



**Free Ride Transit System**  
**2010 On-Board Passenger Survey**

**March 26, 2010**

## INTRODUCTION

The last on-board passenger survey was conducted by LSC Transportation Consultants for the Free Ride Transit System on March 26, 2008. The prior survey included a 23% response rate of a total daily ridership of 4,093 passengers.

The purpose of an on-board passenger survey is to gather data regarding Free Ride passenger demographics, socioeconomic data, and trip characteristics. The information is used for transit planning and for our Title VI requirements. A recipient of Federal Financial Assistance (FFA) Grant Funding through the Federal Transit Administration (FTA) is required to conduct an on-board passenger survey a minimum of every two years.

The Free Ride Transit System receives FFA from two formula grant programs of the FTA; Section 5309 and Section 5311. These funds are used for bus purchases, bus refurbishments, capital equipment purchases, and operating assistance.

The surveys were administered in both English and Spanish. Similarly to the 2008 study, 11 percent of the surveys responded in Spanish and 89 percent of the responses were in English.

Consistent with our Limited English Proficiency (LEP) Plan of our filed Title VI Plan, outreach was performed by offering surveys in Spanish, flyers were posted in Spanish to inform passengers that an on-board survey was in progress, and bi-lingual survey administrators were used for the collection process.

The current survey was conducted on March 26, 2010. Surveys were conducted on each route and also at Breckenridge Station. Daily ridership for the day was 2,784 passengers.

1,500 surveys were printed in English and 250 surveys were printed in Spanish. 41.5% of the available English surveys were completed. 30% of the available Spanish surveys were completed. Overall, we had a response rate of 25% of the daily ridership completing a survey. The response rate was 2% higher than our 2008 passenger survey percentage sampling amount.

697 useable responses were received. This sample provides an error range of +/- 1.6 percent at the 95% confidence level. The Orange Route had the highest percentage sampling, followed by the Purple Route. Following is a table that breaks down the sampling response rate by route.

**Free Ride Transit System - 2010 Passenger Survey  
Response Rate**

<b>Route</b>	<b>Total Boardings</b>	<b>Number of Responses</b>	<b>Response Rate</b>
Breck Station	0	65	
Yellow/Black	578	133	23.01%
Orange	249	85	34.14%
Purple	287	83	28.92%
Gray N	547	69	12.61%
Gray S	523	111	21.22%
Brown	600	151	25.17%
<b>SYSTEM</b>	<b>2784</b>	<b>697</b>	<b>25.04%</b>

## **DEMOGRAPHIC CHARACTERISTICS**

There were a number of questions asked on the survey questionnaire to determine demographic characteristics of Free Ride passengers.

### Residency

The first consideration is the residency status of passengers. Passengers were asked to indicate whether they were a visitor/tourist, year-round resident, seasonal resident, or a second homeowner.

The predominance of second homeowners utilized the Brown Route on the survey sampling.

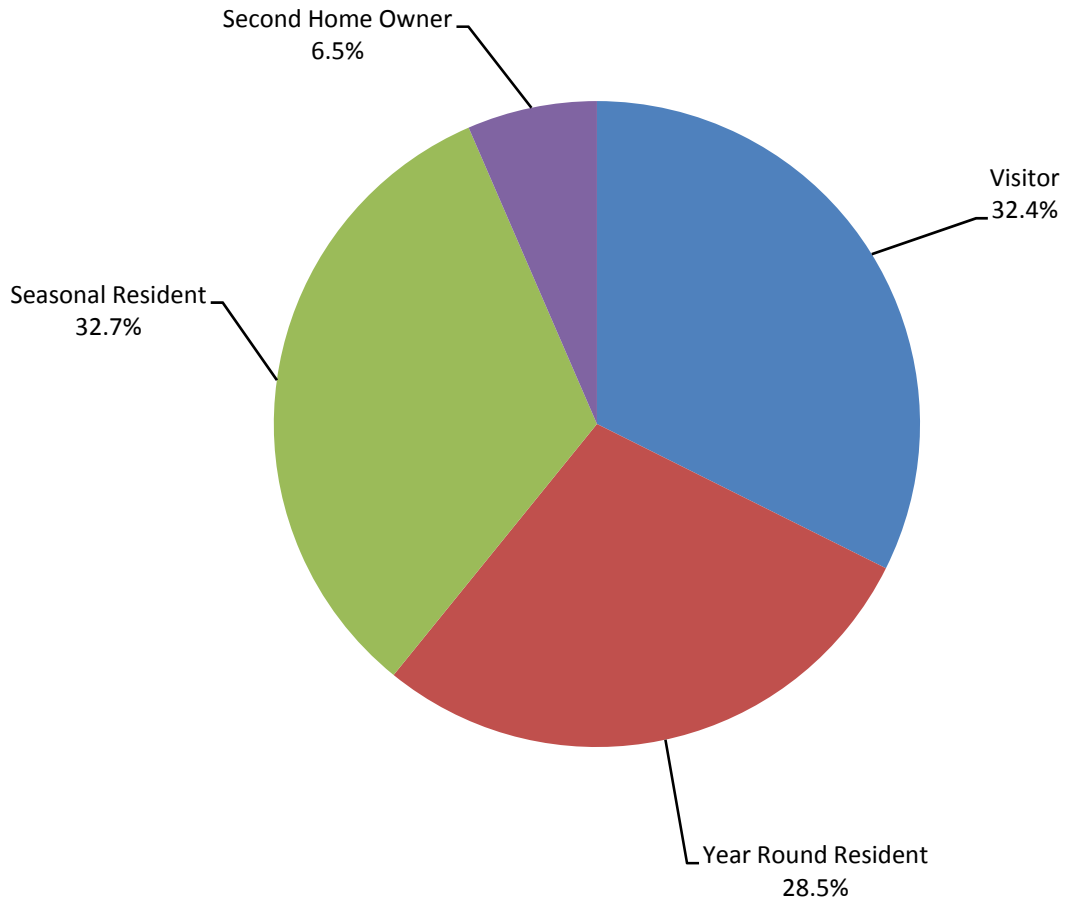
The Free Ride Transit System visitor sampling was down in 2010 by 11% compared to the 2008 survey.

The sampling of year-round residents was basically unchanged between survey intervals.

The sampling of seasonal residents increased by 8.7% in the 2010 survey.

Second homeowner sampling rate increased by 3.5%, which likely indicates that they chose to vacation utilizing their second home for a more economical Spring Break vacation during the recession.

# Residency



## Gender

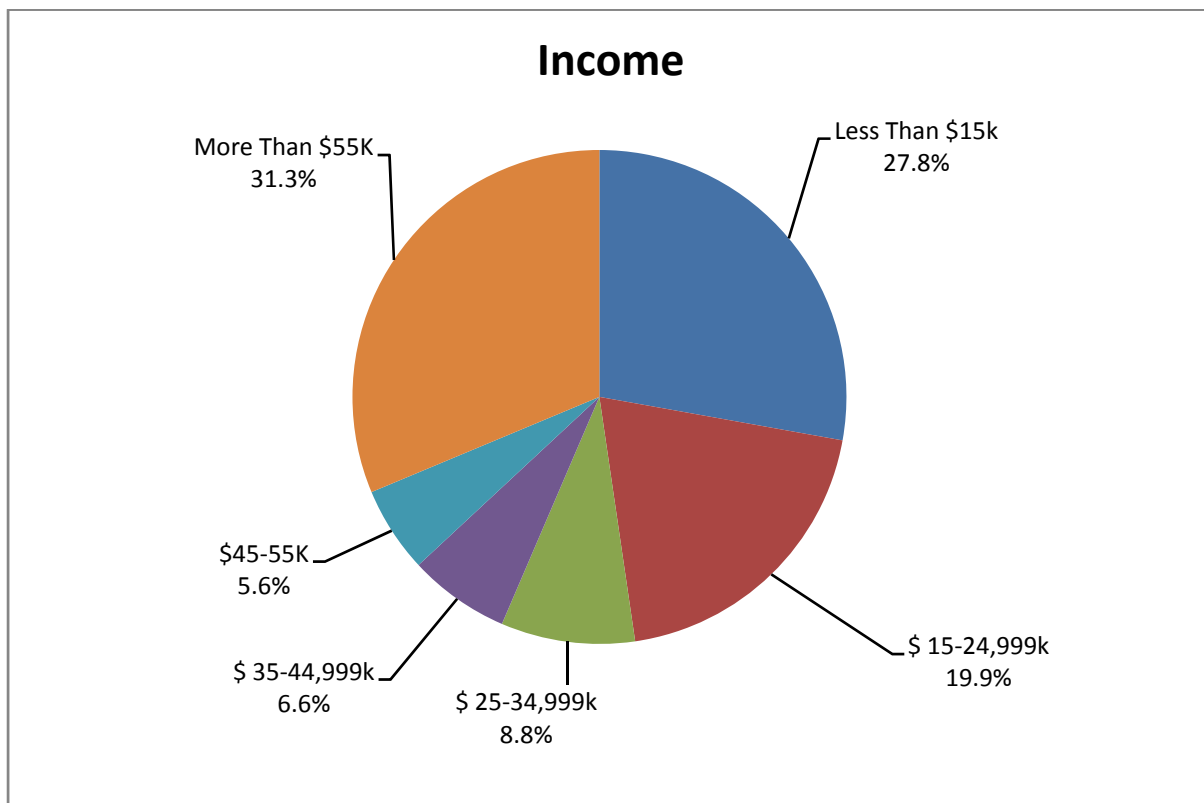
59.1% of the survey respondents were males, and 40.9% female. This mirrors fairly close to the gender split as reported in the prior 2008 survey.

## Income

Income does play an important role in determining transit ridership, transit needs, and transit trends within Breckenridge.

