



# **Review Survey Results of Both Current and Non-Bus Pass Holders**

April 2, 2019

Agenda Item III.C: Review Survey Results

- Surveyed families to understand bus pass price sensitivity and overall value of the program.
- Three separate surveys deployed:
  - Current bus pass holders
  - Non-bus pass holders at WHMS
  - 5<sup>th</sup> Grade parents at all RVSD schools (non-bus pass holder)

# **SURVEY: CURRENT BUS PASS HOLDERS**

# Overview: Current Bus Pass Holder Survey



- Sent via email to current bus pass holders
  - 460 invitations
  - 221 responses
  - Rate of response: 48%
- Open from 3/22 – 3/29
  - 1<sup>st</sup> notification on 3/22
  - Reminder sent on 3/27
  - Final notification sent morning of 3/29

# Questions: Current Bus Pass Holder Survey

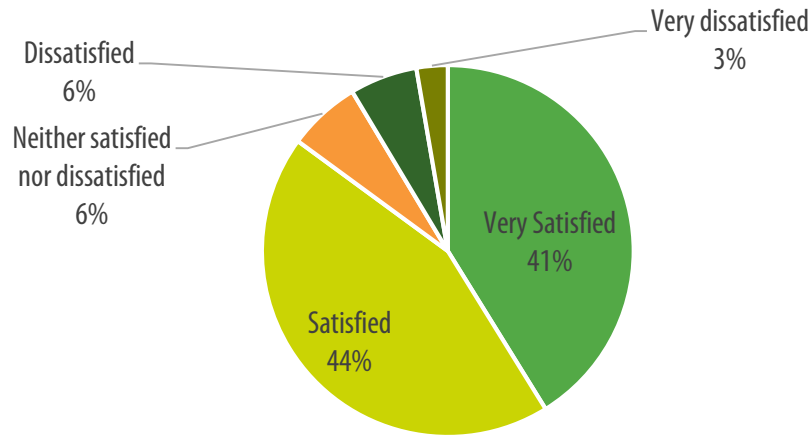


1. How satisfied are you with yellow bus service this year?
2. How satisfied are you with on-time performance this year?
3. How satisfied are you with driver performance this year?
4. How satisfied are you with communication about and from the program?
5. Do you know how the yellow bus program is funded?
6. Today, program funding is explained on the [rossvalleyschoolbus.com](http://rossvalleyschoolbus.com) website on the FAQs page. How would you prefer to learn more about program funding?
7. Would you rather...
  - Pay 25% more next year for a bus pass and keep the same number of buses and routes
  - Pay 5% more for a bus pass next year and reduce service levels resulting in longer ride times for students on the bus and longer wait times in the afternoon to get on a bus
8. What other information would you like to share about the service and operations of the yellow bus program?

