



# HOV/Express Lanes User Survey

October 16, 2008

# The Goal

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- Survey users of HOV/Express Lanes to assess:
  - Reasons for Use
  - Level of Satisfaction
  - Demographics/Use Patterns

# The Process

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- Videotaped Traffic Along Express Lanes
  - Sampling proportional to traffic/day/time
  - Coordination with Colorado State Patrol
- Matched License Plates with Addresses
  - Coordination with Colorado Department of Revenue
- Mailed Surveys to Households

# Reporting Note

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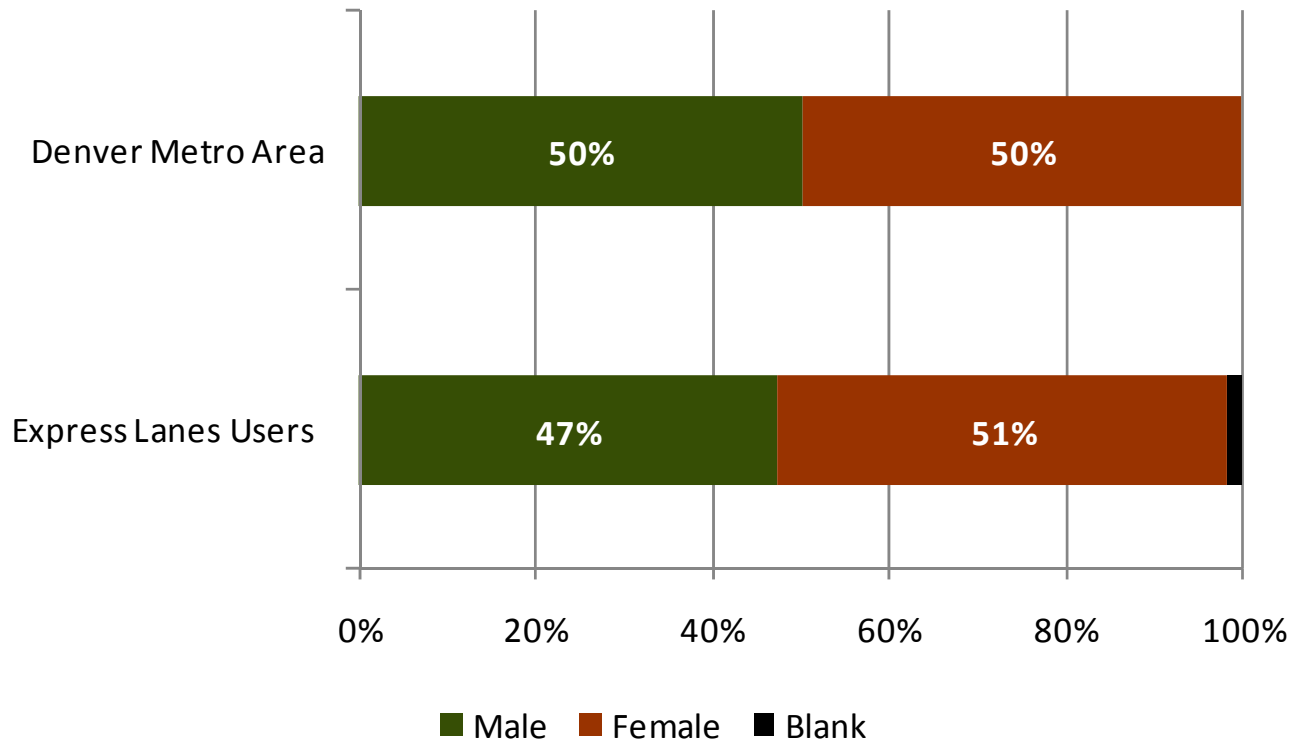
- Data reflects a random sample of people in the lanes at a point in time
  - Reflects Trips More Than Users



