Appendix F

Demographic Ridership Data

Connect Card Transit Surveys 2013

SACOG

Regional Transit

El Dorado Transit

e-tran

Folsom Stage Line

Roseville Transit

Yolobus

Yuba Sutter Transit

Excerpts for Regional Transit Title VI Program Update 2017-2020

TRANSIT marketing

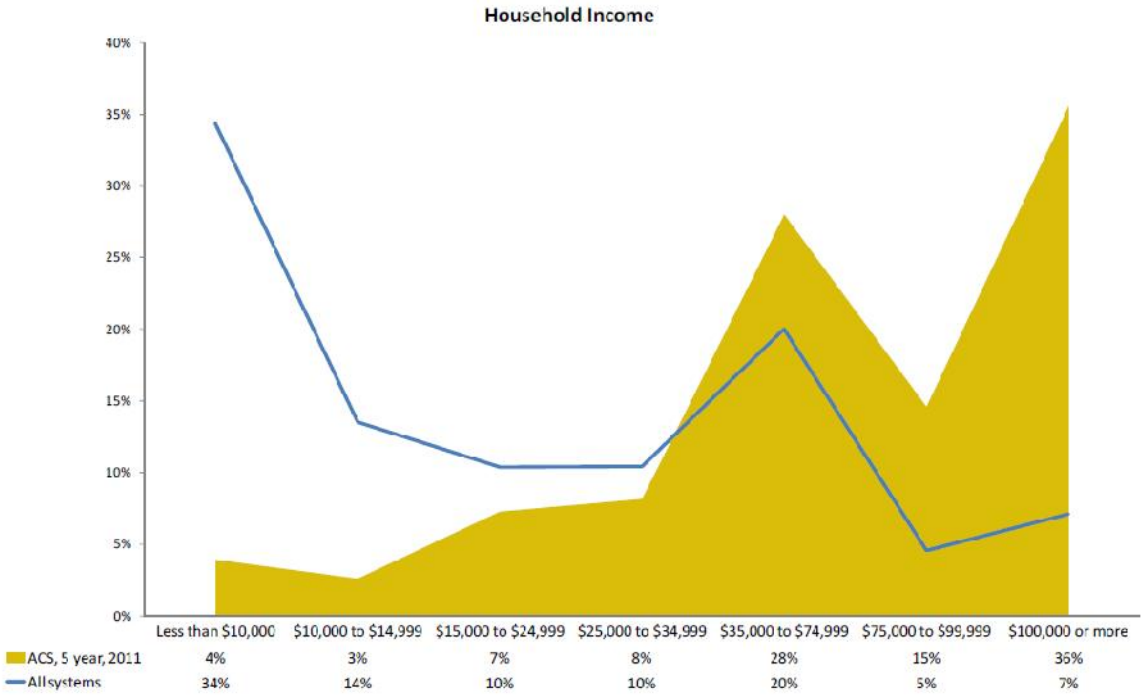
Poverty Level Analysis for RT Bus, Rail & Total			
Poverty level income estimate - uses mid point in income ranges from Q20	RT Bus	RT Rail	All RT respondents
Poverty: Less than $10,000, any household size, one or more persons	39.0%	34.0%	37.0%
Poverty: $10 to $14,999 (mid point $12,500) & HH size 2 or more persons	12.0%	11.0%	11.0%
Poverty: $15 to $24,999 (mid point $20,000) & HH includes 4 or more persons	5.0%	3.0%	4.0%
Poverty: $25-$34,999 (mid point $30,000) & HH includes 6 or more persons	1.0%	1.0%	1.0%
Poverty: $35,000 to $44,999 (mid point $40,000) & HH includes 9 or more persons	0.0%	0.0%	0.0%
Above poverty: $10 to $14,999 (midpoint $12,500) & HH includes only one person	2.0%	2.0%	2.0%
Above poverty: $15-$24,999 (mid point $20,000) & HH includes 3 or fewer persons	7.0%	5.0%	6.0%
Above poverty: $25-$34,999 (mid point $30,000) & HH includes 5 or fewer persons	9.0%	9.0%	9.0%
Above poverty: $35-$44,999 (mid point $40,000), & HH includes fewer than 9 persons	7.0%	6.0%	7.0%
Above poverty: $45-$54,999 (mid point $50,000), no HH size criterion	6.0%	6.0%	6.0%
Above poverty: $55-$74,999 (mid point $65,000), no HH size criterion	6.0%	8.0%	7.0%
Above poverty: $75-$99,999 (mid point $$87,500), no HH size criterion	3.0%	6.0%	4.0%
Above poverty: $100,000 or more, no HH size criterion	3.0%	10.0%	6.0%
Total percent below poverty level income	57.0%	49.0%	53.0%
Total percent above poverty level income	43.0%	52.0%	47.0%

