



FINAL REPORT
JULY 2019

Ventura County Transportation Commission

Origin/Destination, Transfer, and Customer Satisfaction Surveys





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1. Executive Summary

Overview

Ventura County lies on California's coast between Los Angeles and Santa Barbara counties. The Ventura County Transportation Commission (VCTC) is the Regional Transportation Planning Agency (RTPA) for Ventura County, and is the lead for this project. It operates the VCTC Intercity regional bus service that provides routes traveling throughout the county as well as service into Santa Barbara and Los Angeles counties. It has a total of nine routes several with multiple route paths.

In Spring 2019 VCTC selected Moore & Associates to conduct an origin/destination survey, transfer survey, and customer satisfaction survey. The origin/destination survey covered a total of 18 routes on six different operators throughout Ventura County: VCTC, Gold Coast Transit District (GCTD), Thousand Oaks Transit (TOT), Simi Valley Transit (SVT), Moorpark City Transit (MCT), and the Valley Express. The transfer surveys included 12 different transfer locations. The customer satisfaction surveys were conducted on the VCTC Intercity and Valley Express services.

A solid foundation of quality, current data regarding travel patterns, customer perceptions, and demand for public transit service will allow VCTC to identify program strengths and weaknesses while developing strategies for enhancing service, thereby improving mobility for persons who live and/or work throughout Ventura County.

Develop Survey Instruments

To ensure VCTC and its project partners realized the objectives for each survey, our survey instruments were designed to capture, the following information:

Origin/Destination Surveys

- Travel patterns and behavior, including where people are traveling to, where they come from, how they access transit services, how they travel to their final destination, incidence of transfers, how frequently they use transit services, trip purpose, trip length.

Transfer Survey

- Which routes and operators passengers are transferring to and from. Rail passengers (Metrolink/Amtrak) transferring were also recorded.

Customer Satisfaction Survey

- Identification of customer satisfaction levels and potential areas for agency improvement, customer demographics such as age and race/ethnicity, and awareness of pass purchasing options.

Examples of each survey instrument can be found in the Appendix of this report.





Staffing/Recruitment

Moore & Associates contracted with a local temporary staffing firm to recruit surveyor candidates. The goal was to recruit individuals with a professional appearance and demeanor as well as the skills necessary to conduct the various surveys. While the staffing firm conducted a background check and ensured each recruit was authorized to work in the United States, the criteria for selection included the following:

- Fluency in English and Spanish preferred (written and oral),
- Ability to read and understand a bus schedule,
- Ability to conform with appearance standards (“business casual” dress code – black or khaki pants, polo or collared shirt, and safe, professional-looking shoes),
- No facial tattoos or extensive visible piercings,
- Physical ability to board and ride the bus unassisted,
- Working timepiece,
- Punctuality (ability to arrive 15 minutes before shift start),
- Availability of reliable transportation (including public transit, bicycle, or getting dropped off), and
- Possession of a cell phone for communication with the field supervisors only.

All candidates were screened and then trained by Moore & Associates’ market research manager. Training included an overview of the project, discussion of surveyor performance expectations, familiarization with the various Ventura County services and operators, review of the survey instruments, onboard etiquette, protocol for conducting the surveys, and a review of individual assignments. All candidates were instructed on quality control methods as well as accurate data collection to ensure project standards were maintained.

Moore & Associates typically trains more field staff than it anticipates needing in order to have trained back-up personnel immediately available should a candidate leave the project or be dismissed. All surveyors were supported by our field supervisors who were available during the entire fielding process. Seven data collectors were trained as part of this engagement and along with three Moore & Associates’ staff, were used to successfully complete the assignment.

Data Collection

Surveyors were identified by an identification badge and yellow reflective vest. Data collection for the Origin and Destination Survey and Transfer Survey occurred between April 8 and May 10, 2019 (while school was in session), in order to capture an accurate representation of ridership. In-person data collection for the Customer Satisfaction survey occurred between June 7 and June 14, 2019.





2. Origin/Destination Survey

An origin and destination survey was conducted to assess customer travel behavior by collecting rider origin and destination information. A bilingual survey (English/Spanish) was offered on six transit operators in Ventura County. A total of 1,267 responses were received onboard.

All surveys were completed using a paper version of the survey. (Sample included in Appendix A of this report). The data was subsequently entered into an SPSS database.

Survey Instrument Design

Moore & Associates worked with VCTC staff to design a survey instrument which would capture the information needed to support planning and marketing decisions. Along with origin/destination locations, questions regarding travel patterns and customer demographics were included.

Sampling Plan

Moore & Associates surveyed a series of designated routes for each operator. This included all VCTC intercity routes, five Gold Coast Transit District routes, two Thousand Oaks Transit routes, two Simi Valley Transit routes, one Moorpark City Transit route, and two Valley Express routes. Surveying was conducted across twelve weekdays, across all day-parts (AM peak, mid-day, and PM peak).

Data Analysis

All survey data was entered into a database and then exported into Microsoft Excel. Moore & Associates was responsible for the data entry process, reviewing data entry work on a daily basis, while, also conducting spot-checks throughout each day.

Data cleaning was then undertaken by trained personnel. This process resolved variations in data formatting such as identical responses being entered as different (i.e., "Oxnard Station" and "Oxnard Transit Center" were rationalized to provide a single response). The cleaned data was then imported into a Statistical Package for the Social Sciences (SPSS) platform for further analysis.

Geocoding

Once the initial survey data was cleaned, corresponding location data was appropriately formatted, then geocoded by longitude and latitude for import into ArcGIS 10.3. Data formatting included standardization of street names, naming conventions, and location identification based on cross-streets and/or landmarks.





Origin/Destination, Transfer, and Customer Satisfaction Surveys

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Exhibit 2.1 – Surveys Collected by Operator/Route

Operator	Surveys
VCTC	588
Coastal Express	107
CSUCI-Oxnard	26
East County	68
East-West Connector	55
Hwy 101	123
Hwy 126	158
Onxard/Camarillo/CSUCI	51
Gold Coast Transit District (GCTD)	363
Route 5	129
Route 17	118
Route 19	58
Route 20	58
Simi Valley Transit (SVT)	176
Route A	92
Route C	84
Thousand Oaks Transit (TOT)	114
Route 3/Red	60
Route 4/Blue	54
Moorpark City Transit (MCT)	19
Route 1	19
Valley Express	7
Route A	6
Route B	1





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Exhibit 2.2 – Surveys by Date

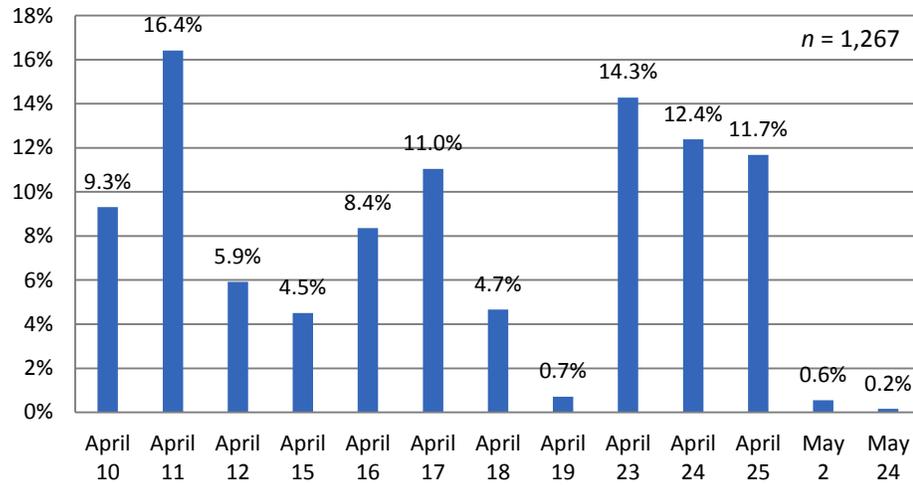
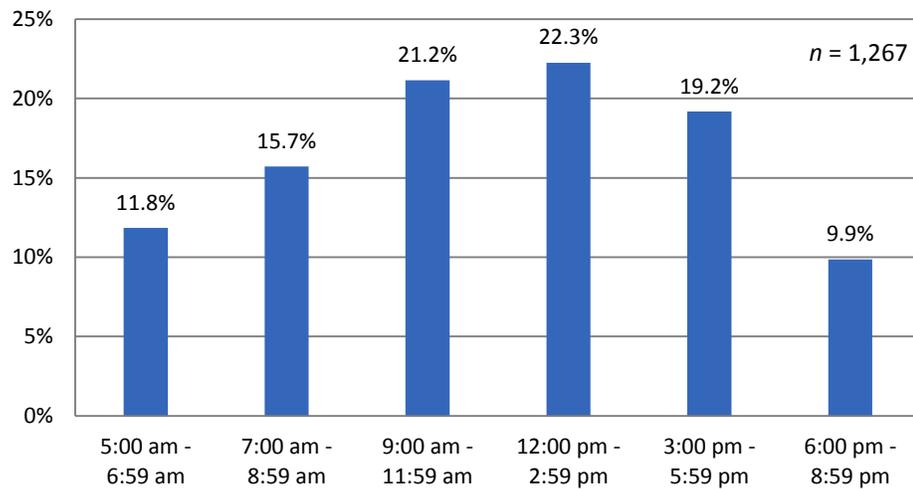


Exhibit 2.3 – Survey by Time





Origin/Destination, Transfer, and Customer Satisfaction Surveys

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Origin/Destination Survey Responses

Key Findings

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

The “profile” rider:

- Travels between work and home.
- Makes a “single seat” trip with no need of transfer.
- Has a total travel time of no more than 45 minutes.
- Typically walks to the (origin) bus stop.
- Makes the (surveyed) trip at least once weekly.

Analysis of individual survey questions follows.

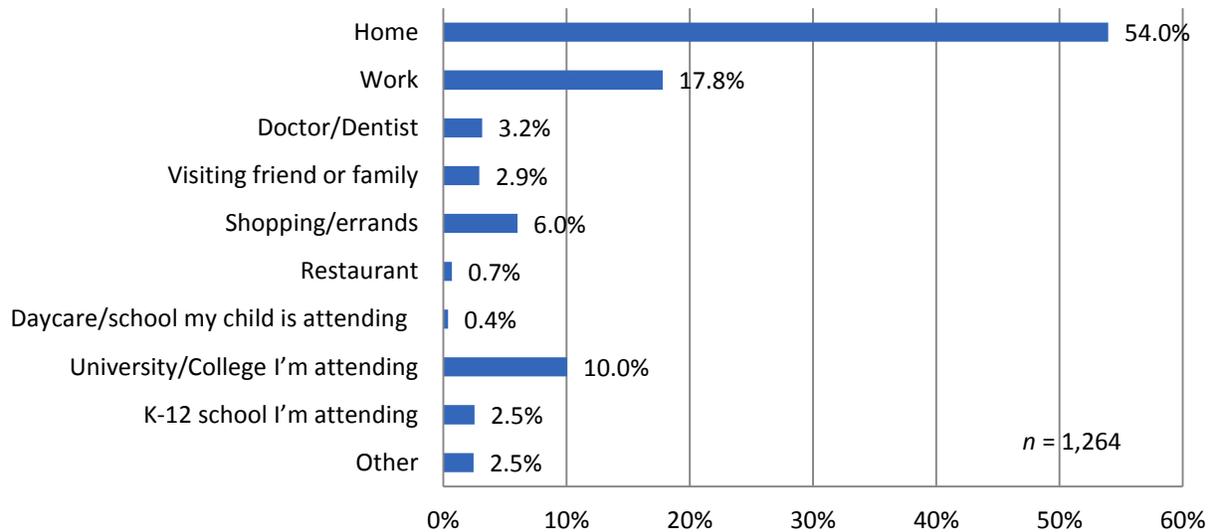




What kind of place are you coming from?

The majority of respondents indicated beginning their trip at home. The most common trip purpose was “work”.

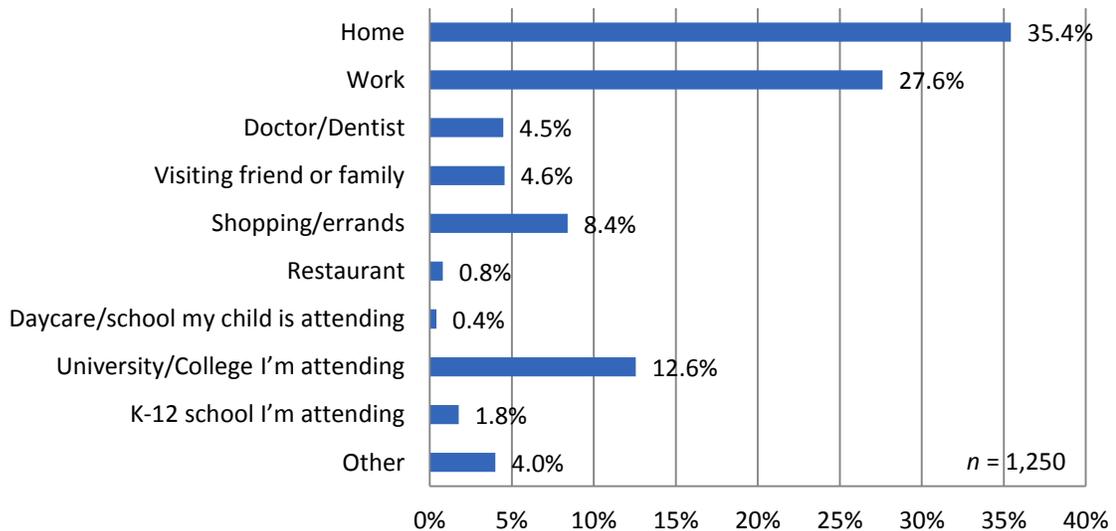
Exhibit 2.4 – Trip Origin



What kind of place are you going to?

The majority of respondents indicated riding transit to travel “home”. The most common trip purpose was work-related.

Exhibit 2.5 – Trip Destination





Origin/Destination, Transfer, and Customer Satisfaction Surveys

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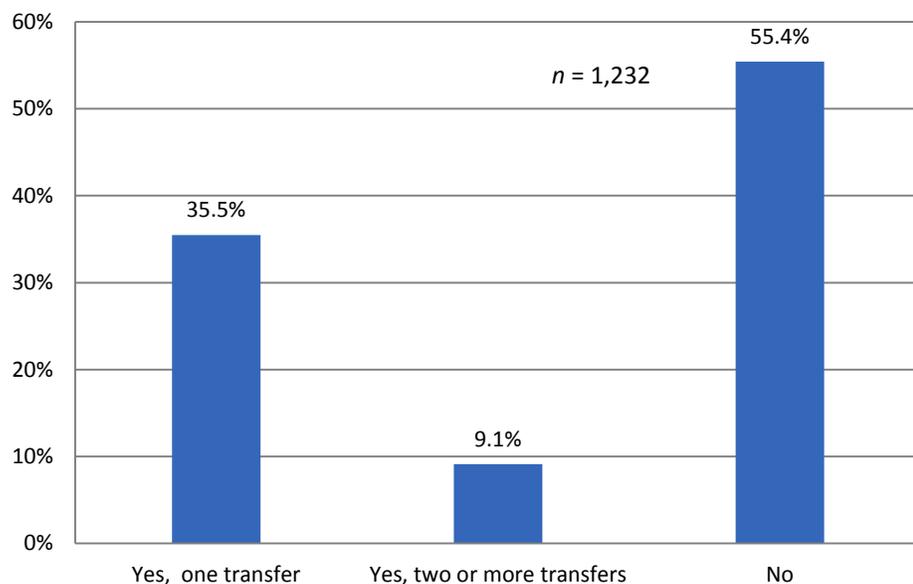
Exhibit 2.5.a – Top Trip Pairs

Location 1	Location 2	Frequency
Home	Work	494
Home	University/College I'm attending	237
Home	Shopping/errands	112
Home	Doctor/Dentist	77
Home	Visiting friend or family	48
Home	K-12 school I'm attending	42
Home	Other	40
Home	Home	26
Work	Doctor/Dentist	15
Home	Restaurant	13
Shopping/errands	Shopping/errands	13
Work	Shopping/errands	13
Work	Work	12
Work	Visiting friend or family	11
Shopping/errands	University/College I'm attending	10
Work	University/College I'm attending	10

Does this one-way trip include a transfer to or from another route or public transit service (bus or rail)?

The majority of respondents indicated not needing to make a transfer as part of the surveyed trip.

Exhibit 2.6 – Transfer



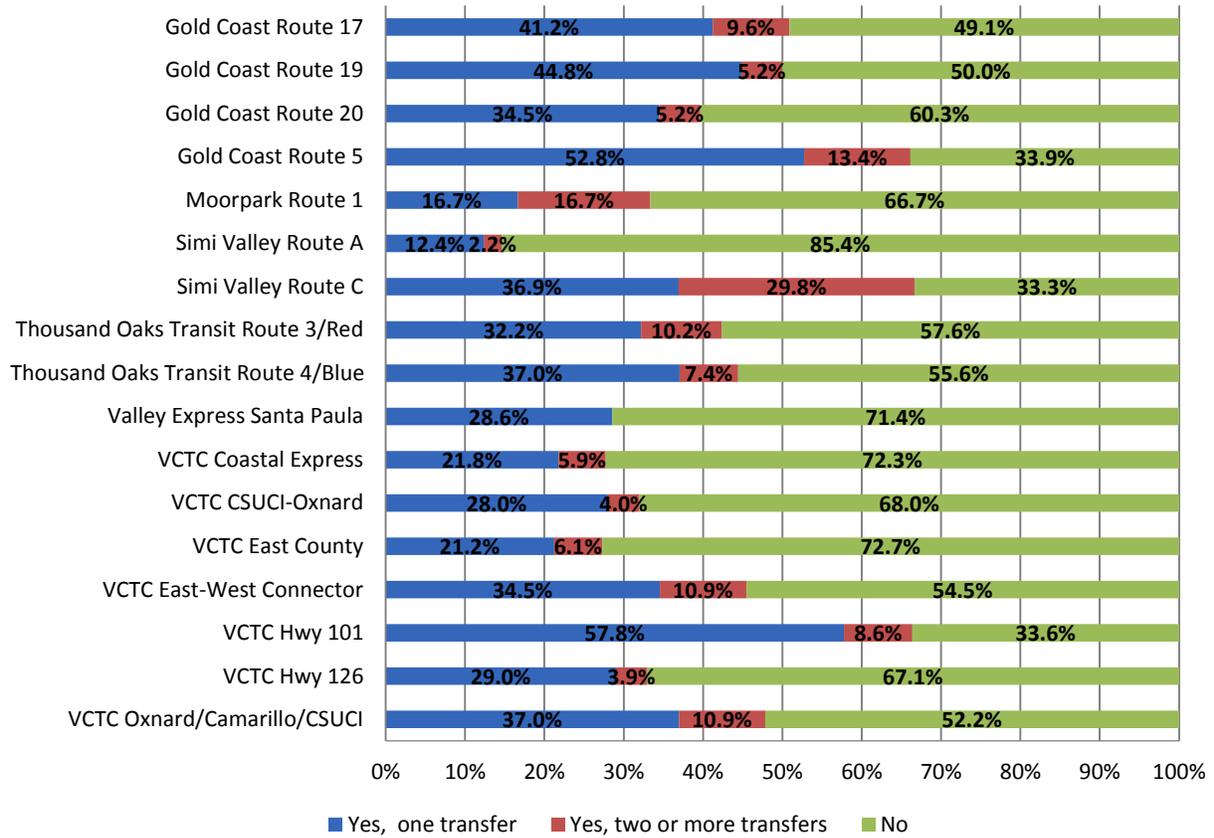


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Exhibit 2.6.a – Route vs Transfer





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If you will be making a transfer please indicate the service(s) you will transfer to/from.

Two-thirds (68.7 percent) of respondents indicated transferring to/from a local operator in Ventura County (excluding VCTC). More than ten percent indicated transferring to/from another operator(s). The most common out of county transfer partner is Los Angeles Metro, followed by Santa Barbara MTD and LADOT. Respondents were able to choose more than one operator and were not required to specify the order in which they rode each route. Therefore, some transfers may be shown that are not possible to make directly but were made with another route in between.

Exhibit 2.7 – Incidence of Transfer

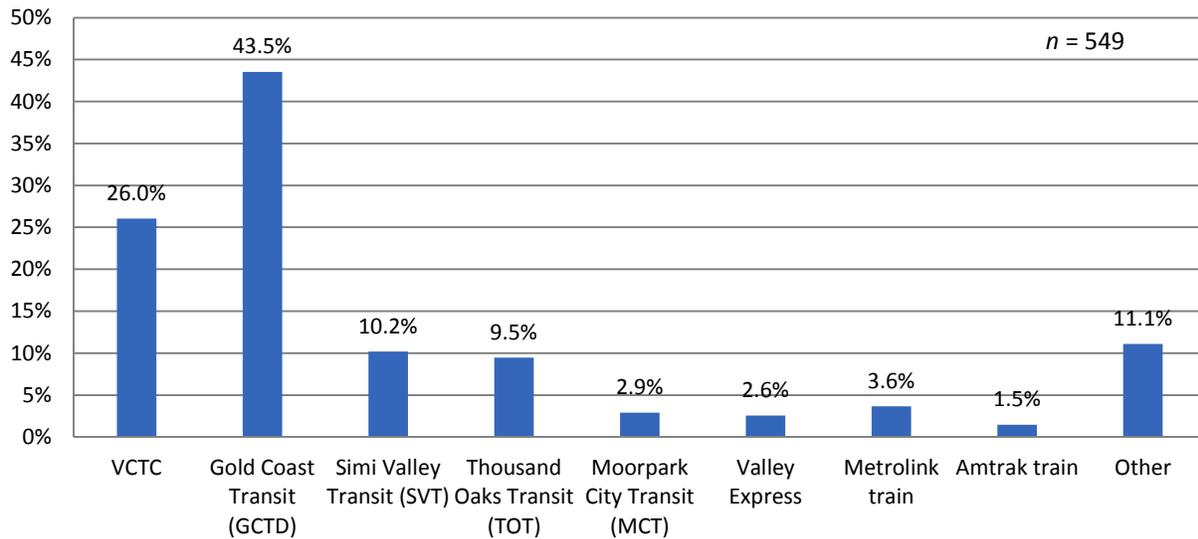


Exhibit 2.7.a – Incidence of Inter-Operator Transfer

To:	VCTC	GCT	SVT	TOT	MCT	VE	Metrolink	Amtrak	No Transfer	Other
From:										
VCTC	75	96	22	24	7	9	9	0	190	26
GCT	39	139	4	5	3	0	3	1	93	1
SVT	7	1	28	1	2	4	8	0	101	28
TOT	17	3	0	22	0	1	0	1	36	6
MCT	3	0	2	0	4	0	0	0	11	0
VE	2	0	0	0	0	0	0	6	1	0





Origin/Destination, Transfer, and Customer Satisfaction Surveys

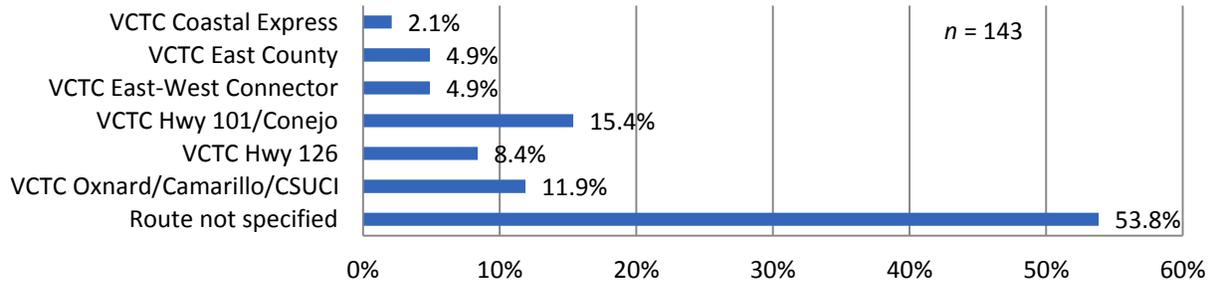
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If you said VCTC, which route?

Of those who said VCTC, the most common route chosen by respondents was "VCTC Hwy 101/Conejo".

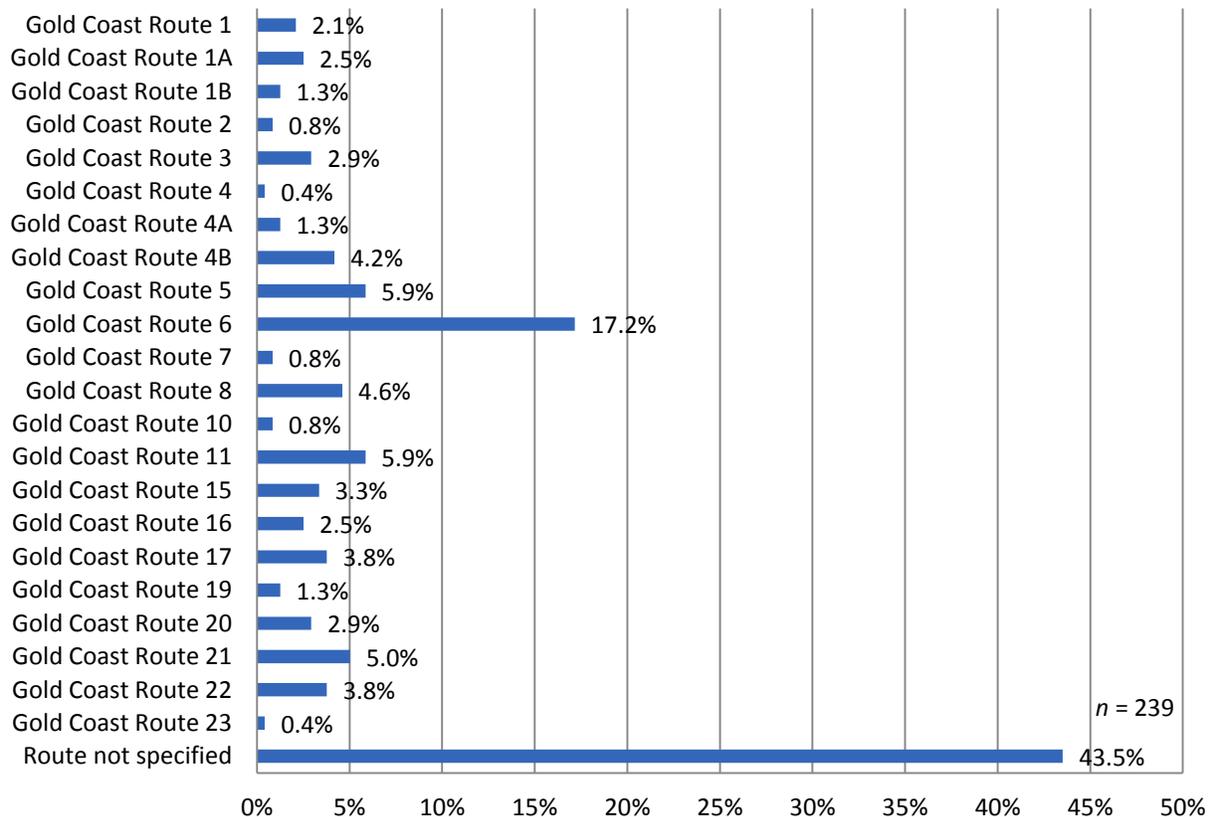
Exhibit 2.8 – VCTC Transfer Activity



If you said Gold Coast Transit District, which route?

Of those who said Gold Coast Transit District, the most common route chosen by respondents was "Gold Coast Transit District Route 6".

Exhibit 2.9 – GCT Transfer Activity

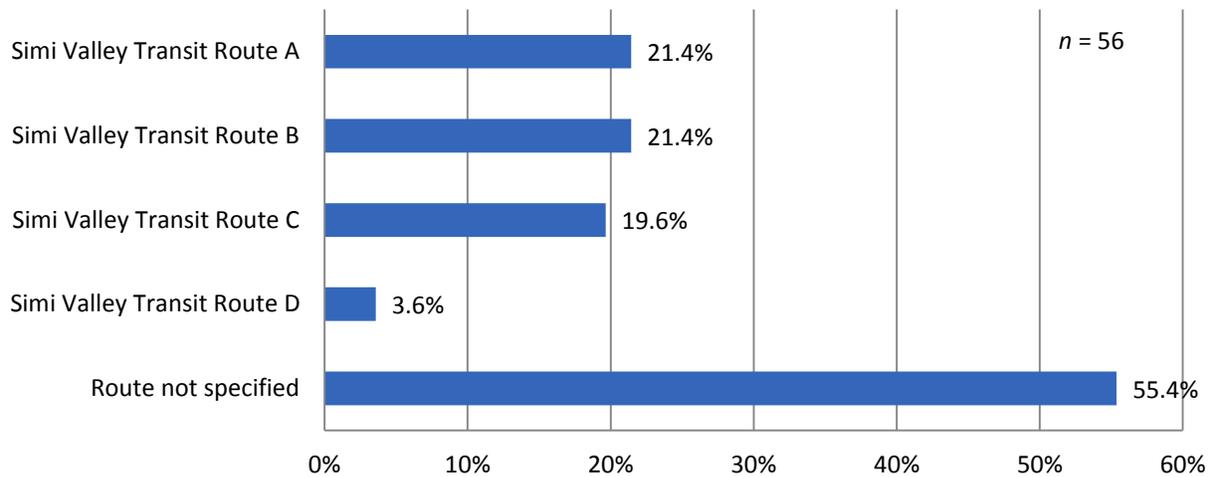




If you said Simi Valley Transit, which route?

