



2024
Salem Area Mass Transit District
Community Value Survey
Findings Report
Submitted by ETC Institute
December 2024

Contents

Executive Summary	3
Charts & Graphs.....	8
Benchmarks	34
Trends	43
Tabular Data	48
Survey Instrument	67

1 Executive Summary

2024 Salem Area Mass Transit District (Cherriots) Community Value Survey *Executive Summary*

Overview

In the Fall of 2024, Salem Area Mass Transit District (Cherriots) that operates bus and paratransit service in the Salem, Oregon area conducted a community value survey to collect public opinion on transit issues in the community. The goal was to collect a minimum of 400 completed surveys from residents. The goal was met with 412 completed surveys collected. The overall results for the sample of 412 households have a precision of at least +/- 4.7 at the 95% level of confidence. The main purpose of the survey was to identify public perceptions to develop a roadmap for the future to meet the community's needs.

Methodology

The Community Perceptions Survey was administered by ETC Institute through mail to a random selection of households from the Cherriots service area. Surveys were sent out with a cover letter explaining the purpose of the survey and a return-reply envelope to mail the survey back. Respondents also had the option of completing the survey online at cherriotstransportationsurvey.com. Results were monitored to ensure that survey distribution was closely proportionate to the region's population demographics.

The following pages of the report contain a summary of the major findings from the survey; the full community value 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 2023 survey results to 2024 (Section 4)
- Tabular data of survey results (Section 5)
- A copy of the cover letter and survey instrument (Section 6)

Respondent Characteristics

- Use of Cherriots System.** Thirty-five percent of respondents (35%) indicated that they have never ridden on a Cherriots bus. Thirty-two percent of respondents (32%) used to ride Cherriots but do not anymore. Fourteen percent (14%) currently ride once a month or less, and ten percent (10%) ride more than once a month. Respondents who currently ride Cherriots buses were asked to select their primary purpose for using public transportation. Thirty-one percent of riders (31%) indicated that their primary purpose was for work followed by nineteen percent (19%) running errands/grocery shopping. When asked why respondents used to ride Cherriots bus stopped, the highest selected reason was that it takes too long to long to complete a trip (28%). Twenty-two percent (22%) selected “Other,” and the majority of these individuals indicated the purchase of a car being their main reason for discontinuing their usage of public transit.
- Transportation and Commuting.** Eighty percent of respondents (80%) indicated that they drive their car alone as their primary transportation method to get to their destinations. Six percent (6%) primarily use Cherriots buses, and four percent (4%) primarily walk. When asked how long respondents’ daily commutes were, twenty-two percent (22%) said between 15-29 minutes. Twenty percent of respondents (20%) said less than 15 minutes, and twenty percent (20%) said 30 minutes or longer. Thirty-eight percent of respondents (38%) do not commute.
- Demographic Characteristics.** Seventy-two percent of respondents (72%) indicated that they are White/Caucasian with the second largest group being Hispanic/Latino at twenty two percent (22%). The age of respondents was evenly distributed with groups from 18-79 years old, with each age group being roughly eight percent of responses (8%). Forty-one percent of respondents (41%) have an annual household income of less than \$50,000. Thirty-three percent of respondents (33%) have an annual household income between \$50,000-\$99,999, and twenty-five percent (25%) have an annual household income of at least \$100,000.

Community Opinions

- Value of Cherriots.** Eighty-five percent of respondents (85%) agree that Cherriots is a valuable part of the community. Eighty-two percent of respondents (82%) agree that Cherriots contributes to the success of the community. Seventy-four percent of respondents (74%) said that they understand the services that Cherriots offers. Forty-six percent of respondents (46%) said that Cherriots is valuable to them personally.
- Agreement with Statements Regarding Cherriots Services.** Respondents were asked to rate their agreement with sixteen statements about Cherriots services on a scale of one to five, with five meaning “Strongly agree” and 1 meaning “Strongly disagree.” Listed below are the eight statements that rated 75% or higher (“Strongly agree” and “Agree” answers).
 - “Cherriots provides transportation options to people with special mobility needs” (91%)
 - “Cherriots allows people to get to schools/universities” (90%)
 - “Cherriots allows people to get to jobs” (89%)

- “Cherriots allows people to get to medical facilities” (86%)
 - “Cherriots allows people to get to parks and entertainment” (81%)
 - “Cherriots provides affordable transportation options” (81%)
 - “Cherriots provides a safe transportation alternative” (77%)
 - “Cherriots helps provide job opportunities in the region” (76%)
- **Importance Factors.** Respondents were asked to select the top three items that Cherriots leaders should give the most emphasis over the next two years. Listed below are the five items that were selected as first, second, or third most important by at least 20% of respondents.
 - “Cherriots allows people to get to jobs” (40%)
 - “Cherriots provides transportation options to people with special mobility needs” (39%)
 - “Cherriots provides affordable transportation options” (37%)
 - “Cherriots allows people to get to medical facilities” (25%)
 - “Cherriots provides a safe transportation alternative” (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. Six statements were placed in the “Strengths to Maintain” quadrant, meaning community members feel that they have above average importance while delivering satisfying results. The six statements are listed below:
 - “Cherriots allows people to get to jobs”
 - “Cherriots provides transportation options to people with special mobility needs”
 - “Cherriots provides affordable transportation options”
 - “Cherriots allows people to get to medical facilities”
 - “Cherriots provides a safe transportation alternative”
 - “Cherriots allows people to get to schools/universities”
- **Additional Amenities/Features.** Respondents were asked to select the top three features or amenities that Cherriots could add to provide more value to the community. Listed below are the four features or amenities that were selected as the first, second, or third choice by at least 20% of respondents:
 - “More frequent service” (37%)
 - “More routes to serve places I need to go” (31%)
 - “Shelter at transit stops” (30%)
 - “Lower fares” (21%)

National Benchmarks

- Benchmark Description.** ETC Institute’s benchmark survey data comes from a national panel of respondents drawn from community transit 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. While -1 may appear to be a low score for Cherriots at face value, it is much higher than the community National Average of -21, and it’s a 3 point increase from 2023. Seldom do individuals who are not users of the public transit system provide high recommendation.
- Agreement Statements Regarding Cherriots Services.** All the agreement statements that respondents rated scored higher than their National Average comparisons. Listed below is each item ordered by percentage difference (“Strongly agree” and “Agree” answers) from the National Average:
 - Cherriots helps provide job opportunities in the region – 76% vs. 51% (+25%)
 - Cherriots allows people to get to parks & entertainment—81% vs. 59% (+22%)
 - Cherriots allows people to get to jobs—89% vs. 70% (+19%)
 - Cherriots allows people to get to schools/universities—90% vs. 71% (19%)
 - Cherriots improves the quality of life in the community – 74% vs. 56% (+18%)
 - Cherriots reduces pollution & helps the environment—72% vs. 59% (+13%)
 - Cherriots provides transportation options to people with special mobility needs—91% vs. 81% (+10%)
 - Cherriots makes roads safer for all users—58% vs. 48% (+10%)
 - Cherriots allows people to get to medical facilities—86% vs. 79% (+7%)
 - Cherriots reduces traffic congestion—63% vs. 57% (+6%)
 - Cherriots provides affordable transportation options—81% vs. 76% (+5%)
- Overall Value.** Community members feel that Cherriots provides more overall value than the National Average. Eighty-five percent of respondents (85%) agree that Cherriots is a valuable part of the community (67% National Average), and forty-six percent of respondents (46%) agree that Cherriots is valuable to them personally (30% National Average).

The following section lists the charts and graphs for each survey question broken down into three categories: Key Characteristics of Respondents, Other Respondent Findings, and Community Perceptions.

2

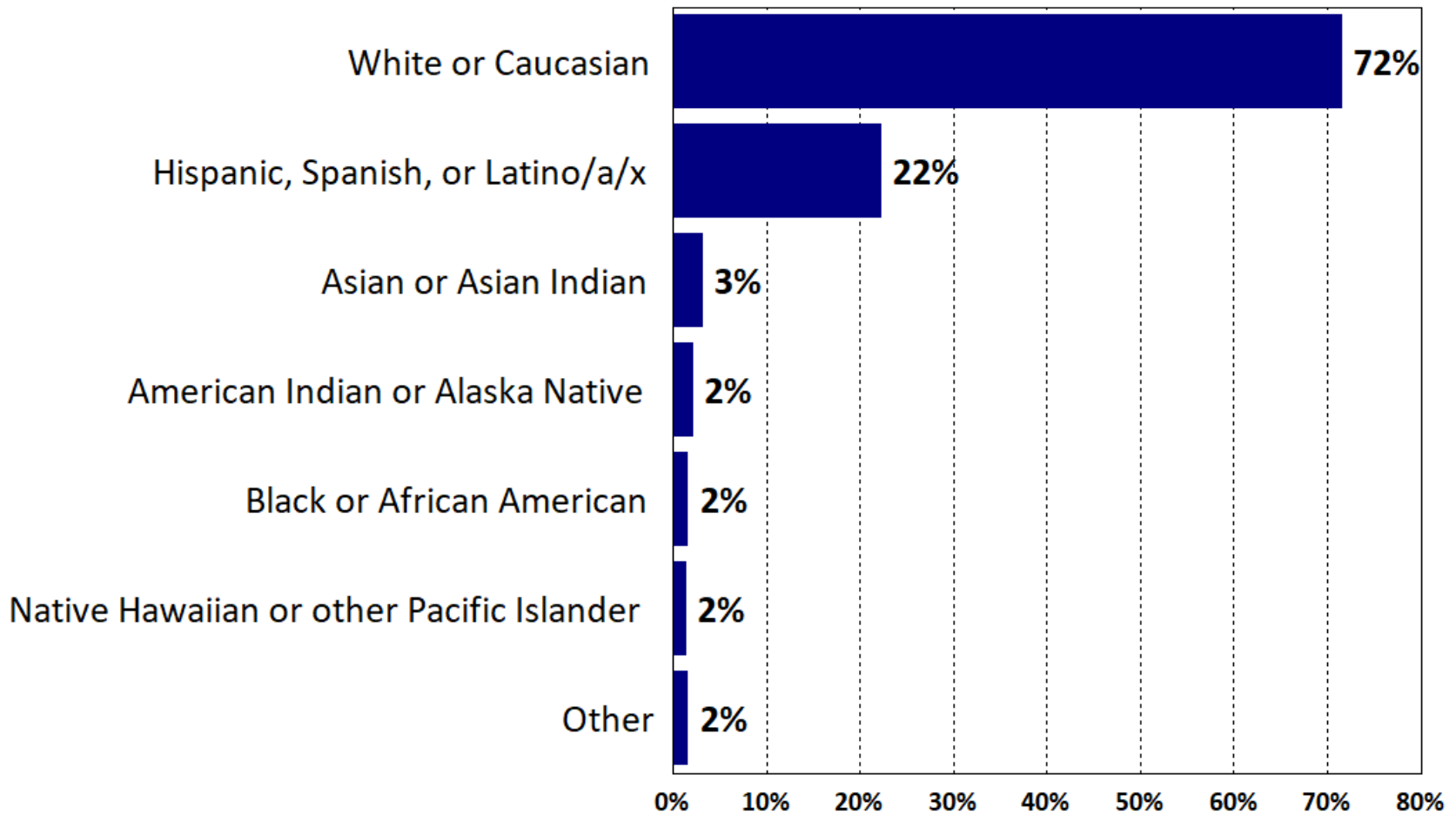
Charts & Graphs



KEY CHARACTERISTICS OF RESPONDENTS

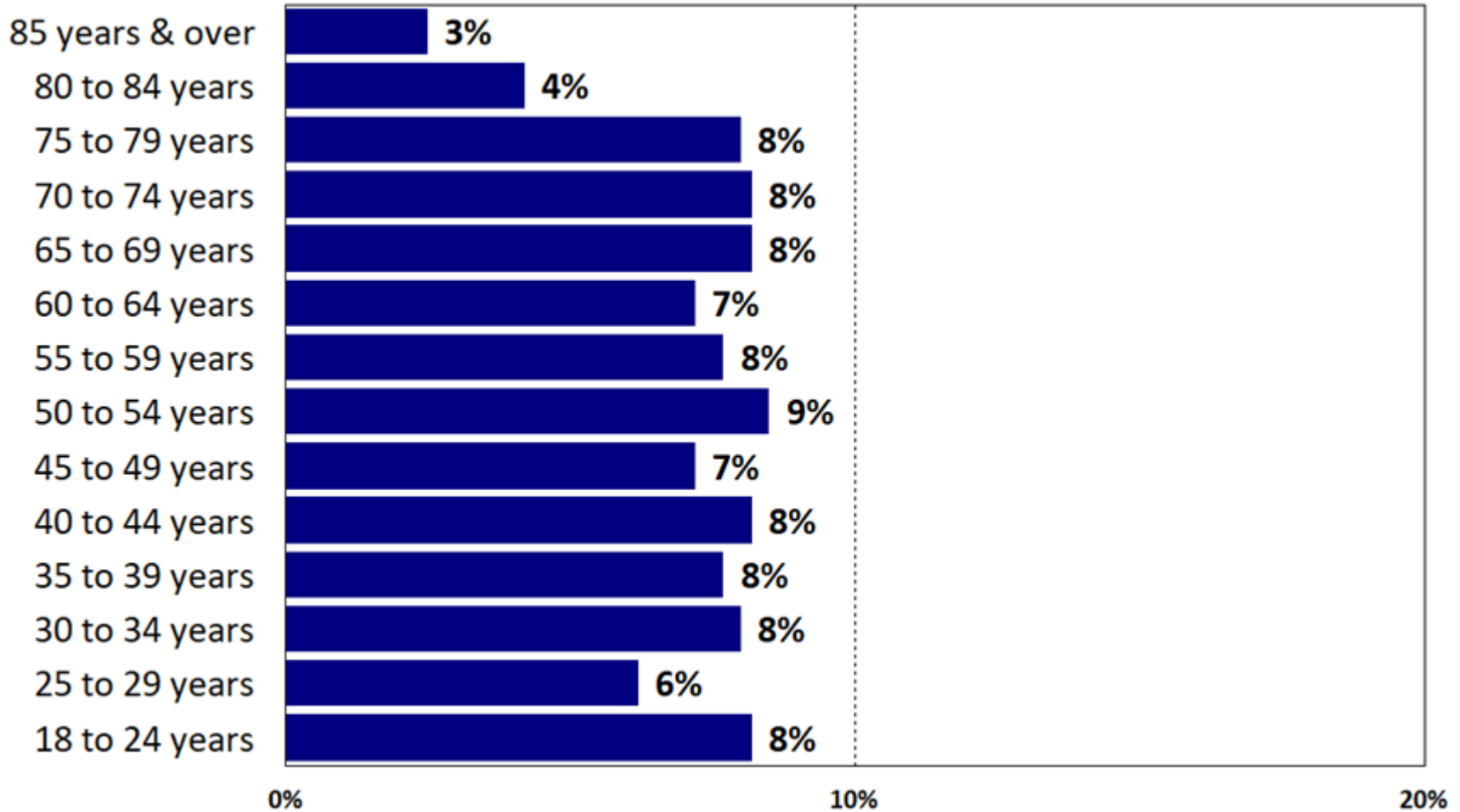
Which of the following best describes your race/ethnicity?

by percentage of respondents



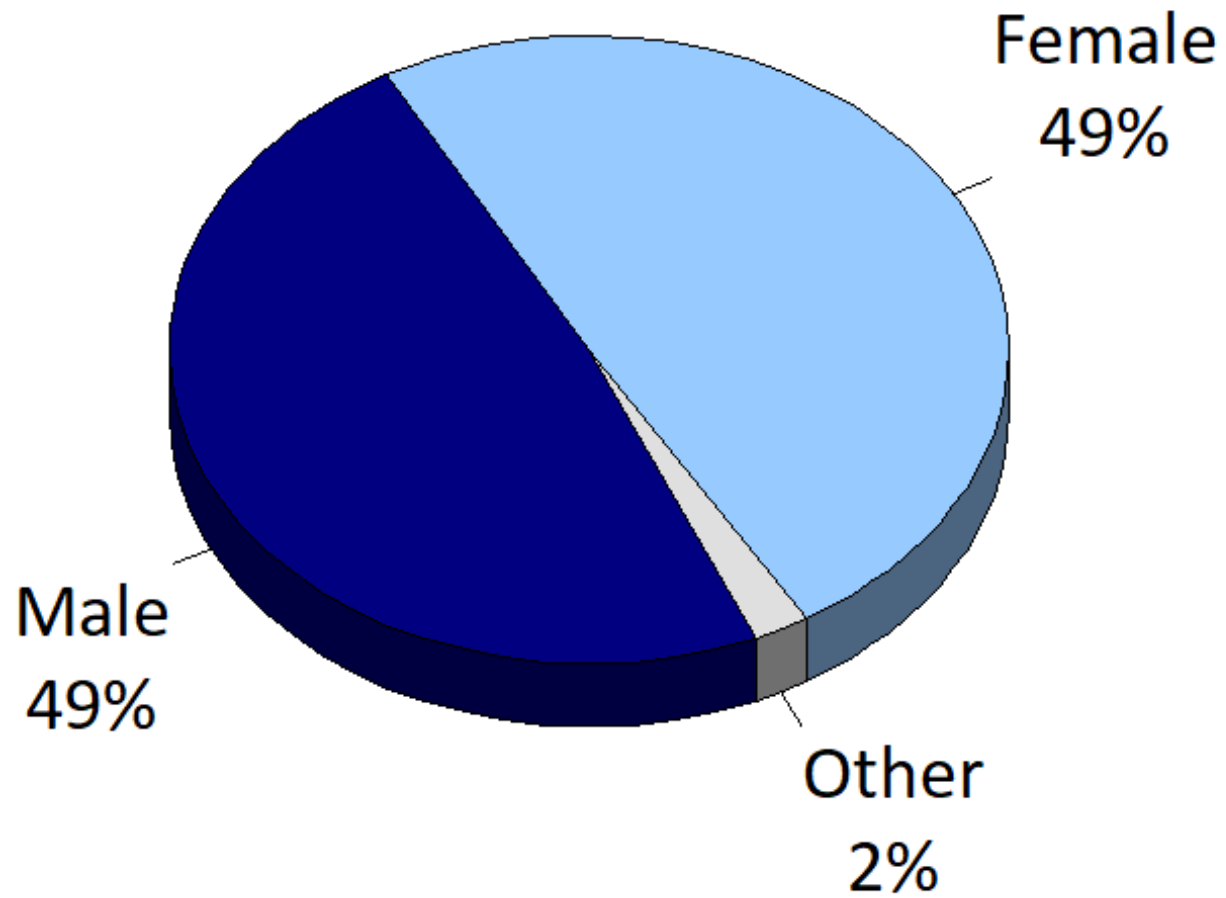
What is your age range?

by percentage of respondents (without "prefer not to answer")



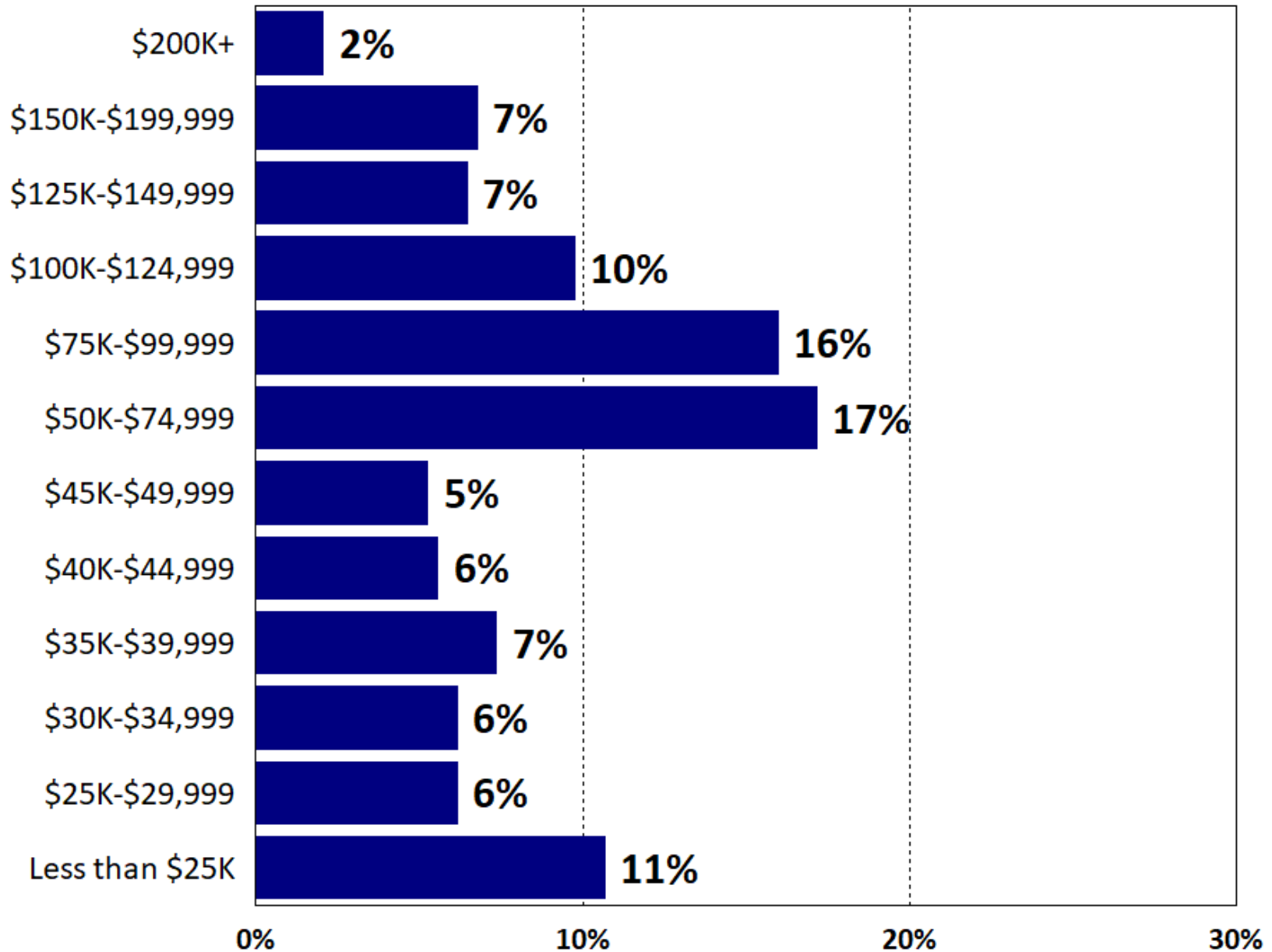
Gender

by percentage of respondents ("not provided")



