



FINAL REPORT
MAY 2018

Ventura County Transportation Commission

Title VI Fare Equity Survey



Table of Contents

Section 1: Executive Summary.....	01
Section 2: Overview and Methodology	02
Section 3: Analysis and Key Findings.....	05
Appendix A: Survey Instruments	A-1
Appendix B: Simple Frequencies.....	B-1
Appendix C: Route Profiles	C-1



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Section 1

Executive Summary

In 2017, the Ventura County Transportation Commission (VCTC) retained Moore & Associates, Inc. to conduct on-board passenger surveys to compile passenger information regarding fare payment methods as well as demographic information in support of federal Title VI requirements. The updated demographic and fare payment information is essential to ensuring compliance with federal Title VI requirements as VCTC considers possible changes to its public transit fare structure.

Survey objectives included:

- Identify passenger fare payment characteristics, including types of passes used;
- Develop passenger demographic profiles;
- Develop a profile of fare usage by minority and low-income individuals; and
- Identify trip characteristics.

Data collection was conducted onboard buses from September 5, 2017 to September 24, 2017. Data collection resulted in 1,649 valid responses.

“Typical” Rider Profiles

By analyzing the simple frequencies arising from the collected data, we developed a profile of the “typical” VCTC Transit rider:

- Self-identifies as Hispanic and/or Latino (54.9 percent).
- Speaks English very well (83.5 percent).
- Is employed at least part-time. (49.8 percent).
- Is not a student (71.9 percent).
- Reports an approximate household income less than \$35,000 (68.6 percent).
- Rides at least three days per week (78 percent).
- Pays cash for their trip (63.4 percent).

Chapter Two of this report summarizes survey methodology. Chapter Three provides in-depth analysis of rider survey data. Simple frequency data tables and survey instruments are included in the Appendices.



Section 2

Overview and Methodology

This section discusses the methodologies by which the 2017 Title VI Fare Equity Survey was developed and administered.

Project Overview

In 2017, the Ventura County Transportation Commission (VCTC) retained Moore & Associates, Inc. to conduct on-board passenger surveys to compile passenger information regarding fare payment methods as well as demographic information in support of federal Title VI requirements. VCTC is currently conducting a fare restructuring study. As such, current demographic and fare payment information is essential to ensure continued compliance with federal Title VI requirements.

Survey objectives included:

- Identify passenger fare payment characteristics, including types of passes used;
- Develop passenger demographic profiles;
- Develop a profile of fare usage by minority and low-income individuals; and
- Identify trip characteristics.

These objectives were reached through the systematic collection of a sufficient number of completed passenger surveys to allow assessments of rider demographics, fare usage patterns, and trip characteristics by route.

Survey Development

Moore & Associates worked with VCTC staff to create a specific survey instrument. The instrument was designed to capture:

- Rider demographics, including race, ethnicity, English proficiency, household income, and number of people in household. Such demographic information is necessary to fulfill Title VI reporting requirements.
- Fare usage information, including method of fare payment.

Following approval, the survey instrument was translated into Spanish.

Survey Plan

Moore & Associates utilized a scheduling plan which ensured appropriate coverage of all routes, service days, and day-parts to collect data that accurately represented a broad spectrum of riders on all VCTC routes. The coverage plan resulted in the collection 1,649 complete and valid surveys. To ensure adequate coverage on all routes, Moore & Associates surveyed at least two roundtrips on each route during each day-part. Day-parts are defined as Morning (5:30 AM – 9:30 AM), Midday (9:30 AM – 2:30 PM), and Afternoon/Evening (2:30 PM – 8:30 PM).

Intercept data collection was supplemented with an online survey which was administered concurrently. A customized URL was printed on business cards that were distributed by the survey team to passengers taking short trips or who were otherwise unable to complete a survey while they were onboard the bus. Both the English and Spanish survey instruments were available online. Although the online option was available to all, only one passenger elected to take the survey online versus completing the survey onboard.

Exhibit 2.1 illustrates the number of valid surveys collected per route.

Exhibit 2.1 Surveys collected per route

Route	Surveys Collected
Highway 126 (#60-63)	396
Highway 101 (#50-53)	277
East County (#70-73)	178
CSUCI (#90, 97)	316
Oxnard-Camarillo Connector (#96, 99)	124
Coastal Express (#80-89)	248
Conejo Connection (#54, 55)	107

Survey Administration

Staffing

All surveying was completed by Moore & Associates' staff. All surveyors were trained by our project lead. Training included an overview of the project, discussion of surveyor performance expectations, familiarization with VCTC Transit service offerings and survey instrument, onboard etiquette, protocol for conducting the survey, and a review of individual assignments

Data Collection

Data collection reflected an onboard intercept methodology. All survey questionnaires were printed on 100-pound cardstock, thereby eliminating the need for clipboards. The survey instrument was printed on 8 ½ x 11 inch paper, with English on one side and Spanish on the other.

Surveyors were identified by an identification badge worn on a laminated clip as well as a reflective vest. Prior to boarding the assigned vehicle, each surveyor was provided with a surveyor bag containing survey forms, pens, a route-specific map and schedule, and an individual surveyor “paddle.”

Surveyors offered the bilingual (English/Spanish) survey to all customers boarding the vehicle while also making themselves available to assist with survey taking if requested. Respondents were instructed to return the completed instrument to the surveyor or leave it on their seat for retrieval by our surveyor. At the conclusion of each day’s data collection, all surveys were reviewed for completeness, bundled by route, and returned to our office for data entry.

Data Processing

Data Entry

All survey data was entered into an online database using trained data entry personnel. Moore & Associates’ staff monitored the data entry process, reviewing data entry work on a daily basis while also conducting spot-checks throughout.

Data Cleaning

Data cleaning was undertaken by trained personnel following completion of data entry. This process addressed differing data formatting that resulted in identical responses being sorted as different (i.e., route number being entered as Highway 126 versus Hwy 126). The cleaned data was then imported into a Statistical Package for the Social Sciences (SPSS) database for further analysis. Following data cleaning, simple frequencies were compiled and submitted for VCTC staff review.

Analytical Methods

The SPSS database allowed our project team to compile simple frequencies as well as data cross-tabulations within each dataset. Such cross-tabulations allow comparisons between survey responses that can provide additional insight into customer profiles, travel patterns, perceptions of service, and demographics.

Analysis of survey data is included in the following chapter.



Section 3

Analysis and Key Findings

This section details findings of the survey of riders of VCTC Transit. The survey was conducted from September 5, 2017 through September 24, 2017. Data collection resulted in 1,649 valid responses.

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

The vast majority of respondents (88 percent) took the survey in English, while 12 percent took it in Spanish.

Note: some percentages provided will add up to slightly more or less than 100 percent due to variances caused by rounding percentages to the nearest decimal point.

All Respondents

“Typical” Rider Profiles

By analyzing the simple frequencies arising from the collected data, we developed a profile of the “typical” rider of VCTC Transit:

- Self-identifies as Hispanic and/or Latino (54.9 percent).
- Speaks English very well (83.5 percent).
- Is employed at least part-time. (49.8 percent).
- Is not a student (71.9 percent).
- Reports an approximate household income less than \$35,000 (68.6 percent).
- Rides at least two to three days per week (78 percent).
- Pays cash for their trip (63.4 percent).

Route Information

- The largest number of respondents were onboard the Highway 126 service (24 percent).

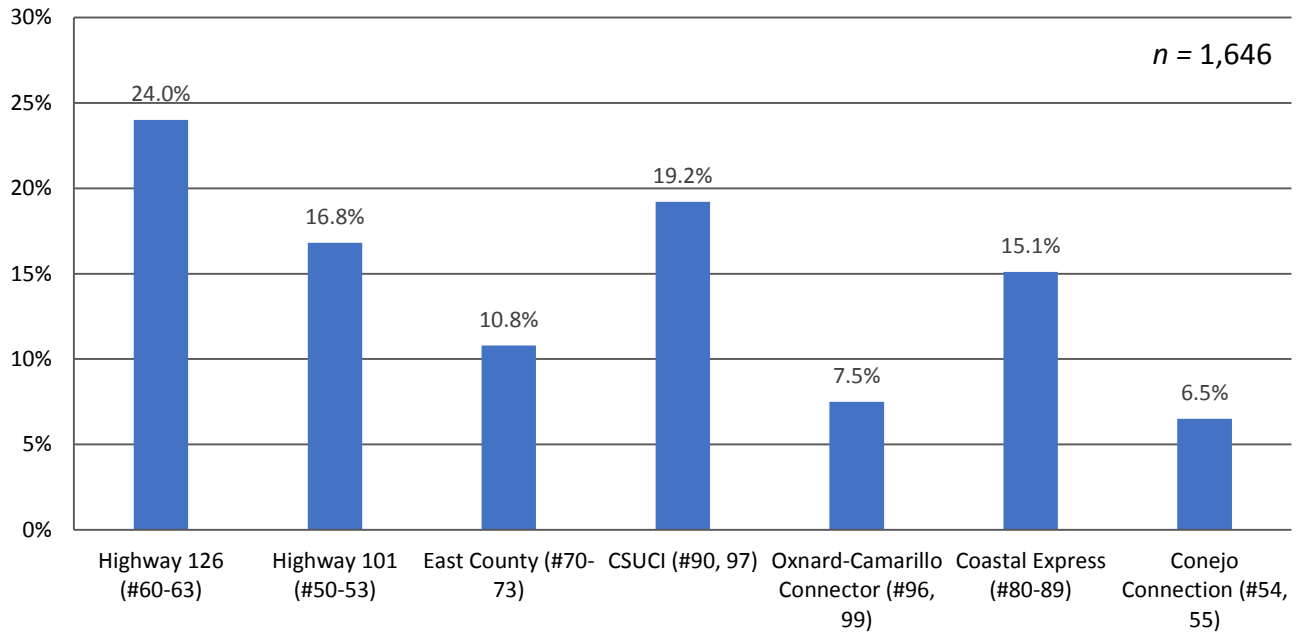
The balance of this report focuses on analysis of individual survey questions, as well as analysis of data cross-tabulations.



Question 1: Which route are you riding today?

Question One asked respondents to indicate which VCTC route they were riding for the surveyed trip. The greatest percentage were riding the Highway 126 service, followed by the CSUCI Connector.

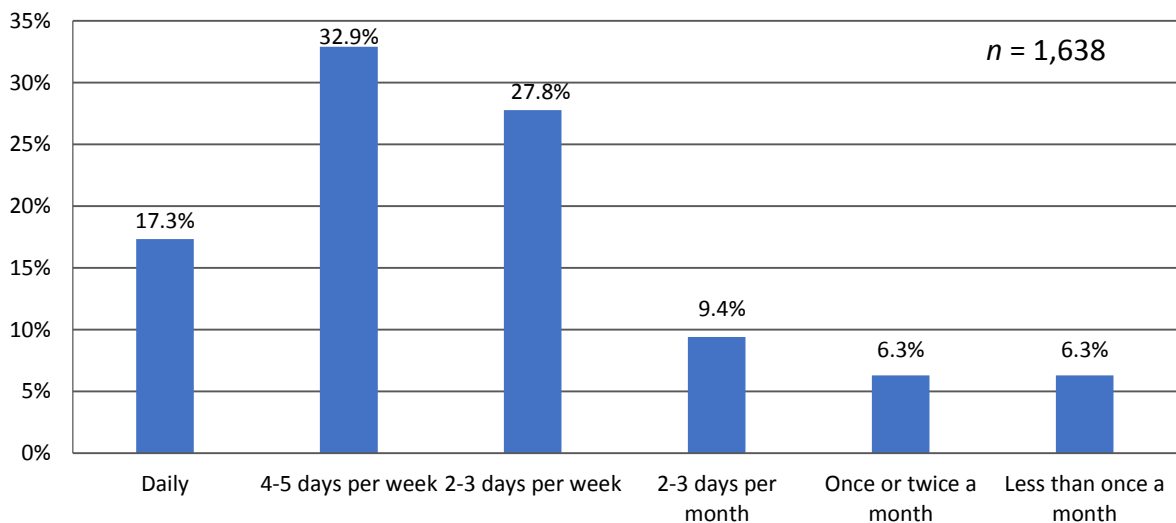
Exhibit 3.1 Route



Question 2: How often do you ride VCTC intercity?

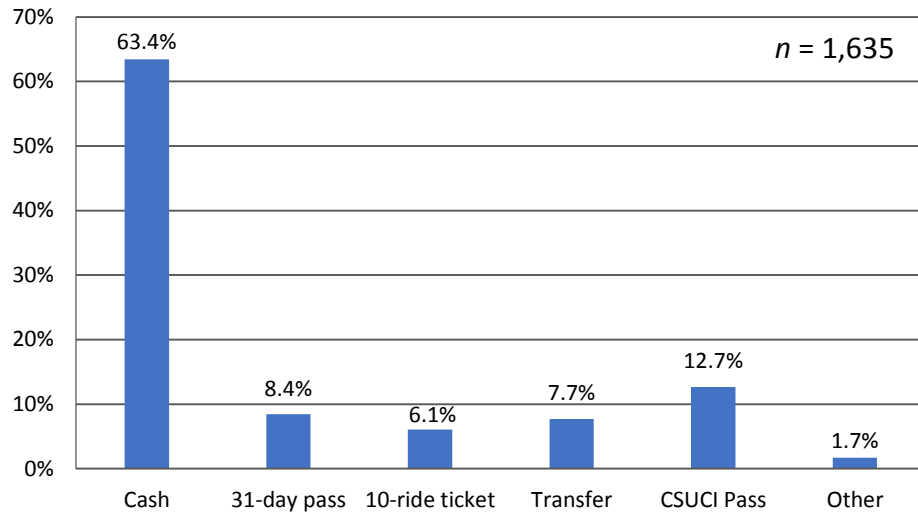
The majority of those surveyed are frequent riders with 78 percent riding at least three days per week.

Exhibit 3.2 Frequency of use



Question 3: How do you typically pay your fare?

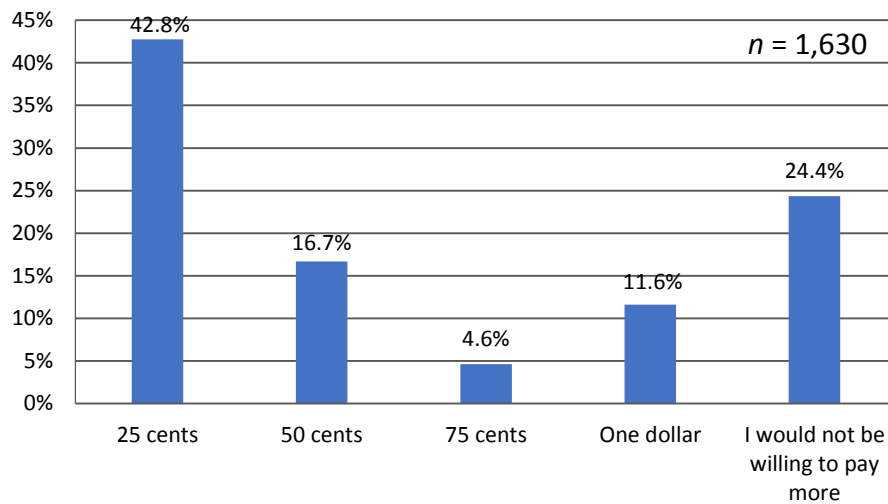
Exhibit 3.3 Fare payment



Question 4: If it became necessary to raise VCTC fares in order to keep the current level of service, how much more per trip would you be willing to pay?

The vast majority of riders (75.6 percent) would be willing to pay a fare increase of 25 cents. One-third of respondents (32.9 percent) would be willing to pay 50 cents or more. One-quarter of those surveyed (24.4 percent) stated that they would not be willing to pay more.

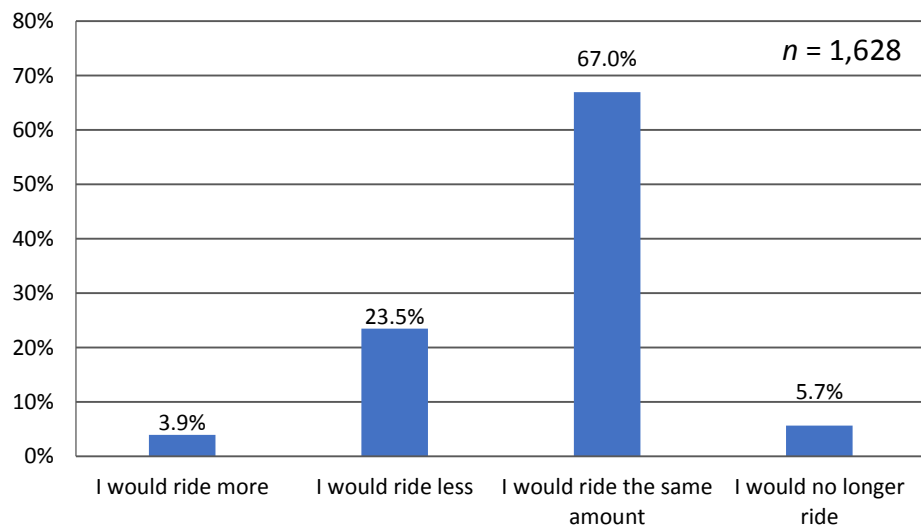
Exhibit 3.4. Fare increase



Question 5: If it became necessary to raise fares, how would this impact your use of VCTC intercity bus service?

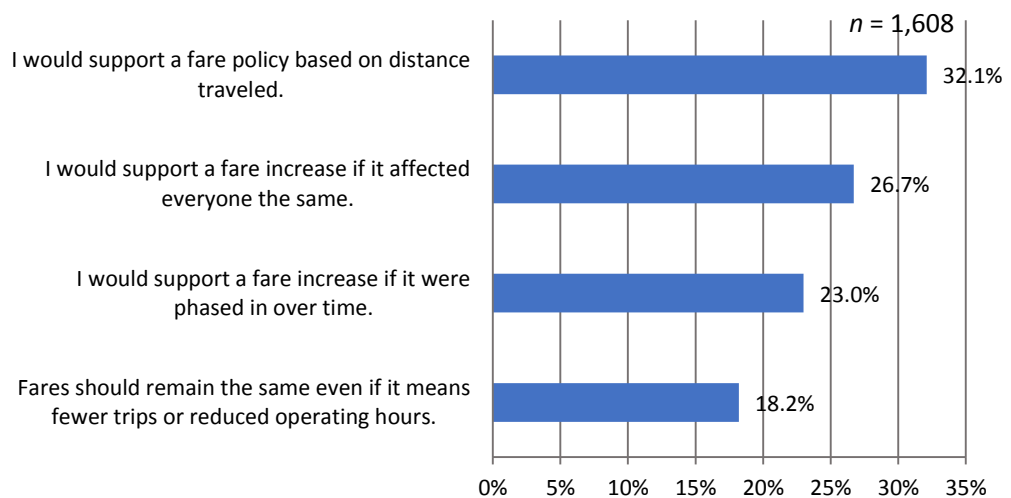
While the majority of riders (67 percent) stated that a fare increase would not impact their frequency of usage, 23.5 percent say they would ride less frequently and nearly 6 percent say they would stop using the service all together.

Exhibit 3.5 Fare impact on usage



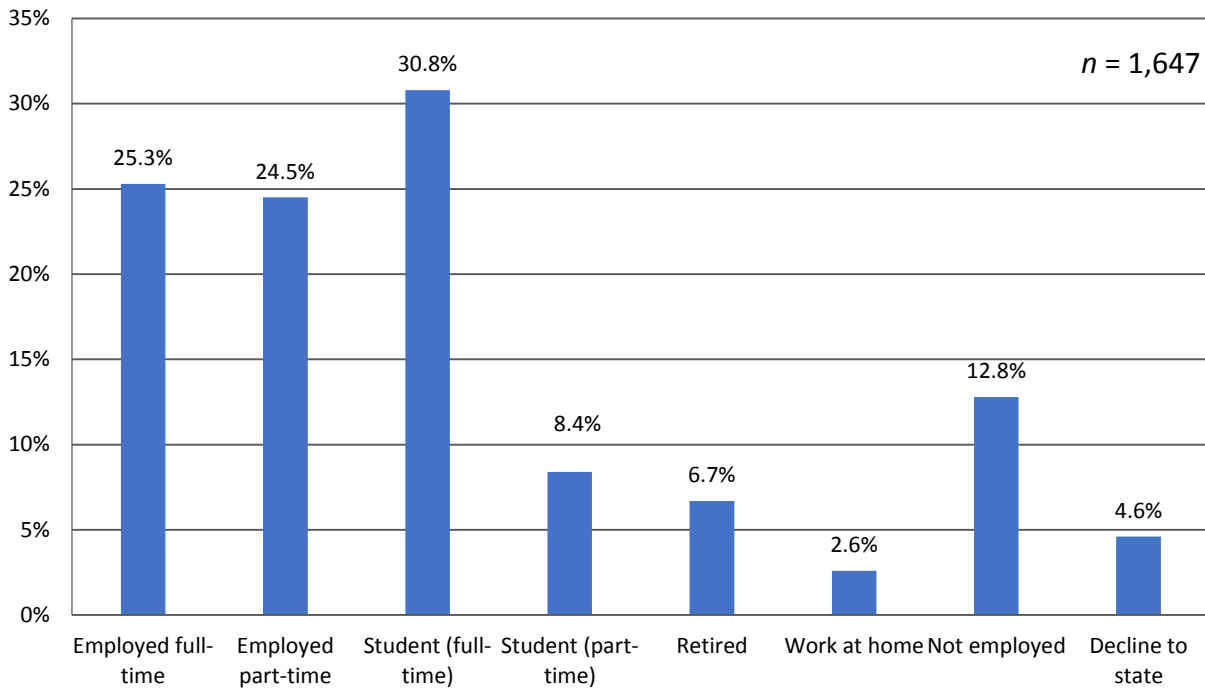
Question 6: Please indicate which of the following statements you agree with the most.

Exhibit 3.6 Fare increase support



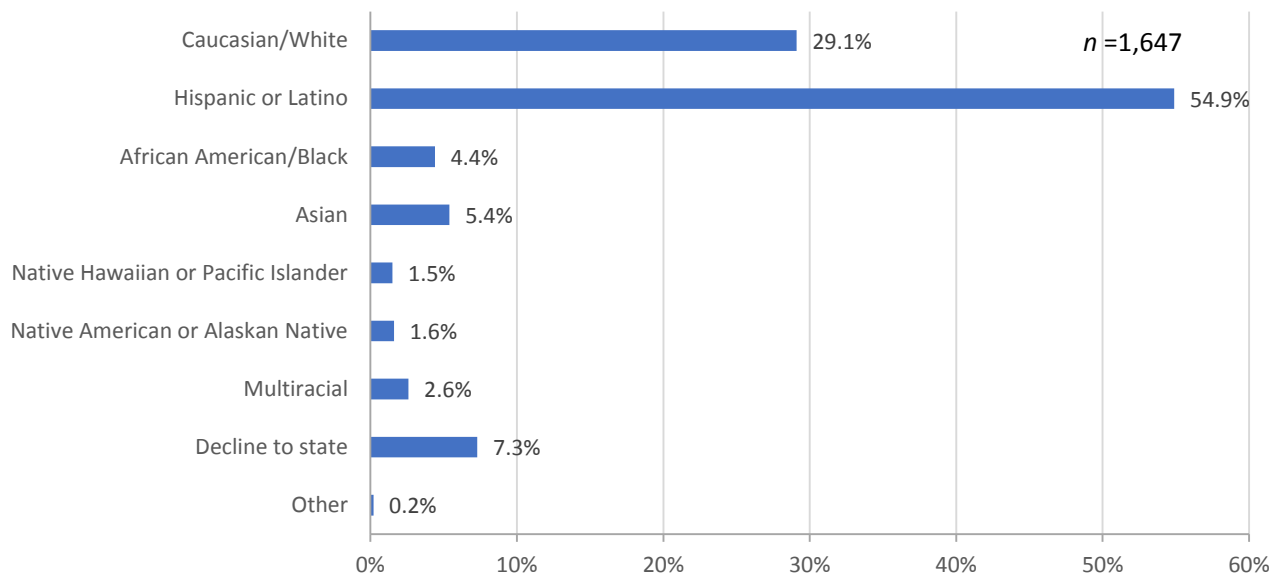
Question 7: Please indicate your employment status.

Exhibit 3.7 Employment status



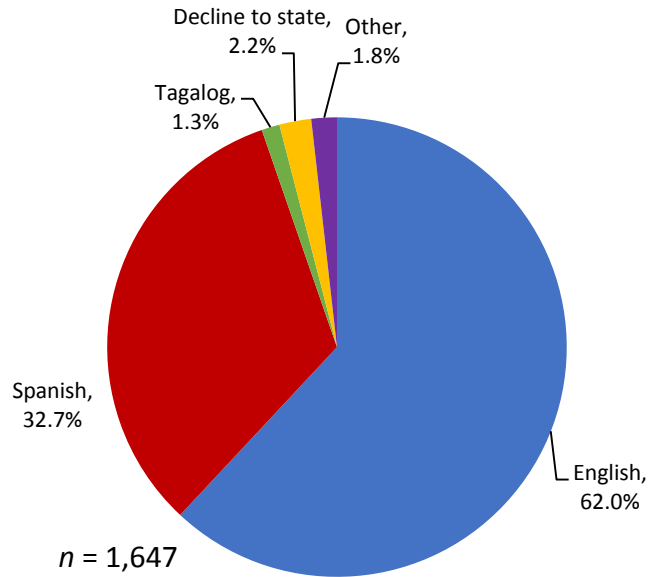
Question 8: Which race/ethnicity do you identify with?

Exhibit 3.8 Race/Ethnicity



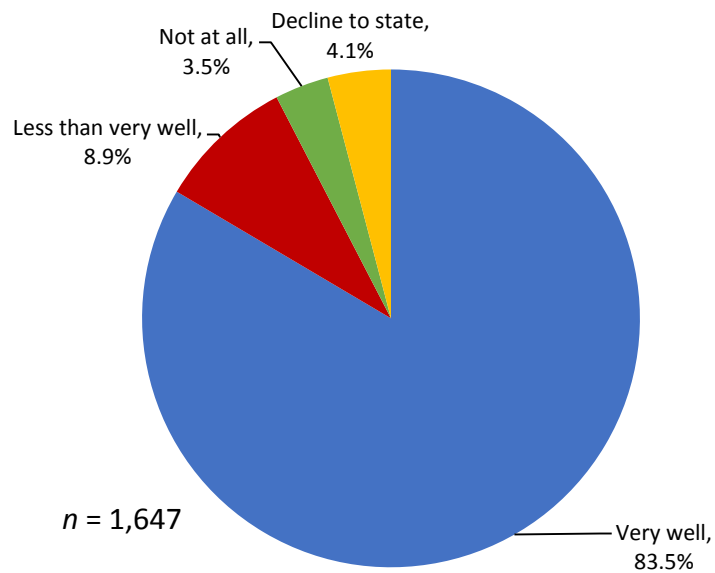
Question 9: What language(s) are spoken in your home?

