



SEPTEMBER 19, 2002

Metropolitan  
Transportation  
Authority

One Gateway Plaza  
Los Angeles, CA  
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**TO:** BOARD OF DIRECTORS

**THROUGH:** ROGER SNOBLE  
CHIEF EXECUTIVE OFFICER *RS*

**FROM:** MATTHEW RAYMOND *MR*  
CHIEF COMMUNICATIONS OFFICER

**SUBJECT:** GENERAL PUBLIC SURVEY HIGHLIGHTS

### ISSUE

A telephone survey of Los Angeles County residents was conducted to measure the public's awareness of, and satisfaction with, a variety of MTA programs and services.

### BACKGROUND

The survey was conducted primarily in May. It complements the recently completed survey of transit customers. It is the third in a series of cross sectional studies with the goal of measuring shifts in public attitudes and perceptions. Prior studies were conducted in FY 1997 and FY 2000.

The attached charts provide further details from the survey.

### NEXT STEPS

A comprehensive report is being circulated within the agency that details public perception of transportation issues, MTA performance (its direct services and management of the transportation system overall), awareness of MTA functions, and marketing related questions.

The report details differences by service sector. Plans for the 2003 General Public survey are being formulated. These include a greater service sector emphasis and measurement of both service and marketing program impacts.

Attachment:  
General Public Survey, September 2002  
(PowerPoint presentation)



