

VCAC

VINE Consumer Advisory Committee

AGENDA

Thursday, September 4, 2014
6:00 pm

NCTPA / NVTa Board Room
625 Burnell Street, Napa CA 94559

General Information

All materials relating to an agenda item for an open session of a regular meeting of the VCAC which are provided to a majority or all of the members of the VCAC by VCAC members, staff or the public within 72 hours of but prior to the meeting will be available for public inspection, on and after at the time of such distribution, in the office of the Secretary of the VCAC, 625 Burnell Street, Napa, California 94559, Monday through Friday, between the hours of 8:00 a.m. and 5:00 p.m., except for NCTPA holidays. Materials distributed to a majority or all of the members of the VCAC at the meeting will be available for public inspection at the public meeting if prepared by the members of the VCAC or staff and after the public meeting if prepared by some other person. Availability of materials related to agenda items for public inspection does not include materials which are exempt from public disclosure under Government Code sections 6253.5, 6254, 6254.3, 6254.7, 6254.15, 6254.16, or 6254.22.

**** Members of the public may speak to the VCAC on any item at the time the VCAC is considering the item. Please complete a Speaker's Slip, which is located on the table near the entryway, and then present the slip to the VCAC Staff. Also, members of the public are invited to address the VCAC on any issue not on today's agenda under Public Comment. Speakers are limited to three minutes.*

This Agenda shall be made available upon request in alternate formats to persons with a disability. Persons requesting a disability-related modification or accommodation should contact Deborah Schwarzbach, VCAC Staff, at (707) 259-8327 during regular business hours, at least 48 hours prior to the time of the meeting.

This Agenda may also be viewed online by visiting the NCTPA website at www.nctpa.net, click on Minutes and Agendas.

ITEMS

1. Call to Order
2. Roll Call and Introductions
3. Public Comment ***
4. Chairperson and Committee Members' Update

Time Estimates

15 Minutes

REGULAR AGENDA ITEMS

	<u>RECOMMENDATION</u>	<u>Time Estimates</u>
5. Approval of July 10, 2014 Minutes.	APPROVE	5 min
6. Nomination of Officers The Committee will nominate a Chair and Vice-Chair for 2015.	ACTION	10 min
7. Review Passenger Survey Results The Committee will review the results of the recent on-board survey.	INFORMATION	25 min
8. Transit Manager's Update The Committee will receive a status update from the Manager of Public Transit on various agency projects and review service metrics.	INFORMATION	35 min
9. Adjourn		



September 4, 2014
VCAC Agenda Item 6

Action Requested: ACTION REQUIRED

NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY VCAC Agenda Letter

TO: VINE Consumer Advisory Committee
FROM: Tom Roberts, Manager of Public Transit
(707) 259-8778 / Email: troberts@nctpa.net
SUBJECT: Nomination of Chair and Vice-Chair

RECOMMENDATION

Nominate a Chair and Vice-Chair in advance of November election.

EXECUTIVE SUMMARY

Each year the VCAC elects a Chair and Vice-Chair before the end of the calendar year. The Committee By-laws direct that the election be made at the November or December meetings. As the VCAC does not meet in December, nominations for officers will be made at the September 2014 meeting with the election held at the November 2014 meeting.

FINANCIAL IMPACT

Is there a Fiscal Impact? No.

FINANCIAL IMPACT

SUPPORTING DOCUMENTS

None.



September 4, 2014
VCAC Agenda Item 7

Action Requested: INFORMATION

NAPA COUNTY TRANSPORTATION AND PLANNING AGENCY VCAC Agenda Letter

TO: VINE Consumer Advisory Committee
FROM: Tom Roberts, Manager of Public Transit
(707) 259-8778 / Email: troberts@nctpa.net
SUBJECT: VINE Passenger Survey

RECOMMENDATION

Review the results of the recent VINE passenger survey.

EXECUTIVE SUMMARY

In the spring of 2014 a comprehensive VINE on-board ridership survey was conducted in order to gain a profile of rider demographics, travel patterns, and ascertain public input on a variety of issues germane to future transit planning. The last similar survey was conducted in 2008.

FINANCIAL IMPACT

Is there a Fiscal Impact? No.

BACKGROUND AND DISCUSSION

Periodic on-board passenger surveys provide useful information to understand the demographics and travel patterns of VINE riders. In the spring of 2014, the surveying firm ETC institute conducted on-board passenger surveys consisting of a statistically valid random sample of 11% of VINE riders proportioned across all 13 VINE bus routes. The survey was administered as face-to-face interviews using ipads interfaced with Google Maps to allow real-time encoding of stop and address information. Riders who did not have time to complete the survey but wished to participate were asked to provide their phone number and received call backs. Surveys were administered in the rider's primary language.

The complete survey report is attached. Highlights include:

Percent Students 33%

Home City of Riders

Napa	64.1%
Vallejo	11.7%
American Canyon	6.7%
Calistoga	5.2%
Yountville	3.9%
St. Helena	2.7%
Fairfield	1.5%
Clearlake/Middletown	1.5%
Sonoma	1.0%
Other	1.8%

Age of riders

4 - 13	1%
14 - 23	32%
24 - 33	18%
34 - 43	15%
44 - 53	12%
54 - 64	13%
At least 65	9%

Income Level of Riders

Less than \$10,000	21%
\$10,000 - \$24,999	19%
\$25,000 - \$49,999	32%
\$50,000 - \$74,999	7%
\$75,000 - \$99,999	3%
\$100,000 - \$149,999	2%
More than \$150,000	2%
Don't know	13%

Trip Purpose

Home	32%
Work	21%
Social or recreational	13%
School	12%
Shopping	8%
Medical/dental	5%
Business	4%
Dining/coffee	3%
Maintenance/personal business	1%
Escorting others (children, elderly)	1%

There are some changes in the ridership demographic since 2008 (noted below). Of particular interest is the dramatic change between 2008 and the current survey in the percentage of riders who have access to a car. This may indicate that a significantly larger number of riders are taking the bus by choice.

	2008	2014
Have Cars in Household - Vehicle Availability:	22%	63%
A higher percentage of male riders:	46%	53%
And an increase in riders who live alone:	16%	27%
Some shifts in the age of riders:		
13 - 24	34%	32%
25 - 34	20%	17%
35 - 44	15%	15%
45 - 54	15%	14%
55 - 64	8%	11%
65+	8%	10%

A shift in income levels*:

	2008	2014*
0 - \$24,999	67%	40%
\$25,000 - \$49,000	17%	32%
\$50,000 - \$74,999	5%	7%
\$75,000 - \$99,999	4%	3%
\$100,000 - \$149,000	3%	2%
Over \$150,000	2%	2%

* "I don't know" category omitted.

The complete survey document contains additional information not contained in this staff report.

SUPPORTING DOCUMENTS

Draft 2014 VINE Transit On-Board Transit Survey Summary Report

2014 VINE TRANSIT ON-BOARD TRANSIT SURVEY

SUMMARY REPORT

Developed by:



August 2014

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CHAPTER 1: OVERVIEW

In May and June of 2014, ETC Institute implemented an On-Board Transit Survey for VINE in Napa, California. Administration of the survey by ETC Institute occurred during the weeks prior to summer break for area schools. The primary objective for conducting the On-Board Transit Survey was to gather accurate travel data from transit riders to update the regional travel demand model. The universe for the survey consisted of 13 local bus routes operated by VINE transit agency. The goal was to obtain usable surveys from at least 325 transit riders, which represented approximately 11% of the entire system ridership. The actual number of completed, usable surveys was 407.

This overview contains a description of the data requirements, sampling methodology including the sampling plan, survey administration/quality control procedures, and data entry/editing procedures. More detailed information is provided in subsequent chapters of this report:

- A more detailed description of the administration of the on-board survey is provided in Chapter 2.
- Characteristics of transit riders and select findings are provided in Chapter 3.
- Major results of the survey are shown as charts and graphs in Chapter 4.
- A detailed description of the final survey database is provided in Chapter 5.
- Weighted survey results, which have adjusted the results to reflect the actual ridership on each route, is provided in Chapter 6.
- A copy of the survey instrument are provided in Chapter 7.

ETC Institute worked closely with VINE staff to design the survey instrument. Some of the specific types of information that were gathered on the survey included:

- The location where the rider initially started his/her trip
- How the rider traveled from their starting place to the bus
- The location where the rider boarded the bus
- The location where the rider got off the bus
- How the rider traveled from the bus to his/her final destination
- The location of the rider's final destination
- Personal and Household information (number of occupants, gender, employment status, etc.)

The survey was administered as a face-to-face interview on local routes using iPads which interfaced with Google Maps to allow real-time geocoding of address information. While most respondents completed the survey during their trip, call center callbacks were available for riders who did not have time to complete the survey during their trip or did not speak fluent English/preferred the survey administered in their primary language. This was done to ensure that short-trips were captured and no other biases were created during the survey administration.

Riders who did not have time to complete the survey during the trip but indicated that would like to participate, were asked to provide their phone number. Those who provided their phone number were contacted by ETC Institute's call center the following day and asked to provide the survey information by phone.

Initial Test of the Survey Instrument. ETC Institute conducted a pilot test of the survey to ensure the survey worked properly. The pilot test was conducted with a total of 50 riders on 2 different routes. No problems with the survey instrument or sampling procedures were identified during the pilot test.

Sampling Methodology and Report on Complete and Usable Surveys

ETC Institute developed a sampling plan to ensure that the overall results of the survey would be statistically valid for the region as a whole. The sampling plan identifies the number of completed surveys that were needed from each route. The sampling plan was designed to obtain completed surveys from approximately 11% of the average daily ridership on each bus route. Oversampling was done on selected routes during the evening hours to ensure evening ridership was captured.

A copy of the report of the goals and the completed versus the usable surveys is provided below.

VINE Transit On-Board Transit Survey

Report on Completed and Usable Surveys

	Route	Direction	Route Goal (11%)	Actual Number of Completed Surveys	Goal Met within 10% (or 10 surveys)
<i>W e e k d a y</i>	Route 1	Loop	5	6	Yes
	Route 2	Loop	18	19	Yes
	Route 3	Loop	16	19	Yes
	Route 4	Loop	13	15	Yes
	Route 5	Loop	14	15	Yes
	Route 6	Loop	6	11	Yes
	Route 7	Loop	1	1	Yes
	Route 8	North	10	15	Yes
		South	11	18	Yes
	Route 10	North	23	24	Yes
		South	19	24	Yes
	Route 11	North	21	23	Yes
		South	27	30	Yes
	Route 21	East	2	4	Yes
		West	2	2	Yes
	Route 25	East	1	2	Yes
		West	1	1	Yes
	Route 29	North	5	8	Yes
South		6	12	Yes	
Total			200	249	Yes
<i>S a t u r d a y</i>	Route 1	Loop	2	3	Yes
	Route 2	Loop	5	4	Yes
	Route 3	Loop	13	13	Yes
	Route 4	Loop	4	5	Yes
	Route 5	Loop	8	8	Yes
	Route 6	Loop	9	9	Yes
	Route 7	Loop	1	1	Yes
	Route 8	North	4	3	Yes
		South	2	1	Yes
	Route 10	North	12	25	Yes
		South	15	24	Yes
	Route 11	North	8	12	Yes
		South	11	11	Yes
	Total			93	119
<i>S u n d a y</i>	Route 10	North	10	12	Yes
		South	7	9	Yes
	Route 11	North	7	9	Yes
		South	9	9	Yes
	Total			32	39

Survey Administration/Quality Control Procedures

Some of the survey administration and quality control procedures utilized by ETC Institute are listed below.

- Each interviewer was trained to understand the purpose of the survey so they could explain the importance of the survey to riders.
- One interviewer was assigned per bus and at least one bus was selected from each route.
- Interviewers conducted surveys on their assigned bus for the entire day that the route was in operation in accordance with the hours shown in the sampling plan. Short breaks were allowed for interviewers in conjunction with breaks that were taken by the driver.
- Riders on local routes on which the iPads were used were selected at random by a computer algorithm that selected participants at random based on the number of boardings at each stop.
- Following the completion of each run along a route, the interviewer would briefly get off the bus and take completed surveys from that route to ETC Institute's Team Leader. The Team Leader worked at the transit center.
- ETC Institute's Team Leader and two assistants reviewed all the completed surveys that were submitted by interviewers to ensure the usability, accuracy, and completeness of the data collected.
- ETC Institute's Team Leader ensured that the total number of usable surveys exceeded the sampling goals for each route.

Editing Procedures

Following the administration of the survey, ETC Institute's Team Leader and the interviewing team conducted a secondary review of the completed surveys. Errors that were identified during the secondary review were corrected when possible. When data was missing, incomplete, or illegible, internet research was conducted to retrieve the data. Specific procedures that were followed by ETC Institute are described below:

- ETC Institute personnel conducted a 100% review of all completed surveys.
- If an entry on a survey form did not conform to the specifications established for the field, was incomplete, or illegible, ETC Institute employees took one of two actions:
 - they corrected the entry; the corrections were sometimes easy to make given the data provided; or
 - they utilized the internet to research origin/destination addresses and intersections to ensure they were complete as possible. When ETC

Institute personnel took these actions, the employee noted the action taken and reported the action to the project supervisor. This review process was done prior to ensure all survey data was as complete as possible before the information was ready for logic tests.

Development of Weighting Factors to Expand the Sample

This section describes the process for developing the weighting factors that were used to expand the survey database to the total transit ridership in the region. **Unlinked trip weighting factors** were developed to expand the total number of completed surveys to the actual number of transit boardings in the region by direction and time period.

Unlinked Trip Weighting Factors for Bus Routes

A total of 407 surveys were completed with bus passengers. The number of completed bus surveys represented approximately 11% of the average weekly boardings on the region's bus system.

In order to ensure that the survey data accurately represented the travel patterns of the passengers who use bus service in the region on a typical weekday, unlinked trip weighting factors were prepared for each survey record. The 407 passenger surveys were expanded by direction and time of day.

The process for calculating unlinked trip weighting factors for bus routes simply involved dividing the number of boardings in each direction by time of day on each route by the number of surveys that were completed. For most local routes, expansion factors were developed for the following four types of trips:

- Westbound/Eastbound/Northbound/Southbound/CircularTrips during the Pre AM Peak (5-6am)
- Westbound/Eastbound/Northbound/Southbound/Circular Trips during the AM Peak (6-10am)
- Westbound/Eastbound/Northbound/Southbound/Circular Trips during the Midday (10am-3pm)
- Westbound/Eastbound/Northbound/Southbound/Circular Trips during the PM Peak (3pm-7pm)
- Westbound/Eastbound/Northbound/Southbound/CircularTrips during the Post PM Peak (after 7pm)

Weighting is used to adjust a dataset so that it better represents a known population. When done correctly, weighting a dataset can make the overall results more accurate and representative of what is really occurring on your transit system.

The weighting factors used for data expansion are shown in the Table below.

