



# COVID-19 RESPONSE SURVEY

**Summary of Findings**  
**May 2020**



# BACKGROUND

## **Online survey provided in English and Spanish**

- Website & social media – *boosted on Facebook to people who like Omnitrans*
- Onboard audio messages
- Sent to 4,708 e-newsletter subscribers
- Text message to 4,125 Token Transit mobile fare customers on May 19, 2020.

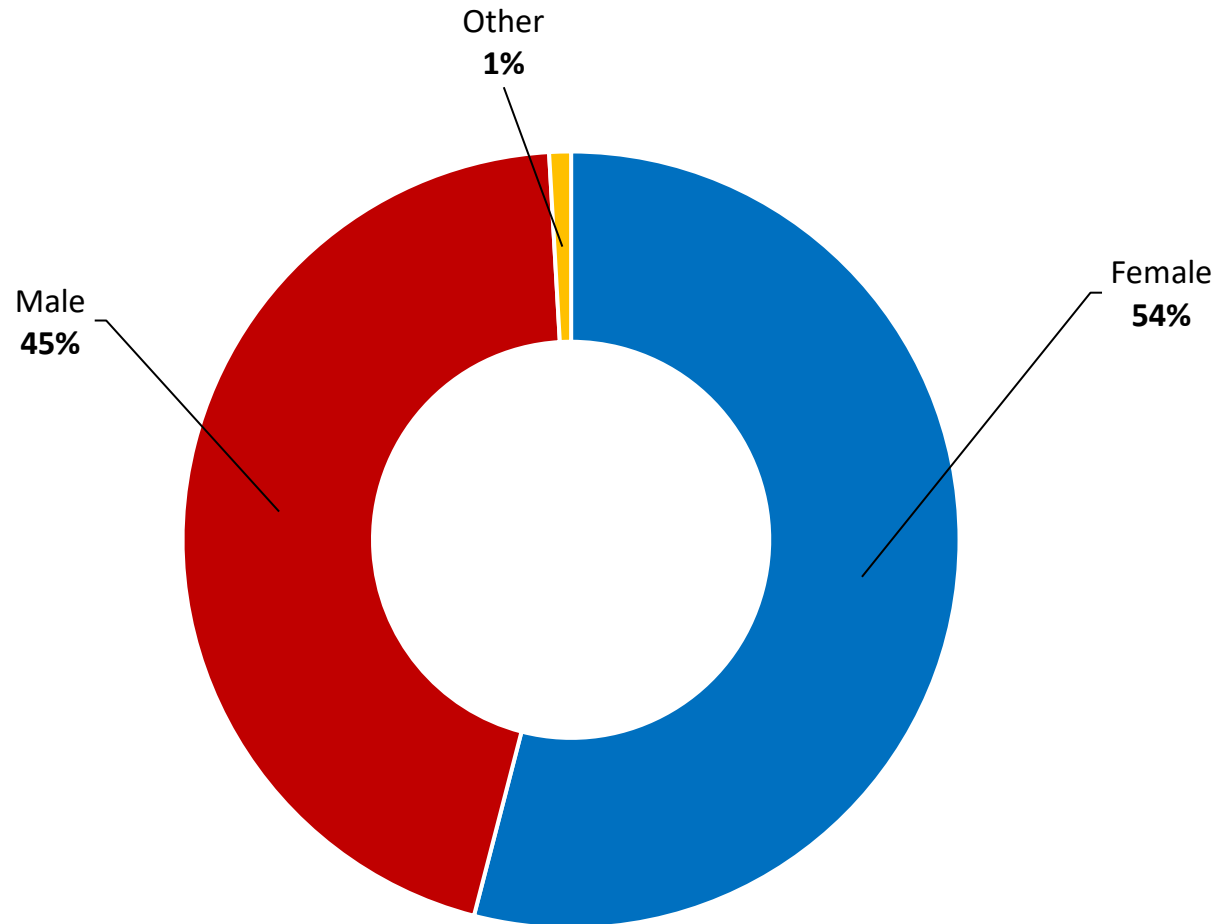
**A total of 409 responses were received between May 5-31, 2020.**

*All survey responses were anonymous, and demographic questions were optional. Omnitrans values the privacy of our customers' personal data and at no point will it be shared with additional parties.*

## **WHAT WE SET OUT TO LEARN:**

- **What are the reasons people are riding Omnitrans for during the health crisis?**
- **What are the biggest concerns for our customers?**
- **What are the most effective communication tools to reach our customers?**
- **Which strategies have been the most effective in ensuring safety of our customers?**
- **How likely are customers to return to Omnitrans, and when?**

