

KFH GROUP, INC.

Shore Transit Ridership Study

Final Report

December 2013

*Prepared for:
Shore Transit
and
The Salisbury-Wicomico Metropolitan
Planning Organization*

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Shore Transit Ridership Study

BACKGROUND

Shore Transit, a division of the Tri-County Council for the Lower Eastern Shore of Maryland, provides public transportation services in Somerset, Wicomico, and Worcester Counties. As a public transportation provider, the agency receives funding assistance from state and federal grant funds. Recipients and sub-recipients of Federal Transit Administration (FTA) funding assistance through the Section 5307 (urbanized area) and Section 5311 (rural area) programs are required to submit data to the National Transit Database (NTD), which is a detailed database of information and statistics from transit systems in the United States. These data are used for multiple purposes, including funding apportionments, Congressional reporting, and industry research.

Shore Transit received notice from the FTA that there were problems with some of the data submitted for FY 2011 and for FY 2012. The data discrepancies are likely due to the significant service changes that Shore Transit has made over the past two years, primarily in response to decreased financial resources. There were also several staff changes, including the finance manager. These changes have made it difficult to accurately calculate the operating and financial statistics that the NTD requires. The focus of the Shore Transit Ridership Study is to provide the Tri-County Council with the tools to accurately report NTD-required data, beginning with FY 2013 data.

In order to help Shore Transit with the NTD data collection and reporting, KFH Group conducted full boarding/alighting counts to record a complete count of passenger miles. These data are needed for the NTD. The boarding/alighting counts required that a surveyor ride each run of each route. KFH Group took advantage of the data collection opportunity to also collect data that Shore Transit can use for planning purposes, as well as for upcoming Transit Development Plan. The additional data collection efforts included a passenger survey, along with an analysis of on-time performance.

The Salisbury-Wicomico Metropolitan Planning Organization (S/W MPO) provided funding assistance for the study, which was conducted by the KFH Group, Inc.

This report documents the Shore Transit Ridership Study, and includes the following sections:

- Background
- NTD Reporting
- NTD Questions and Answers
- Boarding/Alighting Surveys
- Passenger Miles
- Schedule Adherence
- Passenger Surveys

In addition, KFH Group provided the S/W MPO with updated GIS route data, including the ridership data associated with each passenger stop.

NATIONAL TRANSIT DATABASE REPORTING

The NTD reporting is automated, with transit agencies required to report their information electronically via the NTD website, www.ntdprogram.gov. All correspondence, reports, and waiver requests are to be submitted through this site. There are four basic reporting modules, each of which is comprised of a series of data modules. These are:

1. NTD Annual Reporting Manual
 - a. Basic Information Module,
 - b. Financial Module,
 - c. Asset Module,
 - d. Service Module,
 - e. Resource Module,
 - f. Federal Funding Allocation Statistics Module; and
 - g. Declarations.
2. NTD Monthly Reporting Manual
 - a. Monthly Ridership Forms.
3. NTD Safety and Security Reporting Manual
 - a. Safety and Security Forms.
 - b. Chief Executive Officer Certification.
4. NTD Rural Reporting Manual (for rural reporters only)
 - a. Rural forms¹

¹ National Transit Database, 2012 Annual Reporting Manual.

Instructions for completing each module can be found at the NTD website. Transit agencies enter their data into a series of forms that correspond to the various modules. Each field has a description of the data that is required to be entered and the instructions provide several examples.

The FTA assigns validation analysts to assist transit providers in the accurate completion of NTD forms. The validation analysts check the data that has been submitted and then contact the transit provider if there are questions concerning the submissions.

Shore Transit NTD Reporting

The validation analyst assigned to Shore Transit indicated that there were several problems with the FY11 data, as well as with the FY12 data. Shore Transit staff has since attended NTD training and has developed some internal methodologies to more accurately report the requested data. The initial scope of work for the Shore Transit Ridership Study included the development of some type of data collection tool, but Shore Transit staff has indicated that this is not necessary given the evolution of the staff, the NTD training, and the on-going in-house communications regarding the flow of NTD data. Rather than developing a data collection tool, KFH Group staff researched the lingering Shore Transit staff questions concerning specific NTD data sets. These questions are addressed below.

NTD QUESTIONS AND ANSWERS

KFH Group staff met with Shore Transit staff early in the study process to determine how Shore Transit currently gathers the data required for the NTD reporting and what clarifications were still needed to accurately complete the forms.

Shore Transit requested clarifications in the following areas:

- Definitions of administrative versus operating personnel,
- Definitions of salaries/wages and fringe benefits; and
- Purchased Transportation- what level of detail to report.

KFH Group researched these topics and discovered the following clarifications.

Question: What is the appropriate way to distinguish between operating and administrative personnel? Upon review of Shore Transit's FY12 data, the agency's administration costs appeared to be higher than would be expected, with more personnel assigned to administration than is typical for a transit system of its size.

Issue: Shore Transit categorized all non-drivers under General Administration on Form F-30.

Clarification: Shore Transit should categorize operating support personnel, such as dispatchers and road supervisors, under “Vehicle Operations, Other Salaries and Wages”, rather than under General Administration.

The specific NTD guidance is cited below:

“Other salaries and wages (501.02) are the labor expenses for all transit agency employees who are not revenue vehicle operators or crew.

The following rules should be followed when reporting other salaries and wages by function:

- Report the wages paid for vehicle operations employees such as dispatchers, schedulers, ticketing and fare collection, security, revenue vehicle movement control, traffic managers, terminal managers, as well as superintendents and their clerical support in object class 501.02, other salaries and wages under the vehicle operations function (010).
- Report wages for performing inspection, servicing, and maintenance work on transit agency vehicles or components of those vehicles under the vehicle maintenance function (041). Include supervisory, clerical, and cleaning personnel.
- Report wages under the non-vehicle maintenance function (042) for performing maintenance of roadway and track; structures; passenger stations; fare collection and counting equipment; vehicle movement control systems; buildings, grounds and equipment; and associated professional and clerical support.
- Report wages for performing marketing, customer information, accounting, data processing, legal, safety, planning, and other administrative functions under the general administration function (160).”²

Question: What is the proper way to report employee pay for hours for which the employee received pay, but did not work. These hours include things like vacation hours, sick time, and jury duty.

Issue: In prior reporting years, Shore Transit was not sure of the most accurate method to do this.

Clarification: Shore Transit should report these pay hours as fringe benefits under Code 502 on Form F-40. NTD guidance on this issue is as follows:

² NTD 2012 Annual Reporting Manual, Financial Module.

“Fringe benefits (502) are the expenses for employment benefits or services that an employee receives in addition to his / her basic wages. These payments are transit agency costs over and above labor costs, but still arising from the employment relationship. Typical benefits include contributions to or providing:

- Retirement plans,
- Pension plans,
- Medical plans,
- Dental plans,
- Life insurance and short-term disability plans,
- Unemployment insurance,
- Workers' compensation insurance,
- Sick leave,
- Holiday leave,
- Vacation (and other paid leave such as bereavement leave, jury duty),
- Uniform and work clothing allowances typically for drivers, security personnel; and
- Tool allowances for mechanics.

Some accounting systems do not track fringe benefit costs by function. In this situation, allocate fringe benefit expenses to functions based on the sum of salaries and wages listed for labor (501.01 and 501.02) by function. Report these allocated expenses for fringe benefits (502) and not for expense transfers (510).”³

Question: Is it necessary to allocate the expenses incurred by a contractor?

Issue: Shore Transit staff had been given guidance that it is necessary to allocate the expenses of its taxi contractor into major cost categories such as maintenance and administration. Shore Transit did not have the information required to do this and estimated these expenses based on their own experiences.

Clarification: It is necessary to allocate the taxi operator’s expenses. A call to the NTD help desk confirmed that the transit agency should allocate the purchased transportation expenses (Form F-30, Object 508, line 11) into vehicle operations, vehicle maintenance, non-vehicle maintenance, and general administration. Shore Transit estimated these expenses in previous years, but could in the future ask the taxi operator to provide this breakdown.

³ NTD 2012 Annual Reporting Manual, Financial Module.

BOARDING AND ALIGHTING COUNTS

In order to collect data on passenger miles, and gather important passenger travel pattern data for planning purposes, boarding and alighting counts were conducted. Complete counts were conducted over the course of three days, Thursday June 6th, Saturday June 8th, and Sunday June 9th. It was necessary to research a weekday, Saturday, and Sunday, as different levels of service are offered and the NTD requires a passenger mile count for weekdays, Saturdays, and Sundays. KFH Group staff supervised a team of temporary workers who rode each run of each route, recording passenger boardings, alightings, loads, and schedule adherence. The surveyors also distributed and collected passenger surveys, the results of which follow the analysis of ridership, passenger miles, and schedule adherence.

The following is a summary of the findings for all routes. The analysis focused on:

- **Maximum Loads** - Loads are defined as the number of people on board a bus after it has left a stop. The maximum load refers to the largest number of people on board a bus over the course of three days. The purpose of the maximum load metric is to determine where bus capacity is being used on a route.
- **Average Daily Activity** - Daily activity refers to the total number of boardings and alightings at a given stop over the course of a day. Average daily activity was determined by taking the sum of total activity over the three days of ride checks and dividing this number by the days of service (1 to 3) that a route serviced a particular stop.
- **Total Daily Activity** - Total daily activity was the sum of all boardings and alightings at a stop over the course of three days of ride checks.

These results are presented by route. Maps to present the information visually can be found in Appendix A. Taken together, these data provide a profile of the travel behavior of Shore Transit fixed route riders. This information will be critical for the Transit Development Plan.

The calculation of fixed route passenger miles follows the presentation of the boarding/alighting data.

Route 111 North: Salisbury - Delmar

Route Description - Route 111 North provides primarily north-south service between Salisbury and Delmar. The route operates Monday through Saturday.

Maximum Load - The stretch of US 13 between downtown Salisbury and the Centre at Salisbury has the highest maximum loads. Stops on this part of the route have maximum loads ranging from 11 to 15 people on board. These

maximum loads are significantly higher than the stretch of US 13 between the Centre at Salisbury and Delmar.

Average Daily Activity – The busiest stops on Route 111 North are the Calvert Street Transfer Point, Rite Aid in Delmar, Wal-Mart in Salisbury, and the Centre at Salisbury. All of these stops have more than 38 boardings and alightings on an average day. Activity is significantly lower at stops in two stretches of the route: between Calvert Street and the Centre at Salisbury, and between the Wal-Mart in Salisbury and Rite Aid in Delmar.

Route 111 South: Salisbury – Princess Anne - UMES

Route Description - Route 111 South provides service between Salisbury, Princess Anne, and the Wal-Mart in Pocomoke City. This route operates Monday through Saturday.

Maximum Load – The greatest maximum loads on the Route 111 South are between Salisbury and Princess Anne through Fruitland. Maximum loads on this stretch of the route are between 11 and 14 passengers on board. Loads are significantly lower on Route 111 South between Princess Anne and the Wal-Mart in Pocomoke City.

Average Daily Activity – The average daily activity for each stop of the Route 111 South ranges from zero to 98 passengers per day. The Calvert Street Transfer Point in Salisbury and Princess Anne Transfer Points are by far the busiest stops, with 98 and 87 passengers per day, respectively. The eight flag stops along the route each serve three or fewer passengers per day.

Route 190: Northwest & South Salisbury

Route Description - Route 190 provides loop service to Northwest Salisbury, South Salisbury, and Fruitland. The route operates Monday through Saturday.

Maximum Load – The stops with the highest maximum loads are located in South Salisbury, near the Wal-Mart in Fruitland. The maximum loads on this stretch of the route range from five to eight passengers on board. In contrast, the maximum loads in Northwest Salisbury are lower.

Average Daily Activity – The average daily activity for stops along the Route 190 range from zero to ten passengers per day. The Calvert Street Transfer Point in Salisbury, Pine Bluff Village, and the Wal-Mart in Fruitland are the most active stops on this route. The route is least productive in Northwest Salisbury, with stops averaging less than two boardings and alightings per day. Saturday ridership was significantly lower, with only eight boardings throughout the day.

Route 191: Northwest & South Salisbury

Route Description - Route 191 provides loop service to Northwest Salisbury, South Salisbury, and Fruitland, providing service Monday through Saturday.

Maximum Load - The stops on the Route 191 with the highest maximum loads are generally located in South Salisbury, near the Wal-Mart in Fruitland. The maximum loads on this stretch of the route range from five to seven passengers on board. In contrast, the maximum loads in Northwest Salisbury are lower. Route 191 has a similar load distribution as its counterpart, the Route 190.

Average Daily Activity - The average daily activity for stops along the Route 191 ranged from zero to eight passengers per day. Almost half of all stops along the route have an average daily activity of fewer than one passenger per day. The most active stops on the route are the Calvert Street Transfer Point and Pine Bluff Village. Saturday ridership was significantly lower, with only seven boardings throughout the day.

Route 194: Central & East Salisbury

Route Description- Route 194 provides loop service to Central and East Salisbury, providing service Monday through Saturday.

Maximum Load - The maximum loads for the majority of stops along Route 194 are less than five people on board. The Tri-County Council Multi-Purpose Center, which had a maximum load of seven passengers, is the exception. These maximum loads are the lowest in the system.

Average Daily Activity - The Calvert Street Transfer Point and the Tri County Multi-Purpose Center are the most active stops, with 15 and five passengers boarding or alighting per day on average, respectively. Stops on the Route 194 between the transfer point and multi-purpose center have the fewest number of boardings and alightings. It is significant to note that on Saturday there were only three boardings the entire service day.

Route 195: East & Central Salisbury

Route Description - Route 195 provides loop service to Central and East Salisbury, providing service Monday through Saturday.

Maximum Load - Loads on the Route 195 are more balanced throughout the entirety of the route than they are on the Route 194. Maximum loads on this route are highest on the segment of the route from Calvert Street south to Roger Street and Carrollton Street. On this segment, maximum loads are between five and seven passengers.

Average Daily Activity – The average daily activity for stops along Route 195 is very low. Only the Calvert Street Transfer Point has an average daily activity of greater than five passengers. The second busiest stop on the route is Roger Street and Carrollton Street. It is significant to note that on Saturday there was only one rider the entire service day.

Route 431: Salisbury – Ocean City – Pocomoke

Route Description - Route 431 is the clockwise regional loop that provides service to Salisbury, Ocean City, Berlin, Snow Hill, Pocomoke City, Princess Anne, and Fruitland. The route operates daily.

Maximum Load – The maximum loads on the Route 431 are highest on US-50 between Salisbury and West Ocean City. Loads on this stretch of US-50 can sometimes exceed over 40 passengers, with many buses filled over capacity in the morning and early afternoon. Maximum loads are lower on the opposite end of Route 431, between West Ocean City and Salisbury.

Average Daily Activity – The Route 431 is the busiest route in the entire system. The West Ocean City Park and Ride recorded 172 passengers per day, the most on the entire route. Other stops with a significant level of activity include the Calvert Street Transfer Point, Princess Anne Transfer Point, Atlantic General Hospital, Wal-Mart in Berlin, and Wal-Mart in Pocomoke City – all with over 25 passengers per day. The flag stops with the most activity include US 13 & Stewart Neck Road, US 13 & Main Street, Market Street & 12th Street, and Bay Street & Martin Street.

Route 451: Salisbury – Pocomoke – Ocean City

Route Description - Route 451 is the counterclockwise regional route that provides service to Salisbury, Fruitland, Princess Anne, Pocomoke City, Snow Hill, Berlin, and Ocean City. This route operates daily.

Maximum Load – The maximum loads on the Route 451 are highest on US-50 between West Ocean City and Salisbury. Loads on this stretch of US-50 can sometimes exceed over 40 passengers, with many buses filled to capacity in the evening and late night hours. Maximum loads are lower on the opposite end of Route 451, between Salisbury and West Ocean City.

Average Daily Activity – The Route 451 is the second busiest route in the entire system. The West Ocean City Park and Ride recorded 150 passengers per day on average, the most activity of any one stop on the route. Other stops with a significant level of activity include the Calvert Street Transfer Point, Ocean City Transfer Point, Princess Anne Transfer Point, and the Wal-Mart in Berlin. The flag stops with the most activity are Market Street & 12th Street, Bay Street & Martin Street, and US 13 & Stewart Neck Road.

Route 701 North: Salisbury - Crisfield - Princess Anne

Route Description - Route 701 North provides service on the Route 413 Corridor between Crisfield and Princess Anne, with an additional link to Salisbury, providing service Monday through Saturday.

Maximum Load - The maximum loads on Route 701 North do not exceed more than ten passengers on board. The highest maximum loads are located in the town of Princess Anne, and the lowest loads on the route are located near Crisfield.

Average Daily Activity - The Princess Anne Transfer Point is by far the busiest stop on the Route 701 North. On average, there are 30 passengers boarding and alighting per day. It is worth noting that stops in Crisfield average from one to nine passengers per day, but boardings and alightings at stops between Crisfield and Princess Anne are very limited.

Route 701 South: Princess Anne - Crisfield

Route Description- Route 701 South provides service in the Route 413 Corridor between Crisfield and Princess Anne. The route operates Monday through Saturday.

Maximum Load - The maximum loads on Route 701 South are the highest in Princess Anne, with 15 or more passengers on board. The lowest maximum loads on the Route 701 South are located in Crisfield.

Average Daily Activity - The most active stops on the Route 701 South are located in Princess Anne, with three of the stops showing 15 to 16 boardings and alightings per day. These stops are Hampden Avenue, the Princess Anne Transfer Point, and the Princess Anne Post Office. Further south on the route in Crisfield, most of the stops experience fewer than 11 boardings and alightings per day.

Route 703: Salisbury - Crisfield

Route Description - Route 703 provides Sunday only service on the Route 413 Corridor between Crisfield and Princess Anne, with an additional link to Salisbury.

