LONG BEACH TRANSIT

CUSTOMER AND COMMUNITY EVALUATION SURVEY

FINAL REPORT

FY 2018

moore & associates

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1. Executive Summary

In FY 2018, Long Beach Transit (LBT) retained Moore & Associates to assess current awareness of, and attitudes regarding, LBT among both customers and community members in order to identify perceived strengths and areas of opportunity of the transit service it provides. Two separate surveys collected responses from customers and community members residing within the primary service area. The results provided valuable insights that can be used to shape planning decisions and route design in the future.

Customer Survey

The FY 2018 Customer Evaluation Survey of LBT consisted of a customer survey at nine designated bus stops and onboard the Passport route via intercept methodology. The customer survey yielded 451 responses, translating to a statistical accuracy of 95 percent with a margin of error of five percent.

Key findings from the FY 2018 Customer Survey:

- LBT is held in high esteem based on overall ratings. Nearly 98 percent of customers rated LBT service as either *good* or *excellent,* which is an increase from last year (93 percent).
- The most preferred service improvement for customers was *more buses/increased frequency*.
- *Buses run on schedule* was the lowest-rated service attribute, with nearly 13 percent rating it as *poor* or *very poor.*
- The most frequently cited reason for using LBT was for *work* (35 percent).
- Nearly 26 percent of customers indicated using LBT for more than six years.
- Nearly 44 percent of customers paid for the one-way trip using cash.
- Two-thirds of customers classified themselves between the ages of 18 and 44.
- 33.8 percent identified as employed and 25.3 percent identified as a student.
- More than 47 percent of customers identified themselves as Hispanic/Latino.

Community Survey

The FY 2018 Community Evaluation Survey was conducted via dual methodology (intercept and online) in Fall 2017. Nearly 60 percent of the survey sample was collected via intercept at the following locations: California State University, Long Beach (CSULB); Department of Motor Vehicles (Willow Street); Bixby Knolls; Lakewood Center Mall; Veterans Affairs Medical Center Long Beach (VA); and the Long Beach City College (Pacific Coast and Liberal Arts campuses.) Data collection resulted in 486 valid responses, exceeding the sample target.

Key findings included:

- Nearly half (48.1 percent) rated LBT services as *excellent* or *good,* while 46 percent did not offer an opinion.
- *Bus operator safety* received a 95.8 percent favorable rating.
- *Security onboard* was the lowest-rated service attribute, with 31.6 percent citing it as *poor* or *very poor.*

- Potential service changes which could positively impact ridership are *increased service frequency* and *expanded service to include new/unserved destinations.*
- Nearly 50 percent of respondents reported they *might consider riding the bus*.
- Eighty-four percent of those respondents who had visited the LBT website rated it as *very good* or *good.*

2. Customer Survey Findings

Long Beach Transit (LBT) retained Moore & Associates to assess current customer awareness of and attitudes regarding LBT in order to identify perceived strengths and areas of opportunity of the transit service it provides. The survey effort collected responses from customers throughout the LBT service area. The results provided valuable insights that can be used to shape future marketing and planning activities.

Survey Instrument Design

Moore & Associates worked with LBT staff to ensure the survey instrument captured all information needed to support planning and marketing decisions. Questions were used to assess awareness of service offerings, perceptions of service attributes, travel patterns and customer demographics. During this round, *decline to state* was included as an option for customer demographics and an incentive was also included.

Data Collection

LBT's FY 2018 Customer Evaluation Survey consisted of a customer survey at eight designated bus stops (two of which were college campuses) and onboard the fare-free Passport route via intercept methodology. Surveyors were identified by a reflective vest and an identification badge. Intercept surveys were conducted with 451 bus customers at nine different locations throughout the LBT service area between September 18 and September 21, 2017. Surveys were conducted between the hours of 6 a.m. and 6 p.m. (while school was in session), in order to capture an accurate representation of LBT's weekday ridership. The majority of the interviews were completed using a paper version of the survey (indicated in Chapter 3 of this report) and subsequently entered into the online database. The results from the intercept survey produced a statistically valid sample at the 95-percent confidence level with a margin of error of ± five percent.

The single greatest number of surveys was completed at CSULB. Collectively, Long Beach City College and CSULB represent nearly a quarter of total survey participants. Below is a listing of bus stops surveyed (in hierarchical order) based on the number of respondents at each stop.

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

Exhibit 1.1 Distribution of surveys by stop
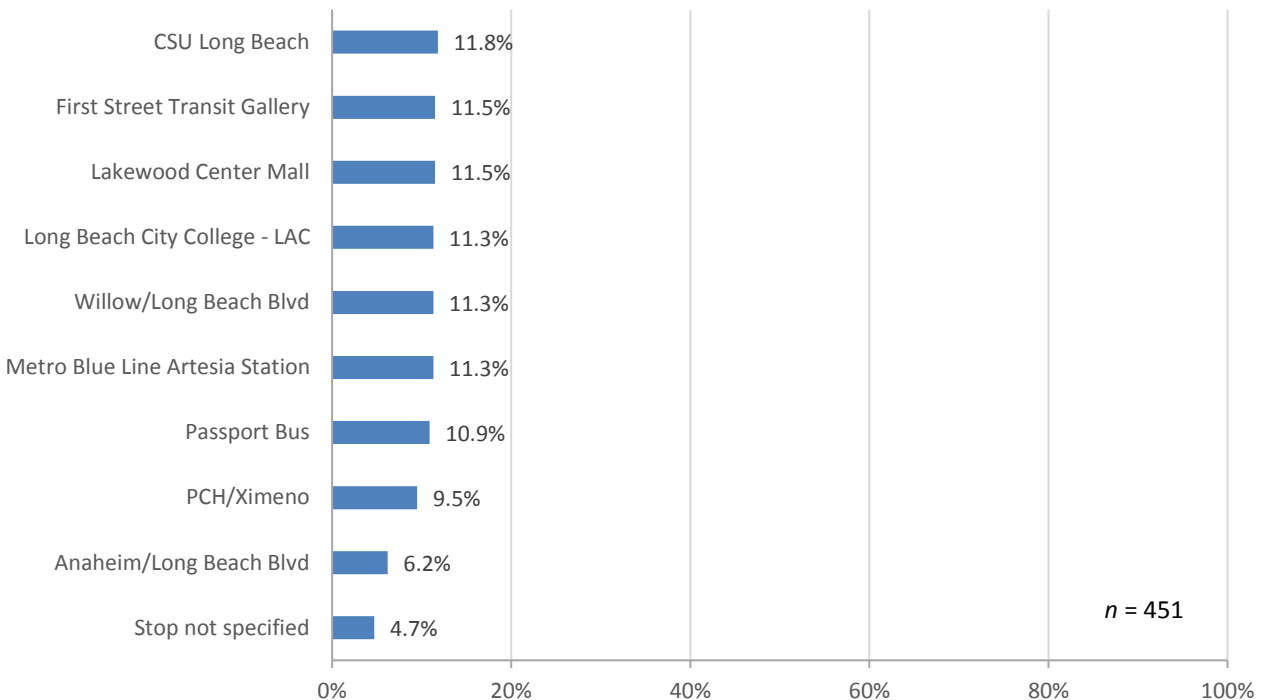
All survey data was entered into Survey Monkey and then exported into Microsoft Excel. Moore & Associates was responsible for the data entry process, reviewing data entry work on a daily basis, while also conducting spot-checks throughout each day.

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

Key Findings

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

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

Key findings from the FY 2018 Customer Survey:

- LBT is held in high esteem based on overall ratings. Nearly 98 percent of customers rated LBT service as either *good* or *excellent*.
- The most preferred service improvement for customers was *more buses/increase frequency*.

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- *Buses run on schedule* was the lowest-rated service attribute, with about 13 percent rating it as *poor* or *very poor.*
- The most frequently cited reason for using LBT was *work* (35 percent).
- Nearly 26 percent of customers reported using LBT for longer than six years.
- Nearly 44 percent of customers paid for the one-way trip with cash.

Analysis of individual survey questions follows.

Nearly 98 percent of survey participants rated the service as either *excellent* or *good* (as indicated in Exhibit 1.2). This is an increase from the 93 percent satisfaction rating in the FY 2017 survey.

Exhibit 1.2 Overall rating
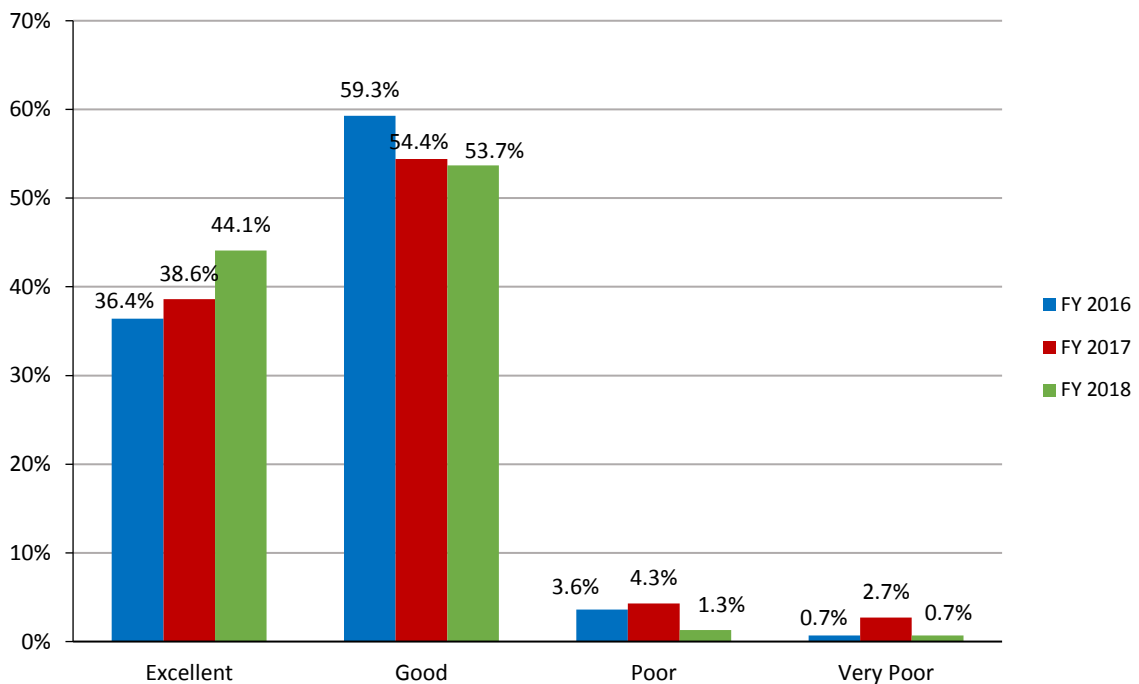
(Note: In FY 2015, the First Street Transit Gallery was undergoing renovations, resulting in the relocation of bus stops during the construction period. As a result, some overall and attribute ratings for FY 2015 are lower than average due to the disruption caused by the construction.)

Exhibit 1.2.a Overall rating trend
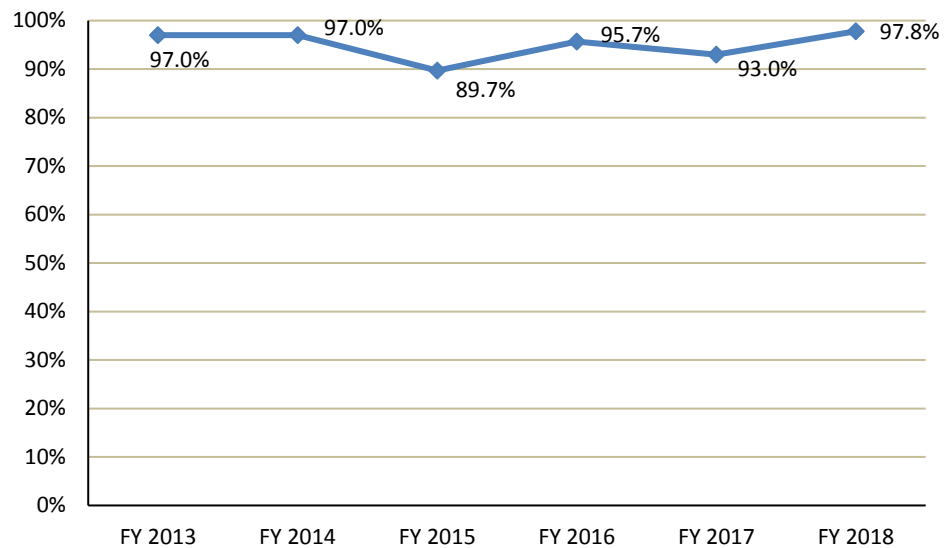
Nearly 34 percent of LBT customers indicated also riding LA Metro which was a decline from FY 2017 (47 percent). However, 53.7 percent indicated riding only LBT, which was an increase from FY 2017 (25.6 percent).

Exhibit 1.3 Customer usage of other transit systems
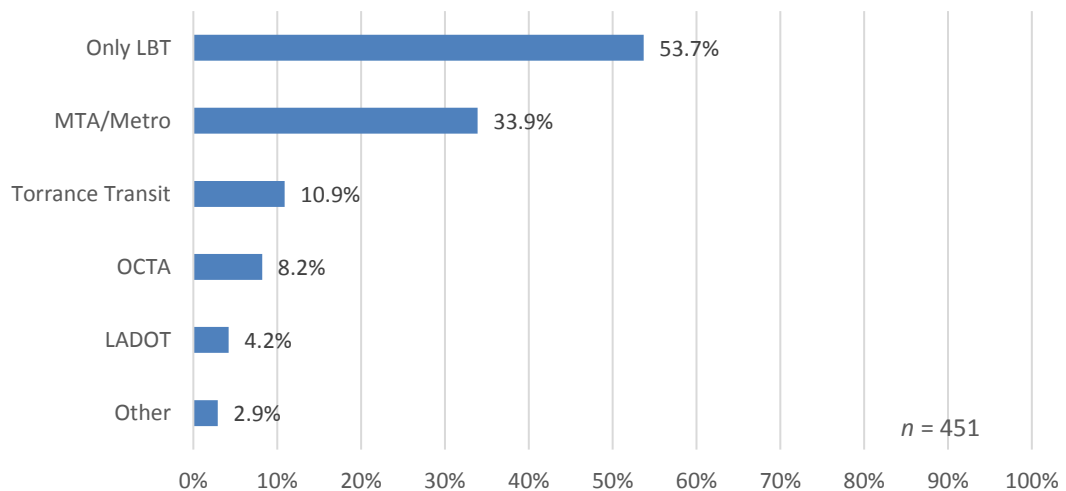
Survey participants were asked to rate specific attributes of LBT's service. *Information at bus stop* noted the largest increase of 5.8 percent. *Reasonableness/affordability of fare* decreased by 2.8 percentage points, the largest decrease of any attribute.

More than 89 percent of respondents rated each attribute as either *excellent* or *good*, with the exception of *on-time performance*, which was rated as *good* or *excellent* by 86.8 percent of customers surveyed, down from 88.2 percent in FY 2017. *Bus stop condition,* however, did not change from FY 2017 with 87.6 percent.

Exhibit 1.4 Percentage of attributes rated *excellent* or *good*

| Attribute	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Overall satisfaction	97	97	89.7	95.7	93	97.6
Bus operator courtesy	94	91	91.2	94.7	95.2	98.9
Safe operation of bus	99	96	89.7	97.8	97.1	98.7
Bus cleanliness	95	95	85.4	87.8	90.5	90.3
On-time performance	89	84	82.9	88.8	88.2	86.8
Convenience of routes	98	95	89.6	95.3	93.6	93.7
Reasonableness/affordability of fares	91	92	90.1	93.9	93.2	90.4
Service information provided to customers	95	92	85.9	91.8	91.1	92.7
Bus stop condition	91	92	86.3	86.4	87.6	87.6
Bus stop convenience	97	97	88.7	94.9	94.1	95.1
Bus operator appearance	99	98	91.4	97.7	97.5	98.7
Quality of service information (via telephone)	89	86	83.1	91.4	88.4	93.3
Service frequency	93	87	87	92.8	89.7	93.1
Information at bus stop	87	87	83.4	85.6	83.4	89.2

Exhibit 1.4.a Rating trend – operator courtesy
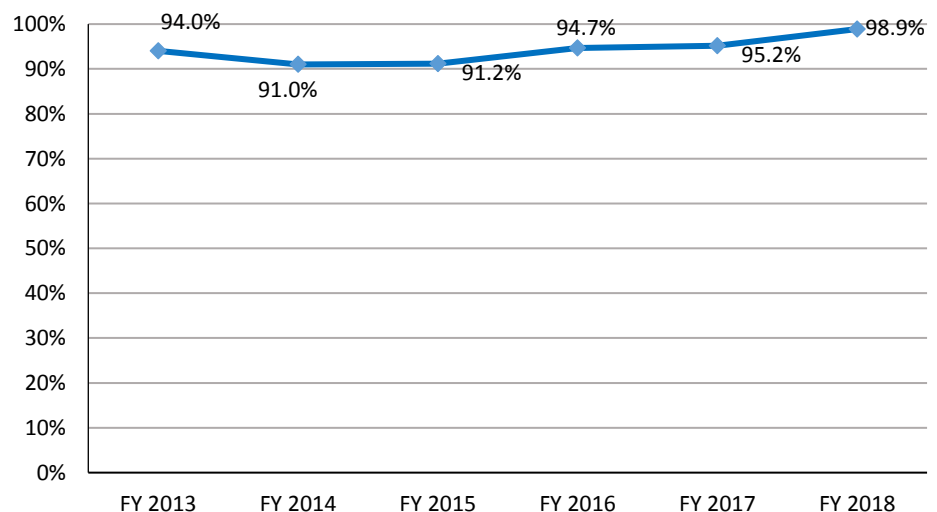
Exhibit 1.4.b Rating trend – safe operation of bus

99.0% 96.0% 89.7% 97.8% 97.1% 98.7%

(FY 2013, FY 2014, FY 2015, FY 2016, FY 2017, FY 2018)
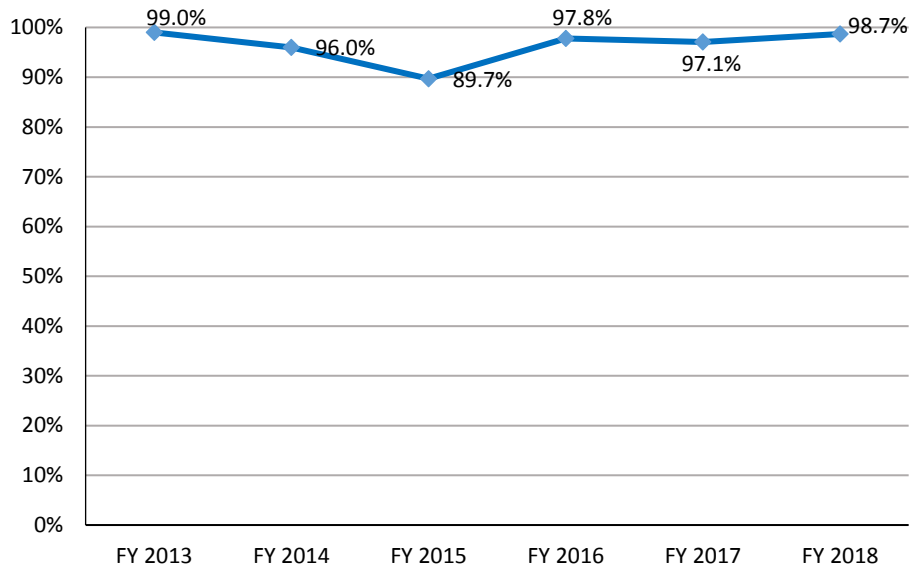
Exhibit 1.4.c Rating trend – bus cleanliness
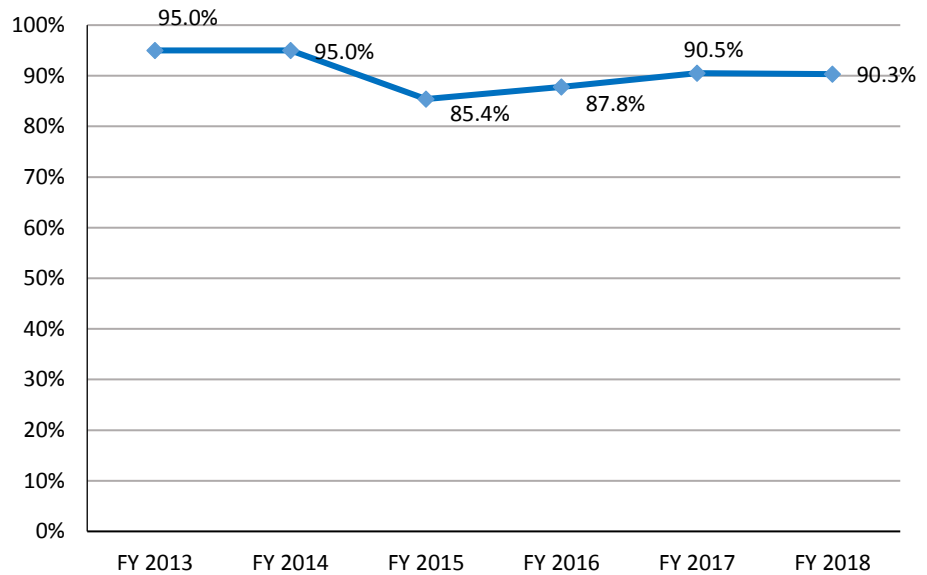
95.0% 95.0% 85.4% 87.8% 90.5% 90.3%

(FY 2013, FY 2014, FY 2015, FY 2016, FY 2017, FY 2018)

