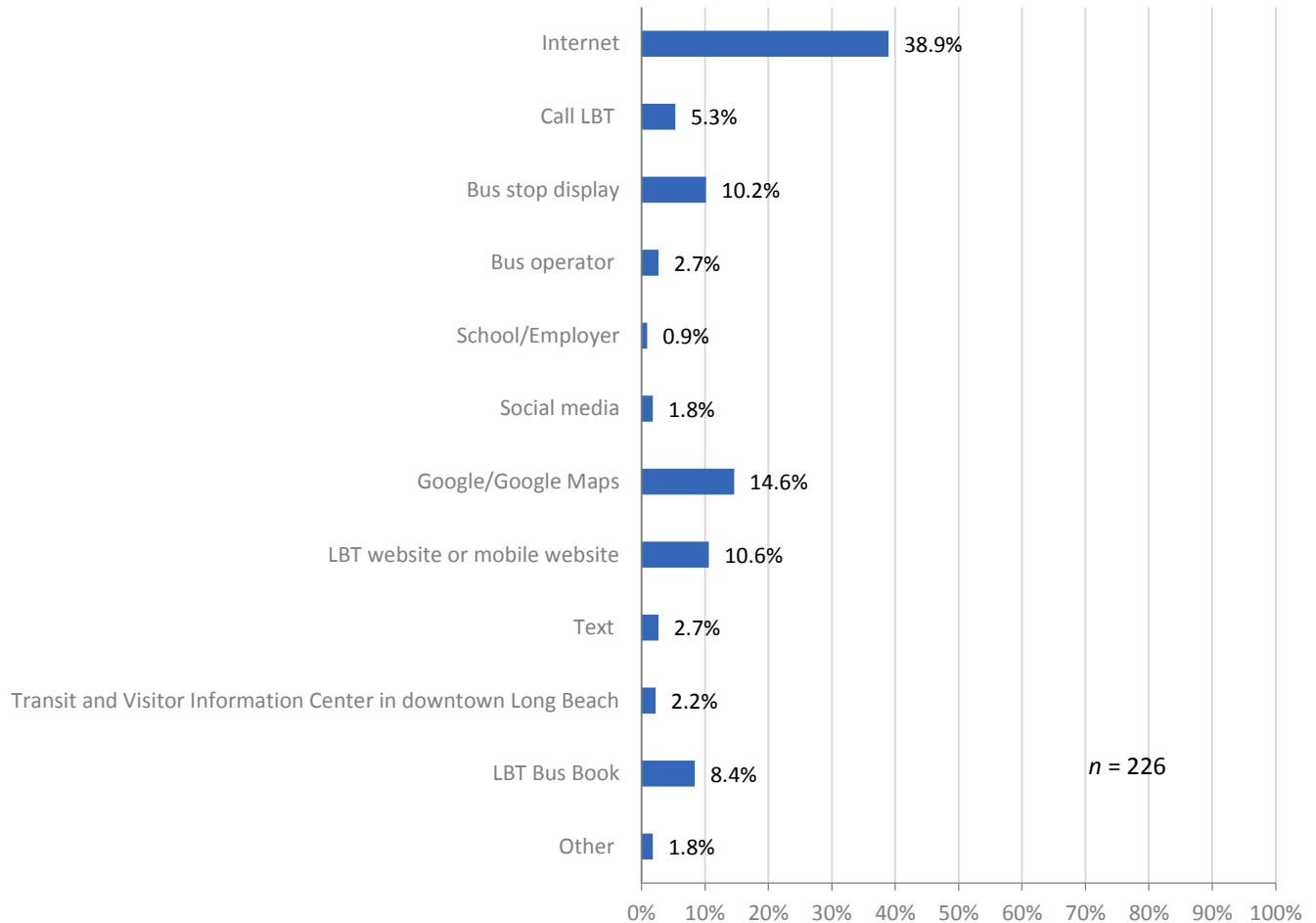
Source	Percentage
Internet	38.9%
Call LBT	5.3%
Bus stop display	10.2%
Bus operator	2.7%
School/Employer	0.9%
Social media	1.8%
Google/Google Maps	14.6%
LBT website or mobile website	10.6%
Text	2.7%
Transit and Visitor Information Center in downtown Long Beach	2.2%
LBT Bus Book	8.4%
Other	1.8%

n = 226

Approximately 88 percent of respondents indicated having Internet access (down from 90.2 percent in FY 2019). More than 65 percent reported having access via both personal computer/laptop and mobile device.

Exhibit 3.11 Internet access

No
11.5%

n = 384

Yes
88.5%
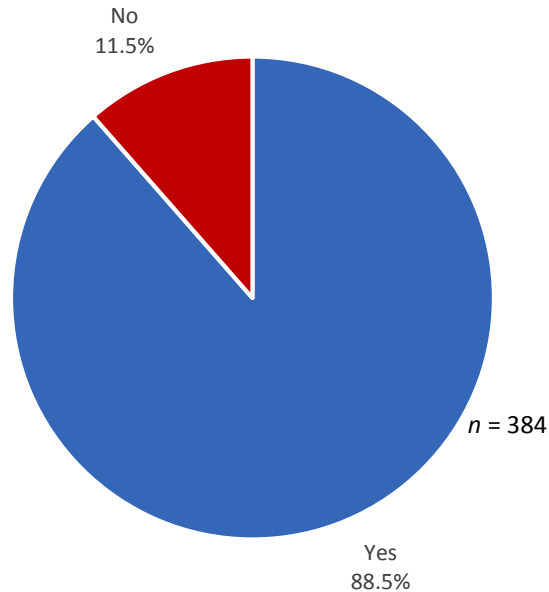
Exhibit 3.11.a Internet access source
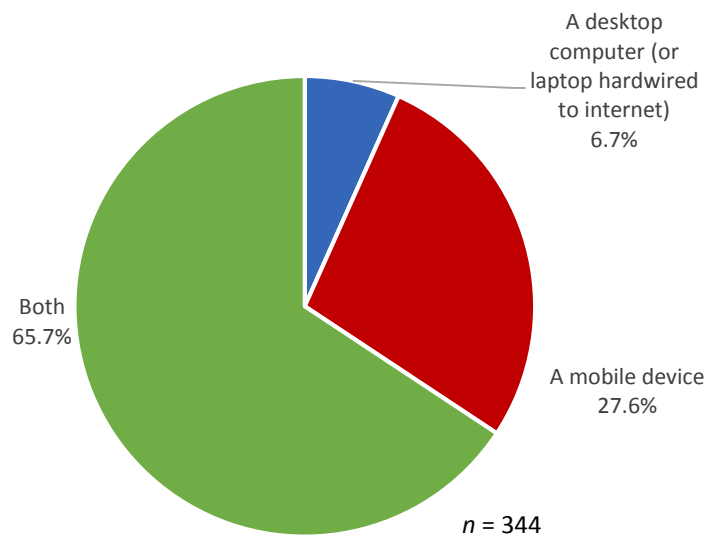
A desktop computer (or laptop hardwired to internet)
6.7%

Both
65.7%

A mobile device
27.6%

n = 344

There was a decrease in usage of the LBT website, declining from 33.8 percent in FY 2019 to 29.6 percent in FY 2020. However, of those survey participants who indicated some use of the LBT website, more than 87 percent rated it as *very good* or *good.* Just over 50 percent used it to gain general information, while 43.5 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 improvement, while an additional 8 percent indicated *ability to purchase tickets and passes.*

Exhibit 3.12 LBT site usage

Have visited the LBT website 29.6%

Have not visited the LBT website 70.4%

n = 388
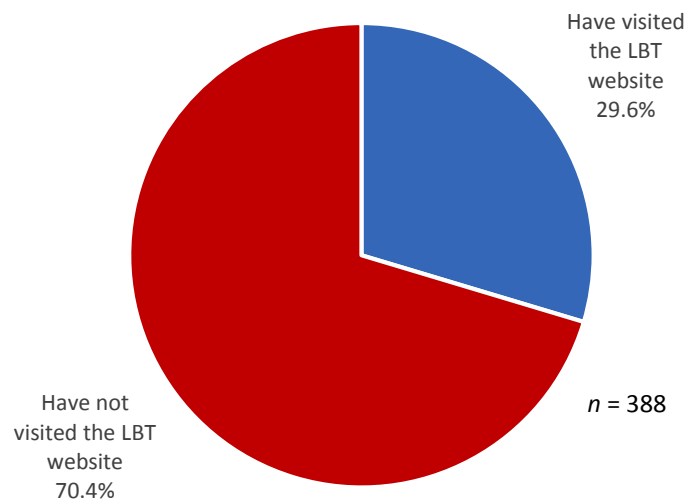
Exhibit 3.12.a Reason for site usage

To plan a trip	43.5%
To find out about services in general	50.4%
Other	10.4%

n = 115

56
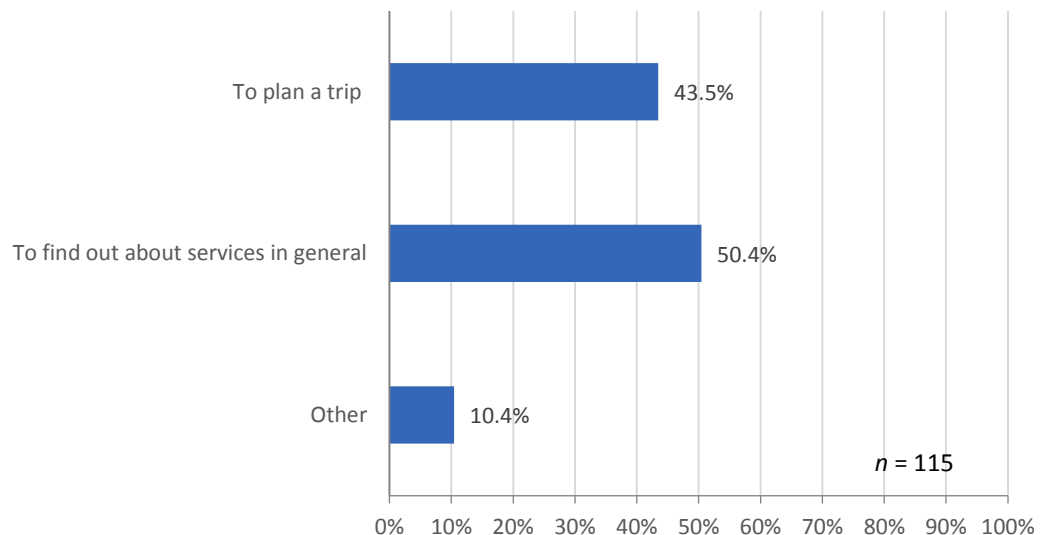
Exhibit 3.12.b LBT site: ease of use

Poor
8.7%

Very poor
2.6%

Very good
26.1%

n = 115

Good
61.7%
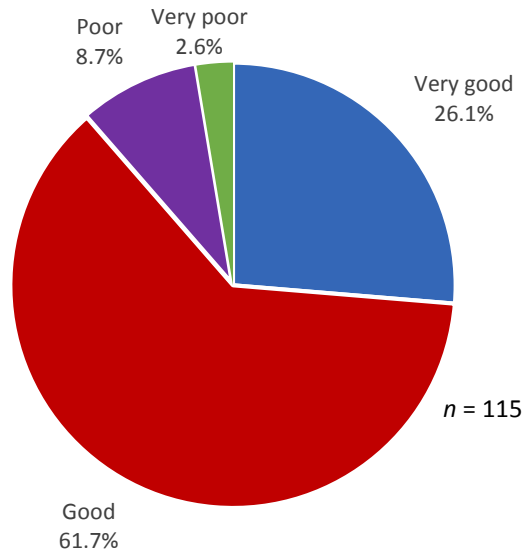
Exhibit 3.12.c LBT website improvements

