

# Central Vermont Telephone Survey

Conducted May 2010

## Summary Presentation



# Summary Statistics

- 391 completed interviews
  - 39% daytime; 61% evening
- 3,900 numbers dialed
  - 2,000 no answer/machine
  - 760 bad number/disconnected
  - 686 refused (63% of people who answered)



# Geographical Representation

- All Washington County towns represented
- Three Orange County towns also included
  - Orange, Washington, Williamstown
- Most towns fairly represented in proportion to population
  - Montpelier overrepresented (18% of survey, 13% of population)
  - Barre City, Barre Town, Northfield underrepresented

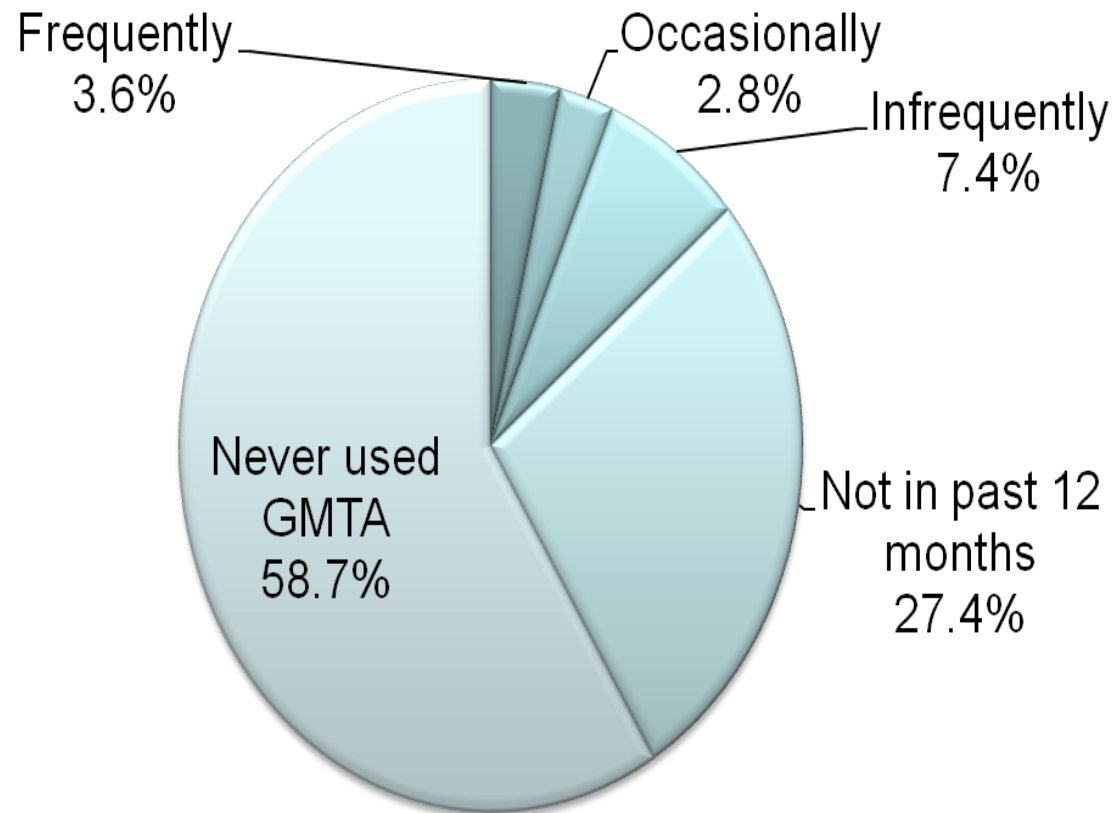


# Home Location

- 47% said their home was “in town”
  - Defined as within one mile of the center of town
- More conducive to potential transit use
  - Easier walk access to bus stops
  - Concentration of trip origins



# Use of GMTA Services



**Q: How often in the past 12 months have you used any of the services that GMTA offers?**



# Requests for More Service

**Q: Where would you like to see additional public transit services offered?**

- Top ten locations requested
  - Chittenden County (13%)
  - Montpelier (8%)
  - Orange County (5%)
  - Barre City (5%)
  - Lamoille County (5%)
  - Waterbury (4%)
  - Caledonia County (4%)
  - Barre Town (4%)
  - Northfield (4%)
  - Berlin (4%)



