# City of Fort Collins
## 2019 MAX and HORN Surveys

City of **Fort Collins**

**Colorado State** University



**moore & associates**

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# Section 1
# Executive Summary

In September 2019, the City of Fort Collins conducted an onboard survey of two routes of Transfort, the city's public transit service. The routes surveyed were the MAX Bus Rapid Transit and the "Around the Horn" campus shuttle serving Colorado State University. The City has previously conducted a triennial system-wide onboard survey in 2015 and 2017, as well as a 2016 survey focusing only on these two specific routes.

The survey instrument was designed to enable the City to identify Transfort strengths and weaknesses regarding these two routes while developing strategies for enhancing service, and thus mobility, within the service area. The survey instrument was designed to capture the following information:

- Travel patterns and behavior, including where people are traveling to, where they come from, how they access transit services, how they travel to their final destination, how frequently they use transit services, trip purpose, trip length, and other travel modes they use.
- Rider demographics, including race, gender, ethnicity, English proficiency, income, vehicle availability, and other information, which will provide the City with an objective "snapshot" of who is using the MAX and Horn routes.

Data collection was completed onboard buses from September 4 through September 6, 2019. As Exhibit 1.1 shows, data collection exceeded sample targets on both the MAX and Horn routes. Route-specific sample sizes ensured statistical accuracy of not less than 95 percent and a ±5 percent margin of error (based on average daily ridership) at the individual route level.

Exhibit 1.1 Sampling plan and surveys collected

| Route | Sample Target | Valid Surveys |
|-------|---------------|---------------|
| MAX | 500 | 622 |
| Horn | 250 | 313 |

**"Typical Rider" Profiles**
By analyzing the simple frequencies arising from the collected data, we can provide a snapshot of the "profile rider" of both services

The profile MAX rider:

- Self-identifies as male (51.4 percent),
- Speaks only English at home (82.4 percent),
- Self-identifies as Caucasian (69.8 percent),
- Is between ages 18 and 35 (63.1 percent),
- Is employed full or part-time (62.2 percent), and
- Is affiliated with CSU as a student or faculty/staff (67.7 percent).

The profile "Around the Horn" rider:

- Self-identifies as female (66.2),
- Speaks only English at home (81.9 percent),
- Self-identifies as Caucasian (68.1 percent),
- Is between ages 18 and 25 (84.0 percent), and
- Attends CSU (93.4 percent).

**Travel Patterns**
- Respondents on both services were most likely to start their trips at home and to end their trips at a university/college.
- Respondents of both routes were most likely to walk to a bus stop to begin their trip and end their trip with a walk from the bus stop to their final destination.
- The majority of riders on both routes reported boarding just one bus to reach home, work, or school.
- Respondents of both routes were most likely to ride five or more days per week.
- More than 85 percent of "Horn" riders indicated having access to a personal vehicle, and 92.1 percent reported having a valid driver license. In contrast, 72.1 percent of MAX riders have access to a personal vehicle and 70.9 percent possess a valid driver license.

**Perceptions and Preferences**
- Respondents on both routes gave highest satisfaction ratings to *safe operation of the bus.*
- Respondents on both routes gave lowest satisfaction ratings to *hours of operation.*
- The most-preferred service improvement for MAX riders is *more destinations* (selected by 36.2 percent of respondents), while the most preferred service improvement for "Horn" riders is *later evening service* (selected by 36.1 percent of respondents).
- *Other transportation options* is the primary barrier for more frequent ridership for riders of both services.

Chapter Two of this report summarizes survey methodologies. Chapter Three provides in-depth analysis of MAX rider survey data. Chapter Four analyzes "Horn" survey data. Simple frequency data tables and survey instruments are included in the Appendices.

# Section 2
# Overview and Methodology

This section discusses the methodologies by which the 2019 Transit Passenger Survey was developed and administered.

## Project Overview

In September 2019, the City of Fort Collins conducted a survey of customers onboard the MAX Bus Rapid Transit and the "Around the Horn" campus shuttle, two specialized routes of the City's Transfort fixed-route service. The City last conducted a survey on these routes in 2016 and wished to determine if opinions, preferences, and demographics of these specific rider groups had changed during the intervening years.

### Survey Development

In order to facilitate trend analysis the same survey instrument from 206 was used with only minor modifications. Some changes to question phrasing was made for clarity and some response options were added and/or removed to increase relevance. The survey instrument was submitted to the City for review and approval. Following approval, the instrument was translated into Spanish.

### Sampling Plan

Sampling targets were calculated using a stratified random-sampling methodology to collect data that accurately represented riders of the MAX and "Horn" services. The sampling target is reflective of actual average daily ridership data provided by the City as well as samples collected onboard the MAX and "Horn" routes in 2016. The sampling plan was weighted such that individual route sampling targets ensured a confidence level of 95 percent and a ±5 percent margin of error (based on daily average ridership by service). Surveying was conducted across three weekday service days. Collectively, 935 surveys were collected, exceeding the sample target by 25 percent. Exhibit 2.1 illustrates the sample target for each service, as well as the number of valid surveys collected.

Exhibit 2.1  Sampling plan and surveys collected

| Route | Sample Target | Valid Surveys |
|-------|---------------|---------------|
| MAX   | 500           | 622           |
| HORN  | 250           | 313           |

## Survey Administration
### Staffing/Recruitment

Moore & Associates contracted with a Fort Collins temporary staffing firm to identify surveyor candidates. Our goal was to recruit individuals with a professional appearance and demeanor as well as the skills necessary to successfully conduct the survey. While the staffing firm conducted an initial background check and ensured each recruit was legally authorized to work in the United States, our criteria for selection included the following:

- Fluency in English as well as Spanish,

- Ability to read and understand a bus schedule,
- "Common sense" problem solving capabilities,
- Ability to conform with appearance standards ("business casual" dress code – black or khaki pants, polo or collared shirt, and comfortable shoes),
- No facial tattoos or extensive visible piercings,
- Physical ability to board and ride the bus unassisted,
- Punctuality (commitment to arrive 15 minutes prior the start of the shift),
- Reliable transportation, and
- Possession of a cell phone for communicating with field supervisory personnel.

All surveyors were screened and then trained by our project team. Training included an overview of the project, discussion of surveyor performance expectations, familiarization with the Transfort service and survey instrument, onboard etiquette, protocol for conducting the survey, and a review of individual assignments. Moore & Associates trained more surveyors than we anticipated needing in order to have trained back-up personnel immediately available should a surveyor fail to report or be dismissed.

Unacceptable behavior – which included making or receiving calls from persons other than the Moore & Associates' field supervisors, listening to music on an iPod or phone, causing any type of disruption onboard the vehicle, use of profanity, failure to comply with appearance standards, and tardiness – was communicated to all recruits as cause for immediate dismissal.

Recruitment and training of surveyors was completed on September 3, 2019, prior to survey fielding. Eight surveyors were trained as part of this engagement.

*Data Collection*
Moore & Associates successfully managed the fielding of the MAX and HORN surveys using an onboard intercept methodology from September 4 through September 6, 2019. All survey questionnaires were printed on 100-pound cardstock, thereby eliminating the need for clipboards. Survey instruments were printed double-sided. English surveys were printed on white cardstock while Spanish surveys were printed on blue.

Surveyors were easily identified by a laminated identification badge worn on a clip as well as a reflective safety vest. Prior to boarding the assigned vehicle, each surveyor was provided with a surveyor bag containing survey forms, pens, a route-specific map and schedule, and an individual surveyor "paddle." Each surveyor was also provided with the cell phone contact information for his/her field supervisor, who conducted spot-checks of surveyor performance and maintained a presence in the service area throughout the entire data collection period as a quality control measure.

Surveyors offered the bilingual (English/Spanish) survey to all customers boarding the vehicle while also making themselves available to answer questions regarding the survey. Riders were requested to return the completed instrument to the surveyor or leave it on their seat for retrieval by a surveyor. At the conclusion of each day's surveying, all collected surveys, identification badges, and reflective vests were returned to a field supervisor.

The onboard data collection was supplemented with an online survey which was available concurrently. This approach encouraged participation from riders on short trips. Onboard notices featuring the custom URL were posted onboard all vehicles. A total of sixteen respondents took the survey online (twelve on the MAX and four on the "Horn").

**Data Processing**
*Data Entry*
All survey data was entered into a MS Excel spreadsheet using trained data entry personnel. Moore & Associates' staff monitored the data entry process, reviewing data entry work on a daily basis while also conducting quality checks throughout each day.

*Data Cleaning*
Data cleaning was undertaken by trained personnel following completion of data entry. This process addressed differing data formatting that resulted in identical responses being sorted as different (i.e., route name being entered as MAX vs. max). The cleaned data was then imported into a Statistical Package for the Social Sciences (SPSS) database for further analysis. Following data cleaning, simple frequencies were compiled and posted to Basecamp for the Transfort staff review.

*Geocoding*
Once the initial survey data was cleaned, corresponding location data was appropriately formatted, then geocoded by longitude and latitude for import into ArcGIS 10.0. Data formatting included standardization of street names, use of street types, and identification of precise boarding and alighting information based on cross-streets and/or landmarks.

*Analytical Methods*
The SPSS database allowed our project team to compile simple data frequencies as well as data cross-tabulations within each dataset. Such cross-tabulations allow comparisons between survey responses that can provide additional insight into customer profiles, travel patterns, perceptions of service, and demographics.

Analysis of survey data is included in the following chapters.

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Section 3

# MAX – Analysis and Key Findings

This section details findings of the survey of riders of the MAX Bus Rapid Transit service. Riders of the MAX route were surveyed across three weekdays in September 2019. Data collection resulted in 622 valid responses, exceeding the sample target by nearly 25 percent.

Based on commonalities in response data, conclusions were drawn regarding survey participant attitudes, travel behavior, and participant demographics.

### MAX Rider Profile
By analyzing the simple frequencies arising from the collected data, we developed a snapshot of the "profile" MAX rider.

The profile MAX rider:

- Self-identifies as male (51.4 percent),
- Speaks only English at home (82.4 percent),
- Self-identifies as Caucasian (69.8 percent),
- Is between ages 18 and 35 (63.1 percent),
- Is employed full or part-time (62.2 percent), and
- Is affiliated with CSU as a student or faculty/staff (67.7 percent).

### Travel Patterns
- Nearly 50 percent reported starting the surveyed trip at home.
- More than 30 percent reported traveling between home and a university/college.
- Nearly two-thirds reported walking to the bus stop to start the surveyed trip.
- At the end of the trip, 71 percent reported walking from the bus stop to their final destination.
- Nearly two-thirds (65.5 percent) of all respondents reported riding five or more days per week.
- More than 60 percent of respondents claim they have been riding Transfort for more than one year, with more than 20 percent having ridden for more than four years.
- The majority of riders reported boarding just one bus to reach home, work, or school.
- The most common source of service information among MAX riders is the "Ride Transfort App".
- The most popular payment method was the CSU Ram Card (47.9 percent).
- Nearly 30 percent MAX riders do not possess a valid driver license.
- Nearly 30 percent of MAX riders reported not having access to a personal vehicle.

### Perceptions and Preferences
- Survey participants gave highest satisfaction ratings to *safe operation of the bus* and *visual appearance/branding.*
- Respondents gave lowest satisfaction ratings to *hours of operation* and *frequency of service.*
- Nearly 40 percent reported they would ride Transfort more frequently if *more routes/destinations* were offered.

- Forty-seven percent cited availability of *other transportation options* as the reason they do not ride more often.

The balance of this chapter focuses on analysis of individual survey questions, as well as trend analysis contrasting 2016 and 2019 findings.

*Question 1: Where did you begin this trip?*

The majority of respondents indicated beginning the surveyed trip at home (47.2 percent) or at a university/college (23.5 percent). Work was the third most-common origination point (14.0 percent). These were the top three responses in 2016 as well.

Exhibit 3.1  Trip Origin
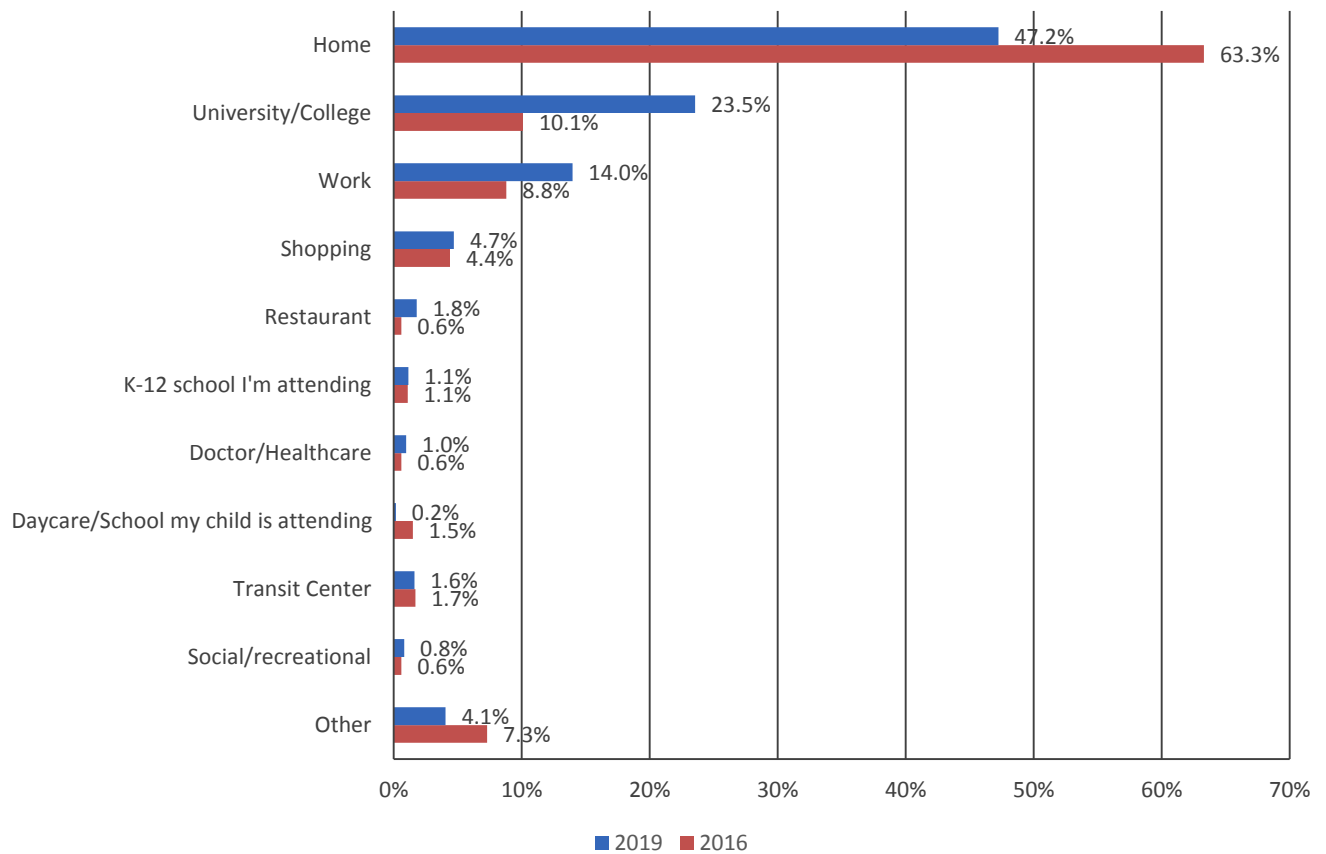
*Question 2: Please provide the starting location of this trip.*

Respondents were asked to identify the nearest cross-streets or landmark where they began the surveyed trip. Many of the most-common origin locations were somewhere on or near the CSU campus. This is expected since CSU could be a work, school, or home location for many people. Exhibit 3.2 presents all origin locations cited by at least 12 respondents. Exhibit 3.2a and 3.2b are maps showing the most common trip origin locations in Fort Collins. Many of the respondents identified a transit center or station as the origin of the surveyed trip, instead of the actual location of the type of place that their trip began (i.e., home or work). Given the survey allowed respondents the option to identify a landmark as their origin location, it is likely respondents living or working in close proximity to a transit center or station simply identified that as the landmark for their origin point.

Exhibit 3.2  MAX Top Origin Locations

| Origin Locations - MAX Route | Frequency | Percent of Total Respondents |
|---|---|---|
| Mason St & University Ave | 42 | 6.8% |
| Mason St & Laporte Ave | 38 | 6.1% |
| Fairway Ln & Fossil Blvd | 34 | 5.5% |
| College Ave & Drake Rd | 20 | 3.2% |
| Mason St & Laurel St | 18 | 2.9% |
| Mason Trail & Prospect Rd | 12 | 1.9% |

Exhibit 3.2a  Fort Collins Origin Map – MAX

MAX - Origins
Fort Collins

Laporte Ave & Mason St

Laurel St

Mason St & University Ave

Prospect Rd

Shields St

College Ave

Drake Rd

Fairway Ln & Fossil Blvd

**Legend**

**Origins**

**Frequency**

○ 1
● 2 - 5
● 6 - 10
● 11 - 20
● 21 - 30
● 31 - 42
— MAX Route
— Transfort Routes

0   0.5   1        2 Miles
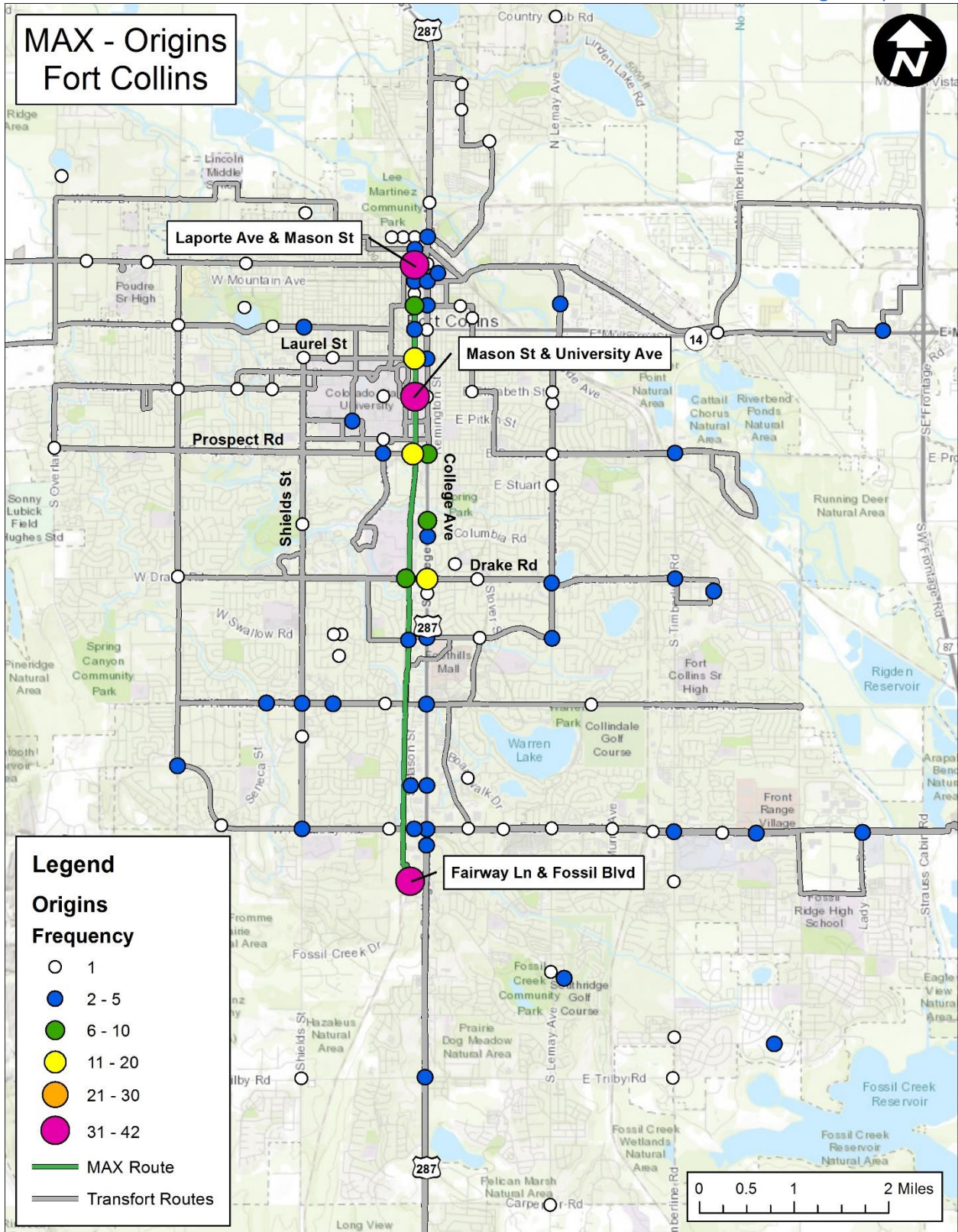
Exhibit 3.2b  Loveland Origin Map – MAX
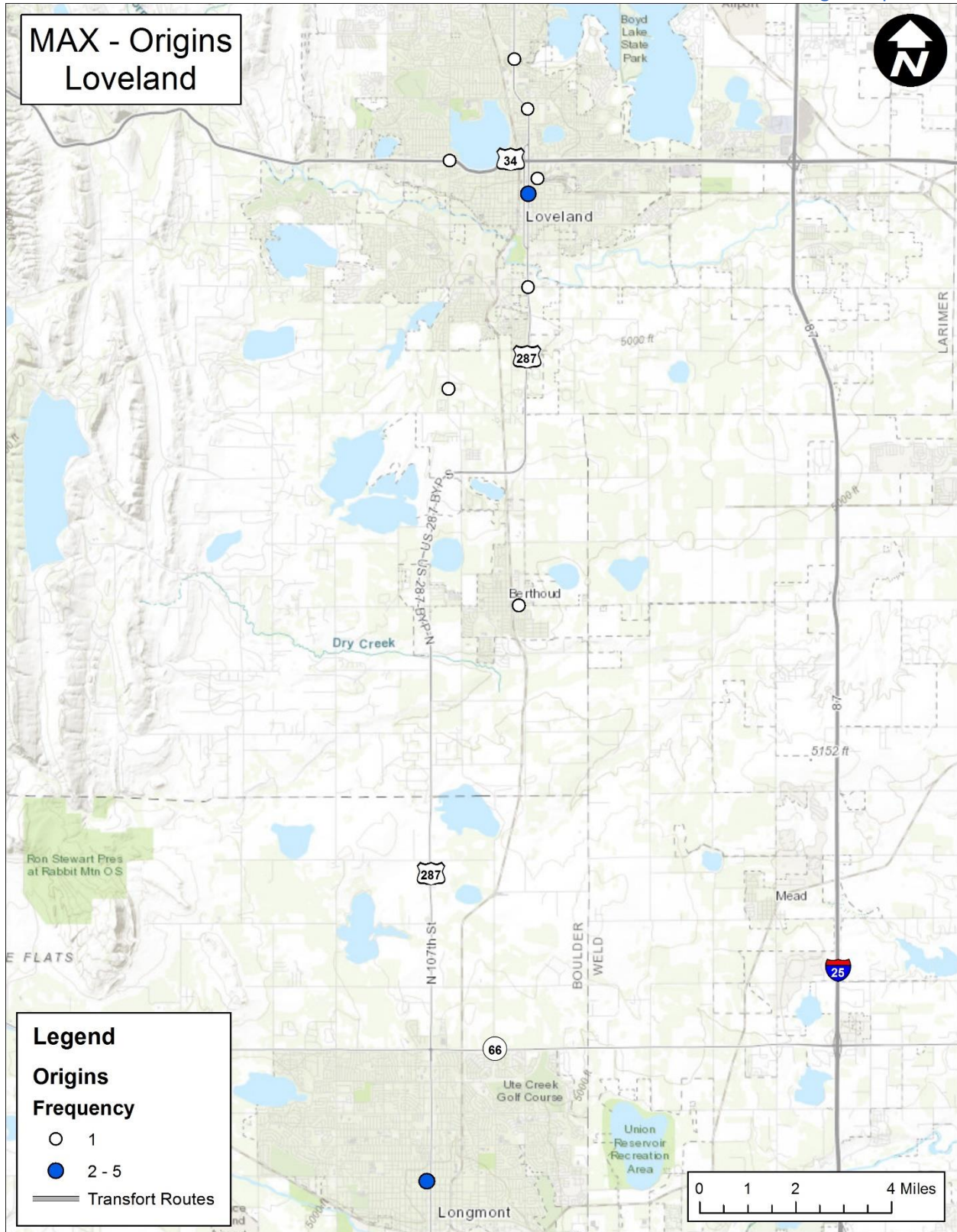
*Question 3: Where will you end this trip?*

As in 2016, the most commonly-cited destination in 2019 was *home* (29.0 percent) followed closely by *university/college* (27.7 percent). While *daycare/school my child is attending* was a response option, no one selected it during this round of data collection.

Exhibit 3.3  Trip Destination
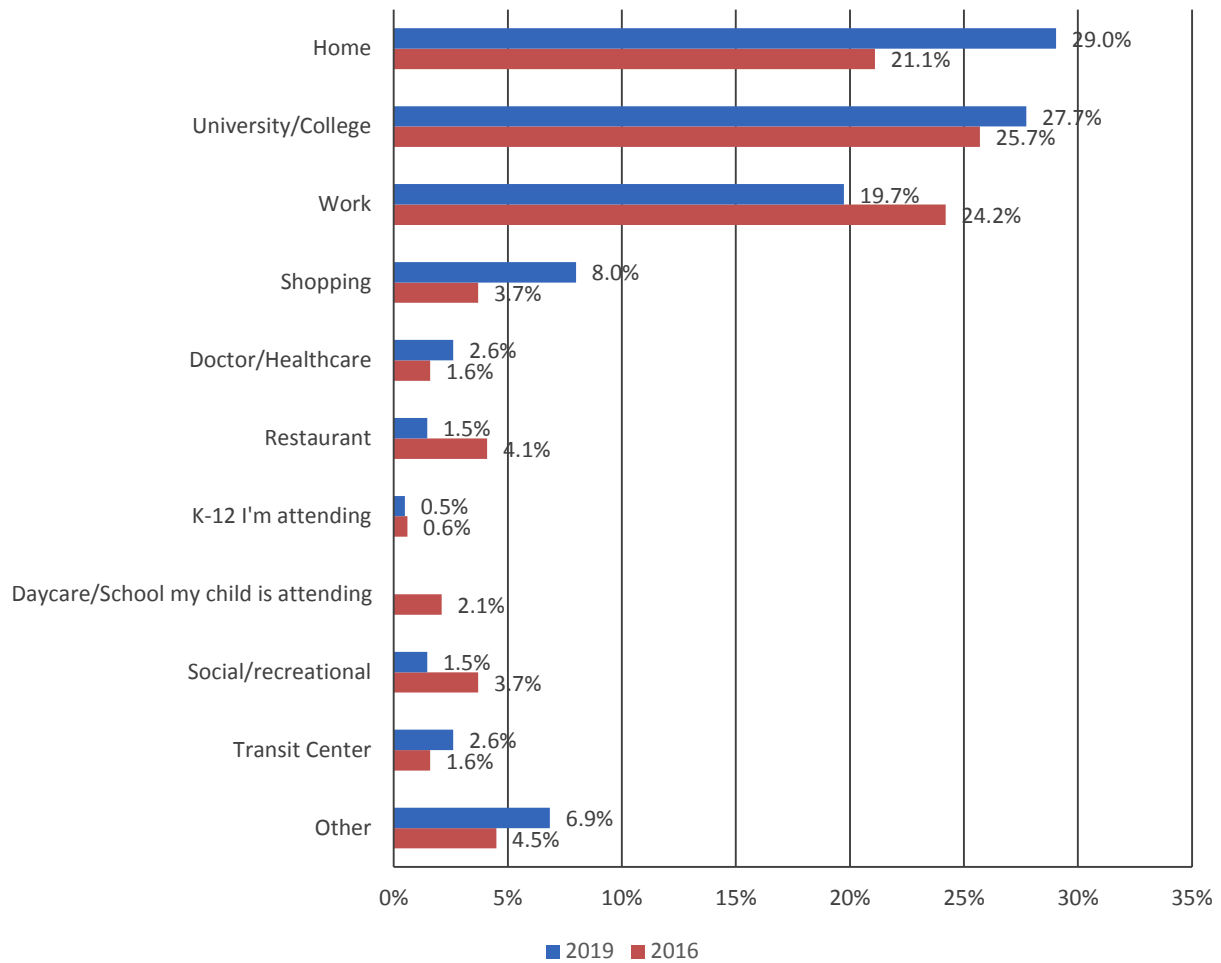
*Question 4: Please provide the ending location of this trip.*

Respondents were asked to indicate the nearest cross-streets or landmark where they would end the surveyed trip.  Not surprisingly, the most-common destinations mirror the most-common trip origins. Exhibit 3.4 presents all destination locations cited by 10 or more respondents. Exhibit 3.4a and 3.4b are maps illustrating the most popular destination locations in Fort Collins and Loveland. Again, many respondents identified a transit center or transit station as the end of their trip, instead of the actual end location.

