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# What's New at FAX, May 2022

May 27, 2022

## Your Voice Can Shape the Future of your Community! Participate in the Central California Travel Survey.

Calling transit riders to action! The eight regional planning agencies in Central California need your help to collect vital information for transportation investments. By taking part, you will help regional planners understand how local roads, highways, public transportation, bike lanes, and sidewalks are used today, and how they can be improved to make travel better in the future. Participation is limited, so complete the survey now!

**CENTRAL CALIFORNIA TRAVEL SURVEY**

**TELL US HOW YOU GET AROUND**

**GET STARTED TODAY** Invitation Access Code: fcbcccts

**OPTION 1** Download the smartphone app **rMove™** and sign up

**OR**

**OPTION 2** Sign up at **CentralCAtravelsurvey.com** or call **1-888-215-8106**

Tell us about your travel for **7 Days**

Tell us about your travel for **1 Day**

Receive **\$25 per adult** after all adults complete the survey

Receive **\$20 per household** after completing the survey

You can participate in English, Spanish, and Hmong through the survey smartphone app, the online survey, or by calling toll-free.

Learn more at [CentralCAtravelsurvey.com](http://CentralCAtravelsurvey.com) or by calling **1-888-215-8106**

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THIS STUDY IS SPONSORED BY:

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# FAX Wins the San Joaquin Valley Blueprint Award for the “Q” BRT Route!

In February 2018, Route 1, FAX’s BRT, also known as the Q, began operation, providing faster, more convenient, and more reliable service than a traditional bus line. Spanning 15.7 miles on Blackstone Avenue and Kings Canyon, the BRT includes 51 station pairs, two terminal stations, and one transit center with a shared platform station.

Running at 10-minute frequencies during peak hours, The Q has changed the face of FAX and public transportation in the City of Fresno. Since beginning service in 2018, FAX has served over 10.5 million transit riders per year (pre-COVID), and increased ridership on every route in the FAX fixed-route network.

The Fresno Council of Governments (the regional transportation planning agency for Fresno County) and its partners across the San Joaquin Valley recognized this achievement, presenting FAX with the Transportation Enhancement award of the 2022 San Joaquin Valley Blueprint Awards. This



award program is an effort to recognize plans, policies, and projects from throughout the San Joaquin Valley that support the Blueprint’s “smart growth” principles of bringing high quality transit into our most urbanized areas to help support economic development and affordable housing in our existing communities while reducing sprawl.

FAX staff received the award on behalf of the City of Fresno and the Transportation Department on Thursday, May 12, 2022, at the San Joaquin Valley Policy Conference, held in Clovis, California.

# Summary of Workshops on Title VI and Proposed Service Changes

**FAX held workshops to receive input from our passengers about proposed service changes along Routes 3, 20, and 45, and our Title VI Program.**

FAX recently completed in-person and virtual workshops to solicit feedback from transit riders and stakeholders about the update of its Title VI Program and proposed service changes to routes 3, 20, and 45. Bus stop meetings took place at the busiest bus stops throughout the City of Fresno.

