
MENDOCINO COUNTYWIDE TRANSIT RIDERSHIP SURVEY



Final Report

Prepared for the
Mendocino Transit Authority

Prepared by



LSC Transportation Consultants, Inc.

Countywide Transit Ridership Survey

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February 11, 2015

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Executive Summary

STUDY PURPOSE AND CONTENT

A crucial ingredient to any successful organization is an understanding of the needs and perception of its customers. This is particularly important for public transit programs: if services are to be effective, they need to be tailored carefully to the direct customers of the organization – its passengers. To ensure long-term community acceptance and support, it is also important to have a clear understanding of the perceptions of the community as a whole – both those who use the service as well as those that do not.

This information is particularly important for the Mendocino Transit Authority (MTA), given the broad geographic scope and range of services that it provides. Aware of the importance of this information, the Mendocino Transit Authority retained the services of LSC Transportation Consultants, Inc. to conduct several surveys: (1) an on-board passenger survey of all MTA transit services, both in the summer and in the fall, (2) a general public telephone survey of residents throughout Mendocino County, and (3) a survey of social service program clients. As a whole, this information provides MTA staff and decision makers with the following:

- Background information to assist in setting goals and objectives, and to better respond to customer needs;
- Awareness in the general public of MTA' services and the effectiveness of existing marketing/public information efforts, as the basis for improvements in marketing strategies;
- An understanding of the factors that influence transportation decisions, and how best MTA can remove current barriers to transit use;
- Information on transit needs that can be used to craft service improvements; and
- General trends both within the ridership and the community as a whole that are impacting the need for and provision of transit services.

This document presents the methodologies and results of these surveys, along with a comparison with the most recent previous similar survey. An overview of the MTA services is presented in Chapter 1. Chapter 2 presents the on-board surveys, Chapter 3 presents the telephone survey, while Chapter 4 presents the agency client survey. In addition, key study findings and conclusions are provided in this Executive Summary.

ON-BOARD PASSENGER SURVEY KEY FINDINGS

Surveys were conducted on each weekday run of each route, as well as on the Dial-A-Ride service, with forms available in both Spanish and English. Surveys were conducted both in early August 2014 and again in late September/early October 2014. A total of 743 surveys were completed, which provides a statistical significance of plus or minus 4 percent at the 95th confidence level. Key findings were as follows:

- 93 percent of surveys were completed in English and 7 percent in Spanish. This is a reduction in the proportion completed in Spanish from the 12 percent level observed in the previous (2011) survey.
- Surveys were completed across the range of MTA routes and services. The highest proportion (33 percent in summer, 45 percent in fall) of respondents lived in Ukiah. The proportion living outside of Mendocino County was substantial in summer (15 percent) and lower in fall (3 percent), reflecting summertime tourist use. Among the reported residential locations of these visiting riders were Alaska, New York, New Mexico, Canada, United Kingdom and France.
- The highest proportion of passengers in summer were traveling for work (25 percent) while in fall 25 percent of trips were made for educational purposes. Since 2011, the proportion of trips made for college/vocational school has dropped slightly, while that made for K-12 education has increased slightly.
- The proportion of passengers transferring between MTA services was 25 percent in fall and 30 percent in summer (an increase from the 19 percent reported in 2011). This reflects the importance of MTA as an overall network of services. Much of the transfers are to/from Routes 9 and 20.
- In fall, 75 percent of riders indicated that they ride at least 2 days a week. This figure dropped to 57 percent in the summer, reflecting a greater proportion of visitor and non-work /non-school riders.
- MTA riders are loyal to the service, with a majority (53-54 percent) riding for three or more years. This is an increase from the 45 percent figure reported in 2011.
- Contrary to stereotypes, not all MTA passengers are dependent on transit for their mobility: 38-42 percent had a driver's license, 24-28 percent had a vehicle available for their trip, and only 18-22 percent had a disability that limits

mobility. The proportion that had a driver's license actually increased from the 36 percent level found in 2011.

- By age, MTA serves a broad spectrum of the community, with a substantial proportion of ridership in all age categories. In summer, the greatest proportion (28 percent) are age 26 to 44, while in fall the influx of students results in the greatest proportion (23 percent) among those under 19 years of age.
- A majority (53 percent) of summer riders indicated that they were employed. This proportion drops to 38 percent in the fall, when the proportion that are students increases to 34 percent.
- Despite the growth in internet and social media sources, the largest proportion of riders get their MTA service information from the printed schedules (48 percent), followed by the bus stop information. The MTA web page was indicated by 22 percent of all passengers. This is despite the fact that 51 percent of MTA passengers have internet access at home, and an additional 29 percent have internet access elsewhere.
- When asked to rate MTA services on a scale of 1 (poor) to 7 (excellent), passengers gave the service high overall scores, with fully 80 percent indicating a 6 or 7 and only 1 percent indicating a 1 or 2. While all service elements scored well, particularly high marks were given for driver courtesy, cleanliness of the buses, printed information, and the geographic coverage of the service. Relatively low marks were given for the schedule and for on-time performance. Overall rankings increased slightly from the 2011 results, with particular improvements in the website information, the telephone information services, and the fare levels.
- CC riders indicated a desire for additional mid-day service, particularly departures from Ft. Bragg in the 11 AM hour, from Willits in the Noon hour, and from Ukiah in the 1 PM and 2 PM hours.
- When asked what service or customer improvements they would most like to see, popular requests were for increased frequency (40 percent of all requests), Sunday service (39 percent), later Saturday service (35 percent) and new/extended routes (34 percent). Additional service to Santa Rosa, earlier runs, and bus stop improvements were cited less often. Detailed comments

indicated the following specific improvements with a relatively high proportion of requests:

- Saturday service in Fort Bragg
- Service along the ridge east of Gualala
- Saturday service to Mendocino
- Additional bus shelters, at a myriad of locations
- Service to Laytonville

GENERAL PUBLIC TELEPHONE SURVEY

A telephone survey was conducted in early August 2014, with households randomly selected throughout Mendocino County. Using bilingual English/Spanish surveyors, a total of 438 surveys were completed. This provides a margin of error of 4.6 percent at the 95th percentile confidence level. Results were compared, as available, with the results of a previous telephone survey conducted in 2002. Key survey results are as follows:

- 74 percent of respondents indicated they could name a transportation provider in Mendocino County, and 65 percent indicated “MTA” or “Mendocino Transit Authority”. 60 percent indicated they knew the name of the local public transportation system, of which 98 indicated MTA was the name. These figures are a reduction from the 2002 survey when 89 percent of non-MTA users cited MTA as the transportation provider, indicating an overall reduction in public awareness of MTA.
- 33 percent of all respondents indicated they had used MTA at one time or another and 15 percent indicated they had used it in the last year. The 33 percent figure is a slight (2 percentage points) increase over the 31 percent indicated in 2002.
- Of those that indicated they had stopped using MTA buses, 89 percent indicated that they replaced their ride by driving themselves. This is a substantial increase from the 71 percent that indicated likewise in 2002.
- Of those that indicated they are non-users (had not used MTA within the previous year), the large proportion indicated that the factor that limits their use is that they have a vehicle available (86 percent). This is followed by 26 percent that indicated the service does not stop by their home, and 10 percent that stated it does not operate frequently enough.

- 44 percent of respondents indicate they had seen advertising about transit services in the past year, a slight reduction from the 48 percent found in 2002. Of these, 52 percent had seen a newspaper ad, and 30 percent had heard a radio ad.
- When asked the benefits to them of public transportation, 42 percent of overall respondents indicated “no benefits” followed by 16 percent that said it provides mobility for those without a car and 7 percent that indicated it provides “backup” mobility when a car is not available.
- Conversely, when asked the benefits that public bus service provides its riders, 33 percent indicated mobility for persons without a car, 19 percent indicated that it improves overall mobility, and 19 percent stated that it saves money or gas.
- When asked directly: “Do you think transit should serve your community”, fully 90 percent of the general public answered in the affirmative. This consists of 98 percent of MTA users and 89 percent of non-users. By community, this positive response ranged from a low of 83 percent in the smaller communities, and ranged from 90 to 95 percent in the larger communities of Fort Bragg, Ukiah and Willits.
- When asked to rank the kind of job that MTA is doing on a scale of 1 (poor) to 10 (excellent), fully 25 percent of all respondents gave MTA a 10, while 67 percent gave a ranking of 8, 9 or 10. The average score was 7.8, consisting of 8.3 among MTA users and 7.7 among non-users. A comparison with the 2002 results indicates a positive trend in public perception of MTA services, increasing from an average score of 7.1 (7.4 among MTA users and 6.9 among non-users).
- A similar scoring question regarding Dial-A-Ride services generated even better results, with 40 percent indicating a 10, only 4 percent giving a low (1, 2 or 3) response, and an average score of 8.1 (8.2 among non-users and 7.9 among users). The 2002 survey responses included 11 percent giving a low score among users and 14 percent among non-users, which indicates that the service has apparently addressed much of the previous dissatisfaction among users and improved its overall public image.
- 72 percent of respondents indicated that MTA bus service is very valuable (consisting of 69 percent among non-users and 89 percent among users), while only 7 percent of non-users and 3 percent of users indicated it is not very valuable. There was a 10 percent shift from “very valuable” to “somewhat

valuable” among non-users from the 2002 survey to the 2014 survey, though little shift to “not very valuable.”

- 69 percent of those not using MTA services indicated they know how to get bus route and schedule information – an increase from 57 percent in 2002.
- 16 percent of non-users and 44 percent of MTA users have visited the MTA website.
- When non-users were asked what factors would encourage use of MTA services, the greatest response was for “routes to go where you want to go” and “buses go when you want to go.” Also, rising gas prices would encourage use, particularly if they ever exceed \$7 per gallon.
- 60 percent of non-MTA users indicated they would only use MTA transit services if they didn’t have a car available, which is down from the figure of 67 percent in 2002.
- Among non-MTA users, 64 percent indicated they were employed, which is identical to the proportion reported in 2002. The proportion of MTA users employed, however, has dropped from 62 percent to 47 percent (this may be in part a factor of increased student transportation on MTA). The average annual household income was \$31,600 among MTA users and \$53,600 for non-users. This represents a 23 percent increase among non-users since 2002 but a 9 percent drop among MTA users, indicating a widening “gap” between the two groups.
- The average number of drivers (2.0) is identical between households that use MTA services and households that do not. MTA-user households have an average of 2.0 vehicles, while non-users have 2.4.
- MTA users were asked to rank MTA service characteristics, on a scale of 1 (poor) to 7 (excellent). The phone survey results indicated an overall rank of 6.2, with fully 83 percent indicating a 6 or 7. The highest individual rankings were for driver courtesy, system safety, comfort of ride, on-time performance and bus cleanliness, while the lowest were for the reservation process.
- MTA users, when asked how they got information on MTA services, predominately indicated the printed schedules and bus stop information, with 10 percent visiting the MTA web page.

Chapter 1

Introduction and System Overview

An integral part of any efficient service organization is to have a good understanding of the customer, as well as the potential market. To gain this understanding, the Mendocino Transit Authority (MTA) has undertaken this survey of transit passengers as well as the general public. The passenger survey consisted of on-board surveys, conducted both during the summer (when schools were not in session) as well as during the fall (when schools were in session). The general public survey consisted of a countywide telephone survey, as well as a focused survey of social service agency clients.

MTA OVERVIEW

Reflecting the diversity of the service area and transit needs, MTA operates a wide range of services. As shown in Table 1, the following services are provided:

- **Dial-A-Ride** (DAR) service is provided in both the Ukiah and the Fort Bragg areas, Monday through Saturday. This service is available to the general public.
- The **Willits** local route (Route 1) consists of a single vehicle operating hourly service on weekdays.
- The **BraggAbout** service (Route 5) provides hourly weekday service in Fort Bragg.
- The **Ukiah Jitney** service (Route 7) consists of three runs (morning, mid-afternoon and late afternoon) in the Ukiah area.
- The **Willits - Ukiah** route (Route 20) operates six round-trips daily between Willits and Ukiah on weekdays. Some runs only operate as far south as Mendocino College, while others operate to downtown Ukiah.
- The **Coaster** (Route 60) operates 4 round trips each weekday between Fort Bragg and Navarro River Junction, where direct connections are available to Route 75 for service to and from Ukiah.
- The **CC Rider** service (Route 65) operates the longest route in the system, connecting Fort Bragg and Santa Rosa with one round trip per day, seven days a week.

TABLE 1: Mendocino Transit Service Summary

FY 2013-14 through June 30, 2014

Route / Run	Weekday Service		Saturday Service		Sunday Service		Fare		Annual Ridership and Service	
	From	To	Frequency	From	To	Frequency	Gen Pub	Discount	Passenger- Trips	Service Hours
Dial-A-Ride										
03 Ukiah - DAR	7:00 AM	6:00 PM	NA	10:00 AM	5:00 PM	NA	\$6.00	\$3.00	24,324	5,499
04 Fort Bragg - DAR	8:00 AM	6:00 PM	NA	10:00 AM	5:00 PM	NA	\$6.00	\$3.00	16,004	3,878
Total DAR									40,328	9,377
Inland Routes										
01 Willits	7:06 AM	5:54 PM	Hourly				\$1.50	\$0.75	12,479	2,255
07 Ukiah Jitney	3 X Daily @ 7:10 AM, 2:59 PM, 5:19 PM						\$1.50	\$0.75	5,571	349
09 Local	6:45	10:52 PM	30 Min	7:45 AM	5:16 PM	45 Min	\$1.50	\$0.75	189,192	10,154
20 Willits - Ukiah	6:35 AM	6:29 PM	6X per Day				\$1.50-\$3.00	\$0.75-\$1.50	43,447	3,548
Total Inland Routes									250,689	18,779
Coastal and Long Routes										
05 Bragg/About	8:00 AM	5:23 PM	Hourly				\$1.25-\$5.00	\$0.60-\$2.50	20,798	2,473
60 Coaster	7:18 AM	5:30 PM	4 RT / Day				\$1.25-\$5.00	\$0.60-\$2.50	17,316	1,492
65 CC Rider	7:03 AM SB	2:25 PM NB	1 RT / Day	Same As Weekday			\$1.50-\$23.00	\$0.75-\$11.50	15,115	3,302
75 Gualala	7:45 AM NB	2:50 PM SB	1 RT / Day	Same As Weekday			\$1.25-\$5.00	\$0.60-\$2.50	10,682	2,613
95 Pt Arena - Santa Rosa	8:00 AM SB	3:45 PM NB	1 RT / Day	Same As Weekday			\$1.25-\$8.00	\$0.60-\$4.00	7,439	3,170
Total Coastal & Long Routes									71,350	13,050
Total Public Service										362,367
Source: MTA										41,206

- **Route 75** connects Gualala with Ukiah on Mondays through Saturdays, providing one round-trip per day. Through a timed transfer at Navarro River Junction, convenient service is available to/from Fort Bragg on weekdays.
- **Route 95** consists of a single round-trip per day connecting Point Arena and Gualala with Santa Rosa via Bodega Bay. This operates seven days a week, though the AM run is later on Sunday than on the other six days.

Routes 1, 7, 9 and 20 are considered the Inland Routes, while Routes 5 and 60 to 95 are the Coastal and Long Routes.

Fares vary substantially by trip length, from a base fare of \$1.25 to \$1.50 for local fixed route service to as high as \$23.00 for the longest trip. Half-fares are provided for seniors and persons with disabilities.

A total of 362,357 one-way passenger-trips were carried in Fiscal Year 2013-14. Of this total, 11 percent was carried on the DAR service, 69 percent on the Inland Routes, and 20 percent on the Coastal and Long Routes. In sum, 41,206 vehicle-hours of service were provided, consisting of 23 percent on the DAR service, 45 percent on the Inland Routes, and 32 percent on the Coastal and Long Routes.

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PURPOSE

Onboard surveys were conducted in order to learn the travel patterns and demographics of riders, their opinions on service characteristics, and which improvements they most desire. Additionally, the survey forms were developed so data could be tracked with previous onboard surveys conducted in September, 2011. The current surveys were conducted in August, 2014, when schools were not in session and more tourists were riding, as well as in late September and early October, 2014, when K-12 schools and Mendocino College were in session. This provided survey results which vary based on the number of tourists versus students using the services. As a result, the answers analyzed in this Chapter make comparisons by season, and, where appropriate, compare the results of the 2014 survey responses to those of found in the 2011 survey.

ON-BOARD SURVEY METHODOLOGY

Surveys were prepared, in both English and Spanish. These were developed as a folded 11 X 17 two-sided form.

Surveyors were either hired through MendoLake Staffing Inc. or directly through LSC as temporary employees. LSC staff provided training consisting of discussing the survey purpose, reviewing survey instruments and materials required for the survey, and discussing expected behavior and conduct for administering the survey. Written survey instructions, attached in Appendix A, were provided to each of the surveyors. Surveyors practiced role-playing on a parked bus to simulate the survey process. The consultant project managers met with surveyors early during their first shifts and frequently throughout the survey to ensure surveyors were correctly following procedures and to answer any questions regarding conduct of the survey. For regional routes with relatively low ridership and long travel times, MTA employees and drivers conducted some of the surveys.

Surveys were conducted in the summer between August 5, 2014 and August 7, 2014. All runs of each fixed route were surveyed. In addition, surveyors were placed on both Dial-A-Ride services in Fort Bragg and Ukiah for a total of eight operating hours each. Surveys were also conducted in the fall from September 15, 2014 to October 3, 2014, in order to capture any increased student usage. Fall surveys were not conducted on DAR or on Route 95, as student ridership on these services is minimal.

During the surveys, a trained surveyor distributed the self-administered surveys to every boarding passenger who appeared over the age of 12. The surveyors were generally available to assist riders in completing the survey forms and were instructed

to help disabled passengers in particular. Survey forms were provided on card stock so that a lap was a sufficient surface, and pencils were supplied to passengers completing forms. Completed survey forms were collected by the surveyors and inserted into a labeled envelope, with one envelope provided for each run. The completed surveys were then entered into a spreadsheet program for analysis.

SURVEY RESULTS

A total of 371 valid surveys were completed in the summer survey effort, and 372 in the fall. Considering the average weekday MTA ridership (approximately 1,340 boardings), this indicates that 28 percent of all passengers completed a survey. These surveys yielded a statistical significance of plus or minus 4 percentage points at the 95th percent confidence level for a 50 percent response. In other words, if the overall reported response is 50 percent, there is a 95 percentile chance that the actual result is between 46 and 54 percent. The confidence interval decreases as the response approaches 0 percent or 100 percent; if the overall reported response is 95 percent, for example, there is a 95 percentile chance that the actual result is between 93 and 97 percent.

The most recent previous survey was conducted in September of 2011. Where available, comparisons with this previous survey are provided.

Language in Which Survey Was Completed

As shown in Table 2, overall 93 percent of surveys were completed on the English version of the form, and 7 percent on the Spanish version. This proportion did not vary significantly between the summer and fall surveys. The previous survey conducted in 2011 was completed in Spanish for 12 percent of the responses, while an earlier survey conducted in 2005 generated 15 percent Spanish responses.

Table 2: In what language survey was answered.							Data Bars
Responses	Season				Total		
	Summer		Fall				
	Count	%	Count	%	Count	%	
English	300	91%	349	95%	649	93%	<div></div>
Spanish	30	9%	18	5%	48	7%	<div></div>
Total	330	100%	367	100%	697	100%	



Service and Route on Which Survey Was Completed

In the summer survey, 5 percent of respondents were riding the Ukiah Dial-A-Ride, while the remaining 95 percent were riding fixed route services. Over both surveys, 50 percent of responses were generated by persons riding Route 9 (Ukiah Local). This proportion was higher in the fall (57 percent) and lower in the summer (38 percent). Other routes with relatively high number of responses overall were Route 20 (Willits/Ukiah) with 17 percent and Route 60 (Coaster) with 14 percent. Overall, 74 percent of respondents were on Inland Routes, and 26 percent were on Coast/Long

Distance Routes. The proportion was relatively high in the summer on the Coast/Long Distance Route (43 percent) and relatively high in the fall on the Inland Routes (84 percent). In 2011, 64 percent of respondents were on the Inland Routes

Table 3: Which route are you on?							Data Bars
Responses	Season				Total		
	Summer		Fall				
	Count	%	Count	%	Count	%	
Route 60 Coaster	41	22%	29	9%	70	14%	<div></div>
Route 75 Gualala/U/Ft B	25	13%	20	6%	45	9%	<div></div>
Route 95 So Mendocino/SR	14	7%	0	0%	14	3%	<div></div>
Route 1 Willits Local	12	6%	17	5%	29	6%	<div></div>
Route 7 Ukiah Jitney	1	1%	8	3%	9	2%	<div></div>
Route 9 Ukiah Local	72	38%	178	57%	250	50%	<div></div>
Route 20 Willits/Ukiah	23	12%	60	19%	83	17%	<div></div>
Subtotal: Inland	108	57%	263	84%	371	74%	<div></div>
Subtotal: Coast/Long Distance	80	43%	49	16%	129	26%	<div></div>
Total	188	100%	312	100%	500	100%	

Question 1 – What time did you board the bus?

As shown in Table 4, the largest proportion (15 percent) boarded in the 8:00 AM hour, followed by 12 percent in the 10 AM hour and 11 percent in the 4 PM hour. Note that a higher survey refusal rate is typically seen in the afternoon, as passengers indicate that they have already filled out a form earlier in the day. There were only minor differences between the summer and fall survey regarding this question. This information was not summarized in the previous survey.

Table 4: Question 1 -- What time did you board the bus?							Data Bars
Responses	Season				Total		
	Summer		Fall				
	Count	%	Count	%	Count	%	
6:00 - 7:00 AM	3	1%	4	1%	7	1%	<div></div>
7:00 - 8:00 AM	44	13%	57	16%	101	15%	<div></div>
8:00 - 9:00 AM	47	14%	24	7%	71	10%	<div></div>
9:00 - 10:00 AM	51	15%	32	9%	83	12%	<div></div>
10:00 - 11:00 AM	24	7%	24	7%	48	7%	<div></div>
11:00 - 12:00 Noon	20	6%	21	6%	41	6%	<div></div>
12:00 - 1:00 PM	15	4%	35	10%	50	7%	<div></div>
1:00 - 2:00 PM	13	4%	26	7%	39	6%	<div></div>
2:00 - 3:00 PM	31	9%	21	6%	52	8%	<div></div>
3:00 - 4:00 PM	36	11%	43	12%	79	11%	<div></div>
4:00 - 5:00 PM	21	6%	20	6%	41	6%	<div></div>
5:00 - 6:00 PM	22	6%	14	4%	36	5%	<div></div>
6:00 - 7:00 PM	5	1%	12	3%	17	2%	<div></div>
7:00 - 8:00 PM	1	0%	3	1%	4	1%	<div></div>
8:00 - 9:00 PM	3	1%	6	2%	9	1%	<div></div>
Unspecified Morning	3	1%	8	2%	11	2%	<div></div>
Unspecified Afternoon	3	1%	1	0%	4	1%	<div></div>
Total	342	100%	351	100%	693	100%	

Question 2: In which community do you live?

Ukiah was the most prevalent residence of survey respondents, as shown in Table 5, with 33 percent overall (28 percent in summer and 38 percent in fall). This is followed by 16 percent in Mendocino, 15 percent in Fort Bragg, and 12 percent in Willits. It should be noted that given the town of Mendocino had a population of 894 in 2010, it is

unlikely that 16 percent of respondents live there: it is more likely that respondents listed the County rather than the Community, despite survey instructions. Additionally, 17 riders in summer and 10 riders in the fall listed "other" communities within Mendocino County. These included locations such as Albion, Gualala, Calpella, Pudding Creek and Caspar.

The proportion of respondents indicating they live outside Mendocino shifted from 15 percent in summer to only 3 percent in fall. In comparison, the fall 2011 survey found a higher proportion living in Ukiah (45 percent) and Fort Bragg (15 percent), but a lower proportion living in Mendocino (1 percent), Willits (9 percent) and outside of Mendocino County (3 percent).

Table 5: Question 2 -- In which community do you live?							Data Bars
Responses	Season				Total		
	Summer		Fall				
	Count	%	Count	%	Count	%	
Coast	22	7%	23	7%	45	7%	<div></div>
Anderson Valley	16	5%	0	0%	16	2%	<div></div>
Fort Bragg	58	17%	45	13%	103	15%	<div></div>
Mendocino ¹	36	11%	70	20%	106	16%	<div></div>
Redwood Valley	7	2%	12	3%	19	3%	<div></div>
Ukiah	93	28%	130	38%	223	33%	<div></div>
Willits	37	11%	47	14%	84	12%	<div></div>
Other	17	5%	10	3%	27	4%	<div></div>
Outside Mendocino County	51	15%	9	3%	60	9%	<div></div>
Total	337	100%	346	100%	683	100%	
Note 1: It is assumed some respondents gave this answer indicating the County, not the Community.							

Note 1: It is assumed some respondents gave this answer indicating the County, not the Community.

The responses for those residing out of the county provide an interesting snapshot of the variety of people using MTA services in the summer:

Ames, Iowa (2)	Morro Bay	San Francisco (2)
Bodega (2)	New Mexico	Santa Cruz
Canada	New York	Sebastopol
Colorado	Oakland (2)	Solano
France	Oregon	Sonoma (5)
Fresno	Petaluma	Taos
Jenner (2)	Ridgecrest	United Kingdom
Ketchikan, AK	Roseburg, OR	Washington State
Lake County (3)	San Diego	

Question 3: Once leaving home today, what destination are you traveling to or from on MTA?

When asked their trip destination after leaving home, the highest proportion (45 percent) indicated Ukiah, along with an additional 9 percent indicating Mendocino College, as shown in Table 6. Other popular destinations were Fort Bragg (18 percent), Mendocino (14 percent) and Willits (13 percent). While the proportion destined to Ukiah and Mendocino stayed relatively constant between the summer and fall surveys,

the fall proportion exceeded the summer proportion traveling to Willits (9 percent versus 17 percent) to Mendocino College (5 percent versus 13 percent) and Point Arena (2 percent versus 6 percent). On the other hand, the proportion dropped from summer to fall for trips to Fort Bragg (22 percent versus 14 percent) and Santa Rosa (9 percent versus 2 percent). Note that the fact that Route 95 was not included in the fall survey may well have impacted the fall results.

