

AC Transit

2012 Passenger Study

Draft
Findings Report

Conducted by:
Redhill Group, Inc.
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EXECUTIVE SUMMARY

METHODOLOGY

Under contract to the MTC, Redhill Group conducted a survey of AC Transit riders to provide accurate trip information to support planning initiatives. The survey included traditional demographics, languages spoken, fare media and selected attitudinal questions. The survey employs a new methodology that includes a brief, two-minute onboard survey that is limited to origin and destination-types and rider contact information. This much shorter initial survey format leads to significantly higher rider participation compared to traditional onboard surveys and minimizes non-response bias for short trips.

The short onboard survey is followed up by a telephone survey that incorporates real-time trip mapping. Replacing a detailed self-administered paper and pencil survey with a telephone survey minimizes literacy issues that often result in non-response bias.

The real-time trip mapping component ensures that each component of a rider's complete trip is accurately captured including all trip segments, transfers, and logical access and egress information. Together, these enhancements in survey methodology produce a more accurate picture of true travel patterns, enabling more effective route and schedule planning.

The goal of the survey was to collect a representative sample of five percent of all boardings for riders 16 or older. Because the average number of boardings per one-way trip for AC Transit is 1.5 and most riders do round-trips, the average number of boardings per unique rider is approximately three per day. Accordingly the five percent boarding figure equates to 15 percent of all riders.

The sampling plan for weekday riders was established at 8,777 which is 5.5 percent of weekday riders. The actual number of weekday surveys completed was 9,512, or 6.0 percent of weekday riders. Weekday survey quotas were established by line, by direction and daypart (Early AM 5:00-5:59AM, AM Peak 6:00-9:59AM, Midday 10:00AM to 2:59PM, PM Peak 3:00 PM to 6:59PM and Night 7:00-9:00PM). Where the individual combination of line, direction and daypart produced fewer than 100 boardings, cells were combined with the most logical contiguous daypart to produce a survey target of at least five respondents.

Field surveying was conducted between September 13th and December 20th, 2012. Follow-up telephone surveying was between September 19th and December 20th. Final results for the surveying process included a total of 9,512 weekday and 519 weekend phone surveys, and 28,028 weekday and 1,731 weekend field surveys.

An additional methodology change was implemented to provide more actionable reporting by combining all home based trips, creating a new home-based trip purpose by reversing trips that were home-bound. This provides a clearer picture of outbound trips.

KEY FINDINGS

- The distribution of home-based trip purposes is diverse with work and business appointments accounting for 43 percent, and K-12 and college accounting for 22 percent. This is rounded out by 10 percent social/recreational, nine percent shopping, and seven percent medical/dental.
- The trip purpose distribution is in line with employment and school demographics. At 59 percent, over half of riders indicate that they work (44% work only, and 15% work and attend school), and 37 percent indicate that they are students (22% students only and 15% both students and workers). Nineteen percent of riders are neither employed nor students.
- The vast majority of riders' (95%) access transit from home by walking while the remaining five percent either drive alone (2%), are dropped off (1%), carpool (1%), or bicycle (1%). The average access walk time is 6.0 minutes. For the five percent of riders that do not walk to their first stop the average number of miles from home to their first transit stop is 3.1.
- Riders' egress mode is essentially the same as access with walking at 96 percent. The remaining four percent is distributed between carpooling (including shuttles 2%), being picked up (1%) and bicycling (1%). The average walk time from rider's last transit stop to their destination is 5.5 minutes, likely reflecting a slightly higher density at typical non-home trip destinations than in residential areas.
- For those that bicycle or use motorized transportation from their last transit stop to their destination the average distance traveled is 2.6 miles. As with walk time, the mileage distance is slightly less at the egress end than at that access end, reflecting higher density at typical non-home destinations than in residential areas.
- Over half of AC Transit riders (56%) complete their one-way trip riding one bus. Slightly more than a third (36%) make one transfer and less than a tenth (9%) require two or more transfers¹.
- Cash, at 50 percent, is the most common form of fare payment, with passes only slightly lower at 47 percent. The 50 percent that use cash includes 31 percent that pay with bills and coins and 18 percent that use declining cash value on a Clipper card. The 47 percent of riders that use a pass includes 29 percent using a Clipper card for a monthly pass, 11 percent using an RTC/Clipper card and seven percent using a UC Berkeley ID Card.

¹ Note: this includes transfers to BART, MUNI, and other agencies reflecting riders' full transit trip. The average number of transfers within the AC Transit system will be slightly less.

- A majority of riders (61%) pay full adult fares with the largest discount groups being disabled riders (11%), EasyPass or Class Pass (11%) youth (9%), seniors (6%), and other discounts (1%).
- When the 42 percent of riders that do not use Clipper cards were asked why they do not use a Clipper card, the top two reasons for those that could logically use one are that they prefer cash (22%), or do not want to pay for it (19%). This is followed at a lower level by communication issues including not knowing how to obtain a Clipper card (8%), not having previously heard of it (5%), and not knowing how to use it (3%). There are also 17 percent that already have another type of pass, primarily students at 15%. The primary reason cited in “other” responses at 64 percent is that riders had previously purchased a Clipper or RTC card but did not use it because it was not working properly, they use it for other agencies, it no longer has value on it, they did not have the card with them, they lost the card, or they have not yet received the card.
- When riders that don’t use a Clipper card were asked which of five different potential promotions would incentivize them to switch to a Clipper card, the results were fairly even with the exception of a discount cash fare which had the most positive response (54%), and more reloading locations which was the least positively received (38%). The other three, from high to low, were very equally balanced including a free or discount transfer (47%), a 7-day unlimited pass, (45%), and a day-pass (44%). One third (34%) said none of the incentives would motivate them to change.
- All riders were asked which of two potential service improvements they would prefer, “more frequent buses, but at stops further apart,” or “closer bus stops, but buses run less frequently.” By almost two to one, more frequent buses (61%) were preferred over closer stops (33%). Six percent had no opinion.
- Approximately half of AC Transit trips are made by riders that are transit dependent as indicated by 51 percent of riders saying they do not have a driver’s license. Further, 40 percent have no drivable vehicles in their household.
- Almost one-third (32%) of AC Transit riders speak a language other than English at home. The primary non-English languages spoken at home as a percentage of all riders are Spanish (17%, 26,854 boardings, 8,951 riders²), Mandarin Chinese (3%, 4,657 boardings, 1,552 riders), Cantonese Chinese (2%, 3,225 boardings, 1,075 riders), Tagalog (2%, 3,132 boardings, 1,044 riders), French (1%, 1,973 boardings, 658 riders), Vietnamese (1%, 972 boardings, 324 riders), and Korean (1%, 901 boardings, 300 riders).

² Since the average number of boardings per one-way trip is 1.5 and almost all trips are part of a round- trip, and many transit dependent riders make multiple round-trips per day, the average boardings per unique rider is estimated at 3.0. Accordingly the number of unique riders is one-third of the boardings.

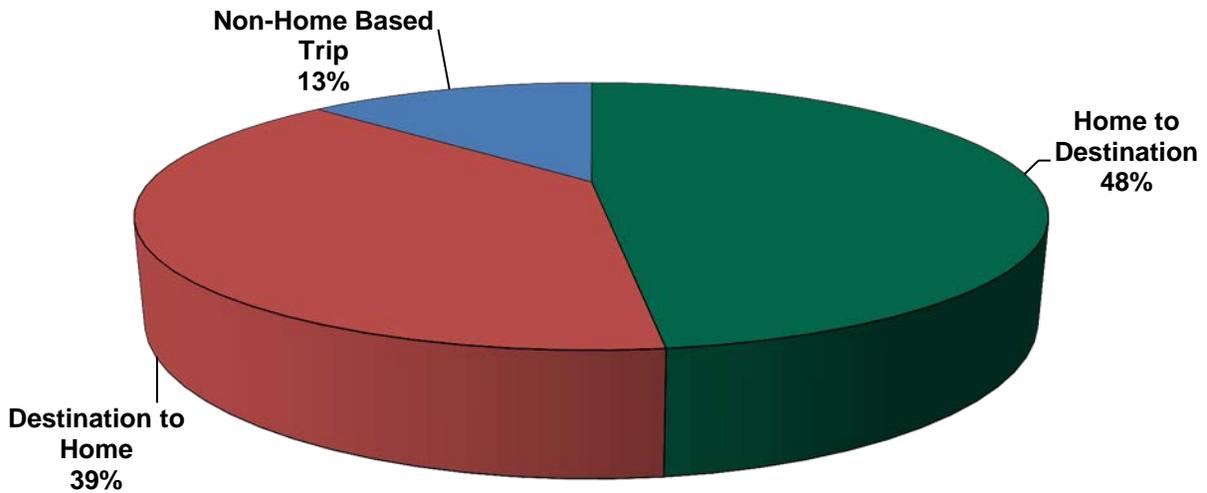
- Key differences in findings for weekend riders compared to weekday riders are as follows:
 - Weekend riders are more likely to be transit dependent than weekday riders as measured by having a driver's license (43% weekend vs. 49% weekday) and by having no drivable vehicles in the household (53% weekend vs. 40% weekday).
 - They are also less likely to work (49% weekend vs. 59% weekday), and more likely to neither work or go to school (29% weekend vs. 19% weekday). Twenty-four percent of weekend riders have no workers in the household compared to 15 percent for weekday riders.
 - In line with employment differences, weekend riders are more likely to have a household income below \$35,000 (72%) than weekday riders (64%).
 - As might be expected, the trip purpose for weekend riders is much lower for work and school than for weekday riders (22% work and 5% school vs. 41% and 22% respectively), and higher for social/recreation (31% vs. 10%) and shopping (28% vs. 9%).
 - Weekend riders are less likely (51%) to pay a full adult fare than weekday riders (61%), with a higher proportion of disabled discounts (17% vs. 11%) and all other discount fares being slightly higher. Weekend riders are also more likely to use RTC Clipper cards (17% vs. 11%) and non-Clipper card payment (47% vs. 42%), and less likely to use a regular or EasyPass Clipper card (36% vs. 47%.)

AC TRANSIT WEEKDAY RIDERSHIP

WEEKDAY TRIP CHARACTERISTICS

AC Transit weekday riders were surveyed on 107 weekday routes in both route directions. A total of 9,512 final surveys were completed for weekday riders traveling on trips starting between 5:00 AM and 9:00 PM. The vast majority of AC Transit weekday riders (87%) included “Home” as either the origin or the destination of their trip.

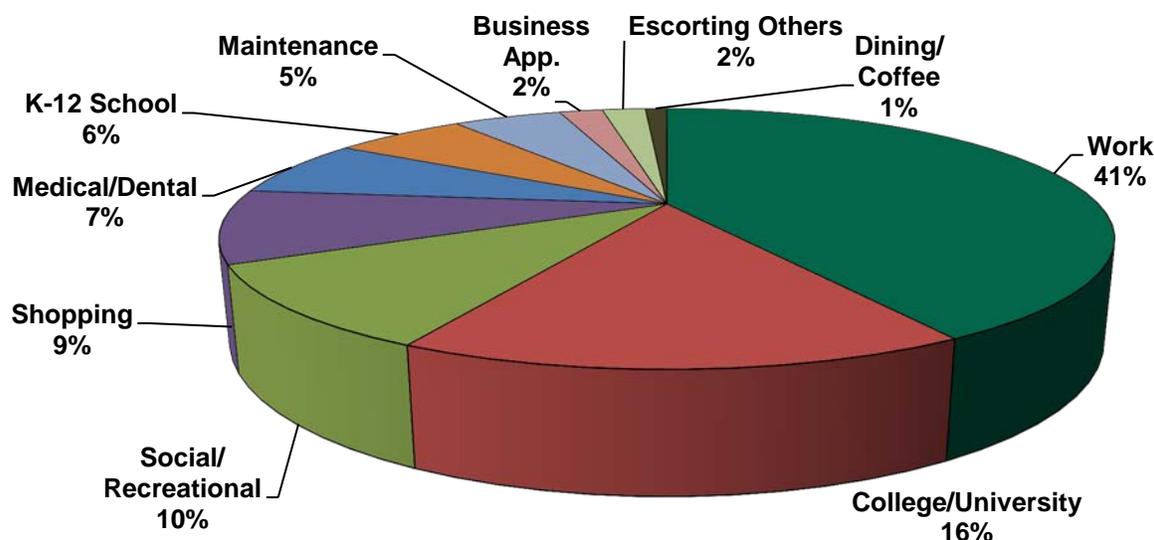
Figure 1: Is Home Your Origin or Destination?
n = 9,512



In traditional onboard survey reporting, all origins are reported collectively regardless of the trip's direction or purpose. This results in the information about trip origins and public transit access being a combination of home, work, and other starting locations. This methodology does not produce a clear and meaningful representation of riders' trips from home to the first transit point, or of the final leg of the trip from the last alighting point to the ultimate destination.

To overcome this shortcoming, a modified database has been created from the original that reverses all trips that are home-bound, converting the destination from home to the original non-home origin, and making the home the new origin. This modified database provides a consistent picture of all outbound trips from home to the ultimate trip-destination type. This section of the report provides reporting on this modified database to show a more meaningful and actionable picture of rider behavior

Figure 2: What Is Your Home-Based Trip Purpose?
n = 8,281



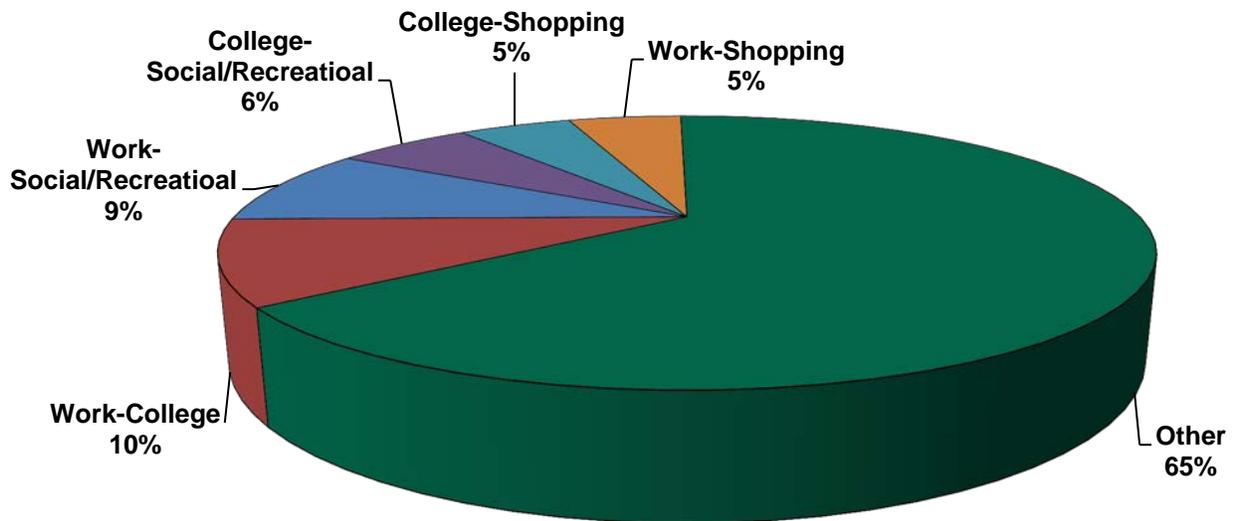
The two most common home-based trip purposes are work and school. Work related destinations account for the largest proportion of trips at 43 percent with “Work” accounting for 41 percent and “Business Appointments” accounting for two percent. This is consistent with riders’ reporting of employment status, with 59 percent of weekday riders saying they are employed.

School based trips are the second most common trip purpose accounting for more than a fifth (22%) of rider trips. “College/University” bound riders account for 16 percent and “K-12” school destinations account for six percent³. This is in line with the 37 percent of weekday riders who identified themselves as students.

Although work and school account for the largest proportion of trips, AC Transit riders’ trip purposes are highly diverse with non-work and non-school purposes accounting for over a third of all home-based trips. “Social/Recreational” destinations account for 10 percent of trips, “Shopping” trips represent nine percent, and “Medical/Dental” trips account for seven percent. “Maintenance” which covers items such as dry-cleaning, auto repair, etc. accounts for five percent of travel. At the least frequent end of the scale, “Escorting Others” (children, handicapped) accounts for two percent, and “Dining/Coffee” accounts for one percent.

³ It should be noted that 600 line buses were specifically excluded from the sampling plan, so this represents student ridership on lines not dedicated to school trips.

Figure 3: What Is Your Non-Home Based Trip Purpose?
n = 1,231

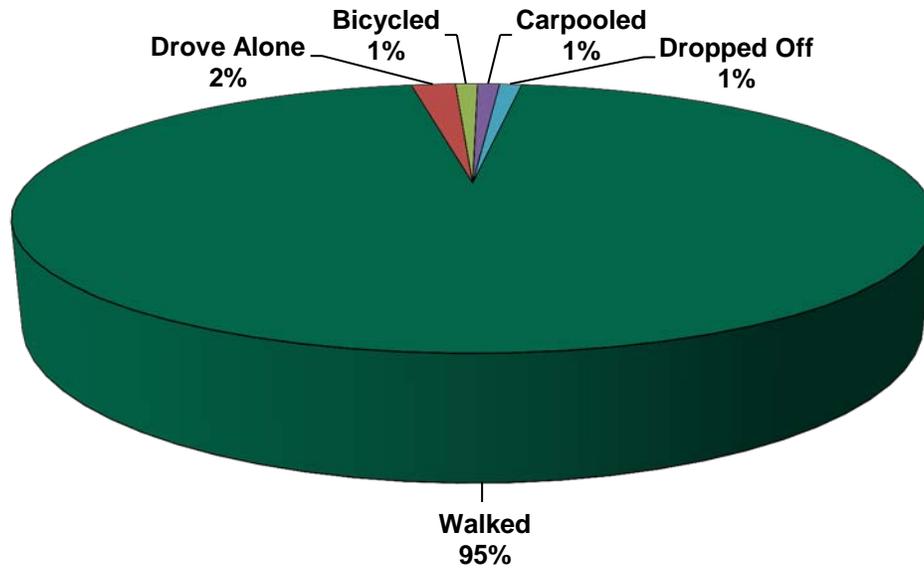


Thirteen percent of weekday trips neither start nor end at home. Since there is no anchor to the trip such as home, there are numerous possible origin-destination combinations, most of which account for less than five percent of all responses. The five top categories that accounted for at least five percent of non-home based trips have work or school at one end of the trip.

