



# TriMet Attitude and Awareness Survey

## November 2015

# Highlights

## **Overall approval of TriMet remains high.**

- 72% TriMet job approval; 74% Bus approval; 80% MAX approval

## **TriMet is perceived as safe and reliable.**

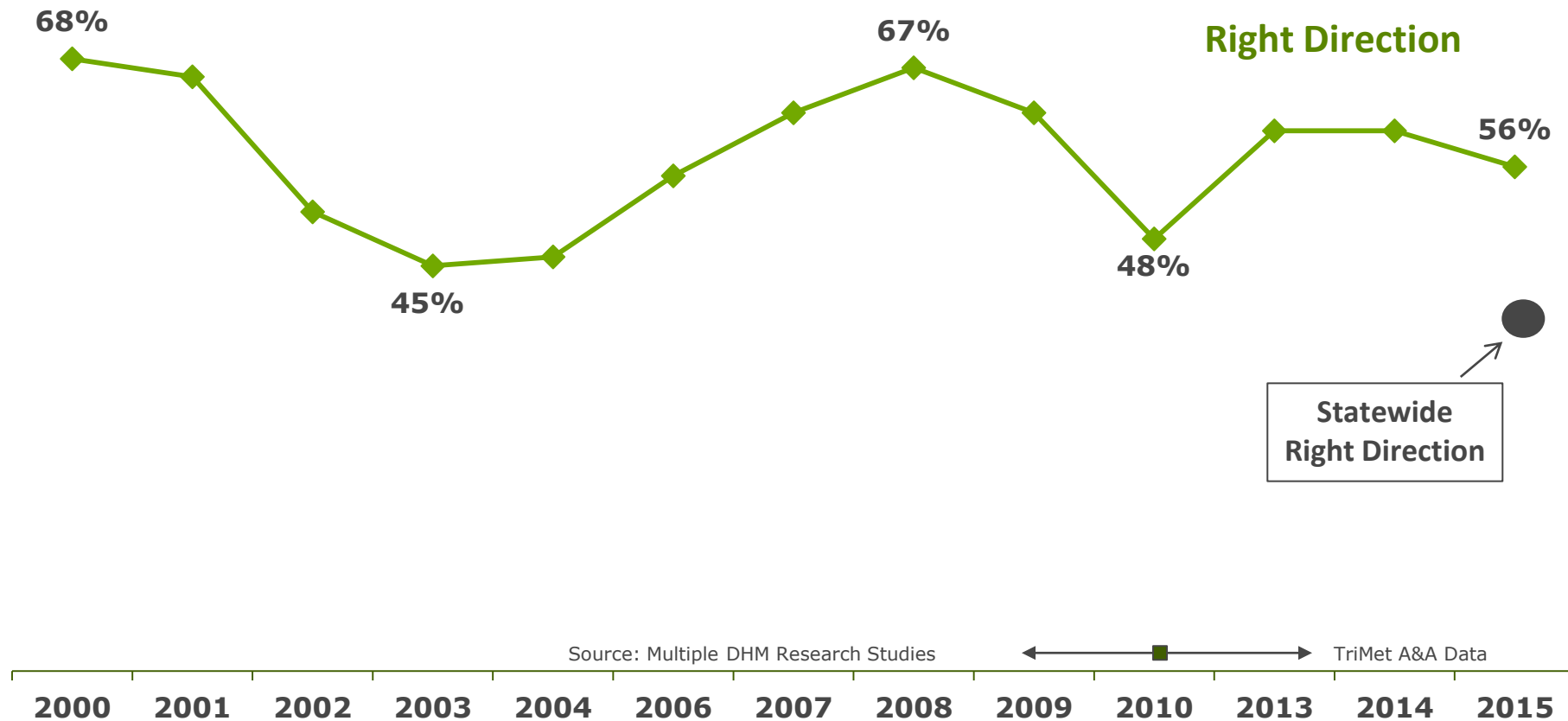
- On a scale of 1 to 7, Bus reliability was 5.4 and MAX reliability was 5.7
- Over 7 in 10 approved of TriMet's safe operation of buses (73%) and MAX trains (75%).

## **Ridership is 77% (80% in 2014).**

- Shift to more MAX only rides.