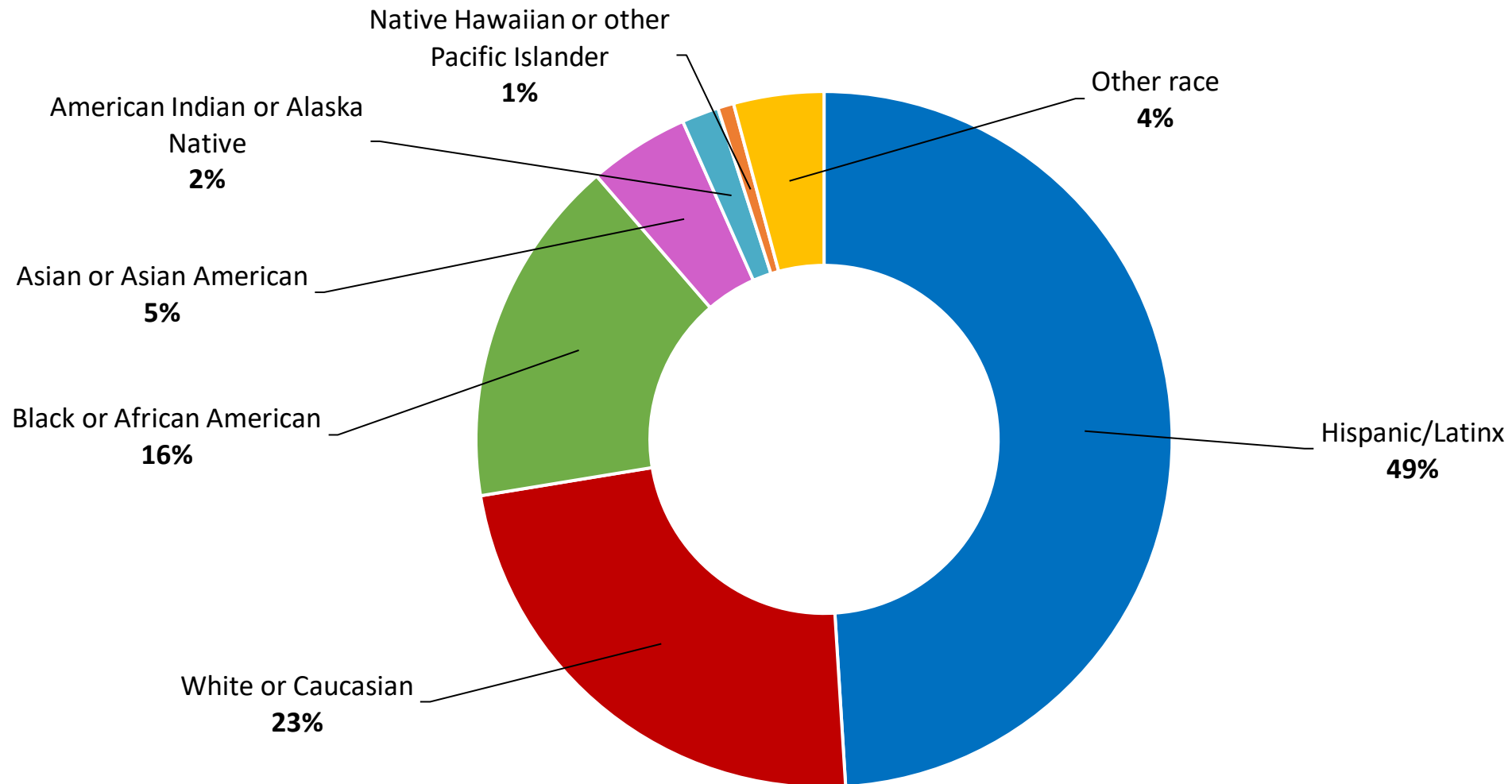
# GENDER & LOCATION



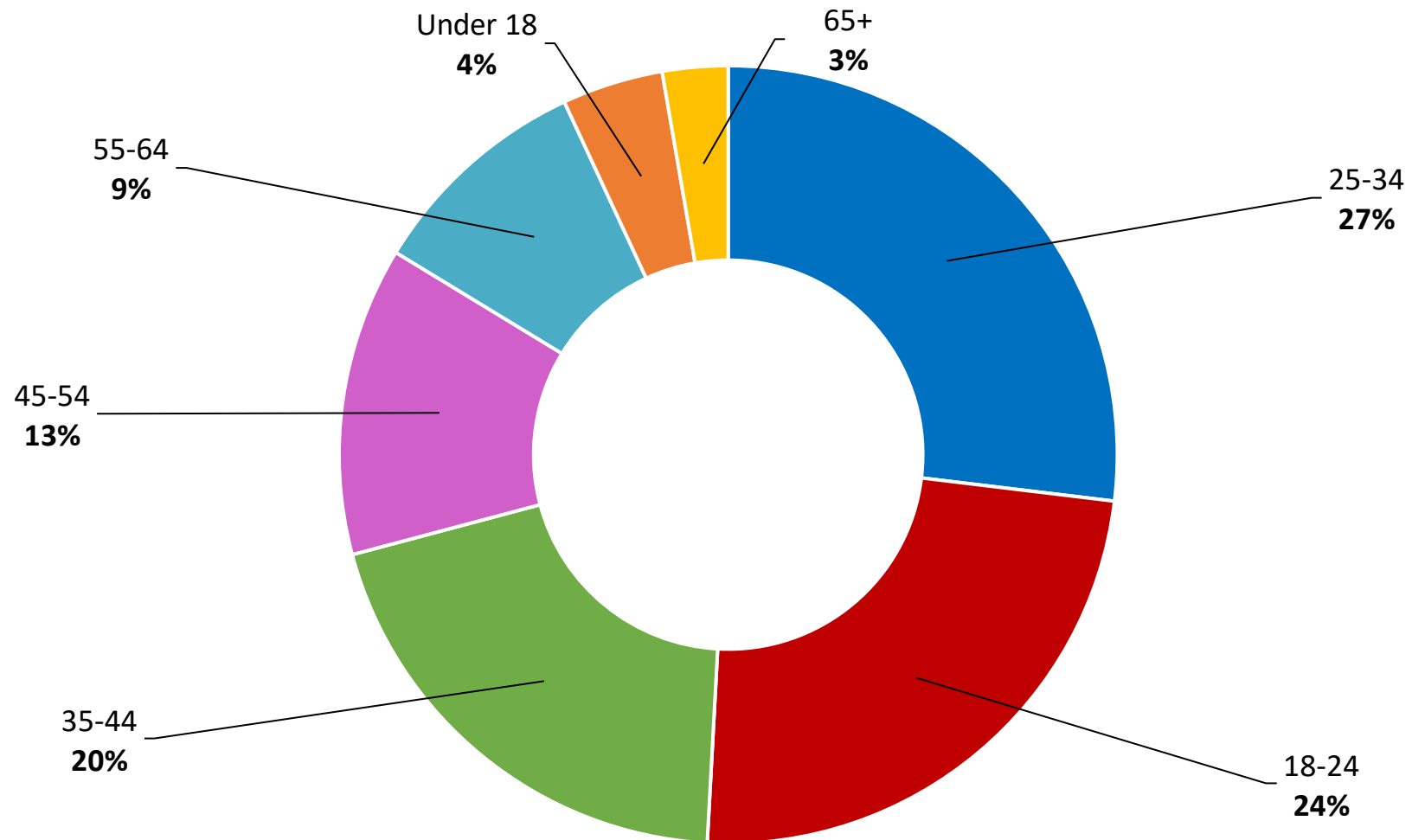
| Home City                | Percent of Responses |
|--------------------------|----------------------|
| San Bernardino           | 29%                  |
| Fontana                  | 14%                  |
| Ontario                  | 9%                   |
| Redlands                 | 5%                   |
| Rancho Cucamonga         | 5%                   |
| Rialto                   | 5%                   |
| Colton                   | 5%                   |
| Highland                 | 4%                   |
| Montclair                | 3%                   |
| Pomona*                  | 3%                   |
| Chino                    | 3%                   |
| Upland                   | 3%                   |
| Riverside*               | 2%                   |
| Loma Linda               | 2%                   |
| Chino Hills              | 1%                   |
| SB County Unincorporated | 1%                   |
| Yucaipa                  | 1%                   |
| Grand Terrace            | 0.3%                 |

\* - City not in OmniTrans service area.

