

2024
Salem Area Mass Transit District
Customer Satisfaction Survey
Findings Report
Submitted by ETC Institute

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Executive Summary

2024 Salem Area Mass Transit District (Cherriots) Customer Satisfaction Survey *Executive Summary*

Overview

In the Fall of 2024, Salem Area Mass Transit District (Cherriots) that operates bus and paratransit service in the Salem, OR area conducted a Customer Satisfaction Survey to analyze customer opinions regarding all aspects of service. The survey design satisfies multiple objectives, including measuring overall satisfaction and understanding rider behavior. The goal to collect a minimum of 400 completed surveys from bus customers was met, and the overall results for the sample of 404 riders have a precision of at least +/- 4.9 at the 95% level of confidence. The main purpose of the survey was to identify who rides Cherriots buses, how they ride, and why they ride.

Methodology

The Customer Satisfaction Survey was administered by ETC Institute's team of trained surveyors. Survey collection was conducted via paper intercepts onboard Cherriots buses, as well as at Cherriots stations and bus stops. Surveys were followed by a quick rider debrief to confirm that each question was answered to the best of the rider's ability. A detailed sampling plan was developed and closely followed based on each line's daily ridership numbers provided by Cherriots, so survey results were adequately proportionate with route usage. The survey collection sampling plan is provided on the following page.

	Route	*Avg Daily Ridership - 2023 Sept	% of Sample	Total Weekday Surveys	Total Weekend Surveys
Regional 30 Surveys	10X	76	18.28%	5	
	20X	54	12.92%	4	
	30X	43	10.21%	3	
	40X	197	47.14%	14	
	45	18	4.31%	1	
	50X	17	4.03%	1	
	80X	13	3.12%	1	
	Regional Total		417	100%	30
Local 290	01X	70	0.60%	2	
	2	1143	9.66%	28	8
	3	702	5.94%	17	5
	4	636	5.38%	16	4
	5	1030	8.70%	25	7
	6	260	2.20%	6	2
	7	267	2.20%	6	2
	8	415	3.51%	10	3
	9	440	3.72%	11	3
	11	2239	18.93%	55	19
	12	100	0.84%	2	
	13	553	4.68%	14	4
	14	139	1.18%	3	
	16	124	1.05%	3	1
	17	555	4.69%	14	4
	18	266	2.25%	7	2
	19	1279	10.81%	31	9
	21	1224	10.34%	30	8
	22	71	0.60%	2	
	23	128	1.65%	5	
26	29	0.51%	1		
27	37	0.51%	1		
Local Total		11,705	100%	290	80
Overall Total		12,122	100%	320	80

The following pages of the report contain a summary of the major findings from the survey; the full Customer Satisfaction Survey Report includes the following:

- Charts and graphs depicting the results of the survey (Section 2)
- Benchmarks comparing results from Cherriots to national survey results (Section 3)
- Trend data comparing the results from the Fall 2023 survey (Section 4)
- Tabular data of survey results (Section 5)
- A copy of the survey instrument (Section 6)

Customer Demographic Characteristics

- **Race/Ethnicity, Age, and Gender.** More than half of respondents (60%) identified their race/ethnicity as White/Caucasian. The second largest group of respondents described themselves as Hispanic, Spanish, or Latino/a/x (27%), with Black/African American being ten percent (10%). Thirty-two percent of respondents (32%) were between 18 and 29 years old, sixteen percent (16%) were between 40 and 49 years old, and thirteen percent (13%) were less than 18 years old. Fifty-one percent of respondents (51%) identify as male, and forty-seven percent (47%) identify as female.
- **Household Size and Income.** Twenty-three percent of respondents (23%) live alone. Thirty-eight percent of respondents (38%) live with one or two other individuals, and thirty-nine percent (39%) live with three or more individuals. The largest annual household income group for respondents was less than \$25,000 (51%), followed by \$25,000 to \$49,999 (34%), and \$50,000 to \$74,999 (10%).

Customer Transportation Habits and Customer Service Usage

- **Ridership.** Thirty-one percent of respondents (31%) have been riding Cherriots' buses for five or more years. Twenty-seven percent (27%) have been riding for one to two years, and twenty-two percent (22%) have been riding for less than one year. Ninety-one percent of respondents (91%) indicated that they are dependent on using Cherriots' buses for travel to and from their destination. Of the nine percent (9%) that are not dependent on Cherriots' buses, forty-one percent (41%) said that they choose to ride the bus because it is convenient, and nineteen percent (19%) choose to because it's better for the environment. Nineteen percent of respondents (19%) indicated that they have a working vehicle that they could have used for the trip in which they were surveyed instead of taking the bus.
- **Typical Customer Transportation.** More than half of respondents (58%) ride the bus at least five days per week. Twenty-eight percent of respondents (28%) ride the bus three to four days per week, and six percent (6%) ride the bus one to two days per week. Respondents were asked to select their most frequent primary purpose for riding the buses. Fifty-nine percent of respondents (59%) selected work, seventeen percent (17%) selected education, and eleven percent (11%) selected shopping/errands/grocery.
- **Customer Service.** Twenty-six percent of respondents (26%) had contacted Cherriots with a question, concern, or complaint in the previous three months. Of those, seventy-nine percent (79%) said that their issue was resolved. Ninety-three percent of these respondents (93%) agree that when contacting Cherriots' Customer Service, their concerns are addressed promptly. Ninety-four percent of these respondents (94%) agree that customer service representatives are helpful and courteous.

Customer Opinions About Cherriots' Services

- Agreement with Statements Regarding Cherriots' Services.** Respondents were asked to rate on a scale of one to five how much they agree with 20 statements regarding Cherriots' services, with five meaning "Strongly Agree," and one meaning "Strongly Disagree." The three most agreed with statements ("Strongly Agree" and "Agree" answers) were "I understand Cherriots' available routes & I am confident navigating the system" (90%), "Bus gets me to my destination in a reasonable amount of time" (89%), and "Bus drivers operate the vehicle safely" (87%).
- Top Customer Importance Factors.** Respondents were next asked to rank the top three most important statements to them from the same list of 20 statements in the previous question. The three most selected statements by riders were "Bus usually runs on time" (26%), "Bus is clean" (21%), "I feel safe riding the bus" (20%).
- I-S Analysis.** Importance-Satisfaction Analysis compares respondents' rankings of importance with each statement to how satisfied they are with that statement. Statements are then categorized into four groups based on the findings: "Nice to Haves" – lower importance/higher satisfaction, "Strengths to Maintain" – higher importance/higher satisfaction, "Lower Priority" – lower importance/lower satisfaction, and "Areas of Opportunity" – higher importance/lower satisfaction. Five statements were placed in the "Strengths to Maintain" quadrant, meaning riders feel that they have above average importance while being delivered satisfying results. The five statements are listed below:
 - "I feel safe riding the bus"
 - "Buses operate on the days that I need them"
 - "Bus drivers operate the vehicle safely"
 - "Bus gets me to my destination in a reasonable amount of time"
 - "There is enough seating/space on the bus"

The five statements, categorized as "Areas of Opportunity," meaning they are important to riders but have comparatively less high satisfaction levels, are listed below:

- "The bus usually runs on time"
- "The bus is clean"
- "I feel safe & secure waiting for my bus"
- "Buses operate at the times I need them"
- "Frequency of service (how often the bus comes) is satisfactory"

National Benchmarks

- Benchmark Description.** ETC Institute's benchmark survey data comes from a national panel of transit riders drawn from surveys within the past five years across all 50 states (more than 80 transit systems). Results were monitored to ensure distribution in proportion to population size of each transit system's region (i.e. the largest percentage of respondents were from California transit systems).

- **Net Promoter Score.** Net Promoter Score poses the question, “Using a 10-point scale, where 10 means ‘Very Likely,’ and 0 means ‘Not Likely At All,’ how likely would you be to recommend Cherriots’ bus service to a friend, colleague, or family member?” Respondents who answer nine or ten are categorized as “Promoters,” those who answer seven or eight are “Passives,” and those who answer a number less than seven are “Detractors.” The score itself is calculated by subtracting the percentage of Detractors from the percentage of Promoters. Cherriots’ bus service received a Net Promoter Score of 56. This is significantly higher than the National Average score for transit services of -21.
- **Overall Satisfaction.** Cherriots’ riders appear to be generally very satisfied with the bus service. When asked how satisfied they were with Cherriots’ bus service overall, eighty-six percent of respondents (86%) answered “Very Satisfied” or “Satisfied.” This is twenty-eight percent higher (+28%) than the National Average of fifty-eight percent (58%).
- **Agreement with Statements Regarding Cherriots’ Services.** All 17 Cherriots agreement statements in which ETC has national benchmark data ranked higher than the National Average (“Strongly Agree” and “Agree” answers). Listed below are the statements that were rated at least 15 percentage points higher than their National Average comparisons.
 - “I feel safe riding the bus” – 84% vs. 42% (+42%)
 - “The bus is clean” – 79% vs. 38% (+41%)
 - “I feel safe and secure waiting for my bus” – 73% vs. 35% (+38%)
 - “I understand Cherriots’ available routes, and I am confident navigating the system” – 90% vs. 55% (+35%)
 - “The bus routes are conveniently located for me” – 84% vs. 52% (+32%)
 - “The bus gets me to my destination in a reasonable amount of time” – 89% vs. 59% (+30%)
 - “The bus usually runs on time” – 78% vs. 48% (+30)
 - “It is easy to get information on Cherriots’ services & route schedules” – 84% vs. 60% (+24%)
 - “Cherriots provides value to the community” – 92% vs. 70% (+22%)
 - “Bus drivers are knowledgeable about Cherriots’ system” – 85% vs. 65% (+20%)
 - “Bus drivers are helpful & courteous” – 83% vs. 64% (+19%)
 - “The frequency of service is satisfactory” – 76% vs. 57% (+19%)
 - “The price to ride the bus is a reasonable value” – 80% vs. 62% (+18%)
 - “The current level of funding for Cherriots’ services should increase over the next five years” – 82% vs. 65% (+17%)
 - “It is easy to find out if buses are running on schedule” – 70% vs. 55% (+15%)
 - “The buses operate at the times that I need them” – 77% vs. 62% (+15%)

Trends

- **Overall Satisfaction and Net Promoter Score.** Overall satisfaction, like most other metrics, hardly fluctuated from 2024. “Very satisfied” and “satisfied” responses increased from 84% to 86%. Similarly, Net Promoter Score increased by one point from 55 to 56.
- **Agreement Statements.** Only 5 agreement statements fluctuated outside the margin of error from the 2023 results. Each of the 5 significant changes trended upward with the largest decrease (“Strongly agree” plus “Agree” responses) being just a 2% change. The five statements that increased by at least five percentage points are listed below.
 - “Bus stops I use are clean” - 72% vs. 62% (+10%)
 - “I understand Cherriots’ available routes, and I am confident navigating the system” - 90% vs. 82% (+8%)
 - “Bus routes are conveniently located for me” – 84% vs. 78% (+6%)
 - “Cherriots’ bus stations, shelters, and stops are well maintained” – 74% vs. 68% (+6%)
 - “It is easy to get information about Cherriots’ services & route schedules” – 84% vs. 79% (+5%)

The following section lists the charts and graphs for each survey question broken down into three categories: Key Characteristics of Customers, Customer Transportation Characteristics, and Customer Opinions.

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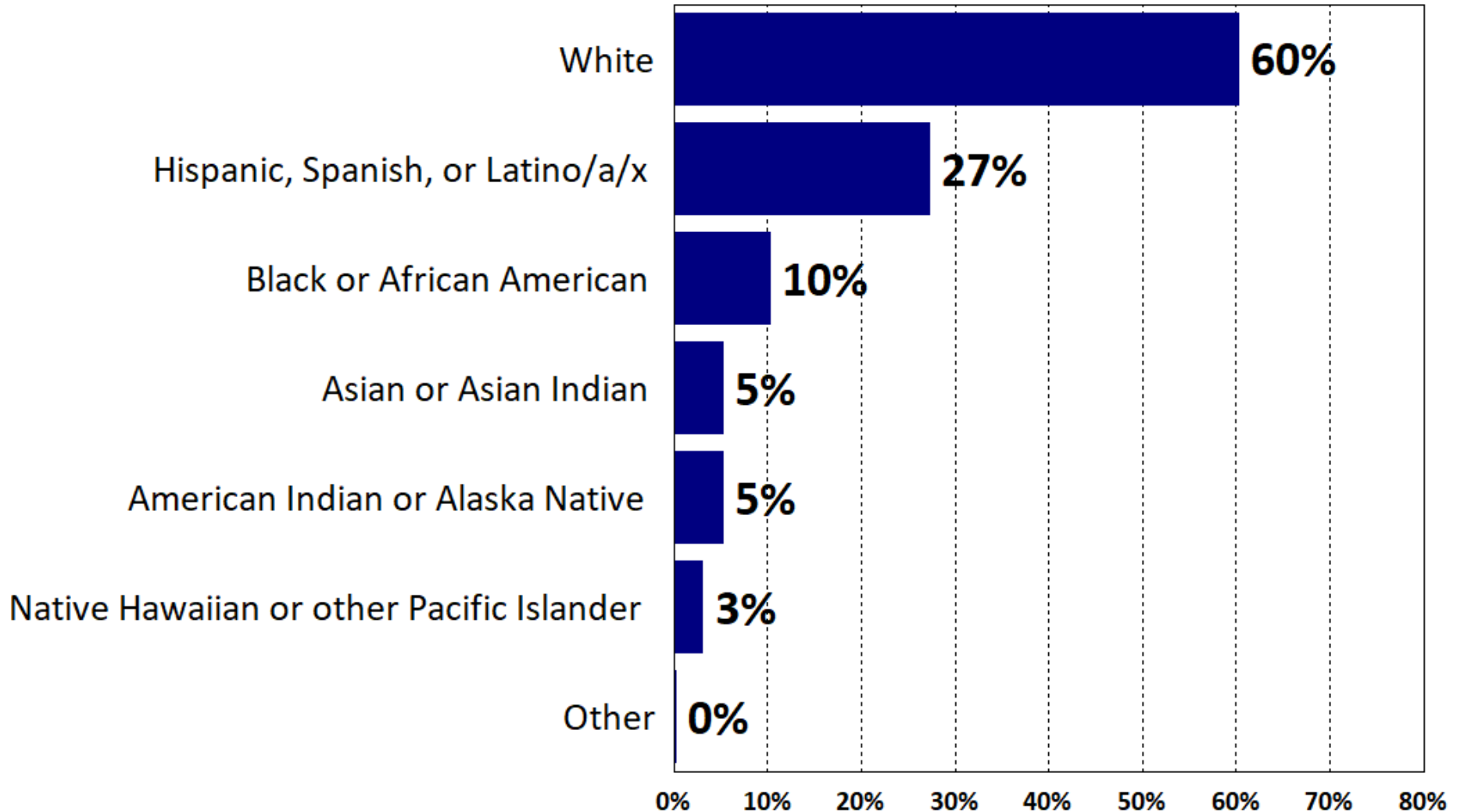
Charts & Graphs



KEY CHARACTERISTICS OF CUSTOMERS

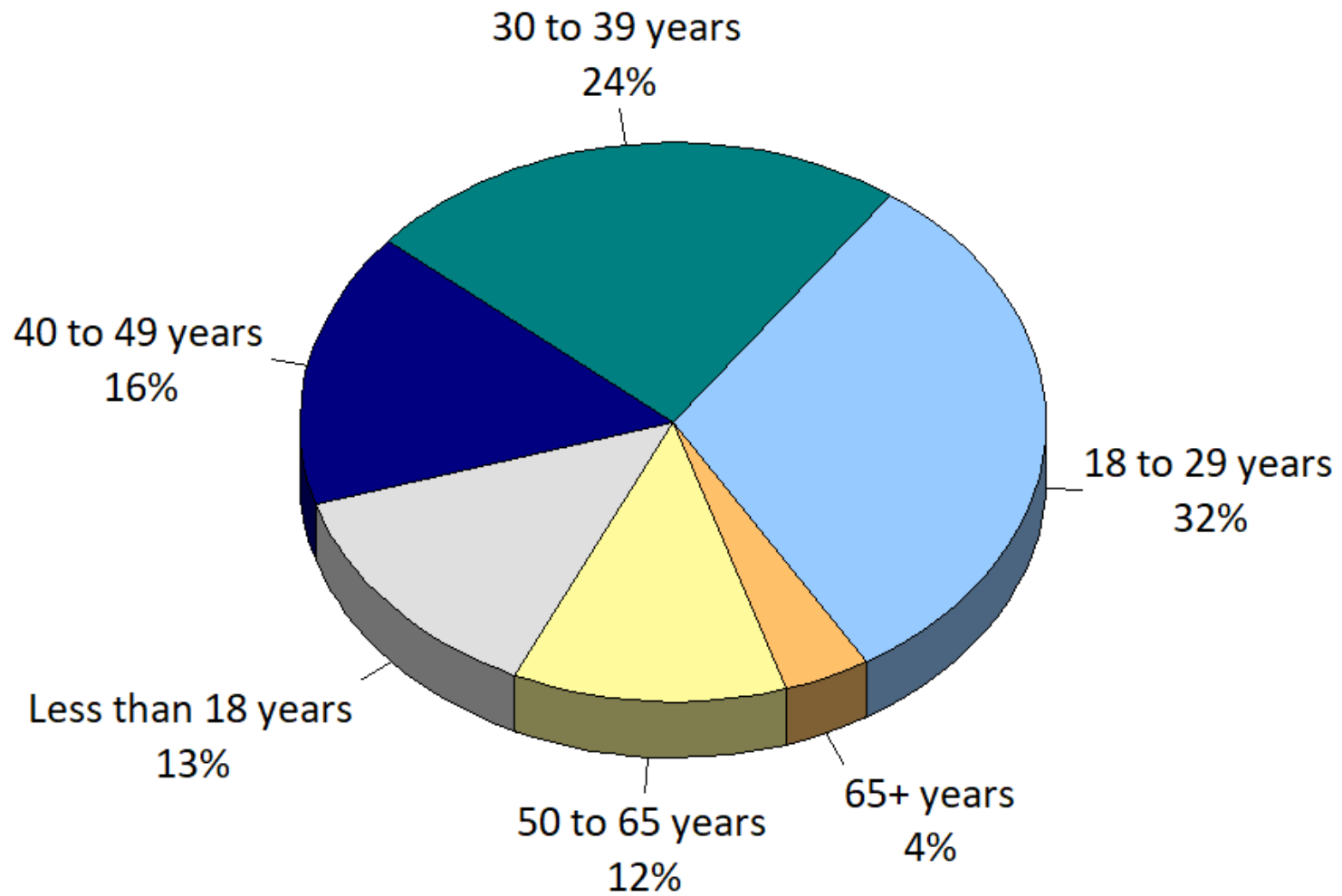
Which of the following best describes your race/ethnicity?

by percentage of respondents (excluding “prefer not to say”)



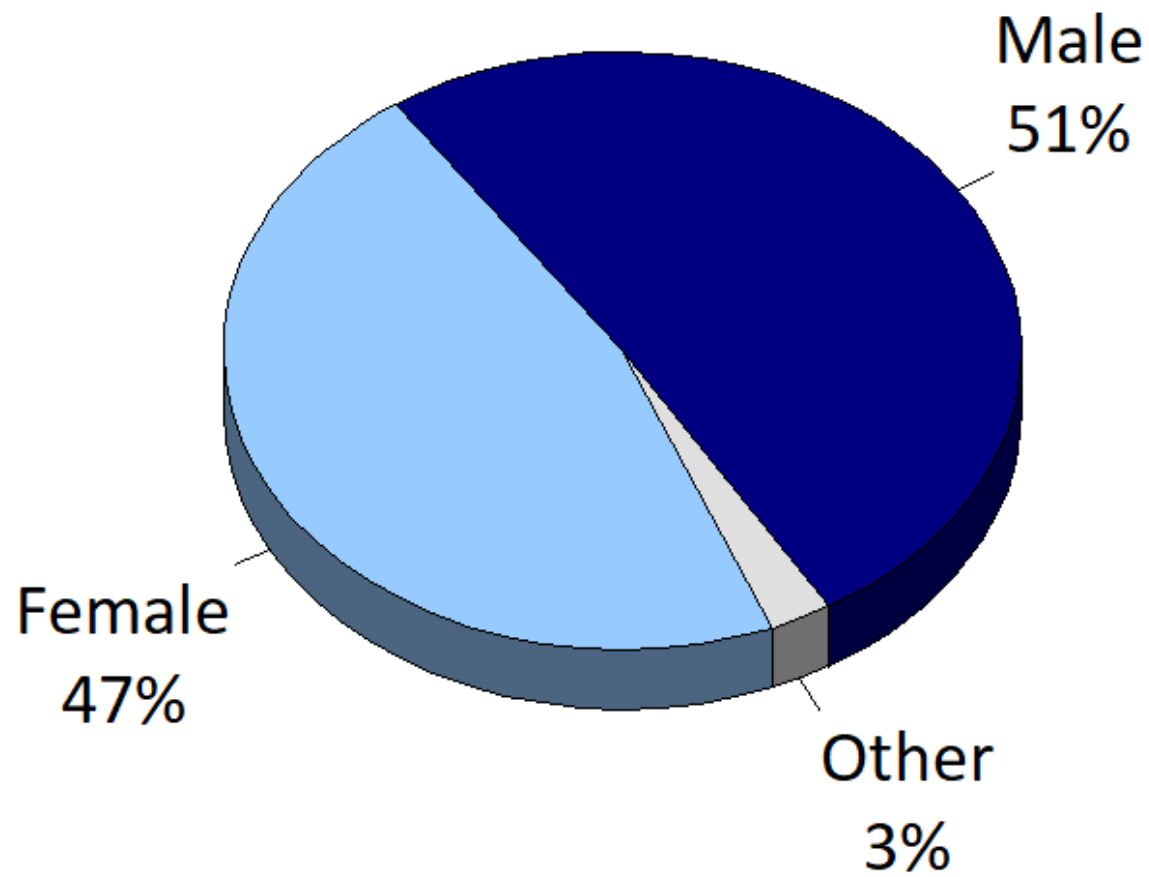
What is your age?

by percentage of respondents (excluding “not provided”)



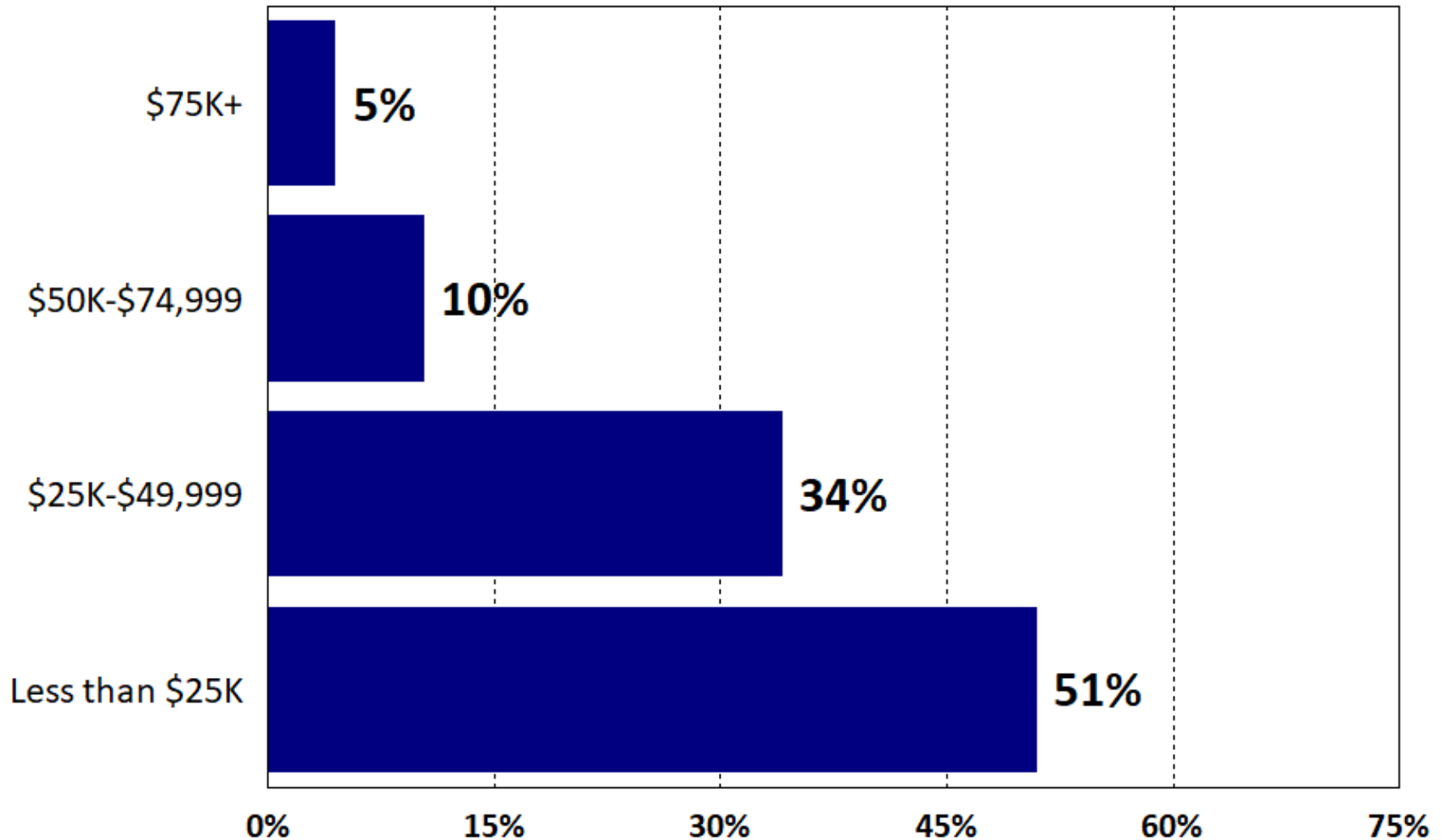
What is your gender?

by percentage of respondents (excluding “not provided”)