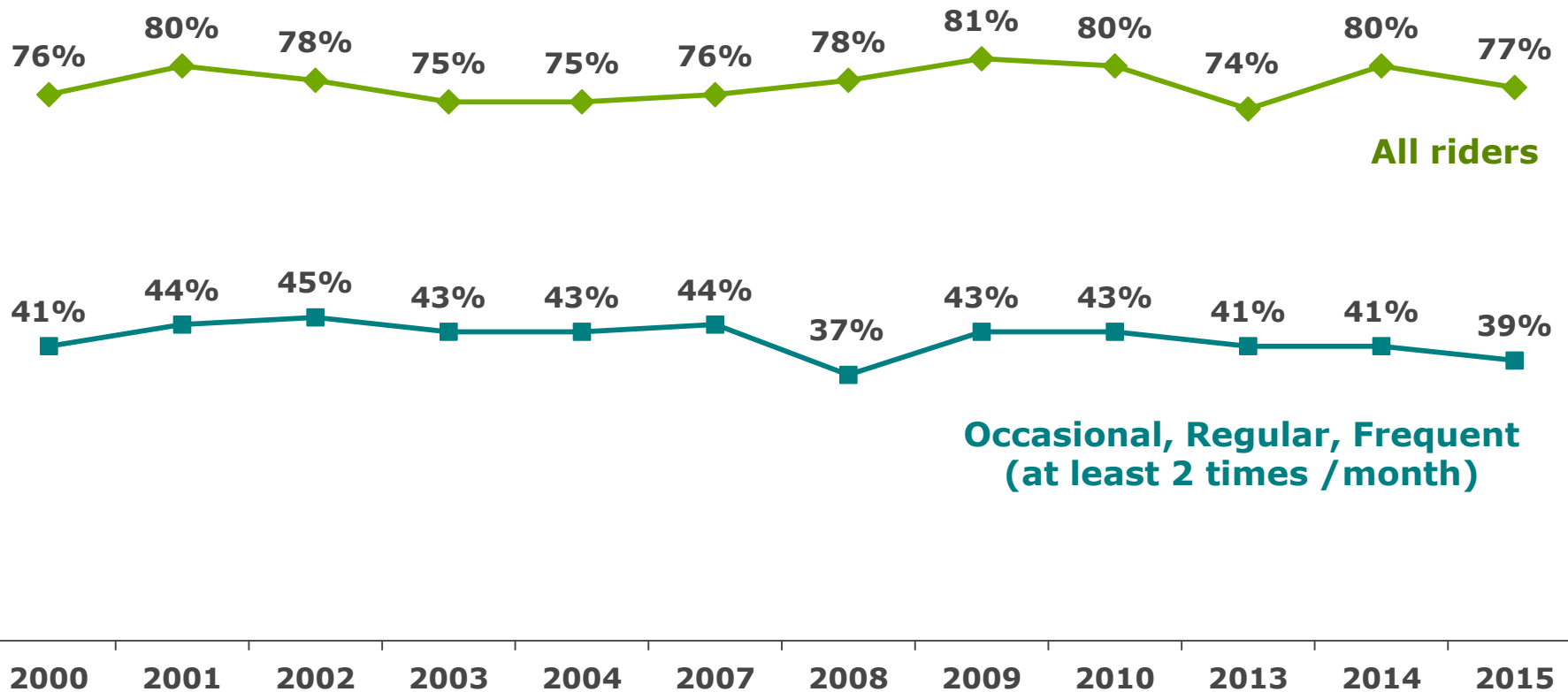
# Public Mood

# Regional optimism remains largely positive



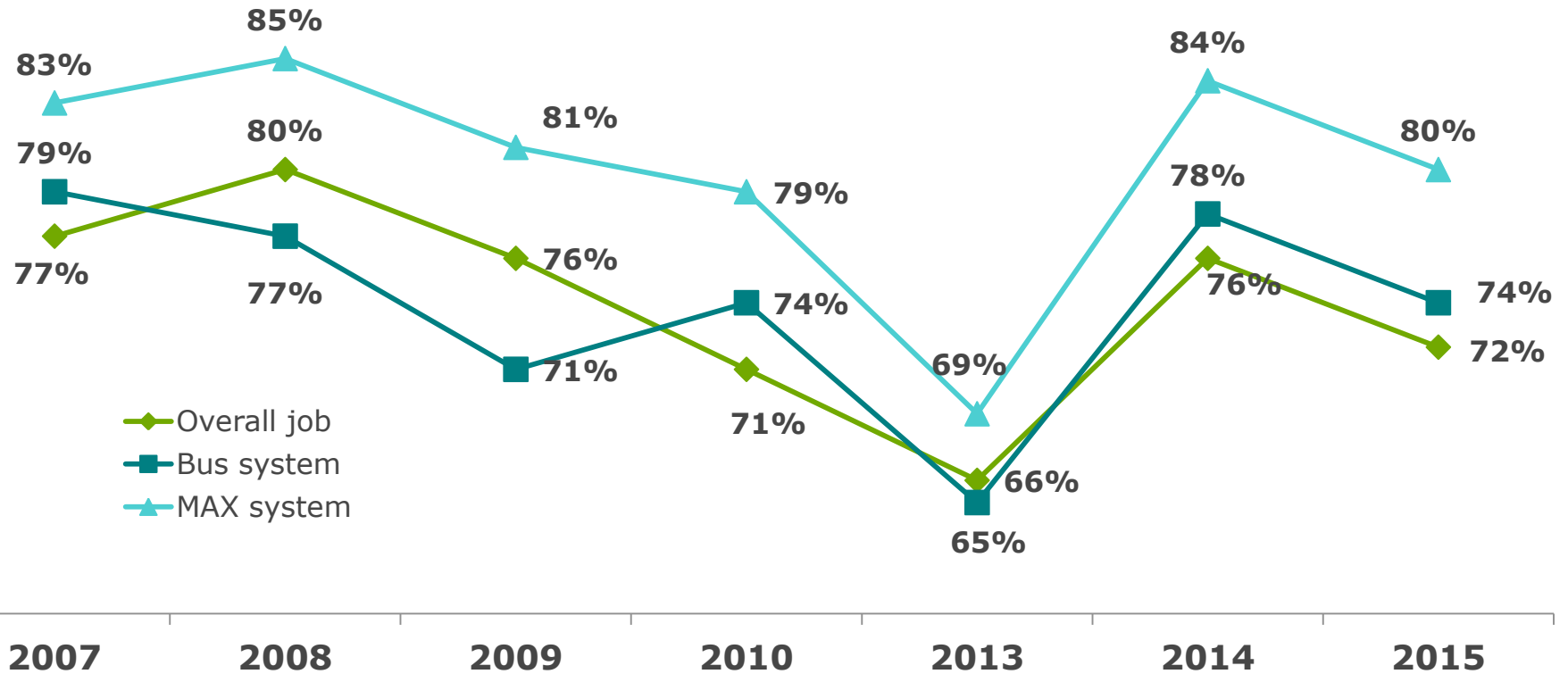
# Ridership

# Proportion of Riders down in 2015



# **Approvals & Satisfaction**

# Approvals down slightly from 2014, but remain above 2013 levels

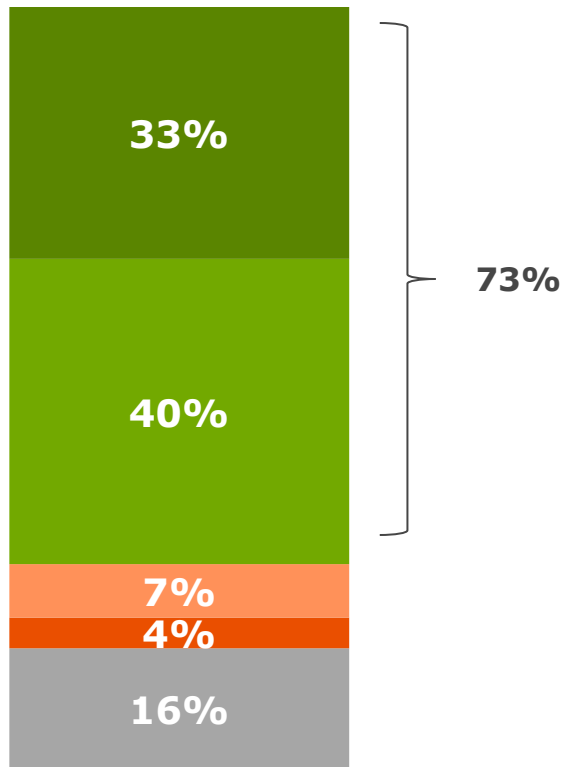




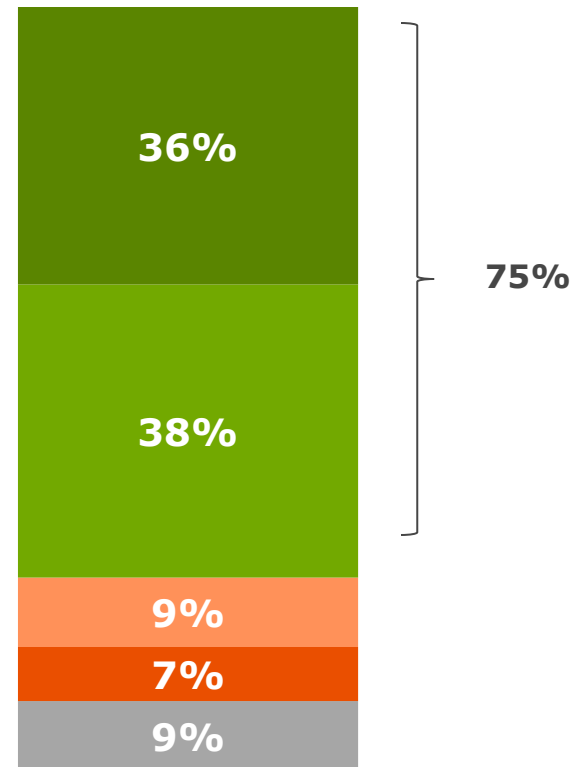
# Safe Operation

# More than 7 in 10 approve of TriMet's