



**Item #07-3-13
Workshop**

SACOG Board of Directors

March 8, 2007

Presentation of Sacramento Regional Transit Community Survey

Issue: What findings did Sacramento Regional Transit find in their Community Survey related to the MTP 2035 Survey Research?

Recommendation: None; this is a workshop.

Discussion: This item is intended to provide supplemental survey research information available to the SACOG Board from one of SACOG's MTP 2035 partner agencies. Sacramento Regional Transit District (RT) contracted with Transit Marketing, LLC and Selena Barlow to conduct a community survey to develop market segmentation of service area population including demographic profile, travel habits and incidence related to current users of RT services, potential users of RT services, and staunch non-users of transit. The community survey was conducted as a telephone survey with a sample size of 2000 households within the RT service area and was conducted between October and November 2006.

RT and Selena Barlow are available for a brief presentation on their findings, specifically as they relate to factors that impact transit usage, mode choice decision factors, and motivators for transit usage. Other findings of the survey research include identification of factors influencing modal choice decisions, public perceptions of transit's benefits, and evaluation of the level of support for increased transit funding.

Approved by:

Mike McKeever
Executive Director

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