

# Bee-Line System Passenger Survey, 2013

## Executive Summary

2013

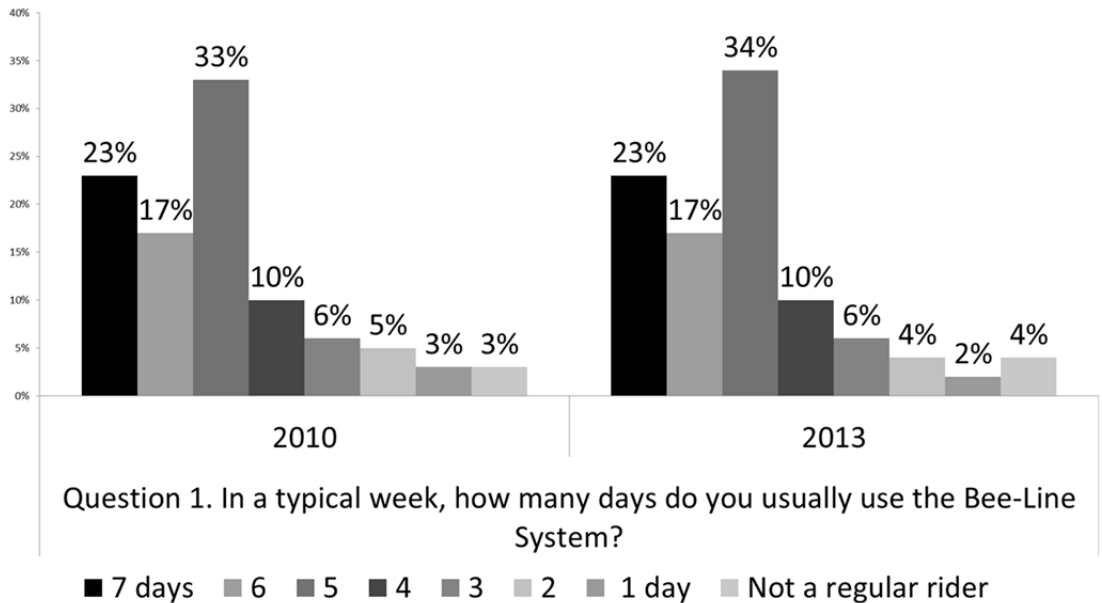
CJI Research Corporation conducted a survey of passengers on-board Bee-Line buses on all Bee-Line routes during the period May 8 through May 23, 2013. The survey was provided to all passengers and was self-administered. A total of 10,025 responses were obtained, a total similar to the 10,040 in the 2010 sample. The sampling plan was based on quotas for routes, days of the week and times of day as specified by the Westchester County Department of Public Works and Transportation (WCDPW&T).

Bee-Line ridership increased from 30.8 million riders in 2007 to 32.3 million riders in 2010 to a total of 32.5 million in 2013.

- As in 2010, Bee-Line customers are generally satisfied with service, and slightly more so than in 2010. This improvement continues the trend observed in 2010 which showed improvement in ratings over 2007.
- Most riders are dependent on Bee-Line for transportation. Transit dependency, defined as lack of access to a vehicle for the household, has increased from 62% in 2010 to 67% in 2013.
- Bee-Line ridership continues to be diverse, with 36% of riders identifying themselves as Hispanic, 46% as African-American, 13% Caucasian, and 6% Asian, Native American or other.
- While some income fluctuation has been apparent among the three most recent passenger surveys, the income distribution among riders remains generally consistent from year to year, with roughly half of the ridership reporting household income below \$25,000 and half above.
- Riders are young. As in 2010, and as is true of most transit ridership in the United States, the largest age cohort among riders is twenty to twenty nine (27%), and only 9% are sixty or older. The average age of the Bee-Line rider remains constant at 37 years old, the same as in 2010.
- In 2013, work trips represent 69% of all Bee-Line trips, essentially the same as in 2010 when 67% of trips were for work.
- Sixty five percent (65%) use MetroCard to pay their fares, a figure consistent with the 64% reported in 2010.
- Yonkers remains the largest single point of both origin (35%) and destination (32%) of Bee-Line trips. The Bronx is second with 21% of trip origins, and 14% of destinations.
- Internet access among riders continues to increase, with 74% now reporting regular access, up from 69% in 2010, and up from only 55% as recently as 2003.
- Many riders, 64%, are now using smartphones or tablets to access the Internet.
- Many riders, 63%, now use social media. Because young riders are more likely than older riders to use Facebook, Twitter, Pinterest and other social media, as young riders age and older riders cease riding, they are likely to become an even more prevalent form of communication for Bee-Line riders.
- Half of the riders (50%) have accessed the Bee-Line website in the past year, a major increase since 2010 when only 41% had ever accessed it during the past year or in prior years.