# Local Funding Mechanism

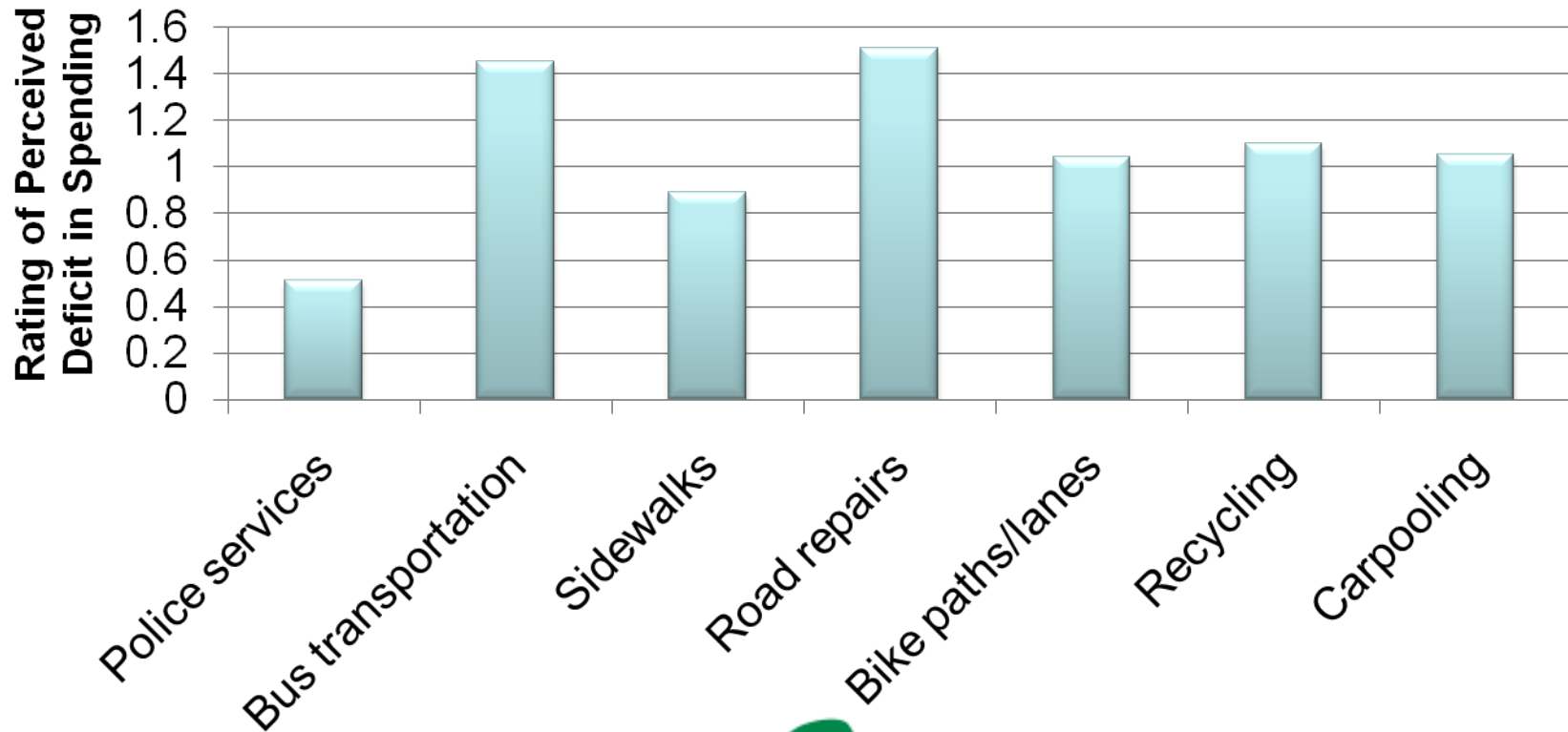
Q: The local share of public transit should be funded by...

- No option was popular
- In order from least disliked:
  - Car rental tax
  - Gas tax
  - Sales tax
  - Motor vehicle excise tax
  - Property tax (most disliked)



