



Free Ride Transit System
2014 On-Board Passenger Survey

March 28, 2014

INTRODUCTION

The last on-board passenger survey was conducted by the Breckenridge Free Ride on March 30, 2012. The 2012 survey had a 16.8% response rate of a total daily ridership of 3,043 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 5339 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 were completed in Spanish), in 2012 only 2.9% of the surveys were completed in Spanish and in 2014 only 1.5% 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 bilingual survey administrators were used for the collection process.

The current survey was conducted on March 28, 2014. 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 survey day was 4,105 passengers. Non-rider surveys were also obtained on Main Street.

Overall, we had a response rate of 10.26% of the daily ridership completing a survey. The response rate was 6.54% lower than our 2012 passenger survey percentage sampling amount.

400 useable responses were received. This sample provides an error range of +/- 1.7 percent at the 97% 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 - 2014 Passenger Survey
Response Rate**

Route	Total Boardings	Number of Responses	Response Rate
Main Street/ Station	0	50	
Yellow	2,176	114	5.23%
Orange/Black PM	237	54	22.78%
Purple	467	83	17.77%
Brown	1,225	99	8.08%
SYSTEM	4,105	400	10.26%

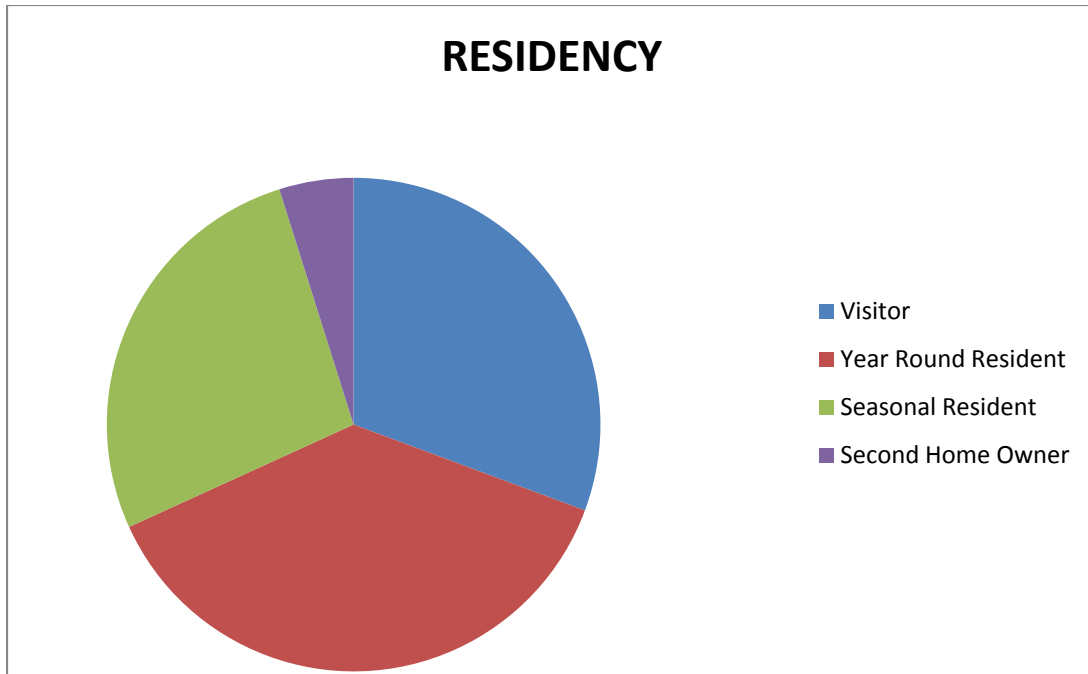
DEMOGRAPHIC CHARACTERISTICS

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.

Residency Status	TOTAL
Visitor	30.7%
Year Round Resident	37.5%
Seasonal Resident	26.9%
Second Home Owner	4.9%
	100.0%



Gender

65.9% of the survey respondents were males, and 34.1% female. This survey showed a 3% reduction in female respondents from the 2012 sampling. Ridership in each bi-annual survey period from 2008-2014 has trended predominantly with a higher percentage rate of male ridership.

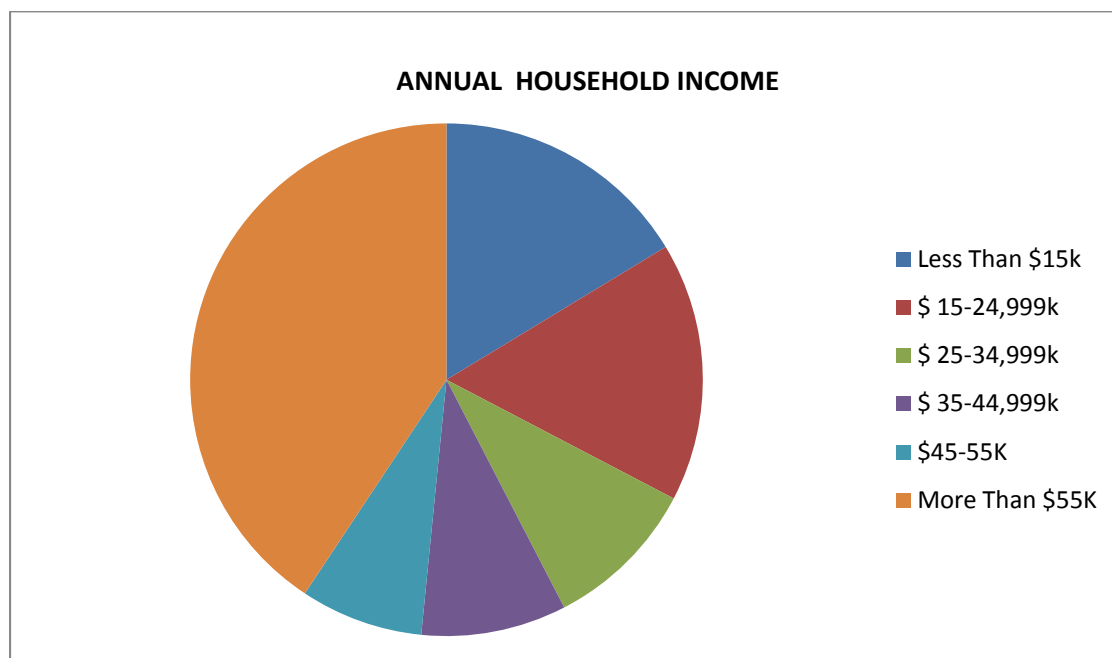
Income

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.

32.6% of the total survey sampling earns less than \$25,000 per year.

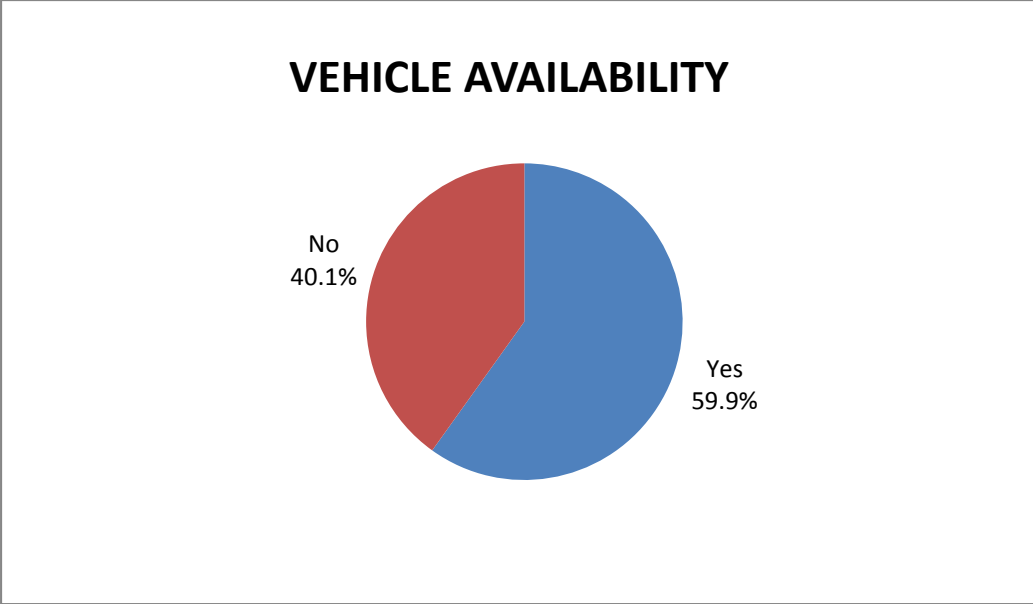
Annual Household Income	
Less Than \$15k	16.3%
\$ 15-24,999k	16.3%
\$ 25-34,999k	9.7%
\$ 35-44,999k	9.2%
\$45-55K	7.7%
More Than \$55K	40.7%



