

APPENDIX C: ONBOARD SURVEY RESULTS AND ANALYSIS

KART HANFORD ONBOARD SURVEY RESULTS AND ANALYSIS











KART HANFORD SURVEY RESULTS

Onboard passenger surveys were conducted in November 2021 on the KART services. Passenger surveys were available on all Hanford Routes for approximately two weeks, with survey staff providing in person support on randomly selected runs. The survey effort included KART Routes 1 through 9. The results of the survey effort are provided in this appendix, with highlights provided in the text of the KART Hanford Fixed Route Study.

The survey instruments consisted of a one-page questionnaire in English on one side and Spanish on the reverse side, printed on card stock. The surveys included a simple introduction, with 19 questions in multiple choice, short-answer, or comment format. The number of answers per question varies, as many respondents did not answer every question, while others provided multiple answers to the same questions. There were 7 respondents who were identified as having answered the survey multiple times. Obvious duplicates were not included in the results summary. All results in this appendix specify the number of respondents that answered each question.

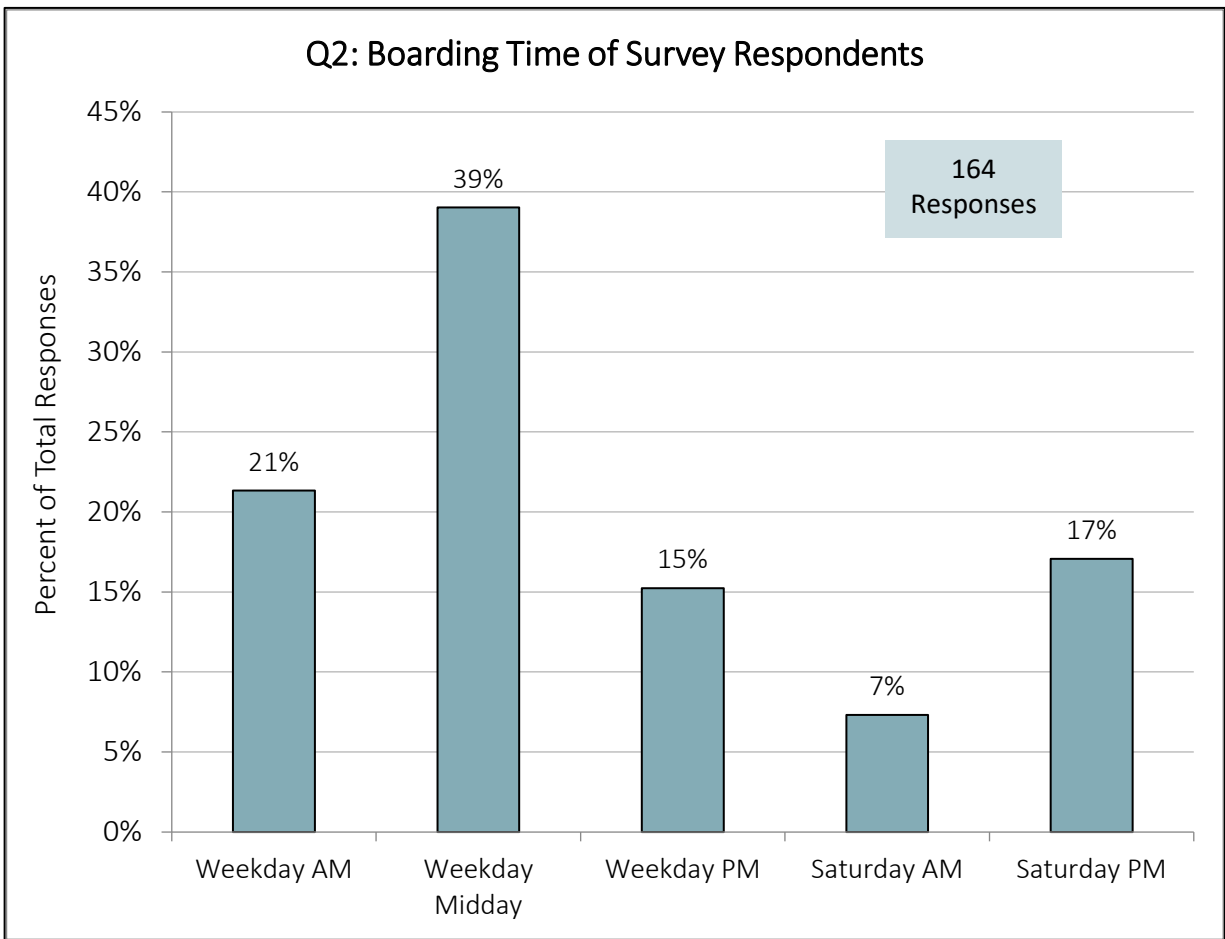
A total of 268 passengers participated in the survey. About 83 percent (223) completed the form in English, and 17 percent (46) in Spanish. Results by question are presented below.

Q1. Responses by route (268 responses): Surveys were available on all Hanford Fixed Routes. Route 6 had the highest response rate (57 responses, or 21 percent), with the lowest response rate on Route 3 (just 8 surveys, or 3 percent). Most of the respondents who chose “Other” listed multiple routes that they had recently ridden in the City of Hanford.