Estimation of Poverty Levels

When computing poverty level for the purposes of federal programs, both household size and income are taken into account. For practical reasons, in the ridership survey, the level of income was asked within ranges rather than as an absolute amount. For this reason, the delineations in the table above are approximate, based on midpoints of income ranges.

The five categories at the top of the chart in dark yellow represent riders in households at or below the poverty level. The categories shown in orange represent riders in households above the poverty level. The percentages are shown for each mode surveyed and for the weighted total of RT's system.

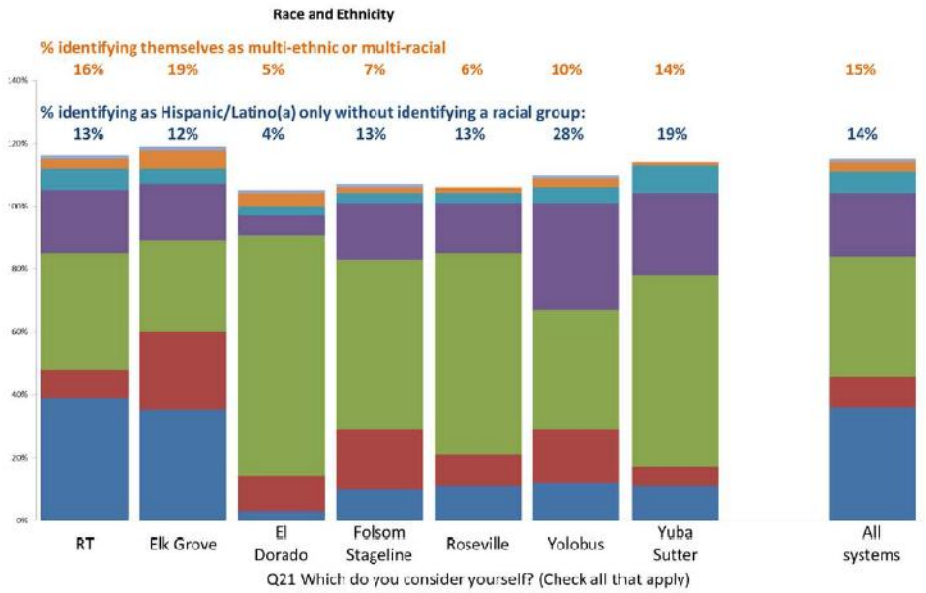
Figure 39 Rider Income Compared to Regional Population



Rider Income Compared to Population

The chart above graphically compares the income distribution of all transit riders in the Sacramento region to that of the overall population. Clearly, the transit ridership includes a disproportionate number of persons with lower incomes, particularly under $25,000.

