



2023

**Salem Area Mass Transit District
Community Value Survey
Findings Report**



ETC
INSTITUTE

A blue bus with a wheelchair lift is parked on a street. In the background, there is a brick building with several windows and two tall green light poles. The scene is set against a clear blue sky.

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Executive Summary

2023 Salem Area Mass Transit District (Cherriots) Community Value Survey *Executive Summary*

Overview

In the Fall of 2023, 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 428 completed surveys collected. The overall results for the sample of 428 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 in order 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)
- Tabular data of survey results (Section 4)
- A copy of the cover letter and survey instrument (Section 5)

Respondent Characteristics

- Use of Cherriots System.** Thirty-eight percent of respondents (38%) indicated that they have never ridden on a Cherriots bus. Thirty-one percent of respondents (31%) used to ride Cherriots but do not anymore. Thirteen percent (13%) currently ride once a month or less, and seventeen percent (17%) ride more than once a month. Respondents who currently ride Cherriots buses were asked to select their primary purpose for using public transportation. Thirty-eight percent of riders (38%) 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 (31%).
- Transportation and Commuting.** Eighty percent of respondents (80%) indicated that they drive their car alone for their primary transportation method to get to their destinations. Six percent (6%) primarily use Cherriots buses, and four percent (4%) primarily carpool. When asked how long respondents' daily commutes were, twenty-four percent (24%) said between 15-29 minutes. Twenty-one percent of respondents (21%) said less than 15 minutes, and nineteen percent (19%) said 30 minutes or longer. Thirty-six percent of respondents (36%) 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%). 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-four percent of respondents (34%) have an annual household income between \$50,000-\$99,999, and twenty-three percent (23%) 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-three percent of respondents (83%) agree that Cherriots contributes to the success of the community. Seventy-five percent of respondents (75%) said that they understand the services that Cherriots offers. Forty-nine percent of respondents (49%) said that Cherriots is valuable to them personally.
- Agreement with Statements Regarding Cherriots Services.** Respondents were asked to rate their agreement with twelve 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 seven statements that rated 75% or higher ("Strongly agree" and "agree answers").
 - "Cherriots provides transportation options to people with special mobility needs" (90%)
 - "Cherriots allows people to get to medical facilities" (86%)
 - "Cherriots allows people to get to schools/universities" (85%)
 - "Cherriots allows people to get to jobs" (84%)

- “Cherriots helps provide job opportunities in the region” (78%)
 - “Cherriots provides a safe transportation alternative” (77%)
 - “Cherriots allows people to get to parks & entertainment” (75%)
- **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 six 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 affordable transportation options” (36%)
 - “Cherriots provides transportation options to people with special mobility needs” (35%)
 - “Cherriots allows people to get to medical facilities” (23%)
 - “Cherriots provides a safe transportation alternative” (22%)
 - “Cherriots reduces traffic congestion” (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. Seven statements were placed in the “Strengths to Maintain” quadrant, meaning community members feel that they have above average importance while being delivered satisfying results. The seven statements are listed below:
 - “Cherriots allows people to get to jobs”
 - “Cherriots provides affordable transportation options”
 - “Cherriots provides transportation options to people with special mobility needs”
 - “Cherriots allows people to get to medical facilities”
 - “Cherriots provides a safe transportation alternative”
 - “Cherriots reduces traffic congestion”
 - “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 five features or amenities that were selected as the first, second, or third choice by at least 20% of respondents:
 - “More frequent service” (40%)
 - “More routes to serve places I need to go” (33%)
 - “Shelter at transit stops” (27%)
 - “Lower fares” (23%)
 - “Stops closer to my home” (20%)

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 -4 may appear to be a low score for Cherriots at face value, it is much higher than the community National Average of -62. Seldom do individuals who are not users of the public transit system provide high ratings for this question.
- Agreement Statements Regarding Cherriots Services.** Nearly all of 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 – 78% vs. 51% (+27%)
 - Cherriots improves the quality of life in the community – 74% vs. 56% (+18%)
 - Cherriots allows people to get to parks & entertainment – 75% vs. 59% (+16%)
 - Cherriots allows people to get to schools/universities – 85% vs. 71% (+14%)
 - Cherriots allows people to get to jobs – 84% vs. 70% (+14%)
 - Cherriots makes roads safer for all users – 58% vs. 48% (+10%)
 - Cherriots provides transportation options to people with special mobility needs – 90% vs. 81% (+9%)
 - Cherriots reduces pollution & helps the environment – 68% vs. 59% (+9%)
 - 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 – 74% vs. 76% (-2%)
- 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-nine percent of respondents 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.

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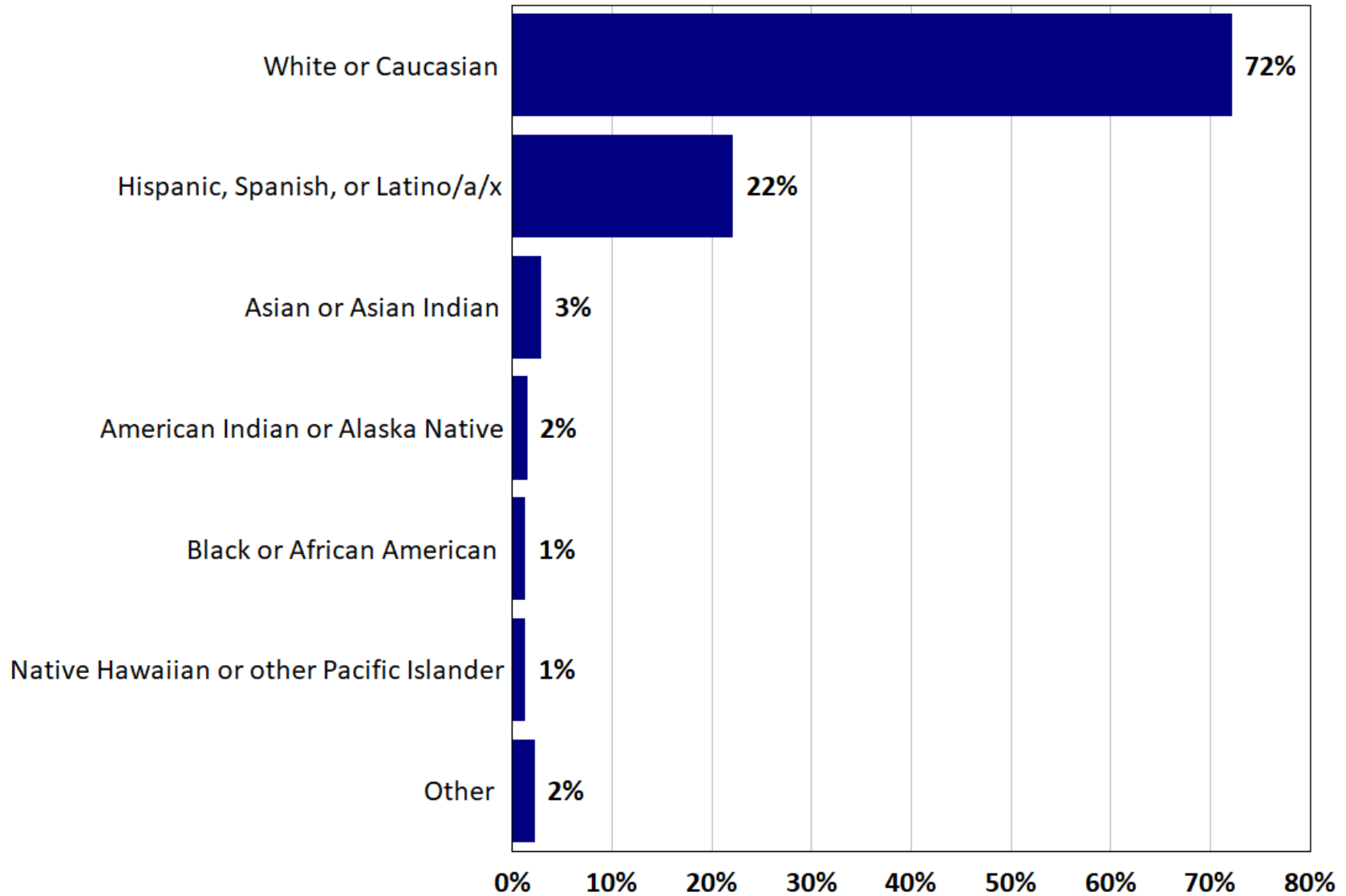
Charts & Graphs



KEY CHARACTERISTICS OF RESPONDENTS

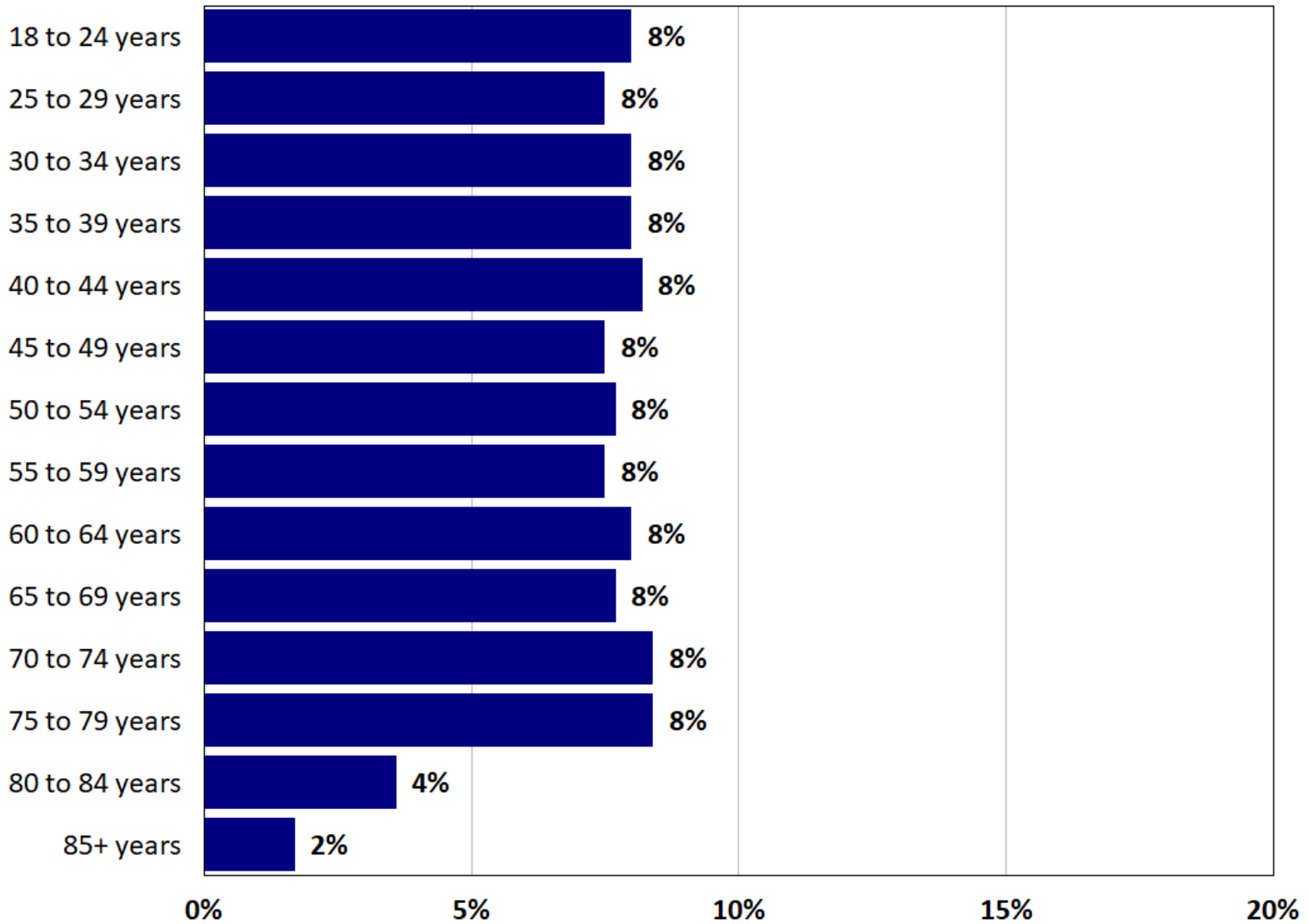
Which of the following best describes your race/ethnicity?

