



Free Ride Transit System
2012 On-Board Passenger Survey

March 30, 2012

INTRODUCTION

The last on-board passenger survey was conducted by the Free Ride on March 26, 2010. The 2010 survey had a 25% response rate of a total daily ridership of 2,784 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. Uncharacteristic to both of the 2008 and 2010 studies (where 11 percent of the surveys responded in Spanish and 89 percent of the responses were in English), in 2012 only 2.9% of the studies were completed in Spanish.

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 30, 2012. Surveys were conducted on each route and also at Breckenridge Station. Respondents were instructed to write on the reverse side of the survey if there was any place the bus did not go that was desired by them or any other comments they may have about the system. Daily ridership for the day was 3,043 passengers. Non-rider surveys were also obtained on Main Street.

Overall, we had a response rate of 16.8% of the daily ridership completing a survey. The response rate was 8.2% lower than our 2010 passenger survey percentage sampling amount.

512 useable responses were received. This sample provides an error range of +/- 1.2 percent at the 97% confidence level. The Purple Route had the highest percentage

sampling, followed by the Orange Route. Following is a table that breaks down the sampling response rate by route.

**Free Ride Transit System - 2012 Passenger Survey
Response Rate**

Route	Total Boardings	Number of Responses	Response Rate
Main Street	0	66	
Breck Station	0	39	
Yellow/Black	487	46	9.44%
Orange	256	54	21.09%
Purple	399	114	28.57%
Gray	1166	75	6.43%
Brown	735	118	16.05%
SYSTEM	3043	512	16.82%

DEMOGRAPHIC CHARACTERISTICS

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

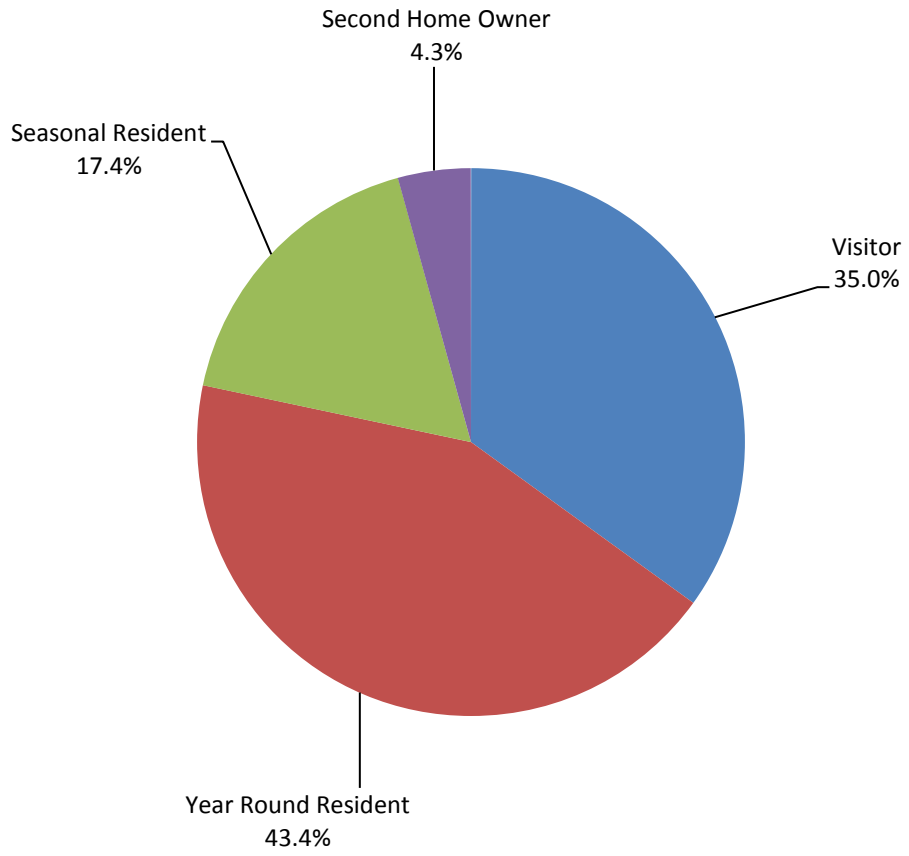
Residency

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 Free Ride Transit System visitor sampling was down in 2010 by 11% compared to the 2008 survey, but increased 8% in 2012. 2012 was down 3% compared to the 2008 survey visitor sampling.

The second homeowner sampling rate was 4.3%

Residency



Gender

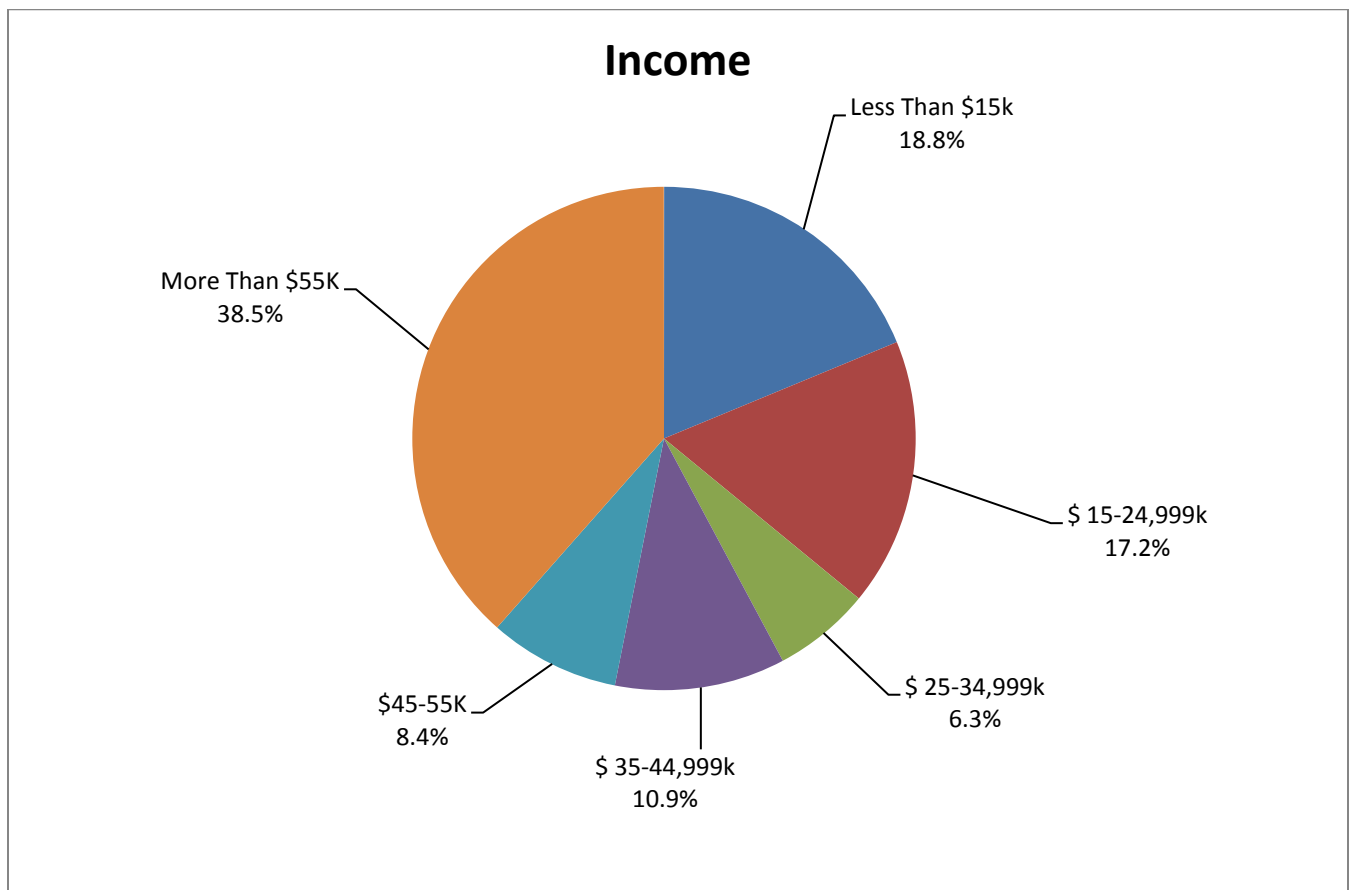
62.91% of the survey respondents were males, and 37.1% female. This survey showed a 3.8% reduction in female respondents from the 2010 sampling.

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.