Exhibit 3.4  MAX Top Destination Locations

| Destination Locations – MAX Route | Frequency | Percent of Total Respondents |
|---|---|---|
| Fairway Ln & Fossil Blvd | 41 | 6.6% |
| Mason St & University Ave | 29 | 4.7% |
| Mason St & Laporte Ave | 26 | 4.2% |
| College Ave & Prospect Rd | 19 | 3.1% |
| Bay Rd & Drake Rd | 11 | 1.8% |
| College Ave & Drake Rd | 10 | 1.6% |
| Linden St & Walnut St | 10 | 1.6% |
| McClelland Dr & Swallow Rd | 10 | 1.6% |

Exhibit 3.4a  Fort Collins Destination Map – MAX



MAX - Destinations
Fort Collins

**Legend**

**Destinations**

**Frequency**

○ 1
● 2 - 5
● 6 - 10
● 11 - 20
● 21 - 30
● 41
━━ MAX Route
━━ Transfort Routes

Fairway Ln & Fossil Blvd
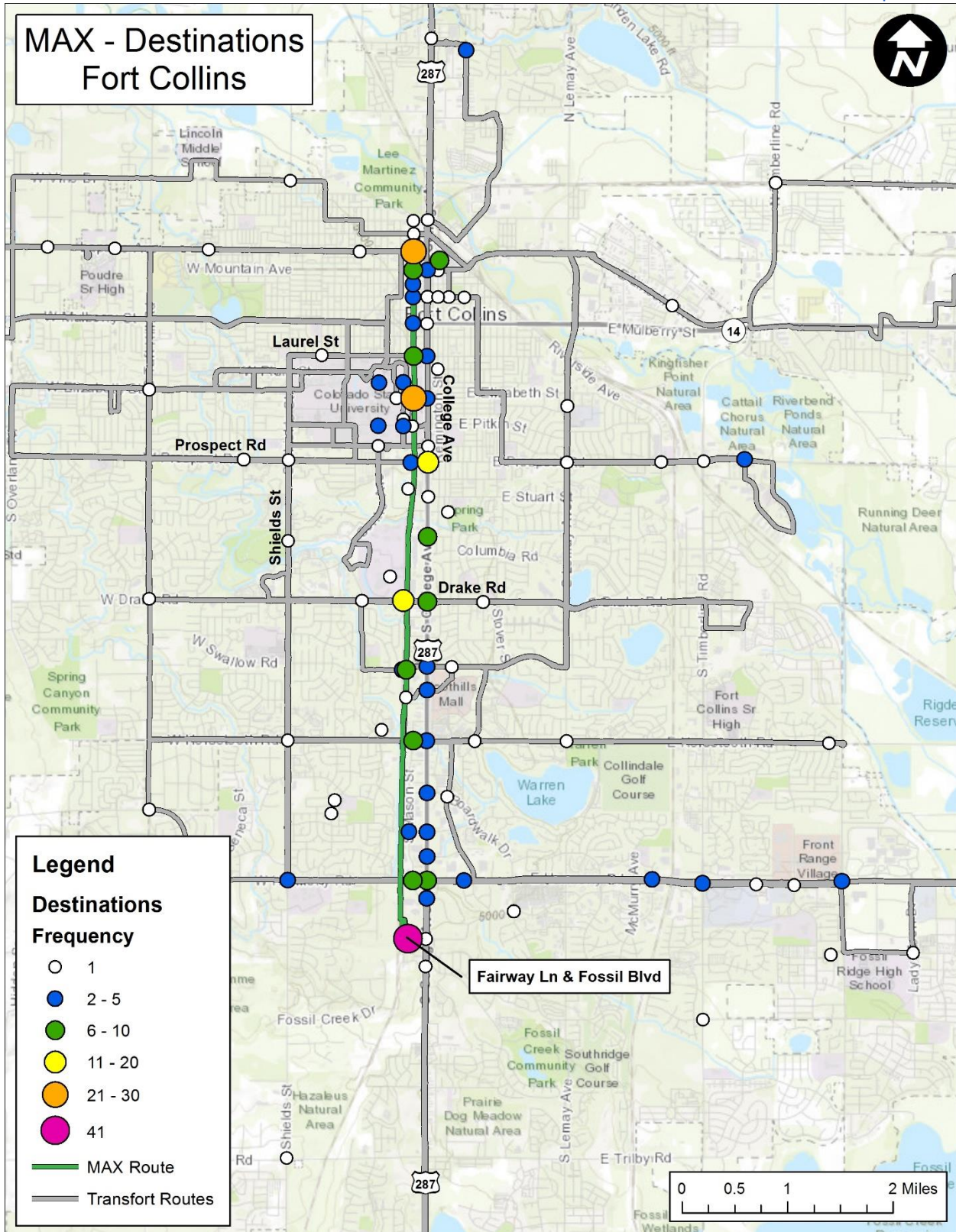
Exhibit 3.4b  Loveland Destination Map – MAX



MAX - Destinations
Loveland

Legend

**Destinations**

**Frequency**

○   1

●   2 - 5

━━  Transfort Routes

0    0.5    1    2 Miles
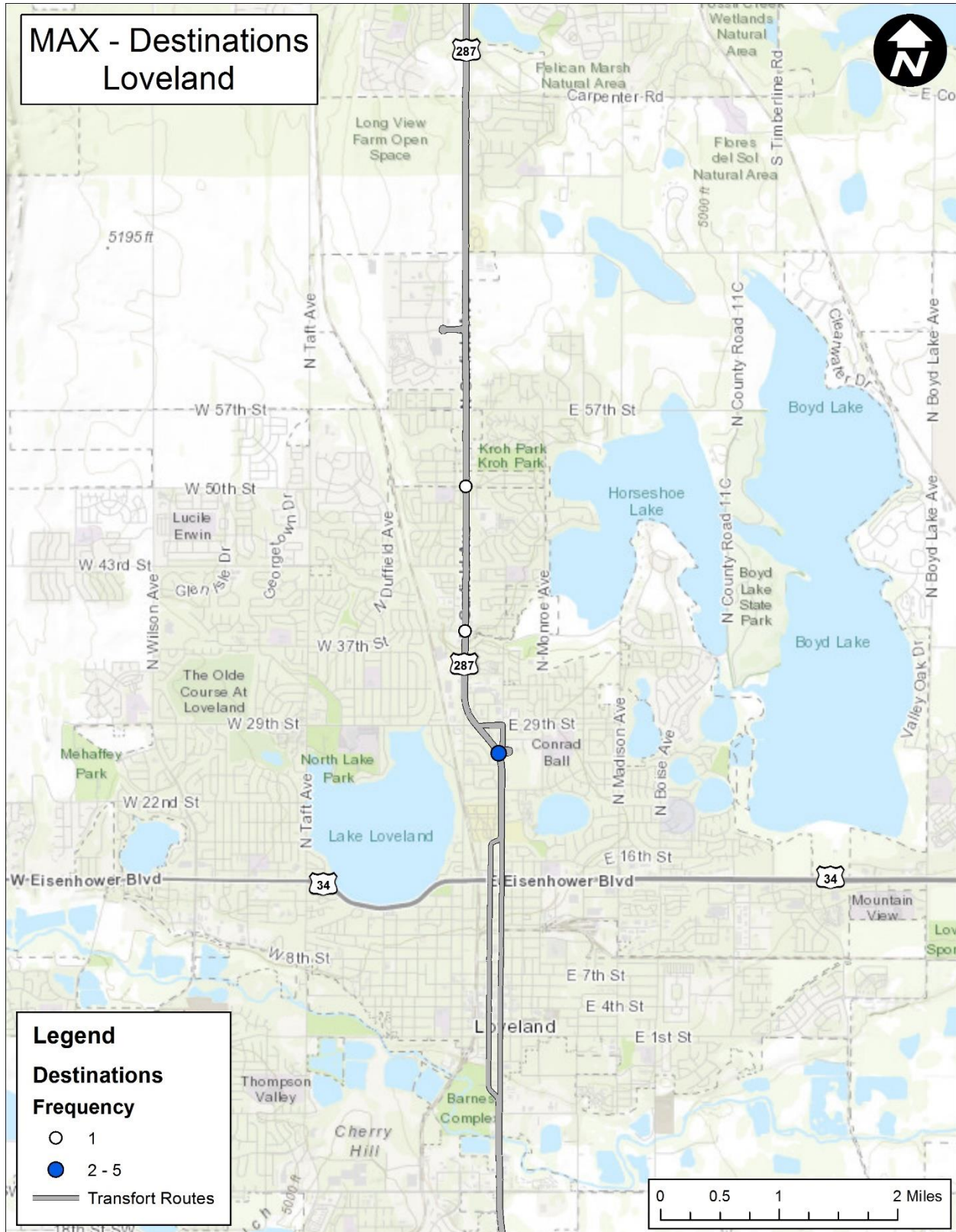
*Question 5: How did you get to the bus stop where you boarded THIS bus?*
Nearly 65 percent of respondents indicated walking as their means of accessing the trip-origin bus stop. Only three respondents (0.5 percent) indicated using *Uber/Lyft* to access the bus stop. This was not a response option in 2016. Additionally, there were no *other* write-in responses in 2016.

Exhibit 3.5  Methods of Reaching Bus Stop to Begin Trip



| Method | 2019 | 2016 |
|---|---|---|
| Walked | 63.8% | 59.5% |
| Drove self | 18.1% | 23.0% |
| Bicycled/Skateboarded | 9.4% | 13.4% |
| Rode a bus | 4.9% | 2.3% |
| Someone drove me | 2.3% | 1.7% |
| Carpool/Vanpool | 0.5% | 0.2% |
| Uber/Lyft | 0.5% | |
| Other | 0.6% | |
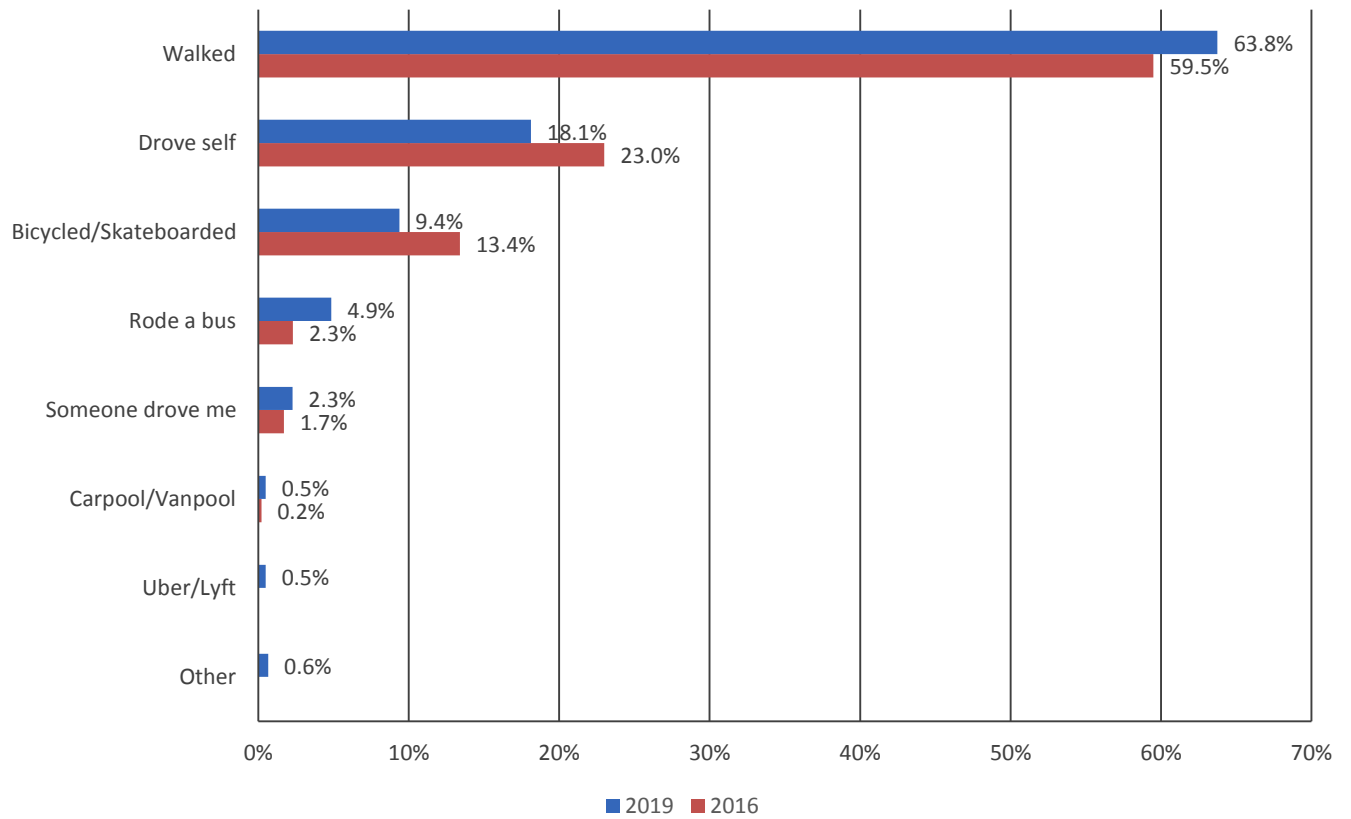
*Question 6: At what bus stop did you board THIS bus?*

The top bus stop locations were transit centers. Exhibit 3.6 shows the twelve most common boarding locations.

Exhibit 3.6 MAX Common Boarding Locations

| Boarding Location | Frequency |
|---|---|
| South Transit Center | 82 |
| Downtown Transit Center | 76 |
| University Station | 72 |
| Drake Station | 52 |
| Prospect Station | 33 |
| Laurel Station | 32 |
| Swallow Station | 25 |
| Troutman Station | 25 |
| Mountain Station | 24 |
| Harmony Station | 22 |
| Horsetooth Station | 22 |
| Olive Station | 21 |

*Question 7. How will you get from the bus stop where you get off THIS bus to your final destination today?*

Responses to this question were very similar to those in Question 5. Walking to their final destination from the bus stop was cited by 71 percent of respondents.



Exhibit 3.7  Methods of Reaching Final Destination
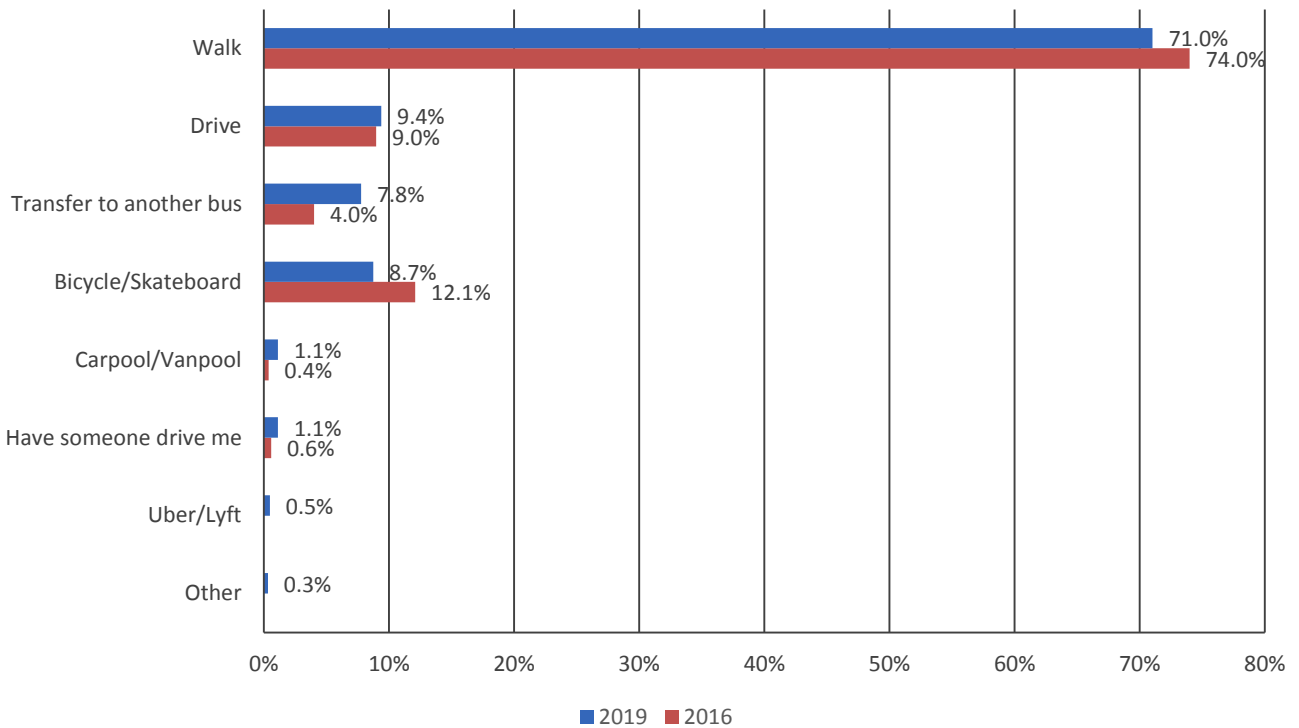
*Question 8: At what bus stop will you get off THIS bus?*

As expected, the most common alighting locations align with the most-common boarding locations. Exhibit 3.8 lists the ten most common alighting locations.

Exhibit 3.8  MAX Common Alighting Locations

| Alighting Location | Frequency |
|---|---|
| University Station | 114 |
| South Transit Center | 70 |
| Prospect Station | 58 |
| Downtown Transit Center | 52 |
| Drake Station | 46 |
| Laurel Station | 26 |
| Troutman Station | 25 |
| Swallow Station | 23 |
| Horsetooth Station | 21 |
| Harmony Station | 20 |

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*Question 9: What type of fare did you use to pay for this trip?*

Nearly 50 percent of respondents (47.9 percent) reported paying for the surveyed trip with a CSU RAM card. The second most-common response was Single-ride Adult fare (20.3 percent). The 7-day pass remains the least common fare media with only slightly more than 1 percent of respondents citing it in both 2016 and 2019. *Did not pay a fare* was not a response option in 2016 so we were unable to make a comparison.

Exhibit 3.9  Fare Media Type
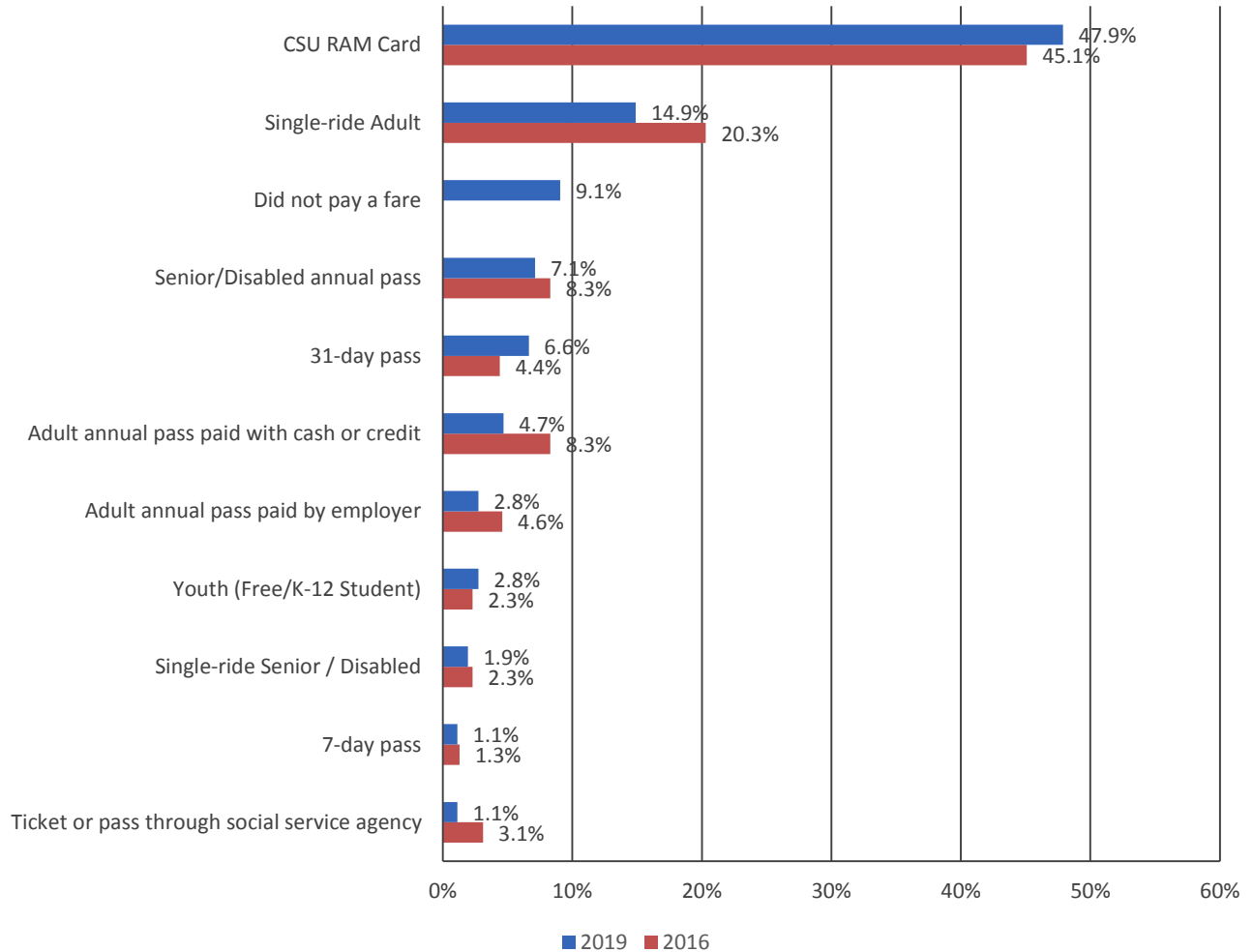


Chart data:

| Fare Media Type | 2019 | 2016 |
|---|---|---|
| CSU RAM Card | 47.9% | 45.1% |
| Single-ride Adult | 14.9% | 20.3% |
| Did not pay a fare | 9.1% | |
| Senior/Disabled annual pass | 7.1% | 8.3% |
| 31-day pass | 6.6% | 4.4% |
| Adult annual pass paid with cash or credit | 4.7% | 8.3% |
| Adult annual pass paid by employer | 2.8% | 4.6% |
| Youth (Free/K-12 Student) | 2.8% | 2.3% |
| Single-ride Senior / Disabled | 1.9% | 2.3% |
| 7-day pass | 1.1% | 1.3% |
| Ticket or pass through social service agency | 1.1% | 3.1% |

■2019  ■2016

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*Question 10: If this trip requires more than one bus/bus route to complete, which bus routes will you ride?*

The routes or services to which riders most frequently transferred to/from were MAX and Route 16. Nearly 45 percent cited MAX, while 10.8 percent indicated a transfer to/from Route 16. This represents a change from 2016 when FLEX was the second-most common transfer option.

Exhibit 3.10  Transfer Routes
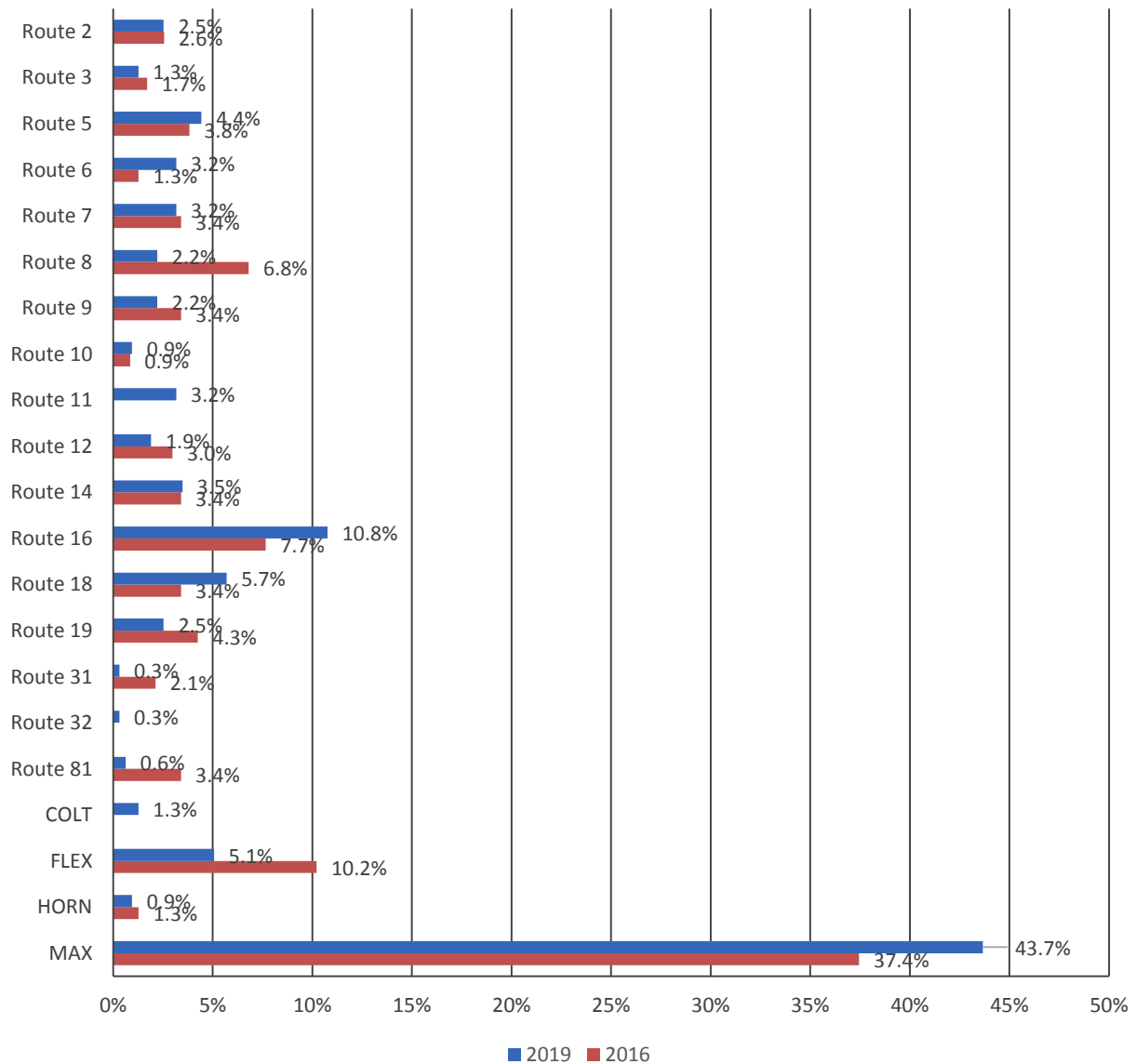


| Route | 2019 | 2016 |
|---|---|---|
| Route 2 | 2.5% | 2.6% |
| Route 3 | 1.3% | 1.7% |
| Route 5 | 4.4% | 3.8% |
| Route 6 | 3.2% | 1.3% |
| Route 7 | 3.2% | 3.4% |
| Route 8 | 2.2% | 6.8% |
| Route 9 | 2.2% | 3.4% |
| Route 10 | 0.9% | 0.9% |
| Route 11 | 3.2% | |
| Route 12 | 1.9% | 3.0% |
| Route 14 | 3.5% | 3.4% |
| Route 16 | 10.8% | 7.7% |
| Route 18 | 5.7% | 3.4% |
| Route 19 | 2.5% | 4.3% |
| Route 31 | 0.3% | 2.1% |
| Route 32 | 0.3% | |
| Route 81 | 0.6% | 3.4% |
| COLT | 1.3% | |
| FLEX | 5.1% | 10.2% |
| HORN | 0.9% | 1.3% |
| MAX | 43.7% | 37.4% |

■ 2019  ■ 2016

*Question 11: How many times will you get on a bus today to get to the following locations?*

Respondents were asked to quantify the number of times (on the survey day) they would use Transfort to get to work, school, and home, or other. The "other" responses included responses, such as healthcare visits, personal errands, social trips, shopping trips, and visits with life services organizations (i.e., food banks, job coaches, etc.).

Exhibit 3.11  Number of Times on Bus by Destination

| No. of times on bus | Home | | Work | | School | | Other | |
|---|---|---|---|---|---|---|---|---|
| | **2019** | **2016** | **2019** | **2016** | **2019** | **2016** | **2019** | **2016** |
| 1 | 44.7% | 41.4% | 26.4% | 25.3% | 25.4% | 21.2% | 4.3% | 7.4% |
| 2 | 18.5% | 19.7% | 10.9% | 10.1% | 10.9% | 5.7% | 2.6% | 4.0% |
| 3 | 2.6% | 3.0% | 1.9% | 1.3% | 1.0% | 0.2% | 0.8% | 0.8% |
| 4 | 1.3% | 3.4% | 0.5% | 0.9% | 0.3% | 0.8% | 1.1% | 1.5% |
| 5 | 0.6% | 1.1% | 0.3% | 0.2% | 0.6% | 0.4% | 0.2% | 0.0% |
| 6 | 0.6% | 0.4% | 0.0% | 0.0% | 0.2% | 0.2% | 0.0% | 0.2% |
| 7+ | 0.2% | 0.9% | 0.5% | 0.2% | 0.0% | 0.4% | 0.3% | 0.2% |

*Question 12: Did you check the bus's arrival status using…?*

More than half of all respondents (57.1 percent) reported not checking bus arrival status. Of the respondents who did check, the most-common info source was the Transfort app (16.9 percent). Overall, response incidence regarding not checking the arrival status decreased more than 10 percent since 2016.

Exhibit 3.12  Bus Arrival Information Source



I did not check the arrival status — 2019: 57.1%, 2016: 67.4%
Transfort App — 2019: 16.9%, 2016: 10.3%
Mobile internet (Smartphone) — 2019: 9.0%, 2016: 4.1%
Website — 2019: 8.2%, 2016: 10.3%
Text from cell phone — 2019: 4.0%, 2016: 5.0%
Phone call to Transfort — 2019: 3.2%, 2016: 1.9%
Driver/staff — 2019: 1.0%, 2016: 1.0%

■2019  ■2016
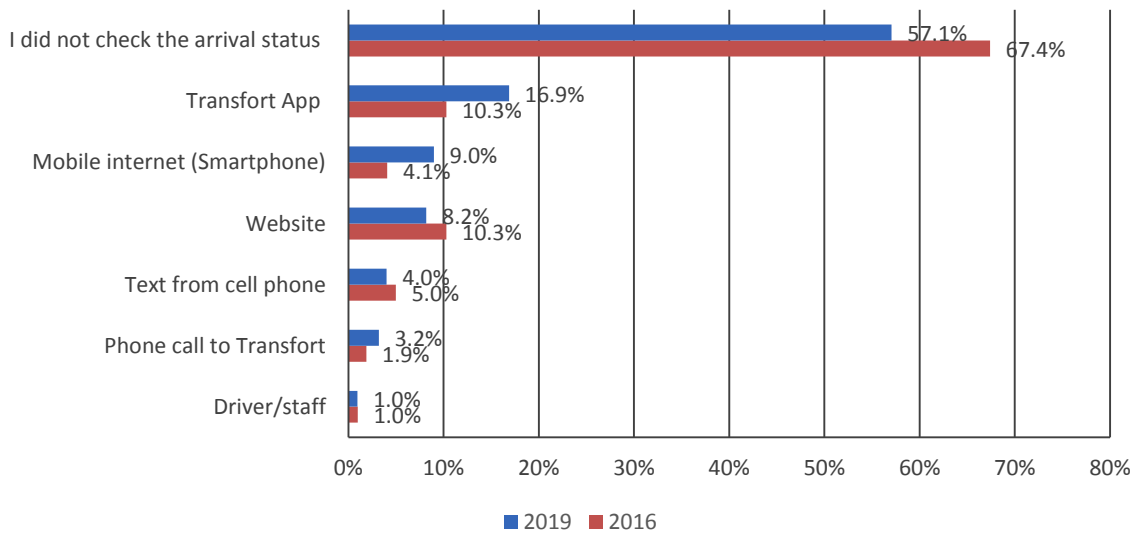
**Question 13: On average, how many times do you ride the bus each week?**

More than 65 percent of respondents indicated they ride the bus five or more days per week, with 40.6 percent indicating riding five days per week.

Exhibit 3.13  Number of Bus Rides Weekly
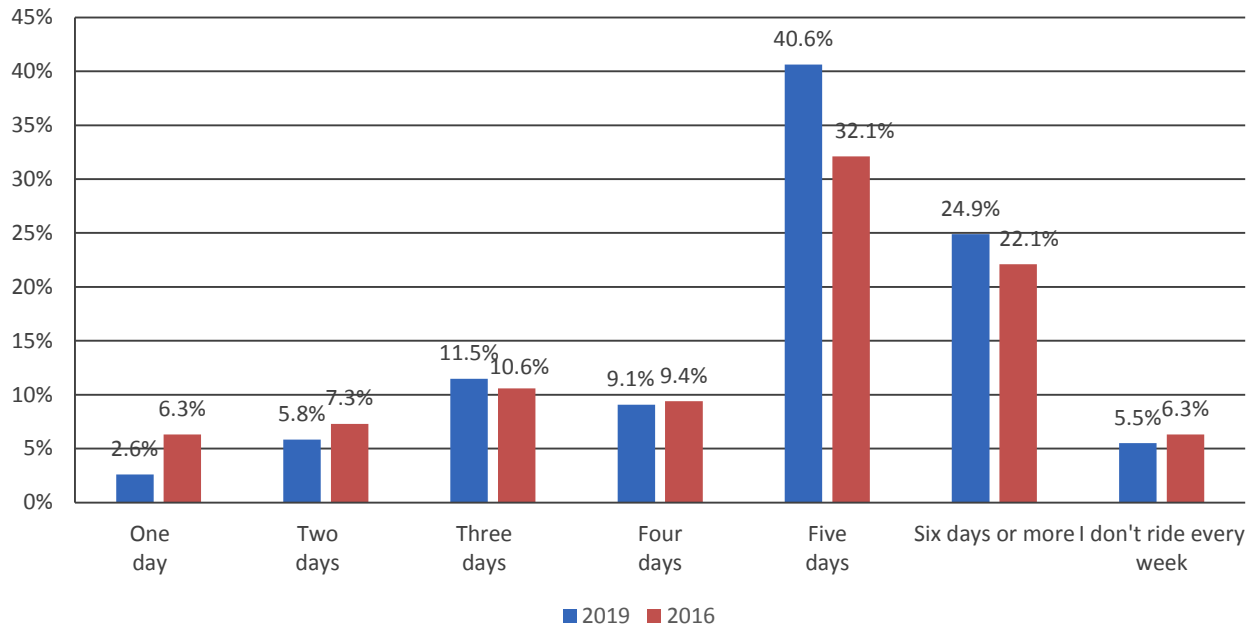


**Question 14: How long have you been riding Transfort?**

The majority of respondents (57.5 percent) indicated they had been riding two years or less, with 26.5 percent indicating riding for less than six months. This is comparable to 2016. However, the number of respondents indicating riding more than two years has increased.