by percentage of respondents



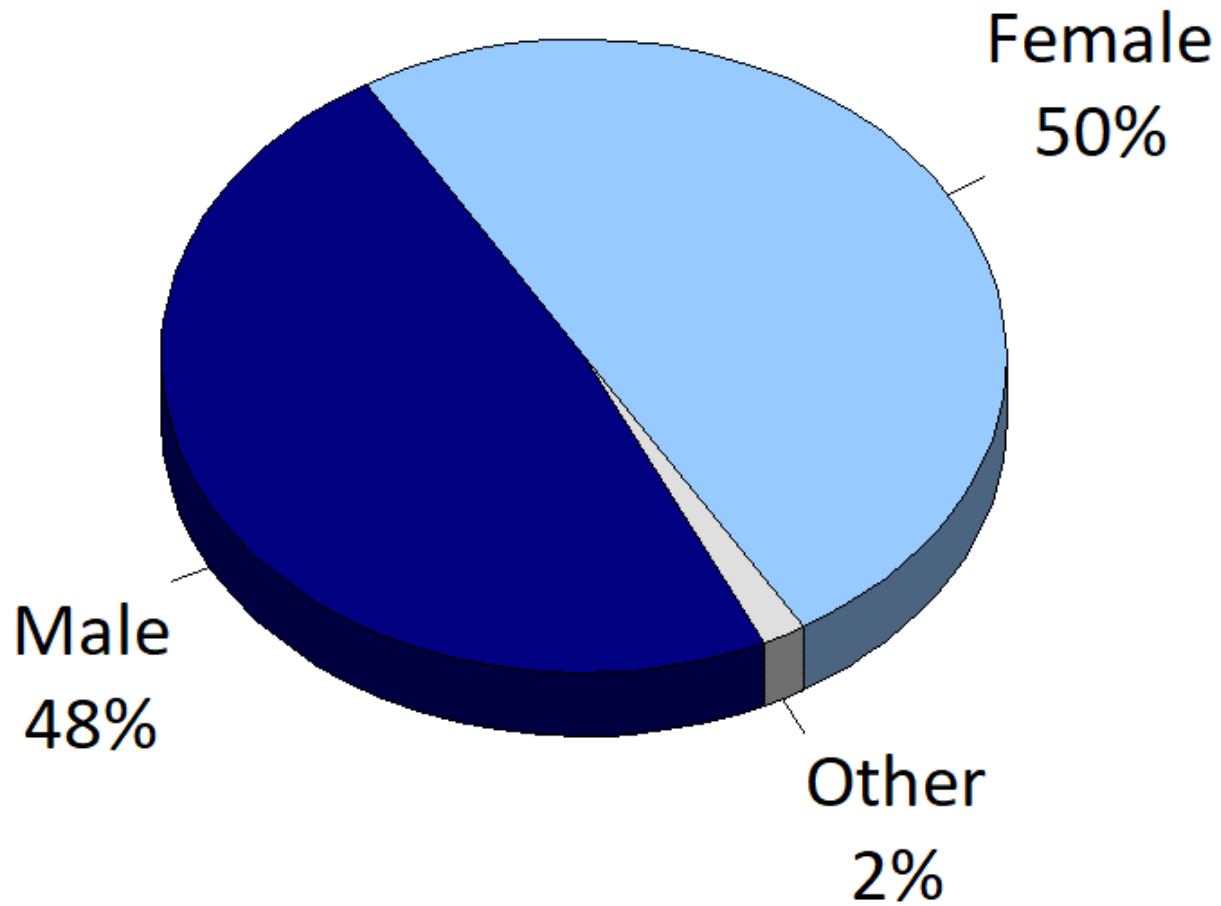
What is your age range?

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



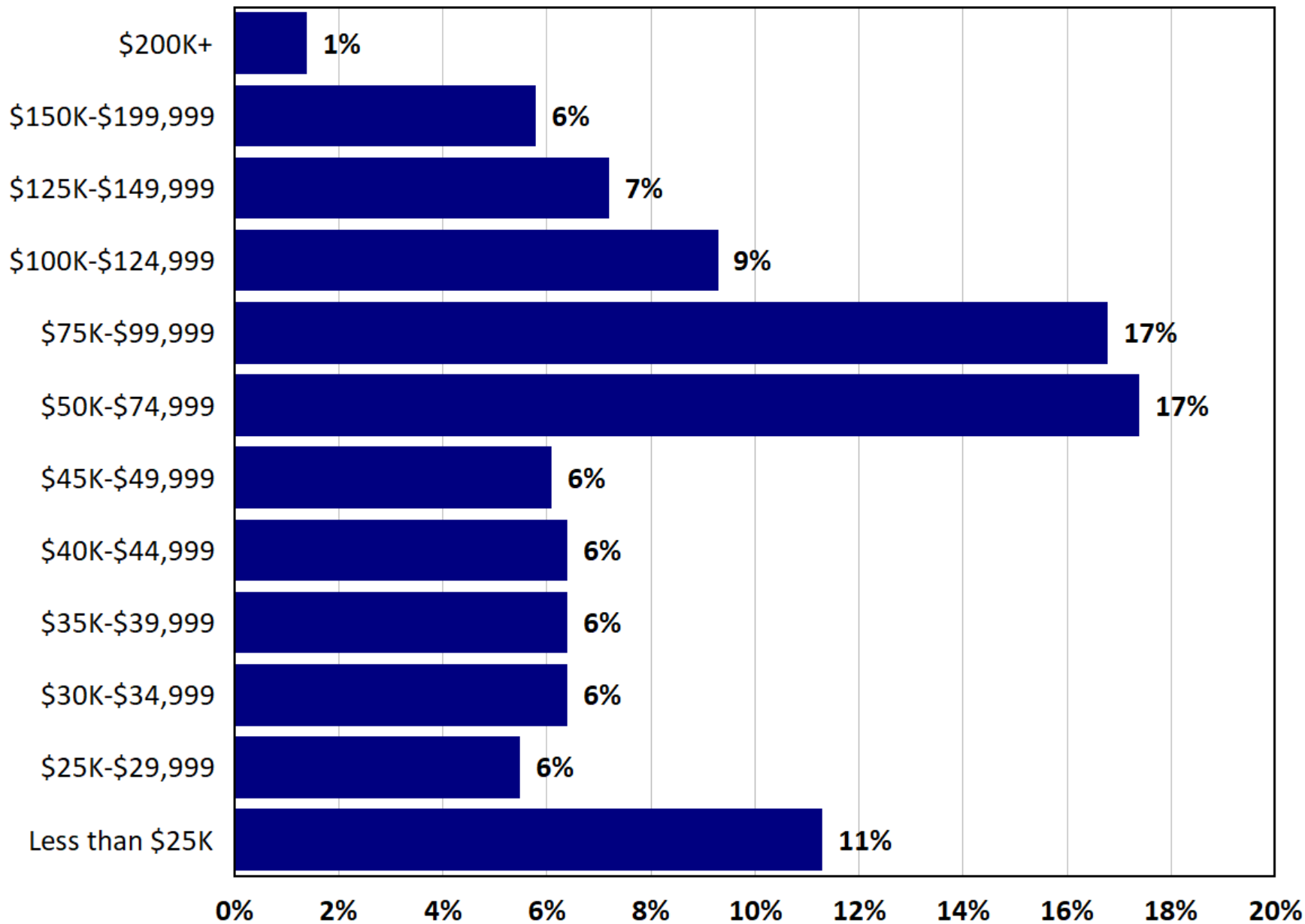
Gender

by percentage of respondents ("not provided")



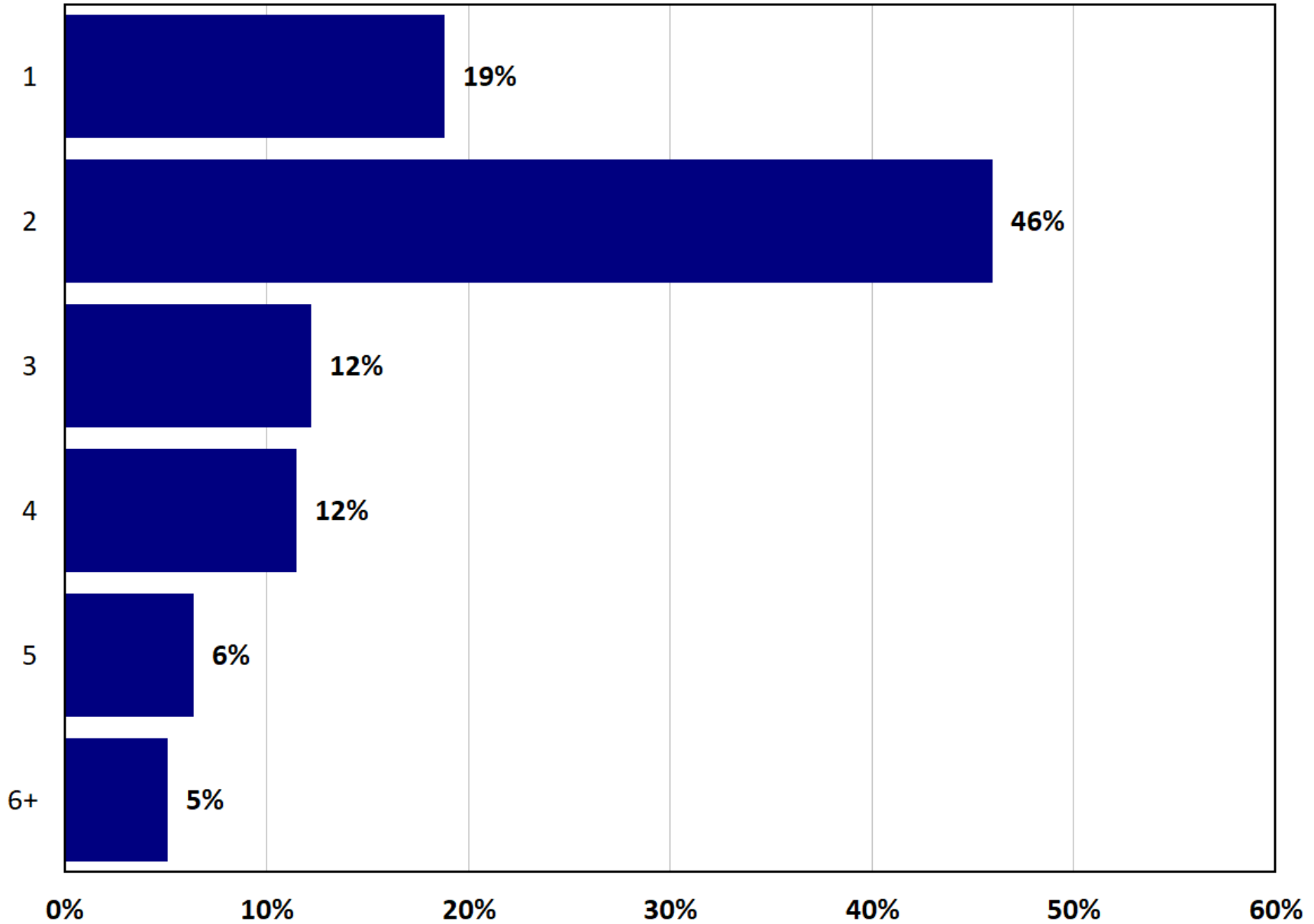
What is your annual household income before taxes?