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Exhibit 1.4.d Rating trend – on-time performance
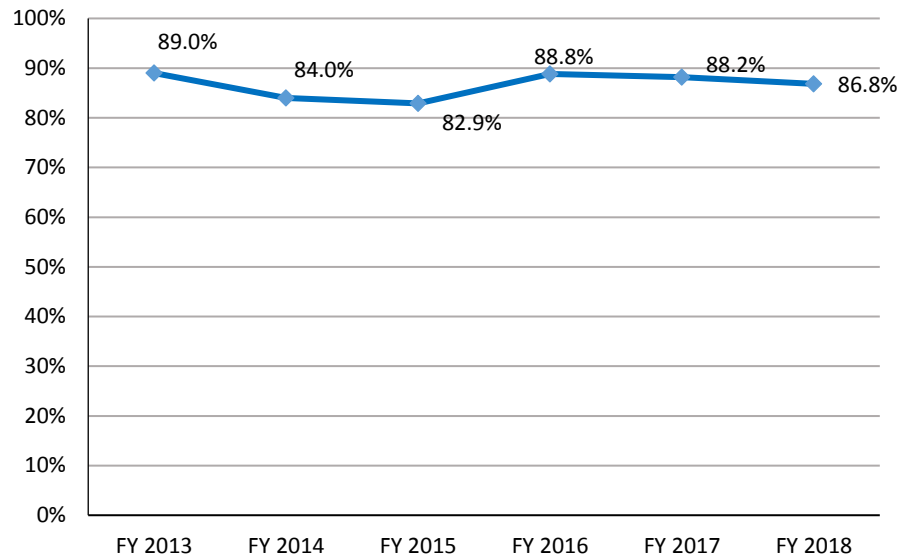
Exhibit 1.4.e Rating trend – convenience of routes
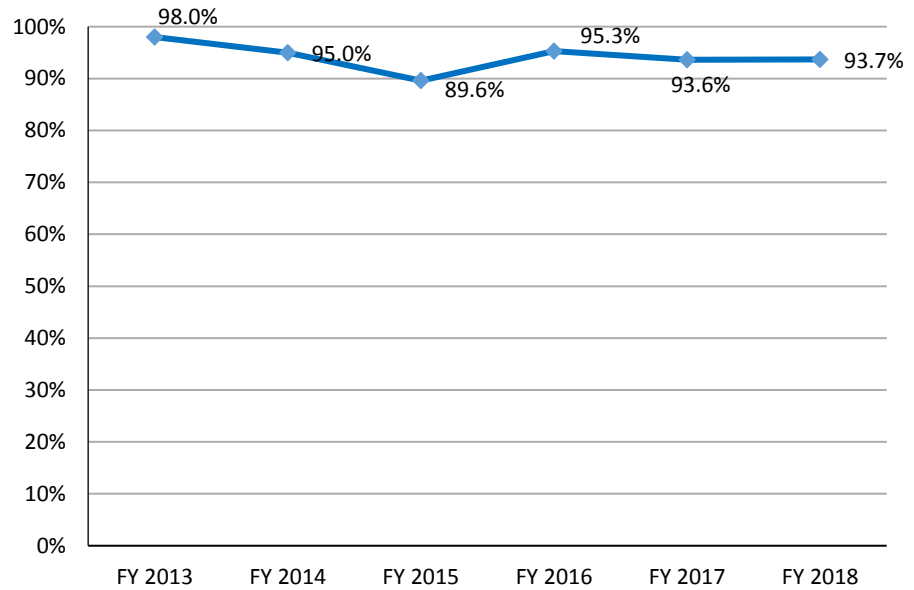
Exhibit 1.4.f Rating trend – reasonableness/affordability of rates
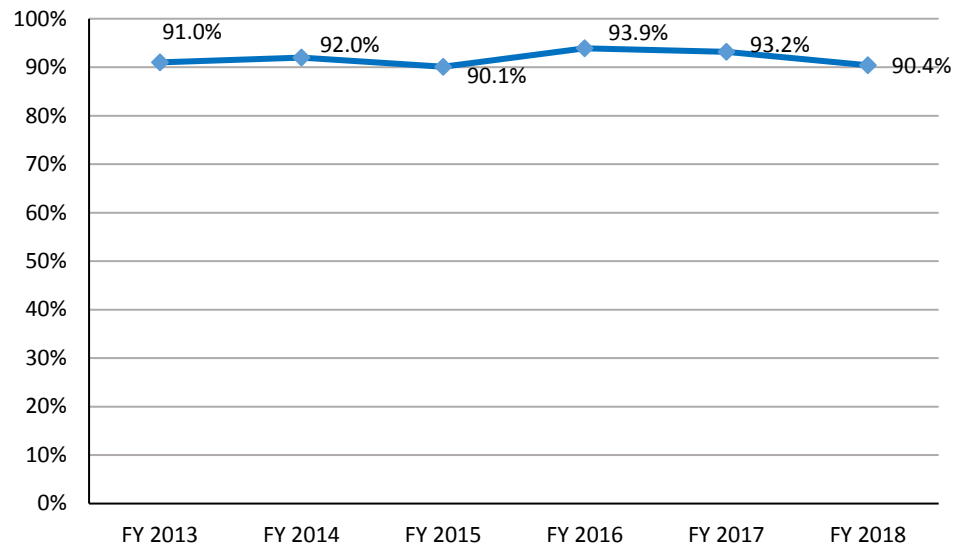
Exhibit 1.4.g Rating trend – service information provided to customers
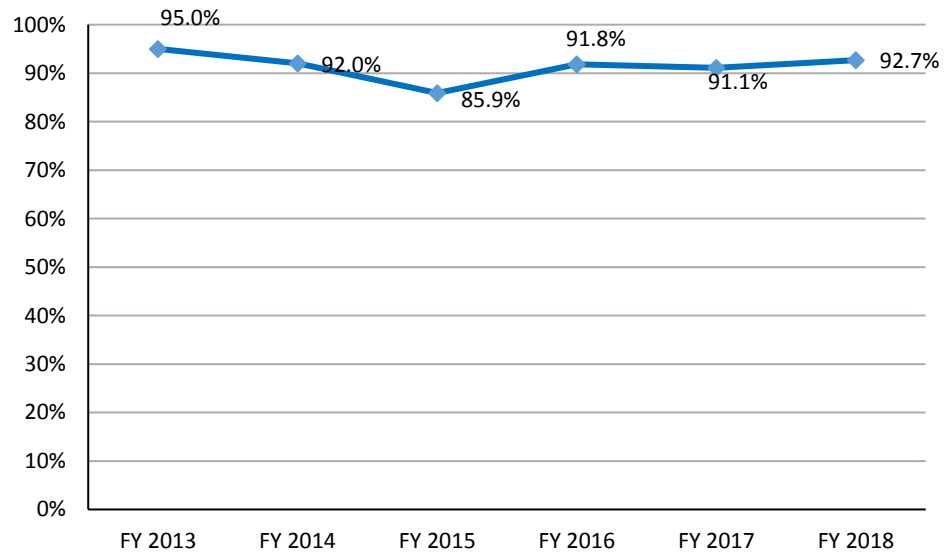
Exhibit 1.4.h Rating trend – bus stop condition
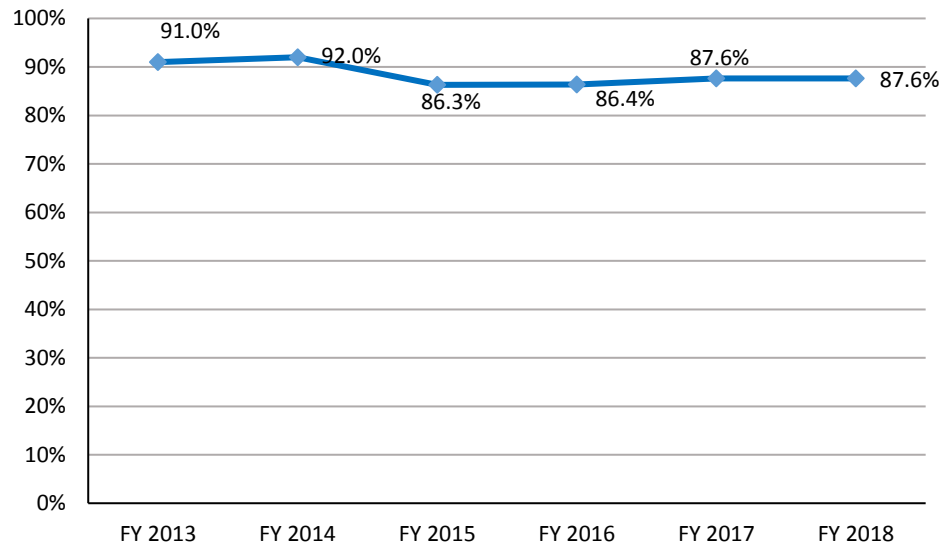
Exhibit 1.4.i Rating trend – bus stop convenience
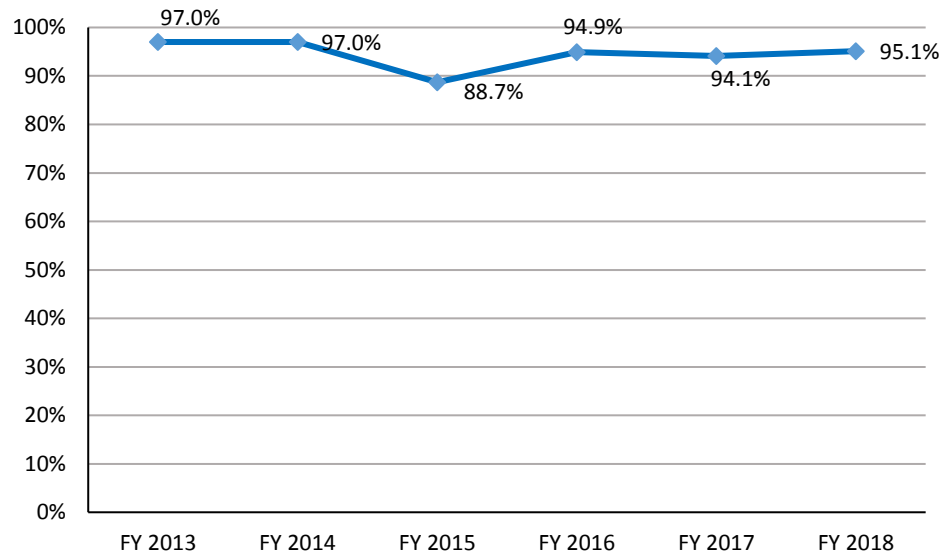
Exhibit 1.4.j Rating trend – operator appearance
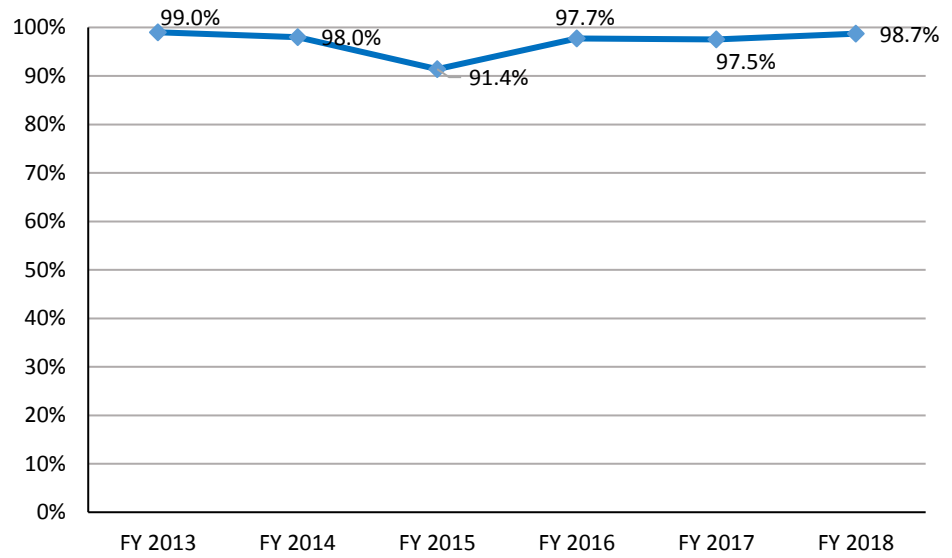
Exhibit 1.4.k Rating trend – quality of service information (via telephone)
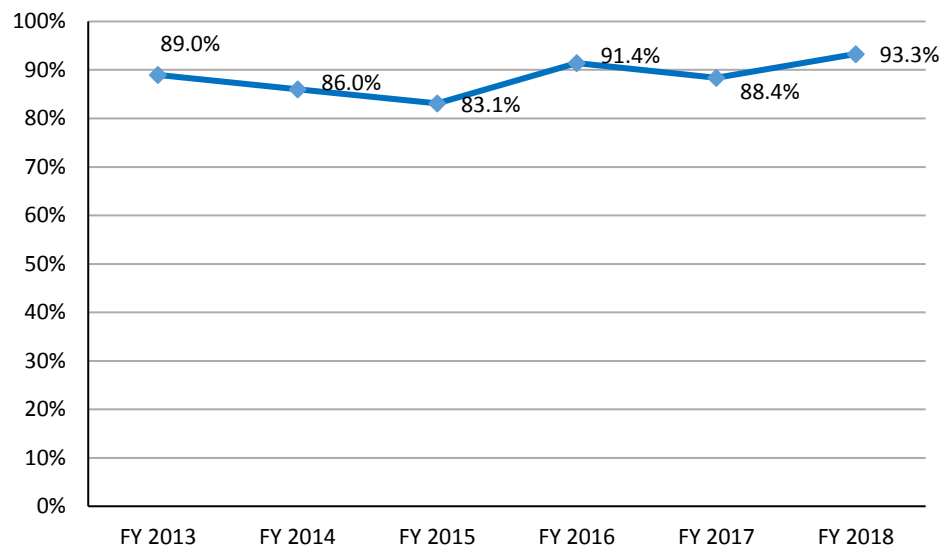
Exhibit 1.4.l Rating trend – service frequency
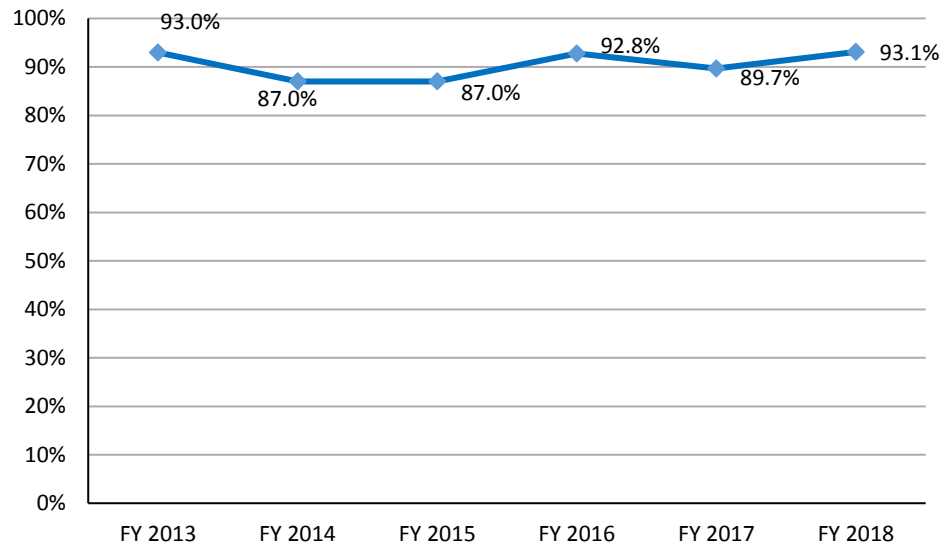
Exhibit 1.4.m Rating trend – information at bus stops
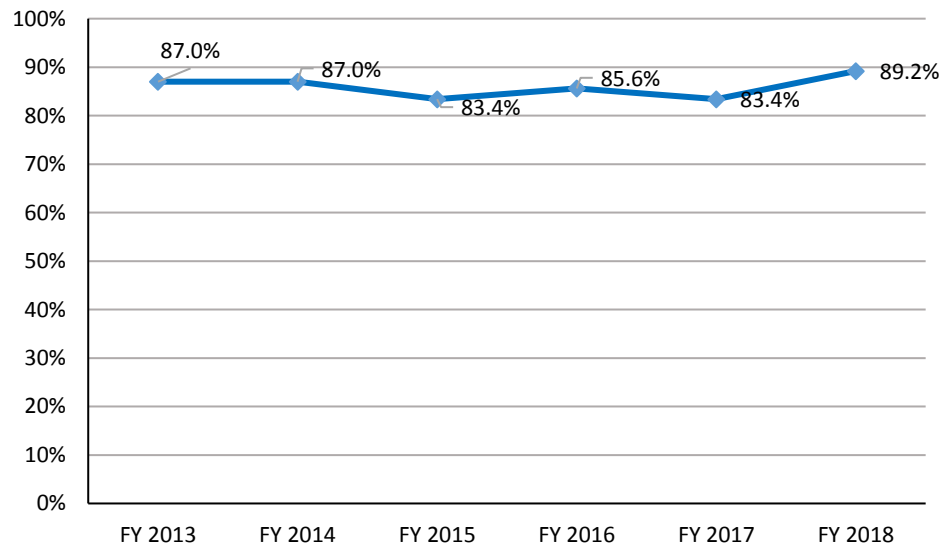
Survey participants were also asked to rate specific attributes of LBT's security at bus stops and onboard the bus. In FY 2018, over 80 percent rated all attributes as either *excellent* or *good*. *Poor* was listed as an option but since it was not selected the response is not included in the following exhibits. It is also worth noting that nearly one in five participants had not witnessed an altercation onboard the bus or at a bus stop that warranted an LBT Police response.

Exhibit 1.5 Attribute ratings for security

Attributes	Excellent	Good	Very Poor	Not applicable
LBT's response to security concerns on its buses	35.2%	52.1%	0.2%	12.6%
LBT's response to security concerns at its bus stops	31.0%	51.5%	1.1%	16.3%
LBT Police response to altercation onboard bus	33.6%	48.8%	0.2%	17.4%
LBT Police response to altercation at stop	33.6%	46.6%	0.9%	18.8%

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

Exhibit 1.5.a Attribute ratings for security – adjusted

Attributes	Excellent	Good	Very Poor
LBT's response to security concerns on its buses	40.2%	59.5%	0.3%
LBT's response to security concerns at its bus stops	37.1%	61.5%	1.4%
LBT Police response to altercation onboard bus	40.6%	59.1%	0.3%
LBT Police response to altercation at stop	41.4%	57.4%	1.1%

Nearly 93 percent of survey participants believe LBT is either very responsive or somewhat responsive to its customers' complaints and suggestions. The number of participants who believe LBT is not at all responsive has decreased steadily.

Exhibit 1.6 Responsiveness to complaints
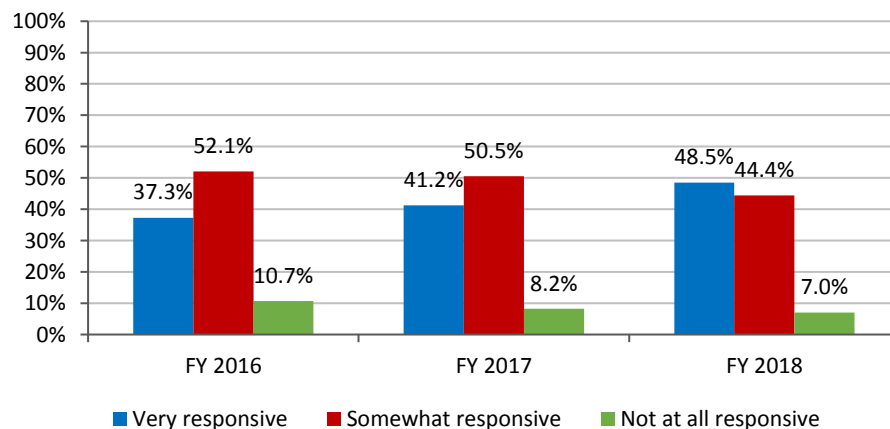
Survey participants were asked to identify preferred service improvements. *More buses/increased frequency* was the most requested improvement (31.5 percent), but showed a decrease from FY 2017 (37.2 percent). The second-most preferred service improvement, *lower fares* (27.5 percent), increased from 22.2 percent in FY 2017. As seen in FY 2017, *nothing* and *improve on-time reliability* were the third, and fourth-most requested improvements with 27.1 percent and 21.3 percent, respectively. Responses total more than 100 percent given some respondents selected multiple responses.

Exhibit 1.7 FY 2018 preferred service improvements
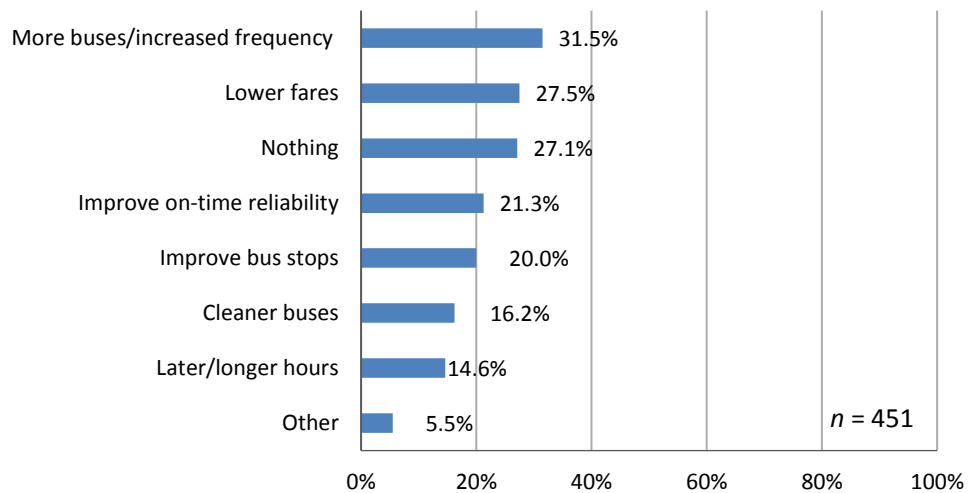
Exhibit 1.7.a FY 2017 Preferred service improvements
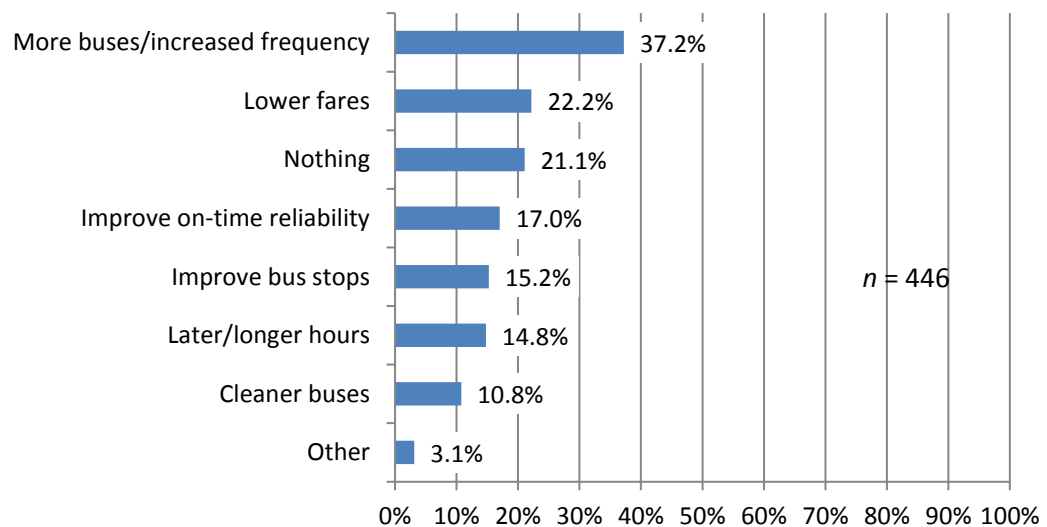
A cross-tabulation between the 142 respondents who indicated *more buses/increased frequency* and the route they were waiting to board was run to identify which routes had a potential demand for increased frequency. *More buses/increased frequency* was most frequently cited on the 90-series routes with a combined percentage of 9.8 percent followed by Routes 1 and 121.

Exhibit 1.7b FY 2018 preferred service improvements – more buses vs. route
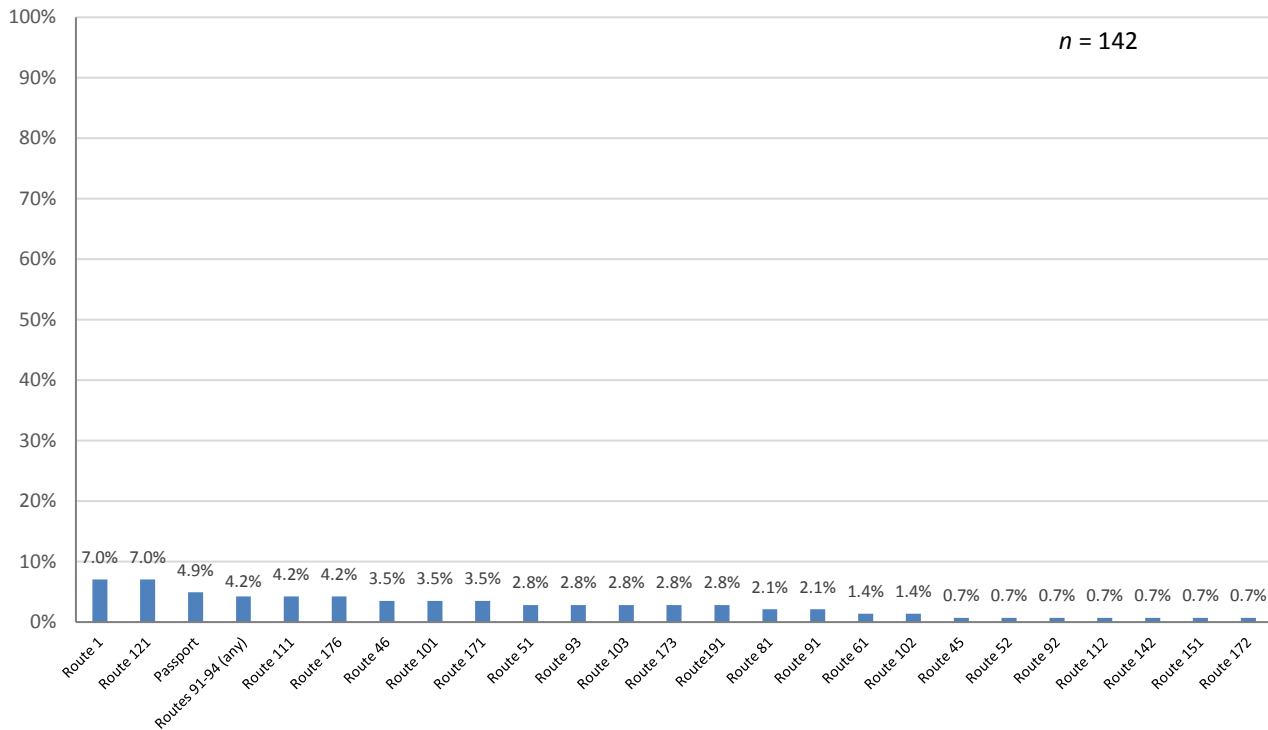
Respondents were also asked if there were additional destinations they would like to see LBT serve, of which 91.3 percent did not request additional destinations.

Exhibit 1.8 Additional destinations

Yes
8.7%

n = 424

No
91.3%
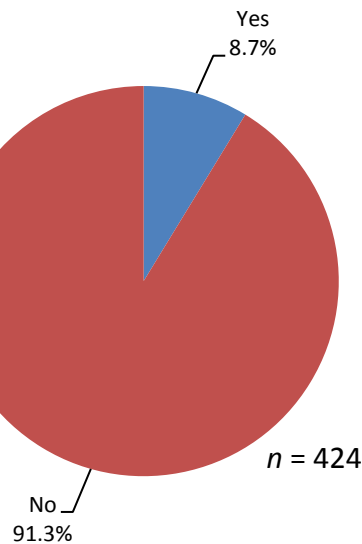
The most-frequently cited trip purposes were *work* (35 percent) and *school* (30.3 percent). These responses reflect an increase from the FY 2017 survey where *work* polled at 7.2 percent and *school* at 7.7 percent.

Exhibit 1.9 Trip purpose
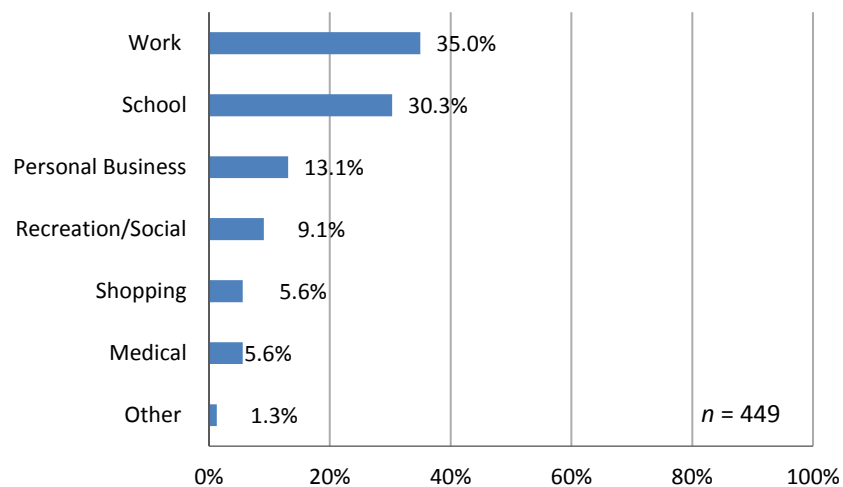
Trip purpose	Percent
Work	35.0%
School	30.3%
Personal Business	13.1%
Recreation/Social	9.1%
Shopping	5.6%
Medical	5.6%
Other	1.3%

n = 449

Cash remained the most-frequently used form of fare payment, cited by 43.7 percent of customers in FY 2018 (45.5 percent in FY 2017*). 30-Day Pass* and *Student 30-Day Pass* were combined (12.9 percent), which showed a slight increase from FY 2017 (10.1 percent). The number of self-reported "free" rides increased 0.6 percent from FY 2017 to 8.9 percent in 2018. The majority of free rides are still taken onboard the Passport route.

