

Intercity Transit: *Title VI Passenger Survey*

Facilitated by Matt Kenney, Senior Planner

Wednesday, May 15, 2024

Project Team Introduction

- Intercity Transit partnered with The Center for Economic and Business Research (CEBR) at Western Washington University (WWU).
- Director of CEBR, James McCafferty and team conducted data analysis and reported on the findings.



- Temporary workers were hired in Olympia through Express Employment Professionals to implement the on-board survey
- IT Deputy Director, Michael Maverick

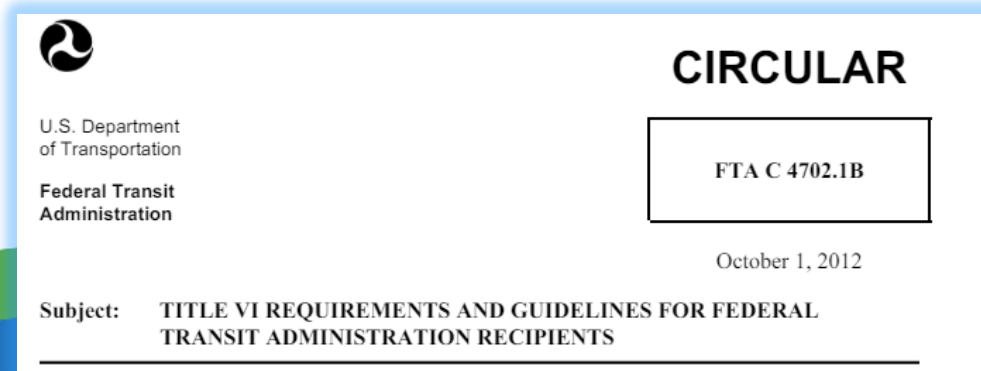
Title VI

Statement of Policy

No person shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any Intercity Transit program or activity, as provided by Title VI of the Civil Rights Act of 1964 and as amended, and the Civil Rights Restoration Act of 1987 (P.L. 100.259).

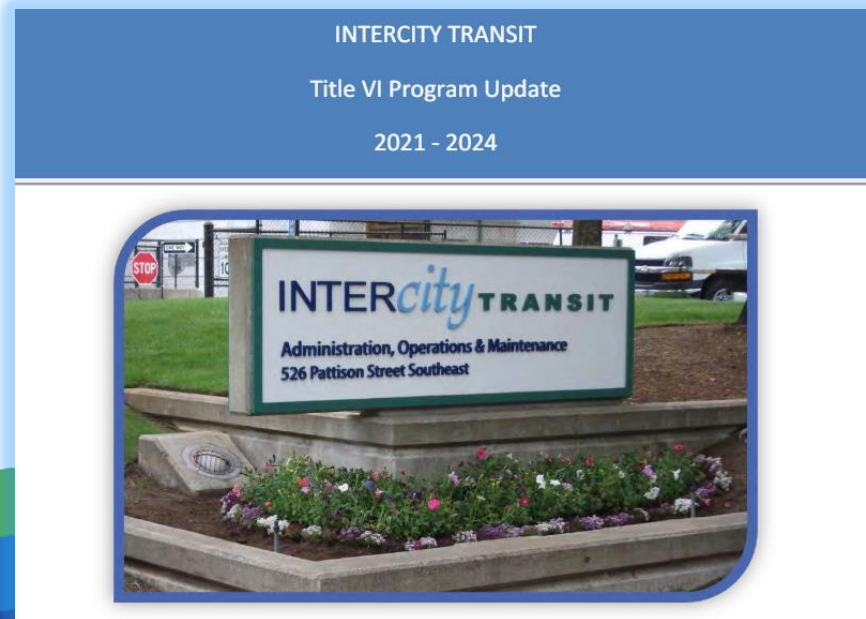
Federal Requirements

- FTA circular C4702.1B, Title VI Requirements and Guidelines for Federal Transit Administration Recipients, provides guidance that IT must follow.
- Transit providers with 50 or more vehicles in fixed route service that are located in large UZAs must conduct an onboard passenger survey approximately once every three years.
- IT is now designated a “large urban” transit agency as of October 2023.



Federal Requirements

- IT is required to prepare and submit a Title VI program update once every three years.
- IT's Title VI plan is required to be updated later in 2024.
- Survey findings will be incorporated and used to guide the plan update.



Project Summary


- Collect feedback and information about passenger demographics and travel patterns as required by the FTA circular.
- Goal was the collection of a minimum of 500 responses through in-person intercept surveys throughout the week on routes and at transit centers.
 - Online survey method was avoided because of the potential of outside interference; the goal was to talk to people riding the bus
- Two pop up table events were held at OTC and LTC to engage with the public.
- CEBR then conducted data analysis and reported on the findings.

Project Summary



- Field staff were recruited and trained by CEBR to collect responses from passengers on bus routes and at transit centers using paper surveys.
- Paper surveys were made available in English, Spanish, German, Korean and Vietnamese.
- Survey responses were collected from 6am on Monday November 13th through 7pm on Sunday November 19th, 2023
- Survey incentive of \$5 coffee gift card was offered while supplies lasted

Survey Instrument

Class Climate	English	SCANTRON.
Western Washington University	Intercity Transit	
CEBR	IT-Form	

Mark as shown: Please use a ball-point pen or a thin felt tip. This form will be processed automatically.
Correction: Please follow the examples shown on the left hand side to help optimize the reading results.

1. Route Information

1.1 What route are you on now and which routes do you generally ride?

1.2 Time and Date (HH:MM AM/PM - MM/DD/YYYY)

1.3 What is the route direction (outbound/inbound): Inbound Outbound

2. Ethnicity, Income and Language

Title VI Survey
As part of Intercity Transit's Title VI Nondiscrimination Program requirements, we are requesting riders to complete a short demographic questionnaire. The information collected will be used to update our next Title VI Program update in 2024. You will not be contacted by Intercity Transit about this survey. The questionnaire is voluntary. You are not required to disclose information. Thank you for riding!!!