# WHO ARE EXPRESS LANE USERS?

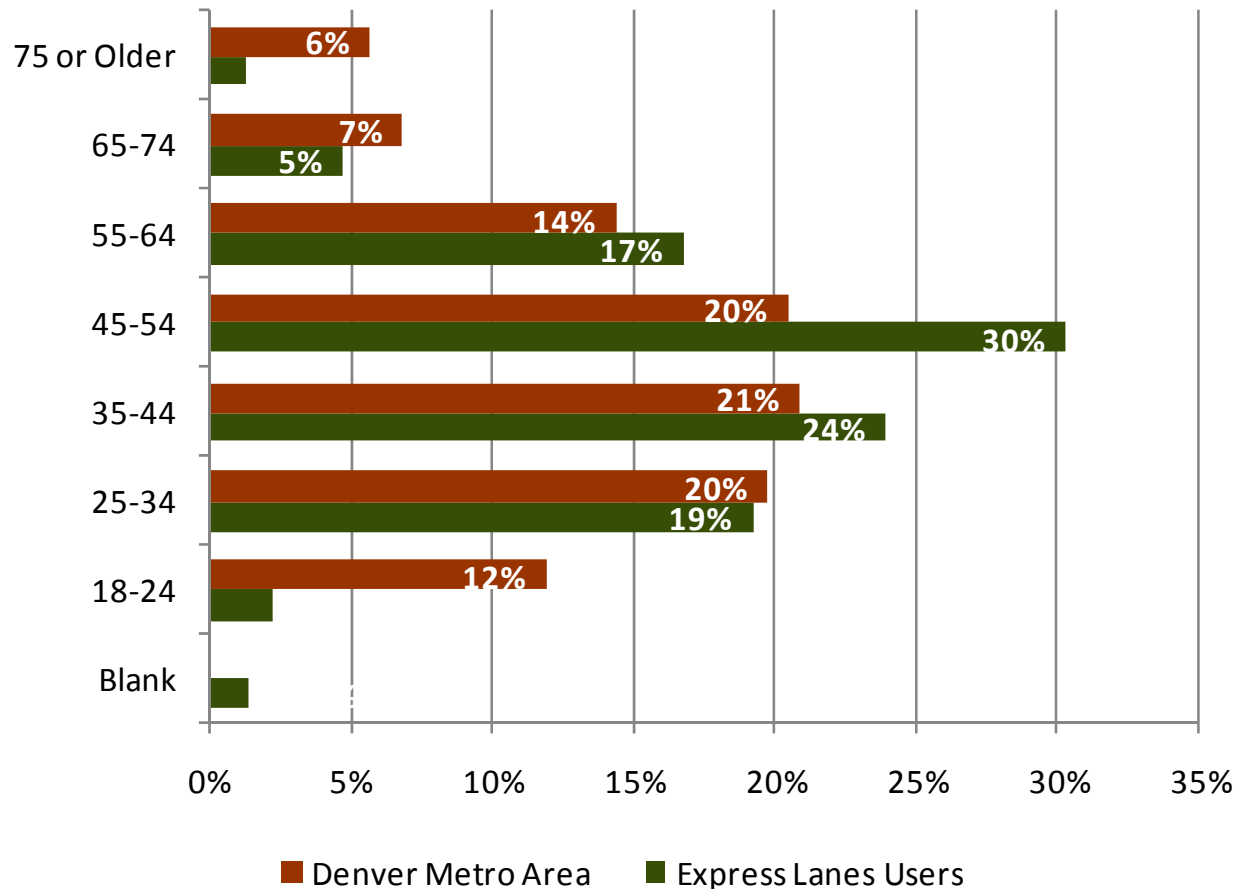
# Gender

- Skews slightly female



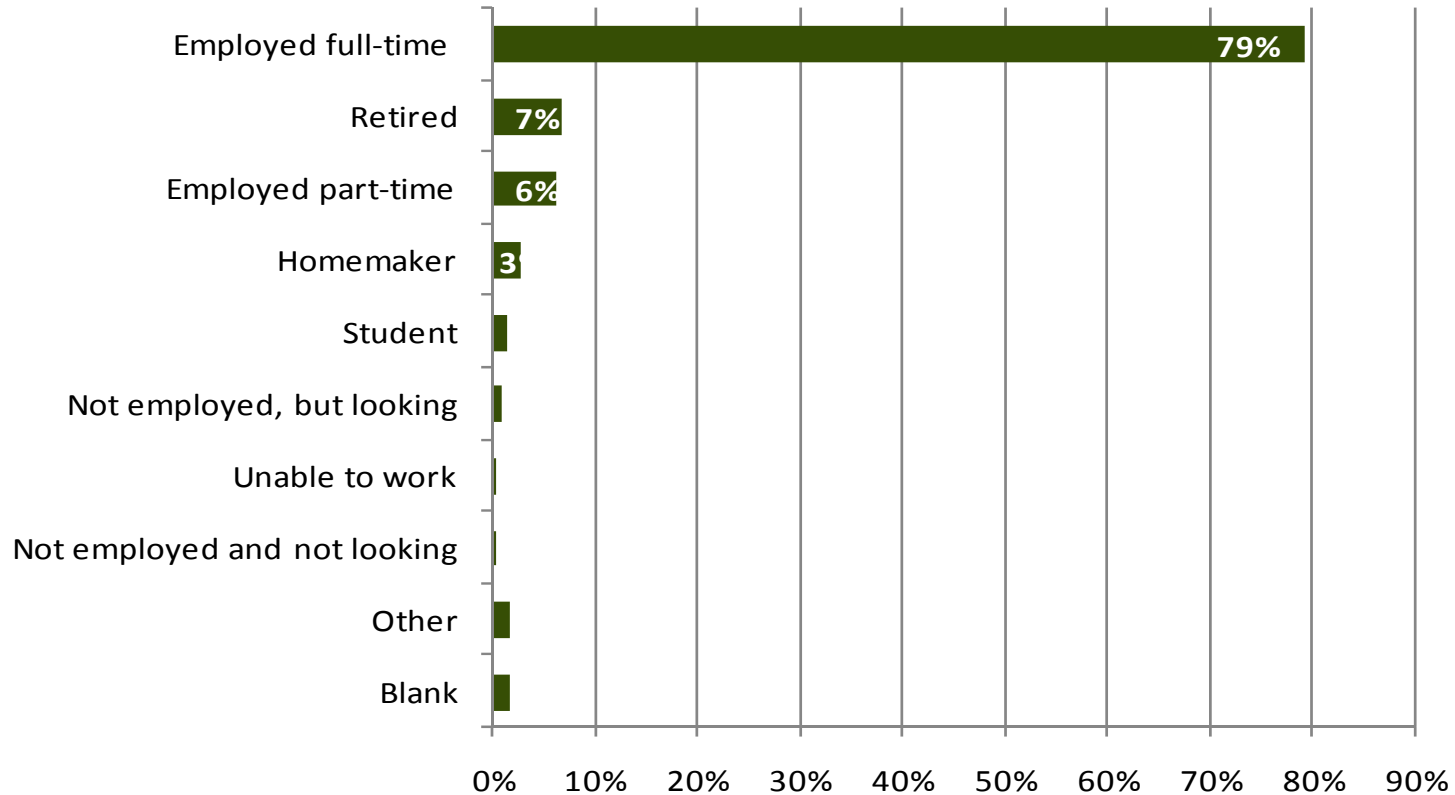
# Age

- Skew a bit toward working-age populations



# Job Status

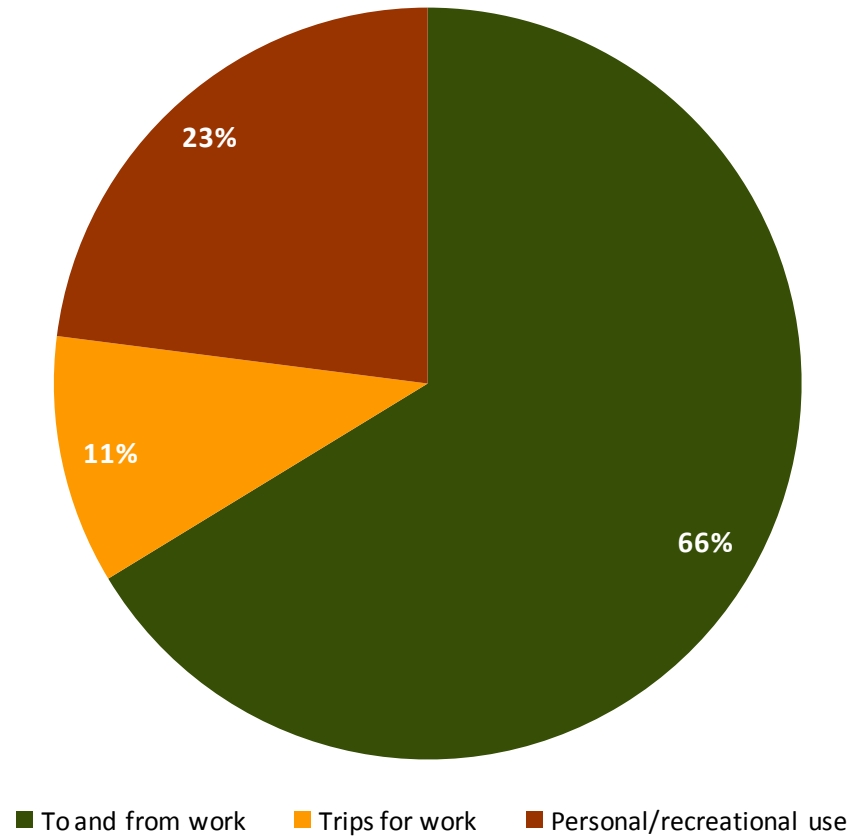
- Most are employed full-time.





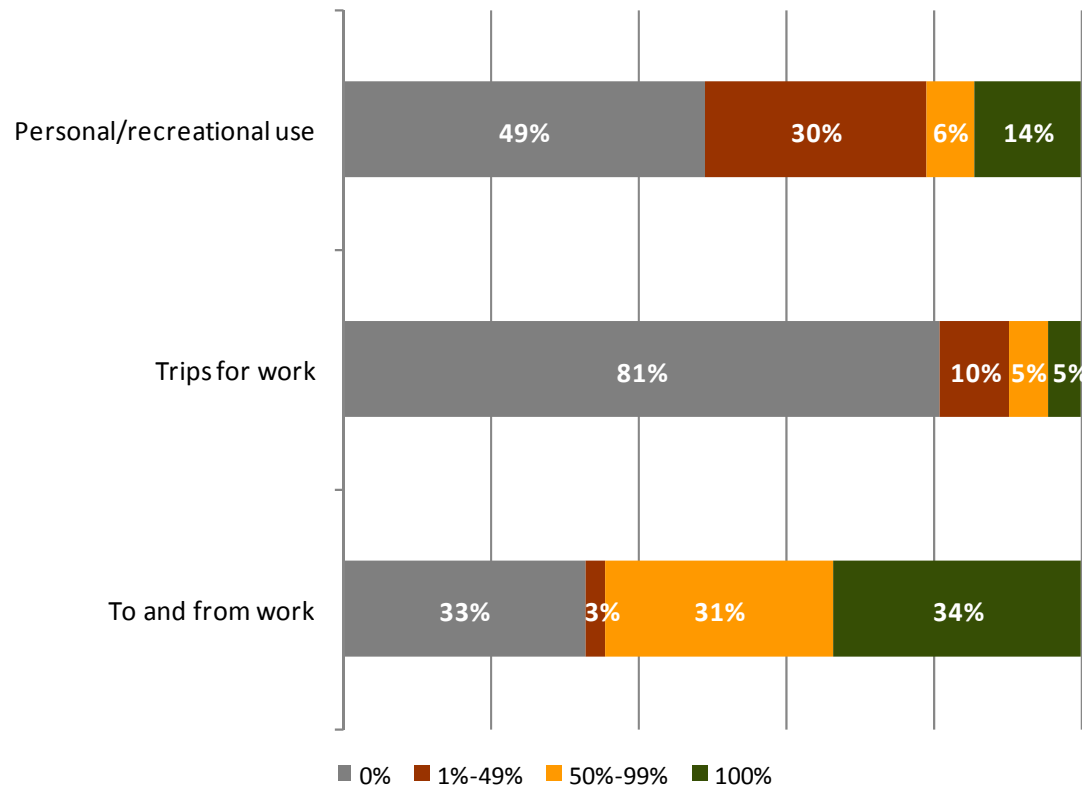
# Express Lanes Are Primarily for Commuting

- Most trips are for work.



