



# Survey of Valley Transit Riders

## 2014

A project of:



In collaboration  
with:



# Table of Contents

---

**Contents**

Table of Contents..... 1

Table of Figures..... 4

Introduction ..... 6

    Survey Instrument..... 7

    Sample Design..... 7

    Surveyor Training..... 7

    Survey Method..... 8

Rider Profile – How riders use Valley Transit..... 9

    How long riders have been using VT..... 10

    Number of days each week VT is used ..... 11

    Frequency of using Valley Transit by duration of using it..... 12

    Trip purpose and use of Valley Transit ..... 13

    Time of day usage ..... 14

    Proximity of the bus stop..... 16

    If Valley Transit were not available..... 17

    Fare payment ..... 18

    Income and fare media used ..... 19

Customer Satisfaction: Service Ratings..... 20

    Service ratings..... 21

    Variation in service ratings by frequency of riding Valley Transit ..... 22

    Variation in service ratings with income..... 24

Sources of Information ..... 25

    Information sources..... 26

    How information sources vary among age groups ..... 27

    Mobile phones ..... 29

    Smartphones and text-capable phones, by age ..... 30

Demographic Characteristics ..... 31  
    Employment..... 32  
    Transit dependency ..... 33  
    Rider demographics ..... 34  
    Rider demographics (continued) ..... 36  
Appendix A: Questionnaire ..... 37

## Table of Figures

---

Figure 1 How long riders have been using Valley Transit .....	10
Figure 2 Number of days each week Valley Transit is used .....	11
Figure 3 Frequency of using Valley Transit by duration of using it.....	12
Figure 4 Trip purpose and use of Valley Transit .....	13
Figure 5 Time of day usage .....	14
Figure 6 Proximity of the bus stop .....	16
Figure 7 If Valley Transit were not available.....	17
Figure 8 Fare payment .....	18
Figure 9 Income and fare media used .....	19
Figure 10 Service ratings .....	21
Figure 11 Variation in service ratings by frequency of riding Valley Transit .....	22
Figure 12 Variation in service ratings with income.....	24
Figure 13 Information sources.....	26
Figure 14 How information sources vary among age groups.....	27
Figure 15 Mobile phones .....	29
Figure 16 Smartphones and text-capable phones, by age.....	30
Figure 17 Employment.....	32
Figure 18 Transit dependency.....	33
Figure 19 Rider demographics .....	34
Figure 20 Household income of riders who are not students and who are 18 or older .....	35
Figure 21 Estimated levels of poverty income among Valley Transit riders.....	35
Figure 22 Rider demographics (continued) .....	36

# Introduction

---

## ***Survey Instrument***

The survey asked for information from Valley Transit (VT) passengers regarding travel patterns, transit trip frequency, characteristics, and demographics. The survey instrument is in the Appendix. Spanish and Hmong translations of the survey were not created due to the low number of Spanish and Hmong language speakers who do not speak English among Valley Transit riders. The team was prepared to make the survey available in accessible formats that meet the requirements of the U.S. Department of Transportation Limited English Proficiency Guidelines and the Americans with Disabilities Act.

The survey document was printed on card-stock paper so that riders could complete it without a hard surface to write on. Pencils were provided for rider convenience and to eliminate any potential bias. Surveyors were available to read the questions to the passengers upon request.

## ***Sample Design***

Valley Transit has 18 bus routes. The purpose of the survey was to gather information from fixed route riders so that Valley Transit can better meet their needs in the future, and ultimately increase the number of riders who utilize the bus service. Therefore, a two-tier sample design was planned. The number of people riding Valley Transit was based on average daily ridership in 2013. Valley Transit provided monthly boardings for each route which divided by the appropriate number of weekdays per month to provide an estimate of daily boardings. Because most riders make a round trip within a day, the number of unique riders was estimated by dividing the number of boardings by two. The sample size needed for a confidence interval of +/- 7.5% was 1,040, but distributed in proportion to route ridership. The route-level sample was large enough for a valid sample in every case except for Routes 9 and 16. Therefore, an alternative methodology was developed. To sample passenger needs for Route 9, surveys were distributed at Eagle Flats apartment community (this is where the majority of Route 9 passengers board and alight). Drivers were asked to distribute surveys on Route 16 after the trained surveyors began to receive diminishing returns when they encountered the same riders day after day.

## ***Surveyor Training***

Students from the University of Wisconsin at Oshkosh, Business Success Center were hired to conduct the survey. The consultant team set up the administrative arrangements and record-keeping systems for the rider surveys. The on-site supervisor closely supervised all surveyors.

RLS staff conducted a training session for the surveyors prior to placing them at their sites. All surveyors were trained by an RLS staff member to respond to questions about the questionnaire, the importance of providing assistance to respondents, how to keep records of route times, and other matters. Completed surveys were checked at the end of each shift by the on-site supervisor to identify any problems with the distribution and completion of the questionnaire.

Valley Transit notified bus drivers about the dates and locations when the survey would be conducted and the purpose of the survey. The team requested permission from Valley Transit for the surveyors to wear identification badges so that passengers would understand that the survey was officially approved.



## ***Survey Method***

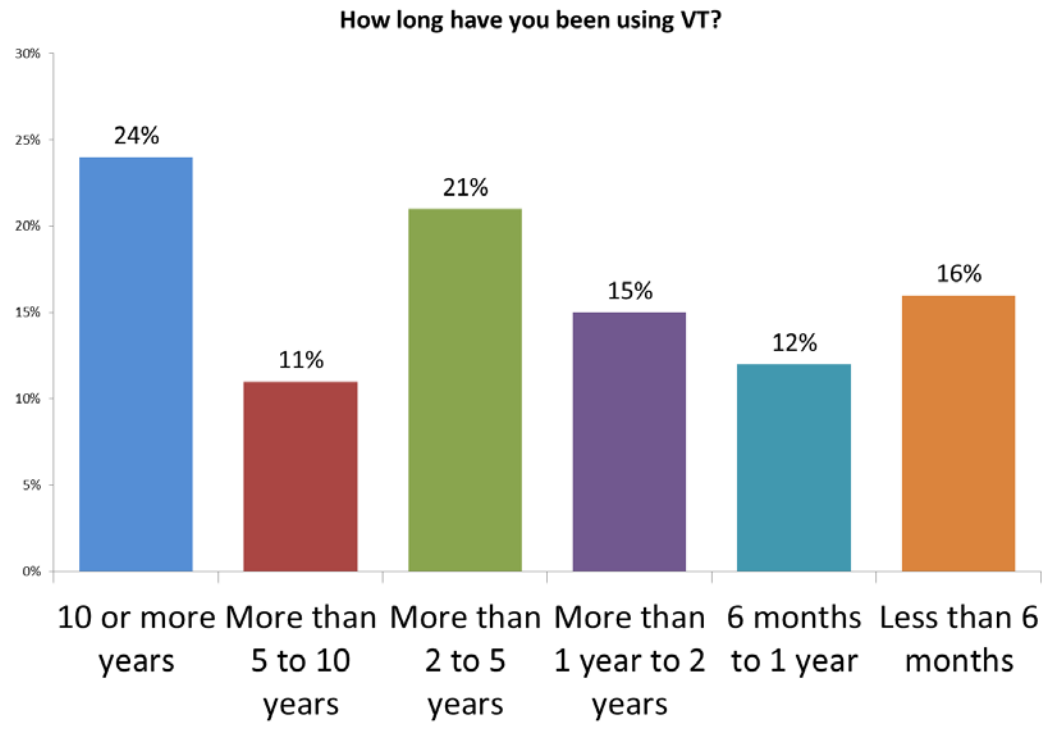
The regular survey effort started on Monday, January 27, 2014 and ended on Tuesday, February 4, 2014. Surveys were collected during Valley Transit hours of operation on weekdays and over the weekend. Surveys were conducted on-board buses. Surveyors rode the Valley Transit vehicles and asked each passenger who boarded if he or she would like to complete a survey. Riders were told that a monthly pass would be given to a survey respondent drawn at random who provided contact information (in fact, three such passes were distributed by Valley Transit). Riders were asked to complete only one survey, even if they were asked on more than one occasion. Riders returned the completed survey to the surveyor before disembarking the vehicle.

Careful records were kept of the route numbers and time of day for each survey completed. The route number and block of time was recorded on each individual survey and also on pre-marked envelopes. Completed surveys were filed into the envelopes pre-marked with blocks of time and location where the survey was collected in order to insure accurate identification of the route where the survey was conducted.

