



The Woodlands Express

Origin-Destination Survey

The Woodlands Express Origin-Destination Survey

- Conducted in December 2015
- Designed to gather information about:
 - Travel patterns
 - Demographics
 - Opinions of the service
- Provided in English and Spanish
- Each Park & Ride route was surveyed



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- Methodology:
 - Data collection plan
 - Development of the survey instrument
 - Distribution and collection of surveys
 - Software to control, process, edit, analyze and report data



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INSTRUCTIONS

Dear Patron:

To help us plan better transit services, please tell us about the ONE-WAY bus trip you are making NOW. Fill out this form even if you have completed one before, or rarely use transit services.

It's Quick and Simple

STEP 1: Complete the survey

STEP 2: Place it in the "Return" box as you exit the bus.

If you cannot complete the survey during this trip, give it to the driver the next time you ride, OR mail it to The Woodlands Township by simply folding the form as indicated, with the mailing address showing. No postage required.

It is important to answer ALL QUESTIONS.

Your answers are confidential.

Thank you for your cooperation and continued patronage.

INSTRUCCIONES

Estimado Cliente:

Para ayudarnos a planear un mejor transporte público, por favor díganos acerca del VIAJE DE IDA en autobús que está haciendo AHORA. Complete este formulario aunque ya haya completado uno antes, o aunque use el transporte público muy raras veces.

Es Rápido y Simple

PASO 1: Complete el cuestionario.

PASO 2: Deposítelo en la caja que dice "Return" cuando baja del autobús.

Si no puede completar el cuestionario durante este viaje, entrégueselo a un conductor la próxima vez que viaje, o envíelo por correo a The Woodlands Township simplemente doblando la forma como está indicado, con la dirección hacia afuera. No hace falta estampilla.

Es importante contestar TODAS LAS PREGUNTAS.

Sus respuestas son confidenciales.

Muchas gracias por su cooperación y por usar nuestros servicios.

Ver las páginas en español en el reverso de la forma.

1) Where did you COME FROM before you got on THIS BUS? (check one)

- Work School Visiting/Recreational Other (specify)
 Home Medical Shopping/Errands

2) What is the location of the place you CAME FROM?

Nearest Intersection: _____ & _____
In the City of _____ ZIP Code if known _____
Name of the PLACE or BUILDING you CAME FROM _____
Example: The Woodlands Mall

3) How did you GET FROM that place to the FIRST bus you used for this trip?

- Drove my car _____ miles Bicycled _____ miles
 Rode _____ miles with someone else Walked _____ blocks

4) Will you transfer to ANOTHER bus or train to get to where you are GOING NOW?

- No, this is my last bus on this trip Yes, I will transfer to train.
 Yes, I will transfer TO bus route # _____ (Give the bus route #)

5) Where are you GOING TO NOW? Mark one box

- Work School Visiting/Recreational Other (specify)
 Home Medical Shopping/Errands

6) What is the ADDRESS of the place you are GOING NOW?

Please give us as much information as possible about the address or location you going to.

Address: _____
Street # Direction (N,S,E,W) Street Name St, Dr, Ave, Blvd Direction (N,S,E,W)
Nearest Intersection: _____ & _____
In the City of _____ ZIP Code if known _____
Name of the PLACE or BUILDING you are GOING TO _____
Example: Post Office

7) How will you GET TO the place where you are going NOW from the LAST bus you rode on THIS TRIP?

- Drive my car _____ miles Bicycle _____ miles
 Ride _____ miles with someone else Walk _____ blocks

8) How frequently do you ride the bus?

- 4-5 days per week 2-3 days per week
 1 day per week This is my first time

9) Including yourself, how many people living in your household have a driver's license? Mark one box

- 0 1 2 3 4 or more

10) Including yourself, how many people living in your household work outside of the house? Mark one box

- 0 1 2 3 4 or more

11) How many working vehicles (autos, trucks, motorcycles) are available in your household? (check one)

- None 1 2 3 or more

12) Could you have used one of these vehicles to make THIS TRIP today instead of riding the bus or train?