2.1 General Ethnic Identification (check as many as apply):
 African American American Indian/Alaskan Native Asian
 Caucasian Hispanic or Latina/Latino Native Hawaiian/Pacific Islander
 Other

2.2 Gender (select all that apply):
 Man Woman Transgender
 Non-binary/non-conforming Prefer not to respond

2.3 How many people are in your household (including yourself)?
 One Two Three
 Four Five Six or More

2.4 What is your household income per year before taxes?
 Less than \$16,000 \$16,000 to \$24,999 \$25,000 to \$34,999
 \$35,000 to \$44,999 \$45,000 to \$54,999 \$55,000 to \$64,999
 \$65,000 to \$74,999 \$75,000 to \$84,999 \$85,000 to \$94,999
 \$95,000 to \$104,999 \$105,000 or more

2.5 How well would you describe your ability to speak English?
 Very Well Well Not Well
 Not at all

2.6 What Primary Language do you speak at home?
 English Spanish Korean
 Russian German Vietnamese
 Chinese Other

3. Tell Us About Your Intercity Transit Trip

3.1 Where did you come from to board this specific bus?
 Home Work School
 Errands (shopping, medical appointment, etc.) Visiting family/friends Attending a special event
 Other



Survey Instrument

- One page survey, front and back
- Easier for CEBR to analyze the results as most questions were fill in the box

Class Climate	English	SCANTRON
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3. Tell Us About Your Intercity Transit Trip [Continue]

3.2 How did you get to the bus stop to board this bus?

<input type="checkbox"/> Walked	<input type="checkbox"/> Biked	<input type="checkbox"/> Carpooled & parked
<input type="checkbox"/> I was dropped off	<input type="checkbox"/> Transferred from IT Route	<input type="checkbox"/> Drove to an area Park & Ride
<input type="checkbox"/> Transferred from a non-IT Route	<input type="checkbox"/> Other	

3.3 How many minutes did it take you to get to the bus stop?

3.4 Where are you going now?

<input type="checkbox"/> Home	<input type="checkbox"/> Work	<input type="checkbox"/> School
<input type="checkbox"/> Errands (shopping, appointment, etc.)	<input type="checkbox"/> Visiting family/friends	<input type="checkbox"/> Attending a special event
<input type="checkbox"/> Other		

3.5 How will you get to your final destination?

<input type="checkbox"/> I will walk	<input type="checkbox"/> I will bike	<input type="checkbox"/> I will transfer to another route
<input type="checkbox"/> Uber/Lyft	<input type="checkbox"/> I will get a ride from someone	<input type="checkbox"/> Other

3.6 How long will your trip take from start to finish including all parts of the trip (walking, biking, etc.)

<input type="checkbox"/> Less than 15 minutes	<input type="checkbox"/> 15 to 30 minutes	<input type="checkbox"/> 30 minutes to 60 minutes (1 hour)
<input type="checkbox"/> 1 hour to 2 hours	<input type="checkbox"/> More than 2 hours	

4. General Questions

4.1 In a typical month, how often do you use an Intercity Transit bus?

<input type="checkbox"/> 6-7 days per week	<input type="checkbox"/> 4-5 days per week	<input type="checkbox"/> 1-3 days per week
<input type="checkbox"/> less than 10 days per month	<input type="checkbox"/> I rarely ride	

4.2 How long have you been riding Intercity Transit?

<input type="checkbox"/> Less than 6 months	<input type="checkbox"/> 6-12 months	<input type="checkbox"/> 1-2 years
<input type="checkbox"/> 3-5 years	<input type="checkbox"/> 6-10 years	<input type="checkbox"/> More than 10 years

4.3 What is the best way to get you information about Intercity Transit?

<input type="checkbox"/> Intercity Transit Website	<input type="checkbox"/> Rider Alerts (email/text/posted on bus stops)	<input type="checkbox"/> GovDelivery subscription
<input type="checkbox"/> Customer service (360) 786-1881	<input type="checkbox"/> Friends/others on bus	<input type="checkbox"/> Olympia Transit Center (OTC) in person Customer Service
<input type="checkbox"/> Signs posted inside buses and/or announcements	<input type="checkbox"/> Bus Drivers	<input type="checkbox"/> Social Media (Facebook, Instagram, etc.)
<input type="checkbox"/> Other		

4.4 Do you use a smartphone? Yes No


4.5 What best describes your current work status?

<input type="checkbox"/> Work from home	<input type="checkbox"/> Work outside the home (employed full or part-time, self-employed)	<input type="checkbox"/> Student (full or part time)
<input type="checkbox"/> Unemployed or not working	<input type="checkbox"/> Retired or semi-retired	<input type="checkbox"/> Unable to work (for example, due to disability or caregiver role)
<input type="checkbox"/> Not working for pay (volunteer work) or not looking for employment	<input type="checkbox"/> Other	

4.6 Do you have any disabilities that impact how you use the bus? Yes No

Thank you for your participation!
If information is needed in another language, contact (360) 786-8585.
For more information on Title VI, visit Intercity Transit's website at:
<https://www.intercitytransit.com/business/civil-rights-title-vi> or visit the Federal Transit Administration's website at: <https://www.transit.dot.gov/regulations-and-guidance/fta-circulars/title-vi-requirements-and-guidelines-federal-transit>

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Key Findings

- The most common Intercity Transit bus rider identifies as Caucasian and is an English speaker.
- 8.4% of respondents identify as American Indian/Alaskan Native
- A large majority of riders state that their household income falls below \$16,000 per year.
 - This is considered “Extremely Low-Income” as defined by the Housing Authority of Thurston County



Key Findings

- The most common way to get to and from the bus stop is walking
- 85.7% of survey respondents use a smartphone.
- Spanish was the only other translated survey instrument used by CEBR surveyors (5 total respondents).