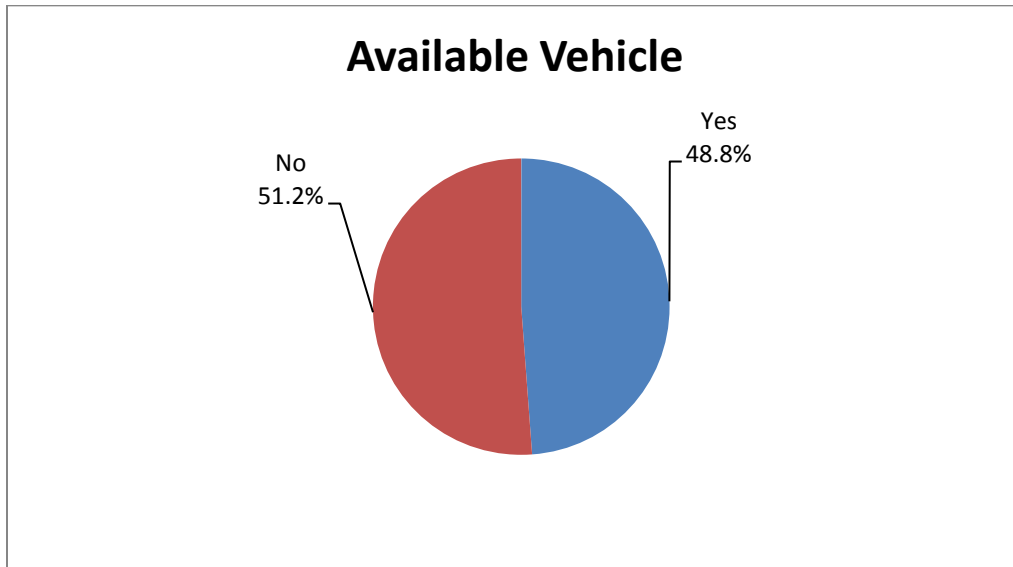
36% of the total survey sampling earns less than \$25,000 per year.



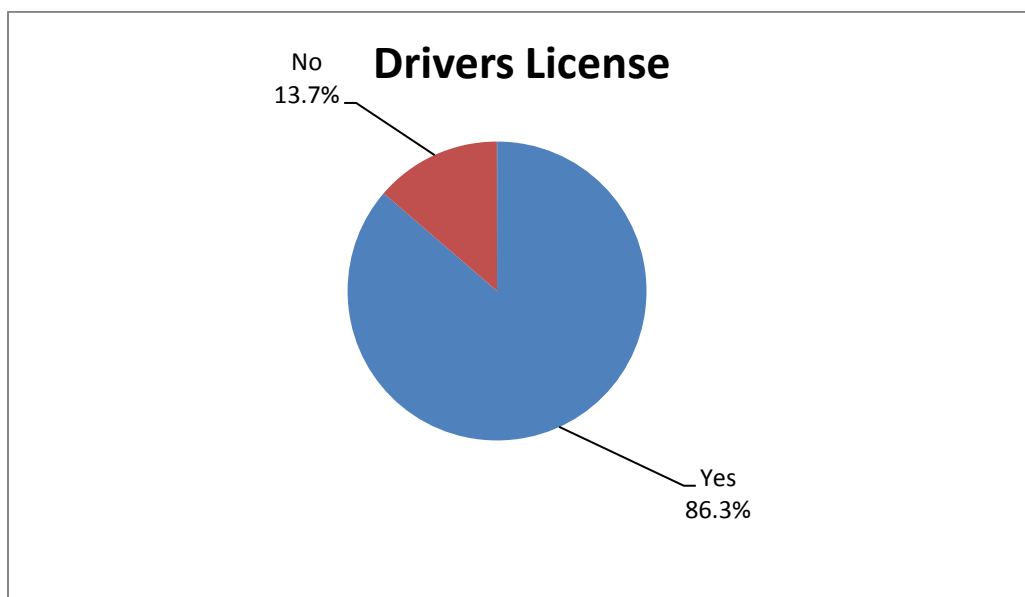
Choice Ridership

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.

48.8% of the sampling had a vehicle available, but chose to ride the bus. This is a 2.8% increase over the 2010 survey sample.



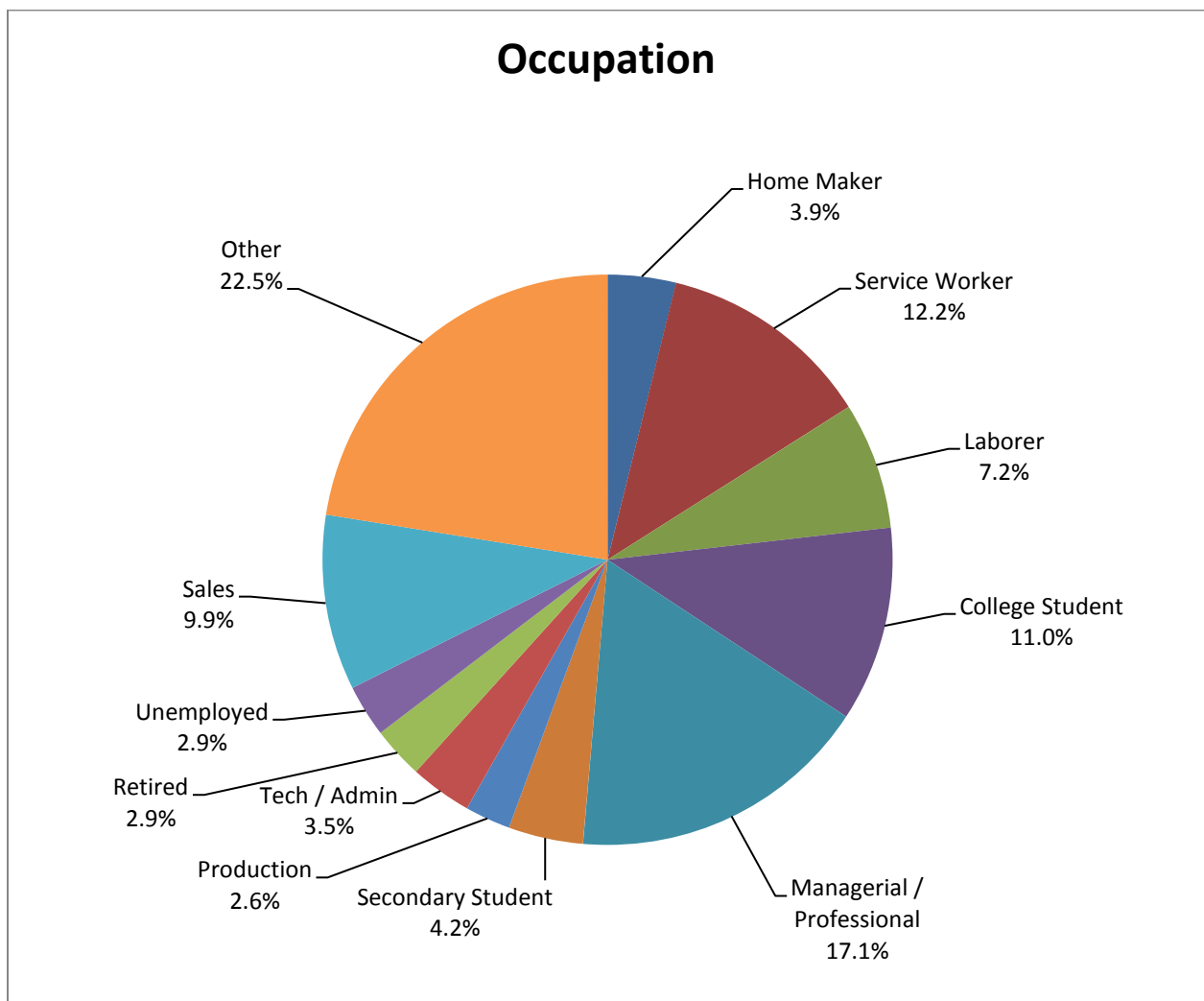
The proportion of licensed drivers increased by 6.8% in 2012.



