



# TriMet Attitude and Awareness Survey

November 2014

# Methodology

Telephone survey of 1,000 residents

- Conducted November 13 – 18, 2014
- Quotas for age and gender in each county for representative sample
- Margin of error +/- 3.1%, at 95% confidence level

# TriMet positives up from 2013

## Public is more optimistic

- Increasing levels of optimism in the region
- Less worry about jobs and the economy
- This will continue

## Adding to favorability

- Improved service
- Infrastructure
- Contract

# Highlights

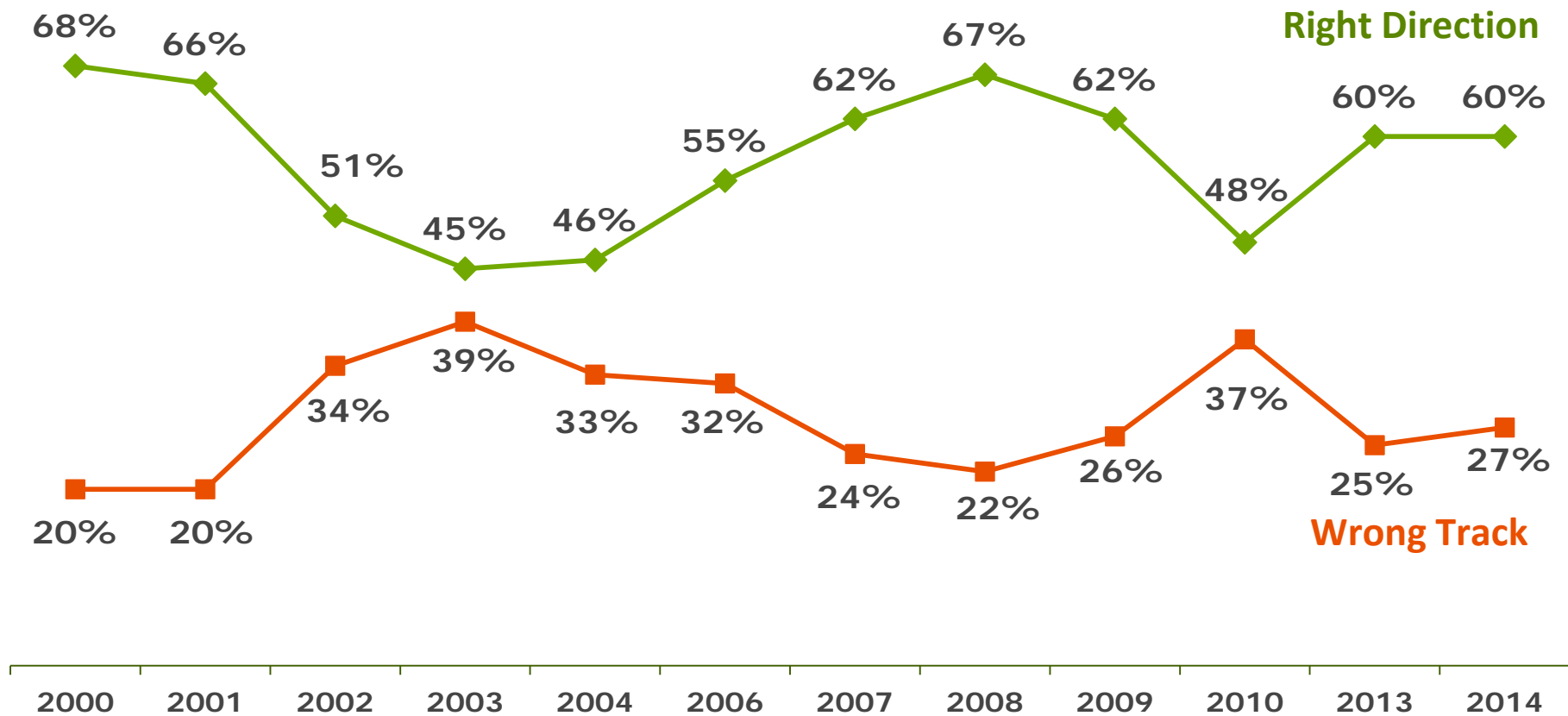
	2014	2013	2010
Approval of the job TriMet is doing	<b>76%</b>	66%	71%
Approval of Bus system	<b>78%</b>	65%	74%
Approval of MAX	<b>84%</b>	69%	79%
Perception that buses are safe	<b>76%</b>	67%	65%
Perception that MAX is safe	<b>79%</b>	68%	71%
TriMet riders' satisfaction with their overall experience	<b>87%</b>	81%	83%
Adults in the region who rode TriMet at least once last year	<b>80%</b>	74%	80%