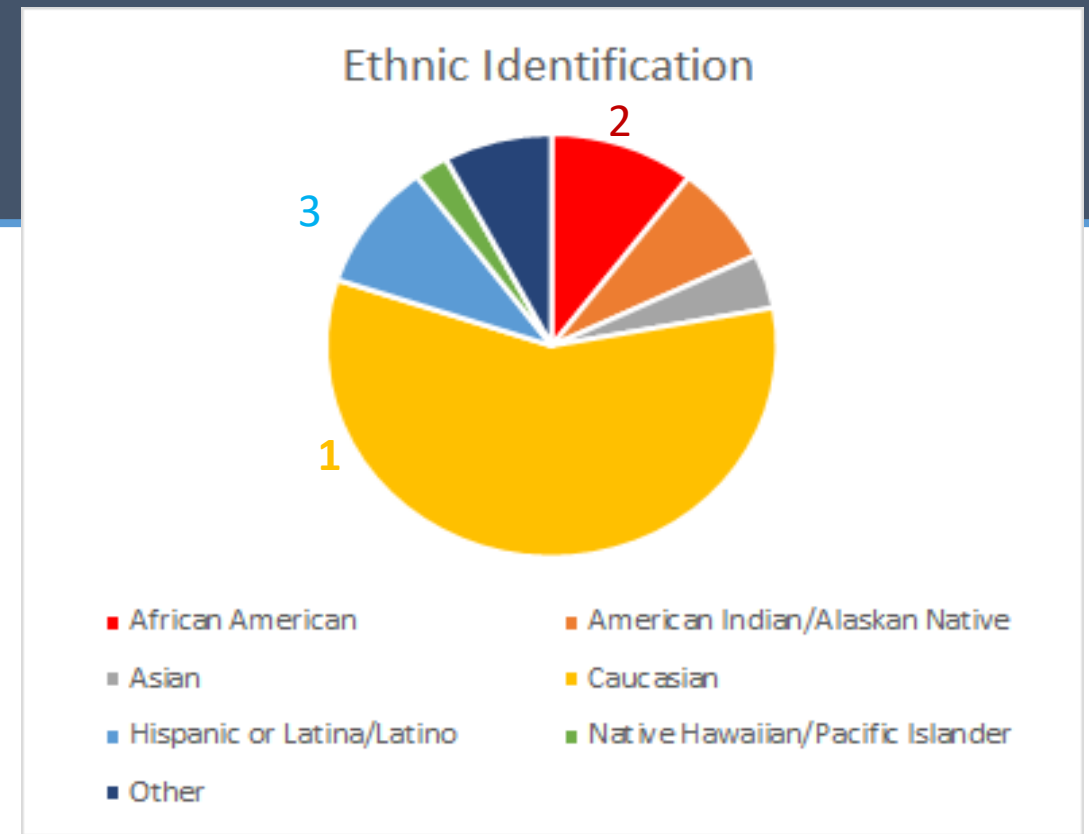
Key Findings

- When survey respondents were asked where they came from and where they were going many respondents stated that they were coming from or going home.
- 46.9% of respondents expect their bus trip to take under 30 minutes.
- Over half of the surveyed riders report using bus services almost daily.
- The Intercity Transit Website (48.2% of English survey respondents) was the most frequent response to the question “What is the best way to get you information about Intercity Transit?”

