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Executive Summary

In 2017, the Ventura County Transportation Commission (VCTC) retained Moore & Associates, Inc. to conduct on-board passenger surveys to compile passenger information regarding fare payment methods as well as demographic information in support of federal Title VI requirements. The updated demographic and fare payment information is essential to ensuring compliance with federal Title VI requirements as VCTC considers possible changes to its public transit fare structure.

Survey objectives included:

- Identify passenger fare payment characteristics, including types of passes used;
- Develop passenger demographic profiles;
- Develop a profile of fare usage by minority and low-income individuals; and
- Identify trip characteristics.

Data collection was conducted onboard buses from September 5, 2017 to September 24, 2017. Data collection resulted in 1,649 valid responses.

“Typical” Rider Profiles

By analyzing the simple frequencies arising from the collected data, we developed a profile of the “typical” VCTC Transit rider:

- Self-identifies as Hispanic and/or Latino (54.9 percent).
- Speaks English very well (83.5 percent).
- Is employed at least part-time. (49.8 percent).
- Is not a student (71.9 percent).
- Reports an approximate household income less than $35,000 (68.6 percent).
- Rides at least three days per week (78 percent).
- Pays cash for their trip (63.4 percent).

Chapter Two of this report summarizes survey methodology. Chapter Three provides in-depth analysis of rider survey data. Simple frequency data tables and survey instruments are included in the Appendices.
Section 2
Overview and Methodology

This section discusses the methodologies by which the 2017 Title VI Fare Equity Survey was developed and administered.

Project Overview
In 2017, the Ventura County Transportation Commission (VCTC) retained Moore & Associates, Inc. to conduct on-board passenger surveys to compile passenger information regarding fare payment methods as well as demographic information in support of federal Title VI requirements. VCTC is currently conducting a fare restructuring study. As such, current demographic and fare payment information is essential to ensure continued compliance with federal Title VI requirements.

Survey objectives included:

- Identify passenger fare payment characteristics, including types of passes used;
- Develop passenger demographic profiles;
- Develop a profile of fare usage by minority and low-income individuals; and
- Identify trip characteristics.

These objectives were reached through the systematic collection of a sufficient number of completed passenger surveys to allow assessments of rider demographics, fare usage patterns, and trip characteristics by route.

Survey Development
Moore & Associates worked with VCTC staff to create a specific survey instrument. The instrument was designed to capture:

- Rider demographics, including race, ethnicity, English proficiency, household income, and number of people in household. Such demographic information is necessary to fulfill Title VI reporting requirements.
- Fare usage information, including method of fare payment.

Following approval, the survey instrument was translated into Spanish.

Survey Plan
Moore & Associates utilized a scheduling plan which ensured appropriate coverage of all routes, service days, and day-parts to collect data that accurately represented a broad spectrum of riders on all VCTC routes. The coverage plan resulted in the collection 1,649 complete and valid surveys. To ensure adequate coverage on all routes, Moore & Associates surveyed at least two roundtrips on each route during each day-part. Day-parts are defined as Morning (5:30 AM – 9:30 AM), Midday (9:30 AM – 2:30 PM), and Afternoon/Evening (2:30 PM – 8:30 PM).
Intercept data collection was supplemented with an online survey which was administered concurrently. A customized URL was printed on business cards that were distributed by the survey team to passengers taking short trips or who were otherwise unable to complete a survey while they were onboard the bus. Both the English and Spanish survey instruments were available online. Although the online option was available to all, only one passenger elected to take the survey online versus completing the survey onboard.

Exhibit 2.1 illustrates the number of valid surveys collected per route.

### Exhibit 2.1 Surveys collected per route

<table>
<thead>
<tr>
<th>Route</th>
<th>Surveys Collected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highway 126 (#60-63)</td>
<td>396</td>
</tr>
<tr>
<td>Highway 101 (#50-53)</td>
<td>277</td>
</tr>
<tr>
<td>East County (#70-73)</td>
<td>178</td>
</tr>
<tr>
<td>CSUCI (#90, 97)</td>
<td>316</td>
</tr>
<tr>
<td>Oxnard-Camarillo Connector (#96, 99)</td>
<td>124</td>
</tr>
<tr>
<td>Coastal Express (#80-89)</td>
<td>248</td>
</tr>
<tr>
<td>Conejo Connection (#54, 55)</td>
<td>107</td>
</tr>
</tbody>
</table>

### Survey Administration

**Staffing**
All surveying was completed by Moore & Associates’ staff. All surveyors were trained by our project lead. Training included an overview of the project, discussion of surveyor performance expectations, familiarization with VCTC Transit service offerings and survey instrument, onboard etiquette, protocol for conducting the survey, and a review of individual assignments.

**Data Collection**
Data collection reflected an onboard intercept methodology. All survey questionnaires were printed on 100-pound cardstock, thereby eliminating the need for clipboards. The survey instrument was printed on 8 ½ x 11 inch paper, with English on one side and Spanish on the other.
Surveyors were identified by an identification badge worn on a laminated clip as well as a reflective vest. Prior to boarding the assigned vehicle, each surveyor was provided with a surveyor bag containing survey forms, pens, a route-specific map and schedule, and an individual surveyor “paddle.”

Surveyors offered the bilingual (English/Spanish) survey to all customers boarding the vehicle while also making themselves available to assist with survey taking if requested. Respondents were instructed to return the completed instrument to the surveyor or leave it on their seat for retrieval by our surveyor. At the conclusion of each day’s data collection, all surveys were reviewed for completeness, bundled by route, and returned to our office for data entry.

**Data Processing**

**Data Entry**
All survey data was entered into an online database using trained data entry personnel. Moore & Associates’ staff monitored the data entry process, reviewing data entry work on a daily basis while also conducting spot-checks throughout.

**Data Cleaning**
Data cleaning was undertaken by trained personnel following completion of data entry. This process addressed differing data formatting that resulted in identical responses being sorted as different (i.e., route number being entered as Highway 126 versus Hwy 126). The cleaned data was then imported into a Statistical Package for the Social Sciences (SPSS) database for further analysis. Following data cleaning, simple frequencies were compiled and submitted for VCTC staff review.

**Analytical Methods**
The SPSS database allowed our project team to compile simple frequencies as well as data cross-tabulations within each dataset. Such cross-tabulations allow comparisons between survey responses that can provide additional insight into customer profiles, travel patterns, perceptions of service, and demographics.

Analysis of survey data is included in the following chapter.
This section details findings of the survey of riders of VCTC Transit. The survey was conducted from September 5, 2017 through September 24, 2017. Data collection resulted in 1,649 valid responses.

Based on commonalities in response data, certain conclusions were drawn regarding survey participant attitudes, travel behavior, and participant demographics.

The vast majority of respondents (88 percent) took the survey in English, while 12 percent took it in Spanish.

Note: some percentages provided will add up to slightly more or less than 100 percent due to variances caused by rounding percentages to the nearest decimal point.

All Respondents

“Typical” Rider Profiles
By analyzing the simple frequencies arising from the collected data, we developed a profile of the “typical” rider of VCTC Transit:

- Self-identifies as Hispanic and/or Latino (54.9 percent).
- Speaks English very well (83.5 percent).
- Is employed at least part-time. (49.8 percent).
- Is not a student (71.9 percent).
- Reports an approximate household income less than $35,000 (68.6 percent).
- Rides at least two to three days per week (78 percent).
- Pays cash for their trip (63.4 percent).

