

CHAPTER II

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 were 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 were completed the first week of April. This chapter discusses the survey methodology used to conduct the surveys and summary results.

SURVEY INSTRUMENT DESIGN

The survey instrument was developed to collect information essential for the preparation of the TDP. Seven 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 designation for easy administration. The survey instruments were included in Technical Memorandum #1.



SURVEY PREPARATION

The LSC Team had developed an instruction manual for previous survey projects. 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 distinguish among the surveys. Onboard surveys were distributed to The Lift and the Grand County Council on Aging. 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 establishments 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. Winter Park Resort distributed their employee surveys with employee paychecks.

RESULTS

The Lift completed the onboard surveys during February. Other surveys were collected during February and March and returned to LSC at the beginning of April. The LSC Team entered the data into databases and completed the analysis of the survey results. The following list is a short summary of the number of surveys received.

- 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 – 1,185 responses returned from 1,600 (74% response rate).
- Employer Surveys – 75 responses.
- Employee Surveys – Approximately 1,066 responses.
- Resident Surveys – 91 responses.
- Lodging/Visitor Surveys – 180 responses received.
- Grand County Senior Riders – 18 responses.

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

All but the survey conducted on The Lift do not provide a scientific sample. Survey questionnaires were made available on a broad basis without selecting a representative sample. Therefore, it is not possible to determine a margin of error for these survey efforts and the results must be viewed with caution as they are not necessarily representative of the larger population. The Lift survey was conducted on all routes so that every passenger had an equal probability of being surveyed. As such, the sample is representative of passengers on The Lift during the Presidents' Day weekend.

THE LIFT – ONBOARD SURVEY

The onboard survey was conducted by WPRa during February. A total of 1,600 questionnaires were distributed with 1,185 responses received. Not every respondent answered every question, so the number of responses for individual questions varies.

The majority of respondents (87 percent) classified themselves as visitors to Grand County. Ninety percent of the respondents have driver's licenses, and 65 percent had a vehicle available for the trip they were making on The Lift. The respondents were 58 percent male and 42 percent female with an average age of 29. Figure II-1 shows the average annual household income of the respondents with the majority having a household income of over \$50,000.

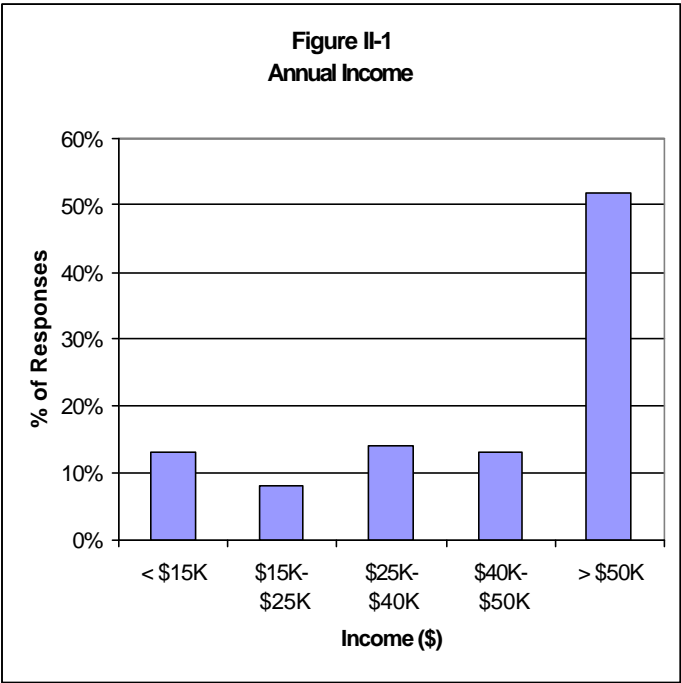
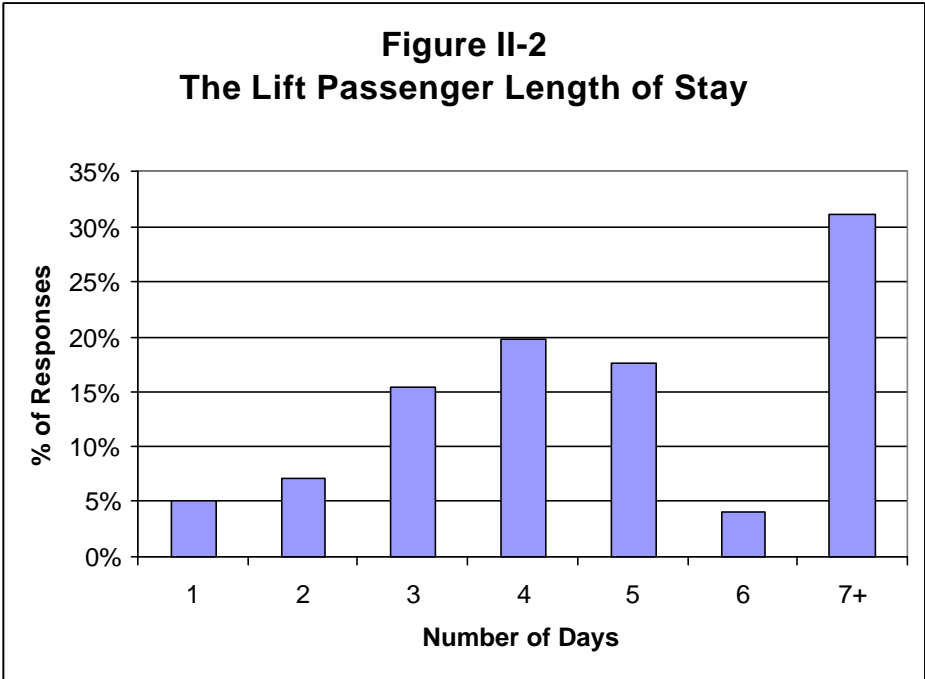
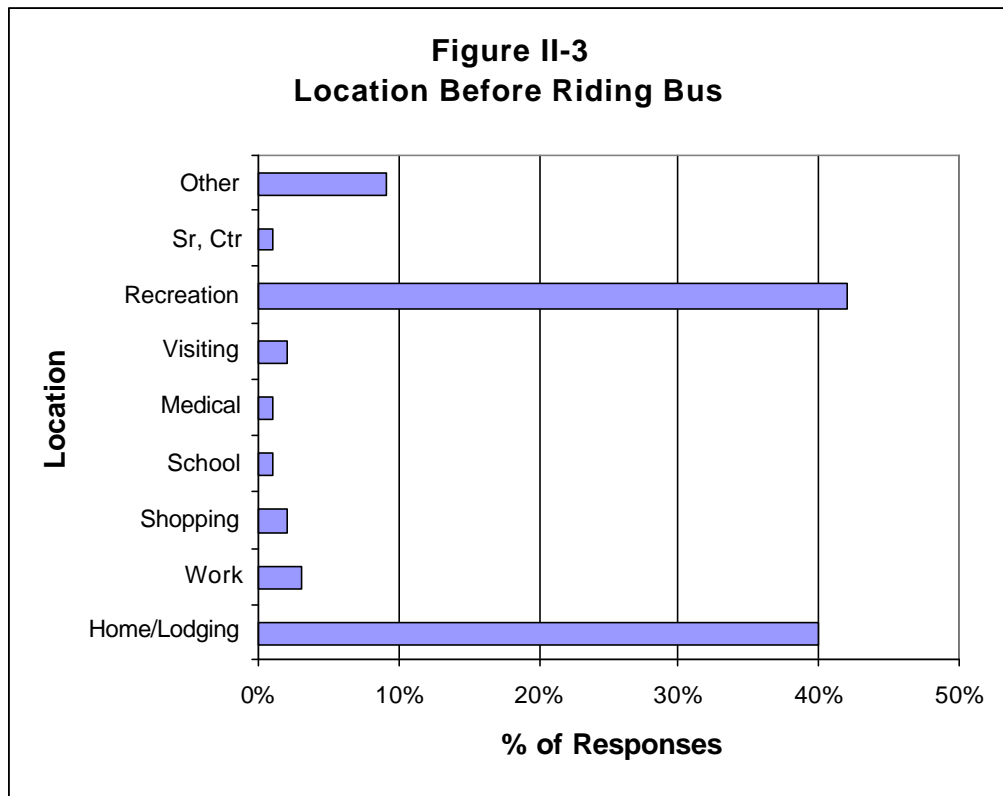
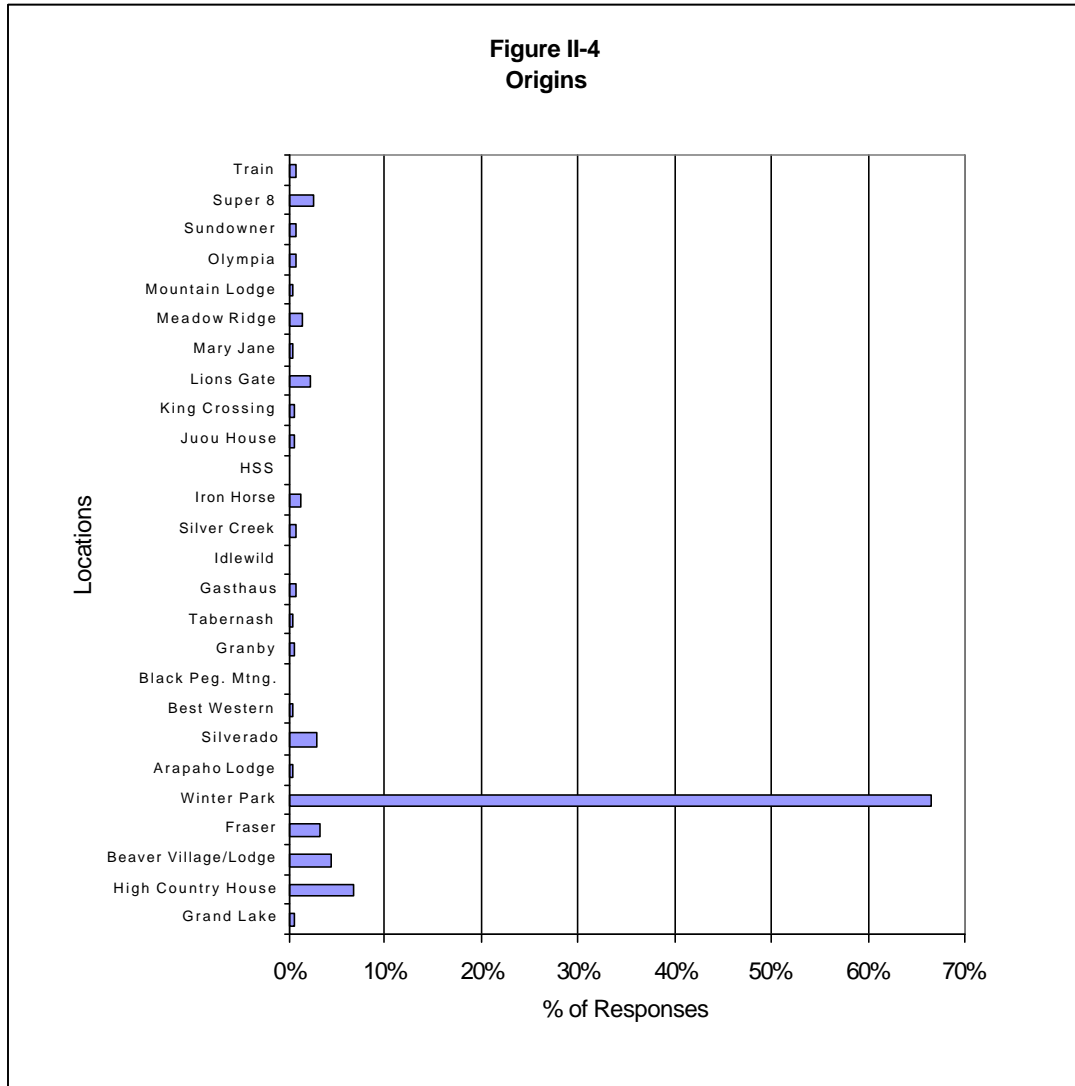


Figure II-2 shows the length of stay of respondents on The Lift survey. The greatest number of responses indicated a length of stay of seven or more days.



Passengers were asked to indicate their activity or where they had come from before they traveled on the bus. Figure II-3 shows the responses. The vast majority were either traveling from recreational activities or traveling from their home or place of lodging. Passengers were then asked to name the place from which they had come. There were 793 responses to this question. The results are shown in Figure II-4.



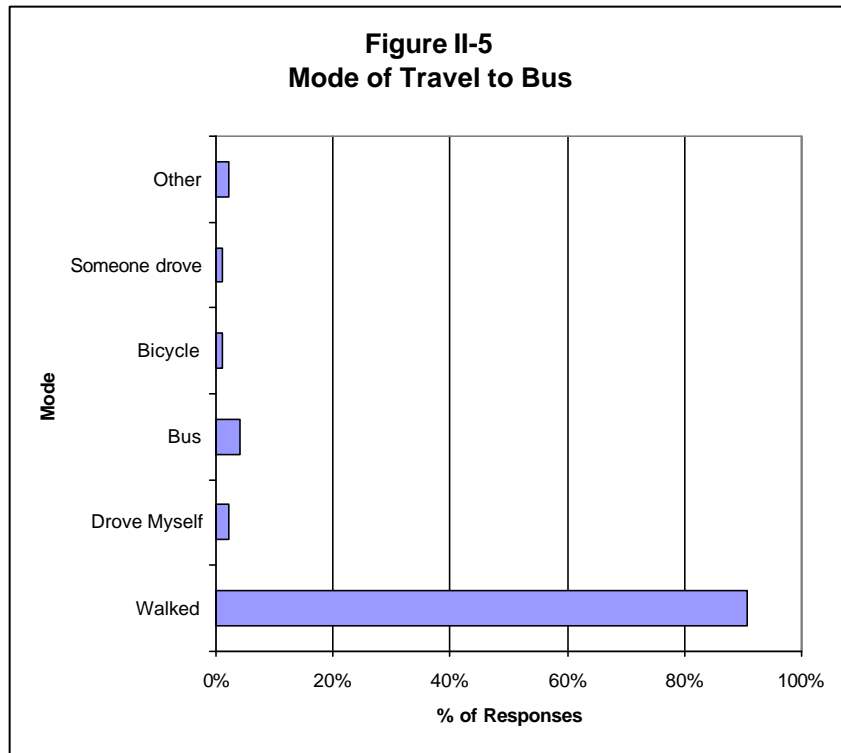


Passengers were asked information about characteristics of the particular trip on the bus and their use of The Lift. Figure II-5 shows the mode of travel to get to the bus. The vast majority walked to get the bus. Travel from the bus to the destination had a similar pattern with the vast majority walking from the bus to their final destination.