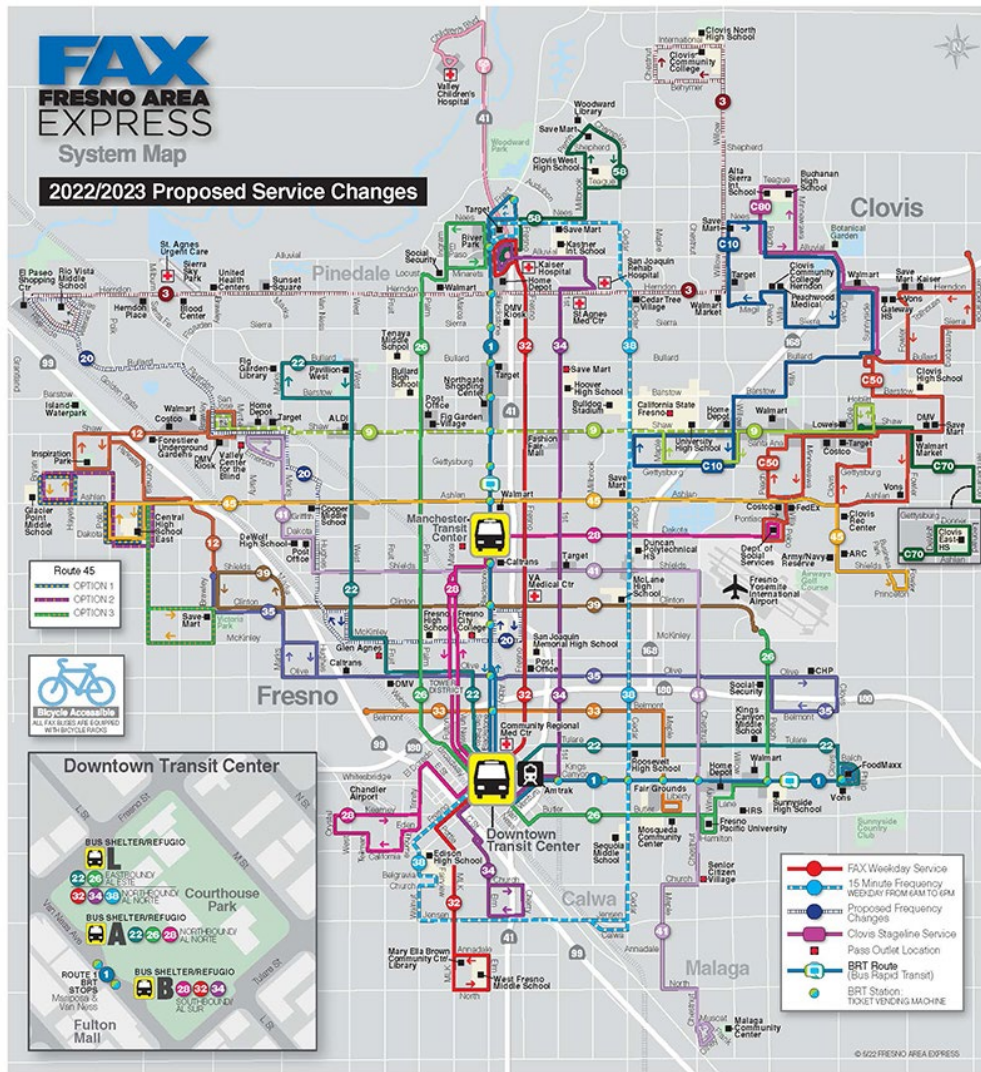
If you did not have an opportunity to attend one of our events, you can send us your comments at [faxoutreach@fresno.gov](mailto:faxoutreach@fresno.gov) by May 31, 2022.

## Proposed Service Changes

FAX is proposing service changes to Routes 3, 20, and 45, including increased frequencies from 45-minutes to 30-minutes. Route 45 also includes service enhancements around Central High School East to better serve students. Three options are under consideration.

Once these changes are implemented, all FAX routes will be running at a maximum 30-minute headway, except for Route 58, which will continue to run at a 1-hour headway.

See the map below for an illustration of the proposed service changes.



## What is Title VI?

The Civil Rights Act of 1964 prohibits discrimination based on race, color, or national origin by any program that receives funding from the Federal government. As a recipient of Federal funding, the City of Fresno (including both FAX and Handy Ride) is required to implement a Title VI Program to ensure its transit and paratransit programs do not discriminate (intentionally or unintentionally) based on the color of a person's skin, race or ethnicity, or country of origin.

## How does Title VI benefit FAX and its customers?

While FAX strives to be non-discriminatory under all circumstances, Title VI spells out specific actions that are considered discriminatory when they are

based on an individual's race, color, or national origin. Some examples of prohibited actions include:

- Using race or English-language proficiency as criteria for eligibility for specific transit or paratransit programs.
- Not allowing someone who cannot speak English well to use FAX services because they cannot communicate in English.
- Not providing service information in a language that is spoken by a significant population within the service area.
- Assigning older buses or other equipment to predominately minority areas for chiefly demographic reasons.