- Yes No

13) How long have you been riding transit? Mark one box

- Less than 6 months 1 to 2 years More than 5 years
 6 to 12 months 2 to 5 years

14) How would you rate The Woodlands Express? Mark one box

- Excellent Very Good Good Satisfactory Unsatisfactory

15) How would you rate the Quality and Safety of the origin pickup location? Mark one box

- Excellent Very Good Good Satisfactory Unsatisfactory

16) Quality of The Woodlands Express buses? Mark one box

- Excellent Very Good Good Satisfactory Unsatisfactory

17) How is The Woodlands Express on-time service? Mark one box

- Excellent Very Good Good Satisfactory Unsatisfactory

18) Pricing for The Woodlands Express? Mark one box

- Excellent Very Good Good Satisfactory Unsatisfactory

19) Why do you ride The Woodlands Express? Mark all that apply

- Don't Want to Drive Better Use of My Time Economical Don't have a Car Fare is Subsidized by My Employer

20) Please respond to the following questions.

- a) Including yourself, how many people are living in your household? _____
b) Are you? Male Female
c) What is your age? _____ Years

21) Are you? Mark one or more boxes

- White Black or African American Asian
 American Indian or Alaska Native Hispanic/Latino/Spanish Native Hawaiian or Other Pacific Islander
 Some Other Race: _____

22) How well do you speak or understand English? Mark one box

- Very well Well Not well Not at all

23) What is the primary language spoken in your household?

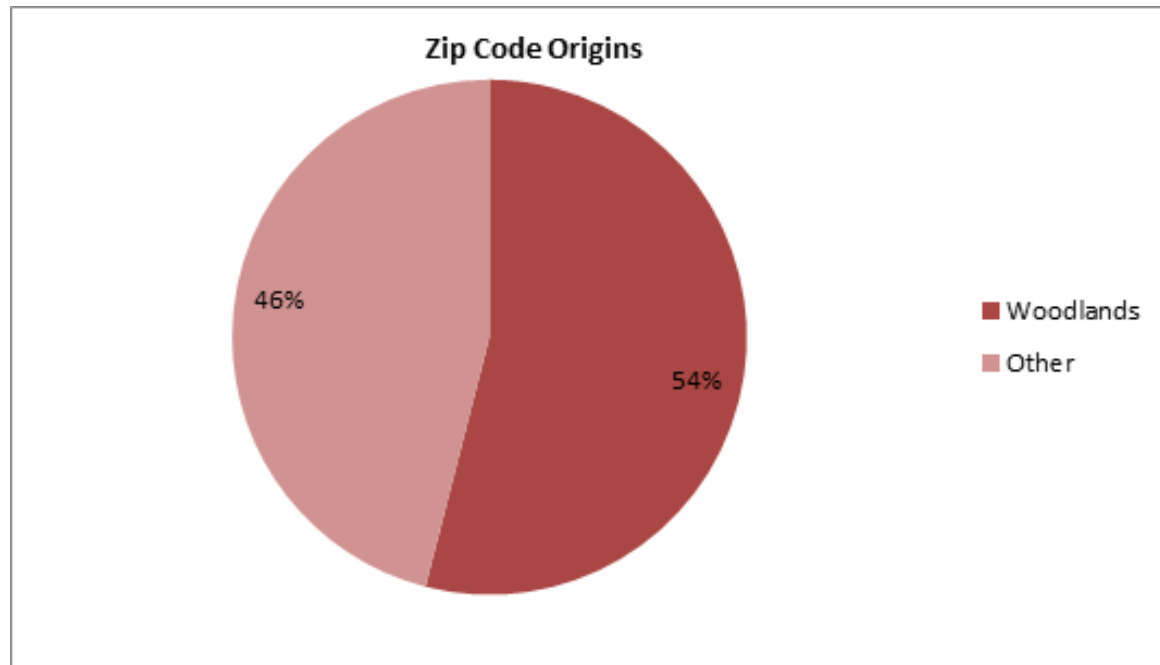
How can we make transit service better for you?

