

## Executive Summary

A survey was conducted on-board Bee-Line buses during the period April 30 through May 20, 2016. Survey staff was trained by CJI Research Corporation's partners, Transit Marketing, LLC. The survey sample ( $N=8,787$ ) was based on a random sample of runs and trips of Bee-Line buses. The survey was provided to all passengers and was self-administered. Similar surveys were conducted in 2003, 2007, 2010, and 2013. Some of the results of those earlier surveys are used in this report for comparison purposes.

Bee-Line ridership reached a high point in 2013, with 2,706,260 trips per month, but declined somewhat to a monthly average of 2,489,990 in 2015.

- In 2016, as in 2013, Bee-Line customers are generally satisfied with service, with 31% rating service "Excellent" and 37% as "Good".
- Most riders are dependent on Bee-Line for transportation. Transit dependency, defined as lack of access to a vehicle for the household, has increased slightly from 67% in 2013 to 70% in 2016.
- Bee-Line ridership continues to be diverse, with 38% of riders identifying themselves as Hispanic, 45% as African-American, 12% Caucasian, and 5% Asian, Native American or other.
- While some minor upward income fluctuation has been apparent among recent Bee-Line 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 2013, and as is true of most transit ridership in the United States, the largest age cohort among riders is twenty to twenty-nine (24%), and only 12% are sixty or older. The average age of the Bee-Line rider increased by one year, from 37 to 38 years old.
- In 2016, work trips represent 67% of all Bee-Line trips, essentially the same as in 2013 when 69% of trips were for work.
- Sixty-nine percent (69%) use MetroCard to pay their fares, a figure consistent with the 68% reported in 2013. Cash is used by 30% of riders and 1% use a Metro-North Uniticket.
- Yonkers remains the largest single point of both origin (35%) and destination (36%) of Bee-Line trips. The Bronx is second with 24% of trip origins, and 21% of destinations.
- Internet access among riders continues to be strong, but appears to have reached a plateau, with 81% now reporting regular access, down very slightly from 84% in 2013, but up from 69% in 2010, and up from only 55% as recently as 2003.
- Many riders, 77%, are now using smartphones or tablets to access the Internet, up substantially from 64% in 2013.
- Many riders, 72%, now use social media up from 63% in 2013. 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, the same percentage as in 2013.

