

# I-70 Coalition I-70 Transit Ridership Survey Results



June 2022







# Table of Contents

- Introduction & Methodology
- Key Findings
- About the Rider
- About Their Trip
- Awareness of Bus Lines

# Introduction

- This survey was designed to provide the I-70 Coalition with data to better understand behaviors, motivations, and preferences of transit users of the I-70 corridor.
- **The I-70 Transit Ridership Survey** was distributed via Wi-Fi on the Bustang and Snowstang lines between February 3<sup>rd</sup> - May 8<sup>th</sup>, 2022. The survey resulted in 1,079 responses from Bustang West and 129 from the Snowstang line.
  - Bustang results have a +/- 2.9% Margin of error based on 2021/22 ridership data.
  - Snowstang results have a +/- 8.5% Margin of error based on 2021/22 ridership data.



# Key Findings



Fare **value** was found to be the most impactful motivator for both Bustang and Snowstang.



Bustang and Snowstang operational services received **very high ratings** of “Good” and “Excellent”, with the lowest scoring services being timeliness and frequency.



Bustang caters heavily to **recreational and personal trips**. Commuting is not common on the West Line.





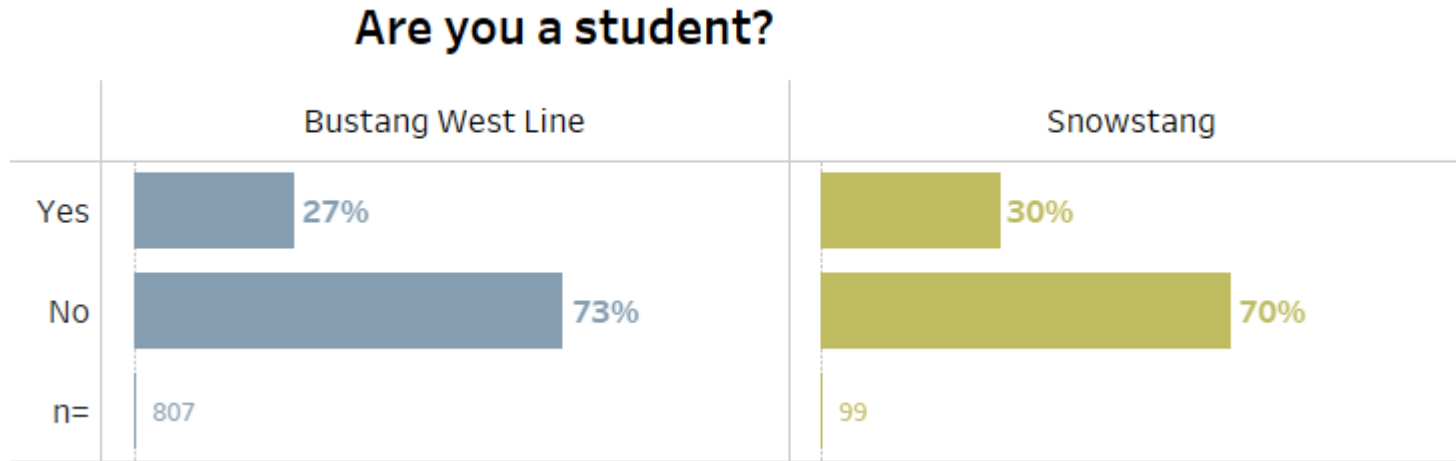
# About the Rider

---



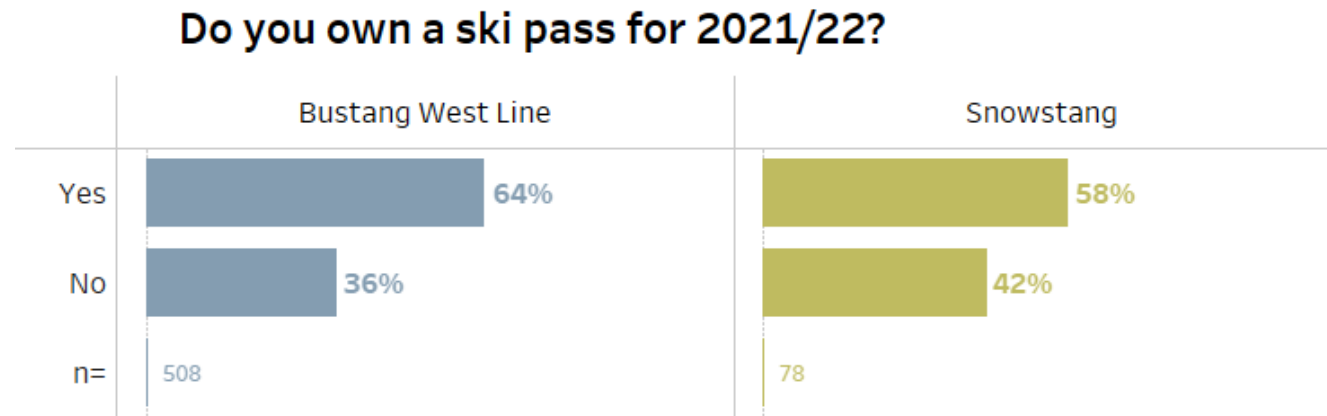
# Students and Snowsports Participation

About 30% of riders from both routes are students.



# 2021/22 Ski Pass Ownership

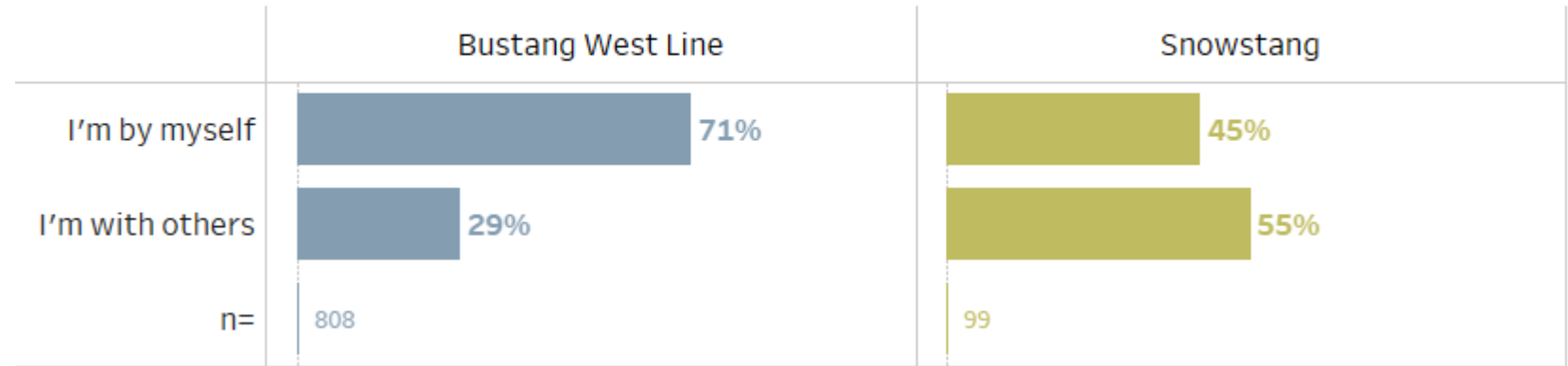
- The majority of both rider segments owned a ski pass for 2021/22.



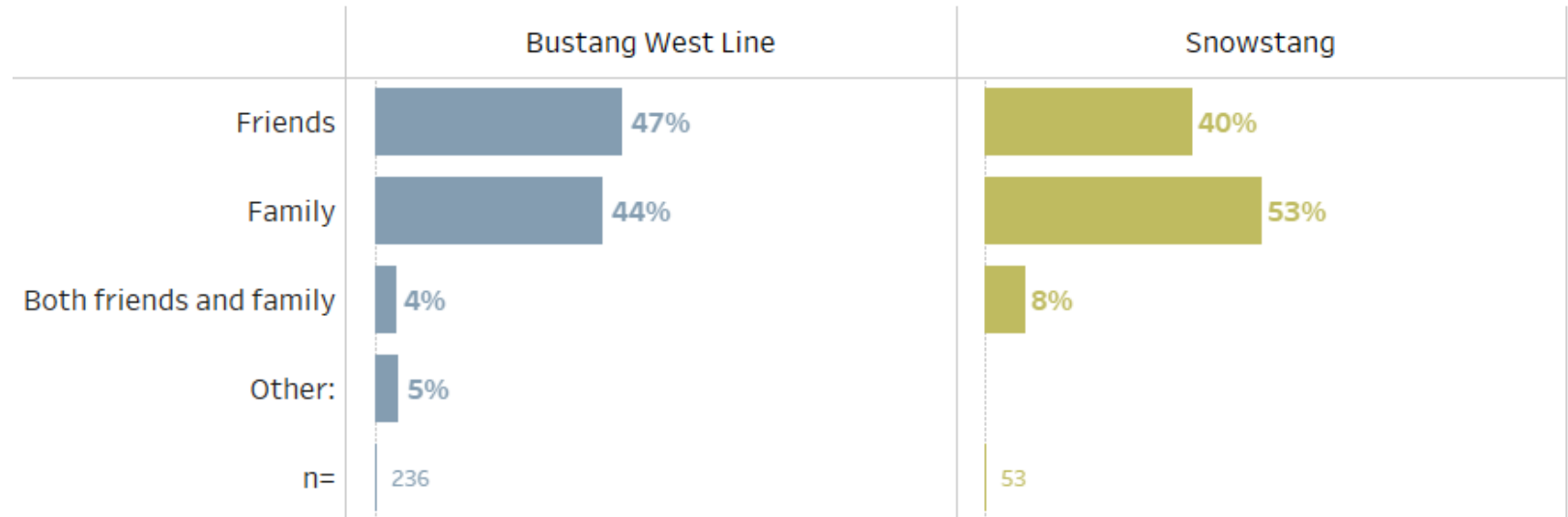
# Travel Party

- The **Bustang West Line** riders are more likely to travel by themselves (71%), whereas **Snowstang** riders are slightly more likely to travel with others (55%).
- Riders from both segments are split between traveling with friends and family.