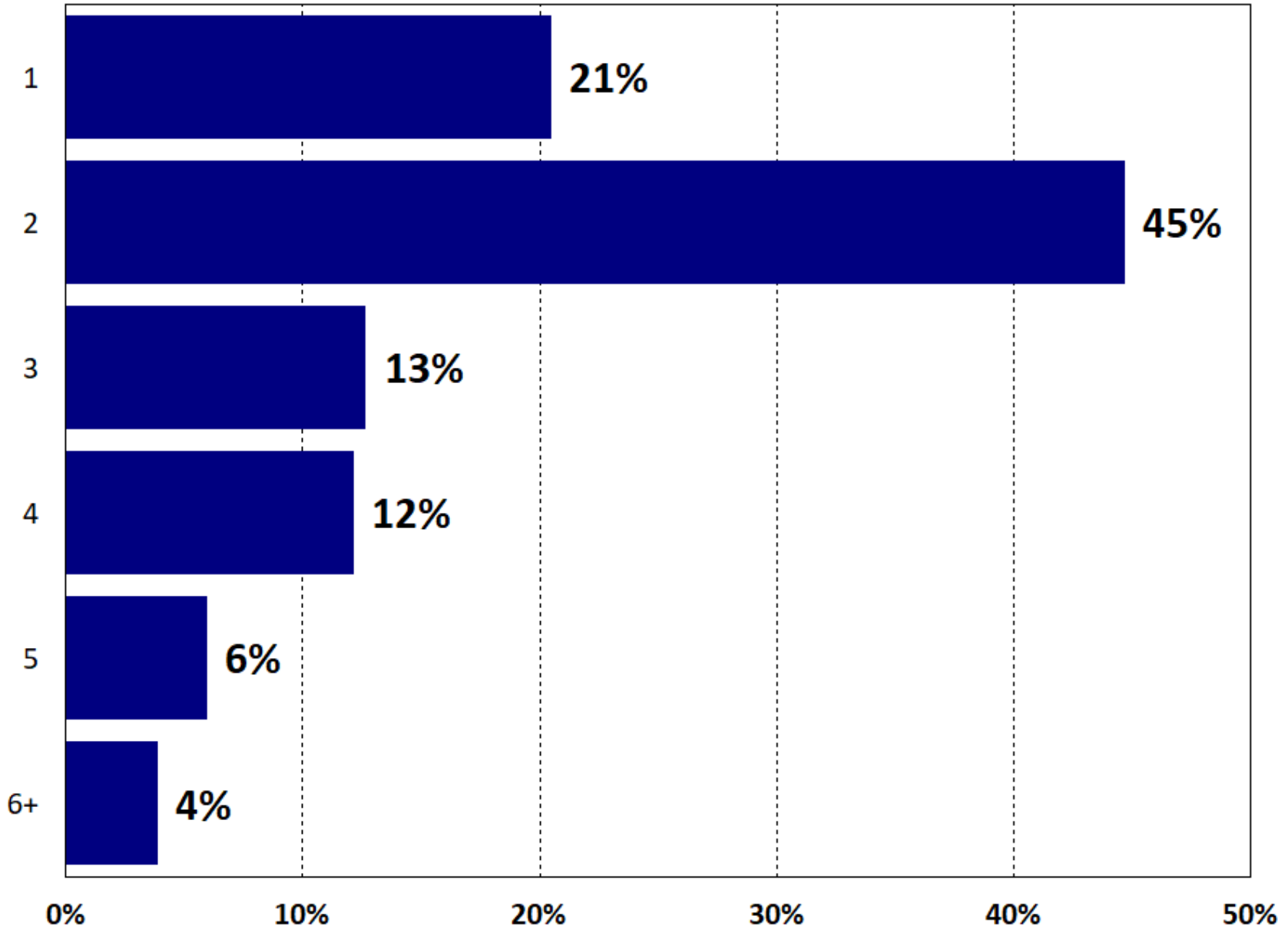
What is your annual household income before taxes?

by percentage of respondents ("prefer not to answer")



How many people live in your household?

by percentage of respondents (Without "not provided")

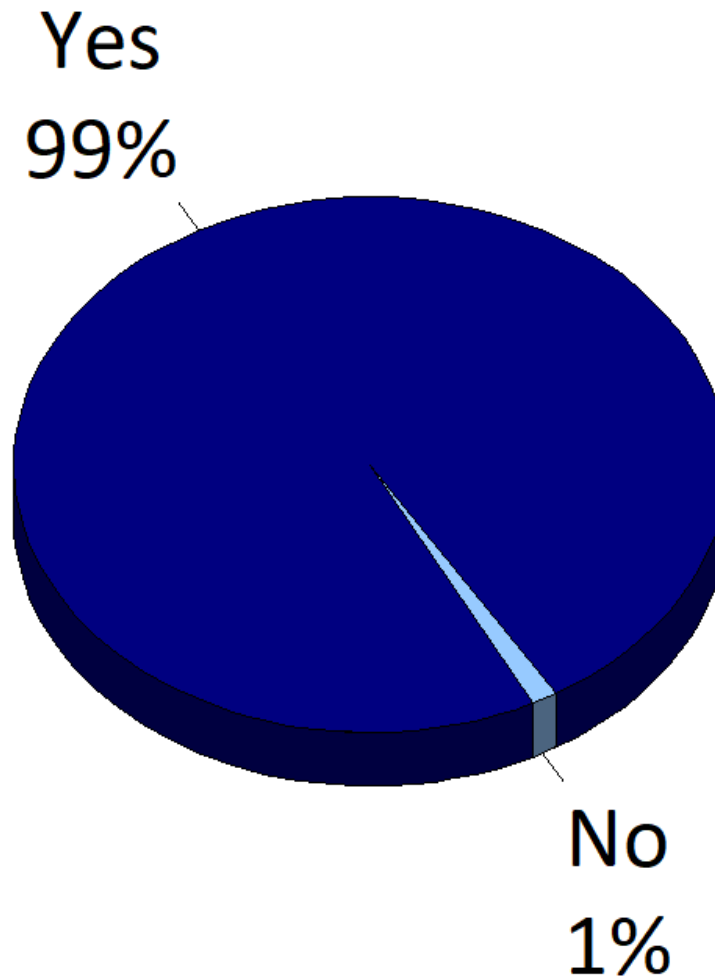




TRANSPORTATION CHARACTERISTICS

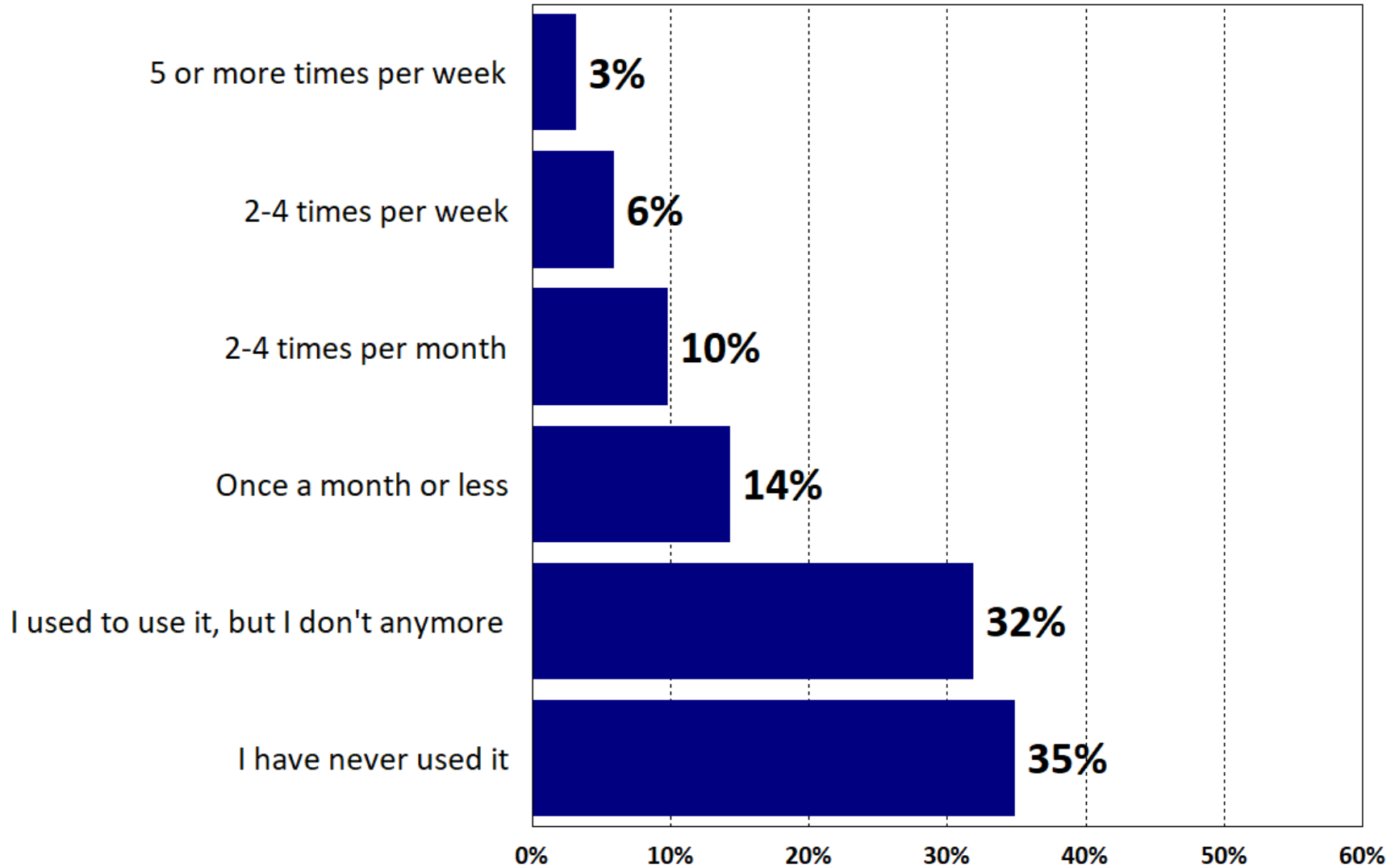
Do you know that Cherriots is the public transportation provider in the Salem region?

by percentage of respondents (Without "not provided")



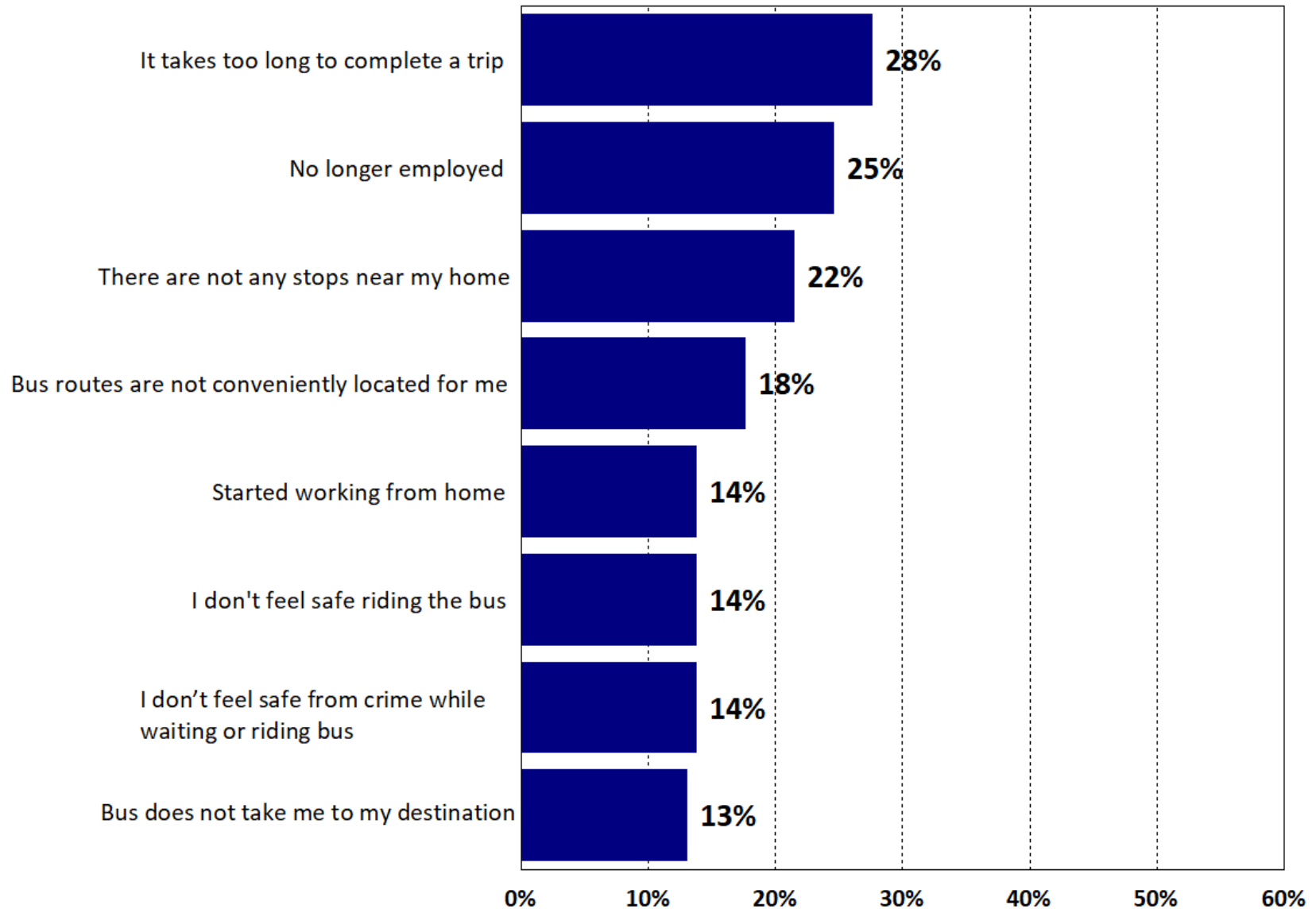
On average, how often do you use Cherriots (Cherriots buses or LIFT)?

by percentage of respondents (Without "not provided")



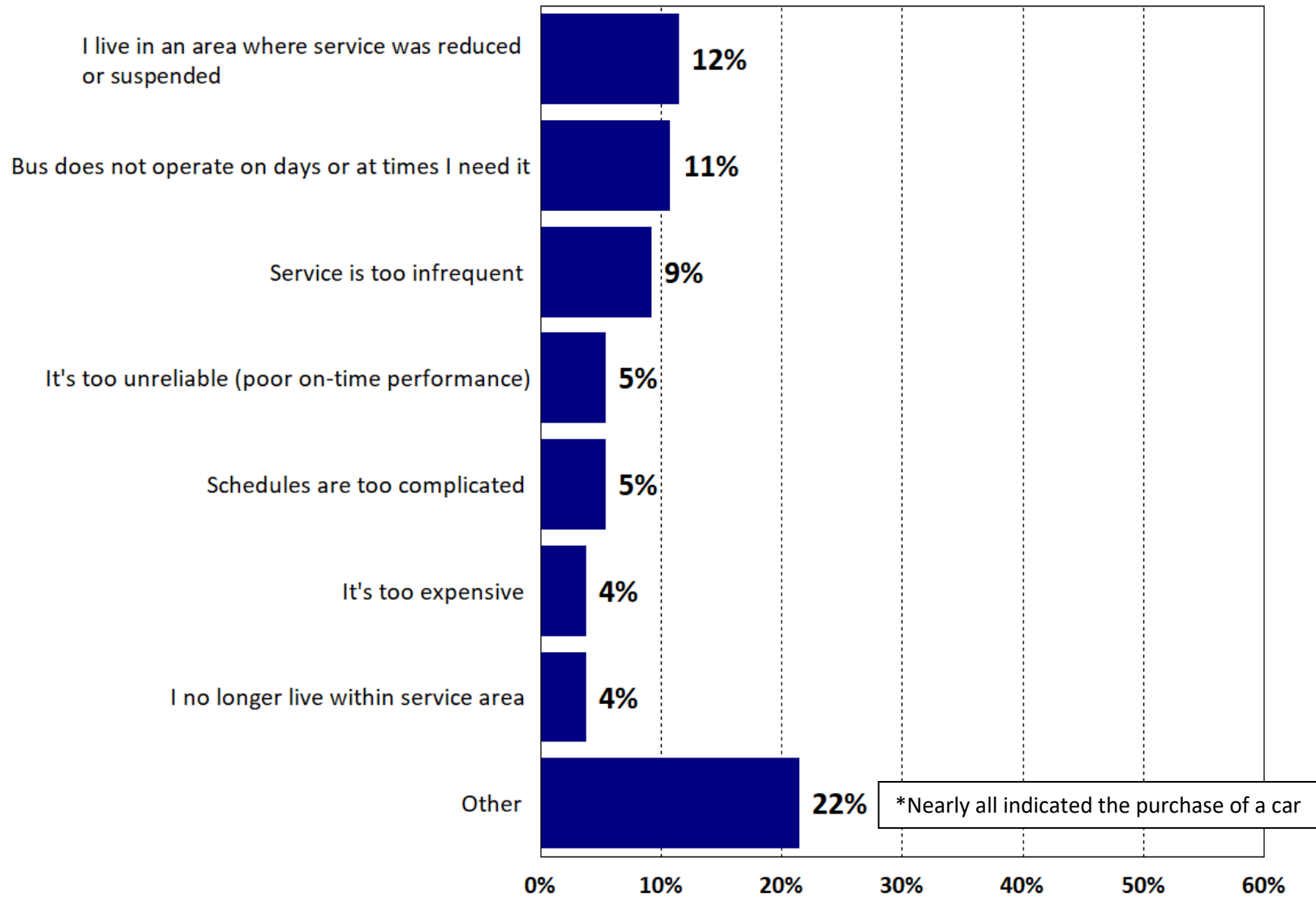
If you used it previously but stopped, why did you stop using public transportation?

by percentage of respondents (Without "not provided")



