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King County Metro Route 8 Onboard Survey

November 2013

Research Objectives



The purpose of this Route 8 intercept survey includes the following objectives:

- ▶ Identify Route 8 riders' origins, destinations, trip purposes, trip frequency and transfers to and from Route 8.
- ▶ Characterize riders' travel behavior and identify barriers to additional transit ridership.
- ▶ Identify riders' preferences for where to split the Route 8 to assist Metro in planning for ways to improve service reliability.

Methodology



- A total of 632 interviews were completed on Metro Route 8.
- Interviewing took place from September 17th to September 25th, 2013 on King County Metro Route 8.
- The questionnaire was a three page (front & back), ledger-sized, self-administered handout. One interviewer and one EMC supervisor were on-site for each shift to distribute and collect surveys. Interviewers were also available to assist respondents with visual or physical impairments.
- To minimize selection bias, interviewers covered AM Peak, PM Peak, mid-day, and weekend hours for both Northbound and Southbound runs between Lower Queen Anne and Rainier Beach.
- Interviewers approached as many riders as possible.
- The overall results (632n) have a margin of error of +/-3.9 percentage points. All margins of error shown in this report are calculated at the 95% confidence level.

Overall Satisfaction



Satisfaction - Key Findings



Most (82%) Route 8 riders are satisfied with their ability to get around by bus.

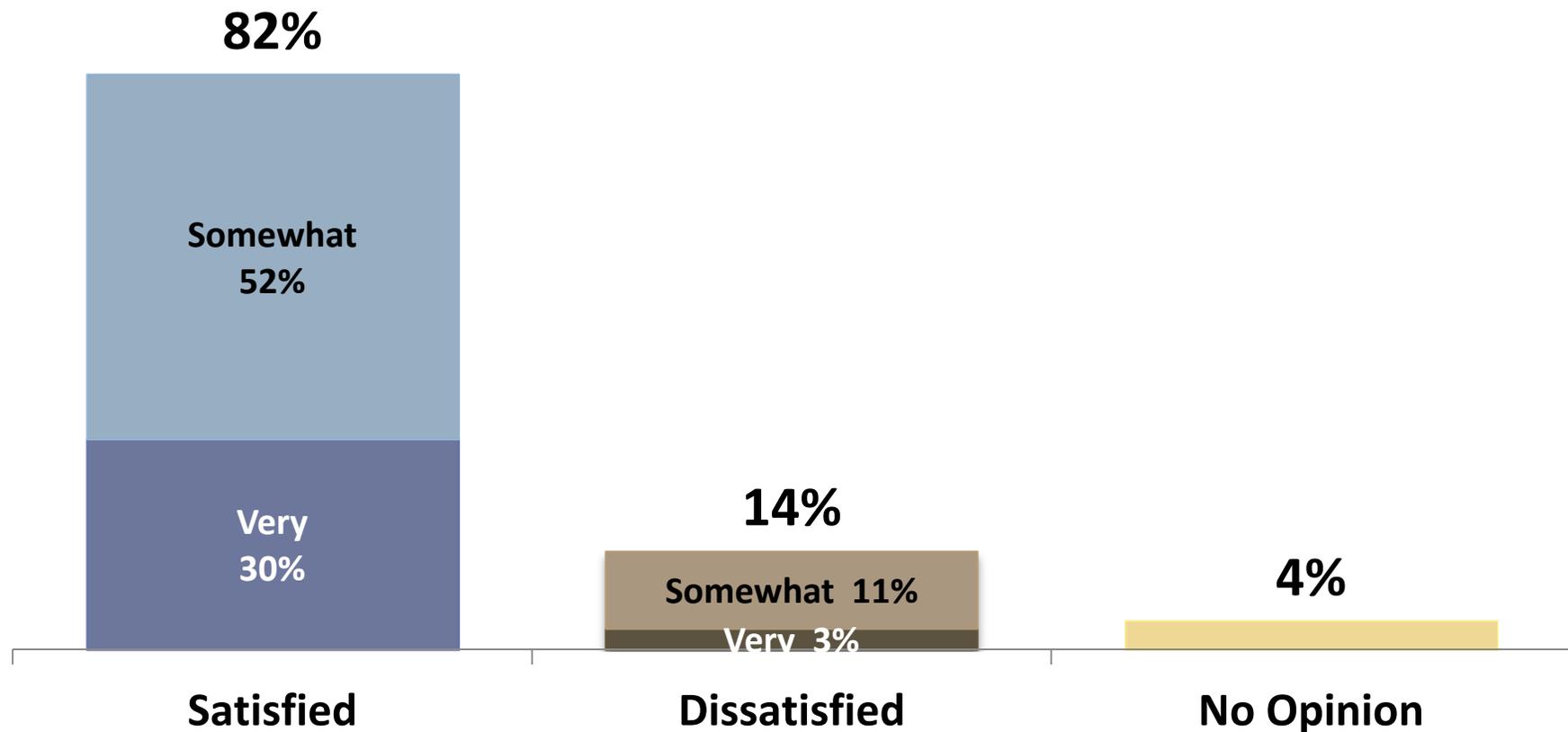
- a third (30%) of riders are “very satisfied” - these riders cite convenience (28%) and that the system goes where they need to go (21%) as the primary reasons they are satisfied.
- “somewhat satisfied” riders (52%) express concerns about bus delays/lack of reliability (46%) and a desire for expanded service (12%).
- only 14% of riders say they are dissatisfied and most of these riders (11%) are “somewhat dissatisfied” – only 3% are “very dissatisfied.” Dissatisfied riders cite bus delays/lack of reliability (57%) as the primary reason for their dissatisfaction.

When asked what one change would make the bus/light rail work better for them, a majority mention time-related improvements (faster, more frequent, fewer delays).

Satisfaction w/Ability to Get Around by Bus



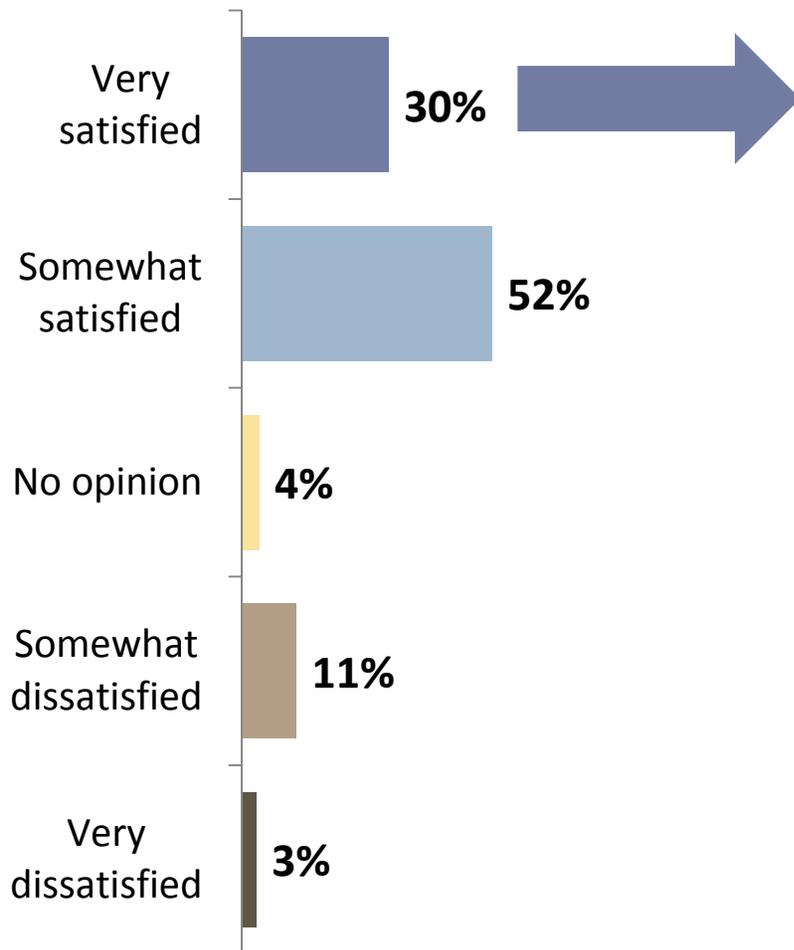
Q12. How satisfied are you with your ability to get around using the bus? (Excludes No Answer, 189)



Ability to Get Around by Bus – Very Satisfied



Q12. How satisfied are you with your ability to get around using the bus? (Excludes No Answer, 189)

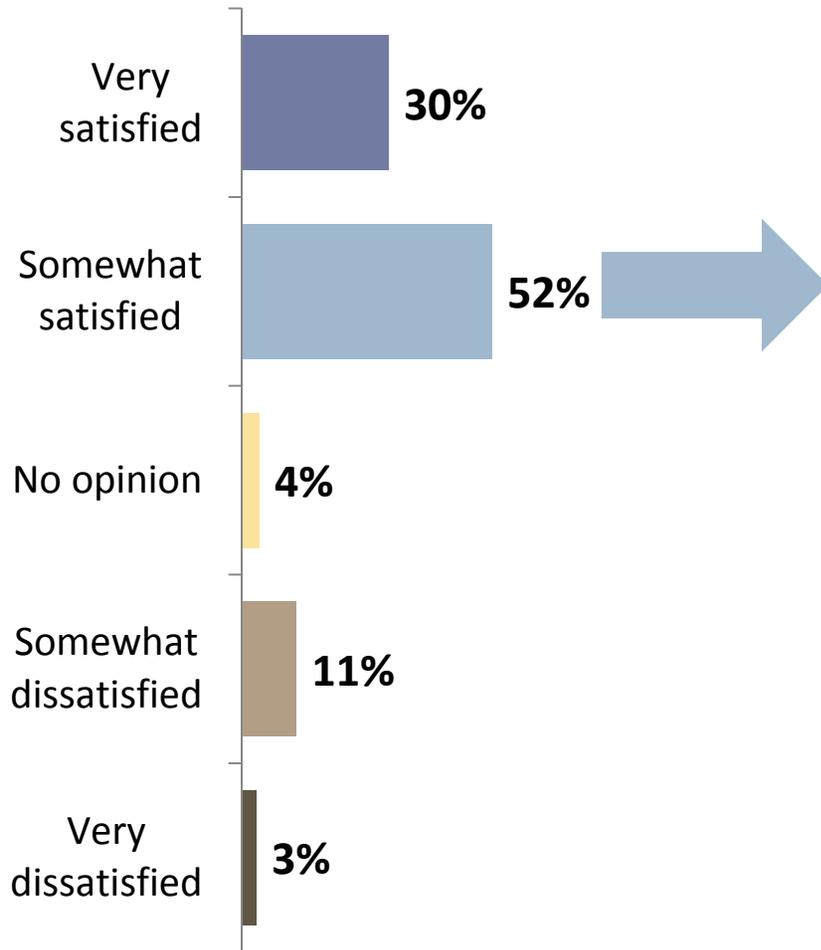


Positive Reasons	%
Convenient	28%
Get me where I need to go	21%
Love it/no complaints	8%
On time	7%
Okay/Fair/Average	5%
Easy to use	5%

Ability to Get Around by Bus – Somewhat Satisfied



Q12. How satisfied are you with your ability to get around using the bus? (Excludes No Answer, 323)

