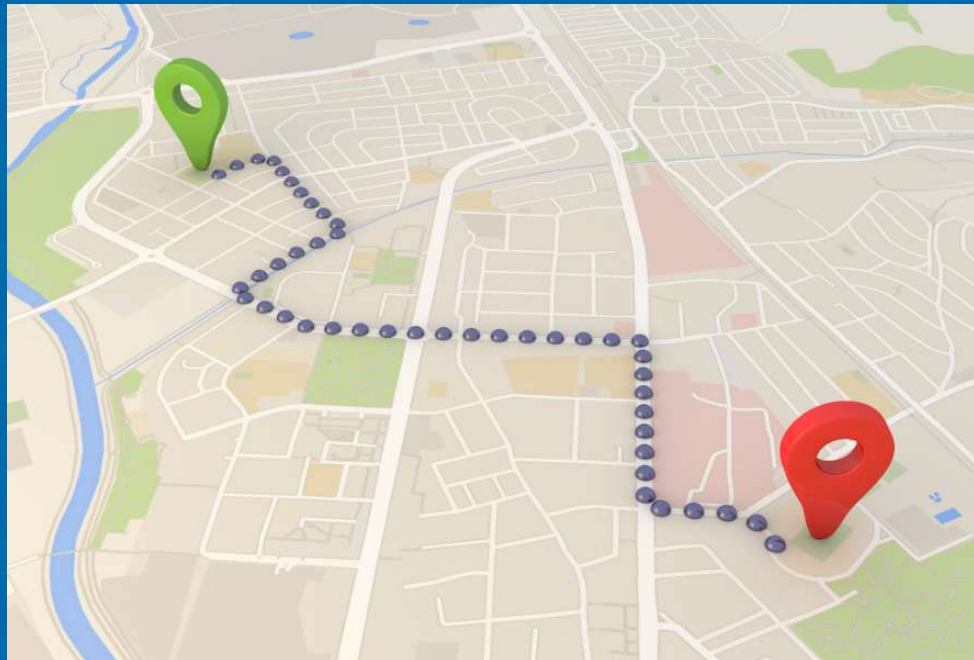


# Origin & Destination Survey

*Spring 2015*

point A → point B  
where you are      where you want to be



# Origin & Destination Survey

- **Background**
- **Origins & Destinations**
- **Key Findings**
  - **MetroBus Weekday compared to 2010**
  - **Service Type Comparison 2015**
- **Summary**

# Background

- **Purpose**

- To obtain accurate information on the MetroBus, MetroRapid and MetroRail travel patterns of patrons
- Long and short range planning efforts such as Connections 2025 study
- Regional data modeling & other FTA mandatory reporting

# Background Continued

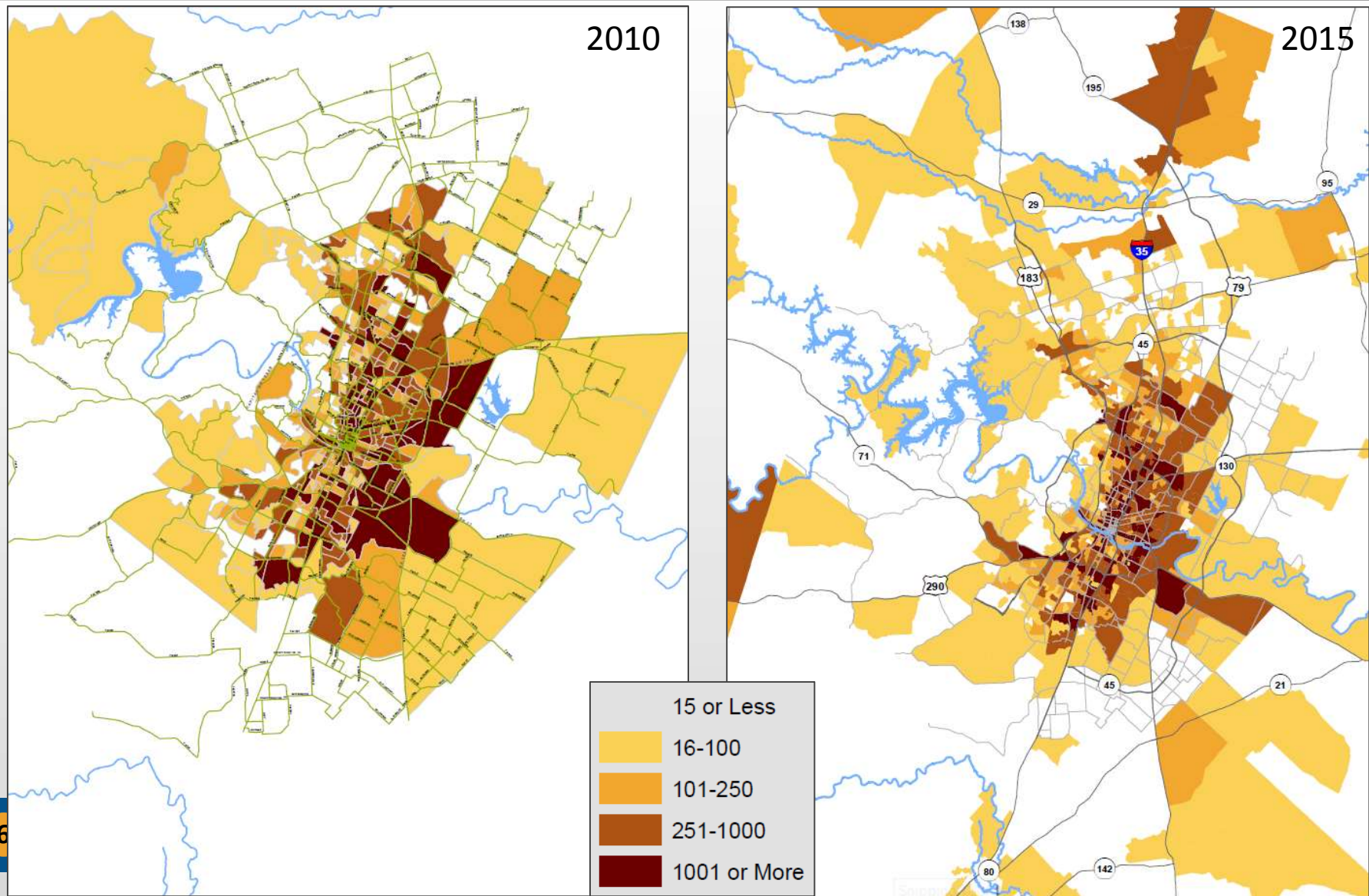
- **Methodology**

- Statistical sampling method to ensure accuracy
- Interviewing Methodology
  - Hand-held computing devices
  - Interviewed riders on Capital Metro transit vehicles to complete survey
  - One of every four riders was chosen to conduct survey & ensure random sample
- Performed daily quality checks

# Background Continued

- **How Often**
  - Every 5 years per FTA guidelines
- **Who Benefits**
  - Capital Metro – Design of new service
  - Patrons – What are their needs?
  - Title VI reporting – Meet federal compliance
  - CAMPO Data Modeling – Future plans