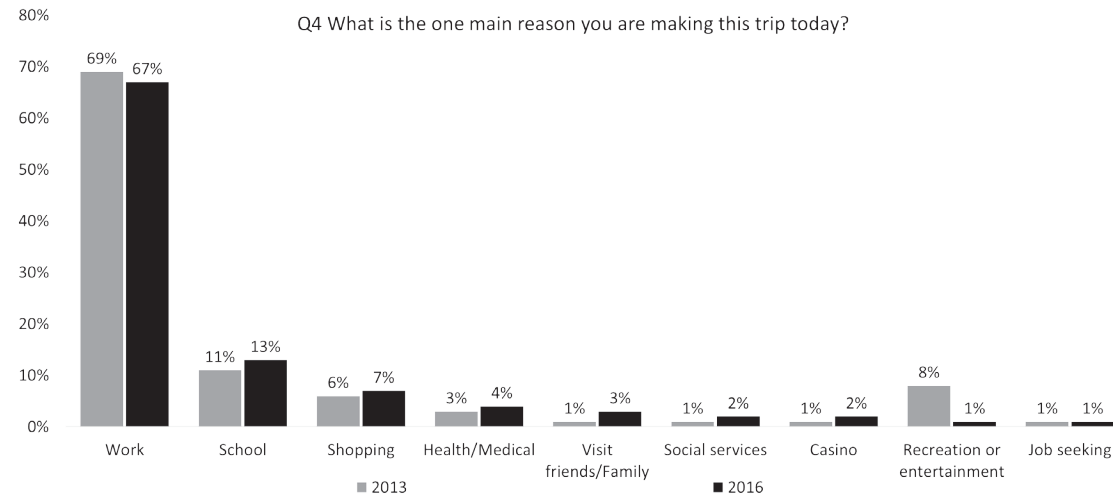
Bee-Line System Passenger Survey

# 2016

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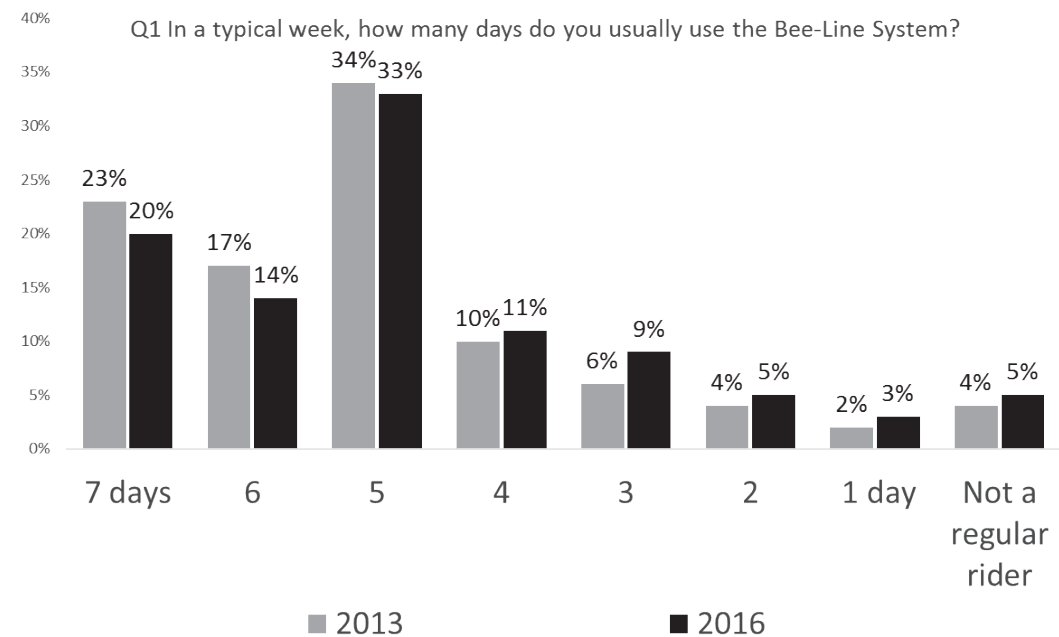
## Trip Purpose

The Bee-Line System continues to serve as an economic engine for the local economy. In both 2013 and 2016, getting to work is the main trip purpose for Bee-Line riders. Of all trips in 2013, 69% were for work, and in 2016, 67% were for work. School trips provide an additional 13% of all Bee-Line trips. Thus, a total of 80% of riders use Bee-Line for economically productive trips for work or education. Another 7% of trips are for shopping, which also has a positive impact on the local economy.



