

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

SCRA. Do you ever ride... READ LIST. YES/NO FOR EACH

- Local city buses (Including Express/RAPID buses and Mesa/Chandler LINK)
- Neighborhood circulator buses such as Flash/ALEX/GUS/ORBIT/SMART/MARY/DASH
- Light rail
- 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” and “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.