Exhibit 3.9 Language



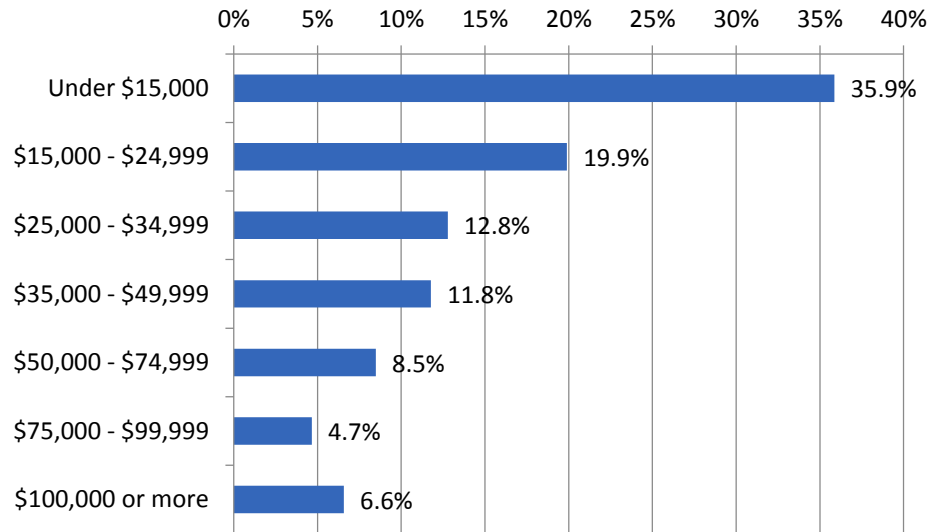
Question 10: How well do you speak English?

Exhibit 3.10 English proficiency



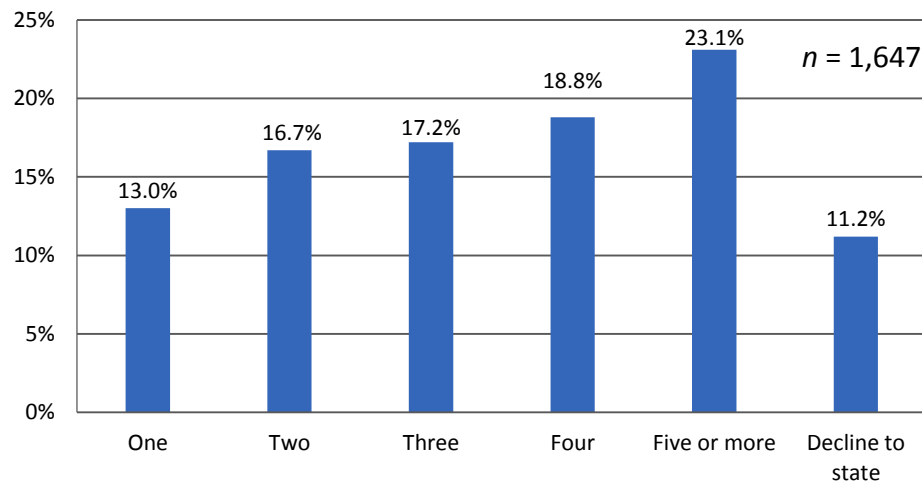
Question 11: What is your approximate household income?

Exhibit 3.11 Household income



Question 12: How many people live in your household?

Exhibit 3.12 Household size

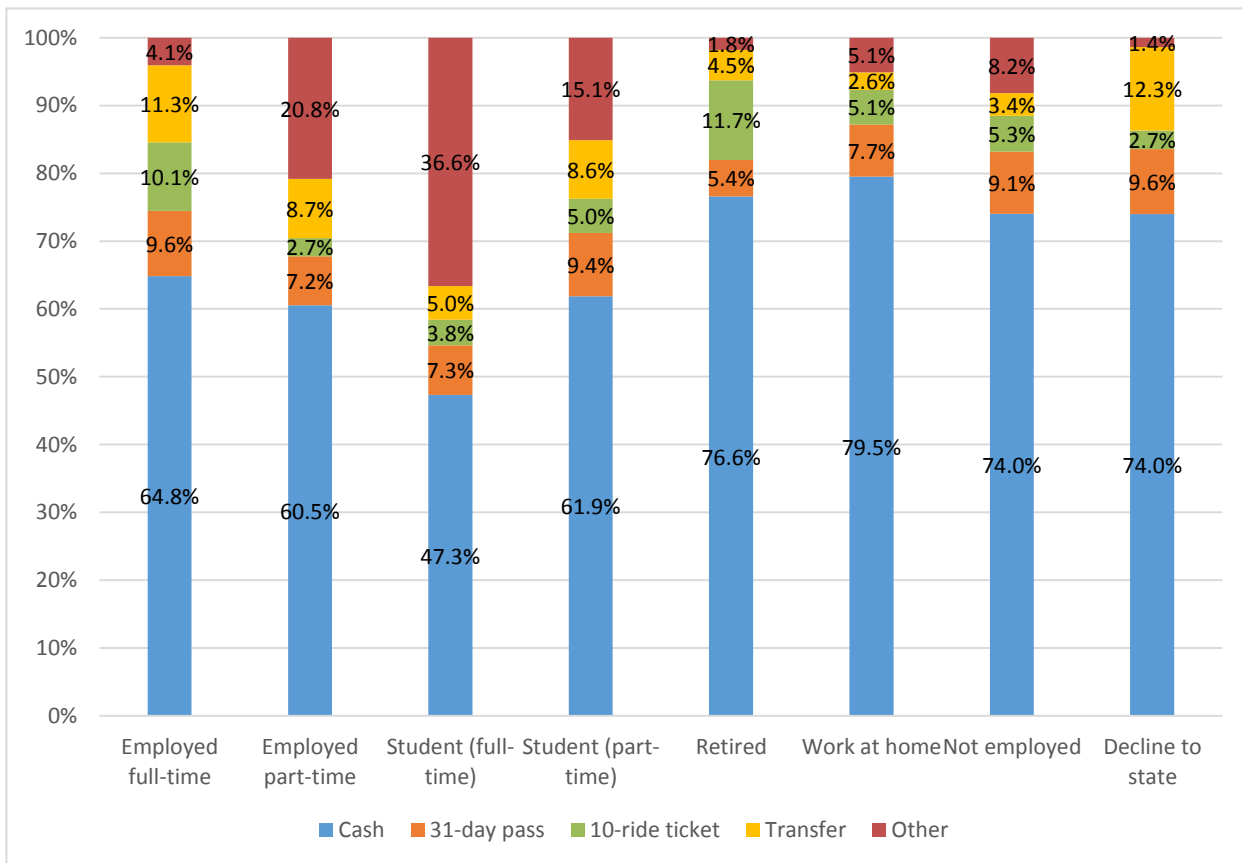


Cross-tabulations

The exhibits below illustrate all responses to demographic questions segmented by fare type.

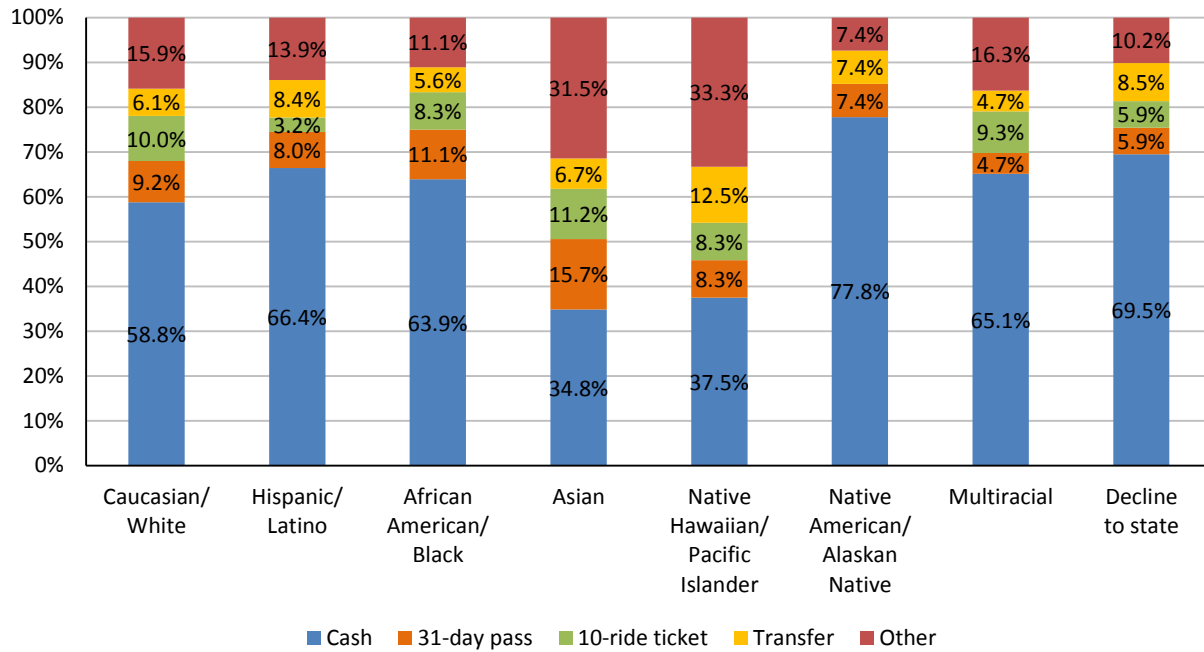
Data cross-tabulation: Fare vs. employment status

Exhibit 3.32 Employment status by fare type



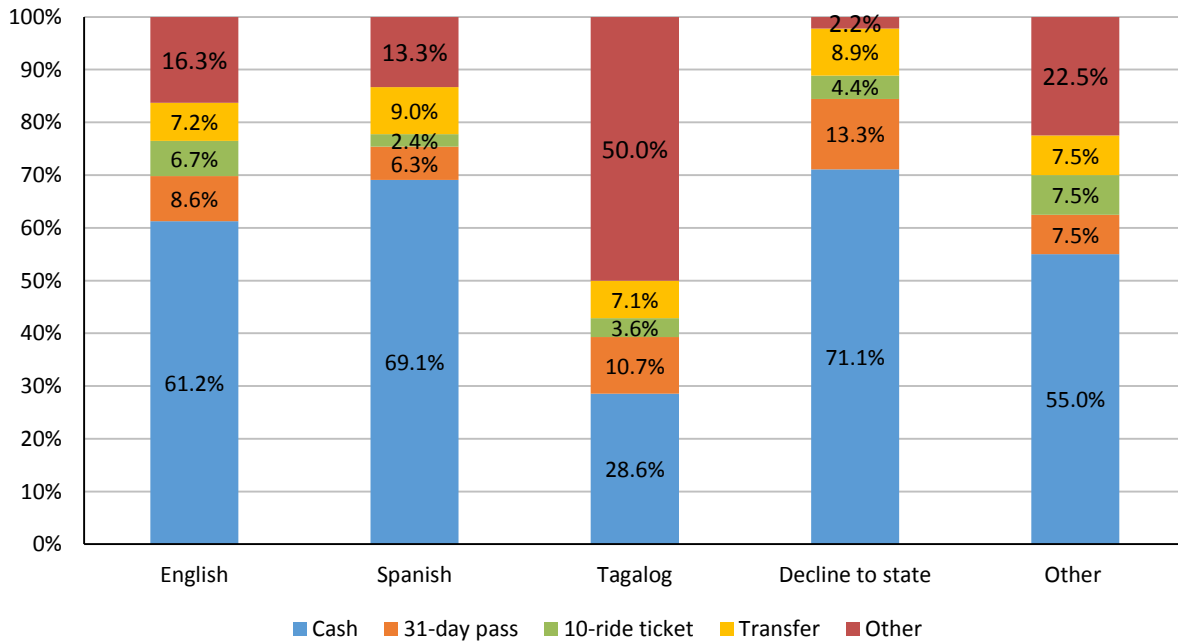
Data cross-tabulation: Fare vs. ethnicity

Exhibit 3.36 Ethnicity by fare type



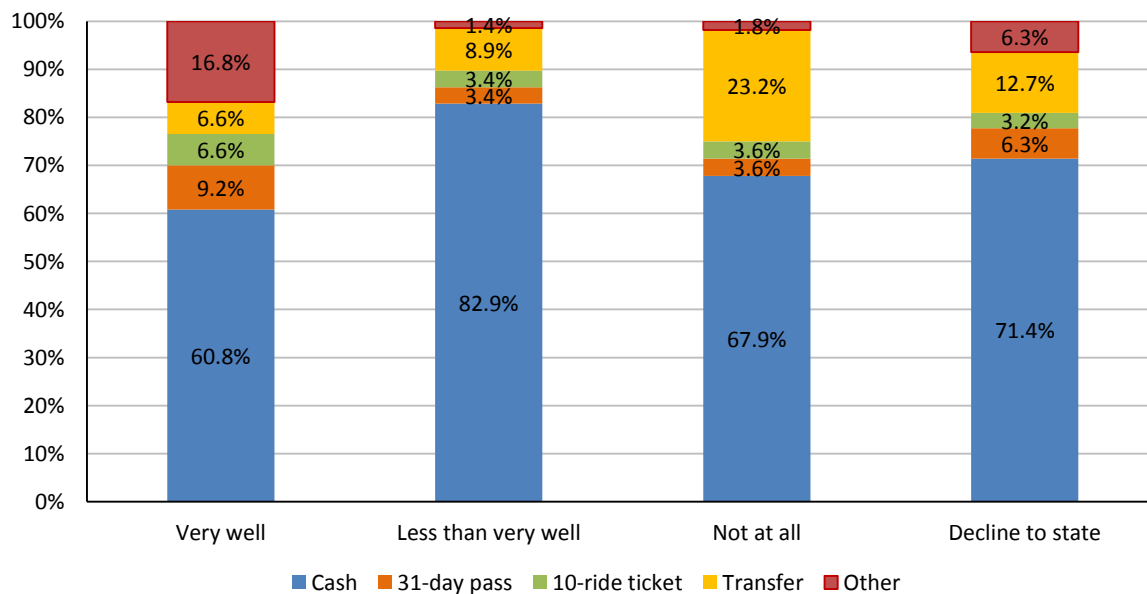
Data cross-tabulation: Fare vs. language spoken at home

Exhibit 3.37 Language spoken at home by fare type



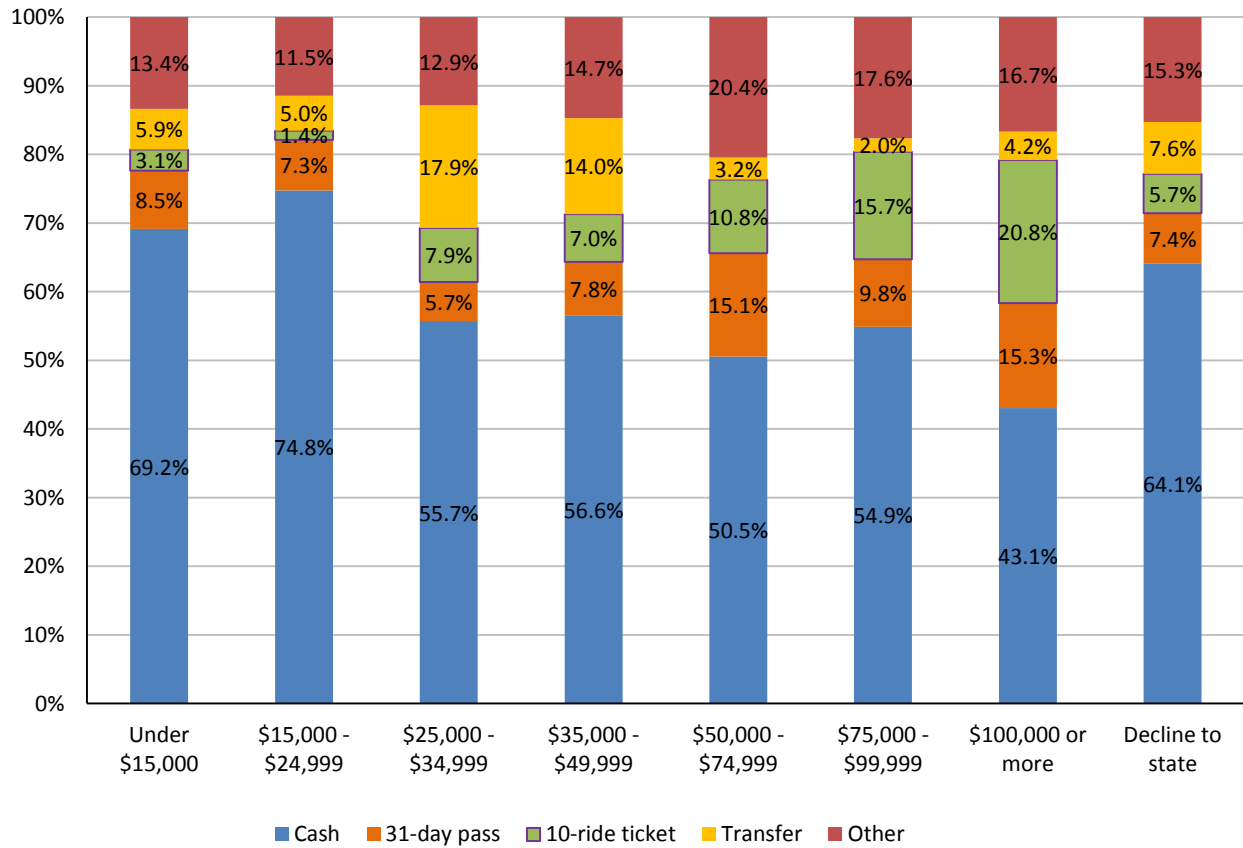
Data cross-tabulation: Fare vs. English proficiency

Exhibit 3.38 English proficiency by fare type



Data cross-tabulation: Fare vs. household income

Exhibit 3.39 Household income by fare type



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Appendix A

Survey Instruments



2017 Title VI Survey

Thank you for participating in today's survey. Your feedback helps us understand how people use public transit in Ventura County and how we can best improve service. **Everyone who completes a survey will be entered into a random drawing for two \$25 VISA gift cards.**

1. Which route are you riding today?

- | | |
|---|---|
| <input type="checkbox"/> Highway 126 (#60-63) | <input type="checkbox"/> Oxnard-Camarillo Connector (#96, 99) |
| <input type="checkbox"/> Highway 101 (#50-53) | <input type="checkbox"/> Coastal Express (#80-89) |
| <input type="checkbox"/> East County (#70-73) | <input type="checkbox"/> Conejo Connection (#54, 55) |
| <input type="checkbox"/> CSUCI (#90, 97) | |

2. How often do you ride VCTC Intercity?

- | | |
|--|---|
| <input type="checkbox"/> Daily | <input type="checkbox"/> 2-3 days per month |
| <input type="checkbox"/> 4-5 days per week | <input type="checkbox"/> Once or twice a month |
| <input type="checkbox"/> 2-3 days per week | <input type="checkbox"/> Less than once a month |

**3. How do you typically pay your fare?
(Check only one)**

- | | |
|---|---|
| <input type="checkbox"/> Cash | <input type="checkbox"/> Transfer |
| <input type="checkbox"/> 31-day pass | <input type="checkbox"/> Other (specify): _____ |
| <input type="checkbox"/> 10-ride ticket | |

4. If it became necessary to raise VCTC fares in order to keep the current level of service, how much more per trip would you be willing to pay?

- | | |
|-----------------------------------|---|
| <input type="checkbox"/> 25 cents | <input type="checkbox"/> One dollar |
| <input type="checkbox"/> 50 cents | <input type="checkbox"/> I would not be willing to pay more |
| <input type="checkbox"/> 75 cents | |

5. If it became necessary to raise fares, how would this impact your use of VCTC Intercity bus service?

- | | |
|--|---|
| <input type="checkbox"/> I would ride more | <input type="checkbox"/> I would ride the same amount |
| <input type="checkbox"/> I would ride less | <input type="checkbox"/> I would no longer ride |

6. Please indicate which of the following statements you agree with the most. (Check only one)

- ☐ I would support a fare policy based on distance traveled.
- ☐ I would support a fare increase if it affected everyone the same.
- ☐ I would support a fare increase if it were phased in over time.
- ☐ Fares should remain the same even if it means fewer trips or reduced operating hours.

**7. Please indicate your employment status.
(Check all that apply)**

- | | |
|--|---|
| <input type="checkbox"/> Employed full-time | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Employed part-time | <input type="checkbox"/> Work at home |
| <input type="checkbox"/> Student (full-time) | <input type="checkbox"/> Not employed |
| <input type="checkbox"/> Student (part-time) | <input type="checkbox"/> Decline to state |

**8. Which race/ethnicity do you identify with?
(Check all that apply)**

- | | |
|---|---|
| <input type="checkbox"/> Caucasian/White | <input type="checkbox"/> Native American/Alaskan Native |
| <input type="checkbox"/> Hispanic or Latino | <input type="checkbox"/> Multiracial |
| <input type="checkbox"/> African American/Black | <input type="checkbox"/> Decline to state |
| <input type="checkbox"/> Asian | <input type="checkbox"/> Other (specify): _____ |
| <input type="checkbox"/> Native Hawaiian/
Pacific Islander | |

**9. What language(s) are spoken in your home?
(Check all that apply)**

- | | |
|----------------------------------|---|
| <input type="checkbox"/> English | <input type="checkbox"/> Decline to state |
| <input type="checkbox"/> Spanish | <input type="checkbox"/> Other (specify): _____ |
| <input type="checkbox"/> Tagalog | |

10. How well do you speak English?

- | | |
|--|---|
| <input type="checkbox"/> Very well | <input type="checkbox"/> Not at all |
| <input type="checkbox"/> Less than very well | <input type="checkbox"/> Decline to state |

11. What is your approximate household income?

- | | |
|--|--|
| <input type="checkbox"/> Under \$15,000 | <input type="checkbox"/> \$50,000 - \$74,999 |
| <input type="checkbox"/> \$15,000 - \$24,999 | <input type="checkbox"/> \$75,000 - \$99,999 |
| <input type="checkbox"/> \$25,000 - \$34,999 | <input type="checkbox"/> \$100,000 or more |
| <input type="checkbox"/> \$35,000 - \$49,999 | <input type="checkbox"/> Decline to state |

12. How many people live in your household?

- | | | |
|----------------------------|----------------------------|---|
| <input type="checkbox"/> 1 | <input type="checkbox"/> 3 | <input type="checkbox"/> 5 or more |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 4 | <input type="checkbox"/> Decline to state |

Thank you for taking the time to complete this survey. Your feedback is important to us.

If you would like to be entered into a random drawing for a \$25 VISA gift card please provide your contact information. All information will remain confidential.

Name: _____

Phone/Email: _____



2017 Título VI Encuesta

Muchas gracias por participar en esta encuesta. Sus comentarios nos ayudarán a entender cómo utilizan las personas el transporte público en el condado de Ventura y cómo podemos mejorar el servicio. **Las personas que completen la encuesta participarán en el sorteo de dos tarjetas de regalo VISA de \$25.**

1. ¿Qué ruta está usando usted el día de hoy?

- | | |
|---|---|
| <input type="checkbox"/> Highway 126 (#60-63) | <input type="checkbox"/> Oxnard-Camarillo Connector (#96, 99) |
| <input type="checkbox"/> Highway 101 (#50-53) | <input type="checkbox"/> Coastal Express (#80-89) |
| <input type="checkbox"/> East County (#70-73) | <input type="checkbox"/> Conejo Connection (#54, 55) |
| <input type="checkbox"/> CSUCI (#90, 97) | |

2. ¿Con qué frecuencia utiliza VCTC Intercity?

- | | |
|---|--|
| <input type="checkbox"/> Diariamente | <input type="checkbox"/> 2-3 días al mes |
| <input type="checkbox"/> 4-5 días a la semana | <input type="checkbox"/> Una o dos veces al mes |
| <input type="checkbox"/> 2-3 días a la semana | <input type="checkbox"/> Menos de una vez al mes |

3. ¿Cómo paga normalmente por el servicio? (Marque sólo una)

- | | |
|--|--|
| <input type="checkbox"/> Efectivo | <input type="checkbox"/> Transfer |
| <input type="checkbox"/> Pase de 31 días | <input type="checkbox"/> Otro (especifique): _____ |
| <input type="checkbox"/> Boleto de 10 viajes | |

4. Si fuera necesario aumentar las tarifas de VCTC para mantener el nivel actual de servicio, ¿cuánto más estaría dispuesto a pagar por viaje?

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> 25 centavos | <input type="checkbox"/> Un dólar |
| <input type="checkbox"/> 50 centavos | <input type="checkbox"/> No estaría dispuesto a pagar más |
| <input type="checkbox"/> 75 centavos | |

5. Si fuera necesario aumentar las tarifas, ¿cómo afectaría su uso del servicio de autobuses de VCTC Intercity?

- | | |
|--|--|
| <input type="checkbox"/> Lo usaría más | <input type="checkbox"/> Lo usaría con la misma frecuencia |
| <input type="checkbox"/> Lo usaría menos | <input type="checkbox"/> Ya no lo usaría |

6. Por favor, indique con cuál de las siguientes afirmaciones está más de acuerdo. (Marque sólo una)

- ☐ Yo apoyaría una política de tarifas basadas en la distancia recorrida.
- ☐ Yo apoyaría un aumento de tarifas si nos afectara a todos de la misma manera.
- ☐ Yo apoyaría un aumento de tarifas si lo aplican gradualmente con el tiempo.
- ☐ Las tarifas deben seguir igual, aunque eso signifique menos viajes o reducción de las horas de operación.

7. Por favor indique su situación laboral. (Marque todas las que correspondan)

- | | |
|---|--|
| <input type="checkbox"/> Empleado de tiempo completo | <input type="checkbox"/> Retirado |
| <input type="checkbox"/> Empleado a tiempo parcial | <input type="checkbox"/> Trabajo en casa |
| <input type="checkbox"/> Estudiante (tiempo completo) | <input type="checkbox"/> Sin empleo |
| <input type="checkbox"/> Estudiante (tiempo parcial) | <input type="checkbox"/> Prefiero no contestar |

8. ¿Con qué raza o etnia se identifica? (Marque todas las que correspondan)

- | | |
|--|--|
| <input type="checkbox"/> Caucásico/Blanco | <input type="checkbox"/> Nativo americano/Nativo de Alaska |
| <input type="checkbox"/> Hispano o Latino | <input type="checkbox"/> Multirracial |
| <input type="checkbox"/> Afroamericano/Negro | <input type="checkbox"/> Prefiero no contestar |
| <input type="checkbox"/> Asiático | <input type="checkbox"/> Otra (especifique): _____ |
| <input type="checkbox"/> Nativo de Hawái/Isleño del pacífico | |

9. ¿Qué idioma(s) se habla en su hogar? (Marque todos las que correspondan)

- | | |
|----------------------------------|--|
| <input type="checkbox"/> Inglés | <input type="checkbox"/> Prefiero no contestar |
| <input type="checkbox"/> Español | <input type="checkbox"/> Otro (especifique): _____ |
| <input type="checkbox"/> Tagalo | |

10. ¿Que tan bien habla usted inglés?

