

Overview

Nelson\Nygaard, working in conjunction with staff from the Ontario County Planning and Transportation Departments, collected data and surveys from existing riders of the CATS fixed-route bus service. The passenger survey was designed to collect information on passenger travel patterns, perception of the existing service and preferences for service expansion. Key findings include:

- Most riders use CATS for travel to, from, and within the Cities of Canandaigua and Geneva. These two cities also have the most service.
- Most riders walk to and from the bus, with most passengers saying they spend 10 minutes or less getting to and from the bus stop.
- Passengers primarily use CATS to get travel to and from work, personal errands, shopping and school.
- The most frequent destinations were Main Street (Canandaigua), Walmart (Canandaigua and Geneva), Finger Lakes Community College and Wegman's in Canandaigua.
- Passengers are satisfied with the CATS service. They feel fares are reasonable, but would like to see the bus run more often.
- Improvement priorities include evening and weekend service and improved information systems.
- Service expansion priorities include Rochester and direct service between Geneva and Eastview Mall.

Survey Administration

Passengers were surveyed on all CATS routes, with staff assigned to hand out surveys on routes with the highest ridership (Routes 1, 2A, 2B and 3/7). On routes with lower ridership (Routes 4, 5 and 6), surveys were distributed and collected by the bus drivers.

CATS routes with surveyors on-board also counted passenger boardings (getting on the bus) and alightings (getting off the bus) by route segment as well as checked running times against the published schedules. This technical memo reports on the results of the passenger surveys only. Results of the on/off counts and run time analysis are incorporated into the route profiles, submitted to Ontario County as a separate document. Results from all of the data collection will be incorporated throughout the evaluation and analysis of the fixed route system.

Data was collected on Tuesday, April 28 and Wednesday, April 29, with surveys distributed in the morning of one day and afternoon of the next; this approach ensured all trips were surveyed and offered the best chance to reach passengers with varying travel patterns. Passengers were only asked to completed a single survey, if they transferred or rode round-trip, they were not recruited to complete a survey. In general, surveyors found passengers willing to participate in the survey and in most cases, nearly every passenger who boarded the service completed a survey. In total, 275 completed surveys were collected over the two day period. The survey responses are summarized and categorized by route in Figure 1.

Figure 1: Total Survey Responses by Route

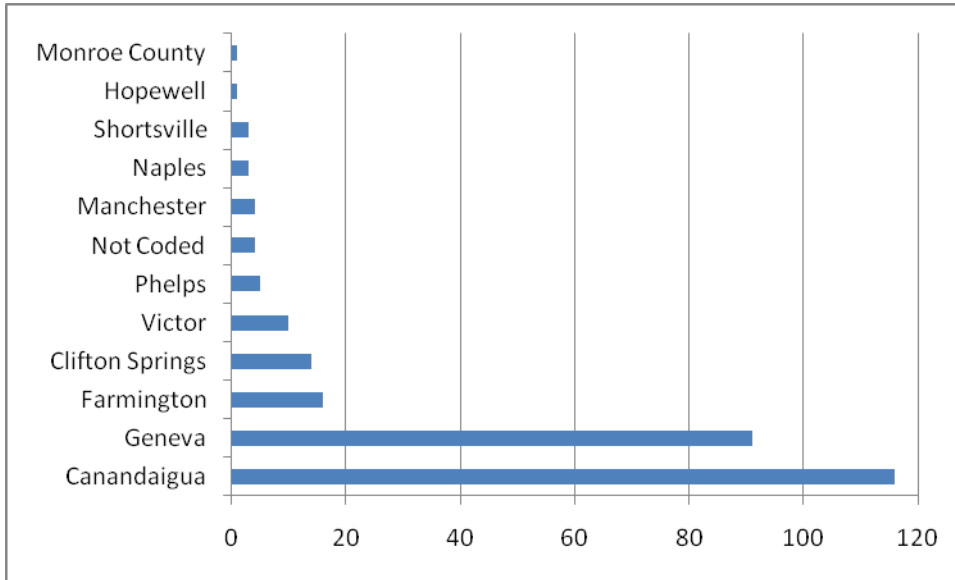
Route	Responses	Percent of Sample
1	72	26%
5	46	17%
2B	44	16%
4	38	14%
3	37	14%
2A	31	11%
6	5	2%
Not coded	2	1%
Total	275	100%

Source: Nelson\Nygaard Consulting Associates

Trip Origins and Destinations

Trip origins and destinations are influenced by a variety of factors, including service design and ridership. The survey data shows that the vast majority of trips originate or end in either the City of Canandaigua or Geneva (see Figure 2 and 3). Combined, these two communities account for three-quarters of all trip ends.