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



How many people live in your household?

by percentage of respondents (Without "not provided")

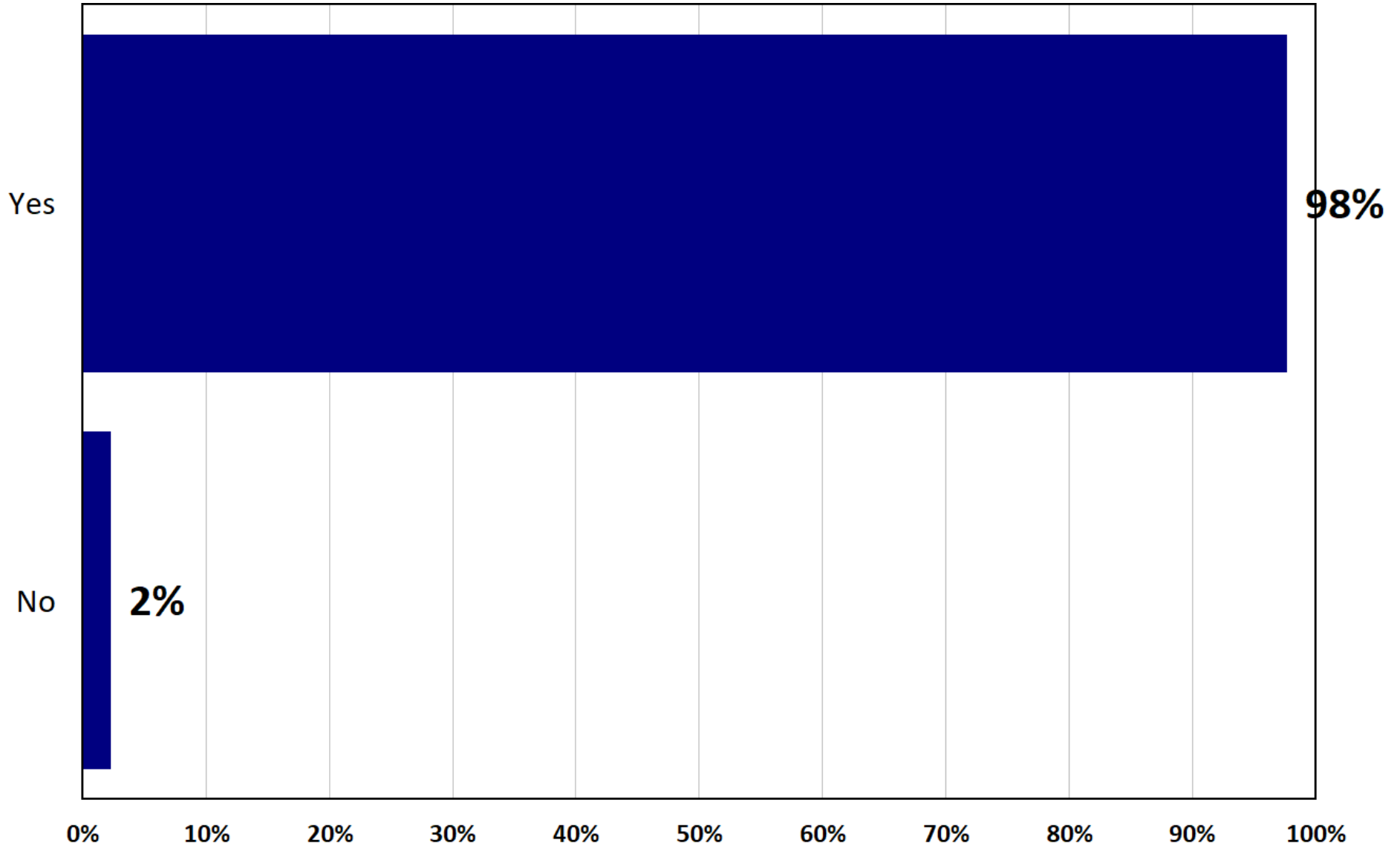




TRANSPORTATION CHARACTERISTICS

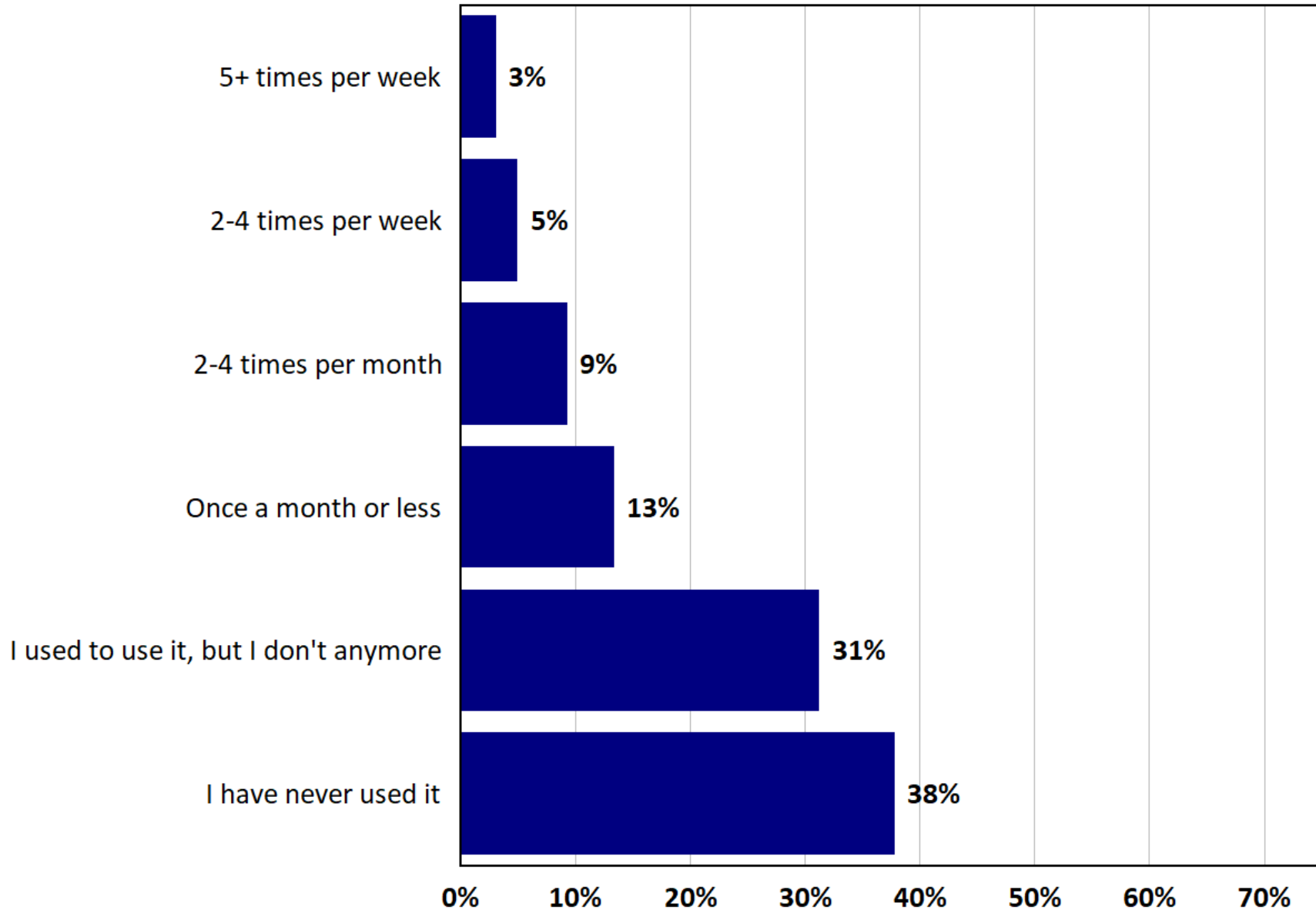
Do you know that Cherriots is the public transportation provider in the Salem region?

by percentage of respondents (Without "not provided")