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> Muy bien | <input type="checkbox"/> Nada en absoluto |
| <input type="checkbox"/> No muy bien | <input type="checkbox"/> Prefiero no contestar |

11. ¿Cuál es el ingreso aproximado de su hogar?

- | | |
|--|--|
| <input type="checkbox"/> Menos de \$15,000 | <input type="checkbox"/> \$50,000 - \$74,999 |
| <input type="checkbox"/> \$15,000 - \$24,999 | <input type="checkbox"/> \$75,000 - \$99,999 |
| <input type="checkbox"/> \$25,000 - \$34,999 | <input type="checkbox"/> \$100,000 o más |
| <input type="checkbox"/> \$35,000 - \$49,999 | <input type="checkbox"/> Prefiero no contestar |

12. ¿Cuántas personas viven en su hogar?

- | | | |
|----------------------------|----------------------------|--|
| <input type="checkbox"/> 1 | <input type="checkbox"/> 3 | <input type="checkbox"/> 5 o más |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 4 | <input type="checkbox"/> Prefiero no contestar |

Le agradecemos mucho haber completado esta encuesta. Su opinión es muy importante para nosotros.

Si desea participar en el sorteo de una tarjeta de regalo VISA de \$25, por favor, denos su información de contacto. Toda la información permanecerá confidencial.

Nombre: _____

Teléfono/Email: _____

Appendix B

Simple Frequencies

Please select your preferred language.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	1,448	87.9	88.0	88.0
	Spanish	197	12.0	12.0	100.0
	Total	1,645	99.9	100.0	
Missing	System	2	0.1		
Total		1,647	100.0		

Which route are you riding today?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highway 126 (#60-63)	396	24.0	24.1	24.1
	Highway 101 (#50-53)	277	16.8	16.8	40.9
	East County (#70-73)	178	10.8	10.8	51.7
	CSUCI (#90, 97)	316	19.2	19.2	70.9
	Oxnard-Camarillo Connector (#96, 99)	124	7.5	7.5	78.4
	Coastal Express (#80-89)	248	15.1	15.1	93.5
	Conejo Connection (#54, 55)	107	6.5	6.5	100.0
	Total	1,646	99.9	100.0	
Missing	System	1	0.1		
Total		1,647	100.0		

How often do you ride VCTC Transit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	284	17.2	17.3	17.3
	4-5 days per week	539	32.7	32.9	50.2
	2-3 days per week	455	27.6	27.8	78.0
	2-3 days per month	154	9.4	9.4	87.4
	Once or twice a month	103	6.3	6.3	93.7
	Less than once a month	103	6.3	6.3	100.0
	Total	1,638	99.5	100.0	
Missing	System	9	0.5		
Total		1,647	100.0		

2017 Title VI Fare Equity Survey
Ventura County Transportation Commission
Final Report

How do you typically pay your fare? (Check only one)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cash	1,037	63.0	63.4	63.4
	31-day pass	137	8.3	8.4	71.8
	10-ride ticket	99	6.0	6.1	77.9
	Transfer	125	7.6	7.6	85.5
	Other (please specify):	237	14.4	14.5	100.0
	Total	1,635	99.3	100.0	
Missing	System	12	0.7		
Total		1,647	100.0		

Other (please specify):

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1,410	85.6	85.6	85.6
	\$25 pass	1	0.1	0.1	85.7
	1:1 Aid Rider	1	0.1	0.1	85.7
	Bus Pass	23	1.4	1.4	87.1
	Cash Transfer	1	0.1	0.1	87.2
	CSUCI ID	202	12.3	12.3	99.5
	Daily Pass	1	0.1	0.1	99.5
	Online	1	0.1	0.1	99.6
	Shuttle Pass	5	0.3	0.3	99.9
	Single-ride ticket	1	0.1	0.1	99.9
	Voucher	1	0.1	0.1	100.0
	Total	1,647	100.0	100.0	

If it became necessary to raise VCTC fares in order to keep the current level of service, how much more per trip would you be willing to pay?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25 cents	697	42.3	42.8	42.8
	50 cents	272	16.5	16.7	59.4
	75 cents	75	4.6	4.6	64.0
	One dollar	189	11.5	11.6	75.6
	I would not be willing to pay more	397	24.1	24.4	100.0
	Total	1,630	99.0	100.0	
Missing	System	17	1.0		
Total		1,647	100.0		

2017 Title VI Fare Equity Survey
Ventura County Transportation Commission
Final Report

If it became necessary to raise fares, how would this impact your use of VCTC Intercity bus service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I would ride more	64	3.9	3.9	3.9
	I would ride less	382	23.2	23.5	27.4
	I would ride the same amount	1,090	66.2	67.0	94.3
	I would no longer ride	92	5.6	5.7	100.0
	Total	1,628	98.8	100.0	
Missing	System	19	1.2		
Total		1,647	100.0		

Please indicate which of the following statements you agree with the most. (Check only one)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I would support a fare policy based on distance traveled.	516	31.3	32.1	32.1
	I would support a fare increase if it affected everyone the same.	430	26.1	26.7	58.8
	I would support a fare increase if it were phased in over time.	370	22.5	23.0	81.8
	Fares should remain the same even if it means fewer trips or reduced operating hours.	292	17.7	18.2	100.0
	Total	1,608	97.6	100.0	
Missing	System	39	2.4		
Total		1,647	100.0		

Please indicate your employment status. (Check all that apply)

	Frequency	Percent
Employed full-time	417	25.3
Employed part-time	403	24.5
Student (full-time)	507	30.8
Student (part-time)	139	8.4
Retired	111	6.7
Work at home	42	2.6
Not employed	211	12.8
Decline to state	75	4.6

Which race/ethnicity do you identify with? (Check all that apply)

	Frequency	Percent
Caucasian/White	480	29.1
Hispanic or Latino	905	54.9
African American/Black	72	4.4
Asian	89	5.4
Native Hawaiian or Pacific Islander	24	1.5
Native American or Alaskan Native	27	1.6
Multiracial	43	2.6
Decline to state	121	7.3
Other	4	0.2

Other (please specify):

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,643	99.8	99.8	99.8
French, Indian	1	0.1	0.1	99.8
Indian	1	0.1	0.1	99.9
Not specified	1	0.1	0.1	99.9
Portuguese	1	0.1	0.1	100.0
Total	1,647	100.0	100.0	

What language(s) are spoken in your home? (Check all that apply)

	Frequency	Percent
English	1,366	82.9
Spanish	721	43.8
Tagalog	28	1.7
Decline to state	49	3.0
Other	40	2.4

Other (please specify):

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,607	97.6	97.6	97.6
Arabic	1	0.1	0.1	97.6
Armenian	2	0.1	0.1	97.8
ASL	3	0.2	0.2	97.9
Chamorro	1	0.1	0.1	98.0
Chinese	6	0.4	0.4	98.4
French	4	0.2	0.2	98.6
German	1	0.1	0.1	98.7
Hindi	1	0.1	0.1	98.7
Hindi, Kannada	1	0.1	0.1	98.8
Indonesian	1	0.1	0.1	98.8

B-4

2017 Title VI Fare Equity Survey
Ventura County Transportation Commission
Final Report

Italian	4	0.2	0.2	99.1
Japanese	3	0.2	0.2	99.3
Kannada	1	0.1	0.1	99.3
Korean	1	0.1	0.1	99.4
Norwegian	1	0.1	0.1	99.5
Not listed	1	0.1	0.1	99.5
Polish, German	1	0.1	0.1	99.6
Russian	1	0.1	0.1	99.6
Tamil	1	0.1	0.1	99.7
Tongan	1	0.1	0.1	99.8
Turkish, Russian, Japanese	1	0.1	0.1	99.8
Ukrainian	1	0.1	0.1	99.9
Vietnamese	1	0.1	0.1	99.9
Visayan	1	0.1	0.1	100.0
Total	1,647	100.0	100.0	

How well do you speak English?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very well	1,375	83.5	83.5	83.5
Less than very well	147	8.9	8.9	92.4
Not at all	57	3.5	3.5	95.9
Decline to state	68	4.1	4.1	100.0
Total	1,647	100.0	100.0	

What is your approximate household income?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Under \$15,000	393	23.9	23.9	23.9
\$15,000 - \$24,999	218	13.2	13.2	37.1
\$25,000 - \$34,999	140	8.5	8.5	45.6
\$35,000 - \$49,999	129	7.8	7.8	53.4
\$50,000 - \$74,999	93	5.6	5.6	59.1
\$75,000 - \$99,999	51	3.1	3.1	62.2
\$100,000 or more	72	4.4	4.4	66.5
Decline to state	551	33.5	33.5	100.0
Total	1,647	100.0	100.0	

2017 Title VI Fare Equity Survey
Ventura County Transportation Commission
Final Report

How many people live in your household?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	214	13.0	13.0	13.0
2	275	16.7	16.7	29.7
3	283	17.2	17.2	46.9
4	310	18.8	18.8	65.7
5 or more	380	23.1	23.1	88.8
Decline to state	185	11.2	11.2	100.0
Total	1,647	100.0	100.0	

Additional comments:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,619	98.3	98.3	98.3
Add late night trips on the Conejo Connection from Ventura to Thousand Oaks.	1	0.1	0.1	98.4
Can you work to improve the transport of bicycles and driver courtesy with help of bicycles?	1	0.1	0.1	98.4
Consider having the Express bus 86 stop at Hollister & Patterson for Goleta Valley Cottage Hospital, both AM and PM.	1	0.1	0.1	98.5
CSUCI bus needs to run more often to make it a viable option for students who don't want to park on campus.	1	0.1	0.1	98.5
Earlier routes on Saturdays to accommodate for retail business hours.	1	0.1	0.1	98.6
Experienced uneven level of professionalism with drivers. Some have been careless and rude with their customer service (frequently leaving early). Drivers have been abrupt when it is pointed out that the route displays are wrong. Consistent driver training is important.	1	0.1	0.1	98.7
I'm not motivated to ride the bus because there have been times where I've waited 2 hours and the route has been skipped.	1	0.1	0.1	98.7
I love the Vista Bus. You are great!	1	0.1	0.1	98.8
I need to travel from Carpinteria to Camarillo. I need to get there by 7:40am and I get there at 8:15am. I need a 5:50 bus to get me to the Government Center by 6:00am	1	0.1	0.1	98.8

B-6

2017 Title VI Fare Equity Survey
Ventura County Transportation Commission
Final Report

I would like to be able to pay fare with plastic TAP cards.	1	0.1	0.1	98.9
I would really love it we could get some sort of 'track my bus' app so we could see if buses are running on time.	1	0.1	0.1	99.0
I would support a fare increase if it will increase the number of available times.	1	0.1	0.1	99.0
I would support a fare increase if the county were to invest more in public transportation rather than relying on patchwork of private and for-profit institutions.	1	0.1	0.1	99.1
Late night service would be fantastic. Add more routes or open the DAR hotline to all users. Two hours and three transfers is unacceptable to get from Moorpark to Channel Islands. Don't raise fees unless you raise the service. East County is the worst route. 7 day service and extensions to Chatsworth and Camarillo are needed. Saturday service is awful. There should be no layover on Southbound East County between Thousand Oaks Transit Center and The Oaks.	1	0.1	0.1	99.1
My stop has been cut from the schedule. Now I have to transfer which takes me an extra hour.	1	0.1	0.1	99.2
My use of the bus has greatly decreased because of the schedule change. Rides are almost 50% longer and there isn't an early enough bus or a 5:15 return bus.	1	0.1	0.1	99.3
Need to improve service to raise the rates. No Sunday service to Conjeo Valley, Simi to Ventura/Camarillo. Run the buses later on Saturday.	1	0.1	0.1	99.3
Please add a 5:15/5:30 pm bus pick up from Downtown Ventura. Many people, including myself, work 8-5 and have to wait for the 5:48 pm bus which is usually 15 minutes late already.	1	0.1	0.1	99.4
Please add a route to the Collection from the Santa Barbara Library at night.	1	0.1	0.1	99.5
Please consider reopening the bathroom for long trips between Santa Barbara and Ventura.	1	0.1	0.1	99.5
Saturday schedules should start earlier. Retail stores open at 10 am and during the holidays between 8-9 am.	1	0.1	0.1	99.6

B-7

2017 Title VI Fare Equity Survey
Ventura County Transportation Commission
Final Report

Students from Braille Institute greatly appreciate added stop VCTC provided. It has helped them in their daily routines. Thank you!	1	0.1	0.1	99.6
Thank you for your great bus service.	1	0.1	0.1	99.7
The value of the fare should be impacted by: 1) Reliability-how often the driver is on time, 2) Schedule options, 3) Availability of WiFi services	1	0.1	0.1	99.8
There are already reduced hours at certain stops. It's not the customers fault that your "better" schedules are costing you more. Don't raise prices and reduce operation hours versus losing a customer.	1	0.1	0.1	99.8
We need more bus services. There should be routes connecting all of Ventura County's Metrolink stations together during non-prime times and in non-prime directions.	1	0.1	0.1	99.9
Would like if you could get buses going to Conejo Industrial Park Hill Crest Dr. & Mitchell Rd-Northeast corner on Saturdays. Also would like buses running through the Ventura Government Center on Saturdays.	1	0.1	0.1	99.9
You should fix the service that you messed up then think about raising the prices.	1	0.1	0.1	100.0
Total	1,647	100.0	100.0	



Appendix C

Route Profiles

The following Route Profiles present information specific to individual routes relative to customer ethnicity, language, income level, reason for riding, and other possible mobility alternatives.

Given multiple responses were allowed, response totals may exceed 100 percent.

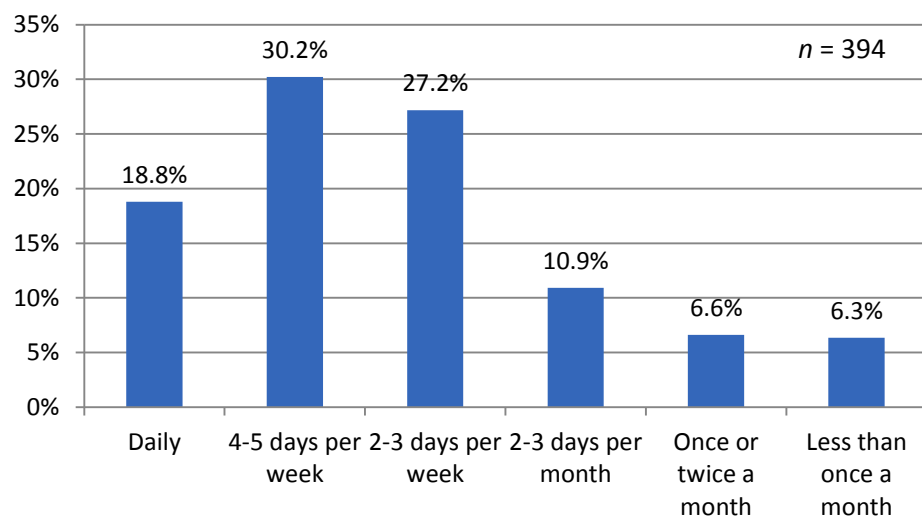
Highway 126

“Typical” Rider Profiles

By analyzing the simple frequencies arising from the collected data, we developed a profile of the “typical” rider of Highway 126 Route:

- Self-identifies as Hispanic and/or Latino (74.7 percent).
- Speaks English very well (76.5 percent).
- Is employed at least part-time (45.7 percent).
- Is not a student (78.8 percent).
- Reports an approximate household income less than \$25,000 (62.4 percent).
- Rides at least two to three days per week (76.2 percent).
- Pays cash for their trip (79.2 percent).
- Would support a fare policy based on distance traveled (29 percent).
- Would be willing to pay a fare increase of 25 cents (73.3 percent).
- A fare increase would not impact route usage (60 percent).

