

Piedmont Authority for Regional Transportation

Buddy Ride Program Bi-Annual Survey

Assessment of Proven New Commuters

Survey Administered by: Ray Coble, Buddy Ride Coordinator



October 26, 2009

Overview

- ❑ Objectives
- ❑ Methodology
- ❑ Findings
- ❑ Recommendations

Objectives

- ❑ The primary objective of this survey is to determine if respondents who have been introduced to the PART bus for the first time through the Buddy Ride Program continue to use alternative forms of transportation

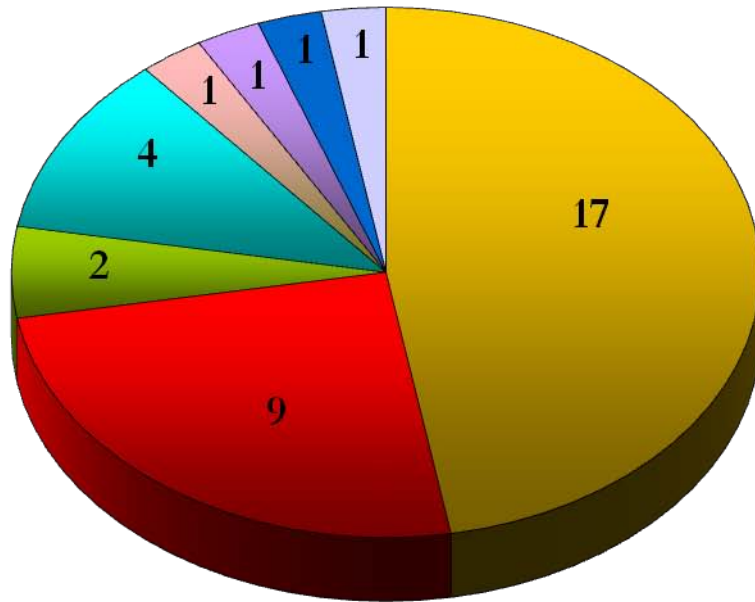
- ❑ The secondary objectives are to determine:
 - Opportunities to increase the ongoing use of alternative forms of transportation
 - The preferred mode of alternative transportation used by survey respondents
 - Demographic information for survey respondents

Methodology

- ❑ The Buddy Ride Coordinator attempted to contact 51 Buddy Ride Program Participants via telephone
- ❑ 36 phone surveys were conducted which yielded a contact rate of 70.5%
- ❑ Surveys targeted individuals who had participated in the Buddy Ride Program three to six months ago.
- ❑ The phone survey consisted of 5 Questions:
 - Open ended
 - Multiple Choice
- ❑ The phone survey results were combined with information that was obtained during the initial Buddy Ride such as:
 - Demographics
 - Prior Transit Patterns
 - Reason for utilizing PART services

