2016
Rider Satisfaction Survey
Total Market

Prepared for:

Spring 2016

WestGroup
R E S E A R C H

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Appendix A - Questionnaire

Executive Summary

Valley Metro conducts annual rider satisfaction surveys to monitor the overall level of satisfaction among transit riders. This report presents the results of the eighteenth Rider Satisfaction Tracking Survey, which was conducted in April and May, 2016. It should be noted that in 2009, after light rail was introduced to the Valley, the survey instrument was updated to include light rail users.

Data for the rider satisfaction study in 2016 was collected using one methodology – intercept interviews using iPad technology. Subgroups analyzed within the report are bus-only riders (n=214), dual-mode riders (n=378) and light-rail-only users (n=144). The overall margin of error for the study is ± 3.69% at the 95% confidence level. Intercepts generally took between 10 to 12 minutes to complete.

Rider Demographics and Characteristics

- Self-reported demographics of riders as a whole were generally comparable to 2014 figures. Notably, the average household income reported by riders has declined since 2013 to an average of $29.9 thousand dollars per year, with approximately half (49%) indicating their annual household income is below $20,000 per year.
- On average, riders report using public transit for 6.9 years. Fewer riders in 2016 reported being new riders (10% indicated they had been riding for less than 6 months, compared to 16% in 2014).
- More than one third of bus riders (38%) reported riding the bus six to seven days a week, which is a similar proportion compared to recent years.
- Among light rail riders, the average reported frequency of riding light rail increased to 3.6 days per week in 2016 from 2.9 in 2014.
- Almost half of all riders surveyed (46%) said they are using public transit more often than a year ago, and less than 10% reported using public transit less often.
- Only 23% of total riders reported that they could have used a personal vehicle for the trip they were currently on. Nearly half (46%) said zero vehicles were available in their household at all.
- Less than half of riders reported having a valid driver's license (47%), representing the lowest level in the last several years of this survey.
- Smart phone usage among riders continues to rise. Four fifths (80%) of riders reported carrying a mobile phone at the time of being surveyed. Among those, a higher proportion in 2016 reported their phones were smart phones (81%, up from 71% in 2014). In addition, a higher proportion of smart phone users reported using Android phones compared to 2014 (76%, up from 59%).

Trip Characteristics

- The majority of riders (79%) indicated they *walked* to their first transit location; while approximately one in ten (9%) reported *biking*. Another 8% reported *driving/riding with others*.
- The large majority of riders (81%) also reported they would *walk* to their destination after their trip that day.
- Bus-only and dual-mode riders were more likely to report *walking* to their final destination compared to light rail only riders (84% and 86% vs. 65%, respectively).

System Satisfaction

Bus Elements

- Bus riders gave the highest satisfaction ratings to *usefulness of the Transit Book* (80% gave a 4/5 rating), while only 54% were satisfied with bus arrival/departure times.
- Compared to 2014, one attribute's satisfaction level increased significantly: *NextRide text or call for next bus arrival* (77% in 2016 vs. 70% in 2014).

Light Rail Elements

- Light rail riders gave the highest satisfaction ratings to *train arrival times* (90% gave a 4/5 rating), as well as *ease of purchasing passes at fare vending machines* (90%), and *quantity and quality of onboard announcements* (88%).
- Between 2016 and 2014, satisfaction levels for light rail attributes remained generally comparable.

Overall Satisfaction

- Approximately four in five riders (79%) gave high satisfaction ratings for overall transit service. This reverses previous declines seen in prior recent years and brings the overall satisfaction level back in line with 2011/2012 levels.

Likelihood to Recommend Transit Service

- The likelihood to recommend level remained stable compared to 2014. Eight in ten riders (81%) indicated they were highly likely to recommend the transit service to other people. However, the percent giving a "very likely" rating declined from 2014 (56%, down from 62%) while "4" ratings increased (25%, up from 20%).

Likelihood to be riding one year from now

- Levels of reported likelihood to continue riding public transit were sustained compared to 2014. Three-fourths of riders (74%) indicated a high likelihood to continue using public transit.

Perception of Service Change

- When riders were asked whether they thought Valley Metro service has improved, remained the same, or declined in the past year, four in ten (42%) indicated they felt the service has *improved* while another 46% felt it has *remained the same*.

Key Drivers (among Bus Riders)

- The elements most highly correlated with overall satisfaction were: *bus arrival/departure times* (0.487), *ability to transfer between buses* (0.466), *value of service for fare paid* (0.439) and *driver courtesy* (0.438)

- Elements with comparatively low levels of satisfaction, but relatively high correlation with overall satisfaction with the transit service include: *bus arrival/departure times, ability to transfer between buses, driver courtesy,* and *cleanliness inside the bus*.

Key Drivers (among Light Rail Riders)

- Generally, correlation coefficients for light rail attributes were not as high as values found for bus attributes. Only one attribute, *value of service for fare paid* (0.468 correlation with overall satisfaction) had a correlation above 0.400.

- Elements with comparatively low levels of satisfaction, but relatively high correlation with overall satisfaction with the transit service include: *presence of fare inspectors* and *personal safety*.

Primary Source of Transit Information

- Riders were asked the *primary source(s)* used to obtain information about routes and schedule information in the past year. In prior years, riders were asked to list *all sources* of information they utilized, whereas in 2016 the question is asking specifically for the primary source(s). Riders overall were most likely to mention *visiting valleymetro.org from a mobile phone* (37%) and *visiting valleymetro.org from a computer or tablet* (17%).

Loyalty Segments

Five different loyalty segments were identified using rider answers to three questions: *Overall satisfaction with the transit system in the Valley*, *likelihood to recommend the transit service*, and *likelihood to be riding the transit system one year from now*.

- **Loyal Advocates**: Riders who are completely satisfied (give a "5 – Very Satisfied" rating), are very likely to recommend the transit service to others (give a "5 – Very Likely" rating), and are very likely to continue using the transit service one year from now (give a "5 – Very Likely" rating).
- **Secure Riders**: Riders who are both satisfied and likely to continue riding (give a "4" or "5" rating on both measures).
- **Vulnerable Captive Riders**: Riders who are unsatisfied (give a "1 to 3" rating for overall satisfaction), but who are likely to be riding transit in a year (give a "4" or "5" rating).
- **Vulnerable Satisfied Riders**: Riders who are satisfied (give a "4" or "5" rating for overall satisfaction), but who are not likely to be riding transit in a year (give a "1 to 3" rating).
- **At Risk Riders**: Riders who are unsatisfied (give a "1 to 3" rating for overall satisfaction) and also are likely to stop using the service in the next year ("1 to 3" rating).

Key findings in 2016 include:

- Loyal Advocates comprised 29% of total riders, the highest proportion measured in recent years.

- Secure riders comprised 35% of the total.

- Vulnerable Captive riders declined as a proportion of the total (12%, down from 19% in 2014) while Vulnerable Satisfied riders increased (16%, up from 10% in 2014).

Conclusions

1. In general, the Valley Metro transit system appears to be meeting the needs of its riders better than in the past. Overall satisfaction with the transit system increased this year, and there was a notable shift in the ridership toward "contented" riders with increases in Loyal Advocates, Secure Riders, and Vulnerable Satisfied Riders.

2. Reported smart phone usage peaked in 2016 and was more Android-dominant than in prior years. Additionally, the most often reported *primary source* of route and schedule information used in the last year by riders overall was utilizing a mobile phone to access route information from valleymetro.org, signaling a turning of the tide from traditional information resources like the Transit Book. The potential to offer riders more control over their transit experience by providing access to real-time information via smart phone browsers and in-phone apps such as RideKick should continue to be a critical point of focus for Valley Metro moving into the future. Mobile phone functionality, particularly among younger riders, is a critical tool that enables these riders to not only summon transit information, but also other transportation services like Uber/Lyft to more easily overcome the lack of having a vehicle.

3. Bus riders continue to express low satisfaction with bus arrival and departure times, relative to other service attributes. It also continues to be highly correlated with overall satisfaction of riders. This seems to be an opportunity for Valley Metro to pre-empt the frustrations with arrival and departure times by keeping riders informed via mobile devices either through push notifications or by continuing efforts to enhance the availability of information online or on in-phone apps. Operational focuses on technology such as this seems to be a low-hanging fruit as far as lessening this historic pain point among riders while, in turn, increasing overall satisfaction with the transit system as a whole.

4. Less than one quarter of riders overall indicated they could have used a vehicle instead of their current transit trip, highlighting the point that a large majority of riders are heavily dependent on the public transit system to make their regularly planned trips. Additionally, fewer riders in 2016 reported having a valid driver's license which matches secondary data from a variety of sources pointing toward the same trend nationwide, *particularly among young people*. Valley Metro should continue to look toward younger demographics as a primed potential audience of new ridership.

5. Among light rail riders, presence of fare inspectors as well as personal safety rose among the most highly correlated service attributes with overall satisfaction (this analysis had not been performed before 2016), while receiving relatively low satisfaction ratings themselves. This seems to indicate that riders utilizing the light rail, an increasingly popular transit choice among residents, are generally concerned about the level (or lack thereof) of authority figures in and around train routes. Perhaps they are also concerned about whether the riders on board with them have paid fairly to ride, thereby increasing concerns of personal safety. Detailed communications in some form may help to ease riders concerns that fare inspectors and security are indeed around and thoroughly performing their duties.

I.   Introduction

A.   Methodology

Valley Metro conducts annual rider satisfaction surveys to monitor the overall level of satisfaction among transit riders. This report presents the results of the eighteenth Rider Satisfaction Tracking Survey, which was conducted in April and May, 2016. It should be noted that in 2009, after light rail was introduced to the Valley, the survey instrument was updated to include light rail users.

Data for the Rider Satisfaction study in 2016 was collected using one methodology – intercept interviews using iPad technology. Subgroups analyzed within the report include bus-only riders, bus/light rail combination users and light-rail-only users. The overall margin of error for the study is $\pm$ 3.69% at the 95% confidence level. Intercepts generally took between 10 to 12 minutes to complete.

The intercept location and number of completes per location for the rider survey are shown in Table 1a. A total of n=641 initial intercepts were completed as an attempt to survey representative sample of riders. An additional n=95 intercepts were completed with Phoenix bus riders to provide additional sample for a separate report that is provided to Phoenix Transit.

Note: As in 2013 and 2014, all data reported for 2016 general market report is "weighted" back to the original proportions of ridership *prior to the Phoenix oversample*. This is to ensure that results are not skewed toward oversampled Phoenix bus riders. At the end of the initial general market survey, approximately 48% of total respondents were Phoenix bus riders. Therefore, Phoenix bus riders' responses were weighted back to 48% of the total 736 responses for analysis. Please note that reported frequencies reflect the weighted data. Table 1a on the following page shows a list of non-weighted frequencies of intercepts.

In addition to intercepts at transit stations, interviews were also conducted on the light rail train itself. This was in an effort to better target the subgroup of light-rail-only-riders.

**Table 1a: Number of Riders Interviewed
by Intercept Location (non-weighted)**

Location	Including Phoenix Oversample		Before Phoenix Oversample	
	# Completes	% Total Sample	# Completes	% Main Sample
Total				
Metrocenter Transit Center	63	9%	50	8%
Central Station	74	10%	54	8%
Desert Sky Transit Center	60	8%	50	8%
Ed Pastor Transit Center	49	7%	35	5%
Sunnyslope Transit Center	46	6%	31	5%
Price-101 Fwy/Apache Blvd	20	3%	20	3%
Mesa Dr/Main St. Transit Center	41	6%	41	6%
Paradise Valley Transit Center	45	6%	35	5%
59th Avenue and Olive	35	5%	35	5%
Superstition Springs Transit Center	36	5%	36	6%
Tempe Transportation Center	45	6%	45	7%
Montebello and 19th Ave. Transit Center	35	5%	22	3%
University/Rural Station	16	2%	16	2%
Central/Camelback Station	16	2%	16	2%
Chandler Park-and-Ride (Hamilton & Germann)	10	1%	10	2%
Chandler Fashion Center	10	1%	10	2%
Skysong (Scottsdale)	10	1%	10	2%
LIGHT RAIL TRAIN	125	17%	125	20%
Total	**736**	**100%**	**641**	**100%**

Table 1b: Residence of Riders

City	2016 n =736 A	2014 n=748 B	2013 n=764	2012 n=602	2011 n=761	2010 n=729
Phoenix	54%	55%	56%	62%	56%	64%
Mesa	18%[B]	12%	14%	10%	12%	9%
Tempe	11%	12%	12%	12%	10%	9%
Glendale	8%[B]	5%	6%	5%	7%	4%
Scottsdale	2%	2%	4%	1%	3%	4%
Chandler	3%	4%	3%	3%	2%	4%
Avondale	1%	1%	3%	2%	1%	1%
Peoria	1%	1%	2%	1%	1%	1%
Gilbert	2%	2%	2%	1%	1%	1%
Other	1%	6%	3%	3%	7%	3%

SCRC. What city do you live in?
[AB] indicates significantly different than other year at 95% confidence level
2014 and 2016 data are weighted

B.   Significance Testing among Subgroups

Throughout this report, superscript letters ABCDE appear in certain charts and graphs. These letters indicate that the figure is statistically higher, at the 95% confidence interval, than the figure in the other column or bar with that letter.

For example, in the table below, the A after 35% in Column B for *Yes* means that the percentage of 2014 riders who answered *Yes* is significantly higher than the percentage of 2016 riders in Column A who gave that same answer.

In yearly tracking charts and tables, the current year's results are generally only statistically compared in this manner to the previous year's results for the same question.

Response	2016 n=736 A	2014 n=748 B
Yes	15%	35%A

C.   Characteristics of the Sample

This year, as in the previous two years, interviews were conducted using in-person intercepts. Interceptors used iPad technology to record survey responses, allowing real-time tracking of results. The table below shows the data collection methods used for the rider satisfaction surveys.

