

Los Angeles Metropolitan Transportation Authority System-Wide On-Board Origin-Destination Study



Objective

NuStats is conducting a system-wide on-board survey of Los Angeles Transportation Authority's (Metro) bus and rail service and a limited survey of the surrounding municipalities. The study includes data collection of public transit rider information from 30,000 respondents, of which approximately 60% will come from Metro's fixed bus service, 20% will come from Metro's rail service, and 20% from the Los Angeles area municipal systems.

Approach

To optionally select the best-practice methods, Metro and NuStats conducted FTA-sponsored evaluation of techniques to increase data quality and response rates. The results of this research may be used to improve Metro's system-wide survey and will document the return-on-investment (ROI) of several promising techniques for the public transit community. The first methodology will utilize paper surveys, with a mail back option. The second methodology will employ a short survey with a Computer Assisted Telephone Interview (CATI). iPAQ will be used to collect ridership counts for expansion purposes. All survey materials are in English and Spanish.

Outcome

NuStats will provide high quality on the travel patterns and demographics of Metro's customer segments and for new trip tables for Metro's travel forecasting model.

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