



# B-Line On-board Passenger Survey Final Report



A project of:  
Selena Barlow  
Transit Marketing, LLC

Report prepared by  
Dr. Hugh Clark

**CJI** RESEARCH  
CORPORATION

July 2008

---

## Table of Contents

---

Table of Contents.....	1
List of Figures .....	3
Summary of Findings .....	4
Methodology .....	4
Passenger Profile.....	4
Usage Profile .....	4
Passenger Communications .....	5
Customer Satisfaction.....	5
Service Improvements .....	6
Rider Retention .....	6
Introduction .....	7
Profile of B-Line Route-Based Market Segments .....	8
Rider Demographics .....	9
Reading the charts.....	10
Separate markets for the geographic areas.....	10
Student status .....	12
Where students attend school .....	12
Employment.....	13
Where employed riders work .....	14
Income .....	16
Race, ethnicity .....	17
Age groups.....	18
Transit dependency .....	19
Vehicles and drivers in household .....	20
Rider Travel Profile .....	21
City where the trip originated .....	22
Destination city.....	23
Origin-DestinationCity .....	24
Frequency of using B-Line .....	25
Days of the week on which B-Line is used .....	26
The main purpose of the B-Line trip today .....	27
Origin and destination – functional pairings .....	28
Trip Profile.....	29
Mode to the bus stop .....	30
How do riders get from their bus to their final destinations? .....	31
Distance to and from the bus stop – in blocks walked .....	32
Transfers.....	33
Paying the fare.....	34
Fare media used .....	35
Fare media used by frequency of ridership.....	36
Ridership tenure.....	37
Information Sources.....	38

The information source used most often for route and schedule information .....	39
Using the Internet.....	40
Using the B-Line website .....	41
Perceptions of B-Line service .....	42
Service ratings .....	43
Service ratings by the route segments.....	45
Noticing a service problem.....	46
Noticing a service problem, by route segments .....	47
Impact scores.....	49
Expectations concerning the use of B-Line a year from now.....	51
Age and the expectation of continuing to use B-Line.....	52
Satisfaction with service and the expectation that one will continue to use B-Line .....	53
Service Improvements .....	54
How important are several service improvements? .....	55
Importance of the service improvements to the route segments .....	56
How the intent to continue using B-Line relates to service improvements.....	57
Appendix A: Questionnaire .....	58
Appendix B: Comments .....	61
Appendix C: Excel Files.....	70

## List of Figures

FIGURE 1 SEGMENT SAMPLE SIZES .....	8
FIGURE 2 WHERE RIDERS LIVE .....	10
FIGURE 3 STUDENT STATUS .....	12
FIGURE 4 EMPLOYMENT .....	13
FIGURE 5 WHERE RIDERS ARE EMPLOYED .....	14
FIGURE 6 INCOME .....	16
FIGURE 7 RACE/ETHNICITY .....	17
FIGURE 8 AGE GROUPS .....	18
FIGURE 9 TRANSIT DEPENDENCY .....	19
FIGURE 10 TRANSIT DEPENDENCY .....	20
FIGURE 11 CITY OF TRIP ORIGIN .....	22
FIGURE 12 DESTINATION CITY .....	23
FIGURE 13 ORIGIN AND DESTINATION PAIRS .....	24
FIGURE 14 USUAL WEEKLY FREQUENCY OF USING B-LINE .....	25
FIGURE 15 WHICH DAYS OF THE WEEK ARE RIDERS USING B-LINE? .....	26
FIGURE 16 MAIN PURPOSE OF THE B-LINE TRIP .....	27
FIGURE 17 WHERE RIDERS ARE GOING, BY WHERE THEY ARE COMING FROM .....	28
FIGURE 18 MODE TO THE B-LINE BUS STOP .....	30
FIGURE 19 MODE TO THE FINAL DESTINATION FROM THE B-LINE BUS .....	31
FIGURE 20 BLOCKS WALKED TO OR FROM THE B-LINE BUS .....	32
FIGURE 21 TRANSFERS .....	33
FIGURE 22 TYPE OF FARE PAID .....	34
FIGURE 23 FARE MEDIA USED TO PAY FARE ON THIS TRIP .....	35
FIGURE 24 FARE MEDIA BY FREQUENCY OF RIDERSHIP .....	36
FIGURE 25 THE YEAR WHEN RIDERS BEGAN USING B-LINE .....	37
FIGURE 26 INFORMATION SOURCE USED MOST OFTEN .....	39
FIGURE 27 USE OF THE INTERNET .....	40
FIGURE 28 USE OF THE B-LINE WEBSITE .....	41
FIGURE 29 RATINGS OF B-LINE SERVICE .....	43
FIGURE 30 RATING OF B-LINE SERVICE, BY ROUTE SEGMENT .....	45
FIGURE 31 NOTICING A SERVICE PROBLEM .....	46
FIGURE 32 EXTENT TO WHICH RIDERS FROM THE THREE ROUTE SEGMENTS HAVE NOTICED SERVICE PROBLEMS IN THE PAST THIRTY DAYS .....	47
FIGURE 33 IMPACT SCORES .....	49
FIGURE 34 EXPECTATIONS FOR USING B-LINE A YEAR FROM NOW .....	51
FIGURE 35 AGE AND EXPECTATION OF USING B-LINE A YEAR FROM NOW .....	52
FIGURE 36 SERVICE RATINGS AND EXPECTATION OF CONTINUING TO USE B-LINE .....	53
FIGURE 37 IMPORTANCE OF SERVICE IMPROVEMENTS .....	55
FIGURE 38 IMPORTANCE OF SERVICE IMPROVEMENTS TO THE ROUTE SEGMENTS .....	56
FIGURE 39 NEED TO IMPROVE SERVICE AND THE INTENT TO KEEP USING B-LINE .....	57

---

# Summary of Findings

---

## ***Methodology***

- This report is based on a self-administered, on-board survey of 1,515 B-Line riders conducted in May 2008. The survey was conducted on all B-Line routes. The data have been weighted using route level ridership data to accurately profile the system's overall ridership base.

## ***Passenger Profile***

- B-Line's ridership is dominated by students, but also includes a significant number of employed persons.
  - Fifty-three percent (53%) of all respondents were students – about half at Chico State and the other half at the Community College or secondary schools. Students primarily dominate on Chico routes (58%). On regional routes, 36% of riders are students, while in Oroville only 25% of riders are students.
  - Thirty-eight percent of riders are employed (this includes 16% who are employed students). Most (83%) work in Chico.
  - Twenty-seven percent (27%) are neither employed nor students – they are unemployed, homemakers or retired.
- The ridership is quite young, reflecting the large number of students.
  - Over half (51%) of riders are 25 years old or younger.
  - Riders in Oroville are a good bit older than the riders in Chico and on the regional routes.
  - Only 2% of riders surveyed were 65 or older.
- Some riders have access to other modes of transportation, while others do not.
  - Thirty-eight percent of riders have both a driver's license and a vehicle.
  - Forty-eight percent of riders lack either a driver's license or a vehicle, while another 14% are under the age of 18.
  - Two-thirds (66%) of riders live in households with at least one vehicle. In half of all households, there is at least one vehicle per driver.
- B-Line riders are generally quite low income.
  - Close to half (46%) of riders report incomes of under \$10,000 per year. This is at least partially due to the high incidence of students in the ridership.
  - One quarter of riders (25%) have incomes of \$25,000 or more.
- More than three-quarters (78%) of riders interviewed live in Chico, while 9% live in Oroville and 6% in Paradise. Among riders who are employed, 83% work in Chico, 11% in Oroville and 4% in Paradise.

## ***Usage Profile***

- B-Line's ridership includes a mix of occasional, regular and intensive riders.
  - Slightly more than half of riders use B-Line regularly – 4 or more days per week. A third ride 4-5 days per week (like work or school commuters), while 22% ride intensively, 6-7 days per week.
  - Forty-four percent (44%) of riders can be described as occasional riders in that they ride 3 or fewer days per week.

- More than half (54%) of all passenger trips are commutes to/from school or work.
  - Thirty-five percent (35%) of riders were traveling to/from school when surveyed. Another 19% were traveling to/from work.
  - A quarter (25%) were shopping or conducting personal business.
  - Travelers on the regional route were the most likely to be commuting to/from work (29%), while riders in Oroville were less likely to be commuting and more likely to be shopping (26%) or traveling for other purposes.
- The vast majority of riders walk to and from the bus stop.
  - On local Chico and Oroville routes about 90% of riders walk to/from the bus stop. This is less true on the regional routes where only 67% walk to and 83% walk from the bus stop.
  - The average walk to/from the bus stop is about 2 blocks in Chico and Oroville. It is longer (3-4 blocks) on the regional routes.
- Thirty-eight percent of riders say they transfer to complete their trip, while 62% say they are able to use a single bus route.
- Over a third (39%) of riders pay their fare in cash; 30% use a 30-Day or Ride Pass; and 27% ride with their CSUC ID.
- Nearly four out of ten (39%) riders began riding in 2007 or 2008. This level of turnover is typical of transit systems, particularly those with a high level of student usage.

## ***Passenger Communications***

- Most riders (58%) rely primarily on the B-Line schedule book for route and schedule information. Others rely on the bus drivers (12%) or telephone information (10%).
- Only 7% of riders say the internet is their primary source of transit information and only 18% have visited the B-Line website in the past 30 days. However, 53% of the riders use the internet daily, indicating there is potential for increased usage of the website as a communications tool.

## ***Customer Satisfaction***

- Riders were asked to rate B-Line service overall and on eight specific quality factors. A seven-point rating scale was used with 1=very poor and 7=Excellent.
  - For overall service, 60% of riders rated B-Line as very good to excellent (6-7). Only 5% of riders rated the system as less than neutral (4).
  - The service characteristics which riders were most likely to rate as very good-excellent (6-7) were:
    - Safety while waiting at the stop (70%)
    - Courtesy of drivers (67%)
 Hence people feel comfortable using B-Line both in terms of safety and friendliness.
  - About half of riders rated three other characteristics as very good-excellent:
    - How often your bus runs (54%)
    - How quickly your bus gets you there (55%)
    - Coordination of transfers (52%)
 For these characteristics, however, there were significant minorities who rated this aspect of service as less than neutral. For example, 14% percent of riders are not happy with how often their bus runs.
  - Three service factors were rated as very good-excellent by less than half of the riders surveyed. These are:
    - How often your bus is on schedule (48%)
    - Shelters at the bus stops (39%)

- B-Line information at bus stops (36%)

There were significant minorities dissatisfied with amenities at the bus stops. Bus shelters received ratings of less than neutral (1, 2 or 3) from 29%, while information at the bus stop received “poor” ratings from 37% of all riders.

- Riders were also asked if they had encountered a problem with each area of service in the past 30 days. The areas that were most “problematic” included:
  - How often your bus is on schedule (37%)
  - B-Line information at the bus stops (35%)
  - Shelters at the bus stops (31%)
- The service ratings and problem occurrence questions were combined to create an impact score for each aspect of service. Impact scores indicate how great the “impact” of problems in a particular area is on customer satisfaction. The service factors with the highest impact scores are the same three noted above – schedule adherence, information at the bus stop and shelters. Surprisingly, information at the bus stop has a much higher impact score than the other two indicating that this is a significant point of dissatisfaction for riders.

### ***Service Improvements***

- Asked to rate the importance of four potential service improvements, riders said that they are all quite important.
  - Three of the four improvements related to increased frequency of service. Each of these was rated 6-7 (on a seven-point scale) by nearly two-thirds of riders. More frequent Sunday service was rated 7 by more than half (51%) of all riders.
  - The fourth improvement was more bus shelters. This was rated very important (7) by 43% of riders and quite important (6) by another 17%.

### ***Rider Retention***

- Asked about their intentions during the coming year, 78% of riders said they will continue to use B-Line. Fifteen percent plan to get a car and stop riding the bus and 7% will stop using B-Line for some other reason.
  - When we examine the service priorities of riders, we find that the threat of losing riders is greatest when it comes to more frequent weekend service. Those who intend to get a vehicle and cease using B-Line assign considerably greater importance to improving weekend service than do other riders. This is not surprising given the much lower levels of service operated on weekends. Individuals who are relying on B-Line to get to work, encounter significant difficulties on weekends. More than two-thirds (68%) of employed riders said that the bus does not run when they need it for work on the weekend
  - In the impact scores, a lack of information at the bus stops was a major factor for riders overall. However, as a differentiator between those who expect to continue using B-Line and those who do not, information at the bus stops is not important. While adding information at stops will increase customer satisfaction, it will do far less for rider retention than enhancing weekend service levels.

---

# Introduction

---

A rider survey was conducted onboard B-Line buses in May 2008.

The questionnaire was provided in both English and Spanish. Both versions of the questionnaire are reproduced in Appendix A. Sixty-one questionnaires, about 3.5% of the sample, were completed in Spanish.

A total of 1,515 full questionnaires were completed on-board a sample of runs which included all routes. A sample of this size, in a ridership the size of B-Line's, has a margin of error of  $\pm 2.1\%$  at a confidence level of 95% when the distribution of responses is 50:50. In addition 276 passengers completed the questionnaire a second time, answering only questions one through seven. These duplicate questionnaires are not included in this analysis, but are provided in the data set for use in geo-coding and route by route analysis.

Using counts of actual ridership provided by B-Line for April 2008, the data were weighted to reflect the actual distribution of ridership among the routes. This corrected any disproportion that might have occurred because of unusual ridership on a route during the week of the survey or because of over or under sampling of individual routes. (Note: The small number of Route 46 responses were not weighted and included in this sample as no ridership counts were available. However, that data is included in the route by route tables.)

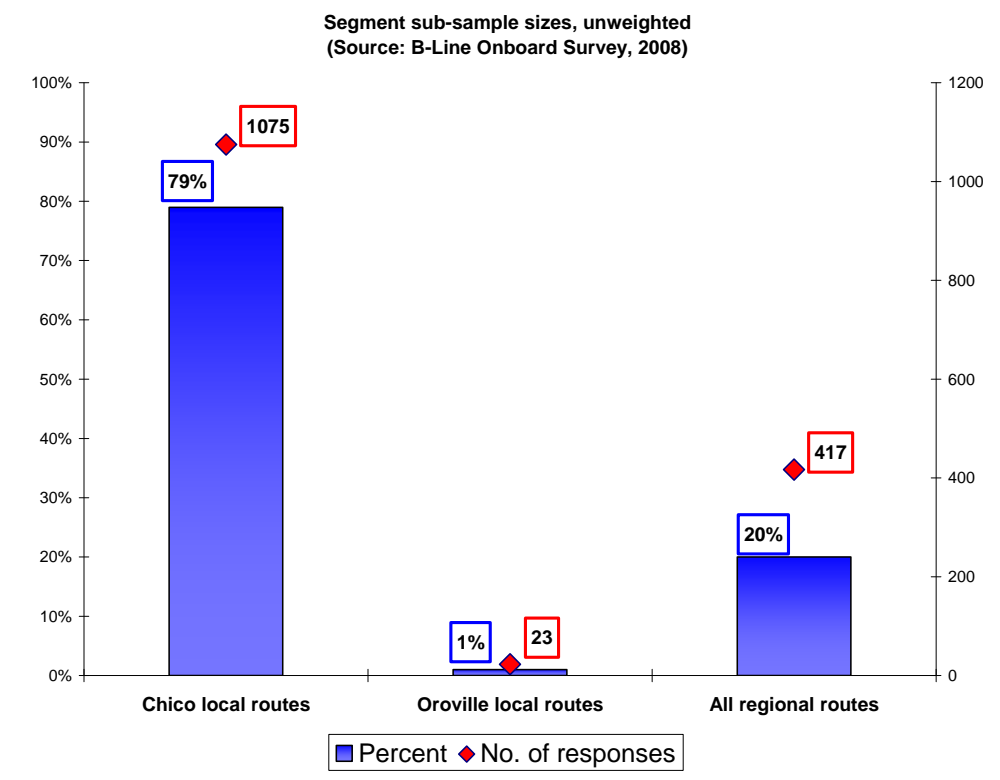
Data analysis was completed by CJI Research Corporation using the program SPSS (Statistical Package for the Social Sciences).

The percentages in most of the charts in this report are rounded. This causes the sum of percentages in some tables to total 101% or 99%. This is not erroneous, but is simply a function of rounding and should be ignored since it does not materially affect any conclusions.

Also, in any self-administered survey questionnaire, some respondents will fail to answer certain questions. Occasionally this can lead to small discrepancies when questions are cross-tabulated. For example if all respondents indicate their gender and all respondents indicate their age, but not all indicate their income, this may appear to cause the percentages of males and females to vary slightly between the two tables. This too should be ignored because it is (a) unavoidable, and (b) has no material effect on the conclusions.



## Figure 1 Segment sample sizes



### **Profile of B-Line Route-Based Market Segments**

B-Line serves three quite distinct areas with three quite distinct services. The onboard sample has for that reason been broken down into three sets of respondents corresponding to those areas.

The Oroville routes carry very few people. Only 23 full responses were collected on those routes. Yet this small number represents virtually all of the riders using the service during the survey period. The “sample” is very small (n=23). This makes any survey researcher regard the data with great caution because a different response from only two people (for example) would alter the results within that segment by almost 10%. In terms of the statistics, it would be preferable if it could be combined with one of the other segments, but given the fact that services in Oroville are so different, that would be inappropriate.

Consequently, the preference of B-Line staff is to treat the Oroville riders as a separate set, with the full understanding that the very small sample size alone – absent any real change in rider attitudes -- could and probably would lead to considerable volatility in percentage response if the survey were repeated. If we estimate the actual numbers of individuals using the Oroville routes in a given week as 30, then a sample of 23 of them would provide a sample error of  $\pm 10\%$  too wide a range to support any really meaningful conclusions, but narrow enough to provide some reasonable range of speculation.

---

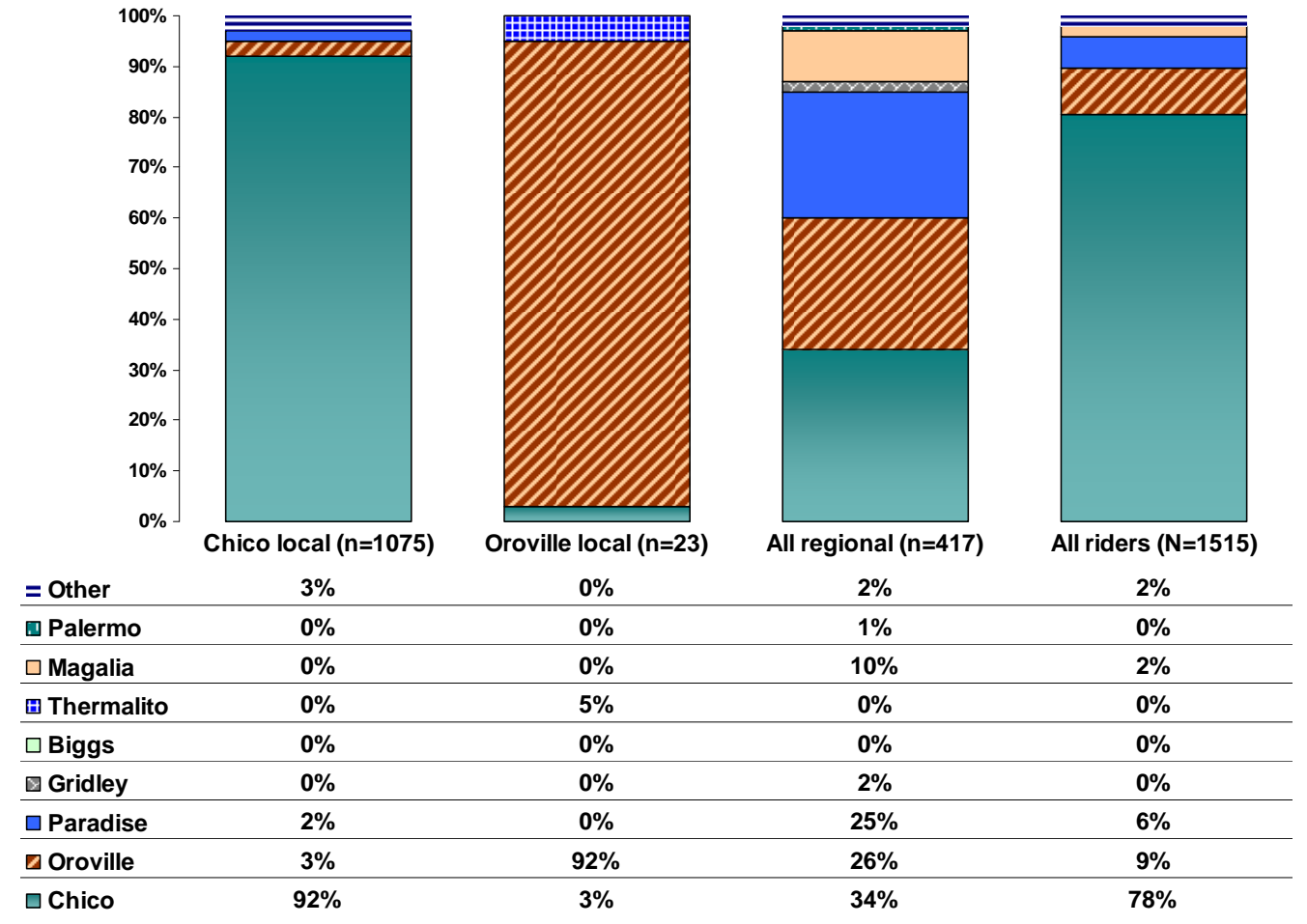
---

## Rider Demographics

---

## Figure 2 Where riders live

(Source: Question #38 What town do you live in?)



### Reading the charts

Before discussing the analysis of the data in the chart above, it is worth spending a moment to describe how to use these charts. At the far right of the chart is a column labeled "All riders (N=1515)." This column is a compilation of the results for the entire rider sample contained in the chart. The other columns show and contrast the results within the three route-based rider market segments. Each column of percentages also contains, in the label, the size of the sample on which it is based.

The reader should keep in mind that those who were surveyed on the Oroville routes represent only 23 persons or 1% of the entire sample and thus comprise a group much smaller than a normal sample, and a group that is miniscule compared to the other two segments.

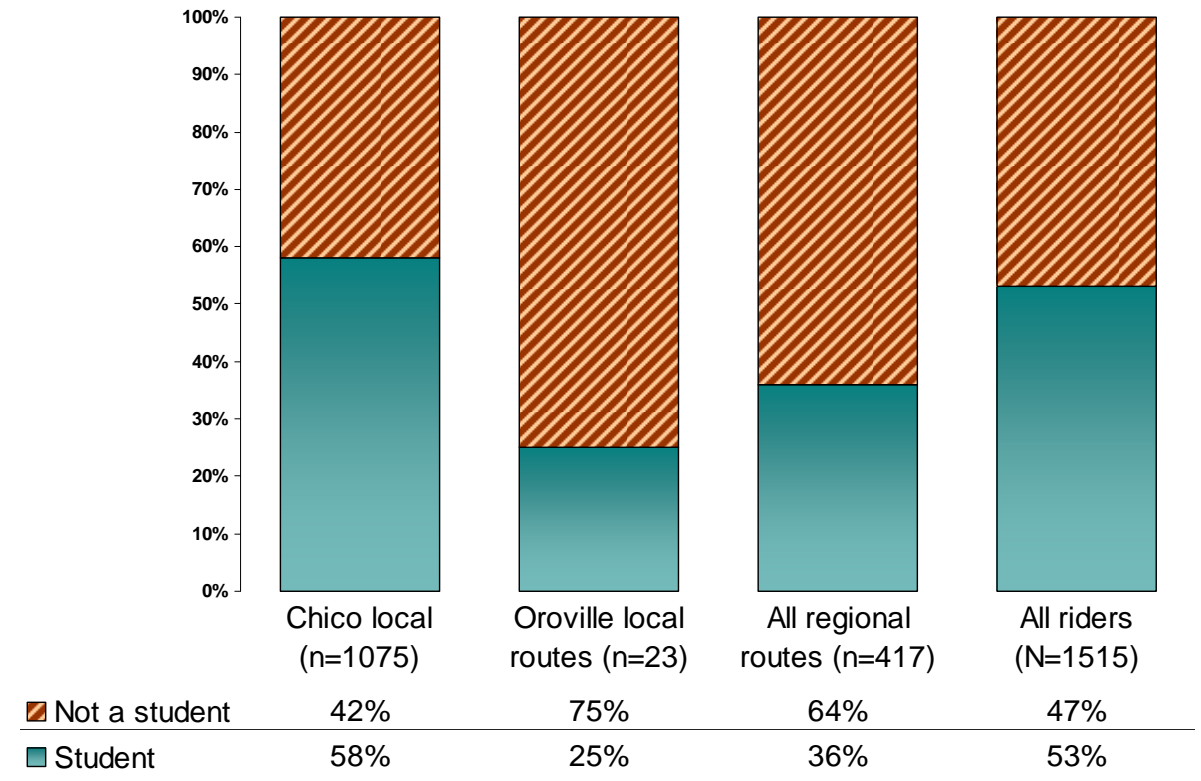
### Separate markets for the geographic areas

Riders were asked what town they live in. Not surprisingly, the residential towns were closely related to the bus routes being used in the case of Chico and Oroville. The regional routes, however, had a ridership scattered among Chico, Oroville, and Paradise, with a small number also from Magalia.