# Customers' State of Mind



# Gap between right direction and wrong track consistent with 2013

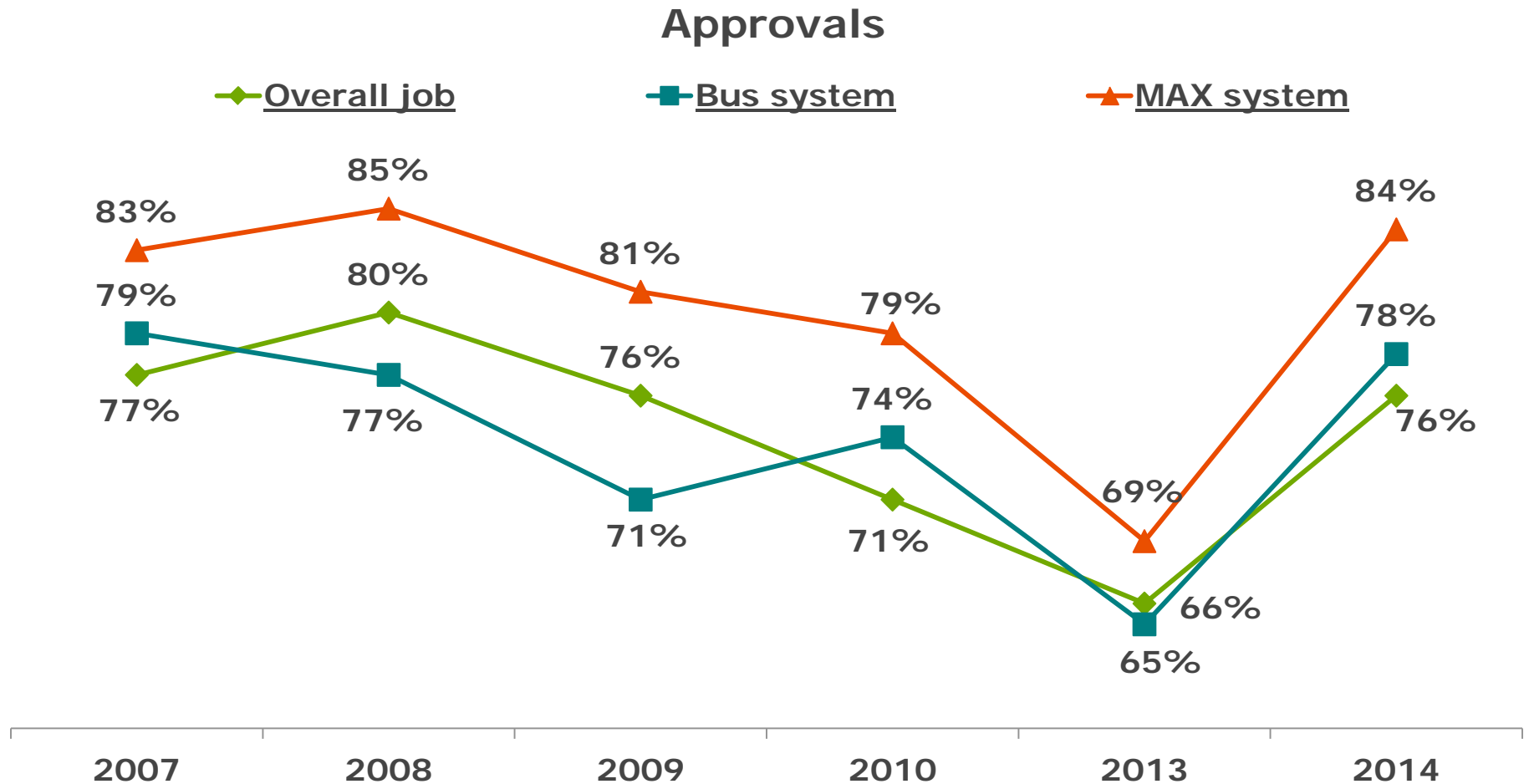
## Right Direction/Wrong Track for Region