VINE Transit On-Board Transit Survey

Report on Weight Factors

Weight Factors								
	Route	Direction	5-6 am	6-10am	10am-3pm	3pm-7pm	7pm-9pm	
<i>W e e k d a y</i>	Route 1	Loop		6.39	7.54	11.87		
	Route 2	Loop		7.35	8.76	10.46		
	Route 3	Loop		6.37	9.45	6.95		
	Route 4	Loop		8.77	9.55	3.35		
	Route 5	Loop		8.97	8.17	8.43		
	Route 6	Loop		2.42	8.68	8.43		
	Route 7	Loop			18.35			
	Route 8	North			9.09	3.88	7.61	
		South			4.32	3.24	9.75	
	Route 10	North		13.48	8.68	8.00	8.77	6.35
		South			5.39	8.89	9.75	4.78
	Route 11	North			8.88	8.93	6.32	5.30
		South			5.83	9.37	8.50	10.48
	Route 21	East			3.52		4.37	
		West			13.70		2.09	
	Route 25	East			5.48		4.52	
		West			11.70			
Route 29	North			9.09	2.00	7.78		
	South		7.11	6.89	1.02	4.46		
Total			6.75	7.15	7.33	7.50	6.73	
<i>S a t u r d a y</i>	Route 1	Loop		5.75		4.00		
	Route 2	Loop		7.50				
	Route 3	Loop		6.13	6.53	6.00		
	Route 4	Loop		7.00	2.38	5.75		
	Route 5	Loop		7.75	6.00	6.75		
	Route 6	Loop		5.00	7.10	5.63		
	Route 7	Loop			6.25			
	Route 8	North			8.25			
		South			10.75			
	Route 10	North			3.86	2.56	2.63	
		South			3.22	4.25	6.88	
	Route 11	North			1.92	6.90	3.63	
		South			5.33	6.93	9.50	
Total			5.00	5.10	5.27	4.73		
<i>S u n d a y</i>	Route 10	North		4.69	5.65	6.00		
		South		7.38	3.90	6.50		
	Route 11	North			4.13	6.00		
		South			5.00	6.50	6.30	
	Total				4.87	5.17	6.19	

CHAPTER 2: ADMINISTRATION OF THE ON-BOARD TRANSIT SURVEY

Conduct the Pretest

ETC Institute conducted a pre-test with 50 riders on 2 different routes. The pre-test was designed to ensure the survey worked properly and the process covered all aspects of the survey administration procedures including:

- placing surveyors on the transit vehicles at the designated time
- recording the total number of people who boarded the bus
- asking a random sample of riders to complete the survey
- briefly exiting the bus after each route to check in and give completed surveys to ETC Institute's Team Leader

No problems with the survey instrument were found from the pilot test. Based upon these findings, the survey administration procedures and survey instrument were finalized. A copy of the survey instrument is provided in Chapter 7 of this report.

Administer the On-Board Passenger Survey

ETC Institute fielded a survey administration team on weekdays between May 1, 2014 and June 30, 2014. The survey team consisted of ETC Institute employees who had previous experience with the administration of on-board transit surveys and local employees hired and trained by ETC Institute. The OD surveys were administered via iPad and call center callback surveys in accordance with the procedures that were previously described. A total of 407 useable surveys were obtained. The goal and actual number of surveys that were completed are shown in the chart below.

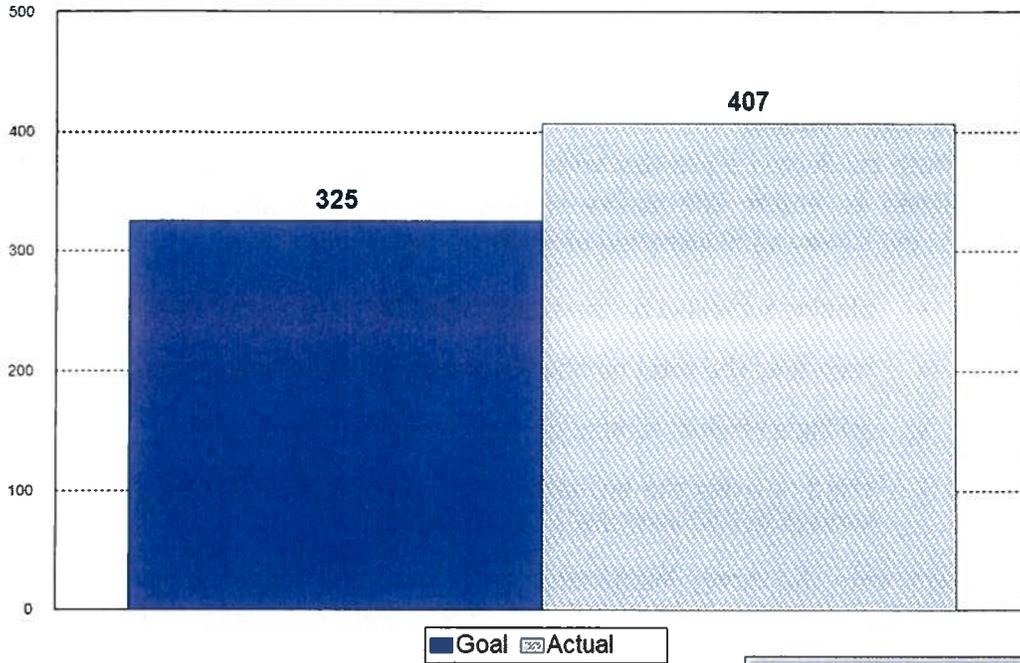
Alternative Methods of Completing the Survey

Although most surveys were completed via iPad interview by riders during their trip, riders who did not have time to complete a survey were asked to provide their phone number. Those who provided their phone number were contacted by ETC Institute's call center the following day and asked to provide the survey information by phone.

UNWEIGHTED DATA

Goal vs. Actual Number of Completed Surveys

by percentage of the transit riders surveyed (Unweighted Sample)



Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

CHAPTER 3: CHARACTERISTICS OF TRANSIT RIDERS AND SELECT FINDINGS

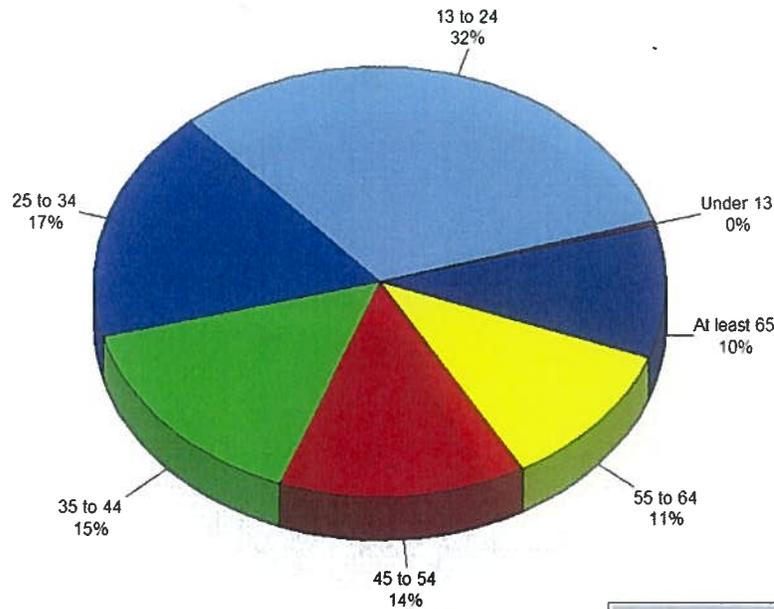
Estimated Age of Transit Riders

The chart below shows the estimated age distribution of transit ridership in the region. Based on the expanded survey results, nearly half (49%) of the riders were under the age of 34. Fifteen percent (15%) of the riders were between the ages of 35 and 44, 14% between 45 and 54, and 21% over the age of 55.

WEIGHTED DATA - UNLINKED

Estimated Age Distribution of Transit Users

Based on the EXPANDED Survey Results



Source: ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

Estimated Percentage of Transit Users with a Valid Driver's License

Based on the expanded survey results, fifty-five percent (55%) of the transit users DID have a valid driver's license; 45% DID NOT have a valid driver's license.

Employment Status of Transit Users

Based on the expanded survey results, fifty-two percent (52%) of the transit users were employed full-time or part time. Forty-eight percent (48%) of transit users were either not employed but seeking work or not employed and not seeking work.

Estimated Percentage of Students Using Public Transportation

Based on the expanded survey results, sixty-seven percent (67%) of the transit riders were NOT students; 33% of the transit riders surveyed were either college/university students or students through the 12th grade.

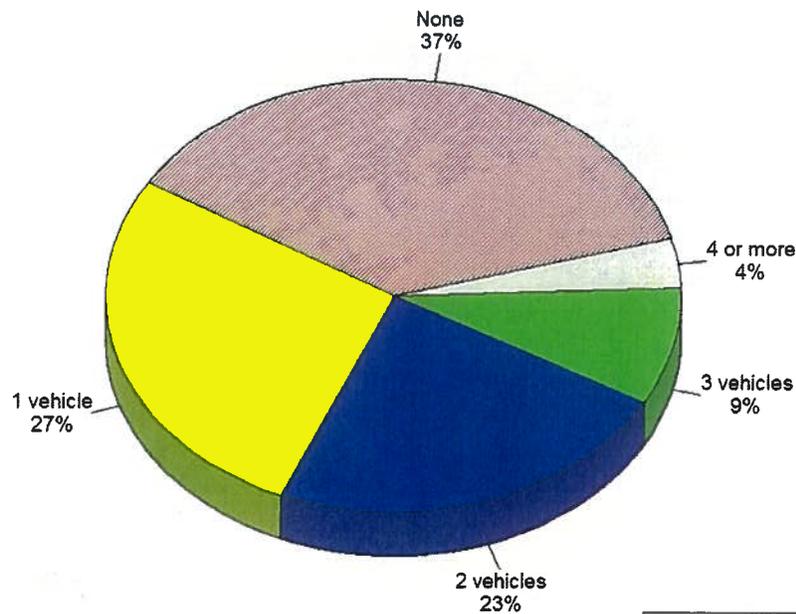
Estimated Distribution of Vehicle Availability

Based on the expanded survey results, thirty-seven percent (37%) of the transit riders did not have a vehicle in the household. Twenty-seven percent (27%) of the riders indicated they had at least one vehicle in the household; 23% had two vehicles in the household, and 13% had three or more vehicles in the household.

WEIGHTED DATA - UNLINKED

Estimated Distribution of Vehicle Availability

Based on the EXPANDED Survey Results



Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

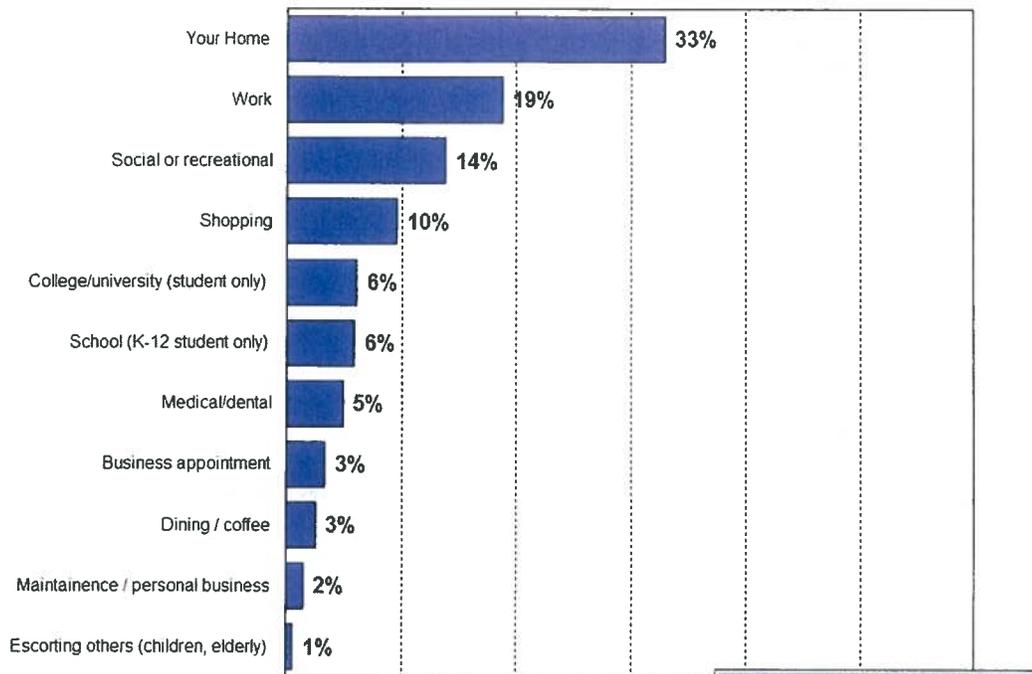
Weekday/Weekend Results

Where Transit Riders Were Going

Based on the expanded survey results, 52% of the trips completed by transit riders in the region involved the rider's home or workplace. 19% involved a trip to work and 33% involved a return trip home. The chart on the following page, which is based on weighed data, shows these estimates and provides a complete listing of destinations for transit riders.

WEIGHTED DATA - UNLINKED

What type of place are you GOING TO now? Based on the EXPANDED Survey Results



Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

How Transit Riders Got to Their Destination

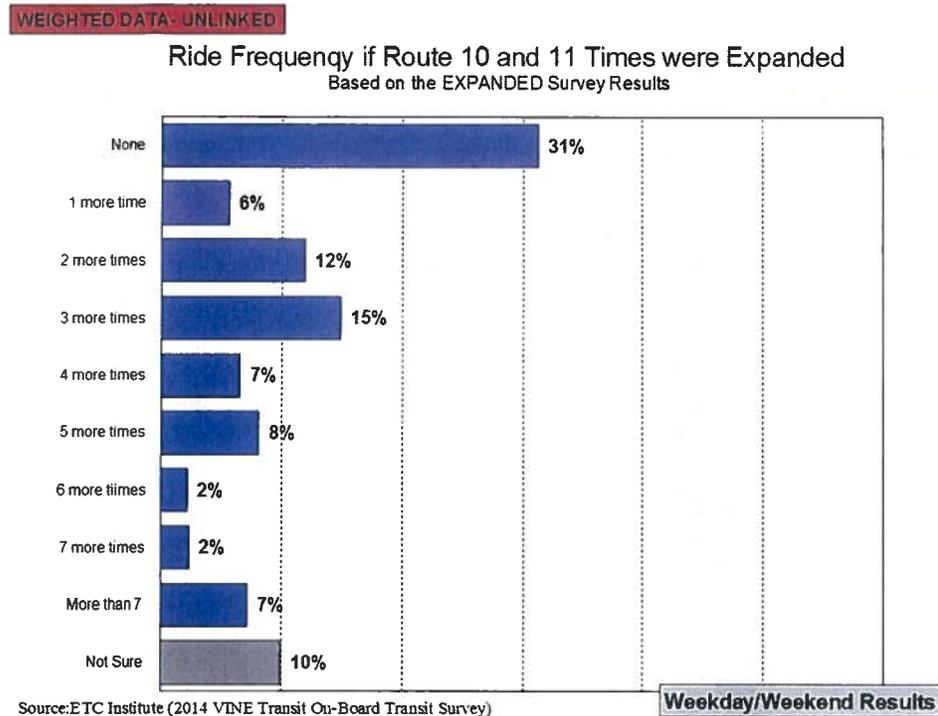
Based on the expanded survey results, ninety-one percent (91%) of the riders indicated they would walk; 5% will get picked up and 2% will get in a parked vehicle and drive alone.

How Transit Riders Got to the Bus

Based on the expanded survey results, eighty-seven percent (87%) of riders indicated that they got to their bus by walking; 8% were dropped off and 2% drove alone and parked, and 3% used some other mode.

Estimated Frequency of Transit Use on Route 10 and 11 if Times Expanded

Of the 2,632 expanded trips captured in the survey, 823 (31%) indicated that “no” additional trips would be made on route 10 or 11 if service times were expanded. The chart below shows these results.