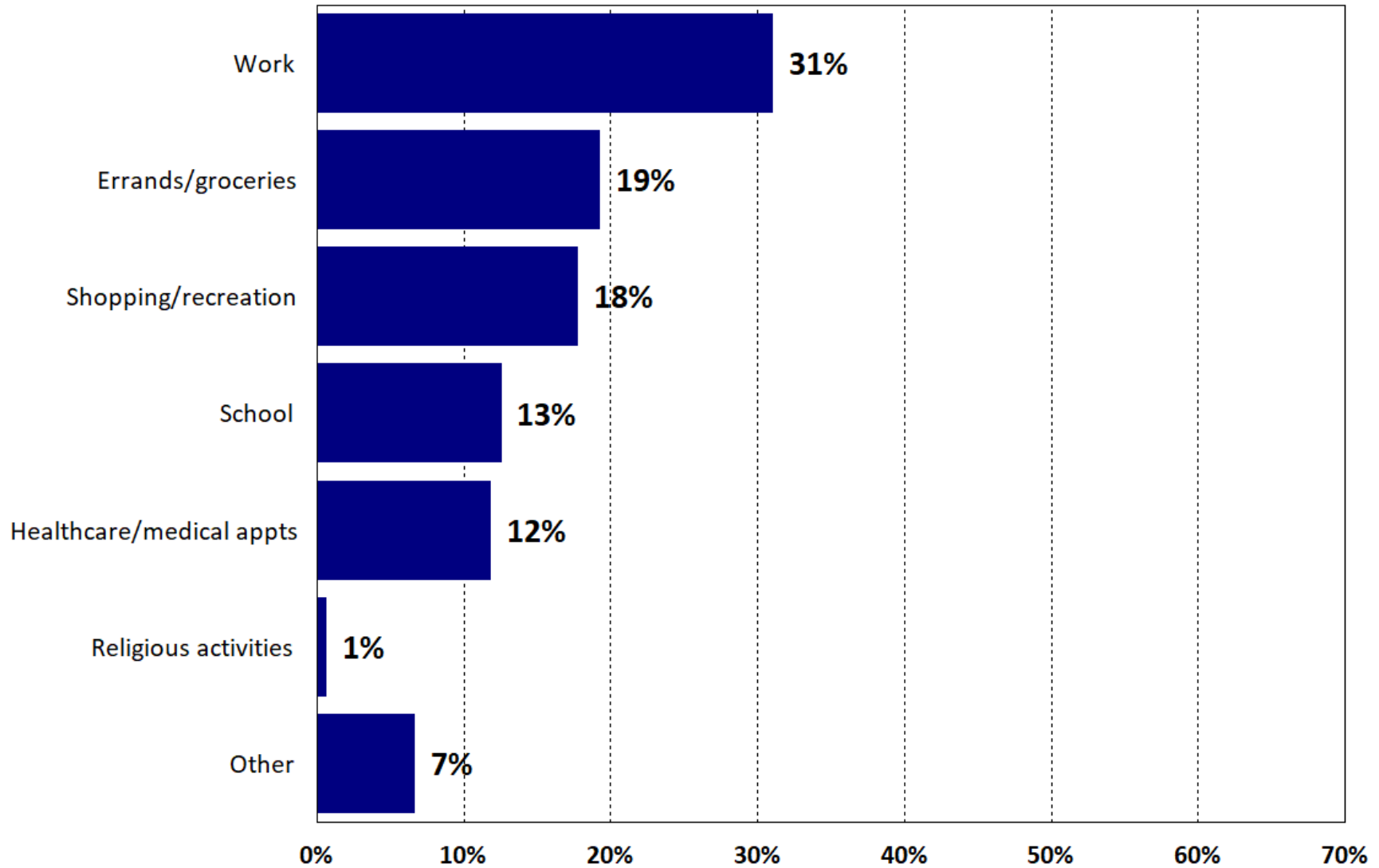
If you used it previously but stopped, why did you stop using public transportation? (Cont.)

by percentage of respondents (Without "not provided")



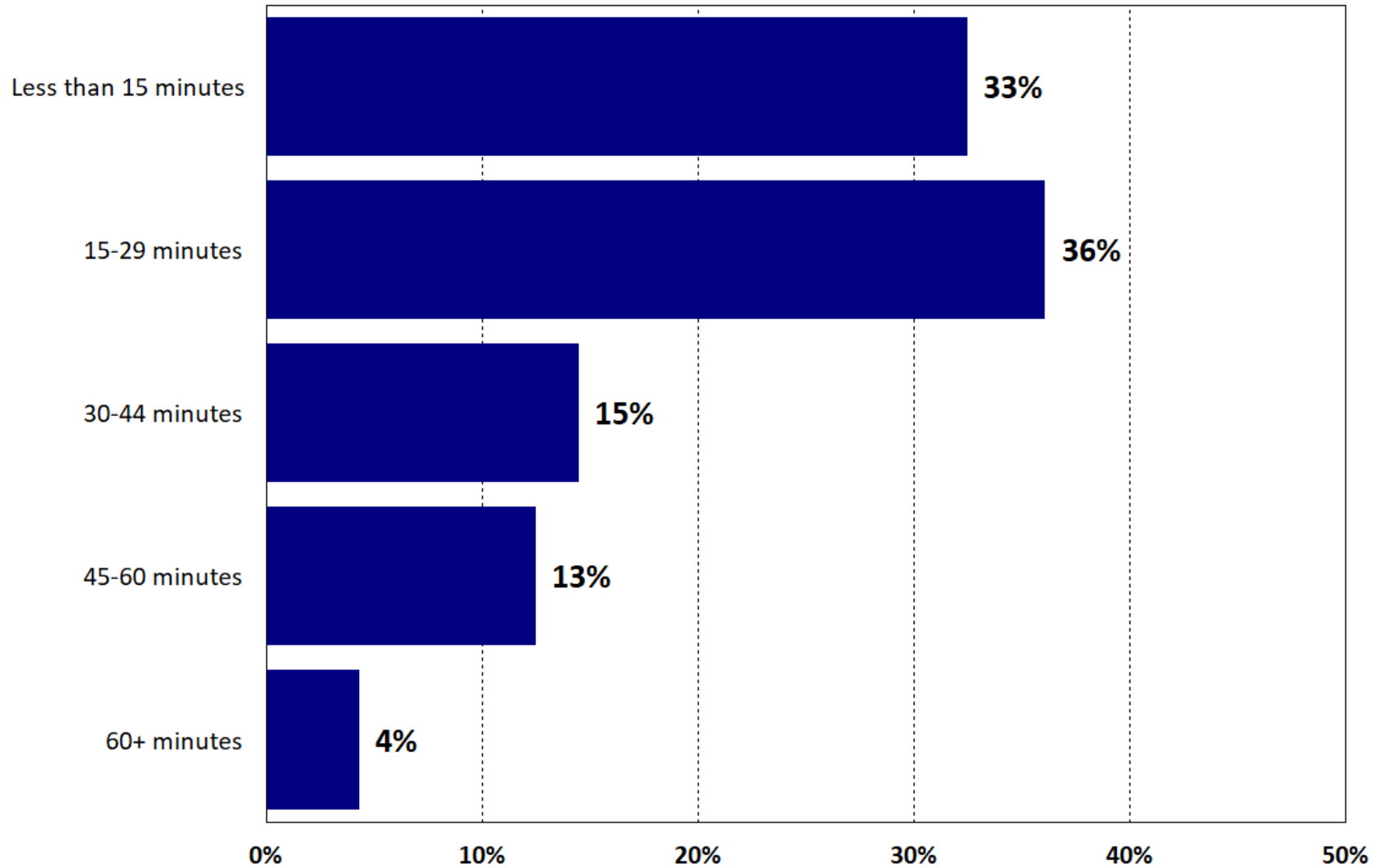
If you currently use Cherriots (Cherriots buses or LIFT), what is your primary purpose for using public?

by percentage of respondents (Without "not provided")



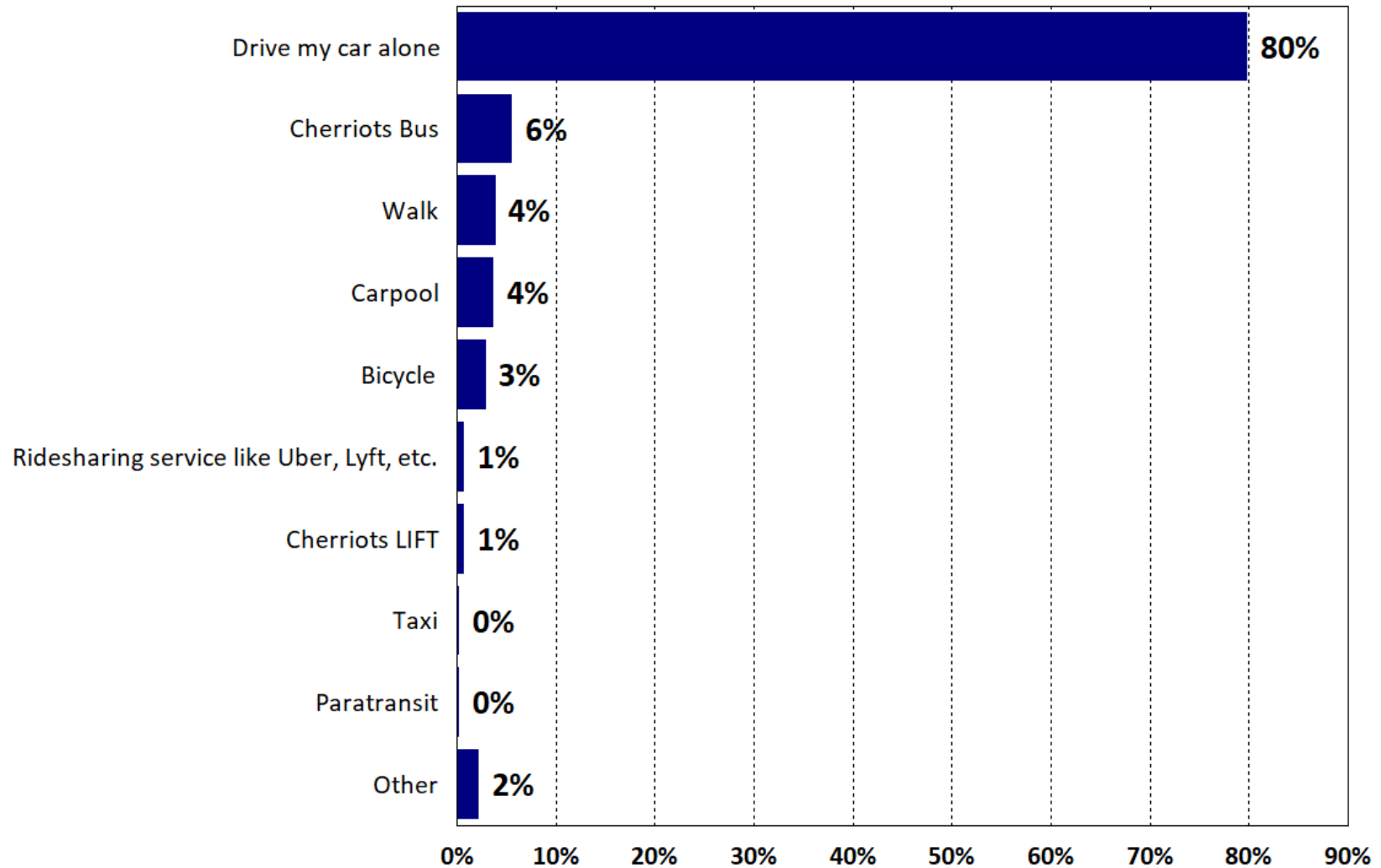
How long is your daily commute?

by percentage of respondents (Without "not provided")



What mode of transportation do you primarily use to reach your destinations?

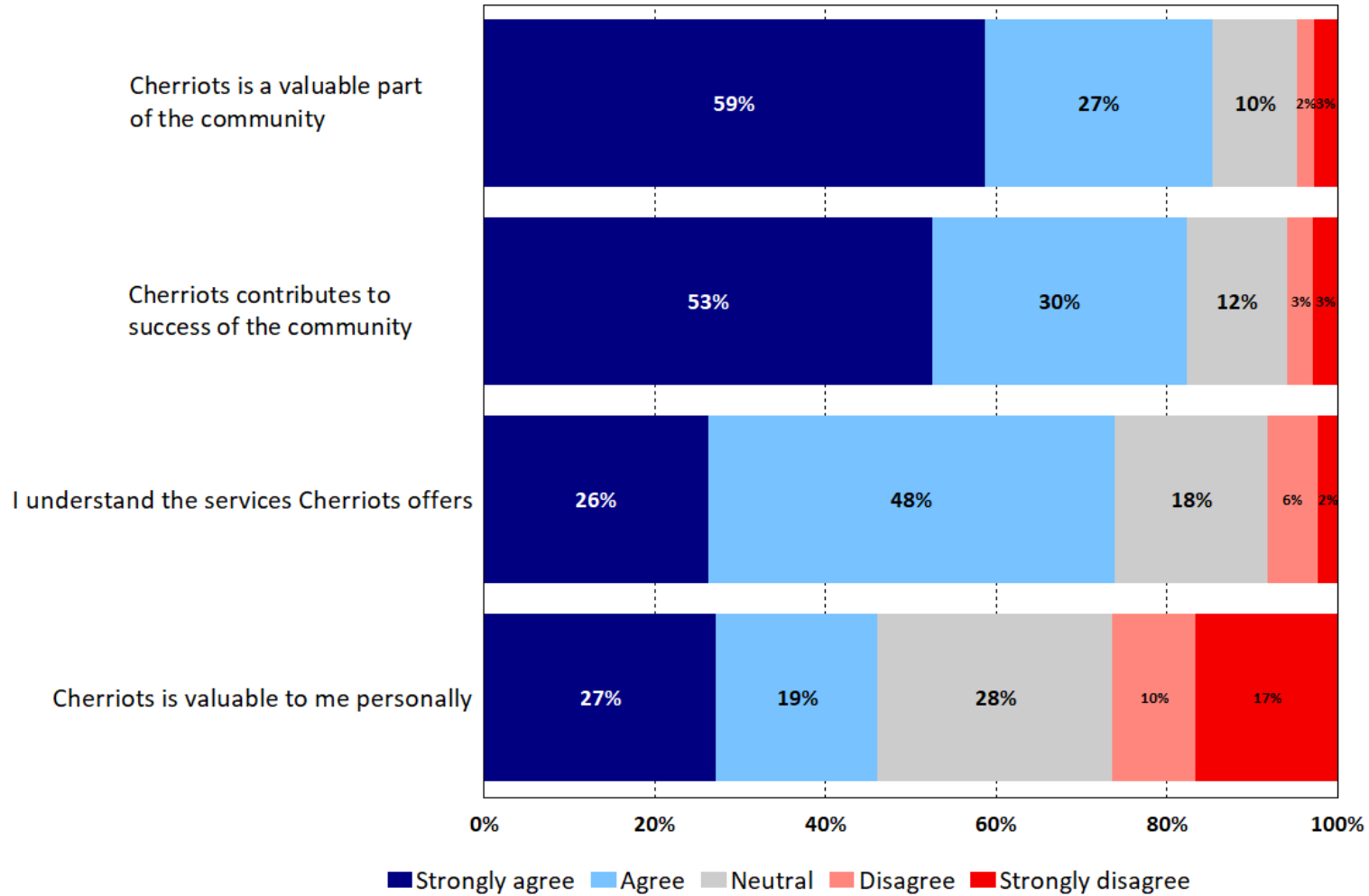
by percentage of respondents (Without "not provided")



COMMUNITY OPINIONS

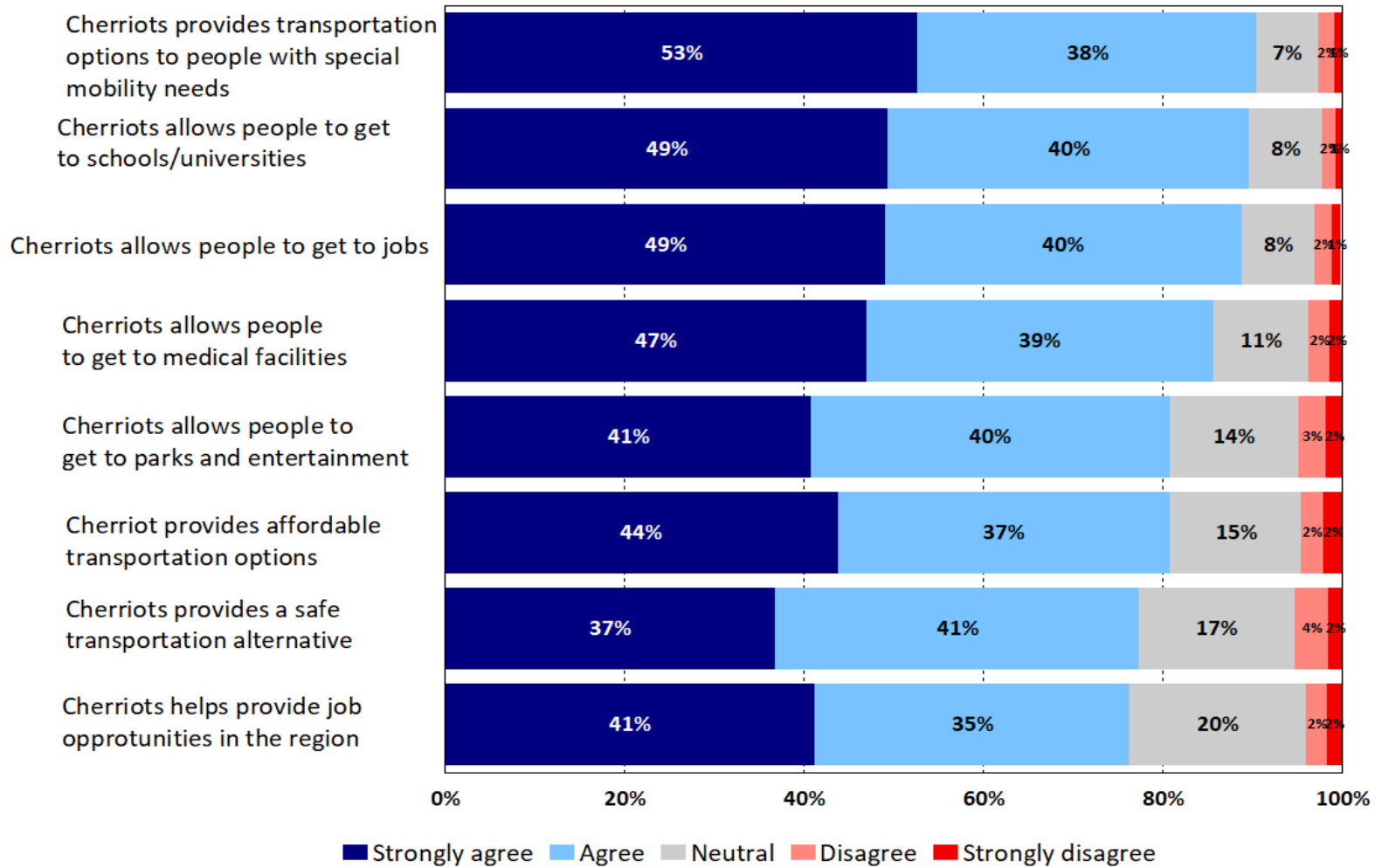
Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements?

by percentage of respondents (Without "not provided")



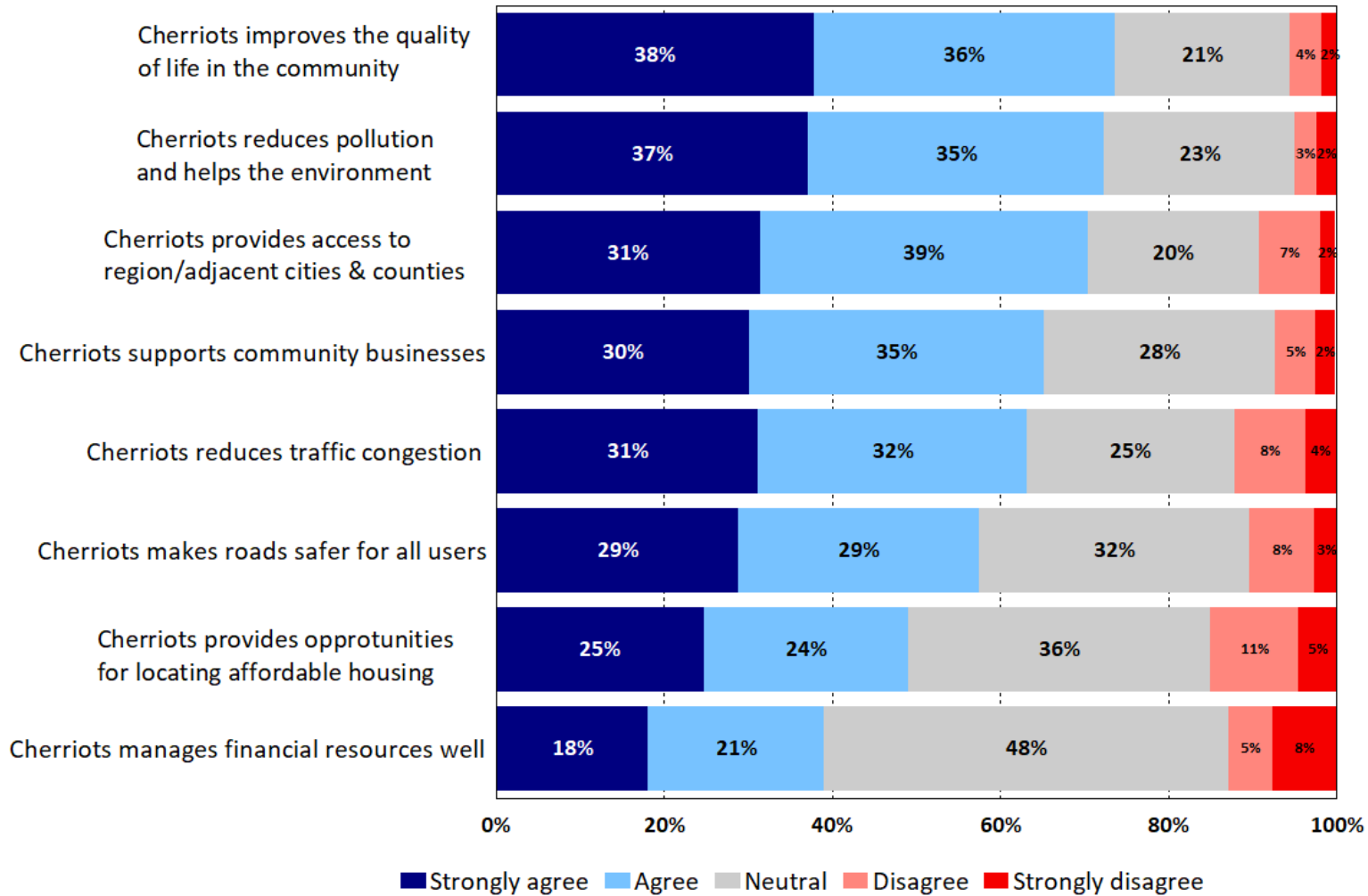
Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements?