# Approvals



# Approval of TriMet up significantly from 2013



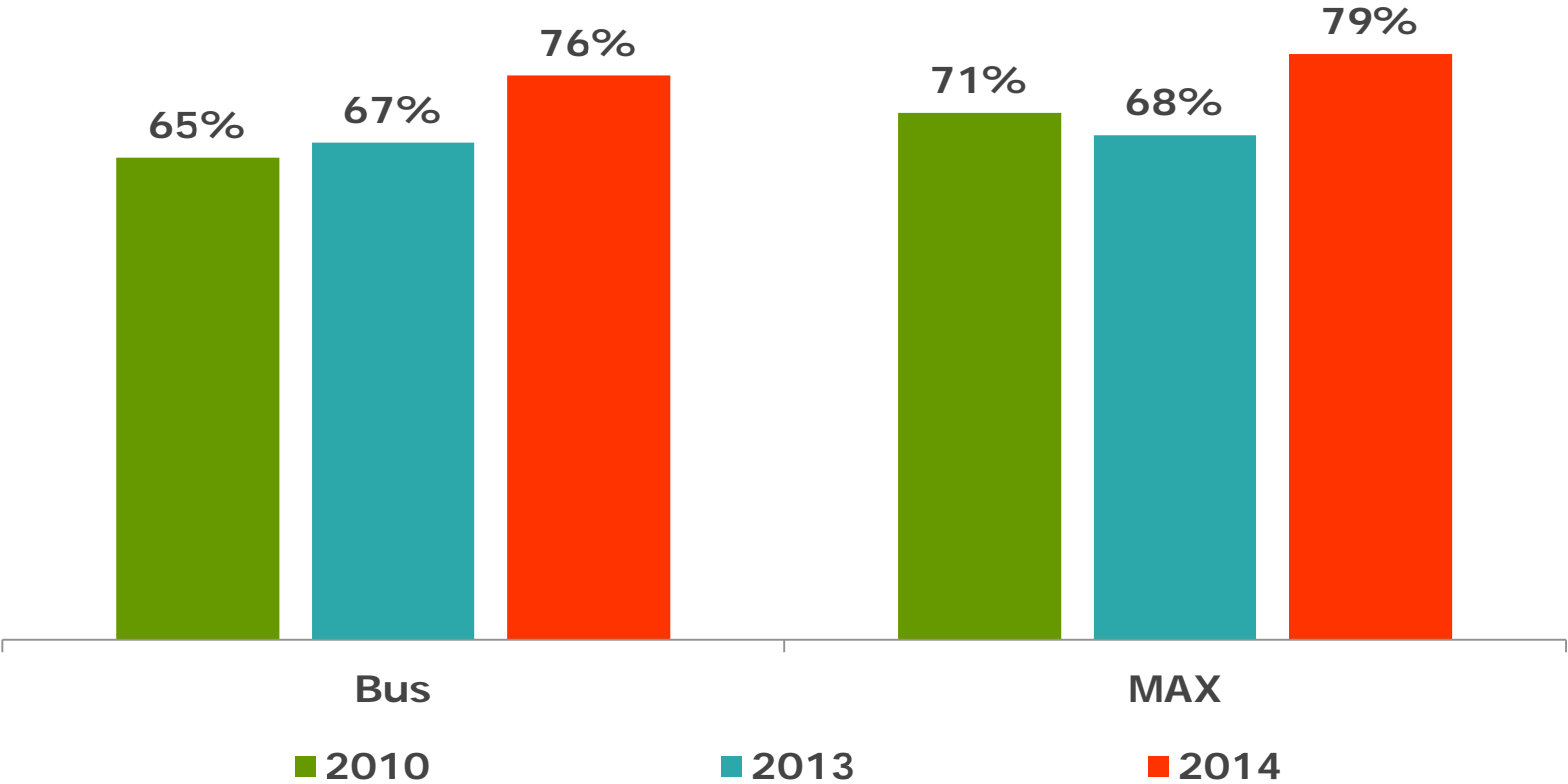


**Safety**



# Approval of safe operations up 10-points from 2013

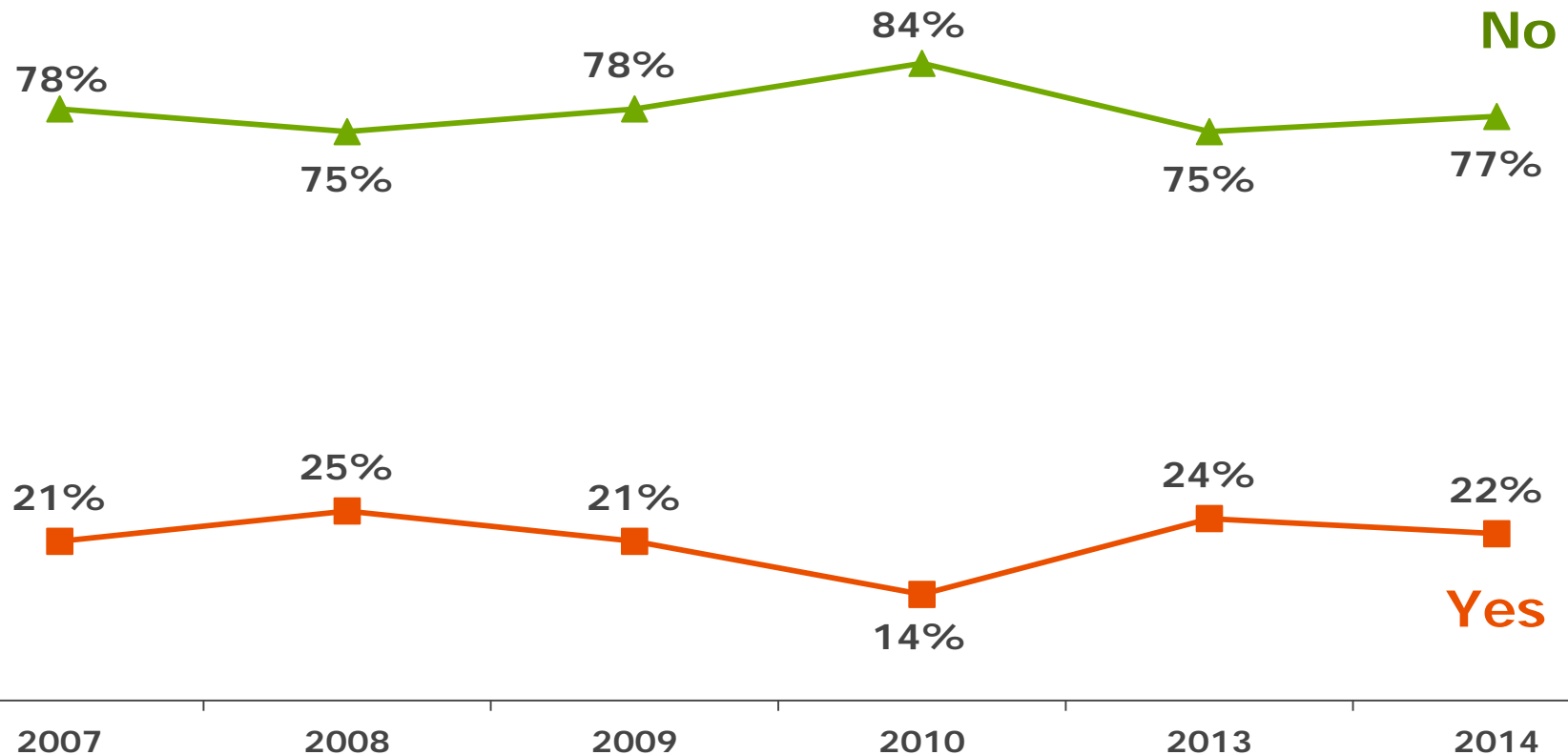
