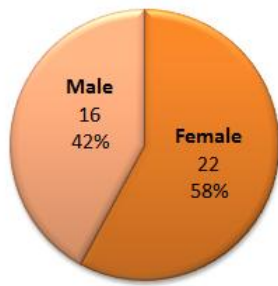
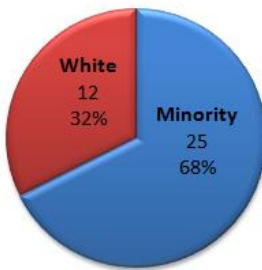


A total of 39 passengers on the VISTA **weekend Coastal Express** completed the survey on the proposed cost increase on \_\_\_\_\_. 7 (**18%**) of the surveys were completed in Spanish. Of passengers surveyed, 16 (**42%**) are male, 22 (**58%**) are female, and 3 (**8%**) are disabled. Overall, minorities account for 68% of passengers surveyed. Among female and male passengers, there is a higher percentage of male minorities (**81%**) than female minorities (**57%**).

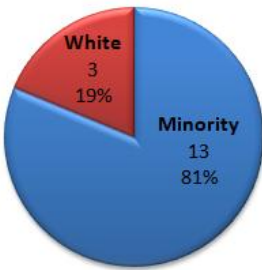
**Gender**



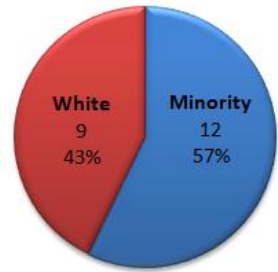
**Race / Ethnicity**



**Males**

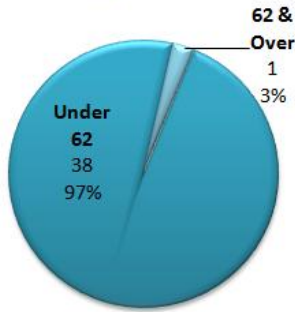


**Females**

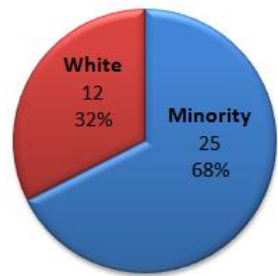


Of the 39 passengers who responded to the question on age, 1 (**3%**) said they are at least 62 years of age, and 38 (**97%**) said they are under 62 years of age. Minorities account for **68%** of riders under the age of 62. The passenger at least 62 years of age did not respond to the question on race/ethnicity.

**Age (Years)**



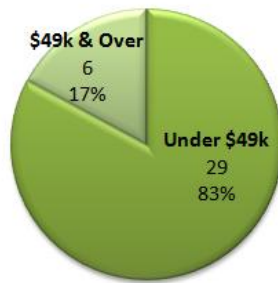
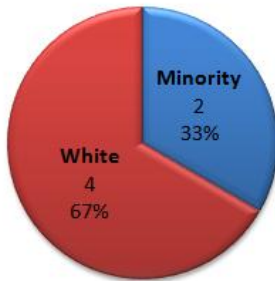
**Under 62 Years of Age**



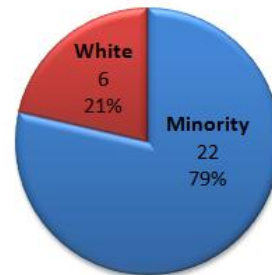
Of the 35 passengers who responded to the question on household income, 6 (17%) said they reside in households with annual income of at least \$49,000, and 29 (83%) live in households with annual income under \$49,000. Of the **\$49K & over** group who responded to the question, 4 (67%) are White and 2 (33%) are minority. Conversely, of the **under \$49K** group who responded to the question, 22 (79%) are minority and 6 (21%) 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**



72% of passengers (28 of 39) surveyed said they ride VISTA often, an average of 6.2 times per week. 5 (13%) passengers said they ride occasionally, 4 (10%) said they ride rarely, and 2 (5%) said it was their first time on VISTA.

**Survey Question #8**

How often do you ride VISTA?

