

Ventura County Transportation Commission 2023 Rider Survey



Table of Contents

Project Summary	2
VCTC Intercity Rider Survey Responses	4
Valley Express Rider Survey Responses	18
Appendix A. VCTC Intercity Survey Instrument	31
Appendix B. Additional Comments - VCTC Intercity	33
Appendix C. Valley Express Survey Instrument	41
Appendix D. Additional Comments – Valley Express	43



Project Summary

In April 2023, VCTC conducted on-board rider surveys to compile passenger information regarding fare payment methods, travel patterns, and customer satisfaction as well as demographic information in support of federal Title VI requirements. A solid foundation of quality, current data 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.

Survey objectives included:

- Identify travel habits and trip characteristics;
- Develop passenger demographic profiles;
- Determine current levels of customer satisfaction; and
- Identify passenger fare payment characteristics, including types of passes used.

A bilingual survey (English/Spanish) was offered to all riders of VCTC Intercity and Valley Express services. The survey was available from April 3 through May 8, 2023.

Data collection resulted in 837 valid surveys; 755 on VCTC Intercity and 82 on Valley Express. This nearly doubled the response rate from the 2019 survey where 348 were collected on Intercity and 74 on Valley Express.

Survey Development

VCTC staff created a survey instrument designed to capture:

- Travel habits including frequency of usage, payment method, and trip purpose.
- Rider demographics, including race, ethnicity, English proficiency, household income, and number of people in household. Such demographic information is necessary to fulfill Title VI reporting requirements.
- Current levels of customer satisfaction as well as preferred service improvements.

The survey instrument was translated into Spanish.

Survey Plan

VCTC utilized a scheduling plan which ensured appropriate coverage of all routes, service days, and dayparts to collect data that accurately represented a broad spectrum of riders on all VCTC and Valley Express routes. The coverage plan resulted in the collection of 837 complete and valid surveys between both services. To ensure adequate coverage on all routes, at least one roundtrip was surveyed on each route during each day-part. Day-parts are defined as Morning (5:30 AM – 9:30 AM), Midday (9:30 AM – 2:30 PM), and Afternoon/Evening (2:30 PM – 8:30 PM).



Data Collection

To achieve the greatest level of participation, VCTC took a three-pronged approach to data collection utilizing both online and intercept methodologies:

- 1. A unique URL was created (www.goventura.org/ridersurvey) 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. The survey was also promoted on VCTC and Valley Express' various social media platforms.
- 2. 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.
- 3. Lastly, 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 five weekdays in mid-April 2023. Bilingual surveyors offered the paper instrument to passengers of both services.

All survey questionnaires were printed on 100-pound cardstock, thereby eliminating the need for clipboards. The survey instrument was printed on 8 ½ x 11 inch paper, in both English and Spanish. At the conclusion of each day's data collection, all surveys were reviewed for completeness and returned to our office for data entry.

Survey Analysis

Once data collection was completed, all survey data was entered into a database and then exported into Into a Statistical Package for the Social Sciences (SPSS) platform for further analysis.

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

Analysis of survey data is included in the following chapters.



VCTC Intercity Rider Survey Responses

Based on commonalities in response data, conclusions can be drawn regarding survey participant attitude, awareness, and demographics.

A total of 755 surveys were collected from VCTC Intercity riders (559 via intercept and 196 online). The survey instrument was available in both English and Spanish and 5.6 percent (42) respondents chose to complete the survey in Spanish.

Key findings from the VCTC Intercity Rider Survey:

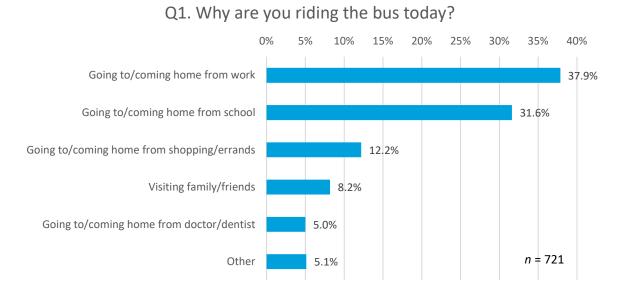
- VCTC Intercity is held in high esteem based on overall ratings. Most respondents (96.4 percent) indicated being satisfied with the Intercity service.
- Most respondents indicated that they pay their fare using cash (39.8 percent) Although a third indicated they use the College Ride or Youth Ride Free programs (33.8 percent) and nearly a quarter (22.1 percent) use the VCbuspass (app or card).
- The most preferred service improvement for Intercity riders is "more frequent service". This was the same in 2019.
- The majority of respondents are regular riders with 58.9 percent indicating they ride at least 3 days per week.
- Slightly more than 40 percent (40.7) of Intercity riders indicated they also ride Gold Coast Transit and a third (32.5 percent) ride Metrolink or Amtrak.
- Most respondents were under the age of 35 (52.6 percent), Identified as Hispanic/Latino (54.7 percent), indicated speaking English very well (81.8 percent) and reported an annual income of less than \$30,000 (51.9 percent).

Analysis of individual survey questions follows. Please note, where respondents were invited to select more than one response option, percentages equal more than 100%.

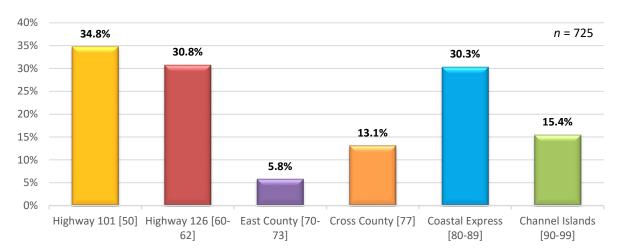


The most common trip purpose among respondents was going to or coming from work.

Exhibit 1.



The Highway 101, Highway 126, and Coastal Express routes were the most commonly selected routes. Exhibit 2.

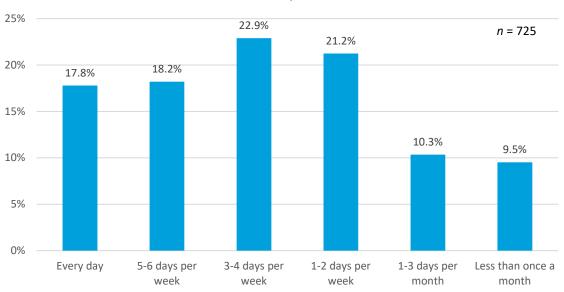


Q2. Which routes do you ride?



The majority of respondents are regular riders with 58.9 percent indicating they ride at least 3 days per week.

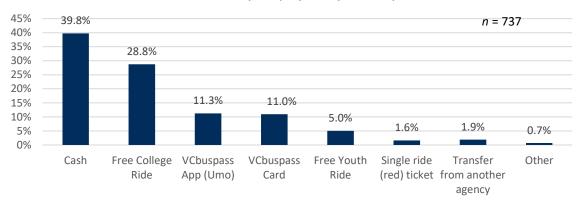




Q3. How often do you ride the bus?

While most respondents indicated that they pay their fare using cash (39.8 percent), a third indicated they use the College Ride or Youth Ride Free programs (33.8 percent) and nearly a quarter (22.3 percent) use the VCbuspass (app or card). Although the number of respondents indicating using a transfer to pay is very low, it may not actually be representative of those transferring between other routes or operators. Transfers using the VCbuspass happen automatically when the card is scanned, respondents may be indicating how they paid for the first bus of their trip, and those using the free fare programs would not need to request a transfer.

Exhibit 4.



How did you pay for your trip?



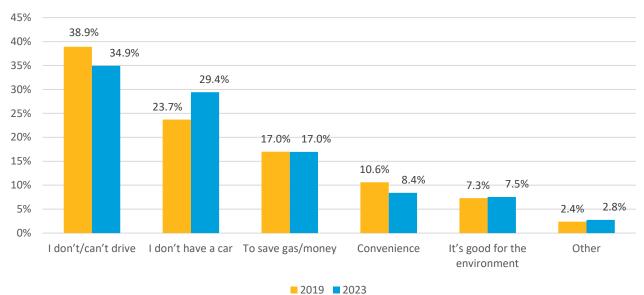
The most common boarding/alighting cities are listed in Exhibit 5.