Route 1	8%		22
Route 2	15%		39
Route 3	3%		8
Route 4	9%		23
Route 5	10%		26
Route 6	21%		57
Route 7	12%		32
Route 8	9%		25
Route 9	10%		27
Other	3%		9
			268

Q2. Boarding Time (164 responses): Respondents were asked to record what time they had boarded the bus. Results are summarized by weekday morning (between beginning of service and 10 AM), midday (10 AM and 2 PM) and afternoon (after 2 PM until the end of the service day). Saturday results were summarized as either morning (before 12 PM) or afternoon (after 12 PM until closing). Passengers responded to the survey at a wide range of times, however most respondents completed the survey on a weekday,

with nearly 40 percent responding midday on a weekday. Just under one quarter of the respondents completed the survey on a Saturday.



Q3 & Q4. Boarding (239 responses) and exit locations (216 responses) from the bus: Passengers were asked to identify where they had boarded the bus, and where they would eventually disembark. Most respondents had boarded the bus at either the KART Transfer Center (44 percent) or some other local stop in Hanford (43 percent). Other locations where a significant

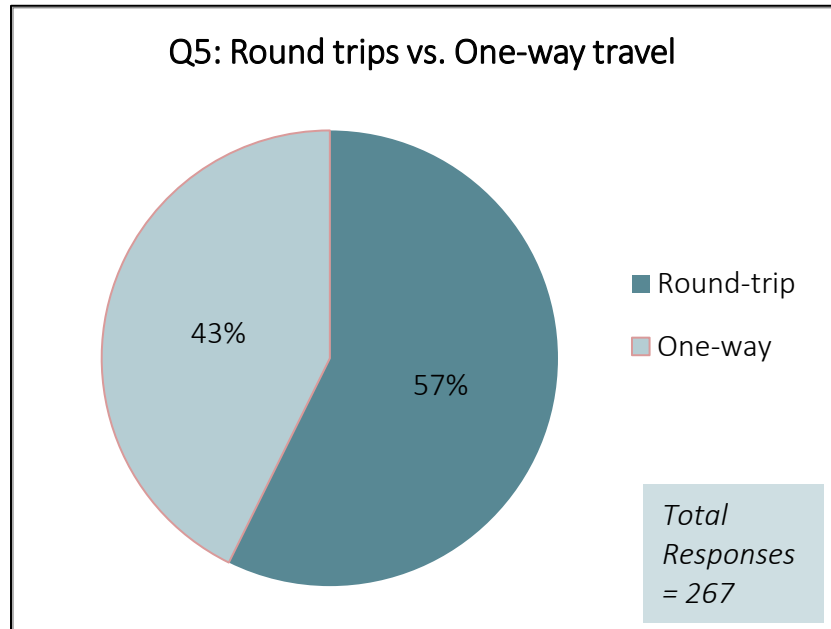
Boarding Locations	Responses
KART Transfer Center	44% 106
Other Hanford bus stop	43% 103
College of the Sequoias	2% 4
Walmart	6% 14
Lemoore	0% 1
No clear response	5% 11
Total Responses	239

Boarding Locations	Responses
KART Transfer Center	31% 67
Other Hanford bus stop	53% 115
Walmart	10% 21
College of the Sequoias	0% 1
No clear response	6% 12
Total Responses	216

number of passengers also boarded included Walmart (6 percent) and the College of the Sequoias (2 percent). Half of the respondents got off the bus at a local stop in Hanford, while another one third got off the bus at the KART Transfer Center (31 percent). Nearly 10 percent of respondents disembarked at Walmart.

Q5. Round trips vs. one-way travel (267 responses):

In order to better understand how rider's use KART, passengers were asked if they were using the bus for a round-trip or for travel one-way. While the majority were using KART to get both to and from their destination (57.3 percent), a substantial number were only riding the bus one-way (42.7 percent). While information on how one-way passengers