Generally, public transportation trends indicate that low-income market segments have a higher dependence upon transit service than other income groups. However, high-income market segments will use transit service if it is convenient and saves them time.

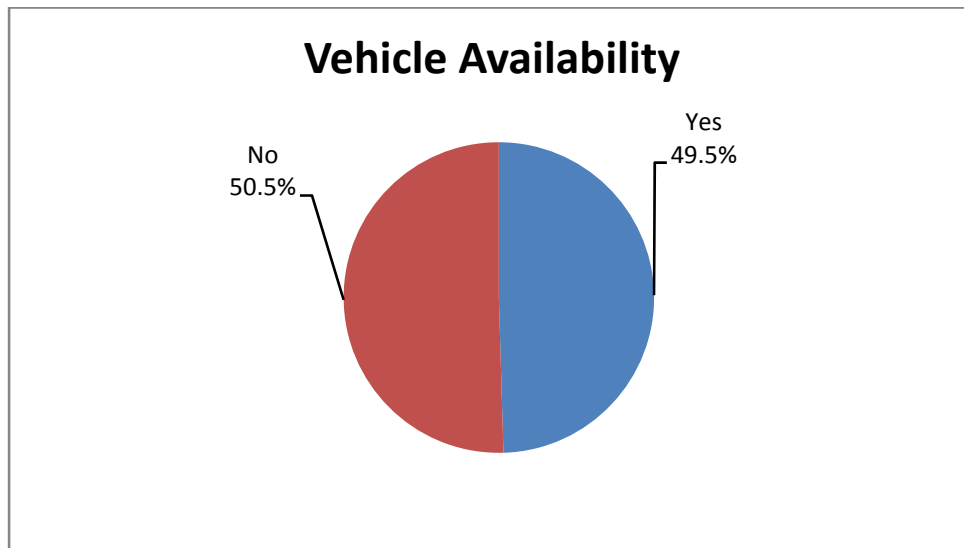
Of note, there was a 9.8% increase in the sampling of low income riders earning less than \$15,000. The \$15,001 to \$24,999 income sampling also increased by 6.9% compared to the 2008 survey. 47.7% of the total survey sampling earns less than \$25,000 per year.



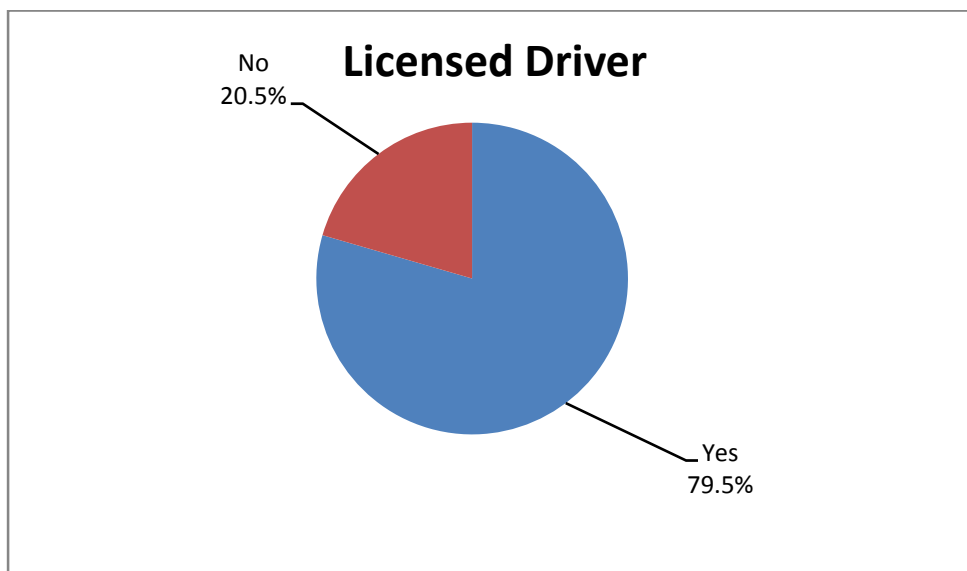
## Choice Ridership

Vehicle availability for households and visitors, as well as the ability to drive play key roles in the demand for public transportation. The lack of a privately owned vehicle and/or the inability to drive influences people to use public transportation. This comparison provides an indication of the number of "choice riders" versus those who are transit-dependent.

49.5% of the sampling had a vehicle available, but chose to ride the bus. This is a 3.5% increase over the 2008 survey sample.



The proportion of licensed drivers remained largely unchanged between the 2008 and 2010 survey samples.

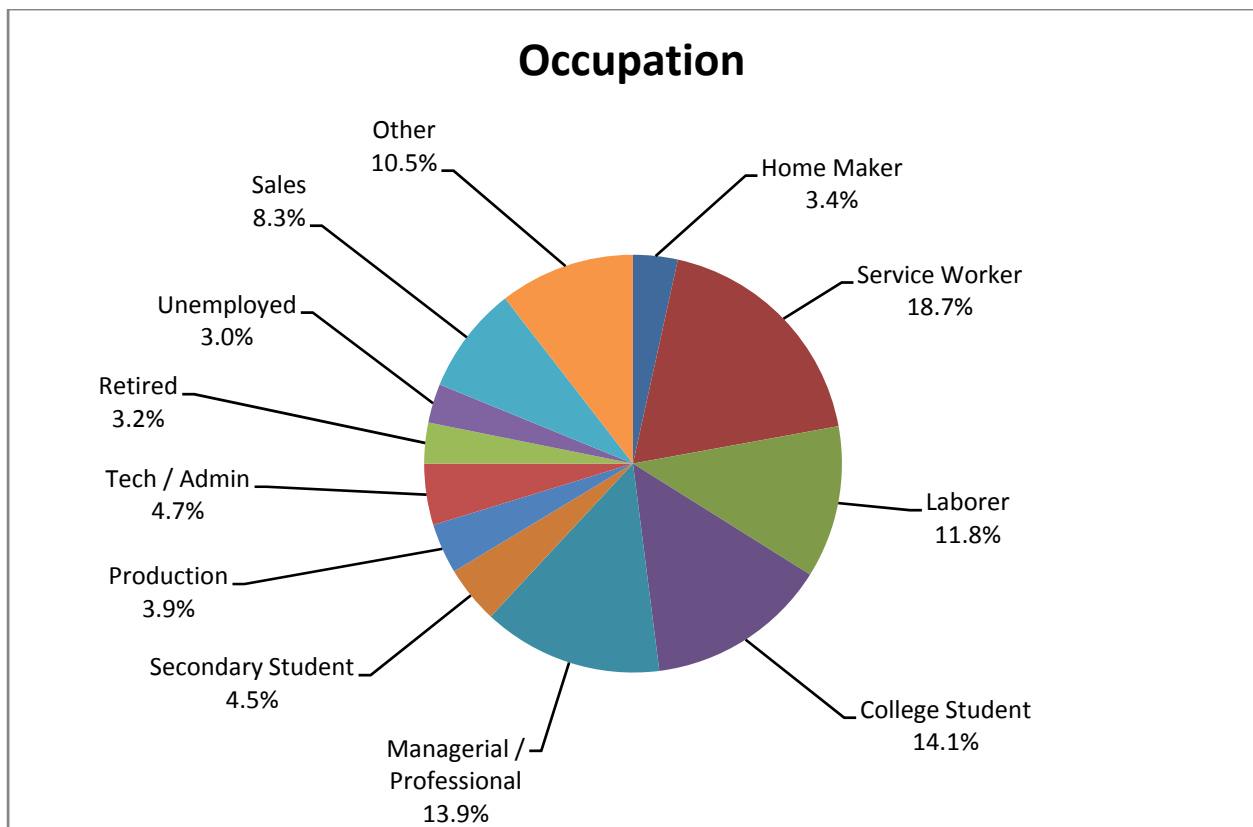


By comparing these two demographics, we are able to see that the Free Ride Transit System does have a high percentage of “choice riders” compared to those who are dependent upon transit for their travel. This high percentage of “choice riders” is somewhat atypical for public transportation in general.

Prior survey results from the Summit Stage indicate samplings that they have a large percentage of riders who do not have a vehicle available that job access commute to and from Breckenridge. Those transit dependent job access commuters feed to the Free Ride Transit System for transportation to their final destination. Data from the Free Ride survey samplings support a large number of job access commuters on the Gray North and Yellow Routes who are transit dependent. The data also indicates that the majority of the transit dependent passengers belong to the low-income demographic.