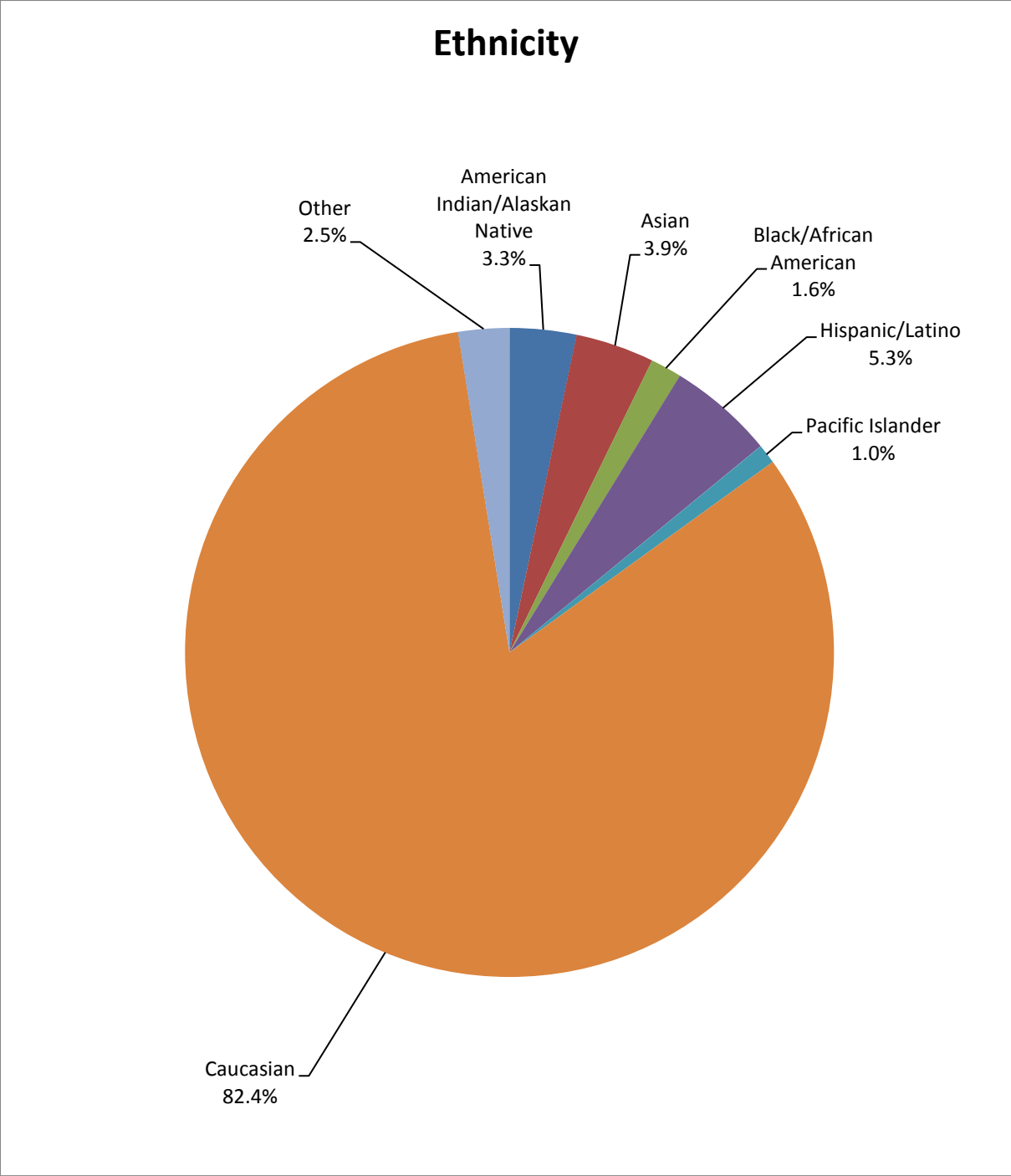
By comparing these two demographics, we are able to see that the Free Ride Transit System does have a high percentage of “choice riders” compared to those who are dependent upon transit for their travel. This high percentage of “choice riders” is somewhat atypical for public transportation in general.

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 Brown and Black routes also have transit dependent riders without a car. The data also indicates that the majority of the transit dependent passengers belong to the low-income demographic.

Occupation



Ethnicity

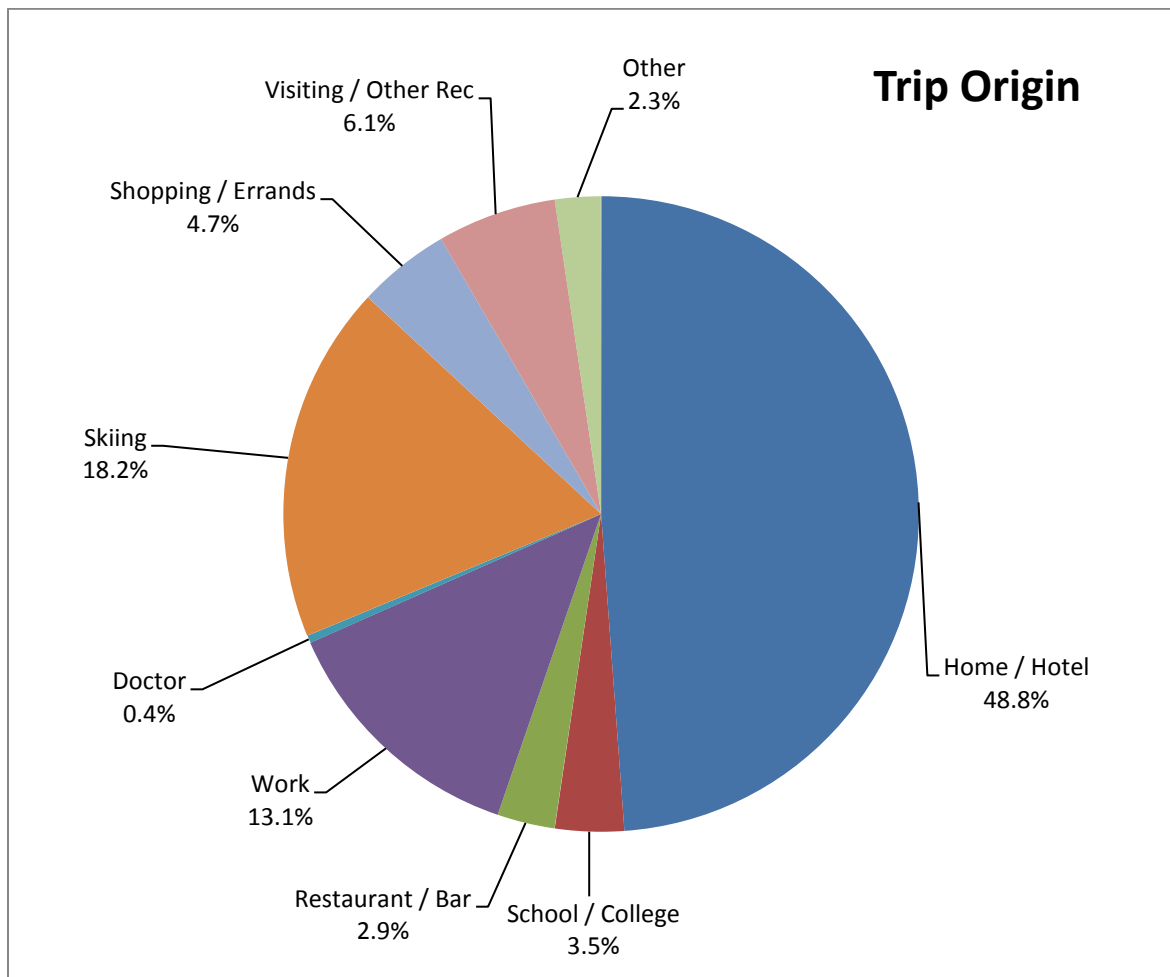


TRIP CHARACTERISTICS

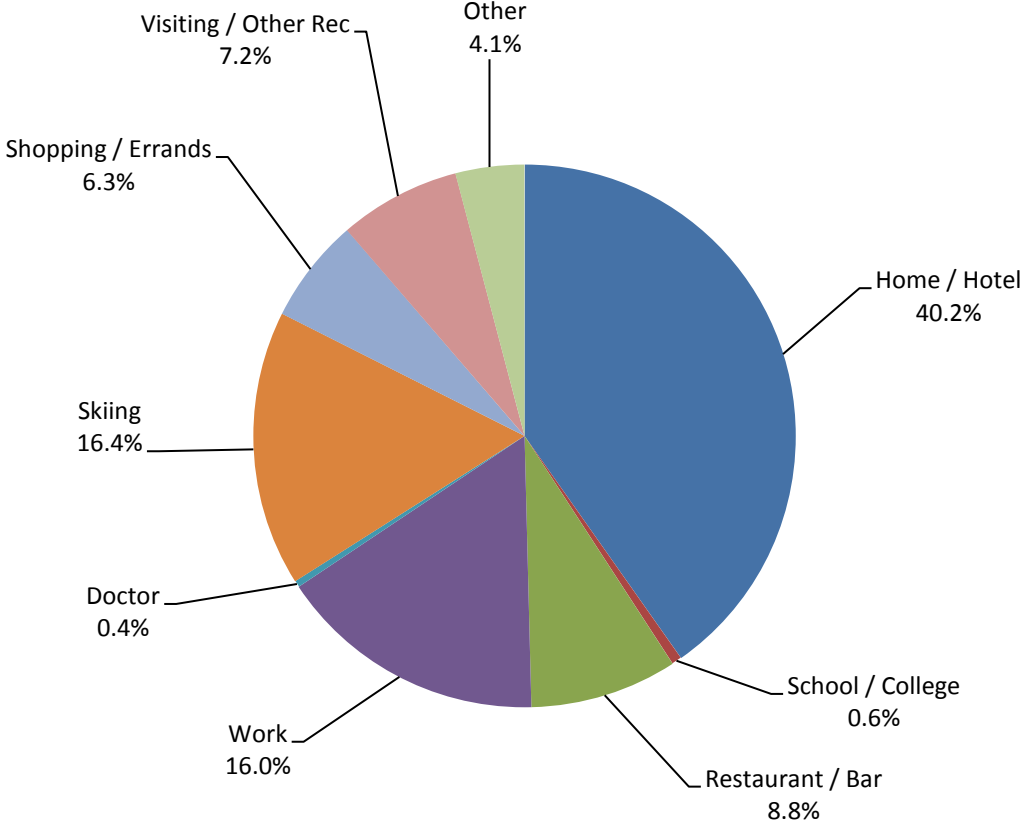
The survey asked passengers to provide information about the trip they were making on the Free Ride Transit System. Trip purpose: where they were going to (destination), where they were going from (origin), what other modes of transportation they were using in combination with their ride on the bus during 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.