### **Why should I be interested in the 2022 FAX Title VI Report?**

Every three years, FAX prepares a Title VI report to make the public aware of their rights under Title VI, conduct an analysis of the demographic make-up of its service area, and detail the actions it has taken and/or will take to prevent discrimination. It also includes an equity analysis undertaken for fare changes, major service changes, and the construction of new transit facilities. A "Four-Factor Analysis" looks at the number and percentage of people who speak a particular language and do not speak English well, how frequently they interact with FAX, the importance of FAX's services to them, and the resources available to FAX to determine what language assistance measures are appropriate to address the needs of the community.

### **Next Steps**

FAX will release the draft Title VI Program update this summer and will provide several weeks for public comment and input. We encourage your feedback on our Title VI Program as well as the proposed service changes.

### **Highlights from FAX and Handy Ride Transit Passenger Satisfaction Surveys**

Every several years, FAX conducts statistically reliable customer satisfaction surveys of fixed route and Handy Ride passengers. The purpose of the surveys

is to provide current information and opinions concerning customer satisfaction, travel behavior, and rider demographics and to compare the results of the 2022 survey with results from prior surveys, particularly the more recent 2018, 2014 and 2011 FAX surveys (see Infographic further below). In addition, this year, the survey highlights changes that may be related to ridership effects of the COVID pandemic.

Some highlights from the surveys are listed below. To view the full survey reports, click [here](https://www.fresno.gov/transportation/plans-reports-notices/#tab-10) (https://www.fresno.gov/transportation/plans-reports-notices/#tab-10).

## **Highlights from the Fixed Route Survey**

The 2022 fixed route survey was conducted at bus stops, on buses, and online. FAX received 876 responses, which yielded a +/- 3.3 percent margin of error at the 95 percent level of confidence.

### Rider Demographics

- Approximately one-third of respondents were between 18 and 34 years of age with another 36 percent between the ages of 35 and 54. The median age of 41.3 years of age is a quantum leap over 2018, 2014 and 2011 (all approximately 33 years of age). This age increase is likely tied to a substantial decline in school-age riders during the COVID pandemic and is not necessarily reflective of a long-term effect.
- Respondents were primarily Hispanic/Latino (43 percent), White (27 percent), and Black/African American (15 percent), with White riders showing a marked increase from 2018 and Black/African American riders declining.
- About 40 percent of respondents earn an annual household income of less than \$10,000 and another 22 percent earn between \$10,000 and \$19,999 on an annual basis. The median respondent annual household income is \$13,800, which represents a considerable increase over 2018 (\$9,300), including 9 percent earning \$75,000 or more per year in contrast to only 2 percent in 2018.

## Customer Travel Characteristics

- 70 percent of FAX customers do not have access to a car or other vehicle. This represents a decline among FAX customers who do not have access to a vehicle. In 2018, 77 percent did not have access to a vehicle.
- Among the 30 percent who do have access to a vehicle, over one-fourth (27 percent) use FAX instead of their vehicle because they wish to save gasoline, noting that the bus is less expensive than using their vehicle. The 2022 survey showed that environmental concerns are growing as a reason to take the bus (increasing from 1 percent in 2018 to 9 percent in 2022).
- The dominant typical trip purposes of FAX customers are work/business (32 percent) followed by errands/personal (20 percent), and shopping (16 percent).
- 80 percent of bus customers are willing to use an electronic fare payment system if such a system becomes available. This finding is consistent with the results in 2018.

## Customer Satisfaction with FAX Bus Service

- Customers express substantial overall satisfaction with the FAX bus system. 80 percent are either very satisfied (44 percent) or satisfied (36 percent). Another 15 percent are slightly satisfied. This high overall satisfaction rating represents a notable increase in satisfaction from the 2014 survey period.
- Customers identify on-time performance as the most important weighted bus feature, followed by frequency of buses, and time to complete a trip. These same bus service features were given similar levels of weighted importance in the 2014 and 2018 surveys.
- The “report card” that was developed for prior surveys shows that FAX has been a consistent success with high customer satisfaction. The grades, themselves, remain as they were in 2018; however, improvement within each grade level is found for almost all characteristics. The level of satisfaction has markedly improved from the 2014 and 2011 surveys.