Ability to
purchase tickets
and passes
21.4%

Other
7.1%

Wouldn't make
any changes
31.3%

n = 112

Live bus tracking
40.2%
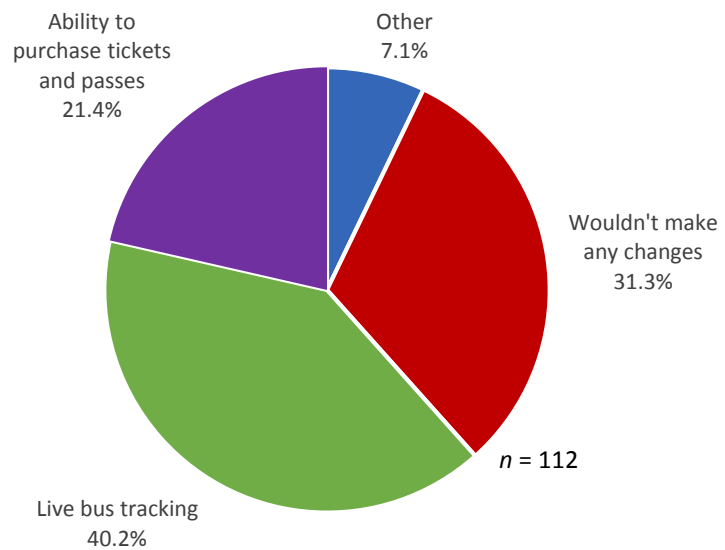
Nearly 50 percent of respondents indicated some level of awareness regarding LBT's real-time (predictive) bus arrival feature.

Exhibit 3.12.d Awareness of real-time arrival info

Not aware of real-time information 50.8%

Aware of real-time information 49.2%

n = 380
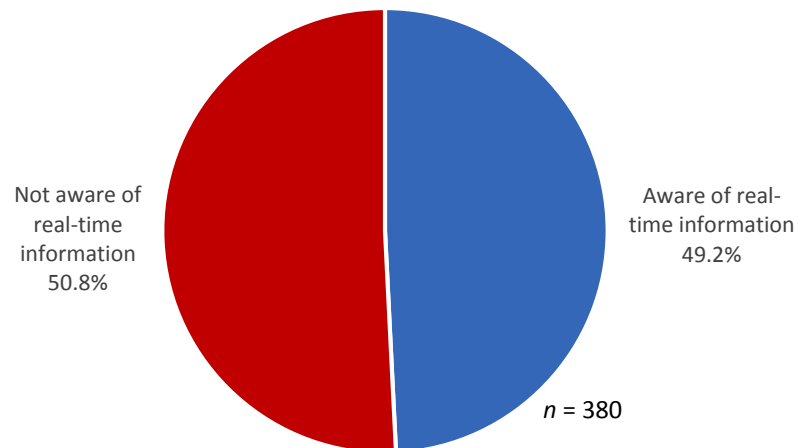
Potential customers were asked to rate four typical benefits regarding public transit usage (most important, second-most important and least important). The benefits and/or service attributes for ranking included *saves money compared to driving*, *lets you avoid traffic and parking problems*, *is good for the environment,* and *takes me where I want to go*. More than 45 percent identified *saves public money compared to driving* as the most important benefit, while 28.8 percent considered public transit taking them where they want to go least important.

Exhibit 3.13 Level of importance

Saves money compared with driving: Most important 45.7%, Second-most important 30.1%, Least important 24.3%

Lets you avoid traffic and parking problems: Most important 32.9%, Second-most important 35.8%, Least important 31.2%

Is good for the enviornment: Most important 26.2%, Second-most important 36.9%, Least important 36.9%

Takes me where I want to go: Most important 45.5%, Second-most important 25.8%, Least important 28.8%

■ Most important ■ Second-most important ■ Least important

58

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, response options 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 using LBT to travel to the airport decreased slightly from 42.6 percent in FY 2019 to 42.4 percent in FY 2020.

Exhibit 3.14 Access to airport
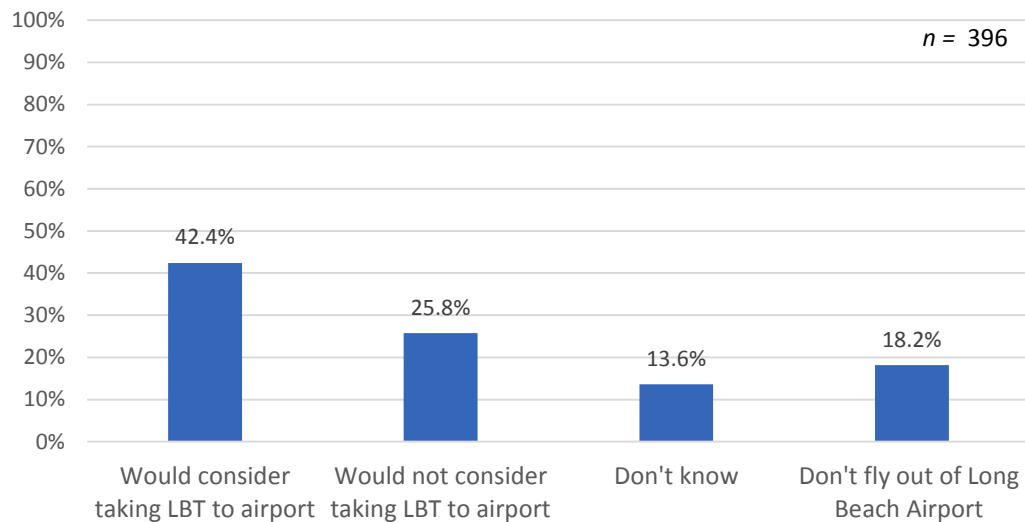
The balance of the survey focused on participant demographics. Among the key findings:

- Nearly half (49.3 percent) of survey respondents reported being between age 18 and 24.
- Sixty-two percent of respondents self-identified as female.
- Nearly 50 percent self-identified as Hispanic.
- 37.6 percent reported being employed full- or part-time, while 46.1 percent reported being a full- or part-time student.
- 10.7 percent of surveys were taken in Spanish.
- Fifty percent cited Long Beach as the city in which they work or attend school; Carson was the second-most commonly cited city (2.2 percent).
- Nearly half reported an annual household income under $30,000 (49.4 percent).

Exhibit 3.15 Respondent age
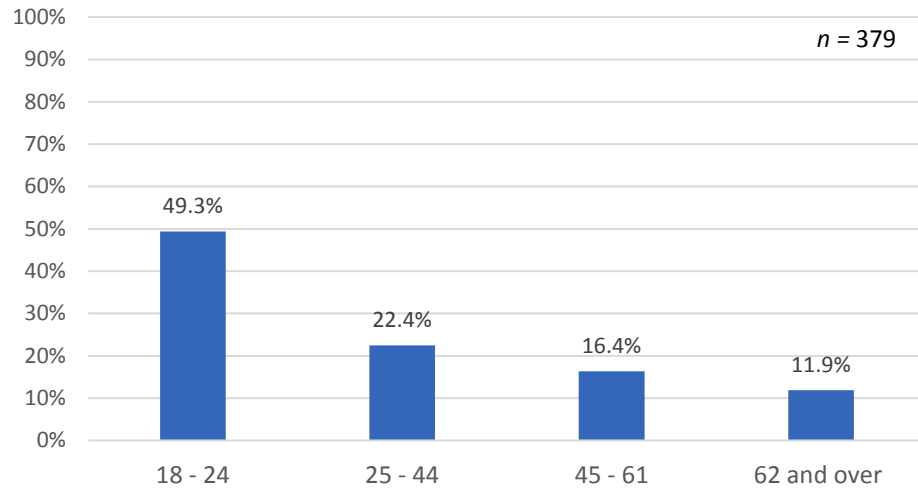
To promote inclusiveness, *Transgender (FTM)* and *Transgender (MTF)* were removed as response options, during this round of surveying.