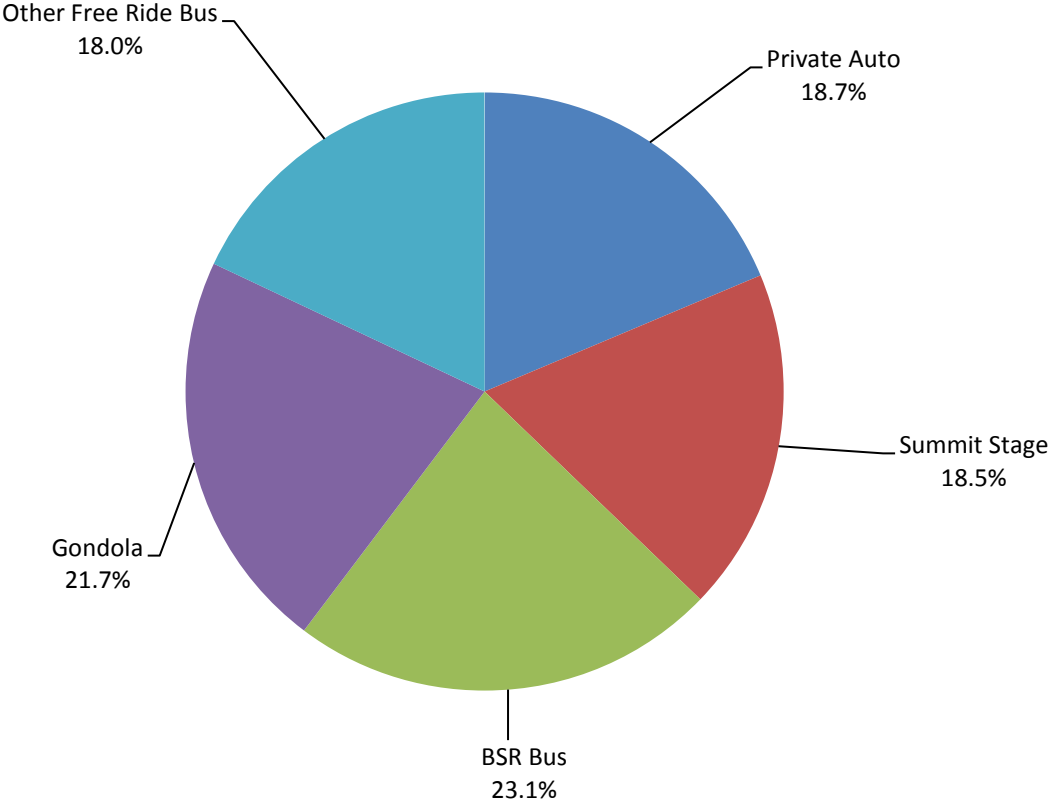
DATA SPECIFIC TO THE TRIP TAKEN ON SURVEY DAY