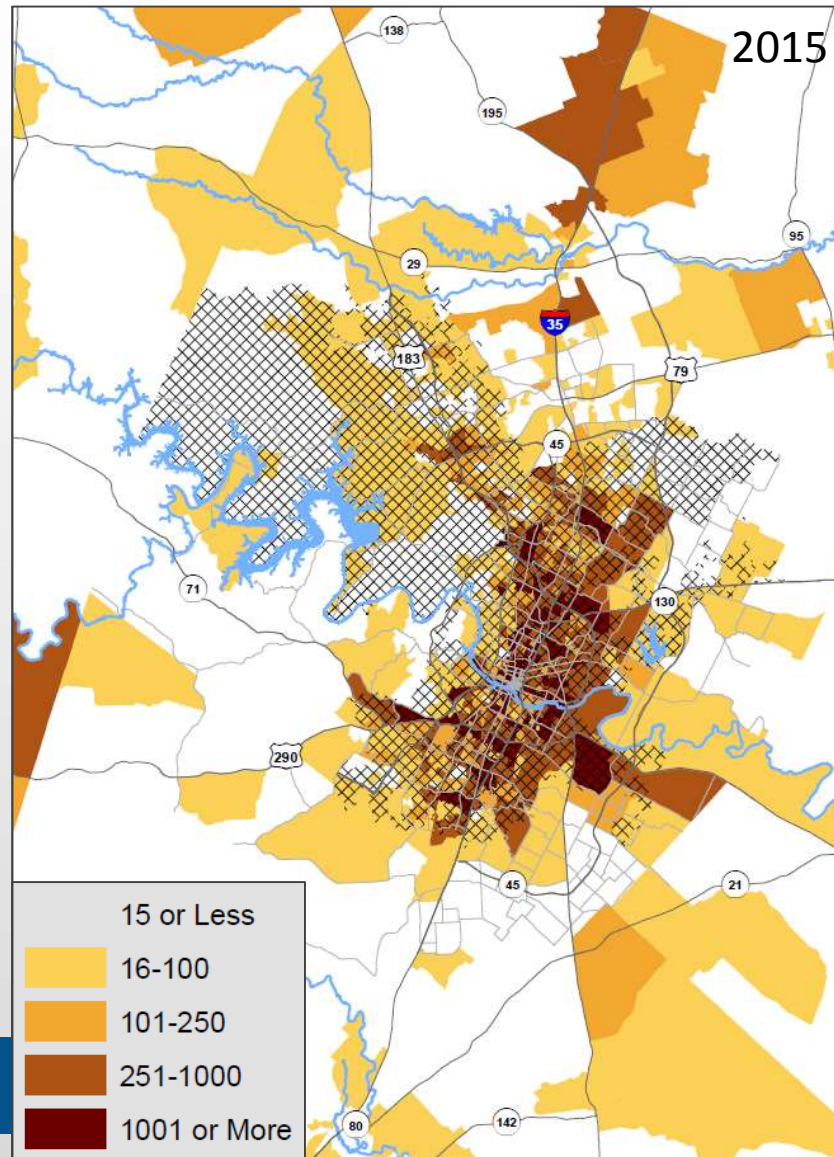
# Origins & Destinations Regional





# Origins & Destinations Regional

- Shaded portion within Capital Metro Service Area



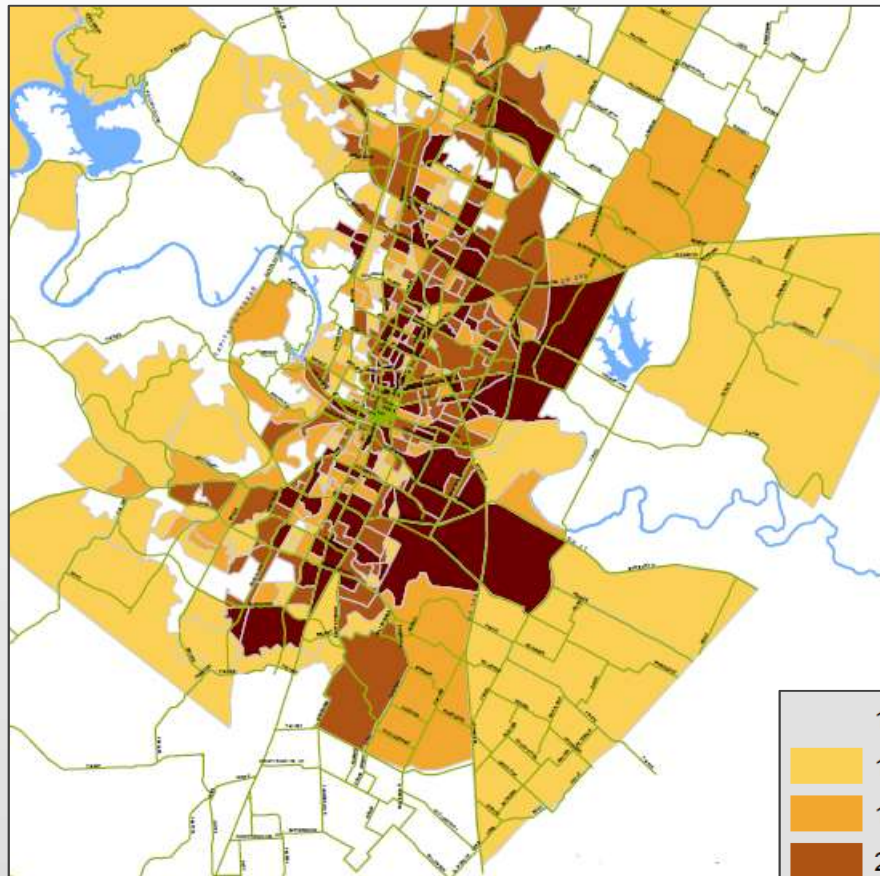
# Origins and Destinations

- Patrons traveling from further out of area to ride service
- Lot of movement east
- Changing land use patterns
- Consistent with regional planning efforts
- Capital Metro exploring additional regional options