Exhibit 3.16. Gender
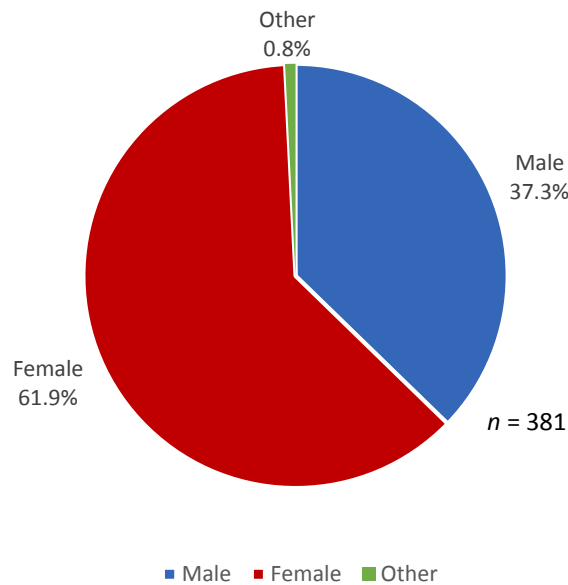
Exhibit 3.17 Ethnicity

Ethnicity	Percentage
Asian/Pacific Islander	21.4%
Caucasian	16.9%
African-American	12.9%
Hispanic/Latino	49.3%
Other	0.3%

n = 373
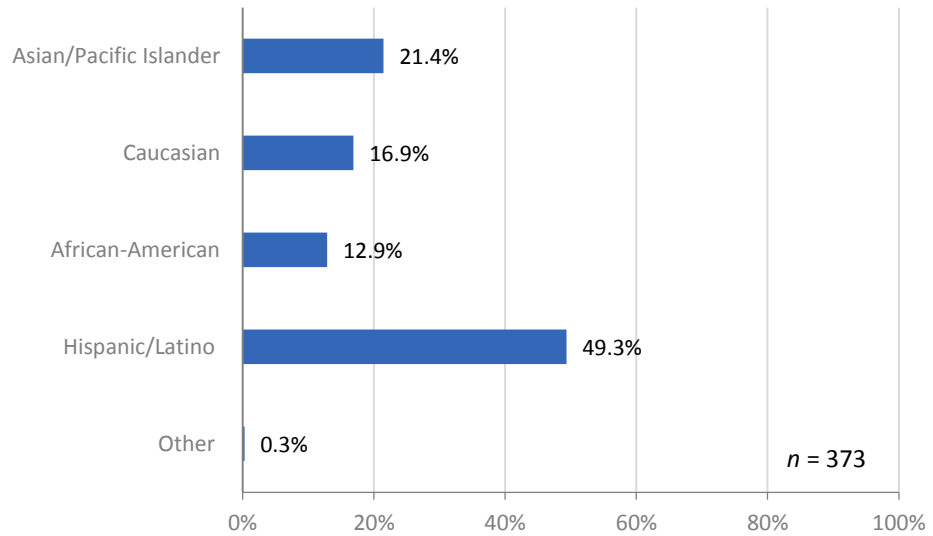
Exhibit 3.18 Employment status[2]

Employment status	Percentage
Employed (full- or part-time)	37.6%
Student (full- or part-time)	46.1%
Unemployed, looking for work	8.3%
Not employed outside home/homemaker	3.5%
Retired	14.7%

n = 375
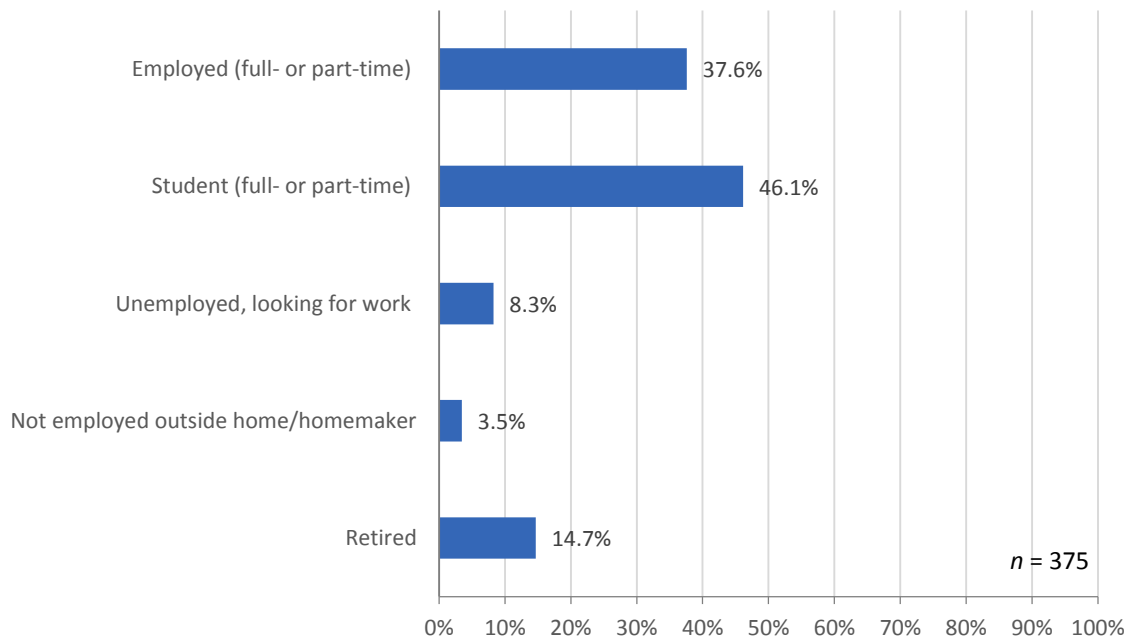
[2] The unemployment rate for the city of Long Beach just prior to the time of the survey (August 2019) was 4.0 percent. The rate of unemployment among community respondents was 8.3 percent which was 4.3 percent higher than the city average.

Nearly 90 percent of respondents chose to complete the survey in English.

Exhibit 3.19 Survey Language
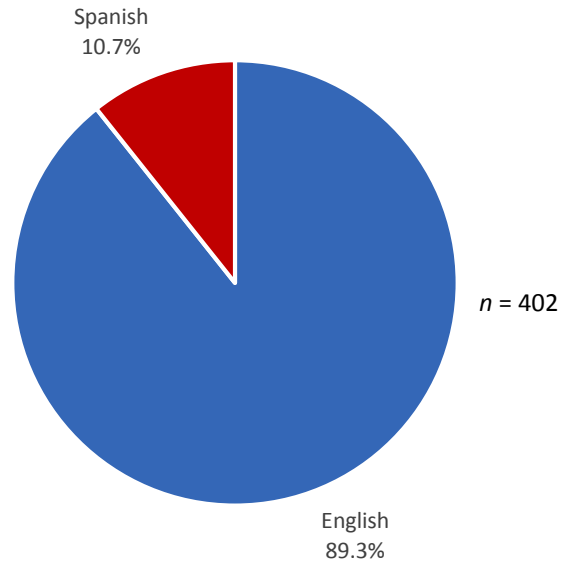
Spanish
10.7%

n = 402

English
89.3%

Exhibit 3.20 City of employment/education

City	Percentage
Anaheim	0.2%
Bellflower	0.2%
Buena Park, Norwalk	0.2%
Carson	2.2%
Carson, Fullerton	0.2%
Cerritos	1.7%
Downey	0.2%
El Monte	0.2%
El Segundo	0.2%
Fullerton	0.2%
Long Beach, Fullerton	0.2%
Garden Grove	0.2%
Gardena	0.5%
Glendale	0.2%
Huntington Beach	0.2%
Huntington Park	0.2%
Irvine	0.7%
Lakewood	0.5%
Long Beach	50.0%
Long Beach & Anaheim	0.2%
Long Beach & Buena Park	0.2%
Long Beach & Cerritos	0.2%
Long Beach & Commerce	0.2%
Long Beach & Downey	0.7%
Long Beach & Huntington Beach	0.2%
Long Beach & Irvine	0.2%
Long Beach & Los Alamitos	0.2%
Long Beach & Newport Beach	0.5%
Long Beach, Norwalk	0.2%
Long Beach, Redondo Beach	0.2%
Long Beach, Seal Beach	0.2%
Long Beach, Whittier	0.2%
Los Angeles	1.7%
Lynwood	0.2%
Newport Beach	0.5%
Palos Verdes	0.2%
Paramount	0.2%
Pasadena	0.2%
Seal Beach	0.2%
South El Monte	0.2%
Torrance	1.2%
Wilmington	0.2%

n = 402

63

Exhibit 3.21 Household income
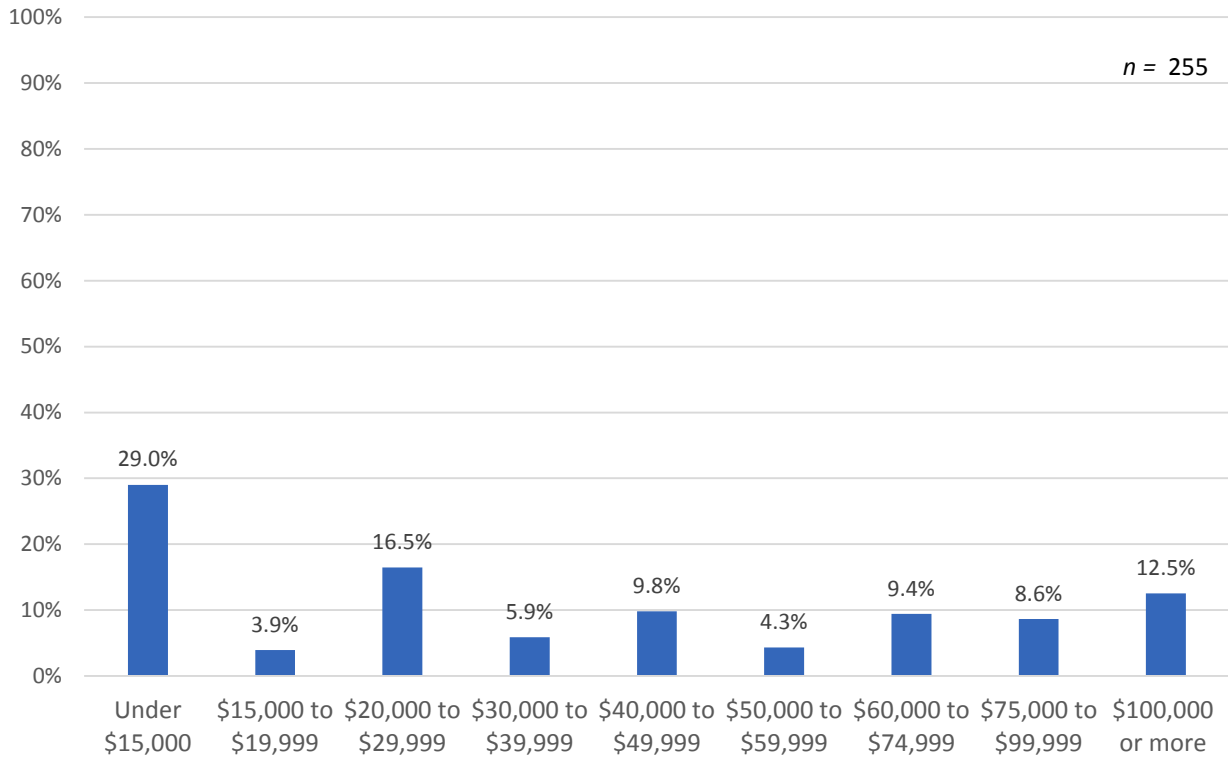
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4. Customer Survey Instrument

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For surveyor use only:

Date _____   Time _____

Route _____   MD: CN CR WC MS WK

FY 2019/2020 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:

ORIGIN → Route 1 → Transfer to → Route 45 → DESTINATION

Note: Your trip may look different!
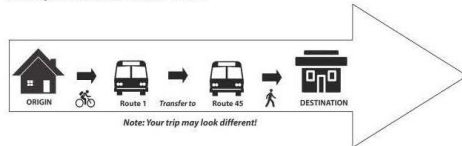
Section 1: Tell us about THIS ONE-WAY TRIP.