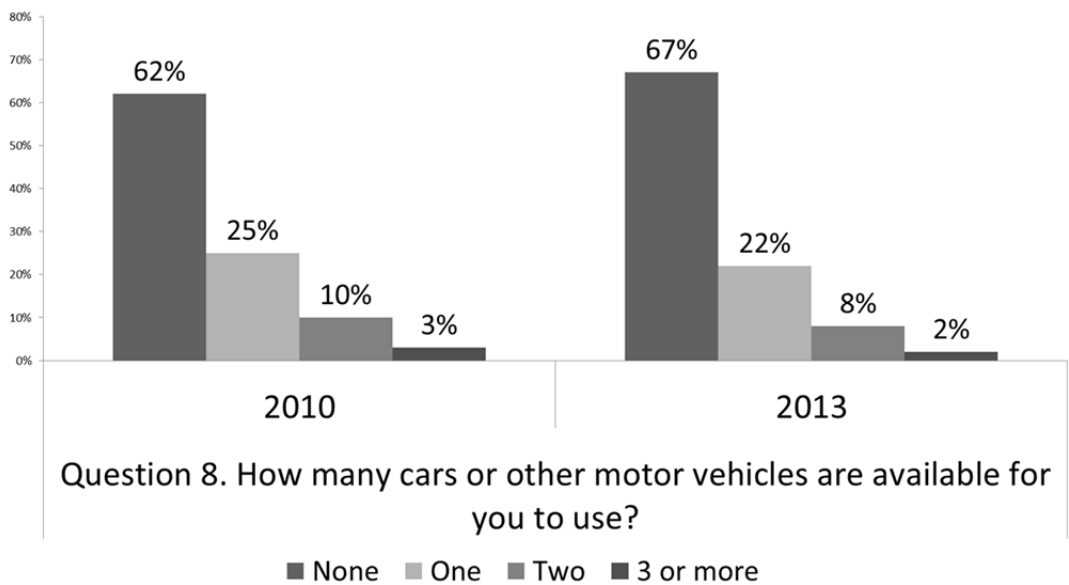
**Frequency of Riding Bee-Line Buses**

The frequency with which riders use Bee-Line did not change significantly between 2010 and 2013. In both years, 23% said they ride seven days a week and 17% said six days a week. In 2010, 43% said they rode either four or five days each week, and the comparable percentage in 2013 was 44%. The frequency of use is extremely stable.