Exhibit 3.14  Length of Ridership



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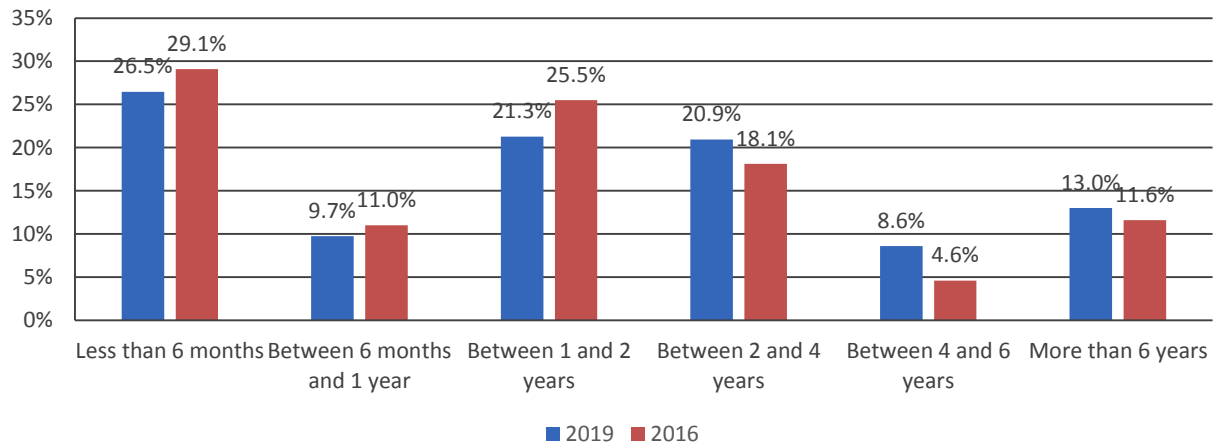
*Question 15: Which of the following would cause you to ride the bus more often?*
In 2016, the most-common response was *Sunday service* (39.7 percent). Since Transfort now offers service on Sunday that response option was removed and replaced with *more routes/destinations*. This option was selected by 36.2 percent making it the most selected response. Although it was not a formal response option in 2016 it was written in by 2.4 percent of respondents. *More frequent service* (28.9 percent) and *later evening service* (25.4 percent) remain popular response options.

Exhibit 3.15  Motivators to Increase Ridership
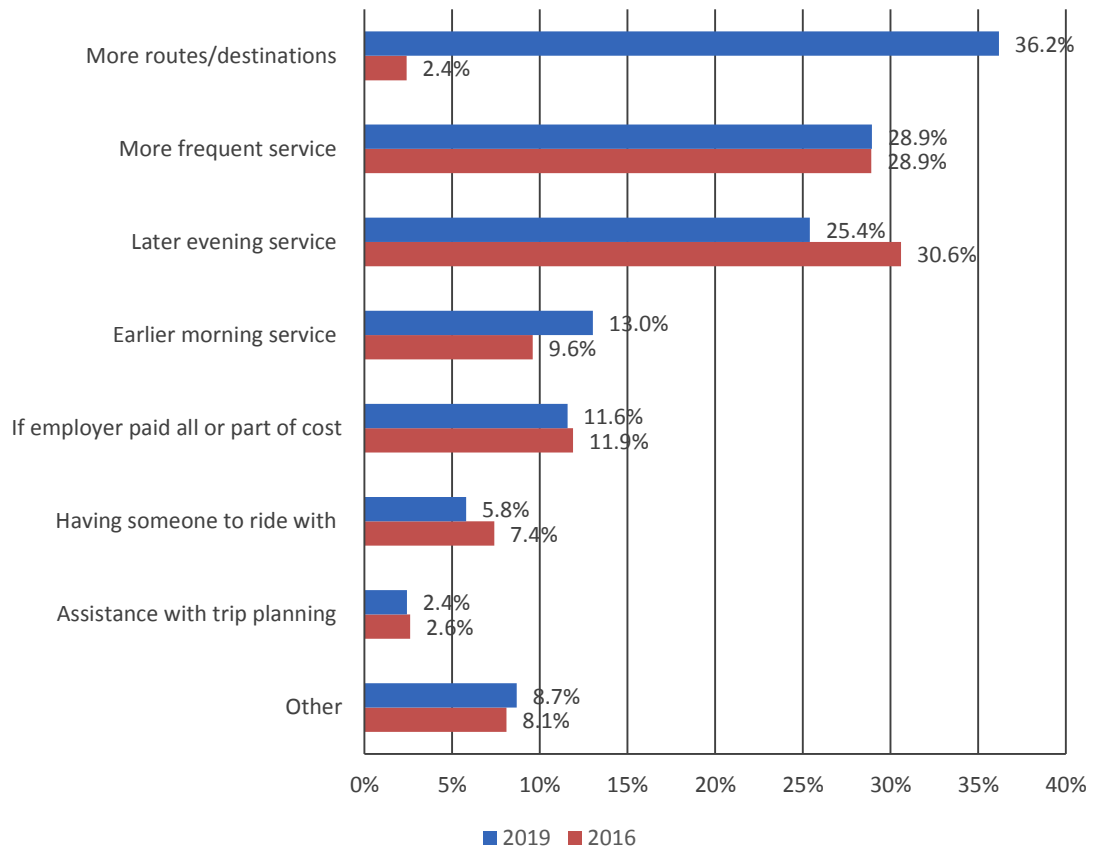
*Question 16: How do you usually obtain information and/or prepare for your trip on Transfort?*
Respondents were presented with a series of twelve information options, and were invited to select all that applied. *Ride Transfort app* replaced *website* as the most commonly cited information source, selected by 29.4 percent. Respondents selecting the *printed schedule* decreased significantly since 2016. This may be due to the frequency with which the MAX runs.

It is possible that persons accessing the website via a mobile phone actually reported use of the app rather than the website. Absent any additional information, however, this is impossible to confirm.

Since respondents were invited to check all that apply, the response percentages total more than 100 percent.

Exhibit 3.16  Usual Source of Trip Information
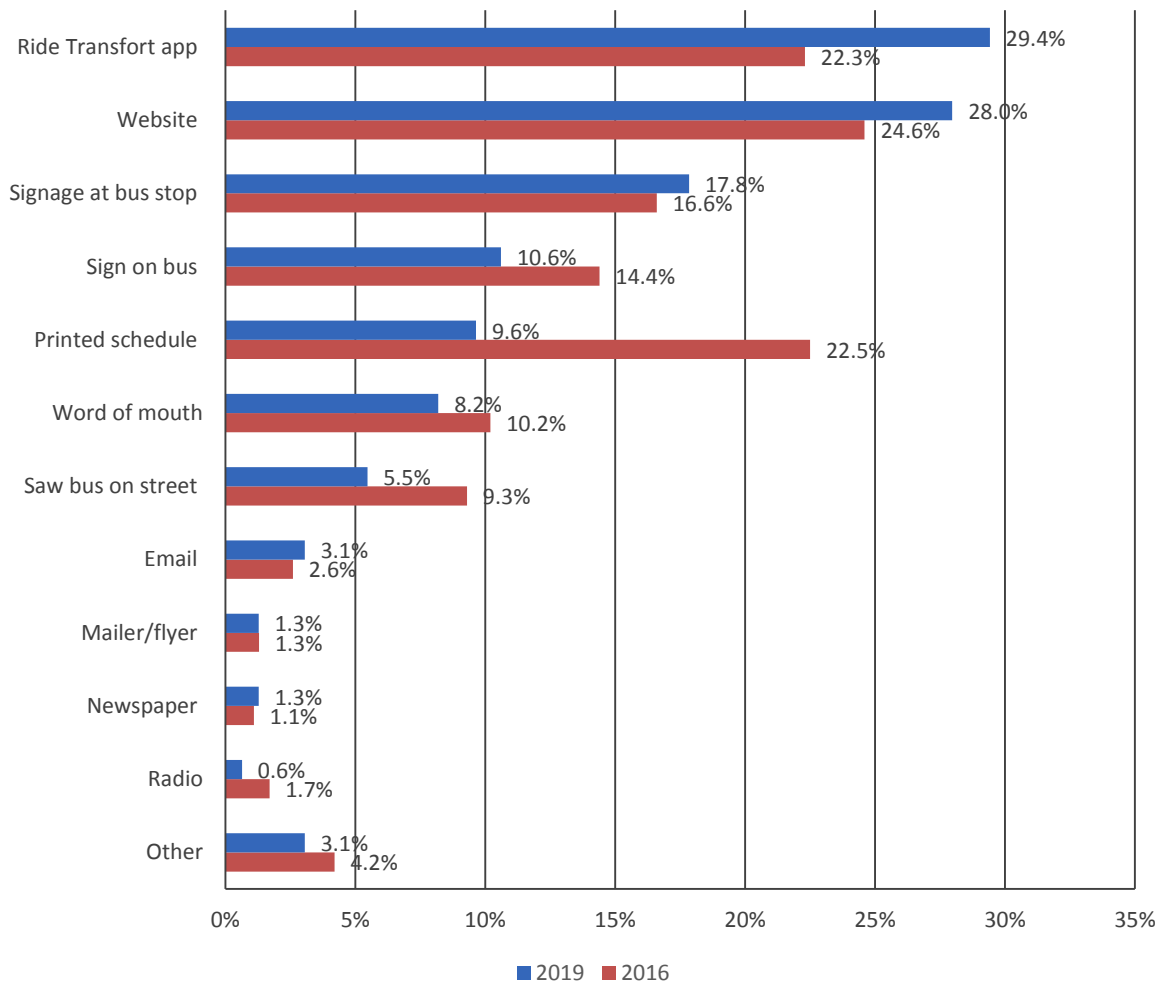


| Source | 2019 | 2016 |
|---|---|---|
| Ride Transfort app | 29.4% | 22.3% |
| Website | 28.0% | 24.6% |
| Signage at bus stop | 17.8% | 16.6% |
| Sign on bus | 10.6% | 14.4% |
| Printed schedule | 9.6% | 22.5% |
| Word of mouth | 8.2% | 10.2% |
| Saw bus on street | 5.5% | 9.3% |
| Email | 3.1% | 2.6% |
| Mailer/flyer | 1.3% | 1.3% |
| Newspaper | 1.3% | 1.1% |
| Radio | 0.6% | 1.7% |
| Other | 3.1% | 4.2% |

Respondents who selected "website" were asked to specify which website they typically visit to obtain trip planning information. Ride Transfort and Google Maps were the only responses provided.

Exhibit 3.16.a  Information source: web
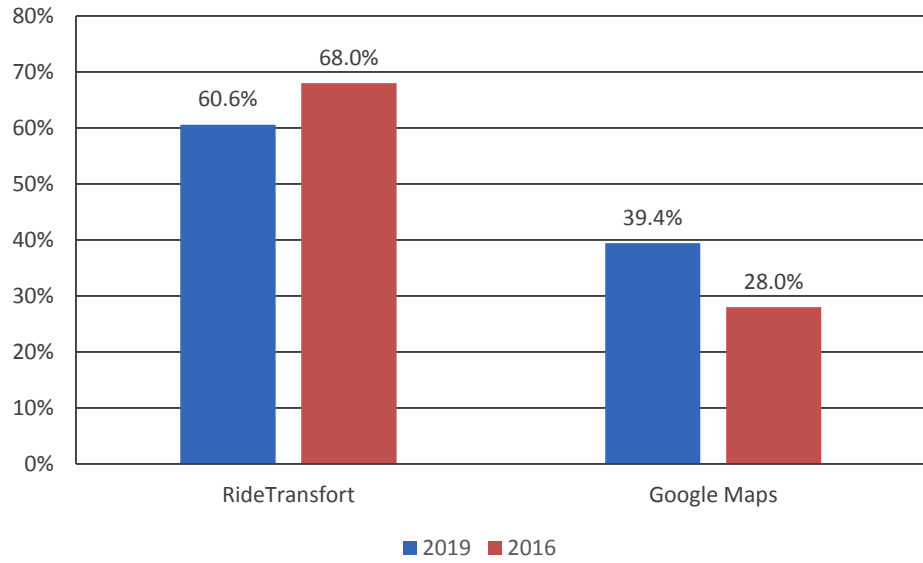
**Question 17: When you complete a trip by method other than public transit, what is the most common reason?**

Nearly 50 percent cited other transportation availability as the reason for completing a trip by a method other than public transit. The second most common reason cited was *bus does not go near my destination* (12.1 percent).

Exhibit 3.17  Barriers to Transit Usage
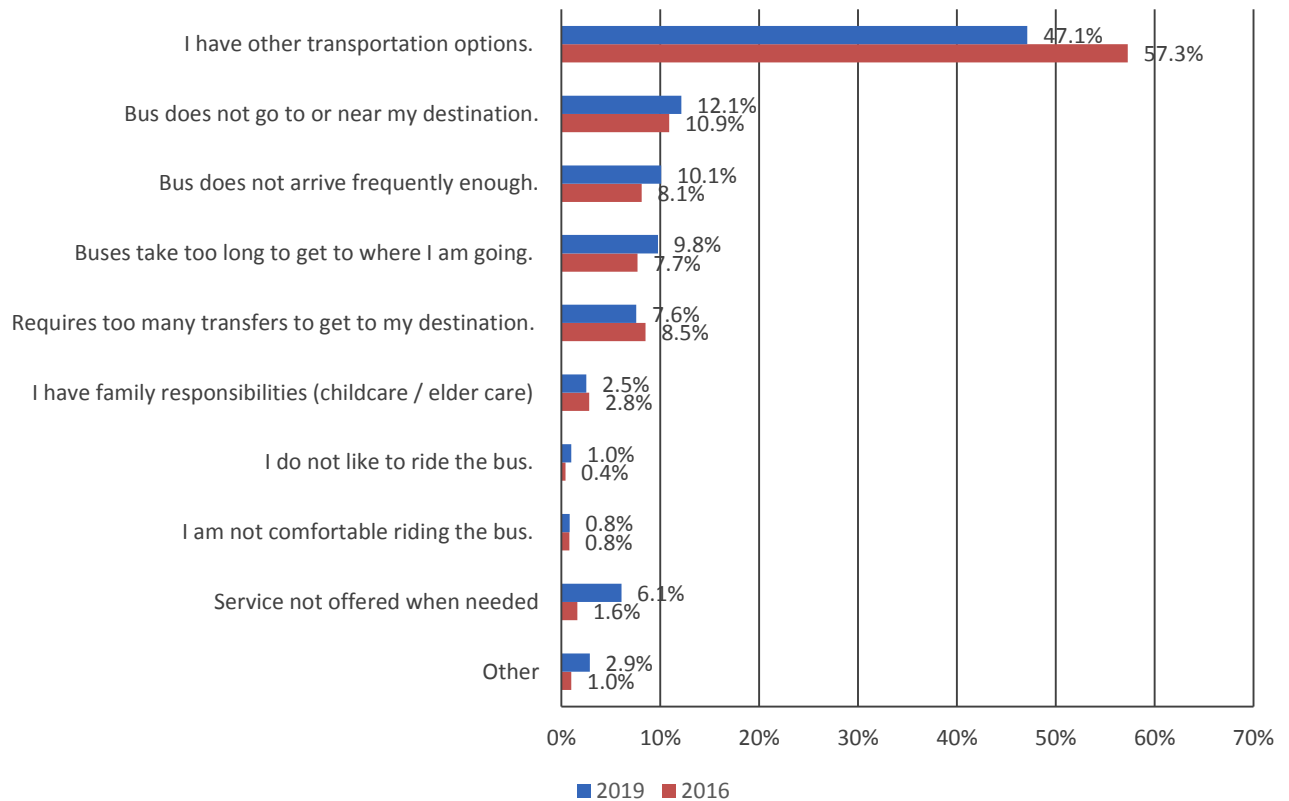
*Question 18: Please rate your satisfaction regarding the following Transfort services on a four-point scale (with four being highest).*

Satisfaction with Transfort services decreased in every category except one when compared with 2016. Overall satisfaction with *hours of operation* increased from a mean rating of 2.88 to 2.99. The largest decrease was for *safe operation of bus* (3.39 mean rating).

Exhibit 3.18  Services Satisfaction Ratings

| Attribute | Rating 2019 | Rating 2016 | Difference |
|---|---|---|---|
| Safe operation of bus | 3.39 | 3.57 | -0.18 |
| Visual appearance/branding | 3.35 | 3.47 | -0.12 |
| Convenience | 3.28 | 3.35 | -0.07 |
| Cleanliness/comfort of bus | 3.22 | 3.38 | -0.16 |
| Ease of transfer between buses/routes | 3.20 | 3.29 | -0.09 |
| Rider information (app, website, etc.) | 3.20 | 3.33 | -0.13 |
| Access to key destinations | 3.13 | 3.22 | -0.09 |
| Location of bus stops | 3.13 | 3.23 | -0.10 |
| On-time performance | 3.12 | 3.25 | -0.13 |
| Frequency of service | 2.99 | 3.08 | -0.09 |
| Hours of operation | 2.99 | 2.88 | +0.11 |

*Question 19: How many working motor vehicles are available to members of your household?*

In 2016, respondents were asked only if they had access to a personal vehicle. At that time, more than half of respondents indicated having access to a personal vehicle (55.2 percent). During this round of surveying, the question was modified to inquire about the number of working vehicles to which the respondent had access. Nearly three-quarters (72.1 percent) indicated having access to at least one personal vehicle.

Exhibit 3.19  Personal Vehicle Access
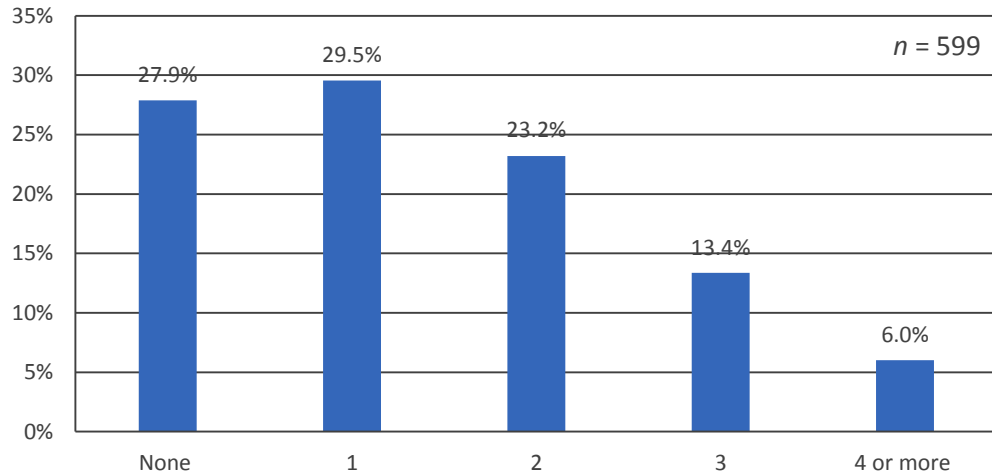


*Question 20: Do you have a valid driver license?*

Nearly three-quarters of survey respondents (70.9 percent) indicated having a valid driver license. This result is similar to the 2016 survey, where nearly 75 percent of survey participants indicated possession of a valid driver license. Fifteen percent of respondents have neither a license nor access to a personal vehicle.

Exhibit 3.20  Riders with Driver License



28
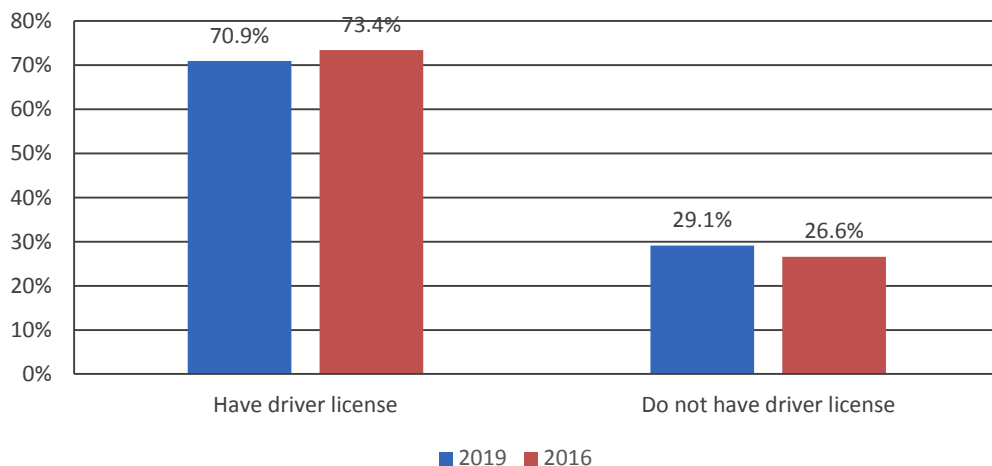
### Question 21: How do you identify?

Responses to this question were fairly evenly split between female (47.2 percent) and male (51.4 percent)
To promote inclusiveness, *other* was included as a response option in 2019.

Exhibit 3.21  Gender
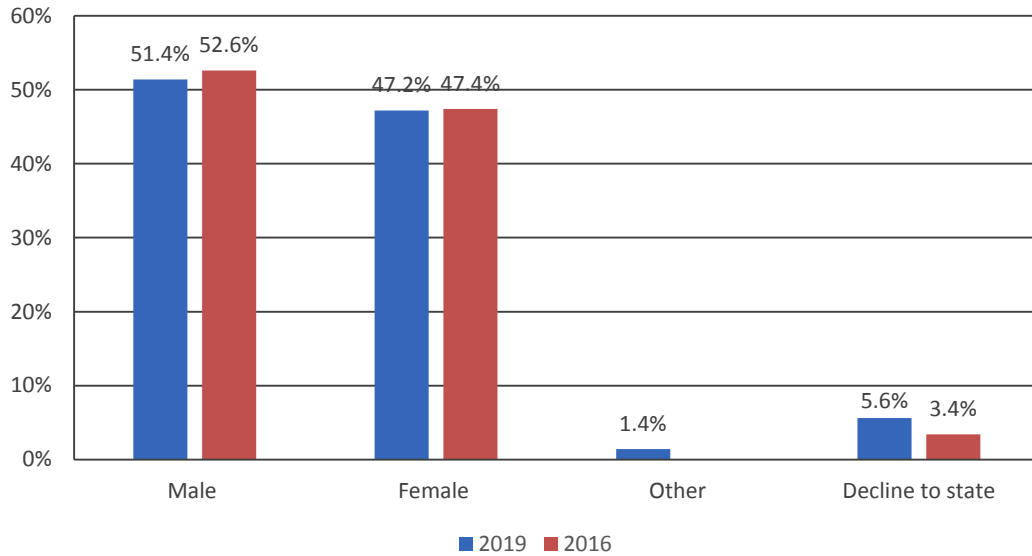


### Question 22: Please indicate your age.

Persons age 18 to 25 were the largest-single age demographic (37.5 percent), followed by age 26 to 35 (25.6 percent).  Riders under 18 were the smallest group of respondents (2.5 percent). These results are similar to those found in the 2016 survey.

Exhibit 3.22  Age
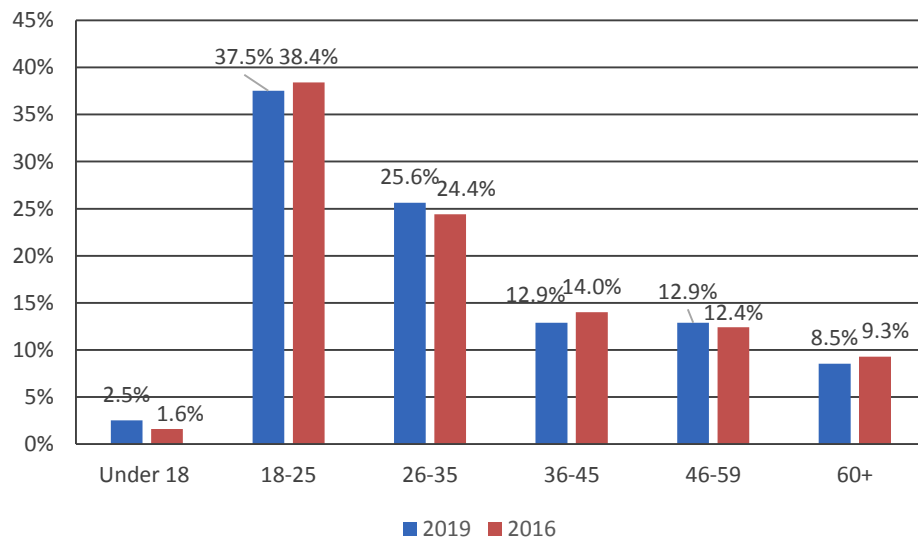
**Question 23: Which of the following best describes your race/ethnicity?**
Nearly 70 percent of respondents self-identified as *Caucasian*. The second most common response was *Hispanic/Latino* (11.3 percent). In 2016 *Hispanic/Latino* was not offered as a response option on this question but instead respondents were asked if they identified as Hispanic/Latino in a separate question. In 2016 more than 12 percent of respondents self-identified as Hispanic/Latino on that follow-up question. For comparison purposes those responses were included in the 2016 data.

Exhibit 3.23  Race/Ethnicity



| Race/Ethnicity | 2019 | 2016 |
|---|---|---|
| Caucasian/White | 69.8% | 76.6% |
| Hispanic/Latino | 11.3% | 12.6% |
| Asian | 6.3% | 4.2% |
| Black/African-American | 4.8% | 3.6% |
| Native American/Native Alaskan | 1.8% | 2.3% |
| Native Hawaiian/Pacific Islander | 0.3% | 1.3% |
| Other | 0.5% | 1.7% |

■ 2019  ■ 2016
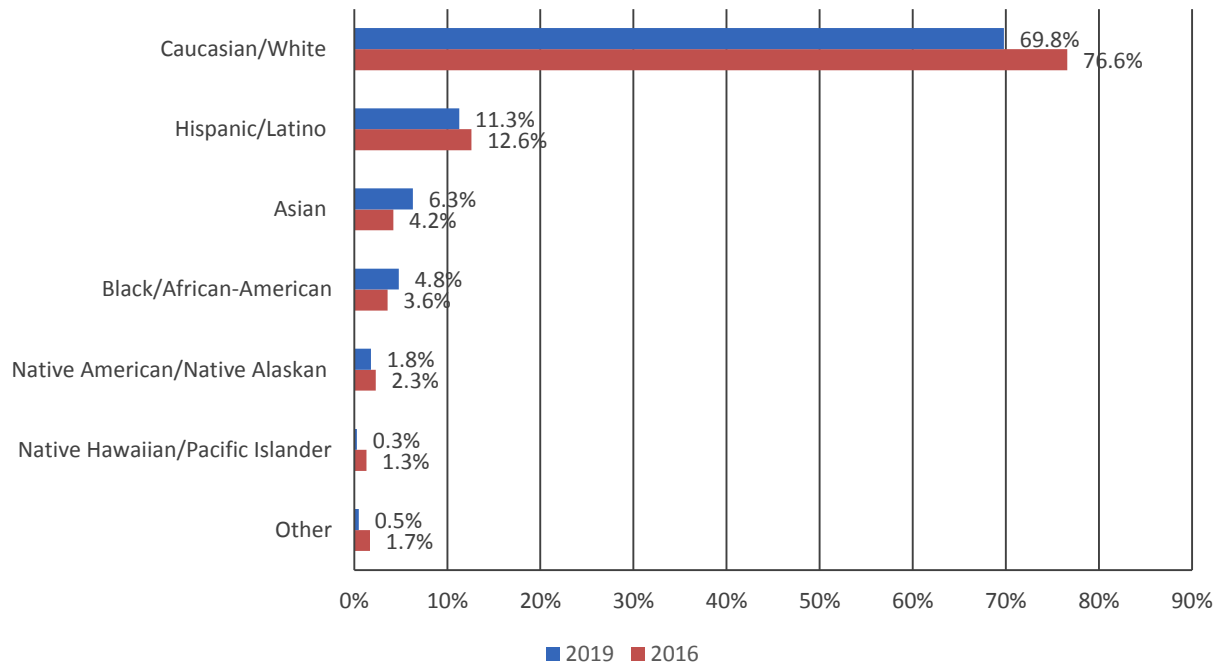
*Question 24: Do you speak a language other than English at home?*
Fewer than 18 percent indicated speaking a language other than English at home. Respondents who did indicate speaking a language other than English were asked to identify the language(s). Spanish (47.1 percent) was the top response, followed by French (4.9 percent).

Exhibit 3.24   Languages spoken at home
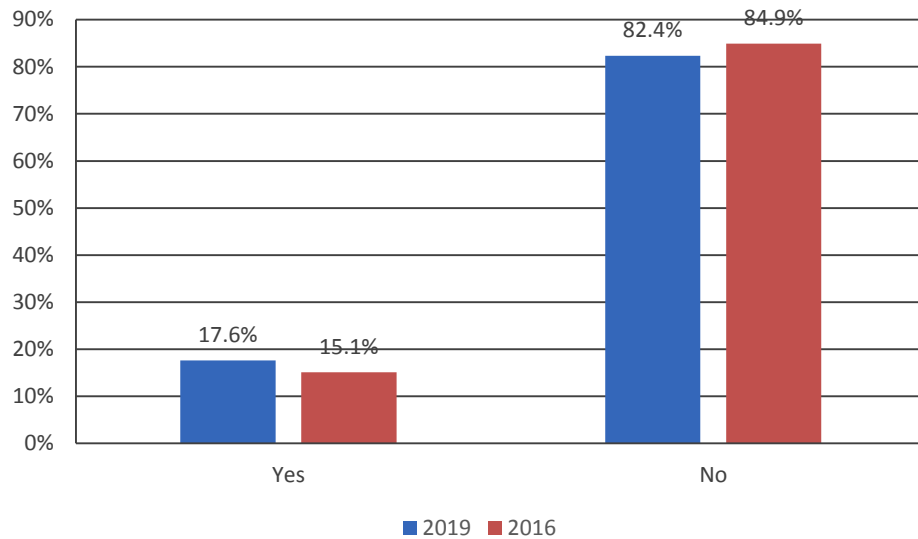


Exhibit 3.24.a   Other languages

| Top Language | Percent |
|---|---|
| Spanish | 47.1% |
| French | 4.9% |
| Chinese | 2.9% |
| Portuguese | 2.9% |
| Arabic | 2.0% |
| German | 2.0% |
| Kannada | 2.0% |
| Vietnamese | 2.0% |

*Question 25: Do you speak English…?*

Three response options were provided, ranging from "very well" to "not at all."  Nearly all survey participants selected speaking English *very well*.  This suggests that only in a limited number of instances does language present as a barrier to utilizing the MAX service (and, by extension, other public transit services in the Fort Collins area).

