

Customer Survey Report

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Introduction & Methodology

Every three years, Unitrans performs a comprehensive customer survey to gain perspective on customers' views, preferences, and demographics. The customer survey also allows Unitrans an opportunity to learn more about customer travel behaviors, receive general feedback, and review long term customer trends.

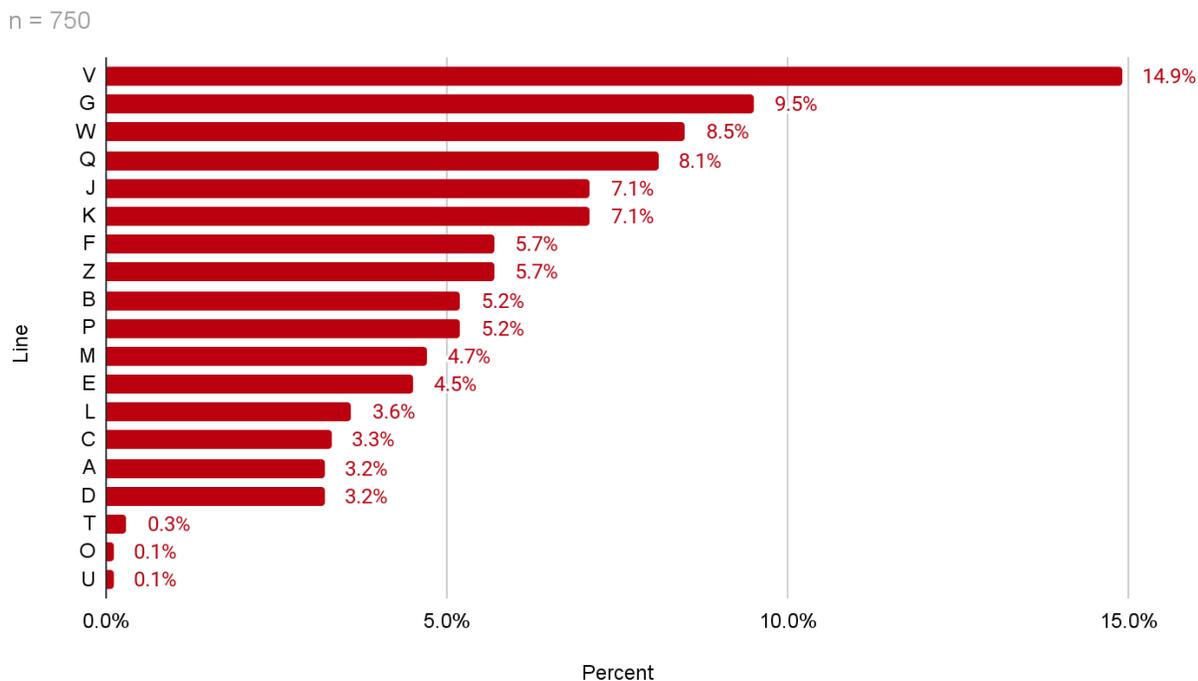
Survey distribution was conducted from November 13, 2023 through December 12, 2023. Unitrans promoted the survey through on-board and digital outreach. Outreach volunteers boarded the buses at the bus terminals and distributed information on how to take the survey. Promotional materials were also placed throughout the buses on seats and stanchions for the duration of the distribution period. The survey was also promoted via Instagram and Facebook. As an incentive, customers were able to sign up for an opportunity to win one of five \$25 Amazon gift cards upon completion of the survey.

The survey asked 28 questions and included questions from the UC Davis Institute for Transportation Studies. The survey was estimated to take approximately eight minutes. The survey was available in English, Spanish, and Mandarin Chinese. Hardcopy surveys were available however customers exclusively used the online survey. A copy of the survey instrument is available in Appendix A.

During this collection period, Unitrans collected 918 valid responses (although not all survey participants completed all questions). The number of responses per question is included in each narrative. Unitrans is 95% confident that the results gathered from these surveys are within $\pm 4\%$ accuracy.

Section 1: Ridership Characteristics

Which line are you riding now?

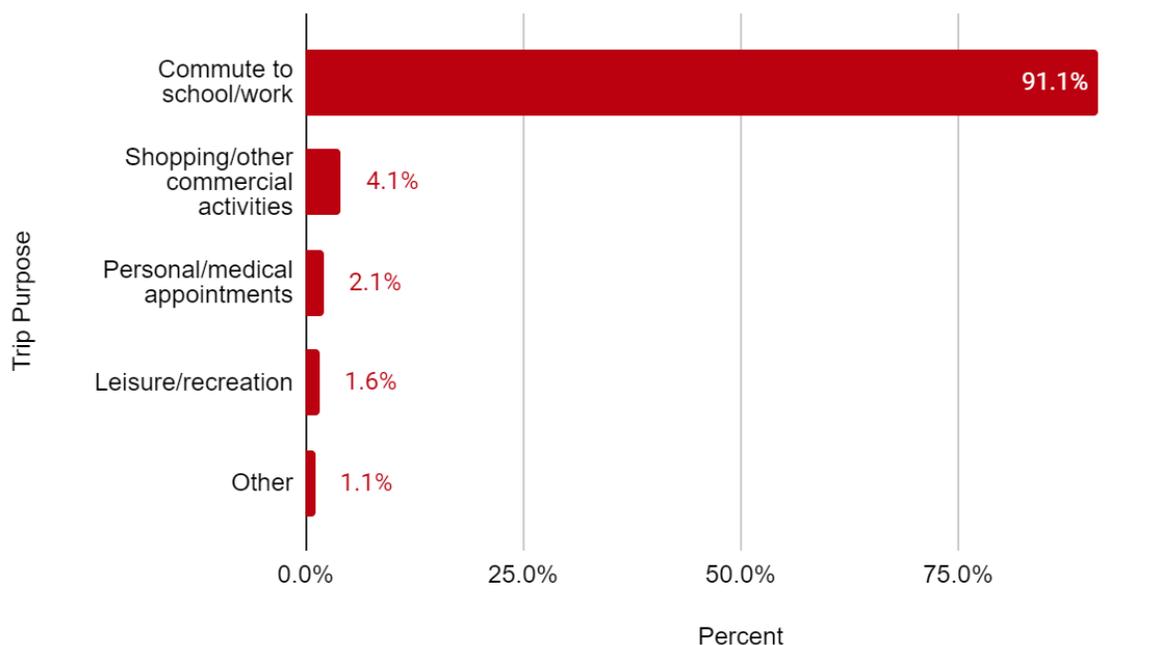


Of 750 respondents, the greatest proportion of riders reported currently riding some variation of the V line (V-EX, V-LT, or V, all grouped together under V) at 14.9%. This was followed by the G line at 9.5%, the W line at 8.5%, and the Q line at 8.1%. The least surveyed lines among survey participants were T, O, and U, all of which carried a proportion of riders under 1%. These lines all run limited or weekend-only service, meaning respondents would have had fewer opportunities to ride them. Among those lines that offer regular weekday service, the lowest response rates were on the A, C, and D lines, at roughly 3% each. These results are largely in step with fiscal year 2023-24 annual ridership. Last fiscal year, the V (including all variations) was the most popular line, carrying 21% of total riders, followed by J (10%) and G (7%), which also ranked among the five most frequently utilized lines on the survey, though both J and G riders appear to have been somewhat underrepresented on the survey. Q also ranked among the most utilized lines on both the survey and in overall annual ridership, though its counterclockwise counterpart, P, was relatively underrepresented on the customer survey despite being ridden in equal proportion with Q overall. In both data sets, limited-service lines T, O, and U made up the smallest proportion of riders.



What is the purpose of your trip?

n = 750



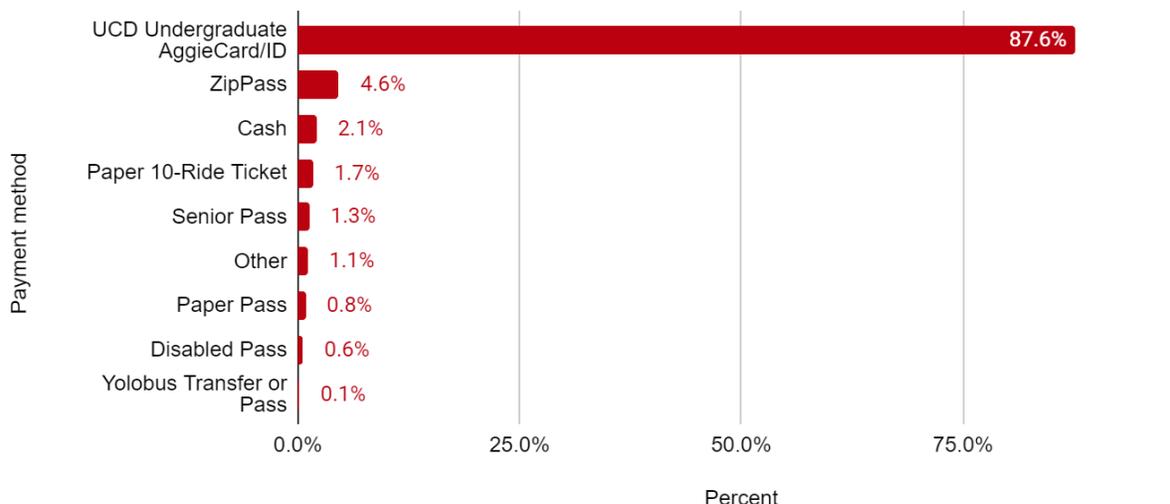
Of 750 respondents, the most commonly cited trip purpose by customers was to commute to school or work, at 91.1%. This is consistent with the status of Unitrans as a system used primarily by undergraduate students, who most frequently travel to and from classes on the UC Davis campus. Shopping and other commercial activities, personal or medical appointments, leisure or recreation, and “other” responses each made up under 5% of total responses.



