

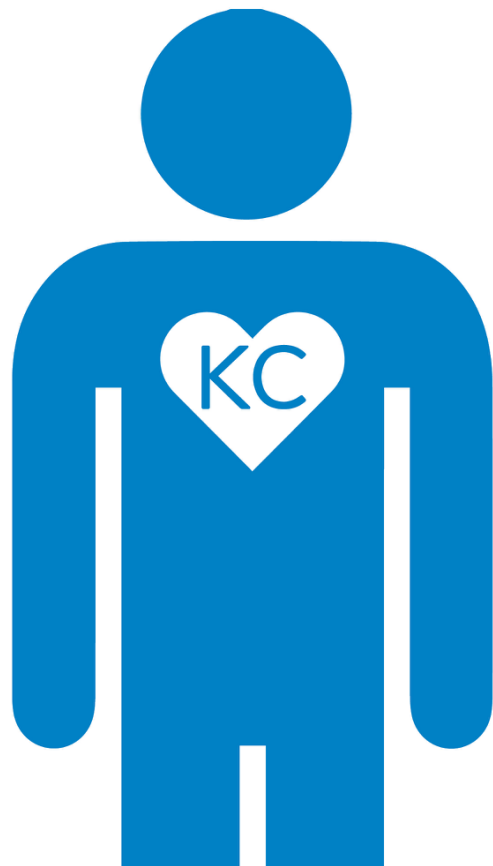


KC STREETCAR RIDERSHIP SURVEY

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**



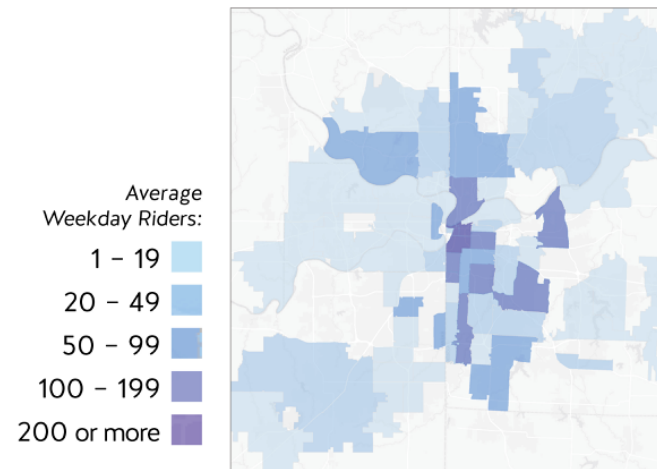
24%
VISITORS

*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?



*Home zip code of average weekday riders based on fall 2017 on-board survey.



The majority of
KC RESIDENTS
from *outside the
Downtown Loop*

are using the streetcar to
CIRCULATE...
TAKING MORE THAN 1 TRIP
(i.e. streetcar is connecting districts)



WHO IS RIDING THE KC STREETCAR?



25-34 YEARS

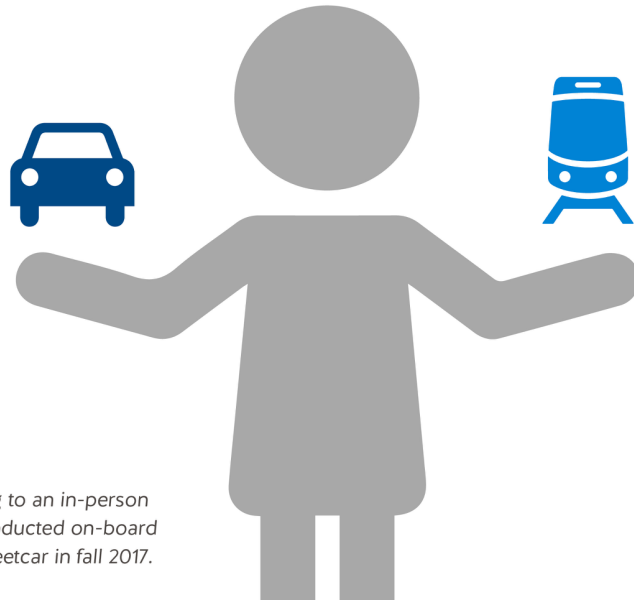
= largest category of riders (34%)