Research conducted:	Method of Data Collection
2009 and earlier	Phone
2010/2011	In-person intercepts (paper) with phone supplements
2012/2013/2014/2016	In-person intercepts (iPad)

An analysis of the 2011 survey data comparing the intercept results to the telephone results indicated that moving to an intercept-only methodology may have played a part in the shifting demographics that occurred in 2012. Thus, the impact of the methodology shift in recent years from all telephone for studies done in 2009 and earlier to all intercept should be considered when viewing results.

<div align="center">*   *   *   *   *   *   *   *   *   *</div>

Self-reported demographics of riders as a whole were generally comparable to 2014 figures. Notably, the average household income reported by riders has declined since 2013 to an average of $29.9 thousand dollars per year, with approximately half (49%) indicating their annual household income is below $20,000 per year.

Table 2a: Summary of Demographic Characteristics

Demographics	2016 A	2014 B	2013	2012	2011	2010	2009	2008	2006
Gender									
Male	51%	51%	52%	50%	54%	59%	49%	50%	50%
Female	49%	49%	48%	50%	46%	41%	51%	50%	50%
Age									
Under 25	24%	31%	39%	34%	26%	26%	15%	20%	25%
25 to 54	52%[B]	46%	45%	57%	55%	51%	60%	57%	59%
55 and older	17%	20%	12%	9%	18%	20%	24%	21%	16%
Refused	7%[B]	3%	4%	<1%	1%	3%	1%	2%	-
Average	38.7	37.4	33.8	34.5	38.2	39.8	43.0	41.2	39.1
Ethnic Origin									
White	40%	42%	38%	38%	48%	50%	59%	60%	64%
Hispanic	22%	24%	24%	28%	23%	20%	16%	15%	19%
Black	19%[B]	14%	17%	22%	15%	14%	10%	11%	11%
Other	11%	13%	11%	11%	8%	10%	12%	10%	6%
Refused/NA	8%	7%	10%	<1%	6%	6%	4%	4%	
Income									
< $20,000	49%	46%	33%	54%	37%	35%	25%	26%	40%
>$20K to $30K	17%	15%	20%	20%	18%	17%	15%	15%	26%
>$30K to $60K	21%	24%	31%	21%	27%	29%	28%	31%	27%
$60,000+	13%	15%	16%	5%	18%	19%	32%	28%	7%
Avg. (000)	$29.9	$31.6	$35.2	$24.7	$36.6	$35.6	$45.5	$39.7	$28.0
Employment									
Full-time	41%	39%	31%	41%	42%	38%	56%	61%	
Student	19%	23%	32%	30%	20%	19%	12%	13%	
Part-time	22%[B]	18%	23%	21%	18%	19%	14%	12%	
Unemployed	**	12%	10%	14%	15%	17%	11%	8%	
Unemployed – seeking work	10%								
Unemployed – not seeking work	3%								
Retired	8%	9%	6%	4%	9%	8%	9%	6%	
House spouse	3%	3%	1%	2%	1%	1%	1%	1%	
Disabled	-	4%	2%	1%	3%	2%	2%	4%	

[AB] indicates significantly different than other year at 95% confidence level
** in 2016, the option for unemployed was split into two separate options
Note: 2013, 2014 and 2016 data are weighted

Four fifths (80%) of riders reported carrying a mobile phone at the time of being surveyed. A higher proportion in 2016 reported their phones were smart phones (81%, up from 71% in 2014). In addition, a higher proportion of smart phone users reported using Android phones compared to 2014 (76%, up from 59%).

Less than one quarter (23%) of total riders reported they could have used a vehicle in their household in place of their current transit trip. Less than half (47%) of total riders reported having a valid driver's license, which is significantly lower than prior years.

Table 2b: Miscellaneous Sample Characteristics

Demographics	2016 A	2014 B	2013	2012	2011	2010	2009
Have mobile phone on bus/train	80%	78%					
% mobile phones are smartphones	81%[B]	71%					
Type of smartphone							
Android	76%[B]	59%					
Apple/iPhone	20%	31%[A]					
Windows	1%	2%					
Blackberry	1%	2%					
Access to vehicle*	23%						
Have valid driver's license	47%	56%[A]	54%	54%	54%	57%	72%

[AB] indicates significantly different than other year at 95% confidence level

*In 2016, access to a vehicle was determined with a new series of questions compared to previous years. In prior years, riders were asked whether they had access to any vehicle for personal use. In 2016, they were asked to indicate whether a vehicle currently at their household could have been used for their current trip.

Note: 2013, 2014 and 2016 data are weighted

II.   Rider Characteristics

A.   Length of Time Using Public Transit

On average, riders report using public transit for 6.9 years. Fewer riders in 2016 reported being new riders (10% indicated they had been riding for less than 6 months, compared to 16% in 2014).

Table 3a: History of Public Transit Usage in the Valley

Time Period	2016 n=736 A	2014 n=748 B	2013 n=764	2012 n=602	2011 n=761	2010 n=729	2009 n=717
<6 months	10%	16%[A]	15%	15%	10%	9%	4%
6 to 12 months	10%	10%	8%	13%	11%	8%	2%
1-2 years	15%	17%	23%	24%	18%	13%	15%
3-5 years	26%	22%	22%	22%	21%	24%	31%
6-10 years	20%	17%	15%	14%	17%	21%	21%
11-20 years	10%	10%	11%	8%	13%	15%	15%
20 years +	10%	9%	6%	4%	8%	10%	11%
Don't know/refused	*	*	*	*	2%	--	1%
Avg. (yrs)	6.9	6.3	5.7	4.6	6.7	7.6	8.1

Q1: How long have you been using public transit as a means of transportation in the Valley?
[AB] indicates significantly different than other year at 95% confidence level
Note: 2013, 2014 and 2016 data are weighted
* Less than .5%

Dual-mode riders tend to have the longest experience tenure compared to other types of riders (7.6 years on average).

Table 3b: Public Transit Usage by Mode

Time Period	2016 Total n=736	Bus Only Riders n=214 A	Bus/Light Rail Riders n=378 B	Light Rail Only Riders n=144 C
<6 months	10%	12%	8%	12%
6 to 12 months	10%	12%	9%	10%
1-2 years	15%	13%	14%	20%
3-5 years	26%	24%	25%	29%
6-10 years	20%	19%	21%	17%
11-20 years	10%	11%^{C}	12%^{C}	4%
20 years +	10%	8%	11%	8%
Don't Know	*	*	*	1%
Avg. in yrs	6.9	6.6	7.6^C	5.6

^{AB} indicates significantly different than other subgroup at 95% confidence level
Note: data are weighted
*<.5%

History of Public Transit Usage - Avg. # years
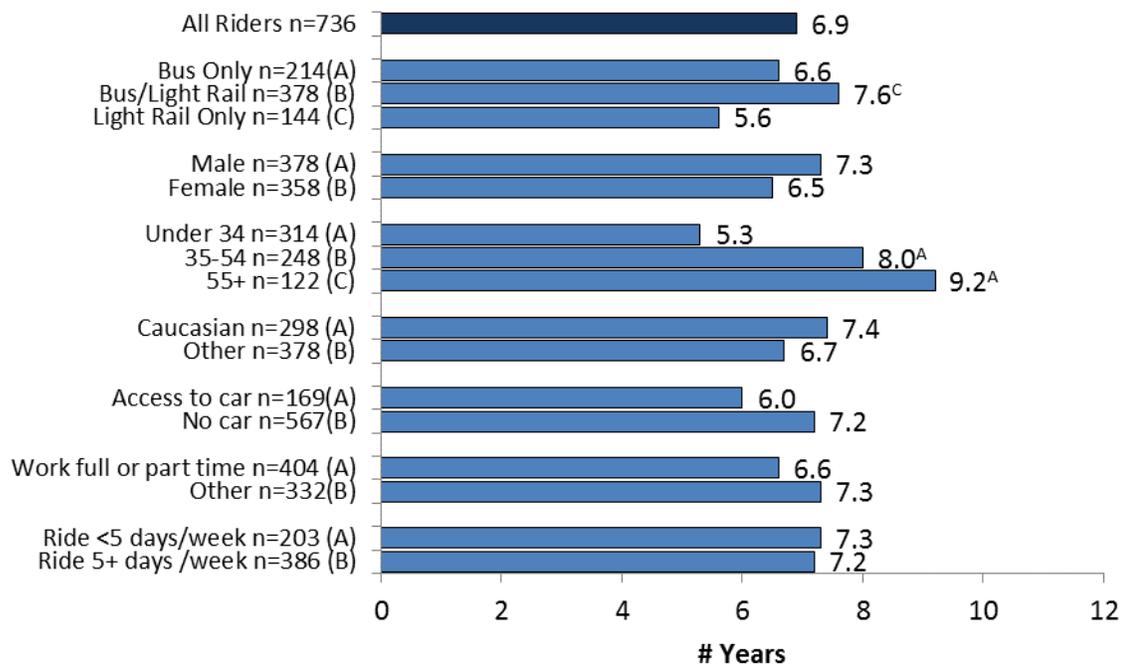
B.   Frequency of Riding Public Transit

1.   Frequency of Riding Bus

More than one third of bus riders (38%) reported riding the bus six to seven days a week, which is a similar proportion compared to recent years. Dual-mode riders were more likely than bus-only riders to report riding six to seven days a week (42% vs. 30%). Riders under the age of 54 reported riding an average of 4.9 days per week compared to an average of 4.3 days per week for older riders.

Table 4a: Frequency of Riding Bus Each Week
Among Bus Riders

Frequency	2016 n=592 A	2014 n=613 B	2013 n=612	2012 n=502	2011 n=617	2010 n=632	2009 n=311
Less than 1x/wk	4%	4%	3%	3%	7%	5%	6%
One day	3%	3%	4%	3%	5%	3%	7%
Two days	7%	9%	6%	4%	8%	7%	9%
Three days	10%	12%	8%	8%	12%	10%	11%
Four days	10%	10%	10%	12%	14%	13%	15%
Five days	28%	24%	33%	28%	21%	26%	36%
Six to seven days	38%	37%	35%	41%	33%	35%	16%
Average	4.7	4.7	4.8	5.0	4.3	4.7	4.0

Q2. In an average week, how many days do you ride the bus (THIS DOES NOT INCLUDE LIGHT RAIL TRIPS)?
AB indicates significantly different than other year at 95% confidence level
Note: 2013, 2014 and 2016 data are weighted

Table 4b: Frequency of Riding Bus Each Week: By Mode
Among Bus Riders

Frequency	2016 n=592	Bus Only n=214 A	Bus/Light Rail n=378 B
Less than 1x/wk	4%	5%	4%
One day	3%	5%B	2%
Two days	7%	8%	7%
Three days	10%	9%	10%
Four days	10%	8%	10%
Five days	28%	34%B	24%
Six to seven days	38%	30%	42%A
Average	4.7	4.5	4.8A

AB indicates significantly different than other subgroup at 95% confidence level
Note: 2016 data are weighted

Average Weekly Usage: Bus (# days)

	# Days
All Riders n=592	4.7
Male n=305 (A)	4.8
Female n=287 (B)	4.7
Under 34 n=254(A)	4.8^C
35-54 n=197 (B)	4.9^C
55+ n=101 (C)	4.3
Caucasian n=236 (A)	4.8
Other n=310 (B)	4.7
Access to car n=126 (A)	4.3
No car n=466 (B)	4.8^A
Work full or part time n=312 (A)	5.0^B
Other n=280 (B)	4.5
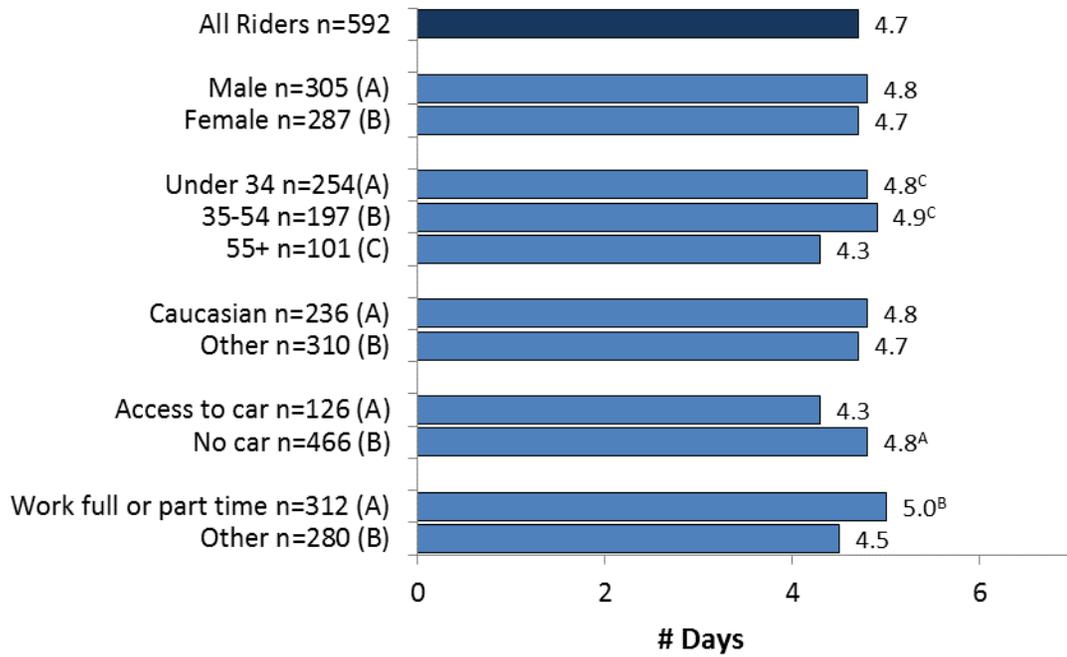
2.   *Frequency of Riding Light Rail*

Among light rail riders, the average reported frequency of riding light rail increased to 3.6 days per week in 2016 from 2.9 in 2014. Fewer riders reported riding less than once a week (16% compared to 27% in 2014) while correspondingly higher levels reported riding 5 to 7 days per week. Light-rail-only riders reported a higher daily average usage than dual-mode riders (4.1 days a week vs. 3.4 days a week).