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	❑	❑	❑	❑
Safe operation of bus by bus operator	❑	❑	❑	❑
Cleanliness of bus	❑	❑	❑	❑
Buses run on schedule	❑	❑	❑	❑
Convenience of routes	❑	❑	❑	❑
Reasonableness of fares	❑	❑	❑	❑
Information provided to customers	❑	❑	❑	❑
Condition of bus stops	❑	❑	❑	❑
Convenience of bus stops	❑	❑	❑	❑
Appearance of bus operators	❑	❑	❑	❑
Quality of telephone information	❑	❑	❑	❑
Frequency of service	❑	❑	❑	❑
Information at bus stops	❑	❑	❑	❑

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	❑	❑	❑	❑
LBT's response to security concerns at its bus stops	❑	❑	❑	❑
Response of Long Beach Police if needed on a bus	❑	❑	❑	❑
Response of Long Beach Police if needed at a bus stop	❑	❑	❑	❑

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/　❑ Other (specify):
   　　looking for work　_____
   - ❑ 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

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.*

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5. Customer Survey Frequencies

Language:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	700	91.4	91.6	91.6
	Spanish	64	8.4	8.4	100.0
	Total	764	99.7	100.0	
Missing	System	2	0.3		
Total		766	100.0		

Date the surveyed trip was taken:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9/10/19	325	42.4	42.4	42.4
	9/11/19	290	37.9	37.9	80.3
	9/12/19	151	19.7	19.7	100.0
	Total	766	100.0	100.0	

Time the surveyed trip was taken:

		Frequency	Percent	Valid Percent
Valid	Before 7:00 a.m.	30	3.9	3.9
	7:00 a.m. - 9:59 a.m.	115	15.0	15.0
	10:00 a.m. - 11:59 a.m.	95	12.4	12.4
	12:00 p.m. - 1:59 p.m.	185	24.2	24.2
	2:00 p.m. - 3:59 p.m.	181	23.6	23.6
	After 4:00 p.m.	158	20.6	20.6
	Total	766	100.0	100.0

What route was this survey taken on?

		Frequency	Percent	Valid Percent
Valid	1	25	3.3	3.3
	21/22	46	6.0	6.0
	45/46	49	6.4	6.4

	Frequency	Percent	
51/52	52	6.8	6.8
61	69	9.0	9.0
71/72	30	3.9	3.9
81	6	0.8	0.8
91/32/93/94	95	12.4	12.4
96	19	2.5	2.5
101/103	40	5.3	5.3
102/104	18	2.3	2.3
111/112	28	3.7	3.7
121	37	4.8	4.8
131	9	1.2	1.2
151	12	1.6	1.6
171	42	5.5	5.5
172/173/174	78	10.2	10.2
176	16	2.1	2.1
181/182	10	1.3	1.3
191/192	73	9.5	9.5
Passport	12	1.6	1.6
Total	766	100.0	100.0

Did survey taker use a mobility device?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes - Cane	2	0.3	50.0	50.0
	Yes - Walker	2	0.3	50.0	100.0
	Total	4	0.5	100.0	
Missing	System	762	99.5		
Total		766	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	218	28.5	32.3	32.3
	No	457	59.7	67.7	100.0
	Total	675	88.1	100.0	
Missing	System	91	11.9		
Total		766	100.0		

What bus/rail system & route?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		651	85.0	85.0	85.0
	LADOT 142	2	0.3	0.3	85.2
	LBT 1	1	0.1	0.1	85.4
	LBT 101/103	2	0.3	0.3	85.6
	LBT 101/103 to 61	1	0.1	0.1	85.8
	LBT 102/104	4	0.5	0.5	86.3
	LBT 102/104 to 21/22	1	0.1	0.1	86.4
	LBT 111/112	1	0.1	0.1	86.6
	LBT 121	3	0.4	0.4	86.9
	LBT 131	1	0.1	0.1	87.1
	LBT 151	1	0.1	0.1	87.2
	LBT 171	4	0.5	0.5	87.7
	LBT 171 and 175	1	0.1	0.1	87.9
	LBT 171 to 191/192	1	0.1	0.1	88.0
	LBT 172/173/174	2	0.3	0.3	88.3
	LBT 172/173/174 and LBT 176	1	0.1	0.1	88.4
	LBT 191/192	3	0.4	0.4	88.8
	LBT 191/192 and LBT 111/112	1	0.1	0.1	88.9
	LBT 191/192 and LBT 45/46	1	0.1	0.1	89.0
	LBT 21/22	7	0.9	0.9	89.9
	LBT 21/22 to 45/46	1	0.1	0.1	90.1
	LBT 45/46	5	0.7	0.7	90.7
	LBT 45/46 to 61	1	0.1	0.1	90.9
	LBT 51/52	2	0.3	0.3	91.1
	LBT 51/52 to 101/103	2	0.3	0.3	91.4
	LBT 61	5	0.7	0.7	92.0
	LBT 61 and Metro 260	1	0.1	0.1	92.2
	LBT 71/72	3	0.4	0.4	92.6
	LBT 91/92/93/94	5	0.7	0.7	93.2
	LBT 91/92/93/94 and 96	1	0.1	0.1	93.3

		Frequency	Percent	Valid Percent	Cumulative Percent
	LBT 91/92/93/94 to 121 to 131	1	0.1	0.1	93.5
	Metro	4	0.5	0.5	94.0
	Metro 130	1	0.1	0.1	94.1
	Metro 232	2	0.3	0.3	94.4
	Metro 232 to LBT 121 to 131	1	0.1	0.1	94.5
	Metro 260	1	0.1	0.1	94.6
	Metro 460	1	0.1	0.1	94.8
	Metro 860	4	0.5	0.5	95.3
	Metro Blue Line	12	1.6	1.6	96.9
	Metro Green Line	4	0.5	0.5	97.4
	Metro Green Line to Metro Blue Line	1	0.1	0.1	97.5
	Metro Rail	2	0.3	0.3	97.8
	OCTA	2	0.3	0.3	98.0
	OCTA 30 and Metro 860	1	0.1	0.1	98.2
	OCTA 42 and LBT 171	1	0.1	0.1	98.3
	OCTA 50	3	0.4	0.4	98.7
	OCTA 560	3	0.4	0.4	99.1
	Torrance Transit	1	0.1	0.1	99.2
	Torrance Transit 3	4	0.5	0.5	99.7
	Torrance Transit 6	2	0.3	0.3	100.0
	Total	766	100.0	100.0	

How did you pay for the surveyed trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	45	5.9	6.0	6.0
	Cash	320	41.8	42.8	48.8
	Stored Value on TAP	94	12.3	12.6	61.4
	1-Day Pass	36	4.7	4.8	66.2
	5-Day Pass	6	0.8	0.8	67.0
	30-Day Pass	55	7.2	7.4	74.3
	Student 30-Day Pass	25	3.3	3.3	77.7
	CSULB Pass on TAP	120	15.7	16.0	93.7
	County-Wide EZ Transit Pass	11	1.4	1.5	95.2

		Frequency	Percent	Valid Percent	Cumulative Percent
	Belmont Shore Employee Pass	6	0.8	0.8	96.0
	One-Ride Pass	6	0.8	0.8	96.8
	Free	19	2.5	2.5	99.3
	Interagency Transfer	1	0.1	0.1	99.5
	MTA Token	4	0.5	0.5	100.0
	Total	748	97.7	100.0	
Missing	System	18	2.3		
Total		766	100.0		

Other:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		721	94.1	94.1	94.1
	5 Day Reduced Fare	1	0.1	0.1	94.3
	Access Pass	14	1.8	1.8	96.1
	City of Long Beach Employee Pass	3	0.4	0.4	96.5
	Disability Pass	2	0.3	0.3	96.7
	LBCC Student TAP	15	2.0	2.0	98.7
	LBT App	5	0.6	0.6	99.2
	Long Beach Park Recreation I.D.	1	0.1	0.1	99.3
	Senior TAP	2	0.3	0.3	99.7
	U-Pass	2	0.3	0.3	100.0
	Total	766	100.0	100.0	

How long have you used Long Beach Transit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 6 months	134	17.5	17.8	17.8
	6 months to 1 year	69	9.0	9.2	26.9
	1-2 years	132	17.2	17.5	44.4
	3-4 years	104	13.6	13.8	58.2
	5 years or longer	315	41.1	41.8	100.0
	Total	754	98.4	100.0	
Missing	System	12	1.6		
Total		766	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	12	1.6	1.6	1.6
	Work	315	41.1	41.9	43.5
	Medical	29	3.8	3.9	47.4
	Recreation/Social	37	4.8	4.9	52.3
	School	280	36.6	37.3	89.6
	Shopping	27	3.5	3.6	93.2
	Personal Business	51	6.7	6.8	100.0
	Total	751	98.0	100.0	
Missing	System	15	2.0		
Total		766	100.0		

Other:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		756	98.7	98.7	98.7
	All of the Above	6	0.8	0.8	99.5
	All of the Above, Minus Work	1	0.1	0.1	99.6
	Getting Home	3	0.4	0.4	100.0
	Total	766	100.0	100.0	

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

		Frequency	Percent
Valid	No	437	57.0
	Yes - MTA/Metro Bus	131	17.1
	Yes - MTA/Metro Rail	101	13.2
	Yes - OCTA	38	5.0
	Yes - Torrance Transit	27	3.5
	Yes - LA DOT	11	1.4
	Yes - Metrolink	34	4.4
	Yes - Other (specify):	50	6.5
Total		766	100.0