The most common trip origin-destination pair is “Work-College” which accounts for 10 percent of all non-home based trips⁴. Trips that include “Social/Recreational” as either the origin or destination account for 15 percent with nine percent starting or ending at work, and six percent starting or ending at college. Trips that include shopping account for 10 percent of all trips with five percent each paired with either work or college. Other non-home based trip purpose combinations represent the remaining 65 percent of weekday non-home based trips.

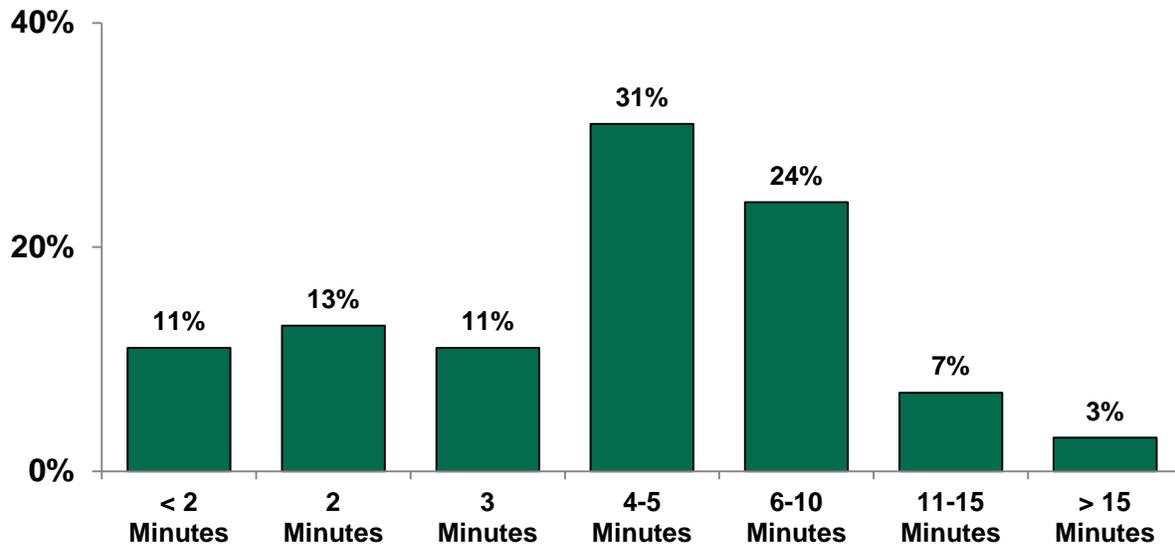
⁴ Note: each origin-destination pair includes trips in both directions; e.g. work to school and school to work.

Figure 4: How Do You Get From Your Home to Your First Boarding Point?
n = 8,281



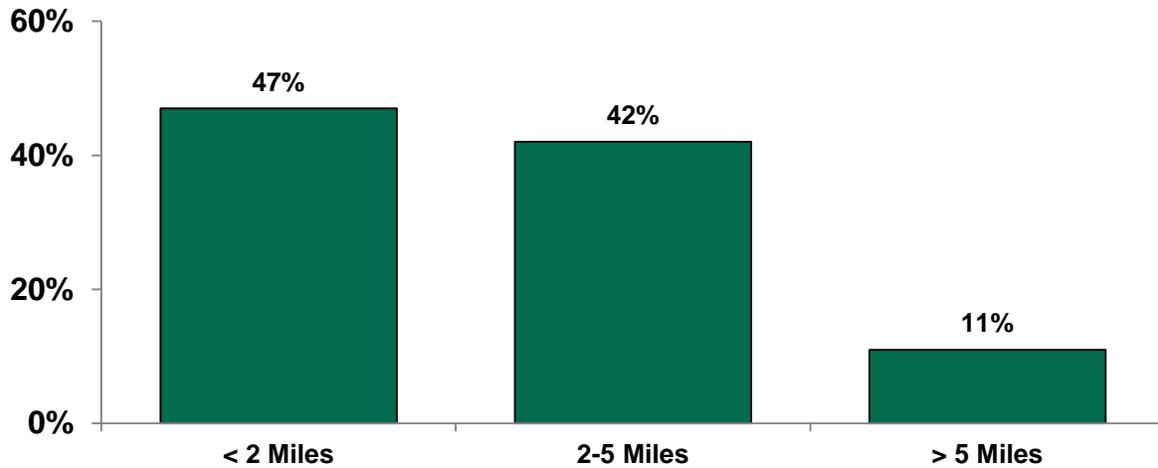
The vast majority of weekday riders (95%) “Walk” from their home to their first transit boarding point. Vehicular modes account for four percent of the trips with two percent “Driving Alone,” one percent “Carpooling” and one percent “Dropped Off.” Just one percent of the riders ride a bicycle to their first boarding point.

Figure 5: How Many Minutes Is Your Walk From Home to Your First Boarding Point?
n = 7,806



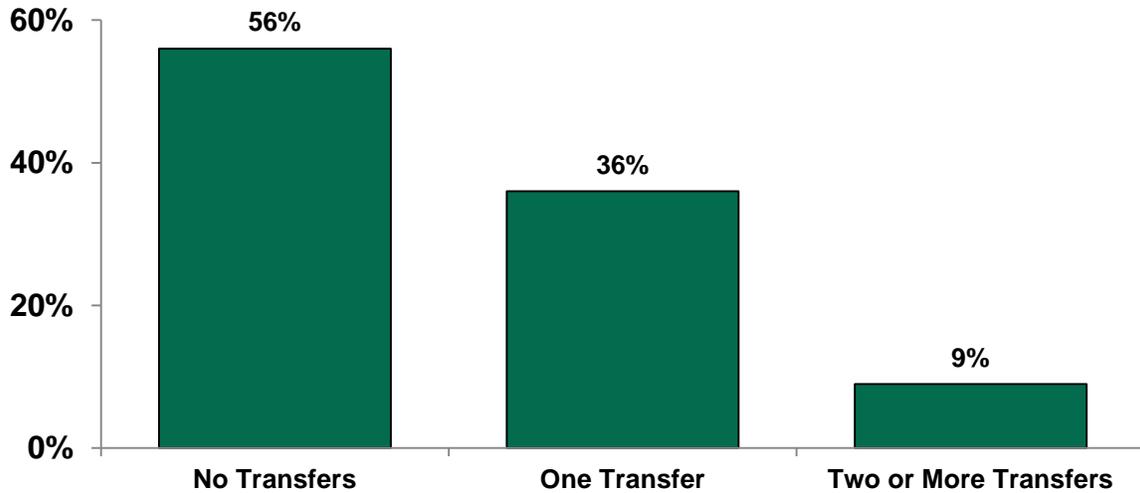
For the 95 percent of weekday trips made by riders who “Walk” from home to their first boarding point, approximately two-thirds (66%) have a walk time of five or fewer minutes, and more than one-third (35%) have a walk time of three or fewer minutes. Approximately one-quarter (24%) walk between six and 10 minutes, and 10 percent walk in excess of 10 minutes to reach their first boarding point. The overall average walk time from home to the first boarding point is 6.0 minutes.

**Figure 6: How Many Miles Is It From Your Home to Your First Boarding Point?
(Non-Walkers Only)
n = 474**



Among the five percent of riders who do not walk to access their first transit boarding point, almost half (47%) travel less than two miles. Forty-two percent of home-based riders travel between two and five miles. The remaining 11 percent travel over five miles. The average distance traveled from home to the first boarding point is 3.1 miles.

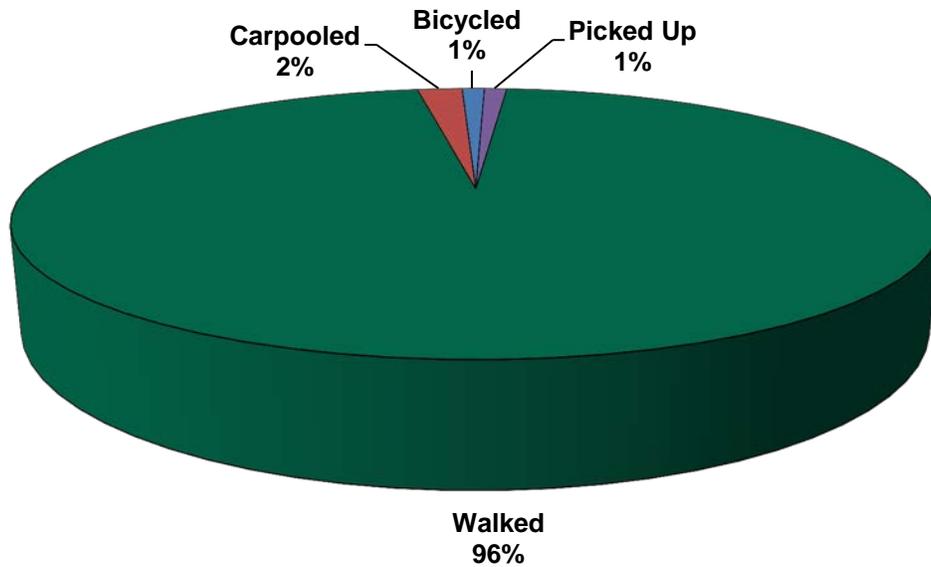
Figure 7: How Many Transfers Are Needed To Complete Your Trip?
n = 9,512



Just over one-half (56%) of AC Transit riders complete their transit trip with no transfers. Thirty-six percent of riders require one transfer to reach their destination, and nine percent require two or more transfers. The average number of transfers is 0.5 which equate to 1.5⁵ trip segments.

⁵ It should be noted that all transfers including out of system transfers are counted in this statistic, so the average number of AC Transit buses used to complete a one-way trip will be slightly lower.

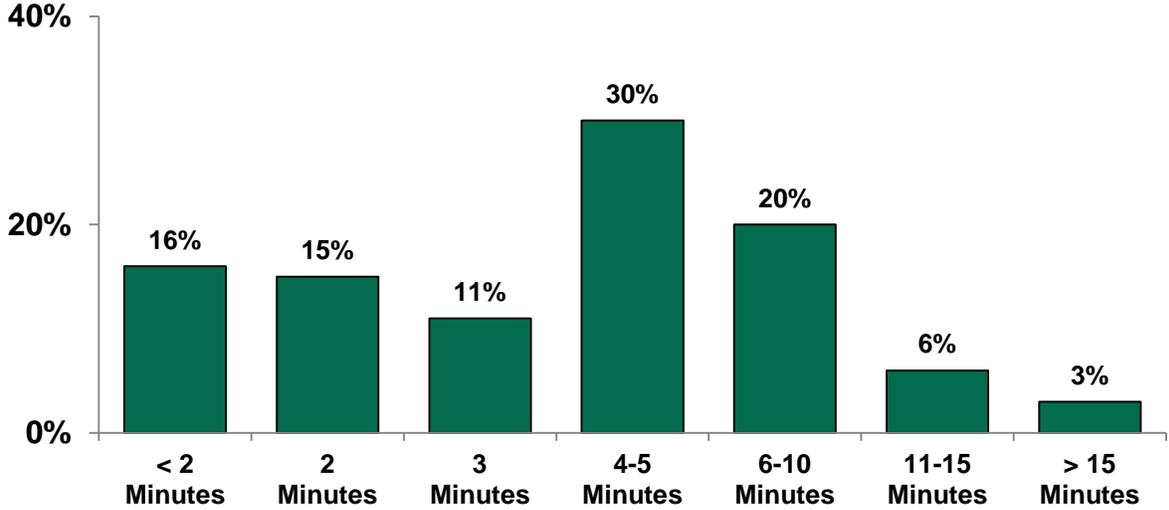
Figure 8: How Do You Get From Your Last Stop to Your Non-Home Destination?
n = 8,281



Almost all AC transit riders (96% of trips) “Walk” from their last alighting point to their non-home destination. Two percent of riders “Carpooled”⁶ with another person while only one percent “Bicycled” or are “Picked Up by Someone.”

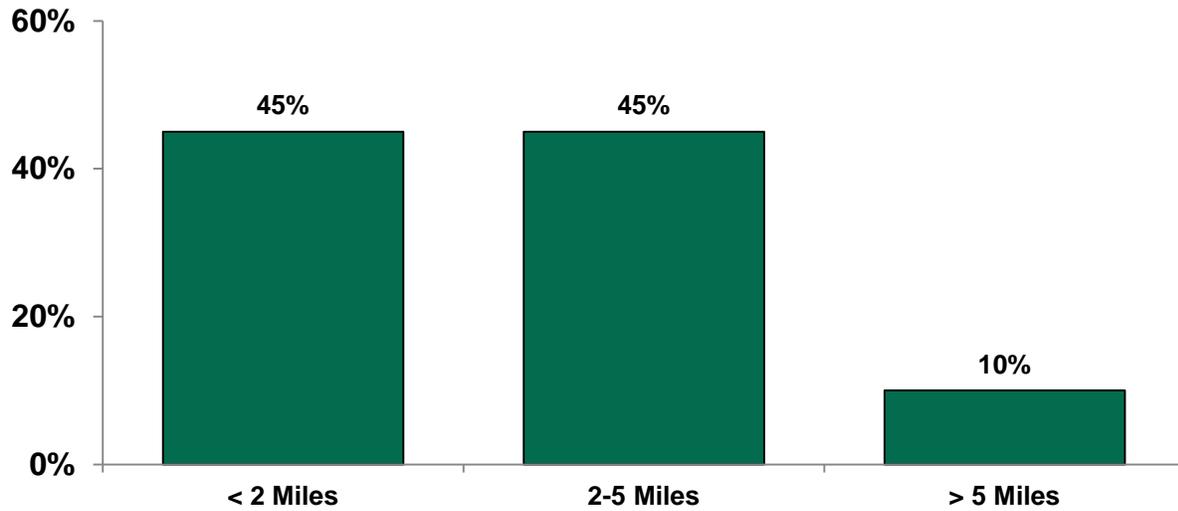
⁶ The carpool category includes vanpools and shuttles such as pick-up vans for medical facilities, employers or schools.

Figure 9: How Many Minutes Is Your Walk from Your Last Stop to Your Non-Home Destination?
n = 7,954



Almost three-quarters (72%) of AC transit riders who walk from their last alighting point to their non-home destination, have a walk time of five minutes or less, and 42 percent walk three minutes or less to reach their destination. Twenty percent walk six to ten minutes and nine percent walk more than ten minutes. The overall average walk time for riders reaching their destination from their last alighting point is 5.5 minutes.

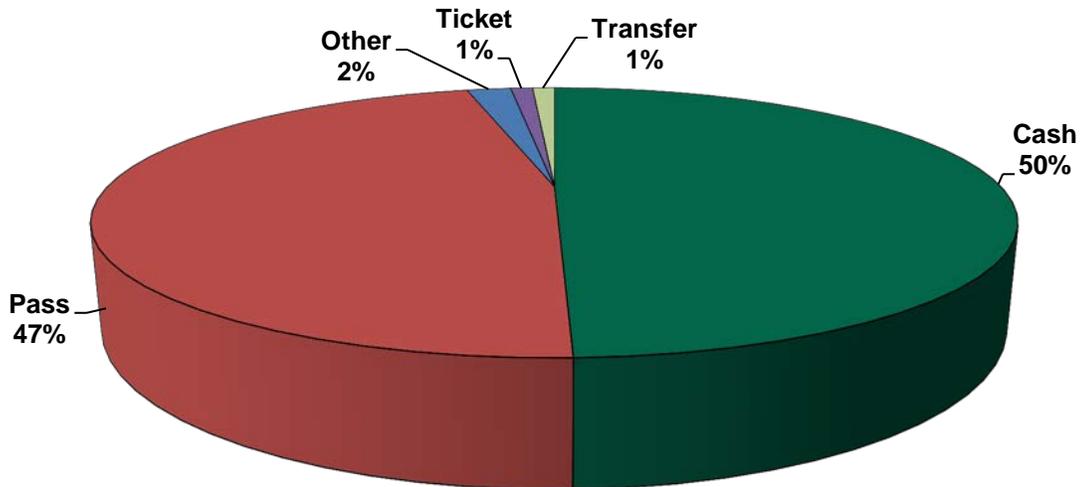
**Figure 10: How Many Miles Is It From Your Last Stop to Your Non-Home Destination?
(Non-Walkers)
n = 327**



For the four percent of riders that don't walk from their last alighting point, 45 percent travel less than two miles to reach their final destination. An additional 45 percent travel between two and five miles, and the remaining 10 percent travel more than five miles to reach their non-home destination. The average distance traveled by non-walkers to their non-home destination is 2.6 miles.

WEEKDAY FARE MEDIA

Figure 11: How Do You Pay For Your Bus Fare?
n = 9,507



The percentage of weekday riders who use cash (50%) and those who use a pass (47%) is nearly equally split. The 50 percent of riders who use cash includes those who pay with bills and coins (31%) or use a cash balance on a Clipper card (18%). The 47 percent of riders who use a pass includes those who pay with a pass on a Clipper card (29%), a Regional Transit Card (RTC) (11%), and a UC Berkeley ID card (7%).

Cash is used more frequently by riders in their 30's (56%) and 40's (55%), compared to 48 percent of riders under the age of 30, and 45 percent of riders 50 and older. Riders in their 30's (40%) and 40's (41%) are also the least likely to use a prepaid monthly pass to pay for their fare. Cash including prepaid cash on a Clipper card is used less frequently by riders with incomes below \$25,000 at 46 percent compared to those with incomes of \$25,000 or more at 52 percent. However, this difference is driven entirely by prepaid cash on Clipper cards, which increases significantly with income. The percentage of riders paying with cash consisting of bills and coins decreases as income rises.

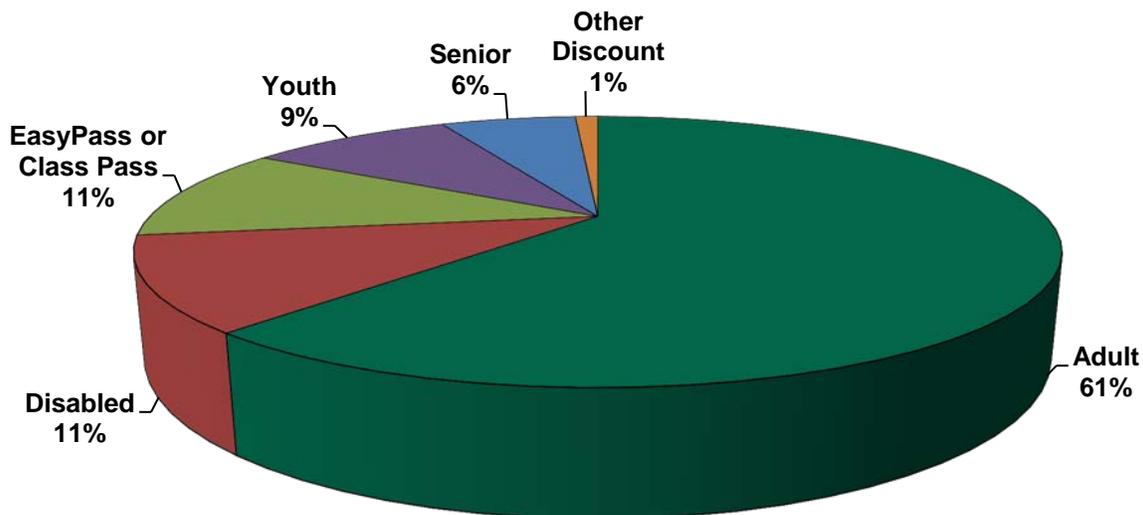
Hispanic riders are more likely to pay with cash at 61 percent compared to 47 percent for non-Hispanics. Sixty-two percent of riders that speak Spanish at home pay with cash, as do 76 percent of riders that completed the survey in Spanish.