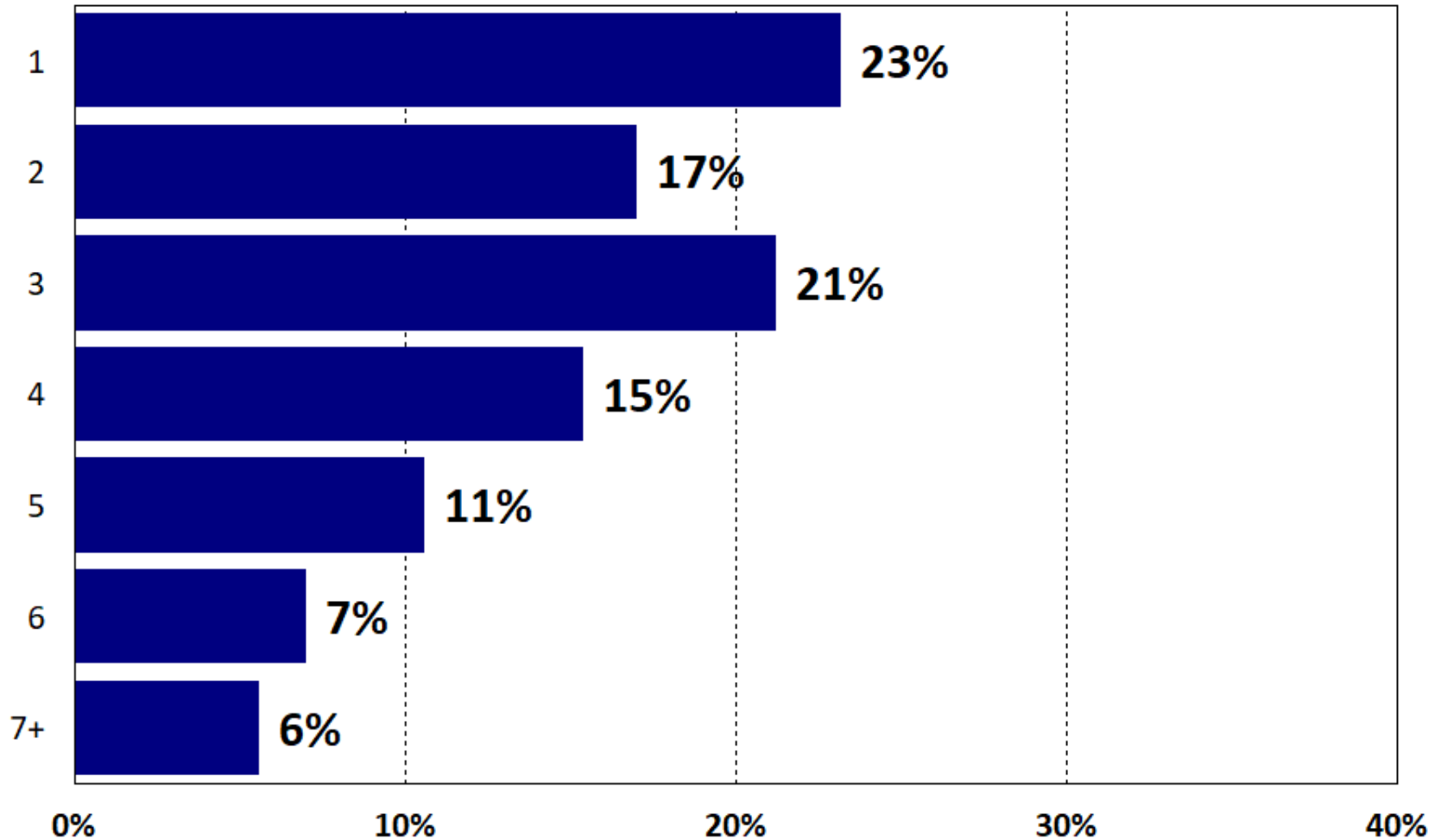
Which category best describes your total annual household income?

by percentage of respondents (excluding “not provided”)



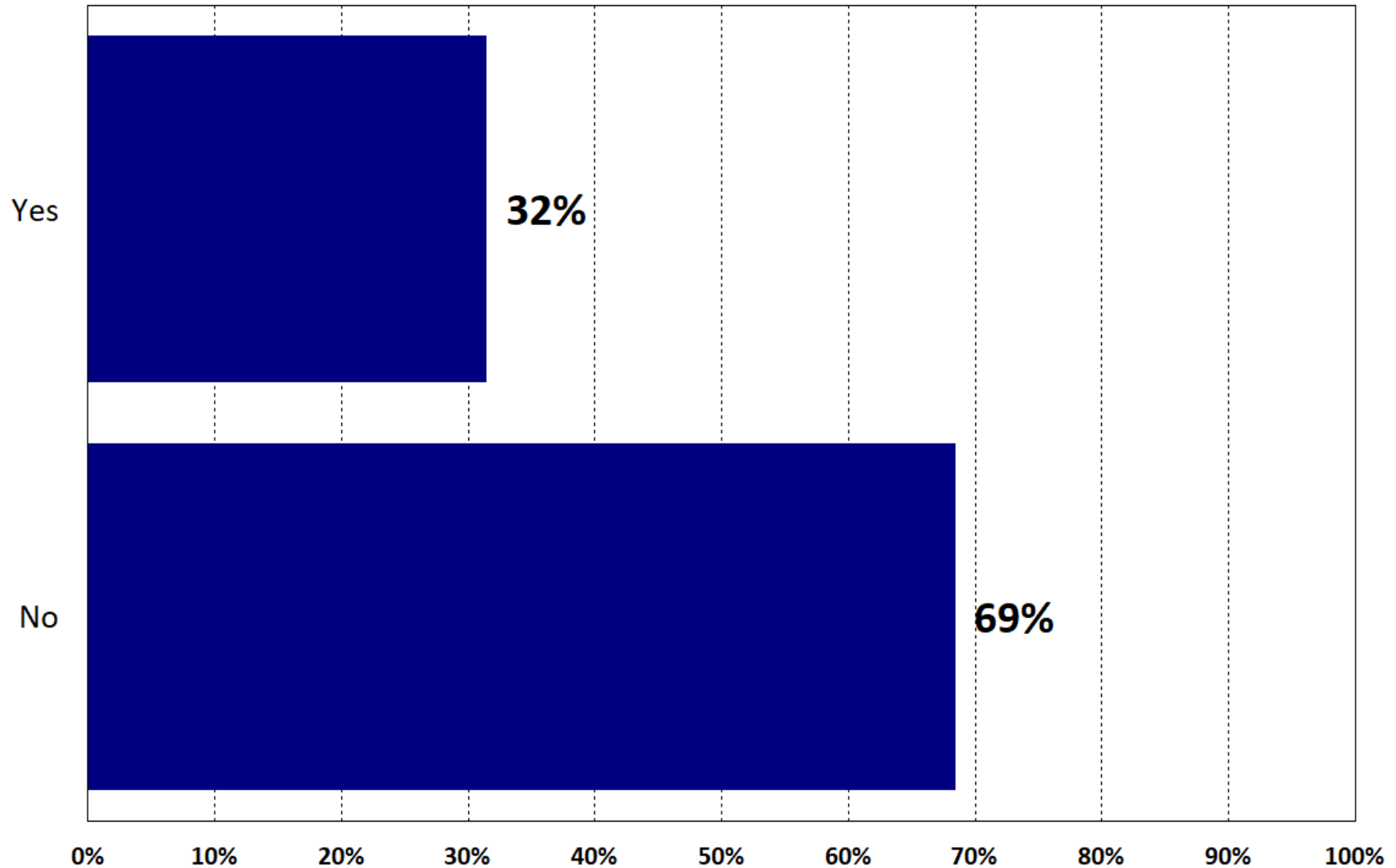
Including yourself, how many people live in your household?

by percentage of respondents (excluding “not provided”)



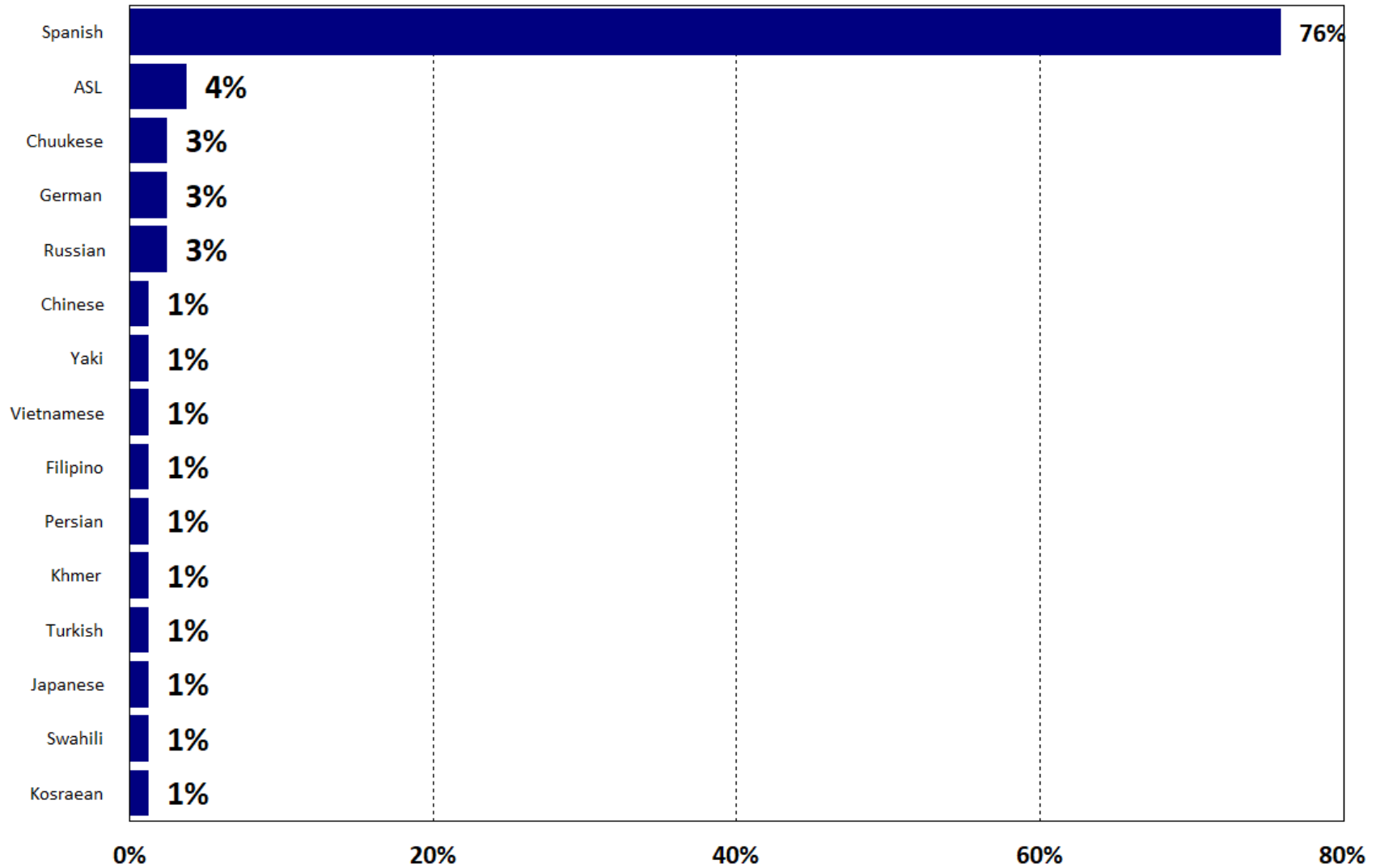
Do you speak a language other than English at home?

by percentage of respondents (excluding “not provided”)



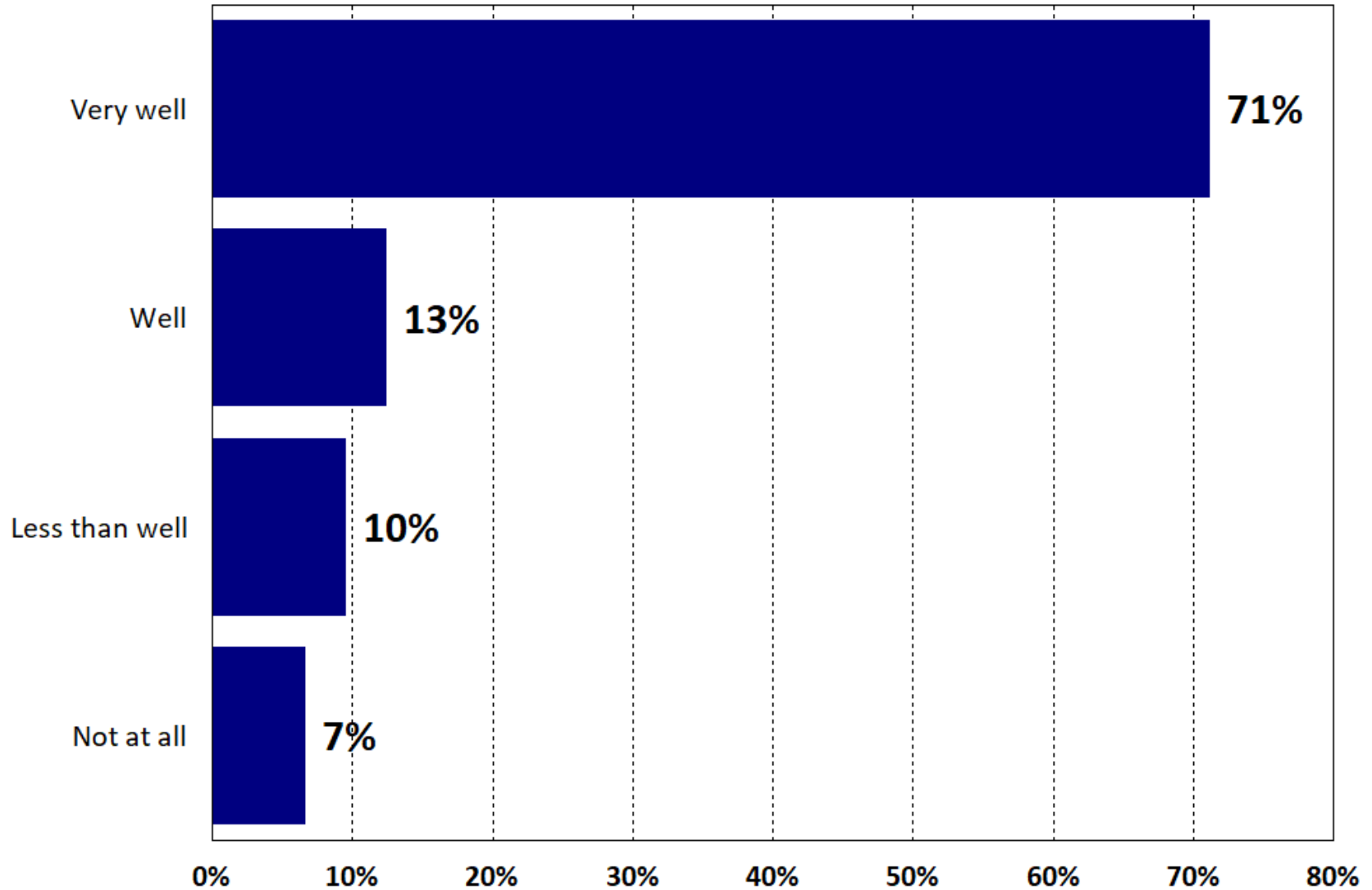
Which Language?

by percentage of respondents who indicated that they speak a language other than English at home



How well do you speak English?

by percentage of respondents who indicated that they speak a language other than English at home

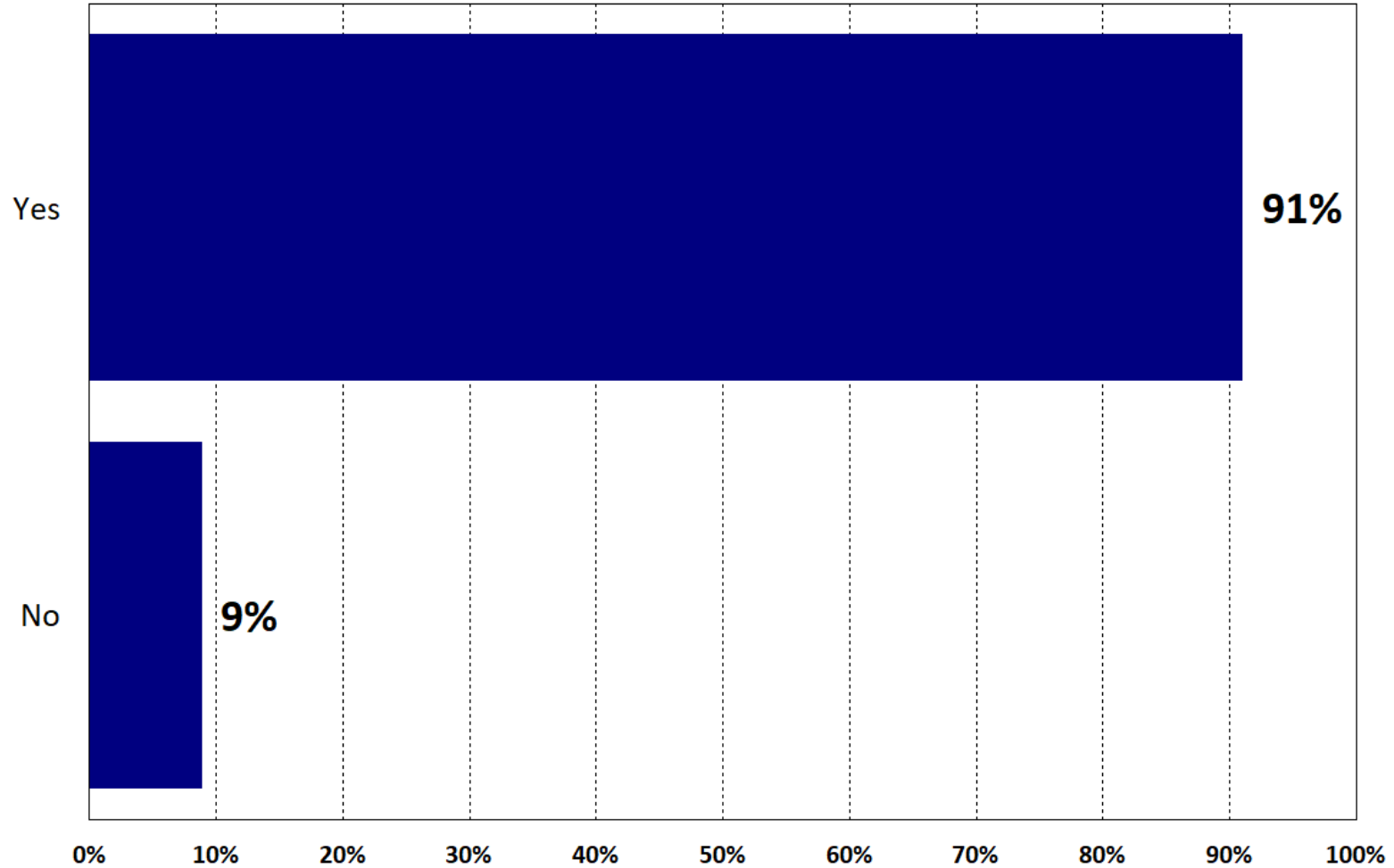




CUSTOMER TRANSPORTATION CHARACTERISTICS

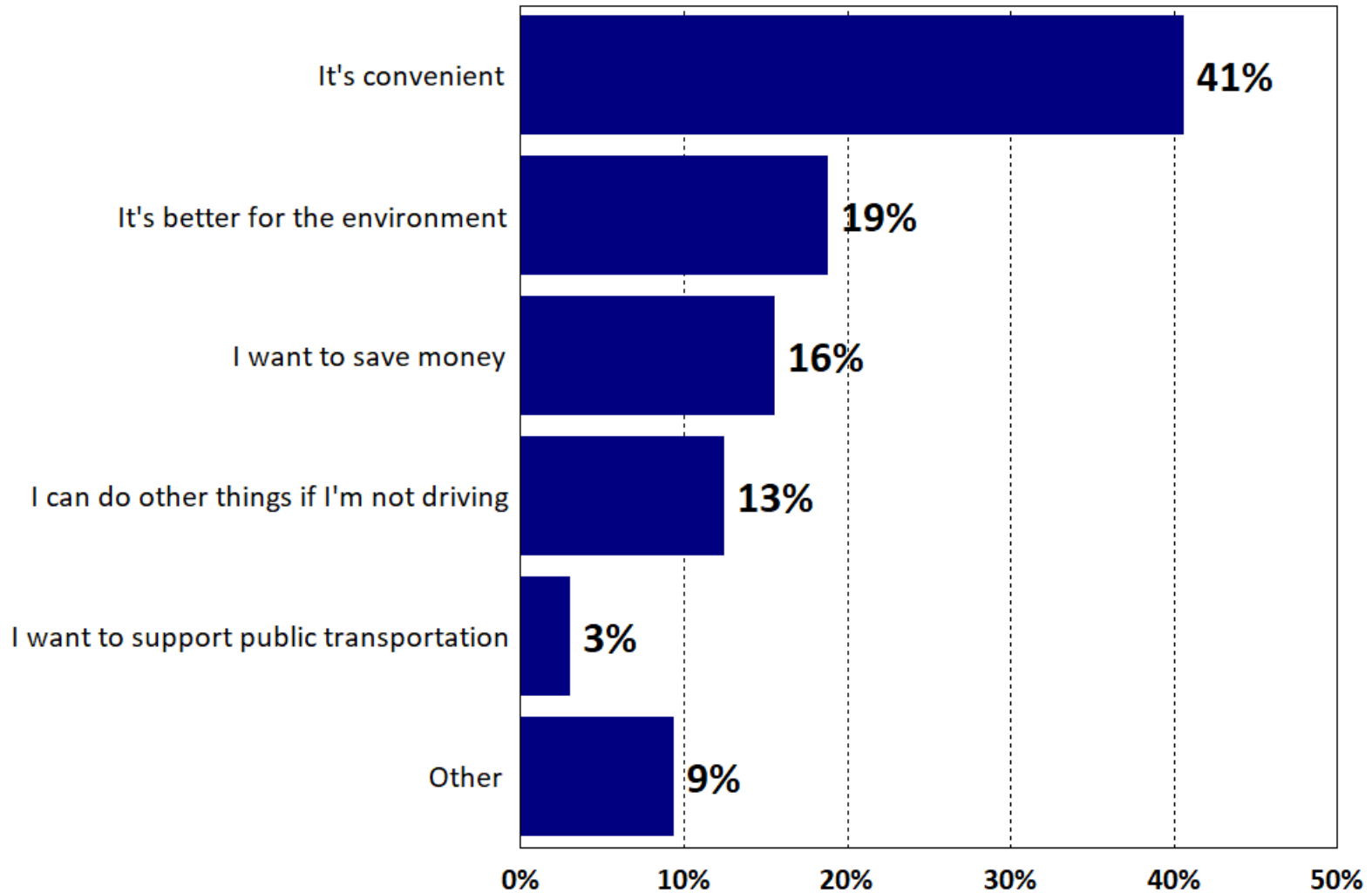
Are you dependent on using Cherriots' buses for travel to/from your destination?

by percentage of respondents (excluding "not provided")



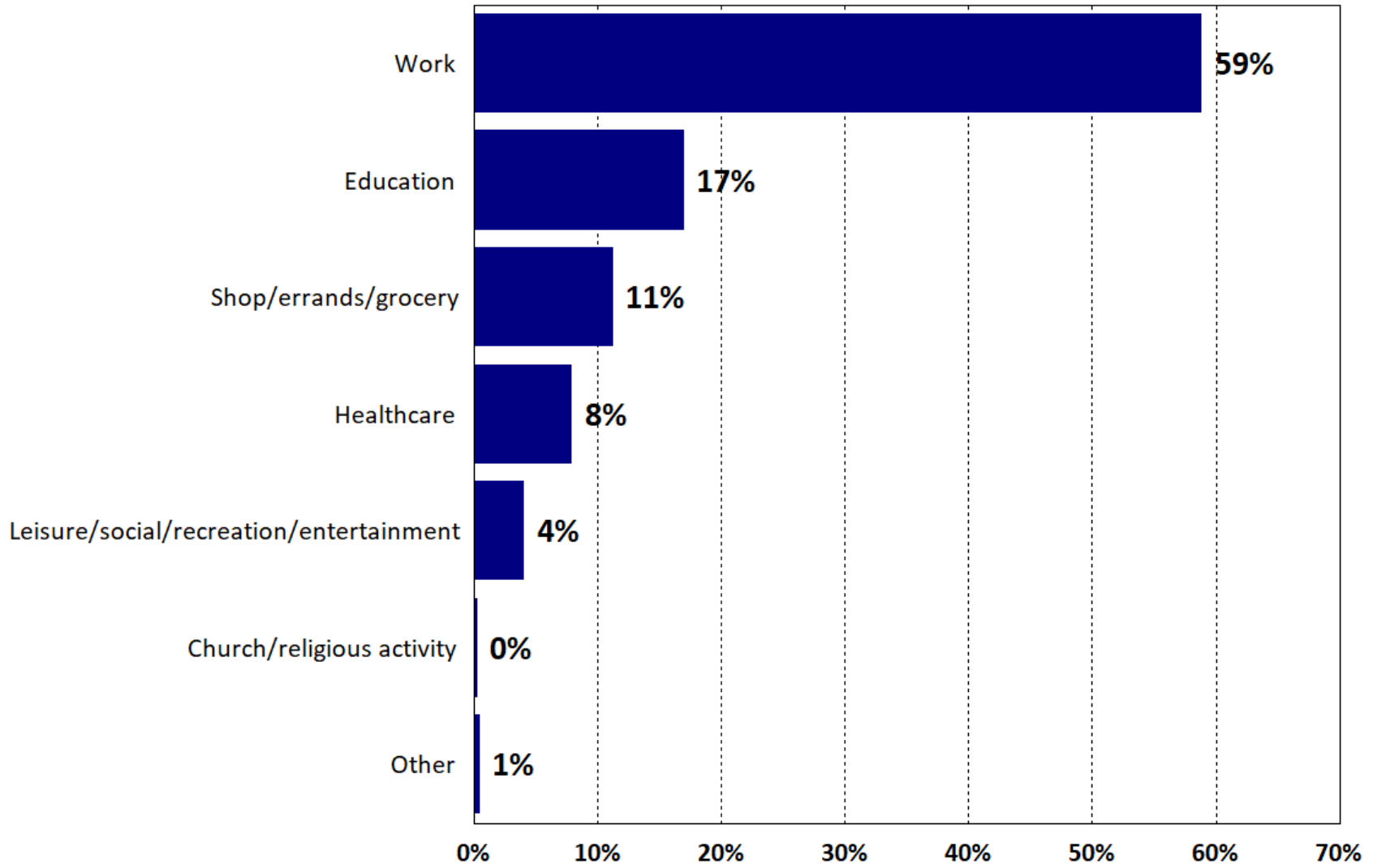
If you do have other options (such as walking, getting a ride, or buying/driving a car), what is the #1 reason you choose public transportation?