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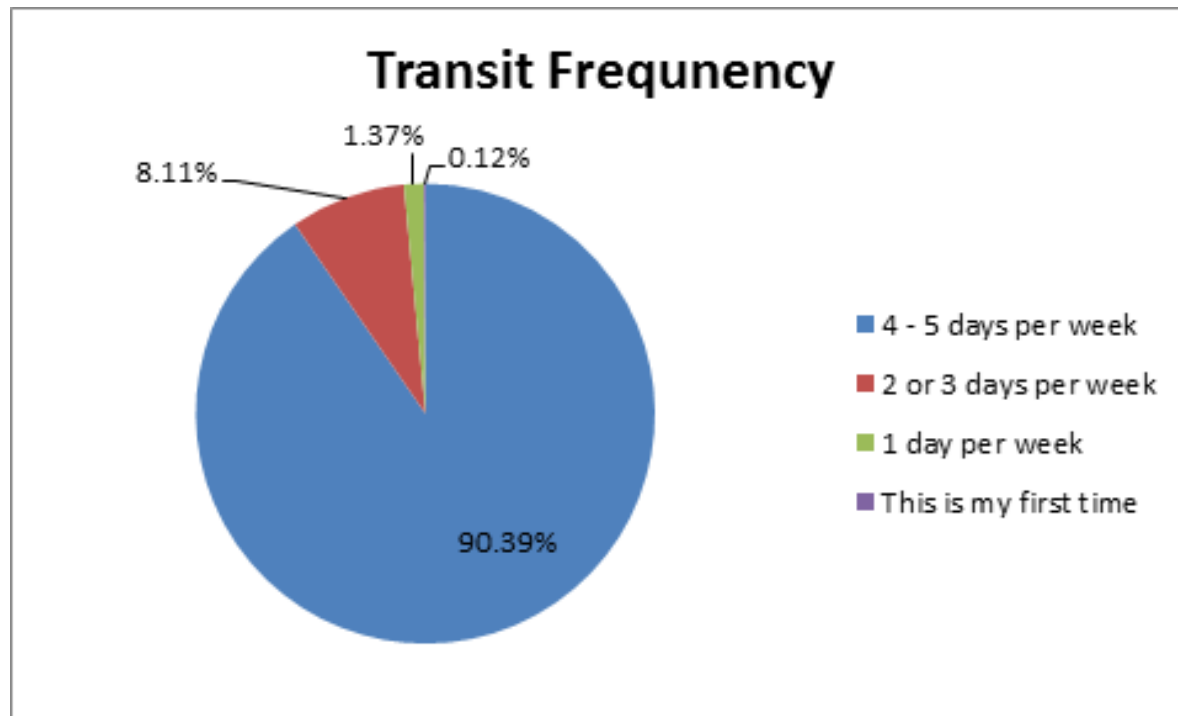
- 1,500 surveys distributed to passengers
- 803 returned and determined valid
- General results:
 - 96% speak English “very well”
 - 93% drive themselves to Park & Ride lots
 - 62% Male, 34% Female, 3% no response
 - 75% Caucasian, 7% Asian, 7% Hispanic, 3% African-American, 1% Other, 7% no response