Those paying full adult fares are also more likely to pay with cash at 67 percent compared to 21 percent for non-adult fares. Similarly, those that are employed are more likely to pay with cash (55%), than those that are not employed (42%).

A majority of riders who are students use a pass to pay for their fare (59%) compared to 40 percent of non-student ridership. Conversely, only 37 percent of students use cash to pay for their fare compared to 56 percent for non-students.

Of the weekday riders who use a Clipper card or EasyPass, 39 percent apply cash to the Clipper card and 61 percent purchase monthly passes.

Figure 12: What Type of Fare Do You Pay?
n = 9,512

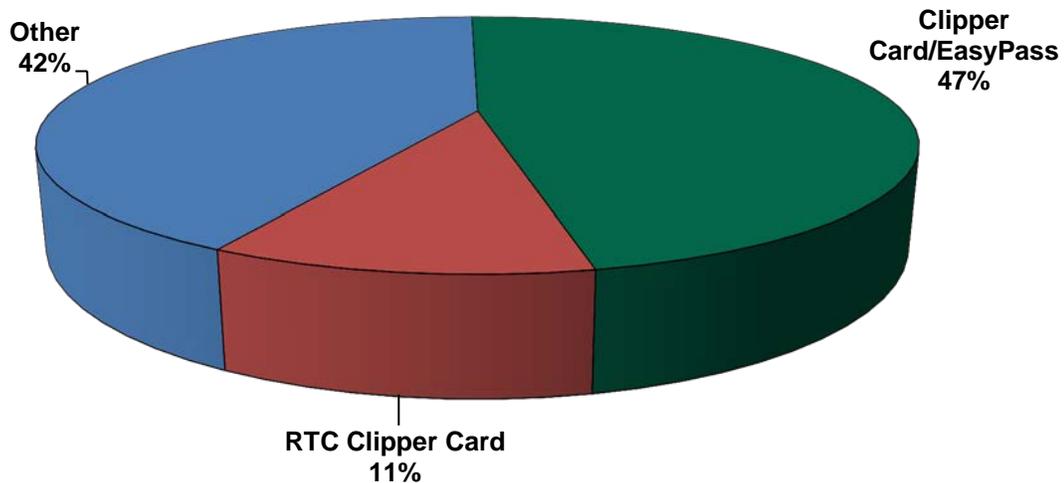


Sixty-one percent of weekday riders pay the full “Adult” fare, while 39 percent of riders use discount fares. “Disabled” fares and “EasyPass or Class Pass” are each used by 11 percent of AC Transit riders. Nine percent pay a “Youth” fare, and six percent pay a “Senior” fare. The one percent of others is comprised primarily of employer supported fares and free fares.

Riders who are more likely to pay a full adult fare include riders who pay with cash (83%), those that are employed (76%), and Hispanics (68%), particularly those that speak Spanish at home (70%) and those that completed the survey in Spanish (88%). Paying a full adult fare is also correlated with income starting at a low of 54 percent for those with a household income under \$10,000 and increasing with each income category to 73 percent for those with incomes of \$75,000 or more.

As would be expected, students are less likely to pay a full adult fare at 42 percent, and are more likely to use a Class Pass/EasyPass (29%), or pay a youth fare (22%). Those under 20 are also less likely (26%) to pay an adult fare because 56 percent pay a youth fare instead. Riders that are 60 or older are less likely to pay an adult fare (30%) because many are eligible for senior (48%) and disabled (19%) discounts.

Figure 13: Clipper Card Use
n = 9,507



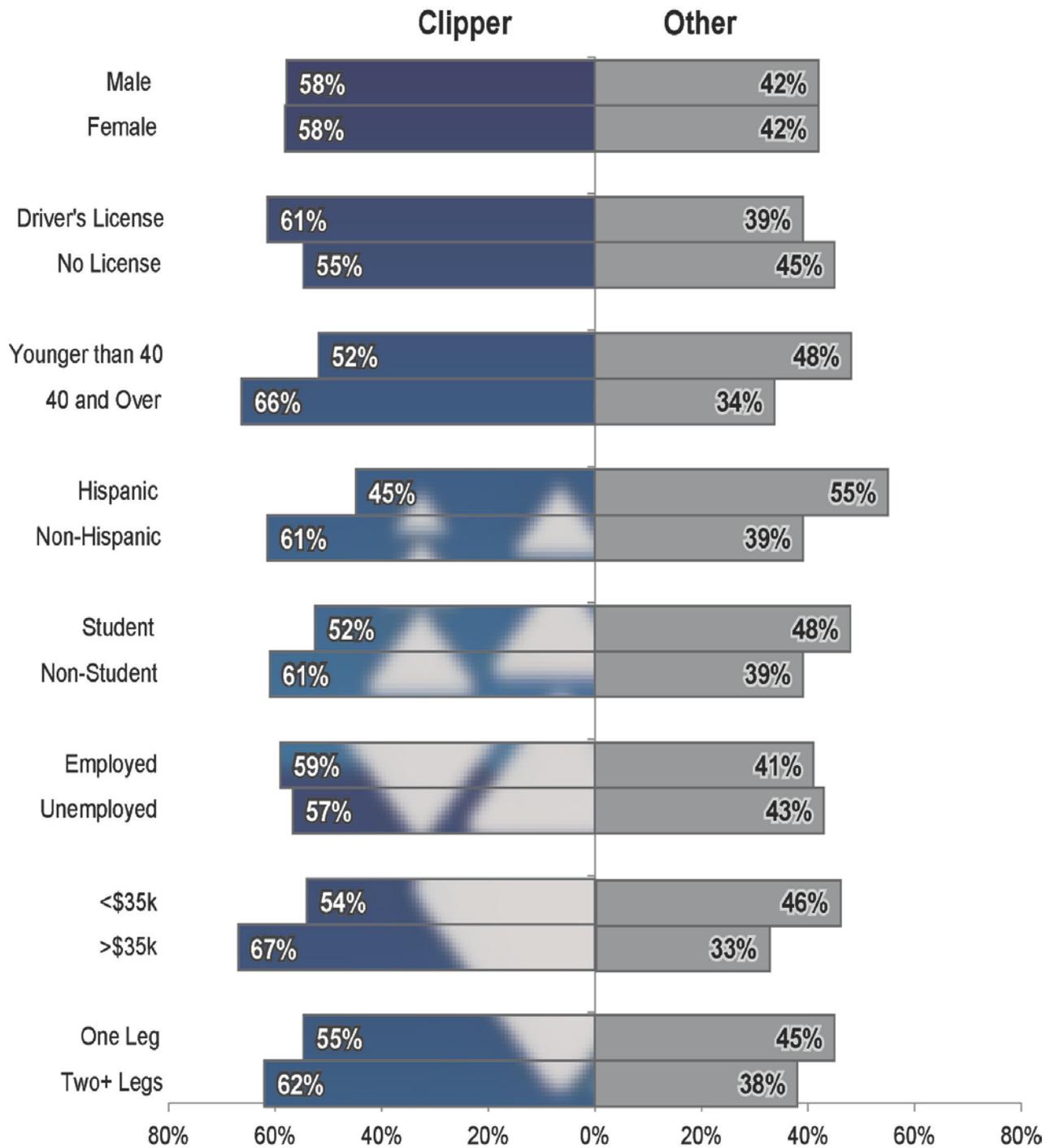
Clipper cards are used by 58 percent of weekday riders. This includes those who use a standard Clipper card or EasyPass (47%) and those who use an RTC Clipper card (11%).

Use of Clipper cards is correlated to employment and income. Employed riders are more likely (54%) than unemployed riders (38%) to use a Clipper card, and Clipper card use increases consistently with income starting at a low of 34 percent for those who make less than \$10,000, and increasing with each income category to a high of 71 percent for riders with a household income of \$75,000 or more.

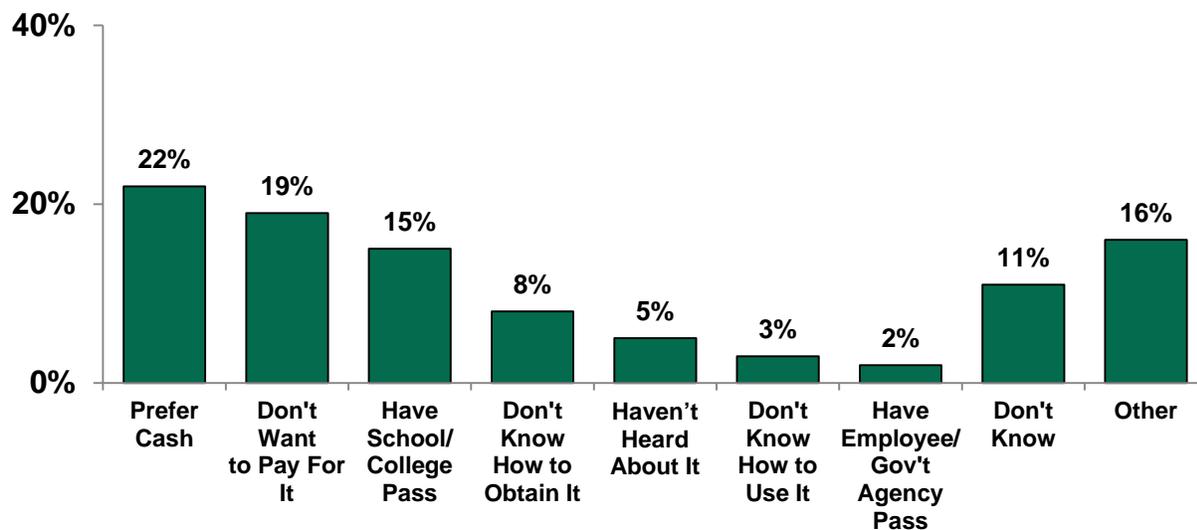
The RTC card is only offered to senior and disabled riders, thus the percentage of weekday riders who use a RTC card directly relates to age. The weekday riders for the two categories under the age of 30 each have no more than three percent of ridership who use a RTC card. This steadily increases to six percent of riders in their 30's, 15 percent of riders in their 40's, 23 percent of riders in their 50's, and 27 percent of riders 60 and older. Use of RTC cards is also related to income averaging 17 percent for those with incomes under \$25,000 and five percent for those with incomes of \$25,000 or more. It is also related to employment with 19 percent of unemployed riders using RTC cards compared to five percent of employed riders.

Looking at it from the reverse perspective, disabled riders are logically more likely to be older, less likely to work, and accordingly more likely to have lower incomes. Their trip purpose is also more likely (20% compared to 7% overall) to be for medical/dental care which is likely related to some extent to their disability. A profile of Clipper card use is displayed in Figure 14.

Figure 14: Clipper Card Profile
n = 9,507



**Figure 15: Why Do You Not Use a Clipper Card to Pay?
(Riders Who Did Not Use a Clipper Card to Pay)
n = 4,008**



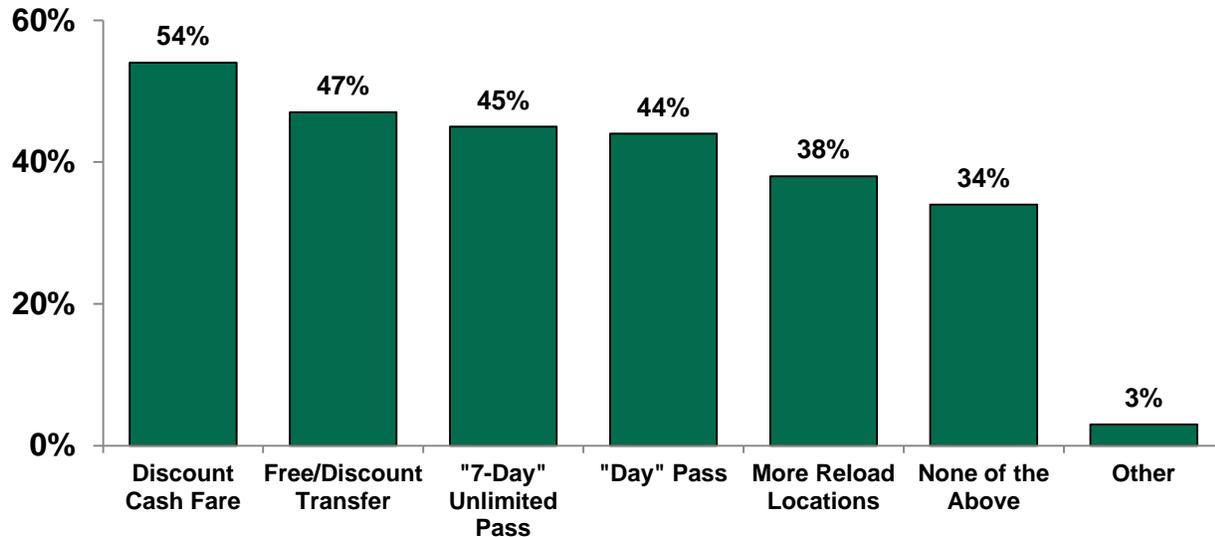
For weekday riders who do not use a Clipper card to pay, 22 percent prefer to pay with cash. Nineteen percent do not want to pay for a Clipper card, and 15 percent use a pass provided by their school or college. An additional two percent of weekday riders have a pass provided by an employer or government agency. A combined 16 percent of riders don't use a Clipper card because of communication reasons including eight percent that do not know how to obtain a Clipper card, five percent who have not heard about the Clipper card, and three percent that do not know how to use a Clipper card.

Of the "Other" responses, almost two-thirds (64%) had previously purchased a Clipper or RTC card but did not use it on their trip citing reasons such as the card is not working properly, only using it on other transit agencies, no longer having value on the card, not having the card with them, having lost the card, or having not yet received a recently purchased card.

Among those "Other" responses that had not previously purchased a Clipper or RTC card (16% of all non-Clipper card users), 42 percent indicated that it was inconvenient to obtain or reload a Clipper card, one-third said that they are planning to get a Clipper or RTC card, and 21 percent did not have to use a Clipper card because they rode on a free shuttle.

The only significant variation in reasons for not using a Clipper card across different demographic groups is for students where over a third (36%) indicate that they already have a school/college pass, and therefore do not need a Clipper card.

**Figure 16: Which of These Incentives Would Make You Consider Switching to a Clipper Card?
(Riders Who Did Not Use a Clipper Card to Pay)
(Multiple Response)
n = 4,008**

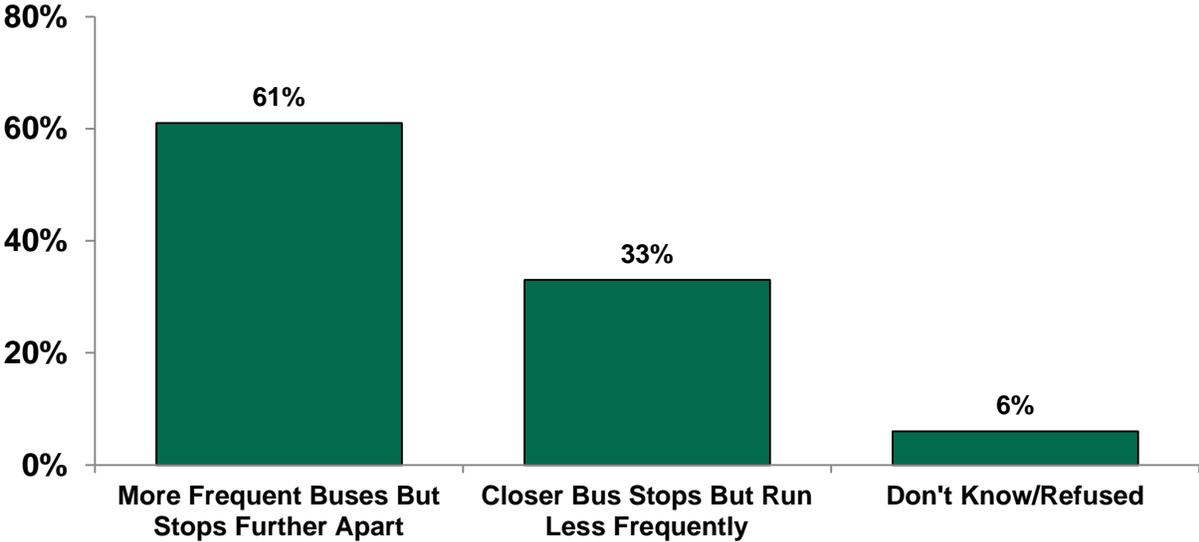


Two-thirds of weekday riders who did not use a Clipper card to pay selected one or more of the pre-listed incentive options that would make them consider switching their payment type to a Clipper card. Weekday riders' most common incentive selections are for a "Discount Cash Fare" (54%) and "A Free or Discounted Transfer" (47%). Forty-five percent of the weekday riders also selected a "7-day Unlimited Pass" followed by 44 percent who selected "A Day Pass." At the lowest level, over a third (38%) of weekday riders indicate that more reload locations would make them consider switching to a Clipper card.

Almost two-thirds of weekday riders who paid their fare with a Class Pass (63%) chose "None of the Above", which is a large percentage in comparison to the weekday riders who paid with a ticket (39%), transfer (29%), or cash (25%). Perhaps, these riders perceive that a Clipper card is not needed if they already have a pass such as a Class Pass.

WEEKDAY AC TRANSIT SERVICE PERFORMANCE

Figure 17: What Would Be Your Preferred AC Transit Bus Service Change?
n = 9,512



Riders were asked which AC Transit bus service change they would prefer if they could only choose one option. Almost two-thirds (61%) of weekday riders prefer more frequent buses that stop further apart, while one-third prefer closer bus stops that run less frequently. Six percent of riders do not know or refused.