# ETHNICITY/RACE

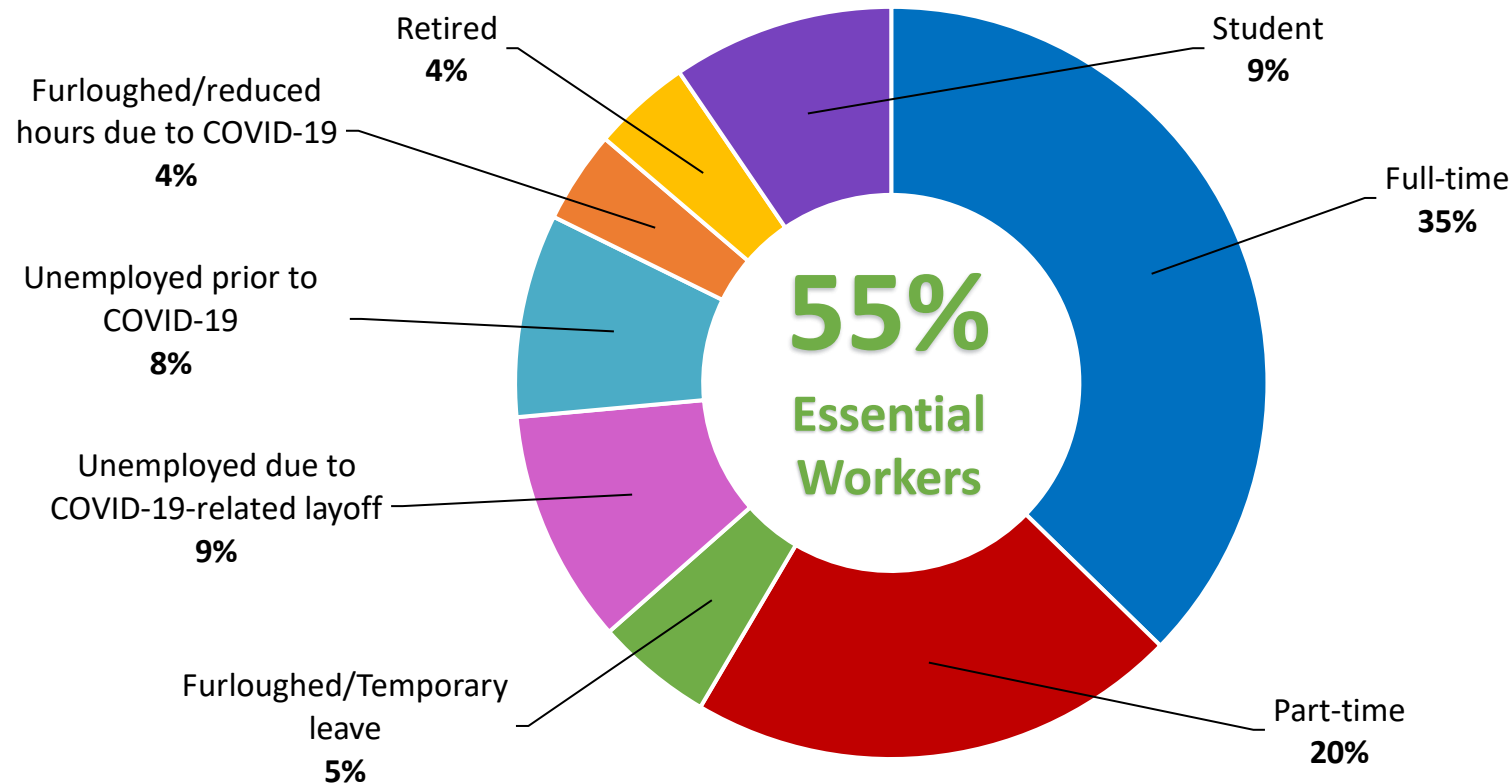


# AGE

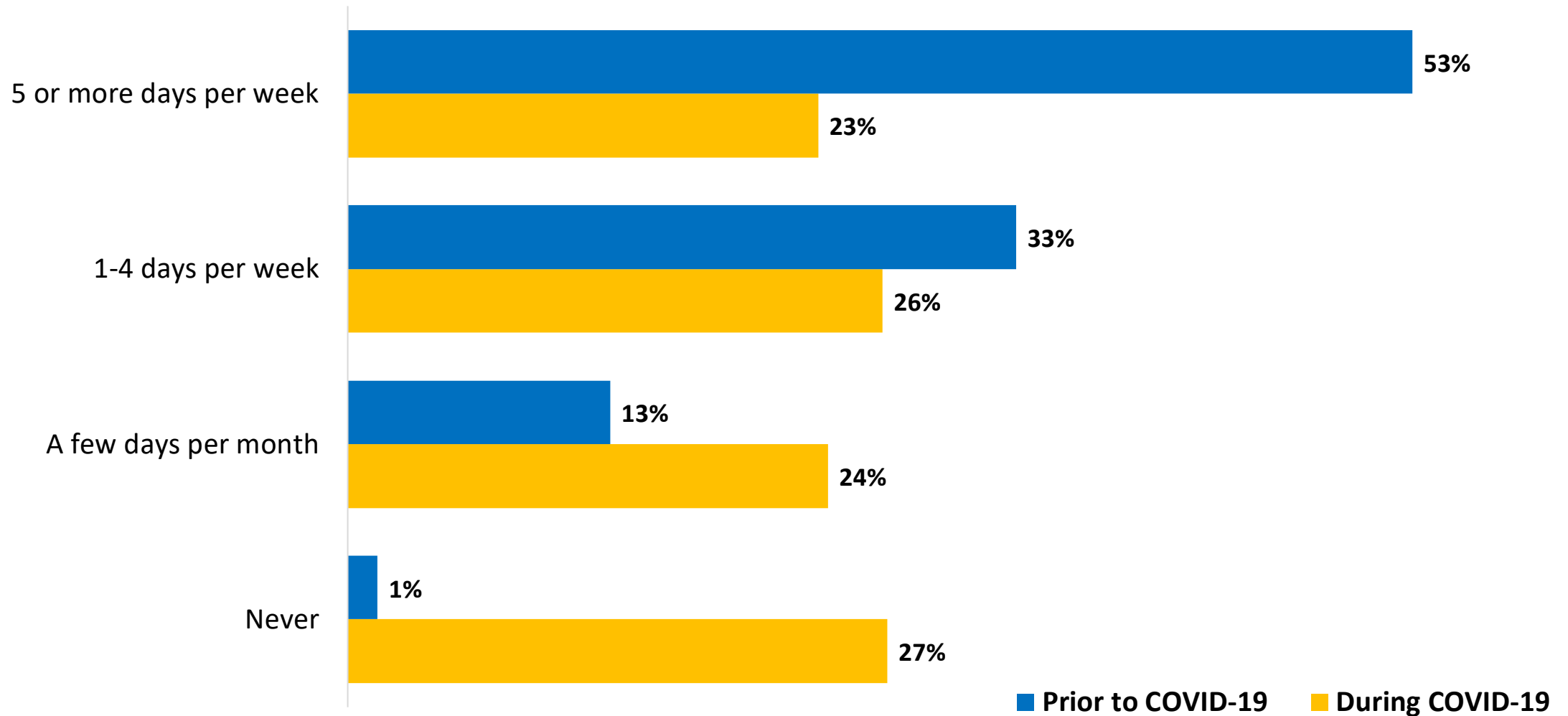


# COVID-19 IMPACT ON CUSTOMERS' EMPLOYMENT

- **More than half remained employed (FT and PT) during COVID-19.**
- **1 in 10 was unemployed as a direct result of COVID-19 layoffs.**