Payment Method

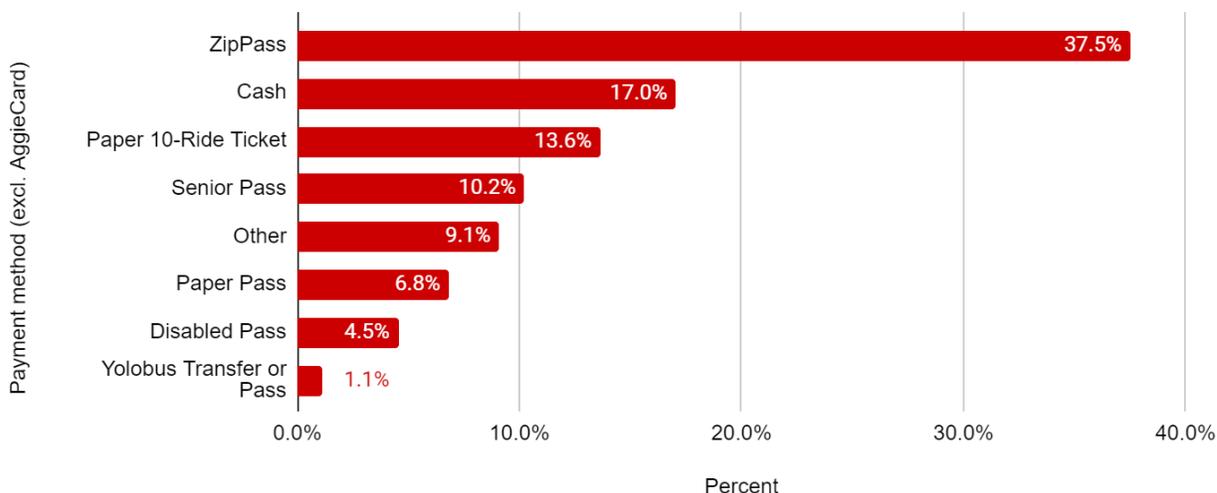
Rider Payment Method

n = 712



Rider Payment Method (excl. AggieCard)

n = 88



The most popular form of fare payment is the UC Davis Undergraduate ID (AggieCard), with 87.6% of respondents (624) reporting this as their method of payment. As the majority of Unitrans ridership comprises UC Davis undergraduates, this was to be expected. This proportion has risen compared to the last survey conducted in 2020, where only 73.4% of respondents reported the Undergraduate AggieCard as their form of payment. This is potentially due to the 2020 switch to distance learning during the COVID -19 pandemic, which likely encouraged students to travel less often or even leave the City of Davis entirely. Of the

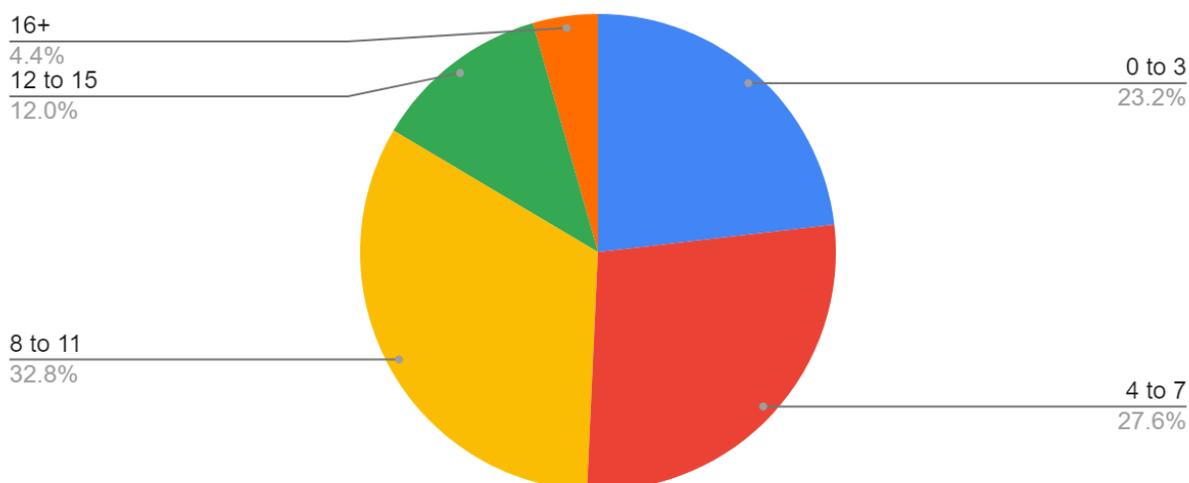


remaining 88 respondents who reported other methods, the most prevalent method of payment was ZipPass (37.5% of those 88, and 4.6% overall), which allows riders to purchase transit passes directly on their smartphones. Cash payments made up only 2.1% of the overall total (or 17% of the 88 non-AggieCard riders), down from 9% in 2020. The drop in cash payments is likely due to the introduction of ZipPass siphoning off some former cash-only riders due to increased convenience. All other methods of payment each made up less than 2% of the overall total.

Trip Frequency

Number of Weekly One-Way Campus Trips

n = 747

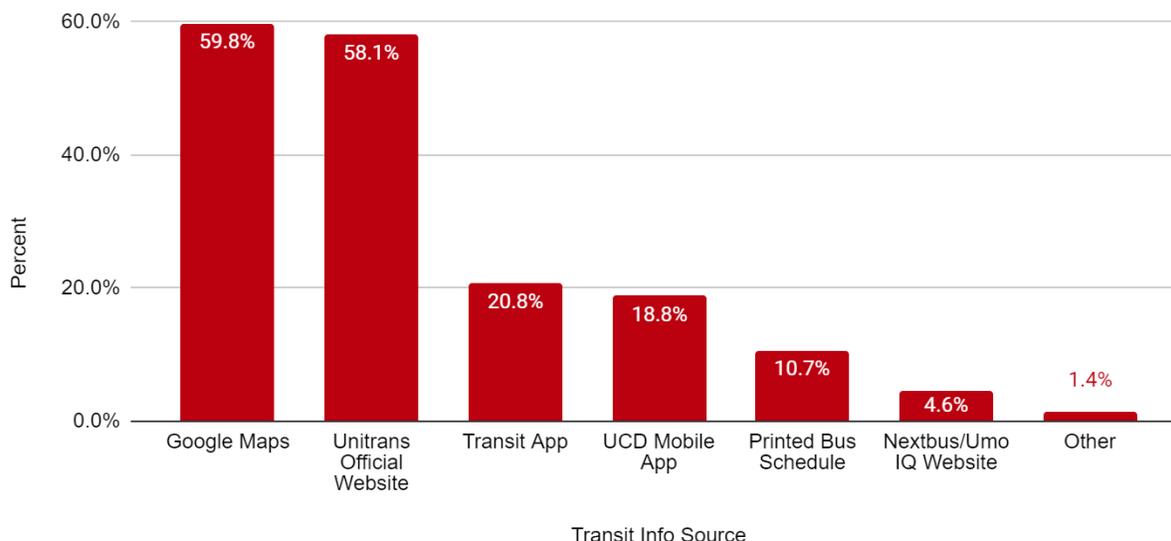


Of the 747 respondents, the greatest proportions made 4 -7 (27.6%) or 8-11 (32.8%) one-way trips to the UC Davis campus per week. The most common response to this question was 10 one-way trips per week, making up 21% of the grand total. This was expected, as 10 one-way trips per week encompass one trip to campus and one trip back from campus each weekday, a typical travel pattern for a full-time student or staff member. A significant portion of respondents also reported between 0-3 one-way campus trips per week at 23.2%. Fewer made between 12-15 one-way trips (12%), or over 16 (4.4%). For all non campus trips (Downtown, other non-home location, between two non-home locations) the most common response was zero, suggesting that individual riders do not use Unitrans to travel outside of the UC Davis campus on a consistent weekly basis.



Transit Information Source Preferences

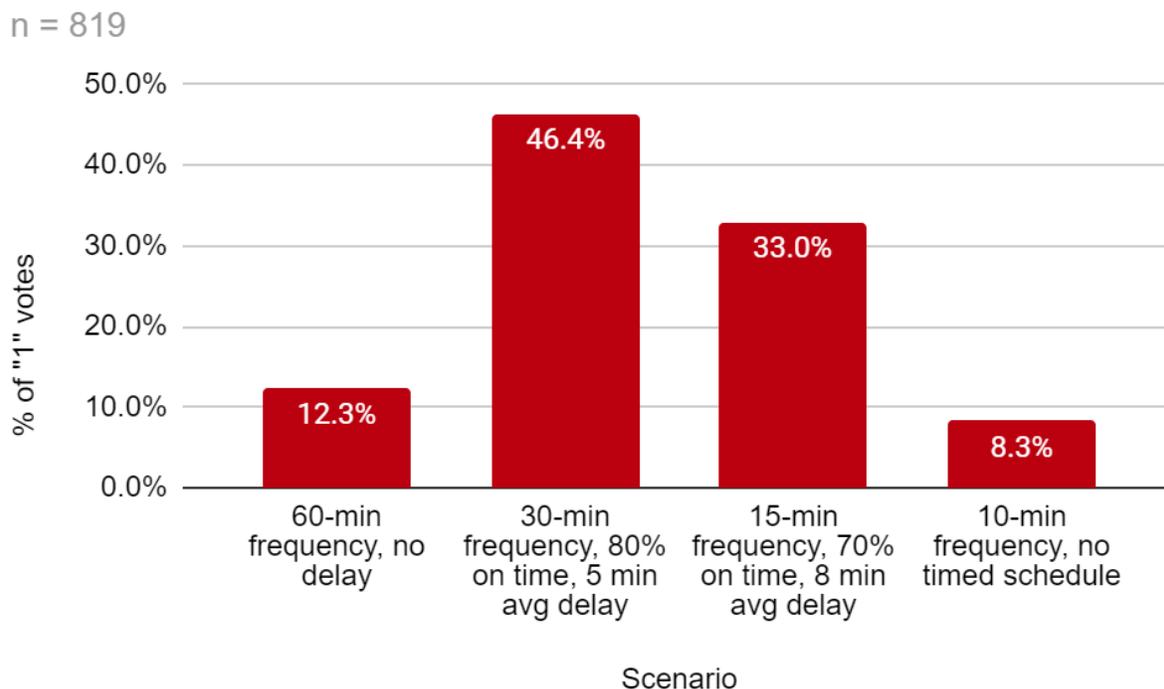
n = 712; # selections = 1241



On the question of transit information source preferences, the survey received 712 individual responses, but 1,241 selections, as each respondent was able to select all answers that applied. Customers primarily preferred online information sources. Of the 712 individual selections, 59.8% selected Google Maps and 58.1% selected the Unitrans official website. Transit App and the UC Davis Mobile App were considerably less popular, with 20.8% and 18.8% selecting these respectively. All other options received a proportion of less than 15% each, with 10.7% selecting the printed schedule, 4.6% selecting the Nextbus/Umo IQ website, and 1.4% selecting “other.” Overall, customers appear to greatly prefer information sources that are conveniently accessible online and well-publicized.



