

Chapter 8

Summary of Qualifications

For nearly 30 years, Moore & Associates has focused solely on public transportation and transit, which provides our firm with a unique perspective and expertise. We look at the big picture, with both short-term and long-term goals in mind. This approach supports each client's goal of providing efficient and effective services.

We have assisted clients throughout the nation in crafting innovative and community-based public transit solutions since 1991. Implementation of service recommendations resulting from our market research has consistently resulted in quantifiable benefits such as increased ridership, increased fare revenue, and growth in community support for our clients' programs and services.

We have been both the data collector and data end-user. Therefore, we understand how important accurate, timely market research is as an element of strategic planning and program development. We approach every step of the survey process with an eye toward the end-use of the data.

Successful market research allows public transit providers to identify program strengths and weaknesses while developing strategies to enhance services, thereby retaining current customers as well as attracting new customers. Decisions in planning and policy-making require a solid foundation of quality, current data regarding travel patterns, market trends, customer perceptions, demographic profiles, and demand for public transit services. Our proposed project team has successfully developed and implemented statistically valid surveys for some of the nation's most successful public transportation organizations.

One measure of our success is the number of long-term and repeat engagements. After successful completion of a project, clients often choose to work with Moore & Associates again. Examples include:

- In 2013, we successfully conducted an on-board Title VI survey for Nassau (NY) Inter-County Express. We conducted subsequent on-board surveys in 2016 and 2019.
- From 2012-2015, we successfully conducted on-board surveys for the Los Angeles County Metropolitan Transportation Authority (LACMTA). In 2018 and 2019 we once again successfully conducted Spring and Fall customer satisfaction surveys of LA Metro's bus and rail riders.
- Following successful completion of Long Beach Transit's 2016 Customer and Community Evaluation Surveys, LBT selected Moore & Associates to conduct these surveys for the next five fiscal years.
- Golden Empire Transit District selected Moore & Associates to conduct three consecutive rounds of its Customer and Community Surveys, in 2009, 2013, and 2015. We currently provide marketing and advertising services for Golden Empire Transit.
- Since 1994, Moore & Associates has partnered with the City of Burbank on multiple projects, including planning, marketing, and market research.

- The City of Fort Collins contracted with Moore & Associates to perform four origin and destination surveys of its transit system between 2015 and 2019.

Our experience conducting on-board customer surveys for public transportation organizations throughout Alaska, Arizona, California, Colorado, New York, Texas, Utah, Washington, and beyond provides us with the practical experience and “lessons learned” to perform all the tasks outlined in VCTC’s Scope of Services in an effective and efficient manner.

References and Related Experience

Ventura County Transportation Commission (VCTC)

Origin/Destination, Transfer, and Customer Satisfaction Surveys

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The Ventura County Transportation Commission (VCTC) is the Regional Transportation Planning Agency (RTPA) for Ventura County. In Spring 2019 VCTC selected Moore & Associates to conduct an origin/destination survey, transfer survey, and customer satisfaction survey. The origin/destination survey covered a total of 18 routes on six different operators throughout Ventura County: VCTC, Gold Coast Transit District (GCTD), Thousand Oaks Transit (TOT), Simi Valley Transit (SVT), Moorpark City Transit (MCT), and the Valley Express. The transfer surveys included 12 different transfer locations. The customer satisfaction surveys were conducted on the VCTC Intercity and Valley Express services.

Data collection for the Origin and Destination Survey occurred between April 8 and May 10, 2019 (while school was in session), in order to capture an accurate representation of ridership. A total of 1,267 responses were received onboard.

Moore & Associates conducted a transfer survey at transfer points throughout Ventura County to track the following weekday transfer behavior:

- Passengers transferring between buses belonging to a single operator,
- Passengers transferring between buses of two different operators, and
- Passengers transferring from rail (Metrolink/Amtrak) to bus operators (when applicable).

Passengers transferring between any of the following operators (or from rail) were included: VCTC, Gold Coast Transit, Thousand Oaks Transit, Simi Valley Transit, Moorpark City Transit, Valley Express, and Camarillo Area Transit. Passengers transferring between VCTC and Santa Barbara MTD at the Santa Barbara Transit Center were also tracked.

A customer survey was conducted to assess passenger satisfaction with VCTC Intercity and Valley Express services, including how well the transit routes meet customer needs, the quality of customer service, and overall operations. A bilingual survey (English/Spanish) was offered to all riders of VCTC Intercity and Valley Express services. The survey was available from May 24 through June 19, 2019. A total of 422 responses were received.



NASSAU INTER-COUNTY EXPRESS TRANSIT SURVEY SERVICES, 2013, 2016 AND 2019.



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In 2013 and 2016, Moore & Associates conducted an onboard survey of the Nassau Inter-County Express (NICE) fixed-route bus service. The purpose of the surveys was to develop a profile of travel and demographic characteristics of NICE fixed-route customers to ensure compliance with federal Title VI reporting requirements. Moore & Associates designed the survey instrument to capture the following information:

- Travel patterns and behavior, including where people travel to, when they tend to travel, where they come from, how they access transit services, how they travel to their final destination, how frequently they use transit services, trip purpose, trip length, and other travel modes used.
- Rider demographics, including race, gender, ethnicity, English proficiency, income, vehicle availability, and other information which provided Veolia with a clear picture of who is using transit services.