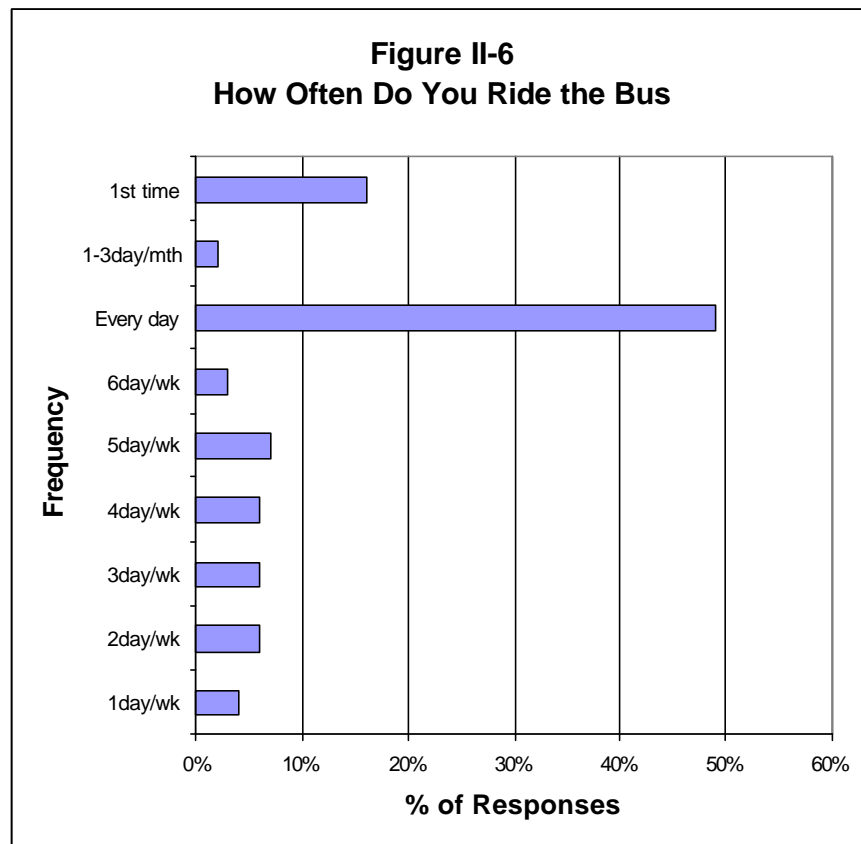
Passengers were also asked to indicate how often they rode The Lift. The responses indicate that nearly half ride every day that they are in the Winter Park area as shown in Figure II-6. The next highest response was from 15 percent of the respondents who indicated this was the first time they had used The Lift.



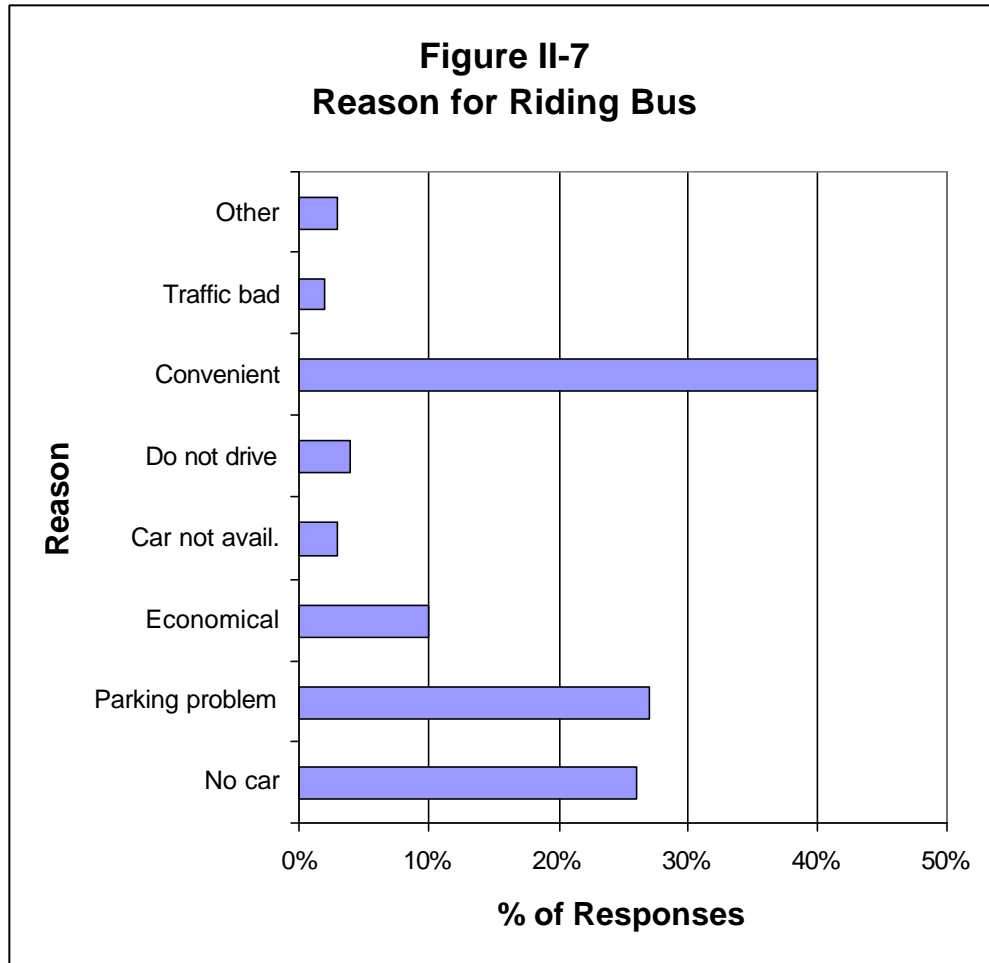
**Figure II-5
Mode of Travel to Bus**



**Figure II-6
How Often Do You Ride the Bus**

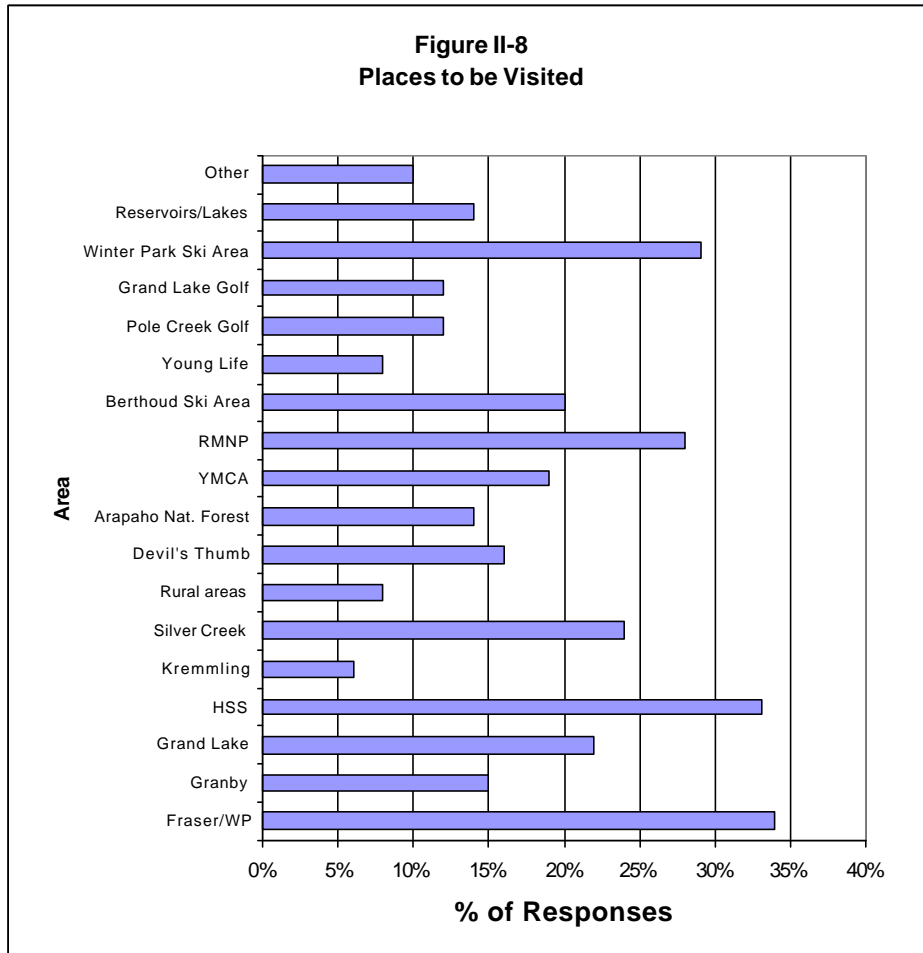


The primary reasons for riding the bus were convenience, parking problems, and lack of a car as shown in Figure II-7. Very few used the bus because of traffic conditions.



Passengers on The Lift were asked to indicate what additional places they would visit if public transit was available. The question listed specific places and asked for places they would visit that they do not visit now. The results are shown in Figure II-8. The four areas which received responses of 25 percent or more were Winter Park Ski Area, Fraser/Winter Park, RMNP, and Hot Sulphur Springs. Of these, two have current transit service and two (RMNP and Hot Sulphur Springs) do not.



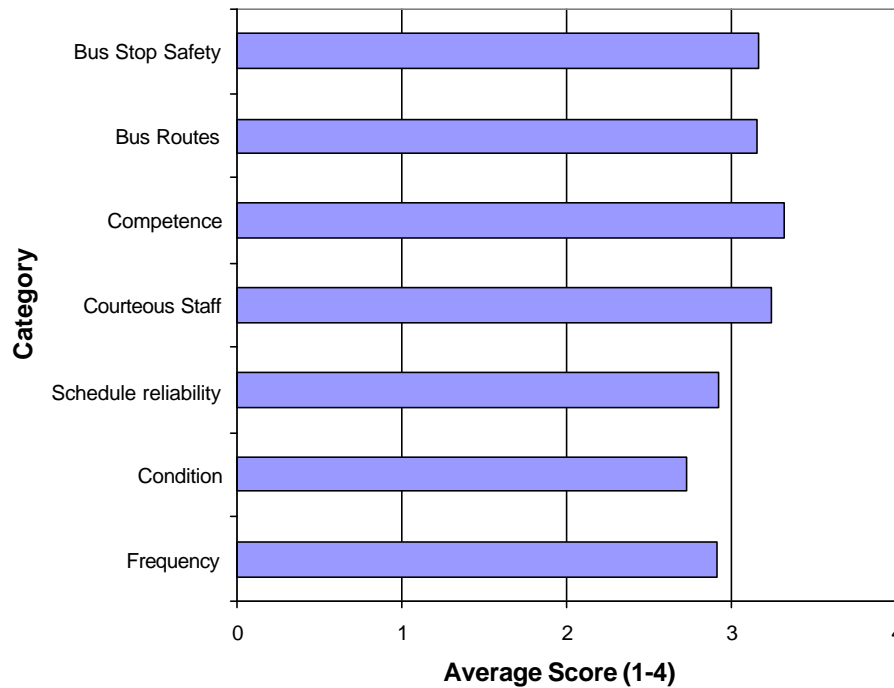


Passengers were asked to rate the quality of service in various categories. Table II-1 and Figure II-9 show the ratings of The Lift by survey respondents. Overall, respondents rated The Lift as being good. The lowest rating was for the condition of buses, followed by the frequency of service. The highest rated characteristic of the service was driver competence followed by driver courtesy. This speaks well of the employees at The Lift who are the front line transit service personnel.