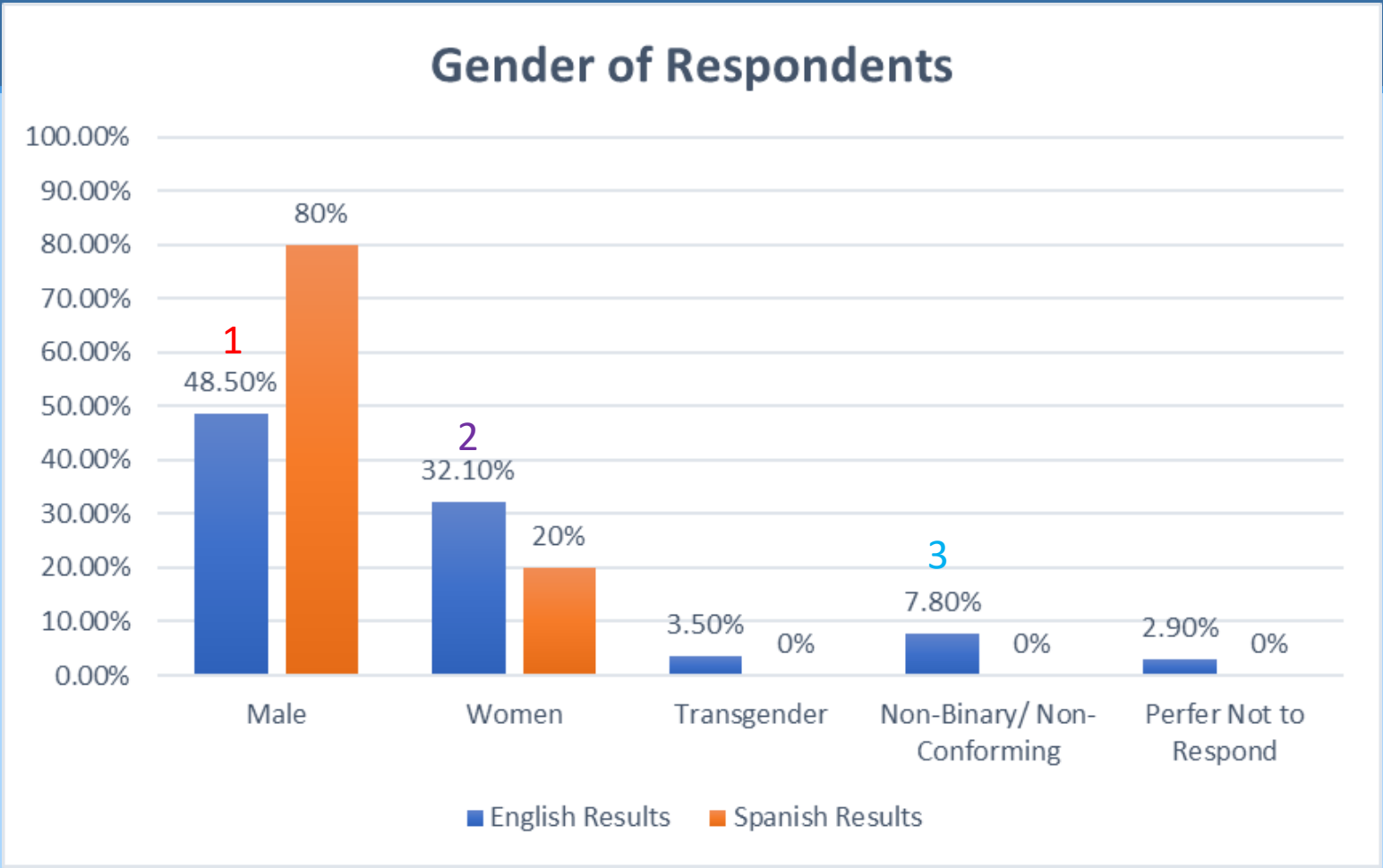


Ethnicity

Race/ Ethnic Identity	English Results	Spanish Results
African American	11.50% ²	0%
American Indian/Alaskan Native	8.40%	0%
Asian	4.60%	0%
Caucasian	64.10% ¹	0%
Hispanic or Latina/Latino	10.80% ³	100%
Native Hawaiian/Pacific Islander	2.70%	0%
Other	8.60%	0%
Total Responses	553	5