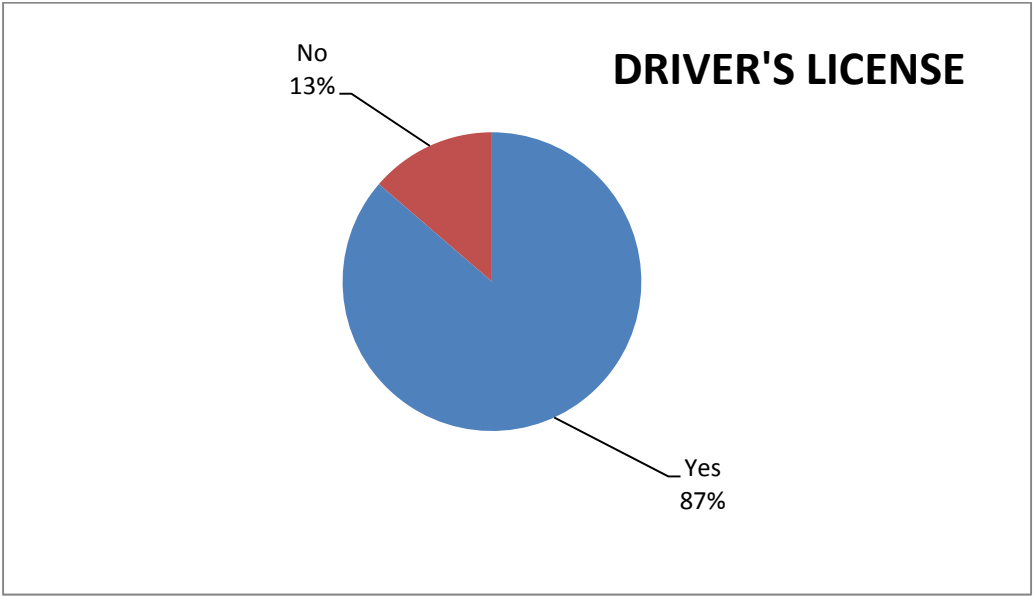
Choice Ridership

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 highly influences people to use public transportation. This comparison provides an indication of the number of “choice riders”, versus those who are transit-dependent.

59.9% of the sampling had a vehicle available but chose to ride the bus. This is an 11.1% increase over the 2012 survey sample.



The proportion of licensed drivers increased by .7% in 2014.

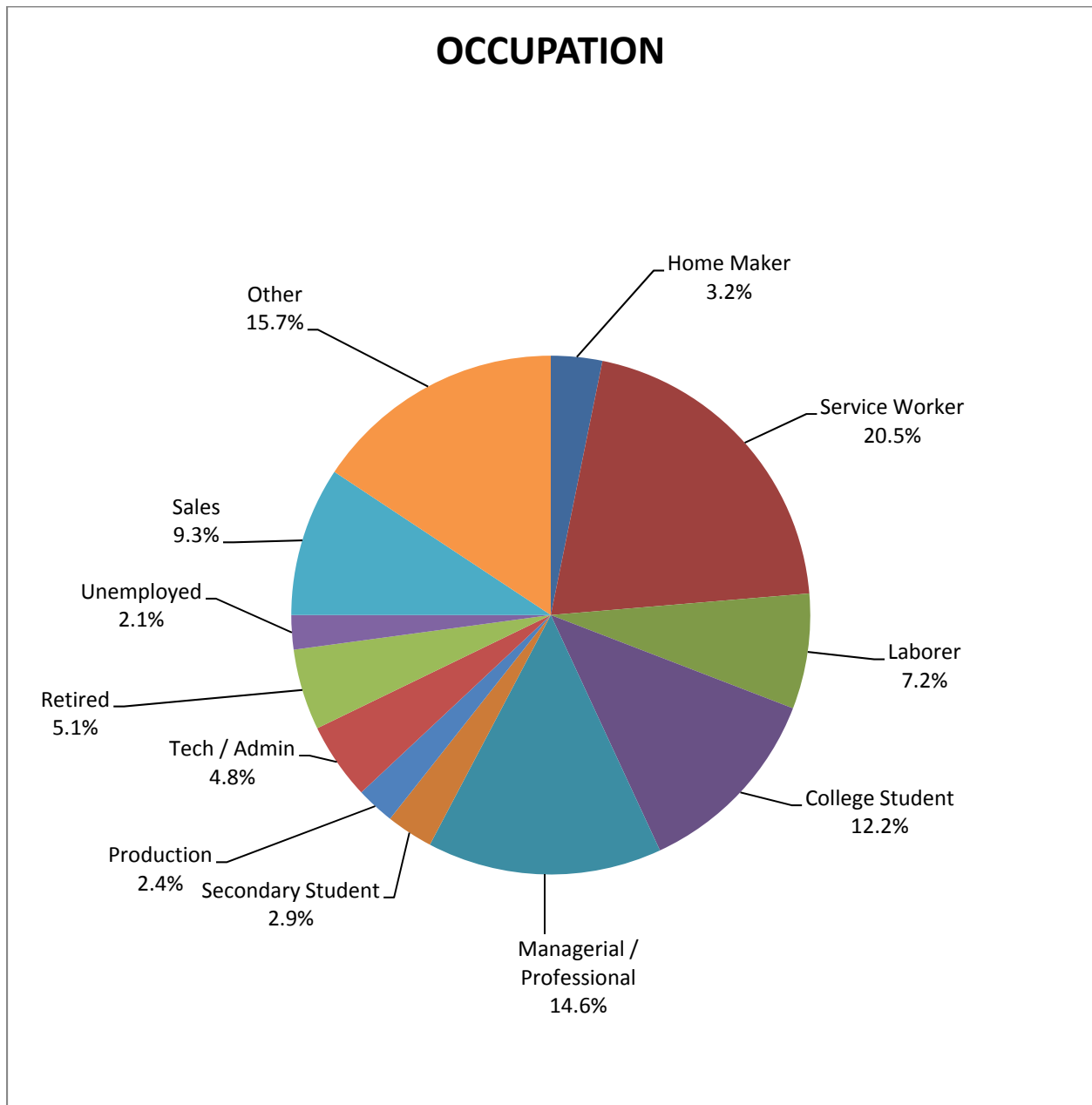


By comparing these two demographics, we are able to see that the Free Ride Transit System does have a high percentage of "choice riders" compared to those who are dependent upon transit for their travel. This high percentage of "choice riders" is somewhat atypical for public transportation in general.