Exhibit C1a. Frequency of usage



C-1

Exhibit C1b. Fare type

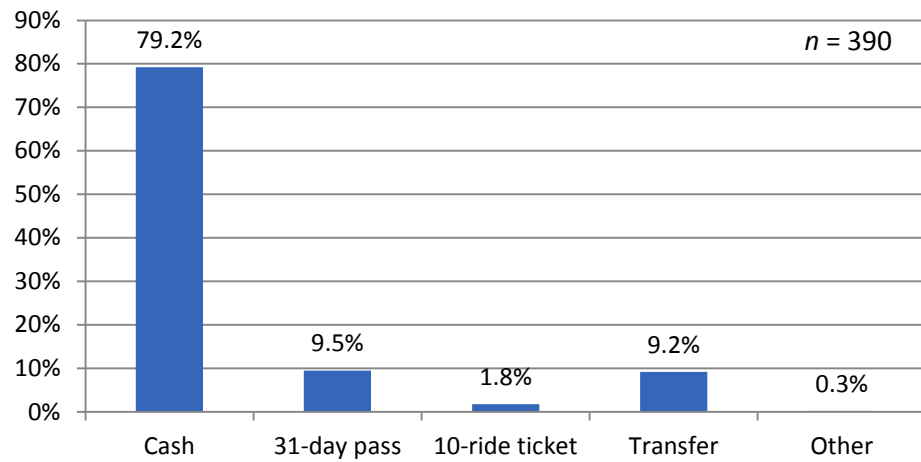


Exhibit C1c. Fare increase

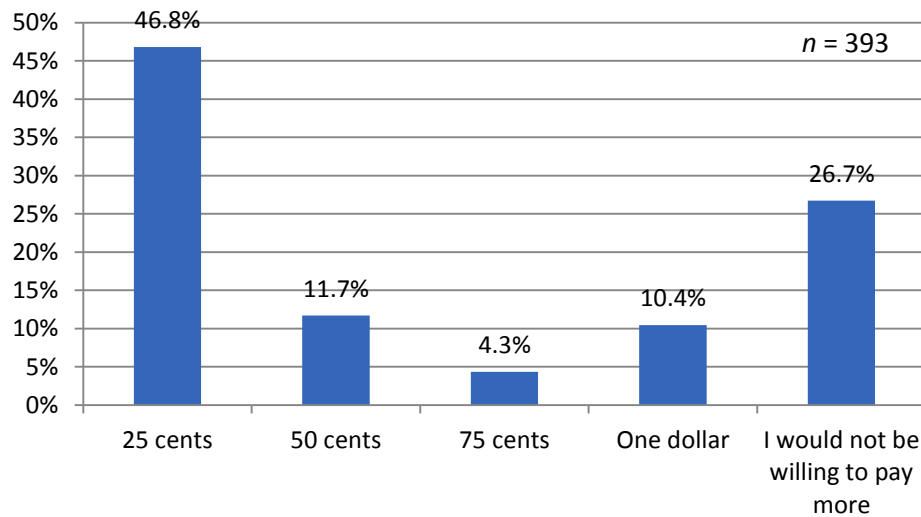


Exhibit C1d. Fare impact on usage

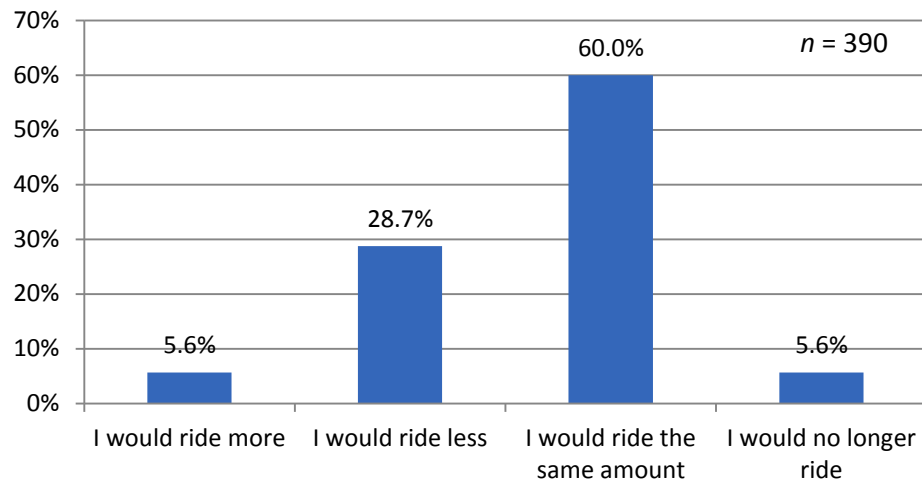


Exhibit C1e. Fare increase support

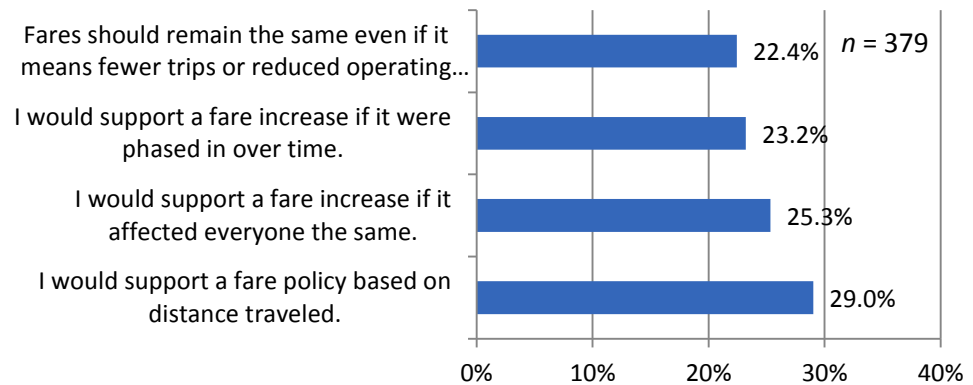


Exhibit C1f. Employment status

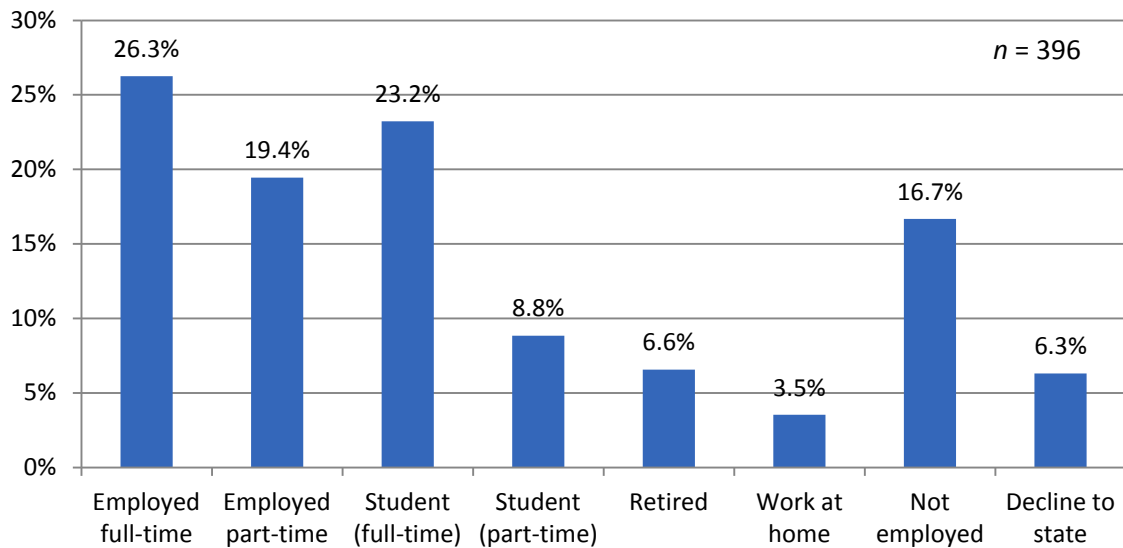


Exhibit C1g. Ethnicity

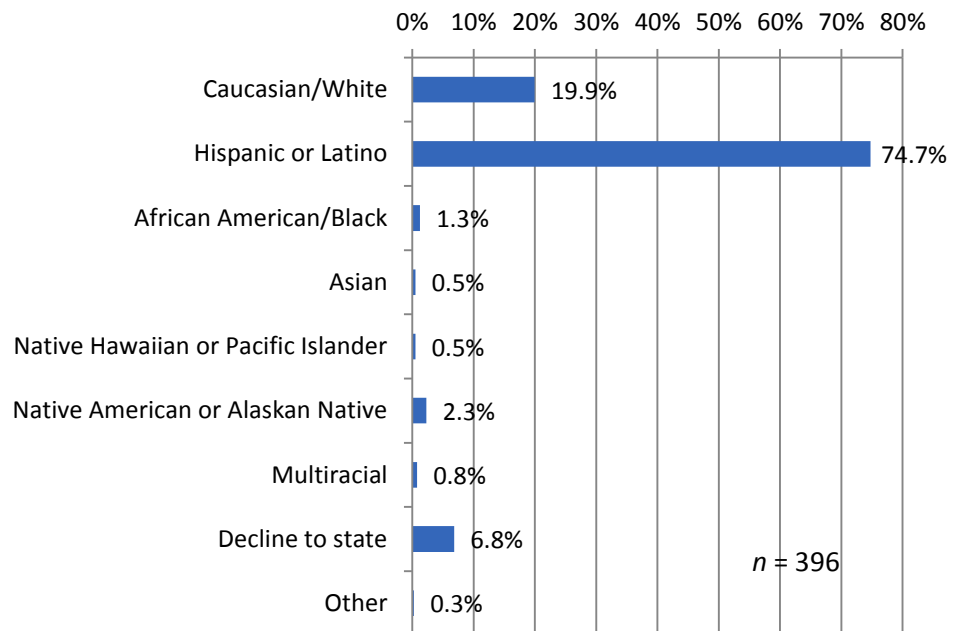


Exhibit C1h. Languages

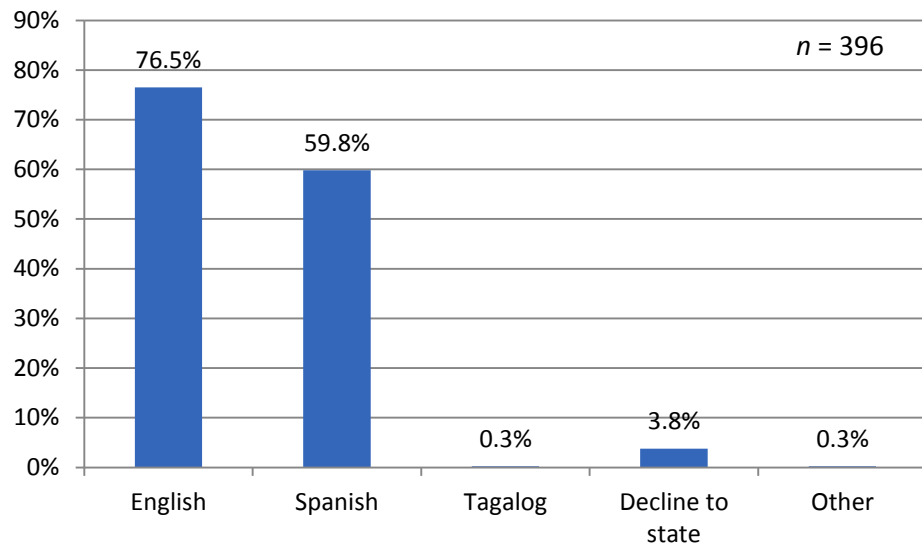


Exhibit C1i. English proficiency

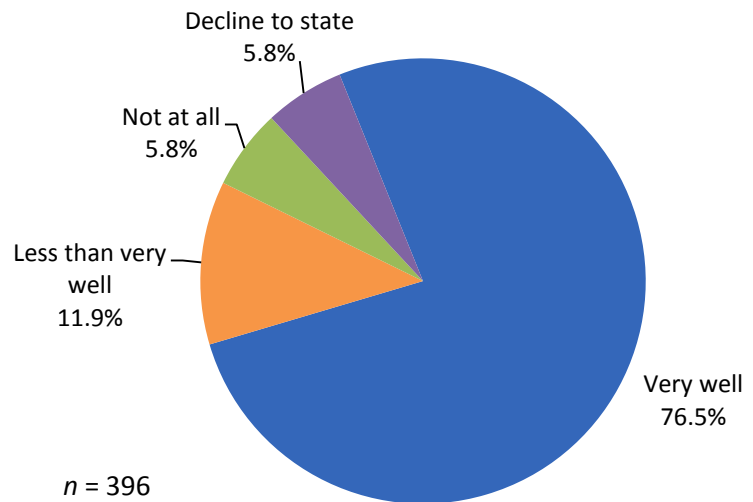


Exhibit C1j-1. Household income

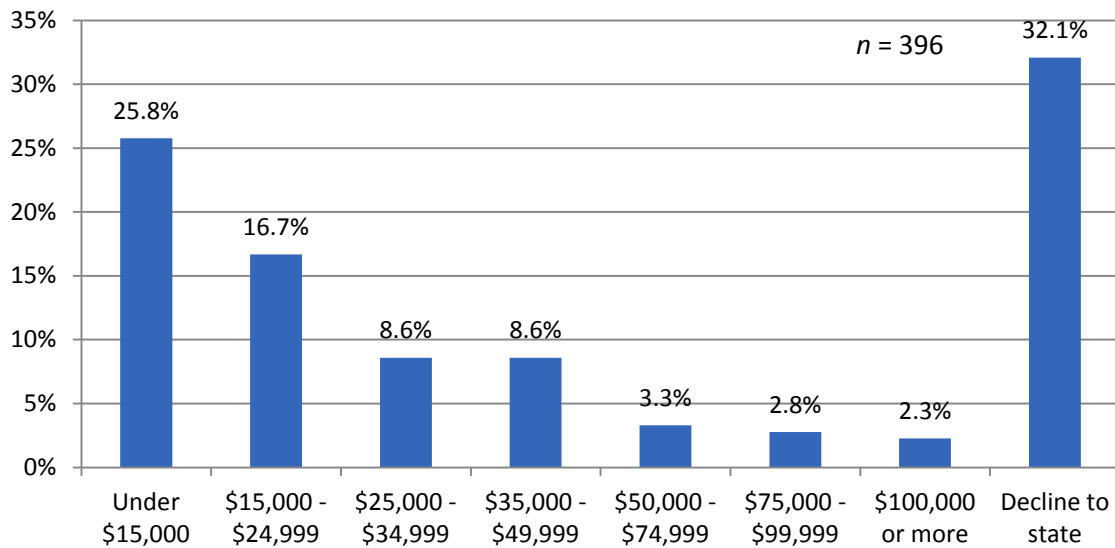


Exhibit C1j-2. Adjusted Household income

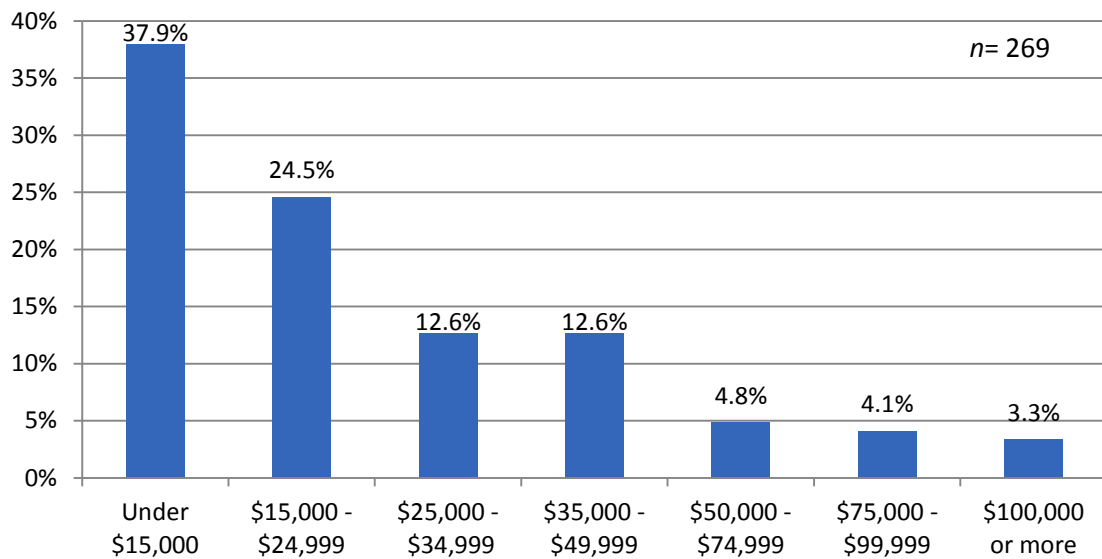
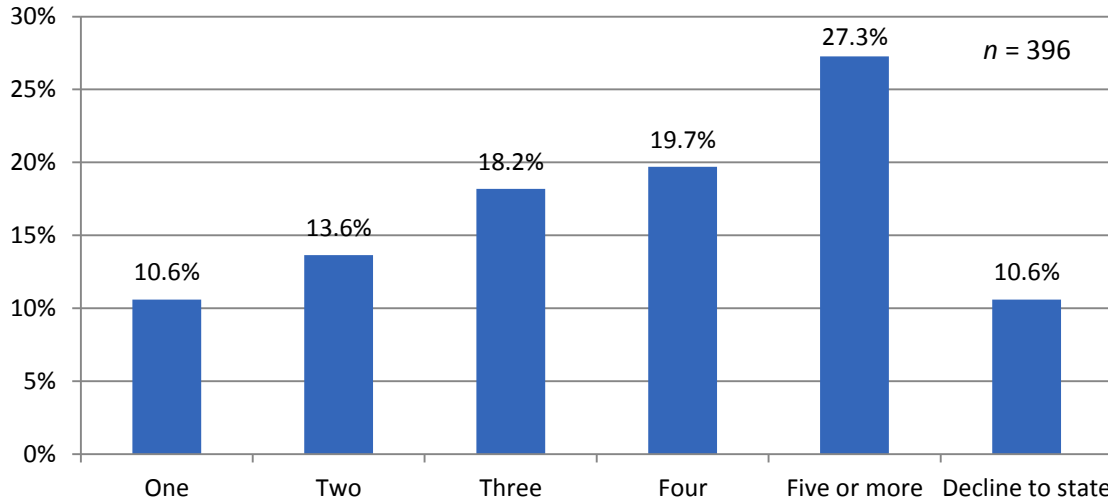


Exhibit C1k. Household size



Highway 101

“Typical” Rider Profiles

By analyzing the simple frequencies arising from the collected data, we developed a profile of the “typical” rider of Highway 101 Route:

- Self-identifies as Hispanic and/or Latino (43.3 percent).
- Speaks English very well (82.7 percent).
- Is employed at least part-time (57.7 percent).
- Is not a student (81.5 percent).
- Reports an approximate household income less than \$25,000 (56.7 percent).
- Rides at least two to three days per week (72.3 percent).
- Pays cash for their trip (67 percent).
- Would support a fare policy based on distance traveled (27.7 percent).
- Would be willing to pay a fare increase of 25 cents (73.4 percent).
- A fare increase would not impact route usage (65.6 percent).

Exhibit C2a. Frequency of usage

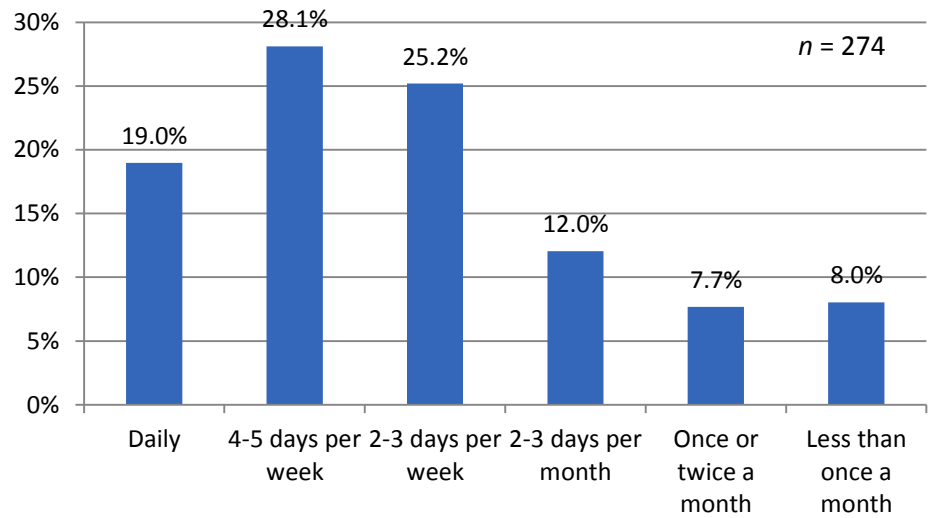


Exhibit C2b. Fare type

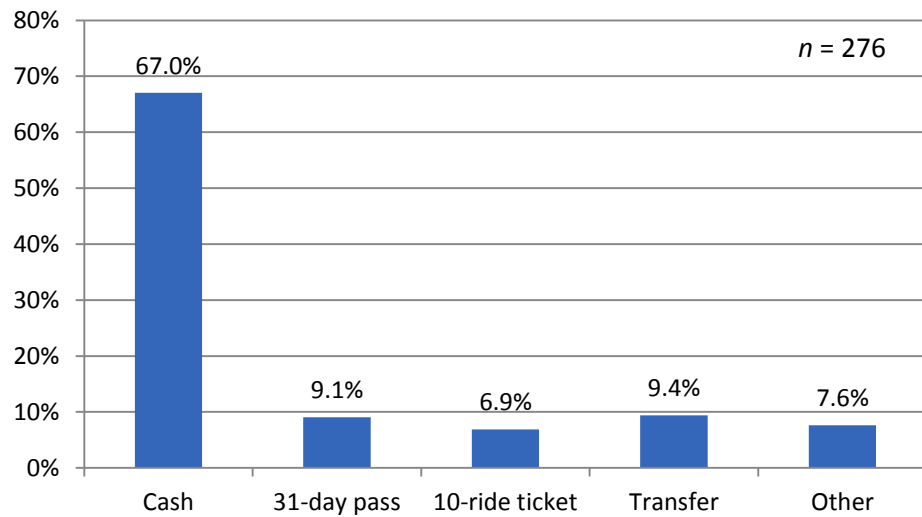


Exhibit C2c. Fare increase

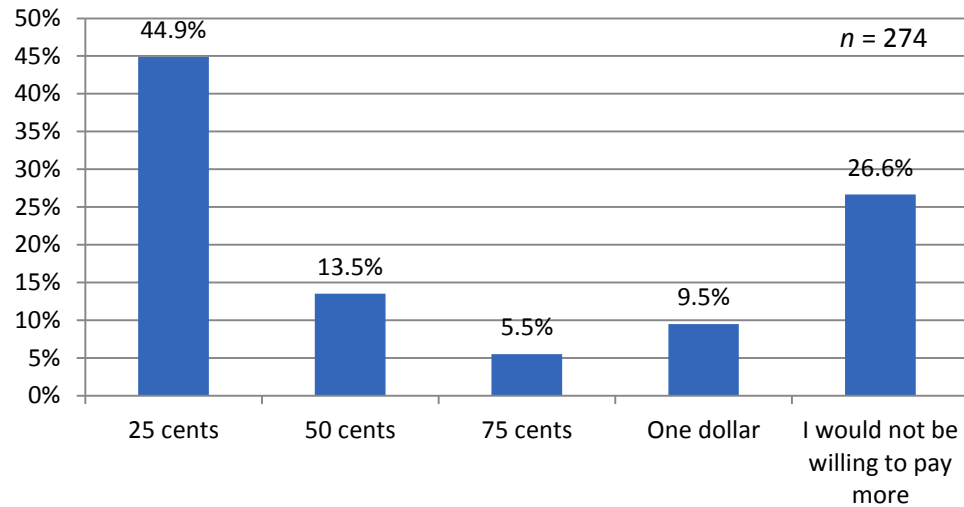


Exhibit C2d. Fare impact on usage

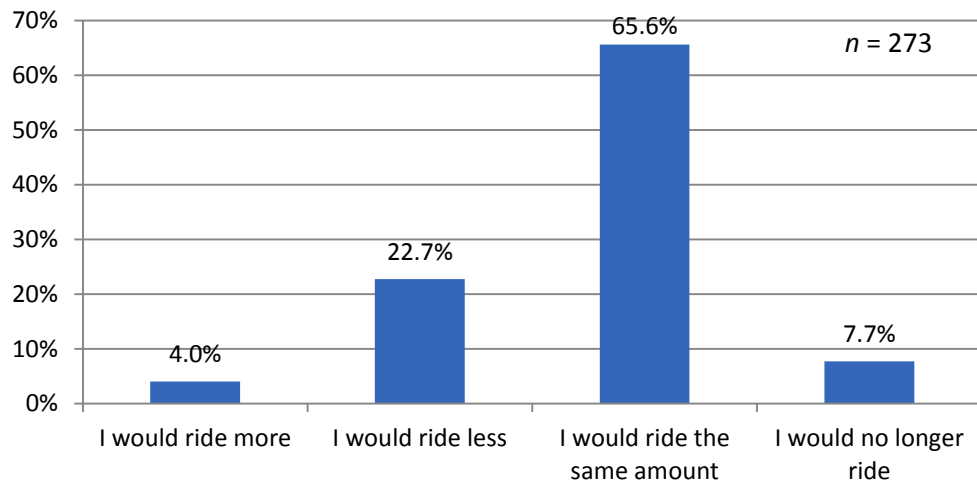


Exhibit C2e. Fare increase support

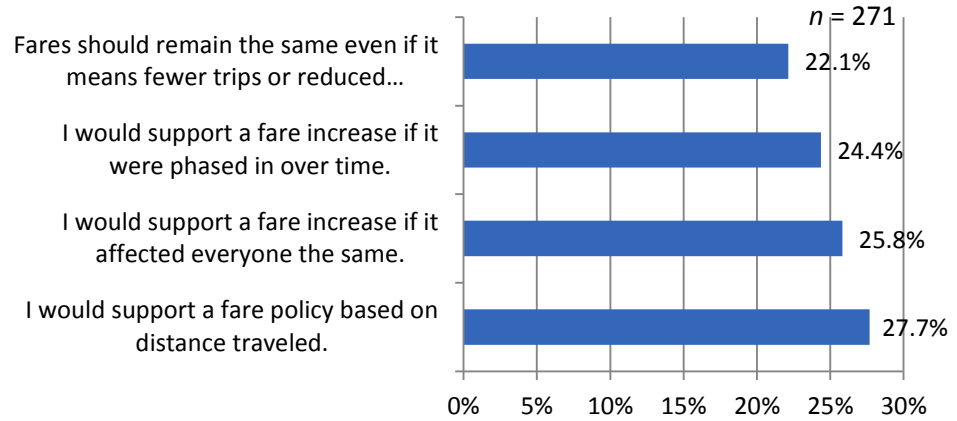
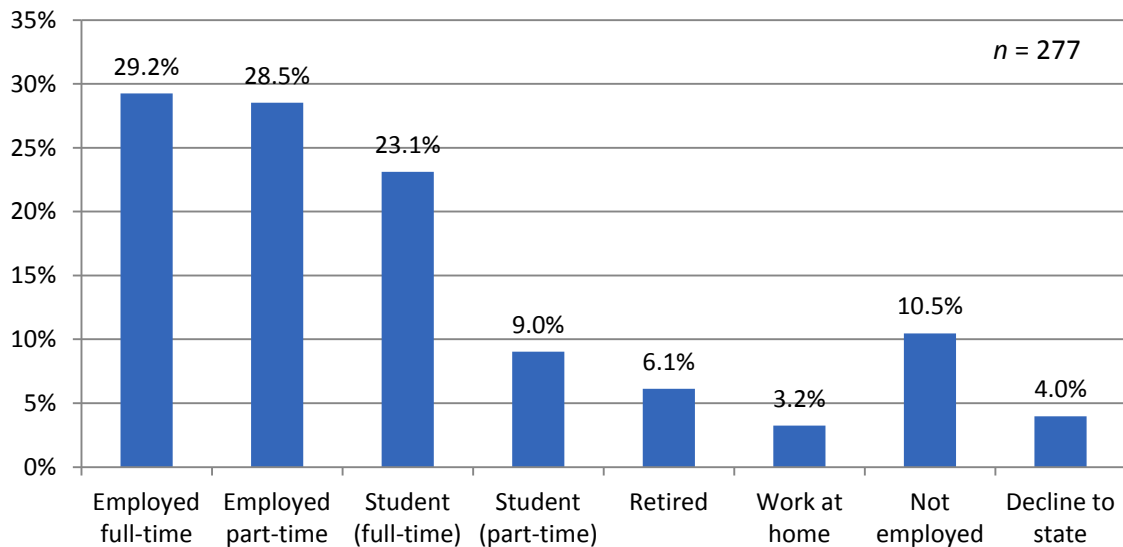


Exhibit C2f. Employment status



2017 Title VI Fare Equity Survey
Ventura County Transportation Commission
Final Report

Exhibit C2g. Ethnicity

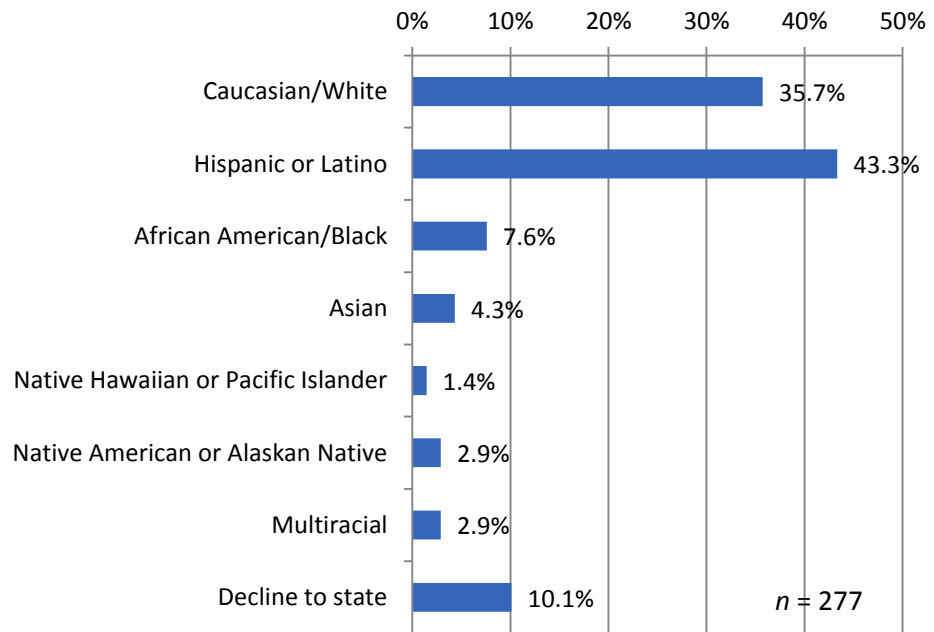


Exhibit C2h. Languages

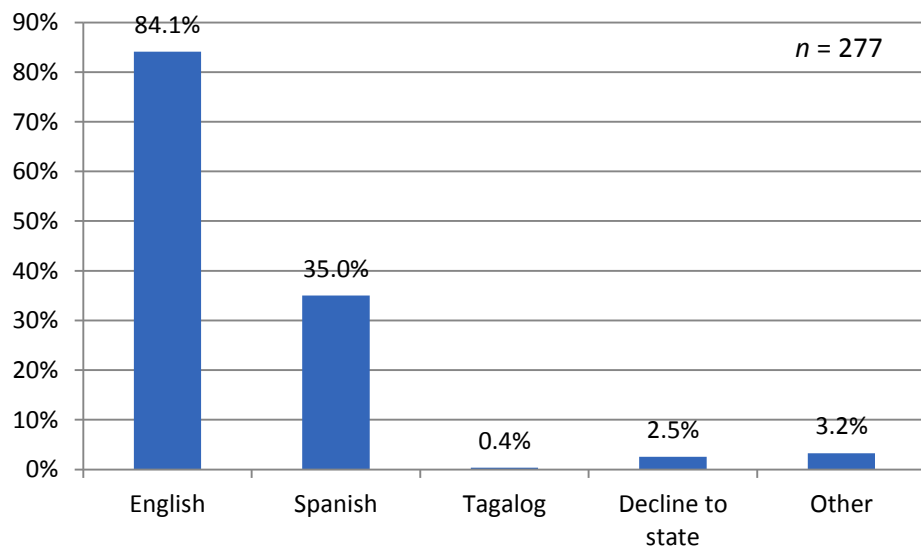


Exhibit C2i. English proficiency

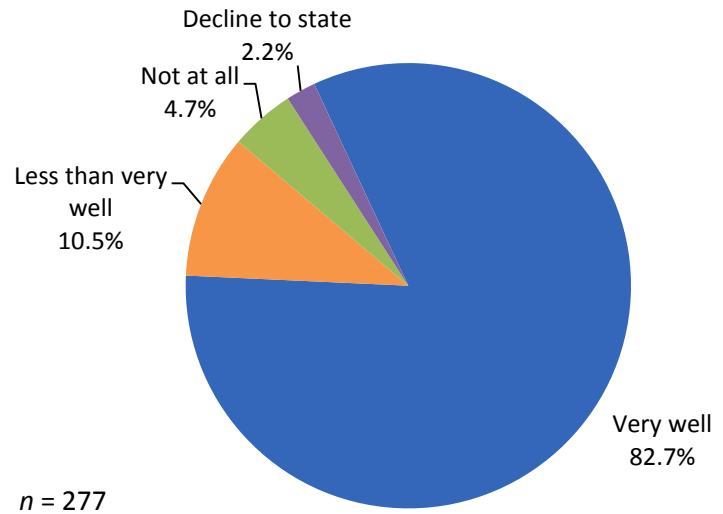


Exhibit C2j-1. Household income

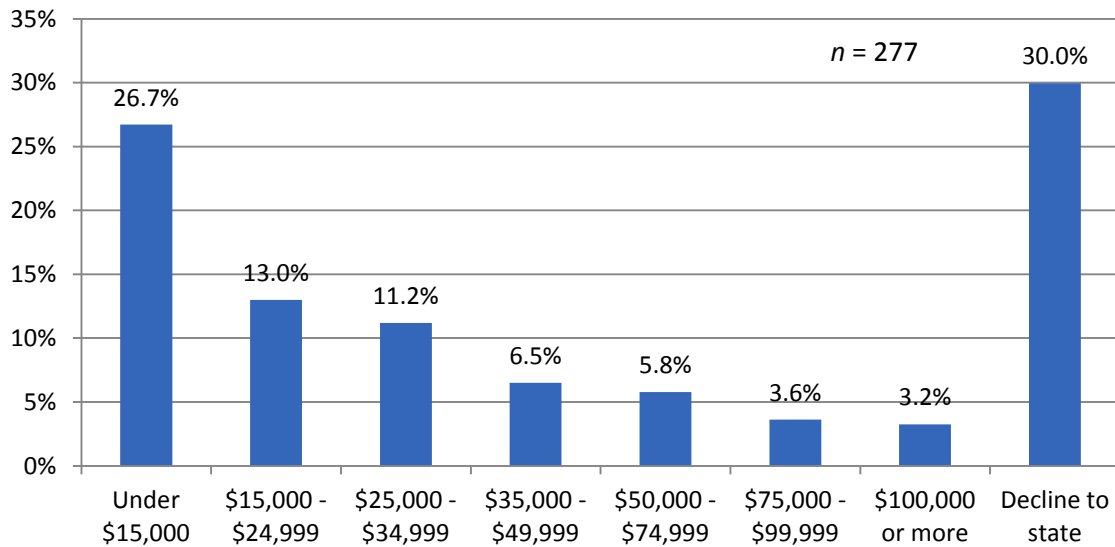


Exhibit C2j-2. Adjusted Household income

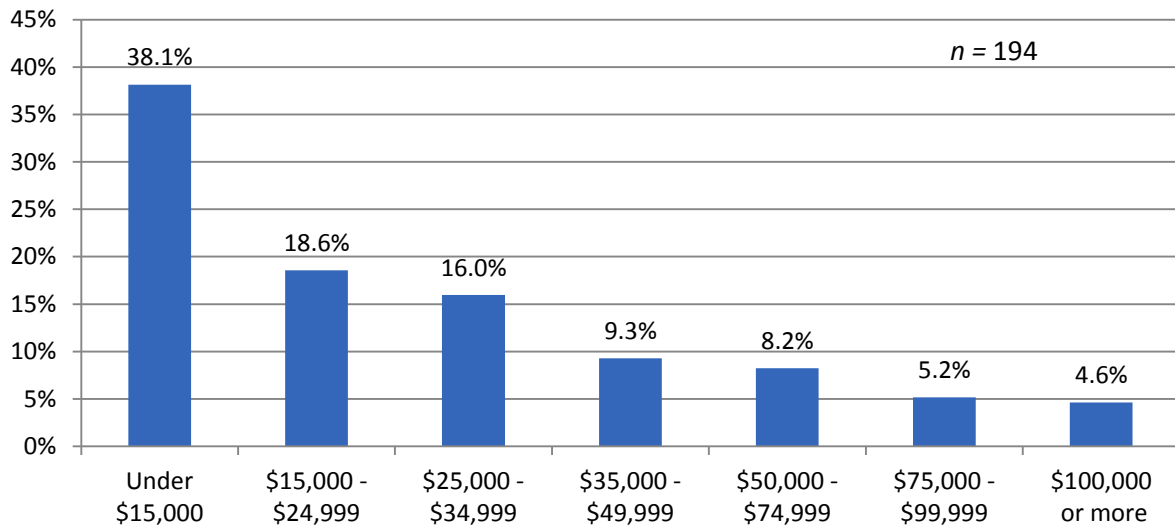
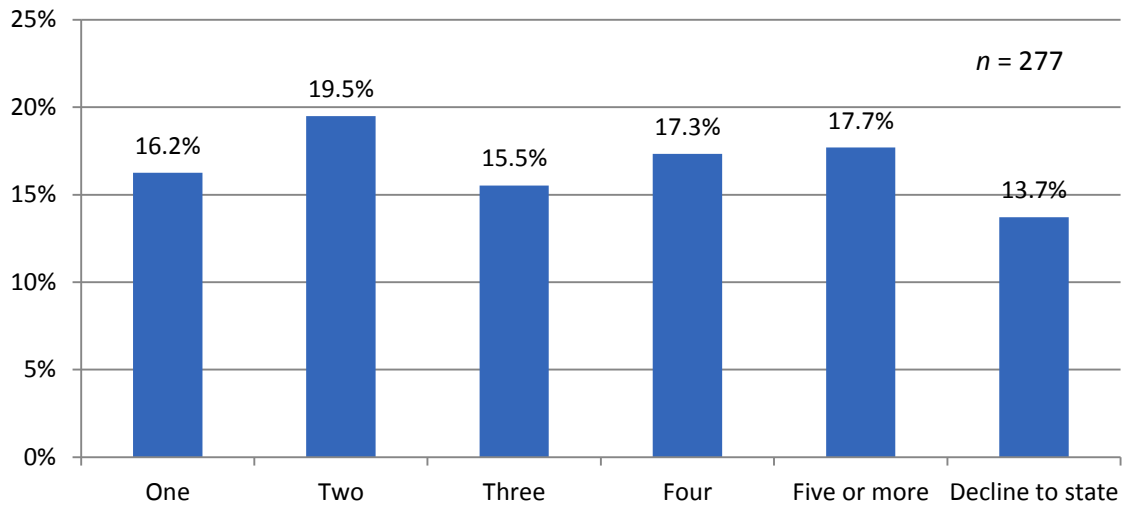


Exhibit C2k. Household size



East County

“Typical” Rider Profiles

By analyzing the simple frequencies arising from the collected data, we developed a profile of the “typical” rider of East County Route:

- Self-identifies as Hispanic and/or Latino (39.3 percent).
- Speaks English very well (89.3 percent).
- Is a student at least part-time (53.9 percent).
- Reports an approximate household income less than \$35,000 (60.8 percent).
- Rides at least two to three days per week (59.1 percent).
- Pays cash for their trip (70.6 percent).
- Would support a fare increase if it affected everyone the same (30.5 percent).
- Would be willing to pay a fare increase of 25 cents (78 percent).
- A fare increase would not impact route usage (69.7 percent).