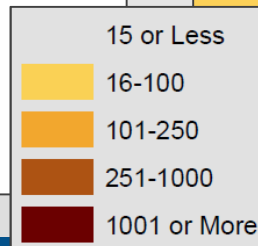
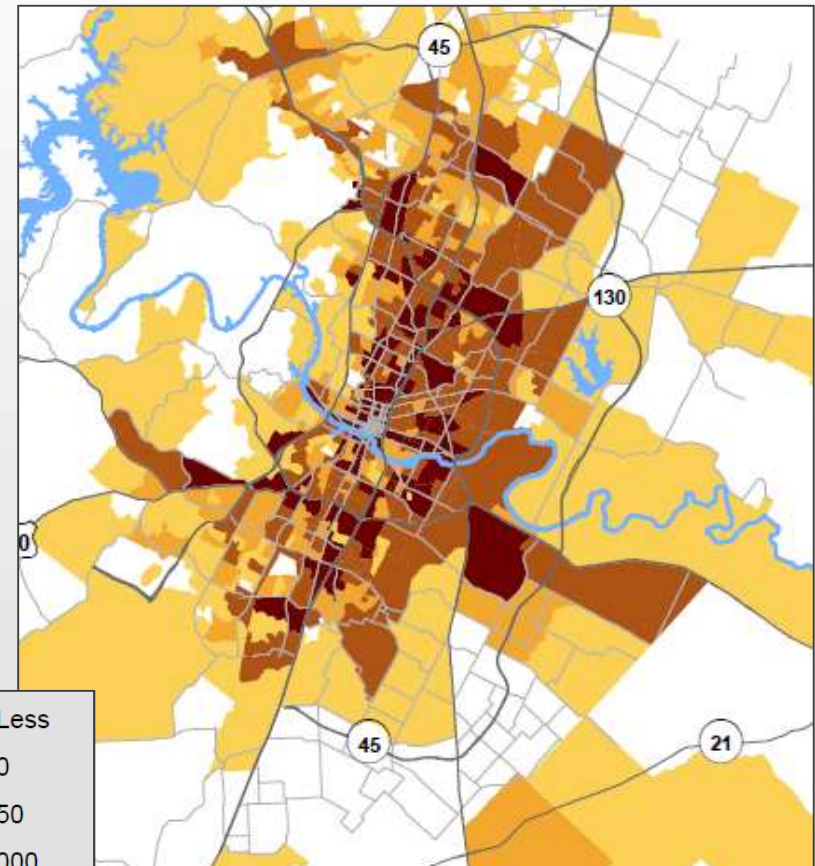


# Origins and Destinations Austin

2010



2015



# Top Origins and Destinations

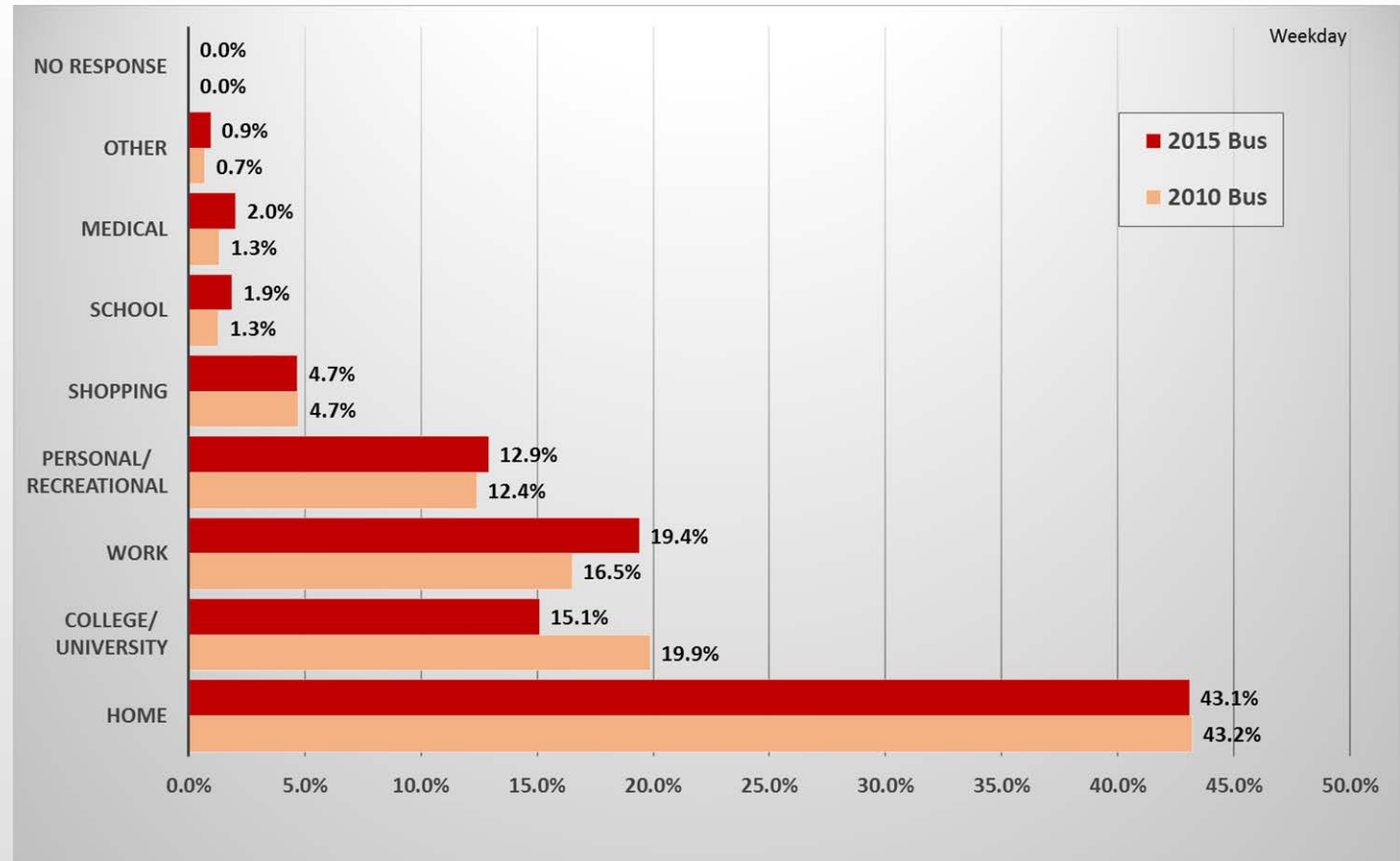
- Downtown & UT remain top destinations
- Riverside/Pleasant Valley area
- Northeast
  - TechRidge Park and Ride additional service since 2010
- Southeast
  - Route 271 added since 2010
- MetroRapid
  - Density of ridership from south and north