Exhibit 3.25   English proficiency
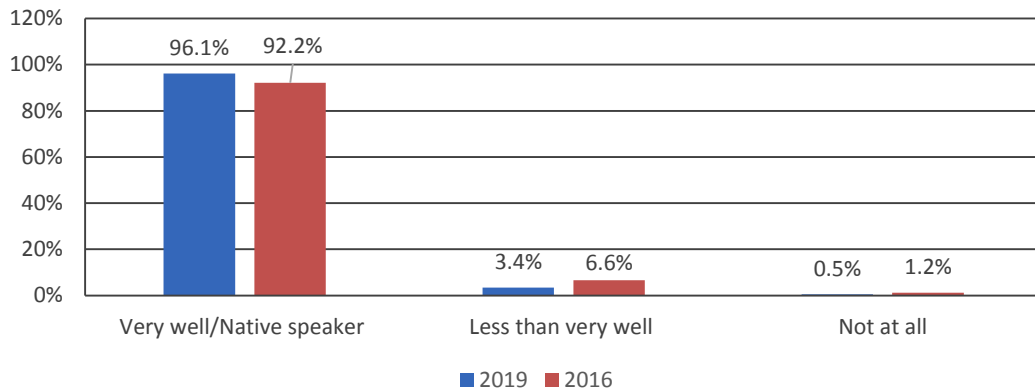


*Question 26: Please indicate your employment status.*

Respondents were provided seven choices and invited to select all that apply. More than one-third (34.3 percent) identified as full or part-time students.  Nearly two-thirds of respondents (62.2 percent) cited being employed either full- or part-time.  Nearly 12 percent indicated being both a full-time student and being employed full or part-time

Given that the riders were invited to check all that apply, the response percentages total more than 100 percent.

Exhibit 3.26  Employment Status
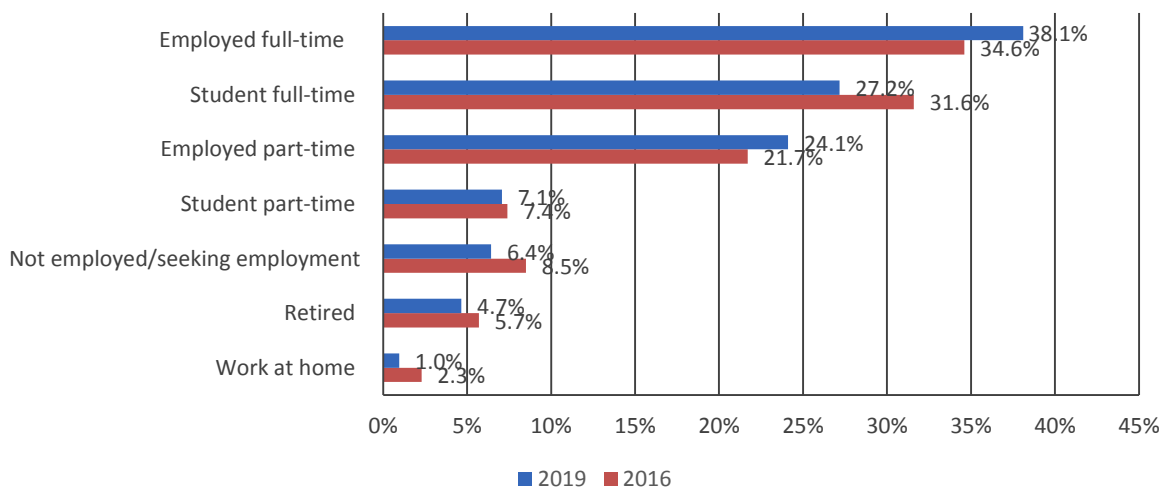
Respondents were asked if they were employed by Colorado State University (CSU) or if they attend CSU as students. Twenty percent self-identified as CSU faculty/staff, while nearly 50 percent indicated being CSU students full- or part-time.

*Question 27: What is your total household income per year?*
A little more than half of respondents (52.8 percent) cited an annual income of $30,000 or less, with 21.1 percent earning $10,000 or less. Nearly 30 percent reported earning more than $50,000 annually. The 2017 median household income in Fort Collins was $60,110 (Source: American Community Survey).

Exhibit 3.27  Household income



| Income | 2019 | 2016 |
|---|---|---|
| Less than $10,000 | 21.1% | 33.3% |
| $10,000 - $20,000 | 18.7% | 10.5% |
| $20,001 - $30,000 | 13.1% | 20.5% |
| $30,001 - $40,000 | 8.0% | 4.1% |
| $40,001 - $50,000 | 9.5% | 8.5% |
| $50,001 - $75,000 | 11.2% | 6.8% |
| $75,001 - $100,000 | 8.4% | 7.0% |
| $100,000 - $200,000 | 8.0% | 7.6% |
| More than $200,000 | 2.1% | 1.7% |
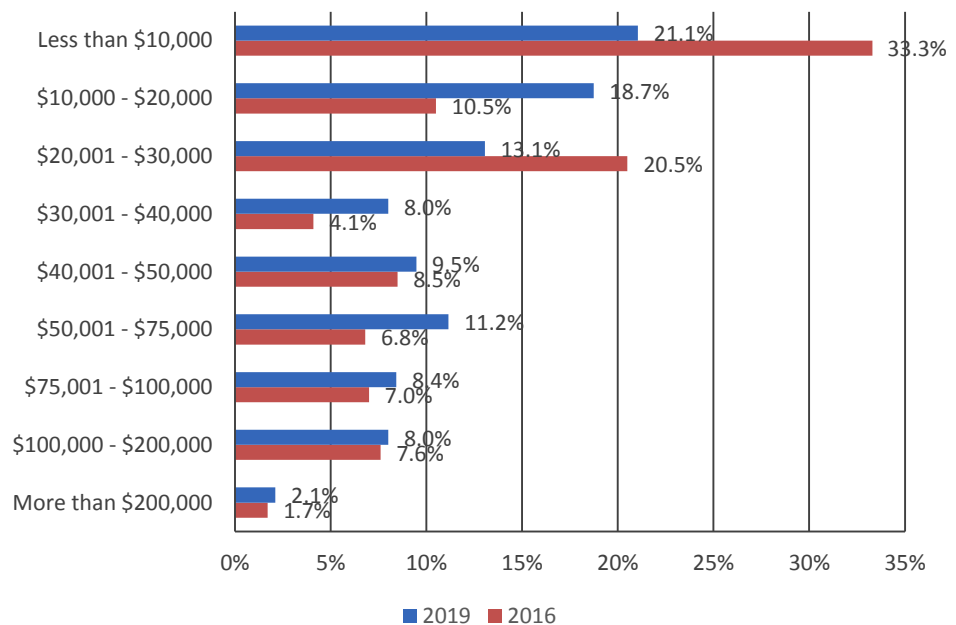
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Section 4

# "Around the Horn" - Analysis and Key Findings

This section details findings of the survey of riders of the "Around the Horn" service which serves the Colorado State University (CSU) campus. Riders of the CSU-focused shuttle were surveyed across three days in September 2019. Data collection resulted in 313 valid responses, exceeding the sample target by 25 percent.

Based on commonalities in response data, certain conclusions were drawn regarding survey participant attitudes, travel behavior, and participant demographics.

### "Around the Horn" Rider Profile

By analyzing the simple frequencies arising from the collected data, we developed a snapshot of the profile "Around the Horn" rider.

The profile "Around the Horn" rider:

- Self-identifies as female (66.2),
- Speaks only English at home (81.9 percent),
- Self-identifies as Caucasian (68.1 percent),
- Is between ages 18 and 25 (84 percent), and
- Attends CSU (93.4 percent).

### Travel Patterns

- Forty-six percent were traveling between home and university/college.
- More than 30 percent were traveling to and from locations on the CSU campus.
- Nearly three-quarters walked to the bus stop.
- At the end of the trip, 93.9 percent reported walking from the bus stop to their final destination.
- Nearly three-quarters of respondents reported riding five or more days per week.
- Slightly more than 66 percent have been riding the "Horn" for less than 2 years.
- The majority of riders reported boarding just one bus to reach home, work, or school.
- The most common source of service information among "Horn" riders is the "Ride Transfort" app (40.6 percent).
- Nearly 65 percent paid for their fare with the CSU Ram card.
- More than 86 percent reported having access to a personal vehicle.
- More than 92 percent reported having a valid driver license.

### Perceptions and Preferences

- Respondents gave highest satisfaction ratings to *safe operation of the bus* and *cleanliness/comfort of the bus.*
- Respondents gave lowest satisfaction ratings to *hours of operation* and *on-time performance.*
- Nearly 40 percent reported they would ride more frequently if later evening service were offered.
- Nearly 45 percent said "*other transportation options"* are the reason they do not ride more often.

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The balance of this chapter focuses on analysis of individual survey questions, as well as trend analysis between 2016 and 2019 findings.

*Question 1: At what type of place did you begin this one-way trip?*
The majority of respondents indicated beginning the surveyed trip at a university/college (48.9 percent) or at home (41.9 percent). Work was the third most common origination point (5.8 percent). These were the top three responses in 2016 as well.

Exhibit 4.1  Trip Origin
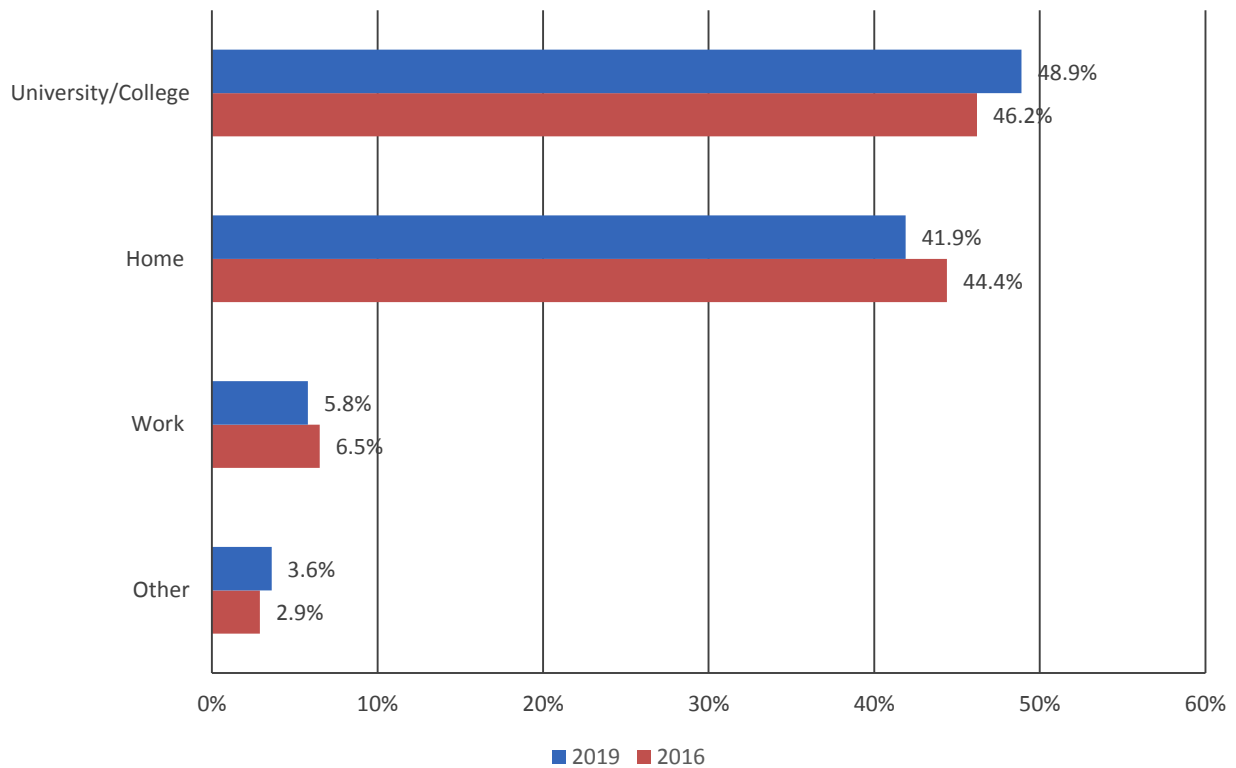
*Question 2: What is the location of the place you began this trip?*

Respondents were asked to identify the nearest cross-streets or landmark where they began the surveyed trip. By far, the most common origin location was somewhere on or near the CSU campus. This is expected since the "Horn" only operates on the CSU campus and CSU could be a work, school and/or home location for many people. Exhibit 4.2 presents all origin locations cited by at least 10 respondents. Exhibit 4.2a is a map showing the most common trip origin locations in Fort Collins.

Exhibit 4.2  Top HORN Origin Locations

| Origin Location - HORN | Frequency | Percent of Total Respondents |
|---|---|---|
| Botanical Ln & Centre Ave | 39 | 12.5% |
| VTH (Booth Rd & Tietz Rd) | 34 | 10.9% |
| Lory Student Center (Center Ave Mall & Isotope Dr) | 28 | 8.9% |
| Elizabeth St & Shields St | 27 | 8.6% |
| Perennial Ln & Rolland Moore Dr | 15 | 4.8% |
| Center Ave & Lake St | 13 | 4.2% |
| East Dr & Oval Dr | 12 | 3.8% |
| Centre Ave & Research Blvd | 11 | 3.5% |

Exhibit 4.2a  Fort Collins HORN Origin Map
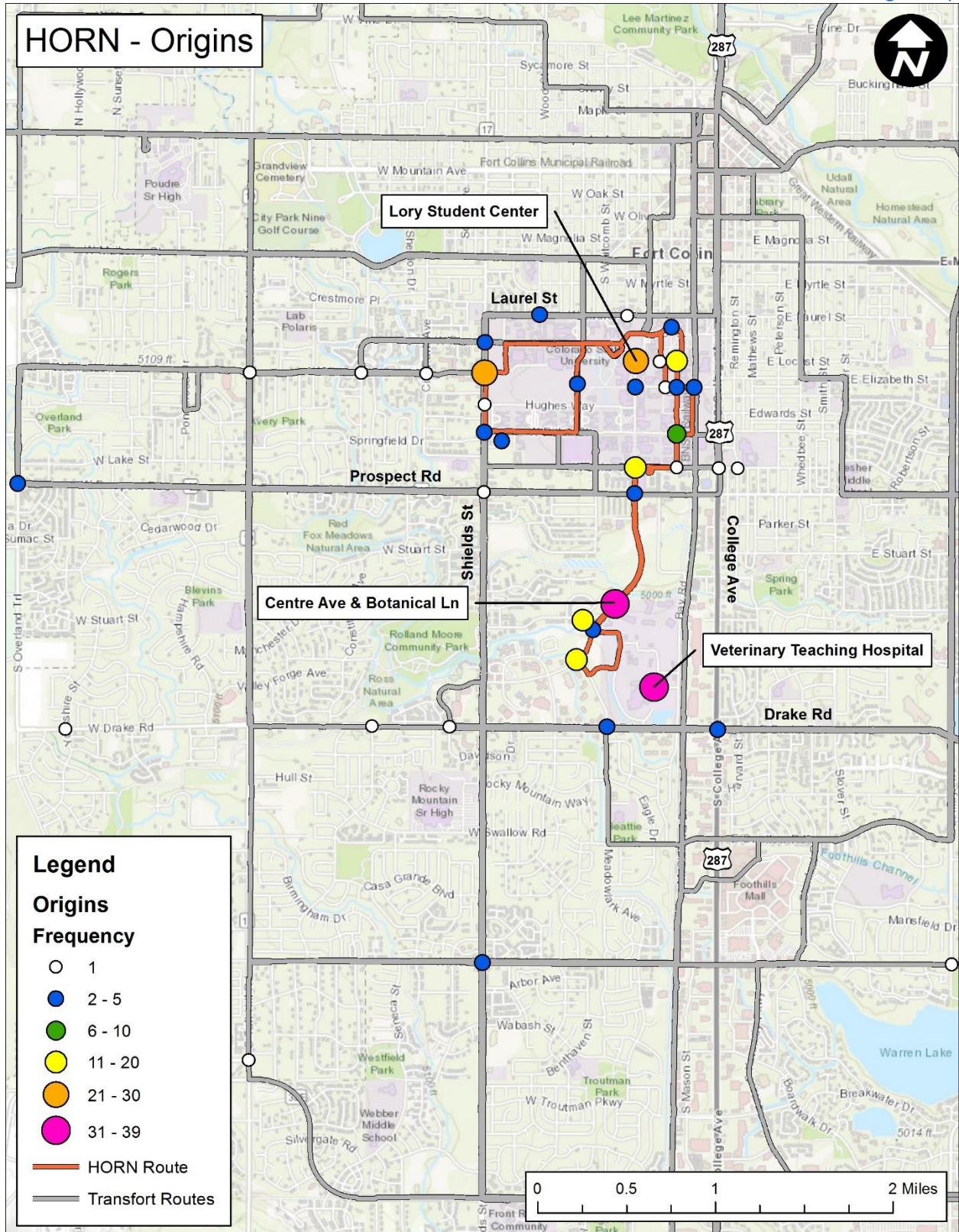
**Question 3: At what type of place will you end this one-way trip?**

The most commonly-cited destination was *university/college* (72.9 percent), followed by *home* (14.2 percent). Nearly one-third of respondents reported traveling between locations on the CSU campus.
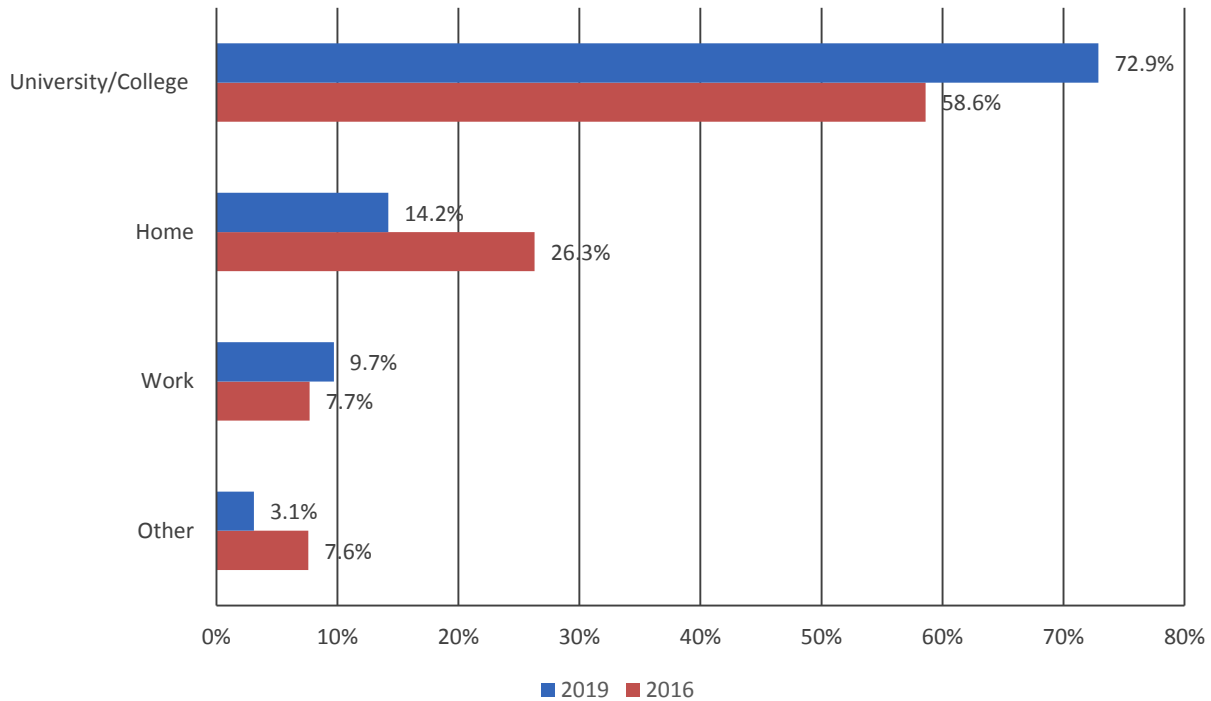
**Question 4: What is the location of the place you will end this trip?**

Respondents were asked to indicate the nearest cross-streets or landmark where they would end the surveyed trip.  Not surprisingly, the most-common destinations mirror the most-common trip origins. Exhibit 4.4 presents all destination locations cited by 10 or more respondents. Exhibit 4.4a is a map showing the most popular destination locations in Fort Collins.

Exhibit 4.4  Top HORN Destination Locations

| Destination Location | Frequency | Percent of Total Respondents |
|---|---|---|
| Lory Student Center (Center Ave Mall & Isotope Dr) | 64 | 20.4% |
| Center Ave & Lake St | 37 | 11.8% |
| Elizabeth St & Shields St | 15 | 4.8% |
| East Dr & Oval Dr | 14 | 4.5% |
| VTH (Booth Rd & Tietz Rd) | 12 | 3.8% |
| East Dr & Pitkin St | 12 | 3.8% |
| Botanical Ln & Centre Ave | 10 | 3.2% |

Exhibit 4.4a  Fort Collins HORN Destination Map
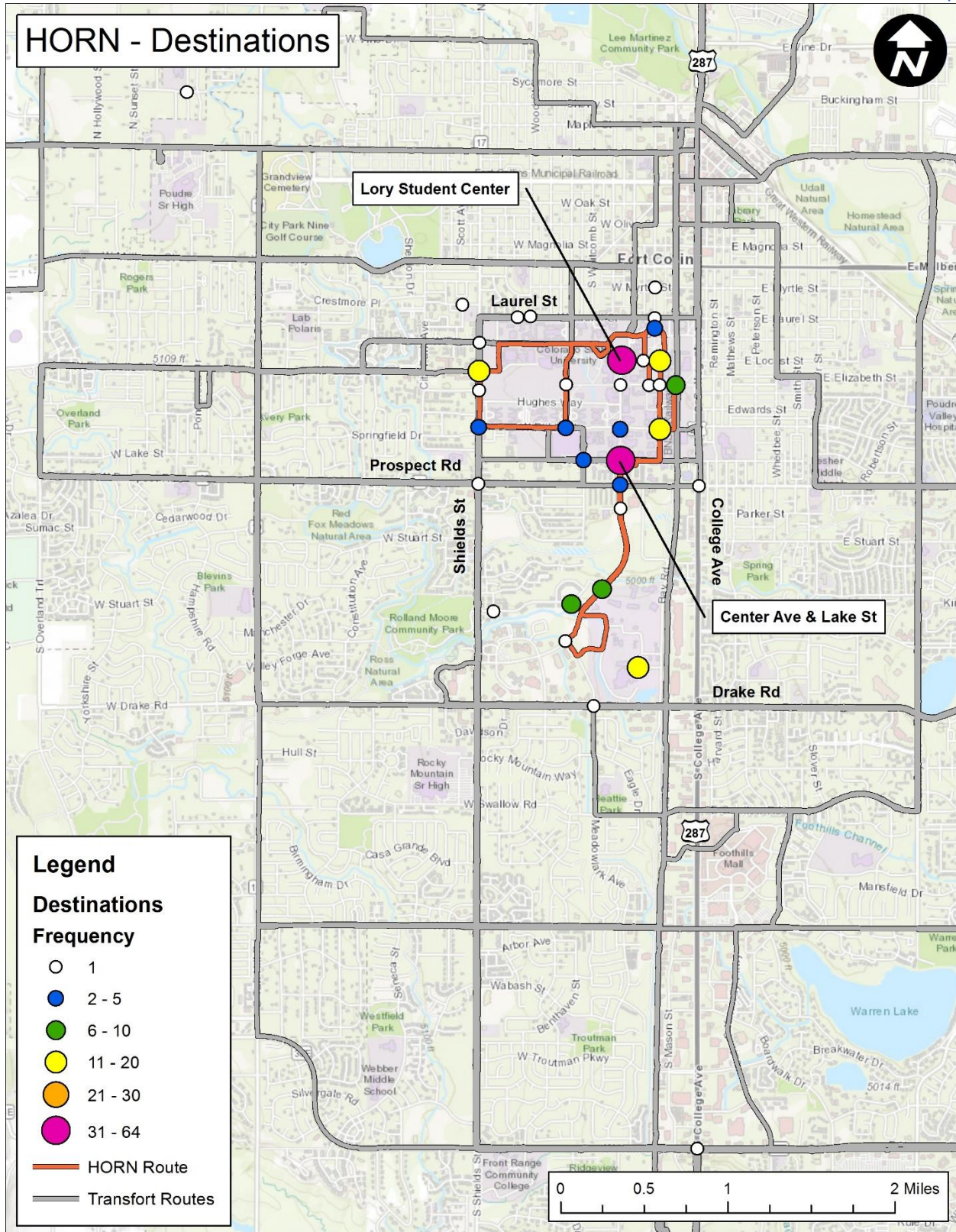
**Question 5: How did you get to the bus stop where you boarded THIS bus?**

Nearly 75 percent of riders indicated walking as a means of accessing the trip-origin bus stop. Another 20.3 percent said they drove.

Exhibit 4.5  Methods of Reaching Bus Stop to Begin Trip
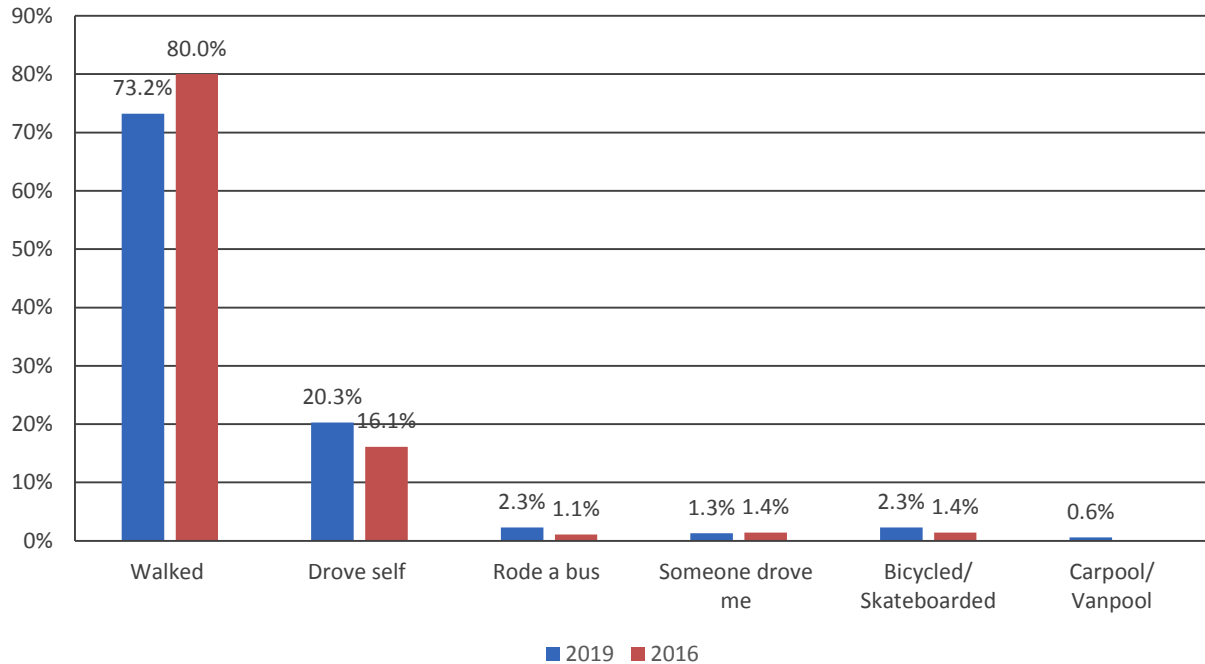


**Question 6: At what bus stop did you board THIS bus?**

Exhibit 3.6 shows the most common boarding locations.

Exhibit 4.6 HORN Common Boarding Locations

| Boarding Location | Frequency |
|---|---|
| VTH | 59 |
| Centre & Botanical | 36 |
| CSU Transit Center/Lory Student Center | 30 |
| Moby Arena & Plum | 20 |
| Lake Street Garage (Lake & Center) | 16 |
| Oval & Music (TILT) | 15 |
| East Dr & Pitkin St | 10 |

*Question 7. How will you get from the bus stop where you get off THIS bus to your final destination today?*

Responses to this question were very similar to those in Question 5. Walking to their final destination from the bus stop was cited by 93.9 percent.

Exhibit 4.7  Methods of Reaching Final Destination
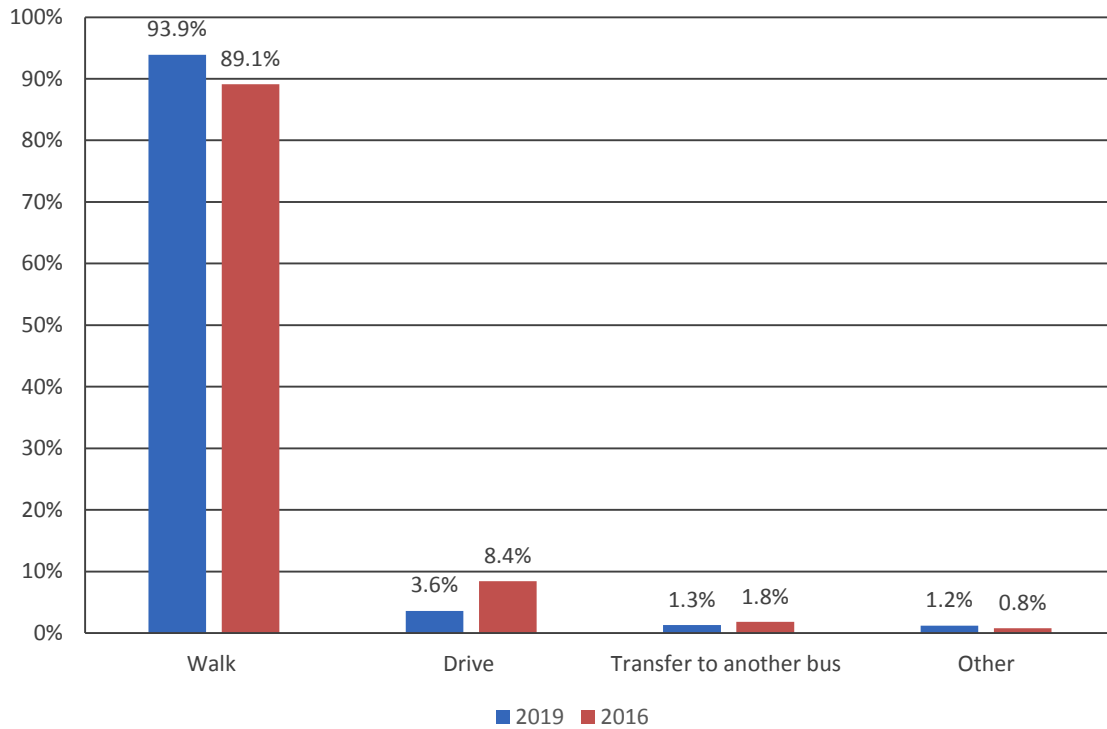


*Question 8: At what bus stop will you get off THIS bus?*

As expected, the most common alighting locations align with the most common boarding locations. Exhibit 4.8 lists the most common alighting locations.

Exhibit 4.8  HORN Common Alighting Locations

| Alighting Location | Frequency |
|---|---|
| CSU Transit Center/Lory Student Center | 58 |
| Lake Street Garage (Lake & Center) | 56 |
| Centre & Botanical | 20 |
| Music & Oval (TILT) | 16 |
| VTH | 14 |
| Moby Arena & Plum | 13 |
| East Dr & Pitkin St | 11 |

**Question 9: What type of fare did you use to pay for this trip?**

Nearly 65 percent of respondents reported paying for the surveyed trip with a CSU RAM card. However, given the "Horn" is free for CSU students and staff/faculty with a RAM Card the 30.7 percent who reported not paying a fare may not consider the RAM card "payment."