by percentage of respondents ("don't know")



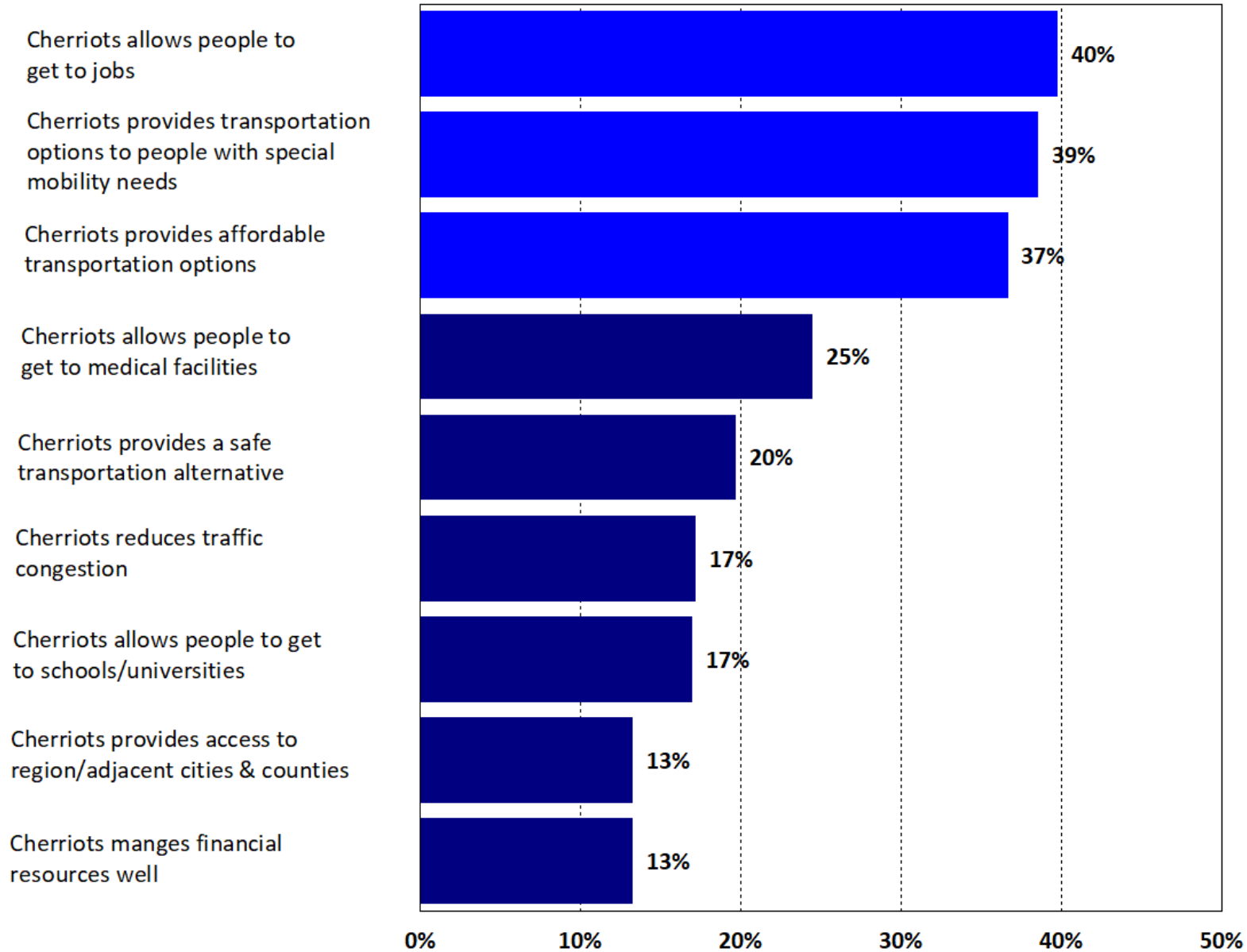
Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements? (Cont.)

by percentage of respondents ("don't know")



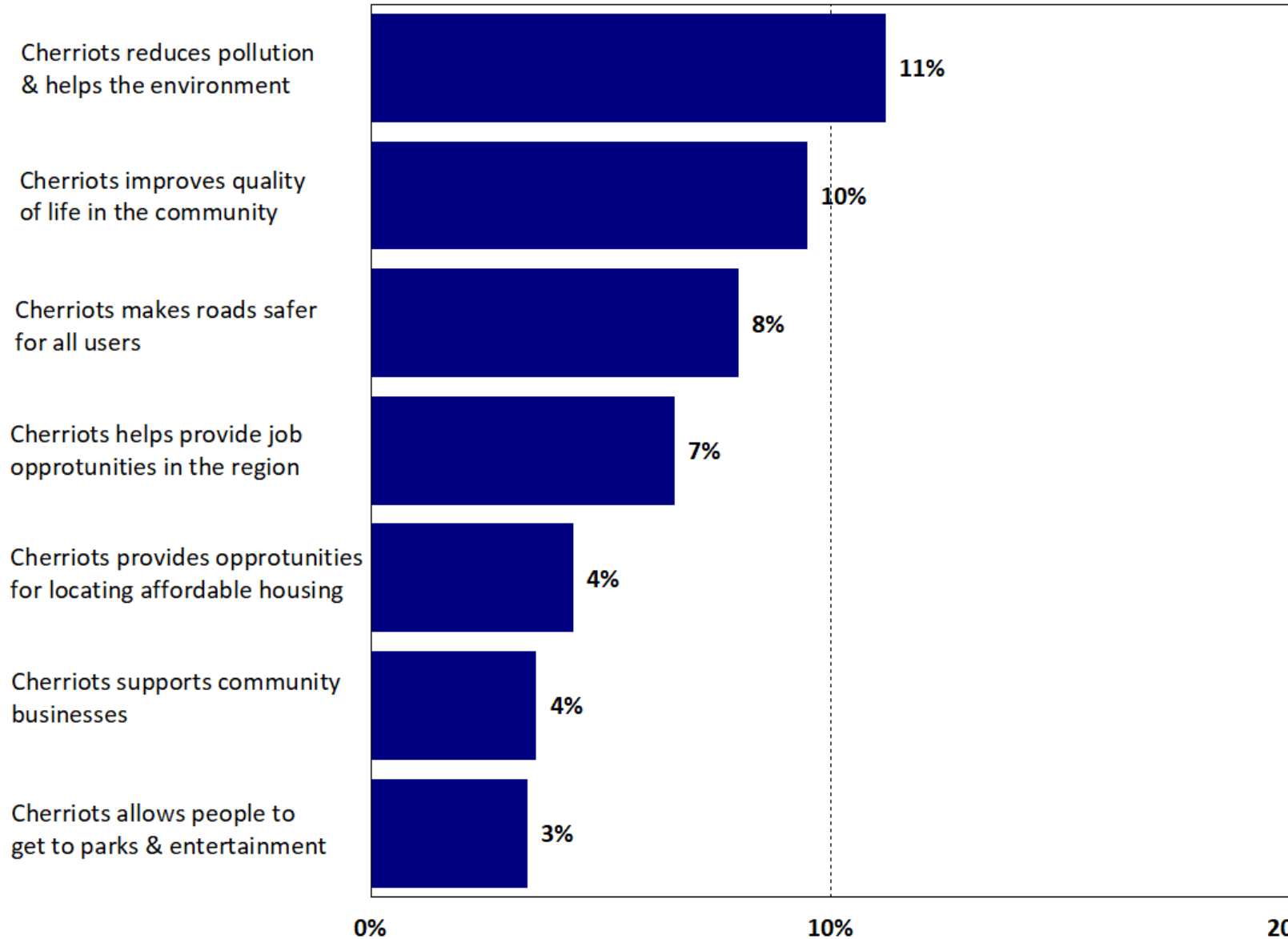
Which THREE of the items in the previous Question should receive the MOST EMPHASIS from Cherriots leaders over the next two years? (top 3)

by percentage of respondents

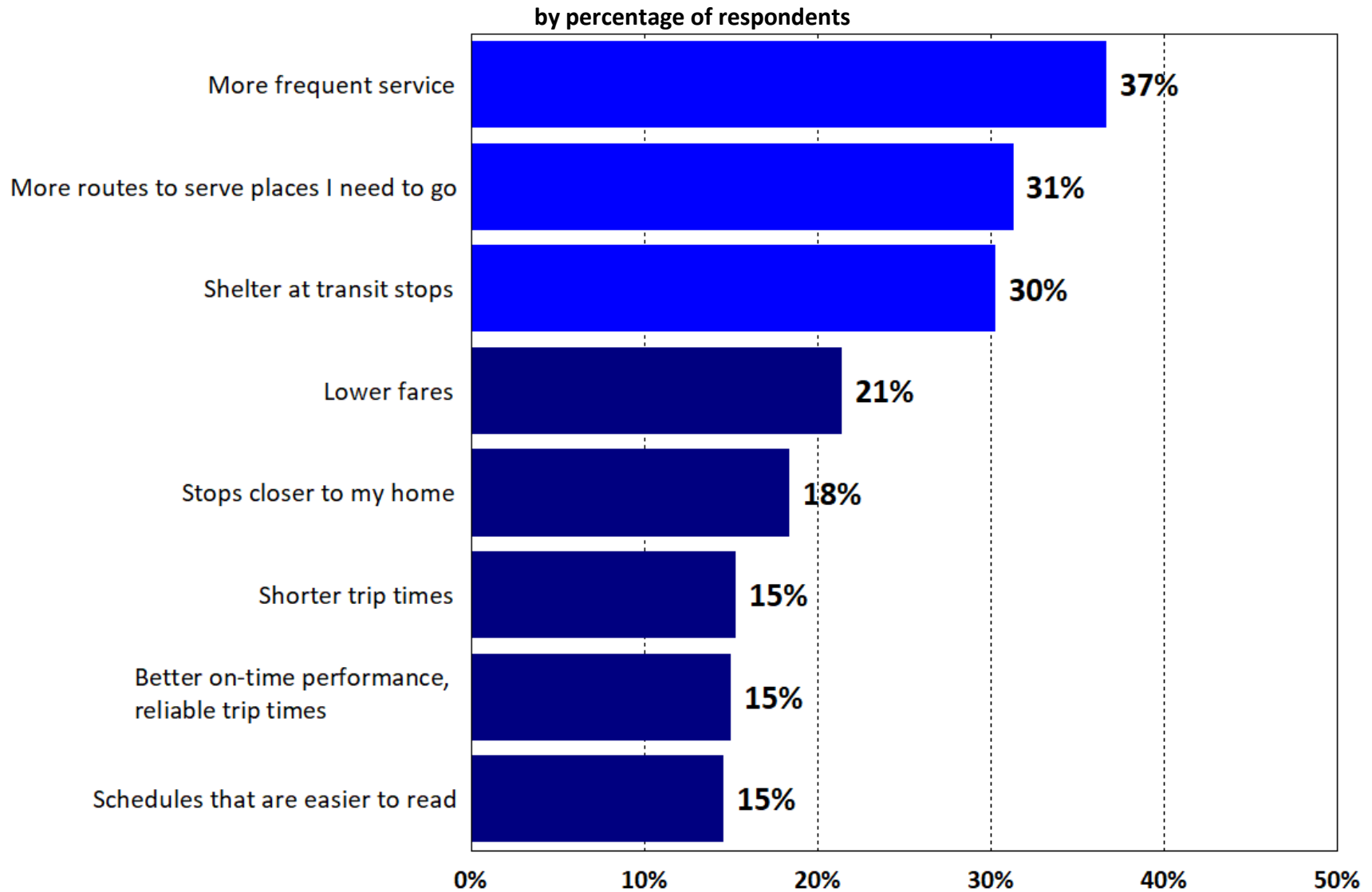


Which THREE of the items in the previous Question should receive the MOST EMPHASIS from Cherriots leaders over the next two years? (top 3) (Cont.)

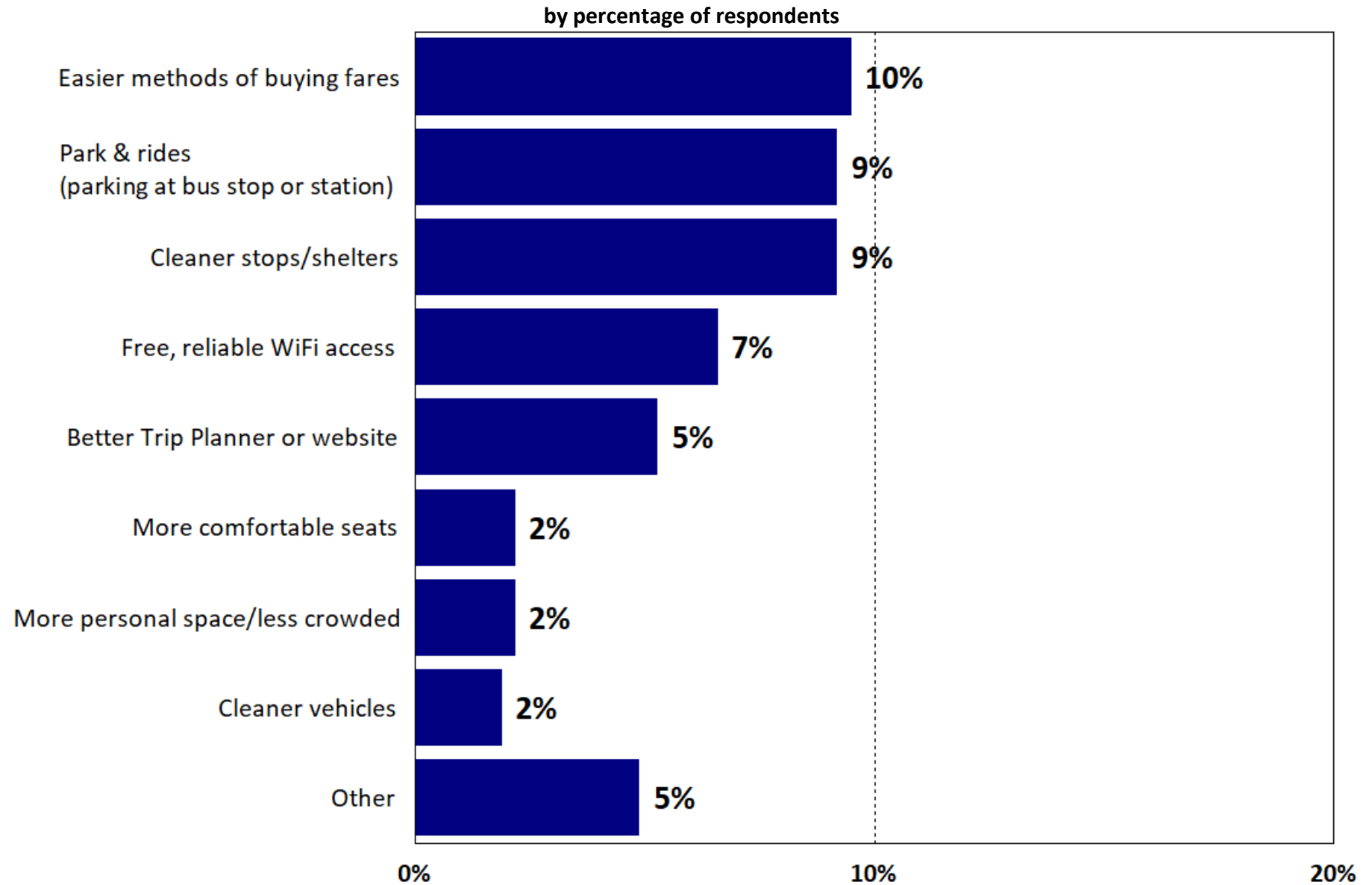
by percentage of respondents



Which three features/amenities could Cherriots add to provide more value to the community? (top 3)



Which three features/amenities could Cherriots add to provide more value to the community? (top 3)



NET PROMOTER SCORE

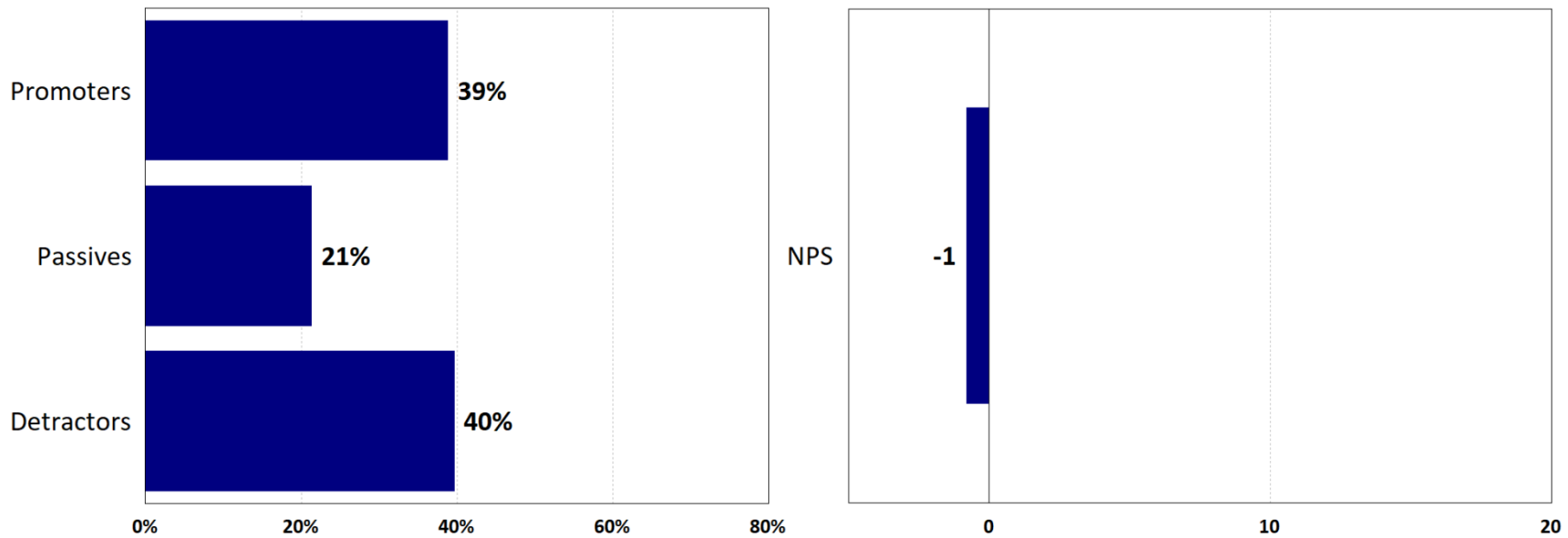
Using a 10-point scale, where 10 means "Very Likely," and 1 means "Not Likely At All," how likely would you be to recommend Cherriots, the public transportation system, to a friend, colleague, or family member?