# Key Findings

- **MetroBus Weekday compared to 2010**
- **Service Type Comparison 2015**

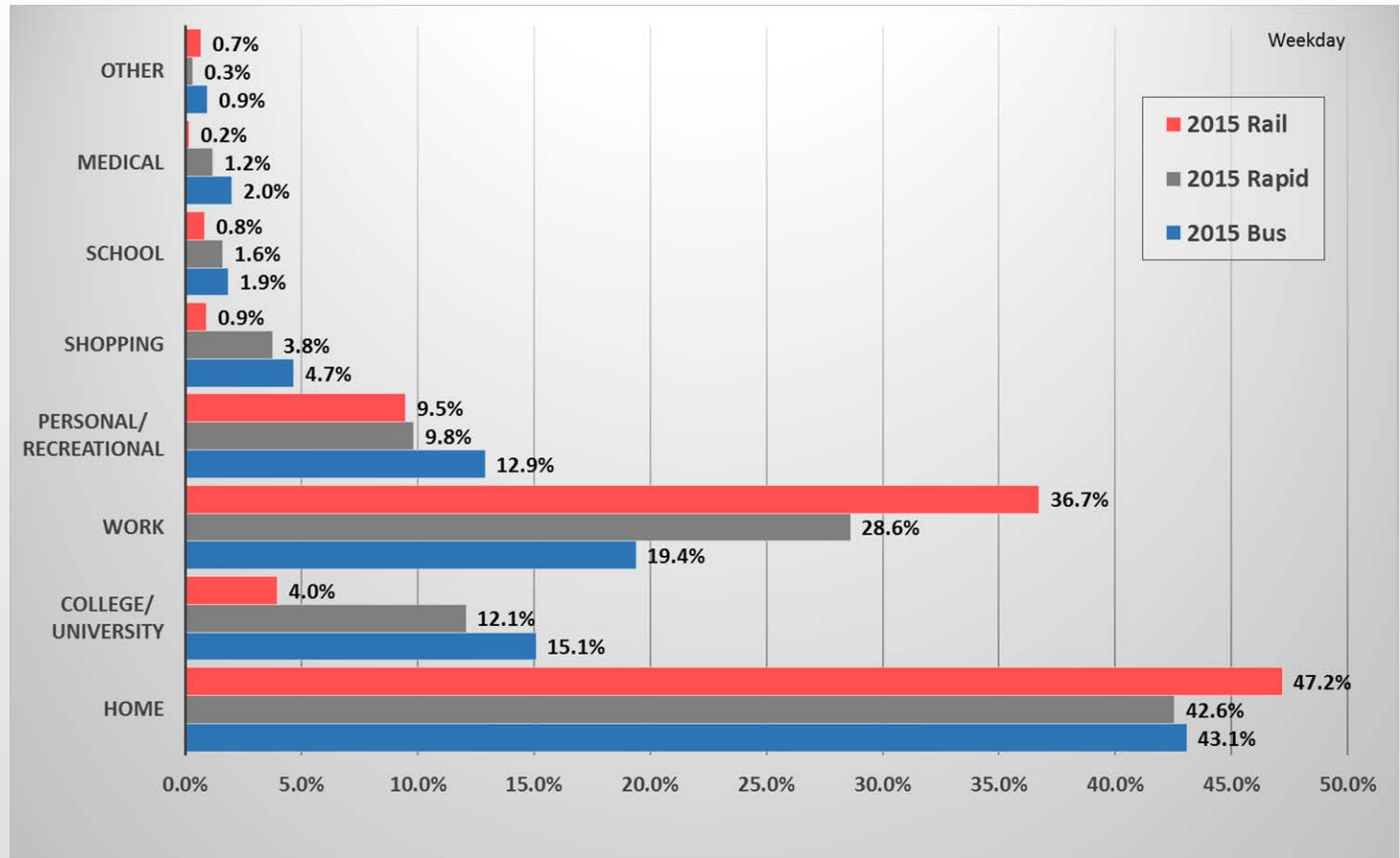
# Trip Purpose (Origin or Destination) MetroBus Compared to 2010

- Work and College/ University show largest change
- Change due to implementation of MetroRapid
- Other categories mostly unchanged



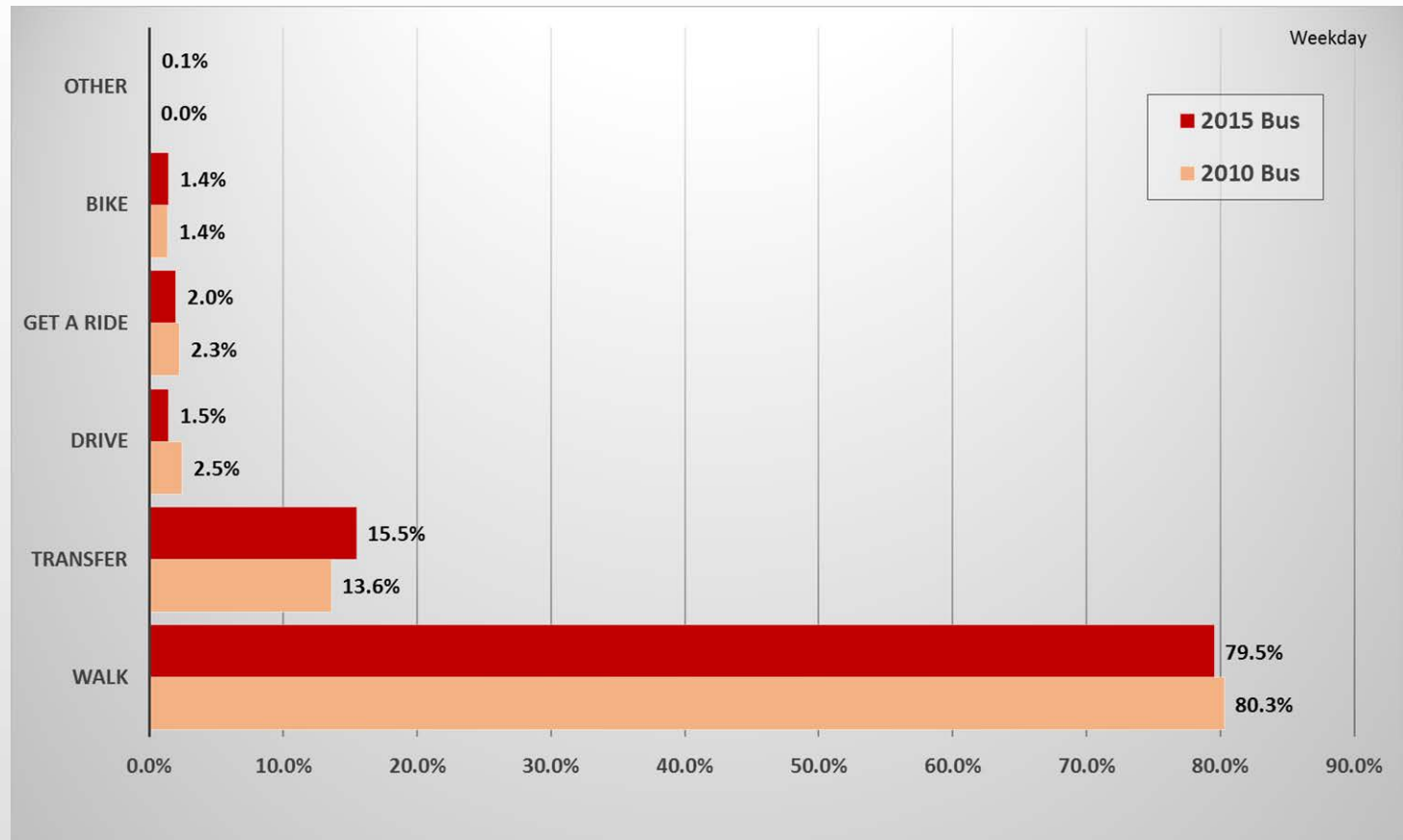
# Trip Purpose (Origin or Destination) Bus, Rapid, Rail 2015

- All show most usage related to Work
- Bus more evenly dispersed in Shopping, P/R, Work and College usage
- MetroRapid also dispersed in these categories with Work & College predominant
- MetroRail primary usage is Work & P/R



# Travel Mode to and from Stop MetroBus Compared to 2010

- Walking is large part of how patrons access stops
- Continue bus stop accessibility project & should be near 100% accessible by end of 2016
- Increase in transfers