Exhibit 5.

Q5. In which city did you board/exit this bus?					
Boarding/Alighting Location					
Ventura	51.0%				
Camarillo	20.4%				
Santa Barbara	17.4%				
Oxnard	16.8%				
Fillmore	13.2%				
Santa Paula	12.6%				

The number of respondents considered to be "transit dependent" ("I don't/can't drive" and "I don't have a car") has increased since 2019, increasing from 62.6 percent to 64.3 percent.

Exhibit 6.

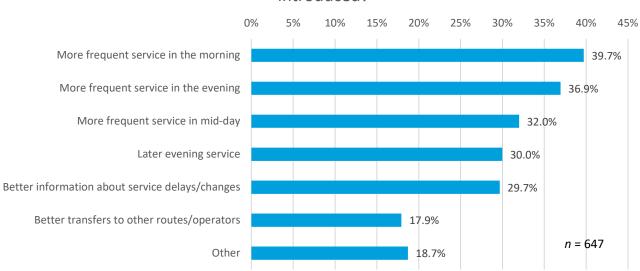


Q6. What is the main reason you chose to ride the bus today?



The most preferred service improvement for Intercity riders is "more frequent service." This was the same in 2019 (53.2 percent). Although respondents were invited to select up to three service improvements many selected only one or two, therefore the percentages do not add up to 300%.

Exhibit 7.



Q7. Which three service improvements would you most like to see introduced?

Only 118 respondents requested additional destinations. The most commonly requested destination was service to Los Angeles. VCTC plans to restore the Conejo Connection with service to Woodland Hills in August 2023.

Exhibit 8.

Q8. Are there any destinations not currently served by VCTC Intercity that you would like to see served in the future?						
Los Angeles (Woodland Hills/Warner Center/Chatsworth)	20	16.9%				
Oxnard Transit Center	12	10.2%				
Ventura Harbor/Beach during the week	10	8.5%				
Santa Clarita	7	5.9%				
Ojai	6	5.1%				



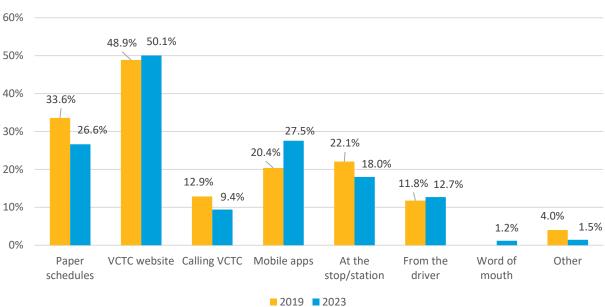
The majority of Intercity riders also use other public transit services in Ventura County (65.2 percent). One of VCTC's goals for upcoming service changes is to improve connectivity between Intercity routes as well as with other transit operators.

Exhibit 9.

Q9. Do you use other public transit in Ventura County?					
No	34.8%				
Gold Coast Transit	40.7%				
Thousand Oaks Transit	8.1%				
Simi Valley Transit	5.0%				
Valley Express	5.0%				
Camarillo Area Transit	8.2%				
Moorpark City Transit	3.2%				
Metrolink/Amtrak	32.5%				
Ojai Trolley	0.1%				
Other	1.7%				

While the VCTC website remains the most popular way to obtain service information, the use of mobile apps has increased since 2019 and the use of paper schedules has decreased.

Exhibit 10.

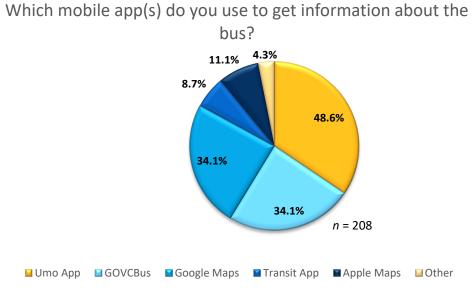


Q10. How do you usually get information about the bus?



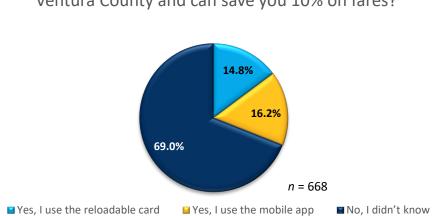
Of respondents who reported using mobile apps to obtain service information, most are using the Umo app or the GOVCbus app (82.7 percent).

Exhibit 10a.



The awareness of the VCbuspass seems disappointingly low with 69 percent of respondents claiming to have no knowledge of the program.

Exhibit 11.



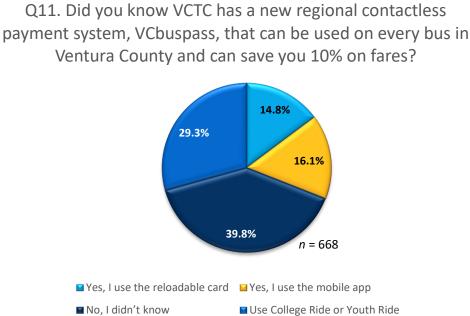
Q11. Did you know VCTC has a new regional contactless payment system, VCbuspass, that can be used on every bus in Ventura County and can save you 10% on fares?

However, upon running crosstabs between fare payment type and VCbuspass awareness it was revealed that nearly half of those claiming no knowledge of the program are using the College Ride or Youth Ride



free programs and therefore have no need to use the VCbuspass. This still leaves nearly 40 percent of riders, most of which currently pay cash, who claim no awareness of the VCbuspass program.

Exhibit 11a.



Riders of the Coastal Express route have the highest awareness and usage of the VCbuspass while riders of the Channel Islands route had the lowest. This is unsurprising as the Channel Islands routes have the highest usage of the College Ride program.

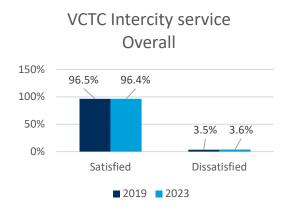


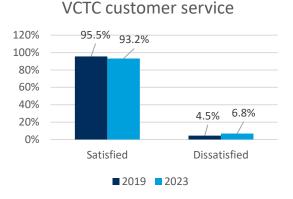


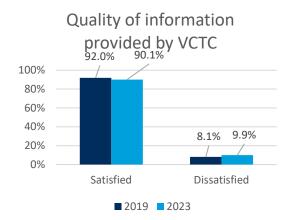
Overall, VCTC Intercity is held in high esteem among respondents. Most respondents (96.4 percent) indicated being satisfied with the Intercity service. This very closely aligns with the 2019 data.

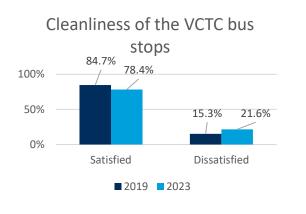
While there was a slight decline in satisfaction in all categories from the 2019 survey, the two areas where satisfaction decreased the most were cleanliness of the Intercity buses and bus stops. These categories saw declines of 3.7 percent and 6.3 percent respectively.

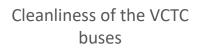
Exhibit 12.

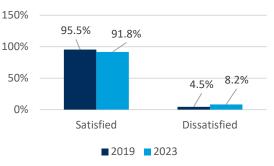


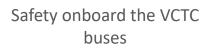


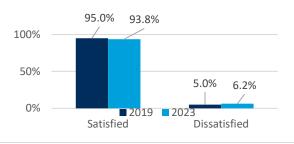








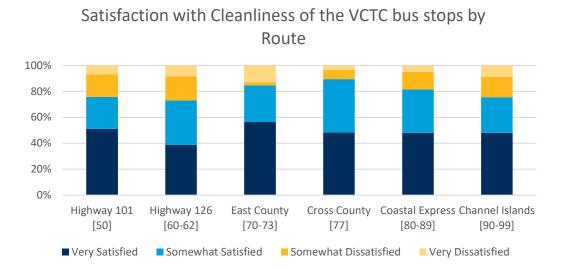






Respondents on the Cross-County Route were the most satisfied with the cleanliness of the bus stops while those on the Highway 126 Route were the least satisfied.

