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## Metro-Dade Transit Agency: Technical Memorandum Number 2 - Survey Design and Administration

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**METRO-DADE TRANSIT AGENCY  
Fare Cross-Elasticity and Allocation**

**FINAL**  
**Technical Memorandum Number 2**  
**Survey Design and Administration**

**Prepared for**

**Metro-Dade Transit Agency**

**Prepared by**

**Center for Urban Transportation Research**  
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**JULY 1993**

**TECHNICAL MEMORANDUM NUMBER 2**  
**Fare Cross-Elasticity and Allocation**  
**(Survey Design and Administration)**

This memorandum describes the development of the cash/token and pass users surveys, and the procedures for conducting each survey. This memorandum is in accordance with Work Order Number 7, Task 6 of the interlocal agreement between the University of South Florida and Metropolitan Dade County. The purpose of this Work Order is to obtain information on the usage patterns and the behavior/motivations of Miami-Dade Transit Agency (MDTA) patrons who purchase the monthly Metropass. This information will then be used to develop cash/token and pass cross-elasticities and to revise methodologies that will be applied when forecasting the impact of fare structure changes on method of fare payment. This information will also be used to revise allocation of pass revenues to bus and rail.

**SURVEY DESIGN**

In developing both the cash/token and pass users surveys, the Center for Urban Transportation Research (CUTR) surveyed peer transit systems as well as those systems known to have recently conducted similar analyses. As a result of this analysis it was decided that surveys from Chicago and Toronto would be used as models in the development of the MDTA survey instruments.

The main objective of the pass users survey (attached) for MDTA is to obtain travel information by time of day and by mode, using a seven-day diary. Information regarding the length of pass use, reasons for purchasing a pass, whether the pass is used in conjunction with a parking permit, and demographic characteristics were also obtained. Analysis of the survey results will focus on how pass usage differs by mode or combination of modes used, by pass type, by geographic location, by demographic characteristics, and by time of day. The end results will include a profile of Metropass users and a detailed description of pass usage.

The main objective of the cash/token user survey (attached) is to gain an understanding as to why patrons do not currently purchase a Metropass, and what factors would influence their considering a future purchase. Frequency of system use and standard demographic information will also be obtained. The survey results and information from other studies will be combined to estimate cross-elasticities based on cash/pass price differentials.

Demographic information requested in the two surveys mirrors that included in the on-board survey, scheduled to begin at the end of April 1993. Both surveys will be printed in English and Spanish.

## **ADMINISTRATION**

The pass user survey was performed in May 1993, when patrons received their June Metropass. This was accomplished by having MDTA personnel deliver surveys to the pass outlets when delivering June passes. The outlets were requested to hand out the surveys to each person purchasing a June pass. Also, surveys were given to pass purchasers at the Government Center outlet, and were distributed to County employees along with their pass. Finally, corporate buyers were provided with surveys to distribute to pass purchasers.

The Survey form requested patrons to return their completed pass user surveys to the bus driver, at survey return boxes at the Metrorail stations, or by mail to the address highlighted on the survey form. Postage was not prepaid. MDTA bus drivers returned the surveys to the garage for transport to the downtown administrative office. Wackenhut security personnel at the rail stations collected the surveys on a daily basis and returned them to the downtown administrative office. As was anticipated, surveys continued to come in through the first two weeks of June.

The cash/token users survey was performed during two weekdays in June by CUTR personnel. Random runs on four bus routes, and the a.m. peak period and midday period on the rail system were surveyed.

Patrons were requested to return the completed cash/token user surveys to the surveyors on the buses and trains, or by mail to the MDTA address highlighted on the survey. Again, postage was not prepaid.

Attached are sample letters distributed to pass sales outlets and corporate sales contacts requesting their assistance in distributing the pass users surveys along with the June 1993 Metropass.

As an incentive to increase the response rate of the pass users survey, a total of 100 monthly Metropasses were awarded to those patrons who participated in the survey. Patrons were instructed on the survey to write the pass number from the middle of their Metropass in the space provided on the survey. One hundred winners were randomly drawn from the

returned surveys. Listings of the winning pass numbers were then mailed to outlets, corporate offices, and to County personnel pass holders. Outlets and corporate purchasers will be reimbursed for the free passes awarded upon receipt of each winning pass.