## **Rider Profile – How riders use Valley Transit**

---

***Figure 1 How long riders have been using Valley Transit***

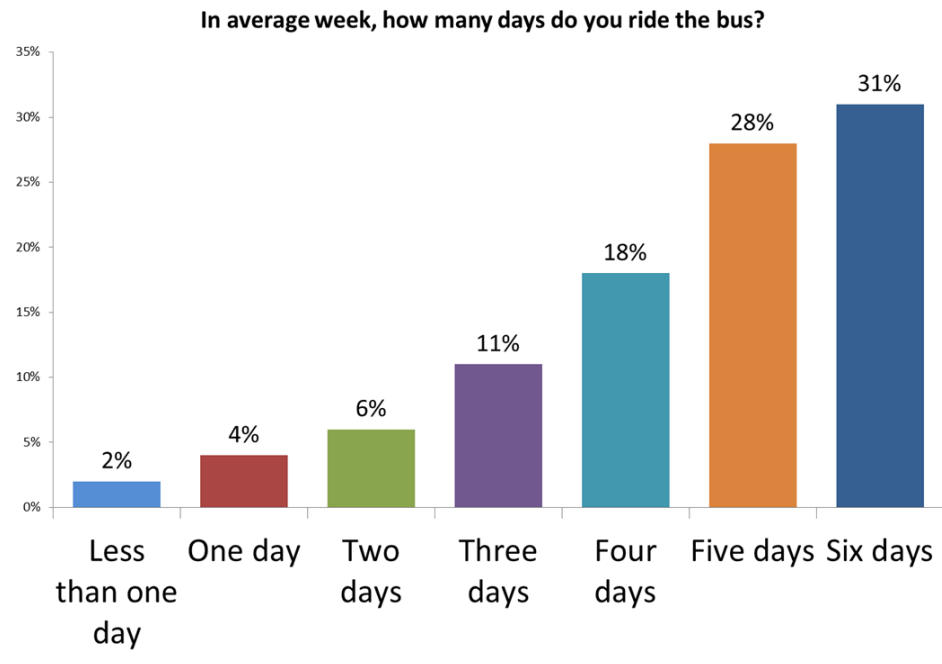


***How long riders have been using Valley Transit***

Many Valley Transit riders are fairly long-term customers: 35% have ridden for five or more years. However, like most transit systems in the United States, Valley Transit experiences substantial turnover of customers annually: 28% have been riding for one year or less, and a total of 43% for two years or less.

This turnover rate has significant marketing implications. With substantial turnover among customers comes a need to provide a continual flow of information so that people know more about the system than only the service on the route and at the time of day they use the system initially. In addition, it suggests that one effective ridership growth strategy may be to develop rider retention strategies. Obviously, if 28% of riders have begun riding only in the past year, and ridership has not grown by 28%, then a substantial proportion of riders have ceased riding in the past year. Retaining a larger proportion of them would augment growth.

***Figure 2 Number of days each week Valley Transit is used***



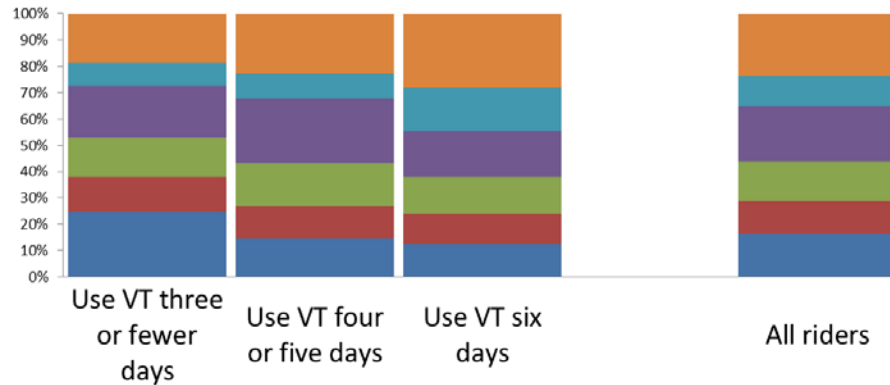
***Number of days each week Valley Transit is used***

Valley Transit is heavily used by its riders: 59% ride five or six days a week. For purposes of further analysis we will group the riders into three sets:

- 31% who use Valley Transit six days a week
- 46% who use it four or five days a week
- 23% who use it three or fewer days

***Figure 3 Frequency of using Valley Transit by duration of using it***

**Q2 Weekly frequency of using VT, by Q1 duration of using it**



	How long have you been using VT?			
10 or more years	19%	23%	28%	24%
More than 5 to 10 years	9%	9%	17%	12%
More than 2 to 5 years	19%	24%	17%	21%
More than 1 year to 2 years	15%	16%	14%	15%
6 months to 1 year	13%	12%	12%	12%
Less than 6 months	25%	15%	13%	16%

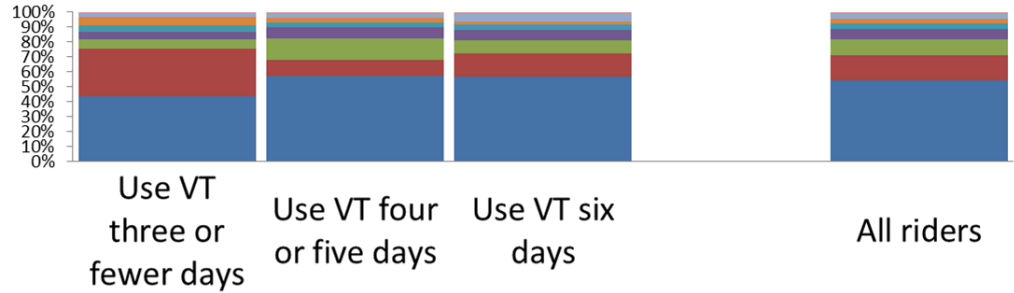
***Frequency of using Valley Transit by duration of using it***

Compared to less frequent riders, those riders who use Valley Transit most intensively (6 days a week) are somewhat more likely to be long-term riders. For example, while a total of 45% of the six day riders have used Valley Transit for five or more years, fewer, 31%, of the four or five day riders have used it that long, and only 28% of those who use it three or fewer days have used it that long.

In other words, your most intensive users are also your long-term users. This is not unusual. The reason is that there is a tendency for those who continue to use public transit for many, many years, to do so because they are less socially mobile, have lower incomes, and depend solely on public transportation for mobility.

***Figure 4 Trip purpose and use of Valley Transit***

**Q5 Trip purpose, by Q2 frequency of using VT**



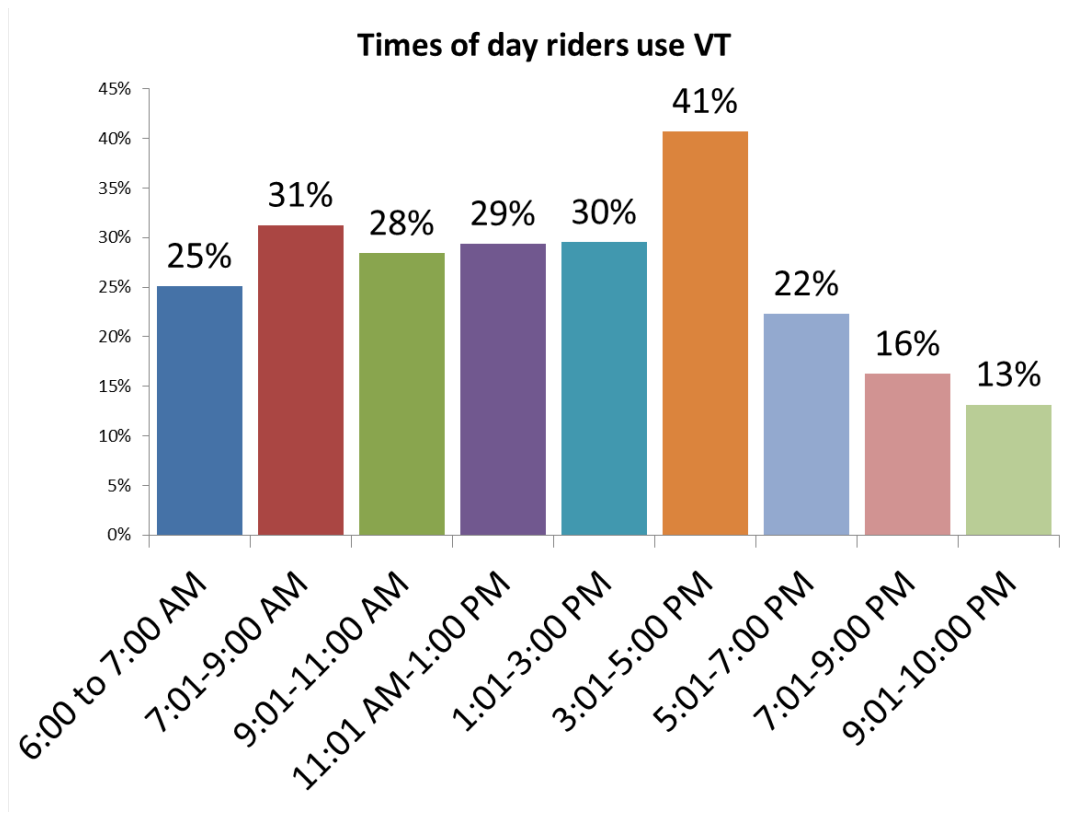
	Main purpose of your trip			
Primary school	1%	2%	2%	1%
College	2%	3%	5%	3%
Medical	6%	3%	2%	3%
Recreation-Visit	5%	3%	3%	4%
Social Service	5%	7%	7%	6%
Middle-High school	6%	15%	9%	11%
Shopping	31%	11%	15%	17%
Work	44%	57%	57%	54%

***Trip purpose and use of Valley Transit***

Most riders (54%) use Valley Transit to get to work. Another 15% use Valley Transit to get to school or college. Thus, a total of more than two thirds of riders (69%) are either getting to work or are involved in preparation for work later in life. Many others are going shopping (17%). Thus, the vast majority of trips have positive economic impact on the community.

Those who use Valley Transit less often than others, three or fewer days, are more likely than others (31%) to be using the service for shopping, while those who use Valley Transit four or more days a week are less likely to use it for shopping and (11% and 15% respectively), and more likely to use it to get to work (57%).