Route Information

- The largest number of respondents were onboard the Highway 126 service (24 percent).

The balance of this report focuses on analysis of individual survey questions, as well as analysis of data cross-tabulations.
**Question 1: Which route are you riding today?**

Question One asked respondents to indicate which VCTC route they were riding for the surveyed trip. The greatest percentage were riding the Highway 126 service, followed by the CSUCI Connector.

![Route Graph](image)

**Question 2: How often do you ride VCTC intercity?**

The majority of those surveyed are frequent riders with 78 percent riding at least three days per week.

![Frequency Graph](image)
Question 3: How do you typically pay your fare?

![Fare payment chart](chart1.png)

Exhibit 3.3  Fare payment

<table>
<thead>
<tr>
<th>Payment Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>63.4%</td>
</tr>
<tr>
<td>31-day pass</td>
<td>8.4%</td>
</tr>
<tr>
<td>10-ride ticket</td>
<td>6.1%</td>
</tr>
<tr>
<td>Transfer</td>
<td>7.7%</td>
</tr>
<tr>
<td>CSUCI Pass</td>
<td>12.7%</td>
</tr>
<tr>
<td>Other</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

n = 1,635

Question 4: If it became necessary to raise VCTC fares in order to keep the current level of service, how much more per trip would you be willing to pay?

The vast majority or riders (75.6 percent) would be willing to pay a fare increase of 25 cents. One-third of respondents (32.9 percent) would be willing to pay 50 cents or more. One-quarter of those surveyed (24.4 percent) stated that they would not be willing to pay more.

![Fare increase chart](chart2.png)

Exhibit 3.4  Fare increase

<table>
<thead>
<tr>
<th>Fare Increase</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 cents</td>
<td>42.8%</td>
</tr>
<tr>
<td>50 cents</td>
<td>16.7%</td>
</tr>
<tr>
<td>75 cents</td>
<td>4.6%</td>
</tr>
<tr>
<td>One dollar</td>
<td>11.6%</td>
</tr>
<tr>
<td>I would not be willing to pay more</td>
<td>24.4%</td>
</tr>
</tbody>
</table>

n = 1,630
**Question 5: If it became necessary to raise fares, how would this impact your use of VCTC intercity bus service?**

While the majority of riders (67 percent) stated that a fare increase would not impact their frequency of usage, 23.5 percent say they would ride less frequently and nearly 6 percent say they would stop using the service altogether.

![Exhibit 3.5 Fare impact on usage](image)

**Question 6: Please indicate which of the following statements you agree with the most.**

![Exhibit 3.6 Fare increase support](image)
**Question 7: Please indicate your employment status.**

Exhibit 3.7 Employment status

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed full-time</td>
<td>25.3%</td>
</tr>
<tr>
<td>Employed part-time</td>
<td>24.5%</td>
</tr>
<tr>
<td>Student (full-time)</td>
<td>30.8%</td>
</tr>
<tr>
<td>Student (part-time)</td>
<td>8.4%</td>
</tr>
<tr>
<td>Retired</td>
<td>6.7%</td>
</tr>
<tr>
<td>Work at home</td>
<td>2.6%</td>
</tr>
<tr>
<td>Not employed</td>
<td>12.8%</td>
</tr>
<tr>
<td>Decline to state</td>
<td>4.6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Question 8: Which race/ethnicity do you identify with?**

Exhibit 3.8 Race/Ethnicity

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caucasian/White</td>
<td>54.9%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>29.1%</td>
</tr>
<tr>
<td>African American/Black</td>
<td>4.4%</td>
</tr>
<tr>
<td>Asian</td>
<td>5.4%</td>
</tr>
<tr>
<td>Native Hawaiian or Pacific Islander</td>
<td>1.5%</td>
</tr>
<tr>
<td>Native American or Alaskan Native</td>
<td>1.6%</td>
</tr>
<tr>
<td>Multiracial</td>
<td>2.6%</td>
</tr>
<tr>
<td>Decline to state</td>
<td>7.3%</td>
</tr>
<tr>
<td>Other</td>
<td>0.2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Question 9: What language(s) are spoken in your home?

Exhibit 3.9 Language

Question 10: How well do you speak English?

Exhibit 3.10 English proficiency
**Question 11: What is your approximate household income?**

Exhibit 3.11  Household income

- Under $15,000: 35.9%
- $15,000 - $24,999: 19.9%
- $25,000 - $34,999: 12.8%
- $35,000 - $49,999: 11.8%
- $50,000 - $74,999: 8.5%
- $75,000 - $99,999: 4.7%
- $100,000 or more: 6.6%

**Question 12: How many people live in your household?**

Exhibit 3.12  Household size

- One: 13.0%
- Two: 16.7%
- Three: 17.2%
- Four: 18.8%
- Five or more: 23.1%
- Decline to state: 11.2%

n = 1,647
Cross-tabulations

The exhibits below illustrate all responses to demographic questions segmented by fare type.

*Data cross-tabulation: Fare vs. employment status*

Exhibit 3.32  Employment status by fare type
Data cross-tabulation: Fare vs. ethnicity

Exhibit 3.36 Ethnicity by fare type
**Data cross-tabulation: Fare vs. language spoken at home**

*Exhibit 3.37  Language spoken at home by fare type*

**Data cross-tabulation: Fare vs. English proficiency**

*Exhibit 3.38  English proficiency by fare type*
Data cross-tabulation: Fare vs. household income

Exhibit 3.39 Household income by fare type
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Appendix A

Survey Instruments

2017 Title VI Survey

Thank you for participating in today’s survey. Your feedback helps us understand how people use public transit in Ventura County and how we can best improve service. Everyone who completes a survey will be entered into a random drawing for two $25 VISA gift cards.

1. Which route are you riding today?
   - Highway 126 (R60-63)
   - Highway 101 (R50-53)
   - East County (R70-73)
   - CSLC (R30, 97)
   - Oxnard-Camarillo Connector (R36, 99)
   - Coastal Express (R80-89)
   - Conejo Connection (R54, 55)

2. How often do you ride VCTC Intercity?
   - Daily
   - 4-5 days per week
   - 2-3 days per week
   - Once or twice a month
   - Less than once a month

3. How do you typically pay your fare?
   (Check only one)
   - Cash
   - Transfer
   - 31-day pass
   - 10-ride ticket
   - Other (specify):

4. If it became necessary to raise VCTC fares in order to keep the current level of service, how much more per trip would you be willing to pay?
   - 25 cents
   - 50 cents
   - 75 cents
   - One dollar
   - I would not be willing to pay more

5. If it became necessary to raise fares, how would this impact your use of VCTC Intercity bus service?
   - I would ride more
   - I would ride the same amount
   - I would ride less
   - I would no longer ride

6. Please indicate which of the following statements you agree with the most. (Check only one)
   - I would support a fare policy based on distance traveled.
   - I would support a fare increase if it affected everyone the same.
   - I would support a fare increase if it were phased in over time.
   - Fares should remain the same even if it means fewer trips or reduced operating hours.