Figure 43 Self-Identification with an Ethnic/Racial Group



Q21 Which do you consider yourself? (Check all that apply)

	RT	Elk Grove	El Dorado	Folsom Stageline	Roseville	Yolobus	Yuba Sutter	All systems
Other	1%	1%	1%	1%	0%	1%	0%	1%
Pacific Islander/Hawaiian Native	3%	6%	4%	2%	2%	3%	1%	3%
Native American/Alaskan	7%	5%	3%	3%	3%	5%	9%	7%
Hispanic or Latino	20%	18%	6%	13%	16%	34%	26%	20%
Caucasian/White	37%	29%	77%	54%	64%	38%	61%	38%
Asian	9%	25%	11%	19%	10%	17%	6%	10%
African-American/Black	39%	35%	3%	10%	11%	12%	11%	36%

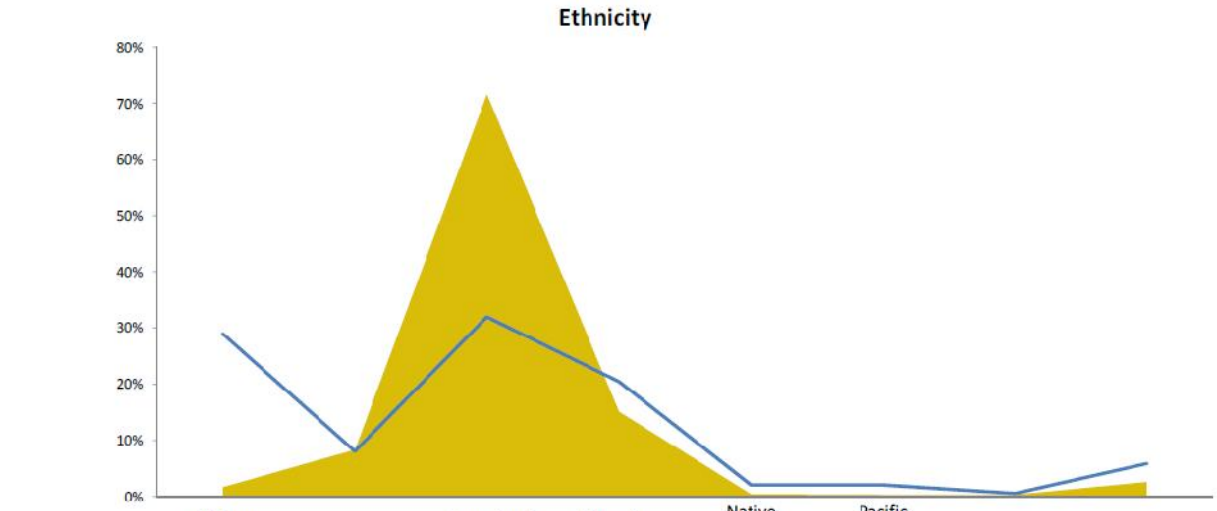
Self Identification with an Ethnic/Racial Group

Respondents were asked with which ethnic and/or racial group they identify. The ethnic/racial makeup of the ridership varies significantly between systems. Yolobus has the highest percentage of riders who identifythemselves as Hispanic (34%) while RT has the largest African-American/Black ridership (39%).

Respondents were asked to indicate all categories that apply to them. Many selected multiple categories, with the result that the columns in Figure 43 above exceed 100%. At the top of each column in an orange font is the percent by which the column total exceeds 100%. That is the total of those who identify with more than one racial or cultural group. The total percentages vary because the total identifying as bi-racial or bi-cultural differs from system to system.

Although persons of Hispanic culture may be of many different races, some chose to identify themselves only as Hispanic. Thus, for example, among RT riders 20% identified themselves as Hispanic or Latino. Within that 20%, 13% identified themselves only as Hispanic and indicated no other category. Overall among RT riders, a total of 16% identified with *more than one* racial or ethnic group.