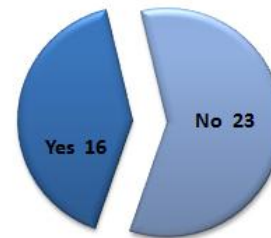
Response	# of Responses
Often	28
Occasionally	5
Rarely	4
First Time	2
<i>Total</i>	39

23 (**59%**) of the 39 passengers who responded to the question said they **would not** ride VISTA if the fare increased from \$2.00 to \$3.00 per trip; and 16 (**41%**) passengers said they **would ride** VISTA.

Of the passengers who said they **would not** ride VISTA if the fare increased to \$3.00 per trip, 10 (**45%**) instead would drive alone, 5 (**23%**) would carpool, and 1 (**5%**) would take other public transit (“train”). An additional 4 (**18%**) passengers in the “Multiple Answer” category said they would both drive alone and carpool, and 2 (**9%**) would both carpool and take “Greyhound?” or “find a new job.”

Would you ride at \$3.00 per trip?

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>	16
	<b>No</b>	<b>23</b>
	<b>Maybe</b>	0
	<i>Total</i>	39



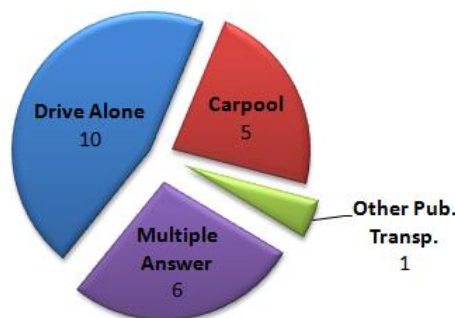
Survey Question #2

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

Transportation Alternative				
Vehicle / Drive Alone	Carpool	Other Public Transp.	Multiple Answer	Total
10	5	1	6	<b>22*</b>

\* 1 passenger that did not indicate a transportation alternative.

Transportation Alternative



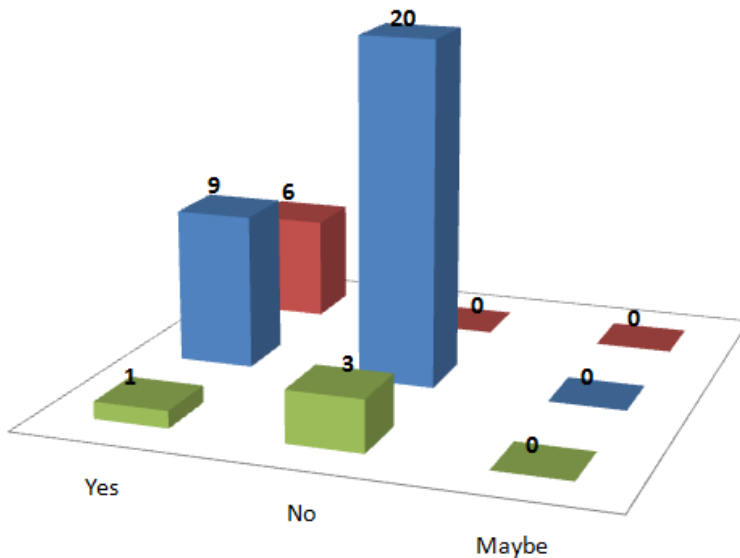


20 (69%) of the 39 passengers with **annual household incomes under \$49k** said they would not ride VISTA if the fare increased to \$3.00; whereas all 6 passengers with **annual household incomes of \$49k and over** said they **would** ride VISTA with the fare increase. Of the 4 passengers who did not respond to the question on annual household income, 3 (75%) said they would not ride VISTA at \$3.00 and 1 (25%) 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>	9	6	1	<b>16</b>
<b>No</b>	20	0	3	<b>23</b>
<b>Maybe</b>	0	0	0	<b>0</b>
<i>Total</i>	<b>29</b>	<b>6</b>	<b>4</b>	<b>39</b>