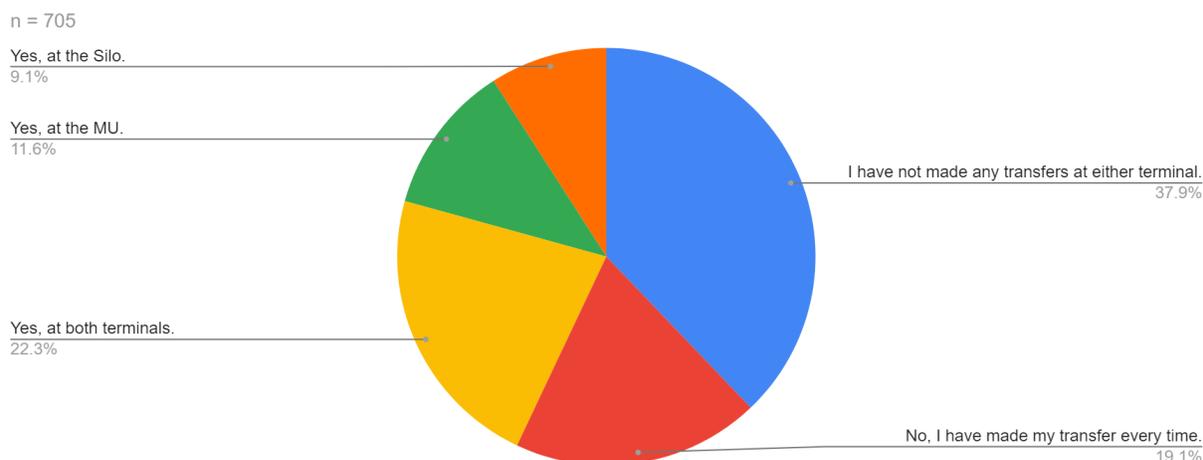
On-Time Performance vs. Frequency Preferences



In order to gauge customers preference for improved on-time performance versus improved frequency, customers were asked to rank the above scenarios from 1 (most desirable) to 4 (least desirable). The above chart displays the proportion of respondents who voted 1 (most desirable) for each of the four scenarios. Most respondents preferred a moderate balance between on-time performance and frequency, with 46.4% selecting the scenario where buses run at 30 minute frequencies, are on time 80% of the time, and are delayed an average of 5 minutes as their most desirable. This was the scenario most similar to Unitrans' status quo, suggesting that current operations are well-aligned with customer preferences. Results were consistent with customer perceptions of service frequency, for which approval was generally high. Thirty-three percent of respondents selected a scenario wherein buses run every 15 minutes, are on time 70% of the time, and are delayed an average of 8 minutes as their most desirable. While this option was still fairly popular, its lack of popularity relative to the 30 minute frequency scenario may reflect general customer dissatisfaction with current on-time performance, which customers are evidently less willing to sacrifice. Relatively few customers are willing to endure one-hour frequencies in exchange for perfect on-time performance (12.3%), and even fewer preferred a scenario with 10 minute frequencies but no fixed schedule (8.3%). Results are also consistent with the fact that Unitrans' customer base is composed primarily of students, who have predictable schedules that do not demand the flexibility of high-frequency service, but for whom on-time performance is important in order to reliably access recurring, fixed engagements such as classroom lectures.



Have you ever missed a transfer to another Unitrans line?



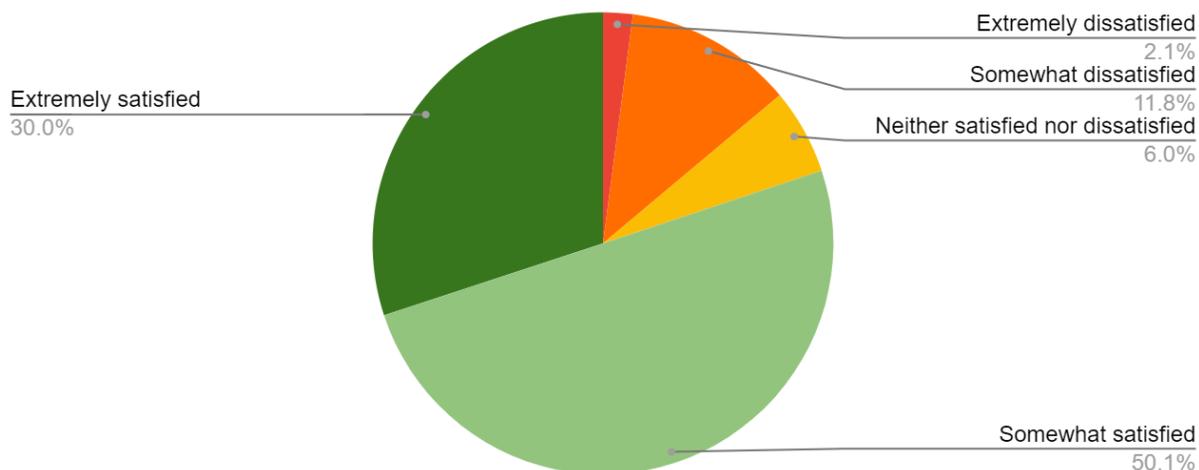
Of 705 respondents, over a third have not attempted to transfer between bus lines. Of those who have transferred, 19.1% reported never having missed a transfer to another Unitrans line. Overall, 43% of respondents reported having missed at least one transfer in their time riding Unitrans with 22.3% missing at least one transfer at each terminal, 11.6% missing a transfer at the Memorial Union only, and 9.1% missing a transfer at the Silo terminal only. While the vast majority of riders who have attempted a transfer have missed at least one of those transfers, it is unclear whether or not this is a recurring situation for these riders. When responses were broken up between UC Davis undergraduates (n = 609) and all other respondents (n = 96), UC Davis undergraduates were more likely to attempt and miss a transfer at the Silo (10.2% for undergraduates vs. 2.1% for all others), while other riders were much more likely to attempt and miss a transfer at the Memorial Union (9.9% for undergraduates vs. 22.9% for all others). This could be due to the more central location of the Memorial Union relative to the City attracting more non-students, or the fact that the Memorial Union is less often a final destination for non-student riders, necessitating more frequent transfers.



Section 2: Customer Satisfaction

Frequency Satisfaction

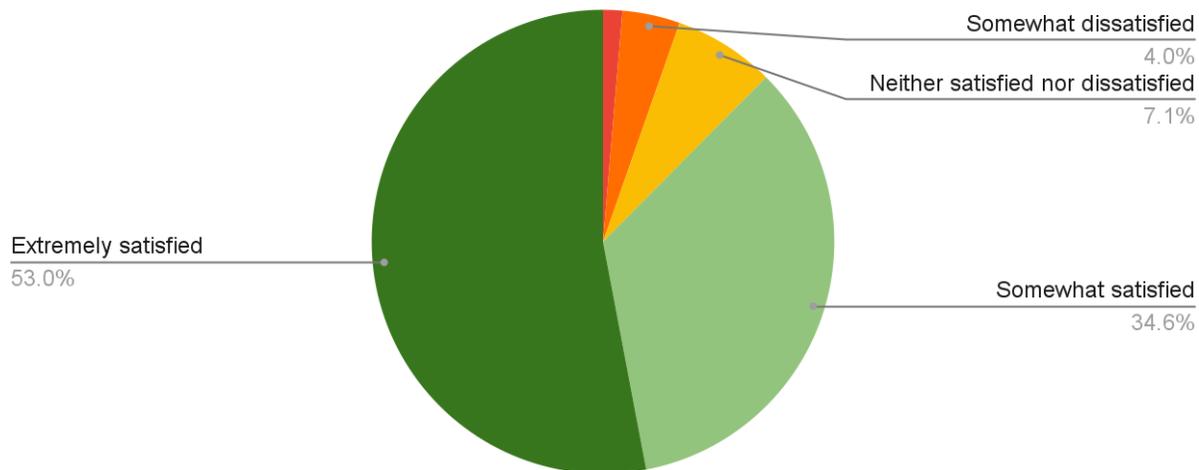
n = 819



Thirty percent of respondents report being extremely satisfied with trip frequency, down 10% from the 2020 Customer Survey Report. This drop may be due to 2020 differences in travel patterns, as the COVID-19 pandemic lessened the need to travel frequently. Meanwhile, 50% of those surveyed report being somewhat satisfied, 6% are neither satisfied nor dissatisfied, 11.8% are somewhat dissatisfied, and only 2.1% are extremely dissatisfied. Though extreme satisfaction has decreased, overall levels of satisfaction are roughly consistent with results from 2020, with 80.1% of riders reporting some level of satisfaction today compared to 82% in 2020. However, isolating the responses of A-line customers, the only line that operates at one-hour frequencies on weekdays, reveals only a 71% total satisfaction rate. This is roughly 9% lower than that of riders over all, suggesting a significant preference for half-hour frequencies.

Driver & Conductor Courtesy Satisfaction

n = 819

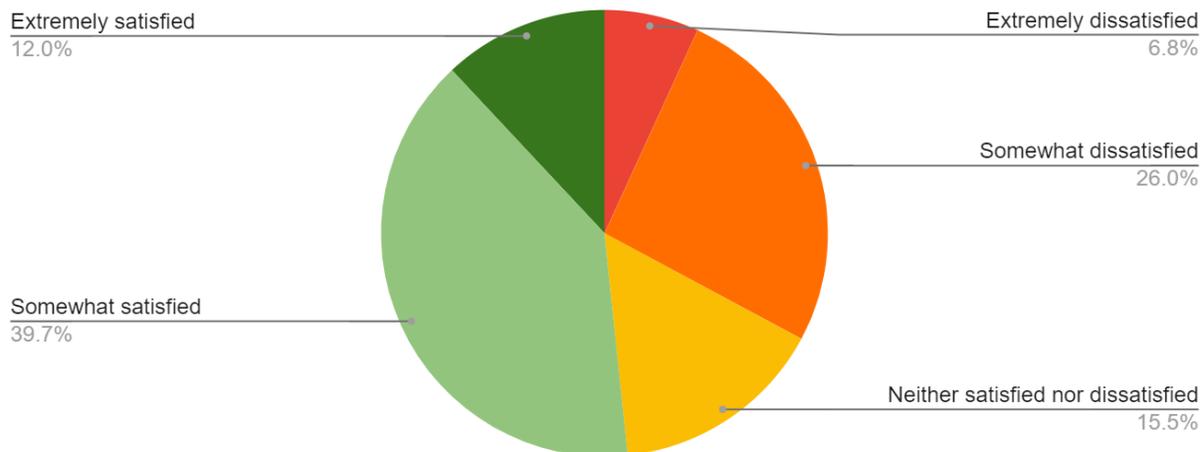


Just over half of respondents (53%) report being extremely satisfied with driver and conductor courtesy, down 12% from 2020. Over 34% were somewhat satisfied, 7.1% were neither satisfied nor dissatisfied, 4.0% were somewhat dissatisfied, and only 1.3% were extremely dissatisfied. Though levels of satisfaction are high, with overall satisfaction at 87.5%, there has still been a drop in rider satisfaction with operator courtesy compared to 2020, when satisfaction totaled 93%. This could possibly be due to increased ridership and associated challenges such as crowding and reliability issues following the pandemic placing greater strain on operators on busy lines.



