

METROPOLITAN BAKERSFIELD TRANSIT CENTER

PUBLIC OPINION SURVEY RESULTS

An online survey was created to gather input on the location and amenities for a new transit center in the Metropolitan Bakersfield area.

The survey received 26 responses between October 13 and November 14, 2014.

Feedback and key takeaways are summarized below.

LOCATION

The survey invited respondents to suggest locations for a new transit center. Responses were grouped into eleven broad categories, with the most popular locations being downtown or near the Cal State campus. All locations are shown in **Figure 1**.

Figure 1: Preferred Transit Center Location

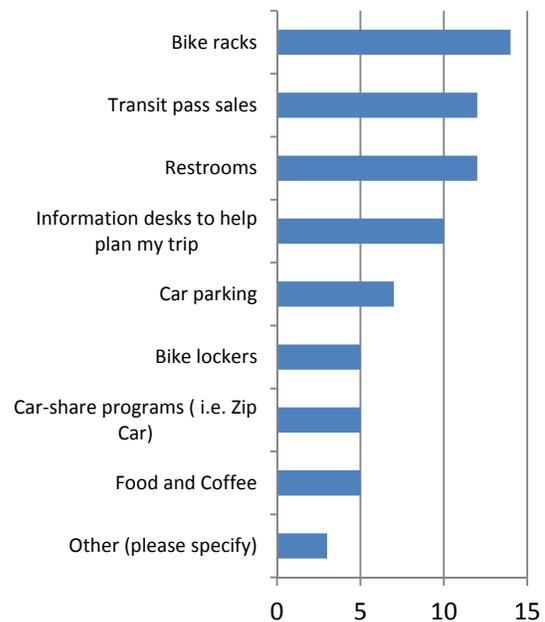


Approximately 60 percent of respondents feel it is important that the transit center be located off-street.

AMENITIES

Respondents were invited to select the three amenities they would most like to see at the new transit center, listed in **Figure 2**. Bike racks, transit pass sales, and restrooms received the most votes.

Figure 2: Desired Amenities



Three respondents selected 'other' and filled in their desired amenities:

- ◆ Restaurants and entertainment district
- ◆ Shade for heat (extreme heat)
- ◆ Smart phone app, like San Francisco MUNI Watch

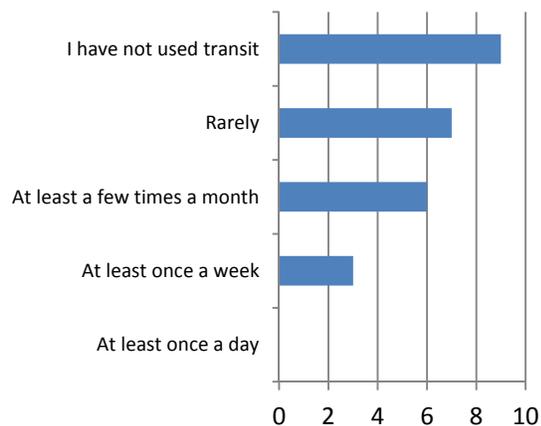
CURRENT TRANSIT USE

Multiple questions on the survey asked about transit ridership, and the number of respondents who reported they do not ride transit varied from question to question. The percentage of respondents that do not currently ride transit is likely between 36 percent and 54 percent, based on the variety of responses received..

Results reported below are based on the responses to individual questions.

When asked how frequently respondents ride transit, three individuals indicated they ride transit on a weekly basis. Six respondents ride transit a few times each month, and seven rarely use transit (see **Figure 3**).

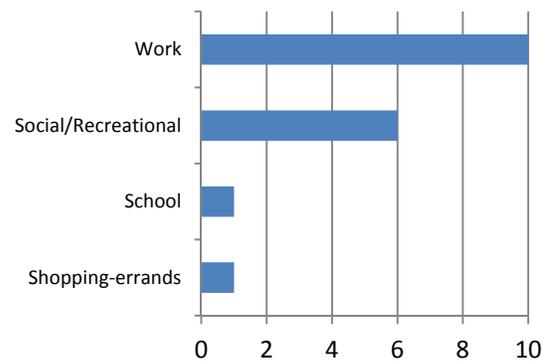
Figure 3: Frequency of Transit Use



All respondents who currently ride transit reported that they typically use transit Monday through Friday. No respondents reported using transit on weekends.