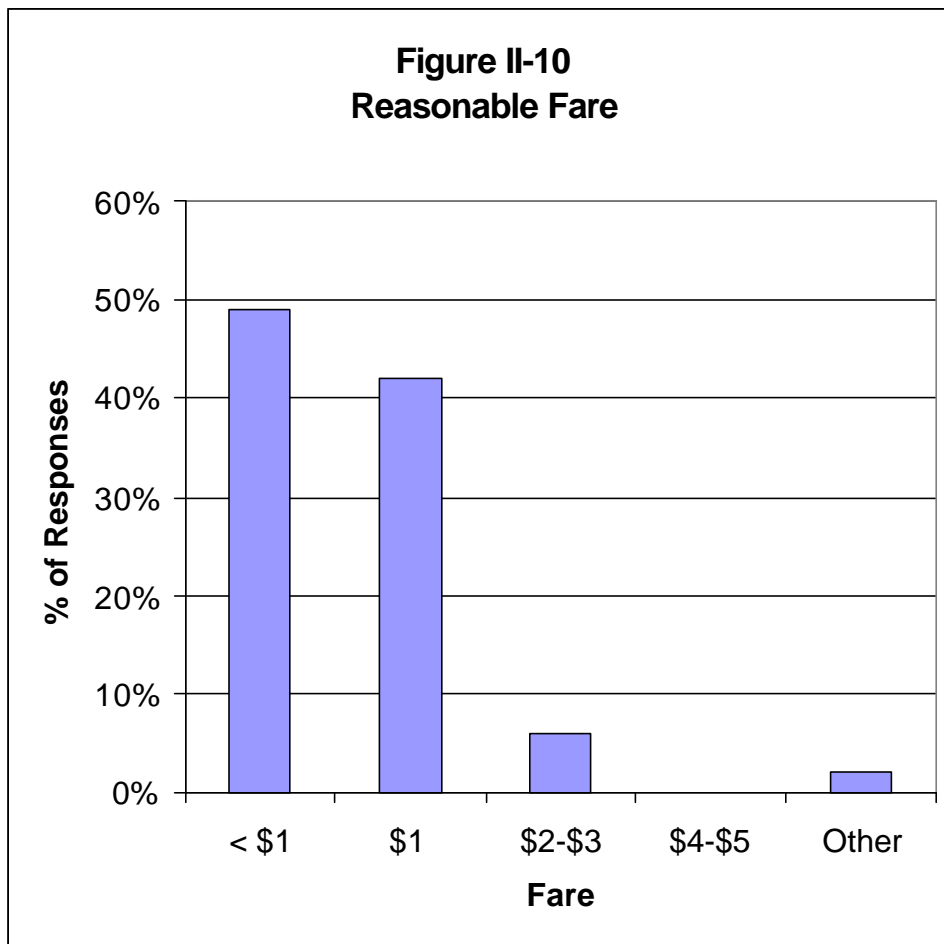
**Table II-1
The Lift Service Ratings**

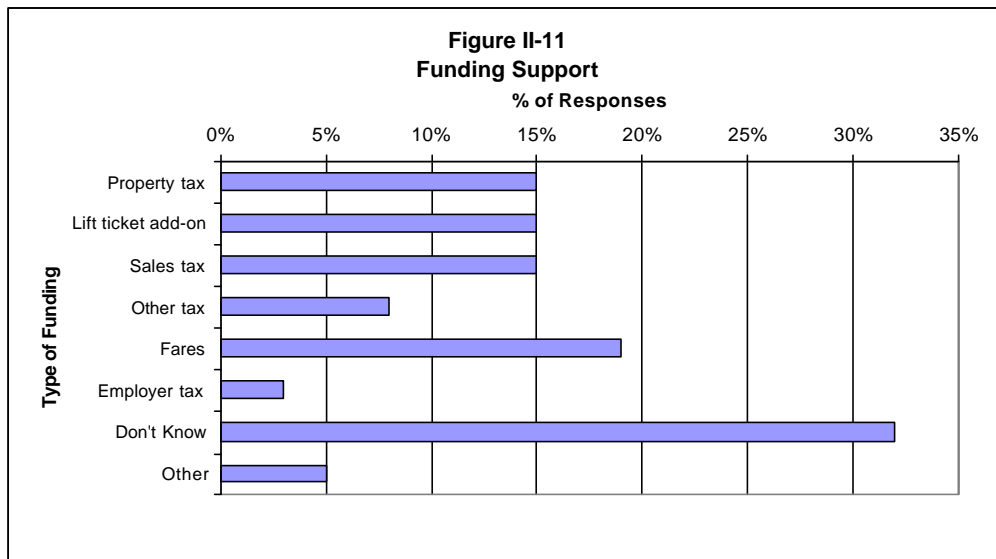
	Poor	Fair	Good	Very Good	DK	Avg
Frequency	7%	20%	46%	27%	2%	2.92
Condition	8%	28%	48%	17%	1%	2.73
Schedule reliability	7%	19%	48%	26%	3%	2.93
Courteous staff	4%	10%	44%	43%	3%	3.25
Competence	2%	8%	46%	44%	4%	3.32
Bus routes	3%	12%	51%	34%	5%	3.15
Bus stop safety	3%	10%	52%	34%	4%	3.17

**Figure II-9
Service Ratings**



The last two questions have to do with paying for The Lift. Respondents were first asked if they would continue to ride The Lift if there was a fare. The amount of the fare was not specified. Forty-three percent said they would not use The Lift if they were charged a fare. The remaining 57 percent who indicated they would continue to ride were asked to indicate what they thought was a reasonable fare for a one-way trip. Figure II-10 shows the responses. Nearly 50 percent of these respondents indicated a reasonable fare would be less than \$1.00 and another 42 percent indicated a reasonable fare would be \$1.00. Respondents were then asked to indicate the one method of funding public transportation that they would most support. The results are shown in Figure II-11. The greatest response was that respondents did not know what they would support followed by support for fares.





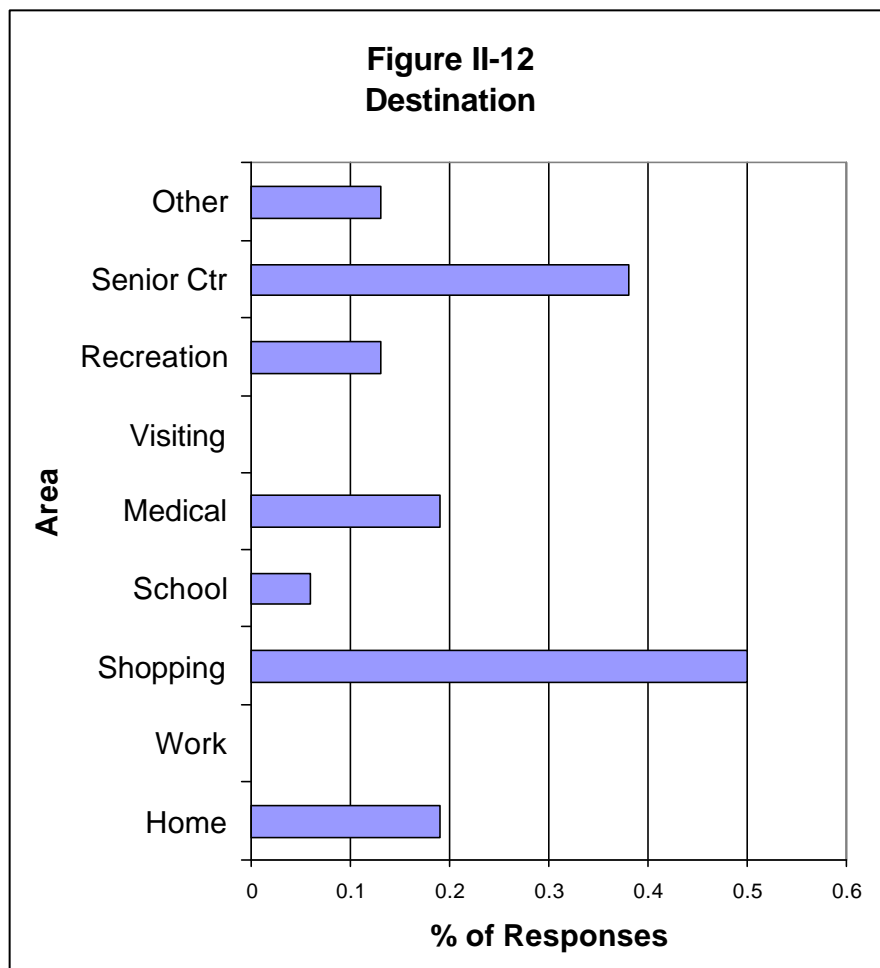
Of those passengers indicating they would continue to ride if there was a fare, 26 percent indicated support for fares as a funding source for public transportation. Of these passengers who would still ride and indicated support for fares as a source of funding, 93 percent thought a reasonable fare was \$1.00 or less. The percentage of the total respondents supporting fares as a source of funding, willing to ride with a fare, and thinking a reasonable fare would be more than \$1.00 was less than one percent of the total sample.

GRAND COUNTY COUNCIL ON AGING PASSENGERS

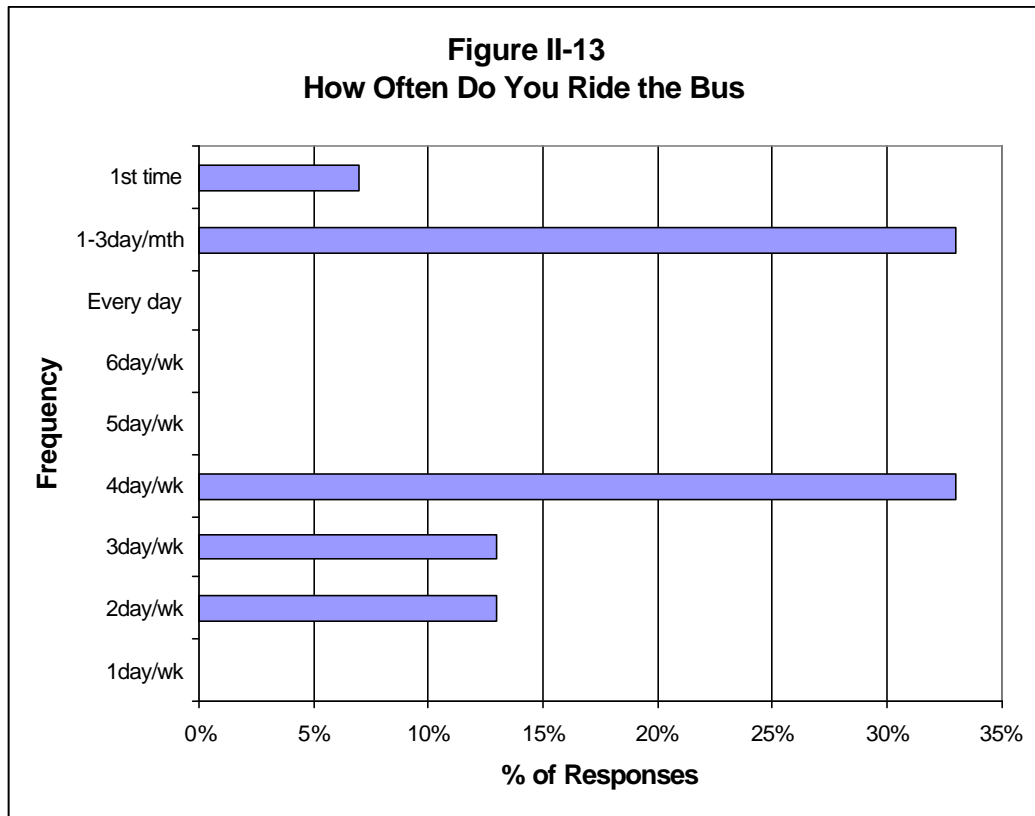
There were only 18 responses received from passengers on the Grand County COA service. All of the responses were from residents of Grand County. The small number of responses cannot be treated as a representative sample, but indicate only the responses from this group of people.

The majority of respondents were female (67 percent). The majority (70 percent) earned \$15,000 or less per year and the rest earned \$25,000 to \$40,000 annually.

Approximately 95 percent of the respondents came from home or the senior center before getting on the bus. Primary destinations were shopping, the senior center, and home as shown in Figure II-12. Access to the bus was by walking (31 percent), driving themselves (50 percent), and the rest had some other means of access.

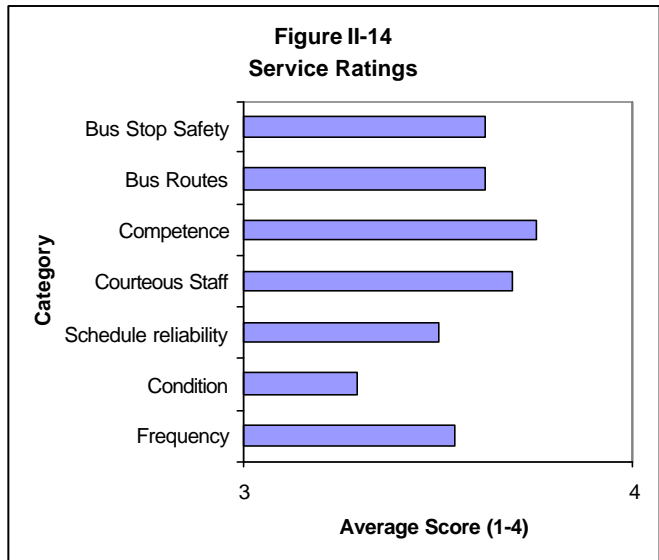


Respondents were asked to indicate how often they ride the bus. About 32 percent indicated they ride one to three days a month and another 32 percent ride four days a week as shown in Figure II-13. Reasons for riding were primarily either that they did not drive or did not have a car. Convenience and economy of service accounted were each cited by about 25 percent of the respondents. The majority (61 percent) have a valid driver's license and the majority (73 percent) had a car available for the particular trip. These results indicate that many of the passengers on the COA service have an option and make the choice to ride the bus.