Exhibit 1.10 Fare usage
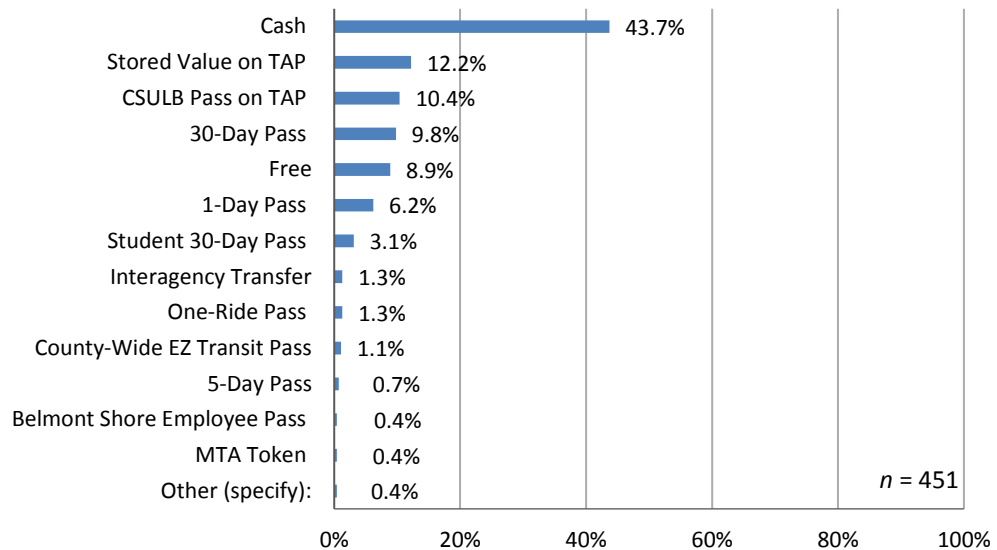
Category	Percent
Cash	43.7%
Stored Value on TAP	12.2%
CSULB Pass on TAP	10.4%
30-Day Pass	9.8%
Free	8.9%
1-Day Pass	6.2%
Student 30-Day Pass	3.1%
Interagency Transfer	1.3%
One-Ride Pass	1.3%
County-Wide EZ Transit Pass	1.1%
5-Day Pass	0.7%
Belmont Shore Employee Pass	0.4%
MTA Token	0.4%
Other (specify):	0.4%

n = 451

Exhibit 1.10.a Fare usage by stop
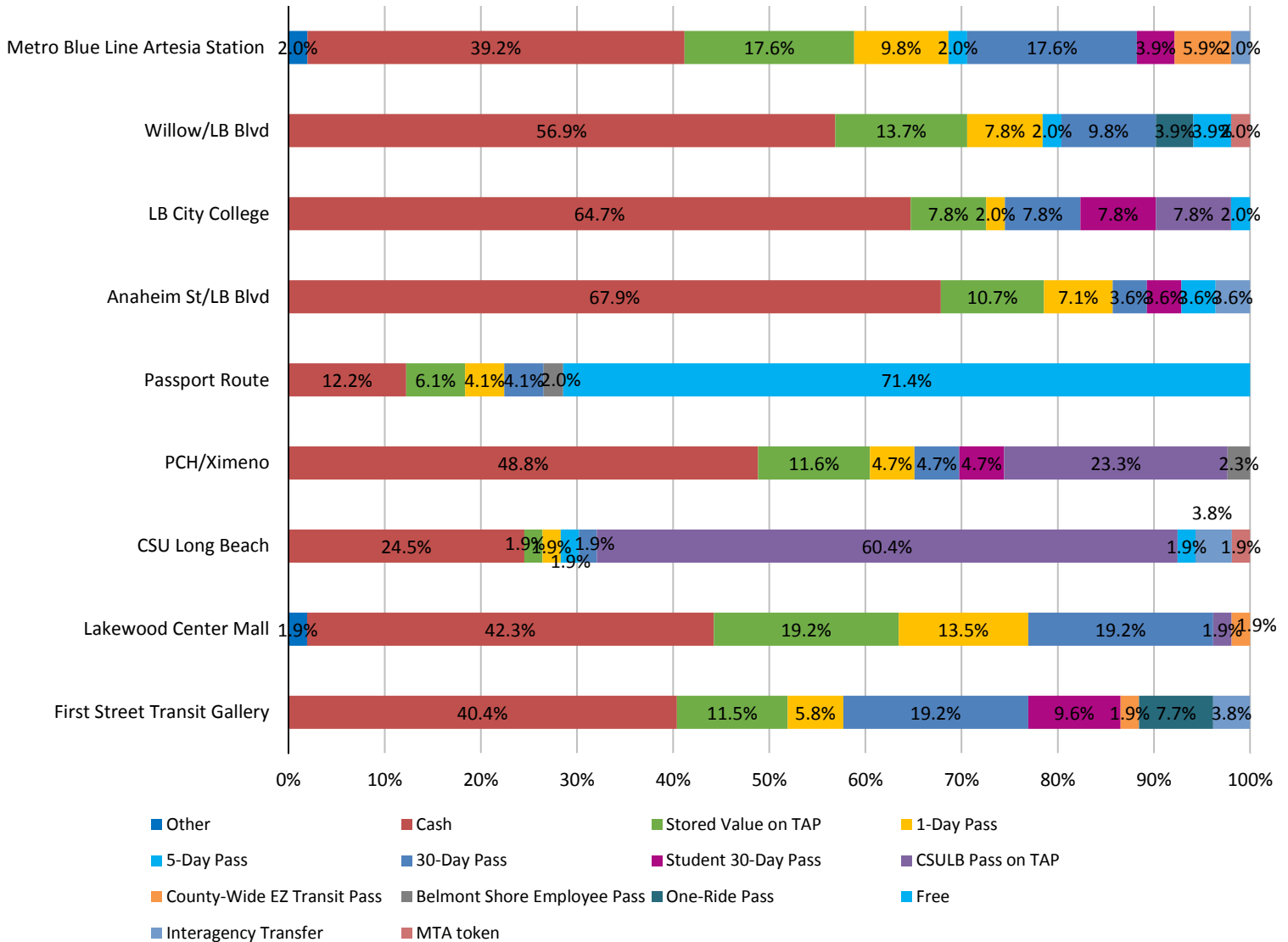
Fare Type	Color
Other	■
Cash	■
Stored Value on TAP	■
1-Day Pass	■
5-Day Pass	■
30-Day Pass	■
Student 30-Day Pass	■
CSULB Pass on TAP	■
County-Wide EZ Transit Pass	■
Belmont Shore Employee Pass	■
One-Ride Pass	■
Free	■
Interagency Transfer	■
MTA token	■

Slightly more than 40 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. Nearly 16 percent indicated using *other public transit* if LBT was not available, which was an increase from 14.7 percent in FY 2017.

Exhibit 1.11 Alternative transportation mode

Category	Percentage
Get a ride	23.2%
Walk	17.0%
Other public transit	15.9%
Carpool	10.5%
Drive alone	9.7%
Bicycle	7.6%
Uber/Lyft	5.7%
Cab/taxi	5.1%
Would not make trip	4.6%
Other (specify):	0.5%

n = 370
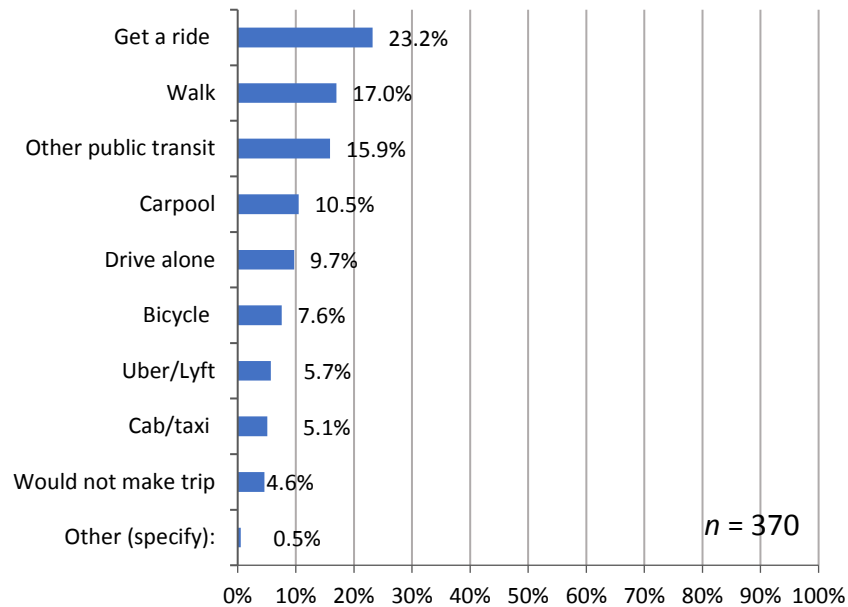
For the third consecutive year, Internet sources were cited most frequently for obtaining transit information. Internet sites (including Google) accounted for 54.2 percent of respondents' preferred means of obtaining service information. LBT sources, such as bus schedules, websites and call center, came in second, accounting for 20.7 percent of respondents' preferred means of obtaining service information.

Exhibit 1.12 Means of obtaining transit information
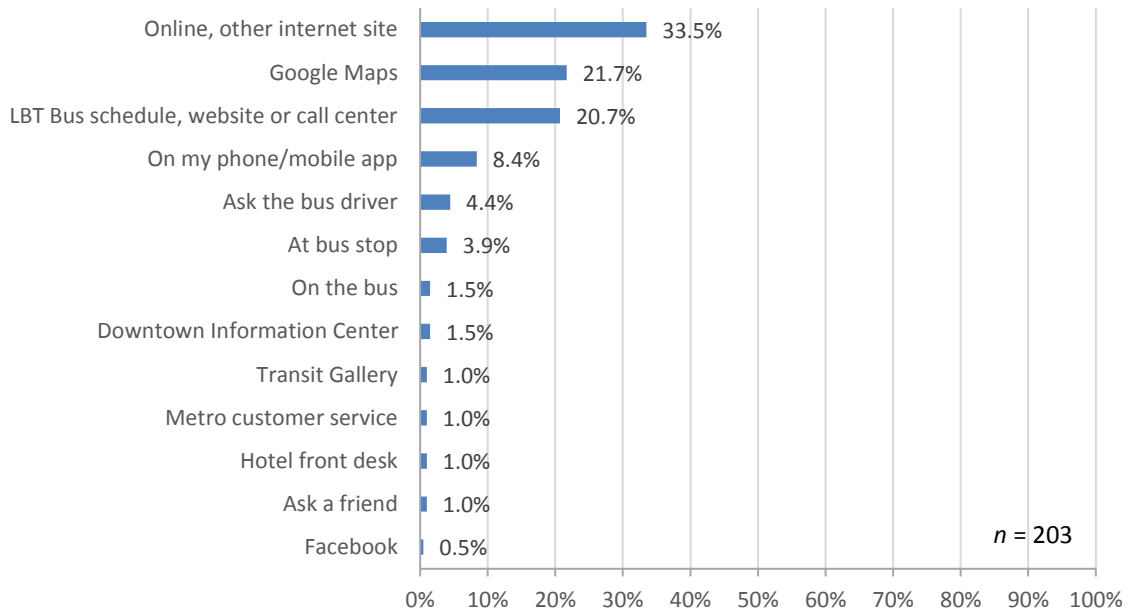
Means	Percent
Online, other internet site	33.5%
Google Maps	21.7%
LBT Bus schedule, website or call center	20.7%
On my phone/mobile app	8.4%
Ask the bus driver	4.4%
At bus stop	3.9%
On the bus	1.5%
Downtown Information Center	1.5%
Transit Gallery	1.0%
Metro customer service	1.0%
Hotel front desk	1.0%
Ask a friend	1.0%
Facebook	0.5%

n = 203

When analyzing transit information source by route, respondents at five out of the nine transit locations were most likely to use *Online, other internet site,* as a source over all other forms of gathering LBT information.

Exhibit 1.12.a Means of obtaining transit information by stop

Location	Values
Metro Blue Line Artesia Station	13.6% · 18.2% · 22.7% · 4.5% · 18.2% · 4.5% · 18.2%
Willow/Long Beach Blvd	5.9% · 5.9% · 5.9% · 23.5% · 11.8% · 5.9% · 41.2%
Long Beach City College	5.9% · 2.9% · 5.9% · 2.9% · 17.6% · 20.6% · 11.8% · 32.4%
Anaheim St/Long Beach Blvd	7.7% · 23.1% · 0.0% · 23.1% · 46.2%
Passport Bus	15.0% · 5.0% · 10.0% · 15.0% · 5.0% · 40.0% · 10.0%
PCH/Ximeno	7.7% · 15.4% · 23.1% · 15.4% · 38.5%
CSU Long Beach	2.8% · 2.8% · 36.1% · 22.2% · 2.8% · 2.8% · 30.6%
Lakewood Center Mall	14.3% · 28.6% · 42.9% · 14.3%
First Street Transit Gallery	9.5% · 28.6% · 9.5% · 4.8% · 23.8% · 23.8%

Legend:
- Ask a friend
- Ask the bus driver
- At bus stop
- Downtown Information Center
- Facebook
- Google Maps
- Hotel front desk
- LBT Bus schedule, website or call center
- Metro customer service
- On my phone/mobile app
- On the bus
- Online, other internet site
- Transit Gallery

Less than nine percent of surveyed customers indicated lack of Internet access which is a significant decrease from FY 2017 (20.4 percent). Over 90 percent of those who cited having Internet access indicated also having access via a mobile device. When visiting the LBT website, the most common reason was to obtain schedule/time information (39.2 percent).

Exhibit 1.13 Access to Internet

Do not have
internet access
8.5%

n = 414

Have internet
access
91.5%
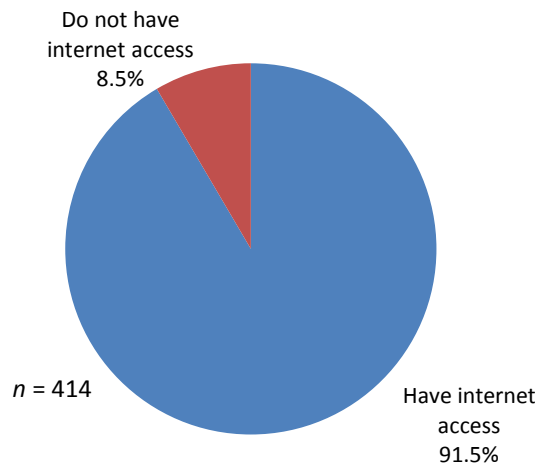
Exhibit 1.14 Internet access via smart phone/mobile device

Do not access
internet on
mobile device
9.9%

n = 352

Access internet
on mobile device
90.1%

23
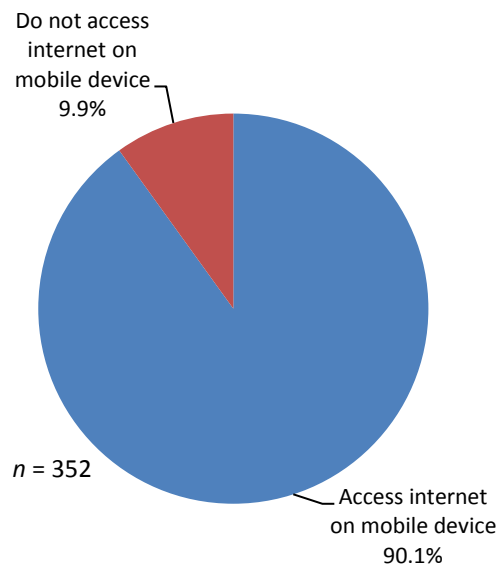
Exhibit 1.15 Reason for LBT website use
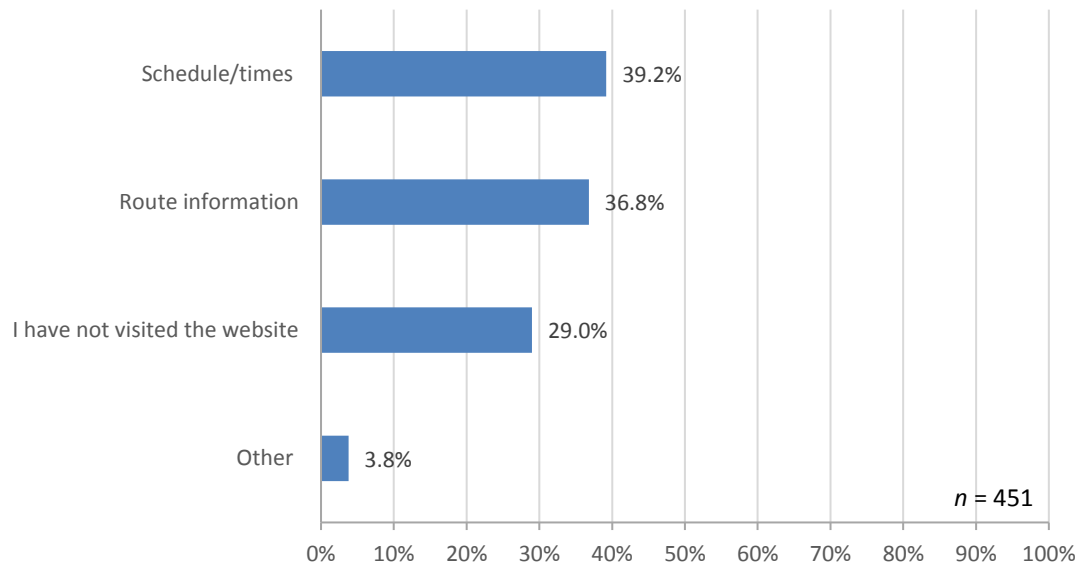
Less than 20 percent of FY 2018 survey respondents indicated some level of awareness of LBT advertising within the six months prior to survey contact. Customers reported seeing the most advertisements on TV (27.7 percent). Customers indicated buses as the second-most popular medium for observing LBT advertising (25.5 percent). CSULB campus (8.5 percent), online content (6.4 percent), and Facebook (6.4 percent) rounded out the top five most common advertising outlets.

Exhibit 1.16 Observed LBT advertising
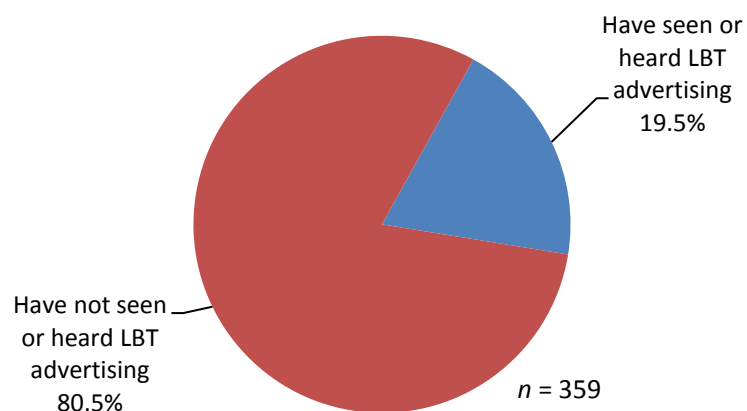
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Exhibit 1.17 Advertising medium
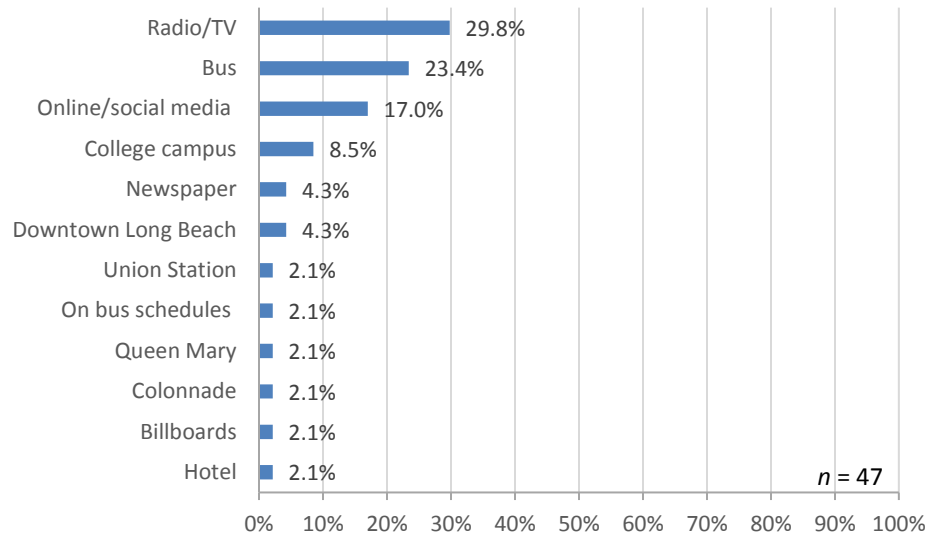
Radio/TV — 29.8%
Bus — 23.4%
Online/social media — 17.0%
College campus — 8.5%
Newspaper — 4.3%
Downtown Long Beach — 4.3%
Union Station — 2.1%
On bus schedules — 2.1%
Queen Mary — 2.1%
Colonnade — 2.1%
Billboards — 2.1%
Hotel — 2.1%

n = 47

Demographically, LBT customers are predominantly young, with 38.4 percent aged 18-24, which stayed the same from FY 2017, and nearly 70 percent under the age of 45. Nearly 48 percent of the surveyed customers were employed, while 36 percent self-identified as students. Hispanics/Latinos comprised the largest ethnic group among customers (46.6 percent), followed by Caucasian (21.7 percent), and African American (20.5 percent). Customers are fairly evenly divided by gender (52 percent of respondents identifying as female versus 47 percent male). Household income is a significant indicator of ridership, with 60.7 percent of customers reporting an annual income of less than $30,000. However, this income level likely reflects the large number of people under the age of 24 and students using LBT.

Exhibit 1.18 Customer age
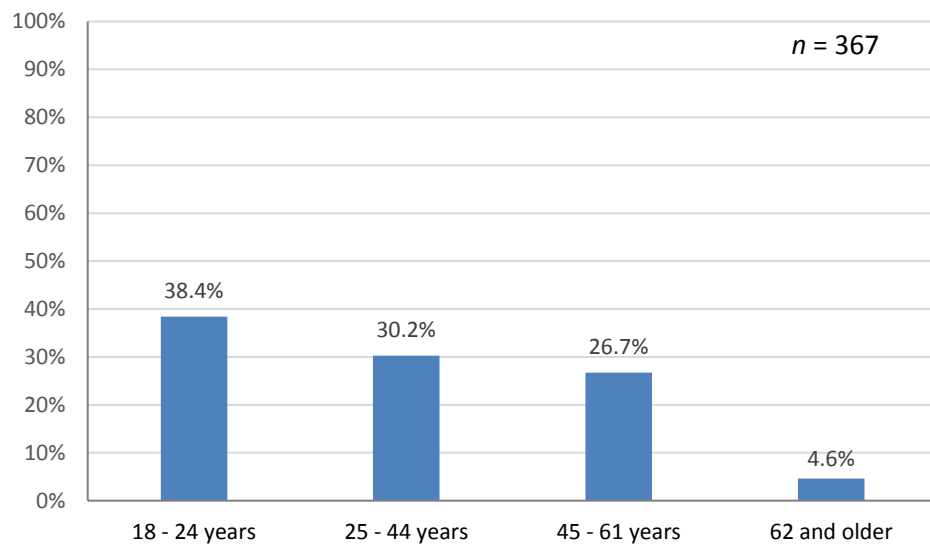
Exhibit 1.19 Customer employment[1]

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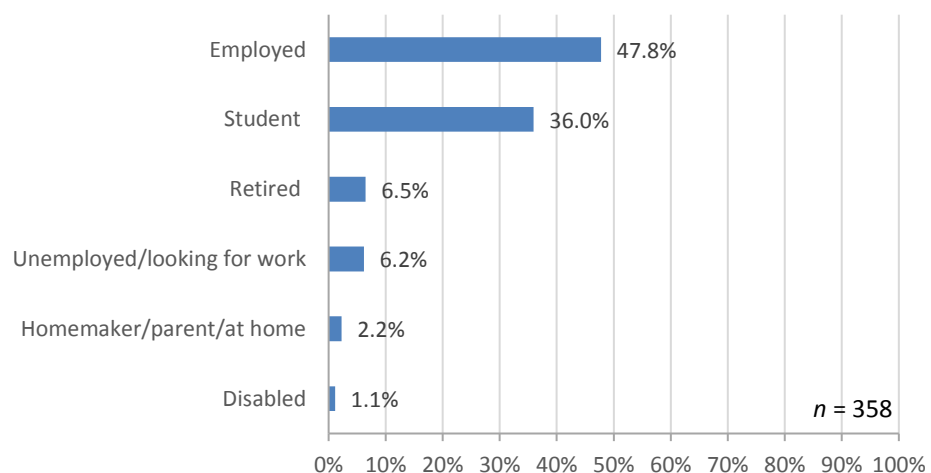
[1] The unemployment rate for the city of Long Beach at the time of the survey (September 2017) was 4.7 percent. The rate of unemployment among customer respondents was 1.5 percent higher than the city average.

Exhibit 1.20 Customer ethnicity

Hispanic/Latino — 47.3%
Caucasian — 21.6%
African American — 20.7%
Asian/Pacific Islander — 9.0%
Other — 2.1%

n = 334
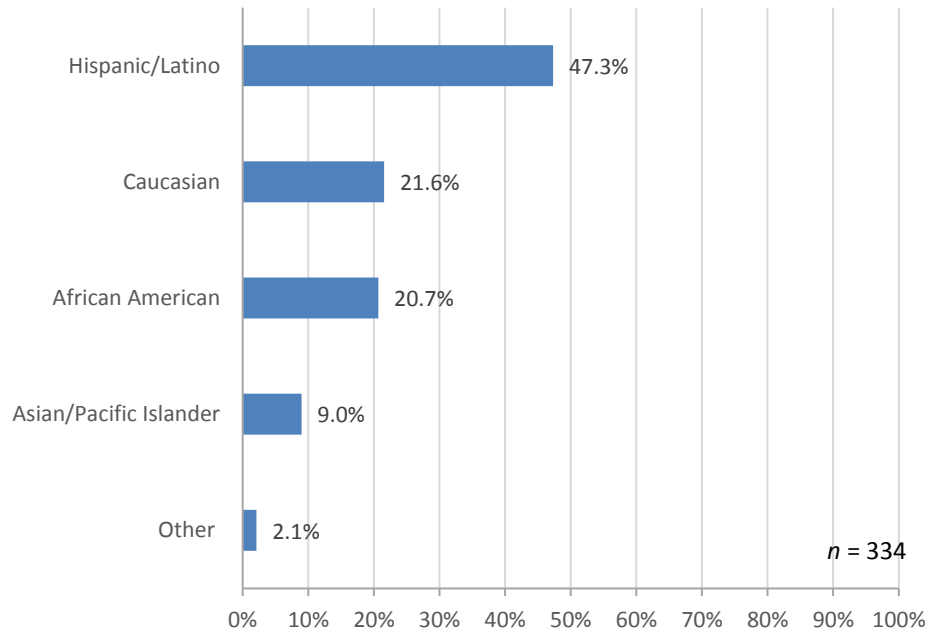
Exhibit 1.21 Annual household income
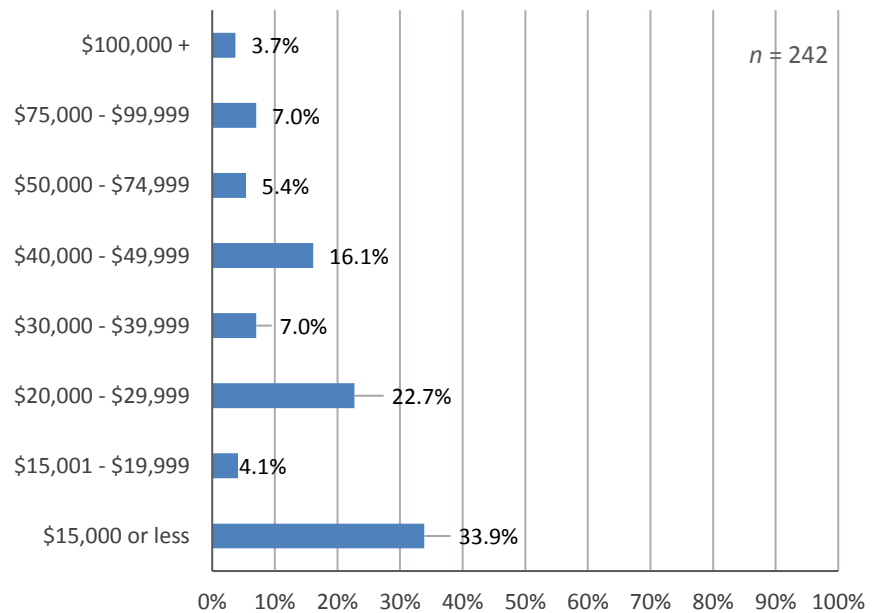
$100,000 + — 3.7%
$75,000 - $99,999 — 7.0%
$50,000 - $74,999 — 5.4%
$40,000 - $49,999 — 16.1%
$30,000 - $39,999 — 7.0%
$20,000 - $29,999 — 22.7%
$15,001 - $19,999 — 4.1%
$15,000 or less — 33.9%

n = 242

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While there is a general tendency toward lower income levels among LBT customers, it is interesting to note that in FY 2016, FY 2017 and FY 2018, those reporting incomes of $15,000 or less far surpassed any other income category. In FY 2015, however, this was not the case; incomes in the $20,000-$29,999 category exceeded any other income category.