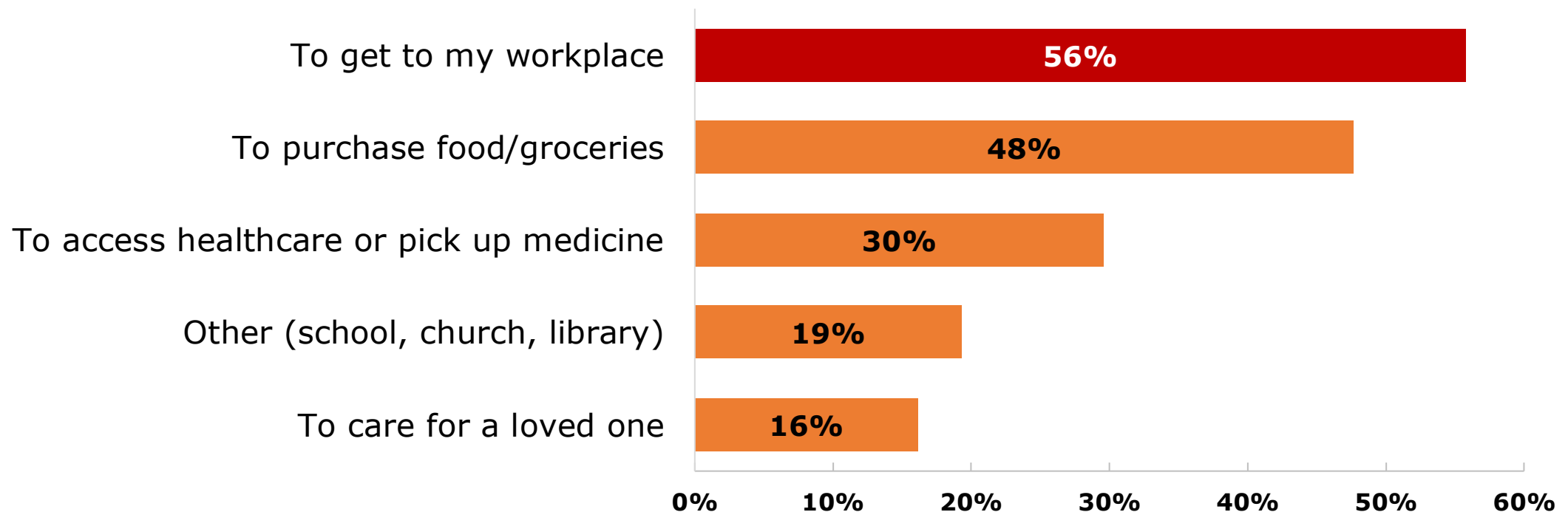
# COVID-19 IMPACT ON RIDERSHIP



# REASON FOR RIDING DURING COVID-19

**More than half of customers described themselves as “essential workers,” riding OmniTrans to their job.**

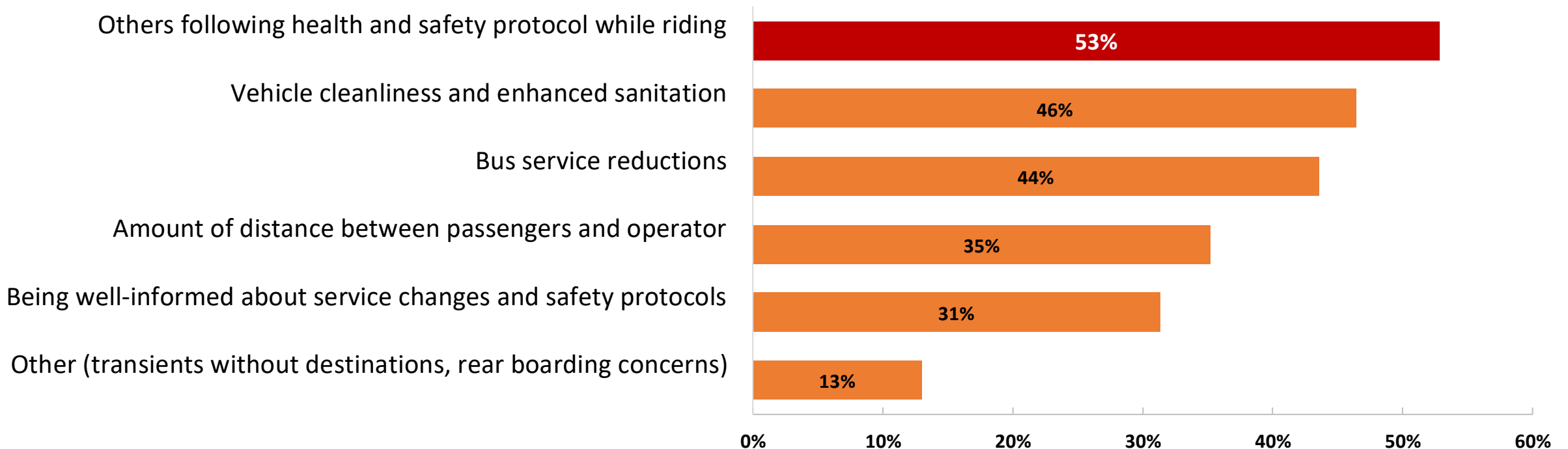
*Q3. Currently, what is your primary reason for riding Omnitrans? Select all that apply.*



# PUBLIC TRANSIT CONCERNS DURING COVID-19

**More than half of customers stated that their top concern is fellow passengers abiding by health and safety measures to protect themselves and others.**