Table 5a: Frequency of Riding Light Rail Each Week
Among Light Rail Riders

Frequency	2016 n=522 A	2014 n=501 B	2013 n=472	2012 n=247	2011 n=494	2010 n=500
Less than 1x/wk	16%	27%^{A}	18%	14%	20%	25%
One day	10%	13%	12%	6%	13%	12%
Two days	12%	10%	10%	14%	11%	11%
Three days	12%	10%	11%	13%	11%	9%
Four days	8%	6%	9%	7%	7%	8%
Five days	17%^{B}	13%	19%	20%	15%	16%
Six to seven days	24%^{B}	19%	21%	24%	19%	16%
Don't know/Refused	*	2%	*	2%	3%	2%
Average	3.6^B	2.9	3.4	3.7	3.2	3.0

Q3. In an average week, how many days do you ride the light rail (THIS DOES NOT INCLUDE BUS TRIPS)?
^{AB} indicates significantly different than other year at 95% confidence level
Note: 2013, 2014, and 2016 data are weighted
* <.5%

Table 5b: Frequency of Riding Light Rail Each Week by Mode
Among Light Rail Riders

Frequency	2016 n=522	Bus/Light Rail Riders n=378 A	Light Rail Only n=144 B
Less than 1x/wk	16%	18%	11%
One day	10%	12%^{B}	6%
Two days	12%	12%	10%
Three days	12%	14%	9%
Four days	8%	8%	9%
Five days	17%	13%	28%^{A}
Six to seven days	24%	23%	27%
Don't know/Refused	*	*	-
Average	3.6	3.4	4.1^A

^{AB} indicates significantly different than other subgroup at 95% confidence level
Note: 2016 data are weighted

Average Weekly Usage: Light Rail (# days)

Category	# Days
All Riders n=522	3.6
Male n=281 (A)	3.7
Female n=241 (B)	3.4
Under 34 n=212(A)	3.5
35-54 n=191 (B)	3.8 C
55+ n=83 (C)	3.2
Caucasian n=215 (A)	3.5
Other n=264 (B)	3.6
Access to car n=130 (A)	3.6
No car n=392 (B)	3.6
Work full or part time n=276 (A)	3.7
Other n=245 (B)	3.4

Days
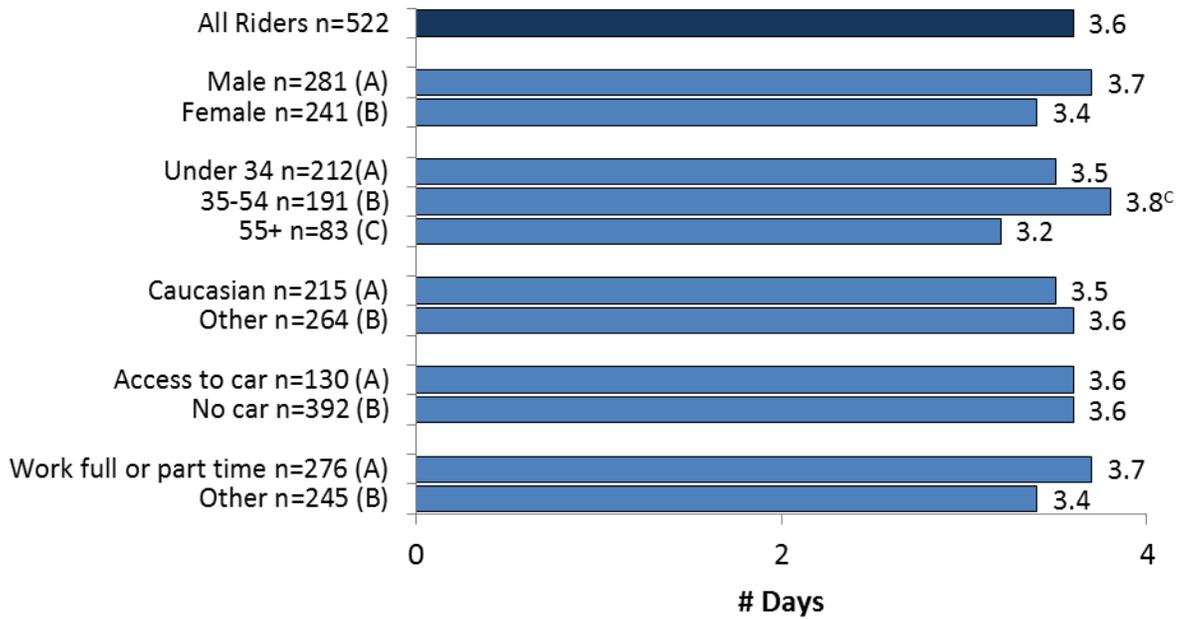
C.   Change in Frequency of Using Public Transit

Almost half of all riders surveyed (46%) said they are using public transit more often than a year ago, and less than 10% reported using public transit less often. Frequency levels reported were generally similar between rider types. These figures are comparable to figures recorded in 2014.
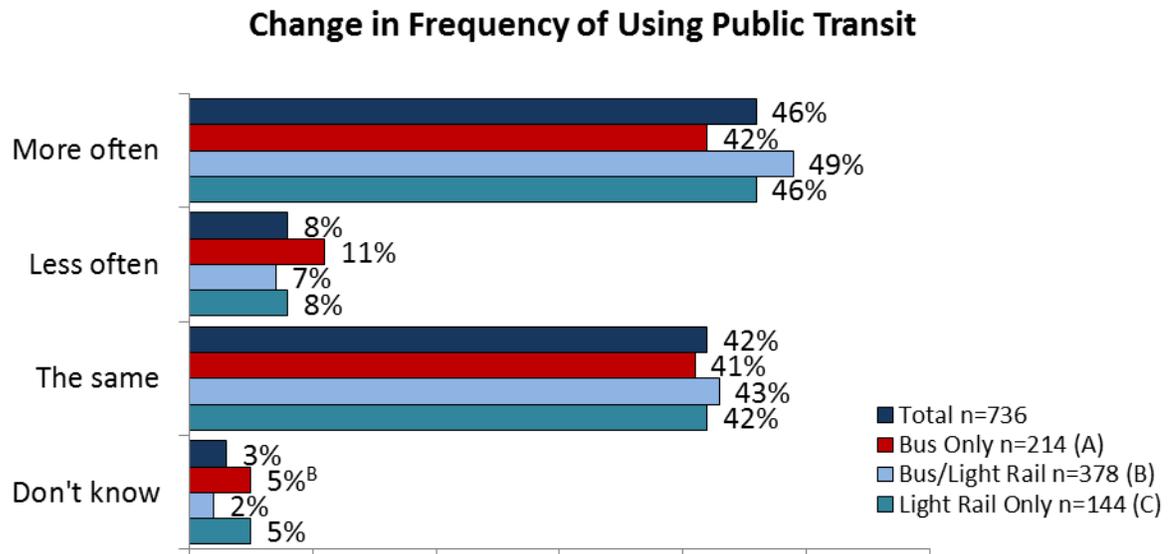
Q4. Compared to one year ago, would you say that you are using public transit more often, less often or the same as you did a year ago?
ABC *indicates significantly different than other subgroup at 95% confidence level*
Note: 2016 data are weighted

Table 6a: Frequency of Public Transit Usage Compared to Previous Year

Frequency	2016 n=736 A	2014 n=748 B	2013 n=764	2012 n=602	2011 n=761	2010 n=732
More often	46%	46%	52%	62%	46%	46%
Less often	8%	9%	9%	5%	12%	11%
The same	42%	42%	37%	27%	39%	40%
Don't know	3%	3%	2%	6%	3%	2%

AB indicates significantly different than other year at 95% confidence level
Note: 2013, 2014, and 2016 data are weighted

Table 6b: Reason for Using Public Transit Less Often
Among those using public transit less often than they did one year ago

Reason	Total Riders n=61	Bus Only Riders* n=24	Bus/Light Rail Riders* n=25	Light Rail Only Riders* n=12
Nowhere to go	20%	3	8	1
I have access to a car now	11%	1	6	-
Carpool more	10%	5	1	-
Moved closer to work/school	8%	-	1	3
Not accessible	7%	-	2	2
I walk more/walking is easier	3%	-	2	-
I ride my bike	3%	-	2	-
My work schedule changed	3%	2	-	-
Takes too long/not on time	3%	1	1	-
Retired/unemployed	2%	1	-	-
Service reduced/bad hours	2%	1	-	-

Q4A: Why do you think you are using public transit less often than you were one year ago?
 *Due to small sample sizes, frequencies are shown. Statistical significance not conducted.
Note: 2016 data are weighted

D.   Vehicle Available for Personal Use

In 2016 a new sequence of questions was used to arrive at the proportion of riders with vehicle access. Riders were asked to provide the number of vehicles in their household. Those that reported at least one vehicle were asked to qualify whether any of those vehicles could have been used *in place of their current transit trip*. Nearly half (46%) said zero vehicles were available in their household. **Only 23% of total riders reported that they could have used a personal vehicle for the trip they were currently on.**

Among the main rider types, light-rail-only riders were most likely to report having a personal vehicle available (31%). Riders ages 35 and older were more likely than younger riders to indicate having a personal vehicle available (51% vs. 35%)

How many vehicles (cars, trucks or motorcycles) are available in your household?
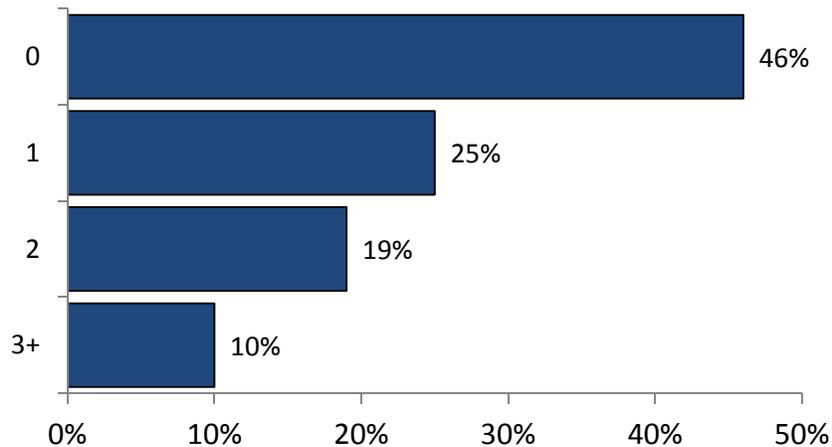
AMONG THOSE WITH VEHICLES: Could you have used one of those vehicles for this trip?

D1a. Could you have used one of these vehicles for this trip?
2016 n=396
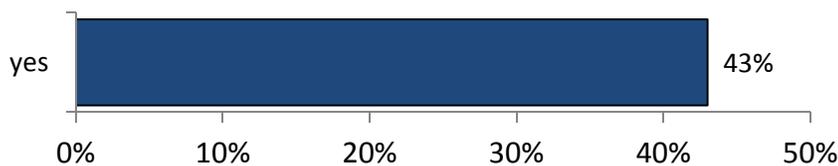
23% of total riders could have used a personal vehicle for this trip

Availability of Vehicle

Group	Value
All Riders n=736	23%
Bus Only n=214 (A)	19%
Bus/Light Rail n=378 (B)	23%
Light Rail Only n=144 (C)	31%A
Male n=378 (A)	25%
Female n=358 (B)	21%
Under 34 n=314 (A)	23%
35-54 n=248 (B)	26%
55+ n=122 (C)	27%
Caucasian n=298 (A)	23%
Other n=378 (B)	26%
Work full or part time n=404 (A)	29%B
Other n=332 (B)	15%
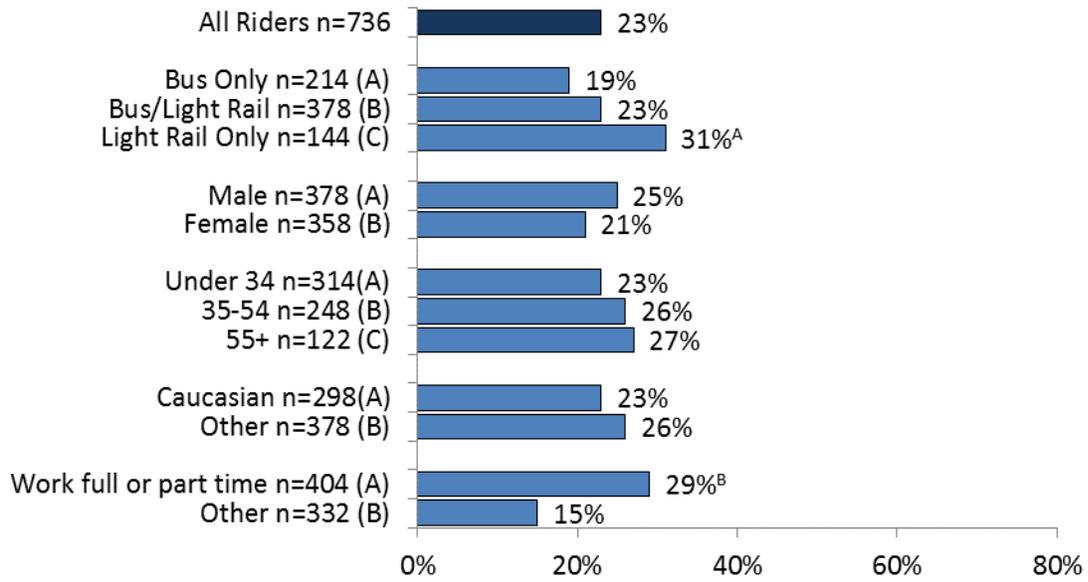
E.   Driver's License

Less than half of riders reported having a valid driver's license (47%), representing the lowest level in the last several years of this survey. Riders ages 34 and under were particularly less likely than older riders to report having a valid driver's license (40%, compared to 59% of those ages 35 to 54 and 64% of those ages 55 and older).