# Public Spending Priorities

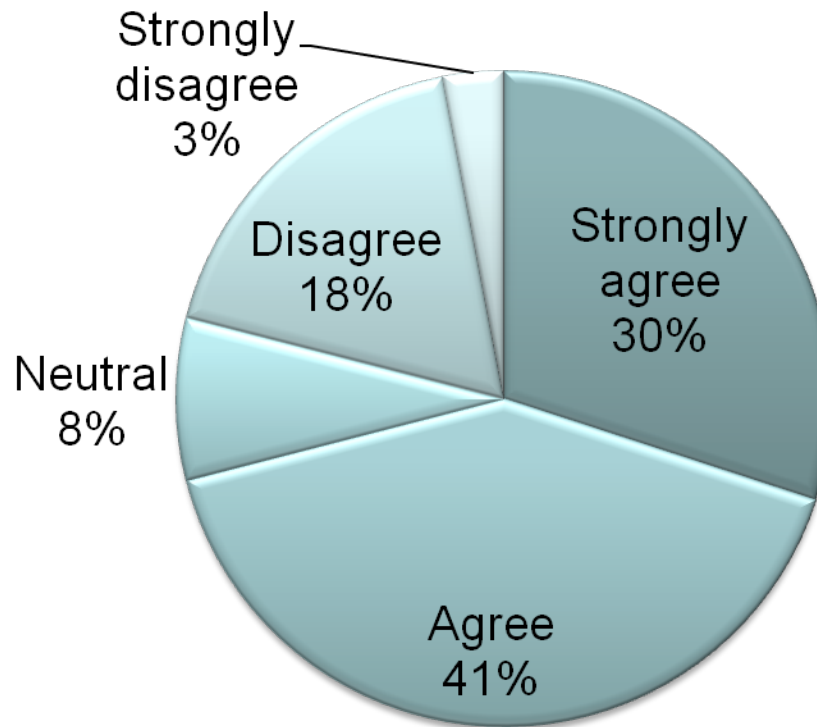
Q: Do you think the region spends (Far too much, too much, right amount, too little, far too little) on each of the following?



# Importance of Public Transit

Q: Do you **AGREE** or **DISAGREE** with the following statement? "Public Transportation plays an important role in Washington County"

"Public transportation plays an important role in Washington County."



# Important Destinations

Q: In an average month, how often do you travel to these locations?

Town	Trips/ month	Town	Trips/ month
Montpelier	7.3	East Montpelier	2.5
Berlin	6.3	Waitsfield	2.2
Barre City	6.2	Northfield	1.8
Waterbury	3.7	Middlesex	1.7
Barre Town	3.7	Plainfield	1.4
Chittenden County	2.9	Warren	1.3




# Top Pairings: Origin-Destination

- Montpelier to Berlin (25 responses)
- Montpelier to Chittenden Cty (17)
- Barre City to Berlin (14)
- Montpelier to Barre City (13)
- Williamstown to Barre City (11)
- Montpelier to Montpelier (11)
- Northfield to Montpelier (11)
- Waterbury to Montpelier (11)
- Barre City to Montpelier (10)



# Potential Causes to Ride GMTA

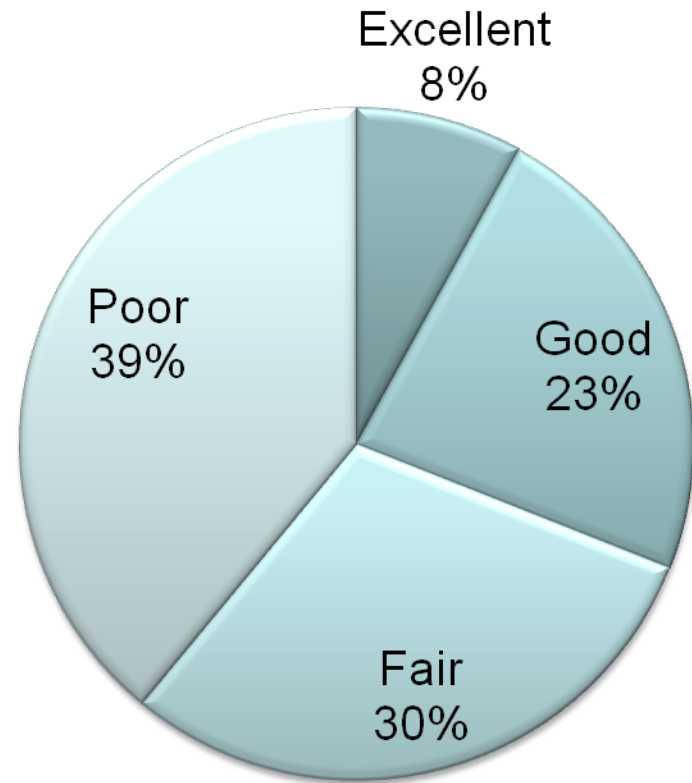
Q: Would you seriously consider using public transportation to travel to any of those locations if any of the following were true?