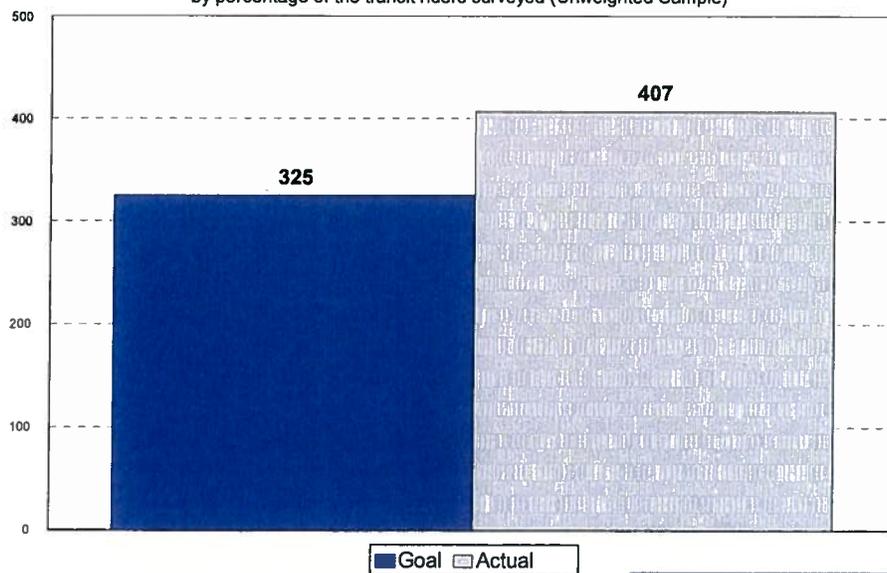
CHAPTER 4: CHARTS AND GRAPHS

Charts and graphs displaying the results of selected questions on the survey are provided on following pages.

2014 VINE Transit On-Board Transit Survey

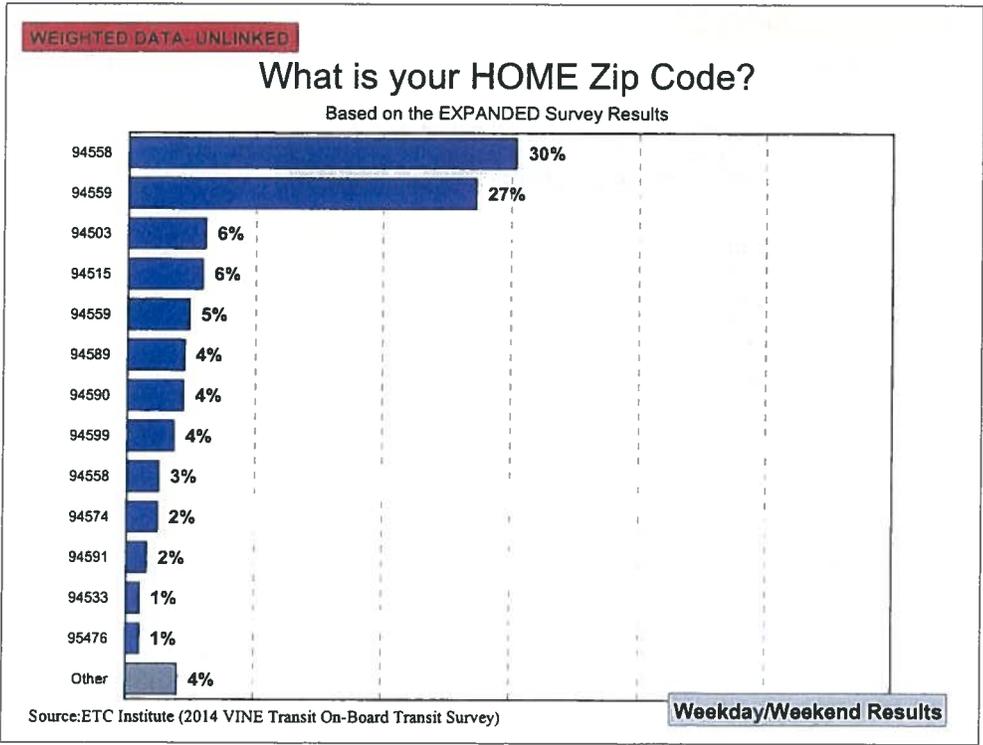
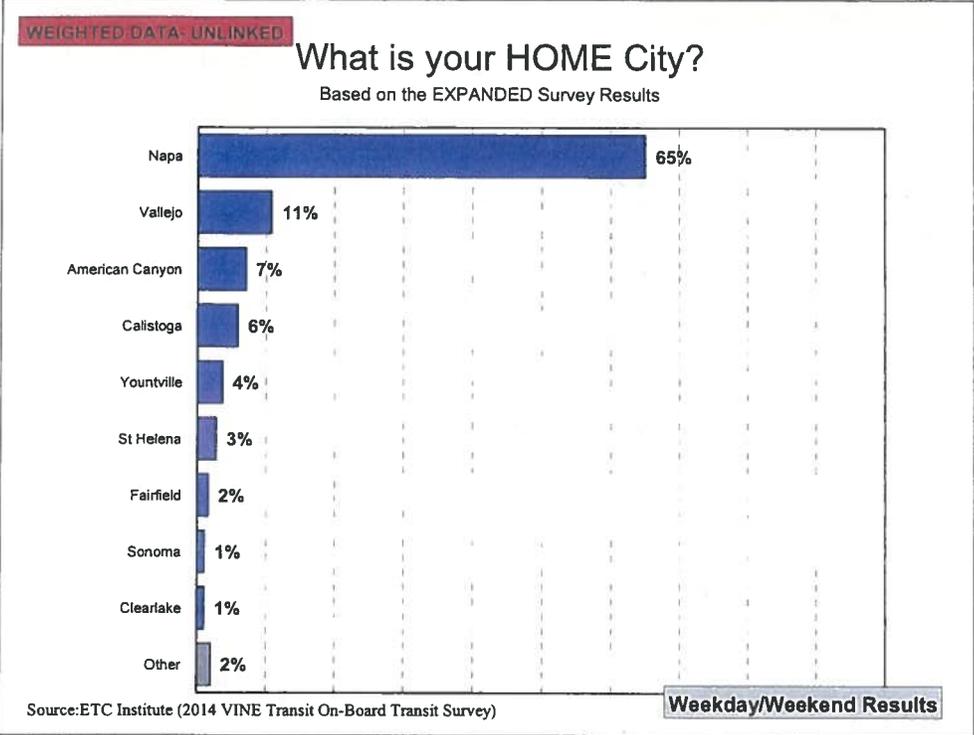
UNWEIGHTED DATA

Goal vs. Actual Number of Completed Surveys by percentage of the transit riders surveyed (Unweighted Sample)



Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

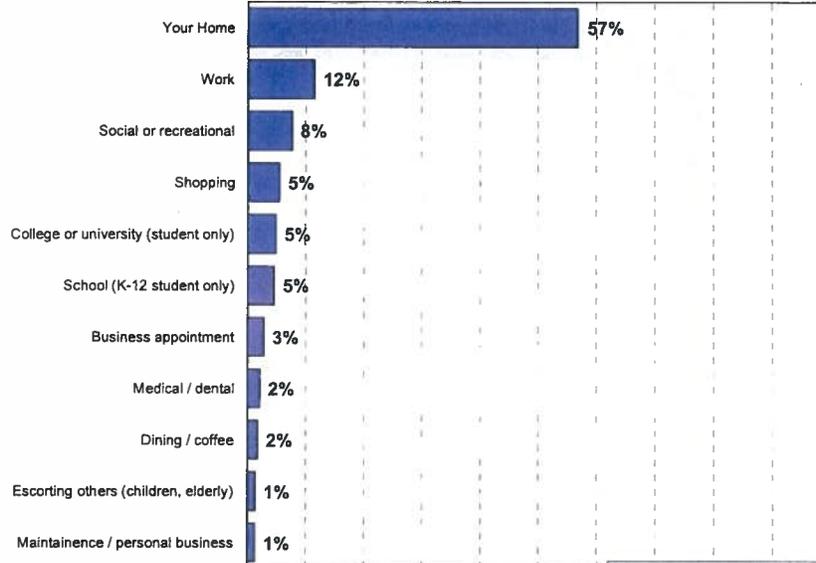
Weekday/Weekend Results



WEIGHTED DATA - UNLINKED

What type of place are you COMING FROM now?

Based on the EXPANDED Survey Results



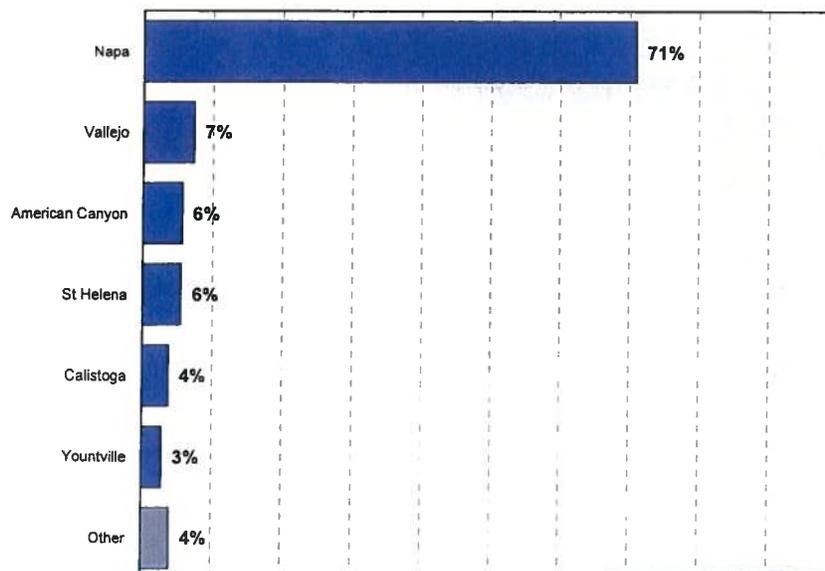
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA - UNLINKED

What is the City of the place you are coming from?

Based on the EXPANDED Survey Results



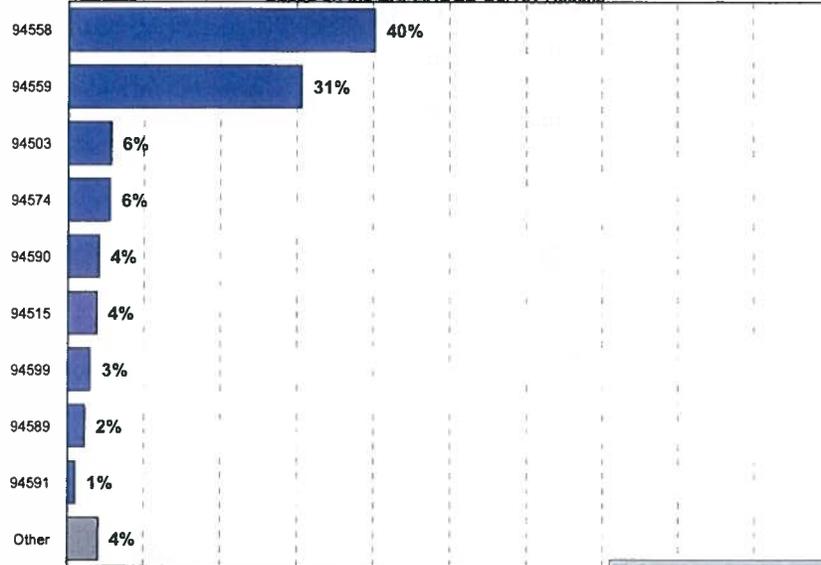
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA - UNLINKED

What is the Zip Code of the place you are coming from?

Based on the EXPANDED Survey Results



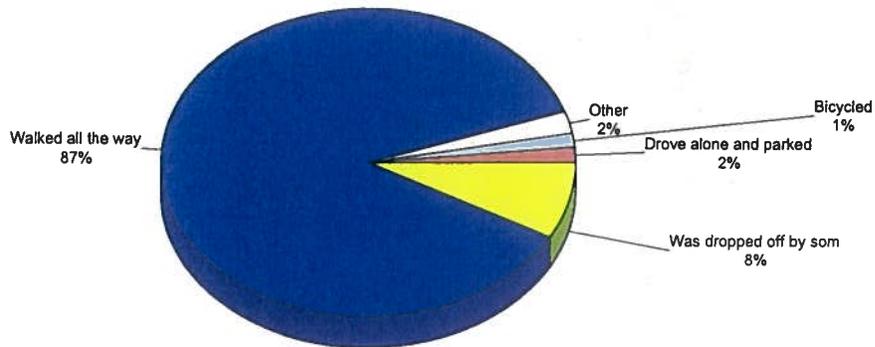
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA - UNLINKED

How Transit Riders Got to the First Bus Used

Based on the EXPANDED Survey Results

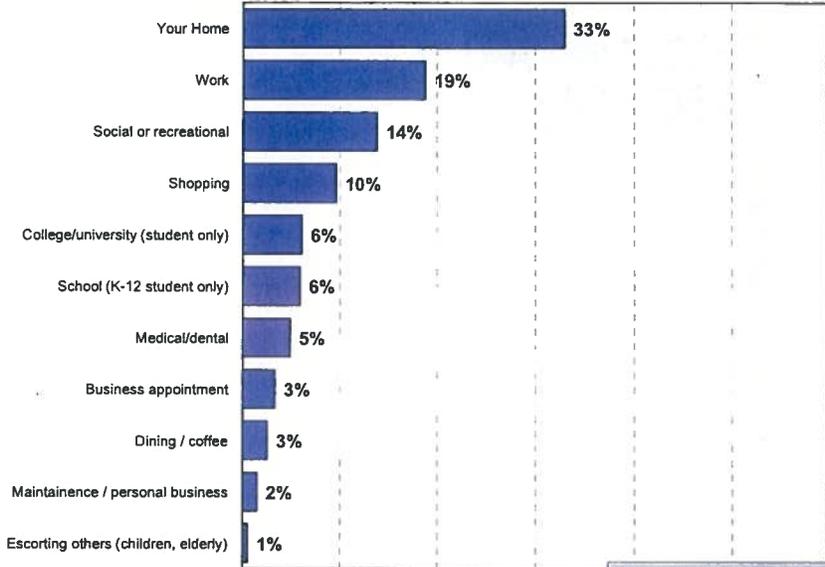


Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA- UNLINKED

What type of place are you GOING TO now? Based on the EXPANDED Survey Results

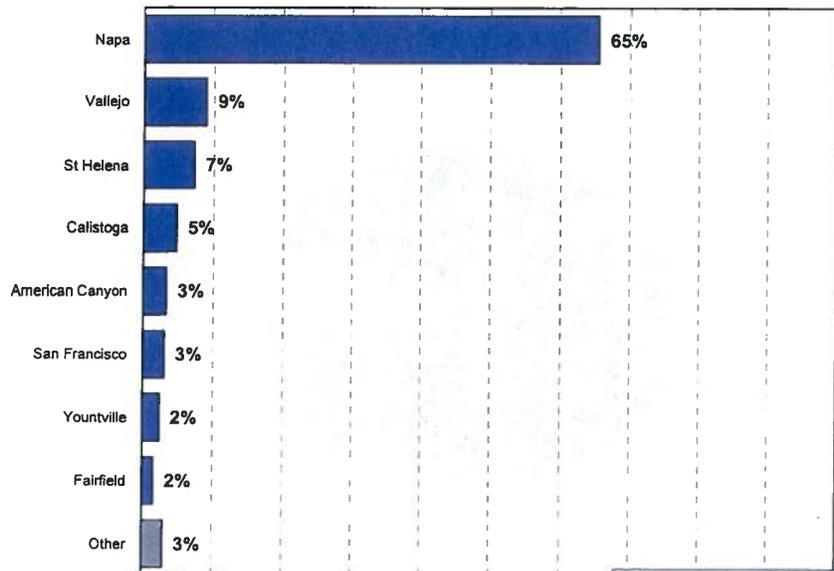


Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA- UNLINKED

What is the City of the place you are going to? Based on the EXPANDED Survey Results



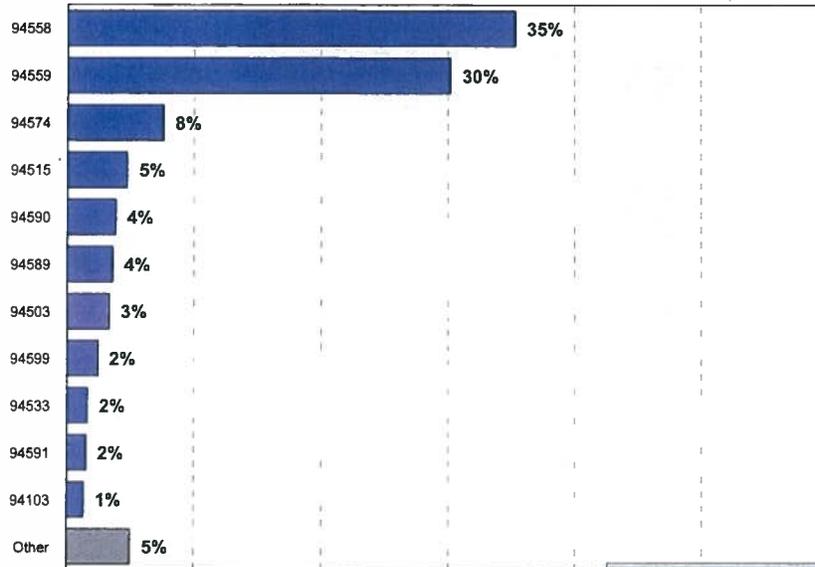
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA- UNLINKED

What is the Zip Code of the place you are going to?