safe operation of vehicles

## Safe Operation: Bus



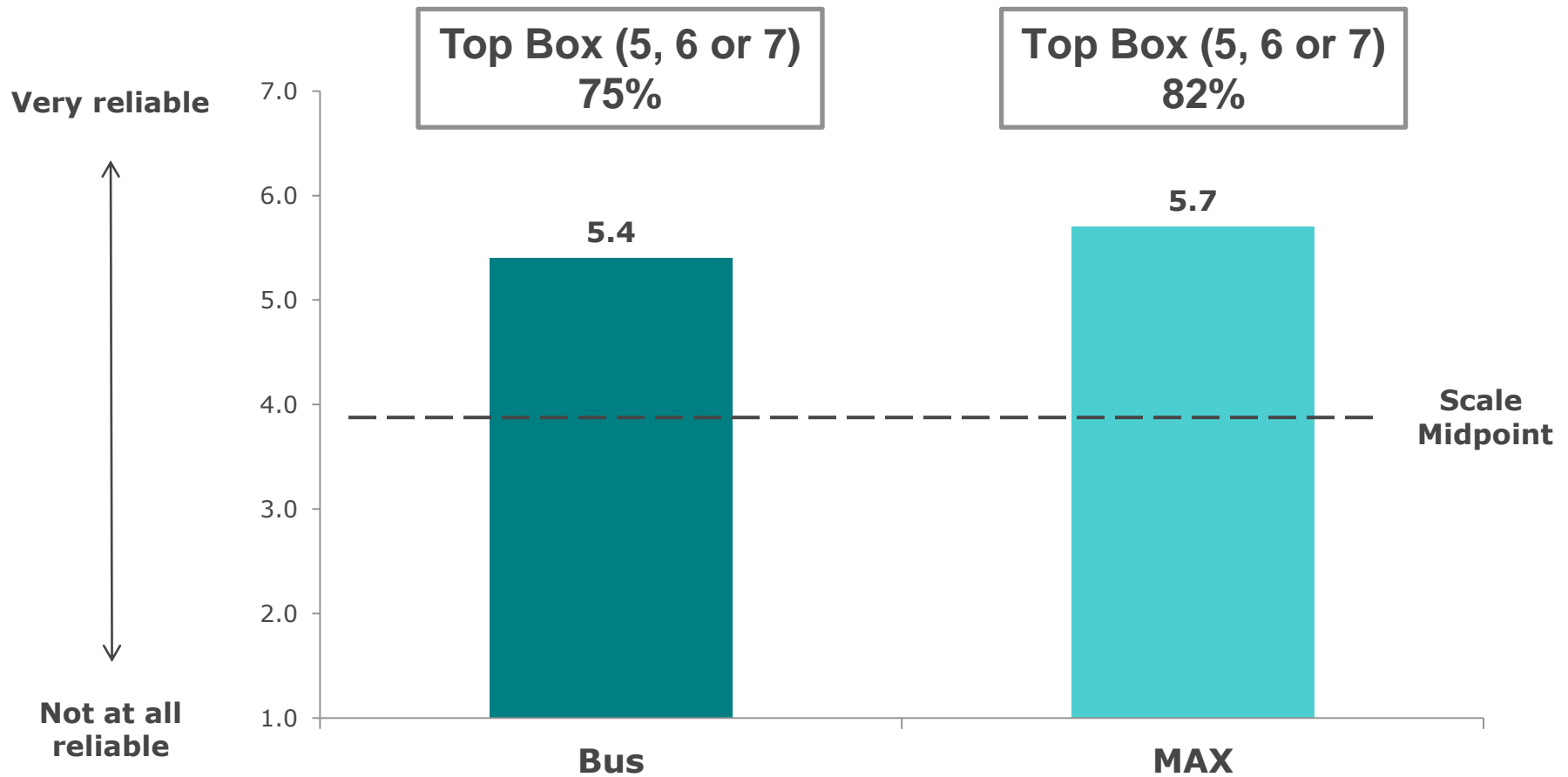
## Safe Operation: MAX



■ Don't know ■ Strongly disapprove ■ Somewhat disapprove ■ Somewhat approve ■ Strongly approve

