

# Preliminary Survey Results

---

## INTRODUCTION

A key element in the development of the Transit Development Plan is the collection of data for passenger and trip characteristics, for employer and employee opinions, and community opinions. These data are currently being collected through an onboard survey by the transit providers and by several other surveys distributed throughout Grand and Jackson Counties. The surveys began circulating in early March and will be completed the first week of April. This chapter discusses the survey methodology used to conduct the surveys and preliminary results.

## SURVEY INSTRUMENT DESIGN

The survey instrument was developed to collect information essential for the preparation of the TDP. Five different survey instruments were developed.

- The Lift Onboard Survey
- All other transit agencies Onboard Survey
- Employer Survey
- Employee Survey
- Lodging/Visitor Survey
- Resident Survey
- Telephone Survey (to be conducted in mid-summer)

The transit onboard surveys were designed to include 19 transit trip origin, destination, and socioeconomic questions. A draft for each of the surveys was prepared and submitted to the TAC for review and comment. Additional questions were included and changes made as a result of the input received. All surveys were printed in English on 8 1/2" x 11" paper. Different colors of paper were used for different types of surveys, with The Lift surveys copied onto the same color paper as the route for easy administration. The survey instruments are included in Appendix B.

## SURVEY PREPARATION

The LSC Team developed an instruction manual for Summit County. This brief guide was copied for each of the survey administrators and workers. The surveys were copied in different colors, which make it easier for people to decipher among the surveys. Onboard surveys were distributed to all transit service providers. Employer surveys were distributed to major

employers in each community, including public school offices along with a sufficient number of employee surveys for each employee at that location. Lodging/visitor surveys were distributed at several lodging centers in each community, along with an employer survey and a sufficient number of employee surveys. Resident surveys were distributed at each gathering place of the elderly. Copies of each type of survey were also made available in the public library, town hall, and each county office building, as well as the official TAC web site: <http://www.CoWebLink.net/transit/>

Winter Park decided to have their “hosts” administer The Lift onboard surveys at the Winter Park Base Village transit center. Each form for The Lift was photocopied the same color as the route for easy administration. The employee surveys would also be given to the employer at this time. Winter Park Resort distributed their employee surveys in the employee paycheck.

## **PRELIMINARY RESULTS**

To date, The Lift has completed all onboard surveys. The LSC Team is in the process of survey data entry, and the results will be presented in the next Technical Memorandum. The following list is a short summary of what surveys have been received to date.

- 239 out of 1,200 employee surveys were returned from Winter Park Resort.
- The Lift Yellow Route – 158 responses returned from 200.
- The Lift Red Route – 79 responses returned from 200.
- The Lift Brown Route – 57 responses returned from 200.
- The Lift Purple Route – 187 responses returned from 200.
- The Lift Blue Route – 198 responses returned from 200.
- The Lift Green Route – 115 responses returned from 200.
- The Lift Black Route – 196 responses returned from 200.
- The Lift Orange Route – 176 responses returned from 200.
- The Lift overall – 1,405 responses returned from 1,600 (88% response rate).
- Employer Surveys – 75 responses.



- Employee Surveys – Approximately 650 responses.
- Resident Surveys – 91 responses.
- Lodging/Visitor Surveys – Approximately 180 responses.
- Grand County Senior Riders – 18 responses.

Survey questionnaires have also been posted on the Internet. Three Internet responses were received.