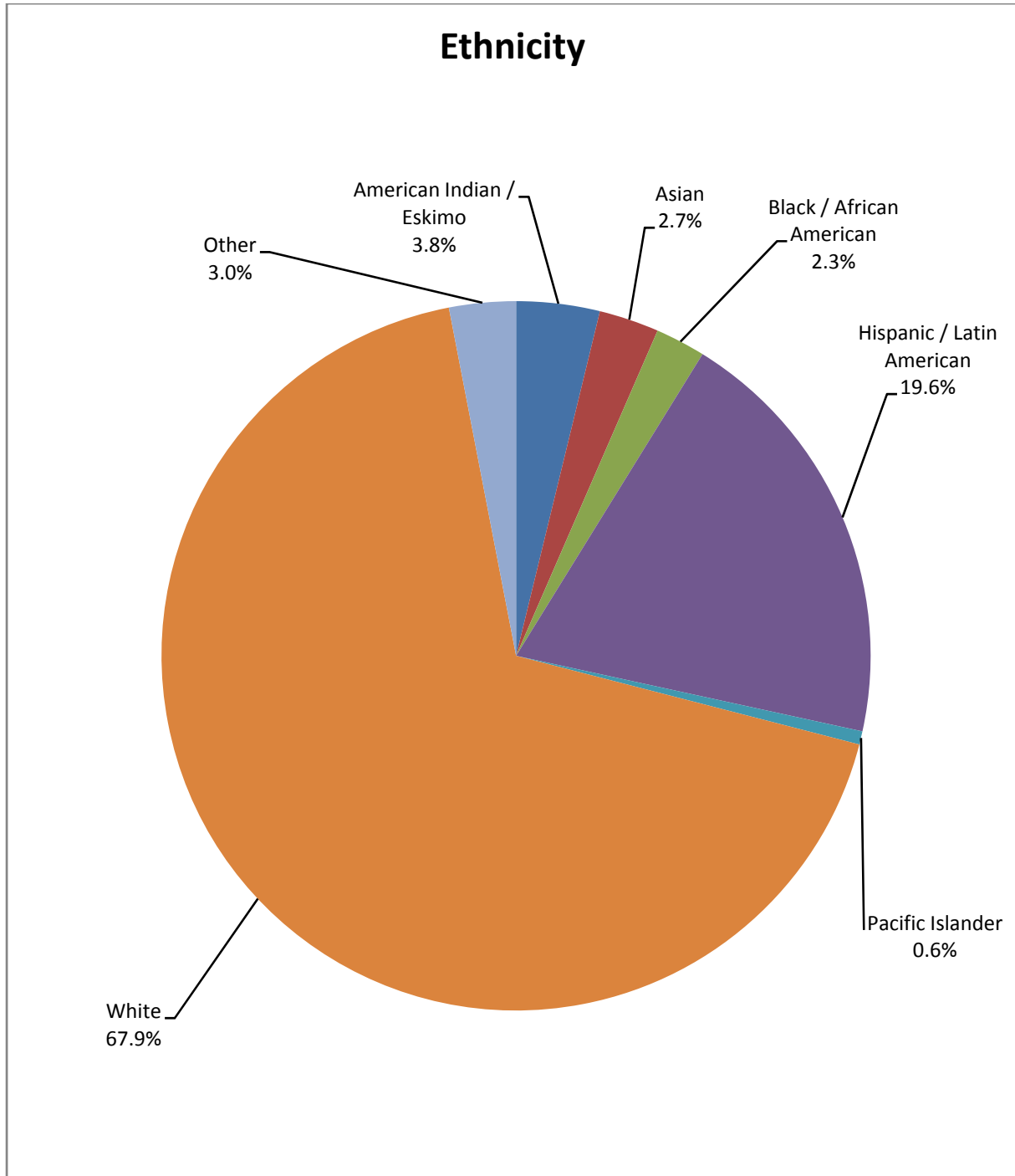
### Occupation

Major changes between surveys include a 4.1% increase in college students, 8.7% increase in service workers, 2.7% increase technical/administration, and an 8.1% decrease in managerial/professional occupations.



## Ethnicity

Little change in ethnicity demographics occurred between the 2008 and 2010 survey samplings. Of note is a slight 2.6% increase in the Hispanic/Latino percentage over the 2008 responses.



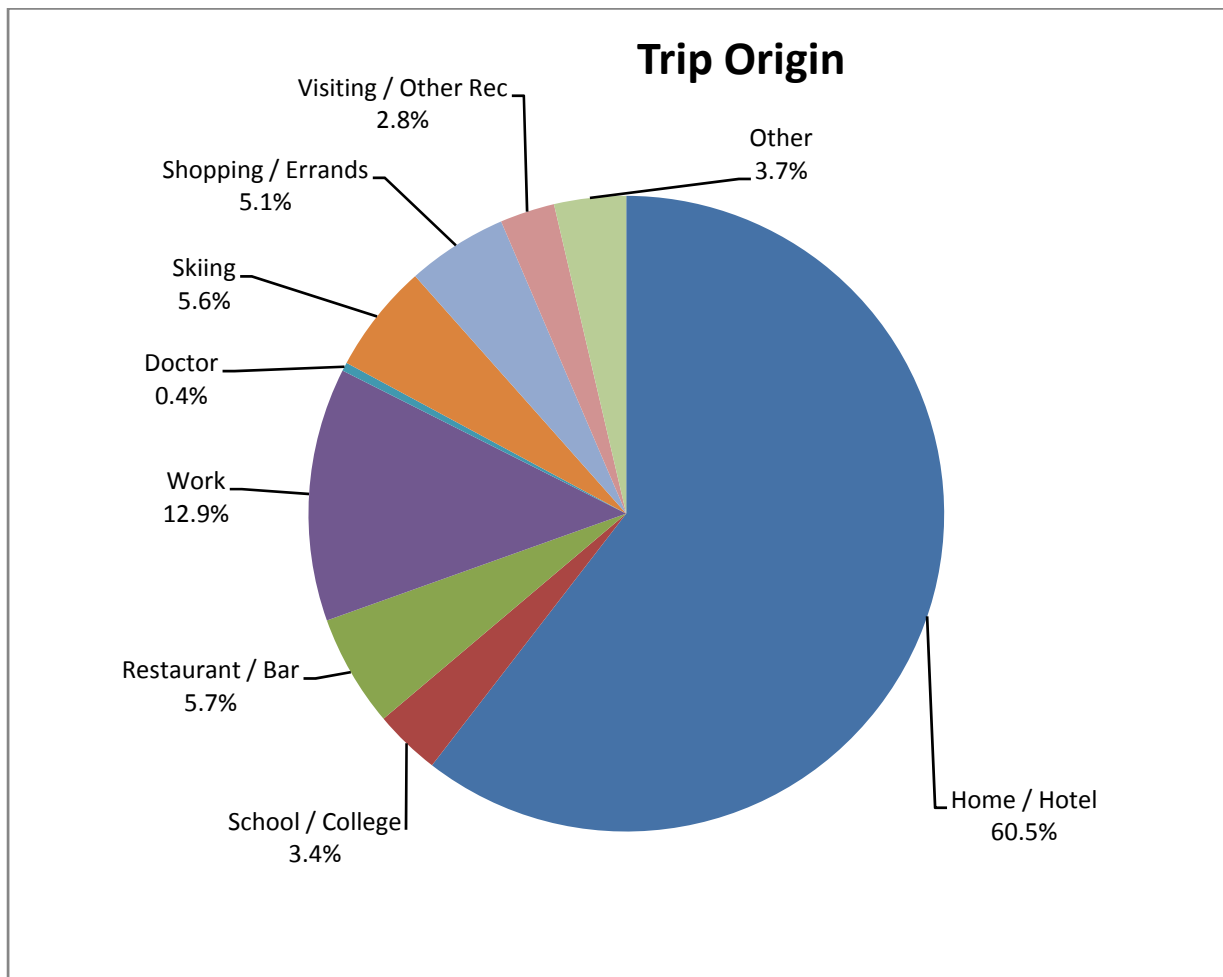


## TRIP CHARACTERISTICS

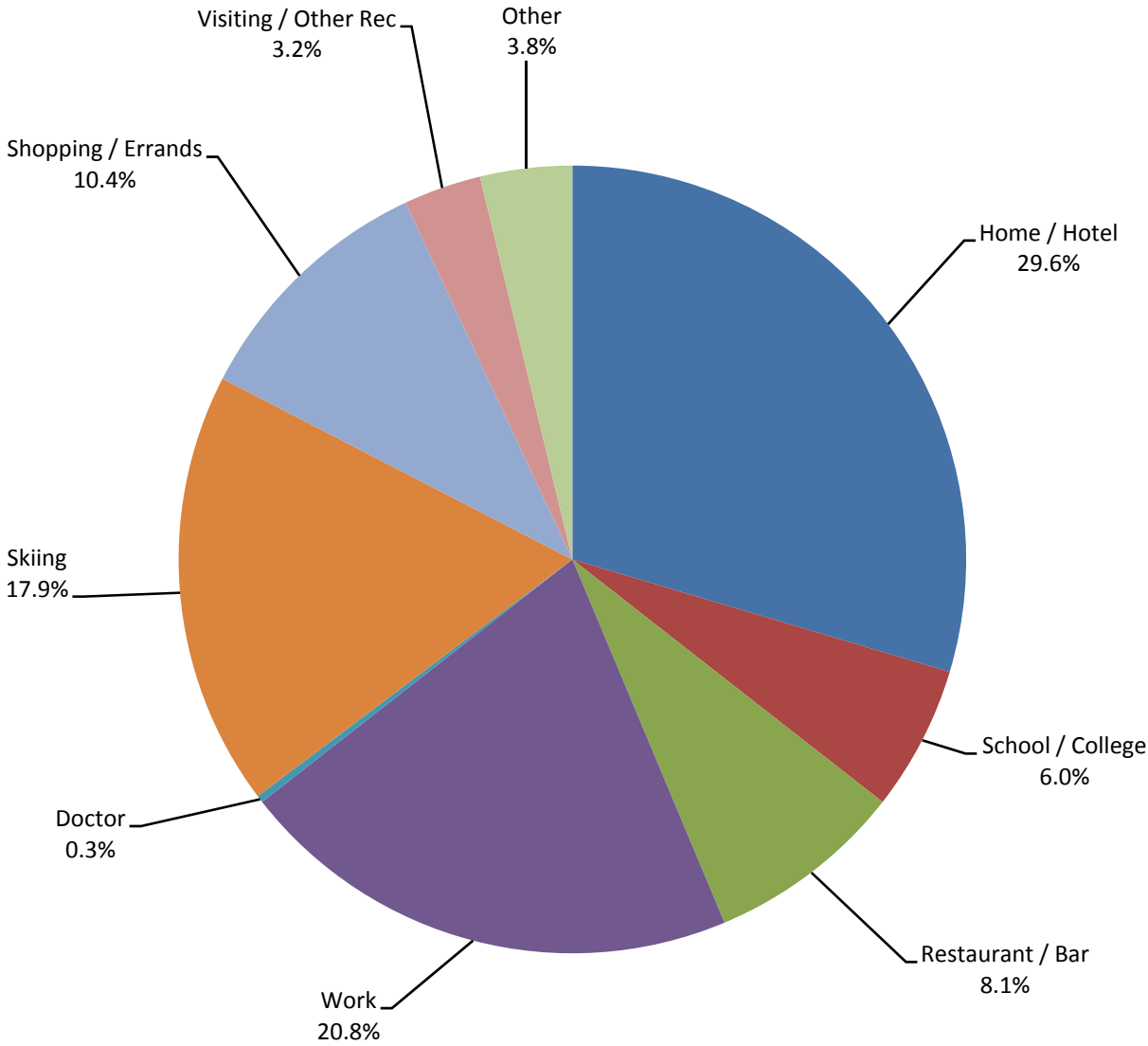
The survey asked passengers to provide information about the trip they were making on the Free Ride Transit System. Trip purpose: where they were going to (destination), where they were going from (origin), what other modes of transportation they were using in combination with their ride on the bus during the survey for their total trip. Other items in this section include the average number of days per week ridden, the reason for riding, and reported places they ride the bus to as a frequent destination.