"Promoter" = 10-9

"Passive" = 8-7

"Detractor" = 6-0

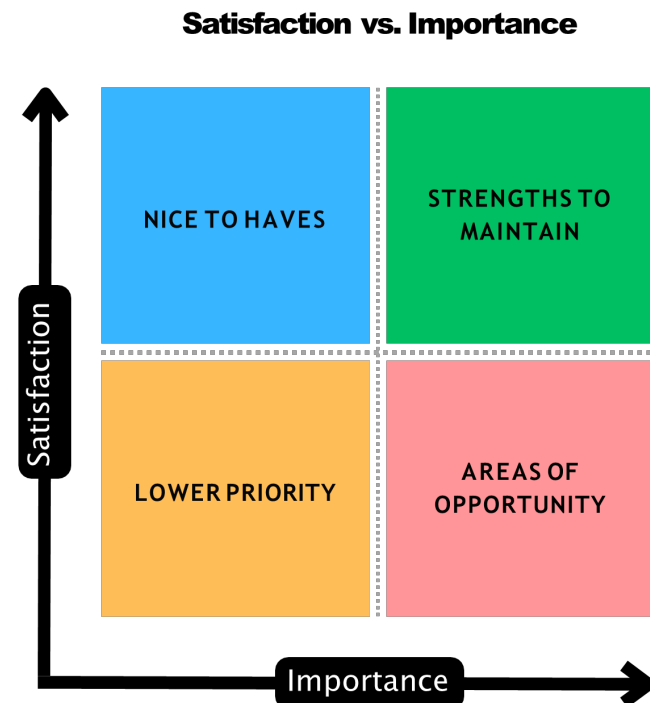
Net Promoter Score is the number of "Promoters" minus the number of "Detractors."



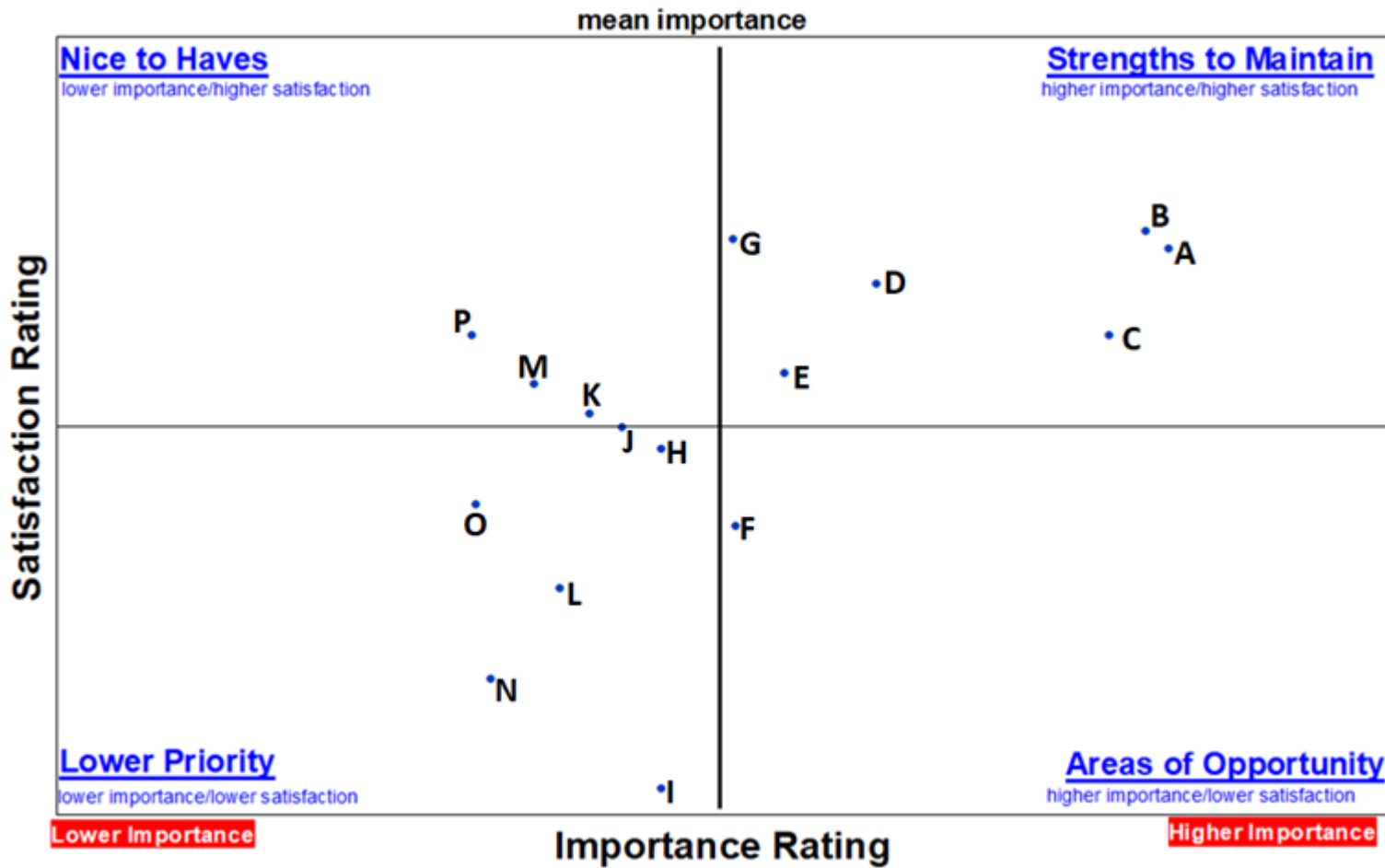
Importance-Satisfaction (I-S) Analysis

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. Cherriots allows people to get to jobs
- B. Cherriots provides transportation options to people with special mobility needs
- C. Cherriots provides affordable transportation options.
- D. Cherriots allows people to get to medical facilities
- E. Cherriots provides a safe transportation alternative
- F. Cherriots reduces traffic congestion.
- G. Cherriots allows people to get to schools/universities
- H. Cherriots provides access to region/adjacent cities & countries
- I. Cherriots manages financial resources well
- J. Cherriots reduces pollution & helps the environment
- K. Cherriots improves quality of life in the community
- L. Cherriots makes roads safer for all users
- M. Cherriots helps provide job opportunities in the region
- N. Cherriots provides opportunities for locating affordable housing
- O. Cherriots supports community businesses
- P. Cherriots allows people to get to parks & entertainment

Source: ETC Institute (2023)

3

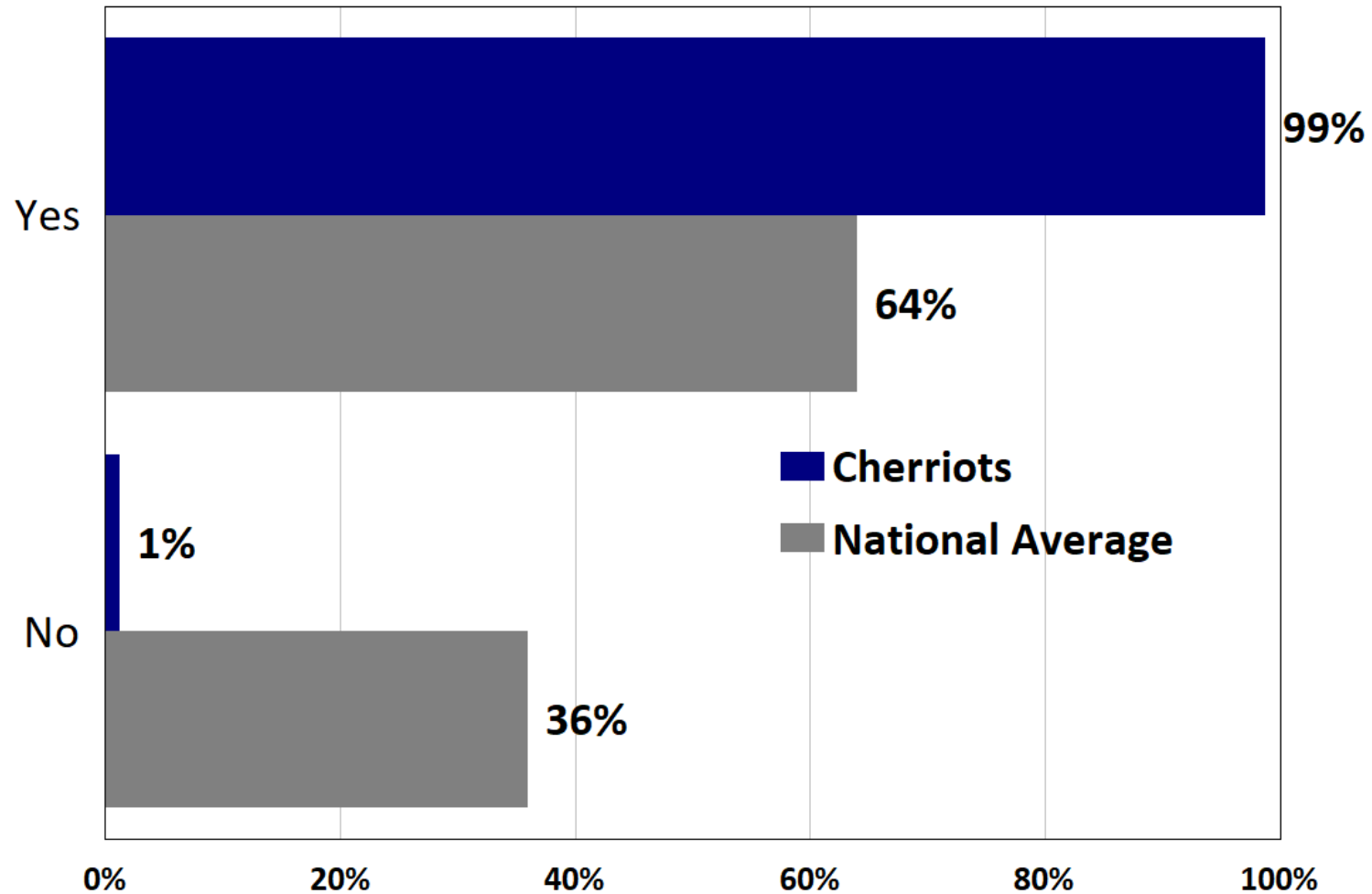
Benchmarks

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 Cherriots is not authorized without written consent from ETC Institute.

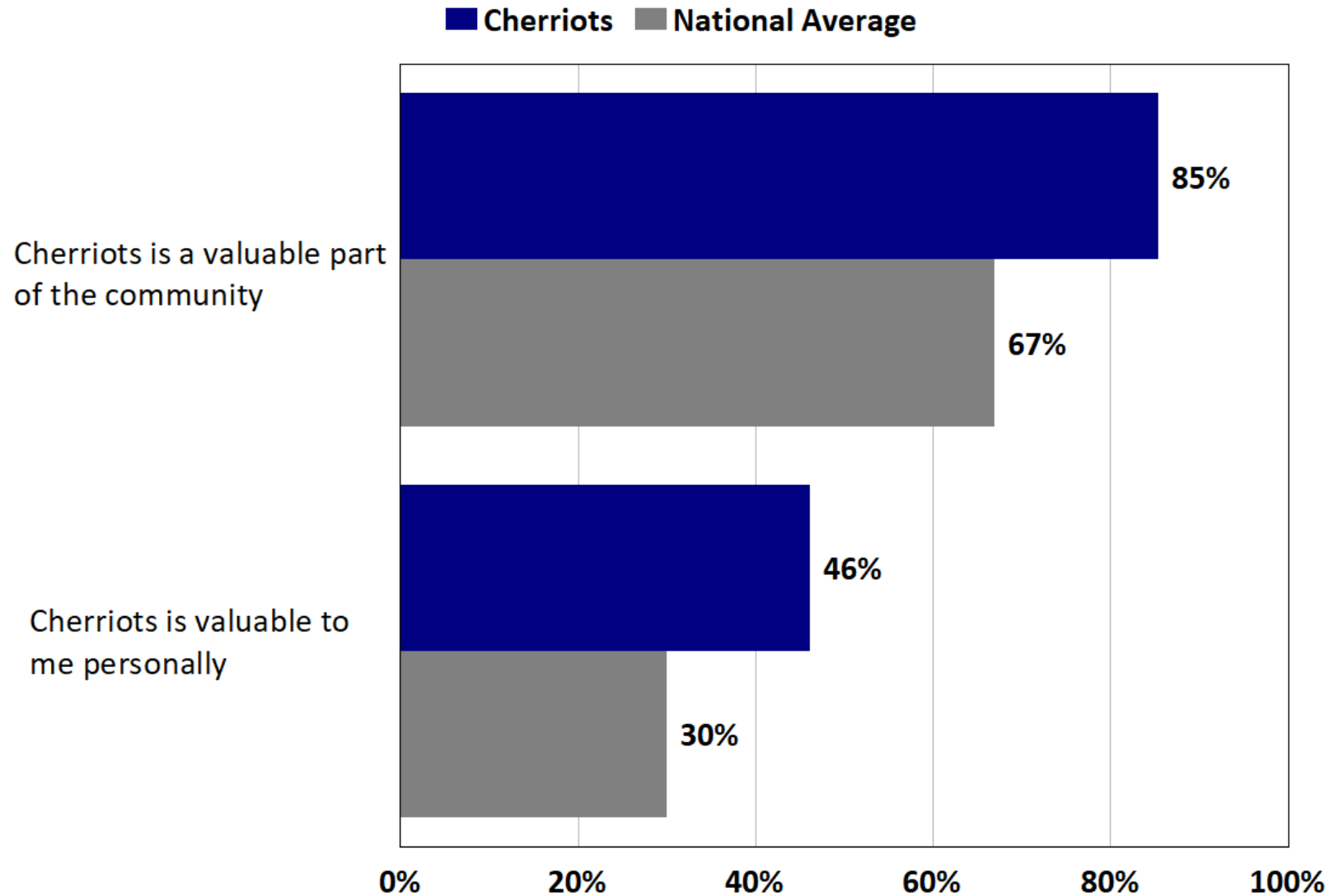
Do you know the name of the organization that operates bus, rail, and other transit services in the community where you live?

by percentage of respondents (without "not provided")



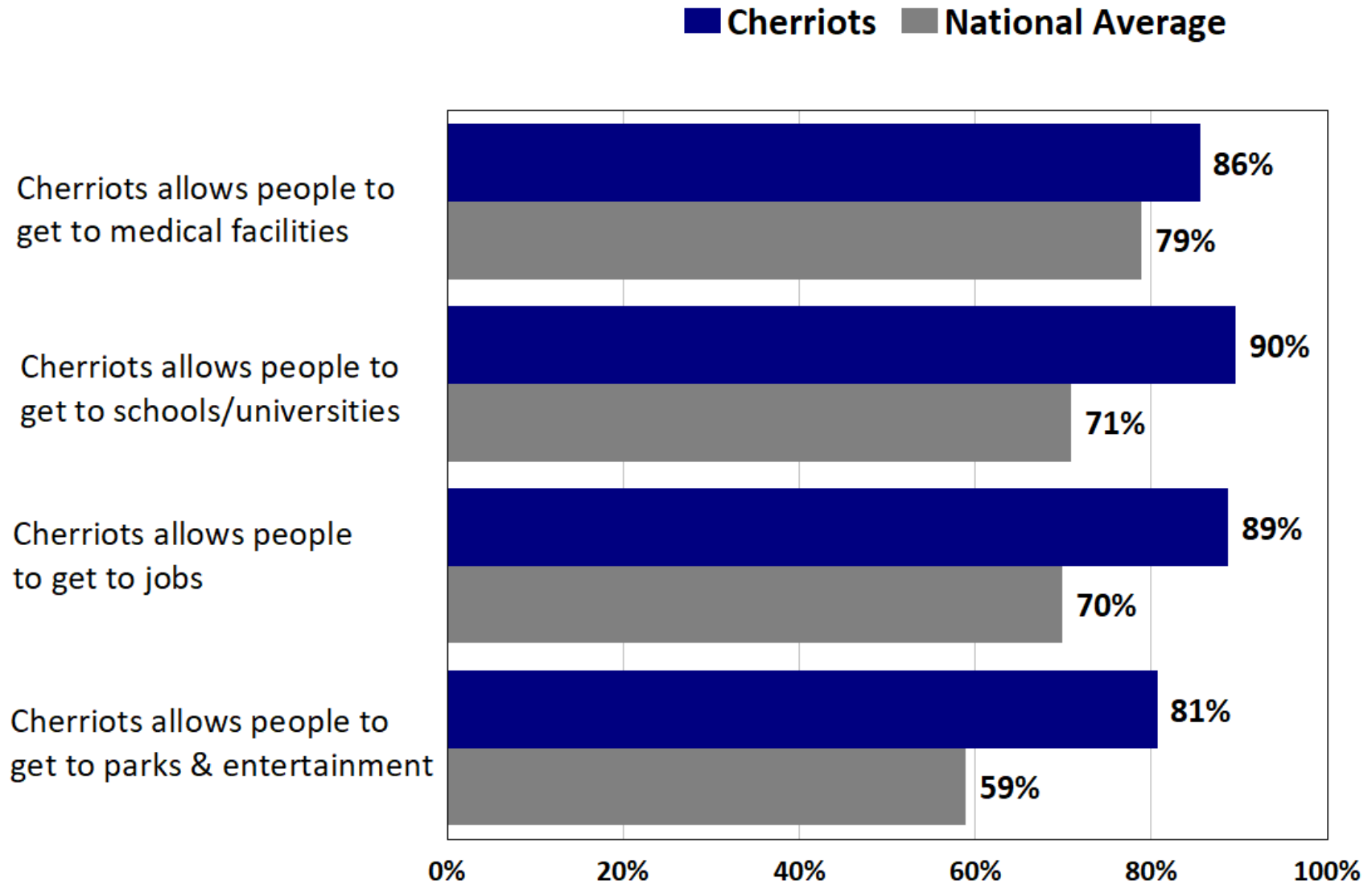
How much do you agree with the following statements?

by percentage of respondents who "Strongly Agree" or "Agree" (without "don't know")



How much do you agree with the following statements?

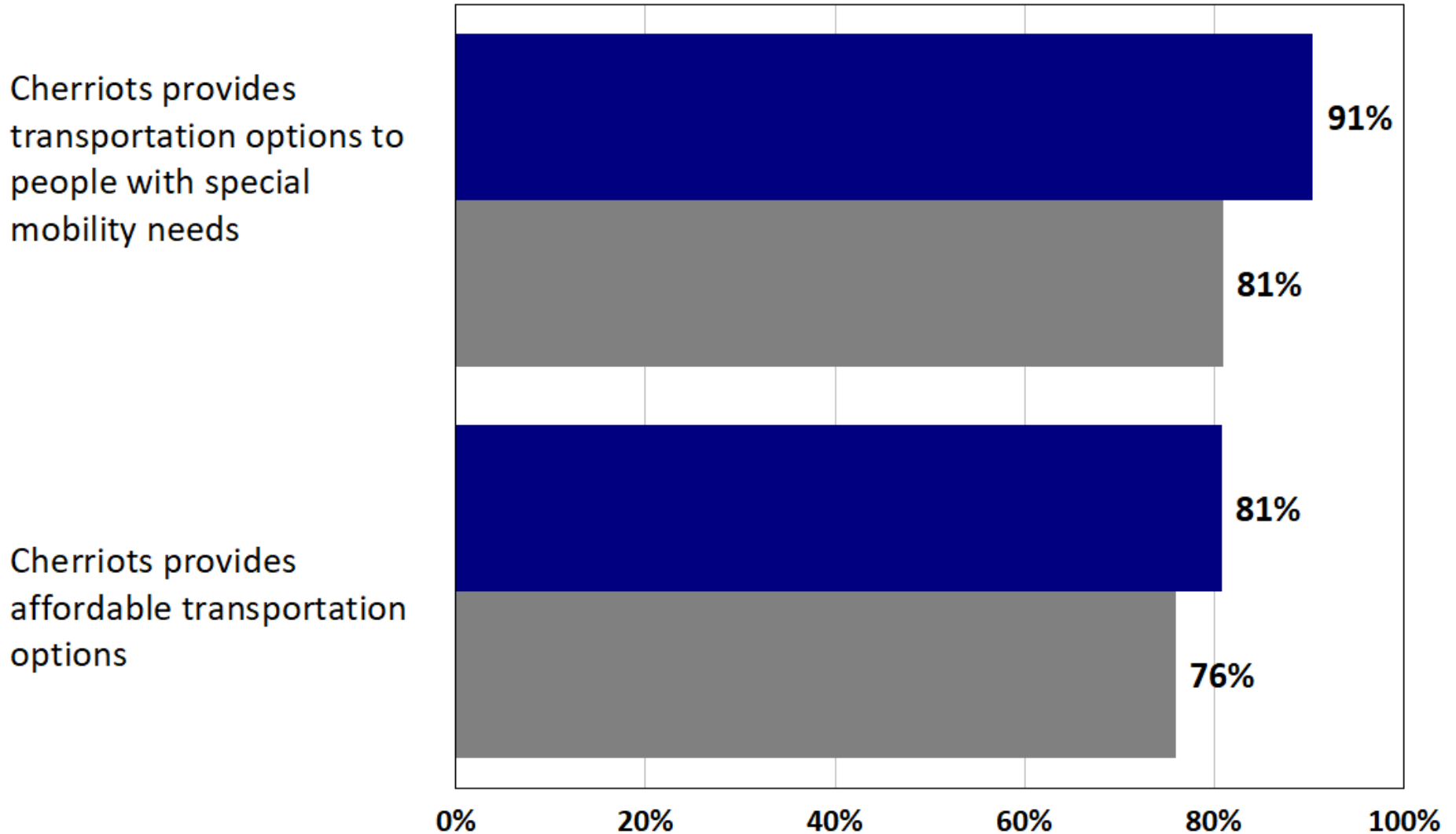
by percentage of respondents who "Strongly Agree" or "Agree" (without "don't know")