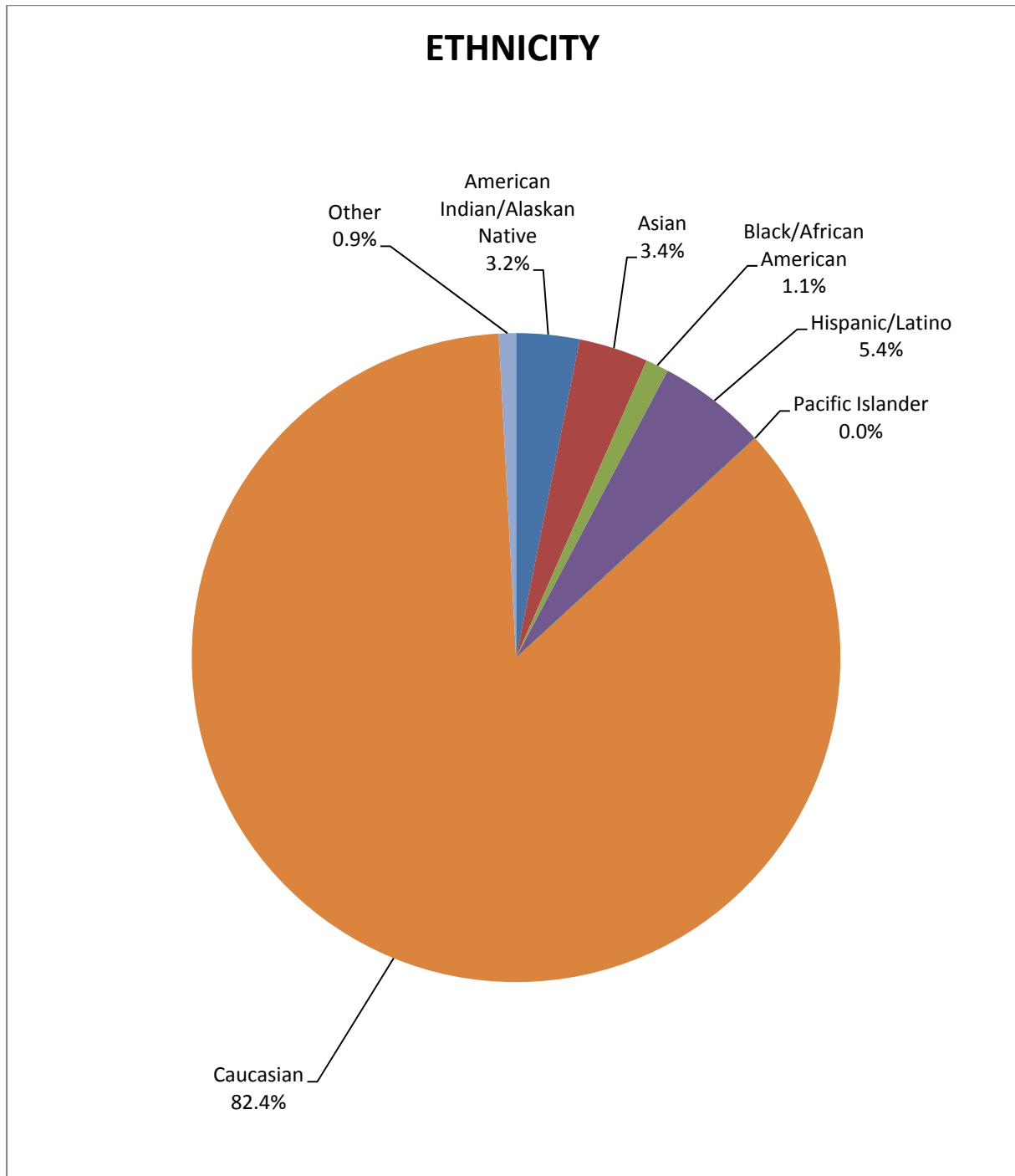
Prior survey results from the Summit Stage indicated that they have a large percentage of riders who do not have a vehicle available that have a daily job access commute to and from Breckenridge. Those transit dependent job access commuters feed to the Free Ride Transit System for transportation to their final destination. Although the Summit

Stage has not conducted any recent demographic surveys, we believe this trend continues to hold. Data from the Free Ride survey samplings support a large number of job access commuters on the Yellow Route 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