# Results: Current Bus Pass Holder Survey (1 of 2)

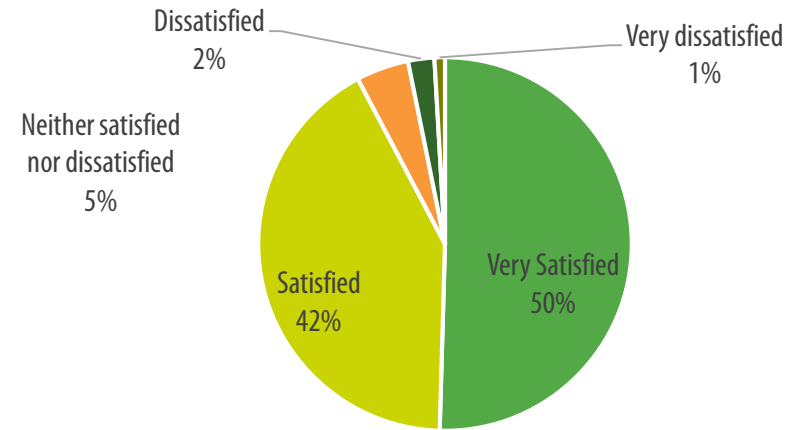


## Q1: Overall Satisfaction



85% of respondents are v. satisfied or satisfied

## Q2: On-time Performance



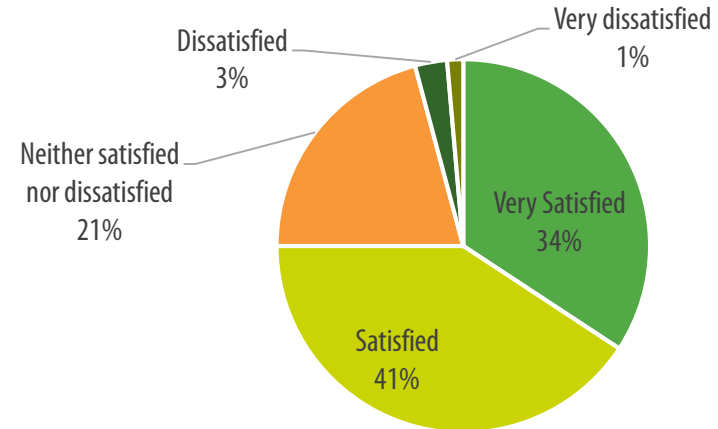
92% of respondents are v. satisfied or satisfied

## Q3: Driver Performance



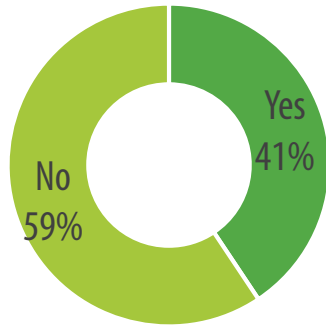
84% of respondents are v. satisfied or satisfied

## Q4: Communication

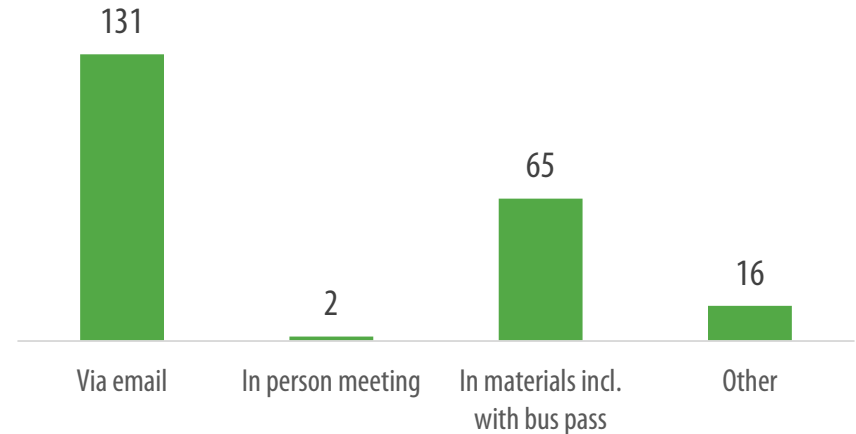


75% of respondents are v. satisfied or satisfied

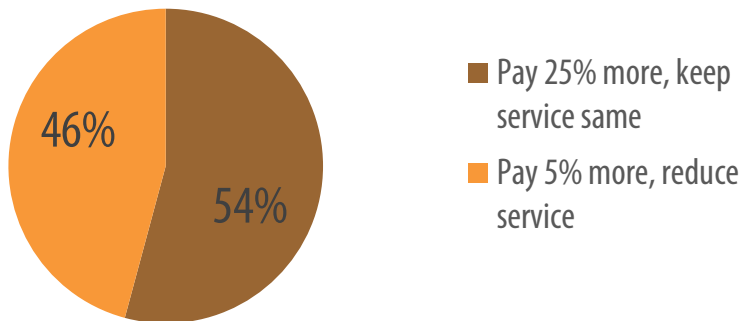
## Q5: Do you know how the YB program is funded?



## Q6: How would you prefer to learn more about program funding (other than website)?



## Q7: Would you rather...



More than half of respondents would pay more to maintain current service levels

## Q8: Comments Summary-

- Majority of parent comments indicated a belief that program is funded through bus pass sales alone or don't understand why they have to pay at all.
- It is too expensive
- Would like more buses and more flexibility in the afternoon
- The program is important/essential for many families

# Take-aways: Current Bus Pass Holder Survey



- Parents are generally happy with the program (day to day operations and drivers)
- While many families believe it is already expensive, it is necessary for many families to have transportation to get their students to and from school each day.
- It appears unlikely that sales of full price passes would drop dramatically if there was a pass price increase.