Table 6: Question 3 -- Once leaving home today, what destination are you traveling to or from on MTA?						
<i>(Multiple answers allowed)</i>						
Responses	Season				Total	
	Summer		Fall			
	Count	Response s	Count	% of Responses	Count	Response s
Fort Bragg	76	18%	52	12%	128	15%
Casper	3	1%	0	0%	3	0%
Mendocino	53	13%	49	11%	102	12%
Little River	2	0%	1	0%	3	0%
Albion	0	0%	2	0%	2	0%
Elk	2	0%	0	0%	2	0%
Manchester	0	0%	0	0%	0	0%
Pt Arena	8	2%	21	5%	29	3%
Sea Ranch	2	0%	0	0%	2	0%
Anderson Valley	5	1%	0	0%	5	1%
Hopland	3	1%	4	1%	7	1%
Santa Rosa	33	8%	9	2%	42	5%
Ukiah	153	36%	168	38%	321	37%
Willits	31	7%	63	14%	94	11%
Mendocino College	16	4%	47	11%	63	7%
Other	35	8%	24	5%	59	7%
Total Responses	422	100%	440	100%	862	100%
Total Respondents	350	--	362	--	712	--

Question 4: What is the purpose of your trip today?

MTA passengers travel for a wide variety of reasons. In summer, 25 percent of respondents indicated they were traveling for work, 20 percent for shopping, 14 percent for personal errands, 10 percent for recreation/social, and 10 percent for medical/dental reasons. Not surprisingly, the proportion of passengers traveling for school (5 percent) or college/vocational school (4 percent) were relatively low. In fall, educational trips consisted of a quarter of all passenger trips, with 12 percent traveling to K-12 schools and 13 percent to college or vocational schools. Work, medical/dental and recreation/social trips were lower in fall than in summer, while other trip purposes remained relatively constant. Note that multiple answers were allowed, and 20 percent of respondents indicated multiple trip purposes.

Table 7: Question 4: What is the purpose of your trip today?						
<i>(Multiple answers allowed)</i>						
Responses	Season				Total	
	Summer		Fall			
	Count	Response s	Count	% of Responses	Count	Response s
Work	94	25%	82	18%	176	24%
Shopping	76	20%	86	19%	162	22%
K-12 School	20	5%	57	13%	77	11%
College/Vocational School	13	3%	62	14%	75	10%
Social Services	15	4%	14	3%	29	4%
Medical/Dental	37	10%	32	7%	69	10%
Personal Errands	53	14%	63	14%	116	16%
Recreation/Visiting (Social)	38	10%	24	5%	62	9%
Other	29	8%	31	7%	60	8%
Total Responses	375	100%	451	100%	766	114%
Total Respondents	357	--	365	--	722	--

Comparing the fall 2011 survey with the fall 2014 survey indicates that the proportion of college/vocational school trips has dropped slightly in the three years (from 15 percent to 13 percent), while K-12 school trips have increased from 10 percent to 12 percent. The proportion of trips made for work has dropped (25 percent to 21 percent), while the proportion for shopping has increased (from 16 percent to 19 percent) along with trips for personal errands (9 percent to 14 percent).

Table 8 presents a cross-tabulation of trip purpose for each individual route. Overall, this reflects the significant impact which education trips make on the system. In summer, only Route 60 (Coaster) carries a significant number of school trips in summer. In fall, however, education trips were a substantial proportion of ridership on Routes 7, 9, and 20. Also of note is the high proportion of recreation / social trips, particularly on Route 65 in both summer and fall and on Route 1 in the fall.

Table 8: Trip Purpose by Route and by Season									
	Work	Shopping	K-12 Schools	College/ Vocational School	Social Services	Medical/ Dental	Personal Errands	Recreation / Social	Other
SUMMER SURVEY									
<u>Number of Valid Responses</u>									
DAR	8	5	0	2	1	2	1	1	0
1	6	3	0	0	0	3	1	1	0
5	4	14	0	0	2	3	3	1	1
7	0	1	0	0	0	0	0	0	0
9	20	18	0	6	5	8	14	3	8
20	8	2	2	0	1	4	4	2	3
60	5	5	17	0	1	2	5	2	1
65	18	5	1	6	2	3	10	15	7
75	7	11	0	0	0	4	2	4	1
<u>Percent of Valid Responses</u>									
DAR	40%	25%	0%	10%	5%	10%	5%	5%	0%
1	43%	21%	0%	0%	0%	21%	7%	7%	0%
5	14%	50%	0%	0%	7%	11%	11%	4%	4%
7	0%	100%	0%	0%	0%	0%	0%	0%	0%
9	24%	22%	0%	7%	6%	10%	17%	4%	10%
20	31%	8%	8%	0%	4%	15%	15%	8%	12%
60	13%	13%	45%	0%	3%	5%	13%	5%	3%
65	27%	7%	1%	9%	3%	4%	15%	22%	10%
75	24%	38%	0%	0%	0%	14%	7%	14%	3%
FALL SURVEY									
<u>Number of Valid Responses</u>									
1	3	7	0	0	0	1	4	6	1
5	5	10	3	2	3	2	1	1	3
7	2	1	3	1	0	1	0	1	1
9	41	52	5	44	10	19	37	2	18
20	19	14	8	10	1	4	11	5	6
60	5	1	17	0	0	1	3	1	0
65	7	1	1	3	0	3	4	7	0
75	0	0	20	0	0	0	0	0	0
<u>Percent of Valid Responses</u>									
1	14%	32%	0%	0%	0%	5%	18%	27%	5%
5	17%	33%	10%	7%	10%	7%	3%	3%	10%
7	20%	10%	30%	10%	0%	10%	0%	10%	10%
9	18%	23%	2%	19%	4%	8%	16%	1%	8%
20	24%	18%	10%	13%	1%	5%	14%	6%	8%
60	18%	4%	61%	0%	0%	4%	11%	4%	0%
65	27%	4%	4%	12%	0%	12%	15%	27%	0%
75	0%	0%	100%	0%	0%	0%	0%	0%	0%

Question 5: Will you transfer to complete your trip today?

As shown in Table 9, overall 27 percent of passengers indicated that their trip included a transfer. This proportion is relatively high in summer (30 percent) and low in fall (25 percent). In 2011, only 19 percent indicated that they transfer.

Table 9: Question 5 -- Will you transfer to complete your trip today?							Data Bars
Responses	Season				Total		
	Summer		Fall				
	Count	%	Count	%	Count	%	
Yes	105	30%	90	25%	195	27%	<div></div>
No	248	70%	267	75%	515	73%	<div></div>
Total	353	100%	357	100%	710	100%	

Data Bars

Table 10 indicates that, of those transferring in summer, the largest proportions transfer to or from Route 9 (19 percent), Route 20 (16 percent) and Route 60 (15 percent). Reflecting MTA's role in the larger regional transit network, 26 percent of transfers were to/from other systems (Sonoma County Transit, Golden Gate Transit or Airport Express). Transfers increased substantially to Routes 9 and 20 in the fall (39 percent and 33 percent, respectively), dropping substantially for Golden Gate Transit (1 percent) Sonoma County Transit (3 percent) and Route 50 (7 percent). This information was not evaluated in the 2011 survey.

Table 10: Route Transferring To or From								
Responses		Season				Data Bars		
		Summer		Fall				Total
		Response s		% of Responses				
Count	s	Count	Responses	Count	s			
Route 1	2	3%	5	6%	7	4%	<div></div>	
Route 5	6	8%	4	5%	10	6%	<div></div>	
Route 7	4	5%	6	7%	11	7%	<div></div>	
Route 9	14	18%	28	34%	42	26%	<div></div>	
Route 20	12	16%	24	29%	36	23%	<div></div>	
Route 60	11	14%	5	6%	16	10%	<div></div>	
Route 65	0	0%	1	1%	1	1%	<div></div>	
Route 75	2	3%	1	1%	3	2%	<div></div>	
Route 95	4	5%	0	0%	4	3%	<div></div>	
Dial-a-Ride	5	6%	3	4%	8	5%	<div></div>	
Golden Gate Transit	7	9%	1	1%	9	6%	<div></div>	
Sonoma Co Transit	7	9%	2	2%	10	6%	<div></div>	
Airport Express	3	4%	3	4%	6	4%	<div></div>	
Total Responses	77	100%	83	100%	160	102%		
Total Respondents	75	--	72	--	147	--		

Data Bars

Question 6: Are you making a round trip on MTA today?

Overall, 56 percent of MTA passengers made a round-trip on their day of travel, as shown in Table 11. This proportion does not change significantly between the summer and fall surveys. This question was only asked on Coast Routes in 2011, which indicated that more than half were making one-way trips.

Table 11: Question 6 – Are you making a round trip on MTA today?							Data Bars
Responses	Season				Total		
	Summer		Fall				
	Count	%	Count	%	Count	%	
Yes	189	57%	203	56%	392	56%	<div></div>
No	144	43%	158	44%	302	44%	<div></div>
Total	333	100%	361	100%	694	100%	

Question 7: How often do you ride MTA or Dial-a-Ride?

As shown in Table 12, the preponderance of persons riding MTA in the fall was frequent riders, with 45 percent riding daily and an additional 30 percent riding at least 2 days a week. Only 3 percent indicated that they were riding for the first time. In comparison, the summer survey indicated 11 percent of passengers were riding for the first time, and only 27 percent were riding daily. This is another indication of summer tourist ridership. Daily riders were a high proportion of the Inland Routes, and a very low proportion of the Long Distance Routes. The 2011 asked this question differently, specifically asking the number of days per week a passenger typically boards. The overall pattern of use was similar.

Table 12: Question 7 -- How often do you ride MTA or Dial-a-Ride?							Data Bars
Responses	Season				Total		
	Summer		Fall				
	Count	%	Count	%	Count	%	
Daily	97	27%	166	45%	263	37%	<div></div>
2-4 Days/Week	106	30%	111	30%	217	30%	<div></div>
1 Day/Week	25	7%	16	4%	41	6%	<div></div>
1-4 Days/Month	44	12%	34	9%	78	11%	<div></div>
Less Than 1 Day/Month	45	13%	28	8%	73	10%	<div></div>
First Time	38	11%	10	3%	48	7%	<div></div>
Total	355	100%	365	100%	720	100%	

Question 8: How did you pay for your fare today?

This question engendered substantial differences between summer and fall ridership. As shown in Table 13, 63 percent of summer passengers paid with cash, while 25 used a punch pass and 12 percent used a monthly pass. While the proportion using a monthly pass in the fall increased only slightly (to 15 percent), the proportion using a punch pass increased to 40 percent while the proportion paying cash dropped to 44 percent.

Table 13: Question 8 -- How did you pay for your fare today?							Data Bars
Responses	Season				Total		
	Summer		Fall				
	Count	%	Count	%	Count	%	
Cash	220	63%	158	44%	378	54%	<div></div>
Punch Pass	87	25%	143	40%	230	33%	<div></div>
Monthly Pass	41	12%	55	15%	96	14%	<div></div>
Total	348	100%	356	100%	704	100%	

Monthly pass use on the Coastal Routes was found to be 16 percent of all boardings in summer and 23 percent in fall. This is a significant change from the proportion seen in the 2011 fall survey, where only 2 percent were using a monthly pass.

Question 9: What year did you start using MTA services?

As shown in Table 14, a majority of MTA passengers have been riding for three years or more (starting in 2011 or before), consisting of 54 percent in summer and 53 percent in fall. In both surveys, 14 percent indicated that they started riding in 2014, while 11 percent of summer and 5 percent of fall ridership was riding for the first time.

Table 14: Question 9 -- What year did you start using MTA services?							
Responses	Season				Total		Data Bars
	Summer		Fall				
	Count	%	Count	%	Count	%	
2011 Or Before	191	54%	191	53%	382	53%	<div></div>
2012	28	8%	56	16%	84	12%	<div></div>
2013	48	14%	47	13%	95	13%	<div></div>
2014	49	14%	50	14%	99	14%	<div></div>
Today Is 1st Time	39	11%	17	5%	56	8%	<div></div>
Total	355	100%	361	100%	716	100%	

Data Bars

In comparing with the 2011 survey, the proportion of long-time users has increased over the three years. In the 2011 survey, only approximately 45 percent indicated that they had been riding for three years or more. This trend may indicate a higher level of loyalty to the transit service, a greater stability in the region as the effects of the Great Recession are further in the past, or a slowing in the transit service's ability to attract new ridership.

Question 10: Was there a vehicle that you could have used today?

As shown in Table 15, 24 percent of summer riders and 28 percent of fall riders had a vehicle available. This proportion has not changed since the 2011 survey.

Table 15: Question 10: Was there a vehicle that you could have used today?						Data Bars	
Responses	Season				Total		
	Summer		Fall				
	Count	%	Count	%	Count		%
Yes	84	24%	99	28%	183	26%	<div></div>
No	262	76%	256	72%	518	74%	<div></div>
Total	346	100%	355	100%	701	100%	

Data Bars

Question 11: Do you have a disability that limits mobility?

In summer, 22 percent of passengers indicated they had a mobility disability, compared with 18 percent in fall, as shown in Table 16. This fall percentage is unchanged from that reported in the 2011 survey.

Table 16: Question 11: Do you have a disability that limits mobility?							Data Bars
Responses	Season				Total		
	Summer		Fall				
	Count	%	Count	%	Count	%	
Yes	77	22%	65	18%	142	20%	<div></div>
No	280	78%	292	82%	572	80%	<div></div>
Total	357	100%	357	100%	714	100%	

Data Bars







Question 12: Do you have a driver's license?

As shown in Table 17, 42 percent of summer passengers and 38 percent of fall passengers indicated that they had a driver's license. This is slightly higher than the 36 percent reported in the 2011 survey.

Table 17: Question 12 – Do you have a driver's license?							Data Bars
Responses	Season				Total		
	Summer		Fall				
	Count	%	Count	%	Count	%	
Yes	153	42%	137	38%	290	40%	<div></div>
No	210	58%	228	62%	438	60%	<div></div>
Total	363	100%	365	100%	728	100%	

Question 13: If MTA did not exist, how would you have made your trip today?

In summer, 39 percent of MTA passengers would need to get a ride from someone else if MTA were not available, followed by 24 percent that would walk, 21 percent that would not be able to make their trip, 9 percent that would drive, and 6 percent that would bike. These figures are presented in Table 18. The fall proportions vary in that the proportion that would walk increases to 31 percent and the proportion biking increases to 9 percent, while other categories fall. This higher proportion for biking and walking in the fall reflects that school trips can more readily be substituted with these shorter-distance modes.

Responses	Season				Total		Data Bars
	Summer		Fall				
	Response		% of Responses		Response		
	Count	s	Count	Responses	Count	s	
Drive alone	35	10%	33	8%	68	9%	
Get a ride	140	39%	149	36%	289	37%	
Walk	87	24%	130	31%	217	28%	
Bike	22	6%	36	9%	58	7%	
Would not make trip	77	21%	64	15%	141	18%	
Hitchhike (write-in answer)	2	1%	3	1%	5	1%	
Total Responses	363	100%	415	100%	778	100%	
Total Respondents	359	--	357	--	716	--	

In the 2011 survey, this question was only asked of Coast riders. Of those, a lower proportion indicated that they would walk (16 percent) or bike (2 percent), which reflects the longer trip distances of Coast services, while a higher proportion would get a ride (43 percent) or simply not make the trip (21 percent).

Question 14: What is your age?

The highest proportion (28 percent) of summer riders is age 26 to 44, followed by 45-59 (22 percent), with 19 percent age 60 or above, 17 percent 19 to 25 and 15 percent under age 19. These figures are shown in Table 19. With the influx of students, the fall survey has a higher proportion of youth (23 percent) and young adults (21 percent). Comparison with the 2011 fall survey indicates that youth ridership has increased

substantially (from 14 percent to 23 percent), while the proportion age 26 to 44 has dropped by 6 percent.

Table 19: Question 14 -- What is your age?							Data Bars
Responses	Season				Total		
	Summer		Fall				
	Count	%	Count	%	Count	%	
Under 19	52	15%	82	23%	134	19%	<div></div>
19 - 25	59	17%	74	21%	133	19%	<div></div>
26 - 44	100	28%	83	23%	183	26%	<div></div>
45 - 59	77	22%	70	19%	147	21%	<div></div>
60 - 74	56	16%	44	12%	100	14%	<div></div>
75 or Older	10	3%	6	2%	16	2%	<div></div>
Total	354	100%	359	100%	713	100%	

Question 15: How would you describe your occupation status?

In summer, 53 percent of riders indicated they were employed, as shown in Table 20. Students comprised 16 percent of riders, while 12 percent indicated they were retired. In fall, the proportion of ridership that is students increased to 34 percent, while the proportion employed dropped to 38 percent. The proportion indicating they are Mendocino College students was 4 percent in summer and 13 percent in fall.

Table 20: Question 15 -- How would you describe your occupation status?							Data Bars
Responses	Season				Total		
	Summer		Fall				
	Count	%	Count	%	Count	%	
Employed Full Time	85	24%	57	13%	141	18%	<div></div>
Employed Part Time	72	20%	79	18%	151	19%	<div></div>
Homemaker	20	6%	18	4%	38	5%	<div></div>
Displaced/Not Employed	19	5%	26	6%	44	6%	<div></div>
Unemployed	29	8%	30	7%	58	7%	<div></div>
Retired	43	12%	35	8%	78	10%	<div></div>
Other	30	8%	42	10%	72	9%	<div></div>
Student	55	16%	142	33%	202	26%	<div></div>
<i>Middle or HS Student</i>	36	65%	44	31%	80	40%	<div></div>
<i>Mendocino College Student</i>	16	29%	53	37%	69	34%	<div></div>
<i>Other type of student</i>	4	7%	7	5%	11	5%	<div></div>
Total	353	100%	429	100%	782	100%	

The 2011 survey asked this question in a different manner ("student" was not provided as an employment status choice, and student status was asked in a separate question), making a direct comparison difficult. That survey found that 45 percent were employed, indicating a drop in this category. The proportion indicating that they were a college study (23 percent) was higher in 2011.

Question 16: Which do you consider yourself? (Race or Ethnicity)

Responses to this question are summarized in Table 21 (multiple answers were allowed). Overall, 58 percent of passengers indicated they were White, 21 percent indicated they were Hispanic, 7 percent indicated they were Native American or "other", 4 percent indicated they were African American, and 2 percent indicated they were multiple races. These proportions did not vary significantly between the summer and fall surveys, except that the Native American proportion was 3 percent in the summer

and 8 percent in the fall. The 2011 survey asked this question on the inland services only, which indicated 57 percent White, 27 percent Hispanic, 12 percent Native American, 5 percent African American, and 2 percent Asian. This previous survey did not provide the options of “other” and “multiple races”.

Table 21: Question 16 -- Which do you consider yourself?							Data Bars
Responses	Season				Total		
	Summer		Fall				
	Count	%	Count	%	Count	%	
White	203	58%	196	57%	399	58%	<div></div>
Hispanic	77	22%	69	20%	146	21%	<div></div>
Asian	10	3%	3	1%	13	2%	<div></div>
African American	14	4%	15	4%	29	4%	<div></div>
Native American	18	5%	27	8%	45	7%	<div></div>
Other	29	8%	16	5%	45	7%	<div></div>
Multiple Races	0	0%	15	4%	15	2%	<div></div>
Total	351	100%	341	100%	692	100%	

Question 17: How do you get your information about MTA services?

Multiple answers were allowed for this question, which is summarized in Table 22. The most popular response was the printed schedules (48 percent), followed by the bus pole sign and MTA web page, at 22 percent each. The bus driver was also an important source of information, with 16 percent of the total, followed by friends/relatives at 14 percent. A relatively high proportion of passengers surveyed in the fall indicated that the printed schedule, bus pole sign and bus driver were important sources of information, at 54 percent, 28 percent and 20 percent, respectively. This question was not included in the 2011 survey.

Table 22: Question 17 -- How do you get your information about MTA services? (Multiple answers allowed)							Data Bars
Responses	Season				Total		
	Summer		Fall				
	Count	Responses	Count	% of Responses	Count	Responses	
Printed Schedules	132	34%	185	33%	317	34%	<div></div>
Bus Pole Signs	50	13%	96	17%	146	15%	<div></div>
Bus Shelters	23	6%	52	9%	75	8%	<div></div>
MTA Web Page	70	18%	73	13%	143	15%	<div></div>
Bus Driver	37	10%	67	12%	104	11%	<div></div>
Automated Phone System	4	1%	12	2%	16	2%	<div></div>
MTA Phone Operator	11	3%	20	4%	31	3%	<div></div>
Friends/Relatives	52	13%	42	8%	94	10%	<div></div>
Other	8	2%	11	2%	19	2%	<div></div>
Total Responses	387	100%	558	100%	945	100%	
Total Respondents	328	--	338	--	666	--	

Question 18: How do you get access to the internet?

Reflecting society as a whole, a majority (51 percent) of MTA passengers have internet access at home, consisting of 43 percent that have high-speed service and 8 percent with low speed service. These results are shown in Table 23. A smartphone is the source of internet service for 21 percent, followed by 10 percent with a text-only cell phone, 9 percent that get access at a library, and 2 percent at an internet café. Fully 20 percent indicate that they do not have regular internet access. Summer passengers

have generally poorer internet access, and fall passenger better access. This question was not asked in the previous survey.

Table 23: Question 18 -- How do you get access to the internet? (Multiple answers allowed)							Data Bars
Responses	Season				Total		
	Summer		Fall				
	Count	Response s	Count	% of Responses	Count	Response s	
At Home (High Speed)	124	38%	147	39%	271	38%	
At Home (Low Speed)	25	8%	24	6%	49	7%	
At Library	22	7%	36	9%	58	8%	
At Internet Café	6	2%	6	2%	12	2%	
Smartphone	55	17%	76	20%	131	19%	
Cell Phone (Text Only)	24	7%	37	10%	61	9%	
I Don't Have Regular Access	71	22%	55	14%	126	18%	
Total Responses	327	100%	381	100%	708	100%	
Total Respondents	312	--	322	--	634	--	

Question 19: Please indicate your opinion of the transit service from 1 (poor) to 7 (excellent)

This question provides a useful “report card” on MTA service and the various elements that make up the service. Table 24 presents the results, along with an average grade for each element, on a scale of 1 (poor) to 7 (excellent). Figure 1 presents a summary of the overall proportion giving the various grades for each element. A review of this information indicates the following:

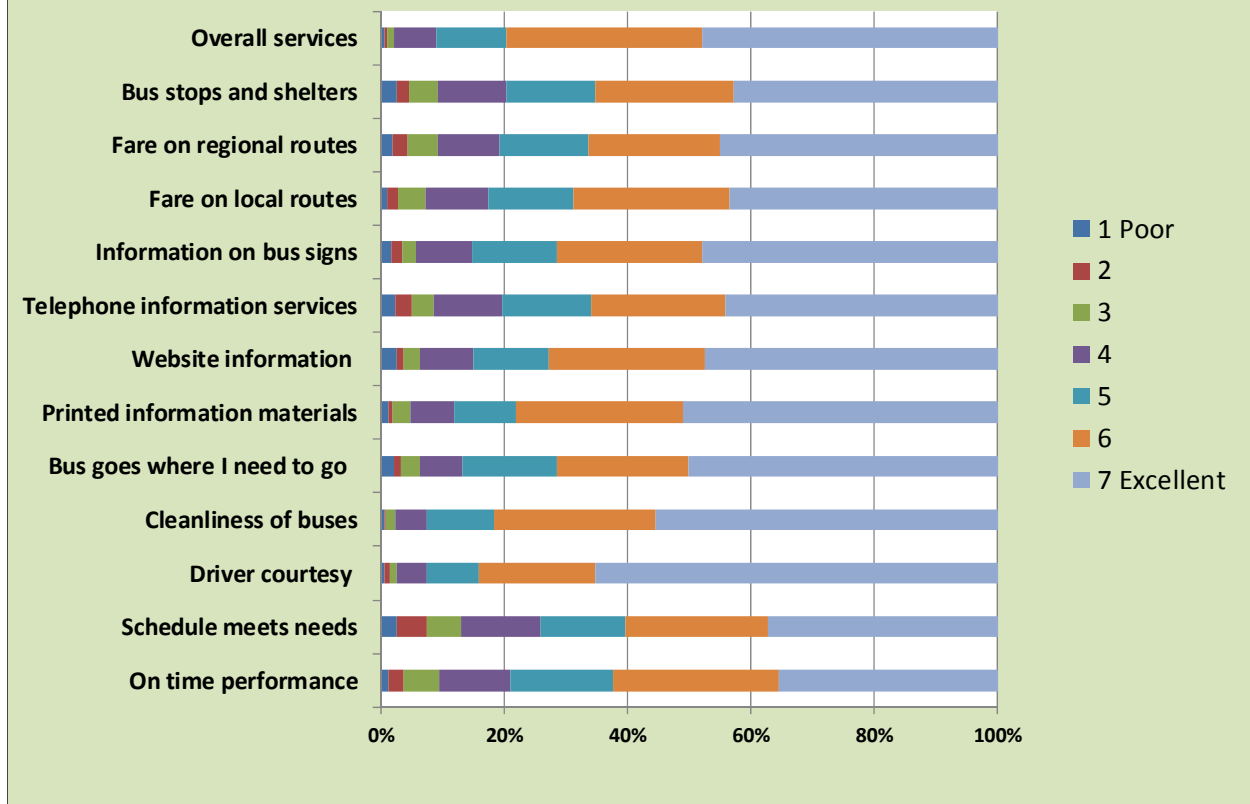
- Overall services received an average score of 6.2 out of a maximum of 7, indicating that passengers are in total very satisfied with MTA services. Fully 80 percent of passengers gave a score of 6 or 7, and only 1 percent gave a score of 1 or 2.
- The service elements with the highest average scores were driver courtesy (6.4) and the cleanliness of the buses (6.3). Only 2 percent of respondents gave driver courtesy a score of 1 or 2, and no one gave bus cleanliness a low score. This speaks very well of the bus drivers as well as the cleaning crew. Other elements with relatively high scores were the printed information materials (6.1) and “buses go where I need to go” (6.0).
- At the other extreme, the lowest scores were reported for “schedule meets need” (5.5) and on-time performance (5.6). However, even for these only 8 percent and 3 percent, respectively gave a low (1 or 2) score, while a strong majority gave a high (6 or 7) score.
- There was very little variation between the results of the summer and fall surveys; no average score varied by more than 0.1.

In comparison with the results of similar surveys conducted by the consultant team, these rankings are very good and are strong “across the board”.