Driver's License

Year	Percentage
2016(A)	47%
2014(B)	56%[A]
2013	54%
2012	54%
2011	54%
2010	57%
2009	72%
2008	67%
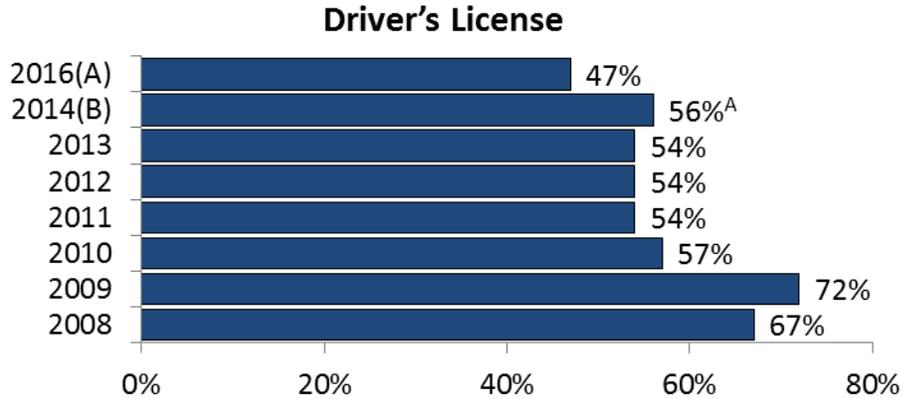
D2. Do you have a driver's license?
2016 n=736; 2014 n=748; 2013 n=764; 2012 n=602; 2011 n=761; 2010 n=732; 2009 n=717; 2008 n=653
[AB] indicates significantly different than other year at 95% confidence level
Note: 2013 and 2014 data are weighted

Driver's License

Category	Percentage
All Riders n=736	47%
Bus Only n=214 (A)	46%
Bus/Light Rail n=378 (B)	45%
Light Rail Only n=144 (C)	55%[B]
Male n=378 (A)	46%
Female n=358 (B)	48%
Under 34 n=314 (A)	40%
35-54 n=248 (B)	59%[A]
55+ n=122 (C)	64%[A]
Caucasian n=298 (A)	58%[B]
Other n=378 (B)	45%
Work full or part time n=404 (A)	56%[B]
Other n=332 (B)	38%
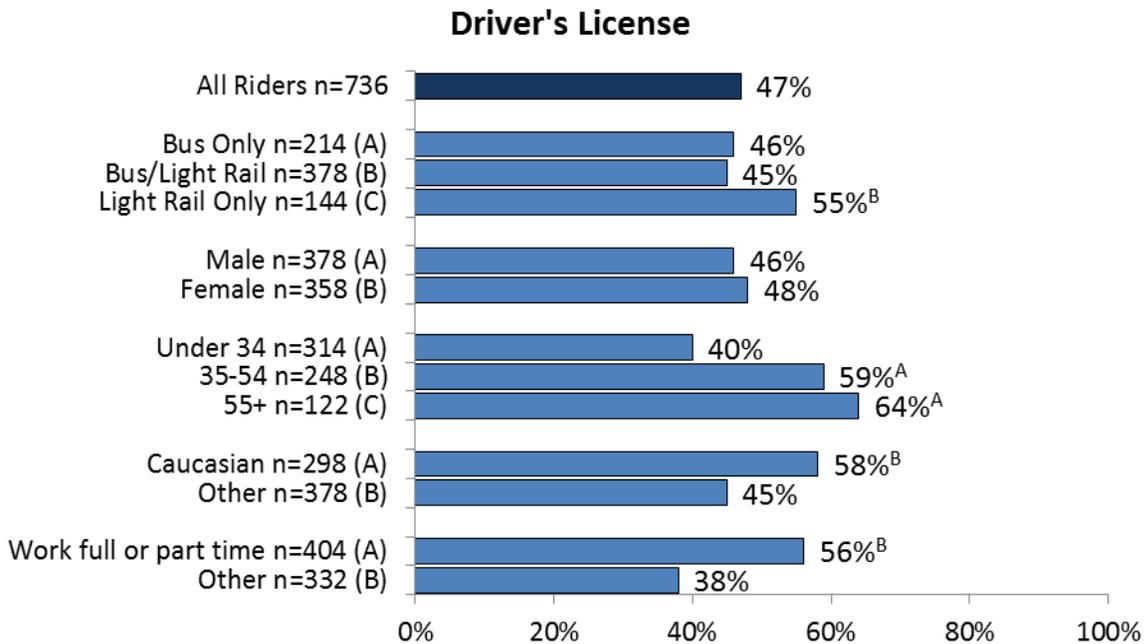
III.   Trip Characteristics

A.   How Riders Travel to Public Transit

The majority of riders (79%) indicated they _walked_ to their first transit location; while approximately one in ten (9%) reported _biking_. Another 8% reported _driving/riding with others_. Light-rail-only riders were particularly likely to report riding/driving with others (14%), biking (17%) or driving alone (10%). Bus-only and dual-mode riders were most likely to report walking (81% and 85%, respectively, compared to 59% of light-rail-only riders).

Table 7a: How Riders Travel to Public Transit

Transportation Method	2016 n=736 A	2014 n=748 B	2013 n=764	2012 n=602	2011 n=761	2010 n=732	2009 n=717
Walk	79%	75%	77%	93%	78%	80%	67%
Drive/ride with others	8%	10%	9%	2%	5%	4%	7%
Bike	9%^{B}	6%	8%	4%	7%	7%	3%
Drive alone	3%	5%	6%	1%	6%	12%	22%
Neighborhood circulator	*	2%	1%	1%	--	2%	1%
Wheelchair/scooter	*	1%					
Vanpool	1%	*	*	--	6%	--	--
Taxi	--	*	--	--	5%	--	--

Q9: How did you get to the transit stop where you first boarded public transit today (either bus or light rail)?
[AB] indicates significantly different than other year at 95% confidence level
Note: 2013, 2014 and 2016 data are weighted
Note: In 2013, question wording was modified to reference the first boarding stop on that day of the rider being interviewed
* <.5%

Table 7b: How Riders Travel to Public Transit by Mode

Transportation Method	2016 Total n=736	Bus Only Riders n=214 A	Bus/Light Rail Riders n=378 B	Light Rail Only Riders n=144 C
Walk	79%	81%^{C}	85%^{C}	59%
Drive/ride with others	8%	8%	5%	14%^{B}
Bike	9%	7%	7%	17%^{AB}
Drive alone	3%	3%^{B}	1%	10%^{AB}

[ABC] indicates significantly different than other subgroup at 95% confidence level

B.   How Riders Travel to Destination after Trip

The large majority of riders (81%) reported they would *walk* to their destination after their trip that day. A small percentage indicated they would *drive alone* or *drive/ride with others*.

Table 8a: How Riders Travel to Destination after Trip

Transportation Method	2016 n=736 A	2014 n=748 B	2013 n=764	2012 n=602	2011 n=761	2010 n=732	2009 n=717
Walk	81%	88%A	83%	94%	92%	94%	92%
Bike	9%B	5%	8%	4%	2%	6%	4%
Drive/ride with others	5%B	2%	7%	2%	--	1%	2%
Drive alone	3%B	1%	2%	1%	6%	-	1%
Wheelchair/scooter	*	1%	1%	--	--	1%	1%
Neighborhood circulator	*	1%	*	1%	2%	1%	1%

Q10: After you get off at your last stop on this trip, how will you get to your final destination?
AB indicates significantly different than other year at 95% confidence level
Note: 2013, 2014 and 2016 data are weighted
Note: In 2013, question wording was modified to reference the final boarding stop of the current trip of the rider being interviewed
* <.5%

Bus-only and dual-mode riders were more likely to report *walking* to their final destination compared to light rail only riders (84% and 86% vs. 65%, respectively). Light-rail-only riders were more likely to employ other methods as outlined in Table 8b below.

Table 8b: How Riders Travel to Destination after Trip: By Mode

Transportation Method	2016 Total n=736	Bus Only Riders n=214 A	Bus/Light Rail Riders n=378 B	Light Rail Only Riders n=144 C
Walk	81%	84%C	86%C	65%
Bike	9%	7%	6%	16%AB
Drive/ride with others	5%	3%	5%	8%A
Drive alone	3%	2%	1%	10%AB
Wheelchair/scooter	*	*	*	1%
Neighborhood circulator	*	1%	-	-

ABC indicates significantly different than other subgroup at 95% confidence level
  * <.5%

IV.   System Satisfaction

A.   Satisfaction with Bus Service Elements

Bus riders were asked to rate their satisfaction on a variety of bus service elements and rated each on a scale where a "1" means Very Dissatisfied and a "5" means Very Satisfied. **Bus riders gave the highest satisfaction ratings to *usefulness of the Transit Book* (80% gave a 4/5 rating), while only 54% were satisfied with bus arrival/departure times.**

Compared to 2014, one attribute's satisfaction level increased significantly: *NextRide text or call for next bus arrival* (77% in 2016 vs. 70% in 2014). Satisfaction with other attributes remained at similar levels compared to 2014.

Overall Satisfaction of Bus Elements
Rate "4" or "5 – Very Satisfied"

| Element	5 - very satisfied	4	Total
Usefulness of Transit Book	55%	25%	80%
Online trip planner	55%	24%	79%
Personal safety	50%	28%	78%
NextRide text or call for next bus arrival	55%	22%	77%
Downloading eTransitBook maps/schedules	53%	23%	76%
Customer service when calling 602-253-5000	54%	22%	76%
Value of service for fare paid	46%	26%	72%
Driver courtesy	42%	29%	71%
Notification of service changes	45%	26%	71%
Cleanliness inside the bus	36%	34%	70%
Availability of locations to purchase passes	43%	25%	69%
Ability to transfer between buses	33%	29%	61%
Cleanliness at the bus stop	30%	28%	58%
Bus arrival/departure times	28%	26%	54%

Table 9a: History of Satisfaction with Bus Service Elements
Top Two Box Percentages
Among Bus Riders with an opinion

Bus Service Elements	2016 n=288 586 A	2014 n=273 593 B	2013 n=313 611	2012 n=360 500	2011 n=408 625	2010 n=362 629	2009 n=448 665
Usefulness of Transit Book	80%	81%					
Online trip planner	79%	79%	77%	82%	76%	73%	71%
Downloading eTransit Book maps and schedules from website	76%	79%	76%				
Personal safety	78%	79%					
Customer service when calling 602-253-5000	76%	76%	71%	81%	76%	76%	71%
Availability of locations to purchase passes	69%	72%					
Cleanliness inside the bus	70%	72%	62%	73%	69%	65%	68%
Driver courtesy	71%	71%	69%	78%	75%	77%	78%
Value of service for fare paid	72%	71%	63%	80%	72%	63%	72%
Notification of service changes[2]	71%	70%	72%	77%	70%	66%	57%
NextRide text or call for next bus arrival	77%[B]	70%	71%				
Ability to transfer between buses	61%	65%	60%	75%	65%	61%	57%
Cleanliness at the bus stop	58%	60%	51%				
Bus arrival/departure times[1]	54%	56%	54%	66%	59%	58%	56%

Q5: Based on your experience on your typical trip RIDING THE BUS over the past 30 days, please indicate your level of satisfaction with the following BUS service elements. Please use a scale from 1 to 5 where 1 means "very dissatisfied" and a 5 means "very satisfied"

[1] Slight wording change in 2016
[2] Slight wording change in 2014
[AB] indicates significantly different than other year at 95% confidence level
Note: 2013, 2014 and 2016 data are weighted

Two significant differences emerged between bus-only riders and dual-mode riders. Bus-only riders were more satisfied with the level of *personal safety* (83% vs. 75%) whereas dual-mode riders were more satisfied with *availability of locations to purchase passes* (72% vs. 63%).

Table 9b: Satisfaction with Bus Service Elements
Top Two Box Percentages
Among Bus Riders with an opinion

Bus Service Elements	Total 2016 n=288 586	Bus Only Riders n=87 214 A	Bus/Light Rail Riders n=201 374 B
Usefulness of Transit Book	80%	80%	80%
Online trip planner	79%	81%	78%
Downloading eTransit Book maps and schedules from website	76%	80%	74%
Personal safety	78%	83%[B]	75%
Customer service when calling 602-253-5000	76%	74%	77%
Availability of locations to purchase passes	69%	63%	72%[A]
Cleanliness inside the bus	70%	72%	68%
Driver courtesy	71%	72%	70%
Value of service for fare paid	72%	70%	74%
Notification of service changes[2]	71%	72%	70%
NextRide text or call for next bus arrival	77%	76%	77%
Ability to transfer between buses	61%	58%	63%
Cleanliness at the bus stop	58%	58%	57%
Bus arrival/departure times[1]	54%	52%	55%

[1] Slight wording change in 2016   [2] Slight wording change in 2014
[AB] indicates significantly different than other subgroup at 95% confidence level
Note: 2013, 2014 and 2016 data are weighted

B.   Satisfaction with Light Rail Service Elements

Light rail riders were asked to rate their satisfaction on a variety of light rail service elements, rating each on a scale where a "1" means Very Dissatisfied and a "5" means Very Satisfied. **Light rail riders gave the highest satisfaction ratings to *train arrival times* (90% gave a 4/5 rating), as well as *ease of purchasing passes at fare vending machines* (90%), and *quantity and quality of onboard announcements* (88%).**

Between 2016 and 2014, satisfaction levels for light rail attributes remained generally comparable.