Exhibit 4.9  Fare Media Type
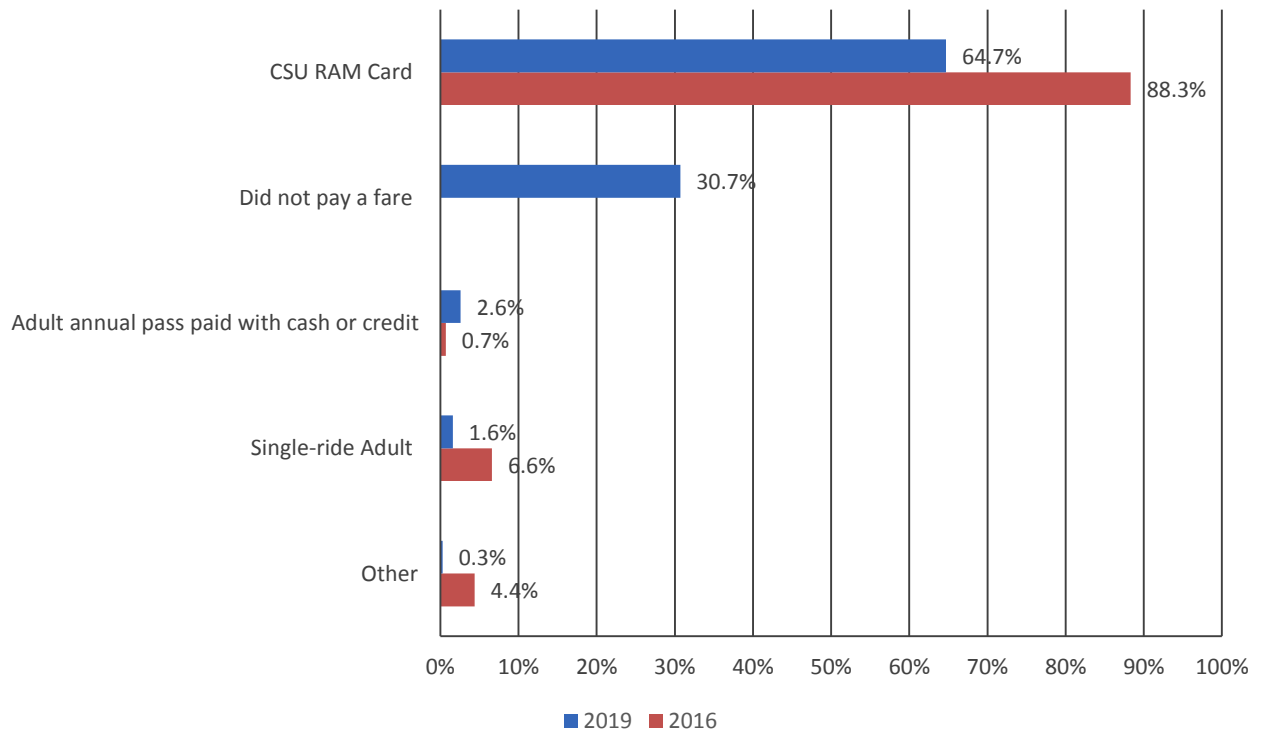
*Question 10: If this trip requires more than one bus/bus route to complete, which bus routes will you ride?*

The routes or services to which riders most frequently transferred to/from were "Horn" and Route 31. This represents a change from 2016 when MAX was the second-most common transfer option.

Exhibit 4.10  Transfer Routes
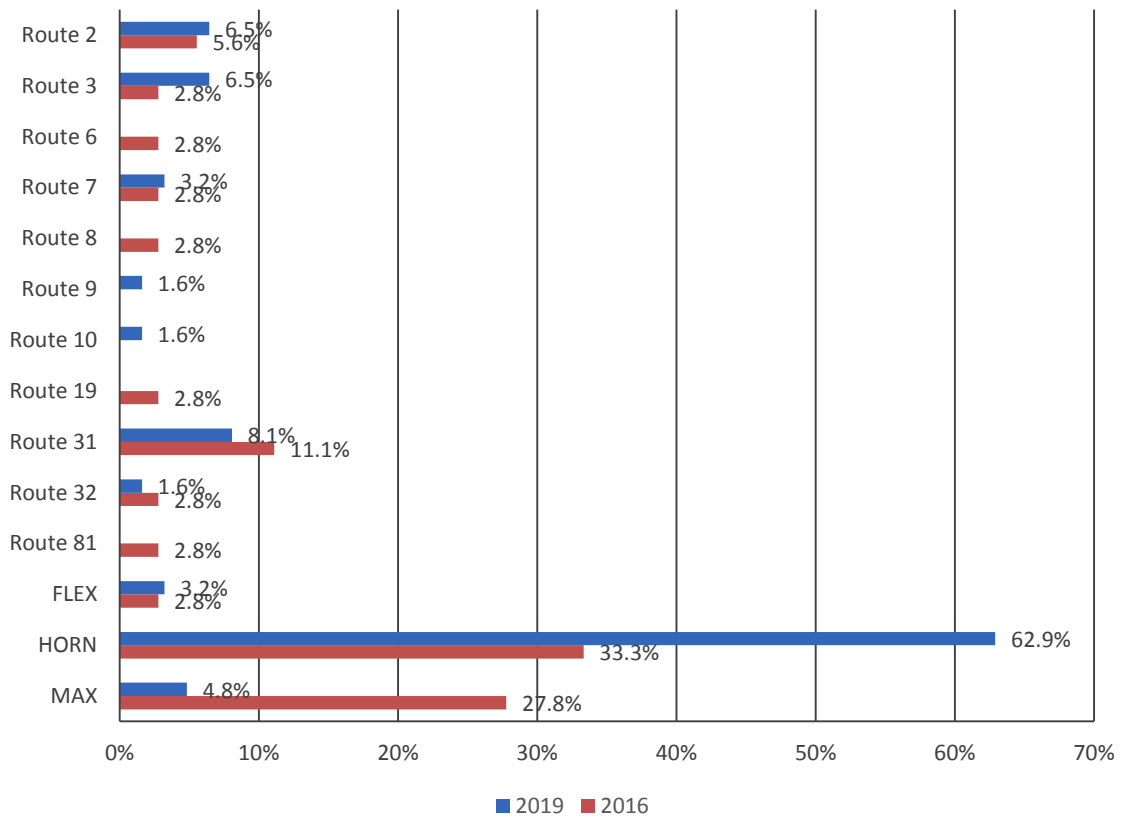
*Question 11: How many times will you get on a bus today to get to the following locations?*

Respondents were asked to quantify the number of times (on the survey day) they would use Transfort to get to work, school, and home, or other. The "other" responses included responses, such as healthcare visits, personal errands, social trips, shopping trips, and visits with life services organizations (i.e., food banks, job coaches, etc.).

Exhibit 4.11  Number of Times on Bus by Destination

| No. of times on bus | Home | | Work | | School | | Other | |
|---|---|---|---|---|---|---|---|---|
| | **2019** | **2016** | **2019** | **2016** | **2019** | **2016** | **2019** | **2016** |
| 1 | 36.1% | 40.8% | 15.3% | 11.1% | 33.2% | 40.1% | 0.3% | 2.4% |
| 2 | 23.3% | 15.7% | 7.3% | 7.0% | 29.4% | 22.3% | 0.0% | 1.0% |
| 3 | 1.6% | 2.1% | 0.3% | 0.7% | 1.6% | 1.7% | 0.0% | 0.0% |
| 4 | 1.3% | 0.7% | 0.3% | 0.7% | 1.9% | 1.0% | 0.0% | 0.0% |
| 5 | 0.0% | 0.7% | 0.0% | 0.0% | 0.3% | 0.7% | 0.0% | 0.0% |
| 6 | 0.3% | 0.0% | 0.3% | 0.0% | 0.3% | 0.3% | 0.0% | 0.3% |
| 7+ | 0.0% | 0.3% | 0.0% | 0.0% | 0.3% | 0.3% | 0.0% | 0.0% |

*Question 12: Did you check the bus's arrival status using…?*

Nearly one-third of all respondents (35.5 percent) reported not checking bus arrival status. Of the respondents who did check, the most-common info source was the Transfort app (26.8 percent), followed by text from cell phone (16.3 percent). Overall, response incidence regarding not checking the arrival status decreased more than 17 percentage points since 2016.

Exhibit 4.12  Bus Arrival Information Source



Legend: ■ 2019  ■ 2016

| Category | 2019 | 2016 |
|---|---|---|
| I did not check the arrival status | 35.5% | 52.6% |
| Transfort App | 26.8% | 15.1% |
| Text from cell phone | 16.3% | 16.1% |
| Website | 11.8% | 10.5% |
| Mobile internet (Smartphone) | 9.3% | 2.1% |
| Phone call to Transfort | 0.6% | 2.1% |
| Driver/staff | 0.3% | 1.4% |
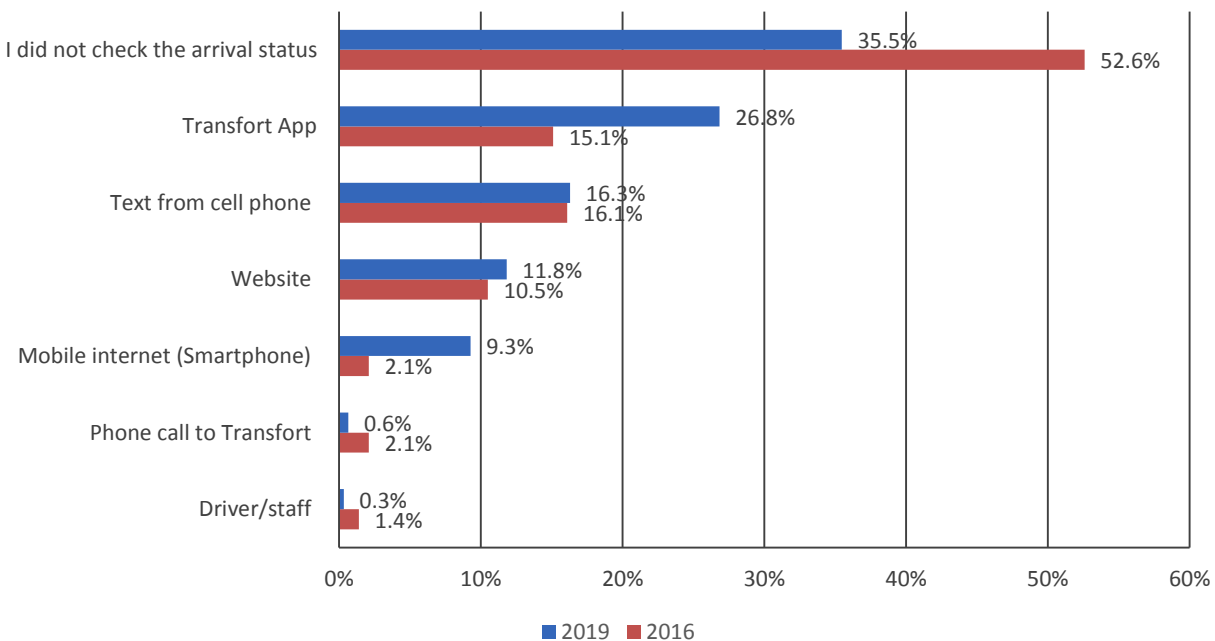
**Question 13: On average, how many times do you ride the bus each week?**

More than 72 percent indicated they ride the bus five or more days per week.

Exhibit 4.13  Number of Bus Rides Weekly
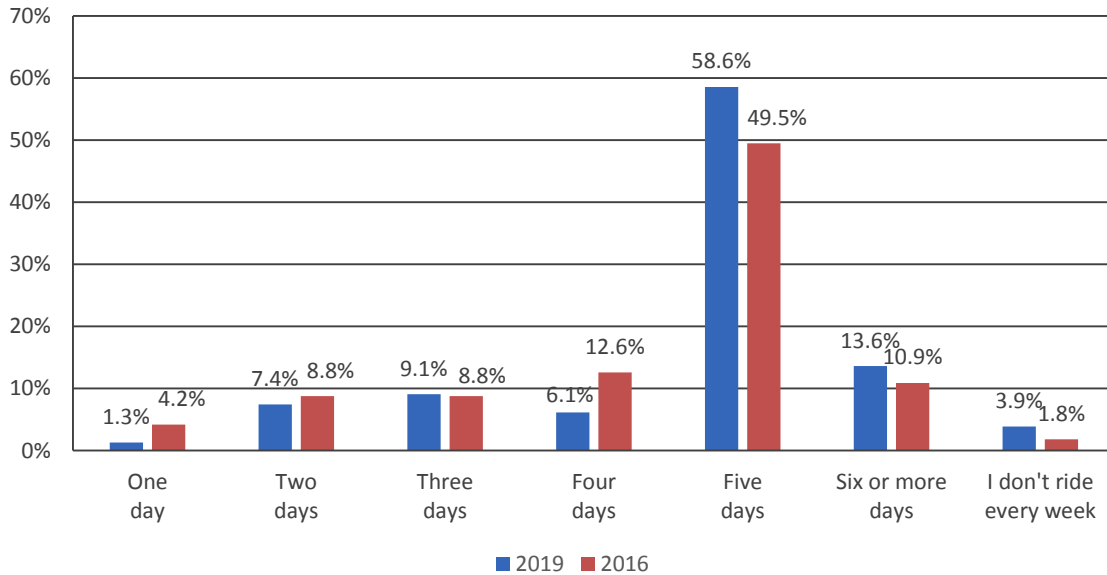


**Question 14: How long have you been riding Transfort?**

The majority of respondents (66.1 percent) indicated they had been riding two years or less, with 33.7 percent indicating they have been riding for less than six months. In 2016, 86.2 percent indicated riding less than two years.

Exhibit 4.14  Length of Ridership
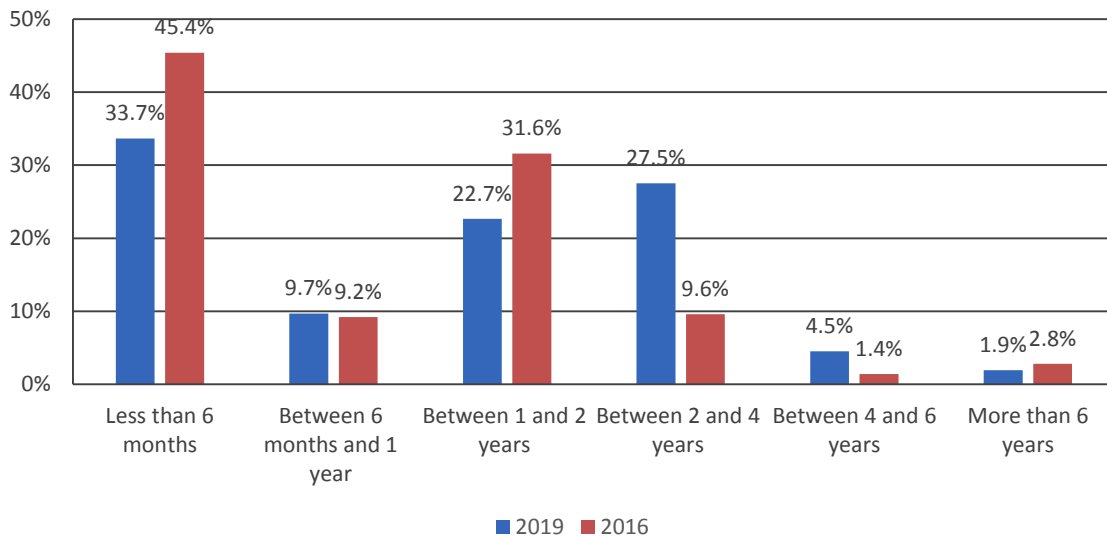
*Question 15: Which of the following would cause you to ride the bus more often?*

In 2016, nearly 20 percent indicated *Sunday service* as the improvement most likely to encourage them to ride more often. Since Transfort now offers service on Sunday that response option was removed and replaced with *more routes/destinations*. This option was selected by 29.1 percent, making it the third-most popular choice following *more frequent service* (32.9 percent) and *later evening service* (36.1 percent).

Exhibit 4.15  Motivators to Increase Ridership
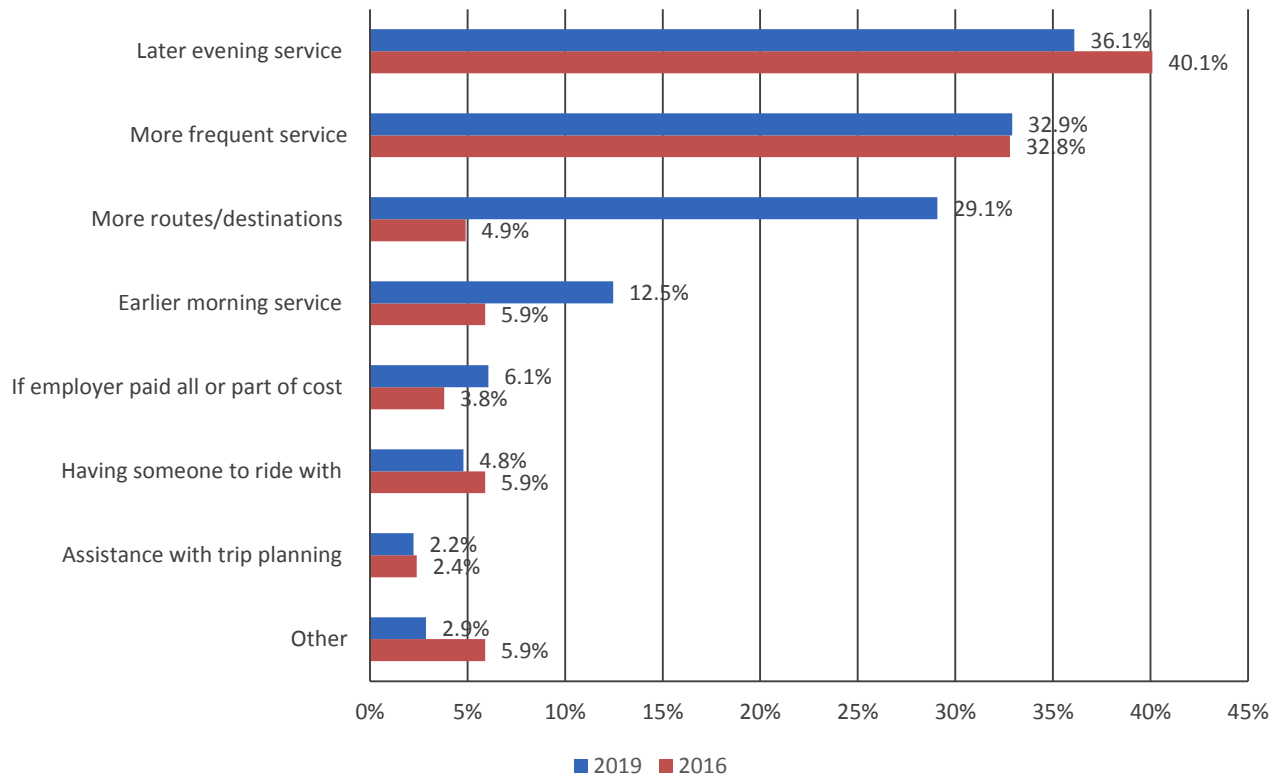
*Question 16: How do you usually obtain information and/or prepare for your trip on Transfort?*
Respondents were presented with a series of twelve information options, and were invited to select all that applied. *Ride Transfort app* remains the most-commonly cited information source, selected by 40.6 percent. *Website* remains the second-most cited option (21.7 percent) followed by *signage at the bus stop* (12.8 percent), which was not a response option in 2016.

Given the significant increase in reported use of the Transfort app, it is possible persons using the website via a mobile phone actually reported use of the app rather than the website. Absent any additional information, however, this is impossible to verify.

Since respondents were invited to check all that apply, the response percentages total more than 100 percent.

Exhibit 4.16  Usual Source of Trip Information
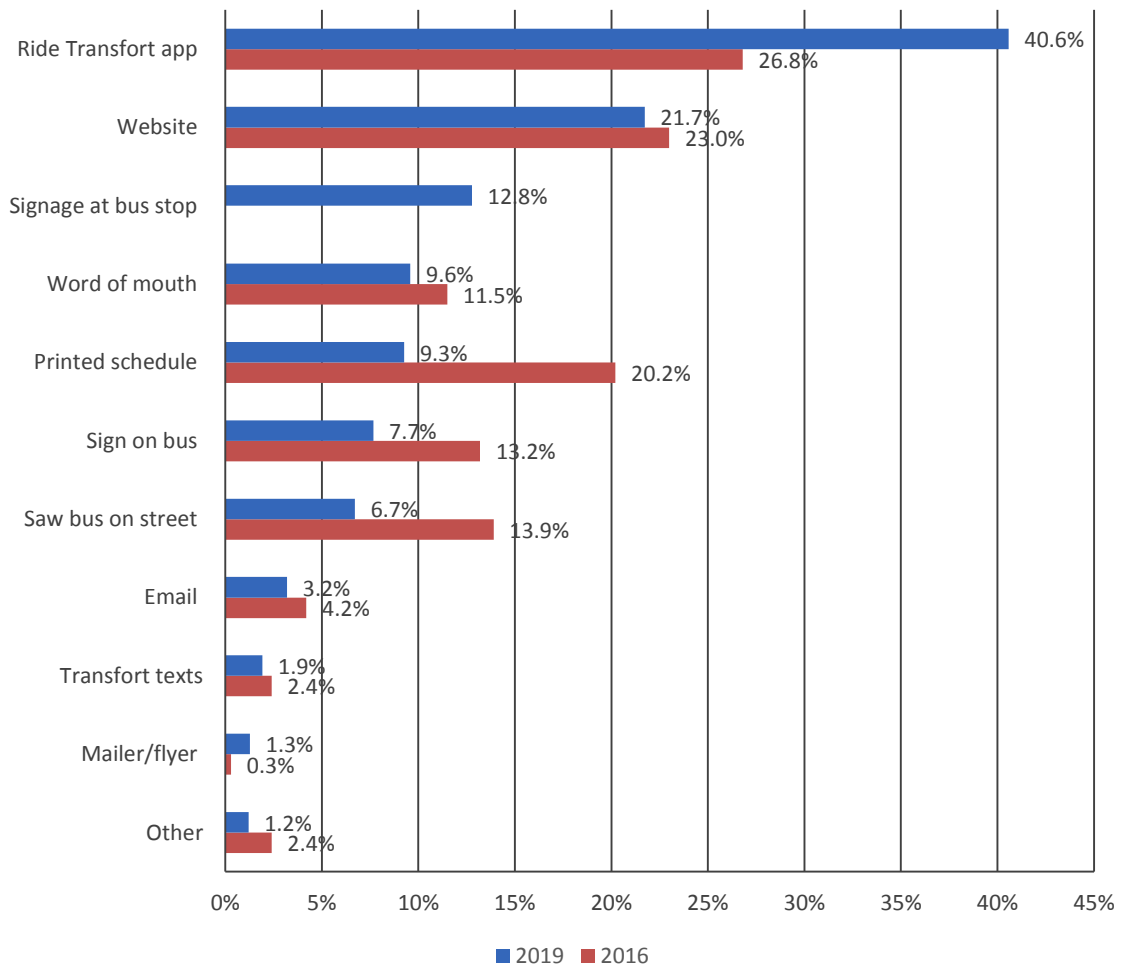
Respondents who selected "website" were asked to specify which website they typically visit to obtain trip planning information.

Exhibit 4.16.a  Information source: web
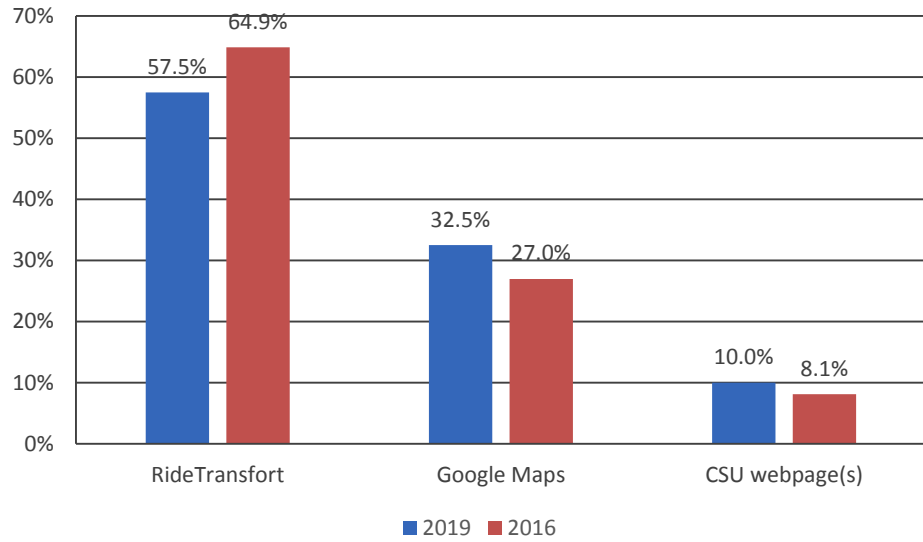
*Question 17: When you complete a trip by method other than public transit, what is the most common reason?*

Nearly half of respondents cited other transportation availability as the reason they would complete a trip by a method other than public transit. The second most-common reasons cited were *bus does not go to or near my destination* and *buses take too long to get where I'm going,* each selected by 11.9 percent of respondents.



Exhibit 4.17  Barriers to Transit Usage
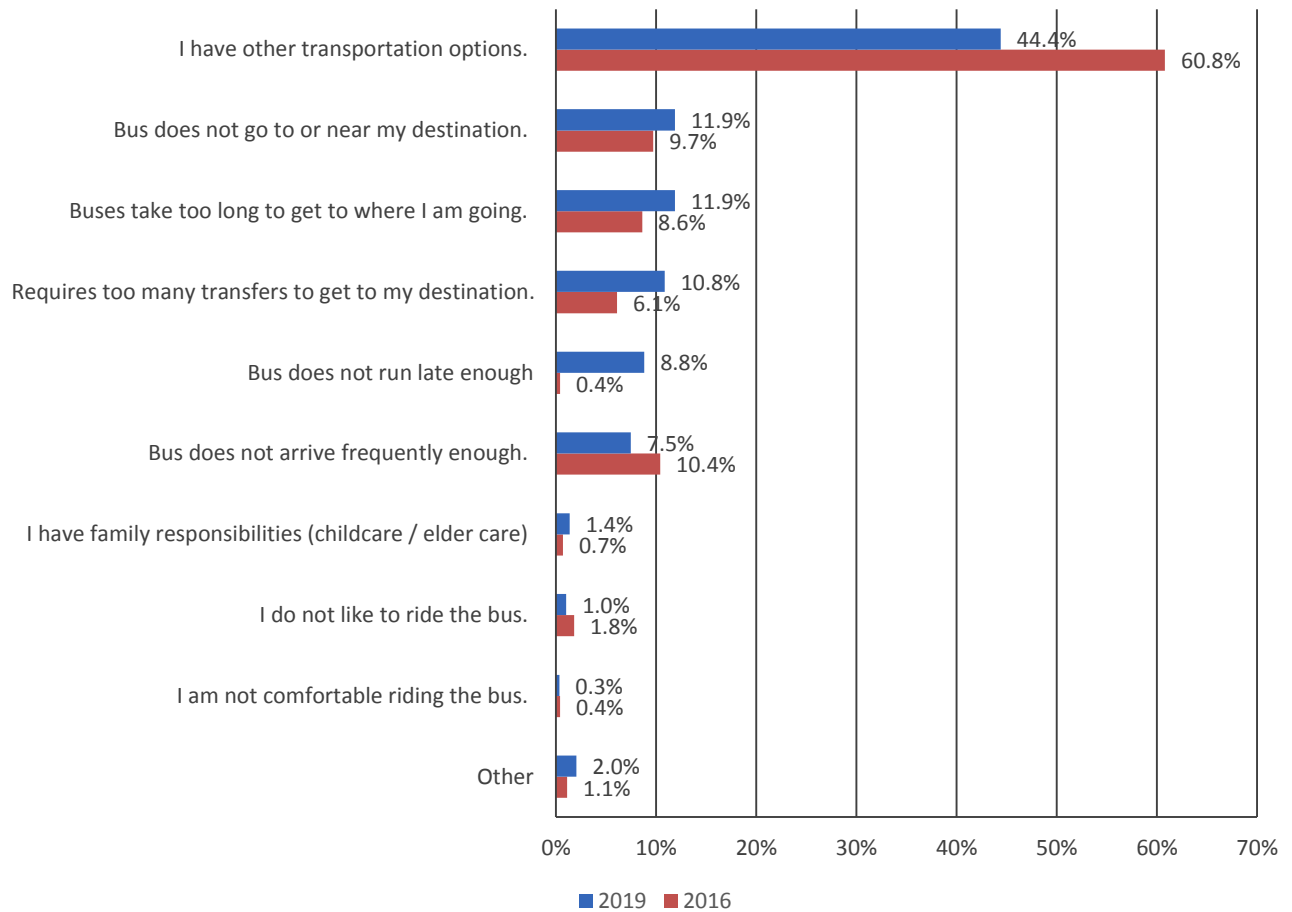
*Question 18: Please rate your satisfaction regarding the following Transfort services on a four-point scale (with four being highest).*

Satisfaction with Transfort services increased in several categories compared with 2016. The largest improvements were frequency of service (3.18 mean rating) and *hours of operation* (2.89 mean rating) although, the latter remains the lowest-ranked service attribute.

Exhibit 4.18  Services Satisfaction Ratings

| Attribute | Rating 2019 | Rating 2016 | Difference |
|---|---|---|---|
| Safe operation of bus | 3.54 | 3.51 | +0.03 |
| Cleanliness/comfort of bus | 3.52 | 3.49 | +0.03 |
| Visual appearance/branding | 3.44 | 3.48 | -0.04 |
| Convenience | 3.39 | 3.33 | +0.06 |
| Ease of transfer between buses/routes | 3.28 | 3.40 | -0.12 |
| Access to key destinations | 3.24 | 3.21 | +0.03 |
| Rider information (app, website, etc.) | 3.23 | 3.36 | -0.13 |
| Frequency of service | 3.18 | 3.11 | +0.07 |
| Location of bus stops | 3.17 | 3.21 | -0.04 |
| On-time performance | 3.09 | 3.19 | -0.10 |
| Hours of operation | 2.89 | 2.82 | +0.07 |

*Question 19: How many working motor vehicles are available to members of your household?*

In 2016, respondents were asked only if they had access to a personal vehicle. At that time, more than three quarters of respondents indicated having access to a personal vehicle (80 percent). During this round of surveying, the question was modified to ask the number of working vehicles to which the respondent had access. More than 86 percent indicated having access to at least one personal vehicle.

Exhibit 4.19  Personal Vehicle Access
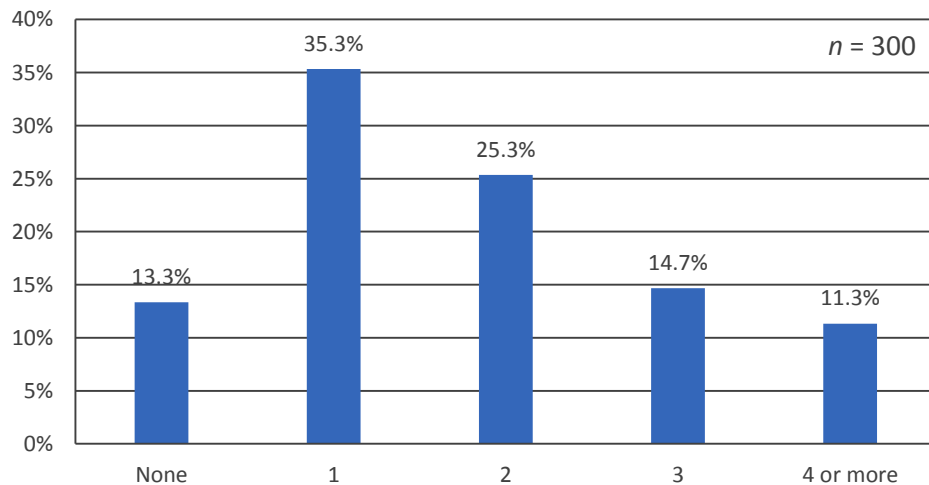
*Question 20: Do you have a valid driver license?*

The vast majority of respondents (92.1 percent) indicated having a valid driver license. This result is nearly identical to the 2016 survey.