On-Time Performance Satisfaction

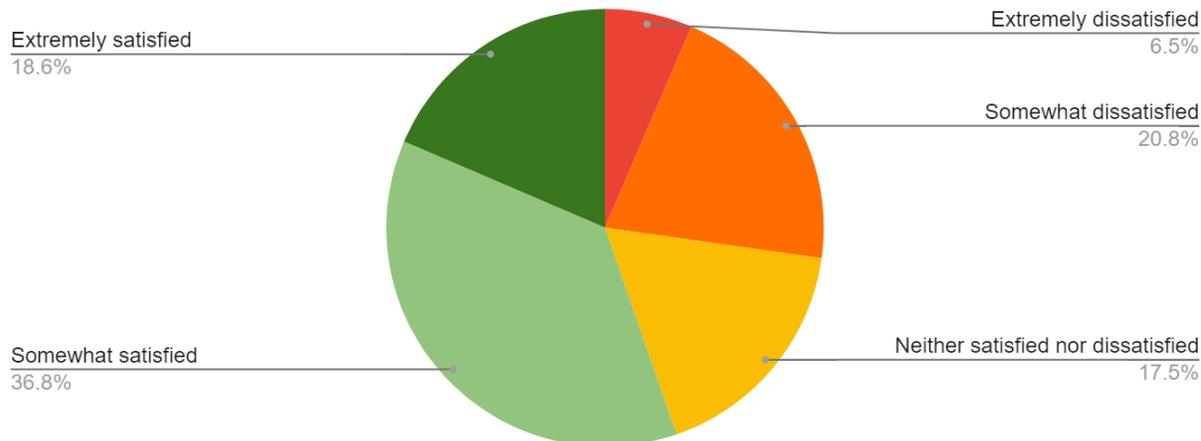
n = 819



On-time performance was the lowest performing aspect of service by respondents. Only 12% of riders surveyed were extremely satisfied, with 39.7% being somewhat satisfied. Overall, 51.6% of riders showed any level of satisfaction, down almost 25% from 2020. This is likely due to increased ridership and street traffic impeding on-time performance after the discontinuation of pandemic-era distance-learning. During the fall 2020 survey, on-time performance was historically high due to low traffic volumes and ridership. Among those who did not report satisfaction, most were either neutral (15.5%) or somewhat dissatisfied (26%), with only 6.8% being extremely dissatisfied.

Availability of Space Satisfaction

n = 819

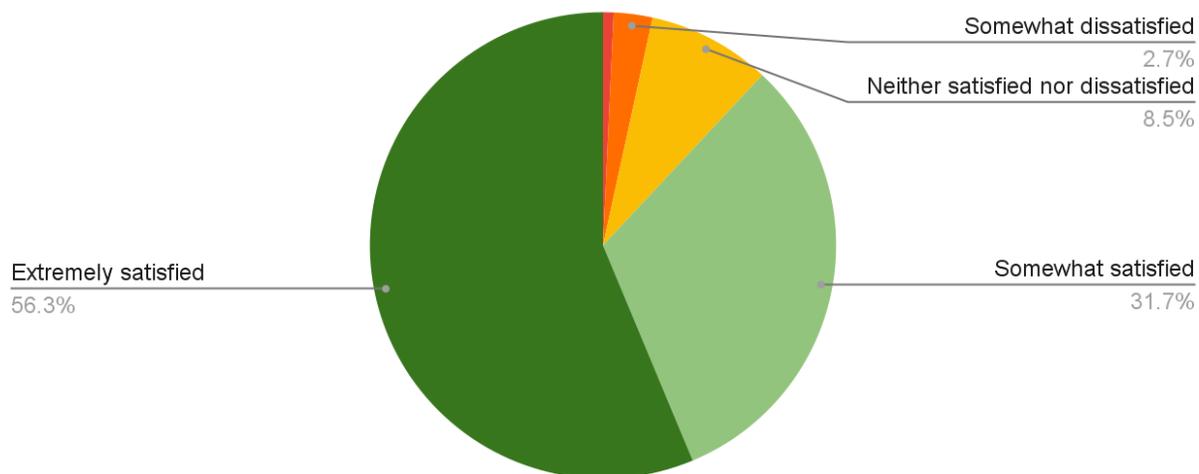


Like on-time performance, availability of space has been perceived less favorably following the 2020 pandemic survey. Only 18.6% of respondents were extremely satisfied, with 36.8% being somewhat satisfied. This adds up to a satisfaction rate of 55.3%, down almost 30% from 2020. The change is likely due to heightened congestion as a result of increased post-pandemic ridership and the elimination of COVID-related maximum capacity regulations. Among those not satisfied, 17.5% were neutral, 20.8% were somewhat dissatisfied, and only 6.5% were very dissatisfied.



Feeling of Safety

n = 819

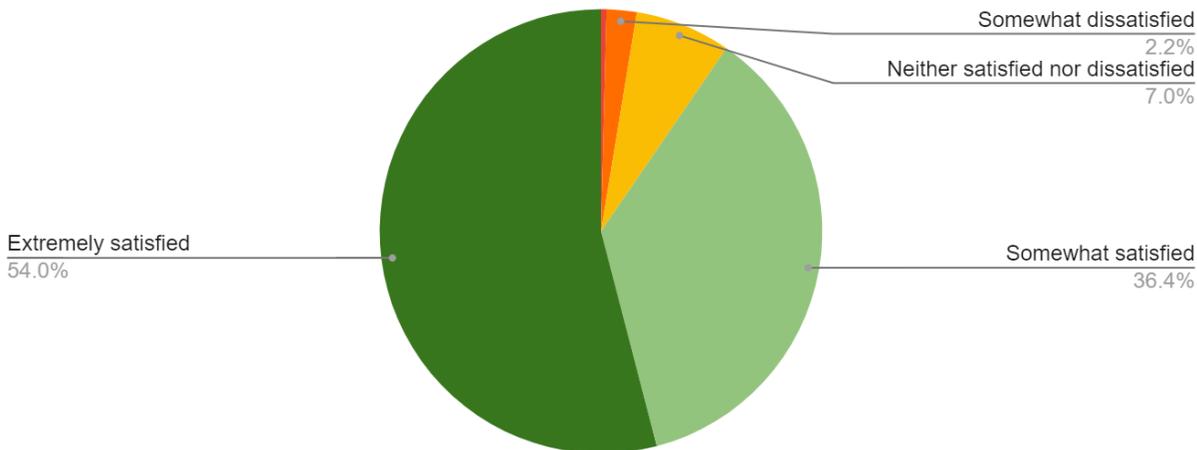


Most respondents perceive Unitrans to be safe, with 56.3% reporting extreme satisfaction with feelings of safety and 31.7% being somewhat satisfied. This adds up to a 88% satisfaction total, roughly consistent with results from 2020, when overall satisfaction was at 86%. Among those who did not report satisfaction, 8.5% were neutral, with only 2.7% being somewhat dissatisfied and 0.7% feeling extremely dissatisfied. Overall, riders continue to maintain a general level of satisfaction with the safety of the service.



Condition of Bus Interior

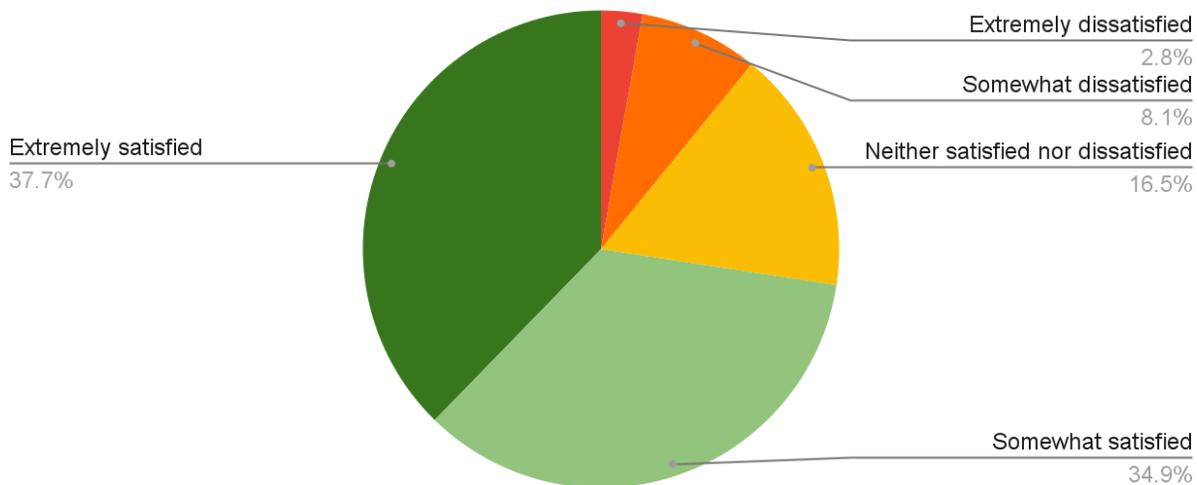
n = 819



Most respondents were either extremely satisfied (54%) or somewhat satisfied (36.4%) with the interior conditions of Unitrans buses, for a total satisfaction rate of 90.5%. Satisfaction has risen significantly - by roughly 15% - compared to 2020, when overall satisfaction with interior conditions was only at 75%. Among those not satisfied, 7% were neutral, 2.2% were somewhat dissatisfied, and only 0.4% were extremely dissatisfied. Overall, customer perception of interior upkeep is very positive and has been greatly improving over the past three years, possibly due to an increased sense of cleanliness as the COVID-19 pandemic has subsided.

Availability of Information

n = 819

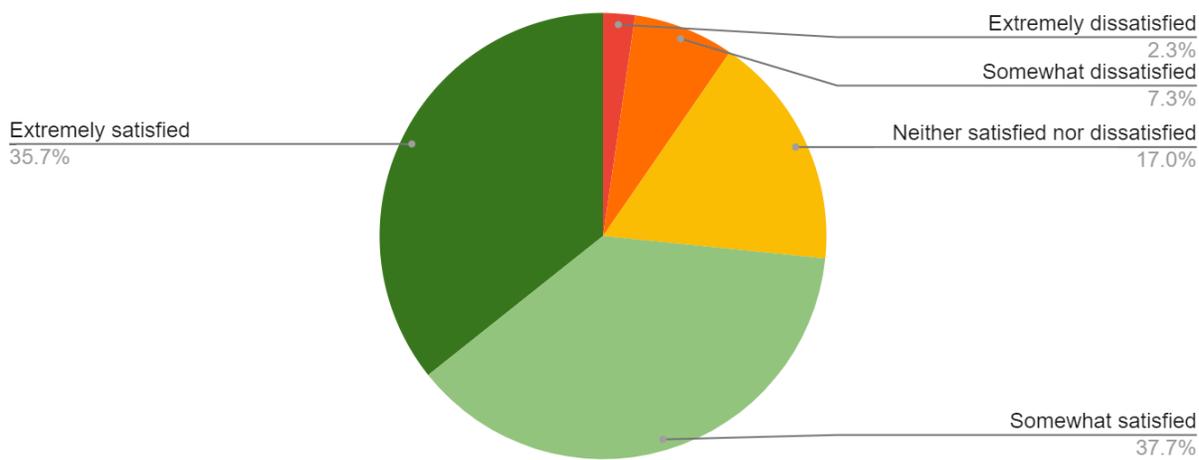


Roughly equal proportions of respondents were extremely satisfied (37.7%) and somewhat satisfied (34.9%) with the availability of Unitrans information, for a satisfaction total of 72.6%. Satisfaction has decreased roughly 13% from 2020, during which the satisfaction rate with information availability was 85%. This decrease may be a byproduct of worsened post-pandemic on-time performance, which makes fixed timetables less reliable, especially given the post-COVID dropoff in satisfaction. Among those not satisfied, 16.5% were neutral, 8.1% were somewhat dissatisfied, and 2.8% were extremely dissatisfied.



