

# 2022 Transit On-Board Survey

AMPO 2022



October 25 2022 Ashley Asmus and Eric Lind [metro council.org](https://metro council.org)



# Outline

- What is the on-board survey?
- Pilot survey findings
  - Who is on board now?
  - What kind of trips are they making?
- Plan for main survey





# What is the On-Board Survey?

- System-wide survey of who is on transit, and where they are going
- An “intercept-interview” survey
- Conducted every five years
- Last survey 2016
- Fall 2021 pilot sampled busy Metro Transit routes



Photo by David Joles, the Star Tribune 10/22/2021



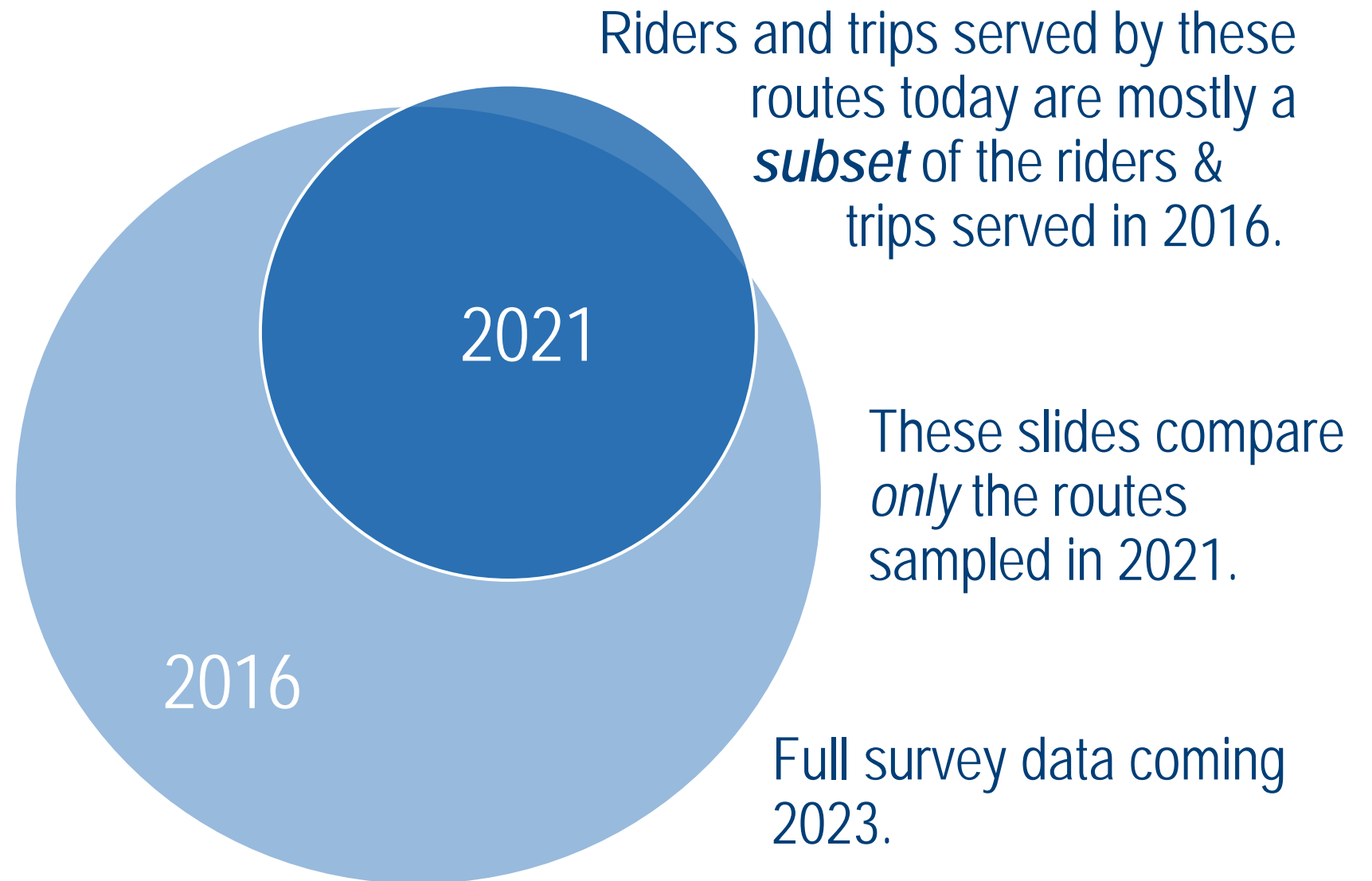
# We do this survey to:

- Better understand current transit riders and markets
- Improve transit forecasts and planning
- Support before-and-after studies
- Federally required





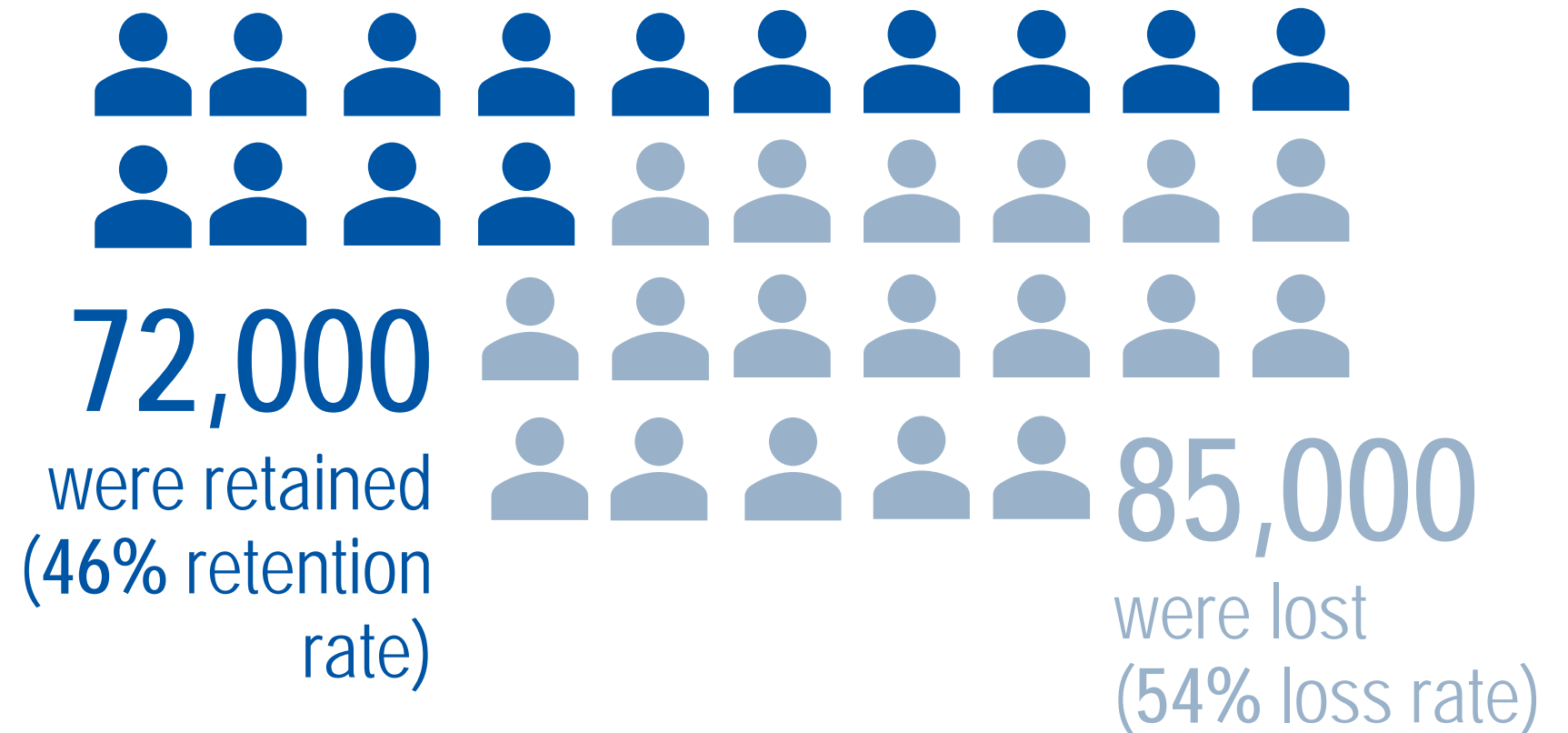
# How we understand these data: a subset of trips and riders