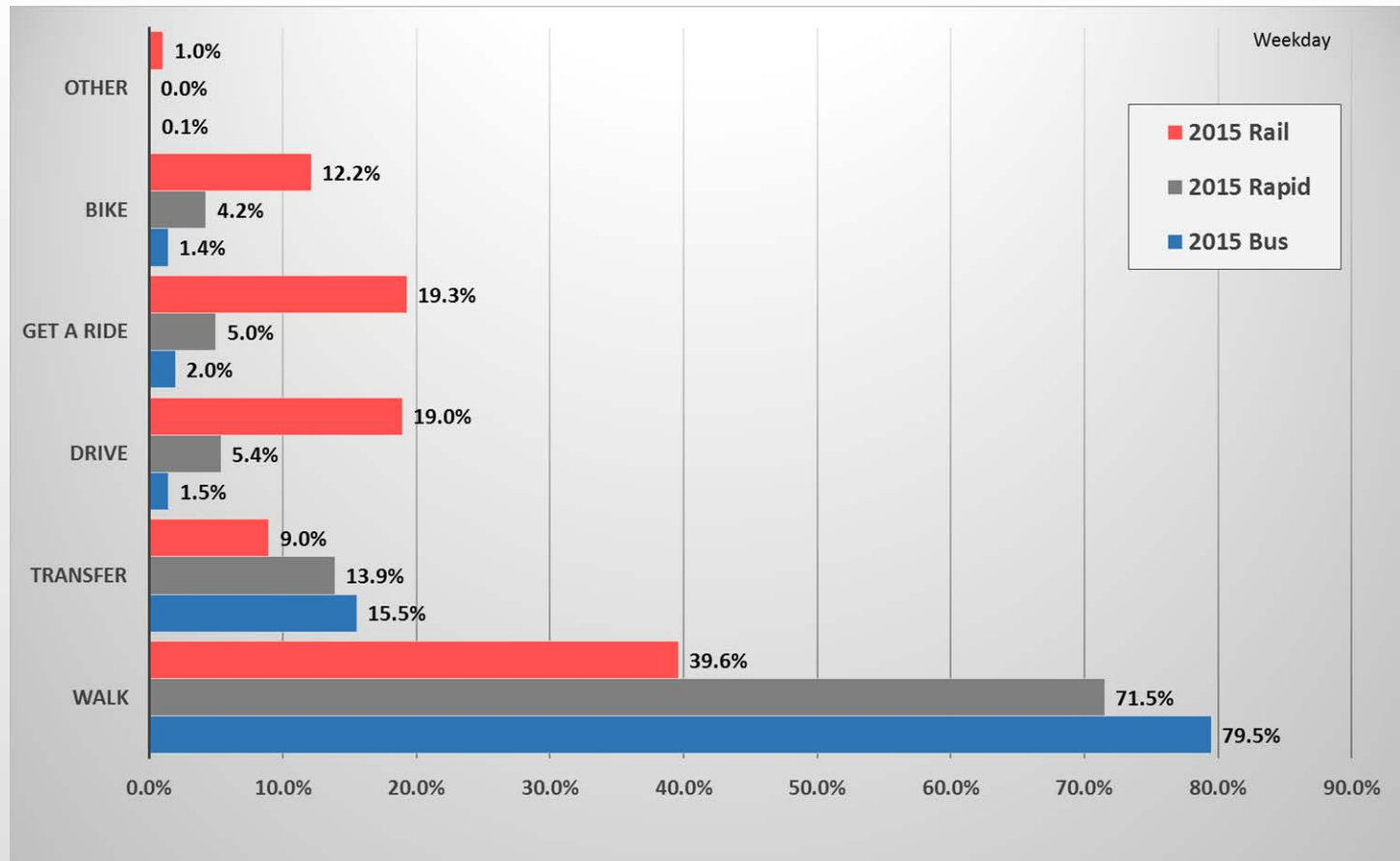




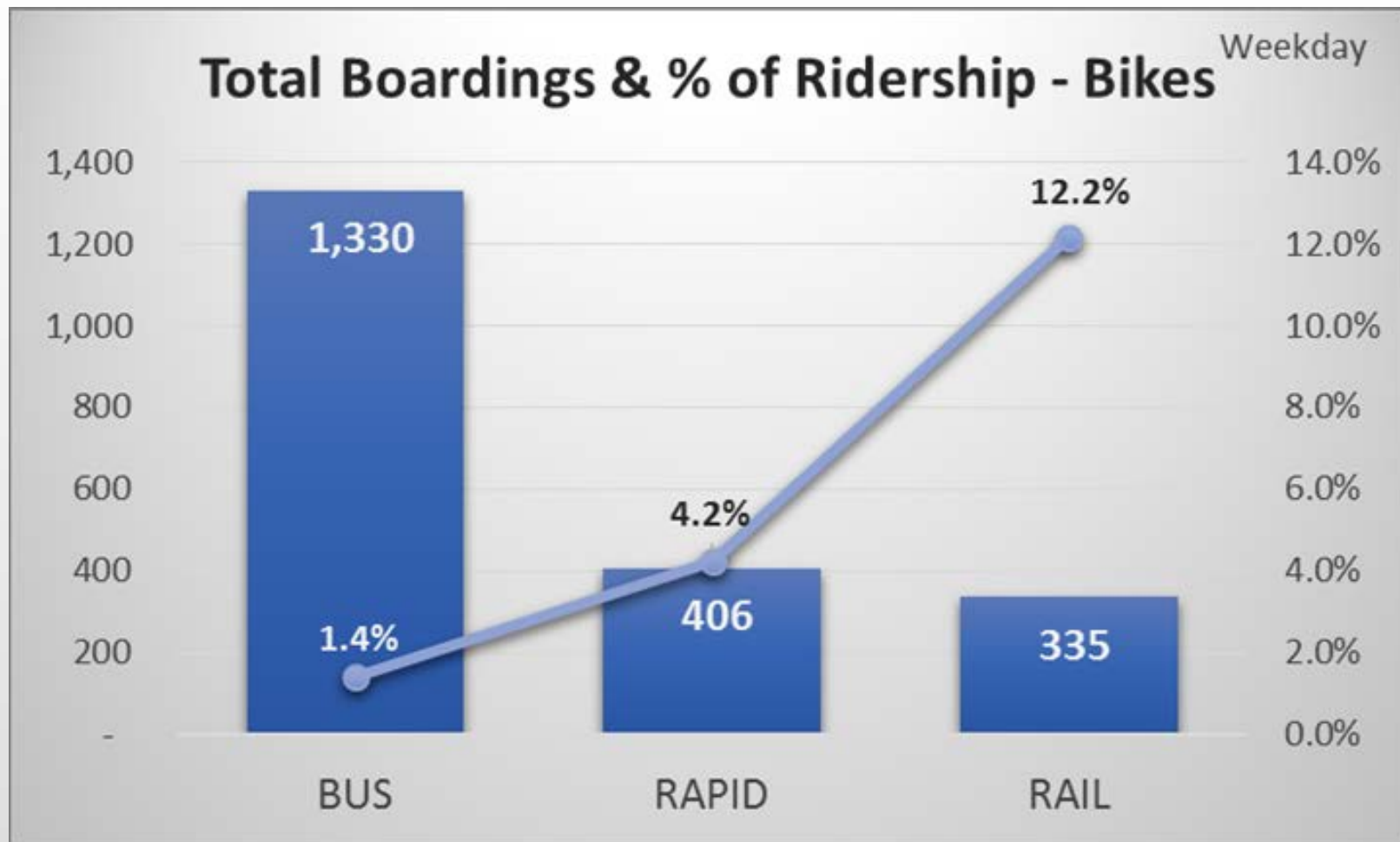
# Travel Mode to and from Stop

## Bus, Rapid, Rail 2015

- Visible differences among Modes
- Higher percent Bike usage on Rail
- Substantially less walking to/from Rail station than to/from Bus Stops
- Far more patrons get a ride/drive to/from Rail stations