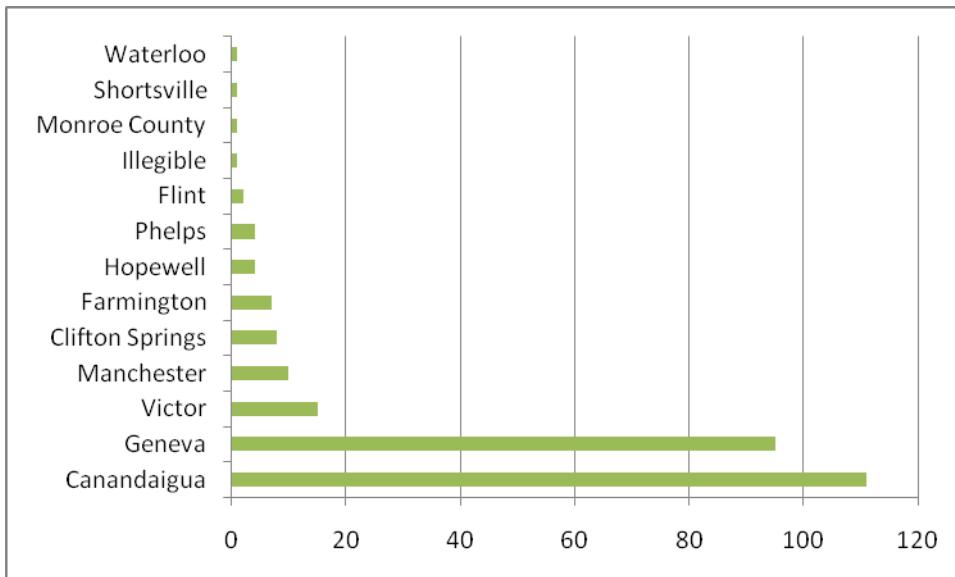
Figure 2: Trip Origin*



Source: Nelson\Nygaard Consulting Associates

Note: * Towns and cities in Ontario County, except for Monroe County

Figure 3: Trip Destination*



Source: Nelson\Nygaard Consulting Associates

Note: * Towns and cities in Ontario County, except for Monroe County

Likewise, among those who responded to the question, 77 percent of all travelers listed their trip origin as either Canandaigua or Geneva. Among these travelers, most were traveling within the city boundaries traveling on one of the three city routes 1, 2A, or 2B (see Figure 4).