***Figure 5 Time of day usage***

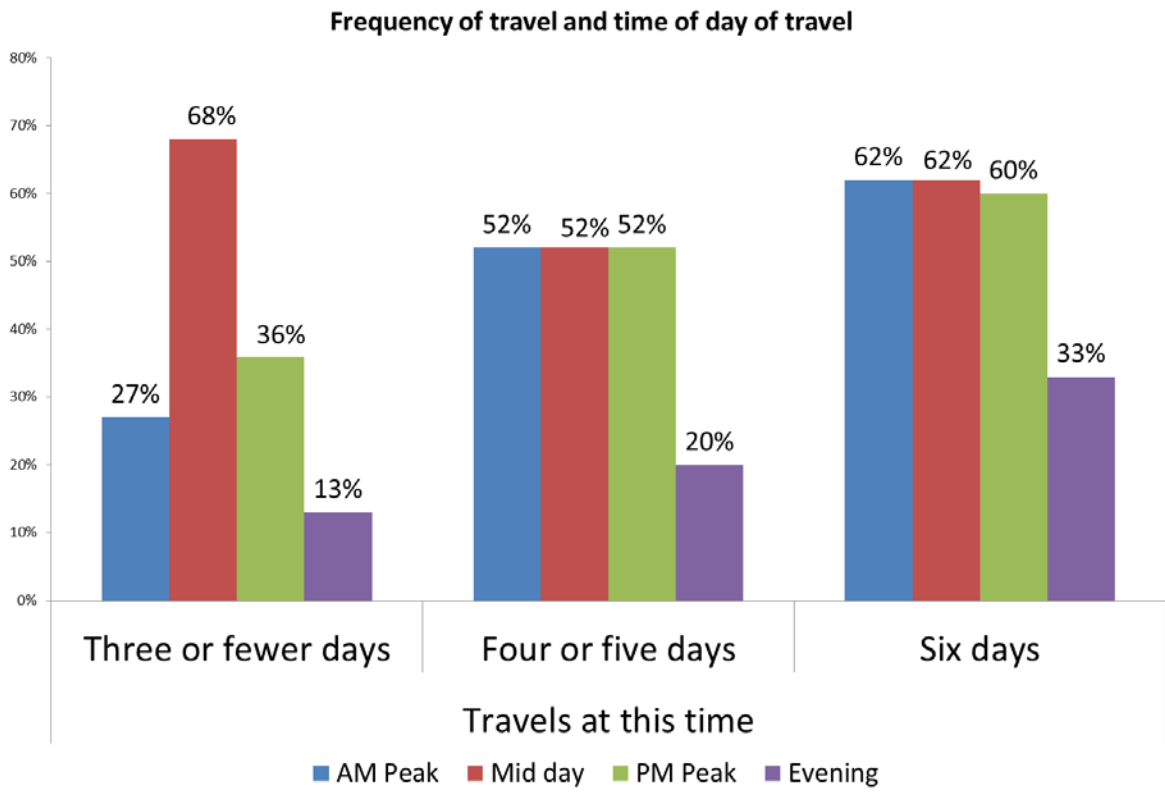


***Time of day usage***

Use of Valley Transit is surprisingly consistent from 6 AM to 3 PM, with a maximum range of variation of only 6% of riders who say they use Valley Transit during the two hour blocks shown in the chart above. However, between the hours of 3 o'clock and 5:00 PM, 41% say they use it regularly. After 5 PM, ridership falls off rapidly.

This finding would appear to indicate that while people begin their work day at various times, most end the workday and return home between three and 5 o'clock.

***Figure 6 Time of day of travel by frequency of travel***



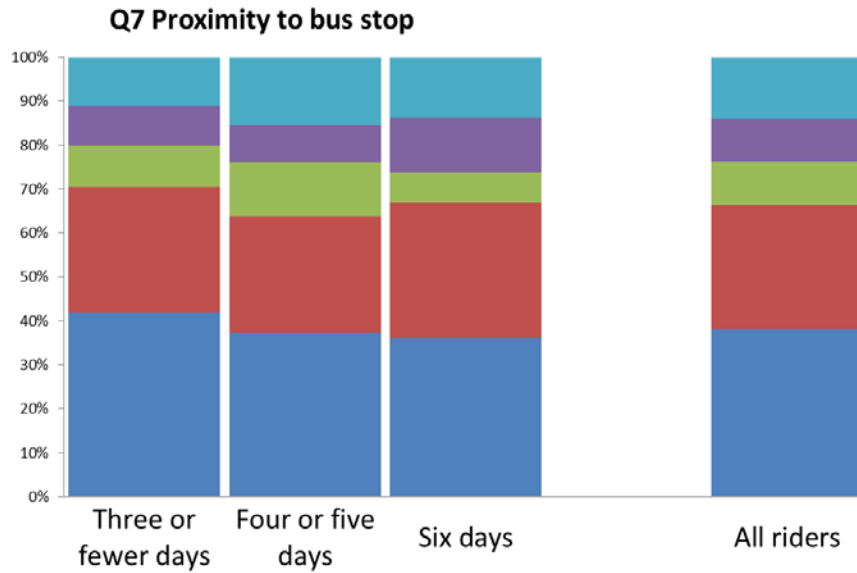
***Time of day of travel by frequency of travel***

Those who use Valley Transit four or more days a week are quite similar in the times of day in which they travel, the only significant difference being that the six day riders are much more likely (33% compared to 20%) to ride in the evening as well as at other times of day.

The primary distinctive pattern is among the least frequent riders who use Valley Transit three or fewer days a week. They are much more likely than others (68% compared to 36% or less) to travel mid-day.



***Figure 7 Proximity of the bus stop***



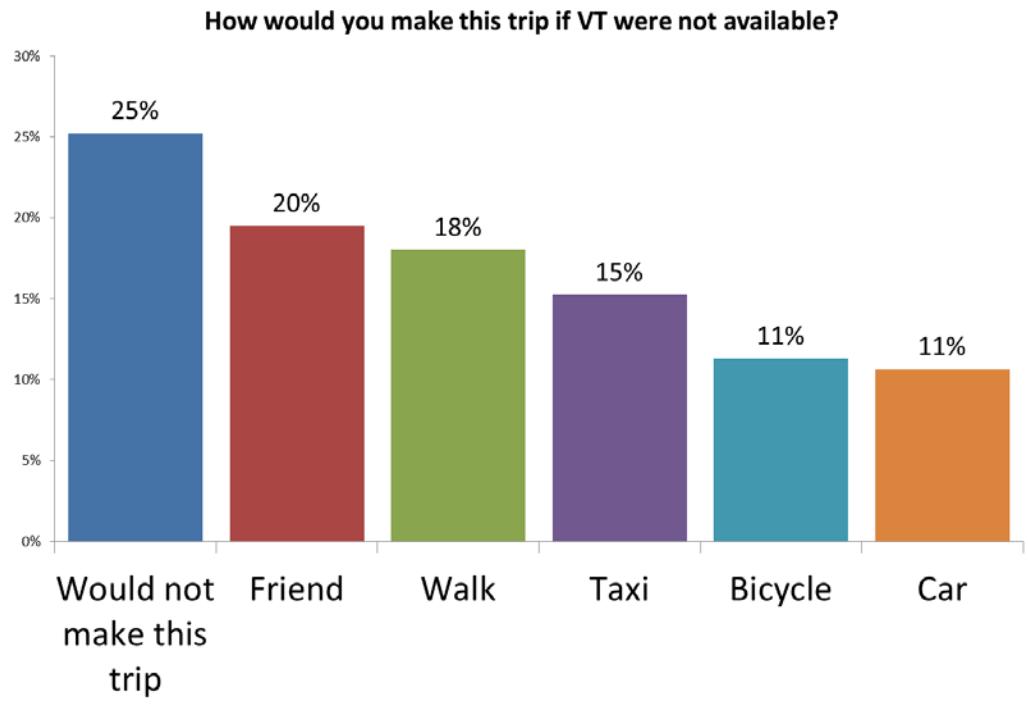
	How far did you come to get to the bus stop for this bus?			
■ Transferred from another bus route	11%	15%	14%	14%
■ 5 blocks	9%	8%	12%	10%
■ 3-4 blocks	9%	12%	7%	10%
■ 1-2 blocks	28%	26%	31%	28%
■ < 1 block	42%	37%	36%	38%

***Proximity of the bus stop***

Most riders, 66%, came one or two blocks to get to the bus stop they used on the day of the survey, while another 20% came from three to five blocks. Fourteen percent (14%) transferred from another bus – quite a low rate of transferring compared to larger systems in which transfer rates of 40% or more are common.

A relatively small number of people walked three or four blocks (10%) or even five blocks (10%). Those who ride most intensively, six days a week, were slightly more likely than others to walk as much as five blocks (12%).

**Figure 8 If Valley Transit were not available**



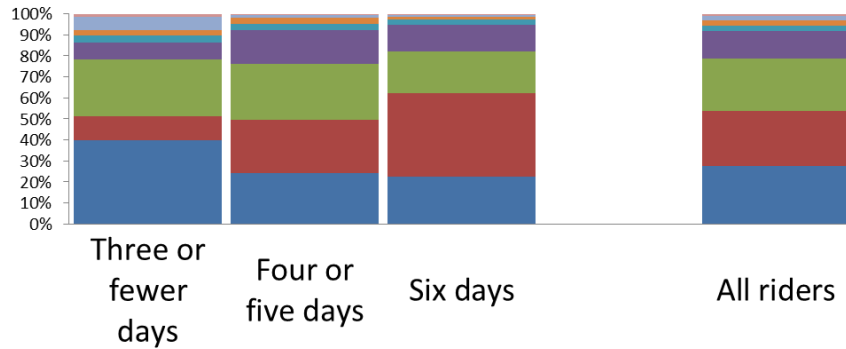
***If Valley Transit were not available***

If Valley Transit were unavailable, one fourth of riders (25%) said they would not have made the trip at all. However, the balance, 75%, said they would have found another mode, most often (20%) having a friend take them. However, 18% indicated they would walk, 15% said they would take a taxi, and 11% said they would bicycle.