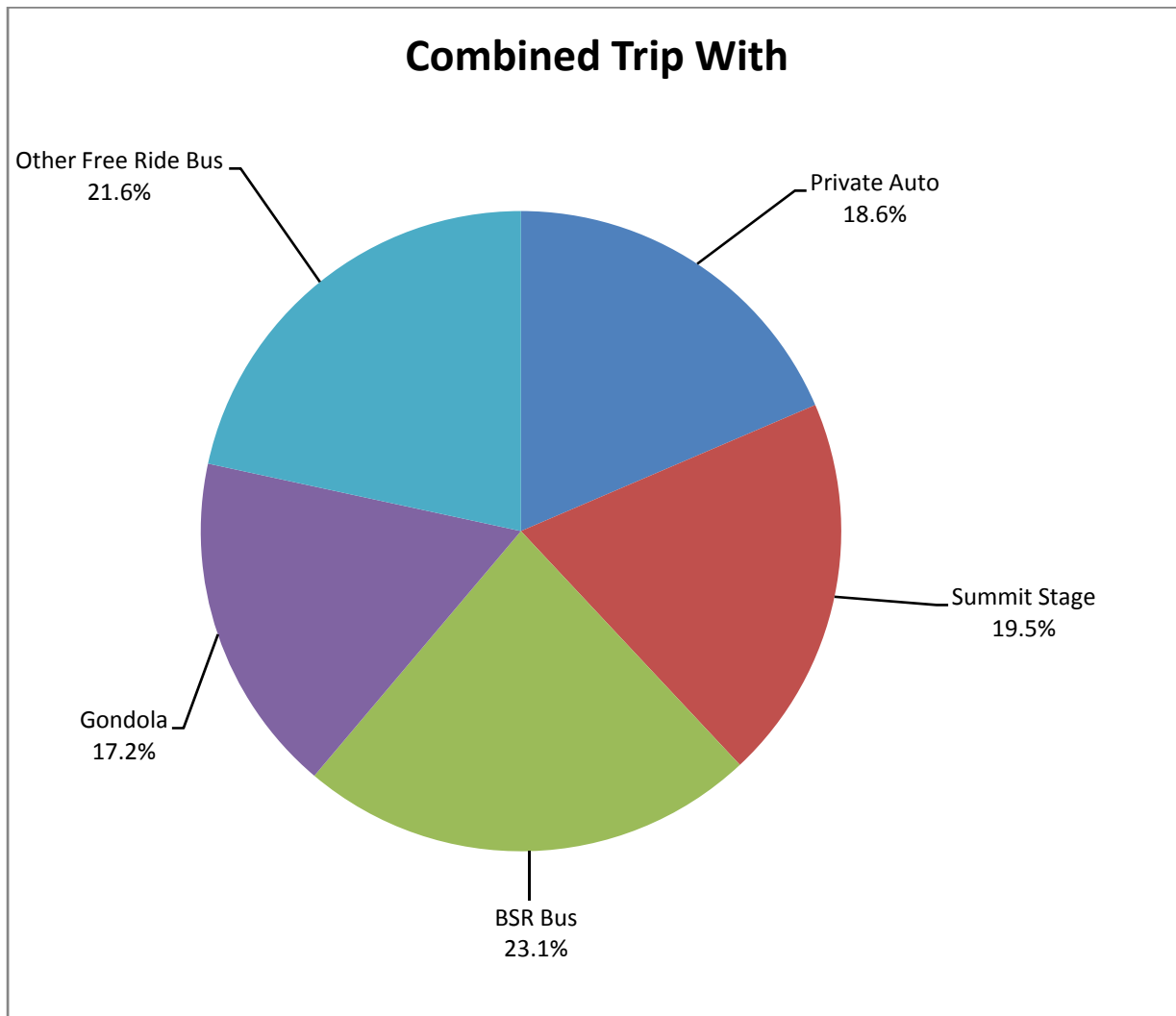
The following charts reflect the total system sampling results.