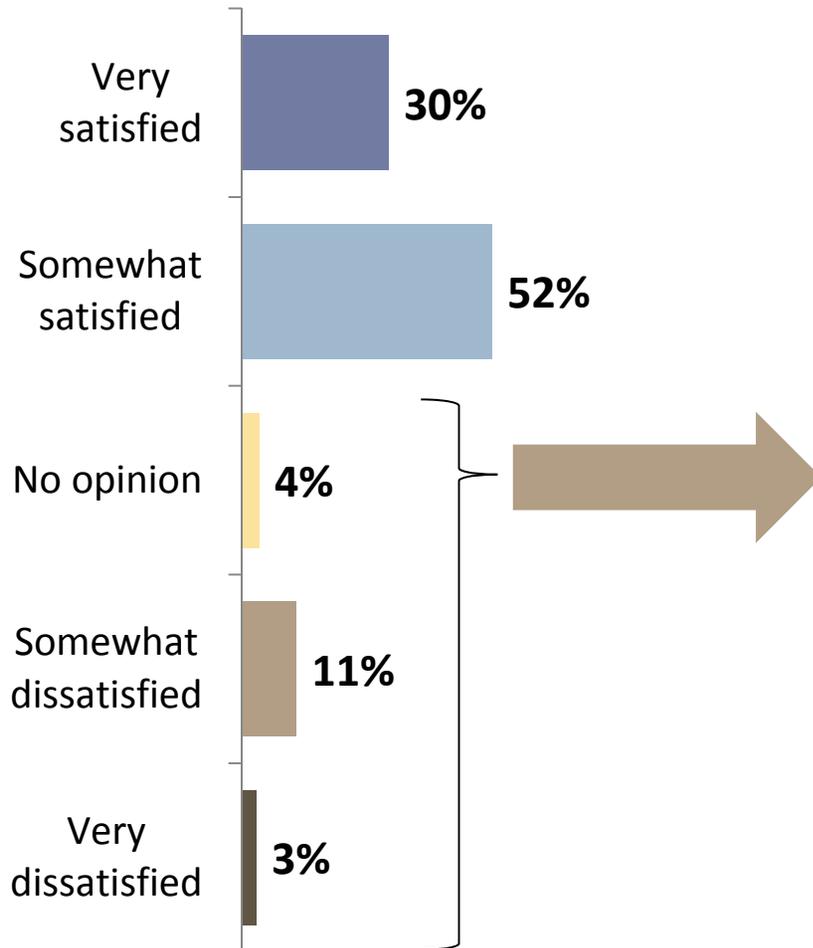


Top Positive Reasons	%
Convenient	9%
Okay/Fair/Average	7%
Get me where I need to go	4%
Top Negative Reasons	%
Bus was late/delays/slow/unreliable	46%
Need to Expand schedule/buses/routes	12%
Inconvenient/far from dest./transfers	5%
Overcrowded	4%
Dislike Route cutbacks/reroute	2%

Ability to Get Around by Bus – Not Satisfied



Q12. How satisfied are you with your ability to get around using the bus? (Excludes No Answer, 110)

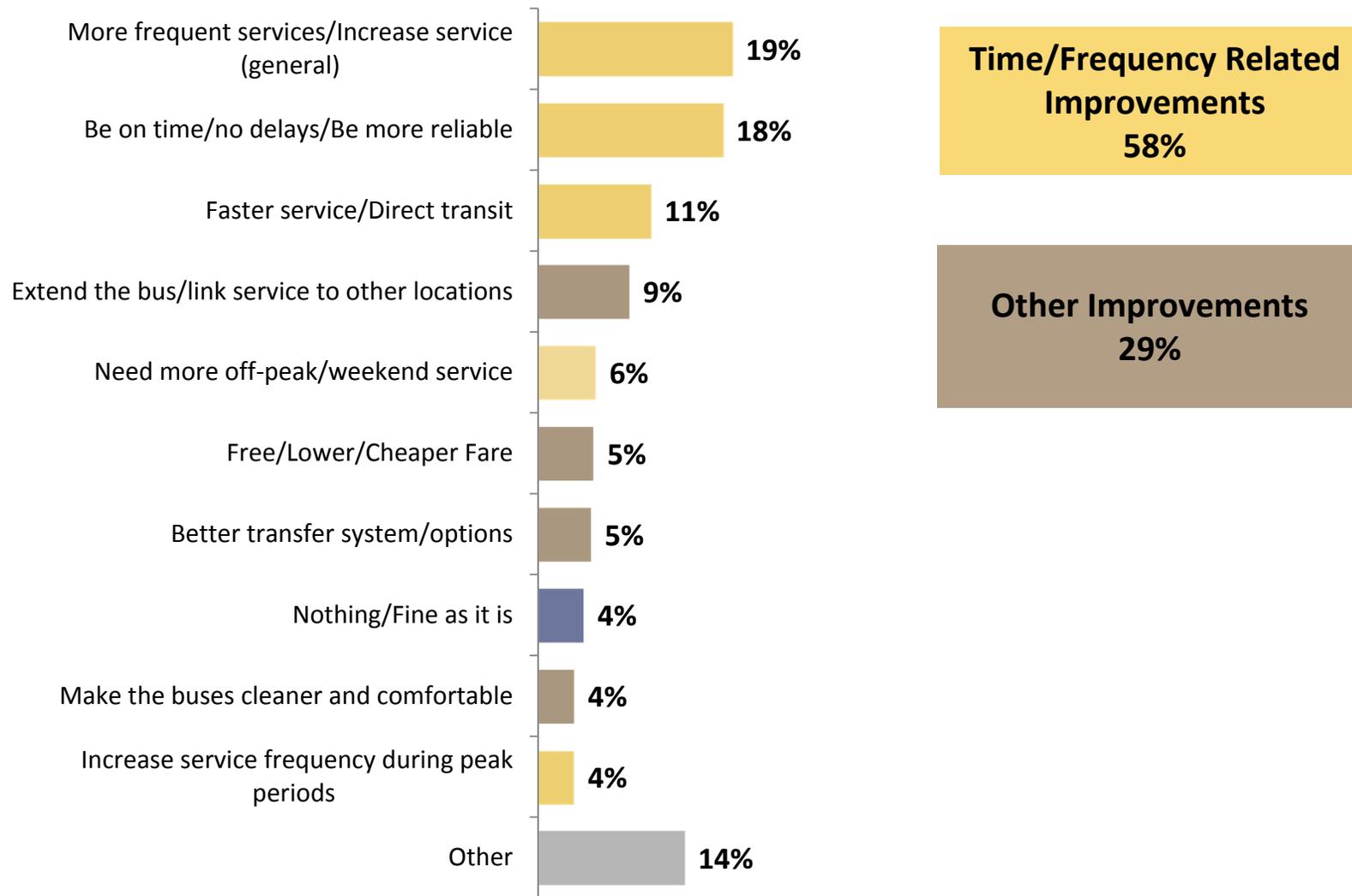


Top Negative Reasons	%
Bus was late/delays/slow/unreliable	57%
Need to Expand schedule/buses/routes	11%
Inconvenient/far from destination/Xfers	6%
Dislike Route cutbacks/reroute	5%
Split the route	2%
Takes too long/Make Express	1%
Overcrowded	1%

Change One Thing



14. If you could change one thing to make the bus or Link light rail work better for you, what would that be? (309)



Barriers to Riding More Often



Barriers – Key Findings



Overall, travel time issues are the top barriers to riding more often, although only about one-in-four riders see these as “big problems.”

- Three-quarters of riders say “the time it takes to travel by bus” is a problem, although only 24% say it is a “big problem.”
- Two-thirds (66%) say “transfer wait times” are a problem, with 27% saying “big problem.”
- Riders also express some concern about limited evening service (55% problem/20% big problem) and “having to transfer” (54% problem/17% big problem).

Among riders who are not satisfied with getting around by bus, time issues are again the largest barriers to riding more often and the level of concern is significantly higher.

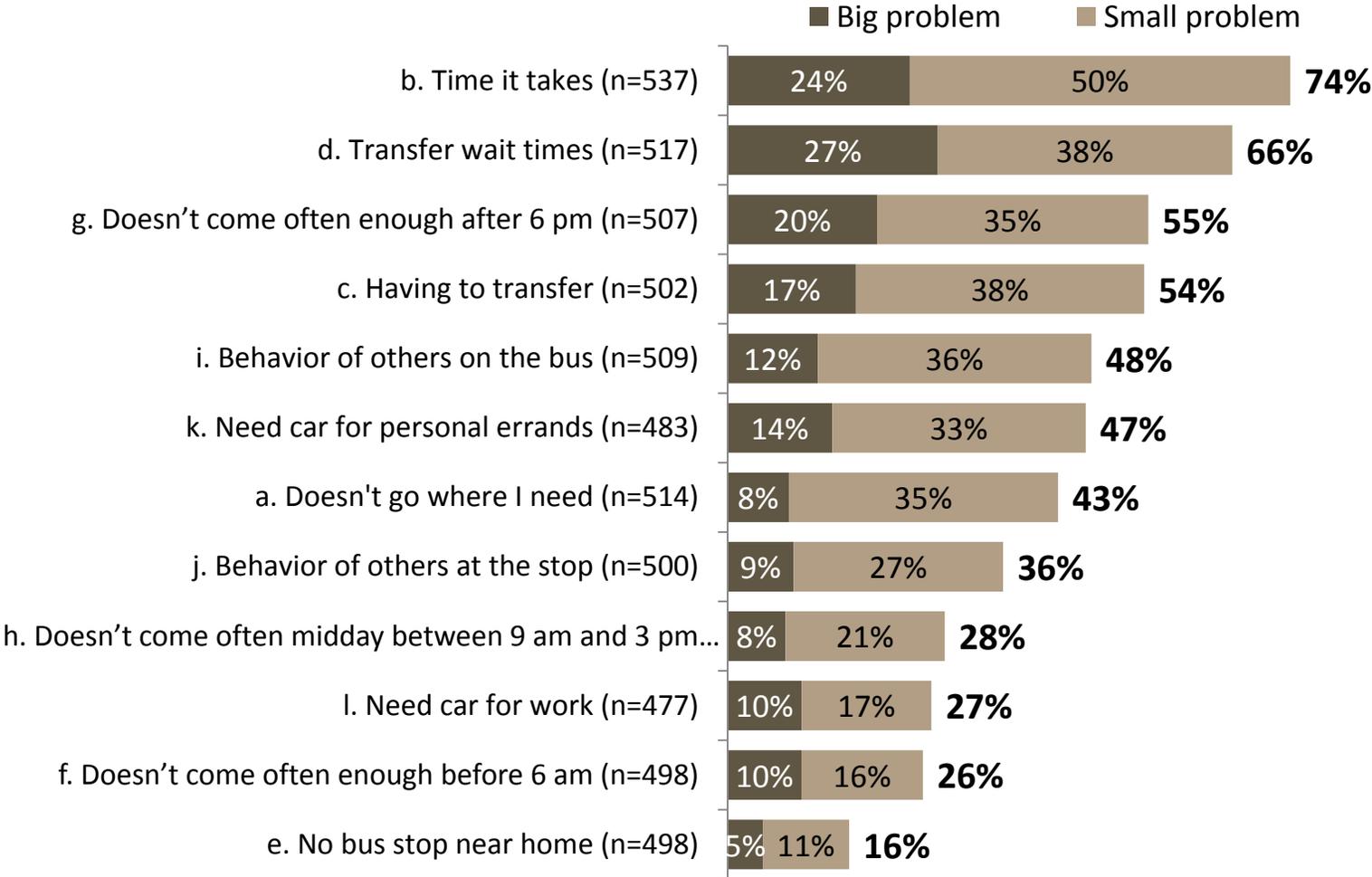
- 85% of riders say “the time it takes to travel by bus” is a problem, and a majority (53%) say it is a “big problem.”
- Three-fourths (77%) say “transfer wait times” are a problem, with almost half (45%) saying it is a “big problem.”
- Dissatisfied riders also express some concern about limited evening service (65% problem/31% big problem) and “having to transfer” (70% problem/30% big problem).