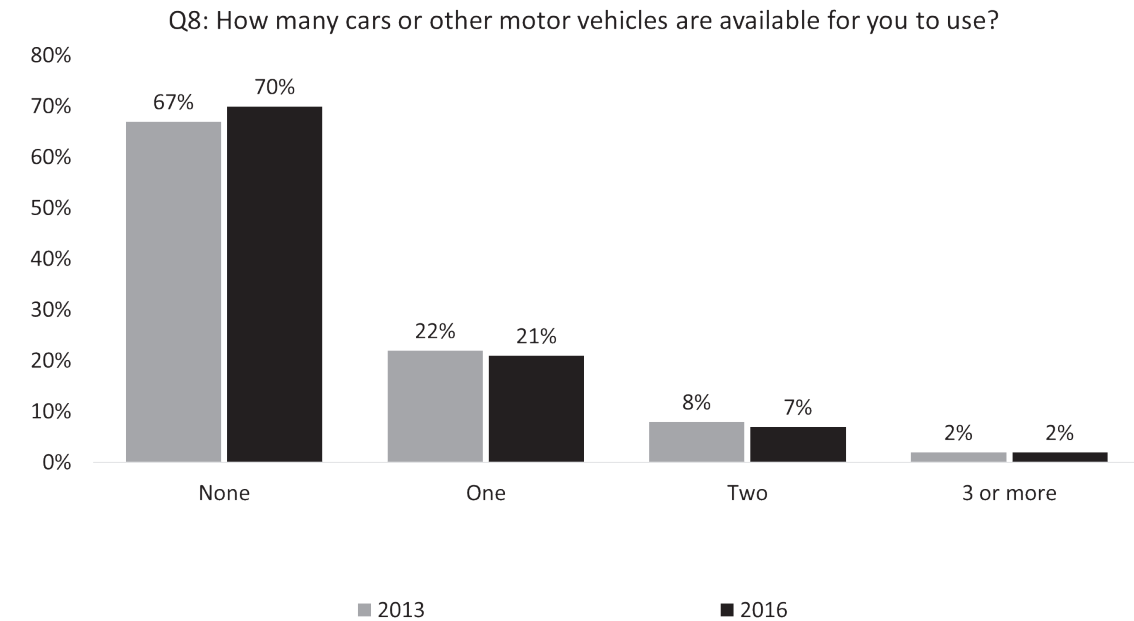
## Frequency of Riding Bee-Line Buses

The frequency with which riders use Bee-Line changed somewhat between 2013 and 2016. Those who ride seven days a week and those who ride six days a week each declined by 3%, from 23% to 20% and from 17% to 14%, respectively. Conversely, the percentages of those riding four or fewer days a week rose within the narrow range of 1% to 3%.



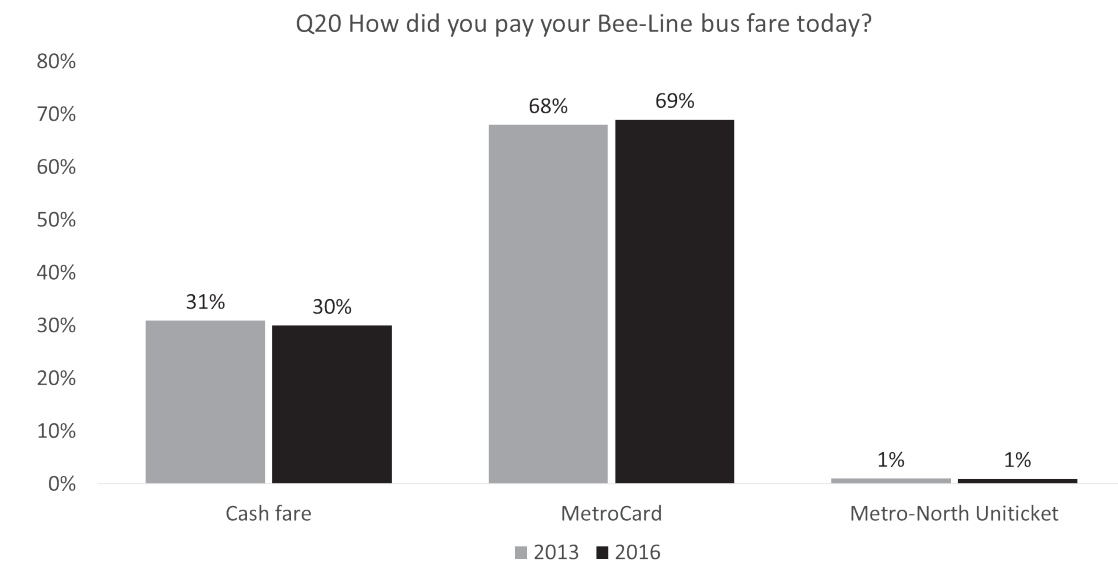
## Vehicles Available to Riders

More than two thirds of Bee-Line riders (70%) lack a vehicle in their household. This represents a small (3%) increase from 67% in 2013. The American Community Survey (ACS) of the Bureau of the Census indicates that in 2015 only 15% of the households in Westchester county lacked a vehicle.