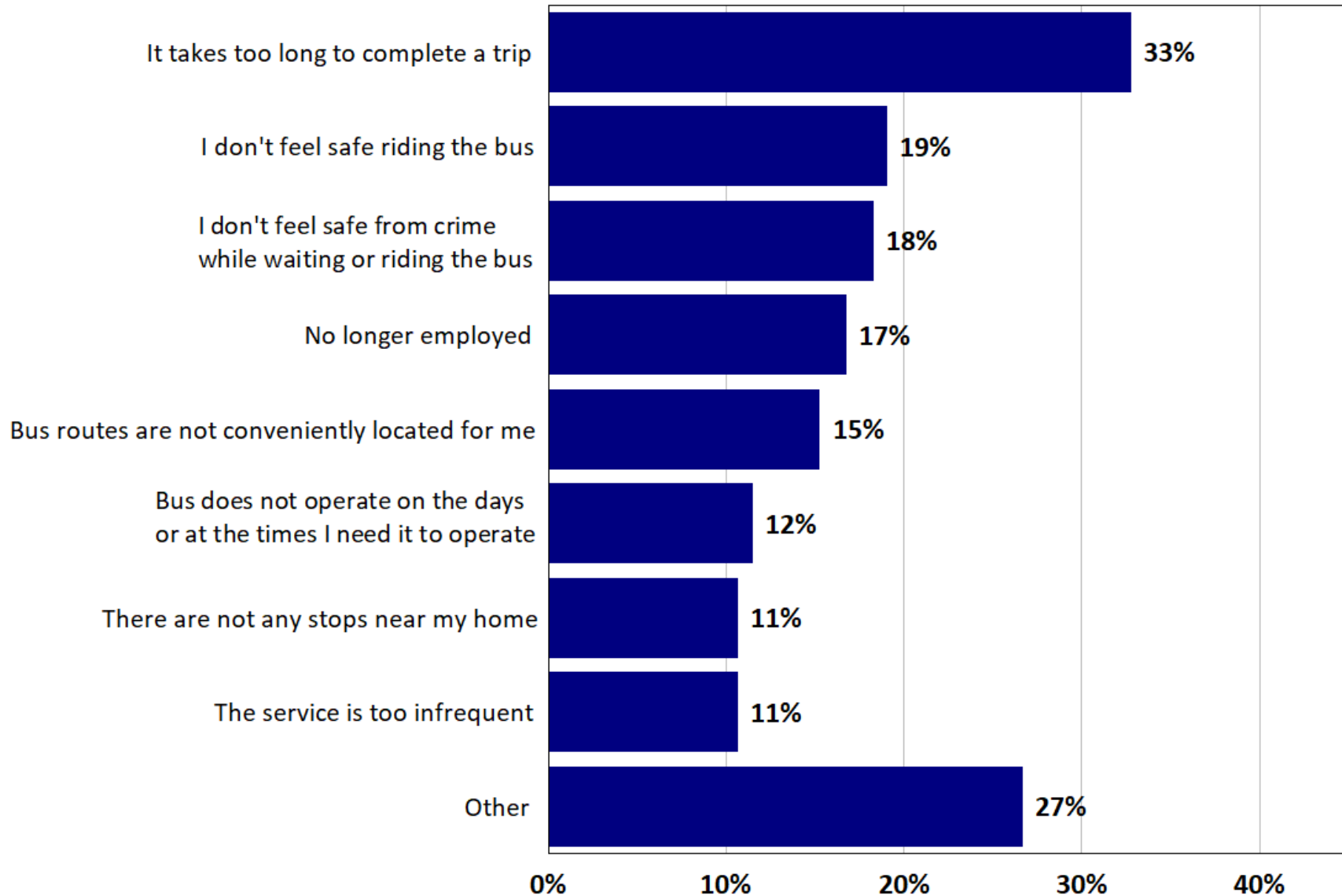
On average, how often do you use Cherriots (Cherriots buses or LIFT)?

by percentage of respondents (Without "not provided")



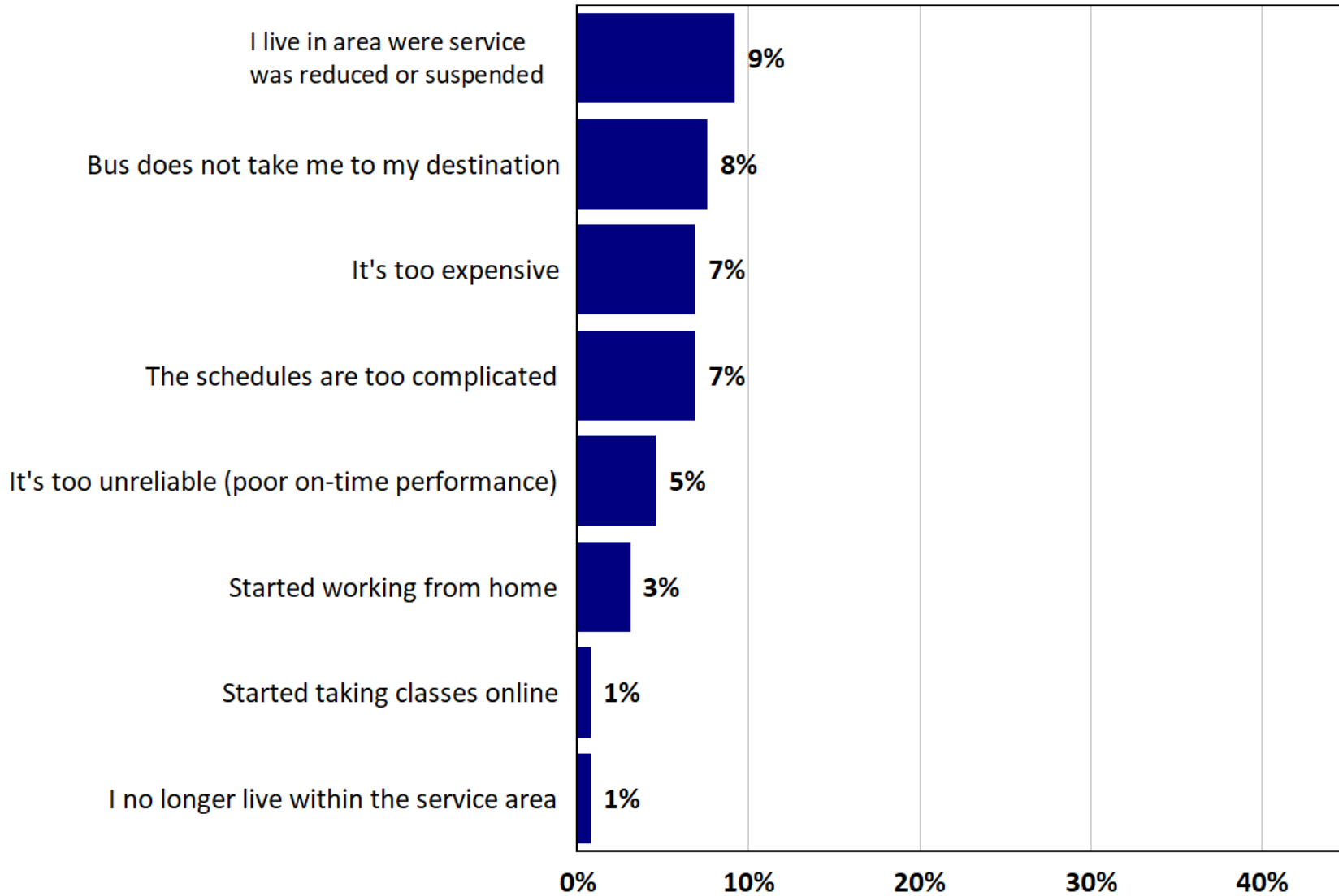
If you used it previously but stopped, why did you stop using public transportation?

by percentage of respondents (Without "not provided")



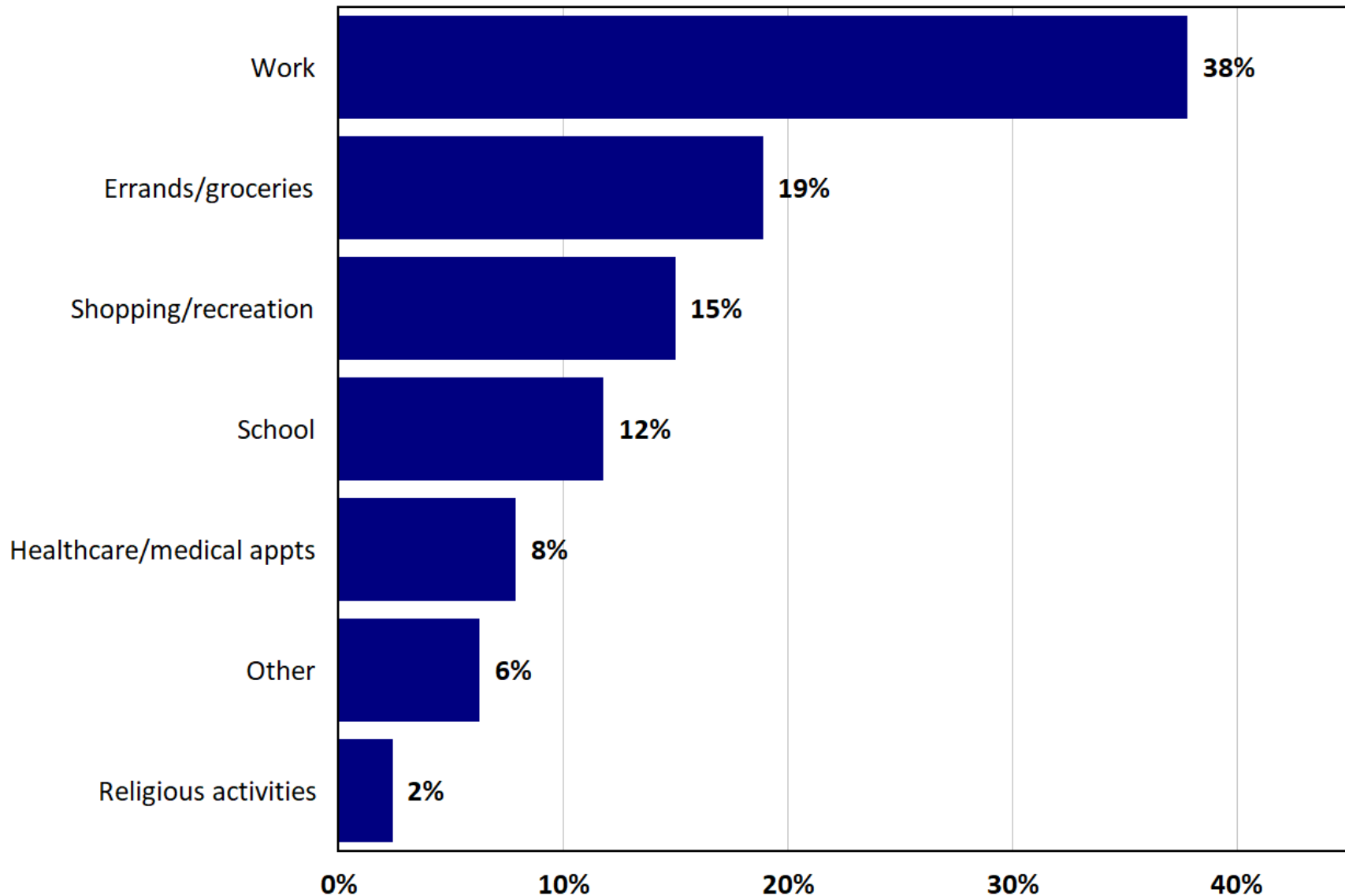
If you used it previously but stopped, why did you stop using public transportation? (Cont.)

by percentage of respondents (Without "not provided")