## Who is on the bus with you today?



## Who are you with?

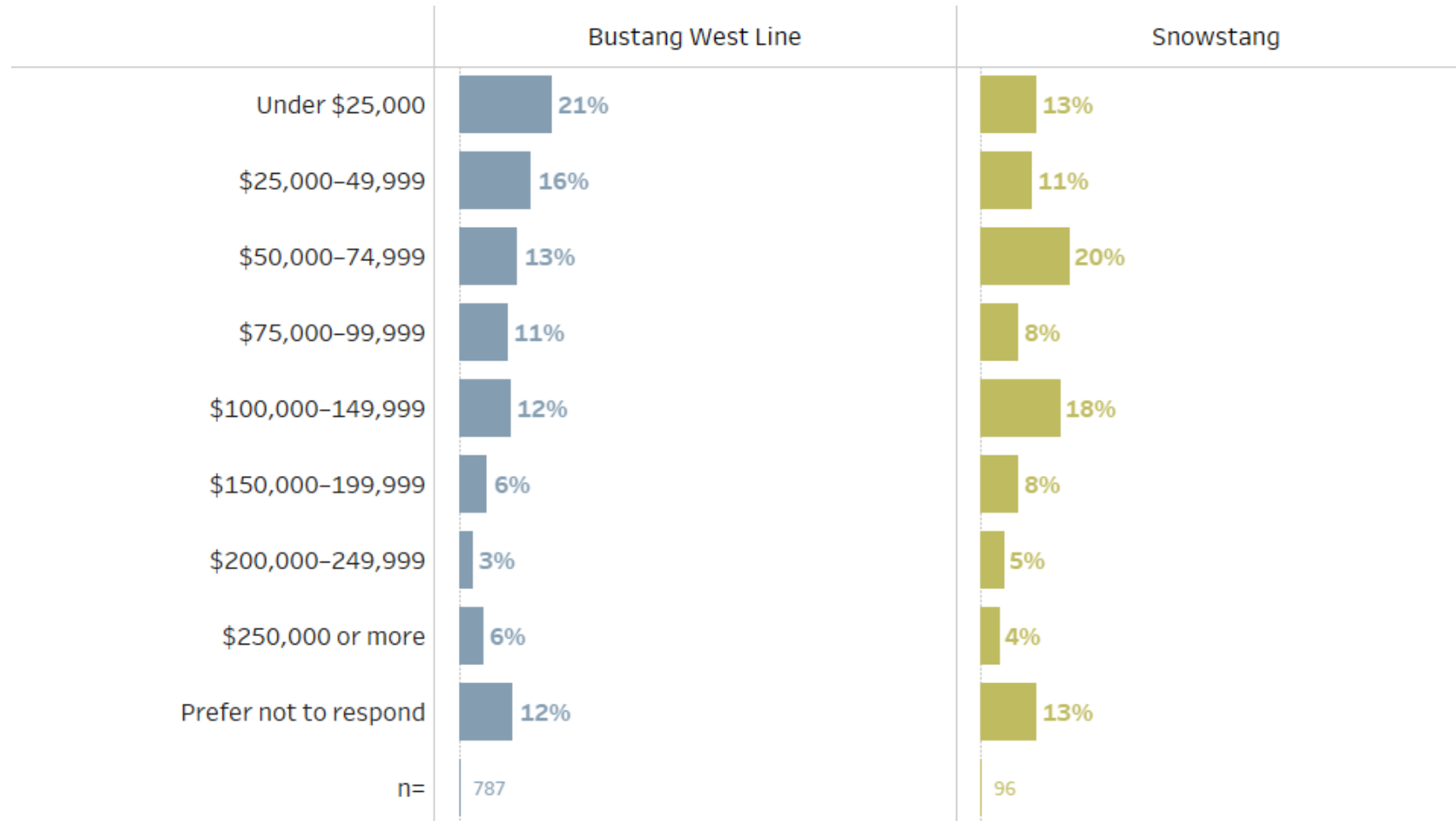




# Income

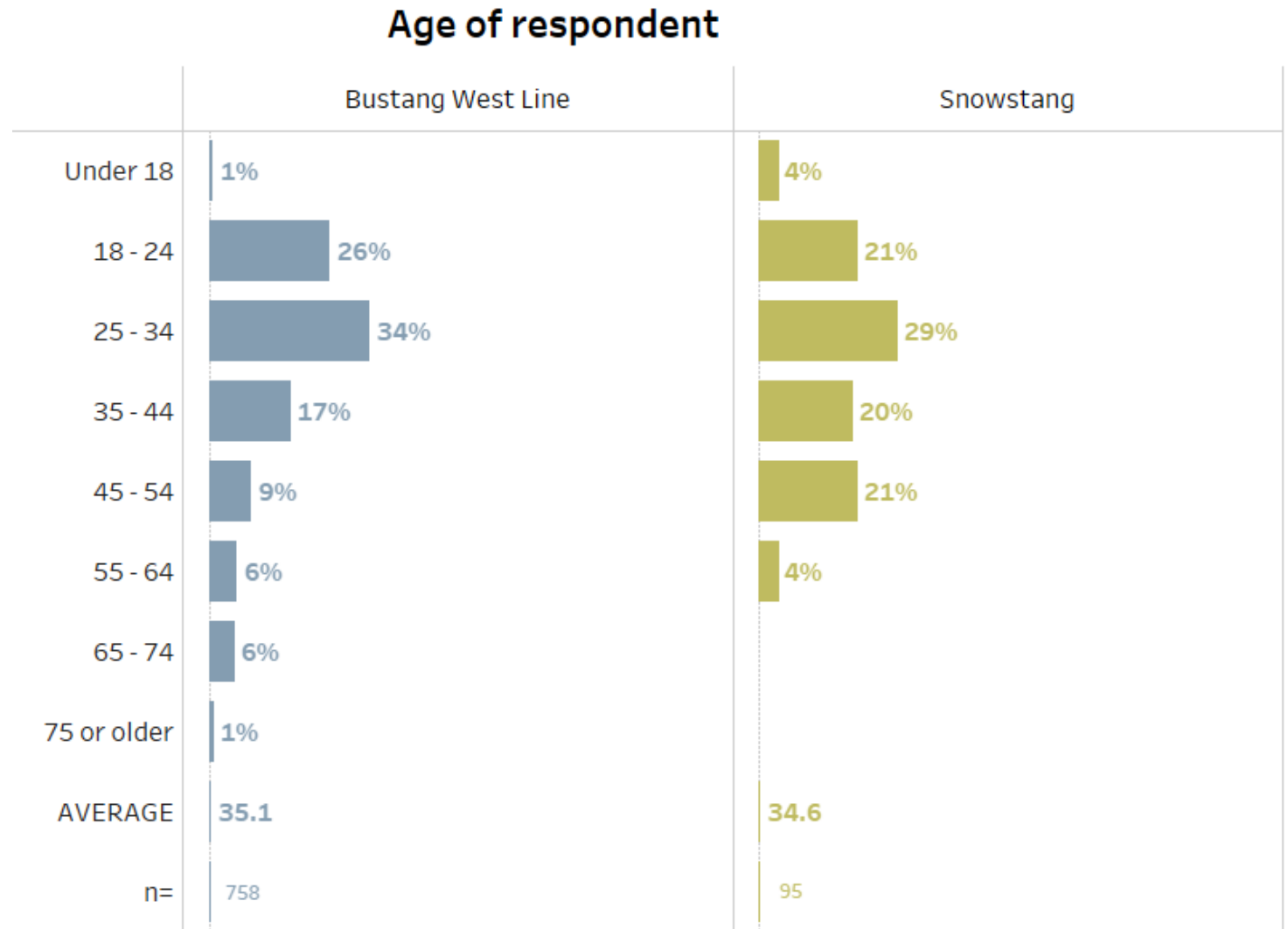
Income is relatively similar across different bus line riders.