The 2001 survey asked a similar ranking question, except that “bus stops and shelters” was not a category. Comparing the two surveys, the overall satisfaction increased slightly (from 6.0 to 6.1). Elements that saw the greatest improvement in ranking were the website information (an increase of 0.5), the telephone information services (an increase of 0.4) and the fares on both local and regional routes (an increase of 0.3). None of the categories were ranked lower in 2014 than in 2011.

Table 24: Question 19 -- Please indicate your opinion of the transit service from 1 (poor) to 7 (excellent):										Data Bars
Summer	Number of Responses							Average of Valid Responses		
	1	2	3	4	5	6	7		Total	
On time performance	4	6	16	37	57	91	122	333	5.7	<div></div>
Schedule meets needs	7	16	16	39	51	78	115	322	5.5	<div></div>
Driver courtesy	1	3	3	17	24	62	218	328	6.4	<div></div>
Cleanliness of buses	1	0	6	16	38	88	174	323	6.3	<div></div>
Bus goes where I need to go	7	4	8	21	52	70	162	324	6.0	<div></div>
Printed information materials	4	3	9	17	26	88	149	296	6.1	<div></div>
Website information	6	2	7	20	35	79	116	265	5.9	<div></div>
Telephone information services	8	5	8	34	42	61	118	276	5.7	<div></div>
Information on bus signs	5	6	6	29	47	72	140	305	5.9	<div></div>
Fare on local routes	0	6	14	30	49	81	127	307	5.8	<div></div>
Fare on regional routes	4	7	15	32	39	66	127	290	5.8	<div></div>
Bus stops and shelters	7	6	15	35	47	67	128	305	5.7	<div></div>
Overall services	0	1	3	20	38	109	143	314	6.2	<div></div>
Fall										
On time performance	4	10	23	41	55	90	117	340	5.6	<div></div>
Schedule meets needs	10	16	20	45	40	73	130	334	5.5	<div></div>
Driver courtesy	3	3	4	15	32	62	213	332	6.3	<div></div>
Cleanliness of buses	2	2	4	17	33	83	187	328	6.3	<div></div>
Bus goes where I need to go	7	3	12	25	48	70	166	331	6.0	<div></div>
Printed information materials	3	1	9	27	35	79	165	319	6.1	<div></div>
Website information	8	4	8	28	33	63	148	292	5.9	<div></div>
Telephone information services	5	10	13	30	41	64	135	298	5.8	<div></div>
Information on bus signs	5	6	7	28	40	75	160	321	6.0	<div></div>
Fare on local routes	6	5	14	36	38	80	148	327	5.8	<div></div>
Fare on regional routes	7	7	14	28	47	61	140	304	5.8	<div></div>
Bus stops and shelters	9	6	15	34	43	72	139	318	5.7	<div></div>
Overall services	4	2	4	24	34	95	164	327	6.1	<div></div>
Total										
On time performance	8	16	39	78	112	181	239	673	5.6	<div></div>
Schedule meets needs	17	32	36	84	91	151	245	656	5.5	<div></div>
Driver courtesy	4	6	7	32	56	124	431	660	6.4	<div></div>
Cleanliness of buses	3	2	10	33	71	171	361	651	6.3	<div></div>
Bus goes where I need to go	14	7	20	46	100	140	328	655	6.0	<div></div>
Printed information materials	7	4	18	44	61	167	314	615	6.1	<div></div>
Website information	14	6	15	48	68	142	264	557	5.9	<div></div>
Telephone information services	13	15	21	64	83	125	253	574	5.7	<div></div>
Information on bus signs	10	12	13	57	87	147	300	626	5.9	<div></div>
Fare on local routes	6	11	28	66	87	161	275	634	5.8	<div></div>
Fare on regional routes	11	14	29	60	86	127	267	594	5.8	<div></div>
Bus stops and shelters	16	12	30	69	90	139	267	623	5.7	<div></div>
Overall services	4	3	7	44	72	204	307	641	6.1	<div></div>
	Percent of Valid Responses									
On time performance	1%	2%	6%	12%	17%	27%	36%	100%		
Schedule meets needs	3%	5%	5%	13%	14%	23%	37%	100%		
Driver courtesy	1%	1%	1%	5%	8%	19%	65%	100%		
Cleanliness of buses	0%	0%	2%	5%	11%	26%	55%	100%		
Bus goes where I need to go	2%	1%	3%	7%	15%	21%	50%	100%		
Printed information materials	1%	1%	3%	7%	10%	27%	51%	100%		
Website information	3%	1%	3%	9%	12%	25%	47%	100%		
Telephone information services	2%	3%	4%	11%	14%	22%	44%	100%		
Information on bus signs	2%	2%	2%	9%	14%	23%	48%	100%		
Fare on local routes	1%	2%	4%	10%	14%	25%	43%	100%		
Fare on regional routes	2%	2%	5%	10%	14%	21%	45%	100%		
Bus stops and shelters	3%	2%	5%	11%	14%	22%	43%	100%		
Overall services	1%	0%	1%	7%	11%	32%	48%	100%		

Figure 1: Passenger Rating of MTA Services



Question 20: If MTA added service, what time would you want? (Asked on CC Rider Only)

An additional question was included in the surveys conducted on the CC Rider (Route 65) to identify the attractiveness of potential new run times. As shown in Table 25, the largest proportion of requests for new service was received for service departing Fort Bragg (31 percent). For new departures from Fort Bragg, the highest proportion of requests were for service in the 7 AM hour (19 percent) followed by the 8 AM and 11 AM hours (16 percent apiece). Desired service from Willits was very much concentrated in the 12 Noon hour, with 52 percent of overall responses. From Ukiah, desired departure times were the 4 PM hour (24 percent) and the 1 PM and 2 PM hours (14 percent apiece). Finally, desired departures from Santa Rosa were distributed over much of the day, with the preponderance occurring between 11 AM and 7 PM. It should be noted that many of the requests parallel existing service times, indicating that passengers were reflecting a desire to maintain the existing runs.

Table 25: Question 20 -- If MTA added service, what time would you want? (CC Rider Only)																				
	Before 6:00 AM	6:00 - 7:00 AM	7:00 - 8:00 AM	8:00 - 9:00 AM	9:00 - 10:00 AM	10:00 - 11:00 AM	11:00 - 12:00 Noon	12:00 - 1:00 PM	1:00 - 2:00 PM	2:00 - 3:00 PM	3:00 - 4:00 PM	4:00 - 5:00 PM	5:00 - 6:00 PM	6:00 - 7:00 PM	7:00 - 8:00 PM	After 8:00 PM	Unspecified Morning	Unspecified Afternoon	Total	
Summer																				
Leaving Ft Bragg at	1	2	6	2	3	5	0	1	0	1	1	0	1	0	0	0	0	1	30	31%
Leaving Willits at	0	0	1	2	1	0	2	7	1	0	0	0	1	0	0	0	0	1	16	17%
Leaving Ukiah at	1	1	0	0	1	4	1	2	3	3	0	6	0	0	1	1	0	2	26	27%
Leaving Santa Rosa at:	1	0	0	1	1	1	2	2	3	3	0	2	2	2	2	1	0	1	24	25%
Fall																				
Leaving Ft Bragg at	0	2	2	1	1	3	2	0	0	0	0	1	0	1	0	0	0	0	13	31%
Leaving Willits at	0	0	0	1	0	0	1	5	0	0	0	0	0	0	0	0	0	0	7	17%
Leaving Ukiah at	0	1	0	0	0	1	0	1	2	2	0	3	0	0	0	0	0	1	11	26%
Leaving Santa Rosa at:	0	0	0	1	0	0	2	1	1	1	0	1	2	1	0	1	0	0	11	26%
Total																				
Leaving Ft Bragg at	1	4	8	7	3	6	7	0	1	0	1	2	0	2	0	0	0	1	43	31%
Leaving Willits at	0	0	1	3	1	0	3	12	1	0	0	0	1	0	0	0	0	1	23	17%
Leaving Ukiah at	1	2	0	0	1	5	1	3	5	5	0	9	0	0	1	1	0	3	37	27%
Leaving Santa Rosa at:	1	0	0	2	1	1	4	3	4	4	0	3	4	3	2	2	0	1	35	25%
Percent of Valid Responses																				
Leaving Ft Bragg at	2%	9%	19%	16%	7%	14%	16%	0%	2%	0%	2%	5%	0%	5%	0%	0%	0%	2%	100%	
Leaving Willits at	0%	0%	4%	13%	4%	0%	13%	52%	4%	0%	0%	0%	4%	0%	0%	0%	0%	4%	100%	
Leaving Ukiah at	3%	5%	0%	0%	3%	14%	3%	8%	14%	14%	0%	24%	0%	0%	3%	3%	0%	8%	100%	
Leaving Santa Rosa at:	3%	0%	0%	6%	3%	3%	11%	9%	11%	11%	0%	9%	11%	9%	6%	6%	0%	3%	100%	

Question 21: What service or customer improvements would you like to see?

As shown in Table 26, passengers indicated a total of 480 desired improvements (multiple responses were allowed). Popular requests were for increased frequency (40 percent of all requests), Sunday service (39 percent), later Saturday service (35 percent) and new/extended routes (34 percent). In comparison, additional service to Santa Rosa, earlier weekday service and bus stop improvements were cited relatively infrequently, at 15 percent, 16 percent and 17 percent of all responses, respectively. The previous survey asked about a different list of potential service improvements, making a direct comparison not possible. In general, the popularity of Sunday service and of more frequent service has remained high between the two surveys.

Responses	Season				Total		Data Bars
	Summer		Fall				
	Count	%	Count	%	Count	%	
Increased Frequency	97	43%	93	37%	190	40%	<div></div>
New or Extended Routes	66	29%	97	38%	163	34%	<div></div>
Bus Stop Improvements	33	15%	49	19%	82	17%	<div></div>
Earlier Weekday Service	38	17%	40	16%	78	16%	<div></div>
Later Weekday	70	31%	60	24%	130	27%	<div></div>
Earlier Saturday/Saturday	33	15%	51	20%	84	18%	<div></div>
Later Saturday	74	33%	92	36%	166	35%	<div></div>
Sunday Service	76	33%	110	43%	186	39%	<div></div>
Other	5	2%	8	3%	13	3%	<div></div>
Additional Service to Santa Rosa	26	11%	44	17%	70	15%	<div></div>
Total	227	--	253	--	480	--	

This question also allowed for respondents to provide details regarding the requested improvements. These individual responses were sorted into major categories and summarized in a series of tables:

- Table 27 provides the detailed requests for increased service frequency. As shown, the largest proportion of requests was for increased service on the Inland routes, particularly those connecting communities. Many of the requests were for new or expanded service on weekends, totaling 23 requests for Saturday service, 19 for Sunday service, and 16 for service on "weekends". There was a particular concentration of requests for Saturday service in Fort Bragg.
- Detailed requests for service to new areas are shown in Table 28. Many requests were made for service to the ridge area east of Gualala, which appear to be an organized effort. Other coastal areas requested consisted of the Sea Ranch Apartments and Westport. Inland areas requested included service to the hospital, Potter Valley (in eastern Mendocino County), Talmadge (just east of Ukiah), as well as specific stops and streets in Ukiah. There were also a total of 11 requests over the two surveys for service to Laytonville in the northernmost part of Mendocino County on Highway 101. Service to many communities outside

of Mendocino County was also requested, including the Bay Area, Sacramento, Clear Lake, Healdsburg and Cloverdale.

- Table 29 presents the requests for improvements to bus stops. Most of these requests did not specify a location, but generically asked for additional shelters (in particular) as well as benches. No specific locations were mentioned multiple times.
- Table 30 presents the limited responses regarding additional service time to/from Santa Rosa. As shown, of the six responses in total three requested early morning southbound service (6 AM to 8 AM) and four requested late afternoon northbound service (4 PM to 6 PM).

Other Comments

Finally, each of the onboard survey forms provided an opportunity for other (open ended) comments. As summarized in Table 31, a total of 132 useful comments were received. These were sorted into major categories. Most of the comments were regarding the schedule or service locations, and many were positive comments. There were 20 comments regarding the desire for Saturday service to Mendocino (the same respondents requesting service on the ridge east of Gualala).

TABLE 27: Requests for Increased Service Frequency (page 1)*Italics = Summer Survey***Bold = Fall Survey**

When Additional Service Requested	Where Additional Service Requested
COASTAL SERVICES	
<i>3 times a day</i>	<i>Coast</i>
<i>30 minute headways</i>	<i>Fort Bragg</i>
Additional hours Fort Bragg	
<i>All day</i>	<i>Mendocino and Fort Bragg</i>
AM PM	Fort Bragg
<i>Earlier stops</i>	<i>To Ft Bragg and Mendocino on Coaster</i>
<i>Morning</i>	<i>Coast</i>
<i>Multiple daily</i>	<i>Fort Bragg</i>
Multiple daily	Fort Bragg
<i>Round trip daily, so don't have to stay overnight</i>	To Fort Bragg
<i>Saturday</i>	<i>Fort Bragg</i>
Saturday	<i>In Fort Bragg</i>
<i>Saturday</i>	<i>Fort Bragg</i>
<i>Saturday</i>	<i>Fort Bragg</i>
Saturday	Fort Bragg
Saturday	Fort Bragg
<i>Saturday</i>	<i>From Point Arena to Fort Bragg</i>
Saturday and Sunday	Fort Bragg
<i>To AM, Return PM</i>	<i>Point Arena</i>
<i>Weekdays and Sundays</i>	<i>Fort Bragg</i>
<i>Weekends</i>	<i>Coastal - Ukiah</i>
Weekends	Ft Bragg
	<i>Fort Bragg</i>
	<i>To Fort Bragg and Mendo</i>
	<i>To Mendocino from Fort Bragg</i>
	To Mendocino from Fort Bragg
INLAND SERVICES	
<i>1:00 AM</i>	<i>Willits to Ukiah</i>
<i>2PM and 4PM 101 to Ukiah</i>	
<i>5:00 AM</i>	<i>Hopland</i>
5:00 AM	Hopland
<i>6:00 AM</i>	<i>Ukiah</i>
7:30 PM	From Ukiah to Willits
<i>8AM to Ukiah</i>	
<i>10PM - 11PM</i>	<i>Redwood Valley</i>
<i>11AM or 12PM</i>	<i>Capella Ukiah</i>
24-7	Ukiah
<i>3PM and 6PM</i>	<i>Ukiah to RV</i>
<i>6:30 - 7:30 AM</i>	<i>Mendo College</i>
7 Jitney Lane	Down North and South State Street
<i>8AM</i>	<i>to Ukiah</i>
8AM to 5PM	Willits to Ukiah
<i>After 5PM</i>	<i>Willits to Ukiah and vice versa</i>
<i>All day</i>	<i>State Street</i>
<i>All day</i>	<i>Willits and Ukiah</i>
<i>All night</i>	<i>Ukiah</i>
<i>Beginning and end of workday</i>	<i>Willits</i>
Capella	Redwood Valley
<i>Daily</i>	<i>All the way up State Street</i>
Daily	Better Redwood Valley
Daily	State Steet
Earlier	Willits to Ukiah
Earlier than 8AM southbound	7AM bus
Early - late	Southbound 101
<i>Early morning</i>	<i>Ukiah to Willits</i>
Every 20 min	Local
Every half hour	Capella
<i>Every hour</i>	<i>Redwood Valley</i>
Fort Bragg	Morning/evening
Fort Bragg route more often	Downtown
Hourly	Ukiah
Hourly	Ukiah
<i>Hourly</i>	<i>Willits to Ukiah</i>
Jitney more than twice daily	
<i>Later</i>	<i>Willits</i>

TABLE 27: Requests for Increased Service Frequency (page 2)

Italics = Summer Survey

Bold = Fall Survey

When Additional Service Requested	Where Additional Service Requested
Later in the day	Ukiah/Willits (20)
Limited	Willits to Ukiah
<i>Monday-Friday</i>	<i>Willits 20</i>
Mid-day	Through middle of town
<i>More buses to and from Ft Bragg</i>	
More times a day	Redwood Valley
<i>Morning</i>	<i>To Ukiah</i>
<i>Morning Monday-Friday</i>	<i>Ukiah</i>
Night, Weekends	Ukiah Willits
Nights and Weekends	Willits
<i>Noon</i>	<i>To Ukiah</i>
Noon	To Ukiah
<i>PM</i>	<i>Willits - Ukiah</i>
Saturday	Willits
Saturday and Sunday	Within town
Saturday later	Ukiah
<i>Saturday</i>	<i>To and from Willits</i>
<i>Saturday</i>	<i>Willits</i>
<i>Saturday and Sunday</i>	<i>To Willits</i>
<i>Saturday and Sunday</i>	<i>Ukiah</i>
Saturday and Sunday	Willits
<i>Saturday evening</i>	<i>Ukiah Local 9</i>
Saturdays	<i>To Willits</i>
Saturdays	Ukiah - Willits
School	Willits Commercial Street (Charter School)
State Street	Jitney
Stop by hospital	
<i>Sunday</i>	<i>In town</i>
<i>Sunday</i>	<i>Local 9</i>
Sunday	Local Ukiah Valley
Sunday	Ukiah
Sunday	Ukiah
Sunday	Ukiah
The #20 should come more often to the college	
<i>Week days</i>	<i>Ukiah</i>
<i>Weekends</i>	<i>Willits to Ukiah</i>
Weekends	Willits to Ukiah
Weekends	Willits to Ukiah
Weekends	Willits
<i>Weekends</i>	<i>Willits to Ukiah</i>
<i>Weekends</i>	<i>Willits, Ukiah</i>
<i>Weekends</i>	<i>Philo, Boonville</i>
	<i>Ukiah</i>
	<i>Ukiah</i>
	<i>Ukiah</i>
	<i>Ukiah</i>
	<i>Willits to Ukiah</i>
COASTAL - INLAND CONNECTING SERVICES	
2 trips a day	To Fort Bragg from Santa Rosa
<i>2nd run</i>	<i>Santa Rosa Ft Bragg</i>
2nd run	Santa Rosa to Ft Bragg
<i>7 PM bus</i>	<i>Mendocino to Fort Bragg</i>
7PM bus	Mendocino to Fort Bragg
7PM	From Mendocino to Fort Bragg
AM Fort Bragg to Point Arena with PM return same day	
<i>AM-PM</i>	<i>Bus 75</i>
<i>Between 7 AM and 12 PM</i>	<i>Fort Bragg - Mendo</i>
Between 7 AM and 12 PM	Fort Bragg - Mendo
<i>Daily</i>	<i>Mendocino/Ukiah</i>
Daily	Mendocino/Ukiah
<i>Every hour</i>	<i>Willits to Ukiah/Fort Bragg</i>
<i>More times daily</i>	<i>To the coast and north</i>
More weekend buses to the coast with a return journey that day - could even be seasonal	
Morning 7-10 AM	Mendocino to Fort Bragg
<i>Return trip</i>	<i>Direct from Ft Bragg to Mendocino College, as I don't like waiting a half hour in Ukiah to transfer.</i>
Weekends	Fort Bragg to Albion
	Direct from Ft Bragg to Mendocino College, as I don't like waiting a half hour in Ukiah to transfer.
	<i>Fort Bragg to Ukiah</i>
	<i>Fort Bragg - Ukiah</i>
	<i>Fort Bragg to Mendocino College</i>
	<i>More to the coast</i>
	More to the coast
	One directly to the college that meets their schedule
	<i>Ukiah - Fort Bragg</i>
	<i>Ukiah - Fort Bragg</i>
	<i>Ukiah to Fort Bragg</i>
	Ukiah to Fort Bragg
	<i>Ukiah to Ft Bragg</i>
	<i>Willits to Fort Bragg</i>
	Willits to Fort Bragg

TABLE 27: Requests for Increased Service Frequency (page 3)*Italics = Summer Survey***Bold = Fall Survey**

When Additional Service Requested	Where Additional Service Requested
SERVICE TO LOCATIONS OUTSIDE OF MENDOCINO COUNTY	
<i>7/7:30 AM return 7/8 PM</i>	<i>Santa Rosa/Sebastopol</i>
<i>9 AM - 12 PM</i>	<i>Windsor/Santa Rosa</i>
9 AM - 12 PM	Windsor/Santa Rosa
<i>Every 3 hrs</i>	<i>Fort Bragg to Santa Rosa</i>
Mid-day	Willits/Ukiah Santa Rosa later
<i>Mid-day or later</i>	<i>To and from Santa Rosa</i>
Mid-day or later	To and from Santa Rosa
<i>Morning</i>	<i>Santa Rosa</i>
<i>Morning and evening</i>	<i>Santa Rosa - Fort Bragg</i>
	At least a few hours stopping in between Santa Rosa & Ukiah (Healdsburg)
	<i>Farther than Santa Rosa (Petaluma)</i>
	<i>Fort Bragg to Santa Rosa</i>
	Fort Bragg to Santa Rosa
	<i>More to Santa Rosa</i>
	<i>Santa Rosa</i>
	<i>Santa Rosa</i>
Sundays	
OTHER / UNDEFINED	
<i>7 days a week</i>	
<i>All days 11 AM to 12 PM</i>	
All the time	All afternoon
All weekend every 1/2 hour	Everywhere
Always	Needed
<i>AM/PM</i>	<i>Both</i>
Early morning	Work-school
Every 20 min	
<i>Every 30 min</i>	
<i>Every 30 minutes</i>	
<i>Every half an hour</i>	
<i>It's okay</i>	<i>Everywhere</i>
<i>Later</i>	<i>Maybe more in the evening</i>
Later CC rider bus	<i>Everywhere</i>
Later evening	<i>Sonoma airport to Willits</i>
<i>More</i>	More locations
More frequent PM stops	<i>Everywhere</i>
More hours	
Mornings	Everywhere
None until you get dispatch and another operator	Safeway
Regular Saturday and Sunday	
Saturday Sunday	Weekday route
Saturday Sunday	
<i>Saturday bus runs</i>	
Saturdays and Sundays	
Saturdays-every 30 minutes-evening	
Some Saturday service	
Sunday and all day Saturday	
Sunday and Saturday	
Sunday service	
Sunday service would allow me to get more hours at work	
Sundays	Shopping, library
Sundays	
Sundays local churches	
<i>Weekdays and weekends</i>	<i>Around Willits</i>
	<i>CC Rider</i>

TABLE 28: Requests for New or Extended Routes (page 1)

Italics = Summer Survey

Bold = Fall Survey

Where Additional Service Requested

COASTAL AREAS

Add Sea Ranch Apartments to Ukiah

Coastal Fort Bragg to Albion

Ft Bragg Saturday and Sunday

Library in Fort Bragg

Mid-day route to and from Fort Bragg to southeast

More to Fort Bragg

On Ridge (21 individual requests)

Round trip to Point Arena

Westport

Westport

INLAND AREAS

Around the little Lake Valley

Both Willits Hopland

Bus down Talmage Street

By Oak Manor

Casino/hospital

Daily casino

Down State Street

Extended time on Saturday evenings to Ukiah

Further down S Dora Street

Late afternoon to Russian River Estates

Laytonville

Laytonville

Laytonville

Laytonville

Laytonville

Laytonville

Laytonville

Laytonville

Laytonville

Laytonville

Laytonville to Willits

Local

Local 9 - more Dora, State St, stops. Jitney not always workable without transferring

More in town by courthouse

More in town stops

More on Dora/ State Street

More routes especially early morning

Oak Manor area

on Perkins Street

Potter Valley

Right down middle of State St

Route to Willits Hospital

TABLE 28: Requests for New or Extended Routes (page 2)

Italics = Summer Survey

Bold = Fall Survey

Where Additional Service Requested

State St

Talmage

Talmage

Through town in Ukiah

To college

To college

To Consolidated Tribal Health

To Eagle Peak Middle School

To Mendocino College

To Mendocino College

Toward Ukiah

Ukiah

Ukiah

Ukiah

Ukiah - Willits

Willits

Willits, Laytonville

Willits to Ukiah

Willits to Ukiah

Willits to Ukiah

Willits weekends

Yes, stops by the public pool, transfer out by Twin Pine Trailer Park

SERVICE TO LOCATIONS OUTSIDE OF MENDOCINO COUNTY

75 to Santa Rosa

Arcata - Garberville

Connection to oakland

Connection to oakland

Connections to Humboldt and Sonoma

Eureka

Eureka and Mt Shasta

Fort Bragg - Clearlake

Healdsburg and Cloverdale

Healdsburg and Cloverdale

Healdsburg and Cloverdale

Healdsburg and Cloverdale

Humboldt County

Petaluma

Petaluma to Ukiah

Return trip Ft Bragg bus, weekends all routes

Sacramento

Sacramento through Clearlake

San Francisco - Laytonville

Santa Rosa

Santa Rosa - San Francisco

Santa Rosa and Bay Area

OTHER / NOT DEFINED

More stops

More stops around town

Morning and evening

Other places

Sunday service

Sundays local churches

Weekends

TABLE 29: Requests for Bus Stop Improvements

Italics = Summer Survey

Bold = Fall Survey

Where Improvements Requested

COASTAL AREAS

A shelter at Caspar Beach

Footlighters is really dirty

The Boatyard should be cleaner

The Boatyard should be cleaner

USA Gas Station area

USA Gas Station area

INLAND AREAS

101 covered shelters

Downtown Ukiah

Hospital

Make a stop at the new Grocery Outlet

More stops in Fort Bragg

New stops around Ukiah

On North State St in front of Travel Lodge

Plant Road by Norgard, bus shelter

Please put the roofed shelter back at the Forks (Ukiah N. State)

Put a stop by Walgreens on Perkins

RV mkt to Ukiah

State St (too hot, no cover, worried about rain)

Willits

LOCATIONS OUTSIDE OF MENDOCINO COUNTY

Benches, especially one westbound Sebastapol

Bodega Post Office

Improved seating for MTA Sebastapol stop

OTHER / NOT DEFINED

Add shelters at the stops

Add shelters at the stops

All over should have covered seating to wait in

Benches at all stops

Better lighting at night

Bus shelters everywhere

Cleanliness

Could use more benches

Everywhere or anywhere

Everywhere or anywhere

Have shelters

Local stops

Mark bus stops clearly. Show where bus stop is in opposite direction. Need better displays of bus info and schedules and route.