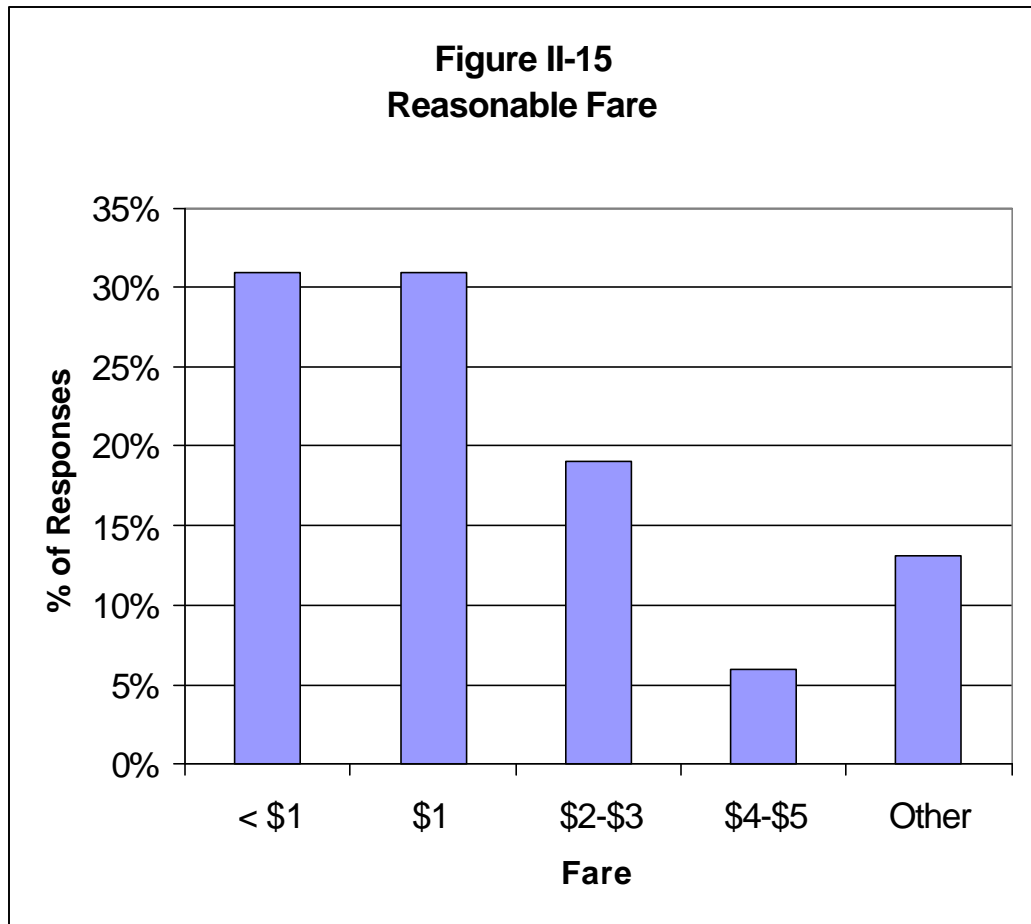


Passengers were asked to rate the quality of service provided by the COA. Table II-2 and Figure II-14 show the results. On a scale of 1 to 4, each area was rated as good to very good. The lowest rating was given to the condition of the bus. All other ratings were very good.

Table II-2 COA Service Ratings						
	Poor	Fair	Good	Very Good	DK	Avg
Frequency	0%	8%	31%	62%	0%	3.54
Condition	0%	21%	29%	50%	0%	3.29
Schedule reliability	0%	0%	50%	50%	0%	3.5
Courteous staff	0%	0%	31%	69%	8%	3.69
Competence	0%	0%	25%	75%	8%	3.75
Bus routes	0%	0%	38%	62%	0%	3.62
Bus stop safety	0%	0%	38%	62%	0%	3.62

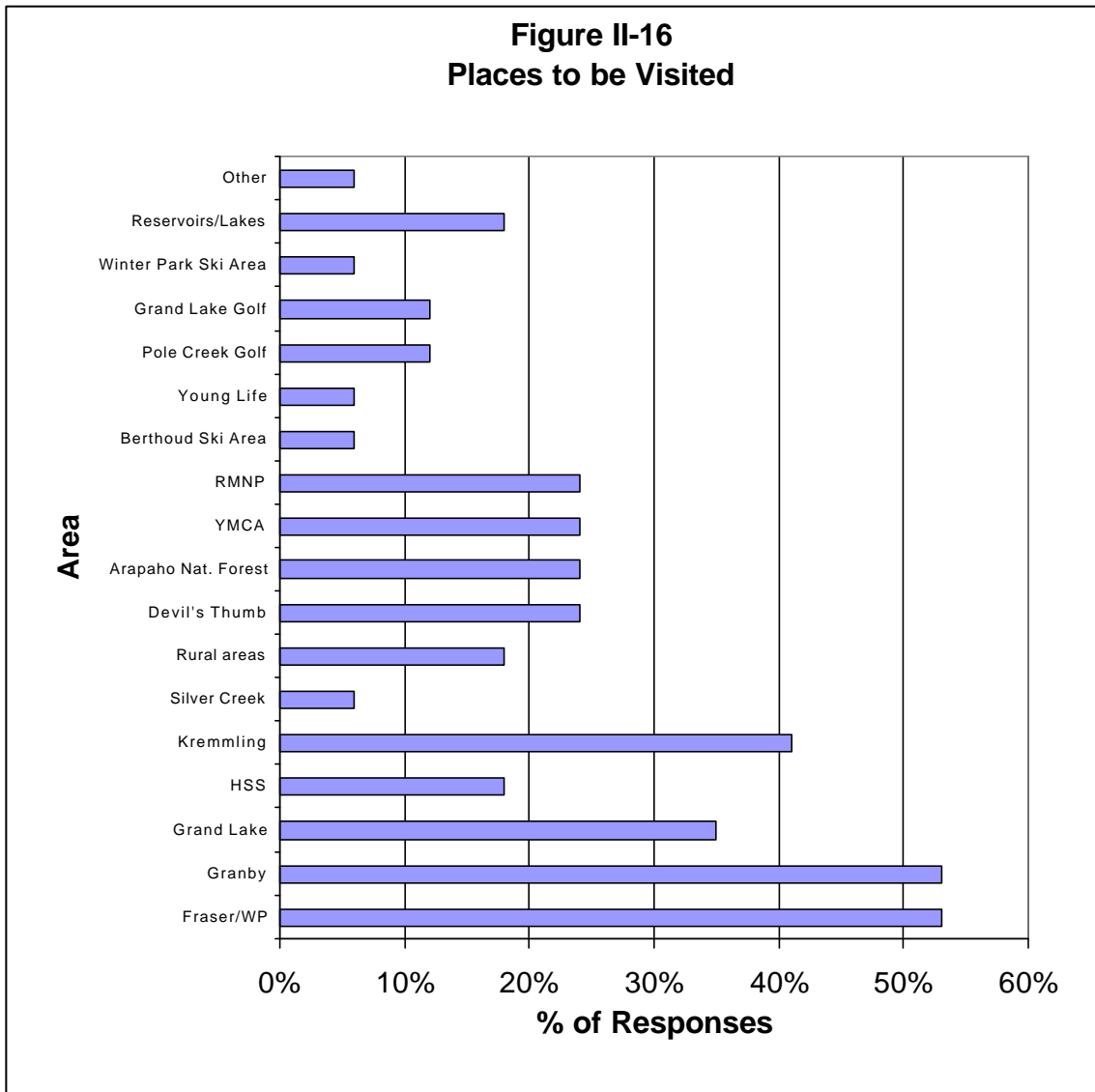


All of the respondents indicated they would still ride the bus even if a fare was imposed. Figure II-15 shows the responses to what is considered a reasonable fare. As can be seen in this figure, over 60 percent of the respondents feel that a reasonable fare is \$1.00 or less.



Approximately 56 percent of the respondents did not know which funding method they would support for public transportation. About 44 percent indicated support for fares and 19 percent supported a sales tax.

Respondents were also asked to indicate what places they would visit if public transportation was available. Figure II-16 shows the results. The highest responses were for Fraser/Winter Park, Granby, Kremmling, and Grand Lake.



EMPLOYER SURVEY

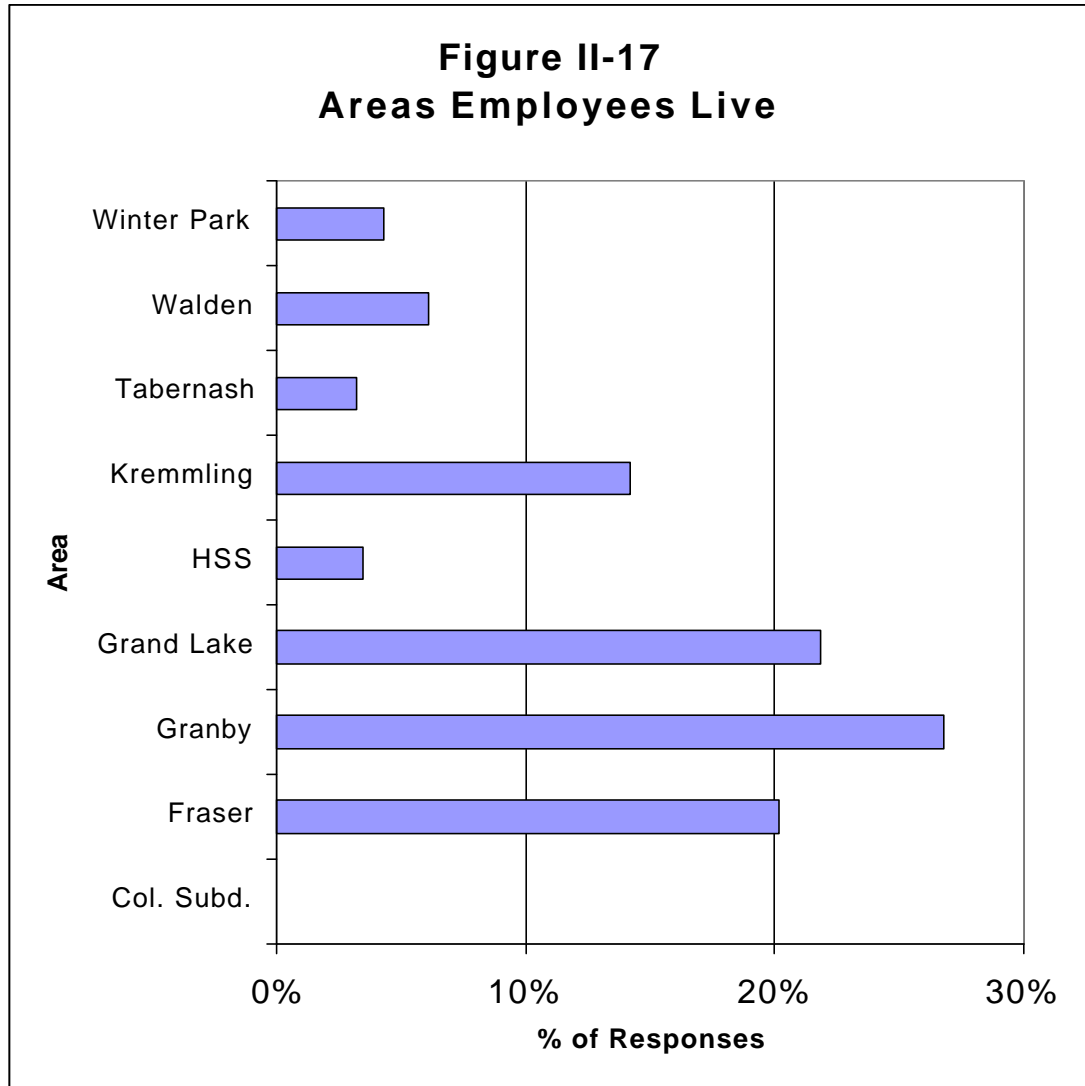
This survey questionnaire was distributed to major employers within Grand County. Places of employment included the resorts, lodging establishments, and other employers. A total of 75 responses were received. This is a good representation of employers within the county.

The average number of full-time employees from the 75 responses were 16 during December through March, 13 employees during April through May, 15 employees during June through September, and 13 employees during October through November.

The number of survey responses for full-time employees is shown in Table II-3 by season.

# of Responses	< 10	11-20	20+
Dec-Mar	54	6	16
Apr-May	54	8	13
June-Sep	51	9	14
Oct-Nov	55	7	13

Employers were asked to indicate where their employees live. Figure II-17 shows the results. Employers indicated their employees live primarily in the larger residential communities of Granby, Grand Lake, Fraser, and Kremmling.

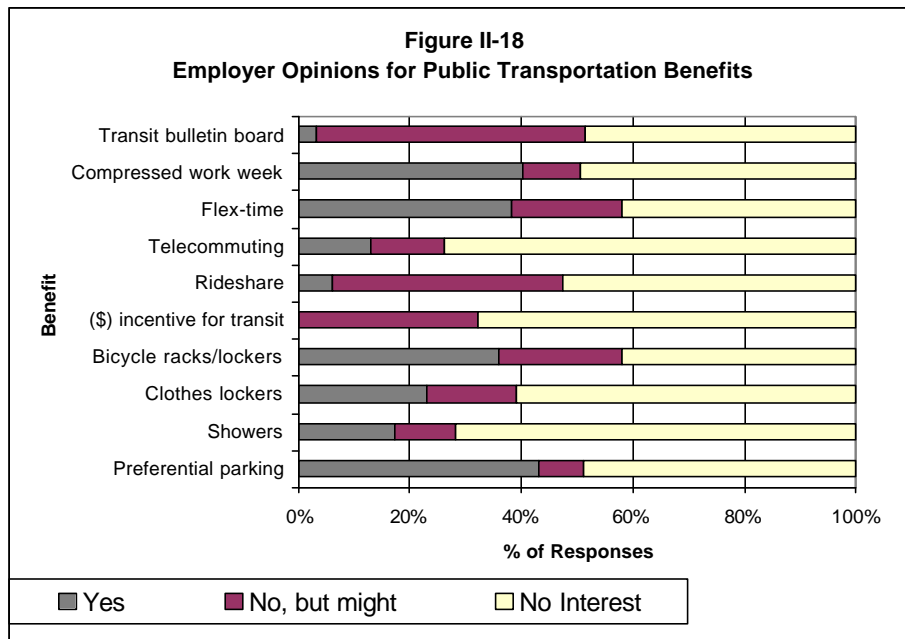


Employers were asked their opinions on traffic problems and employee transportation problems. The results are shown in Table II-4. The majority thought that traffic and transportation problems were either insignificant or only moderate. This response is significant in indicating the potential level of support from employers to solve traffic and transportation problems. As long as employers perceive the problems to be only minor, they are not likely to dedicate significant financial support.