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

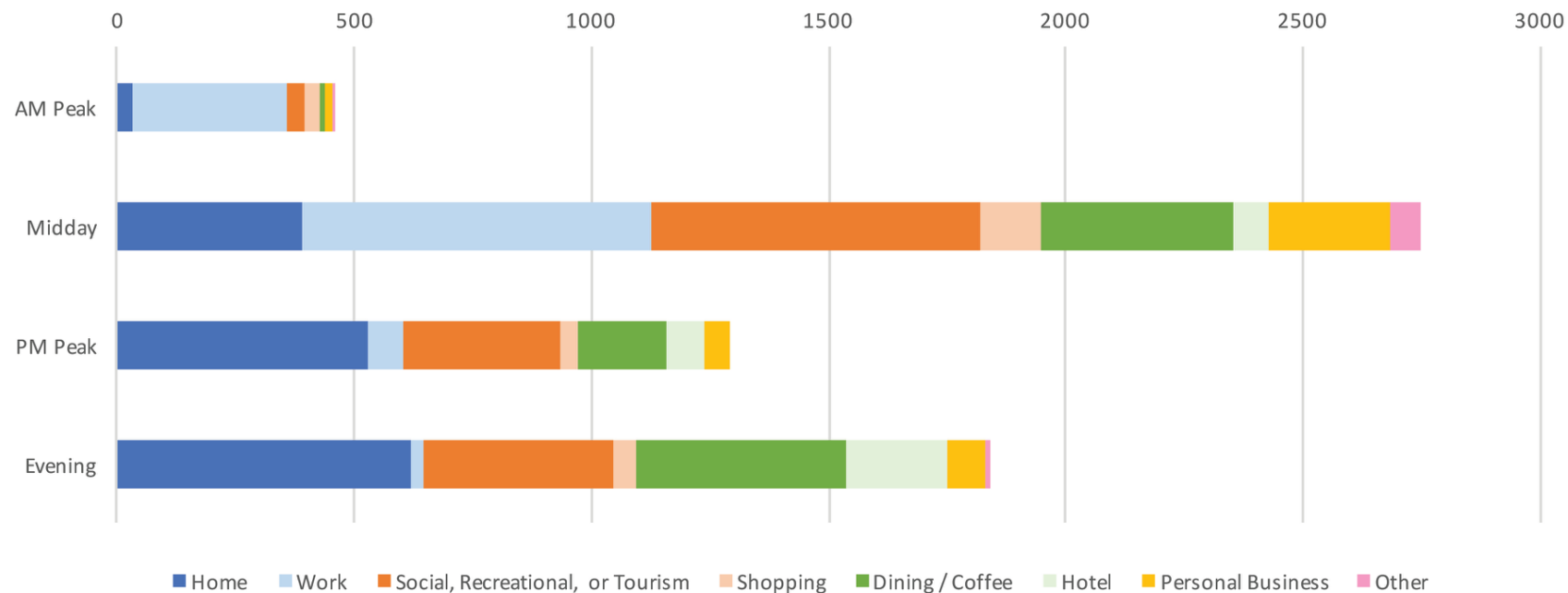
**CHOOSE
TO RIDE**

(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.

WHEN + WHY ARE RIDERS TAKING THE KC STREETCAR?

Weekday Destinations



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

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?



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

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

WHERE ARE KC STREETCAR RIDERS GOING?