Figure 4: Travel from Canandaigua & Geneva

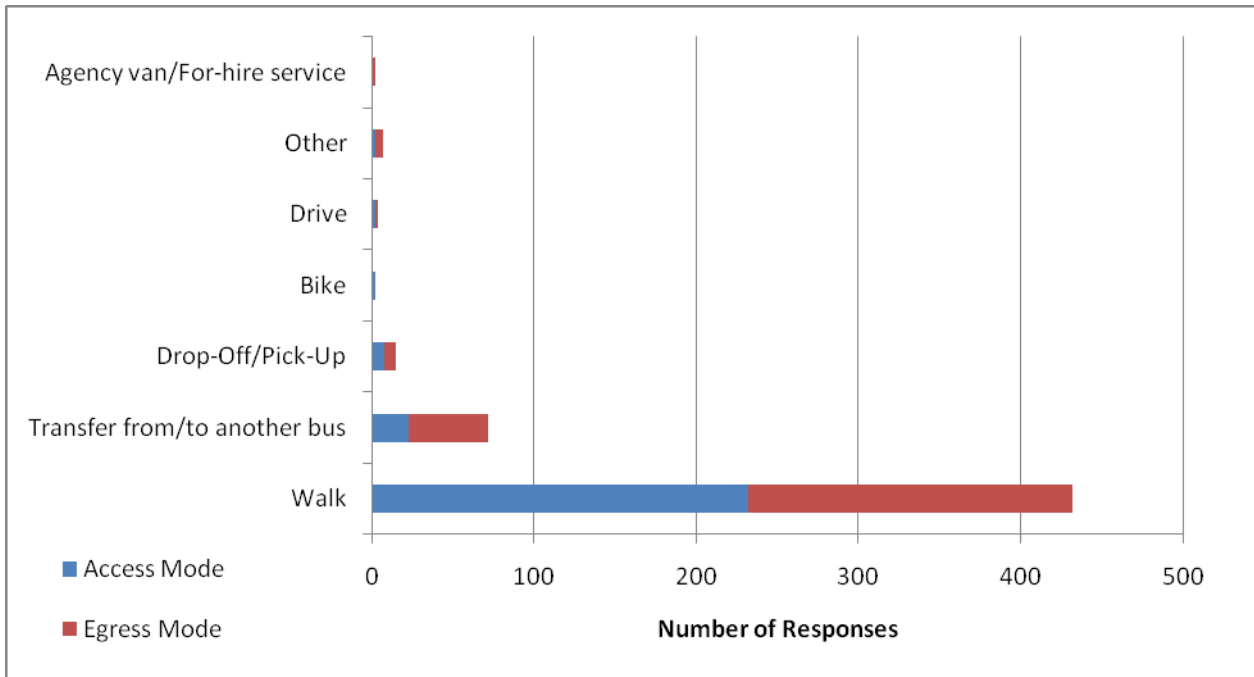
Origin	Destination	Number	Percent
Canandaigua	Canandaigua	72	62%
	Geneva	17	15%
	Not Coded	6	5%
	Manchester	5	4%
	Clifton Springs	5	4%
	Farmington	4	3%
	Hopewell	3	3%
	Phelps	1	1%
	Shortsville	1	1%
	Veteran's Administration Hospital	1	1%
	Victor	1	1%
Total		116	100%
Origin	Destination	Number	Percent
Geneva	Geneva	70	77%
	Canandaigua	10	11%
	Not Coded	6	7%
	Flint	1	1%
	Clifton Springs	1	1%
	Hopewell	1	1%
	Phelps	1	1%
	Waterloo	1	1%
Total		91	100%

Source: Nelson\Nygaard Consulting Associates

Travel to and from the Bus Service

Survey results show that nearly everyone walks to and from the bus (see Figure 5). Of respondents who estimated their walk time, 90 percent reported walking 10-minutes or less to/from their origin/destination and the bus stop. CATS buses are not equipped with bike racks, therefore, passengers who bike to the bus, must leave their bikes at the bus stop.

Figure 5: Mode of Access (Travel to the Bus) and Egress (Travel from the Bus)

