Executive Summary – GoPass Program Survey

Background

In February 2023, LA Metro conducted an online GoPass participant survey. The purpose of the survey was to help develop an advocacy plan for the fare program, specifically around free fares. The survey allowed LA Metro to collect qualitative information about the people who use the free fare program and visualize the impact of the program.
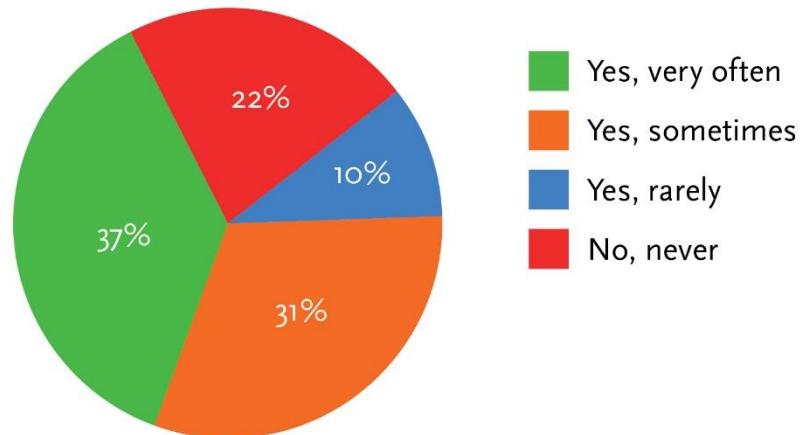
Methodology

TAP sent out an online survey to 102.7k GoPass participants who were eligible and/or using 90 days of free fares. The survey was available in English and Spanish and was live for 10 days in February 2023. 1,524 GoPass surveys were collected with a 38% response rate.
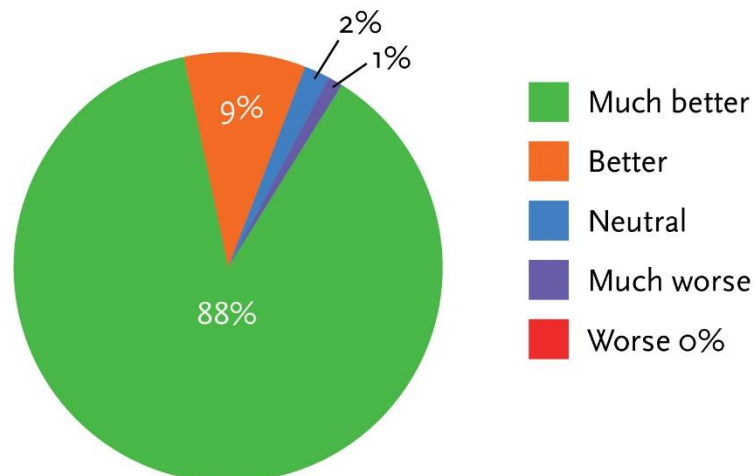
Key Findings

- 62% of GoPass survey participants ride more frequently now than before enrolling.
- Over 45% of GoPass survey participants ride LA Metro multiple times a day compared to only 27% before enrolling in the program.
- Over 60% of GoPass survey participants are female compared to Metro systemwide at 46%, *Customer Experience Survey 2022*
- More than 50% of GoPass survey participants have had to choose between spending money to ride LA Metro or spending it on other important needs.
    - When having to choose between spending money to ride LA Metro or spending it on other important needs, 29% of survey respondents used their money to pay the fare.
- When asked about how they spent the money they saved, GoPass survey participants spent the money they saved on schoolbooks and supplies and food.
- 85% of GoPass survey participants express feeling more independent and rely less on family/friends for rides.
- 97% of GoPass survey participants feel better or much better after receiving free fares.