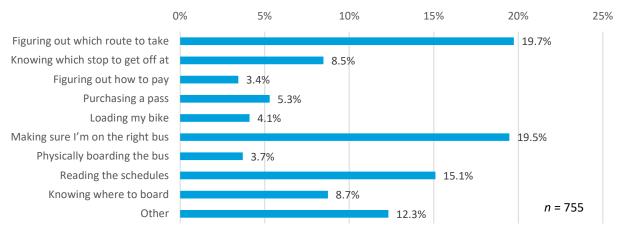
Exhibit 12a.



VCTC will be launching a "How to Ride" marketing campaign in FY23/24. In support of this campaign, respondents were asked what they considered the hardest part of riding the bus. Most indicated that the route schedules were the most difficult part including figuring out which route take, reading the schedules, and making sure they are on the correct bus. VCTC is also planning a redesign of our brochures that we hope will assist with this.

Some of the most common "other" responses included first-last mile travel, getting real-time arrival information, and making transfers.

Exhibit 13.



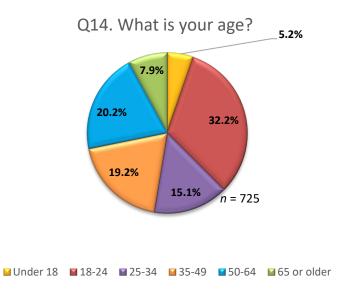
Q13. What is the hardest part about riding the bus?



The final seven survey questions dealt with rider demographics to support our Title VI reporting requirements.

Most respondents were under the age of 35 (52.6 percent). The number of respondents 18-24 has increased by 10.3 percent since 2019 which corresponds to the implementation of the College Ride program.

Exhibit 14.



The majority of respondents self-identify as Hispanic/Latino (54.7 percent).

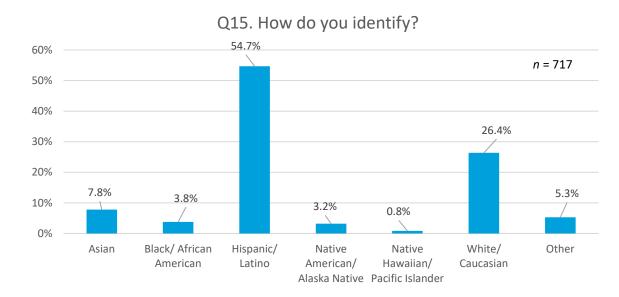
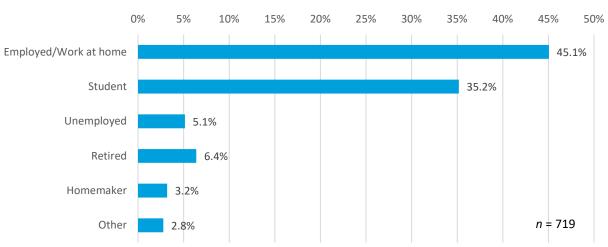


Exhibit 15.



The majority of respondents are either employed or students.

Exhibit 16.

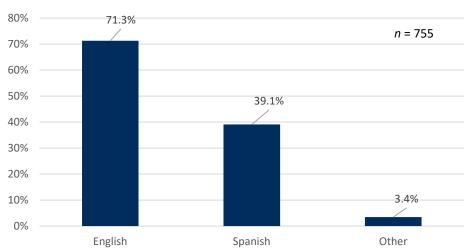


Q16. Which of the following best describes your status?

By far, the majority of our riders speak English and/or Spanish in their home. The most common "other"

responses were Chinese, French, and Tagalog.

Exhibit 17.

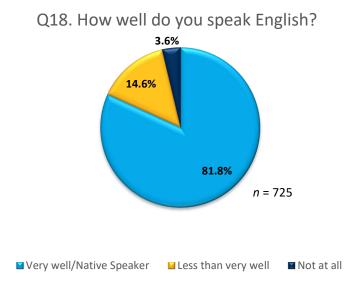


Q17: What language(s) are spoken in your home?



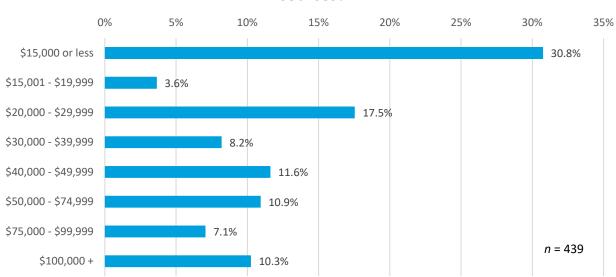
Most respondents (81.8 percent) indicated speaking English "Very Well."

Exhibit 18.



Question 19 asked about annual household income from all sources. Only 58.1 percent of respondents chose to answer this question. The rest left it blank or selected "Decline to State". Of those that chose to respond, 51.9 percent reported an annual income of less than \$30,000.

Exhibit 19.

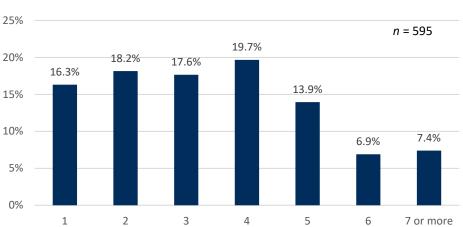


Q19. What is your average household annual income from all sources?



Most respondents live with at least one other person and 47.9 percent live in households of 4 or more people.

Exhibit 20.



Q20. How many individuals live in your household?

Survey respondents were invited to share any comments they had about the VCTC Intercity service. Those comments can be found in Appendix B.



Valley Express Rider Survey Responses

Based on commonalities in response data, conclusions can be drawn regarding survey participant attitude, awareness, and demographics.

A total of 82 surveys were collected from Valley Express riders (61 via intercept and 21 online). More than a quarter (26.8 percent) of surveys were completed in Spanish.

Key findings from the Valley Express Rider Survey:

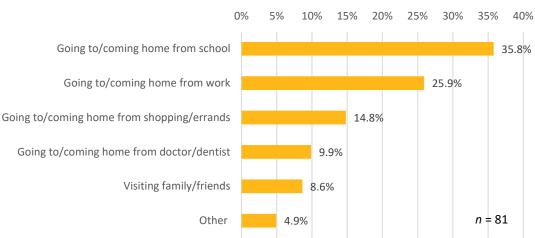
- Valley Express is held in high esteem based on overall ratings. Most respondents (91.1 percent) indicated being satisfied with the Valley Express service.
- Most respondents indicated that they pay their fare using cash (48.8 percent).
- The most preferred service improvement for Valley Express riders is "more frequent service". This was the same in 2019.
- When asked about the Fillmore to Moorpark route, 67.6 percent of respondents indicated that they would likely use the new service with 28.4 percent indicating they would use the service weekly.
- The majority of respondents are regular riders with 31.6 percent indicating they ride every day and another 34.2 percent indicating they ride at least 3 days per week.
- Slightly more than 40 percent (40.2) of Valley Express riders indicated they also ride VCTC Intercity.
- Most respondents indicated being unaware of the VCbuspass program with only 12.2 percent stating that they use the card or app to pay for their fare.
- Most respondents were over the age of 35 (50 percent), Identified as Hispanic/Latino (70.7 percent), and speak Spanish at home (59.2 percent) but speak English very well (75.8 percent) and reported an annual income of less than \$30,000 (65.9 percent).

Analysis of individual survey questions follows. Please note, where respondents were invited to select more than one response option, percentages equal more than 100%.



The most common trip purpose among respondents was going to or coming from school.

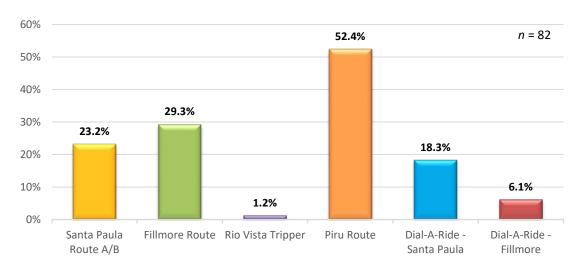
Exhibit 1.