7. Please indicate your employment status.
   (Check all that apply)
   - Employed full-time
   - Employed part-time
   - Student (full-time)
   - Student (part-time)
   - Retired
   - Work at home
   - Not employed
   - Decline to state
   - Native American/Alaskan Native
   - Multiracial
   - Decline to state
   - Other (specify):

8. Which race/ethnicity do you identify with?
   (Check all that apply)
   - Caucasian/White
   - Hispanic or Latino
   - African American/Black
   - Asian
   - Native Hawaiian/Pacific Islander
   - Other (specify):

9. What language(s) are spoken in your home?
   (Check all that apply)
   - English
   - Spanish
   - Tagalog
   - Decline to state
   - Other (specify):

10. How well do you speak English?
    - Very well
    - Less than very well
    - Not at all
    - Decline to state

11. What is your approximate household income?
    - Under $15,000
    - $15,000 - $24,999
    - $25,000 - $34,999
    - $35,000 - $49,999
    - $50,000 - $74,999
    - $75,000 - $99,999
    - $100,000 or more
    - Decline to state

12. How many people live in your household?
    - 1
    - 2
    - 3
    - 4
    - 5 or more
    - Decline to state

Thank you for taking the time to complete this survey. Your feedback is important to us.

If you would like to be entered into a random drawing for a $25 VISA gift card please provide your contact information. All information will remain confidential.

Name: ____________________________
Phone/Email: ______________________
2017 Título VI Encuesta

Muchas gracias por participar en esta encuesta. Sus comentarios nos ayudarán a entender cómo utilizan las personas el transporte público en el condado de Ventura y cómo podemos mejorar el servicio. **Las personas que completen la encuesta participarán en el sorteo de dos tarjetas de regalo Visa de $25.**

1. ¿Qué ruta está usando usted el día de hoy?
   - Highway 126 (60-63)
   - Oxnard-Camarillo Connector (96, 99)
   - Highway 101 (50-53)
   - Coastal Express (85-89)
   - East County (70-73)
   - Conejo Connection (54, 55)
   - CSUCI (90, 97)

2. ¿Con qué frecuencia utiliza VCTC Intercity?
   - Diariamente
   - 2-3 días al mes
   - 4-5 días a la semana
   - Una o dos veces al mes
   - Menos de una vez al mes

3. ¿Cómo paga normalmente por el servicio?
   (Marque sólo una)
   - Efectivo
   - Transfer
   - Pase de 31 días
   - Otro (especifique):
   - Boleto de 10 viajes

4. Si fuera necesario aumentar las tarifas de VCTC para mantener el nivel actual de servicio, ¿cuánto más estaría dispuesto a pagar por viaje?
   - 25 centavos
   - Un dólar
   - 50 centavos
   - No estaría dispuesto a pagar más
   - 75 centavos

5. Si fuera necesario aumentar las tarifas, ¿cómo afectaría su uso del servicio de autobuses de VCTC Intercity?
   - Lo usaría más
   - Lo usaría con la misma frecuencia
   - Lo usaría menos
   - Ya no lo usaría

6. Por favor, indique con cuál de las siguientes afirmaciones está más de acuerdo. (Marque sólo una)
   - Yo apoyaría una política de tarifas basadas en la distancia recorrida.
   - Yo apoyaría un aumento de tarifas si nos afectara a todos de la misma manera.
   - Yo apoyaría un aumento de tarifas si lo aplicaran gradualmente con el tiempo.
   - Las tarifas deben seguir igual, aunque eso signifique menos viajes o reducción de las horas de operación.

7. Por favor indique su situación laboral.
   (Marque todas las que correspondan)
   - Empleado de tiempo completo
   - Retirado
   - Empleado a tiempo parcial
   - Trabajo en casa
   - Estudiante (tiempo completo)
   - Sin empleo
   - Estudiante (tiempo parcial)
   - Prefiero no contestar

8. ¿Con qué raza o etnia se identifica?
   (Marque todas las que correspondan)
   - Caucasico/Blanco
   - Indio
   - Mexicano
   - Asiático
   - Otra

9. ¿Qué idioma(s) se habla en su hogar?
   (Marque todas las que correspondan)
   - Inglés
   - Español
   - Otro (especifique):
   - Tagalog

10. ¿Qué tan bien habla usted inglés?
    - Muy bien
    - No muy bien
    - Prefiero no contestar

11. ¿Cuál es el ingreso aproximado de su hogar?
    - Menos de $15,000
    - $15,000 - $24,999
    - $25,000 - $34,999
    - $35,000 - $49,999
    - $50,000 - $74,999
    - $75,000 - $99,999
    - $100,000 o más
    - Prefiero no contestar

12. ¿Cuántas personas viven en su hogar?
    - 1
    - 2
    - 3
    - 4
    - 5 o más
    - Prefiero no contestar

Le agradecemos mucho haber completado esta encuesta. Su opinión es muy importante para nosotros.

Si desea participar en el sorteo de una tarjeta de regalo Visa de $25, por favor, denos su información de contacto. Todas la información permanecerá confidencial.

Nombre: __________________________
Teléfono/Email: ___________________
### Appendix B

#### Simple Frequencies

**Please select your preferred language.**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>English</td>
<td>1,448</td>
<td>87.9</td>
<td>88.0</td>
<td>88.0</td>
</tr>
<tr>
<td>Spanish</td>
<td>197</td>
<td>12.0</td>
<td>12.0</td>
<td>100.0</td>
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<td>Total</td>
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<td>99.9</td>
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<td></td>
</tr>
<tr>
<td>System</td>
<td>2</td>
<td>0.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1,647</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Which route are you riding today?**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Highway 126 (#60-63)</td>
<td>396</td>
<td>24.0</td>
<td>24.1</td>
<td>24.1</td>
</tr>
<tr>
<td>Highway 101 (#50-53)</td>
<td>277</td>
<td>16.8</td>
<td>16.8</td>
<td>40.9</td>
</tr>
<tr>
<td>East County (#70-73)</td>
<td>178</td>
<td>10.8</td>
<td>10.8</td>
<td>51.7</td>
</tr>
<tr>
<td>CSUCI (#90, 97)</td>
<td>316</td>
<td>19.2</td>
<td>19.2</td>
<td>70.9</td>
</tr>
<tr>
<td>Oxnard-Camarillo Connector (#96, 99)</td>
<td>124</td>
<td>7.5</td>
<td>7.5</td>
<td>78.4</td>
</tr>
<tr>
<td>Coastal Express (#80-89)</td>
<td>248</td>
<td>15.1</td>
<td>15.1</td>
<td>93.5</td>
</tr>
<tr>
<td>Conejo Connection (#54, 55)</td>
<td>107</td>
<td>6.5</td>
<td>6.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>1,646</td>
<td>99.9</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing</td>
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<tr>
<td>System</td>
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<td>0.1</td>
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<td></td>
</tr>
<tr>
<td>Total</td>
<td>1,647</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**How often do you ride VCTC Transit?**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daily</td>
<td>284</td>
<td>17.2</td>
<td>17.3</td>
<td>17.3</td>
</tr>
<tr>
<td>4-5 days per week</td>
<td>539</td>
<td>32.7</td>
<td>32.9</td>
<td>50.2</td>
</tr>
<tr>
<td>2-3 days per week</td>
<td>455</td>
<td>27.6</td>
<td>27.8</td>
<td>78.0</td>
</tr>
<tr>
<td>2-3 days per month</td>
<td>154</td>
<td>9.4</td>
<td>9.4</td>
<td>87.4</td>
</tr>
<tr>
<td>Once or twice a month</td>
<td>103</td>
<td>6.3</td>
<td>6.3</td>
<td>93.7</td>
</tr>
<tr>
<td>Less than once a month</td>
<td>103</td>
<td>6.3</td>
<td>6.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>1,638</td>
<td>99.5</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>9</td>
<td>0.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1,647</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
How do you typically pay your fare? (Check only one)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>1,037</td>
<td>63.0</td>
<td>63.4</td>
</tr>
<tr>
<td>31-day pass</td>
<td>137</td>
<td>8.3</td>
<td>8.4</td>
</tr>
<tr>
<td>10-ride ticket</td>
<td>99</td>
<td>6.0</td>
<td>6.1</td>
</tr>
<tr>
<td>Transfer</td>
<td>125</td>
<td>7.6</td>
<td>7.6</td>
</tr>
<tr>
<td>Other (please specify):</td>
<td>237</td>
<td>14.4</td>
<td>14.5</td>
</tr>
<tr>
<td>Total</td>
<td>1,635</td>
<td>99.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Missing</td>
<td>System</td>
<td>12</td>
<td>0.7</td>
</tr>
<tr>
<td>Total</td>
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<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Other (please specify):