**Which of these categories best describes the total gross annual income of your household (before taxes)?**



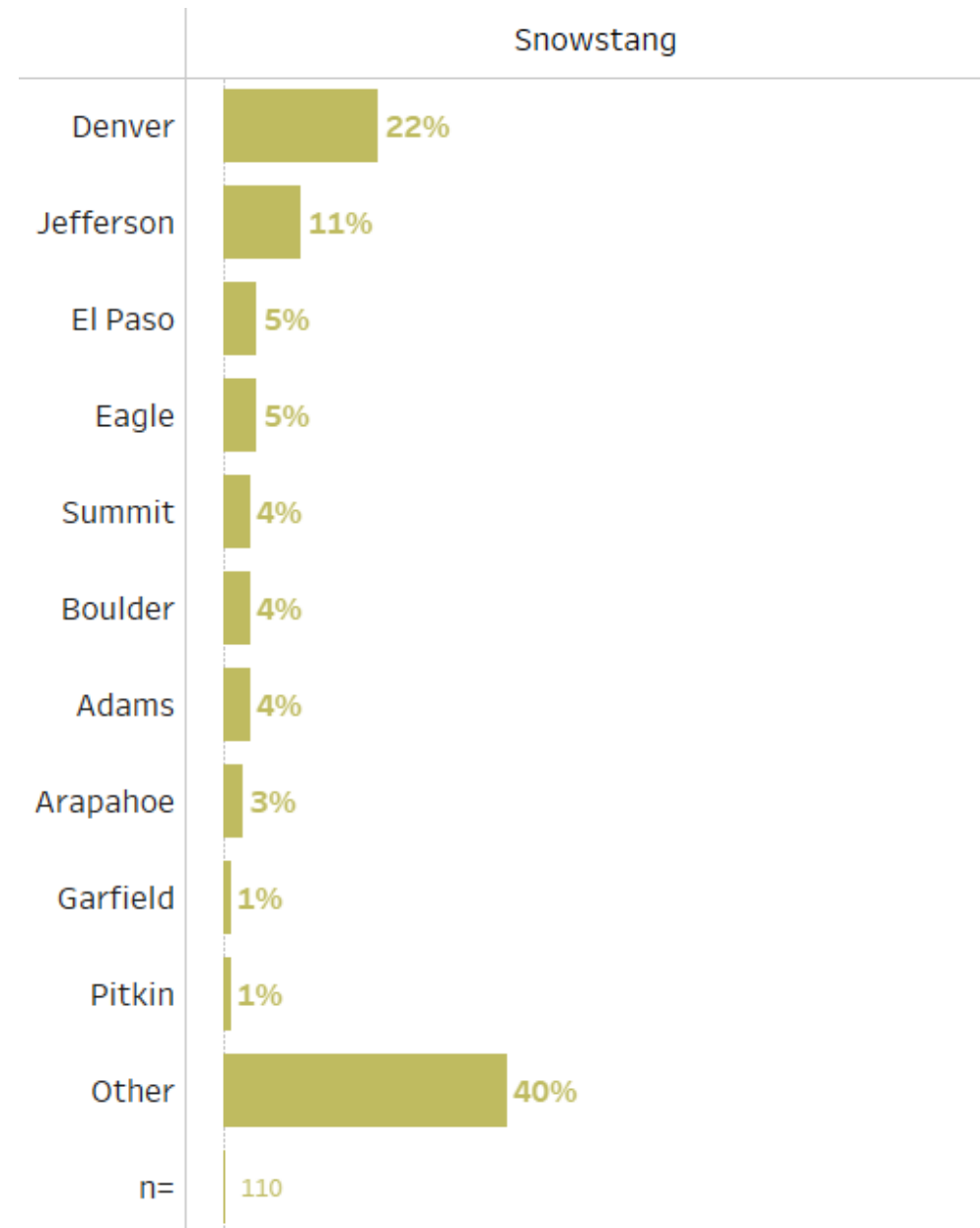
# Age

- Riders of both Bustang West Line and Snowstang are similar in age.
- The average age for both bus lines is about **35 years old**.



# Transit Rider Home Location - Snowstang

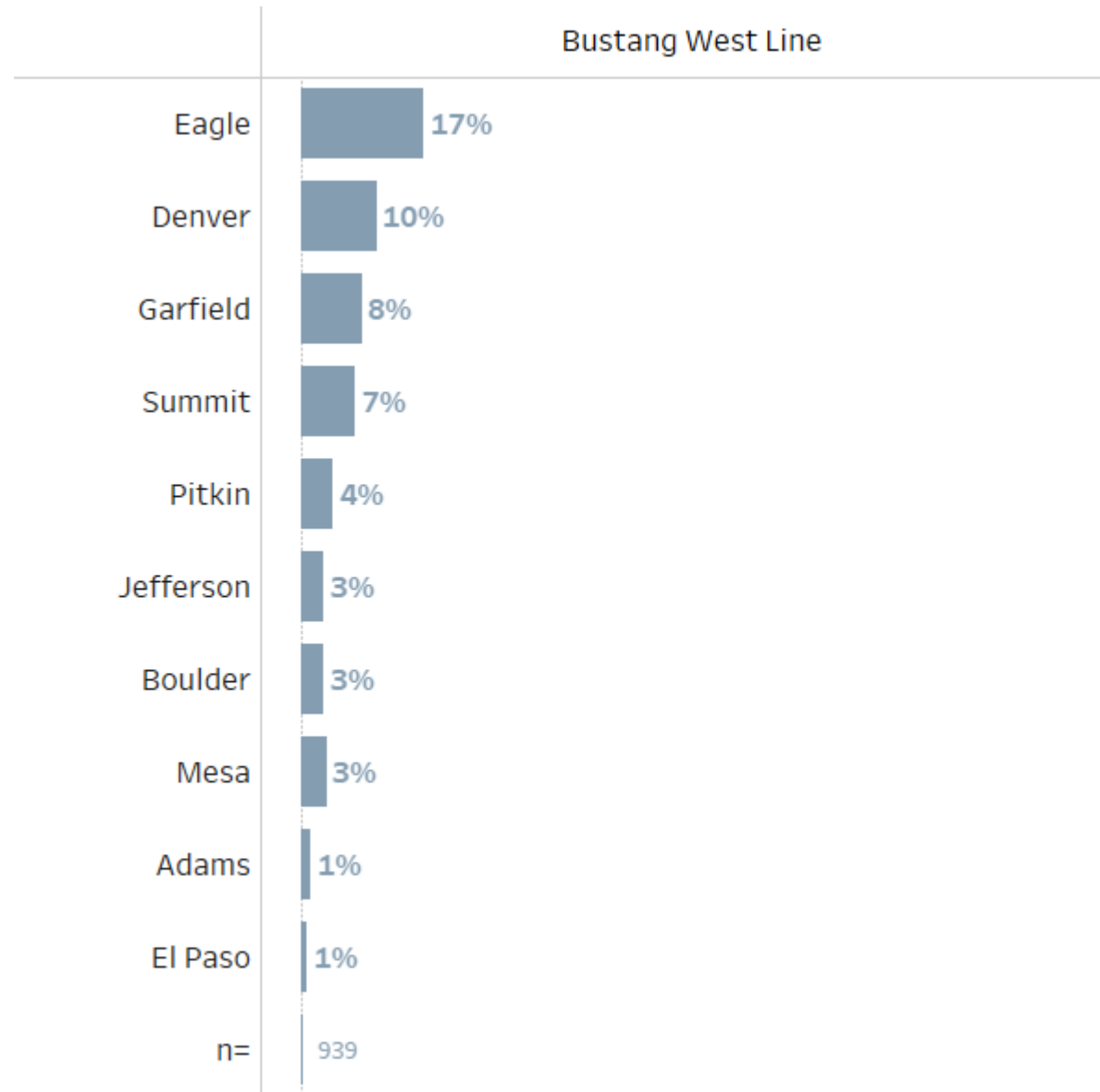
- This chart represents the top 10 home locations of the Snowstang riders
- 22% of **Snowstang** riders live in **Denver** and 11% are from **Jefferson County**.
- All other lower categories (2%) and foreign/out of state riders (38%) captured fall into “Other”.





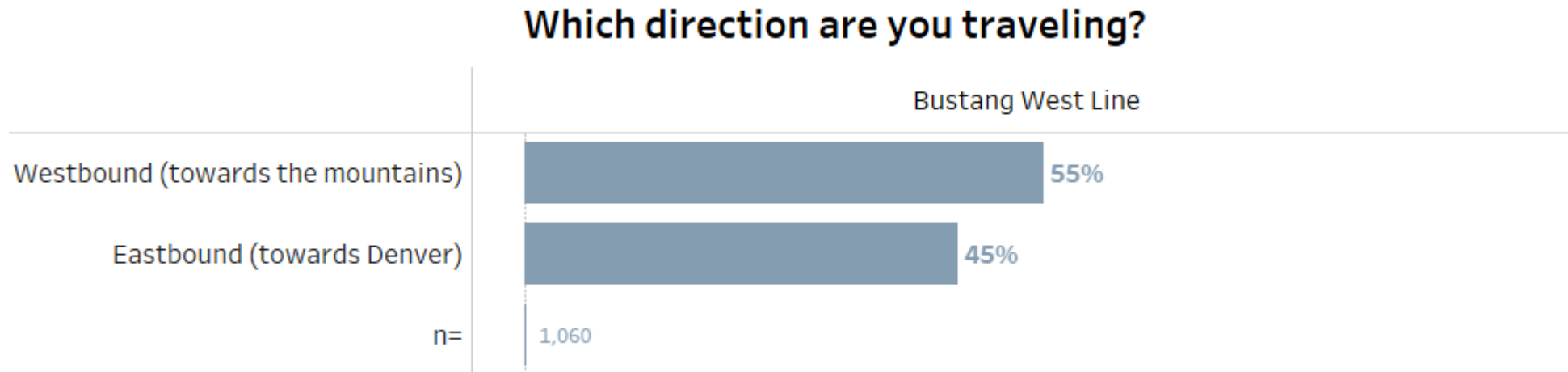
# Transit Rider Home Location - Bustang

- This chart represents the top 10 home locations of the Bustang riders.
- Most **Bustang West Line** riders originate from the **Eagle County area**.