Among all riders, Chico is absolutely the dominant location of residence, with 78% of all riders claiming residence there, and only 9% indicating they reside in Oroville, the second largest population center among riders.

### Figure 3 Student status

(Source: Question #18 Are you a student?)



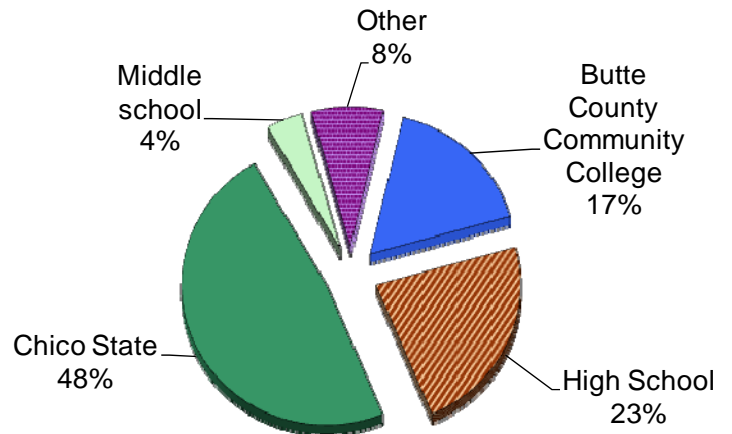
### Student status

Of all B-Line riders, just over half (53%) are students and 47% are not students. Chico routes have the highest percentage of student riders (58%), while Oroville has the fewest (25%).

### Where students attend school

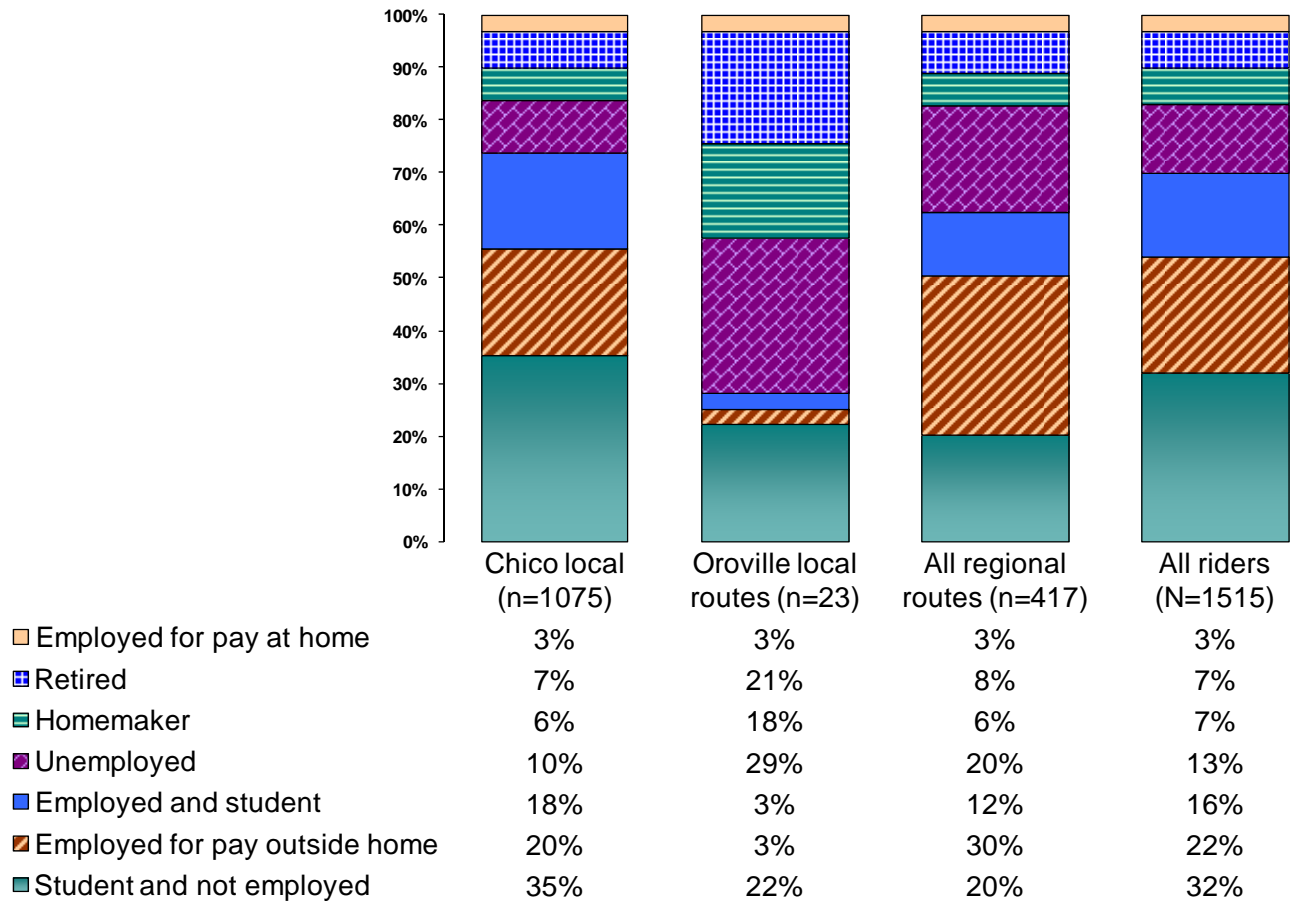
Most student riders attend either Chico State (48%) or Butte County Community College (17%). Some, 23%, attend high school, 4% middle school (or junior high), and 8% attend other types of institutions, perhaps vocational schools or training programs.

(Source: Question #18a If a student, where do you attend school?)



## Figure 4 Employment

(Source: Questions #16 What is your employment status? and #18 Are you a student?)



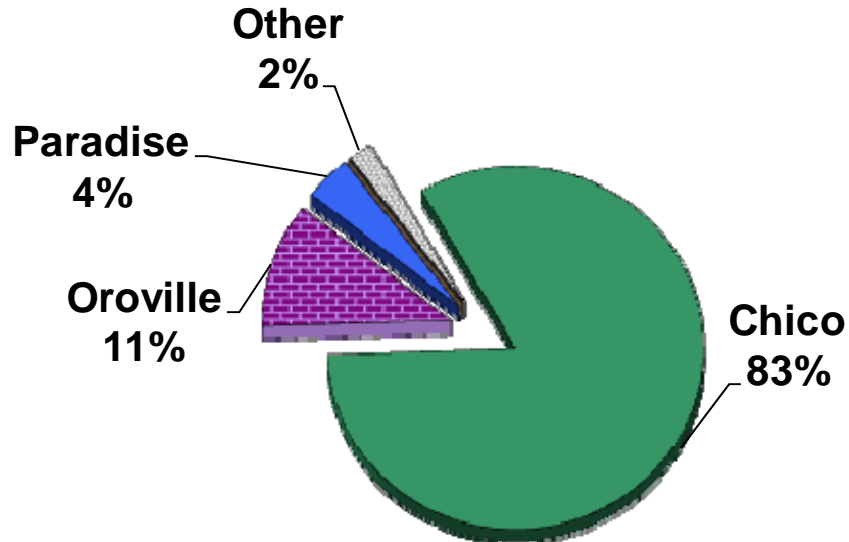
### **Employment**

Of all B-Line riders, 22% indicated they are employed outside the home, and another 16% said they are students and are also employed, for a total of 38% employed riders. In most all-bus transit systems we have studied, the percent employed is much higher, typically no less than 50% and often higher than that.

Students, whether they are employed (18%) or not employed (35%), make up the largest share of riders within the Chico route segment, totaling 53% of all Chico route riders. Users of the regional routes have the highest percentage of non-student employed riders (30%), while the tiny sample of Oroville route users have the largest percentage of retired and unemployed riders.

## **Figure 5 Where riders are employed**

(Source: Question #17 If employed, what town do you work in?)



Also:

...53% work on Saturday

...42% work on Sunday

...32% say they can get both to and from work on the bus, but 68% say on Saturday or Sunday the bus is not running when they need it.

---

### ***Where employed riders work***

Of the 38% of B-Line riders who are employed, most (83%) are employed in Chico, some in Oroville (11%), or Paradise (4%) and a handful elsewhere (2%).

Slightly more than half of the employed riders (53%) said they work on Saturday, and 42% said they work on Sunday. Unfortunately, of those who work on the weekends, more than two-thirds (68%) said that the bus does not run when they need it for work on the weekend. This is one of the central marketing challenges for transit in this 24/7 economy. Unfortunately, lack of weekend service is a clear incentive for those who must work on non-peak hours to cease using transit as soon as they can do so. We shall see more evidence of this at the end of this report in Figure 39.

The tables on the next page compare where riders live and work.

The percentages in this first table are for the entire table; hence 70.1% of all employed riders surveyed both live and work in Chico, while 7.4% commute from Chico to Oroville.

What town do you live in?

		Chico	Oroville	Paradise	Gridley	Magalia	Other
		Table %	Table %	Table %	Table %	Table %	Table %
If employed, what town do you work in?	Chico	70.1%	3.9%	6.0%	0.1%	1.6%	0.8%
	Oroville	7.4%	2.8%	0.2%	0.2%	0.2%	0.0%
	Paradise	1.4%	0.3%	1.2%	0.0%	0.7%	0.5%
	Gridley	0.2%	0.0%	0.0%	0.1%	0.0%	0.0%
	Other	0.7%	0.2%	0.2%	0.0%	0.1%	1.0%

The percentages in the table below are for the column. Hence 88% of employed riders who live in Chico, also work in Chico.

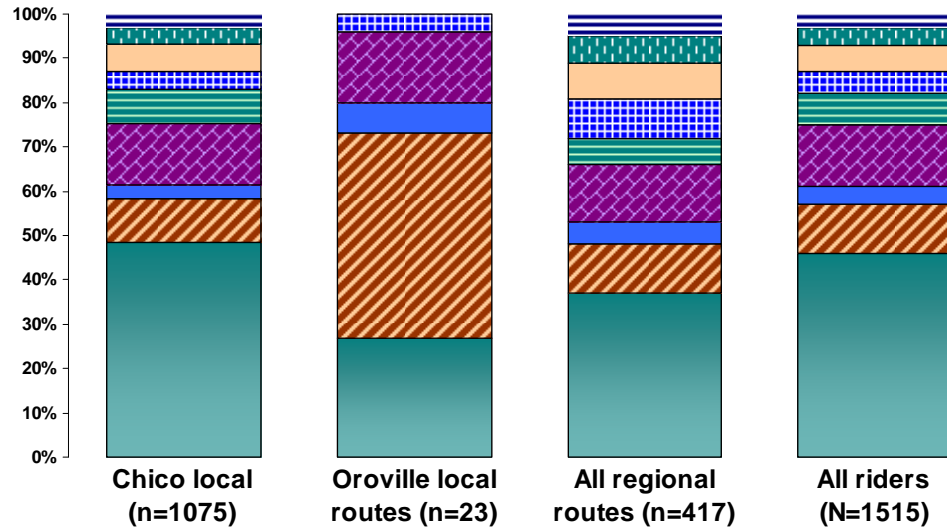
What town do you live in?

		Chico	Oroville	Paradise	Gridley	Magalia	Other
If employed, what town do you work in?	Chico	88%	54%	79%	25%	62%	36%
	Oroville	9%	39%	3%	50%	8%	0%
	Paradise	2%	4%	16%	0%	25%	22%
	Gridley	0%	0%	0%	25%	0%	0%
	Other	1%	3%	2%	0%	4%	43%



## Figure 6 Income

(Source: Question #39 What is your total annual household income?)



	Chico local (n=1075)	Oroville local routes (n=23)	All regional routes (n=417)	All riders (N=1515)
More than \$100,000	3%	0%	5%	3%
\$75,000 to \$100,000	4%	0%	6%	4%
\$50,000 to \$74,999	6%	0%	8%	6%
\$35,000 to \$49,999	4%	4%	9%	5%
\$25,000 to \$34,999	8%	0%	6%	7%
\$20,000 to \$24,999	14%	16%	13%	14%
\$15,000 to \$19,999	3%	7%	5%	4%
\$10,000 to \$14,999	10%	46%	11%	11%
Less than \$10,000	49%	27%	37%	46%

### Income

The income of B-Line riders is quite low, with 46% reporting household incomes of less than \$10,000 annually, and another 15% reporting incomes of \$10,000 to \$19,999. Only 13% report incomes of \$50,000 or more.

Given the large number of students in the ridership, one might assume that it was student households that hold rider incomes low in general.

However, students are only 7% more likely than others to report incomes of less than \$10,000. A stronger effect

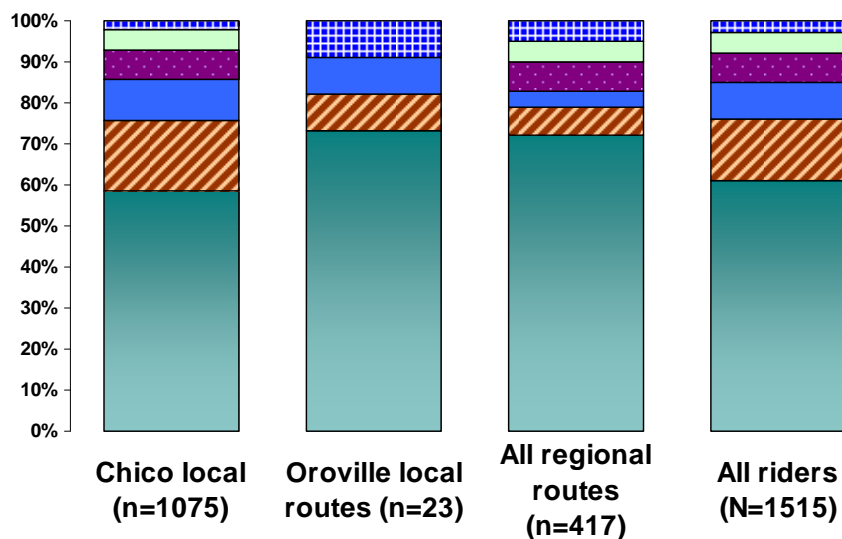
appears to come from age itself, which, of course, in many cases is related to student status. Younger people, after they leave home at about the age of 20, whether students or new entrants to the workforce, tend to have lower incomes than older persons. Typically, as they age, their income rises, and they often cease to be transit users.

		Are you a student?	
		Yes	No
		Col %	Col %
Income groups	Less than \$10,000	49%	42%
	\$10,000 to \$24,999	24%	32%
	\$25,000 or more	26%	25%

		Age group			
		10 to 19	20 to 25	26 to 44	45 older
		Col %	Col %	Col %	Col %
Income groups	Less than \$10,000	41%	59%	44%	39%
	\$10,000 to \$24,999	22%	26%	31%	34%
	\$25,000 or more	38%	15%	25%	27%

## Figure 7 Race/Ethnicity

(Source: Question #37 Which do you consider yourself?)



Native American Indian	2%	9%	5%	3%
Other	5%	0%	5%	5%
Asian	7%	0%	7%	7%
African-American	10%	9%	4%	9%
Hispanic	17%	9%	7%	15%
White	58%	74%	72%	61%

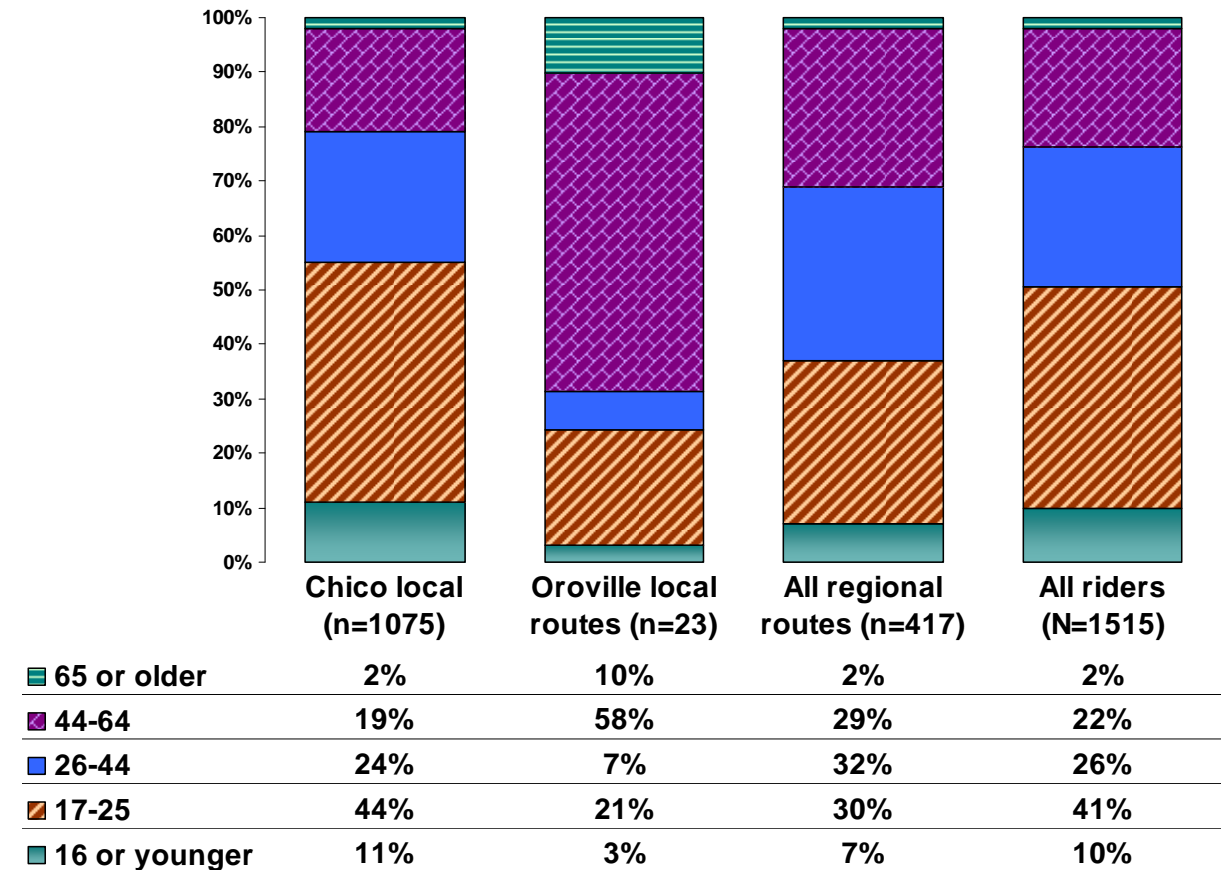
### ***Race, ethnicity***

Most B-Line riders (61%) identify themselves as “White.” This tendency is less strong on the Chico local routes, where 17% identified themselves as Hispanic, and another 10% as African-American. Of course, these categories can overlap, but these appear to be the primary self identifications.

Four percent of all riders who participated in the survey completed the survey in Spanish. It is interesting that among the 15% of all B-Line riders who identified themselves as Hispanic, 86% completed the survey questionnaire in English, although the Spanish version was available to them on the reverse side of the questionnaire.

## Figure 8 Age Groups

(Source: Question #33 How old are you?)



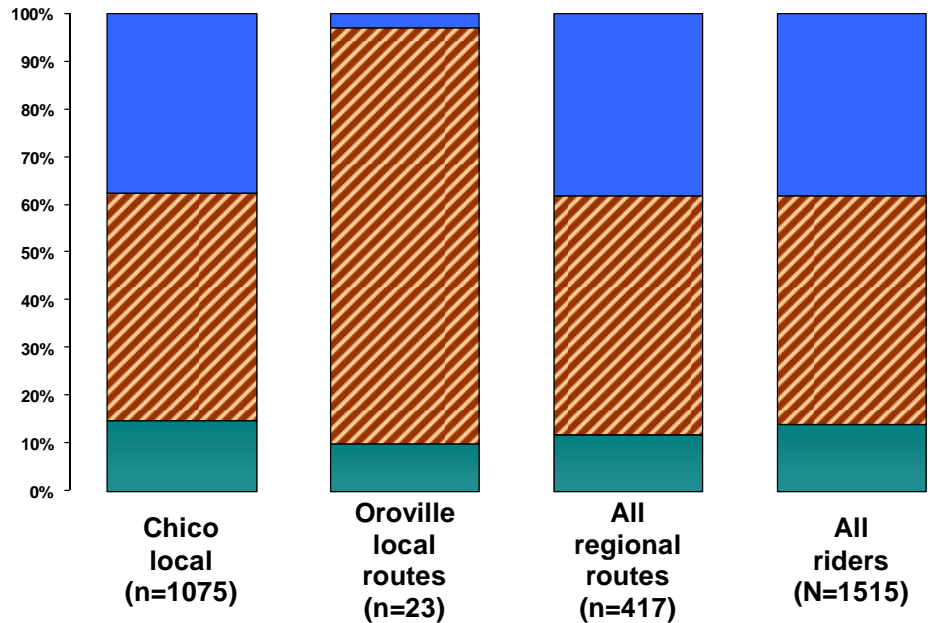
### ***Age groups***

Like the ridership in most all-bus transit systems, the riders of B-Line tend to be young, with 51% falling into the category 25 years old or younger. Also, it should be remembered that surveyors were instructed not to attempt to interview children that appeared to be younger than 12 years old for reasons of ethics, appearances, and realistic chances of obtaining good information. In spite of this restriction, 10% reported that they were 16 or younger. Only 2% of B-Line riders described themselves as 65 or older.

The riders in the small sample of Oroville local routes were somewhat older than the riders of the other routes, with 58% indicating they were between 44 and 64, and another 10% indicating they were 65 or older. The youngest ridership is on the Chico local routes, with 44% indicating they are between 17 and 25, and another 11% indicating they are 16 or younger for a total of 55% under the age of 26.

## Figure 9 Transit Dependency

(Source: Questions #34-36 Do you have a driver's license? How many cars or other working vehicles does your household own?)



■ Have license and vehicle	38%
■ Transit dependent (no lic, no veh or neither)	48%
■ Under driving age (18)	15%

### ***Transit dependency***

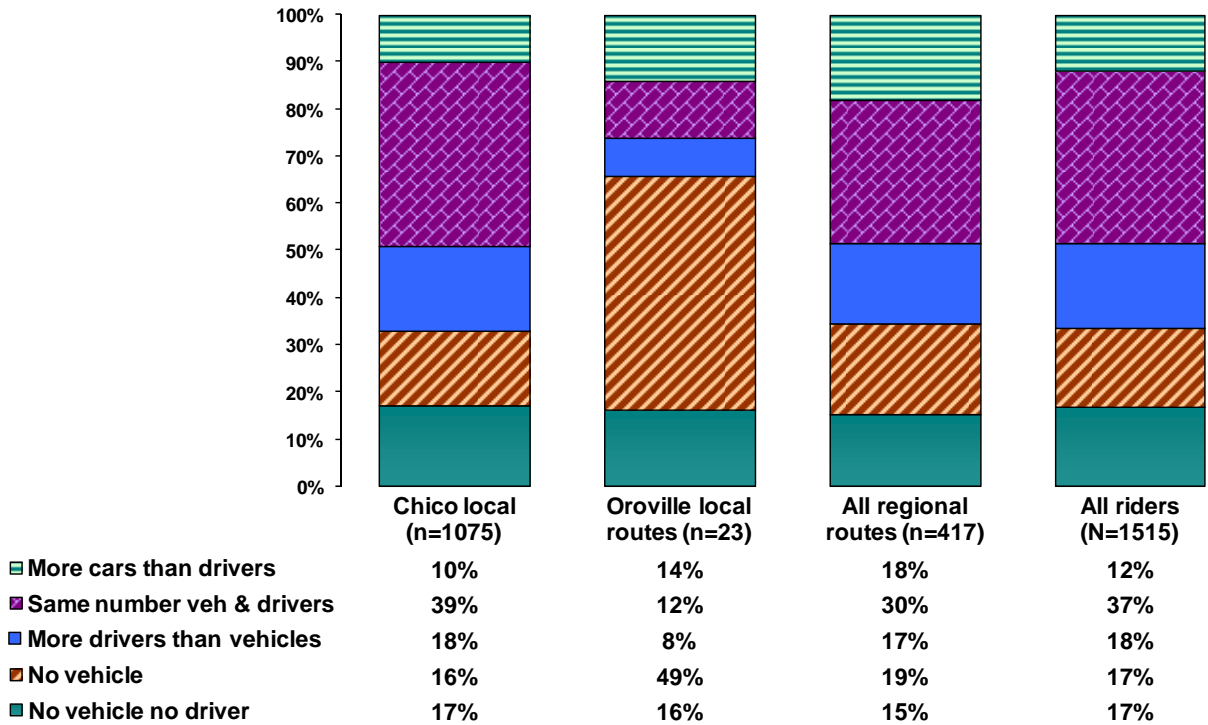
The chart above shows the various levels of transit dependence among B-Line riders. Thirty-eight percent (38%) have full travel discretion in that they have both a driver's license and a vehicle in their household.