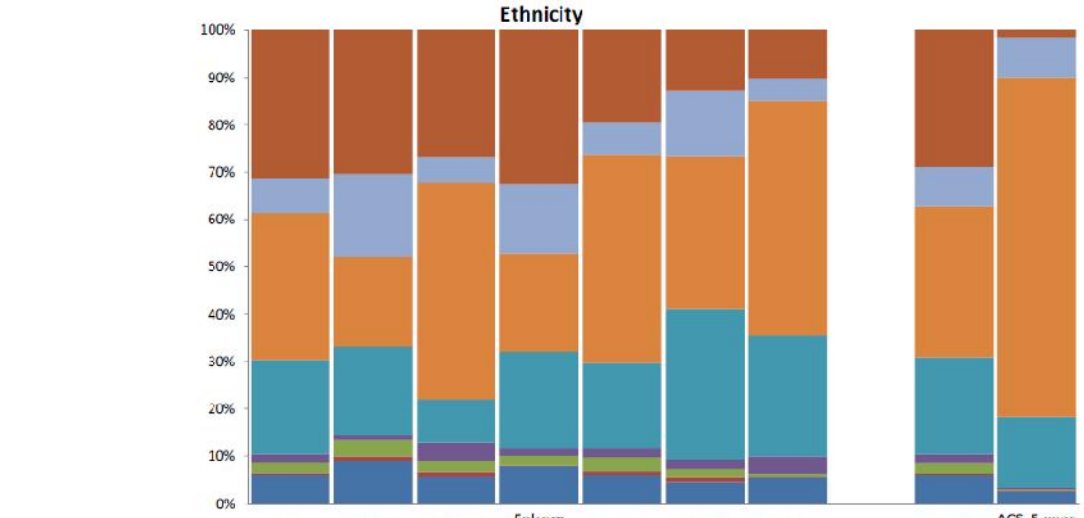
Figure 44 Ethnicity of Riders and Population



Ethnicity of Riders Compared to Population

The chart above compares the ethnic distribution of riders (self-identified) compared to that of the population based on the American Community Survey data. The most notable difference is the much higher proportion of African-Americans/Blacks among the transit ridership, and a somewhat higher proportion of Hispanics/Latinos.