There is little difference in ranking and intensity of barriers between frequent (7+ trips) and infrequent (1-6 trips) riders.

Barriers - Overall



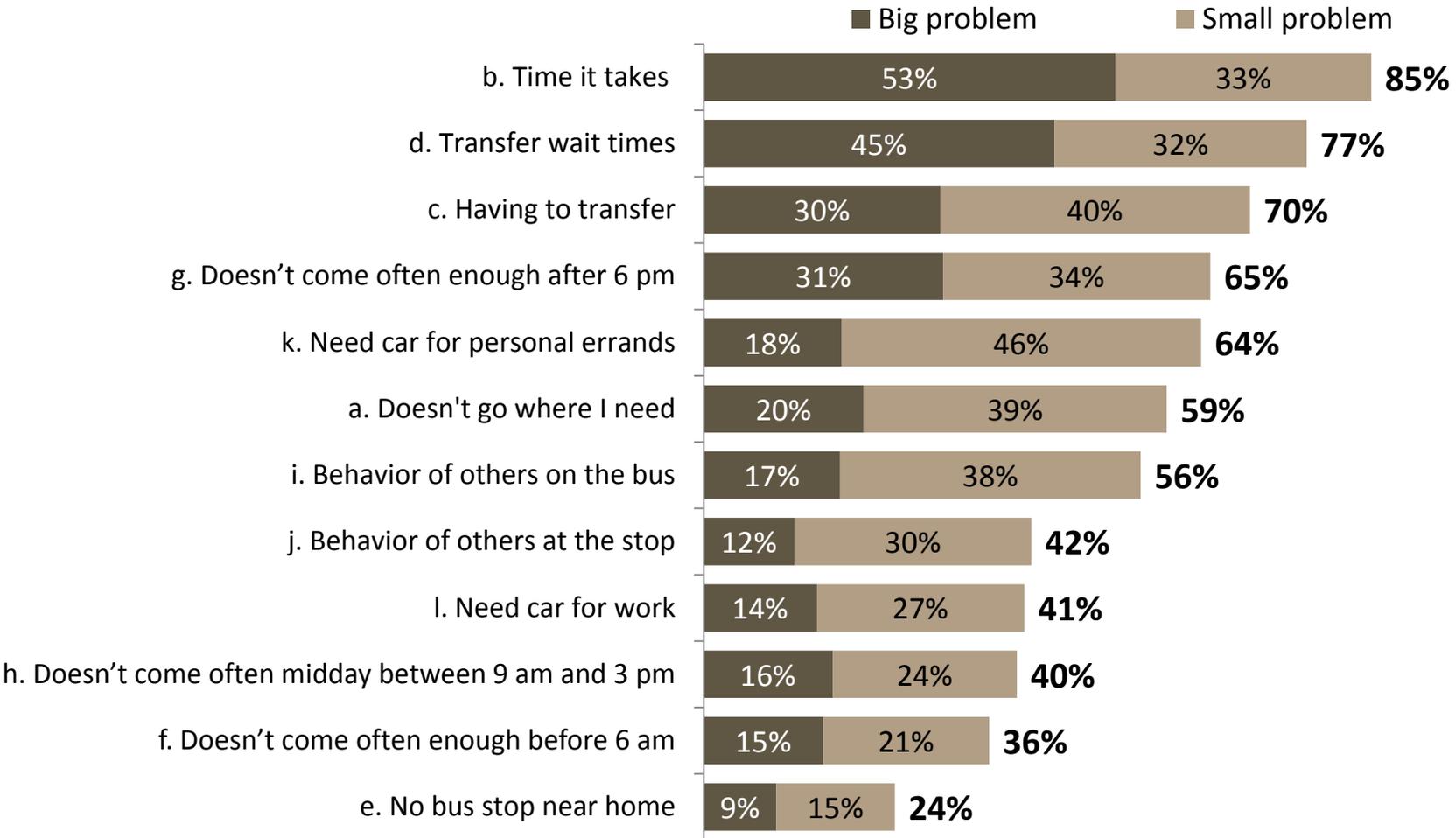
Q13. We want to know if there are problems with bus service that keep you from riding the bus more often. Please read the list below and check the box to tell us which ones are not a problem, a small problem or a big problem. (Excludes No Answer)



Barriers – Riders who are Not Satisfied



Q13. We want to know if there are problems with bus service that keep you from riding the bus more often. Please read the list below and check the box to tell us which ones are not a problem, a small problem or a big problem. (Excludes No Answer)

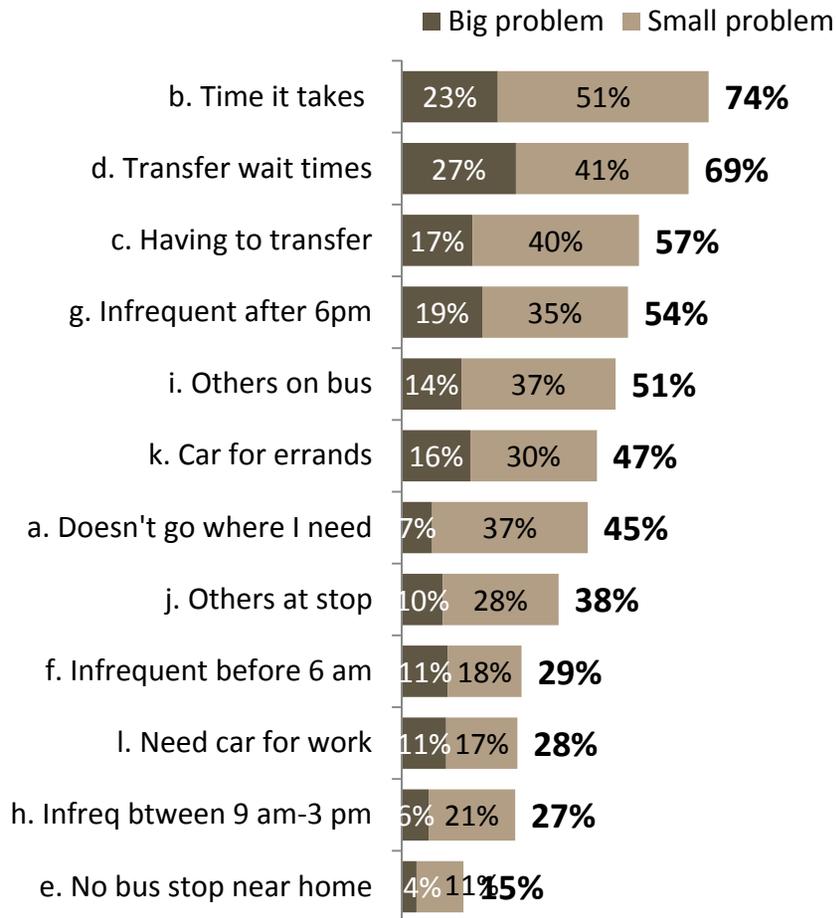


Barriers – Frequent and Infrequent Riders

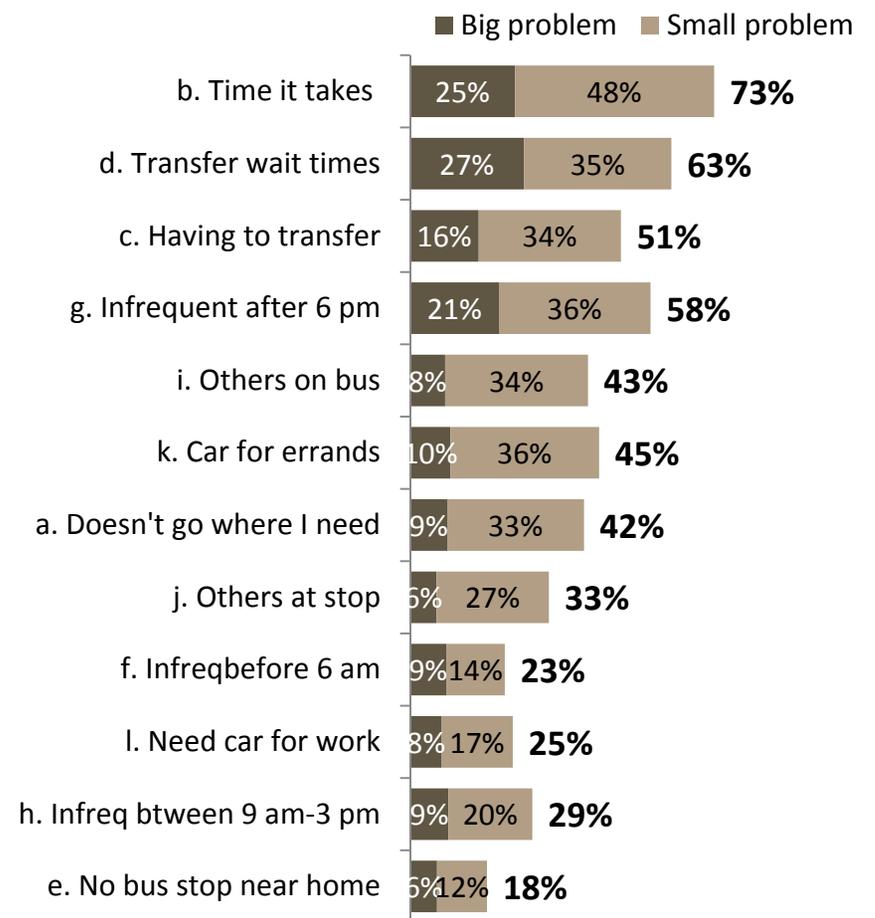


Q13. We want to know if there are problems with bus service that keep you from riding the bus more often. Please read the list below and check the box to tell us which ones are not a problem, a small problem or a big problem. (Excludes No Answer)

Infrequent Riders (<7 days/week, 331, MoE=+5.4)



Frequent Riders (7+ days/week, 270, MoE =+6.0)



Route 8 Access & Usage



Rider Behavior – Key Findings



Just under half (45%) of the riders surveyed have taken at least 7 one-way trips on Route 8 in the last week (fewer than 4 roundtrips in the last week).

- 96% of frequent riders are going to work or school.

Even among less frequent riders, a majority (66%) are riding to work or school suggesting that many less frequent riders are either doing these things part time or using a different commute mode at other times.

Overall, just over a third (36%) of riders transfer . Most of these transfers (83%) are to another Metro bus, with Route 7 and 48 being the most common.