by percentage of respondents who indicated that they are not dependent on Cherriots' buses for travel



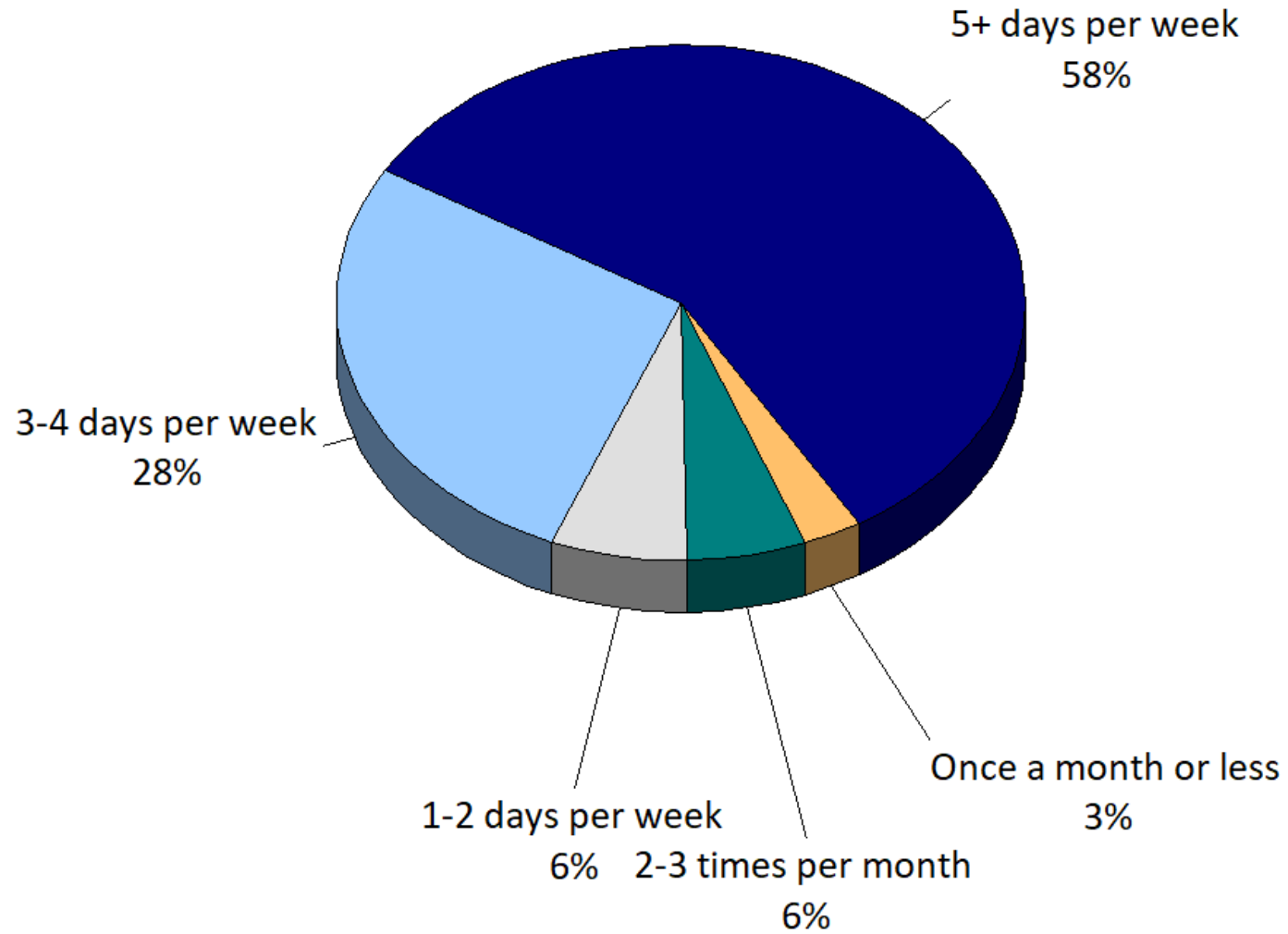
For what primary purpose do you ride Cherriots' buses most frequently?

by percentage of respondents (excluding "not provided")



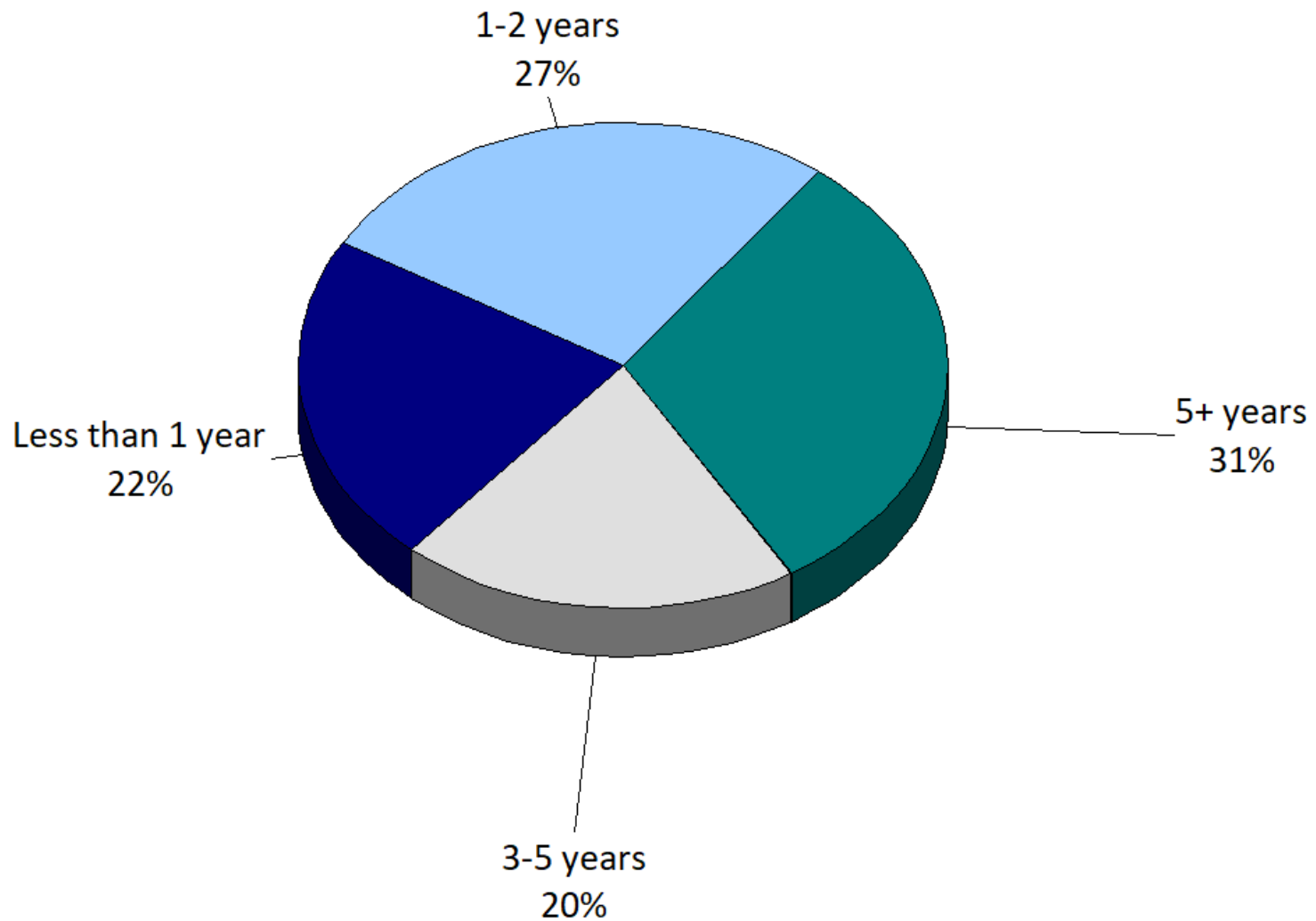
How often do you ride the bus?

by percentage of respondents (excluding “not provided”)



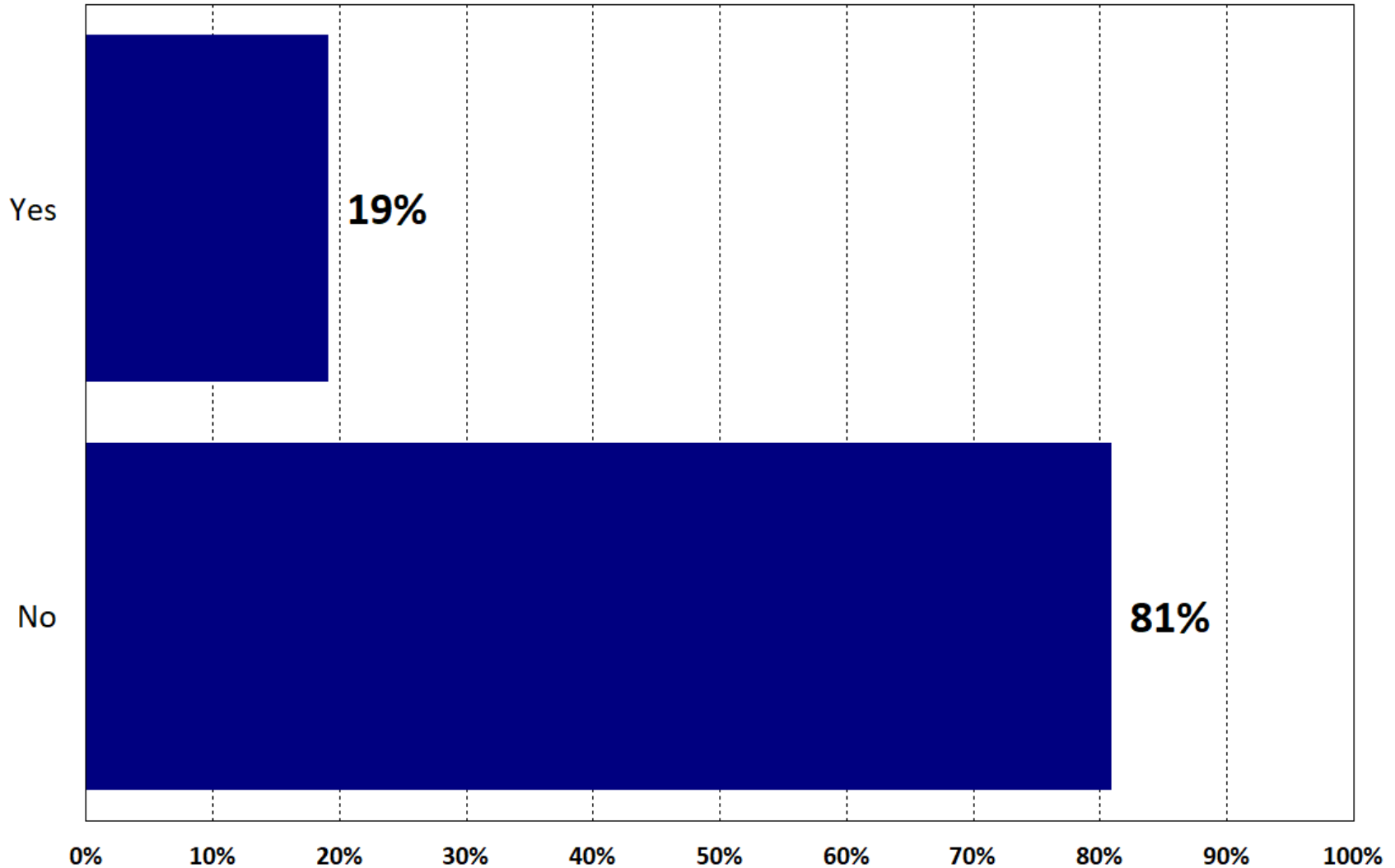
How long have you used Cherriots' services?

by percentage of respondents (excluding "not provided")



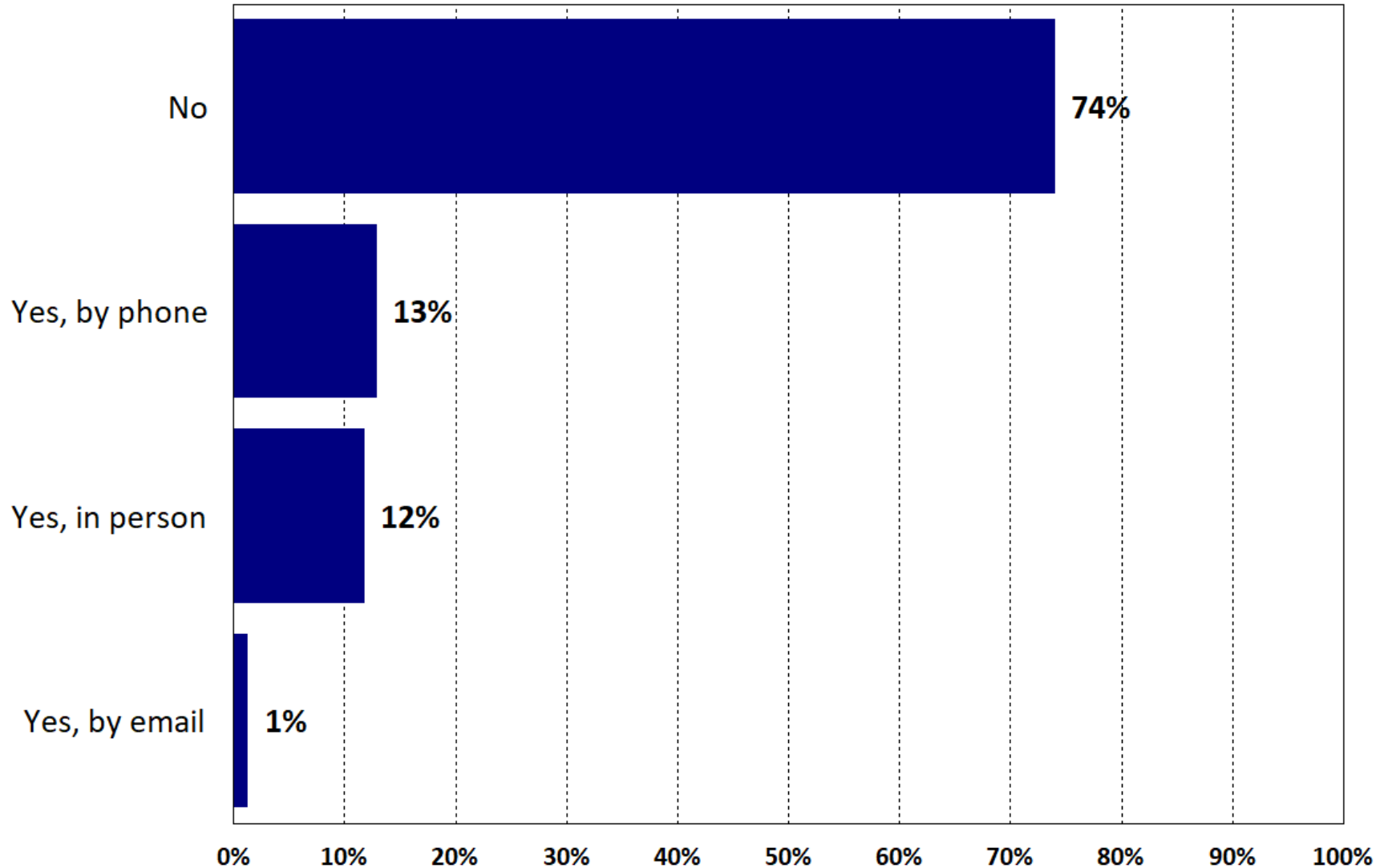
Do you have a working vehicle that you could have used for this trip instead of taking the bus today?

by percentage of respondents (excluding “not provided”)



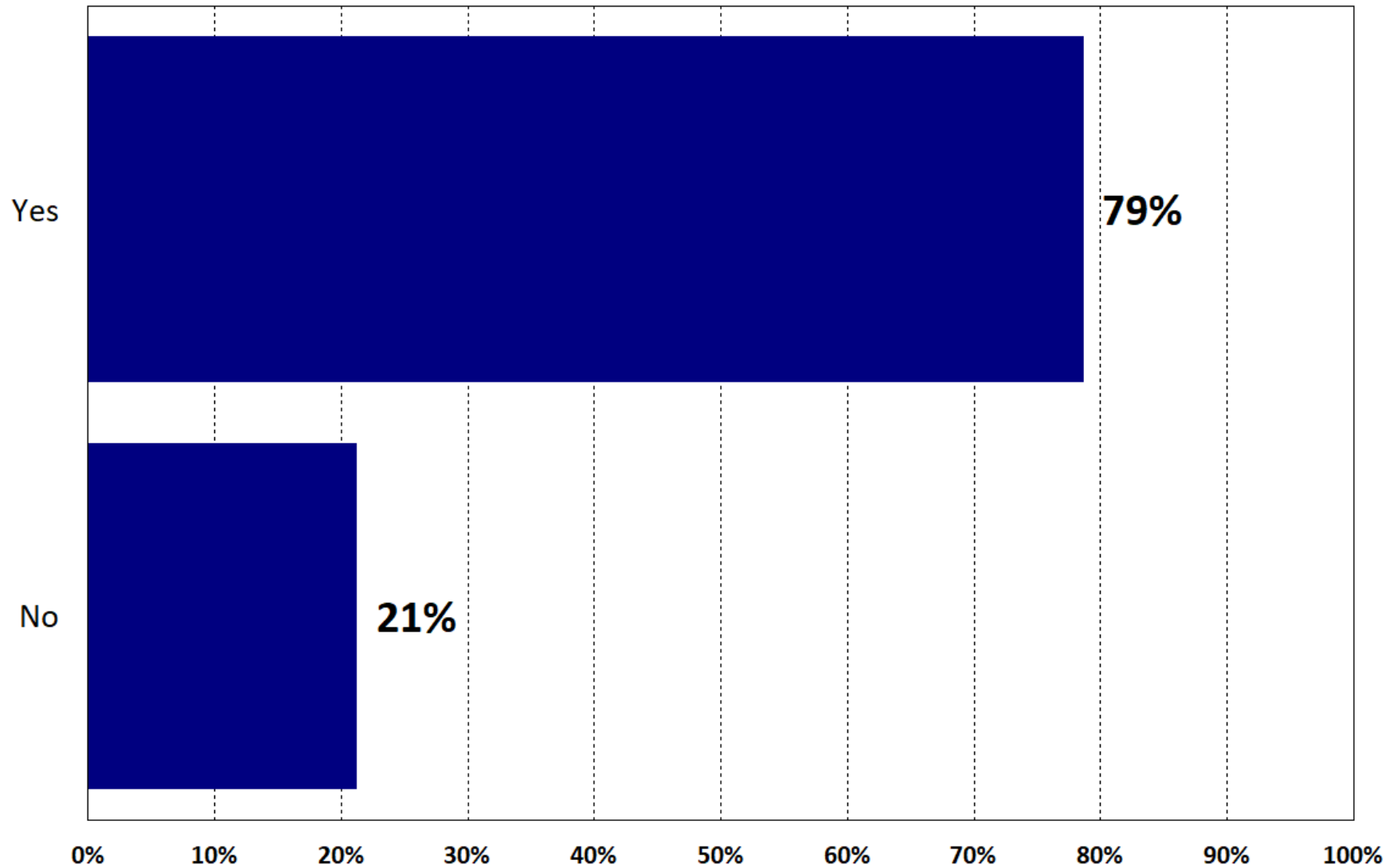
Have you contacted Cherriots with a question, concern, or complaint in the last 3 months?

by percentage of respondents



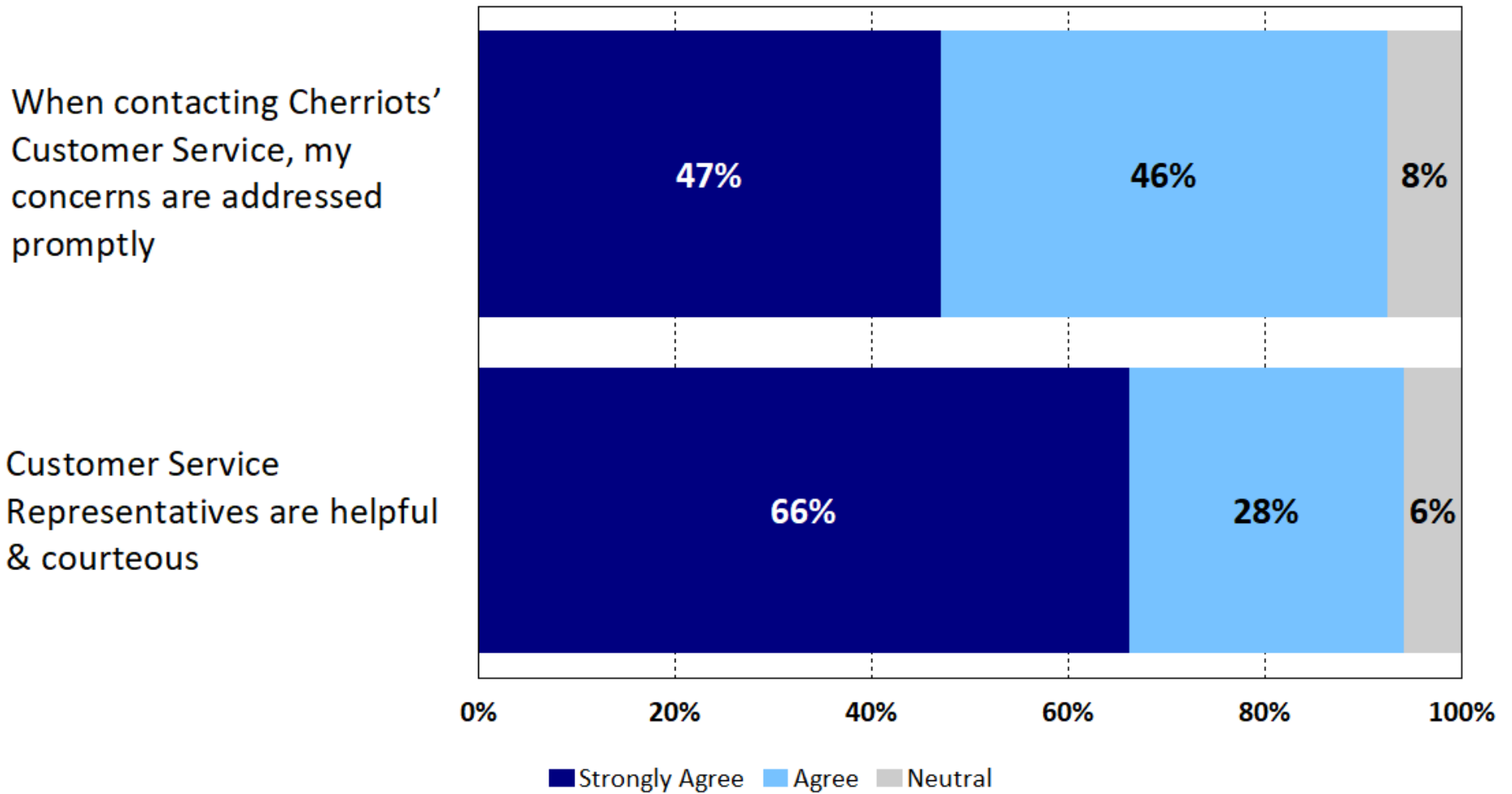
Was your issue resolved?

by percentage of respondents who indicated that they have contacted customer service (excluding “not provided”)



Satisfaction with Customer Service

by percentage of respondents (excluding “not provided”)

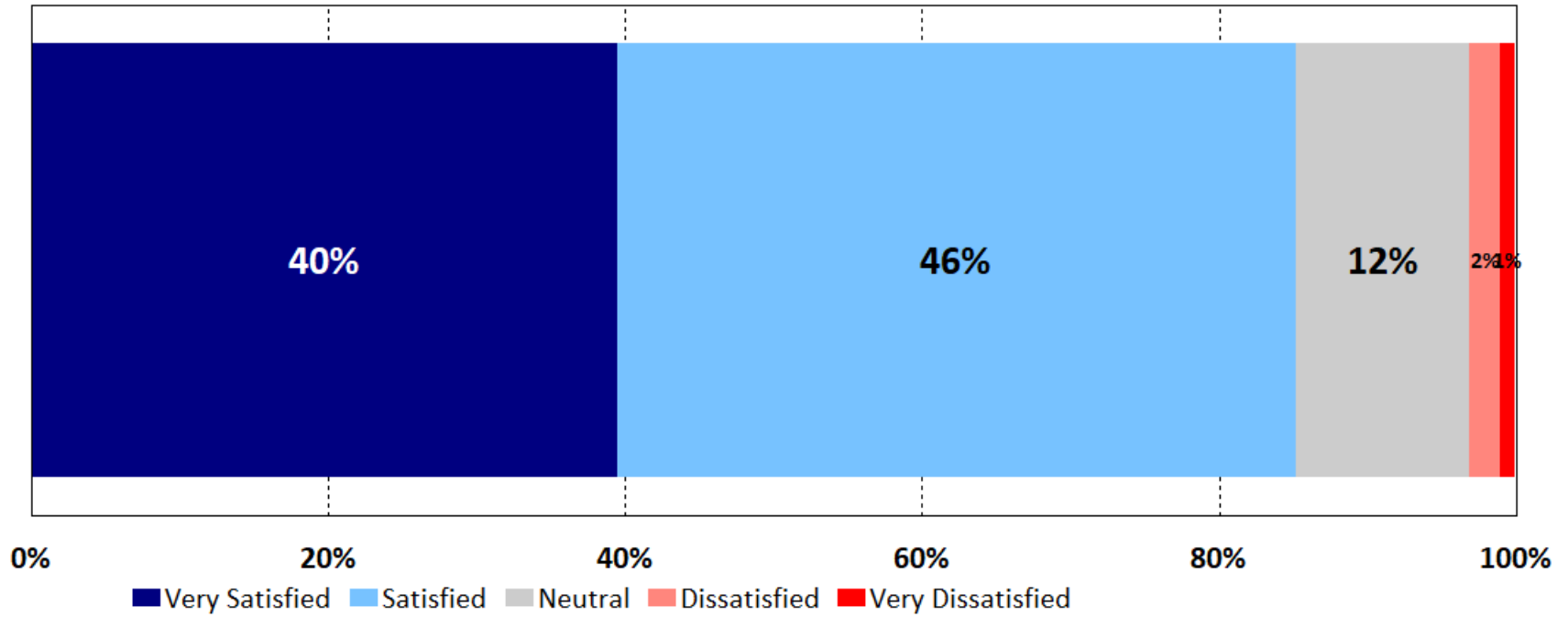




CUSTOMER OPINIONS

How satisfied are you overall with the bus service?

by percentage of respondents (excluding “not provided”)



NET PROMOTER SCORE

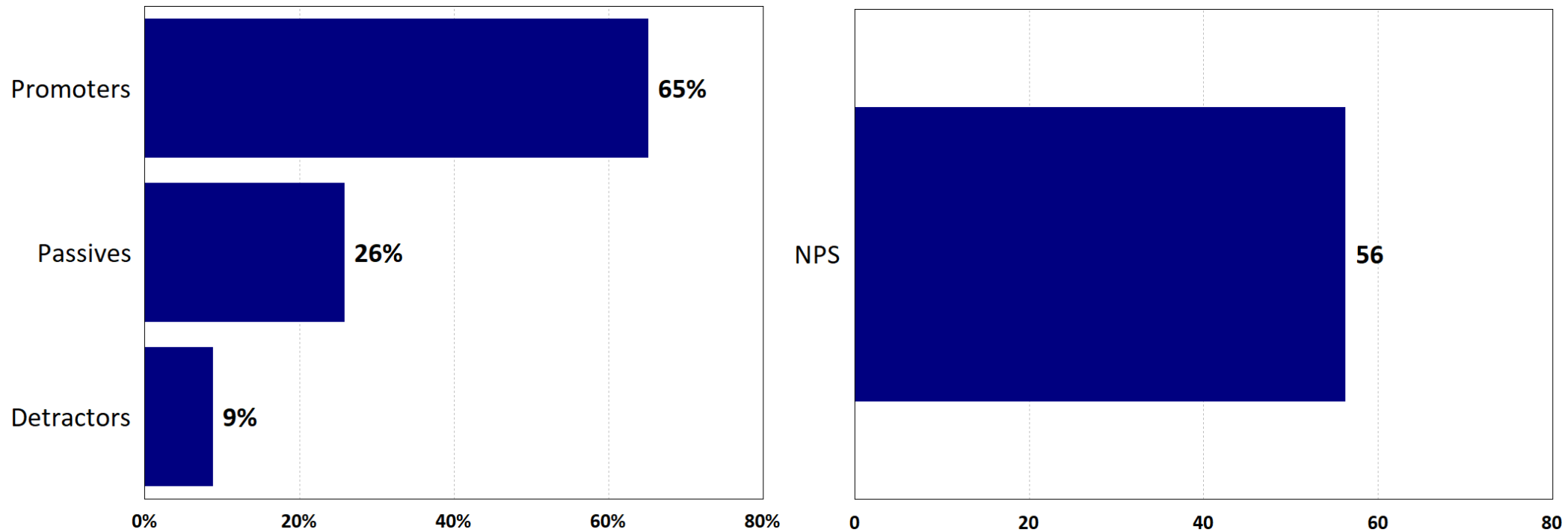
Using a 10-point scale, where 10 means “Very Likely,” and 0 means “Not Likely At All,” how likely would you be to recommend Cherriots bus service to a friend, colleague, or family member?