Forty-eight percent (48%) lack a driver's license, a vehicle or both. They depend on B-Line for transportation.

The third group (14%) is under the age of 18 and therefore likely to lack an unrestricted driver's license or a vehicle. However, many of them live in households with vehicles and drivers, hence they have some level of travel discretion.

## Figure 10 Transit Dependency

(Source: Questions #34-36 Do you have a driver's license? How many licensed drivers are in your household? How many cars or other working vehicles does your household own?)



### ***Vehicles and drivers in household***

Another way to look at transit dependency is the ratio of vehicles to drivers in a household. Some households lack a vehicle altogether and are fully dependent. This is the case for 34% of B-Line's riders.

However, other households experience a limited form of dependency because they have more drivers than vehicles, and therefore, drivers must share a vehicle. That occurs in 18% of the B-Line rider households.

The remaining B-Line riders have either the same number of vehicles and drivers (37%) or more vehicles than drivers (12%) and hence a high level of travel discretion.

---

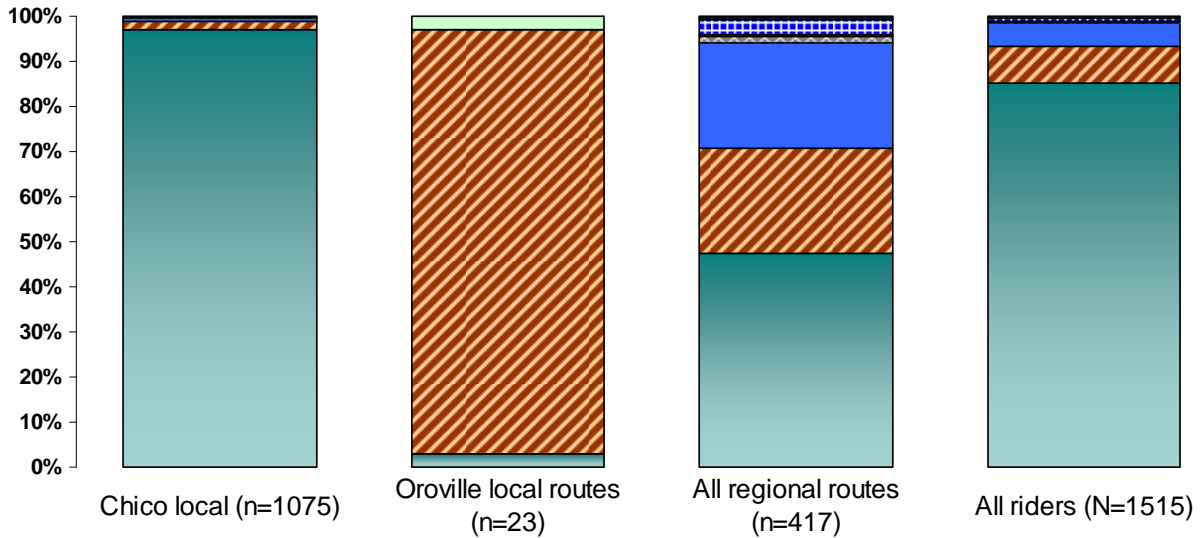
---

## Rider Travel Profile

---

## Figure 11 City of trip origin

(Source: Question #2 What city are you coming from on this one-way trip?)



Other	0.2%	0.0%	0.4%	0.3%
Palermo	0.0%	0.0%	0.4%	0.1%
Magalia	0.0%	0.0%	3.1%	0.6%
Thermalito	0.0%	2.9%	0.5%	0.1%
Gridley	0.0%	0.0%	1.6%	0.3%
Paradise	0.8%	0.0%	23.2%	5.4%
Oroville	2.1%	94.3%	23.4%	7.9%
Chico	96.9%	2.9%	47.3%	85.2%

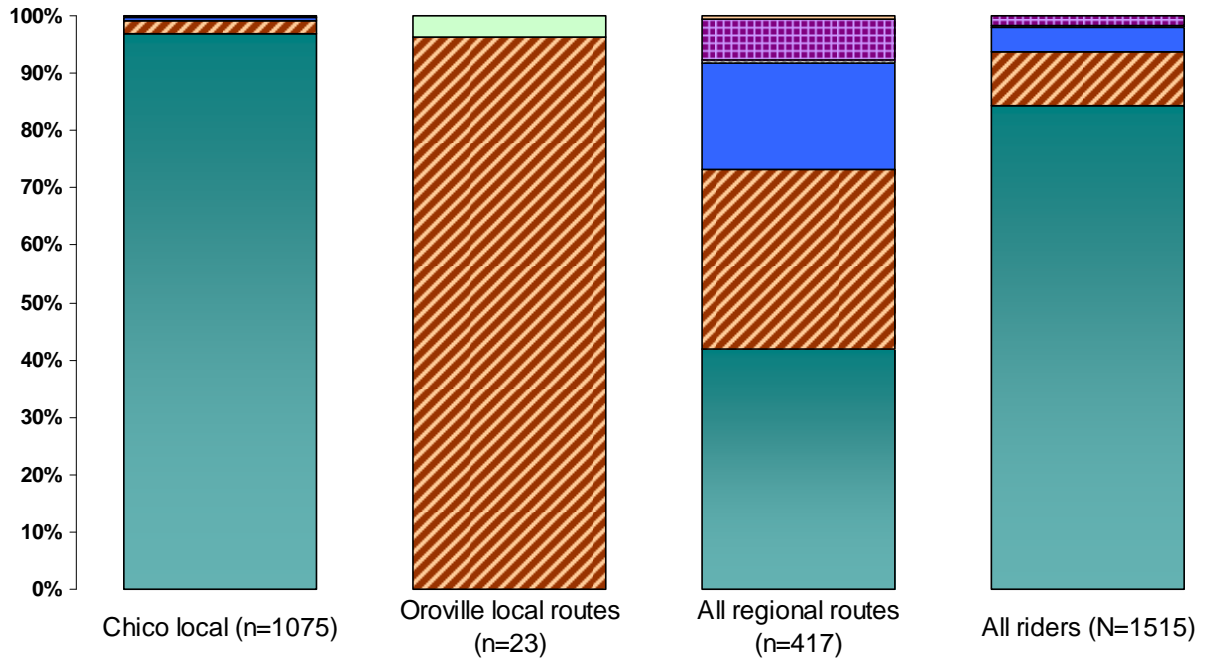
### ***City where the trip originated***

Respondents were asked (primarily for purposes of subsequent geo-coding) in what city their trip originated. As with residential location, there is an obvious and close association between the city of trip origin and the route segment on which they were surveyed. Thus, for example 96.9% of riders surveyed on Chico local routes, said that their trips originated in Chico (hardly surprising). Similarly, 94.3% of the Oroville route passengers said their trips originated in Oroville itself. More interesting were the regional routes, on which 47.3% of riders originated in Chico, 23.4% in Oroville, and 23.2% in Paradise.

It is also interesting, that while 78% of all B-Line riders said they live in Chico, a somewhat higher percent, 85.2%, of trips originated there.

## Figure 12 Destination city

(Source: Question #5 What city are you going to on this one-way trip?)



Palermo	0.0%	0.0%	0.5%	0.1%
Magalia	0.3%	0.0%	7.1%	1.7%
Thermalito	0.0%	3.6%	0.0%	0.0%
Gridley	0.0%	0.0%	0.7%	0.1%
Paradise	0.6%	0.0%	18.5%	4.4%
Oroville	2.2%	96.4%	31.5%	9.5%
Chico	96.9%	0.0%	41.8%	84.2%

### ***Destination city***

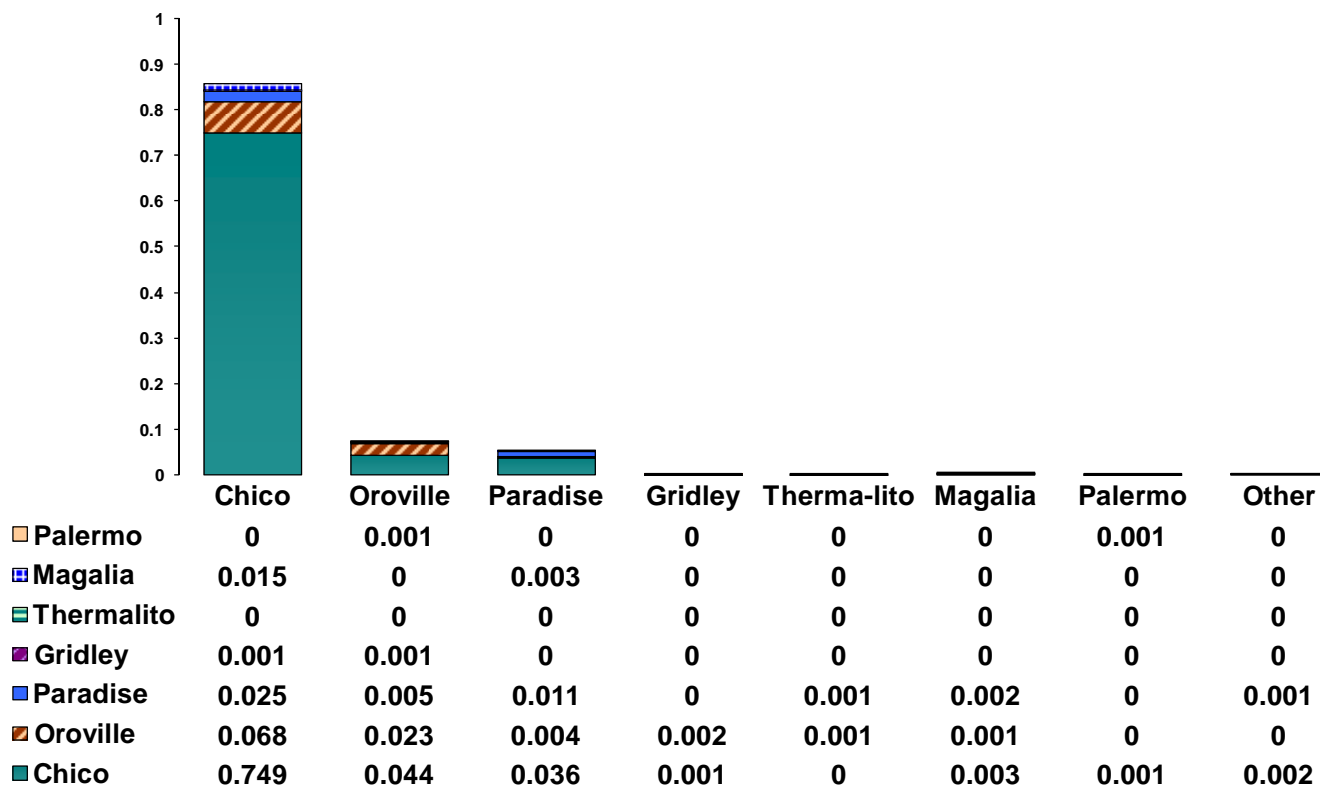
For all riders, the primary destination was Chico, 84.2%. This was particularly true of those using the Chico local routes, 96.9%. For the Oroville routes as one might expect, 96.4% of the destinations were in Oroville. This had very little effect on the overall ridership because the Oroville ridership is so small.

The destinations of the users of regional routes were Chico at 41.8%, Oroville at 31.5%, Paradise at 18.5%, and Magalia, 7.1%.



## Figure 13 Origin and Destination Pairs

(Source: Questions #2 & #5: What city are you coming from and what city are you going to?)



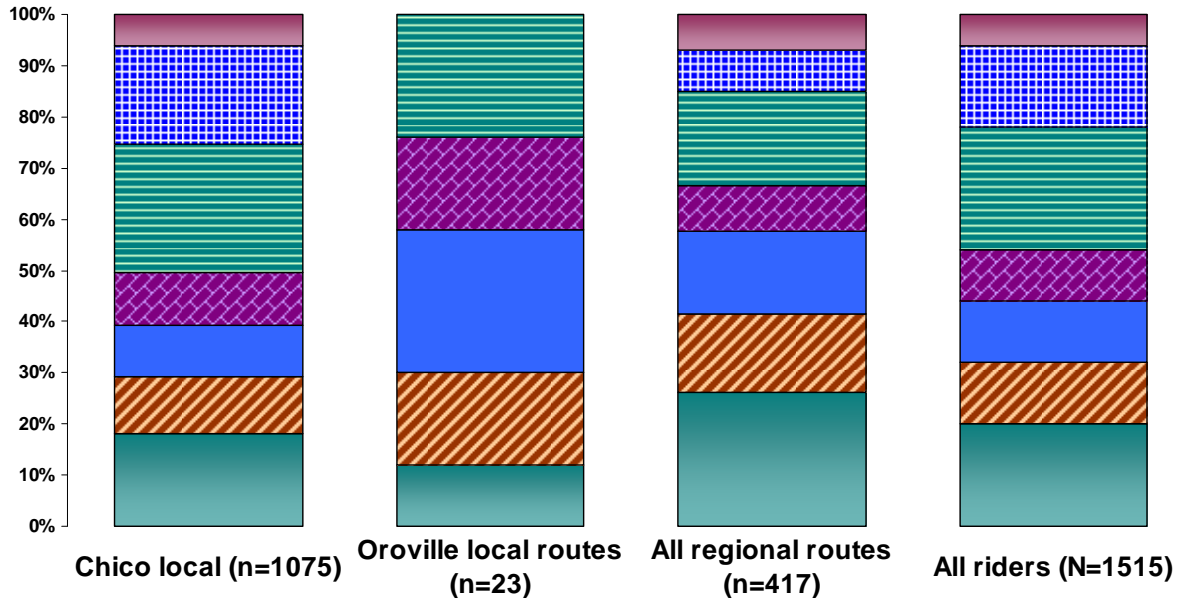
### ***Origin-Destination City***

The chart above combines the origin and destination city questions. Percentages in the chart are based on total ridership. Hence each cell is the percent of all riders surveyed who were traveling between the two cities indicated.

Three-quarters (74.9%) of all B-Line riders were traveling within Chico – both their origin and destination locations were within Chico. Another 20% were traveling between Chico and another community. Only 5% of riders were making trips totally outside of Chico.

## Figure 14 Usual weekly frequency of using B-Line

(Source: Question #12 During the past seven days, which days have you ridden the bus?)



	Chico local (n=1075)	Oroville local routes (n=23)	All regional routes (n=417)	All riders (N=1515)
Seven days	6%	0%	7%	6%
Six days	19%	0%	8%	16%
Five days	25%	24%	18%	24%
Four days	10%	18%	9%	10%
Three days	10%	28%	16%	12%
Two days	11%	18%	15%	12%
One day	18%	12%	26%	20%

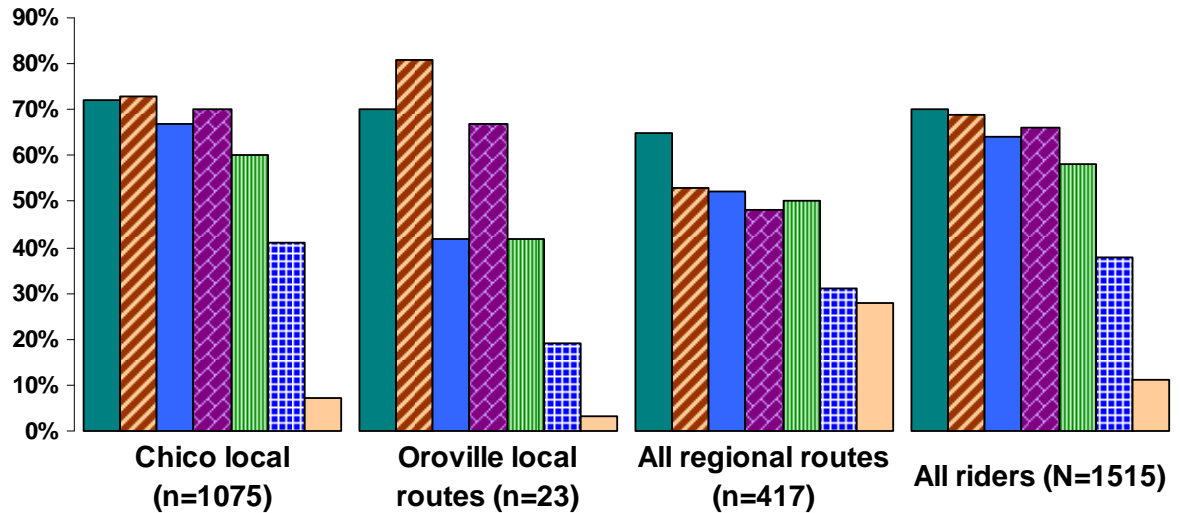
### Frequency of using B-Line

The chart above describes the usual number of days each week that riders use B-Line.

- A total of 22% of those using a B-Line bus on any given day are *frequent riders*, using B-Line six or seven days each week.
- Another 24% use B-Line five days a week, and 10% four days a week, probably for commuting to work or school in a regular pattern.
- The remaining 44%, who rode B-Line one to three days during the week they were surveyed, can be thought of as *occasional users*.

## Figure 15 Which days of the week are riders using B-Line?

(Source: Question #12 During the past seven days, which days have you ridden the bus?)



Day	Chico local (n=1075)	Oroville local routes (n=23)	All regional routes (n=417)	All riders (N=1515)
Monday	72%	70%	65%	70%
Tuesday	73%	81%	53%	69%
Wednesday	67%	42%	52%	64%
Thursday	70%	67%	48%	66%
Friday	60%	42%	50%	58%
Saturday	41%	19%	31%	38%
Sunday	7%	3%	28%	11%

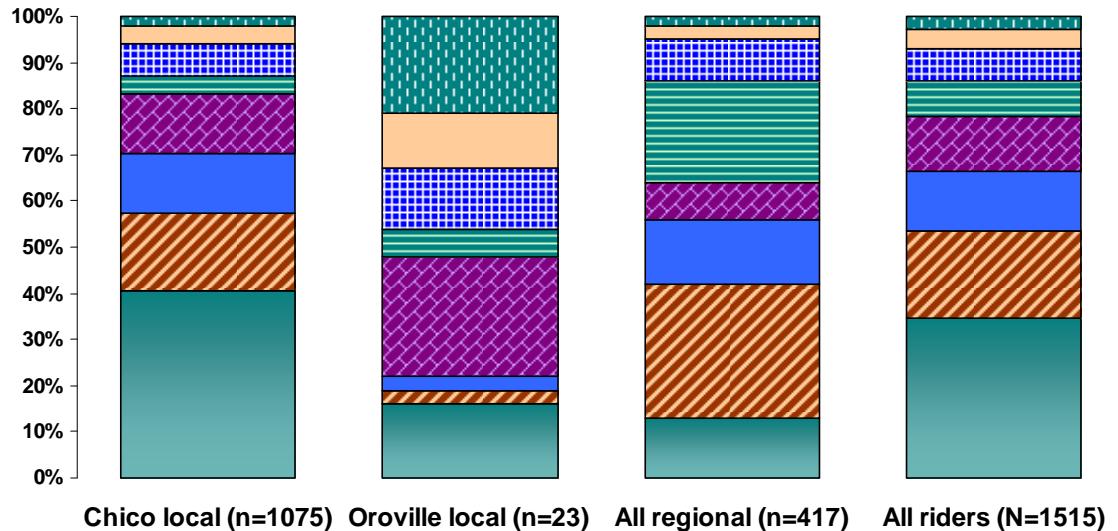
### Days of the week on which B-Line is used

The chart above displays the percent of riders who used B-Line on any given day. For example, of all B-Line riders, 70% said they ride on Monday, sixty-nine percent (69%) said they ride on Tuesday, 64% on Wednesday, and so forth. In each case only the positive response is shown, hence the 30% who do not ride on Monday are not shown.

Given that most employment, even in the “24/7” economy is based on the weekday work week, it is not surprising that most riders indicated they use B-Line service on weekdays, and fewer use it on the weekends. Nevertheless, weekend use is substantial, especially on Saturday when 38% of all B-Line riders say they use the bus. On Sunday, despite the fact that only two routes operate, 11% of the riders say they use the bus.

## Figure 16 Main purpose of the B-Line trip

(Source: Questions # 2 and #4: Where are you going and where are you coming from on this one-way trip?)



	Chico local (n=1075)	Oroville local (n=23)	All regional (n=417)	All riders (N=1515)
■ Home	2%	21%	2%	3%
■ Doctor	4%	12%	3%	4%
■ Recreation	7%	13%	9%	7%
■ Visting	4%	6%	22%	8%
■ Shopping	13%	26%	8%	12%
■ Personal business	13%	3%	14%	13%
■ Work	17%	3%	29%	19%
■ School	41%	16%	13%	35%

### The main purpose of the B-Line trip today

Respondents were asked two questions related to the purpose of their trip. They were asked where they were coming from, and where they were going to. They were asked these questions not in the sense of geography, but in the sense of function. By processing their responses and giving priority to work and school over voluntary activities such as visiting or recreation (in the case of multiple answers), we determined the primary reason for a trip.

Using this logic, we found that 35% of the trips among all riders were for the purpose of school, 19% for work, 13% for personal business, 12% for shopping, and the balance for various other purposes. School trips were particularly predominant (41%) among riders using the Chico local routes, and much less predominant among Oroville local route users (16%) and regional route users (13%).

The most frequent trip purposes for the users of regional routes were work (29%) or visiting (22%), while for users of Oroville local routes, the primary trip purpose was shopping (26%). A few people indicated that both their outgoing and return trips were to home. That was particularly predominant among Oroville local route riders, of whom 21% gave this response.

**Figure 17 Where riders are going, by where they are coming from**

		<u>Origin and destination pairs, by function</u>									
Where are you going to on this one-way trip?	Where are you coming from on this trip?										
	Home	Work	School	Shopping	Recreation	Personal business	Doctor	Visting	Other	All respondents	
Home	2.5%	5.8%	10.4%	4.1%	2.6%	3.0%	0.5%	2.5%	0.6%	31.9%	
Work	8.7%	2.6%	0.3%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%	12.1%	
School	16.8%	0.2%	3.8%	0.3%	0.5%	0.3%	0.1%	0.3%	0.0%	21.9%	
Shopping	4.4%	0.2%	0.3%	1.4%	0.2%	0.2%	0.0%	0.2%	0.1%	7.1%	
Recreation	3.2%	0.1%	0.4%	0.1%	1.4%	0.4%	0.0%	0.0%	0.0%	5.6%	
Personal business	6.8%	0.1%	0.5%	0.2%	0.0%	1.7%	0.1%	0.1%	0.2%	10.1%	
Doctor	2.3%	0.2%	0.1%	0.0%	0.0%	0.1%	0.2%	0.1%	0.1%	3.1%	
Visting	3.9%	0.1%	0.9%	0.5%	0.1%	0.1%	0.1%	0.8%	0.0%	6.6%	
Other	0.7%	0.2%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	1.6%	
All respondents	48.9%	9.6%	17.1%	6.9%	4.8%	5.8%	1.3%	4.4%	1.3%	100.0%	

**Origin and destination – functional pairings**

Another way to think about where people are coming from and where they are going is to consider the functions in pairs, and examine what percent of the total B-Line ridership fits into each pairing. The table above shows these relationships. For example, we can see in the table that 8.7% said they were coming from home and going to work.

At the bottom of each column, and at the far right of the table are the totals for the column or row. Thus, for example, 48.9% of all respondents were coming from home, and 31.9% were going home.

The most common type of trip is coming from home and going to school, which accounts for 16.8% of all B-Line trips during the survey. Another substantial percentage of trips were being made from school to home (10.4%). Travel from home to work accounts for 8.7% of the trips and from work to home, another 5.8% of the trips.

There is no need to enumerate in the text all of these relationships, but the table is intended to serve as a guide to the overall trip purposes for which B-Line is being used. One oddity is that 2.5% said they were coming from home and going to home. Perhaps these are college students leaving the dorm and going to their parents' homes, or homeless persons making a round-trip for recreation. It is also likely that some number of respondents simply misunderstood the question...despite the fact that it was carefully worded to explain a one-way trip.