# General Public Survey FY 2002

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September, 2002

Market Research

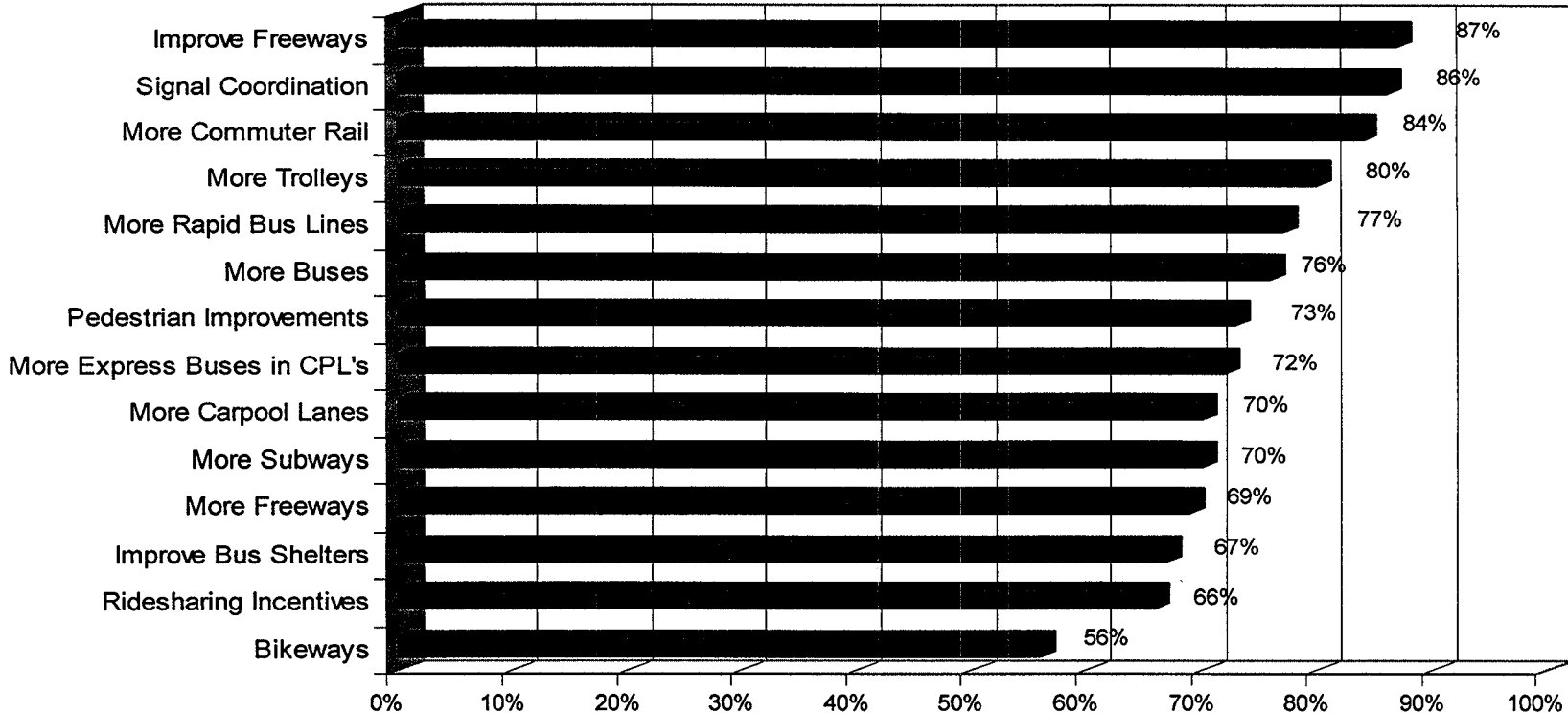


# Background

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- Telephone survey of all Los Angeles County residents based on random sample of phone numbers
- Third of series of surveys (FY 1997 and FY 2000).

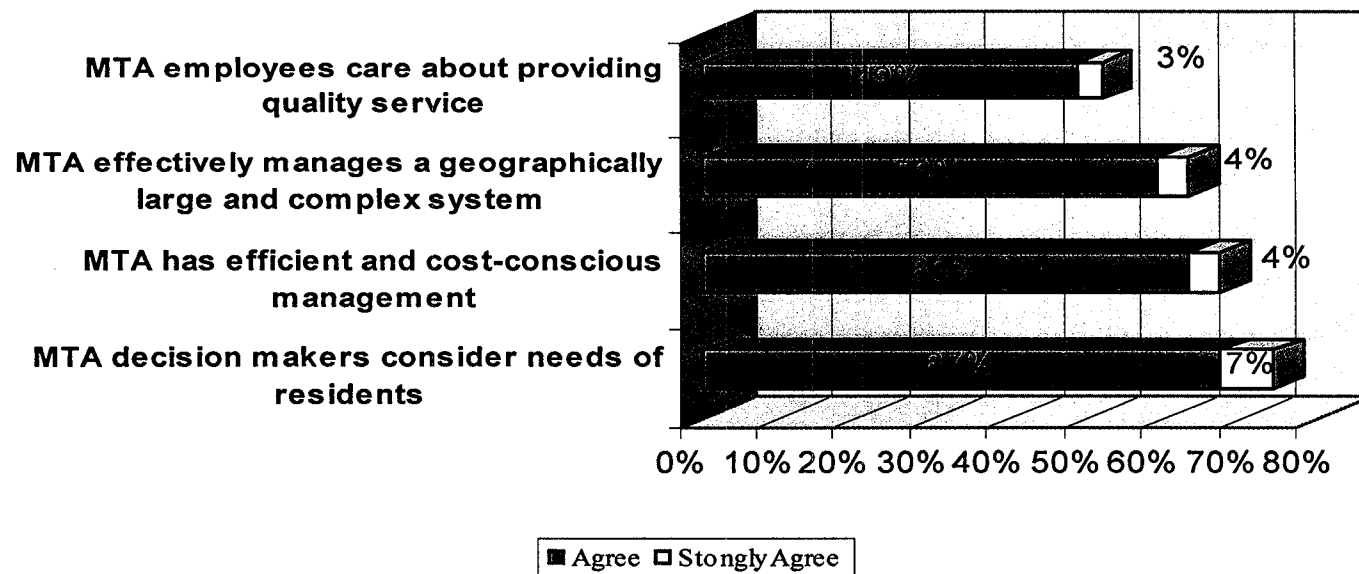
# Support of Tax Dollars for Transportation Improvements



Source: FY 2002 General Public Survey (Weighted)

"Improving Freeways" has the most support, but transit options have more support than "Building More Freeways."