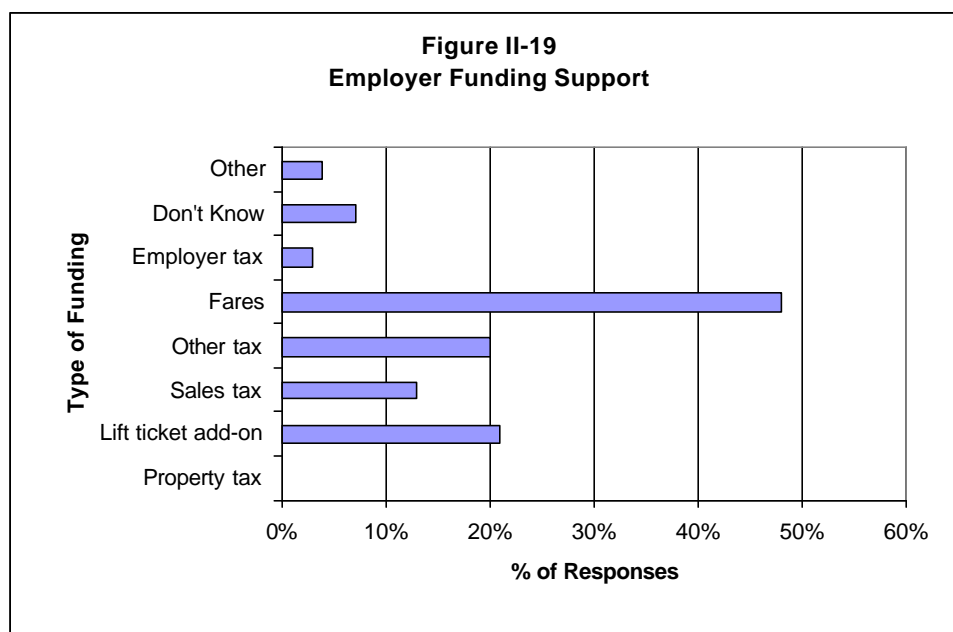
Table II-4 Employer Perception of Transportation Problems				
	Very Serious	Serious	Moderate	Insignificant
Traffic Problems	8%	15%	45%	32%
Employee Transportation	8%	15%	37%	40%
Effect on business	7%	4%	30%	59%

Employers were asked whether they currently provide transportation benefits for their employees and their opinions regarding the provision of public transportation benefits. The results are shown in Table II-5 and Figure II-18.

Table II-5 Currently Provide Transportation Benefits			
	Yes	No, but might	No Interest
Preferential parking	43%	8%	49%
Showers	17%	11%	71%
Clothes lockers	23%	16%	61%
Bicycle racks/lockers	36%	22%	42%
(\$) incentive for transit	0%	32%	68%
Rideshare	6%	41%	52%
Telecommuting	13%	13%	74%
Flex-time	38%	20%	42%
Compressed work week	40%	10%	49%
Transit bulletin board	3%	48%	48%

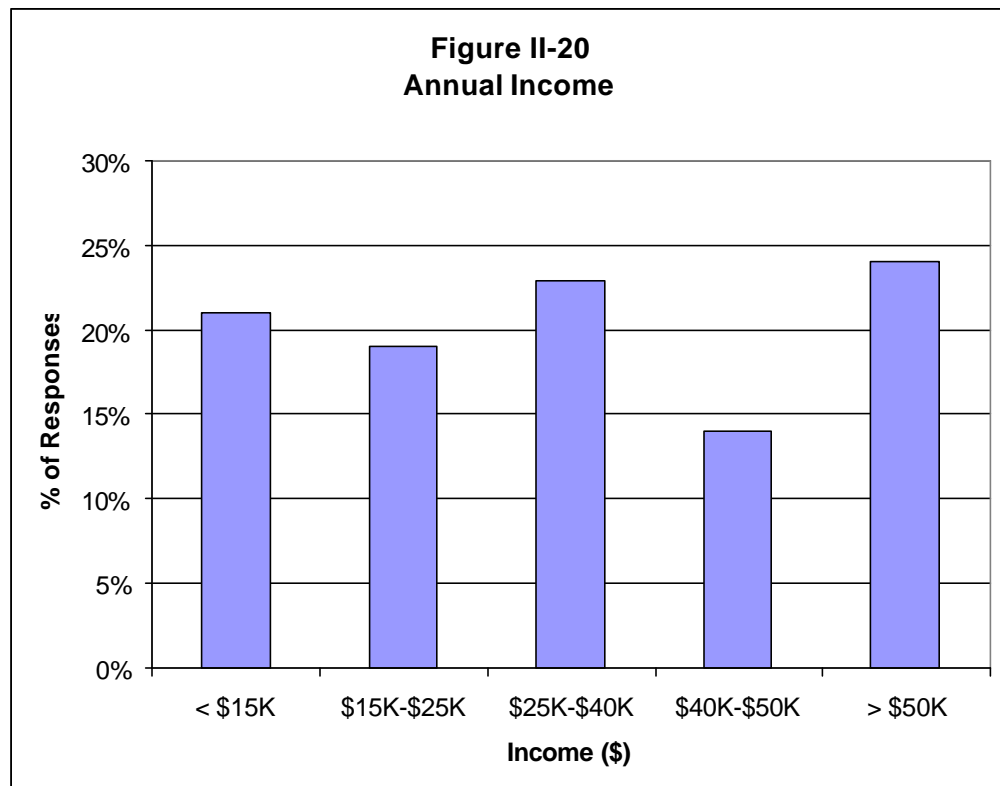


Of the employer respondents, 65 percent believe public transit services should be made available in their community. Figure II-19 shows the funding method (in addition to federal grants and financial support by the ski areas) most supported by employers. Fares have the strongest support with about 48 percent of the employers indicating support. The next highest support was for a lift ticket add-on or other tax.



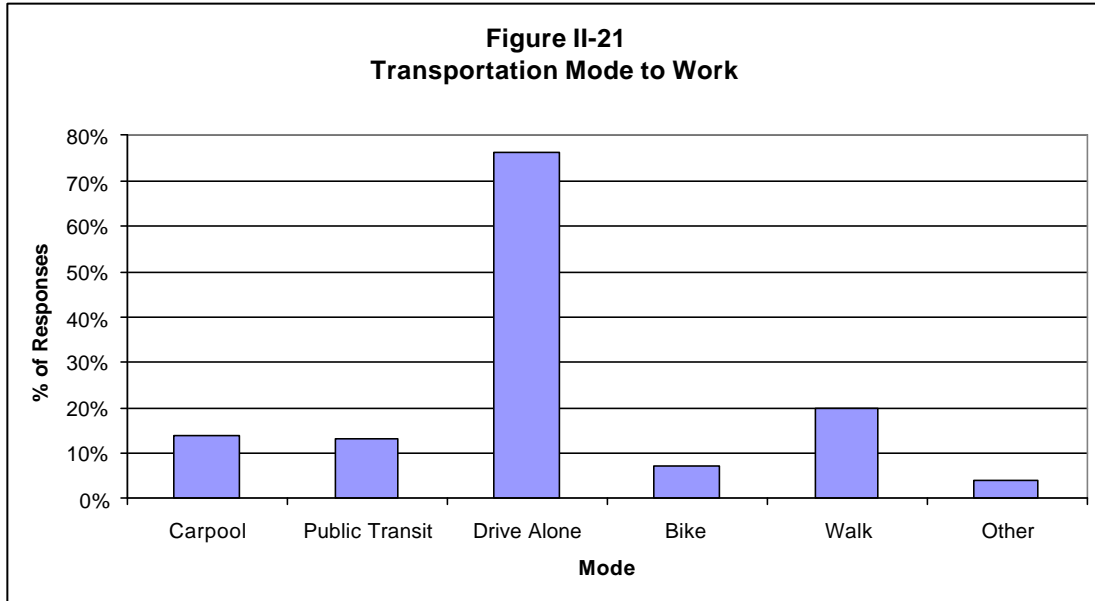
EMPLOYEE SURVEY

The Employee Survey was distributed to all major employers in Grand and Jackson Counties. LSC received 1066 responses. Seventy-five (75) percent of the responses were from full-time employees, 18 percent from seasonal employees, and 8 percent from part-time employees. Over half (56 percent) of the responses were from females and 44 percent from males. The average age of respondents was 32 years old with 2 cars owned or available. Figure II-20 shows the average annual household income, with the majority of employees having an income of \$25,000 - \$40,000 or over \$50,000.



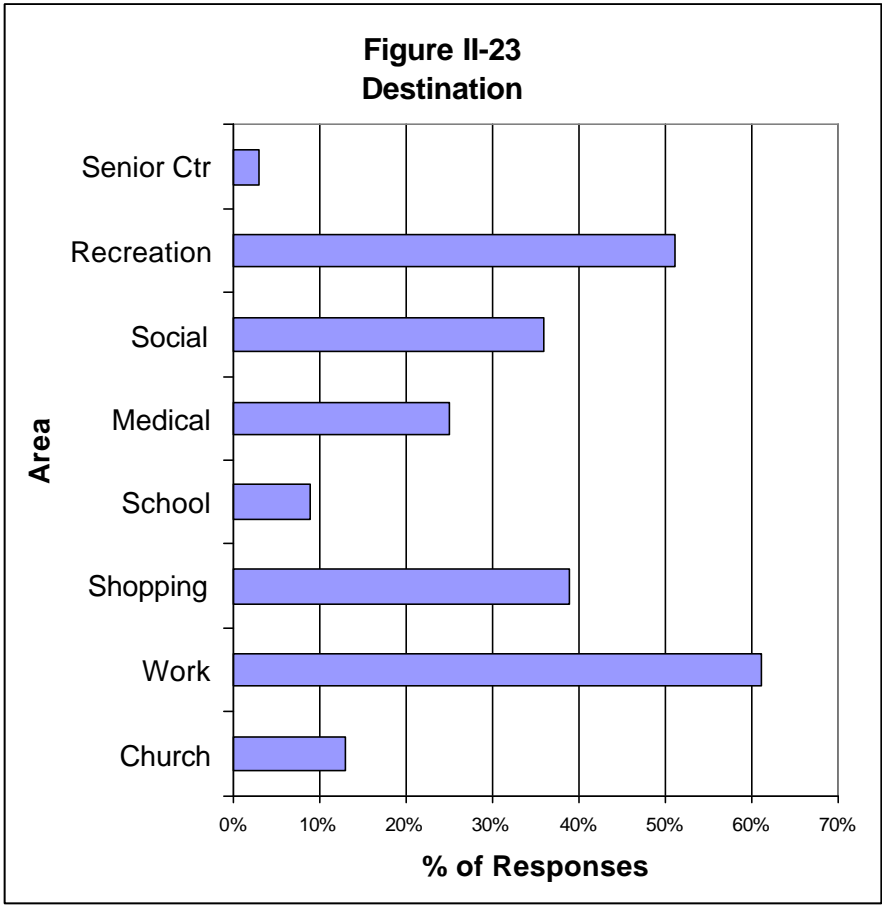
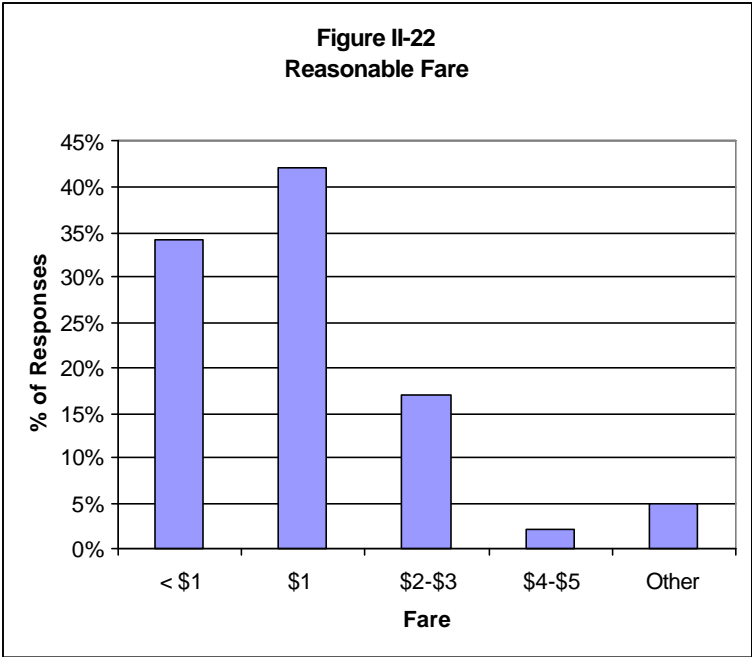
The employees were asked if public/ski area transit was available for them to get to work. Thirty-four (34) percent replied yes to having public transit available to get to work. The employees were also asked if they used public/ski area transit to get to work. Fourteen (14) percent said they do use public/ski area transit to get to work, and 86 percent of the employee responses reported they did not use public transit to get to work.

The next question posed was how each employee gets to work. The responses are shown below in Figure II-21. Over 75 percent of the employees drive alone to get to work. Over 25 percent reported using public transit or carpool/vanpools.