75

Other:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		760	99.2	99.2	99.2
	Big Blue Bus	1	0.1	0.1	99.3
	Big Blue Bus, Culver City Transit	1	0.1	0.1	99.5
	CSULB Campus Shuttle	1	0.1	0.1	99.6
	Foothill Transit	1	0.1	0.1	99.7
	Montebello Transit	1	0.1	0.1	99.9
	Norwalk Transit	1	0.1	0.1	100.0
	Total	766	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	Cumulative Percent
Valid	Other	55	7.2	7.4	7.4
	Walk	122	15.9	16.4	23.8
	Carpool	52	6.8	7.0	30.8
	Get a ride	199	26.0	26.7	57.5
	Would not make trip	48	6.3	6.5	64.0
	Drive alone	67	8.7	9.0	73.0
	Bicycle	57	7.4	7.7	80.6
	Cab/taxi	57	7.4	7.7	88.3
	Other public transit	87	11.4	11.7	100.0
	Total	744	97.1	100.0	
Missing	System	22	2.9		
Total		766	100.0		

Other:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		711	92.8	92.8	92.8
	Access Service	3	0.4	0.4	93.2

		Frequency	Percent	Valid Percent	Cumulative Percent
	Roller Skate	1	0.1	0.1	93.3
	Shuttle	1	0.1	0.1	93.5
	Skateboard	3	0.4	0.4	93.9
	Uber or Lyft	46	6.0	6.0	99.9
	Unsure	1	0.1	0.1	100.0
	Total	766	100.0	100.0	

Please rate courtesy of LBT bus operators

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	6	0.8	0.8	0.8
	Poor	26	3.4	3.5	4.3
	Good	296	38.6	39.9	44.2
	Excellent	414	54.0	55.8	100.0
	Total	742	96.9	100.0	
Missing	System	24	3.1		
Total		766	100.0		

Please rate safe operation of LBT bus by bus operator

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	1	0.1	0.1	0.1
	Poor	9	1.2	1.2	1.4
	Good	264	34.5	35.8	37.2
	Excellent	463	60.4	62.8	100.0
	Total	737	96.2	100.0	
Missing	System	29	3.8		
Total		766	100.0		

Please rate cleanliness of LBT bus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	10	1.3	1.4	1.4
	Poor	58	7.6	7.8	9.2
	Good	349	45.6	47.2	56.4

		Frequency	Percent	Valid Percent	Cumulative Percent
	Excellent	322	42.0	43.6	100.0
	Total	739	96.5	100.0	
Missing	System	27	3.5		
Total		766	100.0		

Please rate LBT buses run on schedule

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	20	2.6	2.7	2.7
	Poor	79	10.3	10.7	13.4
	Good	357	46.6	48.4	61.8
	Excellent	282	36.8	38.2	100.0
	Total	738	96.3	100.0	
Missing	System	28	3.7		
Total		766	100.0		

Please rate convenience of LBT routes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	8	1.0	1.1	1.1
	Poor	20	2.6	2.8	3.9
	Good	296	38.6	40.8	44.6
	Excellent	402	52.5	55.4	100.0
	Total	726	94.8	100.0	
Missing	System	40	5.2		
Total		766	100.0		

Please rate reasonableness of LBT fares

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	9	1.2	1.3	1.3
	Poor	33	4.3	4.6	5.9
	Good	289	37.7	40.3	46.2
	Excellent	386	50.4	53.8	100.0
	Total	717	93.6	100.0	
Missing	System	49	6.4		

Total		766	100.0		

Please rate information provided to LBT customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	8	1.0	1.1	1.1
	Poor	46	6.0	6.3	7.4
	Good	321	41.9	44.2	51.7
	Excellent	351	45.8	48.3	100.0
	Total	726	94.8	100.0	
Missing	System	40	5.2		
Total		766	100.0		

Please rate condition of LBT bus stops

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	18	2.3	2.5	2.5
	Poor	90	11.7	12.3	14.8
	Good	344	44.9	47.1	61.8
	Excellent	279	36.4	38.2	100.0
	Total	731	95.4	100.0	
Missing	System	35	4.6		
Total		766	100.0		

Please rate convenience of LBT bus stops

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	8	1.0	1.1	1.1
	Poor	38	5.0	5.3	6.4
	Good	339	44.3	46.9	53.3
	Excellent	338	44.1	46.7	100.0
	Total	723	94.4	100.0	
Missing	System	43	5.6		
Total		766	100.0		

Please rate appearance of LBT bus operators

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	2	0.3	0.3	0.3
	Poor	10	1.3	1.4	1.6
	Good	275	35.9	37.5	39.2
	Excellent	446	58.2	60.8	100.0
	Total	733	95.7	100.0	
Missing	System	33	4.3		
Total		766	100.0		

Please rate quality of LBT telephone information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	13	1.7	1.9	1.9
	Poor	42	5.5	6.2	8.1
	Good	337	44.0	49.4	57.5
	Excellent	290	37.9	42.5	100.0
	Total	682	89.0	100.0	
Missing	System	84	11.0		
Total		766	100.0		

Please rate frequency of LBT service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	13	1.7	1.8	1.8
	Poor	54	7.0	7.4	9.2
	Good	333	43.5	45.7	54.9
	Excellent	329	43.0	45.1	100.0
	Total	729	95.2	100.0	
Missing	System	37	4.8		
Total		766	100.0		

Please rate information available at LBT bus stops

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	22	2.9	3.0	3.0
	Poor	79	10.3	10.9	14.0
	Good	317	41.4	43.8	57.7
	Excellent	306	39.9	42.3	100.0
	Total	724	94.5	100.0	
Missing	System	42	5.5		
Total		766	100.0		

Please rate LBT's response to security concerns on its buses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	5	0.7	0.8	0.8
	Poor	35	4.6	5.6	6.4
	Good	319	41.6	50.8	57.2
	Excellent	269	35.1	42.8	100.0
	Total	628	82.0	100.0	
Missing	System	138	18.0		
Total		766	100.0		

Please rate LBT's response to security concerns at its bus stops

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	8	1.0	1.3	1.3
	Poor	54	7.0	8.9	10.2
	Good	307	40.1	50.3	60.5
	Excellent	241	31.5	39.5	100.0
	Total	610	79.6	100.0	
Missing	System	156	20.4		
Total		766	100.0		

Please rate response of Long Beach Police if needed on a bus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	11	1.4	1.8	1.8
	Poor	24	3.1	4.0	5.9
	Good	312	40.7	52.3	58.2
	Excellent	249	32.5	41.8	100.0
	Total	596	77.8	100.0	
Missing	System	170	22.2		
Total		766	100.0		

Please rate response of Long Beach Police if needed at a bus stop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	11	1.4	1.9	1.9
	Poor	36	4.7	6.2	8.0
	Good	293	38.3	50.1	58.1
	Excellent	245	32.0	41.9	100.0
	Total	585	76.4	100.0	
Missing	System	181	23.6		
Total		766	100.0		

Overall, how would you rate Long Beach Transit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	318	41.5	42.3	42.3
	Good	411	53.7	54.7	96.9
	Poor	17	2.2	2.3	99.2
	Very poor	6	0.8	0.8	100.0
	Total	752	98.2	100.0	
Missing	System	14	1.8		
Total		766	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nothing	80	10.4	100.0	100.0
	More buses/increased frequency	347	45.3	100.0	100.0
	Improve bus stops	159	20.8	100.0	100.0
	Lower fares	180	23.5	100.0	100.0
	Improve on-time reliability	203	26.5	100.0	100.0
	Cleaner buses	127	16.6	100.0	100.0
	Later/longer hours	172	22.5	100.0	100.0
	Mobile ticketing options	63	8.2	100.0	100.0
	Other	43	5.6	100.0	100.0
Total		766	100.0		

Other:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		726	94.8	94.8	94.8
	Accessibility	1	0.1	0.1	94.9
	Better Security	2	0.3	0.3	95.2
	Cleaner Bus Stops	1	0.1	0.1	95.3
	Customer Service	2	0.3	0.3	95.6
	Drivers Pass Stops Without Stopping	1	0.1	0.1	95.7
	Earlier Hours; Friendlier Drivers	1	0.1	0.1	95.8
	Friendlier Drivers	7	0.9	0.9	96.9
	Info Posted About Respecting Younger Riders	1	0.1	0.1	97.0
	Longer Routes	1	0.1	0.1	97.1
	More Bus Stops	1	0.1	0.1	97.3
	More Buses on Weekends	2	0.3	0.3	97.5
	More Info at Bus Stops	2	0.3	0.3	97.8
	Phone App Payment	1	0.1	0.1	97.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Removal of Threatening Customers		1	0.1	0.1	98.0
Remove the anti-homeless seats at bus stops; go back to benches/shelters		1	0.1	0.1	98.2
Restrooms		1	0.1	0.1	98.3
Seatbelts		1	0.1	0.1	98.4
Seating Outside		1	0.1	0.1	98.6
Shade at Bus Stops		1	0.1	0.1	98.7
Stop Longer		3	0.4	0.4	99.1
Stop Smoking at Bus Stops		1	0.1	0.1	99.2
Texting for Bus Times		1	0.1	0.1	99.3
Transfer Intra & Inter Agency		1	0.1	0.1	99.5
Updated Arrival Time Info at Map		1	0.1	0.1	99.6
Wifi		2	0.3	0.3	99.9
Wifi/Charging Station		1	0.1	0.1	100.0
Total		766	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	71	9.3	10.7	10.7
	No	593	77.4	89.3	100.0
	Total	664	86.7	100.0	
Missing	System	102	13.3		
Total		766	100.0		

Yes - If so, where?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		704	91.9	91.9	91.9
	3rd St	2	0.3	0.3	92.2
	Alamitos Ave & Ocean Blvd	1	0.1	0.1	92.3