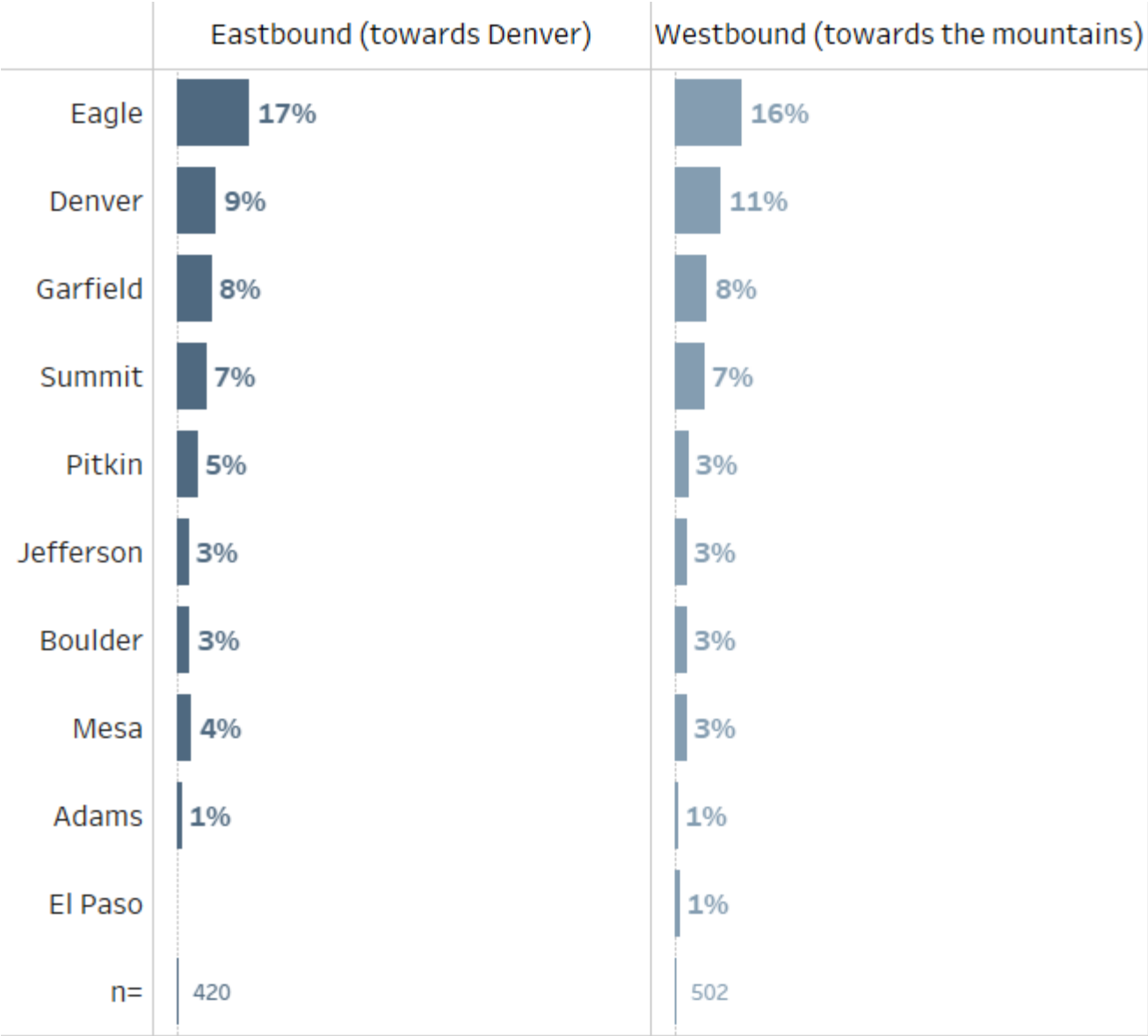
# Westbound vs. Eastbound Travel

Of **Bustang West Line** survey respondents, more than half (55%) are traveling West.



# Transit Rider Home Location by Travel Direction

- When the **Bustang West Line** survey respondents are viewed by the direction in which those respondents were traveling, home location remains largely unchanged between Eastbound and Westbound.





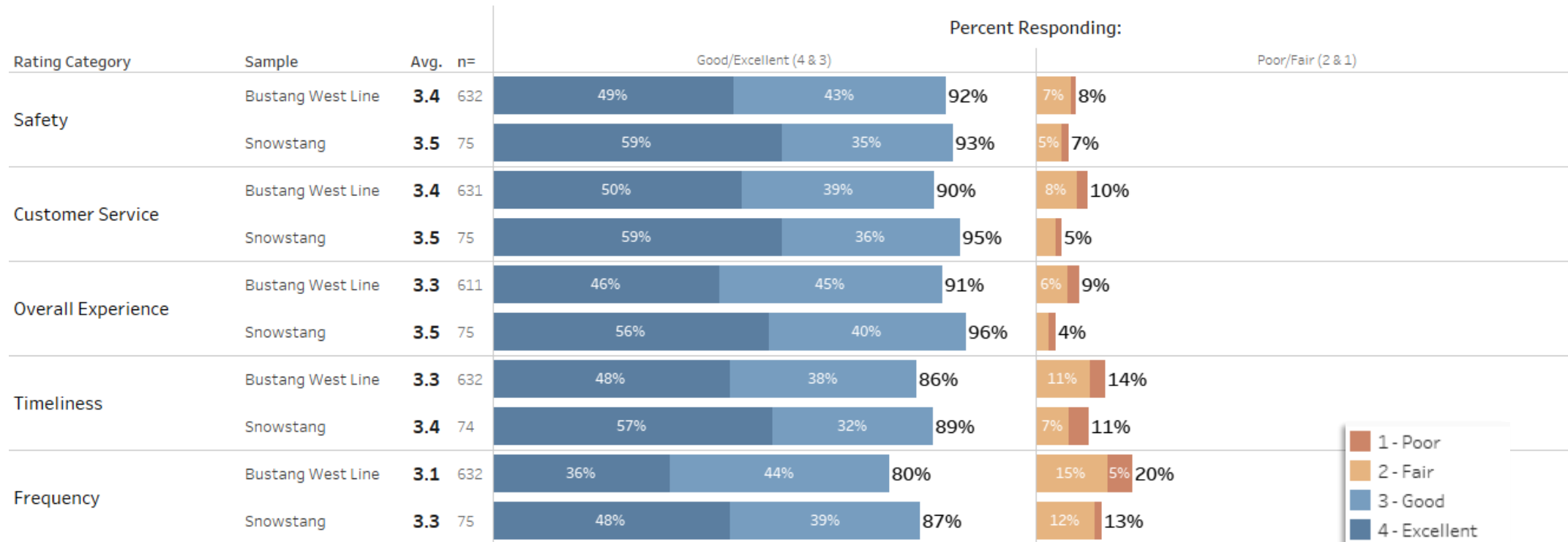
# About Their Trip



# Ratings of Bustang/Snowstang

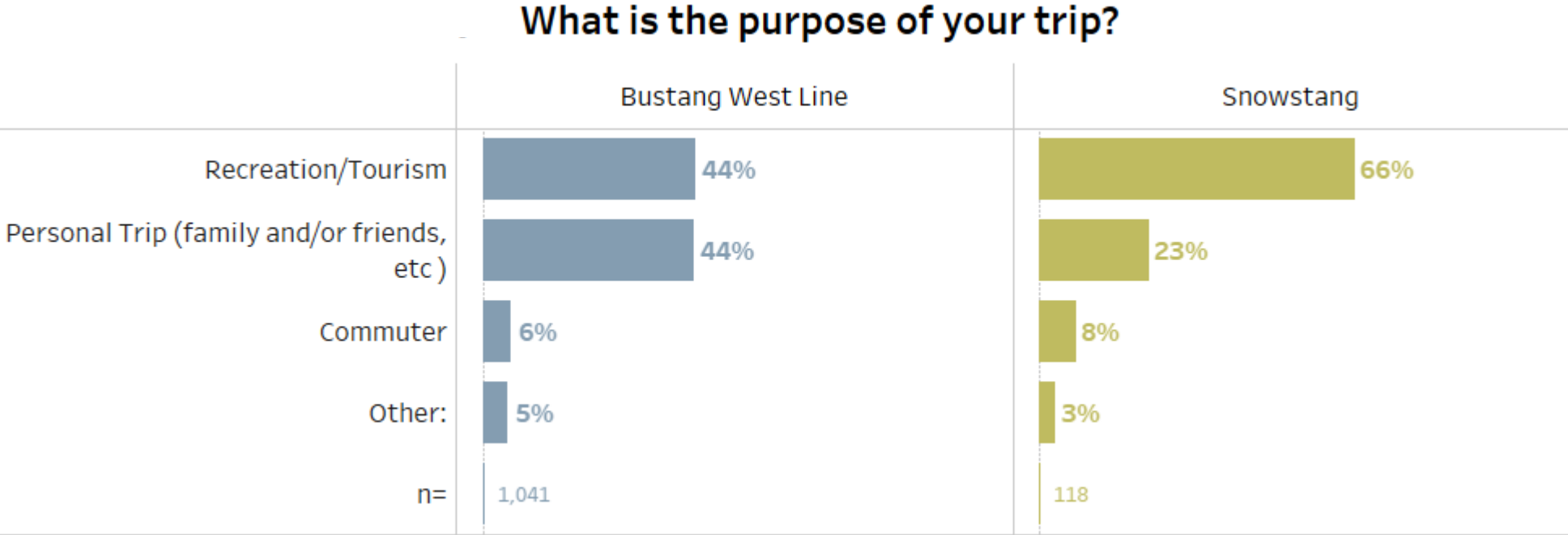
**Bustang and Snowstang were very highly rated** across all categories. 80% of respondents stated that Bustang/Snowstang were either “good” or “excellent” for all operational services, with 90% stating that the safety, customer service, and overall experience of Bustang/Snowstang were “good” or “excellent”.