Of those that said Simi Valley Transit, the most common route was either "Simi Valley Transit Route A" or "Simi Valley Transit Route B".

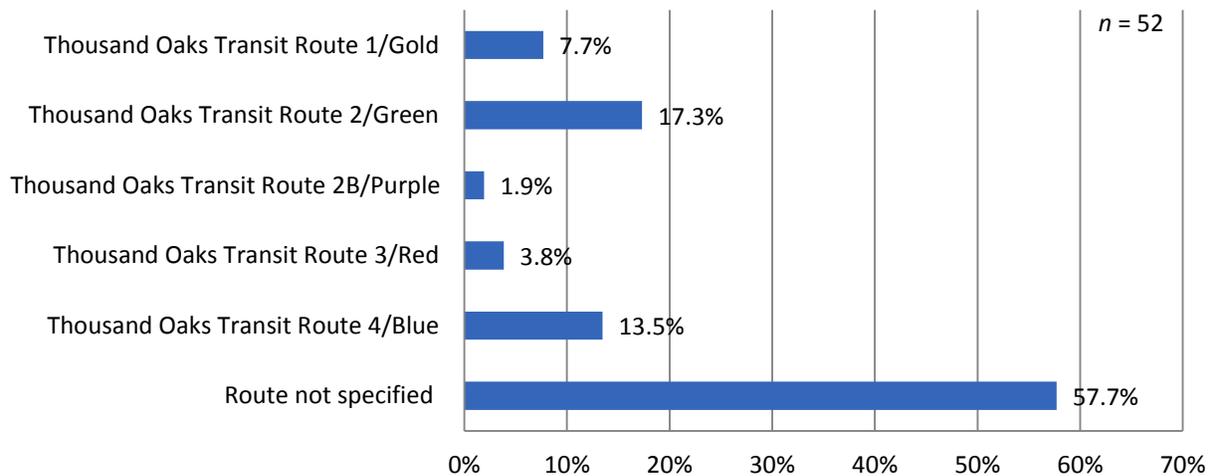
Exhibit 2.10 – SVT Transfer Activity



If you said Thousand Oaks Transit, which route?

Of those that said Thousand Oaks Transit, the most common route was "Thousand Oaks Transit Route 2/Green".

Exhibit 2.11 –TOT Transfer Activity

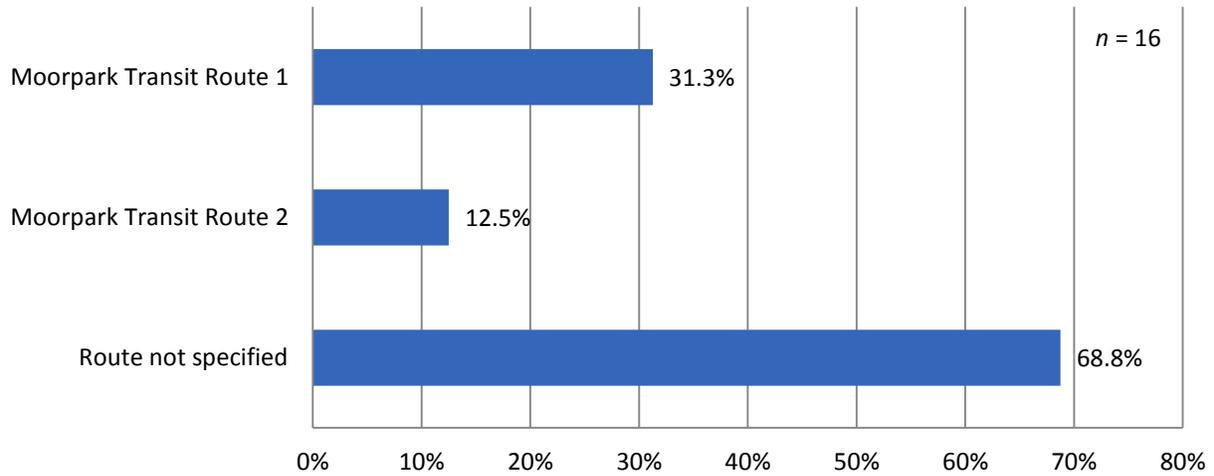




If you said Moorpark City Transit, which route?

Of those that said Moorpark City Transit, the most common route was "Moorpark Transit Route 1".

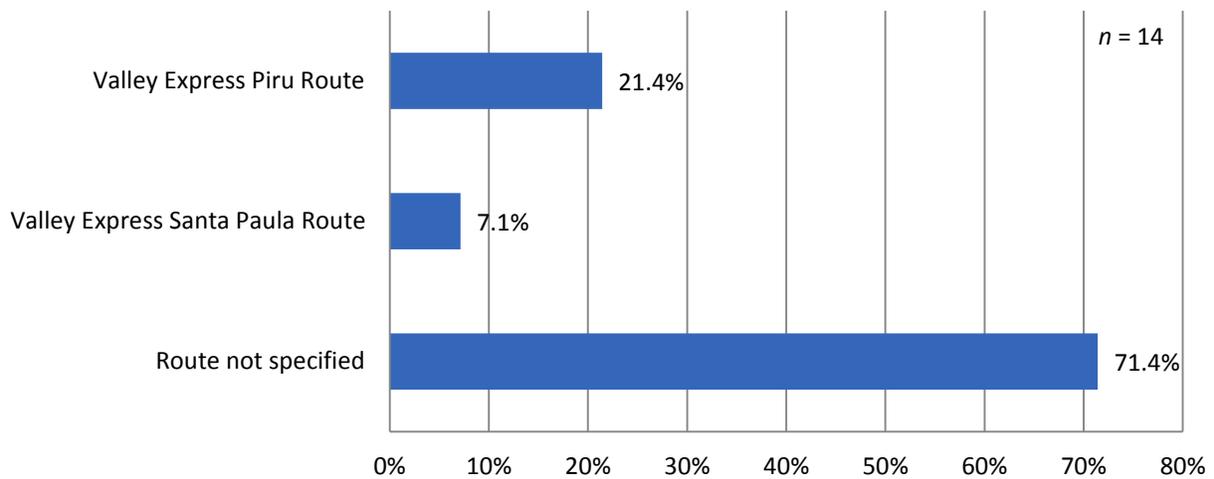
Exhibit 2.12 – MCT Transfer Activity



If you said Valley Express, which route?

Of those that said Valley Express, the most common route was "Valley Express Piru Route".

Exhibit 2.13 – Valley Express Transfer Activity

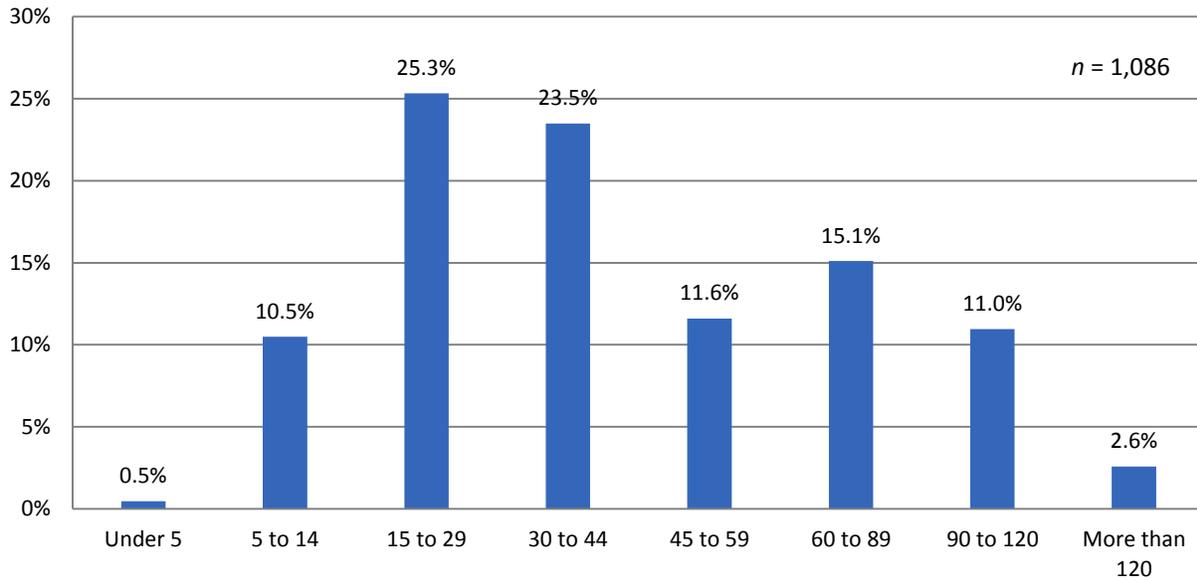




What is your total travel time for this trip?

A slight majority of respondents (59.8 percent) indicated a travel time of forty-five minutes or less.

Exhibit 2.14 – Total Travel Time





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How did you get to your first bus stop today?

Seventy-five percent indicated “walking” to the (origin) bus stop.

Exhibit 2.15 – Access to Bus Stop

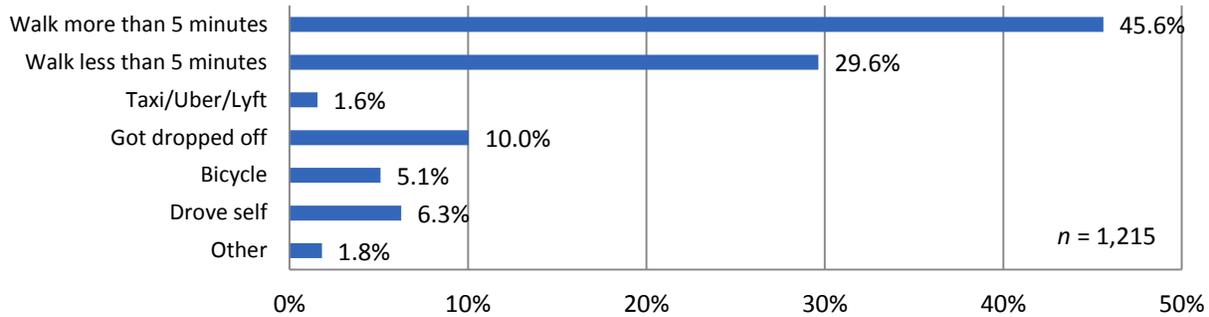
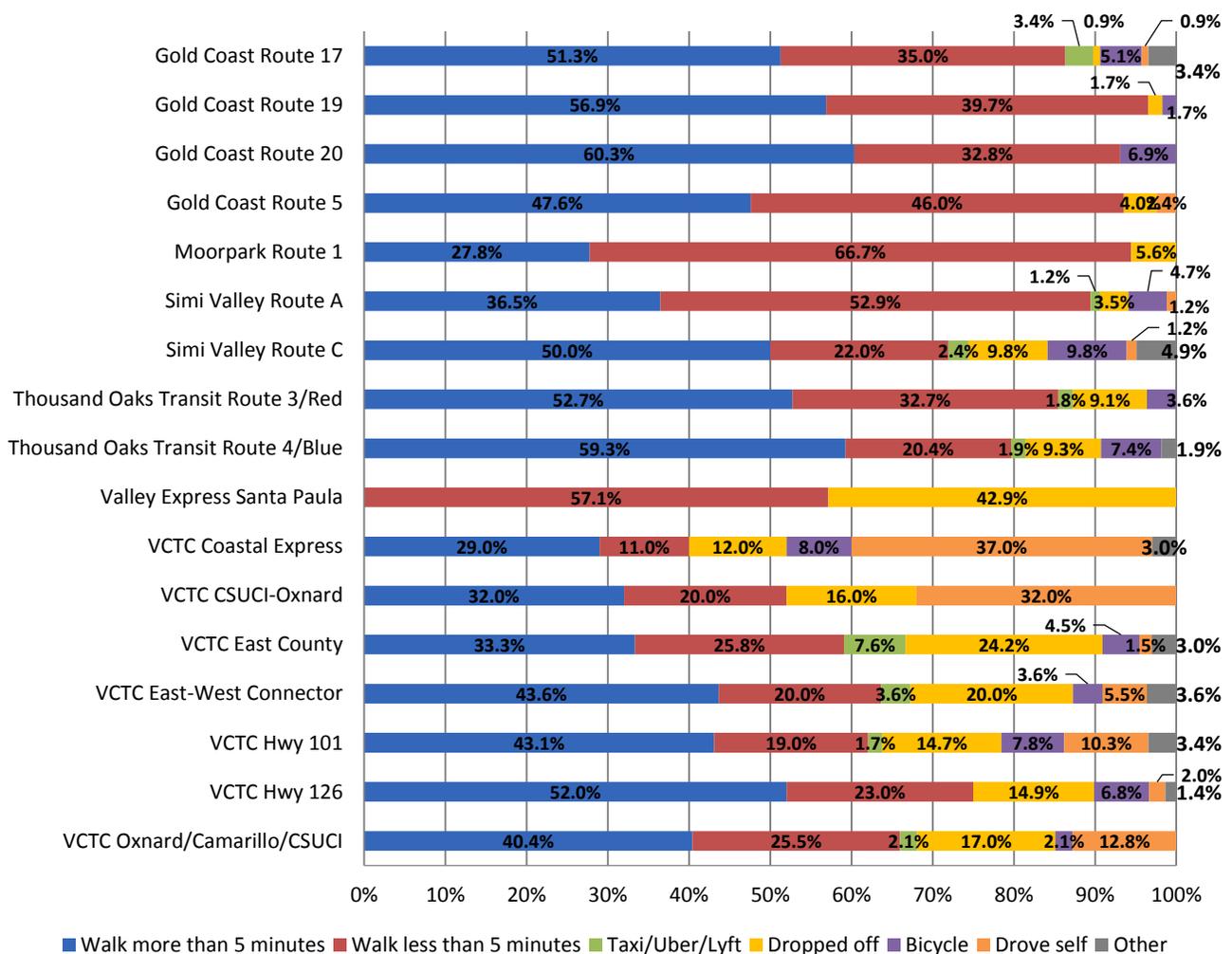


Exhibit 2.15.a – Route vs Stop Access





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How often do you make this trip?

Ninety percent indicated making the (surveyed) trip at least one time per week.

Exhibit 2.16 – Trip Frequency

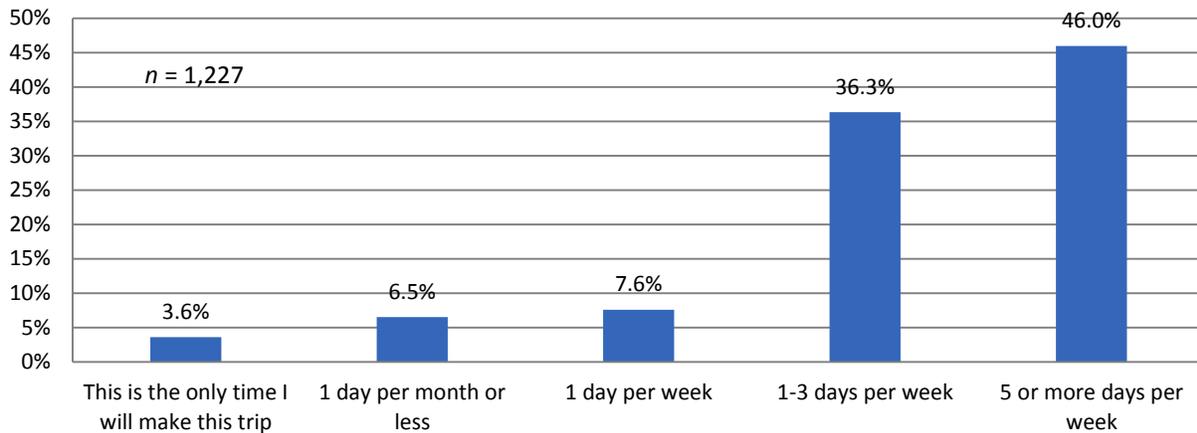
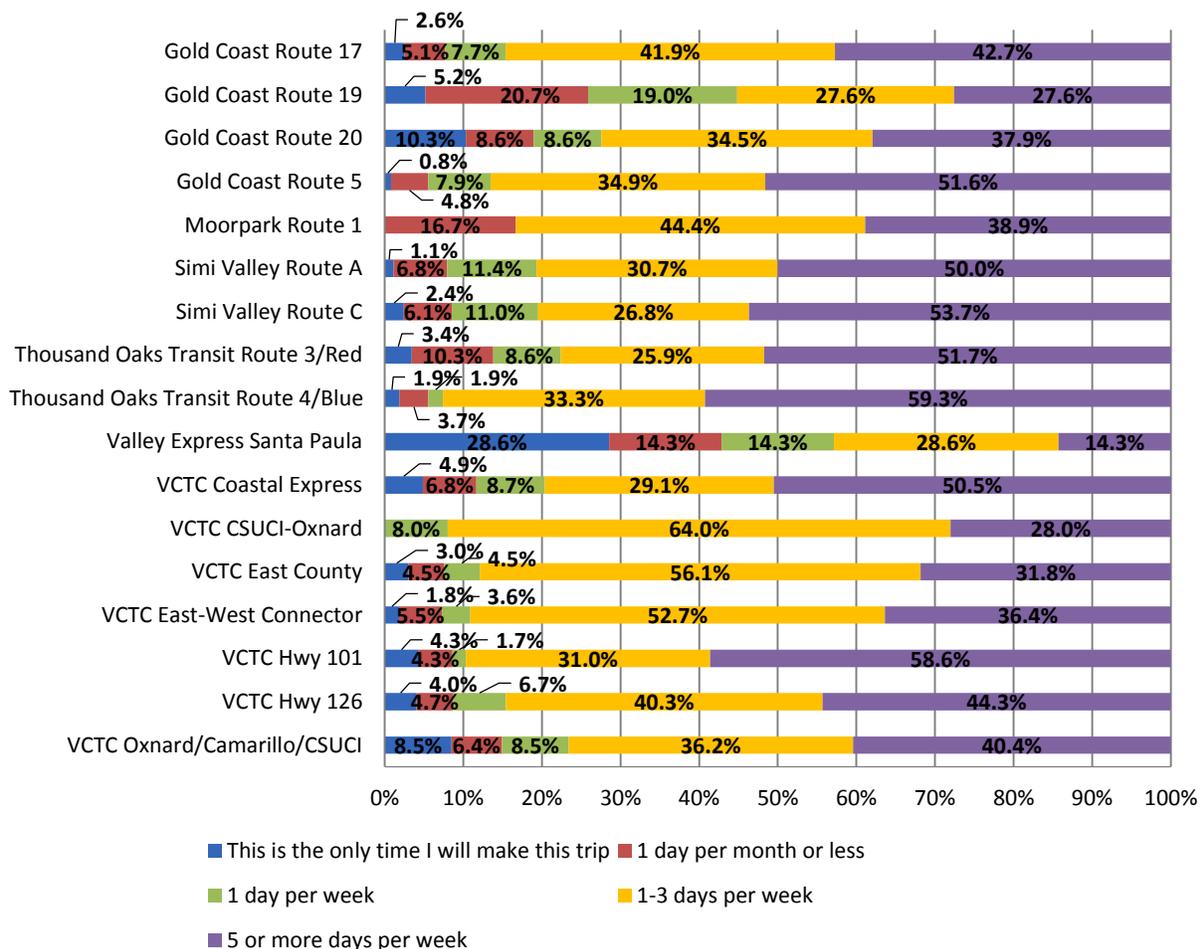


Exhibit 2.16.a – Route vs Trip Frequency



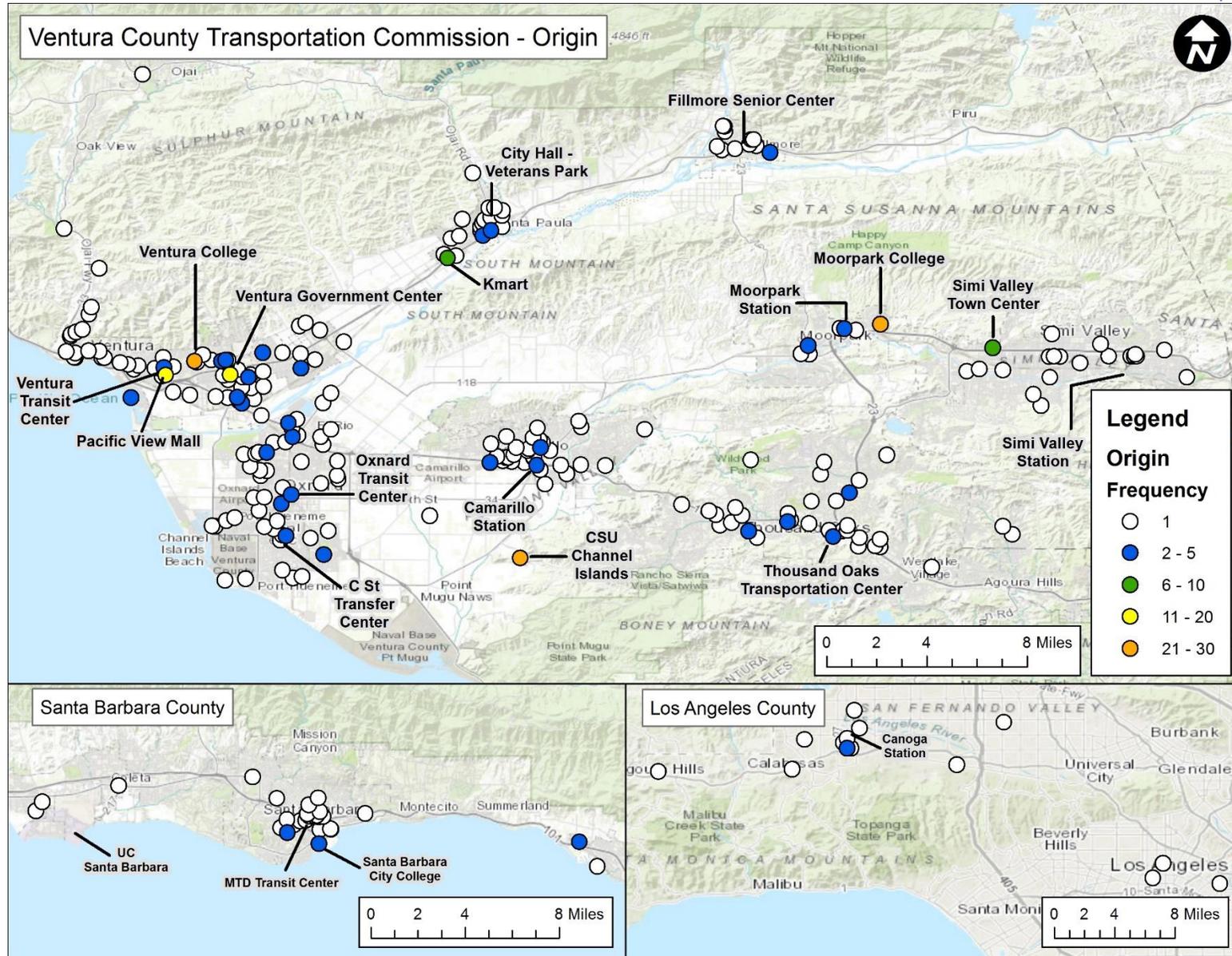


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Exhibit 2.17 – VCTC – Trip Origin



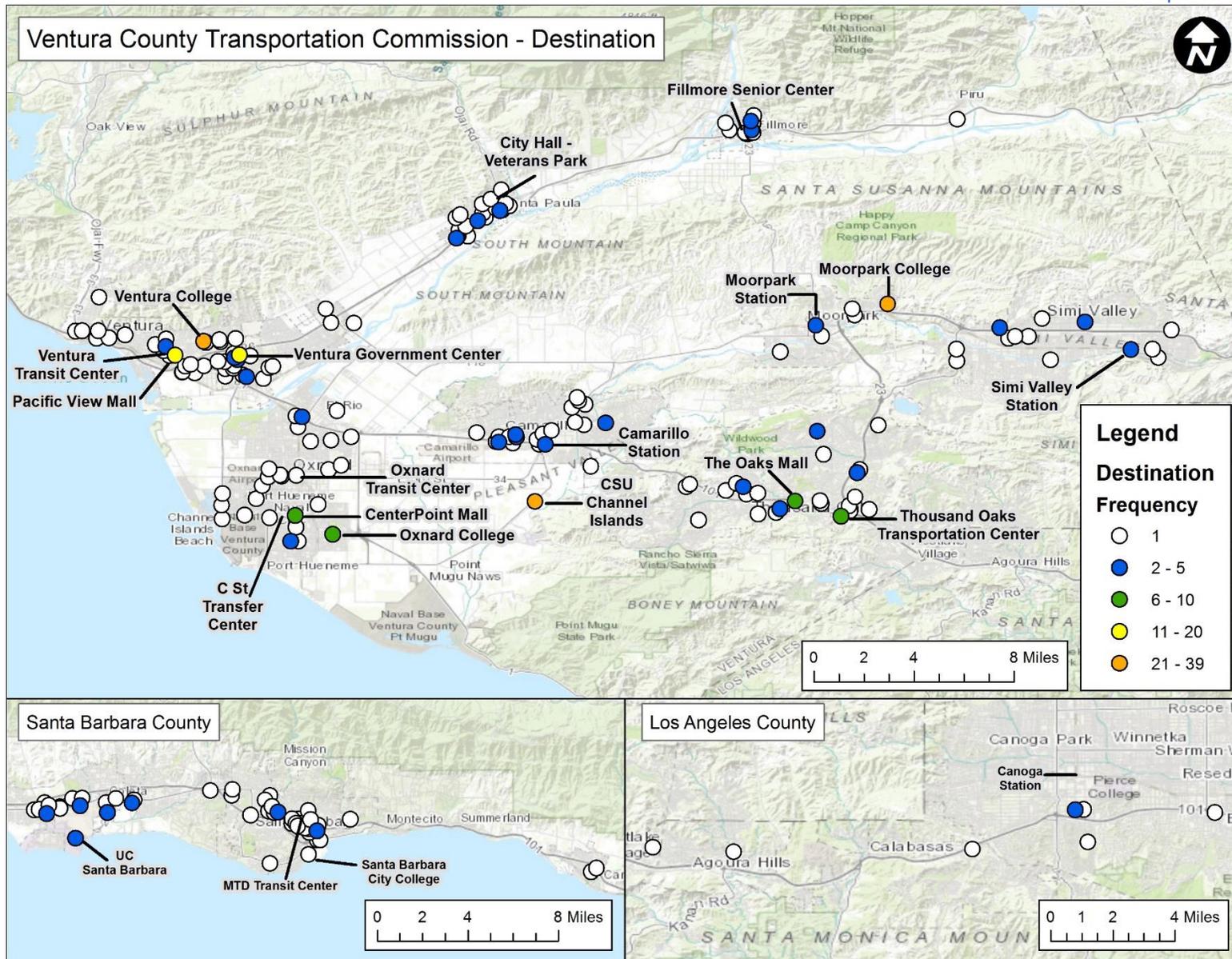


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Exhibit 2.18 – VCTC – Trip Destination





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Exhibit – 2.19 VCTC – Top Trip Origins

Location	Frequency
CSU Channel Islands	30
Ventura College	28
Moorpark College	24
Ventura Government Center	14
Pacific View Mall	12
Kmart, Faulkner Rd, Santa Paula	10
Simi Valley Town Center	7

Exhibit – 2.20 VCTC – Top Trip Destinations

Location	Frequency
CSU Channel Islands	39
Moorpark College	36
Ventura College	23
Ventura Government Center	16
Pacific View Mall	11
The Oaks Mall	9
CenterPoint Mall	8
Oxnard College	8
Thousand Oaks Transportation Center	6