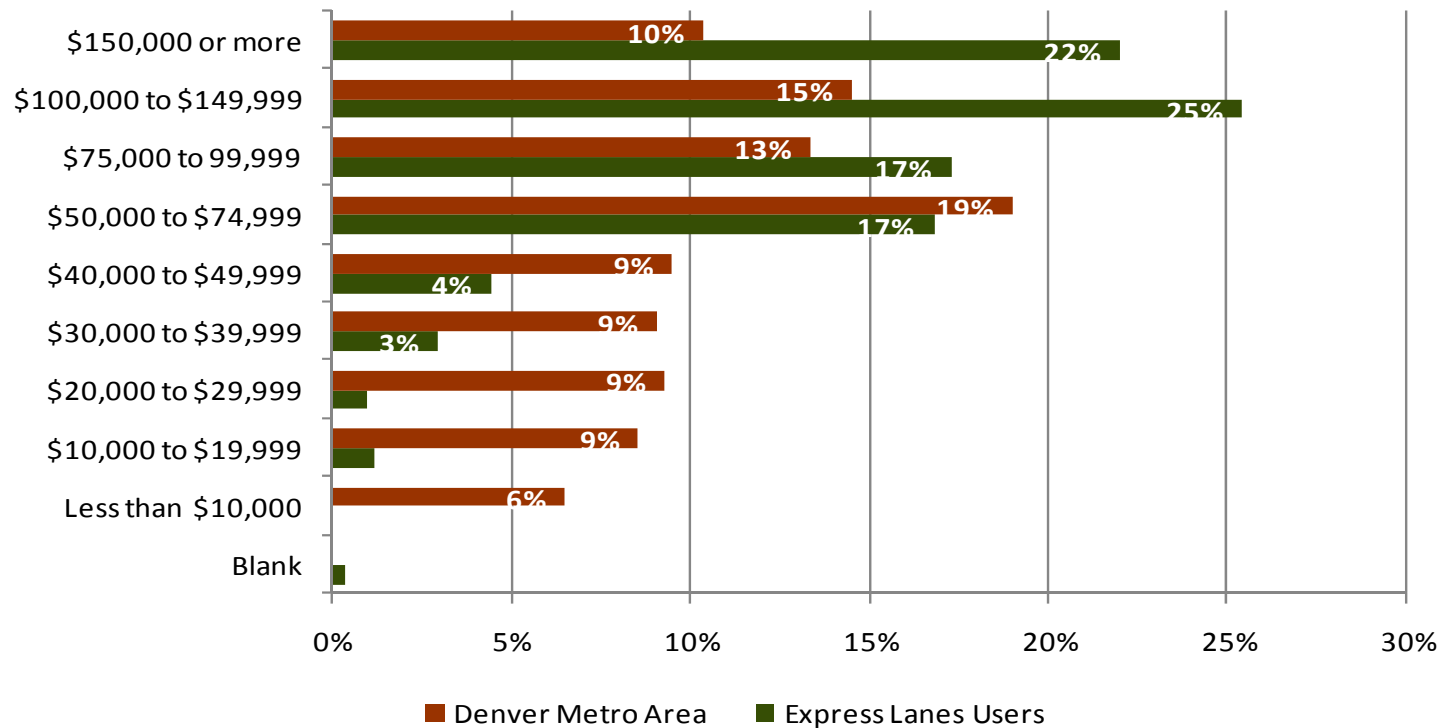
# Perceived Geographic Area

- A majority of users are going to and from work, but most also use it for other purposes.



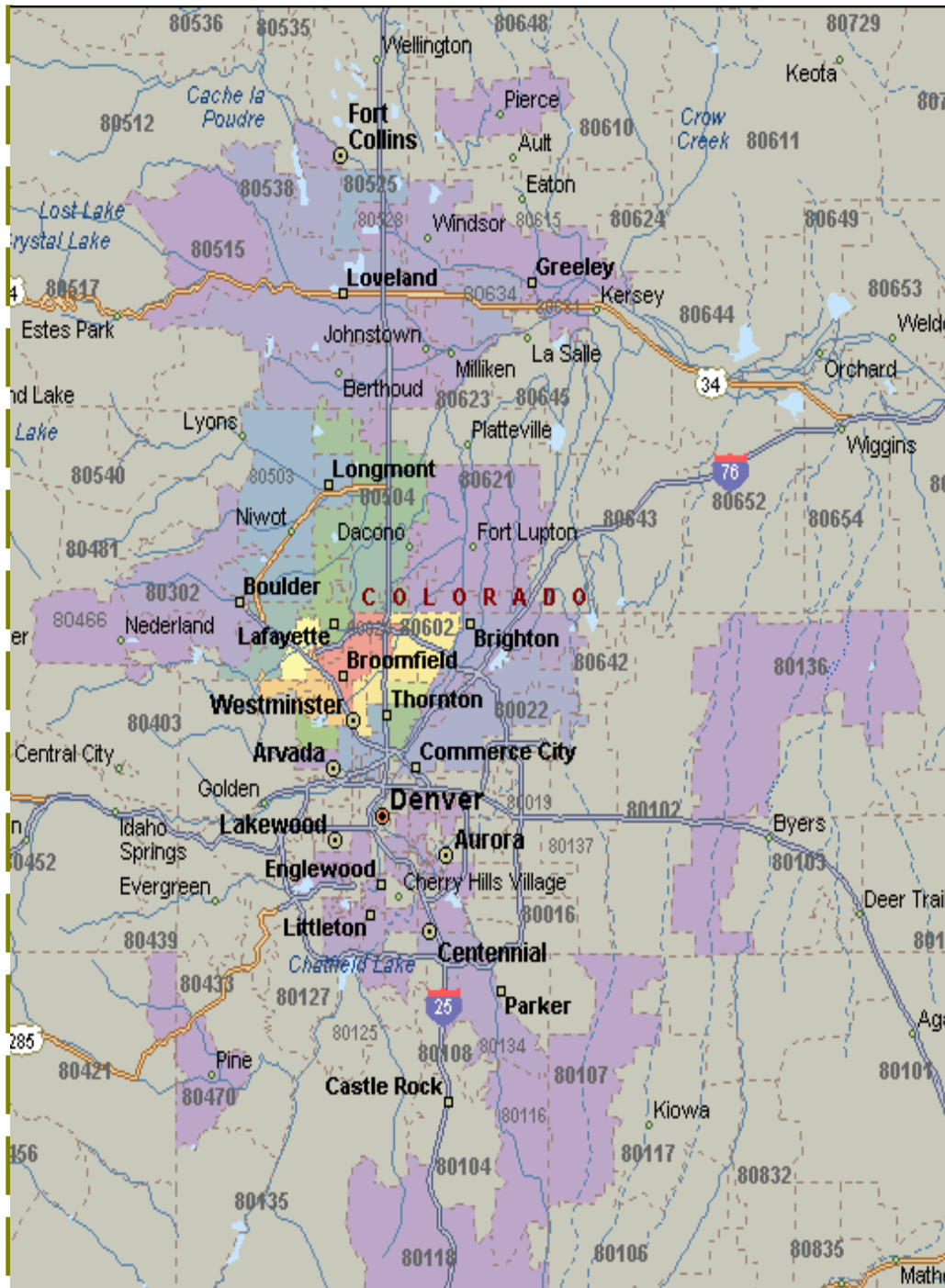
# Income

- Skew toward higher incomes relative to metro area

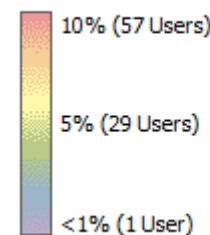


# Home

- Two notes:
  - Most come from northwest metro area's suburbs
  - Entire metro area is represented to varying extents