Overall Satisfaction of Light Rail Elements
Rate "4" or "5 – Very Satisfied"

Element	5 - very satisfied	4	Total
Train arrival times	66%	24%	**90%**
Ease to purchase passes at fare vending machines	71%	19%	**90%**
Quantity and quality of onboard announcements	64%	24%	**88%**
Value of service for fare paid	65%	22%	**87%**
Train station kiosk signage	60%	26%	**86%**
Customer service when calling 602-253-5000	64%	22%	**86%**
Cleanliness inside the train	55%	30%	**85%**
NextRide text or call for next train arrival	64%	21%	**85%**
Cleanliness at the light rail stations	54%	30%	**84%**
Ability to transfer between bus & light rail	54%	27%	**81%**
Online trip Planner	57%	24%	**81%**
Personal safety	53%	27%	**80%**
Usefulness of Transit Book	58%	22%	**80%**
Presence of fare inspectors	48%	28%	**76%**

0%   20%   40%   60%   80%   100%

■ 5 - very satisfied   ☐ 4

Table 10a: History of Satisfaction with Light Rail Elements:
Top Two Box Percentages
Among Light Rail Riders with an opinion

Light Rail Service Elements	2016 n=314 513 A	2014 n=263 495 B	2013 n=281 471	2012 n=143 246	2011 n=304 489	2010 n=371 479	2009 n=292 358
Train arrival times[1]	90%	93%	88%	97%	90%	92%	88%
Ease to purchase passes at fare vending machines	90%	89%					
Train station kiosk signage	86%	87%					
Cleanliness inside the train	85%	87%	81%	90%	87%	91%	94%
Quantity and quality of onboard announcements[2]	88%	86%					
Value of service for fare paid	87%	86%	81%	91%	84%	86%	88%
Usefulness of Transit Book	80%	85%					
Cleanliness at the light rail stations	84%	85%	81%				
Online trip planner	81%	83%	79%				
Customer service when calling 602-253-5000	86%	83%	76%				
Personal safety	80%	82%					
NextRide text or call for next train arrival	85%	82%	77%				
Ability to transfer between bus & light rail[3]	81%	82%	77%	90%	84%	85%	79%
Presence of fare inspectors	76%	75%					

Q6: Based on your experience on your typical trip USING LIGHT RAIL over the past 30 days, please indicate your level of satisfaction with the following LIGHT RAIL service elements. Please use a scale from 1 to 5 where 1 means "very dissatisfied" and 5 means "very satisfied"
[1] Slight wording change in 2013
[2] Slight wording change in 2014
[3] Among those riding the bus and light rail
AB indicates significantly different than other year at 95% confidence level
Note: 2013, 2014, and 2016 data are weighted

Overall, light-rail-only riders and dual-mode riders gave similar satisfaction ratings. Some exceptions were:

- Dual-mode riders rated *train arrival times hi*gher than light-rail-only riders (92% vs. 85%)
- Dual-mode riders rated *online trip planner* higher than light-rail-only riders (86% vs. 71%)
- Light-rail-only riders rated *value of service for fare paid* higher than dual-mode riders (92% vs. 85%)

Table 10b: History of Satisfaction with Light Rail Elements
Top Two Box Percentages
Among Light Rail Riders with an opinion

Light Rail Service Elements	2016 n=314 513	Bus/Light Rail Riders n=218 369 A	Light Rail Only Riders n=86 144 B
Train arrival times[1]	90%	92%[B]	85%
Ease to purchase passes at fare vending machines	90%	90%	88%
Train station kiosk signage	86%	86%	89%
Cleanliness inside the train	85%	86%	79%
Quantity and quality of onboard announcements[2]	88%	88%	86%
Value of service for fare paid	87%	85%	92%[A]
Usefulness of Transit Book	80%	82%	77%
Cleanliness at the light rail stations	84%	84%	81%
Online trip planner	81%	86%[B]	71%
Customer service when calling 602-253-5000	86%	87%	83%
Personal safety	80%	80%	80%
NextRide text or call for next train arrival	85%	86%	82%
Ability to transfer between bus & light rail[3]	81%	81%	-
Presence of fare inspectors	76%	77%	75%

[1] Slight wording change in 2013   [2] Slight wording change in 2014
[3] Among those riding bus and light rail
[AB] indicates significantly different than other subgroup at 95% confidence level
Note: 2013, 2014 and 2016 data are weighted

C.   Overall Satisfaction with Transit Service in the Valley

Approximately four in five riders (79%) gave high satisfaction ratings for overall transit service. This reverses previous declines seen in prior recent years and brings the overall satisfaction level back in line with 2011/2012 levels.

Overall Satisfaction with Valley Transit Service
Rate "4" or "5 – Very Satisfied"

Year	5 - very satisfied	4	Total
2016 (A)	38%	41%[B]	79%[B]
2014 (B)	36%	34%	70%
2013	34%	42%	76%
2012	42%	39%	81%
2011	36%	42%	78%
2010	38%	37%	75%
2009	28%	42%	70%
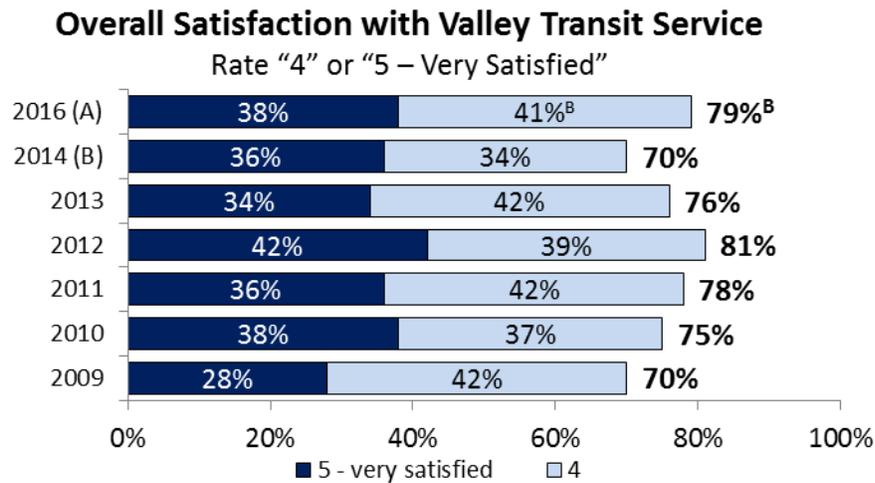
[AB] indicates significantly different than other year at 95%

Table 11a: Overall Satisfaction with Transit Service
Among those with an opinion

Satisfaction	2016 n=736 A	2014 n=748 B	2013 n=764	2012 n=602	2011 n=760	2010 n=727	2009 n=715
Top two (4+5 ratings)	**79%[B]**	**70%**	**76%**	**81%**	**78%**	**75%**	**70%**
5 - Very Satisfied	38%	36%	34%	42%	36%	38%	28%
4	41%[B]	34%	42%	39%	42%	37%	42%
3	16%	21%[A]	18%	13%	17%	19%	23%
2	3%	7%[A]	4%	4%	3%	4%	4%
1- Very Dissatisfied	2%	2%	2%	2%	2%	2%	3%
Average	4.1	4.0	4.0	4.2	4.1	4.0	3.9

Q12. Using a 1 to 5 scale, how would you rate your overall satisfaction with the transit service in the Valley?
[AB] indicates significantly different than other year at 95% confidence level
Note: 2013 and 2014 data are weighted

Bus-only riders were less likely than other groups to provide a "5 – very satisfied" rating (30% compared with 41% other rider types).

Table 11b: Overall Satisfaction with Transit Service: By Mode
Among those with an opinion

Satisfaction	2016 Total n=736	Bus Only Riders n=214 A	Bus/Light Rail Riders n=378 B	Light Rail Only Riders n=144 C
Top two (4+5 ratings)	**79%**	**73%**	**80%**	**82%**
5 - Very Satisfied	38%	30%	41%^{A}	41%^{A}
4	41%	44%	39%	41%
3	16%	22%^{BC}	14%	11%
2	3%	2%	3%	5%
1- Very Dissatisfied	2%	2%	2%	2%
Average	4.1	4.0	4.1	4.1

^{AB} indicates significantly different than other subgroup at 95% confidence level
Note: 2016 data are weighted

Among those who gave top-two ratings for overall satisfaction, top reasons mentioned were categorized as *satisfied/good service* (21%) and *frequent/available/reliable* (16%). Shifts in coded comment categories did not change drastically compared to 2014, for the most part.

Table 12a: Primary Reason for Satisfaction with Transit Service
Among those rating a "4" or "5"

Reason	2016 n=578 A	2014 n=522 B	2013 n=581	2012 n=488	2011 n=591	2010 n=544
Satisfied/good service	21%[B]	15%	17%	23%	14%	16%
Frequent/available/reliable	16%	19%	20%	11%	11%	13%
Good routes/convenient routes	12%	13%	17%	8%	8%	15%
It's convenient	6%	6%	7%	4%	3%	5%
Easy to use	4%	2%	5%	4%	3%	2%
Friendly/helpful/careful/good drivers	5%	8%	5%	6%	6%	5%
Only way I can get around	4%	1%	-	-	-	-
Don't have to deal with traffic/less stress	3%	4%	1%	-	-	-
Fast	3%	3%	1%	-	-	-
Negative Mentions						
Increase frequency/need later/earlier hours	13%	10%	8%	4%	6%	7%
Rude/unprofessional drivers/need better drivers	3%	5%	4%	4%	1%	2%
Always room for improvement	3%	2%	4%	3%	2%	3%
Need better routes/more routes	2%	4%	4%	1%	4%	3%
Buses are dirty	2%	1%	-	-	-	-
Buses take too long	2%	1%	-	-	-	-

Q12a. Please explain the ONE primary reason for your satisfaction rating of ___.
[AB] indicates significantly different than other year at 95% confidence level
Note: 2013, 2014 and 2016 data are weighted

Light-rail-only riders were particularly likely to mention *ease of use* (8%).

Table 12b: Primary Reason for Satisfaction with Transit Service by Mode
Among those rating a "4" or "5"

Reason	2016 Total n=578	Bus Only Riders n=157 A	Bus/Light Rail Riders n=304 B	Light Rail Only Riders n=118 C
Satisfied/good service	21%	22%	23%^{C}	13%
Frequent/available/reliable	16%	14%	18%	14%
Good routes/convenient routes	12%	13%	12%	13%
It's convenient	6%	5%	5%	7%
Easy to use	4%	2%	3%	8%^{A}
Friendly/helpful/careful/good drivers	5%	8%^{C}	5%^{C}	1%
Only way I can get around	4%	5%	5%	2%
Don't have to deal with traffic/less stress	3%	3%	3%	3%
Fast	3%	-	3%	6%
Negative Mentions				
Increase frequency/need later/earlier hours	13%	14%	13%	12%
Rude/unprofessional drivers/need better drivers	3%	3%	3%	1%
Always room for improvement	3%	3%	3%	6%
Need better routes/more routes	2%	3%	1%	4%
Buses are dirty	2%	3%	2%	-
Buses take too long	2%	3%	1%	4%

^{ABC} indicates significantly different than other subgroup at 95% confidence level
Note: 2016 data are weighted

Among riders who gave "1" to "3" ratings for overall satisfaction, the most frequently cited comment category related to frequency, accessibility, and promptness of the transit service: *increased frequency/longer hours/not on time* (43%). Other comment categories included *rude/unprofessional drivers* (10%) and *buses take too long/too slow* (10%).

Comments among those providing a "1" to "3" overall satisfaction rating were generally similar to those recorded in 2014.