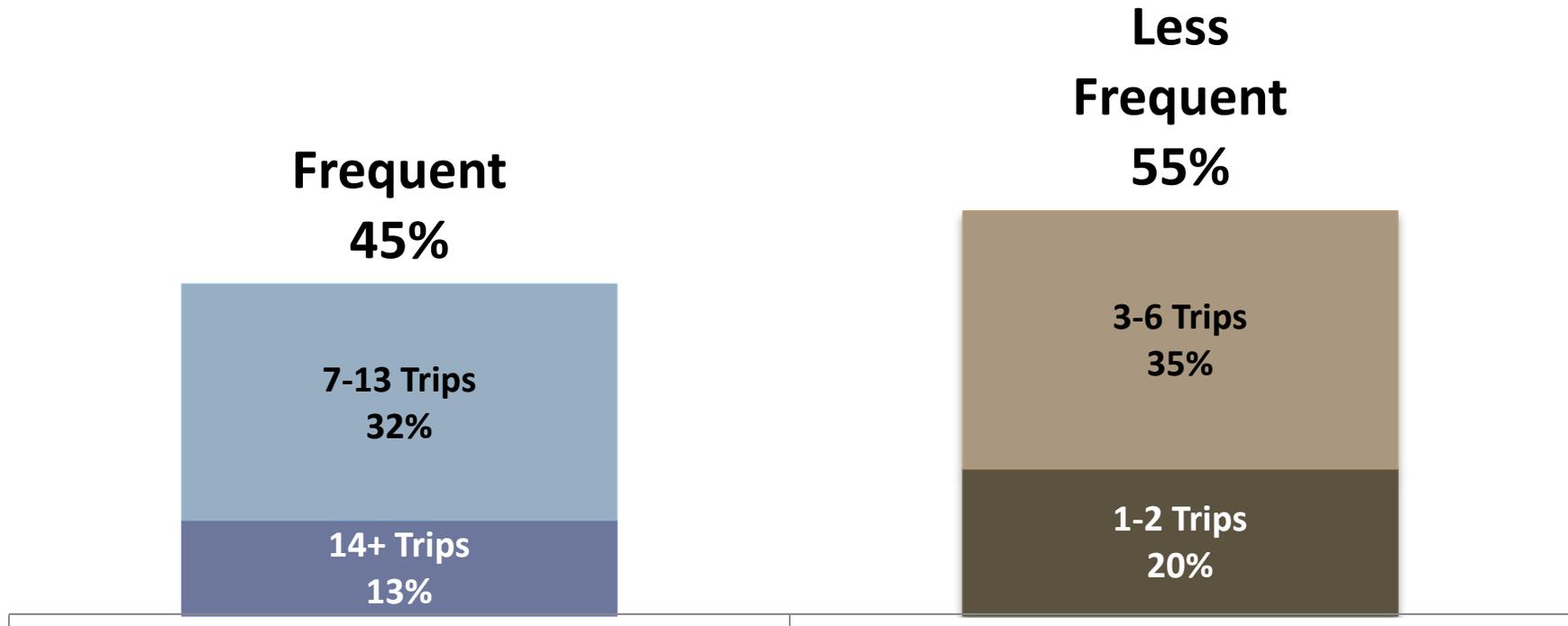
The downtown Seattle core (56%) and Capitol Hill (53%) are the neighborhoods riders go to the most often (overall and not necessarily for the surveyed trip).

About two-thirds (68%) of Route 8 riders are Link Light Rail users.

Number of One Way Rides in Last Week



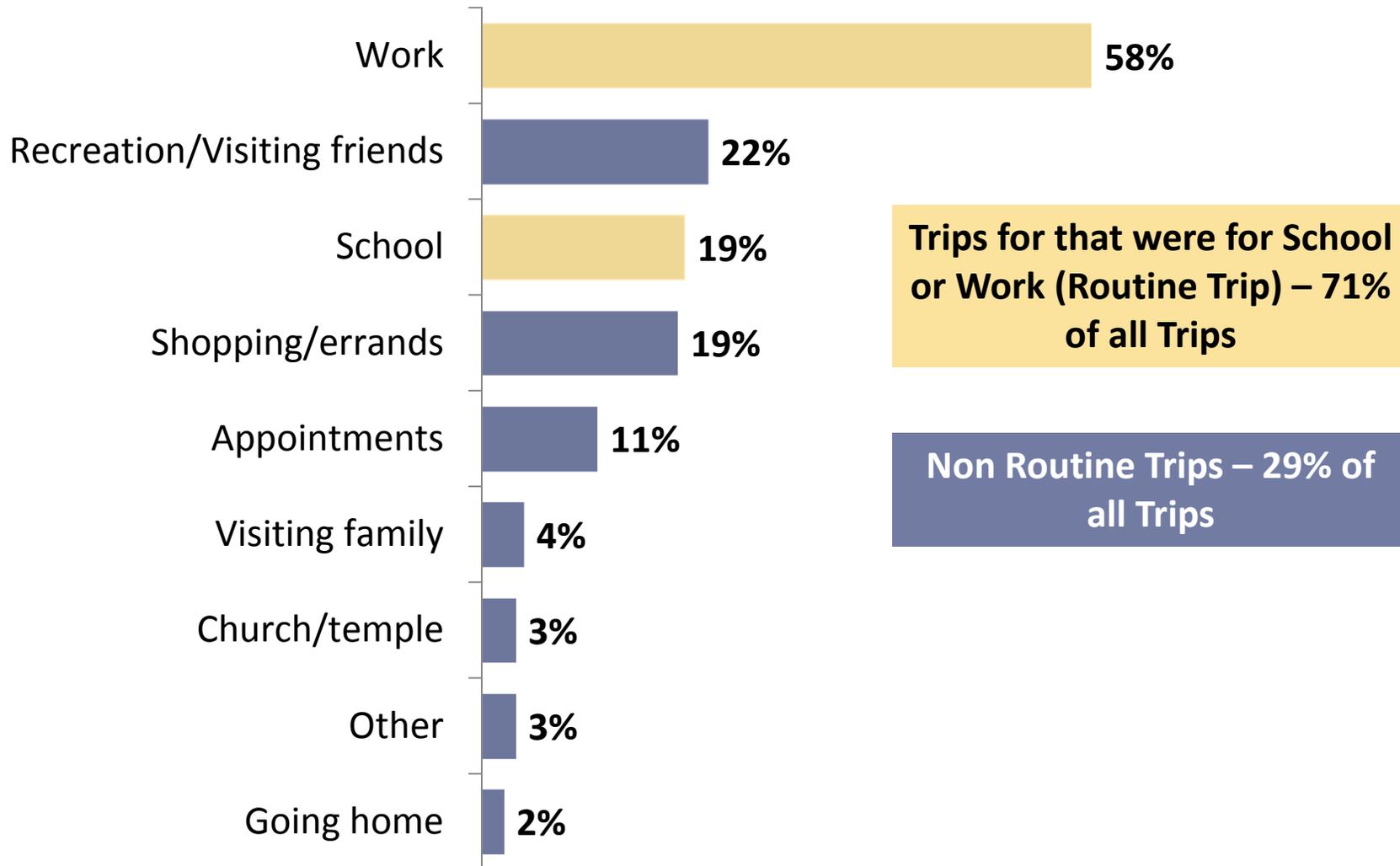
Q1. How many one way rides have you taken on Route 8 in the last 7 days?
(Excluding No Answer, 601)



Purpose of Current Trip



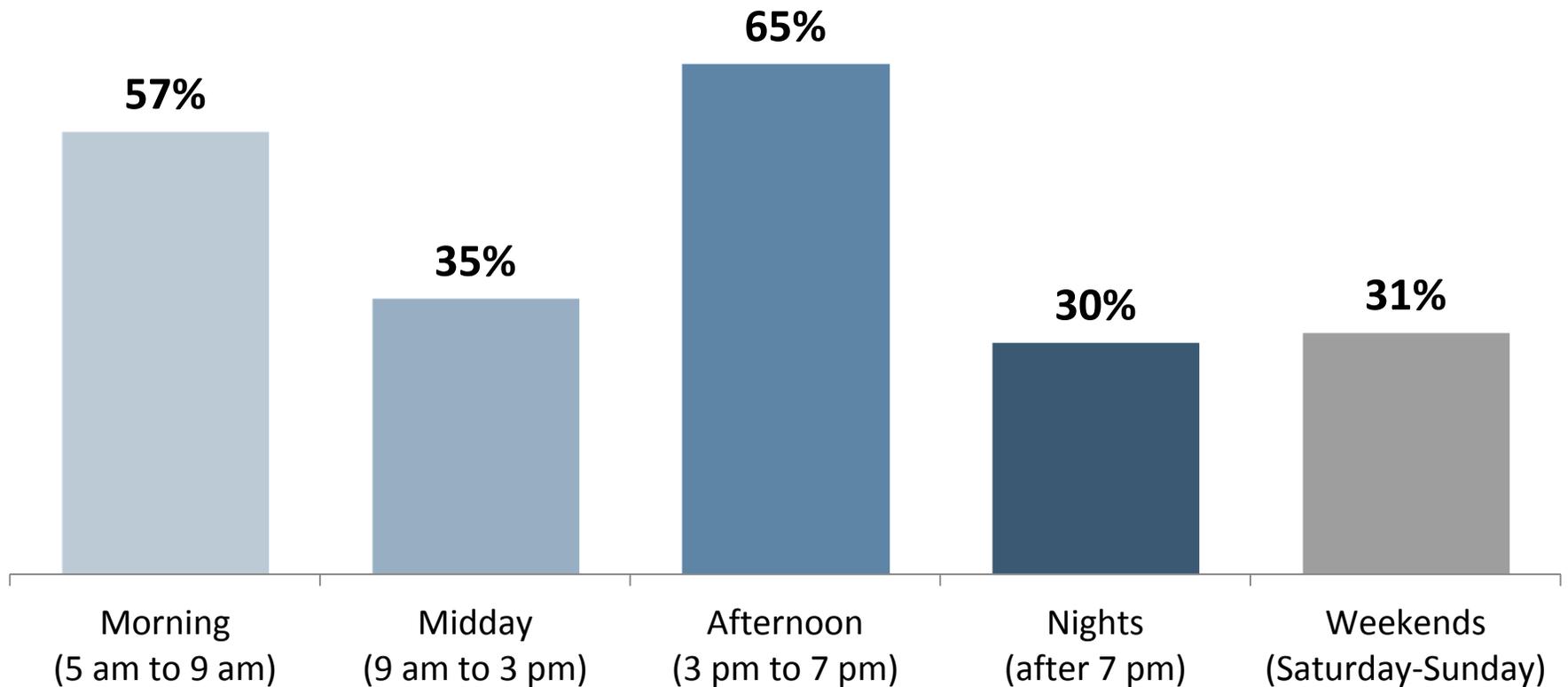
Q3. What is the purpose of your current trip on Route 8? (Multi Response; Excludes No Answer, 625)