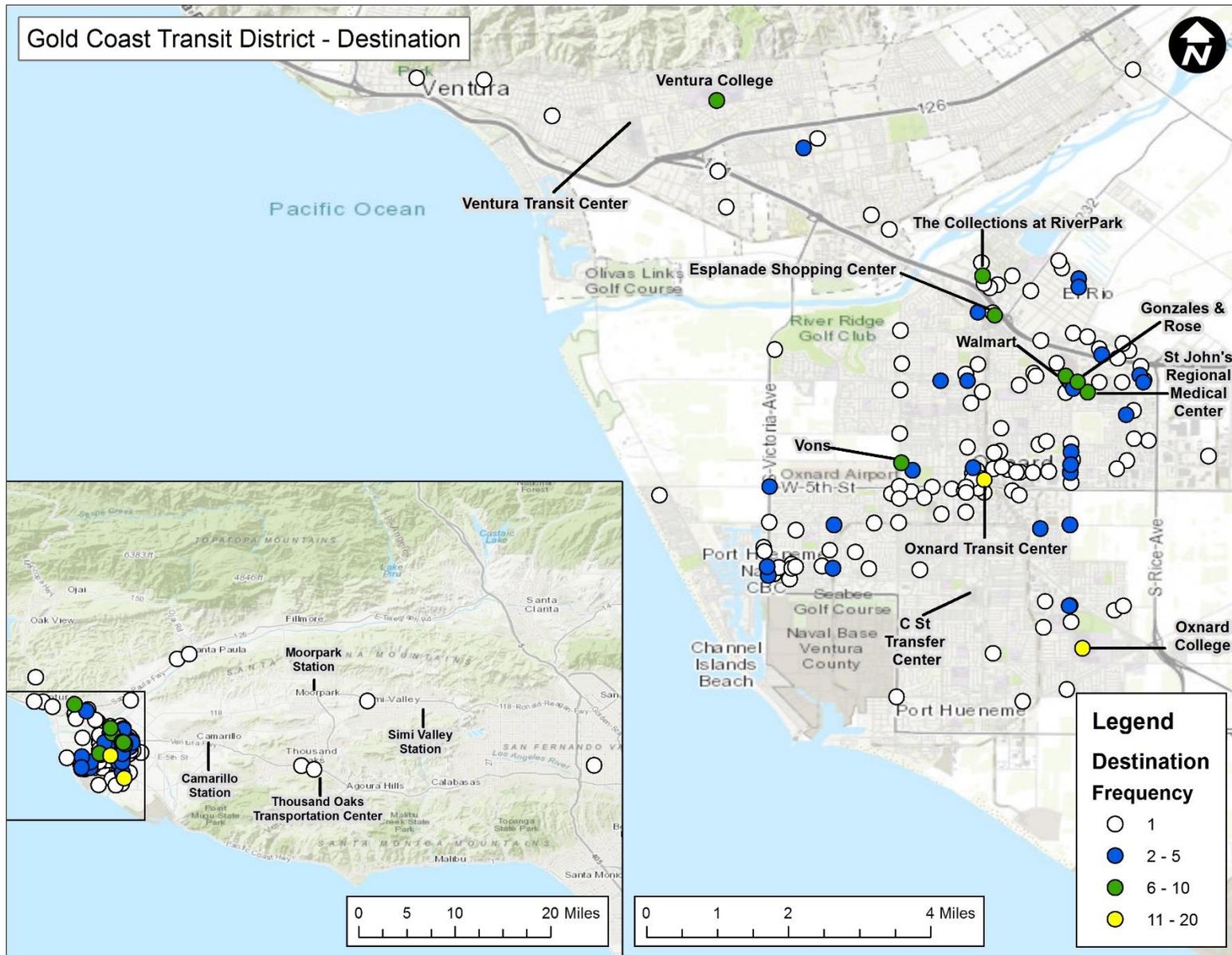


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Exhibit 2.22 – Gold Coast Transit District – Trip Destination





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Exhibit 2.23 – Gold Coast Transit District – Top Trip Origins

Location	Frequency
Oxnard College	12
Gonzales & Rose, Oxnard	10
St John's Regional Medical Center	8
Esplanade Shopping Center	6

Exhibit 2.24 – Gold Coast Transit District – Top Trip Destinations

Location	Frequency
Oxnard Transit Center	20
Oxnard College	14
The Collections at RiverPark	9
Esplanade Shopping Center	7
Vons, Ventura Rd, Oxnard	7
Gonzales & Rose, Oxnard	6
Ventura College	6
Walmart, Rose Ave, Oxnard	6



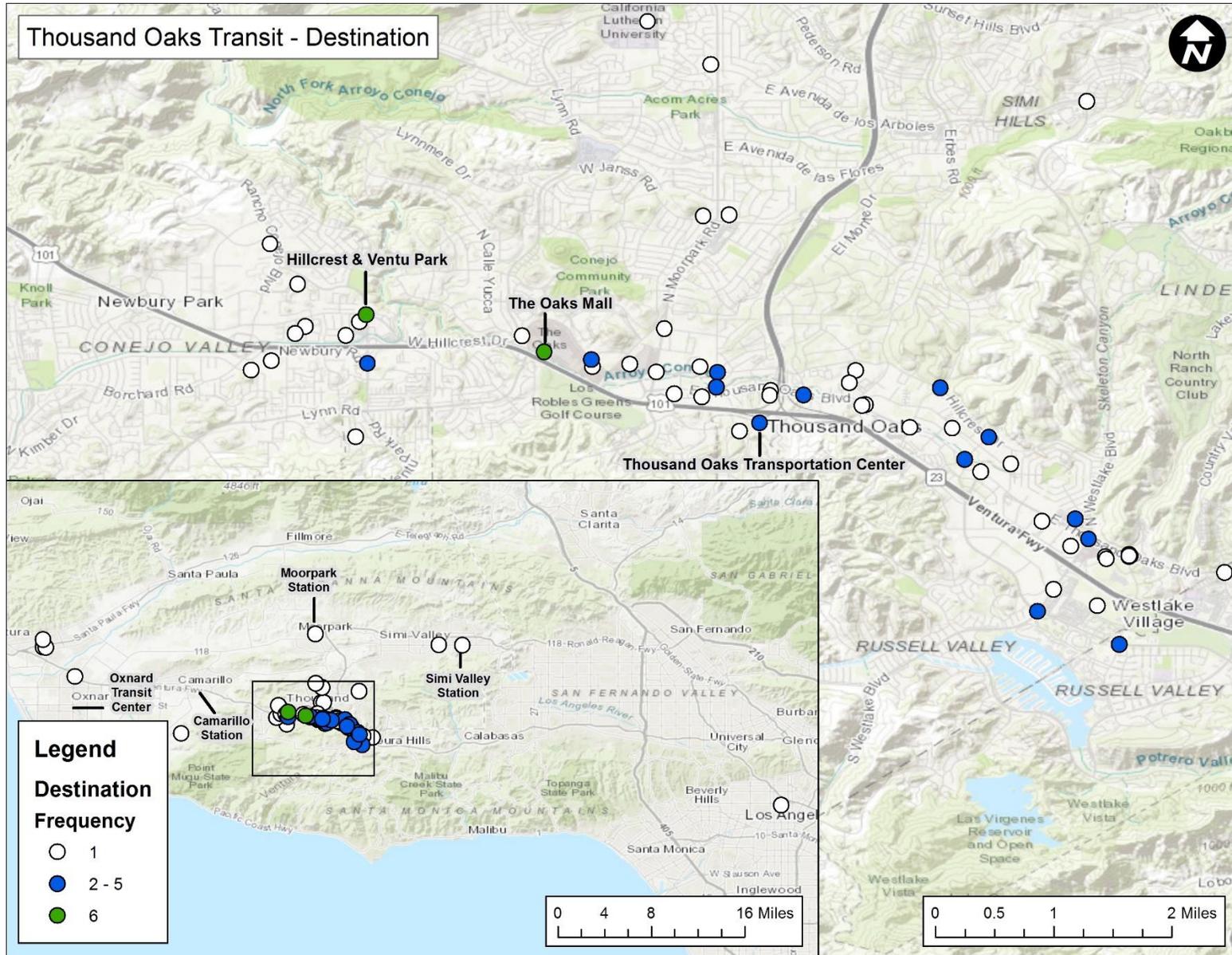


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Exhibit 2.26 – Thousand Oaks Transit – Trip Destination





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Exhibit 2.27 – Thousand Oaks Transit – Top Trip Origins

Location	Frequency
The Oaks Mall	8
Hillcrest & Ventu Park, Thousand Oaks	7
Hillcrest & Houston, Thousand Oaks	6

Exhibit 2.28 – Thousand Oaks Transit – Top Trip Destinations

Location	Frequency
Hillcrest & Ventu Park, Thousand Oaks	6
The Oaks Mall	6

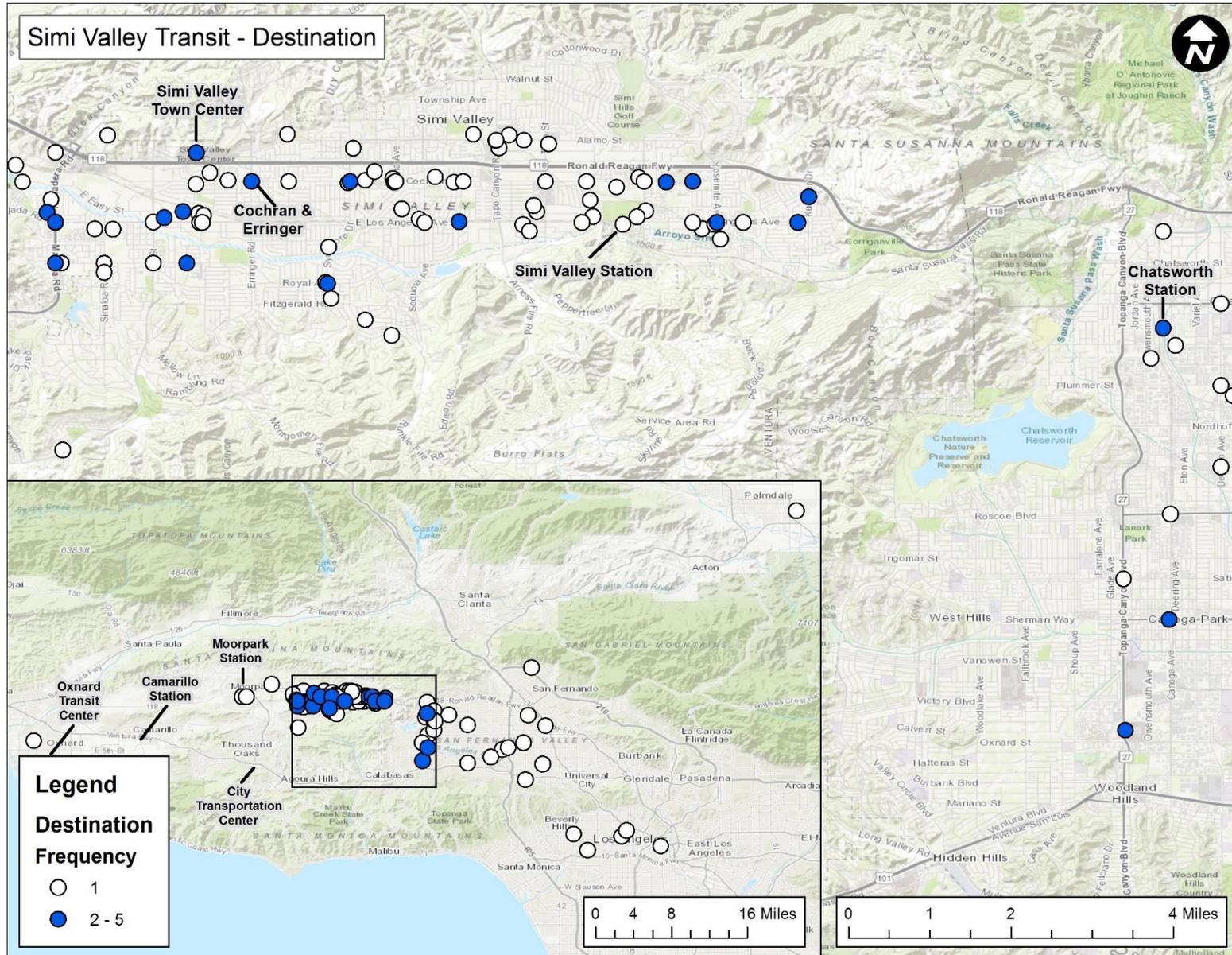




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Exhibit 2.30 – Simi Valley Transit – Trip Destination





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Exhibit 2.31 – Simi Valley Transit – Top Trip Origins

Location	Frequency
Chatsworth Station	6
Cochran & Erringer, Simi Valley	5

Exhibit 2.32 – Simi Valley Transit – Top Trip Destinations

Location	Frequency
Chatsworth Station	5
Cochran & Erringer, Simi Valley	5
Simi Valley Town Center	5



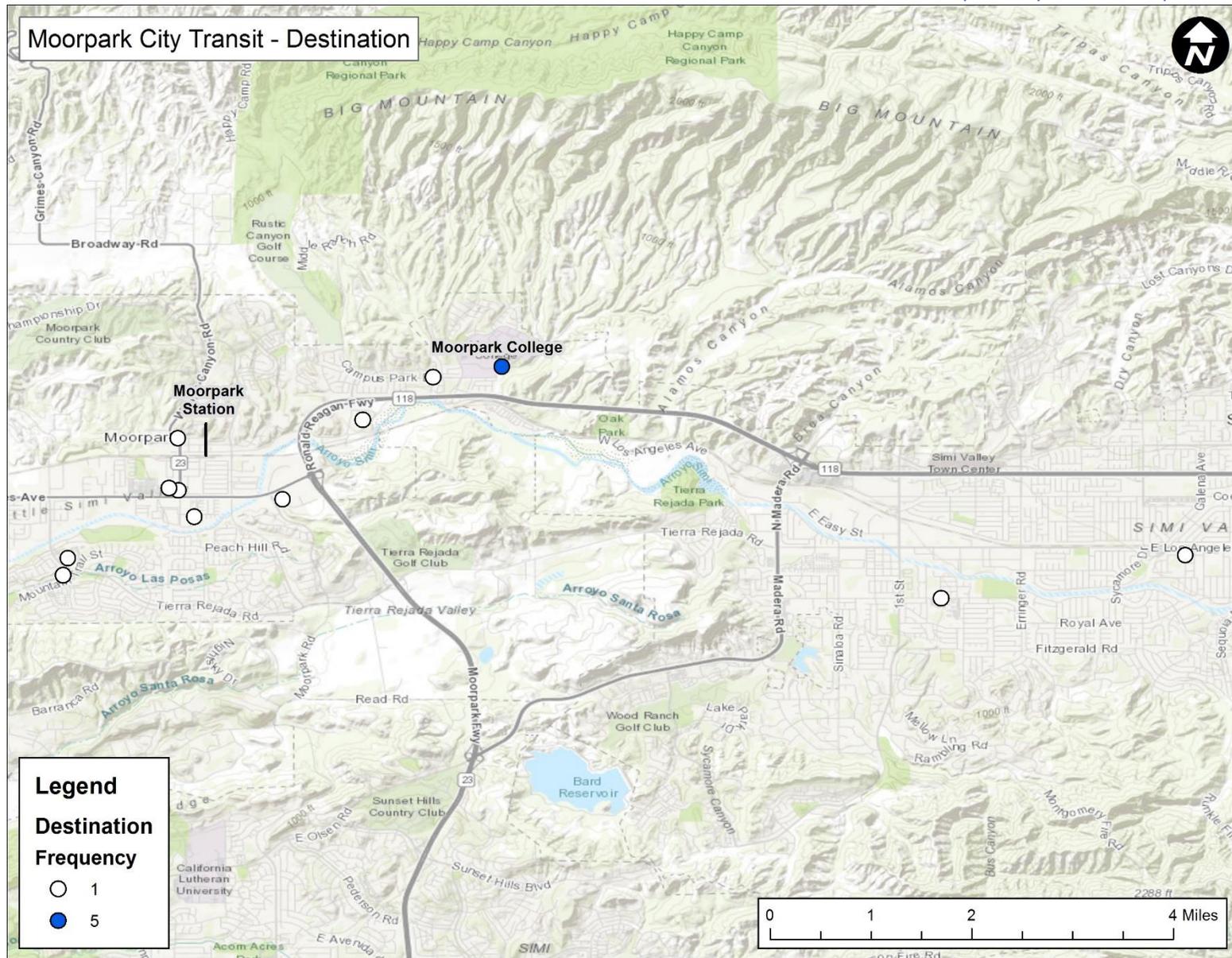


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Exhibit 2.34 – Moorpark City Transit – Trip Destination





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Exhibit 2.35 – Moorpark City Transit – Top Trip Origins

Location	Frequency
Moorpark College	2

Exhibit 2.36 – Moorpark City Transit – Top Trip Destinations

Location	Frequency
Moorpark College	2



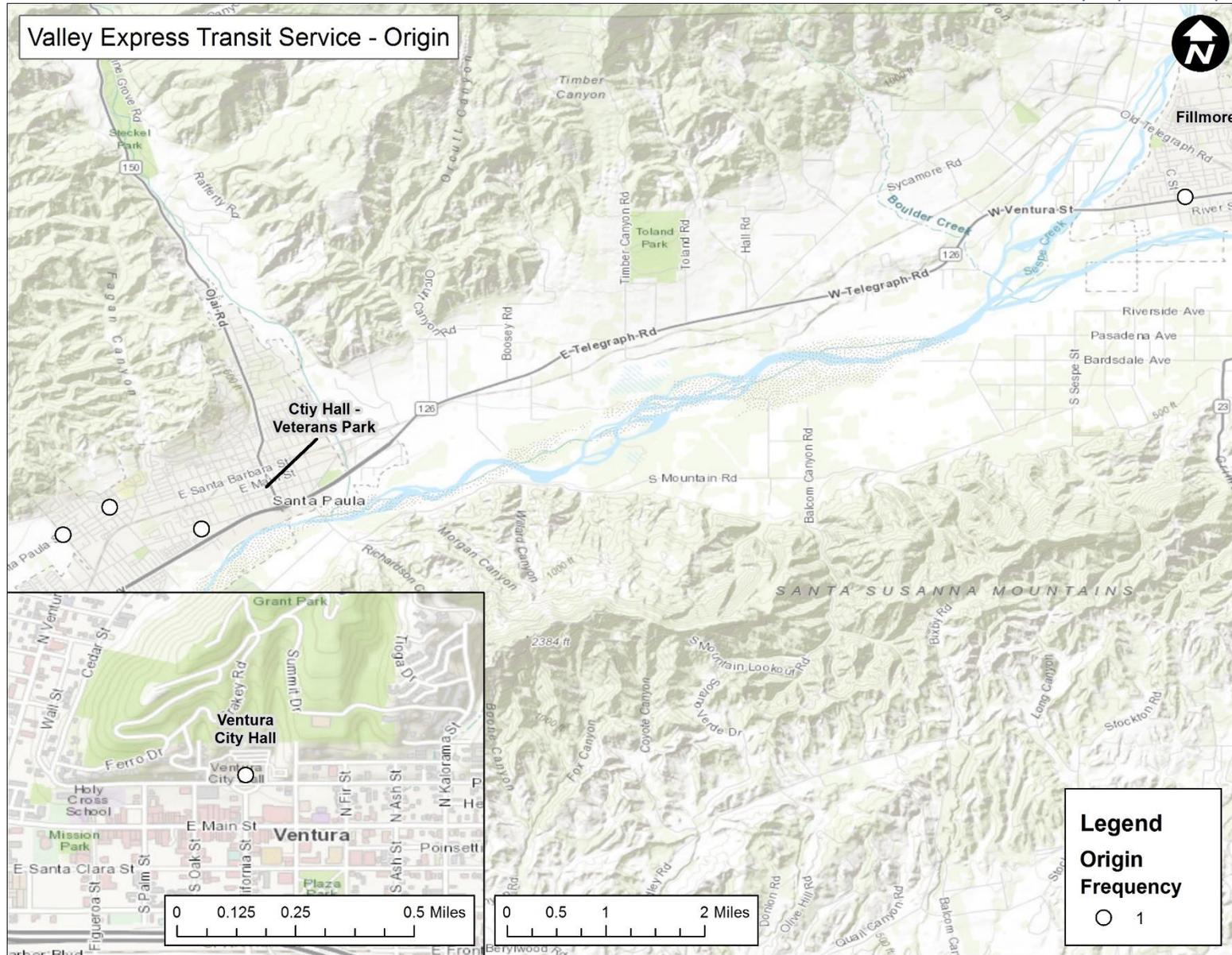


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Exhibit 2.37 – Valley Express – Trip Origin



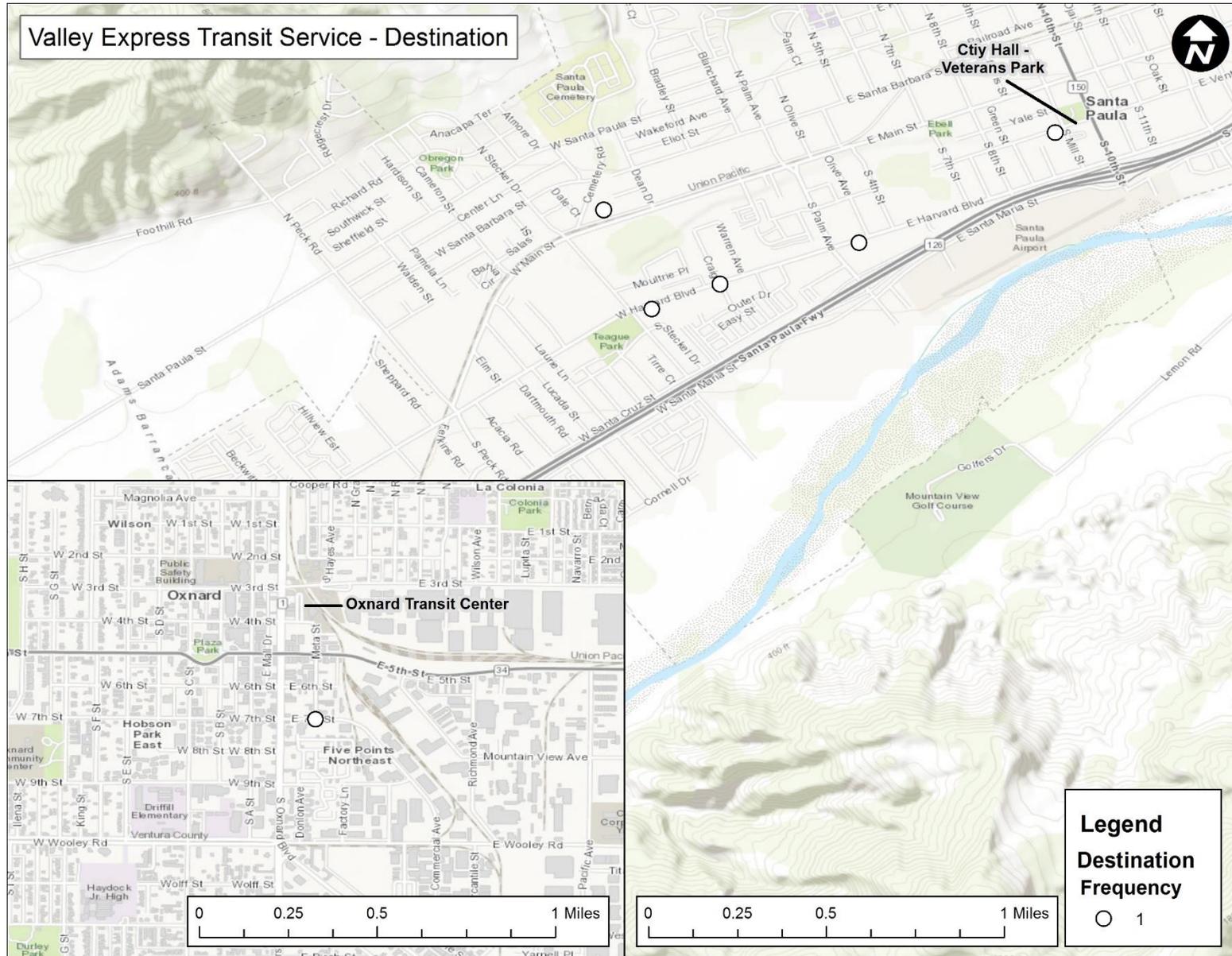


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Exhibit 2.38 – Valley Express – Trip Destination





3. Transfer Survey

It is essential to know when and where passengers are transferring, and which services they are transferring between. To that end, Moore & Associates conducted a transfer survey to track the following weekday transfer behavior:

- Passengers transferring between buses belonging to a single operator,
- Passengers transferring between buses of two different operators, and
- Passengers transferring from rail (Metrolink/Amtrak) to bus operators (when applicable).

Passengers transferring between any of the following operators (or from rail) are included: VCTC, Gold Coast Transit District, Thousand Oaks Transit, Simi Valley Transit, Moorpark City Transit, Valley Express, and Camarillo Area Transit. Passengers transferring between VCTC and Santa Barbara MTD at the Santa Barbara Transit Center were also tracked.

To collect accurate data, Moore & Associates utilized a two-pronged approach to data collection. First, survey staff was provided with spreadsheets to document “immediate transfers” through observation. They made note on their sheets of all passengers making immediate, observable transfers. Second, surveyors approached passengers waiting at stops or inside transit centers and conducted a brief transfer interview. Surveyors documented routes/operators transferring to and from. In this manner we were able to get the most complete “snap-shot” of transfer activity.

The transfer survey was conducted at transfer points throughout Ventura County. A minimum of two surveyors were assigned to each of the following transfer locations from 7:00 a.m. to 5:30 p.m.:

- Oxnard Transit Center,
- Ventura Transit Center,
- C Street Transfer Center,
- Esplanade,
- Government Center (intersection of Telephone and Victoria),
- Moorpark Metrolink Station, and
- Camarillo Metrolink Station.

Additionally, at least one surveyor was assigned to each of the following locations during peak travel hours (6:30 a.m. to 8:30 a.m. and 4:00 p.m. to 6:00 p.m.):

- Thousand Oaks Transit Center,
- Santa Barbara MTD Transit Center,
- Simi Valley Town Center,
- Fillmore Terminal, and
- Santa Paula City Hall.

Transfer data for each location was entered into MS Excel. The following pages present the key findings of the transfer survey.





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Oxnard Transit Center

Transfer observations at the Oxnard Transit Center were conducted across two weekdays, April 16 (7:00 a.m. – 12:00 p.m.) and April 24 (12:00 p.m. – 5:30 p.m.). Three surveyors were stationed at the Transit Center to record all transfer activity. In total, 529 transfers were observed. The majority (505) were Gold Coast Transit District internal transfers.

Exhibit 3.1 – Transfers by Day-Part and Operator

Oxnard Transit Center				
7:00 am – 8:59 am				
To:	VCTC	GCTD	Metrolink	Amtrak
From:				
VCTC	0	0	0	0
GCTD	0	59	1	3
Metrolink	0	0	0	0
Amtrak	0	2	0	1

Oxnard Transit Center				
9:00 am – 11:59 am				
To:	VCTC	GCTD	Metrolink	Amtrak
From:				
VCTC	0	7	0	0
GCTD	3	124	1	1
Metrolink	0	0	0	0
Amtrak	0	1	0	0

Oxnard Transit Center				
12:00 pm – 2:59 pm				
To:	VCTC	GCTD	Metrolink	Amtrak
From:				
VCTC	0	0	0	1
GCTD	0	172	0	1
Metrolink	0	0	0	0
Amtrak	2	0	0	0

Oxnard Transit Center				
3:00 pm - 5:30 pm				
To:	VCTC	GCTD	Metrolink	Amtrak
From:				
VCTC	0	0	0	0
GCTD	0	150	0	0
Metrolink	0	0	0	0
Amtrak	0	0	0	0



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Exhibit 3.2 – All Observed Transfers

		Oxnard Transit Center														
To:	From:	Hwy 101	Oxnard/ Cam/CSUCI	VCTC	Rt 1	Rt 2	Rt 3	Rt 4	Rt 5	Rt 6	Rt 8	Rt 18	Rt 19	Rt 20	Metrolink	Amtrak
VCTC - Conejo		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
VCTC - Oxnard /Cam./CSUCI		0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
VCTC - Unspec.		0	0	0	2	1	0	4	0	0	0	0	0	0	0	0
GCTD - Route 1		0	1	0	0	25	3	26	5	34	4	0	7	6	0	3
GCTD - Route 2		0	0	0	4	0	1	14	1	8	0	0	0	6	0	0
GCTD - Route 3		0	0	0	9	3	0	4	1	8	5	0	3	0	0	0
GCTD - Route 4		0	1	0	40	4	4	0	9	17	13	0	3	6	0	0
GCTD - Route 5		0	0	0	9	1	0	10	0	12	12	0	1	0	1	1
GCTD - Route 6		0	0	1	35	13	6	7	16	0	12	0	2	2	1	1
GCTD - Route 8		0	0	0	10	10	7	8	2	13	0	0	1	2	0	0
GCTD - Route 18		0	0	0	7	0	3	0	0	0	2	0	0	0	0	0
GCTD - Route 19		0	0	0	6	0	0	1	0	2	2	0	0	0	0	0
GCTD - Route 20		0	0	0	9	1	0	1	0	5	1	0	0	0	0	0
Metrolink		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Amtrak		0	0	2	0	1	0	2	0	0	0	0	0	0	0	1





Origin/Destination, Transfer, and Customer Satisfaction Surveys

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Exhibit 3.3 – Transfers VCTC to/from Gold Coast Transit District

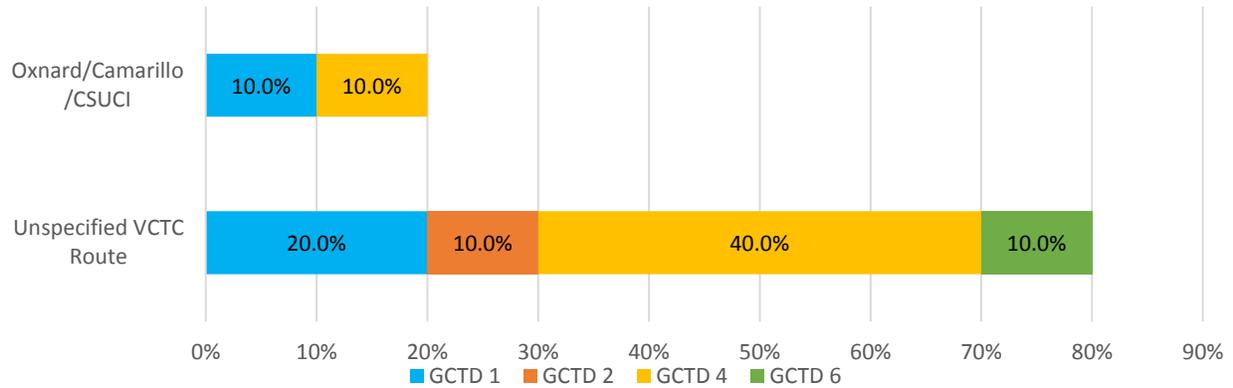


Exhibit 3.4 – Transfers Gold Coast Transit District to/from Gold Coast Transit District

Oxnard Transit Center									
	Route 1	Route 2	Route 3	Route 4	Route 5	Route 6	Route 8	Route 19	Route 20
Route 1	0	25	3	26	5	34	4	7	6
Route 2	4	0	1	14	1	8	0	0	6
Route 3	9	3	0	4	1	8	5	3	0
Route 4	40	4	4	0	9	17	13	3	6
Route 5	9	1	0	10	0	12	12	1	0
Route 6	35	13	6	7	16	0	12	2	2
Route 8	10	10	7	8	2	13	0	1	2
Route 18	7	0	3	0	0	0	2	0	0
Route 19	6	0	0	1	0	2	2	0	0
Route 20	9	1	0	1	0	5	1	0	0





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Ventura Transit Center

Transfer observations at the Ventura Transit Center were conducted across two weekdays, April 15 (7:00 a.m. – 12:00 p.m.) and April 17 (12:00 p.m. – 5:30 p.m.). Three surveyors were stationed at the Transit Center to record all transfer activity. In total, 424 transfers were observed. The majority (311) were Gold Coast Transit District internal transfers. Another 101 were transferring between VCTC and Gold Coast Transit District while a transfers between VCTC routes were relatively modest (12 transfers).