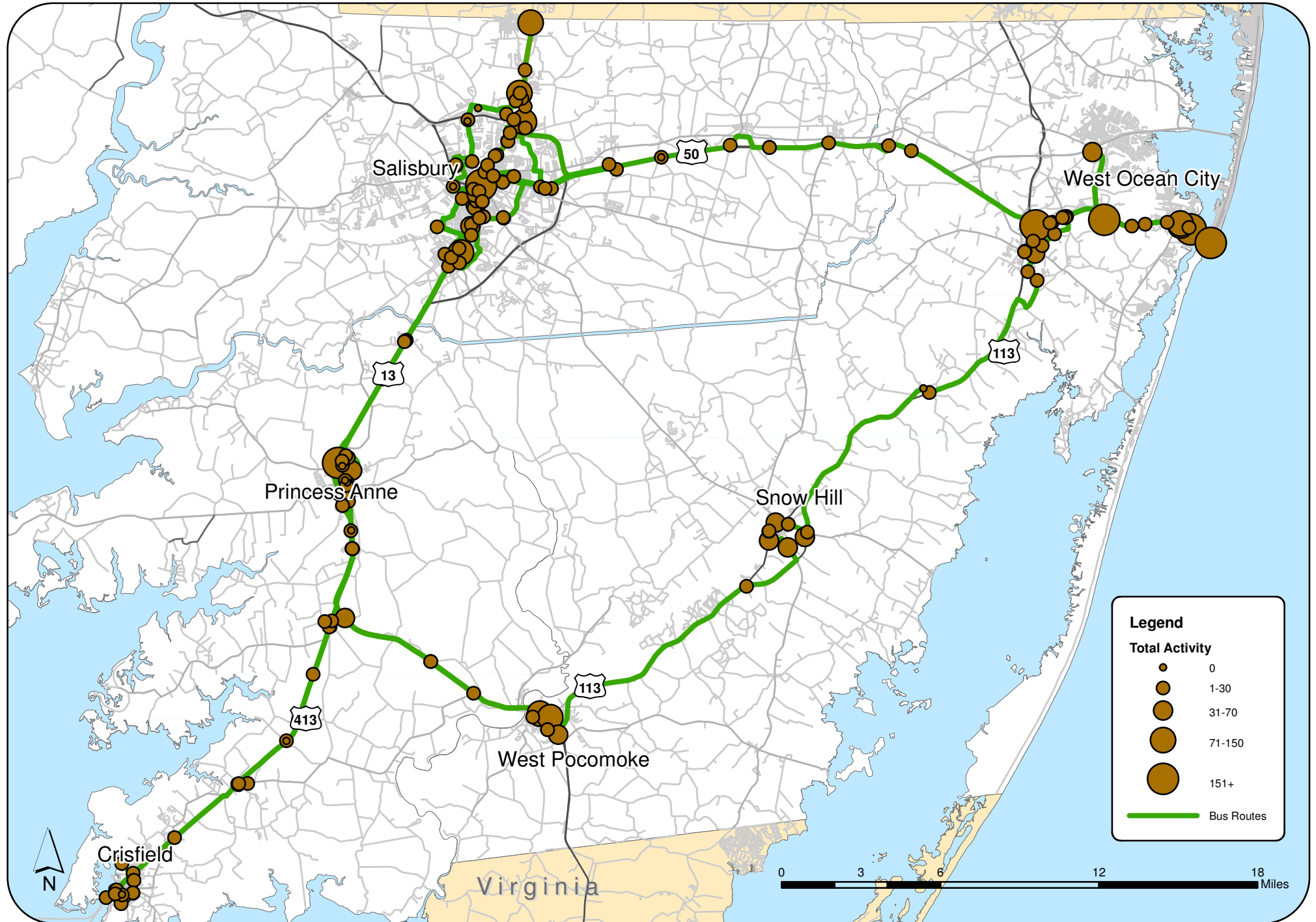
Maximum Load - The maximum loads on the Route 703 are the lowest in the system, with no maximum load exceeding five passengers. However, the loads appear to be well balanced throughout the route.

Average Daily Activity – The most active stops on the Route 703 are dispersed along the route. The Princess Anne Transfer Point, the Salisbury Transfer Point, and Cove Street & Somerset Avenue have four or more boardings and alightings per day.

System Wide

Total Activity – Figure 1 provides a snapshot of the total activity for the entire Shore Transit System. The five busiest stops in the system are the Calvert Street Transfer Point (1,405 boardings and alightings), the West Ocean City Park and Ride (967), the Princess Anne Transfer Point (500), the Ocean City Transfer Point (198), and the Wal-Mart in Berlin (179). Stops with the greatest activity are transfer points, major shopping centers, or health care facilities. Not surprisingly, areas with higher residential and employment densities experience most of the system’s ridership.

Figure 1: Map of Maryland showing bus routes and total activity by location.



Comparison with Shore Transit Data

In order to test the accuracy of the data collected, KFH Group compared the ridership data collected on-board the vehicles on the days of the boarding/alighting counts with the passenger count data collected by Shore Transit. Table 1 provides a route-by-route comparison of the two sets of data.

Table 1: Data Comparison by Route

| Route | Shore Transit Observed | | | KFH Observed | | | Margin of Error | | |
|-------------------|------------------------|--------------|--------------|--------------|--------------|--------------|-----------------|-----------|-----------|
| | On | Off | Total | On | Off | Total | On | Off | Total |
| 111 North | 278 | 233 | 511 | 331 | 275 | 606 | 16% | 15% | 16% |
| 111 South | 236 | 239 | 475 | 267 | 290 | 557 | 12% | 18% | 15% |
| 190 | 25 | 23 | 48 | 39 | 31 | 70 | 36% | 26% | 31% |
| 191 | 24 | 27 | 51 | 28 | 36 | 64 | 14% | 25% | 20% |
| 194 | 18 | 18 | 36 | 31 | 28 | 59 | 42% | 36% | 39% |
| 195 | 23 | 20 | 43 | 27 | 26 | 53 | 15% | 23% | 19% |
| 431 | 1,015 | 975 | 1,990 | 1,039 | 1,043 | 2,082 | 2% | 7% | 4% |
| 451 | 1,071 | 1,039 | 2,110 | 1,087 | 1,032 | 2,119 | 1% | -1% | 0% |
| 701 North | 127 | 110 | 237 | 110 | 98 | 208 | 15% | 12% | -14% |
| 701 South | 84 | 76 | 160 | 64 | 75 | 139 | 31% | -1% | -15% |
| 703 | 27 | 26 | 53 | 30 | 30 | 60 | 10% | 13% | 12% |
| Systemwide | 2,928 | 2,786 | 5,714 | 3,053 | 2,964 | 6,017 | 4% | 6% | 5% |

The overall margin of error between the Shore Transit data and the KFH surveyor data is five percent. There are more significant discrepancies among the routes, particularly with the paired routes. Both the drivers and the surveyors used a manual method to count riders- marking down with a pencil on paper when riders boarded and alighted. It is interesting to note that the margin of error was much smaller for the two busiest routes (Route 431 and Route 451), which would not be expected.

There is no way to confirm whether the Shore Transit data or the KFH Group data are more accurate for the particular days of the counts. It is recommended that ridership data from Shore Transit be collected over a several day period and analyzed again during the TDP. This will provide a larger sample from which make decisions regarding the Salisbury local routes, which exhibited low productivity during the count period.

PASSENGER MILES

One of the important purposes of the Shore Transit Ridership Study is the collection of a 100% count of passenger miles. As noted in the introduction, Shore Transit is required to report passenger mileage data for weekdays, Saturdays, and Sundays for the NTD. Shore Transit has devised a methodology to count passenger miles, and their calculation for the count days should be compared to the calculation of passenger miles constructed by KFH Group to determine if the methodology is sound.

In order to accurately tabulate passenger miles, KFH Group used the methodology recommended by the NTD. This method calculates passenger miles by multiplying the passenger loads by the distance between stops. The sum of this calculation for each stop then represents the passenger miles for that run. This process is repeated for each run to calculate the daily passenger miles.

Given the seasonal variations in Shore Transit ridership, KFH Group estimated the average annual passenger miles for each route and the system as a whole by comparing the monthly historic ridership data supplied by Shore Transit with the count data, and then extrapolating the passenger miles. These data are summarized in Table 2. The annual passenger miles for the Shore Transit fixed routes are estimated to be 6,116,797. This figure is quite a bit lower than the FY12 NTD reported figure of 9,113,713 passenger miles. Fixed route ridership reported for FY12 was 302,176 and the FY13 fixed route ridership was 301,762. Given the similar ridership statistics, the passenger miles for FY13 as compared to FY12 should not be as different as has been calculated. Table 2 provides the estimated passenger miles for FY13, as calculated by the KFH Group.

KFH Group attempted to compare the data calculated for this study with the Shore Transit reported data for passenger miles for the count days, and the further extrapolation for the year, but the Shore Transit passenger mile data has not been available. Shore Transit staff reported that they use the standard NTD methodology for the calculation of passenger miles, but that they had experienced a loss of data associated with the office move and were unable to retrieve the data for the count days. Shore Transit's I.T. department is working on streamlining the passenger mile calculation process so that it is accurate moving forward.

Table 2: Estimated Passenger Miles, FY13

| Month | Pass On | Pass Off | Total Activity | Month as a % of Annual Activity | Passengers Miles (1) |
|---------------|---------|----------|----------------|---------------------------------|----------------------|
| July '12 | 29,461 | 28,281 | 57,742 | 9.5% | 580,358 |
| August '12 | 31,993 | 30,691 | 62,684 | 10.3% | 630,030 |
| September '12 | 28,467 | 29,343 | 57,810 | 9.5% | 581,042 |
| October '12 | 25,154 | 25,907 | 51,061 | 8.4% | 513,208 |
| November '12 | 22,183 | 22,611 | 44,794 | 7.4% | 450,219 |
| December '12 | 20,605 | 19,383 | 39,988 | 6.6% | 401,915 |
| January '13 | 19,091 | 18,189 | 37,280 | 6.1% | 374,697 |
| February '13 | 20,052 | 20,236 | 40,288 | 6.6% | 404,930 |
| March '13 | 19,987 | 20,371 | 40,358 | 6.6% | 405,634 |
| April '13 | 24,328 | 25,385 | 49,713 | 8.2% | 499,660 |
| May '13 | 28,636 | 29,189 | 57,825 | 9.5% | 581,192 |
| June '13 | 31,805 | 30,022 | 61,827 | 11.3% | 693,913 |
| Annual | 301,762 | 299,608 | 601,370 | 100.0% | 6,116,797 |

(1) Passenger miles were estimated based on KFH 100% boarding/alighting counts.

SCHEDULE ADHERENCE

While survey staff rode the vehicles, they monitored the schedule adherence of the routes. At each time point listed on the schedule, they noted the actual departure time. These results are provided in Table 3.

Fixed route transit vehicles are generally considered “on-time” if they depart from the stop between 0 and 5 minutes after the scheduled time. As these data indicate, the on-time performance for Shore Transit is 50%, with the Route 111S exhibiting the best performance (70%) and the Route 703 exhibiting the worst performance (45%). It should be noted that 15% of the runs on all routes were 1-5 minutes ahead of schedule, which is a statistic that Shore Transit could control relatively easily with additional driver counseling. The following routes were 11 or more minutes late for 15% or more of the scheduled runs: Routes 190, 431, 451, 701S, and 703. Shore Transit should further explore the reasons for the schedule adherence issues to see if they are passenger - related (i.e., loads or waiting for transfers), driver-related, or if the routes are not timed properly.

**Table 3: Schedule Adherence
Observed Departure Time vs. Published Time
By Route Across All Time Points**

| Route | Percentage Ahead of Scheduled Time | | | Percentage After Schedule Time | | | |
|-------------------|------------------------------------|---------------|---------------|--------------------------------|-----------------|-----------------|--------------|
| | 6 - 10 Minutes | 1 - 5 Minutes | 0 - 5 Minutes | 6 - 10 Minutes | 11 - 15 Minutes | 16 - 20 Minutes | > 20 Minutes |
| 111 North | 1% | 18% | 58% | 18% | 3% | 0% | 1% |
| 111 South | 2% | 11% | 70% | 16% | 1% | 0% | 0% |
| 190 | 1% | 15% | 25% | 14% | 22% | 19% | 4% |
| 191 | 3% | 24% | 39% | 23% | 2% | 5% | 5% |
| 194 | 0% | 9% | 52% | 31% | 9% | 0% | 0% |
| 195 | 0% | 18% | 51% | 22% | 8% | 0% | 1% |
| 431 | 2% | 14% | 36% | 22% | 17% | 7% | 2% |
| 451 | 3% | 15% | 47% | 18% | 9% | 5% | 3% |
| 701 North | 1% | 14% | 60% | 20% | 6% | 0% | 0% |
| 701 South | 1% | 12% | 46% | 22% | 12% | 8% | 0% |
| 703 | 7% | 23% | 45% | 5% | 2% | 14% | 5% |
| Systemwide | 2% | 15% | 50% | 19% | 9% | 4% | 2% |

PASSENGER SURVEY

As a component of the Shore Transit Ridership Study, KFH Group administered on-board passenger surveys of Shore Transit riders. The survey effort took place concurrently with the boarding/alighting counts, which were conducted on June 6, 8, and 9, 2013. The purposes of the survey were to gain insight concerning the riding patterns, demographics, level of satisfaction, and unmet needs of the customer base. These results will provide valuable rider feedback for Shore Transit staff, as well as providing base information for Shore Transit's upcoming Transit Development Plan.

The survey instrument was developed by KFH Group, with input from Shore Transit staff. A copy of the survey is provided as Appendix B. The survey was also translated into Spanish, though very few Spanish versions were needed for the survey effort.

RESULTS

Shore Transit riders completed Six hundred and twenty-two (622) surveys. This level of participation means that we can be 95 percent confident that the results represent Shore Transit riders, plus or minus four percent, assuming the total universe of riders is about 2,000 people. Surveys were received from all of the fixed routes.

Surveys Completed by Route

The most number of surveys were collected from riders on the Route 451 (30%), followed by riders on the Route 431 (21%), and the Route 111 North (20%). The least number of surveys were collected on the Route 703, likely because the Route 703 operates on Sundays, which was the last day of the survey effort. Frequent riders who used the Route 703 would have already completed a rider survey on either Thursday or Saturday. These results are provided in Table 4.

Table 4: # of Surveys Collected and Transfer Rate By Route

| Route | # of Surveys | % of Total Surveys | # of Transfers | Transfer Rate | % of Total Transfers |
|--------------|--------------|--------------------|----------------|---------------|----------------------|
| 111 North | 123 | 20% | 41 | 33% | 27% |
| 111 South | 76 | 12% | 21 | 28% | 14% |
| 190/191 | 27 | 4% | 8 | 30% | 5% |
| 194/195 | 17 | 3% | 3 | 18% | 2% |
| 431 | 128 | 21% | 23 | 18% | 15% |
| 451 | 189 | 30% | 32 | 17% | 21% |
| 701 North | 20 | 3% | 8 | 40% | 5% |
| 701 South | 34 | 5% | 13 | 38% | 9% |
| 703 | 8 | 1% | 3 | 38% | 2% |
| Total | 622 | | 152 | 24% | |

Transfer Activity

A majority of riders did not have to transfer to complete their trip (74%). Of those riders who did transfer, 20% reported that they needed to make one transfer and 6% reported that they needed to make two transfers. The highest level of transfer activity was generally reported among the North-South routes. The transfer activity reported by route is also provided in Table 4.

Travel Time

The most commonly reported travel time was 30 minutes or less (30% of the survey respondents), followed by more than one hour (27%). These results are shown in Table 5.

Table 5: Travel Time for Survey Respondents

| Travel Time | # Indicating | % of Total Responses |
|------------------------|-------------------------|---------------------------------|
| 30 - 44 minutes | 114 | 19% |
| 45 minutes - 1 hour | 144 | 24% |
| Less than 30 minutes | 180 | 30% |
| More than 1 hour | 161 | 27% |
| Total Responses | 599 | |

Trip Purpose

The majority of Shore Transit riders use the bus to get to work, as shown in Table 6, Trip Purpose. Fifty-three percent of riders indicated that work was the purpose of their bus trip, followed distantly by errands, shopping, and social/recreational. Survey respondents could check more than one trip purpose.

Table 6: Trip Purpose

| Trip Purpose | # Responding | % of Total Responding to Question |
|--|-------------------------|--|
| Work | 368 | 53% |
| Errands | 69 | 10% |
| Shopping | 64 | 9% |
| Social/Recreational | 61 | 9% |
| Other | 56 | 8% |
| Medical | 41 | 6% |
| School | 22 | 3% |
| Government Agency | 10 | 1% |
| Total # Responses for this Question | 691 | |

Frequency of Use

Shore Transit riders are typically frequent riders- 55% indicated that they ride the bus 5-6 days per week. Another 19% indicated that they ride the bus 3-4 days per week. These results are shown in Table 7.

Table 7: Frequency of Use

| Frequency of Use | # | % |
|--------------------------|------------|----------|
| 1-2 days/week | 72 | 12% |
| 2-3 days/month | 40 | 7% |
| 3-4 days/week | 116 | 19% |
| 5-6 days/week | 334 | 55% |
| Less than once a month | 32 | 5% |
| Once a month | 18 | 3% |
| Total Respondents | 612 | |

Fare Type

The majority of Shore Transit riders reported that they paid cash for their fare (69%), followed by tickets. Eleven percent of the riders reported that they used the 7-day unlimited pass. Riders generally are of the opinion that the fares are reasonable (61%), while 31% feel that the fare is too expensive. Table 8 provides the fare data from the survey.

Table 8: Fares

| Fare Type | # | % |
|--------------------------|------------|----------|
| Cash/Change | 432 | 69% |
| Shore Transit Ticket | 93 | 15% |
| 7 Day Unlimited Pass | 71 | 11% |
| Photo ID Card | 26 | 4% |
| Total Respondents | 622 | |

| Opinion About Fares | # | % |
|----------------------------|------------|----------|
| Inexpensive | 54 | 9% |
| Reasonable | 371 | 61% |
| Too Expensive | 187 | 31% |
| Total Respondents | 612 | |

Availability of Information

Almost 75% of Shore Transit riders reported that it is easy to find out information about the bus schedules and routes. Table 9 provides this data.

Table 9: Information

| Is it easy or hard to find out information concerning the bus routes and schedules? | # | % |
|--|------------|----------|
| Easy to find | 420 | 72% |
| Hard to find | 164 | 28% |
| Total Respondents | 584 | |

Overall Satisfaction and Scoring

When asked about overall satisfaction with Shore Transit, 79% indicated that they are either “satisfied” or “very satisfied”. The remaining 21% indicated that they are either “dissatisfied” or “very dissatisfied” with Shore Transit. These results are shown in Table 10.

Table 10: Overall Satisfaction with Shore Transit

| Opinion | # | % |
|--------------------------|------------|----------|
| Very Satisfied | 92 | 16% |
| Satisfied | 373 | 63% |
| Dissatisfied | 94 | 16% |
| Very Dissatisfied | 33 | 6% |
| Total Respondents | 592 | |

When asked to score Shore Transit on a scale of 1 to 10, with 10 being the highest score and 1 being the lowest score, the average score indicated was 6.94. The most frequently occurring score was 8, followed by 7 and 5. These results are shown in Table 11.

Table 11: Overall Rating

| Rating | # | % |
|------------------|------------|----------|
| 1 | 14 | 3% |
| 2 | 7 | 1% |
| 3 | 17 | 3% |
| 4 | 21 | 4% |
| 5 | 79 | 15% |
| 6 | 59 | 11% |
| 7 | 96 | 18% |
| 8 | 124 | 23% |
| 9 | 56 | 10% |
| 10 | 67 | 12% |
| Responses | 540 | |

Requested Improvements

The most frequently requested improvement on the survey was for additional benches and shelters, followed by more direct routes, and service that is more frequent. Service later in the evening, shorter travel time and additional weekend service were also frequently requested. These results are shown in Table 12.

Additional Geographic Areas

When asked about additional geographic coverage for the Shore Transit network, the most commonly requested location was Delaware (12 responses), followed by Virginia (10), and the MVA (5). The full list of requested locations is located in Appendix C.

Positive and Negative Features

Riders were asked two open ended questions on the survey- What do you like best about Shore Transit? and What do you like least about Shore Transit? A variety of responses were indicated. Table 13 provides a list of the riders' opinions with regard to the "best" features, listing all of the responses that were provided by more than one rider.