Typical Riding Time

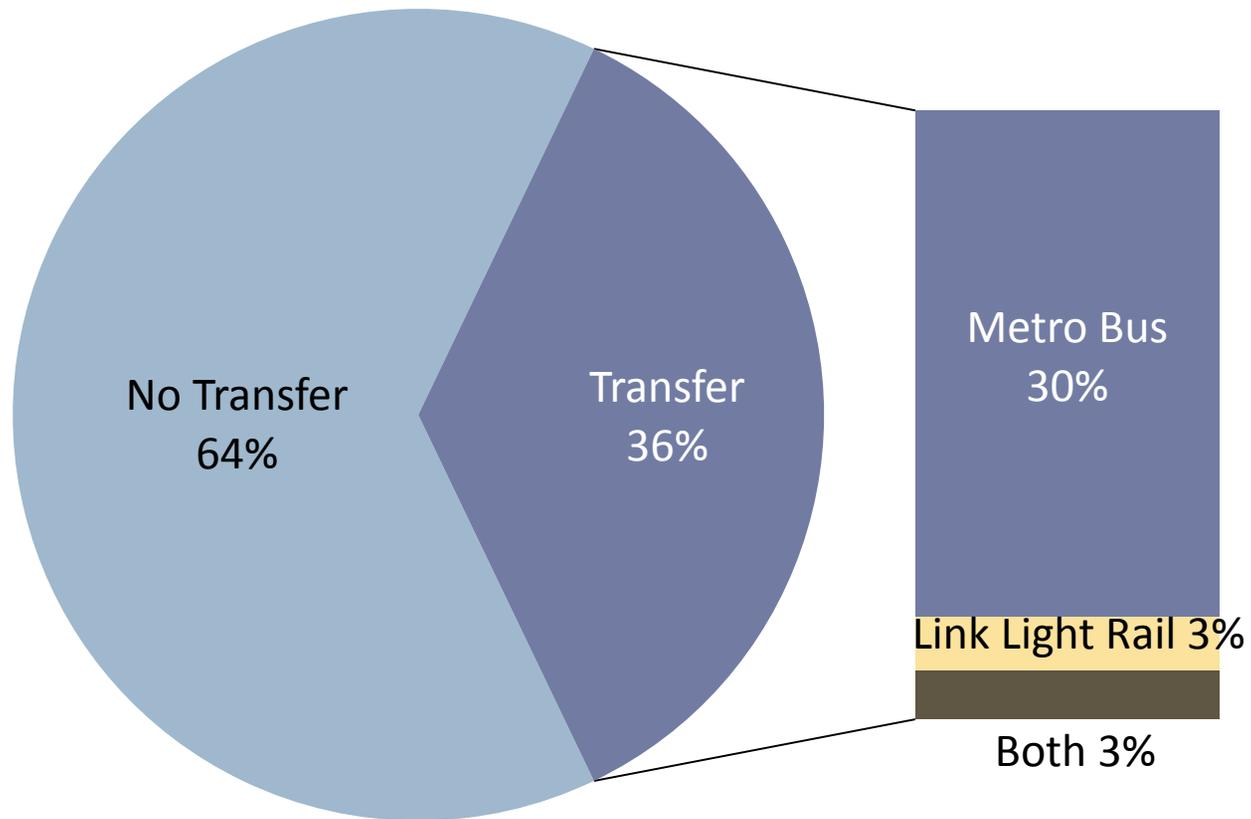


Q2. When do you usually ride Route 8? (Multi Response; Excludes No Answer, 615)



Transfers

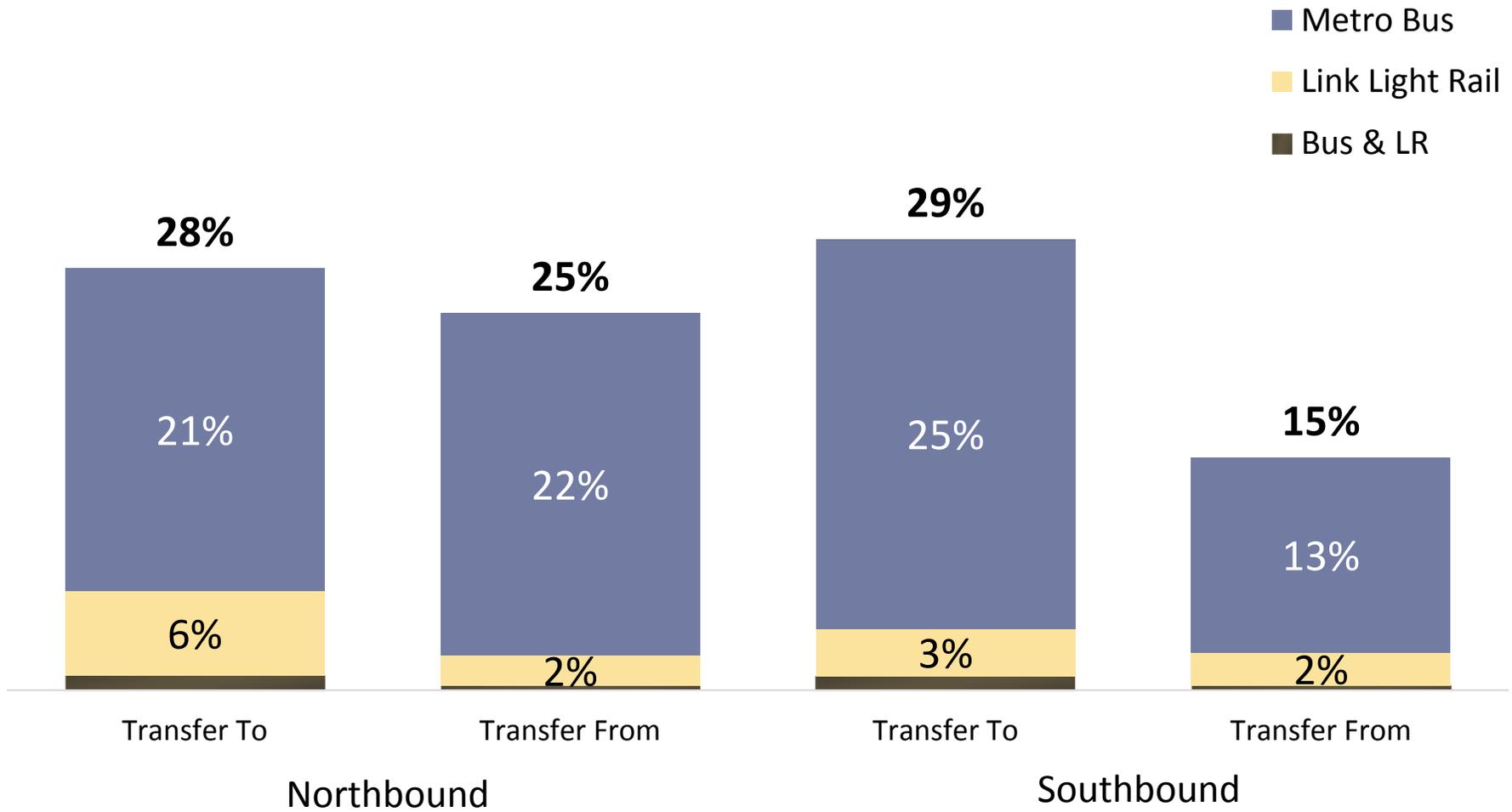
Q5. For this trip, did you transfer to the **Route 8** from?
Q6. For this trip, will you transfer from the **Route 8** to?



Transfers by Trip Direction



Q5. For this trip, did you transfer to the **Route 8** from?
Q6. For this trip, will you transfer from the **Route 8** to?



Transfers To/From Other Buses



Q5. For this trip, did you transfer to the **Route 8** from? (Excludes No Answer, 147)

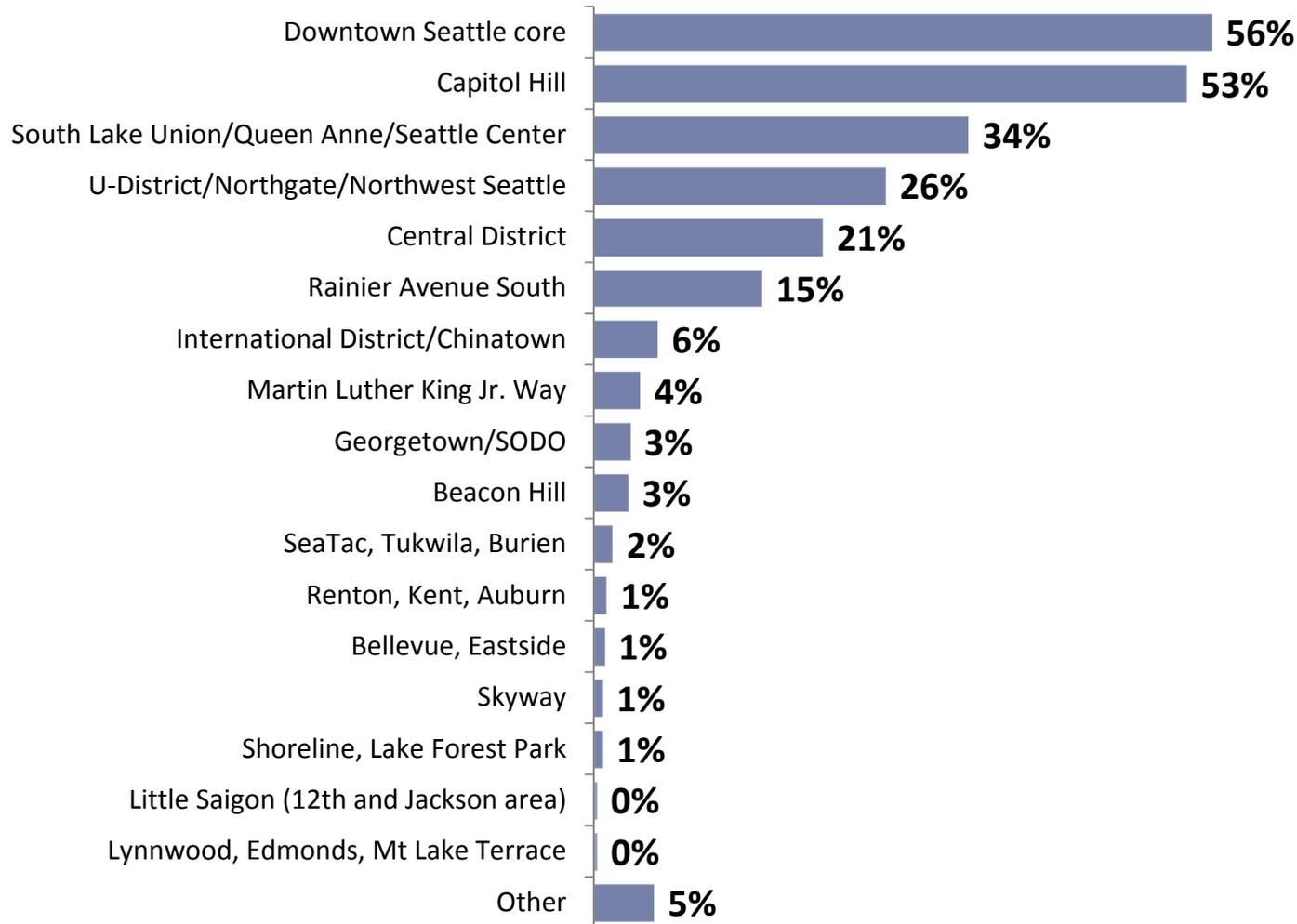
Q6. For this trip, will you transfer from the **Route 8** to? (Excludes No Answer, 114)

Route	Northbound		Southbound	
	To (61)	From (60)	To (77)	From (36)
MT 7	16%	13%	16%	17%
MT 48	10%	28%	5%	6%
MT 2	3%	8%	8%	3%
MT 107	13%	2%	0%	3%
MT 8	5%	2%	5%	6%
MT 106	8%	0%	3%	19%
MT 10	5%	3%	4%	8%
MT 43	5%	3%	4%	0%
Rapid Ride D	2%	5%	6%	0%
MT 1	2%	0%	4%	0%
MT 4	5%	7%	1%	6%
MT 14	2%	0%	4%	3%
MT 24	2%	2%	4%	0%
MT 28	0%	3%	5%	0%
Other	39%	28%	28%	22%