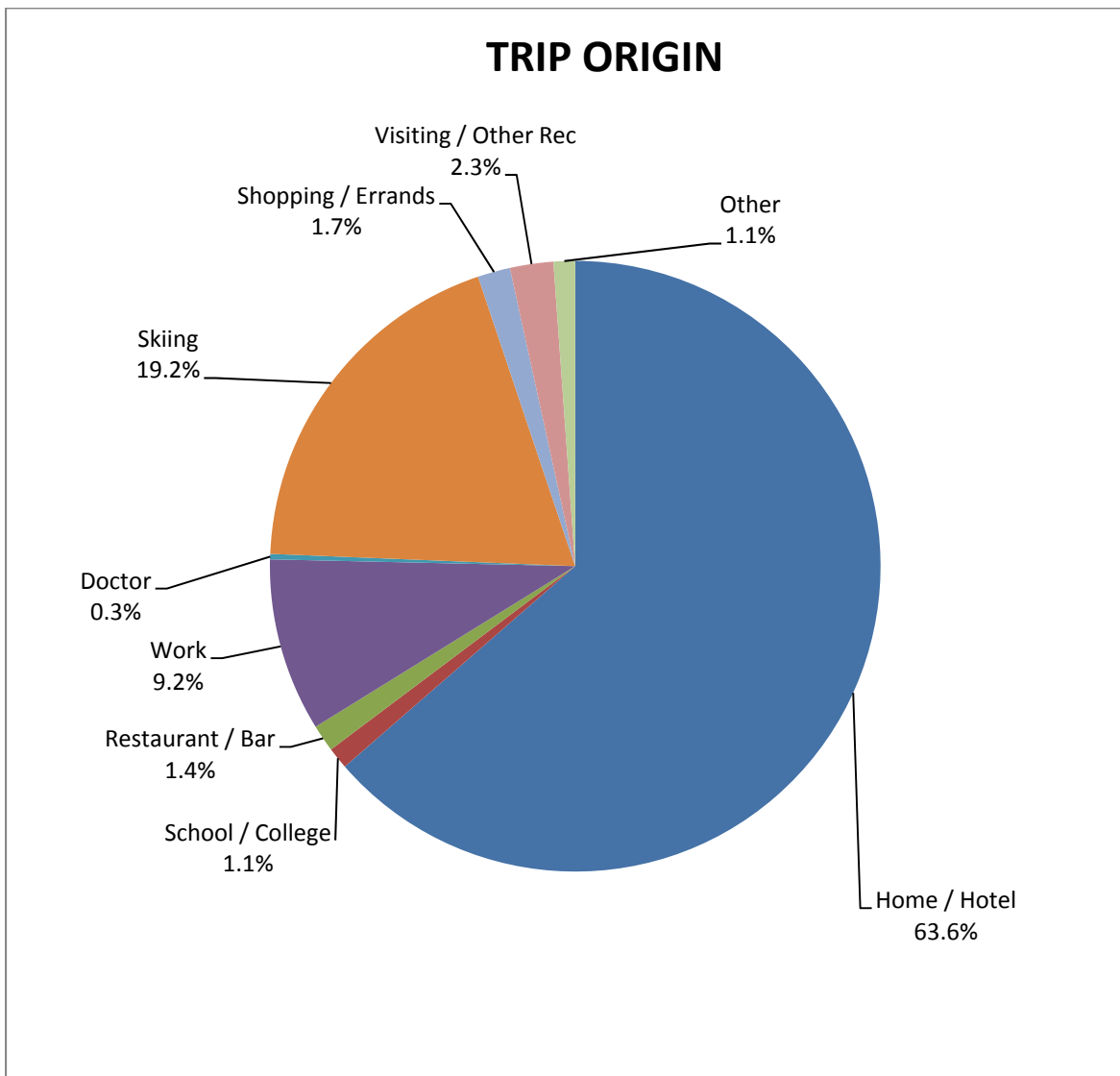


TRIP CHARACTERISTICS

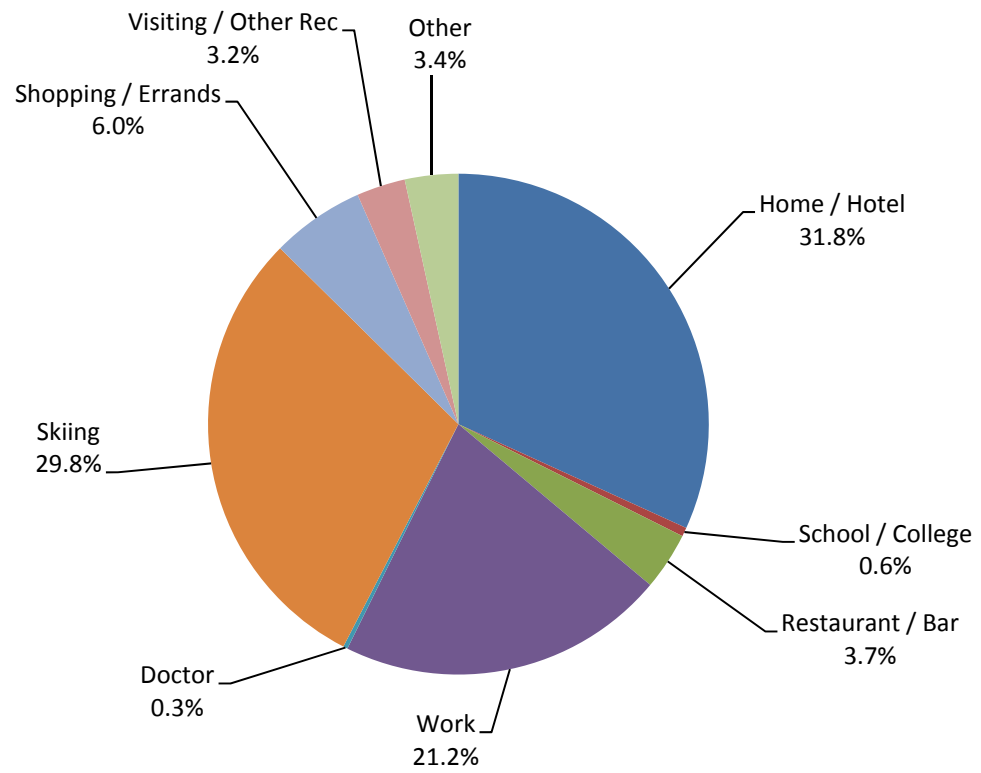
The survey asked passengers to provide information about the trip they were making on the Free Ride Transit System. Trip purpose: where they were coming from (origin), where they were going to (destination), and what other modes of transportation they used in combination with their ride on the bus during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

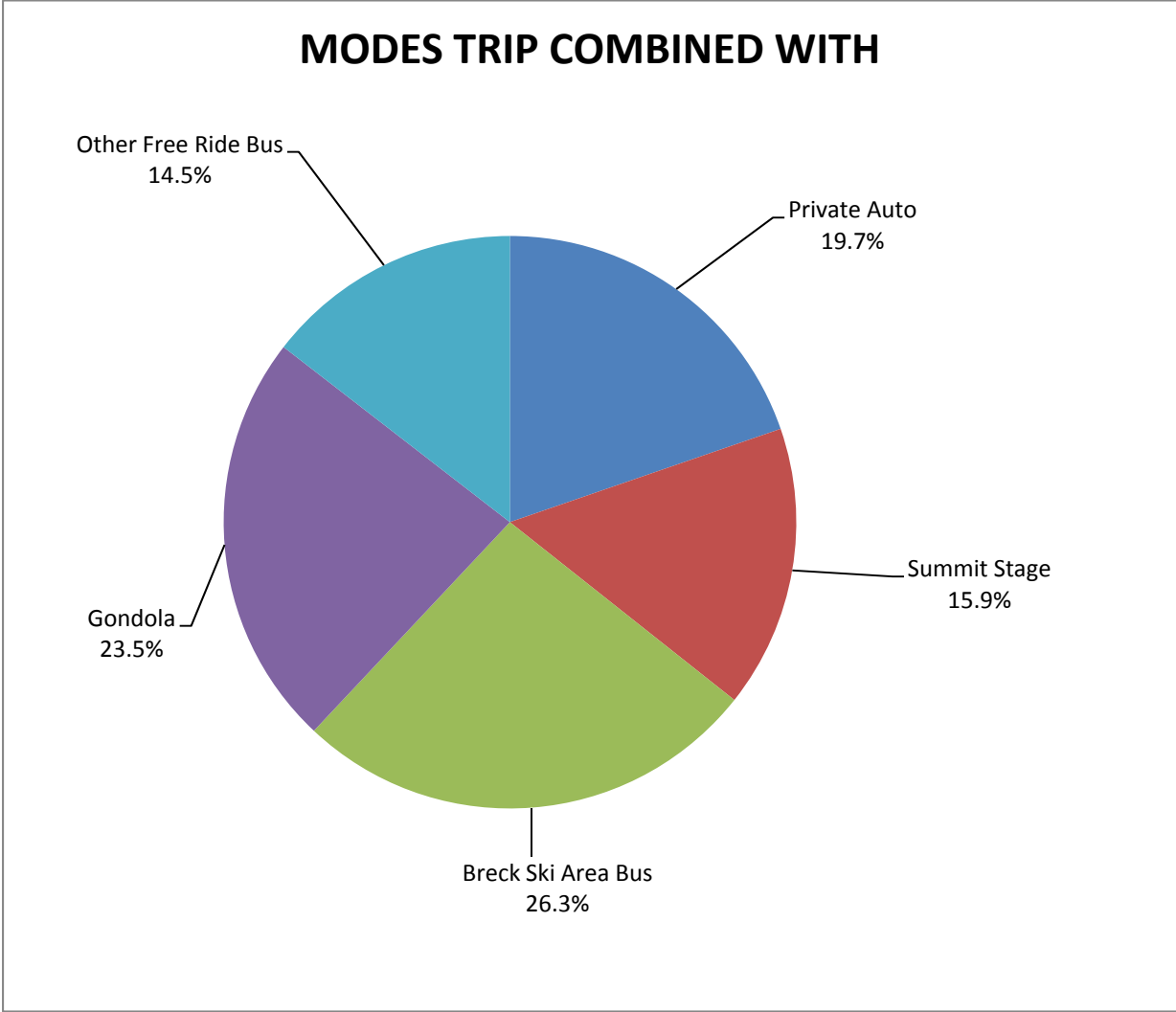
DATA SPECIFIC TO THE TRIP TAKEN ON SURVEY DAY