Table 12: Improvements

| Requested Improvements | # |
|---------------------------------|--|
| Additional Shelters and Benches | 198 |
| More Direct Routes | 178 |
| More Frequent Service | 172 |
| Service Later in the Evening | 139 |
| Shorter Travel Time | 121 |
| Additional Weekend Service | 113 |
| Service Earlier in the Morning | 91 |
| More Geographic Coverage | 22 |
| Less Expensive | 9 |
| Better Buses | 7 |
| Air Conditioning | 5 |
| Express Buses | 3 |
| Better Drivers | 3 |
| Other: | |
| | 8:30 a.m. bus run |
| | A "Metro Card" similar to DC's |
| | Better Dependability |
| | Better Sunday Service |
| | Bike Racks on Buses |
| | Bus between Berlin and OC |
| | Coverage to Harbor Point |
| | Fares paid by the mile |
| | The morning bus should go down Somerset Ave. |
| | Separate bus for wheelchair rides |
| | Transfer tickets |
| | Make Ocean Pines a regular stop |
| | More bus stops |
| | More buses |
| | More buses in the afternoon from OC |
| | More sensible scheduling |
| | Delmar on Sundays |
| | Service on Route 346 |
| | Shelter at Fresh Pride |
| | Bus to MVA |
| | 2 buses for high-volume runs (431 at 7:30 a.m. and 4-5 p.m.) |

Table 13: What do you like best about Shore Transit's Service?

| Feature | # |
|---|-----|
| That it is available/gets you where you need to go/ gets you to work | 106 |
| Drivers | 66 |
| Cost- cheap- inexpensive | 47 |
| Convenience | 23 |
| Comfortable | 20 |
| Nothing | 18 |
| On time | 23 |
| Dependable - Reliable | 7 |
| The ride | 7 |
| Clean | 6 |
| The ride is friendly | 5 |
| Air conditioning | 4 |
| 7 day pass | 3 |
| Everything | 3 |
| Peaceful | 3 |
| Quickly getting you there | 3 |
| Safe ride | 3 |
| Save gas money | 3 |
| Communication | 2 |
| Frequency | 2 |
| Heat | 2 |
| Not having to drive | 2 |
| Proximity of stops at my destinations | 2 |
| Regular | 2 |
| Rules to riding the bus | 2 |
| Saving people \$ and their jobs | 2 |
| The trolley bus | 2 |
| Time convenience | 2 |
| When it is on time | 2 |

Table 14 lists the features that riders like the least about Shore Transit services. The full list of responses, for both the best and the least liked features is provided in Appendix C.

Table 14: What do you like LEAST about Shore Transit's service?

| Comment | # |
|--|----------|
| Frequency | 51 |
| Crowded | 43 |
| Bus drivers | 38 |
| Fares- too expensive | 32 |
| Travel time | 26 |
| Late | 19 |
| Hours of operation /Needs to run later/earlier | 17 |
| Nothing | 17 |
| Disrespectful passengers | 14 |
| Long rides | 14 |
| Need additional service on Sundays | 14 |
| No A/C | 14 |
| Bus breakdowns | 10 |
| Condition of buses | 8 |
| Paying for each transfer | 7 |
| Difficult to get in touch with dispatch/hard to find schedules | 6 |
| Not enough buses | 6 |
| Heat | 5 |
| Moving office too far away | 4 |
| None | 4 |
| time schedule | 4 |
| Need more stops | 3 |
| Changes | 2 |
| Everything | 2 |
| No Benches | 3 |
| Too many stops | 2 |

As these responses indicate, riders are grateful that the service is available, have mixed opinions with regard to the drivers and fares. Riders would like service that is more frequent.

Demographics

In order to develop an accurate rider profile, several questions on the survey concerned various rider demographics. Riders represent all three Lower Shore counties, with the majority of the riders reported that they live in Wicomico County. These results are shown in Table 15. Riders were also asked to indicate their residential zip codes. These results show that the largest number of riders reported zip codes from the Salisbury area. Table 16 provides these results.

The majority of Shore Transit riders reported that they do not have a driver's license, they do not have a car, and/or a car was not available for their use. These responses are provided in Table 17.

Additional demographic questions included age, race, income, employment status, and household size. These results indicate that the majority of riders are of working age, employed, African American, and relatively low income. These results are provided in Table 18.

Table 15: County of Residence

| County | # | % |
|--------------------------|------------|----------|
| Somerset | 146 | 24% |
| Wicomico | 310 | 52% |
| Worcester | 127 | 21% |
| Other: | 15 | 3% |
| Dorchester | 3 | |
| Sussex, DE | 3 | |
| Delmar | 2 | |
| VA | 2 | |
| Bogan, NJ | 1 | |
| Foreign | 1 | |
| Fruitland | 1 | |
| Kent, DE | 1 | |
| Pennsylvania | 1 | |
| Total Respondents | 598 | |

Table 16: Zip Codes of Survey Respondents

| Location | Zip | # | % |
|----------------------------------|-------|------------|------|
| Salisbury | 21801 | 134 | 24% |
| Salisbury | 21804 | 101 | 18% |
| Salisbury | 21802 | 4 | < 1% |
| Oriole | 21853 | 88 | 16% |
| Pocomoke | 21851 | 69 | 12% |
| Crisfield | 21817 | 28 | 5% |
| Ocean Pines | 21811 | 24 | 4% |
| Fruitland | 21826 | 23 | 4% |
| Snow Hill | 21863 | 22 | 4% |
| Delmar | 21875 | 12 | 2% |
| West Ocean City/North Ocean City | 21842 | 9 | 2% |
| Marion/Marion Station | 21838 | 5 | < 1% |
| Pittsville | 21850 | 4 | < 1% |
| Mardela/Mardela Springs | 21837 | 3 | < 1% |
| Westover | 21871 | 3 | < 1% |
| Whaleyville | 21872 | 3 | < 1% |
| Willards | 21874 | 3 | < 1% |
| Seaford, DE | 19973 | 2 | < 1% |
| Cambridge | 21613 | 2 | < 1% |
| Bivalve | 21814 | 2 | < 1% |
| Dover | 19904 | 1 | < 1% |
| Delmar | 19940 | 1 | < 1% |
| Laurel, DE | 19956 | 1 | < 1% |
| Boyds, MD | 20841 | 1 | < 1% |
| Centerville | 21617 | 1 | < 1% |
| Newark, MD | 21841 | 1 | < 1% |
| Whitehaven, MD | 21856 | 1 | < 1% |
| Sharptown, MD | 21861 | 1 | < 1% |
| Tyaskin, MD | 21865 | 1 | < 1% |
| Greenbush, VA | 23357 | 1 | < 1% |
| New Church, VA | 23415 | 1 | < 1% |
| Margaretsville, NC | 27853 | 1 | < 1% |
| Charlotte, NC | 28222 | 1 | < 1% |
| # Valid Responses | | 554 | |

Table 17: License and Vehicle Availability

Do you have a driver's license?

| Response | # | % |
|------------------------|------------|-----|
| No | 357 | 59% |
| Yes | 248 | 41% |
| Total Responses | 605 | |

Do you have a vehicle?

| Response | # | % |
|------------------------|------------|-----|
| No | 514 | 85% |
| Yes | 89 | 15% |
| Total Responses | 603 | |

Was a car available for this trip?

| Response | # | % |
|------------------------|------------|-----|
| No | 538 | 91% |
| Yes | 55 | 9% |
| Total Responses | 593 | |

Table 18: Age, Employment, Race, Income, and Household Size

| Age Range | # | % |
|----------------------------------|------------|----------|
| 12-17 | 24 | 4% |
| 18-24 | 150 | 25% |
| 25-44 | 229 | 38% |
| 45-59 | 155 | 26% |
| 60+ | 43 | 7% |
| Under 12 | 1 | 0% |
| Total Responses | 602 | |
| Employment Status* | # | % |
| Employed Full-Time | 313 | 50% |
| Employed Part-Time | 114 | 18% |
| Unemployed | 57 | 9% |
| Unemployed- Disability | 55 | 9% |
| Student Full-Time | 39 | 6% |
| Student Part-Time | 29 | 5% |
| Retired | 13 | 2% |
| Homemaker | 10 | 2% |
| Responses | 630 | |
| *Could check more than one | | |
| Race | # | % |
| African American | 383 | 65% |
| Caucasian/White | 119 | 20% |
| Two or more races | 35 | 6% |
| Other | 31 | 5% |
| American Indian/Alaskan Native | 17 | 3% |
| Asian | 4 | 1% |
| Native Hawaiian/Pacific Islander | 1 | 0% |
| Responses | 590 | |

Table 18: Age, Employment, Race, Income, and Household Size (continued)

| Income Range | # | % |
|-----------------------|------------|----------|
| Under \$11,490 | 243 | 49% |
| \$11,490 - \$15,510 | 61 | 12% |
| \$15,510 - \$19,530 | 59 | 12% |
| \$19,530 - \$23,550 | 27 | 5% |
| \$23,550 - \$35,000 | 60 | 12% |
| \$35,001 - \$45,000 | 20 | 4% |
| \$45,000 - \$60,000 | 13 | 3% |
| Over \$60,000 | 8 | 2% |
| Responses | 491 | |
| Household Size | # | % |
| 1 | 100 | 18% |
| 2 | 150 | 27% |
| 3 | 115 | 21% |
| 4 | 78 | 14% |
| 5 | 53 | 10% |
| 6 | 31 | 6% |
| 7 | 11 | 2% |
| 8 | 8 | 1% |
| 9 | 4 | 1% |
| 17 | 1 | 0% |
| Responses | 551 | |

Language

Ninety-six percent of survey respondents reported that English is the primary language spoken in their home and 97% indicated that they understand English well or very well.

College/University Affiliation

About 11% of the riders are Wor-Wic Community College students. An additional 5% are UMES students and 3% are UMES faculty or staff. Several of the

survey respondents indicated that they are affiliated with more than one of the higher education institutions on the Lower Eastern Shore. These results are shown in Table 19.

Table 19: College/University Affiliation

| College/University Affiliation | # Indicating | % |
|---|---------------------|----------|
| Wor-Wic Community College Student | 66 | 11% |
| UMES Student | 30 | 5% |
| UMES Faculty/Staff | 19 | 3% |
| Wor-Wic Community College Faculty/Staff | 10 | 2% |
| Salisbury University Student | 10 | 2% |
| Salisbury University Faculty/Staff | 1 | 0% |
| Total Surveys | 622 | |

Note: several respondents were affiliated with more than one institution in some manner.

SUMMARY

Data collected and analyzed for the Shore Transit Ridership Study have found that Shore Transit is making progress toward accurately reporting data for the NTD. The staff is working collaboratively to successfully input data and staff members have attended NTD training workshops. It appears that there may still be an issue with the calculation of passenger miles, though this has not been confirmed, as the data are not available for the days that KFH Group collected the passenger mile data.

Specific lingering questions about how to report certain datasets were researched for this study. It should be noted that Shore Transit staff can call the NTD help desk at any time to clarify data entry requirements should questions arise in the future.

The passenger counts and surveys will provide valuable information for Shore Transit's upcoming Transit Development Plan, as it appears that there are some issues that should be addressed during the planning process, including capacity issues between Salisbury and Ocean City in the summer, The productivity of the Salisbury local routes, schedule adherence, passenger comfort issues, travel time, and frequency of service.