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$25 pass</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>1:1 Aid Rider</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Bus Pass</td>
<td>23</td>
<td>1.4</td>
<td>1.4</td>
</tr>
<tr>
<td>Cash Transfer</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>CSUCI ID</td>
<td>202</td>
<td>12.3</td>
<td>12.3</td>
</tr>
<tr>
<td>Daily Pass</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Online</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Shuttle Pass</td>
<td>5</td>
<td>0.3</td>
<td>0.3</td>
</tr>
<tr>
<td>Single-ride ticket</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Voucher</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Total</td>
<td>1,647</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

If it became necessary to raise VCTC fares in order to keep the current level of service, how much more per trip would you be willing to pay?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25 cents</td>
<td>697</td>
<td>42.3</td>
<td>42.8</td>
</tr>
<tr>
<td>50 cents</td>
<td>272</td>
<td>16.5</td>
<td>16.7</td>
</tr>
<tr>
<td>75 cents</td>
<td>75</td>
<td>4.6</td>
<td>4.6</td>
</tr>
<tr>
<td>One dollar</td>
<td>189</td>
<td>11.5</td>
<td>11.6</td>
</tr>
<tr>
<td>I would not be willing to pay more</td>
<td>397</td>
<td>24.1</td>
<td>24.4</td>
</tr>
<tr>
<td>Total</td>
<td>1,630</td>
<td>99.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Missing</td>
<td>System</td>
<td>17</td>
<td>1.0</td>
</tr>
<tr>
<td>Total</td>
<td>1,647</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
### If it became necessary to raise fares, how would this impact your use of VCTC Intercity bus service?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would ride more</td>
<td>64</td>
<td>3.9</td>
<td>3.9</td>
<td>3.9</td>
</tr>
<tr>
<td>I would ride less</td>
<td>382</td>
<td>23.2</td>
<td>23.5</td>
<td>27.4</td>
</tr>
<tr>
<td>I would ride the same amount</td>
<td>1,090</td>
<td>66.2</td>
<td>67.0</td>
<td>94.3</td>
</tr>
<tr>
<td>I would no longer ride</td>
<td>92</td>
<td>5.6</td>
<td>5.7</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>1,628</td>
<td>98.8</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>19</td>
<td>1.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1,647</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Please indicate which of the following statements you agree with the most. (Check only one)

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would support a fare policy based on distance traveled.</td>
<td>516</td>
<td>31.3</td>
<td>32.1</td>
<td>32.1</td>
</tr>
<tr>
<td>I would support a fare increase if it affected everyone the same.</td>
<td>430</td>
<td>26.1</td>
<td>26.7</td>
<td>58.8</td>
</tr>
<tr>
<td>I would support a fare increase if it were phased in over time.</td>
<td>370</td>
<td>22.5</td>
<td>23.0</td>
<td>81.8</td>
</tr>
<tr>
<td>Fares should remain the same even if it means fewer trips or reduced operating hours.</td>
<td>292</td>
<td>17.7</td>
<td>18.2</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>1,608</td>
<td>97.6</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Missing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>39</td>
<td>2.4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1,647</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Please indicate your employment status. (Check all that apply)

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed full-time</td>
<td>417</td>
<td>25.3</td>
</tr>
<tr>
<td>Employed part-time</td>
<td>403</td>
<td>24.5</td>
</tr>
<tr>
<td>Student (full-time)</td>
<td>507</td>
<td>30.8</td>
</tr>
<tr>
<td>Student (part-time)</td>
<td>139</td>
<td>8.4</td>
</tr>
<tr>
<td>Retired</td>
<td>111</td>
<td>6.7</td>
</tr>
<tr>
<td>Work at home</td>
<td>42</td>
<td>2.6</td>
</tr>
<tr>
<td>Not employed</td>
<td>211</td>
<td>12.8</td>
</tr>
<tr>
<td>Decline to state</td>
<td>75</td>
<td>4.6</td>
</tr>
</tbody>
</table>
### Which race/ethnicity do you identify with? (Check all that apply)

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caucasian/White</td>
<td>480</td>
<td>29.1</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>905</td>
<td>54.9</td>
</tr>
<tr>
<td>African American/Black</td>
<td>72</td>
<td>4.4</td>
</tr>
<tr>
<td>Asian</td>
<td>89</td>
<td>5.4</td>
</tr>
<tr>
<td>Native Hawaiian or Pacific Islander</td>
<td>24</td>
<td>1.5</td>
</tr>
<tr>
<td>Native American or Alaskan Native</td>
<td>27</td>
<td>1.6</td>
</tr>
<tr>
<td>Multiracial</td>
<td>43</td>
<td>2.6</td>
</tr>
<tr>
<td>Decline to state</td>
<td>121</td>
<td>7.3</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
<td>0.2</td>
</tr>
</tbody>
</table>

### Other (please specify):  

<table>
<thead>
<tr>
<th>Language</th>
<th>Frequency</th>
<th>Valid</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>1,643</td>
<td>99.8</td>
<td>99.8</td>
<td>99.8</td>
</tr>
<tr>
<td>French, Indian</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>99.8</td>
</tr>
<tr>
<td>Indian</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>99.9</td>
</tr>
<tr>
<td>Not specified</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>99.9</td>
</tr>
<tr>
<td>Portuguese</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>1,647</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

### What language(s) are spoken in your home? (Check all that apply)

<table>
<thead>
<tr>
<th>Language</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>1,366</td>
<td>82.9</td>
</tr>
<tr>
<td>Spanish</td>
<td>721</td>
<td>43.8</td>
</tr>
<tr>
<td>Tagalog</td>
<td>28</td>
<td>1.7</td>
</tr>
<tr>
<td>Decline to state</td>
<td>49</td>
<td>3.0</td>
</tr>
<tr>
<td>Other</td>
<td>40</td>
<td>2.4</td>
</tr>
</tbody>
</table>

### Other (please specify):

<table>
<thead>
<tr>
<th>Language</th>
<th>Frequency</th>
<th>Valid</th>
<th>Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>1,607</td>
<td>97.6</td>
<td>97.6</td>
<td>97.6</td>
</tr>
<tr>
<td>Arabic</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>97.6</td>
</tr>
<tr>
<td>Armenian</td>
<td>2</td>
<td>0.1</td>
<td>0.1</td>
<td>97.8</td>
</tr>
<tr>
<td>ASL</td>
<td>3</td>
<td>0.2</td>
<td>0.2</td>
<td>97.9</td>
</tr>
<tr>
<td>Chamorro</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>98.0</td>
</tr>
<tr>
<td>Chinese</td>
<td>6</td>
<td>0.4</td>
<td>0.4</td>
<td>98.4</td>
</tr>
<tr>
<td>French</td>
<td>4</td>
<td>0.2</td>
<td>0.2</td>
<td>98.6</td>
</tr>
<tr>
<td>German</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>98.7</td>
</tr>
<tr>
<td>Hindi</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>98.7</td>
</tr>
<tr>
<td>Hindi, Kannada</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>98.8</td>
</tr>
<tr>
<td>Indonesian</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>98.8</td>
</tr>
</tbody>
</table>
## How well do you speak English?