Findings

Respondents Place of Residence



■ Greensboro

■ High Point

■ Asheboro

■ Winston-Salem

■ Trinity

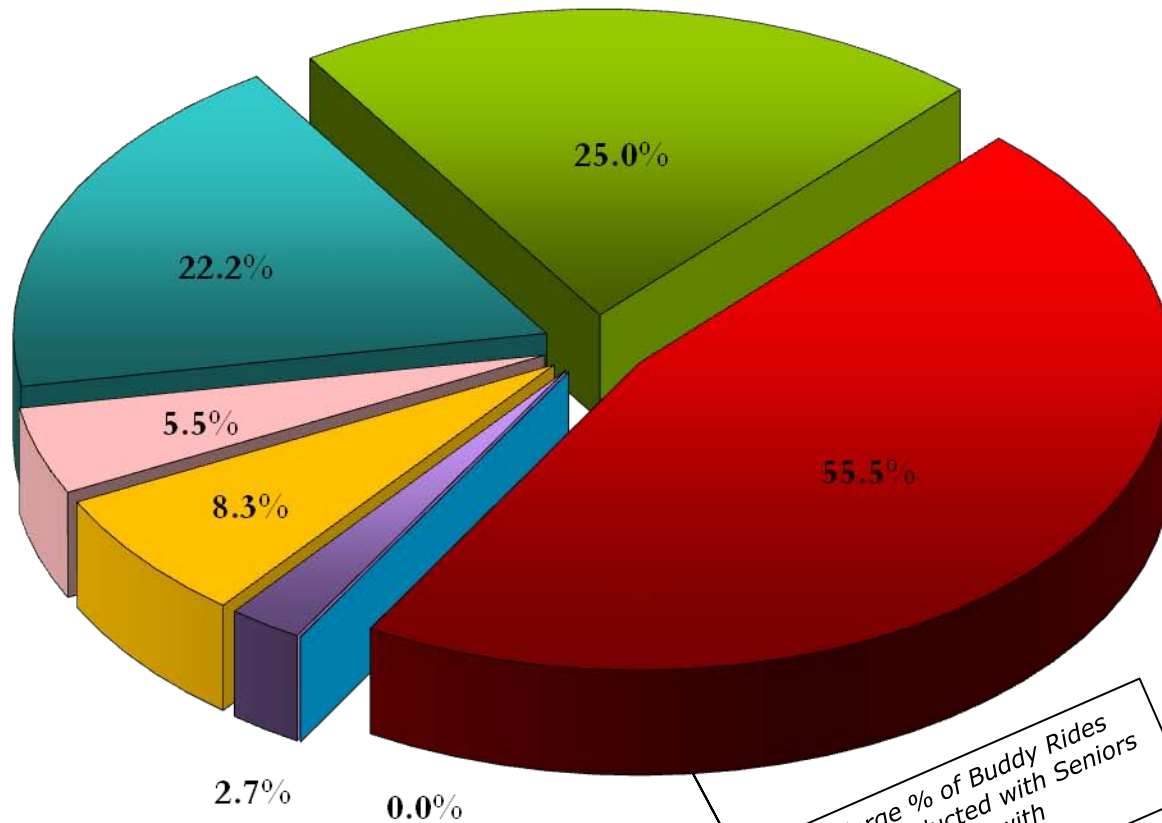
■ Archdale

■ Burlington

■ Randleman

Findings

Prior to the Buddy Ride, the following statement best described my transit habits...