Q1. Why are you riding the bus today?

The Piru fixed route was the most commonly selected route.

Exhibit 2.

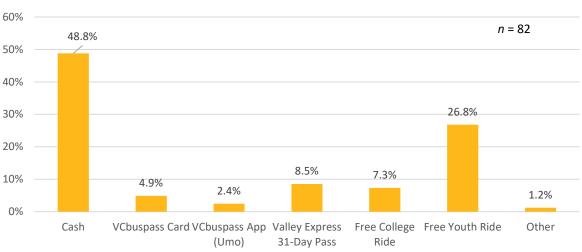


Q2. Which routes do you ride?



While most respondents indicated that they pay their fare using cash (48.8 percent), more than a third indicated they use the College Ride or Youth Ride Free programs (34.1 percent). Only 7.3 percent indicated using the VCbuspass (app or card).

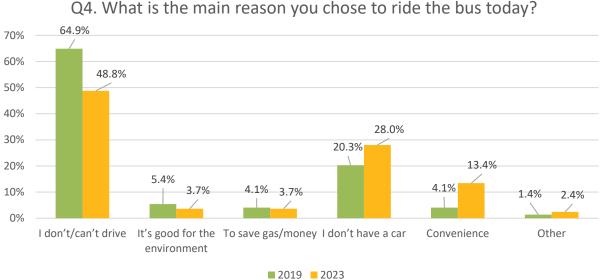
Exhibit 3.



Q3. How did you pay for your trip today?

The number of respondents considered to be "transit dependent" ("I don't/can't drive" and "I don't have a car") has decreased since 2019, from 85.2 percent to 76.8 percent.

Exhibit 4.

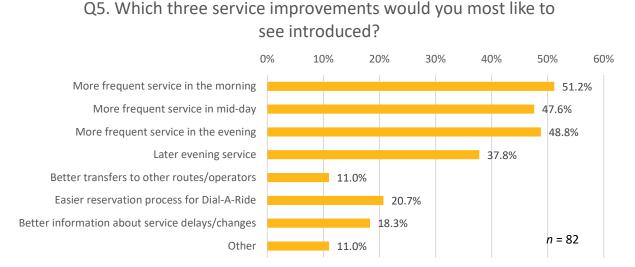


Q4. What is the main reason you chose to ride the bus today?



The most preferred service improvement for Valley Express riders is "more frequent service". This was the same in 2019 (63.5 percent). Although respondents were invited to select up to three service improvements many selected only one or two, therefore the percentages do not add up to 300%.

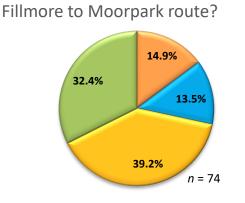
Exhibit 5.



Question 6 asked respondents if there were any destinations not currently served by Valley Express that they would like to see served in the future. Only 19 respondents had suggestions for additional destinations. The most commonly requested destination was service between the cities of Santa Paula, Fillmore, and Piru followed by service to Santa Clarita.

In Spring 2024 Valley Express will be adding a new route with service from Fillmore to Moorpark. Question 7 asked respondents how likely they would be to use the new route. More than two-thirds of respondents (67.6 percent) indicated that they would likely use the new service with 28.4 percent indicating they would use the service at least weekly.

Q7. How often would you ride the new

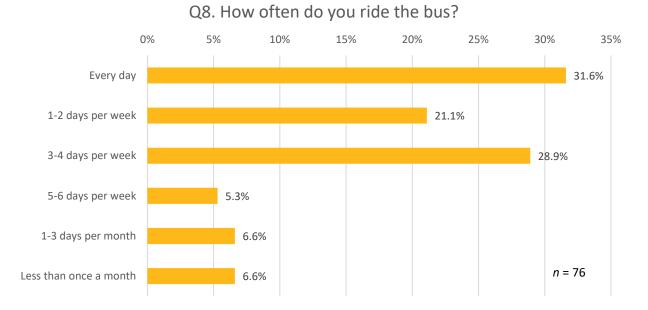


Every day Zevery week Once in a while I probably won't use the new route

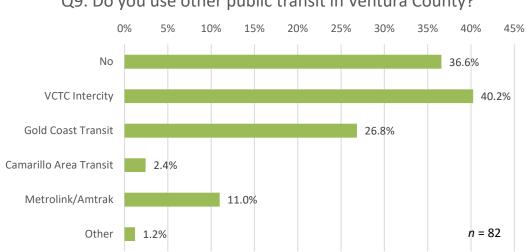


The majority of respondents are regular riders with 31.6 percent indicating they ride every day and another 34.2 percent indicating they ride at least 3 days per week.





The majority of Intercity riders also use other public transit services in Ventura County (63.4 percent). Exhibit 9.

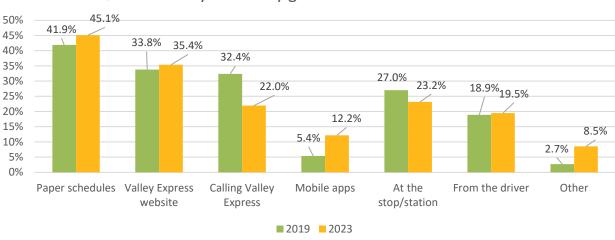


Q9. Do you use other public transit in Ventura County?



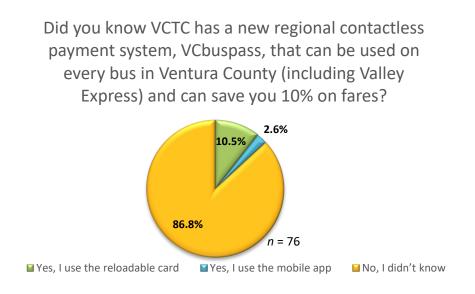
Paper schedules remain the most popular way to obtain service information.

Exhibit 10.



The awareness of the VCbuspass is very low with 86.8 percent of respondents claiming to have no knowledge of the program. Similar to VCTC Intercity, upon running crosstabs between fare payment type and VCbuspass awareness it was revealed that a bit less than one third of those claiming no knowledge of the program are using the College Ride or Youth Ride free programs and therefore have no need to use the VCbuspass. This still leaves more than half percent of respondents, most of which currently pay cash, who claim no awareness of the VCbuspass program.

Exhibit 11.



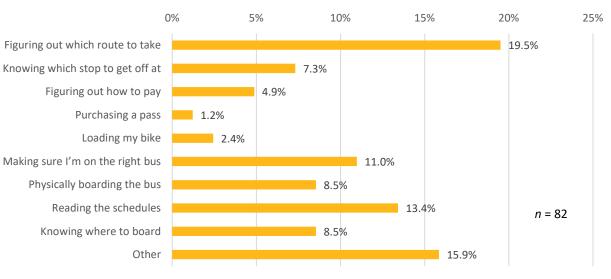
Q10. How do you usually get information about the bus?



VCTC and Valley Express will be launching a "How to Ride" marketing campaign in FY23/24. In support of this campaign, respondents were asked what they considered the hardest part of riding the bus. Most indicated that the route schedules were the most difficult part including figuring out which route take, reading the schedules, and making sure they are on the correct bus.

The most common "other" responses included difficulty with scheduling Dial-A-Ride trips.

Exhibit 12.



Q12. What is the hardest part about riding the bus?

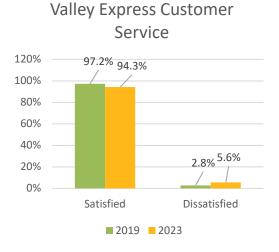


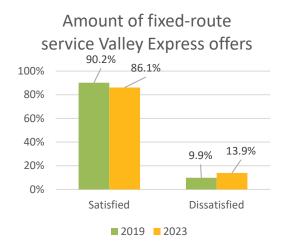
Overall, Valley Express is held in high esteem among respondents. Most respondents (94.4 percent) indicated being satisfied with the Valley Express service. This aligns with the 2019 data.