Exhibit 3.5 – Transfers by Day-Part and Operator

Ventura Transit Center		
7:00 am – 8:59 am		
To:	VCTC	GCTD
From:		
VCTC	5	8
GCTD	6	45

Ventura Transit Center		
9:00 am – 11:59 am		
To:	VCTC	GCTD
From:		
VCTC	1	19
GCTD	14	78

Ventura Transit Center		
12:00 pm – 2:59 pm		
To:	VCTC	GCTD
From:		
VCTC	4	8
GCTD	16	98

Ventura Transit Center		
3:00 pm - 5:30 pm		
To:	VCTC	GCTD
From:		
VCTC	2	18
GCTD	12	90





Origin/Destination, Transfer, and Customer Satisfaction Surveys

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Exhibit 3.6 – All Observed Transfers

Ventura Transit Center												
To:	Hwy 101	Conejo	East/ West Connect.	Coastal Exp.	Hwy 126	VCTC	Rt 6	Rt 10	Rt 11	Rt 16	Rt 21	GCTD
From:												
VCTC - Hwy 101	0	1	0	4	1	0	6	0	0	3	0	0
VCTC - Conejo	0	0	0	0	0	0	1	0	1	0	0	0
VCTC - East/ West Connect.	0	0	0	0	0	0	2	0	0	0	0	0
VCTC - Coastal Exp.	3	1	0	0	0	0	13	1	2	0	3	1
VCTC - Hwy 126	0	0	0	2	0	0	7	0	3	6	1	0
VCTC - Unspec.	0	0	0	0	0	0	0	0	0	0	0	3
GCTD - Route 6	4	1	1	14	7	0	0	4	43	18	23	0
GCTD - Route 10	1	0	1	0	4	0	27	0	28	8	7	0
GCTD - Route 11	0	0	0	0	1	2	43	2	0	15	9	0
GCTD - Route 16	0	0	0	0	2	1	19	1	5	0	2	0
GCTD - Route 21	1	0	2	6	0	0	25	1	13	18	0	0
GCTD - Unspec.	0	0	0	0	0	0	0	0	0	0	0	0





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Exhibit 3.7 – Transfers VCTC to/from Gold Coast Transit District

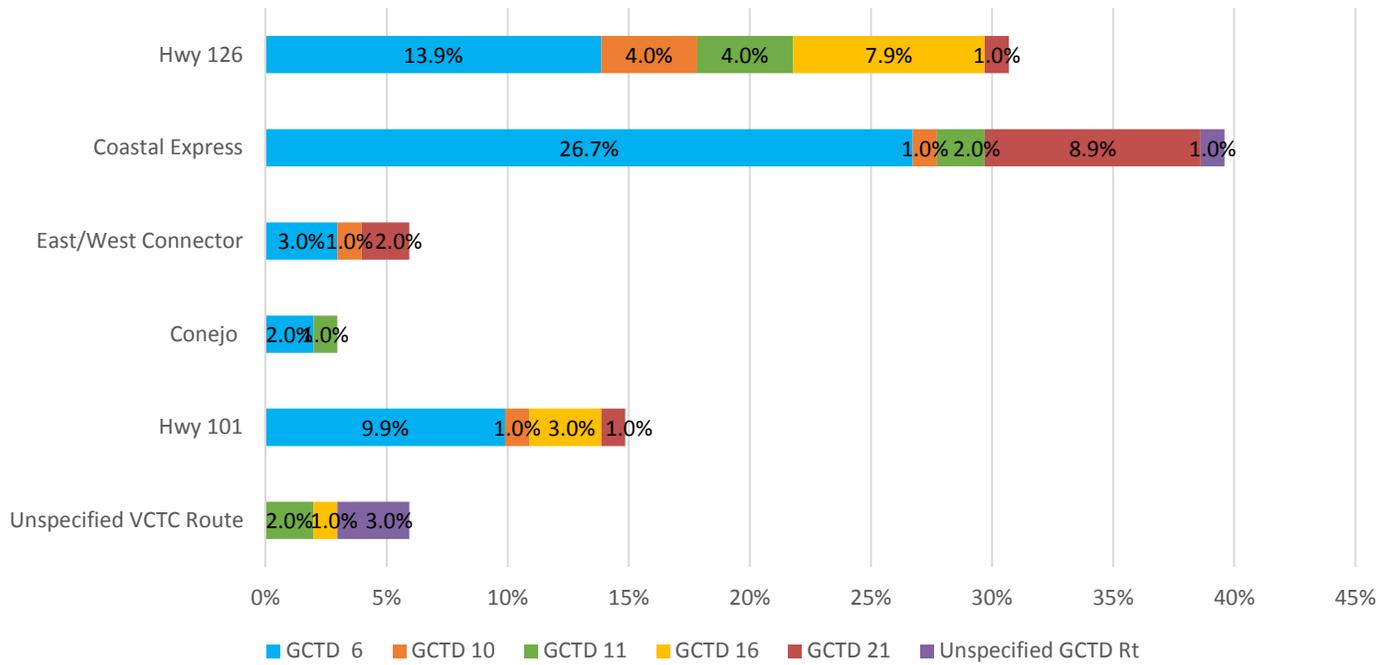


Exhibit 3.8 – Transfers Gold Coast Transit District to/from Gold Coast Transit District

Ventura Transit Center					
	Route 6	Route 10	Route 11	Route 16	Route 21
Route 6	0	4	43	18	23
Route 10	27	0	28	8	7
Route 11	43	2	0	15	9
Route 16	19	1	5	0	2
Route 21	25	1	13	18	0





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C Street Transfer Center

Transfer observations at the C Street Transfer Center were conducted across two weekdays, April 18 (12:00 p.m. – 5:30 p.m.) and April 22 (7:00 a.m. – 12:00 p.m.). Three surveyors were stationed at the Transfer Center to record all transfer activity. In total, 228 transfers were observed. The majority (205) reflect Gold Coast Transit District internal transfers. The remaining 23 were transferring between VCTC and Gold Coast Transit District. No transfers between VCTC routes were observed.

Exhibit 3.9 – Transfers by Day-Part and Operator

C St. Transfer Center		
7:00 am – 9:59 am		
To:	VCTC	GCTD
From:		
VCTC	0	0
GCTD	0	78

C St. Transfer Center		
10:00 am – 11:59 am		
To:	VCTC	GCTD
From:		
VCTC	0	0
GCTD	6	33

C St. Transfer Center		
12:00 pm – 2:59 pm		
To:	VCTC	GCTD
From:		
VCTC	0	5
GCTD	5	49

C St. Transfer Center		
3:00 pm - 5:30 pm		
To:	VCTC	GCTD
From:		
VCTC	0	6
GCTD	1	45





Origin/Destination, Transfer, and Customer Satisfaction Surveys

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Exhibit 3.10 – All Observed Transfers

C Street Transfer Center									
To:	Oxnard/ Camarillo/CSUCI	CSUCI/ Oxnard	VCTC	Rt 1	Rt 3	Rt 7	Rt 8	Rt 9	Rt 21
From:									
VCTC - Oxnard/ Camarillo/CSUCI	0	0	0	0	1	0	0	0	0
VCTC - CSUCI/Oxnard	0	0	0	0	1	0	2	1	6
VCTC - Unspec.	0	0	0	0	0	0	0	0	0
GCTD - Route 1	3	1	4	0	7	5	13	17	17
GCTD - Route 3	0	0	0	10	0	4	5	3	8
GCTD - Route 7	0	0	0	8	2	0	2	2	9
GCTD - Route 8	0	1	0	9	1	0	0	5	7
GCTD - Route 9	0	0	0	10	1	4	3	0	9
GCTD - Route 21	0	3	0	18	0	9	17	0	0

Exhibit 3.11 – Transfers VCTC to/from Gold Coast Transit District

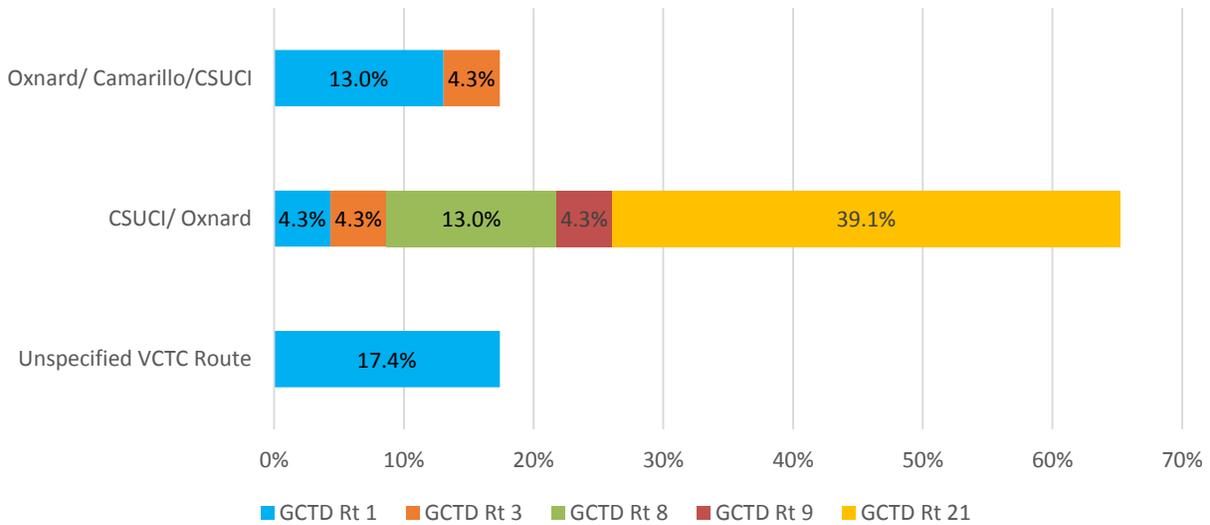


Exhibit 3.12 – Transfers Gold Coast Transit District to/from Gold Coast Transit District

C Street Transfer Center						
	Route 1	Route 3	Route 7	Route 8	Route 9	Route 21
Route 1	0	7	5	13	17	17
Route 3	10	0	4	5	3	8
Route 7	8	2	0	2	2	9
Route 8	9	1	0	0	5	7
Route 9	10	1	4	3	0	9
Route 21	18	0	9	17	0	0

Esplanade Mall



Origin/Destination, Transfer, and Customer Satisfaction Surveys

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Transfer observations at the Esplanade Mall were conducted across two weekdays, April 19 (7:00 a.m. – 12:00 p.m.) and April 23 (12:00 p.m. – 5:30 p.m.). Two surveyors were stationed on Esplanade Dr. to record all transfer activity. In total, 89 transfers were observed. The majority (53) of transfer activity relates to Gold Coast Transit to/from VCTC. Another 34 were Gold Coast Transit internal transfers. Only two transfers between VCTC routes were observed.

Exhibit 3.13 – Transfers by Day-Part and Operator

Esplanade Mall		
7:00 am – 8:59 am		
To:	VCTC	GCTD
From:		
VCTC	0	8
GCTD	5	4

Esplanade Mall		
9:00 am – 11:59 am		
To:	VCTC	GCTD
From:		
VCTC	0	2
GCTD	5	8

Esplanade Mall		
12:00 pm – 2:59 pm		
To:	VCTC	GCTD
From:		
VCTC	1	14
GCTD	6	14

Esplanade Mall		
3:00 pm - 5:30 pm		
To:	VCTC	GCTD
From:		
VCTC	1	9
GCTD	4	8





Origin/Destination, Transfer, and Customer Satisfaction Surveys

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Exhibit 3.14 – All Observed Transfers

Esplanade Mall							
To:	Hwy 101	Conejo	East/West Connect.	Coastal Exp.	Rt 6	Rt 15	Rt 17
From:							
VCTC - Hwy 101	0	0	0	0	20	5	0
VCTC - Conejo	1	0	0	0	0	0	0
VCTC - East/West Connect.	0	0	0	1	6	1	1
VCTC - Coastal Express	0	0	0	0	0	0	0
GCTD - Route 6	16	0	2	0	0	12	4
GCTD - Route 15	0	0	0	0	6	0	2
GCTD - Route 17	2	0	0	0	10	0	0

Exhibit 3.15 – Transfers VCTC to/from Gold Coast

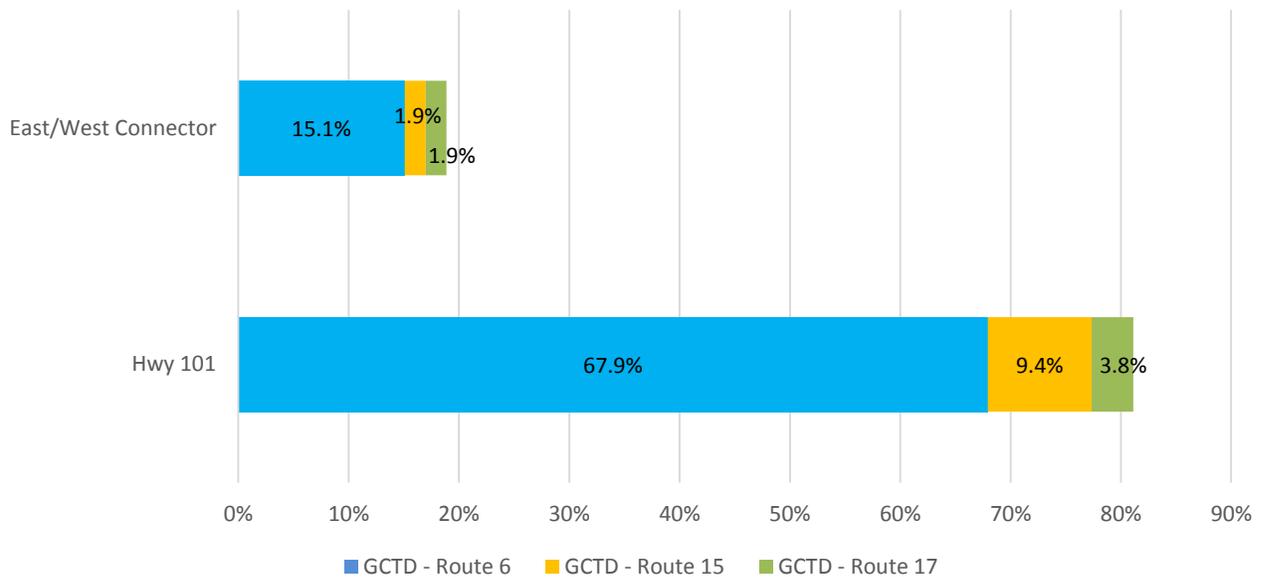


Exhibit 3.16 – Transfers Gold Coast Transit District to/from Gold Coast Transit District

Esplanade Mall			
	Route 6	Route 15	Route 17
Route 6	0	12	4
Route 15	6	0	2
Route 17	10	0	0





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Government Center

Transfer observations at the Ventura Government Center were conducted across two weekdays, April 19 (7:00 a.m. – 12:00 p.m.) and May 2 (12:00 p.m. – 5:30 p.m.). Three surveyors were stationed at the intersection of Telephone and Victoria to record all transfer activity. In total, 115 transfers were observed. The majority (93) reflects Gold Coast Transit District internal transfers. Another 17 were transferring between Gold Coast Transit District and VCTC routes. Five transfers between VCTC routes were observed.

Exhibit 3.17 – Transfers by Day-Part and Operator

Government Center		
7:00 am – 9:59 am		
To:	VCTC	GCTD
From:		
VCTC	1	2
GCTD	2	14

Government Center		
10:00 am – 11:59 am		
To:	VCTC	GCTD
From:		
VCTC	3	1
GCTD	0	14

Government Center		
12:00 pm – 2:59 pm		
To:	VCTC	GCTD
From:		
VCTC	0	0
GCTD	5	37

Government Center		
3:00 pm - 5:30 pm		
To:	VCTC	GCTD
From:		
VCTC	1	4
GCTD	3	28





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Exhibit 3.18 – All Observed Transfers

Government Center								
To:	Hwy 101	Conejo	East/West Connect.	Coastal Exp.	VCTC	Rt 6	Rt 11	Rt 21
From: VCTC - Hwy 101	0	0	0	0	1	1	1	0
VCTC - Conejo	0	0	0	0	0	0	0	0
VCTC - East/West Connect.	0	0	0	0	0	0	3	0
VCTC - Coastal Express	0	0	0	0	1	0	0	0
VCTC - Unspec.	1	0	2	0	0	1	1	0
GCTD - Route 6	1	0	0	0	4	0	36	6
GCTD - Route 11	2	1	0	0	1	24	0	9
GCTD - Route 21	0	0	0	0	1	5	13	0

Exhibit 3.19 – Transfers VCTC to/from Gold Coast Transit District

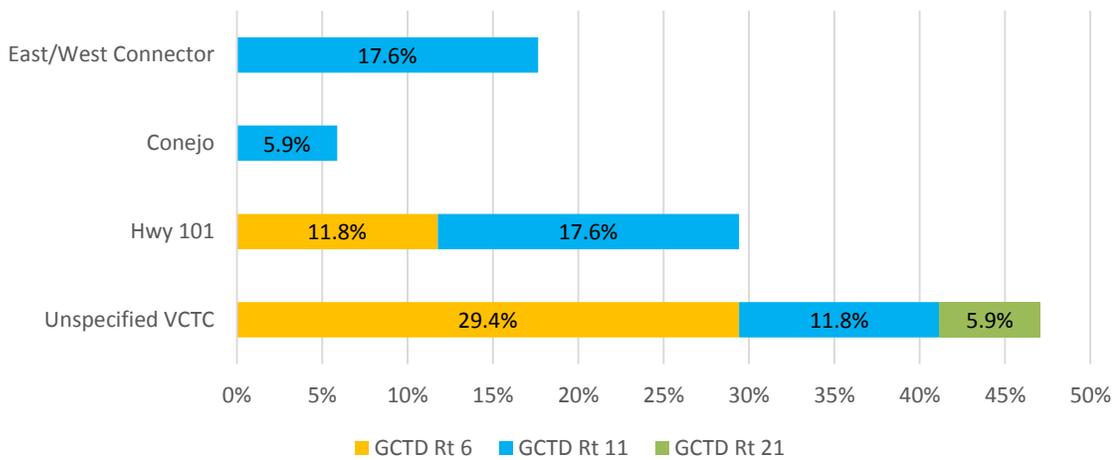


Exhibit 3.20 – Transfers Gold Coast to/from Gold Coast Transit District

Government Center			
	Route 6	Route 11	Route 21
Route 6	0	36	6
Route 11	24	0	9
Route 21	5	13	0



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Moorpark Metrolink Station

Transfer observations at the Moorpark Metrolink Station were conducted across two weekdays, April 30 (7:00 a.m. – 12:00 p.m.) and May 1 (12:00 p.m. – 5:30 p.m.). Two surveyors were stationed at the Moorpark Station to record all transfer activity. In total, only 16 transfers were observed. Half were transferring between VCTC and Moorpark City Transit, while the other half were transferring between rail (Metrolink or Amtrak) and either of the two bus operators.

Exhibit 3.21 – Transfers by Day-Part and Operator

Moorpark Metrolink Station				
7:00 am – 9:59 am				
To:	VCTC	Moorpark City Transit	Metrolink	Amtrak
From:				
VCTC	0	0	0	0
Moorpark City Transit	0	0	1	0
Metrolink	1	0	0	0
Amtrak	0	0	0	0

Moorpark Metrolink Station				
10:00 am – 11:59 am				
To:	VCTC	Moorpark City Transit	Metrolink	Amtrak
From:				
VCTC	0	0	0	0
Moorpark City Transit	0	0	0	0
Metrolink	0	0	0	0
Amtrak	0	0	0	0

Moorpark Metrolink Station				
12:00 pm – 2:59 pm				
To:	VCTC	Moorpark City Transit	Metrolink	Amtrak
From:				
VCTC	0	0	0	0
Moorpark City Transit	1	0	0	0
Metrolink	1	2	0	0
Amtrak	0	0	0	0

Moorpark Metrolink Station				
3:00 pm - 5:30 pm				
To:	VCTC	Moorpark City Transit	Metrolink	Amtrak
From:				
VCTC	0	0	1	0
Moorpark City Transit	7	0	0	1
Metrolink	0	1	0	0
Amtrak	0	0	0	0



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Exhibit 3.22 – All Observed Transfers

Moorpark Metrolink						
To:	East/West Connect.	East County	Route 1	Route 2	Metrolink	Amtrak
From:						
VCTC - East/West Connect.	0	0	0	0	0	0
VCTC - East County	0	0	0	0	1	0
Moorpark - Route 1	1	3	0	0	1	0
Moorpark - Route 2	2	2	0	0	0	1
Metrolink	1	1	1	2	0	0
Amtrak	0	0	0	0	0	0





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Camarillo Metrolink Station

Transfer observations at the Moorpark Metrolink Station were conducted across two weekdays, April 25 (7:00 a.m. – 12:00 p.m.) and April 29 (12:00 p.m. – 5:30 p.m.). Two surveyors were stationed at the Camarillo Station to record all transfer activity. In total, 86 transfers were observed. The majority (44) reflect transfer activity between VCTC routes while another 27 were transferring between VCTC and the Camarillo Trolley. Fifteen transfers between rail (Metrolink or Amtrak) and the two bus operators were observed.

Exhibit 3.23 – Transfers by Day-Part and Operator

Camarillo Metrolink Station					
7:00 am - 10:00 am					
	To:	VCTC	Camarillo Trolley	Metrolink	Amtrak
From:					
VCTC		15	3	0	3
Camarillo Trolley		3	0	0	0
Metrolink		0	1	0	0
Amtrak		1	0	0	0

Camarillo Metrolink Station					
10:00 am - 12:00 pm					
	To:	VCTC	Camarillo Trolley	Metrolink	Amtrak
From:					
VCTC		8	1	0	1
Camarillo Trolley		1	0	0	0
Metrolink		0	0	0	0
Amtrak		5	0	0	0

Camarillo Metrolink Station					
12:00 pm - 3:00 pm					
	To:	VCTC	Camarillo Trolley	Metrolink	Amtrak
From:					
VCTC		12	6	0	3
Camarillo Trolley		6	0	0	0
Metrolink		0	0	0	0
Amtrak		0	0	0	0

Camarillo Metrolink Station					
3:00 pm - 5:30 pm					
	To:	VCTC	Camarillo Trolley	Metrolink	Amtrak
From:					
VCTC		9	1	0	0
Camarillo Trolley		6	0	0	1
Metrolink		0	0	0	0
Amtrak		0	0	0	0



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Exhibit 3.24 – All Observed Transfers

Camarillo Metrolink Station								
To:	Hwy 101	Conejo	East/West Connector	Coastal Express	VCTC	Camarillo Trolley	Metrolink	Amtrak
From:								
VCTC - Hwy 101	0	0	1	1	14	4	0	2
VCTC - Conejo	0	0	0	0	9	1	0	0
VCTC - East/West Connector	0	0	0	0	6	0	0	1
VCTC - Coastal Express	0	0	0	0	0	0	0	0
VCTC - Unspec.	7	2	4	0	0	6	0	4
Camarillo Trolley	4	3	3	0	6	0	0	1
Metrolink	0	0	0	0	0	1	0	2
Amtrak	1	0	0	0	5	0	0	0

Exhibit 3.25 – Transfers VCTC to/from VCTC

Camarillo Metrolink Station					
	Hwy 101	Conejo	East/West Connector	Coastal Express	Unspecified VCTC
Hwy 101	0	0	1	1	14
Conejo	0	0	0	0	9
East/West Connector	0	0	0	0	6
Coastal Express	0	0	0	0	0
Unspecified VCTC	7	2	4	0	0





Thousand Oaks Transit Center

Transfer observations at the Thousand Oaks Transit Center were conducted across two weekdays, April 25 (6:30 a.m. – 8:30 a.m.) and May 1 (4:00 p.m. – 6:00 p.m.). One surveyor was stationed at the Transit Center to record all transfer activity. In total, 37 transfers were observed. Though not specified in the RFP, transfers between Ventura County operators (VCTC and TOT) and Los Angeles County operators (LA Metro and LA DOT) were also recorded. The majority (15) were transferring between VCTC and Thousand Oaks Transit routes, while another 11 were transferring between VCTC routes. Eleven transfers between Los Angeles and Ventura County operators were observed.

Exhibit 3.26 – Transfers by Day-Part and Operator

Thousand Oaks Transit Center				
6:30 am - 8:30 am				
To:	VCTC	TOT	LADOT	METRO
From:				
VCTC	10	13	0	3
TOT	1	0	0	0
LADOT	0	0	0	0
METRO	1	0	0	0

Thousand Oaks Transit Center				
4:00 pm - 6:00 pm				
To:	VCTC	TOT	LADOT	METRO
From:				
VCTC	1	0	1	0
TOT	1	0	0	1
LADOT	0	0	0	0
METRO	3	2	0	0





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Exhibit 3.27 – All Observed Transfers

Thousand Oaks Transit Center									
To:	Hwy 101	Conejo	East County	VCTC	Route 2	Route 3	Route 4	LADOT	METRO
From:									
VCTC - Hwy 101	0	0	0	0	2	4	3	1	1
VCTC - Conejo	1	0	1	0	0	0	0	0	0
VCTC - East County	1	0	0	0	1	2	0	0	1
VCTC - Unspec.	6	0	2	0	0	0	1	0	1
TOT - Route 2	1	1	0	0	0	0	0	0	1
TOT - Route 3	0	0	0	0	0	0	0	0	0
TOT - Route 4	0	0	0	0	0	0	0	0	0
LADOT	0	0	0	0	0	0	0	0	0
METRO	3	1	0	0	2	0	0	0	0





Santa Barbara MTD Transit Center

Transfer observations at the Santa Barbara MTD Transit Center were conducted across two weekdays, May 1 (4:00 p.m. – 6:00 p.m.) and May 6 (6:30 a.m. – 8:30 a.m.). One surveyor was stationed at the Transit Center to record all transfer activity. In total, 18 transfers were observed between Santa Barbara MTD and VCTC Coastal Express.

Exhibit 3.28 – Transfers by Day-Part and Operator

Santa Barbara MTD Transit Center		
6:30 am - 8:30 am		
To:	VCTC	SB MTD
From:		
VCTC	0	8
SB MTD	6	0

Santa Barbara MTD Transit Center		
4:00 pm - 6:00 pm		
To:	VCTC	SB MTD
From:		
VCTC	0	4
SB MTD	0	0

Simi Valley Town Center

Transfer observations at the Simi Valley Town Center were conducted across two weekdays, April 26 (6:30 a.m. – 8:30 a.m.) and May 6 (4:00 p.m. – 6:00 p.m.). One surveyor was stationed at the Town Center to record all transfer activity. In total, 12 transfers were observed between Simi Valley Transit and VCTC routes. One transfer between Simi Valley routes was observed.

Exhibit 3.29 – Transfers by Day-Part and Operator

Simi Valley Town Center		
6:30 am - 8:30 am		
To:	VCTC	SVT
From:		
VCTC	0	0
SVT	3	0

Simi Valley Town Center		
4:00 pm - 6:00 pm		
To:	VCTC	SVT
From:		
VCTC	0	6
SVT	3	1



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Fillmore Terminal

Transfer observations at the Fillmore Terminal were conducted across two weekdays, April 8 (4:00 p.m. – 6:00 p.m.) and April 9 (6:30 a.m. – 8:30 a.m.). One surveyor was stationed at the Terminal to record all transfer activity. Only three transfers were observed, two between VCTC Hwy 126 and Valley Express (Fillmore Route) and one from Valley Express Piru to Fillmore.