# MTA Management

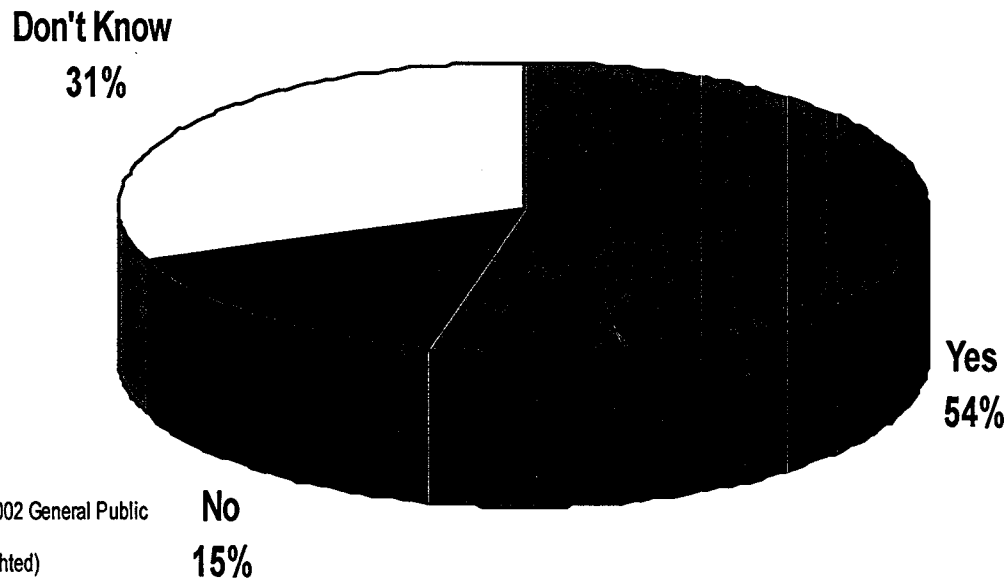


Source: FY 2002 General Public Survey (Weighted)

While most people rate MTA management highly, some express the need for greater commitment to quality service.

# MTA Management (cont'd)

**Is the MTA doing a better job than two years ago?**

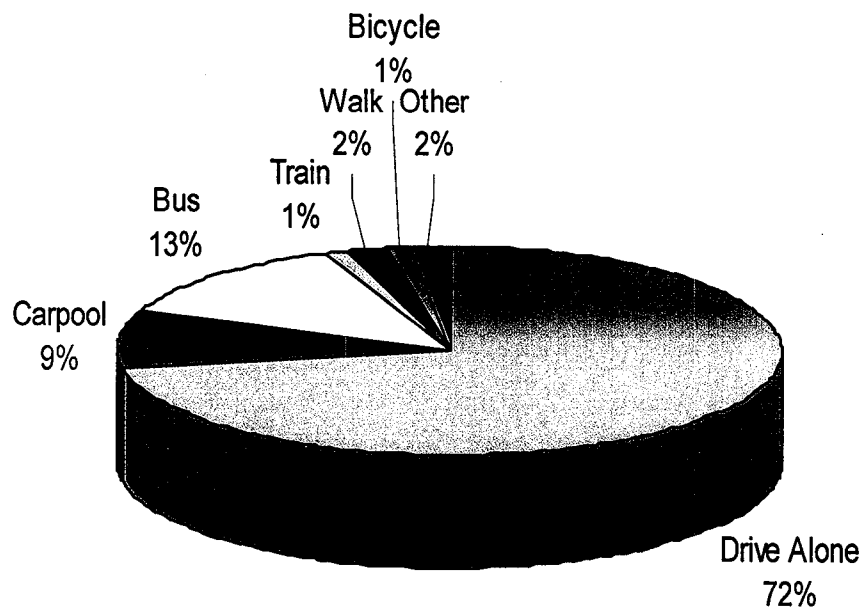


Source: FY 2002 General Public  
Survey (Weighted)

Most people feel MTA is improving.