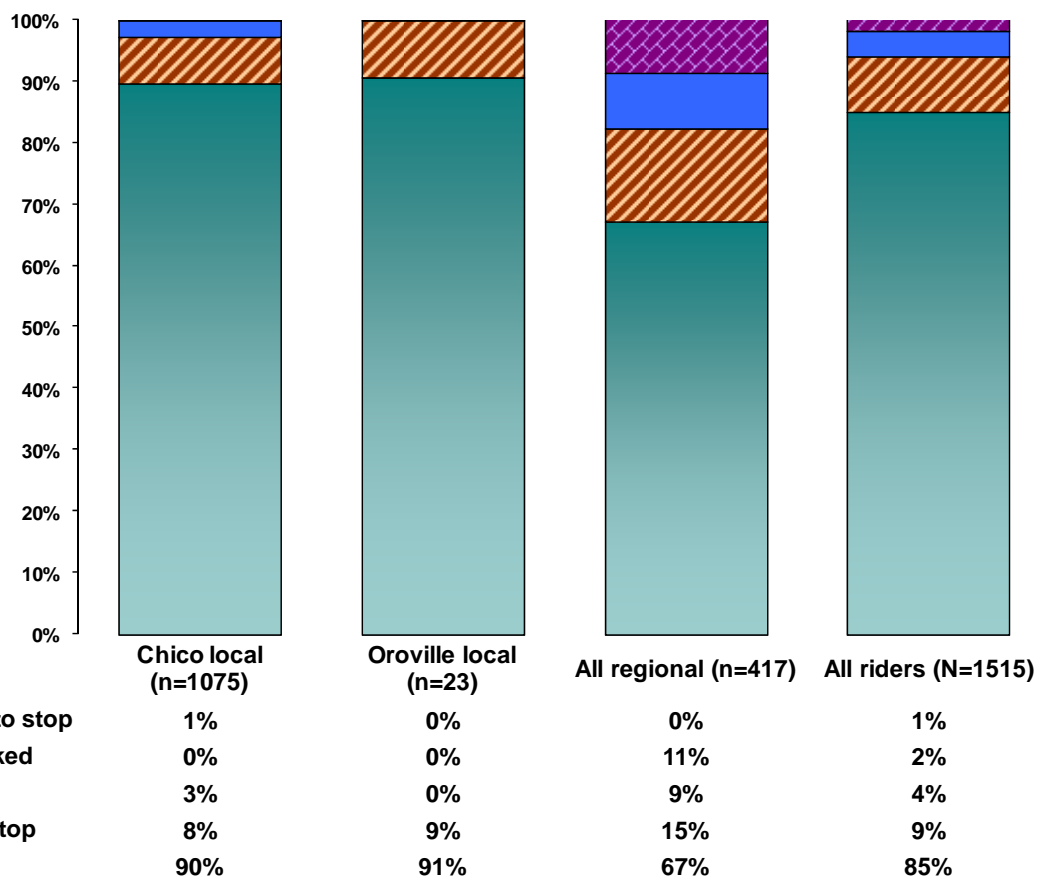
---

## Trip Profile

---

## Figure 18 Mode to the B-Line bus stop

(Source: Question #3 How did you get from this (starting) location to the bus stop?)



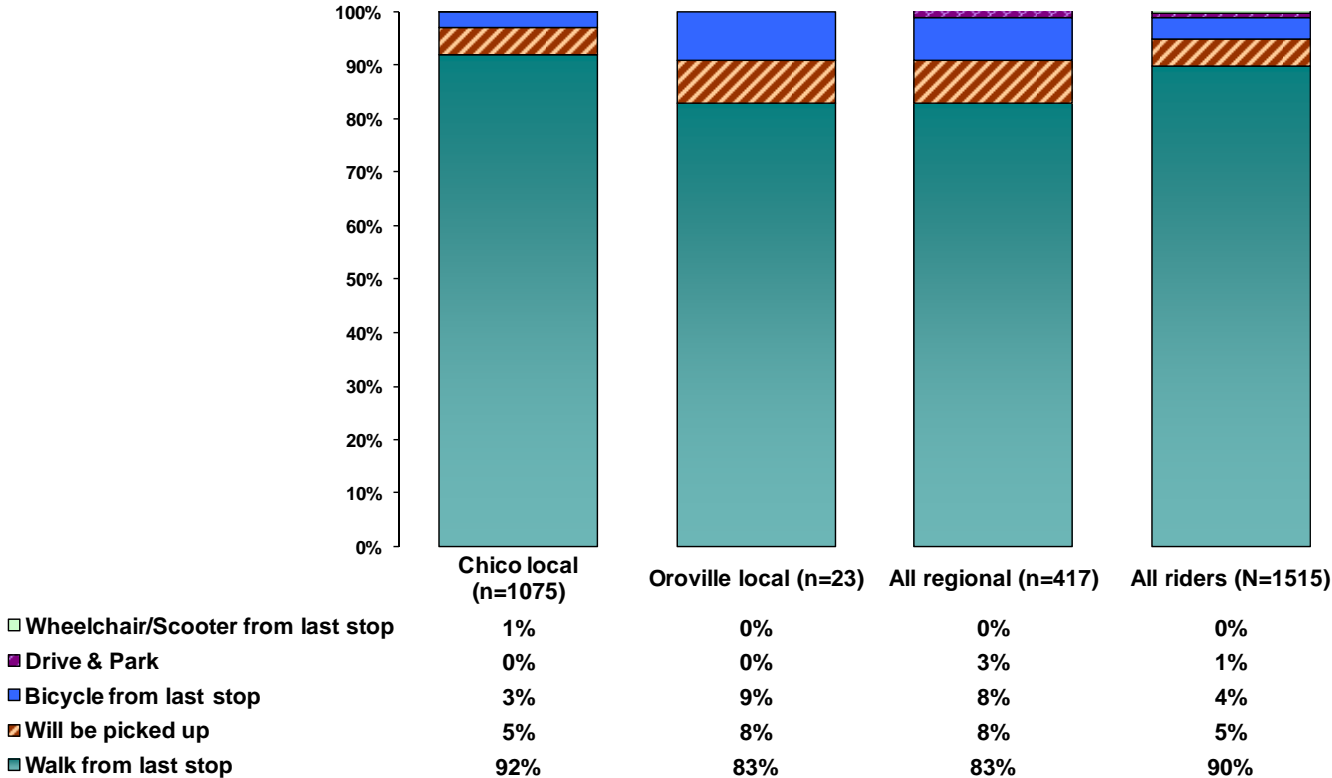
### Mode to the bus stop

The vast majority of riders (85%) said they had walked to their originating bus stops. This was especially true of the Chico and Oroville riders among whom 90% and 91% respectively said they had walked to their stops. It is less true of users of all the regional routes among whom 67% said they had walked to their bus stops while 15% said they were dropped off and another 11% said they had driven to their stop and parked.

Among riders of the Chico local and all regional routes, some people bicycled to their stops. Among Chico riders, 3% rode bikes, and among all regional route riders, 9% did so.

# Figure 19 Mode to the final destination from the B-Line bus

(Source: Question #7 How will you get from your last bus stop to your final destination? Multiple responses allowed. Percentages may exceed 100%)



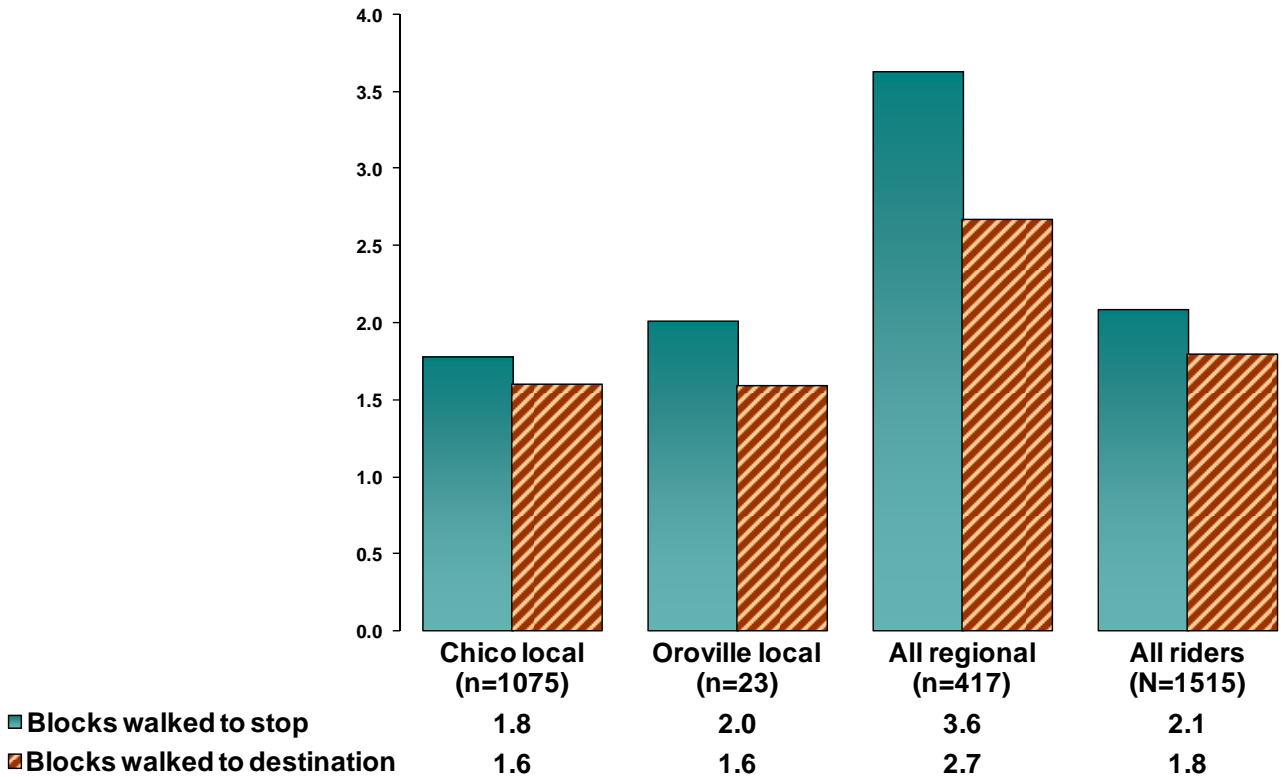
## How do riders get from their bus to their final destinations?

Walking is the dominant mode to get from the bus to the final destination (90%). However, some riders said they would be picked up (5% of all riders), and 4% said they would bicycle from their last stop to their destination. Presumably the latter group has used the bicycle racks on the buses.



## Figure 20 Blocks walked to or from the B-Line bus

(Source: Questions #3 and #7: How many blocks did you walk to your first stop and from your last stop to your final destination?)



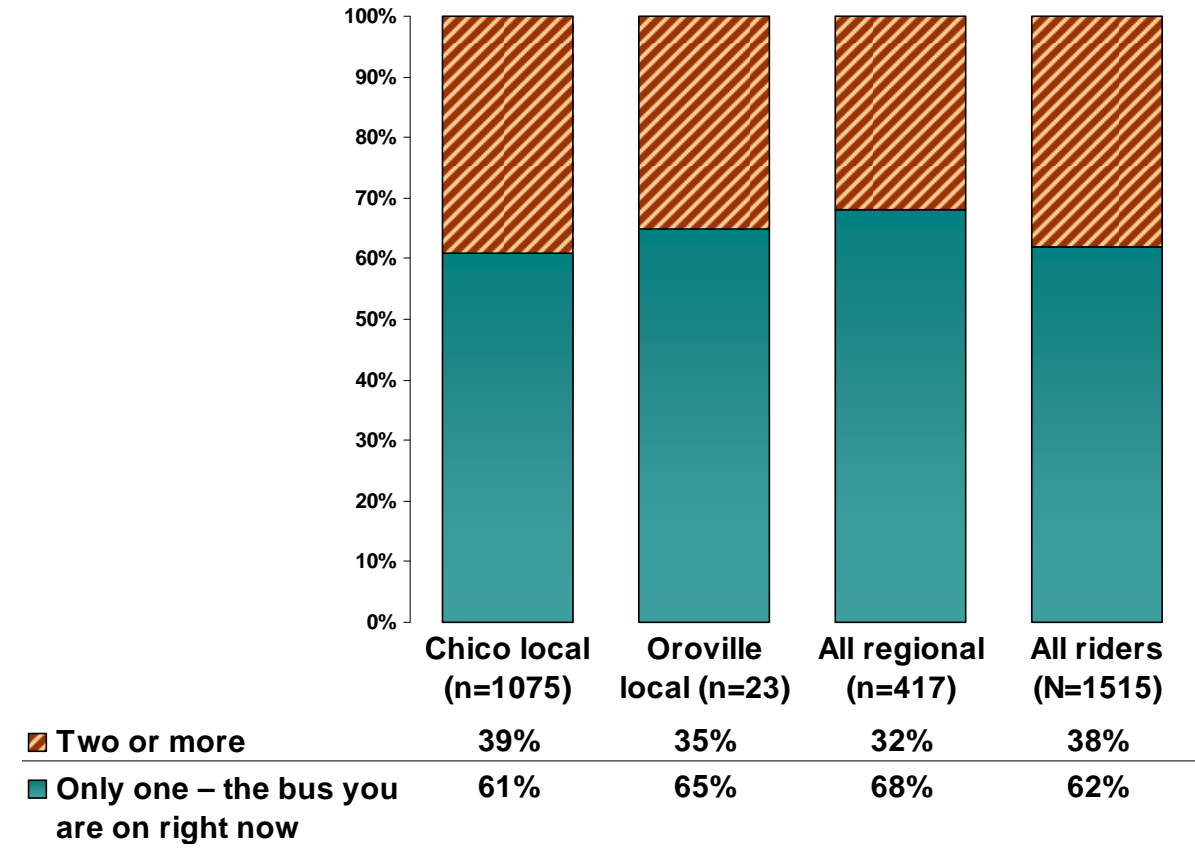
### ***Distance to and from the bus stop – in blocks walked***

Those who said they had walked to the bus stop were asked how many blocks they had walked. The chart above shows the average number of blocks walked to the originating stop, and from the last stop to the destination.

For all riders, the walk averaged 2.1 blocks to get to the stop, and 1.8 blocks to get from the final stop to the destination. The walks were longer for users of what we have called “all regional routes.” For example, while users of the Chico local routes walked 1.8 blocks, users of all regional routes walked 3.6 blocks to get to their bus stop. Similarly while users of Chico local routes walked 1.6 blocks to get from their last stop to their destination, users of all regional routes had to walk 2.7 blocks.

## Figure 21 Transfers

(Source: Question #6 From where you started to where you are going, how many buses will you use on this one-way trip?)



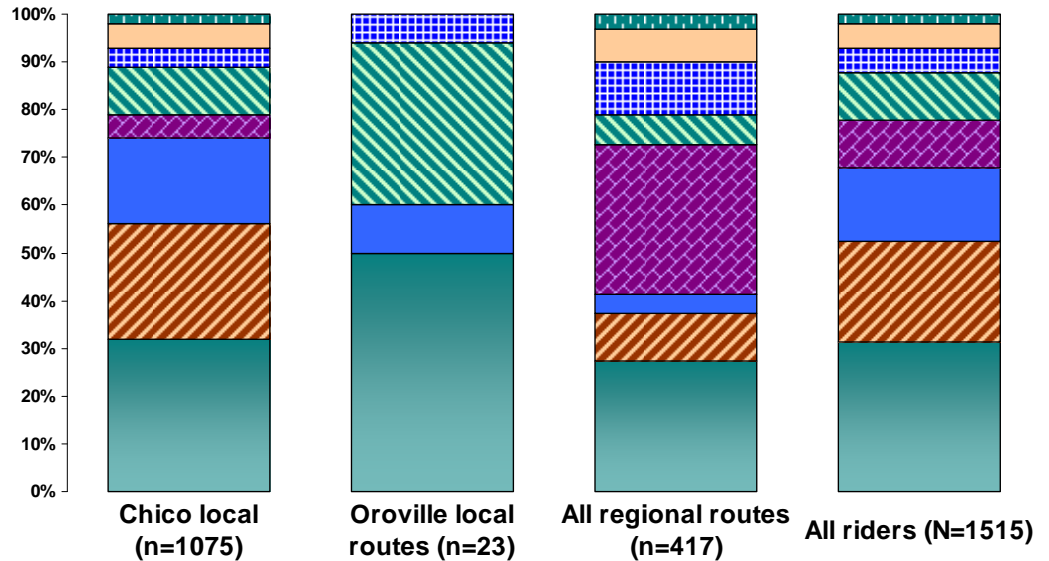
### ***Transfers***

Riders were asked how many buses they would use for the trip on which they were surveyed. Of all riders, 62% said they would use only one bus, while 38% said that they would use two or more. These proportions do not vary greatly among the three sets of route segments, although transferring was somewhat more common among the Chico local routes (39%) than among the Oroville (35%) or regional routes (32%).

Those who said they use two or more routes were also asked which routes those would be. Their answers could not be captured simply in a table and are presented verbatim as they gave them, in an excel file discussed in Appendix C.

## Figure 22 Type of fare paid

(Source: Question #10 Which best describes your B-Line fare today?)



■ Student regional fare	2%	0%	3%	2%
■ Other fare	5%	0%	7%	5%
■ Discount regional fare	4%	6%	11%	5%
■ Discount local fare	10%	34%	6%	10%
■ Regular full regional fare	5%	0%	31%	10%
■ Student local fare	18%	10%	4%	15%
■ CSUC ID Card	24%	0%	10%	21%
■ Regular full local fare	32%	50%	27%	31%

### ***Paying the fare***

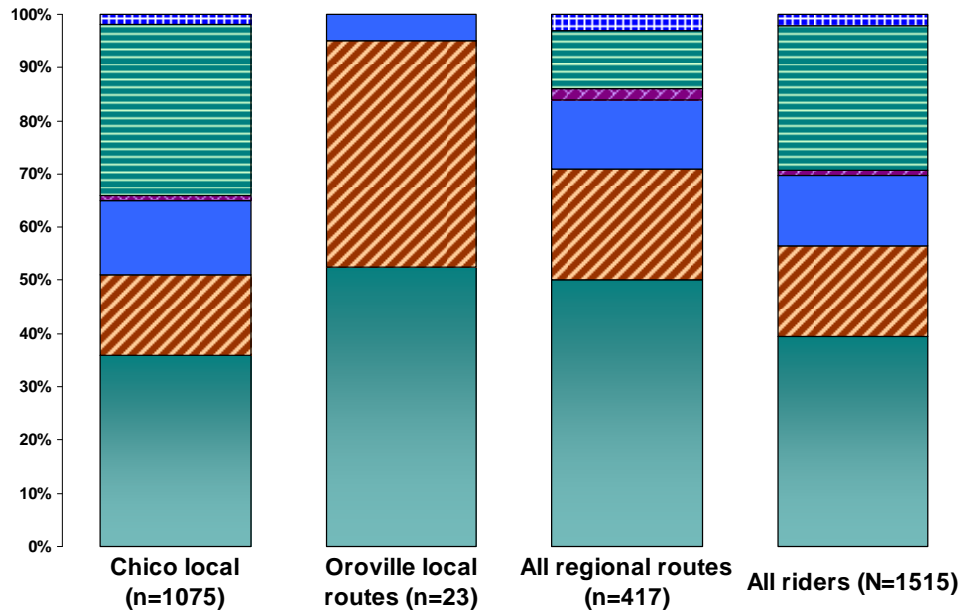
B-Line has a fairly complex system of fare-types. The chart above captures the type of fare paid.

Slightly less than one-third of the riders, 31%, said they paid a regular full local fare. Another 21% paid with a CSUC ID Card, indicating a special fare associated with being a university student. This type of fare was especially common on the Chico routes, where almost one-fourth (24%) said they used their CSUC ID card. Among all riders, 10% said they paid a regular full regional fare, but, as one would expect, many more, 31%, of the regional route riders paid that fare.

On the Oroville local routes the most common type of fare was the regular full local fare (50%), but the discount local fare, at 34% was the second most common.

**Figure 23 Fare media used to pay fare on this trip**

(Source: Question #11 How did you pay your bus fare today?)



	Chico local (n=1075)	Oroville local routes (n=23)	All regional routes (n=417)	All riders (N=1515)
Downtown Chico Employee Pass	2%	0%	3%	2%
Chico State ID	32%	0%	11%	27%
All Day Pass	1%	0%	2%	1%
30 Day Pass	14%	5%	13%	13%
Used Ride Pass	15%	42%	21%	17%
Cash	36%	52%	50%	39%

**Fare media used**

More riders used cash (39%) than used any other fare medium. The second most common fare medium was the Chico State University (CUSC) ID (27%). Only 2% of all riders use the Downtown Chico Employee Pass. The Ride Pass (17%), the 30 day pass (13%) and the All Day Pass (1%) together accounted for 31% of all fare media used.

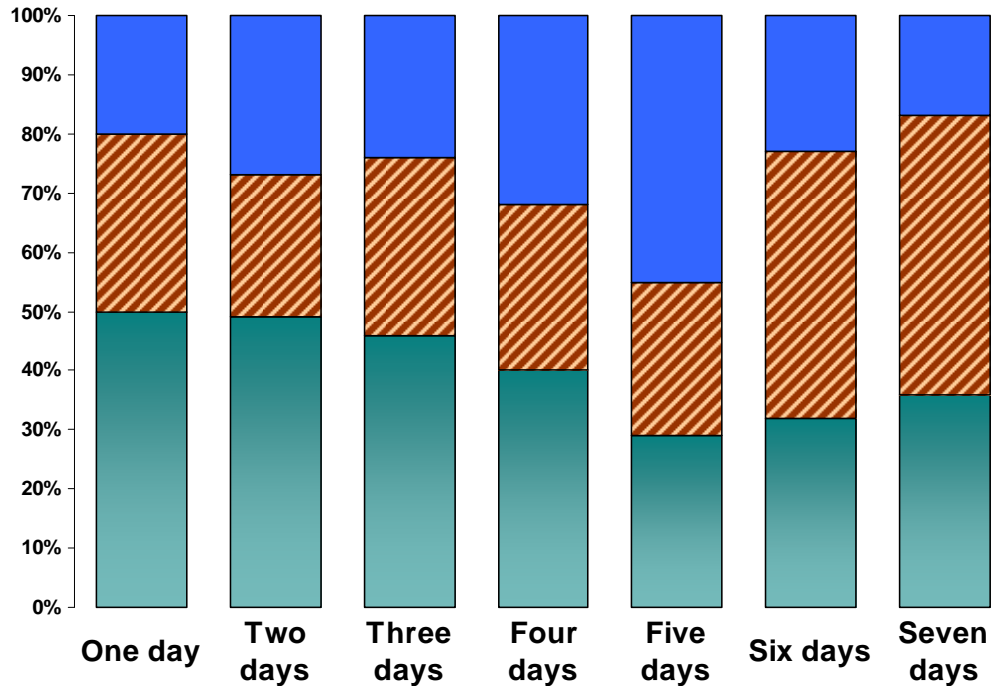
		Income groups			All riders (N=1515)
		Less than \$10,000	\$10,000 to \$24,999	\$25,000 or more	All riders (N=1515)
		Col %	Col %	Col %	Col %
Fare medium (grouped)	Cash	33%	44%	47%	39%
	Purchased pass	34%	37%	25%	32%
	CSUC ID or Downtown Employee pass	33%	19%	28%	29%

Frequently, we find that the lower the income, the higher the probability that cash, and not a discount pass will be used to pay the bus fare. That is not the case with B-Line, as the inset

table shows. (For convenience, income groups were divided into three sets in the inset table as shown.) While 33% of the lowest income group used cash, more (47%) of the highest income group paid cash.

## Figure 24 Fare media by frequency of ridership

(Source: Question #10 Which best describes your B-Line fare today?)



■ CSUC ID or Downtown Employee pass

▨ Purchased pass

■ Cash

20%

27%

24%

32%

45%

23%

17%

30%

24%

30%

28%

26%

45%

47%

50%

49%

46%

40%

29%

32%

36%

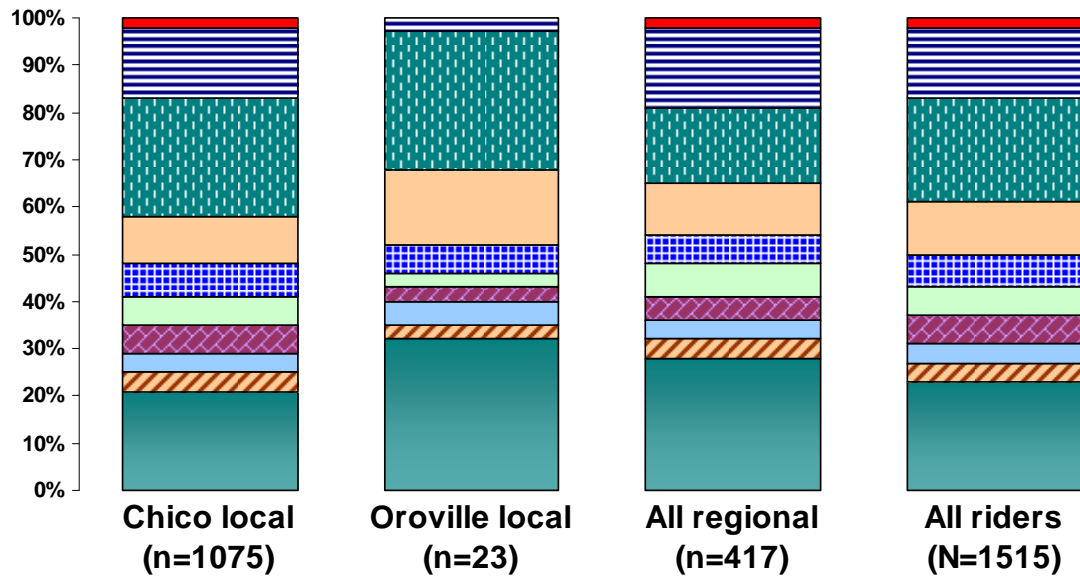
### ***Fare media used by frequency of ridership***

While most of B-Line's frequent riders (those riding 5-7 days per week) are using a prepaid fare media, over a third are continuing to pay cash. Generally this is the result of very low income individuals not being able to afford the up-front cost of pre-paid media or simply not being willing to risk the funds.

