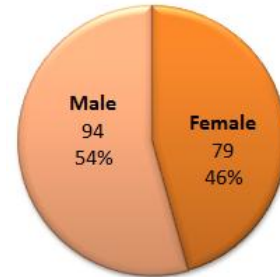
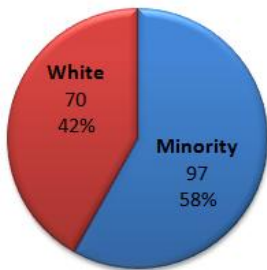


A total of 178 passengers on the VISTA **weekday Coastal Express** completed the survey on the proposed cost increase on 4/1/09. 15 (8%) of the 178 surveys were completed in Spanish. Of passengers surveyed, 94 (54%) are male, 79 (46%) are female, and 10 (6%) are disabled. Overall, minorities account for **58%** of passengers surveyed. Among female and male passengers, there is a higher percentage of female minorities (63%) than male minorities (54%).

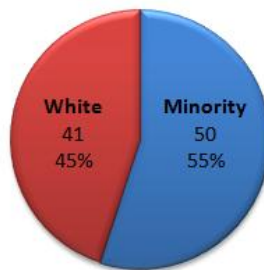
**Gender**



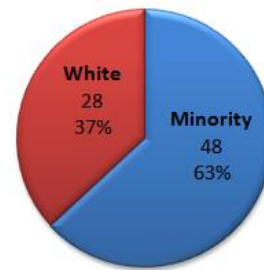
**Race / Ethnicity**



**Males**

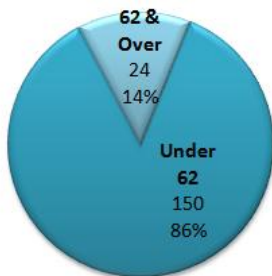


**Females**

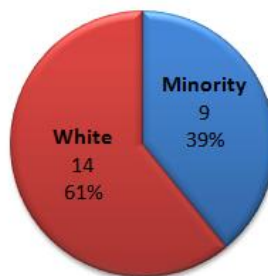


Of the 174 passengers who responded to the question on age, 24 (14%) said they are at least 62 years of age, and 150 (86%) said they are under 62 years of age. Minorities account for **61%** of riders under the age of 62 and **39%** of riders at least 62 years of age.

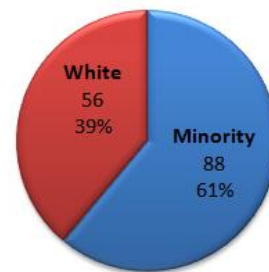
**Age (Years)**



**62 Years of Age & Over**



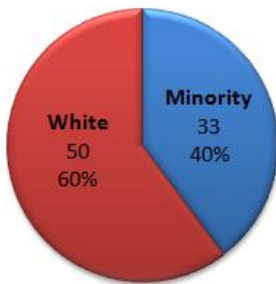
**Under 62 Years of Age**



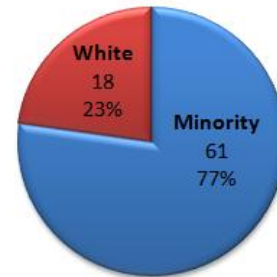
Of the 165 passengers who responded to the question on household income, 86 (52%) said they reside in households with annual income of at least \$49,000, and 79 (48%) live in households with annual income under \$49,000. Of the **\$49K & over** group who responded to the question of race/ethnicity, 50 (60%) are White and 33 (40%) are minority. Conversely, of the **under \$49K** group who responded to the question of race/ethnicity, 60 (77%) are minority and 18 (23%) are White. According to the VCTC 2009 Title VI Update report, annual household income under \$49,000 is considered “low-income” in Ventura County.

### Annual Household Income

**Annual Household Income \$49k & Over**



**Annual Household Income Under \$49k**



95% of passengers (168 of 177) surveyed said they ride VISTA often, an average of 6 times per week. 7 (4%) passengers said they ride occasionally, and 2 (1%) said that this was their first ride on VISTA.

**Survey Question #8**

How often do you ride VISTA?