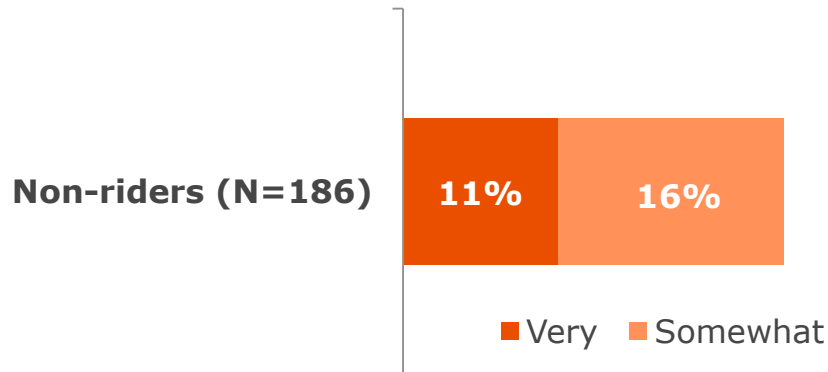
# Reliability

# Both bus and MAX service are seen as reliable

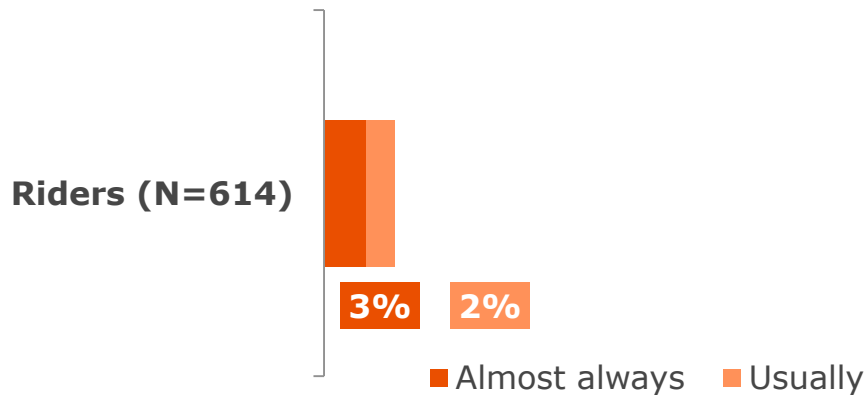


# Non-riders perceive overcrowding as more of a barrier than do riders (New Questions 2015)

How important is overcrowding as a reason you don't ride?

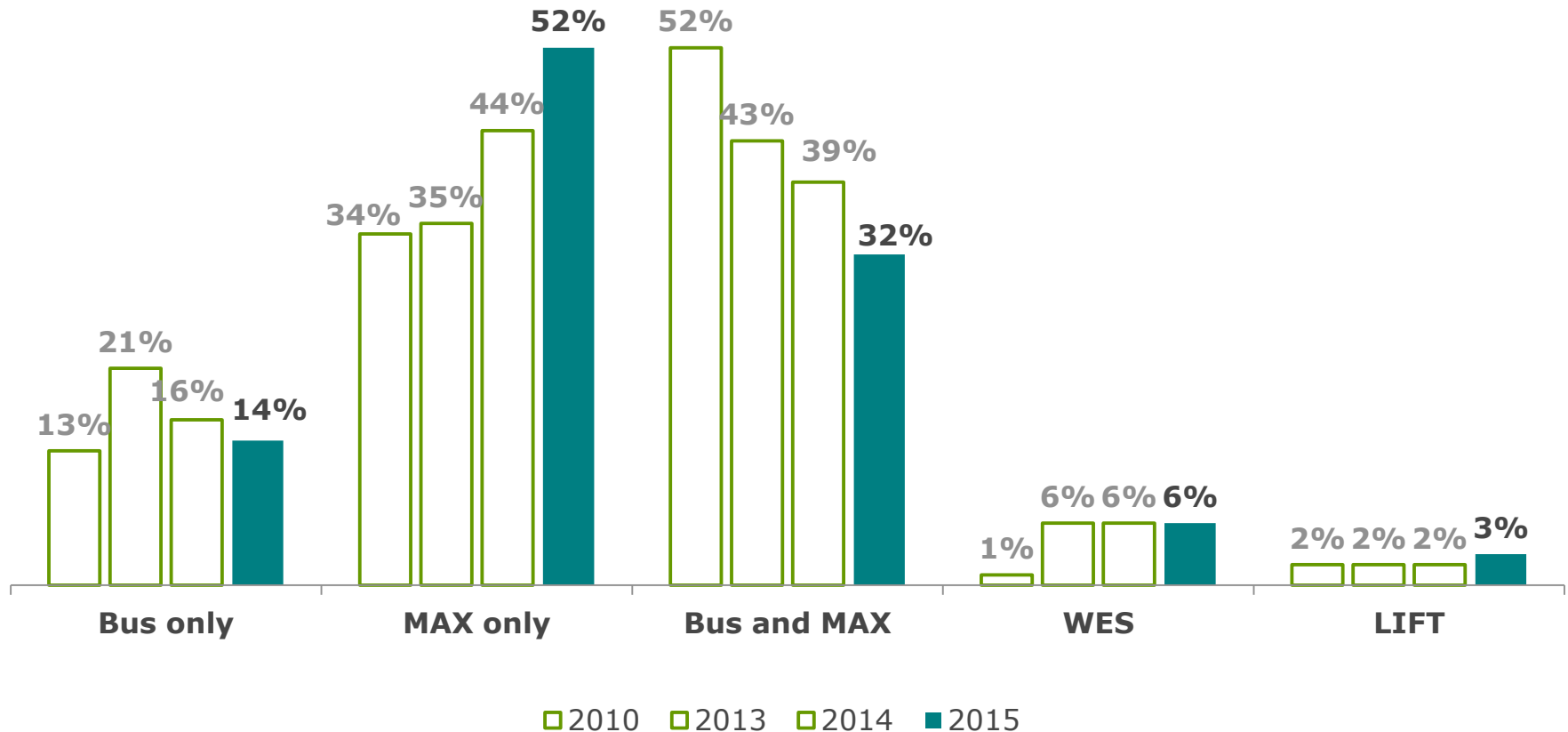


How often do you reduce your trips on TriMet due to overcrowding?