# How we understand these data: trips lost, trips retained



Of the  
**157,000**  
trips per day in 2016



 5,000 trips



Who is on  
board?

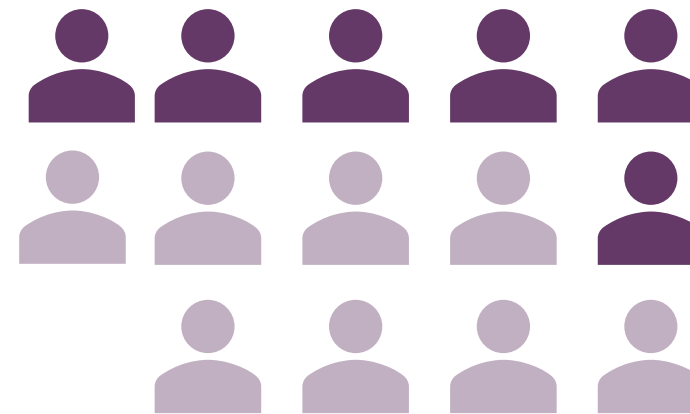





# Retained a greater share of men's trips than women's trips



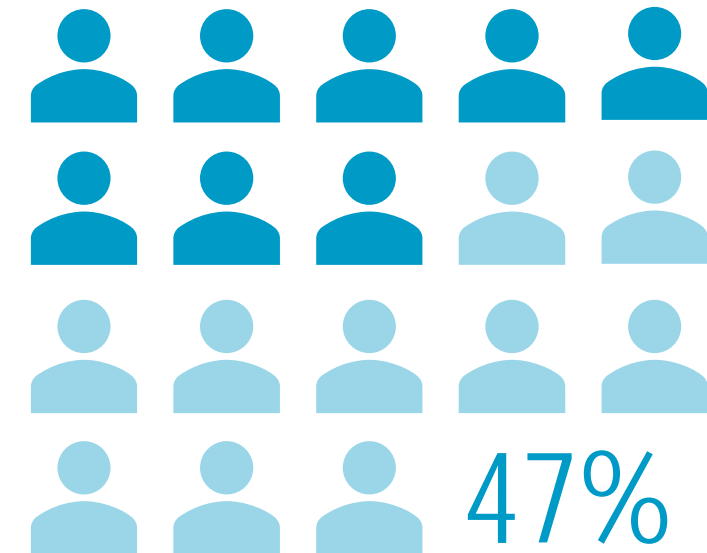
Of the  
**72,000**  
trips made by women and  
girls in 2016



**41%**  
were retained  
(30,000 trips)

 5,000 trips

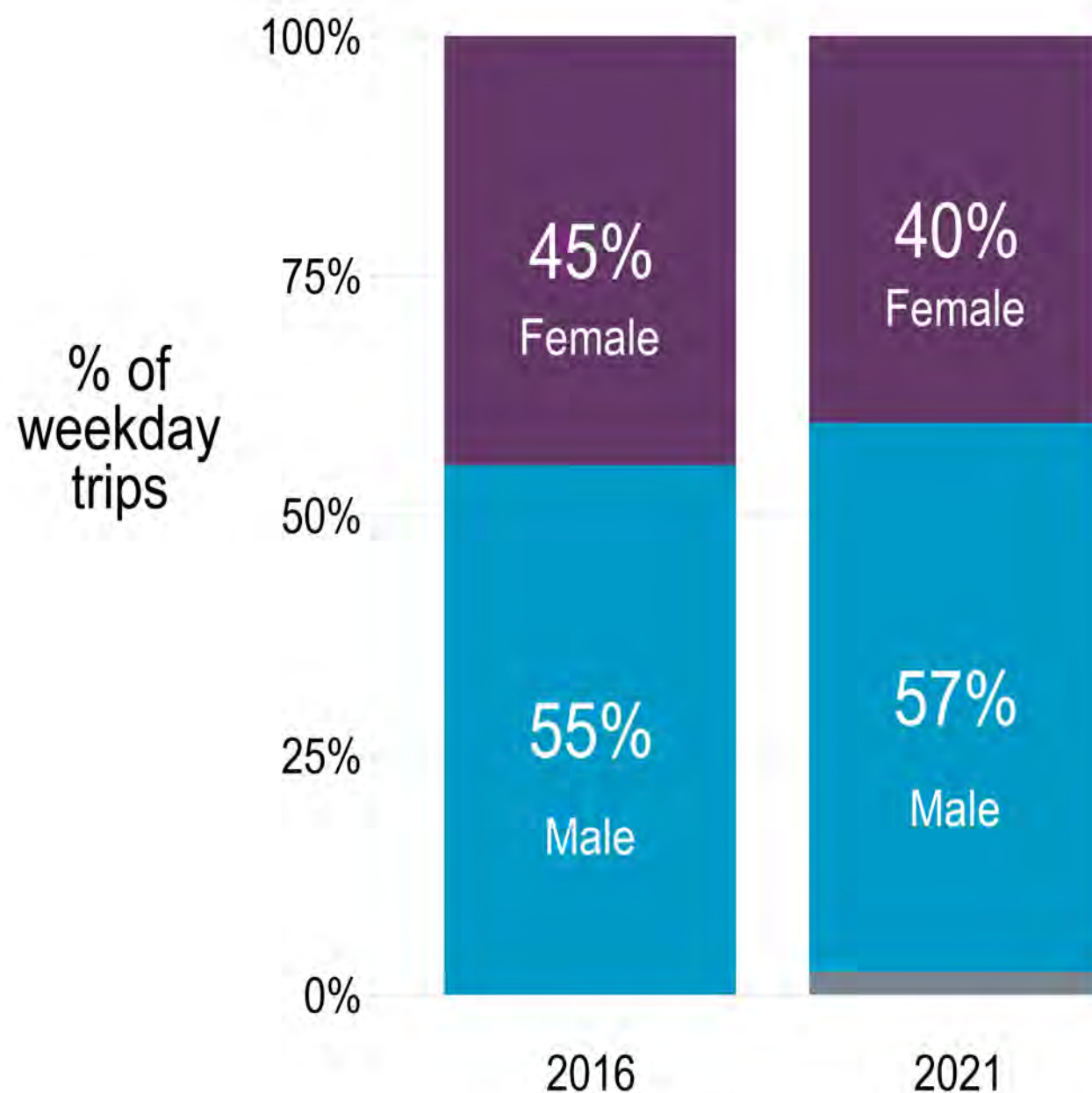
Of the  
**90,000**  
trips made by men and  
boys in 2016



**47%**  
were retained  
(42,000 trips)



# Share of men on-board has increased



Transgender, non-binary, and other identities (2%) – see “Appendix” slides

Comparison of the same routes in 2016 and 2021.