TRIP DESTINATION

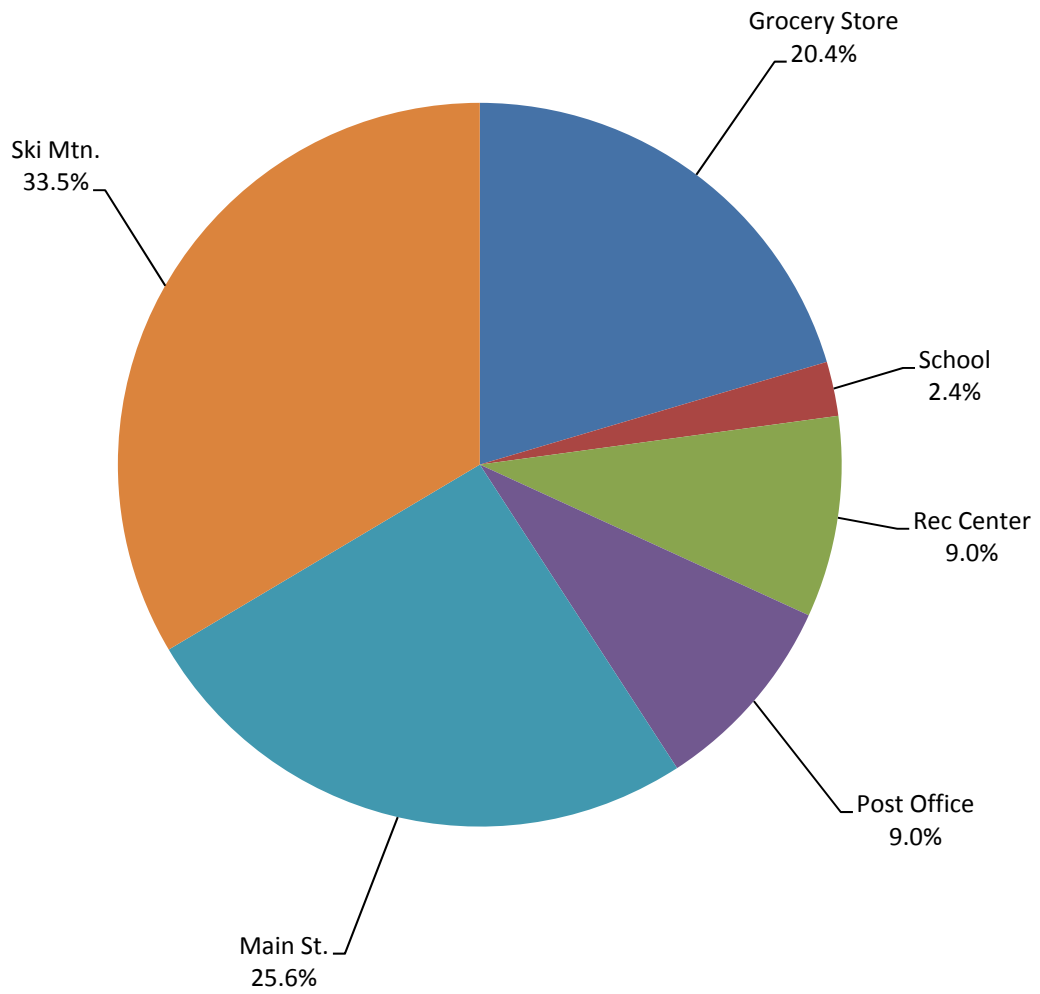


The respondents indicated that they also used this mode of transportation (in conjunction with the Free Ride bus they were on) to complete their total trip during the survey.