More times

More covered shelters

More route maps at stops

More shade and schedules

More shelter for rain/kids

More shelter roofs

More shelters

More shelters

More shelters/mist water

More stops

Need benches

Need rain shelters

Put shelters in places where a lot of people go

Seats

Shade at stops without shelter

Shelters

Shelters - for rain

Shelters/mist like vegas

Some bus stops need benches/seating

There is no shelter

Where there is a lot of sun

Wood/plastic seats

TABLE 30: Requested Times for Additional Santa Rosa Service

Italics = Summer Survey

Bold = Fall Survey

Service To	Service From
6:00 AM	6:00 PM
<i>7:00 AM</i>	<i>9:00 PM</i>
8:00 AM	5:00 PM
<i>5:00 PM</i>	<i>9:00 AM</i>
<i>12:00 PM</i>	<i>6:00 PM</i>
Fri 6:00 PM	Sun 4:00 PM

TABLE 31: Other Comments (page 1)

Italics = Summer Survey

Bold = Fall Survey

POSITIVE COMMENTS

All is well

All is well

All of you are great, doing good.

Driver courtesy good except for one driver.

Drivers (new) don't take offense when negative comments are made.

Drivers are awesome! Jimbo and three other drivers I would give awesome comments but I don't know their names.

Everything is good for me as is.

Good job

Good job

Good service

Good service

Great bus service, drivers are helpful and friendly.

Great Job!

Great service and much cheaper in gas funds, less wear and tear on my vehicle.

Honestly, it's pretty good already.

I am very happy with the services.

I enjoy taking the buses here, just need a few improvements.

I think this service is very much needed, please keep up the good work.

I'm very satisfied.

Keep up the good work, thank you.

MTA is great, the night route is essential, please keep it.

MTA rocks

MTA rocks

New in Willits-everything seems fabulous, very satisfied.

Overall, I appreciate the service, thank you.

Overall very good

So far I enjoy riding the MTA bus

Thank God for the MTA.

Thank you for your service.

The bus meets my needs.

Very good service

Very pleased that the service was available - got a 16 ride pass today

You guys are doing great, keep up the good service.

Your drivers are excellent - sometimes they run late because of random delays.

Your drivers are helpful and considerate. This is important.

Your drivers are the nicest anywhere they make MTA.

TABLE 31: Other Comments (page 2)

Italics = Summer Survey

Bold = Fall Survey

COMMENTS ON HOURS AND DAYS OF SERVICE

Dial-A-Ride should stay open until 6:15 PM.

Later night service to and from Willits/Ukiah

Later service to Willits on the 20

Later to Ukiah from Fort Bragg

Saturday service to Mendocino

Saturday service to Mendocino

Saturday service to Mendocino

Saturday service to Mendocino

Saturday service to Mendocino

Saturday service to Mendocino

Saturday service to Mendocino

Saturday service to Mendocino

Saturday service to Mendocino

Saturday service to Mendocino

Saturday service to Mendocino

Saturday service to Mendocino

Saturday service to Mendocino

Saturday service to Mendocino

Saturday service to Mendocino

Saturday service to Mendocino

Saturday service to Mendocino

Saturday service to Mendocino

Saturday service to Mendocino

Service to Willits on weekends

Services on Sunday

Should run 24 hrs and go by hospital

Still have to work on Saturday & Sunday. I would like to see regular weekday schedule routes on Saturday and Sunday.

Sunday service/casinos

The only thing that would be a great improvement would be running on the weekends.

COMMENTS ON ONTIME PERFORMANCE

Bus is not on time.

My bus is often late which makes me late for class.

Night bus route usually late, not on time.

Please have buses come on time instead of 15 min early and/or 15 min late.

Sometimes the buses are late, better punctuality.

The bus is always late.

The bus isn't on time but that's what I like, a later pickup. Sometimes it's on time though.

One driver is ALWAYS late.

COMMENTS ON BUS FARES

Bus fare should go back to \$1.25 for local.

Dial-A-Ride is ridiculously expensive to the Forks - play some tunes

Rates keep going up = no good

COMMENTS ON PASSENGER INFORMATION

Information on bus signs is too high for those in wheelchairs to see.

Many people seem to have trouble reading the info in the shelters, maybe print them with more direction.

Your website is hard to navigate and does not have information about disabled information.

COMMENTS ON ONBOARD FACTORS

Don't like drug exposure, at times have gotten off early.

Sometimes the bus smells foul but that's not your fault though.

Buses are often very filthy.

TABLE 31: Other Comments (page 3)

Italics = Summer Survey

Bold = Fall Survey

COMMENTS ON SERVICE LOCATIONS AND FREQUENCY

Additional service to Santa Rosa

At least twice a day to Santa Rosa and youth monthly pass would be great.

Bus that starts at 7AM southbound from library

Bus from Willits and back

Fort Bragg should have at least one more route

From Redwood Valley to Ukiah

Go to airport- Santa Rosa

Halloween trolley, Christmas trolley, Thanksgiving

High School Route

Holiday Service

I feel there should be a quicker route with less stops and a route to every stop like this one.

I would like a bus to Santa Rosa.

I would like bus to go up N. State Street as far as the Travel Lodge.

If public transportation was available more frequently, I would always use it.

It seems a little unfair to watch the #9 come to the college every half hour and I rely on the #20 every 1 hr 1/2 or so.

It would be nice to have a bus that travels from Ukiah to and from Hopland with a stop at Russian River Estates in the morning and evening.

More buses to Santa Rosa and a bus pass for the Santa Rosa Line.

More Fort Bragg

More frequent buses-not just every half hour.

More in town by courthouse

More routes to Fort Bragg on the weekend, bus returning evening.

MTA is great if it's going where you need to go. Unfortunately, this is not always the case.

MTA should go back to Talmage.

Need a complete overhaul of your system.

Need more than one bus a day to Santa Rosa.

Routes at 6:00 AM and service to Calpella and Talmage

Get better shocks on buses - get to hospital casino - +1000 others

The bus is great ,thank you - if you had a bus that goes up and down State Street

There should be a route to Hopland/ from Hopland to Ukiah.

To and from SR every 1 1/2 so we don't have to wait around to get back to Ukiah. Older drivers more helpful & compassionate, also have more patience. All driveres need to wait for people to sit down.

Two buses, morning and evenings, to and from Fort Bragg. More service to lake and back, buses to and from Parks Talmage.

Ukiah to Clearlake and Sacramento are my immediate and long term needs.

Ukiah to Ft Bragg in morning, Ft Bragg to Ukiah in evening

We have Doctors and Dentist appts in Laytonville. Wish you had bus service to there, maybe twice a week.

OTHER COMMENTS

Allow well behaved dogs

Drivers need to be consistant as to rules and fares. Also, drivers needed to be consistant about flag stops.

Everything is pretty much alright. I have glocoma, an anxiety disorder and my Doctor prescribes a small dog to get me out of the house. Somebody stole my carrier for the 3rd time. I can't seem to go anywhere without him. He's the reason I go anywhere to paint and draw. Try to allow nice animals on without carriers. He's not much to keep track of. Thank you for hearing me and being here.

Fire drivers that harass customers or allow other riders to harass customers.

Get a drink stand on the bus.

Love all the drivers although some can be cranky sometimes, They are all extremely helpful and generous.

More cameras and a bigger bike rack.

New buses are really nice.

Not extremely familiar with the bus service other than to the college and never use the bus outside of Ukiah

Older bus models were far more comfortable than newer ones especially on the Willits to Ukiah commute.

One of your drivers has an abrasive character.

Wheelchairs should be at the back of the bus.

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PURPOSE

Phone surveys were conducted in order to learn how familiar Mendocino County residents are with the Mendocino Transit Authority services, and if they were familiar with MTA, what they know about the service and their opinion of the service, and what the likelihood would be that they might use the service. Additionally, the phone interview was structured so that current riders (those using the service within the past six months) were asked a different series of questions than the non-MTA users. The result is that two sets of data were collected: responses from non-MTA users, and responses from MTA users.

The response rate from MTA-users was much lower than responses from non-MTA users because of the rate of transit use among the general public. Therefore, the relatively low response rate of MTA-users results in a lower level of confidence in the answers than for MTA-users. For this reason, onboard surveys offer better insight into rider demographics, trip patterns, and opinions of service. Nonetheless, the responses of the MTA-users are valued and included in the survey results. Because the questions were somewhat different from the onboard surveys and the method of selecting those surveyed was different, the responses from the phone survey are summarized separately from the onboard surveys. The intent of the phone surveys was to focus on the non-user.

The phone survey was also designed to make comparisons to a similar effort conducted in 2002. Many of the same questions were asked in order to compare answers and identify trends. However, new questions were introduced, particularly in regards to internet access, which is a newer means of getting and distributing information. Where appropriate, the answers from the 2002 survey are compared with answers from the current 2014 surveys.

SURVEY METHODOLOGY

The Mendocino Transit telephone surveys were administered between July 30, 2014 and August 14, 2014. A total of 438 surveys were conducted by the firm of ETC Institute, Inc., as a subcontractor to LSC. ETC used a random sample of addresses throughout the county. Once selected, the known phone numbers (land line and cell phone) for the address are appended to the sample. This ensured that the sample included households that have only landlines, both landlines and cell phones, and only cell phones. The surveyors were bi-lingual (English and Spanish).

Mendocino County has an estimated current population of 87,192 residents in 34,228 households. Given the sample size and this total number of households, at the 95 percent confidence level, the margin of error is plus or minus 4.6 percent.

SURVEY RESULTS


The following is a review of the results of each individual survey question. In addition to the response from all respondents, for those questions that it is appropriate results are provided for MTA users versus MTA non-users. MTA users and non-users were self-identified in Question 6. Survey respondents answering that they have not used MTA service in the past year are considered MTA non-users for the purpose of this analysis (which is consistent with prior analyses). The survey was also designed with separate question numbers for MTA users and non-users. In cases where the question and possible responses were identical, the questions were grouped together for comparison.

In addition, for those questions that were also asked in the telephone transit survey conducted in 2002, the responses with those of the current survey are compared. Note that some questions were asked separately for different sub-groups (based upon responses to previous questions); this review combines the results of identical questions.

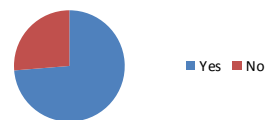
Question 1: Yes or No, do you know the name of any transportation providers in Mendocino County?

74 percent responded Yes, consisting of 82 percent of MTA users and 72 percent of non-users, as shown in Table 32. Previously this question was asked as "Do you know the name of any transportation providers in Mendocino County?" and 89 percent of non-MTA users cited "MTA" without prompting.

Responses	Total		MTA Use Category			
			MTA Non-User		MTA User	
	Count	%	Count	%	Count	%
Yes	323	74%	269	72%	54	82%
No	115	26%	103	28%	12	18%
Total	438	100%	372	100%	66	100%



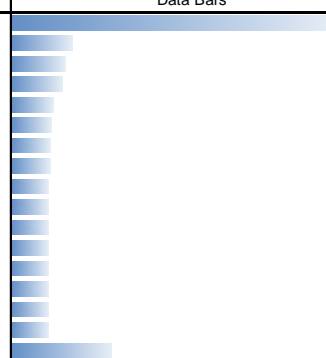
Response	Count	Percentage
Yes	323	74%
No	115	26%



Question 2: Please tell me the first three you can think of.

As shown in Table 33, "MTA" was the most common response, identified by 65 percent of all respondents (74 percent of MTA users and 64 percent of non-users). Hey Taxi was identified by 6 percent. Other responses gaining more than 1 percent of the total were "Dial A Ride", "Taxi", and "Senior Bus". In the previous survey, MTA was cited by 89 percent of non-MTA users, indicating a reduction in overall awareness of the MTA brand.

Table 33: Question 2 – Please tell me the first three you can think of:						
Responses	Total		MTA Use Category			
			MTA Non-User		MTA User	
	Count	%	Count	%	Count	%
MTA	286	65%	237	64%	49	74%
Hey Taxi	26	6%	22	6%	4	6%
Dial A Ride	19	4%	16	4%	3	5%
Taxi	16	4%	14	4%	2	3%
Senior Bus	7	2%	6	2%	1	2%
Bragg about	5	1%	2	1%	3	5%
Greyhound	4	1%	3	1%	1	2%
Mendocino Transit	4	1%	4	1%	0	0%
Mendocino County Authority	2	0%	1	0%	1	2%
coast rider	2	0%	1	0%	1	2%
Pay Taxi	2	0%	2	1%	0	0%
Mendocino Transit Authority	2	0%	2	1%	0	0%
Willits Rider	2	0%	1	0%	1	2%
Taxi service	2	0%	2	1%	0	0%
greyhound bus	2	0%	2	1%	0	0%
Amtrak	2	0%	1	0%	1	2%
Other	64	15%	53	14%	11	17%
Total	322	--	268	--	54	--

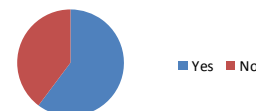


Question 3: Yes or No, do you know the name of the local public transportation system?

60 percent answered in the affirmative (73 percent among users and 58 percent among non-users), as shown in Table 34. This is a reduction from 93 percent in the previous survey.

Responses	Total		MTA Use Category			
			MTA Non-User		MTA User	
	Count	%	Count	%	Count	%
Yes	264	60%	216	58%	48	73%
No	174	40%	156	42%	18	27%
Total	438	100%	372	100%	66	100%

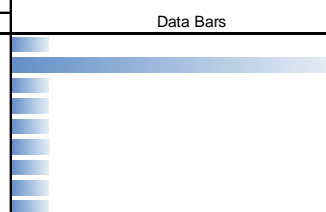
■ Yes ■ No



Question 4: Please tell me the name.

"MTA" was cited by 98 percent of those that answered Question 3 in the affirmative, as presented in Table 35.

Table 35: Question 4 -- Please tell me the name.						
Responses	Total		MTA Use Category			
			MTA Non-User		MTA User	
	Count	%	Count	%	Count	%
Harrahs	1	0%	1	0%	0	0%
MTA	255	97%	207	96%	48	100%
Dial-A-Ride, Taxi, Service for the Seniors	1	0%	1	0%	0	0%
MTC	1	0%	1	0%	0	0%
get about	1	0%	1	0%	0	0%
Mendocino Transit Authority	2	1%	2	1%	0	0%
Bay Area transportation group	1	0%	1	0%	0	0%
MCT	1	0%	1	0%	0	0%
Ukiah Transit	1	0%	1	0%	0	0%
Total	264	100%	216	100%	48	100%



Question 5: Have you heard of MTA or Mendocino Transit Authority?

Asked in this fashion, 94 percent of respondents were aware of the MTA brand, consisting of 100 percent of MTA users and 93 percent of non-users. Results are shown in Table 36.

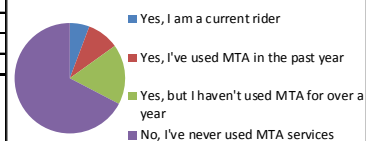
Table 36: Question 5 – Have you heard of MTA or Mendocino Transit Authority?					
Responses	Total		MTA Use Category		
			MTA Non-User		MTA User
	Count	%	Count	%	Count %
Yes	413	94%	347	93%	66 100%
No	25	6%	25	7%	0 0%
Total	438	100%	372	100%	66 100%



Question 6: Have you used MTA transit service?

As shown in Table 37, 15 percent identified themselves as an MTA user, as either a current rider (6 percent of the total) or having used it in the last year (9 percent). An additional 18 percent indicated “Yes, but I haven’t used MTA for over a year” while 67 percent indicated that they have never used the service. These latter two categories were both considered “MTA non-users” for purposes of this discussion. The 33 percent that indicated that they have ever used the service is a slight increase from the 31 percent response in the previous survey.

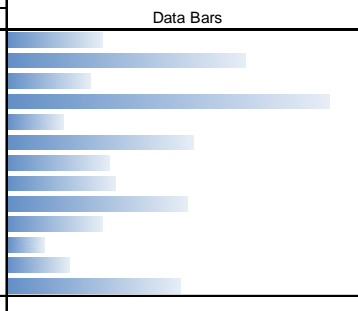
Table 37: Question 6 – Have you used MTA transit service?					
Responses	Total		MTA Use Category		
			MTA Non-User		MTA User
	Count	%	Count	%	Count %
Yes, I am a current rider	25	6%	0	0%	25 38%
Yes, I've used MTA in the past year	41	9%	0	0%	41 62%
Yes, but I haven't used MTA for over a year	77	18%	77	21%	0 0%
No, I've never used MTA services	295	67%	295	79%	0 0%
Total	438	100%	372	100%	66 100%



Question 7 and 41: Have you used any of the following transit services? (check all that apply)

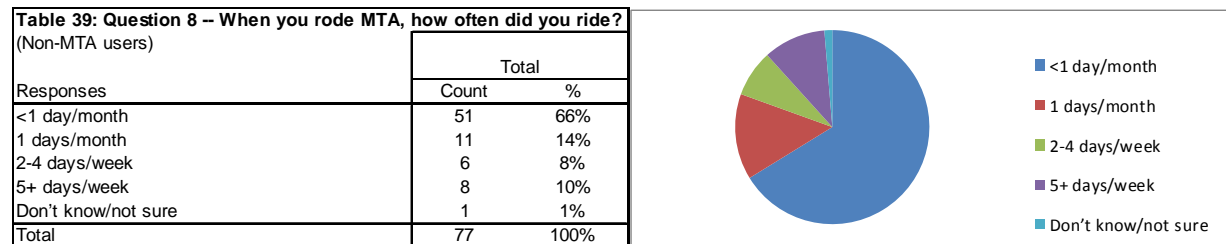
The most common response, as presented in Table 38, was Route 9 (Ukiah Local) with 31 percent, followed by Route 20 (Willits/Ukiah) with 22 percent, Route 5 (Bragg About) with 16 percent and Route 95 (South Mendocino Coast/Santa Rosa) with 15 percent.

Table 38: Question 7 and 41 – Have you used any of the following transit services? (check all that apply)					
Responses	Total		MTA Use Category		
			Q7 - MTA Non-User		Q41 - MTA User
	Count	%	Count	%	Count %
Route 1 Willits Local	9	6%	6	8%	3 5%
Route 20 Willits/Ukiah	31	22%	16	21%	15 23%
Route 7 Ukiah Jitney	7	5%	2	3%	5 8%
Route 9 Ukiah Local	44	31%	17	22%	27 41%
Route 65 CC Rider	3	2%	0	0%	3 5%
Route 5 Bragg About	23	16%	13	17%	10 15%
Route 60 The Coaster	10	7%	5	7%	5 8%
Route 75 South Mendocino Coast / Ukiah	11	8%	4	5%	7 11%
Route 95 South Mendocino Coast / Santa Rosa	22	15%	11	14%	11 17%
Dial-a-Ride in Ukiah	9	6%	4	5%	5 8%
Dial-a-Ride in Willits	0	0%	0	0%	0 0%
None of these	4	3%	4	5%	-- --
Other (please specify)	21	15%	11	14%	10 15%
Total	142	--	76	--	66 --



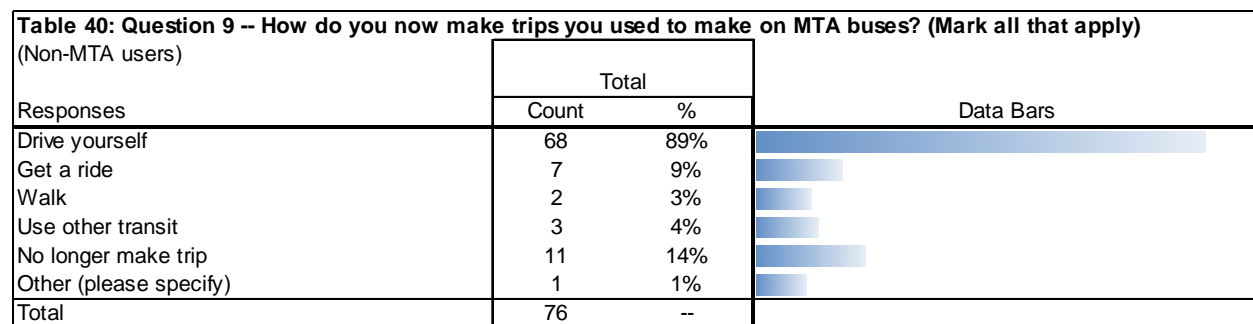
Question 8: When you rode MTA, how often did you ride? (Asked of non-MTA users only)

The majority (66 percent) indicated that they rode less than 1 day per month, while 18 percent rode at least 2 days per week, as shown in Table 39. In comparison, the previous survey indicated that 21 percent had ridden at least 2 days per week.



Question 9: How do you now make trips you used to make on MTA buses?
(Asked of non-MTA users only)

Table 40 shows that fully 89 percent indicated that they replaced riding MTA with driving themselves, which is a substantial increase from the 71 percent who indicated this shift in the previous survey. The proportion that indicated that they no longer make the trip increased from 6 percent to 14 percent. Note that respondents were allowed to make multiple responses, reflecting differing shifts for various trips no longer made.



Question 10: What are the major reasons you stopped using MTA? (Mark all that apply) (Asked of non-MTA users only)

The preponderance of responses (83 percent) indicated that they now have their own transportation, as shown in Table 41. This is a substantial increase from the 46 percent identified in the previous survey. Other common responses were that service was not convenient (17 percent), there is limited or no service in their area (12 percent) or they have access to alternative transportation (11 percent).

Table 41: Question 10 – What are the major reasons you stopped using MTA? (Mark all that apply)			
(Non-MTA users)			
Responses	Total		Data Bars
	Count	%	
I have my own transportation	62	83%	
Not convenient/routes/times/schedules	13	17%	
Limited or no service in my area	9	12%	
Use for emergencies/special occasions/temp situ	6	8%	
Have access to alternative transportation	8	11%	
Costs too much money	1	1%	
Other (please specify)	18	24%	
Total	75	--	

Question 11: If you don't use MTA services or only ride infrequently, what factors limit your use? (check all that apply) (Asked of non-MTA users only)

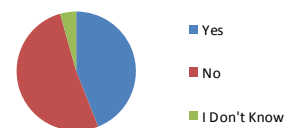
Consistent with the responses to the previous question, Table 42 shows that 86 percent indicated that they have a vehicle. This is followed by 26 percent indicated that the bus does not stop near their home, and 10 percent indicating that it does not run often enough. This question was not asked in the 2002 survey.

Table 42: Question 11 – If you don't use MTA services or only ride infrequently, what factors limit your use? (check all that apply)			
(Non-MTA users)			
Responses	Total		Data Bars
	Count	%	
The bus does not stop near my home	95	26%	
The bus doesn't go where I need to go	33	9%	
The bus doesn't run often enough	36	10%	
The bus does not run late enough	27	7%	
The bus does not start early enough	28	8%	
The bus does not run on Saturday or Sunday	12	3%	
The bus takes too long	29	8%	
The fare is too high	5	1%	
I'm not aware of the bus service	22	6%	
I have a vehicle	320	86%	
I make multiple stops along the way	43	12%	
Other (please specify)	81	22%	
Total	371	--	

Questions 12 and 45: Have you seen any advertising about transit service providers in the past year?

In total, 44 percent of respondents indicated yes, with little variation between users and non-users, as shown in Table 43. This is a slight reduction from the 48 percent that indicated they had seen transit advertising in 2002.

Table 43: Question 12 and 45 – Have you seen any advertising about transit service providers in the past year?					
Responses	Total		MTA Use Category		
			Q12 - MTA Non-User	Q45 - MTA User	
	Count	%	Count	%	Count %
Yes	192	44%	164	44%	28 42%
No	225	52%	196	53%	29 44%
I Don't Know	19	4%	10	3%	9 14%
Total	436	100%	370	100%	66 100%

















Questions 14 and 47: Where did you see (or hear) the ad? (Mark all that apply)

As shown in Table 44, the preponderance of those that had noticed advertising indicated newspaper (52 percent, including those responding for a specific paper and those responding generically) and radio (30 percent). Among newspapers, the Ukiah Daily Journal was mentioned most frequently. The only significant difference between MTA users and non-users was that radio was mentioned more often by users (42 percent) than non-users (28 percent). A high proportion (39 percent) also indicated "Other"; of these, the most common responses were that they saw the bus or bus bench/shelter. In comparison, the 2002 responses reflected a higher proportion indicating radio (52 percent) and a lower proportion indicating newspaper (16 percent).

Responses	Total		MTA Use Category				Data Bars
			Q14 - MTA Non-User		Q47 -MTA User		
	Count	%	Count	%	Count	%	
Radio	63	30%	49	28%	14	42%	<div></div>
Newspaper	67	32%	56	32%	11	33%	<div></div>
Ukiah Daily Journal	19	9%	13	7%	6	18%	<div></div>
Willits News	13	6%	11	6%	2	6%	<div></div>
Mendocino Beacon	3	1%	3	2%	0	0%	<div></div>
Fort Bragg Advocate	9	4%	6	3%	3	9%	<div></div>
Visitor's guide	3	1%	3	2%	0	0%	<div></div>
Don't know	23	11%	18	10%	5	15%	<div></div>
Other (please specify)	81	39%	71	40%	10	30%	<div></div>
Total	209	--	176	--	33	--	

Questions 15 and 48: What are the benefits to you of public transportation in Mendocino County? (Open ended response)

Over all respondents, Table 45 indicates that the largest proportion (42 percent) indicated that there were no benefits, followed by the fact that transit provides mobility for those without a car (16 percent) and that transit can provide "backup" mobility when a car is not available (7 percent), that it helps reduce traffic (5 percent) and that it improves the environment (4 percent).

Responses	Total		MTA Use Category				Data Bars
			Q15 - MTA Non-User		Q48 -MTA User		
	Count	%	Count	%	Count	%	
None	171	42%	169	50%	2	3%	
Mobility for persons without a car	64	16%	43	13%	21	32%	
Saves \$ or Gas	18	4%	10	3%	8	12%	
Mobility in case it is needed	30	7%	23	7%	7	11%	
Students or childred	8	2%	4	1%	4	6%	
Seniors	10	2%	8	2%	2	3%	
Disabled	3	1%	1	0%	2	3%	
Access to Jobs	3	1%	1	0%	2	3%	
Improve the environment	18	4%	14	4%	4	6%	
Helps Business	1	0%	1	0%	0	0%	
Convenience	16	4%	3	1%	13	20%	
Reduce traffic	21	5%	20	6%	1	2%	
Access to Airport	4	1%	4	1%	0	0%	
Reduce Stress	1	0%	1	0%	0	0%	
Don't Know	31	8%	29	9%	2	3%	
Total	403	--	338	--	65	--	

Not surprisingly, there was a large difference in responses between MTA non-users and MTA users. Among non-users, half (50 percent) indicate that there was no benefit, 13 percent identified mobility for persons without cars, and 7 percent identified mobility in case it is needed. The most prevalent responses among MTA users, however, was mobility for persons without a car (32 percent), the convenience of using transit (20 percent), the savings in cost and gas (12 percent) and mobility in case it is needed (11 percent). Other benefits that were mentioned included access to the airport or Bay Area, access for recreational trips to the coast, mobility for social service program clients, and transportation of water samples to Santa Rosa.