Exhibit 1.21a Annual household income – trends
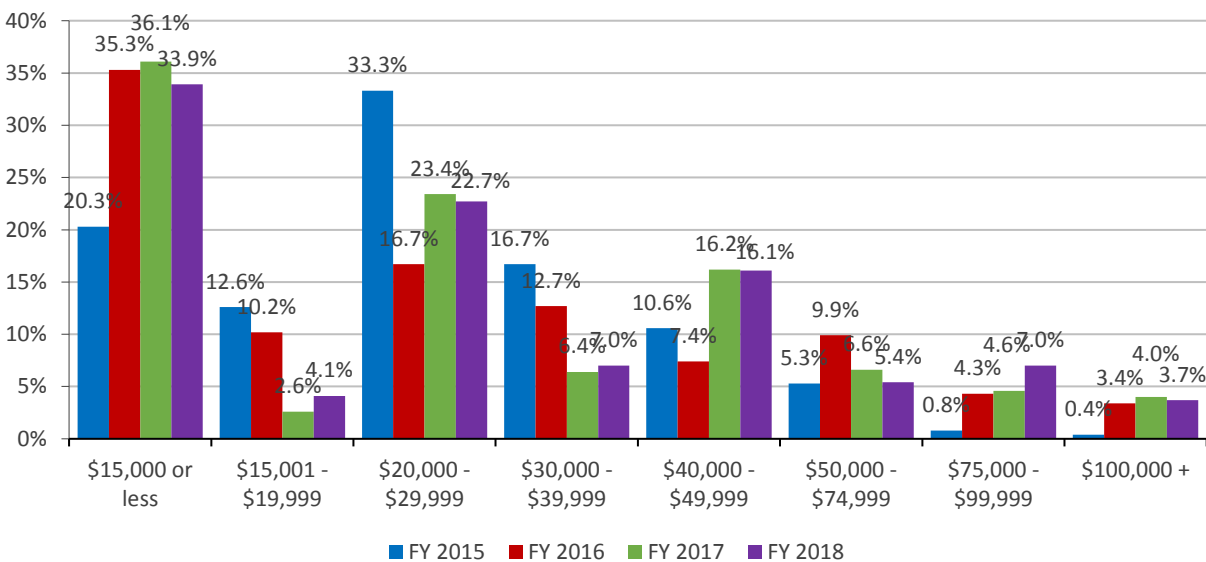
Exhibit 2.22 Customer gender
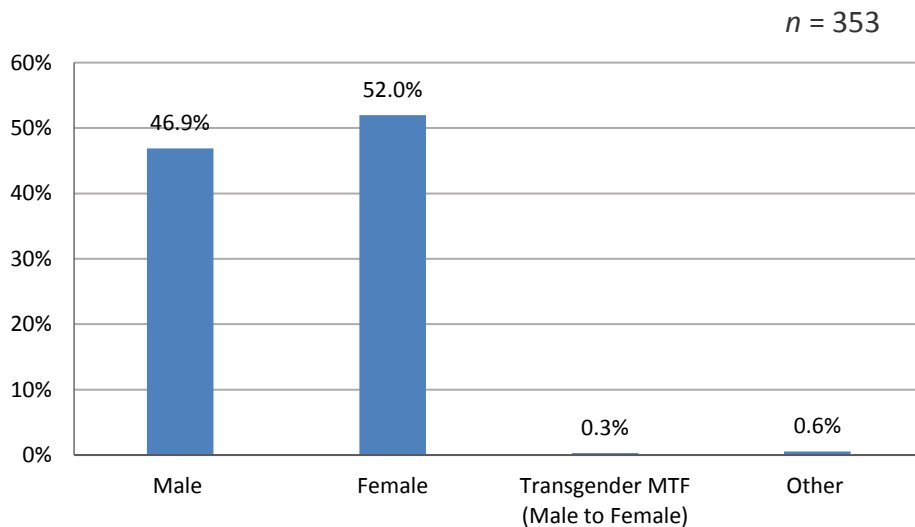
n = 353

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

Survey respondents generally reflected long-term usage of LBT services, as 55.9 percent reported having ridden LBT for three years or more, including 26.1 percent who have ridden for six years or more.

Exhibit 2.23 Customer retention
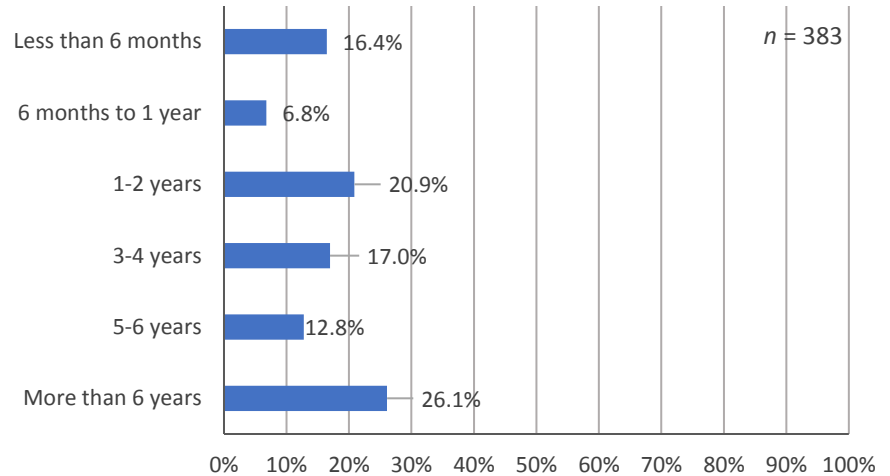
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3. Customer Survey Instrument

FY 17/18 Long Beach Transit Annual Customer Survey

Survey Date _____   Survey Time _____

1. Where are you taking this survey?
   - ❑ First Street Transit Gallery
   - ❑ Lakewood Center Mall
   - ❑ CSU Long Beach
   - ❑ PCH / Ximeno
   - ❑ Passport Bus
   - ❑ Anaheim / LB Blvd
   - ❑ LB City College - LAC
   - ❑ Willow / LB Blvd
   - ❑ Metro Blue Line Station - Artesia

2. What route are you boarding?
   - ❑ Long Beach Transit Route _____
   - ❑ Other (specify): _____

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

4. How long have you used Long Beach Transit?
   _____ years OR _____ months

5. 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): _____

6. Do you currently use other bus systems along with Long Beach Transit? (Select all that apply)
   - ❑ No
   - ❑ Yes - MTA/Metro   ❑ Yes - OCTA
   - ❑ Yes - Torrance Transit   ❑ Yes - LA DOT
   - ❑ Yes - Other (specify):_____

7. How will you pay for this trip? (Select only one)
   - ❑ Cash   ❑ Stored value on TAP
   - ❑ 1-Day Pass   ❑ 5-Day Pass
   - ❑ 30-Day Pass   ❑ Student 30-Day Pass
   - ❑ CSULB Pass on TAP
   - ❑ County-Wide EZ Transit Pass
   - ❑ Belmont Shore Employee Pass
   - ❑ One-Ride Pass   ❑ Free
   - ❑ Interagency Transfer   ❑ MTA Token
   - ❑ Other (specify): _____

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

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

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

	Excellent	Good	Poor	Very Poor
21. LBT's response to security concerns on its buses	❑	❑	❑	❑
22. LBT's response to security concerns at its bus stops	❑	❑	❑	❑
23. Response of Long Beach Police if needed on a bus	❑	❑	❑	❑
24. Response of Long Beach Police if needed at a bus stop	❑	❑	❑	❑

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

26. Is there anywhere that Long Beach Transit buses currently do not go that you would like them to go?
   ❑ No
   ❑ Yes → If so, where? _____

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

28. Do you have access to the Internet?
   ❑ Yes → If so, do you use a smart phone or other mobile device to access the Internet?
      ❑ Yes   ❑ No
   ❑ No

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

30. Have you seen or heard any advertising for Long Beach Transit in the past 6 months?
   ❑ Yes → Continue to Question 31
   ❑ No → Skip to Question 33

31. Where did you see the advertising?
   _____
   _____
   _____

32. Can you describe the ad(s)?
   _____
   _____
   _____

33. How responsive do you think Long Beach Transit is to their customers' complaints and suggestions? Are they...
   ❑ Very responsive   ❑ Somewhat responsive
   ❑ Not at all responsive

34. If Long Beach Transit were not available, what other transportation would you use to make this trip? (Select only one)
   ❑ Walk   ❑ Drive alone
   ❑ Carpool   ❑ Bicycle
   ❑ Get a ride   ❑ Cab/taxi
   ❑ Would not make trip   ❑ Other public transit
   ❑ Other (specify): _____

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

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

37. With which of the following ethnicities do you most closely identify?
   ❑ Asian   ❑ African American
   ❑ Caucasian   ❑ Hispanic/Latino
   ❑ Decline to state
   ❑ Other (specify): _____

38. What is your home zip code? _____

39. Which group includes your household's annual income from all sources?
   ❑ $15,000 or less   ❑ $15,001 - $19,999
   ❑ $20,000 - $29,999   ❑ $30,000 - $39,999
   ❑ $40,000 - $49,999   ❑ $50,000 - $74,999
   ❑ $75,000 - $99,999   ❑ $100,000 +
   ❑ Decline to state

40. How do you identify yourself?
   ❑ Male
   ❑ Female
   ❑ Transgender FTM (Female to Male)
   ❑ Transgender MTF (Male to Female)
   ❑ Other
   ❑ 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.*

4. Customer Survey Frequencies

Language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	433	96.0	96.0	96.0
	Spanish	18	4.0	4.0	100.0
	Total	451	100.0	100.0	

Date the surveyed trip was taken

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		17	3.8	3.8	3.8
	8/15/2017	1	0.2	0.2	4.0
	8/16/2017	1	0.2	0.2	4.2
	8/24/2017	1	0.2	0.2	4.4
	8/28/2017	1	0.2	0.2	4.7
	8/30/2017	2	0.4	0.4	5.1
	9/18/2017	140	31.0	31.0	36.1
	9/19/2017	187	41.5	41.5	77.6
	9/20/2017	75	16.6	16.6	94.2
	9/21/2017	23	5.1	5.1	99.3
	9/22/2017	1	0.2	0.2	99.6
	9/5/2017	1	0.2	0.2	99.8
	9/7/2017	1	0.2	0.2	100.0
	Total	451	100.0	100.0	

Where were you offered this survey?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Did not receive at a bus stop - where did you learn about the survey?	21	4.7	4.7	4.7
	First Street Transit Gallery	52	11.5	11.5	16.2
	Lakewood Center Mall	52	11.5	11.5	27.7
	CSU Long Beach	53	11.8	11.8	39.5
	PCH/Ximeno	43	9.5	9.5	49.0
	Passport Bus	49	10.9	10.9	59.9
	Anaheim/Long Beach Blvd	28	6.2	6.2	66.1
	Long Beach City College - LAC	51	11.3	11.3	77.4
	Willow/Long Beach Blvd	51	11.3	11.3	88.7
	Metro Blue Line Artesia Station	51	11.3	11.3	100.0
	Total	451	100.0	100.0	

Did not receive at a bus stop - where did you learn about the survey?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		430	95.3	95.3	95.3
	Facebook	12	2.7	2.7	98.0
	Online	9	2.0	2.0	100.0
	Total	451	100.0	100.0	

What route were you boarding when you were offered the survey?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	29	6.4	6.4	6.4
	Long Beach Transit	422	93.6	93.6	100.0
	Total	451	100.0	100.0	

Other (specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	422	93.6	93.6	93.6
101	1	0.2	0.2	93.8
151	1	0.2	0.2	94.0
202	1	0.2	0.2	94.2
22	1	0.2	0.2	94.5
260	2	0.4	0.4	94.9
Metro 202	1	0.2	0.2	96.0
Metro Blue Line	3	0.7	0.7	96.7
Online	9	2.0	2.0	98.7
Shoreline Valley	1	0.2	0.2	98.9
Torrance Transit	5	1.1	1.1	100.0
Total	451	100.0	100.0	

If LONG BEACH TRANSIT, indicate route number or Passport

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	143	31.7	31.7	31.7
1	5	1.1	1.1	32.8
101	12	2.7	2.7	35.5
101/102/103/104	1	0.2	0.2	35.7
101/103	17	3.8	3.8	39.5
102	4	0.9	0.9	40.4
102/104	2	0.4	0.4	40.8
103	11	2.4	2.4	43.2
104	1	0.2	0.2	43.5
11	1	0.2	0.2	43.7
111	19	4.2	4.2	47.9
111/112	1	0.2	0.2	48.1
112	7	1.6	1.6	49.7
121	23	5.1	5.1	54.8
1301	1	0.2	0.2	55.0
142	1	0.2	0.2	55.2
151	1	0.2	0.2	55.4
152	1	0.2	0.2	55.7
171	8	1.8	1.8	57.4
172	1	0.2	0.2	57.6
173	8	1.8	1.8	59.4
173/171	1	0.2	0.2	59.6
176	15	3.3	3.3	63.0
176 ZAP	1	0.2	0.2	63.2
182	1	0.2	0.2	63.4
191	10	2.2	2.2	65.6

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	Frequency	Percent	Valid Percent	Cumulative Percent
191/2	1	0.2	0.2	65.9
2	1	0.2	0.2	66.1
232	3	0.7	0.7	66.7
45	2	0.4	0.4	67.2
45/46/51/62	1	0.2	0.2	67.4
46	5	1.1	1.1	68.5
51	25	5.5	5.5	74.1
51/52	1	0.2	0.2	74.3
51/52/60	1	0.2	0.2	74.5
51/52/61	1	0.2	0.2	74.7
52	13	2.9	2.9	77.6
61	16	3.5	3.5	81.2
63	2	0.4	0.4	81.6
71/72/101/103	1	0.2	0.2	81.8
80	1	0.2	0.2	82.0
81	6	1.3	1.3	83.4
81/90s	1	0.2	0.2	83.6
90-93	1	0.2	0.2	83.8
90s	10	2.2	2.2	86.0
90s, 81	1	0.2	0.2	86.3
91	9	2.0	2.0	88.2
91, 92, 93, 94	1	0.2	0.2	88.5
92	1	0.2	0.2	88.7
93	13	2.9	2.9	91.6
96	1	0.2	0.2	91.8
Passport	37	8.2	8.2	100.0
Total	451	100.0	100.0	

Overall, how would you rate Long Beach Transit? Would you say it is...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	199	44.1	44.2	44.2
	Good	242	53.7	53.8	98.0
	Poor	6	1.3	1.3	99.3
	Very poor	3	0.7	0.7	100.0
	Total	450	99.8	100.0	
Missing	System	1	0.2		
Total		451	100.0		

How long have you been riding Long Beach Transit?

		Frequency	Percent
Valid	Less than 6 years	63	16.4
	6 months to 1 year	26	6.8
	1-2 years	80	20.9
	3-4 years	65	17.0
	5-6 years	49	12.8
	More than 6 years	100	26.1
	Total	383	100.0
Missing	System	68	
Total		451	

When you ride the bus, what is the PRIMARY purpose of your trip? (Select only one)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	6	1.3	1.3	1.3
	Work	157	34.8	35.0	36.3
	School	136	30.2	30.3	66.6
	Medical	25	5.5	5.6	72.2
	Shopping	25	5.5	5.6	77.7
	Recreation	41	9.1	9.1	86.9
	Personal Business	59	13.1	13.1	100.0
	Total	449	99.6	100.0	
Missing	System	2	0.4		
Total		451	100.0		

Other (specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		445	98.7	98.7	98.7
	Church	1	0.2	0.2	98.9
	Church and Shopping; I go everywhere I need to go on the bus	1	0.2	0.2	99.1
	Go Home	2	0.4	0.4	99.6
	Vacation	2	0.4	0.4	100.0
	Total	451	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	242	53.7	100.0	100.0
Missing	System	209	46.3		
Total		451	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes- MTA/Metro	153	33.9	100.0	100.0
Missing	System	298	66.1		
Total		451	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes - OCTA	37	8.2	100.0	100.0
Missing	System	414	91.8		
Total		451	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes - Torrance Transit	49	10.9	100.0	100.0
Missing	System	402	89.1		
Total		451	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes - LADOT	19	4.2	100.0	100.0
Missing	System	432	95.8		
Total		451	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes - Other	13	2.9	100.0	100.0
Missing	System	438	97.1		
Total		451	100.0		

Other (please specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		439	97.3	97.3	97.3
	Blue and Red Line	1	0.2	0.2	97.6
	Cerritos COW, Dash and Access	1	0.2	0.2	97.8
	Dash	2	0.4	0.4	98.2
	Did not specify	1	0.2	0.2	98.4
	Foothill Transit	1	0.2	0.2	98.7
	Gardena	1	0.2	0.2	98.9
	Gardena Transit	1	0.2	0.2	99.1
	LBCT	1	0.2	0.2	99.3
	Ottawa Regional	1	0.2	0.2	99.6
	San Pedro	1	0.2	0.2	99.8
	Train	1	0.2	0.2	100.0
	Total	451	100.0	100.0	

How did you pay for the surveyed trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	2	0.4	0.4	0.4
	Cash	197	43.7	43.7	44.1
	Stored Value on TAP	55	12.2	12.2	56.3
	1-Day Pass	28	6.2	6.2	62.5
	5-Day Pass	3	0.7	0.7	63.2
	30-Day Pass	44	9.8	9.8	72.9
	Student 30-Day Pass	14	3.1	3.1	76.1
	CSULB Pass on TAP	47	10.4	10.4	86.5
	County-Wide EZ Transit Pass	5	1.1	1.1	87.6
	Belmont Shore Employee Pass	2	0.4	0.4	88.0
	One-Ride Pass	6	1.3	1.3	89.4
	Free	40	8.9	8.9	98.2
	Interagency Transfer	6	1.3	1.3	99.6
	MTA Token	2	0.4	0.4	100.0
	Total	451	100.0	100.0	

Other (specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		449	99.6	99.6	99.6
	Did not Specify	1	0.2	0.2	99.8
	EZ pass Senior/Disabled	1	0.2	0.2	100.0
	Total	451	100.0	100.0	

Courtesy of bus operator

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	5	1.1	1.1	1.1
	Good	247	54.8	54.9	56.0
	Excellent	198	43.9	44.0	100.0
	Total	450	99.8	100.0	
Missing	System	1	0.2		
Total		451	100.0		

Safe operation of bus by bus operator

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	6	1.3	1.3	1.3
	Good	228	50.6	51.0	52.3
	Excellent	213	47.2	47.7	100.0
	Total	447	99.1	100.0	
Missing	System	4	0.9		
Total		451	100.0		

Cleanliness of bus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	4	0.9	0.9	0.9
	Poor	39	8.6	8.7	9.6
	Good	237	52.5	53.1	62.8
	Excellent	166	36.8	37.2	100.0
	Total	446	98.9	100.0	
Missing	System	5	1.1		
Total		451	100.0		

Buses run on schedule

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	8	1.8	1.8	1.8
	Poor	51	11.3	11.4	13.1
	Good	247	54.8	55.0	68.2
	Excellent	143	31.7	31.8	100.0
	Total	449	99.6	100.0	
Missing	System	2	0.4		
Total		451	100.0		

Convenience of routes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	2	0.4	0.4	0.4
	Poor	26	5.8	5.8	6.3
	Good	237	52.5	53.3	59.6
	Excellent	180	39.9	40.4	100.0
	Total	445	98.7	100.0	
Missing	System	6	1.3		
Total		451	100.0		

Reasonableness of fares

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	4	0.9	0.9	0.9
	Poor	39	8.6	8.7	9.6
	Good	212	47.0	47.4	57.0
	Excellent	192	42.6	43.0	100.0
	Total	447	99.1	100.0	
Missing	System	4	0.9		
Total		451	100.0		

Information provided to customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	2	0.4	0.4	0.4
	Poor	31	6.9	6.9	7.3
	Good	236	52.3	52.6	59.9
	Excellent	180	39.9	40.1	100.0
	Total	449	99.6	100.0	
Missing	System	2	0.4		
Total		451	100.0		

Condition of bus stops

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	7	1.6	1.6	1.6
	Poor	49	10.9	10.9	12.4
	Good	245	54.3	54.3	66.7
	Excellent	150	33.3	33.3	100.0
	Total	451	100.0	100.0	

Convenience of bus stops

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	1	0.2	0.2	0.2
	Poor	21	4.7	4.7	4.9
	Good	248	55.0	55.6	60.5
	Excellent	176	39.0	39.5	100.0
	Total	446	98.9	100.0	
Missing	System	5	1.1		
Total		451	100.0		

Appearance of bus operators

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	1	0.2	0.2	0.2
	Poor	5	1.1	1.1	1.3
	Good	220	48.8	48.9	50.2
	Excellent	224	49.7	49.8	100.0
	Total	450	99.8	100.0	
Missing	System	1	0.2		
Total		451	100.0		

Quality of telephone information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	6	1.3	1.4	1.4
	Poor	22	4.9	5.3	6.7
	Good	232	51.4	55.4	62.1
	Excellent	159	35.3	37.9	100.0
	Total	419	92.9	100.0	
Missing	System	32	7.1		
Total		451	100.0		

Frequency of service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	4	0.9	0.9	0.9
	Poor	27	6.0	6.1	7.0
	Good	246	54.5	55.3	62.2
	Excellent	168	37.3	37.8	100.0
	Total	445	98.7	100.0	
Missing	System	6	1.3		
Total		451	100.0		

Information at bus stops

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	5	1.1	1.1	1.1
	Poor	43	9.5	9.6	10.8
	Good	232	51.4	52.0	62.8
	Excellent	166	36.8	37.2	100.0
	Total	446	98.9	100.0	
Missing	System	5	1.1		
Total		451	100.0		

LBT's response to security concerns on its buses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very poor	1	0.2	0.2	0.2
	Not applicable	55	12.2	12.6	12.8
	Good	228	50.6	52.1	64.8
	Excellent	154	34.1	35.2	100.0
	Total	438	97.1	100.0	
Missing	System	13	2.9		
Total		451	100.0		

LBT's response to security concerns at its bus stops

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very poor	5	1.1	1.1	1.1
	Not applicable	71	15.7	16.3	17.5
	Good	224	49.7	51.5	69.0
	Excellent	135	29.9	31.0	100.0
	Total	435	96.5	100.0	
Missing	System	16	3.5		
Total		451	100.0		

Response of Long Beach Police if needed on a bus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very poor	1	0.2	0.2	0.2
	Not applicable	75	16.6	17.4	17.6
	Good	211	46.8	48.8	66.4
	Excellent	145	32.2	33.6	100.0
	Total	432	95.8	100.0	
Missing	System	19	4.2		
Total		451	100.0		

Response of Long Beach Police if needed at a bus stop

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very poor	4	0.9	0.9	0.9
	Not applicable	81	18.0	18.8	19.7
	Good	201	44.6	46.6	66.4
	Excellent	145	32.2	33.6	100.0
	Total	431	95.6	100.0	
Missing	System	20	4.4		
Total		451	100.0		

What kind of improvements would you like to see Long Beach Transit make? (Select all that apply)

		Frequency	Percent
Valid	Nothing	122	27.1
	More buses/increased frequency	142	31.5
	Improve bus stops	90	20.0
	Lower fares	124	27.5
	Improve on-time reliability	96	21.3
	Cleaner buses	73	16.2
	Later/longer hours	66	14.6
	Other	25	5.5
Total		451	100.0

Other (please specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		426	94.5	94.5	94.5
	Anonymous tip line that you can text instead of call.	1	0.2	0.2	94.7
	Be in conjunction with school special early dates and be ready to bus high school Kids.	1	0.2	0.2	94.9
	better routes	1	0.2	0.2	95.1
	better ways to track bus	1	0.2	0.2	95.3
	come in earlier than an hour	1	0.2	0.2	95.6
	Don't wait for each person to pay before driving	1	0.2	0.2	95.8
	equality for all riders	1	0.2	0.2	96.0
	Express routes	1	0.2	0.2	96.2
	free transfers to LB	1	0.2	0.2	96.5
	Improve safety	1	0.2	0.2	96.7
	lights at stops	1	0.2	0.2	96.9
	live gps maps	1	0.2	0.2	97.1
	More buses on weekends	1	0.2	0.2	97.3
	More seats	1	0.2	0.2	97.6
	Reduced bus fare for people attending Long Beach City College	1	0.2	0.2	98.0
	routes to more destinations	1	0.2	0.2	98.2
	Stop children's bad behavior	1	0.2	0.2	98.4
	sync time at transfer points	1	0.2	0.2	98.7

The public is out of control, smoking at stops, begging and stealing, even fighting and filthy with out doubt its everywhere but it is camera's are everywhere.why not have a scan of the world to show you how transit is abused by nonusers more than user's of the system	1	0.2	0.2	98.9
total pdf lpt guide instead of single	1	0.2	0.2	99.1
transfers	1	0.2	0.2	99.3
TV	1	0.2	0.2	99.6
Update the information on bus stops as well as more comprehensive layout of the information	1	0.2	0.2	99.8
Use of pennies again	1	0.2	0.2	100.0
Total	451	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	37	8.2	8.7	8.7
	No	386	85.6	91.3	100.0
	Total	423	93.8	100.0	
Missing	System	28	6.2		
Total		451	100.0		

Yes - If so, where?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		416	92.2	92.2	92.2
	172 to Studebaker/166th all day	1	0.2	0.2	92.5
	2nd street	1	0.2	0.2	92.7
	Alondra/Atlantic	1	0.2	0.2	92.9
	Appian Way	1	0.2	0.2	93.1
	Bellflower	1	0.2	0.2	93.3
	Belmont	1	0.2	0.2	93.6