Only 11% said they would drive. The reason that so few said they would drive is that very few have a vehicle. Thus, for the most part Valley Transit is serving a fundamental need for transportation, and if it were lacking, lack of its service would present a major problem for the existing ridership.

***Figure 9 Fare payment***

**Q9 How did you pay your fare on this bus today?**



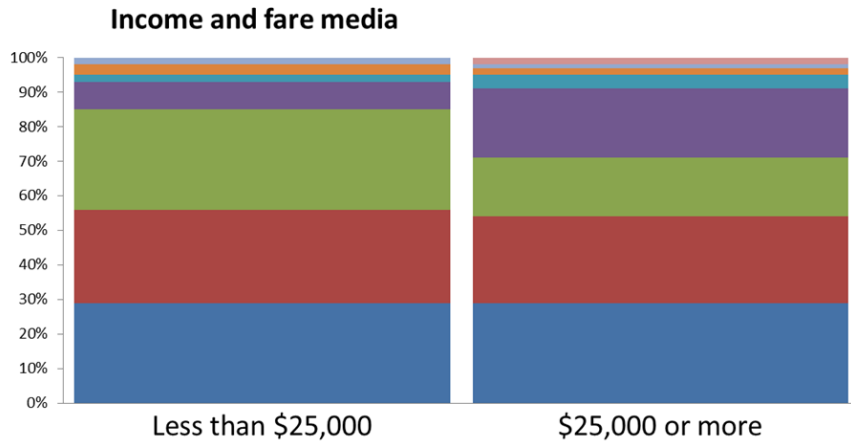
	How will you pay your fare on this bus today?			
	Three or fewer days	Four or five days	Six days	All riders
Free ride ticket	2%	1%	1%	1%
Single ride ticket	6%	1%	1%	2%
Transferred from other bus	2%	3%	1%	2%
Day pass	3%	3%	2%	3%
AASD Student ID	8%	16%	13%	13%
10 ride ticket	27%	27%	20%	25%
30 day pass	11%	25%	40%	26%
Cash	40%	24%	22%	27%

***Fare payment***

Most riders pay the fare with cash (27%) or a thirty day pass (26%) or a ten ride ticket (25%), while another 13% use an AASD Student ID.

As one would expect, the six-day-per-week riders are the most likely to use a thirty day pass (40%). The least frequent riders, as one would expect, are least likely (11%) to use a thirty day pass and most likely to use cash.

**Figure 10 Income and fare media used**



Free ride ticket	0%	2%
Single ride ticket	2%	1%
Day pass	3%	2%
Transferred from another bus	2%	4%
AASD Student ID	8%	20%
30 day pass	29%	17%
10 ride ticket	27%	25%
Cash	29%	29%

**Income and fare media used**

Among riders in most transit systems other than Valley Transit, there is a tendency for lower income riders to be less likely to use a prepaid transit pass in spite of the per-trip discounting such a pass provides. The reason is that generally they lack sufficient funds to commit a substantial sum of income to a single purpose for a period as long as a month.

That relationship does not prevail among Valley Transit riders. In fact more riders (28%) with household incomes of less than \$35,000 annually than those with incomes of \$35,000 or more (17%) use a thirty

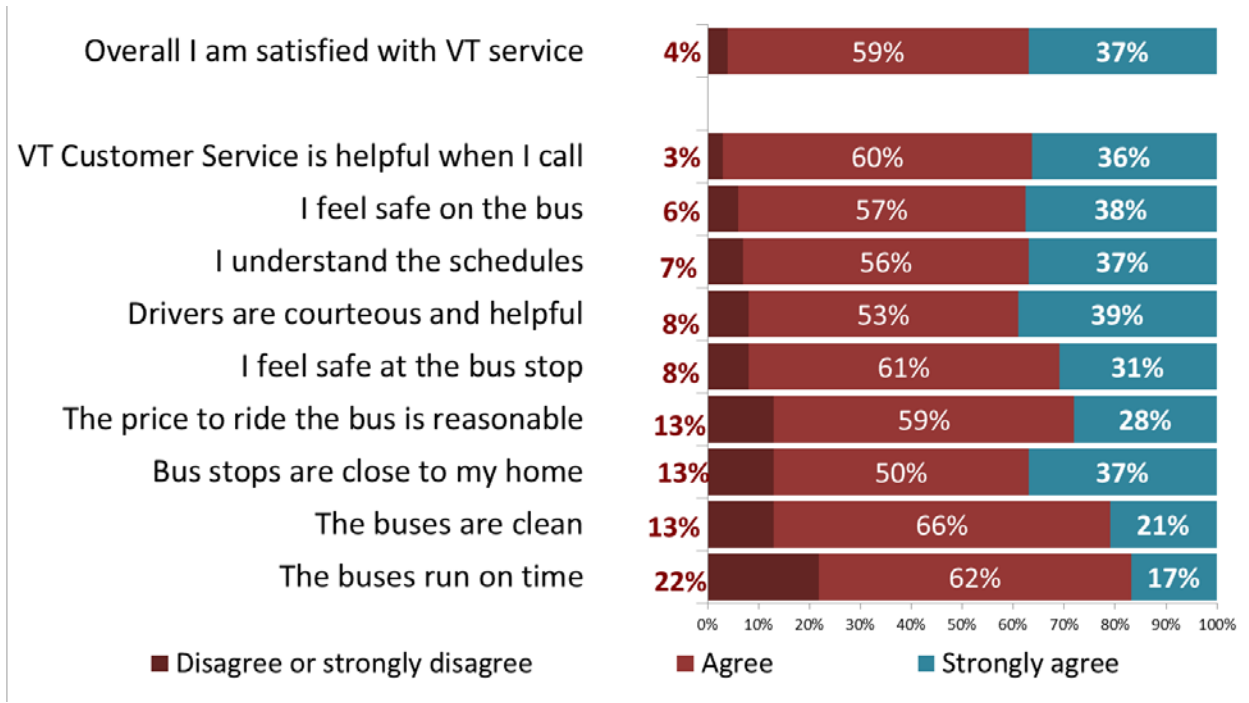
	Income and frequency of riding	
	Less than \$35,000	\$35,000 or more
Three or fewer days	23%	31%
Four or five days	43%	54%
Six days	33%	15%

day pass. The reason for this is shown in the inset table: Relatively few of those who earn \$35,000 or more (15%) use Valley Transit six days a week. More than twice as many of those with lower incomes (33%) use it that often. Thus for them it is more of a bargain.

## **Customer Satisfaction: Service Ratings**

---

**Figure 11 Service ratings**



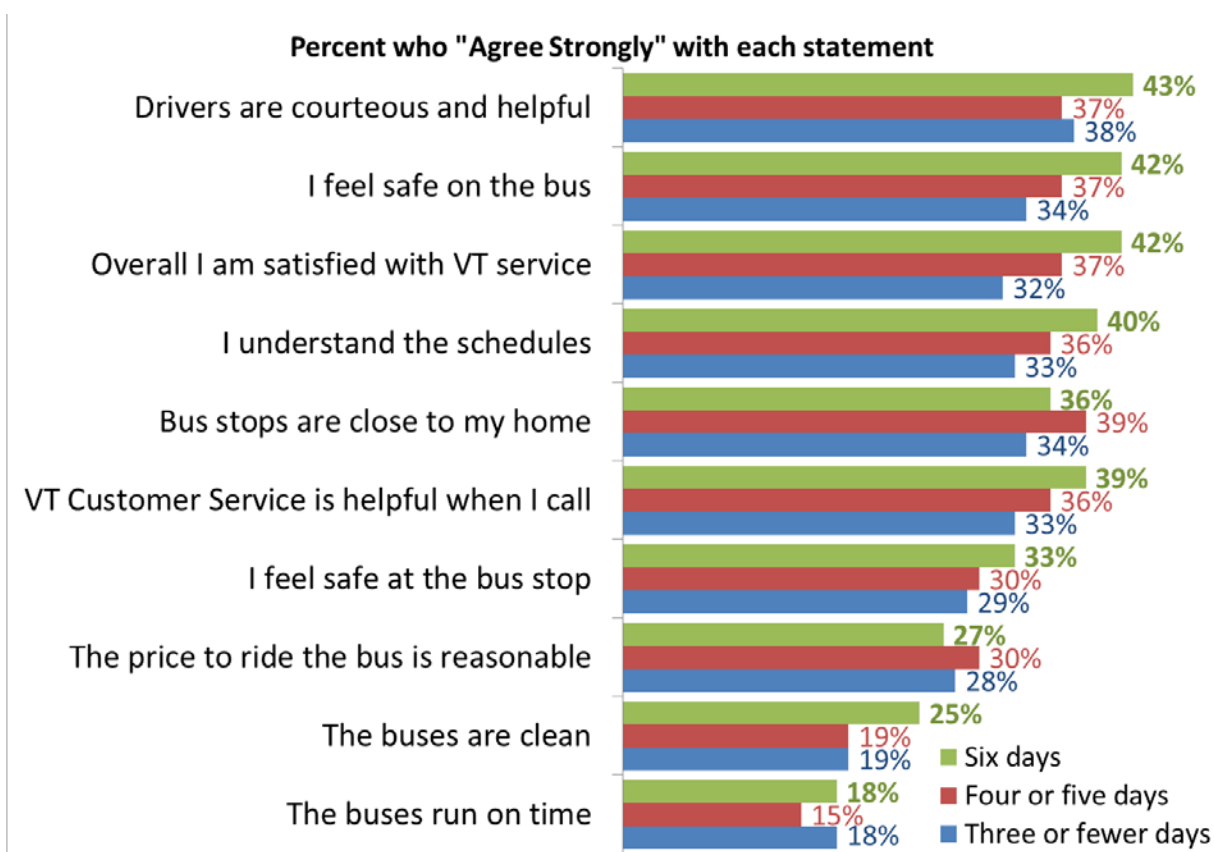
**Service ratings**

Valley Transit service ratings are positive on all elements of service. Asked how strongly they agree or disagree with the statement that “Overall I am satisfied with Valley Transit service,” the overall rating of Valley Transit is positive, with 37% saying they “strongly agree” and another 59% saying simply that they “agree” with that statement for a total of 96% indicating satisfaction.