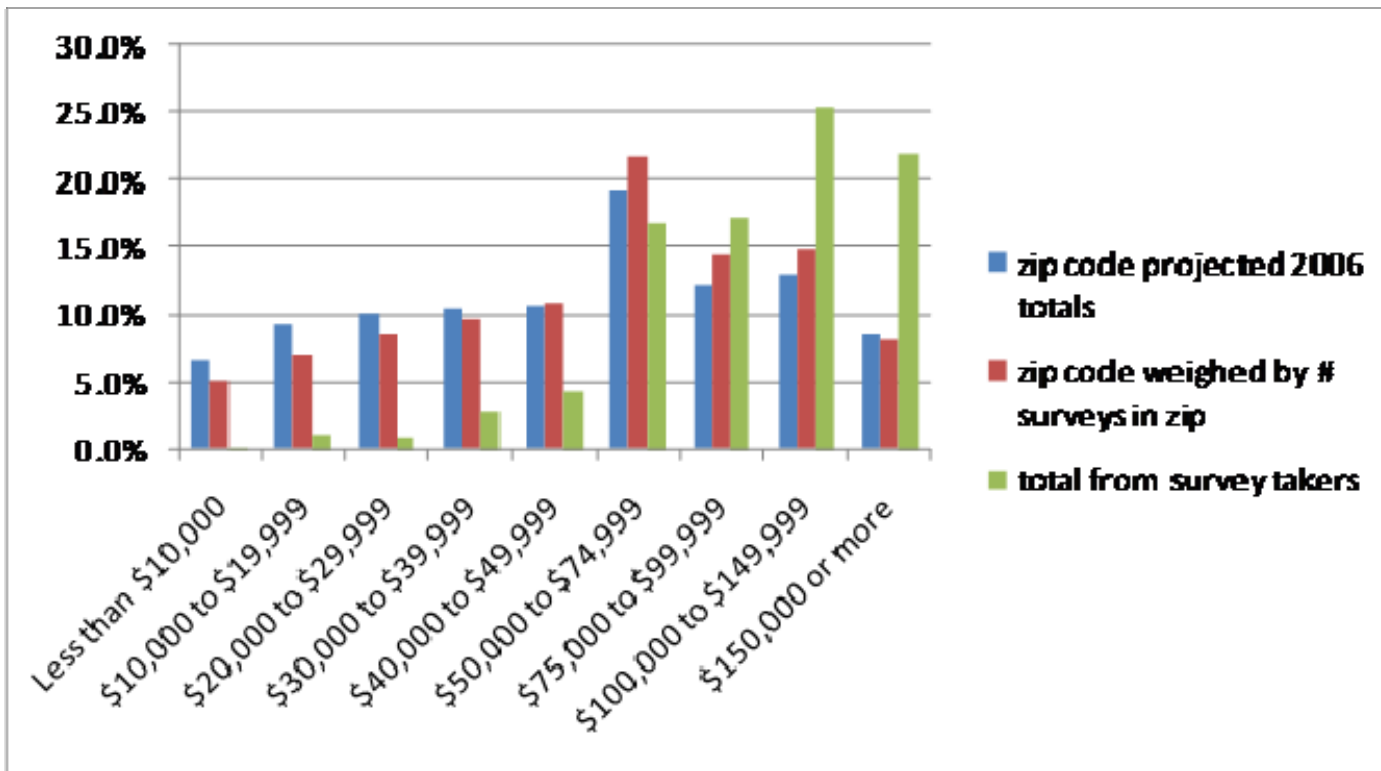
Users' Home Zip Codes



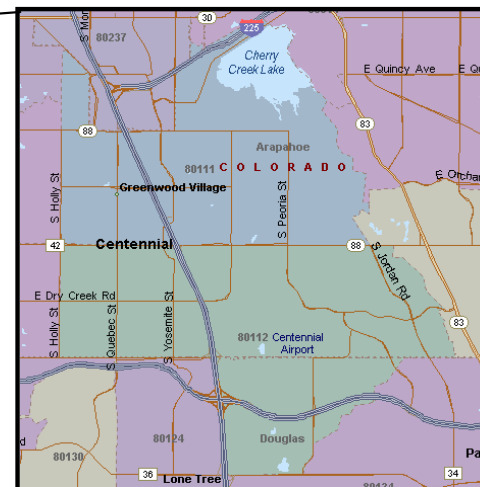
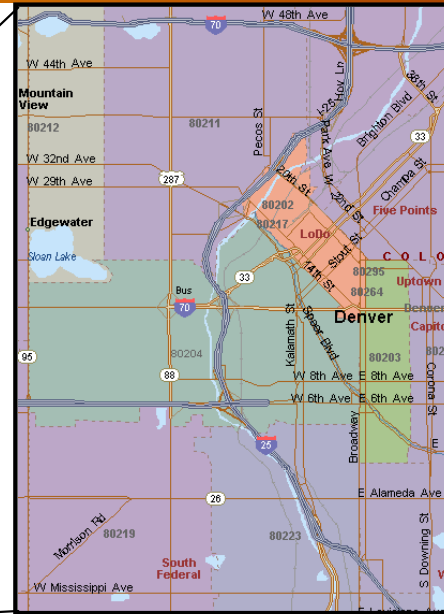
# Income of Home Neighborhoods

- Are users coming from more affluent neighborhoods?

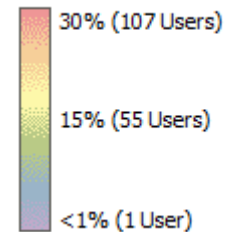
	Less than \$10,000	\$10,000 to \$19,999	\$20,000 to \$29,999	\$30,000 to \$39,999	\$40,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 or more
zip code projected 2006 totals	6.7%	9.2%	10.0%	20.5%	10.5%	19.5%	12.2%	13.1%	8.7%
zip code weighed by # surveys in zip	5.0%	7.0%	8.6%	9.5%	10.8%	21.8%	14.3%	14.8%	8.2%
total from survey takers	0.28%	1.14%	0.88%	2.88%	4.07%	28.78%	17.28%	23.43%	21.98%



# Work



Users' Work Zip Code



# Income of Work Neighborhoods

- Skew toward higher incomes relative to metro area

Percent of Users Going Here	Zip Code	Annual Payroll (\$Thousand)	Workers	Average Pay Per Worker
28%	80202	\$5,463,429	68,571	\$79,676
11%	80203	\$1,203,586	20,147	\$59,740
8%	80112	\$4,375,439	69,550	\$62,911
8%	80204	\$1,212,634	27,272	\$44,464
	Metro Area Average	\$49,414,130	1,089,586	\$45,351