# Bike Usage Bus, Rapid, Rail 2015

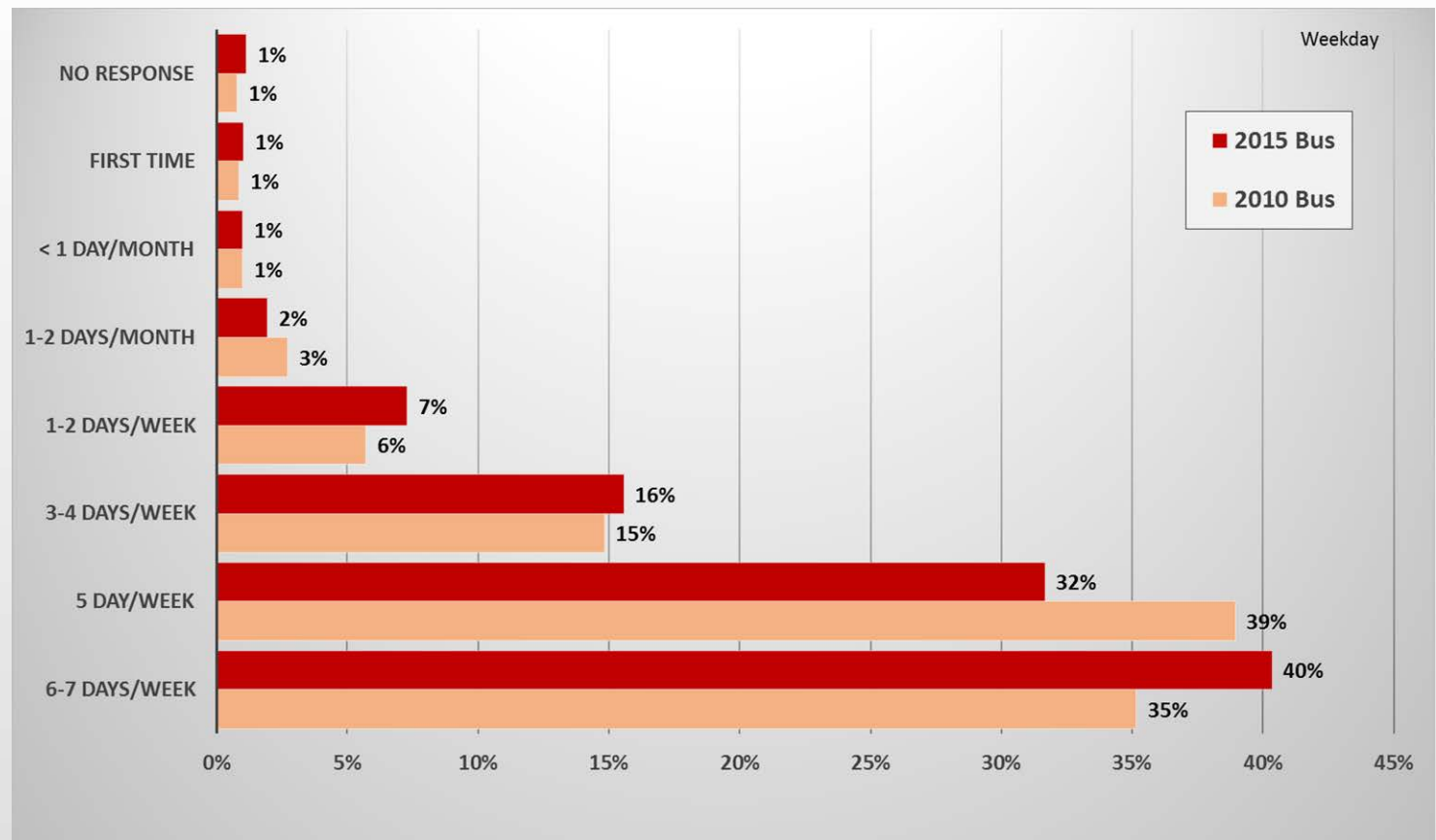


# System Bike Options



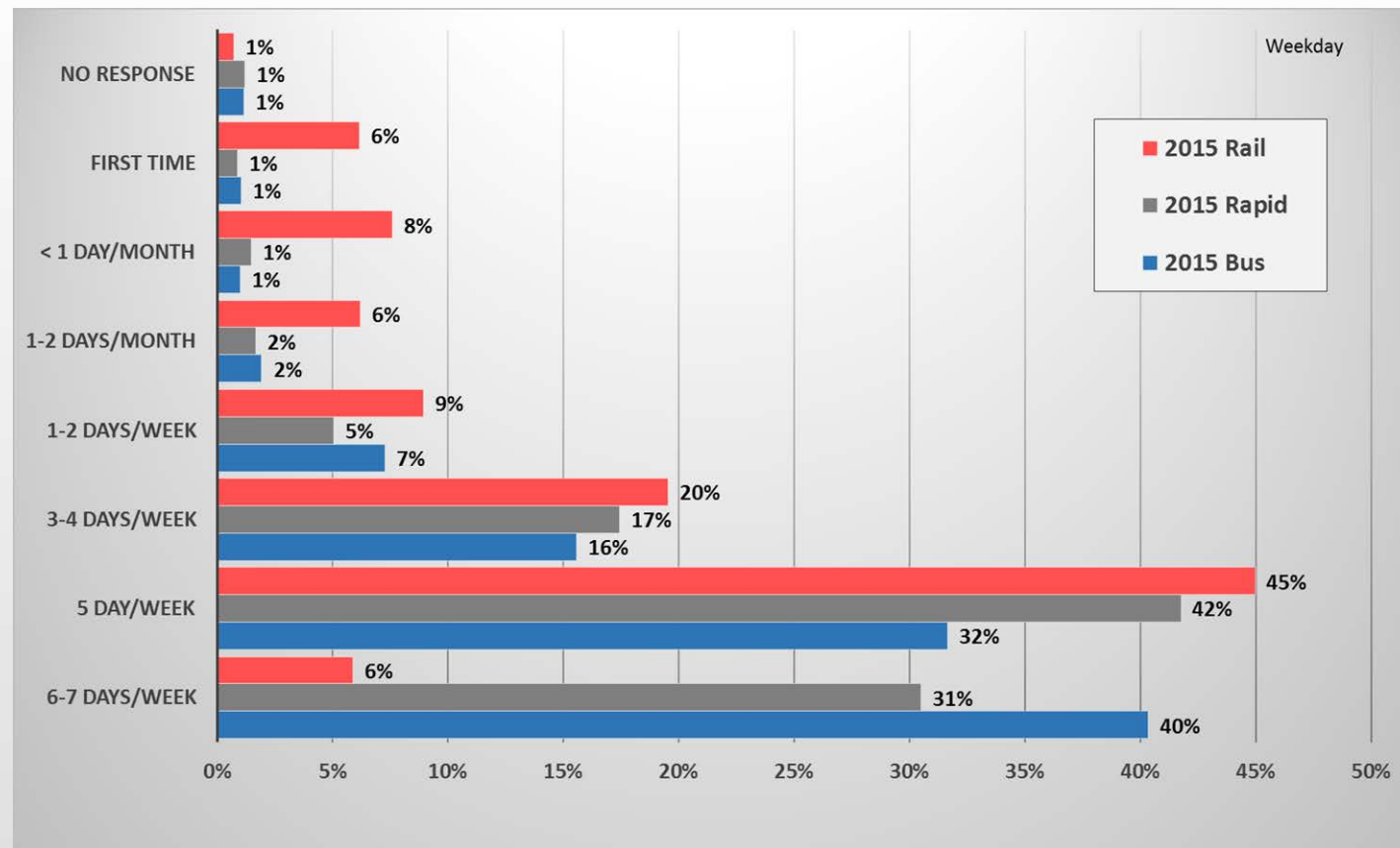
# Frequency of Use MetroBus Compared to 2010