To ensure NICE riders had an equal opportunity to participate in the survey, Moore & Associates utilized a professional translator to prepare the survey instrument in the six non-English languages most commonly spoken in Nassau County (i.e., Spanish, Chinese, Italian, Persian, Korean, and French Creole).

All customers boarding the surveyed routes were offered the opportunity to complete the survey. In 2013, a sample of 9,430 responses was achieved. This sample ensured statistical accuracy of 95 percent and a ± 1 percent margin of error at the system level.

Given our success with both the 2013 and 2016 survey, Moore & Associates was again selected to conduct the 2019 rider survey. This effort resulted in a sample of 9,381 responses, again ensuring statistical accuracy of 95 percent and a ± 1 percent margin of error at the system level and exceeding the sample target by nearly 10 percent. Route-specific sample sizes ensured statistical accuracy of not less than 95 percent and a ± 10 percent margin of error (based on average daily ridership) at the individual level.



Los Angeles County Metropolitan Transportation Authority

2012 Quarterly Satisfaction Survey; 2012 Annual Satisfaction Survey; 2013 Quarterly Satisfaction Survey; 2013 Annual Customer Satisfaction Survey; 2014 Annual Customer Satisfaction Survey; FY 2014 Spring Satisfaction Survey; FY 2015 Fall Customer Satisfaction Survey; 2018 Spring and Fall On-board Customer Satisfaction Surveys; 2019 Spring and Fall On-board Customer Satisfaction Surveys.

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In 2019, Moore & Associates completed Metro's biannual customer satisfaction surveys. These onboard survey efforts involved the fielding and surveying of every bus and rail line operated by Metro. Our bilingual (English and Spanish) survey team collected nearly 30,000 valid responses. All data collection was completed ahead of schedule and all survey response data was entered, cleaned, and submitted to Metro for review and approval at the completion of field collection. The size, scope, and expedited schedule of this project required our team to be flexible and proactive in order to meet the collection targets within the designated timeframe. This project continued Moore & Associates' partnership with Metro in meeting and exceeding survey data collection expectations.

Moore & Associates also conducted fielding for Metro's biannual customer satisfaction surveys in 2018 resulting in more than 28,000 responses.

From 2012 to 2015, Moore & Associates completed numerous onboard surveys of Metro's culturally diverse, multilingual customer base. Without exception, these projects were completed on time and within budget while exceeding sample targets. Annual Customer Satisfaction Surveys (2012, 2013, and 2014) and the Fall Customer Satisfaction Survey (FY 2015) exceeded sample targets in all cases.

In addition to the annual customer surveys, Moore & Associates completed a series of Quarterly Customer Satisfaction Surveys in 2012. The goal of the surveys was to determine travel habits, the demographic make-up of the ridership (including primary languages spoken), and customer perception. After successfully completing the engagements while also exceeding all survey data collection targets, Moore & Associates was again selected to conduct the Quarterly Customer Satisfaction Survey during 2013. For both quarterly surveys, the Metro coverage area was segregated into five sections, requiring 400 valid survey responses from each area. In actuality, we collected nearly 3,000 valid responses during each quarterly effort.

For all Metro surveys, the survey instrument was produced in 11 different languages, and each survey form was individually numbered for tracking and quality control purposes. Surveys were distributed via an intercept methodology to customers onboard Metro buses and trains throughout the greater Los Angeles area.



Greater Buffalo-Niagara Transportation Authority
*2017 Niagara Frontier Transportation Authority On-board
Origin/Destination Survey*
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In 2017, the Greater Buffalo-Niagara Transportation Council selected Moore & Associates to conduct an origin/destination study of fixed-route and rail riders within the Niagara Frontier Transportation Authority (NFTA) service area. NFTA-Metro operates 63 bus routes (including 47 local bus routes and 16 Express bus routes) as well as one light rail line serving Erie and Niagara counties.

The survey was designed to gather primary data regarding origin and destination; boarding and alighting; trip purpose; method of accessing transit stop; travel distance to/from bus stop; customer demographics; and customer fare payment methods.

Moore & Associates utilized a stratified random-sampling methodology to collect data that accurately represented all rider types on NFTA fixed-route and rail service. A formal sampling target was calculated for each route reflective of actual recent average weekday ridership data as reported by NFTA. Our sampling plan was weighted such that individual route sampling targets ensured a confidence level of 90 percent and a ± 5 percent margin of error (based on daily average ridership by route and estimates of unique riders).

Data collection was accomplished using an on-board intercept methodology on weekdays only. All survey questionnaires were printed on 110-pound stock and color-coded for language and mode. All customers boarding the surveyed trips were offered an opportunity to take the survey. Riders could also complete the survey online, or elect to receive a postage-paid envelope to facilitate the return of the completed survey. The survey instrument was made available in four non-English languages present in Erie and Niagara counties (Spanish, Arabic, Burmese, and Karen).

Nearly 10,000 responses were received. This sample represents a statistical accuracy of 95 percent and a ± 1 percent margin of error at the system level, exceeding sampling targets.

An analysis of survey responses regarding the NFTA-Metro system with respect to federal Title VI requirements revealed no significant barriers arising from ethnicity, language, or income.