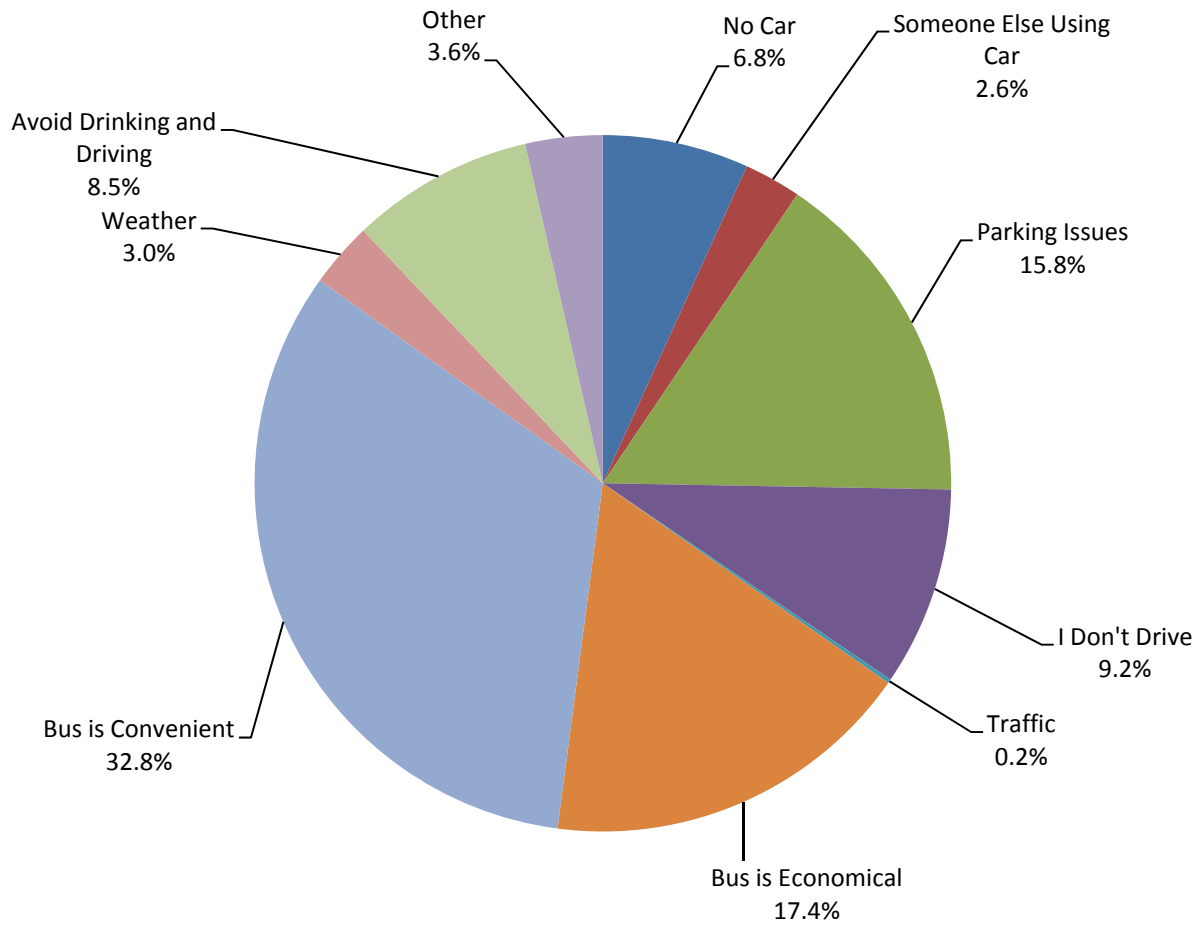


GENERAL TRIP CHARACTERISTIC DATA

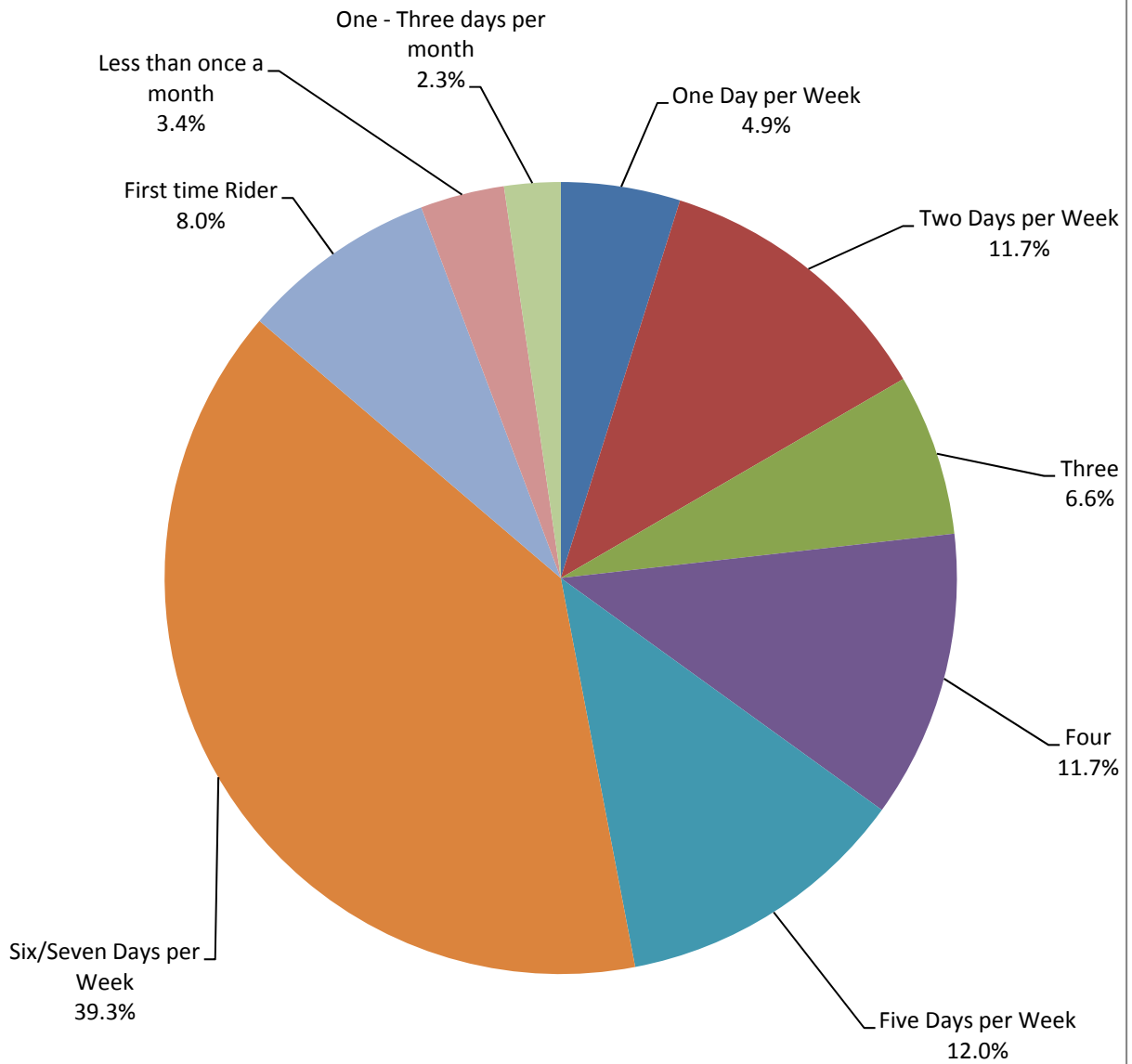
Frequent Destinations



Reasons for Using Public Transit



Ridership Frequency



This table shows the average number of days the respondent rides.

Vehicle Availability by Route						
Vehicle Availability	Station & Main St	Brown	Yellow/Black	Purple	Orange	Total
Yes	60.4%	68.7%	50.0%	61.4%	56.5%	59.9%
No	39.6%	31.3%	50.0%	38.6%	43.5%	40.1%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Licensed Driver by Route						
Licensed Driver	Station & Main St	Brown	Yellow/Black	Purple	Orange	Total
Yes	81.3%	96.0%	94.8%	84.3%	87.0%	87.0%
No	18.8%	4.0%	5.2%	15.7%	13.0%	13.0%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Occupation by Route						
Occupation	Station & Main St	Brown Route	Yellow/Black	Purple	Orange	Total
Home Maker	8.0%	2.0%	2.9%	3.1%	0.0%	3.2%
Service Worker	14.0%	19.6%	23.8%	21.9%	17.4%	20.5%
Laborer	2.0%	5.9%	14.3%	5.2%	0.0%	7.2%
College Student	12.0%	12.7%	14.3%	10.4%	8.7%	12.2%
Managerial / Professional	24.0%	18.6%	9.5%	9.4%	21.7%	14.6%
Secondary Student	0.0%	2.9%	2.9%	5.2%	0.0%	2.9%
Production	4.0%	0.0%	0.0%	7.3%	0.0%	2.4%
Tech / Admin	6.0%	8.8%	0.0%	3.1%	13.0%	4.8%
Retired	8.0%	8.8%	3.8%	2.1%	0.0%	5.1%
Unemployed	2.0%	0.0%	1.9%	5.2%	0.0%	2.1%
Sales	10.0%	5.9%	10.5%	6.3%	30.4%	9.3%
Other	10.0%	14.7%	16.2%	20.8%	8.7%	15.7%

Trip Destination Point by Route						
Trip Destination	Station & Main St	Brown	Yellow Black	Purple	Orange	Total
Home / Hotel	33.3%	30.3%	26.0%	39.8%	30.4%	31.8%
School / College	2.1%	1.0%	0.0%	0.0%	0.0%	0.6%
Restaurant / Bar	6.3%	2.0%	4.2%	1.2%	13.0%	3.7%
Work	33.3%	15.2%	24.0%	22.9%	4.3%	21.2%
Doctor	0.0%	0.0%	1.0%	0.0%	0.0%	0.3%
Skiing	14.6%	44.4%	22.9%	32.5%	17.4%	29.8%
Shopping / Errands	4.2%	4.0%	8.3%	1.2%	26.1%	6.0%
Visiting / Other Rec	6.3%	0.0%	6.3%	1.2%	4.3%	3.2%
Other	0.0%	3.0%	7.3%	1.2%	4.3%	3.4%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Modes of Transportation Used (as Part of the Trip) By Route						
Modes of Transportation	Station & Main St	Brown Route	Yellow/ Black	Purple	Orange	Total
Private Auto	19.5%	27.2%	15.3%	15.3%	21.1%	19.7%
Summit Stage	26.0%	11.7%	14.0%	16.8%	18.4%	15.9%
BSR	23.4%	30.2%	27.3%	22.9%	23.7%	26.3%
Gondola	16.9%	17.9%	26.0%	31.3%	23.7%	23.5%
Other Free Ride Bus	14.3%	13.0%	17.3%	13.7%	13.2%	14.5%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Frequent Trip Destinations by Route						
Trip Destination	Station & Main St	Brown Route	Yellow/ Black	Purple	Orange	Total
Grocery Store	20.5%	18.8%	23.2%	18.5%	24.1%	20.4%
School	2.4%	0.9%	2.3%	4.3%	1.9%	2.4%
Rec Center	9.6%	8.5%	10.9%	7.3%	9.3%	9.0%
Post Office	3.6%	9.0%	6.4%	13.8%	7.4%	9.0%
Main St.	26.5%	25.6%	25.9%	24.6%	27.8%	25.6%
Ski Mtn.	37.3%	37.2%	31.4%	31.5%	29.6%	33.5%

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.

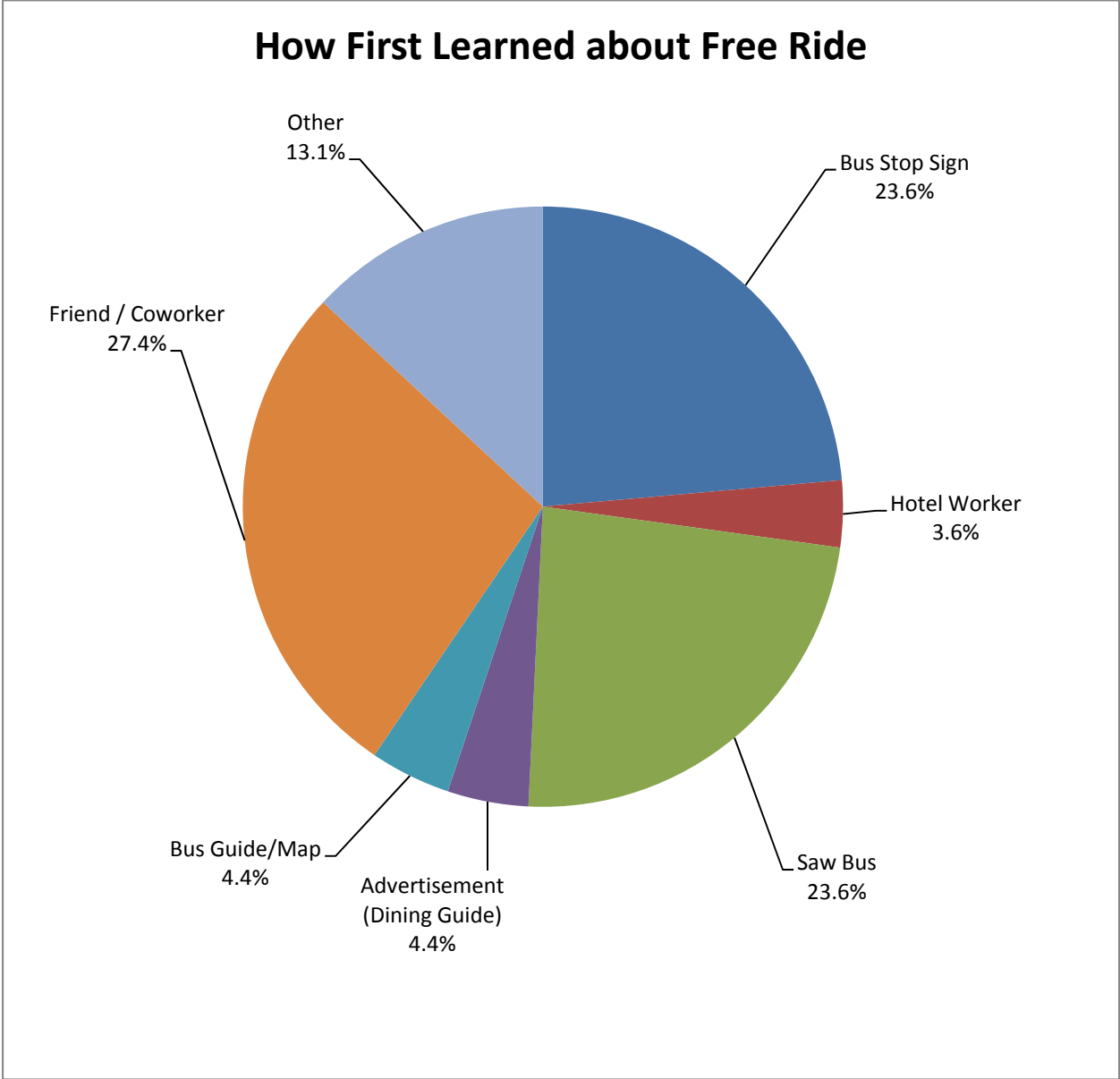
Almost all of the Spanish surveys that did not have a driver's license also listed themselves as earning less than \$15,000 per year.