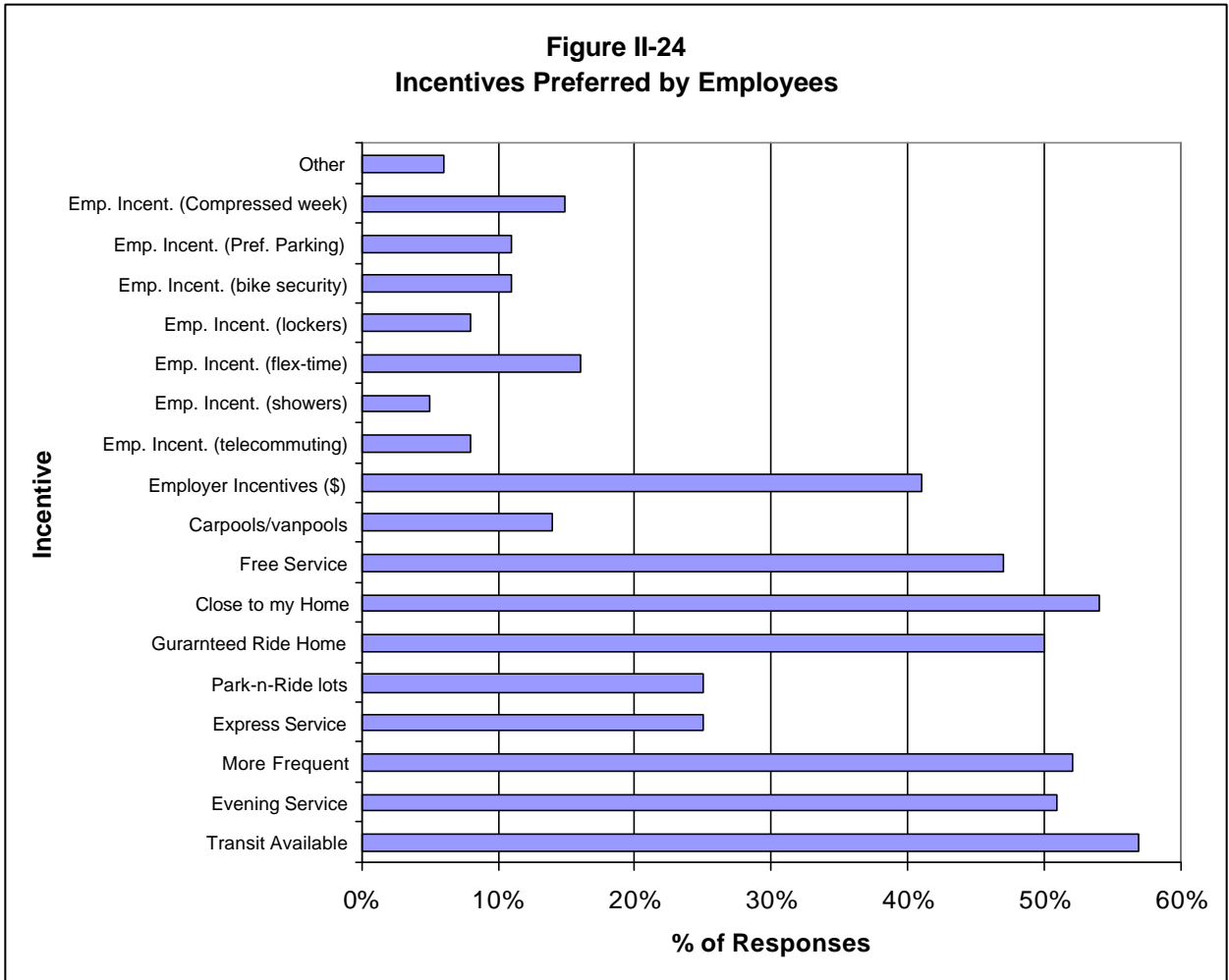


Seventy-six (76) percent of the employees think public transit should be available in their community. Sixty-two (62) percent of the employees would be willing to pay a fare for public transit. Figure II-22, shown on the following page, shows what the employees rated a reasonable fare. Over 75 percent believe a reasonable fare is \$1.00 or less.

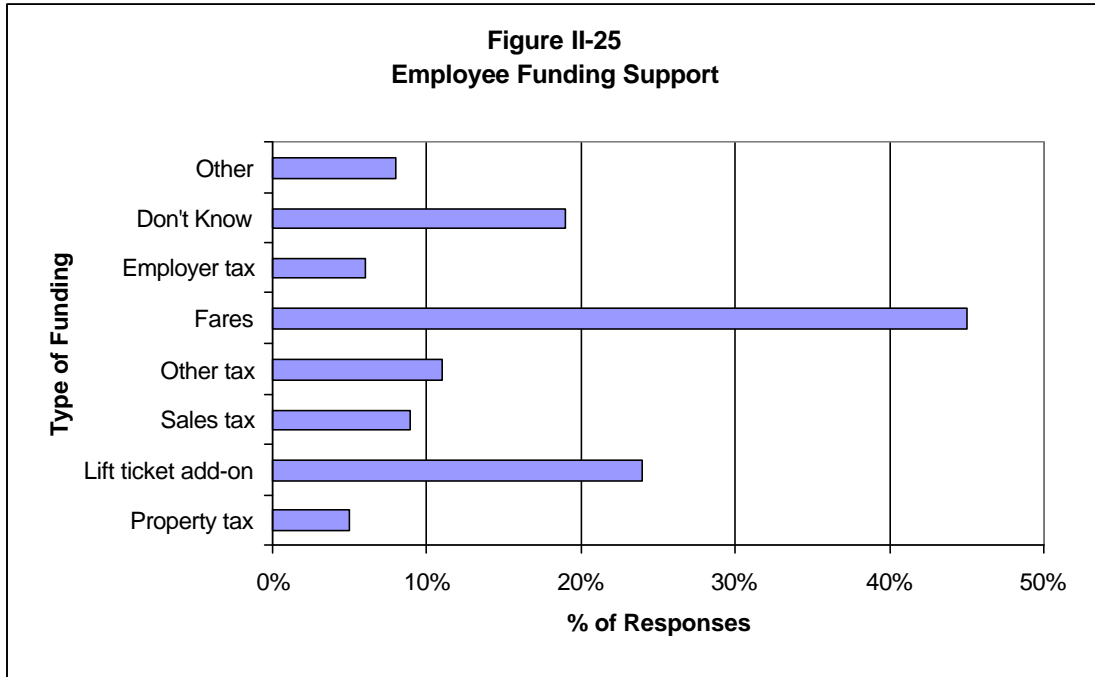
Employees were asked where they would travel to if transit were available in the employee's community. Figure II-23 on the following page lists the most common responses from employees. Work, recreation, and shopping had the highest percentage of responses.



Grand County and Jackson County employees were asked what incentives could be offered to get them to use public transportation. The responses are shown below in Figure II-24. The most common response was employees would use public transit if it were available. Other common responses included: service close to my home, guaranteed ride home program, more frequent service, evening service, and free service.

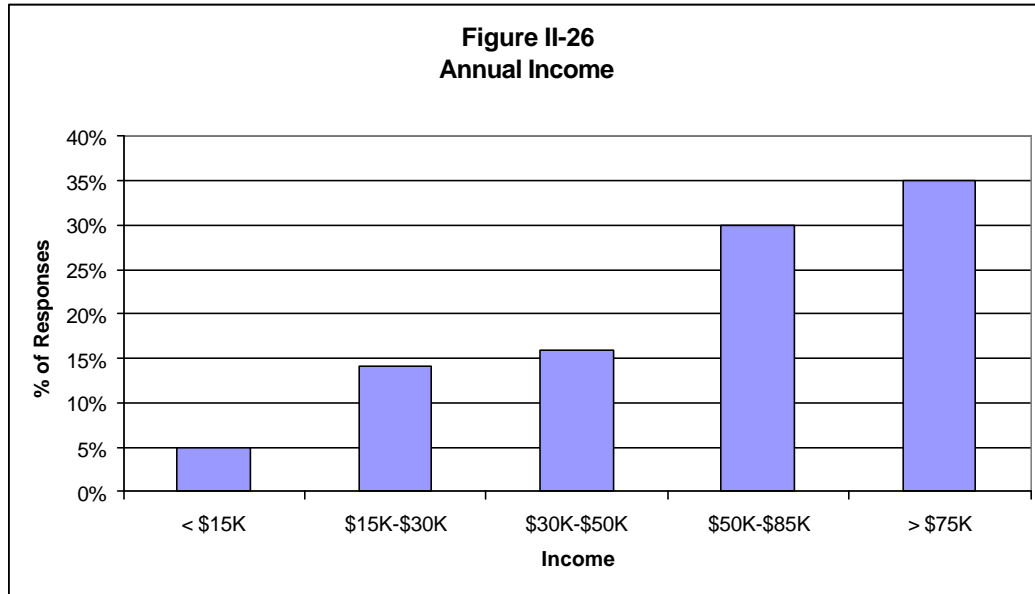


The employees were asked to chose the method of funding for public transportation in their community that they would support. The most common support response was for fares with approximately 45 percent of the responses. The second most common response was for a lift ticket add-on at the ski areas. The responses are shown in Figure II-25 below.



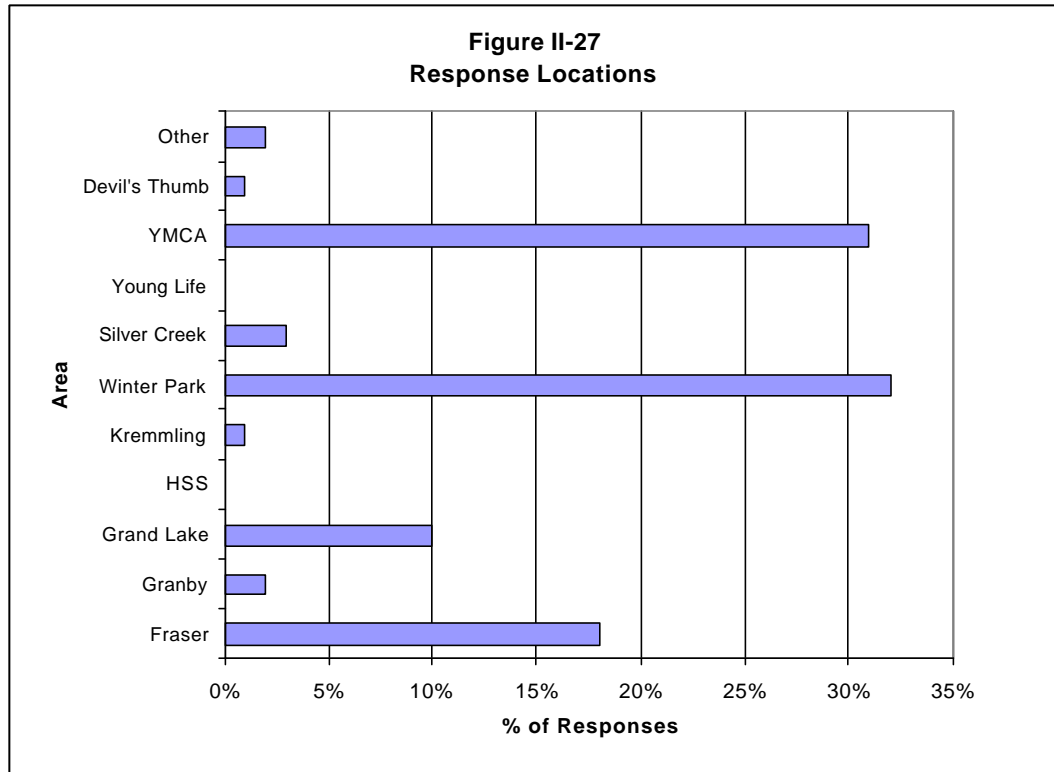
LODGING/VISITOR SURVEY

The lodging and visitor surveys were distributed to all major lodging facilities in Grand and Jackson Counties. The LSC Team received 180 responses. Fifty-one (51) percent of the responses were from males and 49 percent from females. The average income of the respondents is shown below in Figure II-26, with over 65 percent of the respondents earning over \$50,000 annual household income.



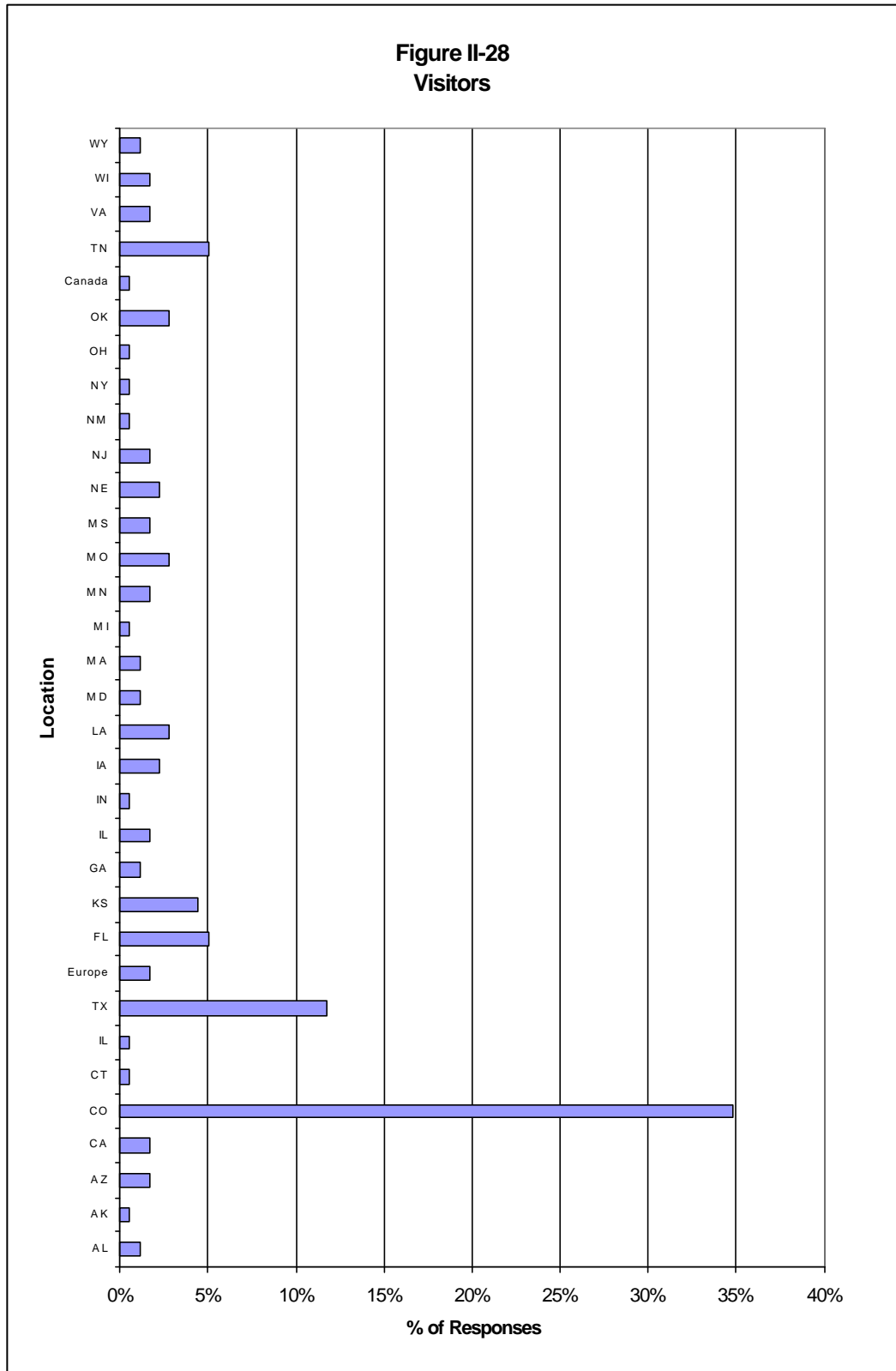
The survey responses were from three primary locations—YMCA, Winter Park, and Fraser. Figure II-27 on the following page shows the areas where surveys were received. Approximately 60 percent of the respondents arrived in Grand County by private car. The second most common (20 percent) mode was by rental car. Approximately 15 percent of the visitors arrived in Grand County by private bus or van.