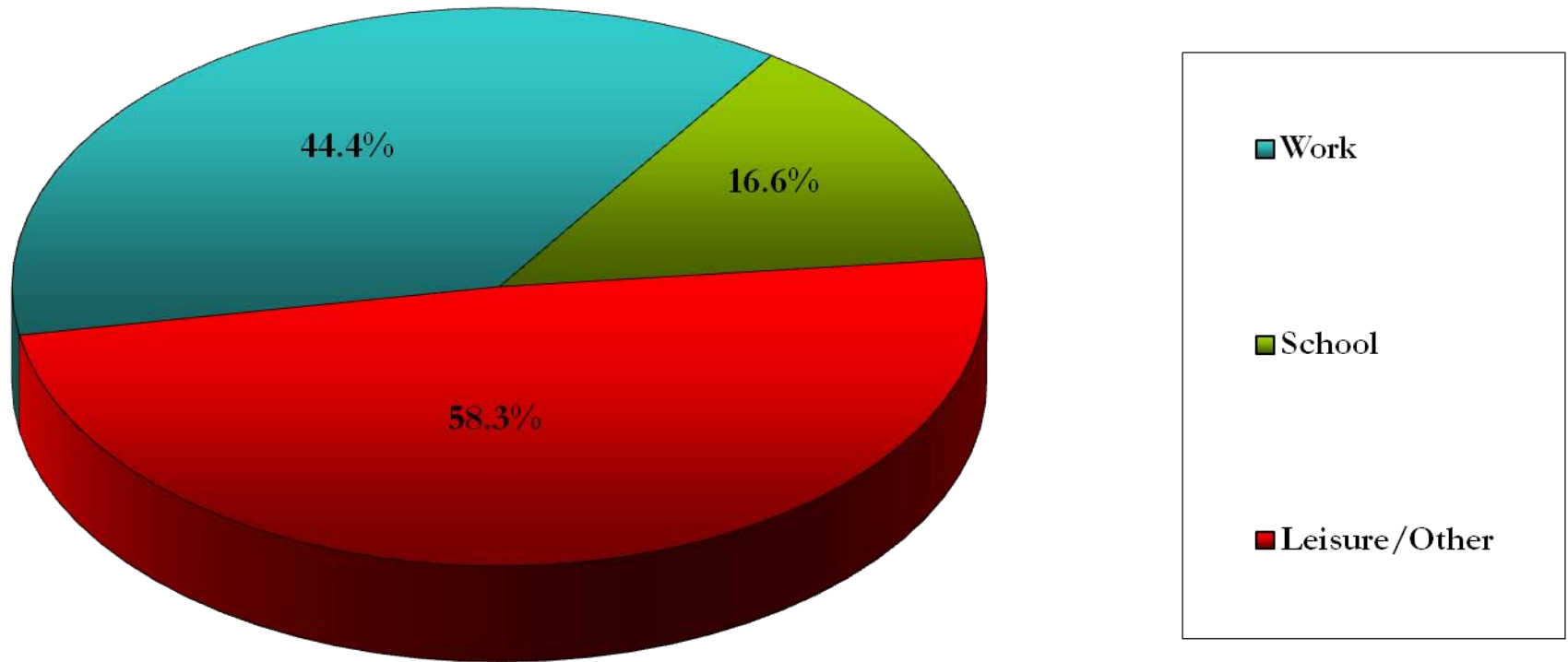


- I have never ridden any form of public transit
- I currently drive alone to work and/or school 3 or more times per week
- I do not drive
- I currently participate in a vanpool
- I currently participate in a carpool
- I currently bike, walk or run as my primary mode of transportation
- Other

A large % of Buddy Rides are conducted with Seniors & Individuals with disabilities

Findings

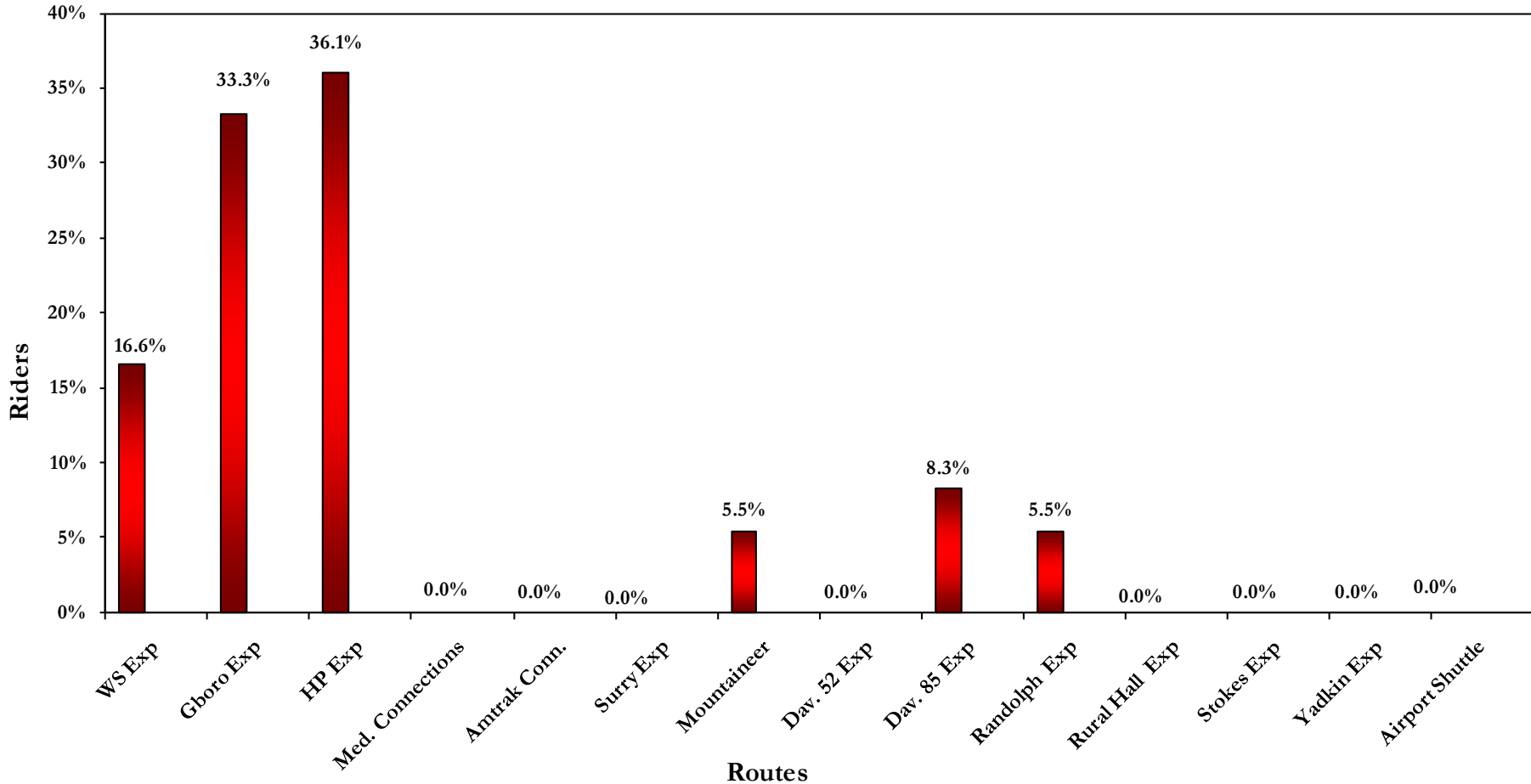
At the time of the Buddy Ride, I was interested in riding PART for...