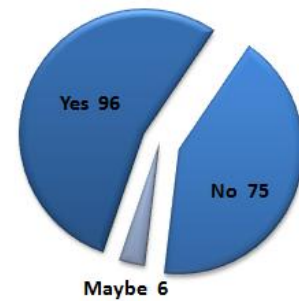
Response	# of Responses
Often	168
Occasionally	7
Rarely	0
First Time	2
<i>Total</i>	177

75 (42%) of the 177 passengers who responded to the question said they **would not** ride VISTA if the fare increased from \$2.00 to \$3.00 per trip; however, 96 (54%) passengers said they **would ride** VISTA and 6 (3%) said **maybe**.

Of the passengers who said they **would not** ride VISTA if the fare increased to \$3.00 per trip, 19 (26%) instead would drive alone and 38 (52%) would carpool. An additional 12 (16%) passengers in the “Multiple Choice” category said they would both drive alone and carpool. “Other” responses also include walking, hitchhiking and riding the MTD.

Survey Question #1	Response	# of Responses
Would you ride VISTA if the fare increased from \$2 to \$3 per one-way trip?	<b>Yes</b>	96
	<b>No</b>	75
	<b>Maybe</b>	6
	<i>Total</i>	177

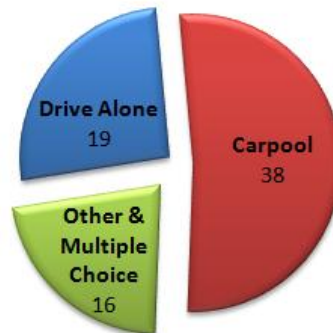
Would you ride at \$3.00 per trip?



**Survey Question #2**  
If the answer to Question #1 is "No", how would you travel to your destination?

	Transportation Alternative			Total
	Vehicle / Drive Alone	Carpool	Other / Mult. Choice	
	19	38	0	73*

Transportation Alternative



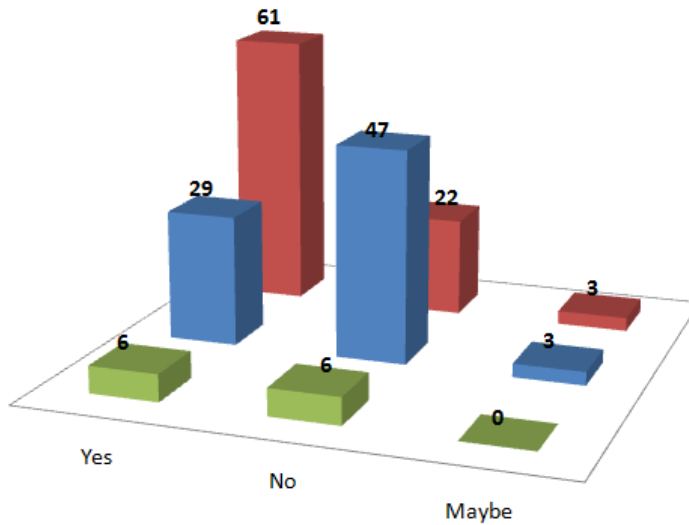
47 (59%) of the 79 passengers with **annual household incomes under \$49k** said they would not ride VISTA if the fare increased to \$3.00; whereas only 22 (26%) of the 86 passengers with **annual household incomes of \$49k and over** said they would not ride VISTA. Of the 12 passengers who did not respond to the question on annual household income, 6 (50%) said they would not ride VISTA at \$3.00, and the other 6 (50%) said they would ride VISTA.

Survey Question #1	Annual Household Income			Total
	Under \$49k	\$49k & Over	No Answer	
Would you ride VISTA if the fare increased from \$2 to \$3 per one-way trip?				
<b>Yes</b>	29	61	6	<b>96</b>
<b>No</b>	47	22	6	<b>75</b>
<b>Maybe</b>	3	3	1*	<b>7</b>
<i>Total</i>	<b>79</b>	<b>86</b>	<b>13</b>	<b>178</b>

\*1 person did not respond to either Question #1 or the question on household income.