Figure 45 Ethnicity of Riders by System and Population

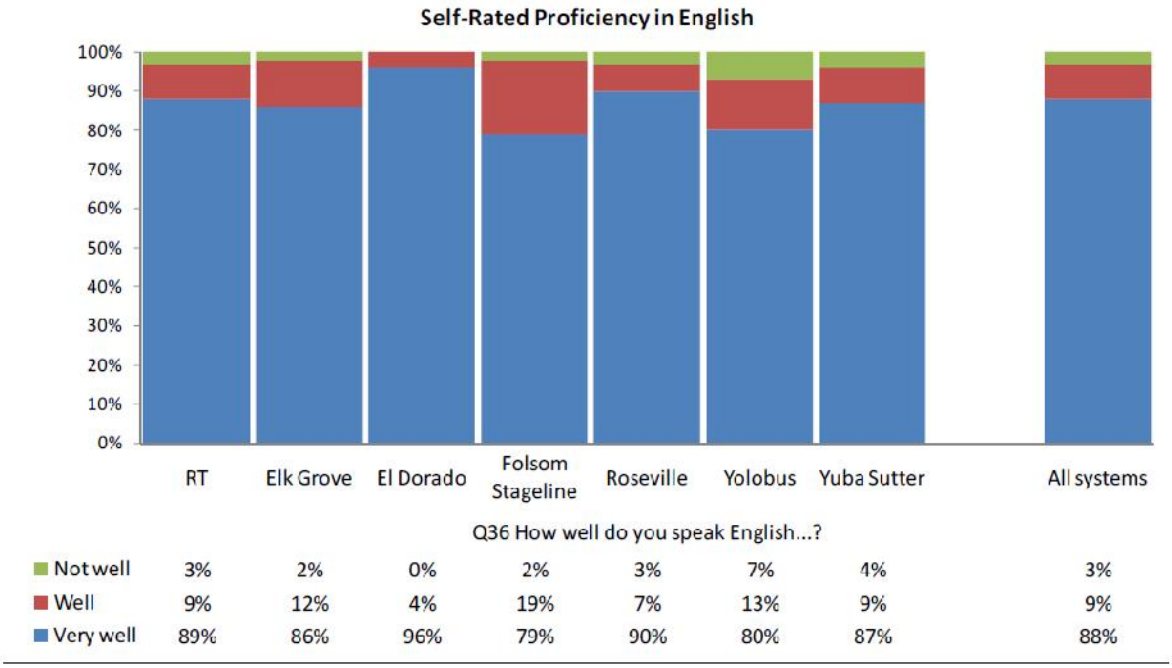


	RT	Elk Grove	El Dorado	Folsom Stagecline	Roseville	Yolobus	Yuba Sutter	All systems	ACS, 5 year, 2011
African-American/Black	31%	30%	27%	33%	20%	13%	10%	29%	2%
Asian	7%	18%	5%	15%	7%	14%	5%	8%	8%
Caucasian/White	31%	19%	46%	21%	44%	32%	50%	32%	72%
Hispanicor Latino	20%	19%	9%	20%	18%	32%	26%	21%	15%
Native American/Alaskan	2%	1%	4%	1%	2%	2%	4%	2%	0%
Pacific Islander/Native Hawaiian	2%	3%	2%	2%	3%	2%	1%	2%	0%
Other	1%	1%	1%	0%	1%	1%	0%	1%	0%
2 or more races	6%	9%	6%	8%	6%	5%	6%	6%	3%

Ethnicity of Riders by System Compared to Population

The chart above repeats the ethnic distribution for each transit system with a comparison to the regional population distribution, demonstrating the significant variations between systems.

Figure 46 English Proficiency (self-rated)

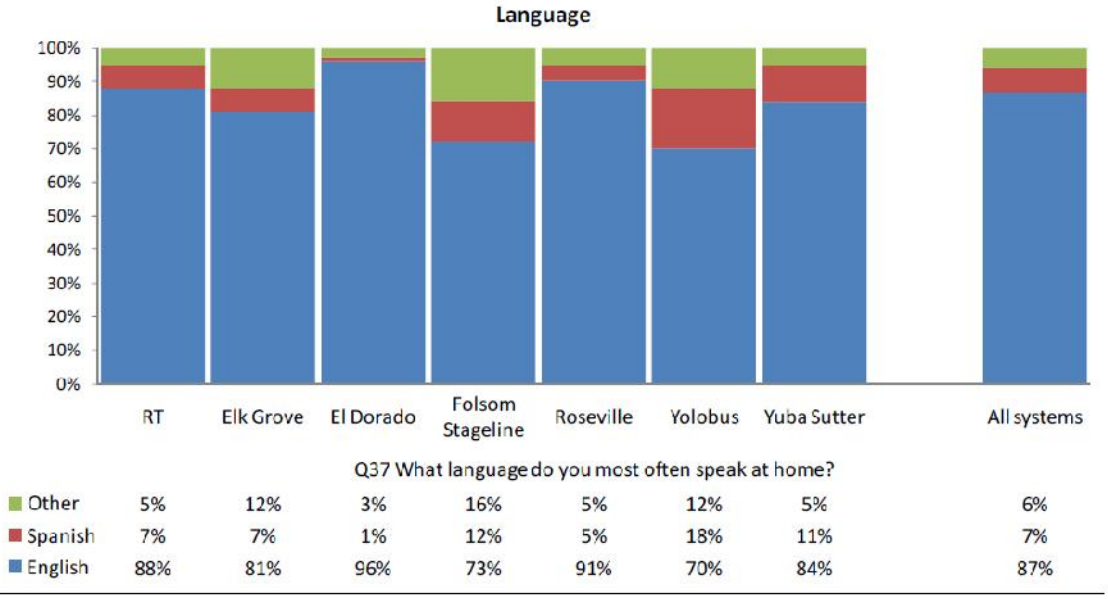


English Proficiency (self-rated)

Given the diversity of the Sacramento region's population and the FTA's Title VI requirements, it is important to have some idea of how well people speak English and how many speak a language other than English at home. A question asked by the Census, and suggested by the FTA, asks respondents how well they speak English, with the options being very well, well, and not well. (On non-English versions of the questionnaire, they also had the option of not at all).