Based on the EXPANDED Survey Results



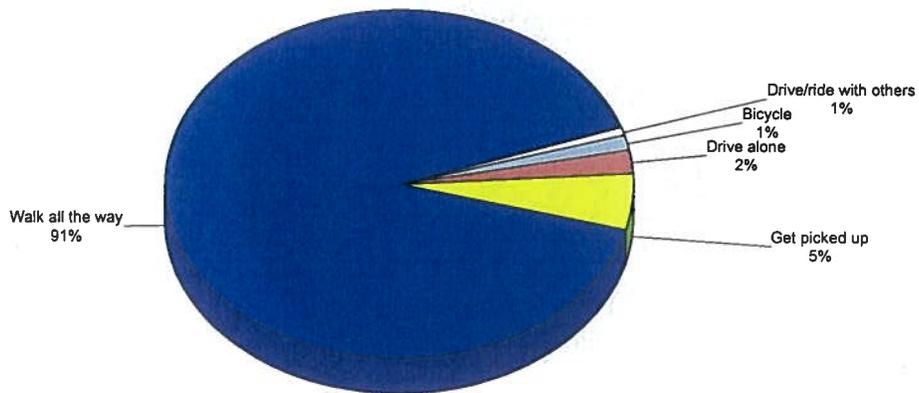
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA- UNLINKED

How Transit Riders Will Get to Their Destination

Based on the EXPANDED Survey Results



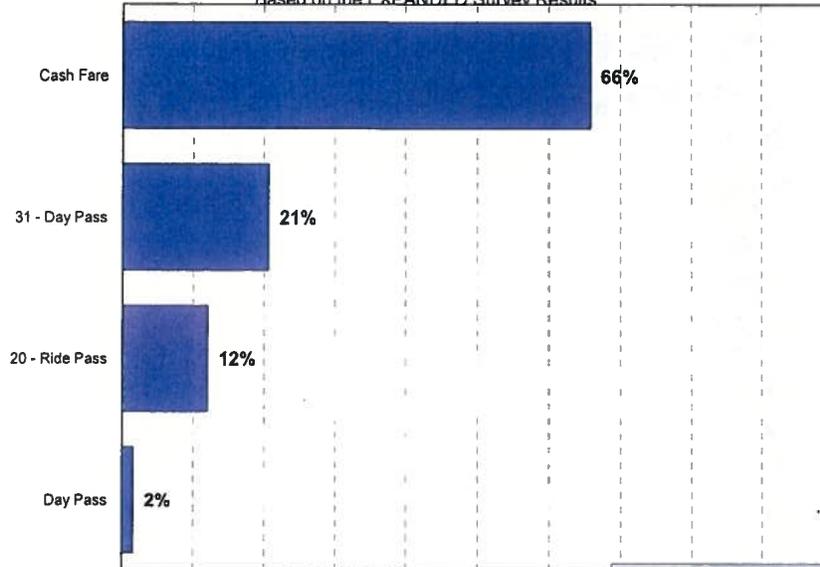
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA- UNLINKED

How did you pay for your trip today?

Based on the EXPANDED Survey Results



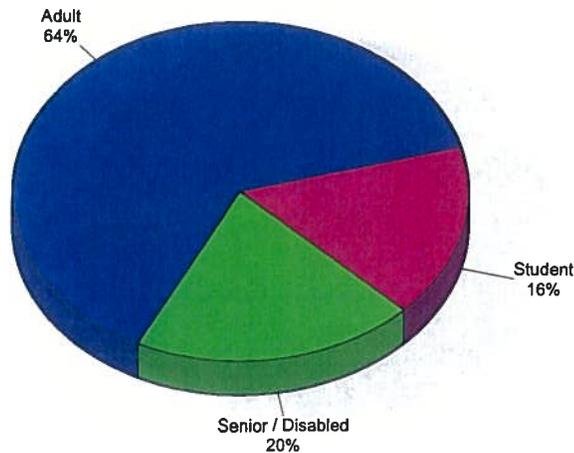
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA- UNLINKED

Did you receive any of the following special fare discounts for your trip today?

Based on the EXPANDED Survey Results



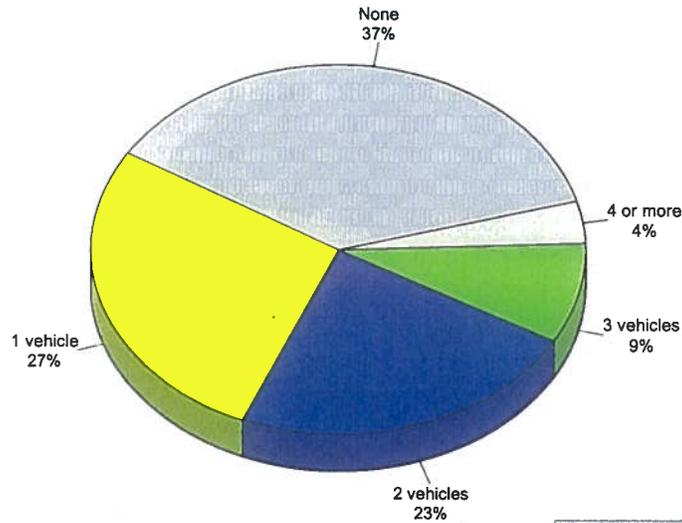
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA - UNLINKED

Estimated Distribution of Vehicle Availability

Based on the EXPANDED Survey Results



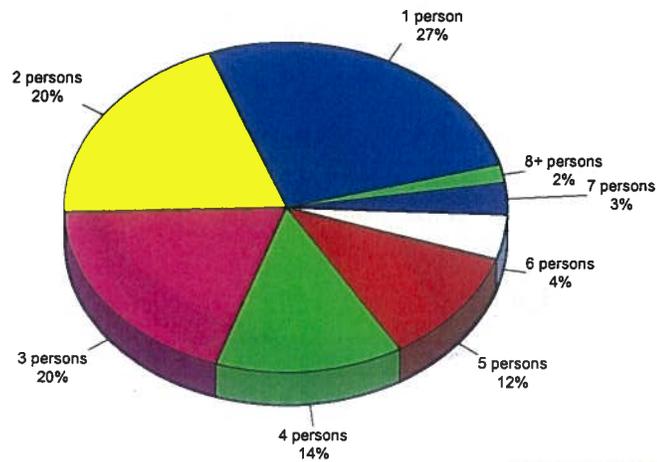
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA - UNLINKED

Estimated Number of People Living in Transit Rider's Household

Based on the EXPANDED Survey Results



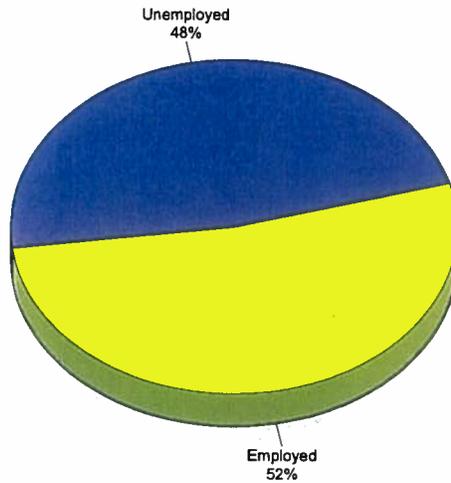
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA- UNLINKED

Estimated Employment Status of Riders

Based on the EXPANDED Survey Results



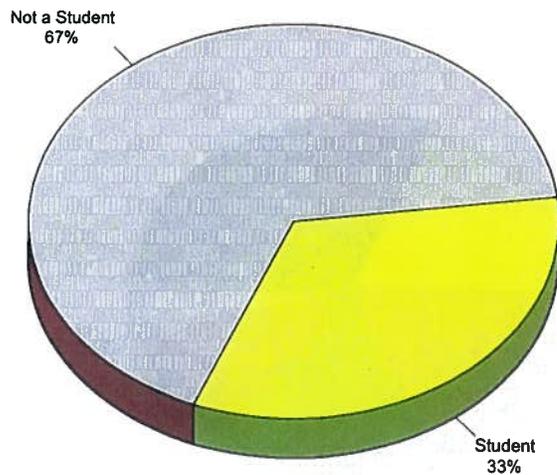
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA- UNLINKED

Estimated Student Status of Riders

Based on the EXPANDED Survey Results

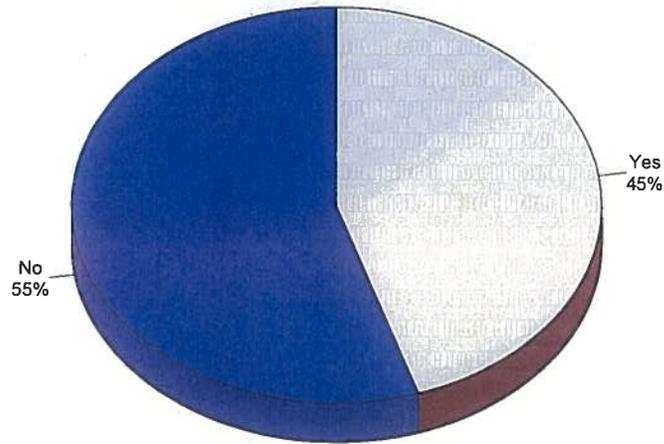


Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA- UNLINKED

Do respondents have a valid driver's license? Based on the EXPANDED Survey Results

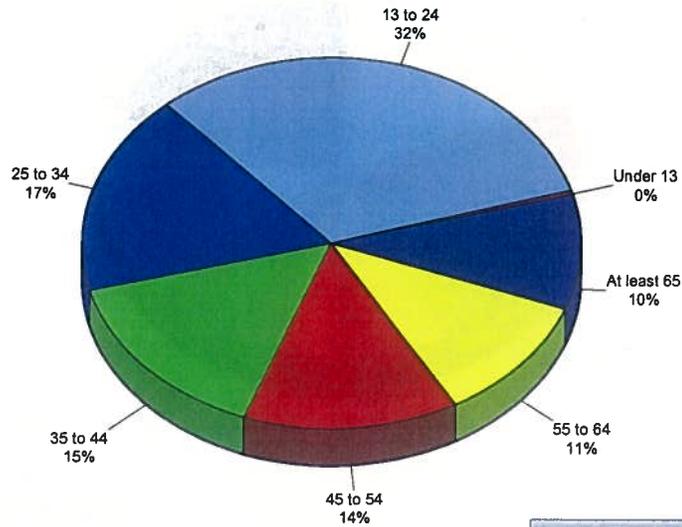


Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA- UNLINKED

Estimated Age Distribution of Transit Users Based on the EXPANDED Survey Results



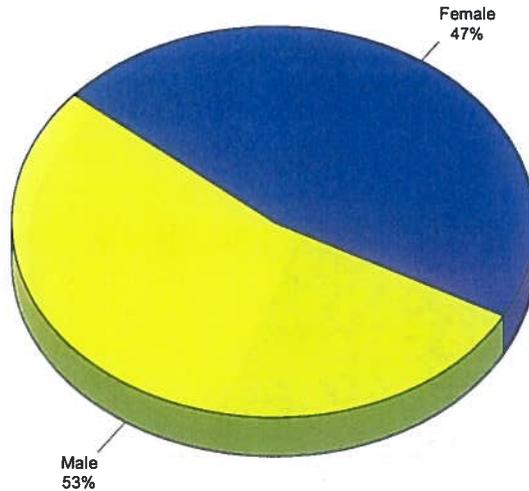
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA - UNLINKED

Estimated Gender of Transit Users

Based on the EXPANDED Survey Results



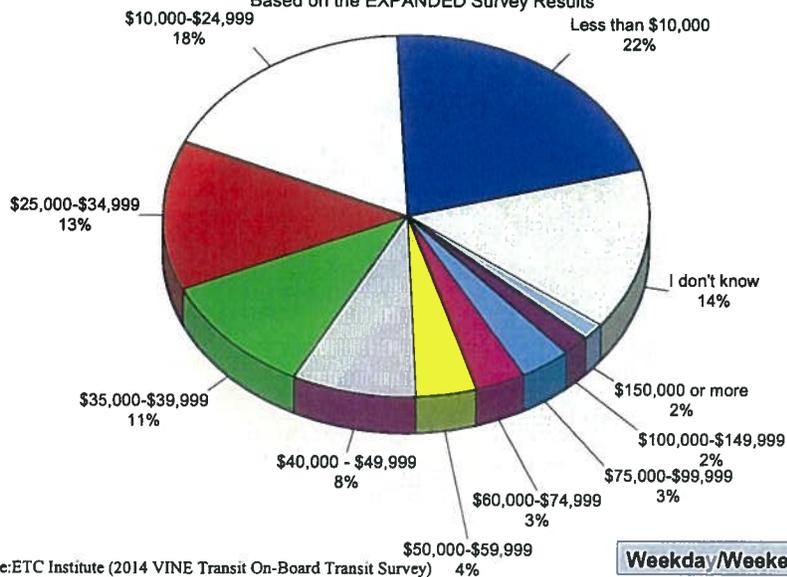
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA - UNLINKED

Estimated Distribution of Annual Household Income Among Transit Users

Based on the EXPANDED Survey Results



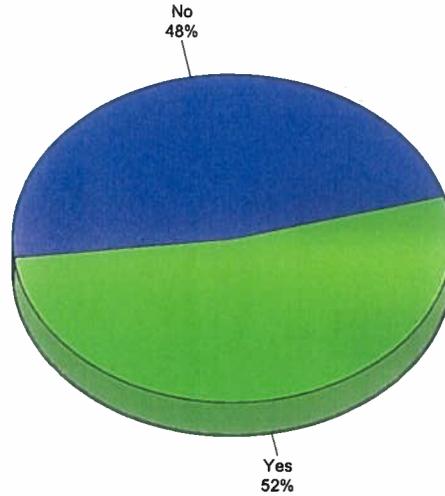
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA - UNLINKED

Do You Ever Ride Route 10?