Alondra Blvd & Atlantic Ave	2	0.3	0.3	92.6
Artesia Blvd & Carmenita Rd	1	0.1	0.1	92.7
Artesia Blvd & Norwalk Blvd	1	0.1	0.1	92.8
Bridge on Wardlow Rd	1	0.1	0.1	93.0
Bring Route 72 Back	1	0.1	0.1	93.1
Buena Park	1	0.1	0.1	93.2
Carson St	1	0.1	0.1	93.3
Carson St & Avalon Blvd	1	0.1	0.1	93.5
Cerritos College	2	0.3	0.3	93.7
City of Los Alamitos	1	0.1	0.1	93.9
Compton	1	0.1	0.1	94.0
Disneyland	2	0.3	0.3	94.3
Downtown LA	2	0.3	0.3	94.5
Downtown LA, Huntington Beach	1	0.1	0.1	94.6
East/West after 9:00 PM	1	0.1	0.1	94.8
Fountain Valley	1	0.1	0.1	94.9
Fullerton, Wilmington, Anaheim, Compton	1	0.1	0.1	95.0
Harbor Gateway	1	0.1	0.1	95.2
Huntington Beach	2	0.3	0.3	95.4
Knott's Berry Farm	1	0.1	0.1	95.6
Long Beach Superior Court	1	0.1	0.1	95.7
Los Angeles	5	0.7	0.7	96.3
Lynwood	1	0.1	0.1	96.5
More Buses in North Long Beach	1	0.1	0.1	96.6
More Buses near Artesia Station	1	0.1	0.1	96.7
More West Routes	1	0.1	0.1	96.9
North Long Beach to Wilson High School	1	0.1	0.1	97.0
Ohio Ave & PCH, Westminster Blvd & Hoover St	1	0.1	0.1	97.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Old Route 1 from Easy Ave to Wardlow Rd	1	0.1	0.1	97.3
Orange County	2	0.3	0.3	97.5
Outside Long Beach	1	0.1	0.1	97.7
PCH to Seal Beach	1	0.1	0.1	97.8
Rancho Dominguez, LGB Airport	1	0.1	0.1	97.9
Rancho Palos Verdes	1	0.1	0.1	98.0
Redondo Beach	1	0.1	0.1	98.2
Route 171 on Early Saturdays	1	0.1	0.1	98.3
San Pedro	2	0.3	0.3	98.6
Seal Beach	6	0.8	0.8	99.3
The Queen Mary	1	0.1	0.1	99.5
Traffic Circle Area by Lakewood & PCH	2	0.3	0.3	99.7
Willmore	1	0.1	0.1	99.9
Wilmington	1	0.1	0.1	100.0
Total	766	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	298	38.9	46.9	46.9
	Somewhat responsive	295	38.5	46.4	93.2
	Not at all responsive	43	5.6	6.8	100.0
	Total	636	83.0	100.0	
Missing	System	130	17.0		
Total		766	100.0		

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

		Frequency	Percent	Valid Percent
Valid	Ask Driver	24	3.1	4.4
	Bus Schedule Book	46	6	8.5
	On board the bus	9	1.2	1.7
	At the bus stop	13	1.7	2.4
	Word of mouth	4	0.5	0.7
	Call LBT	52	6.8	9.6
	LBT app	28	3.7	5.2
	LBT website	65	8.5	12.0
	Text LBT	10	1.3	1.8
	Google Maps	175	22.8	32.2
	Other online resource	129	16.8	23.8
	Other transit app	21	2.7	3.9
	Downtown info center	7	0.9	1.3
	Work or school	4	0.5	0.7
Missing	System	223	29.1	100.0
	Total	543	100.0	

Do you have access to the Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	561	73.2	91.8	91.8
	No	50	6.5	8.2	100.0
	Total	611	79.8	100.0	
Missing	System	155	20.2		
Total		766	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	515	67.2	93.6	93.6
	No	35	4.6	6.4	100.0

		Frequency	Percent		
	Total	550	71.8	100.0	
Missing	System	216	28.2		
Total		766	100.0		

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

		Frequency	Percent
Valid	I do not use social media	130	17.0
	Facebook	296	38.6
	Twitter	146	19.1
	YouTube	329	43.0
	Instagram	382	49.9
	Snapchat	196	25.6
	Pinterest	60	7.8
	Tumblr	20	2.6
	Reddit	38	5.0
	Other	5	0.7
Total		766	100.0

Other:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		761	99.3	99.3	99.3
	Discord	1	0.1	0.1	99.5
	Funnyjunk	1	0.1	0.1	99.6
	Google	2	0.3	0.3	99.9
	WhatsApp	1	0.1	0.1	100.0
	Total	766	100.0	100.0	

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

		Frequency	Percent

Valid		Frequency	Percent
Valid	Route information	315	41.1
	Schedule/times	366	47.8
	I have not visited the website	174	22.7
	Other	13	1.7
Total		766	100.0

Other:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		753	98.3	98.3	98.3
	Bus tracking	1	0.1	0.1	98.4
	Complaints	1	0.1	0.1	98.6
	Fares	4	0.5	0.5	99.1
	Holiday Schedule	2	0.3	0.3	99.3
	Lost and found	2	0.2	0.2	99.6
	Rules-Bikes Scooters	1	0.1	0.1	99.7
	TAP Card Balance	2	0.3	0.3	100.0
	Total	766	100.0	100.0	

Which of the following groups includes your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24	273	35.6	35.6	35.6
	25 - 44	191	24.9	24.9	60.6
	45 - 61	115	15.0	15.0	75.6
	62 and older	82	10.7	10.7	86.3
	Decline to state	105	13.7	13.7	100.0
	Total	766	100.0	100.0	

Which of the following best describes your employment status?

		Frequency	Percent
Valid	Employed	335	43.7
	Student	274	35.8
	Unemployed/looking for work	51	6.7
	Retired	55	7.2

	Homemaker/parent/at home	21	2.7
	Decline to state	108	14.1
	Other	9	1.2
Total		766	100.0

Other:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		757	98.8	98.8	98.8
	Disability	7	0.9	0.9	99.7
	Entrepreneur	1	0.1	0.1	99.9
	Total	766	100.0	100.0	

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

		Frequency	Percent
Valid	Asian	89	11.6
	African American	138	18.0
	Caucasian	132	17.2
	Hispanic/Latino	339	44.3
	Decline to state	106	13.8
	Other	28	3.7
Total		766	100.0

Other:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		751	98.0	98.0	98.0
	Arab	1	0.1	0.1	98.2
	Chamorro	1	0.1	0.1	98.3
	Hebrew	1	0.1	0.1	98.4
	Indian	1	0.1	0.1	98.6
	Irish	1	0.1	0.1	98.7
	Italian	1	0.1	0.1	98.8
	Native American	8	1.0	1.0	99.9
	Samoan	1	0.1	0.1	100.0

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		Frequency	Percent	Valid Percent	Cumulative Percent
	Total	766	100.0	100.0	

What language(s) are spoken in your home?

		Frequency	Percent
Valid	English	586	76.5
	Spanish	297	38.8
	Khmer	10	1.3
	Tagalog	23	3.0
	Vietnamese	5	0.7
	Other	12	1.6
Total		766	100.0

Other:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		754	98.4	98.4	98.4
	ASL	2	0.3	0.3	98.7
	French	1	0.1	0.1	98.8
	German	1	0.1	0.1	99.0
	Hindi	2	0.3	0.3	99.2
	Hmong	1	0.1	0.1	99.3
	Igbo	1	0.1	0.1	99.5
	Korean	1	0.1	0.1	99.6
	Lao	1	0.1	0.1	99.7
	Maldovan	1	0.1	0.1	99.9
	Portuguese & Arabic	1	0.1	0.1	100.0
	Total	766	100.0	100.0	

How well do you speak English?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very well or native speaker	585	76.4	89.6	89.6
	Less than very well	43	5.6	6.6	96.2

	Not at all	25	3.3	3.8	100.0
	Total	653	85.2	100.0	
Missing	System	113	14.8		
Total		766	100.0		

What is your home zip code?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		244	31.9	31.9	31.9
	15537	1	0.1	0.1	32.0
	66046	1	0.1	0.1	32.1
	85008	1	0.1	0.1	32.2
	89001	1	0.1	0.1	32.4
	90001	1	0.1	0.1	32.5
	90002	1	0.1	0.1	32.6
	90003	1	0.1	0.1	32.8
	90007	3	0.4	0.4	33.2
	90008	1	0.1	0.1	33.3
	90011	1	0.1	0.1	33.4
	90013	1	0.1	0.1	33.6
	90017	1	0.1	0.1	33.7
	90018	1	0.1	0.1	33.8
	90022	1	0.1	0.1	33.9
	90033	1	0.1	0.1	34.1
	90037	1	0.1	0.1	34.2
	90042	1	0.1	0.1	34.3
	90043	1	0.1	0.1	34.5
	90044	2	0.3	0.3	34.7
	90059	3	0.4	0.4	35.1
	90061	3	0.4	0.4	35.5
	90084	1	0.1	0.1	35.6
	90201	1	0.1	0.1	35.8
	90221	9	1.2	1.2	36.9
	90222	1	0.1	0.1	37.1
	90262	1	0.1	0.1	37.2

90280	3	0.4	0.4	37.6
90290	1	0.1	0.1	37.7
90301	1	0.1	0.1	37.9
90304	1	0.1	0.1	38.0
90377	1	0.1	0.1	38.1
90418	1	0.1	0.1	38.3
90502	1	0.1	0.1	38.4
90503	1	0.1	0.1	38.5
90506	1	0.1	0.1	38.6
90518	1	0.1	0.1	38.8
90601	1	0.1	0.1	38.9
90605	1	0.1	0.1	39.0
90613	1	0.1	0.1	39.2
90631	1	0.1	0.1	39.3
90650	3	0.4	0.4	39.7
90660	1	0.1	0.1	39.8
90680	1	0.1	0.1	39.9
90702	1	0.1	0.1	40.1
90703	2	0.3	0.3	40.3
90706	4	0.5	0.5	40.9
90712	5	0.7	0.7	41.5
90713	3	0.4	0.4	41.9
90715	1	0.1	0.1	42.0
90716	6	0.8	0.8	42.8
90720	1	0.1	0.1	43.0
90723	8	1.0	1.0	44.0
90731	2	0.3	0.3	44.3
90740	2	0.3	0.3	44.5
90744	3	0.4	0.4	44.9
90745	3	0.4	0.4	45.3
90746	1	0.1	0.1	45.4
90748	1	0.1	0.1	45.6
90755	2	0.3	0.3	45.8
90800	1	0.1	0.1	46.0
90801	1	0.1	0.1	46.1