Exhibit 4.20  Riders with Driver License
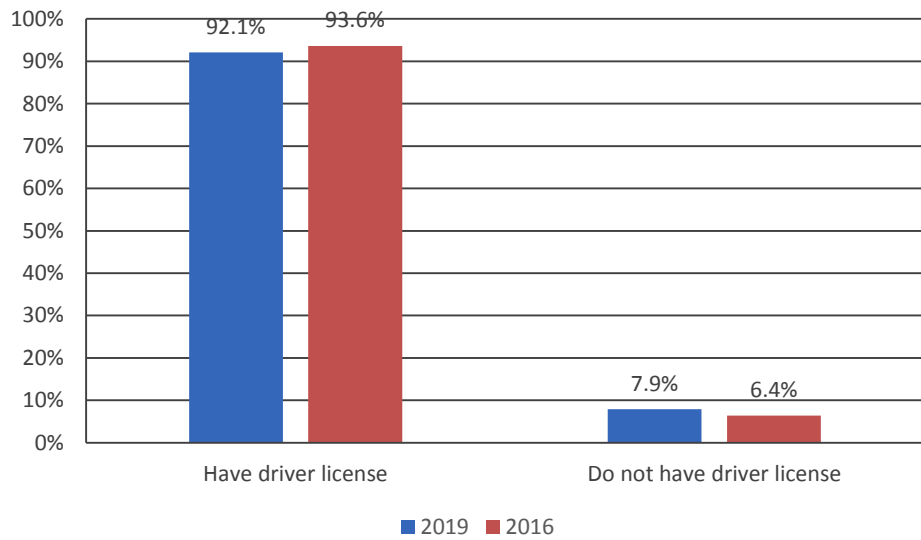
*Question 21: How do you identify?*

Respondents identifying as females outnumbered those identifying as males by nearly two to one.   To promote inclusiveness, *other* was included as a response option during this round.

Exhibit 4.21  Gender
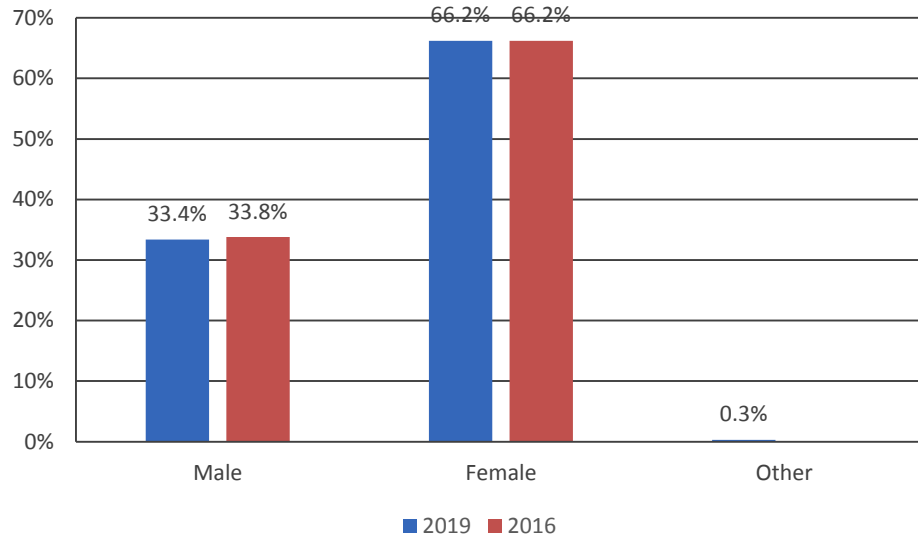


*Question 22: Please indicate your age.*

Not surprisingly, given the "Horn" operates primarily on the CSU campus, persons age 18 to 25 were the largest-single age demographic (84.0 percent). These responses are similar to those revealed in the 2016 survey, wherein 74.9 percent indicated being in the 18 to 25 age range.

Exhibit 4.22  Age
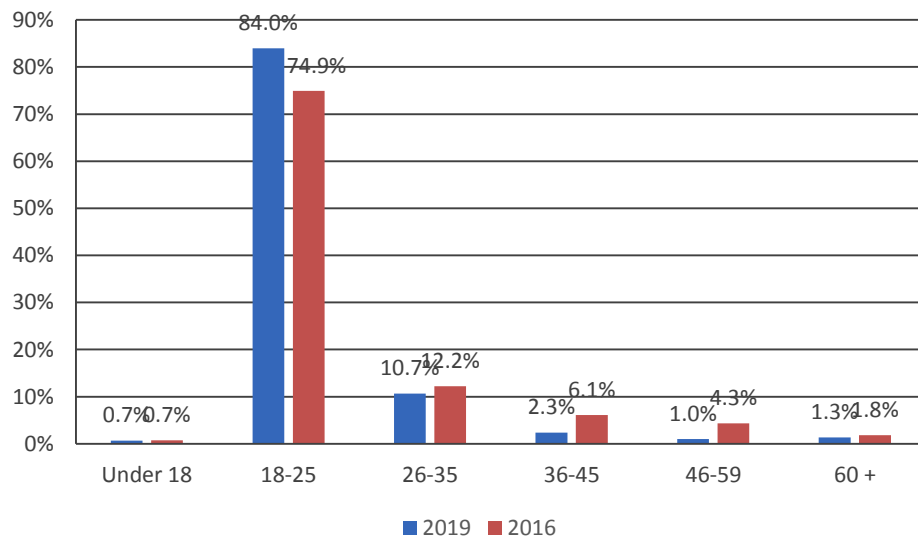


53

*Question 23: Which of the following best describes your race/ethnicity?*

Nearly 70 percent of respondents self-identified as *Caucasian*. The second-most common response was *Hispanic/Latino* (11.8 percent). In 2016 *Hispanic/Latino* was not offered as a response option. Instead respondents were asked if they self-identified as Hispanic/Latino in a separate question. In 2016 nearly 12 percent of respondents identified themselves as Hispanic/Latino on that follow-up question. For comparison purposes those responses were included in the 2016 data.

Exhibit 4.23  Race/Ethnicity



| | 2019 | 2016 |
|---|---|---|
| Caucasian/White | 68.1% | 77.7% |
| Hispanic/Latino | 11.8% | 11.6% |
| Asian | 9.9% | 13.6% |
| Black/African-American | 5.4% | 3.8% |
| Native American/Native Alaskan | 1.6% | 1.5% |
| Native Hawaiian/Pacific Islander | 1.3% | 0.8% |
| Other | 0.6% | 2.7% |
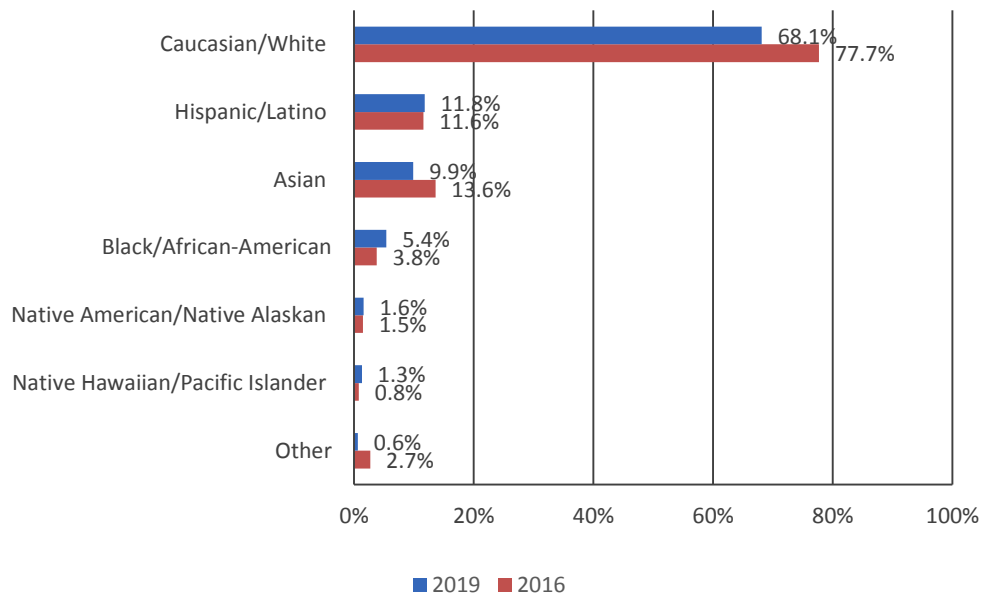
*Question 24: Do you speak a language other than English at home?*
Only 18.1 percent of respondents indicated speaking a language other than English at home.

Exhibit 4.24   Languages Spoken at Home
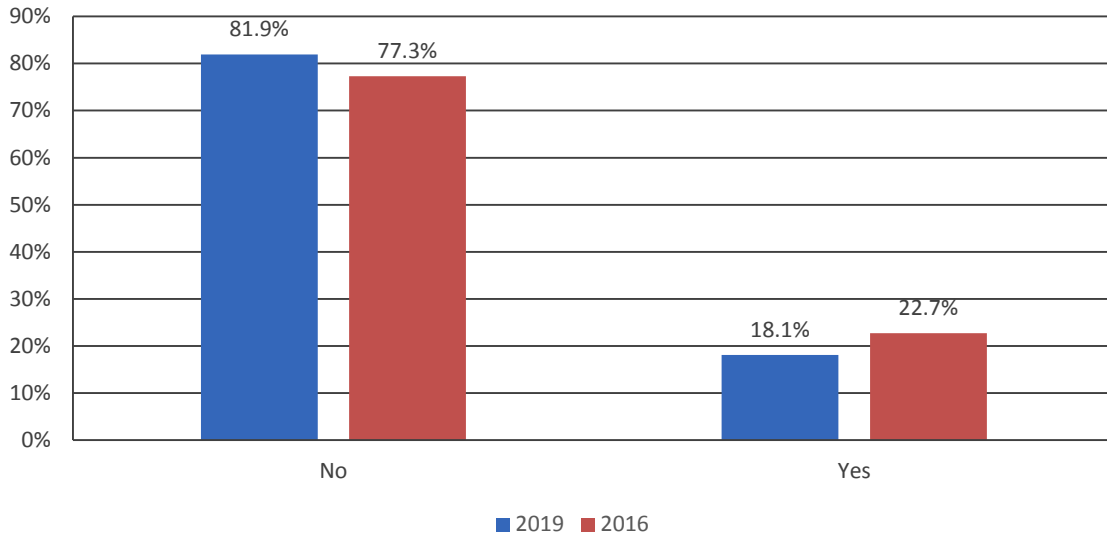


Respondents were also asked to identify the languages they typically speak at home. More than one-third cited Spanish. In total, twenty languages were identified. The chart below shows the most commonly cited languages.

Exhibit 4.24.a   Languages Spoken at Home

| Language | Percent |
|---|---|
| Spanish | 37.3% |
| Arabic | 11.8% |
| Chinese | 7.8% |
| German | 5.9% |
| ASL | 3.9% |
| Hindi | 3.9% |
| Nepali | 3.9% |
| Vietnamese | 3.9% |

***Question 25: Do you speak English…?***

Three response options were provided, ranging from "very well" to "not at all."  Nearly all respondents indicated speaking English "very well." This suggests only in a limited number of instances does language present a barrier to utilizing in the "Horn" service (and, by extension, other public transit services in the Fort Collins area).

Exhibit 4.25   English proficiency
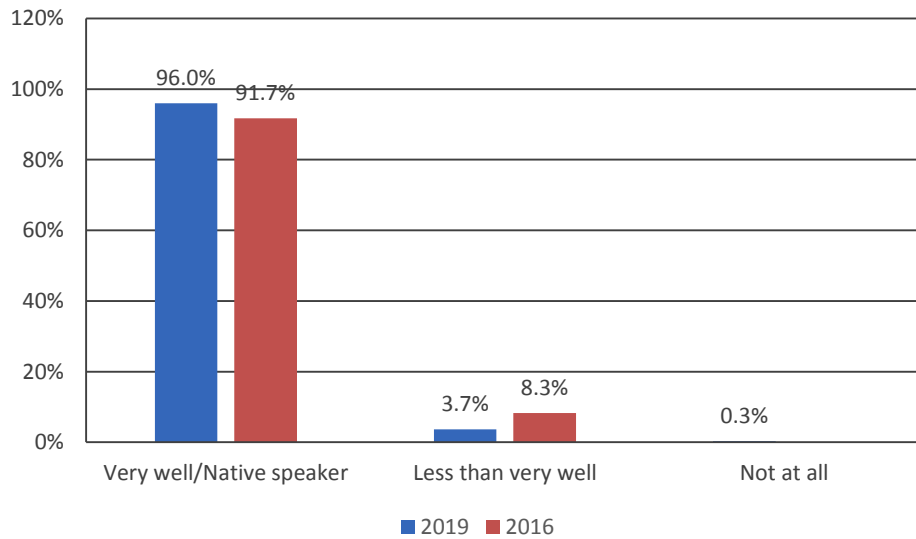
*Question 26: Please indicate your employment status.*

Respondents were provided seven choices and invited to select all that apply. Nearly two-thirds (63.6 percent) identified as full or part-time students. Nearly half of respondents (48.2 percent) cited being employed either full- or part-time. Twenty-two percent indicated being both a full-time student and being employed full or part-time.

Given that the riders were invited to check all that apply, the response percentages total more than 100 percent.

Exhibit 4.26  Employment status
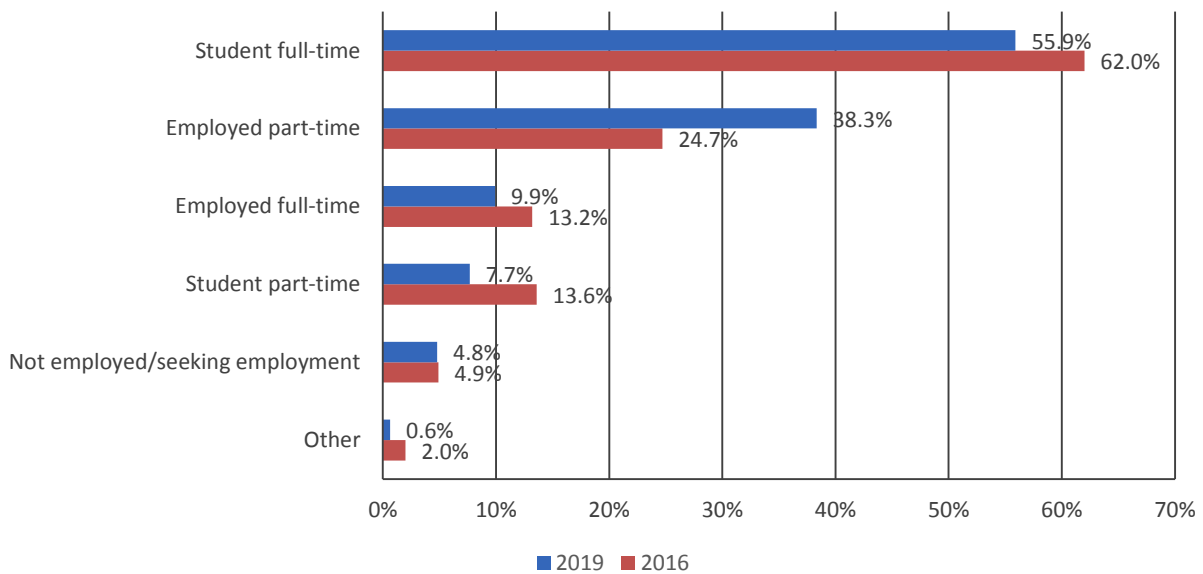


*CSU Connection*

Respondents were asked if they were employed by Colorado State University (CSU) or if they attend CSU as students. As expected on a campus shuttle, most riders did have a CSU connection. Nearly 80 percent identified as CSU students, while 6.2 percent identified as CSU faculty/staff. Another 13 percent indicated as both students and faculty/staff. A data cross-tabulation was run to determine the total percentage of respondents who were either students, faculty, or staff. In all, more than 98 percent identified as having some connection to CSU.

**Question 27: What is your total household income per year?**

More than 50 percent of respondents cited an annual income of $20,000 or under, with 34.0 percent reporting $10,000 or under. Often, students report only their own income not realizing they should include their parents. The 2017 median household income in Fort Collins was $60,110 (Source: American Community Survey).

Exhibit 4.27 Household income
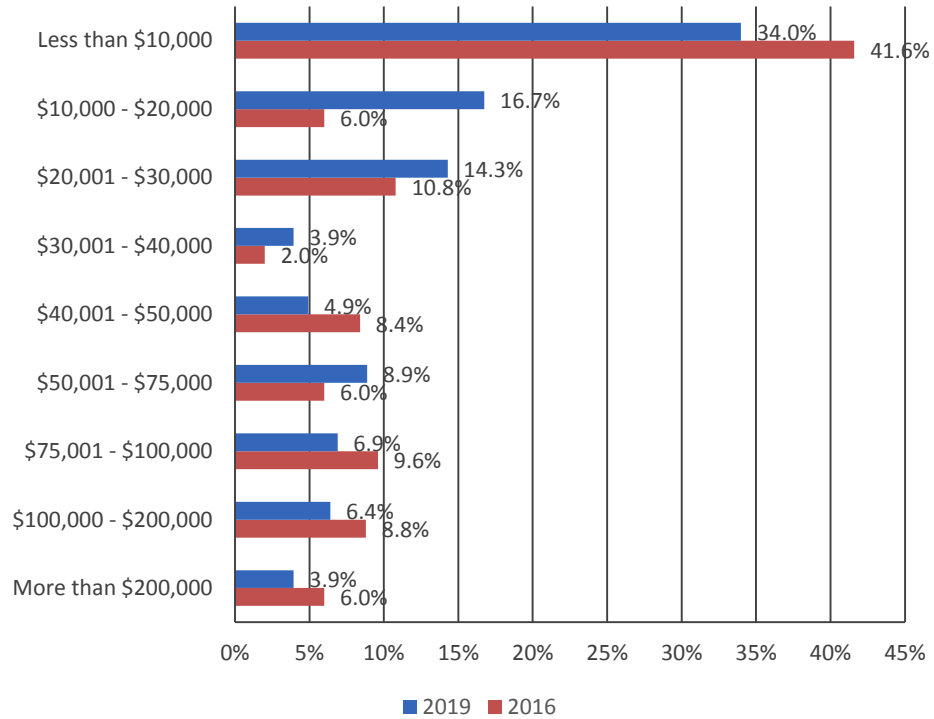
Appendix A
# Survey Instrument

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**Transfort**
**2019 Onboard Survey**

## Section 1: Tell us about THIS one-way Trip

**1. At what <u>type</u> of place did you begin this one-way trip?**
❏ Home  ❏ University/College
❏ Work  ❏ K-12 school I'm attending
❏ Shopping  ❏ Other (specify):
❏ Doctor/Healthcare  _____
❏ Restaurant
❏ Daycare/school my child is attending

**2. What is the <u>location</u> of the place you began this trip?**
Nearest Cross-Streets:_____
and/or Landmark :_____

**3. At what <u>type</u> of place will you end this one-way trip?**
❏ Home  ❏ University/College
❏ Work  ❏ K-12 school I'm attending
❏ Shopping  ❏ Other (specify):
❏ Doctor/Healthcare  _____
❏ Restaurant
❏ Daycare/school my child is attending

**4. What is the <u>location</u> of the place you will end this trip?**
Nearest Cross-Streets:_____
and/or Landmark :_____

**5. How did you get to the bus stop where you boarded THIS bus?**
❏ Walked  ❏ Someone drove me
❏ Bicycled  ❏ Carpool/vanpool
❏ Rode a bus  ❏ Uber/Lyft
❏ Drove self  ❏ Other (specify):_____

**6. At what bus stop did you board THIS bus?**
Name, location, or stop ID: _____

**7. How will you get from the bus stop where you get off THIS bus to your final destination today?**
❏ Walk  ❏ Have someone drive me
❏ Bicycle  ❏ Carpool/vanpool
❏ Transfer to another bus  ❏ Uber/Lyft
❏ Drive  ❏ Other (specify):_____

**8. At what bus stop will you get off THIS bus?**
Name, location, or stop ID: _____

**9. What type of fare did you use to pay for this trip?**
❏ Single-ride Adult
❏ Single-ride Senior/ Disabled
❏ 7-day pass
❏ 31-day pass
❏ CSU RAM Card
❏ Adult annual pass paid with cash or credit
❏ Senior/Disabled annual pass
❏ Youth (Free/K-12 Student)
❏ Adult annual pass paid by employer
❏ Ticket or pass through social service agency
❏ Did not pay a fare

**10. If this one-way trip requires more than one bus/bus route to complete, which bus routes will you ride? (Complete all that apply.)**
1st Route:_____ 2nd Route:_____ 3rd Route:_____

**11. How many times will you get on a bus today to get to the following locations? (enter a number for each)**
Home _____ Work_____ School_____
Other (specify) _____

**12. Did you check the bus' arrival status using…?**
❏ Website  ❏ Text from cell phone
❏ Phone call to Transfort  ❏ Mobile internet (Smartphone)
❏ Transfort App  ❏ I did not check the arrival status
❏ Driver/staff

## Section 2: Tell us about your travel habits

**13. On average, how often do you ride the bus each week?**
❏ One day  ❏ Five days
❏ Two days  ❏ Six days
❏ Three days  ❏ Seven days
❏ Four days  ❏ I don't ride every week

**14. How long have you been riding Transfort?**
❏ Less than 6 months  ❏ Between 2 and 4 years
❏ Between 6 months and 1 year  ❏ Between 4 and 6 years
❏ Between 1 and 2 years  ❏ More than 6 years

**15. Which of the following would cause you to ride the bus more often? (check all that apply)**
❏ If employer paid all or part of cost
❏ More frequent service  ❏ Assistance with trip planning
❏ Earlier morning service  ❏ Having someone to ride with
❏ Later evening service  ❏ Other (specify):
❏ More routes/destinations  _____

**16. How do you usually obtain information and/or prepare for your trip on Transfort? (check all that apply)**
❏ Website (specify): _____
❏ Email  ❏ Sign on bus
❏ Radio  ❏ Word of mouth
❏ Newspaper  ❏ Saw bus on street
❏ Printed schedule  ❏ Ride Transfort app
❏ Mailer/flyer  ❏ Other (specify):
❏ Signage at bus stop  _____

**17. When you complete a trip by a method other than public transit, what is the most common reason?**
❏ I have other transportation options.
❏ Requires too many transfers to get to my destination.
❏ Bus does not arrive frequently enough.
❏ Buses take too long to get to where I am going.
❏ Bus does not go to or near my destination.
❏ Bus does not run late enough.
❏ I do not like to ride the bus.
❏ I am not comfortable riding the bus.
❏ I have family responsibilities (childcare/elder care)
❏ Other (specify): _____

**Transfort**
**2019 Onboard Survey**

## Section 3: Tell us about Transfort

18. **Please rate your satisfaction regarding the following Transfort service attributes.**

|  | Very satisfied | Satisfied | Somewhat satisfied | Dissatisfied | No opinion |
|---|---|---|---|---|---|
| **On-time performance** | ❑ | ❑ | ❑ | ❑ | ❑ |
| **Ease of transfer between buses/routes** | ❑ | ❑ | ❑ | ❑ | ❑ |
| **Convenience** | ❑ | ❑ | ❑ | ❑ | ❑ |
| **Safe operation of bus** | ❑ | ❑ | ❑ | ❑ | ❑ |
| **Cleanliness/comfort of bus** | ❑ | ❑ | ❑ | ❑ | ❑ |
| **Location of bus stops** | ❑ | ❑ | ❑ | ❑ | ❑ |
| **Access to key destinations** | ❑ | ❑ | ❑ | ❑ | ❑ |
| **Hours of operation** | ❑ | ❑ | ❑ | ❑ | ❑ |
| **Frequency of service** | ❑ | ❑ | ❑ | ❑ | ❑ |
| **Visual appearance / branding** | ❑ | ❑ | ❑ | ❑ | ❑ |
| **Rider information (app, website, etc.)** | ❑ | ❑ | ❑ | ❑ | ❑ |

## Section 4: Tell us about yourself

> The following questions are for statistical and research purposes only. The information you provide will be kept entirely confidential. If there are any questions you do not wish to answer, please select "Prefer not to answer" and/or move on to the next question.

19. **How many working motor vehicles are available to members of your household?**
❑ None   ❑ 1   ❑ 2   ❑ 3   ❑ 4 or more

20. **Do you have a valid driver license?**
❑ Yes   ❑ No

21. **How do you identify:**
❑ Male       ❑ Other
❑ Female    ❑ Prefer not to answer

22. **Please indicate your age:**
❑ Under 18   ❑ 46-59
❑ 18-25       ❑ 60+
❑ 26-35       ❑ Prefer not to answer
❑ 36-45

23. **Which of the following best describes your race/ethnicity? (check all that apply)**
❑ Caucasian/White          ❑ Hispanic/Latino
❑ Black/African American   ❑ Asian
❑ Native Hawaiian/Pacific Islander
❑ Native American/Native Alaskan
❑ Prefer not to answer
❑ Other (specify):_____

24. **Do you speak a language other than English at home?**
❑ No   ❑ Yes (specify): _____

25. **Do you speak English…?**
❑ Very well/Native Speaker   ❑ Less than very well
❑ Not at all

26. **Please indicate your employment status (check all that apply)**
❑ Employed full-time   ❑ Work at home/Homemaker
❑ Employed part-time   ❑ Retired
❑ Student full-time      ❑ Prefer not to answer
❑ Student part-time
❑ Not employed/seeking employment

**26a. Are you CSU faculty or staff?**   ❑ Yes   ❑ No

**26b. Are you a CSU student?**   ❑ Yes   ❑ No

27. **What is your total household income per year?**
❑ Less than $10,000      ❑ $50,001-$75,000
❑ $10,000 - $20,000      ❑ $75,001-$100,000
❑ $20,001 - $30,000      ❑ $100,001-$200,000
❑ $30,001- $40,000       ❑ More than $200,000
❑ $40,001 - $50,000      ❑ Prefer not to answer

**THANK YOU FOR PARTICIPATING IN THIS IMPORTANT SURVEY.**

**To be entered into a random drawing for a $50 VISA gift card, provide the information below.**

**Name:** _____

**Phone or email:** _____

Appendix B

# Simple Frequencies – MAX Bus Rapid Transit

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**Which route are you riding today?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | MAX | 622 | 100.0 | 100.0 | 100.0 |

**At what type of place did you begin this one-way trip?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Home | 291 | 46.8 | 47.2 | 47.2 |
| | Work | 86 | 13.8 | 14.0 | 61.2 |
| | Shopping | 29 | 4.7 | 4.7 | 65.9 |
| | Doctor/Healthcare | 6 | 1.0 | 1.0 | 66.9 |
| | Restaurant | 11 | 1.8 | 1.8 | 68.7 |
| | Daycare/School my child is attending | 1 | 0.2 | 0.2 | 68.8 |
| | University/College | 145 | 23.3 | 23.5 | 92.4 |
| | K-12 school I'm attending | 7 | 1.1 | 1.1 | 93.5 |
| | Other | 40 | 6.4 | 6.5 | 100.0 |
| | Total | 616 | 99.0 | 100.0 | |
| Missing | System | 6 | 1.0 | | |
| Total | | 622 | 100.0 | | |

**At what type of place did you begin this one-way trip? Other:**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 585 | 94.1 | 94.1 | 94.1 |
| | ACL | 1 | 0.2 | 0.2 | 94.2 |
| | Bus stop | 3 | 0.5 | 0.5 | 94.7 |
| | Car service drop off | 1 | 0.2 | 0.2 | 94.9 |
| | Church | 1 | 0.2 | 0.2 | 95.0 |
| | City | 1 | 0.2 | 0.2 | 95.2 |
| | Court | 2 | 0.3 | 0.3 | 95.5 |
| | Courthouse | 1 | 0.2 | 0.2 | 95.7 |
| | Downtown Transit Center | 3 | 0.5 | 0.5 | 96.1 |
| | Friends House | 1 | 0.2 | 0.2 | 96.3 |
| | Hotel | 2 | 0.3 | 0.3 | 96.6 |
| | Jail | 1 | 0.2 | 0.2 | 96.8 |
| | Library | 1 | 0.2 | 0.2 | 96.9 |
| | Mechanic | 1 | 0.2 | 0.2 | 97.1 |
| | Murphy Center | 1 | 0.2 | 0.2 | 97.3 |
| | NTC | 1 | 0.2 | 0.2 | 97.4 |

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | Park | 1 | 0.2 | 0.2 | 97.6 |
| | Park & Ride | 1 | 0.2 | 0.2 | 97.7 |
| | Parking Lot | 3 | 0.5 | 0.5 | 98.2 |
| | Parking Station | 1 | 0.2 | 0.2 | 98.4 |
| | Parole Office | 1 | 0.2 | 0.2 | 98.6 |
| | Social Security office | 1 | 0.2 | 0.2 | 98.7 |
| | South Transit  Center | 3 | 0.5 | 0.5 | 99.2 |
| | Therapy | 1 | 0.2 | 0.2 | 99.4 |
| | Transit Center | 4 | 0.6 | 0.6 | 100.0 |
| | Total | 622 | 100.0 | 100.0 | |

**At what type of place will you end this one-way trip?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Home | 178 | 28.6 | 29.0 | 29.0 |
| | Work | 121 | 19.5 | 19.7 | 48.8 |
| | Shopping | 49 | 7.9 | 8.0 | 56.8 |
| | Doctor/Healthcare | 16 | 2.6 | 2.6 | 59.4 |
| | Restaurant | 9 | 1.4 | 1.5 | 60.8 |
| | University/College | 170 | 27.3 | 27.7 | 88.6 |
| | K-12 I'm attending | 3 | 0.5 | 0.5 | 89.1 |
| | Other | 67 | 10.8 | 10.9 | 100.0 |
| | Total | 613 | 98.6 | 100.0 | |
| Missing | System | 9 | 1.4 | | |
| Total | | 622 | 100.0 | | |

**At what type of place will you end this one-way trip? Other:**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 558 | 89.7 | 89.7 | 89.7 |
| | Appointment | 1 | 0.2 | 0.2 | 89.9 |
| | Auto Service | 1 | 0.2 | 0.2 | 90.0 |
| | Barber | 1 | 0.2 | 0.2 | 90.2 |
| | Bus station | 1 | 0.2 | 0.2 | 90.4 |
| | Bus Stop | 1 | 0.2 | 0.2 | 90.5 |
| | Bus stop parking garage | 1 | 0.2 | 0.2 | 90.7 |
| | Car | 1 | 0.2 | 0.2 | 90.8 |
| | Car dealership | 1 | 0.2 | 0.2 | 91.0 |
| | Check Mate | 1 | 0.2 | 0.2 | 91.2 |
| | Courthouse | 2 | 0.3 | 0.3 | 91.5 |
| | Downtown Transit Center | 6 | 1.0 | 1.0 | 92.4 |

| | | | | |
|---|---|---|---|---|
| Drake MAX | 1 | 0.2 | 0.2 | 92.6 |
| Drake Parking Lot | 2 | 0.3 | 0.3 | 92.9 |
| Food Bank | 1 | 0.2 | 0.2 | 93.1 |
| Friends Home | 1 | 0.2 | 0.2 | 93.2 |
| Girlfriend | 1 | 0.2 | 0.2 | 93.4 |
| Group | 1 | 0.2 | 0.2 | 93.6 |
| Laundry | 1 | 0.2 | 0.2 | 93.7 |
| Library | 2 | 0.3 | 0.3 | 94.1 |
| Mechanic | 1 | 0.2 | 0.2 | 94.2 |
| Meeting | 1 | 0.2 | 0.2 | 94.4 |
| Museum | 2 | 0.3 | 0.3 | 94.7 |
| NTC | 1 | 0.2 | 0.2 | 94.9 |
| Office Park | 1 | 0.2 | 0.2 | 95.0 |
| Old Town | 2 | 0.3 | 0.3 | 95.3 |
| Olive Station Transfer | 1 | 0.2 | 0.2 | 95.5 |
| Park n' Ride on Troutman | 1 | 0.2 | 0.2 | 95.7 |
| Parking Lot | 6 | 1.0 | 1.0 | 96.6 |
| Parking South Terminal | 1 | 0.2 | 0.2 | 96.8 |
| Recreation | 1 | 0.2 | 0.2 | 96.9 |
| Salon | 1 | 0.2 | 0.2 | 97.1 |
| School | 2 | 0.3 | 0.3 | 97.4 |
| Shelter | 1 | 0.2 | 0.2 | 97.6 |
| South Transit Center | 8 | 1.3 | 1.3 | 98.9 |
| Steve | 1 | 0.2 | 0.2 | 99.0 |
| Therapy | 1 | 0.2 | 0.2 | 99.2 |
| Transit Center | 2 | 0.3 | 0.3 | 99.5 |
| Treatment | 1 | 0.2 | 0.2 | 99.7 |
| Troutman | 1 | 0.2 | 0.2 | 99.8 |
| Truck at Drake | 1 | 0.2 | 0.2 | 100.0 |
| Total | 622 | 100.0 | 100.0 | |