Clarity of Information

n = 819

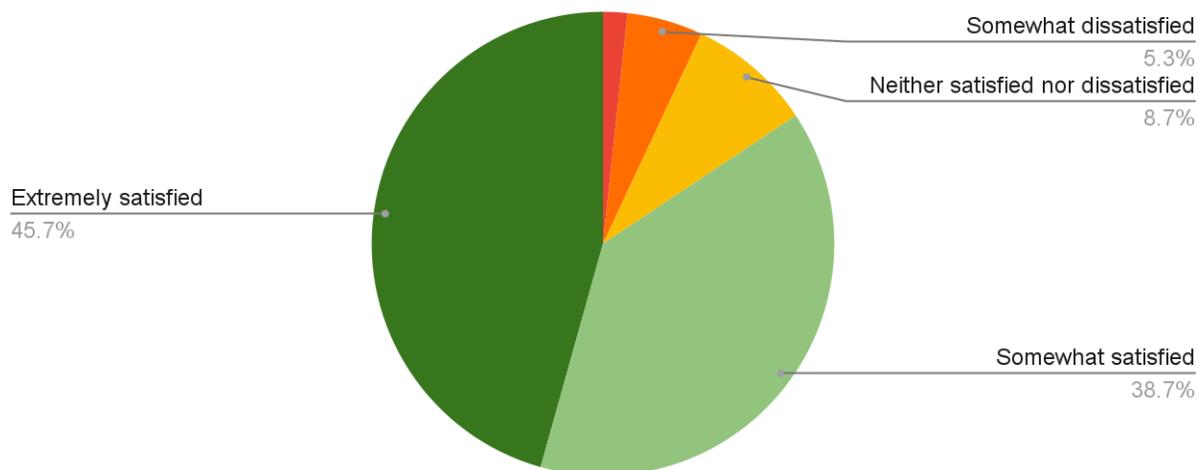


Customer perceptions of informational clarity followed a very similar pattern to those of availability. Roughly equal proportions of respondents answered extremely satisfied (35.7%) and somewhat satisfied (37.7%), for a satisfaction total of 73.4%. This is lower than the 2020 survey satisfaction rate of 78%, but the decrease in satisfaction with clarity has not been as dramatic as the decrease in satisfaction with availability. Among those not satisfied, 17% were neutral, 7.3% were somewhat dissatisfied, and 2.3% were extremely dissatisfied.



Location of Stops

n = 819

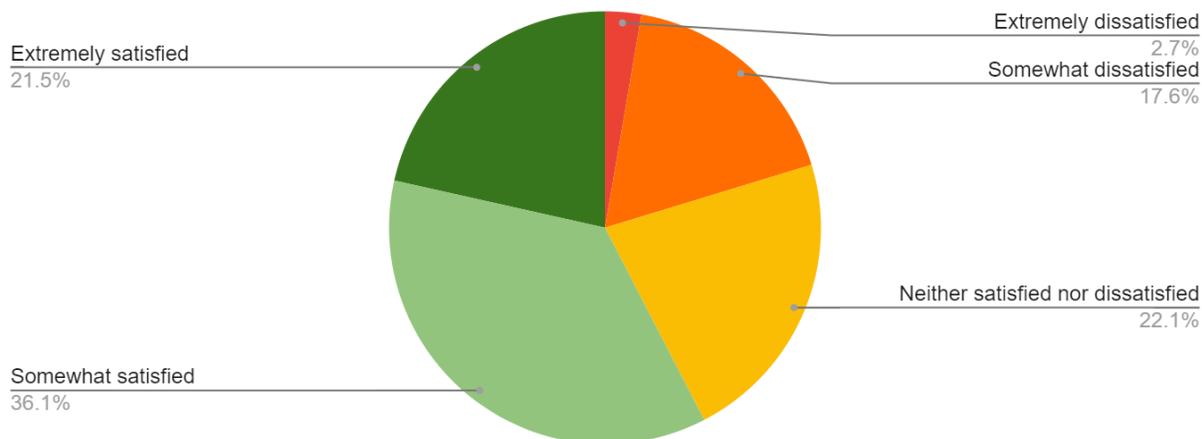


Almost 46% of respondents reported being extremely satisfied with the location of Unitrans bus stops, with an additional 38.7% being somewhat satisfied for a total satisfaction rate of 84.4%. This is roughly consistent with the 2020 survey satisfaction rate of 85%. Among those not satisfied 8.7% were neutral, 5.3% were somewhat dissatisfied, and 1.7% were extremely dissatisfied. The data indicate that Unitrans has maintained comprehensive coverage throughout the city over the past three years, and that any stops added or eliminated during that time have been consistent with rider travel patterns.



Stop Amenities

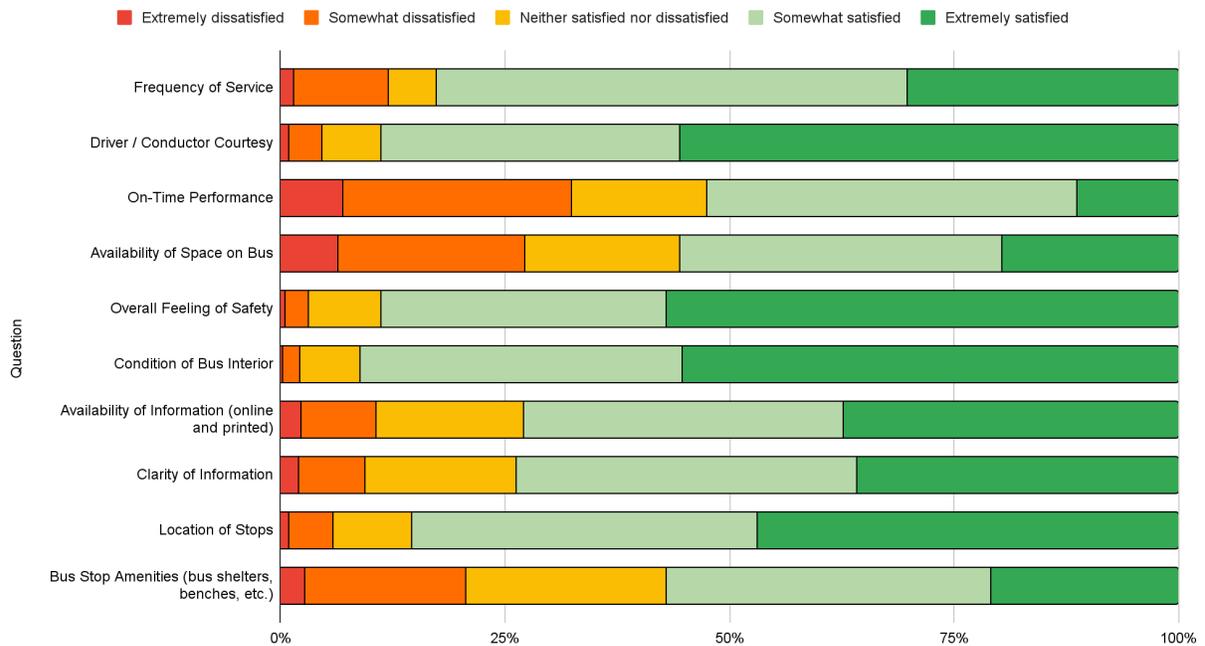
n = 819



There was a mixed reception of bus stop amenities among respondents, with 21.5% being extremely satisfied and 36.1% being somewhat satisfied for a total satisfaction rate of 57.6%. Among those not satisfied, 22.1% were neutral, 17.6% were somewhat dissatisfied, and 2.7% were extremely dissatisfied. No data was collected on bus stop amenities in 2020, but it is possible that the post-pandemic rider resurgence has placed a strain on the supply of available infrastructure like shelters and benches, causing dissatisfaction.



Customer Satisfaction - Summary



Overall, survey respondents are satisfied with Unitrans service. People feel most satisfied about Driver/Conductor courtesy and Condition of Bus Interior. Conversely, people feel most negatively about On-Time Performance and Availability of Space on a Bus. Unitrans is still in the midst of a driver shortage as a result of the COVID-19 pandemic, so the amount of service that is able to be run is limited relative to the amount of demand.



How would you suggest we enhance or modify our services?

In addition to the above questions regarding customer satisfaction, the survey also provided a free response question asking respondents for their suggestions for improving Unitrans service. Many of these text responses echoed sentiments expressed on other survey questions. Customers consistently voiced preferences for more consistent on-time performance and more accurate real-time updates, improved reliability of transfers, increased frequency or tripper buses to disperse customers on crowded lines, and later weekend service. Below is a word cloud generated from all 202 English-language responses to the free response question. The words “bus,” “buses,” “busses” [sic], “Davis,” and “Unitrans” were removed from the word cloud pool in order to better emphasize keywords that are indicative of customer preferences.

n = 202



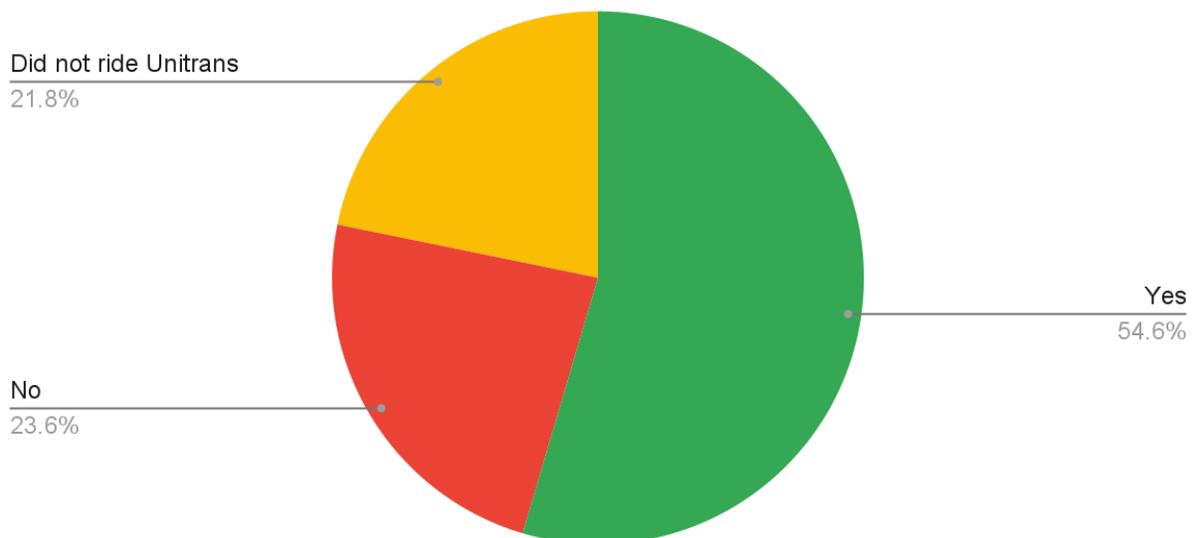
Section 3: All -Door Boarding

In fall 2021, Unitrans introduced all-door boarding for pass holders as a way to speed up the boarding process. All-door boarding was implemented as a strategy to mitigate on -time performance and reliability issues that were predicted once in -person learning resumed at UC Davis in light of a large driver staffing shortage and service well below pre-pandemic levels. With all-door boarding, pass holders could board through the front or rear door and cash payers were directed to board through the front -door only. There was no fare enforcement mechanism; customers were trusted to continue to pay their fares. The pilot program ended in Summer 2023 due to several factors including a significant decline in cash fare and pass revenue, increased security incidents, and a perception that customers had shifted to primarily boarding through the smaller rear door, slowing down boarding.