## Customer Preferences for Receiving FAX Communications

- The preference for electronic communication systems such as the use of rider alerts, the FAX website, the MyFAXBus app has increased substantially in 2022 (55 percent). In 2018, 39 percent preferred such communication technology and in 2014 and 2011, the percentages were 25 percent and 6 percent, respectively. The preference for social media as a technology for communication doubled since the 2018 survey.
- Nearly 70 percent of FAX customers use mobile apps to help plan their bus trips.

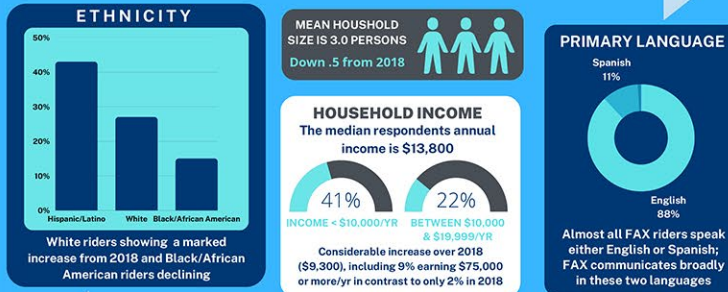
The main conclusion from the 2022 fixed route survey is that there is compelling evidence that FAX customers demonstrate a very high level of satisfaction with the services provided on the bus system. The level of satisfaction of all features of bus service has improved significantly since the 2014 and 2011 surveys.



# Bus Passenger Satisfaction Report 2022



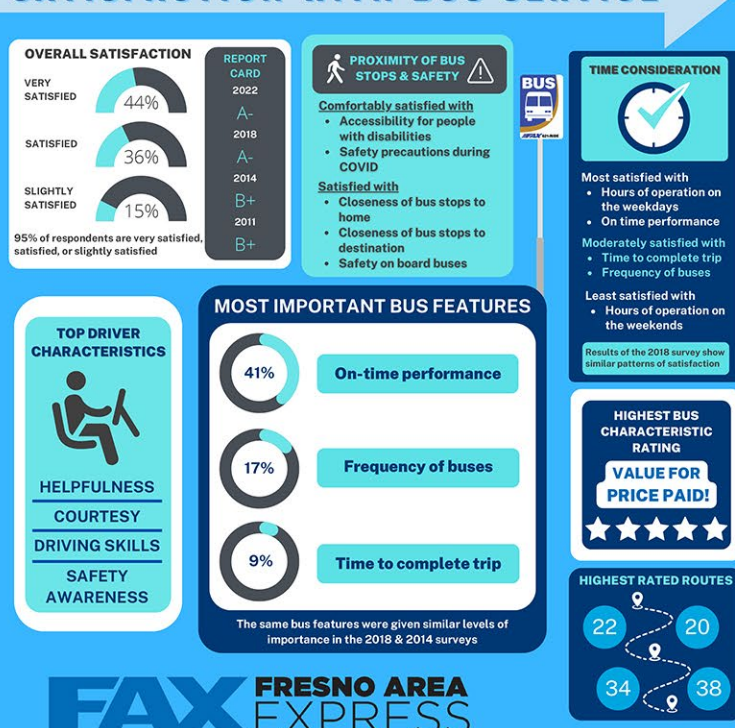
## RIDER DEMOGRAPHICS



## CUSTOMER TRAVEL CHARACTERISTICS



## SATISFACTION WITH BUS SERVICE



## Highlights from Handy Ride Survey

The 2022 Handy Ride survey consisted of a random telephone sample of 254 customer respondents selected from a list of 2,768 Handy Ride customers who have used the system within the past three years. This sample yields a margin of +/-5.9 percent at the 95 percent level of confidence.