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

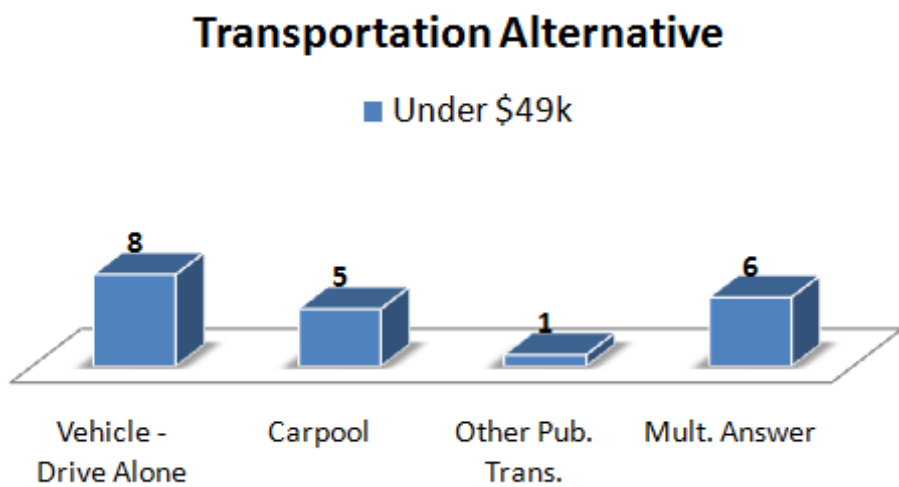
■ No Answer ■ Under \$49k ■ \$49k & Over



Of the 20 passengers with **annual household incomes under \$49k** who said they **would not** ride VISTA if the fare increased to \$3.00, 8 (**40%**) said they would instead drive alone, 5 (**25%**) would carpool, and 1 (**5%**) would take other public transit (“train”). An additional 4 (**20%**) passengers in the “Multiple Answer” category said they would both drive alone and carpool, and 2 (**9%**) would both carpool and take “Greyhound?” or “find a new job.”

Since all 6 passengers with **annual household incomes of \$49k and over** said they **would** ride VISTA if the fare increased to \$3.00, Survey Question #2 does not apply.

Survey Question #2	Transportation Alternative					Total
	Annual Household Income	Vehicle - Drive Alone	Carpool	Other Pub. Trans.	Multiple Answer	
If the answer to Question #1 is "No", how would you travel to your destination?	Under \$49k	8	5	1	6	20
	\$49k and Over	N/A	N/A	N/A	N/A	N/A
	<i>Total</i>	8	5	1	6	20



The response to the question on the proposed fare increase was proportionally similar between White and minority passengers. **67%** (8 of 12) of **White** passengers said they **would not** ride VISTA if the fare increased to \$3.00; whereas **60%** (15 of 25) of **minorities** surveyed said they **would not** ride VISTA if the fare increased to \$3.00.

**Survey Question #1**

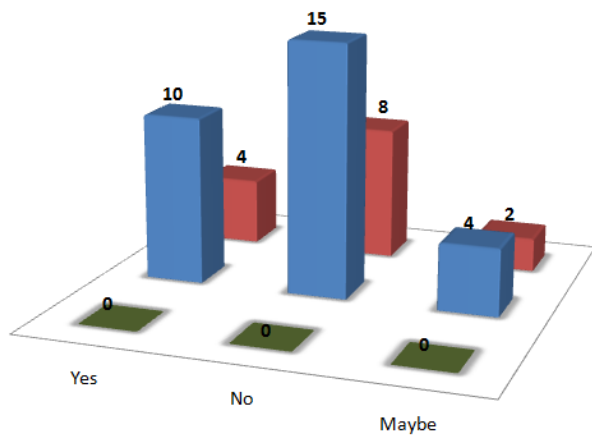
Would you ride VISTA if the fare increased from \$2 to \$3 per one-way trip?

Response	Race / Ethnicity			Total
	Minority	White	No Answer / Other	
<b>Yes</b>	10	4	2	<b>16</b>
<b>No</b>	15	8	0	<b>23</b>
<b>Maybe</b>	0	0	0	<b>0</b>
<i>Total</i>	<b>25</b>	<b>12</b>	<b>2</b>	<b>39</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>	1	0	1	7	0	1	<b>10</b>
<b>No</b>	1	0	7	4	0	3	<b>15</b>
<b>Maybe</b>	0	0	0	0	0	0	<b>0</b>
<i>Total</i>	<b>2</b>	<b>0</b>	<b>8</b>	<b>11</b>	<b>0</b>	<b>4</b>	<b>25</b>