Cerritos Town Center / Del Amo Mall / Harbor Gateway Transit Center / San Pedro / Downey Landing /	1	0.2	0.2	93.8
closer to Mira Mor	1	0.2	0.2	94.0
Did not specify	6	1.3	1.3	95.3
Disneyland	1	0.2	0.2	95.6
Dominguez Hills	1	0.2	0.2	95.8
East & West on 183rd of Studebaker Rd	1	0.2	0.2	96.0
Express buses to orange county	1	0.2	0.2	96.2
Friend's house	1	0.2	0.2	96.5
From Artesia station to Compton towne center. Please unlock the gate on the casino side	1	0.2	0.2	96.7
Huntington Beach	1	0.2	0.2	96.9
Irvine/OC	1	0.2	0.2	97.1
LA and Santa Ana	1	0.2	0.2	97.3
Los Angeles	1	0.2	0.2	97.6
Lynwood	1	0.2	0.2	97.8
Norwalk Library	1	0.2	0.2	98.0
not legible	1	0.2	0.2	98.2
Orange County	1	0.2	0.2	98.4
Orange County and Los Angeles	1	0.2	0.2	98.7
park	1	0.2	0.2	98.9
San Pedro	1	0.2	0.2	99.1
San pedro at least to Gaffey. LADOT Tends to be late a lot and they only run every 30 minutes. And run every hour starting at 8	1	0.2	0.2	99.3
Straight to Cerritos Mall	1	0.2	0.2	99.6
USS Iowa	1	0.2	0.2	99.8
West of Pacific North of 3rd st	1	0.2	0.2	100.0
Total	451	100.0	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	Cumulative Percent
Valid		249	55.2	55.2	55.2
	Ask a friend	2	0.4	0.4	55.7
	Ask the bus driver	9	2.0	2.0	57.6
	At bus stop	8	1.8	1.8	59.4
	Downtown Information Center	3	0.7	0.7	60.1
	Facebook	1	0.2	0.2	60.3
	Google Maps	44	9.8	9.8	70.1
	Hotel front desk	2	0.4	0.4	70.5
	LBT Bus schedule, website or call center	42	9.3	9.3	79.8
	Metro customer service	2	0.4	0.4	80.3
	On my phone/ mobile app	17	3.8	3.8	84.0
	On the bus	3	0.7	0.7	84.7
	Online, other internet site	67	14.9	14.9	99.6
	Transit Mall	2	0.4	0.4	100.0
	Total	451	100.0	100.0	

Do you have access to the Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	378	83.8	86.3	86.3
	No	60	13.3	13.7	100.0
	Total	438	97.1	100.0	
Missing	System	13	2.9		
Total		451	100.0		

Other (please specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		451	100.0	100.0	100.0

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	316	70.1	84.9	84.9
	No	56	12.4	15.1	100.0
	Total	372	82.5	100.0	
Missing	System	79	17.5		
Total		451	100.0		

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

		Frequency	Percent
Valid	Route information	166	36.8
	Schedule/times	177	39.2
	I have not visited the website	131	29.0
	Other	17	3.8
Total		451	100.0

Other (please specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		434	96.2	96.2	96.2
	add money to tap card	1	0.2	0.2	96.5
	Bus pass	1	0.2	0.2	96.7
	bus tracking / board meeting agendas	1	0.2	0.2	96.9
	Did not specify	3	0.7	0.7	97.6
	Fares	1	0.2	0.2	97.8
	jobs	1	0.2	0.2	98.0
	Lost and found	2	0.4	0.4	98.4
	Map of systems branching out to get the most accomplished in a day	1	0.2	0.2	98.7
	Max	1	0.2	0.2	98.9
	more improve web	1	0.2	0.2	99.1
	not visited	1	0.2	0.2	99.3
	Passes	1	0.2	0.2	99.6
	Schedule Times Live Bus Tracking and Detours.	1	0.2	0.2	99.8
	Transfers to other lines	1	0.2	0.2	100.0
	Total	451	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	70	15.5	16.9	16.9
	No	343	76.1	83.1	100.0
	Total	413	91.6	100.0	
Missing	System	38	8.4		
Total		451	100.0		

Where did you see the advertising?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		404	89.6	89.6	89.6
	Billboards	1	0.2	0.2	89.8
	Bus	12	2.7	2.7	92.5
	Colonnade	1	0.2	0.2	92.7
	CSULB Campus	4	0.9	0.9	93.6
	Downtown Long Beach	2	0.4	0.4	94.0
	Facebook	3	0.7	0.7	94.7
	Hotel	1	0.2	0.2	94.9
	Movies at the beach-Alfredos	1	0.2	0.2	95.1
	Newspaper	2	0.4	0.4	95.6
	On my phone	1	0.2	0.2	95.8
	Online	3	0.7	0.7	96.5
	Queen Mary	1	0.2	0.2	96.7
	Route and schedule guide	1	0.2	0.2	96.9
	TV	13	2.9	2.9	99.8
	Union Station	1	0.2	0.2	100.0
	Total	451	100.0	100.0	

Can you describe the ad(s)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		417	92.5	92.5	92.5
	About arrival times safety and don't leave your bike!	1	0.2	0.2	92.7
	Advertising bus passes	1	0.2	0.2	92.9
	An information booth with customer reps	1	0.2	0.2	93.1
	Any bus	1	0.2	0.2	93.3

Commercial for lbt	1	0.2	0.2	93.6
Cool	1	0.2	0.2	93.8
Facebook ad	1	0.2	0.2	94.0
Giant blowout ads	1	0.2	0.2	94.2
Hospital advertisement	1	0.2	0.2	94.5
I remember the ads talking about how the buses are newer	1	0.2	0.2	94.7
Information	1	0.2	0.2	94.9
Informational, interesting	1	0.2	0.2	95.1
Internet ads	1	0.2	0.2	95.3
It was a big ad plastered on side of bus	1	0.2	0.2	95.6
Just LBT	1	0.2	0.2	95.8
Long Beach Station	1	0.2	0.2	96.0
Long Beach Transit Hiring Bus Operators and it's Benefits.	1	0.2	0.2	96.2
Map and timetable	1	0.2	0.2	96.5
No	4	0.9	0.9	97.3
Not really	2	0.4	0.4	97.8
on the feed related to Aqualink Aquabus	1	0.2	0.2	98.0
Ride bus line	1	0.2	0.2	98.2
Schedule at check in	1	0.2	0.2	98.4
Schedule my Trip	1	0.2	0.2	98.7
Signs	1	0.2	0.2	98.9
Summer activities at the Aquarium & parks, suggesting which routes to take to get there, including Aquabus & taxi ads	1	0.2	0.2	99.1
Take LB transit	1	0.2	0.2	99.3
They were very helpful	1	0.2	0.2	99.6
TV ads that promote the transit.	1	0.2	0.2	99.8
Yes	1	0.2	0.2	100.0
Total	451	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very responsive	166	36.8	48.5	48.5
	Somewhat responsive	152	33.7	44.4	93.0
	Not at all responsive	24	5.3	7.0	100.0
	Total	342	75.8	100.0	
Missing	System	109	24.2		
Total		451	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	23	5.1	6.2	6.2
	Walk	63	14.0	17.1	23.3
	Drive alone	36	8.0	9.8	33.1
	Carpool	39	8.6	10.6	43.6
	Bicycle	28	6.2	7.6	51.2
	Get a ride	86	19.1	23.3	74.5
	Cab/taxi	19	4.2	5.1	79.7
	Would not make trip	17	3.8	4.6	84.3
	Other public transit	58	12.9	15.7	100.0
	Total	369	81.8	100.0	
Missing	System	82	18.2		
Total		451	100.0		

Other (specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		428	94.9	94.9	94.9
	Lyft	2	0.4	0.4	95.3
	MTA	1	0.2	0.2	95.6
	Train	1	0.2	0.2	95.8
	Uber	15	3.3	3.3	99.1
	Uber/Lyft	4	0.9	0.9	100.0
	Total	451	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24	141	31.3	31.6	31.6
	25 - 44	110	24.4	24.7	56.3
	45 - 61	98	21.7	22.0	78.3
	62 and older	17	3.8	3.8	82.1
	Decline to state	80	17.7	17.9	100.0
	Total	446	98.9	100.0	
Missing	System	5	1.1		
Total		451	100.0		

Which of the following best describes your employment status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	5	1.1	1.1	1.1
	Employed	170	37.7	38.0	39.1
	Student	128	28.4	28.6	67.8
	Unemployed/looking for work	22	4.9	4.9	72.7
	Retired	23	5.1	5.1	77.9
	Homemaker/parent/at home	8	1.8	1.8	79.6
	Decline to state	91	20.2	20.4	100.0
	Total	447	99.1	100.0	
Missing	System	4	0.9		
Total		451	100.0		

Other (specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		446	98.9	98.9	98.9
	Did not specfy	1	0.2	0.2	99.1
	Disabled	4	0.9	0.9	100.0
	Total	451	100.0	100.0	

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

		Frequency	Percent	Valid Percent
Valid	Asian/Pacific Islander	30	6.7	9.0
	African American	69	15.3	20.7
	Caucasian	72	16.0	21.6
	Hispanic/Latino	158	35.0	47.3
	Decline to state	117	25.9	0.0
	Other	7	1.6	2.1
Total		451	100.0	100.0

Other (specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		427	94.7	94.7	94.7
	Australian	1	0.2	0.2	95.1
	Dutch	2	0.4	0.4	97.8
	Mixed ethnicity	3	0.7	0.7	98.7
	Native American	1	0.2	0.2	98.9
	Total	451	100.0	100.0	

What is your home zip code?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		246	54.5	54.5	54.5
	27886	1	0.2	0.2	54.8
	6153	1	0.2	0.2	55.0
	70030	1	0.2	0.2	55.2
	71679	1	0.2	0.2	55.4
	7419	2	0.4	0.4	55.9
	76179	1	0.2	0.2	56.1
	90001	3	0.7	0.7	56.8
	90003	3	0.7	0.7	57.4
	90011	1	0.2	0.2	57.6
	90015	1	0.2	0.2	57.9
	90201	3	0.7	0.7	58.5
	90220	2	0.4	0.4	59.0
	90221	2	0.4	0.4	59.4
	90222	1	0.2	0.2	59.6
	90262	2	0.4	0.4	60.1
	90277	1	0.2	0.2	60.3
	90280	1	0.2	0.2	60.5
	90302	1	0.2	0.2	60.8
	90650	2	0.4	0.4	61.2

	Frequency	Percent	Valid Percent	Cumulative Percent
90703	1	0.2	0.2	61.4
90706	2	0.4	0.4	61.9
90710	2	0.4	0.4	62.3
90712	2	0.4	0.4	62.7
90715	3	0.7	0.7	63.4
90716	1	0.2	0.2	63.6
90723	1	0.2	0.2	63.9
90731	2	0.4	0.4	64.3
90745	2	0.4	0.4	64.7
90746	1	0.2	0.2	65.0
90755	2	0.4	0.4	65.4
90802	22	4.9	4.9	70.3
90803	5	1.1	1.1	71.4
90804	28	6.2	6.2	77.6
90805	18	4.0	4.0	81.6
90806	19	4.2	4.2	85.8
90807	6	1.3	1.3	87.1
90808	4	0.9	0.9	88.0
90810	9	2.0	2.0	90.0
90813	27	6.0	6.0	96.0
90814	4	0.9	0.9	96.9
90815	7	1.6	1.6	98.4
90816	1	0.2	0.2	98.7
91377	1	0.2	0.2	98.9
92646	1	0.2	0.2	99.1
92647	1	0.2	0.2	99.3
92653	1	0.2	0.2	99.6
98066	1	0.2	0.2	99.8
Total	451	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	82	18.2	18.4	18.4
	$15,001 - $19,999	10	2.2	2.2	20.7
	$20,000 - $29,999	55	12.2	12.4	33.0
	$30,000 - $39,999	17	3.8	3.8	36.9
	$40,000 - $49,999	39	8.6	8.8	45.6
	$50,000 - $74,999	13	2.9	2.9	48.5
	$75,000 - $99,999	17	3.8	3.8	52.4
	$100,000 or more	8	1.8	1.8	54.2
	Decline to state	204	45.2	45.8	100.0
	Total	445	98.7	100.0	
Missing	System	6	1.3		
Total		451	100.0		

How do you identify yourself?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	166	36.8	37.4	37.4
	Female	184	40.8	41.4	78.8
	Transgender MTF (Male to Female)	1	0.2	0.2	79.1
	Other	2	0.4	0.5	79.5
	Decline to state	91	20.2	20.5	100.0
	Total	444	98.4	100.0	
Missing	System	7	1.6		
Total		451	100.0		

5. Community Survey Findings

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

Survey Instrument Design

To encourage participation, an incentive was offered. Everyone who completed a survey was entered into a random drawing for a $25 VISA gift card.

Three qualifier questions were used to identify potential survey participants:

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

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

Data Collection

The latest community survey was conducted via dual methodology (intercept and online), resulting in 486 valid responses. Although nearly 800 people attempted the survey, only 486 met the conditions of the qualifier questions. More than 57 percent of the survey sample was collected via intercept. The survey was available online from Monday, August 14, 2017 through Wednesday, September 20, 2017. Fielding was conducted across four days in September at a variety of public locations throughout LBT's primary service area. Survey locations included California State University, Long Beach (CSULB); Department of Motor Vehicles; Bixby Knolls; Lakewood Center Mall; Veterans Affairs Medical Center Long Beach (VA); and Long Beach City College (both campuses).

Data Processing

Moore & Associates was responsible for the data entry process, reviewing data entry work on a daily basis while also conducting spot-checks throughout each day.

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

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Key Findings

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

The profile respondent is female, Hispanic, and between the ages of 18 and 24. She lives and works full-time in Long Beach.

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

- Nearly half (48.1 percent) rated LBT services as *excellent* or *good,* while 46 percent did not know enough about the service to have an opinion.
- Bus operator safety received a 95.8 percent favorable rating.
- *Security onboard* was the lowest-rated service attribute, with 31.6 percent citing it as *poor* or *very poor.*
- Potential service changes which could positively impact ridership are *increased service frequency* and *expanded service to include new/unserved destinations.*
- Nearly 50 percent of respondents reported they *might consider riding the bus*.
- Eighty-four percent of those respondents who had visited 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 citing no recent use of LBT, 46 percent of non-customers were unclear as to how to rate LBT services. However, when adjusted to remove such individuals, the overall satisfaction rating for LBT by non-customers was nearly 90 percent (Exhibit 4.1.a). Overall satisfaction of non-customers has consistently been 90 percent and above in recent surveys. However, for this round of surveys, the overall rating trend showed a modest decrease to 87.6 percent (Exhibit 4.1.b).
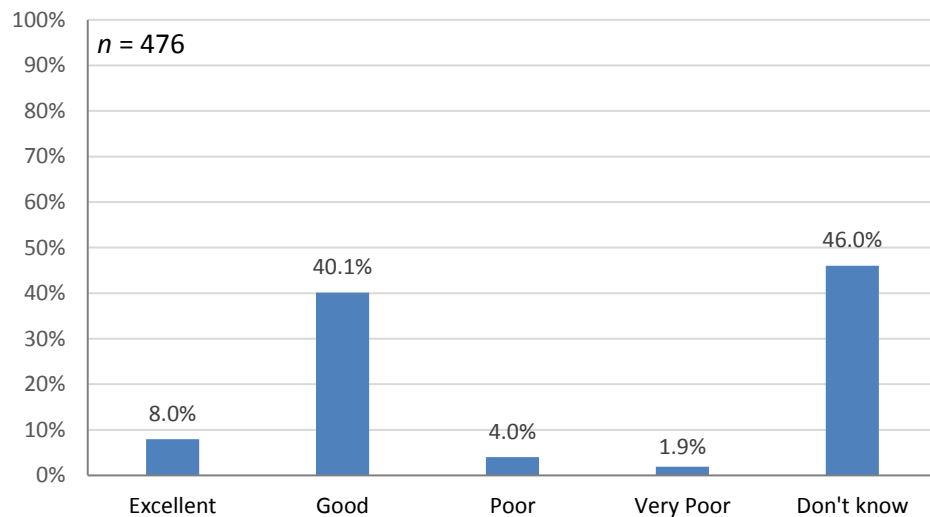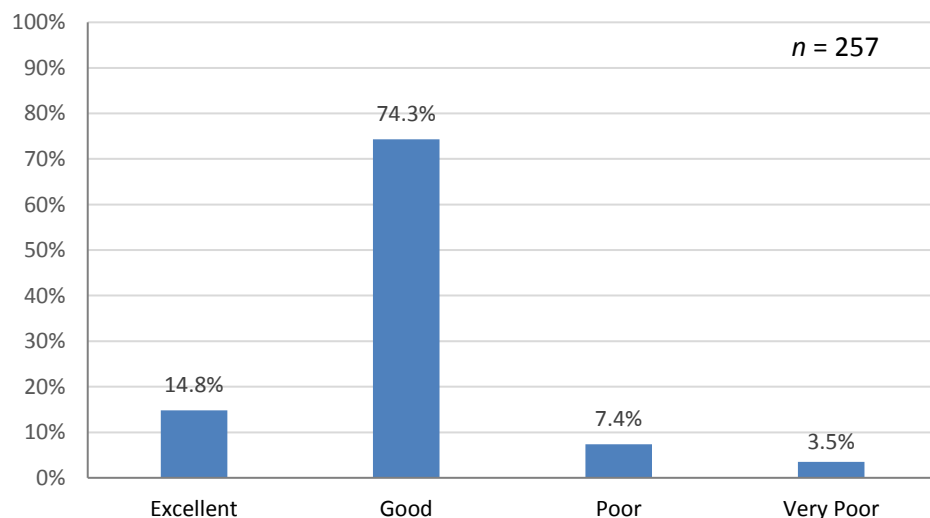
Exhibit 4.1 Overall rating

Exhibit 4.1.a Overall rating (adjusted)

Exhibit 4.1.b Overall rating trend (adjusted)
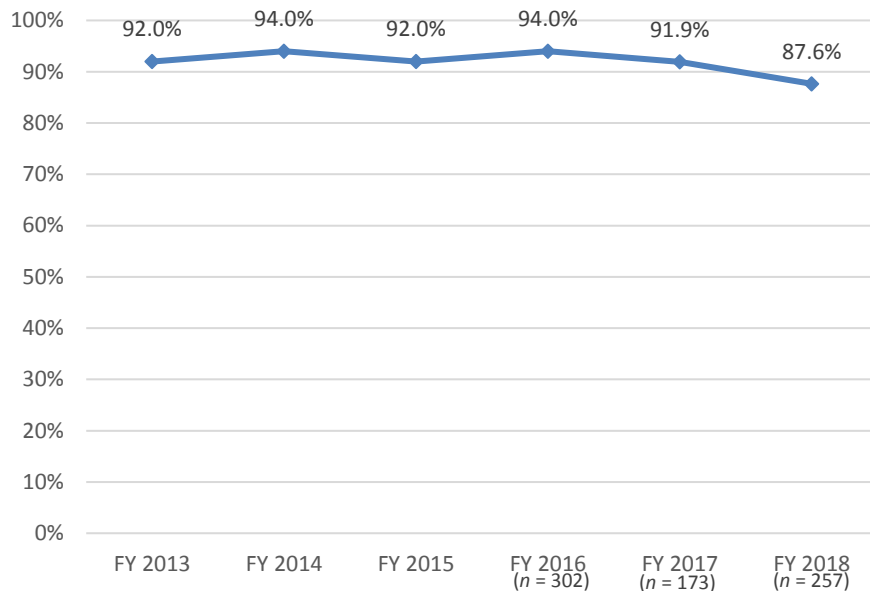
Exhibit 4.2 illustrates community ratings of service attributes, and indicates the number of respondents who rated each attribute as *excellent* or *good.* Non-customers gave favorable ratings to most service attributes. The highest-rated attributes were *bus operator safety* (95.8 percent) and *bus operator appearance* (95.8 percent). The lowest-rated attribute was *security onboard* (68.4 percent). This was compared to the rating of s*ecurity of LBT system* (84.4 percent) for FY 2017, but could not be compared to prior survey efforts, as this attribute was a consolidation of two different security-related questions from prior survey periods (*onboard security* and *security at bus stops*). In FY 2016, *onboard security* received an 84 percent positive rating, while *security at bus stops* received a rating of 71 percent.

Exhibit 4.2 Ratings

	FY 2018	FY 2017	FY 2016	FY 2015	FY 2014	FY 2013
Overall satisfaction	87.6%	91.9%	94%	92%	94%	92%
Bus operator safety	95.8%	99.4%	97%	98%	94%	89%
Bus operator appearance	95.8%	97.6%	98%	89%	97%	96%
Bus appearance	94.5%	93.6%	98%	77%	96%	96%
Security onboard	68.4%	84.4%	-	-	-	-
Bus stop condition	83.7%	81.7%	92%	93%	88%	84%

Exhibit 4.2.a Bus operator safety
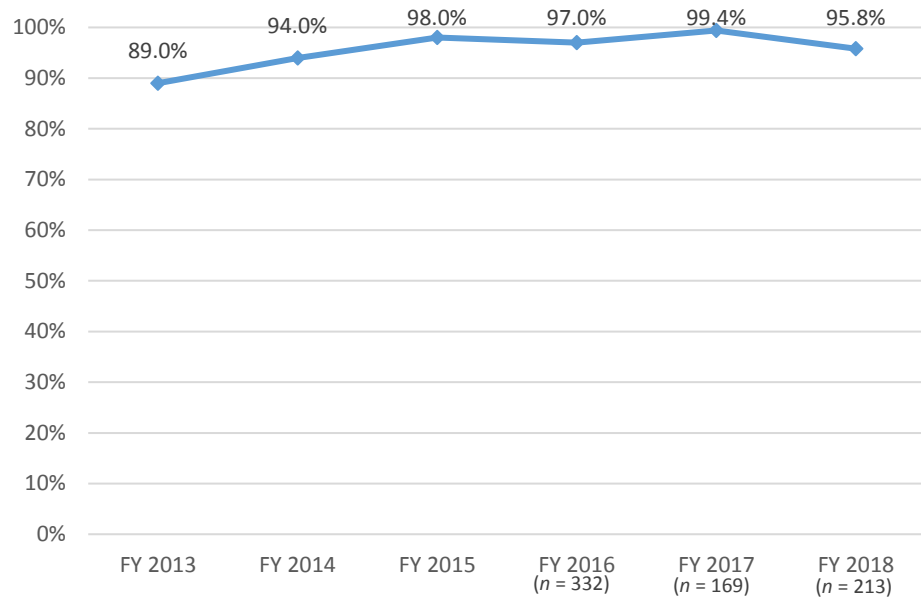
Exhibit 4.2.b Bus operator appearance
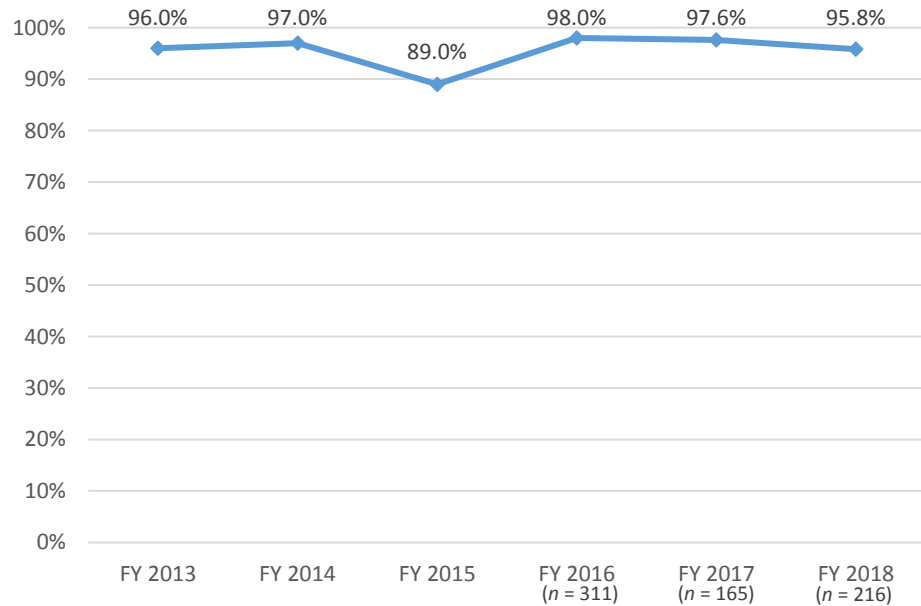
61

Exhibit 4.2.c Bus appearance
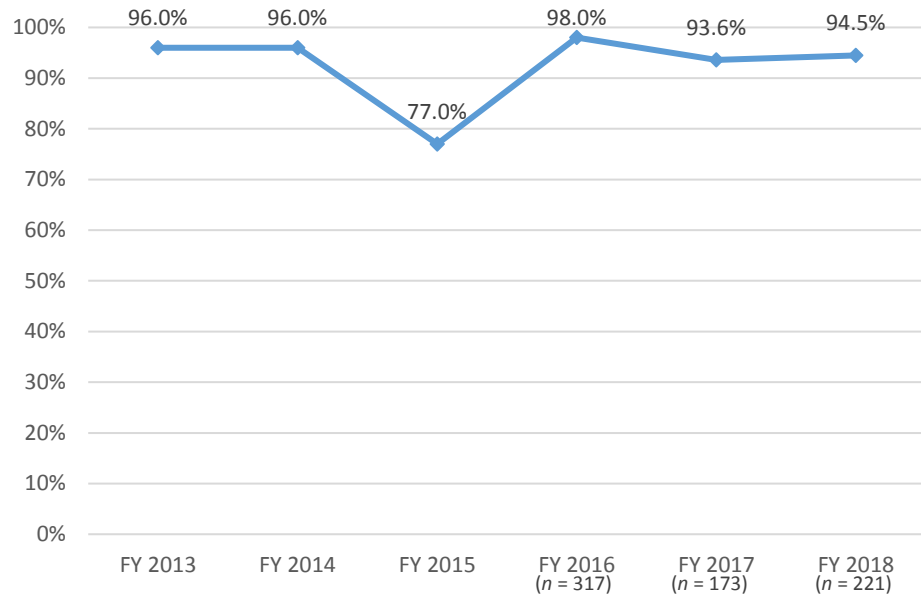
Exhibit 4.2.d Bus stop condition
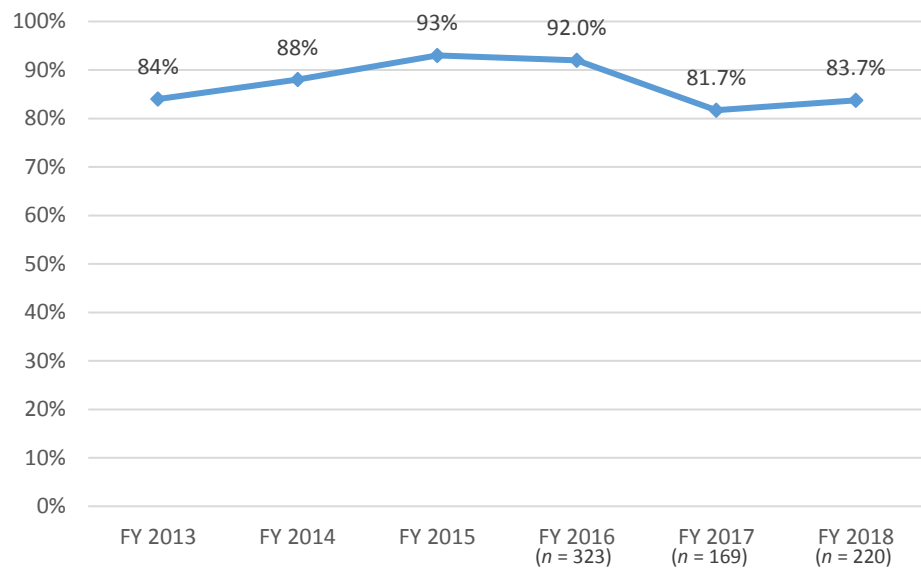
The number of survey respondents reporting prior use of LBT bus service increased in FY 2018 (to 54.5 percent), compared to 47 percent in FY 2017. The FY 2016 total of previous customers was nearly 66 percent. In FY 2015, the total was 78.3 percent.