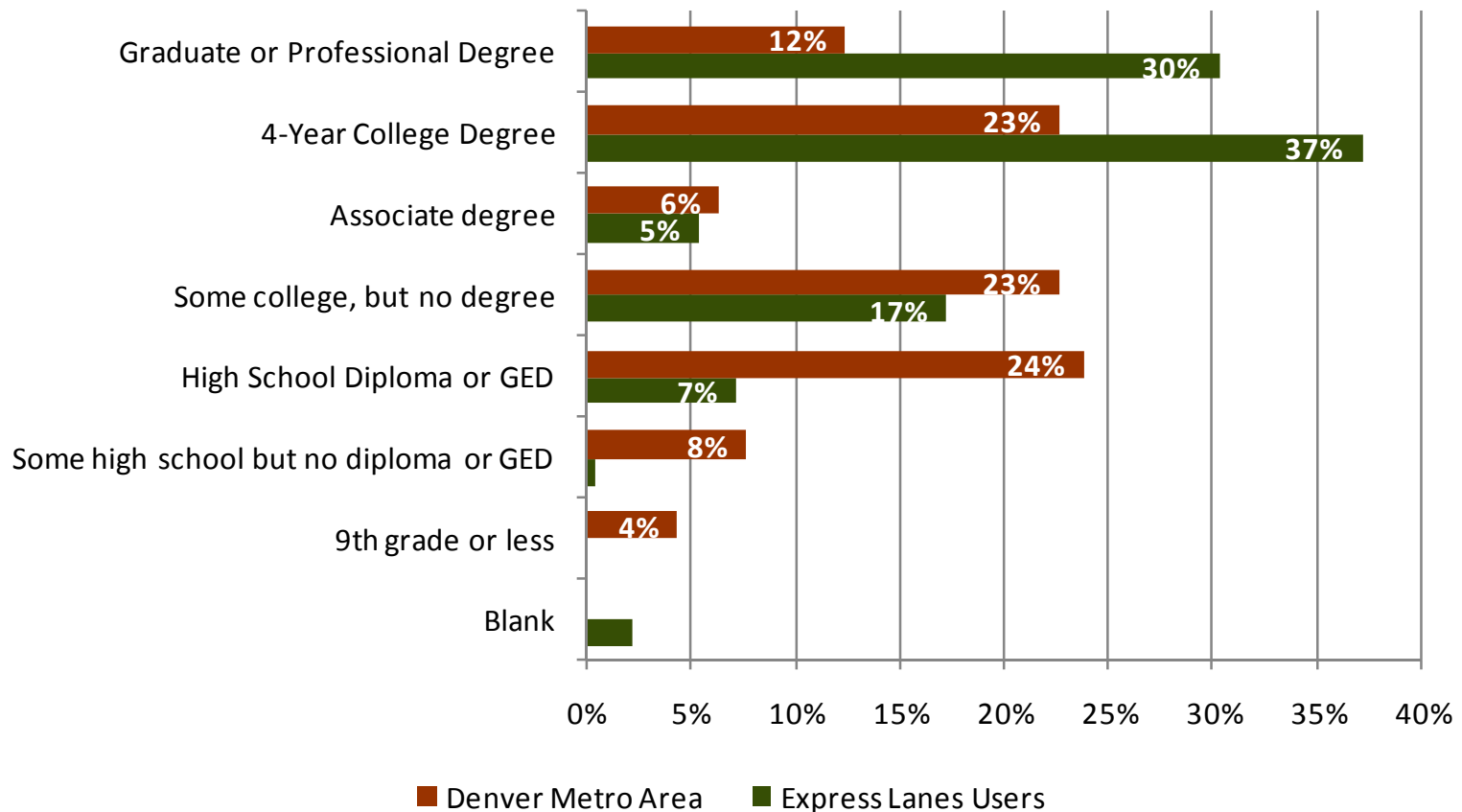
# Economics and Geographics

- Use of lanes is likely a combination of geographics and economics
  - Factors pushing use to lower/middle incomes
    - Cost savings of carpooling
    - Origin neighborhoods reflect diversity of incomes (slight skew away from high incomes)
  - Factors pushing use to higher incomes
    - Cost of toll
    - Most common benefit (time savings) accrues more toward workers than retired or other non-workers
    - Destination locations tend to have higher average wages



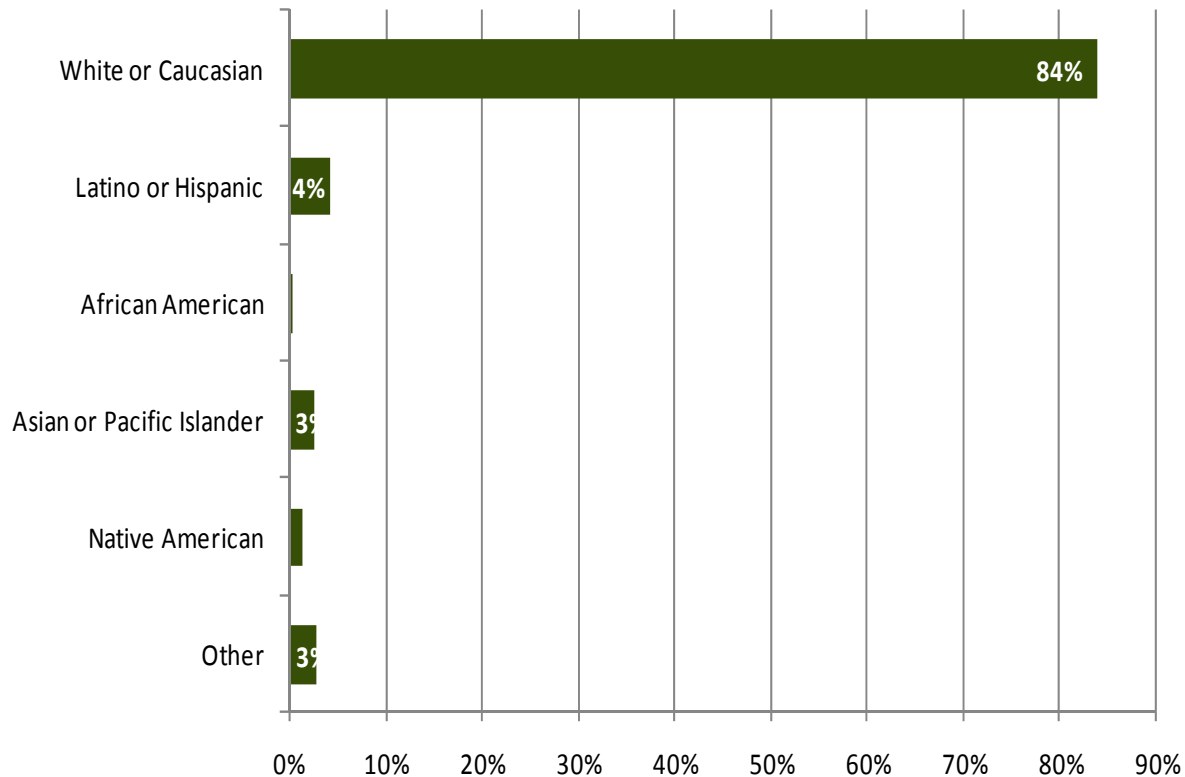
# Education

- Much more likely to hold a degree



# Race/Ethnicity

- Most are non-minority. (Big geography component here.)