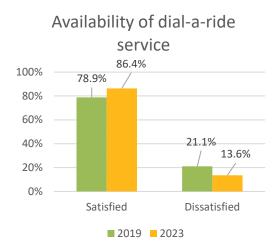
While there was a slight decline in satisfaction in most categories from the 2019 survey, the satisfaction with the amount of Dial-A-Ride service available increased by 7.3 percent.

Exhibit 13.



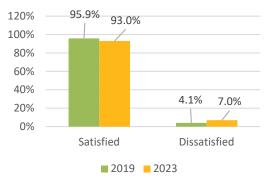


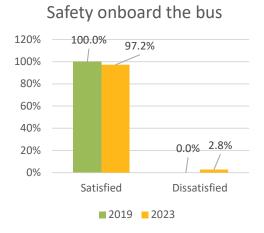




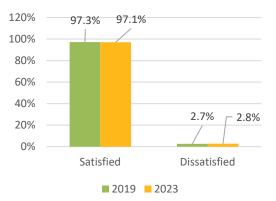


Quality of information provided by Valley Express

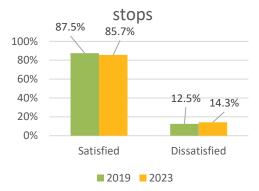




Cleanliness of the bus





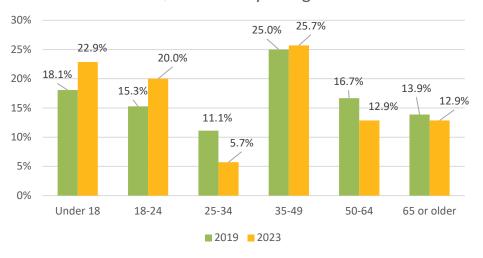




The final seven survey questions dealt with rider demographics to support our Title VI reporting requirements.

While most respondents were over the age of 35 (51.4 percent). The number of respondents under 34 has increased by 4.1 percent since 2019 and both the under 18 and 18-24 demographics have increased significantly.

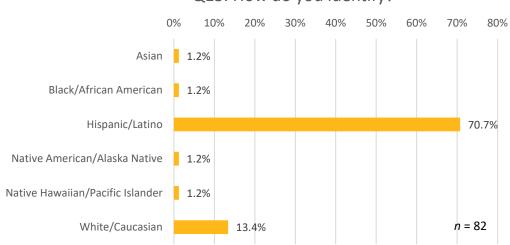
Exhibit 14.



Q14. What is your age?

The majority of respondents self-identify as Hispanic/Latino (70.7 percent).

Exhibit 15.

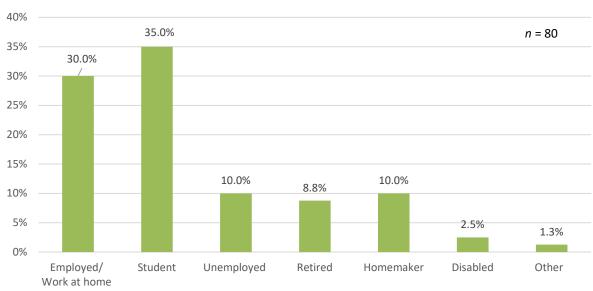


Q15. How do you identify?



The majority of respondents are either employed or students.

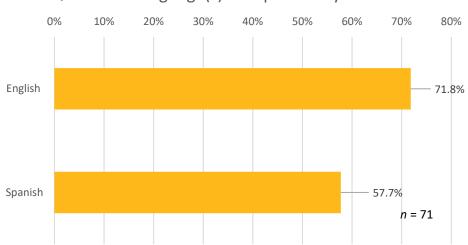
Exhibit 16.



Q16. Which of the following best describes your status?

All respondents indicated speaking English and/or Spanish in their home. Nearly a third (31 percent) speak both languages at home.

Exhibit 17.

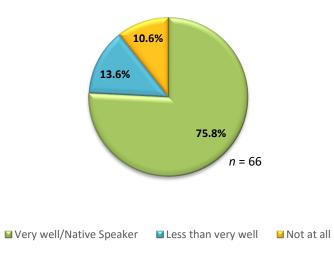


Q17: What language(s) are spoken in your home?



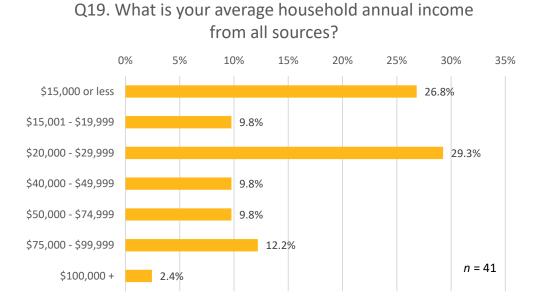
Most respondents (75.8 percent) indicated speaking English "Very Well."

Exhibit 18.



Question 19 asked about annual household income from all sources. Only half of respondents chose to answer this question. The rest left it blank or selected "Decline to State". Of those that chose to respond, 65.9 percent reported an annual income of less than \$30,000.

Exhibit 19.

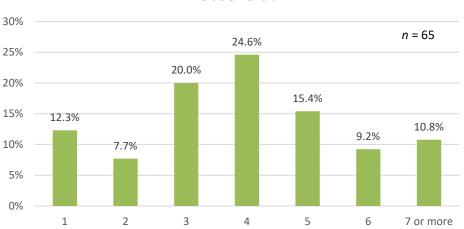


Q18. How well do you speak English?



Most respondents live with at least one other person and 60 percent live in households of 4 or more people.

Exhibit 20.



Q20. How many individuals live in your household?

Survey respondents were invited to share any comments they had about the Valley Express service. Those comments can be found in Appendix D.



Appendix A. VCTC Intercity Survey Instrument



VCTC Rider Survey 2023

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 April 23, 2023 will be entered into a random drawing for one of several VCbuspasses with \$50 of stored value. Your answers are completely confidential.

This survey is also available online at: www.goventura.org/ridersurvey Tell us about today's trip: ROUTE: DATE: 5. In which City did you board THIS bus? In which City will 1. Why are you riding the bus today? you exit THIS bus? Select both and specify the stop. Going to/coming home from work Going to/coming home from school 🗖 Camarillo Going to/coming home from doctor/dentist 🗖 Carpinteria Going to/coming home from shopping/errands □ Visiting family/friends Fillmore___ Other 🗖 Goleta 2. Which routes do you ride? (check all that apply) Moorpark_____ Highway 101 [50] Cross County [77] Oxnard ____ Highway 126 [60-62] Coastal Express [80-89] East County [70-73] Channel Islands [90-99] 🗖 Santa Barbara _____ Santa Paula _____ 3. How often do you ride the bus? Every day 3-4 days per week Saticoy ___ □ 1-2 days per week 5-6 days per week Simi Valley ____ □ 1-3 days per month Less than once a month Thousand Oaks _____ 4. How did you pay for your trip today? Π Ventura ____ 🗖 Cash □ Single ride (red) ticket 6. What is the main reason you chose to ride the bus today? VCbuspass Card Free College Ride (check one only) Free Youth Ride VCbuspass App (Umo) I don't/can't drive Lit's good for the environment **Transfer from another agency** □ To save gas/money □ I don't have a car Other Convenience Other: Tell us about your travel habits: 7. Which three service improvements would you most like 9. Do you use other public transit in Ventura County? to see introduced? Please specify the route. Check all that apply. Yes, Valley Express □ More frequent service No 🖵 Yes, Simi Valley Transit • AM (Route): □ Yes, Gold Coast Transit 🗇 Yes, Thousand Oaks Transit 🖵 Yes, Amtrak Mid-Day (Route) ____ 🗖 Yes, Camarillo Area Transit 📮 Yes, Metrolink o PM (Route):____ Later evening service (Route):_ Yes, Moorpark City Transit Other _ □ Better transfers to other routes/operators 10. How do you usually get information about the bus? Better information about service delays/changes (check all that apply) Other (specify): ____ Paper schedules □ VCTC website 8. Are there any destinations not currently served by VCTC □ Calling VCTC Mobile apps Intercity that you would like to see served in the future? □ At the stop/station □ From the driver (specify landmark or cross streets) **Other (specify):** 11. Did you know VCTC has a new regional contactless

Continued on back

payment system, VCbuspass, that can be used on every bus in Ventura County and can save you 10% on fares?