Based on the EXPANDED Survey Results



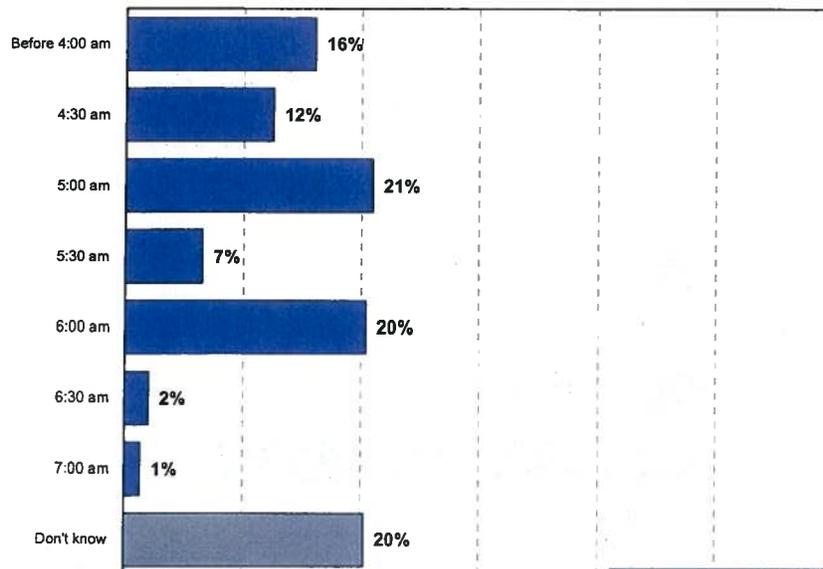
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA - UNLINKED

How early do you think service on Route 10 should begin on weekdays?

Based on the EXPANDED Survey Results and the 52% of respondent who indicated they ride Route 10



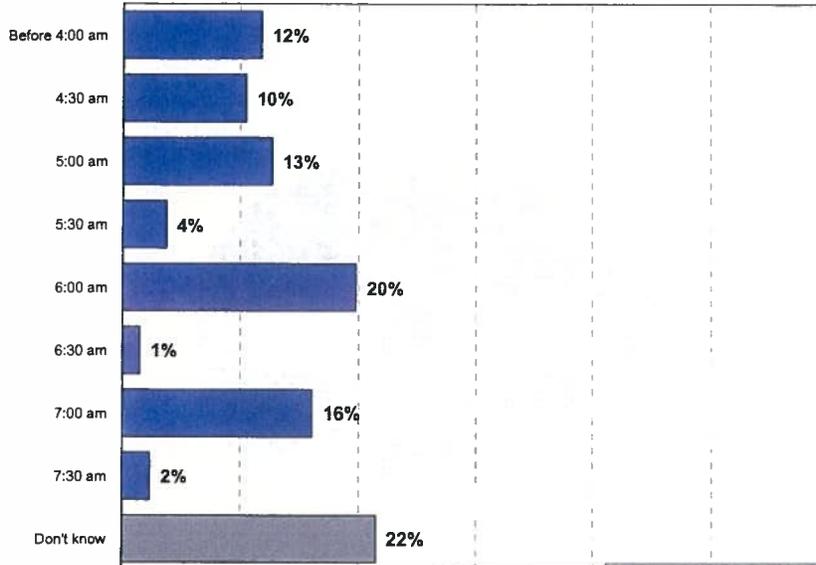
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA - UNLINKED

How early do you think service on Route 10 should begin on weekends?

Based on the EXPANDED Survey Results and the 52% of respondent who indicated they ride Route 10



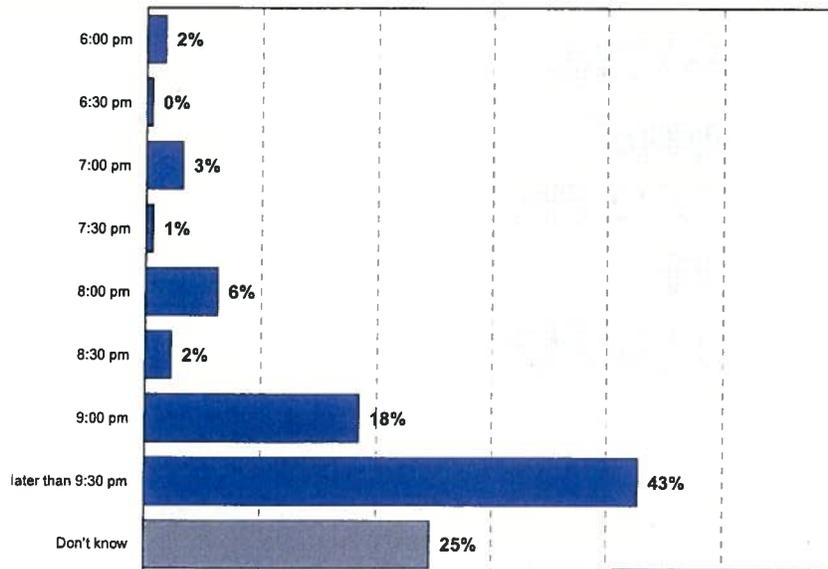
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA - UNLINKED

How late do you think service on Route 10 should end on weekdays?

Based on the EXPANDED Survey Results and the 52% of respondent who indicated they ride Route 10



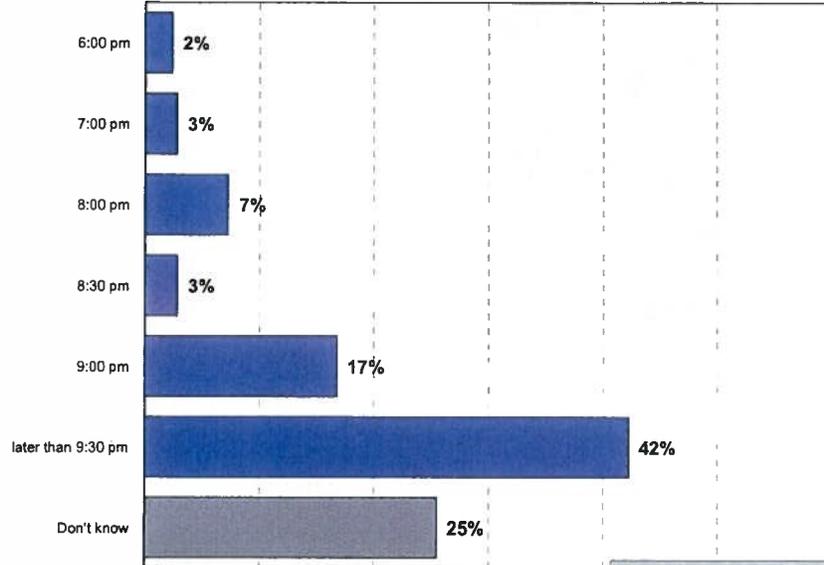
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA- UNLINKED

How late do you think service on Route 10 should end on weekends?

Based on the EXPANDED Survey Results and the 52% of respondent who indicated they ride Route 10



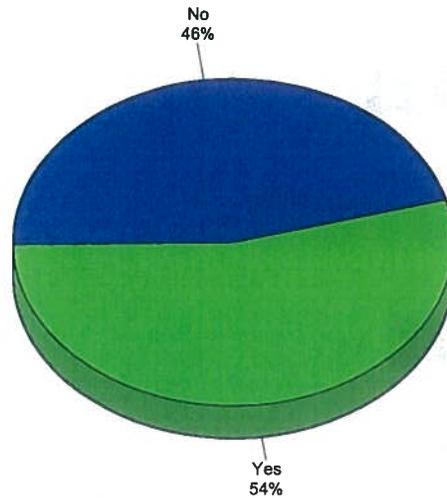
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA- UNLINKED

Do You Ever Ride Route 11?

Based on the EXPANDED Survey Results



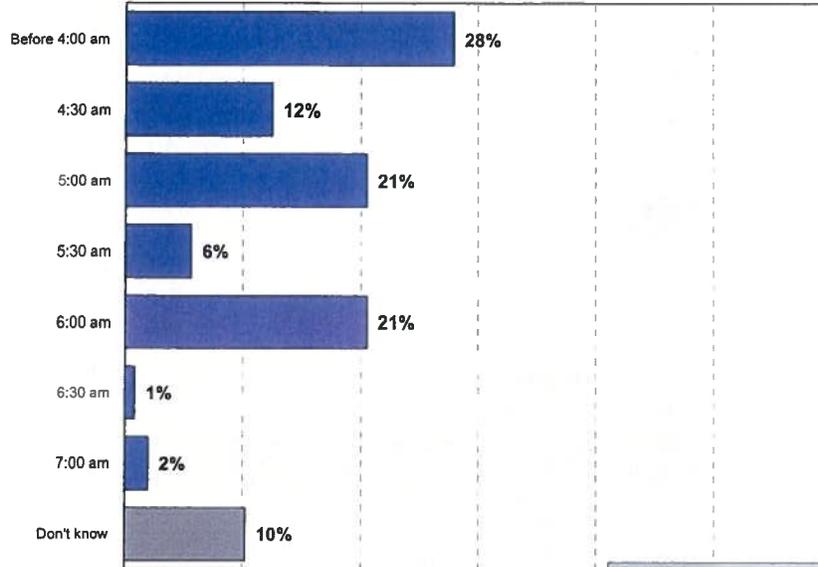
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA- UNLINKED

How early do you think service on Route 11 should begin on weekdays?

Based on the EXPANDED Survey Results and the 54% of respondent who indicated they ride Route 11



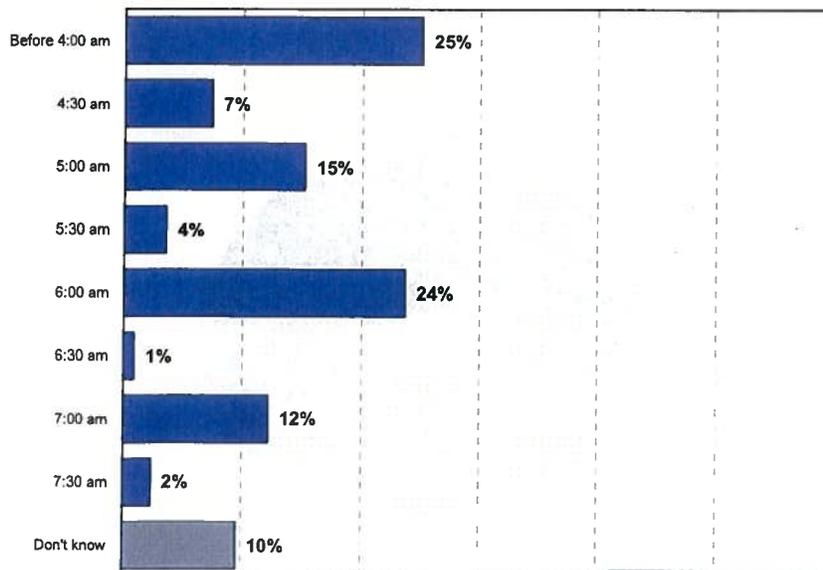
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA- UNLINKED

How early do you think service on Route 11 should begin on weekends?

Based on the EXPANDED Survey Results and the 54% of respondent who indicated they ride Route 11



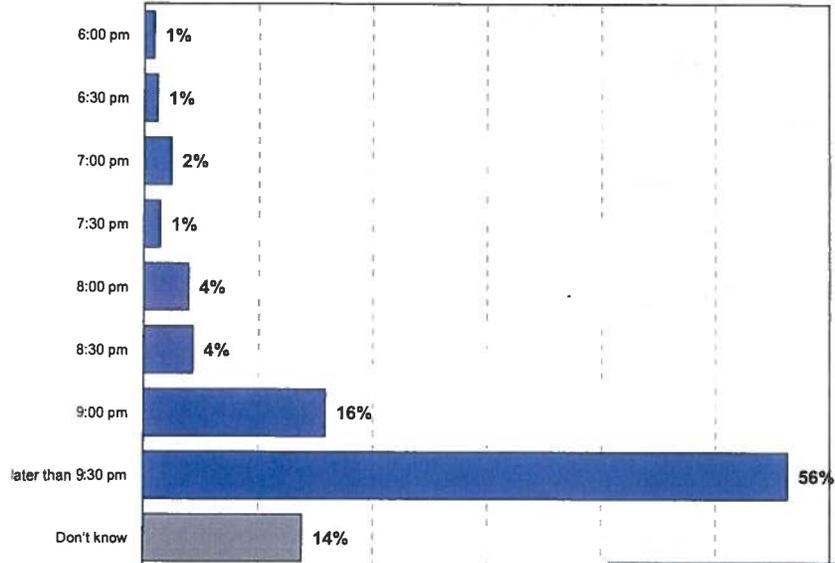
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA- UNLINKED

How late do you think service on Route 11 should end on weekdays?

Based on the EXPANDED Survey Results and the 54% of respondent who indicated they ride Route 11



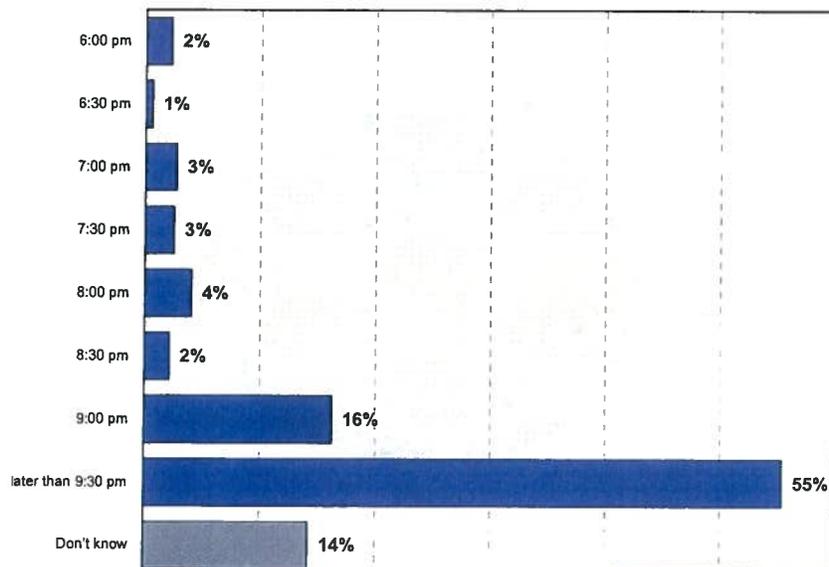
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA- UNLINKED

How late do you think service on Route 11 should end on weekends?