- If no reliable car available 83%
  - If I could not drive (disability) 79%
  - If gas cost more than \$4/gallon 62%
  - If bus was as fast as driving 51%
  - If buses ran more frequently 47%
  - If my friends rode the bus 41%
  - If more evening/weekend service 39%
- 

# Awareness of GMTA

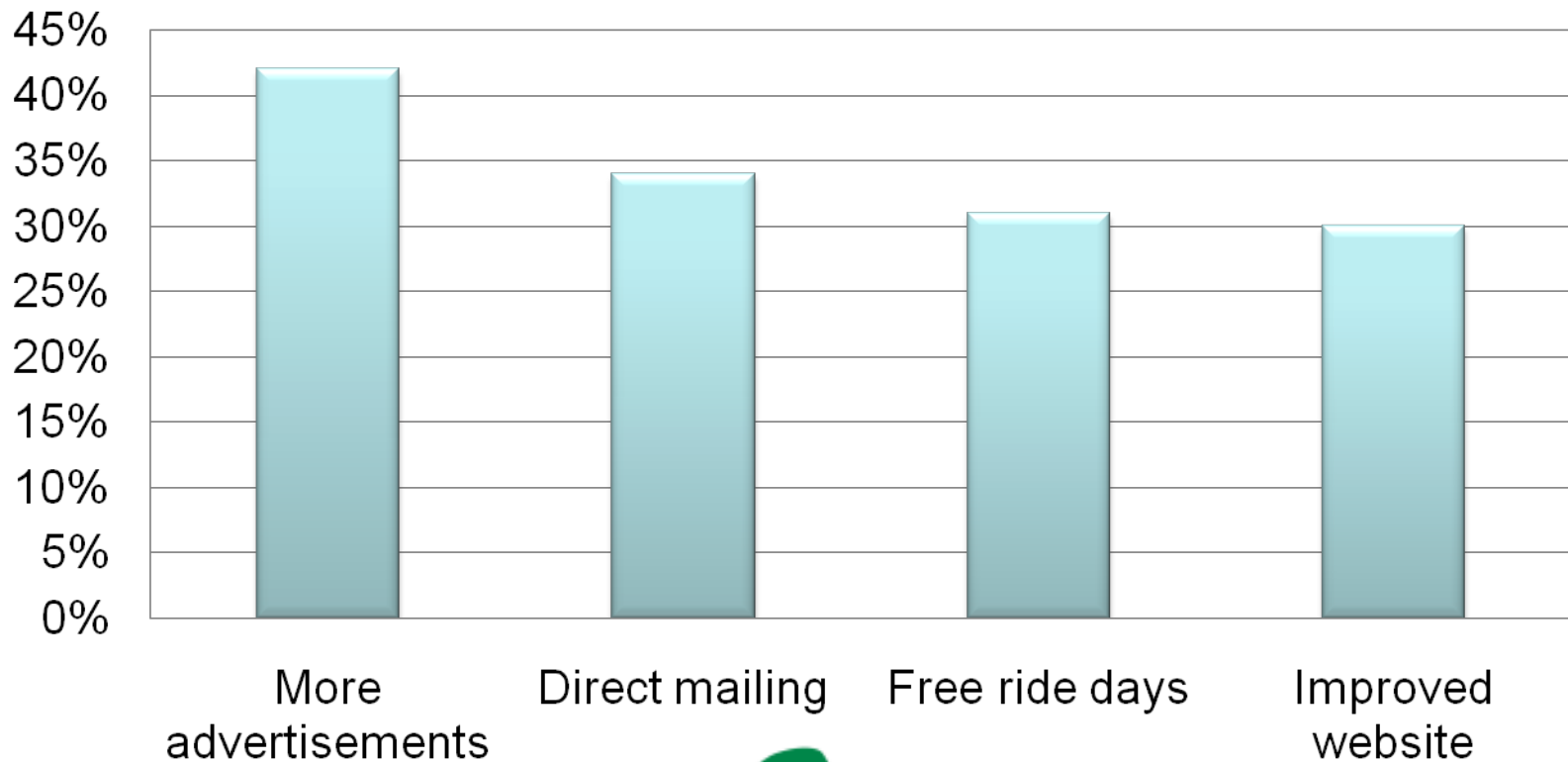
Q: How would you rate your awareness of GMTA services and how to use them?

- Excellent - I know exactly what to do
- Good - I have a pretty good idea of where routes go and how to ride
- Fair - I know something about the system and could manage to use it
- Poor - I know little about the bus system and would be hard pressed to use it