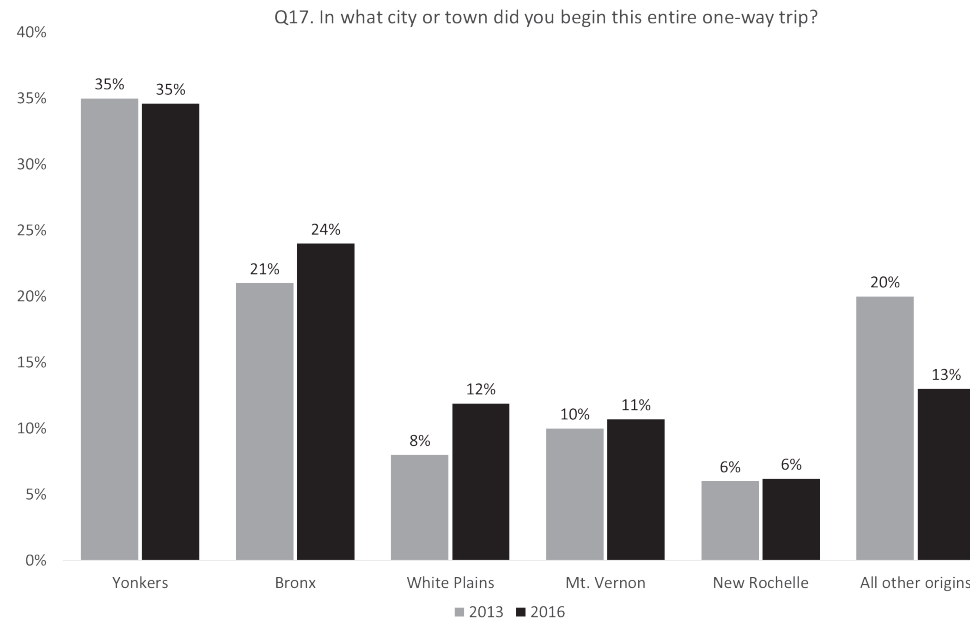
## How the Fare Was Paid

MetroCard is the predominant form of fare payment. At 69% in 2016, its use appears to have increased by 1%, while use of cash decreased by the same amount. However, the change is so minor that the use of MetroCard and cash fare options is essentially unchanged from 2013.



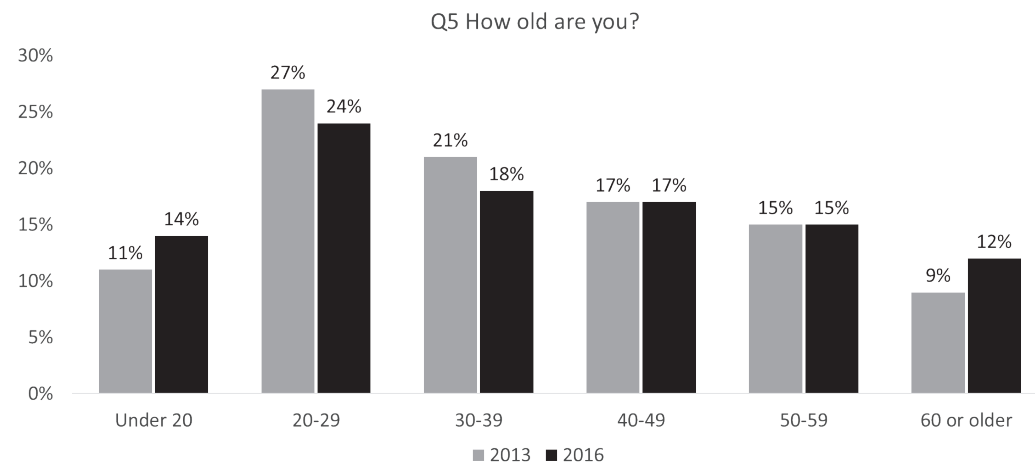
## City or Town of Origin of the Entire Trip

In 2016 as in 2013, more Bee-Line trips originate in Yonkers (35%) than in any other community. The Bronx is second only to Yonkers, with 24% of trip origins, up from 21% in 2013. Destinations are not shown in this chart, but those same cities were also the primary destinations of Bee-Line trips, with 36% of trips destined for Yonkers and 21% for the Bronx. Other localities were also important, though less so. Mount Vernon, for example, with 11% of trip origins and 10% of destinations, and White Plains with 12% of origins and 16% of destinations, were important, as was New Rochelle, with 6% of both origins and destinations.