Please rate the overall quality of Bustang/Snowstang’s operational service (i.e., timeliness, frequency, safety, customer service).



# Purpose of Trip

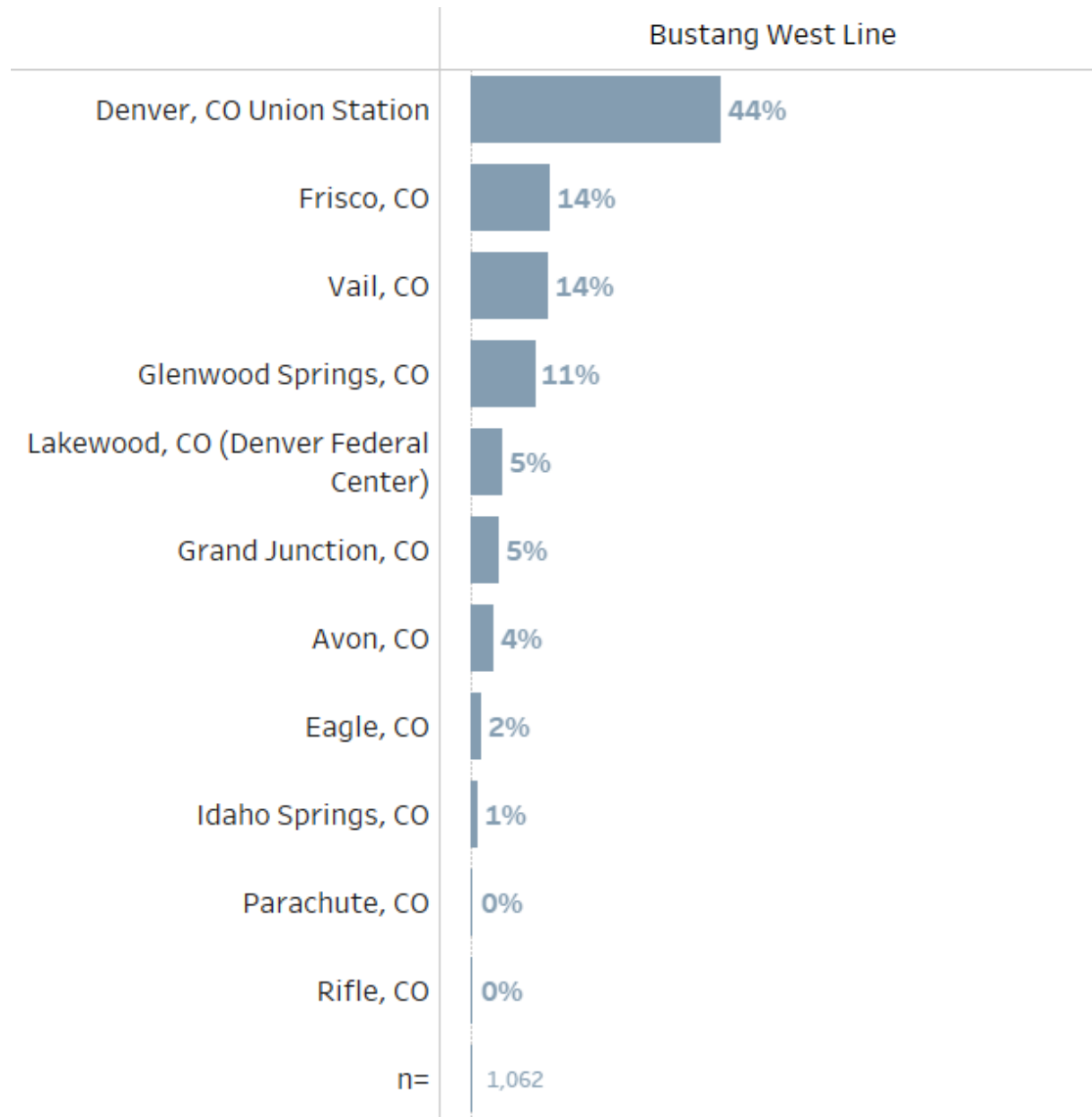
The **Bustang West Line** riders are split between recreation/tourism and personal trips. Interestingly, 8% of **Snowstang** riders said they were commuters.





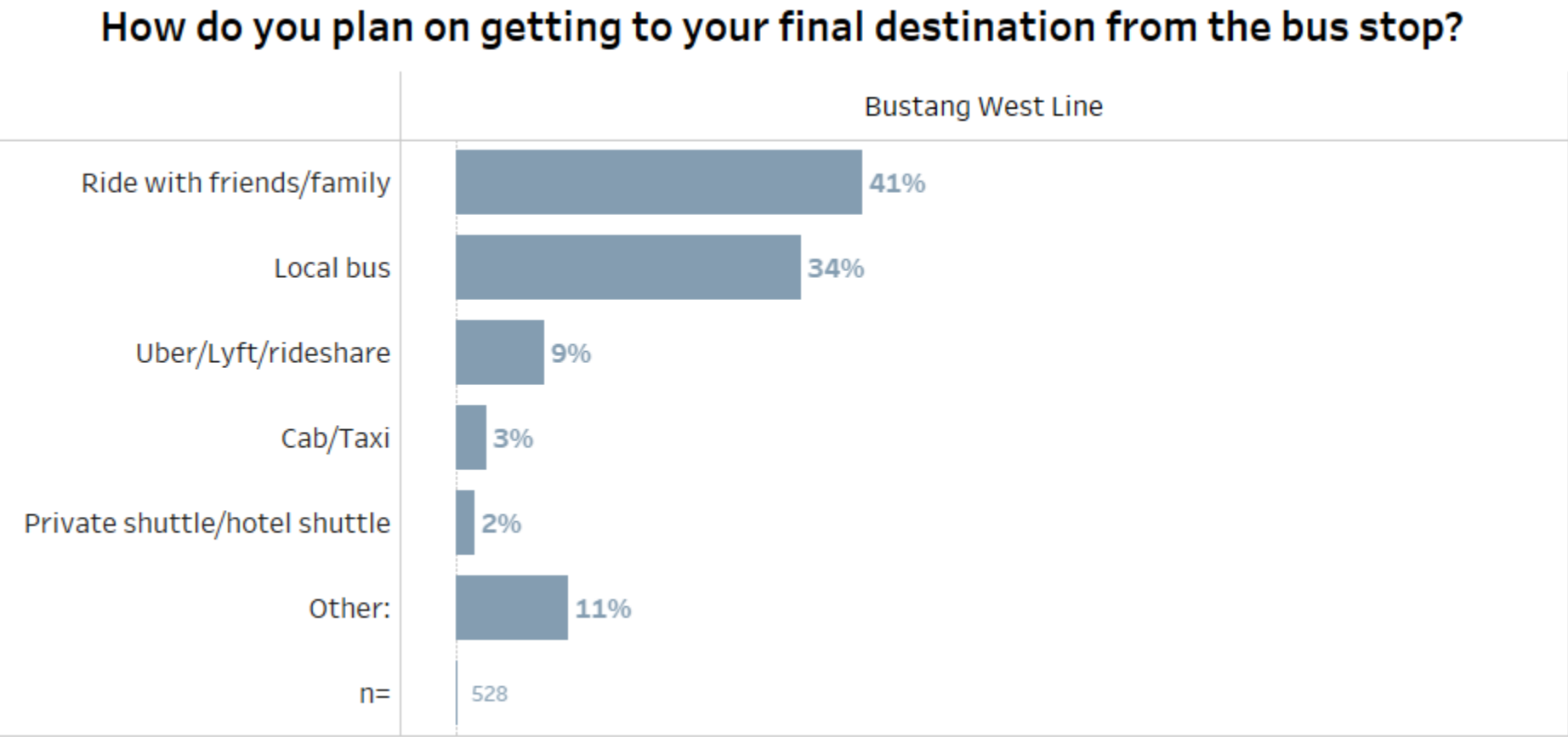
# Departure Stop

- A collective 49% of **Bustang West Line** riders are getting off the bus at **Denver Union Station** or at the **Denver Federal Center** (Lakewood).
- 14% are getting off in Frisco, 14% in Vail and 11% in Glenwood Springs.