Driver helpfulness and courtesy was similarly well rated with a total of 92% agreeing or agreeing strongly that “Drivers are courteous and helpful.”

As with virtually all systems that use only buses, on-time performance had a positive rating, but a rating that was lowest score among all aspects of service rated, with 79% agreeing that “The buses run on time.” Given traffic, weather, human mis-perception of timeliness, and other factors, this is virtually always the lowest scoring item when passenger surveys are conducted in an all-bus system.

**Figure 12 Variation in service ratings by frequency of riding Valley Transit**



***Variation in service ratings by frequency of riding Valley Transit***

Figure 11 above displays the percentage of riders who agree strongly with each of the service rating statements. For example, 43% of those who ride Valley Transit six days a week strongly agree that drivers are courteous and helpful. This compares to 37% and 38% respectively among those who ride four or five days and those who ride three or fewer days.

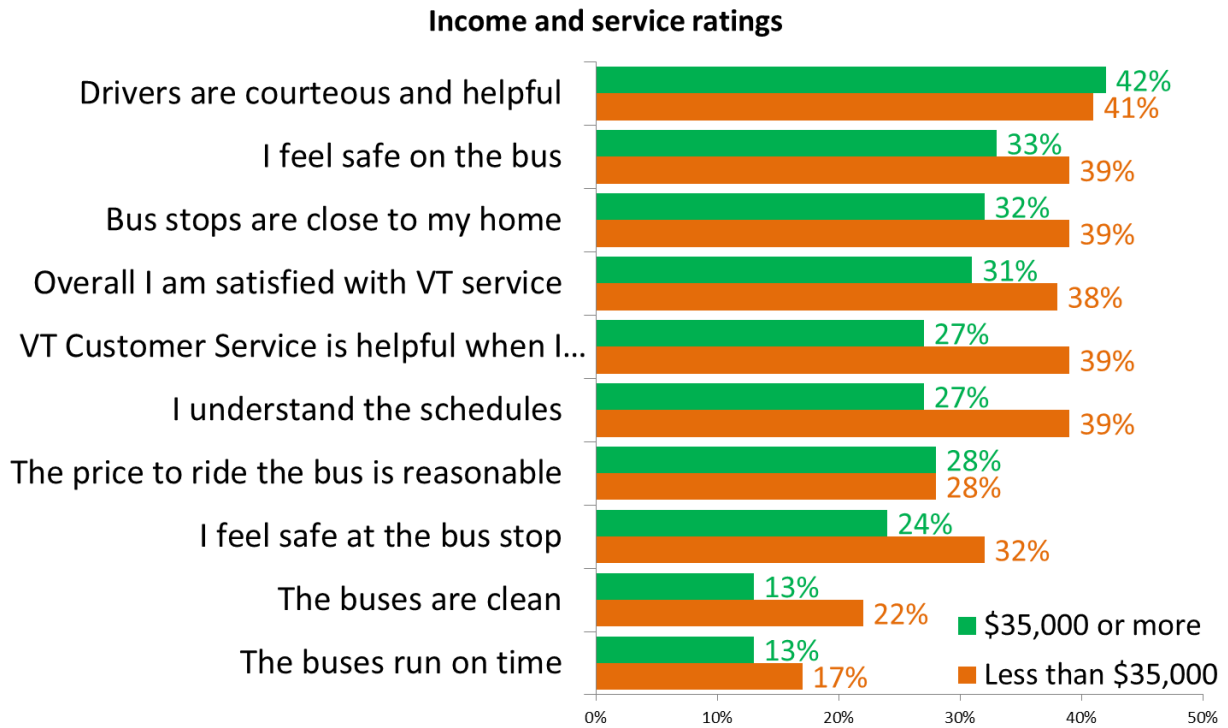
The rank order of the ratings is very similar regardless of how frequently people use Valley Transit. However, there are some differences among the rider segments. To take just one example: of those who ride most frequently (six days), 42% say they feel safe on the bus compared to 37% (5% fewer) of those who ride four or five days a week, and 34% (8% fewer) of those who ride three or fewer days.

However, the big picture is that most aspects of service are rated well by one third or more of all of the rider segments this percentage begins to slip at feeling safe at the bus stop. In that case, 30% of those who ride four or five days a week, and 29% of those who ride three or fewer days strongly agree that they feel safe to the bus stop. Similarly the price of the fare, the cleanliness of the buses, and on-time performance also attract fewer than one third strong agreement.

There is likely to be relatively little that Valley Transit can do about price. On-time performance is always a challenge especially in an all bus system because of traffic and other variable conditions. Cleanliness, however, depending upon the age and condition of the vehicles is something that generally can be managed, although doing so is never easy.



***Figure 13 Variation in service ratings with income***



***Variation in service ratings with income***

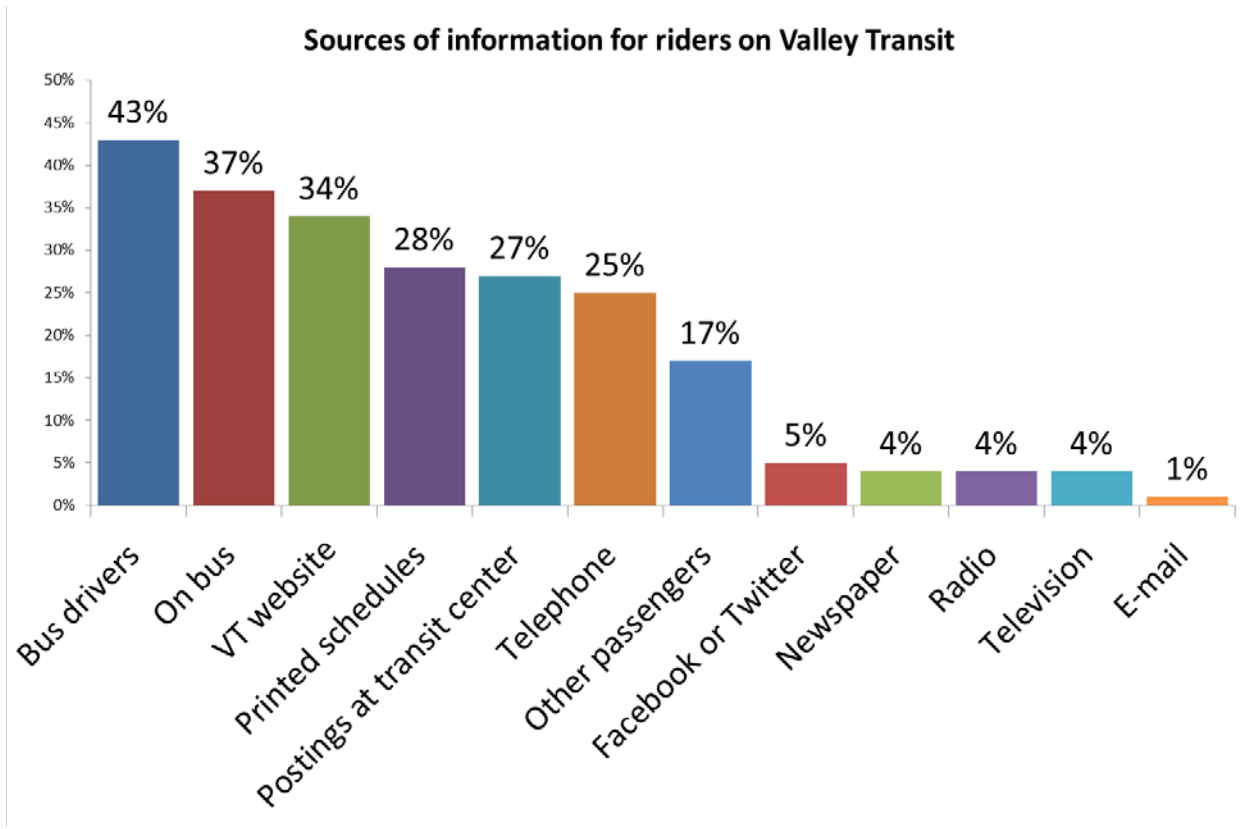
With two exceptions (courtesy and helpfulness of drivers, and the price to ride the bus), those riders with household incomes below \$35,000 are more likely to agree strongly with the customer satisfaction statements shown in the chart than those with incomes of \$35,000 or more. In other words lower income riders on Valley Transit tend to be somewhat more satisfied with services than those with somewhat higher incomes.

Of course, those with higher incomes are also more likely to have transportation options, and thus have the luxury of being more critical.