The following survey questions were designed to gauge customer feelings on the strategy.

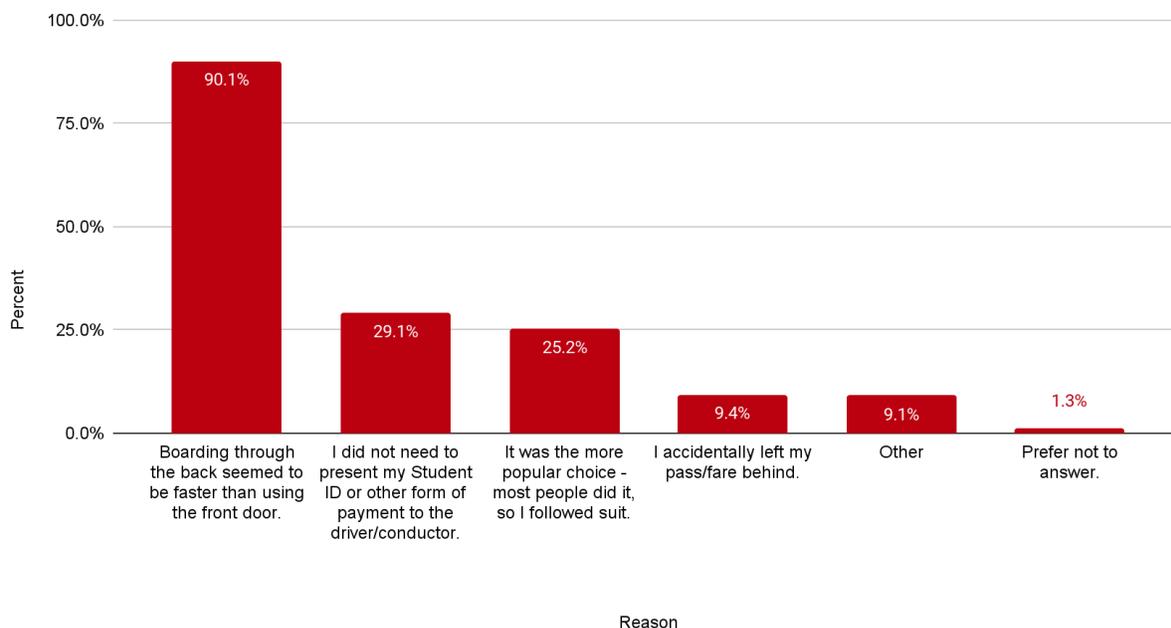
Did you board through the rear door last year?

n = 711



Why did you board through the rear door?

n = 385; # selections = 632



Of 711 respondents, 54.6% reported having boarded through the rear door last year, while only 23.6% reported not having done so. The remaining 21.8% of respondents did not ride Unitrans in the prior year.

On the follow-up question asking the motivation behind rear door boarding for those who had used the rear door, the survey received 385 individual responses, but 632 selections, as individual respondents were able to select all options that applied. Of the 385 individual responses, 90.1% claimed to have utilized rear door boarding because it seemed faster than using the front door. Approximately 29% of respondents used the back door to avoid presenting fare to the operator, 25.2% stated that it was simply the more popular choice, and 9.4% claimed to have left their pass/fare behind. Nine percent of respondents selected “other,” with only 1.3% of responses selecting “prefer not to say.” The data show that all door boarding was very popular over the course of its pilot launch, with many customers preferring the increased efficiency provided by an additional entrance, and a significant portion also motivated by the opportunity to not present their pass or avoid fare payment.



Section 4: Demographics

What is your gender identity?

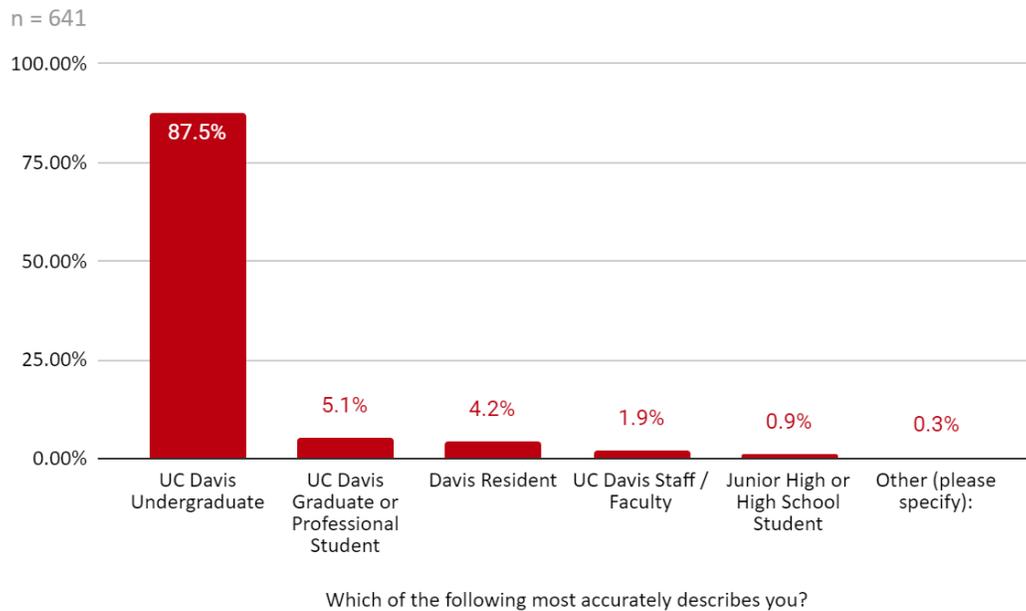
<i>What is your gender identity?</i> n = 713	Unitrans Customer Survey Respondents	U.S. Transit Riders ¹	UC Davis Undergraduates ²
Female	67.8%	55.0%	58.0%
Male	21.6%	45.0%	39.0%
Non-binary/Third gender	4.9%		1.0%
Prefer not to state	5.8%		1.0%

Based on respondents, Unitrans ridership consists of mostly people who identify as female (~68%), followed by people identifying as male (~21%). The difference in these proportions is slightly more extreme than the UC Davis undergraduate population and the general population of those who take transit in the United States. In general, Unitrans carries a disproportionate number of people identifying as female and non-binary compared to the campus population and general transit riders.

¹ [Who Rides Public Transportation, American Public Transit Association; 1/2017](#)

² [Enrollment Profile, University of California, Davis, Business Intelligence Office; 2023](#)

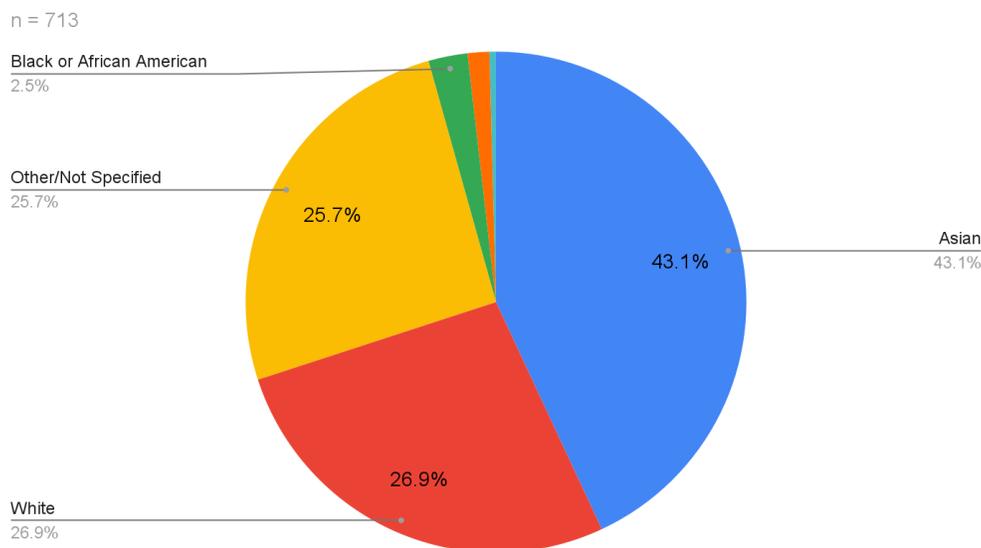
Which of the following best describes you? (Rider Type)



UC Davis Undergraduate students made up a strong majority of survey respondents, with about 86% reporting that they fall into that category. Undergraduate students pay a quarterly student fee to support Unitrans service which entitles them to unlimited fare -free boarding. Additionally, service is primarily catered to university activities including student attending classes on campus or university employees traveling to work during the day. UC Davis is also the largest employer in the city, making the university the major trip generator for the city. The next two most common rider types are UC Davis Graduate or Professional students (~5%) and Davis Residents (~5%).



Which of the following best describes your race/ethnicity?