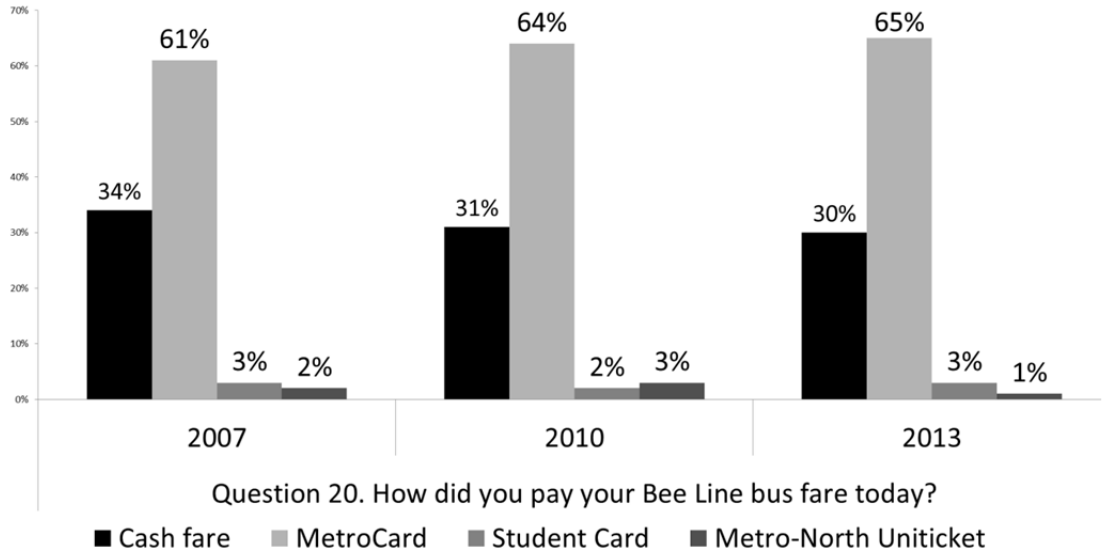
**Vehicles Available to Riders**

Approximately two thirds of Bee-Line riders lack a vehicle in their household. The American Community Survey (ACS) of the Bureau of the Census indicates that 15% of the households in the county lack a vehicle. In contrast, of Bee-Line riders, 67% lack a vehicle, an increase of five percentage points since 2010.



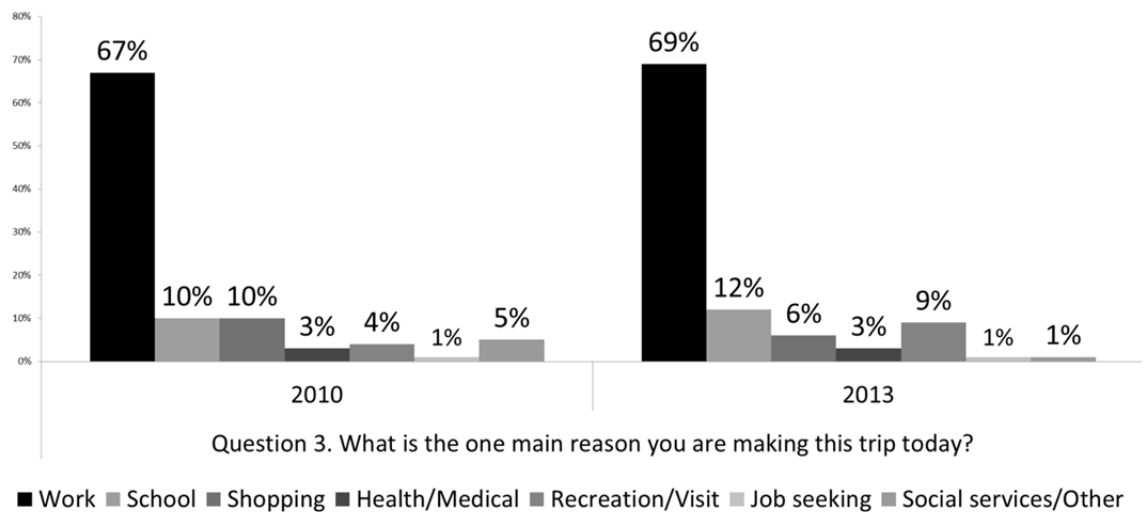
**How the Fare Was Paid**

The use of MetroCard increased from 61% in 2007 to 64% in 2010, but then leveled off at 65% in 2013. Conversely, the use of cash fares declined from 34% in 2007 to 31% in 2010, but was approximately the same (30%) in 2013. The student cards and Metro-North Unitickets were used by relatively few riders and their level of use did not change significantly during this period.