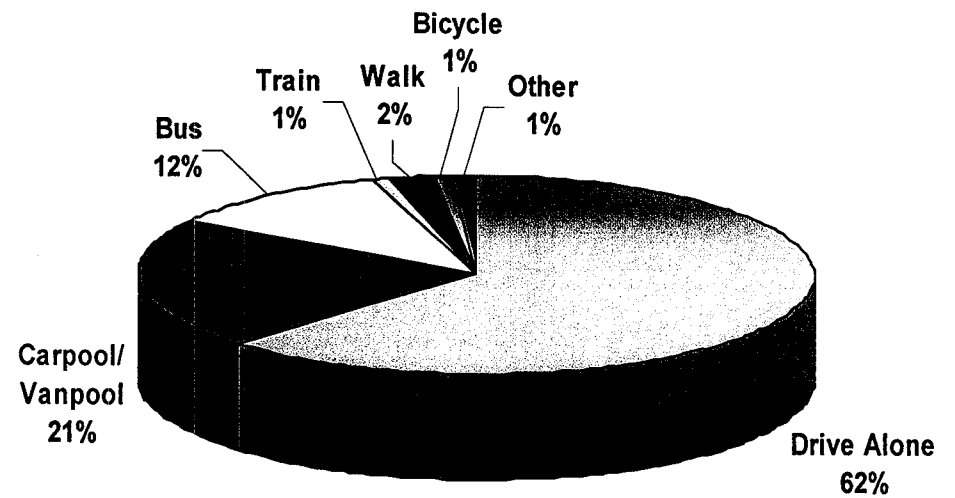
# Usual Travel Mode

## Primary Commute Mode for Work



Source: FY 2002 General Public Survey (Weighted)

## Primary Commute Mode for Non-Work

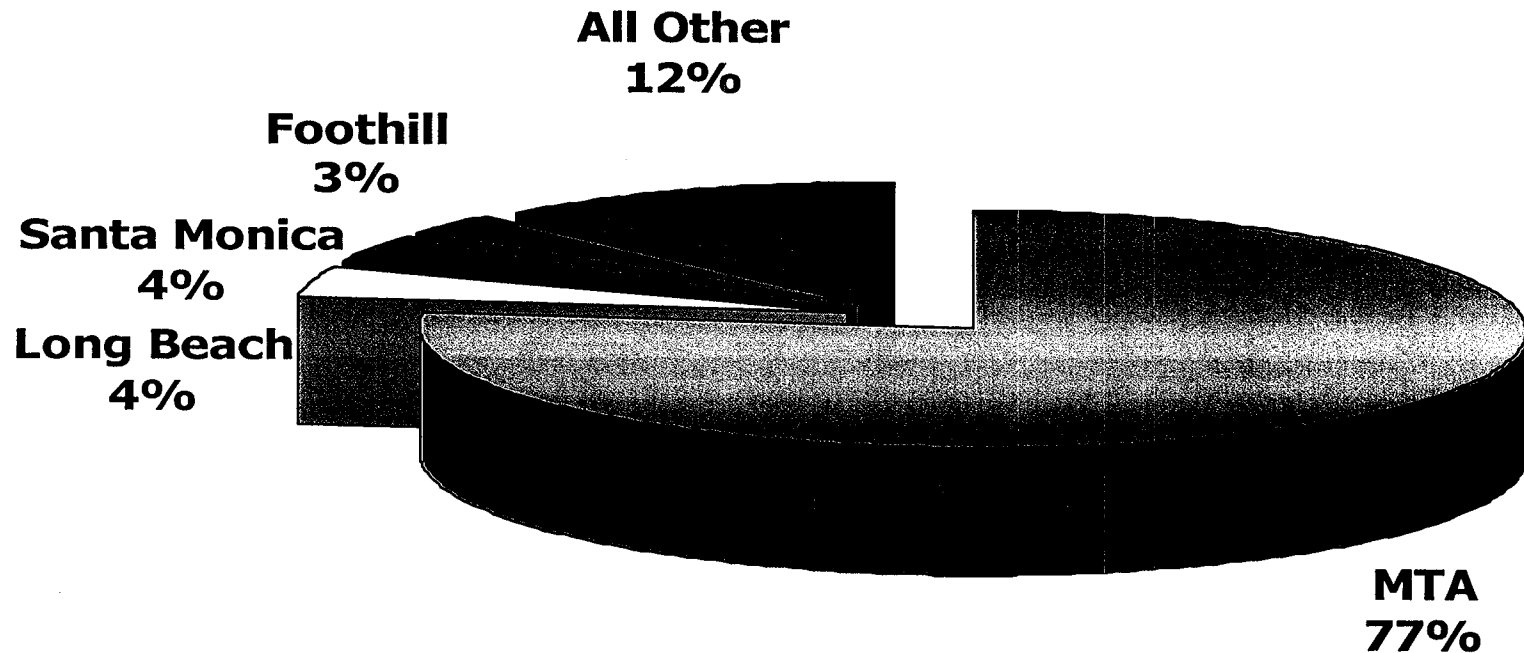


Source: FY 2002 General Public Survey (Weighted)

Sharing cars is more common for non-work trips than for commuting to work.