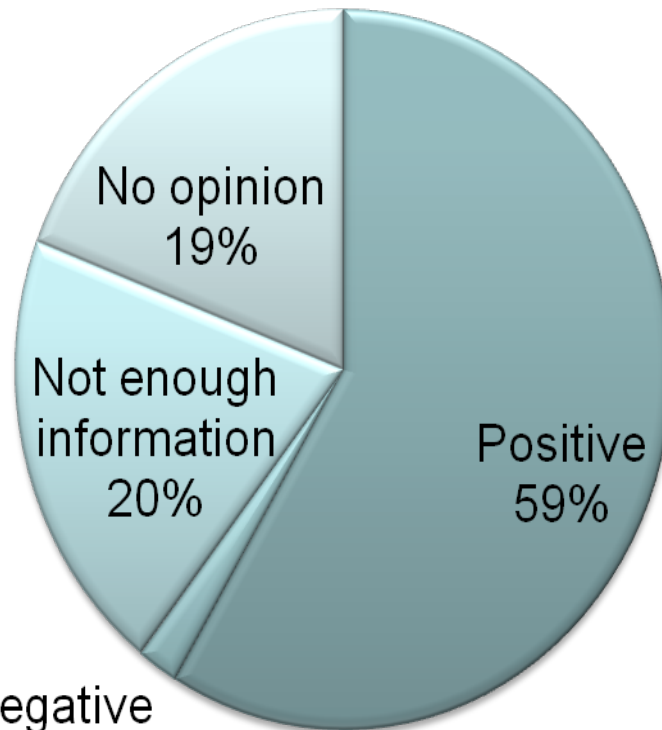
# Means to Improve Awareness

Q: How can GMTA provide you with a better understanding of its services?



# Overall Impression of GMTA

Q: What is your overall impression of GMTA?