Appendix A
Ridership Maps

Figures

Figure 1: Route 111 North- Maximum Load

Figure 2: Route 111 North- Average Daily Activity

Figure 3: Route 111 South- Maximum Load

Figure 4: Route 111 South- Average Daily Activity

Figure 5: Route 190- Maximum Load

Figure 6: Route 190- Average Daily Activity

Figure 7: Route 191- Maximum Load

Figure 8: Route 191- Average Daily Activity

Figure 9: Route 194- Maximum Load

Figure 10: Route 194- Average Daily Activity

Figure 11: Route 195- Maximum Load

Figure 12: Route 195- Average Daily Activity

Figure 13: Route 431- Maximum Load

Figure 14: Route 431- Average Daily Activity

Figure 15: Route 451- Maximum Load

Figure 16: Route 451- Average Daily Activity

Figure 17: Route 701 North- Maximum Load

Figure 18: Route 701 North- Average Daily Activity

Figure 19: Route 701 South- Maximum Load

Figure 20: Route 701 South- Average Daily Activity

Figure 21: Route 703- Maximum Load

Figure 22: Route 703 Average Daily Activity

Figure 1: Route 111 North - Maximum Load

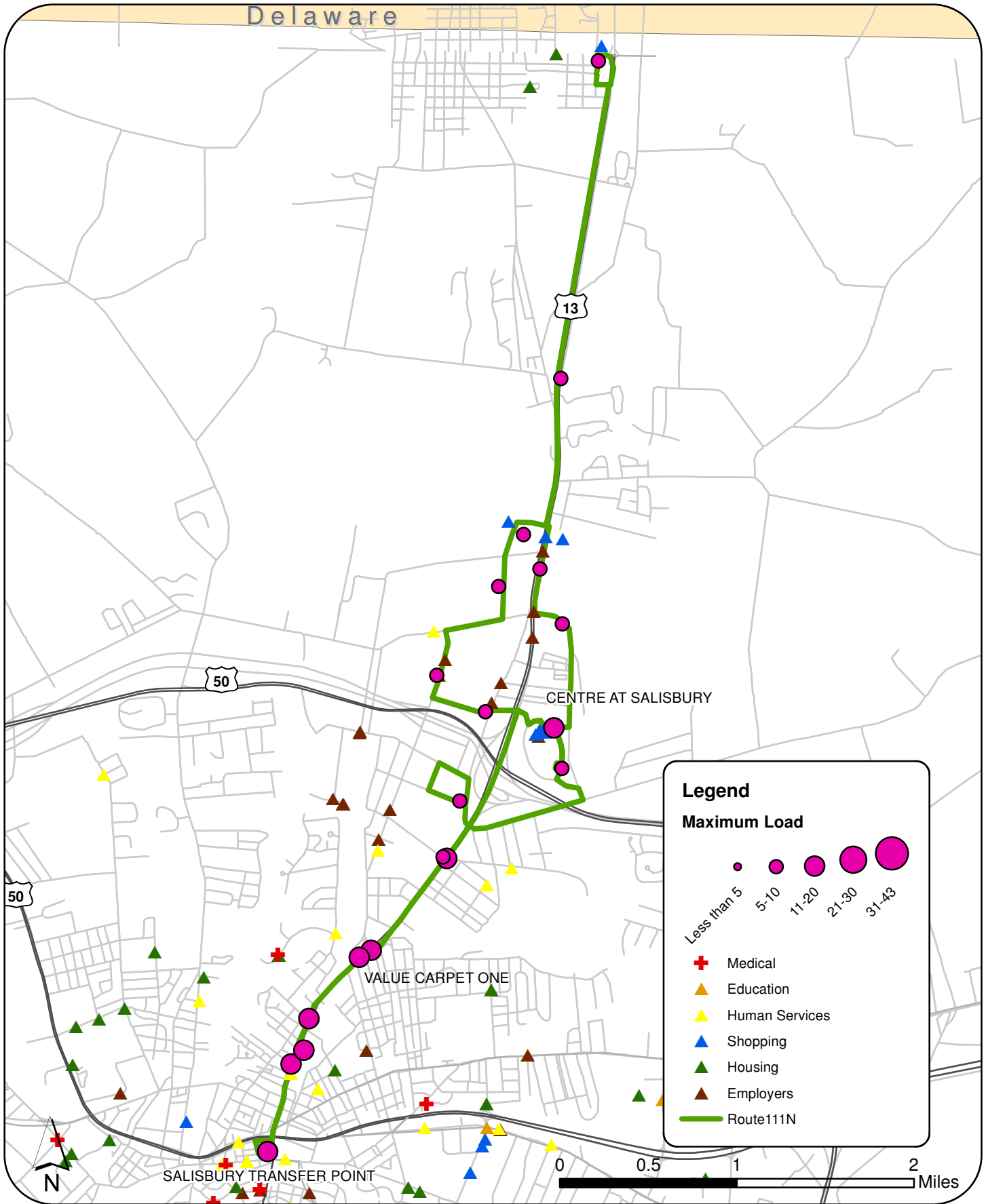


Figure 2: Route 111 North - Average Daily Activity

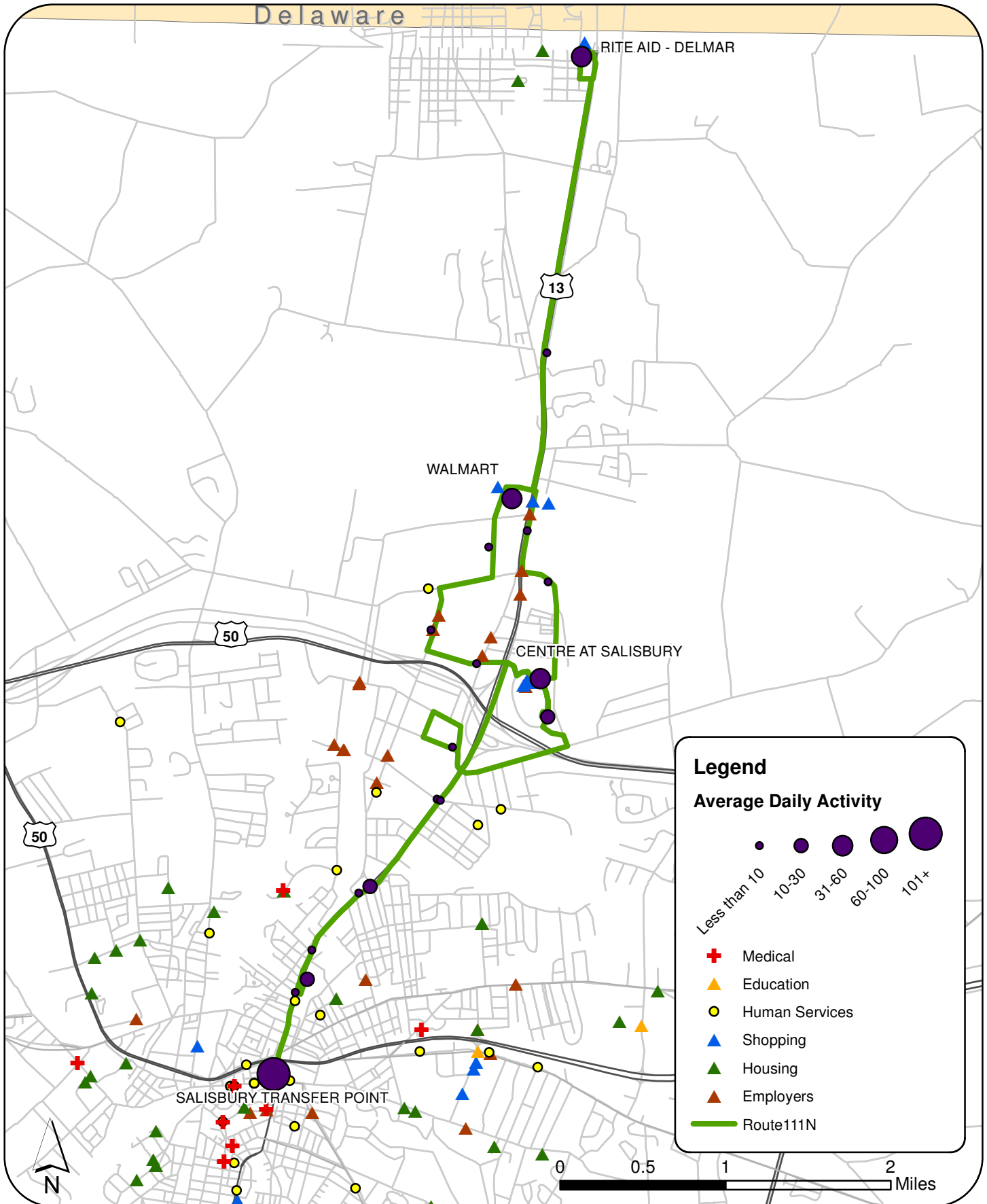


Figure 3: Route 111 South - Maximum Load

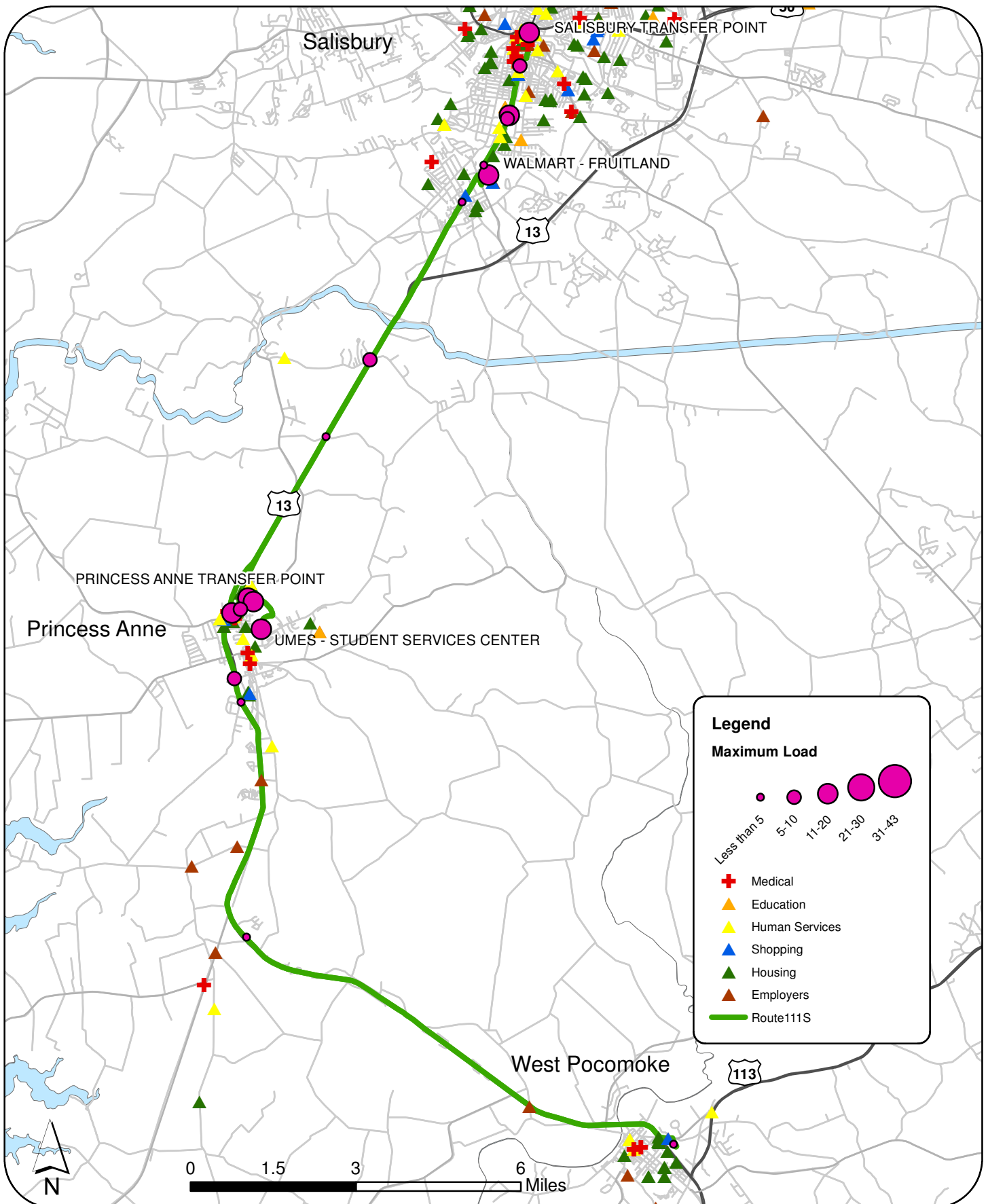


Figure 4: Route 111 South - Average Daily Activity

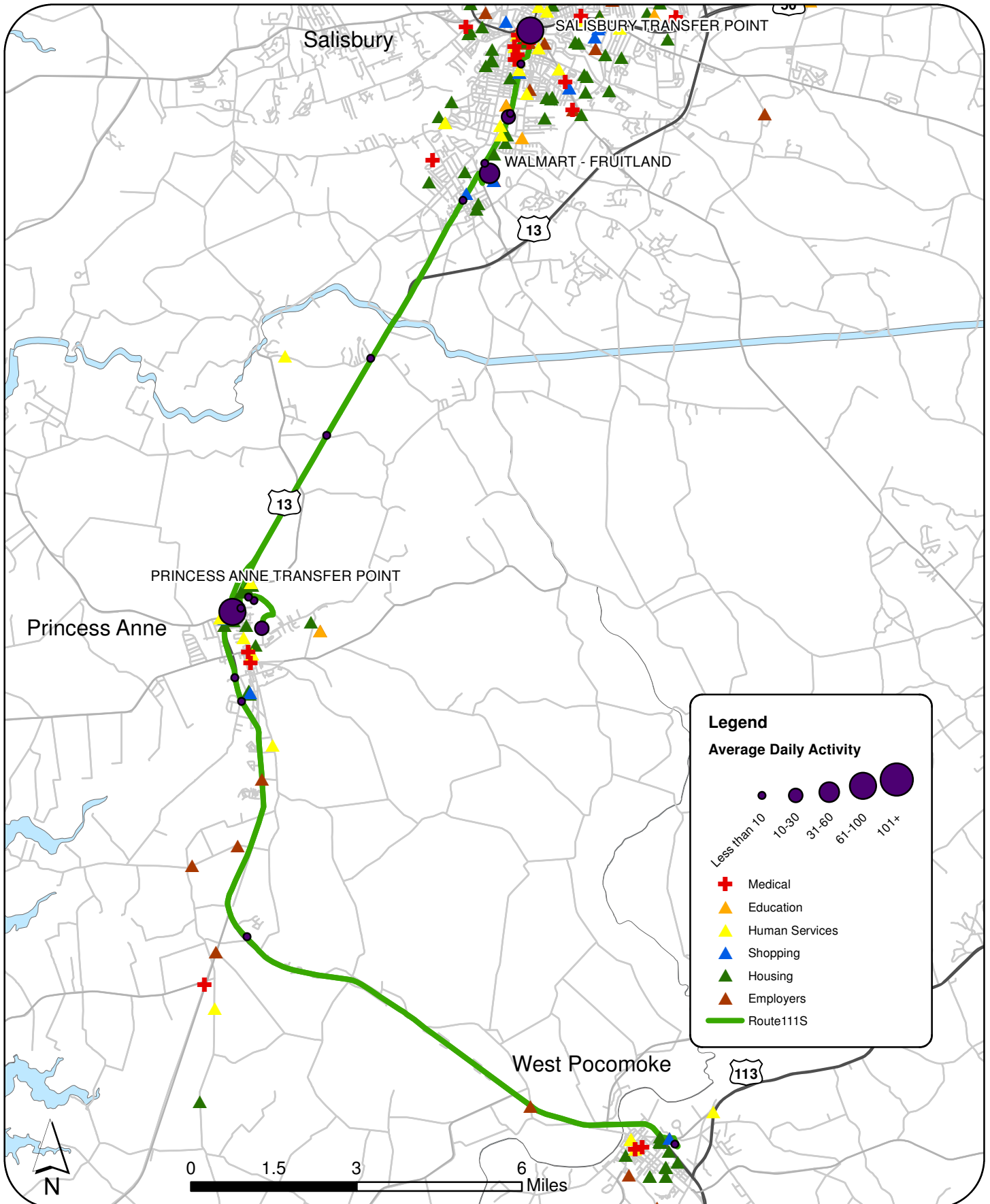


Figure 5: Route 190 - Maximum Load

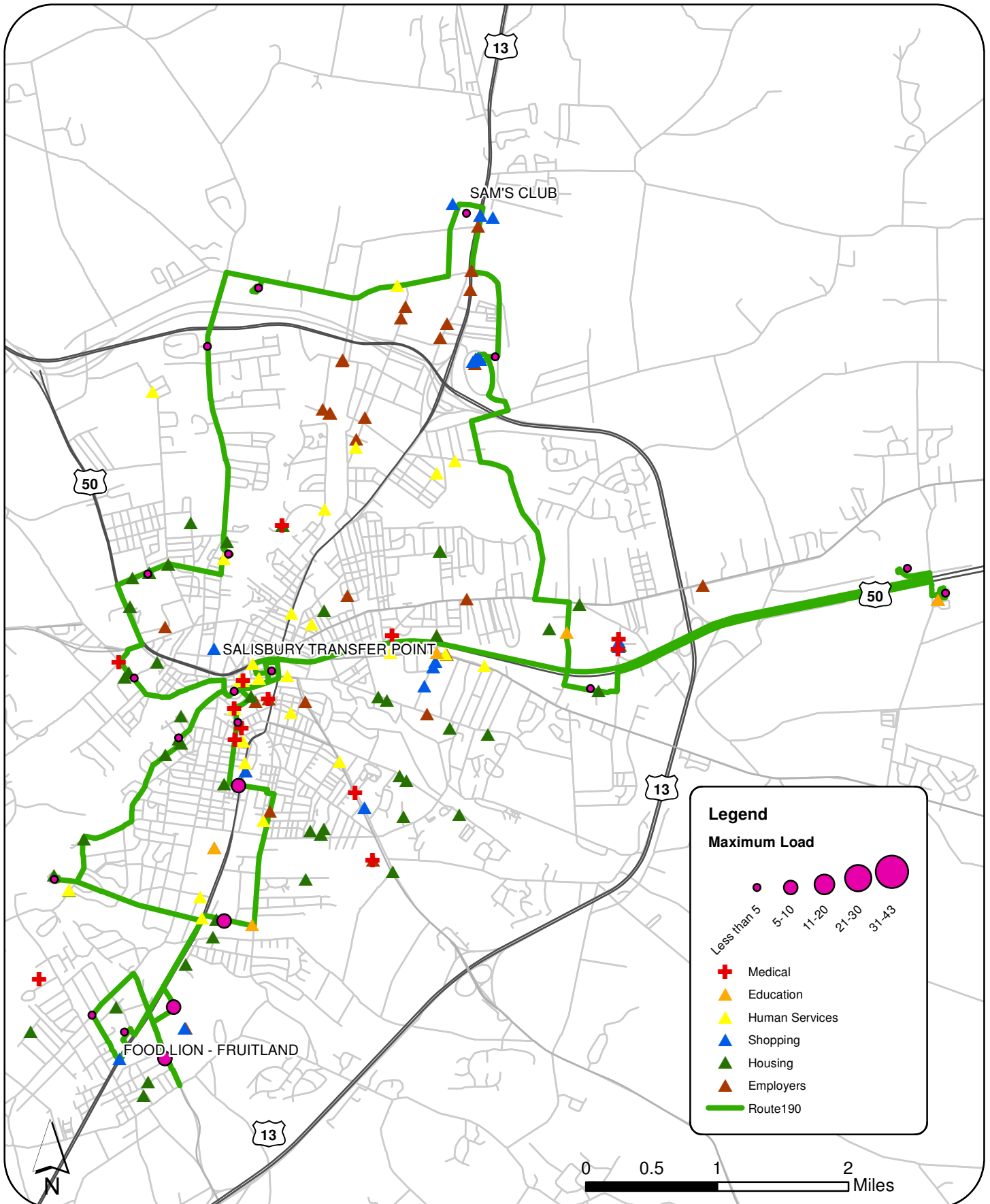


Figure 6: Route 190 - Average Daily Activity

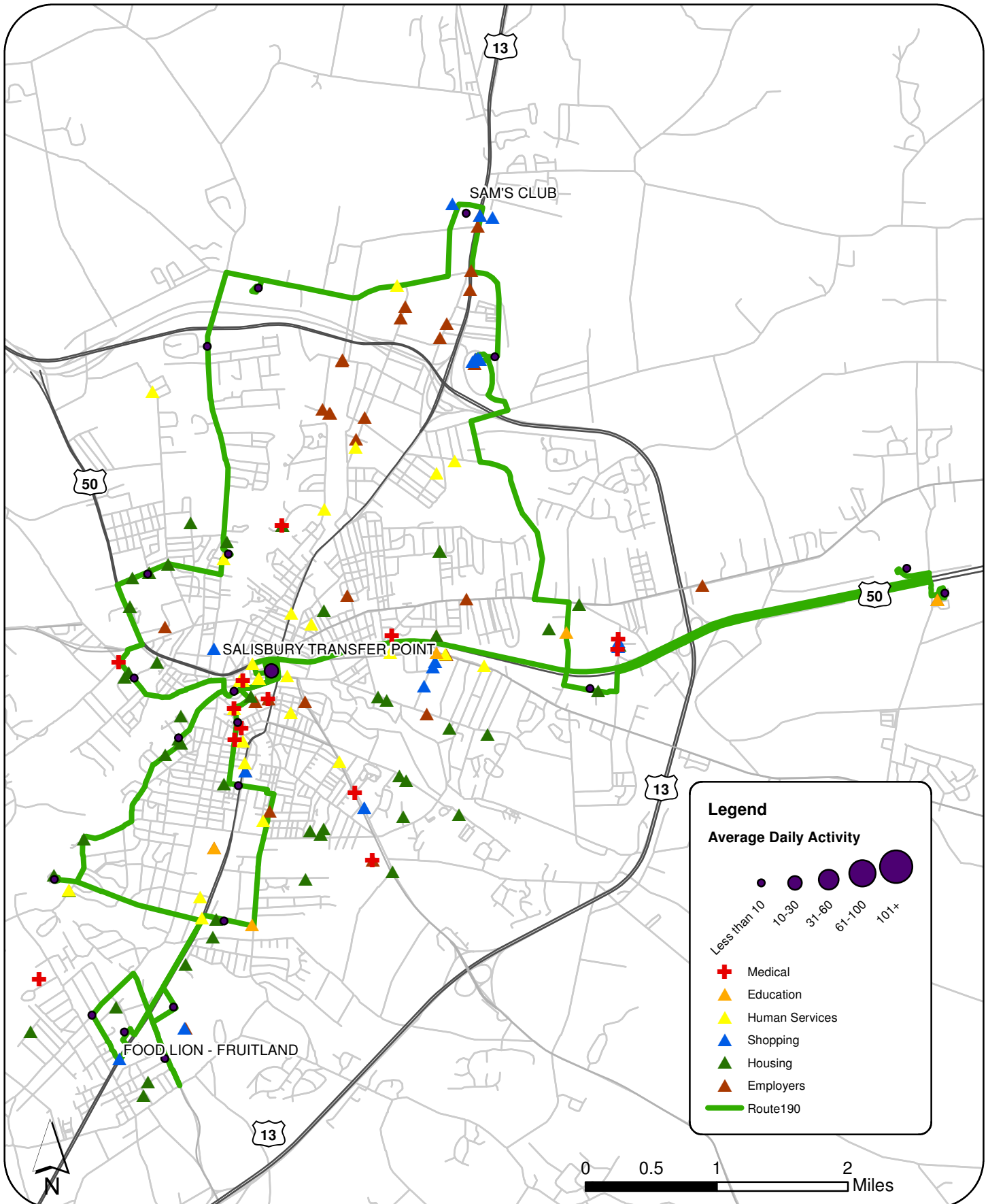


Figure 7: Route 191 - Maximum Load

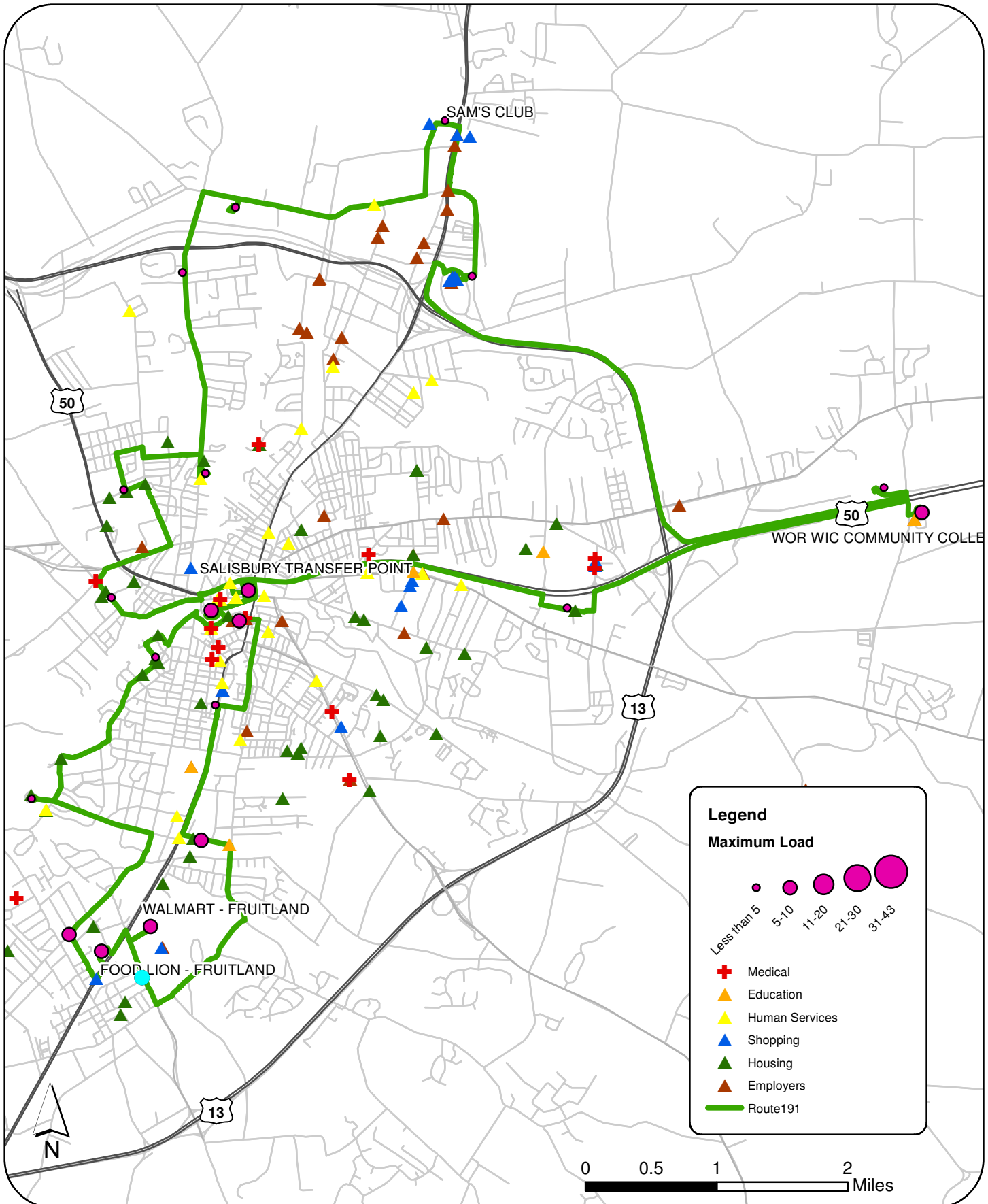


Figure 8: Route 191 - Average Daily Activity