Based on the EXPANDED Survey Results and the 54% of respondent who indicated they ride Route 11

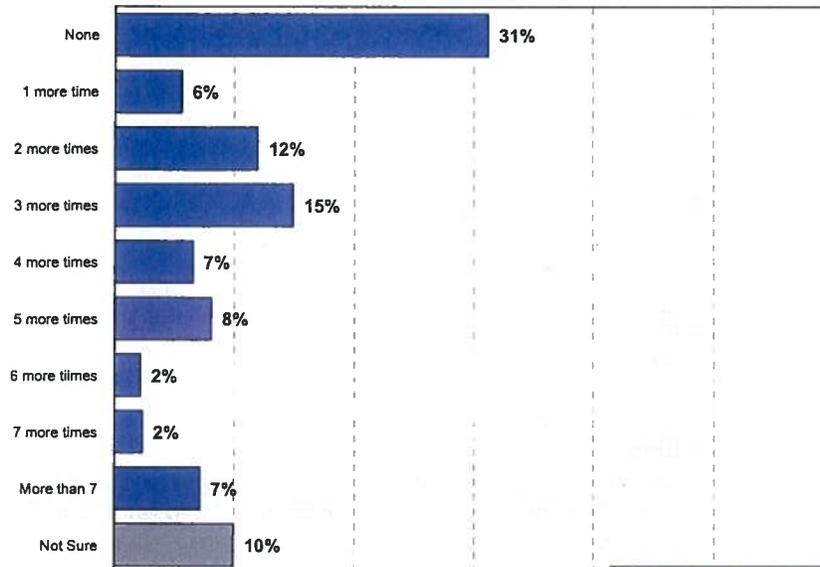


Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA- UNLINKED

Ride Frequency if Route 10 and 11 Times were Expanded Based on the EXPANDED Survey Results

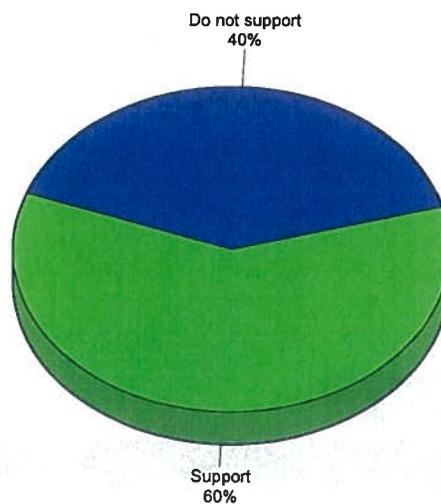


Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA- UNLINKED

Support for Allowing Dogs Onboard VINE Buses Based on the EXPANDED Survey Results



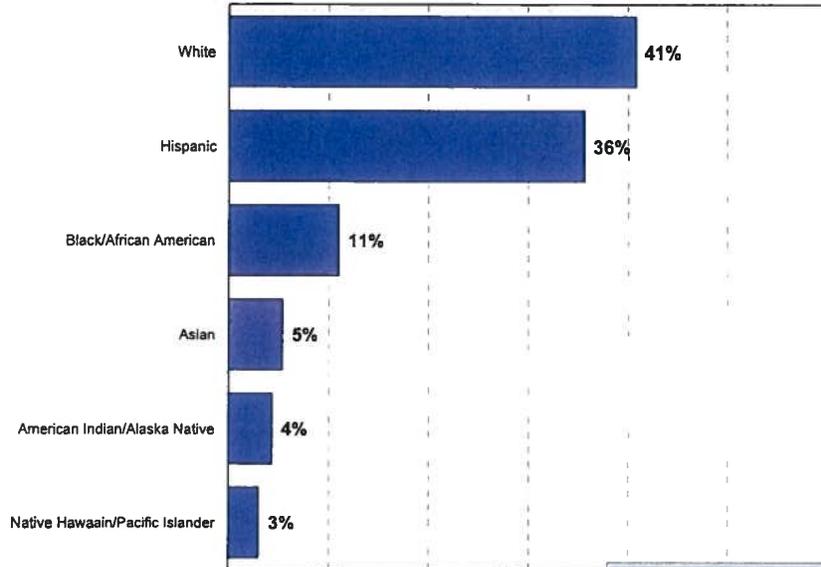
Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

WEIGHTED DATA - UNLINKED

Race/Ethnicity

Based on the EXPANDED Survey Results - Multiple Choices Allowed



Source:ETC Institute (2014 VINE Transit On-Board Transit Survey)

Weekday/Weekend Results

CHAPTER 5: DATABASE DESCRIPTION

A copy of the database description is provided below and on the following pages.

VINE Transit On-Board Transit Survey Data Dictionary

FIELD NAME	FIELD DESCRIPTION	FIELD VALUES
ID	Unique ID for each record	Actual Value
DATE	Date Survey was administered	Actual Value
WEEKDAY OR WEEKEND	Whether survey day was administered on a weekday or weekend	Actual Value
ROUTE SURVEYED CODE	Route Number/Direction of Travel Code	Actual Value
ROUTE SURVEYED	Route Name/Number	Actual Value
DIRECTION	Direction of Travel Code	N=North S=South LP=Loop E=East W=West
ORIGIN_PLACE_TYPE_CODE	Type of place respondent is coming from now code	1=Your Home 2=Work 3=Business appointment 4=College or university (student only) 5=School (K-12 student only) 6=Shopping 7=Maintenance / personal business 8=Dining / coffee 10=Social or recreational 11=Medical / dental 15=Escorting others (children, elderly)
ORIGIN_PLACE_TYPE	Type of place respondent is coming from now	Actual Value
ORIGIN_NAME	Name of place where the trip began	Actual Value
ORIGIN_ADDRESS	Street address where the trip began	Actual Value
ORIGIN_CITY	City where the trip began	Actual Value
ORIGIN_STATE	State where the trip began	Actual Value
ORIGIN_ZIP	Zip code where the trip began	Actual Value
ORIGIN_LAT	Latitude coordinates where the trip began	Actual Value
ORIGIN_LON	Longitude coordinates where the trip began	Actual Value
ACCESS_MODE_CODE	Mode of access to transit Code	1=Walked all the way (includes skateboard / non-motorized scooter) 2=Bicycled 4=Motorcycled / motorized scooter / moped 5=Drove alone and parked 6=Drove or rode with others and parked / carpooled 7=Was dropped off by someone 8=Taxi 9=Shuttle
ACCESS_MODE	Mode of access to transit	Actual Value
DESTINATION_PLACE_TYPE_CODE	Type of place respondent is going to now Code	1=Your Home 2=Work 3=Business appointment 4=College/university (student only) 5=School (K-12 student only) 6=Shopping 7=Maintenance / personal business 8=Dining / coffee 10=Social or recreational 11=Medical/dental 15=Escorting others (children, elderly)
DESTINATION_PLACE_TYPE	Type of place respondent is going to now	Actual Value
DESTINATION_NAME	Name of place where the trip ended	Actual Value
DESTINATION_ADDRESS	Street address where the trip ended	Actual Value
DESTINATION_CITY	City where the trip ended	Actual Value
DESTINATION_STATE	State where the trip ended	Actual Value
DESTINATION_ZIP	Zip code where the trip ended	Actual Value
DESTINATION_LAT	Latitude coordinates where the trip ended	Actual Value
DESTINATION_LON	Longitude coordinates where the trip ended	Actual Value
EGRESS_MODE_CODE	Mode of egress from transit Code	1=Walk all the way (includes skateboard / non-motorized scooter) 2=Bicycle 5=Drive alone 6=Drive or ride with others / carpool 7=Get picked up by someone
EGRESS_MODE	Mode of egress from transit	Actual Value
BOARDING_LOCATION	Name/Description/Intersection where the respondent boarded the bus	Actual Value
BOARDING_STOP_LAT	Latitude coordinates of the boarding location	Actual Value
BOARDING_STOP_LON	Longitude coordinates of the boarding location	Actual Value
BOARDING_STOPID	Stop ID where the respondent boarded the bus	Actual Value
ALIGHTING_LOCATION	Name/Description/Intersection where the respondent alighted the bus	Actual Value
ALIGHTING_STOP_LAT	Latitude coordinates of the alighting location	Actual Value
ALIGHTING_STOP_LON	Longitude coordinates of the alighting location	Actual Value
ALIGHTING_STOPID	Stop ID where the respondent got off the bus	Actual Value
TRANSFERS_FROM_CODE	Number of transfers a respondent took before surveyed route from Origin Code	0=None 1=One 2=Two 3=Three or more
TRANSFERS_FROM	Number of transfers a respondent took before surveyed route from Origin	Actual Value
TRANSFER_FROM_1ST	Name of first route (if taken)	Actual Value
TRANSFER_FROM_1ST_OTHER_AGENCY	Name of first route (if route belonged to an agency other than Tri Delta)	Actual Value
TRANSFER_FROM_2ND	Name of second route (if taken)	Actual Value
TRANSFER_FROM_2ND_OTHER_AGENCY	Name of second route (if route belonged to an agency other than Tri Delta)	Actual Value
TRANSFER_FROM_3RD	Name of third route (if taken)	Actual Value
TRANSFER_FROM_3RD_OTHER_AGENCY	Name of third route (if route belonged to an agency other than Tri Delta)	Actual Value
TRANSFERS_TO_CODE	Number of transfers a respondent took after surveyed route to Destination Code	0=None 1=One 2=Two 3=Three or more
TRANSFERS_TO	Number of transfers a respondent took after surveyed route to Destination	Actual Value
TRANSFER_TO_1ST	Name of first route (if taken)	Actual Value
TRANSFER_TO_1ST_OTHER_AGENCY	Name of first route (if route belonged to an agency other than Tri Delta)	Actual Value
TRANSFER_TO_2ND	Name of second route (if taken)	Actual Value
TRANSFER_TO_2ND_OTHER_AGENCY	Name of second route (if route belonged to an agency other than Tri Delta)	Actual Value
TRANSFER_TO_3RD	Name of third route (if taken)	Actual Value
TRANSFER_TO_3RD_OTHER_AGENCY	Name of third route (if route belonged to an agency other than Tri Delta)	Actual Value
LAST_LEFT_HOME_CODE	The approximate time the respondent last left their home code	1=Before 5 a.m. 2=5 - 6 a.m. 3=6 - 7 a.m. 4=7 - 8 a.m. 5=8 - 9 a.m. 6=9 - 10 a.m.

VINE Transit On-Board Transit Survey Data Dictionary

FIELD NAME	FIELD DESCRIPTION	FIELD VALUES
		7=10 - 11 a.m. 8=11 a.m. - 12 p.m. 9=12 - 1 p.m. 10=1 - 2 p.m. 11=2 - 3 p.m. 12=3 - 4 p.m. 13=4 - 5 p.m. 15=6 - 7 p.m. 99=Have not yet been home today
LAST_LEFT_HOME	The approximate time the respondent last left their home	Actual Value
RETURN_HOME_CODE	The approximate time the respondent will return to their home code	5=8 - 9 a.m. 6=9 - 10 a.m. 7=10 - 11 a.m. 8=11 a.m. - 12 p.m. 9=12 - 1 p.m. 10=1 - 2 p.m. 11=2 - 3 p.m. 12=3 - 4 p.m. 13=4 - 5 p.m. 14=5 - 6 p.m. 15=6 - 7 p.m. 16=7 - 8 p.m. 17=8 - 9 p.m. 18=9 - 10 p.m. 19=10 - 11 p.m. 20=After 11 p.m. 88=I don't know / I am not certain 99=Will not go home today
RETURN_HOME	The approximate time the respondent will return to their home	Actual Value
PAY_MODE_CODE	Payment method of respondent code	1=Cash Fare 2=Day Pass 3=20 - Ride Pass 4=31 - Day Pass
PAY_MODE	Payment method of respondent	Actual Value
FARE_TYPE_CODE	Type of fare code	1=Adult 2=Senior / Disabled 3=Student
FARE_TYPE	Type of fare	Actual Value
EMPLOYMENT_STATUS_CODE	Whether respondent is employed or not code	Y=Yes N=No
EMPLOYMENT_STATUS	Whether respondent is employed or not	Actual Value
WORKP_NAME	Name of place where respondent works (if applicable)	Actual Value
WORKP_ADDRESS	Street address where respondent works (if applicable)	Actual Value
WORKP_CITY	City where respondent works (if applicable)	Actual Value
WORKP_STATE	State where respondent works (if applicable)	Actual Value
WORKP_ZIP	Zip code where respondent works (if applicable)	Actual Value
WORKP_LAT	Latitude coordinates where respondent works (if applicable)	Actual Value
WORKP_LON	Longitude coordinates where respondent works (if applicable)	Actual Value
WORK_BEFORE_TRIP_CODE	Whether or not respondent had been to work code	Y=Yes N=No
WORK_BEFORE_TRIP	Whether or not respondent had been to work	Actual Value
WORK_AFTER_TRIP_CODE	Whether or not respondent would be going to work later code	Y=Yes N=No
WORK_AFTER_TRIP	Whether or not respondent would be going to work later	Actual Value
STUDENT_STATUS_CODE	Respondent student status code	Y=Yes N=No
STUDENT_STATUS	Respondent student status	Actual Value
SCHOOL_NAME	Name of place where respondent goes to school (if applicable)	Actual Value
SCHOOL_ADDRESS	Street address where respondent goes to school (if applicable)	Actual Value
SCHOOL_CITY	City where respondent goes to school (if applicable)	Actual Value
SCHOOL_STATE	State where respondent goes to school (if applicable)	Actual Value
SCHOOL_ZIP	Zip code where respondent goes to school (if applicable)	Actual Value
SCHOOL_LAT	Latitude coordinates where respondent goes to school (if applicable)	Actual Value
SCHOOL_LON	Longitude coordinates where respondent goes to school (if applicable)	Actual Value
BEEN_2SCHOOL_TODAY_CODE	Whether or not respondent had been to school code	Y=Yes N=No
BEEN_2SCHOOL_TODAY	Whether or not respondent had been to school	Actual Value
WILL_GO2SCHOOL_TODAY_CODE	Whether or not respondent would be going to school later code	Y=Yes N=No
WILL_GO2SCHOOL_TODAY	Whether or not respondent would be going to school later	Actual Value
PPL_IN_HH_CODE	Number of household members code	A1=1 A2=2 A3=3 A4=4 A5=5 A6=6 A7=7 A8=8 A9=9 A10PL=10+
PPL_IN_HH	Number of household members	Actual Value
EMPLYD_IN_HH_CODE	Number of employed household members code	0=None 1=1 2=2 3=3 4=4 5=5 6=6 or more
EMPLYD_IN_HH	Number of employed household members	Actual Value
VEH_IN_HH_CODE	Number of Working vehicles available to respondent household code	0=None 1=1 2=2 3=3 4plus=4 or more
VEH_IN_HH	Number of Working vehicles available to respondent household	Actual Value
HAVE_DRIVERS_LIC_CODE	Does respondent have a valid drivers license code	Y=Yes N=No
HAVE_DRIVERS_LIC	Does respondent have a valid drivers license	Actual Value
YEAR_BORN	The year respondent was born	Actual Value