Visitors were asked how many days they planned to stay in Grand County. The most common response (27 percent) was six days or more. The second most common response (19 percent) was three days.

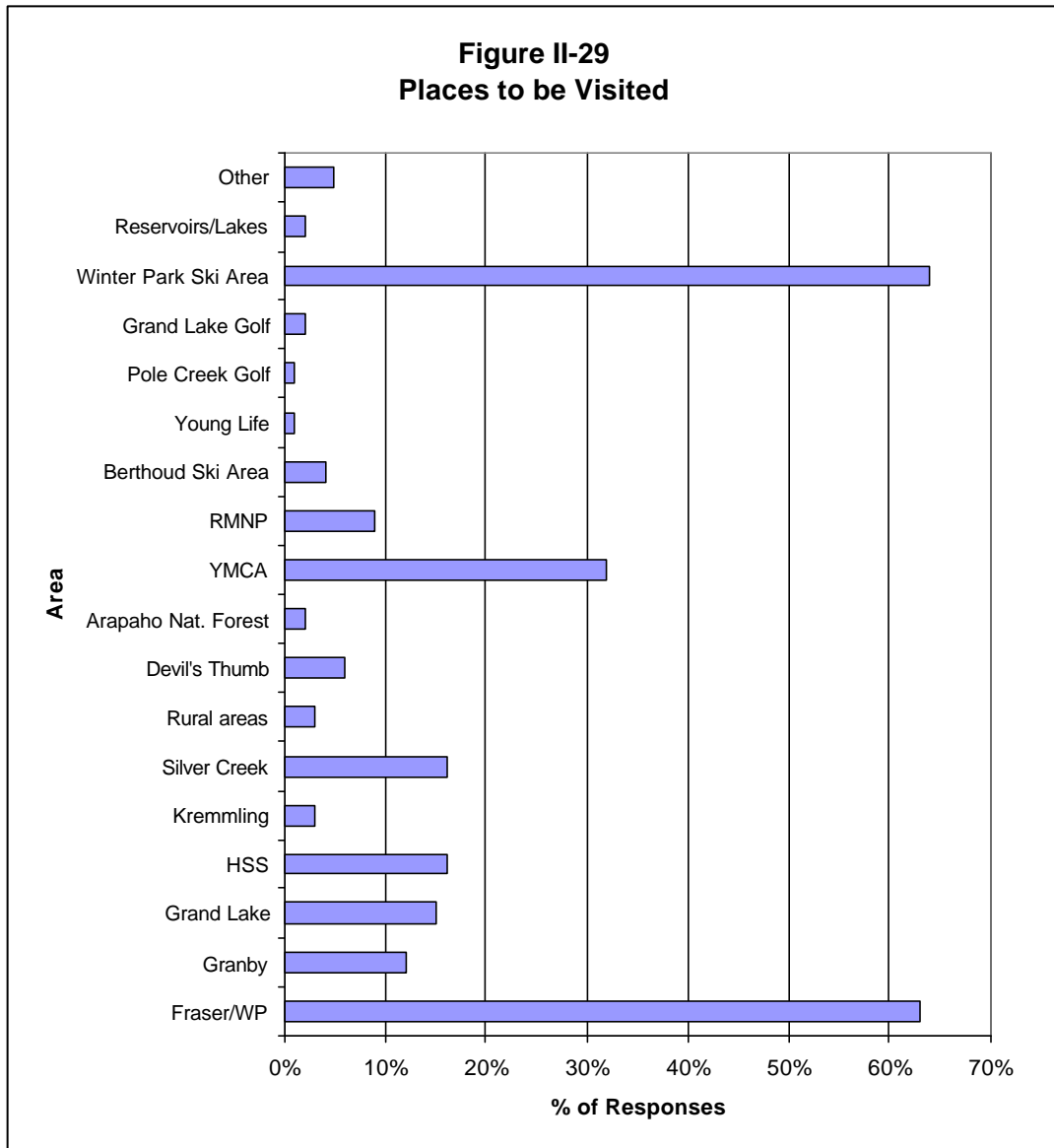


Survey respondents were from many different locations around the world. Figure II-28, shown on the following page, illustrates the areas represented from the survey. Approximately 35 percent of the responses were from visitors within Colorado. Jefferson County had the highest number of responses—approximately 28 percent of the Colorado responses. Arapahoe County had the second highest response with 24 percent. Douglas and Denver Counties were tied for third with approximately 11 percent of the response for each county.

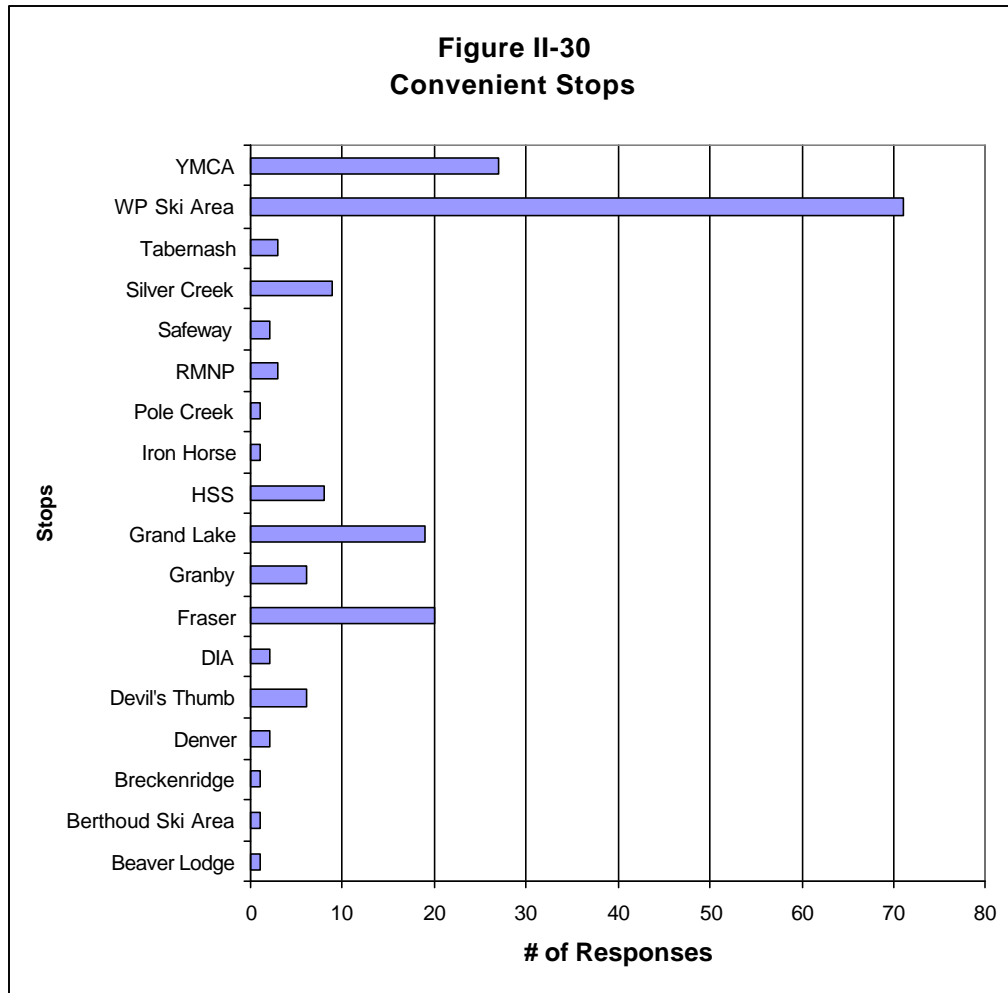
**Figure II-28
Visitors**

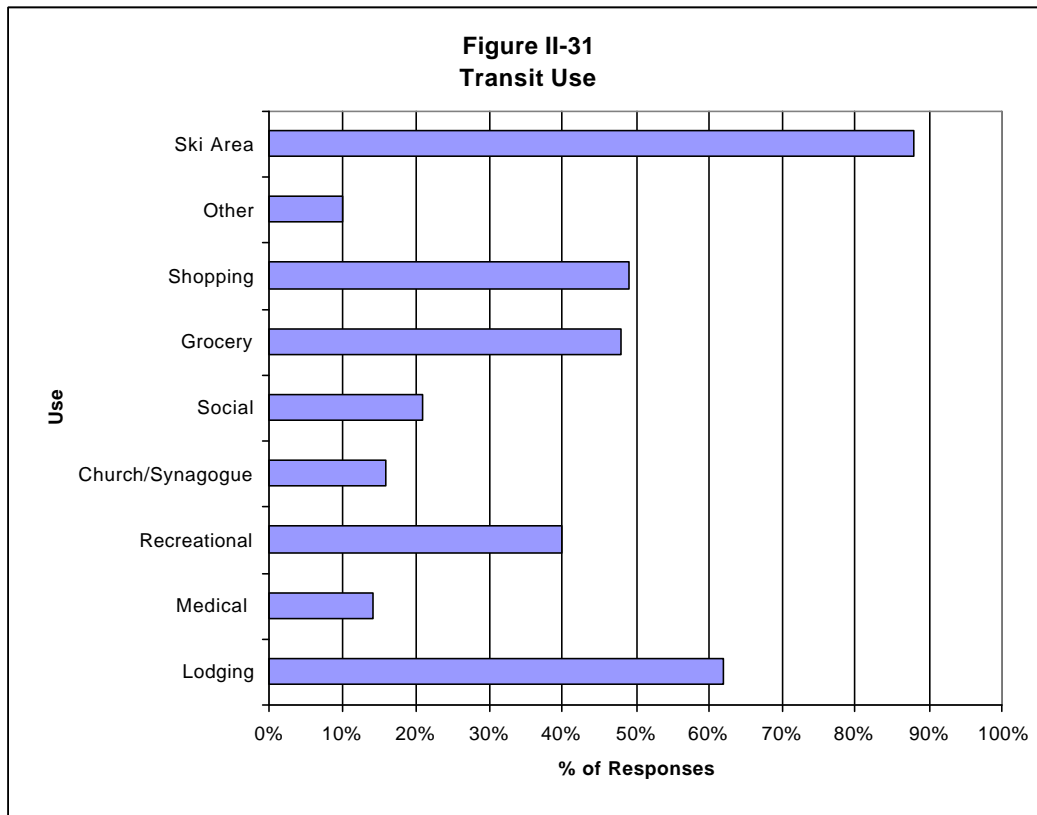


Visitors were asked what places they would visit while staying in Grand County. Figure II-29, shown below, presents the areas to be visited. The survey also asked the visitors what activities they planned to do while visiting. The most common responses were downhill skiing (78 percent), sightseeing (44 percent), shopping (34 percent), cross-county skiing (28 percent), and snowmobiling (25 percent).

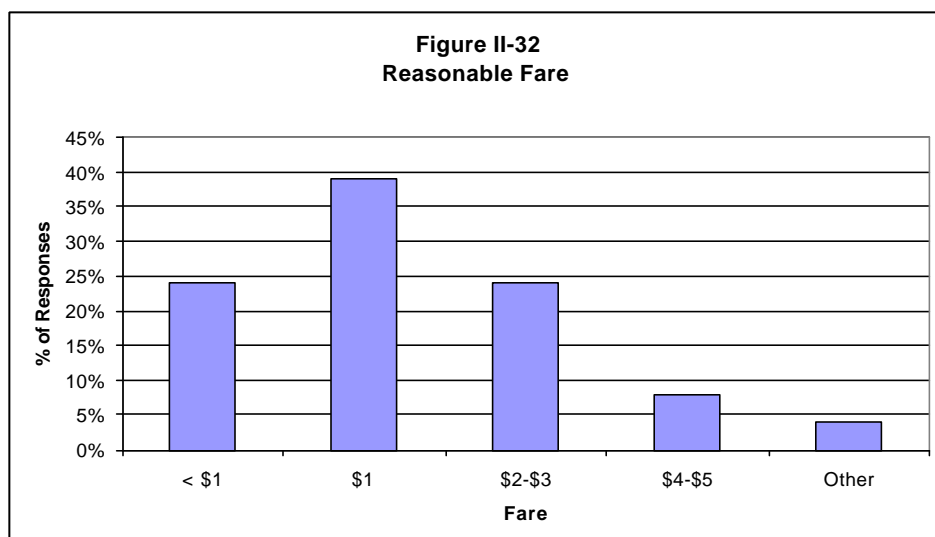


The Lodging/Visitor Survey asked each respondent if they would use the local transit services during their stay. The responses were split fairly evenly with 48 percent saying “Yes” and 52 percent of the responses not planning to use the local transit services. An additional question on the survey asked if public transit were available in Grand County, which stops would be most convenient and also where would they ride the transit to. Figure II-30 and Figure II-31, shown below, present the survey responses.