** Respondents who indicated Work or School as their primary interest for riding PART also indicated that they traveled an average of 26 Daily Roundtrip miles*

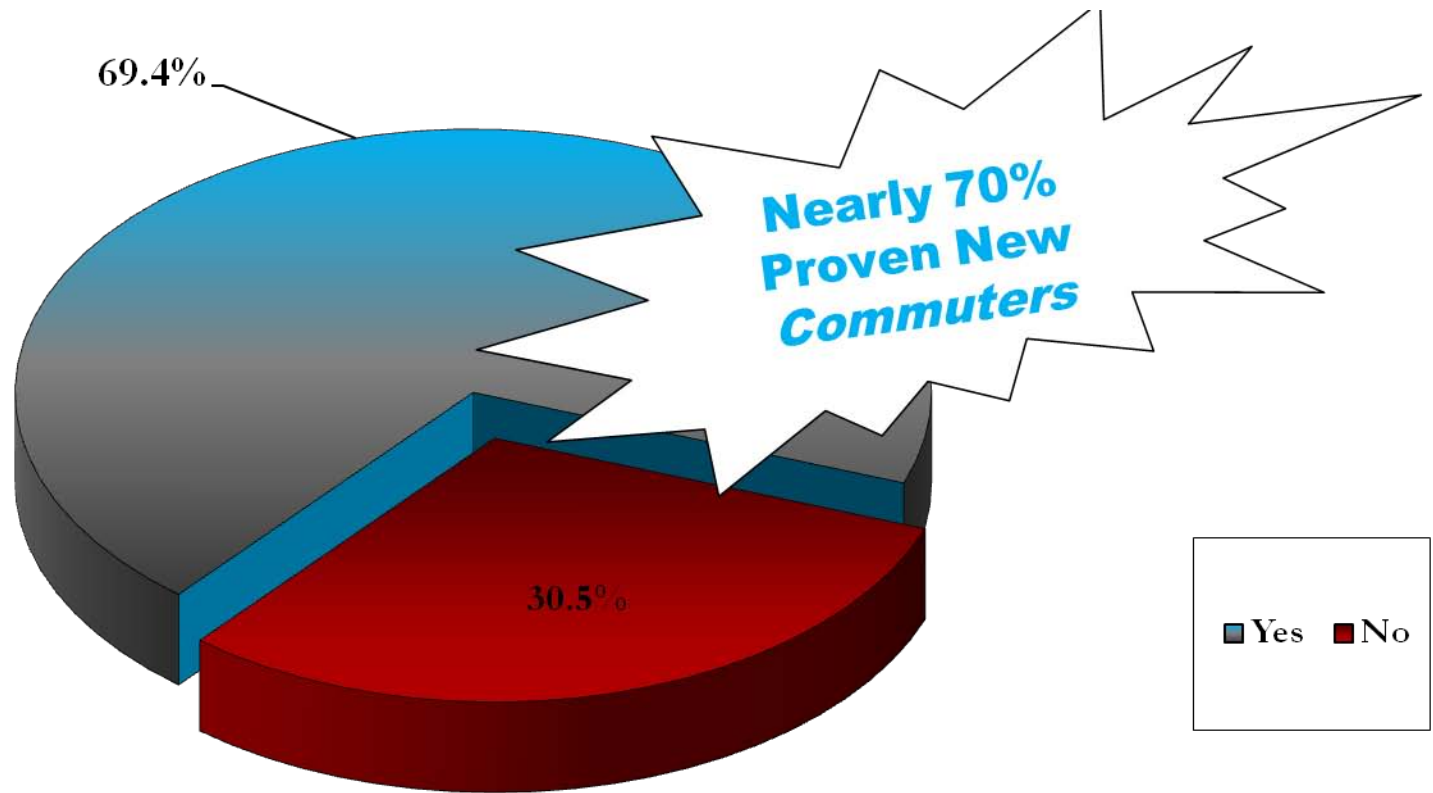
Findings

Which bus route was used during the Buddy Ride?