Among riders of all systems in the Sacramento Region, 88% report that they speak English "very well," while 9% say that they speak it only "well," and 3% "not well." As with other demographic characteristics, this tendency varies somewhat among systems. The greatest challenges in terms of having to provide information in languages other than English appears to occur among the Folsom Stage Line and Yolobus riderships. In terms of sheer numbers, however, RT would seem to present a greater challenge -- with 3% indicating that they speak English not well and another 9% indicating they speak it only well but not very well.

Figure 47 Language Usually Spoken at Home



Language Usually Spoken at Home

When asked what language they usually speak at home, 87% indicate that they speak English, 7% say they speak Spanish, and 6% say they speak a language other than either English or Spanish. Again, this tendency varies among the systems. Folsom Stage Line and Yolobus have the highest incidence of languages other than English being spoken at home, with a total of 28% at Folsom Stage Line and 30% at Yolobus.

Other Languages Spoken at Home

(As a percent of "Other")

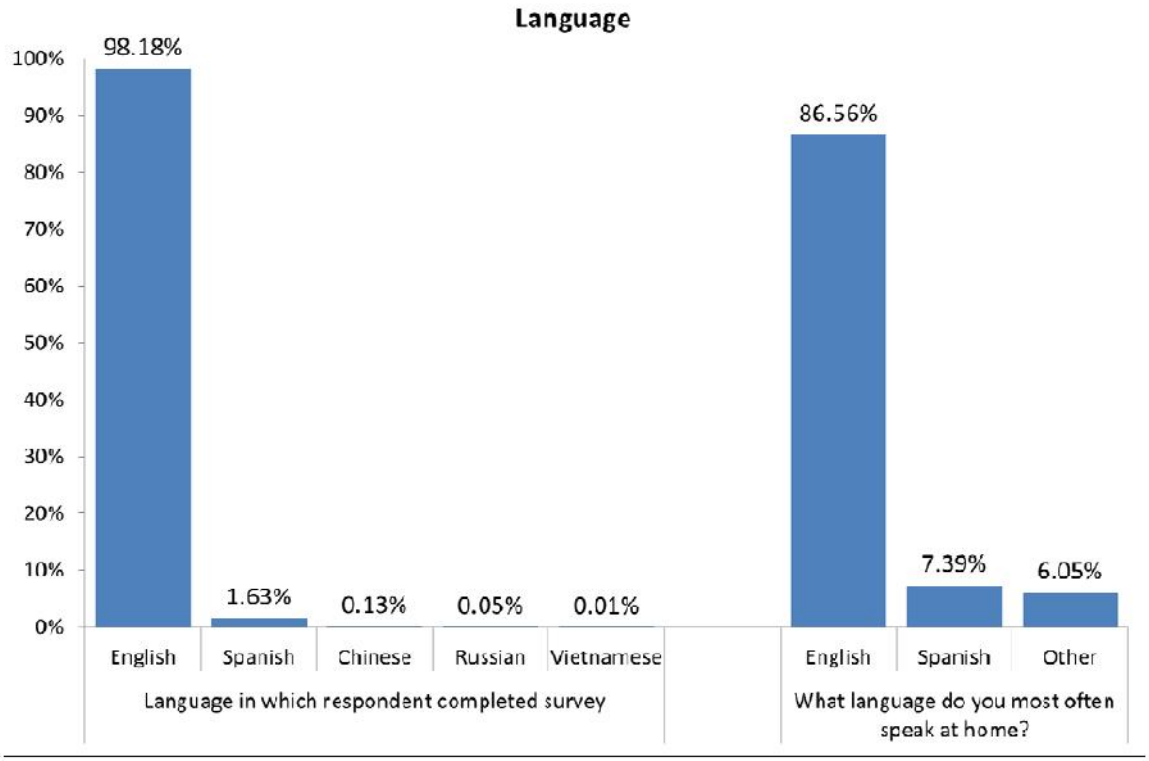
Chinese	13.90%	Urdu/Punjabi	0.64%	Creole	0.29%
Hmong	11.55%	Fijian	0.62%	Swedish	0.27%
Tagalog	7.34%	Bengali	0.59%	Castellano	0.22%
Russian	6.54%	African	0.57%	Croatian	0.22%
Vietnamese	4.54%	Telugu	0.55%	French/ Arabic	0.20%
American Sign Language	4.10%	Tongan	0.54%	Swahili	0.19%
French	3.61%	Icelandic	0.52%	Indian	0.18%
Filipino	3.23%	Laotian	0.52%	Romanian	0.18%
Hindi	2.98%	Norwegian	0.52%	Greek	0.15%
Arabic	2.94%	Spanglish	0.49%	Indonesian	0.15%
English/Spanish	2.51%	Thai	0.40%	Punjabi/Hindi	0.15%
Japanese	2.50%	Urdu	0.39%	Italian And Japanese	0.13%
Punjabi	2.32%	Jamaican	0.38%	Mongolian	0.13%
Korean	2.07%	Armenian	0.37%	Nahuatl	0.13%
German	2.01%	Persian	0.37%	Samoan/English	0.13%
Cantonese	1.65%	Khmer	0.35%	E Nepalese	0.12%
Nepali	1.41%	Philippine	0.34%	Farsi/Hebrew	0.12%
Italian	1.39%	Ukrainian	0.33%	French/ Chinese	0.12%
Iu Mien	1.35%	American/ German/ Greek/ Italian	0.32%	Sila	0.12%
Amharic	1.18%	Bahasa	0.32%	Tagalog/ Italian	0.12%
Farsi	1.17%	French/Cantonese/Mandarin/Dutch	0.32%	Tongan/Other Pacific Islander	0.12%
Mandarin	1.09%	Gujarati	0.32%	Bisaya	0.10%
Portuguese	1.04%	Russian/Norwegian	0.32%	Cherokee	0.10%
Dutch	0.79%	Samoan/Tongan	0.32%	Chinese/ Asian/ African/ Japanese	0.10%
Tamil	0.65%	Syriac	0.32%	Latvian	0.10%