Approval of Safe Operations of MAX and Buses





# Personal safety not an issue for taking MAX

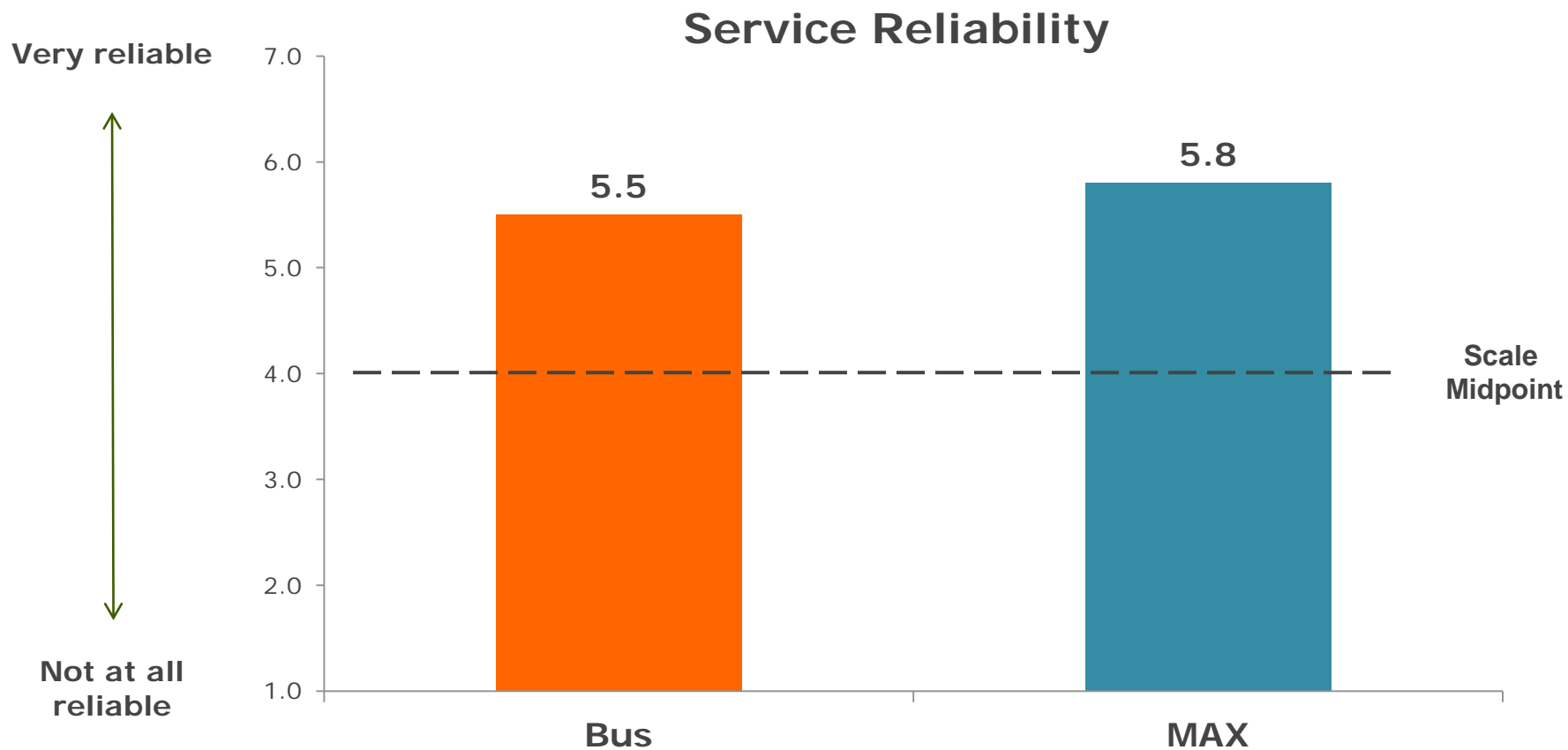
Have personal safety concerns ever prevented you from taking TriMet MAX trains?