Table 12c: Primary Reason for Dissatisfaction with Transit Service
Among those rating a "1-3" overall satisfaction rating

Reason	2016 n=152 A	2014 n=224 B	2013 n=183	2012 n=112	2011 n=169	2010 n=183
Negative Mentions						
Increase frequency/need later/earlier hours/not on time	43%	39%	28%	25%	22%	26%
Buses/light rail not on time[1]			17%	6%	3%	7%
Rude/unprofessional drivers	10%	16%	12%	13%	5%	3%
Need better routes/more routes	8%	10%	8%	5%	15%	9%
Rates are too high/increasing rates	2%	5%	12%	6%	4%	7%
Schedules and bus arrivals don't match	3%	5%	1%	-	-	-
Buses take too long/buses are slow	10%	5%	3%	9%	-	-
Poor transfers/timing coordination	7%	-	-	-	-	-
Always room for improvement	3%	-	-	-	-	-
Buses are dirty	3%	5%	6%	3%	-	-
Drivers need better skills	3%	-	-	-	-	-
Drivers don't wait for passengers	3%	2%	3%	5%	-	-
Positive Mentions						
Good run times/on time/reliable	5%	5%	1%	-	-	-
General positive comment (light rail)	4%	1%	-	-	-	-

AB indicates significantly different than other year at 95% confidence level
[1]Beginning in 2014, this value was grouped together with the *increase frequency/need later/earlier hours* code
Note: 2013, 2014 and 2016 data are weighted

Table 12d: Primary Reason for Dissatisfaction with Transit Service: By Mode
Among those rating a "1-3" overall satisfaction rating

Reason	2016 Total n=152	Bus Only Riders n=56 A	Bus/Light Rail Riders n=70 B	Light Rail Only Riders n=27* C
Negative Mentions				
Increase frequency/need later/earlier hours/not on time	43%	46%	38%	48%
Rude/unprofessional drivers	10%	12%	10%	4%
Need better routes/more routes	8%	8%	4%	17%
Rates are too high/increasing rates	2%	2%	2%	-
Schedules and bus arrivals don't match	3%	4%	3%	-
Buses take too long/buses are slow	10%	11%	10%	9%
Poor transfers/timing coordination	7%	4%	5%	4%
Always room for improvement	3%	-	7%	-
Buses are dirty	3%	1%	-	4%
Drivers need better skills	3%	2%	5%	-
Drivers don't wait for passengers	3%	5%	2%	-
Positive Mentions				
Good run times/on time/reliable	5%	4%	5%	4%
General positive comment (light rail)	4%	-	4%	9%

ABC indicates significantly different than other subgroup at 95% confidence level
Note: 2016 data are weighted
* Caution, very small base

D.   Likelihood to Recommend

Riders were asked to indicate how likely they would be to recommend the transit service to other people using a scale where a "1" means Not at all Likely and a "5" means Very Likely. **The likelihood to recommend level remained stable compared to 2014. Eight in ten riders (81%) indicated they were highly likely to recommend the transit service to other people. However, the percent giving a "very likely" rating declined from 2014 (56%, down from 62%) while "4" ratings increased (25%, up from 20%).**

Table 13a: Likelihood to Recommend Transit Service

Rating	2016 n=736 A	2014 n=748 B	2013 n=764	2012 n=602	2011 n=761	2010 n=732	2009 n=717
Top two (4+5 ratings)	**81%**	**82%**	**76%**	**81%**	**83%**	**78%**	**80%**
5 - Very Likely	56%	62%[A]	45%	50%	60%	54%	56%
4	25%[B]	20%	31%	31%	23%	24%	24%
3	12%	11%	13%	11%	11%	13%	14%
2	3%	2%	6%	3%	2%	3%	2%
1-Not at all Likely	3%	3%	4%	3%	3%	3%	3%
Don't know	1%	1%	1%	2%	1%	3%	1%

Q7a: How likely are you to recommend the transit service to other people?
[AB] indicates significantly different than other year at 95% confidence level
Note: 2013, 2014 and 2016 data are weighted

Light-rail-only riders were more likely than bus-only riders and dual-mode riders to provide top-two likely to recommend ratings (90% vs. 82% and 73%, respectively).

Table 13b: Likelihood to Recommend Transit Service by Mode

Rating	2016 Total n=736	Bus Only Riders n=214 A	Bus/Light Rail Riders n=378 B	Light Rail Only Riders n=144 C
Top two (4+5 ratings)	**81%**	**73%**	**82%[A]**	**90%[AB]**
5 - Very Likely	56%	43%	59%[A]	69%[AB]
4	25%	30%	23%	21%
3	12%	15%[C]	12%	7%
2	3%	4%	3%	2%
1-Not at all Likely	3%	6%[B]	2%	-
Don't know	1%	2%	1%	1%

[ABC] indicates significantly different than other subgroup at 95% confidence level
Note: 2016 data are weighted

E.   Likelihood to Continue Riding Public Transit

Riders were asked to rate the likelihood that they would be riding public transit one year from now with a scale where a "1" means Not at all Likely and a "5" means Very Likely. **Levels of reported likelihood to continue riding public transit sustained compared to 2014. Three-fourths of riders (74%) indicated a high likelihood to continue using public transit.**

Table 14a: Likelihood to Ride Public Transit One Year from Now

Rating	2016 n=736 A	2014 n=748 B	2013 n=764	2012 n=602	2011 n=761	2010 n=732	2009 n=717
Top two (4+5 ratings)	**74%**	**76%**	**66%**	**80%**	**77%**	**72%**	**79%**
5 - Very Likely	60%	61%	45%	51%	60%	56%	64%
4	14%	16%	21%	29%	17%	16%	15%
3	11%	10%	15%	10%	10%	12%	9%
2	5%	4%	8%	2%	3%	4%	4%
1-Not at all Likely	8%	7%	10%	5%	5%	7%	7%
Don't know	2%	3%	1%	2%	5%	5%	1%

Q7b: How likely are you to be riding public transit one year from now?
[ABCD] indicates significantly different than other year at 95% confidence level
Note: 2013, 2014 and 2016 data are weighted

Both dual-mode riders and light-rail-only riders were more likely than bus-only riders to report strong likelihood to ride public transit one year from now (77% and 83% vs. 62%, respectively).

Table 14b: Likelihood to Ride Public Transit One Year from Now:

Rating	2016 Total n=736	Bus Only Riders n=214 A	Bus/Light Rail Riders n=378 B	Light Rail Only Riders n=144 C
Top two (4+5 ratings)	**74%**	**62%**	**77%**[A]	**83%**[A]
5 - Very Likely	60%	48%	64%[A]	70%[A]
4	14%	14%	13%	14%
3	11%	17%[BC]	9%	6%
2	5%	5%	5%	4%
1-Not at all Likely	8%	14%[BC]	6%	5%
Don't know	2%	1%	2%	2%

[ABC] indicates significantly different than other subgroup at 95% confidence level
Note: 2016 data are weighted

F.   Perception of Service Change

When riders were asked whether they thought Valley Metro service has improved, remained the same, or declined in the past year, four in ten (42%) indicated they felt the service has *improved* while another 46% felt it has *remained the same*. Light-rail-only riders and dual-mode riders were more likely than bus-only riders to report service had *improved* (45% and 47% vs. 30%, respectively). Less than 10% of riders reported that service has *declined*.

Table 15: Perception of Service Change

Rating	2016 Total n=736	Bus Only Riders n=214 A	Bus/Light Rail Riders n=378 B	Light Rail Only Riders n=144 C
Improved	42%	30%	47%[A]	45%[A]
Remained the same	46%	53%[B]	43%	43%
Declined	6%	8%	5%	4%
Don't know	7%	8%	5%	8%

Q13: Over the past year, would you say that Valley Metro service has improved, stayed the same, or declined?
[ABC] indicates significantly different than other subgroup at 95% confidence level

G.   Key Drivers for Bus Rider Overall Satisfaction and Loyalty Ratings

Three sets of correlations were run using the 14 individual transit service elements. Those elements were correlated against ratings for overall satisfaction, likelihood to recommend, and likelihood to ride in one year. The correlation coefficients are shown in Table 16.

When reviewing the correlation coefficients below, please note that coefficients are compared relative to one another. The higher a coefficient, the more closely correlated it is with a given measure. In 2016, a coefficient is considered "strongly correlated" if it exceeds 0.400. **There are four elements that are highly correlated with overall satisfaction and one that is highly correlated with likelihood to recommend. No elements were highly correlated with likelihood to use public transit a year from now.**

The elements most highly correlated with overall satisfaction were: *bus arrival/departure times* **(0.487),** *ability to transfer between buses* **(0.466),** *value of service for fare paid* **(0.439) and** *driver courtesy* **(0.438)**

Table 16: Correlations with Bus Satisfaction and Loyalty Ratings
Correlation Coefficients

Bus Elements	Overall Satisfaction	Likelihood to Recommend	Likelihood to Ride in One Year
Bus arrival/departure times	**0.487**	0.380	0.249
Personal safety	0.357	0.378	0.195
Ability to transfer between buses	**0.466**	0.374	0.211
Value of service for fare paid	**0.439**	0.368	0.185
Driver courtesy	**0.438**	0.324	0.212
Customer service when calling 602.253.5000	0.301	0.322	0.15
Cleanliness inside the bus	0.383	0.318	0.21
Usefulness of Transit Book	0.306	0.297	0.129
NextRide text or call for next bus arrival	0.304	0.294	0.095
Availability of locations to purchases passes	0.352	0.287	0.218
Online trip planner	0.265	0.275	0.06
Cleanliness at the bus stop	0.338	0.275	0.186
Notification of service changes	0.269	0.249	0.162
Downloading eTransitBook maps and schedules from website	0.198	0.179	0.023

The following chart shows the relationship between the satisfaction ratings for each element evaluated (percent giving a "4" or "5" satisfaction rating) and the relative impact of that element on overall satisfaction (i.e., its correlation coefficient with the overall satisfaction rating).

Elements in the upper left-hand quadrant of the chart represent opportunities for Valley Metro to impact overall satisfaction with its service. These are elements with comparatively low levels of satisfaction, but relatively high correlation with overall satisfaction with the transit service. **The key attributes are: *bus arrival/departure times, ability to transfer between buses, driver courtesy,* and *cleanliness inside the bus*.**
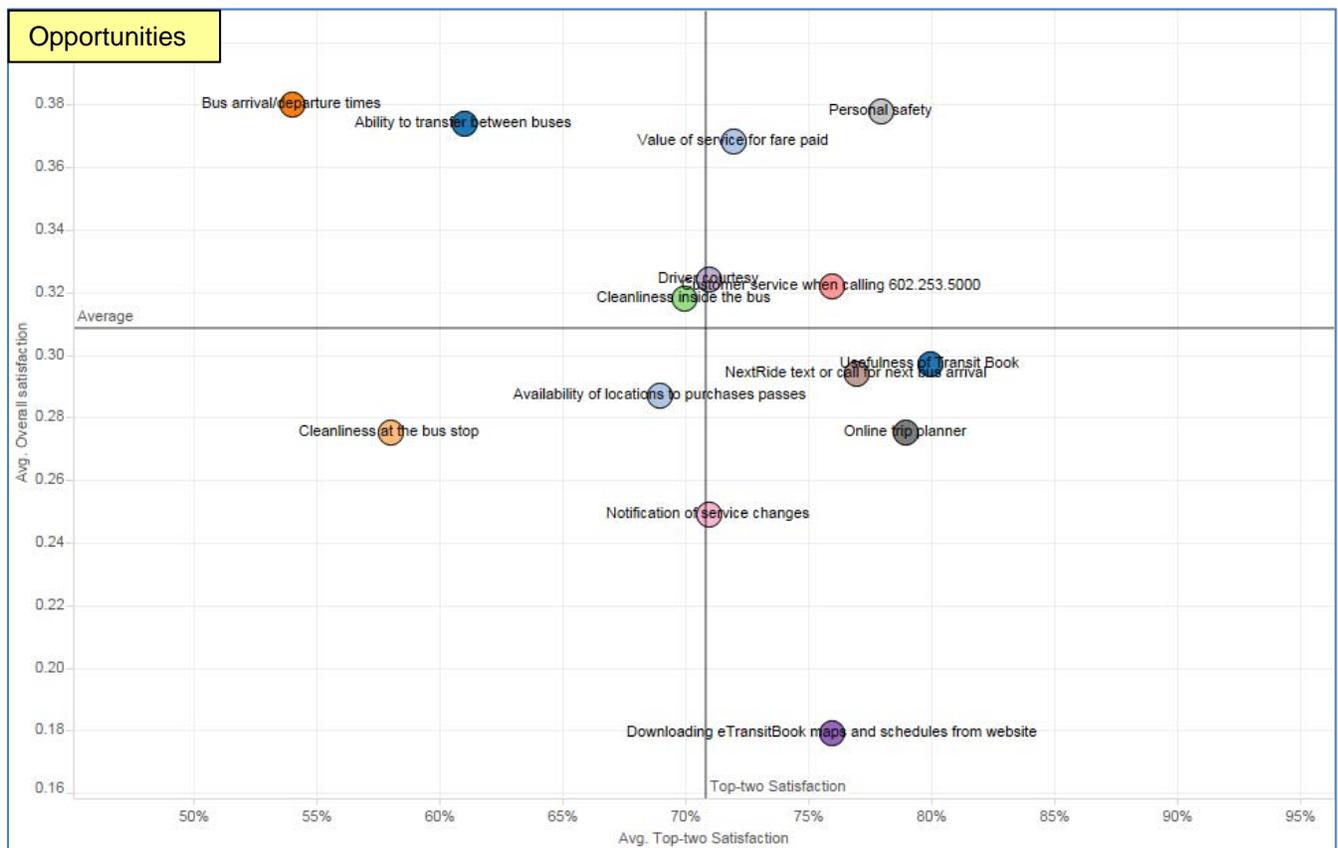
H.   Key Drivers for Light Rail Rider Overall Satisfaction and Loyalty Ratings

Three sets of correlations were run using 13 individual light rail transit service elements. Those elements were correlated against ratings for overall satisfaction, likelihood to recommend, and likelihood to ride in one year. The correlation coefficients are shown in Table 17.

When reviewing the correlation coefficients below, please note that coefficients are compared relative to one another. The higher a coefficient, the more closely correlated it is with a given measure. In 2016, a coefficient is considered "strongly correlated" if it exceeds 0.400. **Generally, correlation coefficients for light rail attributes were not as high as values found for bus attributes. Only one attribute,** *value of service for fare paid* **(0.468 correlation with overall satisfaction) had a correlation above 0.400.**

Table 17: Correlations with Light Rail Satisfaction and Loyalty Ratings
Correlation Coefficients

Light Rail Elements	Overall Satisfaction	Likelihood to Recommend	Likelihood to Ride in One Year
Value of service for fare paid	**0.468**	0.359	0.169
Presence of fare inspectors	0.392	0.288	0.192
Customer service when calling 602.253.5000	0.387	0.337	0.253
Cleanliness inside the train	0.358	0.283	0.194
Personal safety	0.347	0.322	0.187
Online trip planner	0.334	0.281	0.182
Cleanliness at the light rail stations	0.328	0.284	0.129
Train station kiosk signage	0.324	0.243	0.129
Train arrival/departure times	0.319	0.297	0.151
Usefulness of Transit Book	0.319	0.225	0.212
Quantity and quality of onboard announcements	0.315	0.268	0.103
Ease to purchase passes at fare vending machines	0.29	0.252	0.045
NextRide text or call for next train arrival	0.235	0.127	0.157

The following chart shows the relationship between the satisfaction ratings for each element evaluated (percent giving a "4" or "5" satisfaction rating) and the relative impact of that element on overall satisfaction (i.e., its correlation coefficient with the overall satisfaction rating).