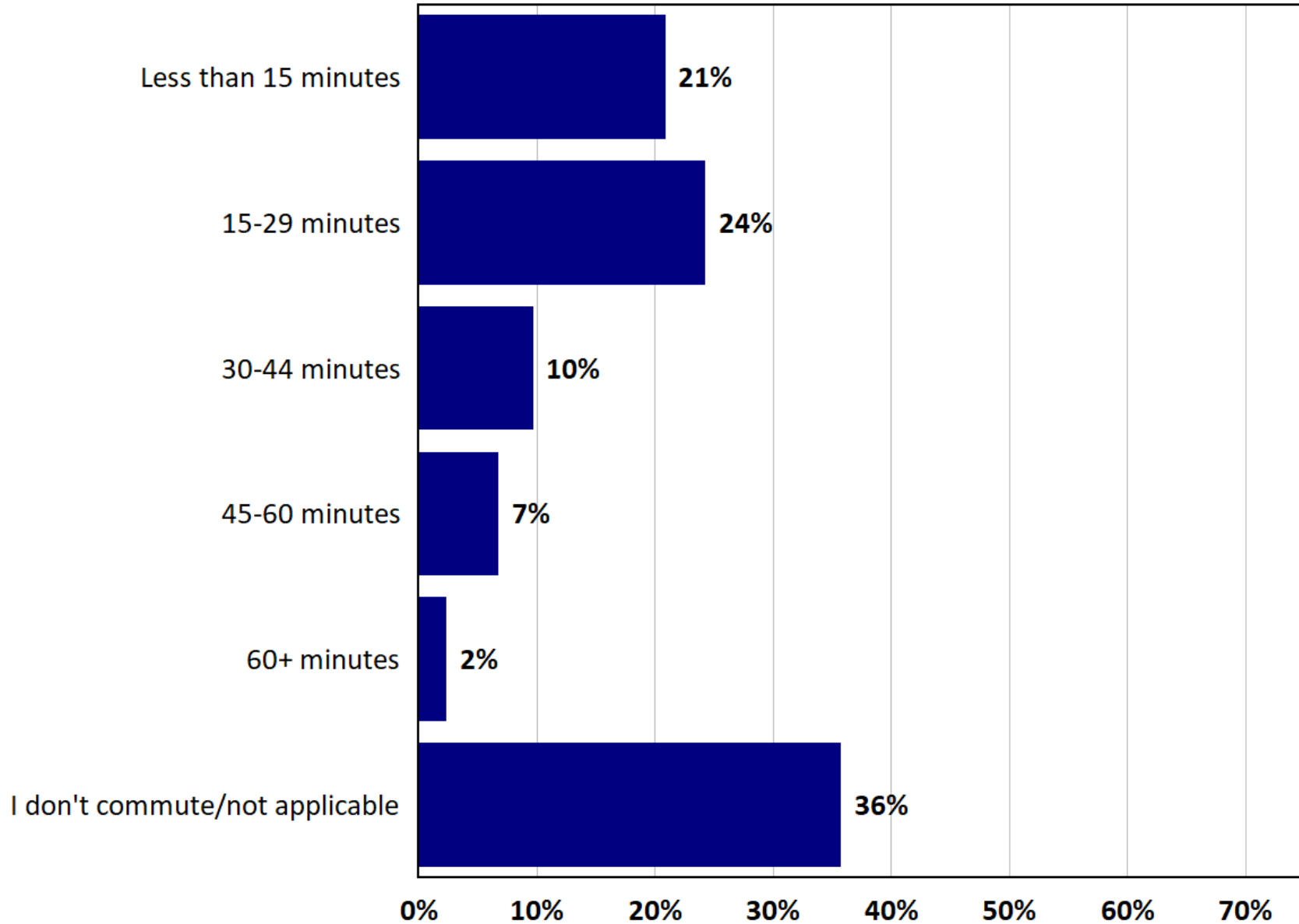
If you currently use Cherriots (Cherriots buses or LIFT), what is your primary purpose for using public?

by percentage of respondents (Without "not provided")



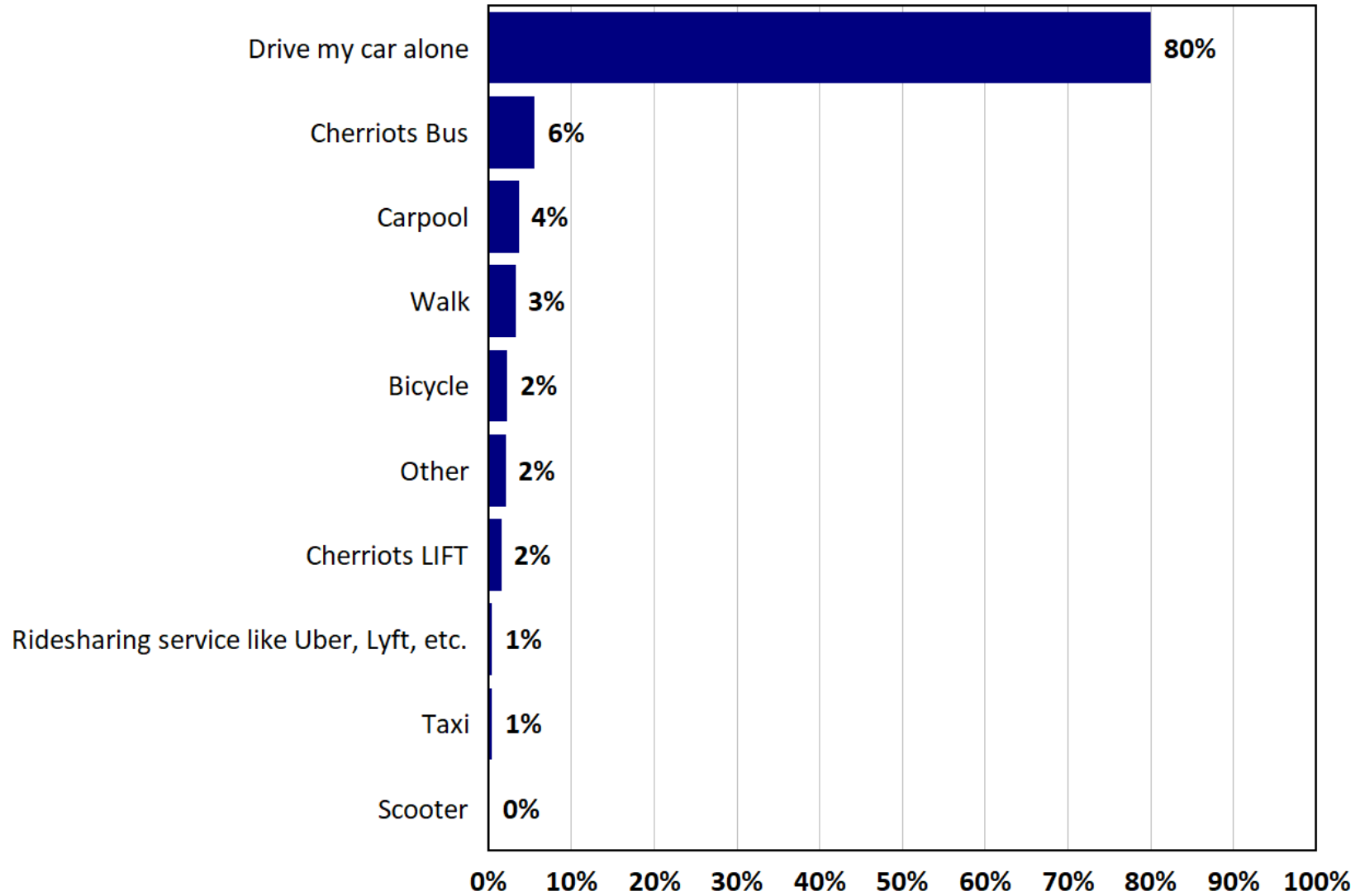
How long is your daily commute?

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")