Questions 16 and 47: What benefits does public bus service in Mendocino County offer its riders? (open ended)

As presented in Table 46, the most common response (33 percent of all respondents) was that it provides mobility for persons without a car, followed by that it improves overall mobility (19 percent), and it saves money or gas. Non-MTA users were more likely to indicate the benefit of providing mobility for persons without a car (36 percent) over MTA users (20 percent), while MTA users were more likely to identify that it improves overall mobility (34 percent versus 16 percent). MTA users were also more likely to cite the convenience of transit (11 percent) than were non-MTA users (3 percent). These responses are not significantly different than those identified in the 2002 survey.

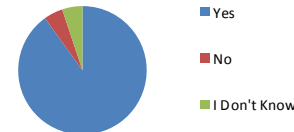
Responses	Total		MTA Use Category				Data Bars
			Q15 - MTA Non-User		Q48 -MTA User		
	Count	%	Count	%	Count	%	
None	7	2%	7	2%	0	0%	<div></div>
Mobility for persons without a car	132	33%	119	36%	13	20%	<div></div>
Saves \$ or Gas	52	13%	43	13%	9	14%	<div></div>
Backup Mobility	2	1%	2	1%	0	0%	<div></div>
Students	14	4%	13	4%	1	2%	<div></div>
Seniors	22	6%	20	6%	2	3%	<div></div>
Disabled	9	2%	7	2%	2	3%	<div></div>
Access to Jobs	7	2%	5	1%	2	3%	<div></div>
Environment	16	4%	14	4%	2	3%	<div></div>
Convenience	17	4%	10	3%	7	11%	<div></div>
Traffic	11	3%	8	2%	3	5%	<div></div>
Safety	3	1%	3	1%	0	0%	<div></div>
Access to Airport	3	1%	2	1%	1	2%	<div></div>
Medical trips	5	1%	5	1%	0	0%	<div></div>
Improve Overall Mobility	76	19%	54	16%	22	34%	<div></div>
Don't Know	50	13%	48	14%	2	3%	<div></div>
Total	400	--	335	--	65	--	

Question 17 and 50: Do you think transit should serve your community?

Fully 90 percent of respondents indicated that they think their community should be served by transit, as presented in Table 47. While it is not surprising that 98 percent of MTA users answered in the affirmative, the fact that 89 percent of non-MTA users also responded positively shows a broad support for the concept of public transit service. This support is found throughout the community: the lowest proportion of respondents answering in the affirmative was still 83 percent, found in Elk, Hopland, Little River and Mendocino. The larger communities of Ft. Bragg, Ukiah and Willits ranged from 90 to 95

percent positive. All respondents in several communities (Anderson Valley, Casper, Point Arena and Sea Ranch) answered in the affirmative, though the low number of total respondents yields a low level of certainty at this level of disaggregation. (This question was not included in the 2002 survey.)

Table 47: Question 17 and 50 -- Do you think transit should serve your community?					
Responses	Total		MTA Use Category		
			Q17 - MTA Non-User		Q50 - MTA User
	Count	%	Count	%	Count %
Yes	389	90%	324	89%	65 98%
No	21	5%	21	6%	0 0%
I Don't Know	22	5%	21	6%	1 2%
Total	432	100%	366	100%	66 100%



Questions 18 and 51: What kind of job do you think MTA is doing in providing public bus service on a scale of 1 (Poor) to 10 (Excellent)?

Of respondents offering an opinion, fully 25 percent ranked MTA a "10", consisting of 27 percent of MTA users and 24 percent of non-users. These results are presented in Table 48. 67 percent gave a ranking of "8" "9" or "10", while only 5 percent gave rankings of less than 5. It is noteworthy that a majority of both users and non-users gave high rankings to MTA, with an average score of 8.3 among users and 7.7 among non-users (7.8 overall). A high proportion of non-users, however, chose to give no opinion.

Table 48: Question 18 and 51 -- What kind of job do you think MTA is doing in providing public bus service on a scale of 1 (Poor) to 10 (Excellent)?						
Responses	Total		MTA Use Category			Data Bars
			Q18 - MTA Non-User		Q51 - MTA User	
	Count	% Valid	Count	% Valid	Count % Valid	
1	5	2%	5	3%	0 0%	
2	1	0%	1	1%	0 0%	
3	5	2%	4	2%	1 2%	
4	3	1%	2	1%	1 2%	
5	16	6%	15	8%	1 2%	
6	19	7%	15	8%	4 6%	
7	38	15%	32	17%	6 10%	
8	71	28%	52	27%	19 30%	
9	35	14%	21	11%	14 22%	
10	63	25%	46	24%	17 27%	
No Opinion	166	--	164	--	2 --	
Total	422	--	357	--	65 --	
Total Valid Responses	256	100%	193	100%	63 100%	
Average of Valid Responses		7.8		7.7	8.3	

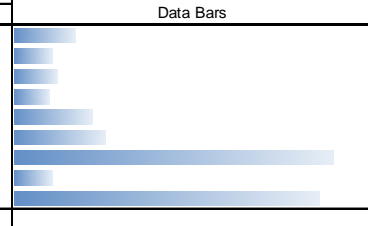
A comparison with the previous survey indicates that the positive perception of MTA has increased since 2002. The previous survey identified an average score of 7.1, consisting of 6.9 among non-users and 7.4 among users (an increase of 0.9 among non-users and 0.8 among users). The proportion of those indicating an 8 or above increased from 51 percent to 62 percent among non-users, and from 55 percent to 79 percent among users.

Questions 19 and 52: What are the benefits to you of Dial-A-Ride service in Mendocino County?

The majority of both MTA user and non-users indicated either that they had no opinion or that DAR provided no benefit to them, as shown in Table 49. There were a range of

other responses including benefits to seniors, persons with disabilities, and persons dependent on transit service. 3 percent of all respondents indicated that they saw a benefit in DAR's ability to reduce drunk driving. These responses were consistent with those generated by the previous survey.

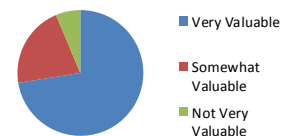
Table 49: Question 19 and 52 – What are the benefits to you of Dial-A-Ride service in Mendocino County?						
Responses	Total		MTA Use Category			
			Q18 - MTA Non-User		Q51 - MTA User	
	Count	%	Count	%	Count	%
For Seniors	18	5%	16	5%	2	5%
For Medical Trips	9	3%	7	2%	2	5%
Reduce Drunk Driving	11	3%	10	3%	1	2%
For Disabled	8	2%	5	2%	3	7%
Unaware of Service	25	7%	23	8%	2	5%
For Transit Dependents	30	9%	28	9%	2	5%
No Benefit	122	35%	107	35%	15	35%
As backup if car not available	9	3%	7	2%	2	5%
No Opinion	116	33%	102	33%	14	33%
Total	348	100%	305	100%	43	100%



Questions 20 and 53: MTA bus service in Mendocino County is ... very valuable, somewhat valuable, or not very valuable?

Overall 72 percent indicated that service is very valuable, consisting of 69 percent among non-users and 89 percent among users, as shown in Table 50. At the other extreme, only 7 percent of non-users and 3 percent of users indicated service was not very valuable. In the 2002 survey, 82 percent of non-users indicated service was very valuable, along with 87 percent of MTA users (83 percent overall). There was a shift of 10 percent of non-users from the "very valuable" to the "somewhat valuable" categories, though little shift to the "not very valuable" category among non-users and little overall shift among users.

Table 50: Questions 20 and 53 – MTA bus service in Mendocino County is...?					
Responses	Total		Q20 - MTA Non-User		Q53 - MTA User
	Count	%	Count	%	Count %
Very Valuable	308	72%	249	69%	59 89%
Somewhat Valuable	90	21%	85	24%	5 8%
Not Very Valuable	27	6%	25	7%	2 3%
Total	425	100%	359	100%	66 100%



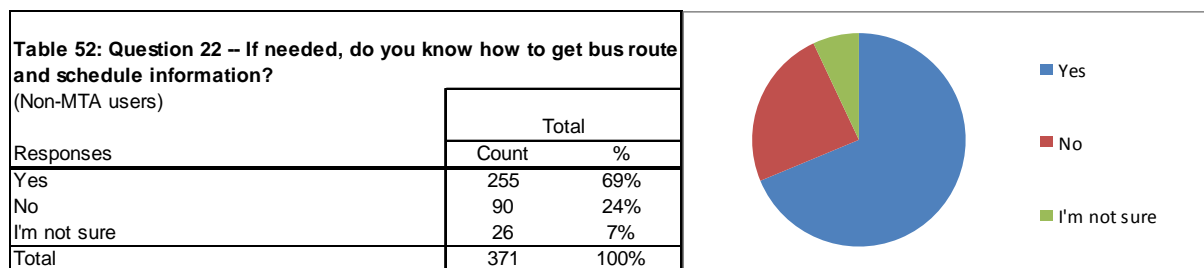
Questions 21 and 54: What kind of job do you think MTA is doing in providing Dial-A-Ride service on a scale of 1 (Poor) to 10 (Excellent)?

The Dial-A-Ride service generated very good responses, as presented in Table 51, with 40 percent of all respondents indicating a 10 (38 percent among non-users and 45 percent among users). Of all respondents, only 4 percent gave a low score of a 1, 2 or 3. The average score was 8.1, consisting of 8.2 among non-users and 7.9 among users. These results are a marked improvement compared with the 2002 response, when the overall average score was 6.7 (6.5 among non-users and 7.0 among users). The 2002 results indicated a total of 11 percent giving a low (1, 2 or 3) score, consisting of 14 percent among non-users and 11 percent among users. This indicates that the service has successfully addressed some apparent dissatisfaction voiced in 2002 among users, and improved its image among the non-user general populations.

Table 51: Questions 21 and 54 – What kind of job do you think MTA is doing in providing Dial-A-Ride service on a scale of 1 (Poor) to 10 (Excellent)?						
Responses	Total		MTA Use Category			
	Count	% Valid	Q21 - MTA Non-User		Q54 - MTA User	
	Count	% Valid	Count	% Valid	Count	% Valid
1	4	3%	2	2%	2	6%
2	2	1%	1	1%	1	3%
3	0	0%	0	0%	0	0%
4	2	1%	1	1%	1	3%
5	11	8%	9	8%	2	6%
6	4	3%	4	4%	0	0%
7	17	12%	15	14%	2	6%
8	31	22%	24	22%	7	23%
9	13	9%	11	10%	2	6%
10	55	40%	41	38%	14	45%
No Opinion	281	--	246	--	35	--
Total	420	--	354	--	66	--
Total Valid Responses	139	100%	108	100%	31	100%
Average of Valid Responses	8.1		8.2		7.9	

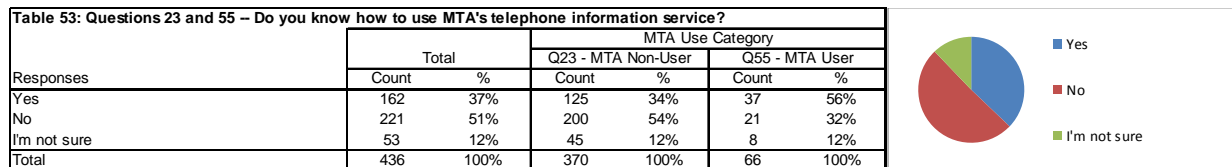
Question 22: If needed, do you know how to get bus route and schedule information? (Asked of non-MTA users only)

Of non-users, 69 percent indicated in the affirmative, as shown in Table 52. This is an improvement from the 57 percent of non-users that indicated yes in 2002.



Questions 23 and 55: Do you know how to use MTA's telephone information service?

In total, Table 53 shows that 37 percent indicated yes, consisting of 34 percent of non-users and 56 percent of users. This is very similar to the 2002 results (41 percent in total, 34 percent among non-users and 55 percent among users).



Question 24 and 56: Have you ever visited MTA's website?

As presented in Table 54, 16 percent of non-users answered in the affirmative along with 44 percent of users, for an overall total of 21 percent. This question was not asked in the 2002 survey.

Table 54: Question 24 and 56 – Have you ever visited MTA's website?					
Responses	Total		MTA Use Category		
			Q24 - MTA Non-User		Q56 - MTA User
	Count	%	Count	%	Count %
Yes	90	21%	61	16%	29 44%
No	341	78%	304	82%	37 56%
Not sure	5	1%	5	1%	0 0%
Total	436	100%	370	100%	66 100%



Question 25: On a scale of 1 (definitely would not) to 10 (definitely would) (with 5.5 for "neutral"), would you use MTA services if: (Asked of MTA non-users only. Respondents were given a list of 17 individual conditions and asked their response to each.)

The purpose of this question was to identify those factors that are more or less important in generating greater interest in transit use among the non-riding residents of Mendocino County. The individual factors and results are presented in Table 55. The greatest positive response (28 percent indicating they definitely would use MTA service) was for "routes go where you want to go" and "buses go when you want to go". This was followed closely by "gas prices rise to \$7.00 per gallon" at 27 percent and the "the bus stop was closer to my home" at 23 percent. Other factors that generated moderately positive responses (10 to 20 percent indicating they definitely would ride) consisted of "gas prices rising to \$6 per gallon", "bus trip didn't take so long", "service hours or days were expanded", "gas prices rising to \$5 per gallon", "fares were lower", and "there were safer waiting areas." Factors with low positive response consisted of "there was easier disabled access", "drivers were more careful", "drivers were more courteous and helpful", "better information was available to use system", "better information was available on where the bus goes", "schedules were easier to use", and "the website was easier to use". Overall, these results reflect the importance of route and schedule planning to provide service where and when residents need it.

The list of specific factors included in the 2002 survey differed from those in this survey, making a direct comparison impossible. In general, however, the 2002 survey was consistent in that the most positive responses were associated with the factors reflecting the convenience of service (location of routes and stops, convenience of schedule, expansion of days/hours of service). The sole exception was the factor of "easier disabled access" which was considered a more important factor in 2002 than in 2014.

Table 55: Question 25 – On a scale of 1 (definitely would not) to 10 (definitely would) (with 5.5 for "neutral"), would you use MTA services if –									
(Asked only of non-MTA users)	Number of Responses				Average of Valid Responses	Percentage of Responses			
	Definitely Would Not	Neutral	Definitely Would	Total		Definitely Would Not	Neutral	Definitely Would	Total
Gas prices rise to \$5.00 per gallon?	183	52	39	274	3.1	67%	19%	14%	100%
Gas prices rise to \$6.00 per gallon?	159	43	50	252	3.6	63%	17%	20%	100%
Gas prices rise to \$7.00 per gallon?	151	38	68	257	4.0	59%	15%	26%	100%
Better information was available to use system?	202	57	22	281	2.6	72%	20%	8%	100%
Better information was available on where the bus goes?	200	56	22	278	2.6	72%	20%	8%	100%
Schedules were easier to use?	201	50	19	270	2.5	74%	19%	7%	100%
The web site was easier to use?	211	46	10	267	2.1	79%	17%	4%	100%
The Bus stop was closer to home?	164	38	60	262	3.7	63%	15%	23%	100%
Taking the bus saved money verses driving?	164	38	46	248	3.4	66%	15%	19%	100%
There were safer waiting areas?	204	42	26	272	2.6	75%	15%	10%	100%
Service hours or days were expanded?	182	34	39	255	3.0	71%	13%	15%	100%
Routes go where you need to go?	146	30	69	245	4.1	60%	12%	28%	100%
Buses go when you want to go?	150	30	70	250	4.1	60%	12%	28%	100%
Bus trips didn't take so long?	178	39	44	261	3.2	68%	15%	17%	100%
Fares were lower?	188	42	30	260	2.8	72%	16%	12%	100%
There was easier disabled access?	209	40	26	275	2.5	76%	15%	9%	100%
Drivers were more courteous and helpful?	193	48	21	262	2.5	74%	18%	8%	100%
Drivers were more careful?	191	47	23	261	2.6	73%	18%	9%	100%

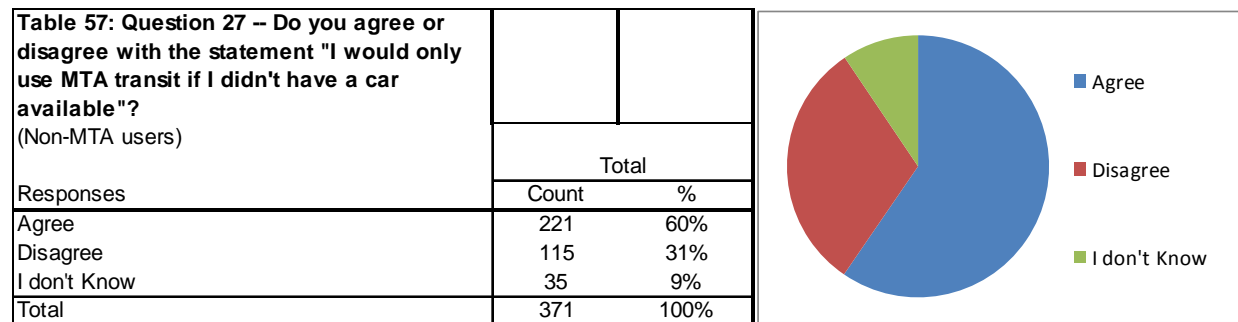
Question 26: Which factor in the previous question is the most important to you? (Non-MTA users only)

The single most commonly identified factor shown in Table 56 was "the bus stop is closer to home" (25 percent), followed by "gas prices rise to \$7.00 per gallon" (20 percent) and "routes go where you need them to go" (12 percent). No other factors exceeded 9 percent. (This question was not asked in 2002.)

Table 56: Question 26 – Which factor in the previous question is the most important to you?			
(Non-MTA users)			
Responses	Total		Data Bars
	Count	%	
Gas prices rise to \$5.00 per gallon?	6	2%	<div></div>
Gas prices rise to \$6.00 per gallon?	7	3%	<div></div>
Gas prices rise to \$7.00 per gallon?	55	20%	<div></div>
Better information was available to use system?	1	0%	<div></div>
Better information was available on where the bus goes?	3	1%	<div></div>
Schedules were easier to use?	5	2%	<div></div>
The web site was easier to use?	0	0%	<div></div>
The Bus stop was closer to home?	68	25%	<div></div>
Taking the bus saved money verses driving?	18	7%	<div></div>
There were safer waiting areas?	8	3%	<div></div>
Service hours or days were expanded?	24	9%	<div></div>
Routes go where you need to go?	34	12%	<div></div>
Buses go when you want to go?	15	5%	<div></div>
Bus trips didn't take so long?	4	1%	<div></div>
Fares were lower?	7	3%	<div></div>
There was easier disabled access?	11	4%	<div></div>
Drivers were more courteous and helpful?	3	1%	<div></div>
Drivers were more careful?	5	2%	<div></div>
Total	274	100%	

Question 27: Do you agree or disagree with the statement "I would only use MTA transit if I didn't have a car available"? (Non-MTA users only)

As presented in Table 57, 60 percent of respondents agreed with this statement, 31 percent disagreed, and 9 percent indicated that they did not know. In 2002, these proportions were 67 percent, 27 percent and 6 percent, respectively, which indicates a slightly improved attitude towards possible future use of MTA services.



Questions 28 and 57: In which community do you live?

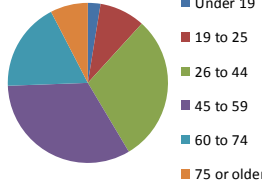
Overall, the greatest numbers of respondents (30 percent) live in Ukiah, followed by 23 percent in Fort Bragg and 12 percent in Willits, as shown in Table 58. In total, 37 percent indicated that they live along the coast, with 63 percent in inland areas. Reflecting where services are most heavily used, 44 percent of MTA users reported that they live in Ukiah, followed by 20 percent in Fort Bragg and 15 percent in Willits. Results of the 2002 survey were very similar for overall respondents, though the location of MTA users in 2002 was lower in Ukiah (32 percent) and Fort Bragg (20 percent) and higher in the smaller communities.

Responses	Total		MTA Use Category				Data Bars
			Q28 - MTA Non-User		Q57 - MTA User		
	Count	%	Count	%	Count	%	
Ft Bragg	99	23%	86	23%	13	20%	<div></div>
Casper	5	1%	4	1%	1	2%	<div></div>
Mendocino	24	5%	22	6%	2	3%	<div></div>
Little River	6	1%	6	2%	0	0%	<div></div>
Albion	0	0%	0	0%	0	0%	<div></div>
Elk	6	1%	6	2%	0	0%	<div></div>
Manchester	0	0%	0	0%	0	0%	<div></div>
Point Arena	2	0%	0	0%	2	3%	<div></div>
Sea Ranch	1	0%	1	0%	0	0%	<div></div>
Anderson Valley	3	1%	3	1%	0	0%	<div></div>
Hopland	6	1%	6	2%	0	0%	<div></div>
Ukiah	131	30%	102	27%	29	44%	<div></div>
Willits	52	12%	42	11%	10	15%	<div></div>
Redwood Valley	26	6%	25	7%	1	2%	<div></div>
Gualala	21	5%	16	4%	5	8%	<div></div>
Laytonville	10	2%	10	3%	0	0%	<div></div>
Other	46	11%	43	12%	3	5%	<div></div>
Total	438	100%	372	100%	66	100%	

Questions 29 and 58: How old are you?

In total, Table 59 shows that the highest proportions of respondents were 45 to 59 years of age (33 percent), followed by 29 percent that were 26 to 44. MTA users were more likely to be 60 to 74 than non-users (27 percent versus 16 percent) or 19 to 25 (15 percent versus 8 percent), while a lower proportion of MTA users were 75 or older (0 percent versus 9 percent) or 25 to 59 (55 percent versus 63 percent). While the 2002 survey used slightly different age categories, the overall results were similar.

Responses	Total		MTA Use Category			
			Q29 - MTA Non-User		Q58 - MTA User	
	Count	% Valid	Count	% Valid	Count	% Valid
Under 19	11	3%	8	2%	3	5%
19 to 25	40	9%	31	8%	9	14%
26 to 44	129	29%	112	30%	17	26%
45 to 59	143	33%	124	33%	19	29%
60 to 74	78	18%	60	16%	18	27%
75 or older	33	8%	33	9%	0	0%
Not Provided	4	--	4	--	0	--
Total	438	--	372	--	66	--



Questions 30 and 59: Which (race or ethnicity) do you consider yourself? (check all that apply)

As presented in Table 60, a majority (76 percent) of all respondents indicated "White", consisting of 78 percent of non-MTA users and 62 percent of MTA users. 18 percent of all respondents selected "Hispanic" (16 percent of non-users versus 30 percent of users), and 5 percent indicated "Native American" (5 percent of non-users versus 2 percent of users). This question was not included in the 2002 survey.

Responses	Total		MTA Use Category				Data Bars
			Q30 - MTA Non-User		Q59 - MTA User		
	Count	%	Count	%	Count	%	
White	332	76%	291	78%	41	62%	<div></div>
Hispanic	78	18%	58	16%	20	30%	<div></div>
Asian	6	1%	4	1%	2	3%	<div></div>
African American	3	1%	2	1%	1	2%	<div></div>
Native American	20	5%	19	5%	1	2%	<div></div>
Not Provided	13	3%	12	3%	1	2%	<div></div>
Other	2	0%	2	1%	0	0%	<div></div>
Total	438	--	372	--	66	--	

Questions 31 and 60: How would you describe your occupation status? (check all that apply)

Overall, 61 percent of respondents indicated that they were employed either full-time or part-time, as shown in Table 61. 49 percent of MTA users were employed, versus 64 percent of non-users. An identical proportion of users and non-users indicated that they were retired (23 percent). 11 percent of MTA users were Mendocino College Students, compared with 3 percent of non-users. Comparing with the 2002 survey results, the overall proportion of respondents that are employed is similar (64 percent in 2002), but the proportion of MTA users that are employed has dropped from 62 percent to 47 percent. A higher proportion of employed persons are now reporting that they

work part-time: among MTA users, the proportion working part-time has increase from 24 percent to 35 percent.

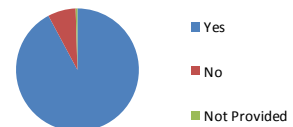
Table 61: Questions 31 and 60 – How would you describe your occupation status? (check all that apply)						
Responses	Total		MTA Use Category			
	Count	%	Q31 - MTA Non-User		Q60 - MTA User	
	Count	%	Count	%	Count	%
Employed-full time	207	47%	186	50%	21	32%
Employed-part time	63	14%	52	14%	11	17%
Homemaker	22	5%	18	5%	4	6%
Displaced-not employed	0	0%	0	0%	0	0%
Unemployed	8	2%	5	1%	3	5%
Retired	101	23%	86	23%	15	23%
Middle or High School Student	6	1%	3	1%	3	5%
Mendocino College Student	19	4%	12	3%	7	11%
Not Provided	3	1%	2	1%	1	2%
Other (please specify)	13	3%	8	2%	5	8%
Total	436	--	370	--	66	--

Questions 32 and 61: Do you have a driver's license?

Among MTA users, 74 percent indicated they had a driver's license, as shown in Table 62. This compares with 95 percent among non-users, for an overall result of 92 percent. This question was not asked in 2002.

Responses	Total		MTA Use Category			
			Q32 - MTA Non-User		Q61 - MTA User	
	Count	%	Count	%	Count	%
Yes	401	92%	349	95%	52	79%
No	32	7%	19	5%	13	20%
Not Provided	2	0%	1	0%	1	2%
Total	435	100%	369	100%	66	100%

■ Yes
■ No
■ Not Provided

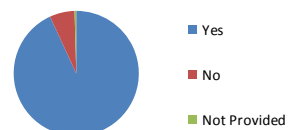


Questions 33 and 62: Do you have a vehicle available for travel (check one)?

Table 63 indicates that 74 percent of MTA users and 96 percent of non-users indicated in the affirmative, for an overall proportion of 92 percent. This question was not asked in 2002.