# Similar gender splits in other transit systems

Data courtesy of ETC Institute



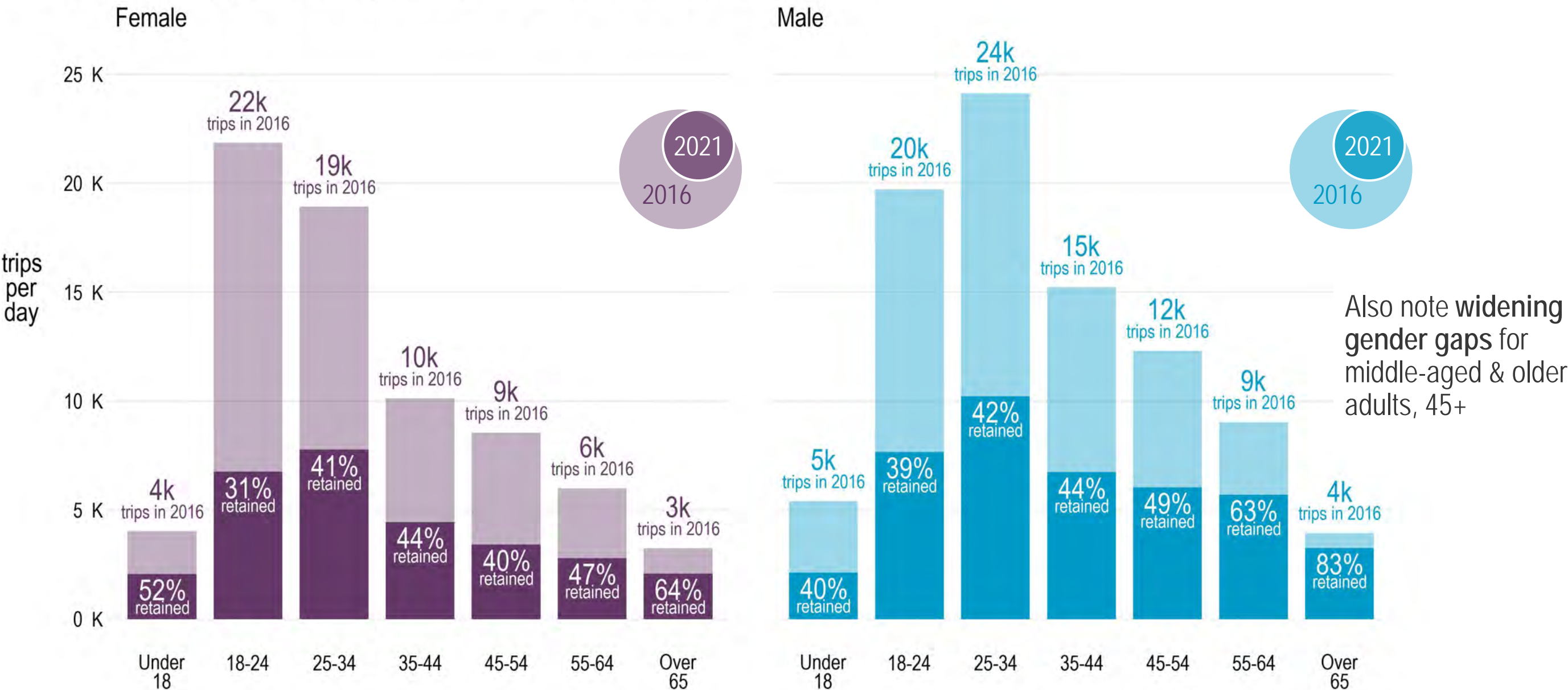
Location	Date	Male	Female	Other
Volusia Co, FL	Spring 2021	65%	35%	
Lexington, KY	Spring 2021	57%	43%	
Tampa, FL	Fall 2021	57%	43%	
Rhode Island	Fall 2021	55%	44%	1%
Knoxville, TN	Fall 2021	56%	42%	2%
Boise, ID*	Fall 2021	58%	39%	3%
Tucson, AZ	Spring 2022	62%	36%	2%
Albuquerque, NM	Spring 2022	65%	32%	3%
Houston, TX*	Spring 2022	57%	42%	1%

\* pre-expansion figures



# Retained greatest share of trips by older men, least by young women

2021 daily ridership (darker color) is overlaid on 2016 ridership (lighter color).



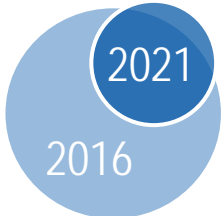
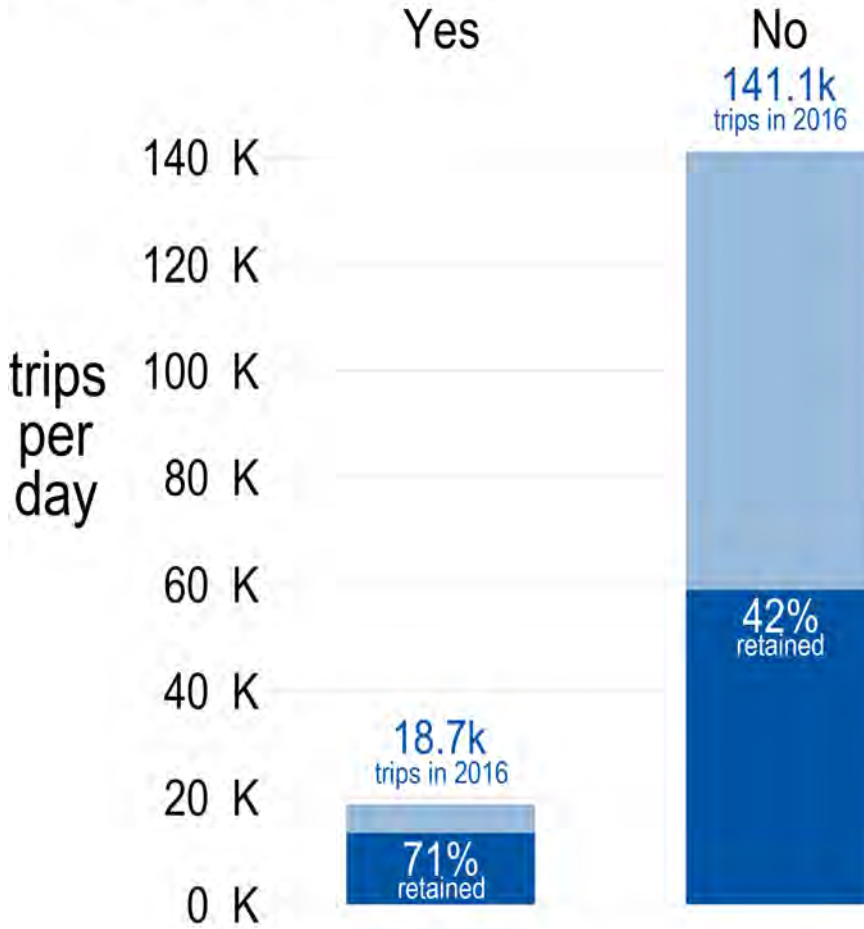
Comparison of the same routes in 2016 and 2021.