<table>
<thead>
<tr>
<th>Language</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italian</td>
<td>4</td>
<td>0.2</td>
<td>0.2</td>
<td>99.1</td>
</tr>
<tr>
<td>Japanese</td>
<td>3</td>
<td>0.2</td>
<td>0.2</td>
<td>99.3</td>
</tr>
<tr>
<td>Kannada</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>99.3</td>
</tr>
<tr>
<td>Korean</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>99.4</td>
</tr>
<tr>
<td>Norwegian</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>99.5</td>
</tr>
<tr>
<td>Not listed</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>99.5</td>
</tr>
<tr>
<td>Polish, German</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>99.6</td>
</tr>
<tr>
<td>Russian</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>99.6</td>
</tr>
<tr>
<td>Tamil</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>99.7</td>
</tr>
<tr>
<td>Tongan</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>99.8</td>
</tr>
<tr>
<td>Turkish, Russian, Japanese</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>99.8</td>
</tr>
<tr>
<td>Ukrainian</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>99.9</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>99.9</td>
</tr>
<tr>
<td>Visayan</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>1,647</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

## What is your approximate household income?

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $15,000</td>
<td>393</td>
<td>23.9</td>
<td>23.9</td>
<td>23.9</td>
</tr>
<tr>
<td>$15,000 - $24,999</td>
<td>218</td>
<td>13.2</td>
<td>13.2</td>
<td>37.1</td>
</tr>
<tr>
<td>$25,000 - $34,999</td>
<td>140</td>
<td>8.5</td>
<td>8.5</td>
<td>45.6</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>129</td>
<td>7.8</td>
<td>7.8</td>
<td>53.4</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>93</td>
<td>5.6</td>
<td>5.6</td>
<td>59.1</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>51</td>
<td>3.1</td>
<td>3.1</td>
<td>62.2</td>
</tr>
<tr>
<td>$100,000 or more</td>
<td>72</td>
<td>4.4</td>
<td>4.4</td>
<td>66.5</td>
</tr>
<tr>
<td>Decline to state</td>
<td>551</td>
<td>33.5</td>
<td>33.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>1,647</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
### How many people live in your household?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>1</td>
<td>214</td>
<td>13.0</td>
<td>13.0</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>275</td>
<td>16.7</td>
<td>29.7</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>283</td>
<td>17.2</td>
<td>46.9</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>310</td>
<td>18.8</td>
<td>65.7</td>
</tr>
<tr>
<td>5 or more</td>
<td>380</td>
<td></td>
<td>23.1</td>
<td>88.8</td>
</tr>
<tr>
<td>Decline to state</td>
<td>185</td>
<td></td>
<td>11.2</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1,647</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

### Additional comments:

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>1,619</td>
<td>98.3</td>
<td>98.3</td>
<td>98.3</td>
</tr>
<tr>
<td>Add late night trips on the Conejo Connection from Ventura to Thousand Oaks.</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>98.4</td>
</tr>
<tr>
<td>Can you work to improve the transport of bicycles and driver courtesy with help of bicycles?</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>98.4</td>
</tr>
<tr>
<td>Consider having the Express bus 86 stop at Hollister &amp; Patterson for Goleta Valley Cottage Hospital, both AM and PM.</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>98.5</td>
</tr>
<tr>
<td>CSUCI bus needs to run more often to make it a viable option for students who don't want to park on campus.</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>98.5</td>
</tr>
<tr>
<td>Earlier routes on Saturdays to accommodate for retail business hours.</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>98.6</td>
</tr>
<tr>
<td>Experienced uneven level of professionalism with drivers. Some have been careless and rude with their customer service (frequently leaving early). Drivers have been abrupt when it is pointed out that the route displays are wrong. Consistent driver training is important.</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>98.7</td>
</tr>
<tr>
<td>I'm not motivated to ride the bus because there have been times where I've waited 2 hours and the route has been skipped.</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>98.7</td>
</tr>
<tr>
<td>I love the Vista Bus. You are great!</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>98.8</td>
</tr>
<tr>
<td>I need to travel from Carpinteria to Camarillo. I need to get there by 7:40am and I get there at 8:15am. I need a 5:50 bus to get me to the Government Center by 6:00am</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>98.8</td>
</tr>
<tr>
<td>Comment</td>
<td>Rating</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>--------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would like to be able to pay fare with plastic TAP cards.</td>
<td>0.1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would really love it we could get some sort of 'track my bus' app so we could see if buses are running on time.</td>
<td>0.1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would support a fare increase if it will increase the number of available times.</td>
<td>0.1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would support a fare increase if the county were to invest more in public transportation rather than relying on patchwork of private and for-profit institutions.</td>
<td>0.1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Late night service would be fantastic. Add more routes or open the DAR hotline to all users. Two hours and three transfers is unacceptable to get from Moorpark to Channel Islands. Don't raise fees unless you raise the service. East County is the worst route. 7 day service and extensions to Chatsworth and Camarillo are needed. Saturday service is awful. There should be no layover on Southbound East County between Thousand Oaks Transit Center and The Oaks. My stop has been cut from the schedule. Now I have to transfer which takes me an extra hour. My use of the bus has greatly decreased because of the schedule change. Rides are almost 50% longer and there isn't an early enough bus or a 5:15 return bus. Need to improve service to raise the rates. No Sunday service to Conjeo Valley, Simi to Ventura/Camarillo. Run the buses later on Saturday.</td>
<td>0.1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Please add a 5:15/5:30 pm bus pick up from Downtown Ventura. Many people, including myself, work 8-5 and have to wait for the 5:48 pm bus which is usually 15 minutes late already. Please add a route to the Collection from the Santa Barbara Library at night. Please consider reopening the bathroom for long trips between Santa Barbara and Ventura. Saturday schedules should start earlier. Retail stores open at 10 am and during the holidays between 8-9 am.</td>
<td>0.1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students from Braille Institute greatly appreciate added stop VCTC provided. It has helped them in their daily routines. Thank you!</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>99.6</td>
</tr>
<tr>
<td>Thank you for your great bus service.</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>99.7</td>
</tr>
<tr>
<td>The value of the fare should be impacted by: 1) Reliability-how often the driver is on time, 2) Schedule options, 3) Availability of WiFi services</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>99.8</td>
</tr>
<tr>
<td>There are already reduced hours at certain stops. It’s not the customers fault that your “better” schedules are costing you more. Don’t raise prices and reduce operation hours versus losing a customer.</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>99.8</td>
</tr>
<tr>
<td>We need more bus services. There should be routes connecting all of Ventura County’s Metrolink stations together during non-prime times and in non-prime directions.</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>99.9</td>
</tr>
<tr>
<td>Would like if you could get buses going to Conejo Industrial Park Hill Crest Dr. &amp; Mitchell Rd-Northeast corner on Saturdays. Also would like buses running through the Ventura Government Center on Saturdays.</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>99.9</td>
</tr>
<tr>
<td>You should fix the service that you messed up then think about raising the prices.</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>1,647</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
Appendix C

Route Profiles

The following Route Profiles present information specific to individual routes relative to customer ethnicity, language, income level, reason for riding, and other possible mobility alternatives.