Neighborhoods Visited Most Often



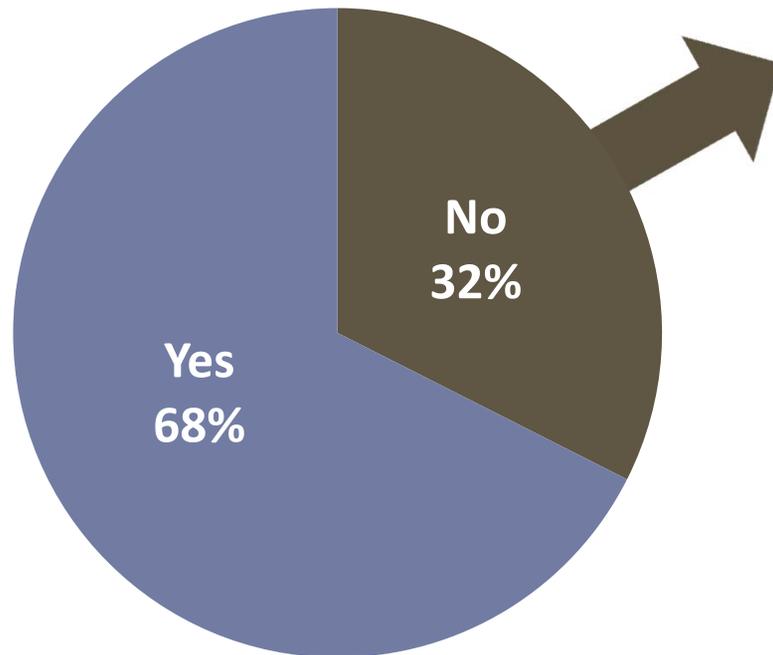
8. Thinking about all of your bus travel in the Seattle area, what neighborhoods or areas do you go to most often?
(Multi Response; Excludes No Answer, 565)



Link Light Rail Ridership



Q9. Do you use Link light rail?
(Excludes No Answer, 607)



If no, why not (224)?	%
Too far/Does not serve me	28%
Don't need to	23%
Use infrequently/Airport Only	7%
Unfamiliar/Don't know how	5%
Inconvenient (slow, time conflict)	4%
Too expensive	3%
Other	4%
No Answer	28%

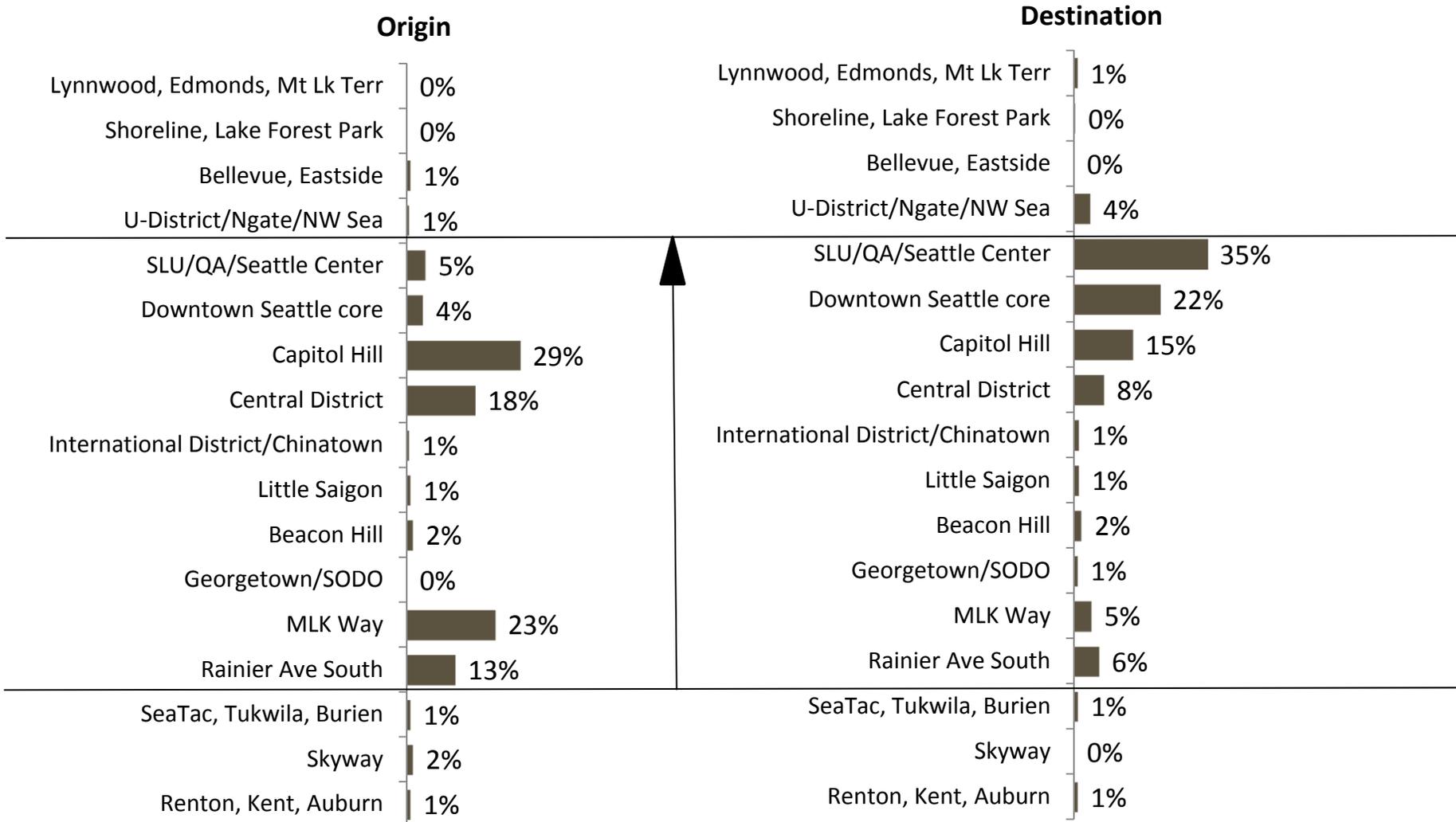
Trip Origins and Destinations



Northbound Trip Origin/Destination



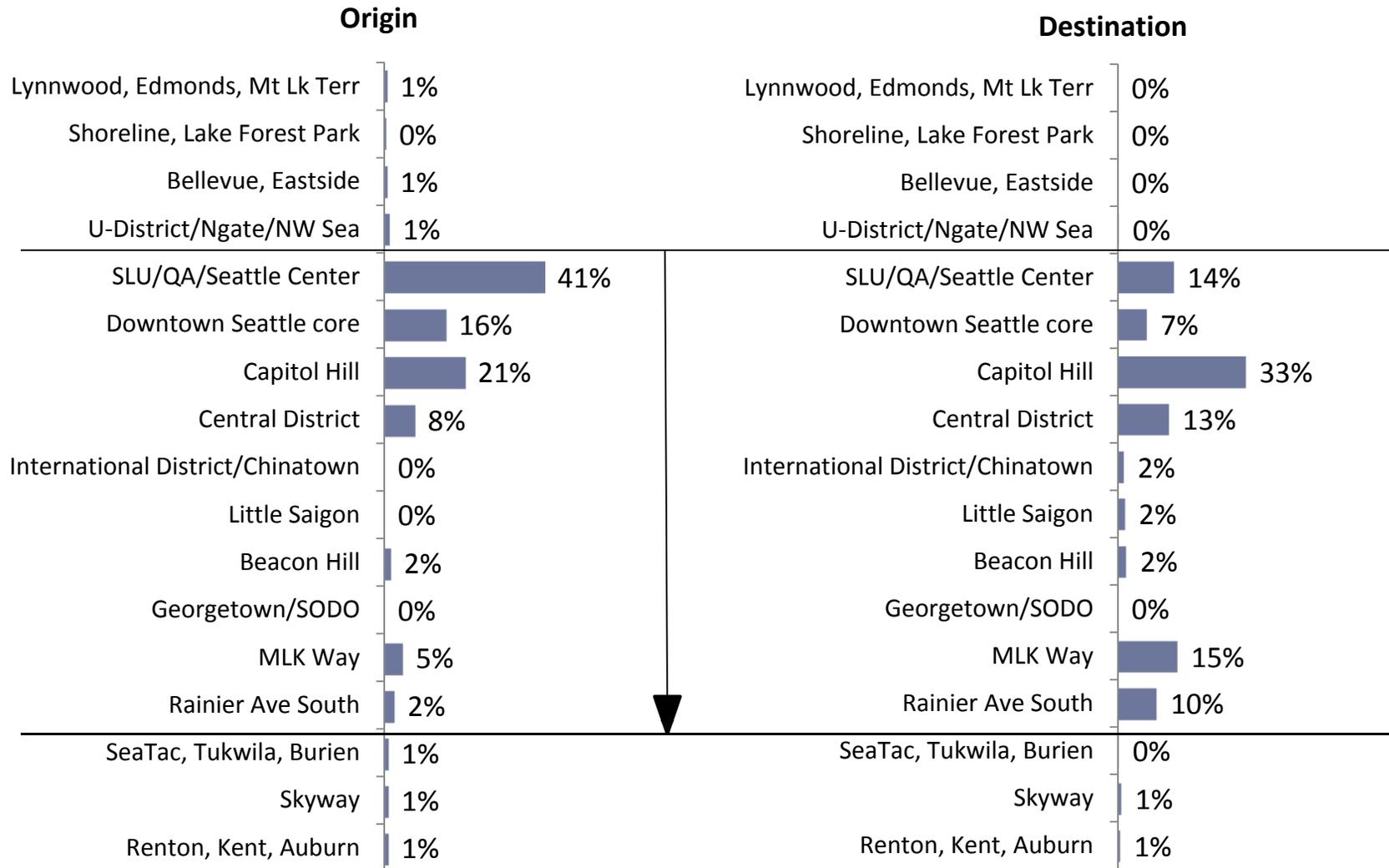
Q4. Where did you start and where will you end this trip (including transfers to/from other buses and light rail)? Please check the neighborhood where you **started this trip on Route 8** and check the neighborhood **where your trip on this route will end**.



Southbound Trip Origin/Destination



Q4. Where did you start and where will you end this trip (including transfers to/from other buses and light rail)? Please check the neighborhood where you **started this trip on Route 8** and check the neighborhood **where your trip on this route will end**.



Overall Origin/Destination Pairs



Q4. Where did you start and where will you end this trip (including transfers to/from other buses and light rail)? Please check the neighborhood where you **started this trip on Route 8** and check the neighborhood **where your trip on this route will end**.

Origin	Destination						
	MLK (63)	Rainier (41)	Central District (66)	Capitol Hill (152)	SLU/ Uptown/ QA (153)	Downtown (93)	Not Directly on RT 8 (64)
MLK (86, ± 10.6)	14%	14%	12%	17%	8%	19%	16%
Rainier (47, $\pm 14.3^*$)	9% (4)	17% (8)	17% (8)	11% (5)	9% (4)	19% (9)	19% (9)
Central District (80, ± 11.0)	6%	5%	8	24%	28%	23%	8%
Capitol Hill (158, ± 7.8)	11%	4%	12%	8%	42%	15%	7%
SLU/Uptown/QA(149, ± 8.0)	5%	4%	7%	44%	30%	6%	3%
Downtown (64, $\pm 12.3^*$)	19% (12)	2% (1)	9% (6)	38% (24)	8% (5)	11% (7)	14% (9)
Not Directly on RT 8 (48, $\pm 14.1^*$)	10% (5)	6% (3)	13% (6)	21% (10)	6% (3)	21% (10)	23% (11)

* - These Origins contain a low number of respondents and a high margin of error. They are not sufficiently projectable to the larger population of riders boarding in these particular areas. The numbers shown in parentheses are the number of respondents for each Destination for these Origins.

Northbound Origin/Destination Pairs



Q4. Where did you start and where will you end this trip (including transfers to/from other buses and light rail)? Please check the neighborhood where you **started this trip on Route 8** and check the neighborhood **where your trip on this route will end**.