“Promoter” = 10-9

“Passive” = 8-7

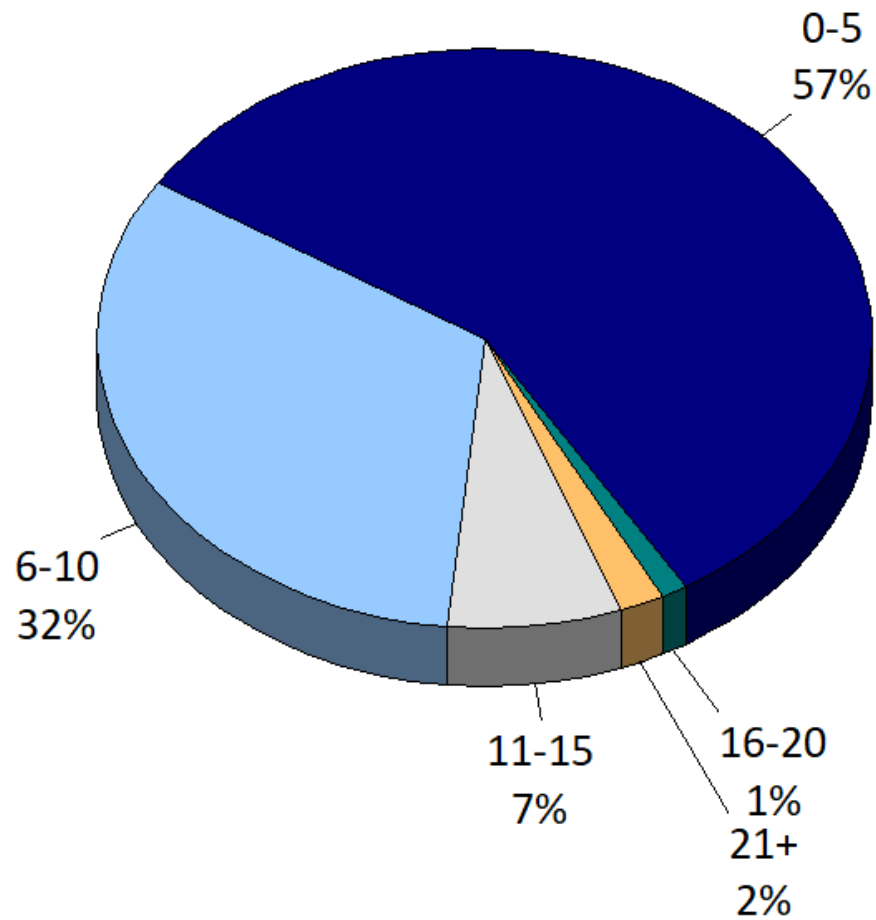
“Detractor” = 6-0

Net Promoter Score is the number of “Promoters” minus the number of “Detractors.”



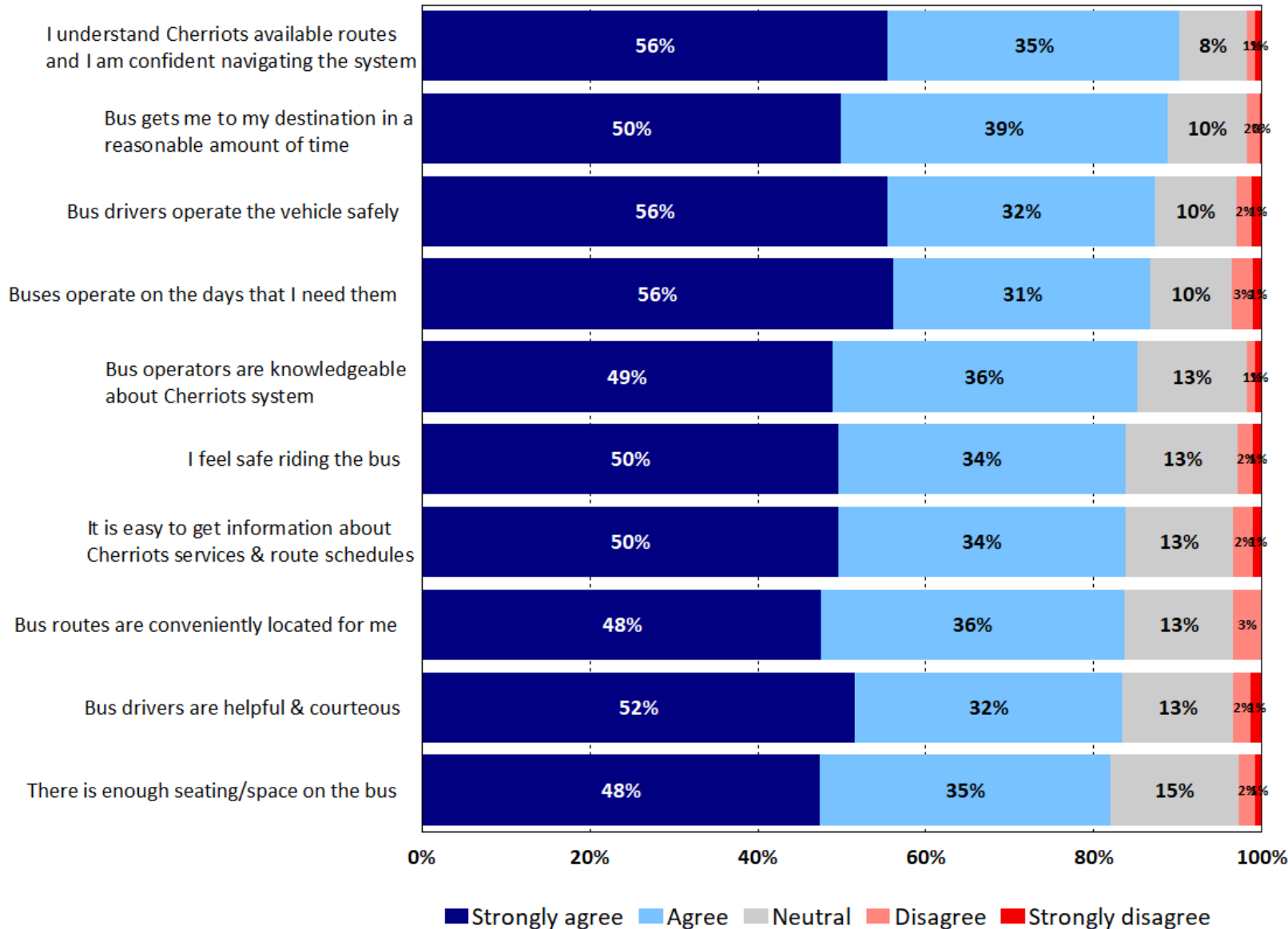
How many minutes is acceptable for a bus to arrive beyond its scheduled time?

by percentage of respondents (excluding “not provided”)



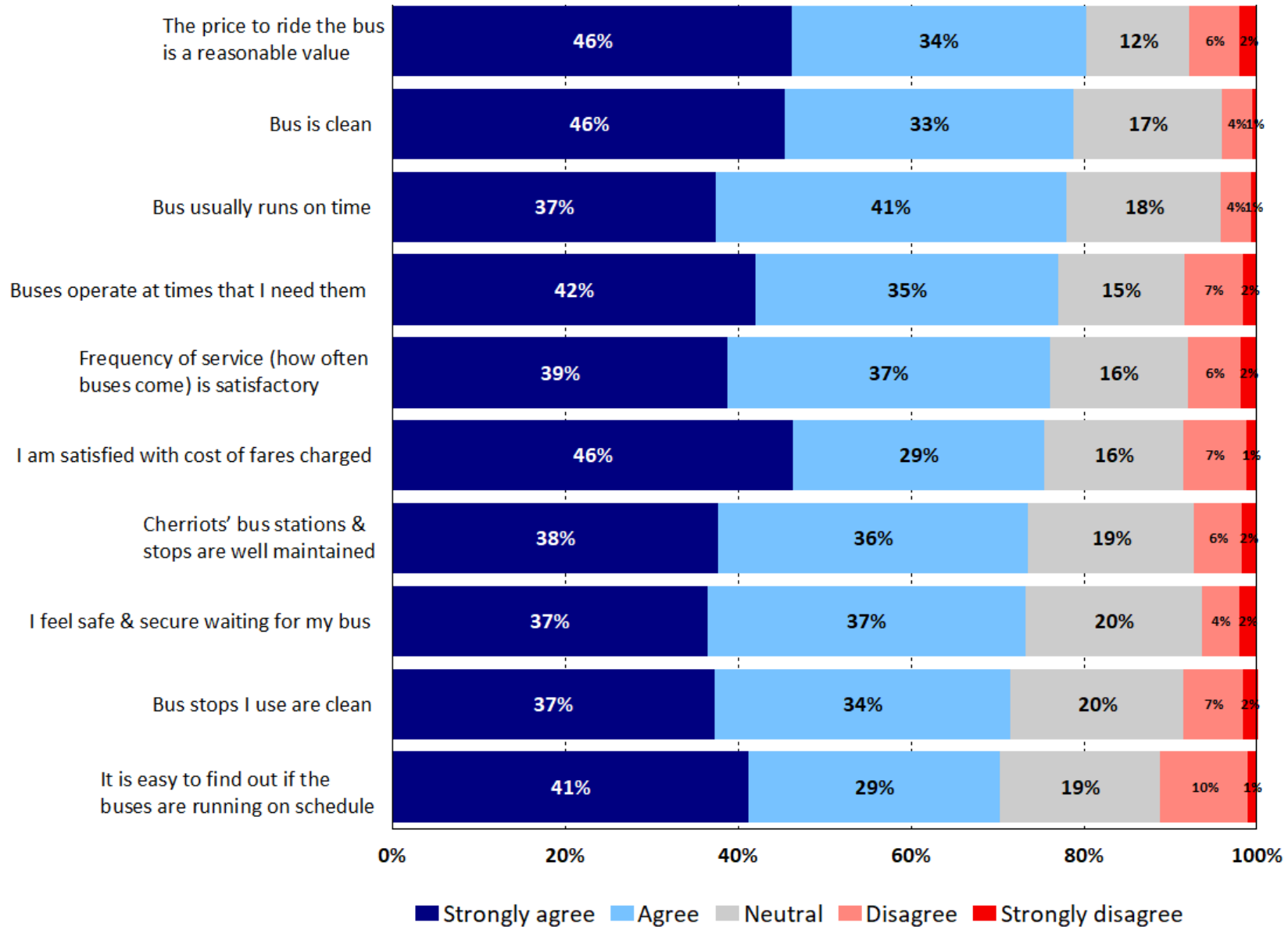
Please rate your agreement with the following statements.

by percentage of respondents (excluding “not provided”)



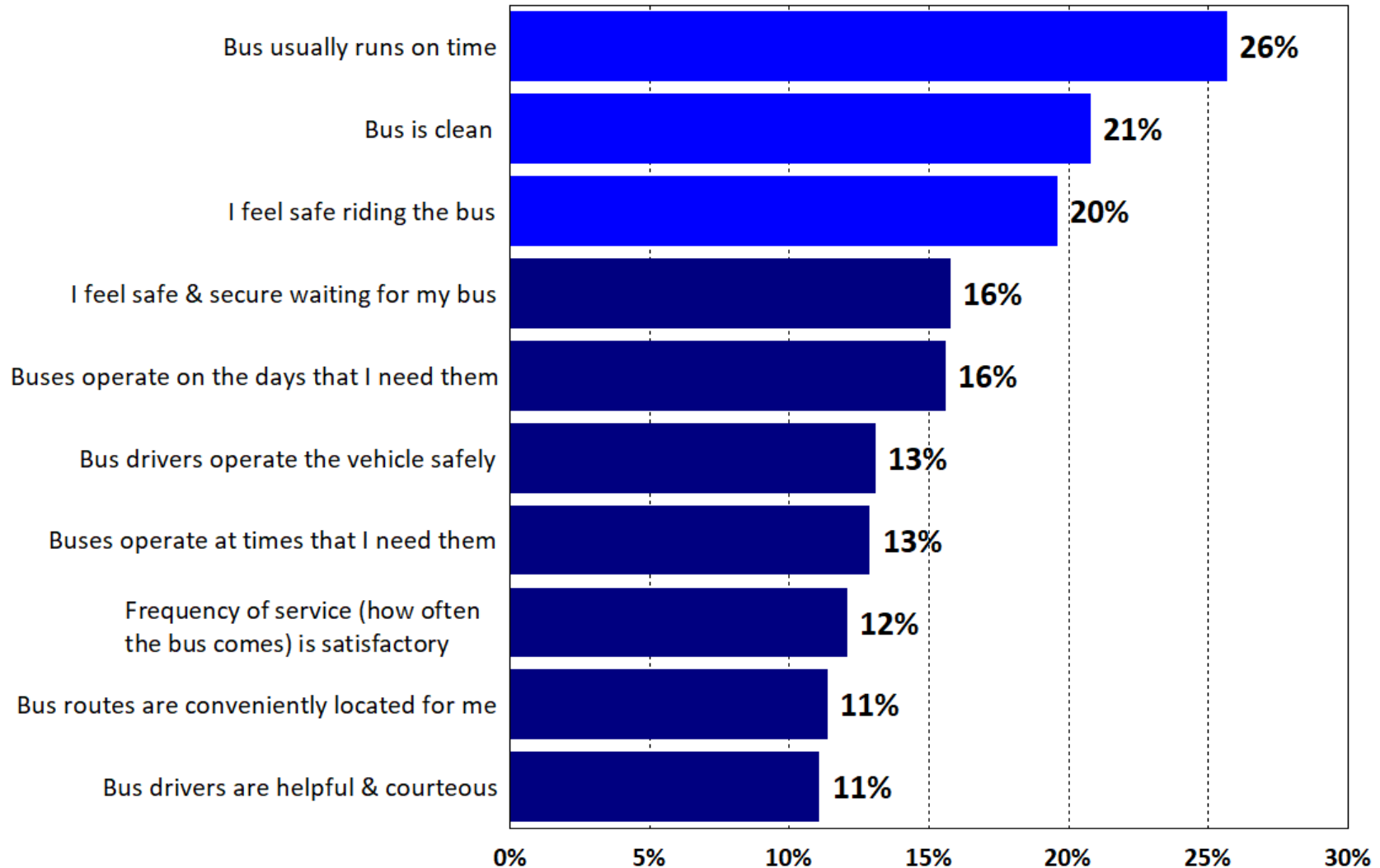
Please rate your agreement with the following statements. (Cont.)

by percentage of respondents (excluding “not provided”)



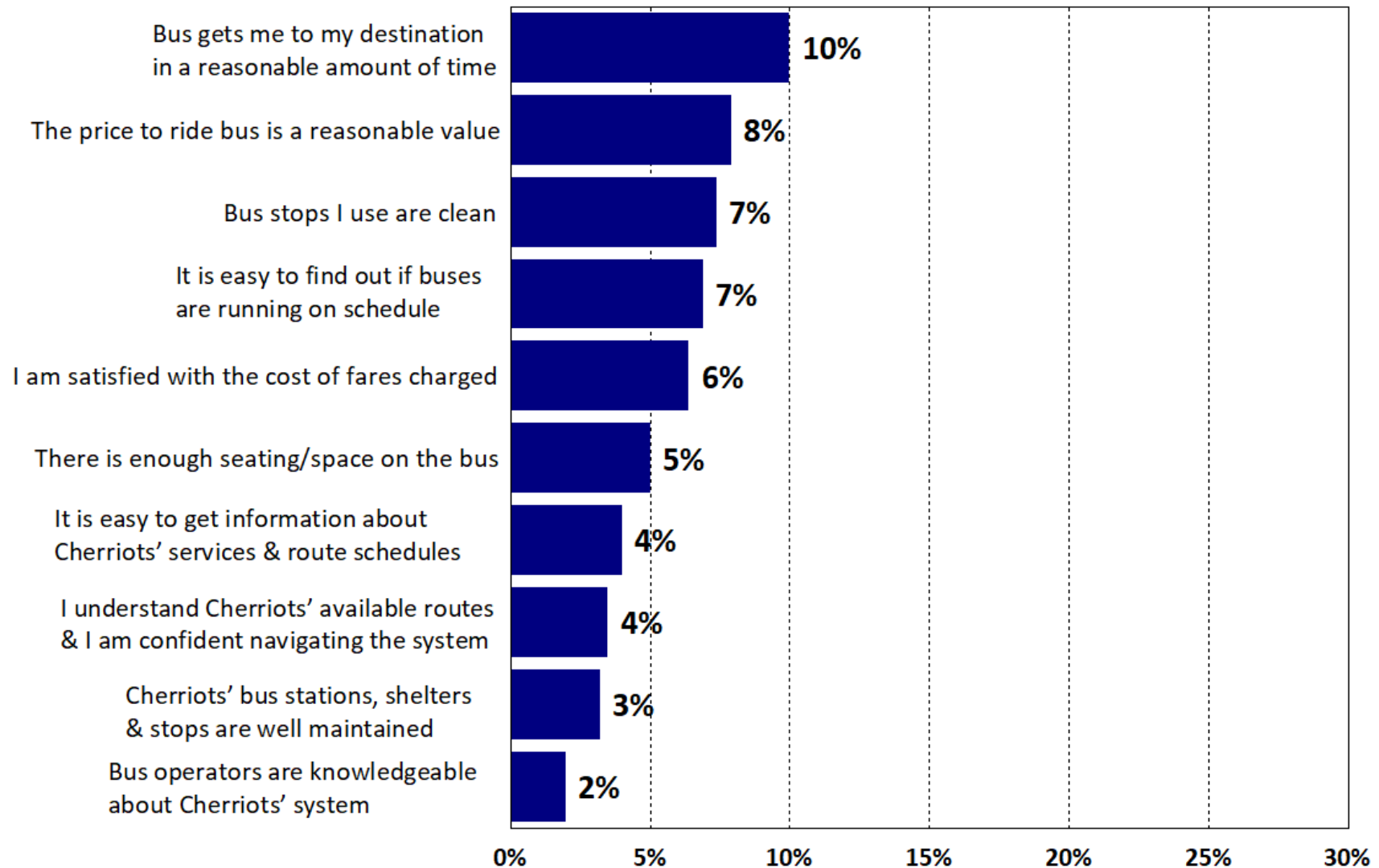
Which three items from the previous question do you think are most important?

by percentage of respondents who selected each item as first, second, or third most important



Which three items from the previous question do you think are most important? (Cont.)

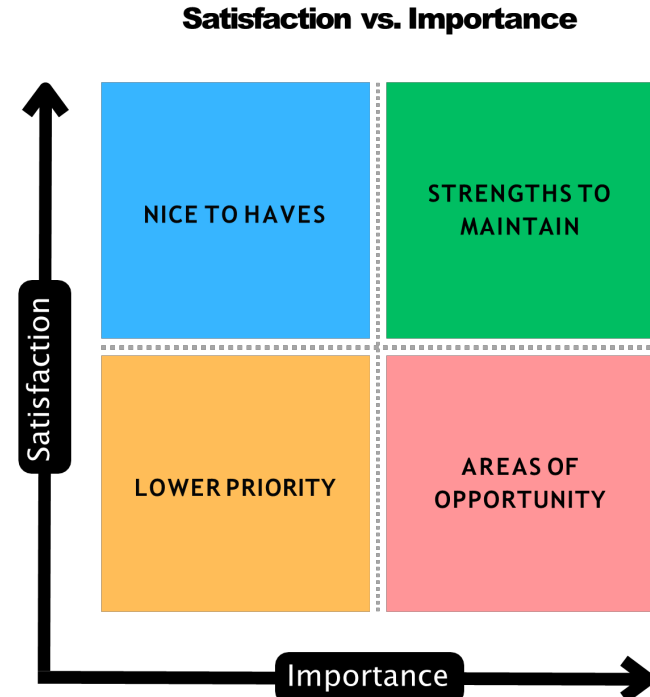
by percentage of respondents who selected each item as first, second, or third most important



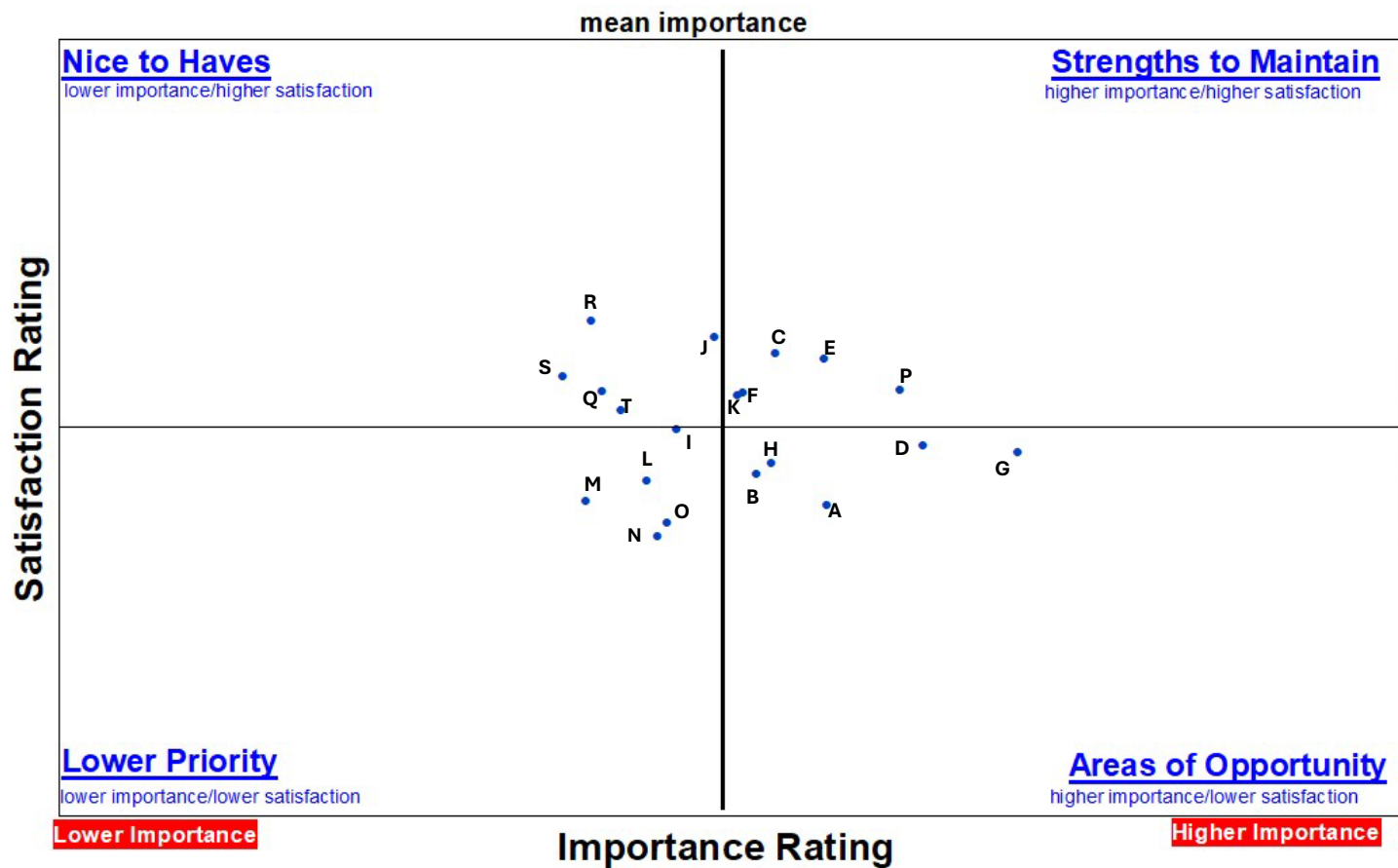
Importance-Satisfaction (I-S) Analysis

The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue positive overall customer satisfaction.