Responses	Total		MTA Use Category			
			Q33 - MTA Non-User		Q62 - MTA User	
	Count	%	Count	%	Count	%
Yes	407	93%	358	96%	49	74%
No	28	6%	11	3%	17	26%
Not Provided	2	0%	2	1%	0	0%
Total	437	100%	371	100%	66	100%

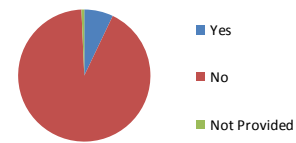
■ Yes
■ No
■ Not Provided



Questions 34 and 63: Do you have a disability which limits your ability to drive?

In total, 7 percent of respondents answered yes, consisting of 6 percent of non-users and 12 percent of users. This information is presented in Table 64. The 2002 survey asked a different question ("Are there any household members with disability that limits user of MTA buses?"), which yielded 7 percent positive responses among non-users and 14 percent among users.

Table 64: Questions 34 and 63 – Do you have a disability which limits your ability to drive?					
Responses	Total		MTA Use Category		
			Q34 - MTA Non-User		Q63 - MTA User
	Count	%	Count	%	Count %
Yes	31	7%	23	6%	8 12%
No	402	92%	344	93%	58 88%
Not Provided	3	1%	3	1%	0 0%
Total	436	100%	370	100%	66 100%



Questions 35 and 64: How do you access the internet? (Check all that apply)

The overall majority of respondents, as shown in Table 65, indicate that they have high-speed internet at their home (70 percent), with little difference between users and non-users (67 percent versus 70 percent, respectively). This is followed by 22 percent overall that access it via a smartphone (23 percent of non-users versus 14 percent of users). Of note, fewer MTA users (15 percent) indicate that they don't have regular access to the internet than among non-users (19 percent). Access through the library is more important to MTA users (12 percent) than non-users (5 percent).

Table 65: Questions 35 and 64 -- How do you access the internet? (Check all that apply)							
Responses	Total		MTA Use Category				Data Bars
			Q35 - MTA Non-User		Q64 - MTA User		
	Count	%	Count	%	Count	%	
At home (high speed)	302	70%	258	70%	44	67%	<div></div>
At home (low speed)	28	6%	21	6%	7	11%	<div></div>
At library	26	6%	18	5%	8	12%	<div></div>
At internet café	13	3%	10	3%	3	5%	<div></div>
Smartphone	95	22%	86	23%	9	14%	<div></div>
Cell phone (text only)	22	5%	18	5%	4	6%	<div></div>
I don't have regular access to the internet	79	18%	69	19%	10	15%	<div></div>
Total	433	--	367	--	66	--	

The 2002 survey asked two questions regarding internet access: "Do you have internet access?" and "If so, where do you access the internet (home, work, school)?" 51 percent of respondents to that survey indicated they did not have internet access, consisting of 39 percent of non-users and 45 percent of users. Of those with access, 93 percent of non-users and 91 percent of users had access at their home. Overall, this indicates that the proportion of residents (both users and non-users) who have internet access has dropped very substantially over the 12 years between the surveys.

Questions 36 and 65: How many people currently live in your household?

As presented in Table 66, the largest proportion (39 percent) lives in 2-person households, followed by 18 percent in 1-person households. The proportion of MTA users living in 1 person households (20 percent) is higher than non-MTA users (18 percent), as is the proportion living in households of 6 or more persons (14 percent versus 4 percent). The average household size of non-users is 2.7, while that of users is 3.1. It is interesting to note that the average overall household size has not changed significantly from the 2.6 reported in the 2002 survey, but the household size has increased from 2.6 to 3.1 among MTA users.

Table 66: Questions 36 and 65 – How many people currently live in your household?						
Responses	Total		MTA Use Category			
			Q36 - MTA Non-User		Q65 - MTA User	
	Count	% Valid	Count	% Valid	Count	% Valid
1	77	18%	64	18%	13	20%
2	165	39%	146	40%	19	29%
3	71	17%	64	18%	7	11%
4	59	14%	47	13%	12	18%
5	32	7%	27	7%	5	8%
6 or more	24	6%	15	4%	9	14%
Not Provided	8	--	7	--	1	--
Total	436	--	370	--	66	--
Average Household Size	2.7		2.7		3.1	

Questions 37 and 66: What is the number of licensed drivers in your household?

The majority overall is two drivers, with 57 percent of the total, as shown in Table 67. This figure is 60 percent among non-MTA users, but only 37 percent among non-users. The average number of drivers in the household, however, is equal between the two groups at 2.0. This question was not asked in 2002.

Table 67: Questions 37 and 66 – What is the number of licensed drivers in your household?						
Responses	Total		MTA Use Category			
			Q37 - MTA Non-User		Q66 - MTA User	
	Count	% Valid	Count	% Valid	Count	% Valid
1	98	24%	76	21%	22	37%
2	236	57%	214	60%	22	37%
3	57	14%	46	13%	11	19%
4	20	5%	17	5%	3	5%
5 or more	4	1%	3	1%	1	2%
Not Provided	12	--	11	--	1	--
Total	427	--	367	--	60	--
Average Household Size	2.0		2.0		2.0	

Questions 38 and 67: What is the number of working vehicles to which your household has immediate access?

Table 68 indicates that the average number of working vehicles was reported to be 2.3, consisting of 2.0 among MTA users and 2.4 among non-users. The 2002 survey asked a slightly different question ("How many working vehicles does your household have immediate access to?"), which yielded only 1 non-user zero vehicle household and no zero vehicle households among MTA users. The 2014 results reflect a slight drop from 2002, when MTA user households had an average of 2.3 cars and non-user households had an average of 2.5 cars.

Table 68: Questions 38 and 67 – What is the number of working vehicles to which your household has immediate access?						
Responses	Total		MTA Use Category			
			Q38 - MTA Non-User		Q67 - MTA User	
	Count	% Valid	Count	% Valid	Count	% Valid
1	94	22%	77	21%	17	29%
2	191	45%	166	45%	25	42%
3	68	16%	57	15%	11	19%
4	36	8%	36	10%	0	0%
5 or more	26	6%	24	7%	2	3%
Not Provided	12	--	8	--	4	--
Total	427	--	368	--	59	--
Average	2.3		2.4		2.0	

Questions 39 and 68: What is your approximate average household income?

As shown in Table 69, the most prevalent response was the \$30,000 to \$60,000 category, representing 28 percent of total valid responses (28 percent among MTA non-users and 29 percent among MTA users). MTA users were more likely to have household income below \$30,000 per year (59 percent) than non-users (32 percent) and less likely to have household income above \$60,000 per year (12 percent) than non-users (36 percent). As a result, the average household income among MTA users was \$31,600 per year, versus \$53,600 per year among non-users (\$50,500 overall). In comparison, the average income in 2002 was \$40,900 overall, \$43,600 for non-MTA users, and \$34,800 for MTA users. This indicates a 24 percent increase in average household income overall and 23 percent among non-MTA users, but a 9 percent drop among MTA users.

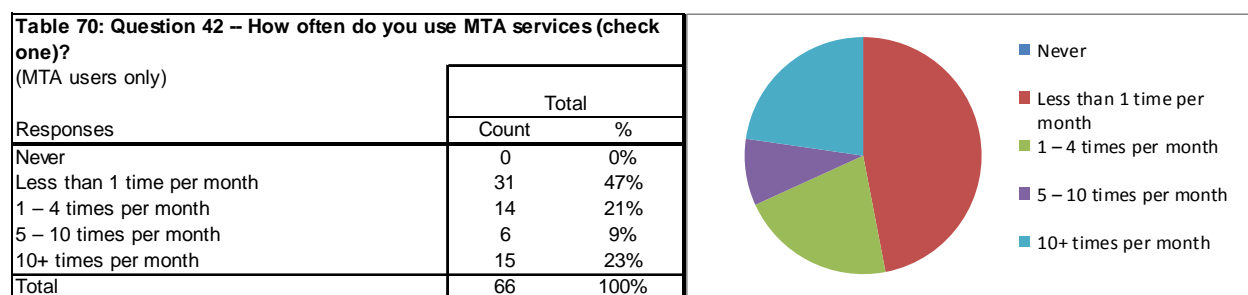
Responses	Total		MTA Use Category				Data Bars
			Q39 - MTA Non-User		Q68 - MTA User		
	Count	% Valid	Count	% Valid	Count	% Valid	
\$0-\$10,000	21	6%	12	4%	9	19%	<div></div>
\$10,000-\$20,000	49	14%	37	13%	12	25%	<div></div>
\$20,000-\$30,000	52	15%	45	15%	7	15%	<div></div>
\$30,000-\$60,000	96	28%	82	28%	14	29%	<div></div>
\$60,000-\$75,000	41	12%	38	13%	3	6%	<div></div>
\$75,000-\$100,000	48	14%	46	16%	2	4%	<div></div>
Over \$100,000	35	10%	34	12%	1	2%	<div></div>
Not Provided	95	--	77	--	18	--	<div></div>
Total	437	--	371	--	66	--	

Question 40 and 69: Thank you! Would you like to discuss your answers or become a part a mailing list to hear about the Transit Survey results?

13 percent of respondents indicated a desire to provide or receive more information.









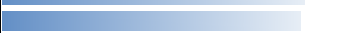






Question 42: How often do you use MTA services (check one)? (asked of MTA users only)

As shown in Table 70, 47 percent indicated they use it less than 1 time per month, followed by 23 percent using it 10 or more times per month, 21 percent using it 1 to 4 times per month, and 9 percent using it 5 to 10 times per month. As the ranges asked in the previous survey differed, it is not possible to directly compare the 2002 and 2014 surveys.












Question 43: Please rank the following service characteristics, on a scale of 1-poor to 7-excellent. (asked of MTA users only)

Overall, MTA service received a rank of 6.2 out of 7, with 44 percent indicating a 7 and 39 percent indicating a 6. These results are shown in Table 71. Among individual attributes, the highest rankings were received for driver courtesy (6.4), system safety and comfort of ride (6.3), as well as on-time performance and bus cleanliness (6.2). The lowest ranking was identified for the reservation process (5.4), which had a relatively high proportion of individual responses in the 4 to 5 range. None of the attributes had a particularly high proportion of low (1 or 2) rankings; service frequency was highest, at 7 percent. This question was not asked in 2002.

	Number of Responses								Average of Valid Responses	
	1	2	3	4	5	6	7	Total		
Service frequency	1	3	3	4	10	16	28	65	5.8	
Location of services	1	2	1	4	5	18	34	65	6.1	
On time performance	0	0	0	5	10	17	33	65	6.2	
Schedule information	2	2	4	4	6	12	33	63	5.8	
Website information	1	0	1	6	2	7	17	34	5.9	
Phone information	1	1	3	4	6	11	22	48	5.8	
Reservation process	0	0	1	6	3	6	5	21	5.4	
Fares	0	1	0	4	14	14	33	66	6.1	
Comfort of ride	0	0	1	3	10	14	38	66	6.3	
Driver courtesy	0	1	1	3	5	8	46	64	6.4	
System safety	0	0	1	4	6	15	38	64	6.3	
Convenience of bus stops	1	0	2	3	9	16	32	63	6.1	
Bus cleanliness	0	0	2	2	10	18	32	64	6.2	
Bus stops and shelters	1	1	4	9	10	17	20	62	5.5	
Overall	0	0	0	4	7	26	29	66	6.2	
	Percent of Valid Responses									
	1	2	3	4	5	6	7	Total		
Service frequency	2%	5%	5%	6%	15%	25%	43%	100%		
Location of services	2%	3%	2%	6%	8%	28%	52%	100%		
On time performance	0%	0%	0%	8%	15%	26%	51%	100%		
Schedule information	3%	3%	6%	6%	10%	19%	52%	100%		
Website information	3%	0%	3%	18%	6%	21%	50%	100%		
Phone information	2%	2%	6%	8%	13%	23%	46%	100%		
Reservation process	0%	0%	5%	29%	14%	29%	24%	100%		
Fares	0%	2%	0%	6%	21%	21%	50%	100%		
Comfort of ride	0%	0%	2%	5%	15%	21%	58%	100%		
Driver courtesy	0%	2%	2%	5%	8%	13%	72%	100%		
System safety	0%	0%	2%	6%	9%	23%	59%	100%		
Convenience of bus stops	2%	0%	3%	5%	14%	25%	51%	100%		
Bus cleanliness	0%	0%	3%	3%	16%	28%	50%	100%		
Bus stops and shelters	2%	2%	6%	15%	16%	27%	32%	100%		
Overall	0%	0%	0%	6%	11%	39%	44%	100%		

Question 44: How do you get your information about MTA services (check all that apply)? (asked of MTA users only)

The highest proportion indicated the printed schedules (22 percent) followed by the bus poles (17 percent) and bus shelters (14 percent), as shown in Table 72. 10 percent indicated they got information via the MTA web page. This question was not asked in 2002.

Table 72: Question 44 – How do you get your information about MTA services (check all that apply)?			
(MTA users)	Total		Data Bars
Responses	Count	%	
Printed schedules	38	22%	
Bus Pole signs	29	17%	
Bus shelters	25	14%	
MTA web page	17	10%	
Bus Driver	20	11%	
Automated phone system	9	5%	
MTA phone operator	14	8%	
Friends and relatives	16	9%	
Other (please specify)	7	4%	
Total	175		

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SURVEY METHODOLOGY

Mendocino Transit Authority developed a stakeholders list which included government and private social service organizations, Tribal governments, schools, medical facilities, senior centers and municipalities. The survey contact list was narrowed down to just include social service organizations, Tribal governments, senior centers and Hispanic outreach contacts. Individuals on the list were contacted by phone and/or email, and asked to solicit their constituents to participate in a survey. The email, which was sent November 25, 2014, included four attached documents:

1. A cover letter with instructions to the agencies and organizations to conduct the survey. The letter requested that the agency make copies of the survey form available to their clients, to be completed by December 19, 2014. The survey forms were to be placed in a reception area or other high-traffic area;
2. A flyer announcement indicating surveys were available and asking individuals to "please take one;"
3. A two-page survey form asking individuals about their knowledge of and experience with transit services in Mendocino County, as well as soliciting information about their travel needs;
4. The two-page survey form in Spanish was also sent.

These documents are found in Appendix C. The list of individuals contacted for this survey effort is shown in Table *. Several of the Tribal contacts were not reached by the phone or email contact provided.

SURVEY RESULTS

Due to several unfortunate timing conflicts, response to the surveys was minimal. Surveys were sent just after Thanksgiving, which is not an ideal time to request that organizations with limited resources engage in activities which require extra time. An even greater deterrent, however, was the fact that many of these same organizations had already been contacted and asked to participate in data collecting efforts on behalf of the Mendocino Council of Governments to develop the Coordinated Public Transit – Human Services Transportation Plan, which is currently out in Draft Form. In short, only twelve survey forms were completed for this effort, all from Mayacama Industries.

Mayacama Industries, also known as Ukiah Valley Association for Habilitation, is a non-profit agency which serves adults with developmental and other disabilities. A wide




range of services are provided, including vocational training and skill development for community integration. Many of the clients use public transportation for daily living needs and for employment. Responses to the survey are listed below and generally follow the trends found among onboard passenger survey responses.

Question 1 – Have you heard of MTA or Mendocino Transit Authority?

All 12 of the respondents had heard of MTA.











Question 2 – Have you used MTA transit services?

In all, 8 said they had used MTA, 3 said they had previously used MTA but not in over a year, and 1 had never used the service.

Table 73: Question 2--Have you used MTA Transit Services?			
Responses	Count	%	Data Bars
Yes, I'm a current rider.	8	67%	
Yes, but haven't used in past year	3	25%	
No, I've never used MTA	1	8%	
Total	12	100%	

Question 3 – If you don't use MTA services or only ride infrequently, what factors limit your use?




Respondents were asked to check all answers which applied, so respondents generally gave two or three reasons, or thirty total. The most common reasons cited were that the fares are too high or that the respondent had a vehicle. Several also noted that the bus does not run late enough.

Table 74: Question 3--If you don't use MTA or ride only infrequently, what factors limit your use?			
Responses	Count	%	Data Bars
The bus doesn't stop near my home	0	0%	
The bus doesn't go where I need to go	2	7%	
The bus doesn't run often enough	2	7%	
The bus doesn't run late enough	3	11%	
The bus doesn't start early enough	2	7%	
The bus does not run on Saturday or Sunday	3	11%	
The bus takes too long	2	7%	
The fare is too high	5	19%	
I'm not aware of the bus service	1	4%	
I have a vehicle	5	19%	
I make multiple stops along the way	1	4%	
Other	1	4%	
Total	27	100%	

Question 4 – Have you ever seen any advertising about transit service?

8 of the 12 respondents had seen advertising; 2 were unsure and 2 had not.








Table 75: Question 4--Have you ever seen any advertising about transit service?

Responses	Total		Data Bars
	Count	%	
Yes	8	67%	
No	2	17%	
Don't Know	2	17%	
Total	12	100%	

Question 5 – Where did you see (or hear) the advertising?

Most often, they had heard the advertising on the radio.

Table 76: Question 5--Where have you seen the ads?

Responses	Total		Data Bars
	Count	%	
Radio	6	33%	
Newspaper	2	11%	
Ukiah Daily Journal	3	17%	
Willits News	1	6%	
Mendocino Beacon	0	0%	
Fort Bragg Advocate	1	6%	
Other newspaper	0	0%	
Visitor's guide	1	6%	
I don't know	0	0%	
Other	4	22%	
Total	18	100%	

Question 6 – Do you think transit should serve your community?

All respondents answered "yes".

Question 7 – In which community do you live?

Half of the respondents lived in Ukiah, four in Willits and two in Fort Bragg.

Table 77: Question 7--In which community do you live?

Responses	Total		Data Bars
	Count	%	
Fort Bragg	2	17%	
Ukiah	6	50%	
Willits	4	33%	
Total	12	--	

Question 8 – Do you have a driver’s license?

Only 10 of the 12 respondents answered this question: 3 said they have a license and 7 said they do not.

Table 78: Question 8--Do you have a driver's license?

Responses	Total		Data Bars
	Count	%	
Yes	3	30%	
No	7	70%	
Total	10	100%	

Question 9 – Please rank service characteristics, on a scale of 1 (poor) to 7 (excellent) using the list provided.

Overall, MTA service received a rank of 6.1 out of 7, with 53 percent indicating a 7 and 9 percent indicating a 6. These results are shown in Table 79. Among individual attributes, the highest rankings were received for frequency of service, comfort of the ride, system safety, and stops and shelters, each receiving 6.2 averages. The lowest ranking was identified for the website information (4.0), reservation process (4.4), fares (5.1) and printed schedule (5.2). However, for both the website information and reservation process questions, fewer than half of the respondents answered the question.

Table 79: Question 9--Please indicate your opinion of the transit service from 1 (poor) to 7 (excellent):

Total								Total	Average of Valid Responses	Data Bars
	1	2	3	4	5	6	7			
Service Frequency	0	0	0	1	2	2	6	11	6.2	
Location of services	0	0	1	2	0	0	8	11	6.1	
On time performance	0	0	1	1	3	2	4	11	5.6	
Schedule information	0	0	1	3	1	1	3	9	5.2	
Website information	1	0	0	3	0	0	1	5	4.0	
Phone information	1	0	0	3	1	1	5	11	5.4	
Reservation process	1	0	1	1	0	0	2	5	4.4	
Fares	1	1	0	2	1	0	5	10	5.1	
Comfort of ride	0	0	0	2	1	1	7	11	6.2	
Driver courtesy	1	0	0	2	2	1	5	11	5.5	
System safety	0	0	1	1	0	1	7	10	6.2	
Convenience of stops	0	0	0	2	1	2	6	11	6.1	
Bus cleanliness	2	0	1	0	0	0	8	11	5.5	
Bus stops and shelters	0	0	1	1	0	2	7	11	6.2	
Overall	0	0	0	0	4	1	5	10	6.1	

Question 10 – How can MTA better serve you or serve the community?

Four individuals provided comments. Two requested bathroom stops along the route; one suggested more often and daily service to Santa Rosa; and one stated service should be provided at night.

COORDINATED PUBLIC TRANSIT – HUMAN SERVICES TRANSPORTATION PLAN

As mentioned, responses to the social services agency survey were very low. The intent of the surveys was to determine the knowledge of, current use of, need for and satisfaction with the MTA transit services in Mendocino County. The Coordinated Public Transit – Human Services Transportation Plan (currently in draft form) provides information on the reasonable and unreasonable to meet needs identified for the study. The “reasonable to meet” needs are included below. These were derived through various outreach efforts, including agency surveys, as outlined in the study.

Reasonable to Meet Needs

- **Bus Service from Ukiah to the Coast and Back on the Same Day:** Current bus service which connects Ukiah and the Coast begins in Fort Bragg. This route does make one round trip per day, however, because it originates at the Coast, it only travels to the coast from Ukiah and does not make a return trip. A service which originates in Ukiah, travels to the coast and returns in the same day is needed.
- **Additional/Later CC Rider Trips from Santa Rosa:** Route 65 (CC Rider) currently leaves Santa Rosa for on its return trip to Fort Bragg at 2:25pm. However, many appointments in Santa Rosa do not end until after that. Either leaving Santa Rosa later, or having a second trip implemented on that route (currently there is only one trip per day on this route) is needed.
- **Saturday Bus Service Between Willits and Ukiah:** The Willits/Ukiah route currently only runs Monday through Friday. As two of the most important origins and destinations in Mendocino County, service on Saturday would do a lot towards increasing the mobility of residents in these two cities.
- **Reinstate Saturday Service on Route 60 and Connections to Route 75:** Service on Route 75 continues to run on Saturday, however, Route 60 has ceased Saturday service. Reinstating Saturday service to Route 60 would allow passengers weekend access to the key destinations in Point Arena and Ukiah.
- **Mobility Management Solution for Covelo and Laytonville:** Covelo and Laytonville are two of the smallest communities in Mendocino County. As such, coordinated

transportation services to these areas is very difficult. This unmet need is to better provide for these communities transportation needs.

- Brooktrails to Willits/Ukiah Ride Share: Brooktrails is fairly close to Willits, but is a little ways removed from Highway 101. Because of this, getting to the bus stops can be difficult. A ride share from Brooktrails to both Willits and Ukiah would be very beneficial to the residents of this area.
- Service to Brookside Elementary School in Willits: Route 1 currently makes stops that are reasonably close to Willits High School, however, there are no stops close by Brookside Elementary School in Willits which is also the site of the Head Start program. A route change such as this one should generate increased ridership.
- Service to the Redwood Valley Loop: Redwood Valley Loop is a community a little removed from the routes between Willits and Ukiah. It is also very close to the Coyote Valley Reservation. This service would have the added benefit of also providing transportation for the Native American Reservation as well.
- Mental Health Mobile Services Van for Healthcare Workers to Service Outlying Areas: There is a big need for mental health services to reach out to areas where residents cannot easily make it to a mental health facility. A van designated for mental health services would greatly facilitate this outreach.
- Ukiah Assisted Transportation for Seniors on Wednesdays: The Ukiah Senior Center only provides transportation Monday, Tuesday, Thursday and Friday through a contract with MTA. Expanding that to include Wednesday would greatly increase the mobility of seniors.
- Ukiah Assisted Transportation for Seniors on Sundays, Specifically to Church: There has been a request for transportation services so seniors at the Ukiah Senior Center, and elsewhere can attend church on Sundays.
- Ukiah Assisted Transportation to Willits, Hopland and Potter Valley: There are locations in each of these three cities that seniors in Ukiah desire to travel to. However, without assisted transportation these trips become significantly more difficult.
- Shuttle Service Between Point Arena, Along the Ridge to Gualala and the Sea Ranch Apartments: There is currently a bus stop close by the Sea Ranch Apartments, however, the bus only comes once a day in each direction. A shuttle that only runs between Point Arena and Sea Ranch would facilitate more travel to these areas.

- **Additional Service Between Fort Bragg and Ukiah:** There are currently only two routes to Ukiah, with only one of these being a direct route. As the largest city in Mendocino County, more than one direct route to the city is important.
- **Bus Service to Potter Valley:** Potter Valley is a ways removed from the routes between Ukiah and Willits. A short route that connects the routes between Ukiah and Willits, and Ukiah and Fort Bragg could increase ridership of residents of Potter Valley.
- **Bus Service in Ukiah on Sundays:** Similar to the need of assisted transportation for seniors on Sundays, this request is for service on Route 9 on Sundays. Although not specifically for church attendance, the implementation of this route would assist people in attending church.
- **Restore Bus Service Between Laytonville and Ukiah:** Laytonville is very far removed from any of the inter-city routes. Service is needed to connect Laytonville to the rest of the Mendocino County transportation system.
- **Service Between Fort Bragg and Point Arena and Back in One Day:** Currently, the only way to go from Fort Bragg to Point Arena and back is the transfer at Navarro River Junction. Travel between these two areas would become significantly easier if there was a route connecting the two directly that made at least one round trip per day.
- **Neighborhood Access to Affordable Food/Fresh Produce:** This need involves more local routes for residents to access local produce and groceries.
- **Bicycle Share System Linked to Transit Stops:** A program such as this would make it easier to travel to and from stops that are not immediately adjacent to the location passengers are trying to reach, but are still close enough to reach without a vehicle.
- **Bike Racks:** Similarly to the bicycle share system, simply having bike racks located at bus stops would make it easier to reach stops that are farther away, thereby increasing ridership on public transportation in Mendocino County.
- **Sidewalks and Safer Pedestrian Routes for Child Strollers, South State Street, Ukiah:** Increasing the safety of this street for pedestrians will increase the likelihood of using bus stops along this street. This will, in turn, increase ridership for the transit system.
- **Funds For a New Administration Building:** This is the second part of a major renovation and upgrade of the transportation buildings which began with the construction of the new transit center.