How much do you agree with the following statements?

by percentage of respondents who "Strongly Agree" or "Agree" (without "don't know")

Cherriots
National Average



NET PROMOTER SCORE

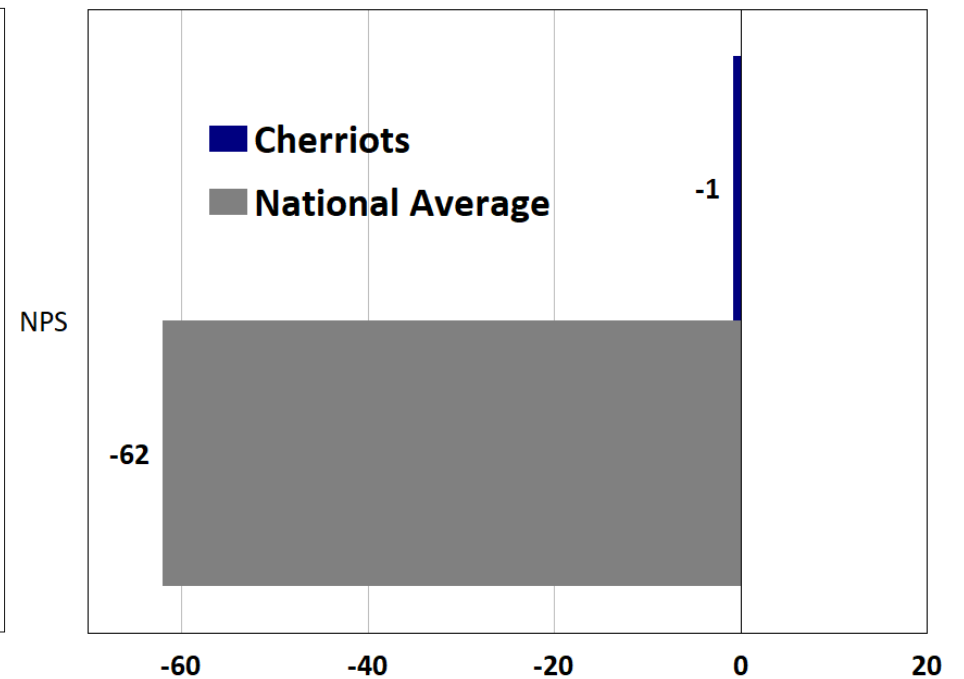
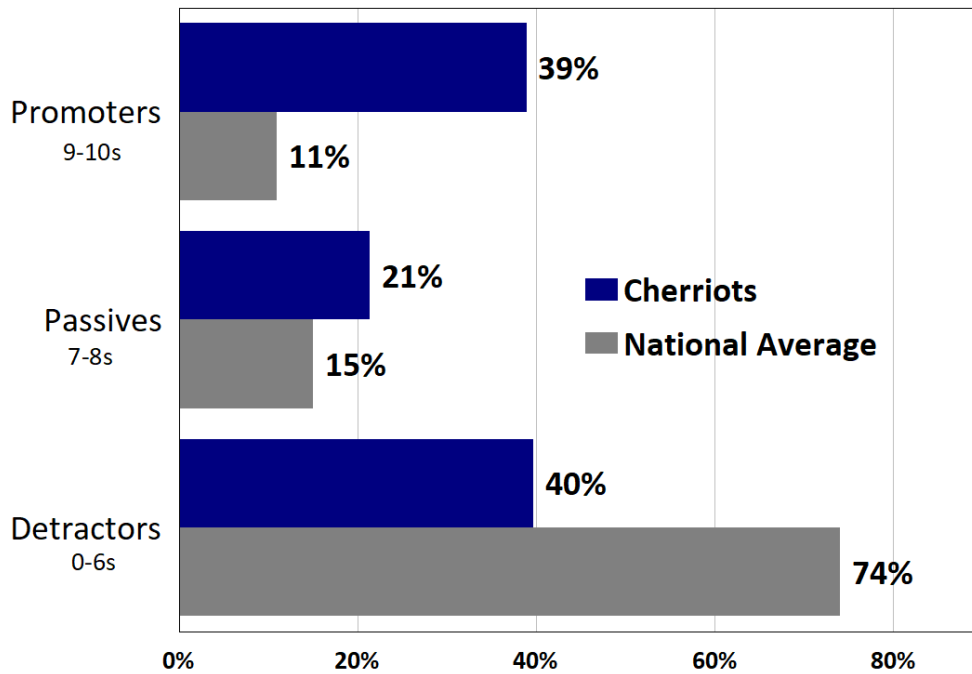
Using a 10-point scale, where 10 means "Very Likely," and 1 means "Not Likely At All," how likely would you be to recommend Cherriots, the public transportation system, service to a friend, colleague, or family member?

"Promoter" = 10-9

"Passive" = 8-7

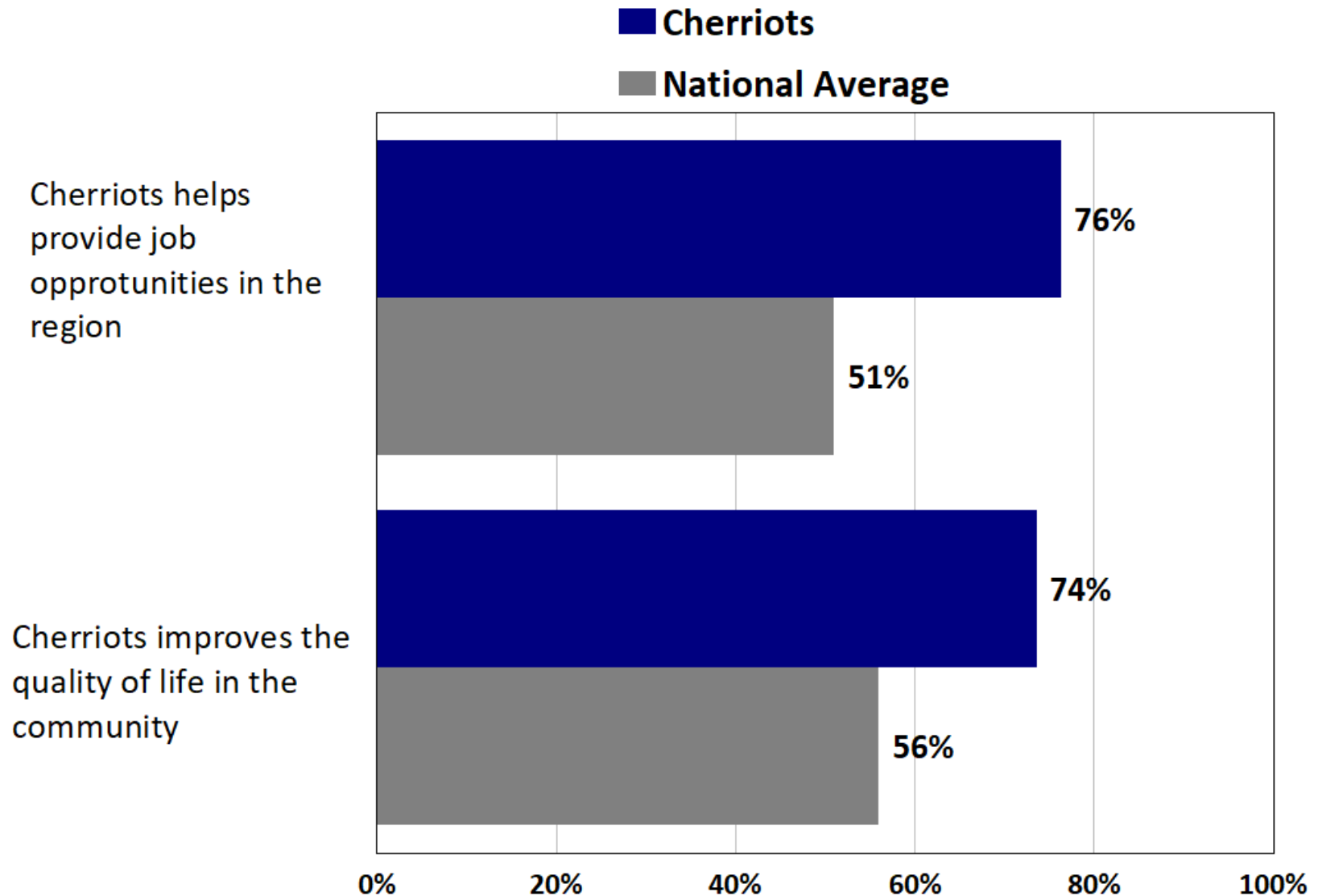
"Detractor" = 6-0

Net Promoter Score is the number of "Promoters" minus the number of "Detractors."



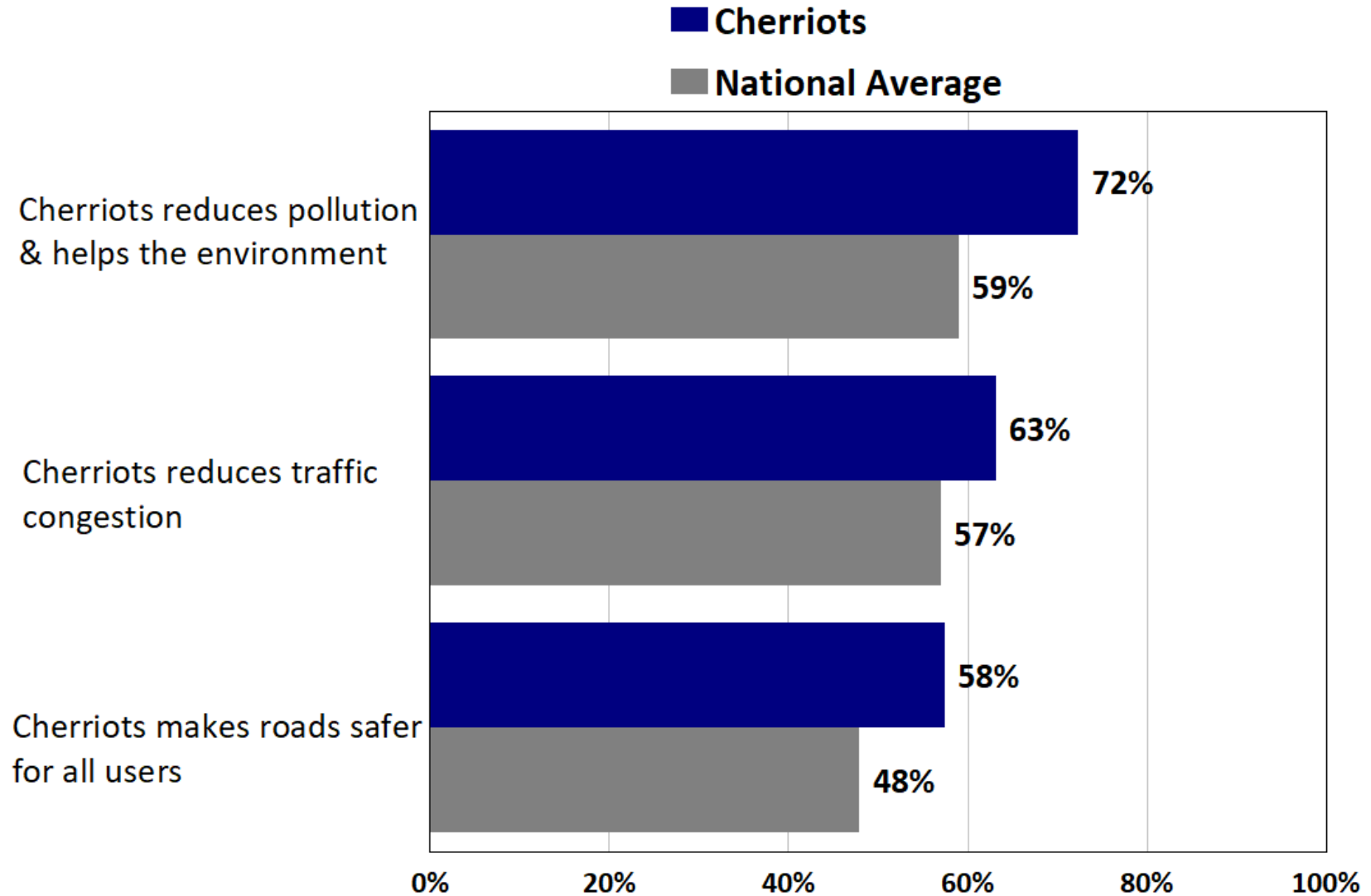
How much do you agree with the following statements?

by percentage of respondents who selected "Strongly Agree" or "Agree" (without "don't know")



How much do you agree with the following statements?

by percentage of respondents who selected "Strongly Agree" or "Agree" (without "don't know")



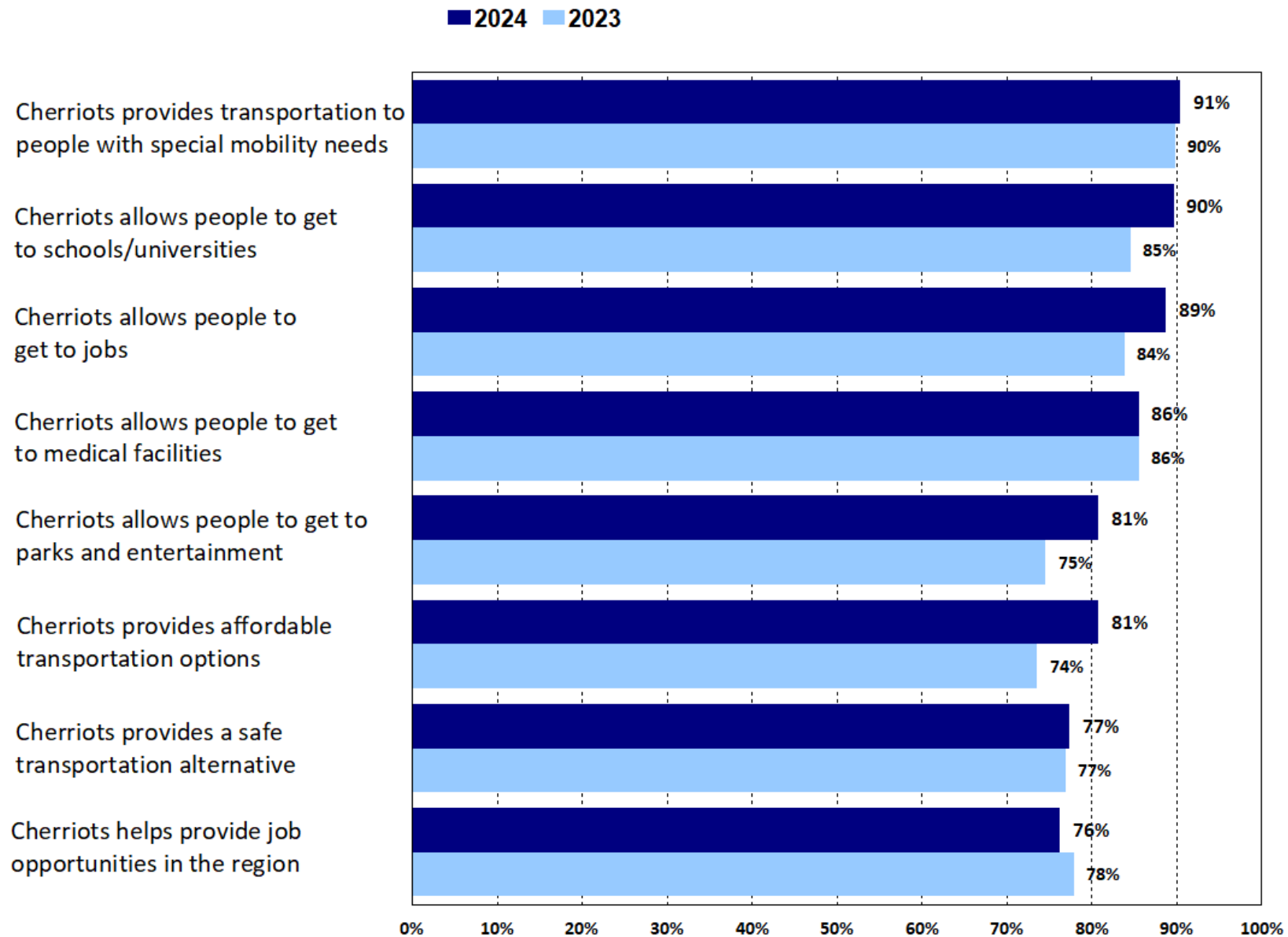


4

Trends

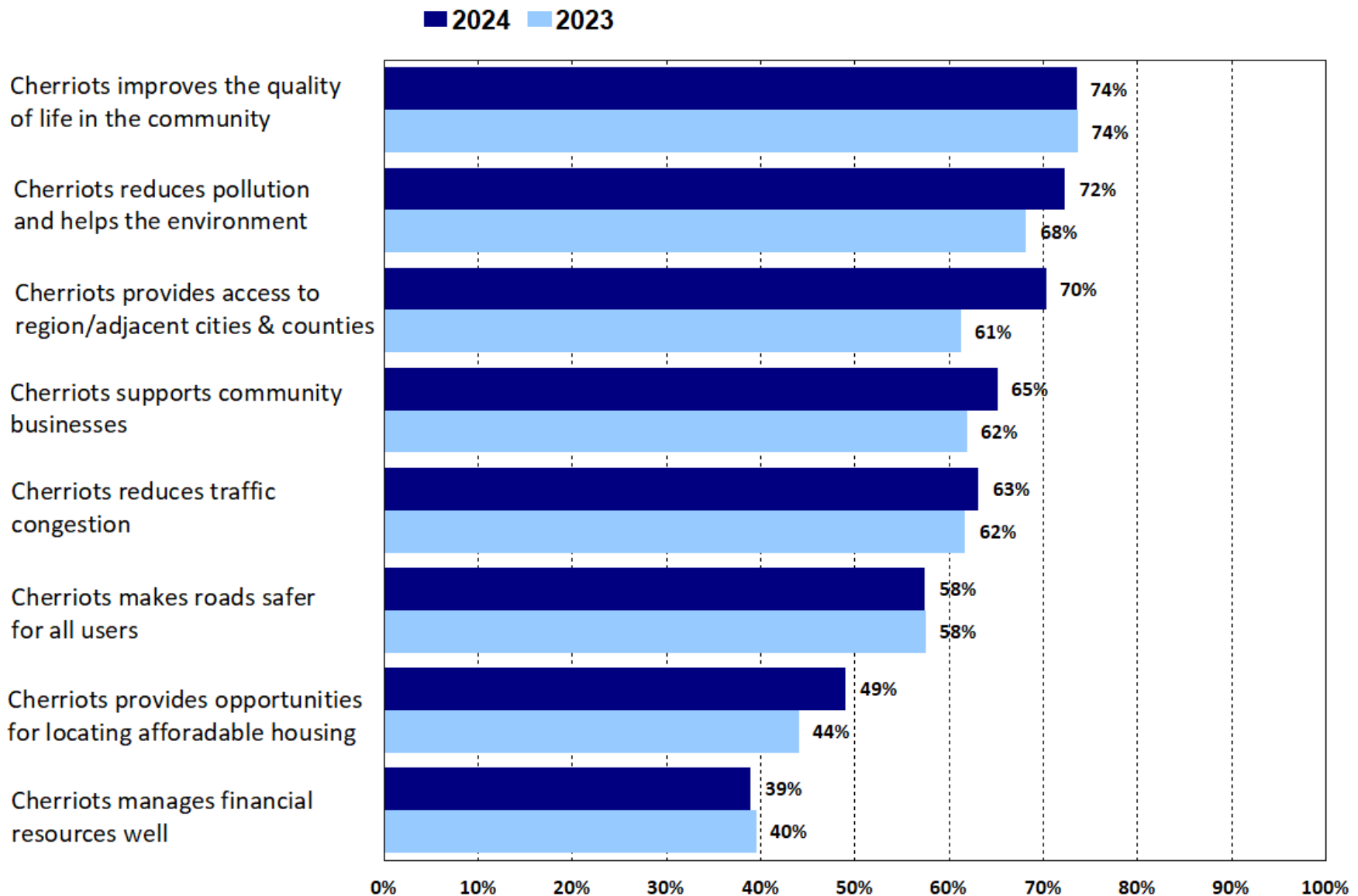
Please rate your agreement with the following statements.