Exhibit 3.30 – Transfers by Day-Part and Operator

Fillmore Terminal		
6:30 am - 8:30 am		
To:	VCTC	Valley Express
From:		
VCTC	0	0
Valley Express	1	1

Fillmore Terminal		
4:00 pm - 6:00 pm		
To:	VCTC	Valley Express
From:		
VCTC	0	1
Valley Express	0	0

Santa Paula City Hall

Transfer observations at Santa Paula City Hall were conducted across two weekdays, April 22 (6:30 a.m. – 8:30 a.m.) and April 30 (4:00 p.m. – 6:00 p.m.). One surveyor was stationed at City Hall to record all transfer activity. Only one transfer between Valley Express Route A and VCTC Hwy 126 was observed.

Exhibit 3.31 – Transfers by Day-Part and Operator

Santa Paula City Hall		
6:30 am - 8:30 am		
To:	VCTC	Valley Express
From:		
VCTC	0	0
Valley Express	1	0

Santa Paula City Hall		
4:00 pm - 6:00 pm		
To:	VCTC	Valley Express
From:		
VCTC	0	0
Valley Express	0	0





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4. Customer Satisfaction Survey

A customer survey was conducted to assess passenger satisfaction with VCTC Intercity and Valley Express services, including how well the transit routes meet customer needs, the quality of customer service, and overall operations. A bilingual survey (English/Spanish) was offered to all riders of VCTC Intercity and Valley Express services. The survey was available from May 24 through June 19, 2019. A total of 422 responses were received.

Survey Instrument Design

Moore & Associates worked with VCTC staff to design a survey instrument that would capture the information needed to support planning and marketing decisions. Along with questions regarding overall satisfaction with the service, questions regarding travel patterns and customer demographics were included. While fundamentally similar, a unique instrument was used for each operator.

Data Collection

To achieve the greatest level of participation Moore & Associates took a three-pronged approach to data collection utilizing both online and intercept methodologies.

A unique URL was purchased (www.RiderSurvey2019.com) and car cards were designed to prominently display both the URL as well as a QR code that linked directly to the online survey. The car cards were placed onboard all vehicles across VCTC and Valley Express services. Moore & Associates also created content designed to promote the survey on VCTC and Valley Express' various social media platforms. A total of 101 surveys were collected online.

Additionally, bilingual paper survey instruments were available onboard each vehicle allowing passengers to self-administer the survey and return their completed form to the driver. A total of 147 passengers self-administered the survey.

To supplement the online survey, intercept surveying was conducted on board VCTC and Valley Express vehicles as well as at the Fillmore Terminal and Ventura Transit Center. Surveying took place across three weekdays in early June 2019. Bilingual surveyors offered the paper instrument to passengers of both services. A total of 174 surveys were collected via intercept. A total of 86 surveys were collected in Spanish.

Data Analysis

Once data collection was completed, all survey data was entered into a database and then exported into Microsoft Excel. Moore & Associates was responsible for the data entry process, reviewing data entry work on a daily basis, while, also conducting spot-checks throughout each data-entry day.

Data cleaning was then undertaken by trained personnel. This process resolved variations in data formatting such as identical responses being entered as different (i.e., "Oxnard Station" and "Oxnard Transit Center" were rationalized to provide a single response). The cleaned data was then imported into a Statistical Package for the Social Sciences (SPSS) platform for further analysis.





Origin/Destination, Transfer, and Customer Satisfaction Surveys

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VCTC Customer Satisfaction Survey Responses

Key Findings

Based on commonalities in response data, conclusions were drawn regarding survey participant attitude, awareness, and demographics. A total of 348 surveys were collected (61 of these were taken in Spanish).

The profile customer identifies as Hispanic/Latino and is under 35 years old. He is transit-dependent and rides public transit daily. He chose to take the survey in English (82.5 percent).

Key findings from the VCTC Customer Survey:

- VCTC is held in high esteem based on overall ratings. Nearly 95 percent claim to be satisfied with the service.
- The most preferred service improvement is “more frequent service”.
- While nearly three-quarters of respondents are aware of the mobile website, only one-third report using the mobile website.

Analysis of individual survey questions follow.





Please rate VCTC service in each of the following categories.

Survey participants were asked to rate their satisfaction with specific aspects of VCTC Intercity service. VCTC customer service received the highest rating with 95.5 percent of respondents indicating they were very or somewhat satisfied. The lowest-rated attribute was cleanliness of the bus stops (84.7 percent).

Customers' overall impression of VCTC is high with 96.5 percent indicating satisfaction with the service.

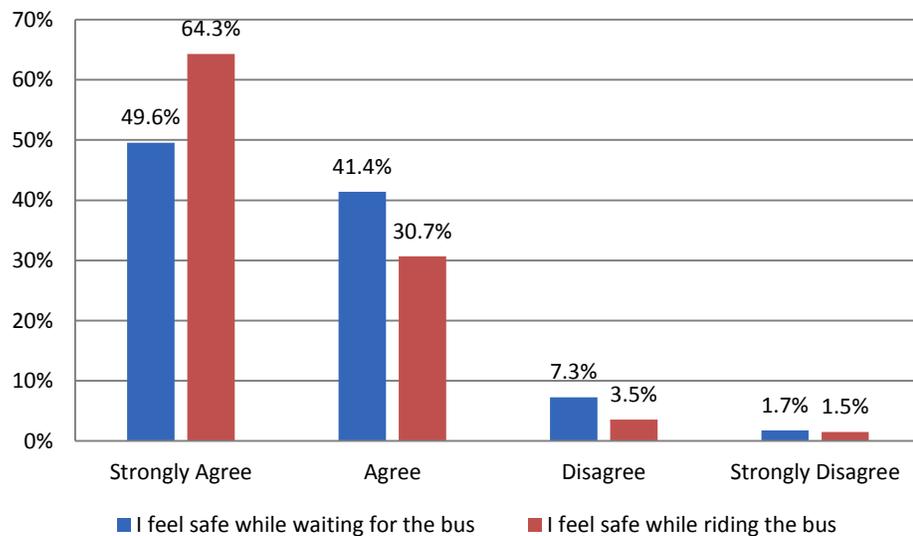
Exhibit 4.1 – Rating VCTC Service

Categories	Rating
VCTC Intercity service overall	96.5
VCTC customer service	95.5
Cleanliness of the bus	95.5
Quality of information provided by VCTC	91.9
Cleanliness of the bus stops	84.7

Please indicate how strongly you agree with the following statements:

The majority of respondents feel safe both while waiting for their bus (91.0 percent) and while riding the bus (95.0 percent).

Exhibit 4.2 – Safety

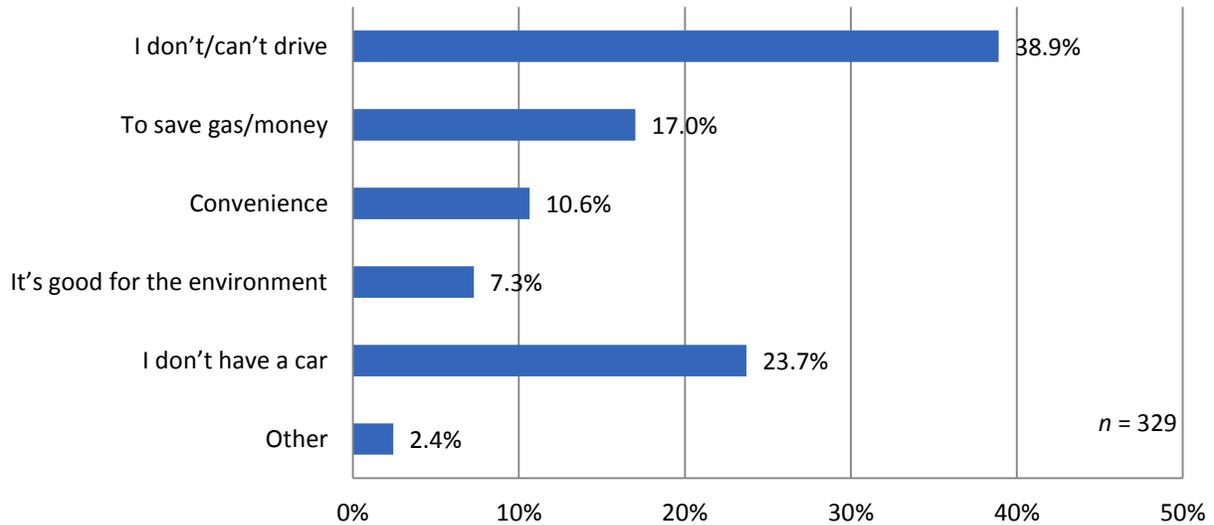




What is the main reason you choose to ride the bus?

Nearly two-thirds (62.6 percent) of respondents can be considered “transit-dependent”.

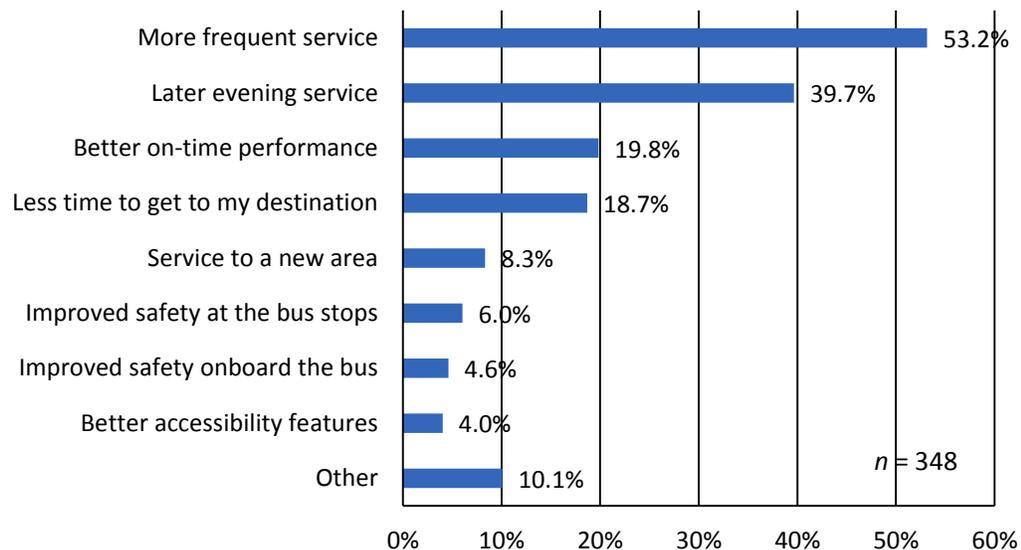
Exhibit 4.3 – Reason for Riding



Which two service improvements would you most like to see introduced?

Survey participants were asked to identify preferred service improvements. More frequent service was the most requested improvement. The second-most preferred service improvement was later evening service. More than 10 percent of respondents selected other. The most common other responses were “real-time bus tracking” and “earlier morning service”. Responses total more than 100 percent given respondents were allowed to select up to two responses.

Exhibit 4.4 – Service Improvements

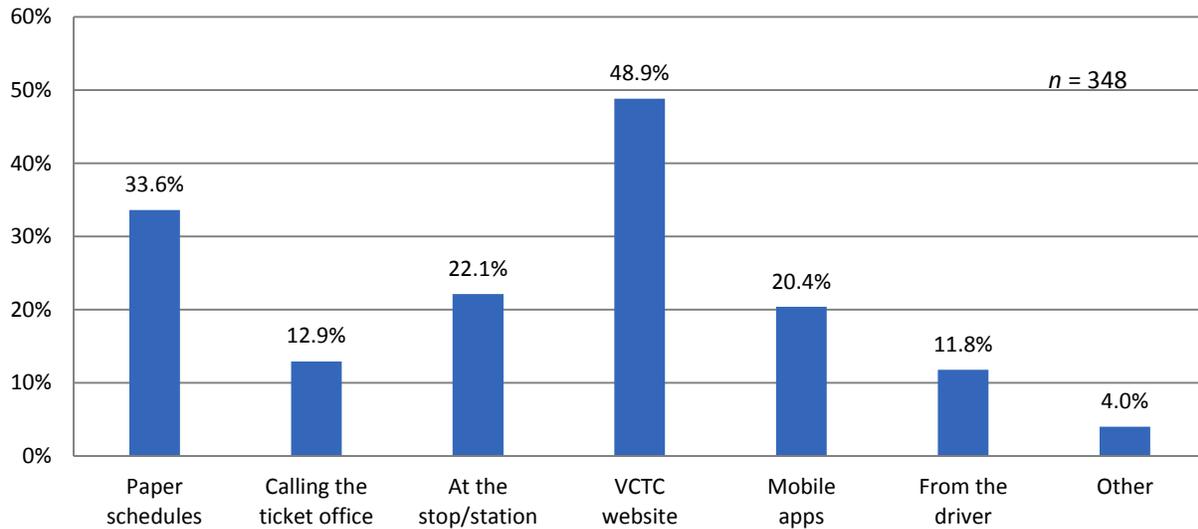




How do you get information about the bus?

Nearly half of respondents indicated reliance on VCTC’s website to obtain service information.

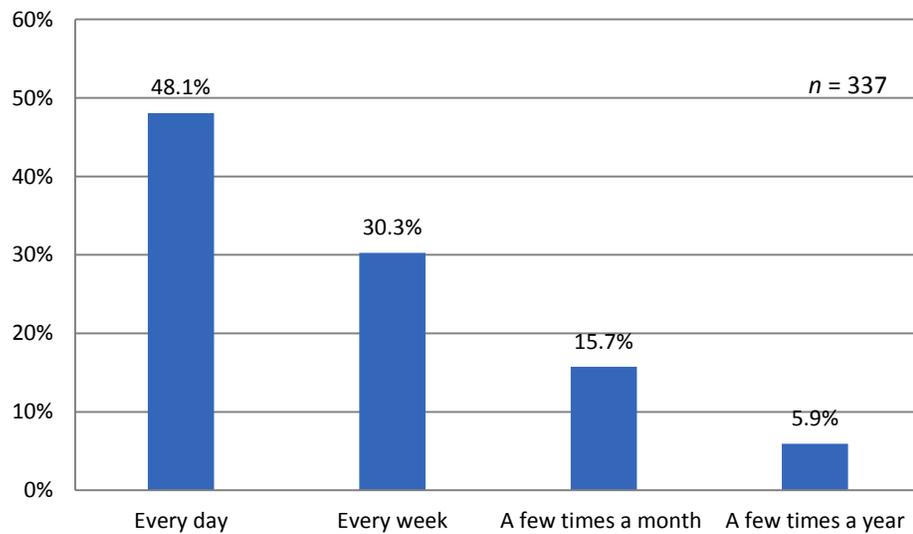
Exhibit 4.5 – Bus Information



About how many times do you ride the bus?

The majority of respondents (78.4 percent) ride every week, with more that 48 percent indicating riding every day.

Exhibit 4.6 – Ridership Frequency

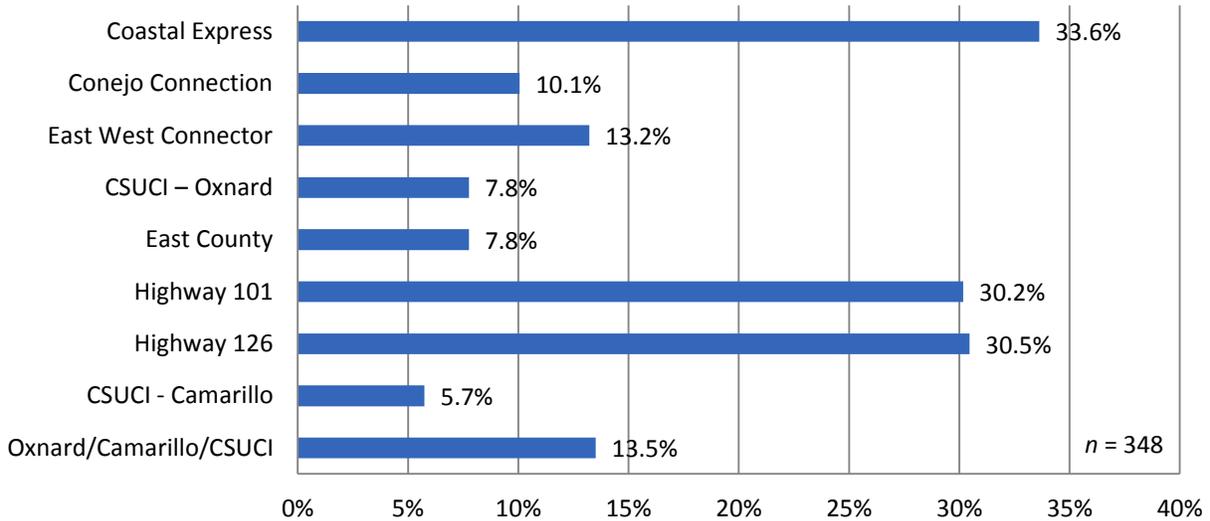




Which routes do you ride?

Coastal Express was the route most-cited by respondents, followed closely by Highway 126 and Highway 101.

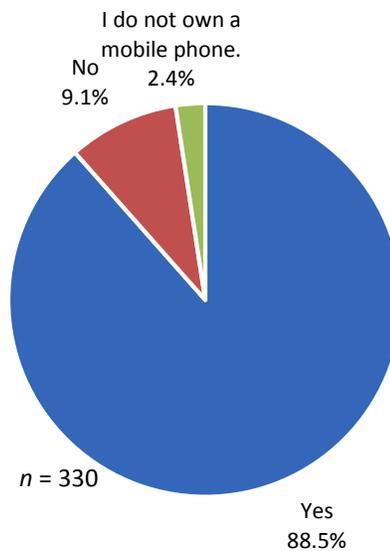
Exhibit 4.7 – Routes



Do you have access to the internet on your mobile phone?

Nearly all respondents indicated having access to the internet via their mobile phone (88.5 percent).

Exhibit 4.8 – Mobile Phone Internet Access

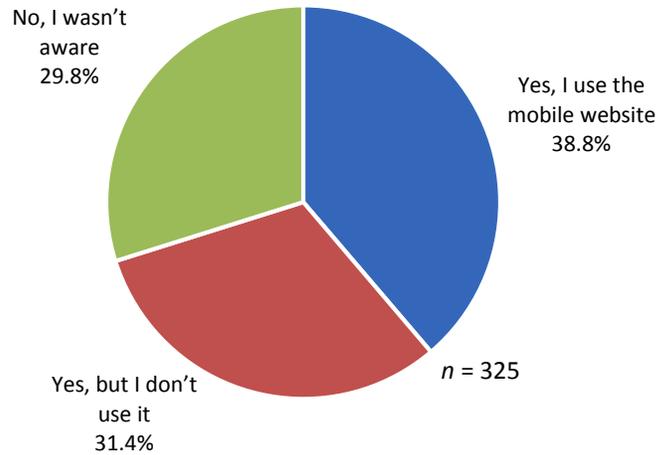




Did you know that VCTC has a mobile-friendly website that provides trip planning information?

The majority (70.2 percent) of respondents are aware of the mobile website. However, only one-third actually use the site.

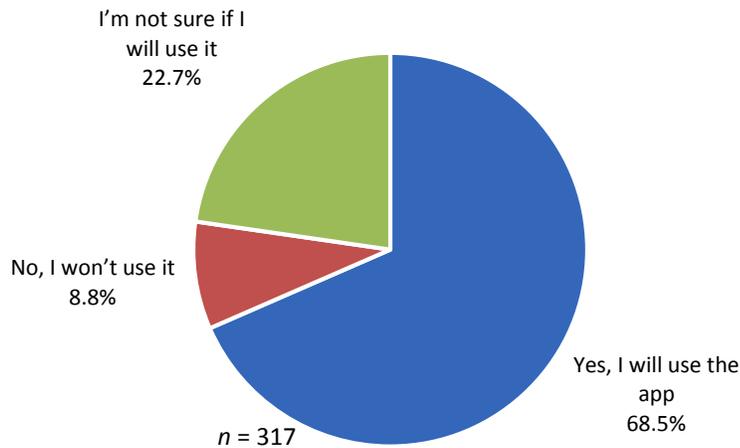
Exhibit 4.9 Mobile Website



VCTC will soon have a GOVCbus app that will provide trip planning and real time bus information, will you use it?

More than two-thirds of respondents indicated they plan to use the GOVCbus app.

Exhibit 4.10 – GOVCbus App

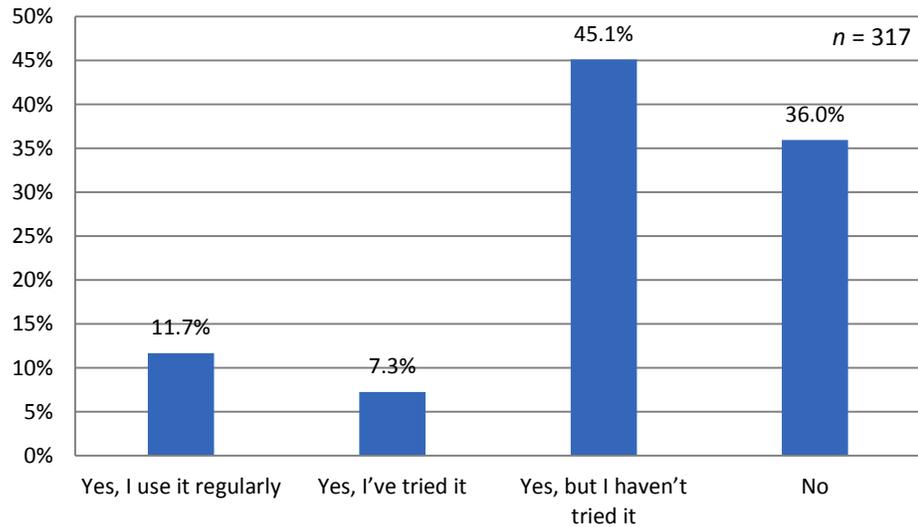




Did you know you can purchase passes online?

More than one-third of respondents indicated lack of awareness regarding the ability to purchase bus passes online.

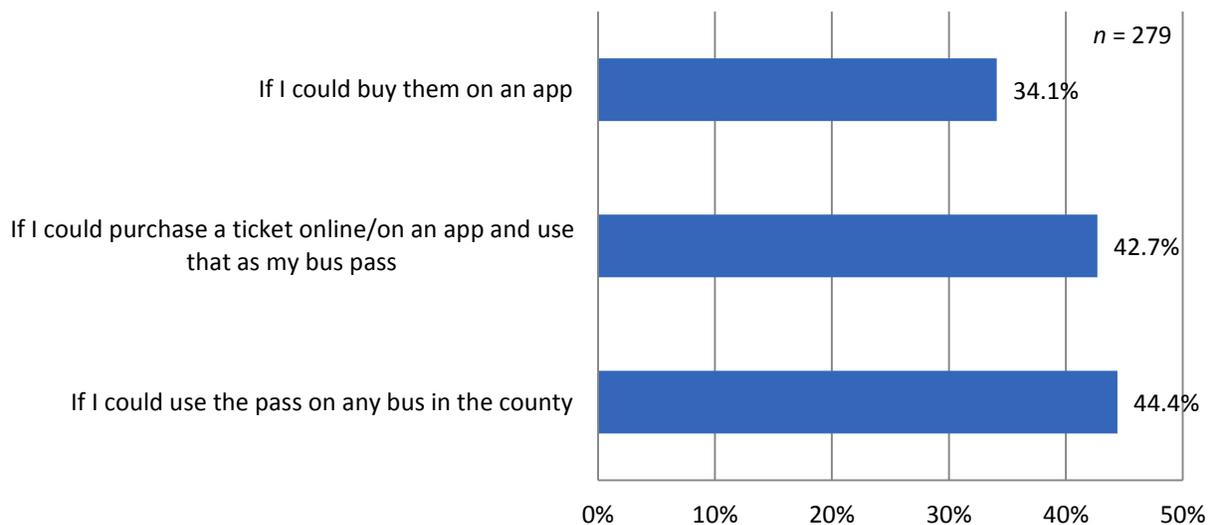
Exhibit 4.11 Purchasing Passes Online



What would make you more likely to purchase passes online?

Respondents were asked if anything would make them more likely to purchase passes online. Mobile ticketing options received the most responses.

Exhibit 4.12 – More Likely to Purchase Passes Online

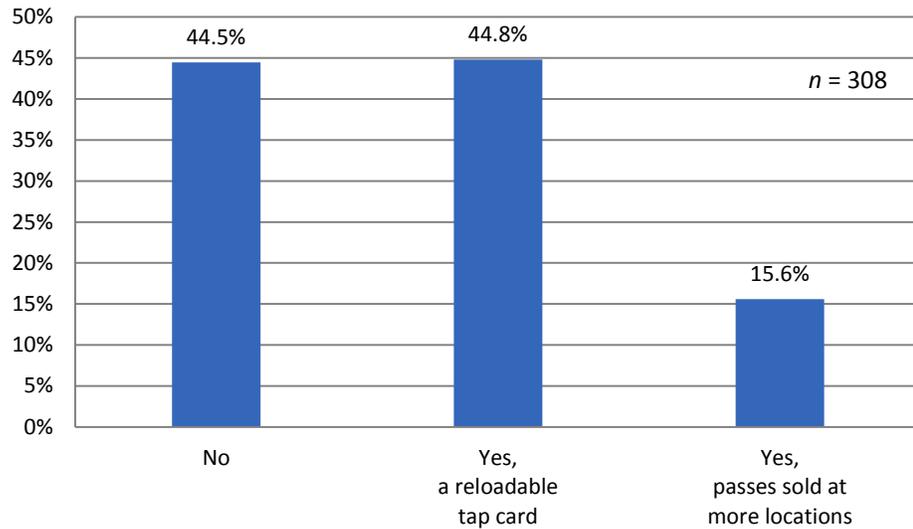




Are there other pass options you would like to see?

Nearly half of respondents expressed an interest in reloadable fare media.

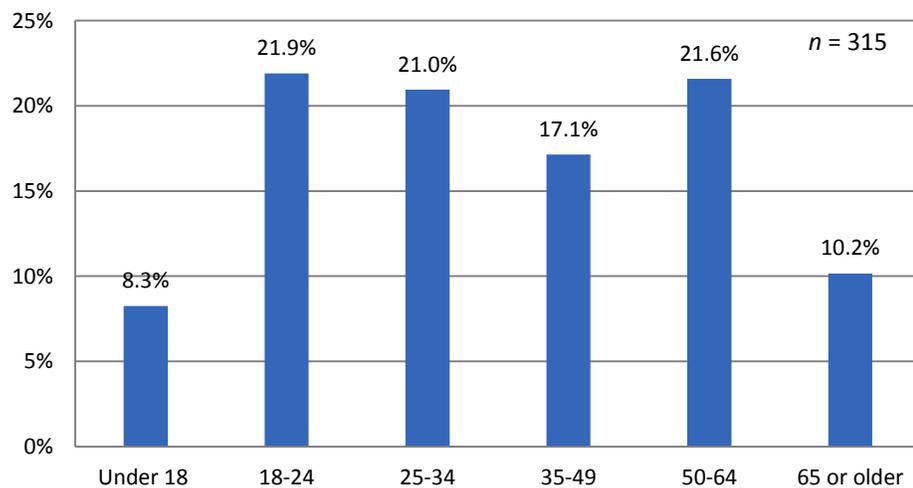
Exhibit 4.13 – Other Pass Options



What is your age?

The majority of respondents (51.2 percent) are under the age of 35.

Exhibit 4.14 – Age

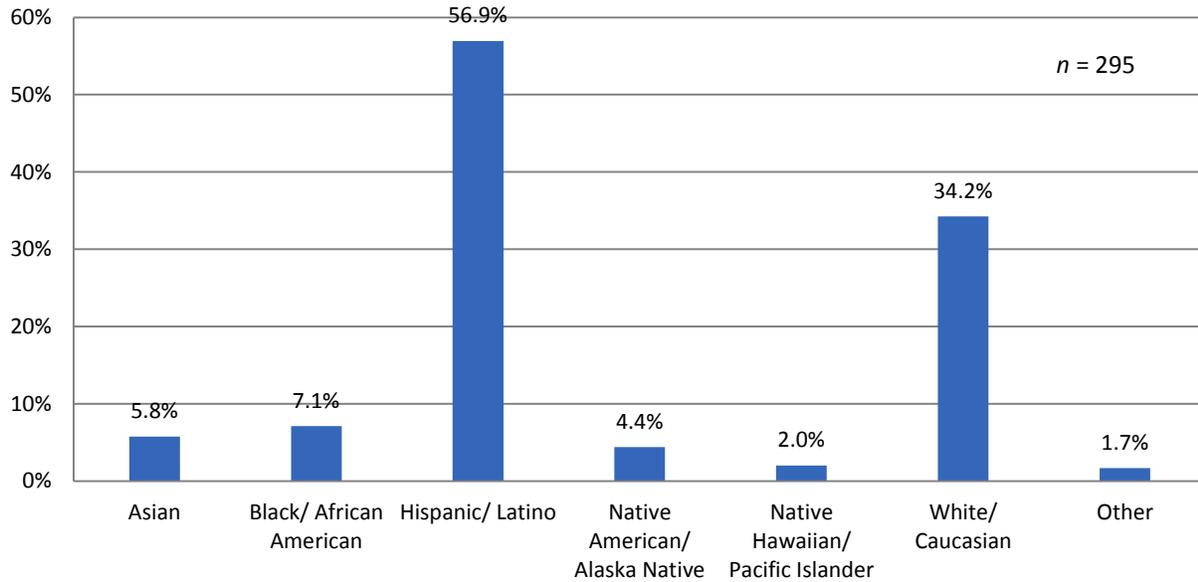




How do you identify?