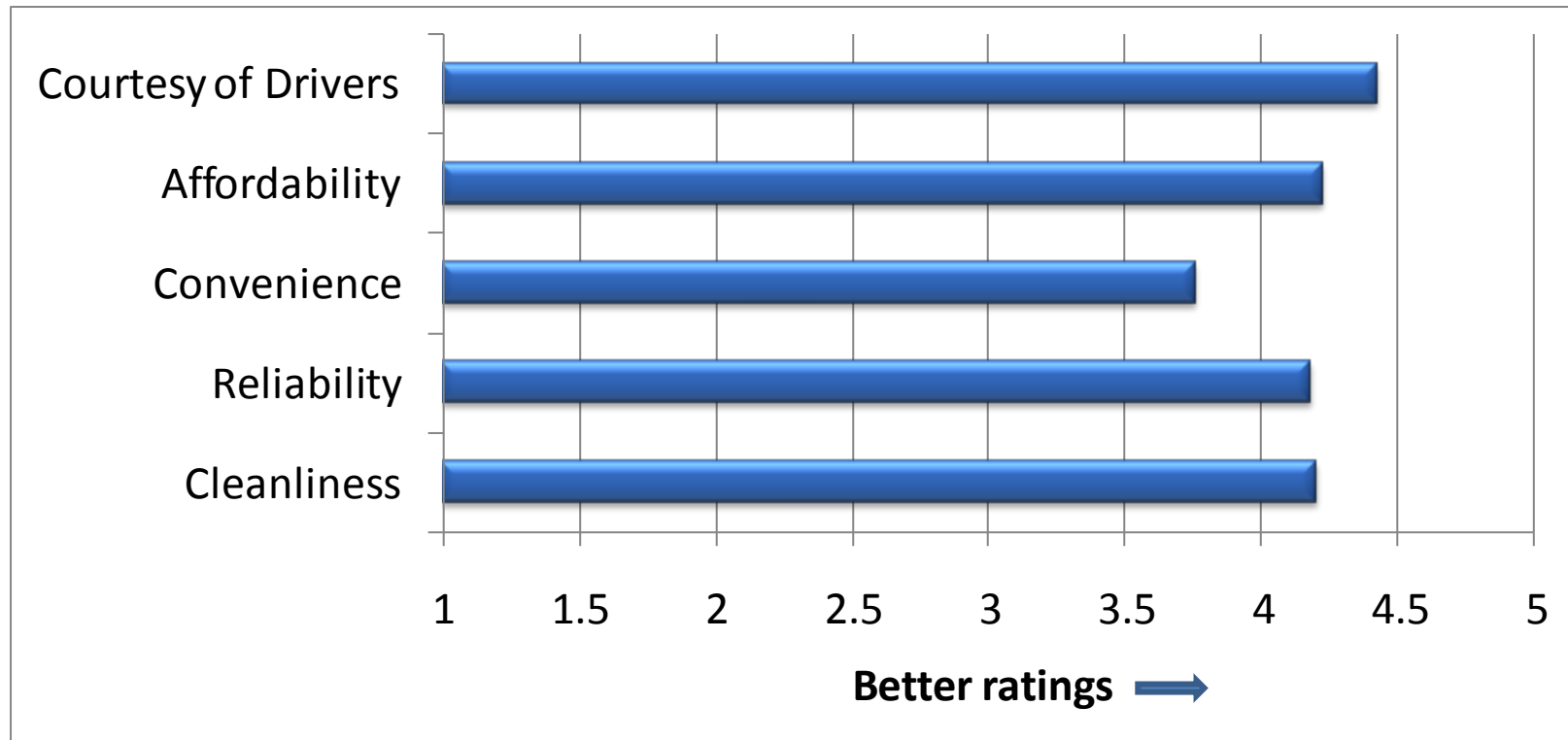


Negative  
2%



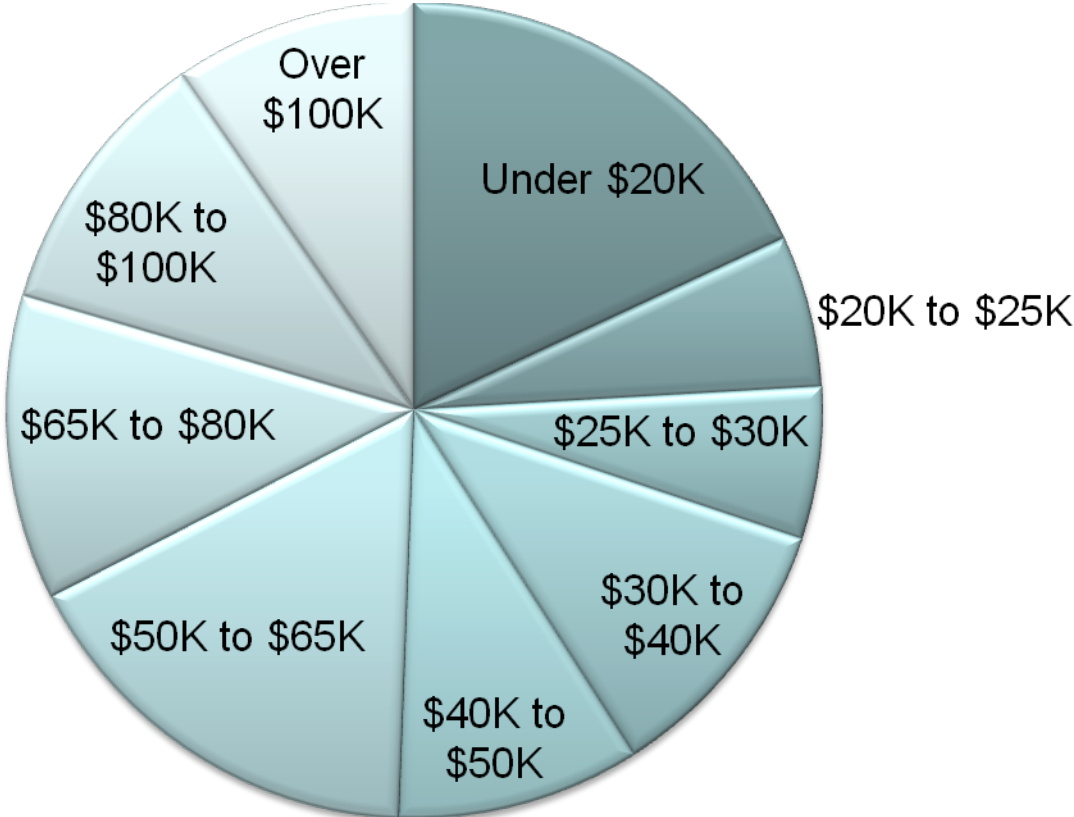
# Customer Service Ratings

Q: Rate the following on a scale of 1 to 5, with 5 being best.