By percentage of respondents who selected "Strongly agree" or "Agree" (excluding "I don't know")



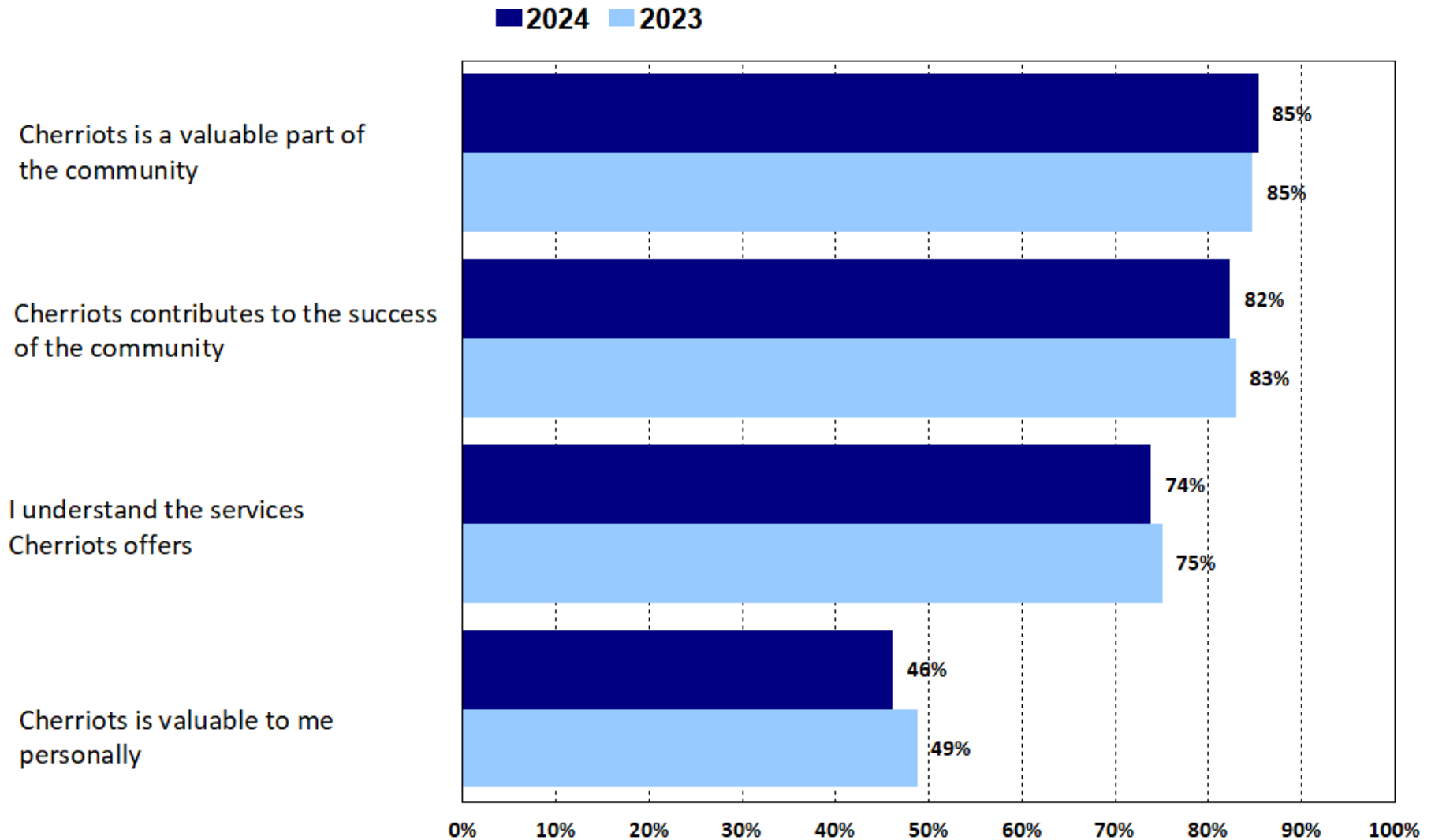
Please rate your agreement with the following statements.

By percentage of respondents who selected "Strongly agree" or "Agree" (excluding "I don't know")



Please rate your agreement with the following statements.

By percentage of respondents who selected "Strongly agree" or "Agree" (excluding "I don't know")



NET PROMOTER SCORE

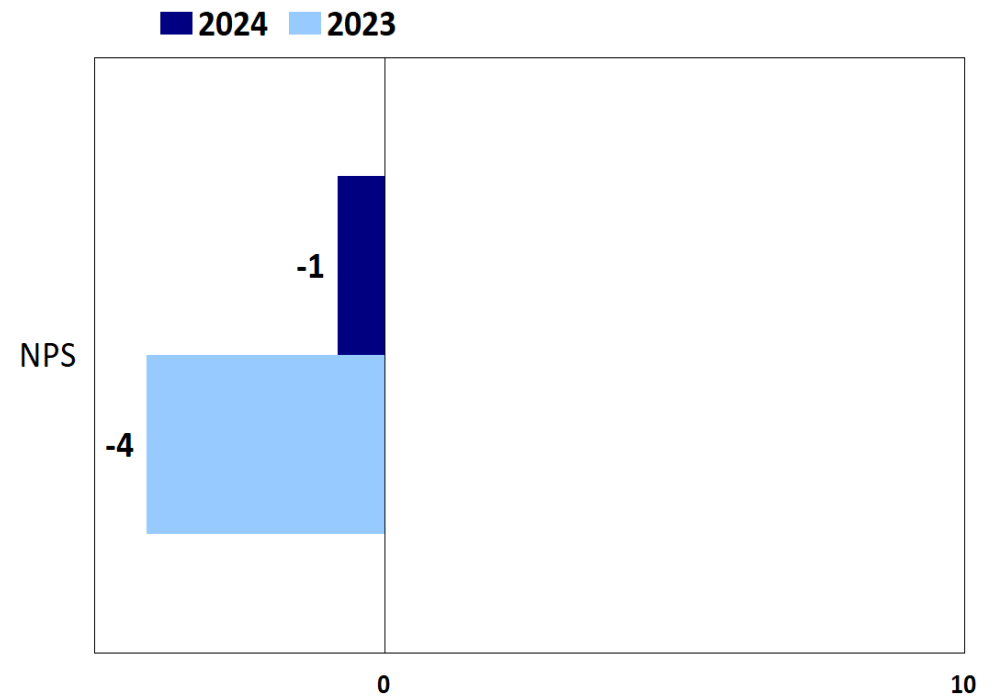
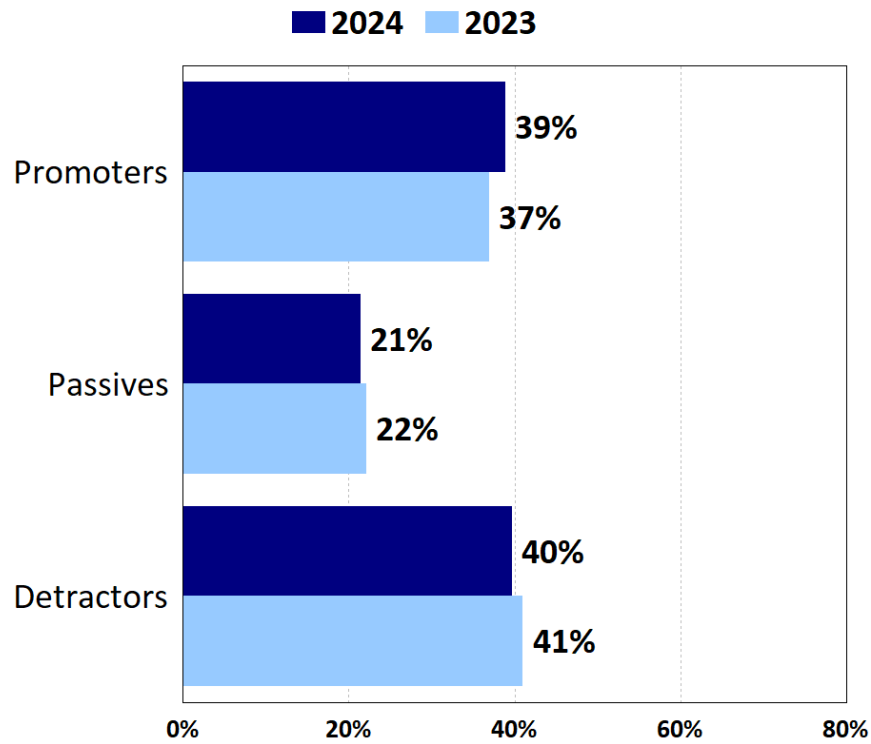
Using a 10-point scale, where 10 means "Very Likely," and 0 means "Not Likely At All," how likely would you be to recommend Cherriots, the public transportation system, to a friend, colleague, or family member?

"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. What is the zip code of your primary residence?

Q1. What is the zip code of your primary residence	Number	Percent
97301	89	21.6 %
97302	80	19.4 %
97303	48	11.7 %
97304	60	14.6 %
97305	48	11.7 %
97306	59	14.3 %
97309	3	0.7 %
97317	25	6.1 %
Total	412	100.0 %

Q2. Do you know that Cherriots is the public transportation provider in the Salem region?

Q2. Do you know that Cherriots is the public transportation provider in Salem region	Number	Percent
Yes	407	98.8 %
No	5	1.2 %
Total	412	100.0 %

Q2a. On average, how often do you use Cherriots (Cherriots buses or LIFT)?

Q2a. How often do you use Cherriots	Number	Percent
5 or more times per week	13	3.2 %
2-4 times per week	24	5.9 %
2-4 times per month	40	9.8 %
Once a month or less	58	14.3 %
I used to use it, but I don't anymore	130	31.9 %
I have never used it	142	34.9 %
Total	407	100.0 %

Q2b. If you used it previously but stopped, why did you stop using public transportation?

Q2b. Why did you stop using public transportation	Number	Percent
Started working from home	18	13.8 %
No longer employed	32	24.6 %
I live in area where service was reduced or suspended	15	11.5 %
It takes too long to complete a trip	36	27.7 %
It's too unreliable (poor on-time performance)	7	5.4 %
There are not any stops near my home	28	21.5 %
Bus routes are not conveniently located for me	23	17.7 %
Bus does not take me to my destination	17	13.1 %
Bus does not operate on days or at times I need it to operate	14	10.8 %
Service is too infrequent	12	9.2 %
It's too expensive	5	3.8 %
I don't feel safe riding the bus	18	13.8 %
I don't feel safe from crime while waiting or riding bus	18	13.8 %
I no longer live within service area	5	3.8 %
Schedules are too complicated	7	5.4 %
Other	28	21.5 %
Total	283	

Q2c. If you currently use Cherriots (Cherriots buses or LIFT), what is your primary purpose for using public transportation?

Q2c. Your primary purpose for using public transportation	Number	Percent
Work	42	31.1 %
School	17	12.6 %
Errands/groceries	26	19.3 %
Shopping/recreation	24	17.8 %
Healthcare/medical appts	16	11.9 %
Religious activities	1	0.7 %
Other	9	6.7 %
Total	135	100.0 %

Q3. What mode of transportation do you primarily use to reach your destinations?

Q3. Transportation mode you primarily use to reach your destinations	Number	Percent
Drive my car alone	327	79.4 %
Cherriots Bus	23	5.6 %
Walk	16	3.9 %
Bicycle	12	2.9 %
Ridesharing service like Uber, Lyft, etc.	3	0.7 %
Carpool	15	3.6 %
Cherriots LIFT	3	0.7 %
Taxi	1	0.2 %
Paratransit	1	0.2 %
Other	9	2.2 %
Not provided	2	0.5 %
Total	412	100.0 %

WITHOUT NOT PROVIDED

Q3. What mode of transportation do you primarily use to reach your destinations? (without "not provided")

Q3. Transportation mode you primarily use to reach your destinations	Number	Percent
Drive my car alone	327	79.8 %
Cherriots Bus	23	5.6 %
Walk	16	3.9 %
Bicycle	12	2.9 %
Ridesharing service like Uber, Lyft, etc.	3	0.7 %
Carpool	15	3.7 %
Cherriots LIFT	3	0.7 %
Taxi	1	0.2 %
Paratransit	1	0.2 %
Other	9	2.2 %
Total	410	100.0 %

Q4. On a scale of 0-10, with 10 meaning "Very Likely" and 0 meaning "Not at all Likely," how likely would you be to recommend using Cherriots, the public transportation system, to a friend or colleague?

(N=412)

	Very likely	9	8	7	6	5	4	3	2	1	Not at all likely	Not provided
Q4. How likely would you be to recommend using Cherriots, the public transportation system, to a friend or colleague	30.6%	7.3%	12.4%	8.5%	6.1%	11.2%	4.4%	4.4%	1.5%	1.9%	9.2%	2.7%

WITHOUT NOT PROVIDED

Q4. On a scale of 0-10, with 10 meaning "Very Likely" and 0 meaning "Not at all Likely," how likely would you be to recommend using Cherriots, the public transportation system, to a friend or colleague? (without "not provided")

(N=412)

	Very likely	9	8	7	6	5	4	3	2	1	Not at all likely
Q4. How likely would you be to recommend using Cherriots, the public transportation system, to a friend or colleague	31.4%	7.5%	12.7%	8.7%	6.2%	11.5%	4.5%	4.5%	1.5%	2.0%	9.5%

Q5. Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements?

(N=412)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q5-1. I understand the services Cherriots offers	25.2%	45.6%	17.2%	5.6%	2.2%	4.1%
Q5-2. Cherriots is a valuable part of the community	57.5%	26.2%	9.7%	1.9%	2.7%	1.9%
Q5-3. Cherritos is valuable to me personally	25.7%	18.0%	26.0%	9.2%	15.5%	5.6%
Q5-4. Cherriots contributes to success of the community	51.0%	28.9%	11.4%	2.9%	2.7%	3.2%

WITHOUT DON'T KNOW

Q5. Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements? (without "don't know")

(N=412)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q5-1. I understand the services Cherriots offers	26.3%	47.6%	18.0%	5.8%	2.3%
Q5-2. Cherriots is a valuable part of the community	58.7%	26.7%	9.9%	2.0%	2.7%
Q5-3. Cherritos is valuable to me personally	27.2%	19.0%	27.5%	9.8%	16.5%
Q5-4. Cherriots contributes to success of the community	52.6%	29.8%	11.8%	3.0%	2.8%

Q6. Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements?

(N=412)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q6-1. Cherriots allows people to get to jobs	47.1%	38.1%	7.8%	1.9%	1.0%	4.1%
Q6-2. Cherriots allows people to get to medical facilities	44.9%	36.9%	10.2%	2.2%	1.5%	4.4%
Q6-3. Cherriots allows people to get to schools/universities	47.6%	38.8%	7.8%	1.5%	0.7%	3.6%
Q6-4. Cherriots allows people to get to parks & entertainment	38.1%	37.4%	13.3%	2.9%	1.7%	6.6%
Q6-5. Cherriots helps provide job opportunities in the region	37.6%	32.0%	18.0%	2.2%	1.5%	8.7%
Q6-6. Cherriots provides affordable transportation options	40.5%	34.2%	13.6%	2.2%	1.9%	7.5%
Q6-7. Cherriots provides transportation options to people with special mobility needs	49.8%	35.7%	6.6%	1.7%	0.7%	5.6%
Q6-8. Cherriots reduces traffic congestion	28.9%	29.6%	22.8%	7.8%	3.4%	7.5%
Q6-9. Cherriots makes roads safer for all users	26.2%	26.0%	29.1%	7.0%	2.4%	9.2%
Q6-10. Cherriots provides a safe transportation alternative	35.7%	39.3%	16.7%	3.6%	1.5%	3.2%
Q6-11. Cherriots reduces pollution & helps the environment	34.2%	32.5%	20.9%	2.4%	2.2%	7.8%
Q6-12. Cherriots improves quality of life in the community	36.4%	34.5%	20.1%	3.6%	1.7%	3.6%

Q6. Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q6-13. Cherriots provides access to region/adjacent cities & counties	25.0%	31.1%	16.3%	5.8%	1.5%	20.4%
Q6-14. Cherriots provides opportunities for locating affordable housing	17.2%	17.0%	25.0%	7.3%	3.2%	30.3%
Q6-15. Cherriots supports community businesses	24.3%	28.2%	22.1%	3.9%	1.9%	19.7%
Q6-16. Cherriots manages financial resources well	10.9%	12.6%	29.1%	3.2%	4.6%	39.6%

WITHOUT DON'T KNOW

Q6. Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements? (without "don't know")

(N=412)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q6-1. Cherriots allows people to get to jobs	49.1%	39.7%	8.1%	2.0%	1.0%
Q6-2. Cherriots allows people to get to medical facilities	47.0%	38.6%	10.7%	2.3%	1.5%
Q6-3. Cherriots allows people to get to schools/ universities	49.4%	40.3%	8.1%	1.5%	0.8%
Q6-4. Cherriots allows people to get to parks & entertainment	40.8%	40.0%	14.3%	3.1%	1.8%
Q6-5. Cherriots helps provide job opportunities in the region	41.2%	35.1%	19.7%	2.4%	1.6%
Q6-6. Cherriots provides affordable transportation options	43.8%	37.0%	14.7%	2.4%	2.1%
Q6-7. Cherriots provides transportation options to people with special mobility needs	52.7%	37.8%	6.9%	1.8%	0.8%
Q6-8. Cherriots reduces traffic congestion	31.2%	32.0%	24.7%	8.4%	3.7%
Q6-9. Cherriots makes roads safer for all users	28.9%	28.6%	32.1%	7.8%	2.7%
Q6-10. Cherriots provides a safe transportation alternative	36.8%	40.6%	17.3%	3.8%	1.5%
Q6-11. Cherriots reduces pollution & helps the environment	37.1%	35.3%	22.6%	2.6%	2.4%

WITHOUT DON'T KNOW

Q6. Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements? (without "don't know")

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q6-12. Cherriots improves quality of life in the community	37.8%	35.8%	20.9%	3.8%	1.8%
Q6-13. Cherriots provides access to region/adjacent cities & counties	31.4%	39.0%	20.4%	7.3%	1.8%
Q6-14. Cherriots provides opportunities for locating affordable housing	24.7%	24.4%	35.9%	10.5%	4.5%
Q6-15. Cherriots supports community businesses	30.2%	35.0%	27.5%	4.8%	2.4%
Q6-16. Cherriots manages financial resources well	18.1%	20.9%	48.2%	5.2%	7.6%

Q7. Which THREE of the items in Question 6 should receive the MOST EMPHASIS from Cherriots leaders over the next two years?

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Cherriots allows people to get to jobs	79	19.2 %
Cherriots allows people to get to medical facilities	19	4.6 %
Cherriots allows people to get to schools/universities	20	4.9 %
Cherriots allows people to get to parks & entertainment	3	0.7 %
Cherriots helps provide job opportunities in the region	5	1.2 %
Cherriots provides affordable transportation options	63	15.3 %
Cherriots provides transportation options to people with special mobility needs	60	14.6 %
Cherriots reduces traffic congestion	20	4.9 %
Cherriots makes roads safer for all users	8	1.9 %
Cherriots provides a safe transportation alternative	22	5.3 %
Cherriots reduces pollution & helps the environment	12	2.9 %
Cherriots improves quality of life in the community	12	2.9 %
Cherriots provides access to region/adjacent cities & counties	19	4.6 %
Cherriots provides opportunities for locating affordable housing	5	1.2 %
Cherriots supports community businesses	3	0.7 %
Cherriots manages financial resources well	23	5.6 %
<u>None chosen</u>	<u>39</u>	<u>9.5 %</u>
Total	412	100.0 %

Q7. Which THREE of the items in Question 6 should receive the MOST EMPHASIS from Cherriots leaders over the next two years?

<u>Q7. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Cherriots allows people to get to jobs	54	13.1 %
Cherriots allows people to get to medical facilities	50	12.1 %
Cherriots allows people to get to schools/universities	24	5.8 %
Cherriots allows people to get to parks & entertainment	2	0.5 %
Cherriots helps provide job opportunities in the region	13	3.2 %
Cherriots provides affordable transportation options	44	10.7 %
Cherriots provides transportation options to people with special mobility needs	57	13.8 %
Cherriots reduces traffic congestion	24	5.8 %
Cherriots makes roads safer for all users	14	3.4 %
Cherriots provides a safe transportation alternative	26	6.3 %
Cherriots reduces pollution & helps the environment	15	3.6 %
Cherriots improves quality of life in the community	10	2.4 %
Cherriots provides access to region/adjacent cities & counties	14	3.4 %
Cherriots provides opportunities for locating affordable housing	3	0.7 %
Cherriots supports community businesses	6	1.5 %
Cherriots manages financial resources well	11	2.7 %
<u>None chosen</u>	<u>45</u>	<u>10.9 %</u>
Total	412	100.0 %

Q7. Which THREE of the items in Question 6 should receive the MOST EMPHASIS from Cherriots leaders over the next two years?