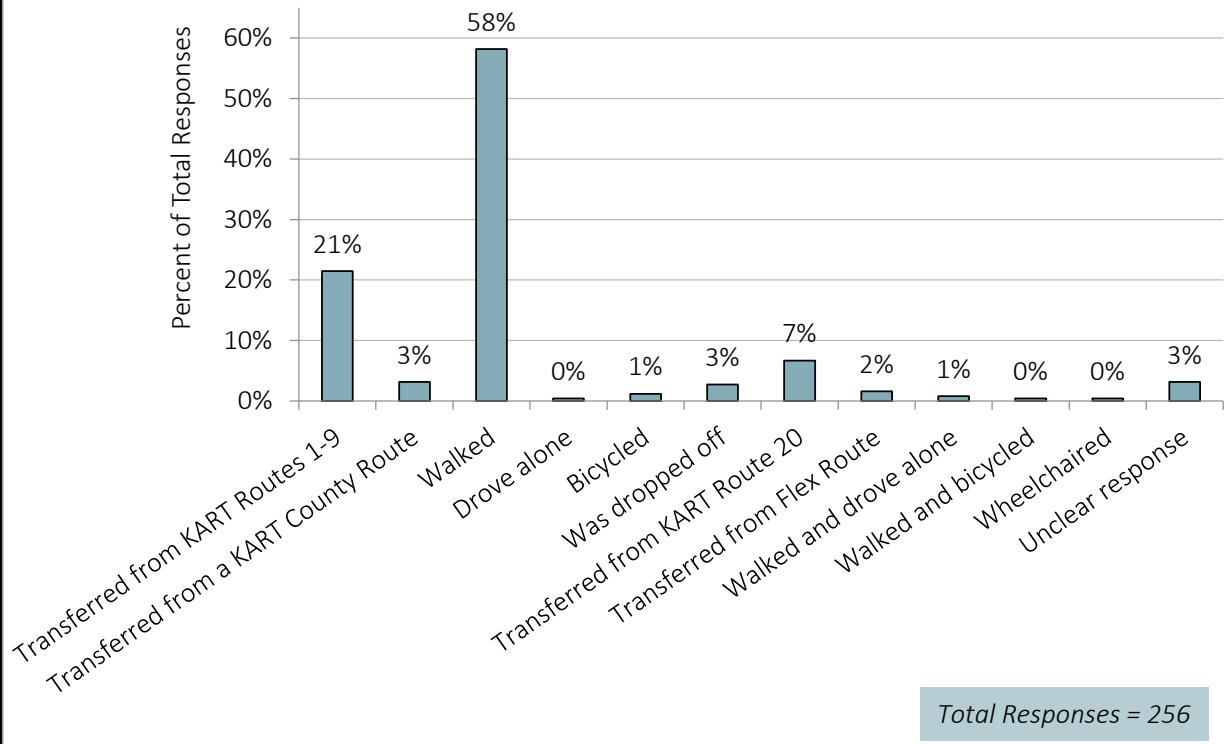


completed their round-trips was not collected, likely modes of travel that passengers used to complete their trip instead of the bus include getting a ride from a friend or family member, calling a ridesharing company, or walking.

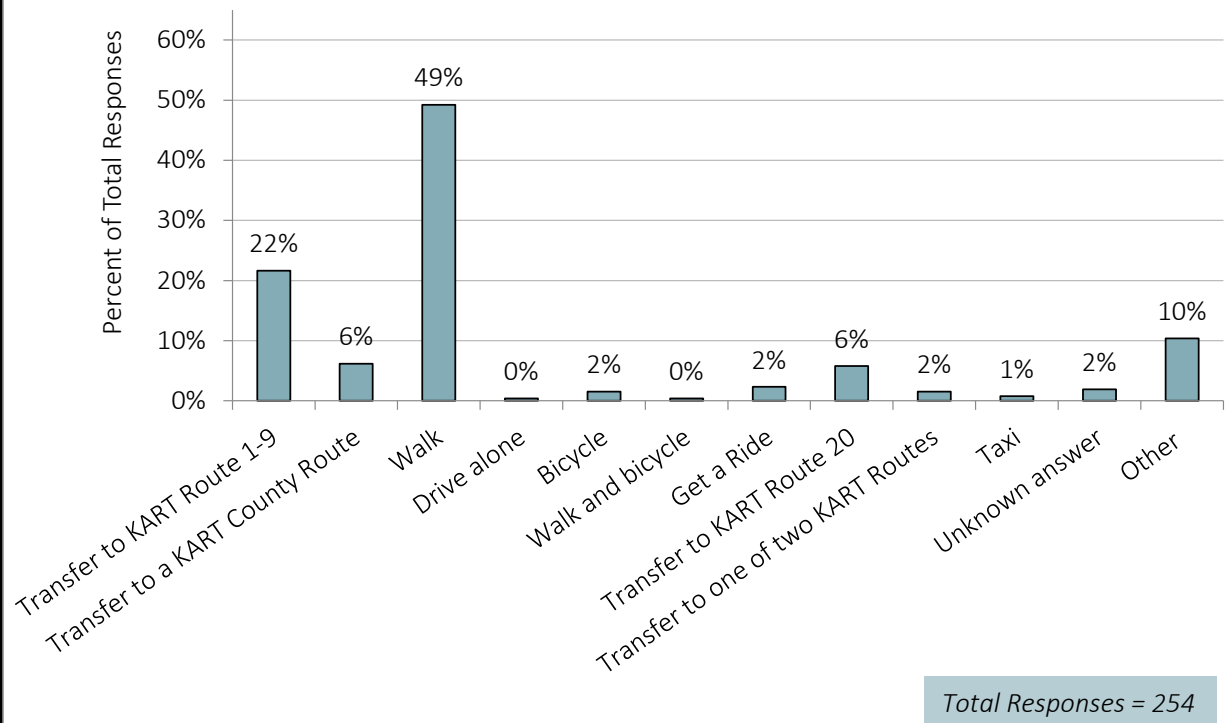
Q6 & Q7. How passengers arrived (256 responses) at the bus, and then completed their journey (254 responses) after getting off the bus:

To learn more about the overall travel patterns of KART passengers, respondents were asked to identify how they got to and from the bus. Passengers predominantly walk to and from the bus stops (58 percent walk to, and 49 percent walk from stops). About 21 percent of passengers either transferred from a KART Hanford Route or would transfer onto a KART Hanford Route after disembarking. Roughly one out of every 10 respondents used a KART County Route to get both to and from the bus. Other passengers biked, and some were dropped off at the stop.