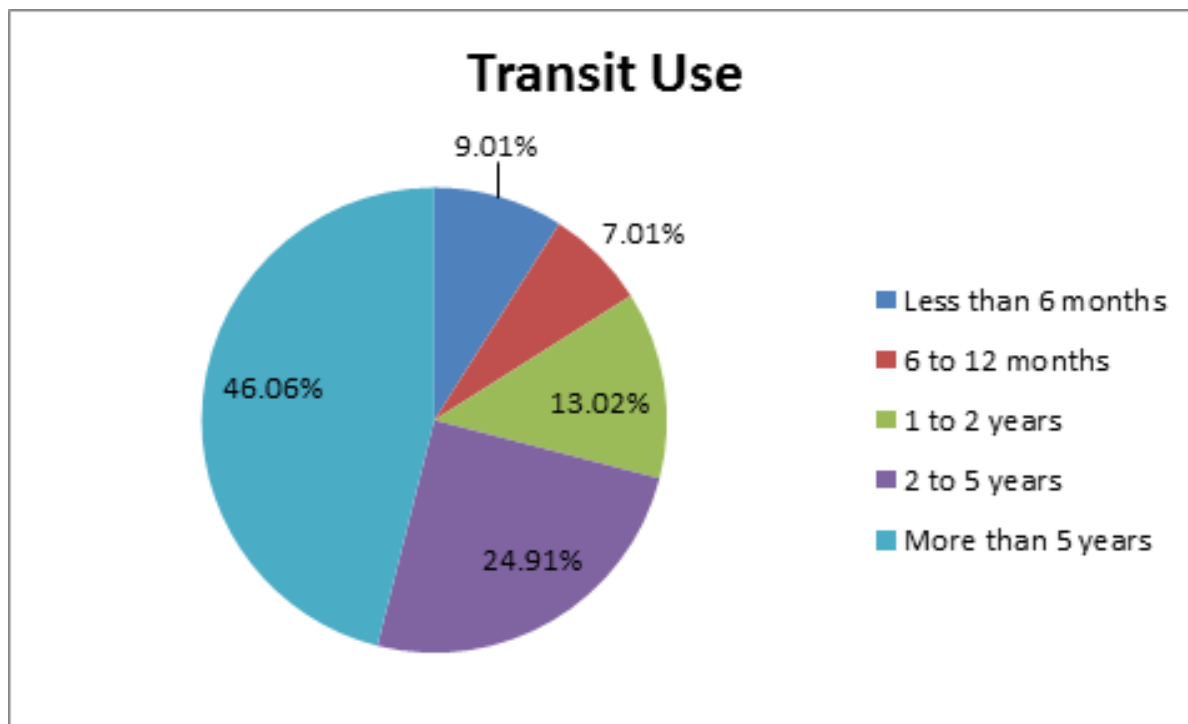
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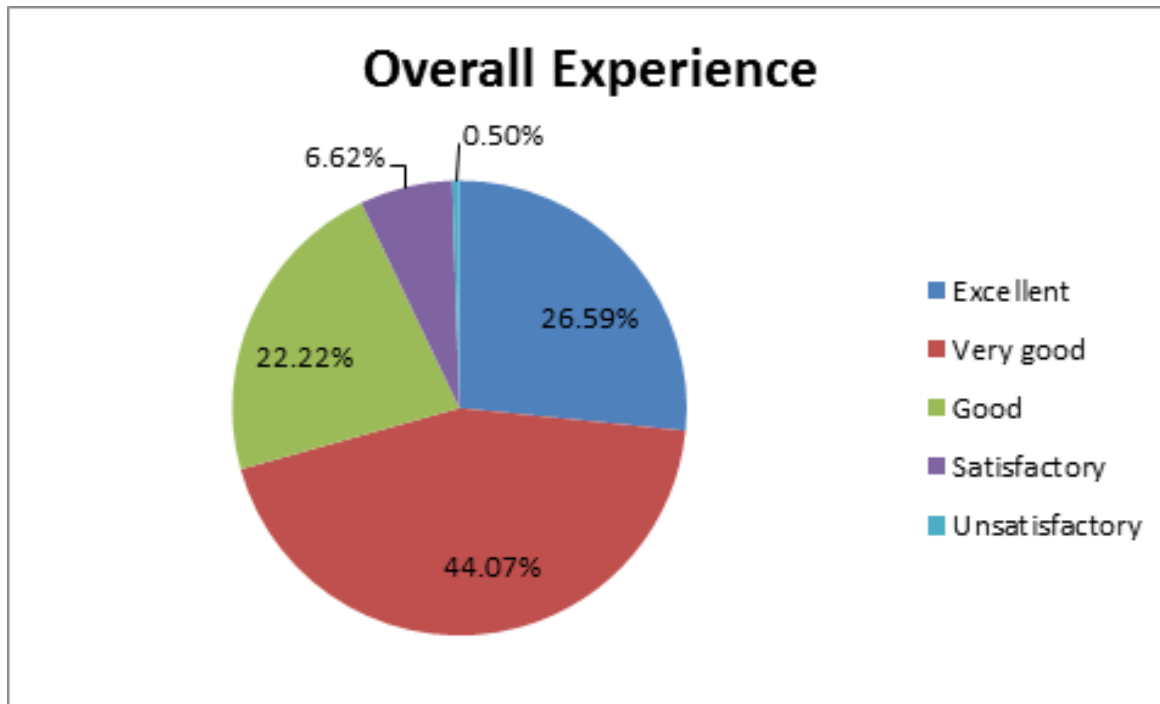
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