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

■ No Answer/Other ■ Minority ■ White

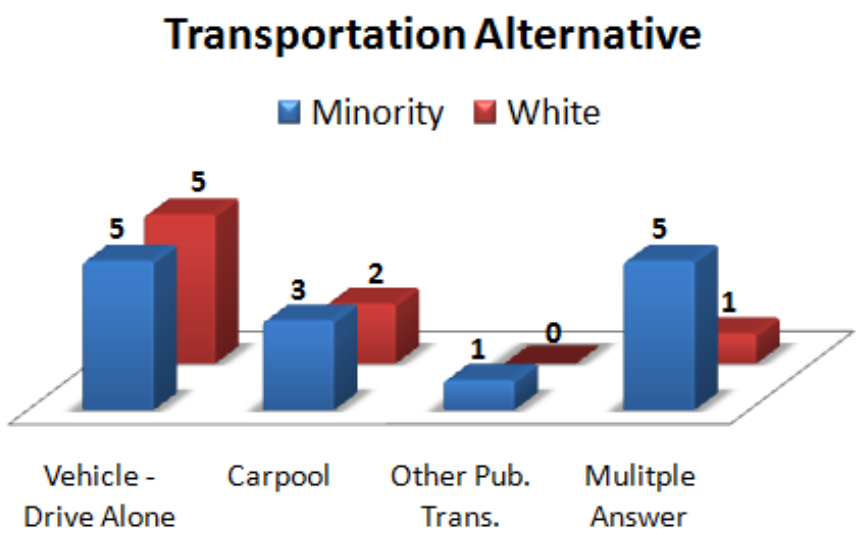


Of the 14 **minority** passengers who said they would not ride VISTA if the fare increased to \$3.00; 3 (**21%**) said they would instead **carpool**, 5 (**36%**) would **drive alone**, and 1 (**7%**) would take other public transit (“train”). An additional 4 (**29%**) passengers in the “Multiple Answer” category said they would both drive alone and carpool, and 1 (**7%**) would both carpool and take “Greyhound?”

Of the 8 **White** passengers who said they would not ride VISTA if the fare increased, 2 (**25%**) said they would **carpool** and 5 (**63%**) would **drive alone**. An additional passenger (**13%**) in the “Multiple Answer” category said they would both carpool and “find a new job”.

Survey Question #2	Transportation Alternative					Total
	Race / Ethnicity	Vehicle/ Drive Alone	Carpool	Other Public Transp.	Multiple Answer	
If the answer to Question #1 is "No", how would you travel to your destination?	Minority	5	3	1	5	14*
	White	5	2	0	1	8
	Total	10	5	1	6	22

\*1 passenger did not indicate a transportation alternative.



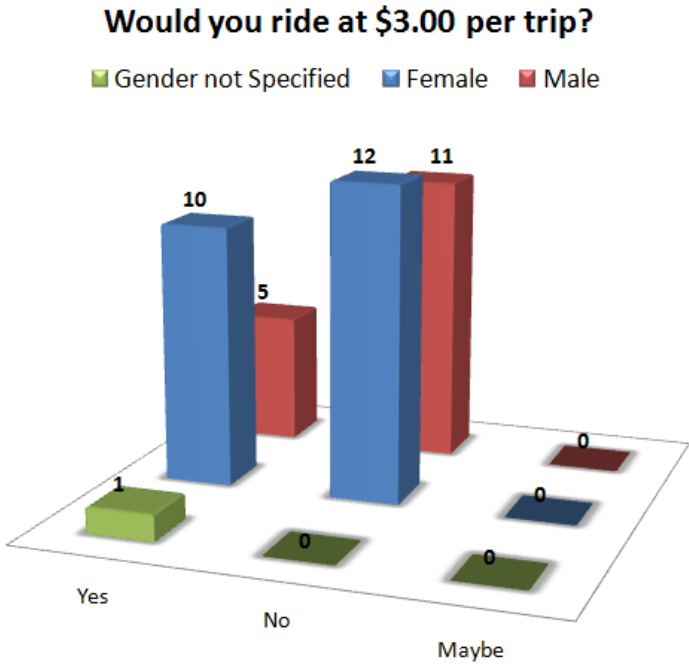


**55%** (12 of 22) of females surveyed said they **would not** ride VISTA if the fare increased to \$3.00; whereas **69%** (11 of 16) of males surveyed said they **would not** ride VISTA if the fare increased to \$3.00.