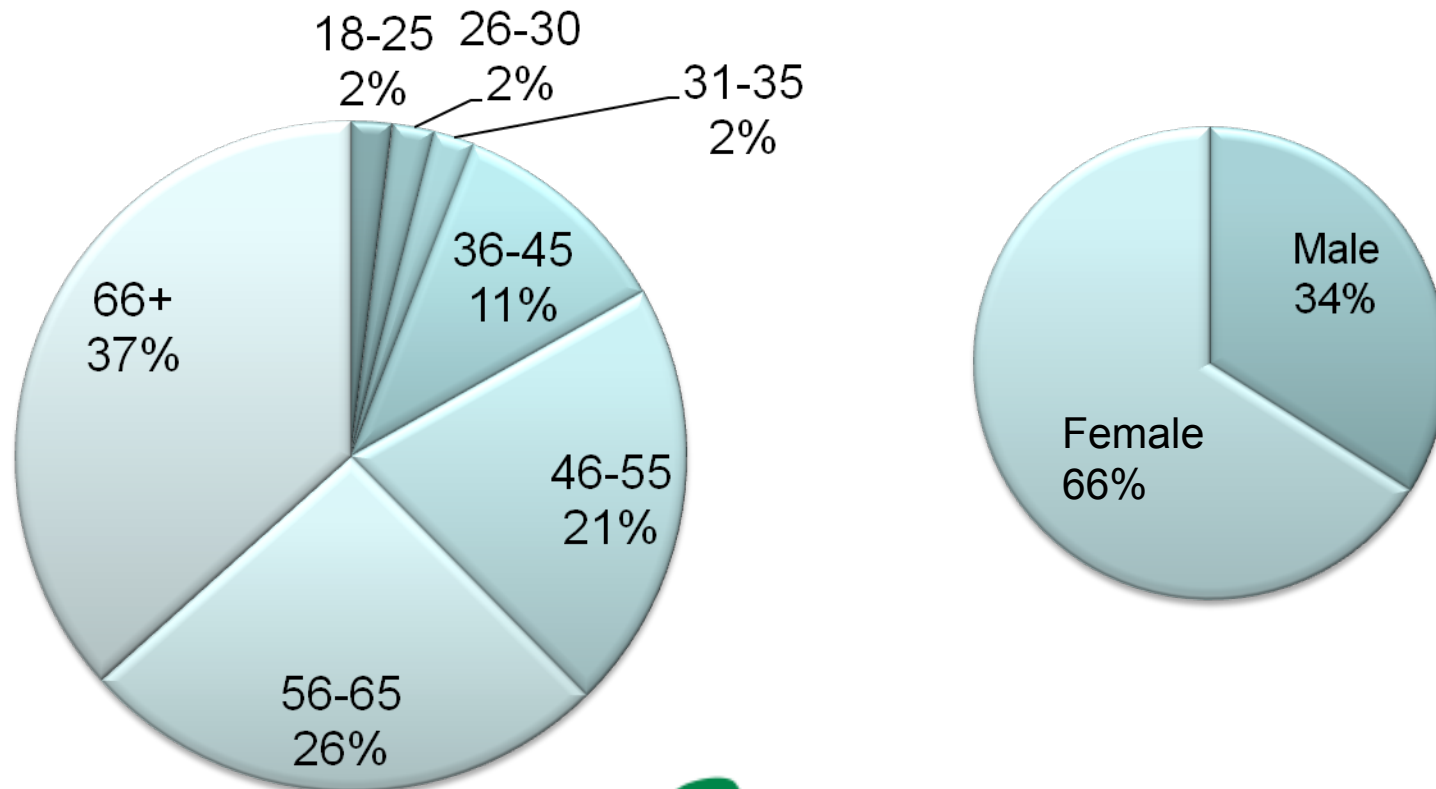


# Income Distribution

Household Income

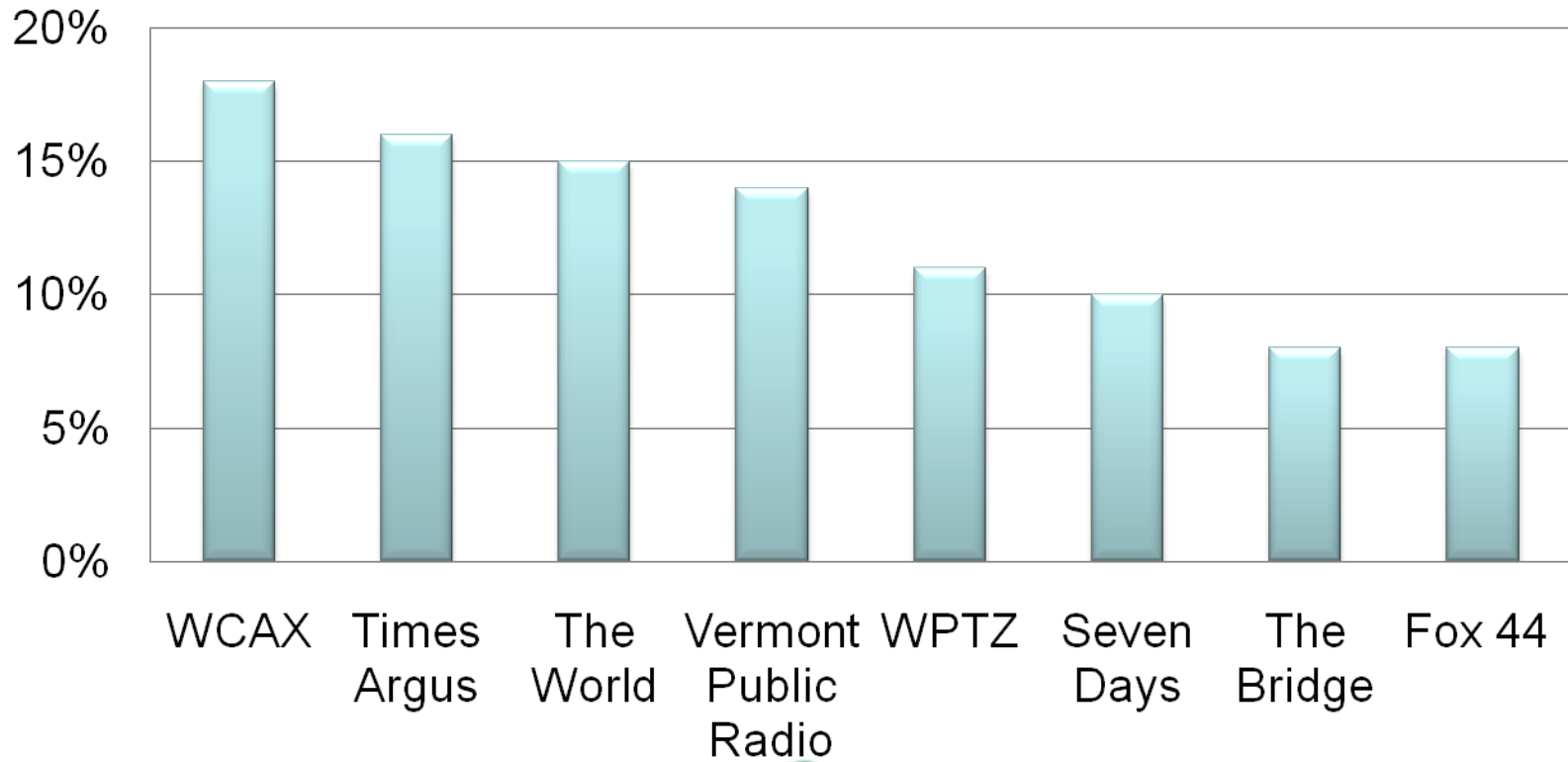


# Age and Gender Distribution



# News Sources

Q: Which news outlets do you regularly consult?



# GMATA Fare Reduction Impact

- GMATA Board approved 50% fare reduction at the beginning of FY11 – does not include Montpelier Link Express
  - Local routes dropped from \$1.00 to \$0.50
  - Commuter routes dropped from \$2.00 to \$1.00
- Goal was increased ridership
  - Ridership increase projection was 11,200 riders (8% for routes with fares)
  - YTD increase on routes with fares is 6% (YTD through September)
- Increased ridership not expected to recover all of lost fare revenue
- Annual net fare revenue loss estimated at \$30,000
- Lower fare revenue means higher grant drawdowns
  - Makes up for some of fare revenue loss
  - GMATA had recently not been drawing down all available 5311 funds



# CCTA/GMTA Merger – New Board

Current GMTA Board	
Representatives of:	#
Montpelier	2
Barre City	2
Waterbury*	1
St. Albans City*	1
Stowe	1
Mad River Valley	1
Lamoille County RPC	1
Northwest RPC	1
REDPAC	1
<b>Total</b>	<b>11</b>

+

Current CCTA Board	
Representatives of:	#
Burlington	2
South Burlington	2
Essex	2
Shelburne	2
Winooski	2
Williston	2
Milton	2
Hinesburg	2