No survey incentives were used on the Metrobus for the cash/token survey. Initially on Metrorail, cash/token surveys were distributed at selected stations without incentives. The response rate on Metrorail was very poor, due in part to the timing of this survey just after the on-board survey and in part to the absence of survey personnel on the trains to encourage completion of the survey. Thus, Metrorail was resurveyed, by on-board personnel on selected trains. For the resurvey, a token was offered as incentive to complete and return the survey.

**MDTA PASS USER SURVEY**

# **METRO-DADE TRANSIT PASS USER SURVEY**

*Dear Metropass User: Tell us how you use Metropass and help us improve your transit service. The first part of the survey asks for a diary of your transit trips taken over a one week period. The second part of the survey (see reverse side) asks for information about yourself and your use of Metropass. 100 pass users will receive a free Metropass for participating in the survey. See reverse side for details. **THANK YOU!***

## **TRIP DIARY INSTRUCTIONS:**

Please complete this diary for the previous seven days. If you do not have a May Metropass, please fill out the diary for the seven days in a row starting the first day of June. Put a **B** (MetroBus), **R** (MetroRail), or **M** (MetroMover) for each trip made using Metropass. Include all trips made using the pass. A *TRIP* occurs every time you board an MDTA vehicle. *TIME STARTED* refers to the time you boarded the MetroBus, MetroRail, or MetroMover.



### **Example:**

Time Started	Monday
4:00 a.m. - 10:45 a.m.	<b>B, R, M</b>
10:46 a.m. - 1:45 p.m.	<b>M</b> <b>M</b>
1:46 p.m. - 6:45 p.m.	<b>M, R, B</b>
6:46 p.m. - 3:00 a.m.	<b>B</b> <b>B</b>

(Went to work by taking the **B**us, transferred to **R**ail, and then to the **M**over.)

(Went to lunch by using the **M**over, and returned on the **M**over.)

(Reverse of morning trip to work.)

(Went to mall and back by **B**us.)

**B** = MetroBus, **R** = MetroRail, **M** = MetroMover

## **METRO-DADE TRANSIT PASS USER DIARY**

Time Started	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4:00 a.m. - 10:45 a.m.							
10:46 a.m. - 1:45 p.m.							
1:46 p.m. - 6:45 p.m.							
6:46 p.m. - 3:00 a.m.							

**B** = MetroBus, **R** = MetroRail, **M** = MetroMover

1. Which Metropass do you use?  
 Regular                       Discount (Youth, Elderly, Disabled, College Student)  
 Corporate
2. How long have you been using Metropass? \_\_\_\_\_
3. How many times have you bought a Metropass in the last six (6) months? \_\_\_\_\_
4. Did you purchase the \$2.00 Metrorail Parking Permit this month?  
 Yes                       No
5. Why do you use Metropass? (Check all that apply)  
 To save money                       No need for exact change  
 Avoid transfer charges                       Other \_\_\_\_\_  
 Take extra rides I might not otherwise make
6. Your age is:  
 15 or under                       30 to 39                       60 to 64  
 16 to 19                       40 to 49                       65 to 74  
 20 to 29                       50 to 59                       75 or over
7. You are:  Male                       Female
8. Your ethnic origin is:  
 White                       African-American                       Hispanic                       Other
9. How many vehicles are owned or leased by your household?  
 None                       One                       Two                       Three or more
10. Your total annual household income is:  
 Less than \$10,000                       \$30,000 - \$39,999  
 \$10,000 - \$14,999                       \$40,000 - \$49,999  
 \$15,000 - \$19,999                       \$50,000 - \$59,000  
 \$20,000 - \$29,999                       \$60,000 and over
11. What is the zip code of where you live? \_\_\_\_\_
12. **Any comments:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**To enter the free Metropass drawing**, please write the pass number (from the middle of your pass) in the space provided below, from your just-purchased Metropass. A drawing will be held from all surveys received, and 100 passes will be given away. Next month look for a listing of the winners at your nearest pass outlet or other place/business of purchase. Show your Metropass with the winning numbers and you will receive a free pass on the spot. **Thank you** again for participating in this survey!