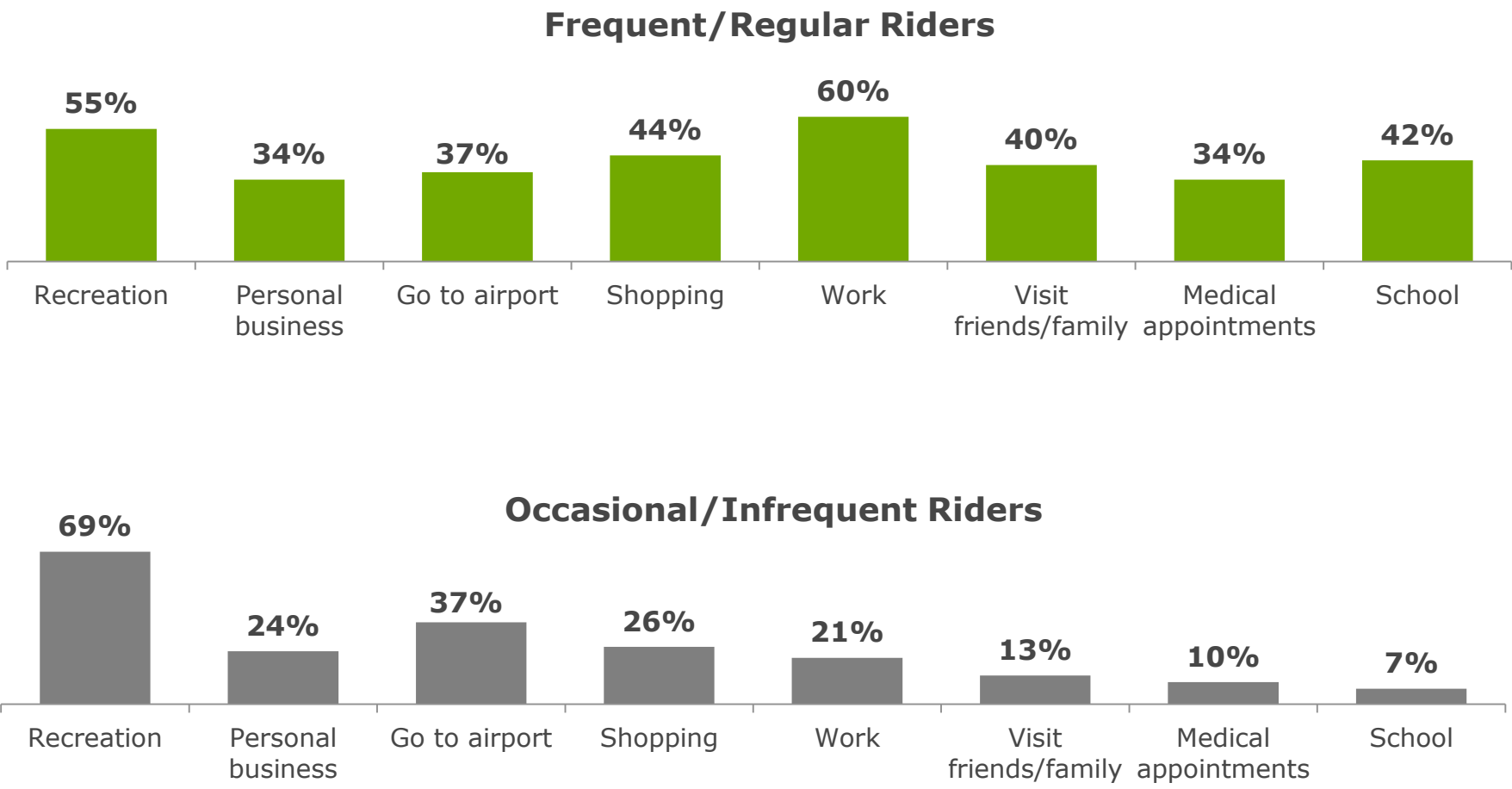
# Riders

# More riders choosing MAX only; fewer making trips using Bus and MAX combined



# Frequent/regular riders commute to work on TriMet

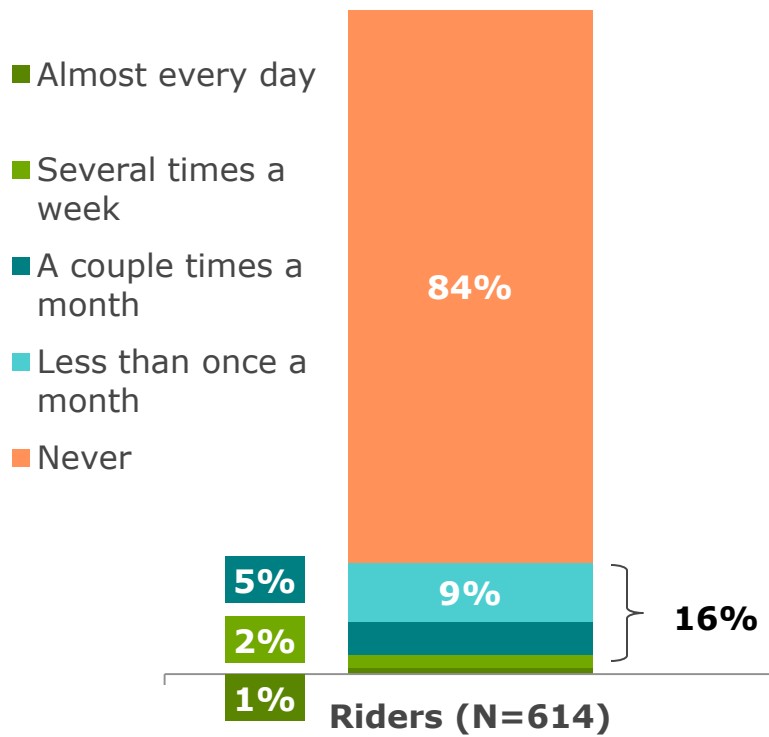
## Infrequent/occasional riders use TriMet for recreation