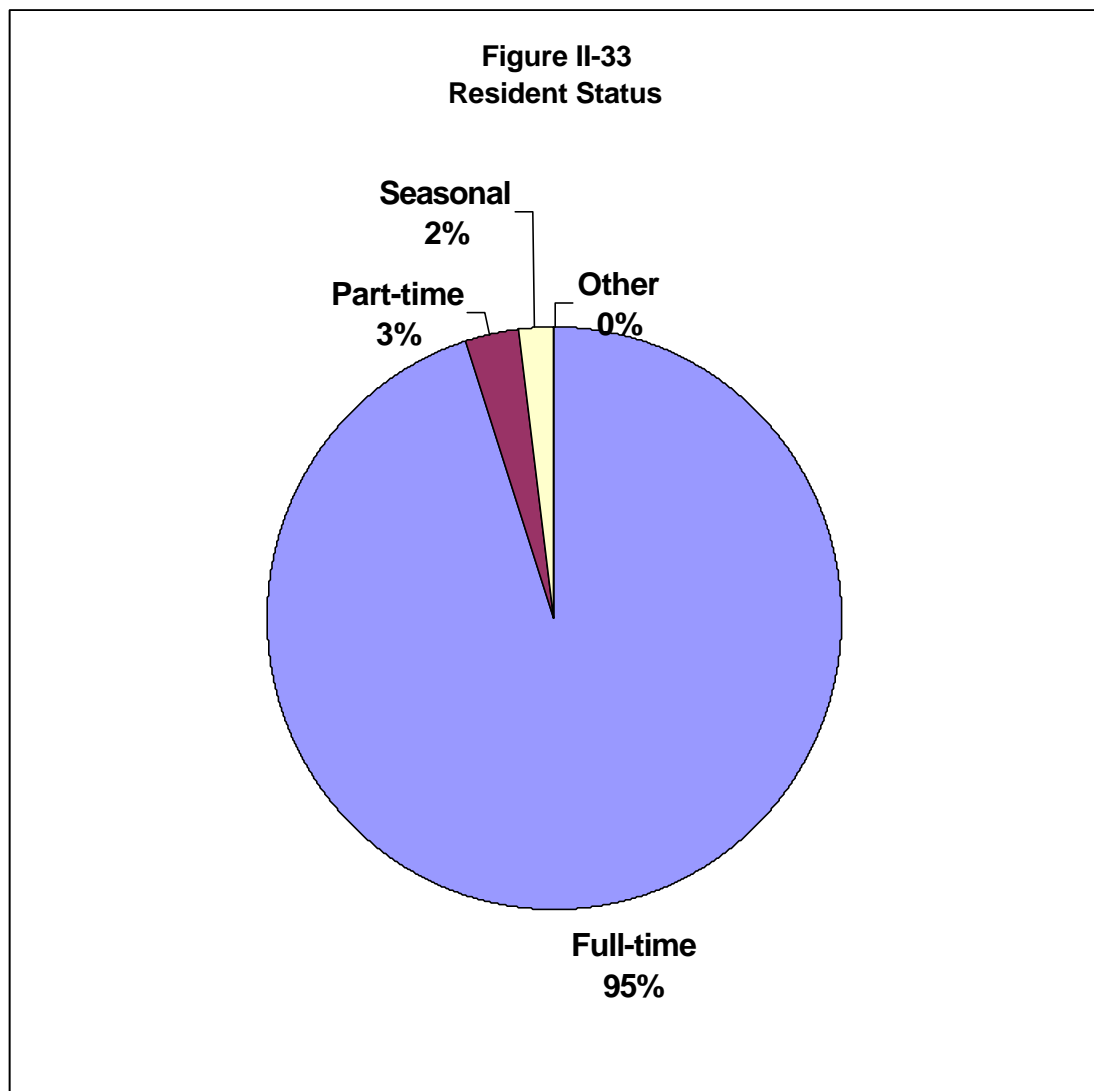
Visitors were asked if they were willing to pay a fare for the trips they listed in the above figures, and 81 percent of the respondents were willing to pay a fare. Figure II-32 shows what the visitors indicated as a reasonable transit fare.

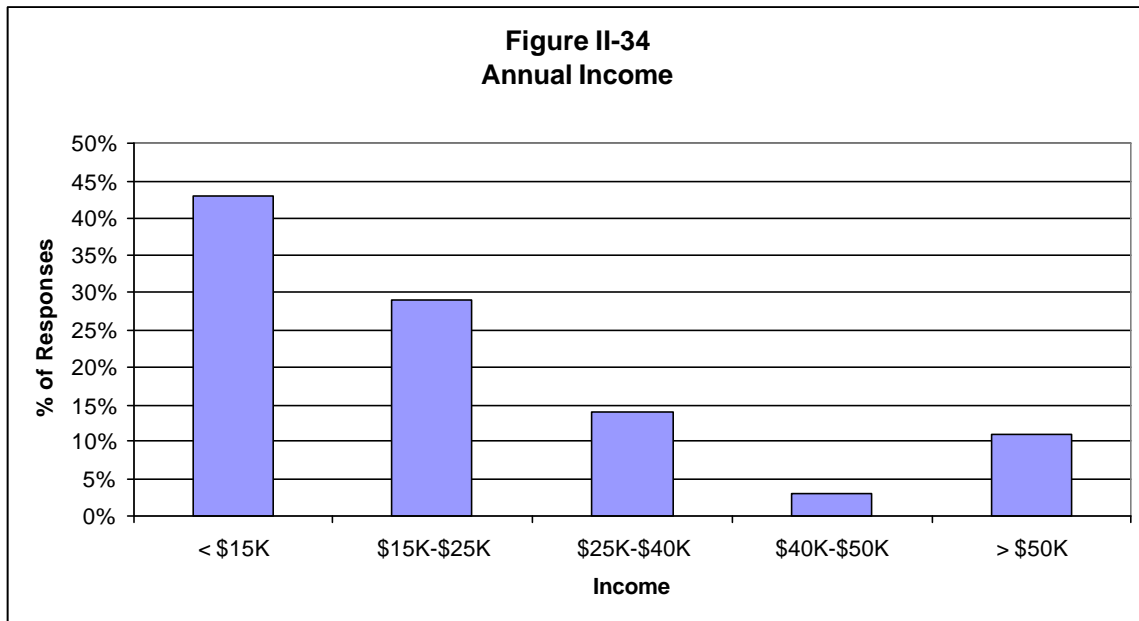


RESIDENT SURVEY

The resident survey was made available primarily for those people who are residents of Grand County, but not an employee at one of the locations surveyed as part of the employer and employee surveys. There were 91 responses received using this questionnaire. Again, the size of the sample does not provide a good statistical representation of this segment of the county population, and the results should be used with caution.

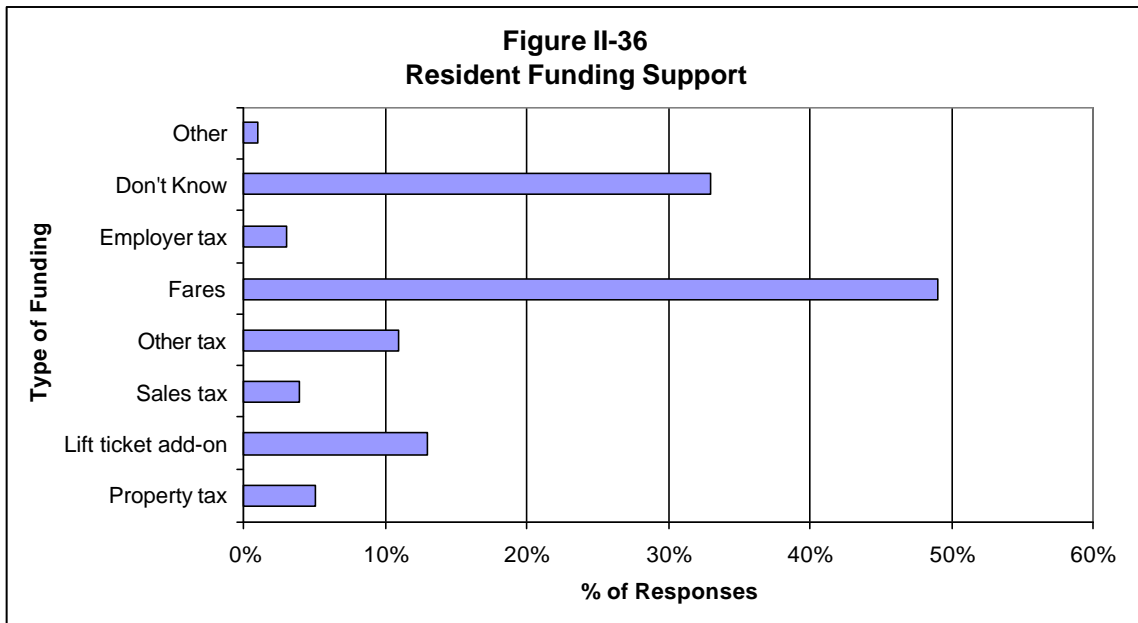
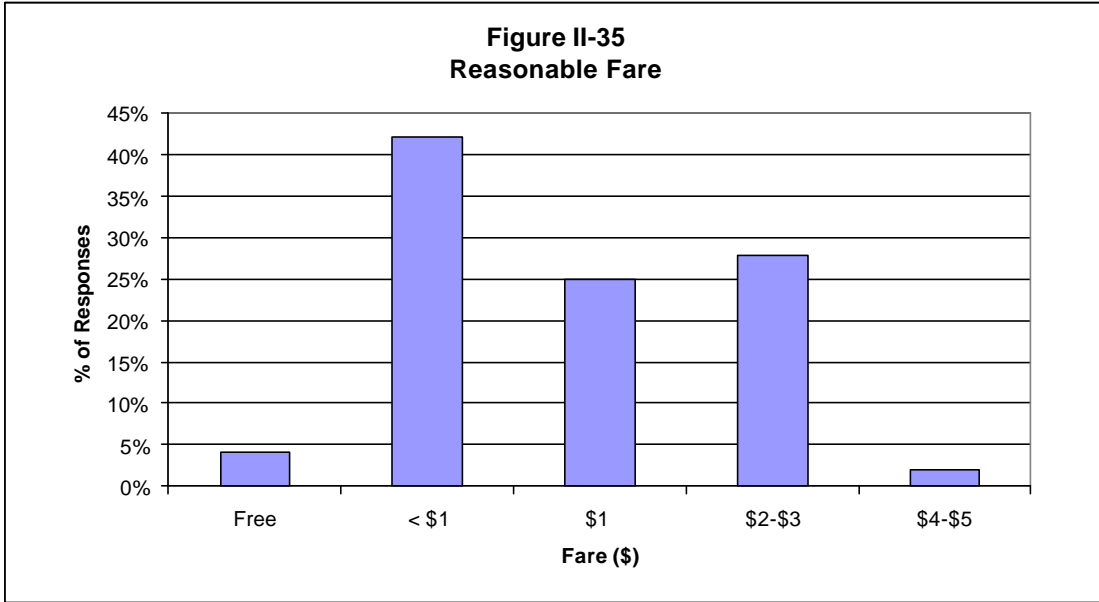
Figure II-33 shows the resident status of the respondents. Ninety-five (95) percent of the respondents are full-time residents and 5 percent are part-time or seasonal residents. Of the respondents, 57 percent were female and 43 percent were male. The majority have an annual income of \$25,000 or less as shown in Figure II-34.





Of the respondents to this questionnaire, 17 percent indicated they had public transit in their community. This corresponds to the towns where the respondents live, with many from areas outside those currently served by transit. The majority (62 percent) of those who do not have public transit stated that it should be provided in their community. The majority (68 percent) indicated that there were not significant parking shortages in their community. The majority (70 percent) indicated that they typically drive alone with others either primarily riding with someone or carpooling.

Respondents were asked questions regarding financial support for public transit. Seventy-seven (77) percent of the respondents indicated they would be willing to pay a fare for public transit. Figure II-35 shows the responses to what the respondents thought was a reasonable fare. About 70 percent of the respondents thought a reasonable fare would be \$1.00 or less. Figure II-36 shows that 48 percent supported fares to pay for public transit. More than 30 percent did not know what they would support for funding. Very few respondents indicated support for taxes of any kind.



Respondents were asked to indicate what incentives would get them to ride public transit. The most cited incentives were having transit service available (63 percent), evening transit service (52 percent), guaranteed ride home (44 percent), service close to home (40 percent), more frequent service (38 percent), and free transit service (31 percent). Employer-based incentives received very few responses (generally less than 10 percent).

The final question that was considered was where respondents would travel if transit service was available. The question focused on the type of activities rather than specific locations. Figure II-37 shows the responses to this question. Activities were split between shopping, social, recreational, and medical appointments.

