

1994 On-Board Transit Survey

April 1995



*Sacramento
Area
Council
of
Governments* 3000 S Street
Suite 300
Sacramento
CA
95816

The Sacramento Area Council of Governments (SACOG) is an association of local governments formed by four counties and fifteen cities. SACOG serves the entire Counties of Sacramento, Sutter, Yolo and Yuba and the Cities of Lincoln, Rocklin and Roseville in Placer County.

SACOG is governed by a Board of Directors composed of county supervisors or city councilpersons, appointed by the member jurisdictions. The Board is advised by several policy and technical committees. A full-time staff is employed to implement Council policies and work programs as well as coordinate the efforts of consultants who are retained to augment the staff's efforts.

SACOG serves as an advisory agency to local government on matters of interjurisdictional concern, and has developed a comprehensive planning program in the areas of transportation, housing, water quality, land use and air quality.

MEMBER CITIES AND COUNTIES

SACRAMENTO COUNTY

City of Sacramento
City of Folsom
City of Galt
City of Isleton

YOLO COUNTY

City of Davis
City of West Sacramento
City of Winters
City of Woodland

SUTTER COUNTY

City of Yuba City
City of Live Oak

YUBA COUNTY

City of Marysville
City of Wheatland

City of Lincoln (Placer County)
City of Rocklin (Placer County)
City of Roseville (Placer County)

BOARD OF DIRECTORS

ROB KERTH (Chair), Councilman, City of Sacramento
JOAN BECHTEL (Vice-Chair), Supervisor, Sutter County
HAROLD ANDERSON, Councilman, City of Winters
DAVE COX, Supervisor, Sacramento County
HARRY CRABB, JR., Councilman, City of Roseville
BRENT HASTEY, Supervisor, Yuba County
SANDRA HILLIARD, Mayor, City of Yuba City
MIKE MCGOWAN, Supervisor, Yolo County
JUANITA NEYENS, Mayor, City of Wheatland
RICHARD PRATT, Councilman, City of Galt
MERLE LARABEE (Ex-Officio), Acting Director, Caltrans District 3

1994 On-Board Transit Survey

The preparation of this report has been financed in part through grants made by U.S. Department of Transportation, Federal Transit Administration, and Federal Highway Administration through an Overall Work Program. The contents of this report do not necessarily reflect the official view or policy of the U.S. Department of Transportation.



TABLE OF CONTENTS

| | | |
|-------------------|--|-----|
| Chapter 1 | Introduction | 3 |
| Chapter 2 | Regional Findings | 9 |
| | Characteristics of Transit Use | 9 |
| | Characteristics of Transit Riders | 16 |
| Chapter 3 | Survey Results by Operator | |
| | Regional Transit Bus Passengers | 23 |
| | Regional Transit Light Rail Passengers | 28 |
| | City of Folsom Transit Passengers | 33 |
| | CSUS Shuttle System Passengers | 38 |
| | Yolobus Passengers | 43 |
| | Unitrans Bus Passengers | 48 |
| | Placer County Transit Passengers | 52 |
| | City of Auburn Transit Passengers | 57 |
| | City of Roseville Transit Passengers | 61 |
| | El Dorado County Transit Passengers | 66 |
| | Yuba Sutter Transit Passengers | 71 |
| Appendix A | Survey Forms | A-1 |
| Appendix B | Survey Methodology | B-1 |

LIST OF TABLES & FIGURES

| | | |
|-----------------------|--|-----|
| Table 1 | Passengers by Provider | 9 |
| Table 2 | Comments of Surveyed Passengers | 19 |
| Figure 1 | Map of Transit Service Providers | 4 |
| Figure 2 | Trip Purposes of Transit Providers | 10 |
| Figure 3 | Map of Residential Transit Trip Ends per Square Mile | 11 |
| Figure 4 | Map of Employment Transit Trip Ends per Square Mile | 12 |
| Figure 5 | How Passengers got to the Transit Trip | 13 |
| Figure 6 | What Passengers did after the Transit Trip | 13 |
| Figure 7 | How Often Passengers Use Transit | 14 |
| Figure 8 | Fare Type of Passengers | 14 |
| Figure 9 | Transit Trips by Purpose by Hour | 15 |
| Figure 10 | How Passengers Rate the Overall Transit | 15 |
| Figure 11 | Gender of Passengers | 16 |
| Figure 12 | Age of Transit Passengers | 16 |
| Figure 13 | Auto Availability of Passenger Households | 17 |
| Figure 14 | Auto Ownership of Passenger Households | 17 |
| Figure 15 | Household Size of Passenger Households | 18 |
| Figure 16 | Annual Income Level of Passenger Households | 18 |
| APPENDIX A | | |
| Figure A-1 | English side of Survey Form | A-3 |
| Figure A-1 | Spanish Side of Survey Form | A-4 |
| APPENDIX B | | |
| Table B-1 | Sampling Rate by Provider | B-3 |
| Table B-2 | Response Rate and Usable Rate by Provider | B-5 |
| Figure B-1 | SACOG Regional Analysis Districts | B-7 |

Chapter 1

INTRODUCTION