### DATA SPECIFIC TO THE TRIP TAKEN ON SURVEY DAY



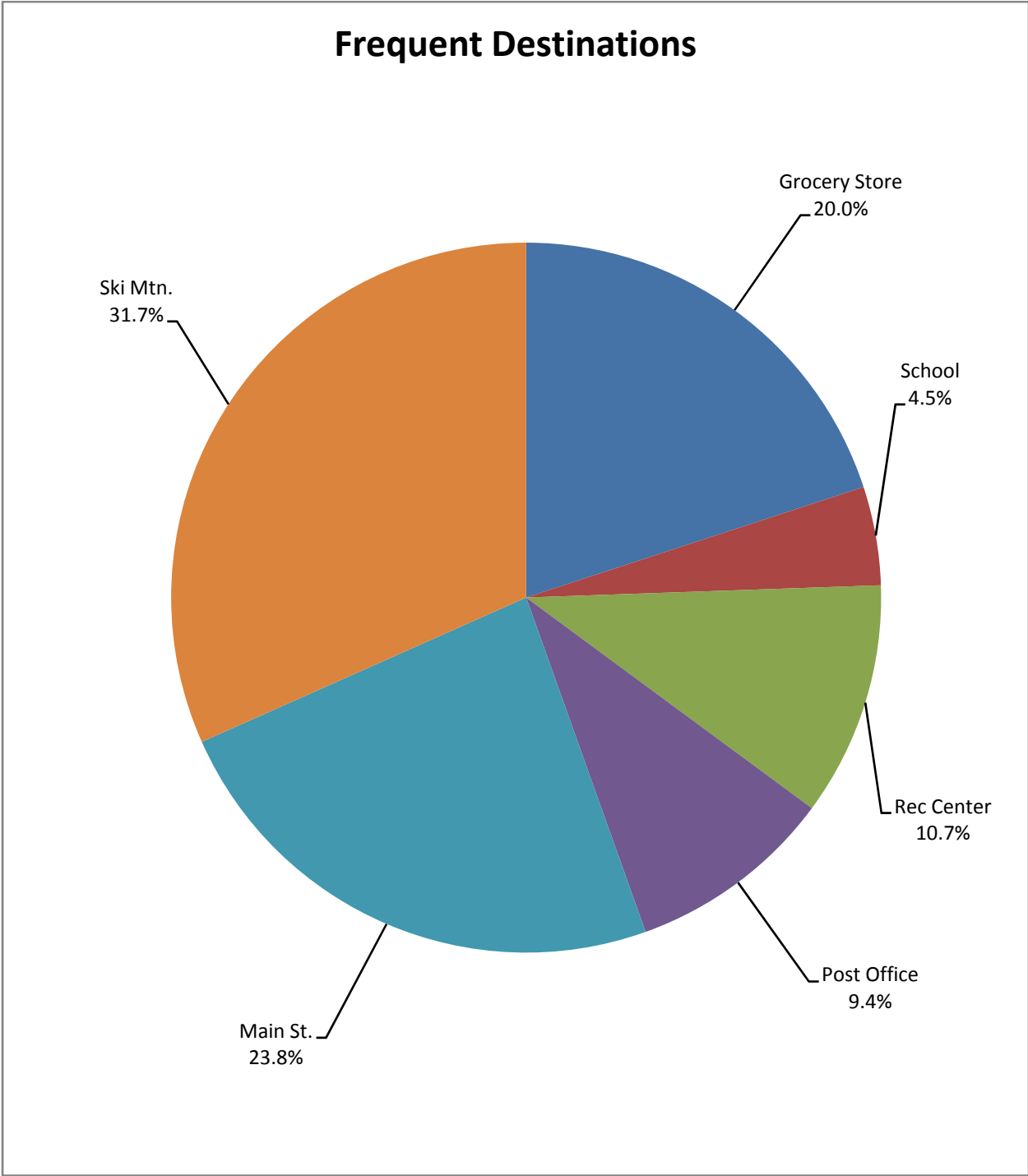
# Trip Destination



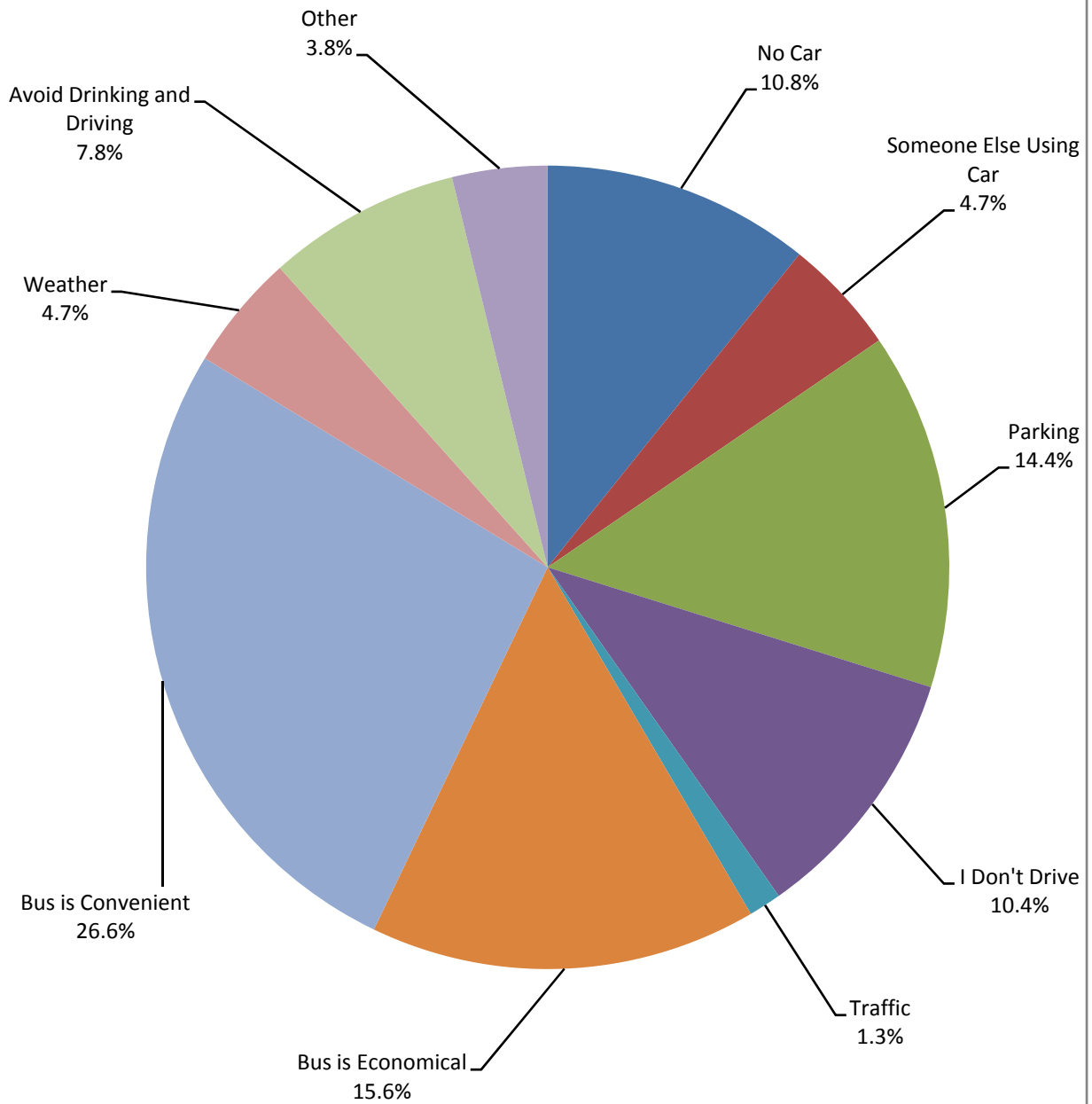


The respondents indicated that they also used this mode of transportation (in conjunction with the Free Ride bus they were on) in which to complete their total trip during the survey.

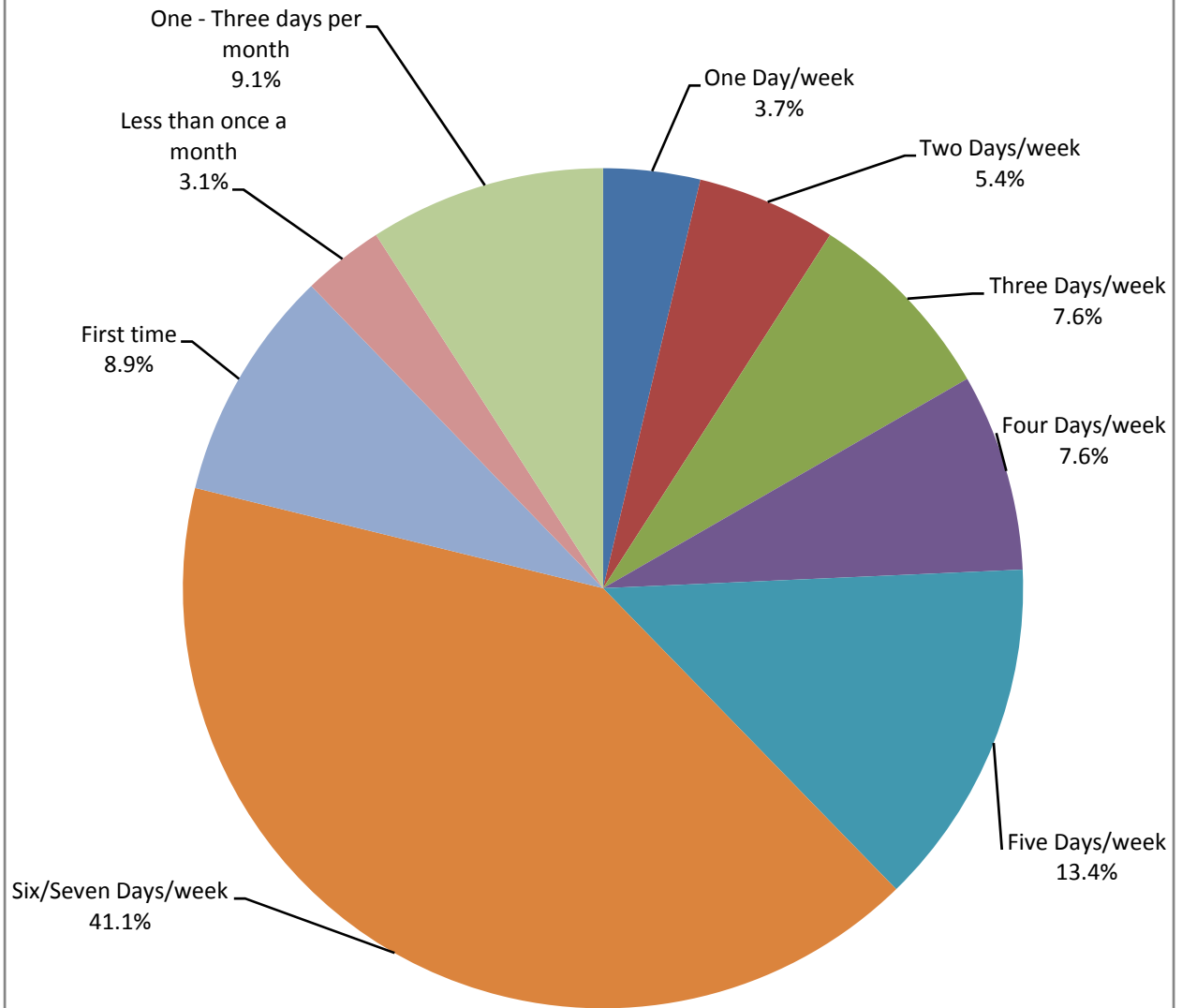
# GENERAL TRIP CHARACTERISTIC DATA



## Reasons for Using Public Transit



## Ridership Frequency













## FREQUENT DESTINATIONS

The survey question was to list the places you most frequently ride the bus to:

### Where the survey was taken

Destination Indicated	Breck Station	Brown	Yellow/Black	Purple	Orange	Gray
Grocery Store	25.7%	17.3%	24.0%	18.6%	24.8%	20.8%
School	4.6%	4.8%	4.1%	4.0%	5.0%	4.5%
Rec Center	14.7%	9.9%	11.8%	9.5%	10.4%	10.6%
Post Office	7.3%	7.4%	11.0%	15.1%	8.4%	9.4%
Main St.	22.0%	25.0%	25.2%	21.1%	29.7%	22.8%
Ski Mtn.	25.7%	35.6%	24.0%	31.7%	21.8%	31.9%
	100%	100%	100%	100%	100%	100%

Of the responses received on each route, the percentage totals are shown for each destination. This data is helpful for validating that the majority of the destinations are accomplished either by direct service, within walk-ability of a bus stop, or with no more than one transfer.

This data helps us review our Route Utilization. When used in conjunction with our actual ridership data, we are able to determine if the vast majority of our riders are being served well by the route configuration.

One reason for this question on our survey was a request from Council to review the routing of the Purple Route. Since assuming the route from the Summit Stage and reconfiguring it to travel clockwise, returning through the East Historic District, the ridership on the route has increased by approximately 35%.

The data on the survey indicates that 15.1% of the respondents on the Purple Route indicated that the Post Office was one of their frequent destinations. 21.1% responded that Main Street was one of their frequent destinations. The route currently provides walk-ability access of one block to Main Street at the Ridge and Adams bus stop.

The data supports the field observations. We do have parents riding the bus to “drop” their children at Breckenridge Elementary, people both embarking and disembarking at the Ridge and Adams bus stop for the Post Office and Main Street, and we have seen evening activity for Ridge and Lincoln as well.

The data correlates with the actual ridership data for boardings. Our most popular bus stops for boardings (outside of the neighborhood and Breckenridge Station) are: Loaf & Jug, 7-11, French/Adams, Ridge/Adams, and Town Hall. During the past two ski seasons, the Ridge/Adams stop has averaged approximately 3,000 boardings each ski season. That is close to what we see at some of the neighborhood bus stops in comparisons for boardings on the Purple Route during the ski season. Ridge and Adams is a pretty significant bus stop for us on the Purple Route.