The majority of respondents self-identify as Hispanic/Latino.

Exhibit 4.15 – Race/Ethnicity





Origin/Destination, Transfer, and Customer Satisfaction Surveys

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Valley Express Customer Satisfaction Survey Responses

Key Findings

Based on commonalities in response data, conclusions were drawn regarding survey participant attitude, awareness, and demographics. A total of 74 surveys were collected from Valley Express riders.

The profile customer identifies as Hispanic/Latino and is 35 years or older. She is transit-dependent and rides public transit daily. She chose to take the survey in English (66.2 percent).

Key findings from the VCTC Customer Survey:

- Valley Express is held in high esteem based on overall ratings. All respondents (100 percent) indicated being satisfied with the Valley Express service.
- The most preferred service improvement for Valley Express riders is “more frequent service”.
- More than half of respondents reported being aware of the mobile website.

Analysis of individual survey questions follow.





Please rate the Valley Express service in each of the following categories.

Survey participants were asked to rate their satisfaction with specific aspects of the Valley Express service. *Cleanliness of the bus* received the highest rating with 97.3 percent indicating they are *very or somewhat satisfied*. The lowest rated attributes were *cleanliness of the bus stops* and *availability to book dial-a-ride service* (87.5 percent and 78.9 percent, respectively).

Riders’ overall impression of Valley Express is extremely high with all respondents reporting their satisfaction with the service.

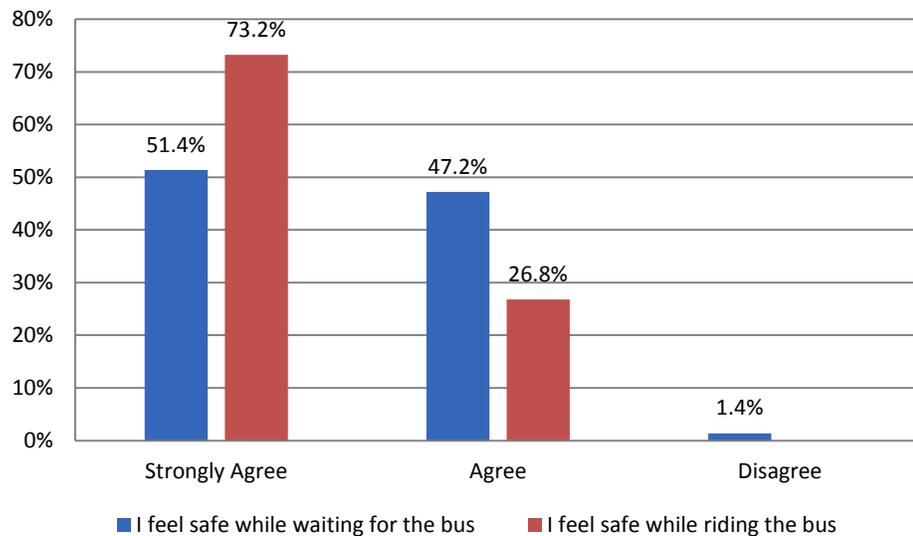
Exhibit 4.16 – Rating Valley Express Service

Categories	Rating
Valley Express Overall	100.0
Cleanliness of the bus	97.3
Quality of information provided by Valley Express	95.9
Valley Express customer service	97.2
Amount of fixed-route service Valley Express offers	90.1
Cleanliness of the bus stops	87.5
Availability to book dial-a-ride service	78.9

Please indicate how strongly you agree with the following statements:

While the majority of respondents feel safe while waiting for their bus (98.6 percent) all respondents reported feeling safe while riding the bus (100 percent). While “strongly disagree” was a response option, no one selected it so it was excluded from the exhibit.

Exhibit 4.17 – Safety

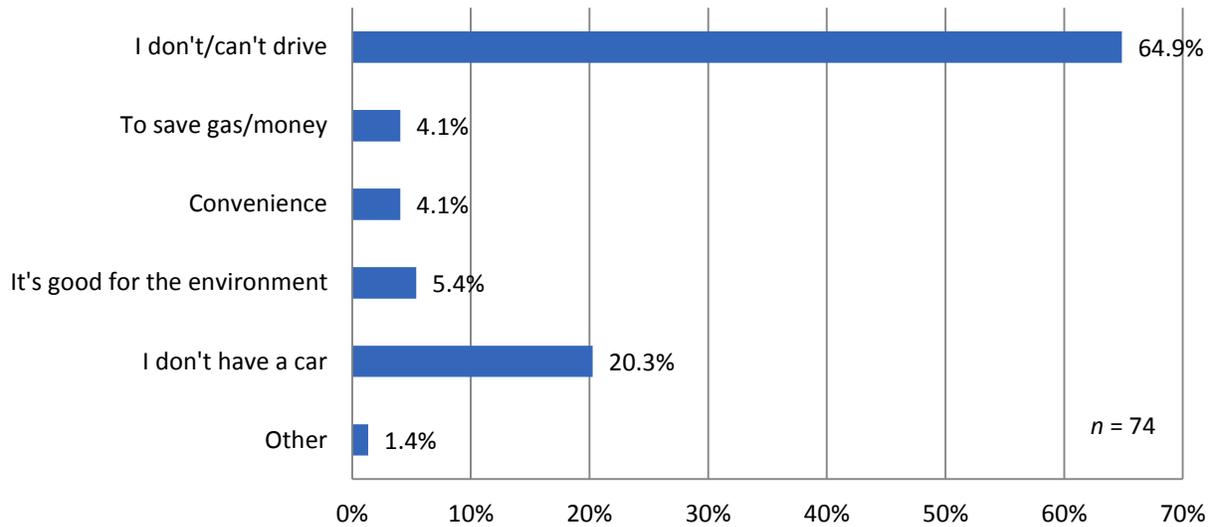




What is the main reason you choose to ride the bus?

More than 85 percent of respondents can be considered "transit-dependent".

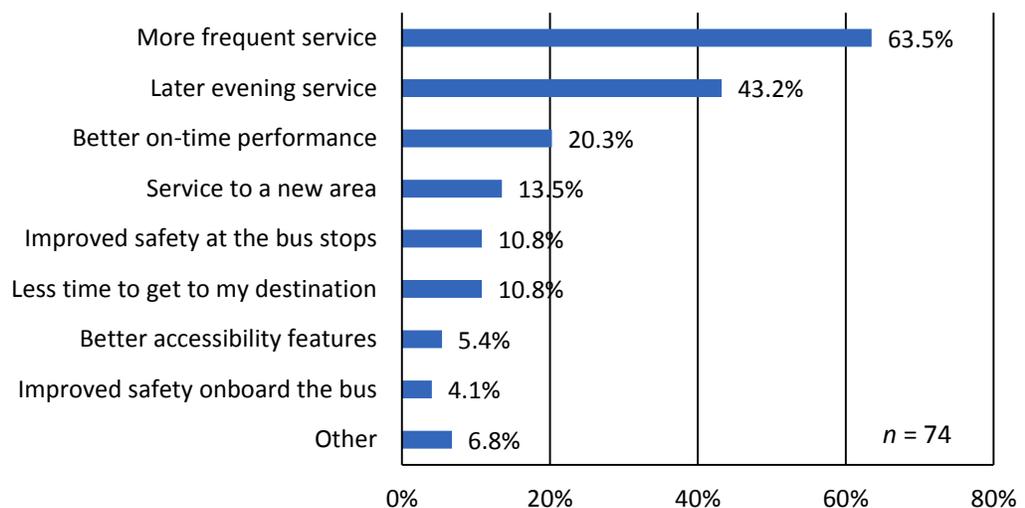
Exhibit 4.18 – Reason for Riding



Which two service improvements would you most like to see introduced?

Survey participants were asked to identify preferred service improvements. More frequent service was the most requested improvement. The second-most preferred service improvement was later evening service. Responses total more than 100 percent given respondents were asked to select up to two responses.

Exhibit 4.19 – Service Improvements

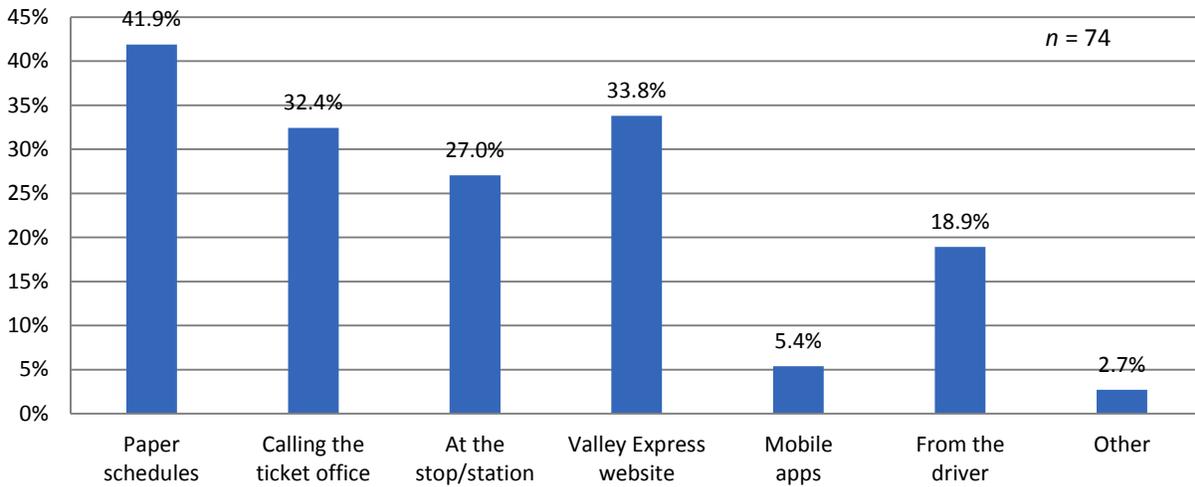




How do you get information about the bus?

While one-third of respondents indicated using the Valley Express website to obtain service information, paper schedules were the most-commonly selected option.

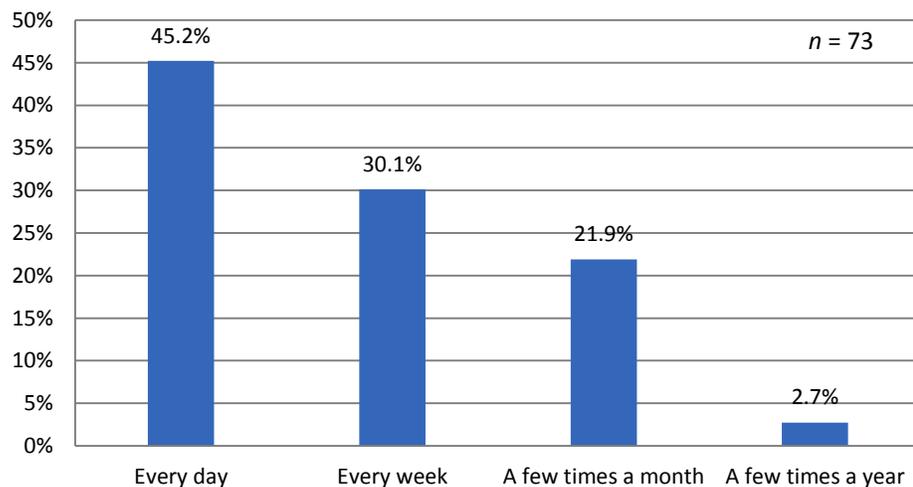
Exhibit 4.20 – Bus Information



About how many times do you ride the bus?

The majority of respondents (75.3 percent) ride every week, with more that 45 percent indicating riding every day.

Exhibit 4.21 – Ridership Frequency

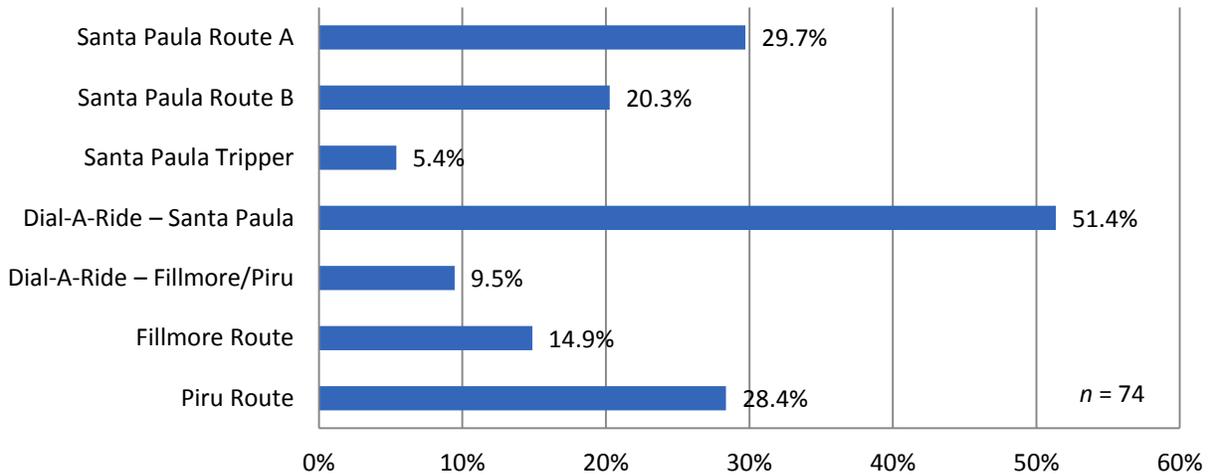




Which routes do you ride?

Santa Paula Dial-A-Ride was route most-cited by respondents, followed by Santa Paula Route A and the Piru Route.

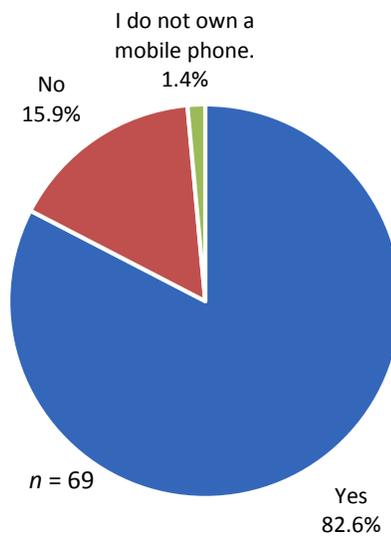
Exhibit 4.22 – Route



Do you have access to the internet on your mobile device?

Nearly all respondents indicated having access to the internet via their mobile phone (82.6 percent).

Exhibit 4.23 – Mobile Phone Internet Access

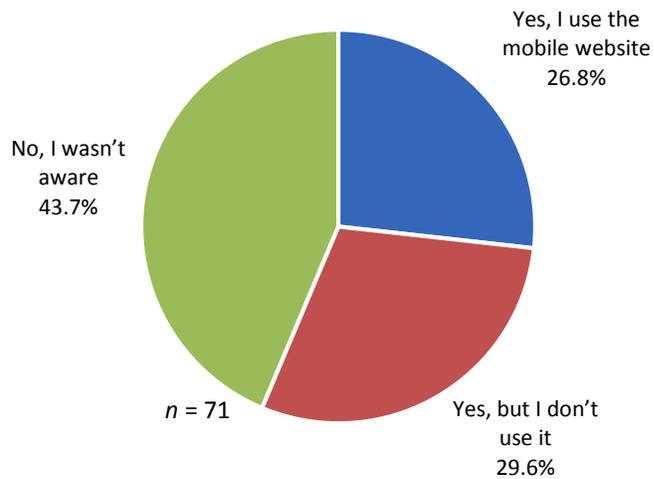




Did you know that Valley Express has a mobile friendly website that provides trip planning information?

While a small majority (56.4 percent) of respondents are aware of the mobile website only about one-quarter actually use the site and nearly half of respondents are unaware of the mobile website.

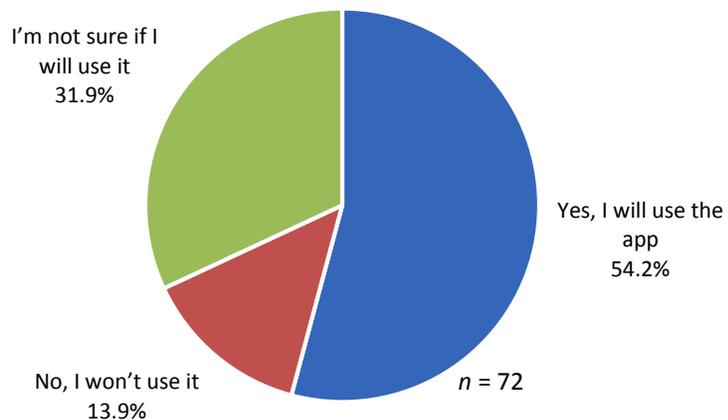
Exhibit 4.24 – Mobile Website



There will soon be a GOVCbus app that will provide trip planning and real time bus information, will you use it?

Slightly more than half of respondents indicated they plan to use the GOVCbus app.

Exhibit 4.25 – GOVCbus App

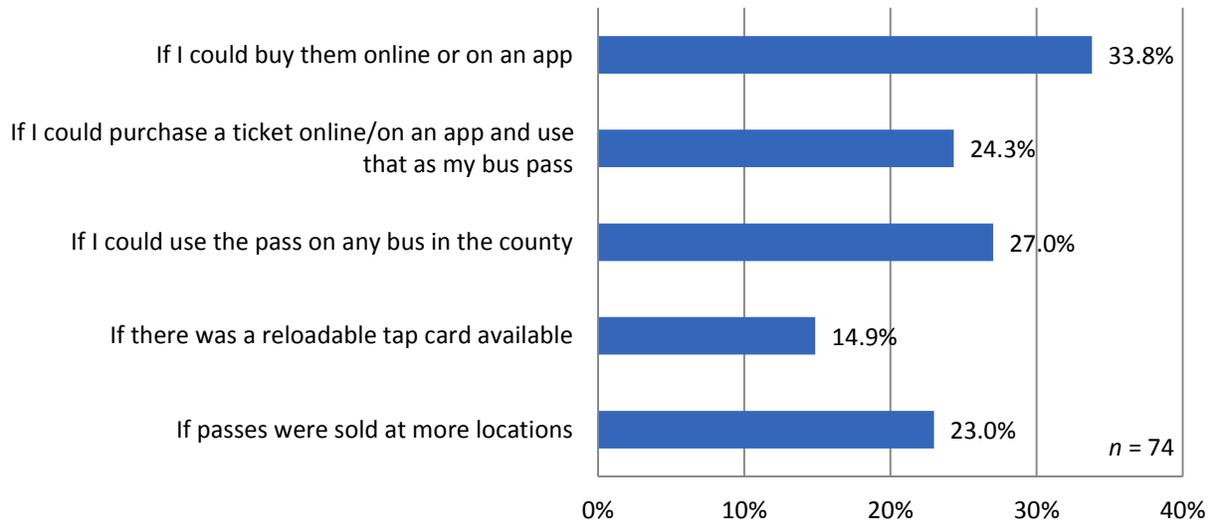




What would make you more likely to purchase passes?

Respondents were asked if anything would make them more likely to purchase passes. Mobile ticketing options received the highest response.

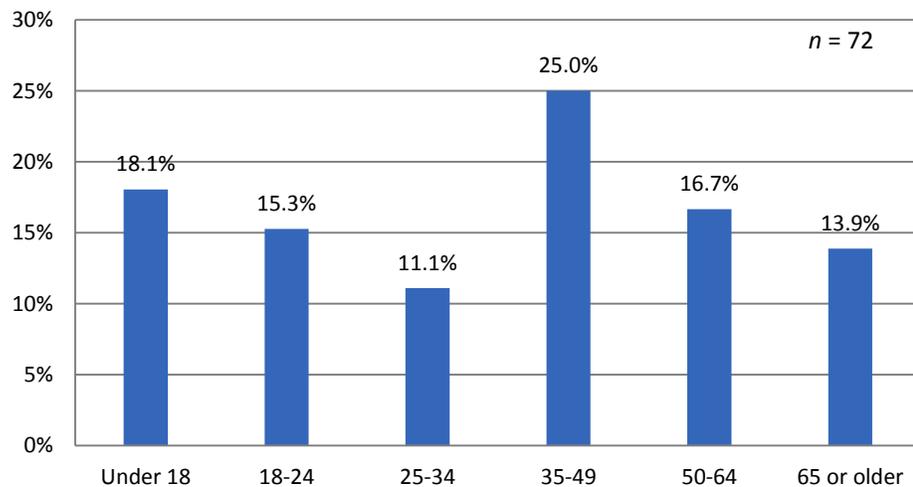
Exhibit 4.26 – More Likely to Purchase Passes Online



What is your age?

The majority of respondents (55.6 percent) were age 35 and older.

Exhibit 4.27 – Age

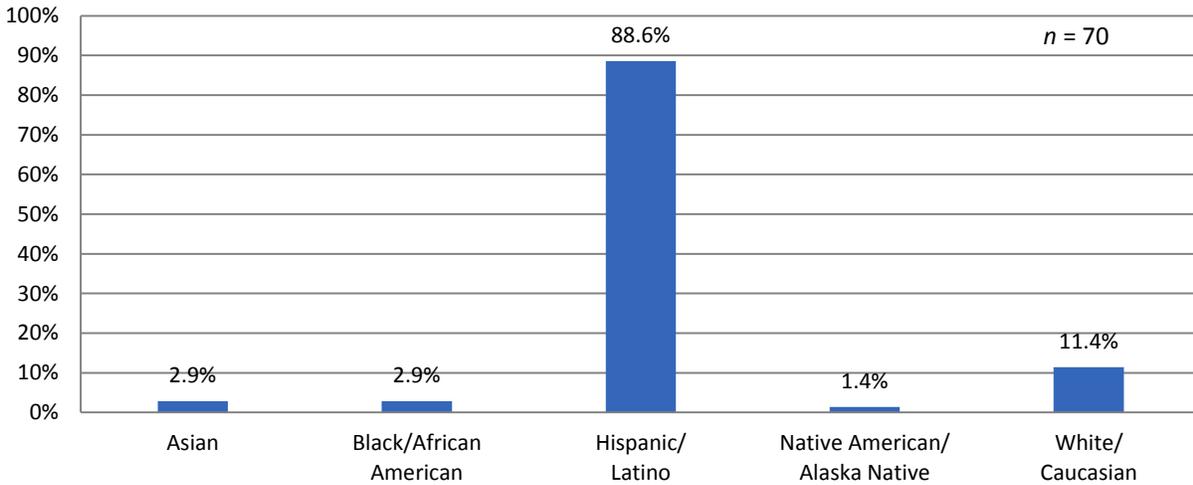




How do you identify?

The majority of respondents self-identify as Hispanic/Latino.

Exhibit 4.28 – Race/Ethnicity





Appendix A

Survey Instruments





Origin/Destination, Transfer, and Customer Satisfaction Surveys

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Origin/Destination, Transfer, and Customer Satisfaction Surveys

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Origin & Destination Survey



Origin/Destination Survey

Surveyor Use Only:

Route/Operator: _____

Date/Time: _____

Complete this survey to be entered to win one of several \$50 VISA gift cards!

Tell us about THIS ONE-WAY TRIP.

Trip Start:

1. What kind of place are you coming from?

- Home Work
- Doctor/Dentist Visiting friend or family
- Shopping/errands Restaurant
- Daycare/school my child is attending
- University/College I'm attending
- K-12 school I'm attending
- Other (specify) _____

2. Where is this place located?

If this place is your home, or if you do not know the exact address, provide a landmark or the nearest cross-streets.

Address: _____

Landmark: _____

Cross-street #1: _____

Cross-street #2: _____

Trip End:

3. What kind of place are you going to?

- Home Work
- Doctor/Dentist Visiting friend or family
- Shopping/errands Restaurant
- Daycare/school my child is attending
- University/College I'm attending
- K-12 school I'm attending
- Other (specify) _____

4. Where is this place located? (The location where you will end this one-way trip, NOT where you will get off this bus.) *If this place is your home, or if you do not know the exact address, provide a landmark or the nearest cross-streets.*

Address: _____

Landmark: _____

Cross-street #1: _____

Cross-street #2: _____





Origin/Destination, Transfer, and Customer Satisfaction Surveys

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5. Does THIS ONE-WAY TRIP include a transfer to or from another route or public transit service (bus or rail)?

- Yes, one transfer
- Yes, two or more transfers
- No

6. If you answered "yes" to Question 5, please select the service(s) you will transfer to/from.

- VCTC: Route: _____
- Gold Coast Transit (GCTD): Route: _____
- Simi Valley Transit (SVT): Route: _____
- Thousand Oaks Transit (TOT): Route: _____
- Moorpark City Transit (MCT): Route: _____
- Valley Express: Route: _____
- Metrolink train
- Amtrak train
- Other (specify): _____
- No Transfer

7. What is your total travel time for this trip?

_____ minutes

8. How did you get to your first bus stop today?

- Walk more than 5 minutes
- Walk less than 5 minutes
- Taxi/Uber/Lyft
- Got dropped off
- Bicycle
- Drove self
- Other (specify): _____

9. How often do you make THIS trip?

- This is the only time I will make this trip
- 1 day per month or less
- 1 day per week
- 1-3 days per week
- 5 or more days per week

Thank you for your time. Please provide your contact information to be entered into a drawing for one of several \$50 VISA gift cards.

Name: _____

Phone/Email: _____





VCTC Customer Satisfaction Survey



VCTC Customer Satisfaction Survey

Thank you for participating in today's survey. Your feedback helps us understand how people use public transit in Ventura County as well as opportunities to improve service. Everyone who completes a survey by June 14, 2019 will be entered into a random drawing for one of several \$50 VISA gift cards. Your answers are completely confidential.

This survey is also available online at: www.RiderSurvey2019.com

Customer Satisfaction:

1. Please rate VCTC service in each of the following categories.

Table with 5 columns: Category, Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied, Very Dissatisfied. Rows include VCTC Intercity service overall, VCTC customer service, Quality of information provided by VCTC, Cleanliness of the bus, and Cleanliness of the bus stops.

2. Please indicate how strongly you agree with the following statements:

Table with 5 columns: Statement, Strongly Agree, Agree, Disagree, Strongly Disagree. Rows include 'I feel safe while waiting for the bus.' and 'I feel safe while riding the bus.'

Travel Habits:

3. What is the main reason you choose to ride the bus? (check one only)

- I don't/can't drive, To save gas/money, Convenience, It's good for the environment, I don't have a car, Other (specify):

4. Which two service improvements would you most like to see introduced?

- More frequent service, Later evening service, Service to a new area (specify):, Less time to get to my destination, Improved safety onboard the bus, Improved safety at the bus stops, Better on-time performance, Better accessibility features for people with disabilities, Other (specify):

5. How do you get information about the bus? (check all that apply)

- Paper schedules, Calling the ticket office, At the stop/station, Other (specify):, VCTC website, Mobile apps, From the driver

6. About how many times do you ride the bus? (check only one)

- Every day, Every week, A few times a month, A few times a year

7. Which routes do you ride? (check all that apply)

- Coastal Express, Conejo Connection, East West Connector, CSUCI - Oxnard, East County, Highway 101, Highway 126, CSUCI - Camarillo, Oxnard/Camarillo/CSUCI

8. Do you have access to the internet on your mobile phone?

- Yes, No, I do not own a mobile phone.

9. Did you know that VCTC has a mobile friendly website that provides trip planning information?

- Yes, I use the mobile website, Yes, but I don't use it, No, I wasn't aware

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Origin/Destination, Transfer, and Customer Satisfaction Surveys

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10. VCTC will soon have a GoVCbus app that will provide trip planning and real time bus information, will you use it?

- Yes, I will use the app
- No, I won't use it
- I'm not sure if I will use it

11. Did you know you can purchase passes online?

- Yes, but I haven't tried it
- Yes, I've tried it
- Yes, I use it regularly
- No

12. What would make you more likely to purchase passes online? (check all that apply)

- If I could buy them on an app
- If I could purchase a ticket online/on an app and use that as my bus pass
- If I could use the pass on any bus in the county

13. Are there other pass options would you like to see?

- No
- Yes, a reloadable tap card
- Yes, passes sold at more locations
Where? _____

14. What is your age?

- Under 18 35-49
- 18-24 50-64
- 25-34 65 or older
- Prefer not to answer

15. How do you identify? (check all that apply)

- Asian
- Black/African American
- Hispanic/Latino
- Native American/Alaska Native
- Native Hawaiian/Pacific Islander
- White/Caucasian
- Other: _____
- Prefer not to answer

Additional Comments:

16. Do you have any comments you would like to share?

Thank you for your participation! To be entered into a random drawing for a \$50 VISA gift card, please provide your name and contact information. Your survey responses will remain anonymous.

Name: _____

Phone number: _____

Email: _____





Valley Express Customer Satisfaction Survey



Customer Satisfaction Survey

Thank you for participating in today's survey. Your feedback helps us understand how people use public transit in Ventura County as well as opportunities to improve service. Everyone who completes a survey by June 14, 2019 will be entered into a random drawing for one of several \$50 VISA gift cards. Your answers are completely confidential.