# Transit Agency Patronage

(Among those boarding a bus in the last year)

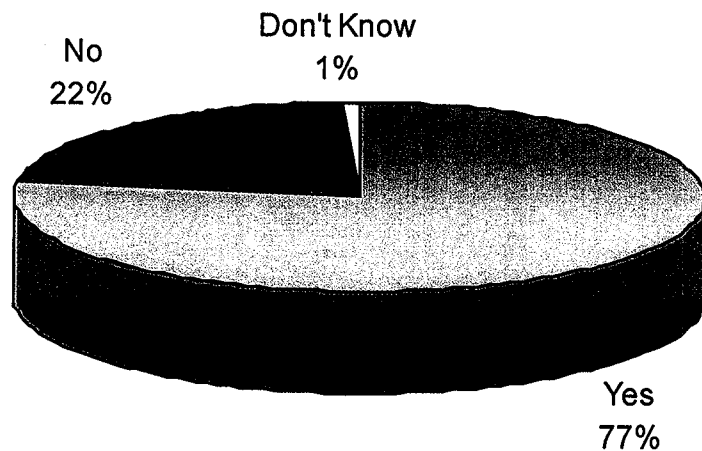


Most people use MTA when they travel by bus.

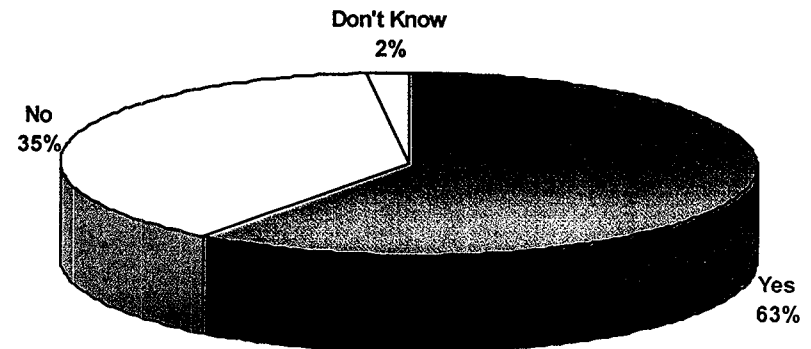


# Can You Take Public Transit for Work Trips?

People Who Rode Transit in Last Year



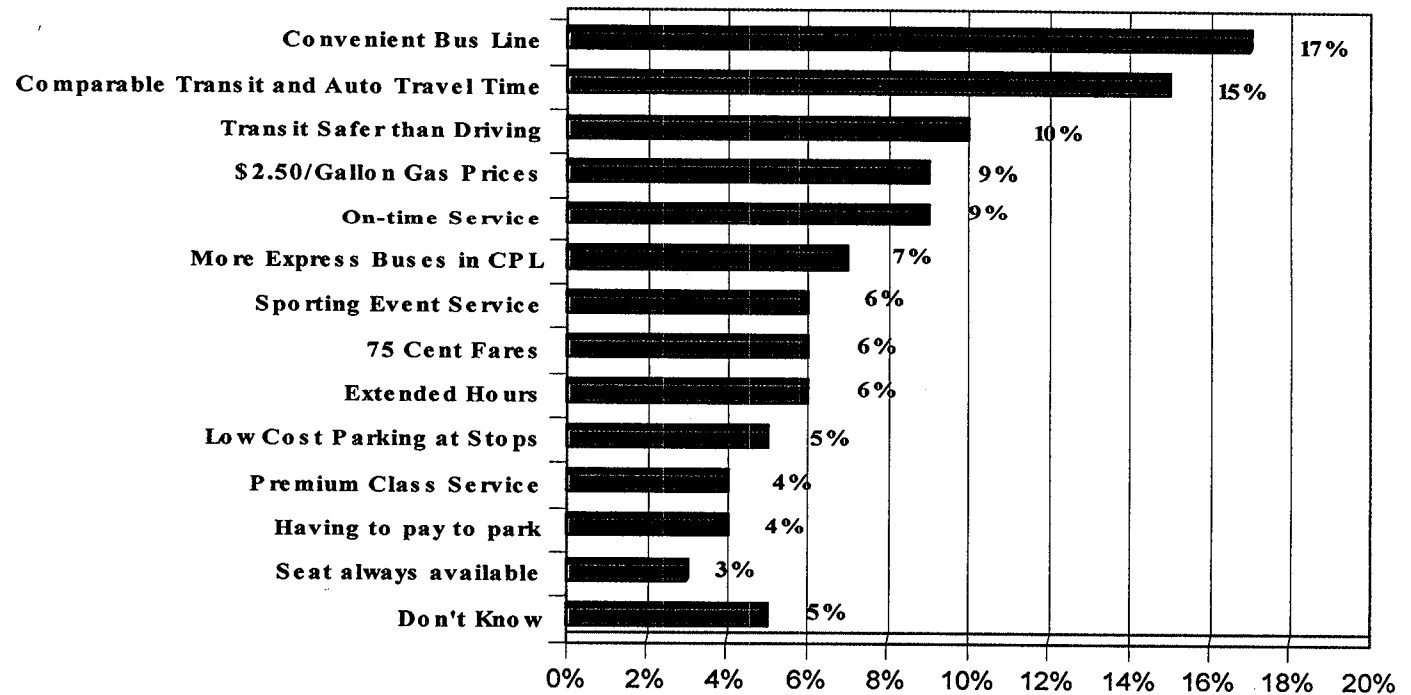
All People Surveyed



Source: FY 2002 General Public Survey

Among "All People Surveyed", the percent who said they can travel by transit to work declined from 70% in 1997 to 63% in 2002.

# Most Important Factor to Increase Transit Ridership



Source: FY 2002 General Public Survey (Weighted)

Route placement and Speed are the improvements most likely to attract drivers to transit.



# Awareness of MTA Programs

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## Top 7 Choices:

- Operates most of bus service in LA County 71%
- Operates Red, Green & Blue Lines 68%
- Funds Projects to Reduce Congestion 43%
- Biggest County Contributor to MetroLink 43%
- Forecasts Traffic Levels for Future Funding 39%