VINE Transit On-Board Transit Survey Data Dictionary

FIELD NAME	FIELD DESCRIPTION	FIELD VALUES
HISP_LATINO_SPANISH_CODE	Whether respondent identified themselves as Hispanic, Latino, or Spanish origin code	Y=Yes N=No
HISP_LATINO_SPANISH	Whether respondent identified themselves as Hispanic, Latino, or Spanish origin	Actual Value
RACE_AMERICANINDIAN_ALASKANNATIVE	Whether respondent identified themselves as American Indian/Alaska Native	Actual Value
RACE_ASIAN	Whether respondent identified themselves as Asian	Actual Value
RACE_BLACK_AFRICANAM	Whether respondent identified themselves as Black/African American	Actual Value
RACE_NATHAWAIIAN_PACISLAND	Whether respondent identified themselves as Native Hawaiian/Pacific Islander	Actual Value
RACE_WHITE	Whether respondent identified themselves as White	Actual Value
RACE_OR_ETHNICITY_OTHER	Whether respondent identified themselves as a Race/Ethnicity not previously listed	Actual Value
LANG_OTHER_THAN_ENG_CODE	Whether or not respondent speaks a language other than English at home code	Y=Yes N=No
LANG_OTHER_THAN_ENG	Whether or not respondent speaks a language other than English at home	Actual Value
OTHER_LANG_CODE	If respondents speaks a language other than English at home, this is the language code	13=Arabic, Standard 84=Dutch 111=French 129=German 143=Spanish 152=Indonesian 208=Korean 297=Norwegian 358=Portuguese 465=Vietnamese 488=Hawaiian 498=Micronesian 503=TAGALOG 504=Chinese
OTHER_LANG	If respondents speaks a language other than English at home, this is the language	Actual Value
ENGLISH_FLUENCY_CODE	If respondents speaks a language other than English at home, this is how well they speak it code	1=Very well 2=Well 3=Not well 4=Not at all
ENGLISH_FLUENCY	If respondents speaks a language other than English at home, this is how well they speak it	Actual Value
HH_INCOME_CODE	Total annual household income before taxes code	1=Less than \$10,000 2=\$10,000-\$24,999 3=\$25,000-\$34,999 4=\$35,000-\$39,999 5=\$40,000 - \$49,999 6=\$50,000-\$59,999 7=\$60,000-\$74,999 8=\$75,000-\$99,999 9=\$100,000-\$149,999 10=\$150,000 or more 88=I don't know 99=Refused
HH_INCOME	Total annual household income before taxes	Actual Value
HOME_ADDRESS	Street address where respondent lives	Actual Value
HOME_CITY	City where respondent lives	Actual Value
HOME_STATE	State where respondent lives	Actual Value
HOME_ZIP	Zip code where respondent lives	Actual Value
HOME_LAT	Latitude coordinates where respondent lives	Actual Value
HOME_LON	Longitude coordinates where respondent lives	Actual Value
RIDE_R10_CODE	Whether respondent ever rides Route 10 code	Y=Yes N=No
RIDE_R10	Whether respondent ever rides Route 10	Actual Value
R10_BEGIN_OP_WKDAY_CODE	How early respondents think service on Route 10 should begin on weekdays code	1=Before 4:00 am 2=4:30 am 3=5:00 am 4=5:30 am 5=6:00 am 6=6:30 am 7=7:00 am 9=Don't know
R10_BEGIN_OP_WKDAY	How early respondents think service on Route 10 should begin on weekdays	Actual Value
R10_BEGIN_OP_WKEND_CODE	How early respondents think service on Route 10 should begin on weekends code	1=Before 4:00 am 2=4:30 am 3=5:00 am 4=5:30 am 5=6:00 am 6=6:30 am 7=7:00 am 8=7:30 am 9=Don't know
R10_BEGIN_OP_WKEND	How early respondents think service on Route 10 should begin on weekends	Actual Value
R10_STOP_OP_WKDAY_CODE	How late respondents think service on Route 10 should end on weekdays code	1=6:00 pm 2=6:30 pm 3=7:00 pm 4=7:30 pm 5=8:00 pm 6=8:30 pm 7=9:00 pm 8=later than 9:30 pm 9=Don't know
R10_STOP_OP_WKDAY	How late respondents think service on Route 10 should end on weekdays	Actual Value
R10_STOP_OP_WKEND_CODE	How late respondents think service on Route 10 should end on weekends code	1=6:00 pm 3=7:00 pm 4=7:30 pm 5=8:00 pm 6=8:30 pm 7=9:00 pm 8=later than 9:30 pm 9=Don't know
R10_STOP_OP_WKEND	How late respondents think service on Route 10 should end on weekends	Actual Value
RIDE_R11_CODE	Whether respondent ever rides Route 11 code	Y=Yes N=No
RIDE_R11	Whether respondent ever rides Route 11	Actual Value
R11_BEGIN_OP_WKDAY_CODE	How early respondents think service on Route 11 should begin on weekdays code	1=Before 4:00 am 2=4:30 am 3=5:00 am 4=5:30 am

VINE Transit On-Board Transit Survey Data Dictionary

FIELD NAME	FIELD DESCRIPTION	FIELD VALUES
		5=6:00 am 6=6:30 am 7=7:00 am 9=Don't know
R11_BEGIN_OP_WKDAY	How early respondents think service on Route 11 should begin on weekdays	Actual Value
R11_BEGIN_OP_WKEND_CODE	How early respondents think service on Route 11 should begin on weekends code	1=Before 4:00 am 2=4:30 am 3=5:00 am 4=5:30 am 5=6:00 am 6=6:30 am 7=7:00 am 8=7:30 am 9=Don't know
R11_BEGIN_OP_WKEND	How early respondents think service on Route 11 should begin on weekends	Actual Value
R11_STOP_OP_WKDAY_CODE	How late respondents think service on Route 11 should end on weekdays code	1=6:00 pm 2=6:30 pm 3=7:00 pm 4=7:30 pm 5=8:00 pm 6=8:30 pm 7=9:00 pm 8=later than 9:30 pm 9=Don't know
R11_STOP_OP_WKDAY	How late respondents think service on Route 11 should end on weekdays	Actual Value
R11_STOP_OP_WKEND_CODE	How late respondents think service on Route 11 should end on weekends code	1=6:00 pm 2=6:30 pm 3=7:00 pm 4=7:30 pm 5=8:00 pm 6=8:30 pm 7=9:00 pm 8=later than 9:30 pm 9=Don't know
R11_STOP_OP_WKEND	How late respondents think service on Route 11 should end on weekends	Actual Value
TRAVEL_FREQ_IF_EXTEN_CODE	If the hours of service on Route 10 and 11 were expanded to begin and end at the	0=None 1=One 2=Two 3=Three 4=Four 5=Five 6=Six 7=Seven 8=More than seven 9=Don't know
TRAVEL_FREQ_IF_EXTEN	If the hours of service on Route 10 and 11 were expanded to begin and end at the	Actual Value
DOGS_ALLOWED_CODE	Whether respondents would support allowing passengers to bring dogs on the bus	Y=Yes N=No
DOGS_ALLOWED	Whether respondents would support allowing passengers to bring dogs on the bus	Actual Value
GENDER_CODE	Gender of respondent Code	1= Male 2= Female
GENDER	Gender of respondent	Actual Value
TIME_BOARDED_CODE	At what time did respondent board this bus Code	1=Before 6 a.m. 2=6 - 6:59 a.m. 3=7 - 7:59 a.m. 3=12 - 12:59 p.m. 4=8 - 8:59 a.m. 5=9 - 9:59 a.m. 6=10 - 10:59 a.m. 7=11 a.m. - 11:59 a.m. 8=12 - 12:59 p.m. 9=1 - 1:59 p.m. 10=2 - 2:59 p.m. 11=3 - 3:59 p.m. 12=4 - 4:59 p.m. 13=5 - 5:59 p.m. 14=6 - 6:59 p.m. 15=7 - 7:59 p.m.
TIME_BOARDED	At what time did respondent board surveyed bus?	Actual Value
TIME_PERIOD_CODE	Period of Day Survey was Administered code	AM1=EARLY AM AM2=AM PEAK MID=MIDDAY PM1=PM PEAK PM2=LATE PM
TIME_PERIOD	Period of Day Survey was Administered	Actual Value
UNLINKED_WGHT_FCTR_NAME	Unlinked Weight Factor Code created for data expansion (adjusts to boardings)	Actual Value
UNLINKED_WGHT_FCTR	Unlinked trip weight factor used to expand the database to total boardings	Actual Value
TOTAL_TRANSFERS	Total number of transfers from plus total transfer to	Actual Value
LINKED_TRIP_FACTOR	Factor used to convert unlinked trips to linked trips (1/1+* transfers)	Actual Value

CHAPTER 6: WEIGHTED TABULAR DATA

The weighted survey results are provided on the following pages.

Surveys Completed by Time Period

	Count	Percent
5am to 6am	31	1.19%
6am to 10am	722	27.44%
10am to 3pm	1211	46.02%
3pm to 7pm	647	24.58%
7pm to 9pm	20	0.77%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Respondent's Home City

	Count	Percent
Napa	1712	65.05%
Vallejo	283	10.74%
American Canyon	185	7.03%
Calistoga	154	5.85%
Yountville	96	3.66%
St Helena	73	2.76%
Fairfield	43	1.62%
Sonoma	28	1.05%
Clearlake	16	0.62%
Middletown	12	0.44%
Hidden Valley Lake	9	0.36%
Calgary	9	0.35%
Richmond	5	0.20%
Oakland	5	0.19%
Angwin	2	0.08%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Respondent's Home Zip Code

	Count	Percent
94558	799	30.37%
94559	717	27.26%
94503	160	6.08%
94515	154	5.85%
94559	127	4.82%
94589	117	4.46%
94590	116	4.41%
94599	97	3.67%
94558	66	2.51%
94574	64	2.43%
94591	42	1.60%
94533	28	1.05%
95476	28	1.05%
94503	25	0.95%
94533	15	0.57%
95422	12	0.45%
95461	12	0.44%
95467	9	0.36%
T2P 2M3	9	0.35%
94574	9	0.33%
23219	5	0.20%
94607	5	0.19%
95422	4	0.17%
94589	3	0.13%
94591	3	0.13%
94599	2	0.08%
94508	2	0.08%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Trip Origin		
	Count	Percent
Your Home	1495	56.80%
Work	303	11.52%
Social or recreational	201	7.63%
Shopping	143	5.42%
College or university (student only)	127	4.81%
School (K-12 student only)	119	4.53%
Business appointment	73	2.79%
Medical / dental	56	2.12%
Dining / coffee	47	1.77%
Escorting others (children, elderly)	35	1.32%
Maintenance / personal business	34	1.30%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Origin City		
	Count	Percent
Napa	1866	70.91%
Vallejo	192	7.30%
American Canyon	149	5.64%
St Helena	145	5.50%
Callistoga	99	3.77%
Yountville	76	2.87%
Clearlake	17	0.66%
Fairfield	17	0.65%
Sonoma	16	0.60%
Middletown	12	0.44%
El Cerrito	12	0.44%
Hidden Valley Lake	9	0.36%
Rutherford	9	0.36%
Oakland	5	0.19%
Turlock	4	0.16%
San Francisco	3	0.11%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Origin Zip Code		
	Count	Percent
94558	1058	40.19%
94559	806	30.63%
94503	149	5.64%
94574	145	5.50%
94590	107	4.08%
94515	99	3.77%
94599	78	2.96%
94589	58	2.22%
94591	26	1.00%
95422	17	0.66%
94533	17	0.65%
95476	16	0.60%
95461	12	0.44%
94530	12	0.44%
95467	9	0.36%
94573	9	0.36%
94607	5	0.19%
95380	4	0.16%
94107	2	0.06%
94103	1	0.03%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Access Mode

	Count	Percent
Walked all the way (skateboard / non-motorized scooter)	2286	86.86%
Was dropped off by someone	209	7.92%
Drove alone and parked	40	1.50%
Bicycled	37	1.41%
Drove or rode with others and parked / carpooled	17	0.65%
Drive alone	15	0.58%
Motorcycled /motorized scooter / moped	12	0.45%
Taxi	9	0.35%
Shuttle	7	0.27%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Trip Destination

	Count	Percent
Your Home	868	32.97%
Work	495	18.81%
Social or recreational	365	13.85%
Shopping	253	9.61%
College/university (student only)	160	6.06%
School (K-12 student only)	155	5.88%
Medical/dental	128	4.88%
Business appointment	88	3.33%
Dining / coffee	67	2.54%
Maintenance / personal business	40	1.51%
Escorting others (children, elderly)	15	0.57%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Destination City

	Count	Percent
Napa	1722	65.42%
Vallejo	235	8.94%
St Helena	191	7.26%
Callstoga	124	4.73%
American Canyon	88	3.33%
San Francisco	81	3.07%
Yountville	64	2.43%
Fairfield	43	1.64%
Sonoma	20	0.74%
Oakland	14	0.52%
Eldridge	10	0.39%
Rutherford	9	0.34%
Berkeley	7	0.26%
Hercules	6	0.23%
San Pablo	6	0.22%
Oakville	5	0.20%
Middletown	5	0.18%
Angwin	2	0.08%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Destination Zip Code		
	Count	Percent
94558	929	35.30%
94559	794	30.16%
94574	200	7.60%
94515	124	4.73%
94590	101	3.82%
94589	95	3.60%
94503	88	3.33%
94599	64	2.43%
94533	43	1.64%
94591	40	1.52%
94103	35	1.31%
94102	20	0.75%
95476	20	0.74%
95431	10	0.39%
94115	9	0.35%
94612	7	0.26%
94720	7	0.26%
94607	7	0.26%
94111	6	0.23%
94117	6	0.23%
94572	6	0.23%
94806	6	0.22%
94132	5	0.21%
95461	5	0.18%
94558	4	0.16%
94508	2	0.08%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Egress Mode		
	Count	Percent
Walk all the way (skateboard / non-motorized scooter)	2397	91.08%
Get picked up by someone	133	5.06%
Drive alone	56	2.14%
Bicycle	37	1.41%
Drive or ride with others / carpool	8	0.31%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Total Transfers		
	Count	Percent
0	1581	60.07%
1 transfer	942	35.80%
2 transfers	85	3.23%
3 transfers	24	0.90%
Total	2632	100.00%

*percentages based on unlinked weighted data results

How Riders Paid For Trip		
	Count	Percent
Cash Fare	1731	65.79%
31 - Day Pass	543	20.65%
20 - Ride Pass	316	12.02%
Day Pass	40	1.54%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Type of Fare Discount Riders Received for Trip

	Count	Percent
Adult	1675	63.65%
Senior / Disabled	526	19.98%
Student	431	16.37%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Working Vehicles Available in Household

	Count	Percent
None	978	37.17%
1 vehicle	720	27.37%
2 vehicles	610	23.20%
3 vehicles	227	8.64%
4 or more	95	3.62%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Total Number of Persons in Household

	Count	Percent
1 person	698	26.53%
2 persons	519	19.74%
3 persons	516	19.63%
4 persons	357	13.55%
5 persons	303	11.51%
6 persons	113	4.30%
7 persons	79	3.01%
8 persons	26	0.97%
9 persons	2	0.08%
10+	18	0.69%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Employment Status

	Count	Percent
Unemployed	1258	47.81%
Employed	1373	52.19%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Student Status

	Count	Percent
Not a Student	1754	66.63%
Student	859	32.65%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Driver License Status

	Count	Percent
No	1446	54.94%
Yes	1186	45.06%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Year Respondent Born

	Count	Percent
1927	2	0.09%
1929	8	0.29%
1931	7	0.26%
1933	15	0.56%
1935	4	0.14%
1938	21	0.78%
1939	5	0.20%
1940	14	0.54%
1941	24	0.92%
1942	5	0.20%
1943	11	0.42%
1944	12	0.45%
1945	9	0.33%
1946	25	0.97%
1947	26	0.99%
1948	49	1.86%
1949	8	0.31%
1950	20	0.77%
1951	13	0.49%
1952	40	1.54%
1953	5	0.18%
1954	29	1.10%
1955	22	0.83%
1956	36	1.36%
1957	63	2.40%
1958	32	1.21%
1959	21	0.80%
1960	54	2.05%
1961	38	1.45%
1962	21	0.80%
1963	43	1.65%
1964	35	1.33%
1965	20	0.77%
1966	35	1.34%
1967	51	1.94%
1968	34	1.30%
1969	16	0.61%
1970	22	0.84%
1971	34	1.30%
1972	32	1.21%
1973	16	0.62%
1974	58	2.20%
1975	44	1.68%
1976	41	1.56%
1977	53	2.03%
1978	20	0.75%
1979	68	2.59%
1980	64	2.42%
1981	49	1.87%
1982	29	1.10%
1983	38	1.45%
1984	26	0.98%
1985	53	2.03%
1986	49	1.87%
1987	39	1.47%
1988	28	1.07%
1989	63	2.39%
1990	69	2.61%
1991	52	1.98%
1992	112	4.25%
1993	93	3.52%
1994	43	1.65%
1995	161	6.13%

Year Respondent Born

	Count	Percent
1997	104	3.94%
1998	36	1.37%
1999	116	4.40%
2000	22	0.84%
2002	3	0.12%
2003	7	0.25%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Gender

	Count	Percent
Female	1226	46.59%
Male	1406	53.41%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Household Income

	Count	Percent
Less than \$10,000	568	21.60%
\$10,000-\$24,999	464	17.63%
\$25,000-\$34,999	347	13.20%
\$35,000-\$39,999	289	10.97%
\$40,000 - \$49,999	212	8.06%
\$50,000-\$59,999	102	3.89%
\$60,000-\$74,999	91	3.44%
\$75,000-\$99,999	90	3.43%
\$100,000-\$149,999	49	1.87%
\$150,000 or more	42	1.59%
I don't know	374	14.23%
Refused	2	0.09%
Total	2632	100.00%

*percentages based on unlinked weighted data results

SERVICE ISSUES

Do You Ever Ride Route 10

	Count	Percent
No	1254	47.64%
Yes	1378	52.36%
Total	2632	100.00%

*percentages based on unlinked weighted data results

How early do you think service on Route 10 should begin on weekdays?