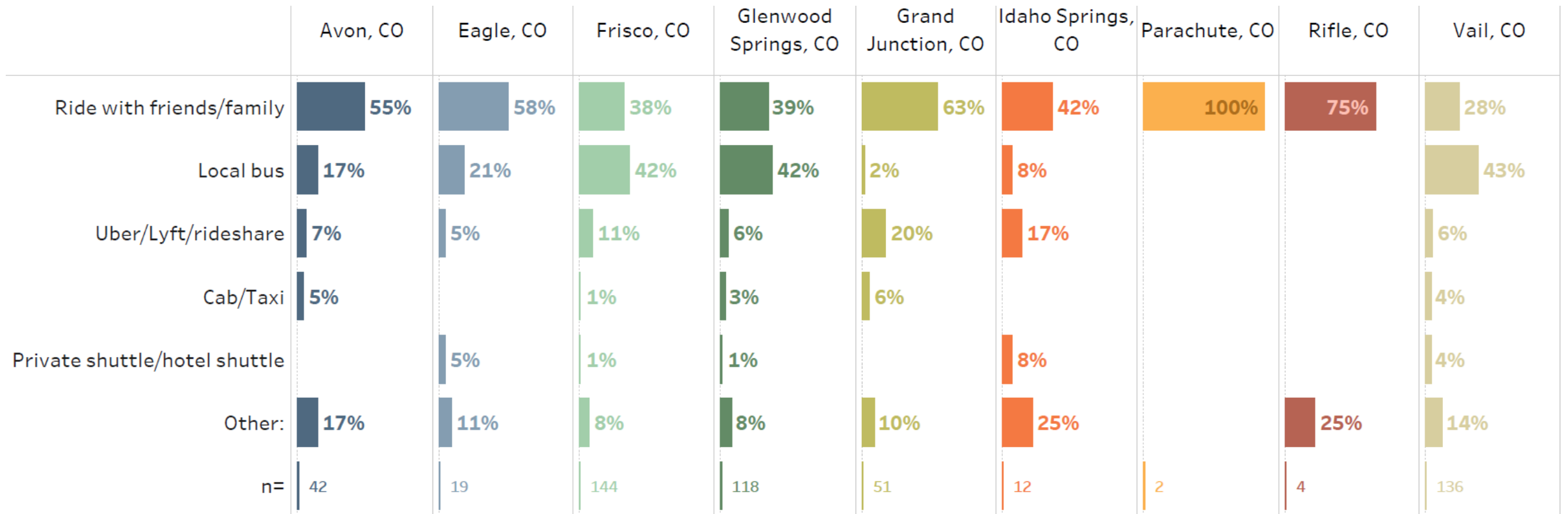
# Mode of Travel to Final Destination

After arriving at the bus stop via **Bustang West Line**, 41% of riders then travel with friends/family and **34% take a local bus** to reach their final destination.



# Mode of Travel to Final Destination from Departure Stop

For more popular departure stops (**Frisco**, **Glenwood Springs**, and **Vail**) the majority of riders find themselves using local bus routes the most (42%, 42%, and 43%, respectively), with rides from friends/family as a near second (38%, 39%, and 28%, respectively).





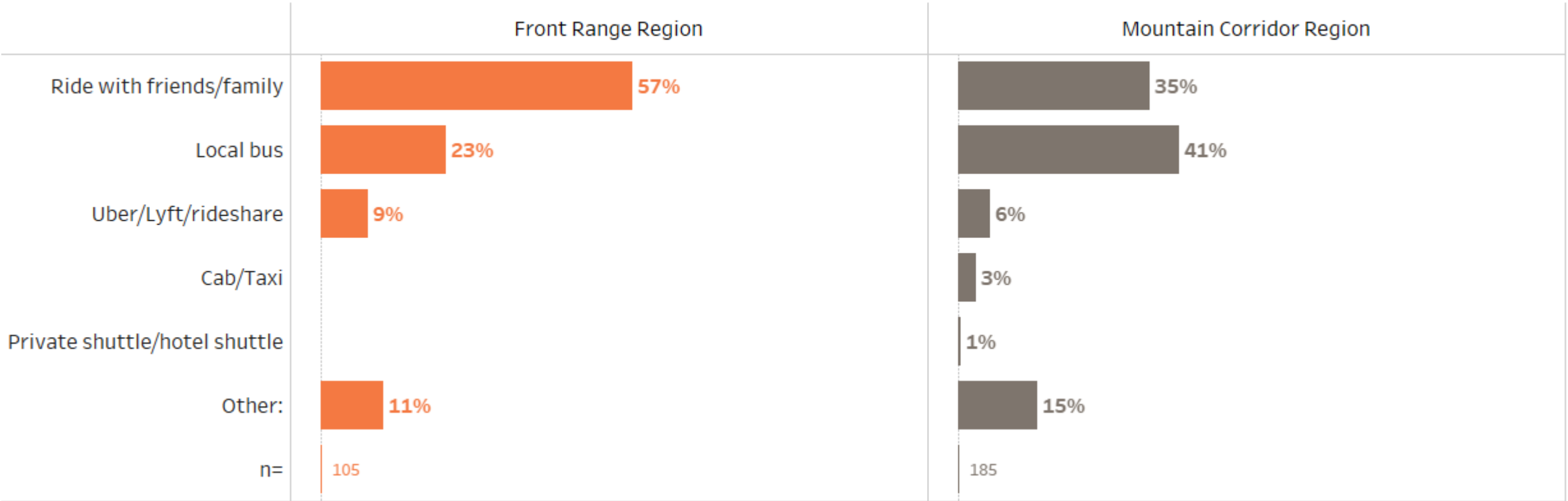
# Mode of Travel to Final Destination - Bustang

## By Region

A majority of Bustang West Line riders from the **Front Range Region** get to their final destination by riding with friends or family (57%), markedly larger than those from the **Mountain Corridor** (35%).

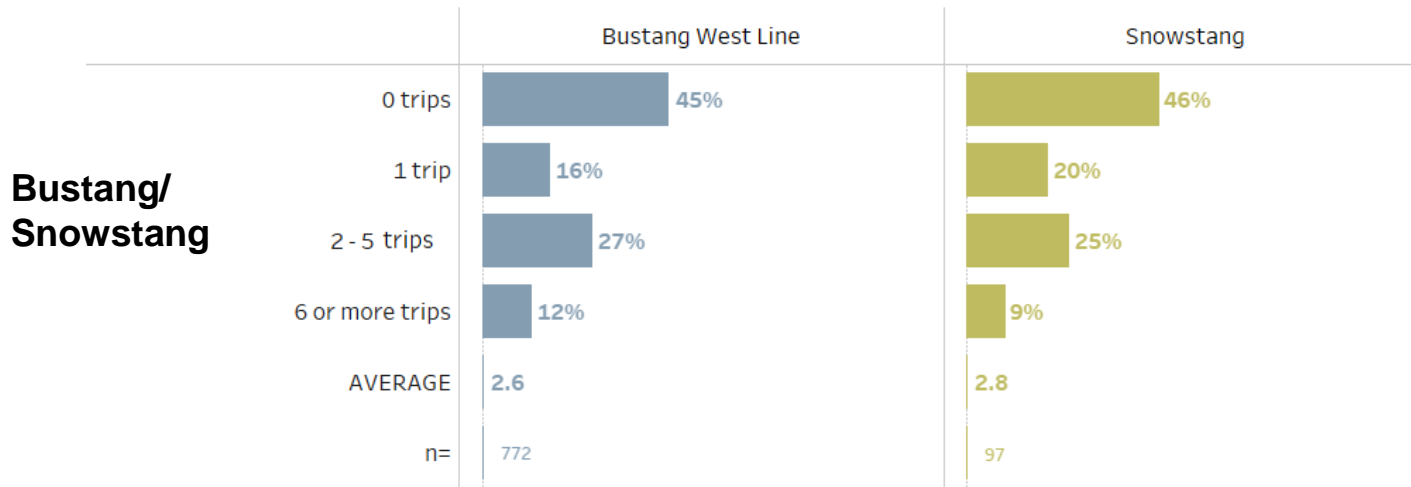
**Mountain Corridor Region** Bustang West Line riders use local buses to get to their final destination (41%) more than **Front Range** riders (23%).

How do you plan on getting to your final destination from the bus stop?