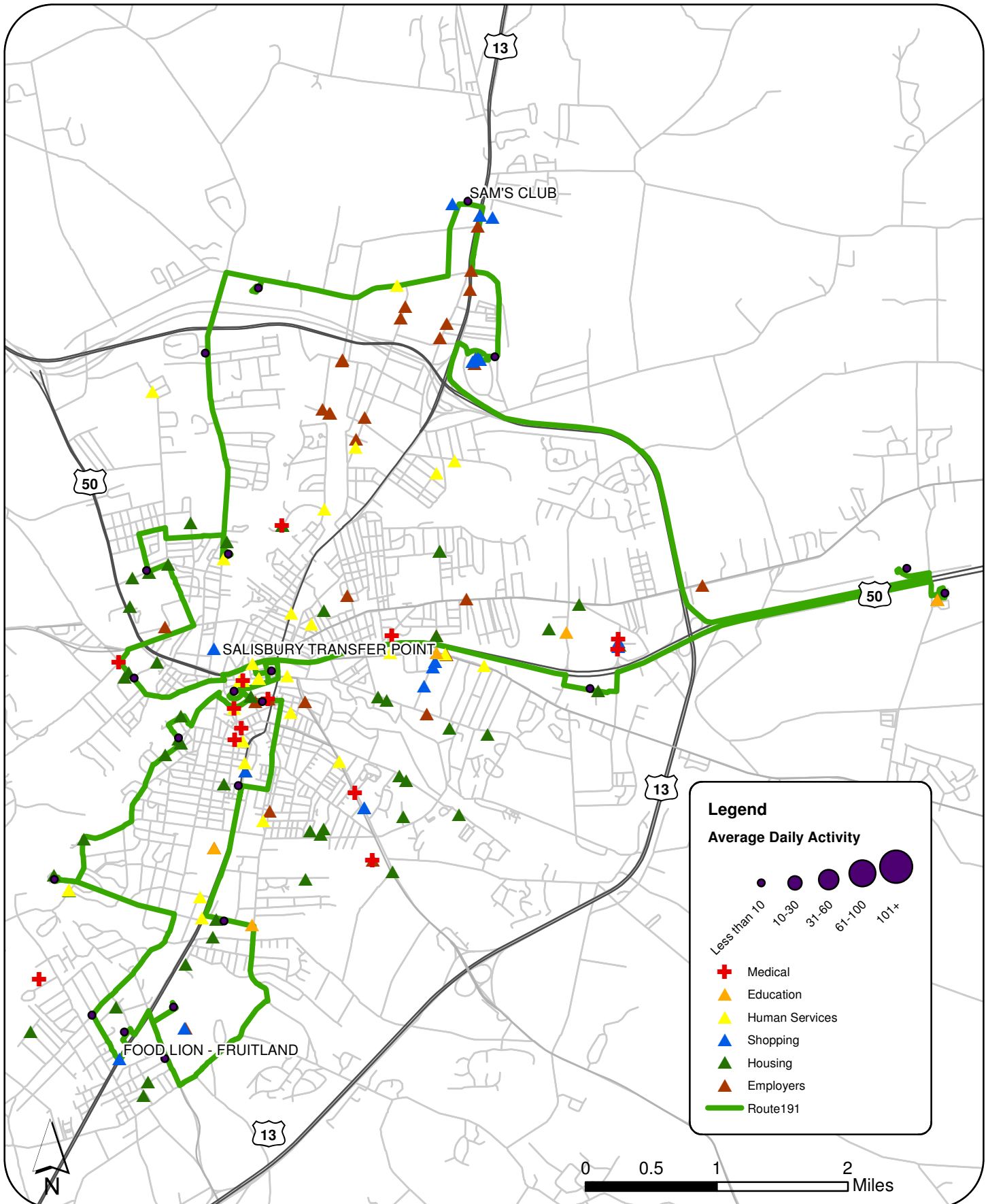


Figure 9: Route 194 - Maximum Load

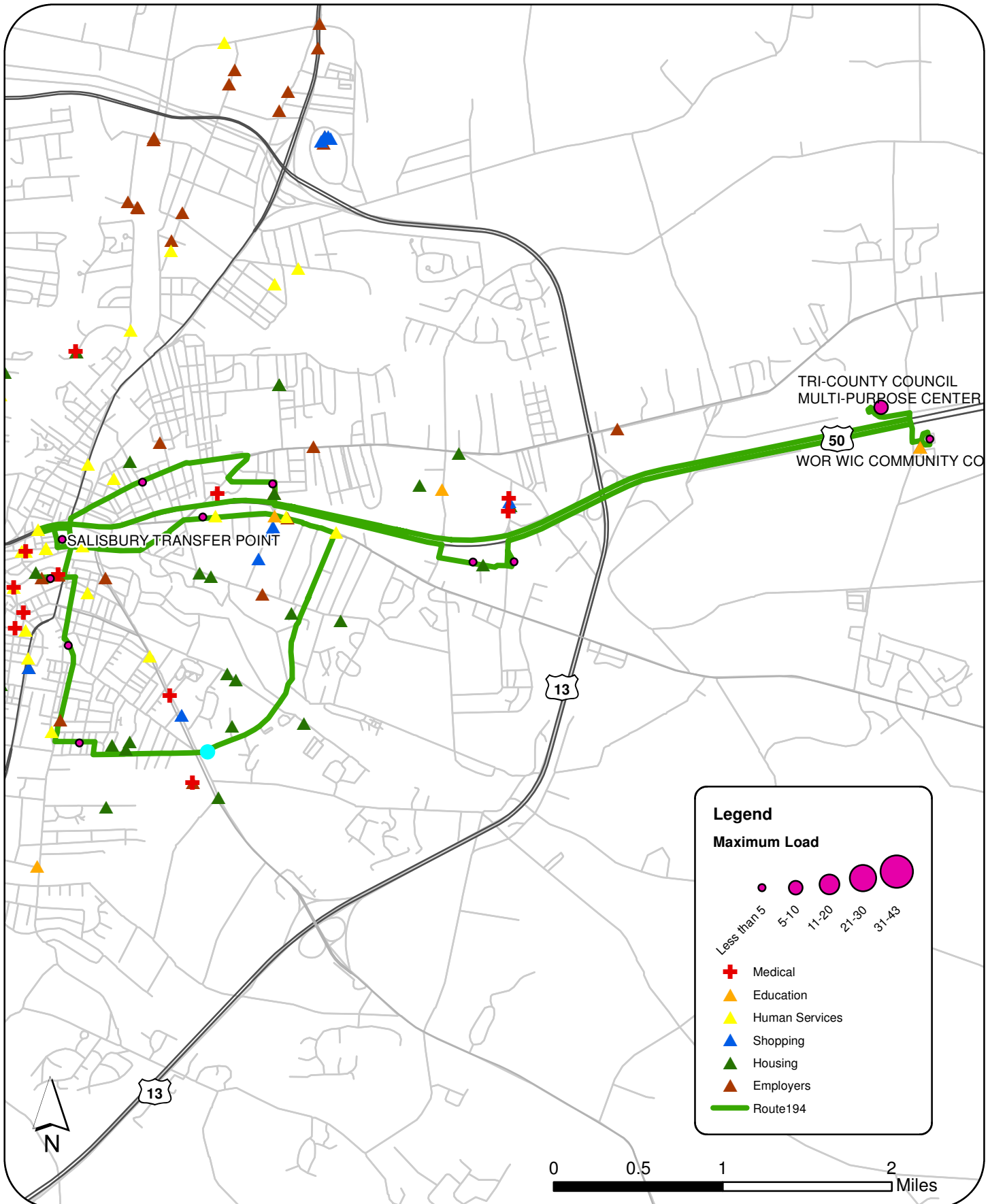


Figure 10: Route 194 - Average Daily Activity

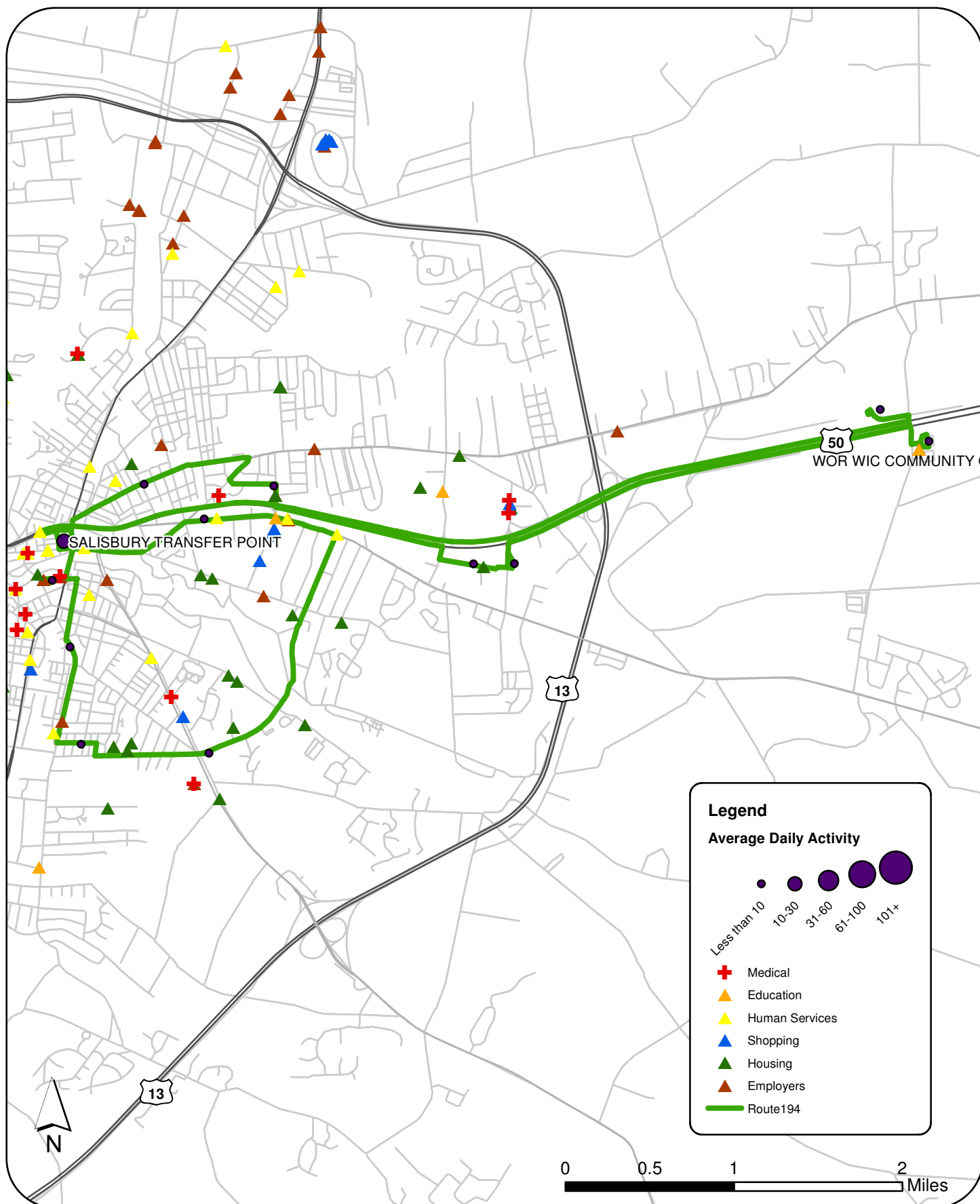


Figure 11: Route 195 - Maximum Load

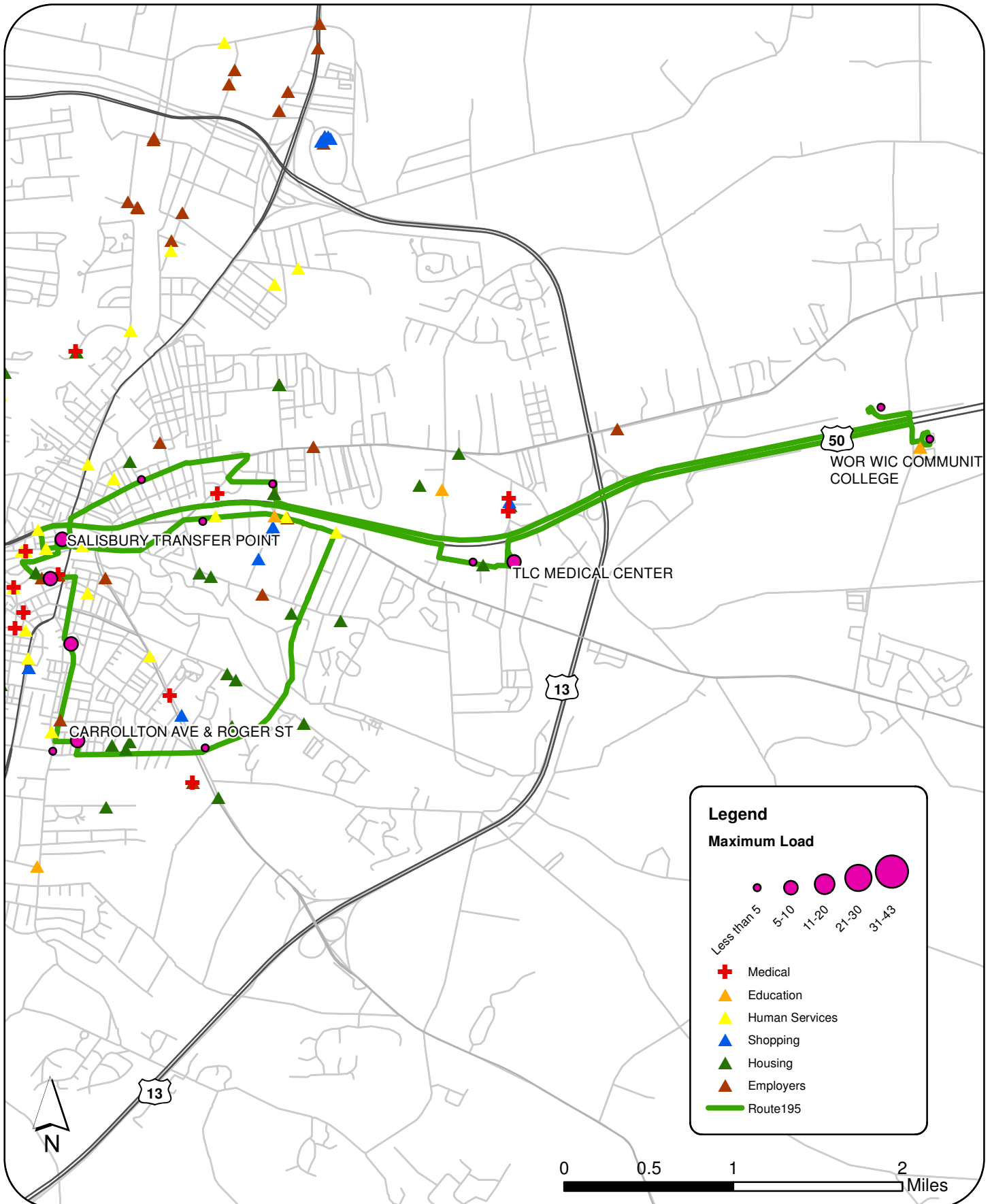


Figure 12: Route 195 - Average Daily Activity

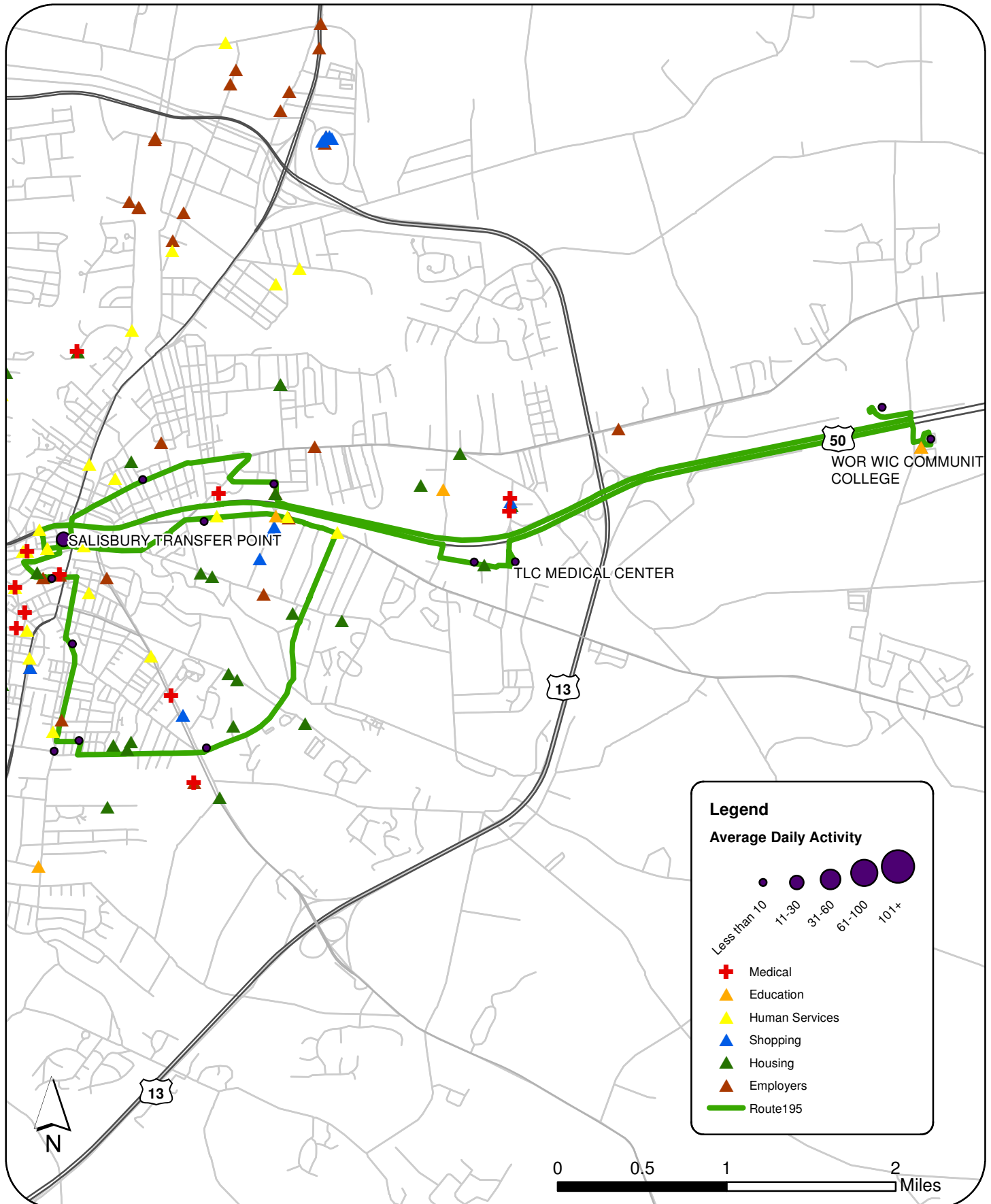


Figure 13: Route 431 - Maximum Load

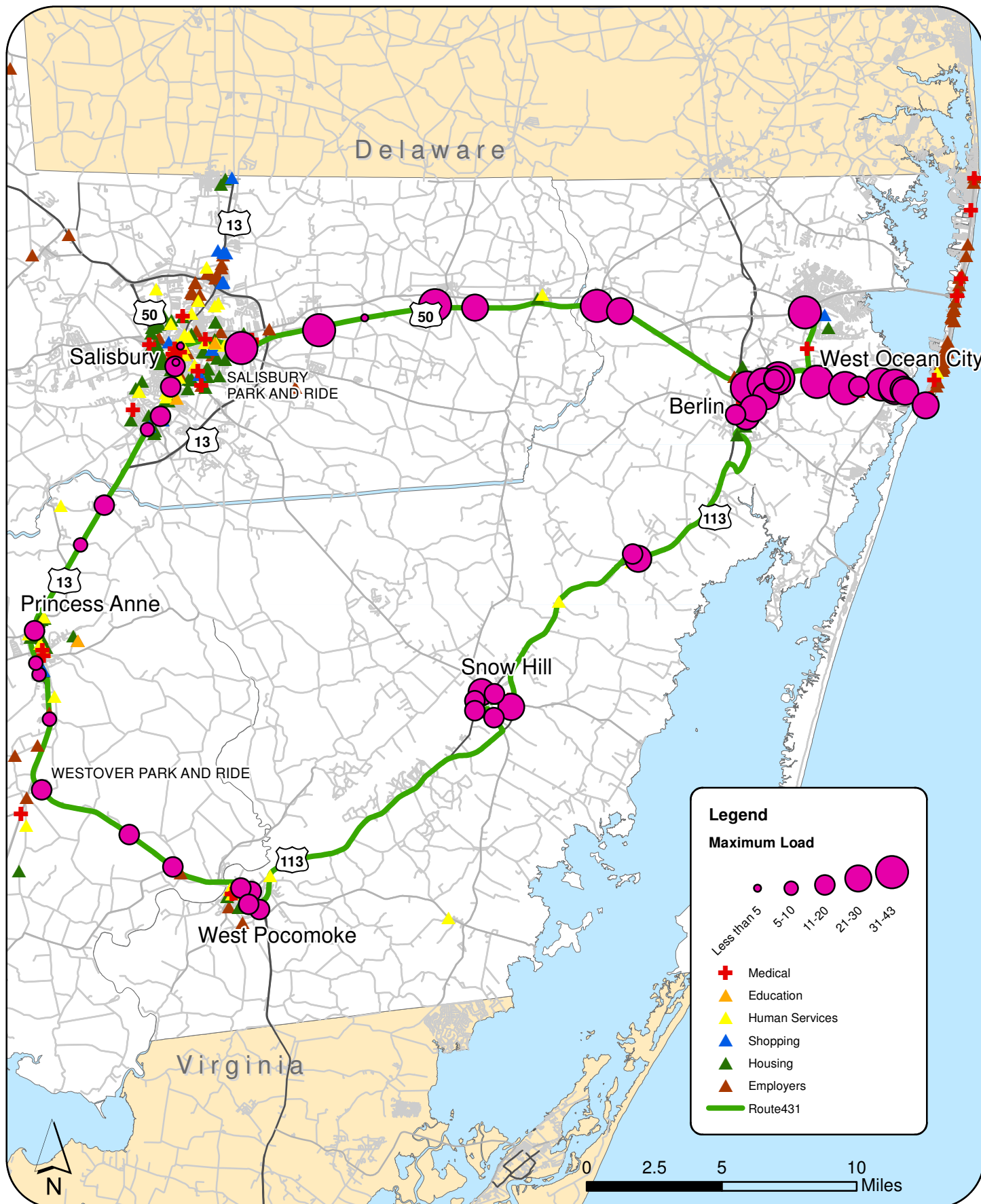


Figure 14: Route 431 - Average Daily Activity

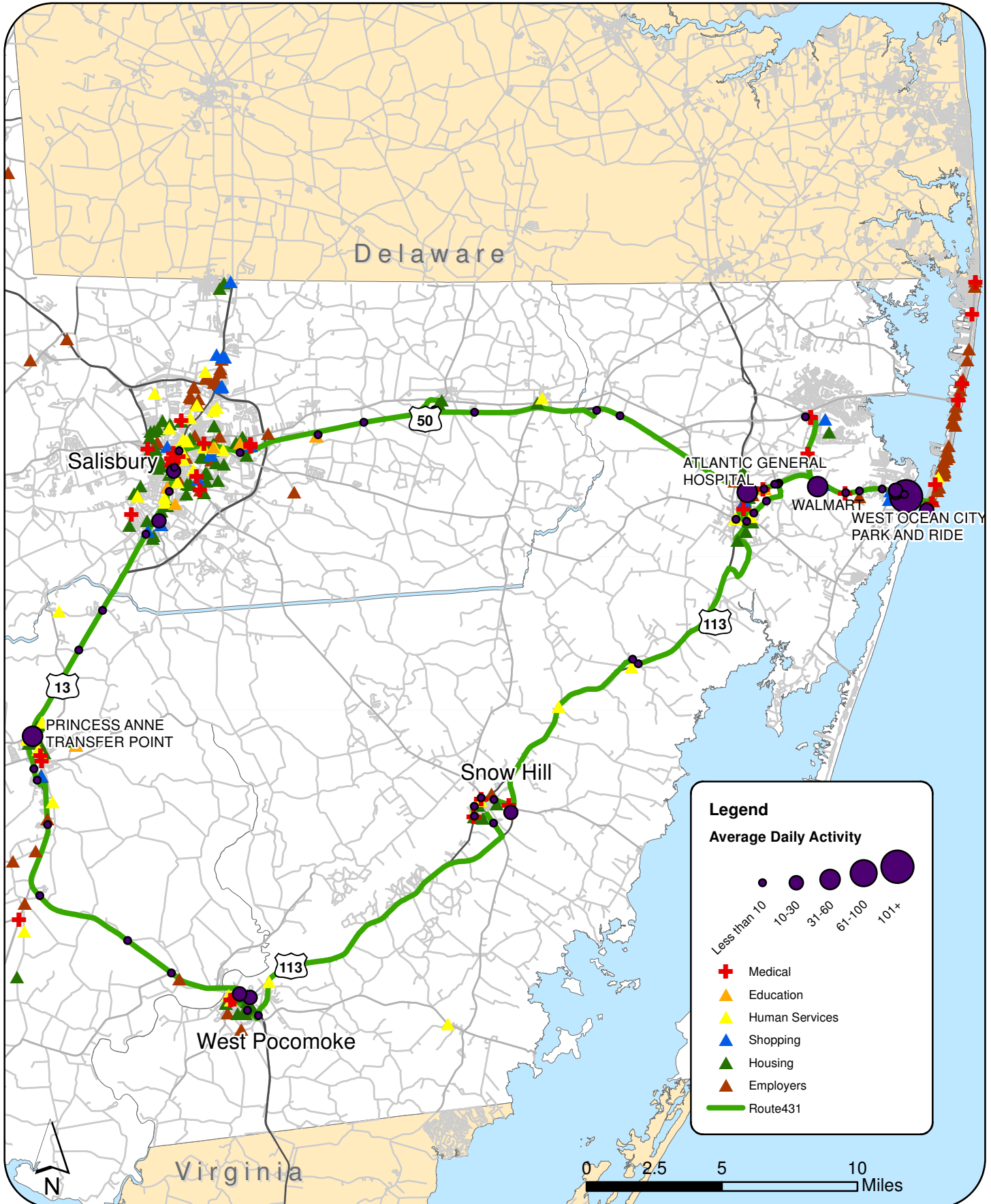


Figure 15: Route 451 - Maximum Load

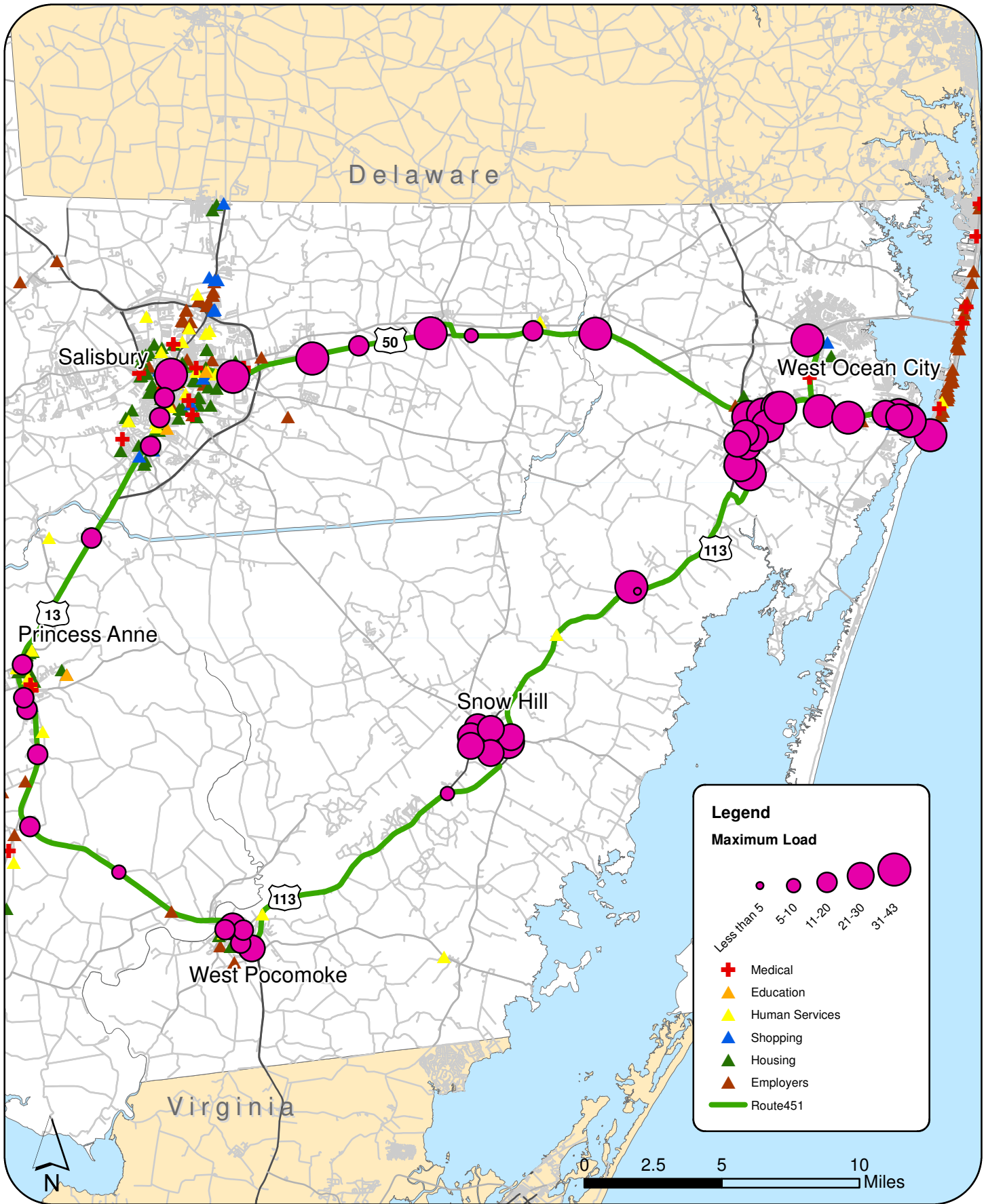


Figure 16: Route 451 - Average Daily Activity

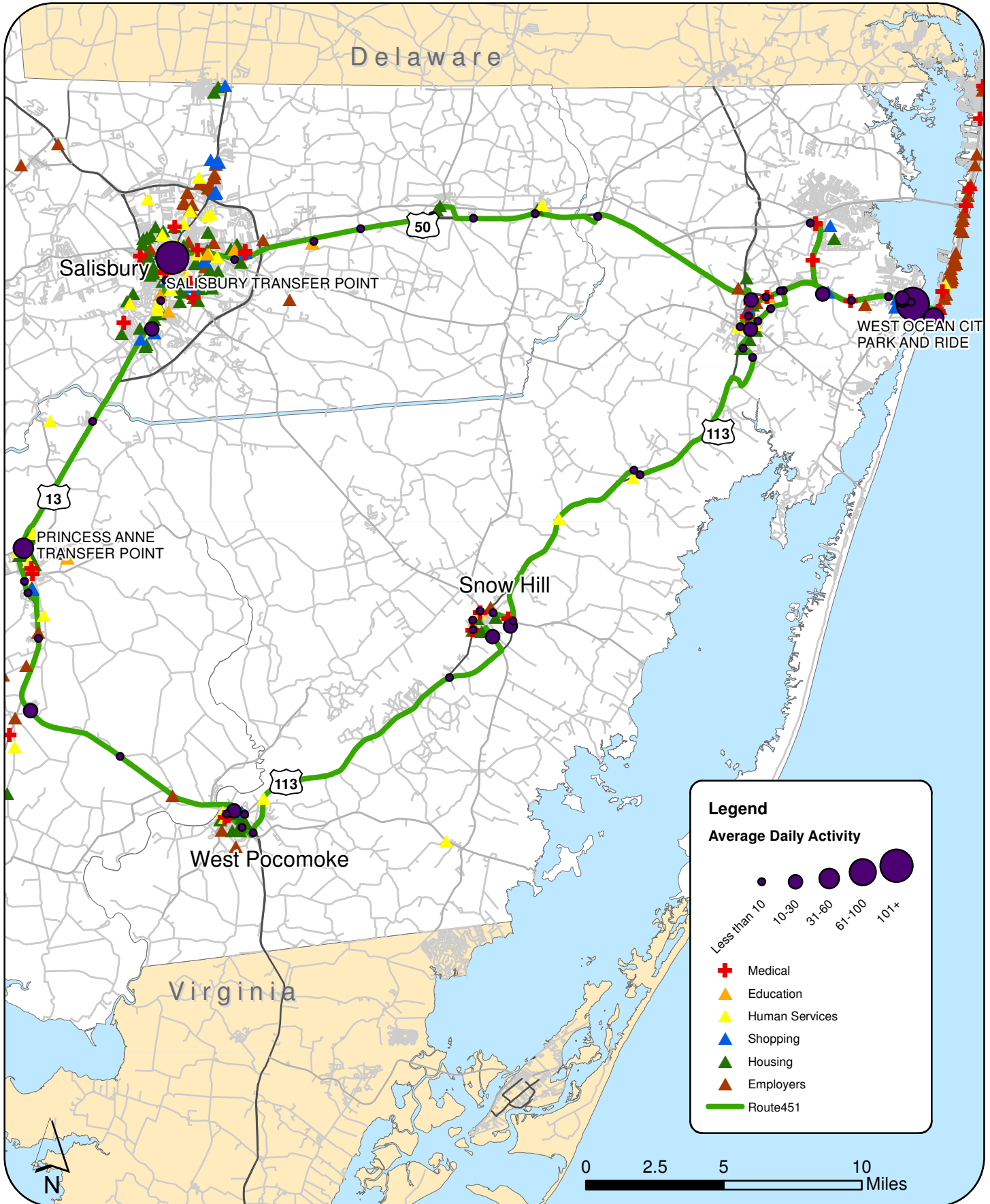


Figure 17: Route 701 North - Maximum Load

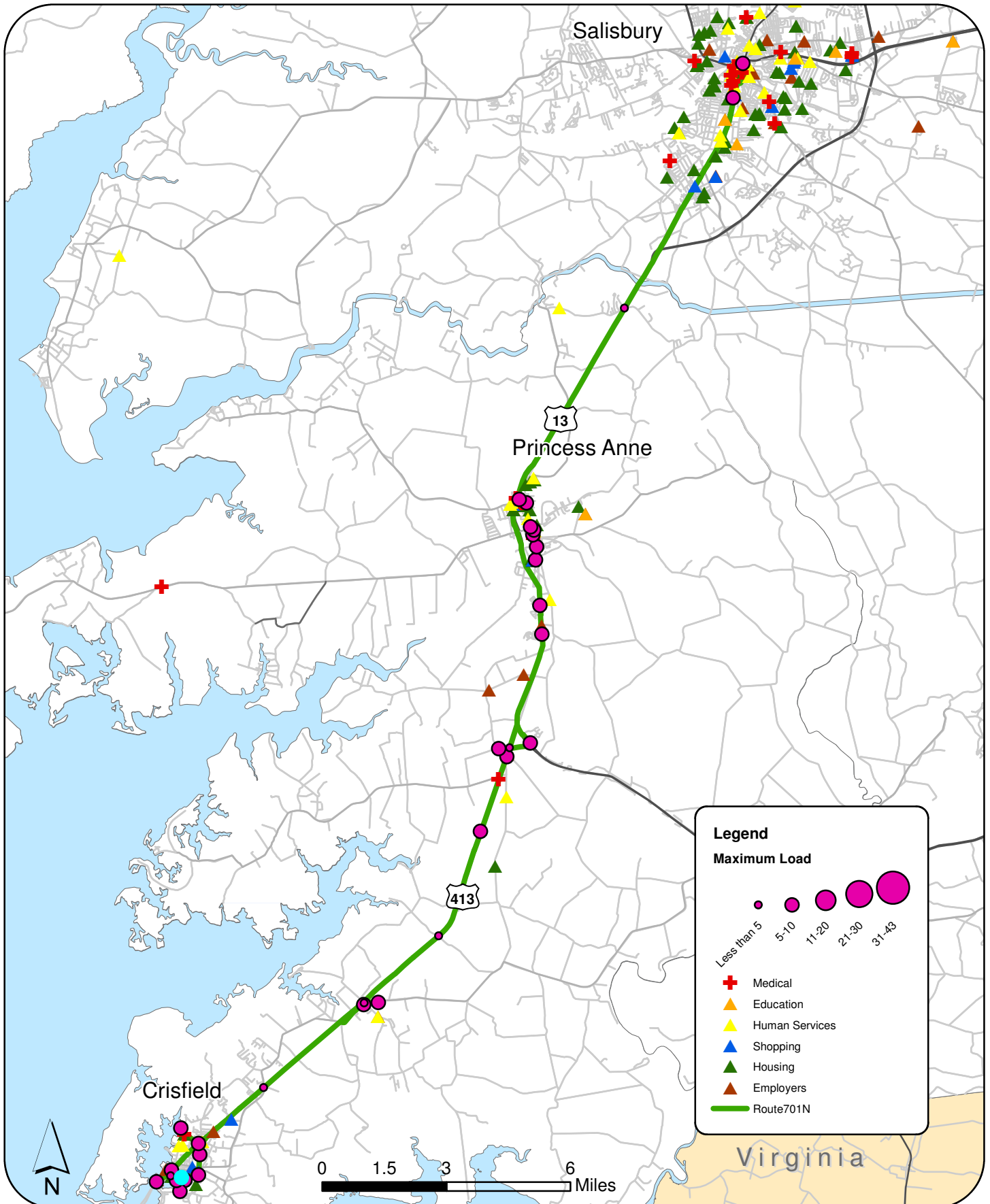