Trip Destination



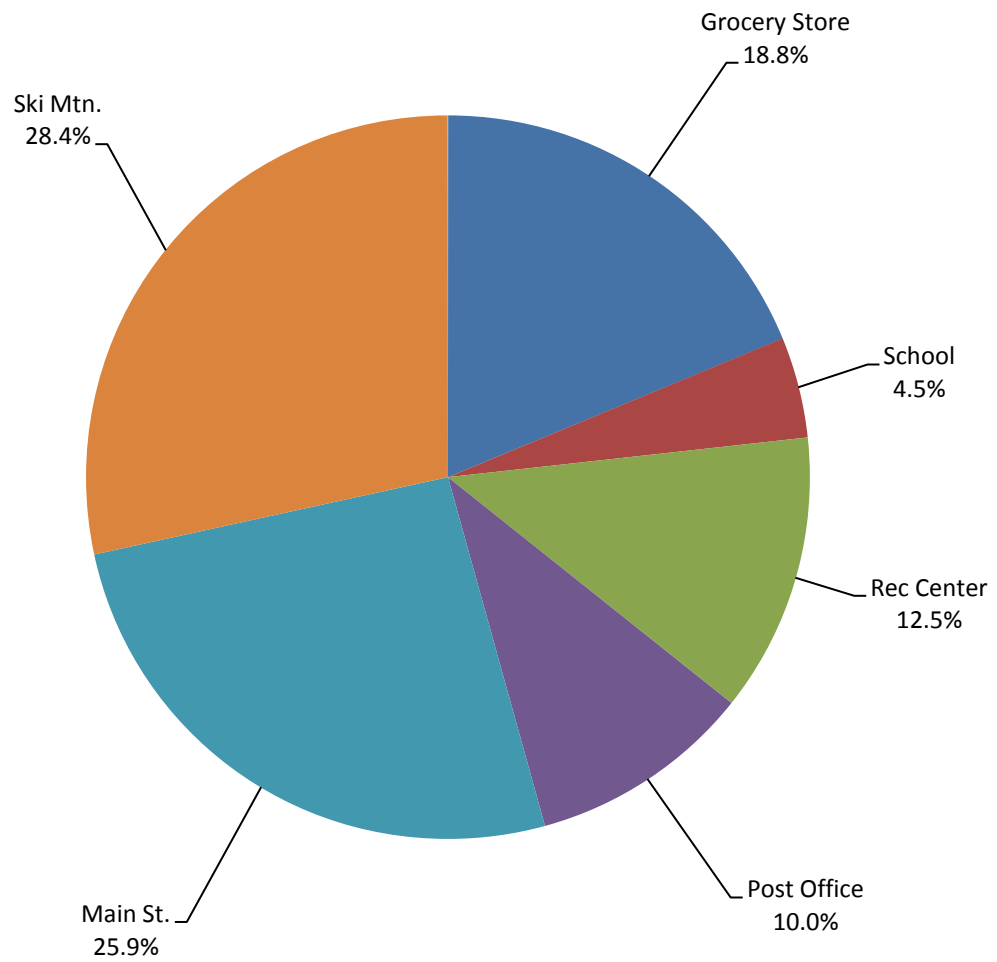
Combined Trip With



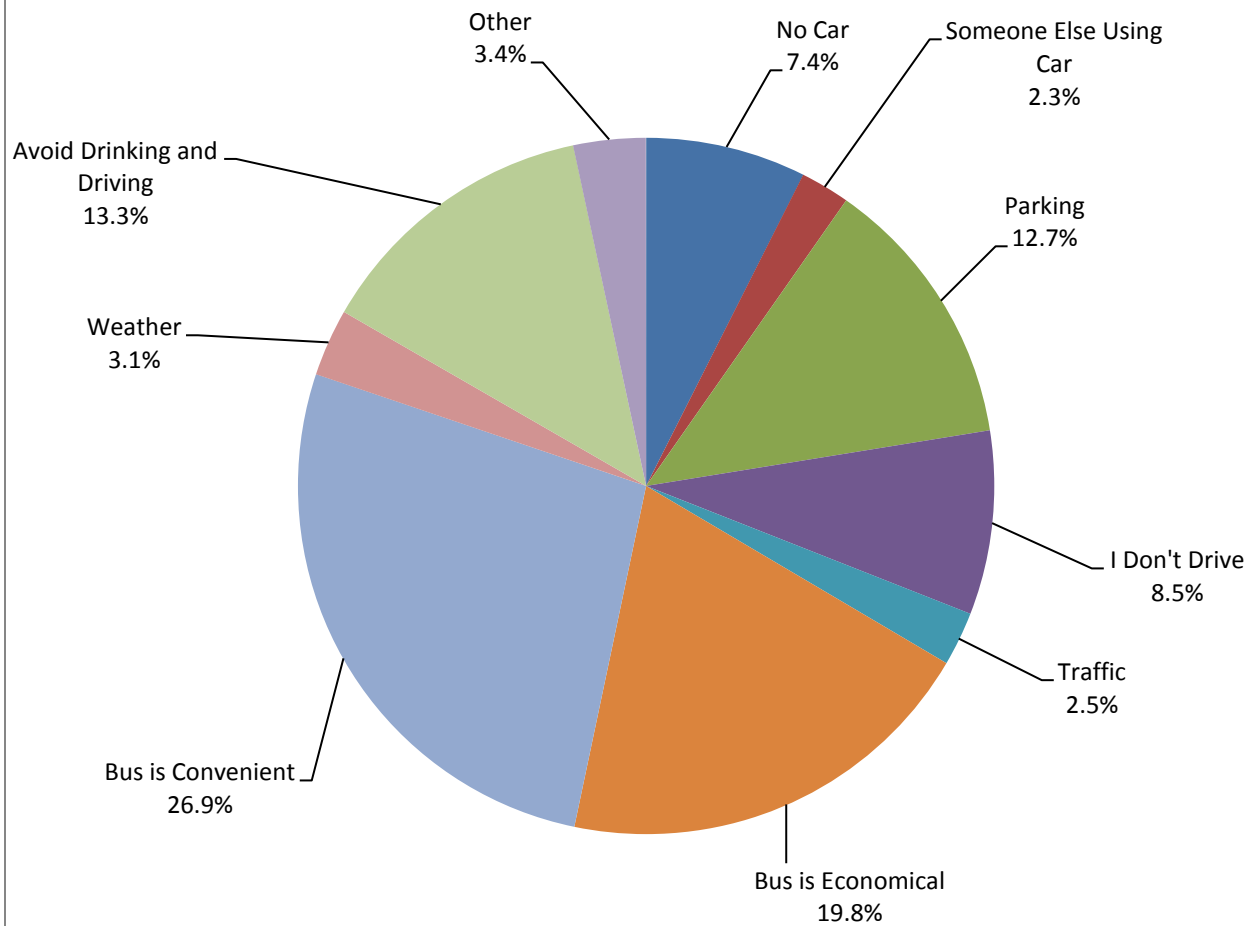
The respondents indicated that they also used this mode of transportation (in conjunction with the Free Ride bus they were on) in which to complete their total trip during the survey.

GENERAL TRIP CHARACTERISTIC DATA

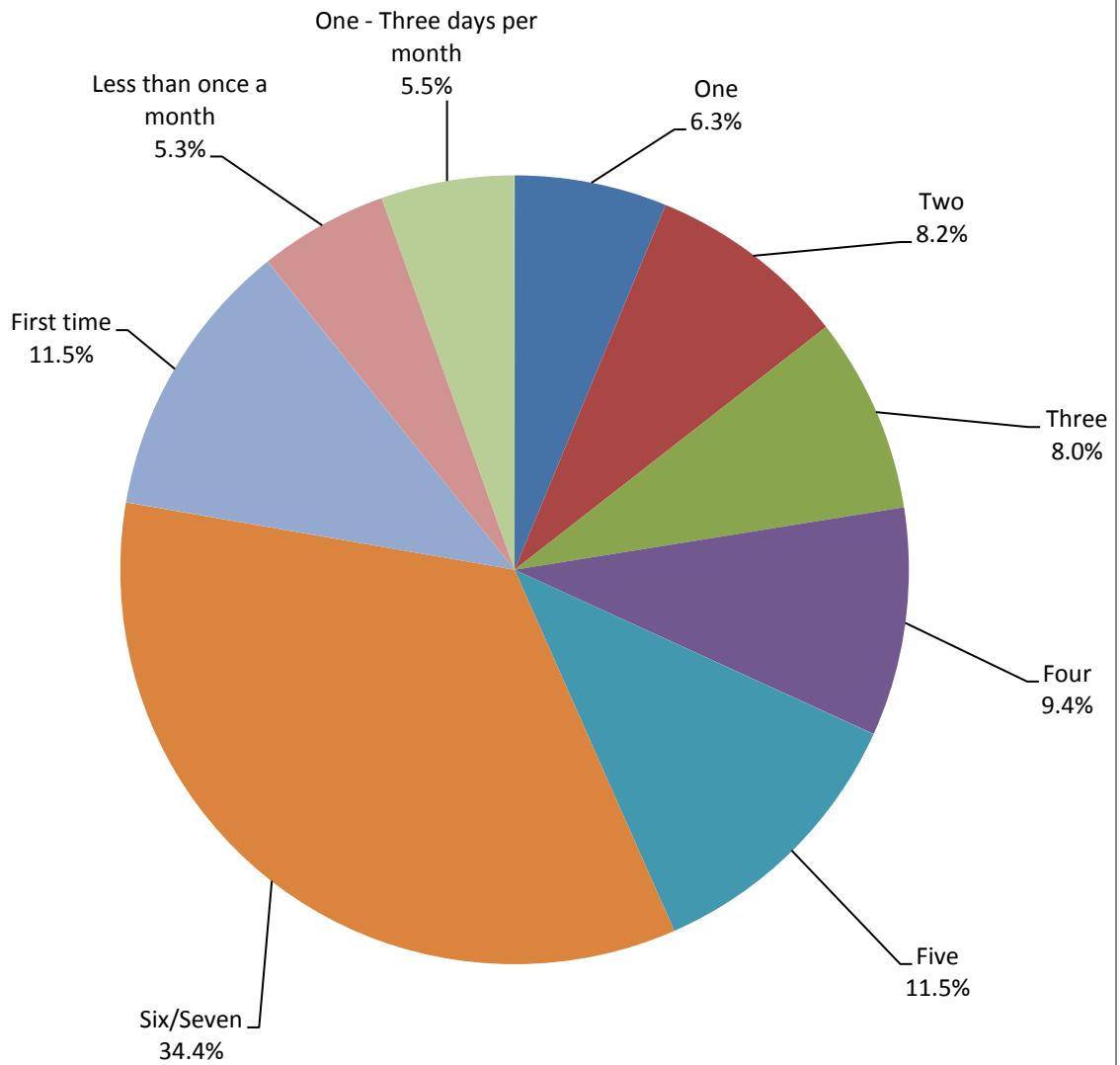
Frequent Destinations



Reasons for Using Public Transit



Ridership Frequency



This table shows the average days per week the respondent rides.

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	Main Street	Brown Route	Yellow/Black	Purple	Orange	Gray	Total
Grocery Store	19.5%	18.9%	17.6%	21.8%	16.6%	23.1%	19.4%	18.8%
School	6.1%	6.3%	4.8%	1.7%	4.9%	3.3%	3.1%	4.5%
Rec Center	11.0%	12.1%	13.1%	12.6%	11.7%	15.7%	11.3%	12.5%
Post Office	9.8%	8.9%	9.9%	10.1%	12.9%	5.0%	9.4%	10.0%
Main St.	22.0%	27.9%	24.8%	25.2%	26.7%	27.3%	25.6%	25.9%
Ski Mtn.	31.7%	25.8%	29.9%	28.6%	27.3%	25.6%	31.3%	28.4%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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.

Survey respondents were verbally prompted to write on the reverse side of the survey any destinations they desired that were not currently served or were not convenient to them. No responses of this nature were received. Other written comments received on the survey are included at the end of this report.

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 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.

Reasons for Riding the Bus by Route								
Reasons for Riding the Bus	Breck Station	Main Street	Brown Route	Yellow/Black	Purple	Orange	Gray	Total
No Car	1.7%	8.5%	7.3%	9.5%	6.5%	8.5%	8.9%	7.4%
Someone Else Using Car	8.6%	2.6%	1.6%	0.0%	2.7%	2.4%	0.8%	2.3%
Parking	15.5%	12.0%	15.0%	8.1%	8.1%	14.6%	16.9%	12.7%
I Don't Drive	5.2%	15.4%	9.8%	5.4%	7.0%	6.1%	7.3%	8.5%
Traffic	1.7%	2.6%	2.1%	4.1%	1.1%	3.7%	4.0%	2.5%
Bus is Economical	19.0%	17.9%	22.8%	20.3%	17.8%	18.3%	21.0%	19.8%
Bus is Convenient	25.9%	20.5%	25.4%	29.7%	31.4%	29.3%	25.8%	26.9%
Weather	5.2%	6.0%	1.0%	1.4%	2.7%	4.9%	3.2%	3.1%
Avoid Drinking and Driving	8.6%	12.0%	11.9%	16.2%	20.5%	11.0%	8.1%	13.3%
Other	8.6%	2.6%	3.1%	5.4%	2.2%	1.2%	4.0%	3.4%
	100.0%	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.