Yes, I use the reloadable card Yes, I use the mobile app □ No, I didn't know



Customer Satisfaction:

12. Please rate VCTC service in each of the following categories13. What is the hardest part about riding						
	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	the bus? Figuring out which route to take	
VCTC Intercity service		- 			Knowing which stop to get off at	
Overall					Figuring out how to pay	
VCTC customer service					 Purchasing a pass Loading my bike 	
Quality of information provided by VCTC					 Making sure I'm on the right bus Physically boarding the bus 	
Cleanliness of the bus					Reading the schedules	
Cleanliness of the bus stops					 Knowing where to board Other: 	
Safety onboard the bus						
Tell us about yourself: The following questions a	re for dem	ographic pu	irposes only	and are opt	tional.	
The following questions are for demographic purposes only and are optional. 14. What is your age? Under 18 18-24 18-24 25-34 65 or older Decline to state Decline to state 15. How do you identify? (check all that apply) Asian Black/African American Hispanic/Latino Native American/Alaska Native Native American/Alaska Native					glish	
Additional Comments:						
Do you have any comments	you would	like to share	?			

Thank you for your participation! To be entered into a random drawing for a VCbuspass loaded with \$50 of stored value, please provide your name and contact information. Your survey responses will remain anonymous.

Name: _____

Phone number/Email:

Check here if you would like to receive rider alert emails



Appendix B. Additional Comments - VCTC Intercity

Comments in blue have been translated from Spanish.

Do you have any comments you would like to share?

1. Drivers need to have better command of difficult riders. 2. Drivers let too many people on without paying. More afternoon/ early evening direct routes (express from SB to Ventura) 4. Cleaner buses 5. Seating needs to be open, too many seats bunched up and not put back.

A 7:10 PM Eastbound 77 from VTC to Simi would be awesome

A little nitpick on Route 90 and 97 being the same at 9:35 PM. I thought I was left stranded when I got off.

Add one more early bus to SB from Ventura

Thank you for the service, the drivers are very nice.

All Good

All great. It'd be perfect to have the bus service at 6:30pm weekday from MTD transit to VTC

Always good

Amazing service

Any chance for a bench at the VCTC stop across the street from the Moorpark Metrolink station

I appreciate the service. An evening service out of TO during work week and on Saturday would be great. SV to TO using system on Saturday/to Ventura and back is a nonstarter.

As a graduating senior who has relied on bus service since 2019, I would like to say thank you for providing this service to UCSB. I think future students can benefit from more routes that stop at the UCSB bus loop.

At bus stops it's hard to read schedules. It would be helpful if the driver waited at least five minutes.

Awesome Drivers

Awesome!

Better transfers and more frequent service

Bus 50 going northbound should stop at St Bonaventure in the mornings for students like it used to.

Bus drivers are always very nice

Bus drivers are very helpful and deserve a raise

Bus is cool. Gets you where you need to be. I personally like it.

Bus stops need to be cleaned

Can we get late hours on Rt. 99 during summer break? I work late close to the college and have to spend \$10 for an Uber home.

Change for \$10/\$20

Clean up the bus stops!

Comfortable rides always on point stress free accessible for cargo flexible for handicaps

Consider adding buses at 9 or 10 PM.

Delays picking up is a problem. 86 SB gets new drivers all the time and I'm convinced some are impaired (driving 20mph below posted limits, weaving in their lane, brushing up on k-rails) Most buses have bad vibration from near tires at freeway speeds

Dissatisfied from when bus had wrong head sign. All you guys offered was 1 free ride. VERY UNPROFESSIONAL.

Do the bus schedules change every 6 months or every year?



Drivers are amazing and good, caring individuals. Thank you

Drivers are friendly and drive very well. Would like to have more coordination with coastal express and Hwy 101 buses

Drivers are very helpful and nice.

Drivers are very nice and helpful!

Drivers do an exceptional job.

Drivers don't help me load my bike

Drivers need to be bilingual (Spanish/English)

Drivers need to be more courteous!

Drivers should give change

Earlier bus time to have more time to get around to earlier work schedules

Earlier buses coming back from Goleta do experience a full bus. If possible, re arrange the seating so that more people can sit

Easier to get pass online

Eddie and Antonio are really nice people!

Everything is good on all the services

It is very good transportation

It is an excellent service

It is a blessing to have the transportation service of Ventura County, personally I am very grateful because it allows me to get to my work and get money for my family, thank you very much VCTC.

Every bus needs a deep clean every 3-4 months

Everything is good

Everything is very good. Thank you very much!

Fair schedules for all maintenance workers - from the office, support staff, less parade of drivers, etc.

For me everything is good. Bus schedule and work schedule

Friendly bus drivers

Get a route map that shows each stop that is easily found, not buried in a menu.

Getting info from Thousand Oaks Transit is difficult

Give these bus seats a cleaning. Bus is very convenient b/c it travels to far away coastal cities

Glen (Kotake) is the best!

Gotta have leg space for taller people, or some seats could be designated for more space especially for those who have a baby or are just very tall.

Thanks to each and every one of the drivers including those who no longer work in this company and their excellent service and human quality.

Great drivers over the years!

Great service. Keep at it, thank you!

Great work, thanks

Great Work!

Have more lighting at certain bus stops like the one near the Camarillo outlets

There are some really nice drivers and others who aren't

Hire more drivers to extend service until 10:00 PM



I am happy the VCTC provides routes needed for commuting to work. Drivers are friendly and buses are kept clean.

I appreciate all the wonderful bus drivers!

I assist students with intellectual disabilities on the bus.

I don't think I could do this job in SB from Ventura if I didn't have the bus.

I enjoy the smart new young drivers Diego, Thomas but now he is gone and nick is his name. They are the best and brightest drivers u got. And good looking.

I enjoy VCTC bus so much! It gets me to school from Santa Barbara to Camarillo and back almost every day! Thank you for your services. Thanks to my university and your collaboration, it is free with my student ID so I am not stressing over spending money. Thank you VCTC

I feel fortunate that I can travel on the VCTC big blue buses. I hope to be able to keep myself fit to handle public transportation for the rest of my life as I hate to drive cars.

I had a small issue with a driver earlier in the year - I boarded the bus that was going to CSUCI but on the other side of the street (going to OTC first). No other drivers ever had any issues with this but I got tons of attitude and felt embarrassed.

I have used the Ventura buses to get from Los Angeles to Santa Barbara for almost ten years now, and prefer these buses to any other conveyance. My ultimate goal in Santa Barbara is UCSB. I like being able to wander and shop in Ventura on the way! It would be great to have a later buses to and from both Santa Barbara and Warner Center; many students would use them, especially on the weekends!

I just want to say thank you to the drivers!

I know about the VCbuspass but I prefer cash and I don't know where to buy it

I like the buses with the feet things on the bottom of the seats!

I like VCTC. I'm usually very satisfied but maybe some air circulation could be better. I like it overall.

I love riding the bus.

I love the bus!

I love the bus.

I love the vista, thank you!

I love VCTC. I wish there were more details about delays in the Umo app.

I put somewhat dissatisfied for "safety on the bus" because I have had many encounters with creepy men touching me / bothering me. I tell the bus driver. Then they do it again.

I request better connectivity from Camarillo to thousand oaks/la

I share a house with 3 other students

I so appreciate the Coastal Express, especially as the construction on 101 has made driving very stressful! I choose to leave my car at home and relax on the bus.