Exhibit 4.3 Former customers
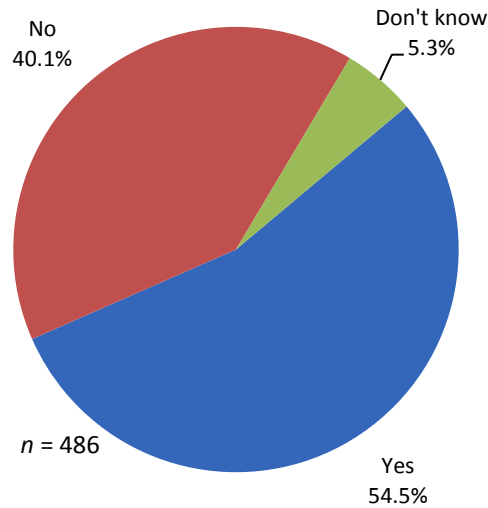
Of those respondents citing prior use of LBT, the top three trip purposes were *school* (32.4 percent), *recreation/social* (27.3 percent) and *work* (21.1 percent). These three destinations were also the top responses in FY 2017.

Exhibit 4.4 Trip purpose: former customers
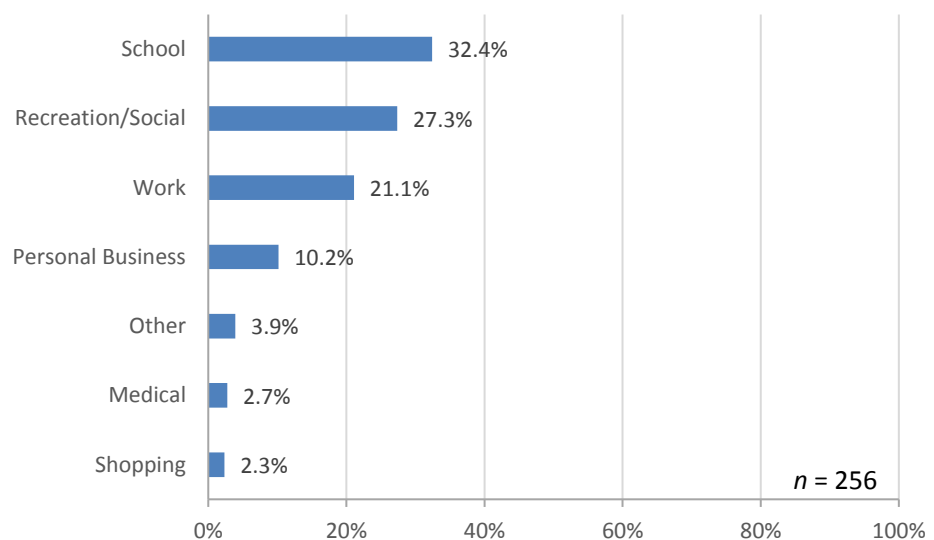
Former customers were asked the primary reason for their discontinued use of LBT. The most common response in FY 2018 was *takes too long/quicker by car* (20.8 percent), followed by *only ride for special reason, car repair, etc.* (15.2 percent).

Exhibit 4.5 Reason for discontinued usage
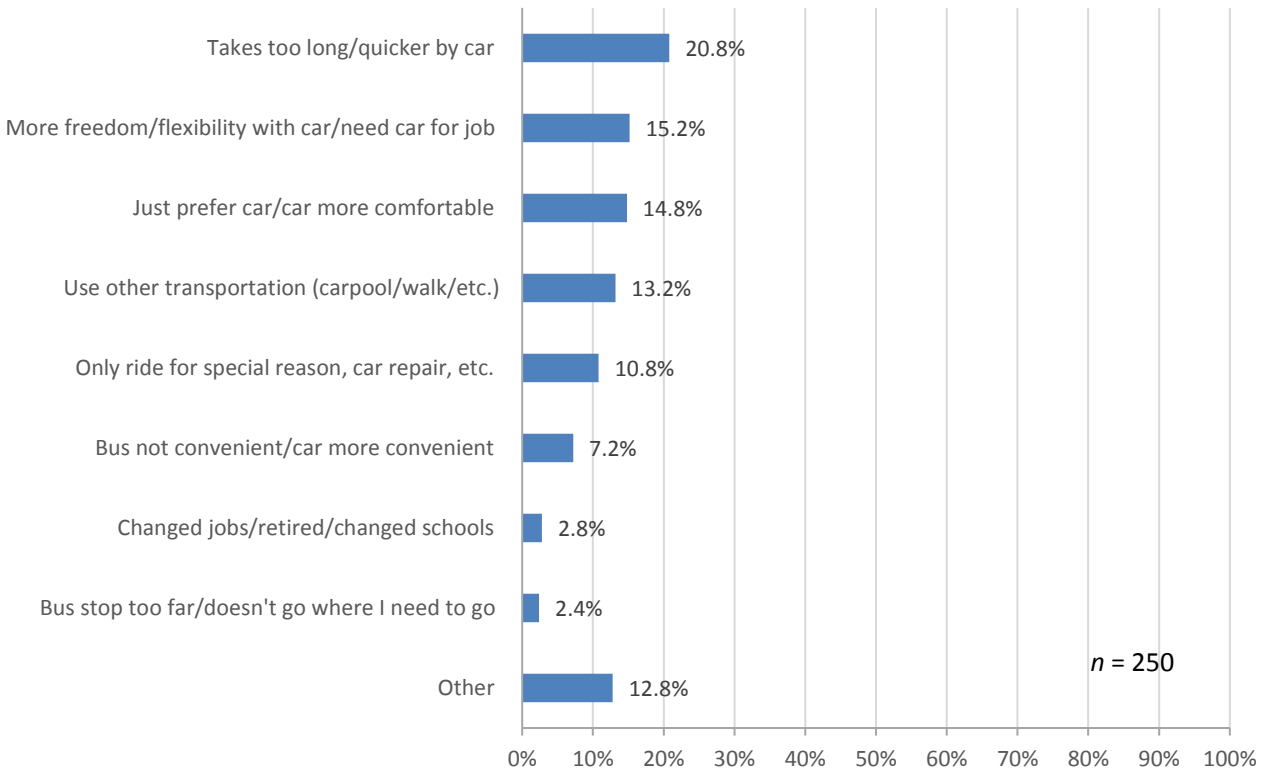
n = 250

Survey participants identifying themselves as prior LBT customers were asked to indicate any improvements LBT could introduce to regain their patronage. Notably, the number of respondents who cited *nothing* increased from 18.7 percent in FY 2017 to 23 percent.

The most-frequently cited potential improvement was *increased service frequency* (39.2 percent), followed by *new routes* (35.5 percent).

Exhibit 4.6 Preferred improvements
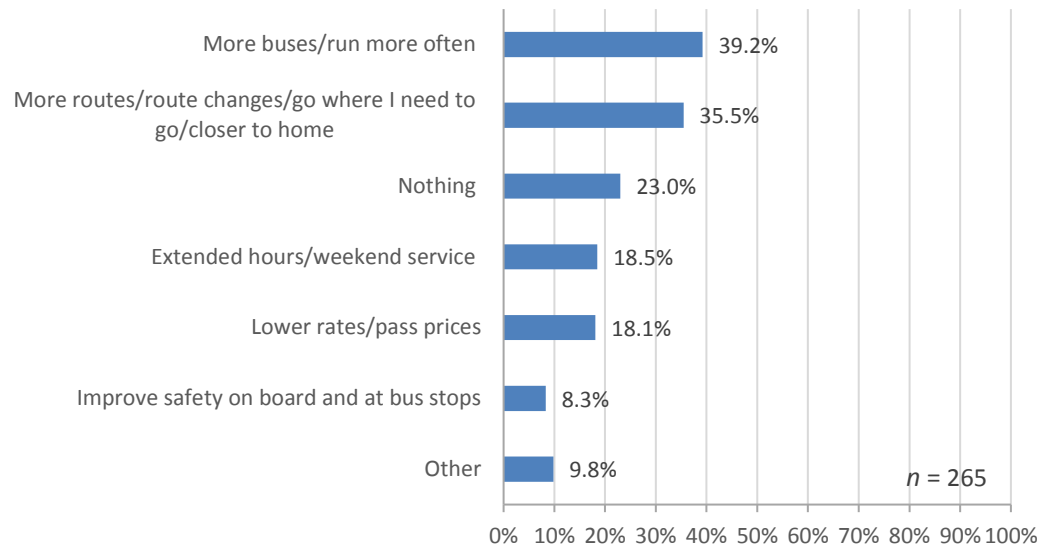
Improvement	Percent
More buses/run more often	39.2%
More routes/route changes/go where I need to go/closer to home	35.5%
Nothing	23.0%
Extended hours/weekend service	18.5%
Lower rates/pass prices	18.1%
Improve safety on board and at bus stops	8.3%
Other	9.8%

n = 265

The most-frequently cited barriers to potential use of public transit included *trip duration* (39.9 percent), and a need for *more frequent service* (22 percent). These were also the most common responses in the FY 2017 Community Survey cycle. The number of respondents who cited *safety issues* increased from 7.6 percent in FY 2017 to 12.7 percent in FY 2018.

Despite these barriers, only 12.1 percent said they would not ride the bus under any circumstance. Nearly 50 percent would consider riding, while 38.4 percent reported they would ride only under special circumstances (such as a gasoline shortage).

Exhibit 4.7 Barriers to usage
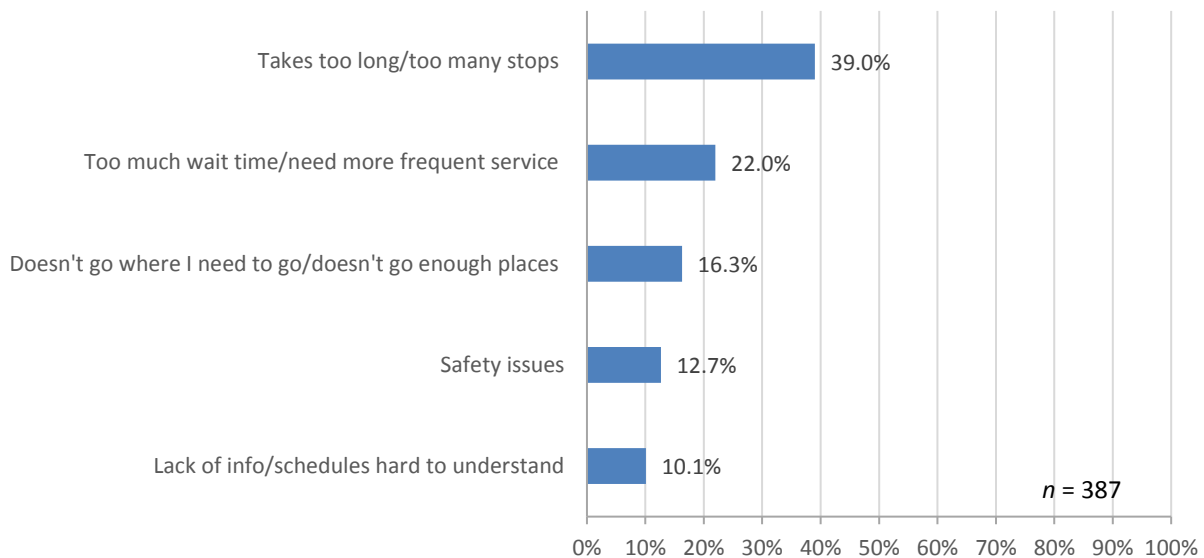
Exhibit 4.7.a Potential ridership

66
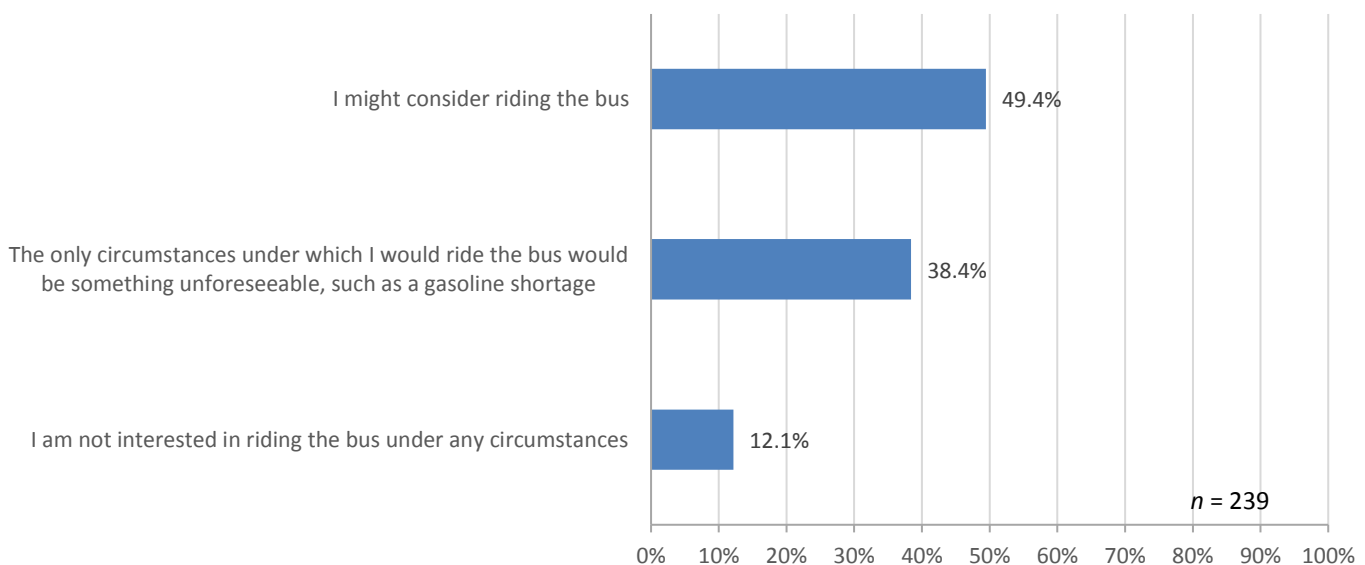
Nearly 50 percent indicated that the availability of easy-to-understand service information would increase the likelihood of their patronage of LBT. This represents a five percent decrease from FY 2017.

Exhibit 4.8 Impact: availability/clarity of service information
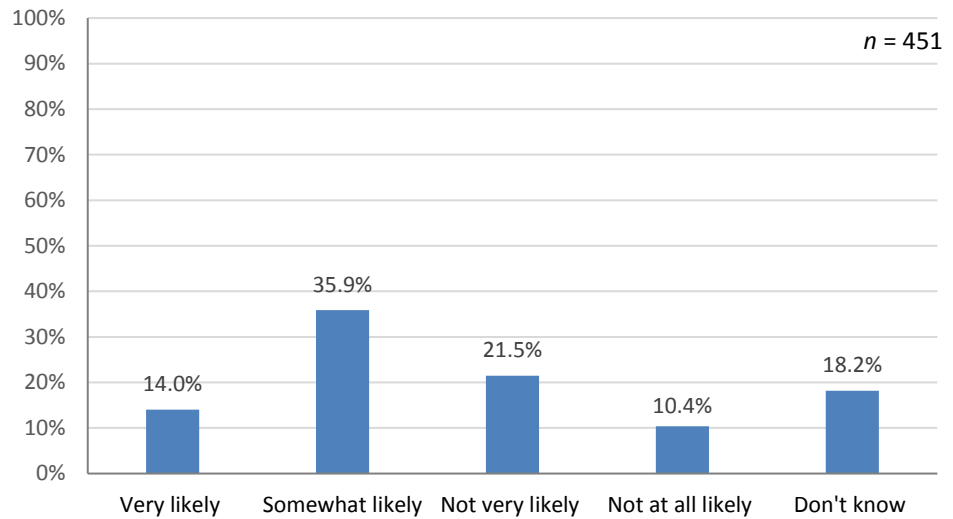
Potential increases in future gasoline pricing remains an important influencer regarding use of public transit. Among the current pool of respondents, the five-dollar/gallon "price point" is the "tipping point" for serious consideration of public transit as a travel alternative.

Exhibit 4.9 Impact: gas pricing
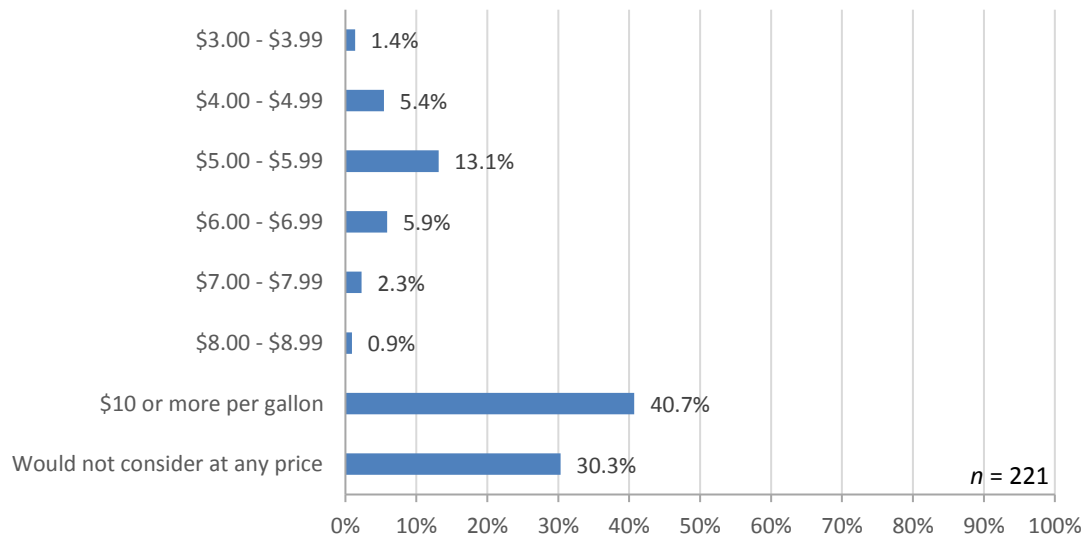
The Internet remains the top source for obtaining information about LBT (56.5 percent, similar to FY 2017). *Long Beach Transit website* increased from 4.9 percent in FY 2017 to 11.3 percent.

Exhibit 4.10 Information source
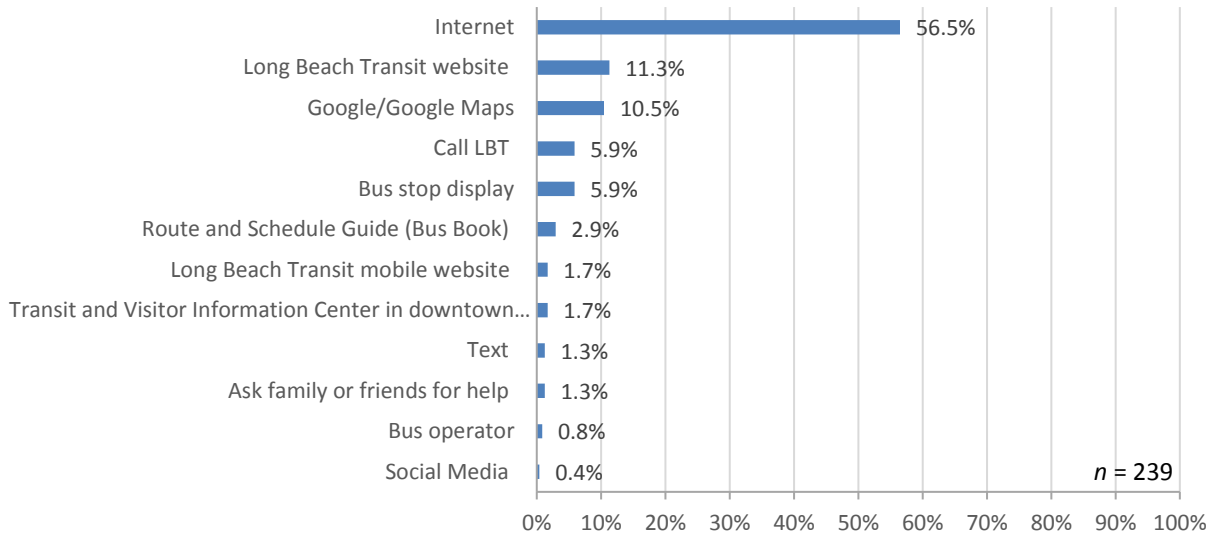
Source	Percent
Internet	56.5%
Long Beach Transit website	11.3%
Google/Google Maps	10.5%
Call LBT	5.9%
Bus stop display	5.9%
Route and Schedule Guide (Bus Book)	2.9%
Long Beach Transit mobile website	1.7%
Transit and Visitor Information Center in downtown…	1.7%
Text	1.3%
Ask family or friends for help	1.3%
Bus operator	0.8%
Social Media	0.4%

n = 239

Approximately 97 percent of respondents indicated having Internet access (up from 94.3 percent in FY 2017). Nearly 71 percent reported having access via both personal computer/laptop and mobile device.

Exhibit 4.11 Internet access

No
3.4%

n = 442

Yes
96.6%
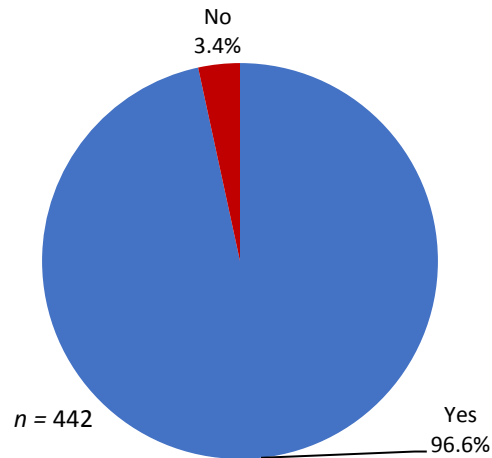
Exhibit 4.11.a Internet access source
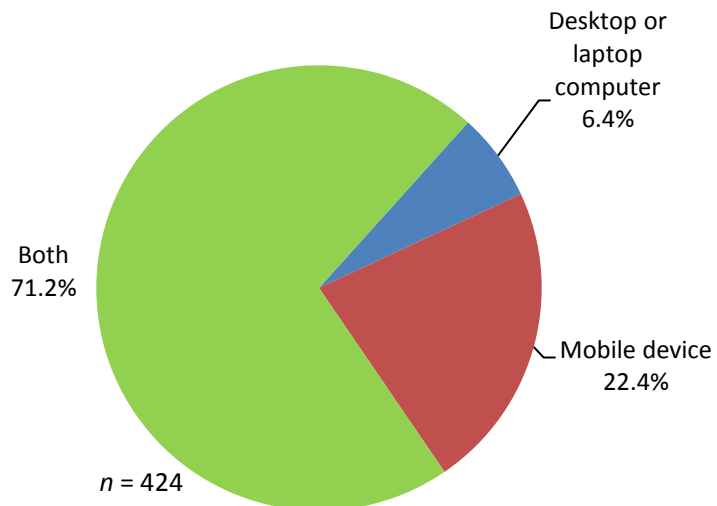
Desktop or
laptop
computer
6.4%

Both
71.2%

Mobile device
22.4%

n = 424

69

Due to the high percentage of respondents citing ready access to the Internet, there was an increase of LBT website usage from 28.3 percent in FY 2017 to 38.7 percent. Of those, nearly half used it to gain general information, while nearly 43 percent used the site's trip planning function.