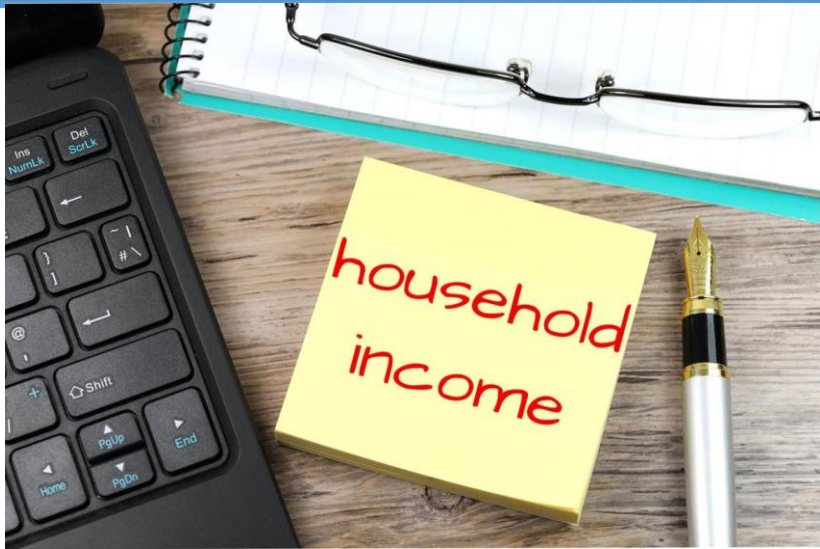


Gender



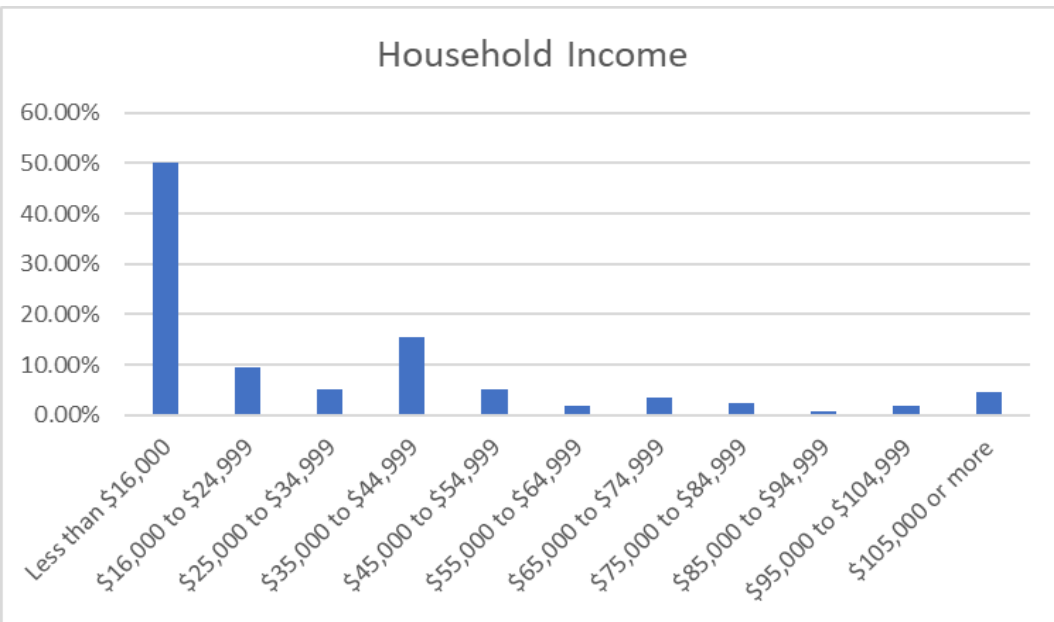
553 responses

Household Income

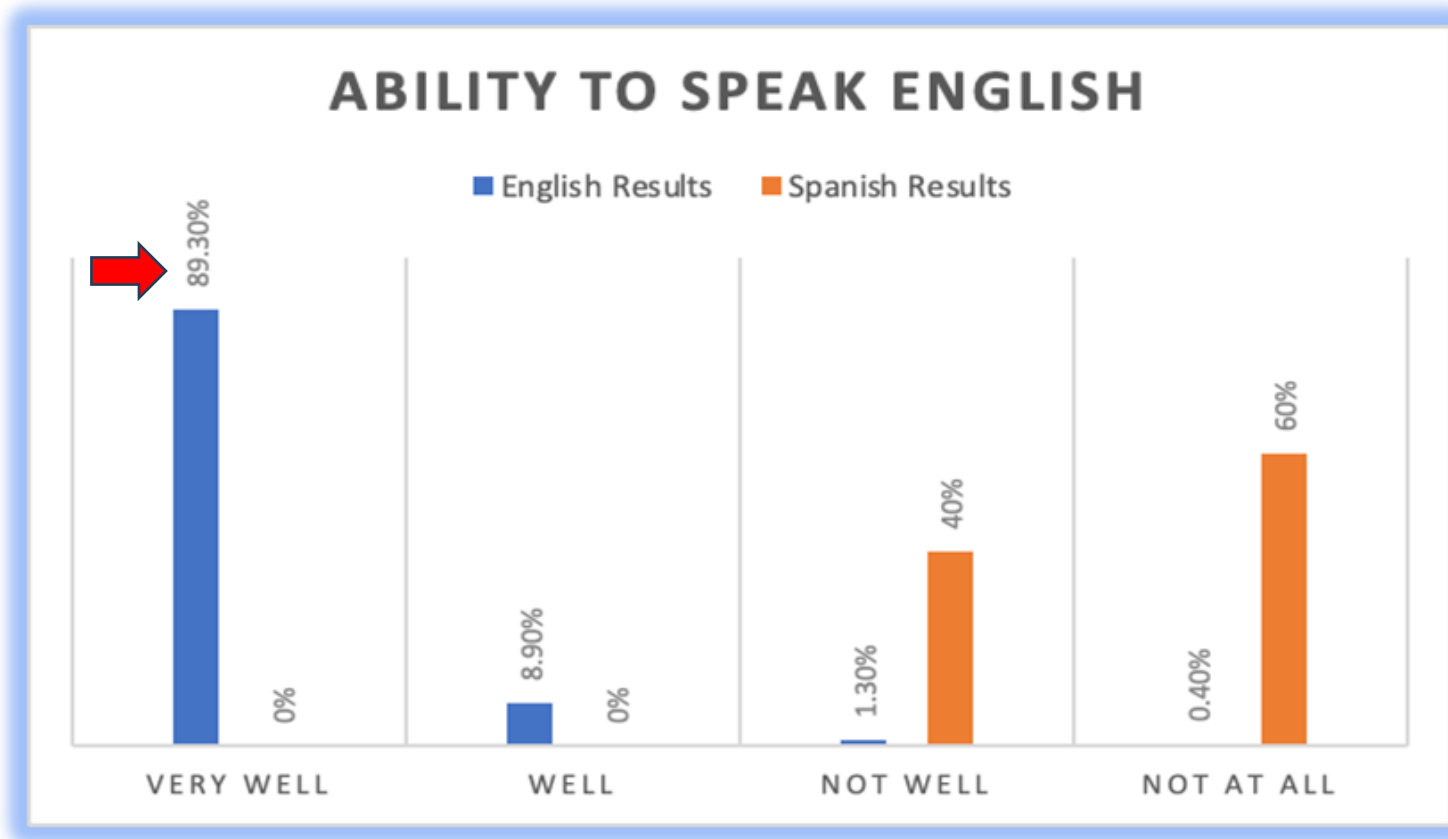


Household Income	English Results	Spanish Results
Less than \$16,000	50.10% 1	75%
\$16,000 to \$24,999	9.40% 3	0%
\$25,000 to \$34,999	5.20%	0%
\$35,000 to \$44,999	15.40% 2	25%
\$45,000 to \$54,999	5.20%	0%
\$55,000 to \$64,999	1.90%	0%
\$65,000 to \$74,999	3.50%	0%
\$75,000 to \$84,999	2.30%	0%
\$85,000 to \$94,999	0.60%	0%
\$95,000 to \$104,999	1.90%	0%
\$105,000 or more	4.40%	0%
Total Responses	479	4

59.5% earn under \$25,000




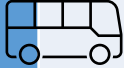

Ability to Speak English



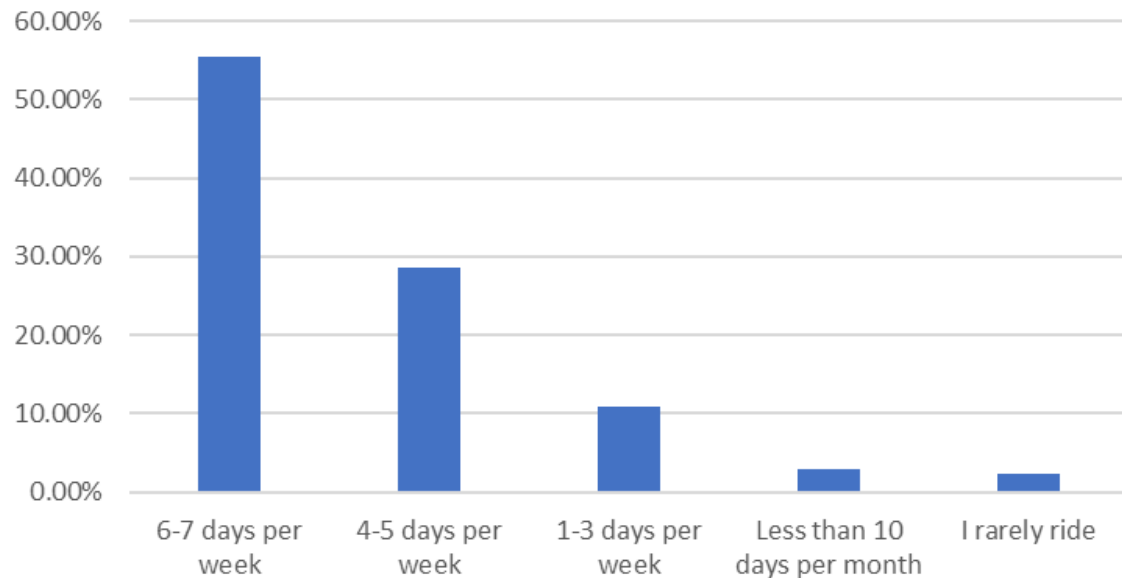
452 responses

Transit Usage



Intercity Transit Bus Usage (per month)	English Results	Spanish Results
6-7 days per week 	55.40%	50%
4-5 days per week 	28.50%	25%
1-3 days per week	10.90%	25%
Less than 10 days per month	2.90%	0%
I rarely ride	2.30%	0%
Total Responses	 487	4