- More patrons riding the bus more days per week
- Patrons using for more than just work



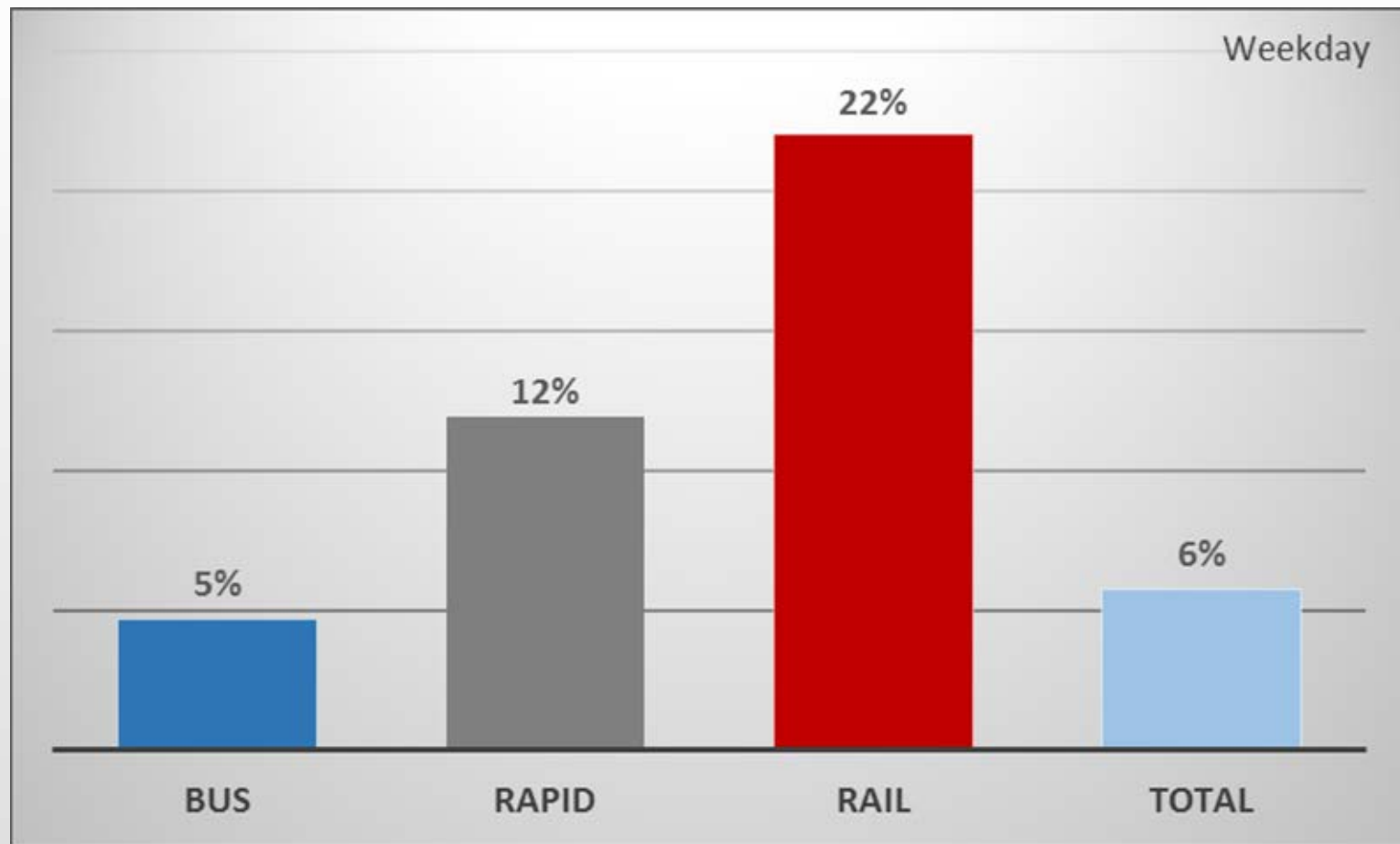
# Frequency of Use Bus, Rapid, Rail 2015

- Mainstay is Bus
- With Rail many patrons ride 2 days or less a month. Could be patrons who use for Personal/ Recreation
- Rail does not operate 7 days per week