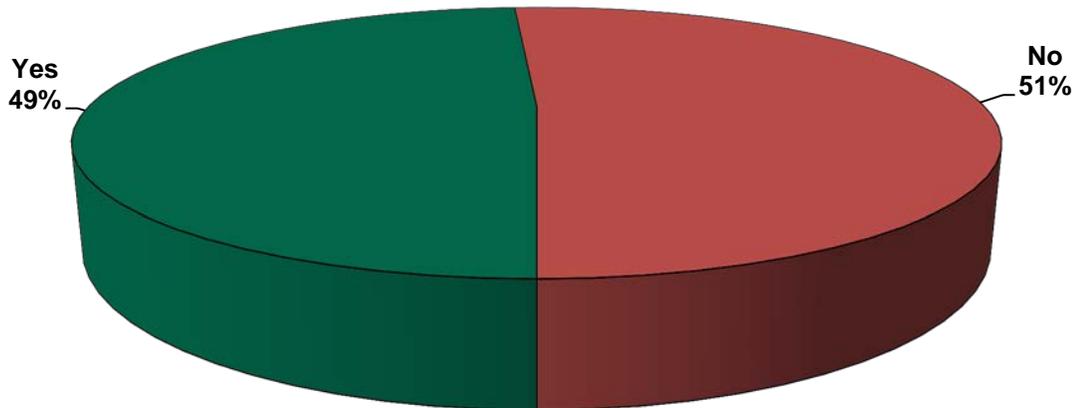
Age plays some role in preference for frequency over closer bus stops, with approximately two-thirds of those under 20 (63%), in their 20's (69%), and in their 30's (64%), selecting service frequency as their top choice. This number drops to 58 percent for riders in their 40's, 53 percent for riders in their 50's and 49 percent for riders 60 and older.

Preference for more frequent buses also increases with household income, starting at 55 percent for riders with annual household incomes of less than \$10,000 and 61 percent of riders with household incomes between \$10,000 and \$34,999. Then increasing to 65 percent of riders with annual household incomes between \$35,000 and \$74,999, and peaking at 68 percent of riders with annual household incomes greater than \$75,000.

Both students (66%) and employed riders (63%) are more likely than non-students (57%) and unemployed riders (57%) to prefer more frequent buses.

WEEKDAY TRANSPORTATION DEMOGRAPHICS

Figure 18: Do You Currently Have a Drivers' License?
n = 9,512

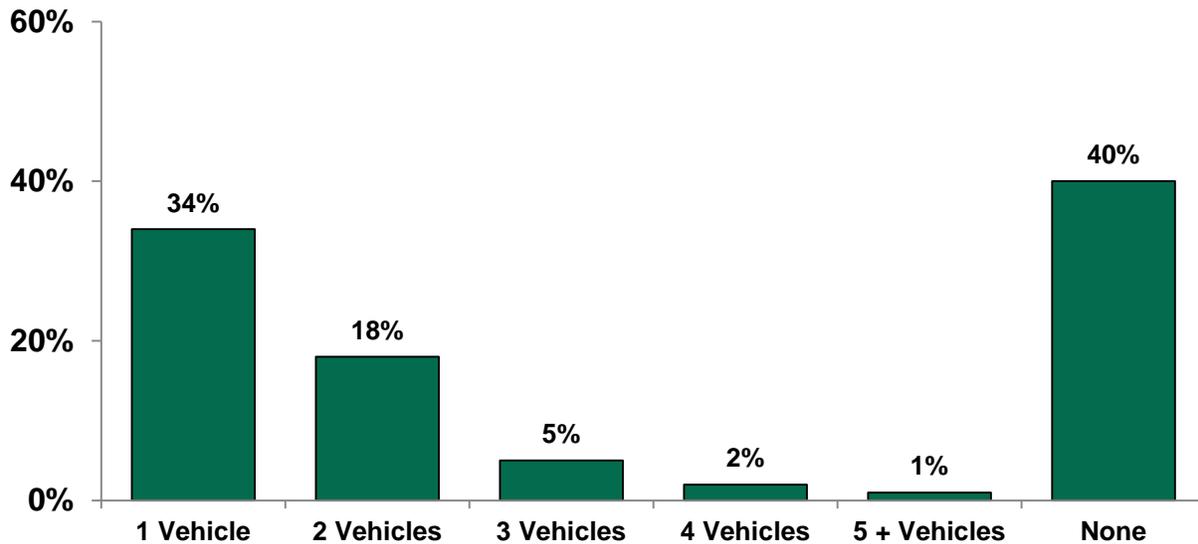


There is a nearly even split between riders who have a drivers' license (49%) and riders that do not (51%). Men are more likely to have a driver's license (53%) than women (46%), and as would be expected, riders under 20 years of age are least likely to have a license at 17 percent. Riders that are employed are also more likely to have a driver's license at 59 percent compared to 36 percent for those that are not employed.

Having a driver's license is highly related to income level starting at a low of 37 percent for riders with household income under \$10,000 and increasing with each income category to 83 percent for those with incomes of \$75,000 or more.

Riders who identify themselves as Hispanic are less likely to have a drivers' license at 31 percent compared to 54 percent for non-Hispanics, and this differential increases for those who speak Spanish at home (30%), and for those who completed the survey in Spanish (8%).

Figure 19: How Many Drivable Vehicles Are Available To Your Household?
n = 9,475



At 60 percent, riders are more likely to have a drivable vehicle available to their household than they are to have a driver's license. The largest proportion of riders (34%), have one drivable vehicle in their household. With each increase in the number of vehicles, the percentage of riders drops approximately 50 percent from the previous category (2 vehicles-18%, 3-5%, 4-2%, and 5+ 1%).

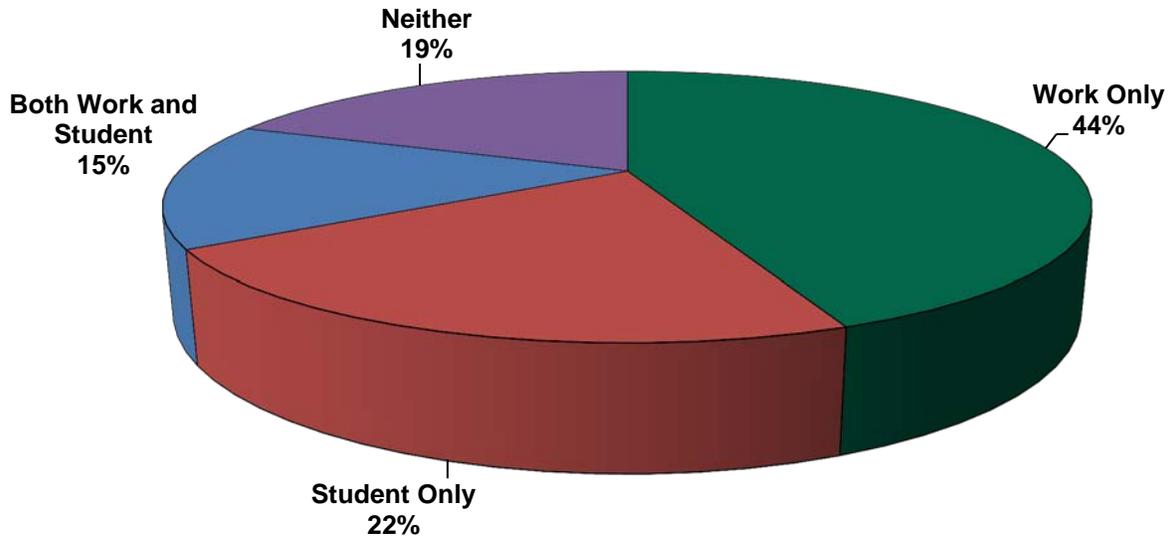
Vehicle availability increases with household income starting at a low of 34 percent for households with less than \$10,000 income and increasing with each income category to 88 percent for households with an income of \$75,000 or more. Given the correlation between income and available vehicles it is not surprising that employed riders are also more likely to have a vehicle available (64%), than riders that are not employed (54%).

And although riders under 20 years of age are least likely to have a driver's license, they are the most likely age category to have a vehicle available to their household at 77 percent compared to 57 percent for the older age groups. Auto availability declines with each age category dropping to 47 percent for riders over 60 or older.

Hispanics are more likely (67%) to have a drivable vehicle available to their household than riders that are Non-Hispanics (58%). This is in line with a higher average number of workers in Hispanic households. Asian riders are the most likely (71%) to have a vehicle in their household, followed by Caucasians at 67 percent. African Americans are least likely to have a vehicle available at 48 percent.

The overall average number of drivable vehicles per household is 1.0.

Figure 20: Are You Currently Employed and/or a Student?
n = 9,512



Eighty-one percent of AC Transit weekday riders are either employed, students, or both. Riders who only work comprise the largest proportion, accounting for 44 percent of ridership. Roughly one-quarter of AC Transit riders (22%) are students only, and 15 percent are both employed and a student. Nineteen percent of weekday riders are not employed and are not students.

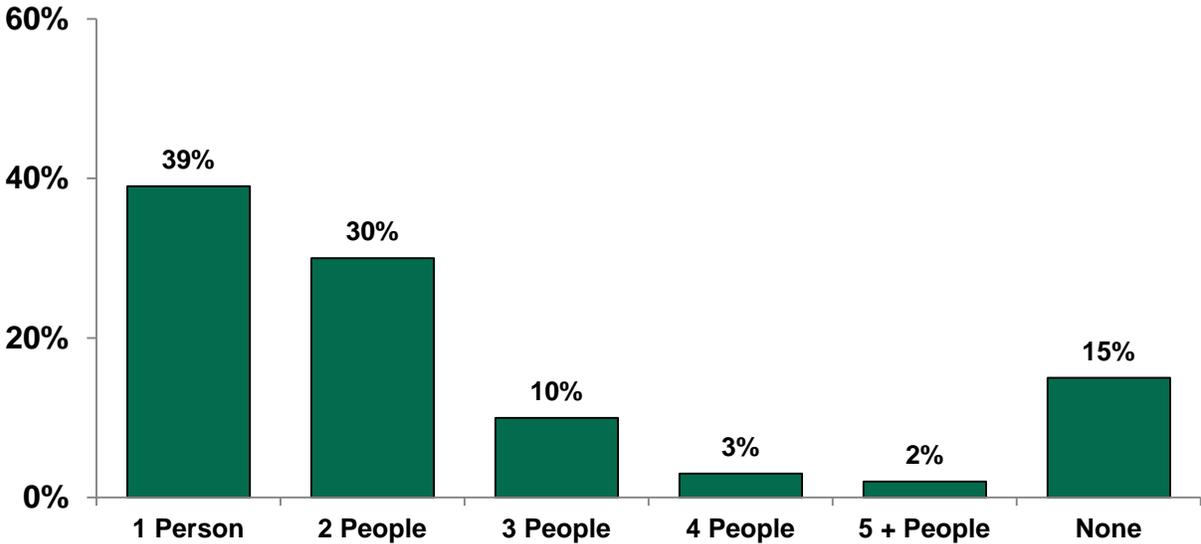
Men (46%) are slightly more likely than women (42%) to work only, and female riders (21%) are slightly more likely than male riders (17%) to not be employed or a student.

As would be expected riders that are only students are most prevalent in the under 20 age category (68%), dropping for those in their 20's (27%) and 30's (12%) and then single digit percentages for all older age categories. Conversely the percentage of riders that do not work and do not go to school is lowest for riders under 20 (3%), and this percentage increases with each age category to a high of 51 percent for riders 60 or older.

A full quarter of employed riders (25%) are also students, and forty percent of students are also employed.

WEEKDAY RIDER DEMOGRAPHICS

Figure 21: How Many People Are Employed in Your Household?
n = 9,440



Thirty-nine percent of weekday riders have one person in their household that works either full-time or part-time and 30 percent have two employed people in the household.

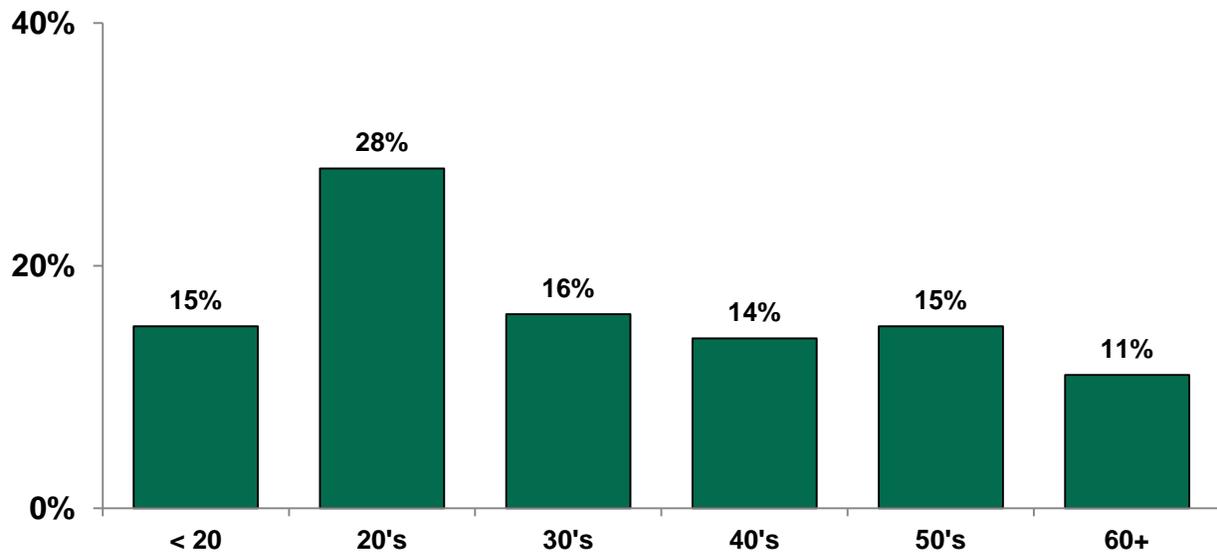
Fifteen percent of riders come from households with three or more workers and 15 percent have no workers in the household. The average number of employed persons per household is 1.6.

As would be expected the number of workers in the household is correlated to household income with the percentage of households with no workers starting at 34 percent for households with less than \$10,000 income, and decreasing with each income category to two percent for households with \$75,000 or more income.

Hispanics are less likely to have no workers in the household (9%) than non-Hispanics (17%) and also have a higher average number of workers than non-Hispanics. African American riders have the highest percentage of households with no workers at 22 percent.

Riders with driver’s licenses are slightly less likely to have no workers in the household (13%) than those without driver’s licenses (18%) and over one-third (37%) of unemployed riders have no one who is employed in their household.

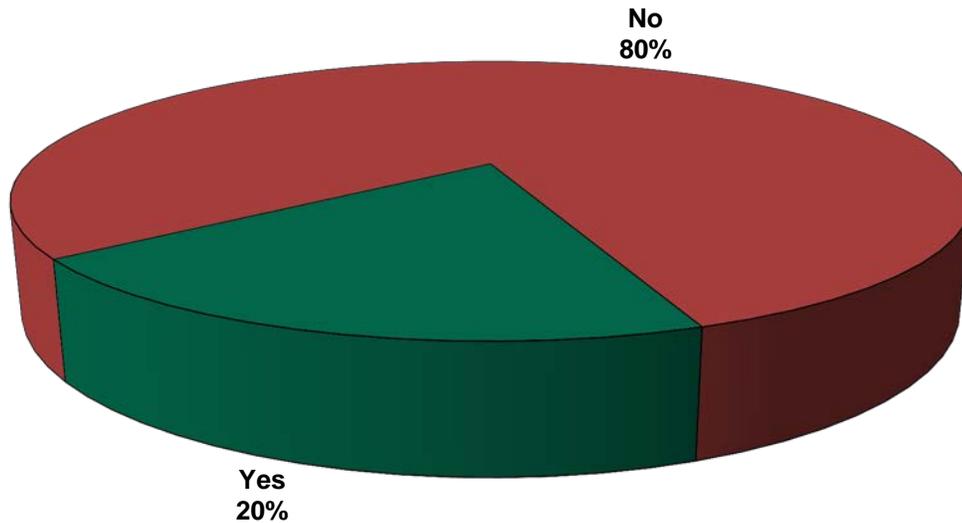
Figure 22: What Is Your Age Category?
n = 9,284



Riders in their 20's represent the largest portion of weekday ridership at 28%. All other age groups have a fairly even distribution in the range of 11 to 16 percent. Fifteen percent of weekday riders are under the age of 20, 16 percent are their 30's, 14 percent are in their 40's, 15 percent are in their 50's, and 11 percent are 60 or older.

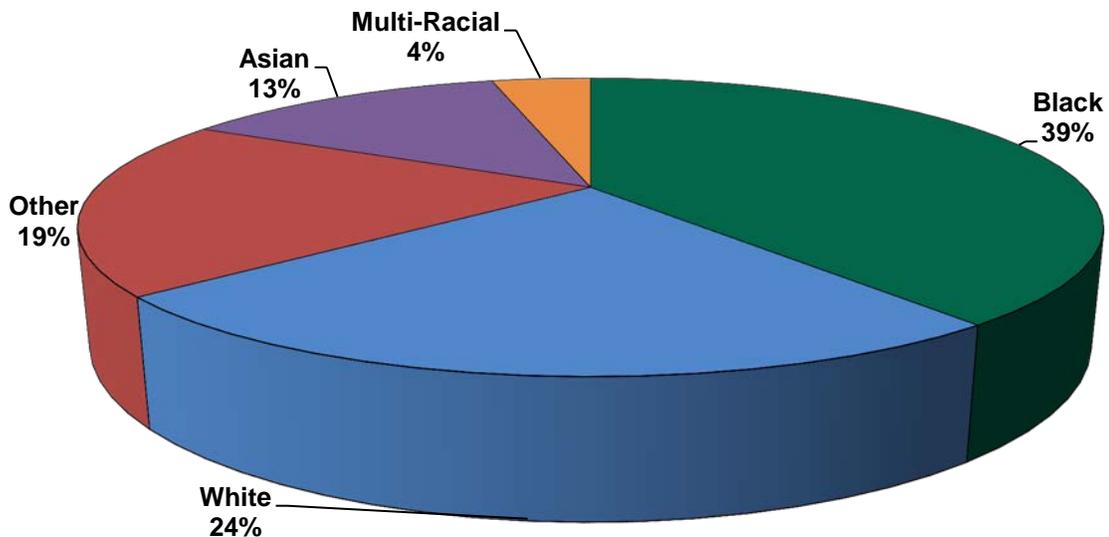
Hispanic riders tend to be younger than non-Hispanic riders. There are a higher percentage of Hispanic riders for the age categories of under 20, in their 20's and in their 30's, and lower percentages of Hispanics for all age categories 40 or older.