Exhibit C3a. Frequency of usage

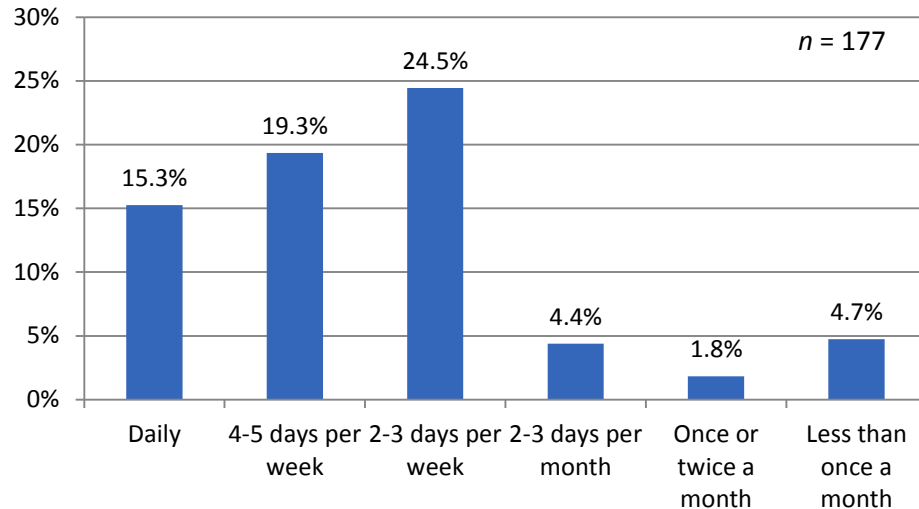


Exhibit C3b. Fare type

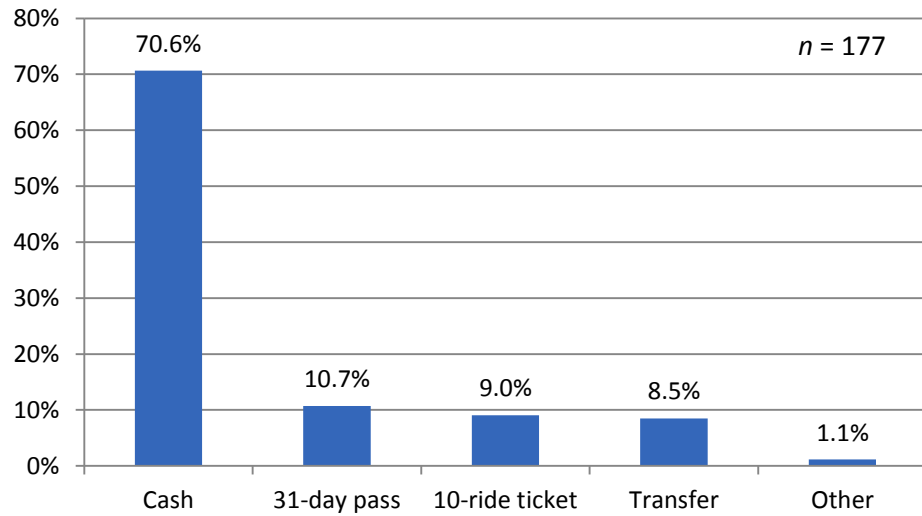


Exhibit C3c. Fare increase

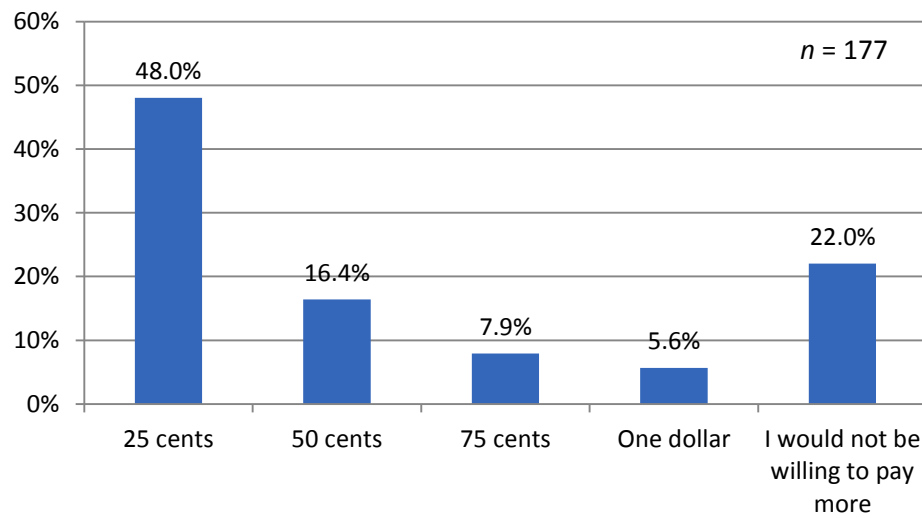


Exhibit C3d. Fare impact on usage

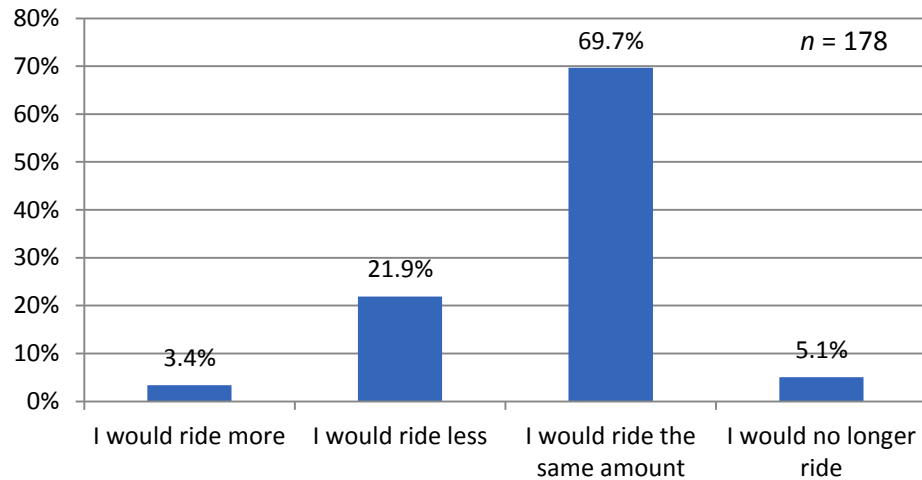


Exhibit C3e. Fare increase support

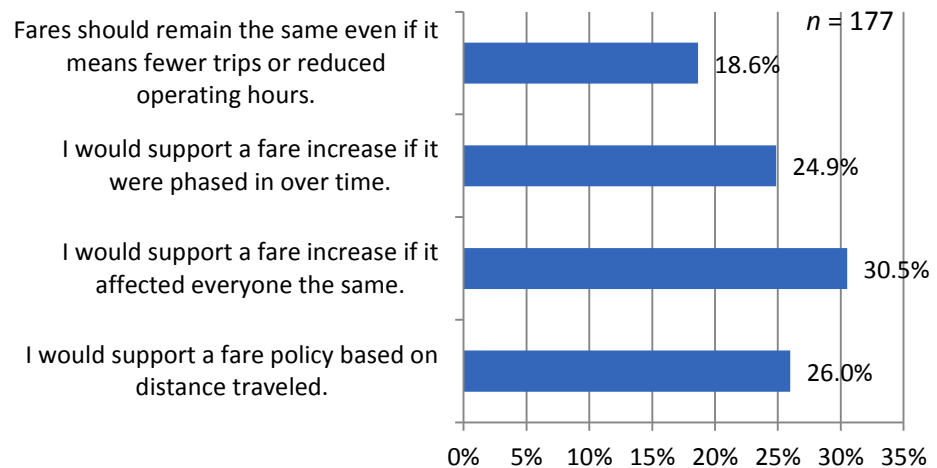


Exhibit C3f. Employment status

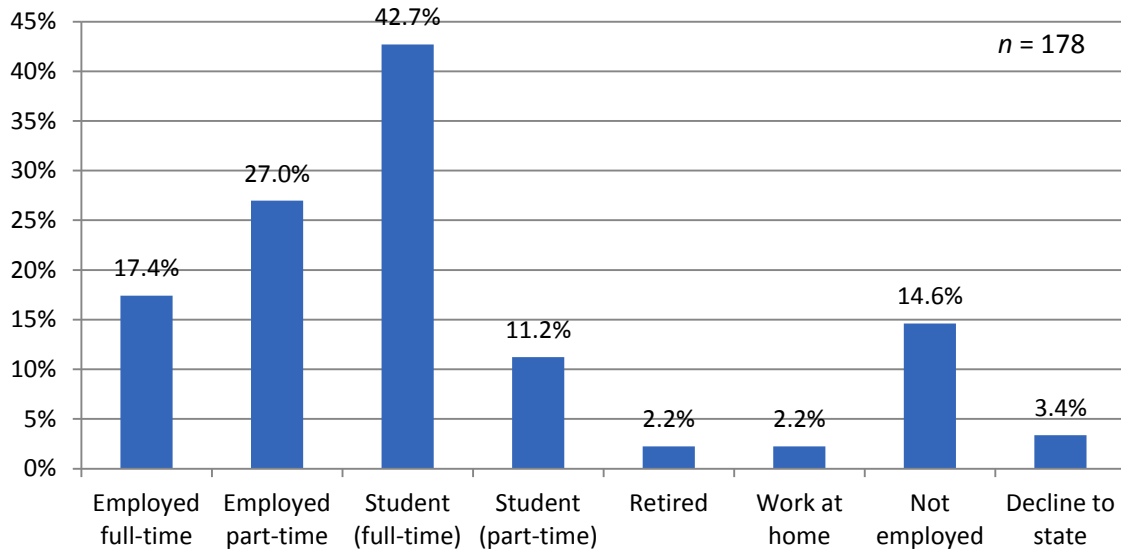


Exhibit C3g. Ethnicity

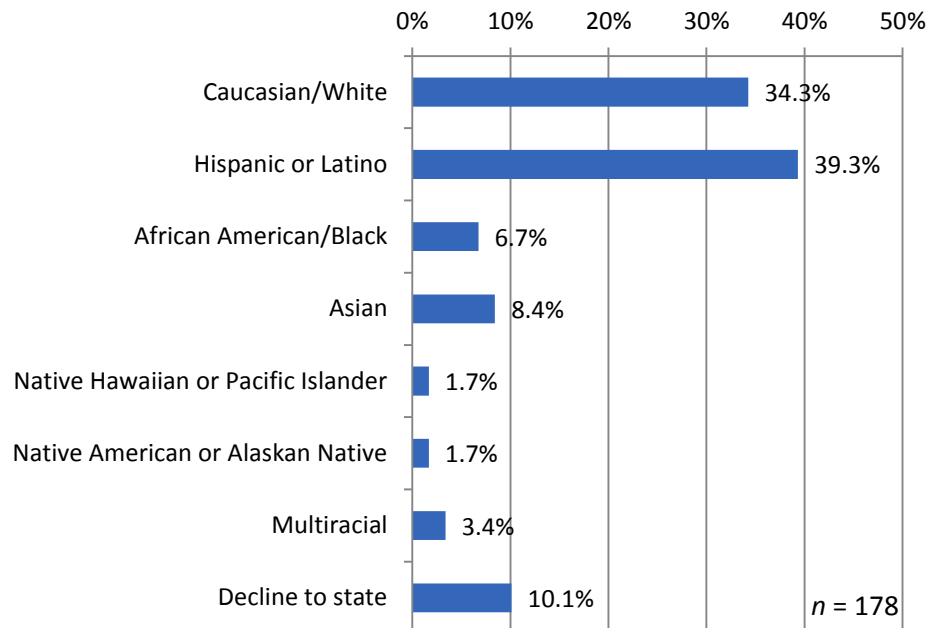


Exhibit C3h. Languages

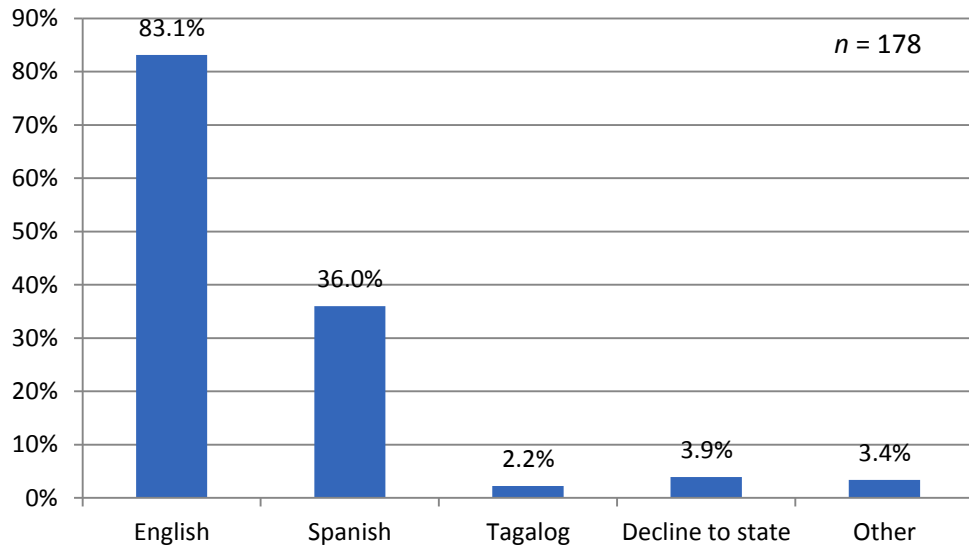


Exhibit C3i. English proficiency

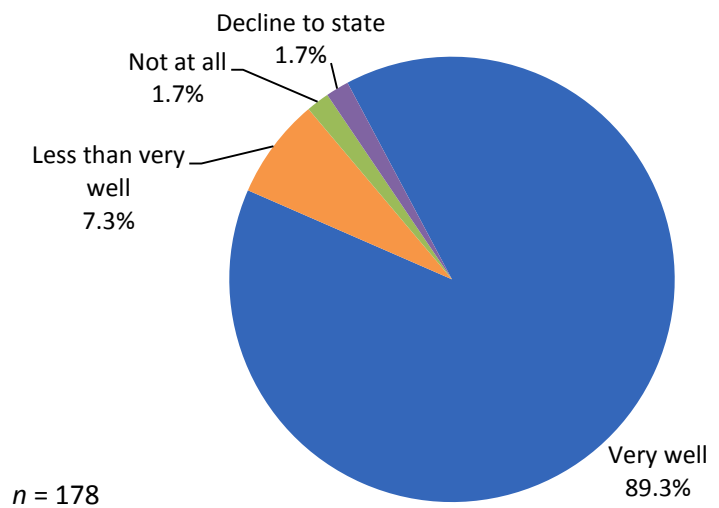


Exhibit C3j-1. Household income

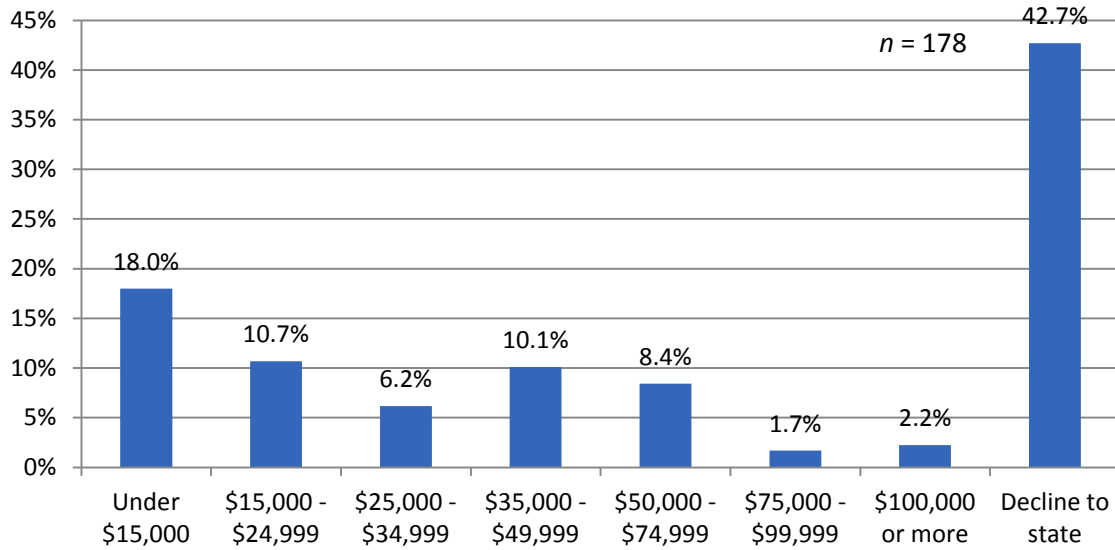


Exhibit C3j-2. Adjusted Household income

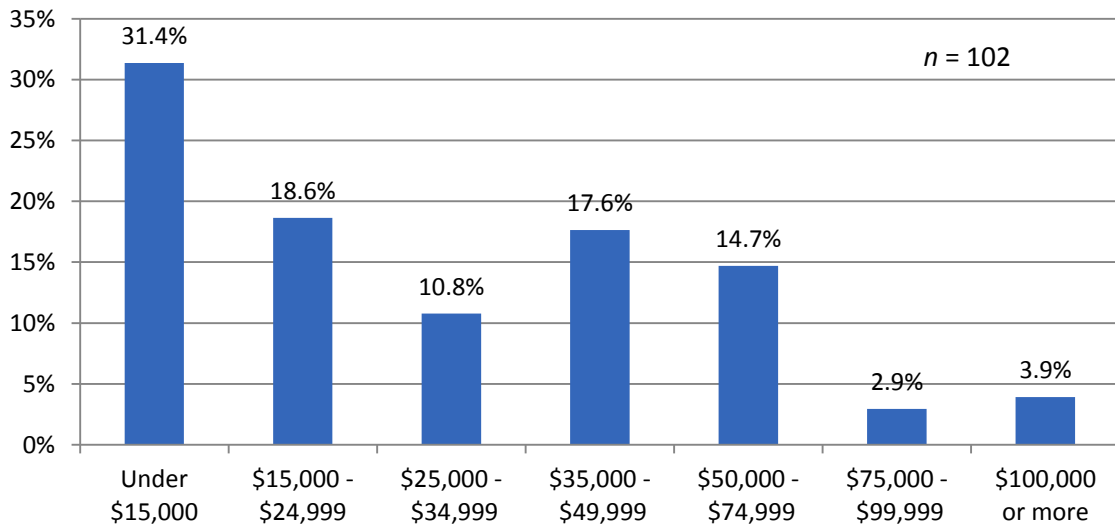
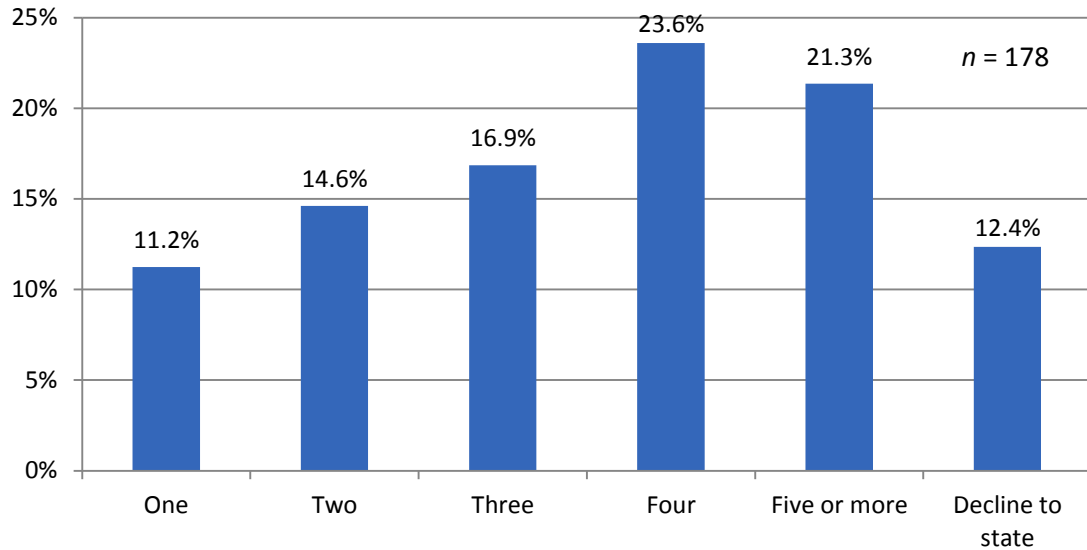


Exhibit C3k. Household size



CSUCI Connector

“Typical” Rider Profiles

By analyzing the simple frequencies arising from the collected data, we developed a profile of the “typical” rider of the CSUCI Connector Route:

- Self-identifies as Hispanic and/or Latino (54.4 percent).
- Speaks English very well (96.2 percent).
- Is a student at least part-time (73.4 percent).
- Reports an approximate household income less than \$35,000 (62.7 percent).
- Rides at least four to five days per week (62.8 percent).
- Uses the CSUCI shuttle card to pay for their trip (52.9 percent).
- Would support a fare policy based on distance traveled (39.9 percent).
- Would be willing to pay a fare increase of 25 cents (75.6 percent).
- A fare increase would not impact route usage (73.6 percent).