Q6: How Passengers Arrived at the Bus



Q7: How Passengers Traveled After Alighting

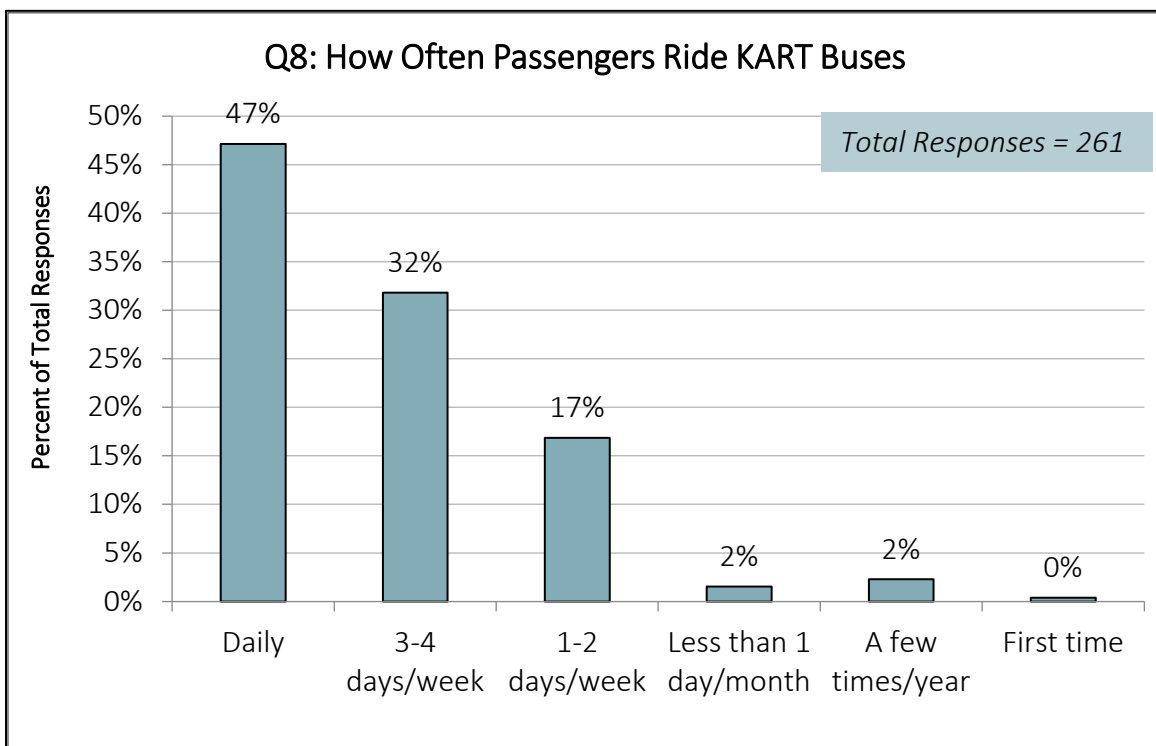


Q8 & Q9. How often passengers ride KART buses (261) and the number of daily trips taken using KART (256 responses):

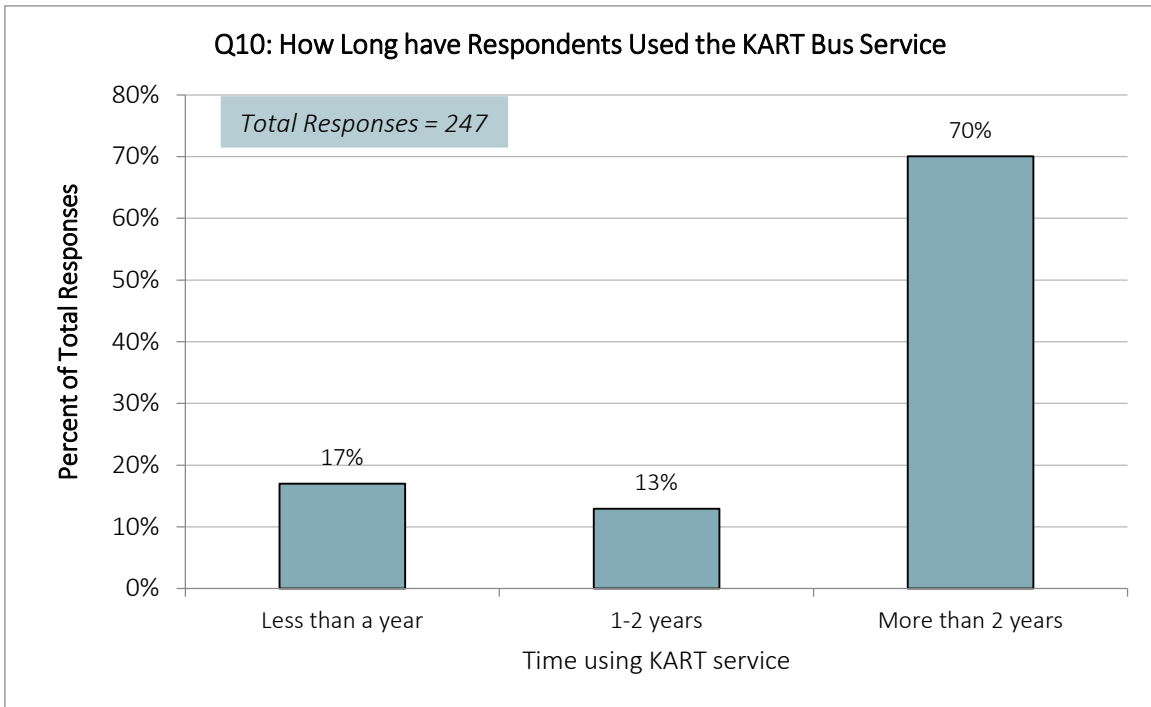
Respondents were asked how often they ride KART buses to gain insight into ridership and usage. 47 percent of respondents said they use the service daily, and another 31 percent said they use the service 3 to 4 days per week. Over one day, 46 percent of respondents said they complete 3 to 4 one-way trips on KART and almost 31 percent said they ride the bus for 1 roundtrip.