- **Increased Funding for Operations:** Conversations with transportation staff and stakeholders revealed a lack of funding sources designated for operations. Most sources of funding are earmarked for capital purchases. As laid out in the priority strategy chapter, it is important for Mendocino Transit Authority to maintain the current level of service. Therefore increasing funding for operations should be a priority.
- **Non-Emergency Medical Transportation:** Non-emergency medical transportation is important because it provides trips to in-county, and out-of-county medical appointments for those that cannot transport themselves. Information on how to become a NEMT provider can be found in the priority strategy chapter.
- **Better Timing with Services in Santa Rosa and Golden Gate Transit:** This is difficult to implement because each time Mendocino Transit Authority synchs the bus schedules with Golden Gate Transit, Golden Gate Transit changes its schedule to better serve its passengers. This leaves the Mendocino bus having to wait for transfers. This need will take constant changes to the schedule that might be confusing, but it is important to meet up with a much larger transportation service such as Golden Gate Transit.
- **Expand MTA Demand Response:** There are two types of demand response in Mendocino County. The first is the Senior Center provided demand response, and the second is the MTA provided demand response in Ukiah and Fort Bragg. There is a need for the MTA provided demand response in these two cities to serve a larger area as the cities continues to expand.
- **Trips Between Campuses in Willits, Ukiah and Fort Bragg:** Now that College of the Redwoods has entered into an agreement with Mendocino College, there is a need for students to be transported between campuses in Fort Bragg, Willits, Ukiah and Lakeport. This would require a dedicated vehicle and route. MTA is currently working with the college on this issue.

TARGET MARKETS

The surveys and outreach activities conducted for this study have provided opportunities to identify target markets for transit services throughout the MTA service area. As the transit services are varied (general public dial-a-ride, local jitney service, long distance services, etcetera) so too are the types of riders and their reasons for riding, as well as their venues and avenues for getting information. In this chapter, the target markets are identified and best strategies for reaching those target markets are discussed. It should be noted that several of these groups overlap (for example, seniors and/or students might also be disabled and/or low income).

Marketing to the General Public

The survey results provided in previous chapters provide the best information when evaluated as a whole due to the higher level of confidence derived from a large sample size. Any sub-groups evaluated have a lower level of confidence, but can still provide useful and pertinent information about the demographics and opinions of riders and non-riders in Mendocino County. The findings in previous chapters can be attributed to the population of Mendocino County as a whole (including visiting tourists), and the following conclusions can be made in regards to targeting the public for transit marketing purposes:

- About 7 percent of the population (9 percent in summer, 5 percent in fall) answered the onboard survey in Spanish, indicating it is important to provide written, web and phone information in Spanish and to conduct outreach to organizations serving the Hispanic community.
- The most common trip purposes were for work (24 percent) and shopping (22 percent) indicating outreach efforts through employers might be productive, as well as posting announcements and advertisements at shopping centers.
- The largest demographic or socioeconomic factors causing people to use transit are the lack of a vehicle (74 percent of riders), followed by a lack of a driver's license (60 percent of riders) and disability (20 percent of riders). Nonetheless, approximately a quarter of riders were "choice riders".
- The most popular method for getting transit information is through the printed schedule. For this reason, these should be distributed widely to social service programs, schools, tourist outlets, and at public markets. Many passengers also rely on information they get at bus stops, indicating that information posted at the stops needs to be continually kept up to date.

- The internet is widely available among at least half of the population, and even more so among youths and non-seniors. The MTA website, however, was only used 15 percent of the time to access information by users (onboard surveys), and only 44 percent of MTA users have ever been on the website (phone survey). This may reflect that the other information sources, such as printed materials, are so effective that riders see no need to turn to the internet. It also probably indicates a need for more prominent marketing of the MTA website on other promotional materials.

Senior Market

Seniors (persons aged 60 and over) completed approximately 14 percent of the onboard surveys and 23 percent of the phone surveys. The survey responses by seniors generally tracked with the general population, though there were some significant differences, particularly in regards to internet use. Results of the surveys provide indications of how seniors view transit and how they might respond to information services and marketing. These include the following:

- Seniors and the general public equally (45 percent) indicated they had seen advertising for MTA in the past year.
- Only 58 percent of seniors (compared to 69 percent of the general public) said they knew how to get bus route and schedule information (phone surveys).
- Only 7 percent of senior non-MTA users had visited the MTA website, while 16 percent of the general public non-MTA users had visited the website.
- Seniors responding to the phone survey had nearly the same percent of respondents with driver's licenses, vehicle availability, and disabilities as the general public, but 44 percent of seniors cited a disability in the onboard surveys, compared to 20 percent of the general public in onboard surveys.
- While approximately half of the seniors and the general public said they have high-speed internet at home (phone surveys), only 14 percent of the general public said they did not have any internet, while 28 percent of seniors said they did not have internet. In onboard surveys, the discrepancy was even greater, with 41 percent of seniors saying they did not have internet access, compared to 20 percent of the general public.
- In onboard surveys, seniors cited the internet as their source of transit information only 5 percent of the time, compared to 16 percent by the general public. Seniors were more likely than the general public to use printed schedules (44 percent compared to 33 percent).

- 26 percent of seniors indicated they would not make the trip if transit were not available, compared to 18 percent of the general public. In summer, 32 percent of seniors said they would not make the trip compared to 21 percent of the general public.
- In onboard surveys, seniors ranked on-time performance, phone information, and the fare on regional transit higher than the general public, while ranking “the bus goes where I need to go” lower than the general public (+/- 0.3 points for each category).
- Approximately 30 percent of the seniors responding to the phone survey indicated a household income under \$20,000 compared to 20 percent of the general public.

What can be inferred from these results is that seniors are significantly less likely to use or get information from the internet than is the general public, and are more likely to get their information from phone services and particularly printed information. Furthermore, seniors are less sure of how to get information than the general public, indicating a need for senior-focused information services. Because disabled seniors responded to onboard surveys at a greater rate than on phone surveys, this implies disabled seniors are already using the transit services.

The surveys indicated a significant number of very low-income seniors in comparison to the general public, indicating discounted senior fares are a benefit to this group. Furthermore, outreach efforts for seniors should also be directed to low income groups.

Overall, these findings indicate a need to work with the staffs of Senior Centers, social service agencies, and others that serve the senior population to gain their assistance in ensuring that seniors have easy access to transit information. If these “gatekeeper” staffers were more aware of MTA information sources (particularly the website), they could easily assist seniors in quickly finding the information they need regarding transit services. However, it should be noted that MTA funds the senior centers within Mendocino County to provide door-to-door services within their communities. Senior centers providing this additional level of service include those in Willits, Ukiah, Fort Bragg, Anderson Valley and the South Coast (Point Arena / Gualala). The hours of service are less than those provided by MTA services, but the level of service is increased (door-to-door versus MTA’s curb-to-curb). The senior centers and MTA should continue to work together to facilitate seniors understanding of all services available to them.

Youth Market

Youths (aged 19 and under) completed approximately 14 percent of the onboard surveys (10 percent in summer and 18 percent in fall) and 9 percent of the phone surveys. It should also be noted that 20 individual responses in the fall (a third of the fall youth surveys) were completed with identical answers by one individual on behalf of Charter School students. While the small sample size and group submission limits the level of confidence in the answers, nonetheless the results do provide anecdotal information about how youths view transit and how they might respond to information services and marketing. These include the following:

- While 7 percent of the general public responded to onboard surveys in Spanish, none of the youths responded in Spanish.
- 62 percent of youths were traveling for K-12 school trips and 10 percent for college or vocational training.
- Only 40 percent were making a round trip (52 percent in summer, 32 percent in fall) compared to 56 percent of the general public who made round trips.
- None of the youths onboard had a disability, and 95 percent did not have a driver's license, but 46 percent said there was a vehicle available for the trip (compared to only 26 percent of the general public who said a vehicle was available).
- Students are more likely to get transit information from printed schedules, the website, and friends/relatives in comparison to the general public, but less likely to get information from bus stop signs or poles, or the bus driver.
- 66 percent of youths said they had high speed internet at home, compared to 38 percent of the general public.
- In phone surveys, youths listed smart phones as a source of internet access for 25 percent of responses, compared to 17 percent by the general public. All of the youths responding to the survey said they had some form of internet access, while 14 percent of the general public said they did not have access.

These results indicate that youths primarily use the transit service for school trips, most often only in one direction. The youths are typically able-bodied, without a driver's license, and with a car at home. Youths have access to the internet, but still prefer the printed schedule for obtaining transit information.

MTA offers a summer youth pass which has gained in popularity each year, and offering this pass provides an opportunity for youths to become comfortable with transit use throughout the year. MTA should continue to market this successful program to youths.

College Market

In the fall onboard surveys, 54 respondents (approximately 14 percent of the total) identified themselves as Mendocino College students, with 3 additional out-of-area college students. The responses indicate that College students are more likely to get transit information from the internet, automated phone system and bus pole signs than the general public, and less likely than the general public to use or friends and relatives as sources of information. While all youths stated they had internet access, a handful of college students (5 in 54 from the fall onboard surveys) said they did not. Beyond these differences, most of the responses from college students tracked with the general public.

In terms of marketing, there are a number of changes in Mendocino County that particularly affect college students. For example, the College of the Redwoods campus in Fort Bragg was closed, but it is being taken over by Mendocino College, which also has a campus in Willits. This means the two sister campuses will generate a demand between the two campuses, thus requiring more “over-the-hill” trips between Fort Bragg and Willits. It will be very important for MTA to work with College administrators to determine the best way to meet students’ needs, and to determine if a student fee program would be appropriate to help fund future services.

Additionally, MTA has applied for and has been awarded a Local-Carbon Transit Operations Program (LCTOP) grant for \$31,000. MTA plans to use this grant toward helping students with transportation fees for new services and for outreach to for new services for college students.

Finally, affecting more than just college students, MTA will be changing its local Willits route to serve the new location of its hospital, which should be opened by Memorial Day. This new hospital on East Hill Road will double the size of the old 1928 facility, and will be a draw for patients and employees, and possibly students.

Low Income Market

Phone surveys identified 94 non-MTA users and 30 MTA-users who had household incomes of \$30,000 or less. Slightly fewer (68 percent) of low income residents said they knew the name of the local transportation provide compared to the general public (74 percent). Also, fewer low income residents had visited the MTA website (17 percent) than the general public residents (21 percent). As noted earlier, there is a large overlap between seniors and low income residents responding to the surveys.

Persons with Disabilities

Sample sizes from other groups are too small to confidently interpret results. Nonetheless, some useful anecdotal information was provided regarding persons with disabilities.

- While 22 percent of the total riders were using transit for school or college, only 2 percent of those with disabilities were using transit for college (and none for K-12 school).
- Persons with disabilities were more likely to use the transit service for shopping (30 percent, compared to 22 percent of the general public) or medical/dental appointments (14 percent, compared to 10 percent of the general public). Also, 68 percent of individuals with disabilities were making a round trip, in comparison to 56 percent of the general public riders.
- People with disabilities are less likely to use the internet than the general public, but more likely to use phone services (both automated and operator assisted).

Based on these responses, it is important to ensure phone systems are accessible to individuals with disabilities.

Priorities for Marketing

Based on survey results, the following strategies for marketing improvements are suggested.

1. Continue to provide updated printed route maps and schedules, which is the number one tool passengers and potential passengers use for getting information about MTA services.
2. Keep information which is available at bus stops highly visible and current, as this is the second most common source of transit information.
3. Increase outreach to seniors through coordination with senior centers and with organizations which serve seniors, and through presentations at senior centers, assisted living, etcetera. Seniors are least likely to use the internet as a source of information, and most likely to be unsure how to get information about transit services. Training senior organization staff members on the availability of transit information through the MTA website would assist and encourage them to provide this information to seniors. Additionally, MTA staff should be able to answer callers questions about transportation provided by senior centers, or should refer calls directly to senior centers for more information.

4. To take advantage of the high percentage of passengers who use transit for shopping, post flyers and outreach information at grocery stores and markets. These materials should prominently display the availability of MTA information via the website or on Facebook.
5. Ensure written, web and voice information is available in Spanish.
6. Work directly with K-12 schools and colleges to determine the scheduling needs of students.
7. Continue to offer and market the summer youth pass, which will likely also encourage off-season transit use by youths.
8. Work with Mendocino College administration to serve newly administered college in Fort Bragg and potential increased needs between the Fort Bragg and Willits campuses. LCTOP funding will be used for outreach and/or to offset college student transit fees.
9. Ensure that phone services are accessible for persons with disabilities. This could include providing the phone number in Braille on cards, having clear audio recordings on the automated service, and ensuring operators speak clearly to callers.

Onboard Passenger Survey Instruments

Mendocino Transit Authority (MTA)

SURVEY INSTRUCTIONS

Congratulations! You have been hired to help conduct passenger survey on the MTA buses. The information will help us improve transit services for Mendocino County. Below are your instructions for conducting the survey, and should be carried with you at all times during your work shift.

Make sure you have the following materials for conducting the survey, most of which will be supplied to you:

- A watch or cell phone for tracking time (bring your own)
- A route map/schedule.
- A pen or pencil to write with.
- A clipboard
- Passenger Survey Forms (there are different forms for different routes!)
- Large manila envelopes for collecting completed surveys (these will be labeled to show which route and what time you surveyed)
- Large hanging envelopes to place by each exit door so passengers can return their surveys instead of handing them to you if they wish.
- Small hanging envelopes to collect golf pencils.
- Golf pencils for passengers to use to fill out surveys
- Pouches to place on buses for people to return pencils.
- An identification badge

The above supplies will be included in your surveyor bag which will assist in the organization of your materials.

Surveyor Conduct and Responsibilities

Be on time! Your work is determined by bus schedules, so being late could result in missing the first part of your shift. If you miss a bus due to arriving late, you will not be paid for the time missed before you are able to get back on schedule with a bus.

Bathroom and Lunch Breaks You will generally take breaks at the same time as the drivers. Ask the driver exactly how much time is available for your break and be sure you are back on the bus at the same time as the driver.

Courtesy It is **very** important to have a positive attitude when conducting the survey. Often, people riding the bus are starting a busy day or tired after a long day. Respect their mood and be polite. AVOID CONFRONTATIONS! If a problem develops with a passenger which you cannot handle, let the bus driver intervene. If a passenger refuses to fill out a survey, thank him/her politely and go on. Never push the issue; always be polite.

SURVEY INSTRUCTIONS

You will be handing out surveys to all passengers over **age 12**. It is your job to try to get every person over 12 years of age to complete the form. At the start of the run, follow these steps:

1. Make sure you get on the correct bus at the correct time with the correct survey forms and labeled envelopes.
2. Insure that your survey return envelopes are securely in place near the front and/or back door. Take the passenger survey forms and the passenger survey envelope out of your bag. You will be handing out survey forms to all passengers over the age of 12.
3. Seat yourself near the front door. As passengers get on the bus, (after they have paid their fare), offer them a survey form, a pencil and *politely* ask them to help the transit system by filling out a survey. *If a lot of people are boarding the bus at one stop, wait until passengers are seated before you hand out the forms.* You might tell them that the information is being used to make sure their travel needs are being met. If they say they have already filled out a form, tell them we would like to get the information on all of their trips on the bus system. If the passenger refuses twice, thank them and don't push the point. Ask each person to return the survey to you or deposit it in the hanging folder.
4. **Be sure to collect the completed forms and the pencils.** Put the completed forms in the labeled envelop for the run you are on.
5. Between stops, move around the bus and ask passengers if they need help filling out the forms. Make sure people know they can ask you questions if they are unsure of what is being asked of them. Make a particular effort to help disabled passengers (such as the blind) to fill out the form – you might even fill it out for them by asking the questions.
6. At the end of each run, put all completed survey forms in their correct pre-labeled envelope. If you have time, double check the first answer to make sure the time of the run is entered.
7. If any unusual activity occurs which changes the schedule of the bus you survey, please note it on the front of the collection envelope.
8. When the passenger activity is light, walk through the bus to pick up any littered survey forms or pencils.
9. At the end of your shift, return your forms to Selena McKinney or Leslie Suen, or if they are not arranging to meet you, return the forms to the driver.

Thank you, and good luck!

MTA TRANSIT SURVEY—Bragg About

Please help MTA by answering the questions below and returning the form to the surveyor as you leave the bus

1. What time did you board this bus? _____ ☐ AM ☐ PM
2. In which community do you live? *(please name)*
If in Mendocino County, *please list here:* _____
If from out of the County, *please list here:* _____
3. Once leaving home today, what destination are you traveling to or from on MTA? *(check all that apply)*
☐ Ft Bragg ☐ Casper ☐ Mendocino ☐ Little River ☐ Albion ☐ Elk ☐ Manchester ☐ Pt Arena
☐ Sea Ranch ☐ Anderson Valley ☐ Hopland ☐ Santa Rosa ☐ Ukiah ☐ Willits ☐ Mendocino College
☐ Other _____
4. What is the purpose of your trip today? ☐ Work ☐ Shopping ☐ K-12 School
☐ College/Vocational School ☐ Social Services ☐ Medical/Dental ☐ Personal Errands
☐ Recreation/Visiting ☐ Other _____
5. Will you transfer to complete this trip? ☐ Yes ☐ No
If yes, which route will you transfer to, or which did you transfer from? (check which)
☐ 1 ☐ 5 ☐ 7 ☐ 9 ☐ 20 ☐ 60 ☐ 75 ☐ 95 ☐ Dial-A-Ride ☐ Golden Gate Transit
☐ Sonoma County Transit ☐ Airport Express
6. Are you making a round trip on MTA today? ☐ Yes ☐ No
7. How often do you ride on MTA routes or Dial-A-ride? ☐ Daily ☐ Less than one day/month
☐ 1-4 days/month ☐ One day/week ☐ 2-4 days/week ☐ First Time
8. How did you pay for your fare today? ☐ Cash ☐ Punch Pass ☐ Monthly Pass
9. What year did you start using MTA? ☐ 2011 or before ☐ 2012 ☐ 2013 ☐ 2014 ☐ Today is 1st time
10. Was there a vehicle that you could have used for this trip instead of the bus? ☐ Yes ☐ No
11. Do you have a disability that limits your mobility? ☐ Yes ☐ No
12. Do you have a driver's license? ☐ Yes ☐ No
13. If MTA did not exist, how would you make this trip today?
☐ Drive alone ☐ Get a ride ☐ Walk ☐ Bike ☐ Would not make trip
14. What is your age? _____ years old
15. How would you describe your occupation status?
☐ Employed-full time ☐ Employed-part time ☐ Homemaker ☐ Displaced-not employed
☐ Unemployed ☐ Retired ☐ Other _____
☐ Student *(if so, which)* ☐ Middle/High School ☐ Mendocino College ☐ Other _____
16. Which do you consider yourself? *(check all that apply)*
☐ White ☐ Hispanic ☐ Asian ☐ African American ☐ Native American ☐ Other _____

Por favor, dar vuelta la página para la traducción en español.

17. How do you get your information about MTA services?

- ☐ Printed schedules ☐ Bus Pole signs ☐ Bus shelters ☐ MTA web page ☐ Bus Driver
☐ Automated phone system ☐ MTA phone operator ☐ Friends and relatives ☐ Other _____

18. How do you access the internet? (*check all that apply*)

- ☐ At home (high speed) ☐ At home (low speed) ☐ At library ☐ At internet café ☐ Smartphone
☐ Cell phone (text only) ☐ I don't have regular access to the internet

19. Please indicate your opinion of the transit service from 1 (poor) to 7 (excellent) using the list below (*please circle your answer or leave blank if you have no opinion*):

	<Poor					Excellent>	
	1	2	3	4	5	6	7
a. On time performance	1	2	3	4	5	6	7
b. Schedule meets needs	1	2	3	4	5	6	7
c. Driver courtesy	1	2	3	4	5	6	7
d. Cleanliness of buses	1	2	3	4	5	6	7
e. Bus goes where I need to go	1	2	3	4	5	6	7
f. Printed information materials	1	2	3	4	5	6	7
g. Website information	1	2	3	4	5	6	7
h. Telephone information services	1	2	3	4	5	6	7
i. Information on bus signs	1	2	3	4	5	6	7
j. Fare of local routes	1	2	3	4	5	6	7
k. Fare on regional routes	1	2	3	4	5	6	7
l. Bus stops and shelters	1	2	3	4	5	6	7
m. Overall services	1	2	3	4	5	6	7

20. What service or customer improvements would you like to see?

- ☐ Increased service frequency – if so, when? _____ where? _____
☐ New or extended service – if so, where? _____
☐ Bus Stop improvements – if so, where? _____
☐ Earlier *Weekday* Service ☐ Later *Weekday* Service ☐ *Saturday* Service ☐ *Sunday* Service
☐ Other (*list*) _____

21. Other comments: _____

Thank you for helping us to improve MTA service by participating in this survey!

July 2014

MTA TRANSIT SURVEY – CC Rider

Please help MTA by answering the questions below and returning this form to the hanging folder or driver as you leave the bus.

1. What time did you board this bus? _____ ☐ AM ☐ PM
2. In which community do you live? *(please name)*
If in Mendocino County, *please list here:* _____
If from out of the County, *please list here:* _____
3. Once leaving home today, what destination are you traveling to or from on MTA? *(check all that apply)*
☐ Ft Bragg ☐ Casper ☐ Mendocino ☐ Little River ☐ Albion ☐ Elk ☐ Manchester ☐ Pt Arena
☐ Sea Ranch ☐ Anderson Valley ☐ Hopland ☐ Santa Rosa ☐ Ukiah ☐ Willits ☐ Mendocino College
☐ Other _____
4. What is the purpose of your trip today? ☐ Work ☐ Shopping ☐ K-12 School
☐ College/Vocational School ☐ Social Services ☐ Medical/Dental ☐ Personal Errands
☐ Recreation/Visiting ☐ Other _____
5. Will you transfer to complete this trip? ☐ Yes ☐ No
If yes, which route will you transfer to, or which did you transfer from? *(check which)*
☐ 1 ☐ 5 ☐ 7 ☐ 9 ☐ 20 ☐ 60 ☐ 75 ☐ 95 ☐ Dial-A-Ride ☐ Golden Gate Transit
☐ Sonoma County Transit ☐ Airport Express
6. Are you making a round trip on MTA today? ☐ Yes ☐ No
7. How often do you ride on MTA routes or Dial-A-ride? ☐ Daily ☐ Less than one day/month
☐ 1-4 days/month ☐ One day/week ☐ 2-4 days/week ☐ First Time
8. How did you pay for your fare today? ☐ Cash ☐ Punch Pass ☐ Monthly Pass
9. What year did you start using MTA? ☐ 2011 or before ☐ 2012 ☐ 2013 ☐ 2014 ☐ Today is 1st time
10. Was there a vehicle that you could have used for this trip instead of the bus? ☐ Yes ☐ No
11. Do you have a disability that limits your mobility? ☐ Yes ☐ No
12. Do you have a driver's license? ☐ Yes ☐ No
13. If MTA did not exist, how would you make this trip today?
☐ Drive alone ☐ Get a ride ☐ Walk ☐ Bike ☐ Would not make trip
14. What is your age? _____ years old
15. How would you describe your occupation status?
☐ Employed-full time ☐ Employed-part time ☐ Homemaker ☐ Displaced-not employed
☐ Unemployed ☐ Retired ☐ Other _____
☐ Student *(if so, which)* ☐ Middle/High School ☐ Mendocino College ☐ Other _____
16. Which do you consider yourself? *(check all that apply)*
☐ White ☐ Hispanic ☐ Asian ☐ African American ☐ Native American ☐ Other _____

Por favor, dar vuelta la página para la traducción en español.

17. How do you get your information about MTA services?

- ☐ Printed schedules ☐ Bus Pole signs ☐ Bus shelters ☐ MTA web page ☐ Bus Driver
☐ Automated phone system ☐ MTA phone operator ☐ Friends and relatives ☐ Other _____

18. How do you access the internet? (*check all that apply*)

- ☐ At home (high speed) ☐ At home (low speed) ☐ At library ☐ At internet café ☐ Smartphone
☐ Cell phone (text only) ☐ I don't have regular access to the internet

19. Please indicate your opinion of the transit service from 1 (poor) to 7 (excellent) using the list below (*please circle your answer or leave blank if you have no opinion*):

	<Poor					Excellent>	
	1	2	3	4	5	6	7
a. On time performance	1	2	3	4	5	6	7
b. Schedule meets needs	1	2	3	4	5	6	7
c. Driver courtesy	1	2	3	4	5	6	7
d. Cleanliness of buses	1	2	3	4	5	6	7
e. Bus goes where I need to go	1	2	3	4	5	6	7
f. Printed information materials	1	2	3	4	5	6	7
g. Website information	1	2	3	4	5	6	7
h. Telephone information services	1	2	3	4	5	6	7
i. Information on bus signs	1	2	3	4	5	6	7
j. Fare of local routes	1	2	3	4	5	6	7
k. Fare on regional routes	1	2	3	4	5	6	7
l. Bus stops and shelters	1	2	3	4	5	6	7
m. Overall services	1	2	3	4	5	6	7

20. If MTA were to add more service on the CC Rider Route 65, what time of day would you want the run to be? (*Keep in mind the route takes approximately two four hours from Fort Bragg and two hours from Willits to Santa Rosa*)

- ☐ Leaving Fort Bragg at _____ AM PM ☐ Leaving Willits at _____ AM PM
☐ Leaving Ukiah at _____ AM PM ☐ Leaving Santa Rosa at _____ AM PM

21. Overall, what service or customer improvements would you like to see on MTA?

- ☐ Increased service frequency – if so, when _____ where? _____
☐ New or extended routes – if so, where? _____
☐ Bus Stop improvements – if so, where? _____
☐ Earlier *Weekday* Service ☐ Later *Weekday* Service ☐ Earlier *Saturday* Service
☐ Later *Saturday* Service
☐ Other comments: _____

Thank you for helping us to improve MTA service by participating in this survey!

July 2014

MTA TRANSIT SURVEY—Coastal Routes

Please help MTA by answering the questions below and returning the form to the folder or driver as you leave the bus.