Based upon the survey data for the frequent destinations, the Purple Route is serving 71.9% of the desired destinations very well with its current route configuration. The effectiveness of the route can certainly be measured by the increase in ridership compared to when the Summit Stage operated the route with a different configuration.

The goal of public transportation is to meet the needs of the majority of the ridership as efficiently as possible. It simply is not possible to meet the needs of everyone at a 100% level unless you are a taxi service. Part of the work conducted by LSC Transportation Consultants when they developed the 2009 Transit Master Plan was an analysis of the entire system to ensure the maximization of our resources and the efficiency of the transit system. The Transit Master Plan also includes proposed expansion plans for how to integrate future development into the system.

When we review our route efficiency, it is important that we carefully analyze all of the data. Any changes we make to routing configurations can impact other areas of the system, such as with transfer points or other considerations. The overall system is woven like a spider web to where if you change one thing, it can fall apart in another area. Transit planning is really a science.

Staff carefully analyzes hard data, along with observations, and applies our standard service criteria when we review our performance data, route configurations, and transit planning.

Based upon staff's review of the frequent destinations survey responses and the related ridership data by route, all of the routes are performing to meet the needs of the majority of the passenger's destinations by either direct service, within walk-ability of a bus stop, or with no more than one transfer.

The current configuration of the system is meeting transit management's stated goals. The current configuration is also what was outlined in our Transit Master Plan by LSC Transportation Consultants as the most efficient and maximized use of our resources.

<b>Reasons for Riding the Bus - by Route</b>							
<b>Reason Indicated</b>	<b>Breck Station</b>	<b>Brown Route</b>	<b>Yellow/Black</b>	<b>Purple</b>	<b>Orange</b>	<b>Gray</b>	<b>Total</b>
No Car	8.8%	16.3%	11.6%	5.4%	8.9%	10.2%	10.8%
Someone Else Using Car	0.0%	2.0%	2.9%	16.3%	10.5%	1.3%	4.7%
Parking	14.7%	12.4%	12.8%	20.7%	16.9%	12.8%	14.4%
I Don't Drive	19.1%	7.8%	11.0%	8.7%	6.5%	11.9%	10.4%
Traffic	0.0%	1.3%	1.7%	3.3%	0.8%	0.9%	1.3%
Bus is Economical	16.2%	15.0%	17.4%	13.0%	8.1%	19.5%	15.6%
Bus is Convenient	23.5%	33.3%	23.3%	23.9%	30.6%	24.3%	26.6%
Weather	2.9%	3.9%	3.5%	4.3%	8.9%	4.4%	4.7%
Avoid Drinking and Driving	10.3%	7.8%	11.0%	1.1%	3.2%	9.7%	7.8%
Other	4.4%	0.0%	4.7%	3.3%	5.6%	4.9%	3.8%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## **LIMITED ENGLISH PROFICIENCY (LEP) CHARACTERISTICS**

### **An analysis of the surveys completed in Spanish indicates the following trends:**

Some Spanish surveys showed a trend of people traveling from work to work, which would indicate that they had second jobs. We did not see this in other segments.

Most Spanish surveys indicated that they did not have a car for use or did not have a driver's license and listed that as their main reason for using the Free Ride.

Very few Spanish surveys listed that they were headed to the ski mountain.

All of the Spanish surveys listed that they ride 6-7 days per week.

Many Spanish surveys indicated a transfer utilizing the Summit Stage or another Free Ride Bus.

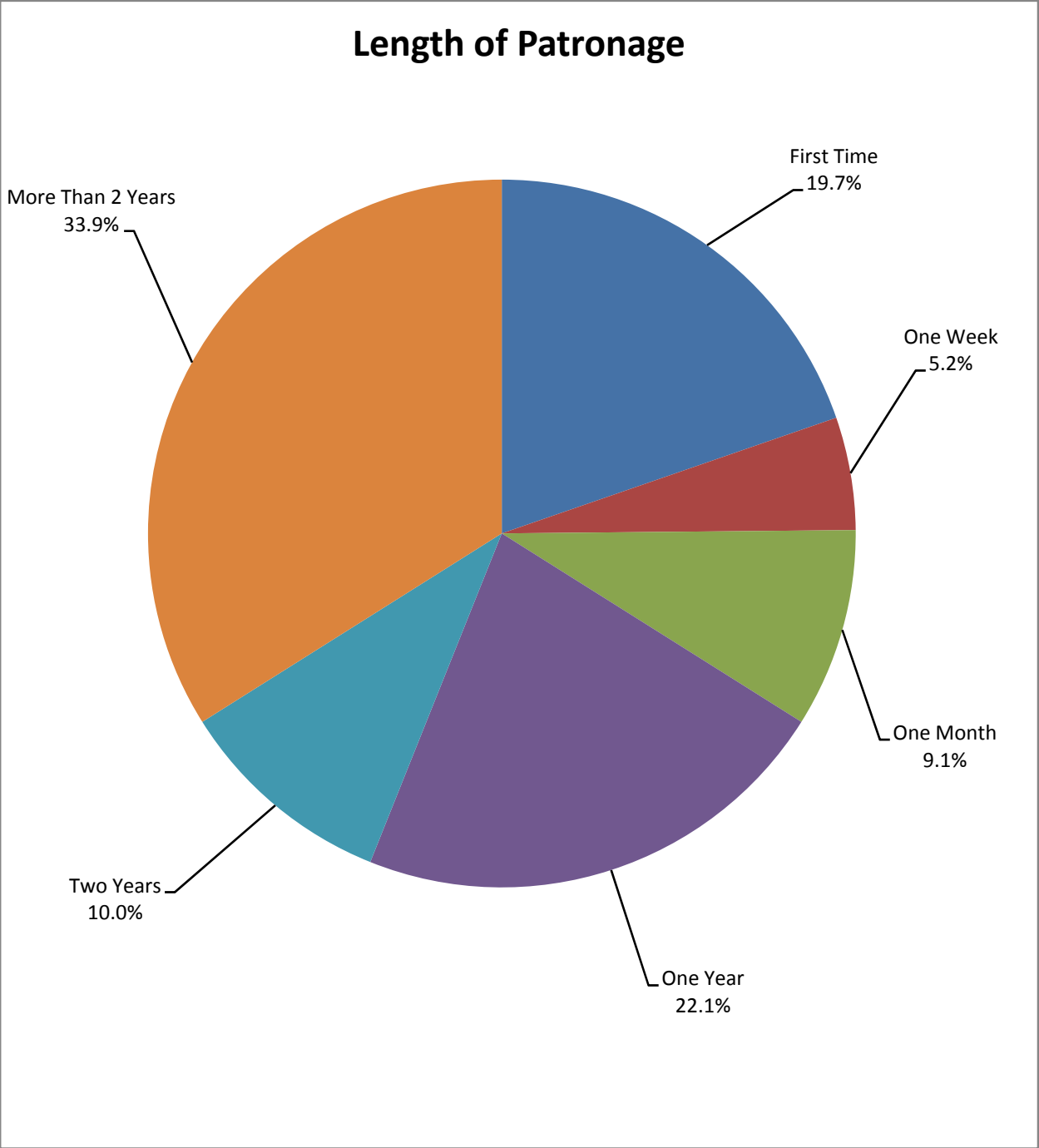
Of the Spanish surveys that indicated they had a driver's license, they also listed themselves in the \$15,000 - \$24,000 per year income bracket.

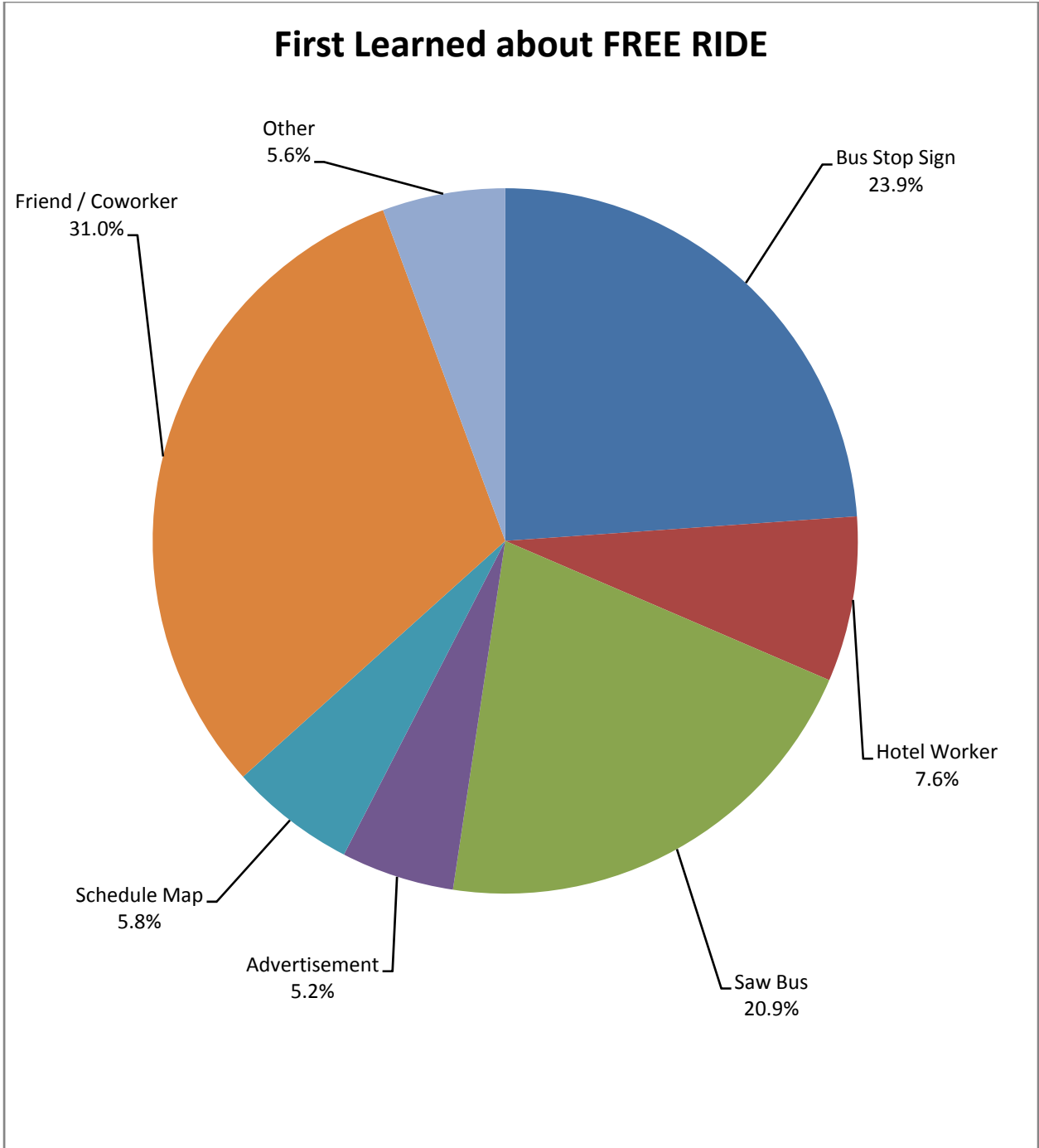
Almost all of the Spanish surveys that did not have a driver's license also listed themselves as earning less than \$15,000 per year.