B-Line already offers an all-day pass, the fare media most likely to be attractive to this group, because of its short duration and low up-front cost.

## Figure 25 The year when riders began using B-Line

(Source: Question #9 In what year did you begin riding the bus in Butte County?)



Year	Chico local (n=1075)	Oroville local (n=23)	All regional (n=417)	All riders (N=1515)
1st time	2%	0%	2%	2%
2008	15%	3%	17%	15%
2007	25%	29%	16%	22%
2006	10%	16%	11%	11%
2005	7%	6%	6%	7%
2004	6%	3%	7%	6%
2003	6%	3%	5%	6%
2002	4%	5%	4%	4%

### Ridership tenure

One major difference among riders is whether they are short-term or long-term transit users. The chart above illustrates the tenure of ridership. In most all-bus transit systems in the United States, from one-fourth to one-third of riders have generally begun to use the system within only the previous three years. This fact indicates that there is a high level of turnover within the customer base (since ridership has not generally grown to that extent during the same period). In the case of B-Line, a total of 50% of current riders reported that they had begun using B-Line only since 2006.

This high rate of ridership turnover is consistent with the presence of a great many students within the ridership, and is thus not surprising. High turnover, however, increases the importance of effective passenger information programs as new customers must constantly be educated about the transit system.

---

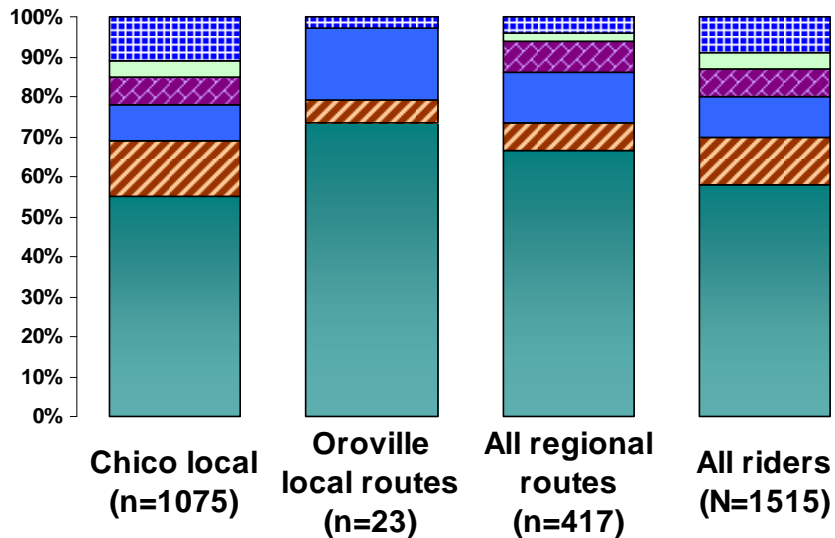
---

## Information Sources

---

## Figure 26 Information source used most often

(Source: Question #13 From which one of these do you most often get route and schedule information?)



Other	11%	3%	4%	9%
Information posted at bus stop	4%	0%	2%	4%
B-Line website	7%	0%	8%	7%
Call B-Line	9%	18%	13%	10%
Ask a driver	14%	6%	7%	12%
Printed schedule book	55%	74%	67%	58%

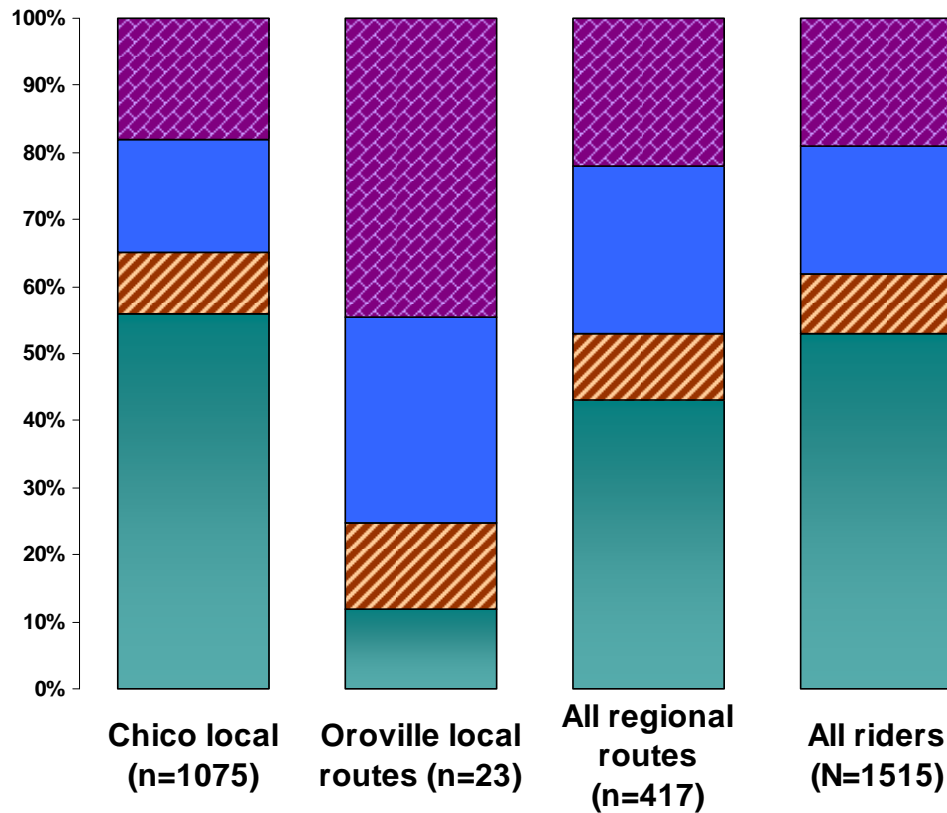
### ***The information source used most often for route and schedule information***

Most B-Line riders (58%) rely most often on the printed schedule book for information about routes and schedules. This is especially true of riders on the Oroville local routes where 74% of the riders relied on the printed schedule book. The website is used by only 7% of riders as their most frequent resource for information. Among all riders, asking a driver (12%) or telephoning B-Line (10%) is just as common as or more so than use of the Internet (7%).



## Figure 27 Use of the Internet

(Source: Question #14 How often do you visit the Internet?)



Never	18%	45%	22%	19%
Occasionally	17%	31%	25%	19%
At least once a week	9%	13%	10%	9%
Daily	56%	12%	43%	53%

### ***Using the Internet***

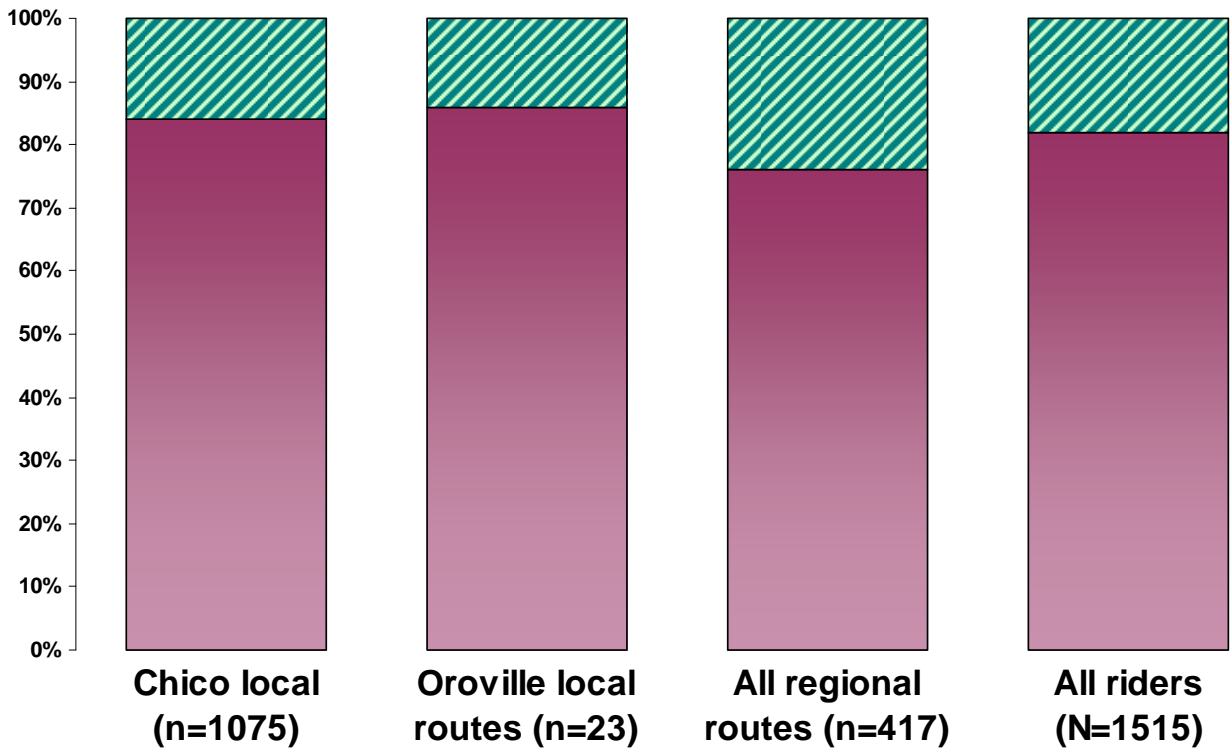
Although B-Line riders tend to rely on printed information sources for route and schedule information, that does not imply that they do not use the Internet. In fact, 53% of all riders, and 56% of the Chico local riders said they use the Internet daily. Another 9% of all riders and 9% of Chico riders said they use the Internet at least once a week and many others use it occasionally. Only 19% of all riders said they do not use the

		Age group			
		10 to 19	20 to 25	26 to 44	45 older
How often do you use the Internet?	Daily	61%	74%	42%	33%
	At least once a week	13%	6%	10%	8%
	Occasionally	22%	12%	27%	17%
	Never	4%	9%	21%	42%

Internet at all. As one would expect, use of the Internet is very much age-related. The youngest riders from 10 to 25 years of age are far more likely than those who are older to use the Internet daily and far less likely to say they never use it.

## Figure 28 Use of the B-Line website

(Source: Question #15 Have you visited B-Line's website in the past 30 days?)



Yes	16%	14%	24%	18%
No	84%	86%	76%	82%

### Using the B-Line website

Although most B-Line riders said they use the Internet on a regular basis, only 18% of all riders said that they had visited B-Line's website during the past thirty days, while 82% had not done so.

		Age group			
		10 to 19	20 to 25	26 to 44	45 older
Have you visited B-Line's website in the past 30 days?	Yes	18%	16%	21%	16%
	No	82%	84%	79%	84%

Use of the website was most common among users of the regional routes. Among that

segment 24% said that they had used the website during the past thirty days.

Although use of the Internet itself is very much age-related, use of the B-Line website is not, as the inset table shows. For example, of those between the ages of 10 and 19, 18% said that they had visited the B-Line website in the past 30 days. But 16% of those 45 or older also said that they had visited the website, not a significant difference between those age groups.

---

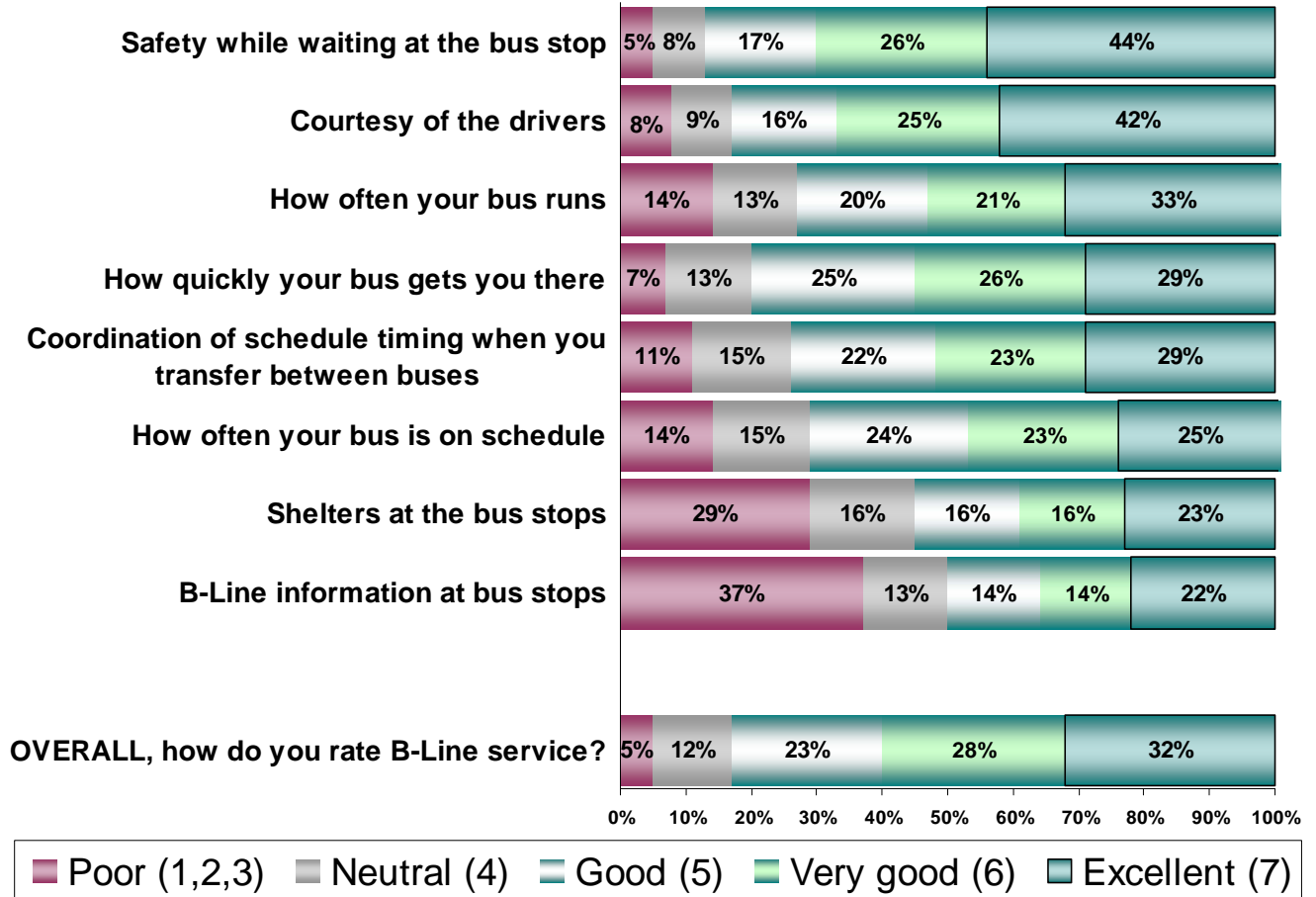
---

## Perceptions of B-Line service

---

## Figure 29 Ratings of B-Line service

(Source: Questions 20 to 28 In the past thirty days, how would you rate B-Line service?  
Scale from 1 - 7 on which 1 = Very poor and 7 = Excellent)



### **Service ratings**

In this section we will address customer satisfaction ratings of B-Line services, first taking the ridership as a whole, and then breaking it into route segments. In the original questionnaire, a seven-point scale was used, but it has been condensed in the chart for legibility.

In any transit survey, very few people give scores of “poor” on such scales because to do so is to admit that either they are totally dependent on the service, or that they are less than competent consumers who continue to use a service they regard as poor. Thus it is typical of service users answering such questionnaires to differentiate primarily among good, excellent, and neutral in such ratings rather than using the “poor” end of the scale. The change that a transit system should strive for is to maximize the shift from neutral to good, and from good to excellent.

In general we consider a service highly successful from the customer's point of view when we find aspects of service that are rated as excellent by 50% or more of all riders. Service is quite satisfactory,

however, if it is rated as “very good” or “excellent” by 50% or more of the riders. For B-Line, 60% rate service “overall” as very good or excellent (i.e. 6 or 7 on a 7 point scale).

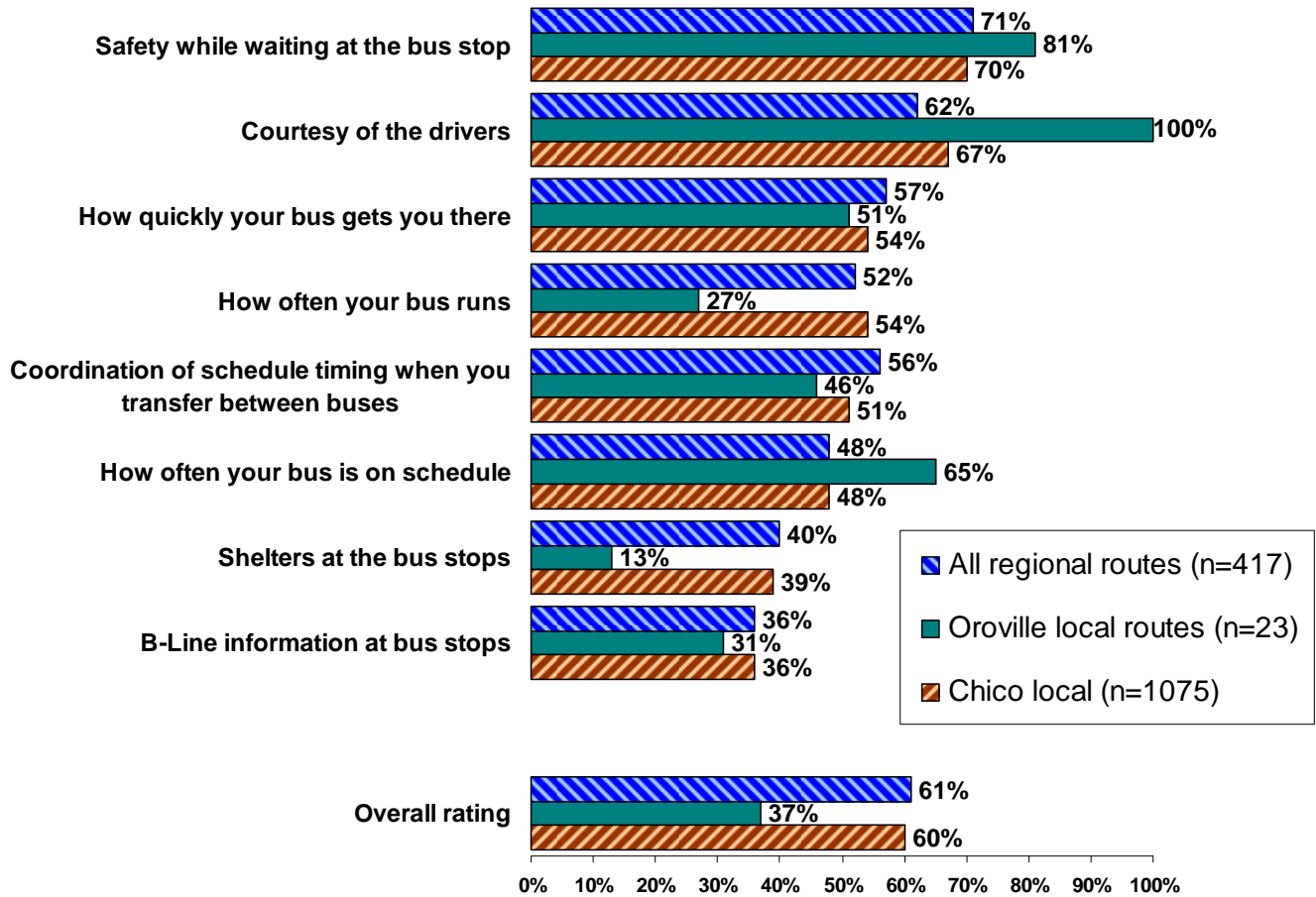
The two top rated aspects of service are safety while waiting at the bus stop, and courtesy of the drivers. Both score well over 60% in the very good plus excellent categories. Three service basics (how often your bus runs, how quickly your bus gets you there, and the coordination of schedule timing when transferring) are also well rated, each having ratings above 50% in the very good to excellent categories. This set of five ratings indicates considerable success on the part of B-Line in providing service that satisfies their customers.

The other three services score less than 50% in the very good and excellent categories. One is on-time performance (“how often your buses on schedule”). This is obviously a service basic, and in most all bus systems is a source of many consumer complaints

The other two low-scoring elements, shelters at the bus stops, and information at the bus stops, are items of perennial concern to bus riders. Shelters are also an important marketing tool because riders waiting for buses are observed by passersby. When potential riders observe people waiting for buses in inclement weather, without proper shelter, it is a major disincentive to transit use. Having information at the bus stop is also important for first-time users, and even for regular users who are using a different route than usual. Consequently these items should not be regarded simply as pleasant amenities, but as significant marketing tools.

## Figure 30 Rating of B-Line service, by route segment

(Source: Question #Q20 - 28, Service ratings using scale from 1-7 on which 7=excellent. Chart shows only those rating service as 6 or 7)



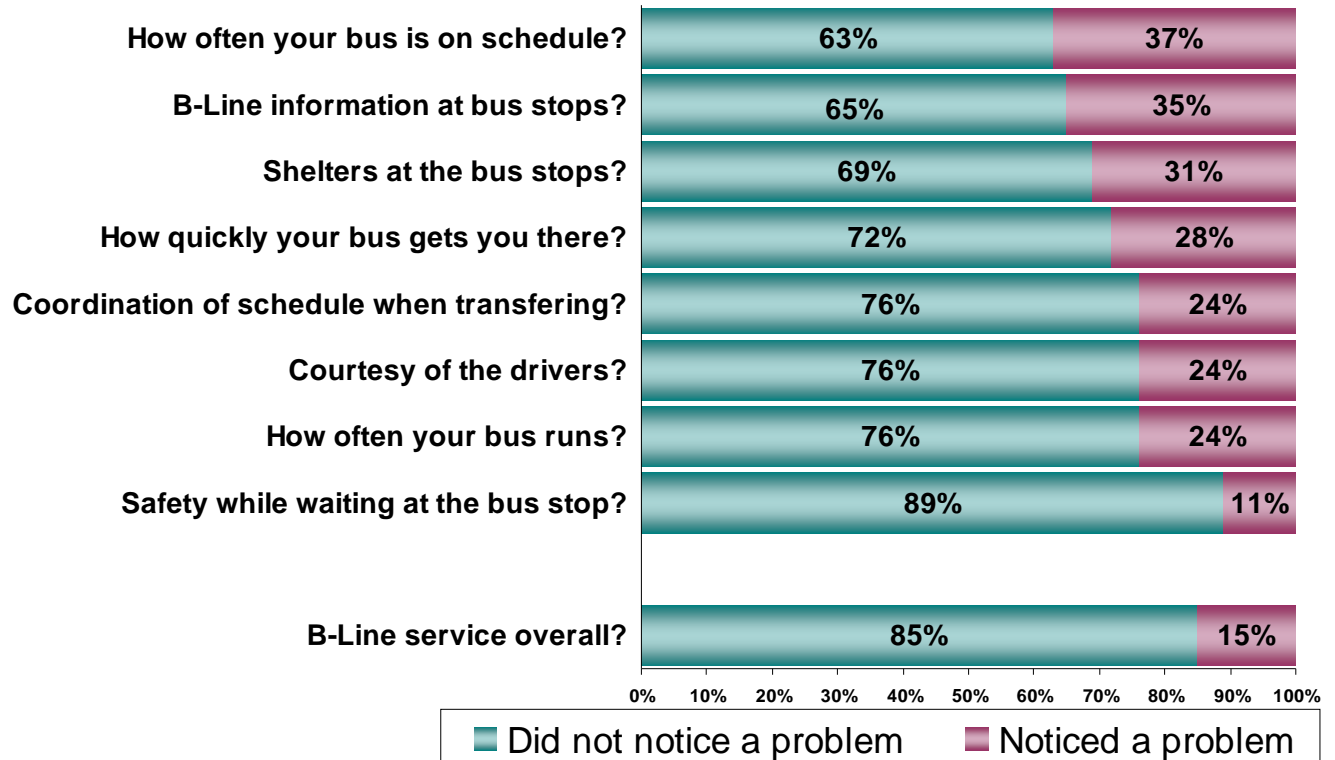
### Service ratings by the route segments

Riders on two primary route segments, the Chico local routes and the regional routes, are in considerable agreement in their ratings of B-Line service. For example 70% of users of the Chico local routes, and 71% of the regional route users rate safety while waiting at the bus stop as very good or excellent. Similar levels of close agreement occur on all of the other service characteristics between these two segments.

The Oroville riders differ from the two larger segments by giving more positive ratings for safety at the bus stop, courtesy of the drivers, and bus running on schedule. But they give a considerably lower rating to the question about how often their buses run, shelters at the bus stops, and service overall. The reader should keep in mind that the sample of riders on the Oroville local routes is only 23 people. A change of heart by only three or four would dramatically change the percent response, and these responses cannot be considered entirely reliable for this reason. They should be considered only as a guide for further consideration.