# Retained a greater share of trips by riders with a disability



Do you consider yourself to have a disability?



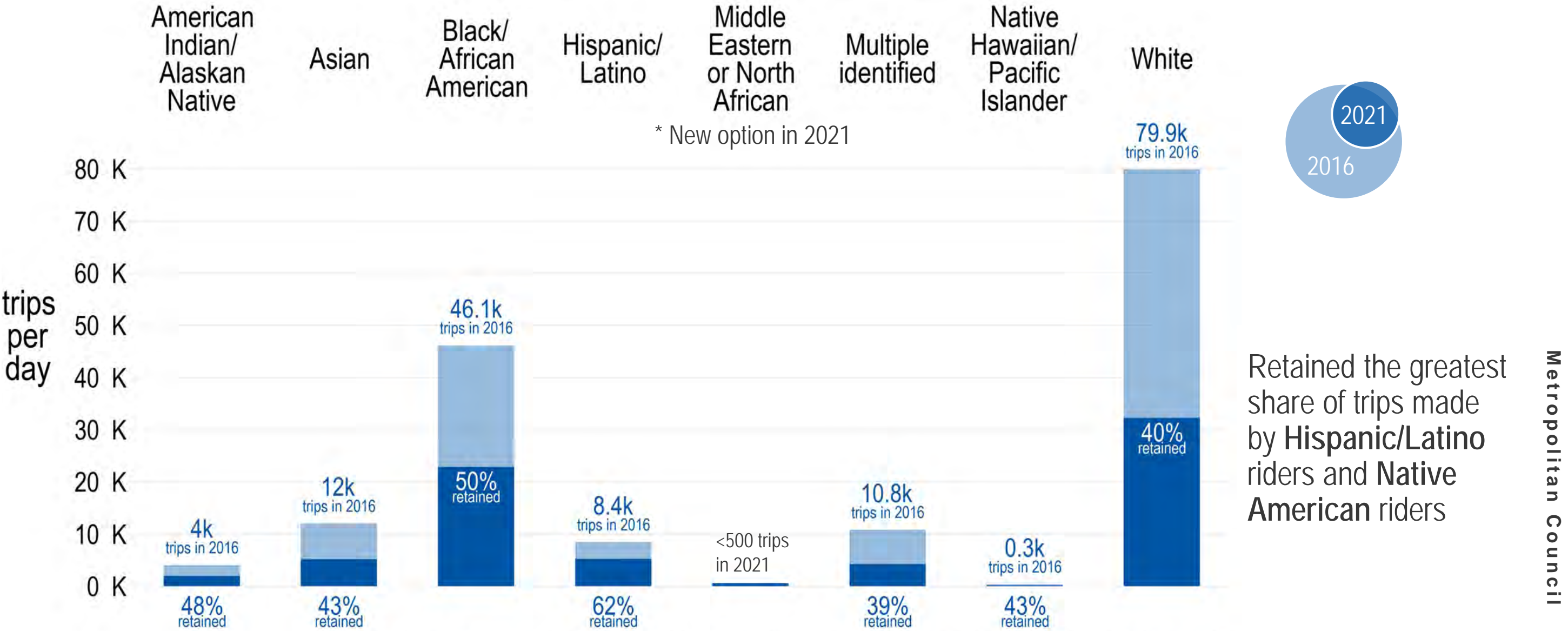
2021 daily ridership (darker color) is overlaid on 2021 ridership (lighter color). Comparison of the same routes in 2016 and 2021.

Additionally, the share of trips made by those with a disability has increased from 11% to 18%.

"Prefer not to answer" omitted.



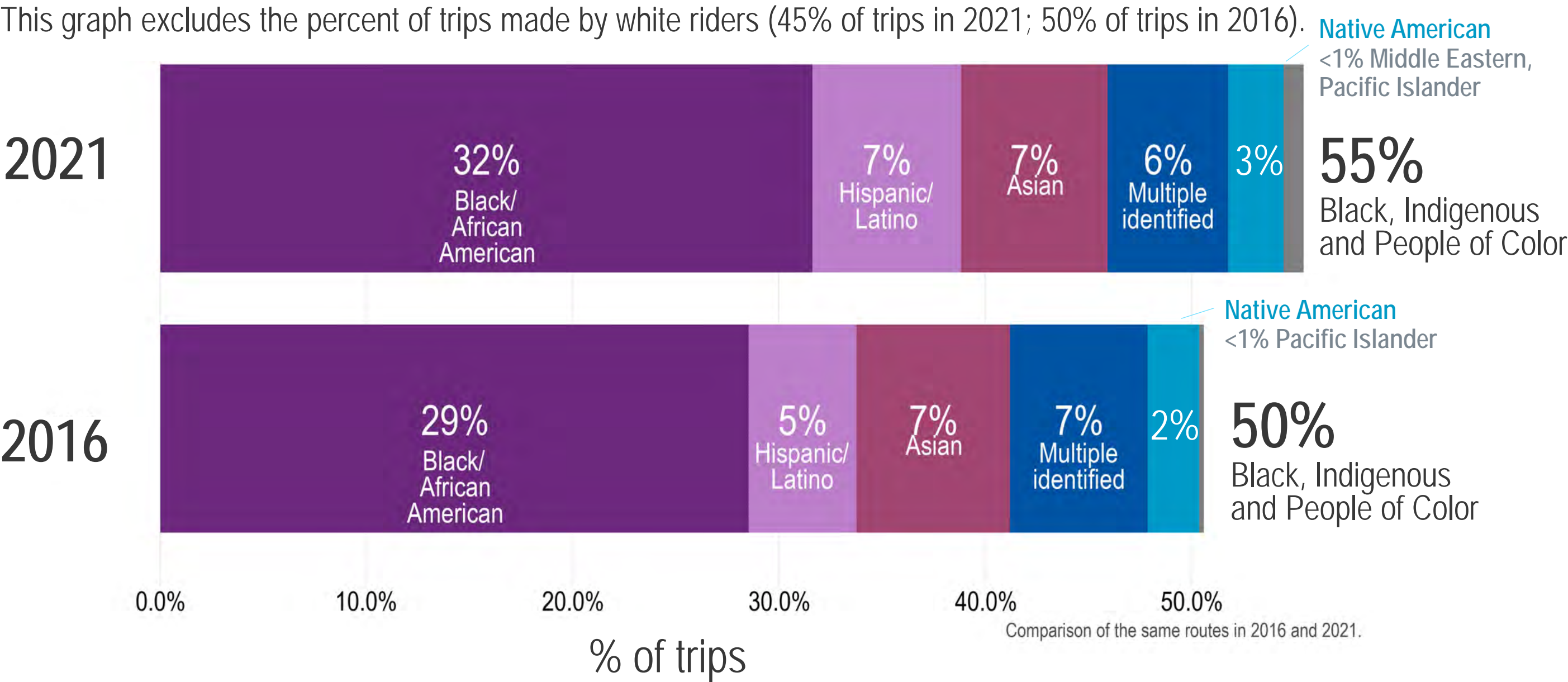
# Retained greater share of trips made by riders of color



2021 daily ridership (darker color) is overlaid on 2021 ridership (lighter color). Comparison of the same routes in 2016 and 2021.