- Provides Free Motorist Assistance 35%
- Manages Freeway Service Patrol 30%

Over 2/3 of the public know that MTA provides transit services; less than half know about other MTA functions.



# Awareness of MTA Programs (cont'd)

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## Last 6 Choices:

- Subsidizes Municipal Bus Service 28%
- Subsidizes Dial-A-Ride/Access Service 21%
- Funds Creation and Maintenance of HOV 21%
- Prioritizes and Funds Freeway Improvement 21%
- Funds Many Municipal Street Improvements 19%
- Funds Soundwalls on Freeways 19%

Very few (about 1/5) of the public knows about MTA's road and highway functions.



# Impact of Media on Perceptions of MTA

1 = "Strongly Disagree" and 5 = "Strongly Agree"

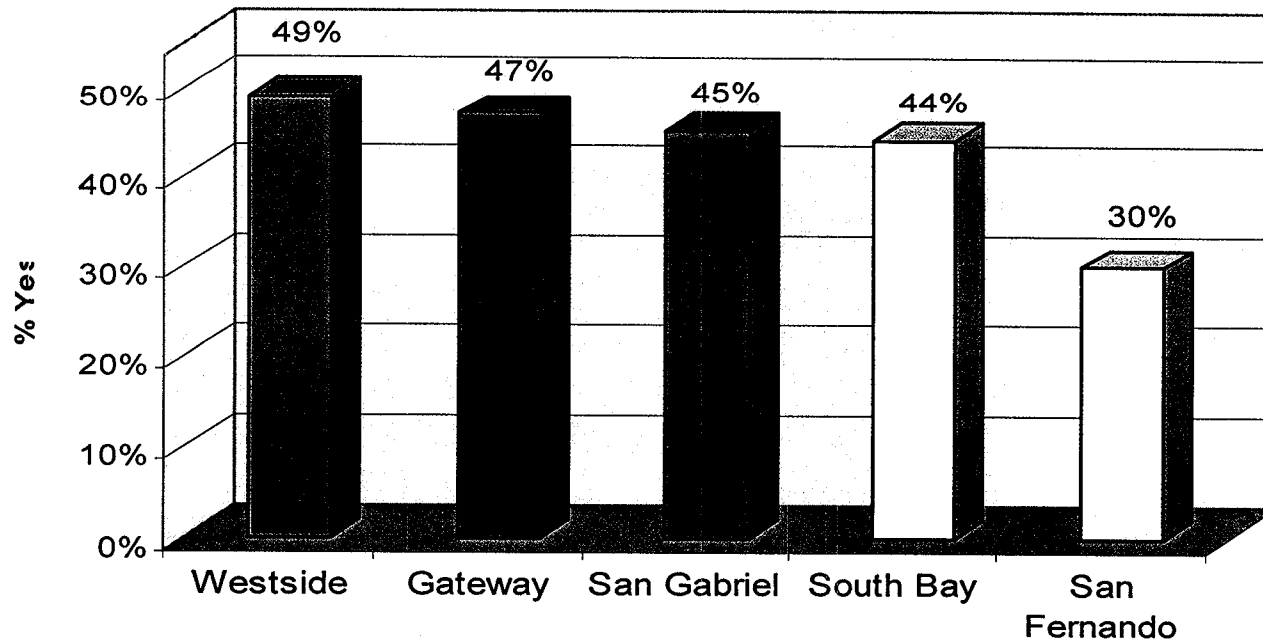
	Newspaper	Television	Other
MTA decision makers consider the need of Los Angeles County Residents	3.22	3.39	3.21
MTA has cost-conscious management	2.85	3.27	2.73
MTA manages a geographically large and complex transportation system	3.43	3.64	3.45
MTA employees care about providing quality service	3.38	3.45	3.34