Seventy-one percent of respondents indicated they would not make any changes to the website, 11 percent cited *ease of ease or functionality* as potential improvements and 10 percent cited *clearer descriptions of routes and trip planning.*

However, of those survey participants who had visited the LBT website, 84 percent rated it as *very good* or *good.*

Exhibit 4.12 LBT site usage

Have visited
LBT website
38.7%

Have not visited
LBT website
61.3%

n = 442
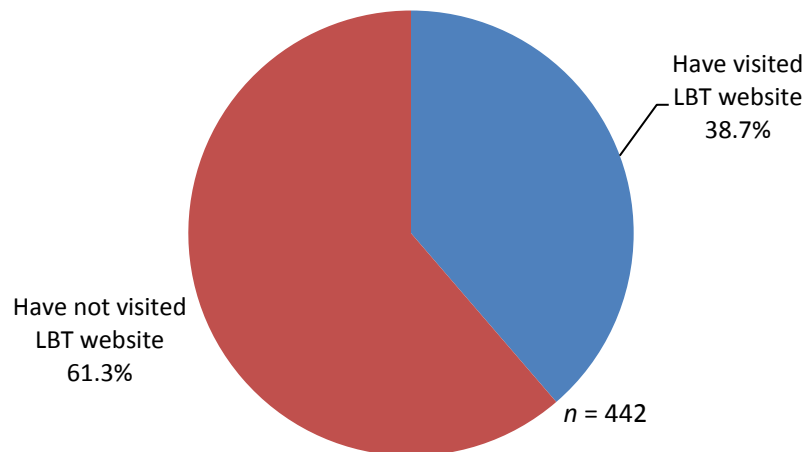
Exhibit 4.12.a Reason for site usage

General service
information
50.6%

Other
6.5%

To plan a trip
42.9%

n = 168

70
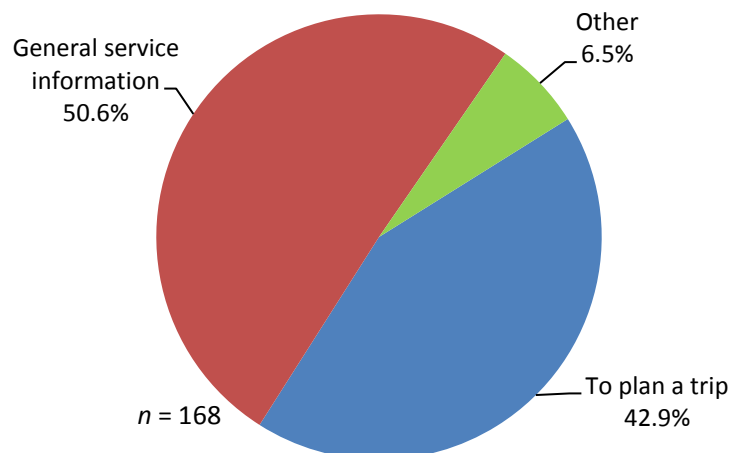
Exhibit 4.12.b LBT site: ease of use

Very good
18.5%

Very poor
3.6%

Good
65.5%

Poor
12.5%

n = 168
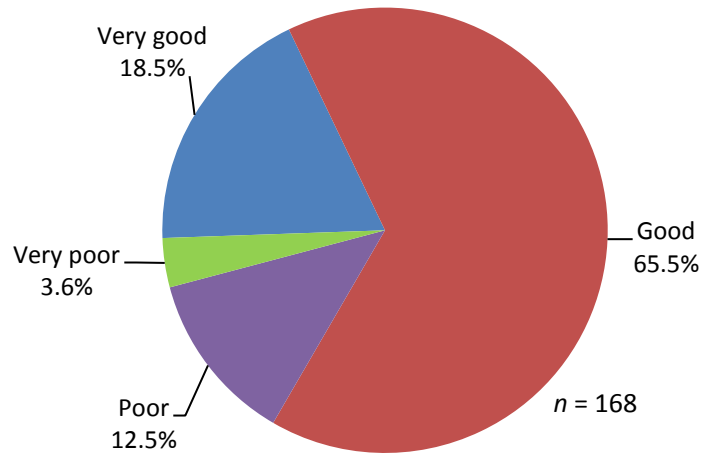
Exhibit 4.12.c LBT website improvements

Other
8.0%

Make the
website easier
to navigate and
more user
friendly
10.7%

Clearer
descriptions of
routes and
easier trip
planning
10.7%

Wouldn't make
any changes
70.7%

n = 150

71
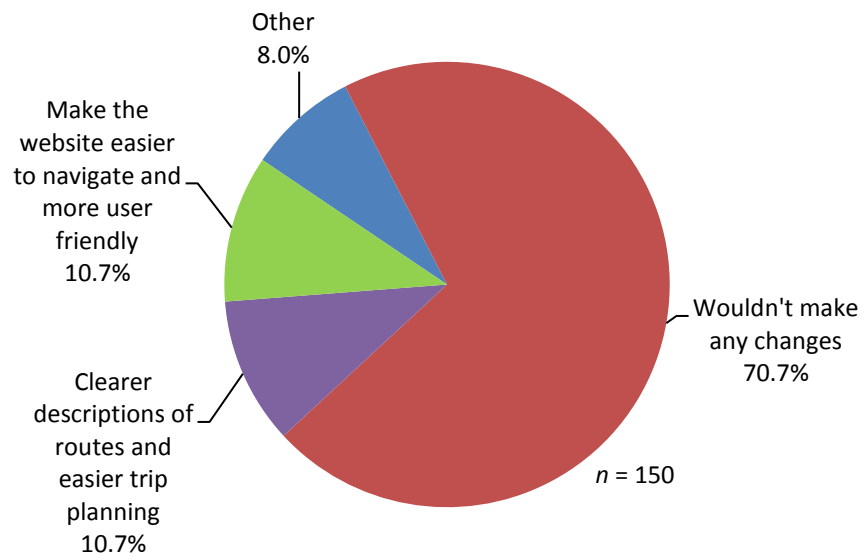
Forty percent of respondents indicated some level of awareness regarding LBT's real-time bus arrival information.

Exhibit 4.12.d Awareness of real-time arrival info

Aware of real-time information 40.0%

Unaware of real-time information 60.0%

n = 437
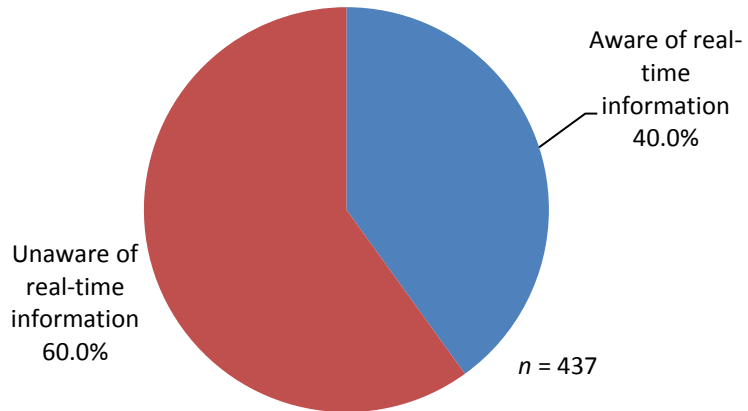
Non-customers were asked to rate three commonly held benefits regarding using public transit (most important, second-most important, and least important). The benefits and/or service attributes for ranking included *saves money compared to driving*, *lets you avoid traffic and parking problems*, and *good for the environment*. More than 44 percent ranked *saves money compared to driving* as the most important benefit, while 51.3 percent considered the potential environmental benefits least important.

Exhibit 4.13 Level of importance

	Saves money compared to driving	Lets you avoid traffic and parking problems	Is good for the environment
Most important	44.7%	36.5%	23.5%
Second-most important	27.8%	45.8%	25.3%
Least important	27.5%	17.6%	51.3%
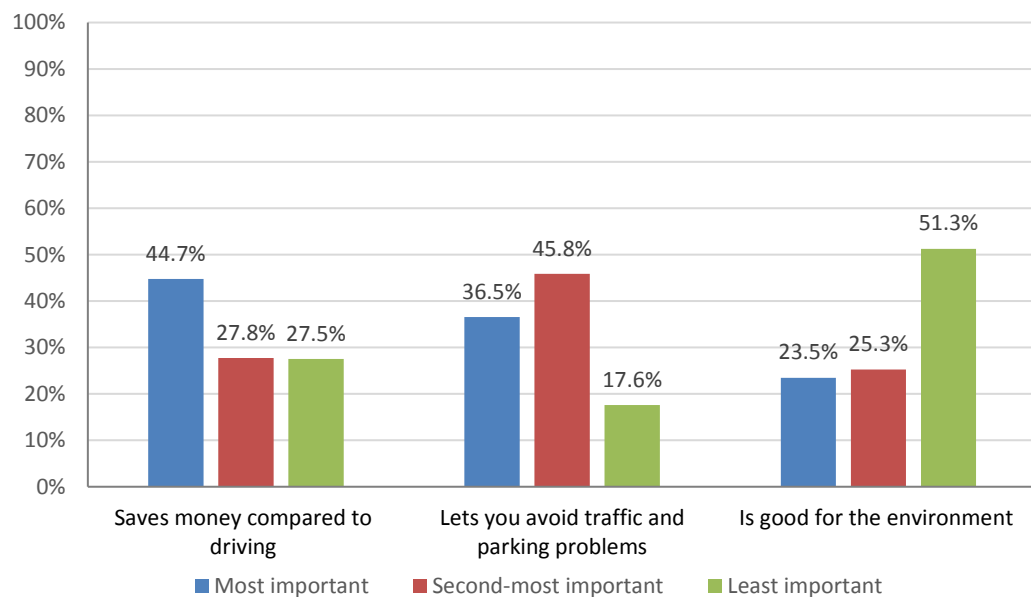
Survey participants were asked to identify any additional benefits of public transit use that they consider important. While there was no single "other" reason cited by a large number of respondents, responses included *affordability, safety* and *convenience.*

Advertising awareness decreased slightly from the FY 2017 survey (from 29 percent to 28.3 percent). The most commonly cited advertising sources were *on buses* (45 percent) and *TV commercials* (15.8 percent).

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

Exhibit 4.14 advertising awareness
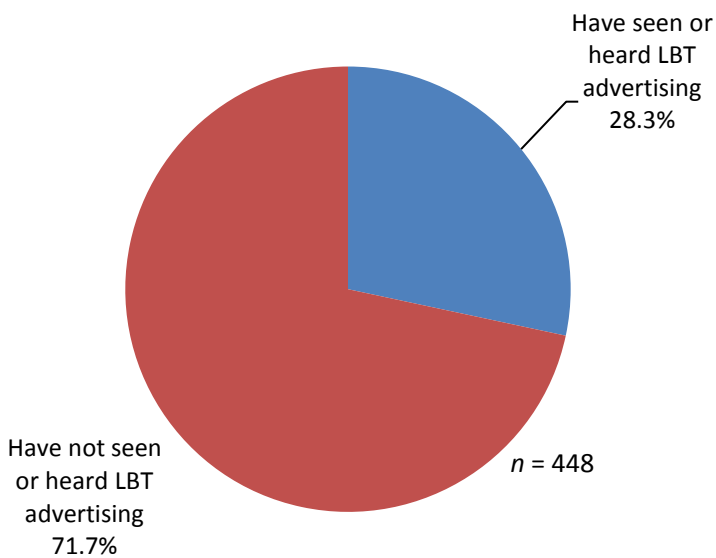
Have seen or heard LBT advertising 28.3%

Have not seen or heard LBT advertising 71.7%

n = 448

Exhibit 4.14.a Advertising source

On buses ──────────────────────────── 45.0%
TV commercial ─── 15.8%
Facebook ── 9.2%
College campus ── 8.3%
Community event ─ 5.8%
On bus stops ─ 5.0%
Other internet site ─ 3.3%
Pamphlets ─ 2.5%
Transit center ─ 2.5%
Google/Google Maps │ 0.8%
Magazine │ 0.8%
Other │ 0.8%

n = 120

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
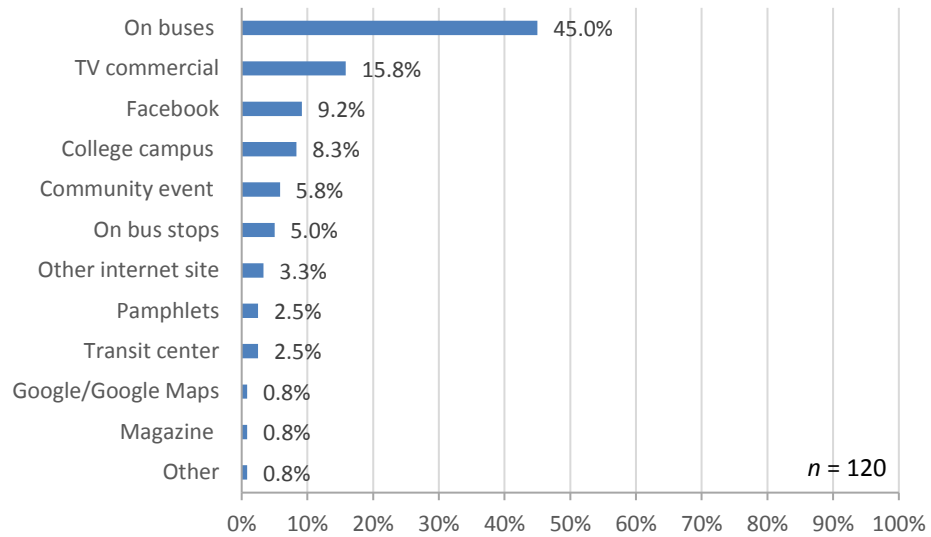
Respondents were asked to share if LBT advertising would result in potential use of public transit, with *one* equaling *not at all likely* and *ten* equaling *very likely.*

Exhibit 4.14.b Impact of advertising

n = 113

27.4% 6.2% 8.0% 12.4% 18.6% 5.3% 7.1% 8.8% 0.9% 5.3%

1   2   3   4   5   6   7   8   9   10

74
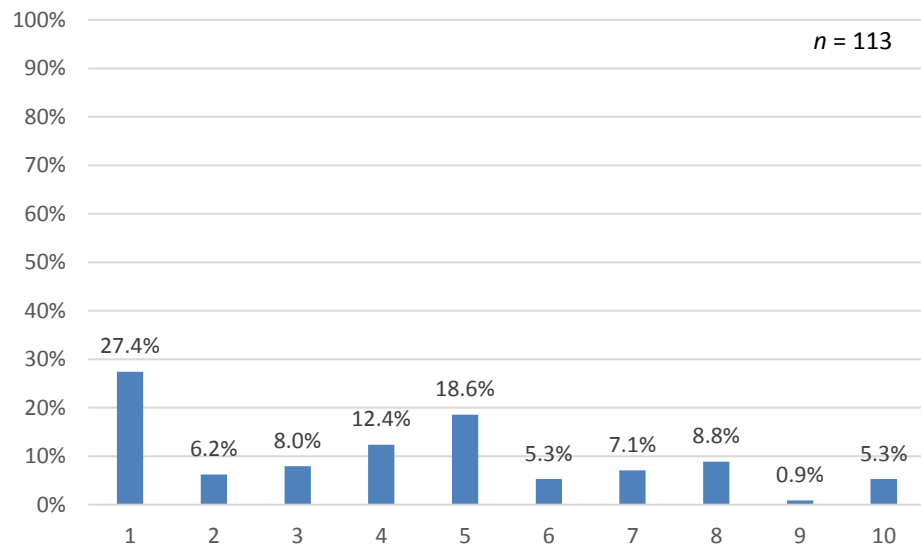
Respondents were advised there are currently four LBT routes that serve the Long Beach Airport (to determine the likelihood of using LBT to access the airport). The number of respondents who indicated they would consider taking LBT to the airport increased from 38.5 percent in FY 2017 to 47.7 percent in FY 2018.
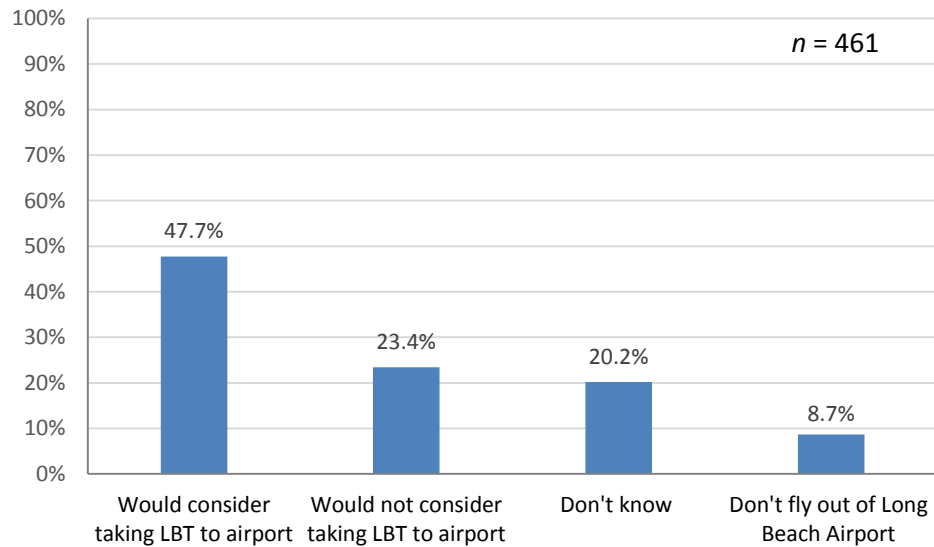
The balance of the survey focused on participant demographics. Among the key findings:

- Nearly 34.2 percent of survey respondents reported being between ages 18 and 24.
- Fifty-six percent of respondents self-identified as female.
- Slightly more than 38 percent of survey respondents self-identified as Hispanic.
- More than 54 percent reported being employed full-time, while 26.6 percent were students.
- Nearly 57 percent cited Long Beach as the city in which they work or attend school; Los Angeles was the second-most commonly cited city (7.7 percent).
- The most common annual household income cited was under $15,000 (21.9 percent), followed by $100,000 or more (19.4 percent).

Exhibit 4.16 Respondent age

n = 407
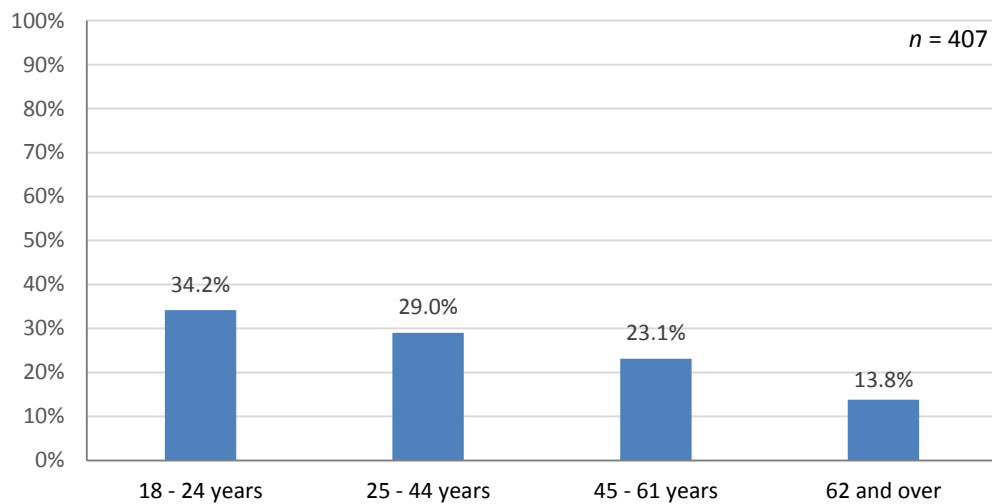
Exhibit 4.16.a Gender

n = 401
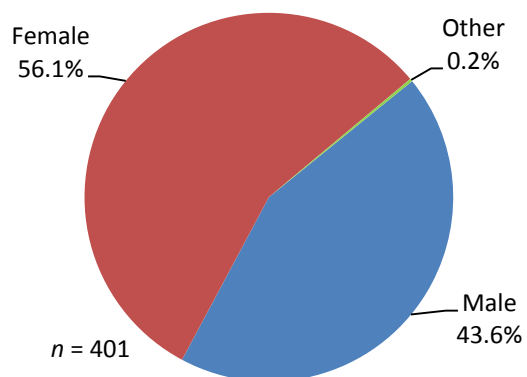
Note: Response option *Transgender MTF* and *Transgender FTM* was not selected by any respondent.

76

Exhibit 4.16.b Ethnicity

Ethnicity	Percentage
Hispanic	38.8%
Caucasian	34.3%
Asian/Pacific Islander	10.8%
African American	10.0%
Multiracial	6.3%

n = 401
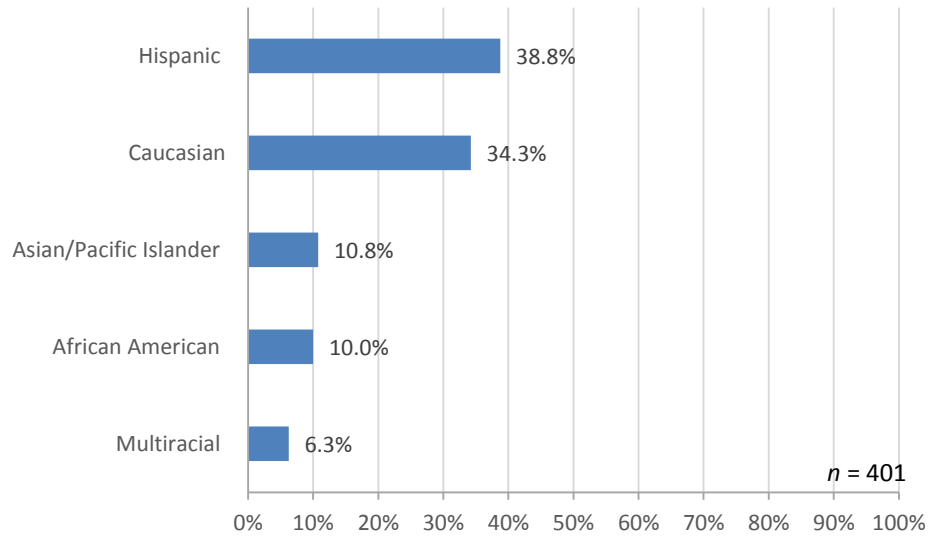
Exhibit 4.16.c Employment status[2]

Employment status	Percentage
Employed (full- or part-time)	54.1%
Student	26.6%
Retired	11.5%
Unemployed, looking for work	4.5%
Not employed outside home/homemaker	3.3%

n = 399
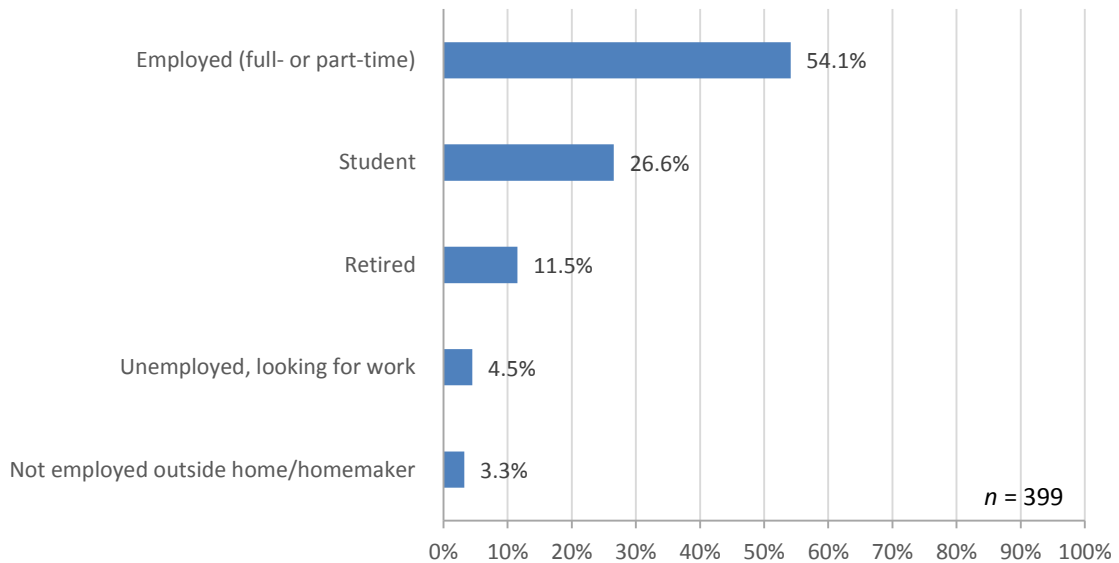
[2] The unemployment rate for the city of Long Beach at the time of the survey (September 2017) was 4.5 percent. The rate of unemployment among community respondents was just lower than the city average.

Exhibit 4.16.d City of employment/education

City	Percentage
Torrance	1.1%
Sun Valley	0.4%
Stanton	0.4%
Signal Hill	0.7%
Seal Beach	0.7%
Santa Monica	1.1%
Santa Fe Springs	0.7%
Santa Ana	0.4%
San Pedro	0.4%
San Diego	0.4%
Redondo Beach	0.4%
Rancho Palos Verdes	0.7%
Paramount	1.8%
Orange County	1.1%
Ontario	0.4%
Norwalk	1.1%
Newport Beach	0.7%
Los Angeles	7.7%
Los Alamitos	0.4%
Long Beach, South Gate, Downey	0.4%
Long Beach, Los Angeles, Redondo Beach	0.4%
Long Beach, Huntington Beach, San Diego	0.4%
Long Beach and Signal Hill	0.4%
Long Beach and Los Alamitos	0.4%
Long Beach and Lakewood	0.4%
Long Beach	58.0%
Lakewood	5.1%
Lake Forest	0.4%
La Habra	0.4%
Irvine	0.4%
Huntington Beach	1.5%
Honolulu, Hawaii	0.4%
Hollywood	0.4%
Hawthorne	0.4%
Gardena	0.7%
Fountain Valley	1.1%
El Segundo	0.7%
El Monte	0.4%
Downey	0.7%
Cypress	0.4%
Costa Mesa	0.4%
Compton	0.7%
Cerritos	1.1%
Carson	1.1%
Burbank	0.4%
Buena Park	1.1%
Bellflower	0.7%
Artesia	0.4%
Anaheim	0.4%
All of Southern California	0.4%

n = 274

78

Exhibit 4.16.e Household income

Income	Percent
Under $15,000	21.9%
$15,000 to $19,999	1.7%
$20,000 to $29,999	12.8%
$30,000 to $39,999	4.5%
$40,000 to $49,999	14.9%
$50,000 to $59,999	6.6%
$60,000 to $74,999	7.6%
$75,000 to $99,999	10.4%
$100,000 or more	19.4%

n = 288
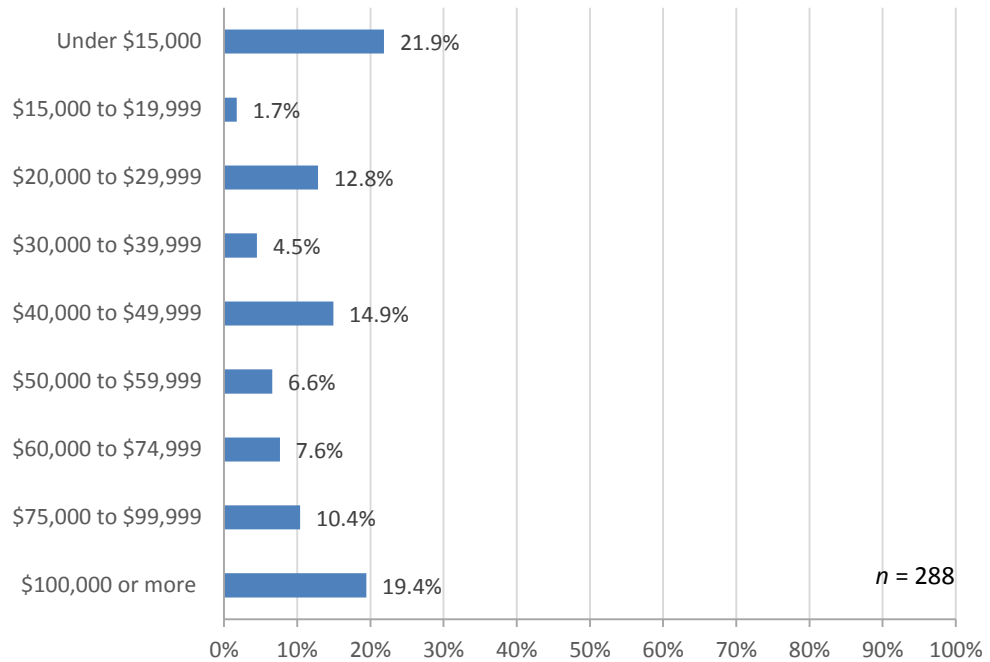
Exhibit 4.16.f Top home ZIP codes

ZIP code	Percent
90815 (Long Beach)	20.0%
90806 (Long Beach)	15.6%
90802 (Long Beach)	11.9%
90803 (Long Beach)	7.5%
90805 (Long Beach)	7.5%
90808 (Long Beach)	6.3%
90807 (Long Beach)	5.6%

n = 160

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6. Community Survey Instrument

FY 2017/2018 Long Beach Transit
Annual Non-Customer Survey

1. **In what city do you live?**
   - ❑ Long Beach   ❑ Artesia   ❑ Bellflower
   - ❑ Carson   ❑ Cerritos   ❑ Compton
   - ❑ Hawaiian Gardens   ❑ Lakewood
   - ❑ Los Alamitos   ❑ Norwalk   ❑ Paramount
   - ❑ Signal Hill   ❑ Seal Beach   ❑ Other

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

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

4. **Have you ever ridden a Long Beach Transit bus?**
   - ❑ Yes → Continue to Question 5
   - ❑ No → Skip to Question 14
   - ❑ Don't know → Skip to Question 14

5. **What was the primary purpose of your trip when you rode the Long Beach Transit bus? (Select only one)**
   - ❑ Work   ❑ School
   - ❑ Medical   ❑ Shopping
   - ❑ Personal business   ❑ Recreation/Social
   - ❑ Other (specify): _____

6. **Why didn't you continue to ride Long Beach Transit bus? (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 ride the bus again? (Select all that apply)**
   - ❑ More buses/run more often
   - ❑ More routes/route changes/go where I need to go/closer to home
   - ❑ Extended hours/weekend service
   - ❑ Lower rates/pass prices
   - ❑ Nothing
   - ❑ Other (specify): _____

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

	Excellent	Good	Poor	Very poor	Don't know
8. Bus operators safely operate LBT buses	❑	❑	❑	❑	❑
9. Condition of bus stops	❑	❑	❑	❑	❑
10. Appearance of bus operators	❑	❑	❑	❑	❑
11. Security onboard	❑	❑	❑	❑	❑
12. Overall appearance of the bus	❑	❑	❑	❑	❑

13. **How would you typically go about finding information regarding Long Beach Transit bus routes and schedules? (select only one)**
   - ❑ Internet   ❑ Call LBT
   - ❑ Bus stop display
   - ❑ Bus operator   ❑ Employer   ❑ School
   - ❑ Social media   ❑ Google/Google Maps
   - ❑ LBT website   ❑ LBT mobile website   ❑ Text
   - ❑ Transit and Visitor Information Center in downtown Long Beach
   - ❑ Route and Schedule Guide (Bus Book)
   - ❑ Other (specify): _____

14. **Long Beach Transit has four routes that go into Long Beach Airport. Would you consider taking the bus when you fly out of Long Beach Airport?**
   - ❑ Yes
   - ❑ No
   - ❑ Don't know
   - ❑ Don't fly out of Long Beach Airport

15. **How high would gas prices have to go before you would consider riding public transit?**
   - ❑ $10 or more per gallon
   - ❑ Would not consider at any price
   - ❑ Don't know
   - ❑ $_____ per gallon (write in price)

16. **If you had more information on how to ride Long Beach Transit, how likely would this be to get you to try riding?**
   - ❑ Very likely   ❑ somewhat likely
   - ❑ Not very likely   ❑ Not at all likely
   - ❑ Don't know

17. **Overall, which of the following three statements do you think best describes you? (Select only one)**
   - ❑ I am not interested in riding the bus under any circumstances.
   - ❑ The only circumstances under which I would ride the bus would be something unforeseeable, such as a gasoline shortage or being without a car.
   - ❑ I might consider riding the bus.