Exhibit C4a. Frequency of usage

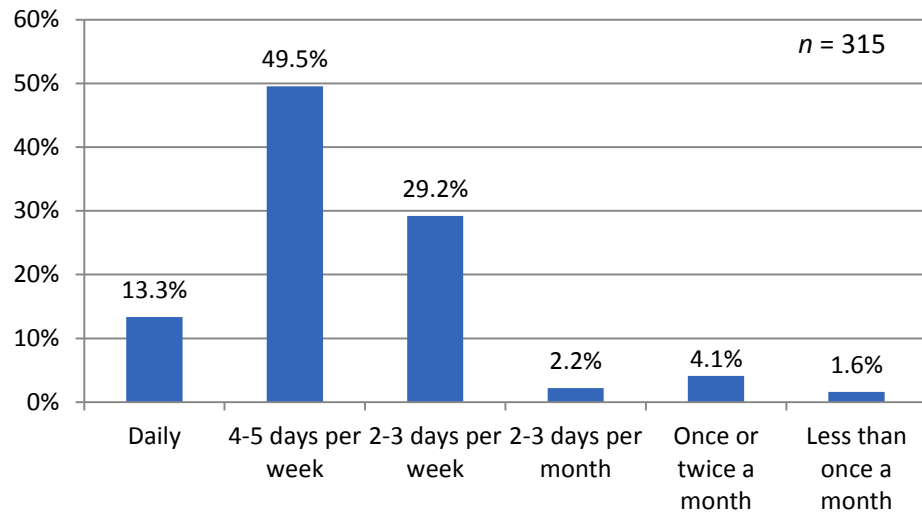


Exhibit C4b. Fare type

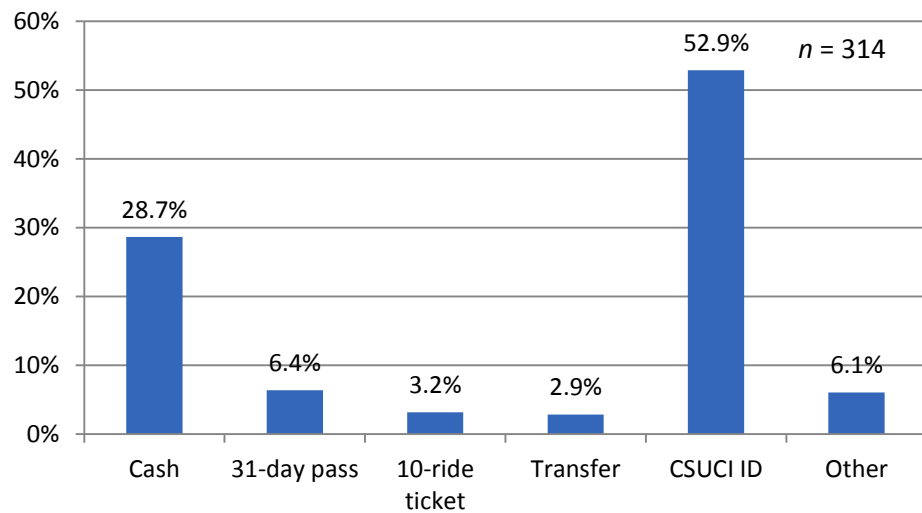


Exhibit C4c. Fare increase

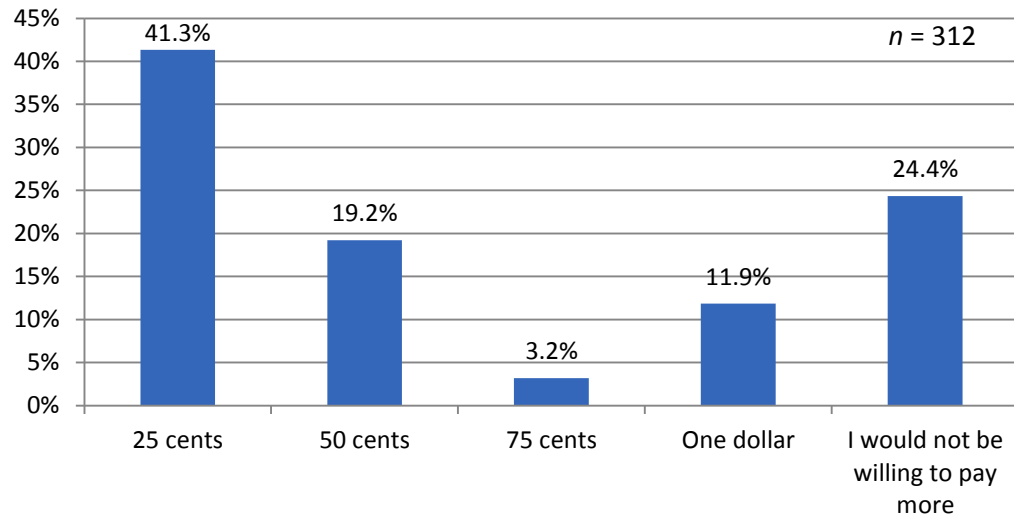


Exhibit C4d. Fare impact on usage

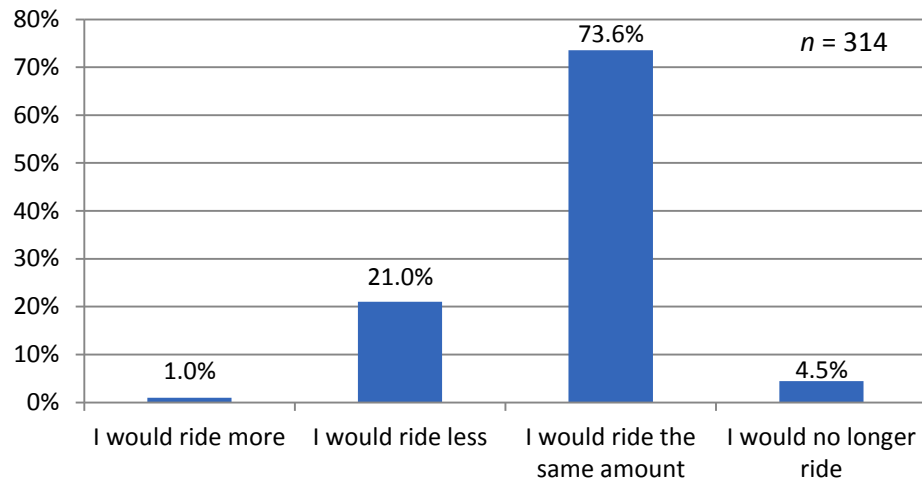


Exhibit C4e. Fare increase support

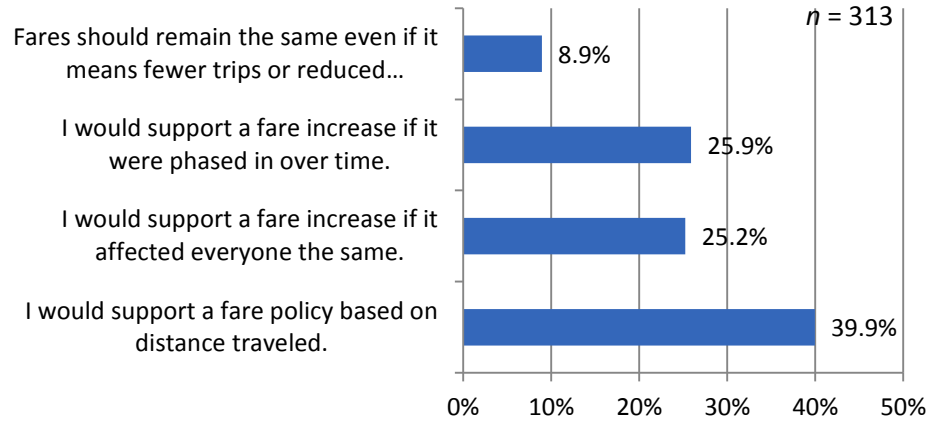
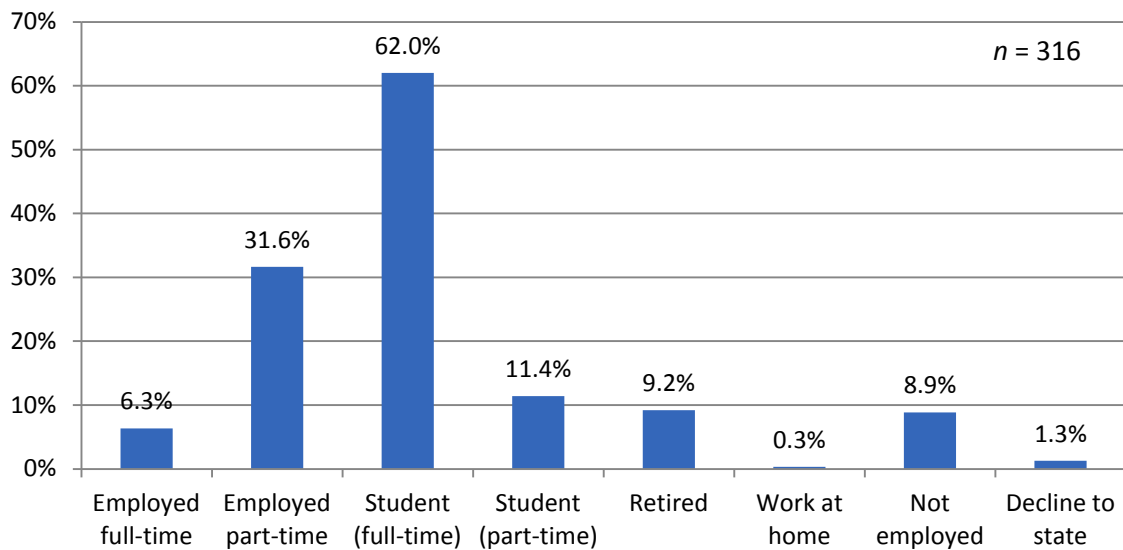


Exhibit C4f. Employment status



2017 Title VI Fare Equity Survey
Ventura County Transportation Commission
Final Report

Exhibit C4g. Ethnicity

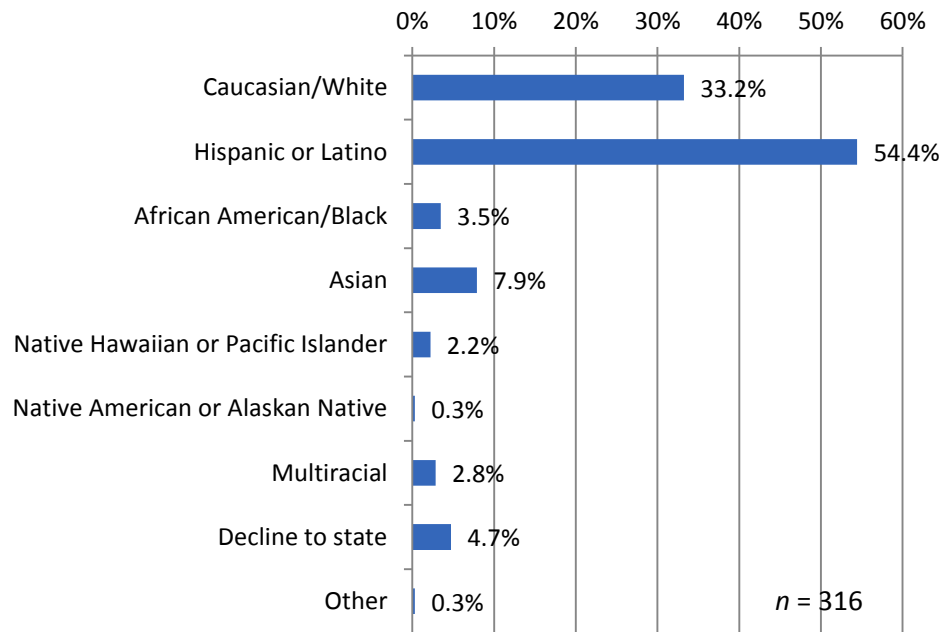
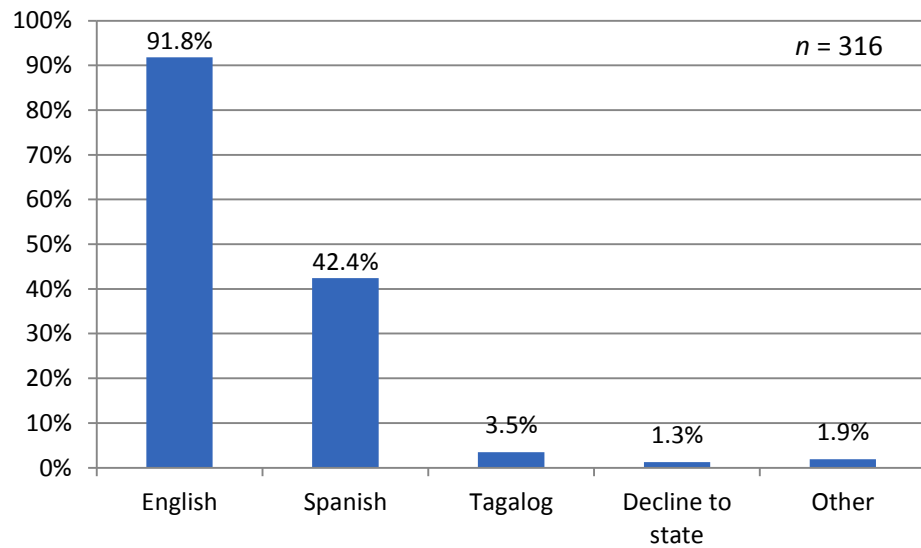


Exhibit C4h. Languages



C-24

Exhibit C4i. English proficiency

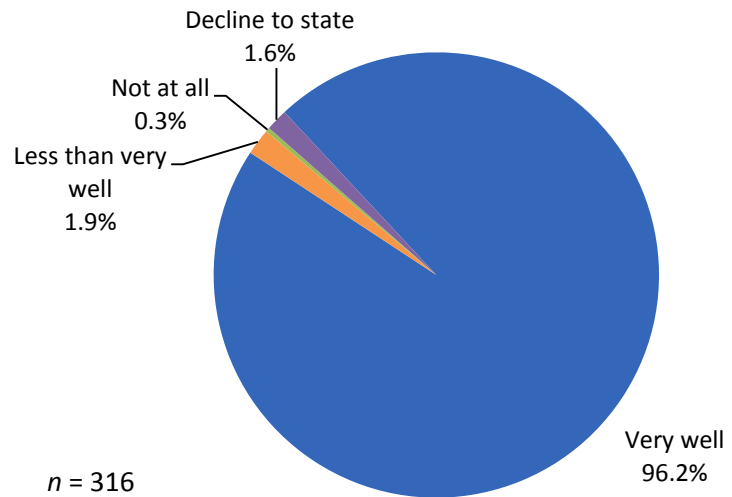
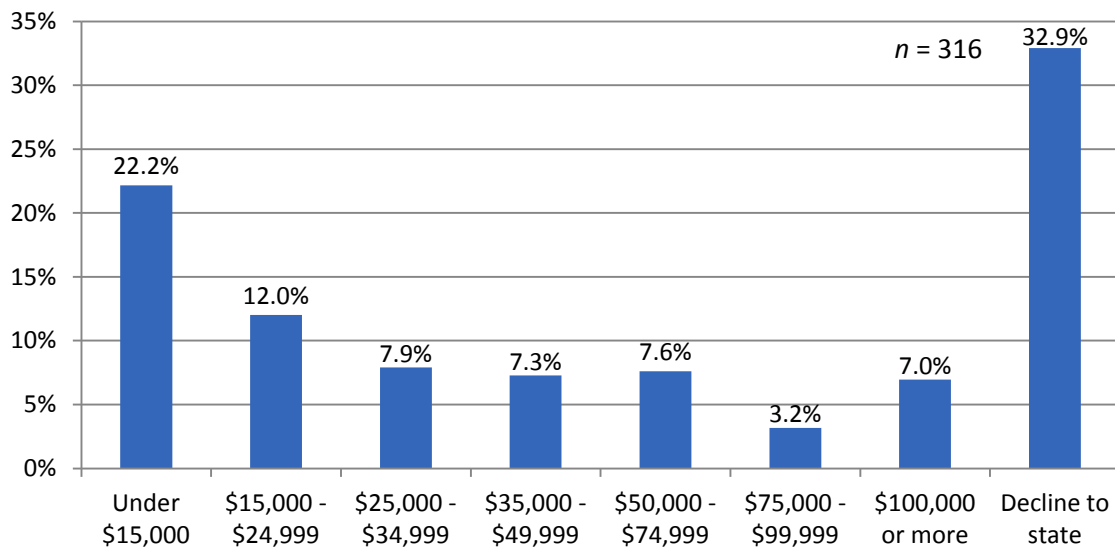


Exhibit C4j-1. Household income



C-25

Exhibit C4j-2. Adjusted Household income

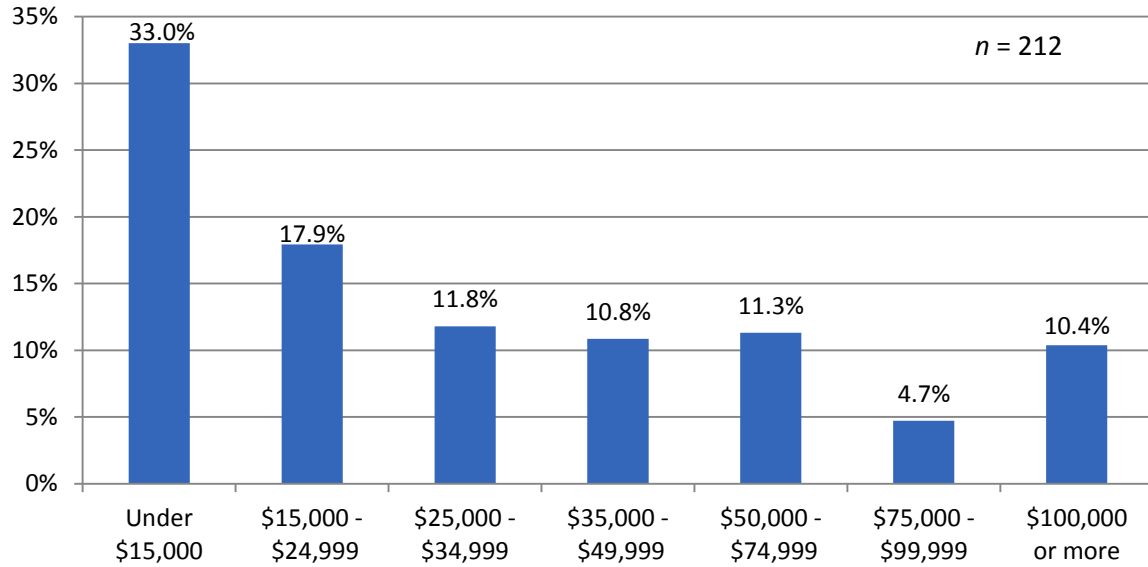
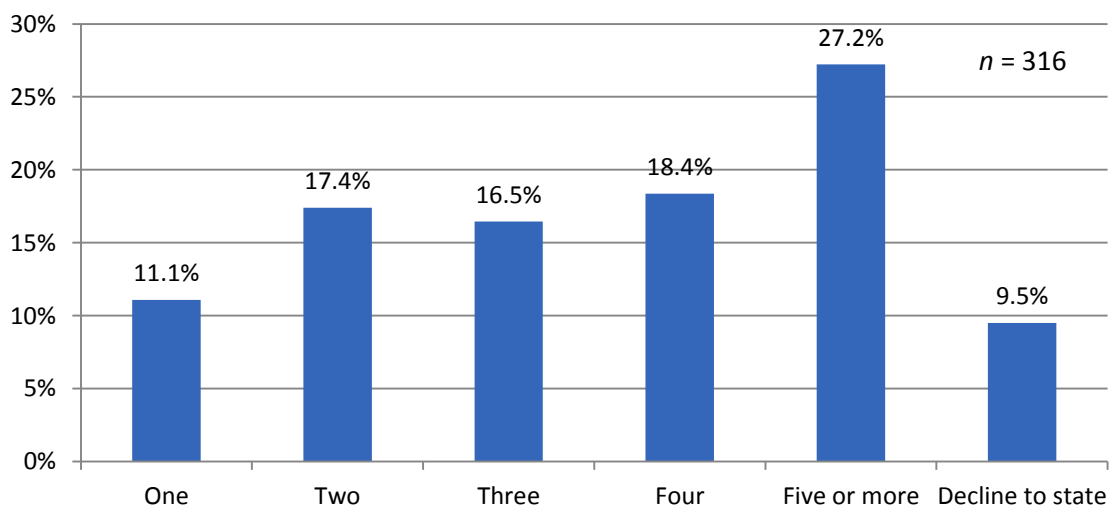


Exhibit C4k. Household size



Oxnard-Camarillo Connector

“Typical” Rider Profiles

By analyzing the simple frequencies arising from the collected data, we developed a profile of the “typical” rider of the Oxnard-Camarillo Connector Route:

- Self-identifies as Hispanic and/or Latino (54.8 percent).
- Speaks English very well (80.6 percent).
- Is employed at least part-time (46.8 percent).
- Is not a student (79.1 percent).
- Reports an approximate household income less than \$15,000 (50.6 percent).
- Rides at least two to three days per week (71 percent).
- Pays cash for their trip (65.3 percent).
- Would support a fare policy based on distance traveled (43 percent).
- Would be willing to pay a fare increase of 25 cents (82.9 percent).
- A fare increase would not impact route usage (68.9 percent).

