



Agenda Item No. 2

To Transportation Committee/Committee of the Whole
Meeting of August 7, 2009

From: Barbara Vincent, Senior Planner
Ron Downing, Principal Planner
Alan R. Zahradnik, Director of Planning
Z. Wayne Johnson, Deputy General Manager, Administration & Development
Celia G. Kupersmith, General Manager

Subject: **PRESENTATION BY CONSULTANTS COREY, CANAPARY & GALANIS
RESEARCH ON RESULTS OF THE REGIONAL BUS AND FERRY
PASSENGER SURVEY**

Recommendation

This item is for information only and no action is necessary.

Summary

On March 28, 2008, the Board authorized the execution of a Professional Services Agreement with the firm of Corey, Canapary & Galanis Research (CC&G) relative to Contract No. 2008-D-4, *Regional Bus and Ferry Passenger Survey*. With change orders made to the agreement, the total contract amount to produce the survey was \$290,694. CC&G produced all required work products within the identified budget.

The consultant was tasked with the following items:

- Conduct an on-board survey of regional bus and ferry passengers;
- Conduct a telephone survey of non-users of Golden Gate Transit Bus; and,
- Hold focus group sessions with both users and non-users of Golden Gate services.

The goal of the District in undertaking this survey was to gather information from current and potential riders in order to improve existing regional transit service, increase market share of inter-county travelers in our service area, increase efficiency, and develop innovative services using new technology. The last large-scale survey devoted to gathering origin/destination, demographic and attitudinal data from our passengers was completed in 1985. This project sought to update that effort and assist staff in efforts to better understand the inter-county travel market and improve provision and use of GGT regional bus and GG ferry services.

A representative of CC&G will be present to present a summary of the results of these survey efforts.

Fiscal Impact

There is no fiscal impact associated with this report.