90802	70	9.1	9.1	55.2
90803	11	1.4	1.4	56.7
90804	47	6.1	6.1	62.8
90805	52	6.8	6.8	69.6
90805/90803	1	0.1	0.1	69.7
90806	26	3.4	3.4	73.1
90807	16	2.1	2.1	75.2
90808	7	0.9	0.9	76.1
90810	43	5.6	5.6	81.7
90810/93117	2	0.3	0.3	82.0
90812	1	0.1	0.1	82.1
90813	83	10.8	10.8	93.0
90814	19	2.5	2.5	95.4
90815	17	2.2	2.2	97.7
90818	1	0.1	0.1	97.8
91030	1	0.1	0.1	97.9
91103	1	0.1	0.1	98.0
91601	1	0.1	0.1	98.2
91706	1	0.1	0.1	98.3
91801	1	0.1	0.1	98.4
92346	1	0.1	0.1	98.6
92374	1	0.1	0.1	98.7
92626	1	0.1	0.1	98.8
92703	1	0.1	0.1	99.0
92801	1	0.1	0.1	99.1
92810	1	0.1	0.1	99.2
92840	1	0.1	0.1	99.3
93033	1	0.1	0.1	99.5
93551	1	0.1	0.1	99.6
94544	1	0.1	0.1	99.7
95122	1	0.1	0.1	99.9
95382	1	0.1	0.1	100.0
Total	766	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	141	18.4	18.4	18.4
	$15,001 - $19,999	15	2.0	2.0	20.4
	$20,000 - $29,999	120	15.7	15.7	36.0
	$30,000 - $39,999	21	2.7	2.7	38.8
	$40,000 - $49,999	65	8.5	8.5	47.3
	$50,000 - $74,999	29	3.8	3.8	51.0
	$75,000 - $99,999	24	3.1	3.1	54.2
	$100,000 +	25	3.3	3.3	57.4
	Decline to state	326	42.6	42.6	100.0
	Total	766	100.0	100.0	

How many individuals live in your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	104	13.6	16.7	16.7
	2	118	15.4	19.0	35.7
	3	129	16.8	20.8	56.5
	4	113	14.8	18.2	74.7
	5	73	9.5	11.8	86.5
	6	52	6.8	8.4	94.8
	7 or more	32	4.2	5.2	100.0
	Total	621	81.1	100.0	
Missing	System	145	18.9		
Total		766	100.0		

How do you identify yourself?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	301	39.3	39.3	39.3
	Female	360	47.0	47.0	86.3

Other	3	0.4	0.4	86.7
Decline to state	102	13.3	13.3	100.0
Total	766	100.0	100.0	

6. Potential Customer Survey Instrument

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FY 2019/2020 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	❑	❑	❑	❑	❑
Condition of bus stops	❑	❑	❑	❑	❑
Appearance of bus operators	❑	❑	❑	❑	❑
Security onboard	❑	❑	❑	❑	❑
Overall appearance of the bus	❑	❑	❑	❑	❑

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	❑	❑	❑
Lets you avoid traffic and parking problems	❑	❑	❑
Is good for the environment	❑	❑	❑
Takes me where I want to go	❑	❑	❑

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
    ❐ Live bus tracking   tickets and passes
    ❐ 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

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	359	89.3	89.3	89.3
	Spanish	43	10.7	10.7	100.0
	Total	402	100.0	100.0	

Are you 18 years of age or older?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	402	100.0	100.0	100.0

In what city do you live?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Long Beach	249	61.9	61.9	61.9
	Artesia	14	3.5	3.5	65.4
	Bellflower	8	2.0	2.0	67.4
	Carson	42	10.4	10.4	77.9
	Cerritos	10	2.5	2.5	80.3
	Compton	11	2.7	2.7	83.1
	Hawaiian Gardens	8	2.0	2.0	85.1
	Lakewood	12	3.0	3.0	88.1
	Los Alamitos	7	1.7	1.7	89.8
	Norwalk	21	5.2	5.2	95.0
	Paramount	9	2.2	2.2	97.3
	Signal Hill	3	0.7	0.7	98.0
	Seal Beach	8	2.0	2.0	100.0
	Total	402	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	402	100.0	100.0	100.0

Overall, how would you rate Long Beach Transit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	60	14.9	15.0	15.0
	Good	154	38.3	38.5	53.5
	Poor	18	4.5	4.5	58.0
	Very poor	6	1.5	1.5	59.5
	Don't know	162	40.5	40.5	100.0
Total		402	100.0	100.0	

Have you ever ridden a Long Beach Transit bus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	231	57.5	57.5	57.5
	No	158	39.3	39.3	96.8
	Don't know	13	3.2	3.2	100.0
Total		402	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Work	57	24.8	24.8	24.8
	School	86	37.2	37.4	62.2
	Medical	16	6.9	7.0	69.2
	Shopping	13	5.6	5.7	74.9
	Personal business	22	9.5	9.6	84.5

		Frequency	Percent	Valid Percent	Cumulative Percent
	Recreation/social	33	14.3	14.3	98.8
	Other	3	1.3	1.3	100.0
	Total	230	99.6	100.0	
Missing	System	1	0.4		
Total		402	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		400	99.5	99.5	99.5
	Jury Duty	2	0.5	0.5	100.0
	Total	402	100.0	100.0	

Why didn't you continue to use the bus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Takes too long/quicker by car	52	12.9	25.0	25.0
	More freedom/flexibility with car/need car for job	18	4.5	8.7	33.7
	Only ride for special reason, car repair, etc.	27	6.7	13.0	46.6
	Bus not convenient/car more convenient	11	2.7	5.3	51.9
	Bus stop too far/doesn't go where I need to go	8	2.0	3.8	55.8
	Use other transportation (carpool/walk/etc.)	21	5.2	10.1	65.9
	Changed jobs/retired/changed schools	7	1.7	3.4	69.2
	Just prefer car/car more comfortable	36	9.0	17.3	86.5
	Other	28	7.0	13.5	100.0
	Total	208	51.7	100.0	
Missing	System	194	48.3		
Total		402	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	108	46.8
	More routes/route changes/go where I need to go/closer to home	63	27.3
	Extended hours/weekend service	43	18.6
	Lower rates/pass prices	48	20.8
	Ability to buy mobile or online bus passes	31	13.4
	Nothing	38	16.5
	Other	17	7.4
Total		231	100.0

Other (please specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		392	97.5	97.5	97.5
	Able to follow exactly where bus is on phone in order to not wait before	1	0.2	0.2	97.8
	Better App	1	0.2	0.2	98.3
	Better customer service from some bus drivers, although most bus drivers are kind.	1	0.2	0.2	98.5
	Commuter safety	1	0.2	0.2	98.8
	CSULB Student Pass	1	0.2	0.2	99.0
	Having end of line before first pickup is terrible. why not stop where you started?!	1	0.2	0.2	99.3
	Improved safety	2	0.4	0.4	99.8
	Senior price for age 55+	1	0.2	0.2	100.0
	Total	402	100.0	100.0	

Please rate the following attributes: Bus operators safely operate LBT buses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	110	47.6	47.6	47.6
	Good	95	41.1	41.1	88.7
	Poor	4	1.7	1.7	90.4
	Very poor	1	0.4	0.4	90.8
	Don't know	21	9.1	9.1	100.0
Total		231	100.0	100.0	

Please rate the following attributes: Condition of bus stops

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	50	21.6	21.6	21.6
	Good	124	53.7	53.7	75.3
	Poor	28	12.1	12.1	87.4
	Very poor	11	4.8	4.8	92.2
	Don't know	18	7.8	7.8	100.0
Total		231	100.0	100.0	

Please rate the following attributes: Appearance of bus operators

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	87	37.7	37.7	37.7
	Good	115	49.8	49.8	87.5
	Poor	6	2.6	2.6	90.1
	Very poor	1	0.4	0.4	90.5
	Don't know	22	9.5	9.5	100.0
Total		231	100.0	100.0	

Please rate the following attributes: Security onboard

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	56	24.2	24.2	24.2
	Good	93	40.3	40.3	64.5

		Frequency	Percent	Valid Percent	Cumulative Percent
	Poor	29	12.6	12.6	77.1
	Very poor	11	4.8	4.8	81.9
	Don't know	42	18.2	18.2	100.0
Total		231	100.0	100.0	

Please rate the following attributes: Overall appearance of the bus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	78	33.8	33.8	33.8
	Good	125	54.1	54.1	87.9
	Poor	12	5.2	5.2	93.1
	Don't know	6	2.6	2.6	100.0
Total		231	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	4	1.0	1.8	1.8
	Internet	88	21.9	38.9	40.7
	Call LBT	12	3.0	5.3	46.0
	Bus stop display	23	5.7	10.2	56.2
	Bus operator	6	1.5	2.7	58.8
	Employer	1	0.2	0.4	59.3
	School	1	0.2	0.4	59.7
	Social Media	4	1.0	1.8	61.5
	Google/Google Maps	33	8.2	14.6	76.1
	Long Beach Transit website	18	4.5	8.0	84.1
	Long Beach Transit mobile website	6	1.5	2.7	86.7
	Text	6	1.5	2.7	89.4
	Transit and Visitor Information Center in downtown Long Beach	5	1.2	2.2	91.6
	Route and Schedule Guide (Bus Book)	19	4.7	8.4	100.0
	Total	226	56.2	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Missing	System	176	43.8		
Total		402	100.0		

How would you typically go about finding information regarding Long Beach Transit? Other:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		399	99.3	99.3	99.3
	LBT App	2	0.4	0.4	99.8
	MooVit	1	0.2	0.2	100.0
	Total	402	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	168	41.8	42.4	42.4
	No	102	25.4	25.8	68.2
	Don't know	54	13.4	13.6	81.8
	Don't fly out of Long Beach Airport	72	17.9	18.2	100.0
	Total	396	98.5	100.0	
Missing	System	6	1.5		
Total		402	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:	6	1.5	1.5	1.5
	$5 or more per gallon	134	33.3	33.9	35.4
	$10 or more per gallon	90	22.4	22.8	58.2
	Would not consider at any price	33	8.2	8.4	66.6
	Don't know	132	32.8	33.4	100.0
	Total	395	98.3	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Missing	System	7	1.7		
Total		402	100.0		

Write in price per gallon:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		396	98.5	98.5	98.5
	$7 per gallon	6	1.4	1.4	100.0
	Total	402	100.0	100.0	

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	112	27.9	28.6	28.6
	Somewhat likely	131	32.6	33.4	62.0
	Not very likely	72	17.9	18.4	80.4
	Not at all likely	21	5.2	5.4	85.7
	Don't know	56	13.9	14.3	100.0
	Total	392	97.5	100.0	
Missing	System	10	2.5		
Total		402	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.	54	13.4	13.7	13.7
	The only circumstances under which I would ride the bus would be something unforeseeable, such as a gasoline shortage or being without a car.	160	39.8	40.5	54.2
	I might consider riding the bus.	181	45.0	45.8	100.0
	Total	395	98.3	100.0	
Missing	System	7	1.7		