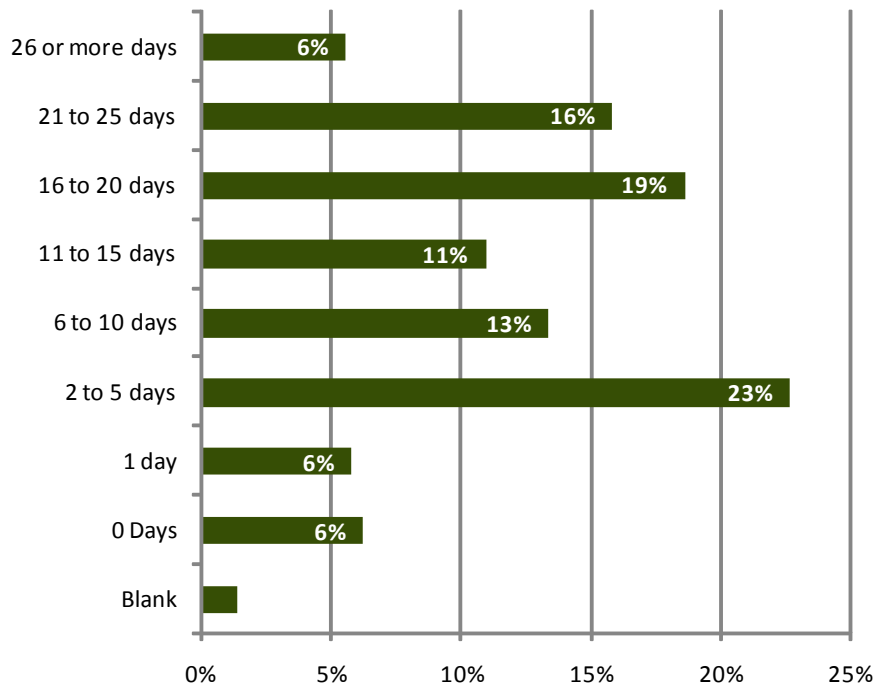




# USAGE OF EXPRESS LANES

# Frequency of Use

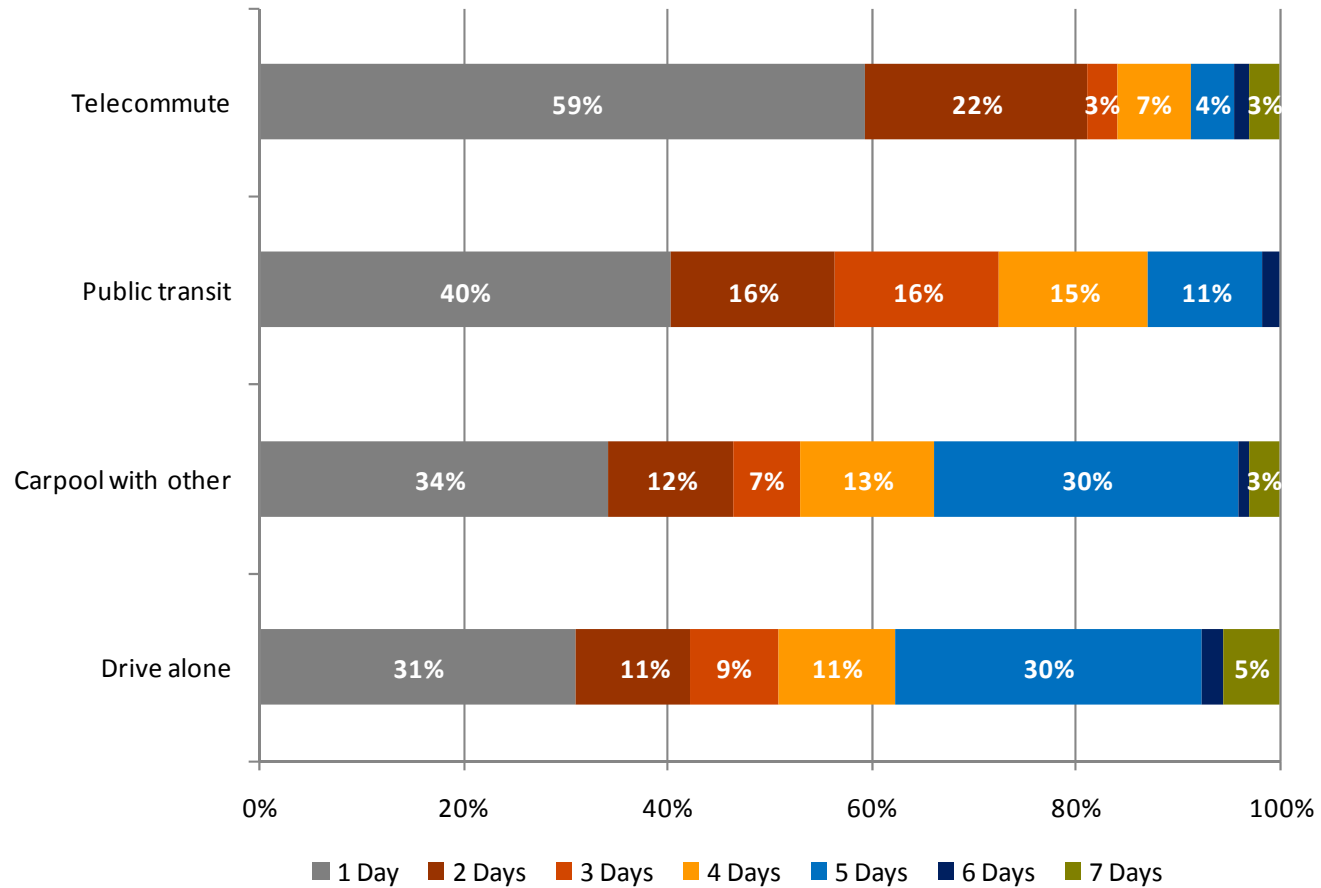
- More than half of trips are by people who use the lanes 11+ days per month



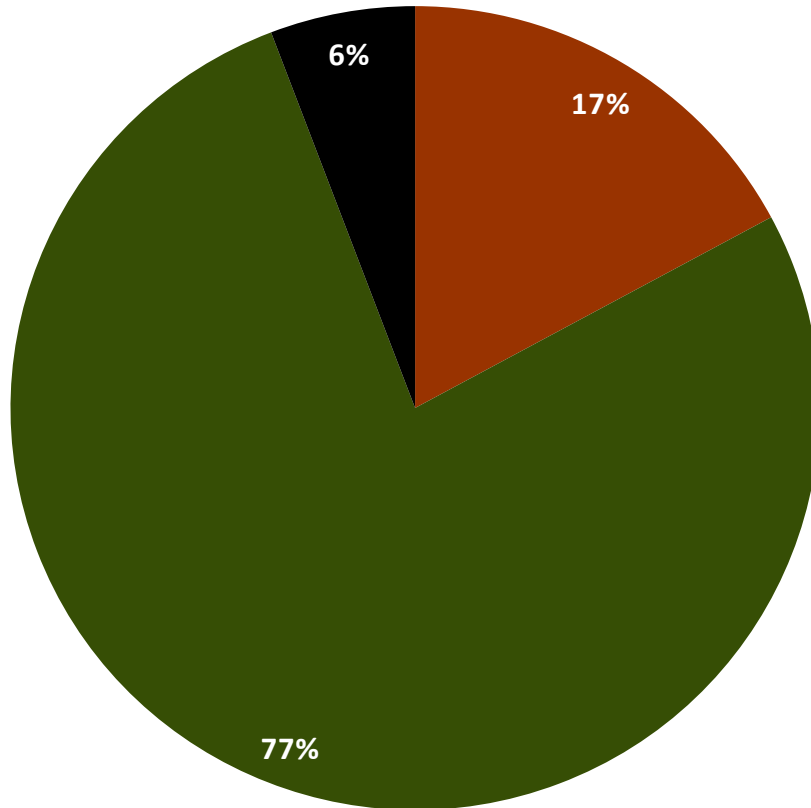
- Of people who use the lanes...
- 61 percent of people who use the lanes use them once per month or less
- 23 percent use them 5 times per month or less.
- 9 percent use them 6 to 14 times per month
- 7 percent of the people who use the lanes are using them more than 15 times per month.

# Workers' Commuting Patterns

Working Users Have a Variety of Commuting Patterns



# Symbiotic Relationships



- I carpool in order to use the Express Lanes.
- I use the Express Lanes because I carpool.
- Blank

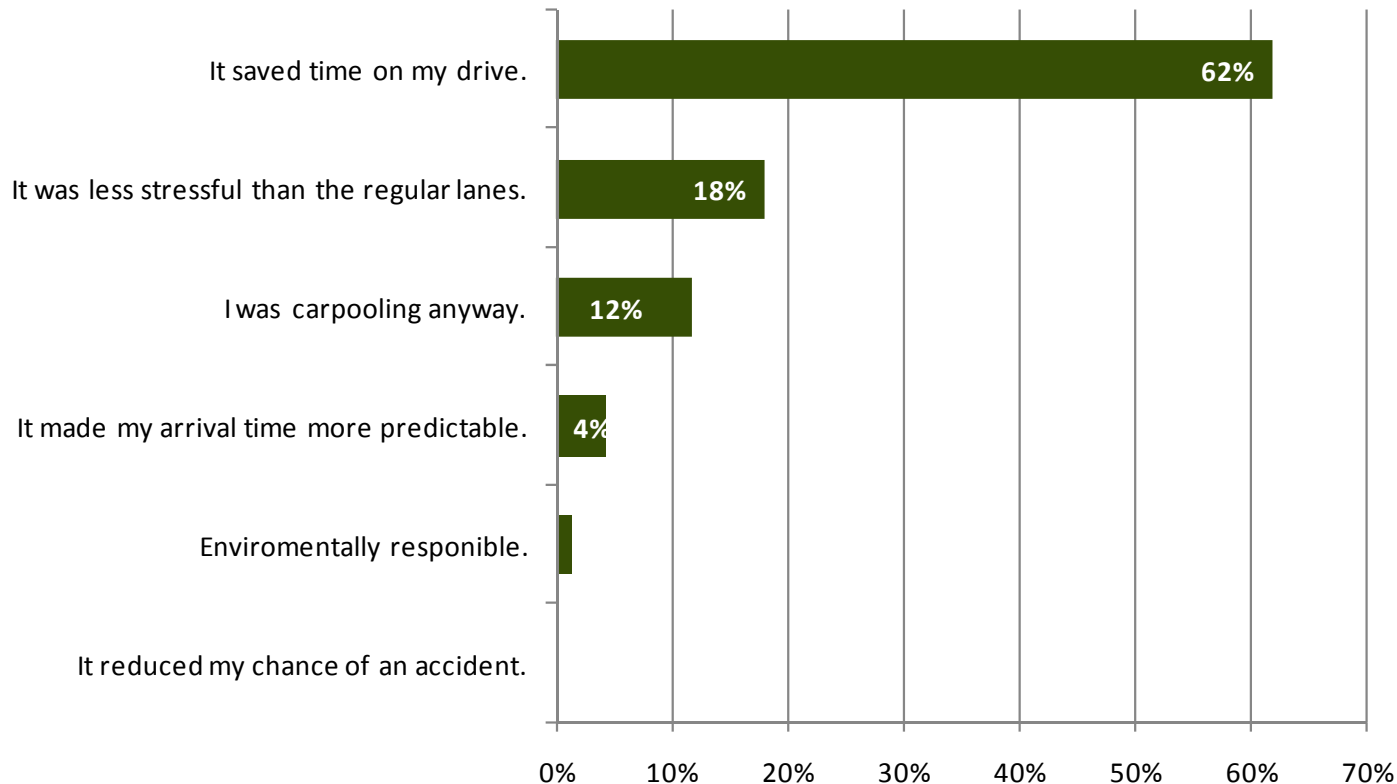
Carpooling  
drives  
Express  
Lane use for  
most users