I typically take Gold Coast Transit

I used to ride the Coastal Ex. every day but now am predominantly work from home. Still, I'd like to see the 5:15pm 80/80x route from Ventura to SB added back in and live tracking which used to be available on an app called NextBus. Maybe it's back or a different app now?

I want to thank all the bus drivers they are so amazing and kind I appreciate them they deserve appreciation

I wish the drivers were more courteous and the buses were actually clean.

I wish the stops had more benches/seats.

I wish there was more air flow. It can get stuffy which makes me a bit carsick/dizzy.

I would like to be employed by you! Thanks



I would love to take the Coastal Express more often. I live walking distance from the Ventura Transit Center, but very few of the buses stop there in the evening. I don't know why the Coastal Express doesn't stop more often at a transit center that is a hub connecting to a bunch of other routes. So I have to drive to downtown which isn't always convenient. I'd like VCTC think more about connectivity.

I'd like to have more buses at night

I'd love to be able to track the bus and see if/when they're running late. Perhaps an app with notifications or the website.

I'm blind. If the driver doesn't announce the bus stop I can't take the bus.

I'm grateful that I can rely on your drivers always being on time rain or shine.

I'm happy with the service thank you all!

I'm very pleased with VCTC

I've been taking the Coastal Express since the route started. Not all buses stop at the VTC. I would take the bus more often if there were more options.

I'm not sure what the wage is for a bus driver. But I hope they are compensated well. Since my life is in their hands.

I'm still in the learning phase of riding the bus. Two trips on the blue bus so far. I'm planning another trip. I think everyone should know how to ride public transportation.

If we could improve the bus services in the evening it would be great, I cannot afford to take an Uber late in the evening because classes usually end at 9:30pm. Also having an additional 97 bus at 9:45 from CSUCI would be convenient for many grad students.

In the early morning, please turn off the light inside the bus. The driver to not chatting while driving

It did not specify that you need a Ventura student card to get free fare.

It would be good for the environment if the buses were hybrid

It would be nice if the buses ran on time more often

It would be nice if there was an afternoon bus after 10:30, there a huge gap between 10:30-2:30 if there was at least one bus before then

It would be nice to have more information about the bus posted at the bus stop. I didn't know there was a bus pass available and the bus times aren't posted at the Camarillo stop off Carmen. Also the same bus number stops at the same stop which is confusing.

It would be very nice to extend hours on the weekend 126 route.

It would make me very happy if they started having Vista buses go to Oakview and Ojai.

it's great

It's impossible to adequately express my appreciation for being able to ride the buses free. I'm 86 and I take advantage of this benefit almost every day. Since I stopped driving and sold my car, it means I'm able to travel throughout the county without problems. I thank you from the bottom of my heart.

Its fun riding

Just really rooting for that Coastal Express stop to Carpinteria at 6 AM or earlier. Goleta routes may work out. Also, may be out of your control, but would like to have the option to take an Amtrak/Metrolink train for super early mornings.

Keep improving! Need more services to get connect to LA buses and trains

Keep up the great work!

LA Ave. and Tapo Canyon



Later evenings between SB and Ventura Later weekend service to/from Santa Paula More service on the weekends and more shelters at the bus stops Love the bus service! Sometimes the Wi-Fi goes out on the bus. Mail out the survey **Cleaner buses** I'd like a stop in Montecito Improve wait time and transfers at the transit center More rail service please. Most of your drivers are very helpful,, especially Lucy.. Very good service Very satisfied My morning drive is great! More service on the weekends Need more stops in Camarillo Need to have an earlier night run from Simi/Moorpark to TO that can make the connection to Hwy 101 at 6:15 or add 15 minutes 6:30 PM) to the 50 bus so we can catch it. Nice bus. Thank you for all the hard work you do every day. Not really, only that the service is very good I don't I just want to say thank you for the good service and may God bless you all. Only that gas bikes should not be a problem when boarding bus. For me it is a good service to travel on the bus. I recommended it. Two thumbs up Perfect! Play music onboard Please bring back evening service during the 6 hour on coastal Express. Ventura government center direct service to and from Santa Barbara in the morning and evening, and morning direct service time at 830a from Ventura to Santa Barbara. Please completely eliminate the bus service and replace it with small carpool vans or something cheaper and actually useful. The system is antiquated, obsolete and a waste of taxpayer money. Stop trying to spend more of our money to market a dinosaur and go with the supply & demand theory instead. please consider running all VCTC routes at a minimum headway of every hour at all times and every 30 minutes during peak times Please keep passengers that smell very badly from boarding bys Some of your drivers aren't very nice Saturday and Sunday should have the same schedule as weekdays. Many of us work Riding the bus is very convenient for me considering I cannot drive but even if I could I would still take the bus instead of spending money for gas. It's great that I can travel from Ventura to Santa Barbara and attend university. Ron D. was especially knowledgeable. Do not overlook him when seeking advancement/promotion. Good PR skills Sat. & Sun. buses to run until 9:30 PM The only bad thing is that they can't wait and they don't come back for you. Everything else is good thank you for the service and the attention. God bless you always



Signs at the stops saying when and which bus will arrive

Since all buses in the county have GMV Syncromatics, including VCTC vehicles, VCTC buses should have internal signage displays inside all the buses, to display all stops along all routes, long with date and time.

Some stops are muddy. Make sure drivers stop all the way at stop for safety issues

Sometimes it's been scary when people get on bus and they aren't behaving properly I have gotten off the bus because of this and had to wait for another bus And what's worse is he didn't have enough money and got to ride anyway

Sometimes the bus arrives with "out of service" sign.

Sometimes the bus does not show up at all. So I'm late to class because of it.

Sometimes the buses would smell like pee

Sometimes the drivers are mean

Sometimes the late bus gets cancelled.

Sunday service would be great. Most of the drivers are really great, the young men are very polite and helpful. There is one very cranky and unpleasant old man who drives the Southbound 50 from Carmen Plaza and he can be rude. He needs to retire if he can't be nice to the public.

Tell the driver to turn off the lights in the morning and at night. We're trying to sleep here!

Thank you

Thank you every day!

Thank you for all the service

Thank you for driving safely

Thank you for everything!

Thank you for providing public transport to VC!

Thank you for the nice service

Thank you for your great service

Thank you for your service

Thank you for your service! You guys are awesome!

Thank you for your service. More buses would be great so we don't have to wait 45 minutes for the next bus.

Thank you!

Thanks for doing a survey

That all the driver are very agreeable

The bathrooms at the transit center are dirty

The bus driver to Santa Barbara was very nice

The bus drivers are awesome! I hope they get compensated for having to deal with some less than stellar people.

The bus drivers are usually fantastic, especially Eddie, Antonio, and Mark.

The bus leaves from the VTC but does not return there at night. How am I supposed to get from the Government Center to the VTC at night? Please add a return stop at VTC. Thanks.

The bus really helps me get to school. Sometimes it's late or doesn't show.

The bus schedules need to be replaced in every stop

The bus stop at Peking and Main in Ventura is full of homeless people and it smells of urine and feces. I do not blame VCTC for this.



The bus stop in front of Kmart in Santa Paula is filthy. And it has been that way for a long time.

The bus system is vital. I am more than happy to advocate for your services to our elected officals. All I need to know is how I can best support your efforts. Additionally, I would love to see electric or other non-gas buses phased in over the next decade.

The cleanliness is outstanding for public transport

The delays. I think if there are delays they should post it ASAP.

The drivers don't always change signs when they change routes. They say its automated. Make it manual so there aren't any excuses. This causes people to miss the bus.

The drivers to and from Santa Barbara are the best!

The lady who drives this bus is very nice and considerate of others.

The major issues I have are 1. No mid day return bus. If I have a short day or need to return home for an emergency I have no way of getting to Camarillo. 2. I get on at the first stop of my route. The tracking device on the bus does not seem to turn on until they get to the first stop so I can never tell where the bus is. 3. When there are emergency road closures your website has no information. When I call I get a message saying the office is closed. We need to know when we can return home. There seems to be no foreplaning for emergencies. Why is no bus & driver posted in Santa Barbara during heavy rain storms? The road south is open but you bus is always prevented from traveling north to pick us up. When I talk to you you can't even tell me if you plan on sending a bus up when the road opens! Instead I am stuck in Goleta with no knowledge of what actions you are taking.