# Reliability



# Reliability is viewed positively

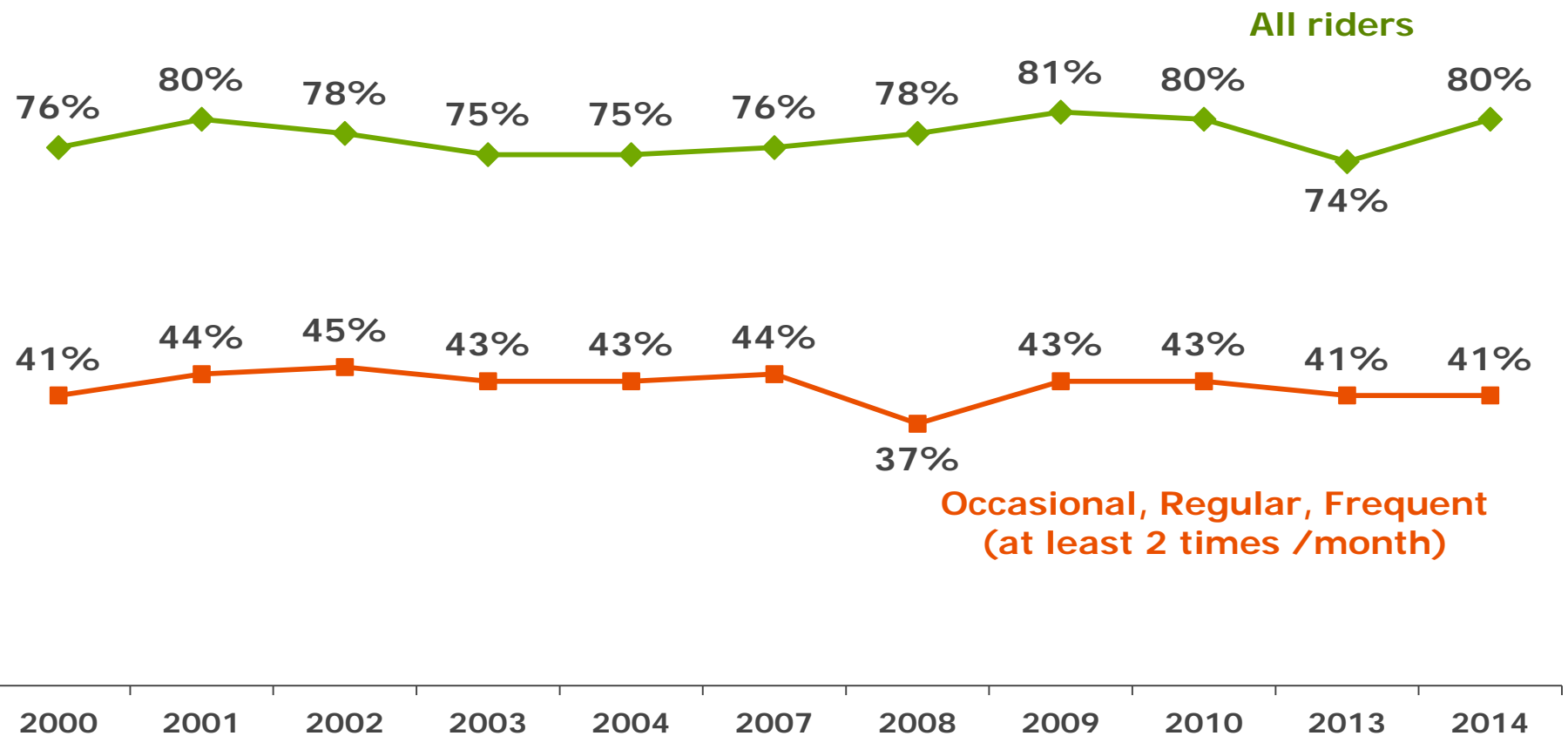


# Ridership



# Eight in ten adults in the region ride TriMet

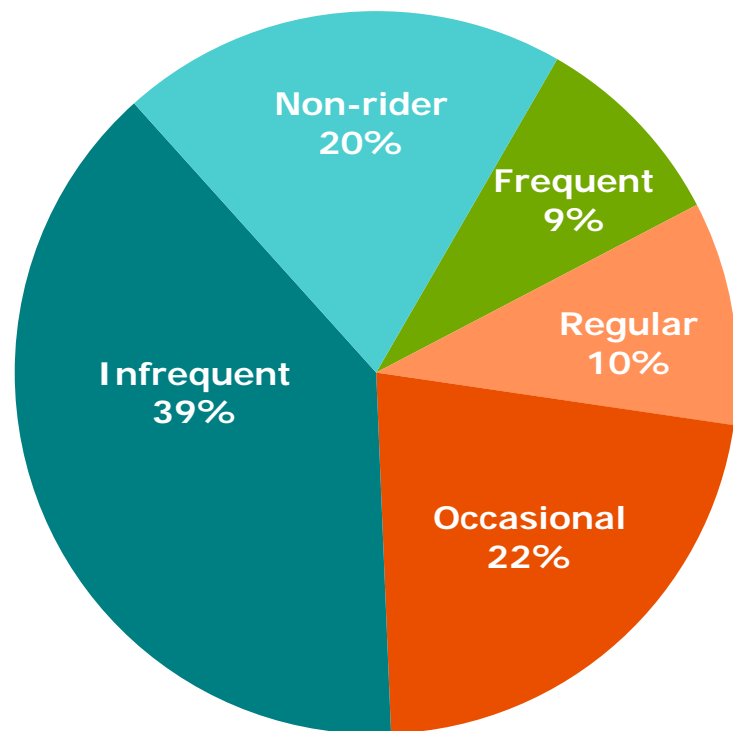
Percent of Adults who Ride TriMet





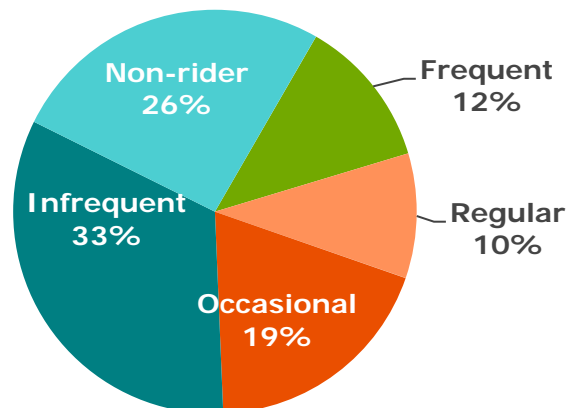
# Two in ten respondents ride TriMet several times a week or more

## 2014 Ridership Frequency



- Frequent Rider: Ride almost every day
- Regular Rider: Ride several times a week
- Occasional rider: Ride a couple of times a month
- Infrequent rider: Ride less than once a month
- Non-rider: Never ride TriMet

## 2013 Ridership Frequency

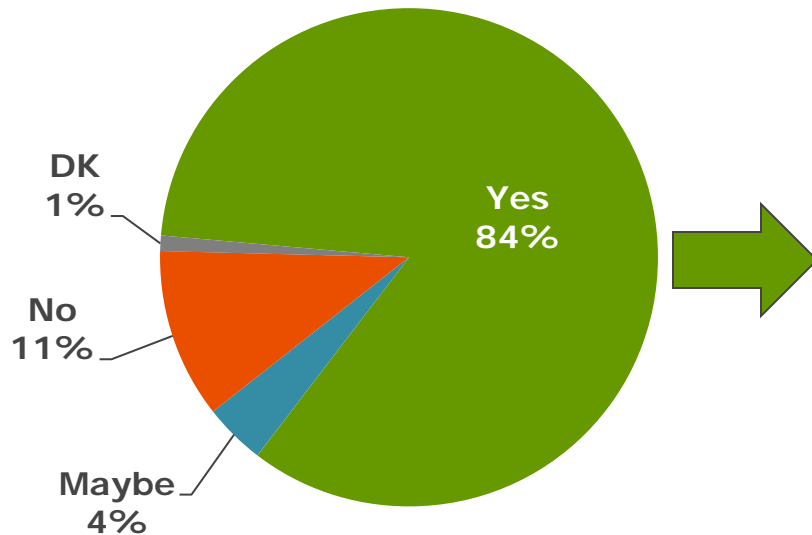






# Non-Riders value TriMet

Do you value the benefits of TriMet?



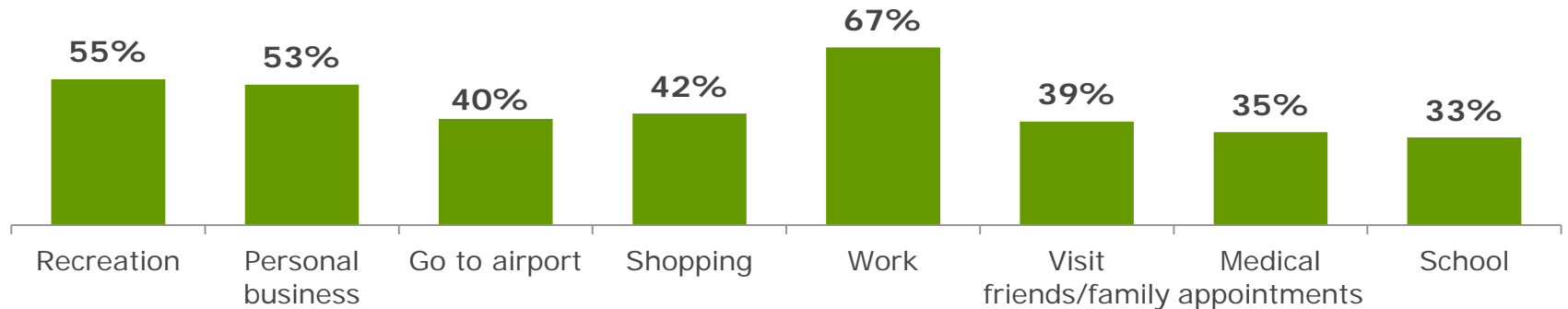
Why do you say that? (multiple responses accepted; Top mentions)	Of those who said Yes n=167
Provides a form of transportation	52%
Family/friend use TriMet	15%
Reduces traffic congestion	14%
Reliable/it's there when you need it	9%
Benefits many	8%
Economical	4%