GoPass Survey Summary

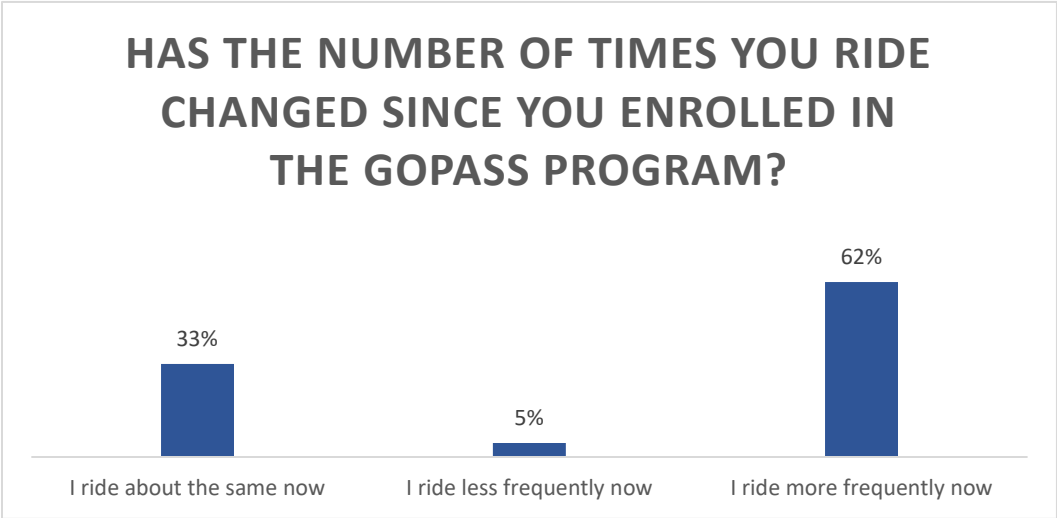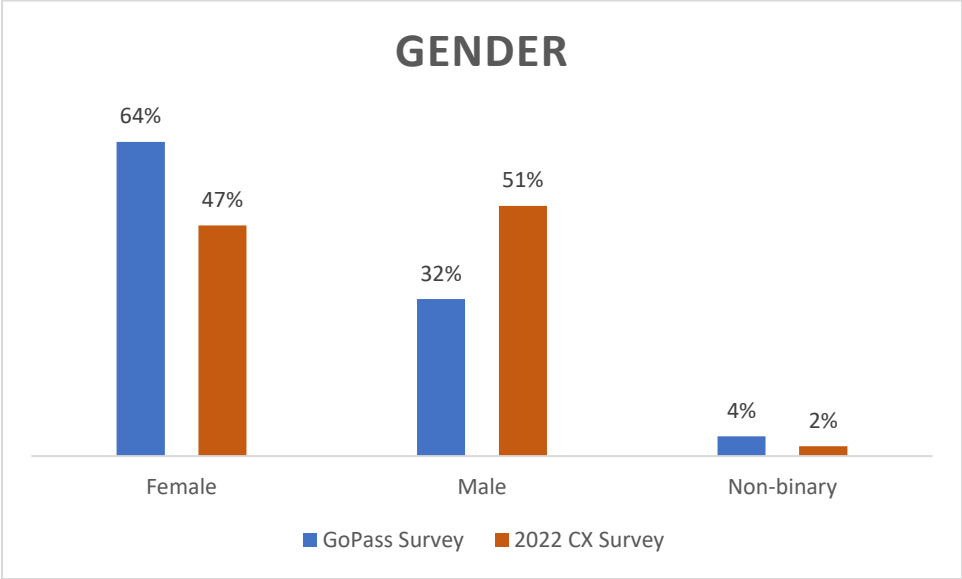## Before enrolling in the GoPass Program, did you ever have to choose between spending your money to ride Metro or spending it on other important needs (like food, rent, childcare, health services, etc.)?

- Yes, very often
- Yes, sometimes
- Yes, rarely
- No, never

37% · 31% · 10% · 22%

How does receiving a free pass impact how you feel?

- Much better
- Better
- Neutral
- Much worse
- Worse 0%

88% · 9% · 2% · 1%

Unformatted Graphs

GENDER

	Female	Male	Non-binary
GoPass Survey	64%	32%	4%
2022 CX Survey	47%	51%	2%

■ GoPass Survey ■ 2022 CX Survey

HAS THE NUMBER OF TIMES YOU RIDE CHANGED SINCE YOU ENROLLED IN THE GOPASS PROGRAM?