The outlets on the buses don't work

The sign at the pickup in Moorpark does not give the departure times.

The speakers on the bus are too loud.

They should have charging to connect a phone

Everything is good

All the drivers are nice

UMO app is good but it needs some changes. 1.) Update on how close the bus is to the bus stop. 2.) App sometimes doesn't accept my purchase of reloading my bus fare.

Upgrade your Wi-Fi

Use CSUCI to figure out what times benefit from more frequent ride schedules.

VCTC drivers are always nice and pleasant

VCTC is a great service, thank you!

VCTC is a great service. Would love to see Coastal Express expanded. Sometimes the bus is dirty.

Very Good Service

Vista blue bus is a blessing and an enjoyable experience for everyone wanting to ride the bus

VISTA COASTAL ROUTE DRIVERS ARE THE BEST EVER

water

We need later Coastal Express trips so we don't get stranded when we have to work late or have bad weather.

We NEED more bus stops. We NEED Chatsworth or Canoga Park station to Thousand Oaks or Simi Valley. There is a digital sign on Carmen Dr. (Constitution Park stop) that has not worked since December.

Why do bus drivers place a bag or backpack on the first seat row?

Why no service on #50 on Sunday?



Wi-Fi can be less than optimal on the Coastal Express

Wish 77 can be done around 10 pm

Wish I could transfer to Metro

Yes, The winter, summer and weekend bus schedule for route 99 is terrible because I miss my connection with other buses. Also is terrible because is one bus going north and south. This route need extended night hour.

You always get me back home. God Bless.

You guys rock

You have been very helpful

Your drivers Victor and Bruce are both awesome and have great customer service! Always a pleasure riding with them!



Appendix C. Valley Express Survey Instrument



Valley Express Rider Survey 2023

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 **April 23, 2023** will be entered into a random drawing for one of several **VCbuspasses with \$50 of stored value.** Your answers are completely confidential.

This survey is also available online at: www.goventura.org/ridersurvey Tell us about today's trip: ROUTE: DATE: 1. Why are you riding the bus today? 3. How did you pay for your trip today? Going to/coming home from work □ Valley Express 31-Day Pass Cash Going to/coming home from school VCbuspass Card □ Single ride (red) ticket VCbuspass App (Umo) Going to/coming home from doctor/dentist □ Free College Ride Going to/coming home from shopping/errands Transfer from another agency 🖵 Free Youth Ride □ Visiting family/friends Other 🗖 Other 4. What is the main reason you chose to ride the bus today? 2. Which routes do you ride? (check all that apply) (check one only) l don't have a car **D** Santa Paula Route A □ Fillmore Route I don't/can't drive Santa Paula Route B Rio Vista Tripper To save gas/money Convenience Santa Paula Tripper Piru Route It's good for the environment Dial-A-Ride – Santa Paula Dial-A-Ride-Fillmore Other: Tell us about your travel habits: 5. Which three service improvements would you most like 9. Do you use other public transit in Ventura County? Check all to see introduced? Please specify the route. that apply. □ More frequent service □ No Yes, VCTC Intercity Tes, Gold Coast Transit Yes, Simi Valley Transit • AM (Route): Mid-Day (Route) 🗖 Yes, Thousand Oaks Transit 📮 Yes, Amtrak 🗖 Yes, Camarillo Area Transit 📮 Yes, Metrolink o PM (Route): □Yes, Moorpark City Transit □ Other_ **Later evening service (Route):** □ Better transfers to other routes/operators 10. How do you usually get information about the bus? Better information about service delays/changes (check all that apply) Easier reservation process for Dial-A-Ride Paper schedules Valley Express website Other (specify): Calling Valley Express Mobile apps _ □ At the stop/station □ From the driver 6. Are there any destinations not currently served by Other (specify): Valley Express that you would like to see served in the 11. Did you know VCTC has a new regional contactless payment future? (specify landmark or cross streets) system, VCbuspass, that can be used on every bus in Ventura County (including Valley Express) and can save you 10% on fares? 7. Valley Express will soon be adding a new route with Yes, I use the reloadable card service from Fillmore to Moorpark. How often would □Yes, I use the mobile app vou ride this new route? □No, I didn't know Once in a while Every day 12. What is the hardest part about riding the bus? **D** Every week I probably won't use the new route □ Figuring out which route to take 8. How often do you ride the bus? Knowing which stop to get off at **Every** day 2-3 days per week □ Figuring out how to pay □ Physically boarding the bus □ 1-2 days per week □ 3-5 days per week Purchasing a pass Reading the schedules 1-3 days per month Less than once a month Loading my bike □ Knowing where to board □ Making sure I'm on the right bus Other Continued on back



Customer Satisfaction:

13. Please rate Valley Express service in each of the follow		Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	
Valley Express service overall						
Valley Express customer service						
Amount of fixed-route service Valley Express offers						
Availability of dial-a-ride service						
Quality of information provided by Valley Express						
Cleanliness of the bus						
Cleanliness of the bus stops						
Safety onboard the bus						
Fell us about yourself:	(N.). IS					
The following questions are for demographic purpose	-	-				
14. What is your age? Under 18 35-49 18-24 50-64 25-34 65 or older Decline to state 15. How do you identify? (check all that apply) Asian	 17. What language(s) are spoken in your home? English Spanish Other (specify):					
 Black/African American Hispanic/Latino Native American/Alaska Native Native Hawaiian/Pacific Islander White/Caucasian Other: Decline to state 	sour	ces? \$15,000 or le: \$20,000 - \$29 \$40,000 - \$49 \$75,000 - \$99 Decline to sta	ss ,999 ,999 ,999 te	\$15,001 - \$19 \$30,000 - \$39 \$50,000 - \$74 \$100,000 +	9,999 9,999 4,999	
16. Which of the following best describes your status?		1. Sec. 1. Sec		our household		
Additional Comments:						
Do you have any comments you would like to share?						

Thank you for your participation! To be entered into a random drawing for a VCbuspass loaded with \$50 of stored value, please provide your name and contact information. Your survey responses will remain anonymous.

Name: ____

Phone number/Email: _

Check here if you would like to receive rider alert emails



Appendix D. Additional Comments – Valley Express

Comments in blue have been translated from Spanish.

Do you have any comments you would like to share?

Dial-A-Ride needs to pick up at home

I hope this survey will really serve to improve the service of the Valley Express company because it leaves much to be desired for your service today. Unfortunately, the Hispanic community does not raise their voice when required but it is well known that many people are not happy with the public transport service in the city of Santa Paula.

Good

Great staff. Wonderful staff.

I am very satisfied with valley express

I haven't been able to schedule a pickup with dial-a-ride for over a year now with any consistency. Maybe one out 10 attempts will I get a ride. Even if I call at 6:00 am for later that day or the next day for a ride before 9:00 am. I'm told they're booked. Are they picking up at least 2 people every half hour? I'm always alone. The seniors and ADA aren't using up all the rides every 1/2 hour every day.

I like this bus very much

I think they should put different times and come at those times, but other than that the bus rides are okay.

It's unfortunate the dial a ride service is not available in the early morning. It would be nice to see rides available in the future.

Late night service is needed for students and work

Later hours for Dial-A-Ride

The drivers are very nice

They need to improve the services because although supposedly seniors can book 1 week in advance, many times they say that they do not have the schedules for next days and you have to be calling every day. During the week the service is supposed to be available until 7:30pm but when one requests it, it is never available. It's been several months. Also, some dispatchers take too long to schedule appointments. Before opening a new route they must improve the ones they currently have and are not giving good service. Many people have stopped using public transport in this city for the same reasons.

No, the schedule for the service is fine.

Staff is very kind, helpful. Thank you

Thanks for the service

travel to E. Ventura would help me

Valley Express is a valuable service - my life would be different without it