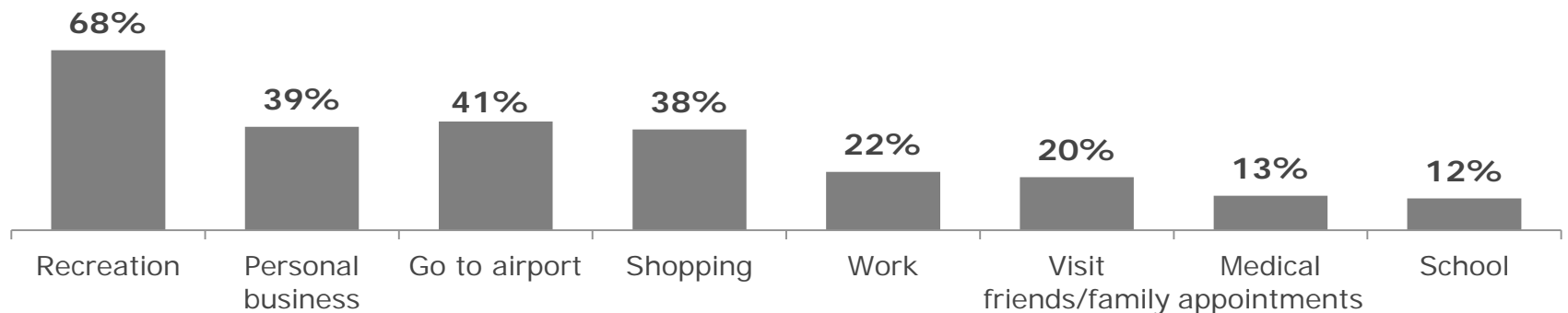
# Frequent riders use TriMet for work Infrequent riders use TriMet for recreation