Figure 23: Are You Hispanic, Latino or of Spanish Origin?
n = 9,432



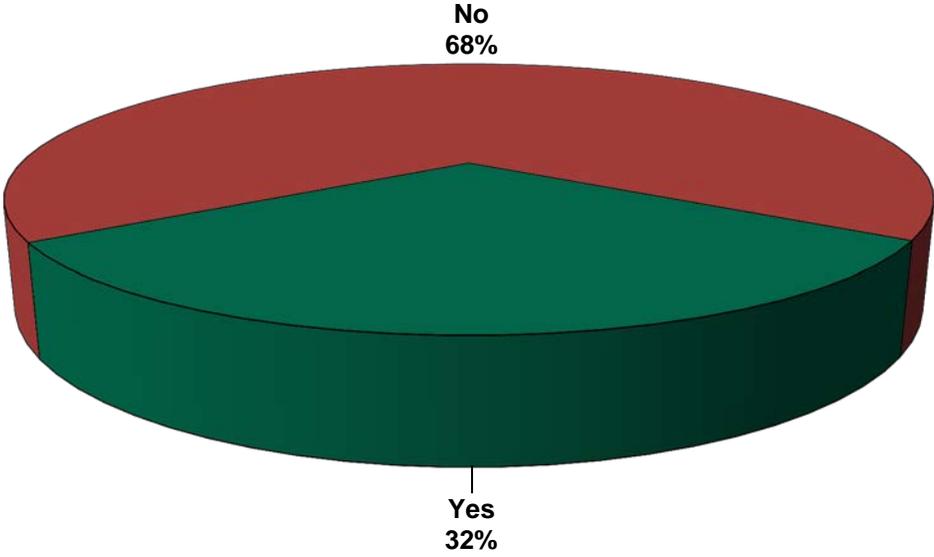
Twenty percent of weekday riders are Hispanic, Latino, or of Spanish origin.

Figure 24: Which of the Following do You Identify With?
n = 9,237



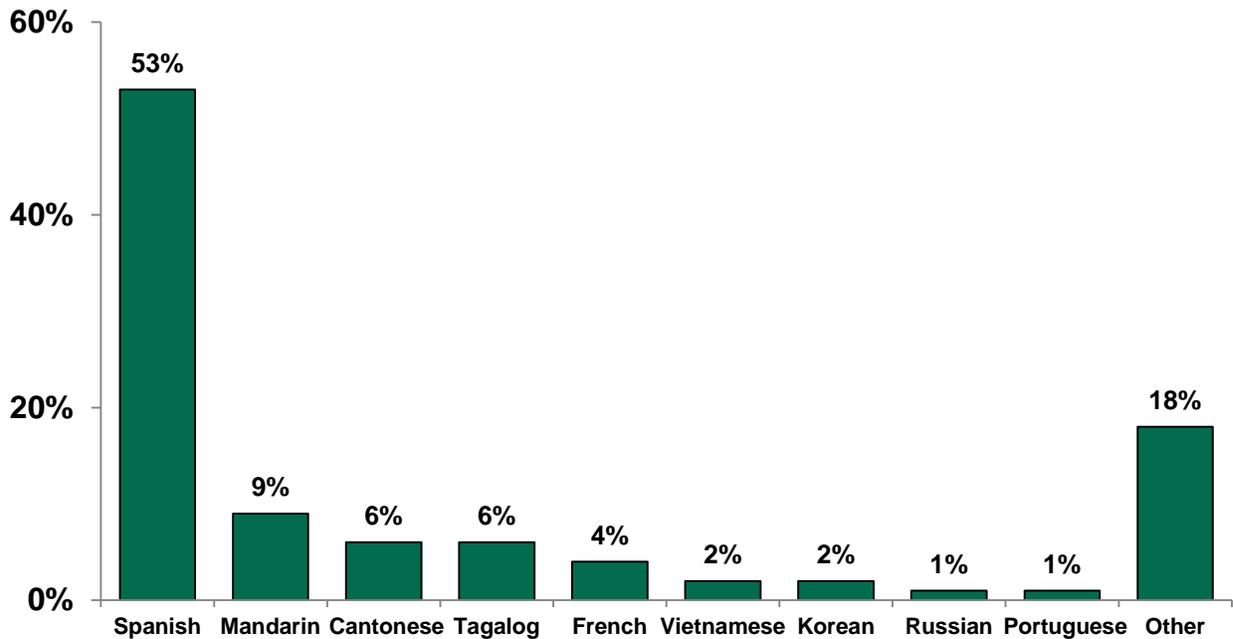
Weekday AC Transit riders were asked to select the United States Census race category with which they identify. The largest proportion (39%) of AC Transit riders indicate they are African American, followed by riders who identify themselves as White (24%) or Asian (13%). Four percent of riders identify themselves as more than one race. Nineteen percent of riders identify themselves as "Other." Most of this group said they are "Hispanic," "Latino" or "Mexican."

Figure 25: Do You Speak a Language Other Than English at Home?
n = 9,512



Nearly one-third (32%) of riders speak a language other than English at home. Seventy-three percent of Asian riders and 72 percent of Hispanic riders speak a language other than English at home.

**Figure 26: What Language Other Than English Do You Speak at Home?
 (Only Respondents Who Speak a Language Other Than English at Home)
 (Multiple Responses)
 n = 3,041**



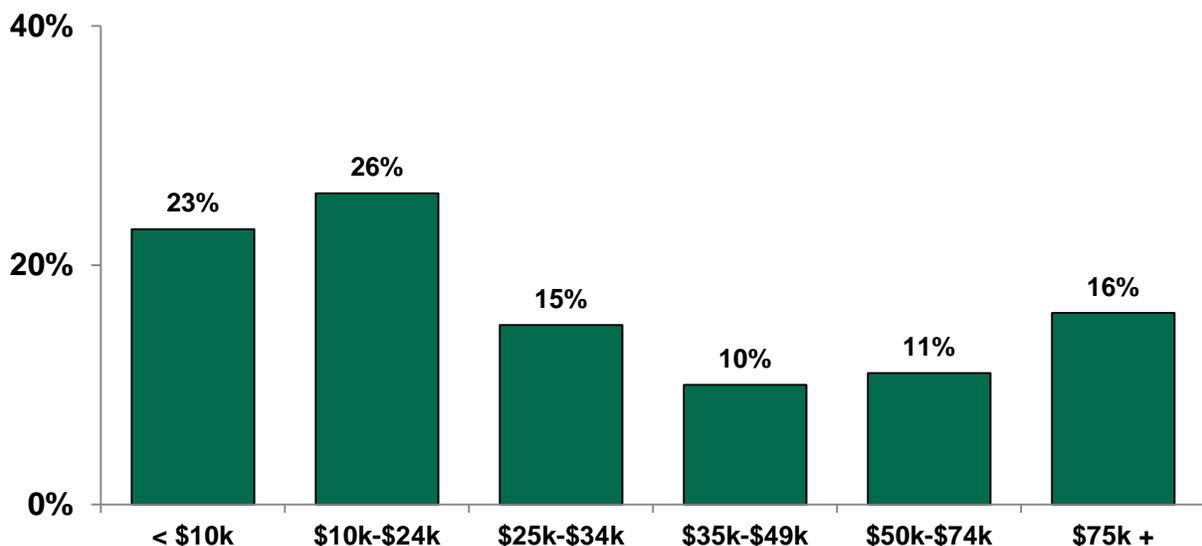
Spanish is spoken by the majority (53%) of riders who speak a language other than English at home. The second most common language spoken at home was Mandarin Chinese (9%), followed by Cantonese Chinese and Tagalog, each at six percent. Languages spoken by less than five percent of those speaking a non-English language at home include French (4%), Korean and Vietnamese (2% each), and Russian and Portuguese (1% each). There are also 18 percent of riders that speak other languages not listed above. The most common “Other” responses include Arabic, German, Hindi, and Japanese.

Figure 26 shows the languages spoken at home if something other than English is spoken at home. It is useful to convert this to the percentage of all boardings that speak another language home. It is also important to note that almost all riders make round trips from home to some location and then returning. The average number of vehicles used in a one-way trip is also 1.5 vehicles. Finally, given a relatively high level of transit dependency, it is likely that many riders make more than one round-trip per day, going out again for shopping, recreation, etc. Given this, a best conservative estimate of the number of boardings per day for the average rider is 3.0 (1.5 vehicles

per one-way trip times two for round-trips). This means that the actual number of unique riders is approximately one-third of boardings.

Accordingly, we will present the results three ways, as a percentage of all boardings, the actual number of boardings, and the number of unique riders, estimated by dividing the number of boardings by 3.0. The percentages, boardings, and estimated unique riders that speak languages other than English at home are: Spanish (17%, 26,854 boardings, 8,951 riders), Mandarin Chinese (3% 4,657 boardings, 1,552 riders), Cantonese Chinese (2%, 3,225 boardings 1,075 riders), Tagalog (2% 3,132 boardings, 1,044 riders), French (1%, 1,973 boardings, 658 riders), Vietnamese (1%, 972 boardings, 324 riders), Korean, (1% 901 boardings, 300 riders), Russian (0%, 344 boardings, 115 riders) and Portuguese (0%, 324 boardings, 108 riders).

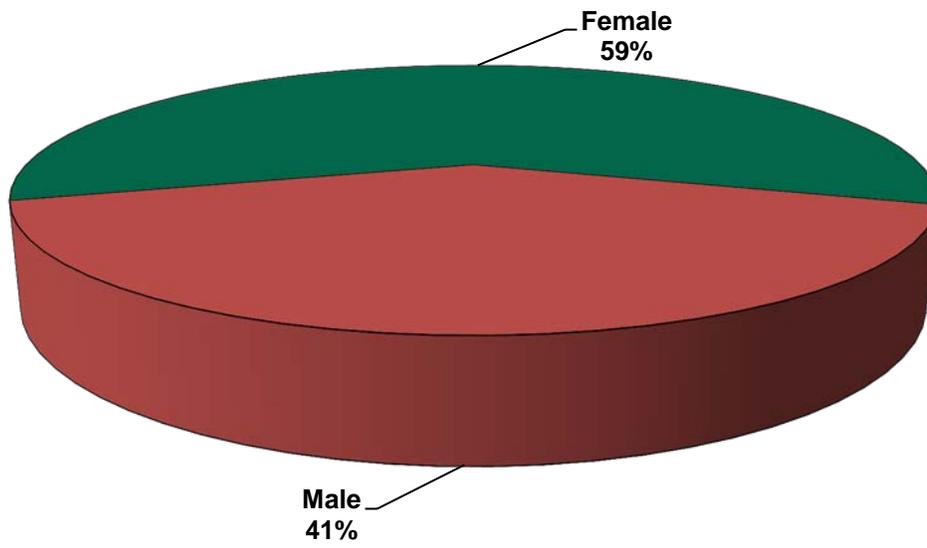
Figure 27: What is Your Total Household Income?
n = 8,119



Household income for weekday riders is split 63 percent under \$35,000 and 37 percent \$35,000 or higher. This breaks down into 23 percent under \$10,000, 26 percent \$10,000 to \$24,999, 15 percent \$25,000 to \$34,999, 10 percent \$35,000 to \$49,999, 11 percent \$50,000 to \$74,999, and 16 percent \$75,000 or higher.

The proportion of riders with incomes below \$35,000 is higher for women (67%) than for men (59%), for Hispanics (74%), and for African Americans (78%). The proportion of riders with incomes under \$35,000 is also higher for riders without a driver's license (79%) and logically, those who are unemployed (81%).

Figure 28: Gender
n = 9,512



AC Transit weekday riders are more likely to be female (59%) than male (41%).

AC TRANSIT WEEKEND RIDERSHIP

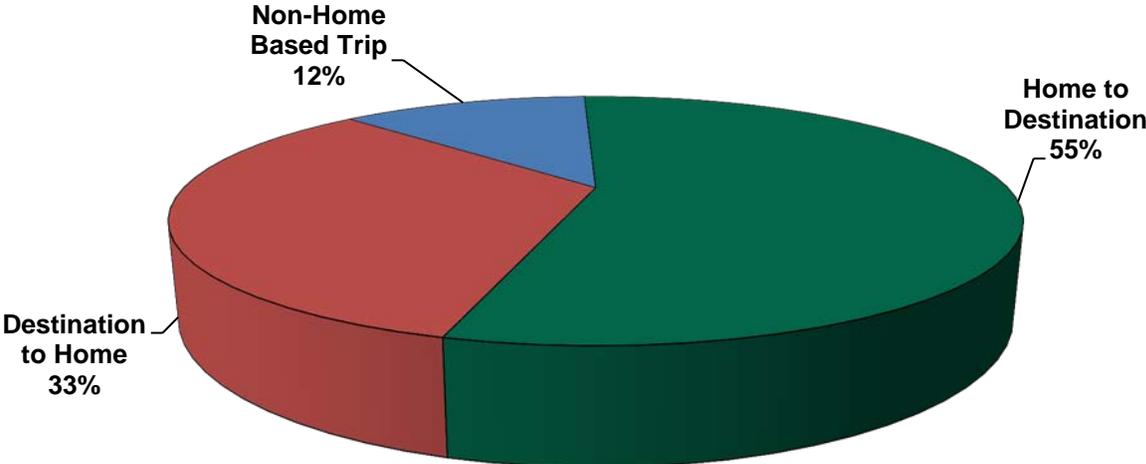
AC Transit riders were surveyed on 17 of 62 weekend routes. These routes were selected to be most representative of overall AC Transit weekend ridership based on high ridership levels and distribution across AC Transit’s full service area. The 17 surveyed routes account for 73 percent of total weekend boardings.

A total of 519 surveys were completed for riders traveling between the hours of 8:00 AM and 7:00 PM, significantly exceeding the target of 300. Because the total targeted sample size for completed weekend surveys was 300, there were no directional or daypart quotas. However, the surveys were distributed closely in proportion to the distribution of Saturday and Sunday boardings.

WEEKEND TRIP CHARACTERISTICS

Similar to weekday ridership survey data, the vast majority of trips (88%) include “Home” as either the origin or the destination of their transit trip with the remaining 12 percent being trips that are neither coming from or going to home.

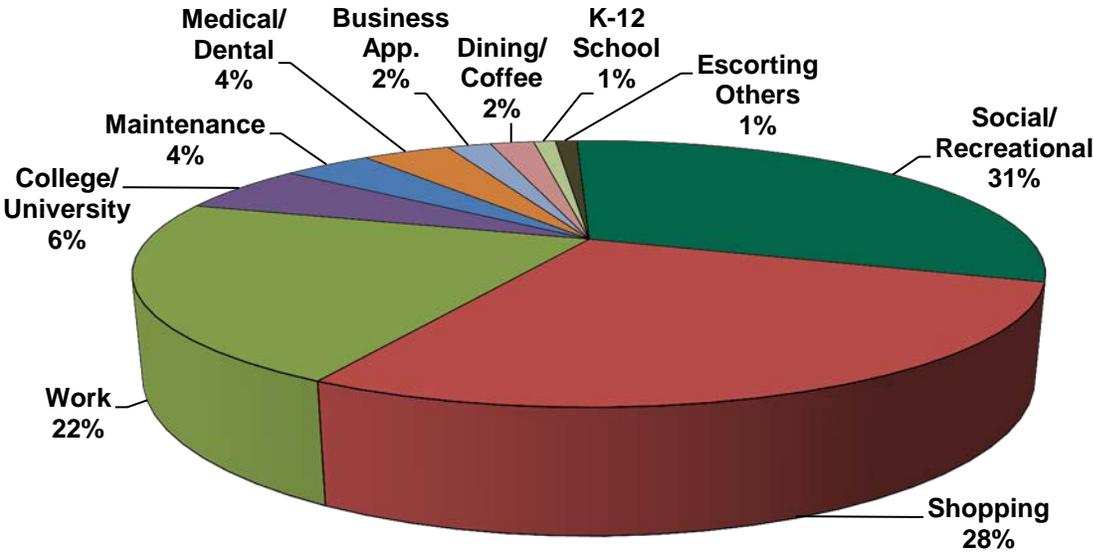
Figure 29: Weekend - Is Home Your Origin or Destination?
n = 519



In traditional onboard survey reporting, all origins are reported in aggregate regardless of trip direction. This results in the information about trip origins and access being a combination of home, work and other ultimate origin-types. As such it does not produce a clear and meaningful picture of the trip from home to the first transit boarding point, or of the final leg of the trip from the last alighting point to the ultimate destination.

To overcome this shortcoming, a modified database has been created from the original that reverses all trips that are home-bound, converting the destination from home to the original non-home origin, and making home the new origin. This modified database provides a consistent picture of all outbound trips from home to the ultimate trip destination-type. The first section of the report provides reporting on this modified database to show a more meaningful and actionable picture of rider behavior.

Figure 30: Weekend - What Is Your Home-Based Trip Purpose?
n = 451

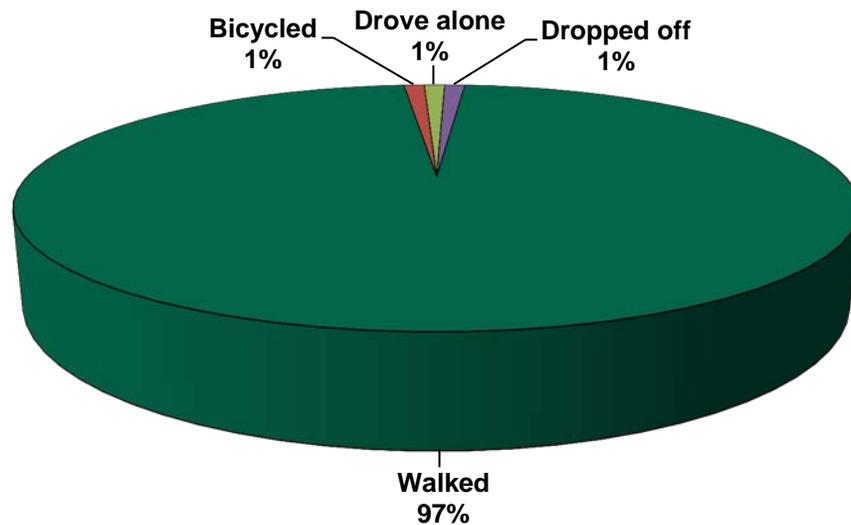


The top two trip purposes for AC Transit weekend riders are “Social and Recreational” trips at 31 percent, and “Shopping” at 28 percent. This is significantly different than the distribution of weekday trip purposes where “Work” is the top trip purpose at 41 percent and “College/University” is second at 16 percent. Both “Social Recreational” and “Shopping” trip purposes are three times as high on the weekend as during the week.