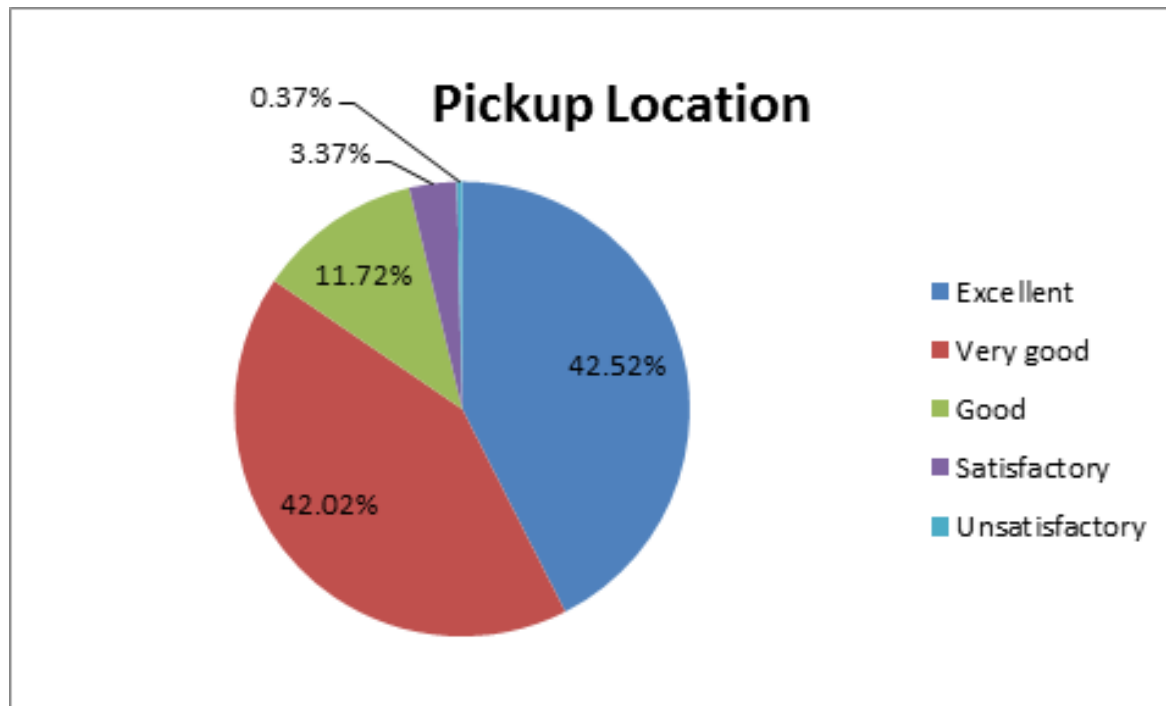
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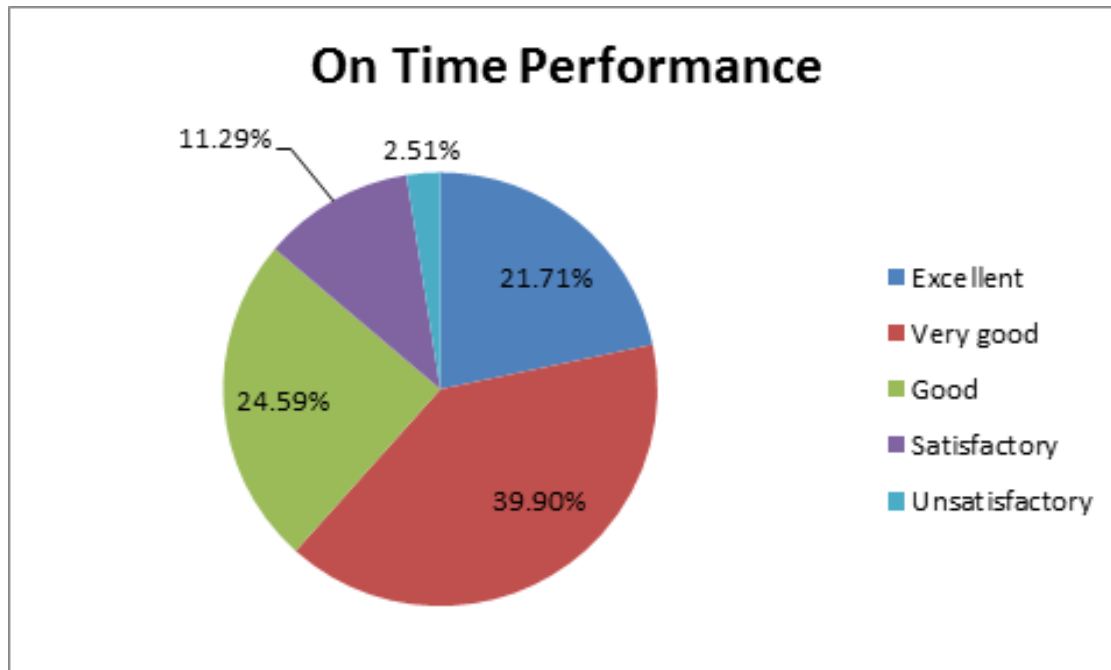
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