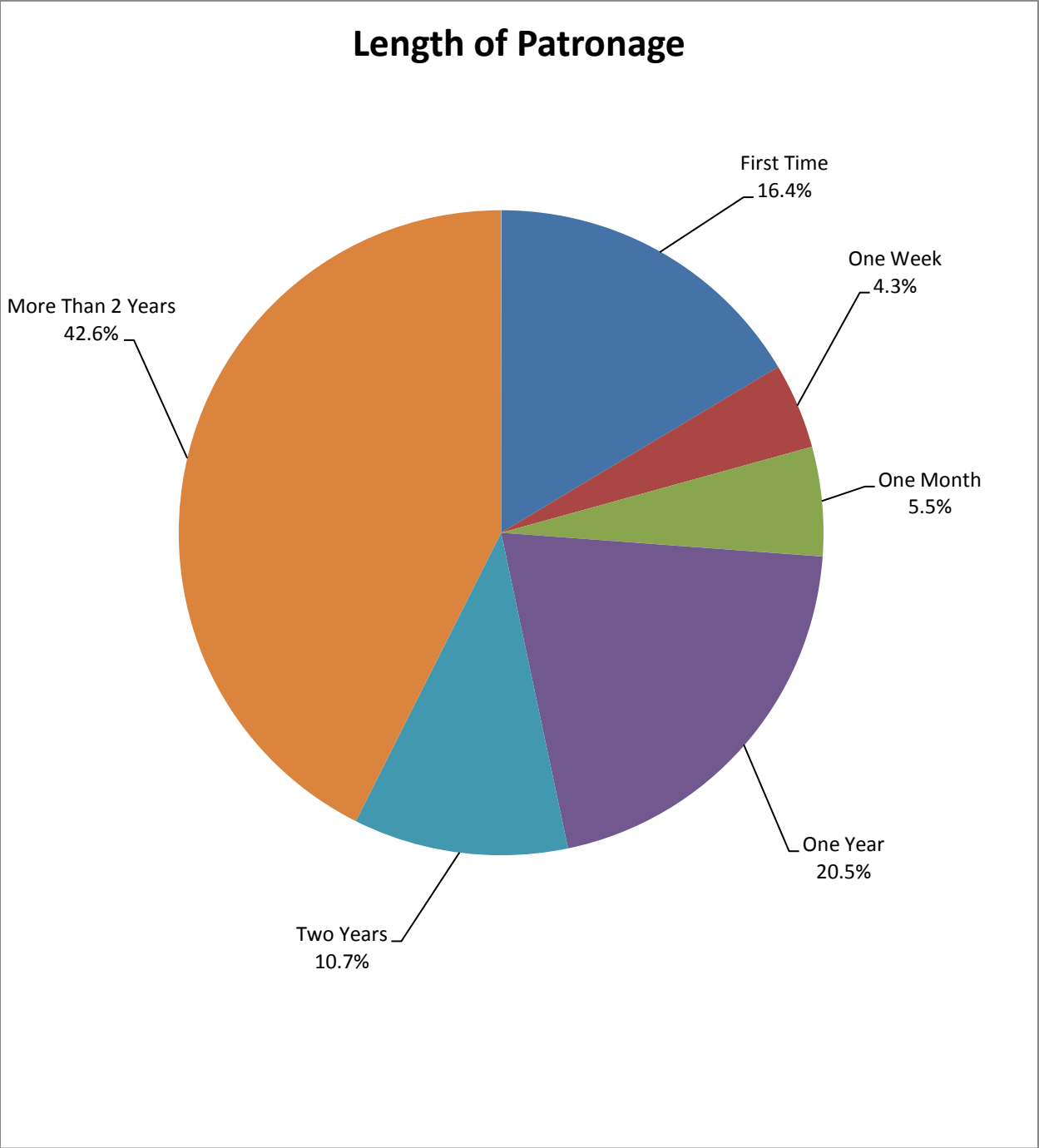
Of the Spanish surveys that indicated they had a driver's license, they also listed themselves in the \$15,000 - \$24,000 per year income bracket.

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.

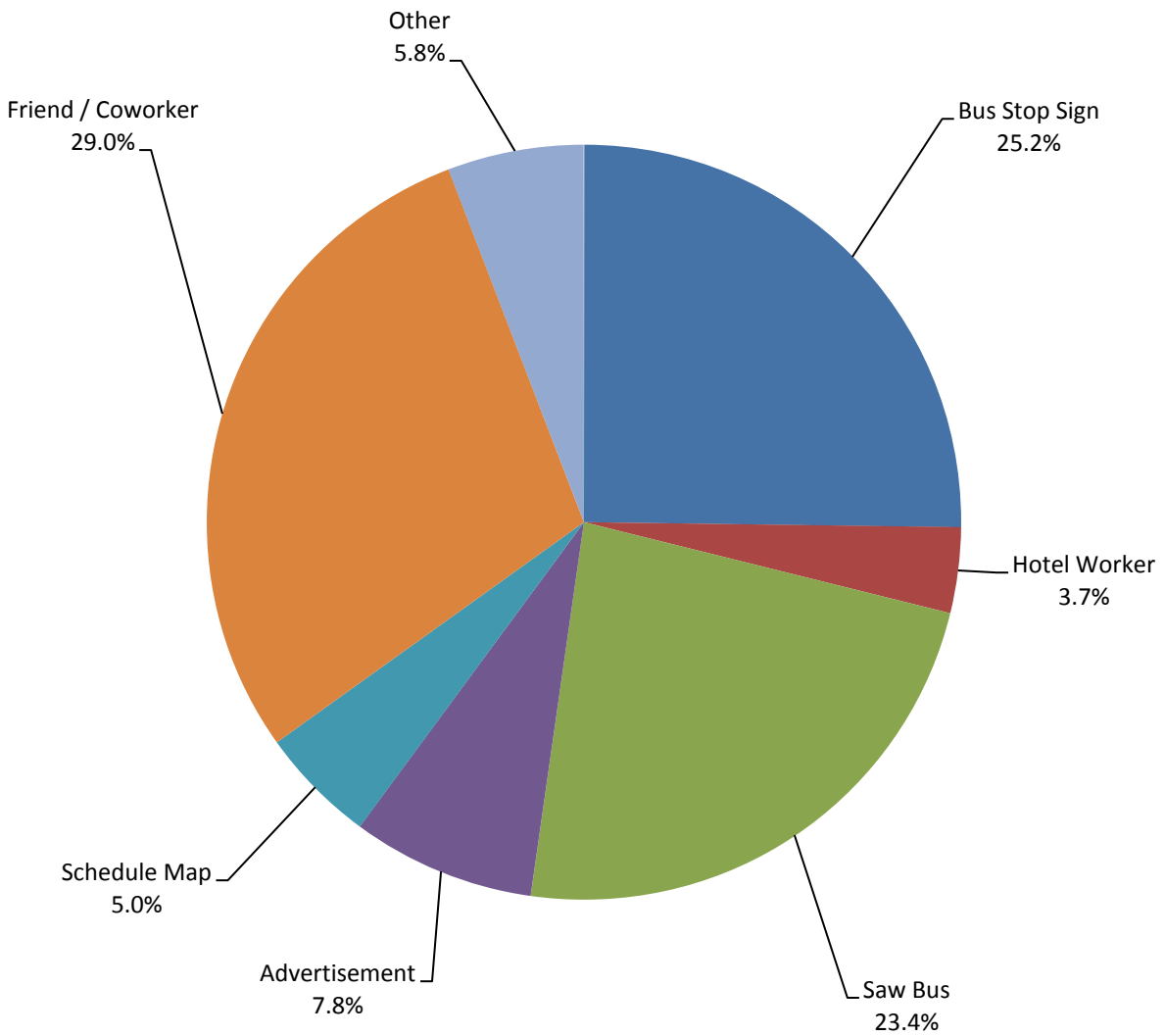
The Spanish survey sampling shows a large number of job access commuters on the Gray North and Yellow Routes who are transit dependent.