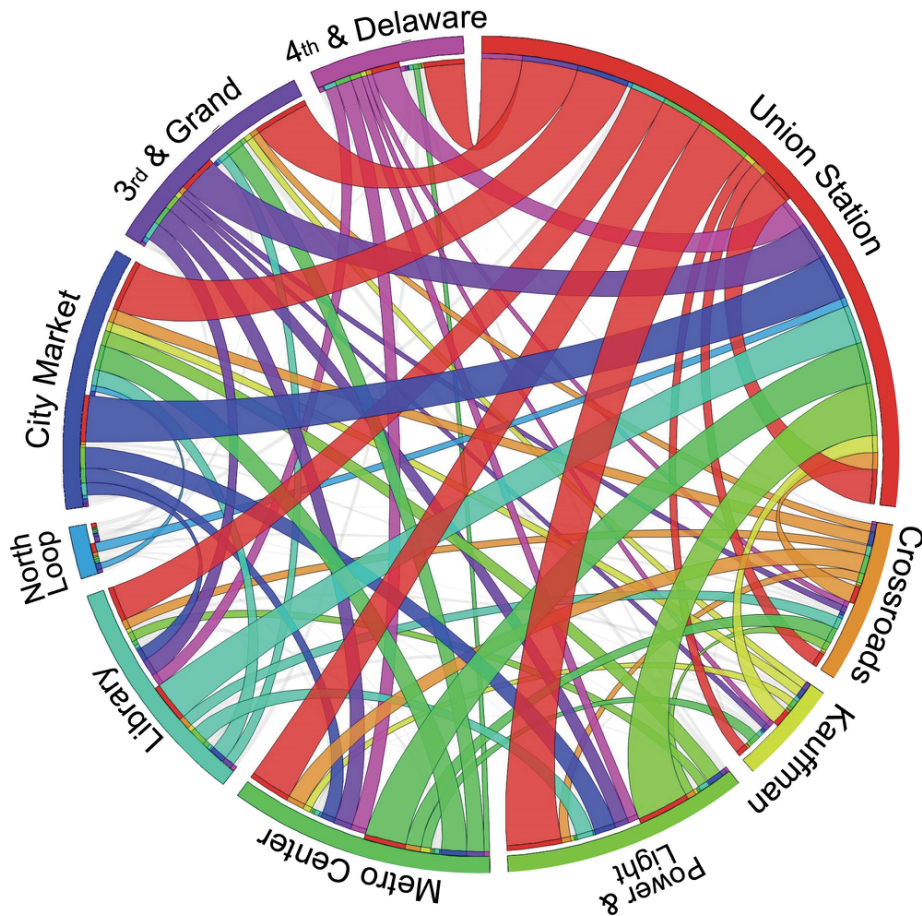
38%

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

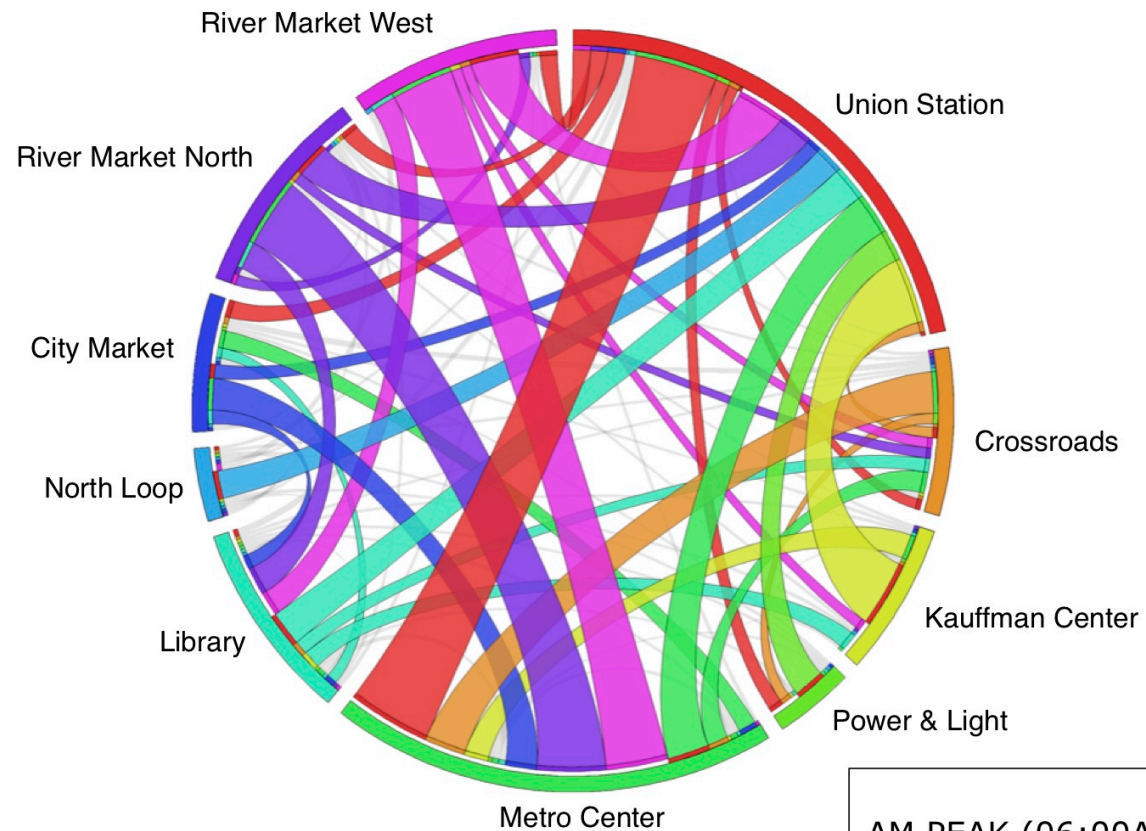
however...