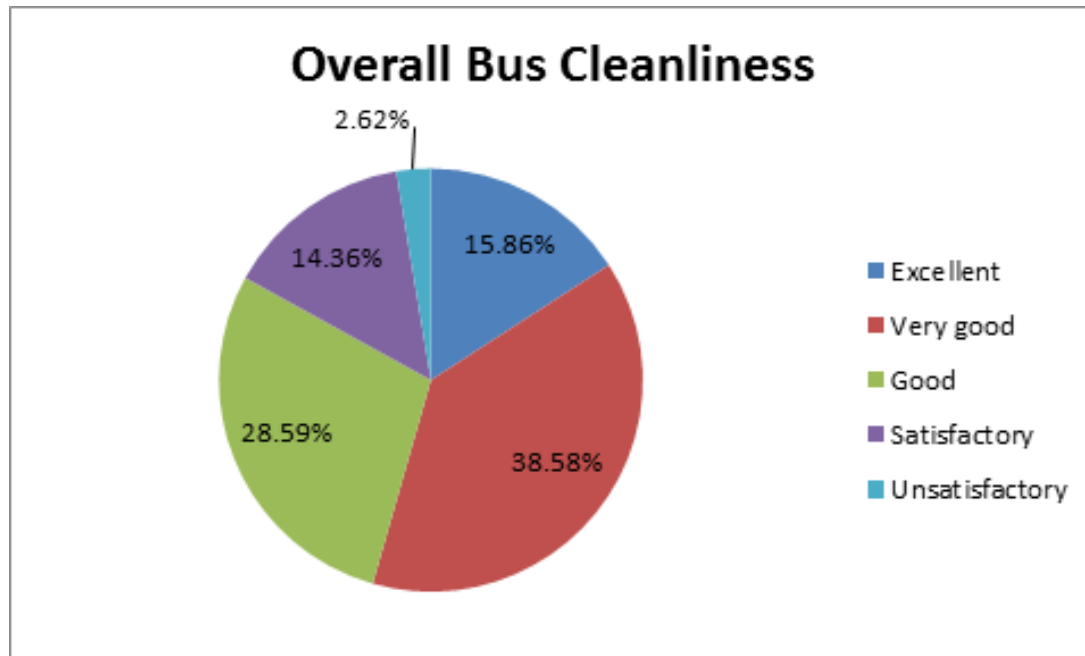
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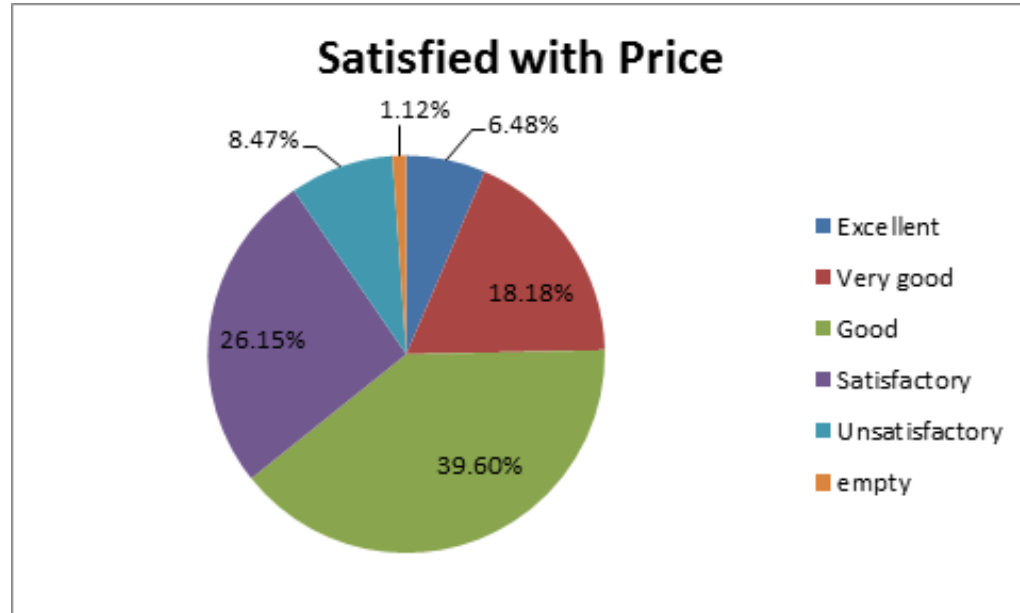