This survey is also available online at: www.RiderSurvey2019.com

Customer Satisfaction:

1. Please rate the Valley Express service in each of the following categories.

Table with 5 columns: Category, Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied, Very Dissatisfied. Rows include: Valley Express service overall, Amount of fixed-route service, Availability to book dial-a-ride service, Valley Express customer service, Quality of information provided, Cleanliness of the bus, Cleanliness of the bus stops.

2. Please indicate how strongly you agree with the following statements:

Table with 5 columns: Statement, Strongly Agree, Agree, Disagree, Strongly Disagree. Rows include: I feel safe while waiting for the bus, I feel safe while riding the bus.

Travel Habits:

3. What is the main reason you choose to ride the bus? (check one only)

- I don't/can't drive, To save gas/money, Convenience, It's good for the environment, I don't have a car, Other (specify):

4. Which two service improvements would you most like to see introduced?

- More frequent service, Later evening service, Service to a new area (specify):, Less time to get to my destination, Improved safety onboard the bus, Improved safety at the bus stops, Better on-time performance, Better accessibility features for people with disabilities, Other (specify):

5. How do you get information about the bus? (check all that apply)

- Paper schedules, Calling the ticket office, At the stop/station, Other (specify):, Valley Express website, Mobile apps, From the driver

6. About how many times do you ride the bus? (check only one)

- Every day, Every week, A few times a month, A few times a year

7. Which routes do you ride? (check all that apply)

- Santa Paula Route A, Santa Paula Route B, Santa Paula Tripper, Dial-A-Ride - Santa Paula, Dial-A-Ride - Fillmore/Piru, Fillmore Route, Piru Route, Rio Vista Tripper

8. Do you have access to the internet on your mobile phone?

- Yes, No, I do not own a mobile phone.

9. Did you know that Valley Express has a mobile friendly website that provides trip planning information?

- Yes, I use the mobile website, Yes, but I don't use it, No, I wasn't aware

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Origin/Destination, Transfer, and Customer Satisfaction Surveys

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10. There will soon be a GoVCbus app that will provide trip planning and real time bus information, will you use it?

- Yes, I will use the app
- No, I won't use it
- I'm not sure if I will use it

11. What would make you more likely to purchase passes? (check all that apply)

- If I could buy them online or on an app
- If I could purchase a ticket online/on an app and use that as my bus pass
- If I could use the pass on any bus in the county
- If there was a reloadable tap card available
- If passes were sold at more locations
Where? _____

12. What is your age?

- Under 18 35-49
- 18-24 50-64
- 25-34 65 or older
- Prefer not to answer

13. How do you identify?

- Asian
- Black/African American
- Hispanic/Latino
- Native American/Alaska Native
- Native Hawaiian/Pacific Islander
- White/Caucasian
- Other: _____
- Prefer not to answer

Additional Comments:

14. Do you have any comments you would like to share?

Thank you for your participation! To be entered into a random drawing for a \$50 VISA gift card, please provide your name and contact information. Your survey responses will remain anonymous.

Name: _____

Phone number: _____

Email: _____





Appendix B

Origin & Destination Survey Frequencies





Origin/Destination, Transfer, and Customer Satisfaction Surveys

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Origin/Destination, Transfer, and Customer Satisfaction Surveys

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Route/ Operator

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gold Coast Route 17	118	9.3	9.3	9.3
	Gold Coast Route 19	58	4.6	4.6	13.9
	Gold Coast Route 20	58	4.6	4.6	18.5
	Gold Coast Route 5	129	10.2	10.2	28.7
	Moorpark Route 1	19	1.5	1.5	30.1
	Simi Valley Route A	92	7.3	7.3	37.4
	Simi Valley Route C	84	6.6	6.6	44.0
	Thousand Oaks Transit Route 3/Red	60	4.7	4.7	48.8
	Thousand Oaks Transit Route 4/Blue	54	4.3	4.3	53.0
	Valley Express Santa Paula Route A	6	0.5	0.5	53.5
	Valley Express Santa Paula Route B	1	0.1	0.1	53.6
	VCTC Coastal Express	107	8.4	8.4	62.0
	VCTC CSUCI-Oxnard	26	2.1	2.1	64.1
	VCTC East County	68	5.4	5.4	69.5
	VCTC East-West Connector	55	4.3	4.3	73.8
	VCTC Hwy 101	123	9.7	9.7	83.5
	VCTC Hwy 126	158	12.5	12.5	96.0
	VCTC Oxnard/Camarillo/CSUCI	51	4.0	4.0	100.0
	Total	1267	100.0	100.0	





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Date / Time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	04/10/2019	118	9.3	9.3	9.3
	04/11/2019	208	16.4	16.4	25.7
	04/12/2019	75	5.9	5.9	31.6
	04/15/2019	57	4.5	4.5	36.1
	04/16/2019	106	8.4	8.4	44.5
	04/17/2019	140	11.0	11.0	55.6
	04/18/2019	59	4.7	4.7	60.2
	04/19/2019	9	0.7	0.7	60.9
	04/23/2019	181	14.3	14.3	75.2
	04/24/2019	157	12.4	12.4	87.6
	04/25/2019	148	11.7	11.7	99.3
	05/02/2019	7	0.6	0.6	99.8
	05/24/2019	2	0.2	0.2	100.0
	Total		1267	100.0	100.0

Survey Language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	1020	80.5	80.5	80.5
	Spanish	247	19.5	19.5	100.0
	Total	1267	100.0	100.0	





What kind of place are you coming from?

		Frequency	Percent	Valid Percent
Valid	Home	682	53.8	54.0
	Work	225	17.8	17.8
	Doctor/Dentist	40	3.2	3.2
	Visiting friend or family	37	2.9	2.9
	Shopping/errands	76	6.0	6.0
	Restaurant	9	0.7	0.7
	Daycare/school my child is attending	5	0.4	0.4
	University/College I'm attending	127	10.0	10.0
	K-12 school I'm attending	32	2.5	2.5
	Other	31	2.4	2.5
	Total	1264	99.8	100.0
Missing	System	3	0.2	
Total		1267	100.0	

Other (please specify)

		Frequency	Percent	Valid Percent
Valid		1239	97.8	97.8
	Among Friends Daycare for Adults	1	0.1	0.1
	Bike Tour	1	0.1	0.1
	Court	2	0.2	0.2
	Government Building	1	0.1	0.1
	Gym	1	0.1	0.1
	Jail	1	0.1	0.1
	LA Commute (CEXpress)	1	0.1	0.1
	Library	4	0.3	0.3
	Morumbi Academy	1	0.1	0.1
	Motel	1	0.1	0.1
	Occupational Center	1	0.1	0.1
	Probation	2	0.2	0.2





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Rehab	1	0.1	0.1
School	1	0.1	0.1
Shelter	3	0.2	0.2
VACE School	1	0.1	0.1
Total	1267	100.0	100.0

What kind of place are you going to?

		Frequency	Percent	Valid Percent
Valid	Home	443	35.0	35.4
	Work	345	27.2	27.6
	Doctor/Dentist	56	4.4	4.5
	Visiting friend or family	57	4.5	4.6
	Shopping/errands	105	8.3	8.4
	Restaurant	10	0.8	0.8
	Daycare/school my child is attending	5	0.4	0.4
	University/College I'm attending	157	12.4	12.6
	K-12 school I'm attending	22	1.7	1.8
	Other (please specify)	50	3.9	4.0
	Total	1250	98.7	100.0
Missing	System	17	1.3	
Total		1267	100.0	

Other (please specify)

		Frequency	Percent	Valid Percent
Valid		1220	96.3	96.3
	Albert Soliz Library	1	0.1	0.1
	Bible Study	1	0.1	0.1
	Braille school	2	0.2	0.2
	Church	1	0.1	0.1
	Community Action-Ventura County	1	0.1	0.1
	Court	4	0.3	0.3





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Gold's Gym	1	0.1	0.1
Government Center	3	0.2	0.2
Gym	4	0.3	0.3
Hotel (Homewood by Hilton)	1	0.1	0.1
Library	4	0.3	0.3
Moorpark	2	0.2	0.2
Movies	2	0.2	0.2
Mechanic	1	0.1	0.1
Probation Office	3	0.2	0.2
Santa Paula City Hall	1	0.1	0.1
Shelter on K St	1	0.1	0.1
Sidewalk parking across from Oxnard College	1	0.1	0.1
Skate Park	1	0.1	0.1
SV Hospital for an interview	1	0.1	0.1
Thousand Oaks Library	1	0.1	0.1
Volunteer work	1	0.1	0.1
Total	1267	100.0	100.0

Does THIS ONE-WAY TRIP include a transfer to or from another route or public transit service (bus or rail)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, one transfer	437	34.5	35.5	35.5
	Yes, two or more transfers	112	8.8	9.1	44.6
	No	683	53.9	55.4	100.0
	Total	1232	97.2	100.0	
Missing	System	35	2.8		
Total		1267	100.0		





If you answered “yes” to Question 5, please select the service(s) you will transfer to/from.

		Frequency	Percent
Valid	VCTC	143	11.3
	Gold Coast Transit (GCTD)	239	18.9
	Simi Valley Transit (SVT)	56	4.4
	Thousand Oaks Transit (TOT)	52	4.1
	Moorpark City Transit (MCT)	16	1.3
	Valley Express	14	1.1
	Metrolink train	20	1.6
	Amtrak train	8	0.6
	No Transfer	432	34.1
Valid	Other	61	4.8
Total		1267	100.0

Other (please specify)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1201	94.8	94.8	94.8
	Camarillo Trolley	1	0.1	95.1
	Dial-A-Ride Fillmore	1	0.1	95.2
	LADOT Commuter Express 419	1	0.1	95.3
	LADOT Commuter Express 422	2	0.2	95.4
	LADOT DASH	1	0.1	95.5
	Metro	7	0.6	96.1
	Metro 150 and 161	1	0.1	96.1
	Metro 158	4	0.3	96.4
	Metro 161	4	0.3	96.8
	Metro 166	2	0.2	96.9
	Metro 167	1	0.1	97.0
	Metro 245	2	0.2	97.2





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Metro Orange Line	14	1.1	1.1	98.3
Metro Red Line	2	0.2	0.2	98.4
Metro Red Line and Metro Orange Line	2	0.2	0.2	98.6
Metro Route 161	3	0.2	0.2	98.8
Metro route 40, 26	1	0.1	0.1	98.9
Santa Barbara MTD	7	0.6	0.6	99.4
Santa Barbara MTD Route 2	1	0.1	0.1	99.5
Santa Barbara MTD Route 24X	1	0.1	0.1	99.6
Santa Barbara MTD Route 4	2	0.2	0.2	99.8
Valley Bus	1	0.1	0.1	99.9
Total	1267	100.0	100.0	

If you said VCTC, which route?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1201	94.8	94.8	94.8
VCTC Coastal Express	3	0.2	0.2	95.0
VCTC East County	6	0.5	0.5	95.5
VCTC East-West Conector and VCTC Highway 126	1	0.1	0.1	95.6
VCTC East-West Connector	5	0.4	0.4	96.0
VCTC East-West Connector or VCTC East County	1	0.1	0.1	96.1
VCTC Hwy 101/Conejo	22	1.7	1.7	97.8
VCTC Hwy 126	10	0.8	0.8	98.6
VCTC Hwy 126/VCTC Hwy 101/Conejo	1	0.1	0.1	98.7
VCTC Oxnard/Camarillo/CSUCI	17	1.3	1.3	100.0
Total	1267	100.0	100.0	





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If you said Gold Coast Transit, which route?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1132	89.3	89.3	89.3
Gold Coast Route 1	3	0.2	0.2	89.6
Gold Coast Route 1 and 8	1	0.1	0.1	89.7
Gold Coast Route 10	1	0.1	0.1	89.7
Gold Coast Route 11	10	0.8	0.8	90.5
Gold Coast Route 15	5	0.4	0.4	90.9
Gold Coast Route 15 and 17	1	0.1	0.1	91.0
Gold Coast Route 16	5	0.4	0.4	91.4
Gold Coast Route 17	4	0.3	0.3	91.7
Gold Coast Route 19	1	0.1	0.1	91.8
Gold Coast Route 1A	3	0.2	0.2	92.0
Gold Coast Route 2	1	0.1	0.1	92.1
Gold Coast Route 20	3	0.2	0.2	92.3
Gold Coast Route 21	9	0.7	0.7	93.1
Gold Coast Route 22	6	0.5	0.5	93.5
Gold Coast Route 23	1	0.1	0.1	93.6
Gold Coast Route 3	2	0.2	0.2	93.8
Gold Coast Route 4	1	0.1	0.1	93.8
Gold Coast Route 4B	5	0.4	0.4	94.2
Gold Coast Route 5	8	0.6	0.6	94.9
Gold Coast Route 6	30	2.4	2.4	97.2
Gold Coast Route 6 and 16	1	0.1	0.1	97.3
Gold Coast Route 7	1	0.1	0.1	97.4
Gold Coast Route 8	8	0.6	0.6	98.0
Gold Coast Routes 1 and 6	1	0.1	0.1	98.1
Gold Coast Routes 19 and 20	1	0.1	0.1	98.2
Gold Coast Routes 1A and 3	1	0.1	0.1	98.3
Gold Coast Routes 1A, 1B, 3, 4A, 4B, 5, 6, and 21	1	0.1	0.1	98.3
Gold Coast Routes 1A, 1B, and 3	1	0.1	0.1	98.4





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Gold Coast Routes 1B and 17	1	0.1	0.1	98.5
Gold Coast Routes 2 and 5	1	0.1	0.1	98.6
Gold Coast Routes 3 and 20	1	0.1	0.1	98.7
Gold Coast Routes 3 and 4A	1	0.1	0.1	98.7
Gold Coast Routes 4A and 4B	1	0.1	0.1	98.8
Gold Coast Routes 4B and 20	1	0.1	0.1	98.9
Gold Coast Routes 4B and 5	1	0.1	0.1	99.0
Gold Coast Routes 4B, 5 and 15	1	0.1	0.1	99.1
Gold Coast Routes 5 and 20	1	0.1	0.1	99.1
Gold Coast Routes 5, 6, and 15	1	0.1	0.1	99.2
Gold Coast Routes 6 and 10	1	0.1	0.1	99.3
Gold Coast Routes 6 and 11	2	0.2	0.2	99.4
Gold Coast Routes 6 and 17	1	0.1	0.1	99.5
Gold Coast Routes 6, 11, and 21	1	0.1	0.1	99.6
Gold Coast Routes 6, 11, and 22	1	0.1	0.1	99.7
Gold Coast Routes 6, 22 and 19	1	0.1	0.1	99.8
Gold Coast Routes 7 and 21	1	0.1	0.1	99.8
Gold Coast Routes 8 and 17	1	0.1	0.1	99.9
Gold Coast Routes 8, 17 and 22	1	0.1	0.1	100.0
Total	1267	100.0	100.0	





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If you said Simi Valley Transit, which route?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1242	98.0	98.0	98.0
Simi Valley Transit Route A	4	0.3	0.3	98.3
Simi Valley Transit Route B	5	0.4	0.4	98.7
Simi Valley Transit Route C	4	0.3	0.3	99.1
Simi Valley Transit Route D	1	0.1	0.1	99.1
Simi Valley Transit Routes A and B	3	0.2	0.2	99.4
Simi Valley Transit Routes A and C	4	0.3	0.3	99.7
Simi Valley Transit Routes A, B, and C	1	0.1	0.1	99.8
Simi Valley Transit Routes B and C	2	0.2	0.2	99.9
Simi Valley Transit Routes B and D	1	0.1	0.1	100.0
Total	1267	100.0	100.0	

If you said Thousand Oaks Transit, which route?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1245	98.3	98.3	98.3
Thousand Oaks Transit Route 1/Gold	4	0.3	0.3	98.6
Thousand Oaks Transit Route 2/Green	8	0.6	0.6	99.2
Thousand Oaks Transit Route 2B/Purple	1	0.1	0.1	99.3
Thousand Oaks Transit Route 3/Red	2	0.2	0.2	99.4
Thousand Oaks Transit Route 4/Blue	6	0.5	0.5	99.9
Thousand Oaks Transit Routes 2/Green and 4/Blue	1	0.1	0.1	100.0
Total	1267	100.0	100.0	





If you said Moorpark City Transit, which route?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1262	99.6	99.6	99.6
Moorpark Transit Route 1	3	0.2	0.2	99.8
Moorpark Transit Routes 1 and 2	2	0.2	0.2	100.0
Total	1267	100.0	100.0	

If you said Valley Express, which route?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1263	99.7	99.7	99.7
Valley Express Piru Route	3	0.2	0.2	99.9
Valley Express Santa Paula Route	1	0.1	0.1	100.0
Total	1267	100.0	100.0	

What is your total travel time for this trip? (minutes)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	181	14.3	14.3	14.3
10	74	5.8	5.8	20.1
10-15	1	0.1	0.1	20.2
100	6	0.5	0.5	20.7
105	4	0.3	0.3	21.0
11	1	0.1	0.1	21.1
12	6	0.5	0.5	21.5
120	54	4.3	4.3	25.8
125	1	0.1	0.1	25.9
13	2	0.2	0.2	26.0
130	2	0.2	0.2	26.2
14	1	0.1	0.1	26.3
140	2	0.2	0.2	26.4
15	76	6.0	6.0	32.4
15-20	2	0.2	0.2	32.6
150	9	0.7	0.7	33.3





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160	1	0.1	0.1	33.4
168	1	0.1	0.1	33.5
17	6	0.5	0.5	33.9
18	4	0.3	0.3	34.3
180	5	0.4	0.4	34.6
19	3	0.2	0.2	34.9
195	1	0.1	0.1	35.0
2.5	1	0.1	0.1	35.0
20	102	8.1	8.1	43.1
20-25	2	0.2	0.2	43.3
20-30	3	0.2	0.2	43.5
21	2	0.2	0.2	43.6
210	2	0.2	0.2	43.8
22	2	0.2	0.2	44.0
23	4	0.3	0.3	44.3
24	1	0.1	0.1	44.4
240	1	0.1	0.1	44.4
25	61	4.8	4.8	49.3
25-30	2	0.2	0.2	49.4
25-35	1	0.1	0.1	49.5
26	1	0.1	0.1	49.6
27	1	0.1	0.1	49.6
28	1	0.1	0.1	49.7
29	1	0.1	0.1	49.8
3	1	0.1	0.1	49.9
30	142	11.2	11.2	61.1
30-40	2	0.2	0.2	61.2
30-45	3	0.2	0.2	61.5
30-60	1	0.1	0.1	61.6
300	1	0.1	0.1	61.6
310	1	0.1	0.1	61.7
32	1	0.1	0.1	61.8
33	3	0.2	0.2	62.0
34	2	0.2	0.2	62.2
35	21	1.7	1.7	63.9





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35-40	4	0.3	0.3	64.2
36	1	0.1	0.1	64.2
360	1	0.1	0.1	64.3
37	3	0.2	0.2	64.6
38	2	0.2	0.2	64.7
4	2	0.2	0.2	64.9
4-5	1	0.1	0.1	65.0
40	60	4.7	4.7	69.7
40-45	3	0.2	0.2	69.9
41	1	0.1	0.1	70.0
42	3	0.2	0.2	70.2
43	4	0.3	0.3	70.6
45	76	6.0	6.0	76.6
5	22	1.7	1.7	78.3
50	31	2.4	2.4	80.7
50-60	1	0.1	0.1	80.8
50-70	1	0.1	0.1	80.9
53	1	0.1	0.1	81.0
54	2	0.2	0.2	81.1
55	11	0.9	0.9	82.0
56	1	0.1	0.1	82.1
57	1	0.1	0.1	82.2
59	1	0.1	0.1	82.2
6	3	0.2	0.2	82.5
60	119	9.4	9.4	91.9
60-80	1	0.1	0.1	91.9
62	1	0.1	0.1	92.0
65	7	0.6	0.6	92.6
66	2	0.2	0.2	92.7
69	1	0.1	0.1	92.8
70	8	0.6	0.6	93.4
74	1	0.1	0.1	93.5
75	10	0.8	0.8	94.3
78	1	0.1	0.1	94.4
79	1	0.1	0.1	94.5





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8	4	0.3	0.3	94.8
80	7	0.6	0.6	95.3
82	1	0.1	0.1	95.4
84	1	0.1	0.1	95.5
85	1	0.1	0.1	95.6
87	1	0.1	0.1	95.7
90	49	3.9	3.9	99.5
94	1	0.1	0.1	99.6
95	4	0.3	0.3	99.9
97	1	0.1	0.1	100.0
Total	1267	100.0	100.0	

How did you get to your first bus stop today?

		Frequency	Percent	Valid Percent
Valid	Walk more than 5 minutes	554	43.7	45.6
	Walk less than 5 minutes	360	28.4	29.6
	Taxi/Uber/Lyft	19	1.5	1.6
	Got dropped off	122	9.6	10.0
	Bicycle	62	4.9	5.1
	Drove self	76	6.0	6.3
	Other	22	1.7	1.8
	Total	1215	95.9	100.0
Missing	System	52	4.1	
Total		1267	100.0	

Other (please specify)

		Frequency	Percent	Valid Percent
Valid		1260	99.4	99.4
	Dial A Ride	2	0.2	0.2
	Scooter/Skateboard	4	0.4	0.4
	Wheelchair	1	0.1	0.1
	Total	1267	100.0	100.0





How often do you make THIS trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	This is the only time I will make this trip	44	3.5	3.6	3.6
	1 day per month or less	80	6.3	6.5	10.1
	1 day per week	93	7.3	7.6	17.7
	1-3 days per week	446	35.2	36.3	54.0
	5 or more days per week	564	44.5	46.0	100.0
	Total	1227	96.8	100.0	
Missing	System	40	3.2		
Total		1267	100.0		





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Appendix C

Customer Satisfaction Survey Frequencies





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VCTC Intercity Frequencies

Please select your preferred language.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	287	82.5	82.5	82.5
	Spanish	61	17.5	17.5	100.0
	Total	348	100.0	100.0	

Which service would you like to tell us about?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	VCTC	348	100.0	100.0	100.0

1a. Satisfaction regarding: VCTC Intercity service overall					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	248	71.3	72.5	72.5
	Somewhat Satisfied	82	23.6	24.0	96.5
	Somewhat Dissatisfied	9	2.6	2.6	99.1
	Very Dissatisfied	3	0.9	0.9	100.0
	Total	342	98.3	100.0	
Missing	System	6	1.7		
Total		348	100.0		





1b. Satisfaction regarding: VCTC customer service					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	242	69.5	72.7	72.7
	Somewhat Satisfied	76	21.8	22.8	95.5
	Somewhat Dissatisfied	11	3.2	3.3	98.8
	Very Dissatisfied	4	1.1	1.2	100.0
	Total	333	95.7	100.0	
Missing	System	15	4.3		
Total		348	100.0		

1c. Satisfaction regarding: Quality of information provided by VCTC					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	224	64.4	67.1	67.1
	Somewhat Satisfied	83	23.9	24.9	91.9
	Somewhat Dissatisfied	21	6.0	6.3	98.2
	Very Dissatisfied	6	1.7	1.8	100.0
	Total	334	96.0	100.0	
Missing	System	14	4.0		
Total		348	100.0		

1d. Satisfaction regarding: Cleanliness of the bus					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	236	67.8	70.4	70.4
	Somewhat Satisfied	84	24.1	25.1	95.5
	Somewhat Dissatisfied	10	2.9	3.0	98.5
	Very Dissatisfied	5	1.4	1.5	100.0
	Total	335	96.3	100.0	
Missing	System	13	3.7		
Total		348	100.0		





1e. Satisfaction regarding: Cleanliness of the bus stops					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	170	48.9	50.9	50.9
	Somewhat Satisfied	113	32.5	33.8	84.7
	Somewhat Dissatisfied	35	10.1	10.5	95.2
	Very Dissatisfied	16	4.6	4.8	100.0
	Total	334	96.0	100.0	
Missing	System	14	4.0		
Total		348	100.0		

2a. Agreement regarding: I feel safe while waiting for the bus.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	170	48.9	49.6	49.6
	Agree	142	40.8	41.4	91.0
	Disagree	25	7.2	7.3	98.3
	Strongly Disagree	6	1.7	1.7	100.0
	Total	343	98.6	100.0	
Missing	System	5	1.4		
Total		348	100.0		

2b. Agreement regarding: I feel safe while riding the bus.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	218	62.6	64.3	64.3
	Agree	104	29.9	30.7	95.0
	Disagree	12	3.4	3.5	98.5
	Strongly Disagree	5	1.4	1.5	100.0
	Total	339	97.4	100.0	
Missing	System	9	2.6		





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Total	348	100.0		
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3. What is the main reason you choose to ride the bus?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I don't/can't drive	128	36.8	38.9	38.9
	To save gas/money	56	16.1	17.0	55.9
	Convenience	35	10.1	10.6	66.6
	It's good for the environment	24	6.9	7.3	73.9
	I don't have a car	78	22.4	23.7	97.6
	Other	8	2.3	2.4	100.0
	Total	329	94.5	100.0	
Missing	System	19	5.5		
Total		348	100.0		

Other					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		340	97.7	97.7	97.7
	Car in service	1	0.3	0.3	98.0
	Car needs work	1	0.3	0.3	98.3
	Car undriveable	1	0.3	0.3	98.6
	Choose to ride a bike	1	0.3	0.3	98.9
	Lien was placed on my car	1	0.3	0.3	99.1
	Parking pass at CI is too expensive	1	0.3	0.3	99.4
	Social	1	0.3	0.3	99.7
	To ride to Moorpark	1	0.3	0.3	100.0
	Total	348	100.0	100.0	





4. Which TWO service improvements would you most like to see introduced?			
		Frequency	Percent
Valid	More frequent service	185	53.2
	Later evening service	136	39.1
	Service to a new area	29	8.3
	Less time to get to my destination	65	18.7
	Improved safety onboard the bus	16	4.6
	Improved safety at the bus stops	21	6.0
	Better on-time performance	69	19.8
	Better accessibility features for people with disabilities	14	4.0
	Other	37	10.6
Total		348	100.0

Other					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		312	89.7	89.7	89.7
	A service like Next Bus.	1	0.3	0.3	89.9
	A stop between Somis and Moorpark Metrolink.	1	0.3	0.3	90.2
	A/C is too strong.	1	0.3	0.3	90.5
	Ability to track buses in real time.	1	0.3	0.3	90.8
	App for tracking bus arrival.	1	0.3	0.3	91.1
	Better communication for schedule changes.	1	0.3	0.3	91.4
	Better distribution of information regarding bus status such as real time updates on the website.	1	0.3	0.3	91.7





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Better synchronization with adjacent buses. If one bus is ten minutes late I have to wait an hour and a half for my next bus.	1	0.3	0.3	92.0
City to city bathrooms.	1	0.3	0.3	92.2
Cleaner buses.	2	0.6	0.6	92.8
Drivers.	1	0.3	0.3	93.1
Earlier bus on Saturdays 8:00 am.	1	0.3	0.3	93.4
Earlier route for the Southbound Coastal Express. 7:10 arrives too late 8:19 am to Government Center.	1	0.3	0.3	93.7
Earlier service.	2	0.6	0.6	94.3
Earlier than 6:00 am.	1	0.3	0.3	94.5
Electrical outlet maintenance.	1	0.3	0.3	94.8
For drivers to receive proper instructions on their new routes and stops at the beginning of a schedule/shift change.	1	0.3	0.3	95.1
Improve the attitude of the drivers. More accessible especially route 73 from Simi Valley to Thousand Oaks from 6:07 am. The driver does not give good solutions and does not have a good attitude.	1	0.3	0.3	95.4
Improved website access to schedule, better legibility, an app for prepurchasing tickets, no cash required, swipe credit or debit card on bus.	1	0.3	0.3	95.7
Keeping routes 97 and 90 during summer semester for college students.	1	0.3	0.3	96.0
Late.	1	0.3	0.3	96.3
Later time on the weekends.	1	0.3	0.3	96.6
More bus stops.	2	0.6	0.6	97.1





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More even distribution among waiting time.	1	0.3	0.3	97.4
More schedule connections cooperating with cities.	1	0.3	0.3	97.7
More than the 1 stop in Fillmore. The bus stop is on the other side of town from my place.	1	0.3	0.3	98.0
Outlets that work.	1	0.3	0.3	98.3
Restrooms at Metro stations.	1	0.3	0.3	98.6
Rule enforcement/repercussions.	1	0.3	0.3	98.9
To have a bathroom.	1	0.3	0.3	99.1
Too much drugs are exchanged in the back of the #16 buses.	1	0.3	0.3	99.4
Train new drivers to be friendly.	1	0.3	0.3	99.7
Working restrooms on the buses!	1	0.3	0.3	100.0
Total	348	100.0	100.0	

4a. If you said "service to a new area", please specify:				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	321	92.2	92.2	92.2
221 Harvarel Blvd, Santa Paula	1	0.3	0.3	92.5
Another Stop in Fillmore	1	0.3	0.3	92.8
Beach	1	0.3	0.3	93.1
Beachs	1	0.3	0.3	93.4
Bus stop at Cal Lutheran	1	0.3	0.3	93.7
C.M.H.	1	0.3	0.3	94.0
Camarillo	1	0.3	0.3	94.3
Camarillo Library. YMCA.	1	0.3	0.3	94.5





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Downtown Los Angeles/Santa Monica	1	0.3	0.3	94.8
East end of Ventura. Commuter bus pick up/drop off on Wells Road.	1	0.3	0.3	95.1
Fillmore to Moorpark	2	0.6	0.6	95.7
Foothill Rd	1	0.3	0.3	96.0
Harbor Blvd. Ventura. Oxnard.	1	0.3	0.3	96.3
Los Angeles area	1	0.3	0.3	96.6
More towards Isla Vista.	1	0.3	0.3	96.8
Ojai	2	0.6	0.6	97.4
On Sunday to 101	1	0.3	0.3	97.7
Oxnard	1	0.3	0.3	98.0
RiverPark	1	0.3	0.3	98.3
Santa Clarita, Los Angeles, Venice	1	0.3	0.3	98.6
To Ventura county office. One way to and from Santa Barbara.	1	0.3	0.3	98.9
Valencia	1	0.3	0.3	99.1
West Hollywood and LA Union Station	1	0.3	0.3	99.4
West Hollywood, Union Station, and Santa Clarita.	1	0.3	0.3	99.7
Woodland Hills (further than TWC)	1	0.3	0.3	100.0
Total	348	100.0	100.0	





Origin/Destination, Transfer, and Customer Satisfaction Surveys

Ventura County Transportation Commission

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5. How do you get information about the bus?