# REASONS FOR USING EXPRESS LANES

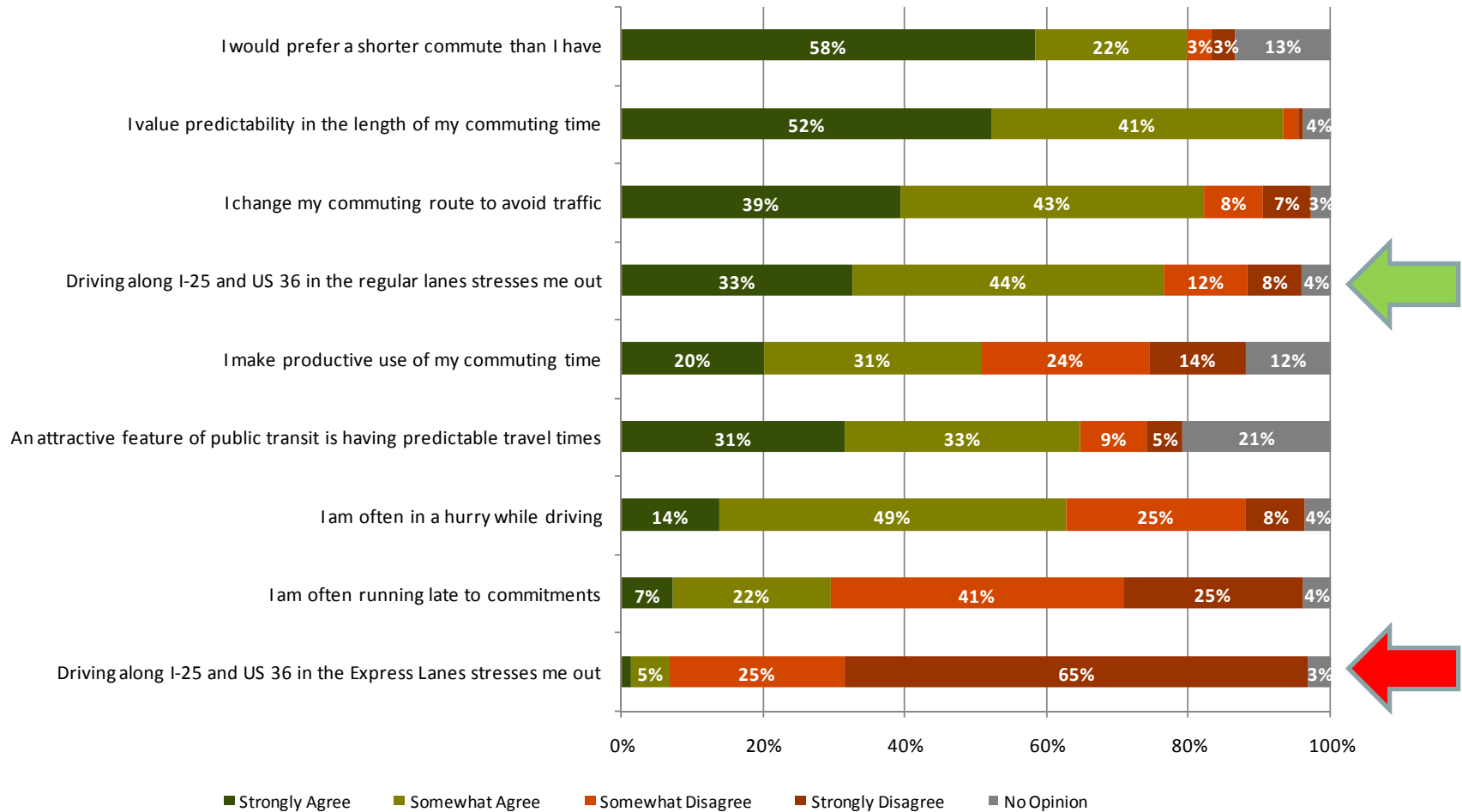
# Why Did You Use the Express Lanes

- The most common reason for using lanes is to save time.