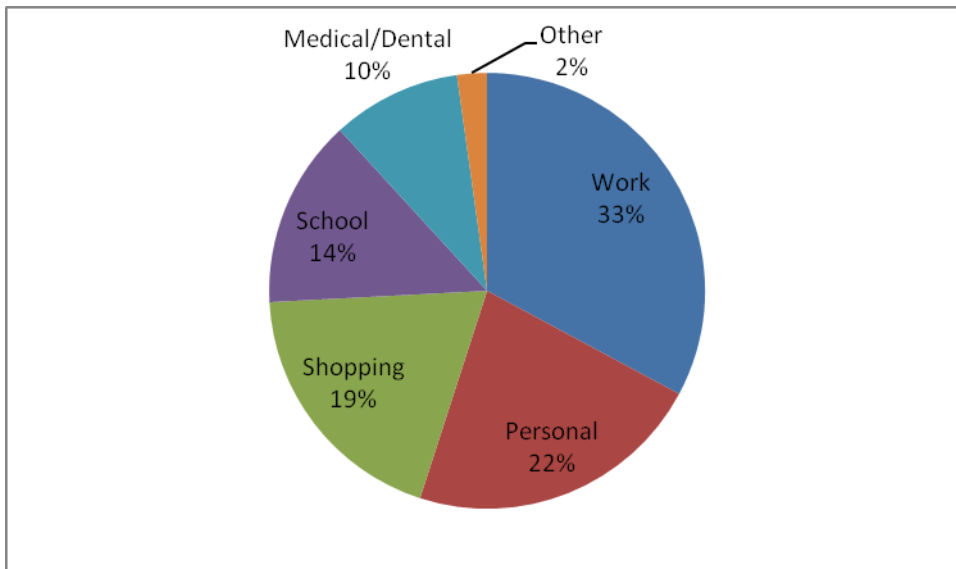


Source: Nelson\Nygaard Consulting Associates

Reason for Travel and Common Destinations

In terms of trip purpose, one-third of respondents reported riding CATS to or from work. The next most common trip purpose was personal business (22%), followed by shopping (19%). Another, 14% of the surveyed passengers reported traveling to/from school; among these passengers, the majority (68%), said they were traveling to Finger Lakes Community College (FLCC) (see Figure 6). Data on trip purpose is consistent with the specific trip destinations cited by passengers. As shown in Figure 7, Main Street (Canandaigua) was the most common place for passengers to begin and end their journeys. This reflects the fact that each of the eight routes in the system use this stop, therefore it is an important destination to get on/off the bus as well as transfer between services. Walmart stores, both in Canandaigua and Geneva, are also common destinations for passengers. Other important locations include FLCC, the Eastview Mall in Victor and 10 Goodman Street in Geneva.

Figure 6: Trip Purpose



Source: Nelson\Nygaard Consulting Associates

Figure 7: Top Destinations

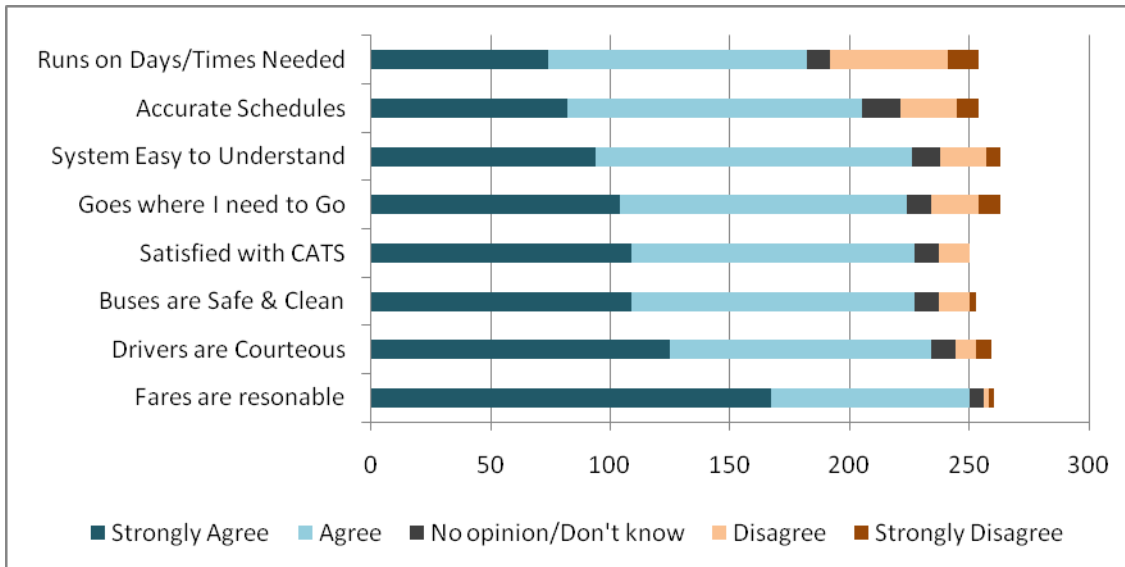
Common Origin or Destination	Municipality	Trips
Main St.	Canandaigua	25
Walmart	Canandaigua	13
	Geneva	7
FLCC	Canandaigua	15
Wegman's	Canandaigua	4
	Geneva	8
10 Goodman	Geneva	11
Eastview Mall	Victor	11
VA	Canandaigua	9
Tops	Canandaigua	7
	Geneva	2

Source: Nelson\Nygaard Consulting Associates

Traveler Experience, Preferences and Priorities

To gauge passenger satisfaction with existing CATS service, the survey included questions which asked respondents to agree or disagree with statements about CATS service. As shown in Figure 8, responses show passengers are generally satisfied with the service. CATS scored highest with respect to the reasonableness of fares and driver friendliness/helpfulness. It also scored high on questions regarding the system’s ease of use, taking passengers where they need go and general perception of the system. The service ranked lower, however, with regard to “CATS runs on days and times needed”; this statement had more passengers disagreeing with it as compared with other statements.