June 1993 Metropass Number \_\_\_\_\_

**PLEASE HELP US!**  
**Drop your survey in the specially marked boxes at select rail stations,**  
**hand it to your Metrobus driver, or return by mail to:**

**Pass User Survey**  
**Metro Dade Transit Agency**  
**111 N. W. 1st Street, Ste. 910**  
**Miami, FL 33128-1999**

MDTA CASH/TOKEN SURVEY

**METRO-DADE TRANSIT  
CASH/TOKEN USER SURVEY**

Dear Rider: Metro-Dade Transit would like information about your use of the transit system to help us improve your fare options. Please help us by completing the survey and returning it to the surveyor on the bus, the survey return box at select rail stations or to Metro-Dade Transit at the following address:

Cash/Token User Survey  
Metro-Dade Transit Agency  
111 N.W. 1st Street, Suite 910  
Miami, FL 33128-1999

**NOTE: IF YOU ARE CURRENTLY USING A MONTHLY METROPASS PLEASE DO NOT COMPLETE THIS SURVEY.**

1. What fare payment method did you use when you boarded this vehicle?  
 Full Fare Cash     Disabled Cash     Token  
 Student Cash     Senior Cash     Transfer
2. How often do you ride the Metro-Dade Transit system?  
 5 or more days per week     1 or 2 days per week  
 3 or 4 days per week     Less than once per week
3. How many trips using Metro-Dade Transit did you make:  
 Yesterday? \_\_\_\_\_  
 Last weekend (Sat and Sun)? \_\_\_\_\_  
 (Please count **each** time you boarded the bus, rail or mover as one trip)
4. Have you heard of the Metropass?  
 Yes     No (If No then go to explanation above question 7)
5. Have you ever purchased a Metropass?  
 Yes (if yes, number of times in last 6 months) \_\_\_\_\_  
 No
6. Why are you not currently using Metropass? (check all that apply)  
 One-time cost per month is too high  
 Do not use the transit system often enough  
 No convenient place to buy Metropass  
 Prefer using tokens  
 Other \_\_\_\_\_

The Metropass allows you to ride the Metrobus, Metrorail, and Metromover all month long, as much as you want. There is no need to pay for a transfer. Currently, a Metropass costs \$60.00, with discounted passes for elderly, disabled and students for \$30.00, and a college student pass for \$45.00.

7. Would you purchase a monthly Metropass if it cost \$50.00 per month (\$25.00 for elderly, disabled and students, \$37.50 for college students)?  
 Yes, Definitely     Maybe     Probably not  
 Yes, Probably     Definitely not
8. Would you purchase a monthly Metropass if it cost \$40.00 per month (\$20.00 for elderly, disabled and students, \$30.00 for college students)?  
 Yes, Definitely     Maybe     Probably not  
 Yes, Probably     Definitely not
9. Would you purchase a monthly Metropass if it remained at \$60.00 per month (\$30.00 for elderly, disabled and students, \$45.00 for college students), but regular cash fares went up from \$1.25 to \$1.50, and tokens went up from 10 for \$10 to 10 for \$12?  
 Yes, Definitely     Maybe     Probably not  
 Yes, Probably     Definitely not
10. What other factors would encourage you to purchase a Metropass? (check all that apply)  
 Convenient sales outlets     Less expensive weekly pass  
 Mail orders     Other \_\_\_\_\_  
 Payroll Deduction at work
11. Your age is:     15 or under     30 to 39     60 to 64  
                            16 to 19     40 to 49     65 to 74  
                            20 to 29     50 to 59     75 or over
12. You are:     Male     Female
13. Your ethnic origin is:  
 White     African-American     Hispanic     Other
14. How many vehicles are owned or leased by your household?  
 none     one     two     three or more
15. Your total annual household income is:  
 Less than \$10,000     \$30,000 - \$39,999  
 \$10,000 - \$14,999     \$40,000 - \$49,999  
 \$15,000 - \$19,999     \$50,000 - \$59,999  
 \$20,000 - \$29,999     \$60,000 and over

**EN ESPANOL DEL OTRO LADO.**

**SAMPLE LETTERS**

May 11, 1993

Dear MDTA Pass & Token Sales Outlet Manager:

The Metro-Dade Transit Agency is in the process of surveying June Metropass users to help us improve our transit service and fare payment methods. We are asking your cooperation in distributing the attached survey to purchasers of a June Metropass. If a person purchases more than one pass, please give them one survey for each pass bought. The Pass & Token Outlets will have no responsibility other than distributing the surveys.

As an incentive to the pass user to fill out the survey, MDTA is offering a drawing of all surveys received and will award 100 Metropasses free for the month of July. Along with your delivery of your allocated July Metropasses, you will receive a one page listing of the 100 pass numbers of winning entries. Please clearly display this information and give winners a free June Metropass. Winners will be required to turn in their June pass with the matching numbers. Keep the June winning Metropass(es) to be able to debit your account for the issuance of the free Metropasses.

Thank you very much for assisting in this very important project!!

Sincerely,