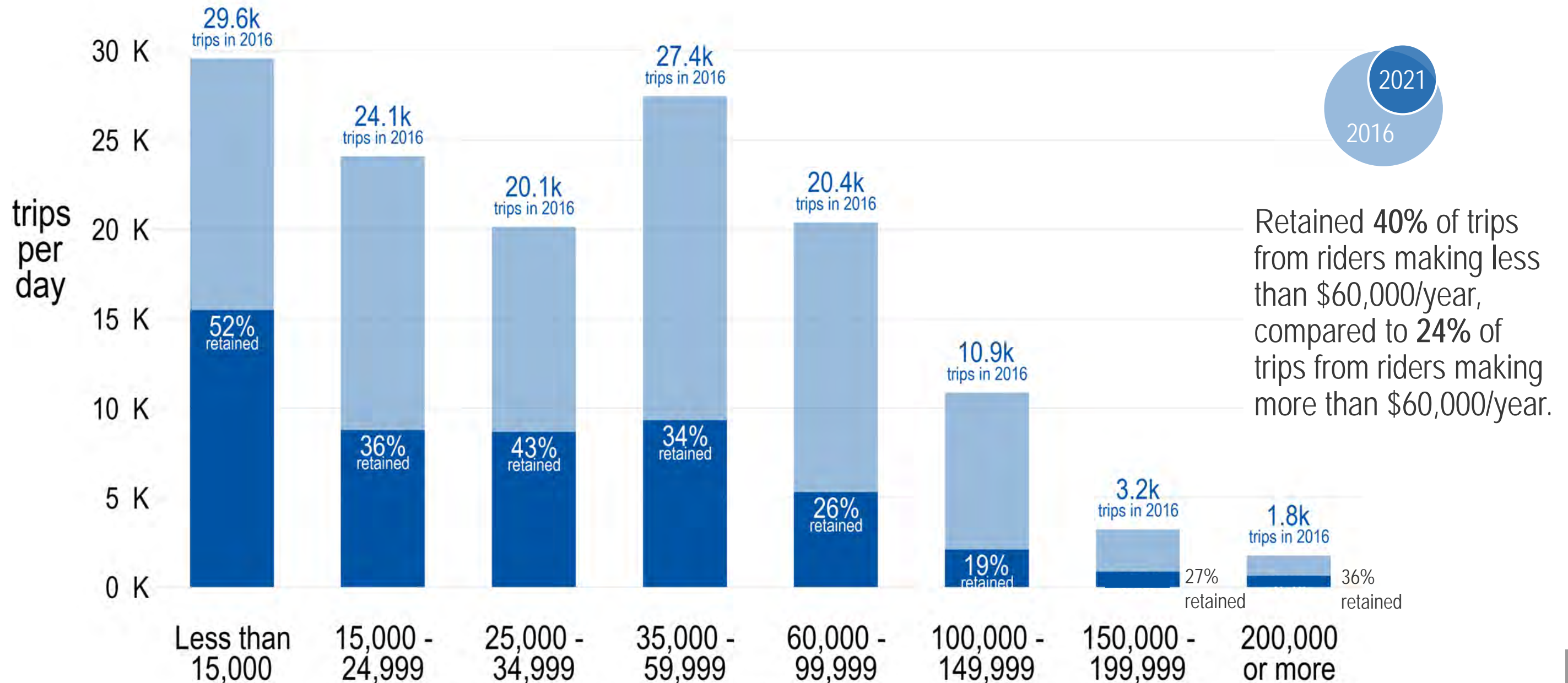


# Share of riders who identify as Black or Latino has increased





# Retained greatest share of trips made by lowest-income riders



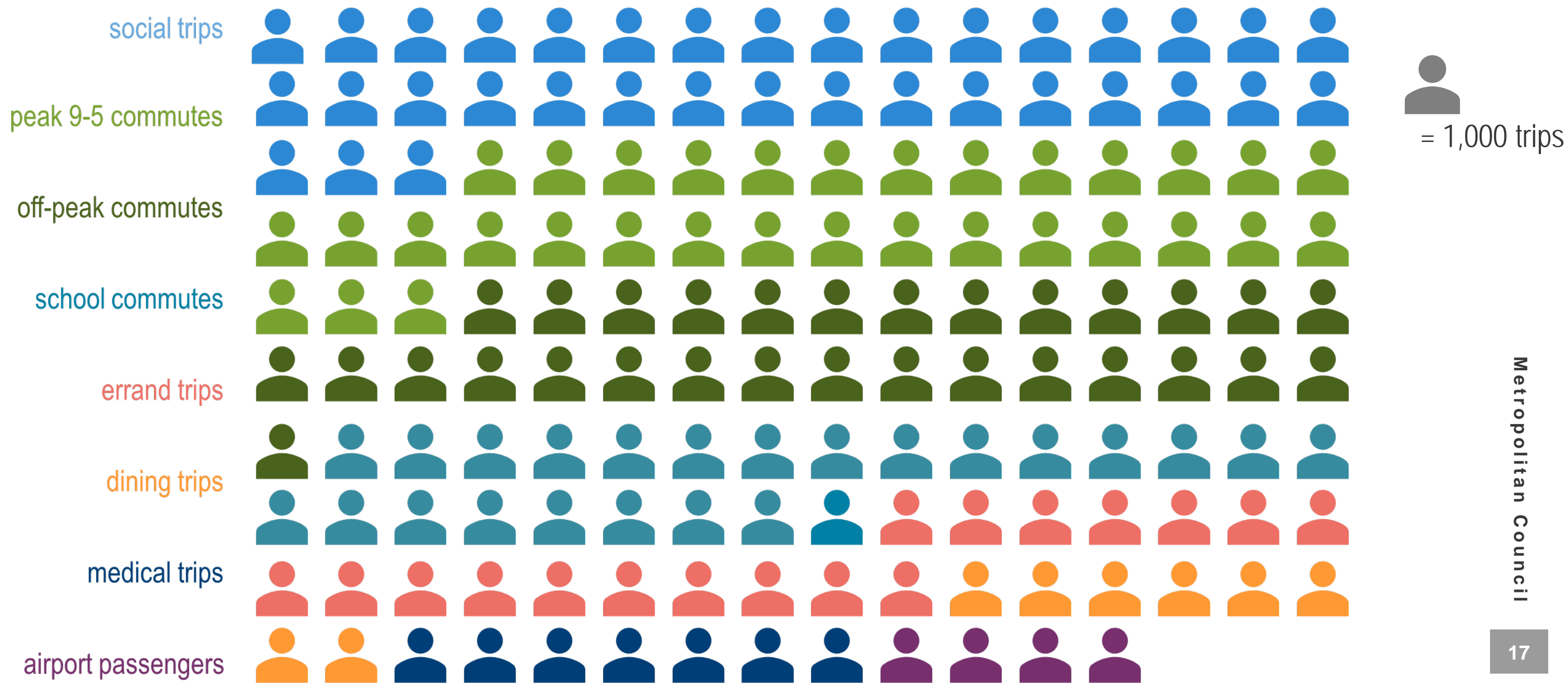


What kinds of trips are people making?