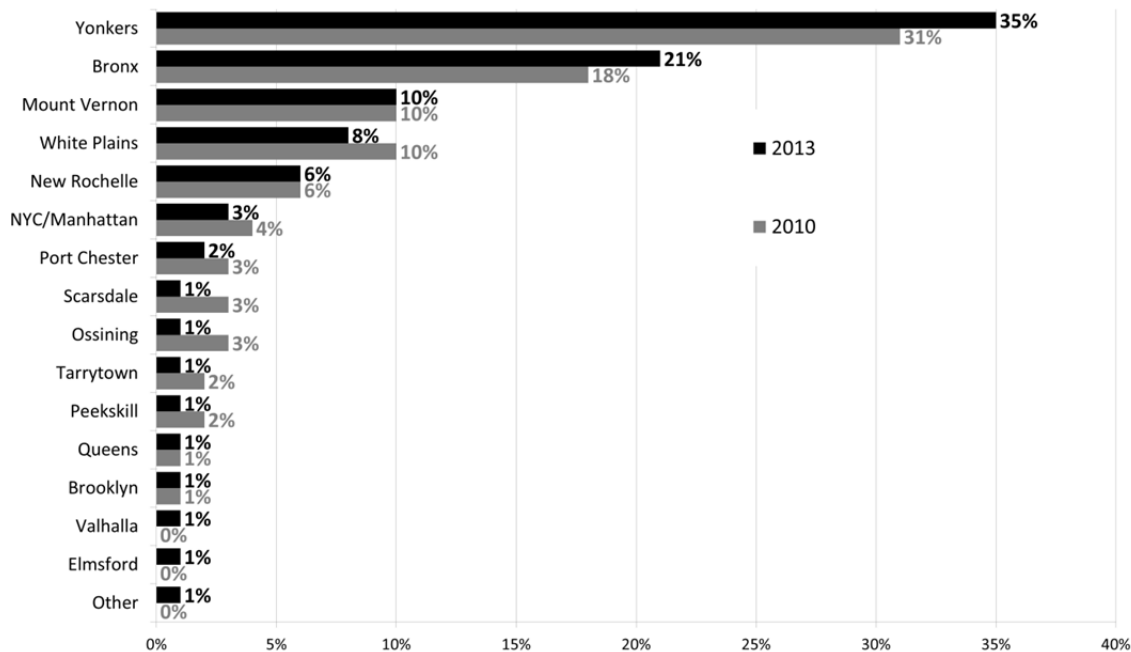
**Trip Purpose**

The main trip purpose for Bee-Line riders is going to work. Of all trips in 2010, 67% were for work and in 2013 the comparable percentage was 69%, a significant, though minor, increase perhaps associated with the gradual economic recovery. School trips provide an additional 12% of all Bee-Line trips. Thus, a total of 81% of Bee-Line riders travel either to go to work or school to help them prepare for a career. This shows that Bee-Line plays a vital labor development and mobility role in the local economy. Another 6% of trips are for shopping, another aspect of economic impact of the Bee-Line service.



**City or Town of Origin of the Entire Trip**

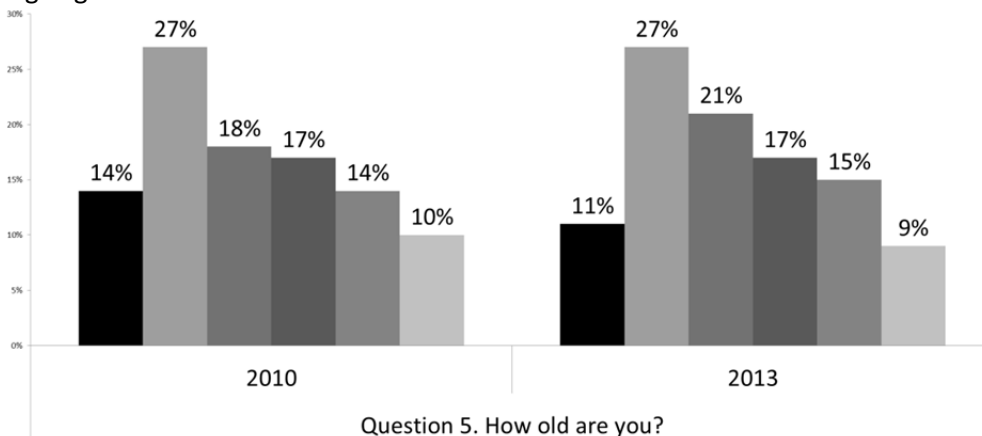
As in 2010, more Bee-Line trips originate in Yonkers than in any other community, and the percentage has increased from 31% in 2010, to 35% in 2013. The Bronx is second only to Yonkers, with 21% of trip origins (up from 18% in 2010). Those same cities were also the primary destinations of Bee-Line trips, with 32% of trips destined for Yonkers and 14% for the Bronx. Other localities were also important, though less so. Mount Vernon, for example, with 10% of trip origins and 8% of destinations, and White Plains with 8% of origins and 12% of destinations, were important, as was New Rochelle, with 6% origins and 7% of destinations.



Question 15. In what city/town did you begin this entire one way trip?

