

Appendix B:
On-Board
Sampling Plan

Appendix B: Sampling Plan for 2016 On-Board Customer Survey

The sampling plan for the project is provided below and shows the current monthly ridership, goals and number of completed surveys for each route.

Chapell Hill Transit (CHT) 2016 On-Board Survey Sampling Plan

OVERALL COMPLETION GOALS		
Express Routes		200
Non-Express Routes		1000
TOTAL		1200

GOALS BY ROUTE

Type	Route	Avg Daily Ridership	% of Total	Goal for Completed Surveys	Actual Completes
Express	CCX	442	12.3%	25	27
Express	CPX	490	13.7%	27	49
Express	DX	89	2.5%	5	10
Express	FCX	1733	48.4%	97	111
Express	HU	359	10.0%	20	23
Express	JFX	468	13.1%	26	40
TOTAL		3581	100%	200	260

Type	Route	Avg Daily Ridership	% of Total	Goal for Completed Surveys	Actual Completes
Non-Express	A	1115	5.5%	55	81
Non-Express	CL	133	0.7%	7	17
Non-Express	CM	547	2.7%	27	50
Non-Express	CW	794	4.0%	40	66
Non-Express	D	1633	8.1%	81	116
Non-Express	F	818	4.1%	41	57
Non-Express	G	797	4.0%	40	70
Non-Express	HS	134	0.7%	7	9
Non-Express	J	3316	16.5%	165	170
Non-Express	N	565	2.8%	28	38
Non-Express	NS	3187	15.9%	159	174
Non-Express	NU	1166	5.8%	58	78
Non-Express	RU	1401	7.0%	70	72
Non-Express	S	1421	7.1%	71	114
Non-Express	T	819	4.1%	41	63
Non-Express	U	1781	8.9%	89	120
Non-Express	V	481	2.4%	24	56
TOTAL		20108	100.0%	1000	1351