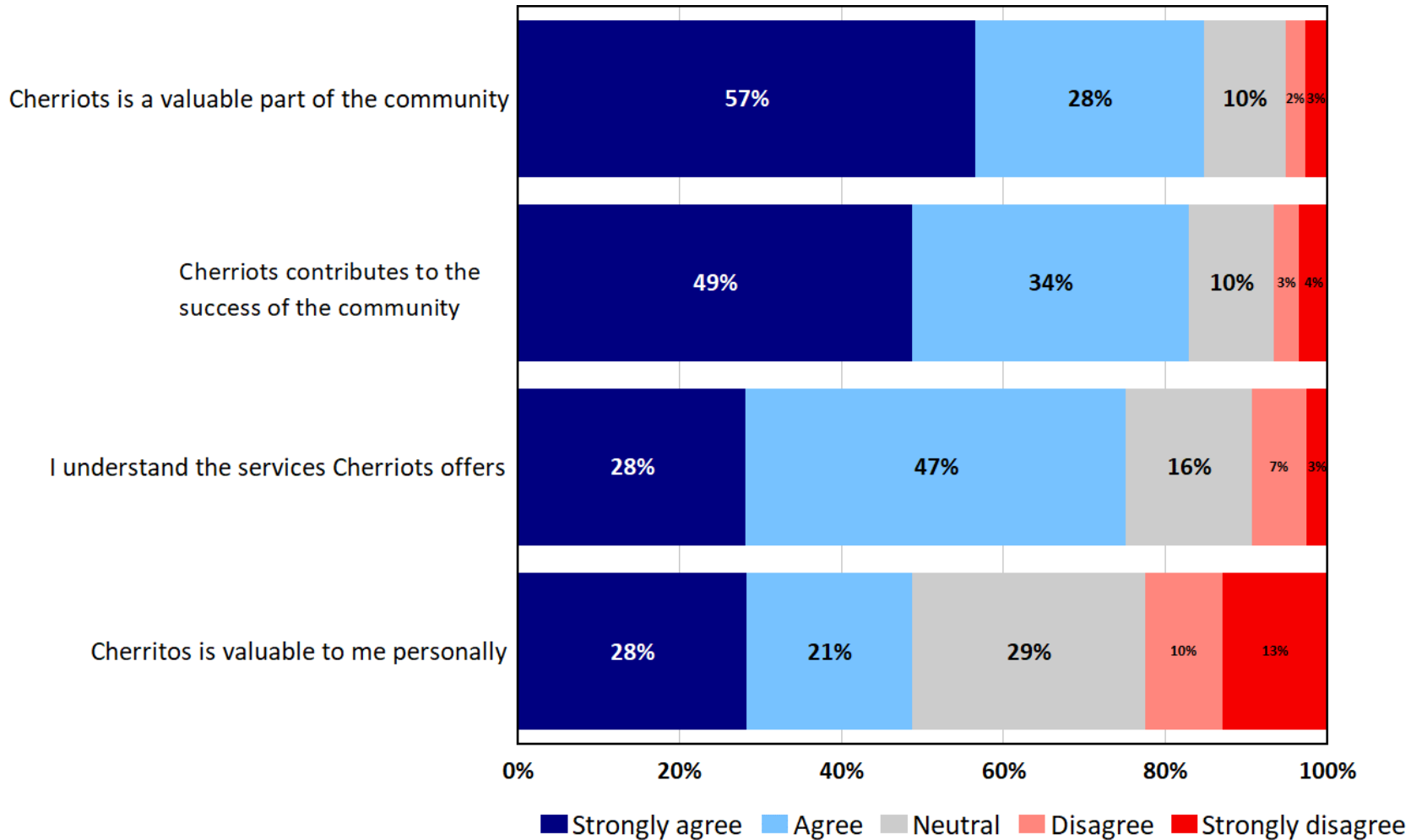




COMMUNITY OPINIONS

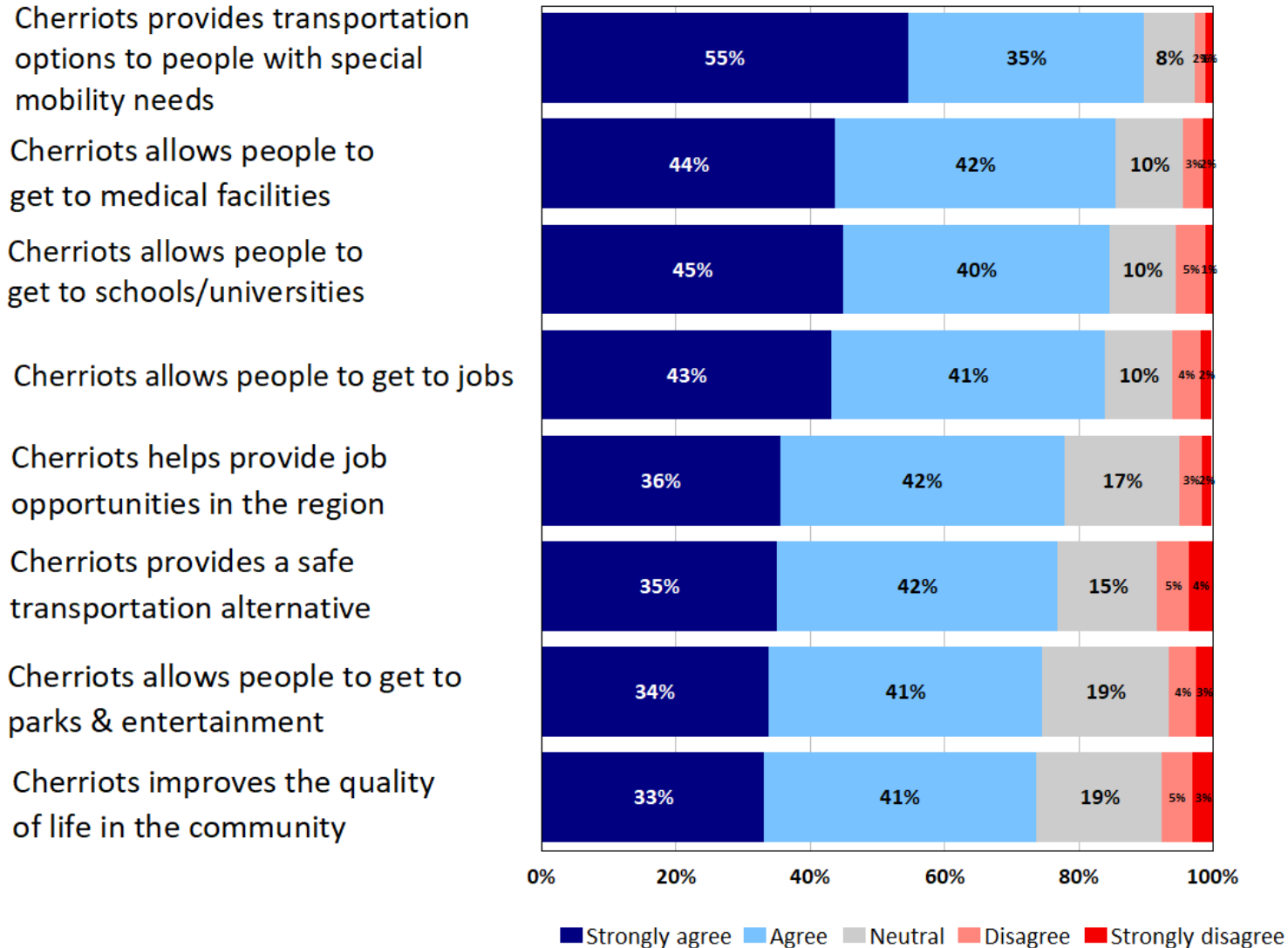
Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements?

by percentage of respondents (Without "not provided")



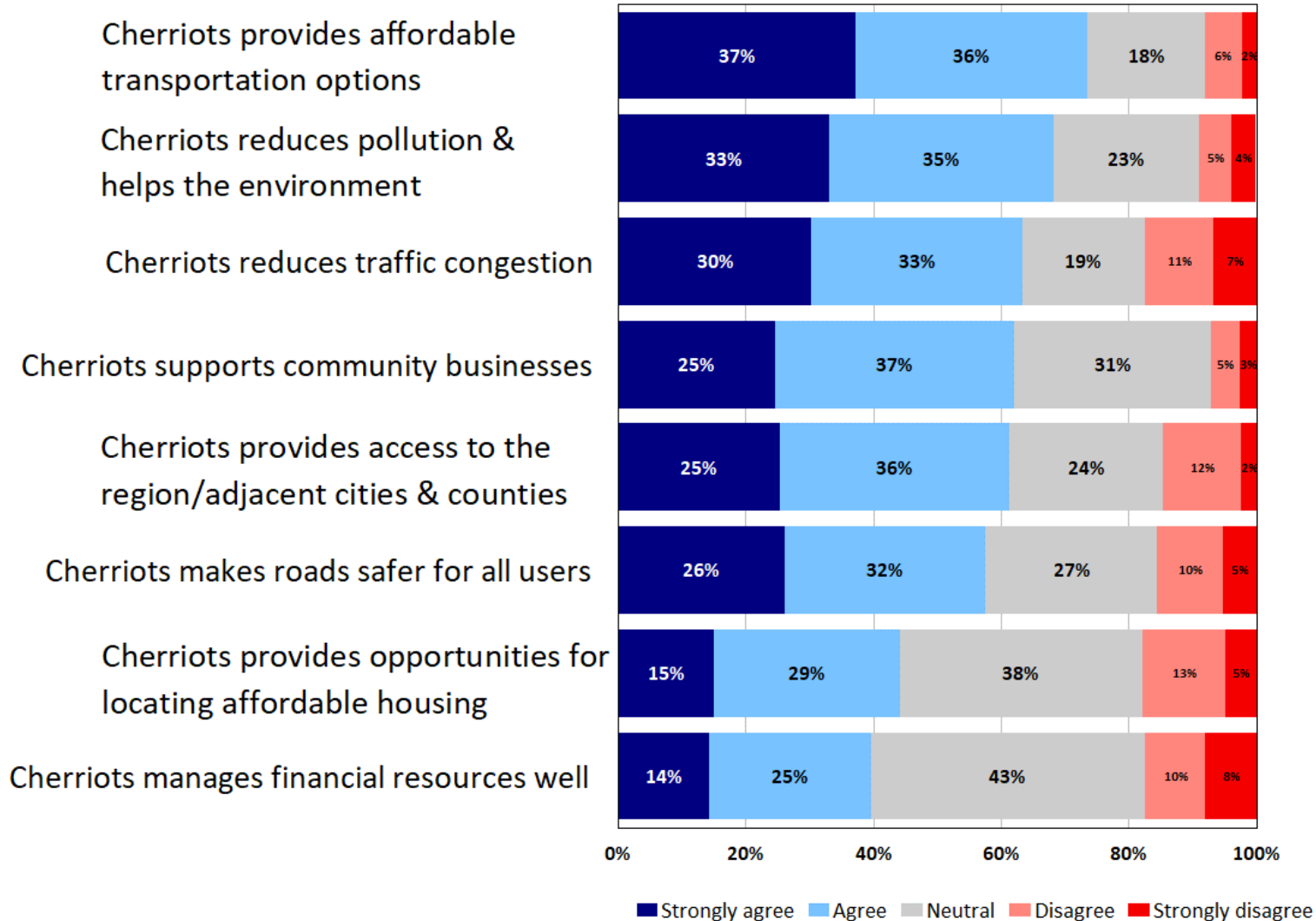
Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements?

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

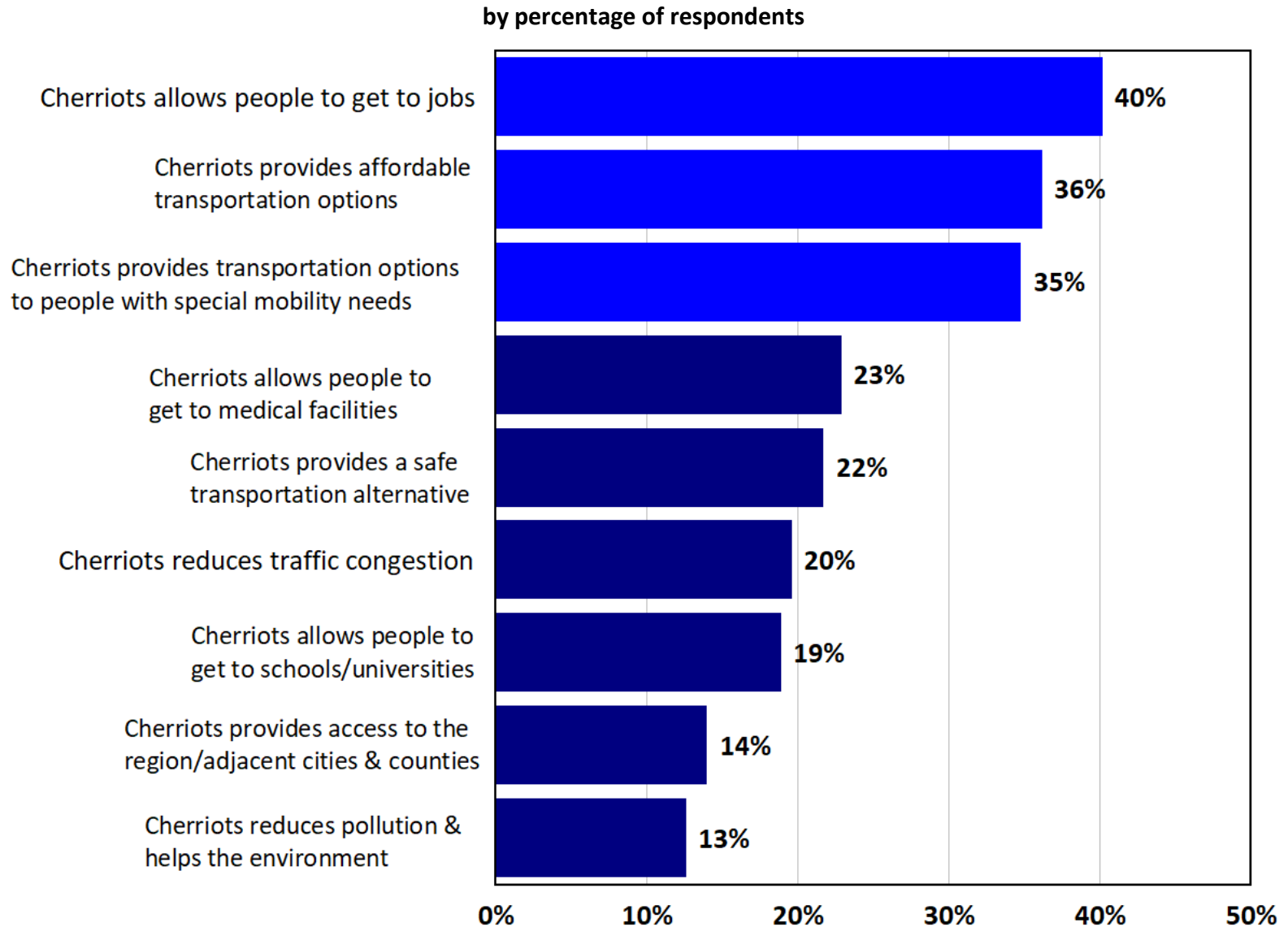


Using a scale of 1 to 5, with 5 meaning "Strongly Agree" and 1 meaning "Strongly Disagree," how much do you agree with the following statements? (Cont.)