**Age**

The average age of the Bee-Line rider remains constant at 37 years old, the same as in 2010. The median has also remained fairly consistent, though slightly older, standing now at 35 years of age compared to 34 in 2010. As in 2010, and as is true of most transit ridership in the United States, the largest age cohort among riders ranges from twenty to twenty nine. In 2010, 41% were under thirty and 59% older than thirty, but in 2013, 38% were under thirty and 62% older than thirty, indicating a slightly older ridership in spite of the identical average age.

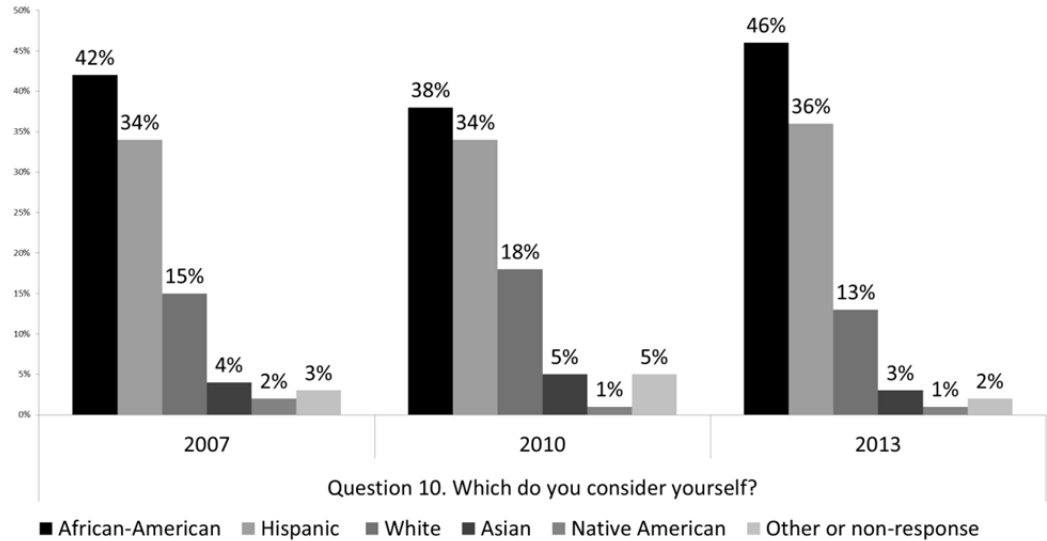


Question 5. How old are you?

Legend: ■ Under 20 ■ 20-29 ■ 30-39 ■ 40-49 ■ 50-59 ■ 60 or older

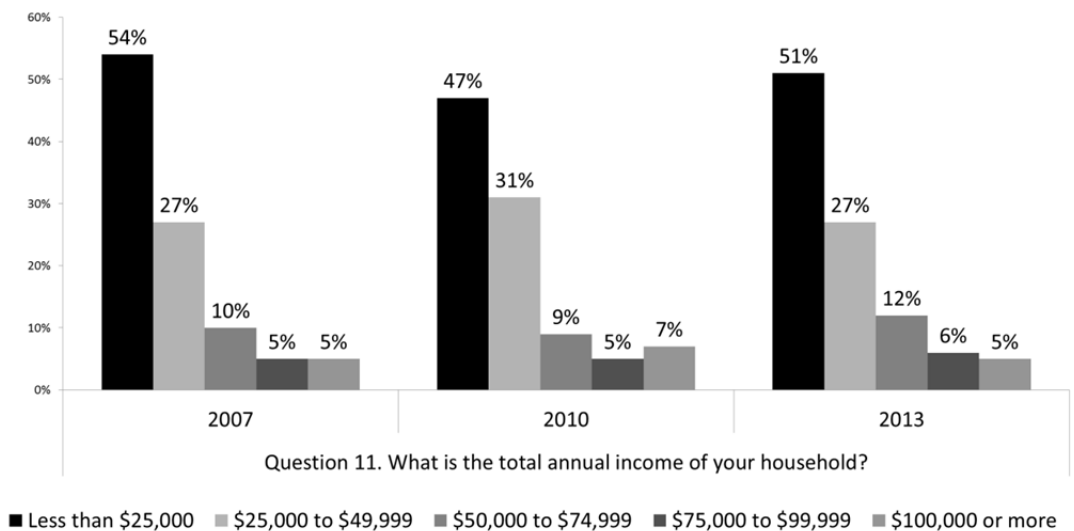
### ***Ethnic/ Racial Self- Identification***

Although there has been some fluctuation since 2007, the percentage of riders who identify themselves as African-American has remained the largest cultural/ethnic grouping. As in past surveys, approximately one third of riders identify themselves as Hispanic (36% in 2013 and 34% in previous surveys). Thirteen percent (13%) of riders identified themselves as white. The figures for Bee-Line riders are in contrast with the general population of Westchester County which the ACS for the five year period 2008 – 2012 estimates as 16% African-American, 22% Hispanic and 70% white. This is typical of transit ridership in most cities in the United States.