		Frequency	Percent	Valid Percent	Cumulative Percent
Total		402	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	148	36.8	37.9	37.9
	Too much wait time/need more frequent service	82	20.4	21.0	58.8
	Doesn't go where I need to go/doesn't go enough places	41	10.2	10.5	69.3
	Safety issues	34	8.5	8.7	78.0
	Obtaining a TAP card or having exact change to pay the fare	20	5.0	5.1	83.1
	Lack of info/schedules hard to understand	25	6.2	6.4	89.5
	Other	41	10.2	10.5	100.0
	Total	391	97.3	100.0	
Missing	System	11	2.7		
Total		402	100.0		

Rate the following statement: Public transit saves money compared to driving.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	79	19.7	45.7	45.7
	Second most important	52	12.9	30.1	75.7
	Least important	42	10.4	24.3	100.0
	Total	173	43.0	100.0	
Missing	System	229	57.0		
Total		402	100.0		

Rate the following statement: Public transit lets you avoid traffic and parking problems.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	57	14.2	32.9	32.9
	Second most important	62	15.4	35.8	68.8
	Least important	54	13.4	31.2	100.0
	Total	173	43.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Missing	System	229	57.0		
Total		402	100.0		

Rate the following statement: Public transit is good for the environment.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	44	10.9	26.2	26.2
	Second most important	62	15.4	36.9	63.1
	Least important	62	15.4	36.9	100.0
	Total	168	41.8	100.0	
Missing	System	234	58.2		
Total		402	100.0		

Rate the following statement: Public transit takes me where I want to go

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	60	14.9	45.5	45.5
	Second most important	34	8.5	25.8	71.2
	Least important	38	9.5	28.8	100.0
	Total	132	32.8	100.0	
Missing	System	270	67.2		
Total		402	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	46	11.4	12.1	12.1
	No	335	83.3	87.9	100.0
	Total	381	94.8	100.0	
Missing	System	21	5.2		
Total		402	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		376	93.5	93.5	93.5
	Accessibility	1	0.2	0.2	95.0
	Don't like to drive all the time.	1	0.2	0.2	95.3
	Driver friendliness	1	0.2	0.2	95.5
	Frequent and extensive service	1	0.2	0.2	95.8
	Get to know community	1	0.2	0.2	96.0
	Helps the community	1	0.2	0.2	96.3
	I think there might be a huge market of pre-driving teens and current Uber/Lyft users in East Long Beach who would love more direct bus connections to dining/shopping at 2nd & PCH, Belmont Shore, Bixby Knolls, Pine Avenue, Broadway, etc - or to the Aqua Link stop in Alamitos Bay.	1	0.2	0.2	96.5
	I've been wanting to ride the bus to see more of the city/area. I think riding the bus would work for me as an inexpensive means of transportation at the local level; similar to using airlines for distant travels. My only concern has been safety; I'm worried about the other riders and possible interaction that would make my journeys unpleasant. Same concern I have with metro/blue line.	1	0.2	0.2	96.8
	More benches	1	0.2	0.2	97.0
	No car. Use bus until I get another car.	1	0.2	0.2	97.3
	Parking issue	1	0.2	0.2	97.5
	Safety	4	1.0	1.0	98.5
	Safety especially at night	1	0.2	0.2	98.8

112

		Frequency	Percent	Valid Percent	Cumulative Percent
	Safety when waiting for the bus and riding the bus is hugely important to me as a woman. I feel vulnerable when I'm by myself waiting for the bus and would really appreciate safety especially at night.	1	0.2	0.2	99.0
	School	1	0.2	0.2	99.3
	Timetable for buses, especially for late night classes.	1	0.2	0.2	99.5
	To support accessible and affordable transportation systems for our community.	1	0.2	0.2	99.8
	Wait times is a big issue	1	0.2	0.2	100.0
	Total	402	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	187	46.5	49.2	49.2
	No	193	48.0	50.8	100.0
	Total	380	94.5	100.0	
Missing	System	22	5.5		
Total		402	100.0		

Do you have access to the internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	340	84.6	88.5	88.5
	No	44	10.9	11.5	100.0
	Total	384	95.5	100.0	
Missing	System	18	4.5		
Total		402	100.0		

Is your internet access from...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A desktop computer (or laptop hardwired to internet)	23	5.7	6.7	6.7
	A mobile device (such as a smartphone, Blackberry, iPad or other tablet computer, or a laptop with wifi)	95	23.6	27.6	34.3
	Both	226	56.2	65.7	100.0
	Total	344	85.6	100.0	
Missing	System	58	14.4		
Total		402	100.0		

Have you ever visited the Long Beach Transit website?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	115	28.6	29.6	29.6
	No	273	67.9	70.4	100.0
	Total	388	96.5	100.0	
Missing	System	14	3.5		
Total		402	100.0		

Why did you visit the website?

		Frequency	Percent	Valid Percent
Valid	To plan a trip	50	43.5	43.5
	To find out about services in general	58	50.4	50.4
	Other	12	10.4	10.4
Total		115	100.0	100.0

How would you rate the website on ease of use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	30	26.1	26.1	26.1
	Good	71	61.7	61.7	87.8
	Poor	10	8.7	8.7	96.5

		Frequency	Percent	Valid Percent	Cumulative Percent
	Very poor	3	2.6	2.6	100.0
Total		115	100.0	100.0	

How would you improve the website?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	8	2.0	7.1	7.1
	Wouldn't make any changes	35	8.7	31.3	38.4
	Live bus tracking	45	11.2	40.2	78.6
	Ability to purchase tickets and passes	24	6.0	21.4	100.0
	Total	112	27.9	100.0	
Missing	System	290	72.1		
Total		402	100.0		

How would you improve the website? Other:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		394	98.0	98.0	98.0
	Ease of use	1	0.2	0.2	98.3
	Easier to navigate	1	0.2	0.2	98.5
	For it to be in Spanish as well	1	0.2	0.2	98.8
	More buses & trips.	1	0.2	0.2	99.0
	More service frequency	1	0.2	0.2	99.3
	Should be more clear and straight forward	1	0.2	0.2	99.5
	Simpler UI	1	0.2	0.2	99.8
	Unless you go to the PDF, hard to figure out how to follow the schedule. Only the lost and found seems to answer or respond to questions	1	0.2	0.2	100.0
	Total	402	100.0	100.0	

What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24	187	46.5	46.5	46.5
	25 - 44	85	21.1	21.1	67.7

45 - 61	62	15.4	15.4	83.1
62 and over	45	11.2	11.2	94.3
Decline to state	23	5.7	5.7	100.0
Total	402	100.0	100.0	

Which of the following best describes your employment status?

		Frequency	Percent
Valid	Employed (full- or part-time)	141	35.1
	Student (full- or part-time)	173	43.0
	Unemployed, looking for work	31	7.7
	Not employed outside home/homemaker	13	3.2
	Retired	55	13.7
	Decline to state	27	6.7
Total		402	100.0

In which city do you work or attend school?

		Frequency	Percent	Valid Percent
Valid		125	31.1	31.1
	Anaheim	1	0.2	0.2
	Bellflower	1	0.2	0.2
	Buena Park, Norwalk	1	0.2	0.2
	Carson	9	2.2	2.2
	Carson, Fullerton	1	0.2	0.2
	Cerritos	7	1.7	1.7
	Downey	1	0.2	0.2
	El Monte	1	0.2	0.2
	El Segundo	1	0.2	0.2
	Fullerton	1	0.2	0.2
	Long Beach, Fullerton	1	0.2	0.2
	Garden Grove	1	0.2	0.2
	Gardena	2	0.4	0.4
	Glendale	1	0.2	0.2

Huntington Beach	1	0.2	0.2
Huntington Park	1	0.2	0.2
Irvine	3	0.7	0.7
Lakewood	2	0.5	0.5
Long Beach	201	49.7	49.7
Long Beach, Anaheim	1	0.2	0.2
Long Beach, Buena Park	1	0.2	0.2
Long Beach, Cerritos	1	0.2	0.2
Long Beach, Commerce	1	0.2	0.2
Long Beach, Downey	3	0.6	0.6
Long Beach, Huntington Beach	1	0.2	0.2
Long Beach, Irvine	1	0.2	0.2
Long Beach, Los Alamitos	1	0.2	0.2
Long Beach, Newport Beach	2	0.4	0.4
Long Beach, Norwalk	1	0.2	0.2
Long Beach, Redondo Beach	1	0.2	0.2
Long Beach, Seal Beach	1	0.2	0.2
Long Beach, Whittier	1	0.2	0.2
Los Angeles	7	1.7	1.7
Lynwood	1	0.2	0.2
Newport Beach	2	0.5	0.5
Palos Verdes	1	0.2	0.2
Paramount	1	0.2	0.2
Pasadena	1	0.2	0.2
Seal Beach	1	0.2	0.2
South El Monte	1	0.2	0.2
Torrance	5	1.2	1.2
Wilmington	1	0.2	0.2
Yerevan	1	0.2	0.2
Total	402	100.0	100.0

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

		Frequency	Percent
Valid	Asian/Pacific Islander	80	19.9
	Caucasian	63	15.7
	African American	48	11.9
	Hispanic/Latino	184	45.8
	Decline to answer	29	7.2
	Other	1	0.2
Total		402	100.0

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		401	99.8	99.8	99.8
	Native American	1	0.2	0.2	100.0
	Total	402	100.0	100.0	

What category best describes your total household income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under $15,000	74	18.4	18.4	18.4
	$15,000 to $19,999	10	2.5	2.5	20.9
	$20,000 to $29,999	42	10.4	10.4	31.3
	$30,000 to $39,999	15	3.7	3.7	35.1
	$40,000 to $49,999	25	6.2	6.2	41.3
	$50,000 to $59,999	11	2.7	2.7	44.0
	$60,000 to $74,999	24	6.0	6.0	50.0
	$75,000 to $99,999	22	5.5	5.5	55.5
	$100,000 or more	32	8.0	8.0	63.4
	Decline to state	147	36.6	36.6	100.0
	Total	402	100.0	100.0	

With which gender do you identify?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	142	35.3	35.3	35.3
	Female	236	58.7	58.7	94.0
	Other	3	0.7	0.7	94.8
	Decline to state	21	5.2	5.2	100.0
	Total	402	100.0	100.0	

Would you be interested in receiving information about Long Beach Transit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	40	10.0	29.2	29.2
	No	97	24.1	70.8	100.0
	Total	137	34.1	100.0	
Missing	System	265	65.9		
Total		402	100.0		