



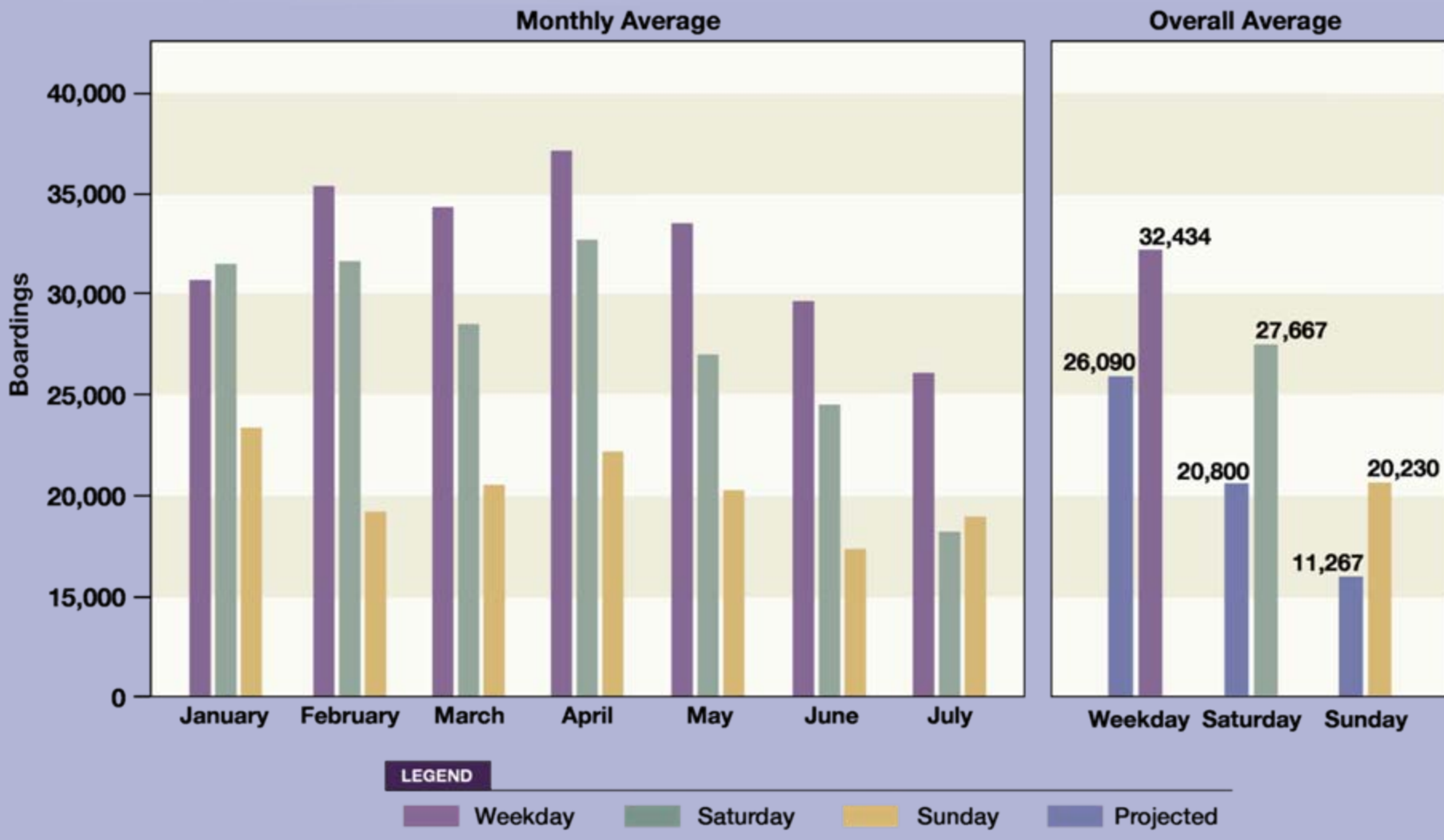
METRO Passenger Intercept Survey Results





METRO Average Daily Boardings

January - July, 2009





Intercept Survey Methodology

- Conducted April 18 – 24, 2009
 - Saturday, Monday, Wednesday, Friday
- 5 Teams of 2 surveyors each
- 2 round trips each
- Intercept every third person
- Statistics
 - 3,144 valid weekday and Saturday surveys
 - 95% confidence
 - 1.96% margin of error



Intercept Survey Intent

- Desire to understand the following:
 - Who is using LRT
 - Trip purpose
 - Access mode to LRT (e.g. walk, bus, car)
 - Frequency of bus use prior to LRT
 - Auto availability
 - Time of day of LRT use



Trip Purpose

Trip Purpose	%
Home To/From Other (shopping, recreation, K-12, airport, personal, special events)	39%
Home To/From Work	27%
Other (shopping, recreation, K-12, airport, personal, special events) To/From Other (shopping, recreation, K-12, airport, personal, special events)	14%
Home To/From University/ASU	12%
Work To/From Work or Other (shopping, recreation, K-12, airport, personal, special events)	8%