## Sources of Information

---

**Figure 14 Information sources**



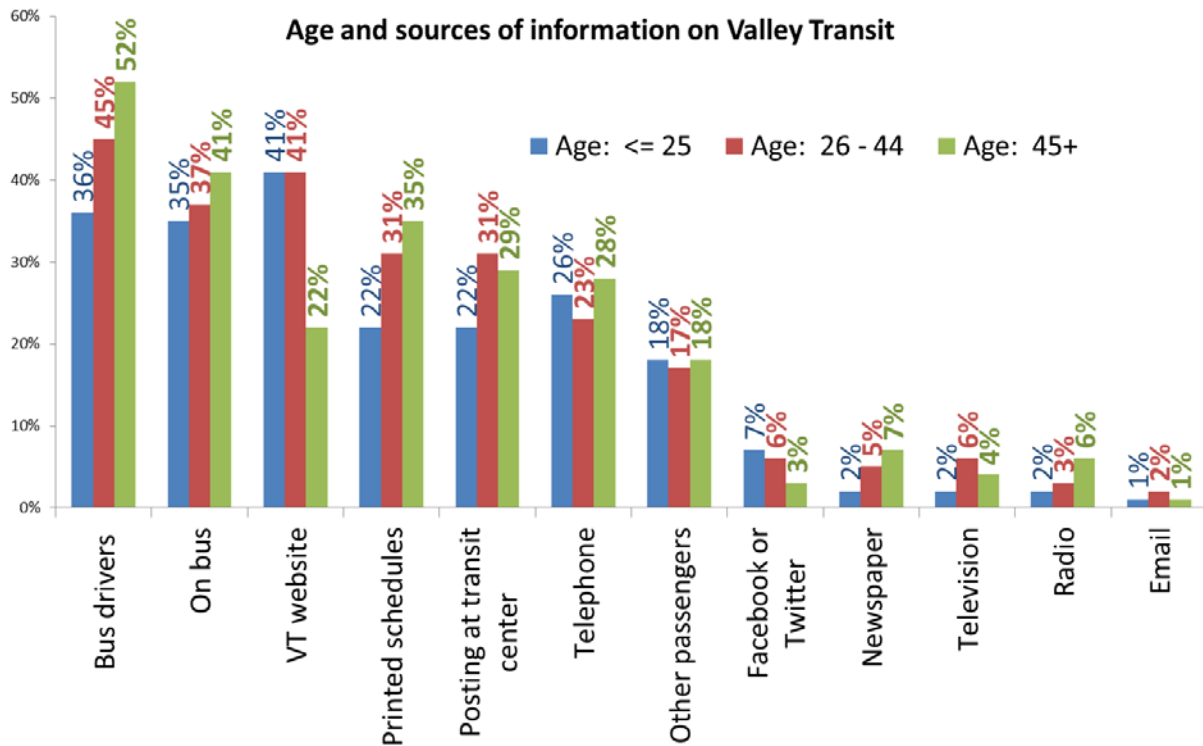
### ***Information sources***

Even in this era of electronic communication, a great many Valley Transit riders say that they get their information in traditional ways. For example, 43% say they get information from their bus driver, and another 37% say they get information on the bus. Similarly, 28% indicate they use printed schedules, and 27% postings at the transit center, while 35% say they telephone Valley Transit. Another 17% simply ask other passengers.

In terms of electronic information, approximately one third (34%) say they obtain their information from the Valley Transit website. However, only 5% say they rely on Facebook or twitter.

Very few rely on traditional media sources such as newspaper (4%), radio (4%), or television (4%).

**Figure 15 How information sources vary among age groups**



### ***How information sources vary among age groups***

The information source relied on varies with the age of the rider. When we break the sample into roughly equal groups, 25 or younger, 26 to 44, and 45 or older, we find that:

- The older the riders the more likely they are to ask a bus driver.
- The older the riders the more likely they are to say they get information on the bus.
- The older the riders the more likely they are to say they use printed schedules.

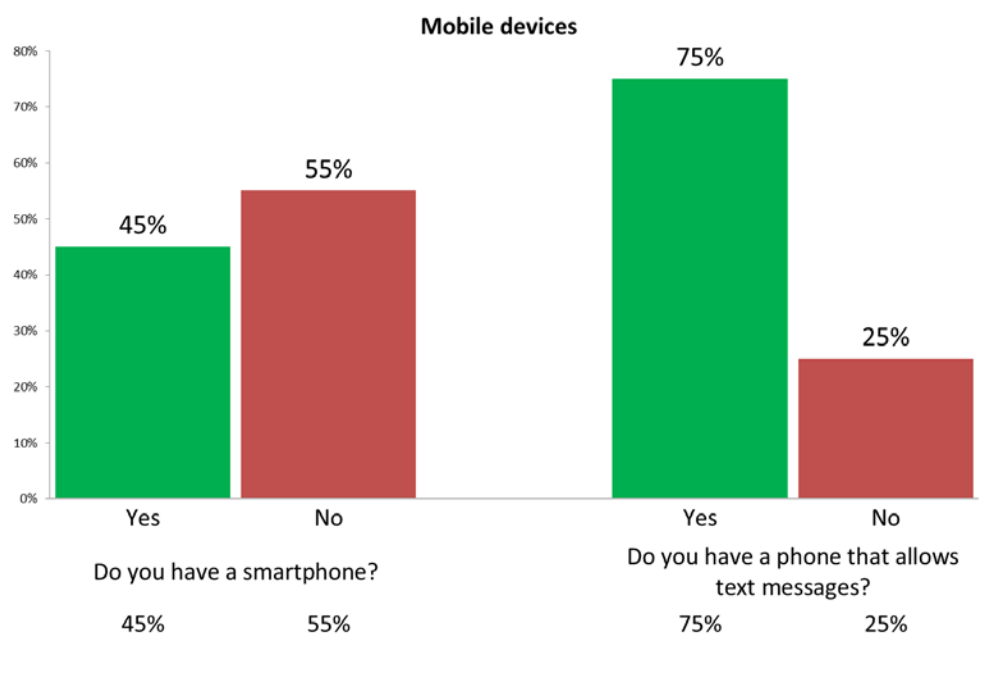
However, this age relationship is not consistent across all media:

- Those under the age of 45 are almost twice as likely to say they obtain information from the Valley Transit website as are people 45 or older.
- The youngest riders are least likely to obtain information from postings at the transit center.
- The three age groups are approximately equally likely to use the telephone or to ask other passengers for information.
- Although there are some differences by age in the expected direction, very few of any age group use Facebook, twitter, newspaper, television, radio, or email.

What this tells us is that Valley Transit riders are not yet entirely ready to substitute electronic sources of information for other modes of communication although increasingly, as younger riders age and continue using electronic sources, those sources will be more commonly used in place of printed

schedules and maps. However, even if the website is able to be used on mobile devices, it is likely that asking the advice of bus operators will remain a dominant feature of information seeking.

**Figure 16 Mobile phones**

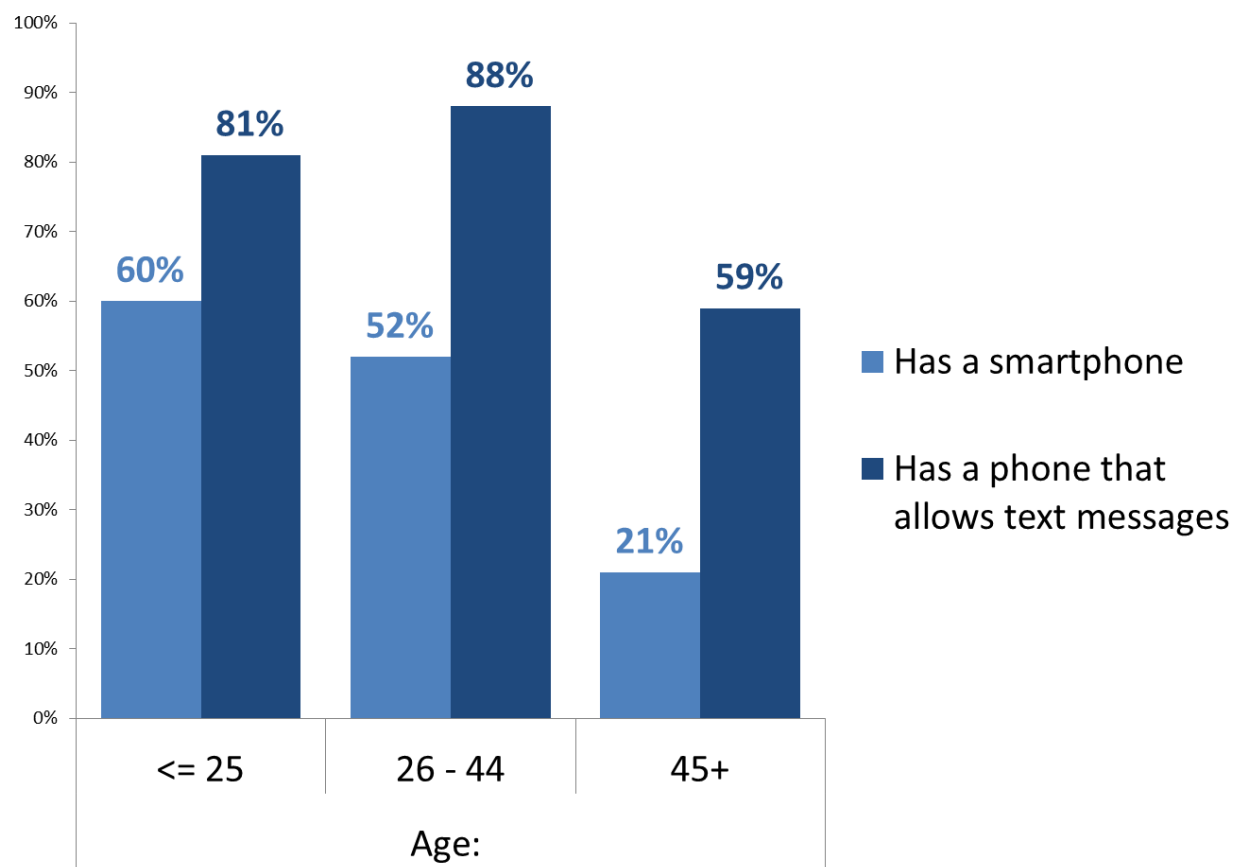


### ***Mobile phones***

Nationally in the United States, according to the PEW Research Internet Project, 97% of adults have a cell phone. We can assume that most Valley Transit riders today have a mobile phone. Nationally, by 2013, 54% had "smart phones." Thus Valley Transit riders, among whom 45% report having a smartphone, are somewhat lower in this respect than the national norm for all adults.