18. **What do you see as the main drawback to using public transit? (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
   - ❑ Lack of info/schedules hard to understand
   - ❑ Other

CONTINUED ON REVERSE →

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

	Most important	Second most important	Least important
Saves money compared to driving.	❑	❑	❑
Lets you avoid traffic and parking problems.	❑	❑	❑
Is good for the environment.	❑	❑	❑

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

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

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

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

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

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

1 (not at all likely)	2	3	4	5	6	7	8	9	10 (very likely)
❑	❑	❑	❑	❑	❑	❑	❑	❑	❑

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

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

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

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

30. How would you rate the website on ease of use (i.e., finding what you were looking for)?
- ❑ Very good   ❑ Good
- ❑ Poor   ❑ Very poor

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

32. What is your age?
- ❑ 18-24   ❑ 25-44
- ❑ 45-61   ❑ 62 and over
- ❑ Decline to state

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

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

_____

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

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

37. With which gender do you identify?
- ❑ Male
- ❑ Female
- ❑ Transgender (female to male)
- ❑ Transgender (male to female)
- ❑ Other
- ❑ 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: _____

7. Community Survey Frequencies

Are you 18 years of age or older?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	769	97.8	99.0	99.0
	No	8	1.0	1.0	100.0
	Total	777	98.9	100.0	
Missing	System	9	1.1		
Total		786	100.0		

In what city do you live?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Long Beach	539	68.6	71.3	71.3
	Artesia	20	2.5	2.6	73.9
	Bellflower	17	2.2	2.2	76.2
	Carson	13	1.7	1.7	77.9
	Cerritos	11	1.4	1.5	79.4
	Compton	18	2.3	2.4	81.7
	Hawaiian Gardens	1	0.1	0.1	81.9
	Lakewood	38	4.8	5.0	86.9
	Los Alamitos	5	0.6	0.7	87.6
	Norwalk	6	0.8	0.8	88.4
	Paramount	19	2.4	2.5	90.9
	Signal Hill	18	2.3	2.4	93.3
	Seal Beach	9	1.1	1.2	94.4
	Other	42	5.3	5.6	100.0
	Total	756	96.2	100.0	
Missing	System	30	3.8		
Total		786	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	214	27.2	30.0	30.0
	No	500	63.6	70.0	100.0
	Total	714	90.8	100.0	
Missing	System	72	9.2		
Total		786	100.0		

Overall, how would you rate Long Beach Transit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	38	4.8	8.0	8.0
	Good	191	24.3	40.1	48.1
	Poor	19	2.4	4.0	52.1
	Very poor	9	1.1	1.9	54.0
	Don't know	219	27.9	46.0	100.0
	Total	476	60.6	100.0	
Missing	System	310	39.4		
Total		786	100.0		

Have you ever ridden a Long Beach Transit bus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	265	33.7	54.5	54.5
	No	195	24.8	40.1	94.7
	Don't know	26	3.3	5.3	100.0
	Total	486	61.8	100.0	
Missing	System	300	38.2		
Total		786	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other (specify):	10	1.3	3.9	3.9
	Work	54	6.9	21.1	25.0
	School	83	10.6	32.4	57.4
	Medical	7	0.9	2.7	60.2
	Shopping	6	0.8	2.3	62.5
	Personal business	26	3.3	10.2	72.7
	Recreation/social	70	8.9	27.3	100.0
	Total	256	32.6	100.0	
Missing	System	530	67.4		
Total		786	100.0		

Other: (specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		781	99.4	99.4	99.4
	I rode it to avoid parking hassles in downtown Long Beach.	1	0.1	0.1	99.5
	I rode it to get to the Long Beach Airport.	1	0.1	0.1	99.6
	I rode the bus to teach my disabled son how to ride the bus.	1	0.1	0.1	99.7
	It was my primary means of transportation for a while.	1	0.1	0.1	99.9
	My car was being repaired and this was my primary method of transportation.	1	0.1	0.1	100.0
	Total	786	100.0	100.0	

Why didn't you continue to ride the bus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Takes too long/quicker by car	52	6.6	20.8	20.8
	More freedom/flexibility with car/need car for job	38	4.8	15.2	36.0
	Only ride for special reason, car repair, etc.	27	3.4	10.8	46.8
	Bus not convenient/car more convenient	18	2.3	7.2	54.0
	Bus stop too far/doesn't go where I need to go	6	0.8	2.4	56.4
	Use other transportation (carpool/walk/etc.)	33	4.2	13.2	69.6
	Changed jobs/retired/changed schools	7	0.9	2.8	72.4
	Just prefer car/car more comfortable	37	4.7	14.8	87.2
	Other	32	4.1	12.8	100.0
	Total	250	31.8	100.0	
Missing	System	536	68.2		
Total		786	100.0		

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

		Frequency	Percent
Valid	More buses/run more often	104	13.2
	More routes/route changes/go where I need to go/closer to home	94	12.0
	Extended hours/weekend service	49	6.2
	Lower rates/pass prices	48	6.1
	Nothing	61	7.8
	Other (specify):	48	6.1
Total		786	100.0

Other (please specify)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		741	94.3	94.3	94.3
	A properly operating transportation system should be comfortable, efficient, inviting and convenient.	1	0.1	0.1	94.4
	Allow passengers to pay with credit card.	1	0.1	0.1	94.5
	Better coordination between LBT and LA Metro fares. There should be an automatic transfer pass between the two systems.	1	0.1	0.1	94.7
	Cleaner buses and more courteous bus drivers.	6	0.8	0.8	95.4
	Easier access to transit information.	2	0.3	0.3	95.7
	Greater enforcement of the front seats for disabled passengers.	1	0.1	0.1	95.8
	Have animal refreshments.	1	0.1	0.1	95.9
	Have longer buses.	1	0.1	0.1	96.1
	Have sun covers and lights at night for passengers.	1	0.1	0.1	96.2
	Have wheelchair access at stops.	1	0.1	0.1	96.3
	Have wider disability ramps.	1	0.1	0.1	96.4
	Improve bus stop conditions.	3	0.4	0.4	96.8
	Improve on time performance.	1	0.1	0.1	96.9
	Improve safety on board and at bus stops.	22	2.8	2.8	99.7
	Increase the class of types of riders. Not sure how to do this though.	1	0.1	0.1	99.9
	Seats need to be softer and riders should turn off their music.	1	0.1	0.1	100.0
	Total	786	100.0	100.0	

Bus operators safely operate LBT buses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	102	13.0	42.1	42.1
	Good	102	13.0	42.1	84.3
	Poor	7	0.9	2.9	87.2
	Very poor	2	0.3	0.8	88.0
	Don't know	29	3.7	12.0	100.0
	Total	242	30.8	100.0	
Missing	System	544	69.2		
Total		786	100.0		

Condition of bus stops

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	51	6.5	21.2	21.2
	Good	133	16.9	55.2	76.3
	Poor	26	3.3	10.8	87.1
	Very poor	10	1.3	4.1	91.3
	Don't know	21	2.7	8.7	100.0
	Total	241	30.7	100.0	
Missing	System	545	69.3		
Total		786	100.0		

Appearance of bus operators

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	88	11.2	36.4	36.4
	Good	119	15.1	49.2	85.5
	Poor	7	0.9	2.9	88.4
	Very poor	2	0.3	0.8	89.3
	Don't know	26	3.3	10.7	100.0
	Total	242	30.8	100.0	
Missing	System	544	69.2		
Total		786	100.0		

Security onboard

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	37	4.7	15.4	15.4
	Good	97	12.3	40.2	55.6
	Poor	48	6.1	19.9	75.5
	Very poor	14	1.8	5.8	81.3
	Don't know	45	5.7	18.7	100.0
	Total	241	30.7	100.0	
Missing	System	545	69.3		
Total		786	100.0		

Overall appearance of the bus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	77	9.8	32.0	32.0
	Good	132	16.8	54.8	86.7
	Poor	9	1.1	3.7	90.5
	Very poor	3	0.4	1.2	91.7
	Don't know	20	2.5	8.3	100.0
	Total	241	30.7	100.0	
Missing	System	545	69.3		
Total		786	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Internet	135	17.2	57.2	57.2
	Call LBT	14	1.8	5.9	63.1
	Bus stop display	14	1.8	5.9	69.1
	Bus operator	2	0.3	0.8	69.9
	Social Media	1	0.1	0.4	70.3
	Google/Google Maps	25	3.2	10.6	80.9
	Long Beach Transit website	27	3.4	11.4	92.4
	Long Beach Transit mobile website	4	0.5	1.7	94.1
	Text	3	0.4	1.3	95.3
	Transit and Visitor Information Center in downtown Long Beach	4	0.5	1.7	97.0
	Route and Schedule Guide (Bus Book)	7	0.9	3.0	100.0
	Total	236	30.0	100.0	
Missing	System	550	70.0		
Total		786	100.0		

Other (specify):

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		782	99.5	99.5	99.5
	Ask family or friends for help.	3	0.4	0.4	99.9
	When I did take the bus it was very difficult to get information using all of the above.	1	0.1	0.1	100.0
	Total	786	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	220	28.0	47.7	47.7
	No	108	13.7	23.4	71.1
	Don't know	93	11.8	20.2	91.3
	Don't fly out of Long Beach Airport	40	5.1	8.7	100.0
	Total	461	58.7	100.0	
Missing	System	325	41.3		
Total		786	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	64	8.1	14.3	14.3
	$10 or more per gallon	90	11.5	20.1	34.5
	Would not consider at any price	67	8.5	15.0	49.4
	Don't know	226	28.8	50.6	100.0
	Total	447	56.9	100.0	
Missing	System	339	43.1		
Total		786	100.0		

Write in price per gallon

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	722	91.9	91.9	91.9
$3.00	3	0.4	0.4	92.2
$4.00	10	1.3	1.3	93.5
$4.50	2	0.3	0.3	93.8
$5.00	28	3.6	3.6	97.3
$5.50	1	0.1	0.1	97.5
$6.00	12	1.5	1.5	99.0
$6.50	1	0.1	0.1	99.1
$7.00	5	0.6	0.6	99.7
$8.00	2	0.3	0.3	100.0
Total	786	100.0	100.0	

Overall, which of the following three statements do you think best describe you? (select only one)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I am not interested in riding the bus under any circumstances.	55	7.0	12.1	12.1
	The only circumstances under which I would ride the bus would be something unforeseeable, such as a gasoline shortage or	174	22.1	38.4	50.6
	I might consider riding the bus.	224	28.5	49.4	100.0
	Total	453	57.6	100.0	
Missing	System	333	42.4		
Total		786	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	63	8.0	14.0	14.0
	Somewhat likely	162	20.6	35.9	49.9
	Not very likely	97	12.3	21.5	71.4
	Not at all likely	47	6.0	10.4	81.8
	Don't know	82	10.4	18.2	100.0
	Total	451	57.4	100.0	
Missing	System	335	42.6		
Total		786	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Takes too long/too many stops	151	19.2	33.2	33.2
	Too much wait time/need more frequent service	85	10.8	18.7	51.9
	Doesn't go where I need to go/doesn't go enough places	63	8.0	13.8	65.7
	Safety issues	49	6.2	10.8	76.5
	Lack of info/schedules hard to understand	39	5.0	8.6	85.1
	Other	68	8.7	14.9	100.0
	Total	455	57.9	100.0	
Missing	System	331	42.1		
Total		786	100.0		

Saves money compared to driving.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	187	23.8	44.7	44.7
	Second most important	116	14.8	27.8	72.5
	Least important	115	14.6	27.5	100.0
	Total	418	53.2	100.0	
Missing	System	368	46.8		
Total		786	100.0		

Let's you avoid traffic and parking problems.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	145	18.4	36.5	36.5
	Second most important	182	23.2	45.8	82.4
	Least important	70	8.9	17.6	100.0
	Total	397	50.5	100.0	
Missing	System	389	49.5		
Total		786	100.0		

Is good for the environment.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	92	11.7	23.5	23.5
	Second most important	99	12.6	25.3	48.7
	Least important	201	25.6	51.3	100.0
	Total	392	49.9	100.0	
Missing	System	394	50.1		
Total		786	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 (specify)	20	2.5	4.8	4.8
	No	395	50.3	95.2	100.0
	Total	415	52.8	100.0	
Missing	System	371	47.2		
Total		786	100.0		

Yes (specify):

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		774	98.5	98.5	98.5
	Allows me to multitask while commuting.	2	0.3	0.3	98.7
	Connectivity & accessibility.	2	0.3	0.3	99.0
	Disaster preparedness alternative.	1	0.1	0.1	99.1
	In support for more public transportation.	1	0.1	0.1	99.2
	It's a good option when you can't walk to your destination.	1	0.1	0.1	99.4
	It's an option to get to school.	1	0.1	0.1	99.5
	To avoid getting a DUI.	1	0.1	0.1	99.6
	To get a better sense of the community.	2	0.3	0.3	99.9
	To prevent more road accidents.	1	0.1	0.1	100.0
	Total	786	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	175	22.3	40.0	40.0
	No	262	33.3	60.0	100.0
	Total	437	55.6	100.0	
Missing	System	349	44.4		
Total		786	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	127	16.2	28.3	28.3
	No	321	40.8	71.7	100.0
	Total	448	57.0	100.0	
Missing	System	338	43.0		
Total		786	100.0		

Where do you remember seeing or hearing the ads?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other (specify):	1	0.1	0.8	0.8
	TV commercial	19	2.4	15.8	16.7
	Community event	7	0.9	5.8	22.5
	On buses	54	6.9	45.0	67.5
	On bus stops	6	0.8	5.0	72.5
	Transit center	3	0.4	2.5	75.0
	Pamphlets	3	0.4	2.5	77.5
	Magazine	1	0.1	0.8	78.3
	College campus	10	1.3	8.3	86.7
	Facebook	11	1.4	9.2	95.8
	Google/Google Maps	1	0.1	0.8	96.7
	Other internet site	4	0.5	3.3	100.0
	Total	120	15.3	100.0	
Missing	System	666	84.7		
Total		786	100.0		

Other (specify):

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		785	99.9	99.9	99.9
	Did not specify	1	0.1	0.1	100.0
	Total	786	100.0	100.0	

Can you describe the ad?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes (describe):	11	1.4	9.5	9.5
	I don't recall	105	13.4	90.5	100.0
	Total	116	14.8	100.0	
Missing	System	670	85.2		
Total		786	100.0		

Yes (describe):

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		775	98.6	98.6	98.6
	A picture of LB Transit.	1	0.1	0.1	98.7
	A smiling cartoon guy or photo of a guy placed in an ad mimicking 50's or 60's television.	1	0.1	0.1	98.9
	Ad said to take the bus.	1	0.1	0.1	99.0
	Ad said, "Don't use pennies."	1	0.1	0.1	99.1
	It had to do with going back to school.	2	0.3	0.3	99.4
	It was a bus wrap advertising the water transit system.	1	0.1	0.1	99.5
	Signage said "Free! On buses going between Queen Mary and the Aquarium of the Pacific."	1	0.1	0.1	99.6
	The ad showed a guy on the bus.	1	0.1	0.1	99.7
	The ad showed the same actor playing different roles.	1	0.1	0.1	99.9
	The ad was about electric buses.	1	0.1	0.1	100.0
	Total	786	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 (not at all likely)	31	3.9	27.4	27.4
	2	7	0.9	6.2	33.6
	3	9	1.1	8.0	41.6
	4	14	1.8	12.4	54.0
	5	21	2.7	18.6	72.6
	6	6	0.8	5.3	77.9
	7	8	1.0	7.1	85.0
	8	10	1.3	8.8	93.8
	9	1	0.1	0.9	94.7
	10 (very likely)	6	0.8	5.3	100.0
	Total	113	14.4	100.0	
Missing	System	673	85.6		
Total		786	100.0		

Do you have access to the internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	427	54.3	96.6	96.6
	No	15	1.9	3.4	100.0
	Total	442	56.2	100.0	
Missing	System	344	43.8		
Total		786	100.0		

Is your internet access from…

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A desktop computer (or laptop hardwired to internet)	27	3.4	6.4	6.4
	A mobile device (such as a smartphone, Blackberry, iPad or other tablet computer, or a laptop with wifi)	95	12.1	22.4	28.8
	Both	302	38.4	71.2	100.0
	Total	424	53.9	100.0	
Missing	System	362	46.1		
Total		786	100.0		

Have you ever visited the Long Beach Transit website?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	171	21.8	38.7	38.7
	No	271	34.5	61.3	100.0
	Total	442	56.2	100.0	
Missing	System	344	43.8		
Total		786	100.0		

Why did you visit the website?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To plan a trip	72	9.2	42.9	42.9
	To find out about services in general	85	10.8	50.6	93.5
	Other	11	1.4	6.5	100.0
	Total	168	21.4	100.0	
Missing	System	618	78.6		
Total		786	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	31	3.9	18.5	18.5
	Good	110	14.0	65.5	83.9
	Poor	21	2.7	12.5	96.4
	Very poor	6	0.8	3.6	100.0
	Total	168	21.4	100.0	
Missing	System	618	78.6		
Total		786	100.0		

How would you improve the website?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other (specify):	44	5.6	29.3	29.3
	Wouldn't make any changes	106	13.5	70.7	100.0
	Total	150	19.1	100.0	
Missing	System	636	80.9		
Total		786	100.0		

Other (specify):

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		742	94.4	94.4	94.4
	Better fare information and information on where to buy passes.	3	0.4	0.4	94.8
	Clearer descriptions of routes and easier trip planning.	16	2.0	2.0	96.8
	Make it so that you are able to geo ID routes nearest to your current location.	1	0.1	0.1	96.9
	Make the website easier to navigate and more user friendly.	16	2.0	2.0	99.0
	Offer a mobile app.	3	0.4	0.4	99.4
	Real time vehicle tracking.	5	0.6	0.6	100.0
	Total	786	100.0	100.0	

What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24	139	17.7	31.8	31.8
	25 - 44	118	15.0	27.0	58.8
	45 - 61	94	12.0	21.5	80.3
	62 and over	56	7.1	12.8	93.1
	Decline to state	30	3.8	6.9	100.0
	Total	437	55.6	100.0	
Missing	System	349	44.4		
Total		786	100.0		

Which of the following best describes your employment status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed (full- or part-time)	216	27.5	48.9	48.9
	Student	106	13.5	24.0	72.9
	Unemployed, looking for work	18	2.3	4.1	76.9
	Not employed outside home/homemaker	13	1.7	2.9	79.9
	Retired	46	5.9	10.4	90.3
	Decline to state	43	5.5	9.7	100.0
	Total	442	56.2	100.0	
Missing	System	344	43.8		
Total		786	100.0		

In which city do you work or attend school?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		512	65.1	65.1	65.1
	All of Southern California	1	0.1	0.1	65.3
	Anaheim	1	0.1	0.1	65.4
	Artesia	1	0.1	0.1	65.5
	Bellflower	2	0.3	0.3	65.8
	Buena Park	3	0.4	0.4	66.2
	Burbank	1	0.1	0.1	66.3
	Carson	3	0.4	0.4	66.7
	Cerritos	3	0.4	0.4	67.0
	Compton	2	0.3	0.3	67.3
	Costa Mesa	1	0.1	0.1	67.4
	Cypress	1	0.1	0.1	67.6
	Downey	2	0.3	0.3	67.8
	El Monte	1	0.1	0.1	67.9
	El Segundo	2	0.3	0.3	68.2
	Fountain Valley	3	0.4	0.4	68.6

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Gardena	2	0.3	0.3	68.8
Hawthorne	1	0.1	0.1	69.0
Hollywood	1	0.1	0.1	69.1
Honolulu, Hawaii	1	0.1	0.1	69.2
Huntington Beach	4	0.5	0.5	69.7
Irvine	1	0.1	0.1	69.8
La Habra	1	0.1	0.1	70.0
Lake Forest	1	0.1	0.1	70.1
Lakewood	14	1.8	1.8	71.9
Long Beach	159	20.2	20.2	92.1
Long Beach and Lakewood	1	0.1	0.1	92.2
Long Beach and Los Alamitos	1	0.1	0.1	92.4
Long Beach and Signal Hill	1	0.1	0.1	92.5
Long Beach, Huntington Beach, San Diego	1	0.1	0.1	92.6
Long Beach, Los Angeles, Redondo Beach	1	0.1	0.1	92.7
Long Beach, South Gate, Downey	1	0.1	0.1	92.9
Los Alamitos	1	0.1	0.1	93.0
Los Angeles	21	2.7	2.7	95.7
Newport Beach	2	0.3	0.3	95.9
Norwalk	3	0.4	0.4	96.3
Ontario	1	0.1	0.1	96.4
Orange County	3	0.4	0.4	96.8
Paramount	5	0.6	0.6	97.5
Rancho Palos Verdes	2	0.3	0.3	97.7
Redondo Beach	1	0.1	0.1	97.8
San Diego	1	0.1	0.1	98.0
San Pedro	1	0.1	0.1	98.1
Santa Ana	1	0.1	0.1	98.2
Santa Fe Springs	2	0.3	0.3	98.5
Santa Monica	3	0.4	0.4	98.9
Seal Beach	2	0.3	0.3	99.1
Signal Hill	2	0.3	0.3	99.4
Stanton	1	0.1	0.1	99.5
Sun Valley	1	0.1	0.1	99.6
Torrance	3	0.4	0.4	100.0
Total	786	100.0	100.0	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other (specify):	1	0.1	0.2	0.2
	Asian/Pacific Islander	43	5.5	9.7	10.0
	African American	40	5.1	9.0	19.0
	Caucasian	137	17.4	31.0	50.0
	Hispanic	155	19.7	35.1	85.1
	Multiracial	25	3.2	5.7	90.7
	Decline to answer	41	5.2	9.3	100.0
	Total	442	56.2	100.0	
Missing	System	344	43.8		
Total		786	100.0		

Other (specify):

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		785	99.9	99.9	99.9
	Celtic/Native American	1	0.1	0.1	100.0
	Total	786	100.0	100.0	

What is your home zip code?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		626	79.6	79.6	79.6
	90605	1	0.1	0.1	79.8
	90701	1	0.1	0.1	79.9
	90712	1	0.1	0.1	80.0
	90713	2	0.3	0.3	80.3
	90715	1	0.1	0.1	80.4
	90720	1	0.1	0.1	80.5
	90723	1	0.1	0.1	80.7
	90740	2	0.3	0.3	80.9
	90755	3	0.4	0.4	81.3
	90802	19	2.4	2.4	83.7
	90803	12	1.5	1.5	85.2
	90804	8	1.0	1.0	86.3
	90805	12	1.5	1.5	87.8
	90806	25	3.2	3.2	91.0
	90807	9	1.1	1.1	92.1
	90808	10	1.3	1.3	93.4
	90810	4	0.5	0.5	93.9
	90813	8	1.0	1.0	94.9
	90814	6	0.8	0.8	95.7
	90815	32	4.1	4.1	99.7
	90904	1	0.1	0.1	99.9
	91352	1	0.1	0.1	100.0
	Total	786	100.0	100.0	

What category best describes your total household income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under $15,000	63	8.0	14.3	14.3
	$15,000 to $19,999	5	0.6	1.1	15.5
	$20,000 to $29,999	37	4.7	8.4	23.9
	$30,000 to $39,999	13	1.7	3.0	26.8
	$40,000 to $49,999	43	5.5	9.8	36.6
	$50,000 to $59,999	19	2.4	4.3	40.9
	$60,000 to $74,999	22	2.8	5.0	45.9
	$75,000 to $99,999	30	3.8	6.8	52.7
	$100,000 or more	56	7.1	12.7	65.5
	Decline to state	152	19.3	34.5	100.0
	Total	440	56.0	100.0	
Missing	System	346	44.0		
Total		786	100.0		

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With which gender do you identify?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	175	22.3	39.9	39.9
	Female	225	28.6	51.3	91.1
	Other	1	0.1	0.2	91.3
	Decline to state	38	4.8	8.7	100.0
	Total	439	55.9	100.0	
Missing	System	347	44.1		
Total		786	100.0		

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