## Figure 31 Noticing a service problem

(Source: Questions 20 to 28 In the past thirty days only, have you noticed a problem with this?  
All respondents are included N=1515)



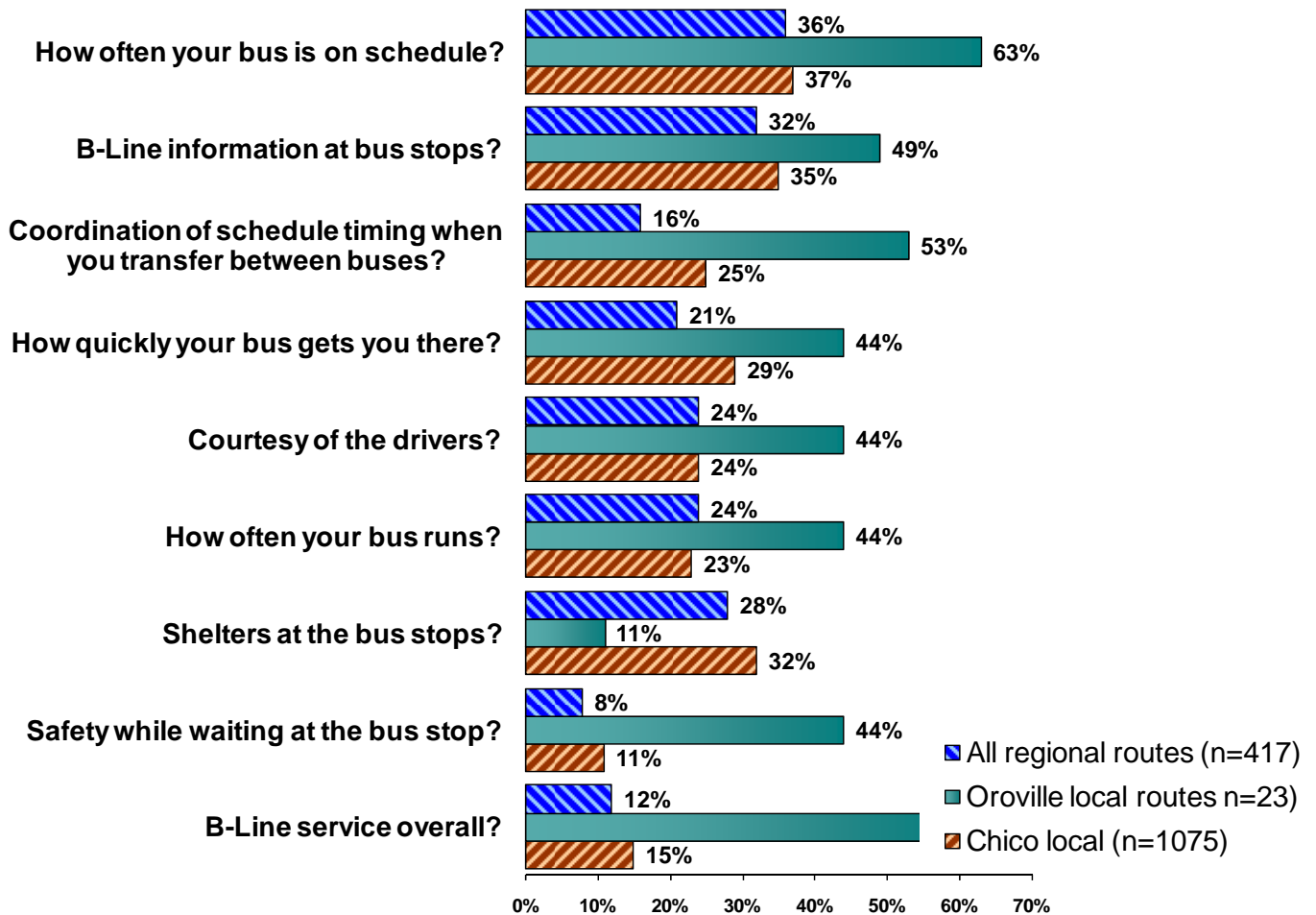
### ***Noticing a service problem***

Respondents were asked not only to rate various aspects of B-Line service, but also to indicate whether, in the past 30 days, they had experienced a problem with that specific aspect of service. The chart above provides the response for all riders. Notice that the three service aspects for which problems were most often mentioned are the same as the three aspects of service that were least well rated. They are: the bus running on schedule (37% noticed a problem), B-Line information at the bus stops (35%), and shelters at the bus stops (31%).

There are two purposes for asking about the incidence of problems. The first is to provide a mechanism for tracking which is time-limited to a 30 day period, thus enabling future surveys to capture change. Without the time-limitation, many respondents hearken back to much earlier problems, and measuring change becomes impossible. The second purpose is to provide an important component for the computation of what are called *impact scores*. In Figure 33 on page 49 we present those scores after we present further information on the incidence of service problems in Figure 32.

## Figure 32 Extent to which riders from the three route segments have noticed service problems in the past thirty days

(Source: Questions #20-28 In the past thirty days, have you noticed a problem with this?  
Chart shows only the percent saying that they had noticed a problem)



### ***Noticing a service problem, by route segments***

In the figure above we see a pattern somewhat similar to that which we saw in Figure 30. Riders of the Chico and regional routes tend to be pretty much in agreement on the incidence of observing problems, with the exceptions of coordination of schedule timing when transferring, and the overall speed of service (“how quickly your bus gets you there”). On the coordination of scheduled transfers, riders on the Chico routes were more likely (25%) compared to riders on the regional routes (16%) to say they had noticed a problem in this respect. On the matter of the speed of service, riders on the Chico routes were 8% more likely to say they had noticed a problem (29%) compared to riders on the regional routes (21%). Other than that, their observations of problems were quite similar.

However, riders on the Oroville routes were very likely to say they had noticed problems with all aspects of service. For three aspects of service among the small Oroville sample the percent saying they had noticed a problem in the past 30 days exceeded 50%. These included the buses running on



schedule, the coordination of schedule time when transferring, and B-Line service overall. None of the other aspects of service fell below 44% on this measurement, with the exception of shelters at the bus stops for which only 11% had noticed a problem.

To repeat a point, a sample of 23 persons, in spite of the fact that it probably represents a high proportion of the total Oroville ridership, is not adequate to provide a definitive description of all riders' attitudes. The reason is that a shift of just a small number of people can cause a change of 10% or 20% in the response. Consequently, these results should be taken to mean that these matters should be further investigated internally, but they should not be taken as definitive findings that there are problems in these respects.

## Figure 33 Impact scores

### Impact Scores for B-Line

The lower the impact score, the more positive it is. Scores can logically range from 0 to 6, but in general, they cluster at or below 1. In general these scores should not exceed 1.

	A	B	C	D	E
	Mean rating score of those reporting a problem	Mean rating score of those reporting no problem	Gap in rating between those observing no problem and those observing a problem (B-A)	Percent who reported noticing a problem	Impact score (C x D)
B-Line information at bus stops?	1.9	4.4	2.4	35%	0.86
How often your bus is on schedule?	3.6	5.5	1.8	37%	0.68
Shelters at the bus stops?	2.7	4.7	2.0	31%	0.63
Coordination of schedule timing when you transfer between buses?	3.2	5.6	2.4	24%	0.57
How quickly your bus gets you there?	3.7	5.6	2.0	28%	0.55
How often your bus runs?	3.2	5.5	2.2	24%	0.54
Courtesy of the drivers?	4.1	6.0	2.0	24%	0.47
Safety while waiting at the bus stop?	3.9	6.0	2.1	11%	0.23
B-Line service overall?	3.9	5.7	1.8	15%	0.28

### **Impact scores**

Impact scores offer a method of judging the negative impact of various types of very different observed problems on the ridership's attitudes. Consider an example. Clearly, observing a problem with courtesy of the drivers is qualitatively different from observing a problem with the bus running on schedule. What is the *impact* of each observed problem on the rating score? Some problems might have little impact and some a great impact. The impact score provides a method of estimating the impact of these various types of problems on a uniform scale.

The table above provides not only the impact scores themselves, but also the raw scores that are used to compute them. It also shows the way the scores are computed. The final impact scores appear in the column in at the far right. In this case, the impact scores vary from .23 to .86.

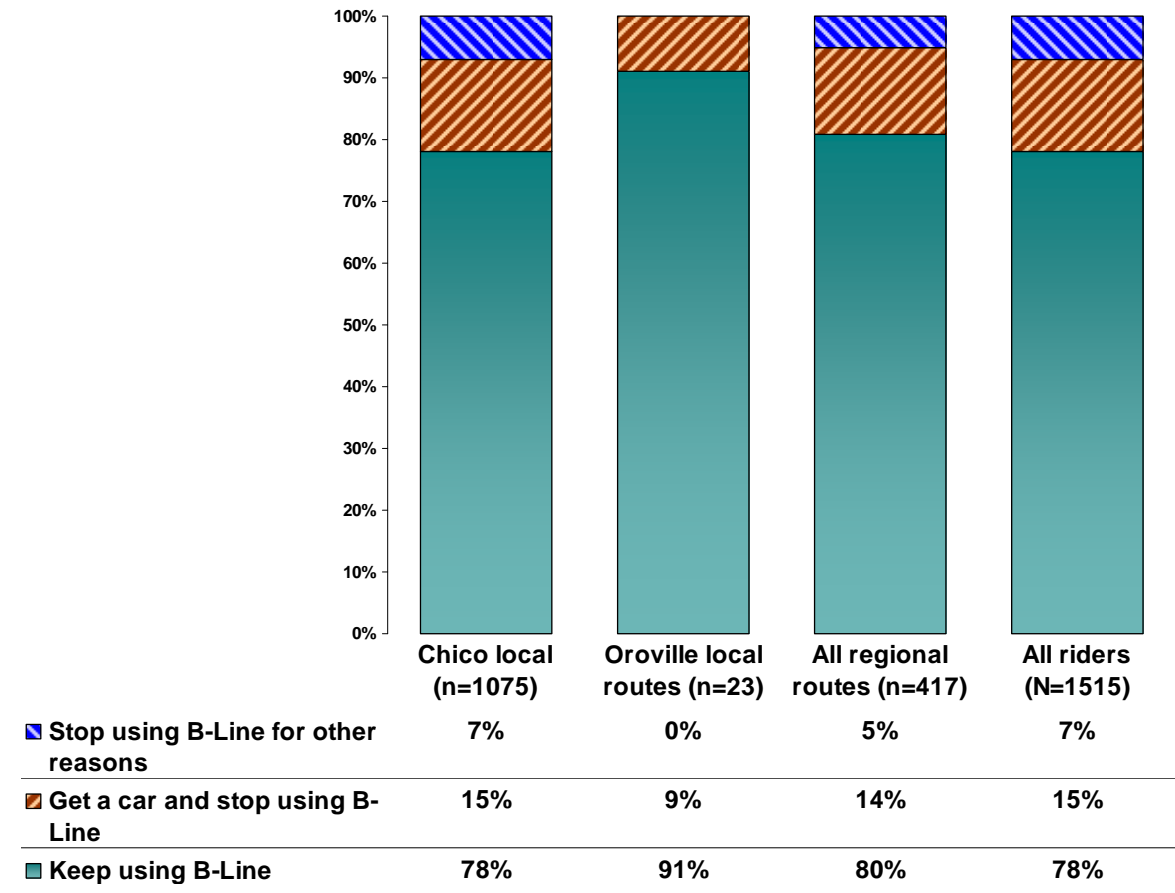
The scores tell us the relative degree of the impact of a negative observation. For example, we can see that (and in the context of other studies this is somewhat surprising) the greatest impact is a lack of information at the bus stops. In other words when information is perceived to be lacking or inadequate, this observation has a major impact on the rating, so much so that the negative result appears to be greater than it is for such items as the overall speed of service (how quickly your bus gets you there), which is usually a greater problem for riders.

In terms of policy action, these scores give a rough guide to the priorities that B-Line ought to address. For example, there is very little impact from matters of safety at the bus stop or courtesy of the drivers. There is slightly more concern with the frequency of service, the speed of overall service and the coordination of transfer times. The greater challenges involve information at the bus stops, the buses running on schedule, and shelters at the bus stops, all of which have impact score over .6.

Because the riders on the Oroville routes tended to be more negative, we were somewhat concerned that their scores might be dragging down the overall B-Line system scores. However, a separate analysis which excluded respondents from the Oroville routes showed no difference at all in the scores as shown in the table above, an indication that they were not having any substantial effect on the overall result.

## Figure 34 Expectations for using B-Line a year from now

(Source: Question #19 A year from now, do you expect to...)



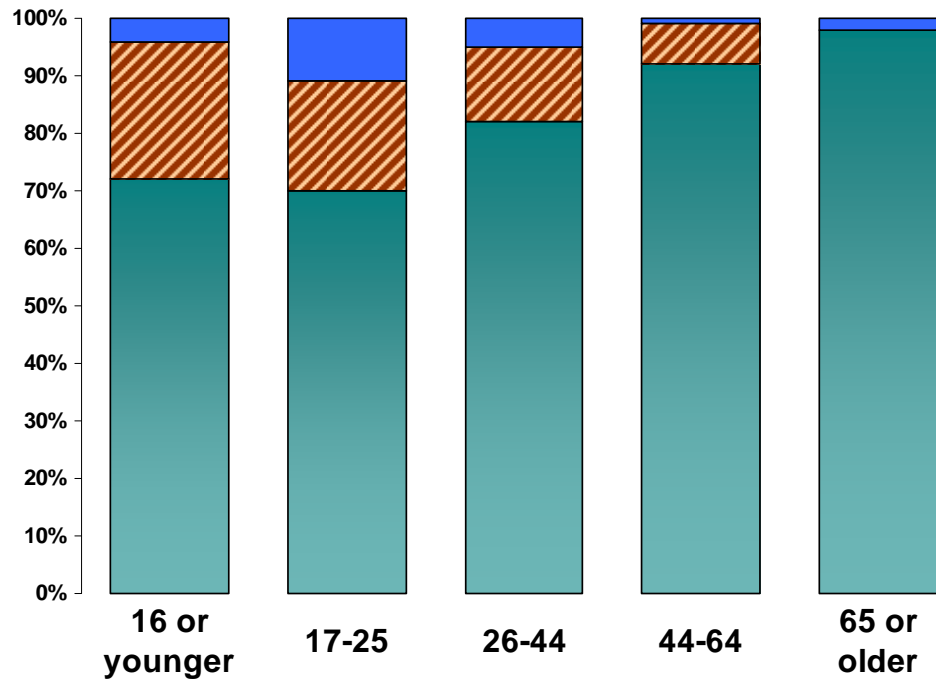
### ***Expectations concerning the use of B-Line a year from now***

Besides the rating scales, observations of problems, and impact scores, another way to judge the practical effect of customer satisfaction is to consider riders' expectations about continuing to use B-Line service. Riders were asked whether, "A year from now, do you expect to... keep using B-Line, get a car and stop using B-Line, or stop using B-Line for other reasons." The chart above displays their responses. More than three-fourths of all riders (78%) expect to keep using B-Line, while the balance, 22%, expect for one reason or another to cease using B-Line. This does not mean that all 22% will in fact defect, but only that they hope to do so.

There is little difference between the Chico local routes and the regional routes in terms of this expectation. There is a somewhat greater tendency (91%) for the Oroville local route riders to expect to continue to use B-Line.

## Figure 35 Age and expectation of using B-Line a year from now

(Source: Question #19 A year from now, do you expect to...)



■ Stop using B-Line for other reasons

4%

11%

5%

1%

2%

▨ Get a car and stop using B-Line

24%

19%

13%

7%

0%

■ Keep using B-Line

72%

70%

82%

93%

98%

### Age and the expectation of continuing to use B-Line

The younger riders are more likely than the older riders to expect to discontinue their use of B-Line in another year. This is consistent with findings elsewhere which show two influences on this decision. First, many of the younger people in this ridership are students, and some of them presumably expect to graduate and have more resources at their disposal, or even cease to live in the local community. Second, as people age, if they are in stable careers, their compensation continues to rise until retirement. Consequently, with age usually come greater options for transportation. We are seeing the effects of both factors here.

Notice that the age-effect is especially strong among those who expect to “get a car and stop using B-Line.” That expectation is greatest among the youngest, and declines with age. However, this is not true of those who expect to stop using B-Line for other reasons. Why should that be? The reason is that those who expect to stop using B-Line for other reasons are not necessarily dissatisfied, but may have reasons such as an expectation of moving or some other major life-change that has nothing to do with the use of transit, but which will change their patterns of using transit.

**Figure 36 Service ratings and expectation of continuing to use B-Line**

**Mean service ratings, by the expectation of continuing to use B-Line in one year**

<b>A year from now, do you expect to...</b>		How quickly your bus gets you there	How often your bus runs	How often your bus is on schedule	Safety while waiting at the bus stop	Shelters at the bus stops	B-Line information at bus stops	Courtesy of the drivers	Coordi- nation when transferring	OVERALL, how do you rate B-Line service?
Keep using B-Line		5.57	5.39	5.31	5.99	4.59	4.32	5.87	5.41	5.73
Get a car and stop using B-Line		5.15	5.23	4.99	5.64	4.52	4.23	5.47	5.19	5.41
Stop using B-Line for other reasons		5.56	5.36	5.02	5.85	4.72	4.00	5.75	5.28	5.67
All Riders		5.51	5.37	5.24	5.93	4.59	4.28	5.80	5.37	5.68
<b>Contrasts</b>										
[(Keep using B-Line) - (Get a car and stop using B-Line)]		0.42	0.16	0.32	0.35	0.07	0.09	0.40	0.22	0.32
[(Keep using B-Line) - (Stop using B-Line for other reasons)]		0.01	0.03	0.29	0.14	-0.13	0.32	0.12	0.13	0.06

**Satisfaction with service and the expectation that one will continue to use B-Line**

In the table above, the mean scores on the basic rating scales are shown. These are based on questions 20 through 28 in the original questionnaire which is reproduced in appendix A. The scores are broken down into scores given by those who expect to keep using B-Line next year, those who expect to get a car and stop using B-Line, and those who expect to stop using B-Line for other reasons. The table also shows the difference (labeled “contrasts” in the table) between riders who expect to keep using B-Line and those who expect to get a car and stop using B-Line (shown on the first line of the contrast section of the table). The table then shows the contrast between those who expect to keep using B-Line and those who expect to stop using it for other reasons.

Notice that for all but one aspect of service (information at the bus stops) the difference shown on the first line of the *contrast* portion of the table is greater than that on the second line. That is, satisfaction scores are lower among those who expect to get a car and stop using B-Line than they are among those who expect to stop using B-Line for other reasons. Moreover, the contrast between them and people that expect to keep using B-Line is even greater. We can conclude that lower customer satisfaction is associated with the intent to obtain a vehicle and cease using B-Line. Riders who expect to stop using B-Line for other reasons do not have the same level of dissatisfaction.

One odd finding in this respect is that in the impact score table, a lack of information at the bus stops was a major factor. However, as a differentiator between those who expect to continue using B-Line and those who do not, information at the bus stops is not important. This paradox means that it will have to be a judgment call as to the relative importance of providing additional information at the stops. Information at the stops is clearly very important to riders, but it does not seem to be a primary differentiating factor in terms of rider retention. (We shall see additional evidence of this relationship in Figure 39.)

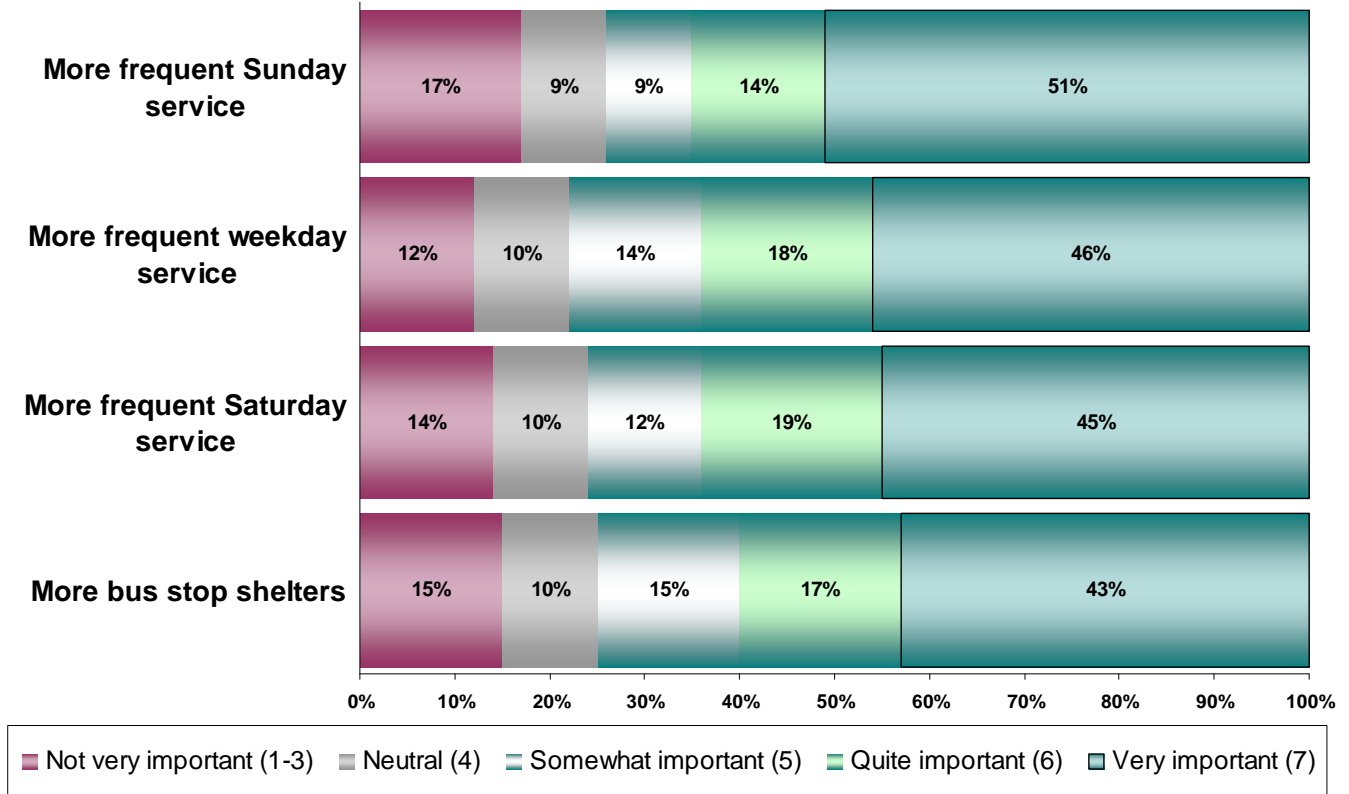
---

## Service Improvements

---

## Figure 37 Importance of service improvements

(Source: Questions 29-32 How important are the following improvements to you?  
Scale from 1-7, where 1=Not important and 7=Very important)



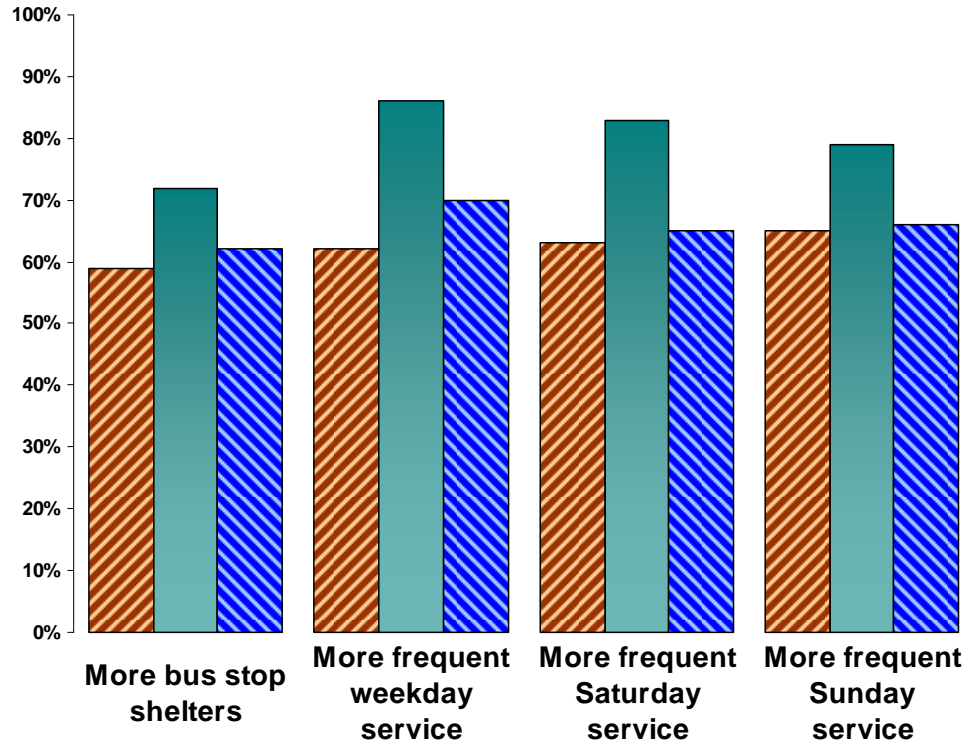
### ***How important are several service improvements?***

Clearly the service improvements most important to the riders involve more frequent service on Sunday, weekdays, and Saturday, and more shelters. All four of the service improvements are highly desired by similar numbers of riders, and thus, in themselves, the improvement ratings do not provide a clear guide to priorities.