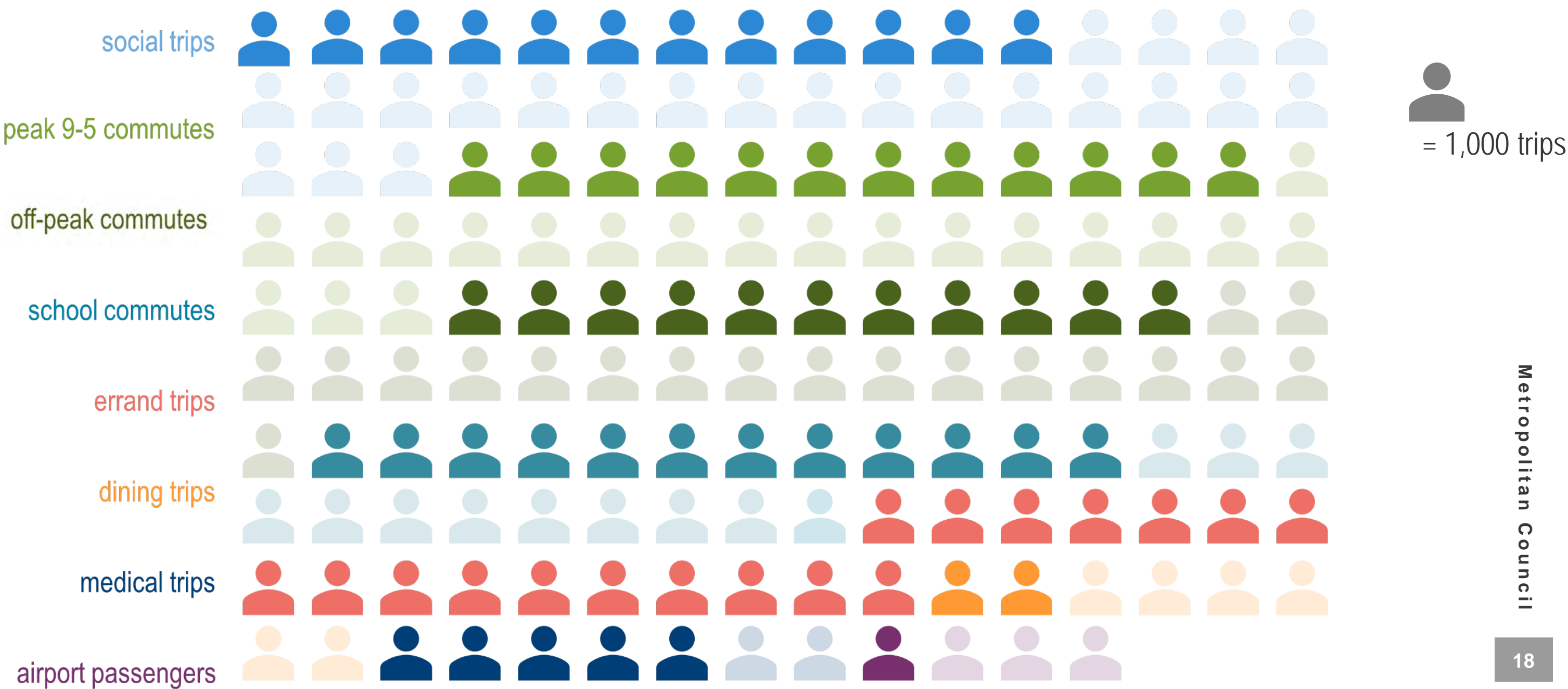


# 157,000 trips in 2016



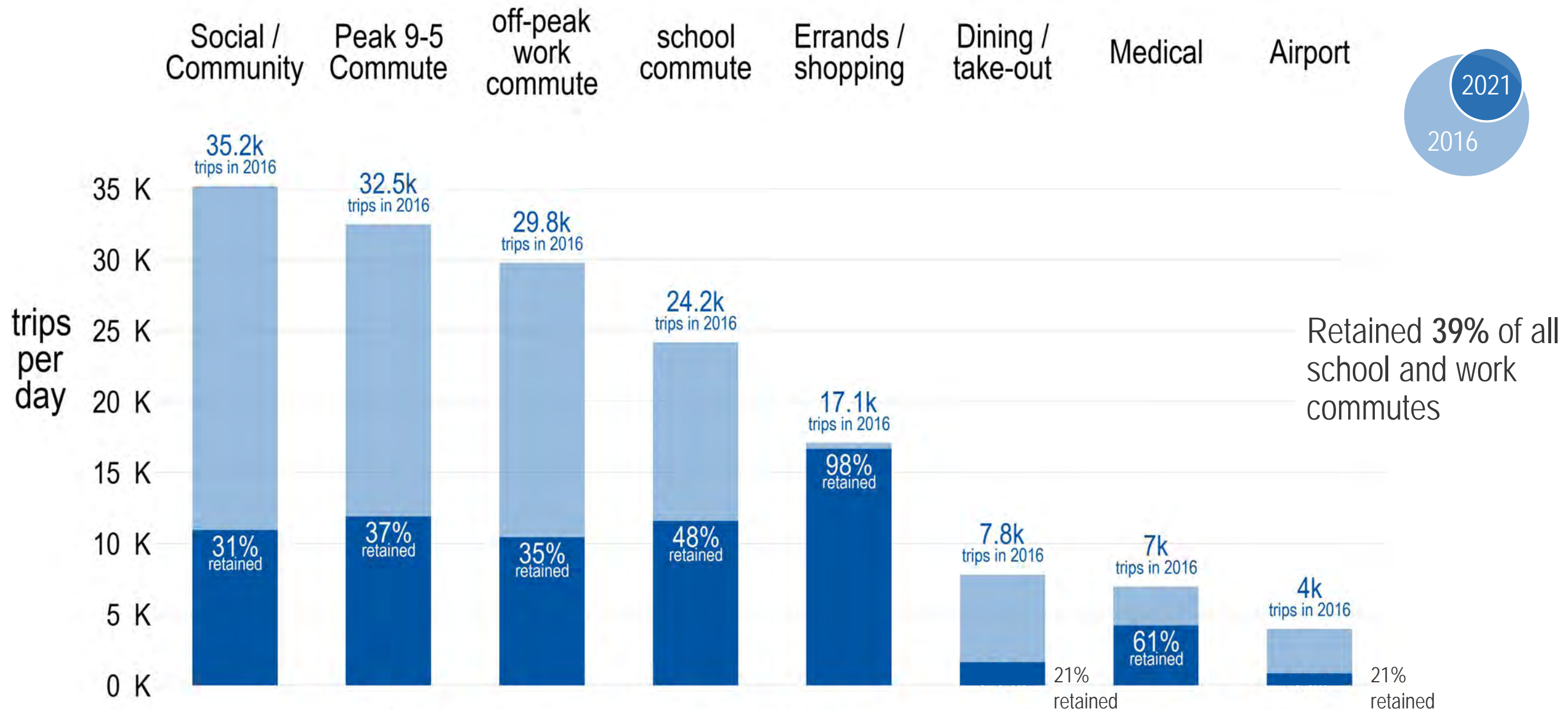


# 72,000 trips retained in 2021



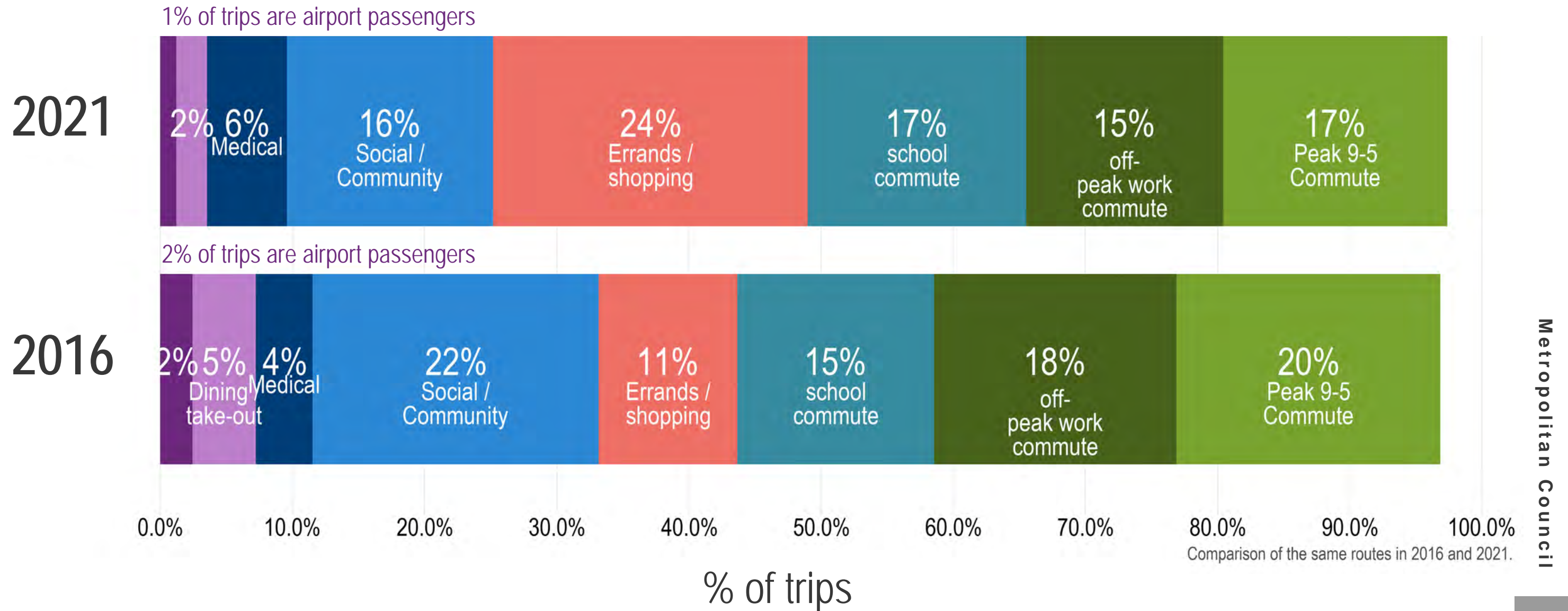


# Retained greatest share of trips made for errands, least for airport passengers





# The share of people traveling for errands has grown

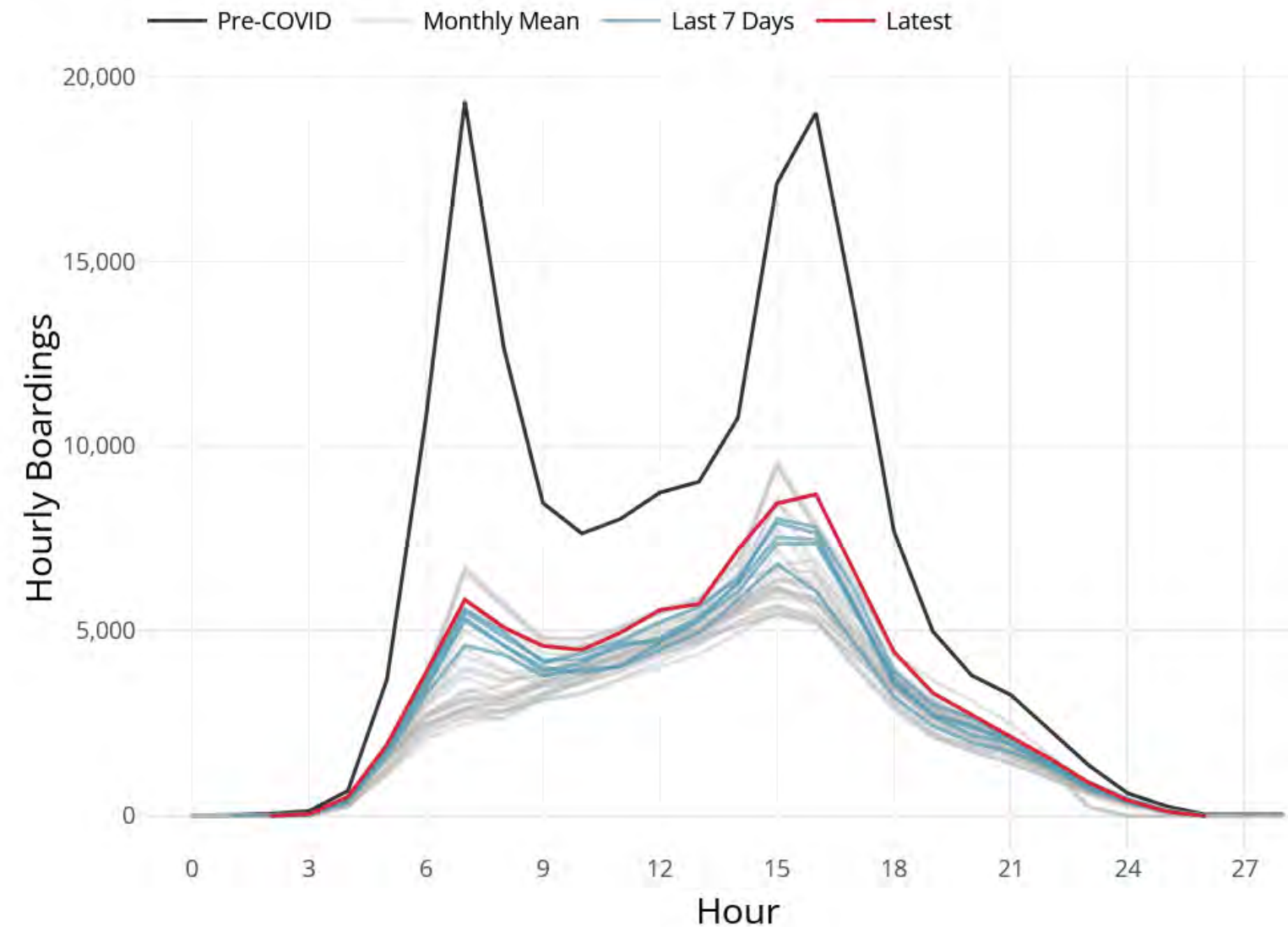




# Previously observed trends: ridership by hour

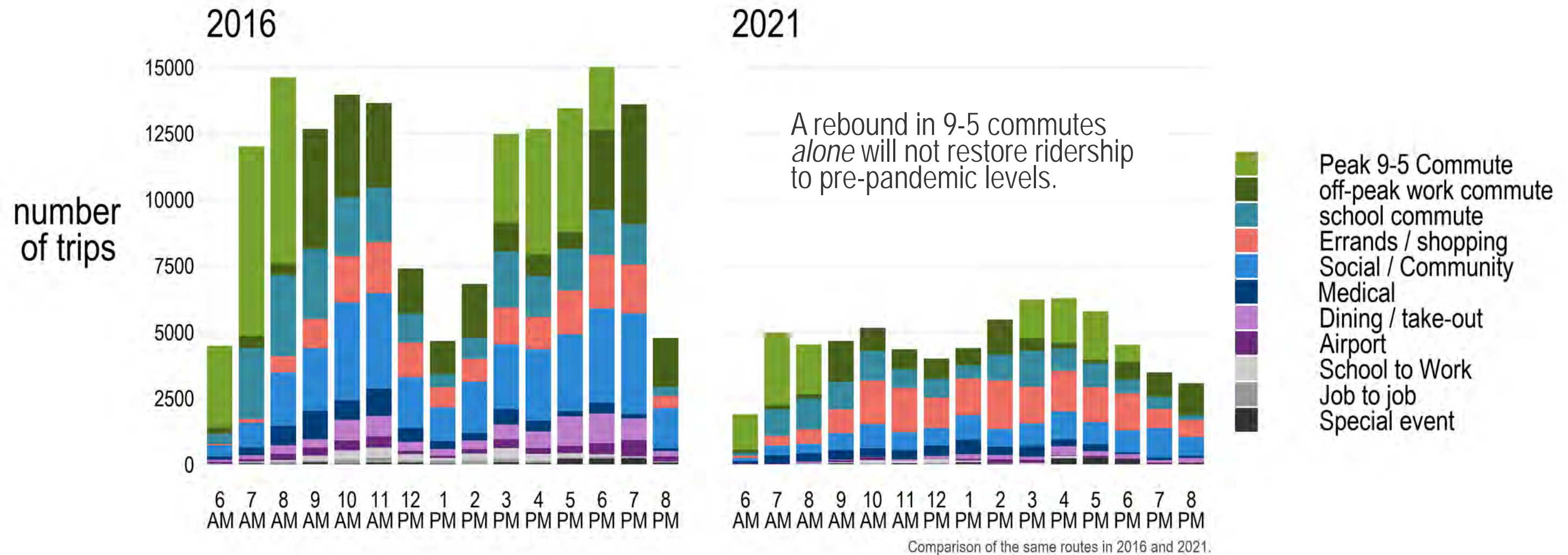


Weekday Ridership by Hour





# Trip purpose by time of day, then and now





# Key Findings: Trips and Riders Retained



## What is the “core ridership” in the Pandemic era?

- BIPOC riders
- older riders, especially men
- lower income riders and those who are unemployed
- riders who identify as having a disability

## What are the “core trip types” transit continues to serve?

- Basic life maintenance (shopping, errands, medical appointments) retained more than other trip types