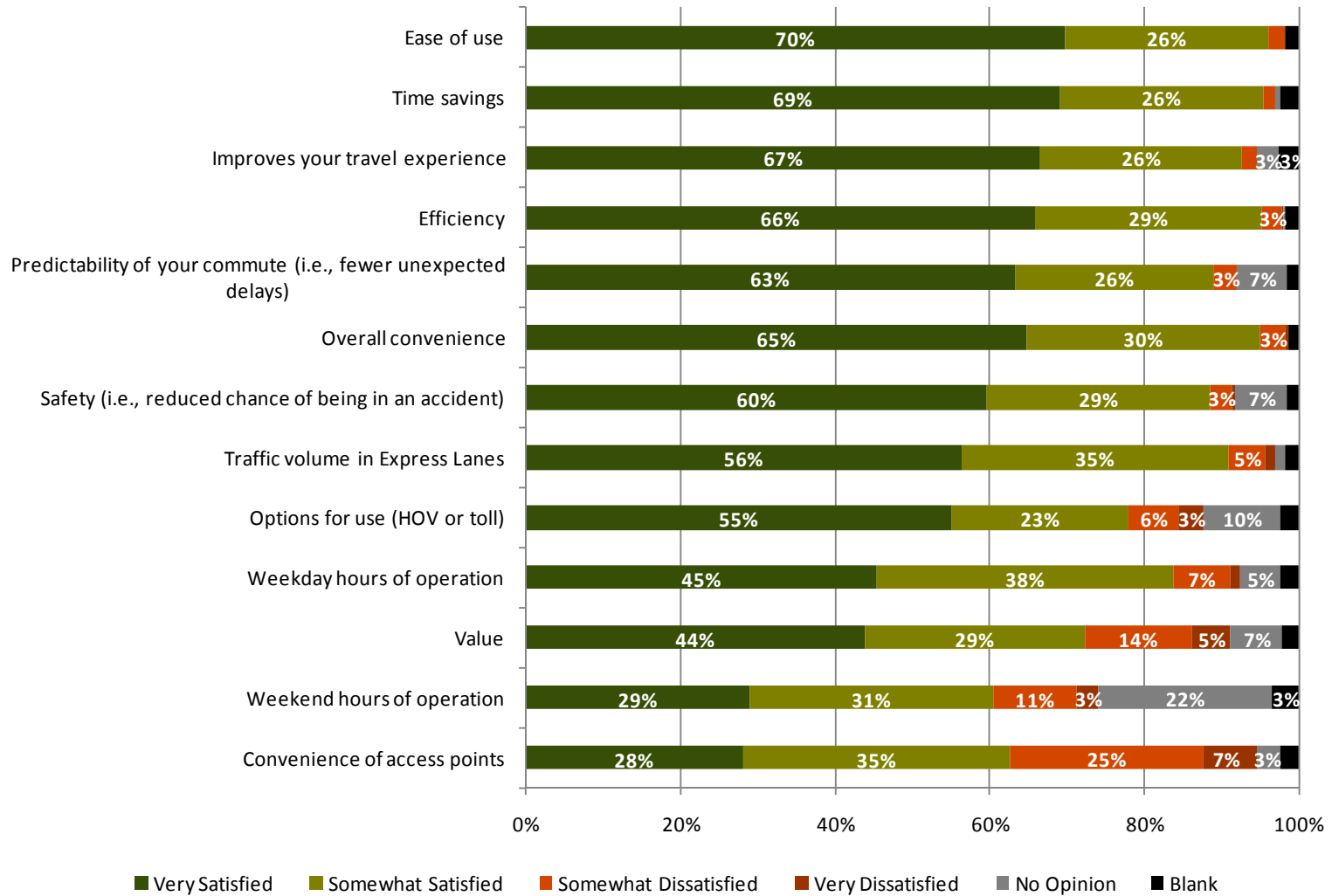




# Stress and Lane Choice



# Satisfaction with Key Attributes

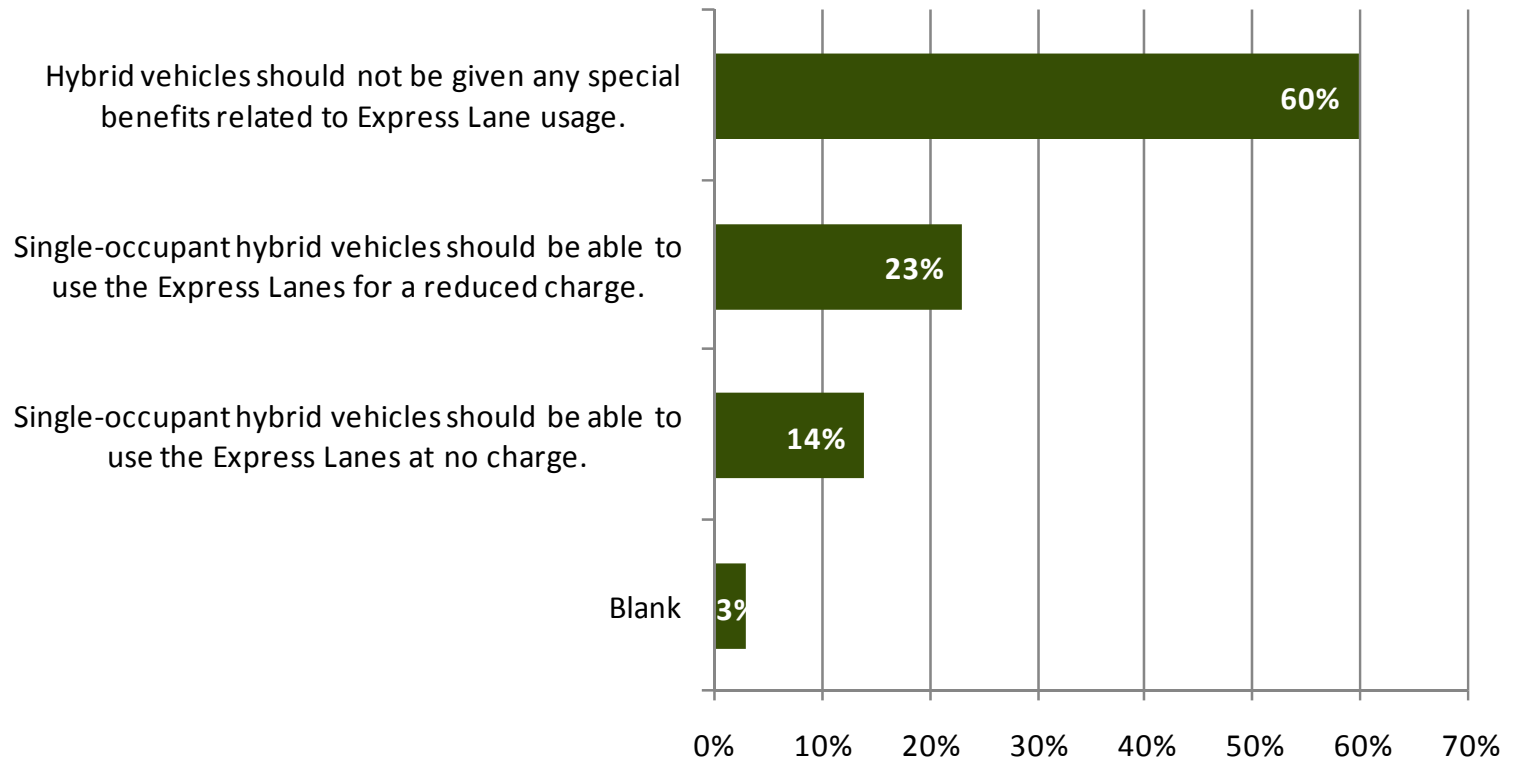




# HYBRIDS AND EXPRESS LANES

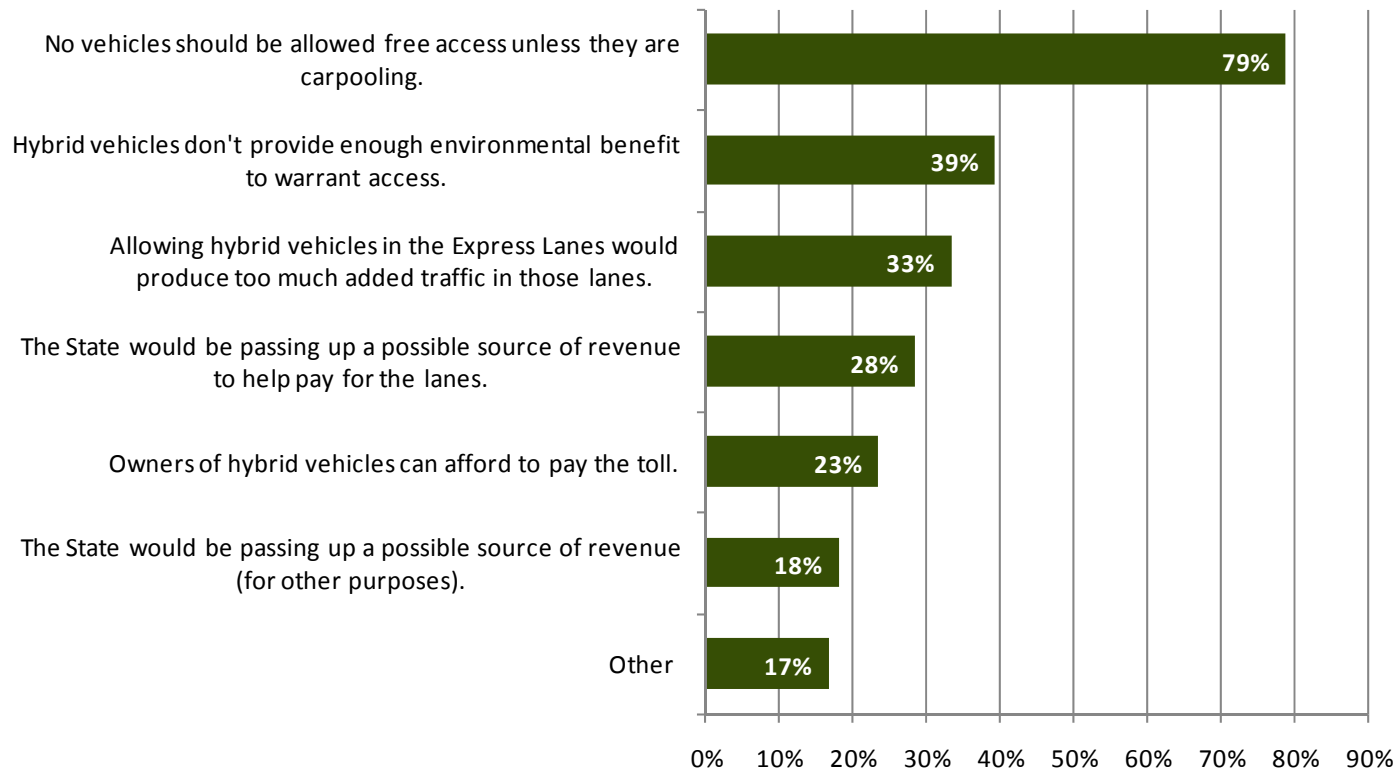
# Free Access for Hybrids?

- Minority support for free access for hybrids



# If No, Why Not?

- Opponents generally had multiple reasons for opposition





# SEGMENTS OF EXPRESS LANE USERS

# User Segments

- **“Life Changers” (27%)** – Love everything about Express Lanes, changes their driving habits and improves tardiness, ardent advocates, generally older than 35
- **“Relaxed Drivers” (21%)** – Most enjoy stress reduction, positive but less ardent, skews toward 25-44 males
- **“Quicksilvers” (17%)** - Most enjoy stress reduction, positive but less ardent, skews toward 25-44 females

# User Segments

- **“Happy Transitters” (15%)** – Like “Life Changers”, but also strong transit users, and skews toward 25-44 females
- **“Fast, Safe, and Happy” (13%)** – Saves time, safe, and relaxing, but not behavior changing, skews toward females 35 and older
- **“Unmoved Minority” (8%)** – Uses lanes, but don't necessarily recognize advantages, skews toward men 35+





# Q&A



# HOV/Express Lanes User Survey

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