**Survey Question #1**

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

Response	Gender			Total
	Female	Male	Gender Not Specified	
<b>Yes</b>	10	5	1	<b>16</b>
<b>No</b>	12	11	0	<b>23</b>
<b>Maybe</b>	0	0	0	<b>0</b>
<i>Total</i>	<b>22</b>	<b>16</b>	<b>1</b>	<b>39</b>



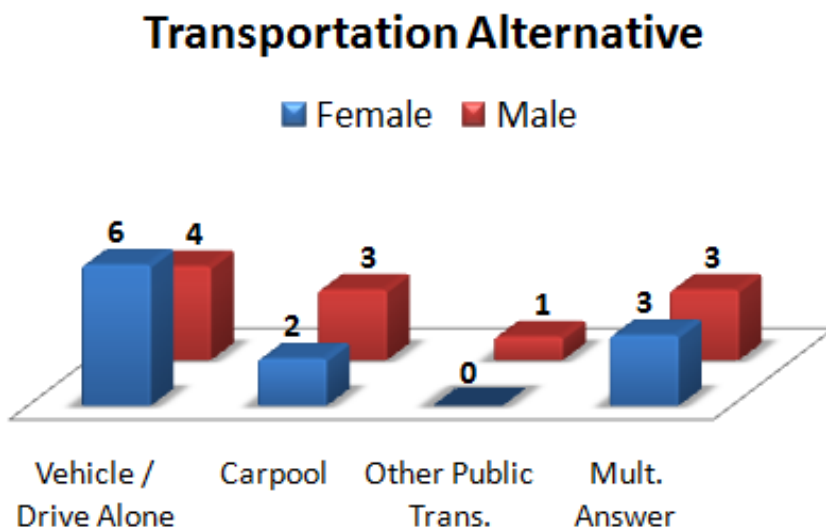


Of the 11 **female** passengers who said they would not ride VISTA if the fare increased to \$3.00; 2 (**18%**) said they would instead **carpool** and 6 (**55%**) would **drive alone**. An additional passenger (**9%**) in the “Multiple Answer” category said they would both drive alone and carpool, and 2 (**18%**) would both carpool and take “Greyhound?” or “find a new job.”

Of the 11 **male** passengers who said they would not ride VISTA if the fare increased, 3 (**27%**) said they would **carpool**, 4 (**36%**) would **drive alone**, and 1 (**9%**) would take other public transit (“train”). All three passengers (**27%**) in the “Multiple Answer” category said they would both carpool and drive alone.

		Transportation Alternative				Total
		Vehicle	Carpool	Other Public Transp.	Other & Multiple Choice	
Survey Question #2  If the answer to Question #1 is "No", how would you travel to your destination?	Gender					
	Female	6	2	0	3	11*
	Male	4	3	1	3	11
	Total	10	5	1	6	22

\* 1 passenger did not indicate a transportation alternative.



The 1 passenger surveyed who is at **least 62 years of age** said she **would** ride VISTA if the fare increased to \$3.00.

**61%** (23 of 38) of passengers surveyed **under the age of 62** said they **would not** ride VISTA if the fare increased to \$3.00.