Importance-Satisfaction (I-S) Analysis



- A. Bus usually runs on time
- B. Bus is clean
- C. I feel safe riding the bus
- D. I feel safe & secure waiting for my bus
- E. Buses operate on the days that I need them
- F. Bus drivers operate the vehicle safely
- G. Buses operate at times that I need them
- H. Frequency of service (how often buses come) is satisfactory
- I. Bus routes are conveniently located for me
- J. Bus drivers are helpful & courteous
- K. Bus gets me to my destination in a reasonable amount of time
- L. The price to ride bus is a reasonable value
- M. Bus stops I use are clean
- N. It is easy to find out if buses are running on schedule
- O. I am satisfied with cost of fares charged
- P. There is enough seating/space on the bus
- Q. It is easy to get information about Cherriots' services & route schedules
- R. I understand Cherriots' available routes, & I am confident navigating the system
- S. Cherriots' bus stations, shelters & stops are well maintained
- T. Bus operators are knowledgeable about Cherriots' system

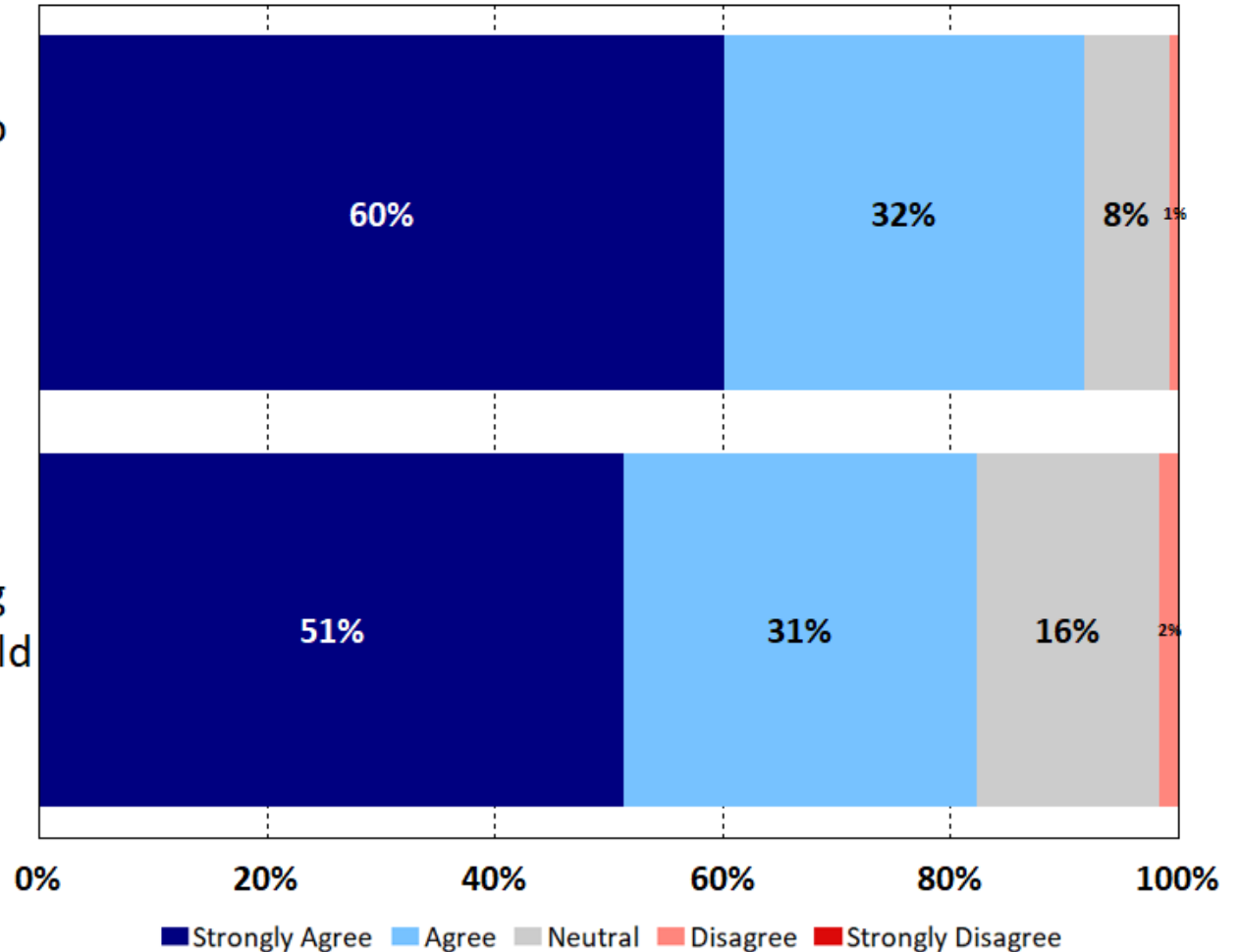
Source: ETC Institute (2023)

Please rate your agreement with the following statements.

by percentage of respondents (excluding “not provided”)

Cherriots’ provides value to the community

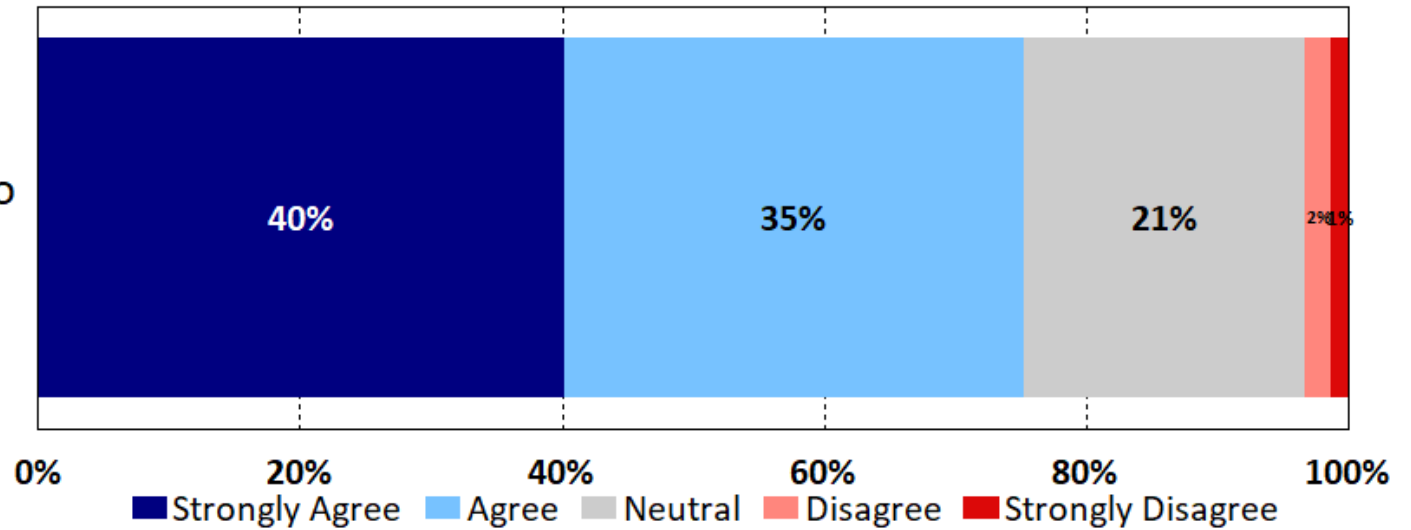
The current level of funding for Cherriots’ services should increase over the next five years



Please rate your agreement with the following statement.

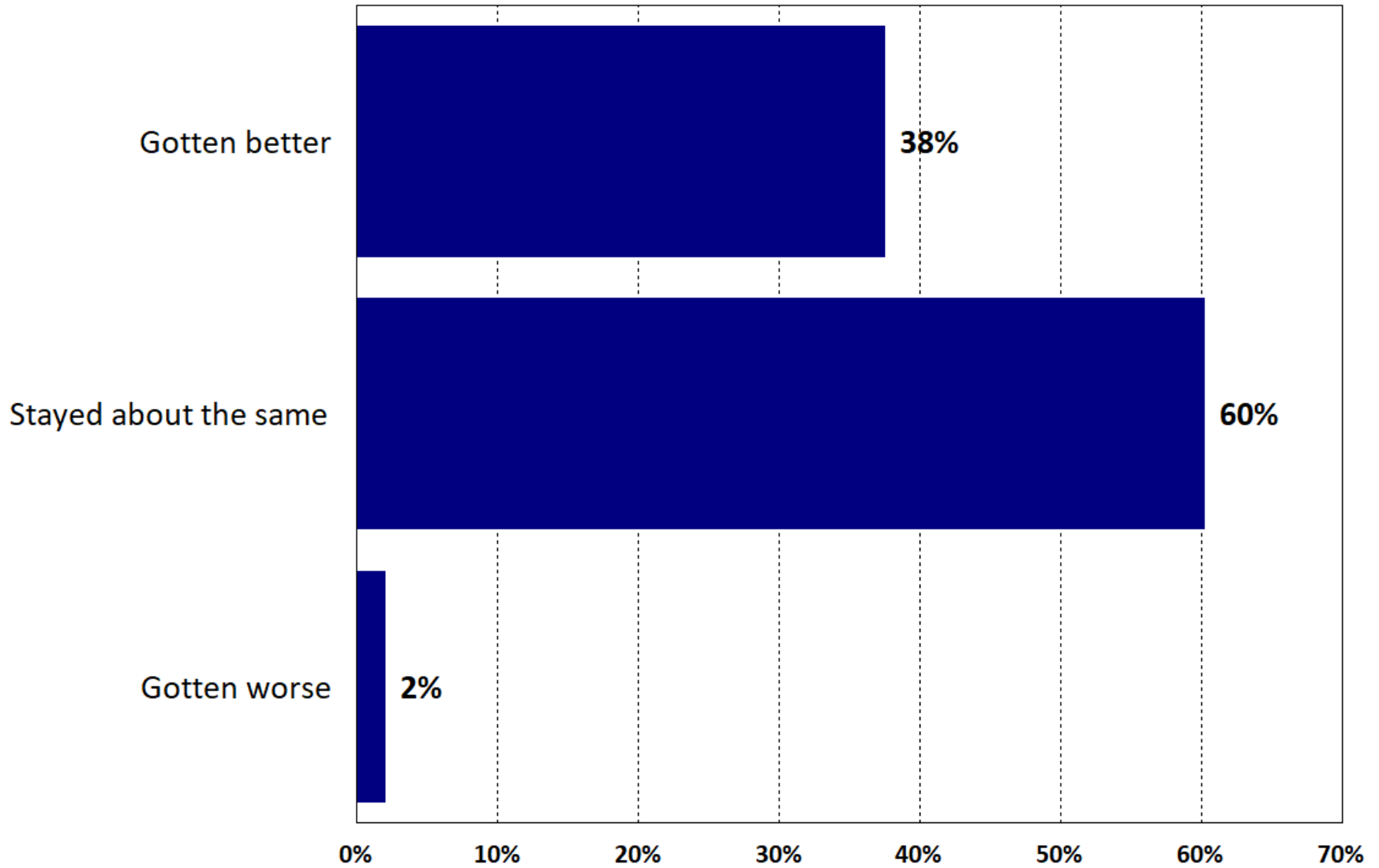
by percentage of respondents (excluding “not provided”)

The bus routes allow me to have better access to employment



In the past year, has the bus service:

by percentage of respondents (excluding “not provided”)



3

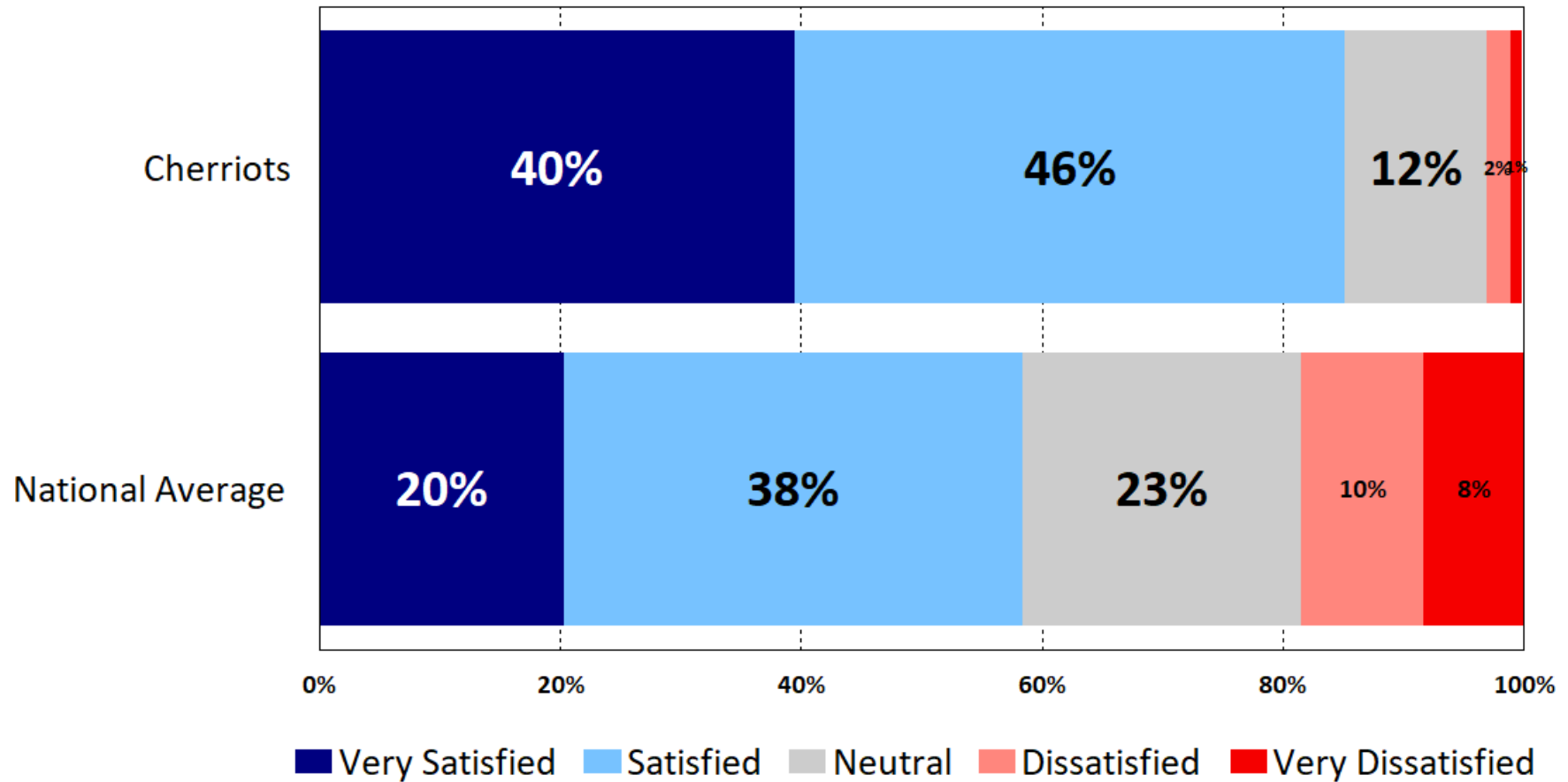
Benchmarks

NATIONAL BENCHMARKS

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with SAMTD is not authorized without written consent from ETC Institute.

How satisfied are you with Cherriots' bus service?

by percentage of respondents (excluding "not provided")



NET PROMOTER SCORE

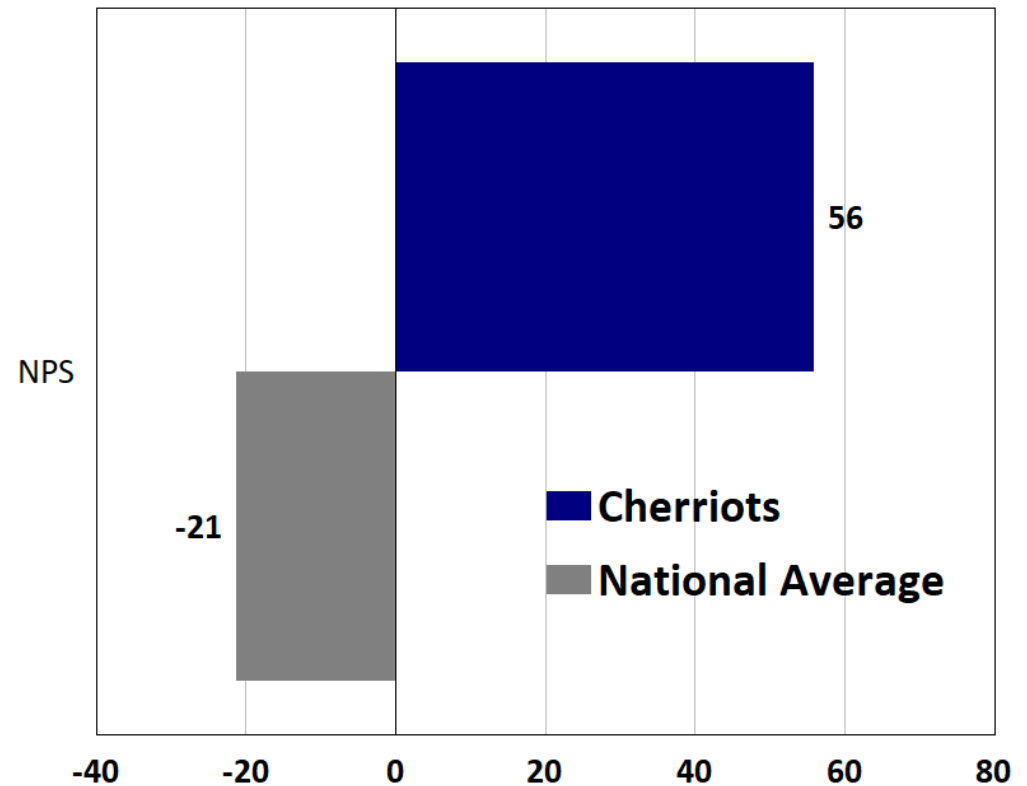
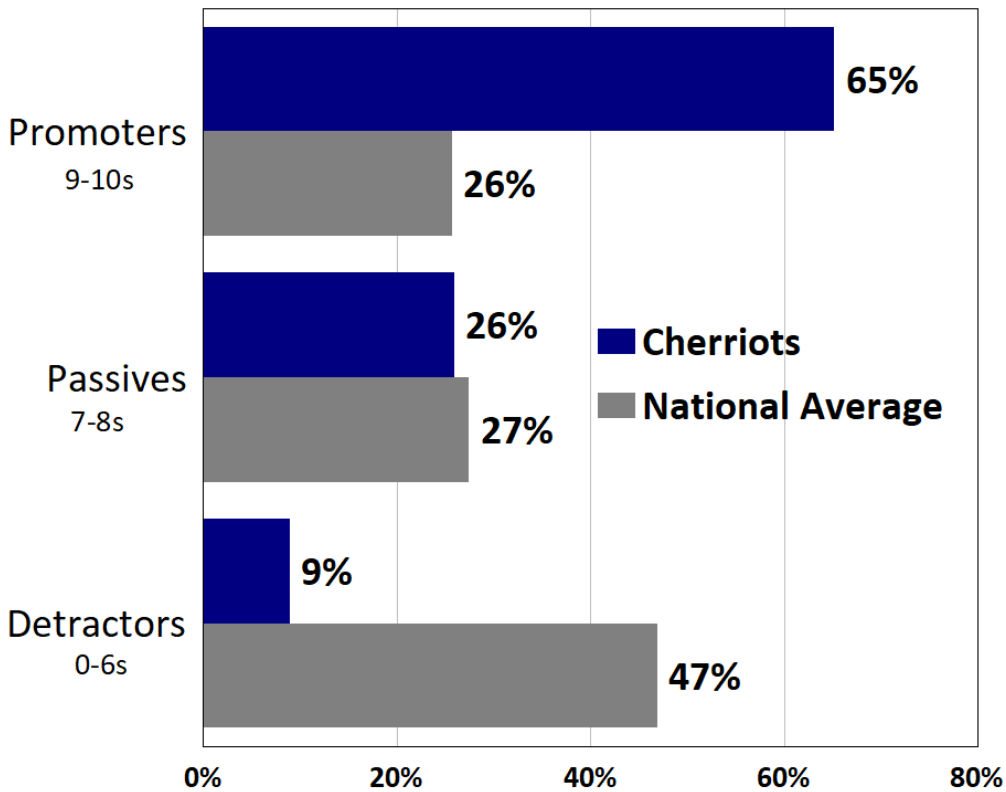
Using a 10-point scale, where 10 means “Very Likely,” and 0 means “Not Likely At All,” how likely would you be to recommend Cherriots bus service to a friend, colleague, or family member?

“Promoter” = 10-9

“Passive” = 8-7

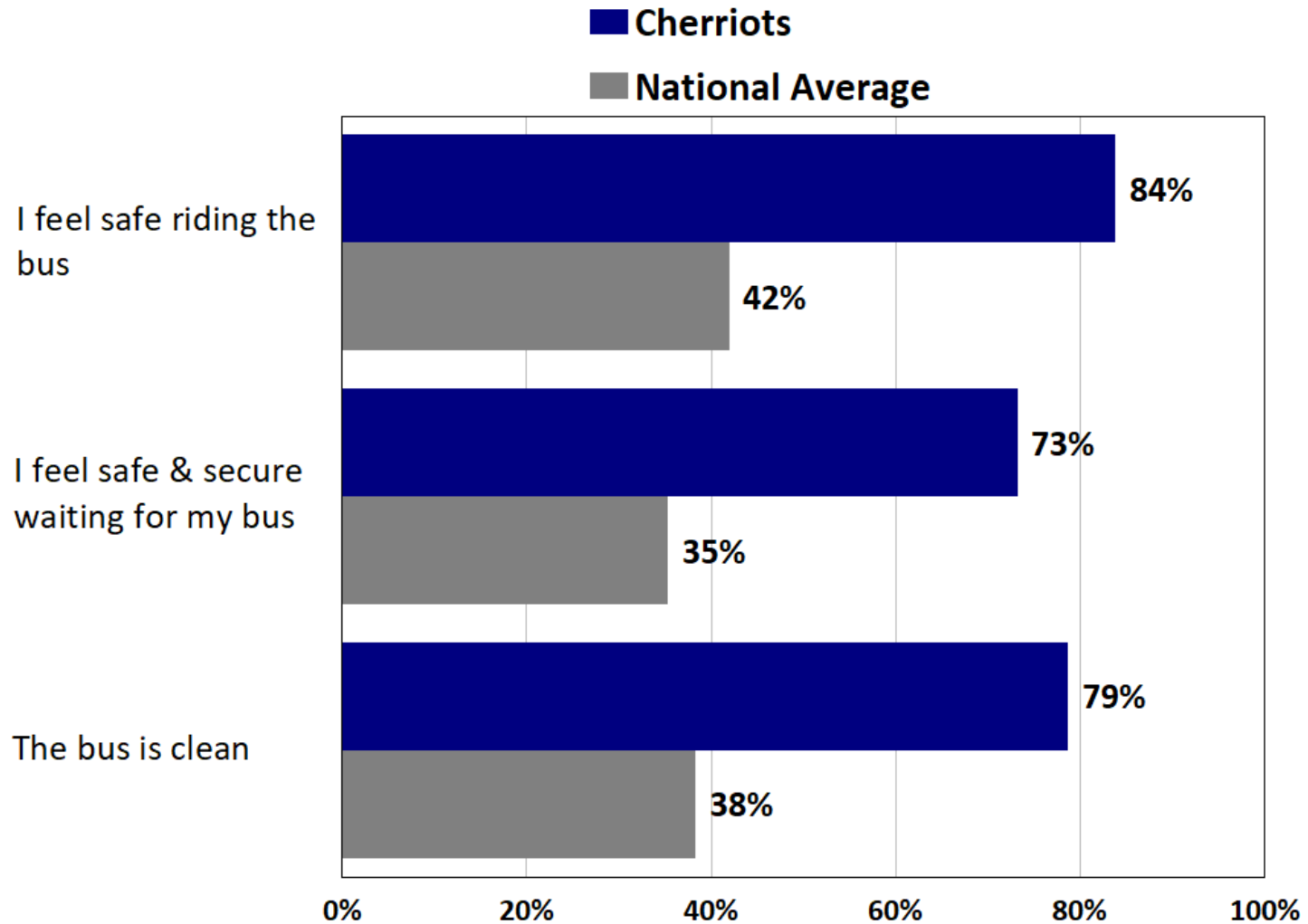
“Detractor” = 6-0

Net Promoter Score is the number of “Promoters” minus the number of “Detractors.”