Transit Usage



83.9% used the bus 4 to 7 days a week

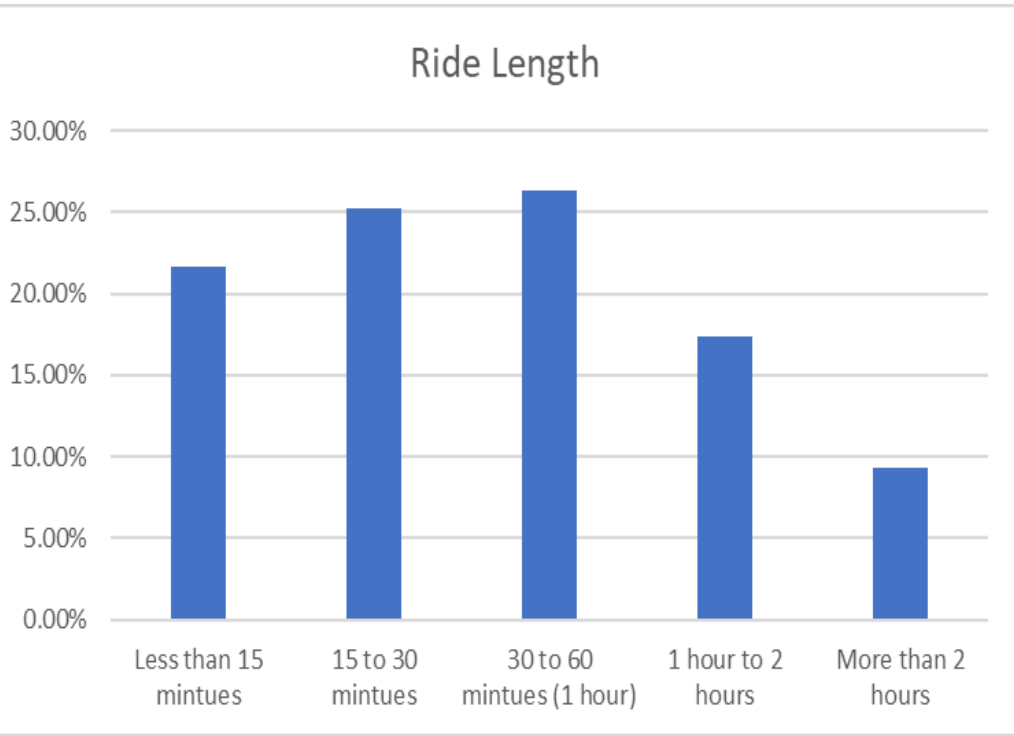
Ride Length



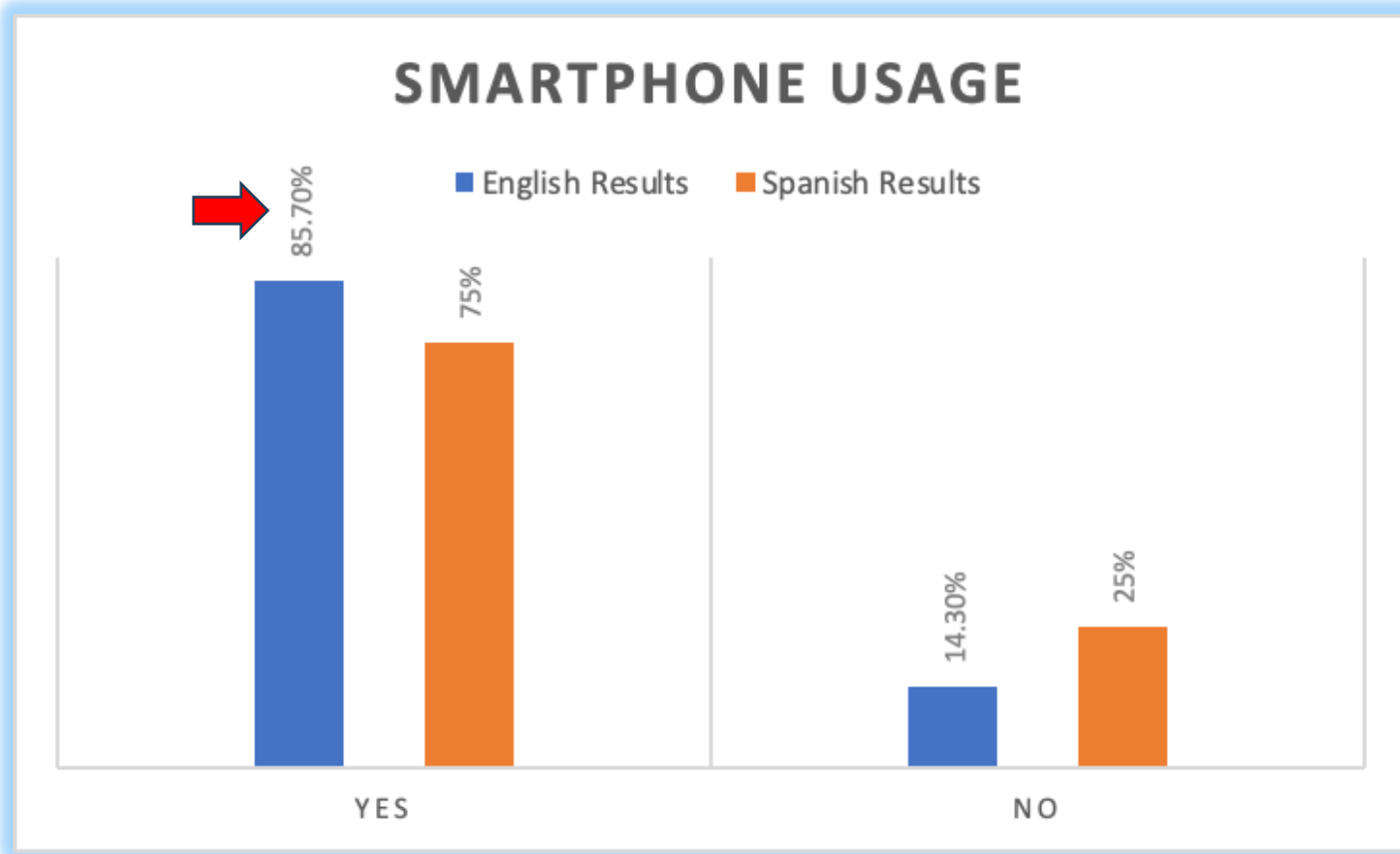
Length of Time Until Final Destination	English Results	Spanish Results
Less than 15 minutes	21.70% 3	0%
15 to 30 minutes	25.20% 2	40%
30 to 60 minutes (1 hour)	26.30% 1	60%
1 hour to 2 hours	17.40%	0%
More than 2 hours	9.30%	0%
Total Responses	460	5

46.90% 30 minutes and less

Ride Length




Smartphone Ownership




430 responses

How did riders get to the bus stop?