		Frequency	Percent
Valid	Paper schedules	117	33.6
	Calling the ticket office	45	12.9
	At the stop/station	77	22.1
	VCTC website	170	48.9
	Mobile apps	71	20.4
	From the driver	41	11.8
	Other	14	4.0
Total		348	100.0

Other					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		334	96.0	96.0	96.0
	Bus Stop	1	0.3	0.3	96.3
	Cellphone	1	0.3	0.3	96.6
	Friend	1	0.3	0.3	96.8
	Google Maps	3	0.9	0.9	97.7
	Memory	1	0.3	0.3	98.0
	Moorpark College	1	0.3	0.3	98.3
	Online	1	0.3	0.3	98.6
	Other customers	1	0.3	0.3	98.9
	Social Media	2	0.6	0.6	99.4
	Usually calling no answer, and if ask about getting someplace they kind of know VCTC schedule but don't have acces to city.	1	0.3	0.3	99.7
	Watching the bus on the road	1	0.3	0.3	100.0
	Total	348	100.0	100.0	





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6. About how often do you ride the bus?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every day	162	46.6	48.1	48.1
	Every week	102	29.3	30.3	78.3
	A few times a month	53	15.2	15.7	94.1
	A few times a year	20	5.7	5.9	100.0
	Total	337	96.8	100.0	
Missing	System	11	3.2		
Total		348	100.0		

7. Which routes do you ride?

		Frequency	Percent
Valid	Coastal Express	117	33.6
	Conejo Connection	35	10.1
	East West Connector	46	13.2
	CSUCI – Oxnard	27	7.8
	East County	27	7.8
	Highway 101	105	30.2
	Highway 126	106	30.5
	CSUCI - Camarillo	20	5.7
	Oxnard/Camarillo/CSUCI	47	13.5
Total		348	100.0





8. Do you have access to the internet on your mobile phone?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	292	83.9	88.5	88.5
	No	30	8.6	9.1	97.6
	I do not own a mobile phone.	8	2.3	2.4	100.0
	Total	330	94.8	100.0	
Missing	System	18	5.2		
Total		348	100.0		

9. Did you know that VCTC has a mobile friendly website that provides trip planning information?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I use the mobile website	126	36.2	38.8	38.8
	Yes, but I don't use it	102	29.3	31.4	70.2
	No, I wasn't aware	97	27.9	29.8	100.0
	Total	325	93.4	100.0	
Missing	System	23	6.6		
Total		348	100.0		

10. VCTC will soon have a GoVcBus app that will provide trip planning and real time bus information, will you use it?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I will use the app	217	62.4	68.5	68.5
	No, I won't use it	28	8.0	8.8	77.3
	I'm not sure if I will use it	72	20.7	22.7	100.0
	Total	317	91.1	100.0	
Missing	System	31	8.9		
Total		348	100.0		





11. Did you know you can purchase passes online?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I use it regularly	37	10.6	11.7	11.7
	Yes, I've tried it	23	6.6	7.3	18.9
	Yes, but I haven't tried it	143	41.1	45.1	64.0
	No	114	32.8	36.0	100.0
	Total	317	91.1	100.0	
Missing	System	31	8.9		
Total		348	100.0		

12. What would make you more likely to purchase passes online?			
		Frequency	Percent
Valid	If I could buy them on an app	95	27.3
	If I could purchase a ticket online/on an app and use that as my bus pass	119	34.2
	If I could use the pass on any bus in the county	124	35.6
Total		348	100.0

13. Are there other pass options would you like to see?			
		Frequency	Percent
Valid	No	137	39.7
	Yes, a reloadable tap card	138	39.7
	Yes, passes sold at more locations	48	13.8
Total		348	100.0





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13a. If you said "passes sold at more locations", where?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		320	92.0	92.0	92.0
	An app such as Token Transit.	1	0.3	0.3	92.2
	Any place that is open longer than your office hours or on weekends. Riding the bus between counties makes it difficult getting to your office during business hours.	1	0.3	0.3	92.5
	Camarillo, Ventura, Online	1	0.3	0.3	92.8
	Consistent supply at Thousand Oaks transit center.	1	0.3	0.3	93.1
	Every location.	1	0.3	0.3	93.4
	Every stop.	1	0.3	0.3	93.7
	Everywhere	1	0.3	0.3	94.0
	Fillmore and Santa Paula Area	1	0.3	0.3	94.3
	Fillmore, CA	1	0.3	0.3	94.5
	Goleta and Santa Barbara	1	0.3	0.3	94.8
	Grocery store	1	0.3	0.3	95.1
	Major transit location (where all the majority buses are transferable).	1	0.3	0.3	95.4
	Moorpark	1	0.3	0.3	95.7
	Open later locations in Ventura and Goleta.	1	0.3	0.3	96.0
	Oxnard	1	0.3	0.3	96.3
	Pacific View Mall, somewhere on the avenue.	1	0.3	0.3	96.6
	S.B. Transit	1	0.3	0.3	96.8
	Santa Barbara	4	1.1	1.1	98.0
	Shops in Fillmore.	1	0.3	0.3	98.3
Transit center.	1	0.3	0.3	98.6	





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Transit Customer Centers in Ventura and LA County	1	0.3	0.3	98.9
Union Station and Customer Centers	1	0.3	0.3	99.1
Ventura	1	0.3	0.3	99.4
Ventura, Oxnard, and Santa Barbara	1	0.3	0.3	99.7
With a credit card.	1	0.3	0.3	100.0
Total	348	100.0	100.0	

14. What is your age?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18	26	7.5	7.6	7.6
	18-24	69	19.8	20.1	27.6
	25-34	66	19.0	19.2	46.8
	35-49	54	15.5	15.7	62.5
	50-64	68	19.5	19.8	82.3
	65 or older	32	9.2	9.3	91.6
	Prefer not to answer	33	9.5	8.4	100.0
	Total	348	100.0	100.0	
Total		348	100.0		





15. How do you identify?			
		Frequency	Percent
Valid	Asian	17	4.9
	Black/African American	21	6.0
	Hispanic/Latino	168	48.3
	Native American/Alaska Native	13	3.7
	Native Hawaiian/Pacific Islander	6	1.7
	White/Caucasian	101	29.0
	Prefer not to answer	53	15.2
	Other	5	1.4
Total		348	100.0

15a. Other			
		Frequency	Percent
Valid		341	98.0
	Mixed	1	0.3
	Other	1	0.3
	Total	348	100.0





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Do you have any comments you would like to share?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	246	70.7	70.7	70.7
	1	0.3	0.3	71.0
One more stop in Fillmore please. Otherwise everything's great with your service!				
1. We need a Goleta Express route with no Santa Rosa stops around 3 to beat the traffic. It currently takes 1.5 to 2 hours to get to Ventura. 2. I am over 6' tall, can we have a couple of seats with extended leg room?				
Access to Carpinteria and surrounding areas is limited, crowded, and expensive.				
I really appreciate your service!				
All drivers are friendly and provide Great Service! Always a pleasure to ride the bus!				
All is well				
A lot of people including myself use the ten ride passes which is a waste of resources because you are creating a lot of unnecessary trash. A reloadable card with the same price benefit would be much environmentally friendly.				
Early AM buses on weekends				
Bathrooms are important for long trips.				
Better online interaction				
Both always out of service. Outlets never work.				
Bus stops need more lighting				





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Buses should be promoted to the public. Lack of buses make people feel it's only for those who don't own a car.	1	0.3	0.3	74.4
The driver on Route 73 at 6am leaving Moorpark has a very bad attitude and is always late.	1	0.3	0.3	74.7
Clean interior, seats have hair and dirt on them.	1	0.3	0.3	75.0
Commuter bus to Santa Barbara really needs restrooms working for the long trip!	1	0.3	0.3	75.3
Don't ever send that Volvo bus out again. Horrible ride!	1	0.3	0.3	75.9
Driver is good always on time	1	0.3	0.3	76.1
Drivers are nice and courteous	1	0.3	0.3	76.4
Drivers are very polite.	1	0.3	0.3	76.7
Ed bus 309 is a good driver needs a raise	1	0.3	0.3	77.0
I'm very happy with the service but would like a 7am bus on the weekends.	1	0.3	0.3	77.3
Get drivers that are passionate about their job, sometimes they just look like they hate their job and it kinda just scares people away from that route.	1	0.3	0.3	77.6
Good job!	1	0.3	0.3	77.9
Real-time bus tracking!	1	0.3	0.3	78.2
Great fast service	1	0.3	0.3	78.4





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Have sent feedback to county transit manager and never received a response. Buses are not cleaned regularly. Should have a trash can in the bus to dispose of used transfers and passes. Currently, they just get left on the bus and not cleaned up for weeks.	1	0.3	0.3	78.7
I absolutely loved the College Student Rider Program this year. It's saved me so much money and I really hope VCTC continues this program into the 2019-2020 school year.	1	0.3	0.3	79.0
I am a CSU Channel Islands student. Thank you for providing quality services for students.	1	0.3	0.3	79.3
I believe security guards or officers should be more present at certain stops so that "crazy" people don't yell at you or attempt to cause a physical altercation.	1	0.3	0.3	79.6
I enjoy riding the bus, I thought it's nice and spacey.	1	0.3	0.3	79.9
I have had a pleasant experience with VCTC bus drivers. All very nice and professional.	1	0.3	0.3	80.2
I have no need for a pass or to pay, as I'm over 75. I think riding the buses free is a wonderful benefit of living in Ventura!	1	0.3	0.3	80.5
I take a bicycle with me almost every time I ride the bus (3 times a week). It would be nice if the buses could handle more than 2 or 3 bicycles.	1	0.3	0.3	80.7





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I went from Warner Center to Newbury Park and the App said it would be \$1.50 and when I boarded the bus the driver insisted it was \$3.50. He shows me the fare posted on board machine and literature but the website on the trip planner showed \$1.50.	1	0.3	0.3	81.0
I would like to see more people at the transit center as helpers.	1	0.3	0.3	81.3
I would love more frequent routes between SB and Ventura, particularly between 10:30 Am and 2:20 pm	1	0.3	0.3	81.6
It is a great service.	1	0.3	0.3	81.9
It may be a problem to buy tickets or passes, especially if you work M-F 9:00am to 5:00pm and don't get to Ventura County until 6ish. Need a better form for us to buy passes.	1	0.3	0.3	82.2
Keep the crazy people away and off bus.	1	0.3	0.3	82.5
Keeping 90 and 97 during the summer breaks at least for the month June and mid-July. As a college students I take classes during the summer sometimes is hard to find classes that it start around 10 am. I feel the 96 during the summer break is nightmare because it feels like a two hour ride.	1	0.3	0.3	82.8





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Later Service In The Evening With Frequencies At A Minimum Of Every Hour Throughout The Day Would Make Me And Others More Likely To Take The Bus. New Service To Downtown Los Angeles And Santa Monica For Recreation/Work Would Also Be Great For Those Of Us Who Like Traveling To LA Or Would Want To Visit, As A Cheaper Alternative To Metrolink	1	0.3	0.3	83.0
Love riding the bus. Its more convenient then me walking	1	0.3	0.3	83.3
Love the Bus!	1	0.3	0.3	83.6
The drivers need better attitudes.	1	0.3	0.3	83.9
Maybe an open bar with refreshments. No liquor.	1	0.3	0.3	84.2
I like the service very much!	1	0.3	0.3	84.5
I would like morning service to Santa Barbara and Cabrillo on the weekends.	1	0.3	0.3	84.8
Mobile app is not working	1	0.3	0.3	85.1
More frequent/later service	1	0.3	0.3	85.3
More routes to Camarillo for CSUCI students	1	0.3	0.3	85.6
Most all drivers are friendly! Some Bus stops are very dirty	1	0.3	0.3	85.9
Most of the time these VCTC buses are on time unlike Gold Coast. I like riding in these buses also because it feels a bit luxurious too. I'm completely satisfied and happy to know how much money I've saved over the past year using my Oxnard College ID as sufficient fare to ride.	1	0.3	0.3	86.2





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Most of the time VCTC mobile WIFI is not accessible	1	0.3	0.3	86.5
Good service, good driver!	1	0.3	0.3	86.8
Don't let dirty, smelly, or aggressive people board the bus.	1	0.3	0.3	87.1
Paul is a very friendly and very safe bus driver.	1	0.3	0.3	87.4
Persons over 80 years should be free.	1	0.3	0.3	87.6
Pleas can, use other bus stop esampo st. Frances church, and Fillmore CA 93015	1	0.3	0.3	87.9
Please add an earlier time to the Southbound Coastal Express.	1	0.3	0.3	88.2
Please continue student service.	1	0.3	0.3	88.5
More frequent service	1	0.3	0.3	88.8
Provide free water.	1	0.3	0.3	89.1
Restore 8:30 pm southbound bus from Santa Barbara. Bus stop at Ventura Train Station at train times.	1	0.3	0.3	89.4
Riding the VCTC on the East County, Highway 101, and Coastal Express Lines are much more safe, and reliable to travel.	1	0.3	0.3	89.7
Service has improved. I have been a rider from the start of Vista. You have best drivers.	1	0.3	0.3	89.9
Early AM buses to Santa Barbara and Ventura	1	0.3	0.3	90.2
Should be a VCTC stop in LA. Buses should have working bathrooms.	1	0.3	0.3	90.5
6:00 AM service	1	0.3	0.3	90.8
More Saturday service before 7AM	1	0.3	0.3	91.1





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I like the service very much, very comfortable.	1	0.3	0.3	91.4
I'm so glad because a very good service.	1	0.3	0.3	91.7
So far everyone has been nice to me.	1	0.3	0.3	92.0
Some bus drivers are awesome!! Others... not so much.	1	0.3	0.3	92.2
Steven is best bus driver Currently works office	1	0.3	0.3	92.5
Thank you for providing bus service to Ventura County. It has been very useful to me. The buses are consistently on-time and the drivers are very friendly. I feel safe taking the VCTC transit system to my destination. Keep up the good work!	1	0.3	0.3	92.8
Thank you for providing transportation & great drivers so i can get to work	1	0.3	0.3	93.1
Thank you for the recent routes to Camarillo from coastal express	1	0.3	0.3	93.4
Thank you for your service	1	0.3	0.3	93.7
Thank you guys for making it possible for me to commute to work and back home at the end of the day	1	0.3	0.3	94.0
That the ladies at VCTC should be more friendly. Better customer service.	1	0.3	0.3	94.3
The bus system is overall well put together. My only critique would be buses being on time and the hour gap on the 101 line. Other than that, it's as good as can be expected.	1	0.3	0.3	94.5
The drivers are really nice and friendly	1	0.3	0.3	94.8





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The missed synchronizing doesn't happen often but when it does it messes my plans up. Specifically the Hwy 101 and Thousand Oaks buses	1	0.3	0.3	95.1
The outlets on the buses more times than not are not working. Bus drivers are usually very kind.	1	0.3	0.3	95.4
There are no schedules in the weatherproof container at the Thousand Oaks Mall (also Amhearst, Mrpk. East/west bus stop at Amhearst-(took me 2.5hrs to get home in Mrpk from Simi because driver wouldnt stop and the Mrpk buses just left the college, so waited another hour+(90+heat).more later!	1	0.3	0.3	95.7
There should be trackers on the bus so we can track our bus.	1	0.3	0.3	96.0
Everything is good!	1	0.3	0.3	96.3
Use mobile pay to pay for bus passes (ex: apple pay, google pay)	1	0.3	0.3	96.6
VCTC has helped me be able to take classes at college I wouldn't be able to get to w/o it	1	0.3	0.3	96.8
VCTC staff should ride the Roadrunner buses anonymously so that they can get a real idea of how each driver drives. If the staff are known, the driver will act differently. VCTC staff should know first-hand how the contractors conduct their business.	1	0.3	0.3	97.1
Very good service from Thousand Oaks to Moorpark couldn't be happier	1	0.3	0.3	97.4
Very happy with service.	1	0.3	0.3	97.7





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Would be nice to have another stop in Fillmore. I live on the other side of town to where the only stop is.	1	0.3	0.3	98.0
Would like to be able to come and go from Camarillo with a single transfer rather than using a transfer once. Doesn't help having to pay twice. It would also be great if the box provided change like gold coast transit does.	1	0.3	0.3	98.3
Would like to know when the app will be available	1	0.3	0.3	98.6
Would like to see better training of new drivers	1	0.3	0.3	98.9
Yes, driver needs to put in a work order to fix outlets. They don't work on this bus for a long time!!!	1	0.3	0.3	99.1
Yes, go more into Los Angeles.	1	0.3	0.3	99.4
Yes! I ride the 16 to Oakview. I wish there was a sideways facing camera in the back of the bus. Most times I sit back there a lot of drugs and alcohol are exchanged at an angle the cameras can't see. I fear for my life when this happens! Please do something about this. I think even just a fake camera facing sideways would stop them.	1	0.3	0.3	99.7
You have some very good drivers. They are on time and have great customer service. Some are a little lazy and don't seem to care. Better training for them.	1	0.3	0.3	100.0
Total	348	100.0	100.0	





Valley Express Frequencies

Please select your preferred language.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	49	66.2	66.2	66.2
	Spanish	25	33.8	33.8	100.0
	Total	74	100.0	100.0	

Which service would you like to tell us about?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Valley Express	74	100.0	100.0	100.0

1a. Satisfaction regarding: Valley Express service overall					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	53	71.6	71.6	71.6
	Somewhat Satisfied	21	28.4	28.4	100.0
	Total	74	100.0	100.0	

1b. Satisfaction regarding: Amount of fixed-route service Valley Express offers					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	43	58.1	60.6	60.6
	Somewhat Satisfied	21	28.4	29.6	90.1
	Somewhat Dissatisfied	7	9.5	9.9	100.0
	Total	71	95.9	100.0	
Missing	System	3	4.1		
Total		74	100.0		

1c. Satisfaction regarding: Availability to book dial-a-ride service					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	35	47.3	49.3	49.3
	Somewhat Satisfied	21	28.4	29.6	78.9
	Somewhat Dissatisfied	11	14.9	15.5	94.4
	Very Dissatisfied	4	5.4	5.6	100.0
	Total	71	95.9	100.0	
Missing	System	3	4.1		
Total		74	100.0		





1d. Satisfaction regarding: Valley Express customer service					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	54	73.0	75.0	75.0
	Somewhat Satisfied	16	21.6	22.2	97.2
	Somewhat Dissatisfied	2	2.7	2.8	100.0
	Total	72	97.3	100.0	
Missing	System	2	2.7		
Total		74	100.0		

1e. Satisfaction regarding: Quality of information provided by Valley Express					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	57	77.0	78.1	78.1
	Somewhat Satisfied	13	17.6	17.8	95.9
	Somewhat Dissatisfied	3	4.1	4.1	100.0
	Total	73	98.6	100.0	
Missing	System	1	1.4		
Total		74	100.0		

1f: Satisfaction regarding: Cleanliness of the bus					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	63	85.1	85.1	85.1
	Somewhat Satisfied	9	12.2	12.2	97.3
	Somewhat Dissatisfied	2	2.7	2.7	100.0
	Total	74	100.0	100.0	

1g. Satisfaction regarding: Cleanliness of the bus stops					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	42	56.8	58.3	58.3
	Somewhat Satisfied	21	28.4	29.2	87.5
	Somewhat Dissatisfied	5	6.8	6.9	94.4
	Very Dissatisfied	4	5.4	5.6	100.0
	Total	72	97.3	100.0	
Missing	System	2	2.7		
Total		74	100.0		





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2a. Agreement regarding: I feel safe while waiting for the bus.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	37	50.0	51.4	51.4
	Agree	34	45.9	47.2	98.6
	Disagree	1	1.4	1.4	100.0
	Total	72	97.3	100.0	
Missing	System	2	2.7		
Total		74	100.0		

2b. Agreement regarding: I feel safe while riding the bus.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	52	70.3	73.2	73.2
	Agree	19	25.7	26.8	100.0
	Total	71	95.9	100.0	
Missing	System	3	4.1		
Total		74	100.0		

3. What is the main reason you choose to ride the bus?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I don't/can't drive	48	64.9	64.9	64.9
	To save gas/money	3	4.1	4.1	68.9
	Convenience	3	4.1	4.1	73.0
	It's good for the environment	4	5.4	5.4	78.4
	I don't have a car	15	20.3	20.3	98.6
	Other	1	1.4	1.4	100.0
	Total	74	100.0	100.0	





4. Which TWO service improvements would you most like to see introduced?			
		Frequency	Percent
Valid	More frequent service	47	63.5
	Later evening service	32	43.2
	Service to a new area	10	13.5
	Less time to get to my destination	8	10.8
	Improved safety onboard the bus	3	4.1
	Improved safety at the bus stops	8	10.8
	Better on-time performance	15	20.3
	Better accessibility features for people with disabilities	4	5.4
	Other	5	6.8
Total		74	100.0

Other					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		69	93.2	93.2	93.2
	Dedicated bus for Vista Bus Rides at SP City Hall.	1	1.4	1.4	94.6
	Discount for elderly/disability.	1	1.4	1.4	95.9
	More buses for dial a ride.	1	1.4	1.4	97.3
	More fixed routes.	1	1.4	1.4	98.6
	More schedules on the fixed routes.	1	1.4	1.4	100.0
	Total	74	100.0	100.0	

4a. If you said "service to a new area", please specify:					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		70	94.6	94.6	94.6
	Oxnard	1	1.4	1.4	95.9
	Santa Clarita	2	2.7	2.7	98.6
	Ventura	1	1.4	1.4	100.0
	Total	74	100.0	100.0	





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5. How do you get information about the bus?			
		Frequency	Percent
Valid	Paper schedules	31	41.9
	Calling the ticket office	24	32.4
	At the stop/station	20	27.0
	Valley Express website	25	33.8
	Mobile apps	4	5.4
	From the driver	14	18.9
	Other	2	2.7
Total		74	100.0

Other					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		72	97.3	97.3	97.3
	By phone.	1	1.4	1.4	98.6
	Valley Express Service.	1	1.4	1.4	100.0
	Total	74	100.0	100.0	

6. About how often do you ride the bus?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every day	33	44.6	45.2	45.2
	Every week	22	29.7	30.1	75.3
	A few times a month	16	21.6	21.9	97.3
	A few times a year	2	2.7	2.7	100.0
	Total	73	98.6	100.0	
Missing	System	1	1.4		
Total		74	100.0		

7. Which routes do you ride?			
		Frequency	Percent
Valid	Santa Paula Route A	22	29.7
	Santa Paula Route B	15	20.3
	Santa Paula Tripper	4	5.4
	Dial-A-Ride – Santa Paula	38	51.4
	Dial-A-Ride – Fillmore/Piru	7	9.5
	Fillmore Route	11	14.9
	Piru Route	21	28.4
Total		74	100.0





8. Do you have access to the internet on your mobile phone?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	57	77.0	82.6	82.6
	No	11	14.9	15.9	98.6
	I do not own a mobile phone.	1	1.4	1.4	100.0
	Total	69	93.2	100.0	
Missing	System	5	6.8		
Total		74	100.0		

9. Did you know that Valley Express has a mobile friendly website that provides trip planning information?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I use the mobile website	19	25.7	26.8	26.8
	Yes, but I don't use it	21	28.4	29.6	56.3
	No, I wasn't aware	31	41.9	43.7	100.0
	Total	71	95.9	100.0	
Missing	System	3	4.1		
Total		74	100.0		

10. There will soon be a GoVCbus app that will provide trip planning and real time bus information, will you use it?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I will use the app	39	52.7	54.2	54.2
	No, I won't use it	10	13.5	13.9	68.1
	I'm not sure if I will use it	23	31.1	31.9	100.0
	Total	72	97.3	100.0	
Missing	System	2	2.7		
Total		74	100.0		





11. What would make you more likely to purchase passes?			
		Frequency	Percent
Valid	If I could buy them online or on an app	25	33.8
	If I could purchase a ticket online/on an app and use that as my bus pass	18	24.3
	If I could use the pass on any bus in the county	20	27.0
	If there was a reloadable tap card available	11	14.9
	If passes were sold at more locations	17	23.0
Total		74	100.0

11a. If you said "passes sold at more locations", where?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		67	90.5	90.5	90.5
	Chhina's Market	1	1.4	1.4	91.9
	City Hall	1	1.4	1.4	93.2
	In the bus, with bus driver.	1	1.4	1.4	94.6
	On the same bus you use (all buses).	1	1.4	1.4	95.9
	Piru	3	4.1	4.1	100.0
	Total	74	100.0	100.0	

12. What is your age?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18	13	17.6	17.6	17.6
	18-24	11	14.9	14.9	32.4
	25-34	8	10.8	10.8	43.2
	35-49	18	24.3	24.3	67.6
	50-64	12	16.2	16.2	83.8
	65 or older	10	13.5	13.5	97.3
	Prefer not to answer	2	2.7	2.7	100.0
	Total	74	100.0	100.0	





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13. How do you identify?			
		Frequency	Percent
Valid	Asian	2	2.7
	Black/African American	2	2.7
	Hispanic/Latino	62	83.8
	Native American/Alaska Native	1	1.4
	White/Caucasian	8	10.8
	Prefer not to answer	4	5.4
Total		74	100.0

14. Do you have any comments you would like to share?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		48	64.9	64.9	64.9
	All good. Excellent.	1	1.4	1.4	66.2
	Buses need to be on time, sometimes passengers need to be somewhere and with buses being 15-20 minutes late (at times) it makes trip planning difficult and inaccurate.	1	1.4	1.4	67.6
	Direct service to Ventura and more drivers. Thank you.	1	1.4	1.4	68.9
	Everything is great. Thanks for the service.	1	1.4	1.4	70.3
	Good driver on Santa Paula Route B!	1	1.4	1.4	71.6
	Great bus drivers! Maybe each driver can have specific areas. Need discount for elderly, disabled, and children/students! Maybe keep better track of no shows.	1	1.4	1.4	73.0
	Great job! Just extended hours! More flexibility on scheduling.	1	1.4	1.4	74.3
	Have an app that shows exactly where the bus rides are to save time. Knowing how far the bus is will improve the experience.	1	1.4	1.4	75.7





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I appreciate your company trying to make the service as pleasing as possible! Asking the riders' input really is a plus. Thank you.	1	1.4	1.4	77.0
I like the service and the drivers are friendly.	1	1.4	1.4	78.4
I think that if there was a route at 12:00 going to Piru it will make it better for the citizens that live in Piru.	1	1.4	1.4	79.7
I would like if there was a bigger bus on Piru Route.	1	1.4	1.4	81.1
I would like service on Saturday and Sunday to be earlier beginning at 7:00 am and later until 7:30 pm.	1	1.4	1.4	82.4
It would be much easier if bus drivers showed up on the specified time rather than 20-30 minutes late, like certain drivers do.	1	1.4	1.4	83.8
More availability and drivers please.	1	1.4	1.4	85.1
More drivers.	1	1.4	1.4	86.5
My favorite driver is so kind and happy. I have ridden for 6 years.	1	1.4	1.4	87.8
Should be more frequent bus service. Sometimes it's always booked, even though I call early in the morning.	1	1.4	1.4	89.2
Sometimes my ride never comes. Other times I have cancelled and the bus still came.	1	1.4	1.4	90.5
Thank you for your service.	1	1.4	1.4	91.9
The company needs to hire more drivers, they are not enough, especially week ends. I had to pay to arrive at work on Saturdays 8:30 - 9:00 am. The fixed route begins at 10:00 am and the service is not enough. Thank you.	1	1.4	1.4	93.2
The drivers are very friendly!	1	1.4	1.4	94.6





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The drivers are very nice and friendly. Always answer any questions I have.	1	1.4	1.4	95.9
The reservations at 6:00 am in order to get a 10:00 am pickup could be improved. Better reservation system to provide the service needed.	1	1.4	1.4	97.3
Very good service! Thank you so much!	1	1.4	1.4	98.6
When requesting to be picked up at a certain time, they never have any buses available and the wait is longer than 30 minutes. They say you must be ready 2-3 hours before.	1	1.4	1.4	100.0
Total	74	100.0	100.0	