### Would you ride at \$3.00 per trip?

■ No Answer ■ Under \$49k ■ \$49k & Over

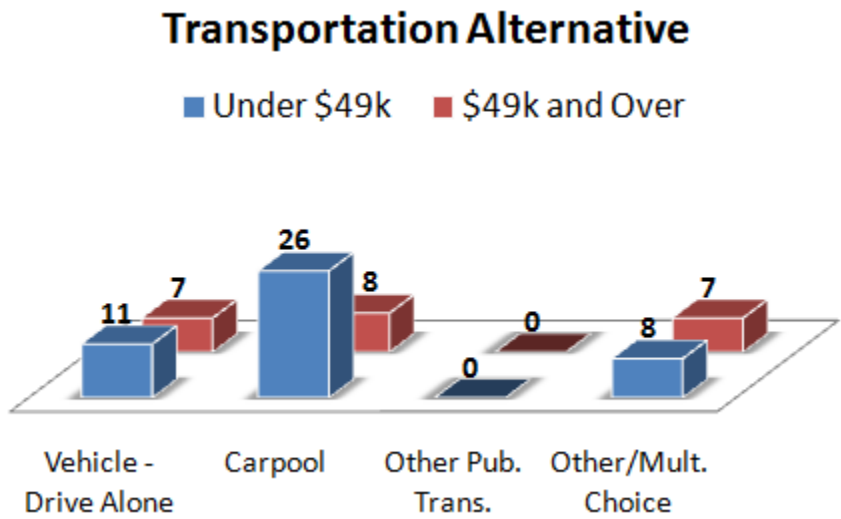




Of the 45 passengers with **annual household incomes under \$49k** who said they **would not** ride VISTA if the fare increased to \$3.00, 11 (24%) said they would instead drive alone and 26 (58%) would carpool. An additional 4 (9%) passengers from the “Multiple Choice” category said they would both drive alone and carpool.

Of the 22 passengers with **annual household incomes of \$49k and over** who said they **would not** ride VISTA if the fare increased to \$3.00, 7 (32%) said they would drive alone and 8 (36%) would carpool. The remaining 7 (32%) passengers from the “Multiple Choice” category all said they would both drive alone and carpool.

Survey Question #2	Transportation Alternative					
	Annual Household Income	Vehicle - Drive Alone	Carpool	Other Pub. Trans.	Other & Multiple Choice	Total
If the answer to Question #1 is "No", how would you travel to your destination?	Under \$49k	11	26	0	8	45
	\$49k and Over	7	8	0	7	22
	<i>Total</i>	18	34	0	15	67



The response to the question on the proposed fare increase was proportionally similar between White and minority passengers. **37%** (26 of 70) of **White** passengers said they **would not** ride VISTA if the fare increased to \$3.00, and 2 said maybe; whereas **43%** (42 of 97) of **minorities** surveyed said they **would not** ride VISTA if the fare increased to \$3.00, and 4 said maybe.

**Survey Question #1**

Would you ride VISTA if the fare increased from \$2 to \$3 per one-way trip?

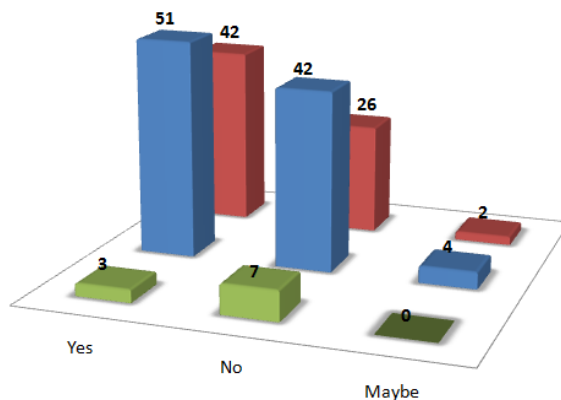
Response	Race / Ethnicity			Total
	Minority	White	No Answer / Other	
<b>Yes</b>	51	42	3	<b>96</b>
<b>No</b>	42	26	7	<b>75</b>
<b>Maybe</b>	4	2	0	<b>6</b>
<i>Total</i>	<b>97</b>	<b>70</b>	<b>10</b>	<b>177</b>

Response	African American or Black	American Indian & Alaska Native	Asian	Hispanic or Latino	Native Hawaiian & Other Pacific Islander	Multiple Race or Ethnicity	Total Minority
<b>Yes</b>	3	1	7	33	0	7	<b>51</b>
<b>No</b>	1	1	6	29	0	4	<b>41*</b>
<b>Maybe</b>	0	0	1	3	0	0	<b>4</b>
<i>Total</i>	<b>4</b>	<b>2</b>	<b>14</b>	<b>65</b>	<b>0</b>	<b>11</b>	<b>96*</b>

\*plus 1 passenger who wrote in "Filipino" whose response was "No" = 97 total minorities.