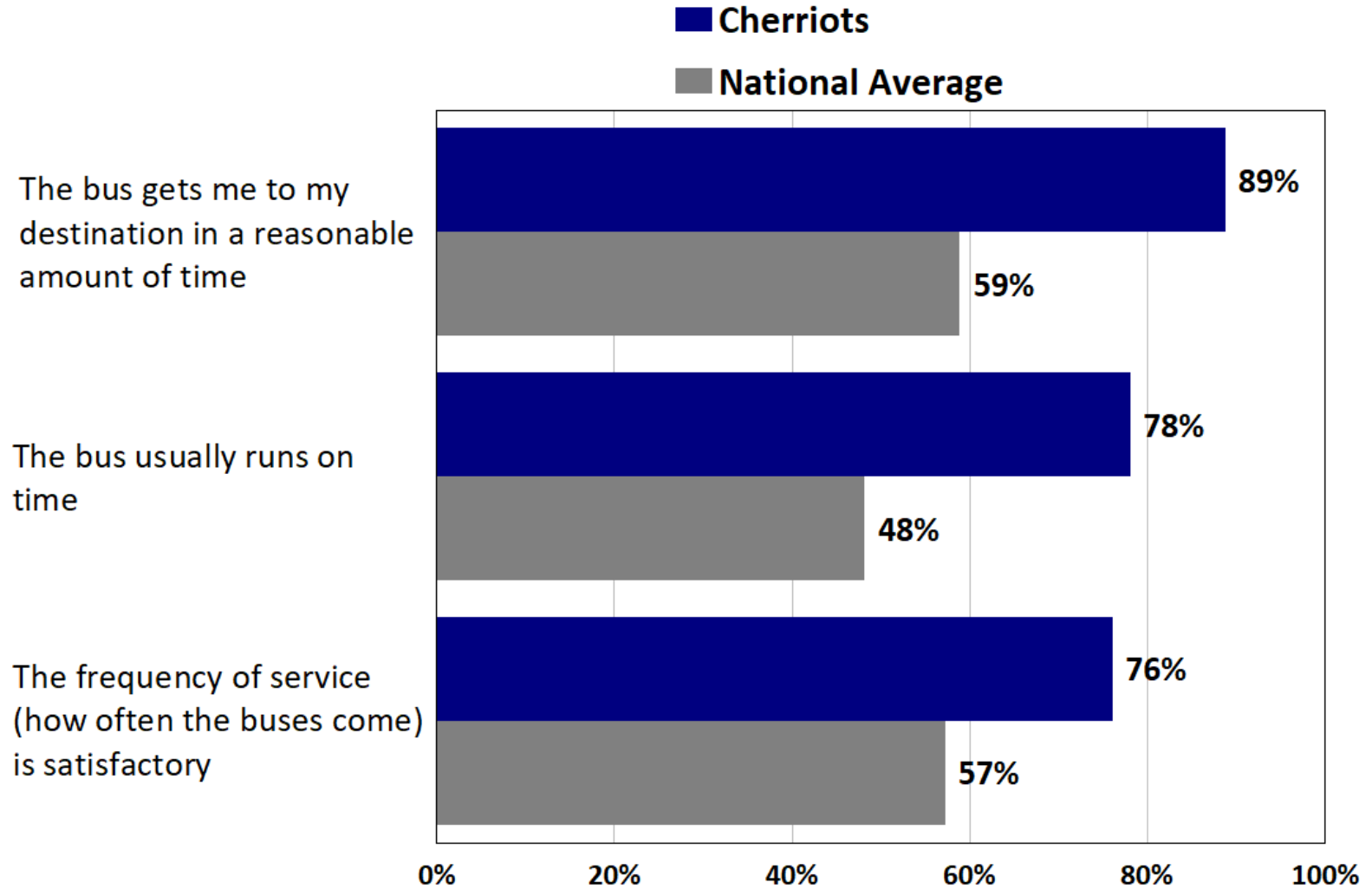
How much do you agree with the following statements about Cherriots?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



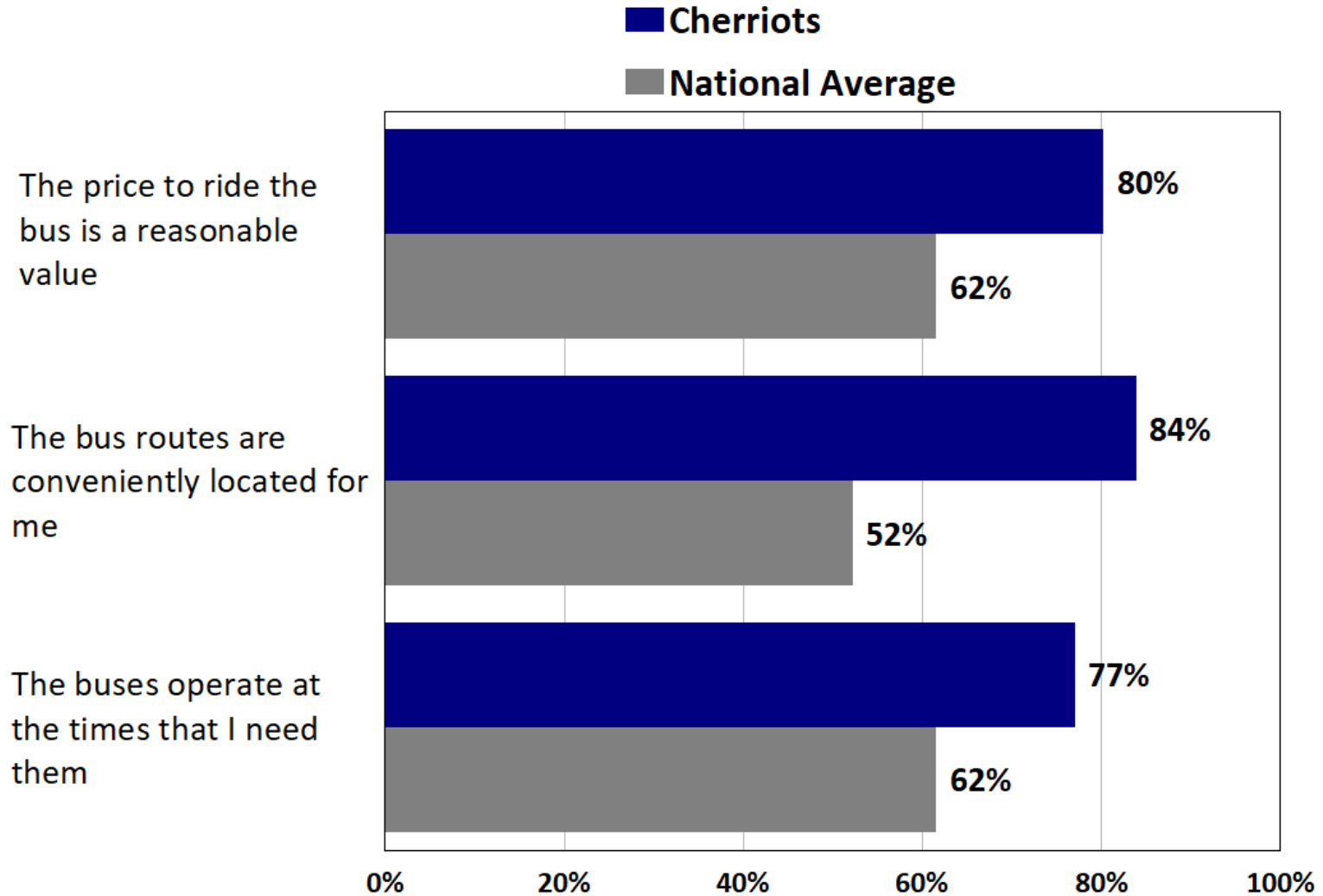
How much do you agree with the following statements about Cherriots?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



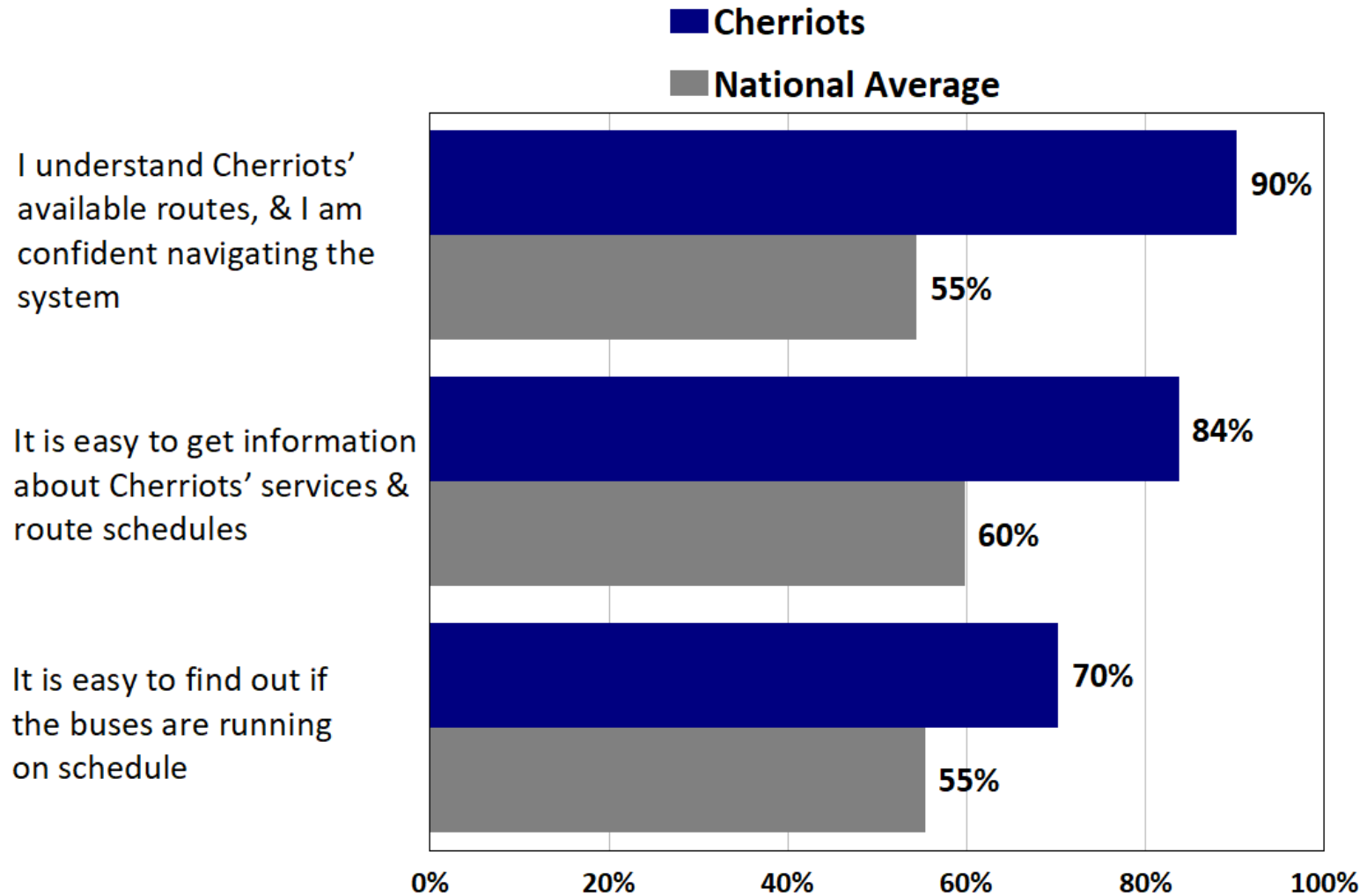
How much do you agree with the following statements about Cherriots?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



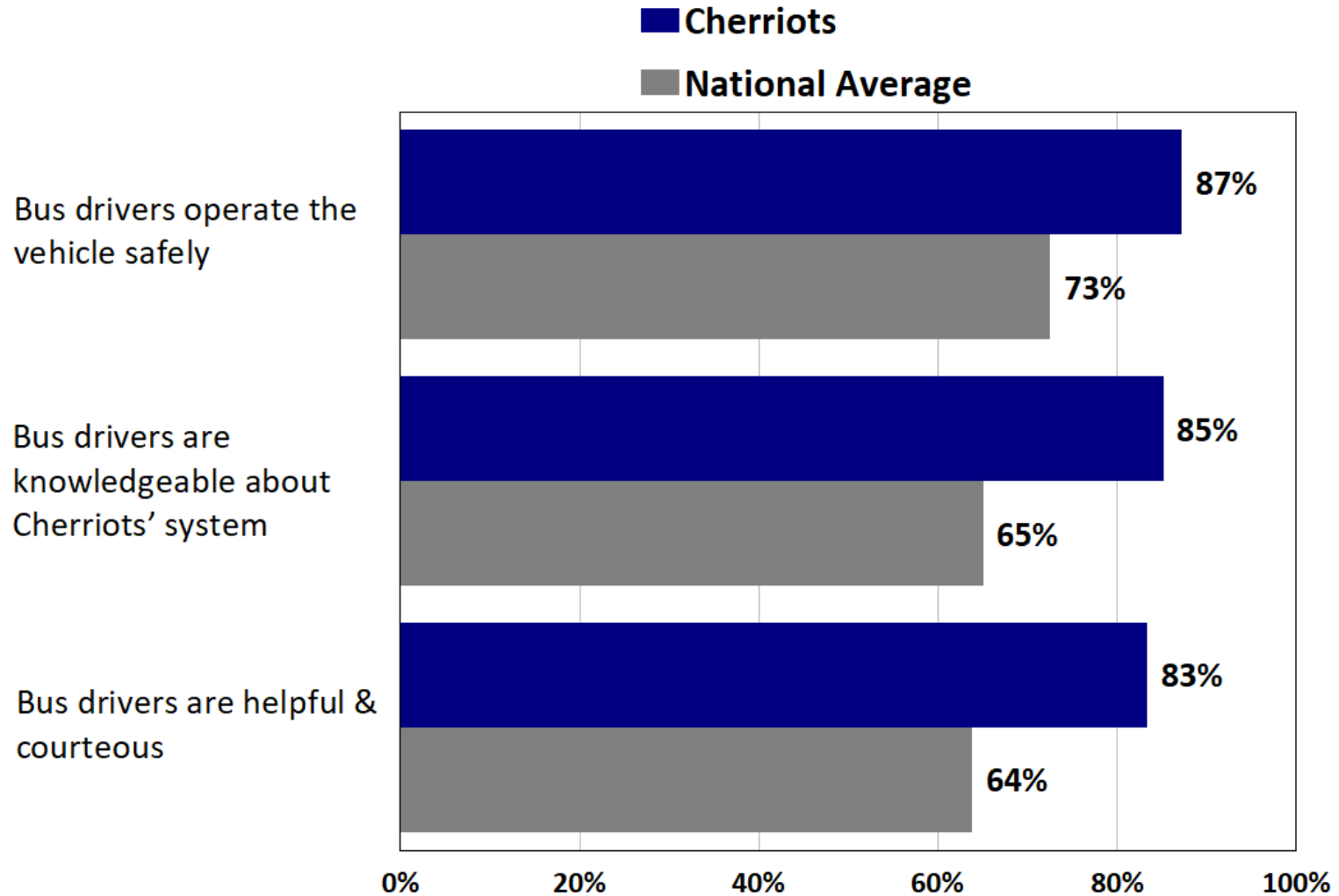
How much do you agree with the following statements about Cherriots?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



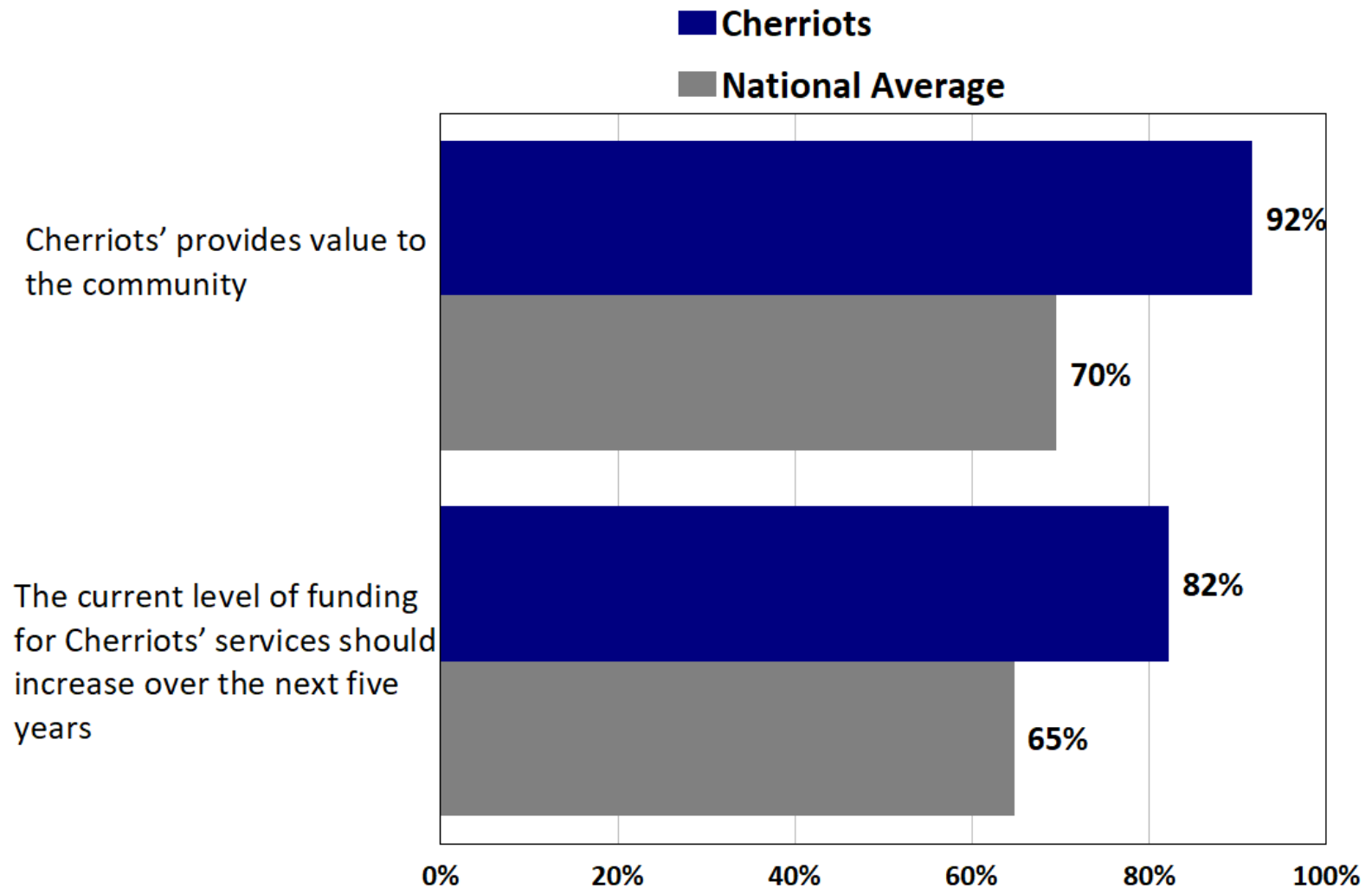
How much do you agree with the following statements about Cherriots?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



How much do you agree with the following statements about Cherriots?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")

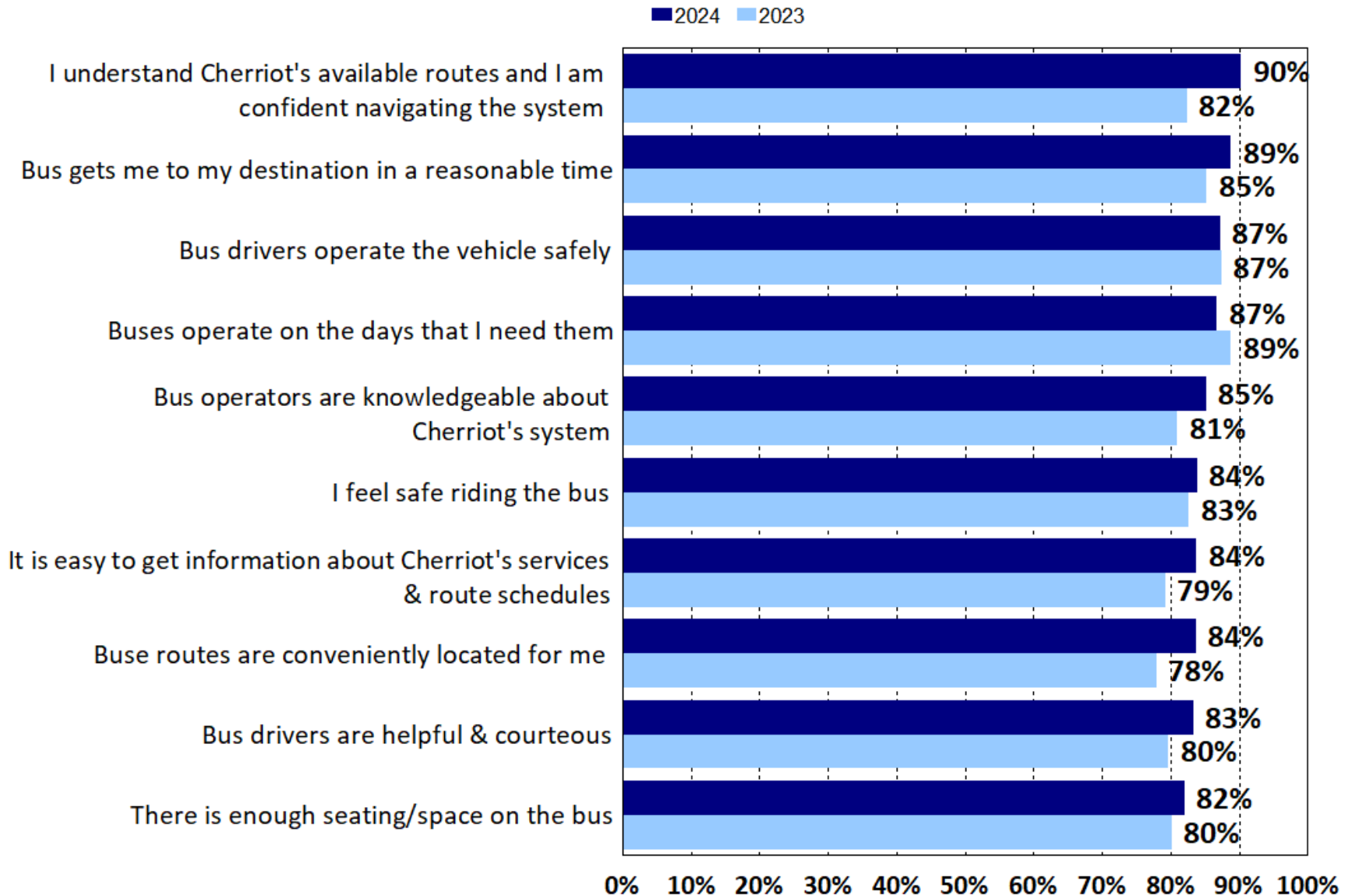


4

Trends

Please rate your agreement with the following statements.

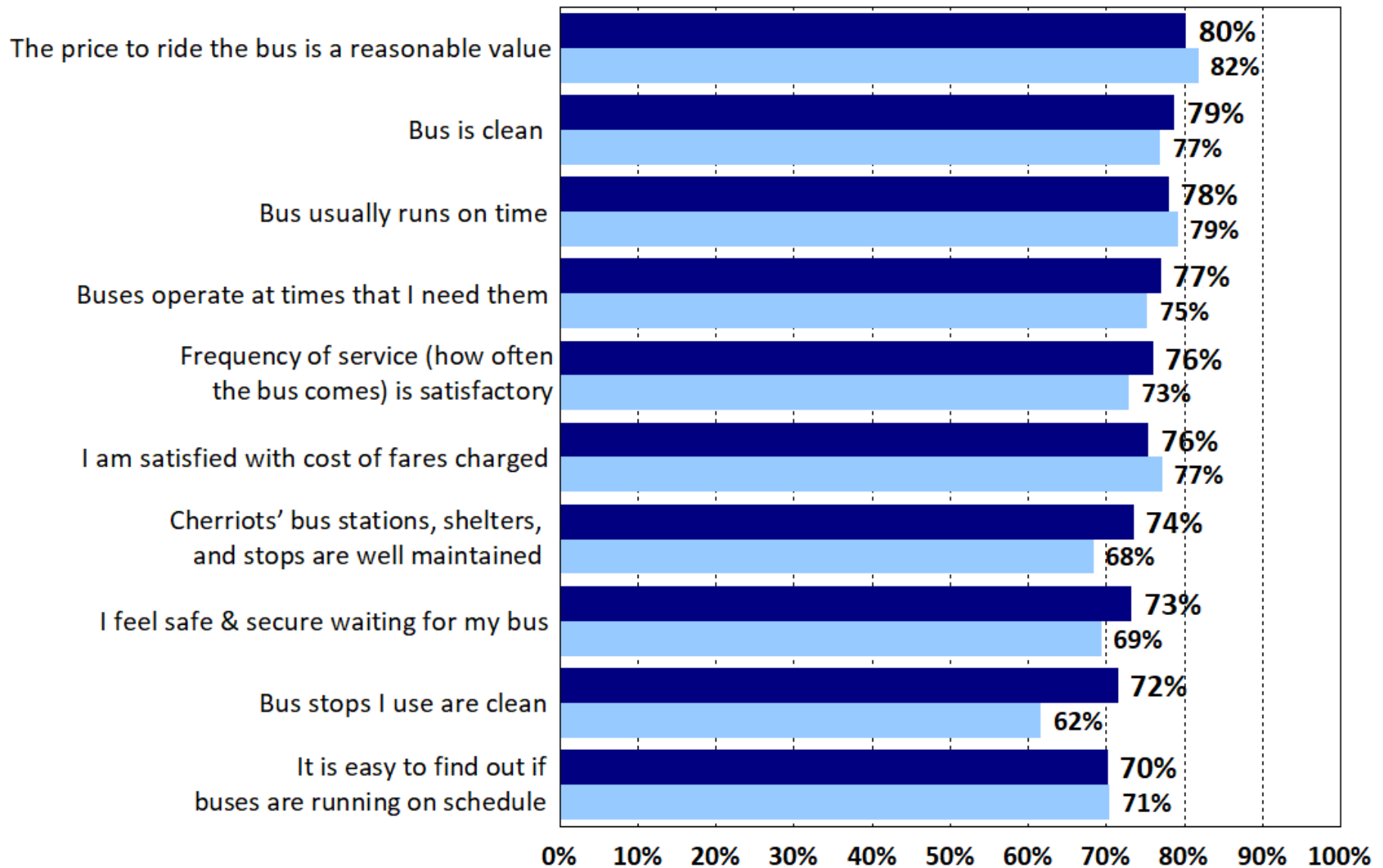
by percentage of respondents (excluding “not provided”)



Please rate your agreement with the following statements.