Travel to Bus Stop	English Results	Spanish Results
Walked	80.20% 1	80%
Biked	2.70%	0%
Carpooled & Parked	0.20%	0%
I was dropped off	3.10% 3	20%
Transferred from IT Route	10.20% 2	0%
Drove to an area Park & Ride	0.80%	0%
Transferred from a non-IT Route	1.50%	0%
Other	1.20%	0%
Total Responses	 481	5



Where were riders going?

Where are you going now?	English Results	Spanish Results
Home	37.90% 1	40%
Work	14.00% 3	0%
School	5.40%	0%
Errands (Shopping, appointment, etc.)	28.20% 2	60%
Visiting family/friends	6.50%	0%
Attending a special event	1.30%	0%
Other	6.70%	0%
Total Responses	 478	5

How did riders get to final destinations?

How will you get to your final destination?	English Results	Spanish Results
I will walk	67.70% 1	60%
I will bike	3.20% 3	0%
I will transfer to another route	23.90% 2	40%
Uber/Lyft	0.60%	0%
I will get a ride from someone	2.10%	0%
Other	2.40%	0%
Total Responses	 468	5



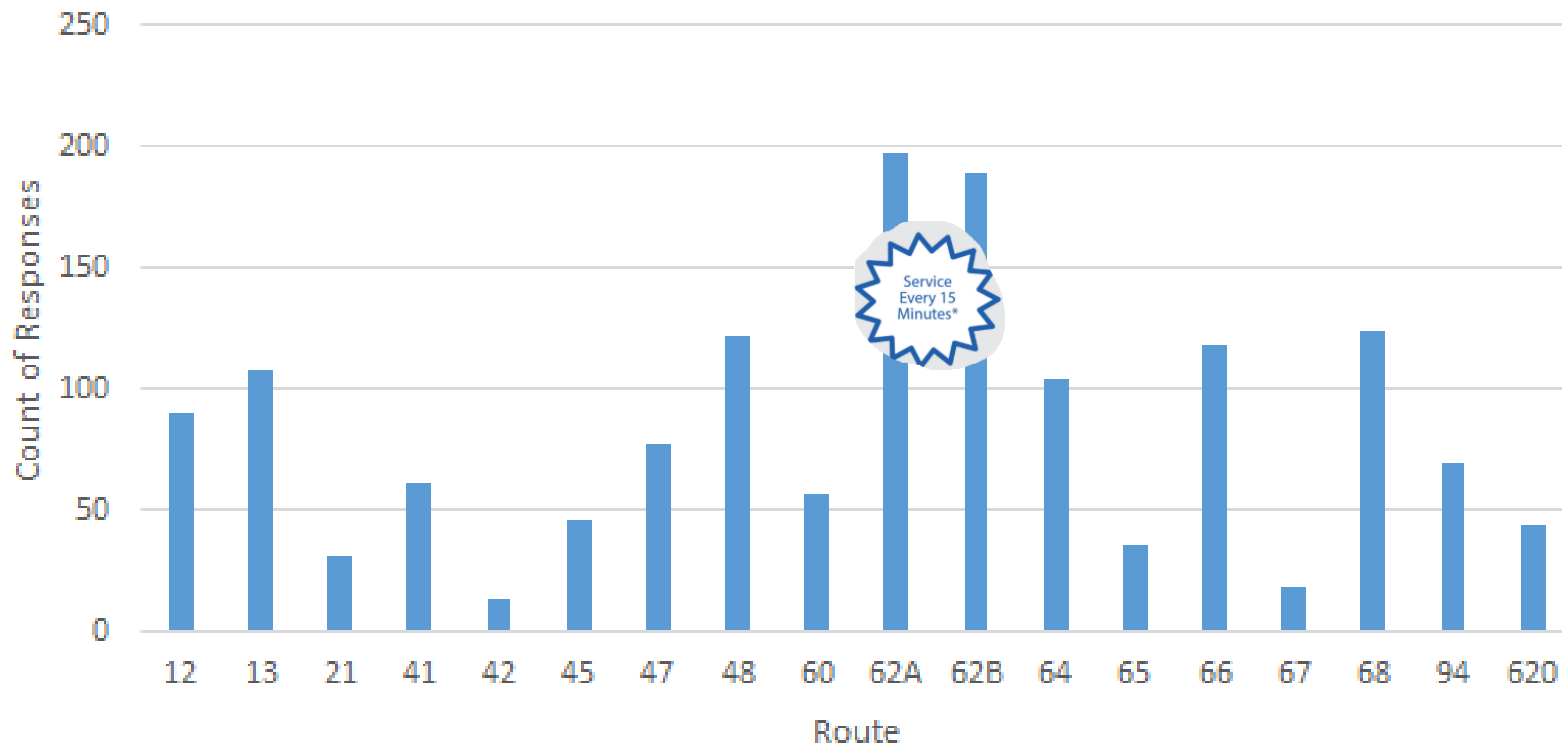
Current work status



Current Work Status	English Results	Spanish Results
Work from home	6.30%	0%
Work outside the home	34.50% 1	50%
Student (full or part time)	10.40%	0%
Unemployed or not working	21.40% 2	50%
Retired or semi-retired	8.80%	0%
Unable to work	12.60% 3	0%
Not working for pay or not looking for employment	2.70%	0%
Other	3.40%	0%
Total Responses	444	4

Most used routes

What Routes Do Respondents Ride?



Cross-Tab Analysis

- CEBR performed a cross-tab analysis on the basis of race/ethnicity and gender identity. This kind of analysis, which compares the results for one or more variables with the results of another variable, enabled them to compare responses among demographic groups and identify areas that might disproportionately affect one group over another.

Q: How did you get to the bus stop to board this bus?