### Would you ride at \$3.00 per trip?

■ No Answer/Other ■ Minority ■ White



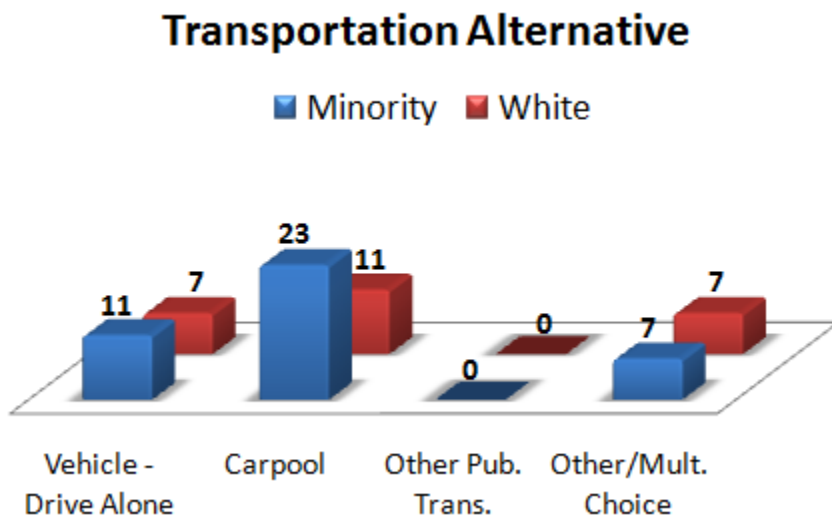


Of the 41 **minority** passengers who said they would not ride VISTA if the fare increased to \$3.00; 23 (**56%**) said they would instead **carpool** and 11 (**27%**) would **drive alone**. An additional 4 (**10%**) passengers from the “Multiple Choice” category indicated they would both drive alone and carpool.

Of the 25 **White** passengers who said they would not ride VISTA if the fare increased, 11 (**44%**) said they would **carpool** and 7 (**28%**) would **drive alone**. An additional 6 (**24%**) passengers from the “Multiple Choice” category indicated they would both drive alone and carpool.

Survey Question #2	Transportation Alternative					Total
	Race / Ethnicity	Vehicle/ Drive Alone	Carpool	Other Public Transp.	Other & Multiple Choice	
If the answer to Question #1 is "No", how would you travel to your destination?	Minority	11	23	0	7	41*
	White	7	11	0	7	25*
	Total	18	34	0	14	66

\*1 passenger from each group did not indicate a transportation alternative.



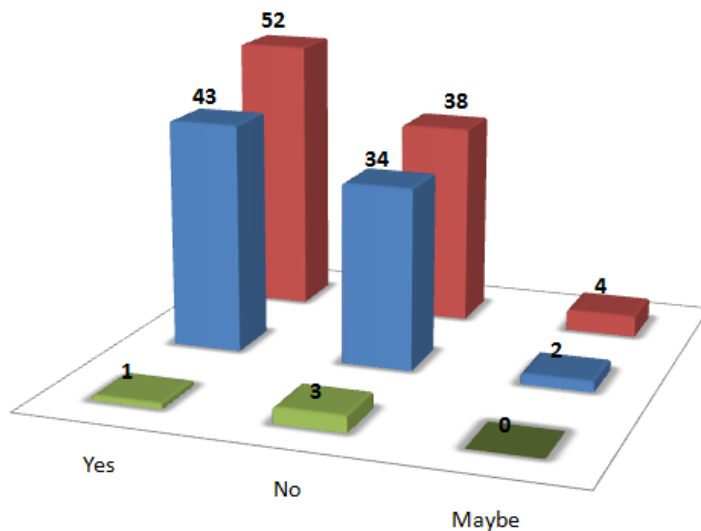
The response to the question on the proposed fare increase was proportionally similar between female and male passengers. **43%** (34 of 79) of females surveyed said they **would not** ride VISTA if the fare increased to \$3.00; compared to **40%** (38 of 94) of males surveyed who said they **would not** ride VISTA if the fare increased to \$3.00.