Given multiple responses were allowed, response totals may exceed 100 percent.

Highway 126

“Typical” Rider Profiles

By analyzing the simple frequencies arising from the collected data, we developed a profile of the “typical” rider of Highway 126 Route:

- Self-identifies as Hispanic and/or Latino (74.7 percent).
- Speaks English very well (76.5 percent).
- Is employed at least part-time (45.7 percent).
- Is not a student (78.8 percent).
- Reports an approximate household income less than $25,000 (62.4 percent).
- Rides at least two to three days per week (76.2 percent).
- Pays cash for their trip (79.2 percent).
- Would support a fare policy based on distance traveled (29 percent).
- Would be willing to pay a fare increase of 25 cents (73.3 percent).
- A fare increase would not impact route usage (60 percent).

Exhibit C1a. Frequency of usage
Exhibit C1b. Fare type

- Cash: 79.2%
- 31-day pass: 9.5%
- 10-ride ticket: 1.8%
- Transfer: 9.2%
- Other: 0.3%

Exhibit C1c. Fare increase

- 25 cents: 46.8%
- 50 cents: 11.7%
- 75 cents: 4.3%
- One dollar: 10.4%
- I would not be willing to pay more: 26.7%
Exhibit C1d. Fare impact on usage

Exhibit C1e. Fare increase support

Fares should remain the same even if it means fewer trips or reduced operating...
- I would ride more: 5.6%
- I would ride less: 28.7%
- I would ride the same amount: 60.0%
- I would no longer ride: 5.6%

- I would support a fare increase if it were phased in over time.
  - n = 379

- I would support a fare increase if it affected everyone the same.
  - n = 379

- I would support a fare policy based on distance traveled.
  - n = 379
Exhibit C1f. Employment status

- Employed full-time: 26.3%
- Employed part-time: 19.4%
- Student (full-time): 23.2%
- Student (part-time): 8.8%
- Retired: 6.6%
- Work at home: 3.5%
- Not employed: 16.7%
- Decline to state: 6.3%

Exhibit C1g. Ethnicity

- Caucasian/White: 19.9%
- Hispanic or Latino: 74.7%
- African American/Black: 1.3%
- Asian: 0.5%
- Native Hawaiian or Pacific Islander: 0.5%
- Native American or Alaskan Native: 2.3%
- Multiracial: 0.8%
- Decline to state: 6.8%
- Other: 0.3%

n = 396
Exhibit C1h. Languages

Exhibit C1i. English proficiency
Exhibit C1j-1. Household income

Exhibit C1j-2. Adjusted Household income
Highway 101

“Typical” Rider Profiles
By analyzing the simple frequencies arising from the collected data, we developed a profile of the “typical” rider of Highway 101 Route:

- Self-identifies as Hispanic and/or Latino (43.3 percent).
- Speaks English very well (82.7 percent).
- Is employed at least part-time (57.7 percent).
- Is not a student (81.5 percent).
- Reports an approximate household income less than $25,000 (56.7 percent).
- Rides at least two to three days per week (72.3 percent).
- Pays cash for their trip (67 percent).
- Would support a fare policy based on distance traveled (27.7 percent).
- Would be willing to pay a fare increase of 25 cents (73.4 percent).
- A fare increase would not impact route usage (65.6 percent).
Exhibit C2a. Frequency of usage

Exhibit C2b. Fare type
Exhibit C2c. Fare increase

Exhibit C2d. Fare impact on usage
Exhibit C2e. Fare increase support

Fares should remain the same even if it means fewer trips or reduced... 22.1%
I would support a fare increase if it were phased in over time. 24.4%
I would support a fare increase if it affected everyone the same. 25.8%
I would support a fare policy based on distance traveled. 27.7%

Exhibit C2f. Employment status

Employed full-time 29.2%
Employed part-time 28.5%
Student (full-time) 23.1%
Student (part-time) 9.0%
Retired 6.1%
Work at home 3.2%
Not employed 10.5%
Decline to state 4.0%

n = 277
Exhibit C2g. Ethnicity

- Caucasian/White: 35.7%
- Hispanic or Latino: 43.3%
- African American/Black: 7.6%
- Asian: 4.3%
- Native Hawaiian or Pacific Islander: 1.4%
- Native American or Alaskan Native: 2.9%
- Multiracial: 2.9%
- Decline to state: 10.1%

n = 277

Exhibit C2h. Languages

- English: 84.1%
- Spanish: 35.0%
- Tagalog: 0.4%
- Decline to state: 2.5%
- Other: 3.2%

n = 277
Exhibit C2i. English proficiency

- Very well: 82.7%
- Less than very well: 10.5%
- Not at all: 4.7%
- Decline to state: 2.2%

n = 277

Exhibit C2j-1. Household income

- Under $15,000: 26.7%
- $15,000 - $24,999: 13.0%
- $25,000 - $34,999: 11.2%
- $35,000 - $49,999: 6.5%
- $50,000 - $74,999: 5.8%
- $75,000 - $99,999: 3.6%
- $100,000 or more: 3.2%
- Decline to state: 30.0%

n = 277
Exhibit C2j-2. Adjusted Household income

Exhibit C2k. Household size
East County

“Typical” Rider Profiles
By analyzing the simple frequencies arising from the collected data, we developed a profile of the “typical” rider of East County Route:

- Self-identifies as Hispanic and/or Latino (39.3 percent).
- Speaks English very well (89.3 percent).
- Is a student at least part-time (53.9 percent).
- Reports an approximate household income less than $35,000 (60.8 percent).
- Rides at least two to three days per week (59.1 percent).
- Pays cash for their trip (70.6 percent).
- Would support a fare increase if it affected everyone the same (30.5 percent).
- Would be willing to pay a fare increase of 25 cents (78 percent).
- A fare increase would not impact route usage (69.7 percent).

Exhibit C3a. Frequency of usage
Exhibit C3b. Fare type

<table>
<thead>
<tr>
<th>Fare Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>70.6%</td>
</tr>
<tr>
<td>31-day pass</td>
<td>10.7%</td>
</tr>
<tr>
<td>10-ride ticket</td>
<td>9.0%</td>
</tr>
<tr>
<td>Transfer</td>
<td>8.5%</td>
</tr>
<tr>
<td>Other</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

$n = 177$

Exhibit C3c. Fare increase

<table>
<thead>
<tr>
<th>Fare Increase</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 cents</td>
<td>48.0%</td>
</tr>
<tr>
<td>50 cents</td>
<td>16.4%</td>
</tr>
<tr>
<td>75 cents</td>
<td>7.9%</td>
</tr>
<tr>
<td>One dollar</td>
<td>5.6%</td>
</tr>
<tr>
<td>I would not be willing to pay more</td>
<td>22.0%</td>
</tr>
</tbody>
</table>

$n = 177$
Exhibit C3d. Fare impact on usage

Exhibit C3e. Fare increase support

Fares should remain the same even if it means fewer trips or reduced operating hours.