<u>Q7. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Cherriots allows people to get to jobs	31	7.5 %
Cherriots allows people to get to medical facilities	32	7.8 %
Cherriots allows people to get to schools/universities	26	6.3 %
Cherriots allows people to get to parks & entertainment	9	2.2 %
Cherriots helps provide job opportunities in the region	9	2.2 %
Cherriots provides affordable transportation options	44	10.7 %
Cherriots provides transportation options to people with special mobility needs	42	10.2 %
Cherriots reduces traffic congestion	27	6.6 %
Cherriots makes roads safer for all users	11	2.7 %
Cherriots provides a safe transportation alternative	33	8.0 %
Cherriots reduces pollution & helps the environment	19	4.6 %
Cherriots improves quality of life in the community	17	4.1 %
Cherriots provides access to region/adjacent cities & counties	22	5.3 %
Cherriots provides opportunities for locating affordable housing	10	2.4 %
Cherriots supports community businesses	6	1.5 %
Cherriots manages financial resources well	21	5.1 %
<u>None chosen</u>	<u>53</u>	<u>12.9 %</u>
Total	412	100.0 %

Q7. Which THREE of the items in Question 6 should receive the MOST EMPHASIS from Cherriots leaders over the next two years? (top 3)

<u>Q7. Top choice</u>	<u>Number</u>	<u>Percent</u>
Cherriots allows people to get to jobs	164	39.8 %
Cherriots allows people to get to medical facilities	101	24.5 %
Cherriots allows people to get to schools/universities	70	17.0 %
Cherriots allows people to get to parks & entertainment	14	3.4 %
Cherriots helps provide job opportunities in the region	27	6.6 %
Cherriots provides affordable transportation options	151	36.7 %
Cherriots provides transportation options to people with special mobility needs	159	38.6 %
Cherriots reduces traffic congestion	71	17.2 %
Cherriots makes roads safer for all users	33	8.0 %
Cherriots provides a safe transportation alternative	81	19.7 %
Cherriots reduces pollution & helps the environment	46	11.2 %
Cherriots improves quality of life in the community	39	9.5 %
Cherriots provides access to region/adjacent cities & counties	55	13.3 %
Cherriots provides opportunities for locating affordable housing	18	4.4 %
Cherriots supports community businesses	15	3.6 %
Cherriots manages financial resources well	55	13.3 %
<u>None chosen</u>	<u>39</u>	<u>9.5 %</u>
Total	1138	

Q8. Which three features/amenities could Cherriots add to provide more value to the community?

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Lower fares	51	12.4 %
More frequent service	84	20.4 %
Shorter trip times	25	6.1 %
Better on-time performance, reliable trip times	25	6.1 %
Stops closer to my home	31	7.5 %
Schedules that are easier to read	14	3.4 %
Park & rides (parking at bus stop or station)	9	2.2 %
More routes to serve places I need to go	37	9.0 %
Free, reliable WiFi access	2	0.5 %
Easier methods of buying fares	10	2.4 %
More comfortable seats	1	0.2 %
Cleaner vehicles	1	0.2 %
Cleaner stops/shelters	5	1.2 %
Shelter at transit stops	38	9.2 %
Better Trip Planner or website	4	1.0 %
Other	10	2.4 %
<u>None chosen</u>	<u>65</u>	<u>15.8 %</u>
Total	412	100.0 %

Q8. Which three features/amenities could Cherriots add to provide more value to the community?

Q8. 2nd choice	Number	Percent
Lower fares	17	4.1 %
More frequent service	49	11.9 %
Shorter trip times	23	5.6 %
Better on-time performance, reliable trip times	21	5.1 %
Stops closer to my home	23	5.6 %
Schedules that are easier to read	23	5.6 %
Park & rides (parking at bus stop or station)	13	3.2 %
More routes to serve places I need to go	47	11.4 %
Free, reliable WiFi access	12	2.9 %
Easier methods of buying fares	12	2.9 %
More comfortable seats	3	0.7 %
Cleaner vehicles	4	1.0 %
Cleaner stops/shelters	16	3.9 %
More personal space/less crowded	2	0.5 %
Shelter at transit stops	45	10.9 %
Better Trip Planner or website	7	1.7 %
Other	7	1.7 %
None chosen	88	21.4 %
Total	412	100.0 %

Q8. Which three features/amenities could Cherriots add to provide more value to the community?

Q8. 3rd choice	Number	Percent
Lower fares	20	4.9 %
More frequent service	18	4.4 %
Shorter trip times	15	3.6 %
Better on-time performance, reliable trip times	16	3.9 %
Stops closer to my home	22	5.3 %
Schedules that are easier to read	23	5.6 %
Park & rides (parking at bus stop or station)	16	3.9 %
More routes to serve places I need to go	45	10.9 %
Free, reliable WiFi access	13	3.2 %
Easier methods of buying fares	17	4.1 %
More comfortable seats	5	1.2 %
Cleaner vehicles	3	0.7 %
Cleaner stops/shelters	17	4.1 %
More personal space/less crowded	7	1.7 %
Shelter at transit stops	42	10.2 %
Better Trip Planner or website	11	2.7 %
Other	3	0.7 %
None chosen	119	28.9 %
Total	412	100.0 %

Q8. Which three features/amenities could Cherriots add to provide more value to the community? (top 3)

Q8. Top choice	Number	Percent
Lower fares	88	21.4 %
More frequent service	151	36.7 %
Shorter trip times	63	15.3 %
Better on-time performance, reliable trip times	62	15.0 %
Stops closer to my home	76	18.4 %
Schedules that are easier to read	60	14.6 %
Park & rides (parking at bus stop or station)	38	9.2 %
More routes to serve places I need to go	129	31.3 %
Free, reliable WiFi access	27	6.6 %
Easier methods of buying fares	39	9.5 %
More comfortable seats	9	2.2 %
Cleaner vehicles	8	1.9 %
Cleaner stops/shelters	38	9.2 %
More personal space/less crowded	9	2.2 %
Shelter at transit stops	125	30.3 %
Better Trip Planner or website	22	5.3 %
Other	20	4.9 %
None chosen	65	15.8 %
Total	1029	

Q9. What is your age?

Q9. Your age	Number	Percent
18 to 24 years	33	8.0 %
25 to 29 years	25	6.1 %
30 to 34 years	32	7.8 %
35 to 39 years	31	7.5 %
40 to 44 years	33	8.0 %
45 to 49 years	29	7.0 %
50 to 54 years	34	8.3 %
55 to 59 years	31	7.5 %
60 to 64 years	29	7.0 %
65 to 69 years	33	8.0 %
70 to 74 years	33	8.0 %
75 to 79 years	32	7.8 %
80 to 84 years	17	4.1 %
85 years & over	10	2.4 %
Prefer not to answer	10	2.4 %
Total	412	100.0 %

WITHOUT PREFER NOT TO ANSWER**Q9. What is your age? (without "prefer not to answer")**

Q9. Your age	Number	Percent
18 to 24 years	33	8.2 %
25 to 29 years	25	6.2 %
30 to 34 years	32	8.0 %
35 to 39 years	31	7.7 %
40 to 44 years	33	8.2 %
45 to 49 years	29	7.2 %
50 to 54 years	34	8.5 %
55 to 59 years	31	7.7 %
60 to 64 years	29	7.2 %
65 to 69 years	33	8.2 %
70 to 74 years	33	8.2 %
75 to 79 years	32	8.0 %
80 to 84 years	17	4.2 %
85 years & over	10	2.5 %
Total	402	100.0 %

Q10. What category best describes your total annual household income?

Q10. Your total annual household income	Number	Percent
Less than \$25K	36	8.7 %
\$25K-\$29,999	21	5.1 %
\$30K-\$34,999	21	5.1 %
\$35K-\$39,999	25	6.1 %
\$40K-\$44,999	19	4.6 %
\$45K-\$49,999	18	4.4 %
\$50K-\$74,999	58	14.1 %
\$75K-\$99,999	54	13.1 %
\$100K-\$124,999	33	8.0 %
\$125K-\$149,999	22	5.3 %
\$150K-\$199,999	23	5.6 %
\$200K+	7	1.7 %
Prefer not to say	75	18.2 %
Total	412	100.0 %

WITHOUT PREFER NOT TO ANSWER

Q10. What category best describes your total annual household income? (without "prefer not to answer")

Q10. Your total annual household income	Number	Percent
Less than \$25K	36	10.7 %
\$25K-\$29,999	21	6.2 %
\$30K-\$34,999	21	6.2 %
\$35K-\$39,999	25	7.4 %
\$40K-\$44,999	19	5.6 %
\$45K-\$49,999	18	5.3 %
\$50K-\$74,999	58	17.2 %
\$75K-\$99,999	54	16.0 %
\$100K-\$124,999	33	9.8 %
\$125K-\$149,999	22	6.5 %
\$150K-\$199,999	23	6.8 %
\$200K+	7	2.1 %
Total	337	100.0 %

Q11. On average, how long is your daily commute?

Q11. How long is your daily commute	Number	Percent
Less than 15 minutes	83	20.1 %
15-29 minutes	92	22.3 %
30-44 minutes	37	9.0 %
45-60 minutes	32	7.8 %
60+ minutes	11	2.7 %
I don't commute/not applicable	157	38.1 %
Total	412	100.0 %

WITHOUT I DON'T COMMUTE/NOT APPLICABLE

Q11. On average, how long is your daily commute? (without "I don't commute/not applicable")

Q11. How long is your daily commute	Number	Percent
Less than 15 minutes	83	32.5 %
15-29 minutes	92	36.1 %
30-44 minutes	37	14.5 %
45-60 minutes	32	12.5 %
60+ minutes	11	4.3 %
Total	255	100.0 %

Q12. Including you, how many people live in your household?

Q12. How many people live in your household	Number	Percent
1	79	19.2 %
2	172	41.7 %
3	49	11.9 %
4	47	11.4 %
5	23	5.6 %
6+	15	3.6 %
Not provided	27	6.6 %
Total	412	100.0 %

WITHOUT NOT PROVIDED

Q12. Including you, how many people live in your household? (without "not provided")

Q12. How many people live in your household	Number	Percent
1	79	20.5 %
2	172	44.7 %
3	49	12.7 %
4	47	12.2 %
5	23	6.0 %
6+	15	3.9 %
Total	385	100.0 %

Q13. What is your race/ethnicity?

Q13. Your race/ethnicity	Number	Percent
Asian or Asian Indian	13	3.2 %
Black or African American	7	1.7 %
American Indian or Alaska Native	9	2.2 %
White or Caucasian	295	71.6 %
Native Hawaiian or other Pacific Islander	6	1.5 %
Hispanic, Spanish, or Latino/a/x	92	22.3 %
Other	7	1.7 %
Total	429	

Q13-7. Self-describe your race/ethnicity:

Q13-7. Self-describe your race/ethnicity	Number	Percent
Mixed	2	33.3 %
Western European	1	16.7 %
SLAVIC	1	16.7 %
Hispanic/Asian/White	1	16.7 %
Multi-racial	1	16.7 %
Total	6	100.0 %

Q14. What is your gender?

Q14. Your gender	Number	Percent
Male	195	47.3 %
Female	198	48.1 %
Other	9	2.2 %
Prefer not to answer	10	2.4 %
Total	412	100.0 %

WITHOUT PREFER NOT TO ANSWER

Q14. What is your gender? (without "prefer not to answer")

Q14. Your gender	Number	Percent
Male	195	48.5 %
Female	198	49.3 %
Other	9	2.2 %
Total	402	100.0 %

Q14-3. Self-describe your gender:

Q14-3. Self-describe your gender	Number	Percent
Non Binary	7	77.8 %
TRANS	1	11.1 %
AGENDER/NON-BINARY	1	11.1 %
Total	9	100.0 %

6 Survey Instrument

Cherriots Community Value Survey

1. **What is the zip code of your primary residence?** _____

2. **Do you know that Cherriots is the public transportation provider in the Salem region?**
 ____ (1) Yes ____ (2) No [Skip to Q6]

3. **On average, how often do you use Cherriots (Cherriots buses or LIFT)?**
 ____ (1) 5 or more times per week ____ (4) Once a month or less
 ____ (2) 2-4 times per week ____ (5) I used to use it, but I don't anymore [Skip to 5]
 ____ (3) 2-4 times per month ____ (6) I have never used it [Skip to 6]

4. **What is your primary purpose for using public transportation? [Select only one.]**
 ____ (1) Work [skip to 6] ____ (5) Healthcare/Medical Appts [skip to 6]
 ____ (2) School [skip to 6] ____ (6) Religious Activities [skip to 6]
 ____ (3) Errands/Groceries [skip to 6] ____ (7) Other: _____ [skip to 6]
 ____ (4) Shopping/Recreation [skip to 6]

5. **If you used it previously but stopped, why did you stop using public transportation? [Select all that apply.]**
 ____ (01) Started working from home ____ (11) The service is too infrequent
 ____ (02) No longer employed ____ (12) It's too expensive
 ____ (03) Started taking classes online ____ (13) I don't feel safe riding the bus
 ____ (04) I live in area were service was reduced or suspended ____ (14) I don't feel safe from crime while waiting
 ____ (05) It takes too long to complete a trip or riding the bus
 ____ (06) It's too unreliable (poor on-time performance) ____ (15) I no longer live within the service area
 ____ (07) There are not any stops near my home ____ (16) The schedules are too complicated
 ____ (08) The bus routes are not conveniently located for me ____ (17) Other (specify): _____
 ____ (09) The bus does not take me to my destination
 ____ (10) The bus does not operate on the days or at the times I

6. **What mode of transportation do you primarily use to reach your destinations? [Select only one.]**
 ____ (01) Drive my car alone ____ (07) Carpool
 ____ (02) Cherriots Bus ____ (08) Cherriots LIFT
 ____ (03) Walk ____ (09) Taxi
 ____ (04) Bicycle ____ (10) Vanpool
 ____ (05) Scooter ____ (11) Paratransit
 ____ (06) Ridesharing service like Uber, Lyft, etc. ____ (12) Other: _____

7. **On a scale of 0-10, with zero meaning "Not at all Likely" and 10 meaning "Very Likely," how likely would you be to recommend using Cherriots, the public transportation system to a friend or colleague?**

10	09	08	07	06	05	04	03	02	01	00

8. **Using a scale of 1 to 5, with 1 meaning "Strongly Disagree" and 5 meaning "Strongly Agree," how much do you agree with the following statements?**

1.	I understand the services Cherriots offers	5	4	3	2	1	9
2.	Cherriots is a valuable part of the community	5	4	3	2	1	9
3.	Cherriots is valuable to me personally	5	4	3	2	1	9
4.	Cherriots contributes to the success of the community	5	4	3	2	1	9

9. Using a scale of 1 to 5, with 1 meaning "Strongly Disagree" and 5 meaning "Strongly Agree," how much do you agree with the following statements?

01.	Cherriots allows people to get to jobs	5	4	3	2	1	9
02.	Cherriots allows people to get to medical facilities	5	4	3	2	1	9
03.	Cherriots allows people to get to schools/universities	5	4	3	2	1	9
04.	Cherriots allows people to get to parks and entertainment	5	4	3	2	1	9
05.	Cherriots helps provide job opportunities in the region	5	4	3	2	1	9
06.	Cherriots provides affordable transportation options	5	4	3	2	1	9
07.	Cherriots provides transportation options to people with special mobility needs, such as senior citizens, people with disabilities, and people who are unable to drive	5	4	3	2	1	9
08.	Cherriots reduces traffic congestion	5	4	3	2	1	9
09.	Cherriots makes roads safer for all users	5	4	3	2	1	9
10.	Cherriots provides a safe transportation alternative	5	4	3	2	1	9
11.	Cherriots reduces pollution and helps the environment	5	4	3	2	1	9
12.	Cherriots improves the quality of life in the community	5	4	3	2	1	9
13.	Cherriots provides access to the region/adjacent cities and counties	5	4	3	2	1	9
14.	Cherriots provides opportunities for locating affordable housing	5	4	3	2	1	9
15.	Cherriots supports community businesses	5	4	3	2	1	9
16.	Cherriots manages financial resources well	5	4	3	2	1	9

10. Which THREE of the items in Question 9 should receive the MOST EMPHASIS from Cherriots leaders over the next two years? [Write in your answers below using the numbers from the list in Question 9.] For example, if "Cherriots allows people to get to school" is the most important then write "03" as your 1st choice.]

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

11. Which three features/amenities could Cherriots add to provide more value to the community?

- | | |
|------------------------------------------------------|---------------------------------------|
| (01) Lower fares | (11) More comfortable seats |
| (02) More frequent service | (12) Cleaner vehicles |
| (03) Shorter trip times | (13) Cleaner stops/shelters |
| (04) Better on-time performance, reliable trip times | (14) More personal space/less crowded |
| (05) Stops closer to my home | (15) Shelter at transit stops |
| (06) Schedules that are easier to read | (16) Better Trip Planner or website |
| (07) Park and rides (parking at bus stop or station) | (17) Other (write in): _____ |
| (08) More routes to serve places I need to go | (99) I don't know |
| (09) Free, reliable WiFi Access | |
| (10) Easier methods of buying fares | |

[Write in your answers below using the numbers from the list in Question 11 above.] For example, if "shorter trip times." would add the most value then write "03" as your 1st choice.]

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

12. What is your age?

- | | | |
|----------------------------------------------|----------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> (01) Under 18 | <input type="checkbox"/> (07) 45 to 49 years | <input type="checkbox"/> (13) 75 to 79 years |
| <input type="checkbox"/> (02) 18 to 24 years | <input type="checkbox"/> (08) 50 to 54 years | <input type="checkbox"/> (14) 80 to 84 years |
| <input type="checkbox"/> (03) 25 to 29 years | <input type="checkbox"/> (09) 55 to 59 years | <input type="checkbox"/> (15) 85 years and over |
| <input type="checkbox"/> (04) 30 to 34 years | <input type="checkbox"/> (10) 60 to 64 years | <input type="checkbox"/> (16) Prefer not to answer |
| <input type="checkbox"/> (05) 35 to 39 years | <input type="checkbox"/> (11) 65 to 69 years | |
| <input type="checkbox"/> (06) 40 to 44 years | <input type="checkbox"/> (12) 70 to 74 years | |

13. What category best describes your total annual household income?

- | | | |
|--------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> (01) Less than \$25,000 | <input type="checkbox"/> (06) \$45,000-\$49,999 | <input type="checkbox"/> (11) \$150,000 - \$199,999 |
| <input type="checkbox"/> (02) \$25,000-\$29,999 | <input type="checkbox"/> (07) \$50,000-\$74,999 | <input type="checkbox"/> (12) Above \$200,000 |
| <input type="checkbox"/> (03) \$30,000-\$34,999 | <input type="checkbox"/> (08) \$75,000-\$99,999 | <input type="checkbox"/> (13) Prefer not to say |
| <input type="checkbox"/> (04) \$35,000-\$39,999 | <input type="checkbox"/> (09) \$100,000 - \$124,999 | |
| <input type="checkbox"/> (05) \$40,000-\$44,999 | <input type="checkbox"/> (10) \$125,000 - \$149,999 | |

14. On average, how long is your daily commute?

- | | |
|---------------------------------------------------|-------------------------------------------------------------|
| <input type="checkbox"/> (1) Less than 15 minutes | <input type="checkbox"/> (4) 45-60 minutes |
| <input type="checkbox"/> (2) 15-29 minutes | <input type="checkbox"/> (5) more than 60 minutes |
| <input type="checkbox"/> (3) 30-44 minutes | <input type="checkbox"/> (6) I don't commute/not applicable |

15. Including you, how many people live in your household? _____ people

16. What is your race/ethnicity? [Select all that apply.]

- | | |
|----------------------------------------------------------------|-------------------------------------------------------------------------|
| <input type="checkbox"/> (01) Asian | <input type="checkbox"/> (05) Native Hawaiian or other Pacific Islander |
| <input type="checkbox"/> (02) Black or African American | <input type="checkbox"/> (06) Hispanic, Spanish, or Latino/a/x |
| <input type="checkbox"/> (03) American Indian or Alaska Native | <input type="checkbox"/> (88) Prefer not to answer |
| <input type="checkbox"/> (04) White or Caucasian | <input type="checkbox"/> (99) Other: _____ |

17. What is your gender?

- (1) Male
 (2) Female
 (3) Other:____
 (4) Prefer not to answer

18. Would you be willing to participate in future transit surveys sponsored?

____(1) Yes *[Please answer Q19a.]* ____ (2) No

19. As a thank you for fully completing the survey, you may enter your contact information below to be entered into a drawing for one (1) \$500 Visa gift card. Would you like to be entered into the drawing?

____(1) Yes *[Please answer Q19a.]* ____ (2) No

19a. Please provide your contact information.

First Name: _____

Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed return-reply envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The address information to the right will ONLY be used to help identify areas with special interests. Thank you.