## All Trips

### Frequent/Regular Riders



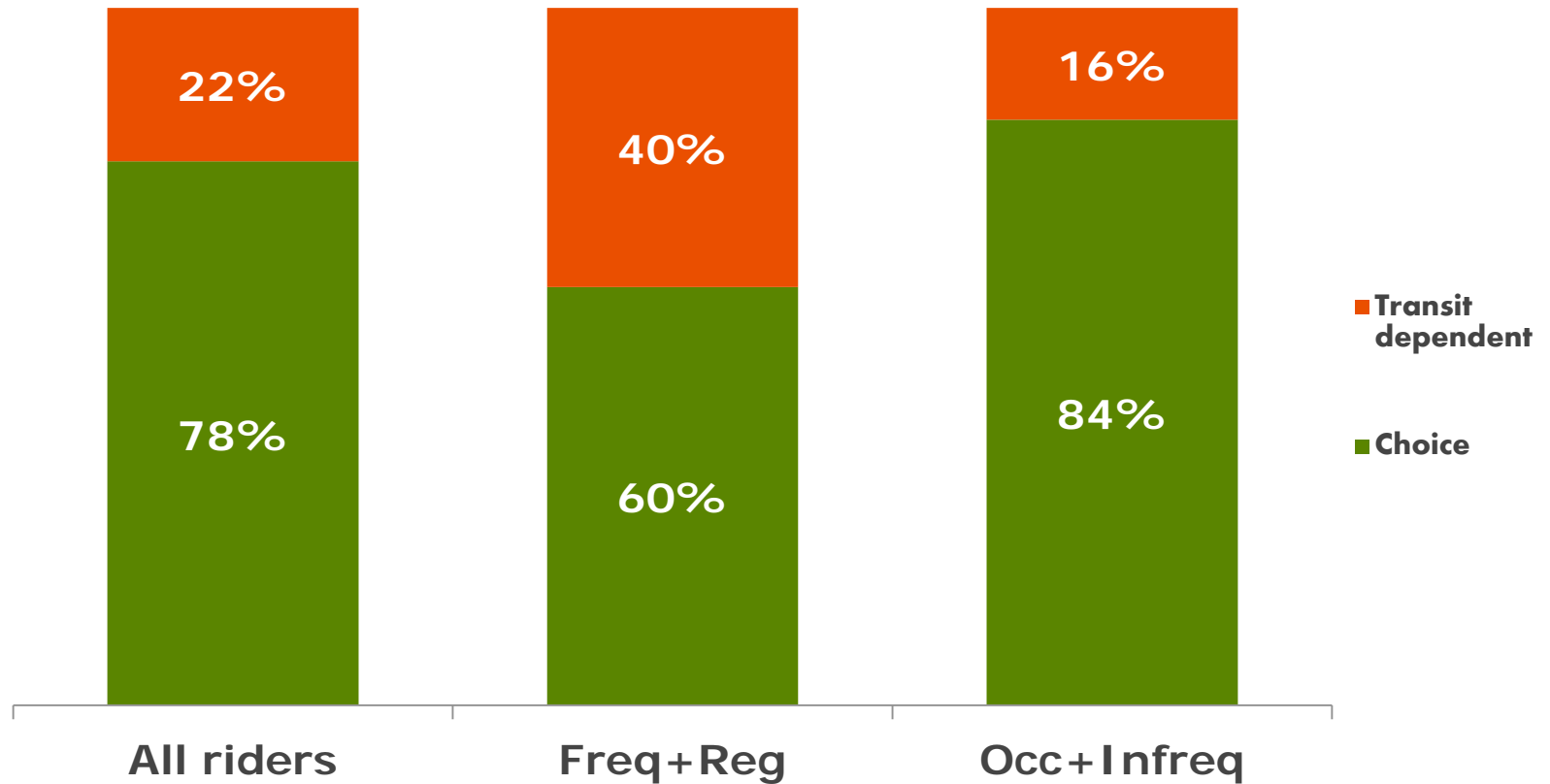
### Occasional/Infrequent Riders





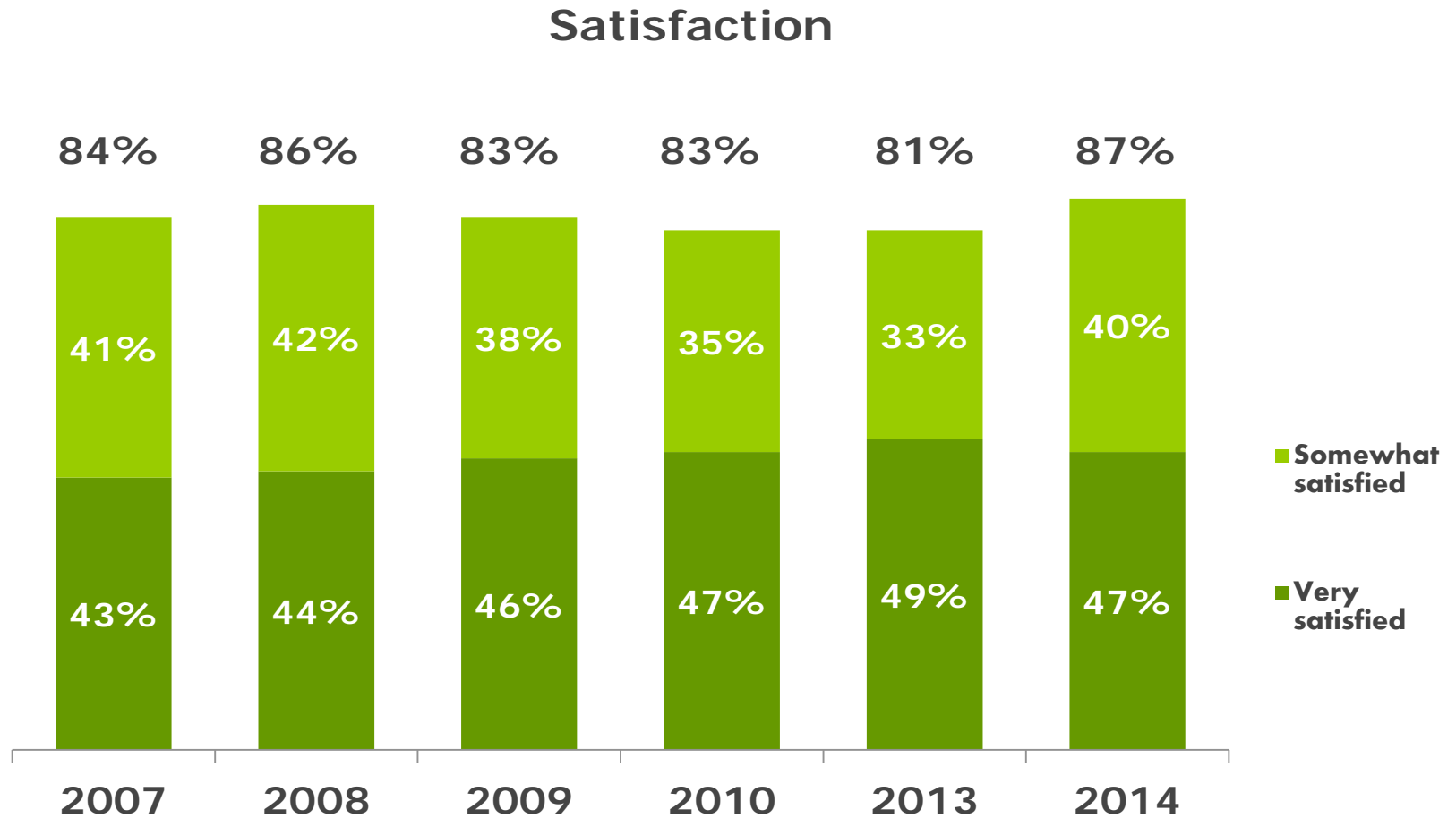
# Frequent riders are most likely to be Transit Dependent