Trip Mode of Access

Trip Mode of Access	%
Walk, Bike, Skate	45%
Drive	29%
Bus	26%



Prior Use of Transit

Use of Transit	%
Weekly	40%
Did not use public transit	35%
Occasionally, but not monthly	10%
Once per month, but not weekly	7%
Did not live in Phoenix area	7%
Did not respond	1%



Auto Availability

# of Automobiles Available	%
None	32%
1	34%
2+	34%

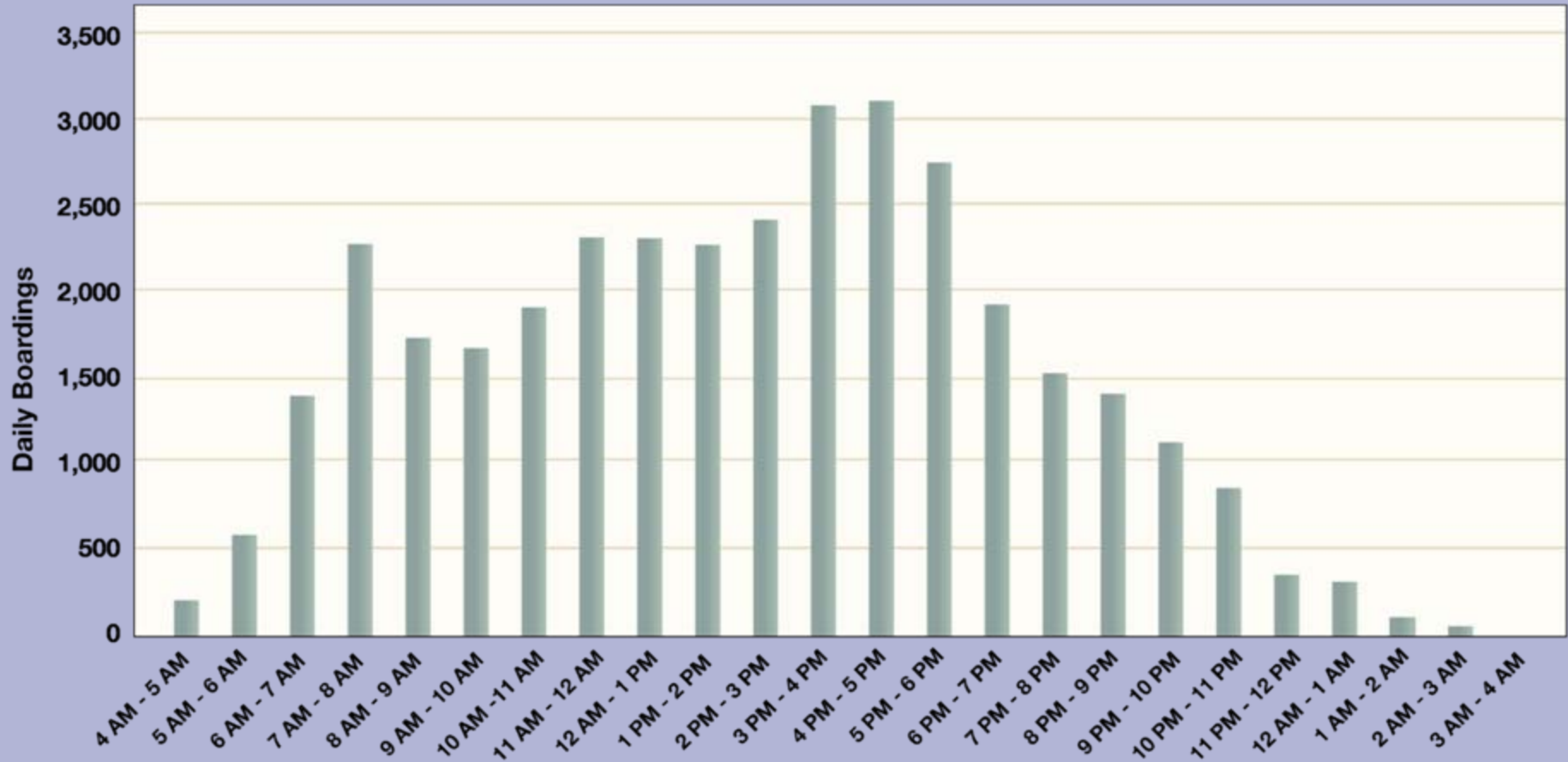


Time of Day

Time of Day Usage	%
AM Peak	16%
Midday	35%
PM Peak	33%
Evening	16%



Average Hourly Boardings (Weekday)¹



¹ Average hourly boardings (weekday) are from February – April 2009.



Summary of Results

- 35% of those surveyed never used transit the year before
- 45% of those surveyed walked to a METRO station
- 40% of those surveyed utilize METRO to/from home for needs other than work
- 68% of those surveyed had at least 1 car available for their trip
- 49% of those surveyed used METRO after 4 pm compared to 23% of bus riders¹

¹Source: 2007 System-wide On-board survey



Next Steps

- Use results to modify regional travel forecasting model assumptions
- Perform full transit on-board survey at the end of 2010 as part of FFGA requirement



METRO