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

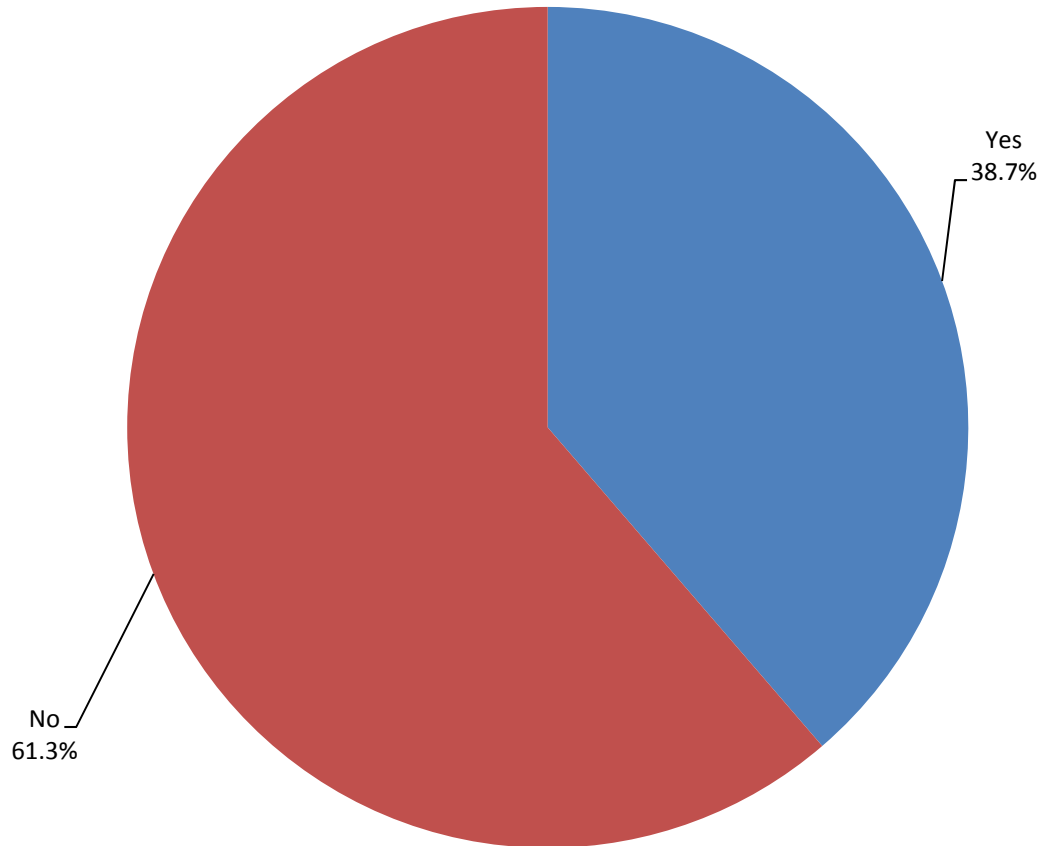
These characteristics of LEP trends have been consistent since our first bi-annual on-board survey in 2008 and have carried through on each subsequent survey.

MARKETING INFORMATION

In an effort to better understand marketing trends for our transit system, we captured data on how they first learned of the Free Ride Transit System, if they had they visited the Town website for transit information, and if they have subscribed to our new Twitter feed for up-to-the minute service alerts.

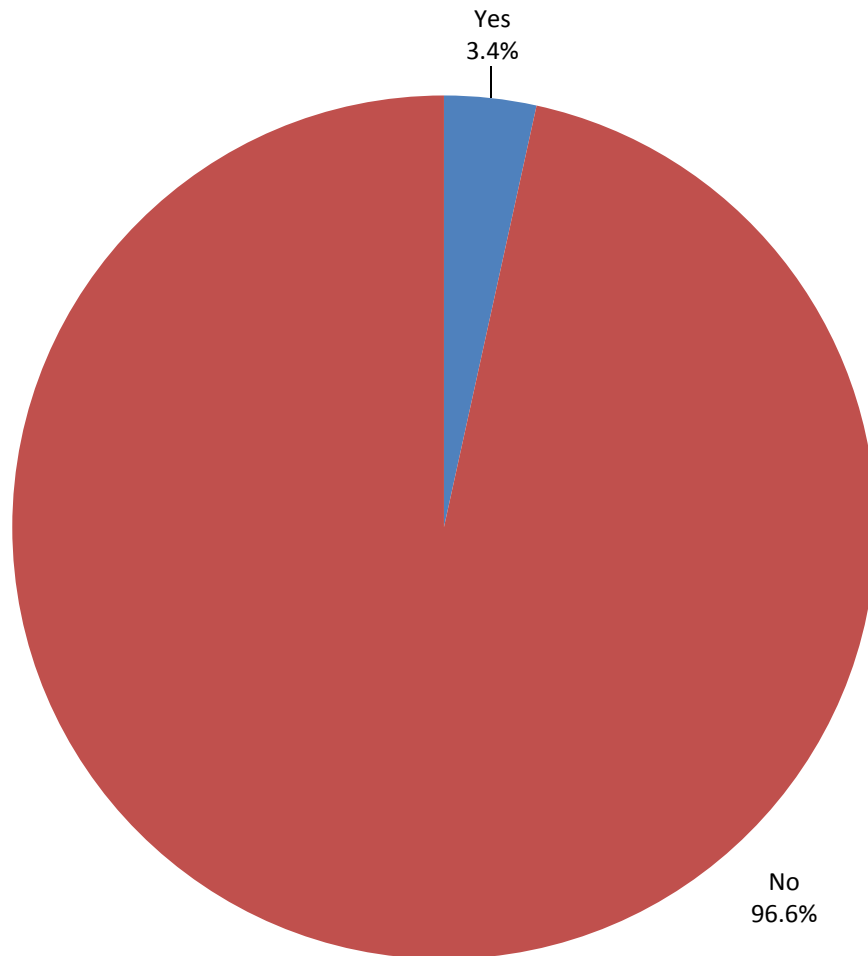


Transit Website Usage



Our next bi-annual on-board survey will break this question down into website usage versus the 'Where's My Bus?' information.

Subscribes to Twitter Service Alerts



The Twitter feed is relatively new, so we have some education and promotion to do about this feature. This will provide us a baseline to gauge the outreach efforts.

GUEST SATISFACTION

For the first time, we asked people to rate their service satisfaction on a scale of one to ten, with ten being the most satisfied.

Only (6) six survey respondents (or 1.7%) ranked our service with something less than a 7 for a satisfaction score. And as you can see from the table below, 43% of our survey respondents gave the Breckenridge Free Ride a score of 10 for their overall satisfaction score. That is unbelievable and very humbling.