Other Languages Spoken at Home

With 6% of all riders in the region indicating that they speak languages other than English at home, it was important to understand what other languages are spoken. The top two languages other than English and Spanish are Chinese at 16.64% (13.90% with no dialect specified, 1.09% Mandarin, and 1.65% Cantonese) and Hmong at 11.55%. A perusal of the total list of other languages spoken certainly suggests that Asian languages dominate.

To keep these numbers in perspective, the reader should keep in mind that the percentages are based on the relatively small proportion (6%) of the total regional ridership that speak a language other than English or Spanish in the home. Thus, those who speak Chinese at home, for example, would total about 1% of the total ridership.

Figure 49 Language Spoken at Home and Used to Complete the Survey



Comparison of Language Spoken at Home and Language Used to Complete the Survey

The survey was offered in a number of languages besides English and Spanish. Although the survey staff was not multilingual, each had a handheld poster indicating that the questionnaire was available in Chinese, Russian, and Vietnamese. This was shown to non-English/Spanish speaking riders. If literate in their language, riders could point to their language and be given the correct version of the questionnaire.

Overall, 98% of those who completed a survey completed it in English. Although, as we saw in Figure 43, 20% of the riders identified themselves as Hispanic, less than 2% responded using the Spanish language version of the questionnaire. Similarly, although 1% of the total sample indicated that they speak Chinese at home, only .13% completed the Chinese version of the questionnaire. Similar discrepancies occur with those who completed the Russian and Vietnamese versions.

These tendencies suggest a high degree of language assimilation among these populations.