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.

PATH OF TRAVEL: Weekday AM Peak

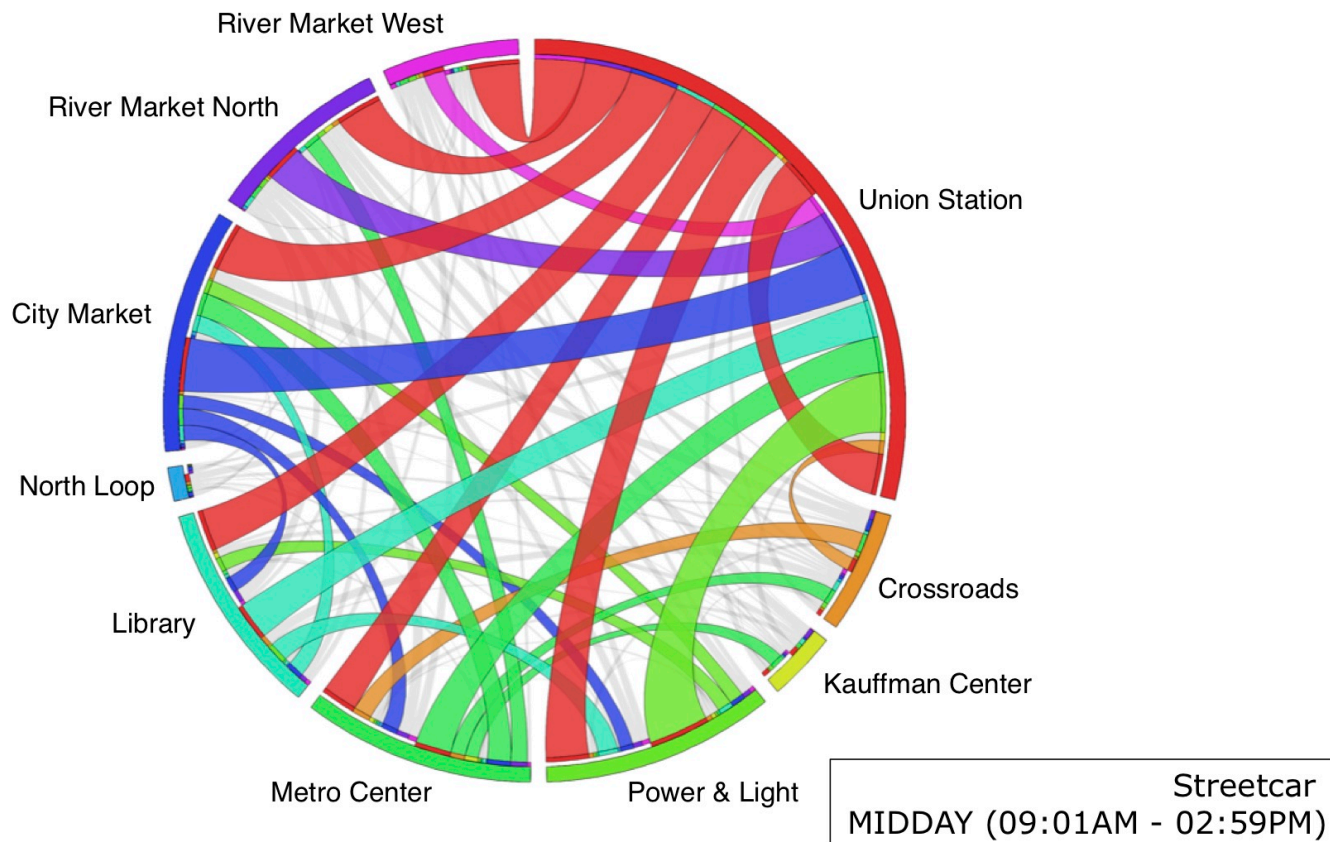


- 50% of early morning travel is riders heading from either end point of the line to the Central Business District for work