**How did you get to the bus stop where you boarded THIS bus?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Walked | 394 | 63.3 | 63.8 | 63.8 |
| | Bicycled | 49 | 7.9 | 7.9 | 71.7 |
| | Drove self | 112 | 18.0 | 18.1 | 89.8 |
| | Rode a bus | 30 | 4.8 | 4.8 | 94.6 |
| | Someone drove me | 14 | 2.3 | 2.3 | 96.9 |
| | Carpool/Vanpool | 3 | 0.5 | 0.5 | 97.4 |

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | Uber/Lyft | 3 | 0.5 | 0.5 | 97.9 |
| | Skateboard | 9 | 1.4 | 1.5 | 99.3 |
| | Other | 4 | 0.6 | 0.6 | 100.0 |
| | Total | 618 | 99.4 | 100.0 | |
| Missing | System | 4 | 0.6 | | |
| Total | | 622 | 100.0 | | |

**How did you get to the bus stop where you boarded THIS bus? Other:**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 618 | 99.4 | 99.4 | 99.4 |
| | HEX | 1 | 0.2 | 0.2 | 99.5 |
| | Scooter | 1 | 0.2 | 0.2 | 99.7 |
| | Used Power Wheelchair | 1 | 0.2 | 0.2 | 99.8 |
| | Wheelchair | 1 | 0.2 | 0.2 | 100.0 |
| | Total | 622 | 100.0 | 100.0 | |

**How will you get from the bus stop where you get off THIS bus to your final destination today?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Walk | 439 | 70.6 | 71.0 | 71.0 |
| | Bicycle | 45 | 7.2 | 7.3 | 78.3 |
| | Transfer to another bus | 48 | 7.7 | 7.8 | 86.1 |
| | Drive | 58 | 9.3 | 9.4 | 95.5 |
| | Have someone drive me | 7 | 1.1 | 1.1 | 96.6 |
| | Carpool/Vanpool | 7 | 1.1 | 1.1 | 97.7 |
| | Uber/Lyft | 3 | 0.5 | 0.5 | 98.2 |
| | Skateboard | 9 | 1.4 | 1.5 | 99.7 |
| | Other | 2 | 0.3 | 0.3 | 100.0 |
| | Total | 618 | 99.4 | 100.0 | |
| Missing | System | 4 | 0.6 | | |
| Total | | 622 | 100.0 | | |

**How will you get from the bus stop where you get off THIS bus to your final destination today? Other:**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 620 | 99.7 | 99.7 | 99.7 |
| | Scooter | 1 | 0.2 | 0.2 | 99.8 |
| | Wheelchair | 1 | 0.2 | 0.2 | 100.0 |
| | Total | 622 | 100.0 | 100.0 | |

**What type of fare did you use to pay for this trip?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Single-ride Adult | 92 | 14.8 | 14.9 | 14.9 |
| | Single-ride Senior / Disabled | 12 | 1.9 | 1.9 | 16.8 |
| | 7-day pass | 7 | 1.1 | 1.1 | 18.0 |
| | 31-day pass | 41 | 6.6 | 6.6 | 24.6 |
| | CSU RAM Card | 296 | 47.6 | 47.9 | 72.5 |
| | Adult annual pass paid with cash or credit | 29 | 4.7 | 4.7 | 77.2 |
| | Senior/Disabled annual pass | 44 | 7.1 | 7.1 | 84.3 |
| | Youth (Free/K-12 Student) | 17 | 2.7 | 2.8 | 87.1 |
| | Adult annual pass paid by employer | 17 | 2.7 | 2.8 | 89.8 |
| | Ticket or pass through social service agency | 7 | 1.1 | 1.1 | 90.9 |
| | Did not pay a fare | 56 | 9.0 | 9.1 | 100.0 |
| | Total | 618 | 99.4 | 100.0 | |
| Missing | System | 4 | 0.6 | | |
| Total | | 622 | 100.0 | | |

**If this one-way trip requires more than one bus route to complete, which routes will you ride? 1st route:**

| | | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Valid | | 435 | 69.9 | 69.9 |
| | 10 | 1 | 0.2 | 0.2 |
| | 11 | 3 | 0.3 | 0.3 |
| | 12 | 3 | 0.5 | 0.5 |
| | 14 | 7 | 1.1 | 1.1 |
| | 16 | 13 | 2.1 | 2.1 |
| | 18 | 11 | 1.8 | 1.8 |

| | Frequency | Percent | Valid Percent |
|---|---|---|---|
| 19 | 6 | 1.0 | 1.0 |
| 2 | 5 | 0.8 | 0.8 |
| 3 | 2 | 0.3 | 0.3 |
| 31 | 1 | 0.2 | 0.2 |
| 32 | 1 | 0.2 | 0.2 |
| 5 | 6 | 1.0 | 1.0 |
| 6 | 5 | 0.8 | 0.8 |
| 7 | 6 | 1.0 | 1.0 |
| 8 | 3 | 0.5 | 0.5 |
| 81 | 1 | 0.2 | 0.2 |
| 9 | 6 | 1.0 | 1.0 |
| COLT | 1 | 0.2 | 0.2 |
| FLEX | 9 | 1.4 | 1.4 |
| MAX | 73 | 11.6 | 11.6 |
| Total | 622 | 100.0 | 100.0 |

**If this one-way trip requires more than one bus route to complete, which routes will you ride? 2nd route:**

| | | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Valid | | 501 | 80.5 | 80.5 |
| | 10 | 2 | 0.3 | 0.3 |
| | 11 | 1 | 0.2 | 0.2 |
| | 12 | 2 | 0.3 | 0.3 |
| | 14 | 3 | 0.5 | 0.5 |
| | 16 | 11 | 1.8 | 1.8 |
| | 18 | 4 | 0.6 | 0.6 |
| | 19 | 2 | 0.3 | 0.3 |
| | 2 | 1 | 0.2 | 0.2 |
| | 3 | 1 | 0.2 | 0.2 |
| | 5 | 5 | 0.8 | 0.8 |
| | 6 | 2 | 0.3 | 0.3 |
| | 7 | 1 | 0.2 | 0.2 |
| | 8 | 3 | 0.5 | 0.5 |
| | 9 | 1 | 0.2 | 0.2 |
| | COLT | 1 | 0.2 | 0.2 |
| | FLEX | 7 | 1.1 | 1.1 |
| | HORN | 3 | 0.2 | 0.2 |
| | MAX | 59 | 4.0 | 4.0 |
| | Total | 622 | 100.0 | 100.0 |

B-8

**If this one-way trip requires more than one bus route to complete, which routes will you ride? 3rd route:**

| | | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Valid | | 574 | 92.3 | 92.3 |
| | 11 | 5 | 0.8 | 0.8 |
| | 12 | 1 | 0.2 | 0.2 |
| | 14 | 1 | 0.2 | 0.2 |
| | 16 | 10 | 1.6 | 1.6 |
| | 18 | 3 | 0.5 | 0.5 |
| | 2 | 2 | 0.3 | 0.3 |
| | 3 | 1 | 0.2 | 0.2 |
| | 5 | 3 | 0.5 | 0.5 |
| | 6 | 3 | 0.5 | 0.5 |
| | 7 | 3 | 0.5 | 0.5 |
| | 8 | 1 | 0.2 | 0.2 |
| | 81 | 1 | 0.2 | 0.2 |
| | COLT | 2 | 0.3 | 0.3 |
| | MAX | 6 | 1.0 | 1.0 |
| | Total | 622 | 100.0 | 100.0 |

**How many times will you get on a bus today to get to the following locations? Home:**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 196 | 31.5 | 31.5 | 31.5 |
| | 1 | 278 | 44.7 | 44.7 | 76.2 |
| | 2 | 115 | 18.5 | 18.5 | 94.7 |
| | 3 | 16 | 2.6 | 2.6 | 97.3 |
| | 4 | 8 | 1.3 | 1.3 | 98.6 |
| | 5 | 4 | 0.6 | 0.6 | 99.2 |
| | 6 | 4 | 0.6 | 0.6 | 99.8 |
| | 7 | 1 | 0.2 | 0.2 | 100.0 |
| | Total | 622 | 100.0 | 100.0 | |

**How many times will you get on a bus today to get to the following locations? Work:**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 370 | 59.5 | 59.5 | 59.5 |
| | 1 | 164 | 26.4 | 26.4 | 85.9 |
| | 10 | 1 | 0.2 | 0.2 | 86.0 |
| | 2 | 68 | 10.9 | 10.9 | 96.9 |
| | 3 | 12 | 1.9 | 1.9 | 98.9 |
| | 4 | 3 | 0.5 | 0.5 | 99.4 |
| | 5 | 2 | 0.3 | 0.3 | 99.7 |
| | 7 | 1 | 0.2 | 0.2 | 99.8 |
| | 8 | 1 | 0.2 | 0.2 | 100.0 |
| | Total | 622 | 100.0 | 100.0 | |

**How many times will you get on a bus today to get to the following locations? School:**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 383 | 61.6 | 61.6 | 61.6 |
| | 1 | 158 | 25.4 | 25.4 | 87.0 |
| | 2 | 68 | 10.9 | 10.9 | 97.9 |
| | 3 | 6 | 1.0 | 1.0 | 98.9 |
| | 4 | 2 | 0.3 | 0.3 | 99.2 |
| | 5 | 4 | 0.6 | 0.6 | 99.8 |
| | 6 | 1 | 0.2 | 0.2 | 100.0 |
| | Total | 622 | 100.0 | 100.0 | |

**How many times will you get on a bus today to get to the following locations? Other:**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 558 | 89.7 | 89.7 | 89.7 |
| | 1 | 11 | 1.8 | 1.8 | 91.5 |
| | 1 Class | 1 | 0.2 | 0.2 | 91.6 |
| | 1 Shopping | 1 | 0.2 | 0.2 | 91.8 |
| | 1 Jail | 1 | 0.2 | 0.2 | 92.0 |
| | 1 Office Park | 1 | 0.2 | 0.2 | 92.1 |
| | 1 Parking | 1 | 0.2 | 0.2 | 92.3 |
| | 1 Restaurant | 1 | 0.2 | 0.2 | 92.4 |

| | | | | |
|---|---|---|---|---|
| 1 Shop | 1 | 0.2 | 0.2 | 92.6 |
| 1 to Girlfriend | 1 | 0.2 | 0.2 | 92.8 |
| 1 Friends Home | 1 | 0.2 | 0.2 | 92.9 |
| 1st Time Rider | 1 | 0.2 | 0.2 | 93.1 |
| 1 | 1 | 0.2 | 0.2 | 93.2 |
| 2 | 12 | 1.9 | 1.9 | 95.2 |
| 3 | 3 | 0.5 | 0.5 | 95.7 |
| 3 traveling around town (tourist) | 1 | 0.2 | 0.2 | 95.8 |
| 4 | 6 | 1.0 | 1.0 | 96.8 |
| 4 to 6 | 1 | 0.2 | 0.2 | 96.9 |
| 6 | 2 | 0.3 | 0.3 | 97.3 |
| 7 | 1 | 0.2 | 0.2 | 97.4 |
| All Day | 1 | 0.2 | 0.2 | 97.6 |
| Appointment: 4 Buses | 1 | 0.2 | 0.2 | 97.7 |
| Appointments | 1 | 0.2 | 0.2 | 97.9 |
| Court | 1 | 0.2 | 0.2 | 98.1 |
| 2 - Court | 1 | 0.2 | 0.2 | 98.2 |
| 2 Doctor | 1 | 0.2 | 0.2 | 98.4 |
| 1 Downtown | 1 | 0.2 | 0.2 | 98.6 |
| 4 Errands | 1 | 0.2 | 0.2 | 98.7 |
| 8 Funday | 1 | 0.2 | 0.2 | 98.9 |
| 1 Shopping | 3 | 0.5 | 0.5 | 99.4 |
| 2 Shopping | 1 | 0.2 | 0.2 | 99.5 |
| 2 Store | 1 | 0.2 | 0.2 | 99.7 |
| 3 Synagogue | 1 | 0.2 | 0.2 | 99.8 |
| Walmart | 1 | 0.2 | 0.2 | 100.0 |
| Total | 622 | 100.0 | 100.0 | |

### Did you check the bus' arrival status using...?

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Website | 51 | 8.2 |
| | Phone call to Transfort | 20 | 3.2 |
| | Transfort App | 105 | 16.9 |
| | Driver/staff | 6 | 1.0 |
| | Text from cell phone | 25 | 4.0 |
| | Mobile internet (Smartphone) | 56 | 9.0 |
| | I did not check the arrival status | 355 | 57.1 |
| Total | | 622 | 100.0 |

### On average, how often do you ride the bus each week?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | One day | 16 | 2.6 | 2.6 | 2.6 |
| | Two days | 36 | 5.8 | 5.8 | 8.4 |
| | Three days | 71 | 11.4 | 11.5 | 19.9 |
| | Four days | 56 | 9.0 | 9.1 | 29.0 |
| | Five days | 251 | 40.4 | 40.6 | 69.6 |
| | Six days | 73 | 11.7 | 11.8 | 81.4 |
| | Seven days | 81 | 13.0 | 13.1 | 94.5 |
| | I don't ride every week | 34 | 5.5 | 5.5 | 100.0 |
| | Total | 618 | 99.4 | 100.0 | |
| Missing | System | 4 | 0.6 | | |
| Total | | 622 | 100.0 | | |

### How long have you been riding Transfort?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Less than 6 months | 163 | 26.2 | 26.5 | 26.5 |
| | Between 6 months and 1 year | 60 | 9.6 | 9.7 | 36.2 |
| | Between 1 and 2 years | 131 | 21.1 | 21.3 | 57.5 |
| | Between 2 and 4 years | 129 | 20.7 | 20.9 | 78.4 |
| | Between 4 and 6 years | 53 | 8.5 | 8.6 | 87.0 |
| | More than 6 years | 80 | 12.9 | 13.0 | 100.0 |
| | Total | 616 | 99.0 | 100.0 | |
| Missing | System | 6 | 1.0 | | |
| Total | | 622 | 100.0 | | |

**Which of the following would cause you to ride the bus more often?**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | If employer paid all or part of cost | 72 | 11.6 |
| | More frequent service | 180 | 28.9 |
| | Earlier morning service | 81 | 13.0 |
| | Later evening service | 158 | 25.4 |
| | More routes/destinations | 225 | 36.2 |
| | Assistance with trip planning | 15 | 2.4 |
| | Having someone to ride with | 36 | 5.8 |
| | Other | 54 | 8.7 |
| Total | | 622 | 100.0 |

**Which of the following would cause you to ride the bus more often? Other:**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 584 | 93.9 | 93.9 | 93.9 |
| | Clean Bus Seats | 1 | 0.2 | 0.2 | 94.1 |
| | Faster Service | 1 | 0.2 | 0.2 | 94.2 |
| | Get rid of drivers attitudes | 1 | 0.2 | 0.2 | 94.4 |
| | Good bus stop shelter | 1 | 0.2 | 0.2 | 94.5 |
| | Good People | 1 | 0.2 | 0.2 | 94.7 |
| | If I traveled south more. | 1 | 0.2 | 0.2 | 94.9 |
| | If it was free | 1 | 0.2 | 0.2 | 95.0 |
| | If my job was still in FOCO | 1 | 0.2 | 0.2 | 95.2 |
| | Keep it safe | 1 | 0.2 | 0.2 | 95.3 |
| | Fewer delays | 1 | 0.2 | 0.2 | 95.5 |
| | Fewer homeless people on the bus | 1 | 0.2 | 0.2 | 95.7 |
| | Living Closer | 1 | 0.2 | 0.2 | 95.8 |
| | Longer Transfers | 1 | 0.2 | 0.2 | 96.0 |
| | Loveland St | 1 | 0.2 | 0.2 | 96.1 |
| | More accurate arrival times | 2 | 0.3 | 0.3 | 96.5 |
| | More consistency in southbound routes | 1 | 0.2 | 0.2 | 96.6 |
| | More parking | 3 | 0.5 | 0.5 | 97.1 |

| | | | | | |
|---|---|---|---|---|---|
| | More Weekend Service | 1 | 0.2 | 0.2 | 97.3 |
| | Necessity | 1 | 0.2 | 0.2 | 97.4 |
| | No homeless on the bus | 1 | 0.2 | 0.2 | 97.6 |
| | Nothing-School | 1 | 0.2 | 0.2 | 97.7 |
| | On time arrivals | 1 | 0.2 | 0.2 | 97.9 |
| | Routes on timberline and more availability on Sundays | 1 | 0.2 | 0.2 | 98.1 |
| | Safer parking lots for the evening | 1 | 0.2 | 0.2 | 98.2 |
| | Sunday and holiday service | 2 | 0.3 | 0.3 | 98.6 |
| | Sunday service | 6 | 1.0 | 1.0 | 99.5 |
| | To downtown | 1 | 0.2 | 0.2 | 99.7 |
| | Use a ID to get on the MAX route | 1 | 0.2 | 0.2 | 99.8 |
| | Wider seats | 1 | 0.2 | 0.2 | 100.0 |
| | Work at Supply | 1 | 0.2 | 0.2 | 100.2 |
| | Total | 622 | 100.0 | 100.0 | |

**How do you usually obtain information and/or prepare for your trip on Transfort?**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Website | 174 | 28.0 |
| | Email | 19 | 3.1 |
| | Radio | 4 | 0.6 |
| | Newspaper | 8 | 1.3 |
| | Printed schedule | 60 | 9.6 |
| | Mailer/flyer | 8 | 1.3 |
| | Signage at bus stop | 111 | 17.8 |
| | Sign on bus | 66 | 10.6 |
| | Word of mouth | 51 | 8.2 |
| | Saw bus on street | 34 | 5.5 |
| | Ride Transfort app | 183 | 29.4 |
| | Google Maps | 9 | 1.4 |
| | Transfort texts | 2 | 0.3 |
| | Other | 19 | 3.1 |
| Total | | 622 | 100.0 |

**How do you usually obtain information and/or prepare for your trip on Transfort? Other:**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 617 | 99.2 | 99.2 | 99.2 |
| | Ask the Transit Center staff or the driver | 1 | 0.2 | 0.2 | 99.4 |
| | Call center | 1 | 0.2 | 0.2 | 99.5 |
| | CSU | 1 | 0.2 | 0.2 | 99.7 |
| | Phone | 1 | 0.2 | 0.2 | 99.8 |
| | Phone GPS | 1 | 0.2 | 0.2 | 100.0 |
| | Total | 622 | 100.0 | 100.0 | |

**If you chose "Website", which website do you usually obtain information from?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 523 | 84.1 | 84.1 | 84.1 |
| | Google Maps | 39 | 6.3 | 6.3 | 90.4 |
| | RideTransfort | 60 | 9.6 | 9.6 | 100.0 |
| | Total | 622 | 100.0 | 100.0 | |

**When you complete a trip by a method other than public transit, what is the most common reason?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | I have other transportation options. | 280 | 47.1 | 47.1 | 47.1 |
| | Requires too many transfers to get to my destination. | 45 | 7.2 | 7.6 | 54.7 |
| | Bus does not arrive frequently enough. | 60 | 9.6 | 10.1 | 64.8 |
| | Buses take too long to get to where I am going. | 58 | 9.3 | 9.8 | 74.6 |
| | Bus does not go to or near my destination. | 72 | 11.6 | 12.1 | 86.7 |
| | I do not like to ride the bus. | 6 | 1.0 | 1.0 | 87.7 |
| | I am not comfortable riding the bus. | 5 | 0.8 | 0.8 | 88.6 |
| | I have family responsibilities (childcare / elder care) | 15 | 2.4 | 2.5 | 91.1 |
| | Other | 53 | 8.9 | 8.9 | 100.0 |

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | Total | 594 | 95.5 | 100.0 | |
| Missing | System | 28 | 4.5 | | |
| Total | | 622 | 100.0 | | |

**When you complete a trip by a method other than public transit, what is the most common reason? Other:**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 570 | 91.6 | 91.6 | 91.6 |
| | All | 1 | 0.2 | 0.2 | 92.0 |
| | Bus does not run late enough | 32 | | | |
| | Bus doesn't arrive on time | 1 | 0.2 | 0.2 | 97.3 |
| | Bus doesn't run early enough | 1 | 0.2 | 0.2 | 97.4 |
| | Bus doesn't run on weekends | 1 | 0.2 | 0.2 | 97.6 |
| | Buses don't run on Sunday | 1 | 0.2 | 0.2 | 97.7 |
| | Busy Ross | 1 | 0.2 | 0.2 | 97.9 |
| | Choice | 1 | 0.2 | 0.2 | 98.1 |
| | Commute to FOCO | 1 | 0.2 | 0.2 | 98.2 |
| | I like to walk | 1 | 0.2 | 0.2 | 98.6 |
| | I live in severance | 1 | 0.2 | 0.2 | 98.7 |
| | I only ride the bus | 1 | 0.2 | 0.2 | 98.9 |
| | No buses | 1 | 0.2 | 0.2 | 99.0 |
| | No Sunday/holiday routes | 1 | 0.2 | 0.2 | 99.2 |
| | Not convenient for many shopping needs | 1 | 0.2 | 0.2 | 99.4 |
| | Not enough parking | 1 | 0.2 | 0.2 | 99.5 |
| | Pay for parking | 1 | 0.2 | 0.2 | 99.7 |
| | Physical exercise | 1 | 0.2 | 0.2 | 99.8 |
| | Walk | 1 | 0.2 | 0.2 | 100.0 |
| | Total | 622 | 100.0 | 100.0 | |

### Please rate your satisfaction with the following: On-time performance

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 223 | 35.9 | 36.9 | 36.9 |
| | Satisfied | 246 | 39.5 | 40.7 | 77.5 |
| | Somewhat satisfied | 113 | 18.2 | 18.7 | 96.2 |
| | Dissatisfied | 20 | 3.2 | 3.3 | 99.5 |
| | No opinion | 3 | 0.5 | 0.5 | 100.0 |
| | Total | 605 | 97.3 | 100.0 | |
| Missing | System | 17 | 2.7 | | |
| Total | | 622 | 100.0 | | |

### Please rate your satisfaction with the following:  Ease of transfer between buses/routes

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 210 | 33.8 | 35.1 | 35.1 |
| | Satisfied | 200 | 32.2 | 33.4 | 68.6 |
| | Somewhat satisfied | 72 | 11.6 | 12.0 | 80.6 |
| | Dissatisfied | 18 | 2.9 | 3.0 | 83.6 |
| | No opinion | 98 | 15.8 | 16.4 | 100.0 |
| | Total | 598 | 96.1 | 100.0 | |
| Missing | System | 24 | 3.9 | | |
| Total | | 622 | 100.0 | | |

### Please rate your satisfaction with the following: Convenience

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 272 | 43.7 | 46.3 | 46.3 |
| | Satisfied | 218 | 35.0 | 37.1 | 83.3 |
| | Somewhat satisfied | 76 | 12.2 | 12.9 | 96.3 |
| | Dissatisfied | 17 | 2.7 | 2.9 | 99.1 |
| | No opinion | 5 | 0.8 | 0.9 | 100.0 |
| | Total | 588 | 94.5 | 100.0 | |
| Missing | System | 34 | 5.5 | | |
| Total | | 622 | 100.0 | | |

### Please rate your satisfaction with the following: Safe operation of bus

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 301 | 48.4 | 50.0 | 50.0 |
| | Satisfied | 236 | 37.9 | 39.2 | 89.2 |
| | Somewhat satisfied | 49 | 7.9 | 8.1 | 97.3 |
| | Dissatisfied | 11 | 1.8 | 1.8 | 99.2 |
| | No opinion | 5 | 0.8 | 0.8 | 100.0 |
| | Total | 602 | 96.8 | 100.0 | |
| Missing | System | 20 | 3.2 | | |
| Total | | 622 | 100.0 | | |

### Please rate your satisfaction with the following: Cleanliness/comfort of bus

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 256 | 41.2 | 42.6 | 42.6 |
| | Satisfied | 236 | 37.9 | 39.3 | 81.9 |
| | Somewhat satisfied | 85 | 13.7 | 14.1 | 96.0 |
| | Dissatisfied | 20 | 3.2 | 3.3 | 99.3 |
| | No opinion | 4 | 0.6 | 0.7 | 100.0 |
| | Total | 601 | 96.6 | 100.0 | |
| Missing | System | 21 | 3.4 | | |
| Total | | 622 | 100.0 | | |

### Please rate your satisfaction with the following: Location of bus stops

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 232 | 37.3 | 38.8 | 38.8 |
| | Satisfied | 229 | 36.8 | 38.3 | 77.1 |
| | Somewhat satisfied | 107 | 17.2 | 17.9 | 95.0 |
| | Dissatisfied | 24 | 3.9 | 4.0 | 99.0 |
| | No opinion | 6 | 1.0 | 1.0 | 100.0 |
| | Total | 598 | 96.1 | 100.0 | |
| Missing | System | 24 | 3.9 | | |
| Total | | 622 | 100.0 | | |

**Please rate your satisfaction with the following: Access to key destinations**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 234 | 37.6 | 39.6 | 39.6 |
| | Satisfied | 207 | 33.3 | 35.0 | 74.6 |
| | Somewhat satisfied | 110 | 17.7 | 18.6 | 93.2 |
| | Dissatisfied | 25 | 4.0 | 4.2 | 97.5 |
| | No opinion | 15 | 2.4 | 2.5 | 100.0 |
| | Total | 591 | 95.0 | 100.0 | |
| Missing | System | 31 | 5.0 | | |
| Total | | 622 | 100.0 | | |

**Please rate your satisfaction with the following: Hours of operation**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 208 | 33.4 | 35.1 | 35.1 |
| | Satisfied | 209 | 33.6 | 35.2 | 70.3 |
| | Somewhat satisfied | 116 | 18.6 | 19.6 | 89.9 |
| | Dissatisfied | 50 | 8.0 | 8.4 | 98.3 |
| | No opinion | 10 | 1.6 | 1.7 | 100.0 |
| | Total | 593 | 95.3 | 100.0 | |
| Missing | System | 29 | 4.7 | | |
| Total | | 622 | 100.0 | | |

**Please rate your satisfaction with the following: Frequency of service**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 214 | 34.4 | 36.0 | 36.0 |
| | Satisfied | 203 | 32.6 | 34.1 | 70.1 |
| | Somewhat satisfied | 118 | 19.0 | 19.8 | 89.9 |
| | Dissatisfied | 52 | 8.4 | 8.7 | 98.7 |
| | No opinion | 8 | 1.3 | 1.3 | 100.0 |
| | Total | 595 | 95.7 | 100.0 | |
| Missing | System | 27 | 4.3 | | |
| Total | | 622 | 100.0 | | |

**Please rate your satisfaction with the following: Visual appearance / branding**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 261 | 42.0 | 43.8 | 43.8 |
| | Satisfied | 237 | 38.1 | 39.8 | 83.6 |
| | Somewhat satisfied | 52 | 8.4 | 8.7 | 92.3 |
| | Dissatisfied | 6 | 1.0 | 1.0 | 93.3 |
| | No opinion | 40 | 6.4 | 6.7 | 100.0 |
| | Total | 596 | 95.8 | 100.0 | |
| Missing | System | 26 | 4.2 | | |
| Total | | 622 | 100.0 | | |

**Please rate your satisfaction with the following: Rider information (app, website, etc.)**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 229 | 36.8 | 38.6 | 38.6 |
| | Satisfied | 216 | 34.7 | 36.4 | 75.0 |
| | Somewhat satisfied | 69 | 11.1 | 11.6 | 86.7 |
| | Dissatisfied | 27 | 4.3 | 4.6 | 91.2 |
| | No opinion | 52 | 8.4 | 8.8 | 100.0 |
| | Total | 593 | 95.3 | 100.0 | |
| Missing | System | 29 | 4.7 | | |
| Total | | 622 | 100.0 | | |

**How many working motor vehicles are available to members of your household?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | None | 167 | 26.8 | 27.9 | 27.9 |
| | 1 | 177 | 28.5 | 29.5 | 57.4 |
| | 2 | 139 | 22.3 | 23.2 | 80.6 |
| | 3 | 80 | 12.9 | 13.4 | 94.0 |
| | 4 or more | 36 | 5.8 | 6.0 | 100.0 |
| | Total | 599 | 96.3 | 100.0 | |
| Missing | System | 23 | 3.7 | | |
| Total | | 622 | 100.0 | | |

## Do you have a valid driver license?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Yes | 419 | 67.4 | 70.9 | 70.9 |
| | No | 172 | 27.7 | 29.1 | 100.0 |
| | Total | 591 | 95.0 | 100.0 | |
| Missing | System | 31 | 5.0 | | |
| Total | | 622 | 100.0 | | |

## How do you identify?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Male | 302 | 48.6 | 48.6 | 48.6 |
| | Female | 277 | 44.5 | 44.5 | 93.1 |
| | Other | 8 | 1.3 | 1.3 | 94.4 |
| | Prefer not to answer | 35 | 5.6 | 5.6 | 100.0 |
| | Total | 622 | 100.0 | 100.0 | |

## Please indicate your age:

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Under 18 | 15 | 2.4 | 2.4 | 2.4 |
| | 18-25 | 224 | 36.0 | 36.0 | 38.4 |
| | 26-35 | 153 | 24.6 | 24.6 | 63.0 |
| | 36-45 | 77 | 12.4 | 12.4 | 75.4 |
| | 46-59 | 77 | 12.4 | 12.4 | 87.8 |
| | 60+ | 51 | 8.2 | 8.2 | 96.0 |
| | Prefer not to answer | 25 | 4.0 | 4.0 | 100.0 |
| | Total | 622 | 100.0 | 100.0 | |

## What is your race/ethnicity?

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Caucasian/White | 434 | 69.8 |
| | Black/African-American | 30 | 4.8 |
| | Asian | 39 | 6.3 |
| | Native Hawaiian/Pacific Islander | 2 | 0.3 |
| | Native American/Native Alaskan | 11 | 1.8 |
| | Hispanic/Latino | 70 | 11.3 |
| | Prefer not to answer | 42 | 6.8 |
| | Other | 3 | 0.2 |
| | Total | 622 | 100.0 |

## What is your race/ethnicity? Other:

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid |  | 619 | 99.5 | 99.5 | 99.5 |
|  | Arab | 1 | 0.2 | 0.2 | 99.7 |
|  | Danish | 1 | 0.2 | 0.2 | 99.8 |
|  | Persian | 1 | 0.2 | 0.2 | 100.0 |
|  | Total | 622 | 100.0 | 100.0 |  |

## Do you speak a language other than English at home?

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Yes (specify) | 102 | 16.4 | 17.6 | 17.6 |
|  | No | 476 | 76.5 | 82.4 | 100.0 |
|  | Total | 578 | 92.9 | 100.0 |  |
| Missing | System | 44 | 7.1 |  |  |
| Total |  | 622 | 100.0 |  |  |