- Transit *continues* to serve a wide variety of trips: all-day, all-purpose



# Plan for main survey





# Main survey starts Summer 2022

- Currently in planning phase
- Planning for uncertainty
- All routes, directions, time of day
- Includes weekends
- Will be reaching out to providers to ensure operators are aware of our presence
- Final data back Q1 2023
- Will make data available to all providers, stakeholders in online dashboard



# Your questions are welcome!

Ashley Asmus, Project Manager, MTS Planning:

[ashley.asmus@metc.state.mn.us](mailto:ashley.asmus@metc.state.mn.us)

Jonathan Ehrlich, MTS Planning:

[jonathan.ehrlich@metc.state.mn.us](mailto:jonathan.ehrlich@metc.state.mn.us)

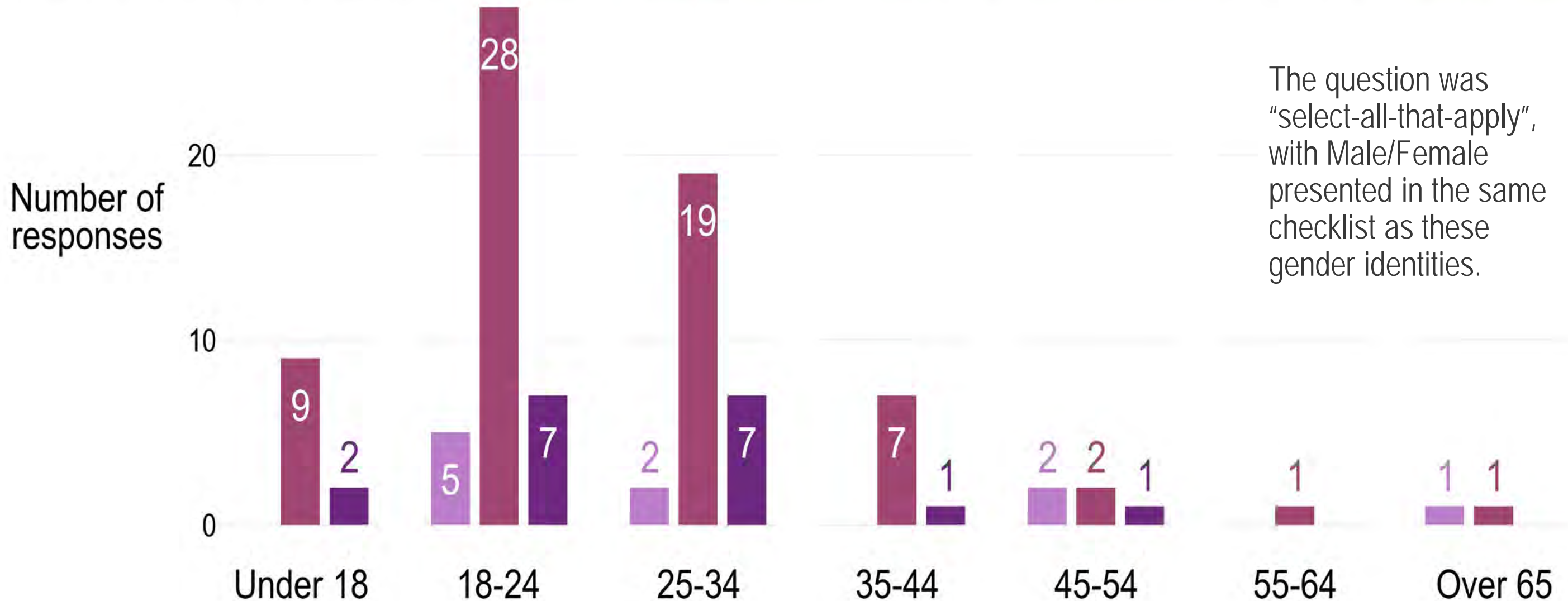
Eric Lind, Metro Transit Strategic Initiatives:

[eric.lind@metrotransit.org](mailto:eric.lind@metrotransit.org)



# Appendix: More complete gender identity options available in 2021

Respondents could identify as **Non-Binary**, **Other/Prefer to self-describe**, and/or **Transgender**





# Appendix: Routes sampled in pilot survey



## Routes

Light rail (Green and Blue), BRT (A and C line) and 8 Core Local Routes: 2, 3, 5, 6, 10, 18, 19\* *partial*, 21

Chosen by ridership

Ridership on these ten routes totaled to:

- **59%** of Metro Transit boardings in Fall 2019, and
- **64%** of Metro Transit ridership in Fall 2021

## Survey sample

Surveyed September 13 – November 15

Completed **4,000** questionnaires

Weighted to Fall 2021 ridership (route, time of day, and direction)

In 2016, same routes: **15,580** questionnaires completed (51% of all questionnaires completed 2016)

# Survey incentives work!

Free ride coupons increased participation from 47% to 76% and **doubled** participation by Black riders