Satisfaction Scale	Total
1	0.0%
2	0.0%
3	0.6%
4	0.0%
5	1.1%
6	0.0%
7	7.4%
8	23.5%
9	24.4%
10	43.0%
	100.0%



Standard Industry Guidelines

Performance Metric for "Good Transit Service" is a customer satisfaction score of "7"

Any Place You Cannot Get To On Bus?

For the first time, we specifically asked if there were destinations that people desired but were unable to get to on our current routing configuration. Survey respondents were asked to list the destination on the reverse side of the survey.

For the most part, an overwhelming majority responded that the current routing configuration serves their needs.

Is there any place you cannot get to on the bus?

Yes	20.9%
No	79.1%
	100.0%

The vast majority of the comments belong to the Summit Stage:

Nine survey respondents indicated that they desire bus service to Blue River.

One respondent wants a stop at Keystone Lodge prior to the Swan Mountain Flyer returning to Breckenridge and wants later hours on the Swan Mountain Flyer.

One respondent wants service to the Peak 7 Neighborhood (American Way/Barton Road)

The following comments are applicable to the Free Ride:

One respondent indicated that they desired service to Harris Street. This will actually be put in place this winter with the opening of the Breckenridge Grand Vacation Community Center building.

One respondent indicated "my house after 11:15 pm" as a destination not served. Nine other respondents also indicated a desire for later evening service.

GENERAL COMMENTS RECEIVED ON THE SURVEY FORMS

Summary of Themes

Out of 400 completed useable surveys, there were 61 respondents that provided written comments on the reverse side of the survey. That is 15.25% of the respondents that chose to provide comments.

Some of the written comments provided more than one theme, so staff has compiled the table below showing all of the themes of comments and how many times that theme was listed. Because some respondents had multiple themes, the total number of responses will not equal 61.

Comment Theme	# of Responses	% of written comments
Compliment	19	26.39%
Summit Stage comment	11	15.28%
Desire for late night service	10	13.89%
Keep service Free	4	5.56%
Timing suggestion	4	5.56%
30-minute Summer Service/summer service	4	5.56%
Like 15-minute winter service	3	4.17%
Add more Peak Service (winter)	3	4.17%
More detailed response to survey question	2	2.78%
Buses running ahead of schedule	2	2.78%
Go to Harris Street	1	1.39%
Music	1	1.39%
Transfer - don't like	1	1.39%
Still want printed schedules	1	1.39%
Dust at bus stops	1	1.39%
Orange Route to Ski & Racquet	1	1.39%
Red Route not on 'Where's My Bus?'	1	1.38%
Ice on sidewalks	1	1.38%
Green Route confusing	1	1.38%
Like new website & apps	1	1.38%
	72	100.00%

Breckenridge Station & Main Street

(In response to Q18 – Any place you can't get to on bus?) Harris St. - You all used to go there.

Excellent service, Keep it Free!

Keep buses FREE

Drivers are very helpful to tourists, accommodating to riders, very pleased with the service.

Excellent Service!

Run the Swan Mtn Flyer longer & stop by Keystone Lodge on the way back to Breck.

Orange Route

Helpful drivers – great service

Love it!!

Purple Route

I believe the stop times on the purple bus (I use the most) are unreasonable. By no fault of the bus driver they are chronically 3 or more minutes late, even on the first run of the day. Why change the time if there is just no way the bus can get there? (I am speaking of the 21-19 min range at the French Creek stop.

Make "Free Ride" more connectable to "Summit Stage" Cheers!!

(In response to Q18 – Any place you can't get to on bus?) My house after 11:15 p.m.

Go to Blue River!

Great job this year. Thanks for the p.m. extra time on New Year holiday.

Run the bus past bar close. Stop drinking and driving and not having to walk long distance in the cold.

THIS IS A FANTASTIC SERVICE & GREATLY APPRECIATED!!!

The bus is still on the 52 min on my stop not 50 (Vista Point).

(In response to Q7 – What is the most important reason you ride the bus?) It is often the most logical way to commute for many of the reasons above and more.

Running the bus later like Summit Stage would be good

Music

Everything is perfect!! Thanks!!

Drivers are great!!

This is a great service for visitors.

The best I have experienced

Please let purple route run every half hour all year round! Thank you!

Free bus is a great service...keep it up! Buses need to run until 1 p.m. during busy season and limited after that.

(In response to Q18 – Any place you can't get to on bus) Wish there was a direct route to library, no transfers. **Manager's Note: With the library relocation to Harris Street, a transfer from the Purple Route is no longer going to be necessary.**

Brown Route

(In response to Q18 – Any place you can't get to on bus?) Blue River

(In response to Q16 – have you viewed the online transit info?) Yes, but still want printed schedules

(In response to Q18 – Any place you can't get to on bus?) Blue River

It would be great to have a quick route bus that went only to and from the transit stations. The long ride to and from Silvy/Frisco & Breck is a huge deterrent from riding the bus. It would also be great to have a route that goes out to Blue River. Thanks for keeping public transportation free. The bus system rocks!!

The bus kicks up a lot of dust when arriving at some stops. It got in my eyes. Maybe you could use a street sweeper to remove some of the dust near each bus stop.

We ride from Mill Run on the Brown Bus usually. We really appreciate the Brown Bus running every 15 minutes all day – Thank you!!! Drivers are always so very polite and helpful.

Hope Brown route has some summer service, too.

Lisa is an amazing Bus Driver!!

Essentially all drivers are pleasant and will wait a minute or two if they see you running for the bus. Also it's great to have a bus every 15 minutes

During peak weekend/holiday times, the Brown route should skip/bypass the ice rink. Those extra few minutes make it miss the Breck to Frisco transfer of :15 and :45.

Lisa is the best, nicest, coolest bus driver there is! It's no fun catching the bus unless she is driving it.

The bus service is excellent! Thank you. We use it every time we come to Breck!

Blue River Please

All the drivers are on time and great and helpful

Orange route to Ski & Racquet would be nice

Happy with 15 min service on brown route this winter. Hope for Brown service this summer.

Please keep Brown Bus running every ½ hour, ie. winter schedule all year. Should have convenient service in the summer if you want people to use the bus.

Yellow Route

Buses should run later (at least on weekends). Have buses run more frequently during peak hours – mainly 8-10 and 3-5.

Bussing system into Blue River!

A bus to Blue River would be awesome. Other than that the bus system is baller. **Manager's Note: I had to research what "baller" means. The translation is very "cool". According to the Internet, this word is pronounced with a silent "r" on the end of it and the "e" sounds more like a small "a" – "ball-ah".**

If buses are early, please wait until time to leave to leave bus stop. I've missed the bus many times because they leave early especially on the Black and Green Route. Go up Peak 7 and come back down to Airport Road because that neighborhood really needs service.

Red Route stop times and stop locations are not listed in the iphone app.

Route to Blue River

To the Town of Breckenridge: Please try to keep access paths/sidewalks clear of ice. As I walk everywhere the ice (especially this year) is very dangerous! I have been in Breck for 14 years so I feel that I know the area very well.

I love Breck Free Ride. It is very convenient. Thanx. Keep up the great work.

Later Yellow Route bus would be great! I can go to Frisco at 1:30 a.m. but can't get to Airport Rd in Breck after 11:15.

Having 2 green routes is very confusing to visitors. Why does the Green not go to the Station and just be one large loop instead of two different directional routes?

Have the buses run later on weekends, if even for an hour

Blue River needs a bus.

Like the new website and apps 😊

If bus is early at a stop, wait until scheduled bus stop time. Black and Blue go early a lot.

Suggestions: Plan better for busy periods so we aren't late to work when the bus is up to 30 mins late. Run a few late night buses. Most nights out don't finish at 11:20 – particularly to employee housing knowing those people would use it and it would help prevent drunk driving for those that are out late (I've seen it happen too often.)

Have the bus run a little later.

Run later than 11:30.

Employee housing shuttles should run later than they do. Not just on holidays.