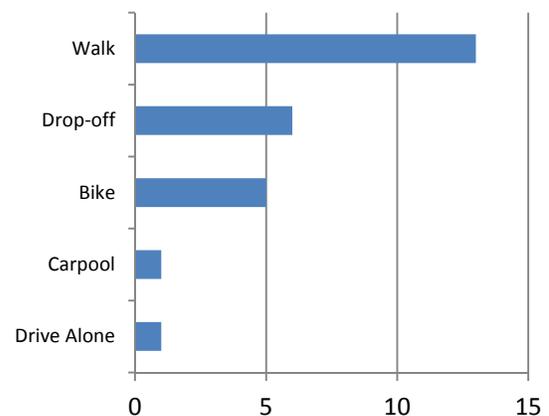
Among respondents who indicated they currently ride transit, 10 reported using transit primarily for their work commute. One reported using transit to get to school, one reported using transit to see their doctor (classified as an errand) and the six use transit for social or recreational trips (see **Figure 4**). Respondents were allowed to select more than one trip purpose.

Figure 4: Transit Typical Trip Purpose



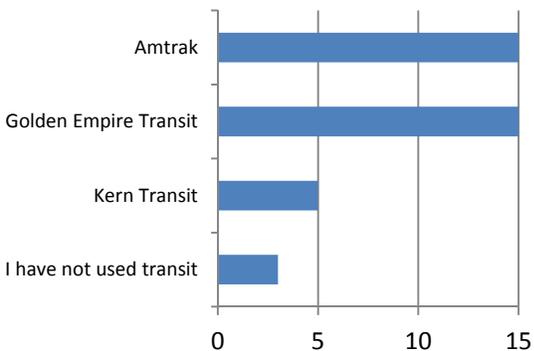
Two-thirds of respondents currently walk to access transit. Other common modes, listed in **Figure 5**, include bicycling or being dropped off.

Figure 5: Mode Used to Access Transit



When asked about past transit use, only three respondents indicated they have not used any of the transit options available in Bakersfield. Only two respondents indicated they currently hold a monthly transit pass. See **Figure 6** for transit providers respondents have used in the past.

Figure 6: Past Transit Use



Eight respondents indicated they make at least one transfer when they use transit. When asked to write-in the routes and transfers they make, the following responses were received. Parentheses indicate whether the route is Golden Empire Transit (GET) or Kern Transit (Kern).

- ◆ 46 beginning (GET)
- ◆ 84/82 (GET)
- ◆ From Lake Isabella once (Kern), and in Bakersfield once (GET)
- ◆ Downtown (GET)
- ◆ 41, 81, 42 (GET)
- ◆ 41, 81 (GET)

BARRIERS TO TRANSIT USE

When respondents who do not currently ride transit were asked what might motivate them to use transit in the future, responses included the following comments:

- ◆ Quick service
- ◆ Earlier service
- ◆ More frequent connections
- ◆ Covered bus stops, protected from summer heat
- ◆ Route maps at bus stops
- ◆ More direct service to Cal State
- ◆ More routes on the west side
- ◆ If I had absolutely no other options
- ◆ If traffic was more inconvenient
- ◆ \$1 buses in priority areas, similar to Long Beach Red Bus
- ◆ If safety concerns were addressed

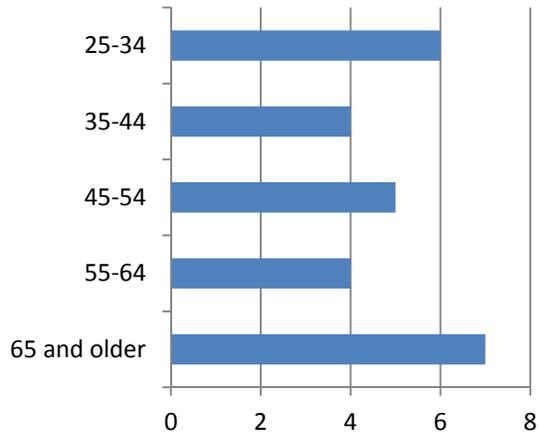
In a separate question, 64 percent of respondents indicated they feel some concern about traffic and safety. The survey provided a comment field for this question, which yielded the following specific concerns:

- ◆ Excessive speeds on main streets
- ◆ Inconsistent sidewalks on some streets
- ◆ Transit center might interfere with traffic
- ◆ Adding more stops at CSUB would be ridiculous
- ◆ People run lights and follow too closely all the time
- ◆ Coach operators as well as motorists need training for increased bike/ped traffic
- ◆ Crosswalks are important
- ◆ People tend to loiter and get involved in criminal activity at transit centers
- ◆ Have a security and safety plan
- ◆ Concerned for pedestrian and bicycle circulation
- ◆ High speeds are incompatible with pedestrians