Survey Question #1	Gender			Total
	Female	Male	Gender Not Specified	
Would you ride VISTA if the fare increased from \$2 to \$3 per one-way trip?				
<b>Yes</b>	43	52	1	<b>96</b>
<b>No</b>	34	38	3	<b>75</b>
<b>Maybe</b>	2	4	1*	<b>7</b>
<i>Total</i>	<b>79</b>	<b>94</b>	<b>5</b>	<b>178</b>

\*1 person did not respond to either Question #1 or the question on gender.

### Would you ride at \$3.00 per trip?

■ Gender not Specified ■ Female ■ Male



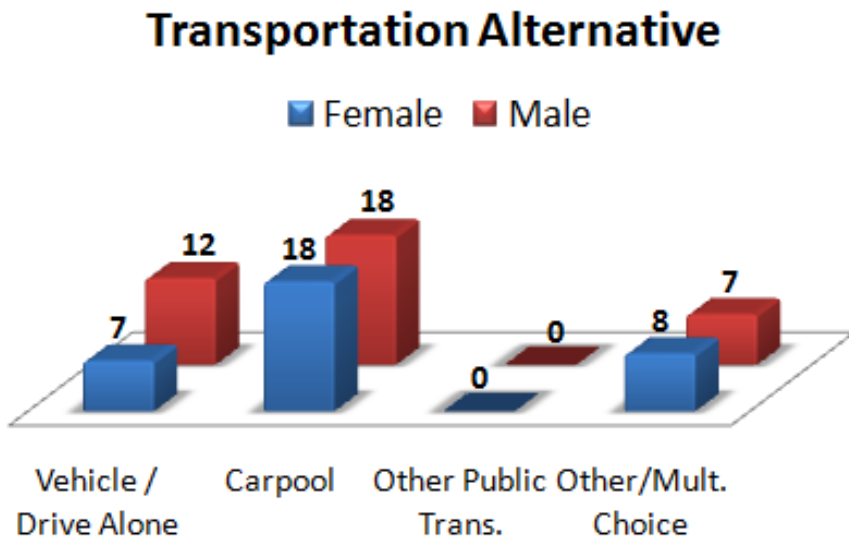


Of the 33 **female** passengers who said they would not ride VISTA if the fare increased to \$3.00; 18 (**55%**) said they would instead **carpool** and 7 (**21%**) would **drive alone**. An additional 6 (**18%**) passengers from the “Multiple Choice” category indicated they would both drive alone and carpool.

Of the 37 **male** passengers who said they would not ride VISTA if the fare increased, 18 (**49%**) said they would **carpool** and 12 (**32%**) would **drive alone**. An additional 5 (**14%**) passengers from the “Multiple Choice” category indicated they would both drive alone and carpool.

Survey Question #2		Transportation Alternative				Total
		Vehicle	Carpool	Other Public Transp.	Other & Multiple Choice	
If the answer to Question #1 is "No", how would you travel to your destination?	Female	7	18	0	8	33*
	Male	12	18	0	7	37*
	Total	19	36	0	15	70

\*1 passenger from each group did not indicate a transportation alternative.



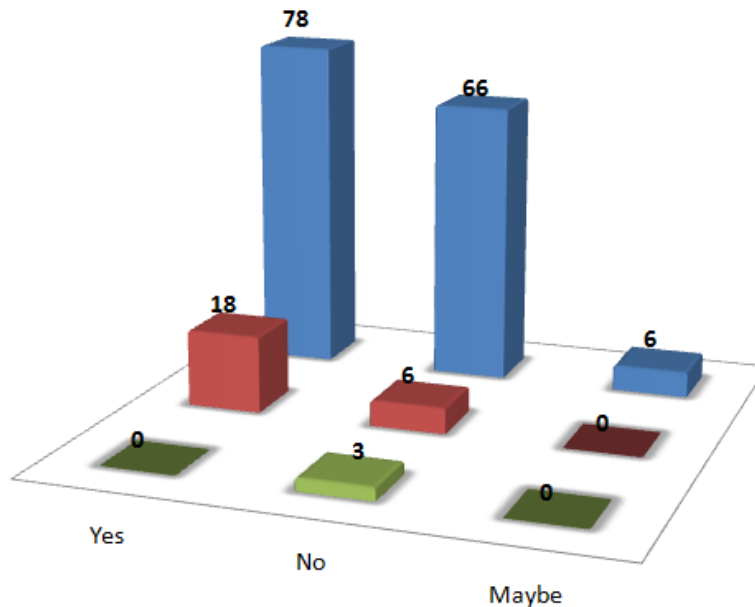
**25%** (6 of 24) of passengers surveyed who were **at least 62 years of age** said they **would not** ride VISTA if the fare increased to \$3.00; compared to **44%** (66 of 150) of passengers surveyed **under the age of 62** who said they **would not** ride VISTA if the fare increased to \$3.00.