Findings

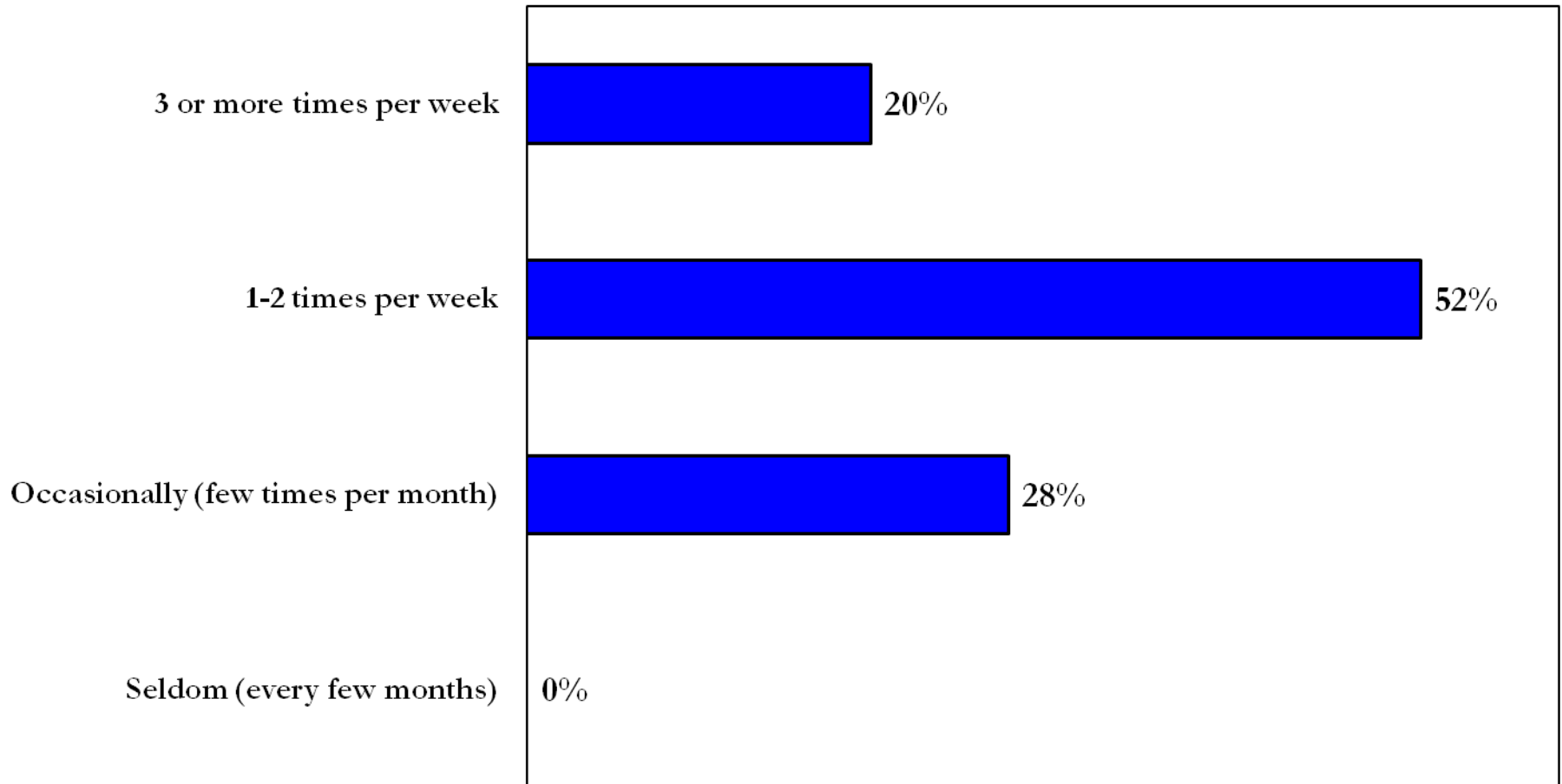
Now that you have had a Buddy Ride, are you still using an alternative mode of transportation?