Zero trips	1	0%
1 one-way trip	35	14%
2-3 one-way trips	1	0%
3-4 one-way trips	116	45%
1 round trip	78	30%
2-4 round-trips	8	3%
5 or more trips, unspe	4	2%
Other	9	4%
No Clear Response	4	2%
Total	256	100%

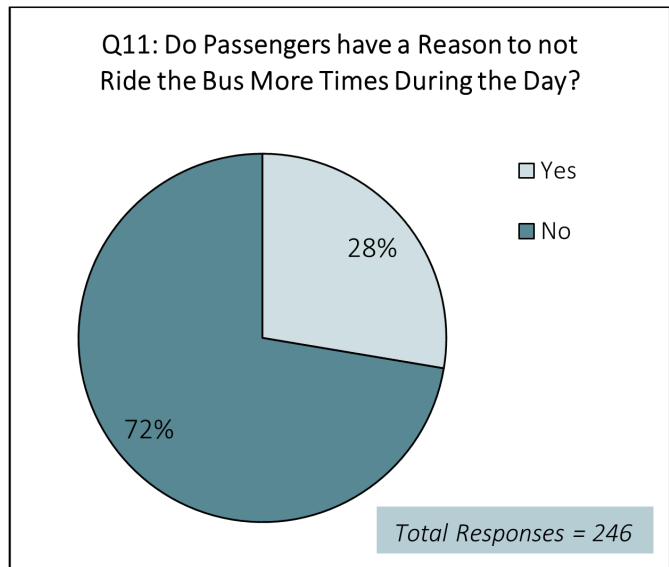
Therefore, it can be concluded that most KART passengers frequently use these services to aid with their transportation needs versus a much smaller portion of KART’s ridership which uses the bus only for special circumstances or singular instances.



Q10. How long have respondents used the KART bus service? (247 responses): Asking respondents how long they have used the KART bus service shows whether passengers have been aware of KART and taking advantage of these services for a long time period or if they are new riders. The majority (70 percent) said they had been using KART for over 2 years, signifying that a large portion of passengers have stayed consistent over time.



Q11. Do passengers have a reason to not ride the bus more times during a day? (246 responses): To identify potential reasons why passengers are hesitant to ride KART buses more frequently, passengers were asked if they have a reason to not ride the bus more times during the day. Most respondents (72.3 percent) said that there is no particular reason they do not ride the bus more often.



Q12. Reasons passengers do not make multiple trips daily (87 responses): The respondents who answered “Yes” to Question 11, were asked if they had a reason for not riding the bus more times daily. Many said they did not need to go more places, but others had scheduling concerns or thought the bus ride was too long. Additionally, some passengers received a ride for one direction of their trip, as shown in the chart.

Q13. Trip Purpose (251 responses):

Respondents were asked to identify the purpose of their travel the day they completed the survey. A significant number of people listed multiple reasons for their trip; for instance, someone may have used KART to go shopping and then go to work later. Work and shopping were the most common trip purposes, followed by personal business and school or college.

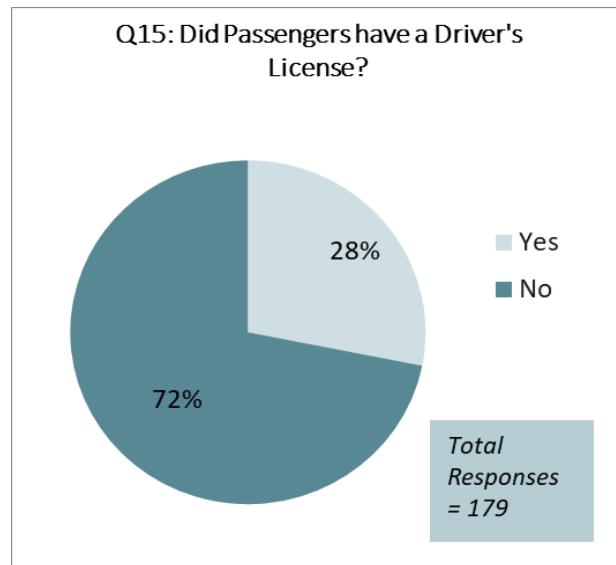
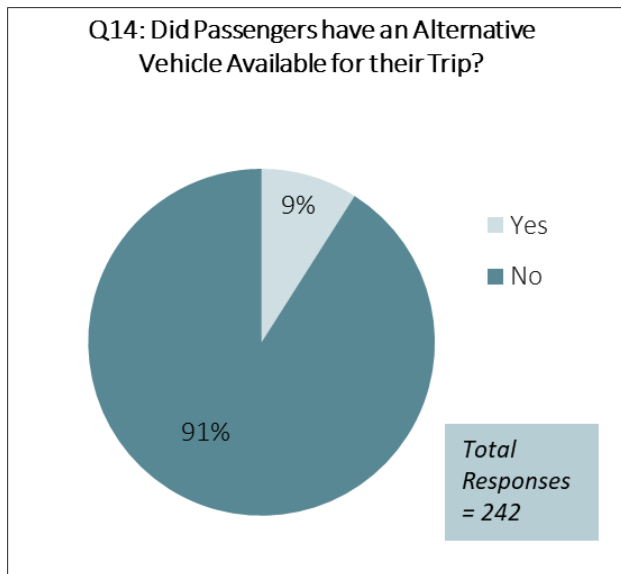
Q14 & Q15. Did passengers have an alternative vehicle available for their trip (266 responses) and did passengers have a driver's license (249 responses)? The vast majority of respondents (91 percent) did not have alternative vehicle available that could have been used for their trip, and the majority of respondents (72 percent) also did not have a driver's license.