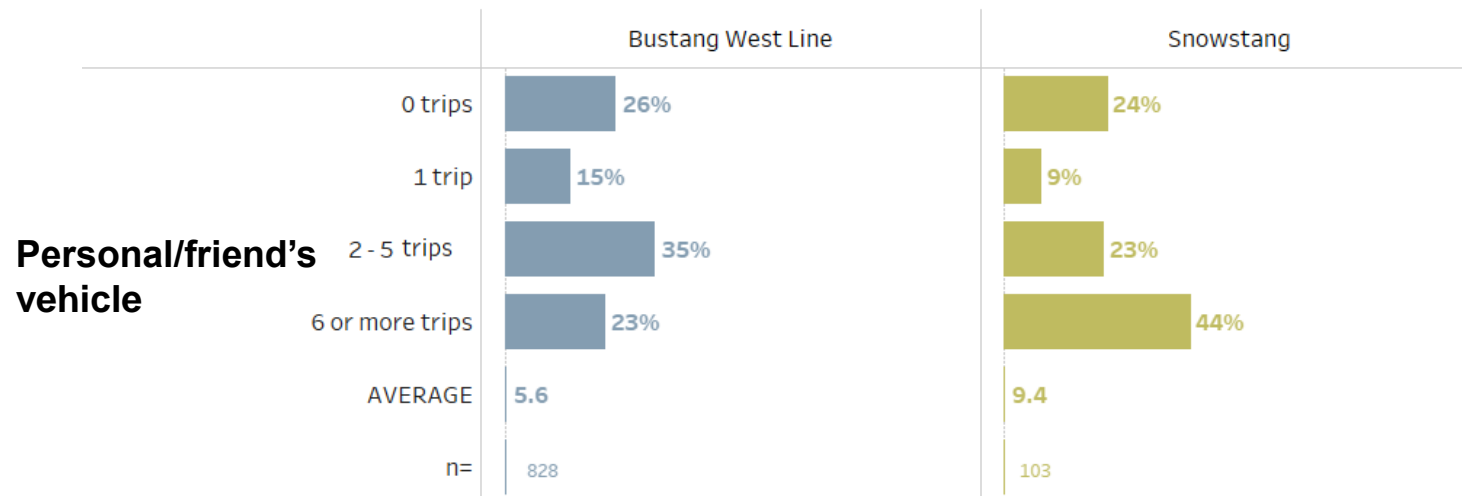
# Trips by Transit vs Private Vehicle

Thinking back over the past several years, approximately how many trips in winter (November-April) do you take to the mountains by Bustang/Snowstang?



- **About half** of trips were taken this past winter by Bustang/Snowstang as compared to a personal or friend's vehicle.

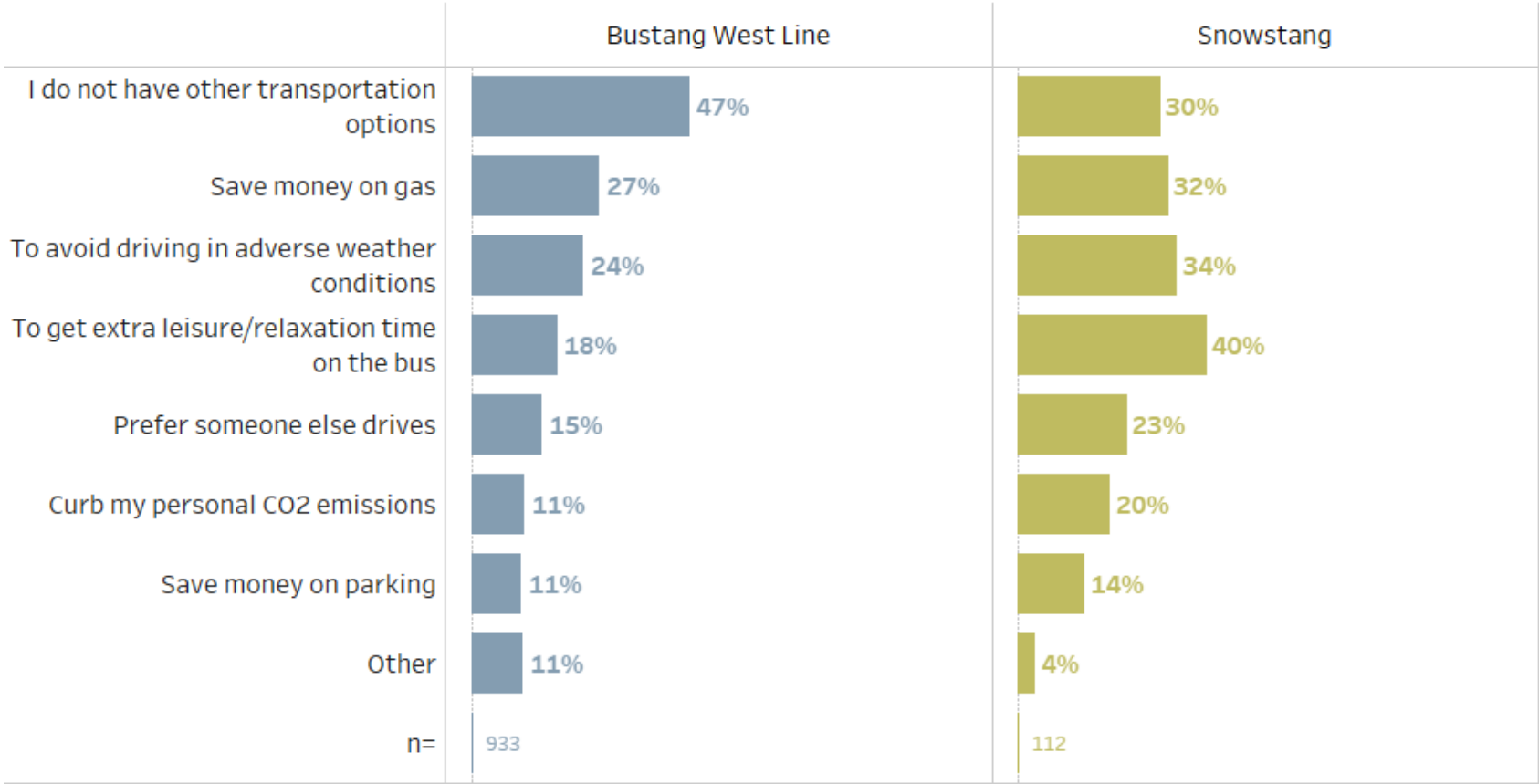
Thinking back over the past several years, approximately how many trips in winter (November-April) do you take to the mountains by personal/friend's vehicle?



# Reasons for Riding

- The top reasons for riding **Bustang West Line** are that the riders did not have other transportation options (47%), to save money on gas (27%), and to avoid driving in adverse weather conditions (24%).
- The top reasons for riding **Snowstang** are to get extra leisure/relaxation time on the bus (40%), to avoid driving in adverse weather conditions (34%) and to save money on gas (32%).

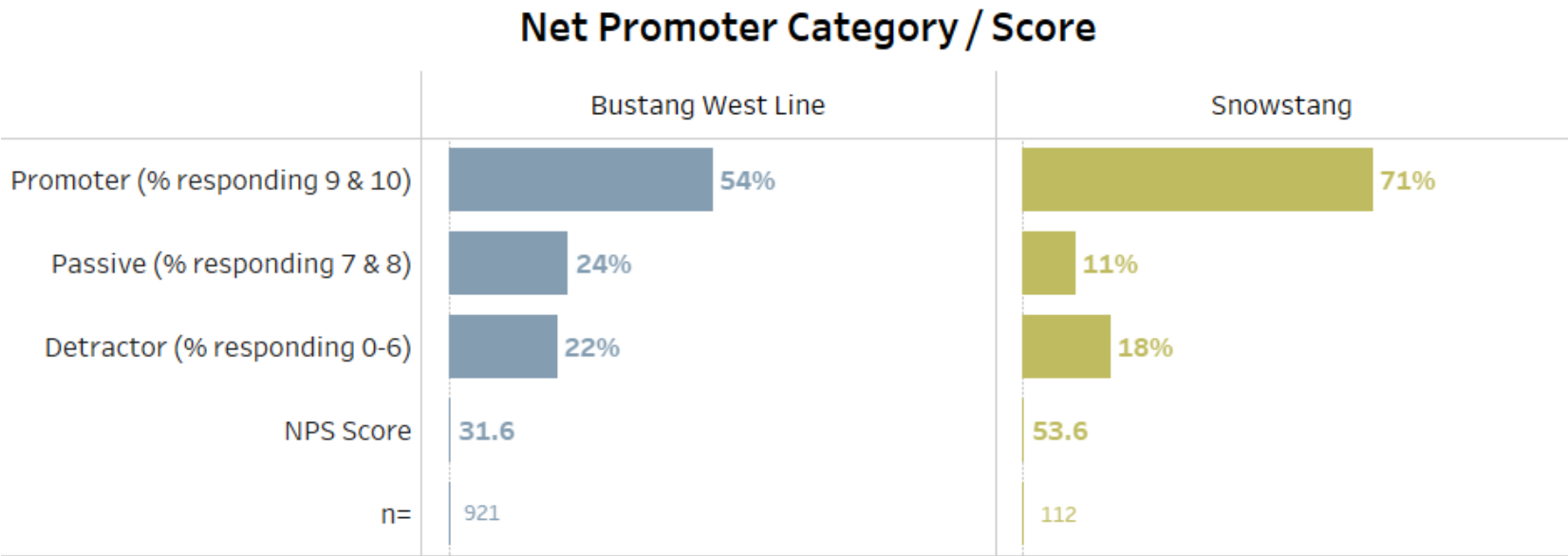
Why did you use Bustang/Snowstang today? Please select your top three reasons:



# Net Promotor Scores

Respondents are asked, “How likely are you to recommend Bustang/Snowstang to a friend or colleague?” The results are intended to quantify word of mouth and measure how well Bustang/Snowstang is regarded among its customer base; this question is asked in many other industries and is considered an important benchmark of a company’s performance and growth. Guests providing ratings of 9 or 10 are categorized as “promoters,” meaning that these guests would be likely to actively spread positive word of mouth about Bustang/Snowstang and generate potential business for the mountain. Those providing ratings of 7 or 8 are considered “passively satisfied/neutral,” in that these guests probably won’t say anything bad about Bustang/Snowstang, but they aren’t raving fans either. Customers providing ratings of 6 or less are considered to be “detractors,” as these customers will probably not have good things to say about Bustang/Snowstang. The percentage of promoters minus the percentage of detractors results in the Net Promoter Score (NPS).