### Of the Survey Respondents

- Nearly two-thirds are female.
- Approximately, one-third of respondents are White followed by Hispanic/Latino (33 percent) and African American (19 percent).
- 78 percent earn an annual household income of less than \$20,000 (40 percent less than \$10,000 and 38 percent between \$10,000 and \$19,999).

### Handy Ride Customer Trip Characteristics

- Approximately three-fourths of Handy Ride customers have used the service for 1.5 years or more, including over half that have used the service for 3 or more years. The current customers have somewhat less tenure as riders of Handy Ride than the customers in the 2018 and 2014 surveys. These data reflect an increase in newer riders but demonstrate overall strong and sustained ridership on the Handy Ride system.
- 60 percent of customers indicate that their dominant trip purpose made on the Handy Ride system is going to appointment, such as doctors' visits. This finding represents a decrease over the results in 2018 (72 percent with appointments as the dominant trip purpose). The current finding is more consistent with the results of the 2014 and 2011 surveys where 63 percent and 65 percent respectively indicated that appointments were their most common trip.

## Customer Satisfaction with Handy Ride Service

Handy Ride customers demonstrate a high level of satisfaction with Handy Ride Service. In fact, 83 percent are either very satisfied (52 percent) or satisfied (31 percent).

- This pattern of high satisfaction with the Handy Ride service has been the pattern over the last 18 years – from 2004 to 2022.
- Among the five highest-rated Handy Ride features, customers provide the highest mean ratings for rating for drivers' safety consciousness, followed closely by drivers' driving skills, reservation staff's implementation of COVID screening protocols, and drivers' enforcement of COVID procedures, and value of Handy Ride service provided for the price. Generally, the mean overall satisfaction ratings for this first tier of highly rated features in the 2022 survey are slightly lower than they were in 2011, 2014, and 2018 surveys.

## Handy Ride Time-Related Considerations

- The typical Handy Ride trip is 34.0 minutes (mean) and 30 minutes (median). The Handy Ride trip for 70 percent of customers is 30 minutes or less. This is very consistent with the results of the 2018, 2014, and 2011 surveys where 71 percent, 72 percent, and 70 percent respectively has a typical trip last 30 minutes or less.
- It is noteworthy that, in the current survey, the typical mean wait time of 39.8 minutes and the median wait time of 30 minutes are considerably less than the maximum wait time guideline of 90 minutes allowed for will-call pick up for 30 minutes or less. The typical wait time in 2022 is consistent with the findings in 2014 and 2018 where 53 percent and 59 percent of customers, respectively, had wait times of 30 minutes or less.

## Use of FAX Fixed Route Bus and Exclusive Reliance on Handy Ride

- More than 70 percent of Handy Ride customers either strongly agree (38 percent) or agree (33 percent) that they are totally dependent upon Handy Ride for their transportation needs. This represents an increase in Handy Ride dependency since 2018 where 65 percent either strongly agreed or agreed that they were totally dependent on Handy Ride. The

2014 level of agreement regarding Handy Ride dependency was 70 percent, and in 2011, the level of dependency was 64 percent.

Conclusions from the 2022 Handy Ride Transit Passenger Satisfaction Survey  
As with the FAX Transit Passenger Satisfaction Survey for fixed route, there is strong evidence that Handy Ride customers demonstrate a very high level of satisfaction with the services they receive. This high overall satisfaction with the Handy Ride system has been sustained and documented over 18 years – since the 2004 Customer Satisfaction Survey. This satisfaction is further evidenced by a strong record of customer retention.