The other primary group for weekend trip purposes is for work-related trips at 24 percent (22% Work and 2% Business Appointment). However, this is only about half as much as during the week when work and business appointments together account for 43% of all home-based trips.

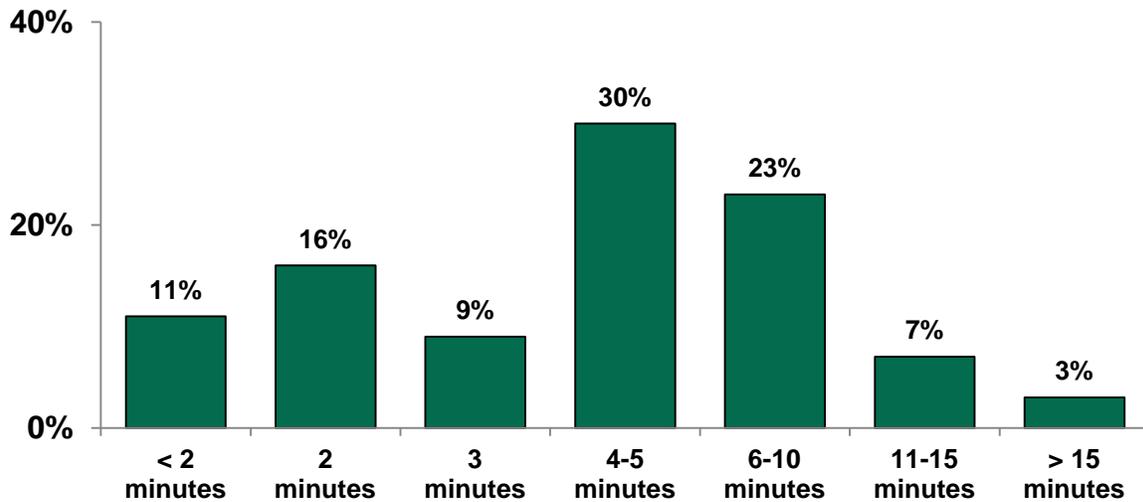
At a much lower level “College/University” trips account for six percent, and “Medical” and “Maintenance” account for four percent each. “Dining/Coffee” accounts for two percent and “K-12” and “Escorting Others” each account for one percent.

**Figure 31: Weekend - How Do You Get From Your Home to Your First Boarding Point?
n = 451**



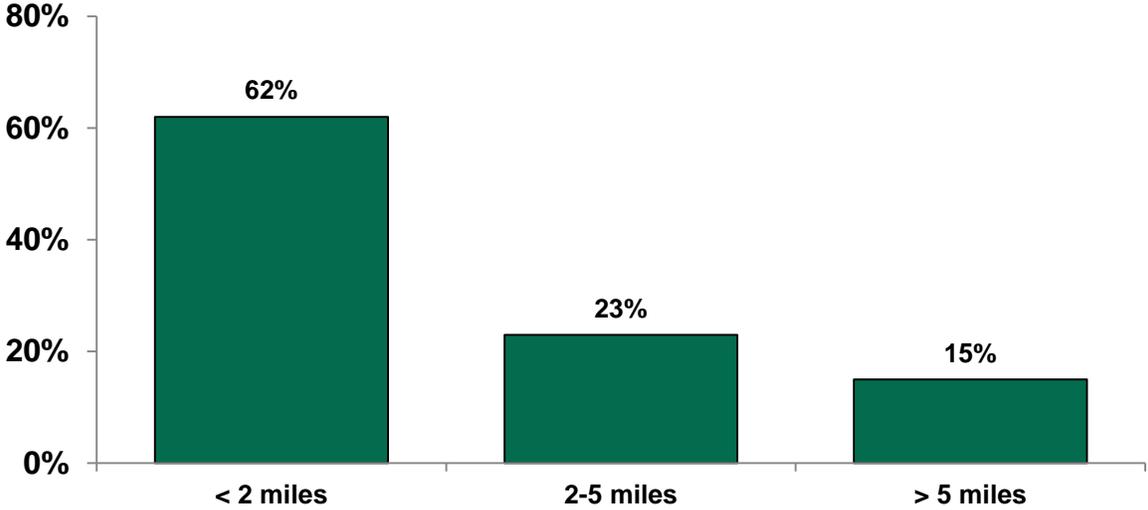
The distribution of access mode from home to the first transit boarding point is essentially the same for both weekdays and on the weekend. For 97 percent of weekend trips, riders walk to their boarding point compared to 95 percent during the week. All other access modes (“Driving Alone,” “Bicycle,” “Dropped Off”) are one percent each, and are comparable to weekdays with only “Drove Alone” being one percent lower.

Figure 32: Weekend - How Many Minutes Is Your Walk From Home to Your First Boarding Point?
n = 437



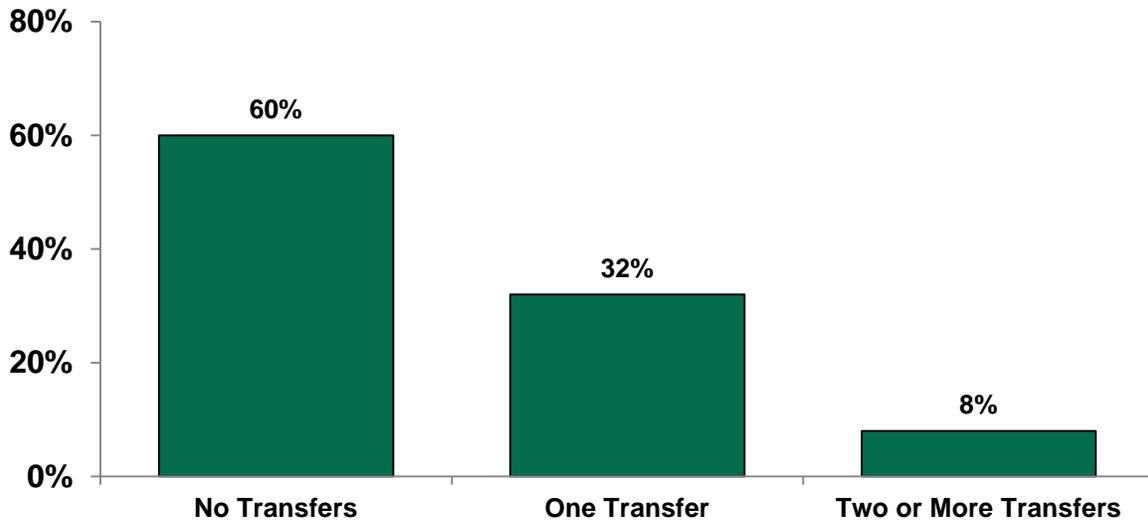
For the 97 percent of weekend trips made by riders that walk from home to their first boarding point, approximately two-thirds (66%) walk five or fewer minutes. In addition, approximately one-third (36%) say they walk three or fewer minutes. Both of these percentages are consistent with weekday ridership. All other time categories are also consistent with weekday trips with each category either matching exactly or being one percent lower. The overall average walk time from home to the first boarding point for weekend trips is 6.0 minutes which is the same as weekday trips.

**Figure 33: Weekend - How Many Miles Is It From Your Home to Your First Boarding Point?
(Non-Walkers Only)
n = 14**



Only three percent of home-based weekend trips access transit by modes other than walking. Within this group the largest proportion of trips travel a distance of less than two miles (62%) between home and the first transit boarding point. This is followed by 23 percent for two to five miles, and 15 percent for more than five miles. The average distance traveled from home to the first boarding point for weekend non-walkers is 3.1 miles, the same as for weekday data.

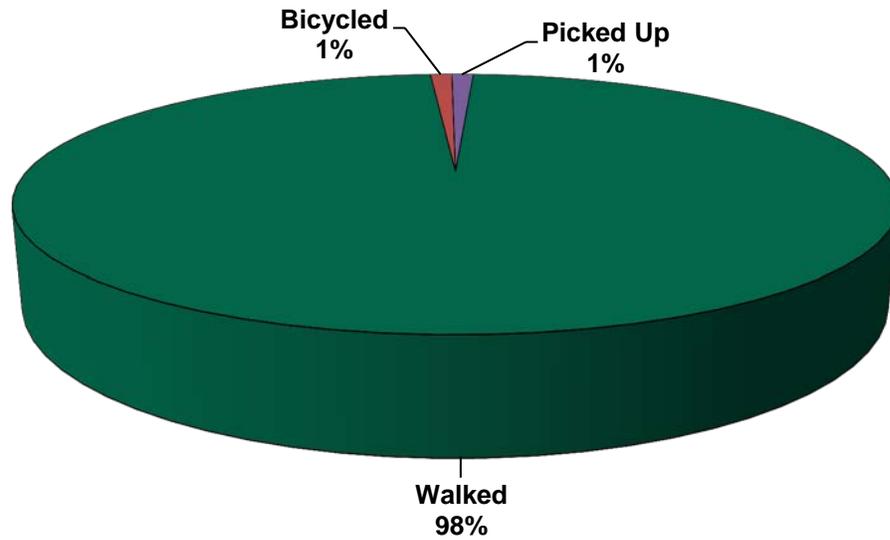
Figure 34: Weekend - How Many Transfers Are Needed To Complete Your Trip?
n = 519



The majority of weekend riders (60%) complete their transit trip riding one bus. This is on par with the 56 percent of weekday ridership that complete their trip with one bus. Approximately one-third of weekend riders (32%) complete their trip with one transfer, which is similar to the 36 percent for weekday trips. Eight percent of weekend riders require two or more transfers. The average number of transfers is 0.5 which equates to 1.5⁷ trip segments.

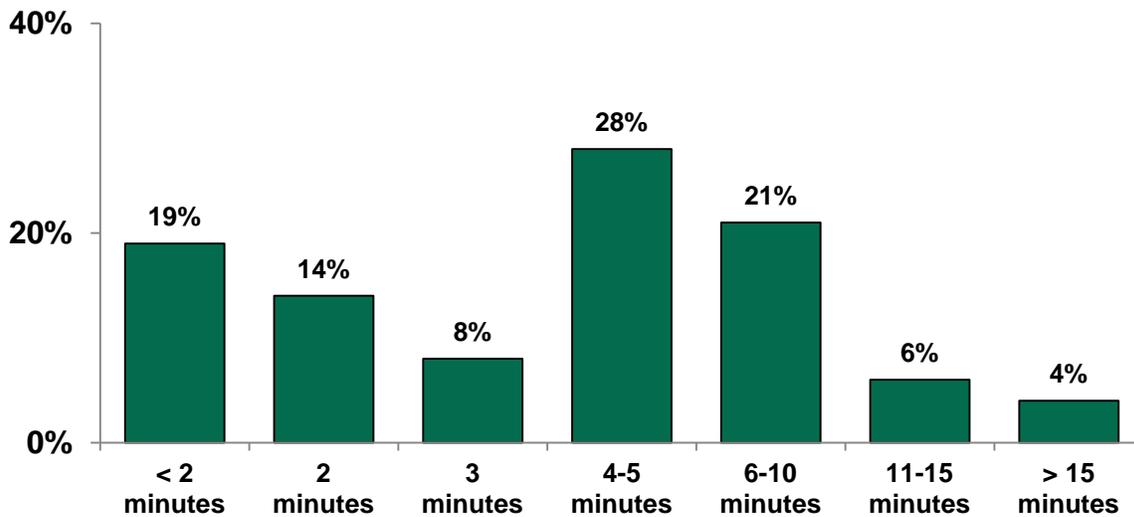
⁷ It should be noted that all transfers including out of system transfers are counted in this statistic, so the average number of AC Transit buses used to complete a one-way trip will be slightly lower.

Figure 35: Weekend - How Do You Get From Your Last Stop to Your Non-Home Destination?
n = 451



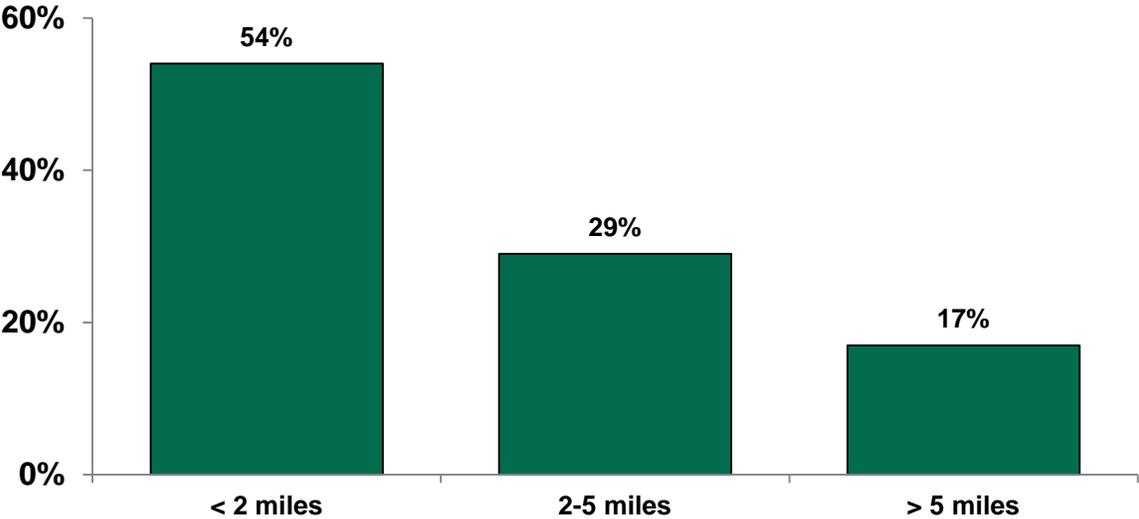
Virtually all weekend riders (98% of trips) walk to reach their non-home destination from their last transit stop, which is similar to the 96 percent of weekday riders. One percent of riders reach their destination by being picked up by someone, and another one percent ride a bicycle to reach their destination.

Figure 36: Weekend - How Many Minutes Is Your Walk From Your Last Stop to Your Non-Home Destination?
n = 439



Sixty-nine percent of weekend riders walk 5 minutes or less to their final destination, which is similar to the 72 percent of weekday riders. Further, 41 percent walk only three or less minutes. Approximately one-fifth (21%) of the weekend riders walk six to ten minutes, and 10 percent walk more than 10 minutes to reach their destination. The overall average walk time is 5.7 minutes, similar to the weekday average of 5.5 minutes.

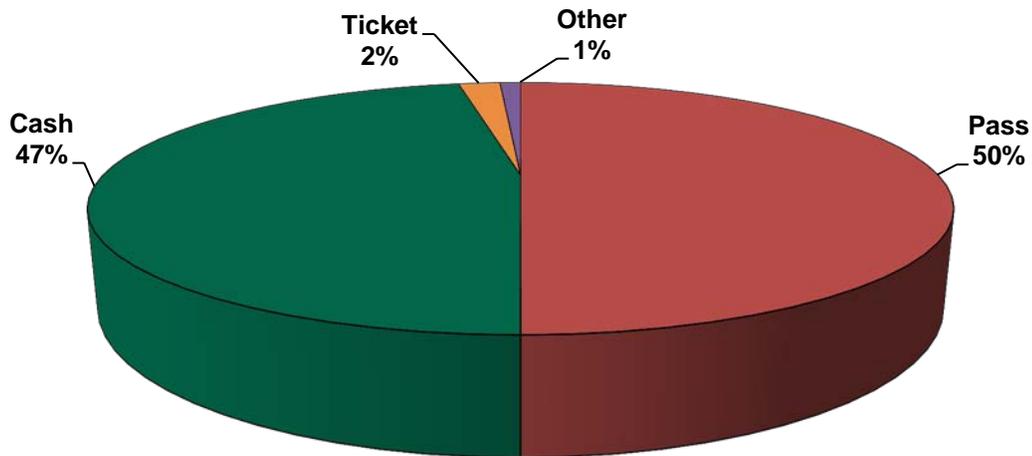
Figure 37: Weekend - How Many Miles Is It From Your Last Stop to Your Non-Home Destination? (Non-Walkers) n = 12



Given the small sample size for weekend riders who use an egress mode other than walking, the data should be considered accordingly. More than half (54%) of riders travel less than two miles, which is higher compared to the 45 percent of weekday riders. The average distance travelled is 4.0 miles.

WEEKEND FARE MEDIA

Figure 38: Weekend - How Do You Pay For Your Bus Fare?
n = 519



The percent of weekend riders who use a pass (50%) and those who use cash (47%) is nearly equally split⁸. This is very similar to weekday ridership which is reversed with 47 percent pass users and 50 percent cash fares. The 50 percent of weekend riders who use a pass include those who pay with a monthly pass on a Clipper card (23%), a Regional Transit Card (17%), and a UC Berkeley ID card (10%). The 47 percent of riders who use cash includes those who pay with bills and coins (34%) or by applying cash to a Clipper card (13%).

Variation in the use of cash based on demographic factors follows the same patterns for weekend riders as for weekday rides with the sole exception of income which is not clearly correlated to the use of cash for weekend riders.

Cash is used more frequently by riders in their 30's (53%) and 40's (71%), compared to 45 percent of riders under the age of 30, and 38 percent of riders 50 and older.

⁸ Note: cash includes both bills and coins, and cash applied to a Clipper card. Pass refers to payment for a period of time on a pass.

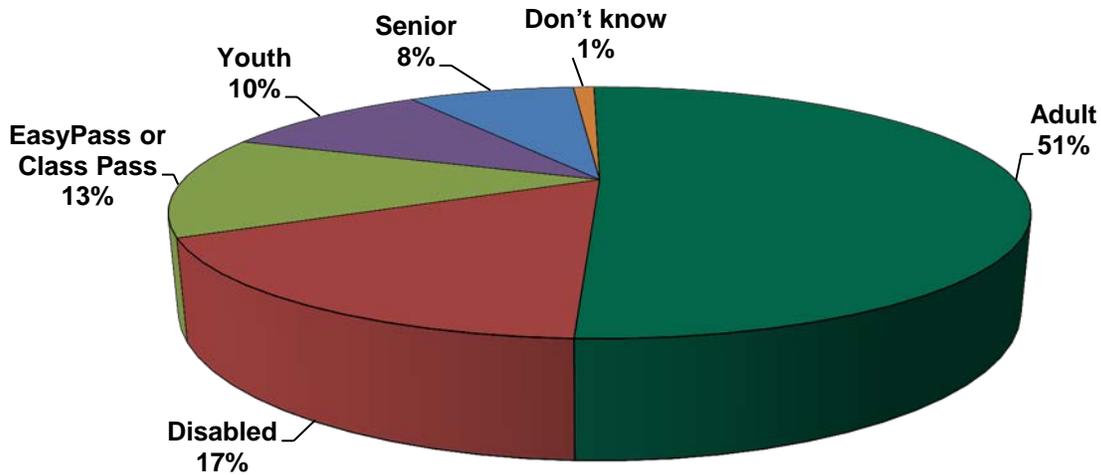
Hispanic riders are more likely to pay with cash at 59 percent compared to 44 percent for non-Hispanics. Sixty-five percent of riders that speak Spanish at home pay with cash, as do 75 percent of riders that completed the survey in Spanish.