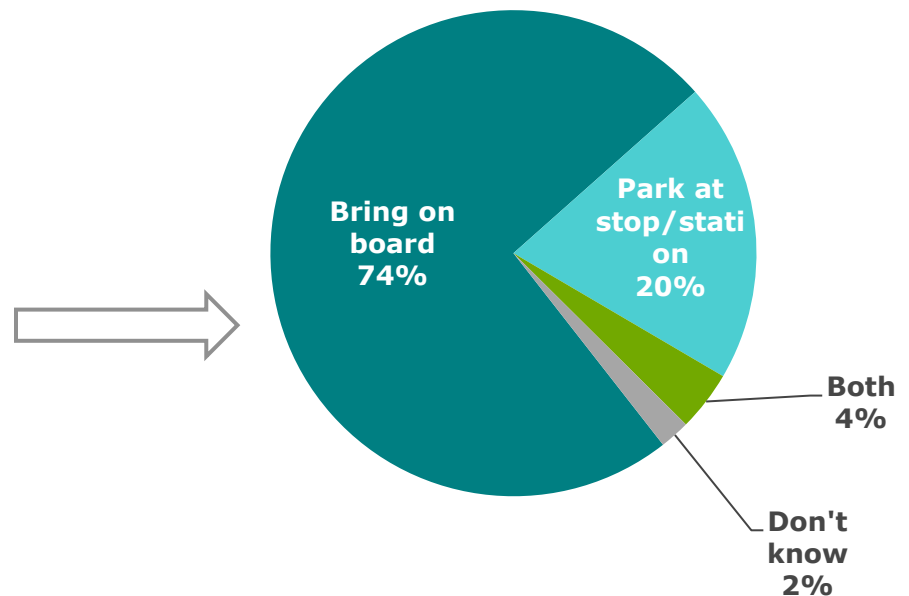


# 16% of riders ride a bike to connect to TriMet and they usually bring it on board (New Questions 2015)

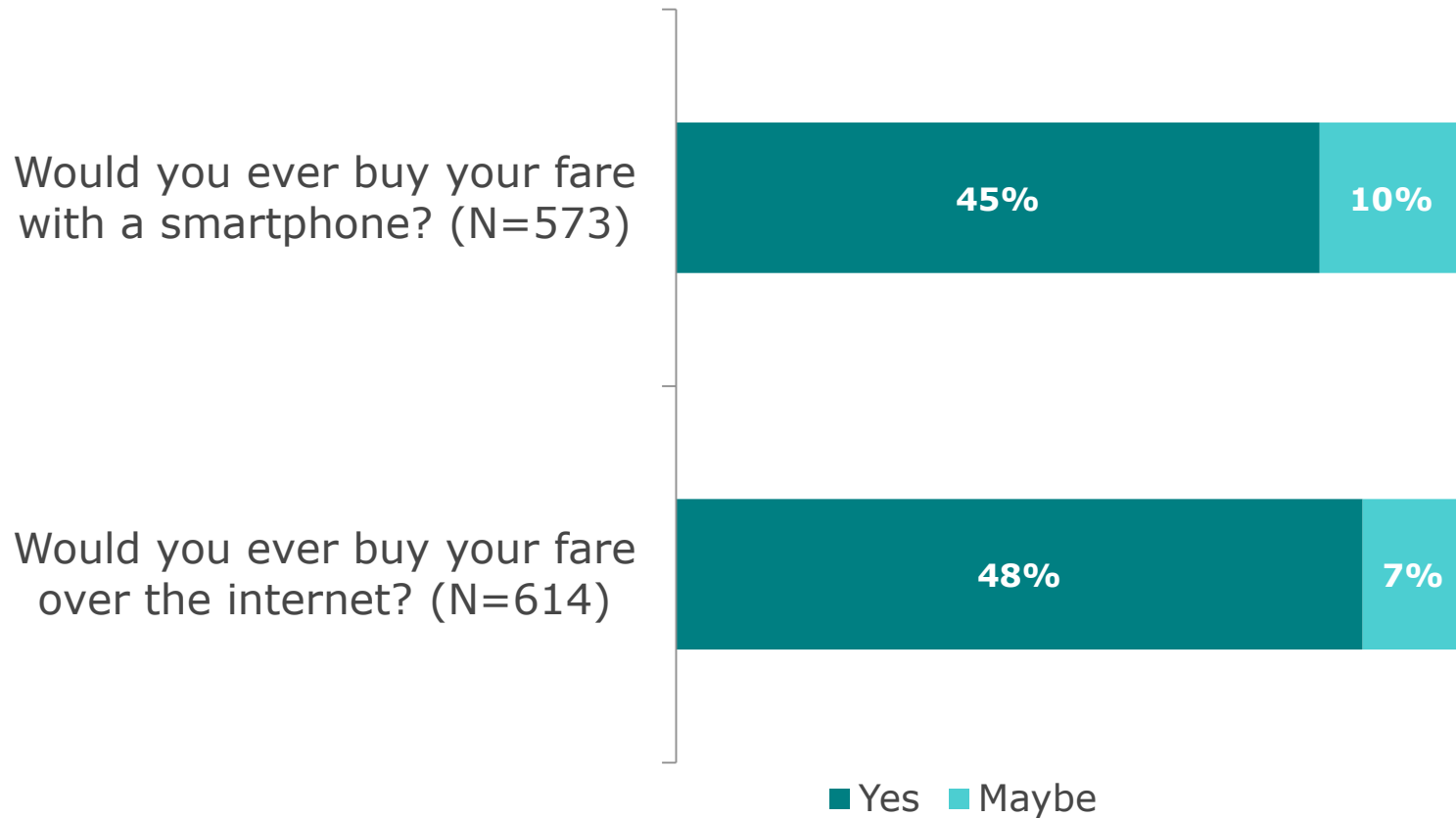
## Ride a Bike to Connect to TriMet Service



## Do you bring the bike on board or park it? N=99

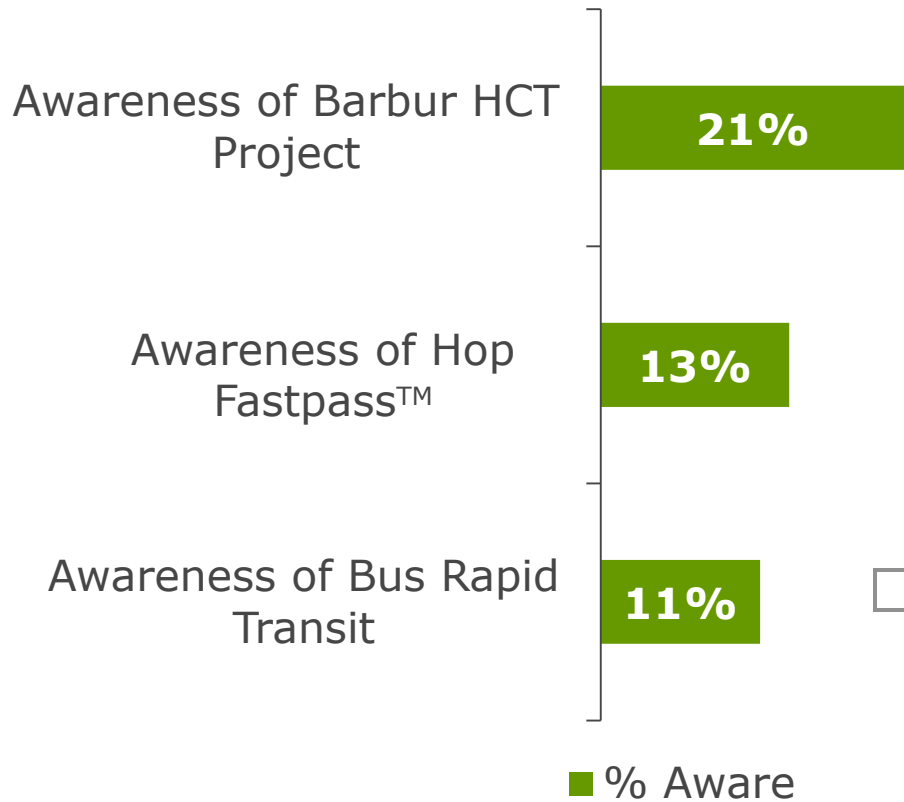


# Over half of riders (55%) would consider buying their fare using their smartphone or over the internet



# **Project Awareness**

# Awareness was higher for the Barbur HCT Project



**Awareness of  
Powell/Division Route**  
Those Aware of BRT, N=90