## Figure 38 Importance of service improvements to the route segments

(Source: Question #How important are the following improvements for you?  
Scale from 1-7 where 7="Very important." Only scores of 6 or 7 are included in the percentages.)



Chico local (n=1075)	59%	62%	63%	65%
Oroville local routes (n=23)	72%	86%	83%	79%
All regional routes (n=417)	62%	70%	65%	66%

### Importance of the service improvements to the route segments

The chart above shows the percentage of riders within each route segment that gave a score of six or seven on the importance scale, meaning that (in the opinion of riders) it is very important to improve this aspect of service. The findings shown in this chart are similar to those shown for the rating charts found earlier in this report, in that the service importance ratings for users of the Chico local routes and the regional routes are very much alike, while the importance scores for users of the Oroville routes are higher in each case.

There is one minor difference in priorities between the riders on the Chico local routes and riders on the regional routes. Seventy percent (70%) of the riders on regional routes give high importance ratings to more frequent weekday service, 8% higher than the 62% of Chico local route riders.

## **Figure 39 Need to improve service and the intent to keep using B-Line**

### **Mean scores of importance of each improvement**

<b><u>A year from now, do you expect to...</u></b>	More frequent weekday service	More frequent Saturday service	More frequent Sunday service	More bus stop shelters
Keep using B-Line	5.66	5.53	5.49	5.50
Get a car and stop using B-Line	5.52	5.74	5.87	5.40
Stop using B-Line for other reasons	5.24	4.32	4.34	4.55
Total	5.62	5.48	5.48	5.42
<b><u>Contrasts</u></b>				
[(Keep using B-Line) - (Get a car and stop using B-Line)]	0.14	-0.21	-0.38	0.10
[(Keep using B-Line) - (Stop using B-Line for other reasons)]	0.42	1.21	1.15	0.95

### ***How the intent to continue using B-Line relates to service improvements***

The importance of more frequent weekend service to rider retention is clearly shown in the table above.

Those who said they would expect to “get a car and stop using B-Line” rate the importance of more frequent weekend service considerably higher than those who said they expect to keep using B-Line and a great deal higher than those who say they would stop using B-Line for other reasons. In other words, while we have already seen that many riders want more frequent service on both weekdays and weekends, the threat of losing riders is greatest when it comes to more frequent weekend service. Those who intend to get a vehicle and cease using B-Line assign considerably greater importance to improving Saturday and Sunday service than do other riders.

---

## Appendix A: Questionnaire

---

El cuestionario está impreso en español al dorso.

**Please tell us how you use B-Line.**

Circle or write in your answers.

The first 7 questions relate to the **one-way trip** you are currently making. For example, going from home to work is a one way trip even if you have to change buses. The return trip home is a different one-way trip.

1. Where are you coming from on this one-way trip? (Choose one)  
 (1) Home (2) Work (3) School/College (4) Shopping  
 (5) Recreation/Entertainment (6) Personal Business/Errands  
 (7) Doctor/Dentist (8) Visiting family or friends (9) Other: \_\_\_\_\_

2. What is the address, cross streets or major landmark at that place?  
 Cross Streets: \_\_\_\_\_ AND \_\_\_\_\_  
 Circle one: Rd St Av Dr Other \_\_\_\_\_ Circle one: Rd St Av Dr Other \_\_\_\_\_

OR Street Address OR

Landmark (like Chico Mall) \_\_\_\_\_

- City: (1) Chico (2) Oroville (3) Paradise (4) Gridley  
 (5) Biggs (6) Thermalito (7) Magalia (8) Palermo (9) Other

3. How did you get from this location to the bus stop?  
 (Circle all that apply)  
 (1) Walked → How many blocks? \_\_\_\_\_  
 (2) Bicycled (3) Wheelchair/Scooter (4) Drove & parked (5) Was dropped off

4. Where are you going on this one-way trip? (Choose one)  
 (1) Home (2) Work (3) School/College (4) Shopping  
 (5) Recreation/Entertainment (6) Personal Business/Errands  
 (7) Doctor/Dentist (8) Visiting family or friends (9) Other: \_\_\_\_\_

5. What is the address, cross streets or major landmark at that place?  
 Cross Streets: \_\_\_\_\_ AND \_\_\_\_\_  
 Circle one: Rd St Av Dr Other \_\_\_\_\_ Circle one: Rd St Av Dr Other \_\_\_\_\_

OR Street Address OR

Landmark (like Chico Mall) \_\_\_\_\_

- City: (1) Chico (2) Oroville (3) Paradise (4) Gridley  
 (5) Biggs (6) Thermalito (7) Magalia (8) Palermo (9) Other

6. From where you started to where you are going on this one-way trip, how many buses will you use? (Please circle only a or b)  
 (a) Only one - the bus you are on right now: Route: \_\_\_\_\_  
 (b) Two or more → If you are using more than one bus for this trip, please list all the route numbers of buses you will use for this one-way trip?  
 1<sup>st</sup> Route # used: \_\_\_\_\_ 2<sup>nd</sup> Route # used: \_\_\_\_\_ 3<sup>rd</sup> Route # used: \_\_\_\_\_

7. How will you get from the last bus stop to your final destination?  
 (1) Walk → How many blocks? \_\_\_\_\_  
 (2) Bicycle (3) Wheelchair/Scooter (4) Drive & park (5) Will be picked up

If you have filled out the complete survey on another bus, stop here now and return this form to the surveyor. Thanks.

8. How many separate one-way bus trips will you make today? (for example, going to work is one trip; going from work to home is a second trip)  
 1 trip 2 trips 3 trips 4 trips Other \_\_\_\_\_ (how many?)

9. In what year did you begin riding the bus in Butte County?  
 2000 or before 2001 2002 2003 2004 2005 2006 2007 2008  
 This is my first time riding B-Line

10. Which best describes your B-Line fare today?  
 (1) Regular full local fare (2) Regular full regional fare  
 (3) Student local fare (4) Student regional fare (5) CSUC ID Card  
 (6) Discount local fare (7) Discount regional fare (8) Other

11. How did you pay your bus fare today?  
 (1) Paid cash (2) Used Ride Pass (3) 30-Day pass (4) All Day Pass  
 (5) Chico State ID (6) Downtown Chico Employee Pass

12. During the past seven days, which days have you ridden the bus?  
 (circle all that apply) Mon Tue Wed Thu Fri Sat Sun

13. From which one of these do you most often get route and schedule information?  
 (1) Printed schedule book (2) Information posted at bus stop  
 (3) Call B-Line (4) Ask a driver (5) B-Line website (6) Other

14. How often do you use the Internet?  
 (1) Daily (2) At least once a week (3) Occasionally (4) Never

15. Have you visited B-Line's website in the past 30 days?  
 (1) Yes (2) No

16. What is your employment status?  
 (1) Employed for pay outside your home (2) Employed for pay at home  
 (3) Homemaker (4) Unemployed (5) Retired

17. If employed...what town do you work in?  
 (1) Chico (2) Oroville (3) Paradise (4) Gridley (5) Other

- 17A. Do you work on...  
 a. Saturday? (1) Yes (2) No b. Sunday? (1) Yes (2) No

- 17B. If you work Saturday or Sunday, can you get to and from work by bus or is the bus not running when you need it?  
 (1) Can go to and from (2) Bus not running when I need it

18. Are you a student? (1) Yes (2) No  
 18A. If yes: (1) Chico State (2) Butte County Community College  
 (3) Middle/Jr High (4) High School (5) Other

19. A year from now, do you expect to (1) Keep using B-Line  
 (2) Get a car and stop using B-Line (3) Stop using B-Line for other reasons

**In the past thirty days, how would you rate B-Line service?**

	Excellent							Very poor								
	7	6	5	4	3	2	1	7	6	5	4	3	2	1	Y	N
20. How quickly your bus gets you there	7	6	5	4	3	2	1	7	6	5	4	3	2	1	Y	N
21. How often your bus runs	7	6	5	4	3	2	1	7	6	5	4	3	2	1	Y	N
22. How often your bus is on schedule	7	6	5	4	3	2	1	7	6	5	4	3	2	1	Y	N
23. Safety while waiting at the bus stop	7	6	5	4	3	2	1	7	6	5	4	3	2	1	Y	N
24. Shelters at the bus stops	7	6	5	4	3	2	1	7	6	5	4	3	2	1	Y	N
25. B-Line information at bus stops	7	6	5	4	3	2	1	7	6	5	4	3	2	1	Y	N
26. Courtesy of the drivers	7	6	5	4	3	2	1	7	6	5	4	3	2	1	Y	N
27. Coordination of schedule timing when you transfer between buses	7	6	5	4	3	2	1	7	6	5	4	3	2	1	Y	N
28. OVERALL, how do you rate B-Line service?	7	6	5	4	3	2	1	7	6	5	4	3	2	1	Y	N

**How important are the following improvements to you?**

	Very Important							Not Important						
	7	6	5	4	3	2	1	7	6	5	4	3	2	1
29. More frequent weekday service	7	6	5	4	3	2	1	7	6	5	4	3	2	1
30. More frequent Saturday service	7	6	5	4	3	2	1	7	6	5	4	3	2	1
31. More frequent Sunday service	7	6	5	4	3	2	1	7	6	5	4	3	2	1
32. More bus stop shelters	7	6	5	4	3	2	1	7	6	5	4	3	2	1

33. How old are you? \_\_\_\_\_ Years old
34. Do you have a driver's license? (1) Yes (2) No
35. How many licensed drivers are in your household? 0 1 2 3 more
36. How many cars or other working vehicles does your household own? 0 1 2 3 more
37. Which do you consider yourself? (circle all that apply)  
 (1) African American/Black (2) Asian (3) Hispanic  
 (4) White (5) Native American Indian (6) Other \_\_\_\_\_
38. What town do you live in? (1) Chico (2) Oroville (3) Paradise  
 (4) Gridley (5) Biggs (6) Thermalito (7) Magalia (8) Palermo (9) Other
39. What is your total annual household income?  
 (1) Less than \$10,000 (2) \$10,000 to \$14,999 (3) \$15,000 to \$19,999  
 (4) \$20,000 to \$24,999 (5) \$25,000 to \$34,999 (6) \$35,000 to \$49,999  
 (7) \$50,000 to \$74,999 (8) \$75,000 to \$100,000 (9) More than \$100,000

Comments: \_\_\_\_\_

Please return this form to the surveyor on this bus or to any B-Line Bus Operator. Thank you.

Questionnaire is provided in English on reverse side.

**Díganos cómo utiliza el sistema B-Line.**

Marque con un círculo o escriba sus respuestas.

Las primeras 7 preguntas se relacionan con el viaje de ida que hace actualmente. Por ejemplo, ir de casa al trabajo es un viaje de ida incluso si tiene que trasbordar. El viaje de regreso a casa es un viaje de ida diferente.

- ¿De dónde viene en este viaje de ida? (Marque una opción)
  - (1) Casa (2) Trabajo (3) Colegio/Universidad (4) Compras
  - (5) Recreación/Diversión (6) Negocio personal/Trámites
  - (7) Doctor/Dentista (8) Visita a familiares o amigos (9) Otro: \_\_\_\_\_
- ¿Cuál es la dirección, intersección o edificio de referencia en ese lugar?
 

Intersección: \_\_\_\_\_ Y \_\_\_\_\_

Encierre una: Rd St Av Dr Otra Encierre una: Rd St Av Dr Otra \_\_\_\_\_

Q Dirección Q

Edificio de referencia (como Chico Mall) \_\_\_\_\_

Ciudad: (1) Chico (2) Oroville (3) Paradise (4) Gridley (5) Biggs (6) Thermalito (7) Magalia (8) Palermo (9) Otra
- ¿Cómo llegó desde allí hasta la parada de autobús? (Marque con un círculo todas las que apliquen)
  - (1) Caminó → ¿Cuántas cuadras? \_\_\_\_\_ (2) En bicicleta
  - (3) En silla de ruedas/Scooter (4) En automóvil y estacionó (5) Lo llevaron hasta allí
- ¿A dónde va en este viaje de ida? (Marque una opción)
  - (1) Casa (2) Trabajo (3) Colegio/Universidad (4) Compras
  - (5) Recreación/Diversión (6) Negocio personal/Trámites
  - (7) Doctor/Dentista (8) Visita a familiares o amigos (9) Otra: \_\_\_\_\_
- ¿Cuál es la dirección, intersección o edificio de referencia en ese lugar?
 

Intersección: \_\_\_\_\_ Y \_\_\_\_\_

Encierre una: Rd St Av Dr Otra Encierre una: Rd St Av Dr Otra \_\_\_\_\_

Q Dirección Q

Edificio de referencia (como Chico Mall) \_\_\_\_\_

Ciudad: (1) Chico (2) Oroville (3) Paradise (4) Gridley (5) Biggs (6) Thermalito (7) Magalia (8) Palermo (9) Otra
- Desde donde partió y hasta donde se dirige en este viaje de ida, ¿cuántos autobuses tomará? (sólo encierre a o b en un círculo)
  - (a) Sólo uno, el autobús en el que me encuentro en este momento: Ruta: \_\_\_\_\_
  - (b) Dos o más → Si está usando más de un autobús para este viaje, indique todos los números de ruta que usará en este viaje de ida.

No. de la 1ª ruta usada: \_\_\_\_\_ No. de la 2ª ruta usada: \_\_\_\_\_ No. de la 3ª ruta usada: \_\_\_\_\_
- ¿Cómo llegará desde la última parada de autobús a su destino?
  - (1) Caminando → ¿Cuántas cuadras? \_\_\_\_\_ (2) En bicicleta
  - (3) En silla de ruedas/Scooter (4) En automóvil y estacionará (5) Lo recogerán

**Si completó la encuesta en otro autobús, no continúe y regrese el formulario al inspector. Gracias.**

- ¿Cuántos viajes individuales de ida hará usted el día de hoy? (por ejemplo, ir a trabajar es un viaje; ir del trabajo a casa es un segundo viaje)
 

1 viaje 2 viajes 3 viajes 4 viajes Otro \_\_\_\_\_ (¿cuántos?)
- ¿En qué año comenzó a utilizar el autobús en el condado de Butte?
 

2000 o antes 2001 2002 2003 2004 2005 2006 2007 2008

Es la primera vez que uso el sistema B-Line
- ¿Cuál de estas opciones describe con más exactitud su pasaje de B-Line hoy?
  - (1) Pasaje local completo regular (2) Pasaje regional completo regular
  - (3) Pasaje local de estudiante (4) Pasaje regional de estudiante
  - (5) Tarjeta de ID CSUC (6) Pasaje local con descuento
  - (7) Pasaje regional con descuento (8) Otra
- ¿Cómo pagó el pasaje de autobús hoy?
  - (1) Efectivo (2) Pase de viajes (3) Pase de 30 días (4) Pase de todo el día
  - (5) ID de Chico State (6) Pase de empleado en el centro de Chico
- Durante los últimos siete días, ¿qué días ha usado el autobús?
 

(Encierre en un círculo todas las opciones que apliquen)

Lun Mar Mié Jue Vie Sáb Dom
- ¿Desde cuál de éstas fuentes obtiene con más frecuencia información sobre rutas y horarios? Marque una.
  - (1) Libreta de horarios
  - (2) Información publicada en la parada de autobús (3) Llama a B-Line
  - (4) Pregunta al conductor (5) Sitio web de B-Line (6) Otra
- ¿Con qué frecuencia utiliza el Internet?
  - (1) Diariamente (2) Por lo menos una vez a la semana (3) A veces (4) Nunca
- ¿Ha visitado al sitio web de B-Line en los últimos 30 días?
  - (1) Sí (2) No
- ¿Cuál es su situación laboral?
  - (1) Es empleado fuera de su casa (2) Empleado con pago en su casa
  - (3) Ama de casa (4) Desempleado (5) Retirado
- Si es empleado... ¿en qué ciudad trabaja?
  - (1) Chico (2) Oroville (3) Paradise (4) Gridley (5) Otra
- ¿Usted trabaja...
  - a. el sábado? (1) Sí (2) No b. el domingo? (1) Sí (2) No
- Si trabaja el sábado o el domingo, ¿puede ir y regresar del trabajo en autobús o el autobús no funciona cuando lo necesita?
  - (1) Puede ir y volver (2) El autobús no funciona cuando lo necesito
- ¿Es estudiante?
  - (1) Sí (2) No
- Si es que Sí:
  - (1) Chico State (2) Butte County Community College
  - (3) Middle/Jr High (4) High School (5) Otra
- Dentro de un año usted espera
  - (1) Seguir usando B-Line
  - (2) Comprar un automóvil y dejar de usar B-Line
  - (3) Dejar de usar B-Line por otros motivos

**En los últimos treinta días, ¿cómo calificaría el servicio de B-Line?**

	Excelente	Muy malo	Sólo en los últimos 30 días, ¿ha experimentado un problema con alguno de los siguientes aspectos del servicio?						
20. Rapidez con la que el autobús lo lleva a su destino	7	6	5	4	3	2	1	S	N
21. Frecuencia con la que pasa el autobús	7	6	5	4	3	2	1	S	N
22. Frecuencia con la que el autobús llega a tiempo	7	6	5	4	3	2	1	S	N
23. Seguridad mientras espera en la parada	7	6	5	4	3	2	1	S	N
24. Techos en las paradas	7	6	5	4	3	2	1	S	N
25. Información de B-Line en la parada	7	6	5	4	3	2	1	S	N
26. Cortesía de los conductores	7	6	5	4	3	2	1	S	N
27. Coordinación de horarios cuando trasborda	7	6	5	4	3	2	1	S	N
28. ¿Cómo clasifica el servicio de B-Line EN GENERAL?	7	6	5	4	3	2	1	S	N

**¿Qué tan importantes son para usted las siguientes mejoras?**

	Totalmente importante	No importante					
29. Servicio más frecuente de lunes a viernes	7	6	5	4	3	2	1
30. Servicio más frecuente los sábados	7	6	5	4	3	2	1
31. Servicio más frecuente los domingos	7	6	5	4	3	2	1
32. Más paradas de autobús techadas	7	6	5	4	3	2	1

- ¿Qué edad tiene? \_\_\_\_\_ años
- ¿Tiene licencia de conducir? (1) Sí (2) No
- ¿Cuántos conductores con licencia hay en su casa? 0 1 2 3 más
- ¿Cuántos automóviles o vehículos hay en su hogar? 0 1 2 3 más
- ¿De qué raza se considera usted? (Encierre en un círculo todas las opciones que apliquen)
  - (1) Afro-americano/Negro (2) Asiático (3) Hispano
  - (4) Blanco (5) Indio nativo americano (6) Otra \_\_\_\_\_
- ¿En qué ciudad vive? (1) Chico (2) Oroville (3) Paradise (4) Gridley (5) Biggs (6) Thermalito (7) Magalia (8) Palermo (9) Otra
- ¿Cuál es el ingreso anual total de la familia?
  - (1) Menos de \$10,000 (2) \$10,000 to a \$14,999 (3) \$15,000 to a \$19,999
  - (4) \$20,000 to a \$24,999 (5) \$25,000 to \$34,999 (6) \$35,000 to a \$49,999
  - (7) \$50,000 to \$74,999 (8) \$75,000 to \$100,000 (9) Más de \$100,000

Comentarios: \_\_\_\_\_

*Entregue el formulario al inspector del autobús o a cualquier Operador de autobús de B-Line. Gracias.*

## Appendix B: Comments

Note: Comments are also included in the attached "Basic Tables" Excel file. In this format they can be sorted and categorized in various ways for easier review.

ROUTE	COMMENT
1	YOU GUYS ARE SUPPERFLY
1	WOULD DEFINETLY LIKE TO SEE BUSES RUNNING MORE FREQUENTLY
1	WE NEED MORE BUSSES MORE OFTEN 5/13 I WILL BE AT THE OP MTA SAYING THE SAME
1	THE BUS SHOULD RUN ON SUNDAYS AND HOLIDAYS.
1	THANKS!
1	THANKS!
1	THANKS FOR THE PASS.
1	THANKS FOR THE BUSSES
1	THANK YOU FOR THE PASS.
1	THANK YOU
1	SEVERAL COMPLAINTS ABOUT MISTREATMENT FROM DRIVER. NOTHING IMPROVED.
1	PLEASE PUT IN BENCHES & SHELTERS ON THE NORTH SIDE OF LASSEN.
1	PLEASE
1	OVERALL GOOD SERVICE!!
1	OVERALL GOOD
1	ONLY DRIVER I WON'T RIDE WITH IS EDDIE. HE'S ALWAYS LATE. EVERYONE ELSE GREAT.
1	NONE AT THIS TIME.
1	NEED SUNDAY BUS RUN
1	NEED MORE BUS STOPS ESPECIALLY TO THE GLEN OAKS CEMETERY TOWARDS DURHAM.
1	LOVE BUSES
1	JUST A COUPLE OF RUDE DRIVERS
1	IT WOULD BE GREAT IF CITY BUSES RAN ON SUNDAY SINCE COUNTY BUSES DO.
1	I'M GRATEFUL WE HAVE THIS B LINE SERVICE AND MOST OF THE DRIVERS ARE VERY PLEASANT. THANK YOU.
1	I WISH THE B-LINE RAN ON SUNDAY :)...
1	I WANT MY CAR- YOU CANT BEAT BUSSES
1	I THINK YOU NEED LATER EVENING SCHEDULES SO PEOPLE CAN GO TO EVENING FUNCTIONS DOWNTOWN
1	I THANK THE BUSES FOR TRANSPORTATION.
1	I LOVE THE BUS. CHEAP AND CONVENIENT.
1	I LOVE BUS STOPS. I AM DISABLED AND I CAN'T WALK BIG DISTANCES.
1	I DON'T KNOW FOR SURE
1	I DON'T KNOW
1	I AM VERY IMPRESSED W/THE BUS DRIVERS-THE SERVICE PROVIDED BY B-LINE

1 GREAT OVERALL SERVICE  
 1 GOOD BUS SYSTEM  
 1 GO BACK TO THE OLD ROUTE  
 1 BUSSES NEED TO RUN ON SUNDAYS AND LATER ON SATURDAYS  
 1 BUSES RUNNING EARLIER  
 1 BUS STOP SIGNAL EAST AND FLORAL OUT BOUND 1/2 HOUR RUNS FOR ALL ROUTS-  
 1 BUSES  
 1 B-LINE SERVICES IS GREAT!  
 2 VERY INTERESTING SURVEY.  
 2 USUALLY ADEQUATE  
 2 THANK YOU  
  
 2 SUNDAY SERVICE IN CHICO LATER SERVICE 10 PM ESPECIALLY SATURDAY  
 2 SEATS AT THE STOPS  
 2 RELY ON BUS FOR TRANSPORTATION? REGULAR PASSENGER TALKATIVE TO DRIVER  
  
 2 NO ONE IS WATCHING BUS OPERATIONS EXCEPT WHEN DRIVERS KNOW YOU ARE.  
 2 BAD TRAINING NO REPORTING SYSTEM.  
 2 NEED SUNDAY BUSES  
  
 2 MY CAR WAS WRECKED 2 DAYS AGO- JUST AFTER IT WAS FIXED. I'M FROM  
 2 PORTLAND- YOU NEED A TRAIN TO GET FROM PARADISE TO CHICO.  
  
 2 MORE ROUTE 20 BUSES ON SATURDAYS  
 2 MORE NICE WOODEN BENCHES TO SIT ON.  
 2 MORE 1/2 HOUR BUSES NEEDED; SUNDAY BUSES NEEDED.  
 2 LOCAL ON SUNDAYS  
 2 LIKE THE BUS TO START EARLIER.  
 2 I THINK BUS SHOULD RUN ON SUNDAYS AND ON HOLIDAYS  
 2 HOPE THAT SOON THEY WILL RUN EVERY HALF HOUR ALL DAY  
 2 HAPPY DRIVE AS ALWAYS  
 2 GOOD SURVEY  
 2 EASIER TRANSFERS - LONG TIME SPAN. BAD BUS DRIVERS.  
 2 EARLIER SERVICE BETWEEN OROVILLE/CHICO  
 2 BUS SCHEDULES PRINTED AT SHELTER WOULD BE NICE. UPDATED.  
 2 BUS SCHEDULE SUCKS.  
 2 BUS 5 IN MORNING ALWAYS LATE BUS 6 AFTERNOON ALWAYS LATE M-F SAME  
 2 DRIVER SHES BAD  
 2 BUS #25 IS ALWAYS LATE - SUNDAY BUSES WOULD BE GREAT.  
 2 B-LINE IS GREAT  
 2 A SUNDAY BUS WOULD BE GOOD EVEN IF ONLY 1/2 DAY, 8 TO 2 PM, SO OLDER  
 2 PEOPLE COULD GET TO CHURCH AND BACK.  
 2 A DRIVER ONCE SMILED, WAVED AND DROVE BY.  
 2 #32 MOVE SO. SIDE SHELTER NEAR UPQUIA BANK  
 3 WORKING  
 3 WHEN I START WORK WE NEED A WEEKEND BUS SCHEDULE PLEASE.  
 3 THE DRIVER OF BUS 8 IS LECHEROUS WITH FEMALE STUDENTS.  
 3 SATURDAY AND SUNDAY SHOULD HAVE THEIR OWN PAGES!! AHH! I SAT AT ONE  
 3 STOP BY THE FAIRGROUNDS FOR HOUR NOT ON SATURDAY.