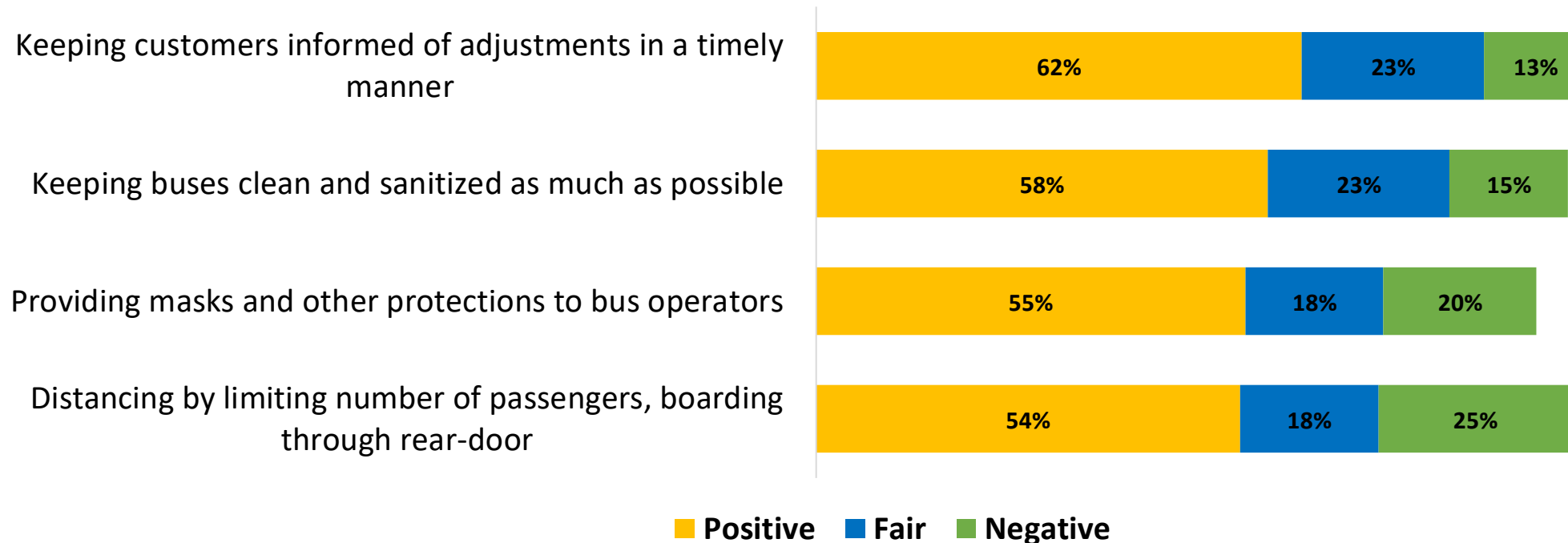
*Q4. Do you have any concerns about riding Omnitrans during COVID-19? If so, select all that apply:*



# RATING OMNITRANS' RESPONSE TO COVID-19

**Customers expressed mostly *positive* satisfaction with four procedures implemented to help prevent spread of COVID-19.**

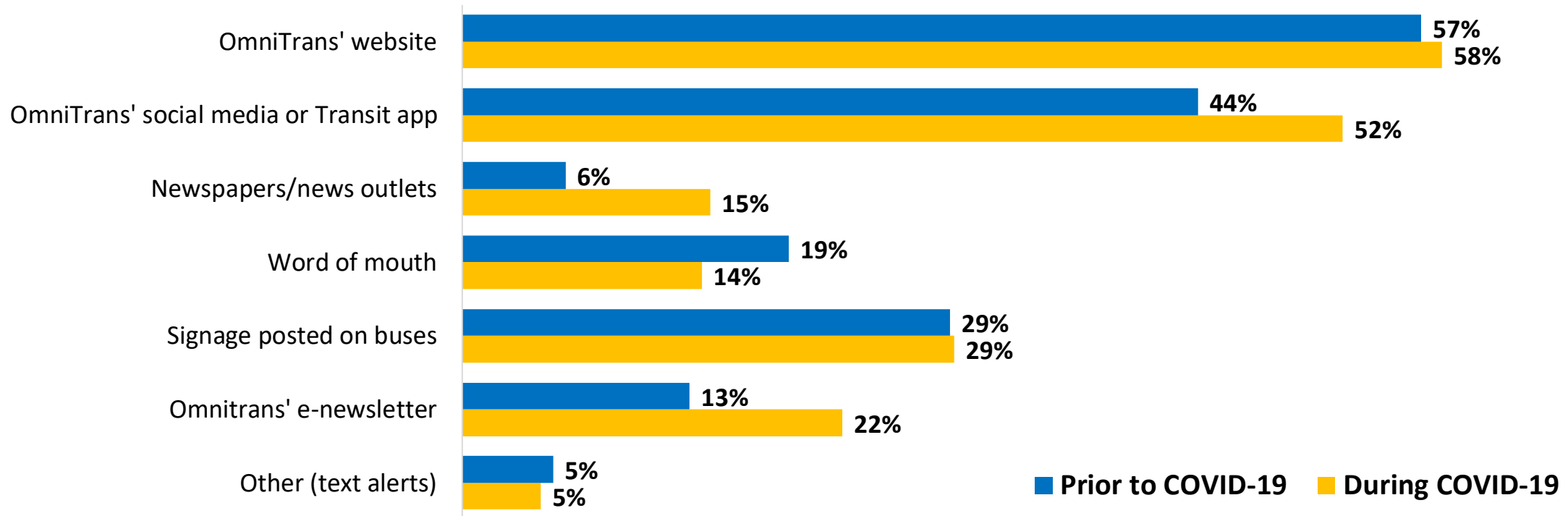
*Q8. In March, Omnitrans started implementing COVID-19 protocols and procedures to protect our customers and employees. How would you rate Omnitrans' response to the coronavirus outbreak?*