	Count	Percent
Before 4:00 am	221	16.02%
4:30 am	172	12.45%
5:00 am	289	20.96%
5:30 am	90	6.54%
6:00 am	281	20.42%
6:30 am	28	2.01%
7:00 am	18	1.33%
Don't know	279	20.27%
Total	1378	100.00%

*percentages based on unlinked weighted data results

How early do you think service on Route 10 should begin on weekends?

	Count	Percent
Before 4:00 am	163	11.80%
4:30 am	144	10.48%
5:00 am	175	12.71%
5:30 am	52	3.76%
6:00 am	273	19.80%
6:30 am	20	1.47%
7:00 am	222	16.11%
7:30 am	33	2.38%
Don't know	296	21.50%
Total	1378	100.00%

*percentages based on unlinked weighted data results

How late do you think service on Route 10 should end on weekdays?

	Count	Percent
6:00 pm	22	1.59%
6:30 pm	6	0.47%
7:00 pm	43	3.14%
7:30 pm	8	0.58%
8:00 pm	86	6.22%
8:30 pm	31	2.23%
9:00 pm	254	18.47%
later than 9:30 pm	588	42.69%
Don't know	339	24.61%
Total	1378	100.00%

*percentages based on unlinked weighted data results

How late do you think service on Route 10 should end on weekends?

	Count	Percent
6:00 pm	33	2.37%
7:00 pm	39	2.80%
7:30 pm	4	0.26%
8:00 pm	100	7.25%
8:30 pm	39	2.85%
9:00 pm	231	16.79%
later than 9:30 pm	581	42.19%
Don't know	351	25.49%
Total	1378	100.00%

*percentages based on unlinked weighted data results

Do You Ever Ride Route 11

	Count	Percent
No	1213	46.09%
Yes	1419	53.91%
Total	2632	100.00%

*percentages based on unlinked weighted data results

How early do you think service on Route 11 should begin on weekdays?

	Count	Percent
Before 4:00 am	396	27.92%
4:30 am	177	12.47%
5:00 am	291	20.50%
5:30 am	79	5.60%
6:00 am	291	20.52%
6:30 am	11	0.81%
7:00 am	28	1.98%
Don't know	145	10.21%
Total	1419	100.00%

*percentages based on unlinked weighted data results

How early do you think service on Route 11 should begin on weekends?

	Count	Percent
Before 4:00 am	356	25.10%
4:30 am	105	7.39%
5:00 am	216	15.19%
5:30 am	51	3.57%
6:00 am	336	23.69%
6:30 am	13	0.92%
7:00 am	173	12.20%
7:30 am	34	2.39%
Don't know	135	9.55%
Total	1419	100.00%

*percentages based on unlinked weighted data results

How late do you think service on Route 11 should end on weekdays?

	Count	Percent
6:00 pm	12	0.87%
6:30 pm	17	1.17%
7:00 pm	34	2.40%
7:30 pm	20	1.43%
8:00 pm	55	3.90%
8:30 pm	61	4.29%
9:00 pm	225	15.84%
later than 9:30 pm	799	56.33%
Don't know	196	13.78%
Total	1419	100.00%

*percentages based on unlinked weighted data results

How late do you think service on Route 11 should end on weekends?

	Count	Percent
6:00 pm	32	2.23%
6:30 pm	8	0.58%
7:00 pm	38	2.70%
7:30 pm	36	2.51%
8:00 pm	57	4.04%
8:30 pm	30	2.15%
9:00 pm	230	16.22%
later than 9:30 pm	786	55.41%
Don't know	201	14.15%
Total	1419	100.00%

*percentages based on unlinked weighted data results

Ride Frequency if Route 10 and 11 Times were Expanded

	Count	Percent
None	823	31.25%
One	147	5.59%
Two	314	11.95%
Three	392	14.90%
Four	173	6.56%
Five	213	8.10%
Six	57	2.18%
Seven	62	2.34%
More than seven	189	7.17%
Don't know	262	9.96%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Support for Allowing Dogs Onboard VINE Buses

	Count	Percent
Do not support	1061	40.33%
Support	1570	59.67%
Total	2632	100.00%

*percentages based on unlinked weighted data results

Race/Ethnicity

	Count	Percent
White	1212	40.78%
Hispanic	1059	35.61%
Black/African American	326	10.97%
Asian	160	5.37%
American Indian/Alaska Native	128	4.31%
Native Hawaiian/Pacific Islander	88	2.96%
Total	2973	100.00%

*percentages based on unlinked weighted data results

*multiple choices allowed

CHAPTER 7: SURVEY INSTRUMENT

The survey instrument is provided on the following pages.

17. Are you a student? (check the one response that BEST describes you)
- Not a student
 - Yes - College/university (specify institution's name): _____
 - Yes - student thru 12th grade
 - Yes - other (specify institution's name): _____
- 17a. **IF YOU ARE A STUDENT:** Have you been to school today since you last left home? Yes No
- 17b. **IF YOU ARE A STUDENT:** Will you be going to school (or going back to school) before going home today? Yes No
18. Including YOU, how many people live in your household? _____ people
19. Including YOU, how many people age 16 and older in your household are employed full-time or part-time? _____ people
20. How many drivable vehicles (cars, trucks, or motorcycles) are available to your household?
- None
 - One
 - Two
 - Three
 - Four or more
21. Do you have a valid driver's license? Yes No
22. In what year were you born? _____
23. Are you Hispanic, Latino or Spanish origin? Yes No
24. Are you? (check all that apply)
- American Indian/Alaska Native
 - Asian
 - Black/African American
 - Native Hawaiian/Pacific Islander
 - Other/White
 - Other: _____
25. Do you speak a language other than English at home? No Yes
- IF YES:** 25a. What language do you speak? _____
- 25b. How well do you speak English? Very Well Well Not well Not well at all
26. What is your home address? This information will help use plan routes that will better serve people where they live. If you do not want to provide this information, please provide the name of an intersection that is near your home (e.g., W. Main St. & N. Oak). If you are not from the Napa area, please enter the location where you are staying (friend's home, hotel, etc.)
- Home Address (or intersection): _____
- Home City: _____ Home Zip Code: _____
27. What is your gender? Male Female
28. Which of the following categories BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME before taxes?
- Less than \$10,000
 - \$10,000-\$24,999
 - \$25,000 - \$34,999
 - \$35,000 - \$39,999
 - \$40,000 - \$49,999
 - \$50,000-\$59,999
 - \$60,000-\$74,999
 - \$75,000 - \$99,999
 - \$100,000-\$149,999
 - \$150,000 or more

SERVICE ISSUES

29. Do you ever ride Route 10? Yes - answer 29a-d below No
- 29a. How early do you think service on Route 10 should begin on weekdays?
- Before 4:00 am
 - 4:30 am
 - 5:00 am
 - 5:30 am
 - 6:00 am
 - 6:30 am
 - 7:00 am
 - 7:30 am
 - Don't know
- 29b. How early do you think service on Route 10 should begin on weekends?
- Before 4:00 am
 - 4:30 am
 - 5:00 am
 - 5:30 am
 - 6:00 am
 - 6:30 am
 - 7:00 am
 - 7:30 am
 - Don't know
- 29c. How late do you think service on Route 10 should end on weekdays?
- 6:00 pm
 - 6:30 pm
 - 7:00 pm
 - 7:30 pm
 - 8:00 pm
 - 8:30 pm
 - 9:00 pm
 - later than 9:30 pm
 - Don't know
- 29d. How late do you think service on Route 10 should end on weekends?
- 6:00 pm
 - 6:30 pm
 - 7:00 pm
 - 7:30 pm
 - 8:00 pm
 - 8:30 pm
 - 9:00 pm
 - later than 9:30 pm
 - Don't know
30. Do you ever ride Route 11? Yes - answer 30a-d below No
- 30a. How early do you think service on Route 11 should begin on weekdays?
- Before 4:00 am
 - 4:30 am
 - 5:00 am
 - 5:30 am
 - 6:00 am
 - 6:30 am
 - 7:00 am
 - 7:30 am
 - Don't know
- 30b. How early do you think service on Route 11 should begin on weekends?
- Before 4:00 am
 - 4:30 am
 - 5:00 am
 - 5:30 am
 - 6:00 am
 - 6:30 am
 - 7:00 am
 - 7:30 am
 - Don't know
- 30c. How late do you think service on Route 11 should end on weekdays?
- 6:00 pm
 - 6:30 pm
 - 7:00 pm
 - 7:30 pm
 - 8:00 pm
 - 8:30 pm
 - 9:00 pm
 - later than 9:30 pm
 - Don't know
- 30d. How late do you think service on Route 11 should end on weekends?
- 6:00 pm
 - 6:30 pm
 - 7:00 pm
 - 7:30 pm
 - 8:00 pm
 - 8:30 pm
 - 9:00 pm
 - later than 9:30 pm
 - Don't know
31. If the hours of service on Route 10 and 11 were expanded to begin and end at the times you selected above, approximately how many more times would you ride Vine Transit each week?
- none
 - one
 - two
 - three
 - four
 - five
 - six
 - seven
 - more than seven
 - don't know
32. The VINE is considering a proposal that would allow passengers to bring their dogs onboard its buses. Knowing that certain standards and safety rules would apply, would you support allowing passengers to bring dogs on the bus?
- Yes
 - No

REGISTER TO WIN a \$100 Visa card

People who submit a completed survey will be entered in a random drawing for a Visa gift.
You must provide your name, phone number and/or e-mail address below to be eligible.

Your Name: _____ Phone Number: (____) _____

e-mail address: _____

Thank you for your help!

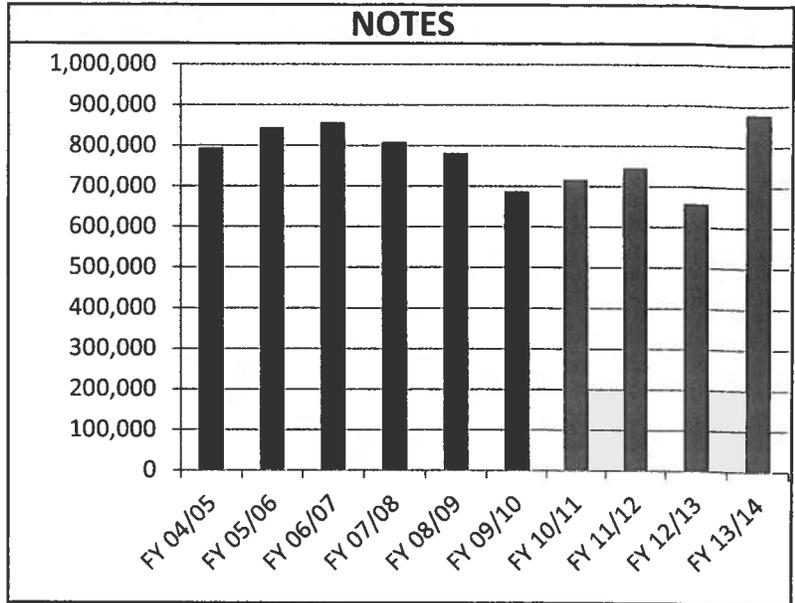
If you completed this survey before getting off the bus, please return this survey to the survey staff.
If you did not have time to complete the survey during your trip, please return it within 24 hours using the postage-paid envelope that was provided.

TRANSIT SERVICE ANALYSIS

DRAFT

July 2013 - June 2014

SYSTEMWIDE		
July - June		
2012/13	2013/14	
673,287	893,029	33%



RIDERS BY SERVICE			
July - June			
	2012/13	2013/14	
VINE Routes 1 - 11	517,906	707,241	37%
VINE Route 21		10,668	N/A
VINE Route 25	4,603	6,690	45%
VINE Route 29	29,250	38,913	33%
Am Can Transit	28,032	26,934	-4%
Calistoga Shuttle	18,222	21,989	21%
St. Helena Shuttle	9,153	16,212	77%
Yountville Trolley	29,826	29,255	-2%
VINE GO	19,525	21,127	8%
Taxi Program	9,972	7,786	-22%
Shared Vehicle Prg.	6,798	6,214	-9%

MILES BETWEEN ROAD CALLS	
2012/13	2013/14
1 per 15,428	1 per 26,092
Standard = 1 per 10,000 mi	

PREVENTABLE ACCIDENTS	
Per 100,000 miles	
2012/13	2013/14
Act = .5	Act = .8
Std. = 1.4	Std. = 1.6

	Weekday Passengers Per Revenue Service Hour	
	Goal	Actual
Route 1	12	7.7
Route 2	12	13.9
Route 3	12	13.6
Route 4	12	11.9
Route 5	12	11.7
Route 6	12	9.7
Route 7	12	6.1
Route 8	12	17.5
Route 10	12	9.5
Route 11	12	11.8
Route 21	7	5.4
Route 25	5	14.8
Route 29	7	5.8
Am Can Transit	5	6.0
Calistoga Shuttle	2	4.3
St. Helena Shuttle	2	5.2
Yountville Trolley	2	6.5

On Time Performance	
Oct '13 - June '14	
Goal	Actual
90%	96.8%
90%	91.8%
90%	91.9%
90%	95.4%
90%	89.6%
90%	92.7%
90%	90.6%
90%	89.0%
90%	77.4%
90%	78.2%
90%	90.0%
90%	89.1%
90%	83.1%