3 PLEASE REMIND DRIVERS TO SLOW OR WAIT IF THEY ARE AHEAD OF SCHEDULE.  
 ALSO THE TIMES FOR BUSES ARE RIDICULOUS FROM A CHICO STAR STUDENT  
 PERSPECTIVE. 1 BUS AN HOUR USUALLY AND BUSES LEAVE 10 TO THE HOUR WHEN  
 MOST CLASSES GET OUT. STUDENTS HAVE TO WAIT AROUND ANOTHER HOUR  
 BECAUSE OF THE MINUTE WALK FROM CLASSROOM TO BUS STOP! MANY OF MY  
 FRIENDS CHOOSE TO DRIVE BECAUSE OF THE WASTED TIME ON CAMPUS.

3 PLEASE FIX THE OROVILLE SCHEDULE. CONTIA (OF #20) IS MEAN!  
 3 PARENTS HOUSEHOLD  
 3 NEED HOURLY BUS IN PARADISE  
 MORNING #3 IS GREAT BUT THE BLOND WOMAN IN THE AFTERNOON IS TERRIBLE.  
 3 SHE'S ALWAYS BEHIND SCHEDULE. SHE TALKS NON STOP AND MAKES FUN OF  
 PEOPLE AFTER THEY GET OFF.

3 MORE SHELTERS  
 3 MORE FREQUENT ROUTES IN CHICO ON SAT & SUN GREATLY NEEDED.  
 3 LATER BUSES EVERYDAY  
 3 I'D REALLY LIKE SUNDAY SERVICE.

3 I HOPE THE B-LINE RUNS MORE FREQUENTLY IN THE FUTURE. EVERY 15 MINS.

3 I DON'T KNOW LAST ONE  
 3 GOOD SERVICE, NEEDS MORE OFTEN ROUTE 3 AND SUNDAY BUSES  
 3 DRIVERS TEND TO BE RUDE.  
 3 DRIVERS ARE ALL EXCELLENT  
 3 COOL  
 3 BUSES NEED TO RUN ON SUNDAY!!  
 3 BUSES ARE USUALLY ON TIME AND DRIVERS ARE ALWAYS FRIENDLY  
 3 B-LINE IS VERY GOOD FOR CHICO.  
 3 ALL BUSES SHOULD RUN ON SUNDAY

3 30 TO MALLON PLAZA, LATE BUSES. 27 RADIO TO HOLD FOR TRANSFER IS WHAT ???.

4 WHY ARE DOING THIS  
 4 WE NEED BUSES ON SUNDAYS.  
 4 THE BUS RUNNING TWICE AN HOUR IN CHICO AND PARADISE WOULD BE VERY  
 GOOD!  
 4 THE B-LINE IS GREAT!  
 4 THANKS FOR BEING THERE  
 4 SOME DRIVERS EXCELLENT SOME SHOCKINGLY RUDE  
 4 PLEASE HAVE #7 GO FROM CHICO MALL TO NORTH VALLEY MALL  
 4 NOISY  
 4 NEED NEW SCHEDULES AT BUS STOPS  
 4 NEED BUSES ON SUNDAYS.  
 4 NEED 30 MINUTE SERVICE ON RT. 3  
 4 LARGER BIKE RACKS ON BUSES  
 4 ITS COOL THE TO RIDE THE B-LINE  
 4 IF BUSES COULD RUN 1/2 HOUR AND HAVE MORE STOPS.  
 4 I RIDE THE BUS QUITE OFTEN THE B-LINE IS A GREAT SYSTEM  
 4 I LOVE YOU GUYS AND REGGIE.  
 4 I LIKE THE B-LINE!  
 4 I JUST WANT TO SAY THAT YOU SHOULD HAVE MORE NEW ROUTES  
 4 I HAVE BEEN TOO LATE FOR MY TRANSFERS FROM #4 TO #2 4 DAYS THIS MONTH ON  
 THE 7:36 ROUTE.  
 4 HELPFUL DRIVERS.



4 GOOD SERVICE  
 4 GO BACK TO THE OLD RT 7 SCHEDULE  
 4 B-LINE WORKS!  
 4 B-LINE SHOULD TRAVEL PEARSON TO PENTZ IN PARADISE  
 4 ADD A LINE TO THE AIRPORT ITS GROWING!  
 4 911 ROUTES SHOULD HAVE 1/2 HR RUNS. BUS STOP SIGN EAST AND FLORAL OUT  
 BAND  
 5 WE NEED A/C NOW!  
 5 THEY NEED TO RUN LATER ON SATURDAY AND RUN ON SUNDAY  
 5 THANKS FOR HAVING SERVICES  
 5 SUNDAY ROUTE WOULD BE NICE.  
 5 SEATS WITH ROOFS AT BUS STOPS  
  
 5 ROUTE 7 COULD WORK MORE EFFICIENTLY WITH TRANSFERRING TO OTHER BUSES.  
  
 5 REFUSING TO PUT STOP LISTS IN SCHEDULE OR AT BUS STOP ON BUS IS  
 ARROGANT!  
 5 NONE OF YOUR BUSINESS  
 5 NO INCOME  
 5 NICE JOB  
 5 NEED SUNDAY SERVICE IN CHICO! VERY IMPORTANT! BETTER SAT SERVICE. SWITCH  
 SAT TO SUN AND MAKE SAT LIKE A WEEKDAY.  
 5 NEED ANOTHER BUS FOR OROVILLE AT 7:00.  
 5 MORE BUSES AND LATER ON WEEKENDS.  
 5 LIVE WITH ROOMMATES/DON'T KNOW  
 5 KOOLIO  
 5 ITS MY BDAY  
 5 I LOVE THE DRIVERS THEY'RE SO FUNNY.  
 5 I LIKE TAKING THE B-LINE.  
 5 I HAVE NO IDEA  
 5 I COME FROM A PLACE WHERE THERE WAS A BUS EVERY TEN MIN AND I DID NOT  
 HAVE TO WAIT AN HOUR (OR HALF) FOR THE NEXT ONE.  
 5 GREAT SERVICE COURTEOUS HELPFUL DRIVERS.  
 5 BUSES DON'T STOP AT THEIR STOPS!  
 6 WOULD APPRECIATE LINE #5 STOPPING @ 8TH & BRUCE.  
 6 WOO HOOO!!!  
 6 WE NEED MORE BUS TIMES  
 6 TIME EFFICIENCY NEEDED ON ROUTES.  
 6 THE SERVICE IS EXCELLENT  
 6 THANKS FOR THE FREE PASS.  
 6 SERVICE TO PARADISE FEATHER RIVER HOSPITAL (OLD) & OROVILLE ARE THE  
 WORST  
 6 SEMXIONG  
 6 NEED SUNDAY BUSES  
 6 NEED SERVICE ON SUNDAY FOR CHURCH. NEED BUS STOP FOR HUMBOLDT &  
 FOREST MARSH JR HIGH.  
 6 NEED MORE WEEKEND B LINE  
 6 NEED BUSES ON SUNDAYS  
 6 MORE & BETTER SHELTERS PLEASE !!!!!!!!!!!!!!!  
 6 KEEP UP THE GOOD WORK.  
  
 6 IT WOULD BE GOOD TO HAVE BENCH/SHELTER AT ALL STOPS W/SCHEDULE INFO.  
  
 6 IT SEEMS VERY NICE THAT YOU TRY TO MAKE THE SERVICE BETTER

6 I WOULD LOVE TO HAVE SERVICE ON SUNDAYS  
6 I WOULD LIKE ROUTE 7 TO PASS BY FLORAL AVE.

6 I THINK THE BUSES SHOULD OPERATE ON SUNDAY FOR A CERTAIN LENGTH OF TIME.  
ALSO THERE SHOULD BE A BUS THAT RUNS ON WALNUT ST.

6 I LOVE TO RIDE THE BUS  
6 I LOVE THE BUSES AND DRIVERS.  
6 I DON'T KNOW  
6 I ALWAYS HAVE A GOOD RIDE  
6 GOOD JOB  
6 EVERYTHING GOOD.  
6 CHRISTINE PHILL  
6 CHICO BEING SO SMALL IS LUCKY TO HAVE PUBLIC TRANSIT  
6 BUSES ON SUNDAYS WOULD BE GREAT  
6 BUS NEEDS TO RUN MORE BETWEEN OROVILLE AND CHICO ON SAT.  
6 BUS 7 NEEDS TWO MORE STOPS AT 6 O'CLOCK  
6 B-LINE IS BEST FOR BUTTE COUNTY  
7 YOU GUYS R VERY COURTEOUS & PUNCTUAL  
7 WOULD RIDE MORE OFTEN IF A STOP CLOSER TO APARTMENTS A SHELTER THERE,  
BUT NO BUS STOPS THERE  
7 WOULD LIKE A STOP CLOSER TO BEAUTY COLLEGE.  
7 WE DON'T HAVE A STOP BY MANZANITA AVE  
7 WALK SIGNS/LIGHTS ARE TOO SHORT. ALL SIGNALS TOO FAST  
7 SURVEYOR ASSISTED LIKES RIDING THE BUS & BUS CO. DOES A GOOD JOB

7 PUBLICIZE MORE PUBLIC TRANSPORTATION BENEFITS, ENVIRONMENT WISE

7 PLEASE INCLUDE HALF HOUR ROUTE ON SIX  
7 ONE YEAR RIDE PASSES (FAR NORTHERN) WEAR OUT TOO QUICKLY  
7 NOT QUITE ENOUGH TIME TO COMPLETE  
7 NO BUS STOPS 2 SHELTER AT SIERRA SUNRISE APTS., WOULD RIDE MORE OFTEN IF  
IT DID.  
7 NEED SUNDAYS!  
7 NEED MORE SHELTERS  
7 LANG BARRIER AND SHORT ON TIME  
7 KEEP UP THE GOOD WORK  
7 KEEP THE GOOD WORK UP  
7 INTERNSHIP NO \$  
7 B-LINE IS A MONEY SAVER

7 A LATER BUS FROM PARADISE TO CHICO-LEAVING @ 9PM FROM PARADISE

8 UNEMPLOYED  
8 THE BUSES ARE ALWAYS RUNNING LATE & ALWAYS MISSING TRANSFER BUS!!! THE  
BUS LINES SUCKS!!!  
8 THANKS  
8 THANK YOU FOR MAKING IT FREE.  
8 SUNDAY SERVICE WOULD BE USEFUL.  
8 STUDENT  
8 STOP CHARGING 8 & 9 BY TEHAMAN  
8 LOVE THE BUS  
8 IT'S BETTER THIS YEAR, COMPARED TO LAST YEAR.  
8 I DON'T KNOW.

8 EARLY BUSES NEED TO WAIT  
8 DON'T KNOW  
8 BUS ON SUNDAYS, MORE ROUTES ON SATURDAY ND MORE BUSES FOR  
8 ELEMENTARY KIDS. RT 3IN SUMMER AND URING BREAKS - FIX PLEASE. CEDAR  
8 LOUPE WHEN 8 & 9 AREN'T RUNNING.  
8 BUS #8 SHOULD HAVE THE BUS SCHEDULE MOVED 5 MIN AHEAD. IT WOULD WORK  
8 BETTER WITH THE CLASS TIMES.  
8 B-LINE IS A GREAT RESOURCE FOR STUDENTS  
9 YALL SHOULD HAVE PUNCH & PIE.  
9 WOULD LOVE SUNDAY SERVICE  
9 WE DO LIKE THE BUSES. AND MOST OF THE DRIVERS. WOULD LIKE LIMITED SUNDAY  
9 SERVICE. WOULD LIKE 3RD-#8/#9 FOR SOUTH LOOP. TRAFFIC IS TERRIBLE ON  
9 WARNER! NOT DRIVERS' FAULT - OVERWORKED! 3RD BUS WOULD SMOOTH THINGS  
9 OUT.  
9 THIS BUS GOES! FREE HALL FREE  
9 THANK YOU!  
9 STUDENT  
9 SMALLER INTERVALS BETWEEN BUS TIMES TO STOP.  
9 NOT NOW.  
9 NEED SHELTER AT EMMA SCHOOL & NORD & W 8TH AT 76 GAS STATION. RAINS HARD  
9 ON MY CHILDREN WET  
9 NEED LOCAL CHICO SUNDAYS  
9 MONTHLY  
9 LET BUS 9 RUN ON THE WEEKEND!  
9 I LOVE YOU GUYS!  
9 BUS IS WAY CHEAPER THAN GAS!!  
9 ALL DRIVERS NEED TO BE NICE & HELPFUL LIKE THE DRIVER REGGIE  
10 WANT BUSES TO RUN SUNDAYS & TO RUN TILL 11 PM  
10 THINK YOU FOR YOU CONCERN!  
10 THE DRIVERS ARE EXTREMELY HELPFUL & NICE  
10 THANKS SO MUCH-HOW ABOUT A PUBLIC MEETING POST RESULTS ON WEBSITE  
10 SOME DRIVERS HAVE LANGUAGE ATTITUDE OR TRAFFIC LAW ISSUES. (SOME ARE  
10 FINE)  
10 NEEDS TO BE FASTER  
10 NEED SUNDAY SERVICE ROUTE #1 OR #10  
10 NEED SHADE & BENCHES! WE TAKE THE BUS FOR FUN & ENVIRONMENTAL REASONS  
10 NOT BECAUSE IT IS CONVIENT.  
10 MORE SUNDAY ROUTES ESP. 1 OR 10  
10 I WISH THEY PUT TWO BUSES FOR # 10 EVERY 30 MIN. AND CHANGE THE BUS INTO  
10 NEW ONE. ALSO PUT A CHAIR OR SOMETHING TO SIT ON IN PHILDELPHIA SQUARE  
10 STOP AND THE STOP IN FRONT OF IT.  
10 I FIND THE BUS DRIVERS EXCEPTIONALLY COURTEOUS AND HELPFUL  
10 FUN  
10 CHANGE BUS 10 ITS OLD  
10 BUS RUN MORE ON SUNDAYS BUS DRIVERS MORE COURTESY  
10 BUS IS FINE MORE SUNDAY SERVICE  
10 B-LINES PRETTY KOOL  
10 B-LINE IS MY NEXT BEST FRIEND  
20 WOULD LIKE TO SEE MORE FREQUENCY ON SAT/SU FOR THOSE WHO DON'T HAVE  
20 CARS. ESPECIALLY CHICO/PARADISE

20 WOULD A JUST BE WORKERS BUS TO AND FROM OROVILLE BE POSSIBLE?

20 WHEN MONTY SEES US RUNNING 2 SEC AWAY HE RUNS FROM US - NOT NICE.

20 WE NEED AIR CONDITIONING DURING SUMMER TIME.

20 TOO MUCH FOR ALL DAY PASS FOR DISABLED/SENIOR SHOULD BE 1/2 OF REGULAR COST

20 THANKS

20 THANK YOU I RIDE FREE WORK DOWNTOWN CHICO.

20 THANK YOU FOR YOUR SERVICE

20 SUNDAY SHOULD HAVE CAT BUSSES

20 ROUTE 30 SUNDAYS.

20 NONE

20 NEW BATHROOM AT TRANSIT NOT WORKING. NEED MORE TRASH CANS FOR LITTER WHERE BUS LINES UP. TRASH ALL OVER.

20 NEED SHELTER AT NORD AVE AT 76 GAS STATION. COMPLETELY SOAKED DURING RAINY WEATHER. BATHROOMS ON BUS POSSIBLE?

20 NEED CHICO SERVICE ON SUNDAY.

20 NEED BUS SCHEDULE PUT IN AT STOPS AND NEED BUS STOP BETWEEN OLIVE HWY LAS PULLNAS ON LOWER W YANDOLL.

20 MY ONLY PROBLEM HAS BEEN BUSES RUNNING VERY LATE

20 MORE SUNDAY RUNS AND 1-10 BUSES ON SUNDAYS

20 MORE OROVILLE ROUTES FROM CHICO

20 MORE LATE BUS SCHEDULE FROM CHICO TO OROVILLE (ADD ANOTHER BUS AT 6:50 PM).

20 MAYBE 2 BUSES ON WEEKDAYS, AS A STUDENT, IT MAY GET CROWDED

20 KEEP UP THE GOOD WORK

20 ITS A VERY CONVENIENT

20 I WOULD LIKE A ROUTE THAT CONTINUES ON 99 & GOES TO OROVILLE ON 162 PAST THERMALITO

20 I WISH THEY WOULD BE ON TIME

20 I LIKE B-LINE.

20 I ENJOY THE BUS. THANK YOU.

20 HAVE A SUNNY DAY.

20 GREAT WE NEED MORE WKND BUS

20 EARLIER TIMES ON SUNDAY TRIED FOR 15 YEARS

20 COULD ADD RUN TILL 10PM OR MIDNIGHT

20 CHICO NEEDS TO RUN BUSES ON SUNDAY.

20 BUSES SHOULD A SINGLE \$1 BILLS FOR CUSTOMERS WHO ONLY HAVE LARGER BILLS.

20 BUS TRANSPORTATION IS GOOD FOR THE ENVIRONMENT. ONE LESS CAR!

20 BUS SEATS ARE FILTHY. SHOULD SCHEDULE REGULAR 2-MON. UPHOLSTERY CLEANING.

20 BUS ROUTE OF WEEKEND TO OROVILLE CHICO LIKE THE WEEK DAY

20 BUS IS ECONOMICAL.

20 BRING BACK THE 3:00 BUS.

20 AS LONG AS IM NOT LATE TO MY TRANSFER I AM OKAY

20 AN ADDITIONAL RUN ON THE 20 LEAVING CHICO @ 7:30 AM

20 A LATER BUS FOR ROUTE 20 ON WEEKENDS WOULD BE VERY NICE.

24 GREAT JOB TARA

25 I'M A SEASONAL WORKER. WORK GRAVE YARD.

25 EVERY HOUR SERVICE  
25 EVERY HOUR SERVICE  
27 NEED TO RUN TO BUSES TO BOTH CASINOS DAILY.  
27 NEED HOURLY SERVICE AND SATURDAY SERVICE.  
27 MORE SHELTERS  
27 IT TAKES ALMOST AN HOUR TO GET TO THE HOSPITAL OR TO WAL-MART, A FEW  
BLOCKS FROM HOME.  
27 HAVE A GREAT DAY  
27 FIX ALL PROBLEMS WITH THE BUSES.  
30 THANKS FOR HAVING A BUS ROUTE PLANNED FOR THE COMMUNITY.  
30 THANK YOU FOR THE SERVICE, AND I HOPE THAT THE EVENING BUS DRIVER WHICH  
IS A BIG MAN IS MORE PLEASANT  
30 THANK YOU  
30 MORE SUNDAY BUSES  
30 MORE RT. 30 BUSES DURING DAYTIME (3) IS NOT ENOUGH  
30 I JUST STARTED TO WORK IN THE CASINO  
31 WE NEED BIGGER BUS ON WAY HOME!!! I'VE HAD TO SIT ON FLOOR  
31 THIS BUS IS TOO SMALL, NO BIKE RACKS. RUNS ONLY ONCE A DAY TO OROVILLE AND  
PARADISE.  
31 LAST RUN FROM MAGALIA IS TOO OFTEN LATE  
31 FAIR  
31 ANOTHER BUS TO OR FROM PARADISE WOULD BE AWESOME! HOW MANY FROM  
CHICO TO PARADISE?  
40 WE REALLY NEED THE BUS WITH HIKING GAS PRICES!!  
40 WE NEED EVENING SERVICE BETWEEN CHICO AND PARADISE  
40 TODAY I COULDN'T GET A BUS DAY PASS BECAUSE COIN MACHINE BROKEN!  
40 THE PRICE IS RIGHT  
40 THE BUS SCHEDULE THAT IS POSTED IS EASILY MISUNDERSTOOD  
40 THE BUS DID NOT COME IN A SUNDAY  
40 THE B-LINE IS PRETTY GOOD  
40 THANKS LARGE MAC  
40 THANKS FOR MAKING IT SO CHEAP TO RIDE ON THE BUS!  
40 THANKS  
40 THANK YOU.  
40 THANK TO THE CHANGE TO B-LINE BUS SEEM EASIER TO CATCH  
40 SERVICE TO HEGAN LN  
40 SATISFIED THAT THE SYSTEM IS MOSTLY UPGRADED  
40 ROUTE 41 SHOULD RUN ON SUNDAY  
40 REQUEST SUNDAY CHICO LOCAL  
40 OVERALL I ENJOY RIDING WITH B-LINE WHEN I HAVE TO  
40 NONE YOUR BUSINESS  
40 NONE OF YOUR BUS.  
40 NEED MORE SUNDAY SERVICE FOR 41  
40 NEED MORE STORAGE PODS LIKE @ PARK & RIDE, ELSEWHERE  
40 NEED MORE FREQUENT DAILY ROUTES FOR ROUTE 40  
40 NEED LATER BUSES ON 40/MORCALS.COM/GLOBETROTTER  
40 NEED C.A.T.S. TO RUN ON WEEKEND.  
40 NEED ACCEPTANCE OF BICYCLISTS & BUS DRIVERS  
40 MORE ROOM ON BIKE RACKS.  
40 MARCH APPRECIATION!  
40 LOVE THE PRICE

40 LOVE THE B-LINE  
 40 LESS THAN 10,000  
 40 LATER HOURS IN THE EVENING WOULD BE GOOD  
 40 IT WOULD BE NICE IF CHICO HAD MORE SERVICE ON SUNDAY AND AN EARLIER BUS  
 ON SATURDAY.  
  
 40 IT WOULD BE FANTASTIC TO HAVE A VERY EARLY BUS FROM CORNING TO CHICO  
  
 40 IF I WORK SPLIT SHIFT OR AT NIGHT-PROBABLY USE A CAR. BUT I USE A CAR FOR  
 MULTIPLE PURPOSES OR FOR NIGHT CONCERTS  
 40 ID LIKE TO SEE LATER LATE NIGHT BACK FROM CHICO  
 40 I WOULD WELCOME MORE BUS SERVICE IN PARADISE AND TO CHICO  
 40 I THINK THEY NEED LATER ROUTES ON WEEKDAYS AND WEEKENDS.  
 40 I REALLY ENJOY THE BUS.  
 40 I OKAY WITH THIS BUS  
 40 I LIKE THE NEW BUS SYSTEM  
 40 GOOD SERVICE  
 40 FOR THE MOST PART I LIKE RIDING THE BUS  
 40 FOR MYSELF ONLY, I'M THE ONLY ONE WHO RIDE B-LINE.  
 40 EARLIER PAR CHICO BUS 5:00-5:30 AM  
 40 DOUGHNUTS  
 40 DON'T KNOW  
 40 DANE AND ANDREW (DRIVERS) ARE GREAT!  
 40 BUSES NEED TO RUN ON SUNDAYS.  
 40 BUS SERVICE VERY IMPORTANT  
 40 BE ON TIME.  
 40 1,200 A MONTH  
 41 NEED ROUTE BETWEEN MAGALIA & OROUOLD  
 41 NEED LATER STOPS GOING UP THE RIDGE TO PARADISE & MAGALIA  
 41 NEED ACCEPTANCE OF NON DRIVERS BICYCLISTS BY GENERAL PUBLIC  
 41 MORE SERVICE TO MAGALIA COM, SAT/SUN AND MAYBE EVERY HOUR PLUS HIGHER  
 IN THE PRICES.  
  
 41 HOPEFULLY THE MAGALIA/CHICO BUS O/N RUN AT LEAST EVERY HALF AN HOUR. TY.  
  
 41 HAVE A NICE DAY  
  
 41 EXTENDED HOURS NEEDED TO RIDGE, ESPECIALLY INTO THE EVENING. CURRENT  
 BUS DRIVER (JOE?) IS VERY PERSONABLE AND MAKES RIDE ENJOYABLE.  
  
 41 ENJOYABLE  
 41 CLEAN THE BUSES.  
 41 5:30 PM RTE 41 IS ALWAYS LATE. DRIVER IS RUDE. (JOE)  
 46 I WISH THE BUS SCHEDULE LIST MORE STOPS, THAT A BUS RUNS FROM ORVILLE TO  
 PARADISE MORE FREQUENTLY, A REGULAR/FREQUENT BUS TO FEATHER RIVER  
 HOSPITAL  
 46 BUS IS AIR CONDITIONED GREAT

---

## Appendix C: Excel Files

---

Attached to this report are several Excel files which organize the data in various ways. These include:

■ **Raw Data**

This file includes the entire data set. Each row represents a single rider's responses. Complete O/D data is included in the file and can be extracted and cleaned for geo-coding.

■ **Basic Tables**

These tables include all questions cross-tabbed by rider segment (Chico, Oroville, Regional). The weighted data set was used to prepare these tables. In instances where response categories were summarized in the report, the complete distribution of answers can be found in these tables.

■ **Frequencies by Route**

This file includes the frequencies for all questions by the route on which the rider was intercepted. It also includes a second worksheet which shows the combinations of routes which riders said they use when transferring.