



DATE: APRIL 17, 2019

MEMO TO: HERITAGE VALLEY TECHNICAL ADVISORY COMMITTEE (HVTAC)

FROM: CLAIRE GRASTY, PROGRAM MANAGER – REGIONAL TRANSIT PLANNING

SUBJECT: ORIGIN/DESTINATION, TRANSFER AND CUSTOMER SATISFACTION SURVEYS

RECOMMENDATION

- Receive and file information on the Origin/Destination, Transfer and Customer Satisfaction Surveys

BACKGROUND

VCTC aims to conduct periodic surveys on its routes as this is a best practice in transit. As such, VCTC has hired a consultant to conduct a number of surveys for the VCTC Intercity, Valley Express and nearly all the county operators' service. The surveys conducted as part of this effort are an origin/destination survey, a transfer survey and a customer satisfaction survey. The origin/destination survey will survey where passengers get on the bus to start their journey and where they depart. This information provides more robust information about where passengers are travelling than stop ridership can give. It helps transit staff to better understand passenger travel patterns. For the Valley Express, the Santa Paula A and B routes will be surveyed. The origin/destination survey is currently underway.

The transfer survey will survey 12 different transfer locations throughout Ventura County and Santa Barbara County. This survey will quantify the passengers who are transferring between routes and will inform VCTC and the member agencies of the routes that that passengers travel between to complete their journey. This will also help show how many riders use different operators to make their trip and include Santa Paula City Hall and Fillmore Terminal in the Heritage Valley.

The customer satisfaction survey component will include distributing surveys throughout the VCTC Intercity and Valley Express systems.

The surveys will:

- Compile statistically accurate information about transit passengers in Ventura County and how they use the transit system.
- Show where transit passengers are traveling to and from through reliable origin/destination data.
- Demonstrate which buses passengers are transferring to and from through reliable transfer data.
- Understand how often passengers use multiple transit systems to make their journey.
- Ascertain passengers' satisfaction of the VCTC Intercity transit services.

The project is expected to be completed no later than the end of August 2019.