RESPONDENT DEMOGRAPHICS

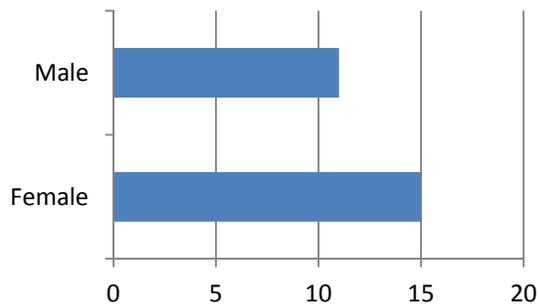
All survey respondents were at least 25 years old, with the largest group being adults 65 and older (see **Figure 7**).

Figure 7: Age of Respondents



58 percent of respondents were female, as shown in **Figure 8**.

Figure 8: Gender of Respondents



Metropolitan Bakersfield Transit Center Public Opinion Survey

The Kern Council of Governments is conducting a study to identify locations for transit centers in Metropolitan Bakersfield. We want to hear your thoughts! Please complete this survey by November 7, 2014.

You can also fill out the survey online: <https://www.surveymonkey.com/s/BakersfieldTransitCenter>

1. Where in Bakersfield would you like to see a new transit center?

2. Do you use transit?

Yes No

If no, why? _____

3. If you don't use transit, what would motivate you to use it?

4. What amenities or services would you most like to see at a new transit center? Select up to three.

- | | |
|---|---|
| <input type="checkbox"/> Bike racks | <input type="checkbox"/> Information desks |
| <input type="checkbox"/> Bike lockers | <input type="checkbox"/> to help plan my trip |
| <input type="checkbox"/> Car-share programs (i.e. ZipCar) | <input type="checkbox"/> Transit pass sales |
| <input type="checkbox"/> Car parking | <input type="checkbox"/> Food and coffee |
| | <input type="checkbox"/> Restrooms |
| | <input type="checkbox"/> Other: _____ |

5. Is it important to you that a transit center is off street?

Yes No

6. Do you have concerns about traffic and safety?

Yes No

If yes, please describe:

7. Which transit options have you used?

- | | |
|--|--|
| <input type="checkbox"/> Golden Empire Transit | <input type="checkbox"/> Amtrak |
| <input type="checkbox"/> Kern Transit | <input type="checkbox"/> I have not used transit |

8. Are you a monthly transit pass holder?

Yes No

9. If you use transit, do you transfer on your trips?

- | | |
|---|--|
| <input type="checkbox"/> I do not use transit | <input type="checkbox"/> Yes |
| <input type="checkbox"/> No | <input type="checkbox"/> If yes, how many transfers? _____ |

10. If you do transfer, which routes? (beginning/ transfer/ end)

11. How frequently do you ride transit in Bakersfield?

- At least once a day
 At least once per week
 At least a few times a month
 Rarely
 I have not used transit

12. Please indicate when you typically ride transit:

- Weekdays (Monday-Friday)
 Weekends (Saturday-Sunday)
 I do not typically ride transit

13. What is your typical travel purpose when you use transit?

- Work
 School
 Shopping-Errands
 Social/Sports/Recreational
 Other: _____

14. How do you typically get to transit?

- | | |
|-----------------------------------|---------------------------------------|
| <input type="checkbox"/> Walk | <input type="checkbox"/> Carpool |
| <input type="checkbox"/> Bike | <input type="checkbox"/> Drive alone |
| <input type="checkbox"/> Drop-off | <input type="checkbox"/> Other: _____ |

15. How old are you?

- | | |
|-----------------------------------|---------------------------------------|
| <input type="checkbox"/> Under 12 | <input type="checkbox"/> 45-54 |
| <input type="checkbox"/> 12-17 | <input type="checkbox"/> 55-64 |
| <input type="checkbox"/> 18-24 | <input type="checkbox"/> 65 and older |
| <input type="checkbox"/> 25-34 | |

16. Please indicate your gender

Female Male

Please keep me up to date on the project!

Name: _____

Email: _____

Thank you for completing the survey!

For more information contact the Kern Council of Governments

P: (661) 861-2191 or www.kerncog.org

Mail to: Kern Council of Governments, 1401 19th Street, Suite 300, Bakersfield, California 93301