MARKETING INFORMATION

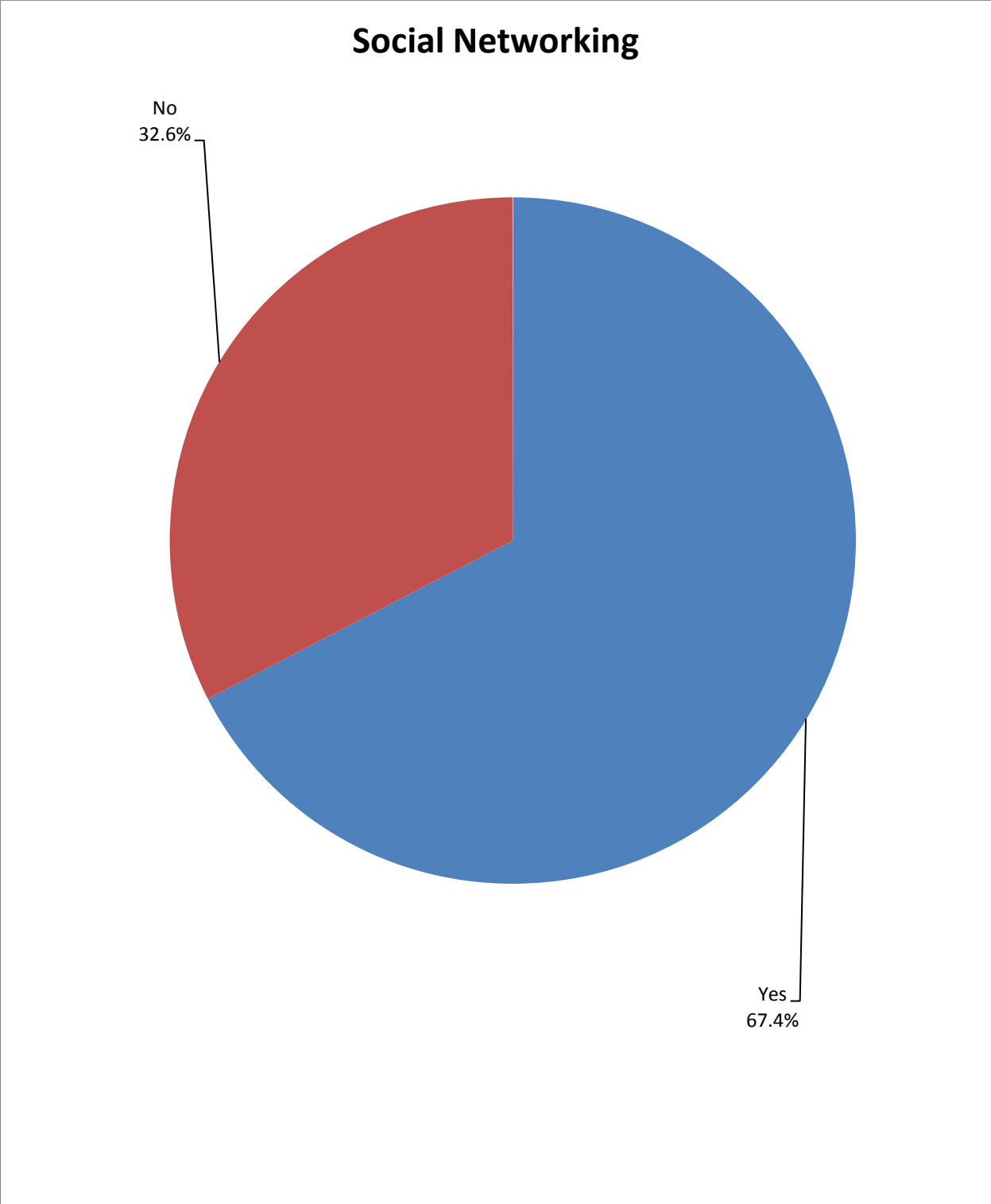
In an effort to better understand marketing trends for our transit system, we captured the length of patronage, how they first learned of the Free Ride Transit System, if they use Social Networking and if they are a Social Networker which site they use, and had they visited the Town website for transit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



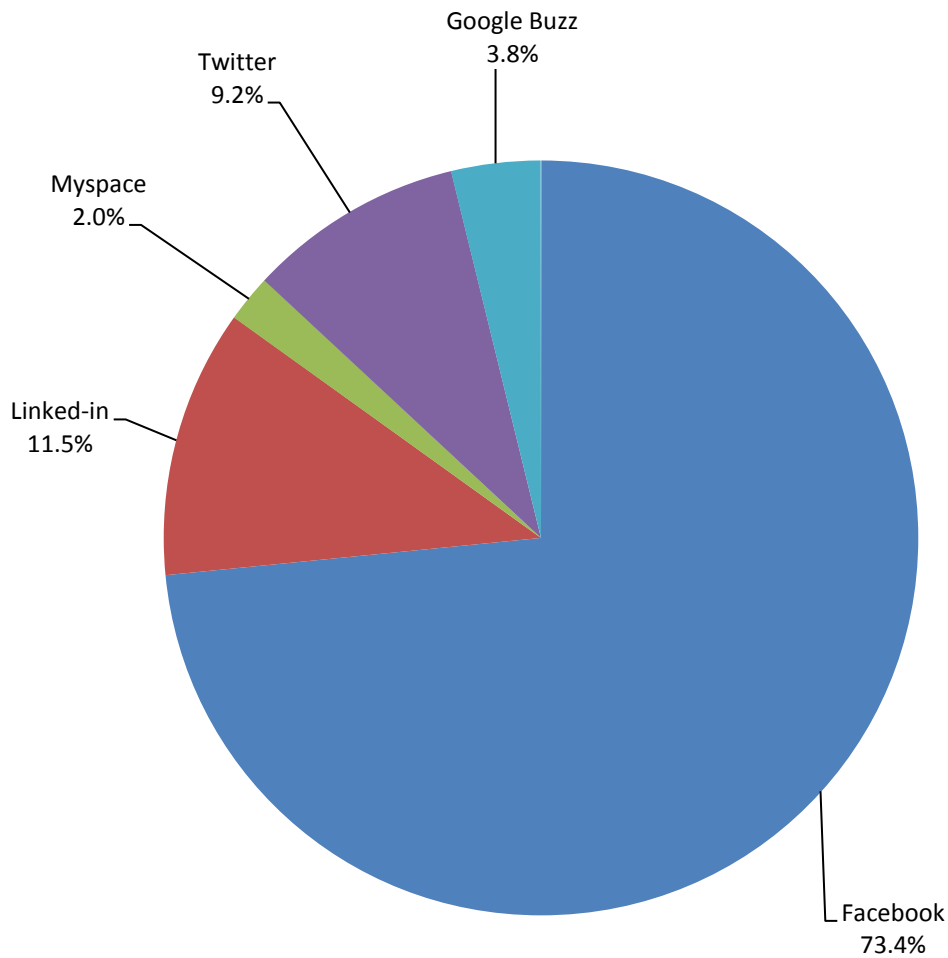
First Learned about FREE RIDE



We decided to poll our ridership on the growing trend of social networking for communications. Since 2010, there has been more than a 10.6% increase of our sampling that is utilizing social networking.

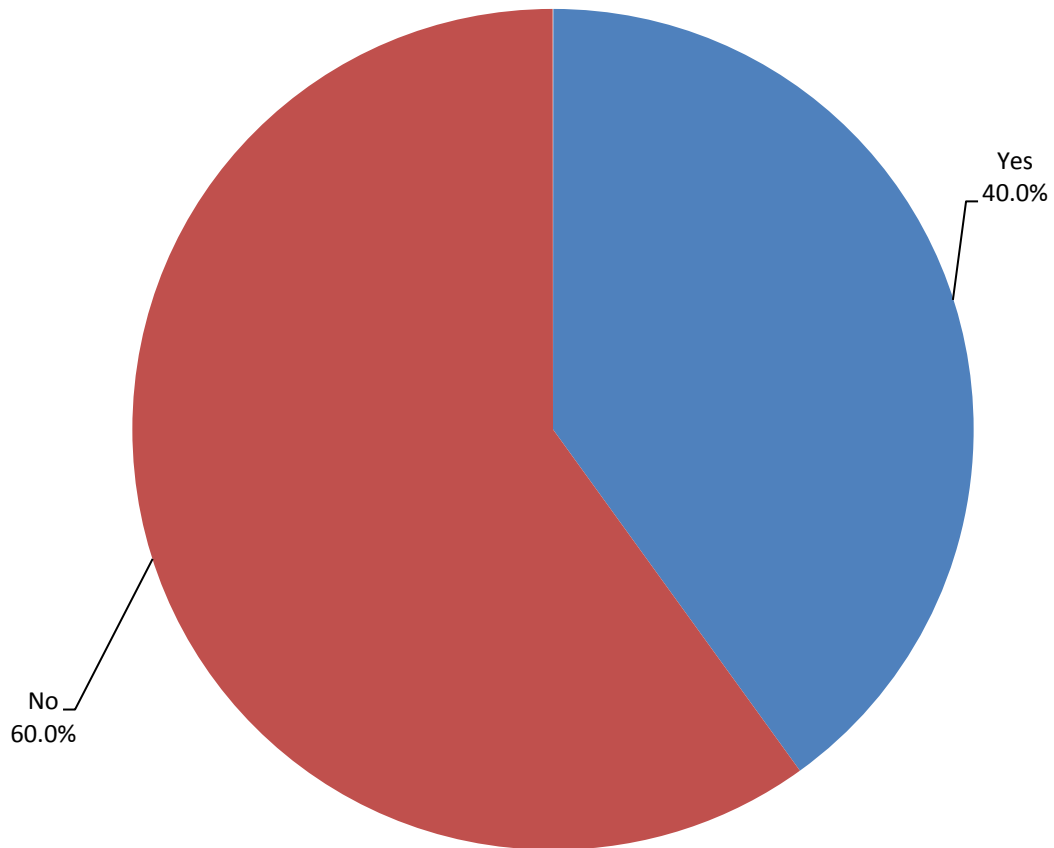


Social Networking Sites Most Used



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. Plans to implement it within our website use are in place to launch for Ski Season 2012-2013.