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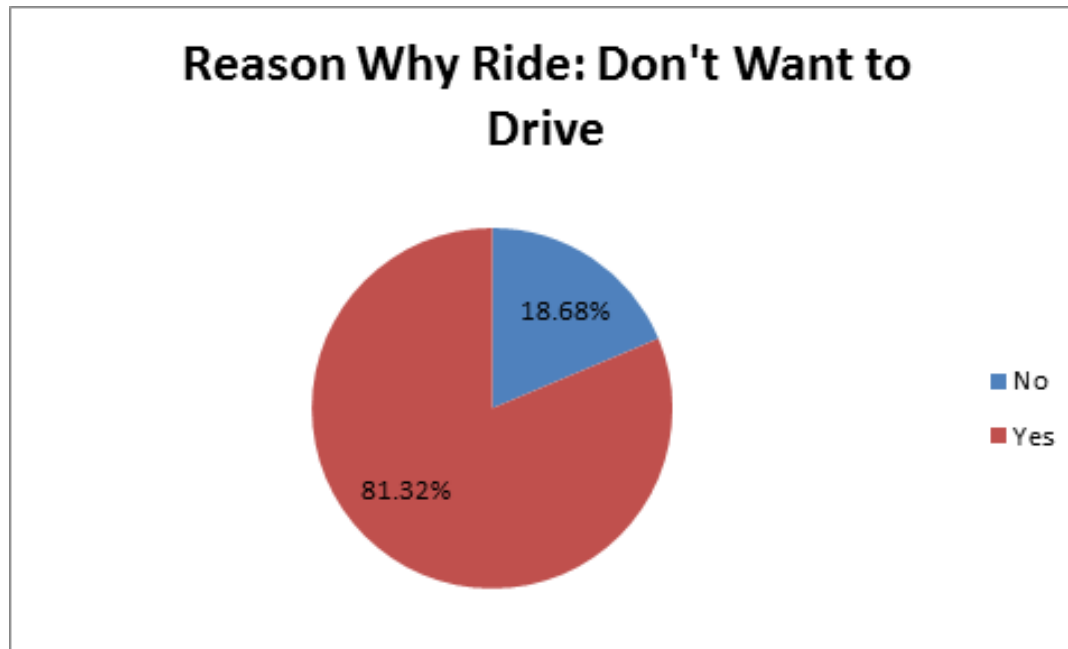
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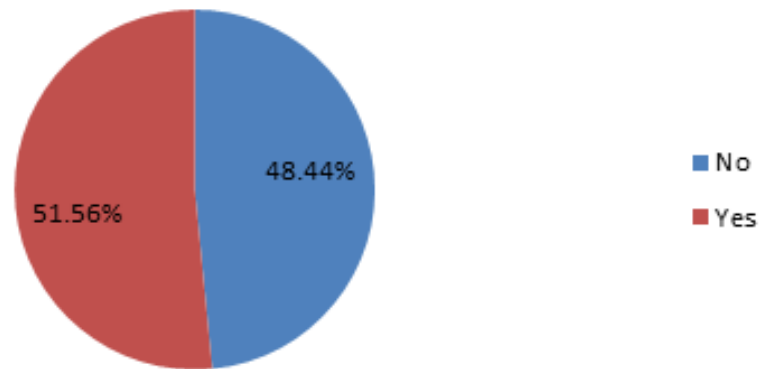