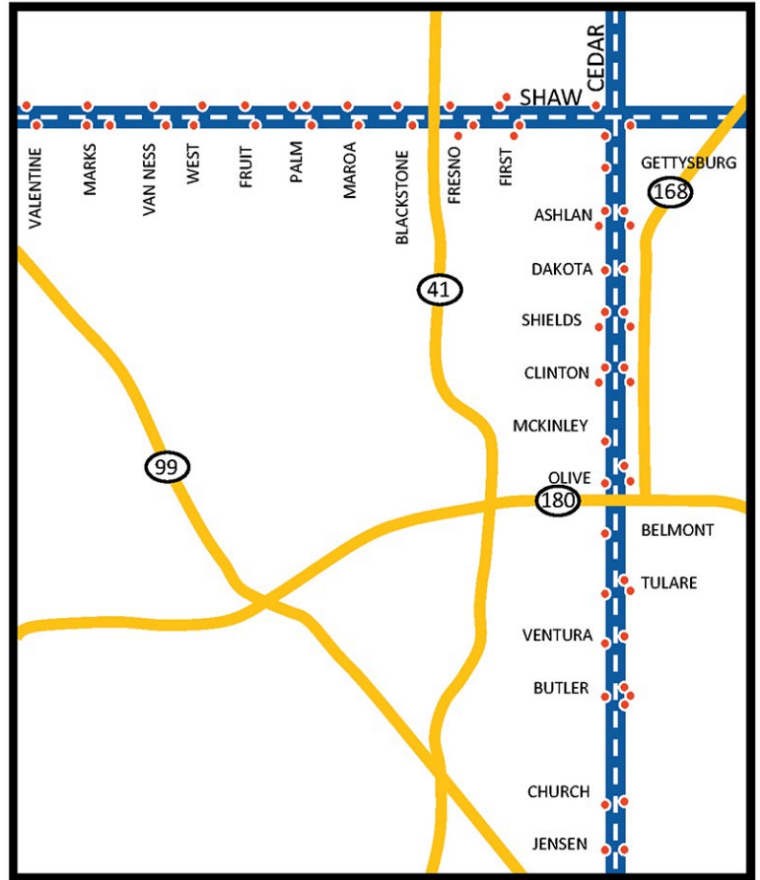
FAX thanks our passengers for participating in the 2022 survey. Gift cards were raffled for those that participated. The raffle winners have now received their gift cards. The next survey will be conducted in two to three years.

## **Shaw-Cedar Bus Stop Improvement Project**

Fresno Area Express (FAX) received a grant from state funds to upgrade 63 bus stops along the FAX fixed Route system on Shaw from Valentine to Cedar, and on Cedar from Jensen to Shaw. The funding will provide accessible locations to wait for the bus and accessible pathways for passengers. Improvements include adding new bus stop amenities such as shelters, benches, and trash receptacles, and or enlarging concrete bus stop landings; and improving curbs and gutters.



FAX is planning to enhance bus service by upgrading passenger amenities, updating bus stops to comply with Americans with Disabilities Act recommendations, and improving bus stop infrastructure to meet current and future needs. We will be improving 63 locations along intersecting Shaw (Route 9) and Cedar (Route 38) Avenues. These are high frequency routes operating with 15-minute frequencies during regular service hours. Twenty-eight of these stops are on Shaw between Valentine and Cedar, and thirty-five of them are on Cedar between Jensen and Shaw.



This project is part of FAX's effort to improve service and will provide passengers with new shelters, benches, trash receptacles and added security lighting. Ultimately, this project benefits 12 additional bus routes which intersect Routes 9 and 38: Routes 1, 20, 22, 26, 32, 34, 35, 38, 39, 41, and 45. This work is expected to be completed within 1 year from the start of the project. We appreciate your patience as we enter the construction process. Thank you for supporting FAX! If you have any questions, please dial 311.

## **Federal Mask Mandate Lifted for Public Transportation**

On April 18, 2022, a federal judge lifted the mask mandate for public transportation. While FAX passengers and employees are no longer required to wear masks while on board our buses, masks are welcome and remain an important preventive measure against COVID-19. We encourage passengers to wear masks for their protection while riding FAX. In the meantime, we will continue to stock and issue masks to drivers and passengers upon request.

To protect the health and safety of FAX bus drivers and fellow transit riders, do not board the bus if you:

- Have a fever (100.4F), feel warm, or feel chills.
- Have a persistent cough, sore throat, or runny nose.
- Have had contact or spent time with a suspected or known COVID-19-infected individual.

If you meet any of these conditions, go home at once and self-isolate.



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