



Date: July 21, 2006

Committee Meeting Dates: August 10, 2006

Board Meeting Date: August 31, 2006

BOARD MEMORANDUM

ACTION DISCUSSION INFO

TO: Technical Advisory Committee
 Santa Clara Valley Transportation Authority
 Board of Directors

THROUGH: Michael T. Burns
 General Manager

FROM: Carolyn M. Gonot
 Chief Development Officer

SUBJECT: 2005-2006 VTA Passenger Survey

FOR INFORMATION ONLY

A survey of VTA bus and light rail passengers was recently completed in Spring 2006. While a final report will be issued in September, the Committee will receive a presentation of overall survey results.

The 2005-2006 VTA On-Board Passenger Survey is the first comprehensive passenger survey of VTA fixed-route services since the 2000 Survey. VTA conducted surveys in three separate periods beginning in October 2005 and concluding on March 2006. VTA collected a total of 13,718 completed and usable surveys, resulting in a 29 percent response rate. The survey achieved a systemwide confidence level of 95 percent with a +/- 0.8 percent margin of error.

The survey itself was 29 questions and asked passengers to provide information in three categories: demographics, trip characteristics, and ratings of VTA services. The survey was offered in English, Spanish, Chinese and Vietnamese.

Survey results will be used in a wide variety of VTA programs and initiatives, including VTA's Comprehensive Operations Analysis, an effort to evaluate VTA's transit services and develop strategies for improvement. In addition, survey results are incorporated into the VTA Travel Demand Model and used in the development of marketing strategies and efforts such as the Annual Service Management Plan and Short Range Transit Plan.

Prepared by: Kevin Connolly, Transportation Planning Manager