<b>Total</b>	<b>16</b>

=

Future CCTA Board	
Representatives of:	#
Burlington	2
South Burlington	1
Essex	1
Shelburne	1
Winooski	1
Williston	1
Milton	1
Hinesburg	1
CVPRC	1
Lamoille County RPC	1
Northwest RPC	1
Grand Isle	1
<b>Total</b>	<b>13</b>

Other Municipalities Authorized to Join CCTA Include: Barre City, Berlin, Colchester, Montpelier, Morristown, Richmond, St. Albans City, Stowe, and Waterbury.



# Transit Development Plan

## GMTA TDP - Draft Project Timeline (Capital District)

<u>Task</u>	<u>Date</u>
1 Create Stakeholder Committee	November 2010
2 Kick-off Stakeholder Committee Meeting	Early December 2010
3 Create Public Feedback System/Survey	Late December 2010
4 First TDP Public Hearing	Early January 2011
4 Second Stakeholder Committee Meeting	Late January 2011
5 Begin Drafting Initial Chapters	Early February 2011
6 Third Stakeholder Committee Meeting	Late February 2011
7 Begin Drafting Later Chapters	March 2011
8 Second TDP Public Hearing	Late March 2011
9 Complete Draft Documents for Capital District	April 2011

## GMTA TDP - Main Document Elements

### Chapters

- 1 Introduction/Vision Statement
- 2 Inventory of Existing Services
- 3 Market Analysis
- 4 Needs Analysis
- 5 Regional Coordination
- 6 Proposed Investments
- 7 Costs and Funding
- 8 Conclusion/Next Steps (Action Agenda)