Q12: Why passengers don't use KART more often

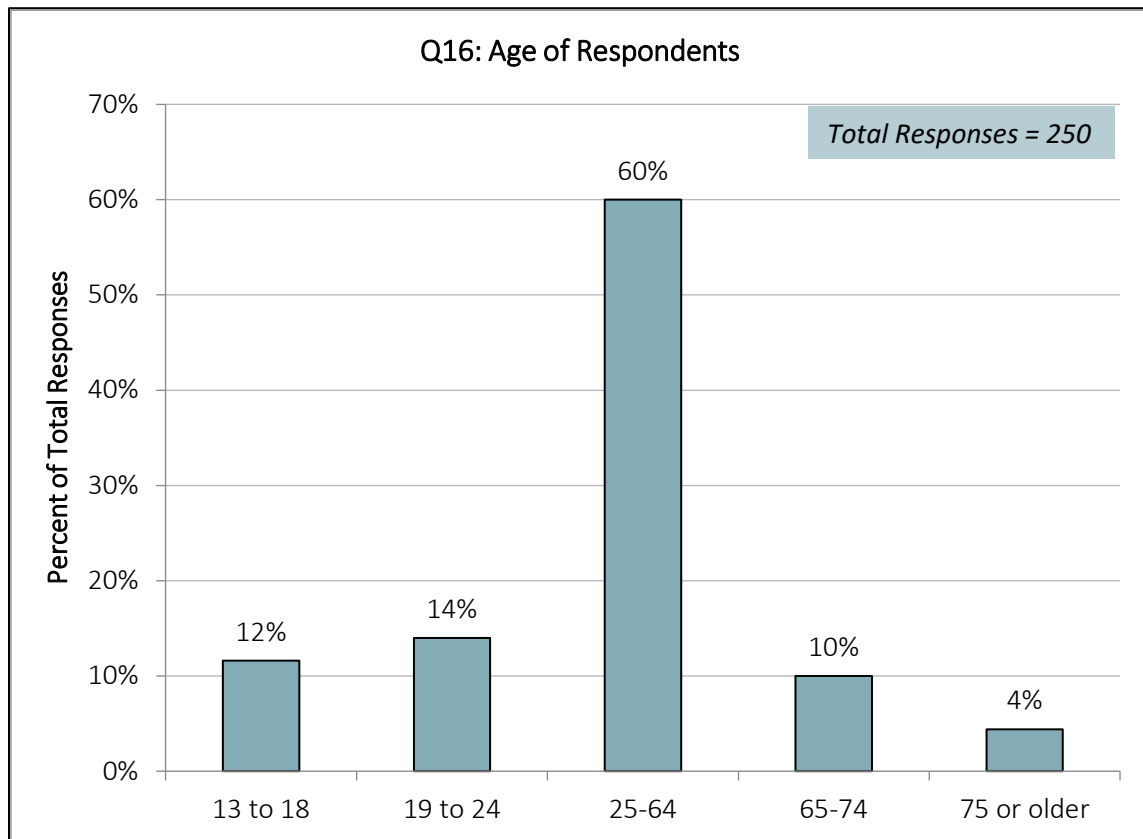
I don't need to go more places	38	44%
Timing concerns	14	16%
It takes too long to ride the bus	14	16%
I get a ride one direction	8	9%
Other	6	7%
Financial constraints	3	3%
Comfort	2	2%
All of the listed options	1	1%
Concerns about COVID-19	1	1%
Total responses	87	100%