Figure 18: Route 701 North - Average Daily Activity

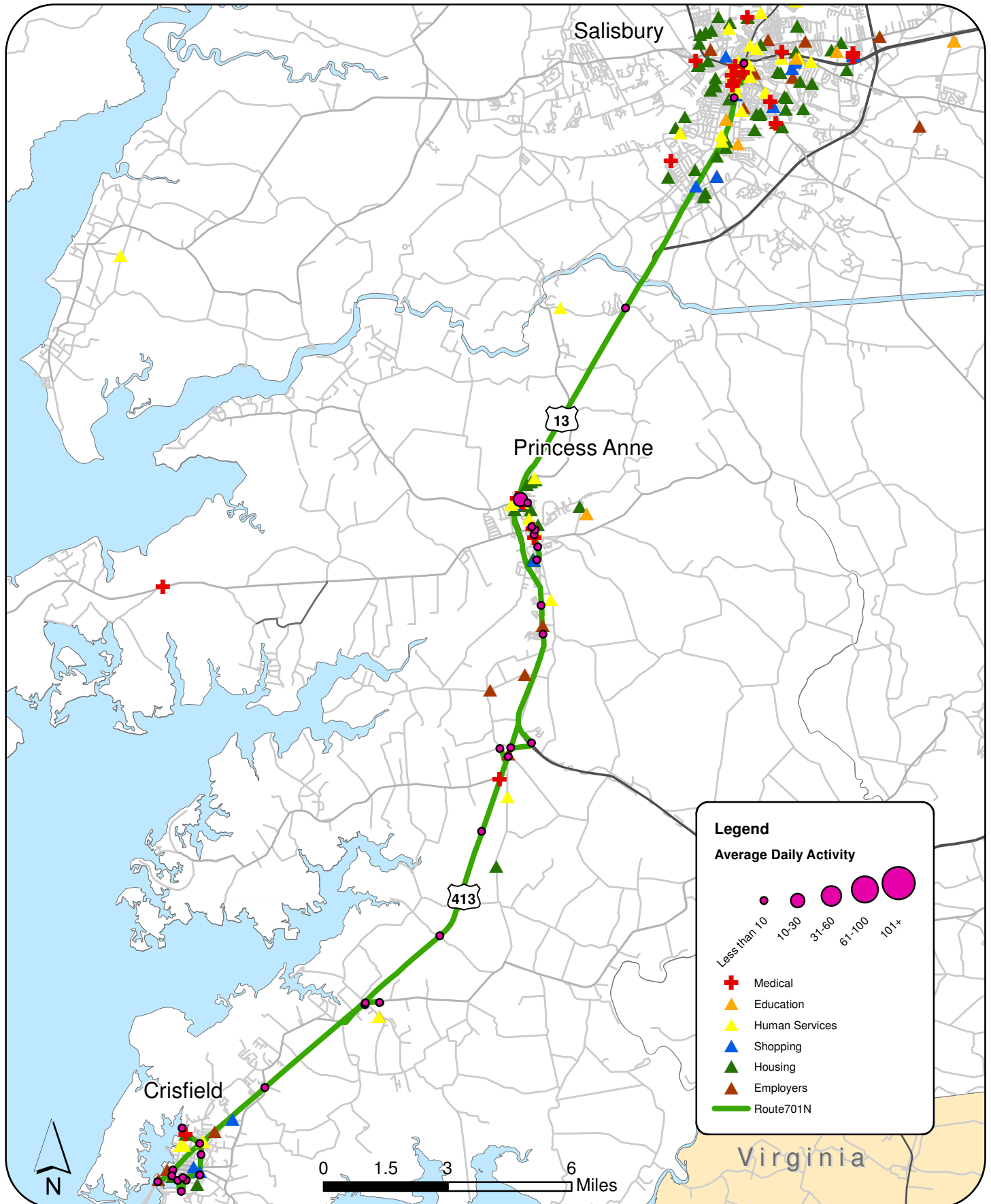


Figure 19: Route 701 South - Maximum Load

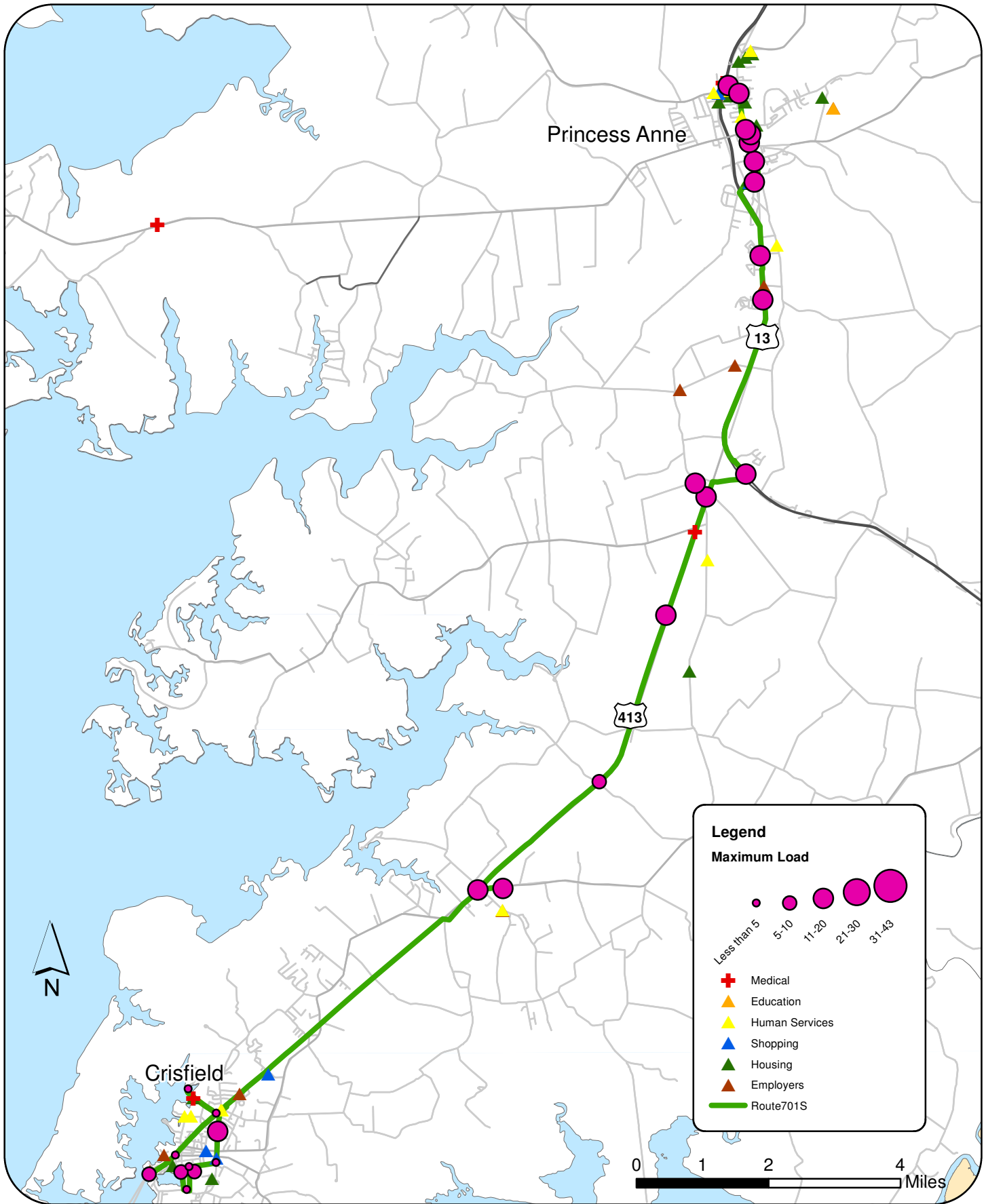


Figure 20: Route 701 South - Average Daily Activity

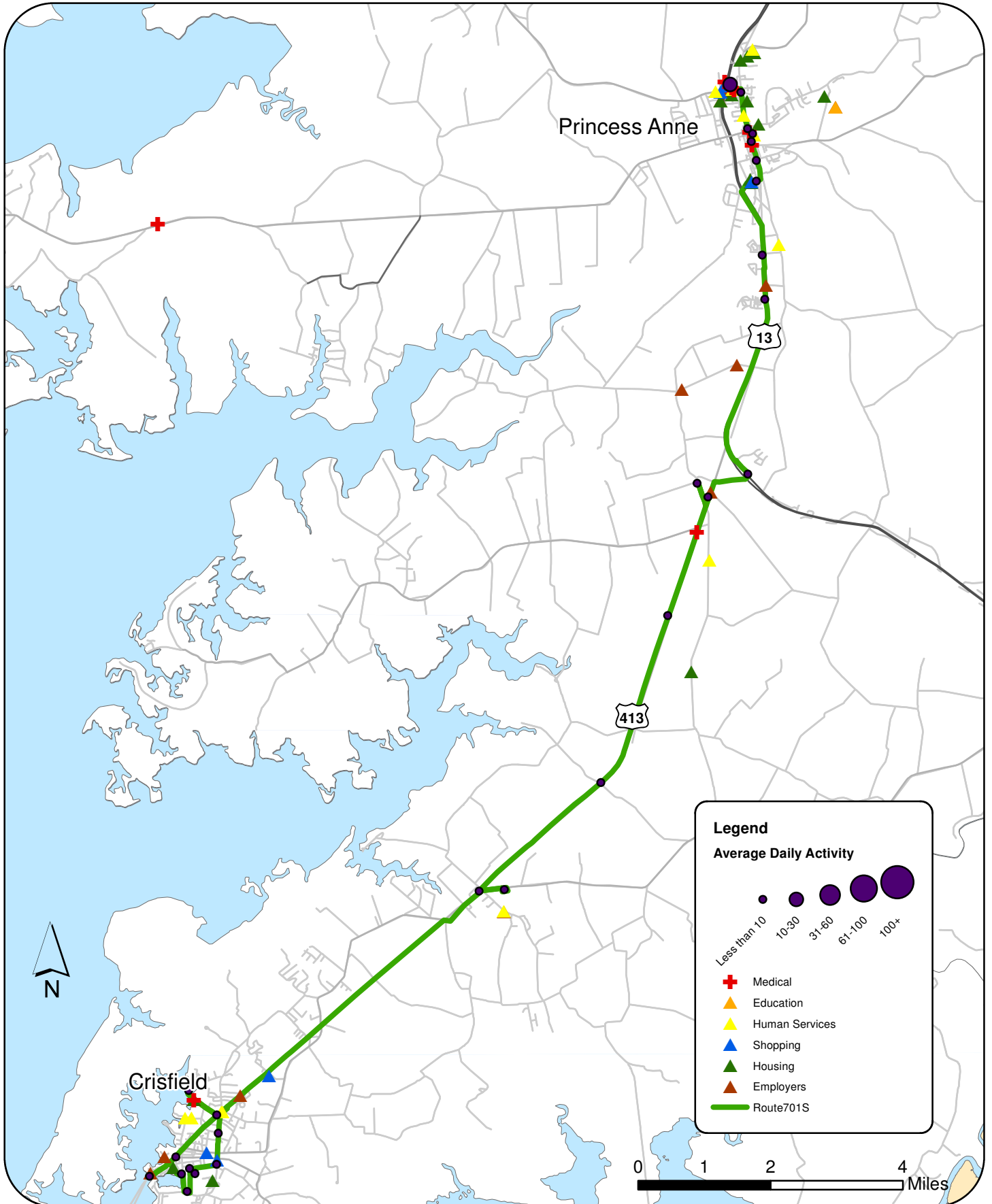


Figure 21: Route 703 - Maximum Load

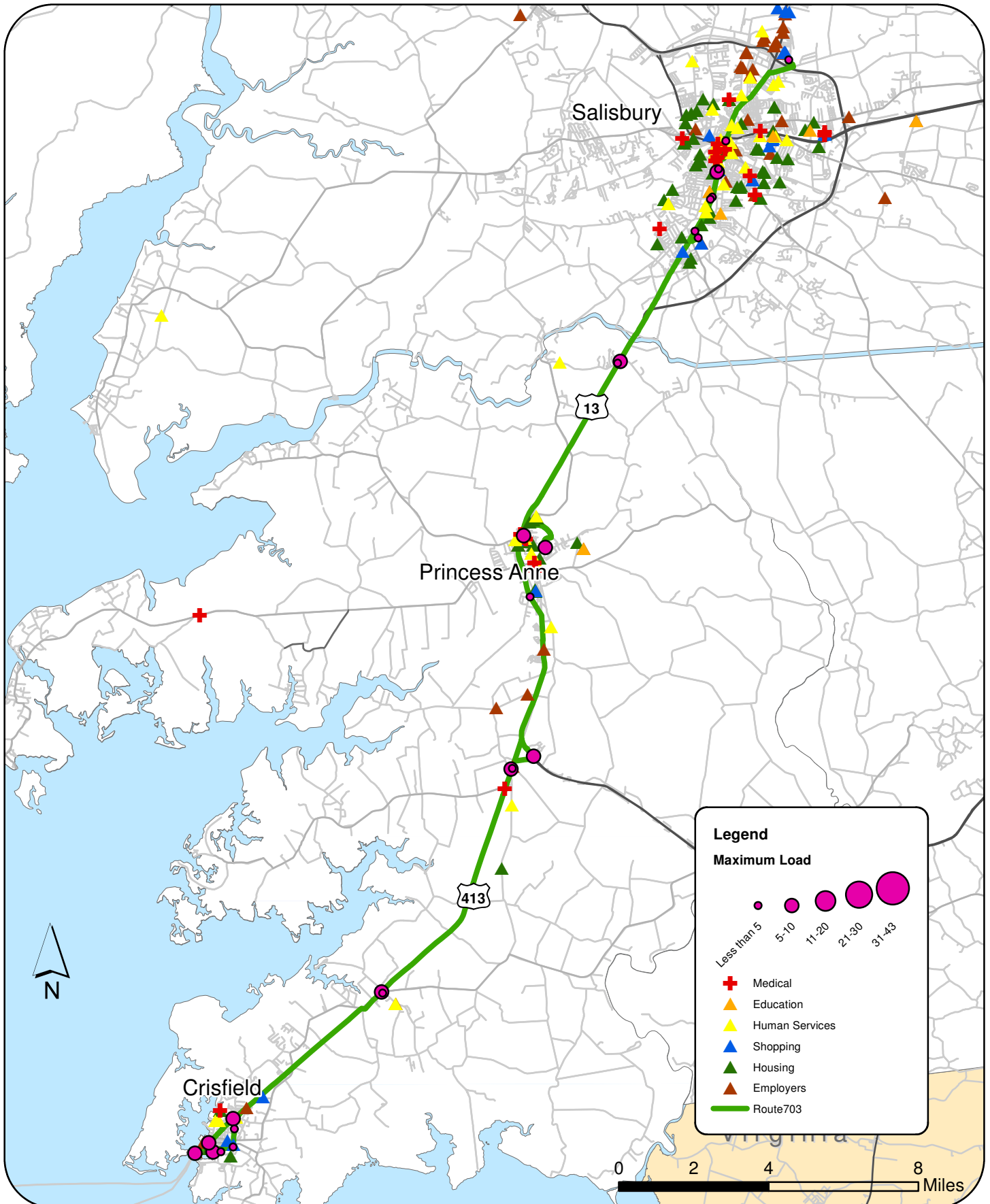
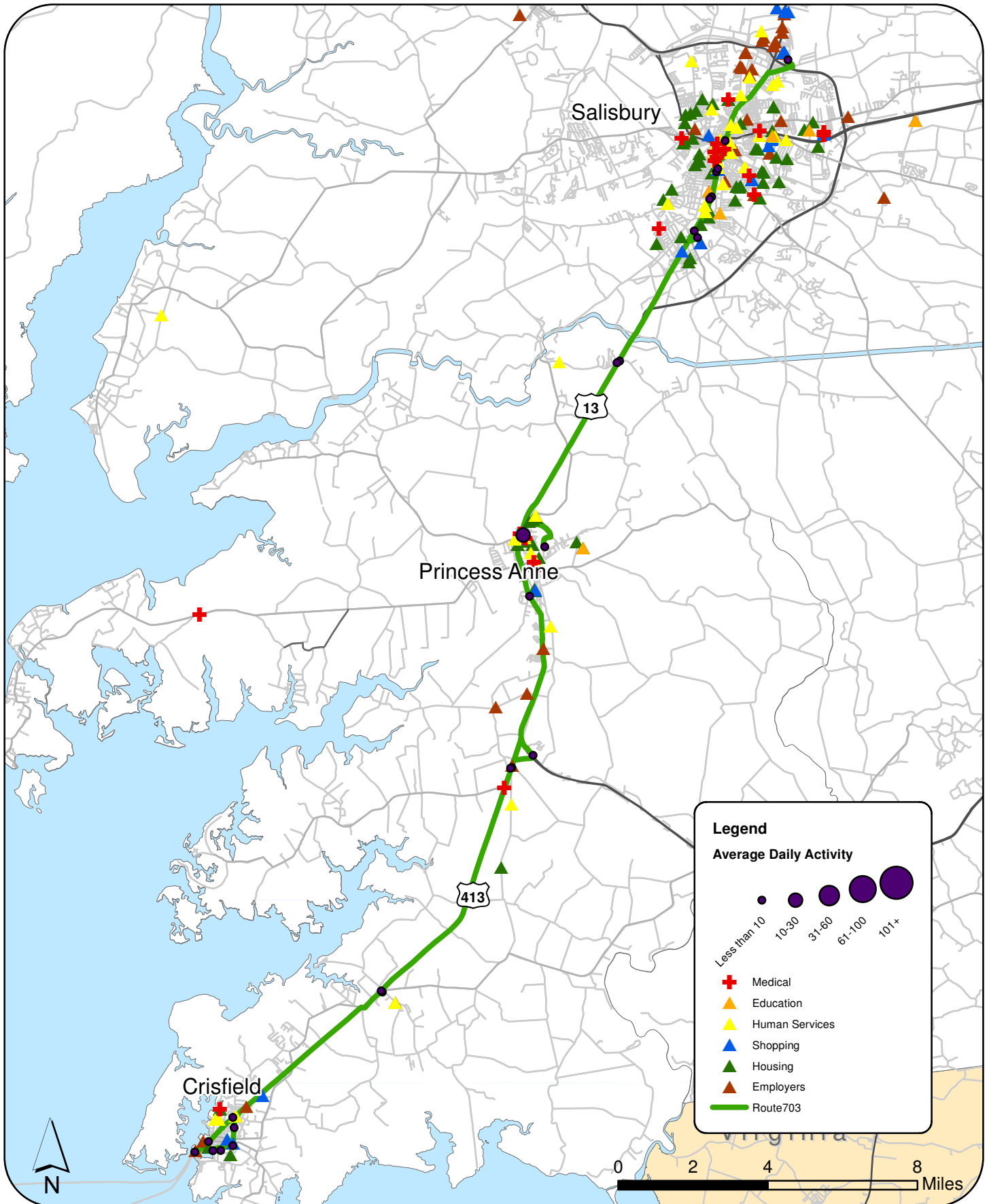


Figure 22: Route 703 - Average Daily Activity



Appendix B

Shore Transit On- Board Rider Survey



Shore Transit – ON-BOARD RIDER SURVEY

Shore Transit is interested in your opinions! Please complete this survey for your current trip and **return it to the surveyor when you get off the bus**. If you have already completed a survey, you do not need to complete a second one. Thank you!