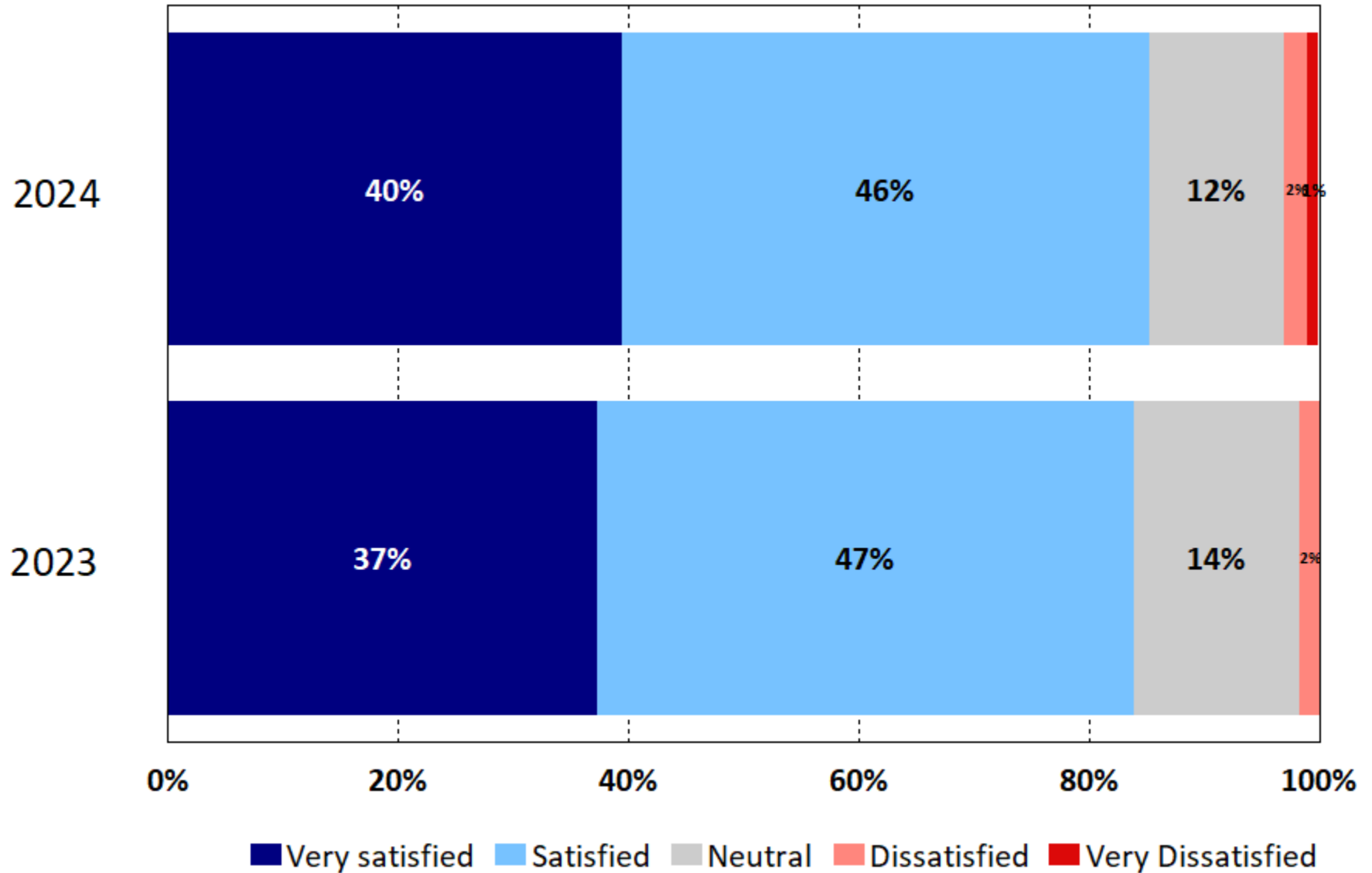
by percentage of respondents (excluding “not provided”)

■ 2024 ■ 2023



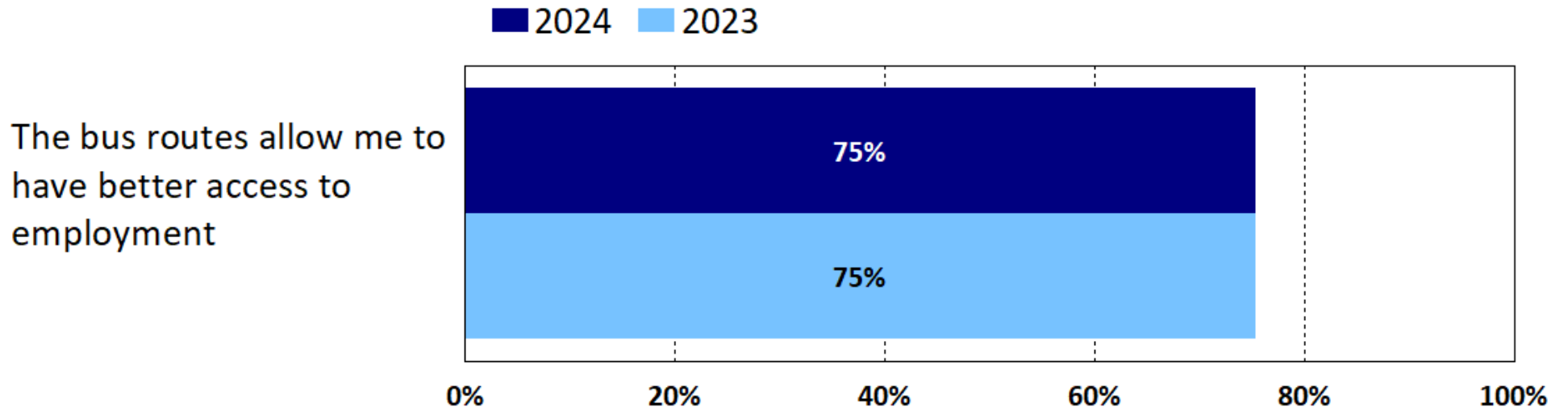
How satisfied are you overall with the bus service?

by percentage of respondents who selected “Very satisfied” and “Satisfied” (excluding not provided)



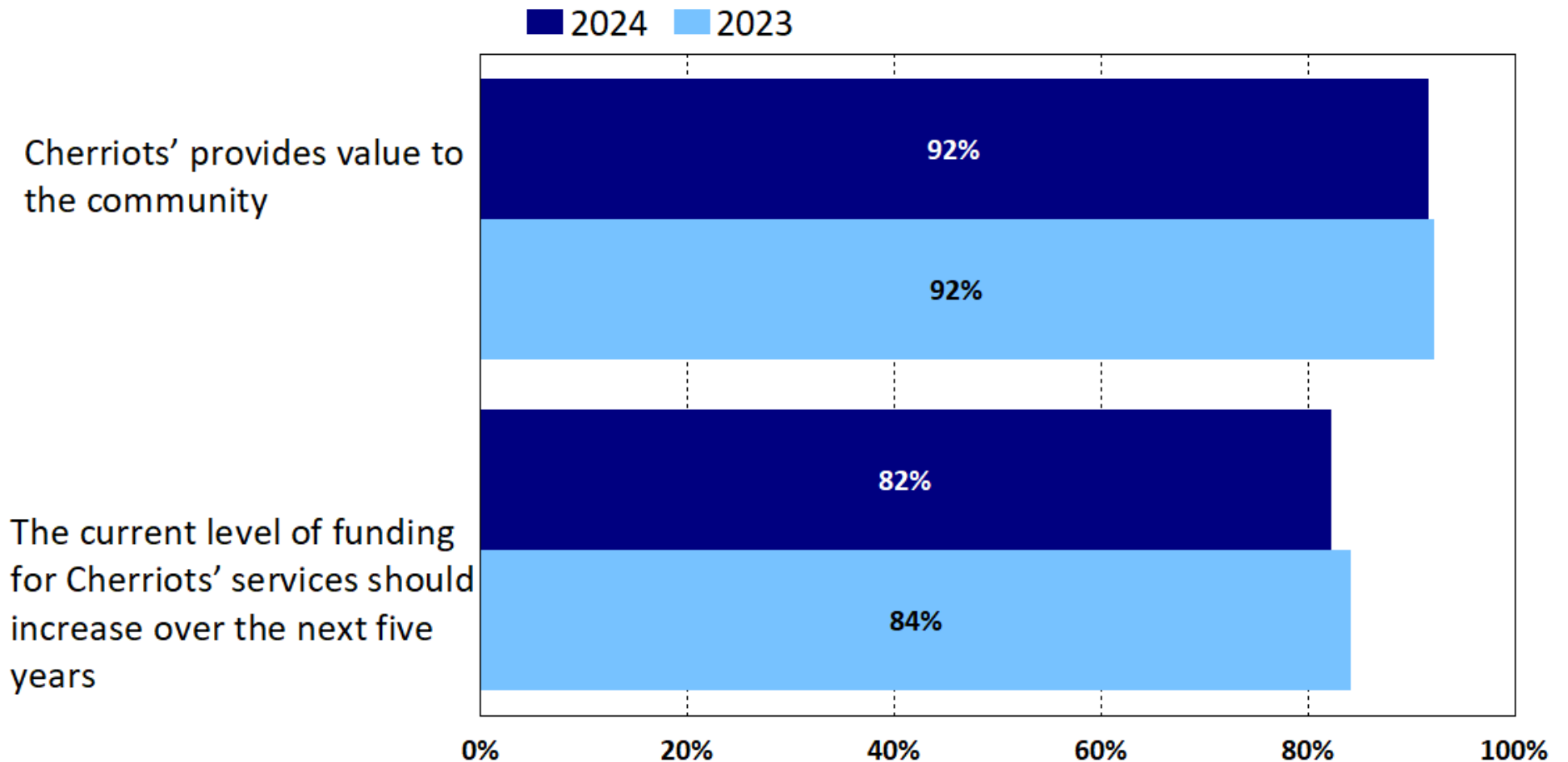
Please rate your agreement with the following statement.

by percentage of respondents who selected “Strongly Agree” or “Agree” (excluding not provided)



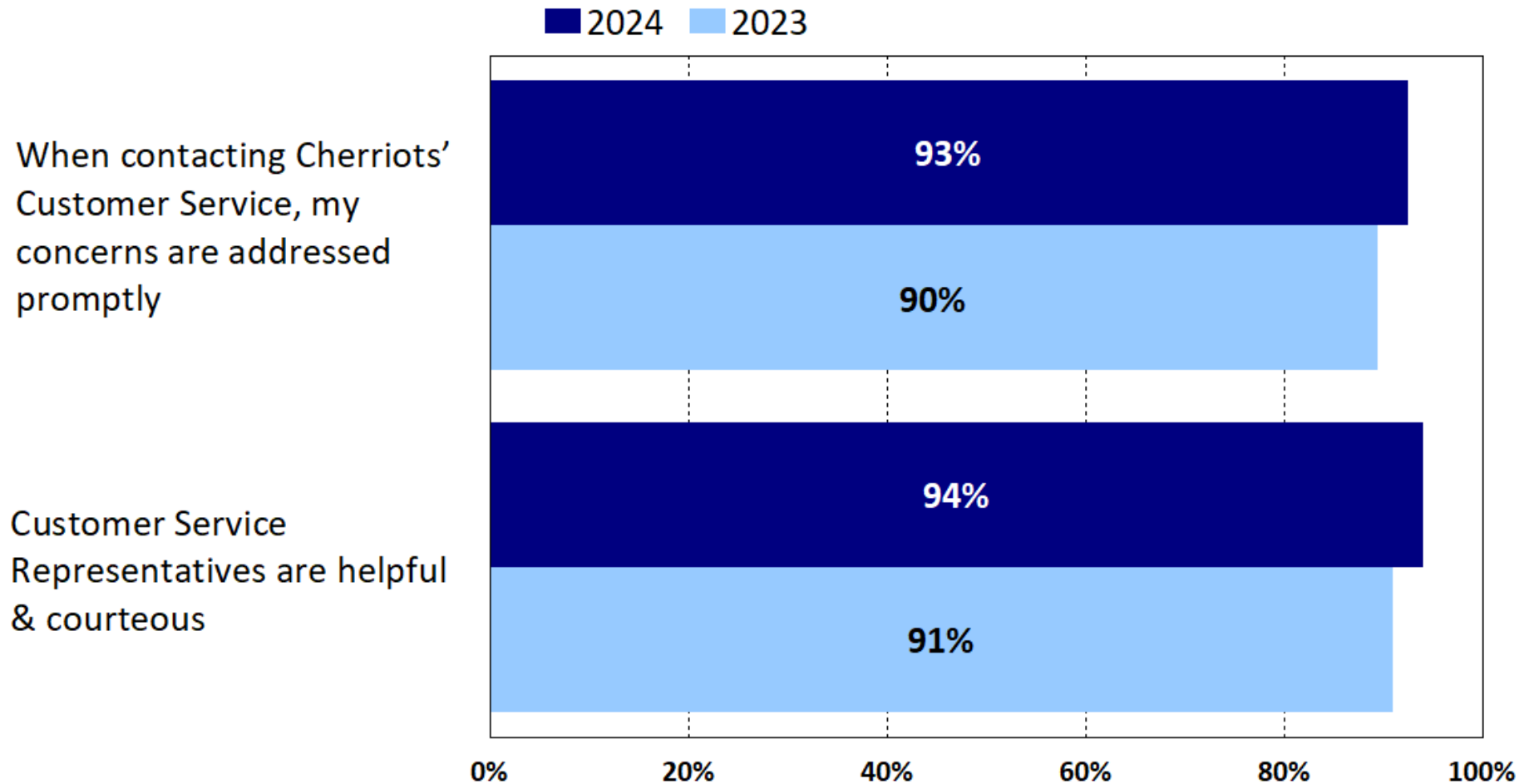
Please rate your agreement with the following statements.

by percentage of respondents who selected “Strongly Agree” or “Agree” (excluding not provided)



Please rate your agreement with the following statements.

by percentage of respondents who selected “Strongly Agree” or “Agree” (excluding not provided)



NET PROMOTER SCORE

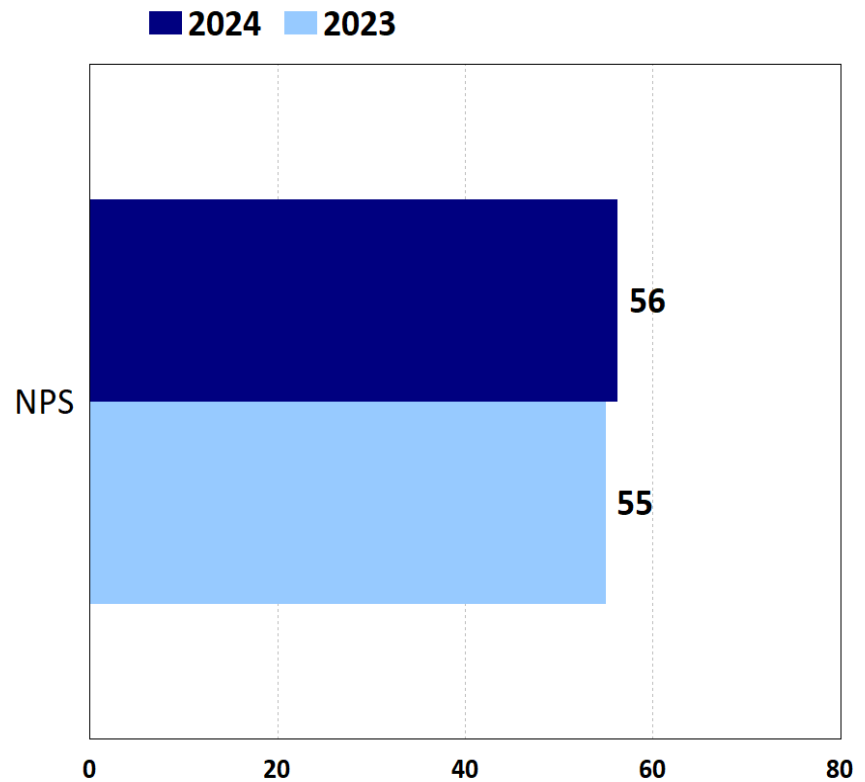
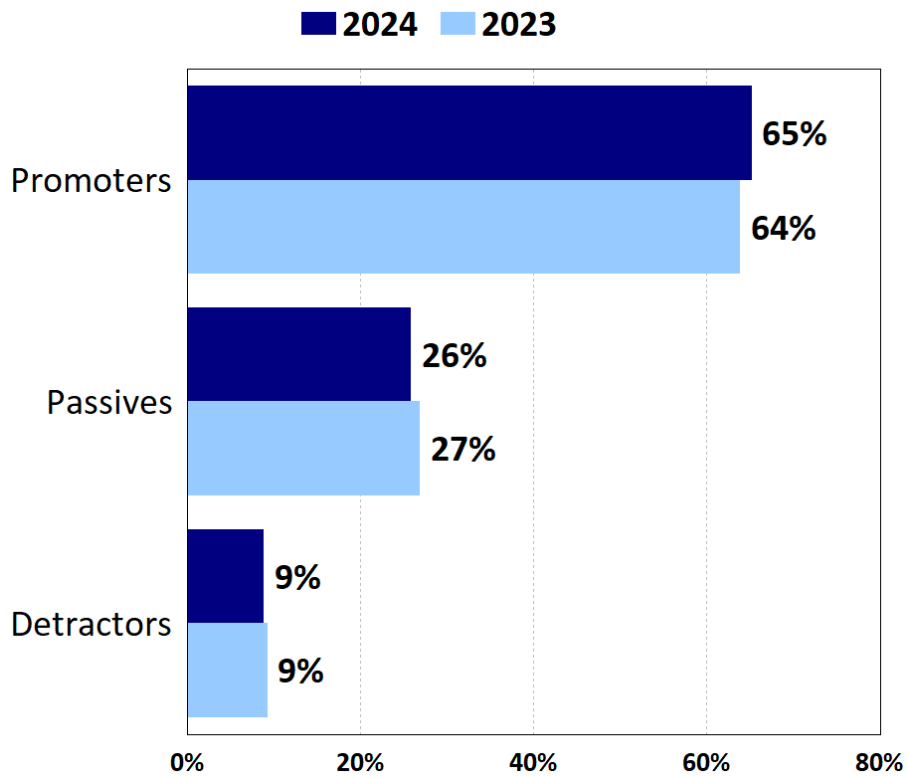
Using a 10-point scale, where 10 means “Very Likely,” and 0 means “Not Likely At All,” how likely would you be to recommend Cherriots bus service to a friend, colleague, or family member?

“Promoter” = 10-9

“Passive” = 8-7

“Detractor” = 6-0

Net Promoter Score is the number of “Promoters” minus the number of “Detractors.”



5

Tabular Data

Q1. All things considered, how likely would you be to recommend riding a Cherriots bus to a friend or neighbor?

(N=404)

	Very likely	9	8	7	6	5	4	3	2	1	Not at all likely	Not provided
Q1. All things considered, how likely would you be to recommend riding a Cherriots bus to a friend or neighbor	39.1%	13.4%	14.9%	5.9%	2.7%	2.7%	0.5%	0.2%	0.2%	0.5%	0.2%	19.6%

WITHOUT NOT PROVIDED

Q1. All things considered, how likely would you be to recommend riding a Cherriots bus to a friend or neighbor? (without "not provided")

(N=404)

	Very likely	9	8	7	6	5	4	3	2	1	Not at all likely
Q1. All things considered, how likely would you be to recommend riding a Cherriots bus to a friend or neighbor	48.6%	16.6%	18.5%	7.4%	3.4%	3.4%	0.6%	0.3%	0.3%	0.6%	0.3%

Q2. How many minutes do you feel are acceptable for a bus to arrive beyond its scheduled time?

Q2. How many minutes are acceptable for a bus to arrive beyond its scheduled time

	Number	Percent
Less than 5	154	38.1 %
6-10	87	21.5 %
11-15	19	4.7 %
16-20	3	0.7 %
21+	5	1.2 %
Not provided	136	33.7 %
Total	404	100.0 %

WITHOUT NOT PROVIDED**Q2. How many minutes do you feel are acceptable for a bus to arrive beyond its scheduled time? (without "not provided")**

Q2. How many minutes are acceptable for a bus
to arrive beyond its scheduled time

	Number	Percent
Less than 5	154	57.5 %
6-10	87	32.5 %
11-15	19	7.1 %
16-20	3	1.1 %
21+	5	1.9 %
Total	268	100.0 %

Q3. Please rate your agreement with the following statements:

(N=404)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not provided
Q3-1. Buses operate on the days that I need them	55.9%	30.4%	9.7%	2.5%	1.0%	0.5%
Q3-2. Bus usually runs on time	36.9%	40.1%	17.6%	3.5%	0.5%	1.5%
Q3-3. Bus routes are conveniently located for me	47.0%	35.6%	12.9%	3.2%	0.0%	1.2%
Q3-4. Buses operate at times that I need them	41.3%	34.4%	14.4%	6.7%	1.5%	1.7%
Q3-5. Frequency of service (how often buses come) is satisfactory	37.9%	36.4%	15.6%	5.9%	1.7%	2.5%
Q3-6. Bus gets me to my destination in a reasonable amount of time	49.5%	38.4%	9.4%	1.5%	0.2%	1.0%
Q3-7. I understand Cherriot's available routes, & I am confident navigating the system	55.0%	34.4%	7.9%	1.0%	0.7%	1.0%
Q3-8. It is easy to find out if buses are running on schedule	40.6%	28.5%	18.3%	9.9%	1.0%	1.7%
Q3-9. It is easy to get information about Cherriot's services & route schedules	48.8%	33.4%	12.6%	2.2%	1.0%	2.0%
Q3-10. There is enough seating/space on the bus	46.5%	33.9%	14.9%	2.0%	0.7%	2.0%
Q3-11. Bus stops I use are clean	36.9%	33.9%	19.8%	6.7%	1.7%	1.0%
Q3-12. Bus is clean	45.3%	33.2%	17.1%	3.5%	0.5%	0.5%
Q3-13. I feel safe & secure waiting for my bus	35.9%	36.1%	20.0%	4.2%	2.0%	1.7%

Q3. Please rate your agreement with the following statements:

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not provided
Q3-14. I feel safe riding the bus	49.0%	33.9%	13.1%	1.7%	1.0%	1.2%
Q3-15. Bus drivers operate the vehicle safely	55.0%	31.4%	9.7%	1.7%	1.2%	1.0%
Q3-16. Bus drivers are helpful & courteous	51.0%	31.4%	13.1%	2.0%	1.2%	1.2%
Q3-17. Bus operators are knowledgeable about Cherriot's system	48.0%	35.6%	12.9%	1.0%	0.7%	1.7%
Q3-18. The price to ride bus is a reasonable value	45.8%	33.7%	11.9%	5.7%	2.0%	1.0%
Q3-19. Cherriot's bus stations, shelters & stops are well maintained	37.4%	35.6%	19.1%	5.4%	1.7%	0.7%
Q3-20. I am satisfied with cost of fares charged	45.8%	28.7%	15.8%	7.2%	1.2%	1.2%

WITHOUT NOT PROVIDED**Q3. Please rate your agreement with the following statements: (without "not provided")**

(N=404)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q3-1. Buses operate on the days that I need them	56.2%	30.6%	9.7%	2.5%	1.0%
Q3-2. Bus usually runs on time	37.4%	40.7%	17.8%	3.5%	0.5%
Q3-3. Bus routes are conveniently located for me	47.6%	36.1%	13.0%	3.3%	0.0%
Q3-4. Buses operate at times that I need them	42.1%	35.0%	14.6%	6.8%	1.5%
Q3-5. Frequency of service (how often buses come) is satisfactory	38.8%	37.3%	16.0%	6.1%	1.8%
Q3-6. Bus gets me to my destination in a reasonable amount of time	50.0%	38.8%	9.5%	1.5%	0.3%
Q3-7. I understand Cherriot's available routes, & I am confident navigating the system	55.5%	34.8%	8.0%	1.0%	0.8%
Q3-8. It is easy to find out if buses are running on schedule	41.3%	29.0%	18.6%	10.1%	1.0%
Q3-9. It is easy to get information about Cherriot's services & route schedules	49.7%	34.1%	12.9%	2.3%	1.0%
Q3-10. There is enough seating/space on the bus	47.5%	34.6%	15.2%	2.0%	0.8%
Q3-11. Bus stops I use are clean	37.3%	34.3%	20.0%	6.8%	1.8%
Q3-12. Bus is clean	45.5%	33.3%	17.2%	3.5%	0.5%

WITHOUT NOT PROVIDED**Q3. Please rate your agreement with the following statements: (without "not provided")**

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q3-13. I feel safe & secure waiting for my bus	36.5%	36.8%	20.4%	4.3%	2.0%
Q3-14. I feel safe riding the bus	49.6%	34.3%	13.3%	1.8%	1.0%
Q3-15. Bus drivers operate the vehicle safely	55.5%	31.8%	9.8%	1.8%	1.3%
Q3-16. Bus drivers are helpful & courteous	51.6%	31.8%	13.3%	2.0%	1.3%
Q3-17. Bus operators are knowledgeable about Cherriot's system	48.9%	36.3%	13.1%	1.0%	0.8%
Q3-18. The price to ride bus is a reasonable value	46.3%	34.0%	12.0%	5.8%	2.0%
Q3-19. Cherriot's bus stations, shelters & stops are well maintained	37.7%	35.9%	19.2%	5.5%	1.7%
Q3-20. I am satisfied with cost of fares charged	46.4%	29.1%	16.0%	7.3%	1.3%

Q3a. Which THREE of the items listed in Question 3 do you think are the MOST IMPORTANT?

<u>Q3a. Top choice</u>	<u>Number</u>	<u>Percent</u>
Buses operate on the days that I need them	40	9.9 %
Bus usually runs on time	58	14.4 %
Bus routes are conveniently located for me	13	3.2 %
Buses operate at times that I need them	17	4.2 %
Frequency of service (how often buses come) is satisfactory	13	3.2 %
Bus gets me to my destination in a reasonable amount of time	7	1.7 %
I understand Cherriot's available routes, & I am confident navigating the system	4	1.0 %
It is easy to find out if buses are running on schedule	8	2.0 %
It is easy to get information about Cherriot's services & route schedules	3	0.7 %
There is enough seating/space on the bus	6	1.5 %
Bus stops I use are clean	4	1.0 %
Bus is clean	43	10.6 %
I feel safe & secure waiting for my bus	27	6.7 %
I feel safe riding the bus	28	6.9 %
Bus drivers operate the vehicle safely	18	4.5 %
Bus drivers are helpful & courteous	10	2.5 %
The price to ride bus is a reasonable value	5	1.2 %
Cherriot's bus stations, shelters & stops are well maintained	3	0.7 %
I am satisfied with cost of fares charged	8	2.0 %
None chosen	89	22.0 %
Total	404	100.0 %

Q3a. Which THREE of the items listed in Question 3 do you think are the MOST IMPORTANT?