The Spanish survey sampling shows a large number of job access commuters on the Gray North and Yellow Routes who are transit dependent.

# MARKETING INFORMATION

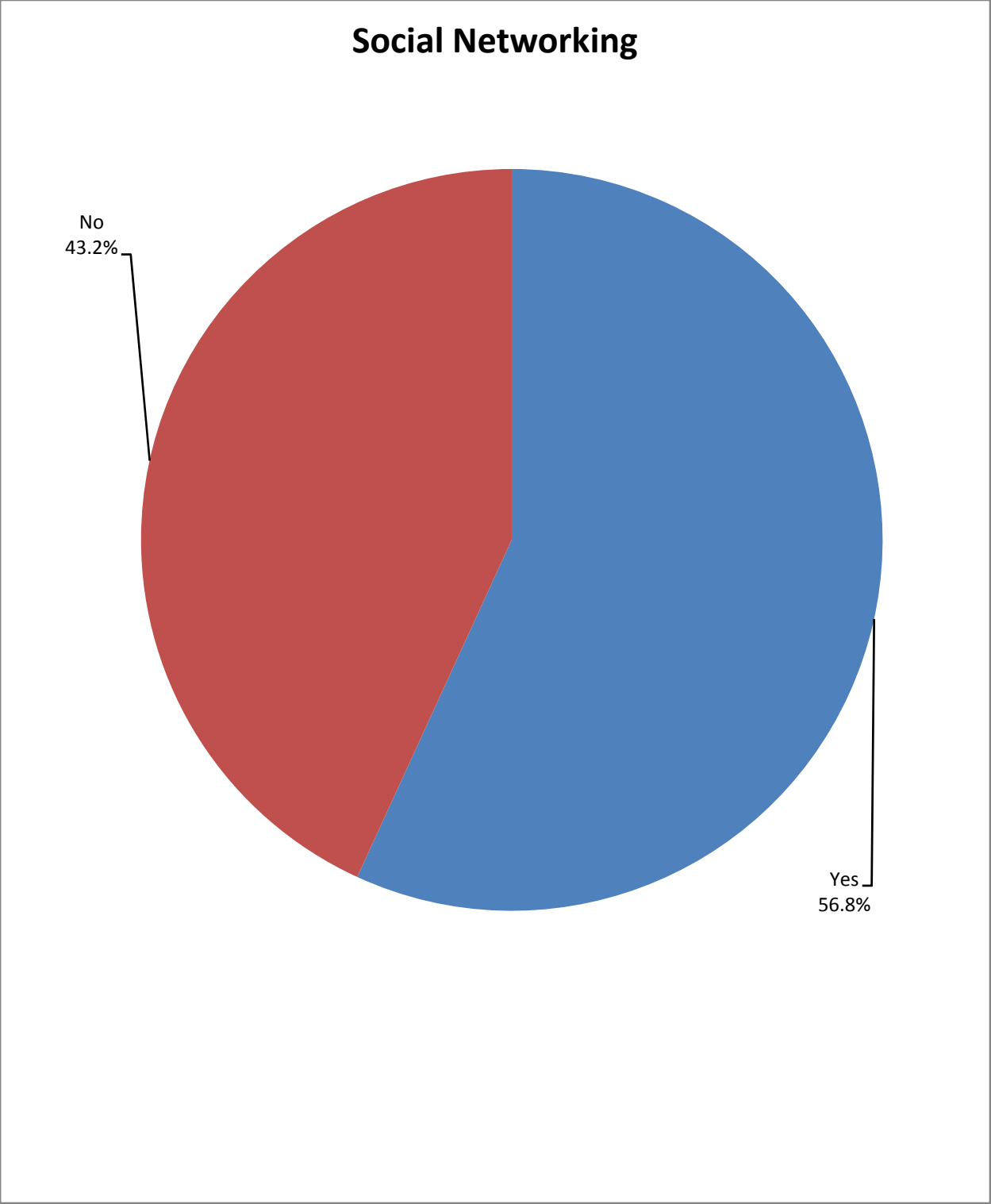
In an effort to better understand marketing trends for our transit system, we captured the length of patronage, how they first learned of the Free Ride Transit System, if they use Social Networking and if they are a Social Networker which site they use, and had they visited the Town website for transit information.





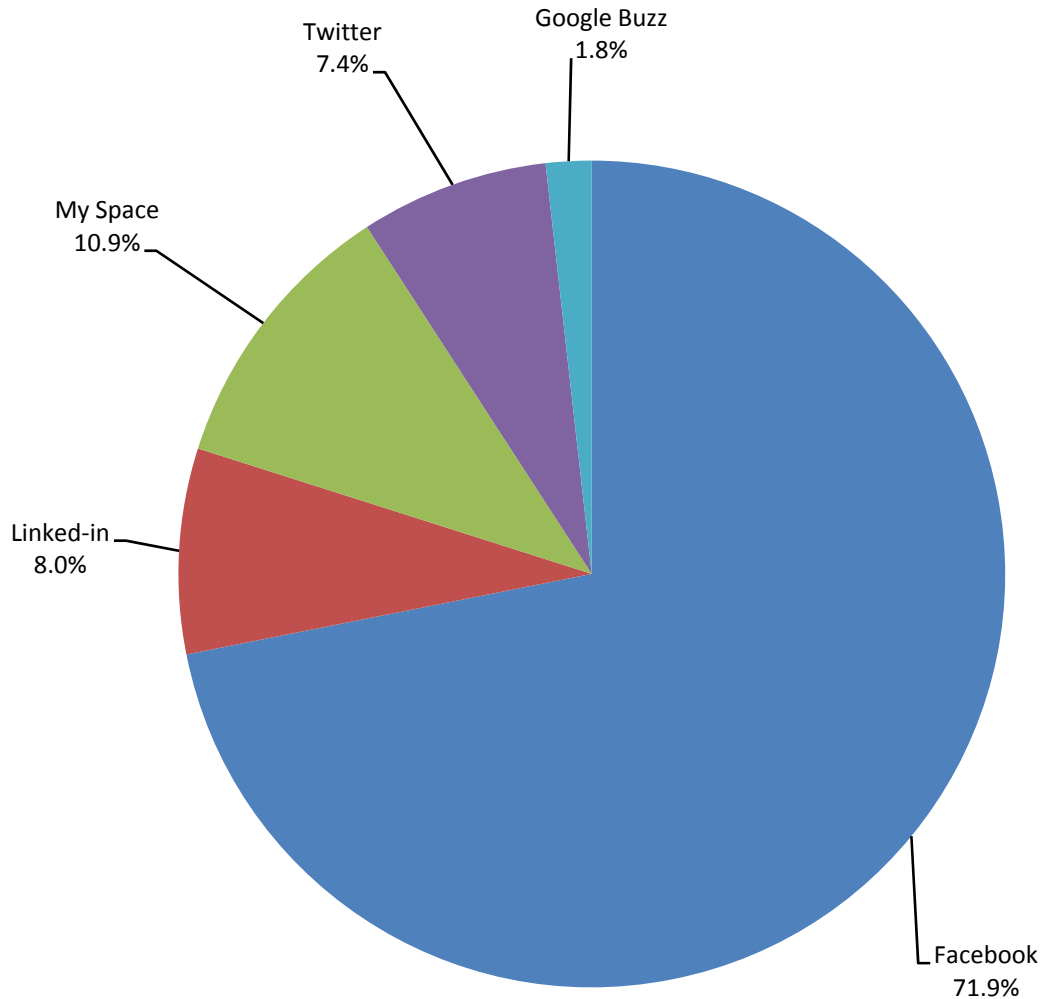
Both the length of patronage and how they learned about the system have remained fairly consistent in percentage trends between survey intervals.

New to our survey this year, we decided to poll our ridership on the growing trend of social networking for communications. More than half of our sampling responded that they do participate in social networking.