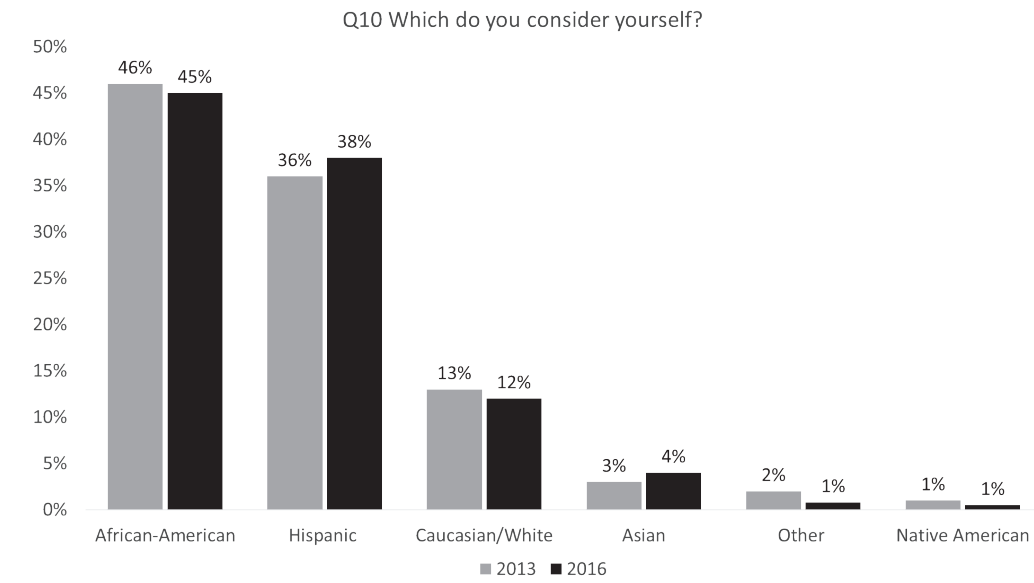
## Age

The average age of the Bee-Line rider rose slightly, from 37 in 2013 to 38 in 2016. The median is also slightly older, standing now at 36 compared to 35 in 2010. As in 2010, and as is true of most transit ridership in the United States, the single largest age cohort among riders ranges from twenty to twenty nine (27% in 2013 and 24% in 2016). In both 2013 and 2016, 38% of riders were under thirty and 62% were thirty or older.



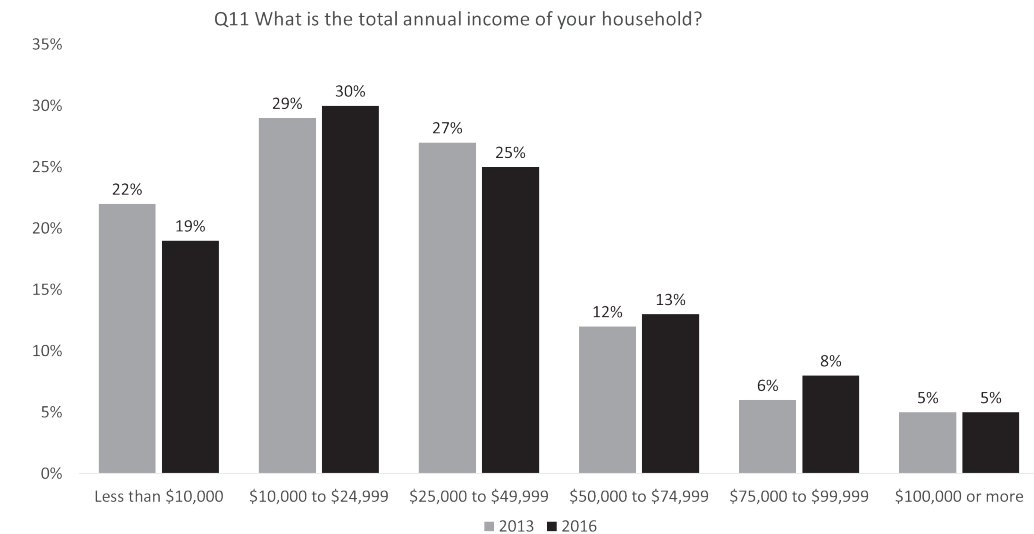
## Ethnic/Racial Self-Identification

Although the survey suggests that there has been some minor fluctuation in the percentages of riders identifying with various ethnic groups, the percentage of riders who identify themselves as African-American has remained the largest cultural/ethnic grouping. As in past surveys, approximately more than one third of riders identify themselves as Hispanic (36% in 2013 and 38% in 2016). Twelve percent (12%) of riders identified themselves as white in 2016. The figures for Bee-Line riders are in contrast with the general population of Westchester County which the ACS for 2015 estimates as 13% African-American, 24% Hispanic and 54% white. This contrast is typical of transit ridership in most cities in the United States.