# ACCESS TO EMERGENCY INFORMATION & UPDATES

**Local community newspapers/news outlets and Omnitrans' e-newsletter each increased by 9% during COVID-19. Word of mouth decreased nearly 5%.**

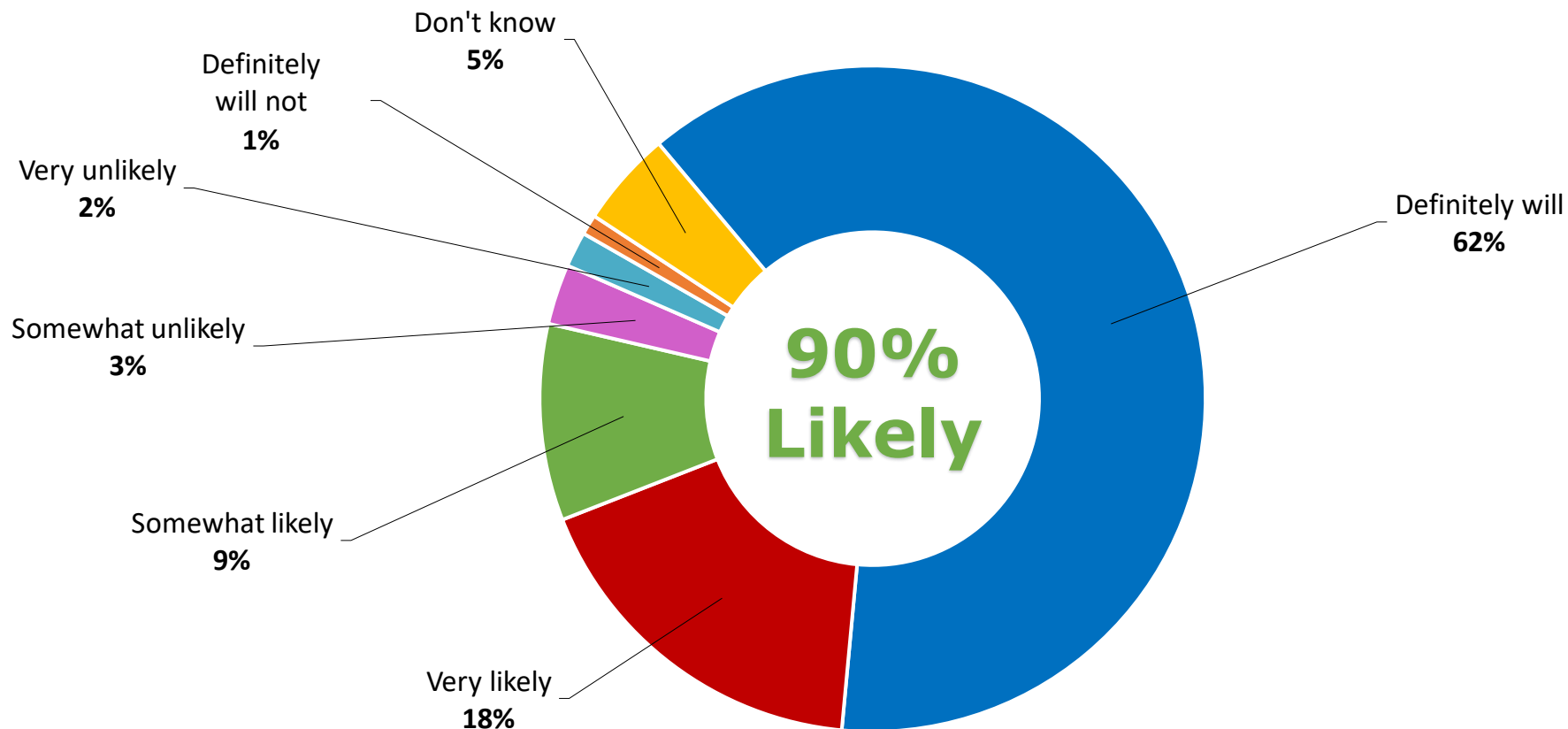
*Q9 & Q10. Before (Q9)/During (Q10) COVID-19, how did you receive information and updates about Omnitrans service? Select all that apply.*