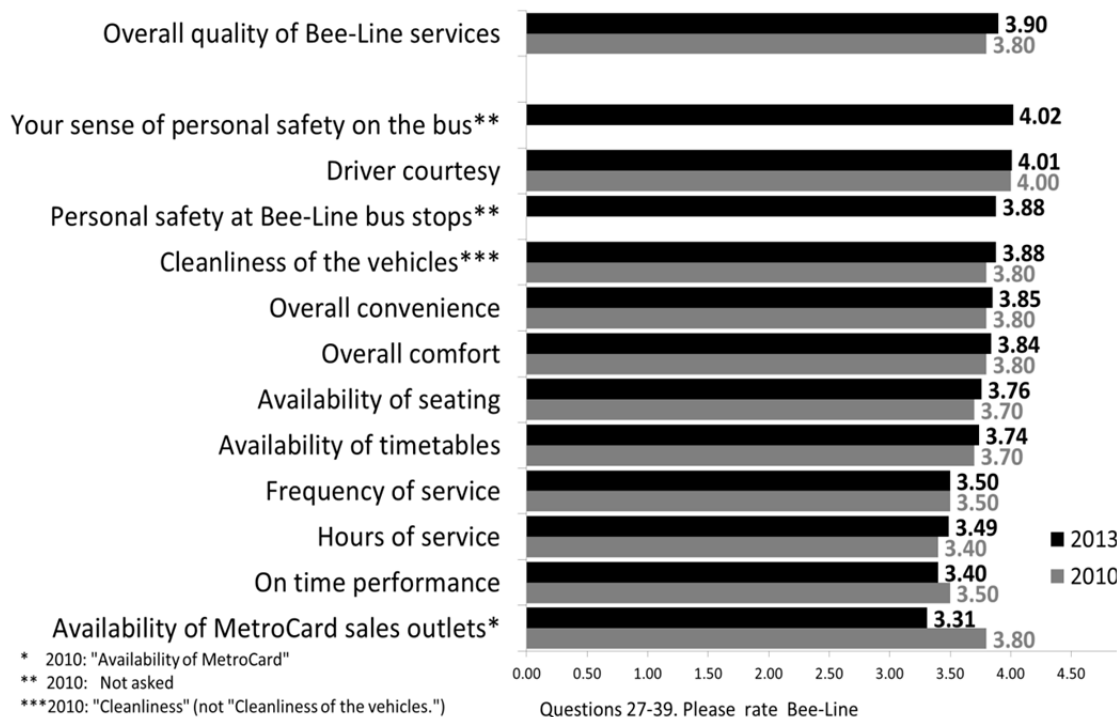
### ***Household Income***

Incomes of Bee-Line riders have fluctuated somewhat between 2007, 2010, and 2013, but the main profile of the income distribution remains consistent with roughly half of the ridership having household income below \$25,000 and half above in 2013.



### Detailed Service Ratings

Service ratings have been fairly consistent between 2010 and 2013 in terms of the rank-order of the scores. However, there seems to have been minor improvement in ratings of several aspects of service such as vehicle cleanliness, which went from 3.80 to 3.88, and availability of seating, which went from 3.70 to 3.76. Although these changes are small, the consistency across several characteristics suggests that they represent a positive shift in ratings. Moreover, the mean rating for service overall went from 3.8 to 3.9, on the five point scale.



### Overall Service Rating

The rating of Bee-Line service overall also shifted in a positive direction when computed as a percentage. The shift occurred between the top two scores. The low scores (1 to 3) remained almost constant, but the top score of 5 increased from 30% to 33%. This suggests that Bee-Line is headed in the right direction in terms of customer satisfaction.