# Thank You Page: Current Bus Pass Holder Survey



All survey respondents saw this message before clicking "Done" and submitting the survey:

Marin Transit is working with the recently created Ross Valley Yellow Bus Transportation Services Joint Committee to finalize the program specifics for the 2019/20 school year. If you would like to learn more about how bus pass prices are determined, please join us at the next meeting on April 2nd at 7:00pm at the San Anselmo Town Hall. More information is available online at <https://rossvalleyschoolbus.com/pages/joint-exercise-of-powers-agreement>

Don't forget to click "Done" below to submit your answers. Thank you for completing this survey!

# **SURVEY: NON-PASS HOLDERS (WHMS ONLY)**

# Overview: Non-Pass Holder (WHMS only) Survey



- Shared with WHMS parents via BlackBoard by RVSD staff
  - 65 responses
- Open from 3/25 – 3/29
- First question asked parents whether they already had a student riding the yellow bus...
  - If yes, parent was taken to a page directing them to their email for survey of bus pass holders
  - If no, parent continued with non-pass holder survey

# Questions: Non-Pass Holder (WHMS only) Survey

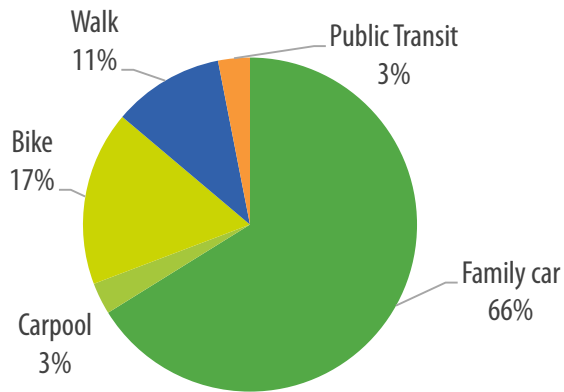


1. Do you have a student who currently rides the yellow bus to/from school at White Hill Middle School?
2. What is the primary mode your student uses to get to school today?
3. What is your primary reason for not riding the bus?
4. What is the nearest cross street/intersection to your home?
5. What other information would you like to share with us about changes that could lead to your family choosing to ride the bus?

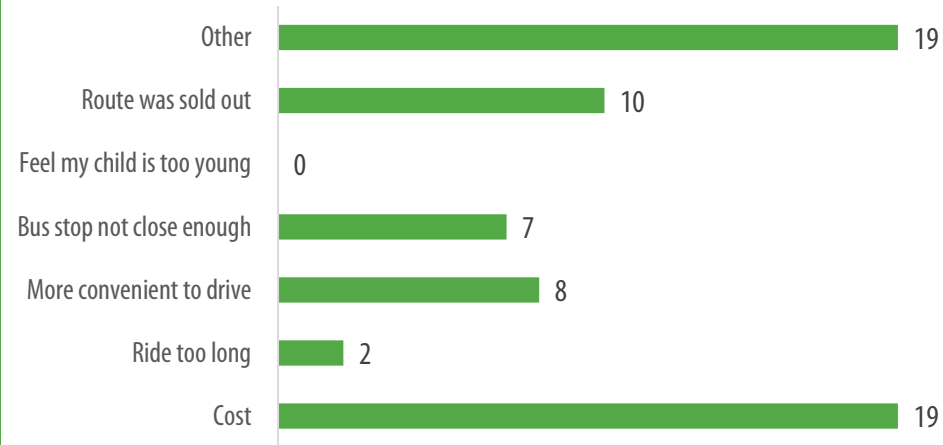
# Results: Non-Pass Holder (WHMS only) Survey



## What is the primary mode your student uses to get to school today?



## What is your primary reason for not riding the bus?



## Most common comments:

- Live too close to school to need the bus
- Live west of WHMS where there is no yellow bus service
- Desired route was sold out
- Too expensive

**Take-away:** Cost and location of home relative to bus service area/school are the most common factors influencing parents when deciding whether to buy a pass or not. Unlikely to capture significantly more pass sales if price reduced.