Which of the following best describes your race/ethnicity? n = 713	Unitrans Riders	UC Davis Undergraduates ³
Asian	43.1%	36.5%
White	26.9%	20.6%
Other (including multi-racial)/Not Specified*	25.7%	38.7%
Black or African American	2.5%	3.7%
American Indian or Alaska Native	1.4%	0.5%
Native Hawaiian or Pacific Islander	0.4%	N/A [†]

**Due to differences in categorization between the Unitrans Customer Survey and the survey of UC Davis undergraduates, some races have been grouped together into "Other." Since respondents were asked if they were of Hispanic/Latino origin on another question (see pg. 26), "Other" encompasses those who identified as Hispanic/Latino for the UC Davis Undergraduate pool. Additionally, "Other" also includes those who selected multiple races ("multi-racial").*

†The survey of UC Davis Undergraduates categorizes "Native Hawaiian or Pacific Islander" with Asian

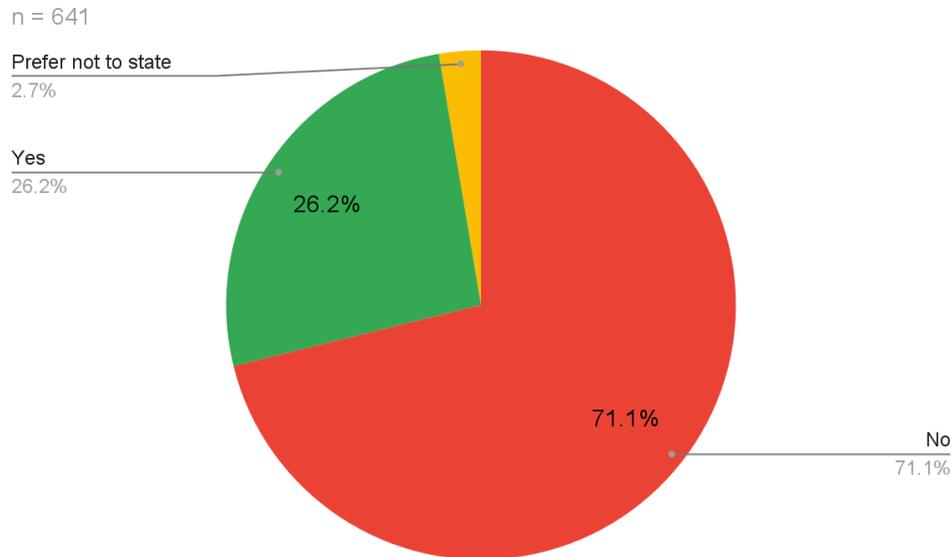
Respondent ethnicity demographics information correlates somewhat to the proportions seen in the undergraduate population. Comparison to the undergraduate population is slightly difficult given that the University combines race with Hispanic/Latino background. Also the Unitrans customer survey asked if respondents were Hispanic or Latino on a separate question, leading to the majority of "Other" free-responses being a race that would fall into the

³ [Enrollment Profile, University of California, Davis, Business Intelligence Office; 2023](#)



Hispanic/Latino category. The majority race category for UC Davis undergraduates (excluding Hispanic/Latino) is Asian, followed by White. There is a fairly significant difference between the proportion of Unitrans riders who are Asian (43%) and the number of Undergraduates who are Asian (36%). Generally, the UC Davis student profile is more diverse overall than that of Unitrans' ridership, but both show a majority -minority profile.

Are you Hispanic or Latino?



Twenty-six percent of respondents (168) reported that they were Hispanic or Latino. Seventy-one percent of respondents (456) answered “No,” and 2.7% (17) preferred not to answer. The proportion of those who answered yes roughly correlates with the proportion of UC Davis undergraduates that identify as Hispanic or Latino at about 21%.



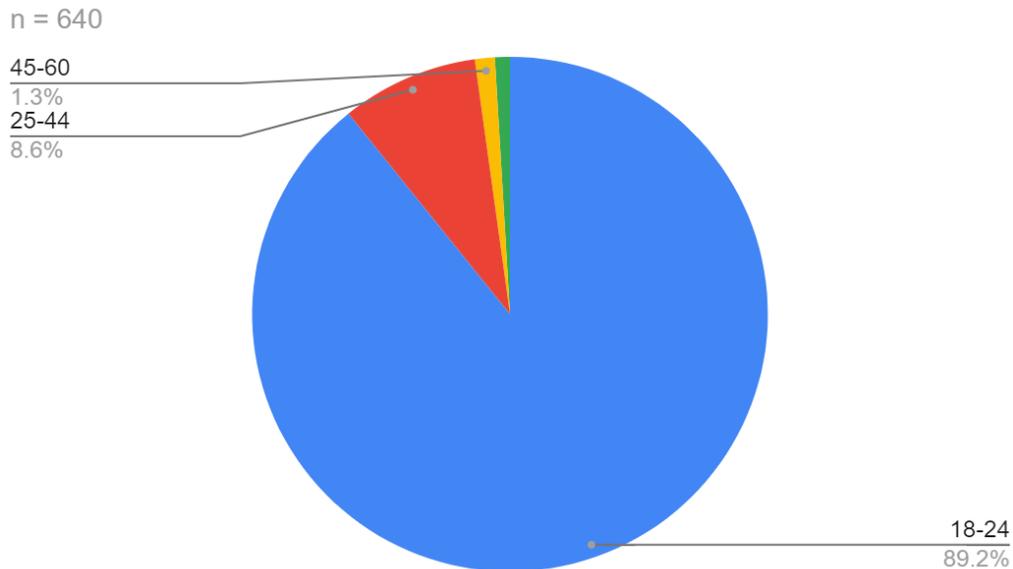
What is the primary language you speak at your current primary residence?

<i>Primary Language</i> n = 641	Unitrans Riders
English	92.5%
Spanish	1.1%
Mandarin	3.7%
Cantonese	0.8%
Other	1.9%

English (93%) was the most common language that Unitrans riders speak at their current primary residence, followed by Mandarin (4%). This breakdown differs from the 2020 Customer Survey with far fewer selecting a language other than English. This can be attributed to a change in the question wording from “first language” in 2020 to “primary language at current primary residence” in 2023. Students who speak a language other than English in a household with their family, for example, may speak English with other student roommates. Other languages included Vietnamese, Thai, Telugu, Tamil, Sichuan, Portuguese, and Arabic.



What is your age?

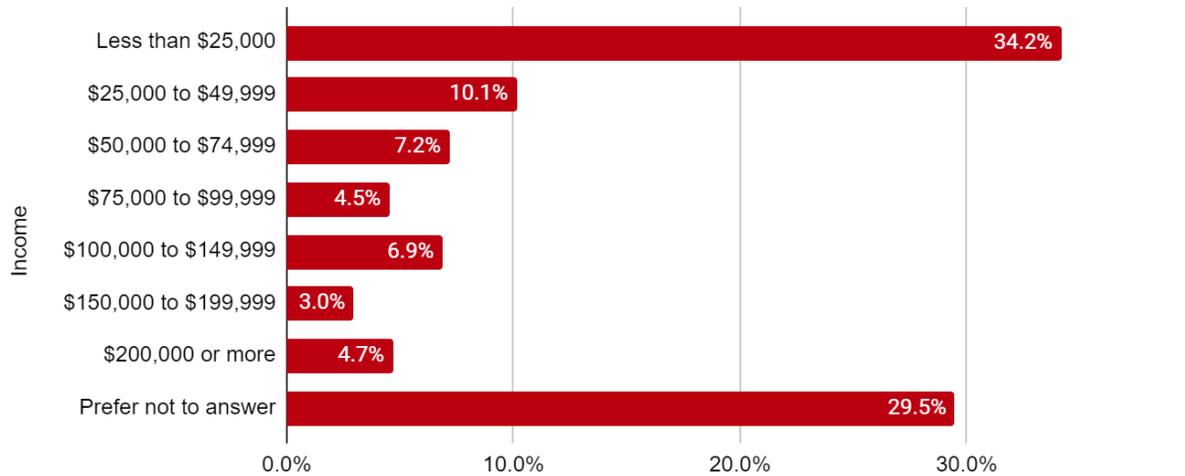


The vast majority of survey respondents are between the ages of 18 and 24 (89.2%). This is unsurprising given that the largest proportion of Unitrans customers according to the survey are UC Davis undergraduate students with similar ages. Overall Unitrans carries a comparatively young population relative to other peers, but Davis' unique demo graphics stemming from its nature of being a college town explain this discrepancy. There is a disproportionately small number of seniors who responded to the survey, but this could be due to the primarily digital distribution of the survey instrument.



What was your approximate 2022 annual household income before taxes?

n = 641



Respondents showed a heavy skew towards lower incomes, with 34.2% reporting that their household income was less than \$25,000 per year. The second most common response (after “Prefer not to answer”) was between \$25,000 and \$49,999. Generally, the responses showed a high proportion of customers who reported very low income. This is likely due to the City of Davis being home to a lot of students on a limited income.

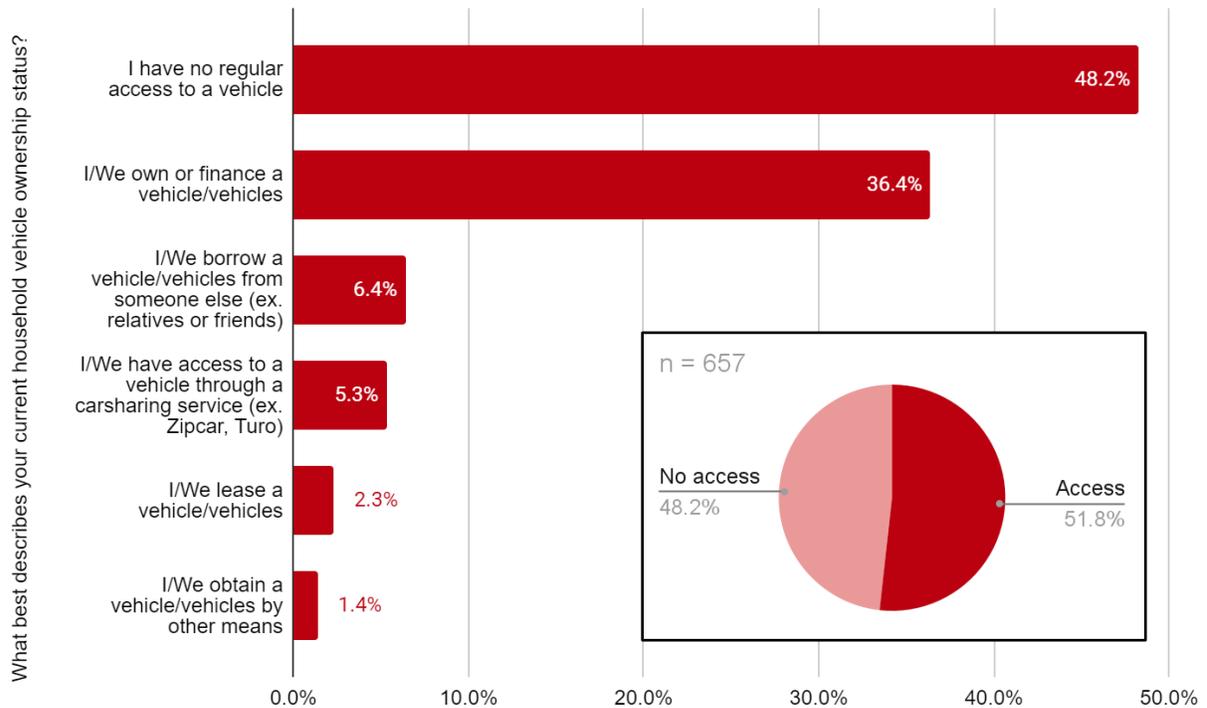
Approx. 2022 annual household income before taxes.	Junior High or High School Student		Other (please specify):	UC Davis Graduate or Professional Student	UC Davis Staff / Faculty	UC Davis Undergrad.	Grand Total
	Less than \$25,000		2	1	3	1	182
\$25,000 to \$49,999	11	1	1	9		197	219
\$50,000 to \$74,999	3			3		23	29
\$75,000 to \$99,999	3			3	6	34	46
\$100,000 to \$149,999	4	2		14	2	43	65
\$150,000 to \$199,999	3					27	30
\$200,000 or more					1	18	19
Prefer not to answer	3	1		1	2	37	44
Grand Total	27	6	2	33	12	561	641

The above table displays a matrix of rider type and income, with the most common responses in darker shades. Most respondents said they made less than \$25,000 per year in 2022, but undergraduate students who do not work (and pay for expenses with loans or parental funds) may have skewed that data.