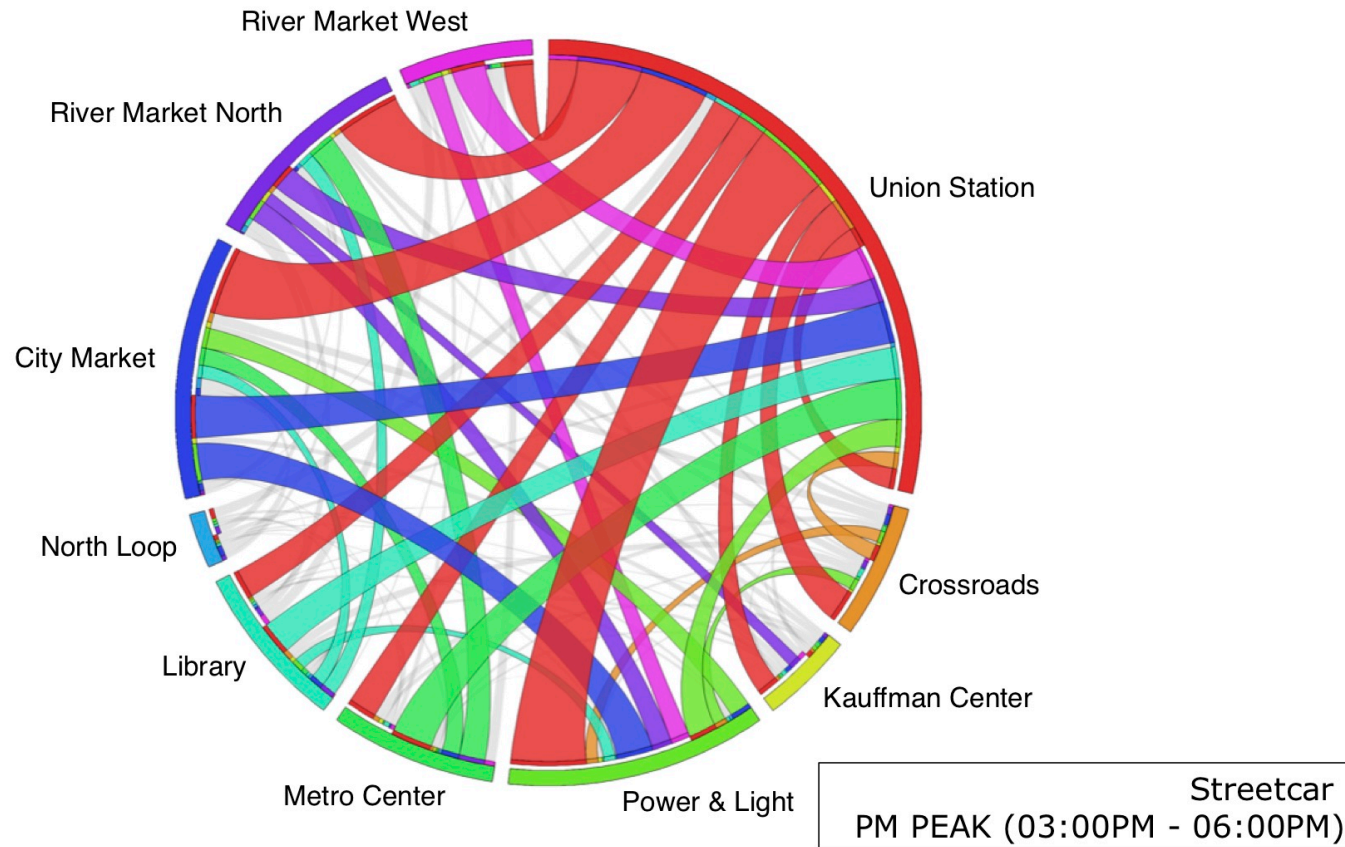
Streetcar
AM PEAK (06:00AM - 09:00AM)