Exhibit C5a. Frequency of usage

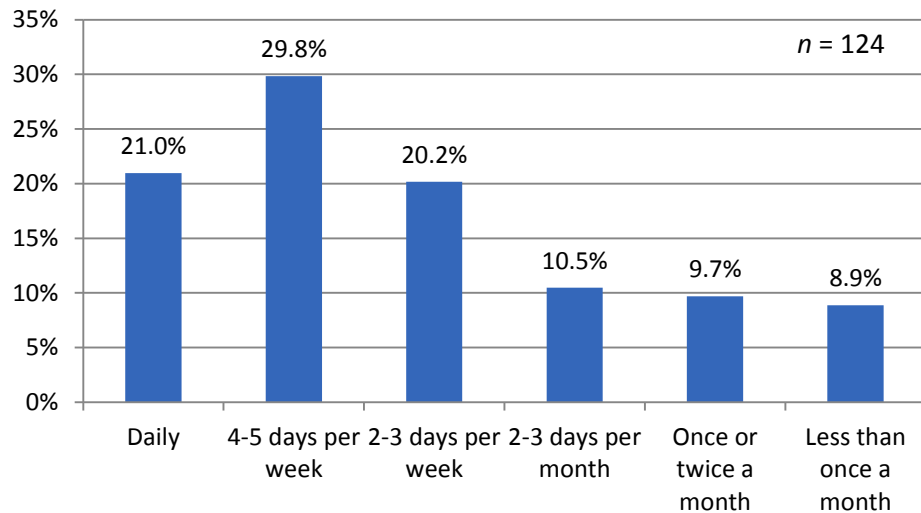


Exhibit C5b. Fare type

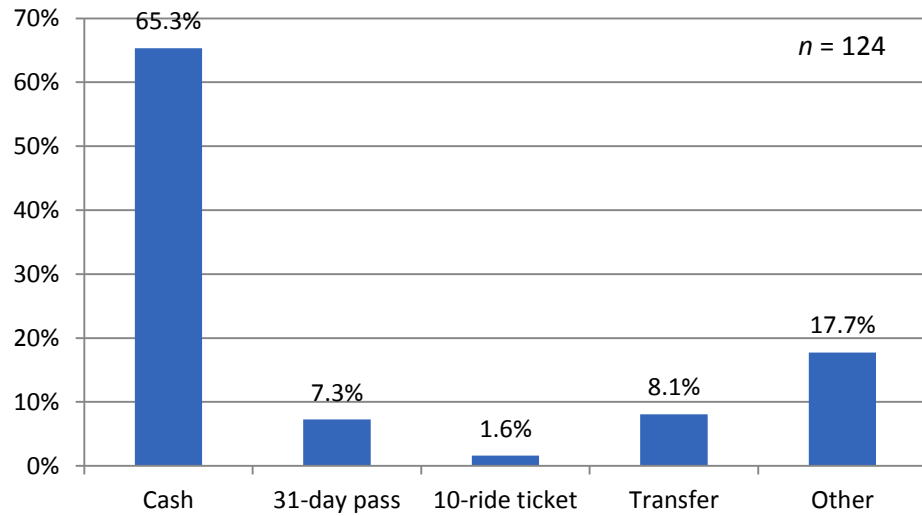


Exhibit C5c. Fare increase

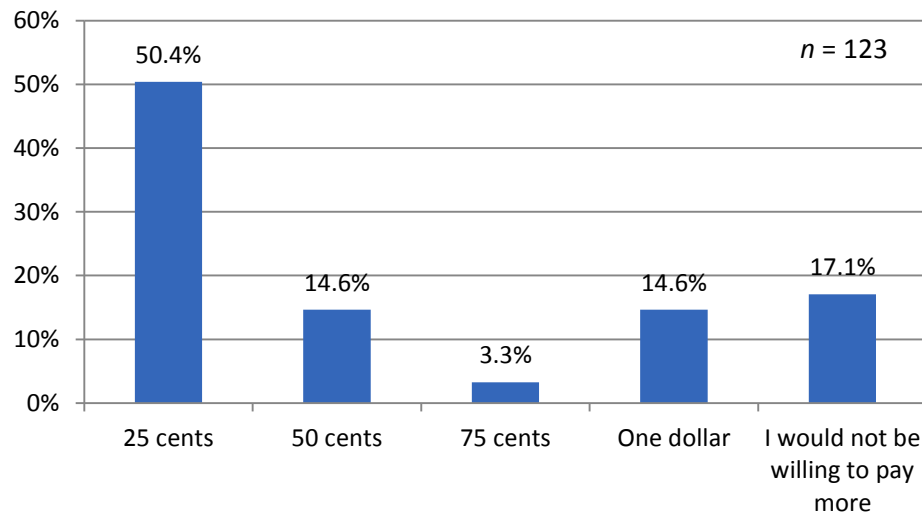


Exhibit C5d. Fare impact on usage

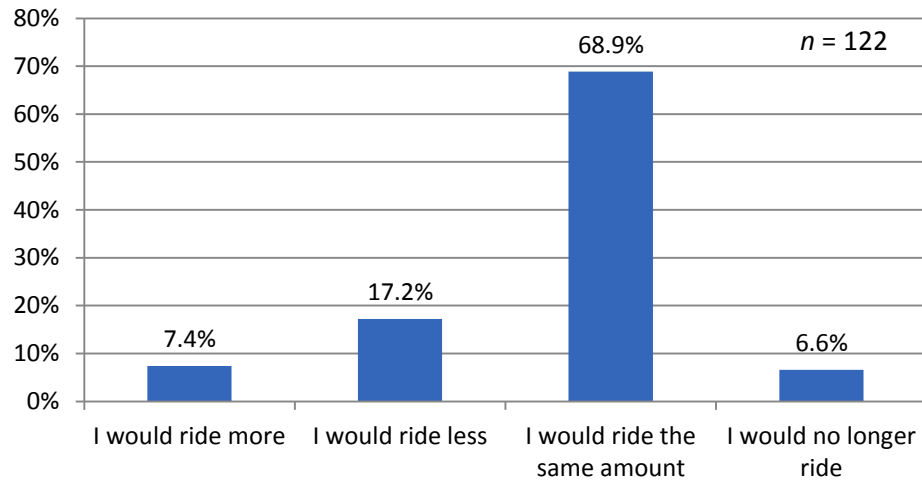


Exhibit C5e. Fare increase support

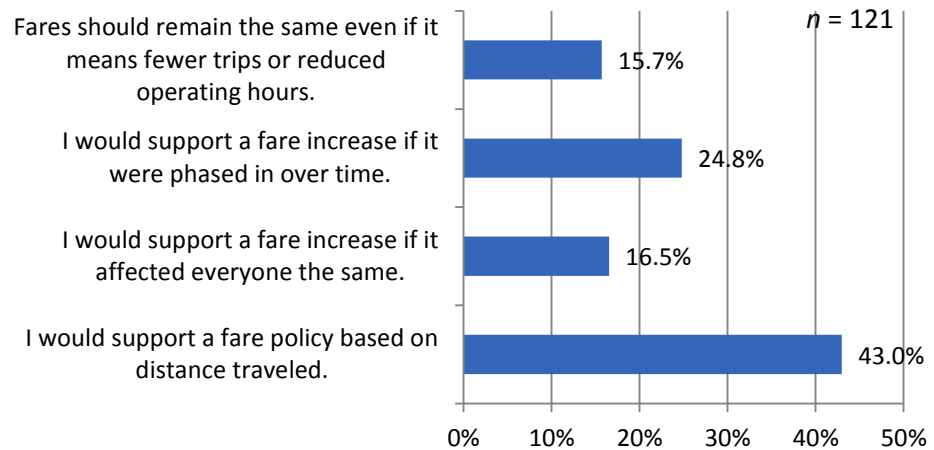


Exhibit C5f. Employment status

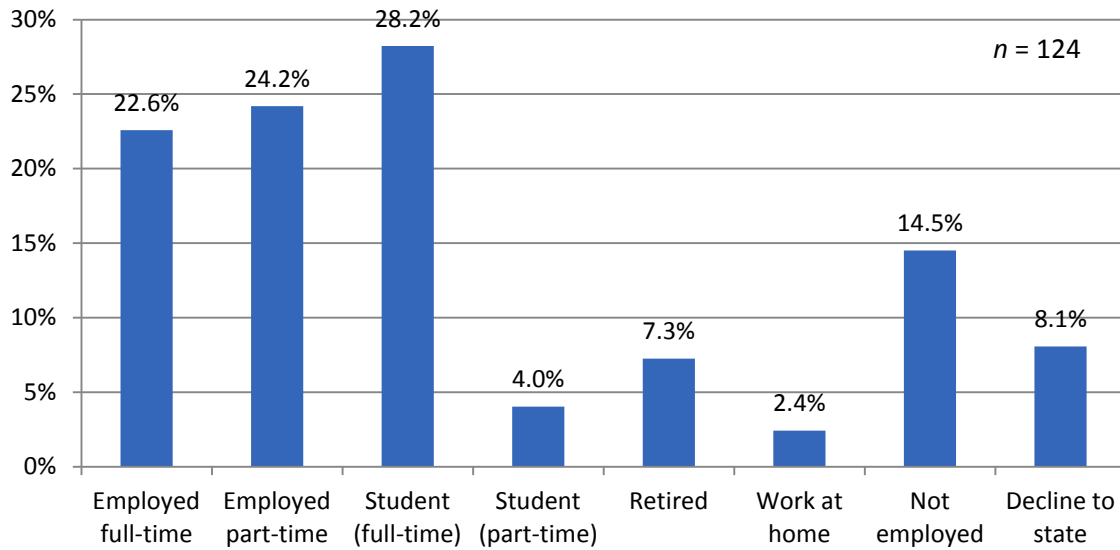


Exhibit C5g. Ethnicity

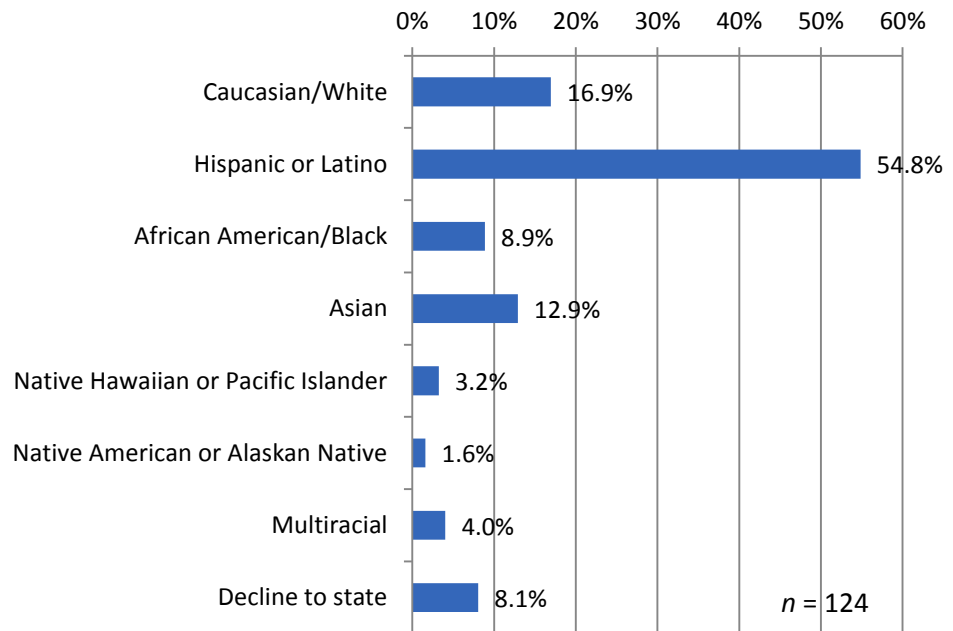


Exhibit C5h. Languages

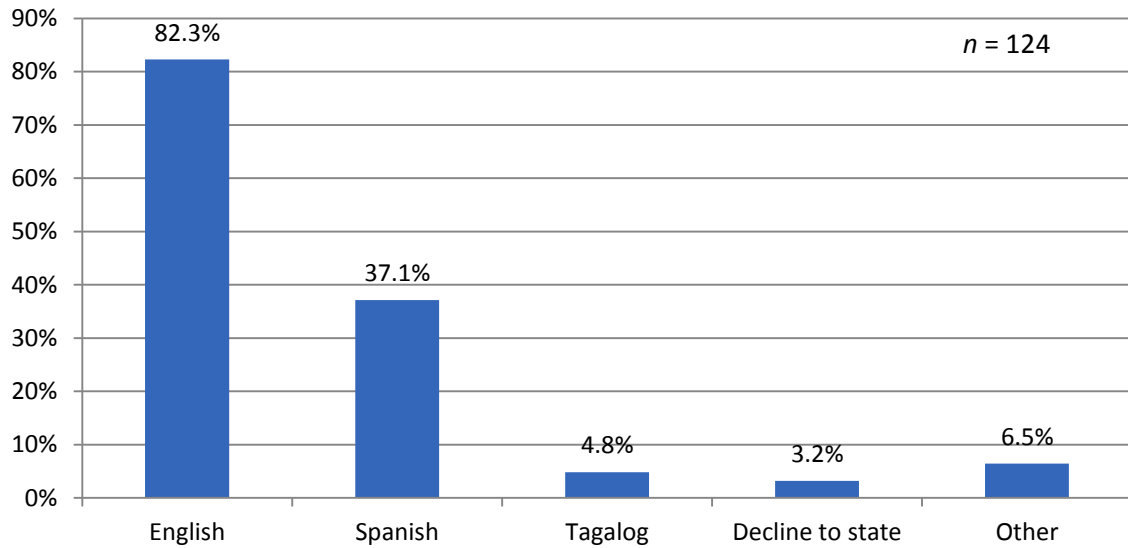


Exhibit C5i. English proficiency

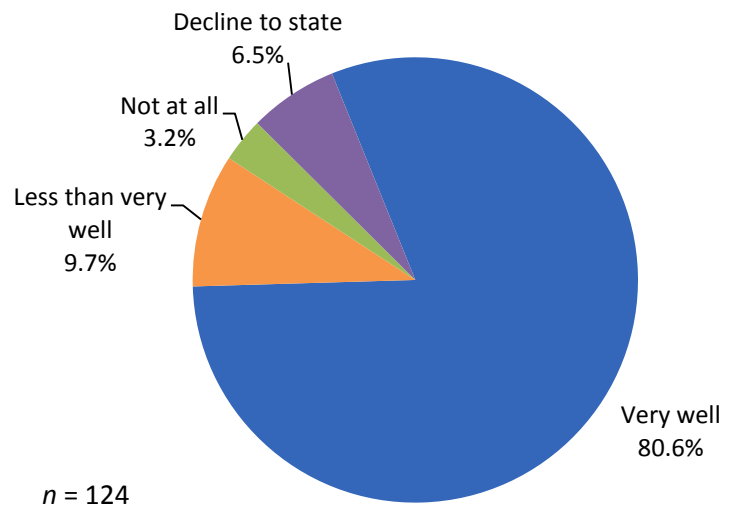


Exhibit C5j-1. Household income

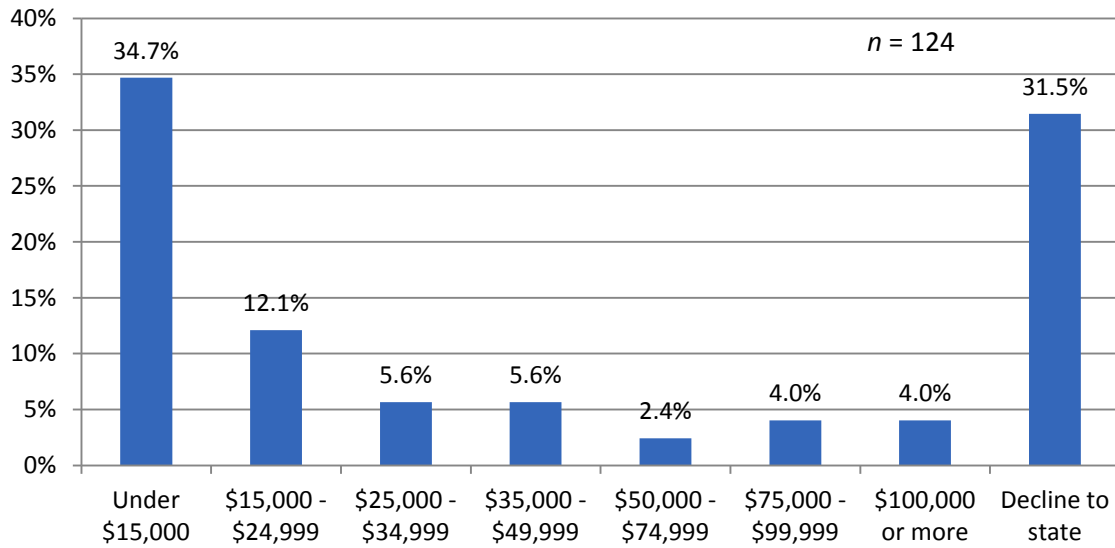


Exhibit C5j-2. Adjusted Household income

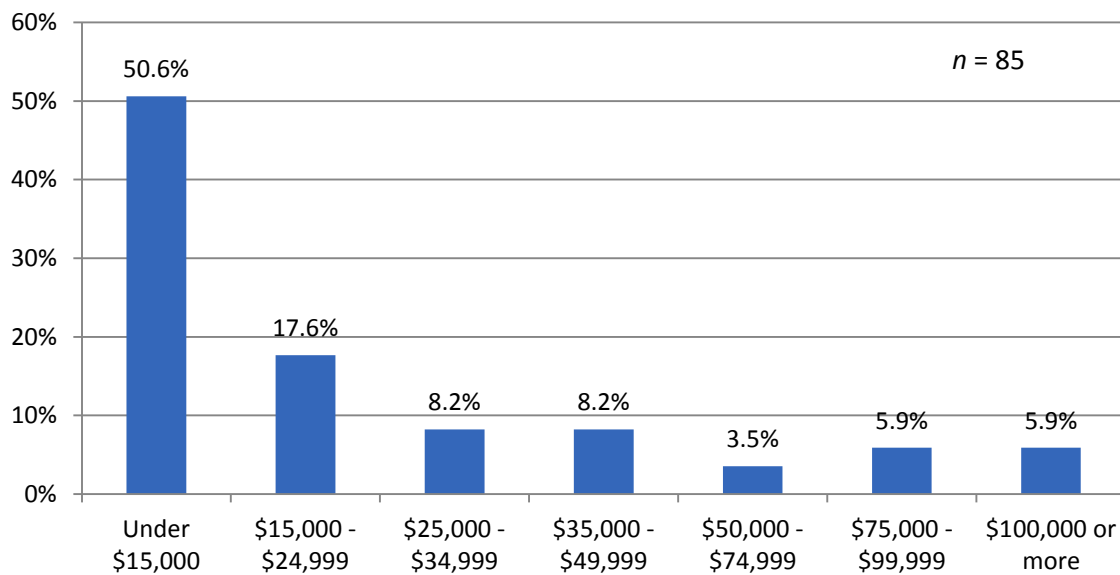
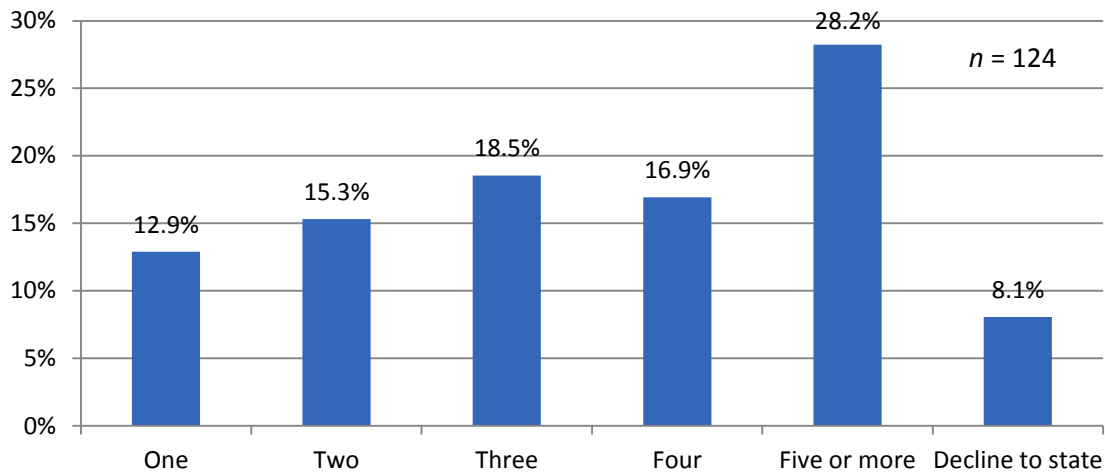


Exhibit C5k. Household size



Coastal Express

“Typical” Rider Profiles

By analyzing the simple frequencies arising from the collected data, we developed a profile of the “typical” rider of Coastal Express Route:

- Self-identifies as Hispanic and/or Latino (53.2 percent).
- Speaks English very well (77.4 percent).
- Is employed at least part-time (62.1 percent).
- Is not a student (90.3 percent).
- Reports an approximate household income less than \$35,000 (62.1 percent).
- Rides at least two to three days per week (68 percent).
- Pays cash for their trip (71.4 percent).
- Would support a fare policy based on distance traveled (30.2 percent).
- Would be willing to pay a fare increase of 25 cents (73.6 percent).
- A fare increase would not impact route usage (63.2 percent).

