RIDERSHIP SURVEY

- Conducted by ETC August - October 2017
- In-person surveys conducted on board the Main Street MAX and the KC Streetcar
- The purpose was to understand travel patterns, trip purpose, access modes and general demographics of transit passengers in order to assist with ridership forecasting
- The survey consisted of two major elements:
  - On-to-Off survey to identify boarding and alighting paths
  - Origin-Destination survey that includes a detailed interview of passengers
- ETC collected 642 validated weekday responses and 949 validated weekend responses from KC Streetcar riders
- CONCLUSION: Each district feeds riders to other districts, connecting key employment and entertainment areas on the route.
WHO IS RIDING THE KC STREETCAR?

76% KC METRO RESIDENTS

24% VISITORS

*According to an in-person survey conducted on-board the KC Streetcar in fall 2017.
WHO IS RIDING THE KC STREETCAR

- 76% KC metro residents / 24% Visitors
- Streetcar riders are living and working Downtown
- 38% of riders live Downtown. Of these riders, 43% are getting to work
- 95% of these riders walk to access the streetcar
- Streetcar riders: 56% Male, 44% Female
WHO IS RIDING THE KC STREETCAR?

25-34 YEARS
= largest category of riders (34%)

34% of riders are over the age of 45

*According to an in-person survey conducted on-board the KC Streetcar in fall 2017.
WHO IS RIDING THE KC STREETCAR

**CHOICE RIDERS**

65% of streetcar riders **CHOOSE TO RIDE** (meaning they have a vehicle available but choose to take the streetcar instead)

*According to an in-person survey conducted on-board the KC Streetcar in fall 2017.*
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WHAT ARE KC STREETCAR RIDERS DOING DOWNTOWN?

RIDERS are using the streetcar to CIRCULATE DOWNTOWN (streetcar is connecting districts)

More than 90% ARE RIDING TO A DESTINATION (Joy-riding is at 3% on weekdays, 8% on weekends)

*According to an in-person survey conducted on-board the KC Streetcar in fall 2017.
WHAT ARE KC STREETCAR RIDERS DOING DOWNTOWN?

50% of weekday riders are SPENDING MONEY (tourism, shopping, entertainment & dining)

*According to an in-person survey conducted on-board the KC Streetcar in fall 2017.
WHERE ARE KC STREETCAR RIDERS GOING?

38% of streetcar riders are accessing employment

*According to an in-person survey conducted on-board the KC Streetcar in fall 2017.
TRAVEL PATHS

UNION STATION
= most frequently used single stop

however...
RIVER MARKET
is just as popular if all 3 stop options are combined

*According to an in-person survey conducted on-board the KC Streetcar in fall 2017.
50% of early morning travel is riders heading from either end point of the line to the Central Business District for work.
Union Station boardings are feeding travel to all other stops equally.
Boardings from Union Station and River Market stops equal more than 50% of all boardings during this time period.

This “after work” time period, is feeding travel to entertainment and dining districts.
Path of Travel: Weekday Night

- Weekday night has riders traveling from entertainment and dining districts back to the northern end of the line.