Overall **Snowstang** had a larger proportion of promoters and smaller proportion of detractors than **Bustang**.

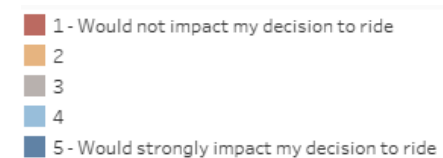




# Motivation for Increased Ridership - Bustang

Value for money of the fare was found to be the most impactful motivator for both **Bustang** (76%) with timeliness and access to Wifi/power closely following.

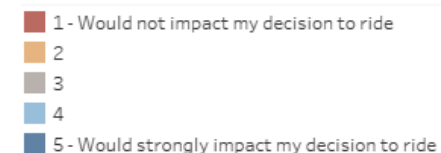
Rating Category	Avg.	n=	Would strongly impact my decision (5 & 4)		Neutral (3)	Would not impact my decision (2 & 1)	
The value for money of the fare	4.2	597	56%	20%	76%	15%	10%
The bus being on time	4.1	599	54%	21%	75%	15%	10%
Wifi/USB ports/Power outlets	4.1	598	48%	27%	75%	14%	11%
Frequent service during weekends	4.0	590	52%	21%	73%	14%	13%
Connectivity to other transportation services (light rail, bus, etc.)	4.0	580	54%	18%	72%	14%	14%
Frequent service during weekdays	3.9	581	47%	19%	66%	18%	16%
Room for gear	3.8	599	41%	24%	65%	17%	18%
Comfortable, reclining seats	3.7	608	36%	28%	64%	19%	17%
Bathrooms onboard	3.7	595	39%	21%	60%	21%	19%



# Motivation for Increased Ridership - Snowstang

Similar to **Bustang**, value for money of the fare was the most impactful motivator for **Snowstang** riders (79%). Room for gear and timeliness followed as the second and third most important motivators.

Rating Category	Avg.	n=	Would strongly impact my decision (5 & 4)		Neutral (3)	Would not impact my decision (2 & 1)	
The value for money of the fare	4.2	75	60%	19%	79%	12%	8% 9%
Room for gear	4.2	78	59%	15%	74%	15%	10%
The bus being on time	4.1	78	51%	23%	74%	14%	6% 12%
Ability to make reservations	4.1	74	46%	30%	76%	14%	11%
Wifi/USB ports/Power outlets	3.9	77	38%	31%	69%	19%	12%
Comfortable, reclining seats	3.7	78	31%	29%	60%	23%	9% 8% 17%
Bathrooms onboard	3.6	76	47%	17%	64%	8%	8% 20% 28%
Lift ticket discounts	3.6	75	39%	21%	60%	20%	16% 20%
Food and beverage vouchers	3.0	75	24%	12%	36%	29%	9% 25% 35%
Snowsports rental discounts	2.9	74	23%	22%	45%	14%	36% 42%

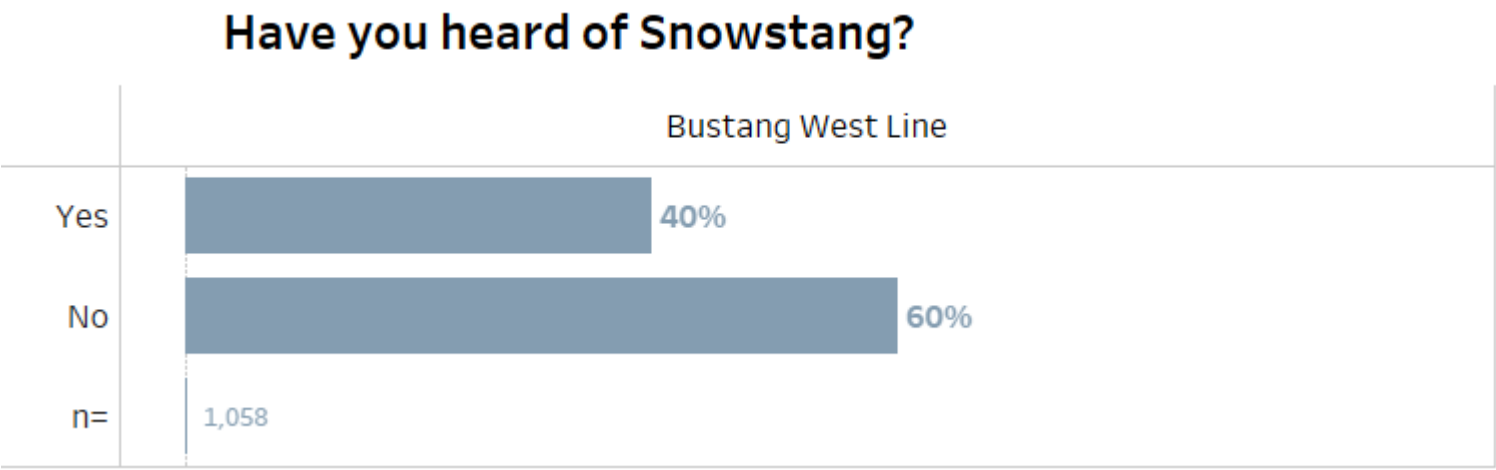


# Awareness of Bus Lines



# Knowledge of Snowstang

There is high awareness of Snowstang, with 40% of Bustang West Line riders saying they have heard of the service.



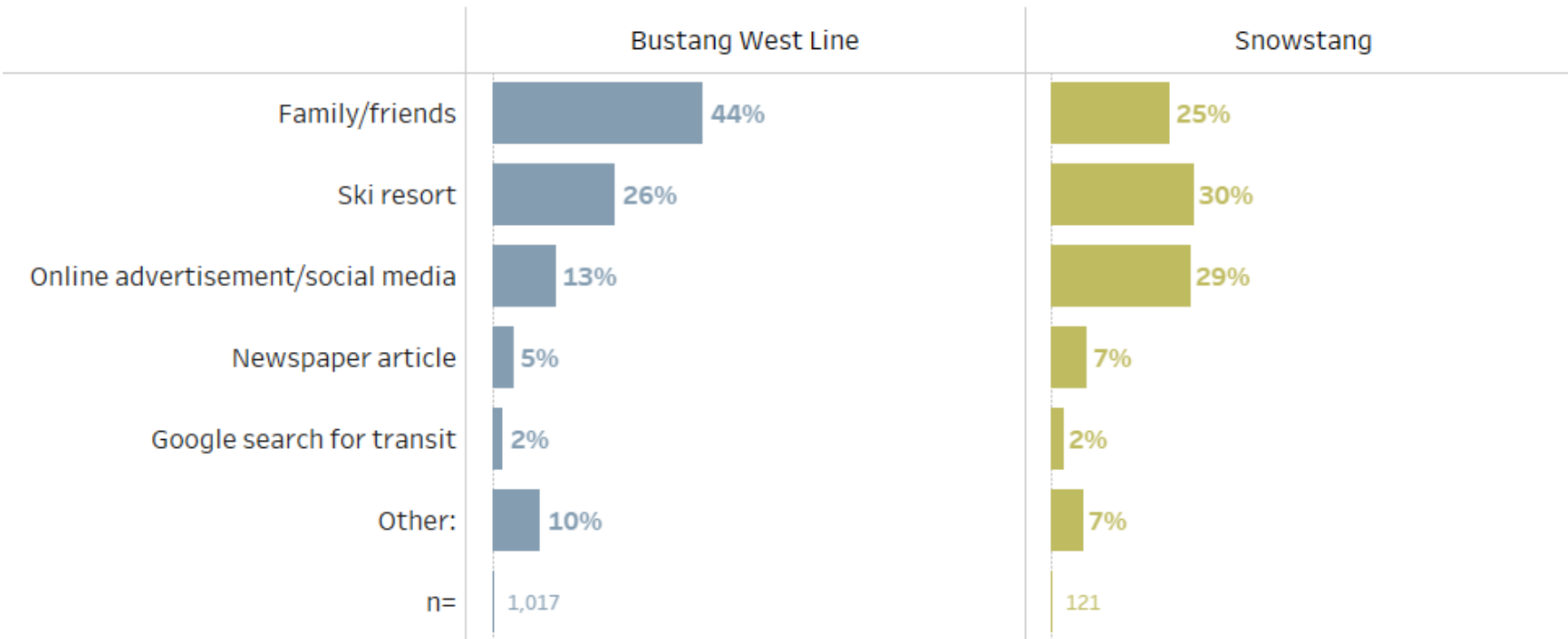


# Awareness of Bustang & Snowstang

44% of **Bustang West Line** riders heard of the service through family/friends.

Nearly one-third (30%) of **Snowstang** riders heard about Snowstang through a ski resort or an online advertisement/social media (29%).

**How did you first hear about the Bustang/Snowstang service you are currently riding?**



Ski Resort shares (Bustang):

- Arapahoe Basin – 24%
- Vail – 21%
- Copper Mountain – 16%

Ski Resort shares (Snowstang):

- Arapahoe Basin – 39%
- Copper Mountain – 22%
- Steamboat Springs – 14%
- Loveland – 13%





# Thank You

RRCAssociates.com  
303-449-6558

RRC Associates  
4770 Baseline Road, Suite 355  
Boulder, CO 80303