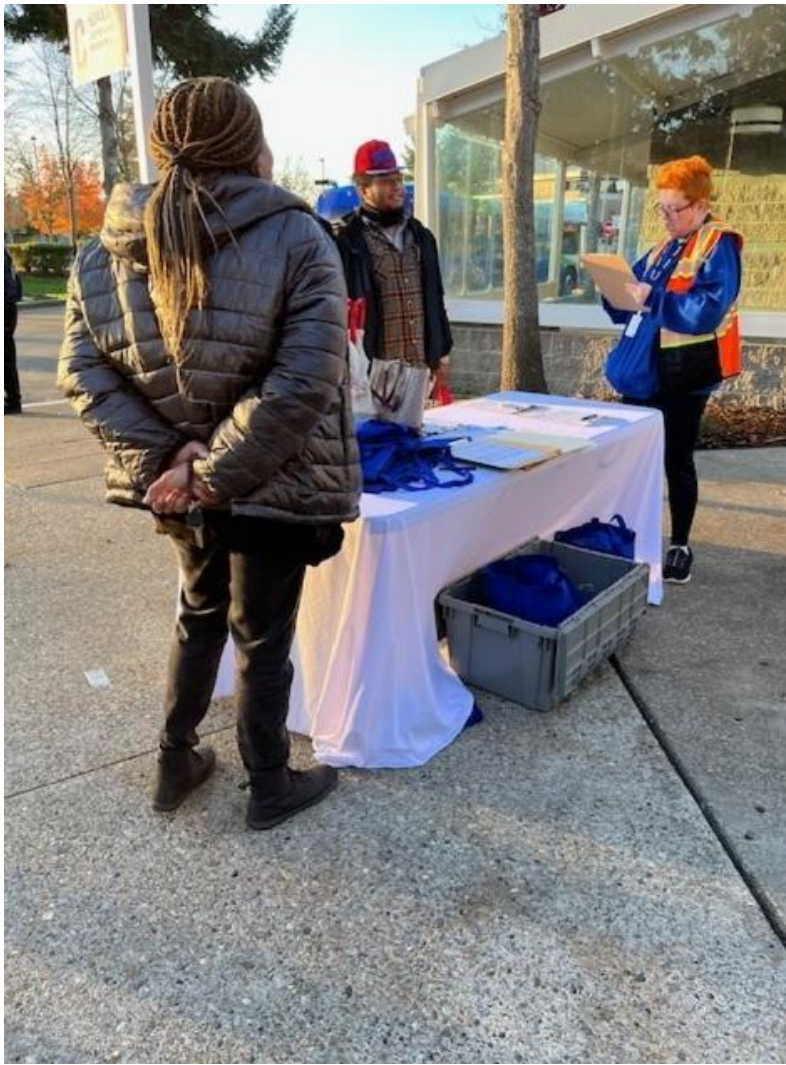
	All Respondents	African American	American Indian/ Alaskan Native	Asian	Caucasian	Hispanic or Latina/Latino	Native Hawaiian/ Pacific Islander	Man	Woman	Transgender	Non-binary/non- conforming
Walked	80.2%	78.9%	87.2%	81.8%	79.2%	84.0%	76.9%	80.4%	81.8%	76.5%	73.2%
Biked	2.7%	3.5%	0.0%	0.0%	3.2%	4.0%	0.0%	3.8%	1.9%	5.9%	2.4%
Carpooled & Parked	0.2%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%
I was dropped off	3.1%	7.0%	5.1%	9.1%	1.3%	2.0%	7.7%	3.8%	3.9%	5.9%	0.0%
Transferred from IT Route	10.2%	3.5%	5.1%	4.5%	12.5%	8.0%	7.7%	8.5%	9.1%	11.8%	14.6%
Drove to an area Park & Ride	0.8%	3.5%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	1.3%	0.0%	4.9%
Transferred from a non- IT Route	1.5%	3.5%	2.6%	4.5%	1.3%	0.0%	7.7%	2.6%	0.0%	0.0%	2.4%
Other	1.2%	0.0%	0.0%	0.0%	1.6%	2.0%	0.0%	0.9%	1.9%	0.0%	0.0%

Q: How will you get to your final destination?

	All Respondents	African American	American Indian/ Alaskan Native	Asian	Caucasian	Hispanic or Latina/Latino	Native Hawaiian/ Pacific Islander	Man	Woman	Transgender	Non-binary/non- conforming
Walked	67.7%	63.5%	87.5%	85.0%	65.8%	68.5%	80.0%	65.8%	68.0%	86.7%	75.0%
Biked	3.2%	1.9%	0.0%	0.0%	4.3%	5.6%	0.0%	3.1%	3.3%	0.0%	2.5%
Transfer to another route	23.9%	28.8%	10.0%	10.0%	25.6%	22.2%	20.0%	26.8%	23.5%	6.7%	20.0%
Uber/Lyft	0.6%	3.8%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Get a ride from someone	2.1%	1.9%	0.0%	5.0%	2.3%	1.9%	0.0%	1.8%	2.6%	6.7%	2.5%
Other	2.4%	0.0%	2.5%	0.0%	1.7%	1.9%	0.0%	2.6%	2.0%	0.0%	0.0%

Q: How long will your trip take from start to finish?

	All Respondents	African American	American Indian/ Alaskan Native	Asian	Caucasian	Hispanic or Latina/Latino	Native Hawaiian/ Pacific Islander	Man	Woman	Transgender	Non-binary/non- conforming
Less than 15 minutes	21.7%	22.9%	31.6%	16.7%	23.8%	18.9%	18.2%	22.9%	21.1%	0.0%	23.8%
15-30 minutes	25.2%	16.7%	23.7%	27.8%	21.8%	37.7%	18.2%	26.5%	23.1%	38.9%	31.0%
30-60 minutes	26.3%	31.3%	18.4%	38.9%	27.7%	30.2%	27.3%	22.9%	30.6%	33.3%	31.0%
1-2 hours	17.4%	18.8%	15.8%	5.6%	17.8%	7.5%	18.2%	17.5%	17.7%	16.7%	11.9%
More than 2 hours	9.3%	10.4%	10.5%	11.1%	8.9%	5.7%	18.2%	10.3%	7.5%	11.1%	2.4%



Questions?