I ride about the same now	I ride less frequently now	I ride more frequently now
33%	5%	62%

WHERE DO YOU SPEND THE MONEY YOU SAVED? *PLEASE SELECT ALL THAT APPLY*

Category	Value
School books and supplies	491
Othre	61
Other transportation costs	131
Housing costs	224
Home items	342
Food	634
Entertainment	280
Clothes	390
Childcare or other support costs	69
Cell phone and other communication costs	266
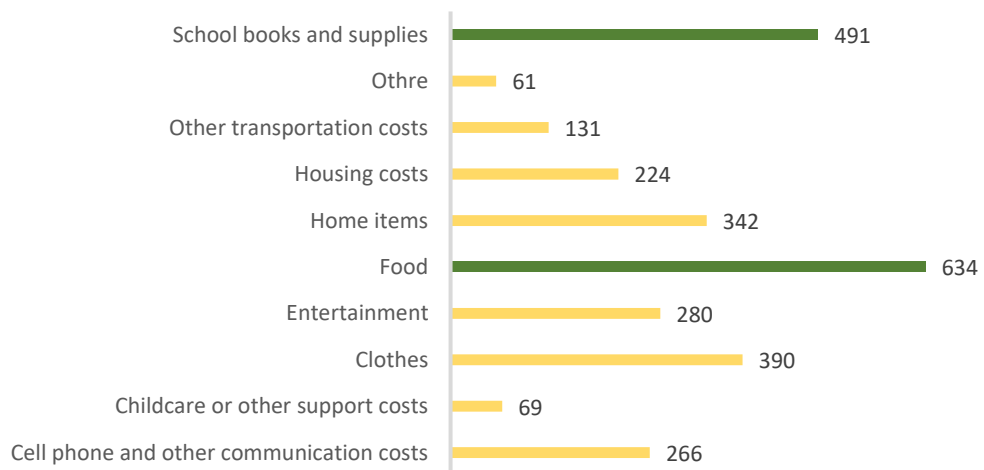
WHEN YOU HAD TO CHOOSE BETWEEN PAYING TO RIDE LA METRO OR PAYING OTHER IMPORTANT NEEDS, WHICH STATEMENT BEST DESCRIBES YOUR DECISION?

Response	Percent
I walked or rode a bike	24%
I used my money to pay the fare	29%
I got a ride from a friend or family member	16%
I drove	1%
I didn't go where I needed to go	17%
I borrowed money to pay the fare	13%
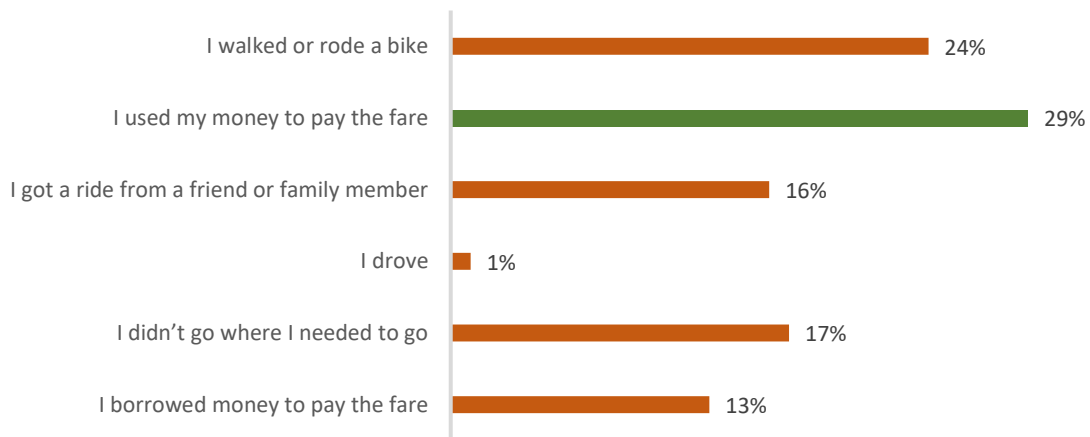
YOU MENTIONED YOU FELT BETTER WITH FREE FARES. *PLEASE SELECT ALL THE WAYS THAT YOU FELT BETTER*

Response	Count
Worried less about money	620
Planned my day more easily	226
Other	11
Less hard choices about where to spend my money	60
Had time for more fun or relaxation	30
Felt more supported	199
Felt more in control	87
Felt more connected	29
Felt less stress	168
Did things without planning more easily	54