# HOW LIKELY ARE CUSTOMERS TO RETURN TO OMNITRANS?

**90% indicate they are likely to ride after stay-at-home orders are lifted.**

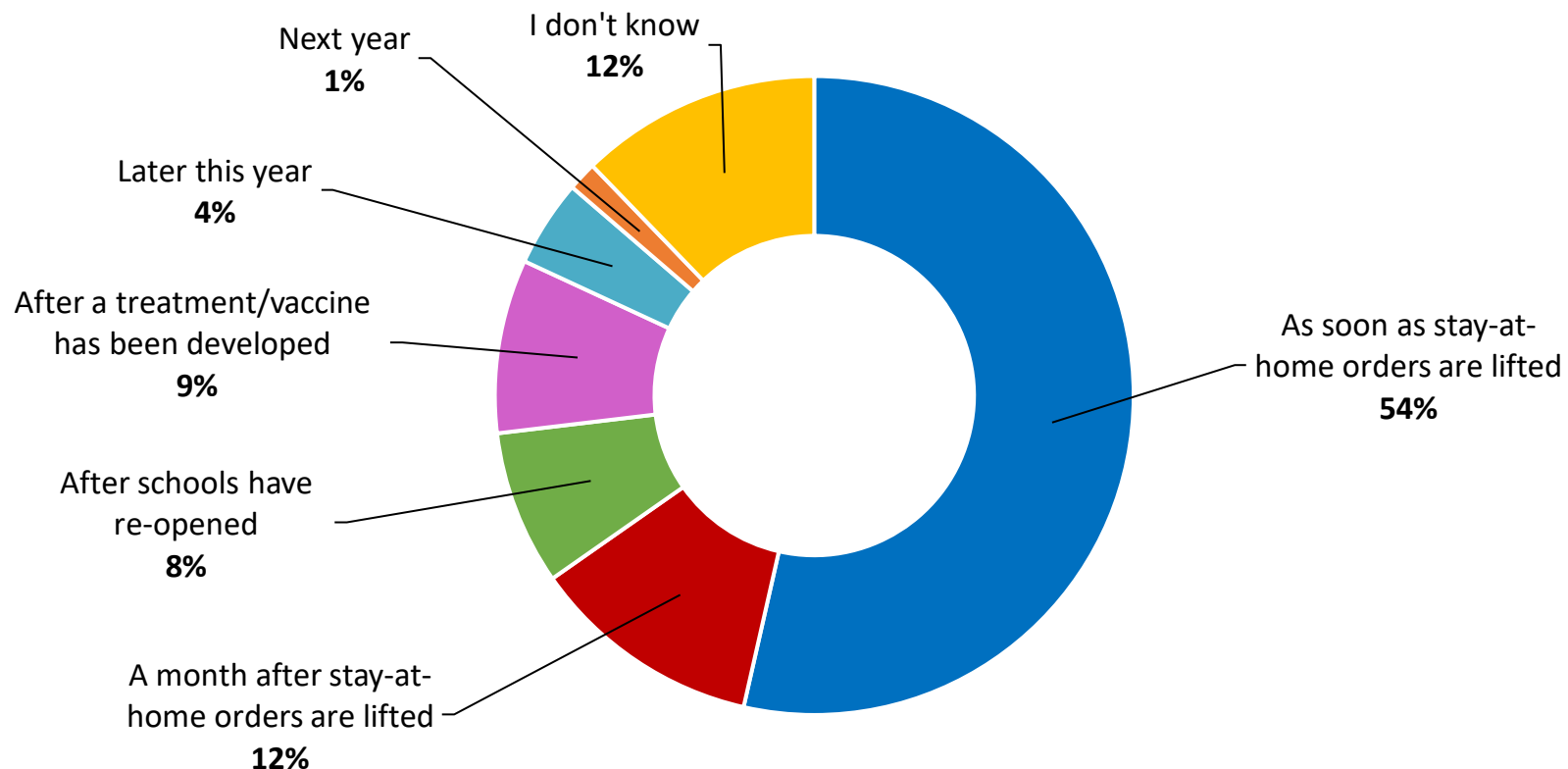
*Q6. Once stay-at-home orders are lifted, how likely are you to keep riding Omnitrans?*



# WHEN ARE CUSTOMERS LIKELY TO FEEL COMFORTABLE RIDING AGAIN?

**54% indicated they would resume riding as soon as stay-at-home orders are lifted.**

*Q7. How soon would you feel comfortable riding an Omnitrans vehicle again?*



# **ADDITIONAL MEASURES CUSTOMERS WOULD LIKE**

**Customers would feel safer riding OmniTrans if the following measures were implemented in addition to what is currently in place:**

*Q5. What additional precautionary measures would make you feel safer while using Omnitrans?*

- 1. Hand sanitizer dispensers aboard buses.**
- 2. Disinfecting of high-touch areas throughout the day.**
- 3. Enforcing mandatory face coverings for all passengers.**
- 4. Continuing 20 passenger max. per bus to encourage social distancing.**

# KEY TAKEAWAYS

- **Most OmniTrans customers remained employed during COVID-19 and rode the bus to their essential jobs.**
- **1 in 10 customers was laid off due to COVID-19; 1 in 10 customers was a student.**
- **30% decrease in frequent riders (5+ days per week).**
- **25% of riders stopped riding altogether during COVID-19.**
- **Customers' biggest concern is *other* customers not following health and safety protocols.**
- **Website & social media remain most reliable methods of communication with our customers.**
- **90% customers are likely to return to OmniTrans after stay-at-home orders are lifted.**
- **More than half of customers (54%) feel comfortable riding OmniTrans as soon as stay-at-home orders are lifted.**