Origin	Destination						
	MLK (14)	Rainier (9)	Central District (24)	Capitol Hill (47)	SLU/ Uptown/ QA (107)	Downtown (69)	Not Directly on RT 8 (39)
MLK (71, ± 11.6)	13%	4%	14%	21%	10%	21%	17%
Rainier (39, $\pm 15.7^*$)	8% (3)	15% (6)	21% (8)	10% (4)	8% (3)	18% (7)	21% (8)
Central District (55, $\pm 13.2^*$)	0% (0)	0% (0)	4% (2)	27% (15)	36% (20)	27% (15)	5% (3)
Capitol Hill (91, ± 10.3)	0%	0%	0%	3%	68%	23%	5%
SLU/Uptown/QA (15, $\pm 25.3^*$)	0% (0)	0% (0)	0% (0)	7% (1)	80% (12)	7% (1)	7% (1)
Downtown (13, $\pm 27.2^*$)	8% (1)	0% (0)	8% (1)	23% (3)	15% (2)	23% (3)	23% (3)
Not Directly on RT 8 (25, $\pm 19.6^*$)	4% (1)	0% (0)	12% (3)	24% (6)	4% (1)	28% (7)	28% (7)

* - These Origins contain a low number of respondents and a high margin of error. They are not sufficiently projectable to the larger population of riders boarding in these particular areas. The numbers shown in parentheses are the number of respondents for each Destination for these Origins.

Southbound Origin/Destination Pairs



Q4. Where did you start and where will you end this trip (including transfers to/from other buses and light rail)? Please check the neighborhood where you **started this trip on Route 8** and check the neighborhood **where your trip on this route will end**.

Origin	Destination						
	MLK (49)	Rainier (32)	Central District (42)	Capitol Hill (105)	SLU/Uptown/Queen Anne (46)	Downtown (24)	Not Directly on RT 8 (25)
MLK (15, <u>+25.3*</u>)	20% (3)	60% (9)	0% (0)	0% (0)	0% (0)	7% (1)	13% (2)
Rainier (8, <u>+34.6*</u>)	13% (1)	25% (2)	0% (0)	13% (1)	13% (1)	25% (2)	13% (1)
Central District (25, <u>+19.6*</u>)	20% (5)	16% (4)	16% (4)	16% (4)	8% (2)	12% (3)	12% (3)
Capitol Hill (67, <u>+12.0</u>)	25%	10%	28%	15%	7%	4%	9%
SLU/Uptown/Queen Anne (134, <u>+8.5</u>)	6%	4%	8%	49%	25%	6%	2%
Downtown (51, <u>+13.7*</u>)	22% (11)	2% (1)	10% (5)	41% (21)	6% (3)	8% (4)	12% (6)
Not Directly on RT 8 (23, <u>+20.4*</u>)	17% (4)	13% (3)	13% (3)	17% (4)	9% (2)	13% (3)	17% (4)

* - These Origins contain a low number of respondents and a high margin of error. They are not sufficiently projectable to the larger population of riders boarding in these particular areas. The numbers shown in parentheses are the number of respondents for each Destination for these Origins.

Origin/Destination by Direction and Peak/Off-Peak Period



Q4. Where did you start and where will you end this trip (including transfers to/from other buses and light rail)? Please check the neighborhood where you **started this trip on Route 8** and check the neighborhood **where your trip on this route will end**.

	Northbound AM Peak (128)		Southbound PM Peak (99)		Southbound AM Peak (78)		Northbound PM Peak (58)		Northbound Off Peak/Wkend (122)		Southbound Off Peak/Wkend (145)	
	Trip Start	Trip End	Trip Start	Trip End	Trip Start	Trip End	Trip Start	Trip End	Trip Start	Trip End	Trip Start	Trip End
MLK	23%	7%	3%	15%	1%	12%	24%	0%	22%	4%	8%	17%
Rainier	7%	2%	3%	6%	3%	10%	22%	5%	14%	2%	2%	12%
Capitol Hill	27%	9%	12%	18%	4%	13%	9%	9%	13%	7%	7%	10%
Central District	30%	13%	16%	40%	27%	24%	26%	19%	30%	16%	21%	32%
SLU/Uptown/QA	1%	37%	43%	7%	44%	29%	12%	31%	6%	34%	39%	11%
Downtown	1%	23%	18%	7%	13%	6%	2%	22%	9%	21%	16%	8%
Not Directly on RT 8	11%	10%	4%	6%	9%	5%	5%	14%	6%	15%	8%	10%

Route 8 Changes



Route Change – Key Findings



When asked about a possible service change that would divide Route 8, there is no clear preference among riders.

- 41% prefer the dividing the route at the Group Health Capitol Hill Campus (Capitol Hill – 15th & John), 35% prefer dividing it at the Mount Baker Transit Center (MBT), and 23% prefer Jackson Square.
- Frequent riders are divided over MBT (39%) and Capitol Hill (36%), with 24% preferring Jackson Square.
- Less frequent riders prefer Capitol Hill (46%) over MBT (32%), with 21% preferring Jackson Square.
- Riders who transfer are divided over Capitol Hill (40%) and MBT (38%), with 21% preferring Jackson Square.
- Those who do not transfer prefer Capitol Hill (41%) over MBT (33%), with 25% preferring Jackson Square.

Route Change – Key Findings



Capitol Hill riders, North & Southbound:

Going Northbound, a majority (51%) of riders boarding in Capitol Hill prefer splitting the route at 15th & John. About a quarter (27%) prefer the MBT and a fifth (20%) prefer Jackson Square. Going Southbound, riders boarding in Capitol Hill support the three options equally.

Southbound riders, from trip origin:

A majority (57%) of riders boarding near the start of Southbound trips (Queen Anne/SLU/Uptown) prefer to divide the route at Capitol Hill. Only a quarter (23%) of these riders prefer MBT.

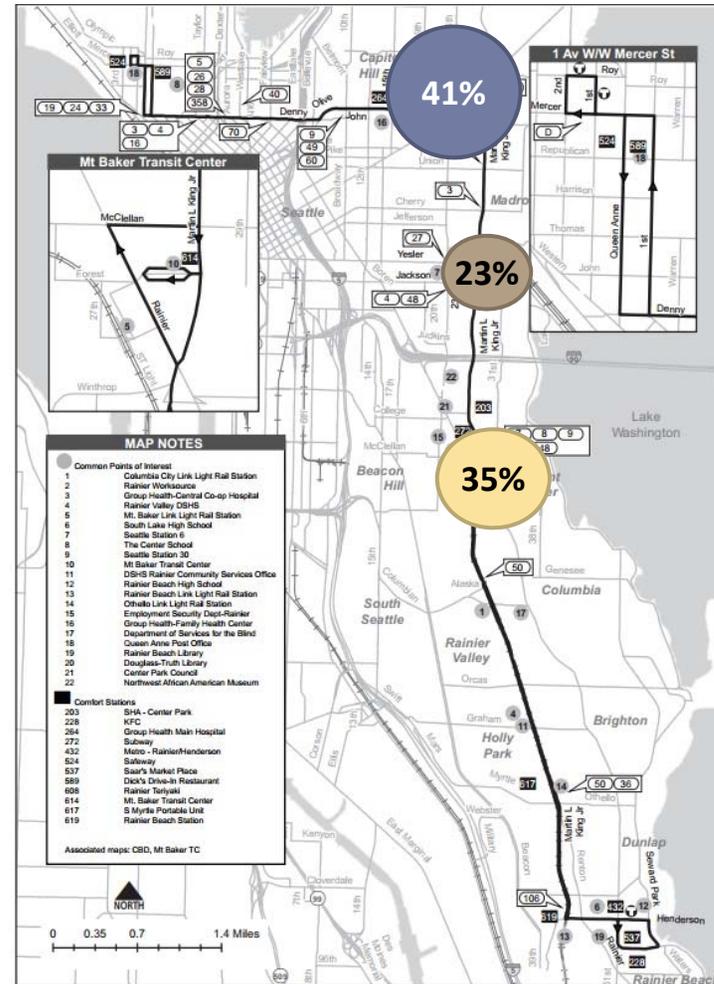
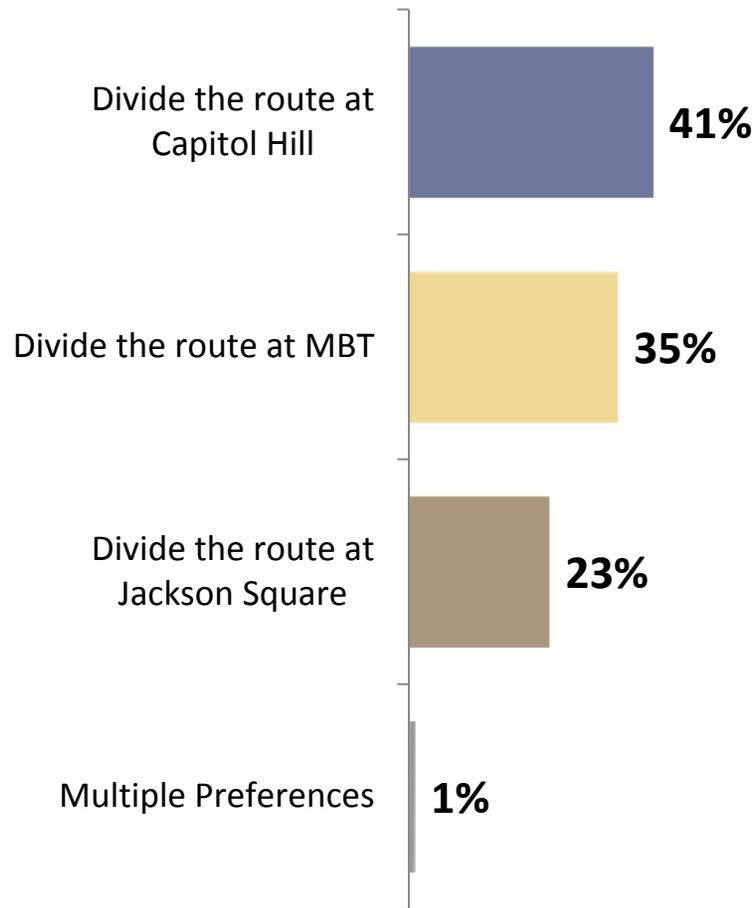
Northbound riders, from trip origin:

Almost half (47%) of riders boarding near the start of Northbound trips (MLK) prefer dividing the route at the MBT. About a third (36%) of these riders prefer Capitol Hill.

Preferences for Dividing Metro Route 8

Q7. If Metro divides the route, which of the following options do you prefer? (Excludes No Answer, 491)

All Route 8 Riders



Preferences by Subgroup



Q7.If Metro divides the route, which of the following options do you prefer? (Excludes No Answer, 491)

	Divide the route at Capitol Hill	Divide the route at MBT	Divide the route at Jackson Square	Multiple preferences
Overall-->	41%	35%	23%	1%
Most preferred option for each demographic subgroup (% in favor of option)	1-6 Trips during week (46%)	Asian (44%)	<Not most preferred by any subgroups>	
	\$55,000-\$75,000 household income (45%)	Black or African American (43%)		
	Age 45+ (45%)	<\$20,000 (39%)		
	\$20,000-\$55,000 (45%)	7+ Trips during week (39%)		
	White (45%)			
	Non-english speaking household (44%)			
	Non-routine Trip (44%)			
	Other trip purpose (Shopping, leisure, apptmnt, etc.) (41%)			
	Male (41%)			
	English speaking HH (41%)			
	Female (41%)			
	Other ethnicity (41%)			
	No Transfer (41%)			
	Age 25-44 (40%)			
	\$75,000 and Up (40%)			
	Work/School trip (40%)			
	Transfers To/From RT 8 (40%)			
Routine Trip (40%)				
Age <25 (39%)				

Preferences Based on Trip Origin - Northbound



Q7. If Metro divides the route, which of the following options do you prefer?