* 96% of those who responded "YES" have continued to use the bus as their alternate mode of transportation

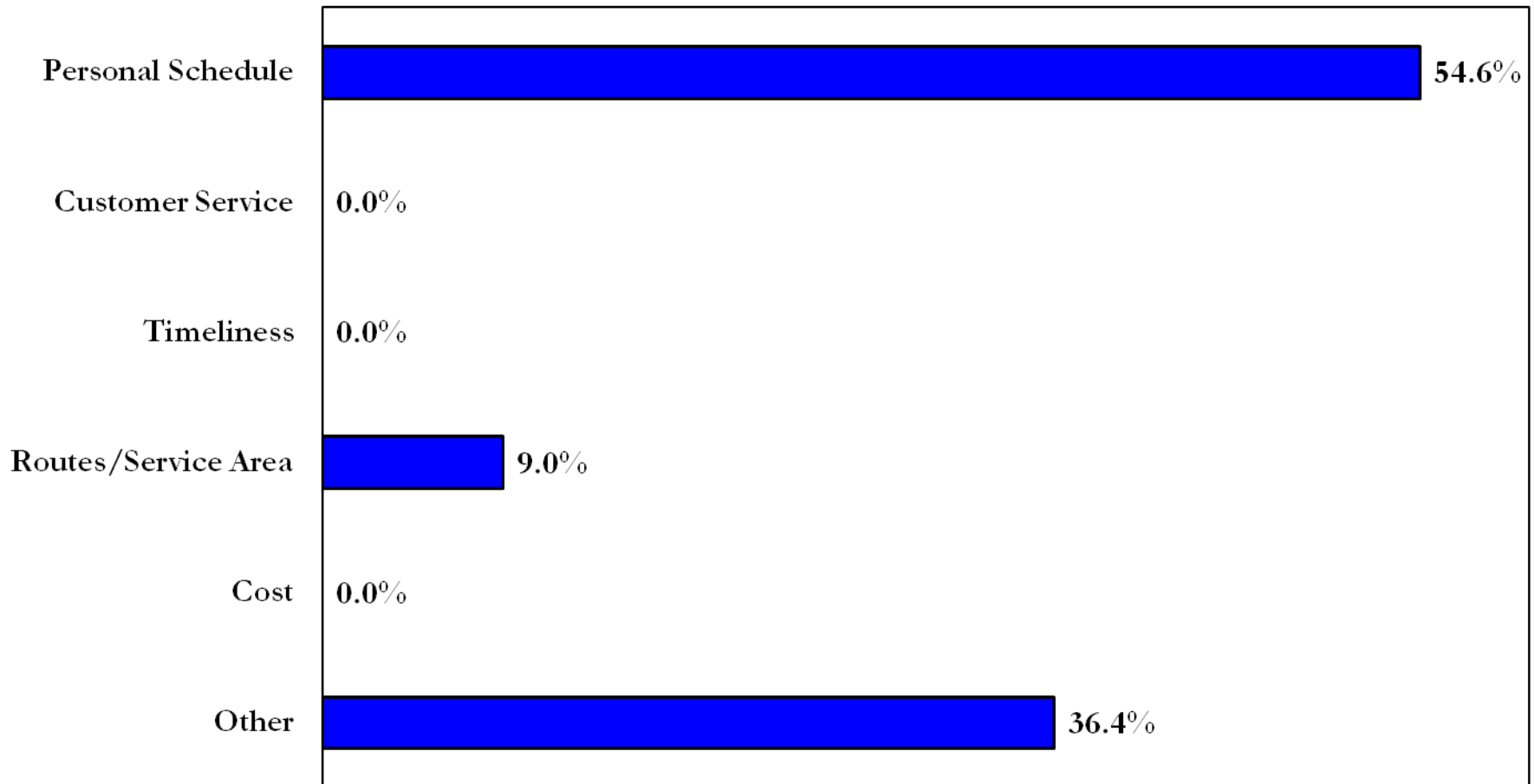
Findings

On average, how many times do you currently use alternative transportation?



Findings

Why haven't you continued to use alternative transportation?



** Most Respondents who selected "Other" indicated that they lost their job*

Recommendations

- ❑ Review survey responses and distribute feedback to appropriate departments
- ❑ Identify areas of improvement
- ❑ Use results to develop baseline for future surveys
- ❑ Publicize Results