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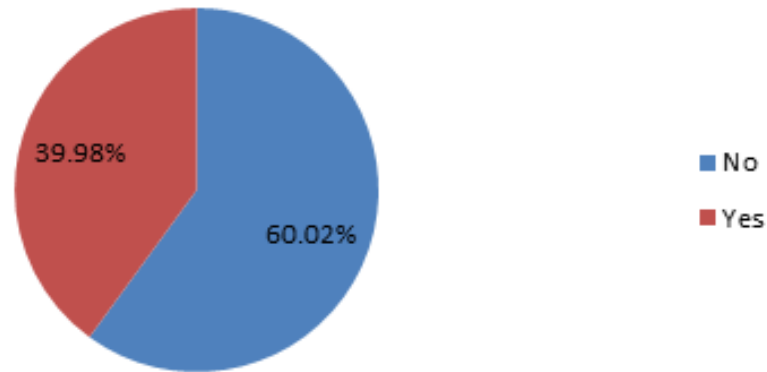
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Reason Why Ride: Bus is Better Use of Passenger 's Time

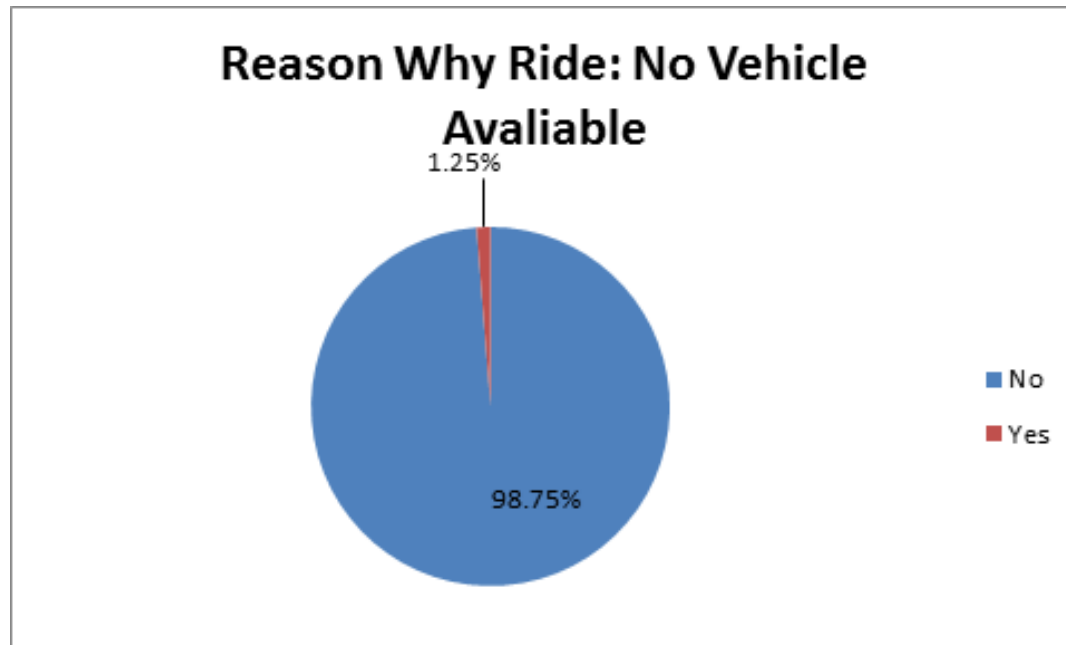


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**Reason Why Ride: Bus is More
Economical than Driving**



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**Reason Why Ride: Passenger
Receives a Subsidized Fare**