PATH OF TRAVEL: Weekday MIDDAY

- Union Station boardings are feeding travel to all other stops equally

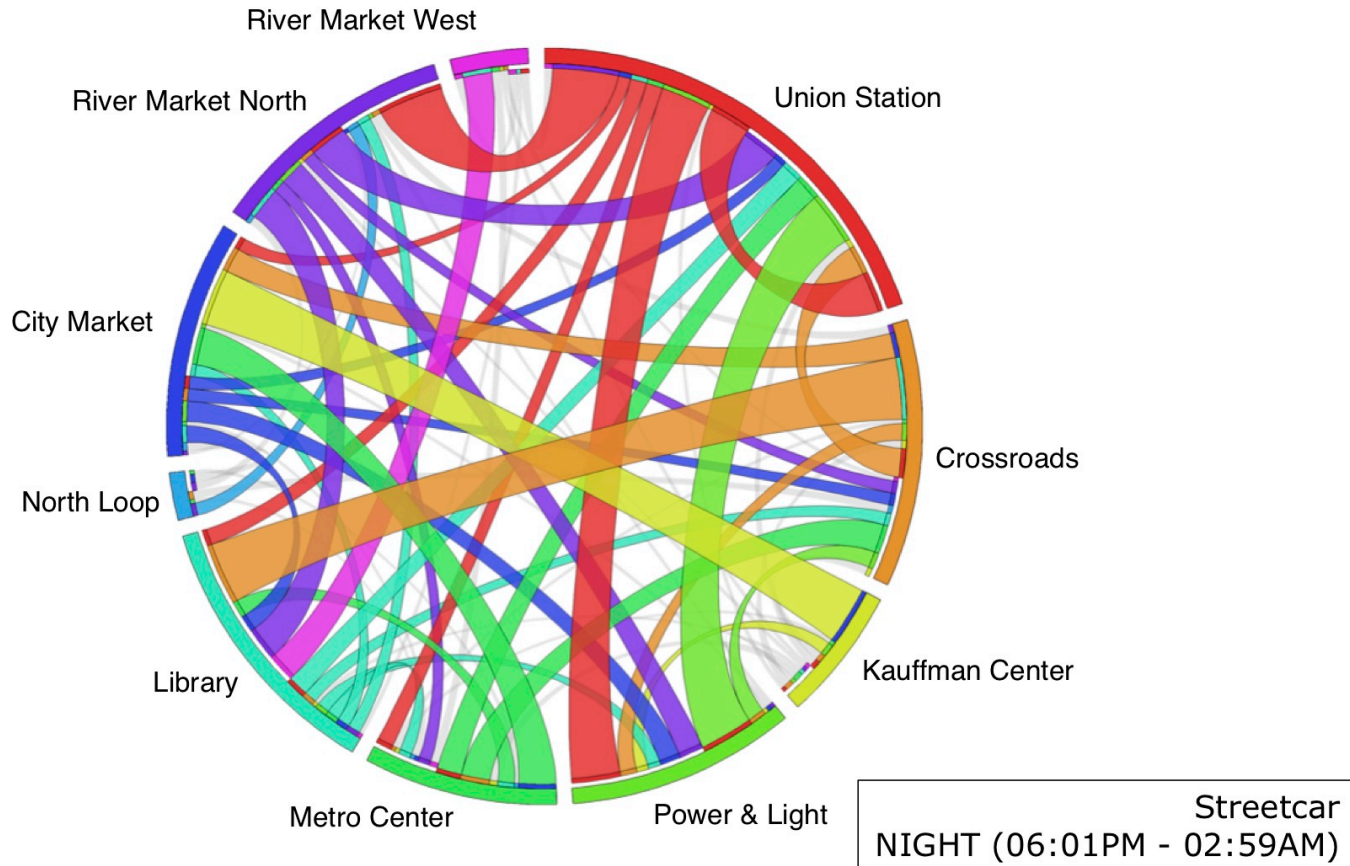


PATH OF TRAVEL: Weekday PM Peak



- 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.