Which of the following best describes your current household vehicle ownership status?

n = 657



For this question, respondents were asked to select all answer choices that applied to them regarding vehicle ownership status. The most common response was that the respondent did not have regular access to a vehicle (48.2%). Many undergraduate students likely do not have a vehicle given vehicle costs, parking restrictions on campus, and the ease of traveling within Davis without a car as a pedestrian, bicyclist, or transit rider. The next most common response was “I/We own or finance a vehicle/vehicles.” Overall, the majority of respondents have some sort of access to a vehicle, although most respondents do not own their own personal vehicle.



Appendix A: Survey Instrument

English

Welcoming letter

Please select language: Chinese and Spanish versions available.
Seleccione su idioma: las versiones en chino y español están disponibles.
請選擇語言：中文或西班牙文版本。

2023-2024 ASUCD Unitrans Passenger Survey

January 31, 2024

Thank you for participating in this study. The aim of this survey is to understand your riding experience on Unitrans and get your feedback on a range of topics. The survey should take about 10 minutes to complete, and we think you'll find it interesting and fun to do. **To thank you for your time, we will be giving out \$25 Amazon gift cards to ten random participants.** At the end of this survey, you will be asked if you wish to enter the lottery.

Your participation in this survey is entirely voluntary and your responses are confidential. If you decide to provide your contact details, your identity will never be publicly disclosed. If you have any questions, please email us at planning@unitrans.ucdavis.edu or call 530-752-2877.

Pre-screen

Have you already taken this survey in 2023? Participants should only take this survey once.

Yes

No

Did you ride Unitrans in the past 12 months?

Yes

No

We appreciate your support.

However, you unfortunately do not qualify to participate in this survey.

[Click here](#) to return to Unitrans home page.

Section A. Evaluating Transit Service Quality

Section A. Evaluating Transit Service Quality

Please give us your opinion of our service.

	Extremely dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Extremely satisfied
Frequency of Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Driver / Conductor Courtesy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-Time Performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of Space on Bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall Feeling of Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Condition of Bus Interior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of Information (online and printed)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clarity of Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location of Stops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus Stop Amenities (bus shelters, benches, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate Unitrans' overall quality of service.



We are interested in understanding your preference between frequency and reliability in transit services. Please rank the following scenarios according to your preference for your daily commute.

All scenarios assume that the arrival time prediction can be checked in advance, either on the Unitrans website or through a third-party app.

A bus is considered "on time" if it arrives within a window of five minutes past its scheduled arrival time.

The bus arrives every 60 minutes and it is always on time.

The bus arrives every 30 minutes and it is on time 9 out of 10 times per week.

The bus arrives every 15 minutes and it is on time 8 out of 10 times per week.

The bus arrives about every 10 minutes but no schedule is provided (you can't time your trips).

Section B. Your Usage on Unitrans

Section B. Your Usage on Unitrans

Which bus line are you taking currently while completing the survey?

If you are currently not on a bus, please report based on your last trip with Unitrans.

What is the main purpose of your current trip?

If you are currently not on a bus, please report based on your last trip with Unitrans.

- Commute to school / work
- Personal / medical appointments
- Shopping / other commercial activities
- Leisure / recreation
- Other (please specify):

We would like to learn which bus line(s) you regularly take. Please match the transit line(s) you regularly take on the left column with the corresponding frequency on the right. Drag and drop each line to its respective box.

A trip is a movement from one place to another for any purpose. Many passengers take at least 2 trips (to work or school and then back home) per day.

Items

- A
- B
- C
- D
- E
- F
- G
- J
- K
- L
- M
- O
- P
- Q
- T
- U
- V-EX
- V-LT
- V
- W
- Z

8 or more trips per week

3-7 trips per week

1-2 trips per week

On average, how many **one-way trip(s)** do you make on Unitrans **per week** between the following locations?

If you do not travel between any of the following options, please enter 0.

Between home and main campus

Between home and downtown Davis

Between home and a location **outside of the main campus or downtown Davis**

Between two non-home locations (campus to downtown, campus to elsewhere, etc)

0

Total

0

Section C. Some Background about Yourself

Section C. Some Background about Yourself

To help us project the responses from this small sample to the population as a whole, we would like to ask you a few background questions. All your responses are confidential and will be used only for statistical purposes.

Which of the following most accurately describes you?

- UC Davis Undergraduate
- UC Davis Graduate or Professional Student
- Junior High or High School Student
- UC Davis Staff / Faculty
- Davis Resident
- Other (please specify):

Are you of Hispanic, Latino or Spanish origin?

- Yes
- No
- Prefer not to state

How would you describe yourself? Please select **ALL** that apply to you.

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Prefer not to state
- Other (please specify):

What is the primary language you speak at your current primary residence?

Language

English

In what year were you born?

Year

What is your gender identity?

- Male
- Female
- Non-binary
- Prefer not to state
- Prefer to self-describe

What is your educational background? Please check the **highest level attained**.

- Some grade / high school
- Completed high school or GED
- Some college / technical school
- Bachelor's degree(s)
- Graduate degrees(s) (e.g. MS, PhD, MBA)
- Professional degree(s) (e.g. JD, MD, DDS)
- Prefer not to state

Please check the category that contains your approximate **2022 annual household income** before taxes.

*By "household" we mean "people who live together and share at least some financial resources" (housemates/roommates are usually **not** considered members of the same household).*

- Less than \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

- Prefer not to answer

Knowing more about your neighborhood will help us put your travel choices and opinions into the context of Unitrans. Please give the address of where you currently live. In the Google Maps search box below, start typing your residential address. Then, among the options suggested by Google, select the most appropriate one.

What best describes your current household **vehicle ownership** status? Please check **ALL** that apply.

- I/We **own or finance** a vehicle/vehicles
- I/We **lease** a vehicle/vehicles
- I/We **borrow** a vehicle/vehicles from someone else (including relatives or friends)
- I/We have access to a vehicle/vehicles **through the job** (e.g., company car)
- I have access to a vehicle through a carsharing service/program (e.g., Zipcar, Turo, GIG Car Share)
- I/We obtained a vehicle/vehicles by **other means** (please specify):
- I have no **regular** access to a vehicle

Section D. Your Experience Riding Unitrans

Section D. Your Experience Riding Unitrans

What is your primary method of payment when using Unitrans?

- UCD undergraduate AggieCard/ID
- Paper 10-Ride ticket
- Cash
- Senior pass
- Disabled pass
- Unitrans paper pass (Annual/Monthly/Quarterly/One-way)
- Unitrans ZipPass (Annual/Monthly/Quarterly/One-way)
- Yolobus/SacRT transfer, pass, or ticket
- Other (please specify):

What source(s) do you use to get Unitrans information? Please select **ALL** that apply.

- Printed bus schedule
- Unitrans official website
- Nextbus/Umo IQ website
- Transit App
- Apple/Google Maps
- UC Davis Mobile app
- Other site or app (please specify):

During the previous school year with all-door boarding in effect, did you ever use the back door to board the bus?

- Yes
- No
- I did not ride Unitrans last school year.

What was your primary motivation to board through the back door rather than the front door? Please check **ALL** that apply.

- I did not need to present my Student ID or other form of payment to the driver / conductor.
- It was the more popular choice - most people did it, so I followed suit.
- Boarding through the back seemed to be faster than using the front door.
- I accidentally left my pass / money behind.
- I preferred not to interact or engage with the driver / conductor.
- Prefer not to answer.
- Other (please specify):

Have you ever experienced missing a direct transfer to another Unitrans line at either the Silo or MU terminals because the bus you were attempting to board had already departed?

- Yes, at the Silo.
- Yes, at the MU.
- Yes, at both terminals.
- No, I have made my transfer to another Unitrans line every time.
- I have not made any transfers at either terminal to another Unitrans line.

How would you suggest we enhance or modify our services?

In October 2023, for my commute trips, I have used...

	Not available	Available but I did not use it	Less than a day per <i>month</i>	1-3 days per <i>month</i>	1-2 days per <i>week</i>	3-4 days per <i>week</i>	5 or more days per <i>week</i>
Other (please specify): <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Considering only your **non-commute trips in October 2023**, please indicate how often you have used each of the following means of transportation.

*Non-commute trips include ANY trips that are **NOT** related to work, school, or business. For example, they could be grocery shopping trips, visiting a family member, other errands, or social activities.*

In October 2023, for my non-commute trips, I have used...

	Not available	Available but I did not use it	Less than a day per <i>month</i>	1-3 days per <i>month</i>	1-2 days per <i>week</i>	3-4 days per <i>week</i>	5 or more days per <i>week</i>
Unitrans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public bus other than Unitrans (e.g., YoloBus, SacRT bus, Causeway Connection)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commuter train/light rail/tram/subway (e.g., Amtrak, SacRT light rail, BART)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private vehicle, alone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Private vehicle, with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ridehailing (e.g., UberX, Lyft)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal bike, e-bike or e-scooter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shared bike, e-bike (e.g., JUMP) or e-scooter (e.g., Bird, Lime)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walk for the entire trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify): <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Among your **non-commute trips with Unitrans**, what is the most common purpose of your trips?

- Personal / medical appointments
- Shopping / other commercial activities
- Leisure / recreation
- Other (please specify):

End Note

Would you like to participate in the drawing to win one out of ten \$25 Amazon e-gift cards? Contest winners will be randomly selected and contacted by the end of the calendar year. Participation in the survey is not necessary to win. Participants can only enter the drawing once.

Yes

No

If you wish to participate, please provide your preferred method of contact:

Name

Email

At Unitrans, we are committed to continuously improving our services by surveying our passengers periodically, and we would like to invite you to participate in our next survey. Would you allow us to contact you for future surveys?

YES, I would like to participate in future surveys via the following email:

NO, I do NOT want to participate in a future surveys.

Please perform the following verification.

I'm not a robot 
reCAPTCHA
Privacy - Terms

By clicking on "Submit" below, you give consent to ASUCD Unitrans to use your survey information for our triennial customer survey. Your contact information will only be used for the contest. Your responses are confidential, and if you decide to provide your contact details for the contest, your contact information will not be publicly disclosed or sold.

2023-2024 ASUCD Unitrans Customer Survey
Questions? Contact planning@unitrans.ucdavis.edu