Please check the route you are on:

☐ 60 The Coaster - Ft Bragg to Navarro ☐ 75 Gualala/Ukiah/Ft Bragg ☐ 95 So Mendocino Coast/Santa Rosa

1. What time did you board this bus? _____ ☐ AM ☐ PM
2. In which community do you live? *(please name)*
If in Mendocino County, *please list here:* _____
If from out of the County, *please list here:* _____
3. Once leaving home today, what destination are you traveling to or from on MTA? *(check all that apply)*
☐ Ft Bragg ☐ Casper ☐ Mendocino ☐ Little River ☐ Albion ☐ Elk ☐ Manchester ☐ Pt Arena
☐ Sea Ranch ☐ Anderson Valley ☐ Hopland ☐ Santa Rosa ☐ Ukiah ☐ Willits ☐ Mendocino College
☐ Other _____
4. What is the purpose of your trip today? ☐ Work ☐ Shopping ☐ K-12 School
☐ College/Vocational School ☐ Social Services ☐ Medical/Dental ☐ Personal Errands
☐ Recreation/Visiting ☐ Other _____
5. Will you transfer to complete this trip? ☐ Yes ☐ No
If yes, which route will you transfer to, or which did you transfer from? *(check which)*
☐ 1 ☐ 5 ☐ 7 ☐ 9 ☐ 20 ☐ 60 ☐ 75 ☐ 95 ☐ Dial-A-Ride ☐ Golden Gate Transit
☐ Sonoma County Transit ☐ Airport Express
6. Are you making a round trip on MTA today? ☐ Yes ☐ No
7. How often do you ride on MTA routes or Dial-A-ride? ☐ Daily ☐ Less than one day/month
☐ 1-4 days/month ☐ One day/week ☐ 2-4 days/week ☐ First Time
8. How did you pay for your fare today? ☐ Cash ☐ Punch Pass ☐ Monthly Pass
9. What year did you start using MTA? ☐ 2011 or before ☐ 2012 ☐ 2013 ☐ 2014 ☐ Today is 1st time
10. Was there a vehicle that you could have used for this trip instead of the bus? ☐ Yes ☐ No
11. Do you have a disability that limits your mobility? ☐ Yes ☐ No
12. Do you have a driver's license? ☐ Yes ☐ No
13. If MTA did not exist, how would you make this trip today?
☐ Drive alone ☐ Get a ride ☐ Walk ☐ Bike ☐ Would not make trip
14. What is your age? _____ years old
15. How would you describe your occupation status?
☐ Employed-full time ☐ Employed-part time ☐ Homemaker ☐ Displaced-not employed
☐ Unemployed ☐ Retired ☐ Other _____
☐ Student *(if so, which)* ☐ Middle/High School ☐ Mendocino College ☐ Other _____
16. Which do you consider yourself? *(check all that apply)*
☐ White ☐ Hispanic ☐ Asian ☐ African American ☐ Native American ☐ Other _____

Por favor, dar vuelta la página para la traducción en español.

17. How do you get your information about MTA services?

- ☐ Printed schedules ☐ Bus Pole signs ☐ Bus shelters ☐ MTA web page ☐ Bus Driver
☐ Automated phone system ☐ MTA phone operator ☐ Friends and relatives ☐ Other _____

18. How do you access the internet? (*check all that apply*)

- ☐ At home (high speed) ☐ At home (low speed) ☐ At library ☐ At internet café ☐ Smartphone
☐ Cell phone (text only) ☐ I don't have regular access to the internet

19. Please indicate your opinion of the transit service from 1 (poor) to 7 (excellent) using the list below
(*please circle your answer or leave blank if you have no opinion*):

	<Poor					Excellent>	
	1	2	3	4	5	6	7
a. On time performance	1	2	3	4	5	6	7
b. Schedule meets needs	1	2	3	4	5	6	7
c. Driver courtesy	1	2	3	4	5	6	7
d. Cleanliness of buses	1	2	3	4	5	6	7
e. Bus goes where I need to go	1	2	3	4	5	6	7
f. Printed information materials	1	2	3	4	5	6	7
g. Website information	1	2	3	4	5	6	7
h. Telephone information services	1	2	3	4	5	6	7
i. Information on bus signs	1	2	3	4	5	6	7
j. Fare of local routes	1	2	3	4	5	6	7
k. Fare on regional routes	1	2	3	4	5	6	7
l. Bus stops and shelters	1	2	3	4	5	6	7
m. Overall services	1	2	3	4	5	6	7

20. What service or customer improvements would you like to see?

- ☐ Increased service frequency – if so, when? _____ where? _____
☐ New or extended routes – if so, where? _____
☐ Bus Stop improvements – if so, where? _____
☐ Earlier *Weekday* Service ☐ Later *Weekday* Service ☐ Earlier *Saturday* Service
☐ Later *Saturday* Service ☐ *Sunday* Service ☐ Other _____
☐ Additional service to Santa Rosa – If so, what times to _____ and from _____

21. Other comments:

Thank you for helping us to improve MTA service by participating in this survey!

July 2014

MTA TRANSIT SURVEY—Dial-a-Ride

Please help MTA by answering the questions below and returning the form to the surveyor or driver as you leave the bus.

Please check the service you are on: ☐ Ukiah Dial-a-Ride ☐ Fort Bragg Dial-a-Ride

1. What time did you board the bus for this ride? _____ ☐ AM ☐ PM
2. What was your reservation time for this ride? _____ ☐ AM ☐ PM to _____ ☐ AM ☐ PM
3. About how long ago did you call for this ride?
☐ Today ☐ 1 day in advance ☐ 2 days in advance ☐ 3 days in advance ☐ Repeater Reservation
4. In which community do you live? *(please list)* _____
5. Which DAR zones will you be travelling in today?
Start in Zone ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Finish in Zone ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
6. What is the purpose of your trip today? ☐ Work ☐ Shopping ☐ Senior Center
Social Services ☐ Medical/Dental ☐ K-12 School ☐ College ☐ Personal Errands
☐ Recreation/Visiting ☐ Other _____
7. Will you transfer to complete this trip? ☐ Yes ☐ No
If yes, which route will you transfer to, or which did you transfer from? *(check all that apply)*
☐ 1 ☐ 5 ☐ 7 ☐ 9 ☐ 20 ☐ 60 ☐ 65 ☐ 75 ☐ 95 ☐ Other _____
8. Are you making a round trip on MTA today? ☐ Yes ☐ No
9. How often do you ride on MTA routes or Dial-A-ride? ☐ Daily ☐ Less than one day/month
☐ 1-4 days/month ☐ One day/week ☐ 2-4 days/week ☐ First Time
10. How did you pay for your fare today? ☐ Cash ☐ Punch Pass ☐ Monthly Pass
11. What year did you start using MTA? ☐ 2011 or before ☐ 2012 ☐ 2013 ☐ 2014 ☐ Today is 1st time
12. Was there a vehicle that you could have used for this trip instead of the bus? ☐ Yes ☐ No
13. Do you have a disability that limits your mobility? ☐ Yes ☐ No
14. Do you have a driver's license? ☐ Yes ☐ No
15. If MTA did not exist, how would you make this trip today?
☐ Drive alone ☐ Get a ride ☐ Walk ☐ Bike ☐ Would not make trip
16. What is your age? _____ years old
17. How would you describe your occupation status?
☐ Employed-full time ☐ Employed-part time ☐ Homemaker ☐ Displaced-not employed
☐ Unemployed ☐ Retired ☐ Other _____
☐ Student *(if so, check or list type)*
☐ Middle or High School ☐ Mendocino College ☐ Other _____

Por favor, dar vuelta la página para la traducción en español.

18. Which do you consider yourself? (*check all that apply*)

☐ White ☐ Hispanic ☐ Asian ☐ African American ☐ Native American ☐ Other _____

19. How do you get your information about MTA services?

☐ Printed schedules ☐ Bus Pole signs ☐ Bus shelters ☐ MTA web page ☐ Bus Driver
☐ Automated phone system ☐ MTA phone operator ☐ Friends and relatives ☐ Other _____

20. How do you access the internet? (*check all that apply*)

☐ At home (high speed) ☐ At home (low speed) ☐ At library ☐ At internet café ☐ Smartphone
☐ Cell phone (text only) ☐ I don't have regular access to the internet

21. Please indicate your opinion of the transit service from 1 (poor) to 7 (excellent) using the list below
(*please circle your answer or leave blank if you have no opinion*):

	<Poor					Excellent>	
a. On time performance	1	2	3	4	5	6	7
b. Hours of service meet needs	1	2	3	4	5	6	7
c. Driver courtesy	1	2	3	4	5	6	7
d. Cleanliness of buses	1	2	3	4	5	6	7
e. Bus goes where I need to go	1	2	3	4	5	6	7
f. Printed information materials	1	2	3	4	5	6	7
g. Website information	1	2	3	4	5	6	7
h. Telephone information services	1	2	3	4	5	6	7
i. Reservation Process	1	2	3	4	5	6	7
j. Fare of Dial-A-Ride	1	2	3	4	5	6	7
k. Fare on local routes	1	2	3	4	5	6	7
l. Fare on regional routes	1	2	3	4	5	6	7
m. Overall services	1	2	3	4	5	6	7

22. What service or customer improvements would you like to see?

☐ Increased availability – if so, when? _____
☐ New service area – if so, where? _____
☐ Improved reservation process – if so, how? _____
☐ Earlier *Weekday* Service ☐ Later *Weekday* Service ☐ Earlier *Saturday* Service
☐ Later *Saturday* Service ☐ *Sunday* Service ☐ Other (*list*)

23. Other comments: _____

Thank you for helping us to improve MTA service by participating in this survey!

July 2014

MTA TRANSIT SURVEY—Inland & Local Routes

Please help MTA by answering the questions below and returning the form to the surveyor as you leave the bus.

Please check the route you are on: ☐ 1 Willits Local ☐ 7 Ukiah Jitney ☐ 9 Ukiah Local ☐ 20 Willits/Ukiah

1. What time did you board this bus? _____ ☐ AM ☐ PM
2. In which community do you live? (*please name*)
If in Mendocino County, *please list here*: _____
If from out of the County, *please list here*: _____
3. Once leaving home today, what destination are you traveling to or from on MTA? (*check all that apply*)
☐ Ft Bragg ☐ Casper ☐ Mendocino ☐ Little River ☐ Albion ☐ Elk ☐ Manchester ☐ Pt Arena
☐ Sea Ranch ☐ Anderson Valley ☐ Hopland ☐ Santa Rosa ☐ Ukiah ☐ Willits ☐ Mendocino College
☐ Other _____
4. What is the purpose of your trip today? ☐ Work ☐ Shopping ☐ K-12 School
☐ College/Vocational School ☐ Social Services ☐ Medical/Dental ☐ Personal Errands
☐ Recreation/Visiting ☐ Other _____
5. Will you transfer to complete this trip? ☐ Yes ☐ No
If yes, which route will you transfer to, or which did you transfer from? (*check which*)
☐ 1 ☐ 5 ☐ 7 ☐ 9 ☐ 20 ☐ 60 ☐ 75 ☐ 95 ☐ Dial-A-Ride ☐ Golden Gate Transit
☐ Sonoma County Transit ☐ Airport Express
6. Are you making a round trip on MTA today? ☐ Yes ☐ No
7. How often do you ride on MTA routes or Dial-A-ride? ☐ Daily ☐ Less than one day/month
☐ 1-4 days/month ☐ One day/week ☐ 2-4 days/week ☐ First Time
8. How did you pay for your fare today? ☐ Cash ☐ Punch Pass ☐ Monthly Pass
9. What year did you start using MTA? ☐ 2011 or before ☐ 2012 ☐ 2013 ☐ 2014 ☐ Today is 1st time
10. Was there a vehicle that you could have used for this trip instead of the bus? ☐ Yes ☐ No
11. Do you have a disability that limits your mobility? ☐ Yes ☐ No
12. Do you have a driver's license? ☐ Yes ☐ No
13. If MTA did not exist, how would you make this trip today?
☐ Drive alone ☐ Get a ride ☐ Walk ☐ Bike ☐ Would not make trip
14. What is your age? _____ years old
15. How would you describe your occupation status?
☐ Employed-full time ☐ Employed-part time ☐ Homemaker ☐ Displaced-not employed
☐ Unemployed ☐ Retired ☐ Other _____
☐ Student (*if so, which*) ☐ Middle/High School ☐ Mendocino College ☐ Other _____
16. Which do you consider yourself? (*check all that apply*)
☐ White ☐ Hispanic ☐ Asian ☐ African American ☐ Native American ☐ Other _____

Por favor, dar vuelta la página para la traducción en español.

17. How do you get your information about MTA services?

- ☐ Printed schedules ☐ Bus Pole signs ☐ Bus shelters ☐ MTA web page ☐ Bus Driver
☐ Automated phone system ☐ MTA phone operator ☐ Friends and relatives ☐ Other _____

18. How do you access the internet? (*check all that apply*)

- ☐ At home (high speed) ☐ At home (low speed) ☐ At library ☐ At internet café ☐ Smartphone
☐ Cell phone (text only) ☐ I don't have regular access to the internet

19. Please indicate your opinion of the transit service from 1 (poor) to 7 (excellent) using the list below
(*please circle your answer or leave blank if you have no opinion*):

	<Poor					Excellent>	
	1	2	3	4	5	6	7
a. On time performance	1	2	3	4	5	6	7
b. Schedule meets needs	1	2	3	4	5	6	7
c. Driver courtesy	1	2	3	4	5	6	7
d. Cleanliness of buses	1	2	3	4	5	6	7
e. Bus goes where I need to go	1	2	3	4	5	6	7
f. Printed information materials	1	2	3	4	5	6	7
g. Website information	1	2	3	4	5	6	7
h. Telephone information services	1	2	3	4	5	6	7
i. Information on bus signs	1	2	3	4	5	6	7
j. Fare of local routes	1	2	3	4	5	6	7
k. Fare on regional routes	1	2	3	4	5	6	7
l. Bus stops and shelters	1	2	3	4	5	6	7
m. Overall services	1	2	3	4	5	6	7

20. What service or customer improvements would you like to see?

- ☐ Increased service frequency – if so, when? _____ where? _____
☐ New or extended routes – if so, where? _____
☐ Bus Stop improvements – if so, where? _____
☐ Earlier *Weekday* Service ☐ Later *Weekday* Service ☐ Earlier *Saturday* Service
☐ Later *Saturday* Service ☐ *Sunday* Service ☐ Other _____
☐ Additional service to Santa Rosa – If so, what times to _____ and from _____

21. Other comments:

Thank you for helping us to improve MTA service by participating in this survey!

July 2014

Appendix B
Phone Survey Instruments

1. Do you know the name of any transportation providers in Mendocino County
 - a. MTA
 - b. Hey Taxi
 - c. Senior Centers
 - d. Mendocino Stage
 - e. Greyhound
 - f. Amtrak
 - g. Skunk Train
 - h. Other
 - i. Don't know/can't remember
2. Do you know the name of the local public transportation system?
 - a. Yes
 - b. No
3. If yes, what is the local transportation system called?
 - a. MTA
 - b. Other
4. Have you heard of MTA or Mendocino Transit Authority?
 - a. Yes
 - b. No
5. Have you used MTA?
 - a. Yes
 - b. No
6. When you rode MTA buses, how often did you ride?
 - a. 5+ days/week
 - b. 2-4 days/week
 - c. 1 days/month
 - d. <1 day/month
 - e. Don't know/not sure
7. About how long ago did you stop riding the bus?
 - a. 6 – 12 months ago
 - b. 1 – 2 years ago
 - c. 2 – 3 years ago
 - d. Over 3 years ago
 - e. Don't know/can't remember
8. How do you now make trips you used to make on MTA buses?
 - a. Drive yourself
 - b. Get a ride
 - c. Walk
 - d. Use other transit
 - e. No longer make trip
 - f. Other
9. Major reasons stopped using MTA
 - a. I have my own transportation
 - b. Not convenient/routes/times/schedules
 - c. Limited or no service in my area
 - d. Use for emergencies/special occasions/temp situations

- e. Have access to alternative transportation
 - f. Costs too much money
 - g. Miscellaneous
10. Have you heard of MTA Dial-A-Ride service in Mendocino County?
- a. Yes
 - b. No
11. Have you ever used MTA Dial-A-Ride service?
- a. Yes
 - b. No
12. Have you used the MTA Dial-A-Ride service any time in the past six months?
- a. Yes
 - b. No
13. When you used the MTA Dial-A-Ride, how often did you ride?
- a. 5+ days/week
 - b. 2-4 days/week
 - c. 1 days/month
 - d. <1 day/month
 - e. Don't know/not sure
14. About how long ago did you stop using Dial-A-Ride?
- a. 6 – 12 months ago
 - b. 1 – 2 years ago
 - c. 2 – 3 years ago
 - d. Over 3 years ago
 - e. Don't know/can't remember
15. How do you now make trips you used to make on MTA Dial-A-Ride?
- a. Drive yourself
 - b. Get a ride
 - c. Walk
 - d. Use other transit
 - e. No longer make trip
 - f. Other
16. Major reasons stopped using MTA Dial-A-Ride
- a. I have my own transportation
 - b. Not convenient/routes/times/schedules
 - c. Limited or no service in my area
 - d. Use for emergencies/special occasions/temp situations
 - e. Have access to alternative transportation
 - f. Costs too much money
 - g. Miscellaneous
17. Have you seen any advertising about transit service providers in the past year?
- a. Yes
 - b. No
 - c. Don't know
18. Whose advertisements were these?
- a. MTA
 - b. Hey Taxi

- c. Mendocino Stage
- d. Greyhound
- e. Amtrak
- f. Skunk Train
- g. Other
- h. Don't know/can't remember

19. Where did you see the ad for MTA?

- a. Radio
- b. Newspaper
 - i. Ukiah Daily Journal
 - ii. Willits News
 - iii. Mendocino Beacon
 - iv. Fort Bragg Advocate
 - v. Other
- c. Visitor's guide
- d. Other
- e. Don't know

20. Where did you see the ad for Hey Taxi?

- a. Radio
- b. Newspaper
 - i. Ukiah Daily Journal
 - ii. Willits News
 - iii. Mendocino Beacon
 - iv. Fort Bragg Advocate
 - v. Other
- c. Visitor's guide
- d. Other
- e. Don't know

21. Where did you see the ad for Mendocino Stage?

- a. Radio
- b. Newspaper
 - i. Ukiah Daily Journal
 - ii. Willits News
 - iii. Mendocino Beacon
 - iv. Fort Bragg Advocate
 - v. Other
- c. Visitor's guide
- d. Other
- e. Don't know

22. Where did you see the ad for Greyhound?

- a. Radio
- b. Newspaper
 - i. Ukiah Daily Journal
 - ii. Willits News
 - iii. Mendocino Beacon
 - iv. Fort Bragg Advocate

- v. Other
 - c. Visitor's guide
 - d. Other
 - e. Don't know
23. Where did you see the ad for Amtrak?
- a. Radio
 - b. Newspaper
 - i. Ukiah Daily Journal
 - ii. Willits News
 - iii. Mendocino Beacon
 - iv. Fort Bragg Advocate
 - v. Other
 - c. Visitor's guide
 - d. Other
 - e. Don't know
24. Where did you see the ad for Skunk Train?
- a. Radio
 - b. Newspaper
 - i. Ukiah Daily Journal
 - ii. Willits News
 - iii. Mendocino Beacon
 - iv. Fort Bragg Advocate
 - v. Other
 - c. Visitor's guide
 - d. Other
 - e. Don't know
25. What are the benefits to you of public transportation in Mendocino County?
- a. "Has no benefits for me"
 - b. "Safe, reliable alternative transportation"
 - c. "for people that have no car"
 - d. "Security—it's there if needed"
 - e. "Reduces traffic/air pollution"
 - f. "For those unable to drive"
 - g. "Cost less than a car or other transportation"
 - h. "Don't know"
 - i. "Miscellaneous"
 - j. "Needs improvement"
26. What benefits does public bus service in Mendocino County offer its riders?
- a. "For those with no vehicle"
 - b. For those who can't drive (elderly, disabled, kids, dui)
 - c. "Commute to work or school"
 - d. "It's there when you need it (emergencies, broken car, etc)"
 - e. Alternative transportation (don't want to walk, drive, bike, etc)
 - f. "Going to town or out of town"
 - g. Less traffic/pollution
 - h. Costs less than driving

- i. "Don't know"
 - j. "Miscellaneous"
27. MTA public bus service in Mendocino is
- a. Very valuable
 - b. Somewhat valuable
 - c. Not very valuable
 - i. Explain?
28. What kind of job do you think MTA is doing in providing public bus service? Scale of 1 (Poor) to 10 (Excellent)
29. What are the benefits to you of Dial-a-Ride service in Mendocino County?
- a. Specify
30. MTA public bus service in Mendocino is
- a. Very valuable
 - b. Somewhat valuable
 - c. Not very valuable
 - i. Explain?
31. What kind of job do you think MTA is doing in providing Dial-A-Ride service? Scale of 1 (Poor) to 10 (Excellent)
32. Rating of importance of service on a scale of 1 (Not at all important) to 10 (very important) for:
- a. Disabled
 - b. Elderly
 - c. Students
 - d. Non-drivers
 - e. Reducing traffic
 - f. Protecting air quality
 - g. Reducing gas use
 - h. Providing transport to Santa Rosa
33. If needed, do you know how to get bus route and schedule information?
- a. Yes
 - b. No
 - c. Unsure
34. Do you know how to use MTA's telephone information service?
- a. Yes
 - b. No
 - c. Unsure
35. Do you have internet access?
- a. Yes
 - b. No
 - c. Unsure
36. Locations of internet access?
- a. Home
 - b. School
37. Have you ever visited MTA's web site?
- a. Yes
 - b. No
 - c. Unsure

On a scale of 1 (Definitely would not) to 10 (Definitely would):

38. Likelihood of using MTA if

- a. gas prices rise to \$2.00 per gallon?
- b. gas prices rise to \$3.00 per gallon?
- c. gas prices rise to \$4.00 per gallon?
- d. live operator on evenings and weekends?
- e. better information to use system?
- f. better information on where the bus goes?
- g. schedules were easier to use?
- h. web site were easier to use?
- i. bus were convenient to use?
- j. bus stop were closer to home?
- k. saved money verses driving?
- l. there were safer waiting areas?
- m. service hours or days were expanded?
- n. routes go where you need to go?
- o. buses go when you want to go?
- p. bus trip didn't take so long?
- q. fares were lower?
- r. there were easier disabled access?
- s. drivers were more courteous and helpful?
- t. drivers were more careful?

39. Which of those items in the previous question is the most important change?

40. Other than MTA, have you ever used other public transportation?

- a. Yes
- b. No

41. "I would only ride the bus if I did not have a car"

- a. Agree
- b. Disagree
- c. Neither/Don't know

42. What city do you live in?

- a. Ukiah
- b. Fort Bragg
- c. Willits
- d. Mendocino
- e. Redwood Valley
- f. Unincorporated Mendocino
- g. Other

43. What is your home zip code?

44. Number of people in household?

45. Age category of respondent?

- a. 18-22
- b. 23-45
- c. 46-61
- d. 62-70
- e. 71+

46. Number of licensed drivers in household?

- a. 0
- b. 1
- c. 2
- d. 3
- e. 4
- f. 5
- g. 6
- h. 7

47. Number of working vehicles household has immediate access to:

- a. 0
- b. 1
- c. 2
- d. 3
- e. 4
- f. 5
- g. 6
- h. 7

48. Current occupation

- a. Work full time
- b. Work part time
- c. Student
- d. Homemaker
- e. Retired
- f. Unemployed
- g. Other

49. Any household members with disability that limits use of MTA buses?

- a. Yes
- b. No

50. Annual household income

- a. \$10,000 and under
- b. \$10K-\$20K
- c. \$20K-\$30K
- d. \$30K-\$60K
- e. \$60K-\$75K
- f. \$75K-\$100K
- g. >\$100K

Social Service Survey Instruments

MTA TRANSIT SURVEY

Mendocino County is conducting community-wide surveys regarding public transportation in the County. We would like to know if you use transit services, or if not, why not. Please take a few moments to answer the following questions so that we can best meet the transportation needs of the region and your community.

1. Have you heard of MTA or Mendocino Transit Authority? ☐ Yes ☐ No
2. Have you used MTA transit service?
☐ Yes, I am a current rider ☐ Yes, but I haven't used MTA for over a year
☐ Yes, I've used MTA in the past year ☐ No, I've never used MTA services
3. If you don't use MTA services or only ride infrequently, what factors limit your use? (check all that apply)
☐ The bus does not stop near my home ☐ The bus takes too long
☐ The bus doesn't go where I need to go ☐ The fare is too high
☐ The bus doesn't run often enough ☐ I'm not aware of the bus service
☐ The bus doesn't run late enough ☐ I have a vehicle
☐ The bus does not start early enough ☐ I make multiple stops along the way
☐ Other (please specify):

4. Have you ever seen any advertising about transit service providers in the past year?
☐ Yes ☐ No ☐ I don't know
5. Where did you see (or hear) the ad?
☐ Radio ☐ Fort Bragg Advocate
☐ Newspaper ☐ Other newspaper
☐ Ukiah Daily Journal ☐ Visitor's guide
☐ Willits News ☐ I Don't know
☐ Mendocino Beacon
☐ Other (please specify):

6. Do you think transit should serve your community?
☐ Yes ☐ No ☐ I don't know
☐ It depends (please explain):

7. In which community do you live?

<input type="checkbox"/> Fort Bragg	<input type="checkbox"/> Elk	<input type="checkbox"/> Hopland
<input type="checkbox"/> Casper	<input type="checkbox"/> Manchester	<input type="checkbox"/> Ukiah
<input type="checkbox"/> Mendocino	<input type="checkbox"/> Point Arena	<input type="checkbox"/> Willits
<input type="checkbox"/> Little River	<input type="checkbox"/> Sea Ranch	
<input type="checkbox"/> Albion	<input type="checkbox"/> Anderson Valley	
<input type="checkbox"/> Other (please specify): <hr/>		
8. Do you have a driver's license? ☐ Yes ☐ No

9. Please rank the following service characteristics, on a scale of 1 (poor) to 7 (excellent) using the list below (*please circle your answer or leave blank if you have no opinion*):

		<Poor			Ok		Excellent>	
a.	Service frequency	1	2	3	4	5	6	7
b.	Location of services	1	2	3	4	5	6	7
c.	On time performance	1	2	3	4	5	6	7
d.	Schedule information	1	2	3	4	5	6	7
e.	Website information	1	2	3	4	5	6	7
f.	Phone information	1	2	3	4	5	6	7
g.	Reservation process	1	2	3	4	5	6	7
h.	Fares	1	2	3	4	5	6	7
i.	Comfort of ride	1	2	3	4	5	6	7
j.	Driver courtesy	1	2	3	4	5	6	7
k.	System safety	1	2	3	4	5	6	7
l.	Convenience of bus stops	1	2	3	4	5	6	7
m.	Bus cleanliness	1	2	3	4	5	6	7
n.	Bus stops and shelters	1	2	3	4	5	6	7
o.	Overall	1	2	3	4	5	6	7

10. How can MTA better serve you or serve the community?

Thank you!

If you would like to discuss your answers or become part of a mailing list to hear about the Transit Survey results, please email or call:

Glenna Blake, Mendocino Transit Authority
Glenna@4mta.org
 707-234-6447

Add your email if you would like to receive further information on the transit survey.