People who use TV as their primary information source have a higher opinion of MTA than newspaper readers.

Source: FY 2002 General Public Survey (Weighted)

# Transit Usage by Service Sector

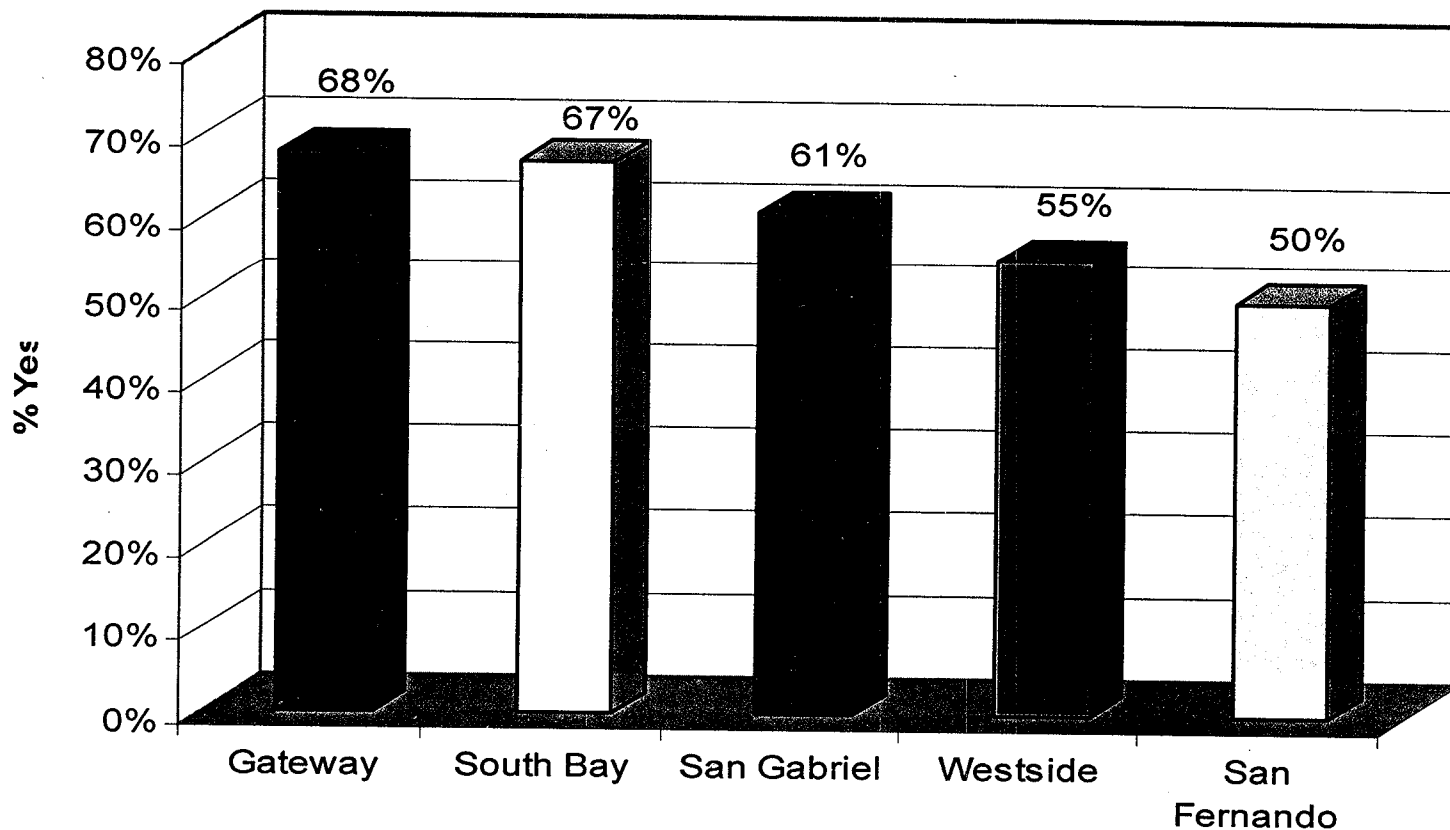
## Used a bus in LA County in last year?