I would support a fare increase if it were phased in over time.

I would support a fare increase if it affected everyone the same.

I would support a fare policy based on distance traveled.
Exhibit C3f. Employment status

Exhibit C3g. Ethnicity
Exhibit C3h. Languages

<table>
<thead>
<tr>
<th>Language</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>83.1%</td>
</tr>
<tr>
<td>Spanish</td>
<td>36.0%</td>
</tr>
<tr>
<td>Tagalog</td>
<td>2.2%</td>
</tr>
<tr>
<td>Decline to state</td>
<td>3.9%</td>
</tr>
<tr>
<td>Other</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

n = 178

Exhibit C3i. English proficiency

Very well 89.3%
Less than very well 7.3%
Not at all 1.7%
Decline to state 1.7%

n = 178
Exhibit C3j-1. Household income

Exhibit C3j-2. Adjusted Household income
By analyzing the simple frequencies arising from the collected data, we developed a profile of the “typical” rider of the CSUCI Connector Route:

- Self-identifies as Hispanic and/or Latino (54.4 percent).
- Speaks English very well (96.2 percent).
- Is a student at least part-time (73.4 percent).
- Reports an approximate household income less than $35,000 (62.7 percent).
- Rides at least four to five days per week (62.8 percent).
- Uses the CSUCI shuttle card to pay for their trip (52.9 percent).
- Would support a fare policy based on distance traveled (39.9 percent).
- Would be willing to pay a fare increase of 25 cents (75.6 percent).
- A fare increase would not impact route usage (73.6 percent).
Exhibit C4a. Frequency of usage

Exhibit C4b. Fare type
Exhibit C4c. Fare increase

- 25 cents: 41.3%
- 50 cents: 19.2%
- 75 cents: 3.2%
- One dollar: 11.9%
- I would not be willing to pay more: 24.4%

$n = 312$

Exhibit C4d. Fare impact on usage

- I would ride more: 1.0%
- I would ride less: 21.0%
- I would ride the same amount: 73.6%
- I would no longer ride: 4.5%

$n = 314$
I would support a fare policy based on distance traveled.

Fares should remain the same even if it means fewer trips or reduced...

I would support a fare increase if it were phased in over time.

I would support a fare increase if it affected everyone the same.

Employed full-time
Employed part-time
Student (full-time)
Student (part-time)
Retired
Work at home
Not employed
Decline to state

Exhibit C4f. Employment status

Exhibit C4e. Fare increase support

n = 313

n = 316
Exhibit C4g. Ethnicity

- Caucasian/White: 33.2%
- Hispanic or Latino: 54.4%
- African American/Black: 3.5%
- Asian: 7.9%
- Native Hawaiian or Pacific Islander: 2.2%
- Native American or Alaskan Native: 0.3%
- Multiracial: 2.8%
- Decline to state: 4.7%
- Other: 0.3%

n = 316

Exhibit C4h. Languages

- English: 91.8%
- Spanish: 42.4%
- Tagalog: 3.5%
- Decline to state: 1.3%
- Other: 1.9%

n = 316
Exhibit C4i. English proficiency

- Very well: 96.2%
- Less than very well: 1.9%
- Not at all: 0.3%
- Decline to state: 1.6%

n = 316

Exhibit C4j-1. Household income

- Under $15,000: 22.2%
- $15,000 - $24,999: 12.0%
- $25,000 - $34,999: 7.9%
- $35,000 - $49,999: 7.3%
- $50,000 - $74,999: 7.6%
- $75,000 - $99,999: 3.2%
- $100,000 or more: 7.0%
- Decline to state: 32.9%

n = 316
Exhibit C4j-2. Adjusted Household income

Exhibit C4k. Household size
Oxnard-Camarillo Connector

“Typical” Rider Profiles
By analyzing the simple frequencies arising from the collected data, we developed a profile of the “typical” rider of the Oxnard-Camarillo Connector Route:

- Self-identifies as Hispanic and/or Latino (54.8 percent).
- Speaks English very well (80.6 percent).
- Is employed at least part-time (46.8 percent).
- Is not a student (79.1 percent).
- Reports an approximate household income less than $15,000 (50.6 percent).
- Rides at least two to three days per week (71 percent).
- Pays cash for their trip (65.3 percent).
- Would support a fare policy based on distance traveled (43 percent).
- Would be willing to pay a fare increase of 25 cents (82.9 percent).
- A fare increase would not impact route usage (68.9 percent).

Exhibit C5a. Frequency of usage
**Exhibit C5b. Fare type**

- **Cash**: 65.3% (n = 124)
- **31-day pass**: 7.3%
- **10-ride ticket**: 1.6%
- **Transfer**: 8.1%
- **Other**: 17.7%

**Exhibit C5c. Fare increase**

- **25 cents**: 50.4% (n = 123)
- **50 cents**: 14.6%
- **75 cents**: 3.3%
- **One dollar**: 14.6%
- **I would not be willing to pay more**: 17.1%
Exhibit C5d. Fare impact on usage

- 7.4% I would ride more
- 17.2% I would ride less
- 68.9% I would ride the same amount
- 6.6% I would no longer ride

n = 122

Exhibit C5e. Fare increase support

- Fares should remain the same even if it means fewer trips or reduced operating hours. 15.7%
- I would support a fare increase if it were phased in over time. 24.8%
- I would support a fare increase if it affected everyone the same. 16.5%
- I would support a fare policy based on distance traveled. 43.0%

n = 121
Exhibit C5f. Employment status

- Employed full-time: 22.6%
- Employed part-time: 24.2%
- Student (full-time): 28.2%
- Student (part-time): 4.0%
- Retired: 7.3%
- Work at home: 2.4%
- Not employed: 14.5%
- Decline to state: 8.1%

Total: 124

Exhibit C5g. Ethnicity

- Caucasian/White: 16.9%
- Hispanic or Latino: 54.8%
- African American/Black: 8.9%
- Asian: 12.9%
- Native Hawaiian or Pacific Islander: 3.2%
- Native American or Alaskan Native: 1.6%
- Multiracial: 4.0%
- Decline to state: 8.1%

Total: 124
Exhibit C5h. Languages

- English: 82.3%
- Spanish: 37.1%
- Tagalog: 4.8%
- Decline to state: 3.2%
- Other: 6.5%

Exhibit C5i. English proficiency

- Very well: 80.6%
- Less than very well: 9.7%
- Not at all: 6.5%
- Decline to state: 3.2%

n = 124
Exhibit C5j-1. Household income

- Under $15,000: 34.7%
- $15,000 - $24,999: 12.1%
- $25,000 - $34,999: 5.6%
- $35,000 - $49,999: 5.6%
- $50,000 - $74,999: 2.4%
- $75,000 - $99,999: 4.0%
- $100,000 or more: 4.0%
- Decline to state: 31.5%

$n = 124$

Exhibit C5j-2. Adjusted Household income

- Under $15,000: 50.6%
- $15,000 - $24,999: 17.6%
- $25,000 - $34,999: 8.2%
- $35,000 - $49,999: 8.2%
- $50,000 - $74,999: 3.5%
- $75,000 - $99,999: 5.9%
- $100,000 or more: 5.9%