Elements in the upper left-hand quadrant of the chart represent opportunities for Valley Metro to impact overall satisfaction with its service. These are elements with comparatively low levels of satisfaction, but relatively high correlation with overall satisfaction with the transit service. **The key attributes are:** *presence of fare inspectors* **and** *personal safety*.
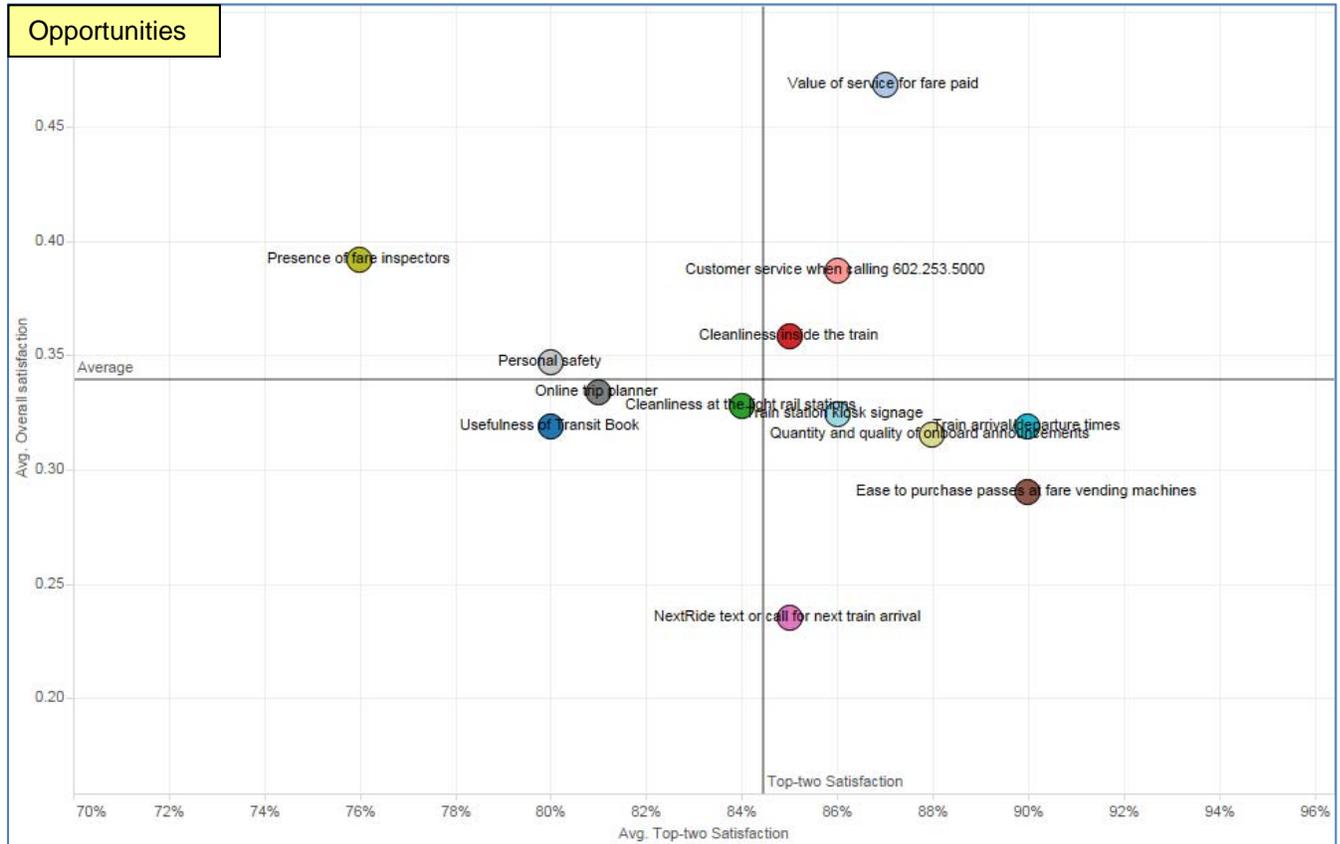
V.   Primary Source for Public Transit Information

Riders were asked the *primary source(s)* used to obtain information about routes and schedule information in the past year. In prior years, riders were asked to list *all sources* of information they utilized, whereas in 2016 the question is asking specifically for the primary source(s). **Riders overall were most likely to mention *visiting valleymetro.org from a mobile phone* (37%) and *visiting valleymetro.org from a computer or tablet* (17%).** Light-rail-only riders in particular were likely to report using their phone to visit the valleymetro.org website (46% vs. 35% of bus-only riders and 34% of dual-mode riders).

Table 18a: Top Source for Public Transit Information

Top Information Sources	2016 Total n=736	Bus Only Riders n=214 A	Bus/Light Rail Riders n=378 B	Light Rail Only Riders n=144 C
Visit valleymetro.org from a mobile phone	37%	35%	34%	46%^{AB}
Visit valleymetro.org from a computer or tablet	17%	17%	16%	22%
Call 602-253-5000/Call Valley Metro	16%	17%^{C}	19%^{C}	10%
Transit Book	14%	11%	17%^{AC}	10%
Stop/station signage	10%	11%	10%	6%
NextRide text or call	7%	5%	7%	8%
Schedules at bus stops/kiosks	4%	6%^{C}	3%	2%
Friends/family	2%	3%	3%	1%
Bus driver/rail operator	2%	2%	2%	1%
Google maps	2%	1%	2%	1%
Other riders	1%	1%	*	1%
Work/school	*	1%	-	-
Social media: Facebook, Twitter	*	-	*	-

Q8. What is your primary source to obtain route and schedule information? DO NOT READ LIST, MULTIPLE RESPONSES ALLOWED
^{ABC} indicates significantly different than other subgroup at 95% confidence level
*indicates less than 0.5% responses
Note: 2016 data are weighted

VI.   Loyalty Segments

A.   Definitions

Five different loyalty segments were identified using rider answers to three questions: *Overall satisfaction with the transit system in the Valley*, *likelihood to recommend the transit service*, and *likelihood to be riding the transit system one year from now*. Segment definitions are as follows:

- **Loyal Advocates**: Riders who are completely satisfied (give a "5 – Very Satisfied" rating), are very likely to recommend the transit service to others (give a "5 – Very Likely" rating), and are very likely to continue using the transit service one year from now (give a "5 – Very Likely" rating).
- **Secure Riders**: Riders who are both satisfied and likely to continue riding (give a "4" or "5" rating on both measures).
- **Vulnerable Captive Riders**: Riders who are unsatisfied (give a "1 to 3" rating for overall satisfaction), but who are likely to be riding transit in a year (give a "4" or "5" rating).
- **Vulnerable Satisfied Riders**: Riders who are satisfied (give a "4" or "5" rating for overall satisfaction), but who are not likely to be riding transit in a year (give a "1 to 3" rating).
- **At Risk Riders**: Riders who are unsatisfied (give a "1 to 3" rating for overall satisfaction) and also are likely to stop using the service in the next year ("1 to 3" rating).

	Loyal Advocates	Secure	Vulnerable Captive	Vulnerable Satisfied	At Risk
Satisfaction with the transit system in the Valley	Very satisfied: 5 rating	Satisfied: 5/4 rating	Unsatisfied: 1-3 rating	Satisfied: 5/4 rating	Unsatisfied: 1-3 rating
Likely to recommend the transit service to others	Very likely: 5 rating				
Likely to ride the transit system a year from now	Very likely: 5 rating	Likely: 5/4 rating	Likely: 5/4 rating	Not likely: 1-3 rating	Not likely: 1-3 rating

The graph below illustrates the size of each loyalty segment for 2016 and several recent prior years.

- Loyal Advocates comprised 29% of total riders, the highest proportion measured in recent years.
- Secure riders comprised 35% of the total.
- Vulnerable Captive riders declined as a proportion of the total (12%, down from 19% in 2014) while Vulnerable Satisfied riders increased (16%, up from 10% in 2014).

Loyalty Segments
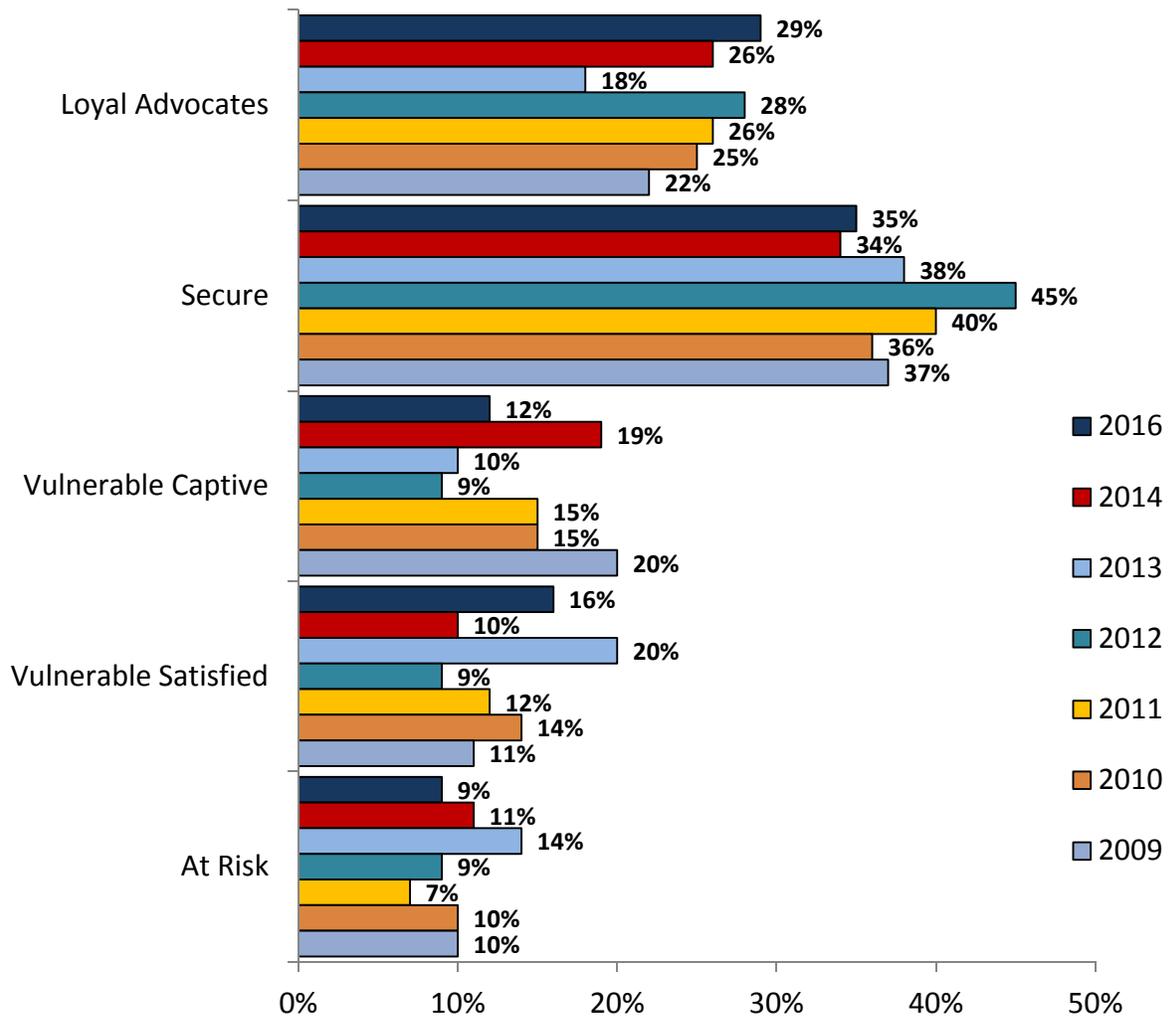
2016 n=721; 2014 n=728; 2013 n=755; 2012 n=587; 2011 n=727; 2010 n=732; 2009 n=717
Note: 2013, 2014 and 2016 data are weighted

B.   Profiles of Loyalty Segments

1.   Loyal Advocates

Loyal Advocates are those riders who give the highest rating ("5") on all three measures – overall satisfaction, likelihood to recommend and likelihood to be using public transit in one year. A full demographic profile of these segments is found in Table 19a and Table 19b on the following pages. Key characteristics of Loyal Advocates include:

- Approximately evenly split between male/female
- Average age of 41
- Highest percentage of Hispanic riders compared with other segments (31% vs. a range of 12%-22%)
- Have a relatively higher proportion of retired riders compared with other segments (16% vs. a range of 2% to 7%)

2.   Secure Riders

Secure riders are both satisfied and likely to be using transit a year from now (give a "4" or "5" rating on both measures), but to a lesser extent than Loyal Advocates. Key characteristics of Secure riders include:

- Approximately evenly split between male/female
- Average age of 38.7 years
- Highest reported average household income compared to other loyalty segments ($32.4k)
- Nearly two thirds (63%) indicated they were either full time or part time employed

3.   Vulnerable Captives

Riders classified as "Vulnerable Captives" are those who are not satisfied with the system overall (provide a "1" to "3" rating) but indicate they are likely to be using transit in one year (provide a "4" or "5" rating). Key characteristics of Vulnerable Captives include:

- A slight male skew (59% male/41% female)
- The highest proportion of part time-employed riders compared to other loyalty segments (32%)
- The lowest reported average household income compared to other loyalty segments ($24.6k)
- Least likely to indicate they expected to ride public transit *more* in the future (40%)