# **SURVEY: 5<sup>TH</sup> GRADE PARENTS**

# Overview: 5<sup>th</sup> Grade Parent Survey



- Shared with 5th grade parents via BlackBoard by RVSD staff
  - 145 responses
- Open from 3/25 – 3/29
- First question asked parents whether they already had a student riding the yellow bus...
  - If yes, parent was taken to a page directing them to their email for survey of bus pass holders
  - If no, parent continued with non-bus pass holder survey for parents of 5<sup>th</sup> graders

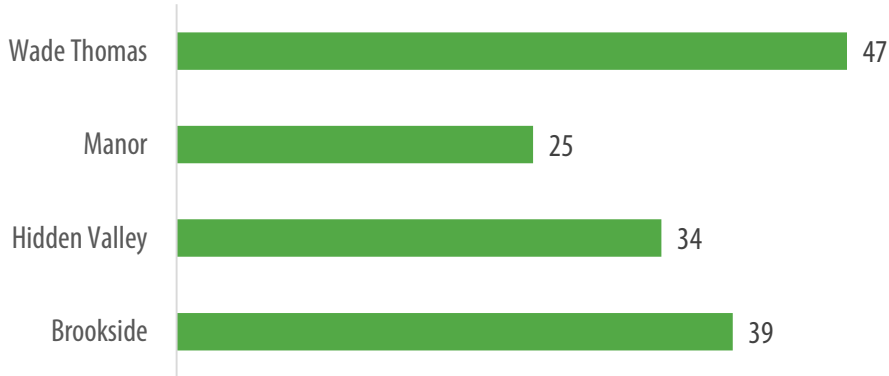
# Questions: 5<sup>th</sup> Grade Parent Survey



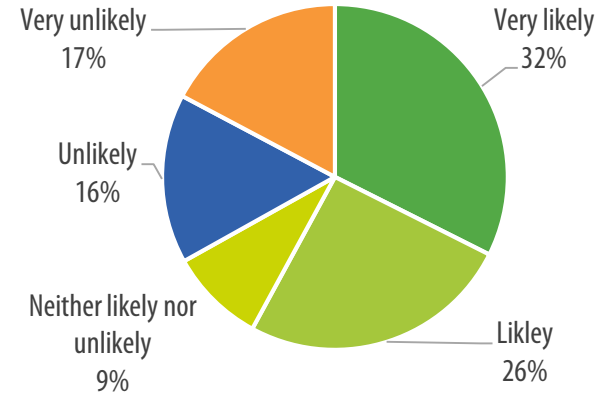
1. Do you have a student who currently rides the yellow bus to/from school at White Hill Middle School?
2. What school does your 5<sup>th</sup> grade student attend today?
3. How likely would you be to buy a yellow bus pass to/from White Hill next year for \$980 (round trip) which is \$5.44 per day?
4. If the price was reduced to \$840 (round trip), equivalent to \$4.67 per day, would this change your decision to buy a pass?



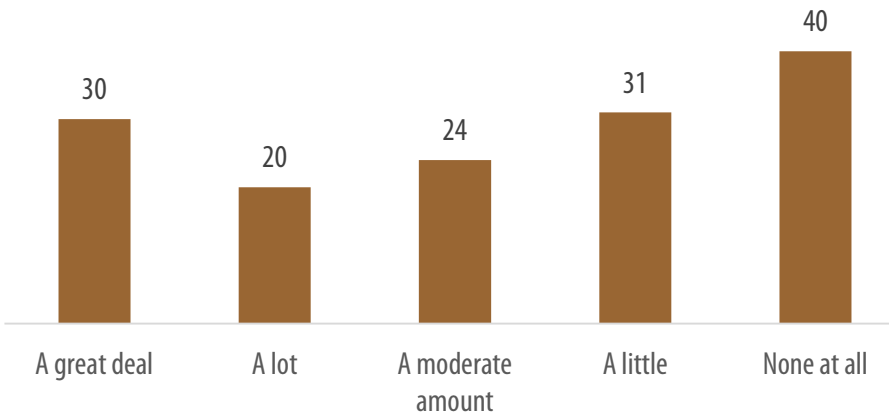
## What school does your 5<sup>th</sup> grade student attend today?



## How likely are you to buy a YB pass round trip for WHMS next year at \$980?



## If the price was reduced to \$840 round trip, would this change your decision to buy a pass?



### Take-aways:

- More than half of respondents would pay for a round trip bus pass priced at \$980 next year
- Reducing the price by \$140 would not affect most parents' likeliness to purchase a bus pass.