Those paying full adult fares are also more likely to pay with cash at 72 percent compared to 21 percent for non-adult fares. Similarly, those that are employed are more likely to pay with cash (57%), than those that are not employed (38%).

Sixty percent of student riders use a monthly pass to pay for their fare compared to 45 percent of non-students. Conversely, only 36 percent of students use cash to pay for their fare compared to 54 percent of non-students.

Of the weekend riders who use a Clipper card or EasyPass, 36 percent apply cash to the Clipper card and 64 percent purchase monthly passes.

Figure 39: Weekend - What Type of Fare Do You Pay?
n = 519



Fifty-one percent of weekend riders pay the full adult fare, compared to 49 percent who utilize some type of discounted fare. Use of discounted fares on the weekend is more common than during the work week (39%). The largest weekend discount fare at 17 percent is a disabled fare, 13 percent use an EasyPass or Class Pass, 10 percent pay a youth fare, and eight percent pay a senior fare.

Similar to weekday riders, weekend riders that are more likely to pay a full adult fare include those that pay cash (78%), those that are employed (68%), and Hispanics (71%), particularly those that speak Spanish at home (76%) and those that completed the survey in Spanish (95%).

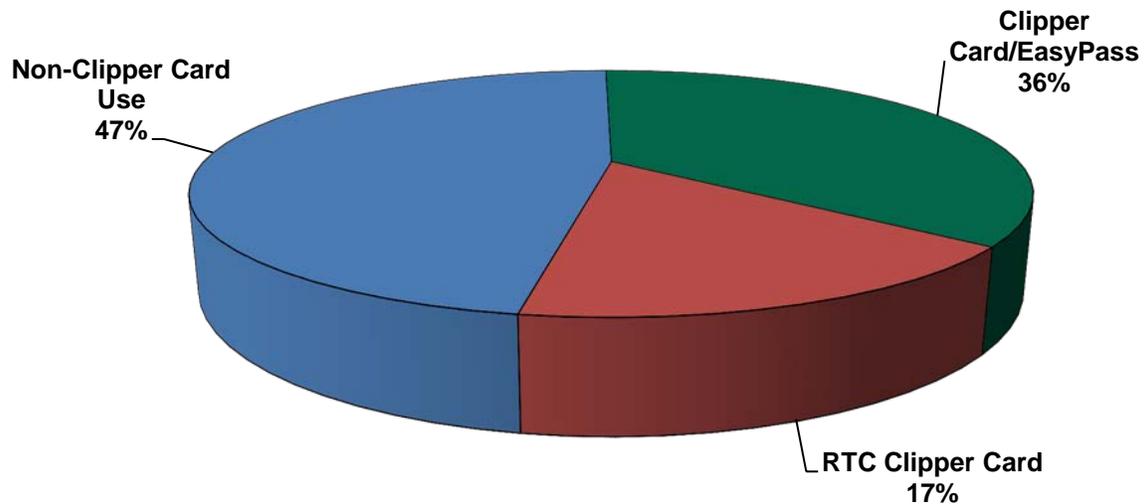
Those that are less likely to pay a full adult fare include students and riders under 20 or over 60 as many in these groups are eligible for discount fares.

Students are less likely to pay a full adult fare (35%) because a majority is eligible for Class Pass/EasyPass (34%), or a youth fare (25%). Only 25 percent of riders under 20 years of age pay a full adult fare as a majority are also eligible for Class Pass/EasyPass discounted fares (18%) or a youth fare (53%).

At the other end of the spectrum, riders that are 60 or older are less likely to pay a full adult fare (16%) because they are eligible for a senior discount (58%) or a disabled discount (26%).

Unemployed weekend riders also are less likely to pay full adult fares (35%), as they are eligible for a variety of discount fares including disabled (23%), senior (12%), EasyPass/Class Pass (15%) and youth (13%).

Figure 40: Weekend - Clipper Card Use
n = 519

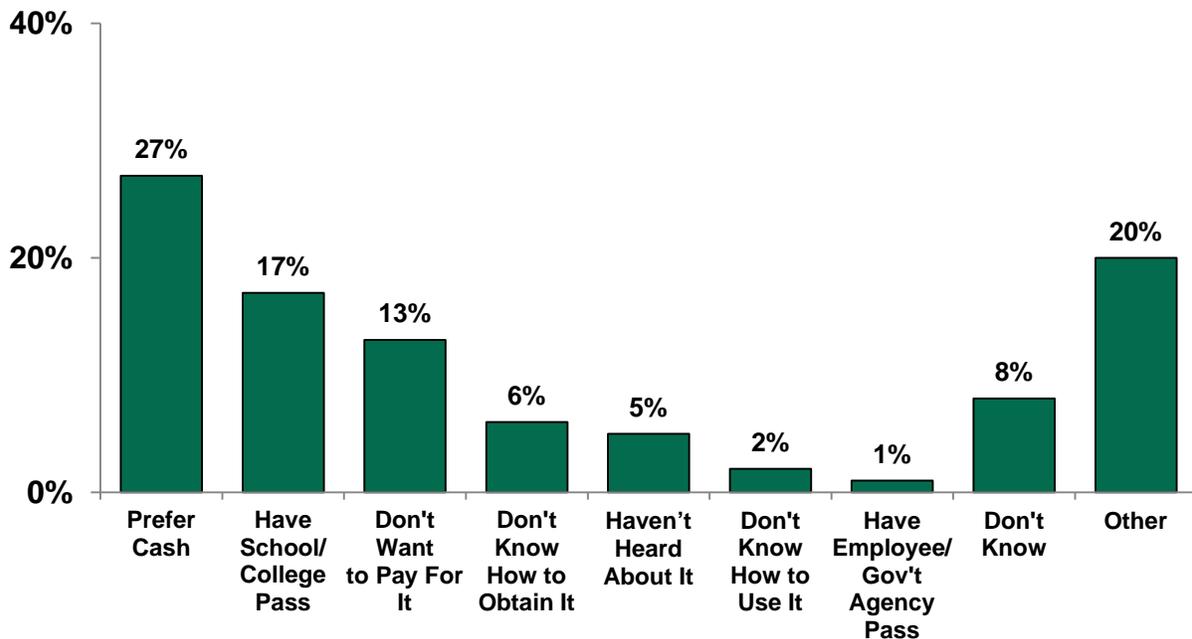


Among weekend riders, a Clipper card is used by 53 percent which includes those who use a normal Clipper card or EasyPass (36%) and those who use the RTC Clipper card (17%). The RTC card is only offered to senior and disabled riders, thus as expected, the percentage of weekend riders who use a RTC card directly relates to age.

The percentage of weekend riders who use an RTC card starts at just two percent for both riders under 20 and those in their 20's. It steadily increases to 15 percent for riders in their 30's, 21 percent for riders in their 40's, and 40 percent for riders in their 50's and slightly less at 37 percent for riders in their 60's.

Use of RTC cards is also related to employment with 24 percent of unemployed riders using an RTC card compared to 10 percent of employed riders. Conversely, students are more likely to use a Clipper/Class Pass/EasyPass card at 42 percent compared to 32 percent for non-students.

Figure 41: Weekend - Why Do You Not Use a Clipper Card to Pay?
(Riders who did not use a Clipper Card to pay)
n = 248

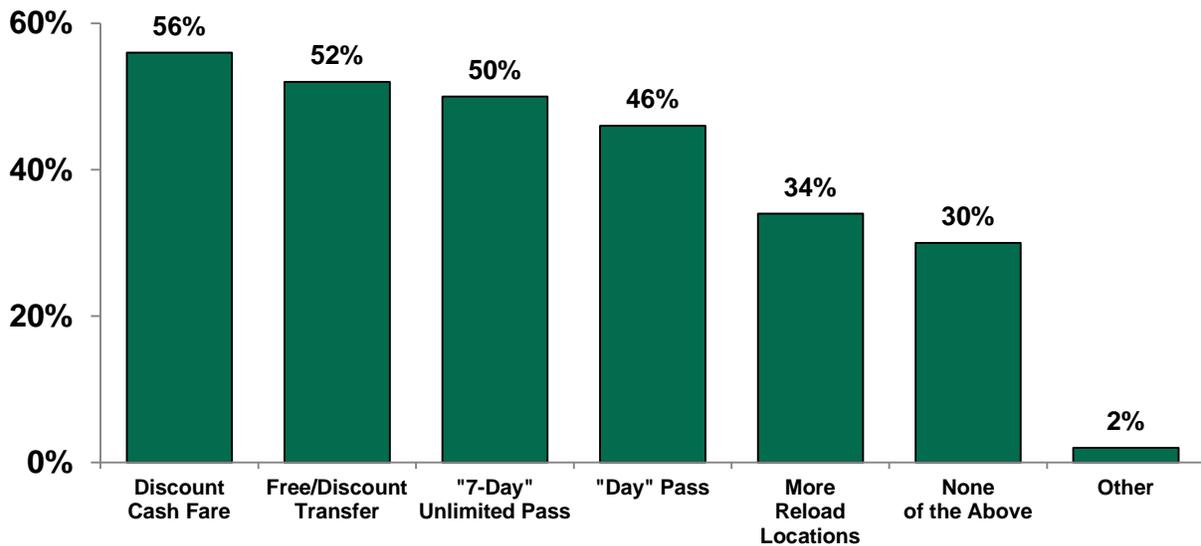


For weekend riders, the top reason for not using a Clipper card at 27 percent is that they prefer cash. Seventeen percent use a pass provided by their school or college, and 13 percent responded that they do not want to pay for a Clipper card. Six percent do not know how to obtain a Clipper card, five percent have not heard about the Clipper card, and two percent do not know how to use a Clipper card. One percent of weekend riders have a pass provided by an employee or government agency. These results are comparable to the reasons provided by weekday riders.

Of the “other” responses, the majority (51%) had previously purchased a Clipper card but did not use it on their surveyed transit leg due to reasons such as having no more value on it, or not having it on them. Nearly one-quarter (23%) of “Other” responses given indicated that the rider is planning to obtain a Clipper card and 12 percent said that it is too inconvenient to obtain or reload a Clipper card.

As with weekday riders the only variation in reasons for not using a Clipper card across different demographic groups is for students where 40 percent indicate that they already have a school/college pass, and therefore do not need a Clipper card.

**Figure 42: Weekend - Which of These Incentives Would Make You Consider Switching To a Clipper Card?
 (Riders who did not use a Clipper Card to pay)
 (Multiple Response)
 n = 248**

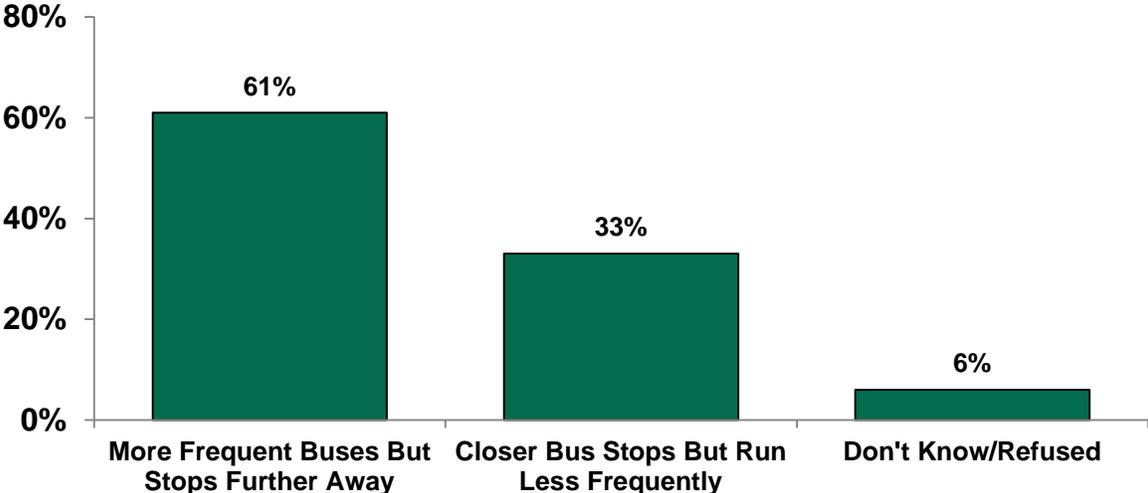


Over two-thirds of weekend riders (70%) indicated that one or more incentives would make them consider switching to a Clipper card. Weekend riders' most common incentive selections are for a "Discount Cash Fare" (56%) and "A Free or Discounted Transfer" (52%). For the other possible incentives to switch to a Clipper card, half (50%) of weekend riders selected a "7-day Pass" followed by 46 percent of riders who selected "A Day Pass". A third of weekend riders (34%) indicate that more reload locations would make them consider switching to a Clipper card.

The order discount options was the same for weekend riders as it was for weekday riders and the results are generally comparable although weekend riders provided slightly higher preference for "A Free or Discounted Transfer" and "7-day Pass."

WEEKEND AC TRANSIT SERVICE PERFORMANCE

Figure 43: Weekend - What Would Be Your Preferred AC Transit Bus Service Change?
n = 519

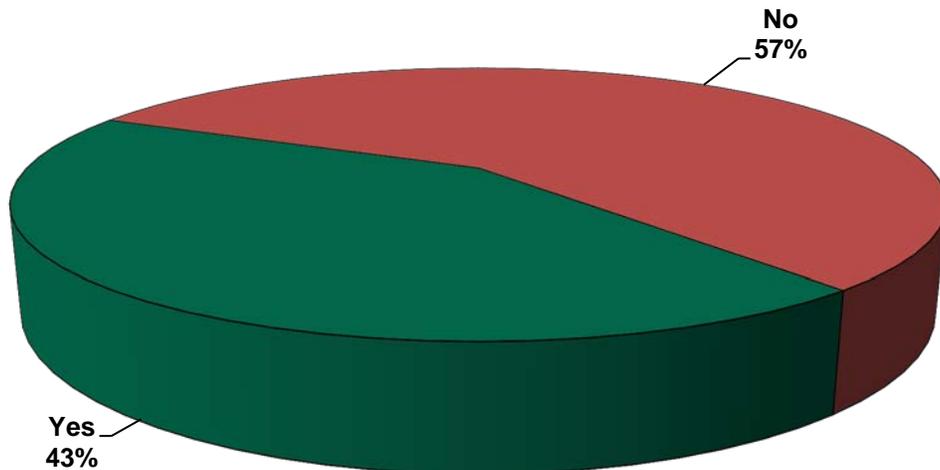


Riders were asked which AC Transit bus service change they would prefer if they could only choose one option. Sixty-one percent of weekend riders prefer more frequent buses that stop further apart compared to one-third (33%) that want closer bus stops that run less frequently. Six percent of riders did not know which they would like or refused. These percentages exactly match the results for weekday riders.

Students and riders under 20 years of age are more likely to prefer more frequent buses at 74 percent and 71 percent respectively.

WEEKEND TRANSPORTATION DEMOGRAPHICS

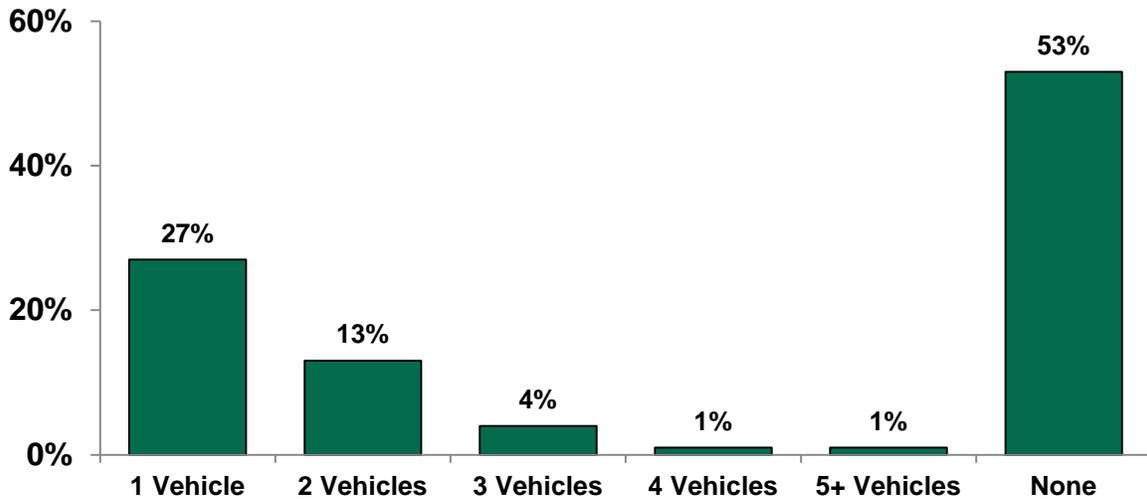
Figure 44: Weekend - Do You Currently Have a Driver's License?
n = 519



Weekend riders are apparently more transit dependent with 43 percent having a drivers' license, compared to 49 percent for weekday riders.

Hispanic riders are significantly less likely to have a drivers' license (25%) compared to non-Hispanics (48%). Caucasian riders are the most likely ethnic group to have a driver's license at 64 percent.

Figure 45: Weekend - How Many Drivable Vehicles Are Available To Your Household?
n = 514



In addition to being less likely than weekday riders to be a licensed driver, weekend riders are significantly less likely to have a drivable vehicle available with a majority of weekend riders (53%) not having any drivable vehicles available to their household. This compares with 40 percent for weekday riders.