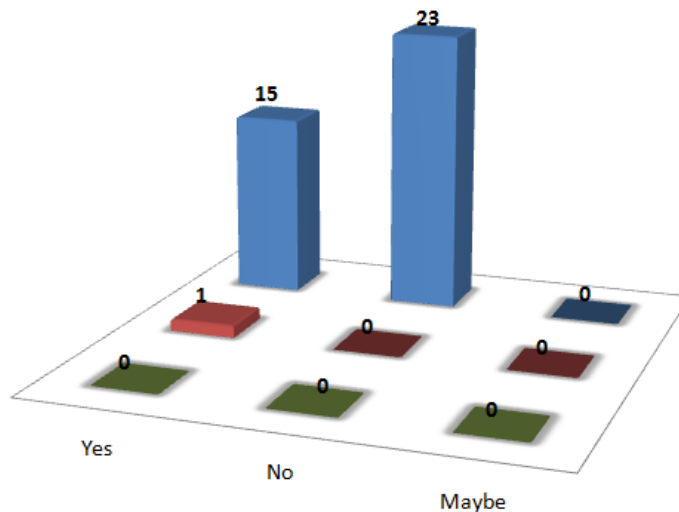
**Survey Question #1**

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

Response	Age			Total
	Under 62 Years	62 Yrs. & Over	Age Not Specified	
<b>Yes</b>	15	1	0	<b>16</b>
<b>No</b>	23	0	0	<b>23</b>
<b>Maybe</b>	0	0	0	<b>0</b>
<i>Total</i>	<b>38</b>	<b>1</b>	<b>0</b>	<b>39</b>

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

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

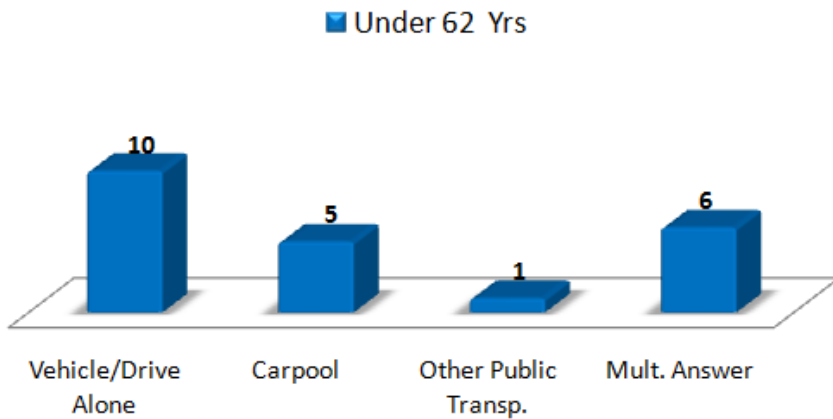


Of the 22 passengers **under the age of 62** who said they would not ride VISTA if the fare increased, 5 (23%) said they would **carpool**, 10 (45%) would **drive alone**, and 1 (5%) would take other public transit (“train”). In addition, 4 (18%) passengers in the “Multiple Answer” category said they would both drive alone and carpool, and 2 (9%) would both carpool and take “Greyhound?” or “find a new job.”

Survey Question #2		Transportation Alternative				
		Vehicle /Drive Alone	Carpool	Other Public Transp.	Multiple Answer	Total
If the answer to Question #1 is "No", how would you travel to your destination?	Age					
	<b>Under 62 Yrs</b>	10	5	1	6	<b>22*</b>
	<b>62 Yrs &amp; Over</b>	N/A	N/A	N/A	N/A	<b>N/A</b>
	<i>Total</i>	<b>10</b>	<b>5</b>	<b>1</b>	<b>6</b>	<b>22</b>

\* 1 passenger did not indicate a transportation alternative.

### Alternate Transportation Choice



The majority of passengers surveyed live in the City of Ventura (**44%**), with passengers also living in Santa Barbara (**21%**), Goleta (**15%**) and Oxnard (**10%**). The majority of passengers are traveling to (or within) the City of Ventura (**49%**) and the City of Santa Barbara (**41%**). The majority of trips occurred for pleasure or shopping (**47%**), work (**29%**) and school (**18%**).

**Survey Question #9**

Where do you live?

Response	# of Responses
Camarillo	2
Carpinteria	0
Goleta	6
Oxnard	4
Santa Barbara	8
Simi Valley	1
Thousand Oaks	1
Ventura	17
<i>Total</i>	<b>39</b>

**Survey Question #10**

Where are you traveling to?

Response	# of Responses
Carpinteria	2
Goleta	1
Oxnard	0
Santa Barbara	16
Ventura	19
Simi Valley	1
<i>Total</i>	<b>39</b>

**Survey Question #11**

What is the purpose of your travel?

Response	# of Responses
Pleasure/Shopping	23
Religious Activity	2
School	9
Work	14
Other	1
<i>Total</i>	<b>49</b>