Source: FY 2002 General Public Survey (Weighted)

San Fernando Valley residents are less likely to use transit; those who do are more likely to use it entirely within the Valley.

# Perceived Access to Transit for Work by Service Sector

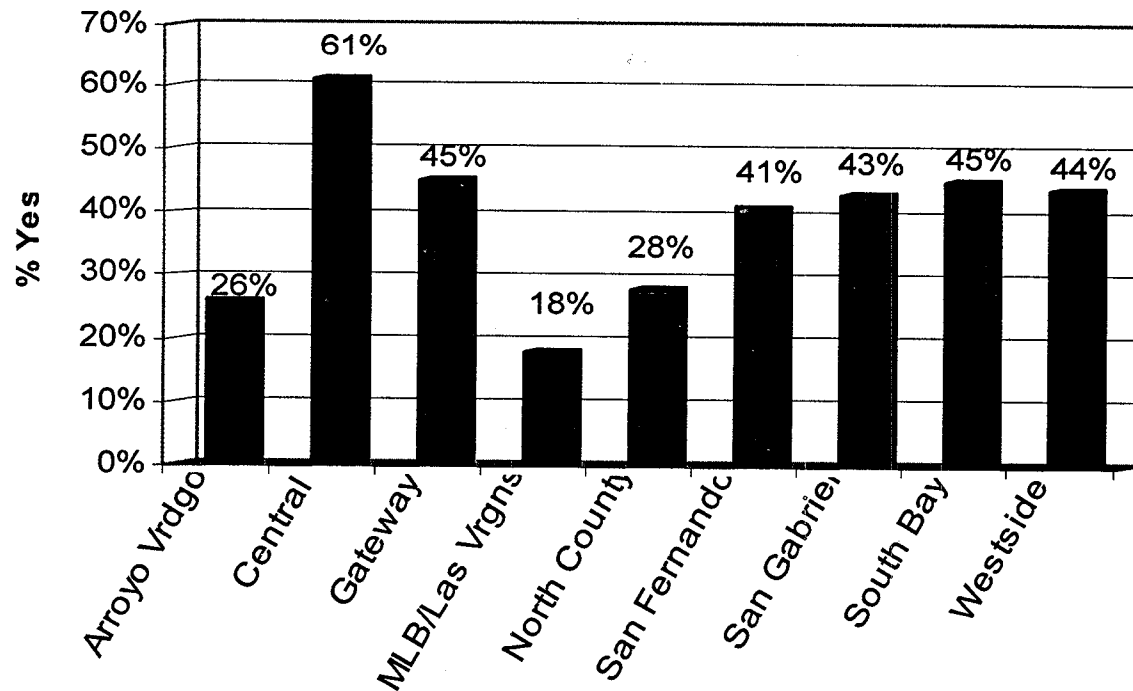


Source: FY 2002 General Public Survey (Weighted)

Perception that transit is a commute alternative varies by Service Sector.

# Transit Usage by Sub-Region

Used a bus in LA County in last year?



Most Central Area residents have used transit in the past year; less than a fifth of Malibu residents have done so.