Q13: Trip Purpose

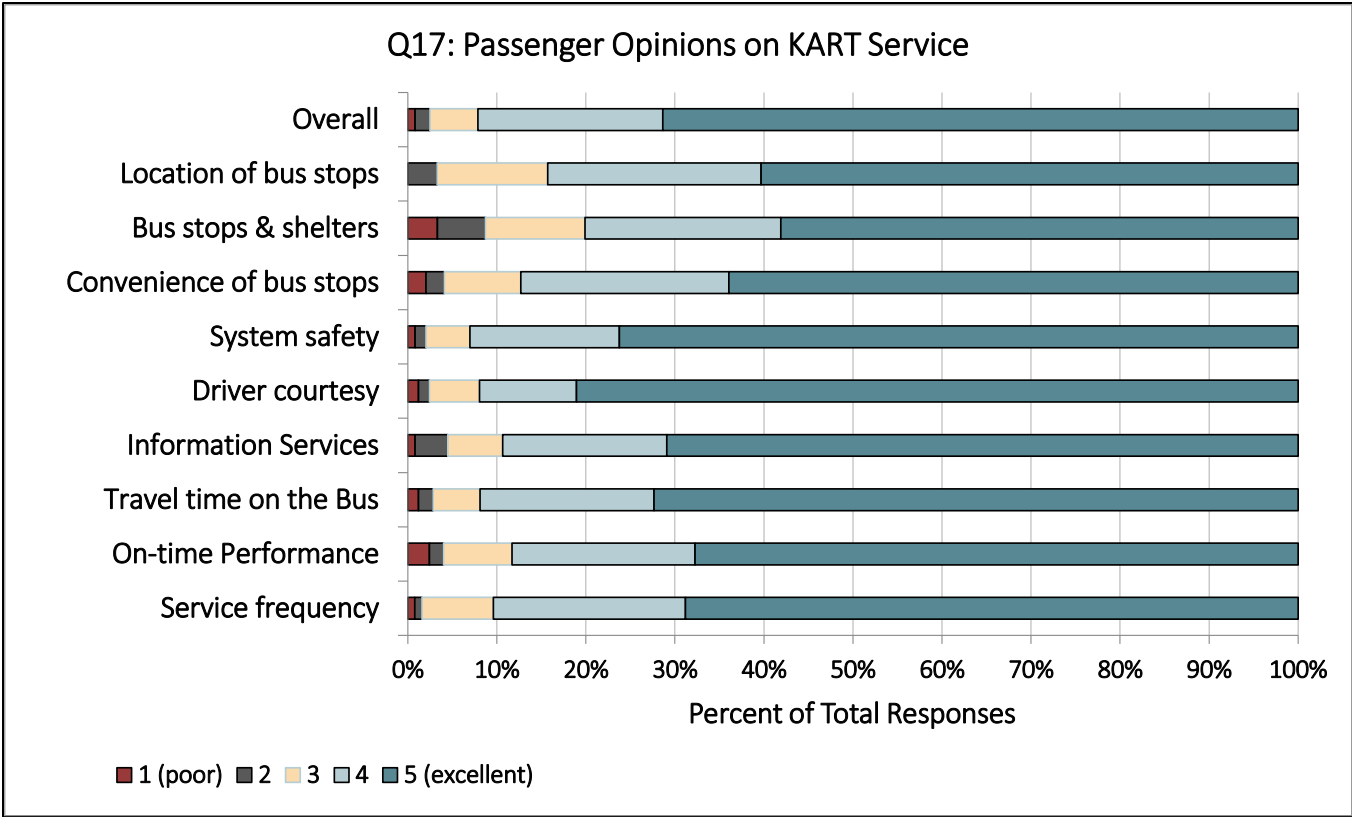
Work	54	22%
Shopping	50	20%
Personal Business	37	15%
Multiple Responses	34	14%
School/College	29	12%
Medical/Dental	23	9%
Recreation/Social	22	9%
Pick Up Family	2	1%
Total responses	251	100%



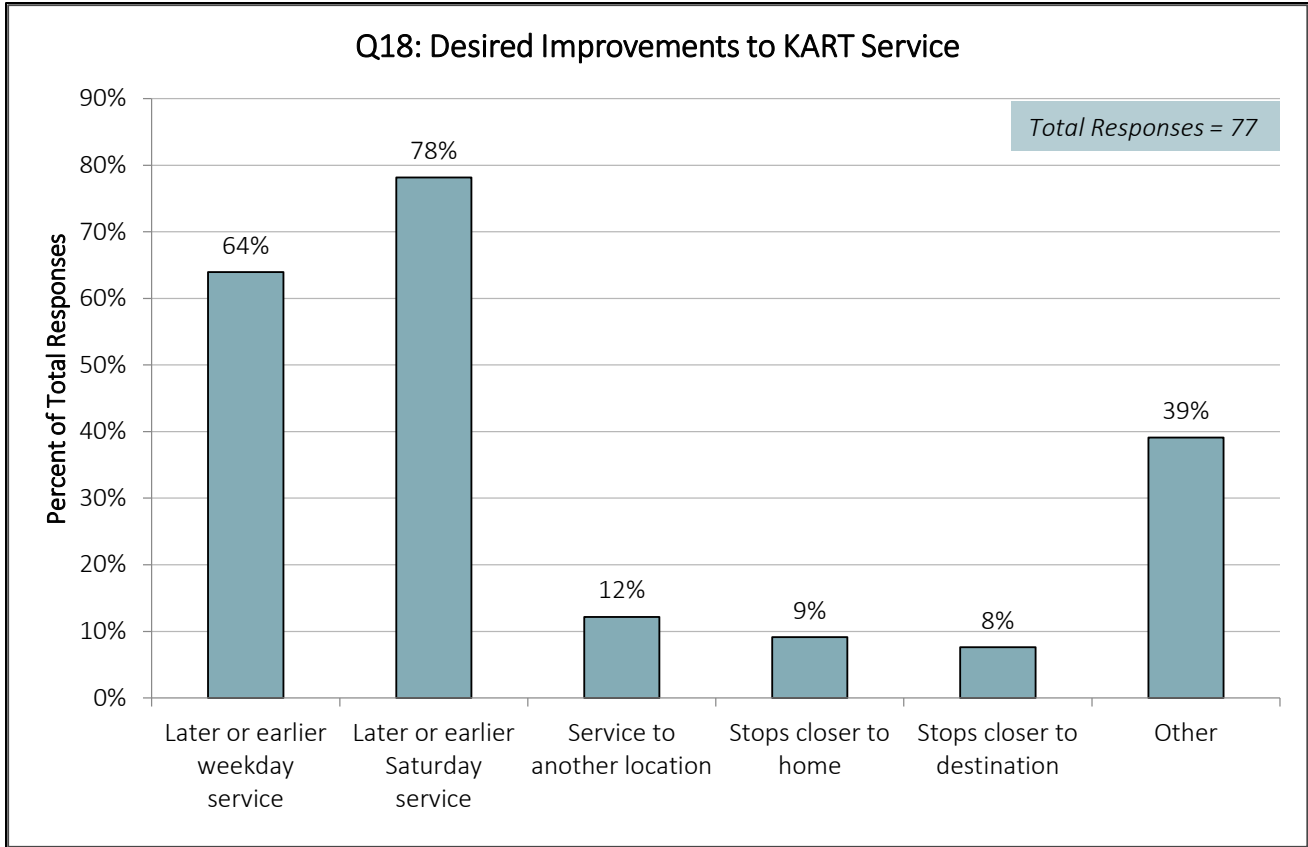
Q16. Age of Respondents (250 responses): Passengers were asked to identify their age. 60 percent of the respondents were between the ages of 25 to 64. 14 percent of respondents were aged 19 to 24 years old, and approximately 10 percent of respondents were either aged 13 to 18 years old or 65 to 74 years old. No children younger than 12 completed the survey despite representing almost 22 percent of the overall population in Kings County, but this is likely due to many children in this age group simply being unable to complete the survey. Every other age group was overrepresented in this survey compared to the overall population.