<u>Q3a. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Buses operate on the days that I need them	10	2.5 %
Bus usually runs on time	22	5.4 %
Bus routes are conveniently located for me	18	4.5 %
Buses operate at times that I need them	23	5.7 %
Frequency of service (how often buses come) is satisfactory	17	4.2 %
Bus gets me to my destination in a reasonable amount of time	20	5.0 %
I understand Cherriot's available routes, & I am confident navigating the system	2	0.5 %
It is easy to find out if buses are running on schedule	13	3.2 %
It is easy to get information about Cherriot's services & route schedules	9	2.2 %
There is enough seating/space on the bus	3	0.7 %
Bus stops I use are clean	16	4.0 %
Bus is clean	17	4.2 %
I feel safe & secure waiting for my bus	18	4.5 %
I feel safe riding the bus	24	5.9 %
Bus drivers operate the vehicle safely	19	4.7 %
Bus drivers are helpful & courteous	16	4.0 %
Bus operators are knowledgeable about Cherriot's system	4	1.0 %
The price to ride bus is a reasonable value	15	3.7 %
Cherriot's bus stations, shelters & stops are well maintained	6	1.5 %
I am satisfied with cost of fares charged	7	1.7 %
<u>None chosen</u>	<u>125</u>	<u>30.9 %</u>
Total	404	100.0 %

Q3a. Which THREE of the items listed in Question 3 do you think are the MOST IMPORTANT?

<u>Q3a. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Buses operate on the days that I need them	13	3.2 %
Bus usually runs on time	24	5.9 %
Bus routes are conveniently located for me	15	3.7 %
Buses operate at times that I need them	12	3.0 %
Frequency of service (how often buses come) is satisfactory	19	4.7 %
Bus gets me to my destination in a reasonable amount of time	13	3.2 %
I understand Cherriot's available routes, & I am confident navigating the system	8	2.0 %
It is easy to find out if buses are running on schedule	7	1.7 %
It is easy to get information about Cherriot's services & route schedules	4	1.0 %
There is enough seating/space on the bus	11	2.7 %
Bus stops I use are clean	10	2.5 %
Bus is clean	24	5.9 %
I feel safe & secure waiting for my bus	19	4.7 %
I feel safe riding the bus	27	6.7 %
Bus drivers operate the vehicle safely	16	4.0 %
Bus drivers are helpful & courteous	19	4.7 %
Bus operators are knowledgeable about Cherriot's system	4	1.0 %
The price to ride bus is a reasonable value	12	3.0 %
Cherriot's bus stations, shelters & stops are well maintained	4	1.0 %
I am satisfied with cost of fares charged	11	2.7 %
<u>None chosen</u>	<u>132</u>	<u>32.7 %</u>
Total	404	100.0 %

Q3a. Which THREE of the items listed in Question 3 do you think are the MOST IMPORTANT? (top 3)

Q3a. Top choice	Number	Percent
Buses operate on the days that I need them	63	15.6 %
Bus usually runs on time	104	25.7 %
Bus routes are conveniently located for me	46	11.4 %
Buses operate at times that I need them	52	12.9 %
Frequency of service (how often buses come) is satisfactory	49	12.1 %
Bus gets me to my destination in a reasonable amount of time	40	9.9 %
I understand Cherriot's available routes, & I am confident navigating the system	14	3.5 %
It is easy to find out if buses are running on schedule	28	6.9 %
It is easy to get information about Cherriot's services & route schedules	16	4.0 %
There is enough seating/space on the bus	20	5.0 %
Bus stops I use are clean	30	7.4 %
Bus is clean	84	20.8 %
I feel safe & secure waiting for my bus	64	15.8 %
I feel safe riding the bus	79	19.6 %
Bus drivers operate the vehicle safely	53	13.1 %
Bus drivers are helpful & courteous	45	11.1 %
Bus operators are knowledgeable about Cherriot's system	8	2.0 %
The price to ride bus is a reasonable value	32	7.9 %
Cherriot's bus stations, shelters & stops are well maintained	13	3.2 %
I am satisfied with cost of fares charged	26	6.4 %
None chosen	89	22.0 %
Total	955	

Q4. How satisfied are you overall with the bus service?

Q4. How satisfied are you with overall bus service	Number	Percent
Very satisfied	155	38.4 %
Satisfied	179	44.3 %
Neutral	46	11.4 %
Dissatisfied	8	2.0 %
Very dissatisfied	4	1.0 %
Not provided	12	3.0 %
Total	404	100.0 %

WITHOUT NOT PROVIDED**Q4. How satisfied are you overall with the bus service? (without "not provided")**

Q4. How satisfied are you with overall bus service	Number	Percent
Very satisfied	155	39.5 %
Satisfied	179	45.7 %
Neutral	46	11.7 %
Dissatisfied	8	2.0 %
Very dissatisfied	4	1.0 %
Total	392	100.0 %

Q5. Please indicate your agreement with the following statement: The bus routes allow me to have better access to employment.

Q5. Bus routes allow me to have better access to employment	Number	Percent
Strongly agree	158	39.1 %
Agree	138	34.2 %
Neutral	84	20.8 %
Disagree	8	2.0 %
Strongly disagree	5	1.2 %
Not provided	11	2.7 %
Total	404	100.0 %

WITHOUT NOT PROVIDED**Q5. Please indicate your agreement with the following statement: The bus routes allow me to have better access to employment. (without "not provided")**

Q5. Bus routes allow me to have better access to employment	Number	Percent
Strongly agree	158	40.2 %
Agree	138	35.1 %
Neutral	84	21.4 %
Disagree	8	2.0 %
Strongly disagree	5	1.3 %
Total	393	100.0 %

Q6. In the past year, has the bus service:

Q6. What has bus service become in past year	Number	Percent
Gotten worse	8	2.0 %
Stayed about the same	234	57.9 %
Gotten better	146	36.1 %
Not provided	16	4.0 %
Total	404	100.0 %

WITHOUT NOT PROVIDED**Q6. In the past year, has the bus service: (without "not provided")**

Q6. What has bus service become in past year	Number	Percent
Gotten worse	8	2.1 %
Stayed about the same	234	60.3 %
Gotten better	146	37.6 %
Total	388	100.0 %

Q7. Have you contacted Cherriot's with a question, concern, or complaint in the last 3 months?

Q7. Have you contacted Cherriot's with a question, concern, or complaint in last 3 months	Number	Percent
Yes, by phone	48	11.9 %
Yes, by email	5	1.2 %
Yes, in person	44	10.9 %
No	276	68.3 %
Not provided	31	7.7 %
Total	404	100.0 %

WITHOUT NOT PROVIDED**Q7. Have you contacted Cherriot's with a question, concern, or complaint in the last 3 months? (without "not provided")**

Q7. Have you contacted Cherriot's with a question, concern, or complaint in last 3 months	Number	Percent
Yes, by phone	48	12.9 %
Yes, by email	5	1.3 %
Yes, in person	44	11.8 %
No	276	74.0 %
Total	373	100.0 %

Q7a. Was your issue resolved?

Q7a. Was your issue resolved	Number	Percent
Yes	70	72.2 %
No	19	19.6 %
Not provided	8	8.2 %
Total	97	100.0 %

WITHOUT NOT PROVIDED**Q7a. Was your issue resolved? (without "not provided")**

Q7a. Was your issue resolved	Number	Percent
Yes	70	78.7 %
No	19	21.3 %
Total	89	100.0 %

Q8. Please rate your agreement with the following statements.

(N=70)

	Strongly agree	Agree	Neutral	Not applicable
Q8-1. When contacting Cherriot's Customer Service, my concerns are addressed promptly	44.3%	42.9%	7.1%	5.7%
Q8-2. Customer Service representatives are helpful & courteous	64.3%	27.1%	5.7%	2.9%

WITHOUT NOT APPLICABLE**Q8. Please rate your agreement with the following statements. (without "not applicable")**

(N=70)

	Strongly agree	Agree	Neutral
Q8-1. When contacting Cherriot's Customer Service, my concerns are addressed promptly	47.0%	45.5%	7.6%
Q8-2. Customer Service representatives are helpful & courteous	66.2%	27.9%	5.9%

Q9. Please rate your agreement with the following statements.

(N=404)

	Strongly agree	Agree	Neutral	Disagree	Not provided
Q9-1. Cherriot's provides value to the community	55.4%	29.0%	6.9%	0.7%	7.9%
Q9-2. Current level of funding for Cherriot's services should increase over next five years	46.5%	28.0%	14.6%	1.5%	9.4%

WITHOUT NOT PROVIDED

Q9. Please rate your agreement with the following statements. (without "not provided")

(N=404)

	Strongly agree	Agree	Neutral	Disagree
Q9-1. Cherriot's provides value to the community	60.2%	31.5%	7.5%	0.8%
Q9-2. Current level of funding for Cherriot's services should increase over next five years	51.4%	30.9%	16.1%	1.6%

Q10. Are you dependent on using Cherriot's buses for travel to/from your destination?

Q10. Are you dependent on using Cherriot's buses for travel to/from your destination	Number	Percent
Yes	349	86.4 %
No	34	8.4 %
Not provided	21	5.2 %
Total	404	100.0 %

WITHOUT NOT PROVIDED

Q10. Are you dependent on using Cherriot's buses for travel to/from your destination? (without "not provided")

Q10. Are you dependent on using Cherriot's buses for travel to/from your destination	Number	Percent
Yes	349	91.1 %
No	34	8.9 %
Total	383	100.0 %

Q11. If you do have other options (such as walking, getting a ride, or buying/driving a car), what is the top 1 reason you choose public transportation?

Q11. Top reason you choose public transportation	Number	Percent
It's convenient	13	38.2 %
It's better for the environment	6	17.6 %
I want to save money	5	14.7 %
I can do other things if I'm not driving	4	11.8 %
I want to support public transportation	1	2.9 %
Other	3	8.8 %
Not provided	2	5.9 %
Total	34	100.0 %

WITHOUT NOT PROVIDED

Q11. If you do have other options (such as walking, getting a ride, or buying/driving a car), what is the top 1 reason you choose public transportation? (without "not provided")

Q11. Top reason you choose public transportation	Number	Percent
It's convenient	13	40.6 %
It's better for the environment	6	18.8 %
I want to save money	5	15.6 %
I can do other things if I'm not driving	4	12.5 %
I want to support public transportation	1	3.1 %
Other	3	9.4 %
Total	32	100.0 %

Q11-7. Other:

Q11-7. Other	Number	Percent
Car is in shop	1	33.3 %
No other ride today	1	33.3 %
Exercise	1	33.3 %
Total	3	100.0 %

Q12. Do you have a working vehicle that you could have used for this trip instead of taking the bus today?

Q12. Do you have a working vehicle that you could have used for this trip instead of taking the bus today	Number	Percent
Yes	73	18.1 %
No	309	76.5 %
Not provided	22	5.4 %
Total	404	100.0 %

WITHOUT PROVIDED

Q12. Do you have a working vehicle that you could have used for this trip instead of taking the bus today? (without "not provided")

Q12. Do you have a working vehicle that you could have used for this trip instead of taking the bus today	Number	Percent
Yes	73	19.1 %
No	309	80.9 %
Total	382	100.0 %

Q13. How often do you ride the bus?

Q13. How often do you ride the bus	Number	Percent
5+ days per week	230	56.9 %
3-4 days per week	109	27.0 %
1-2 days per week	25	6.2 %
2-3 times per month	22	5.4 %
Once a month or less	11	2.7 %
Not provided	7	1.7 %
Total	404	100.0 %

WITHOUT NOT PROVIDED**Q13. How often do you ride the bus? (without "not provided")**

Q13. How often do you ride the bus	Number	Percent
5+ days per week	230	57.9 %
3-4 days per week	109	27.5 %
1-2 days per week	25	6.3 %
2-3 times per month	22	5.5 %
Once a month or less	11	2.8 %
Total	397	100.0 %

Q14. How long have you used Cherriot's services?

Q14. How long have you used Cherriot's services	Number	Percent
Less than 1 year	86	21.3 %
1-2 years	105	26.0 %
3-5 years	78	19.3 %
5+ years	122	30.2 %
Not provided	13	3.2 %
Total	404	100.0 %

WITHOUT NOT PROVIDED**Q14. How long have you used Cherriot's services? (without "not provided")**

Q14. How long have you used Cherriot's services	Number	Percent
Less than 1 year	86	22.0 %
1-2 years	105	26.9 %
3-5 years	78	19.9 %
5+ years	122	31.2 %
Total	391	100.0 %

Q15. For what primary purpose do you ride Cherriot's buses most frequently?

Q15. For what primary purpose do you ride Cherriot's buses most frequently	Number	Percent
Work	229	56.7 %
Education	66	16.3 %
Healthcare	31	7.7 %
Shop/errands/grocery	44	10.9 %
Church/religious activity	1	0.2 %
Leisure/social/recreation/entertainment	16	4.0 %
Other	2	0.5 %
Not provided	15	3.7 %
Total	404	100.0 %

WITHOUT NOT PROVIDED**Q15. For what primary purpose do you ride Cherriot's buses most frequently? (without "not provided")**

Q15. For what primary purpose do you ride Cherriot's buses most frequently	Number	Percent
Work	229	58.9 %
Education	66	17.0 %
Healthcare	31	8.0 %
Shop/errands/grocery	44	11.3 %
Church/religious activity	1	0.3 %
Leisure/social/recreation/entertainment	16	4.1 %
Other	2	0.5 %
Total	389	100.0 %

Q15-7. Other:

Q15-7. Other	Number	Percent
College	1	50.0 %
ALL OF THE ABOVE	1	50.0 %
Total	2	100.0 %

Q16. What is your gender?

Q16. Your gender	Number	Percent
Male	194	48.0 %
Female	177	43.8 %
Other	10	2.5 %
Prefer not to say	23	5.7 %
Total	404	100.0 %

WITHOUT PREFER NOT TO SAY**Q16. What is your gender? (without "prefer not to say")**

Q16. Your gender	Number	Percent
Male	194	50.9 %
Female	177	46.5 %
Other	10	2.6 %
Total	381	100.0 %

Q16-3. Self-describe your gender:

Q16-3. Self-describe your gender	Number	Percent
Non Binary	3	75.0 %
Transmale	1	25.0 %
Total	4	100.0 %

Q17. What is your age?

Q17. Your age	Number	Percent
Less than 18 years	53	13.1 %
18 to 29 years	124	30.7 %
30 to 39 years	93	23.0 %
40 to 49 years	62	15.3 %
50 to 65 years	46	11.4 %
65+ years	15	3.7 %
Not provided	11	2.7 %
Total	404	100.0 %

WITHOUT NOT PROVIDED**Q17. What is your age? (without "not provided")**

Q17. Your age	Number	Percent
Less than 18 years	53	13.5 %
18 to 29 years	124	31.6 %
30 to 39 years	93	23.7 %
40 to 49 years	62	15.8 %
50 to 65 years	46	11.7 %
65+ years	15	3.8 %
Total	393	100.0 %

Q18. Which category best describes your total annual household income in 2023?

Q18. Your total annual household income in 2022	Number	Percent
Less than \$25K	157	38.9 %
\$25K-\$49,999	105	26.0 %
\$50K-\$74,999	32	7.9 %
\$75K+	14	3.5 %
Prefer not to say	96	23.8 %
Total	404	100.0 %

WITHOUT PREFER NOT TO SAY**Q18. Which category best describes your total annual household income in 2023? (without "prefer not to say")**

Q18. Your total annual household income in 2022	Number	Percent
Less than \$25K	157	51.0 %
\$25K-\$49,999	105	34.1 %
\$50K-\$74,999	32	10.4 %
\$75K+	14	4.5 %
Total	308	100.0 %

Q19. Which of the following best describes your race/ethnicity?

Q19. Your race/ethnicity	Number	Percent
Asian or Asian Indian	20	5.0 %
Black or African American	39	9.7 %
American Indian or Alaska Native	20	5.0 %
White	227	56.2 %
Native Hawaiian or other Pacific Islander	12	3.0 %
Hispanic, Spanish, or Latino/a/x	104	25.7 %
Prefer not to say	28	6.9 %
Other	1	0.2 %
Total	451	

WITHOUT PREFER NOT TO SAY**Q19. Which of the following best describes your race/ethnicity? (without "prefer not to say")**

Q19. Your race/ethnicity	Number	Percent
Asian or Asian Indian	20	5.3 %
Black or African American	39	10.4 %
American Indian or Alaska Native	20	5.3 %
White	227	60.4 %
Native Hawaiian or other Pacific Islander	12	3.2 %
Hispanic, Spanish, or Latino/a/x	103	27.4 %
Other	1	0.3 %
Total	422	

Q19-8. Self-describe your race/ethnicity:

Q19-8. Self-describe your race/ethnicity	Number	Percent
White and Hispanic	1	100.0 %
Total	1	100.0 %

Q20. Including yourself, how many people live in your household?

Q20. How many people live in your household	Number	Percent
1	83	20.5 %
2	61	15.1 %
3	76	18.8 %
4	55	13.6 %
5	38	9.4 %
6	25	6.2 %
7+	20	5.0 %
Not provided	46	11.4 %
Total	404	100.0 %

WITHOUT NOT PROVIDED**Q20. Including yourself, how many people live in your household? (without "not provided")**

Q20. How many people live in your household	Number	Percent
1	83	23.2 %
2	61	17.0 %
3	76	21.2 %
4	55	15.4 %
5	38	10.6 %
6	25	7.0 %
7+	20	5.6 %
Total	358	100.0 %

Q21. Do you speak a language other than English at home?

Q21. Do you speak a language other than English at home	Number	Percent
Yes	117	29.0 %
No	254	62.9 %
Not provided	33	8.2 %
Total	404	100.0 %

WITHOUT NOT PROVIDED**Q21. Do you speak a language other than English at home? (without "not provided")**

Q21. Do you speak a language other than English at home	Number	Percent
Yes	117	31.5 %
No	254	68.5 %
Total	371	100.0 %

Q21-1. Which language?

<u>Q21-1. Which language</u>	<u>Number</u>	<u>Percent</u>
Spanish	60	75.9 %
ASL	3	3.8 %
Chuukese	2	2.5 %
German	2	2.5 %
Russian	2	2.5 %
Chinese	1	1.3 %
Yaki	1	1.3 %
Vietnamese	1	1.3 %
Filipino	1	1.3 %
Persian	1	1.3 %
Khmer	1	1.3 %
Turkish	1	1.3 %
Japanese	1	1.3 %
Swahili	1	1.3 %
Kosraean	1	1.3 %
Total	79	100.0 %

Q21a. If "YES" to Question 21, how well do you speak English?

<u>Q21a. How well do you speak English</u>	<u>Number</u>	<u>Percent</u>
Very well	74	63.2 %
Well	13	11.1 %
Less than well	10	8.5 %
Not at all	7	6.0 %
Not provided	13	11.1 %
Total	117	100.0 %

WITHOUT NOT PROVIDED**Q21a. If "YES" to Question 21, how well do you speak English? (without "not provided")**

<u>Q21a. How well do you speak English</u>	<u>Number</u>	<u>Percent</u>
Very well	74	71.2 %
Well	13	12.5 %
Less than well	10	9.6 %
Not at all	7	6.7 %
Total	104	100.0 %

6 Survey Instrument

Chance to win \$500!



As a thank you for **fully completing** this survey, your name can be entered into a drawing for a chance to win one (1) of two \$500 Visa gift cards.

Surveyor ID: _____ Date: _____ (mm/dd/yyyy)
 Route: _____
 Survey Start Time: 6-9a 9a-1p 1-4p 4-7p After 7p
 Day of the Week: M T W TH F Sa Su

CHERRIOTS Customer Experience Survey

1.	All things considered, how likely would you be to recommend riding a Cherriots bus to a friend or neighbor? [Please circle your answer with 10 being "Very Likely" and 00 being "Not at All Likely."]	10	09	08	07	06	05	04	03	02	01	00

2. How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time? _____ minutes

3.	Please rate your agreement with the following statements. [Please circle only one answer per line.]	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
01.	The buses operate on the days that I need them.	5	4	3	2	1
02.	The bus usually runs on time.	5	4	3	2	1
03.	The bus routes are conveniently located for me.	5	4	3	2	1
04.	The buses operate at the times that I need them.	5	4	3	2	1
05.	The frequency of service (how often the buses come) is satisfactory.	5	4	3	2	1
06.	The bus gets me to my destination in a reasonable amount of time.	5	4	3	2	1
07.	I understand Cherriot's available routes, and I am confident navigating the system.	5	4	3	2	1
08.	It is easy to find out if the buses are running on schedule.	5	4	3	2	1
09.	It is easy to get information about Cherriot's services and route schedules.	5	4	3	2	1
10.	There is enough seating/space on the bus.	5	4	3	2	1
11.	The bus stops I use are clean.	5	4	3	2	1
12.	The bus is clean.	5	4	3	2	1
13.	I feel safe and secure waiting for my bus.	5	4	3	2	1
14.	I feel safe riding the bus.	5	4	3	2	1
15.	Bus drivers operate the vehicle safely.	5	4	3	2	1
16.	Bus drivers are helpful and courteous.	5	4	3	2	1
17.	Bus operators are knowledgeable about Cherriot's system.	5	4	3	2	1
18.	The price to ride the bus is a reasonable value.	5	4	3	2	1
19.	Cherriot's bus stations, shelters and stops are well maintained.	5	4	3	2	1
20.	I am satisfied with the cost of fares charged.	5	4	3	2	1

3a. Which THREE of the items listed in Question 3 do you think are the MOST IMPORTANT? [Write in your answers below using the numbers from the list in Question 3. For example, if "The bus is clean." is the most important then write "12" as your 1st choice.]

1st: _____ 2nd: _____ 3rd: _____

4. How satisfied are you overall with the bus service?
 ___(5) Very Satisfied ___(3) Neutral ___(1) Very Dissatisfied
 ___(4) Satisfied ___(2) Dissatisfied

5. Indicate your agreement with the following statement: The bus routes allow me to have better access to employment.
 ___(5) Strongly Agree ___(4) Agree ___(3) Neutral ___(2) Disagree ___(1) Strongly Disagree

6. In the past year, has the bus service:
 ___(1) Gotten worse ___(2) Stayed about the same ___(3) Gotten better

7. Have you contacted Cherriot's with a question, concern, or complaint in the last 3 months?
 ___(1) Yes, by phone [Answer Q7a.] ___(3) Yes, in person [Answer Q7a.]
 ___(2) Yes, by email [Answer Q7a.] ___(4) No [Skip to Q9.]

7a. Was your issue resolved?
 ___(1) Yes [Answer Q8.] ___(2) No [Skip to Q9.]

8.	Please rate your agreement with the following statements. [Please circle only one answer per line.]	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Applicable
1.	When contacting Cherriot's Customer Service, my concerns are addressed promptly.	5	4	3	2	1	9
2.	Customer Service Representatives are helpful and courteous.	5	4	3	2	1	9

Please continue to help us serve you better by completing the backside of this survey.





9.	Please rate your agreement with the following statements. [Please circle only one answer per line.]	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Cherriot's provides value to the community.	5	4	3	2	1
2.	The current level of funding for Cherriot's services should increase over the next five years? Additional funding will allow for improved service, frequency, routes, stop amenities, etc.	5	4	3	2	1

10. Are you dependent on using Cherriot's buses for travel to/from your destination?
 ___(1) Yes [Skip to Q12.] ___(2) No [Answer Q11.]
11. If you do have other options (such as walking, getting a ride, or buying/driving a car), what is the #1 reason you choose public transportation? [Choose only one.]
 ___(1) It's convenient
 ___(2) It's better for the environment
 ___(3) I want to save money
 ___(4) I can do other things if I'm not driving
 ___(5) I want to support public transportation
 ___(6) Saves me time
 (7) Other: _____
12. Do you have a working vehicle that you could have used for this trip instead of taking the bus today?
 ___(1) Yes ___(2) No
13. How often do you ride the bus?
 ___(1) 5+ days per week
 ___(2) 3-4 days per week
 ___(3) 1-2 days per week
 ___(4) 2-3 times per month
 ___(5) Once a month or less
14. How long have you used Cherriot's services?
 ___(1) Less than 1 year ___(2) 1-2 years ___(3) 3-5 years ___(4) 5+ years
15. For what primary purpose do you ride Cherriot's buses most frequently?
 ___(1) Work
 ___(2) Education
 ___(3) Healthcare
 ___(4) Shop/Errands/Grocery
 ___(5) Church/Religious Activity
 ___(6) Leisure/Social/Recreation/Entertainment
 ___(7) Other: _____
16. What is your gender? ___(1) Male ___(2) Female ___(3) Other ___(4) Prefer not to say
17. What is your age?
 ___(01) Less than 18 years
 ___(02) 18 to 29 years
 ___(03) 30 to 39 years
 ___(04) 40 to 49 years
 ___(05) 50 to 65 years
 ___(06) More than 65 years
18. Which category best describes your total annual household income in 2023?
 ___(01) Less than \$25,000
 ___(02) \$25,000-\$49,999
 ___(03) \$50,000-\$74,999
 ___(04) \$75,000 or more
 ___(05) Prefer not to say
19. Which of the following best describes your race/ethnicity? [Select all that apply.]
 ___(1) Asian or Asian Indian
 ___(2) Black or African American
 ___(3) American Indian or Alaska Native
 ___(4) White
 ___(5) Native Hawaiian or other Pacific Islander
 ___(6) Hispanic, Spanish, or Latino/a/x
 ___(88) Prefer not to say
 ___(99) Other: _____
20. Including yourself, how many people live in your household? _____ people
21. Do you speak a language other than English at home? ___(1) Yes ➡ Which language? _____ ___(2) No
- 21a. IF YES, how well do you speak English? ___(1) Very Well ___(2) Well ___(3) Less than well ___(4) Not at all
22. Please provide your home zip code. ➡ Home Zip Code: _____
23. Would you like to be entered into the drawing for one of two \$500 Visa gift cards? ___(1)Yes [Answer Q25.] ___(2) No
24. Can we invite you to participate in occasional Transit surveys? ___(1) Yes [Answer Q25.] ___(2) No
25. Please provide your contact information.

First Name: _____ Phone: _____ Email Address: _____

Demographics