On the other hand, 75% of riders indicate that they have a phone that allows text messages, an indication that the Valley Transit ridership is ready to receive information by text even if they are not yet entirely ready to obtain information by a mobile device from a website.

***Figure 17 Smartphones and text-capable phones, by age***



***Smartphones and text-capable phones, by age***

Possession of a smart phone is directly related to age. While 60% of those 25 years old or younger report having a smartphone, 52% of those in the age range 26 to 44 say they have one, but only 21% of those 45 or older say they have a smartphone.

More than 90% of North Americans have a cell phone. Of Valley Transit riders, we have already seen that 75% indicate they have a cell phone that allows text messages. Those under the age of 45 are more likely to have such a phone than those 45 or older. Of those in the age range of 25 or younger, 81% report having a text-capable phone, and even more of the 26 to 44-year-olds report that same thing (88%). However, only 59% of those 45 or older report having such a phone.

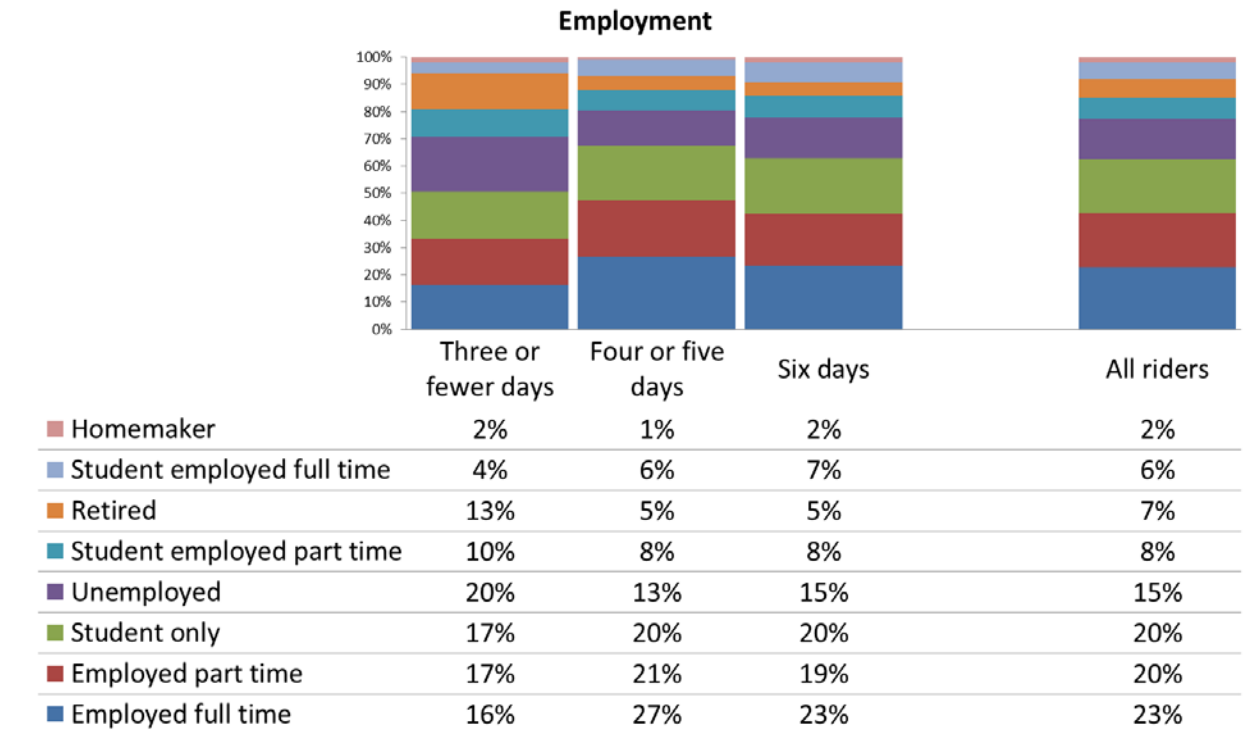
While it has become common for transit agencies to offer updates via text and to offer websites adapted to mobile smartphone utilization, it is essential to keep in mind that cell phone capabilities for handling both of those forms of communication are still limited among a somewhat older population.

# Demographic Characteristics

---



**Figure 18 Employment**

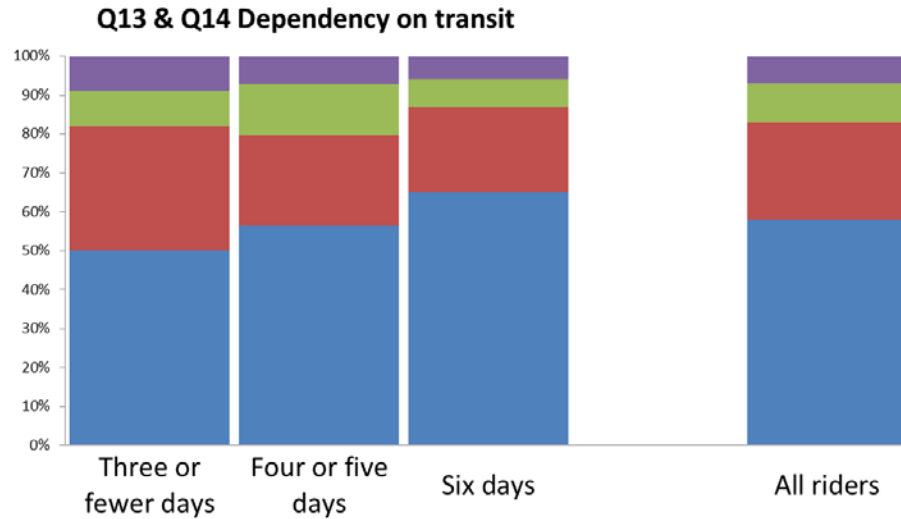


**Employment**

We have already seen in Figure 4 (Page 13) that most common trip purpose is getting to or from work. In Figure 17 above, we see that a total of 43% of Valley Transit riders say they are employed full-time or part-time and an additional 14% indicate that they are students and employed either full or part-time. Thus a total of 57% indicates some level of employment.

It is both unfortunate and interesting that 15% of the riders indicate that they are unemployed. Hopefully as the economic recovery continues slowly, this number will diminish. Unemployment is especially prevalent among those who ride three or fewer days per week (20%).

**Figure 19 Transit dependency**



	Transit dependency			
	Three or fewer days	Four or five days	Six days	All riders
■ Vehicle & license	9%	7%	6%	7%
■ Vehicle but no license	9%	13%	7%	10%
■ License but no vehicle	32%	23%	22%	25%
■ Neither vehicle nor license	50%	56%	65%	58%

***Transit dependency***

Of all Valley Transit riders, only 7% indicate they have both a vehicle and a currently valid license to drive. Ten percent (10%) of riders say they have access to a vehicle but no license. This sometimes occurs because licenses are suspended, or because drivers cannot afford insurance and thus do not renew their license. Some may be too young to drive.

In addition, 25% indicate they have a license but no vehicle. Since there are many students among the riders, it is possible that some live out of state, and have no access to a vehicle. Others may be unable to afford the insurance, or for other reasons are unable to have a vehicle or choose not to.

Finally, 58% say they have neither access to a vehicle nor a driver’s license. This latter category is especially large among those who ride six days a week. Those with a license but no vehicle are largest among those who travel three or fewer days on Valley Transit perhaps because that is also the group of the highest level of unemployment.

**Figure 20 Rider demographics**

## **Rider Demographics**

		Frequency of riding Valley Transit			All riders
		Three or fewer days	Four or five days	Six days	
Gender	Male	55%	56%	53%	55%
	Female	45%	44%	47%	45%
Age group	11 to 23	31%	32%	28%	30%
	24 to 30	16%	14%	18%	16%
	31 to 43	20%	20%	21%	20%
	44 to 50	8%	13%	14%	12%
	51 or older	25%	20%	20%	22%
Number of people living in the household	One	40%	33%	39%	37%
	Two	27%	21%	22%	23%
	Three	10%	16%	13%	14%
	Four or more	23%	30%	26%	27%
What is your household's (combined) annual income?	< \$10,000	37%	39%	54%	43%
	\$10,000 - \$14,999	17%	8%	10%	11%
	\$15,000-\$19,999	13%	17%	16%	16%
	\$20,000 - \$24,999	6%	9%	6%	7%
	\$25,000-\$34,999	10%	12%	7%	10%
	\$35,000-\$49,999	6%	6%	3%	5%
	\$50,000-\$74,999	5%	5%	3%	5%
\$75,000 or more	5%	4%	0%	3%	

### ***Rider demographics***

The following are the key characteristics of Valley Transit riders' demographics:

- Unlike riders in most transit systems in the United States, more riders (55%) are men than women (45%). This ratio does not vary significantly among the three rider segments.
- In terms of age, the largest single group ranges in age from 11 to 23 (30%). That this is the largest age group is true across the three rider segments. However, there is also a substantial ridership in all age groups, including the oldest age group measured here, 51 and older (22%). The latter group is somewhat larger among those who ride three or fewer days a week (25%) because that group is associated with being retired, and older.
- More households are single person households (37%) than any other household size. However, this means that the balance, 63% have multiple persons in the household. More than one fourth, (27%) are households with four or more persons.
- Given the level of transit dependency we observed in Figure 18, it is not surprising to find that incomes of Valley Transit ridership quite low, with 43% reporting household incomes of less

than \$10,000 annually, and a total of 54% report incomes of less than \$15,000 annually. While this may seem impossibly low, consider that with the minimum wage of \$7.25 an hour, a full-time job for 2000 hours a year would produce an income of \$14,500. However, many low-wage jobs are not full-time, and frequently they involve layoff periods.