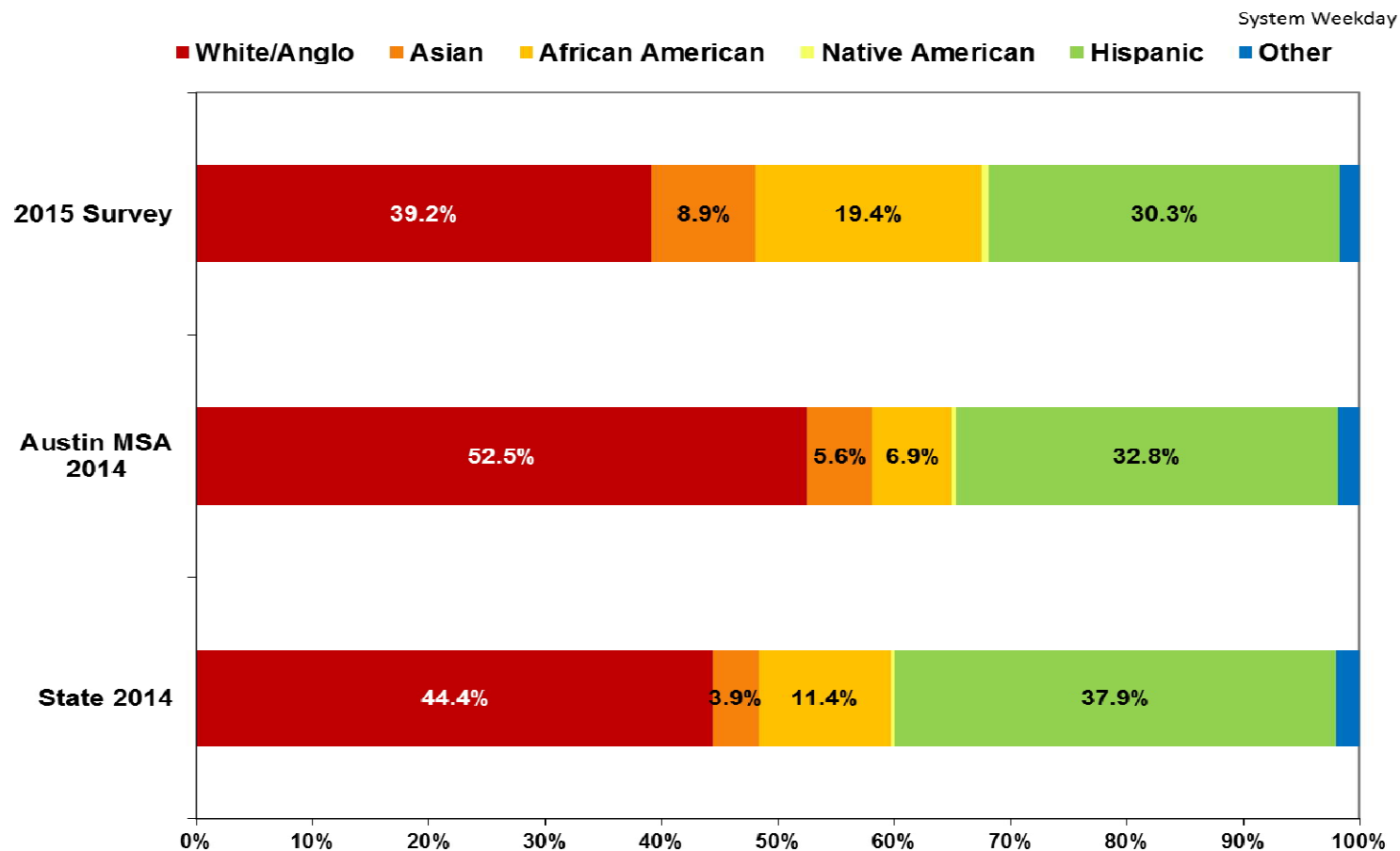


# Mobile Ticket Usage Bus, Rapid, Rail 2015





# Ethnicity Weekday System



Sources:

**Austin 2014  
MSA**

[http://www.austintexas.gov/sites/default/files/files/Planning/Demographics/COA\\_Travis\\_MSA\\_2014\\_Race\\_and\\_Ethnicity\\_estimates.pdf](http://www.austintexas.gov/sites/default/files/files/Planning/Demographics/COA_Travis_MSA_2014_Race_and_Ethnicity_estimates.pdf)

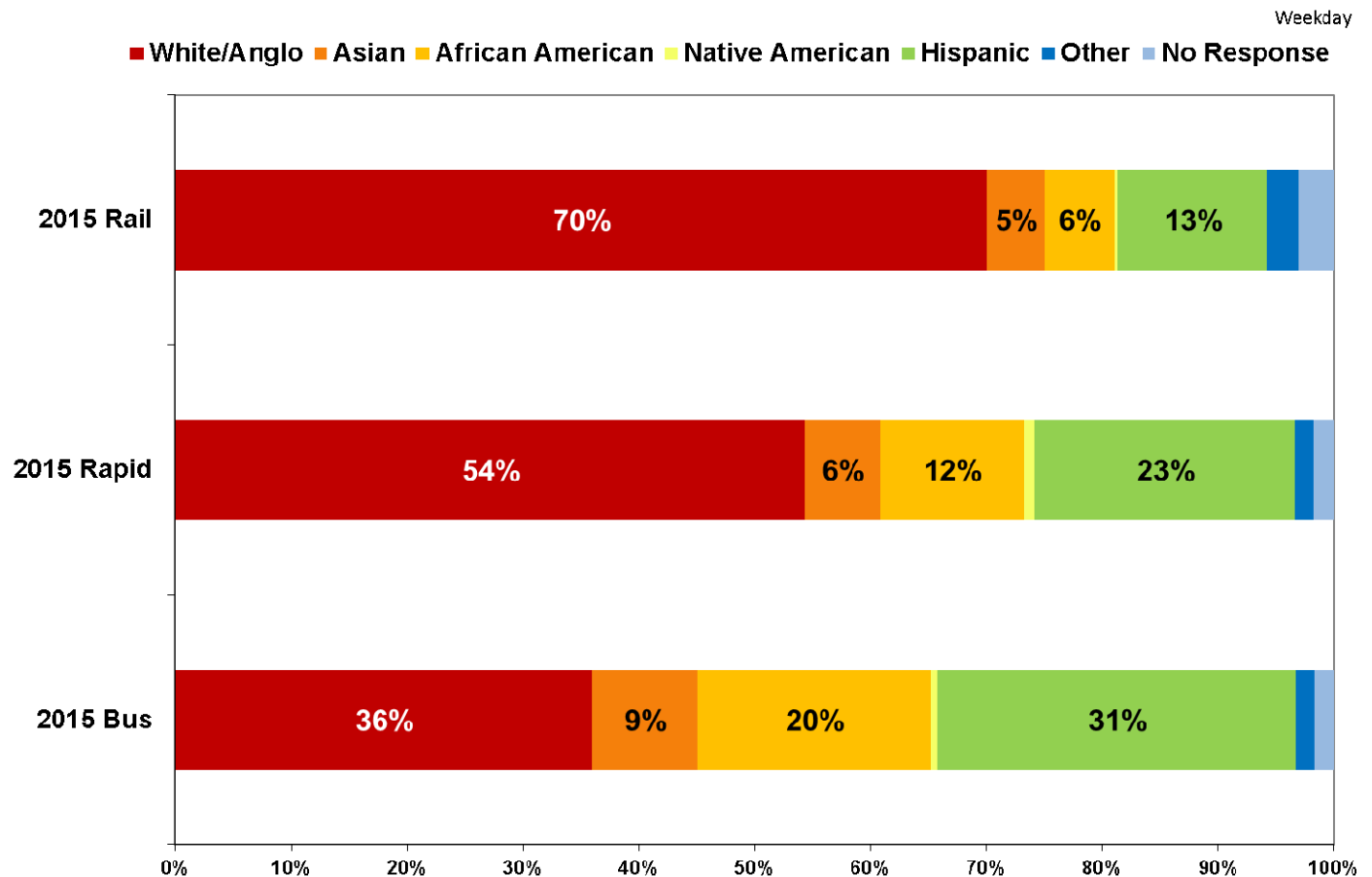
**State Texas  
2014**

<http://quickfacts.census.gov/qfd/states/48000.html>

# Ethnicity

## Bus, Rapid, Rail 2015

- Visible differences among the modes
- Rail primarily suburban patrons
- Bus most diverse



# Summary

- **Origins and Destinations becoming more regional**
  - Results consistent with many initiatives Capital Metro is already working on
- **Visible differences in Bus, Rapid, and Rail**
  - Trip purpose
  - Travel Mode to and from stop
  - Ethnicity
- **Origin and destination study valuable**
  - Service planning and analysis
  - Regional transportation modeling
  - Federal requirements