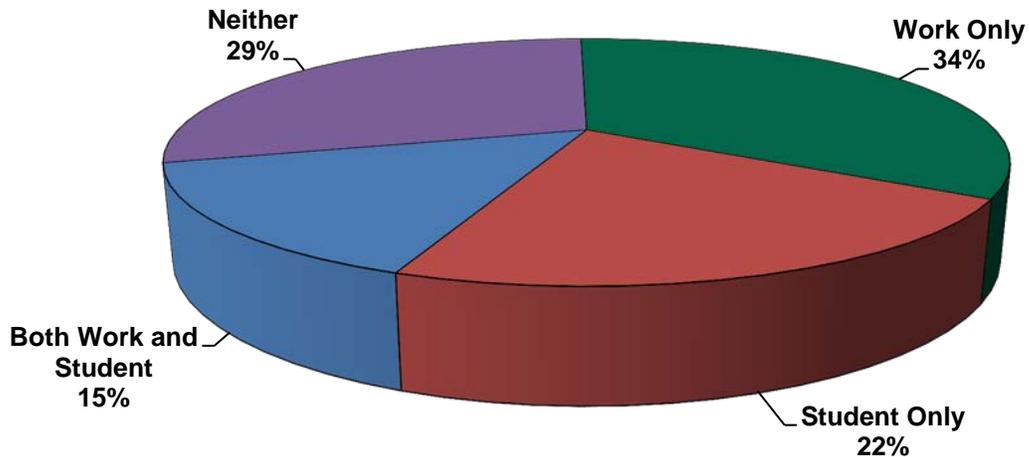
Vehicle availability is correlated to income with increases in vehicle availability for all but one of the income categories rising from a low of 33 percent for riders with a household income of under \$10,000 and rising to a high of 70 percent for riders with a household income of \$75,000 or more.

Although there is not a strong correlation between age and vehicle availability, riders under 20 years of age are more likely at 70 percent to have a vehicle available to their household than older riders at 42 percent.

Hispanic riders are more likely (53%) than non-Hispanics (45%) to have a vehicle available to their household. African American riders are less likely (39%) than other riders (53%) to have a drivable vehicle available to their household.

The average number of vehicles per household for weekend riders is 0.8, slightly lower than the 1.0 average for weekday riders.

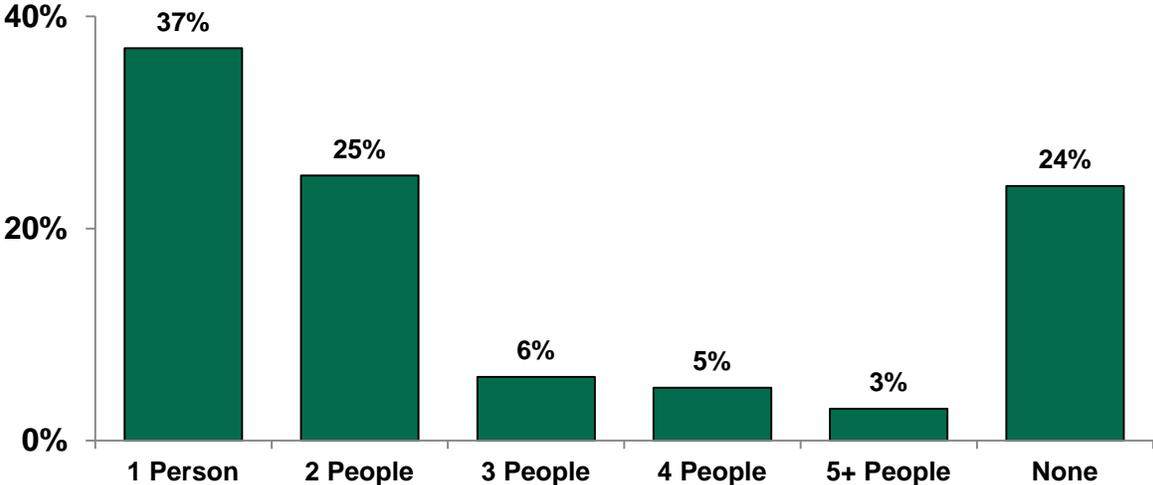
Figure 46: Weekend - Are You Currently Employed and/or a Student?
n = 519



Seventy one percent of AC Transit weekend riders are either employed or a student. The primary difference between weekend and weekday riders is that “work only” is 10 percentage points lower on the weekend, offset by those that are neither employed nor students, which is 10 percentage points higher. The percentages for students only and students that also work are identical to weekday riders at 22 percent and 15 percent respectively.

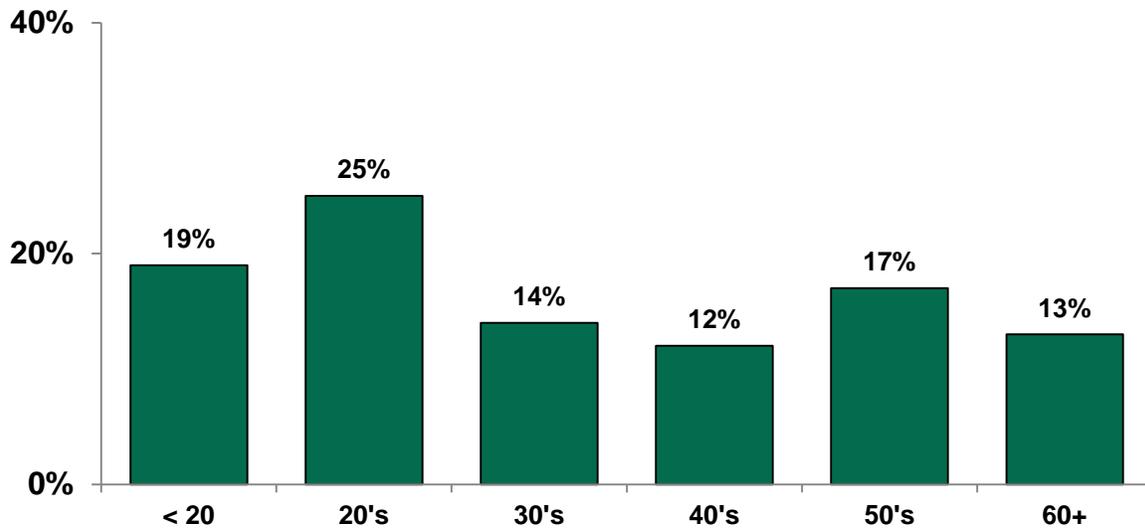
WEEKEND RIDER DEMOGRAPHICS

**Figure 47: Weekend - How Many People Are Employed in Your Household?
n = 511**



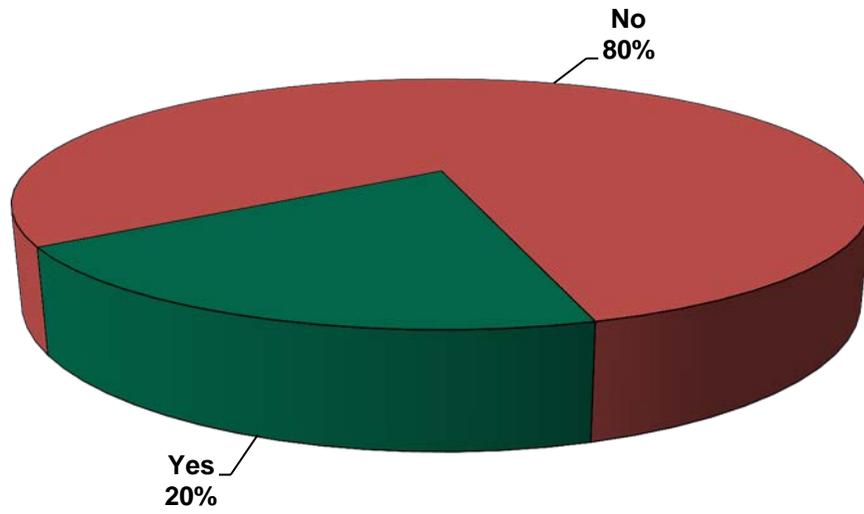
Weekend riders are more likely to represent a household where no one is employed (24%) than weekday riders (15%). Thirty-seven percent of weekend riders have one worker in the household and 25 percent of riders have two workers in their household. Fourteen percent of weekend riders have three or more workers in their household. The average number of employed persons per household is 1.5, which essentially matches the weekday average of 1.6.

Figure 48: Weekend - What Is Your Age Category?
n = 508



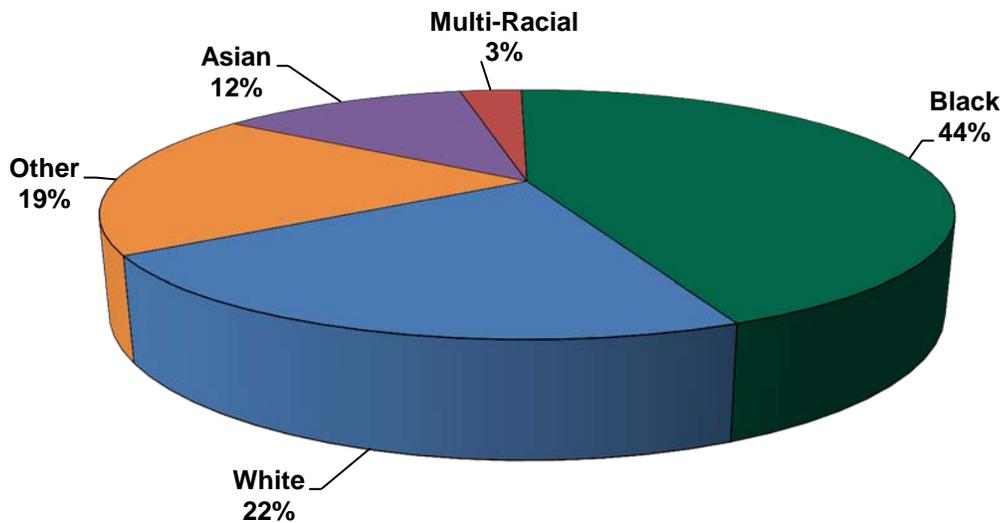
As with weekday riders the largest portion of weekend riders are in their 20's (25%). Nineteen percent are under 20 and the remaining categories are relatively evenly distributed in the range of 12 to 17 percent. This includes 14 percent in their 30's, 12 percent in their 40's, 17 percent in their 50's and 13 percent 60 or older.

**Figure 49: Weekend - Are You Hispanic, Latino or of Spanish Origin?
n = 518**



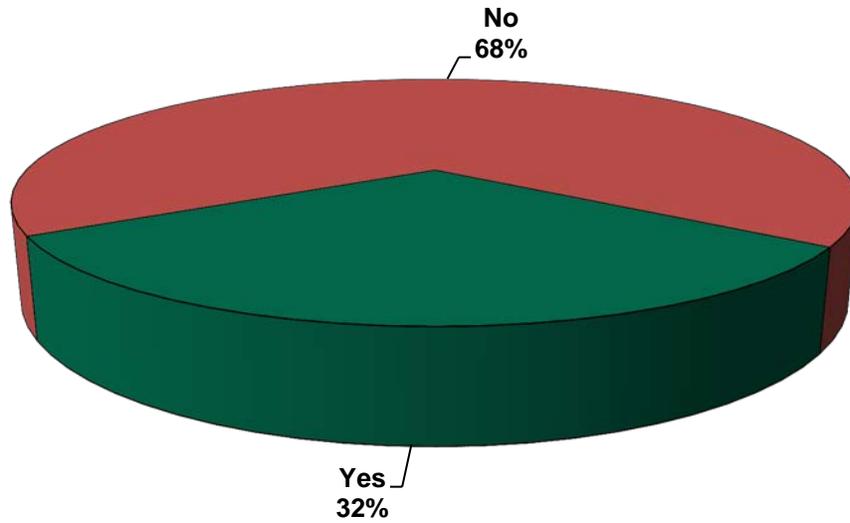
Identical to weekday ridership, 20 percent of weekend riders are Hispanic, Latino, or of Spanish origin.

Figure 50: Weekend - Which of the Following do You Identify With?
n = 509



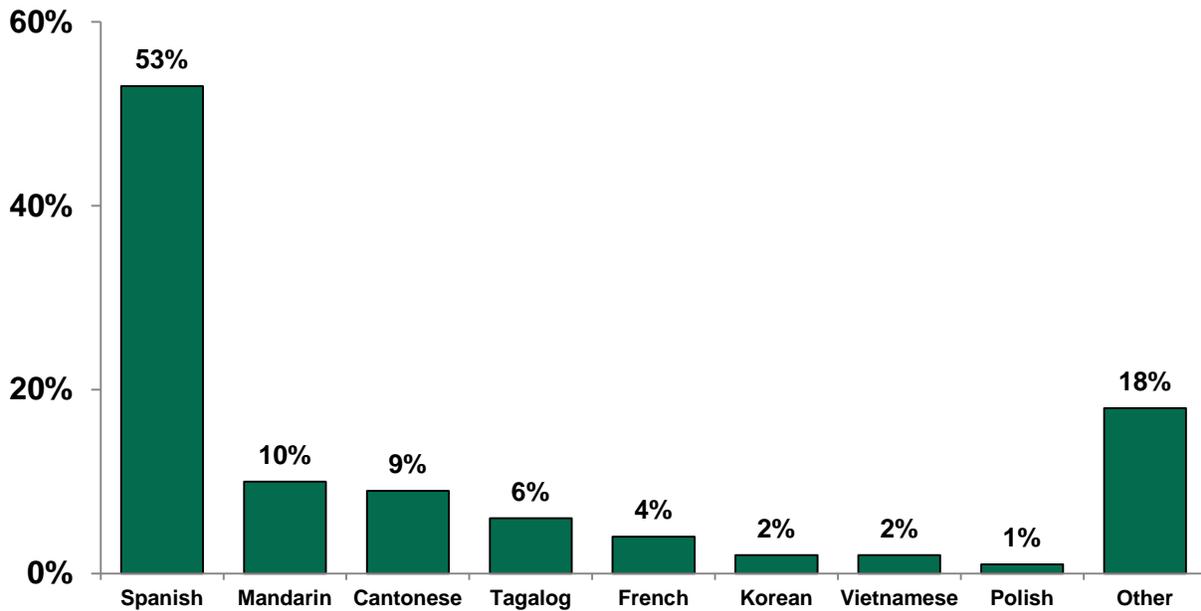
Weekend riders were asked to identify which Census race category that they identify with. Similar to weekday responses, the largest proportion (44%) of weekend AC Transit riders identify their race as African American followed by 22 percent White, and 12 percent Asian. Nineteen percent identify themselves as "Other," with the most common self-identification as "Hispanic," "Latino" or "Mexican."

Figure 51: Weekend - Do You Speak a Language Other than English at Home?
n = 519



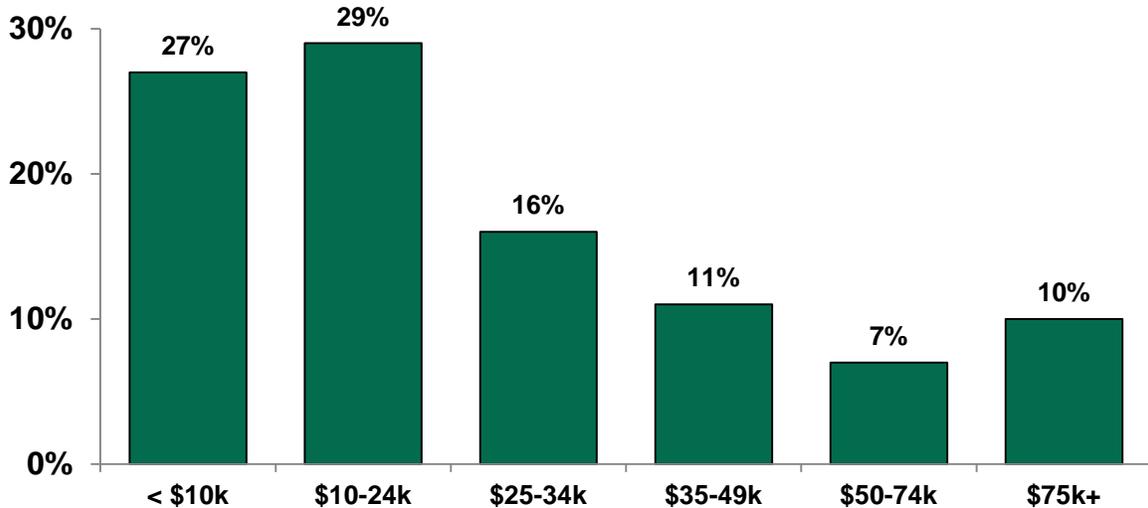
Matching weekday ridership, nearly one-third (32%) of AC Transit weekend riders speak a language other than English at home.

**Figure 52: Weekend - What Language Other Than English Do You Speak at Home?
(Only Respondents Who Speak a Language Other Than English at Home)
(Multiple Responses)
n = 165**



The languages spoken at home by weekend riders who speak a language other than English at home are similar to the weekday sample, with 53 percent of riders speaking Spanish, 10 percent Mandarin Chinese, nine percent Cantonese Chinese, and six percent Tagalog. Weekend riders who speak French (4%), Vietnamese (2%) and Korean (2%) are the same proportions as the weekday ridership. Eighteen percent of riders speak other languages.

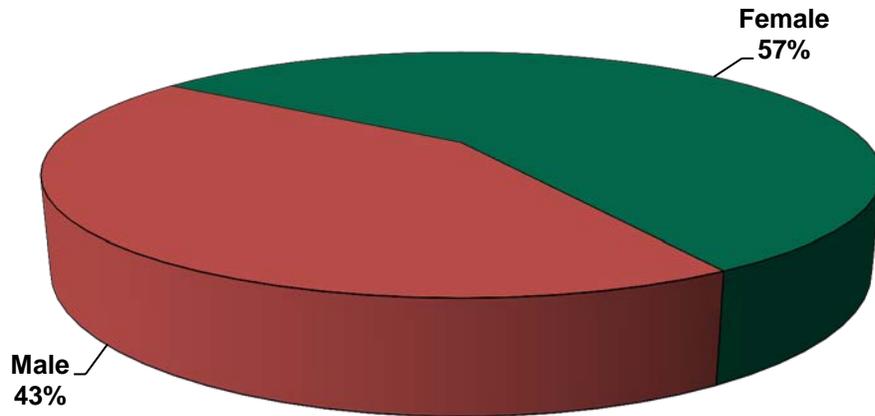
Figure 53: Weekend - What is Your Total Household Income?
n = 446



Weekend riders show lower levels of annual household income than the weekday sample with a split of 72 percent under \$35,000 and 28 percent \$35,000 or higher. More than half (56%) of weekend riders live in households that are below or just above the federal poverty line for a family of four⁹ (\$23,050 per year). Similar to the weekday sample, the largest proportion of riders has an annual household income of \$10,000-\$24,999 (29%), followed by annual household income of under \$10,000 (27%). All other income categories have a lower percentage of riders as follows, \$25,000 to \$34,999 (16%), \$35,000 to \$49,999 (11%), \$50,000 to \$74,999 (7%), and \$75,000 or more (10%).

⁹ 2012 HHS Poverty Guidelines (aspe.hh.gov)

Figure 54: Weekend - Gender
n = 519



Similar to the weekday sample, 57 percent of AC Transit weekend riders are female and 43 percent of riders are male.