- The low income level is not due primarily to the fact that there are substantial numbers of students and persons under the age of 18 in the rider sample. When we examine the results among nonstudents who are 18 or older, we find a very similar pattern, with only 4% fewer riders in the lowest income category (See Figure 21). The primary difference when students and young persons are removed is that the low income population among those who ride fewer

**Figure 21 Household income of riders who are not students and who are 18 or older**

	Three or fewer days	Four or five days	Six days	All riders
< \$10,000	25%	30%	59%	39%
\$10,000 - \$14,999	16%	7%	8%	9%
\$15,000-\$19,999	17%	16%	16%	16%
\$20,000 - \$24,999	7%	7%	1%	5%
\$25,000-\$34,999	10%	17%	8%	12%
\$35,000-\$49,999	9%	10%	4%	8%
\$50,000-\$74,999	9%	7%	3%	6%
\$75,000 or more	8%	6%	0%	4%

than six days a week is considerably lower than for the general rider population and considerably higher for those who ride six days a week.

- Using federal definitions of poverty income, which depend upon the ratio of income to number of persons in the household, we can estimate the poverty

level among Valley Transit riders.

It is impractical to ask precise levels of income in the survey. Consequently we must make do

**Figure 22 Estimated levels of poverty income among Valley Transit riders**

Poverty level (estimated using mid points of income ranges)				
Persons per household	One	Two	Three	Four or more
<i>Household income</i>	(Table %. Entire table sums to 100%)			
< \$10,000	12%	9%	5%	12%
\$12,500	2%	3%	0%	4%
\$17,500	2%	5%	3%	6%
\$22,500	2%	1%	0%	2%
\$30,000	1%	2%	4%	6%
\$43,500	1%	1%	1%	5%
\$50,000 or more	0%	2%	1%	8%
	56% poverty level		44% above poverty level	

with income ranges as shown in Figure 21. By approximating the household level of income as the midpoint within each range, we can achieve an estimate of poverty level based on household size and income. The table in Figure 22 shows the percentage of all riders who are not students and who are 18 years old

or older within each ratio category. Thus, for example, 12% of all Valley Transit riders live in single person households and have incomes of less than \$10,000 annually. Another 9% of all Valley Transit riders live in two person households and have incomes of less than \$10,000. (The

entire table sums to 100%). Among the riders, then, 56% are at poverty level, while the balance, 44% are above poverty level.

***Figure 23 Rider demographics (continued)***

## **Rider Demographics**

		<b>Frequency of riding Valley Transit</b>			
		<b>Three or fewer days</b>	<b>Four or five days</b>	<b>Six days</b>	<b>All riders</b>
Do you consider yourself (please select one)	White	73%	73%	70%	72%
	African American	9%	13%	12%	12%
	Asian	5%	3%	2%	3%
	Native American	3%	2%	5%	3%
	Multiple race	7%	6%	8%	7%
	Other	3%	3%	4%	3%
Are you Hispanic?	Yes	10%	13%	11%	12%
	No	90%	87%	89%	88%
Is English your primary language?	Yes	92%	92%	89%	91%
	No	8%	8%	11%	9%
If English is not your primary language, how well do you understand the English language?	Very well	82%	84%	74%	80%
	Well	12%	11%	20%	14%
	Not well	3%	4%	4%	3%
	Not at all	3%	1%	2%	2%

### ***Rider demographics (continued)***

- Most Valley Transit riders consider themselves to be “white.” Another 12% consider themselves to be African-American while smaller numbers indicate they are of multiple race (7%) or of other races.
- Twelve percent (12%) indicate they are Hispanic.
- Among all Valley Transit riders, 9% indicate that English is not their primary language, and 91% indicate that it is their primary language.
- A total of 94% of riders for whom English is not the primary language indicate that they speak English very well or well. Only a total of 5% indicate that they speak it not well or not at all.

## Appendix A: Questionnaire

---

**Valley Transit would like to know about you and how you use the bus!**

**1. How long have you been using VT?**

- 1. Less than 6 months
- 2. More than 2 to 5 years
- 3. 6 months to 1 year
- 4. More than 5 to 10 years
- 5. More than 1 year to 2 years
- 6. 10 or more years

**2. In an average week, how many days do you ride the bus?**

- Less than one
- 1
- 2
- 3
- 4
- 5
- 6

**3. Compared to one year ago, are you using VT:**

- 1. More Often
- 2. Less Often
- 3. The Same
- 4. Don't Know

**4. If using VT less often, why? \_\_\_\_\_**

**5. What is your main purpose in using the bus for this trip? (Please select ONE)**

- 1. Work
- 2. Primary School
- 3. Middle or High School
- 4. Social Service
- 5. Shopping
- 6. Recreation/visit
- 7. Medical
- 8. College
- 9. Other \_\_\_\_\_

**6. What times of day do you most often use Valley Transit? (You may select more than one)**

- 6:00-7:00 AM
- 7:01-9:00 AM
- 9:01-11:00 AM
- 11:01AM-1:00 PM
- 1:01-3:00 PM
- 3:01-5:00 PM
- 5:01-7:00 PM
- 7:01-9:00 PM
- 9:01-10:00 PM

**7. How far did you come to get to the bus stop for this bus?**

- 1. Less than 1 Block
- 2. 1-2 Blocks
- 3. 3-4 Blocks
- 4. 5 blocks +
- 5. Transferred from another bus/route

**8. If VT were not available, how would you make this trip?**

- 1. Car
- 2. Bicycle
- 3. Taxi
- 4. Friend
- 5. Walk
- 6. I would not make this trip

**9. How will you pay your fare on this bus today?**

- 1. Cash
- 2. 30-Day Pass
- 3. Day Pass
- 4. 10-Ride Ticket
- 5. Single Ride Ticket
- 6. Transferred from another bus
- 7. Free Ride Ticket
- 8. AASD Student ID

**10. Do you use Senior or Disabled discounts?**

- 1. Yes
- 2. No

**11. Are you presently?**

- 1. Employed full-time
- 2. Employed part-time
- 3. Homemaker
- 4. Unemployed
- 5. Retired

**12. Are you a student?**

- 1. No
- 2. Yes

**13. Was a motor vehicle available to you for this trip today?**

- 1. Yes
- 2. No

**14. Do you have a currently valid driver's license?**

- 1. Yes
- 2. No

**15. What ways do you get information on Valley Transit? (Circle all that apply)**

- 1. Valley Transit Website
- 2. Newspaper
- 3. On Bus
- 4. Bus drivers
- 5. Email
- 6. Telephone
- 7. Postings at Transit Center
- 8. Facebook or Twitter
- 9. Radio
- 10. Television
- 11. Other passengers
- 12. Printed Schedules

**16. Do you have a smartphone?**

- 1. Yes
- 2. No

**17. Do you have a phone that allows text messages?**

- 1. Yes
- 2. No

**18. How old are you? \_\_\_\_\_**

**19. How many people (adults + children) live in your household?**

- \_\_\_\_\_ (number)

**20. What is your household's (combined) annual income?**

- 1. Less than \$10,000
- 2. \$10,000-\$14,999
- 3. \$15,000-\$19,999
- 4. \$20,000-\$24,999
- 5. \$25,000-\$34,999
- 6. \$35,000 to \$49,999
- 7. \$50,000 to \$74,999
- 8. \$75,000 or more

**CONTINUED ON BACK**

**21. Do you consider yourself: (Select ONE)**

- 1. White
- 2. African American/Black
- 3. Asian
- 4. Native American Indian
- 5. Multiple Race
- 6. Other: \_\_\_\_\_

**22. Are you Hispanic?**

- 1. Yes
- 2. No

**23. Gender:** \_\_\_\_\_

**24. Is English your primary language?**

- 1. Yes
- 2. No

**25. If no to #24, how well do you understand the English language?**

- 1. Very well
- 2. Well
- 3. Not well
- 4. Not at all

**26. Do you agree or disagree with the following related to VT?  
(Circle your responses)**

The buses are clean	Strongly Agree	Agree	Disagree	Strongly Disagree
I feel safe on the bus	Strongly Agree	Agree	Disagree	Strongly Disagree
I feel safe at the bus stop	Strongly Agree	Agree	Disagree	Strongly Disagree
I understand the schedules	Strongly Agree	Agree	Disagree	Strongly Disagree
Buses run on time	Strongly Agree	Agree	Disagree	Strongly Disagree
Bus stops are close to my home	Strongly Agree	Agree	Disagree	Strongly Disagree
The price to ride the bus is reasonable	Strongly Agree	Agree	Disagree	Strongly Disagree
VT Customer Service is helpful when I call	Strongly Agree	Agree	Disagree	Strongly Disagree
Drivers are courteous and helpful	Strongly Agree	Agree	Disagree	Strongly Disagree
Overall I am satisfied with VT service	Strongly Agree	Agree	Disagree	Strongly Disagree

**27. Additional Comments:**

---



---



---



---

**28. If you would like to participate in future surveys, please provide your email address:**

Email: \_\_\_\_\_

**We sincerely appreciate your time to complete this survey! Thank you for your time.**

**Thank you for riding Valley Transit!**

**Please JOIN THE RAFFLE for a FREE 30-DAY Bus Pass.**  
**The winner will be contacted by phone or email.**

Name: \_\_\_\_\_

Phone/Email: \_\_\_\_\_

*For Internal Use Only: Route # \_\_\_\_\_*