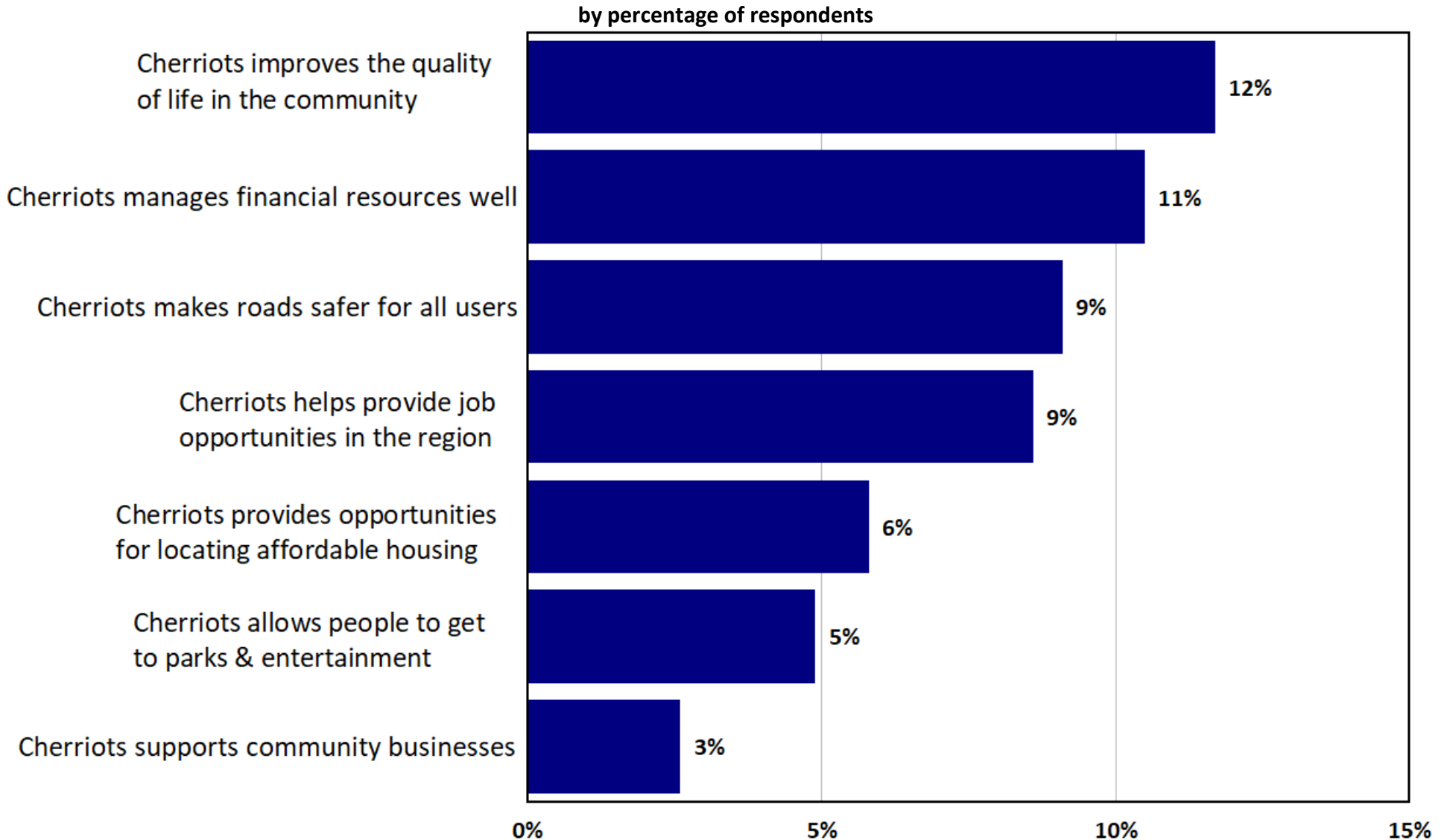
by percentage of respondents ("don't know")



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

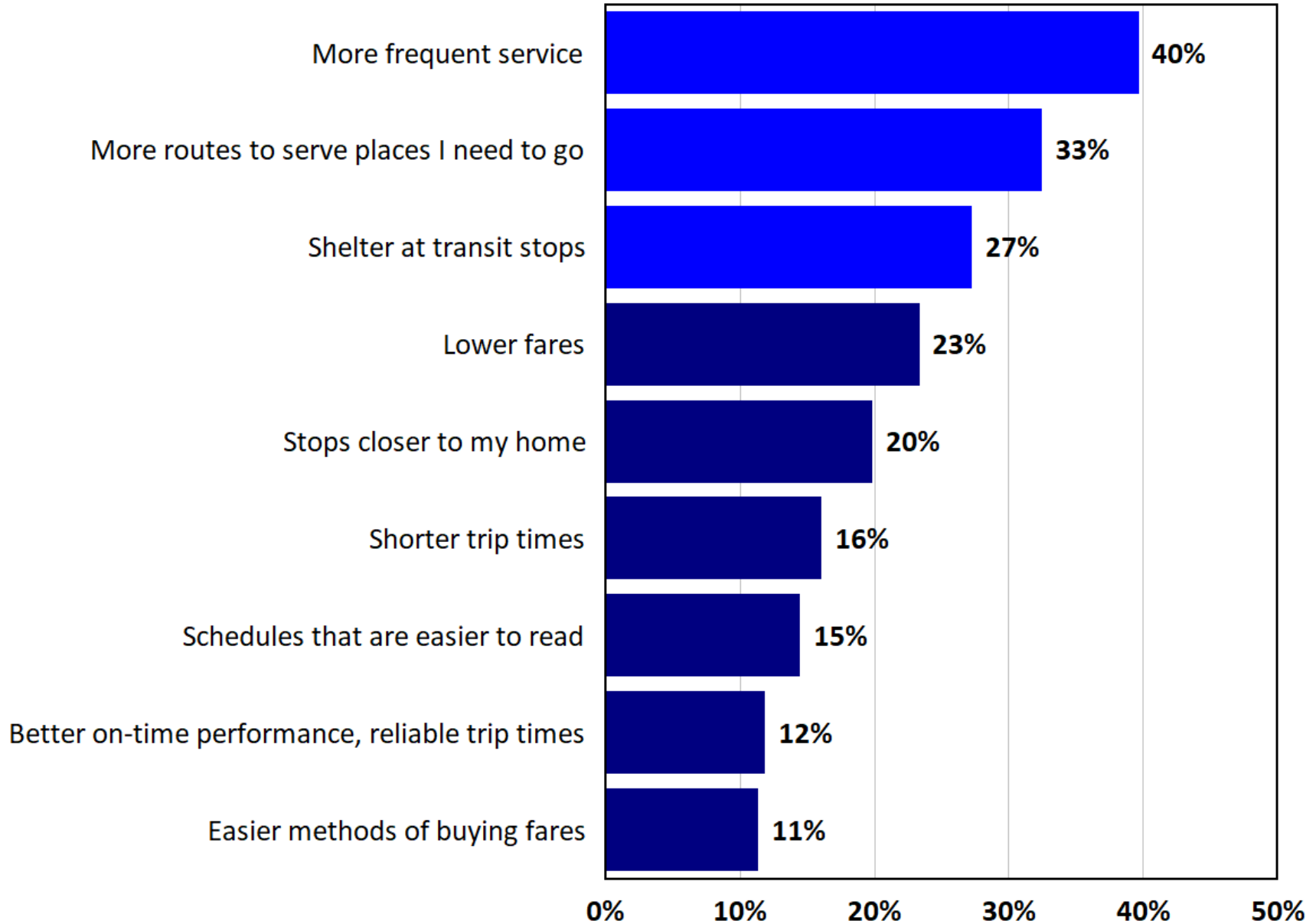


Which THREE of the items in the previous Question should receive the MOST EMPHASIS from Cherriots leaders over the next two years? (top 3) (Cont.)