Online Transit Info Usage



It has been consistent over the past three bi-annual on-board surveys that the majority of our survey sampling does not access the Town of Breckenridge 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. We have obtained www.breckfreeride.com and plan to launch various website enhancements for Ski Season 2012-2013.

GENERAL COMMENTS RECEIVED ON THE SURVEY FORMS

Main Street

Please come to Blue River! Many locals live there and would ride to prevent drinking and driving.

Brown and black route need to run all summer.

Have buses run later. i.e. until bars close so no DUI's or accidents!

Keep it free.

We think it is a great system for overseas visitors without a car. Network routes and times suit us. Schedule very easy for visitor to pick-up quick. Bravo.

Brown and Black route needs to go all summer.

Yellow/Black Route

I love the bus system. You guys are great!

Start yellow route sooner and run later.

Thanks to the Free Ride I get around to work and town – especially when my truck broke down. Free Ride had my gloves both times I was a “bonehead” and left them on. The drivers have been friendly and helpful. Thanks, The Cookie Man

Run a late night bus once an hour until 2 a.m. from the Station to the Breck Terrace.

Let us drink beer on the bus - haha. Very convenient and most times right on time!!! Oh, also have a late drunk bus around 2 a.m. or something.

I love the Free Ride! Unbelievable service!! Thank you.

Keep Ski Hill going for summer. (Black Bus)

Orange Route

I would ride it all the time if it were available. Have all equipped with two handles so that handicapped people can get on and off easily. Thanks. My leg is bad.

Peak-A-Boy Toy store had no idea about Free Bus.

Keep bus route on French Street in summer.

Keep Ski Hill bus running. Can't believe you stop the service in summer.

Year round bus service. The town doesn't close for the summer and some us still need to go to work.

Please keep the brown route year long. It was a big inconvenience for enough people to where it should matter. Thank you.

Please keep orange line or brown to Ski & Racquet open this summer.

I have no problem with a non-unified bus system.

Every route should run till 1 a.m. because people live everywhere. If you want people to use this as a realistic form of daily transport, busses need to run later at night, till about 1 a.m. would be good and realistic to keep drunk drivers off the road. Also, not everyone who needs a bus ride at 1 a.m. is drunk, some of us are just getting back from work or leaving a friend's house. Thanks!

Everything is good for the most part. The only thing I could probably recommend is some of the drivers be a little bit more friendly and also know where some of the locations are for tourists. However, I have had a couple very good ones also, and they are very convenient.

Just a suggestion, the drivers should learn the town a little better. We took a bus to the Cowboy Country Mine 3-30-2012 and the driver dropped us off on the purple route and told us it was a ¼ mile walk. It is at least a mile and a half. We had older people with us and couldn't make the walk.

Great way to get the 'lay' of the land in the shortest amount of time. Comfortable, friendly drivers.

Breckenridge Station

Blue River bus.

On time. Get rid of Emmett Lode/Rockridge/Baldy. Pick up at Wal-Mart from Frisco back to Breck.

Thank you.

I think the local Free Ride should have a relation or a link to summit Stage. When Free Ride runs once an hour, in the summer, the passengers getting off the Summit Stage in Breck miss the Free Ride by 7 minutes and they have to wait for the Free Ride for 45 minutes in the station to get to their homes in Breck. These 7 minutes could be settled easily and could make the users of Free Ride happier. Just make a link to Summit Stage for the summer service. *(Manager's Note: On one-hour summer service, there will be one side of the routing that will not link up schedule wise to the Summit Stage.)*

Please make the Wifi @ the Breck Station more reliable. Very frustrating.

Gray Route

Getting from the North end to the South end (or vice versa) takes as long as walking.

The buses almost always run empty. Locals can park, etc. free at Summit Court/Rec Center/PO etc. so why use the bus. Vail lets employees park free too!! Until there is more of a "push" for locals esp. to ride

the Free Ride your service is an expensive waste of money. Your routing is too complicated for tourists and locals barely use the bus so drop it.

We've been taking the yellow route for years. The stop in front of Kingdom Park Condos was discontinued a couple of yrs. ago. It would be great to have that stop reinstated as a requested stop. Thank you. *(Manager's Note: The Claim Jumper stop was removed for safety reasons and the close proximity to other bus stops. We are prohibited by federal law from stopping anywhere but at designated bus stops.)*

Better summer service (1 bus???)

Would be awesome if busses ran to French St. (Blue) earlier so I could be at Peak 9 by 8 a.m. Thanks!

The bus system is much needed and very much appreciated.

Brown Routes

Keep it free!!!

Brown route during summer at least once an hour, but more often would be even better.

How about bike racks on the busses? Make bus schedule signs easier to read.

Please keep the bus free. Maybe run every 15 minutes all day at peak season for convenience instead of every ½ hour.

I live in Wilderness and have to take the 11:25 bus at night and don't get home till 2:30. Run the bus more at night.

Make love, not anything else...except cookies.

I love Free Ride! I wish we could have it year round but I understand the budget constraints. Warriors Mark seems busy enough to have at least an hourly bus running. Otherwise only wish list item is later service – even just 1 a.m. b/c last bus from Main Street Station is 11:18. Boo! Thank you Free Ride!

White Cloud top of Mtn Access is essential. Honor the development agreement and bring busses to the top of White Cloud. Increased rents, tax and tourism will result.

Keep the Brown Bus running all summer, please. I ride the bus every day to work and back. Keep calm and chive on.

I find the atmosphere extremely soothing.

Keep Brown running year round.

This bus ride was great. Thanks!

Bike racks would rock.

The free ride bus is one of the best things in Breck! Bike racks would be nice.

Bike racks. Summer.

Plz offer Brown Route in summer months.

Bring back Warriors Mark bus in the summer. Mick Bixler, Mill Run #13

Transportation that coincides with the bars in town. People are forced to walk, hitch-hike, get stranded, or possibly risk drinking and driving to get home. People would gladly pay money to have a public transportation option after midnight.

We really need the Brown Route ALL summer! If it's not possible maybe during peak summer season. Please.

Summer time once an hour would work. Bike racks. That's it. Thanks for running for so long. It helps me and a lot of year rounders. Your long time rider, Nate Concha!!!!

Brown route summer.

Leave bus running Warriors Mark. Signed "Employee"

Could you please put the bike racks back on the bus.

Don't arrive early at the stops! Keep them free!

Give 'em all a raise.

Please keep the busses running the whole year round! It was so sad that the brown bus didn't come around and made it extremely inconvenient for many in the neighborhood working full time throughout the community.

Don't shut down the bus! Too many people need it in the summer.

Keep the bus free.

Keep same schedule all year instead of seasonal.

Do something to keep floors from being so slippery in winter - everyday.

Couldn't find route maps at Peak 9 base area station.

Purple Route

Bike racks earlier.

I would like to see the Free Ride hours extended and I think a route to Blue River or Alma would be greatly appreciated.

I believe it is perfect as is. Convenient, free, user-friendly, great bus drivers, easy: all good ☺ We are lucky to have it, both visitors and residents. Great asset in our community easing parking and people imbibing safely.

Go both directions, not just one way.

I wish the routes were not so reduced in the summer. The route I use the most is reduced to once an hour and it is very difficult to depend on.

Please stay open later. We really need a bus until 2:00 a.m. We should discourage drinking and driving. Later bus schedule would help to reduce drunk driving. Please do this before someone gets killed during a DUI. Thanks. We love the bus!

Keep the bus open later and try to do the 30 mins, not the whole hour things in summer.

Busses are always on time which is great, and also it's really good that the busses are every half an hour.

It is perfect!

Please put also a bus in the night just after the closing hour of the bars.

I mainly use the Purple bus, sometimes Mtn. Flyer to Keystone. I think the service is great, very handy, keeps less cars on the road, lots of pros. I would recommend running these busses a bit later in the evening for people who like to spend time in restaurants and bars.

I love the bus system. It's easy, convenient, and the staff are friendly and helpful. The service is much appreciated. Xoxo

All the drivers are great!!

You guys are doing a fantastic job. The drivers are all friendly and courteous. The routes are well thought out. I ride to go skiing and to get to work. Keep up the great work and thank you from a satisfied happy bus rider (frequently)! Xxoo, J.

The bus should run later on the weekend to encourage people to not drink and drive. Last bus at 11:15 is too early.

No complaints. Bus is great. Don't change.

All the drivers on Purple are awesome, but one and obviously I don't know his name nor care to. The only think that irks me is that it goes down to once an hour in the summer. But you have to expect that for economy's sake.