Figure 8: Customer Satisfaction

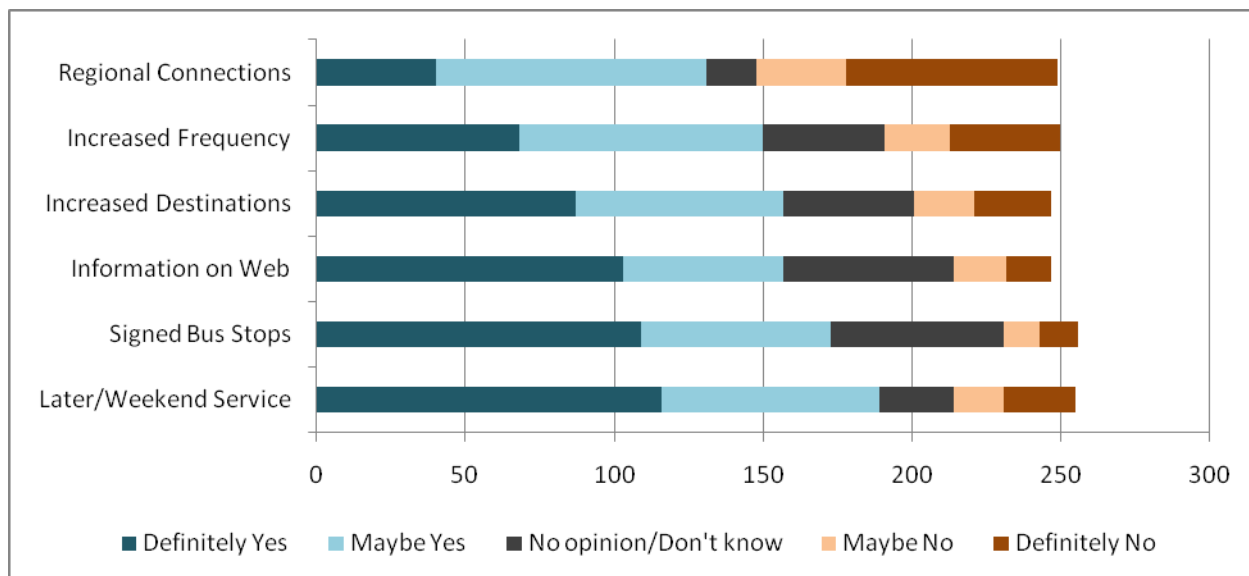


Source: Nelson\Nygaard Consulting Associates

Priorities for Service Improvements

Passengers were also asked to rank their interest in service improvement, expansions and amenities. Several questions asked passengers if they were willing to pay a higher fare for specific service improvements such as increased frequency, service span and coverage. Responses indicate a preference for service later at night and on the weekend as important to riders, even if it meant higher fares. Improved information systems also scored high among passengers, including expanded bus stop signage and web-based information. Connections to Rochester and Monroe, on the other hand, ranked lowest (see Figure 9).

Figure 9: Potential Improvements



Source: Nelson\Nygaard Consulting Associates

Results from Open Ended Questions – Where Should the Bus Go

The final question on the survey, asked people to identify a place not currently served by CATS that they would like service. Rochester was the most common response, although this answer is not consistent with the previous question, which ranked regional connections lower. Several people also requested direct service between Geneva and Eastview Mall.

Other passengers requested that CATS to reach into neighboring counties to destinations like Seneca Foods and the outlet mall in Seneca County. Wayne County, Newark, NY, Macedon, Fairport, and Border City represent a partial listing of destinations identified. Several people also used this space to request evening and weekend service.

Passengers also wrote in comments on the back of surveys. The majority of these comments supported service expansion into the evening and on weekends. A few comments also suggested the schedules were not accurate.