Survey Question #1		Age			Total
		Under 62 Years	62 Yrs. & Over	Age Not Specified	
Would you ride VISTA if the fare increased from \$2 to \$3 per one-way trip?	<b>Yes</b>	78	18	0	<b>96</b>
	<b>No</b>	66	6	3	<b>75</b>
	<b>Maybe</b>	6	0	1*	<b>7</b>
	<i>Total</i>	<b>150</b>	<b>24</b>	<b>4</b>	<b>178</b>

\*1 person did not respond to either Question #1 or the question on age.

## Would you ride at \$3.00 per trip?

■ Age Not Specified ■ 62 Yrs. & Over ■ Under 62 Years



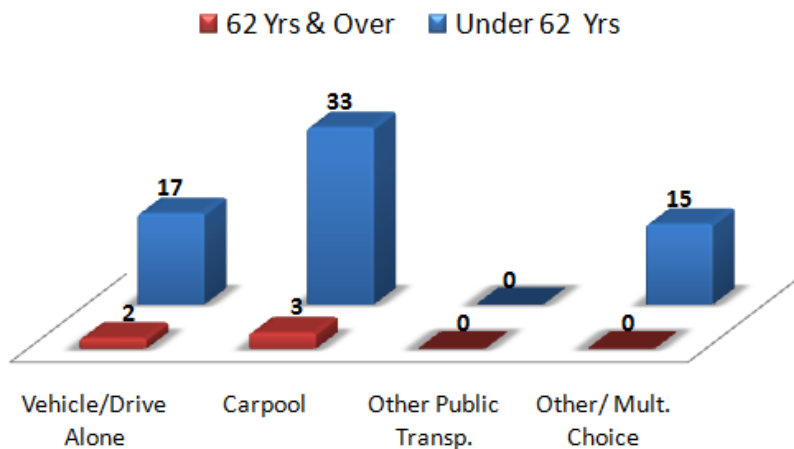
Of the 5 passengers **at least 62 years of age** who said they would not ride VISTA if the fare increased to \$3.00; 3 (**60%**) said they would instead **carpool** and 2 (**40%**) would **drive alone**.

Of the 65 passengers **under the age of 62** who said they would not ride VISTA if the fare increased, 33 (**51%**) said they would **carpool** and 17 (**26%**) would **drive alone**. An additional 11 (**17%**) passengers from the “Multiple Choice” category indicated they would both drive alone and carpool.

Survey Question #2	Transportation Alternative					Total
	Age	Vehicle	Carpool	Other Public Transp.	Other & Multiple Choice	
If the answer to Question #1 is "No", how would you travel to your destination?	Under 62 Yrs	17	33	0	15	65*
	62 Yrs & Over	2	3	0	0	5*
	<i>Total</i>	<b>19</b>	<b>36</b>	<b>0</b>	<b>15</b>	<b>70</b>

\* Does not include 1 passenger from each group that did not indicate a transportation alternative.

### Alternate Transportation Choice



The majority of passengers surveyed live in the City of Ventura (55%) and the City of Oxnard (24%). The majority of passengers are traveling to the City of Santa Barbara (49%) and the City of Goleta (36%) to work.

Survey Question #9	Response	# of Responses
Where do you live?	Camarillo	10
	Carpinteria	3
	Fillmore	2
	Goleta	1
	Ojai	5
	Moorpark	1
	Oxnard	42
	Port Hueneme	1
	Santa Barbara	9
	Santa Paula	2
	Simi Valley	1
	Thousand Oaks	2
	Ventura	97
	San Fernando Valley	1
	<b>Total</b>	<b>177*</b>

\* 1 person did not respond to the question.

Survey Question #10	Response	# of Responses
Where do you work?	Carpinteria	9
	Goleta	65
	Ojai	1
	Oxnard	1
	Santa Barbara	88
	Santa Barbara County	1
	Ventura	8
	UCSB	3
	Not Employed	3
	<b>Total</b>	<b>179*</b>

\* 1 person did not respond to the question, and 2 indicated multiple work locations.