Exhibit C6a. Frequency of usage

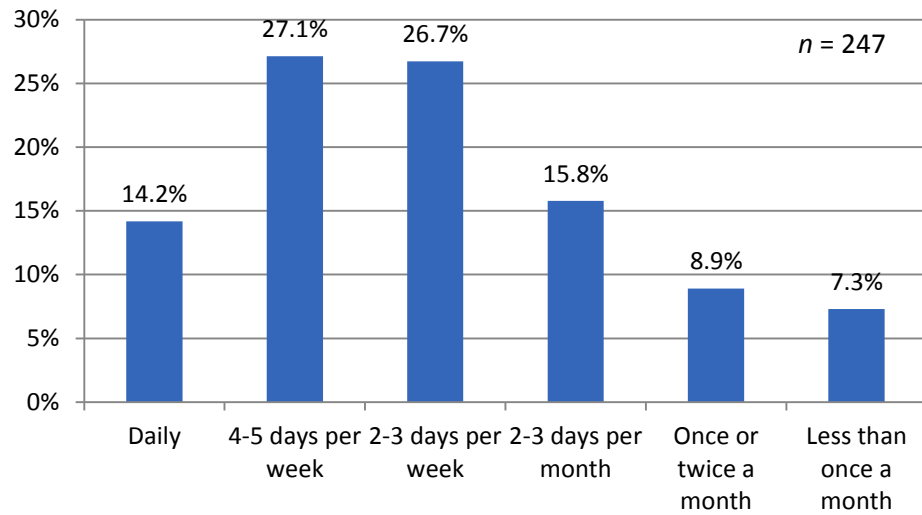


Exhibit C6b. Fare type

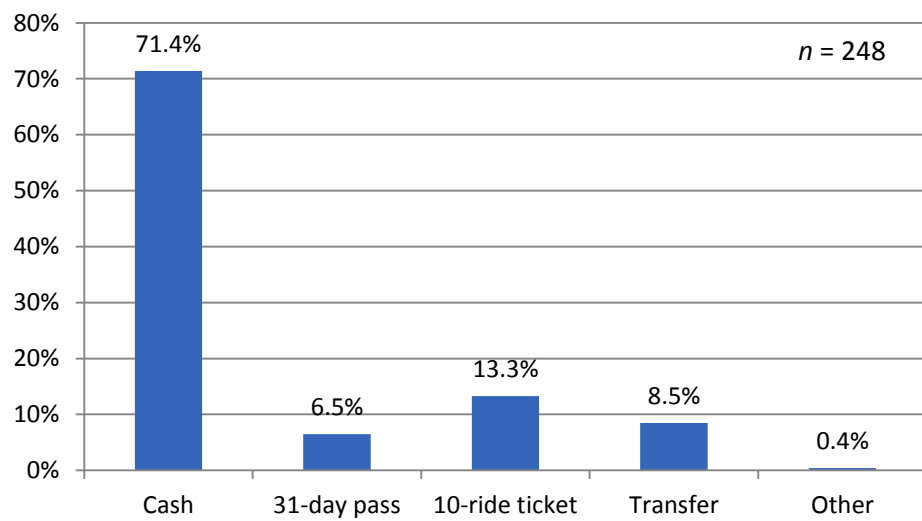


Exhibit C6c. Fare increase

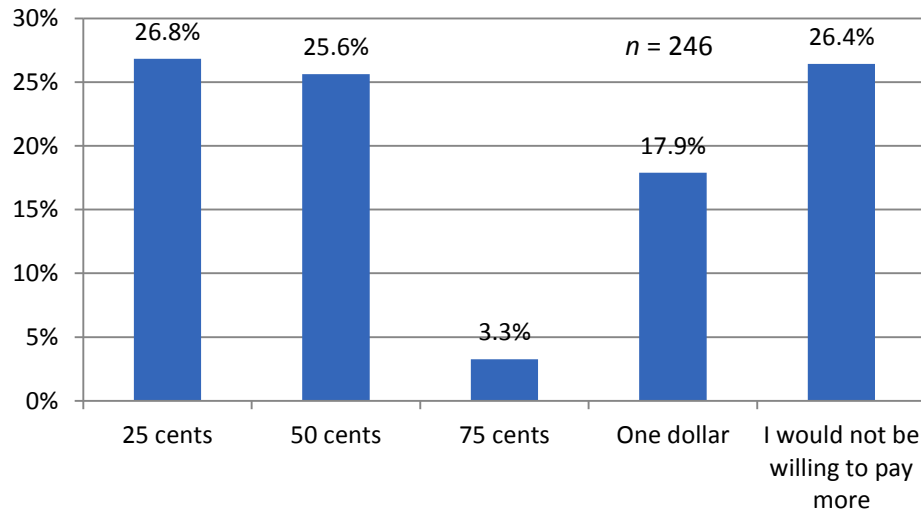


Exhibit C6d. Fare impact on usage

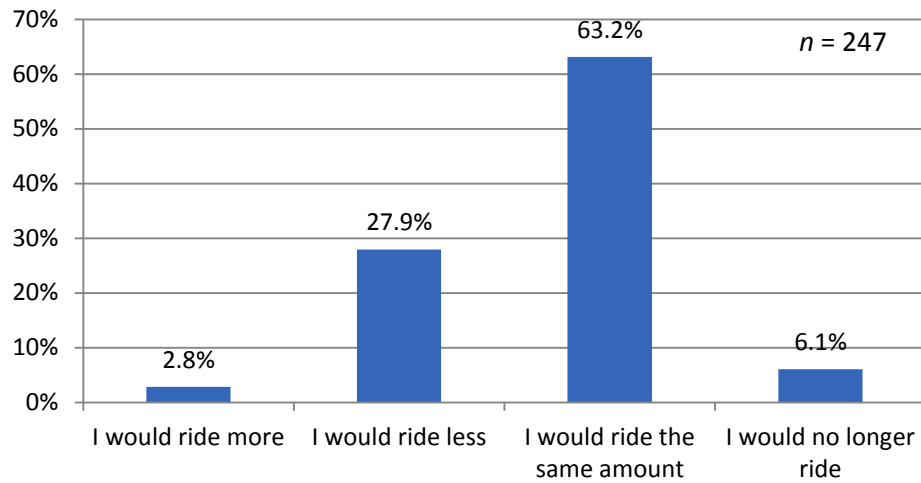


Exhibit C6e. Fare increase support

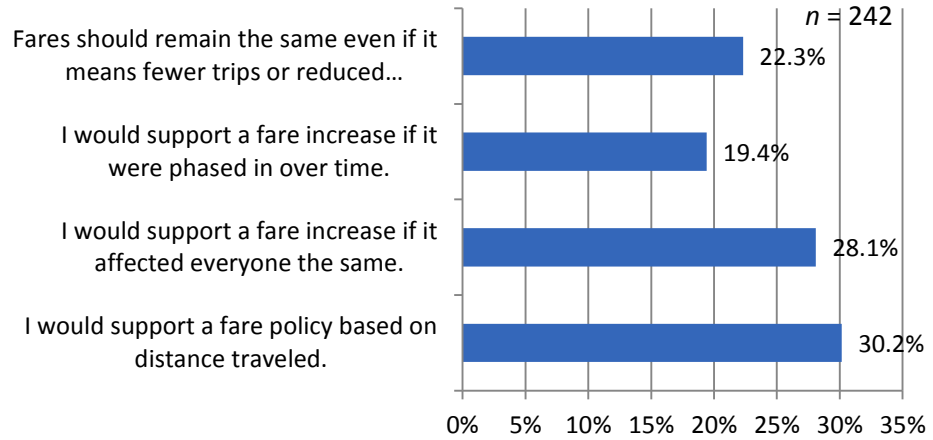


Exhibit C6f. Employment status

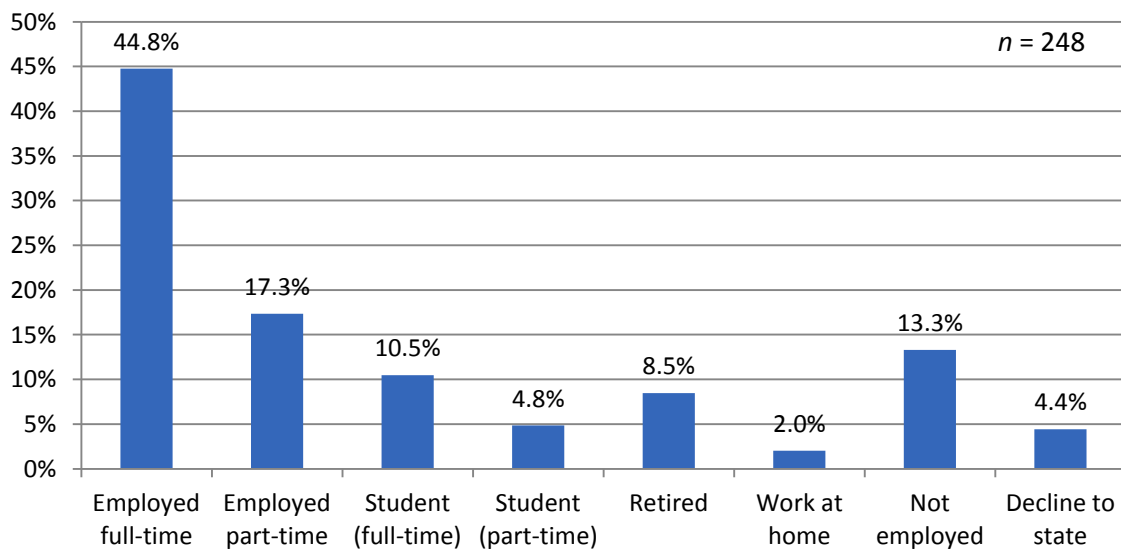


Exhibit C6g. Ethnicity

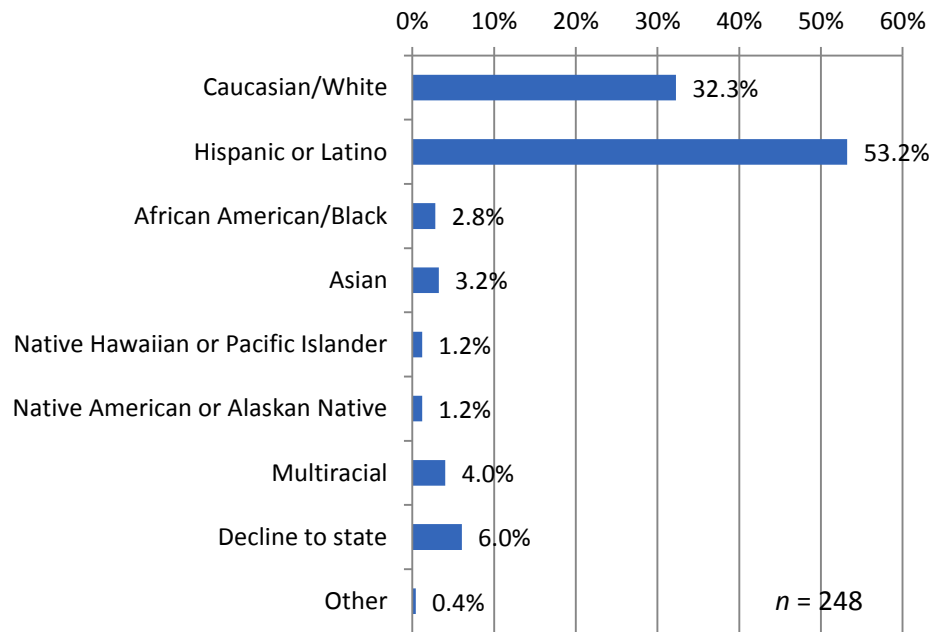


Exhibit C6h. Languages

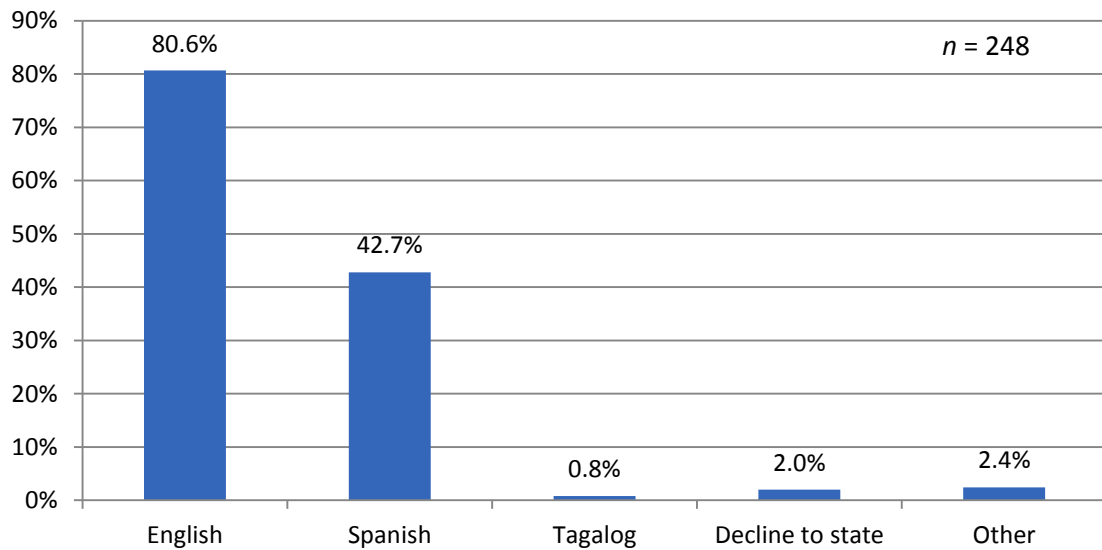


Exhibit C6i. English proficiency

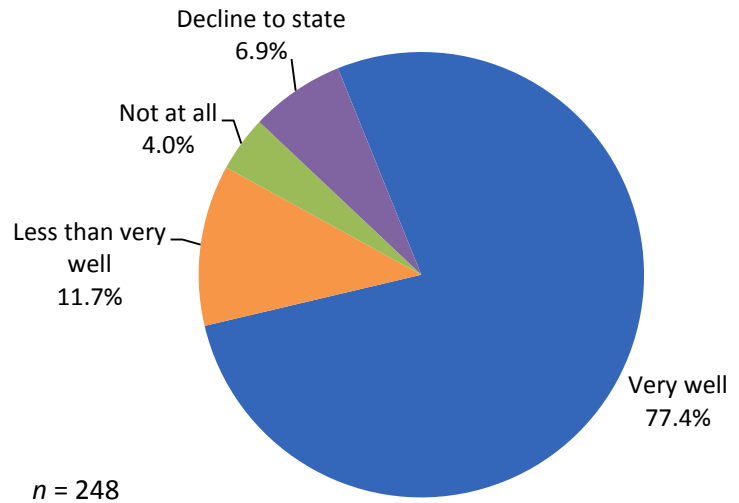


Exhibit C6j-1. Household income

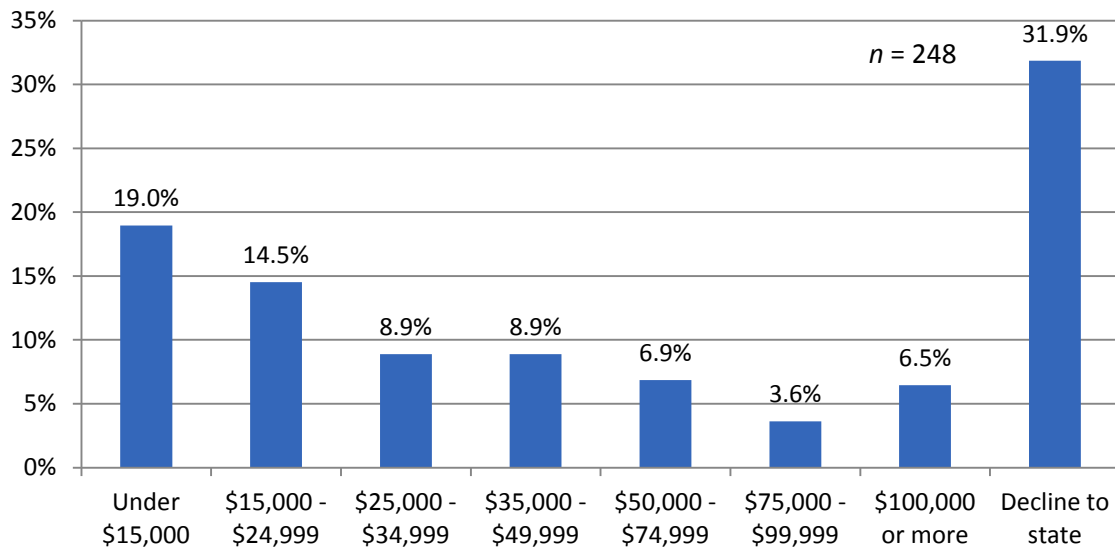


Exhibit C6j-2. Adjusted Household income

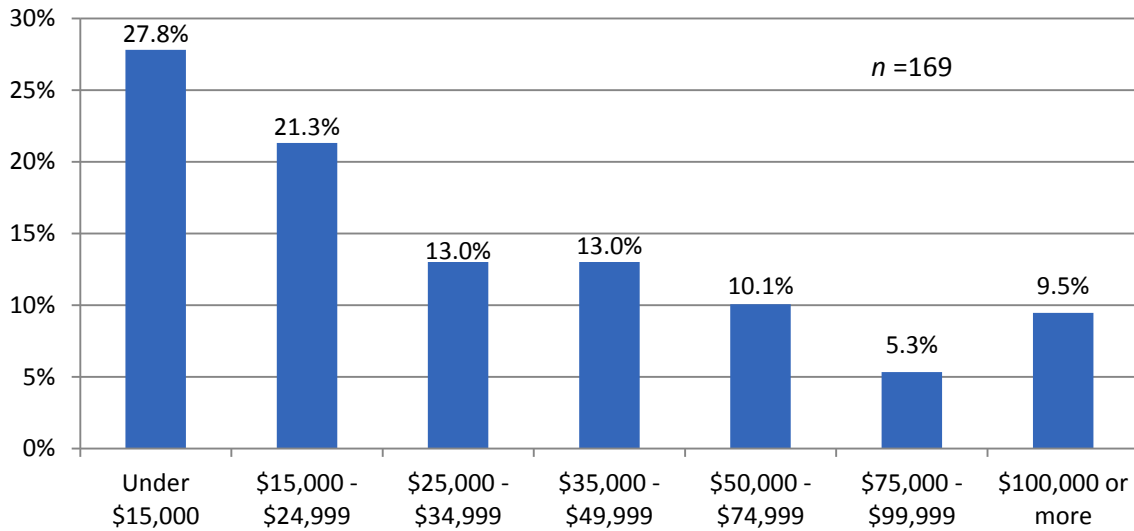
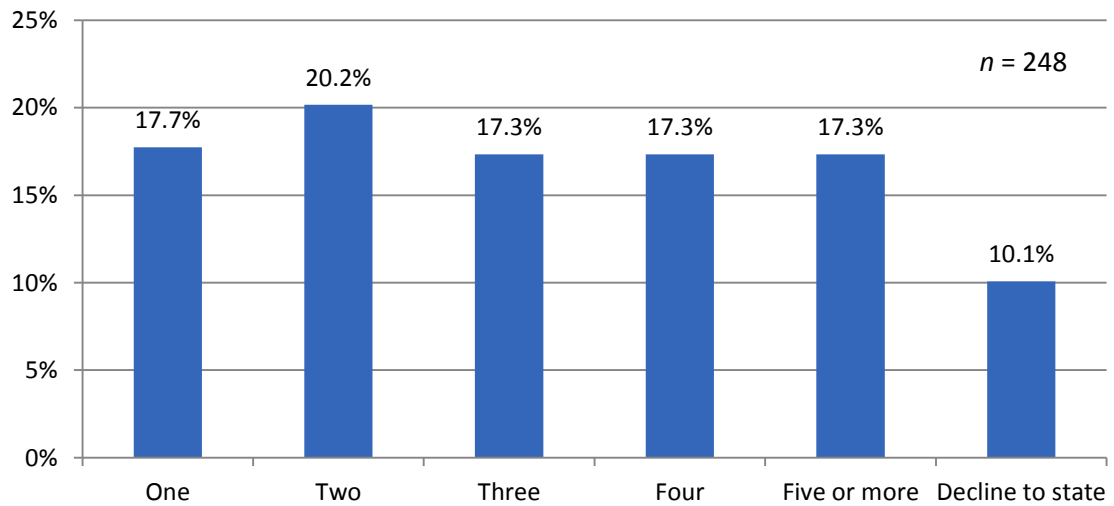


Exhibit C6k. Household size



Conejo Connection

“Typical” Rider Profiles

By analyzing the simple frequencies arising from the collected data, we developed a profile of the “typical” rider of Conejo Connection Route:

- Self-identifies as Hispanic and/or Latino (43.9 percent).
- Speaks English very well (82.2 percent).
- Is employed at least part-time (63.6 percent).
- Is not a student (77.6 percent).
- Reports an approximate household income less than \$35,000 (66.2 percent).
- Rides at least two to three days per week (81.3 percent).
- Pays cash for their trip (66 percent).
- Would support a fare increase if it affected everyone the same (41 percent).
- Would be willing to pay a fare increase of 25 cents (82.9 percent).
- A fare increase would not impact route usage (78.8 percent).

Exhibit C7a. Frequency of usage

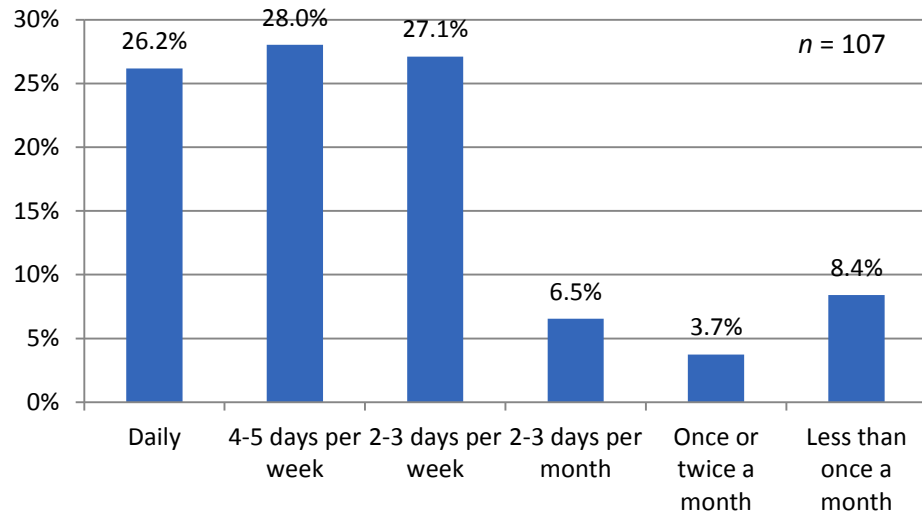


Exhibit C7b. Fare type

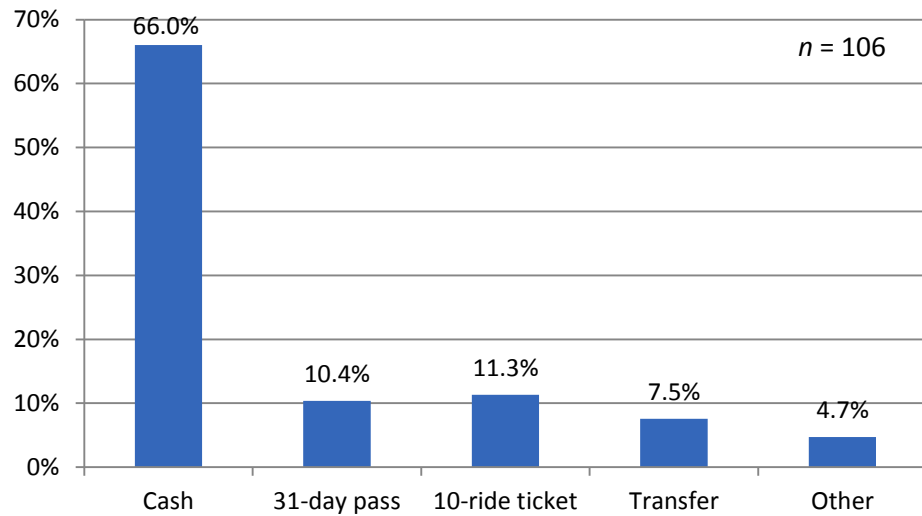


Exhibit C7c. Fare increase

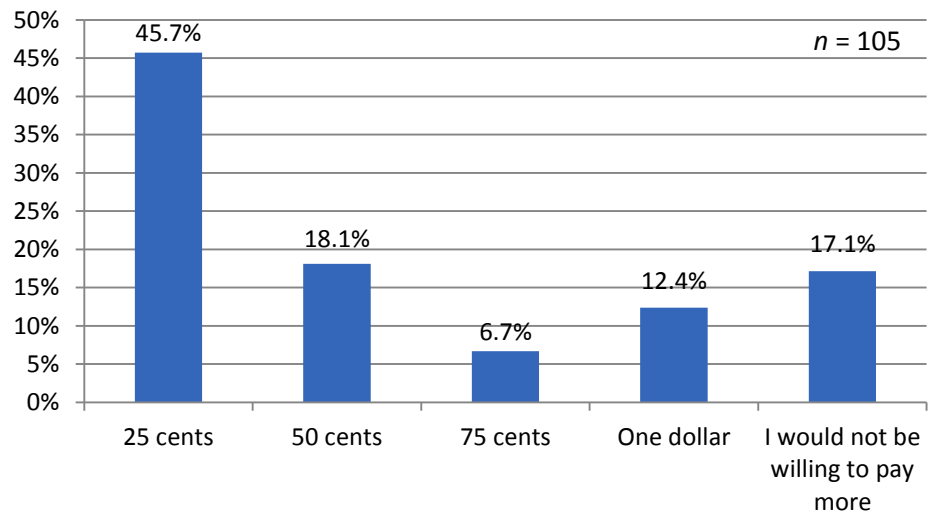


Exhibit C7d. Fare impact on usage

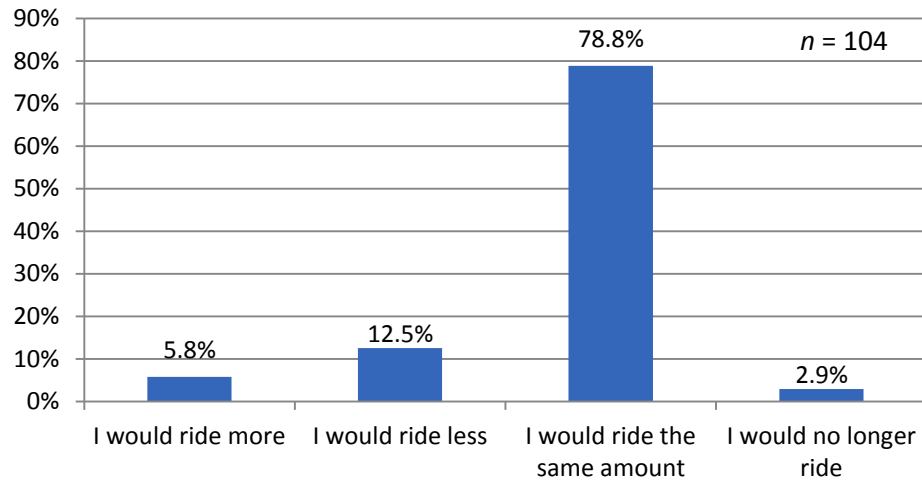


Exhibit C7e. Fare increase support

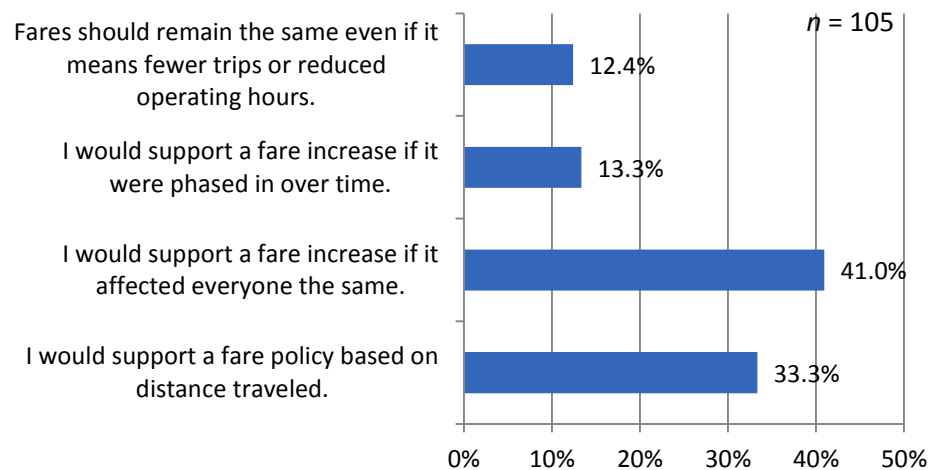


Exhibit C7f. Employment status

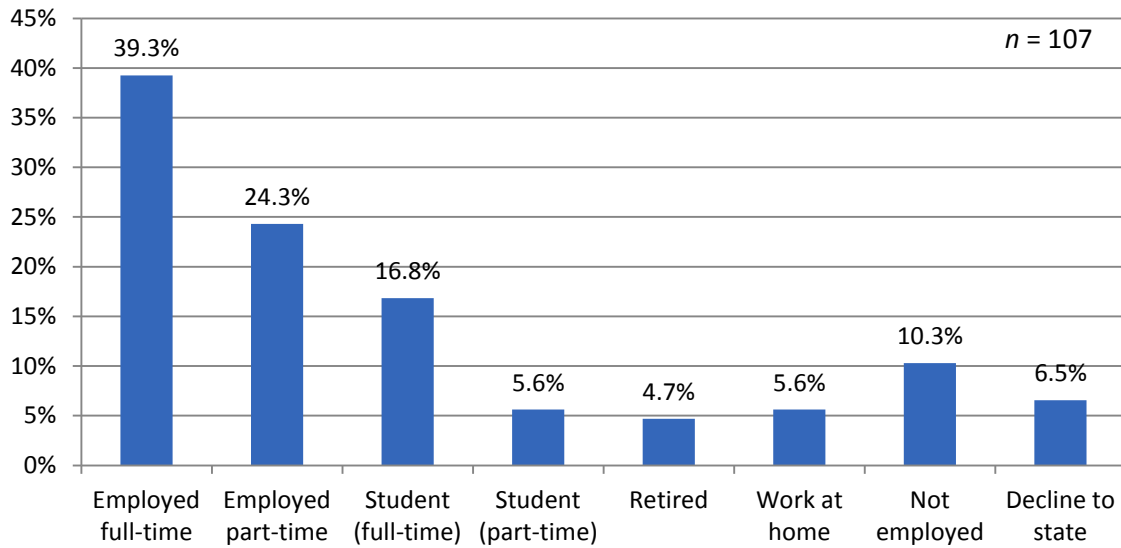


Exhibit C7g. Ethnicity

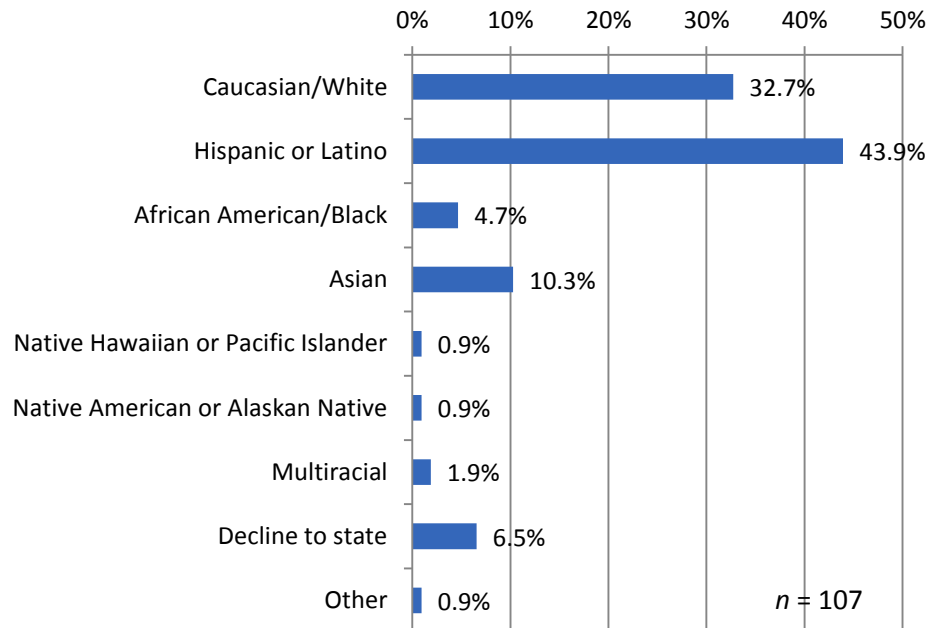


Exhibit C7h. Languages

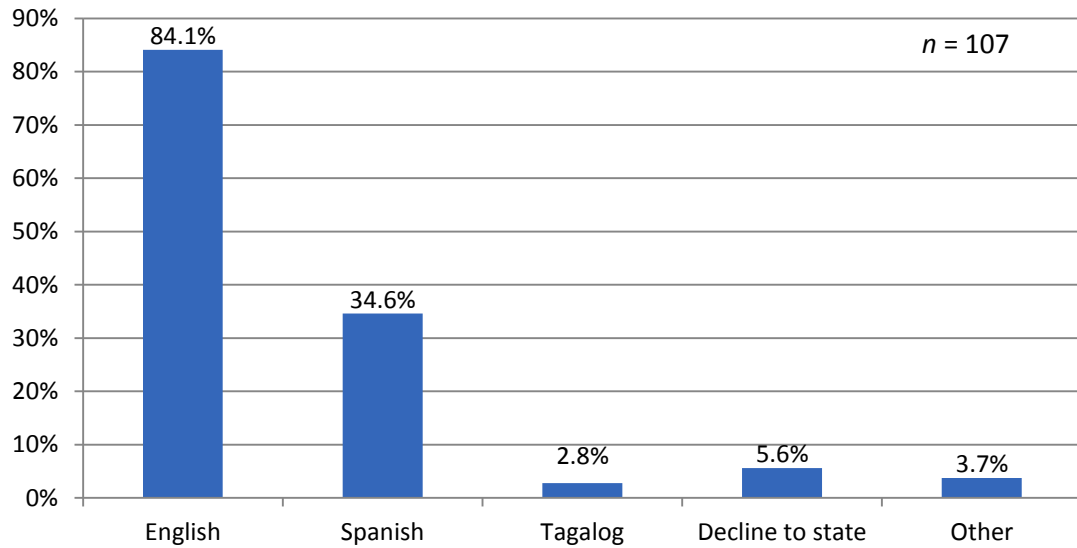


Exhibit C7i. English proficiency

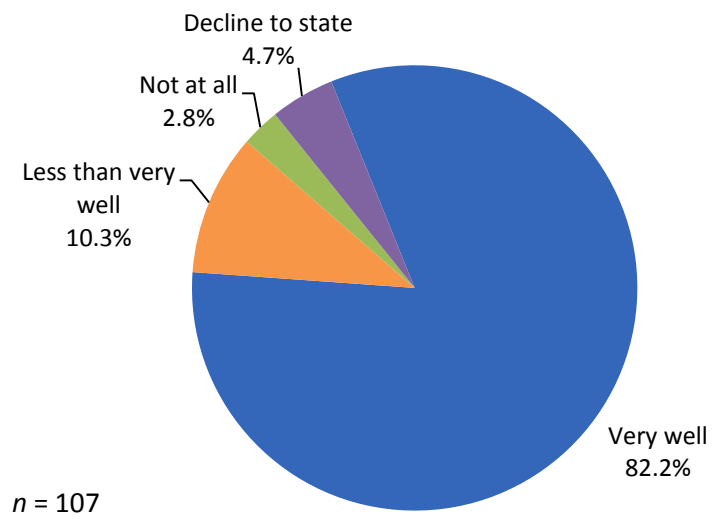


Exhibit C7j -1. Household income

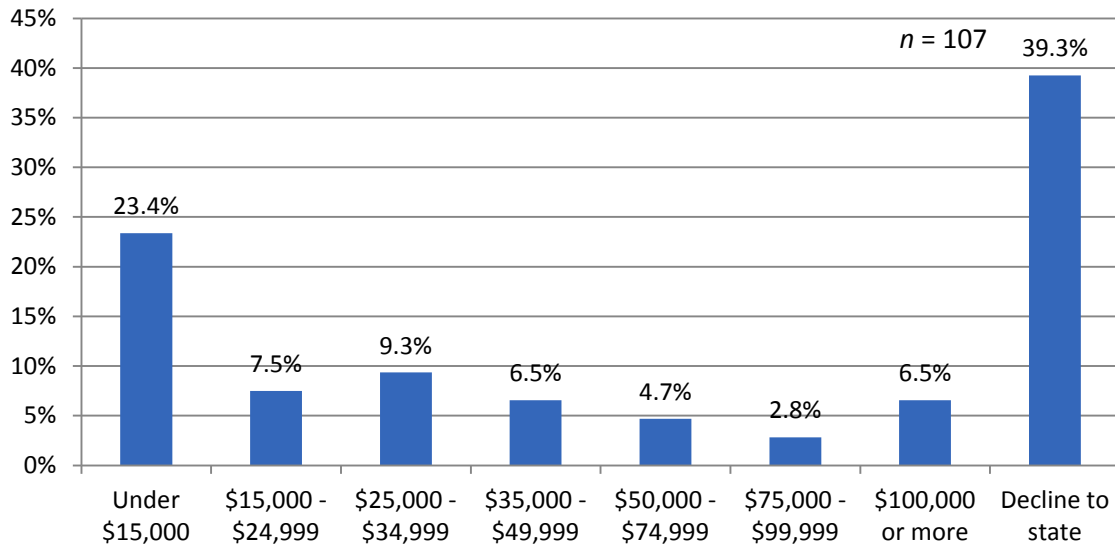


Exhibit C7j -2. Adjusted Household income

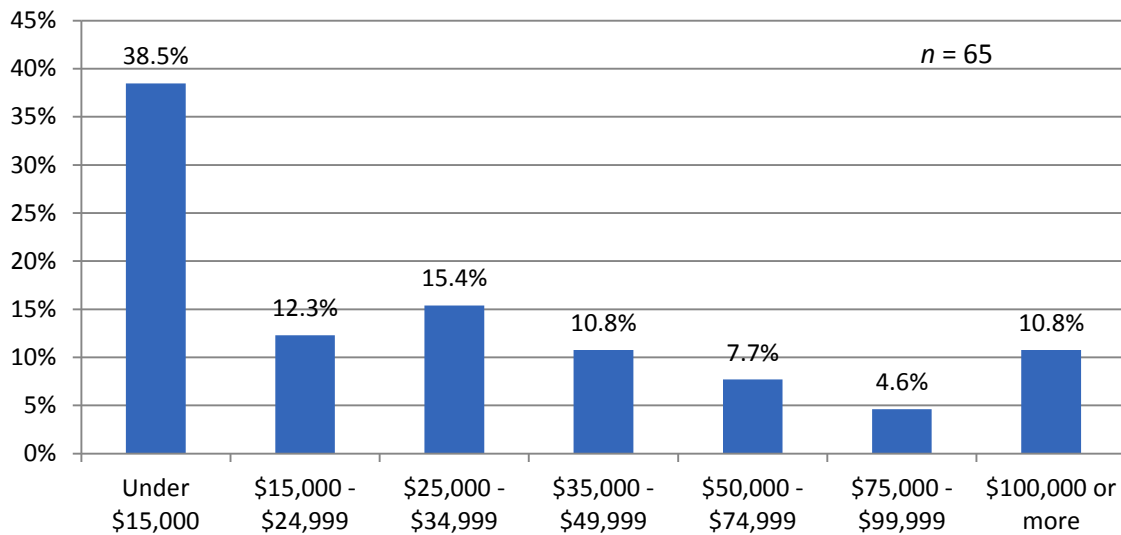


Exhibit C7k. Household size