Preferred Split	Northbound Trip Origin						
	MLK (71)	Rainier (39)*	Central District (55)	Capitol Hill (91)	SLU/Uptown/Queen Anne (15)*	Downtown (13)*	Not Directly on RT 8 (25)*
MoE	+11.6	+15.7%	+13.2%	+10.3%	+25.3%	+27.2%	+19.6%
Divide the route at Capitol Hill	36%	21%	24%	51%	90%	67%	32%
Divide the route at MBT	47%	52%	43%	27%	0%	33%	32%
Divide the route at Jackson Square	17%	27%	33%	20%	10%	0%	32%
Multiple Preferences	0%	0%	0%	3%	0%	0%	5%

* These subgroups contain a low number of respondents and a high margin of error. They are not sufficiently projectable to the larger population of riders boarding in these particular areas.

Preferences Based on Trip Origin - Southbound



Q7.If Metro divides the route, which of the following options do you prefer?

Preferred Split	Southbound Trip Origin						
	MLK (15)*	Rainier (8)*	Central District (25)*	Capitol Hill (67)	SLU/Uptown/Queen Anne (134)	Downtown (51)	Not Directly on RT 8 (23)*
MoE	+25.3%	+34.6%	+19.6%	+12.0%	+8.5%	+13.7%	+20.4%
Divide the route at Capitol Hill	25%	33%	32%	33%	57%	38%	33%
Divide the route at MBT	75%	33%	36%	33%	27%	31%	28%
Divide the route at Jackson Square	0%	33%	32%	33%	15%	31%	39%
Multiple Preferences	0%	0%	0%	2%	1%	0%	0%

** These subgroups contain a low number of respondents and a high margin of error. They are not sufficiently projectable to the larger population of riders boarding in these particular areas.*

Rider Profile

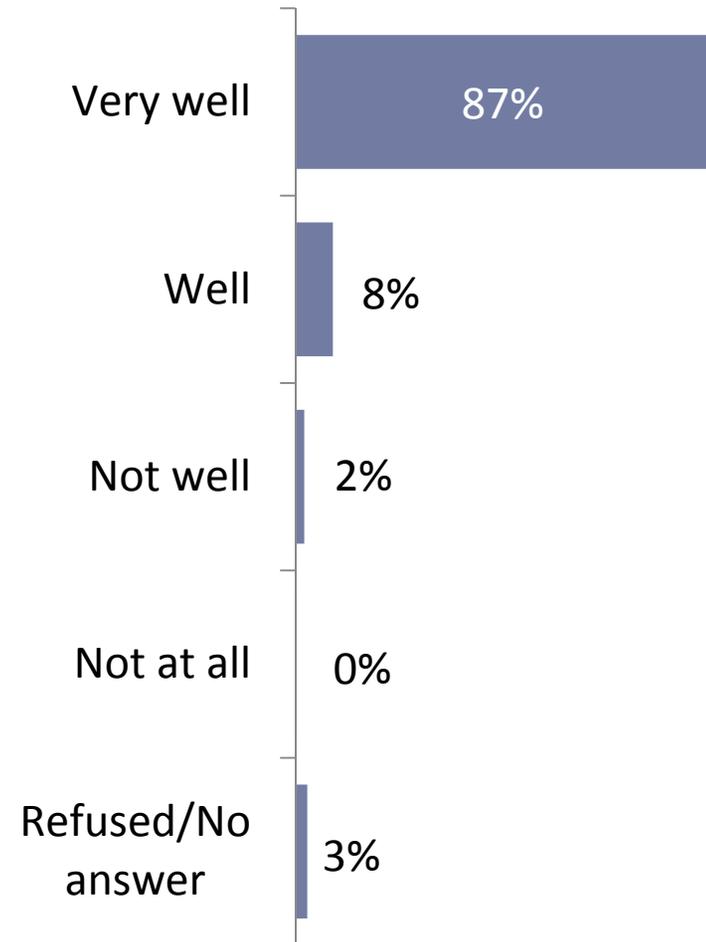
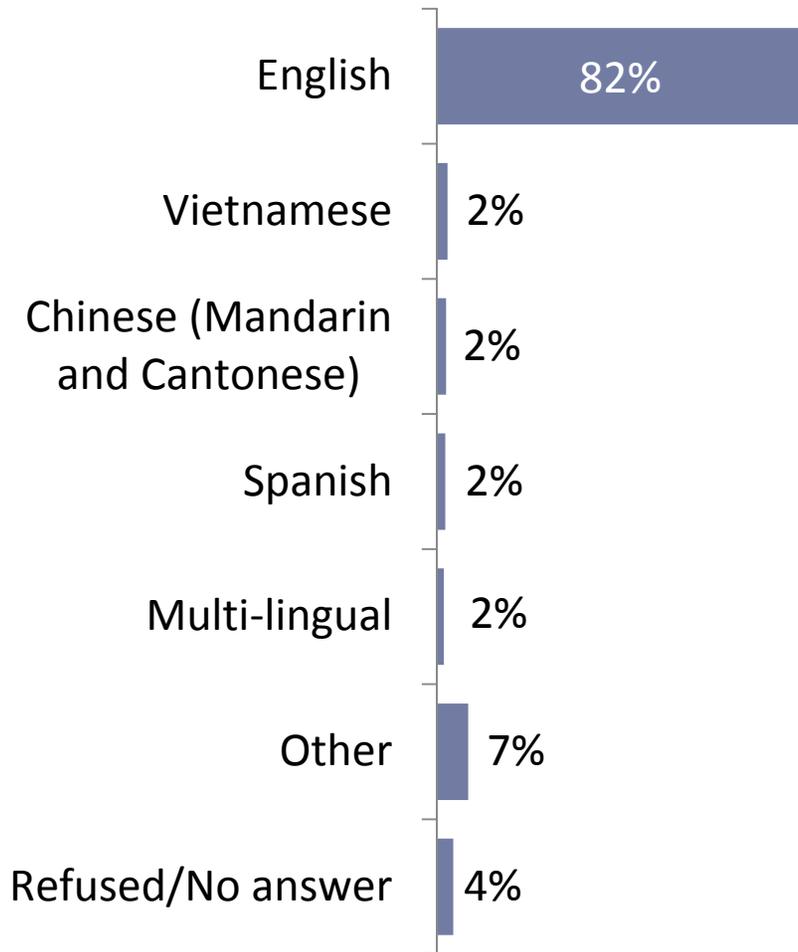


Primary Language



Q19. What is the primary language spoken at home?

Q20. How well do you speak English?



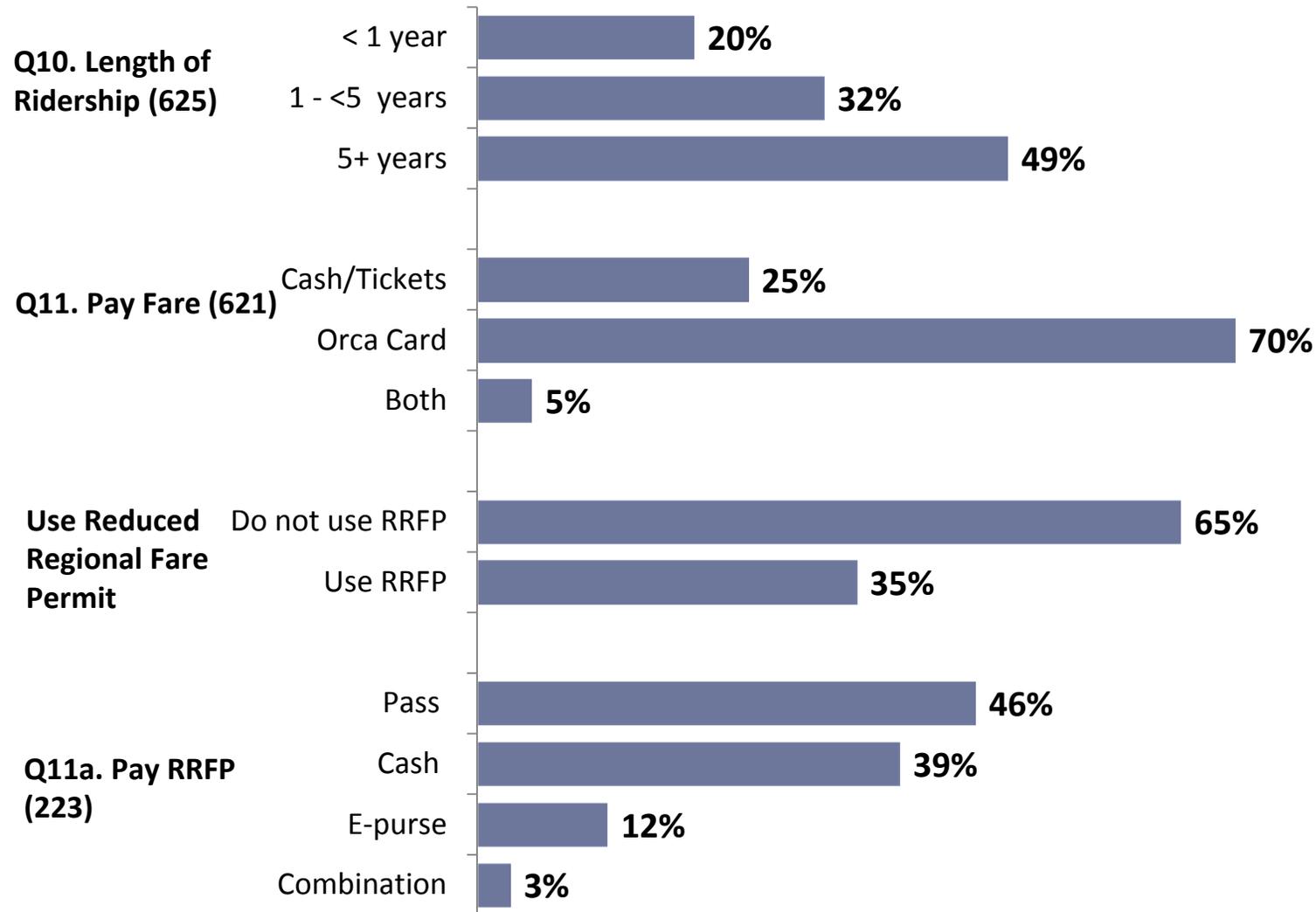
Route 8 Demographics



Compared to Representative sample of all Metro riders from 2012 Rider Survey, Route 8 Respondents are:

- Younger
- More ethnically diverse
- Lower Income

Length of Ridership/Fare Payment



Demographics



	<u>All riders – 2012 Rider Survey</u>	<u>2013 Route 8 Respondents</u>
White	79%	56%
Black or African American	7%	15%
Asian	12%	14%
Hispanic or Latino	6%	5%
Multiple races	-	5%
Native Hawaiian or Other Pacific Islander	-	1%
American Indian or Alaska Native	-	0%
Other	8%	3%
Male	53%	52%
Female	47%	48%
Under 25	17%	31%
25 to 34	18%	31%
35 to 44	17%	16%
45 to 54	17%	9%
55 to 64	18%	9%
65 or over	13%	4%
Under \$35,000 per year	27%	45%
\$35,000 up to \$55,000	17%	15%
\$55,000 up to \$75,000	13%	9%
\$75,000 up to \$100,000	16%	9%
\$100,000 up to \$150,000	14%	8%
\$150,000 and up	12%	5%
No Answer	-	9%