4.   *Vulnerable Satisfied Riders*

Vulnerable Satisfied riders are those who are satisfied with the transit system overall (provide a "4" or "5" rating), but are unlikely to be using transit in one year (provide a "1", "2", or "3" rating). Key characteristics of Vulnerable Satisfied riders include:

- Approximately evenly split between male/female
- Lowest average age (33.8) compared to other loyalty segments
- Comprised of more African American than all other loyalty segments except for At Risk riders
- Highest percentage of full time employment (46%)

5.   *At Risk*

At Risk riders are those who are neither satisfied with the transit service in the Valley (give "1" to "3" satisfaction ratings) nor likely to be riding the transit system one year from now ("1" to "3" likelihood ratings). Key Characteristics of At Risk riders include:

- The only segment to skew slightly female
- Highest proportion of African American riders (29%)
- Second lowest average household income ($27.5k)
- Highest proportion of riders who were unemployed and seeking work (15%)
- Highest proportion of riders with a valid driver's license (57%)

Table 19a: Loyalty Segments – Demographic Attributes

Demographics	2016 Total n=736	Loyal Advocates n=208 A	Secure n=251 B	Vulnerable Captive n=84 C	Vulnerable Satisfied n=113 D	At Risk n=65 E
Gender						
Male	51%	50%	50%	59%	52%	46%
Female	49%	50%	50%	41%	48%	54%
Age						
Under 25	24%	19%	23%	22%	38%^{ABC}	25%
25 to 54	52%	54%	54%	56%	49%	49%
55 and older	17%	21%	16%	15%	10%	17%
Refused	7%	6%	7%	7%	4%	9%
Average (yrs)	38.7	41.0^{D}	38.7^{D}	38.9^{D}	33.8	39.8^{D}
Ethnic Origin						
Caucasian	40%	40%	45%	40%	37%	36%
Hispanic	22%	31%^{BCDE}	22%^{E}	16%	19%	12%
Black	19%	15%	16%	24%	26%^{AB}	29%^{AB}
Other	11%	7%	10%	9%	13%	11%
Refused/NA	8%	7%	7%	11%	5%	12%
Income						
< $20,000	49%	53%	43%	63%^{B}	47%	46%
$20,001 to $30K	17%	16%	16%	22%	18%	16%
$30,001 to $60K	21%	16%^{C}	25%^{C}	6%	25%^{C}	34%^{AC}
$60,000+	13%	15%^{E}	15%^{E}	9%	10%	4%
Average (000)	$29.9	$29.9	$32.4^{C}	$24.6	$29.8	$27.5
Employment						
Full-time	41%	37%	42%	39%	46%	41%
Student	19%	18%	18%	25%	19%	22%
Part-time	22%	19%	21%	32%^{A}	20%	29%
Unemployed, not seeking work	3%	5%	3%	3%	2%	-
Unemployed, seeking work	10%	12%	9%	7%	11%	15%
Retired	8%	16%^{BCDE}	7%^{E}	7%	4%	2%
House spouse	3%	3%	4%	-	3%	-
Access to Car	23%	28%^{C}	23%	17%	22%	18%
Valid Driver's License	47%	46%	46%	50%	48%	57%

^{ABCDE} indicates significantly different than other subgroup at 95% confidence level
Note: 2016 data are weighted

Table 19b: Loyalty Segments – Transit Usage Characteristics

Demographics	2016 Total n=736	Loyal Advocates n=208 A	Secure n=251 B	Vulnerable Captive n=84 C	Vulnerable Satisfied n=113 D	At Risk n=65 E
Length of usage						
Less than 6 months	10%	10%	8%	6%	17%^{BC}	10%
6 months to 2 years	25%	21%	27%	24%	22%	37%^{AD}
3 to 10 years	45%	47%^E	46%^E	47%	48%^E	32%
11+ years	20%	23%^D	19%	22%	13%	22%
Bus/Light Rail						
Local buses	80%	77%	78%	79%	88%^{AB}	89%^{AB}
Light rail	71%	82%^{BCDE}	71%^{DE}	70%	57%	54%
Circulators	27%	31%	28%	22%	22%	31%
Days per week ride bus (among bus riders)						
6 or 7 days	38%	44%	34%	45%	33%	38%
Days per week ride light rail (among light rail riders)						
6 or 7 days	24%	26%	23%	21%	26%	31%
Riding more/less						
More often	46%	50%	43%	40%	46%	53%
Less often	8%	5%	8%	3%	17%^{ABC}	13%^C
Same/DK	45%	45%	49%^{DE}	57%^{ADE}	37%	34%

^{ABCDE} indicates significantly different than other subgroup at 95% confidence level
Note: 2016 data are weighted

Appendix A - Questionnaire

Rider Satisfaction Survey 2016

Good _____, I am _____ from WestGroup Research in Phoenix. We are conducting a study for Valley Metro to help them understand how riders feel about the transit service they receive in the Valley. We are asking only for your opinion and are not selling anything.

N=500 Bus Riders (YES in QSCRA – a.)
Maximum N=125 Light rail only riders (Yes in SCRA – c but NO in SCRA)
Male/Female = 50%/50%.
Quotas by location

Location	#
TOTAL	**635**
Light Rail Only Riders – Onboard Train	125
Bus/Combo Riders	**510**
Central Station	**52**
Mesa Dr/Main St Transit Center	**41**
Metro Center Transit Center	**50**
Desert Sky Transit Center	**50**
Tempe Transportation Center	**44**
Price-101 Fwy/Apache Blvd	**19**
Paradise Valley Transit Center	**35**
Ed Pastor Transit Center	**35**
Montebello and 19th Ave. Transit Center	**22**
59th Avenue and Olive	**35**
Superstition Springs Transit Center	**35**
Sunnyslope Transit Center	**30**
Chandler Fashion Center	**10**
Chandler Park-and-Ride (Hamilton & Germann)	**10**
Central/Camelback Station	**16**
University/Rural Station	**16**
Skyson (Scottsdale)	**10**

SCRA. Do you ever ride... READ LIST. YES/NO FOR EACH
   a. Local city buses (Including Express/RAPID buses and Mesa/Chandler LINK)
   b. Neighborhood circulator buses such as Flash/ALEX/GUS/ORBIT/SMART/MARY/DASH
   c. Light rail
   d. No/DK -- Thank and Terminate

SCRB. Do you, or does anyone in your household work for a marketing research company or the local transit system? (IF YES, TERMINATE)

SCRC.   What city do you live in?
        a. Phoenix
        b. Scottsdale
        c. Tempe
        d. Mesa
        e. Chandler
        f. Glendale
        g. Gilbert
        h. Peoria
        i. Avondale
        j. Other (SPECIFY:_____)
        k. Refused/NA

SCRD.   RECORD GENDER:
        a. Male
        b. Female

1.   How long have you been using public transit as a means of transportation in the Valley?
        a.   Less than 6 months
        b.   6 months to 1 year
        c.   1 to 2 years
        d.   3 to 5 years
        e.   6 to 10 years
        f.   11 to 20 years
        g.   More than 20 years
        h.   Don't know/NA

2.   IF BUS/Circulator IN SCRA: In an average week, how many days do you ride the bus (THIS DOES NOT INCLUDE LIGHT RAIL TRIPS)?
        a. Less than once a week
        b. 1 day per week
        c. 2 days
        d. 3 days
        e. 4 days
        f. 5 days
        g. 6-7 days
        i. DK
        j. No answer

3.	IF LIGHT RAIL IN SCRA: In an average week, how many days do you ride the light rail (THIS DOES NOT INCLUDE BUS TRIPS)?
	a. Less than once a week
	b. 1 day per week
	c. 2 days
	d. 3 days
	e. 4 days
	f. 5 days
	g. 6-7 days
	i. DK
	j. No answer

4.	Compared to one year ago, would you say that you are using public transit more often, less often or the same as you did a year ago?
	a. More often
	b. Less often
	c. The same
	d. Don't know

4a:	IF LESS OFTEN IN Q6: Why do you think you are using public transit less often than you were one year ago? What other reasons?

IF SCRA = BUS and/or CIRCULATOR, ASK Q7:
5.	Based on your experience on your typical trip RIDING THE BUS over the past 30 days, please indicate your level of satisfaction with the following BUS service elements. Please use a scale from 1 to 5 where 1 means "very dissatisfied" and a 5 means "very satisfied (6=Don't know/doesn't apply). How satisfied are you with…

	a. Bus arrival/departure times
	b. Driver courtesy
	c. Online trip planner
	d. Customer service when calling 602-253-5000
	e. NextRide text or call for next bus arrival
	f. Availability of locations to purchase passes
	g. Ability to transfer between buses
	h. Cleanliness inside the bus
	i. Cleanliness at the bus stop
	j. Personal safety
	k. Usefulness of Transit Book
	l. Downloading eTransitBook maps and schedules from website
	m. Value of service for fare paid. Notification of service changes

IF SCRA = LIGHT RAIL, ASK Q8:
6.   Based on your experience on your typical trip USING LIGHT RAIL over the past 30 days, please indicate your level of satisfaction with the following LIGHT RAIL service elements. Please use a scale from 1 to 5 where 1 means "very dissatisfied" and a 5 means "very satisfied (6=Don't know/doesn't apply). How satisfied are you with… ROTATE LIST

   a. ASK ONLY IF "a" or "b" <u>and</u> "c" in SCRA: Ability to transfer between the bus and light rail
   b. Train arrival times
   c. Ease to purchase passes at fare vending machines
   d. Cleanliness inside the train
   e. Cleanliness at the light rail stations
   f. Personal safety
   g. Usefulness of Transit Book
   h. Online trip Planner
   i. NextRide text or call for next train arrival
   j. Customer service when calling 602-253-5000
   k. Value of service for fare paid
   l. Presence of fare inspectors
   m. Train station kiosk signage
   n. Quantity and quality of onboard announcements

7.   Now using a 1 to 5 scale where 1 means "Not at all likely" and 5 means "Very likely"… READ AND ROTATE ITEMS

   a. How likely are you to recommend the transit service to other people?
   b. How likely are you to ride public transit one year from now?

8.   What is your primary source to obtain route and schedule information? Do not read. Prompt with options, if needed. MULTIPLE RESPONSES ALLOWED.
   a. Call Customer Service at 602-253-5000
   b. Visit valleymetro.org from a computer or tablet
   c. Visit valleymetro.org from a mobile phone e. Schedules at bus stops/ and kiosks
   f. Transit Book
   g. Social Media: Facebook, Twitter
   h. Stop/Station Signage
   i. Friends/family members
   j. Other riders
   k. Bus driver or rail operator
   l. Work/school
   m. NextRide text or call
   n. Other: SPECIFY _____
   o. DK/No answer

For the next set of questions, please think about this trip using public transit

9.   How did you get to the transit stop where you first boarded public transit today (either bus or light rail)? (IF NECESSARY, on the trip using public transit you have made most often in the past 30 days) MULTIPLE RESPONSES ALLOWED
        a. Walk
        b. Bike
        c. Drive alone
        d. Drive/ride with others
        e. Vanpool
        f. Taxi
        g. Neighborhood circulator
        h. Other: SPECIFY

10.   After you get off at your last stop on this trip, how will you get to your final destination? (IF NECESSARY, on the bus trip you make most often) MULTIPLE RESPONSES ALLOWED
        a. Walk
        b. Bike
        c. Drive alone
        d. Drive/ride with others
        e. Vanpool
        f. Taxi
        g. Neighborhood circulator
        h. Other: SPECIFY

        12.   Using a scale of 1 to 5, how would you rate your overall satisfaction with transit service in the Valley? 1= Very dissatisfied   5 = Very satisfied   6= Don't know

12a.   Please explain the ONE primary reason for your satisfaction rating of ____.

13.   Over the past year, would you say that Valley Metro service has improved, remained the same or declined?

DEMOGRAPHICS

D1.   How many vehicles (cars, trucks or motorcycles) are available in your household? _____

D1a.   (IF MORE THAN 0 IN D1) Could you have used on of these vehicles for this trip?
        a. Yes
        b. No

D2.   Do you have a valid driver's license?
        a. Yes
        b. No

D3.   What is your age? Are you... READ LIST
        a. Under the age of 18
        b. 18 to 24
        b. 25 to 34
        c. 35 to 44
        d. 45 to 54
        e. 55 to 64
        f. 65 or older
        g. DO NOT READ Refused

D4.   Do you have a mobile phone with you on this bus/train?
        a. Yes
        b. No
        c. Don't know

D4a.   IF YES in QD7: Is your mobile phone considered a smart phone that allows access to the
        Internet?
        a. Yes
        b. No
        c. Don't know

D4b.   IF YES in QD7: What type of smart phone do you have?
        a.   Apple/iPhone
        b.   Android
        c.   Windows
        d.   Blackberry

D5.   Are you… READ LIST. MULTIPLE RESPONSES ALLOWED
        a. Employed Full-time (at least 35 hours per week)
        b. Employed Part-time (less than 35 hours per week)
        c. Student
        d. Retired
        e. Homemaker
        f. Not currently employed but seeking work
        g. Not currently employed and not seeking work
        h. DO NOT READ: OTHER: Specify
        i. DO NOT READ: Refused

D6.   What is your race or national origin?
        a. Hispanic/Mexican American
        b. Black
        c. Asian/Pacific Islander
        d. American Indian
        e. White
        f. Other
        g. No answer

D7.   What is the combined total annual income of all members of your household? (READ LIST)
       a. Under $10,000
       b. $10,000-$20,000
       c. $20,001-$30,000
       d. $30,001-$50,000
       e. $50,001-$60,000
       f. $60,000 - $75,000
       g. More than $75,000
       h. DK
       i. NA/REF

That completes the survey. Thank you very much for taking the time to provide us your input. Your feedback will help Valley Metro continue to improve the services it provides to all our customers.