Q17. Passenger opinions on different components of KART service: Passengers were asked to rate the KART service on a scale of 1 (poor) to 5 (excellent) on various service characteristics. In all, 89 percent of responses were ranked as 4 (good) or 5 (excellent), and the overall service ranked an average of 4.6. This is a very slight decrease compared to when onboard surveys were conducted in October 2020, as part of the development of the Kings County 2021 Transportation Development Plan. At that time, 89 percent of responses were ranked as either a 4 or 5, but the overall service rank was still 4.6. A total of 92 percent of respondents indicated they considered overall KART service to be “excellent” or “good”. The highest ranked factors included driver courtesy (4.7), system safety (4.6) and travel time on the bus and overall service (both 4.6). Lowest ranked were bus stops and shelters (4.3) and the location of bus stops (4.4), but both still rated “good.”



Q18. Desired Improvements to KART Service (197 responses): For this question, passengers were asked about whether they would like to see improvements to KART service. They were then provided some specific examples to select and further explain. The improvement options listed on the survey were for later or earlier weekday service, later or earlier Saturday service, service to another location, stops closer to the passenger’s home, and stops closer to the passenger’s destination. Over three quarters of respondents said that they would like to have later or earlier Saturday service, while over 60 percent said they would like earlier or later weekday service. Comparatively, far less passengers were concerned about having additional bus stops near their home or their destination (9 percent and 8 percent) or service to a new location (12 percent). The “other” comments that were received are further explained with figures later in the text.



Q18, Part 2. Desired Improvements to KART service – detailed (115

responses): The open-ended responses to question 18 were summarized by category, as shown in the table below. The responses generally reiterated their choices in the multiple-choice portion of the question but

Later or earlier weekday <i>and</i> Saturday service	36	27%
Later or earlier service, day not specified	32	24%
Service compliments	20	15%
Service to supermarket/main store	10	7%
Increased number of stops within Hanford	9	7%
Later or earlier Saturday service	5	4%
Later or earlier weekday service	4	3%
Increased service options outside of Hanford	4	3%
Consistency with bus schedules	3	2%
Improved Route 1 service	3	2%
Sunday service	2	1%
Later service to local colleges	2	1%
Stops closer to my home	2	1%
Flex Route improvements	2	1%
Stops closer to parks	1	1%
Total Responses	135	100%

expanded on those choices—emphasizing the desire for earlier weekday and Saturday service, and later or earlier service in general. Additionally, 7 percent specified a desire to go to a supermarket, and 15 percent of respondents provide compliments about services and or drivers.

Q19, Part 1. Desired improvements for KART per the comments (24 responses):

To complete the survey, passengers were asked to provide any additional comments. As indicated, 29 percent (or 7 individuals) stated a desire for Sunday service, and 17 percent (4 passengers) expressed an overall desire for expanded times).

Q19: Additional Comments (Categorized)		
Sunday service	7	29%
Expanded service times	4	17%
Improved stop and terminal amenities	3	13%
More stop locations	3	13%
Affordable passes	3	13%
Service to the airport	1	4%
Improved compensation for drivers	1	4%
No wifi	1	4%
No more masks	1	4%
Total responses	24	100%

19, Part 2. Compliments for KART per the comments: Many individuals took the time to compliment some aspect of KART service when asked to provide additional comments. A sample of these compliments are listed in the following table.

Q19: Compliments
"10/10"
"All the bus drivers are wonderful"
"I wish I could work for KART in any department"
"It's excellent"
"Excellent service thank you"
"I enjoy the bus service a lot. I haven't had any problems so far."
"Amazing drivers I wish they had better benefits"
"You have great service, thank you"
"[No additional comments], keep up the good work!"
"Always they have a good service and always running on time I love the service..."
"Just happy with it"
"Thank you for all that you do drivers!"
"Very friendly and great service"
"Keep up the great work. 5 stars."
"[No additional comments], everything is good"
"Everything is good, blessings for all"
"Everything is great."
"It's nice the times I do get on"
"Good service"
"Can I be the mascot and wear the costume. All your drivers do a great job"
"Give your drivers more gratitude they are doing a great job"
"I am thankful having the bus because I don't drive."