1. What bus route are you currently riding?

- | | |
|--|--|
| <input type="checkbox"/> 111 North Salisbury-Delmar | <input type="checkbox"/> 451 Salisbury-Pocomoke-Ocean City |
| <input type="checkbox"/> 111 South Salisbury-Princess Anne-UMES | <input type="checkbox"/> 431 Salisbury-Ocean City-Pocomoke |
| <input type="checkbox"/> 701 South Princess Anne-Crisfield | <input type="checkbox"/> 190/191 Northwest and South Salisbury |
| <input type="checkbox"/> 701 North Salisbury-Crisfield-Princess Anne | <input type="checkbox"/> 194/195 Central and East Salisbury |
| <input type="checkbox"/> 703 Salisbury-Crisfield- Princess Anne (Sunday) | |

2. What was the location where you boarded the bus? If you transferred, name the place where you first boarded a bus for this trip. Please indicate an address, intersection, or landmark (*for example, Wor-Wic Community College*).

3. Did you or will you have to transfer buses in order to complete this trip?

- Yes, one transfer Yes, two or more transfers No (*Skip to question #5*)

4. If you made a transfer, or will be transferring, what bus route(s) will you transfer to or did you transfer from?

- | | |
|--|--|
| <input type="checkbox"/> 111 North Salisbury-Delmar | <input type="checkbox"/> 451 Salisbury-Pocomoke-Ocean City |
| <input type="checkbox"/> 111 South Salisbury-Princess Anne-UMES | <input type="checkbox"/> 431 Salisbury-Ocean City-Pocomoke |
| <input type="checkbox"/> 701 South Princess Anne-Crisfield | <input type="checkbox"/> 190/191 Northwest and South Salisbury |
| <input type="checkbox"/> 701 North Salisbury-Crisfield-Princess Anne | <input type="checkbox"/> 194/195 Central and East Salisbury |
| <input type="checkbox"/> 703 Salisbury-Crisfield- Princess Anne (Sunday) | |

5. What is your final destination? Please indicate an address, intersection, or landmark (*for example, Fruitland Walmart*).

6. How long will this bus trip take, including riding, waiting, and transferring?

- Less than 30 minutes 30-44 minutes 45 minutes- 1 hour More than 1 hour

7. What is the purpose of your bus trip today? You may check more than one.

- | | | | |
|--|--|--|---------------------------------------|
| <input type="checkbox"/> Work | <input type="checkbox"/> School | <input type="checkbox"/> Medical | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> Social/Recreation | <input type="checkbox"/> Government Agency | <input type="checkbox"/> Errands/personal business | <input type="checkbox"/> Other: _____ |

8. Are you affiliated with any of the following area colleges/universities? If so, please indicate:


- | | | |
|--|---|---|
| <input type="checkbox"/> Wor-Wic Community College Faculty/Staff | <input type="checkbox"/> Salisbury University Faculty/Staff | <input type="checkbox"/> UMES Faculty/Staff |
| <input type="checkbox"/> Wor-Wic Community College Student | <input type="checkbox"/> Salisbury University Student | <input type="checkbox"/> UMES Student |

9. How did you pay to ride the bus today?

- Shore Transit Ticket Cash/change 7 Day Unlimited Pass Photo ID Card

10. What do you think about the price of a bus ride?

- Inexpensive/cheap Reasonable/fairly priced Too expensive

Over, please 

11. How frequently do you ride the bus?
 5-6 days/week 1-2 days/week About once a month
 3-4 days/week 2-3 days/month Less than once a month
12. If Shore Transit made improvements, what would be most useful to you? (*pick 2*)
 Earlier morning hours Later evening hours More shelters/benches
 Additional weekend service More frequent service More geographic coverage
 More direct routes Shorter travel time Other: _____
13. Are there places in the region that you need to go to, which Shore Transit does not serve?
 Yes No If yes, where: _____
14. Do you think it is:
 Easy to find out information concerning the bus routes and schedules
 Hard to find out information concerning the bus routes and schedules
15. Please rate your overall satisfaction with Shore Transit:
 Very Satisfied Satisfied Dissatisfied Very Dissatisfied
16. What county do you live in?
 Wicomico Somerset Worcester Other: _____
17. What is your zip code? _____
18. Do you have a driver's license? Yes No
19. Do you have a car? Yes No
20. Was a car available for this trip? Yes No
21. Please indicate your age:
 Under 12 12-17 18-24 25-44 45-59 60 & older
22. Which of the following describes your current employment status? (*You may check more than one*)
 Employed full-time Student full-time Retired Unemployed
 Employed part-time Student part-time Homemaker Unemployed- Disability
23. How would you classify yourself?
 American Indian/Alaskan Native Asian Native Hawaiian/Pacific Islander
 African American Caucasian/White Other Two or more races
24. Is English the primary language spoken in your household? Yes No
25. If no, what is the primary language spoken in your household? _____
How well would you describe your ability to speak English? Very Well Well Not Well Not at all
26. What is your annual household income?
 Under \$11,490 \$15,510 to 19,530 \$23,550-\$35,000 \$45,000-\$60,000
 \$11,490 to 15,510 \$19,530 to 23,550 \$35,001- \$45,000 Over \$60,000
27. How many people live in your household? _____
28. What do you like BEST about Shore Transit's service? _____
29. What do you like LEAST about Shore Transit's service? _____
30. On a scale of 1 to 10, with 1 being the lowest and 10 being the highest, how satisfied are you with Shore Transit? _____

Thank you!

Appendix C

Survey Comments

C-1
Additional Geographic Areas Desired

| Location | # |
|---|----------|
| Delaware | 12 |
| VA | 10 |
| MVA | 5 |
| Roses and Target | 4 |
| Cambridge, Princess Anne | 2 |
| Eden Headstart; Civic Center | 2 |
| 8th st, pocomoke | 1 |
| Across Ocean City Bridge | 1 |
| Across Highway in Princess Anne | 1 |
| Germantown after 7 p.m. | 1 |
| All around Salisbury | 1 |
| Anywhere | 1 |
| Berlin | 1 |
| Big Lots in Fruitland | 1 |
| Bishopville | 1 |
| Booth Street | 1 |
| Buffalo Wild Wings/ Applebees | 1 |
| Cambridge, DE, VA | 1 |
| Crisfield | 1 |
| Crisfield to Pocomoke | 1 |
| Deale Island | 1 |
| Doctor's office on Power Street | 1 |
| Easton to the bridge | 1 |
| Fast Eddie's Barber Shop | 1 |
| Flee Market in Delmar | 1 |
| Franklin Avenue - Berlin; Parkwood Apts - Salisbury | 1 |
| Hebron | 1 |
| hospital | 1 |
| Hospitals and Schools | 1 |
| IHOP | 1 |
| Log Cabin Road | 1 |
| Mardela, Hebron | 1 |
| More Somerset | 1 |
| Mt Herman | 1 |
| Near my home | 1 |

C-1
Additional Geographic Areas Desired
(continued)

| Location | # |
|---|----------|
| Ocean Pines | 1 |
| On the east to TLC | 1 |
| Outer edges of Crisfield, Food Lion, Giant, strip shopping centers | 1 |
| Perdue Corporate Office | 1 |
| Princess Anne | 1 |
| Princess Deals Island Rd | 1 |
| Queen Anne and Adventist | 1 |
| Railroad Avenue - Pocomoke | 1 |
| Riverside Drive, Camden Avenue | 1 |
| Royals Farms on Rt50 toward Hebron | 1 |
| Runaway Bay | 1 |
| Rural areas of Somerset Co. | 1 |
| Save A Lot | 1 |
| Sharptown, Mardella Springs | 1 |
| Shore Birds Stadium | 1 |
| Some medical routes | 1 |
| Some places in Salisbury | 1 |
| Stockton | 1 |
| Stockton, Gridletree | 1 |
| Target; Marshalls; More buses need to go to hospital | 1 |
| Tiger Mart - Delmar | 1 |
| TLC | 1 |
| Town outskirts- Pocomoke | 1 |
| Twilley Center | 1 |
| UMES | 1 |
| Walmart North- Sundays | 1 |
| West Area, Hebron | 1 |
| Work | 1 |
| Work at Manokin Manor, would like to be able to get closer because of highway | 1 |

Table C-2: What do you like best about Shore Transit service?

| Feature | # |
|--|----------|
| That it is available/ gets you where you need to go /gets you to work | 106 |
| Drivers | 66 |
| Cost- cheap- inexpensive | 47 |
| Convenience | 23 |
| Comfortable | 20 |
| Nothing | 18 |
| On time | 23 |
| Dependable - Reliable | 7 |
| The ride | 7 |
| Clean | 6 |
| The ride is friendly | 5 |
| Air conditioning | 4 |
| 7 day pass | 3 |
| Everything | 3 |
| Peaceful | 3 |
| Quickly getting you there | 3 |
| Safe ride | 3 |
| Save gas money | 3 |
| Communication | 2 |
| Frequency | 2 |
| Heat | 2 |
| Not having to drive | 2 |
| Proximity of stops at my destinations | 2 |
| Regular | 2 |
| Rules to riding the bus | 2 |
| Saving people \$ and their jobs | 2 |
| The trolley bus | 2 |
| Time convenience | 2 |
| When it is on time | 2 |
| Accessible | 1 |
| Area coverage | 1 |
| cold | 1 |
| Common courteousness | 1 |
| Decent service hours | 1 |
| Don't have to drive | 1 |

Table C-2: What do you like best about Shore Transit service? (continued)

| Feature | # |
|---|----------|
| Driving straight through | 1 |
| Dropped off on front street | 1 |
| Early buses | 1 |
| Easy access to buses | 1 |
| fixed routes, location | 1 |
| Good | 1 |
| Good for people with no car | 1 |
| Good riding | 1 |
| Good service | 1 |
| good work | 1 |
| guaranteed ride | 1 |
| How late it runs | 1 |
| I am new in Salisbury | 1 |
| I can ride because no car | 1 |
| I get to my destination in a timely manner. | 1 |
| It goes to Ocean City | 1 |
| It goes to the mall | 1 |
| It helps the economy | 1 |
| It is now going in the Germantown section of Berlin | 1 |
| It is right at the corner | 1 |
| Its alright | 1 |
| It's easy | 1 |
| Its my way to work | 1 |
| It's okay; mostly they're coming on time | 1 |
| long distance | 1 |
| Many destinations | 1 |
| Meeting different people | 1 |
| Not having to walk | 1 |
| Not having to worry about traffic and gas/car costs | 1 |
| Not too much | 1 |
| Outstanding service | 1 |
| Past service | 1 |

Table C-2: What do you like best about Shore Transit service? (continued)

| Feature | # |
|---|----------|
| People can get place that don't have a car | 1 |
| Pick me up at my stop | 1 |
| punctual and affordable | 1 |
| Relaxing trip | 1 |
| Salisbury | 1 |
| Save people by surviving | 1 |
| Service good | 1 |
| Service horus area long | 1 |
| Service near my home | 1 |
| Shopping and other thing | 1 |
| Spacious buses | 1 |
| straight run | 1 |
| SURE RIDE | 1 |
| Sure way | 1 |
| That I can have good accessibility within city limits, Ocean City and Berlin; Great that they have an extra bus in the morning 7:30 going to OC during summer | 1 |
| THE BUS COMES TO ARDEN'S | 1 |
| Their service produces positive results | 1 |
| they need more buses | 1 |
| They pick up and most time greets you | 1 |
| Time management | 1 |
| Traveling by bus on weekends | 1 |
| When there are days where people can ride for free | 1 |

Table C-3: What do you like LEAST about Shore Transit's service?

| Comment | # |
|--|----------|
| Frequency | 51 |
| Crowded | 43 |
| Bus drivers | 38 |
| Fares- too expensive | 32 |
| Travel time | 26 |
| Late | 19 |
| Hours of operation /Needs to run later/earlier | 17 |
| Nothing | 17 |
| Disrespectful passengers | 14 |
| Long rides | 14 |
| Need additional service on Sundays | 14 |
| No A/C | 14 |
| Bus breakdowns | 10 |
| Condition of buses | 8 |
| Paying for each transfer | 7 |
| Difficult to get in touch with dispatch/hard to find schedules | 6 |
| Not enough buses | 6 |
| Heat | 5 |
| Moving office too far away | 4 |
| None | 4 |
| time schedule | 4 |
| Need more stops | 3 |
| Changes | 2 |
| Everything | 2 |
| No Benches | 3 |
| Too many stops | 2 |
| No service to Virginia | 1 |
| 2 hour wait between buses; \$6 Pocomoke to Crisfield and only \$3 Pocomoke to Salisbury - Don't make sense | 1 |
| 701 Crisfield Express does not stop at Princess Anne Transfer Point, and have to wait 2 hours | 1 |
| Being left standing by the side of the road if I can't call for a flag stop | 1 |
| Bus comes at wrong time to stops | 1 |
| Buses leaving too early | 1 |
| Change to numbers from colors; don't give a lot of notice on changes | 1 |

**Table C-3: What do you like LEAST about Shore Transit's service?
(continued)**

| Comment | # |
|--|----------|
| Comfort and price | 1 |
| Distance from my house to stops | 1 |
| Don't stop at every stop; once you're on you have to verbally speak | 1 |
| Don't take me close enough to my job | 1 |
| Drop off and pick-up locations | 1 |
| Everybody not doing the right stops | 1 |
| Have no complaints | 1 |
| Have to take 2 or more buses sometimes; expensive when you have to take 3 buses | 1 |
| Have to walk to Calvert Street because the 190/191 bus doesn't come early enough to Parsons Road | 1 |
| Hot on certain buses/pointless stops like Whaleyville - 12 am | 1 |
| I CANT GET HOME WHEN I WANT TO | 1 |
| I don't think a 9 and 10 year old should have to pay | 1 |
| I HAVE TO ASK DRIVER WHERE BUS IS GOING | 1 |
| I think the transit card should be for 2 weeks | 1 |
| I think they should have a later bus for Ocean City and a 7:30 bus to Salisbury in the morning | 1 |
| Lack of discount packages | 1 |
| Lack of knowledge about the transit; very unprofessional customer service including management | 1 |
| Lack of Routes - night shift | 1 |
| Late night too many stops and waiting - we get off work we ready to go home | 1 |
| Leave you sometimes at bus stop | 1 |
| Less service | 1 |
| LIMITED SERVICES | 1 |
| Locations | 1 |
| Lost | 1 |
| Make Ocean Pines a regular stop | 1 |
| Making unnecessary stops | 1 |
| need control over bus | 1 |
| Need longer hours to Princess Anne | 1 |
| No bike racks | 1 |
| No bus from Fruitland to Crisfield | 1 |
| No buses to certain parts | 1 |
| No electrical outlets | 1 |
| No late service from OC after 11:54 pm | 1 |

Table C-3: What do you like LEAST about Shore Transit's service?(continued)

| Comment | # |
|--|----------|
| No more bus stop at Delmar Exxon | 1 |
| No problems | 1 |
| NO RADIO TO LISTEN TO | 1 |
| NO SEATING FOR SENIORS | 1 |
| NO SHELTERS | 1 |
| No short distance routes | 1 |
| NO STOP NEAR MY JOB, I HAVE TO WALK IN THE DARK | 1 |
| None professional | 1 |
| Not a thing | 1 |
| Worcester County never gets an extra bus; Salisbury riders take up the Worcester County seats even though they have a back-up bus | 1 |
| Not enough service - direct return from Ocean City | 1 |
| not getting home at night. | 1 |
| Not going down Somerset Avenue | 1 |
| Poor attention to riders' concerns; poor communication between drivers, dispatch, and passengers | 1 |
| Price; not enough trips per day to Crisfield; operators on phone don't know answers to questions and they are often nasty and sarcastic | 1 |
| Range it travels | 1 |
| Rides through Princess Anned limited | 1 |
| Route 190/191 too long | 1 |
| Routes | 1 |
| Routes and schedules do not seem to be planned with real riders in mind | 1 |
| Routes are too long; buses are packed | 1 |
| Rude phone operators | 1 |
| Schedule is difficult to interpret/understand; don't make change and some riders pay over \$3 but next rider must pay full fair - should be able to pay the difference | 1 |
| Schedules | 1 |
| scheduling, high prices, needs more stops near residential areas | 1 |
| Seats are uncomfortable | 1 |
| Shelter and benches removed from Calvert Street - I get there at 5:35 am | 1 |
| Shitty bus service | 1 |
| Short Bus | 1 |

Table C-3: What do you like LEAST about Shore Transit's service?(continued)

| Comment | # |
|---|----------|
| Should run 24/7 | 1 |
| some are good people | 1 |
| some drivers do not make the scheduled stops | 1 |
| Sometime hot or cold depending on weather | 1 |
| stops | 1 |
| That I have to use the bus | 1 |
| The 5:00 pm return trip from OC to Pocomoke can be very crowded and sometimes have to wait for the 7:00 pm. | 1 |
| The hard seat | 1 |
| The routes | 1 |
| The schedule to Ocean City, we need more buses frequently | 1 |
| The scheduled stops and wait | 1 |
| THE SCHEDULES AND STOP WAITS | 1 |
| THERE'S A LOT WRONG | 1 |
| They don't have a 3:00 pm bus; the 4:55 pm bus is terrible. | 1 |
| They don't have ticket purchase online and from more than one location; people don't always respect the rules; language and noise; tweak time from hospital to OP to Walmart (people make me feel bad that we go to Opines) | 1 |
| They don't put you off where you want to go | 1 |
| They make people sit on the floor; They need another bus going to Pocomoke from OC during the summer so people can get home | 1 |
| They need bigger buses | 1 |
| Times it runs and price | 1 |
| To many unnecessary stops | 1 |
| To pay for children under 13 | 1 |
| Too many stops between Crisfield and Princess Anne | 1 |
| TOO MUCH TO SAY | 1 |
| Transfers | 1 |
| TRAVEL | 1 |
| Try to get places on time | 1 |
| Uncertainty | 1 |
| Uncomfortable seats | 1 |
| Unnecessary bus stops | 1 |
| Unstable schedules | 1 |
| weekend service | 1 |
| WHEN THERE ARE NO SEATS / DANGEROUS STOPS | 1 |
| When there is no back up bus when there is break down | 1 |
| When they cut route | 1 |