## Reasons for Riding TriMet





# Rider satisfaction up

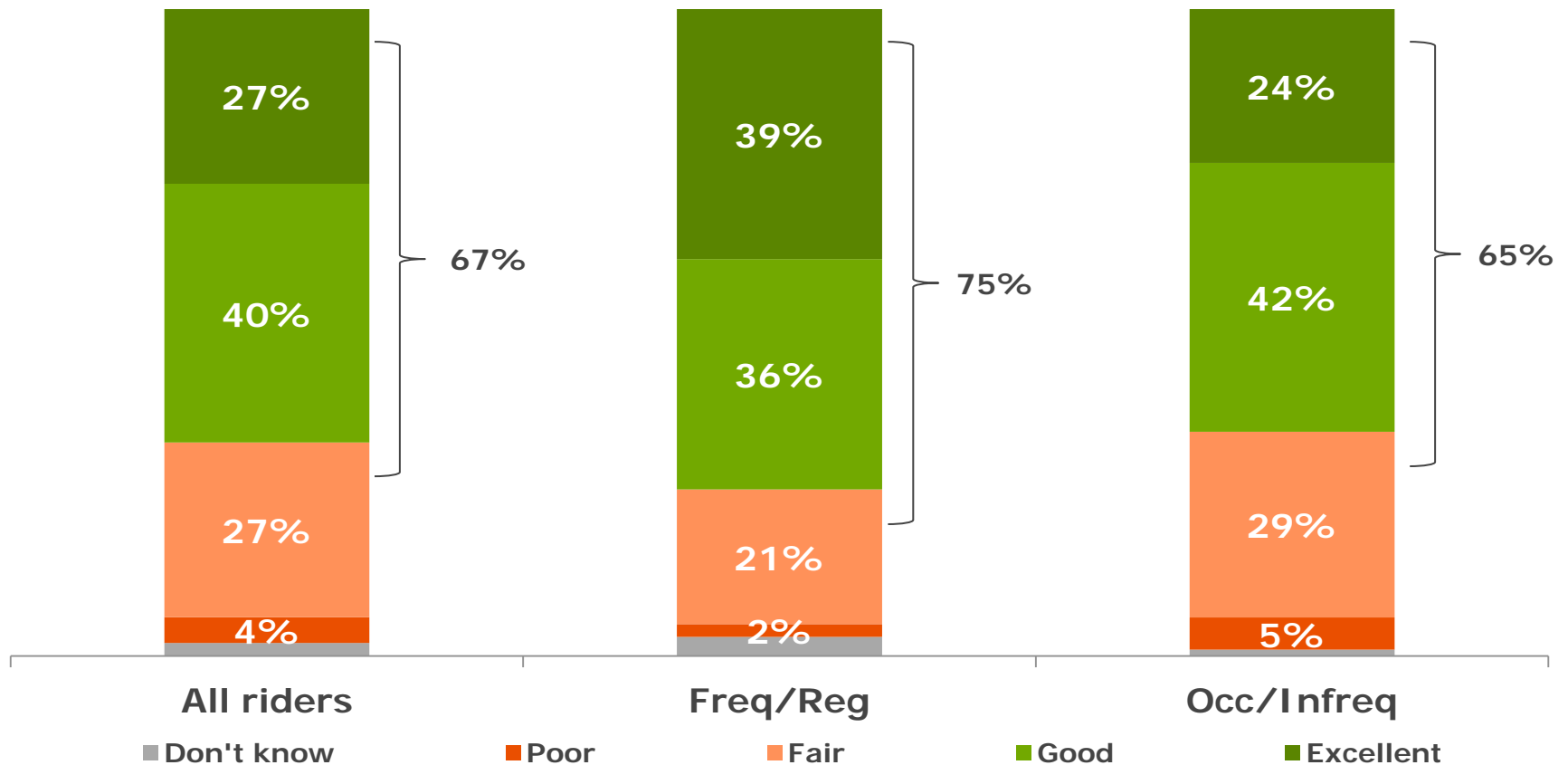


**Fares**



# Frequent riders are more likely to be satisfied with the value of transit services

## Value for Fare Paid

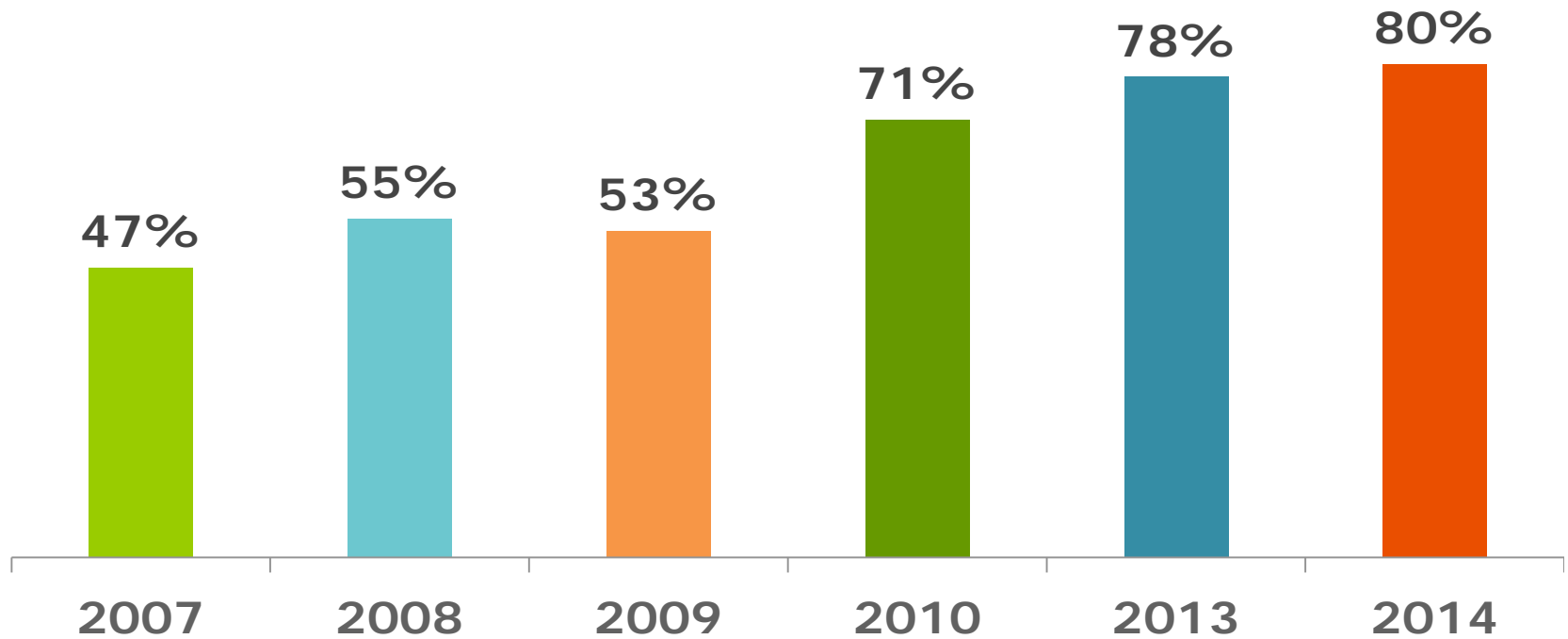


# **Project Awareness**



# Eight in ten respondents are aware of the Portland-Milwaukie Light Rail project

## Awareness of Portland-Milwaukie Light Rail







# Most made positive comments about the PMLR project

Response Category (Multiple responses accepted)	Total n=801	Rider n=649	Non-Rider n=152
<b>Positive</b>	<b>79%</b>	<b>82%</b>	<b>64%</b>
Reduces traffic congestion	22%	22%	20%
Provides a form of transportation	15%	15%	15%
Connecting parts of the City	13%	14%	9%
Expands public transportation	9%	9%	7%
Direct line to Milwaukie	8%	8%	7%
More accessibility	7%	8%	3%
Faster travel time	6%	5%	8%
Making commuting easier	6%	6%	4%
Access to downtown	5%	6%	4%
Increase the number of people using public transportation	4%	4%	1%
All other positive responses	3% or less	4% or less	4% or less



## Benefits of the Tilikum Crossing Bridge are a reduction in traffic congestion and providing an easily accessible pedestrian bridge

Response Category (Multiple responses accepted)	Total n=780	Rider n=638	Non-Rider n=142
Reduces traffic congestion	18%	18%	14%
Pedestrian bridge/crossing	16%	18%	9%
Bike friendly bridge/bicycle crossing	13%	14%	8%
Transportation across the river	9%	8%	11%
Connects parts of the city together	8%	9%	3%
Provides the MAX Rail a dedicated line	7%	8%	3%
Looks nice/beautiful/cool	6%	7%	4%
No cars are allowed to drive on the new bridge	6%	6%	7%
Faster crossing	6%	6%	7%
Easy access across the bridge	5%	5%	4%
Safe route across the bridge	4%	4%	3%
More access throughout the city	4%	4%	1%
Other	3% or less	3% or less	5% or less
None/nothing	5%	4%	7%
Don't know/Refused	12%	12%	13%

# Rider/Non-rider Demographics

Survey reflects American Community Survey demographics for:

- County
- Age
- Gender

**Q&A**

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