$n = 85$
Coastal Express

“Typical” Rider Profiles
By analyzing the simple frequencies arising from the collected data, we developed a profile of the “typical” rider of Coastal Express Route:

- Self-identifies as Hispanic and/or Latino (53.2 percent).
- Speaks English very well (77.4 percent).
- Is employed at least part-time (62.1 percent).
- Is not a student (90.3 percent).
- Reports an approximate household income less than $35,000 (62.1 percent).
- Rides at least two to three days per week (68 percent).
- Pays cash for their trip (71.4 percent).
- Would support a fare policy based on distance traveled (30.2 percent).
- Would be willing to pay a fare increase of 25 cents (73.6 percent).
- A fare increase would not impact route usage (63.2 percent).
Exhibit C6a. Frequency of usage

Exhibit C6b. Fare type
Exhibit C6c. Fare increase

- 25 cents: 26.8%
- 50 cents: 25.6%
- 75 cents: 3.3%
- One dollar: 17.9%
- I would not be willing to pay more: 26.4%

Exhibit C6d. Fare impact on usage

- I would ride more: 2.8%
- I would ride less: 27.9%
- I would ride the same amount: 63.2%
- I would no longer ride: 6.1%

n = 246
n = 247
I would support a fare policy based on distance traveled.  
I would support a fare increase if it were phased in over time.  
I would support a fare increase if it affected everyone the same.  
Fares should remain the same even if it means fewer trips or reduced...

Exhibit C6e. Fare increase support

Exhibit C6f. Employment status
### Exhibit C6g. Ethnicity

- **Caucasian/White**: 32.3%
- **Hispanic or Latino**: 53.2%
- **African American/Black**: 2.8%
- **Asian**: 3.2%
- **Native Hawaiian or Pacific Islander**: 1.2%
- **Native American or Alaskan Native**: 1.2%
- **Multiracial**: 4.0%
- **Decline to state**: 6.0%
- **Other**: 0.4%

*n = 248*

### Exhibit C6h. Languages

- **English**: 80.6%
- **Spanish**: 42.7%
- **Tagalog**: 0.8%
- **Decline to state**: 2.0%
- **Other**: 2.4%

*n = 248*
Exhibit C6i. English proficiency

- Very well: 77.4%
- Less than very well: 11.7%
- Not at all well: 4.0%
- Decline to state: 6.9%

n = 248

Exhibit C6j-1. Household income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $15,000</td>
<td>19.0%</td>
</tr>
<tr>
<td>$15,000-$24,999</td>
<td>14.5%</td>
</tr>
<tr>
<td>$25,000-$34,999</td>
<td>8.9%</td>
</tr>
<tr>
<td>$35,000-$49,999</td>
<td>8.9%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>6.9%</td>
</tr>
<tr>
<td>$75,000-$99,999</td>
<td>3.6%</td>
</tr>
<tr>
<td>$100,000 or more</td>
<td>6.5%</td>
</tr>
<tr>
<td>Decline to state</td>
<td>31.9%</td>
</tr>
</tbody>
</table>

n = 248
Exhibit C6j-2. Adjusted Household income

- Under $15,000: 27.8%
- $15,000 - $24,999: 21.3%
- $25,000 - $34,999: 13.0%
- $35,000 - $49,999: 13.0%
- $50,000 - $74,999: 10.1%
- $75,000 - $99,999: 5.3%
- $100,000 or more: 9.5%
- Total: 169

Exhibit C6k. Household size

- One: 17.7%
- Two: 20.2%
- Three: 17.3%
- Four: 17.3%
- Five or more: 17.3%
- Decline to state: 10.1%
- Total: 248
Conejo Connection

“Typical” Rider Profiles
By analyzing the simple frequencies arising from the collected data, we developed a profile of the “typical” rider of Conejo Connection Route:

- Self-identifies as Hispanic and/or Latino (43.9 percent).
- Speaks English very well (82.2 percent).
- Is employed at least part-time (63.6 percent).
- Is not a student (77.6 percent).
- Reports an approximate household income less than $35,000 (66.2 percent).
- Rides at least two to three days per week (81.3 percent).
- Pays cash for their trip (66 percent).
- Would support a fare increase if it affected everyone the same (41 percent).
- Would be willing to pay a fare increase of 25 cents (82.9 percent).
- A fare increase would not impact route usage (78.8 percent).

Exhibit C7a. Frequency of usage

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>26.2%</td>
</tr>
<tr>
<td>4-5 days per week</td>
<td>28.0%</td>
</tr>
<tr>
<td>2-3 days per week</td>
<td>27.1%</td>
</tr>
<tr>
<td>2-3 days per month</td>
<td>6.5%</td>
</tr>
<tr>
<td>Once or twice a month</td>
<td>3.7%</td>
</tr>
<tr>
<td>Less than once a month</td>
<td>8.4%</td>
</tr>
</tbody>
</table>

n = 107
Exhibit C7b. Fare type

- Cash: 66.0%
- 31-day pass: 10.4%
- 10-ride ticket: 11.3%
- Transfer: 7.5%
- Other: 4.7%

Exhibit C7c. Fare increase

- 25 cents: 45.7%
- 50 cents: 18.1%
- 75 cents: 6.7%
- One dollar: 12.4%
- I would not be willing to pay more: 17.1%
I would support a fare policy based on distance traveled.

I would support a fare increase if it affected everyone the same.

I would support a fare increase if it were phased in over time.

Fares should remain the same even if it means fewer trips or reduced operating hours.

I would ride more

I would ride less

I would ride the same amount

I would no longer ride

Exhibit C7d. Fare impact on usage

Exhibit C7e. Fare increase support
**Exhibit C7f. Employment status**

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed full-time</td>
<td>39.3%</td>
</tr>
<tr>
<td>Employed part-time</td>
<td>24.3%</td>
</tr>
<tr>
<td>Student (full-time)</td>
<td>16.8%</td>
</tr>
<tr>
<td>Student (part-time)</td>
<td>5.6%</td>
</tr>
<tr>
<td>Retired</td>
<td>4.7%</td>
</tr>
<tr>
<td>Work at home</td>
<td>5.6%</td>
</tr>
<tr>
<td>Not employed</td>
<td>10.3%</td>
</tr>
<tr>
<td>Decline to state</td>
<td>6.5%</td>
</tr>
</tbody>
</table>

*Total sample size (n) = 107*

---

**Exhibit C7g. Ethnicity**

- Caucasian/White: 32.7%
- Hispanic or Latino: 43.9%
- African American/Black: 4.7%
- Asian: 10.3%
- Native Hawaiian or Pacific Islander: 0.9%
- Native American or Alaskan Native: 0.9%
- Multiracial: 1.9%
- Decline to state: 6.5%
- Other: 0.9%

*Total sample size (n) = 107*
Exhibit C7h. Languages

- English: 84.1%
- Spanish: 34.6%
- Tagalog: 2.8%
- Decline to state: 5.6%
- Other: 3.7%

$n = 107$

Exhibit C7i. English proficiency

- Very well: 82.2%
- Less than very well: 10.3%
- Not at all: 2.8%
- Decline to state: 4.7%

$n = 107$
Exhibit C7j -1. Household income

Exhibit C7j -2. Adjusted Household income
Exhibit C7k. Household size

- One: 11.2%
- Two: 15.9%
- Three: 18.7%
- Four: 18.7%
- Five or more: 19.6%
- Decline to state: 15.9%

n = 107