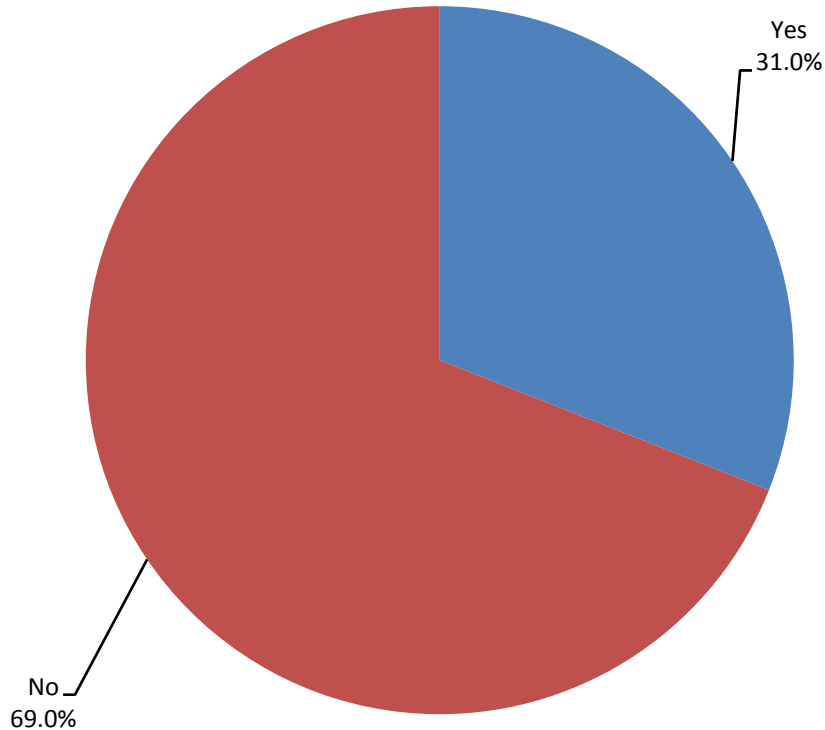


## Social Networking Site Most Used



More than 70% of our respondents who use Social Networking indicated they are on Facebook. General marketing data on Social Networking shows that Baby Boomers are currently the fastest growing segment of social networking users. Staff believes that social networking could be a low cost and effective means for communicating information to our ridership base.

## Visited the TOB Website for Transit information



Free Ride staff has received many phone calls for route and schedule information where people indicate they have had difficulty finding the Free Ride information on-line. We decided to ask our ridership how effective the Town of Breckenridge website is in terms of if they have visited the site for transit information. The survey results show that the majority do not go to the Town website for transit information. It has been suggested by riders, both verbally over the phone and on written survey comments in both 2008 and 2010, that a dedicated website domain name be established for the Free Ride. The Summit Stage has a dedicated domain name and a link from the county website to their main website. Most public transit agencies, including ones that are not a separate enterprise and are part of a larger entity, have a dedicated domain name for their transit system. A dedicated domain name is a low cost and effective form of basic marketing.

We have been working with the Town Communications Director to remove old/outdated transit information from websites that are maintained by other parties off of the Internet. One large complaint we often receive is when someone finds old information on a website that is owned by another party when they do an internet search for the Free Ride.

Our goal is to have accurate information available on-line that would be easy for someone to find. Some of our biggest challenges are that most tourists are not aware that the Free Ride is operated by the Town and people are unaware that the ski area buses are a separate entity from the Free Ride. There is a lot of confusion from the guest perspective when it comes to lost and found items and service complaints.

We have coordinated our operations with the Ski Resort by printing joint information on our schedule map and website to help assist with the guest experience. We do work very closely with the ski resort to coordinate our transportation efforts. We hope to receive a planning study grant to review the potential for integration of the two transit systems, which we feel would better enhance the guest experience and take transit service to the next level within Breckenridge.

The fact that most tourists are unaware that the Free Ride is actually operated by the Town is why a dedicated website domain name would be very beneficial. We have established brand recognition with the Free Ride.

The Free Ride Transit System does not do any general advertising. The only ads we place in the Summit Daily newspaper are ones that are required by the Federal Transportation Administration or the Colorado Department of Transportation. We are required to place ads for public outreach when it comes to items like service modifications, special service offerings like for New Year's Eve, required public meetings for transit planning, or required public involvement notices prior to a grant application. The Free Ride will also place ads when recruiting for seasonal transit operators.

The bulk of our marketing expenditures are for the printing of the schedule timetable and map brochures. We are required by the Federal Transportation Administration to print up physical schedules for distribution and have them available to the public in both English and Spanish. We have encouraged people to "be green" by offering map recycling and downloadable versions of the schedule map on the website.

# GENERAL COMMENTS RECEIVED ON THE SURVEY FORMS

## Comments on Fare

As long as it's Free, I'll Ride.

Awesome that it's Free

A really unique and value adding service. Other parts of the USA and other countries could learn from this concept.

I love you guys. Thank you for the free bus. I love it!!! Thank you!!!

## Complaints

Driver is rude today, otherwise Excellent service.

Buses are usually late! (I ride the Brown route)

I think the bus system is great, especially since it is free. My only recommendation would be to try harder to be on time. The purple route is almost never on time. Today it picked me up 5 min late. I would appreciate a little more punctuality.

There have been several occasions where the bus on the Blue Route simply didn't show up and I was stranded for another half hour...

Times are wildly inaccurate. Slapping disclaimer on the sign doesn't help much when I'm late for work. Fix the traffic problem and you'll be on time.

Free Ride would be better if the buses were all on time.

## Compliments

"We luv the bus" "Free Ride is good" "Don't stop the bus"

Most of your drivers are awesome people to see every day. Great Job!

I love the Free Ride!

You guys Funk'n ROCK!

Love the Gray bus to the college! I ride it every day.

The Free Ride is a great transportation system. The drivers are always courteous and helpful. I hope you continue with this great service. Thank You!

You guys rule! It is Marks birthday and we miss moose. Go breck! We didn't take the candle.

Drivers have been extremely helpful (I am British tourist). This is a great service.

The Drivers offer a very good service and are keen to help.

You guys are awesome and helpful! I have made it to work and other places on time every time!  
Thank You!

I am very impressed with the bus service out here. It's great! Wish I had this where I live.

Thanks for lowering the bus - on crutches and it really makes it easier for me.

Thanks for going to Ski & Racquet on the Brown so I can transfer to the Orange to get to City Market easier now.

Thank You

Free Ride is the single most convenient part of our weekly trips to Breck. If the Free Ride gets there (or even close) we never drive!

Thank you very much for all the great rides. The staff is always courteous and drive with care.

We're staying at Ski & Racquet. Been riding Brown to go skiing this week - very convenient.

I love riding the bus. All of my family rides the bus.

I think the bus is great! It helps everyone, especially students.

This bus is a convenience - we appreciate

Thanks for having Brown stop at Ski & Racquet so I can get to work at Beaver Run without a transfer again.

### **Requests for Expanded Service**

Run Yellow Bus longer hours- till after happy hour, Run more buses on powder days

Please offer a 2 am bus for all the drunk people leaving the bars! Thanks!

We love the bus. We need the Brown Route to go further up to White Cloud Drive. We could use the bus every time then, as could our renters. Thanks.

I love the bus. Only thing missing is a later service, maybe a late night service with a fee.

The Gray line is a pain in the neck for employees. I miss the yellow 2 buses we had last year. I have to leave for work 30 minutes earlier than I used to because of the gray. I think that employees use these buses more than anyone else and I know I'm not the only one who would appreciate a more convenient system.

I wish the Yellow bus ran after 5. Please put more buses on after 3 pm and during busy periods

The new Gray route this winter has been hard for me. It doubled my commute time to work. I have to leave 30 min earlier to arrive on time. It has also been taxing on those I employ as they are in the same situation, day becoming longer with no increase in their paid hours. The bus drivers are very friendly and accommodating. I have ridden the bus as my primary mode of transportation here for five years and it has generally been great. Thanks!

Please add a second yellow bus in the winter. Then everything would be perfect. Thank you.

Please make the Grey bus run later than 11:15pm from Breck Station. It services A LOT of people who live on Airport Road.

There needs to be a "drunk bus" at least on the weekends. Cutting your night off at 11 and walking home at 2 am both suck.

Bus to Blue River

The Brown routes should continue operating every 30 min during mud season. The year round residents that use the Free Ride as a reliable source of transportation would enjoy that.

Add second yellow bus on peak days. Both grays and one yellow bus got too full at times.

Need bus to Blue River

Service could be improved by adding hourly buses to Vail/Beaver Creek

Great, Friendly, Convenient, Economical, Easy and Safe. Run every half hour all year. Carry Vista Point direct to Rec Center and then to Gondola.

Please run Wellington bus one hour later at night for service workers. Thank You.

I take the Brown to Ski & Racquet and then get to hitchhike home to Blue River. Thanks for the partial ride anyway.

Hour service in the summer sucks. More people would ride in the summer if it were more convenient for us. This is not an area where you should try to save money. All you do is force people back to their cars.

Don't go hourly in summer!

## Suggestions

Ski and Racquet stop is unnecessary for the Brown Route.

1. Your buses aren't reliable. If there is snow or traffic, buses should have priority over all traffic
2. Increase local core parking permits from \$25 a season to \$200 a season

Recycle can on the bus, benches at all of the stops.

Suggestion- Employee routes from Breck Terrace

Encourage the continued use of the Red route bus stopping @ Breck Terrace 2. It is nice to get off work and be able to go straight home as an employee. Allow alcohol on the bus.

Let us drink on the bus

When we planned our trip, we couldn't find the bus information online. Why don't you have your own website? Enjoyed the service a lot while we've been here.

Please standardize all stop buttons to the stop pull strings

Brown route- stop going to Ski and Racquet, -have route go up and down 4'oclock road, -service to White Cloud

Breck Free Ride website and tweets would be great.

Music playing, Hand sanitizer