## Do you speak a language other than English at home? Yes:

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid |  | 536 | 86.2 | 86.2 | 86.2 |
|  | Arabic | 2 | 0.3 | 0.3 | 86.5 |
|  | Arabic & Spanish | 1 | 0.2 | 0.2 | 86.7 |
|  | Arabic, French, German | 1 | 0.2 | 0.2 | 86.8 |
|  | ASL/Italian | 1 | 0.2 | 0.2 | 87.0 |
|  | Cantonese | 1 | 0.2 | 0.2 | 87.1 |
|  | Chinese | 3 | 0.5 | 0.5 | 87.6 |
|  | Creole, French, Arabic | 1 | 0.2 | 0.2 | 87.8 |
|  | Danish | 1 | 0.2 | 0.2 | 87.9 |
|  | Dutch | 1 | 0.2 | 0.2 | 88.1 |
|  | French | 5 | 0.8 | 0.8 | 88.9 |
|  | German | 2 | 0.3 | 0.3 | 89.2 |
|  | Hebrew | 1 | 0.2 | 0.2 | 89.4 |
|  | Italian | 1 | 0.2 | 0.2 | 89.5 |
|  | Japanese | 1 | 0.2 | 0.2 | 89.7 |
|  | Kannada | 2 | 0.3 | 0.3 | 90.0 |
|  | Lakota | 1 | 0.2 | 0.2 | 90.2 |
|  | Mandarin | 1 | 0.2 | 0.2 | 90.4 |
|  | Nepali | 1 | 0.2 | 0.2 | 90.5 |

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| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Persian | 1 | 0.2 | 0.2 | 90.7 |
| Polish | 1 | 0.2 | 0.2 | 90.8 |
| Portuguese | 3 | 0.5 | 0.5 | 91.3 |
| Russian | 1 | 0.2 | 0.2 | 91.5 |
| Sign Language | 1 | 0.2 | 0.2 | 91.6 |
| Spanish | 48 | 7.7 | 7.7 | 99.4 |
| Spanish, Italian | 1 | 0.2 | 0.2 | 99.5 |
| Urdu | 1 | 0.2 | 0.2 | 99.7 |
| Vietnamese | 2 | 0.3 | 0.3 | 100.0 |
| Total | 622 | 100.0 | 100.0 | |

## Do you speak English...?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very well/Native speaker | 567 | 91.2 | 96.1 | 96.1 |
| | Less than very well | 20 | 3.2 | 3.4 | 99.5 |
| | Not at all | 3 | 0.5 | 0.5 | 100.0 |
| | Total | 590 | 94.9 | 100.0 | |
| Missing | System | 32 | 5.1 | | |
| Total | | 622 | 100.0 | | |

## Please indicate your employment status:

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Employed full-time | 237 | 38.1 |
| | Employed part-time | 150 | 24.1 |
| | Student full-time | 169 | 27.2 |
| | Student part-time | 44 | 7.1 |
| | Not employed/seeking employment | 40 | 6.4 |
| | Work at home | 6 | 1.0 |
| | Retired | 29 | 4.7 |
| | Prefer not to answer | 55 | 8.8 |
| Total | | 622 | 100.0 |

**Are you CSU faculty or staff?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Yes | 97 | 15.6 | 20.1 | 20.1 |
| | No | 386 | 62.1 | 79.9 | 100.0 |
| | Total | 483 | 77.7 | 100.0 | |
| Missing | System | 139 | 22.3 | | |
| Total | | 622 | 100.0 | | |

**Are you a CSU student (full or part-time)?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Yes | 228 | 36.7 | 47.6 | 47.6 |
| | No | 251 | 40.4 | 52.4 | 100.0 |
| | Total | 479 | 77.0 | 100.0 | |
| Missing | System | 143 | 23.0 | | |
| Total | | 622 | 100.0 | | |

**What is your total household income per year?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Less than $10,000 | 100 | 16.1 | 16.1 | 16.1 |
| | $10,000 - $20,000 | 89 | 14.3 | 14.3 | 30.4 |
| | $20,001 - $30,000 | 62 | 10.0 | 10.0 | 40.4 |
| | $30,001 - $40,000 | 38 | 6.1 | 6.1 | 46.5 |
| | $40,001 - $50,000 | 45 | 7.2 | 7.2 | 53.7 |
| | $50,001 - $75,000 | 53 | 8.5 | 8.5 | 62.2 |
| | $75,001 - $100,000 | 40 | 6.4 | 6.4 | 68.6 |
| | $100,000 - $200,000 | 38 | 6.1 | 6.1 | 74.8 |
| | More than $200,000 | 10 | 1.6 | 1.6 | 76.4 |
| | Prefer not to answer | 147 | 23.6 | 23.6 | 100.0 |
| | Total | 622 | 100.0 | 100.0 | |

Appendix C
# Simple Frequencies – "Around the Horn"

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## Which route are you riding today?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | HORN | 313 | 100.0 | 100.0 | 100.0 |

## At what type of place did you begin this one-way trip?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Home | 131 | 41.9 | 41.9 | 41.9 |
| | Work | 18 | 5.8 | 5.8 | 47.6 |
| | Shopping | 3 | 1.0 | 1.0 | 48.6 |
| | University/College | 153 | 48.9 | 48.9 | 97.4 |
| | Other | 8 | 2.6 | 2.6 | 100.0 |
| | Total | 313 | 100.0 | 100.0 | |

## At what type of place did you begin this one-way trip? Other:

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 310 | 99.0 | 99.0 | 99.0 |
| | Student Parking | 1 | 0.3 | 0.3 | 99.4 |
| | Vet Hospital | 1 | 0.3 | 0.3 | 99.7 |
| | Veterinary Teaching Hospital Parking | 1 | 0.3 | 0.3 | 100.0 |
| | Total | 313 | 100.0 | 100.0 | |

## At what type of place will you end this one-way trip?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Home | 45 | 14.1 | 14.2 | 14.2 |
| | Work | 30 | 9.6 | 9.7 | 23.9 |
| | Doctor/Healthcare | 2 | 0.6 | 0.6 | 24.5 |
| | Daycare/School my child is attending | 2 | 0.6 | 0.6 | 25.2 |
| | University/College | 226 | 72.2 | 72.9 | 98.1 |
| | K-12 I'm attending | 2 | 0.6 | 0.6 | 98.7 |

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | Other | 3 | 1.3 | 1.3 | 100.0 |
| | Total | 310 | 99.0 | 100.0 | |
| Missing | System | 3 | 1.0 | | |
| Total | | 313 | 100.0 | | |

## How did you get to the bus stop where you boarded THIS bus?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Walked | 227 | 72.5 | 73.2 | 73.2 |
| | Bicycled | 4 | 1.3 | 1.3 | 74.5 |
| | Drove self | 63 | 20.1 | 20.3 | 94.8 |
| | Rode a bus | 7 | 2.2 | 2.3 | 97.1 |
| | Someone drove me | 4 | 1.3 | 1.3 | 98.4 |
| | Carpool/Vanpool | 2 | 0.6 | 0.6 | 99.0 |
| | Skateboard | 3 | 1.0 | 1.0 | 100.0 |
| | Total | 310 | 99.0 | 100.0 | |
| Missing | System | 3 | 1.0 | | |
| Total | | 313 | 100.0 | | |

## How will you get from the bus stop where you get off THIS bus to your final destination today?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Walk | 290 | 92.7 | 93.9 | 93.9 |
| | Bicycle | 1 | 0.3 | 0.3 | 94.2 |
| | Transfer to another bus | 4 | 1.3 | 1.3 | 95.5 |
| | Drive | 11 | 3.5 | 3.6 | 99.1 |
| | Carpool/Vanpool | 1 | 0.3 | 0.3 | 99.4 |
| | Skateboard | 2 | 0.6 | 0.6 | 100.0 |
| | Total | 309 | 98.7 | 100.0 | |
| Missing | System | 4 | 1.3 | | |
| Total | | 313 | 100.0 | | |

**What type of fare did you use to pay for this trip?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Single-ride Adult | 5 | 1.6 | 1.6 | 1.6 |
| | CSU RAM Card | 200 | 63.9 | 64.7 | 66.3 |
| | Adult annual pass paid with cash or credit | 8 | 2.6 | 2.6 | 68.9 |
| | Adult annual pass paid by employer | 1 | 0.3 | 0.3 | 69.3 |
| | Did not pay a fare | 95 | 30.4 | 30.7 | 100.0 |
| | Total | 309 | 98.7 | 100.0 | |
| Missing | System | 4 | 1.3 | | |
| Total | | 313 | 100.0 | | |

**If this one-way trip requires more than one bus route to complete, which routes will you ride? 1st route:**

| | | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Valid | | 261 | 83.4 | 83.4 |
| | 2 | 3 | 1.0 | 1.0 |
| | 3 | 2 | 0.6 | 0.6 |
| | 31 | 2 | 0.6 | 0.6 |
| | 32 | 1 | 0.3 | 0.3 |
| | 7 | 1 | 0.3 | 0.3 |
| | HORN | 35 | 11.2 | 11.2 |
| | Total | 313 | 100.0 | 100.0 |

**If this one-way trip requires more than one bus route to complete, which routes will you ride? 2nd route:**

| | | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Valid | | 299 | 95.5 | 95.5 |
| | 10 | 1 | 0.3 | 0.3 |
| | 2 | 1 | 0.3 | 0.3 |
| | 31 | 3 | 1.0 | 1.0 |
| | 7 | 1 | 0.3 | 0.3 |
| | HORN | 4 | 1.3 | 1.3 |
| | MAX | 2 | 0.6 | 0.6 |
| | Total | 313 | 100.0 | 100.0 |

**If this one-way trip requires more than one bus route to complete, which routes will you ride? 3rd route:**

| | | Frequency | Percent | Valid Percent |
|---|---|---|---|---|
| Valid | | 305 | 97.4 | 97.4 |
| | 3 | 2 | 0.6 | 0.6 |
| | 9 | 1 | 0.3 | 0.3 |
| | FLEX | 2 | 0.6 | 0.6 |
| | MAX | 1 | 0.3 | 0.3 |
| | Total | 313 | 100.0 | 100.0 |

**How many times will you get on a bus today to get to the following locations? Home:**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 115 | 36.7 | 36.7 | 36.7 |
| | 1 | 113 | 36.1 | 36.1 | 72.8 |
| | 2 | 73 | 23.3 | 23.3 | 96.2 |
| | 3 | 5 | 1.6 | 1.6 | 97.8 |
| | 4 | 4 | 1.3 | 1.3 | 99.0 |
| | 6 | 1 | 0.3 | 0.3 | 99.4 |
| | Total | 313 | 100.0 | 100.0 | |

**How many times will you get on a bus today to get to the following locations? Work:**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 238 | 76.0 | 76.0 | 76.0 |
| | 0 | 1 | 0.3 | 0.3 | 76.4 |
| | 1 | 48 | 15.3 | 15.3 | 91.7 |
| | 2 | 23 | 7.3 | 7.3 | 99.0 |
| | 3 | 1 | 0.3 | 0.3 | 99.4 |
| | 4 | 1 | 0.3 | 0.3 | 99.7 |
| | 6 | 1 | 0.3 | 0.3 | 100.0 |
| | Total | 313 | 100.0 | 100.0 | |

**How many times will you get on a bus today to get to the following locations? School:**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 98 | 31.3 | 31.3 | 31.3 |
| | 0 | 1 | 0.3 | 0.3 | 31.6 |
| | 1 | 104 | 33.2 | 33.2 | 64.9 |
| | 12 | 1 | 0.3 | 0.3 | 65.2 |
| | 2 | 93 | 29.4 | 29.4 | 94.6 |
| | 3 | 6 | 1.6 | 1.6 | 96.5 |
| | 4 | 6 | 1.9 | 1.9 | 98.4 |
| | 5 | 1 | 0.3 | 0.3 | 98.7 |
| | 6 | 1 | 0.3 | 0.3 | 99.0 |
| | 2 | 1 | 0.3 | 0.3 | 100.0 |
| | Total | 313 | 100.0 | 100.0 | |

**How many times will you get on a bus today to get to the following locations? Other:**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 312 | 99.7 | 99.7 | 99.7 |
| | 1 Shopping center | 1 | 0.3 | 0.3 | 100.0 |
| | Total | 313 | 100.0 | 100.0 | |

**Did you check the bus' arrival status using...?**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Website | 37 | 11.8 |
| | Phone call to Transfort | 2 | 0.6 |
| | Transfort App | 84 | 26.8 |
| | Driver/staff | 1 | 0.3 |
| | Text from cell phone | 51 | 16.3 |
| | Mobile internet (Smartphone) | 29 | 9.3 |
| | I did not check the arrival status | 111 | 35.5 |
| Total | | 313 | 100.0 |

**On average, how often do you ride the bus each week?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | One day | 4 | 1.3 | 1.3 | 1.3 |
| | Two days | 23 | 7.3 | 7.4 | 8.7 |
| | Three days | 28 | 8.9 | 9.1 | 17.8 |
| | Four days | 19 | 6.1 | 6.1 | 23.9 |
| | Five days | 181 | 57.8 | 58.6 | 82.5 |
| | Six days | 20 | 6.4 | 6.5 | 89.0 |
| | Seven days | 22 | 7.0 | 7.1 | 96.1 |
| | I don't ride every week | 12 | 3.8 | 3.9 | 100.0 |
| | Total | 309 | 98.7 | 100.0 | |
| Missing | System | 4 | 1.3 | | |
| Total | | 313 | 100.0 | | |

## How long have you been riding Transfort?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Less than 6 months | 104 | 33.2 | 33.7 | 33.7 |
| | Between 6 months and 1 year | 30 | 9.6 | 9.7 | 43.4 |
| | Between 1 and 2 years | 70 | 22.4 | 22.7 | 66.0 |
| | Between 2 and 4 years | 85 | 27.2 | 27.5 | 93.5 |
| | Between 4 and 6 years | 14 | 4.5 | 4.5 | 98.1 |
| | More than 6 years | 6 | 1.9 | 1.9 | 100.0 |
| | Total | 309 | 98.7 | 100.0 | |
| Missing | System | 4 | 1.3 | | |
| Total | | 313 | 100.0 | | |

## Which of the following would cause you to ride the bus more often?

| | | Frequency | Percent |
|---|---|---|---|
| Valid | If employer paid all or part of cost | 19 | 6.1 |
| | More frequent service | 103 | 32.9 |
| | Earlier morning service | 39 | 12.5 |
| | Later evening service | 113 | 36.1 |
| | More routes/destinations | 91 | 29.1 |
| | Assistance with trip planning | 7 | 2.2 |
| | Having someone to ride with | 15 | 4.8 |
| | Other | 9 | 2.9 |
| Total | | 313 | 100.0 |

## Which of the following would cause you to ride the bus more often? Other:

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 306 | 97.8 | 97.8 | 97.8 |
| | Bad weather | 1 | 0.3 | 0.3 | 98.1 |
| | Closer Stop | 1 | 0.3 | 0.3 | 98.4 |
| | Faster | 1 | 0.3 | 0.3 | 98.7 |
| | If bus was on time | 1 | 0.3 | 0.3 | 99.0 |

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| | | | | | |
|---|---|---|---|---|---|
| | If I could no longer drive | 1 | 0.3 | 0.3 | 99.4 |
| | Just used for school | 1 | 0.3 | 0.3 | 99.7 |
| | More snow | 1 | 0.3 | 0.3 | 100.0 |
| | Total | 313 | 100.0 | 100.0 | |

**How do you usually obtain information and/or prepare for your trip on Transfort?**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Website | 64 | 20.4 |
| | Email | 10 | 3.2 |
| | Radio | 1 | 0.3 |
| | Newspaper | 2 | 0.6 |
| | Printed schedule | 29 | 9.3 |
| | Mailer/flyer | 4 | 1.3 |
| | Signage at bus stop | 40 | 12.8 |
| | Sign on bus | 24 | 7.7 |
| | Word of mouth | 30 | 9.6 |
| | Saw bus on street | 21 | 6.7 |
| | Ride Transfort app | 127 | 40.6 |
| | Google Maps | 4 | 1.3 |
| | Transfort texts | 6 | 1.9 |
| | Other | 1 | 0.3 |
| Total | | 313 | 116.3 | 116.0 |

**How do you usually obtain information and/or prepare for your trip on Transfort? Other:**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | | 312 | 99.7 |
| | Phone GPS | 1 | 0.3 |
| | Total | 313 | 100.0 |

**If you chose "Website", which website do you usually obtain information from?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 273 | 87.2 | 87.2 | 87.2 |
| | CSU | 3 | 1.0 | 1.0 | 88.2 |
| | Google Maps | 13 | 4.2 | 4.2 | 92.3 |
| | Online Schedule | 1 | 0.3 | 0.3 | 92.7 |
| | Ramweb | 1 | 0.3 | 0.3 | 93.0 |
| | tracker | 1 | 0.3 | 0.3 | 93.3 |
| | transfort.com | 21 | 6.7 | 6.7 | 100.0 |
| | Total | 313 | 100.0 | 100.0 | |

**When you complete a trip by a method other than public transit, what is the most common reason?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | I have other transportation options. | 131 | 41.9 | 44.4 | 44.4 |
| | Requires too many transfers to get to my destination. | 32 | 10.2 | 10.8 | 55.3 |
| | Bus does not arrive frequently enough. | 22 | 7.0 | 7.5 | 62.7 |
| | Buses take too long to get to where I am going. | 35 | 11.2 | 11.9 | 74.6 |
| | Bus does not go to or near my destination. | 34 | 10.9 | 11.5 | 86.1 |
| | Bus does not run late enough | 26 | 8.3 | 8.8 | 94.9 |
| | I do not like to ride the bus. | 3 | 1.0 | 1.0 | 95.9 |
| | I am not comfortable riding the bus. | 1 | 0.3 | 0.3 | 96.3 |
| | I have family responsibilities (childcare / elder care) | 4 | 1.3 | 1.4 | 97.6 |
| | Other | 7 | 2.2 | 2.4 | 100.0 |
| | Total | 295 | 94.2 | 100.0 | |
| Missing | System | 18 | 5.8 | | |
| Total | | 313 | 100.0 | | |

### When you complete a trip by a method other than public transit, what is the most common reason? Other:

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid |  | 281 | 89.8 | 89.8 | 89.8 |
|  | Bus is always late | 1 | 0.3 | 0.3 | 98.4 |
|  | Hours of operation | 1 | 0.3 | 0.3 | 98.7 |
|  | No bus stops | 1 | 0.3 | 0.3 | 99.0 |
|  | Parking is an issue | 1 | 0.3 | 0.3 | 99.4 |
|  | Too many things to carry | 1 | 0.3 | 0.3 | 100.0 |
|  | Total | 313 | 100.0 | 100.0 |  |

### Please rate your satisfaction with the following: On-time performance

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 102 | 32.6 | 33.4 | 33.4 |
|  | Satisfied | 136 | 43.5 | 44.6 | 78.0 |
|  | Somewhat satisfied | 50 | 16.0 | 16.4 | 94.4 |
|  | Dissatisfied | 13 | 4.2 | 4.3 | 98.7 |
|  | No opinion | 4 | 1.3 | 1.3 | 100.0 |
|  | Total | 305 | 97.4 | 100.0 |  |
| Missing | System | 8 | 2.6 |  |  |
| Total |  | 313 | 100.0 |  |  |

### Please rate your satisfaction with the following: Ease of transfer between buses/routes

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 110 | 35.1 | 36.2 | 36.2 |
|  | Satisfied | 133 | 42.5 | 43.8 | 79.9 |
|  | Somewhat satisfied | 29 | 9.3 | 9.5 | 89.5 |
|  | Dissatisfied | 2 | 0.6 | 0.7 | 90.1 |
|  | No opinion | 30 | 9.6 | 9.9 | 100.0 |
|  | Total | 304 | 97.1 | 100.0 |  |
| Missing | System | 9 | 2.9 |  |  |
| Total |  | 313 | 100.0 |  |  |

### Please rate your satisfaction with the following: Convenience

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 151 | 48.2 | 49.3 | 49.3 |
| | Satisfied | 125 | 39.9 | 40.8 | 90.2 |
| | Somewhat satisfied | 24 | 7.7 | 7.8 | 98.0 |
| | Dissatisfied | 4 | 1.3 | 1.3 | 99.3 |
| | No opinion | 2 | 0.6 | 0.7 | 100.0 |
| | Total | 306 | 97.8 | 100.0 | |
| Missing | System | 7 | 2.2 | | |
| Total | | 313 | 100.0 | | |

### Please rate your satisfaction with the following: Safe operation of bus

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 180 | 57.5 | 59.0 | 59.0 |
| | Satisfied | 105 | 33.5 | 34.4 | 93.4 |
| | Somewhat satisfied | 16 | 5.1 | 5.2 | 98.7 |
| | No opinion | 4 | 1.3 | 1.3 | 100.0 |
| | Total | 305 | 97.4 | 100.0 | |
| Missing | System | 8 | 2.6 | | |
| Total | | 313 | 100.0 | | |

### Please rate your satisfaction with the following: Cleanliness/comfort of bus

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 178 | 56.9 | 58.2 | 58.2 |
| | Satisfied | 107 | 34.2 | 35.0 | 93.1 |
| | Somewhat satisfied | 18 | 5.8 | 5.9 | 99.0 |
| | Dissatisfied | 1 | 0.3 | 0.3 | 99.3 |
| | No opinion | 2 | 0.6 | 0.7 | 100.0 |
| | Total | 306 | 97.8 | 100.0 | |
| Missing | System | 7 | 2.2 | | |
| Total | | 313 | 100.0 | | |

### Please rate your satisfaction with the following: Location of bus stops

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 113 | 36.1 | 36.9 | 36.9 |
| | Satisfied | 136 | 43.5 | 44.4 | 81.4 |
| | Somewhat satisfied | 45 | 14.4 | 14.7 | 96.1 |
| | Dissatisfied | 8 | 2.6 | 2.6 | 98.7 |
| | No opinion | 4 | 1.3 | 1.3 | 100.0 |
| | Total | 306 | 97.8 | 100.0 | |
| Missing | System | 7 | 2.2 | | |
| Total | | 313 | 100.0 | | |

### Please rate your satisfaction with the following: Access to key destinations

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 119 | 38.0 | 39.1 | 39.1 |
| | Satisfied | 138 | 44.1 | 45.4 | 84.5 |
| | Somewhat satisfied | 38 | 12.1 | 12.5 | 97.0 |
| | Dissatisfied | 4 | 1.3 | 1.3 | 98.4 |
| | No opinion | 5 | 1.6 | 1.6 | 100.0 |
| | Total | 304 | 97.1 | 100.0 | |
| Missing | System | 9 | 2.9 | | |
| Total | | 313 | 100.0 | | |

### Please rate your satisfaction with the following: Hours of operation

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 91 | 29.1 | 29.9 | 29.9 |
| | Satisfied | 104 | 33.2 | 34.2 | 64.1 |
| | Somewhat satisfied | 81 | 25.9 | 26.6 | 90.8 |
| | Dissatisfied | 22 | 7.0 | 7.2 | 98.0 |
| | No opinion | 6 | 1.9 | 2.0 | 100.0 |
| | Total | 304 | 97.1 | 100.0 | |
| Missing | System | 9 | 2.9 | | |
| Total | | 313 | 100.0 | | |

**Please rate your satisfaction with the following:  Frequency of service**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 120 | 38.3 | 39.3 | 39.3 |
| | Satisfied | 120 | 38.3 | 39.3 | 78.7 |
| | Somewhat satisfied | 55 | 17.6 | 18.0 | 96.7 |
| | Dissatisfied | 6 | 1.9 | 2.0 | 98.7 |
| | No opinion | 4 | 1.3 | 1.3 | 100.0 |
| | Total | 305 | 97.4 | 100.0 | |
| Missing | System | 8 | 2.6 | | |
| Total | | 313 | 100.0 | | |

**Please rate your satisfaction with the following: Visual appearance / branding**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 150 | 47.9 | 49.3 | 49.3 |
| | Satisfied | 127 | 40.6 | 41.8 | 91.1 |
| | Somewhat satisfied | 18 | 5.8 | 5.9 | 97.0 |
| | Dissatisfied | 1 | 0.3 | 0.3 | 97.4 |
| | No opinion | 8 | 2.6 | 2.6 | 100.0 |
| | Total | 304 | 97.1 | 100.0 | |
| Missing | System | 9 | 2.9 | | |
| Total | | 313 | 100.0 | | |

**Please rate your satisfaction with the following:  Rider information (app, website, etc.)**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very satisfied | 127 | 40.6 | 41.8 | 41.8 |
| | Satisfied | 116 | 37.1 | 38.2 | 79.9 |
| | Somewhat satisfied | 40 | 12.8 | 13.2 | 93.1 |
| | Dissatisfied | 10 | 3.2 | 3.3 | 96.4 |
| | No opinion | 11 | 3.5 | 3.6 | 100.0 |
| | Total | 304 | 97.1 | 100.0 | |
| Missing | System | 9 | 2.9 | | |
| Total | | 313 | 100.0 | | |

## How many working motor vehicles are available to members of your household?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | None | 40 | 12.8 | 13.3 | 13.3 |
| | 1 | 106 | 33.9 | 35.3 | 48.7 |
| | 2 | 76 | 24.3 | 25.3 | 74.0 |
| | 3 | 44 | 14.1 | 14.7 | 88.7 |
| | 4 or more | 34 | 10.9 | 11.3 | 100.0 |
| | Total | 300 | 95.8 | 100.0 | |
| Missing | System | 13 | 4.2 | | |
| Total | | 313 | 100.0 | | |

## Do you have a valid driver's license?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Yes | 279 | 89.1 | 92.1 | 92.1 |
| | No | 24 | 7.7 | 7.9 | 100.0 |
| | Total | 303 | 96.8 | 100.0 | |
| Missing | System | 10 | 3.2 | | |
| Total | | 313 | 100.0 | | |

## How do you identify?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Male | 98 | 31.3 | 31.3 | 31.3 |
| | Female | 194 | 62.0 | 62.0 | 93.3 |
| | Other | 1 | 0.3 | 0.3 | 93.6 |
| | Prefer not to answer | 20 | 6.4 | 6.4 | 100.0 |
| | Total | 313 | 100.0 | 100.0 | |

## Please indicate your age:

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Under 18 | 2 | 0.6 | 0.6 | 0.6 |
| | 18-25 | 252 | 80.5 | 80.5 | 81.2 |
| | 26-35 | 32 | 10.2 | 10.2 | 91.4 |
| | 36-45 | 7 | 2.2 | 2.2 | 93.6 |
| | 46-59 | 3 | 1.0 | 1.0 | 94.6 |
| | 60+ | 4 | 1.3 | 1.3 | 95.8 |
| | Prefer not to answer | 13 | 4.2 | 4.2 | 100.0 |
| | Total | 313 | 100.0 | 100.0 | |

## What is your race/ethnicity?

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Caucasian/White | 213 | 68.1 |
| | Black/African-American | 17 | 5.4 |
| | Asian | 31 | 9.9 |
| | Native Hawaiian/Pacific Islander | 4 | 1.3 |
| | Native American/Native Alaskan | 5 | 1.6 |
| | Hispanic/Latino | 37 | 11.8 |
| | Prefer not to answer | 23 | 7.3 |
| | Other | 2 | 0.6 |
| | Total | 313 | 106.0* |

## What is your race/ethnicity? Other:

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | Jewish | 1 | 0.3 | 0.3 | 99.0 |
| | Middle Eastern | 1 | 0.3 | 0.3 | 99.4 |
| | Total | 313 | 100.0 | 100.0 | |

**Do you speak a language other than English at home?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Yes | 63 | 20.1 | 21.5 | 21.5 |
| | No | 230 | 73.5 | 78.5 | 100.0 |
| | Total | 293 | 93.6 | 100.0 | |
| Missing | System | 20 | 6.4 | | |
| Total | | 313 | 100.0 | | |

**Do you speak a language other than English at home? Yes:**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 262 | 83.7 | 83.7 | 83.7 |
| | Arabic | 6 | 1.9 | 1.9 | 85.6 |
| | ASL | 2 | 0.6 | 0.6 | 86.3 |
| | Chinese | 4 | 1.3 | 1.3 | 87.5 |
| | German | 3 | 0.6 | 0.6 | 88.2 |
| | Hebrew | 1 | 0.3 | 0.3 | 88.8 |
| | Hindi | 2 | 0.6 | 0.6 | 89.5 |
| | Indian | 1 | 0.3 | 0.3 | 89.8 |
| | Indonesian | 1 | 0.3 | 0.3 | 90.1 |
| | Italian | 1 | 0.3 | 0.3 | 90.4 |
| | Khmer | 1 | 0.3 | 0.3 | 90.7 |
| | Mandarin | 1 | 0.3 | 0.3 | 91.1 |
| | Mandlu | 1 | 0.3 | 0.3 | 91.4 |
| | Marshalese | 1 | 0.3 | 0.3 | 91.7 |
| | Nepali | 2 | 0.6 | 0.6 | 92.3 |
| | Pashto | 1 | 0.3 | 0.3 | 92.7 |
| | Portuguese | 1 | 0.3 | 0.3 | 93.0 |
| | Russian | 1 | 0.3 | 0.3 | 93.3 |
| | Spanish | 19 | 5.8 | 5.8 | 99.0 |
| | Telgun | 1 | 0.3 | 0.3 | 99.4 |
| | Vietnamese | 2 | 0.6 | 0.6 | 100.0 |
| | Total | 313 | 100.0 | 100.0 | |

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### Do you speak English...?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Very well/Native Speaker | 286 | 91.4 | 96.0 | 96.0 |
| | Less than very well | 11 | 3.5 | 3.7 | 99.7 |
| | Not at all | 1 | 0.3 | 0.3 | 100.0 |
| | Total | 298 | 95.2 | 100.0 | |
| Missing | System | 15 | 4.8 | | |
| Total | | 313 | 100.0 | | |

### Please indicate your employment status:

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Employed full-time | 31 | 9.9 |
| | Employed part-time | 120 | 38.3 |
| | Student full-time | 175 | 55.9 |
| | Student part-time | 24 | 7.7 |
| | Not employed/seeking employment | 15 | 4.8 |
| | Work at home | 2 | 0.6 |
| | Prefer not to answer | 25 | 8.0 |
| Total | | 313 | 100.0 |

### Are you CSU faculty or staff?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Yes | 53 | 16.9 | 20.0 | 20.0 |
| | No | 212 | 67.7 | 80.0 | 100.0 |
| | Total | 265 | 84.7 | 100.0 | |
| Missing | System | 48 | 15.3 | | |
| Total | | 313 | 100.0 | | |

**Are you a CSU student (full or part-time)?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Yes | 254 | 81.2 | 93.4 | 93.4 |
| | No | 18 | 5.8 | 6.6 | 100.0 |
| | Total | 272 | 86.9 | 100.0 | |
| Missing | System | 41 | 13.1 | | |
| Total | | 313 | 100.0 | | |

**What is your total household income per year?**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Less than $10,000 | 69 | 22.0 | 22.0 | 22.0 |
| | $10,000 - $20,000 | 34 | 10.9 | 10.9 | 32.9 |
| | $20,001 - $30,000 | 29 | 9.3 | 9.3 | 42.2 |
| | $30,001 - $40,000 | 8 | 2.6 | 2.6 | 44.7 |
| | $40,001 - $50,000 | 10 | 3.2 | 3.2 | 47.9 |
| | $50,001 - $75,000 | 18 | 5.8 | 5.8 | 53.7 |
| | $75,001 - $100,000 | 14 | 4.5 | 4.5 | 58.1 |
| | $100,000 - $200,000 | 13 | 4.2 | 4.2 | 62.3 |
| | More than $200,000 | 8 | 2.6 | 2.6 | 64.9 |
| | Prefer not to answer | 110 | 35.1 | 35.1 | 100.0 |
| | Total | 313 | 100.0 | 100.0 | |