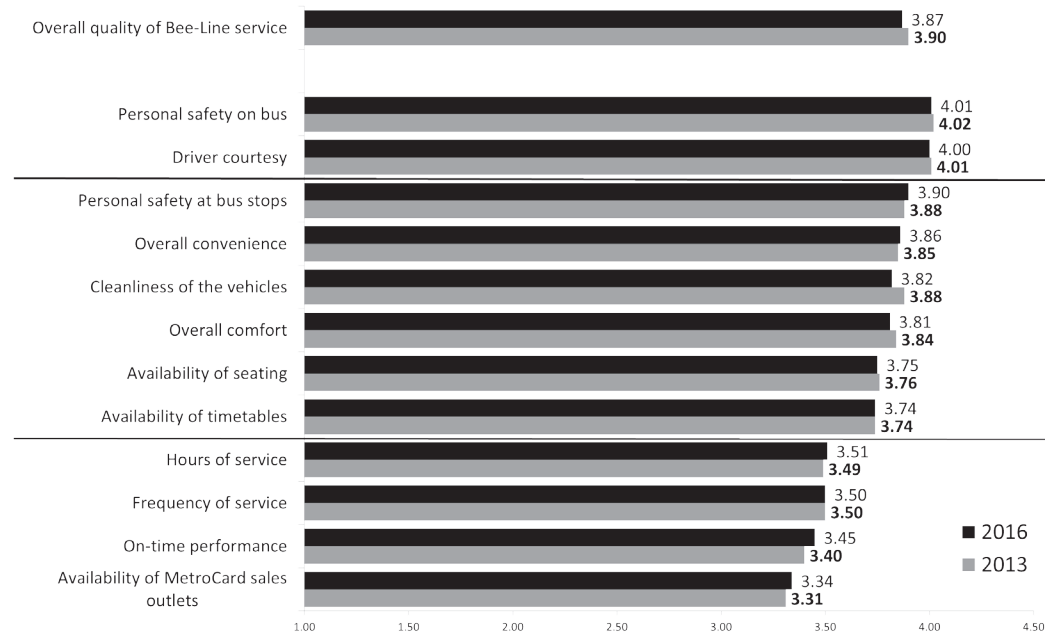
## Household Income

Incomes of Bee-Line riders have fluctuated somewhat between 2013 and 2016. Although there is a small increase in income levels, the main profile of the income distribution remains consistent with roughly half of the ridership (49%) having household income below \$25,000 and half (51%) above in 2016.



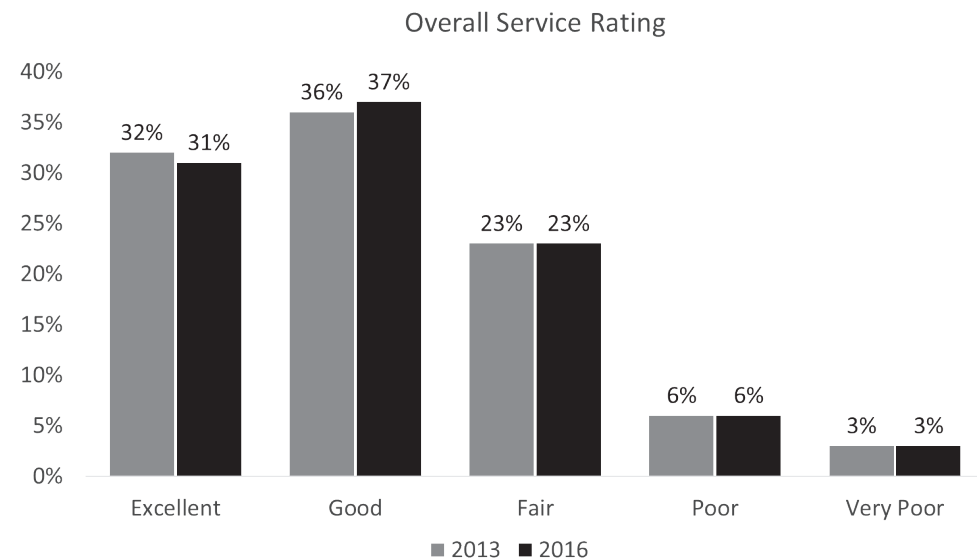
## Detailed Service Ratings

Service ratings have been fairly consistent between 2013 and 2016 in terms of the rank-order of the scores and the scores themselves. While there have been fluctuations, they are very minor and thus not considered meaningful differences.



## Overall Service Rating

The customer satisfaction rating of Bee-Line service has remained very consistent both overall and when computed as a percentage. The 1% shift from Excellent to Good is not meaningful. The low scores (1 to 3) remained completely constant.



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