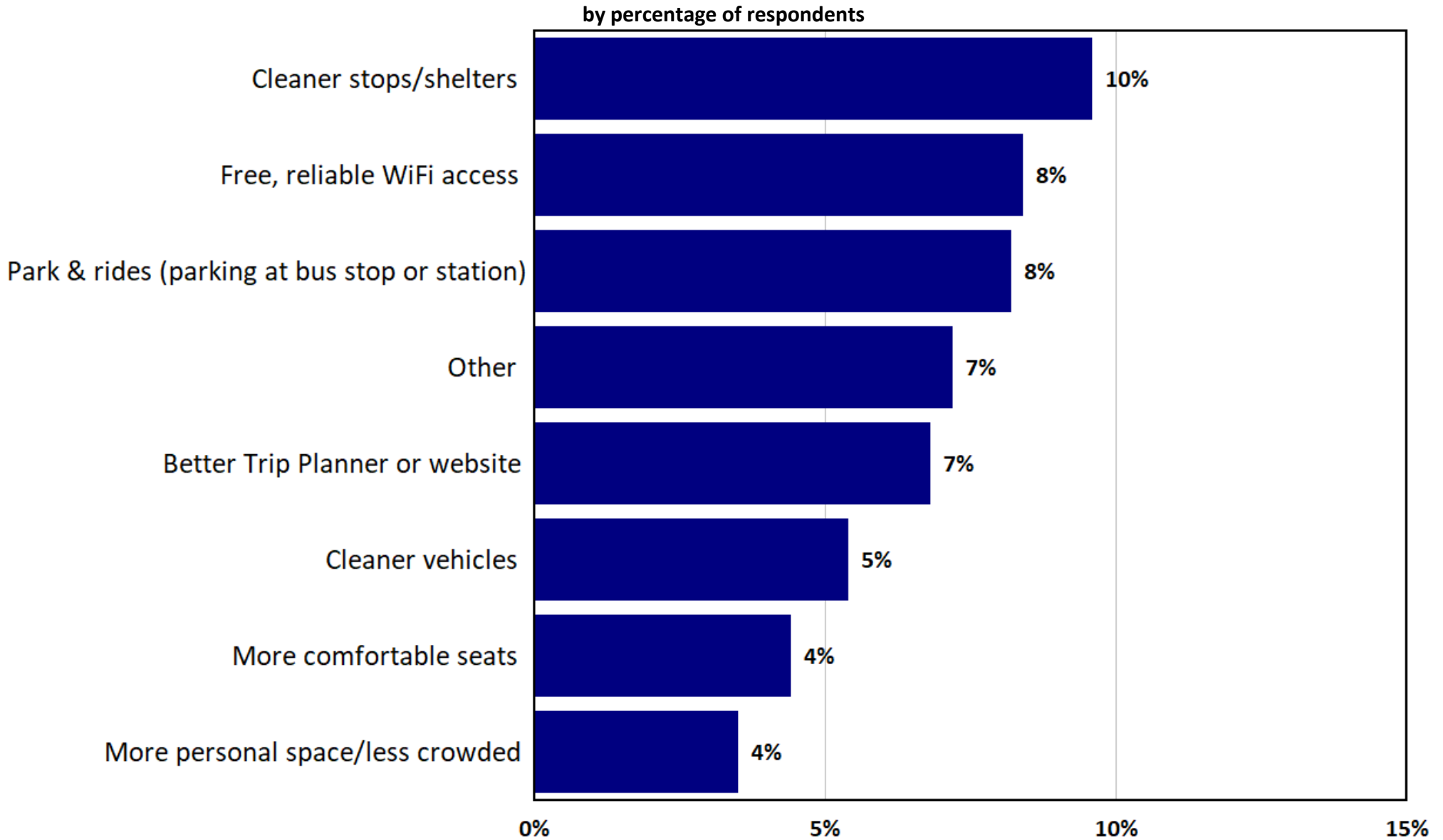


Which three features/amenities could Cherriots add to provide more value to the community? (top 3)

by percentage of respondents



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



NET PROMOTER SCORE

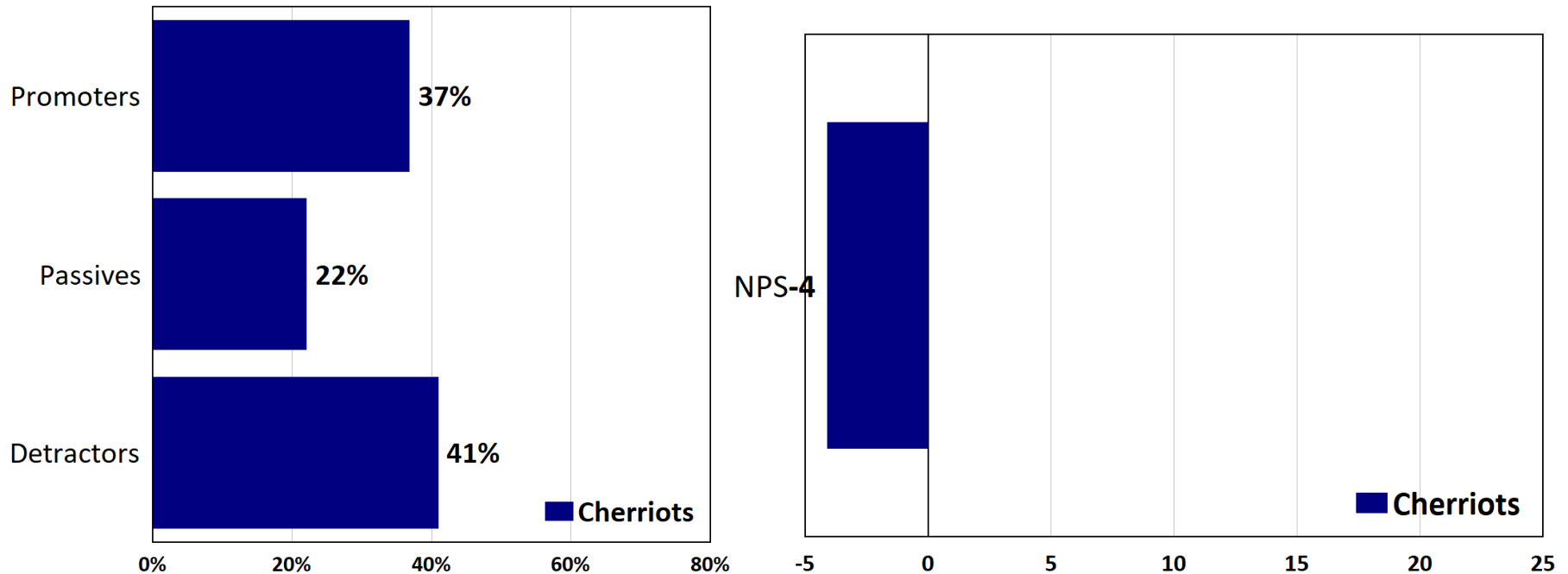
Using a 10-point scale, where 10 means "Very Likely," and 1 means "Not Likely At All," how likely would you be to recommend Cherriots bus service to a friend, colleague, or family member?

"Promoter" = 10-9

"Passive" = 8-7

"Detractor" = 6-0

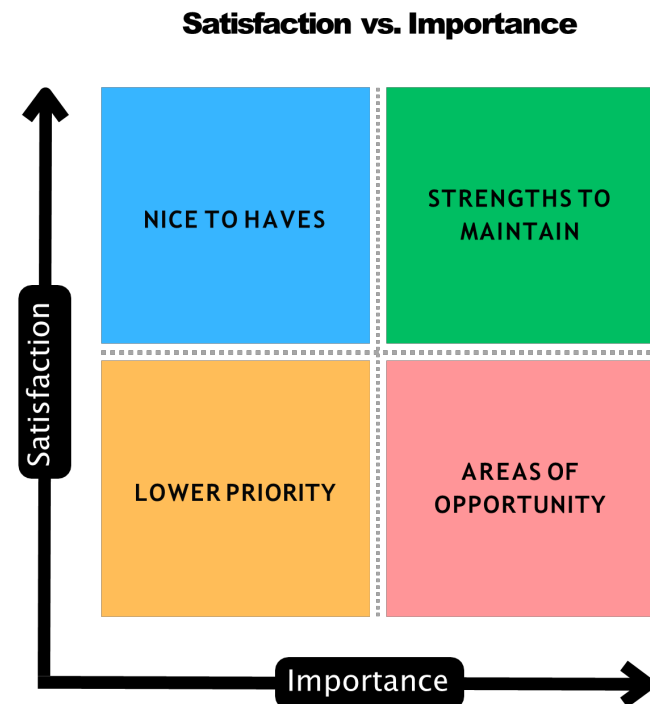
Net Promoter Score is the number of "Promoters" minus the number of "Detractors."



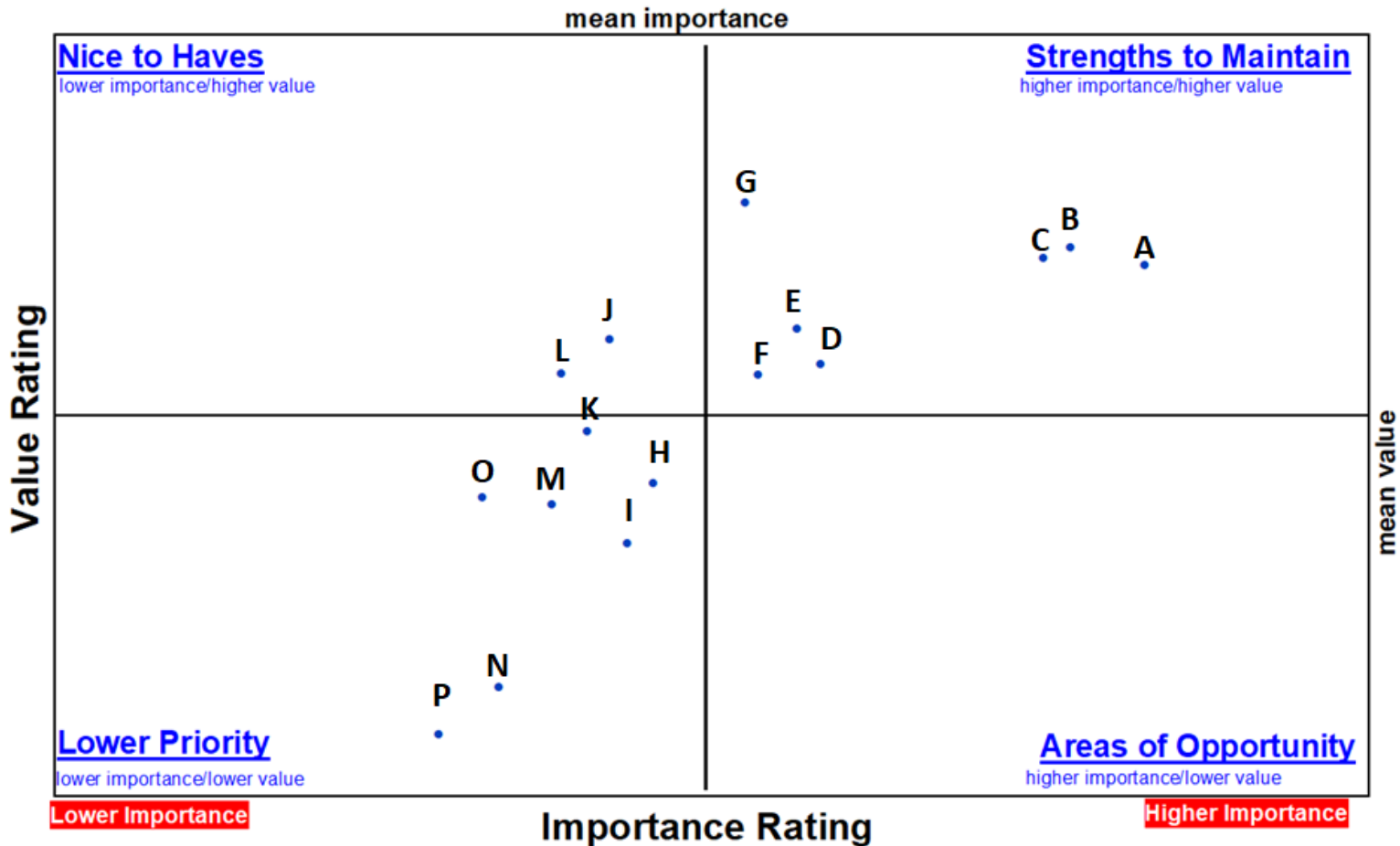
Importance-Satisfaction (I-S) Analysis

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 affordable transportation options
- C. Cherriots provides transportation options to people with special mobility needs, such as senior citizens, people with disabilities, & people who are unable to drive
- 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 the region/adjacent cities & counties
- I. Cherriots reduces pollution & helps the environment
- J. Cherriots improves the quality of life in the community
- K. Cherriots manages financial resources well
- 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 allows people to get to parks & entertainment
- P. Cherriots supports community businesses

Source: ETC Institute (2023)

3

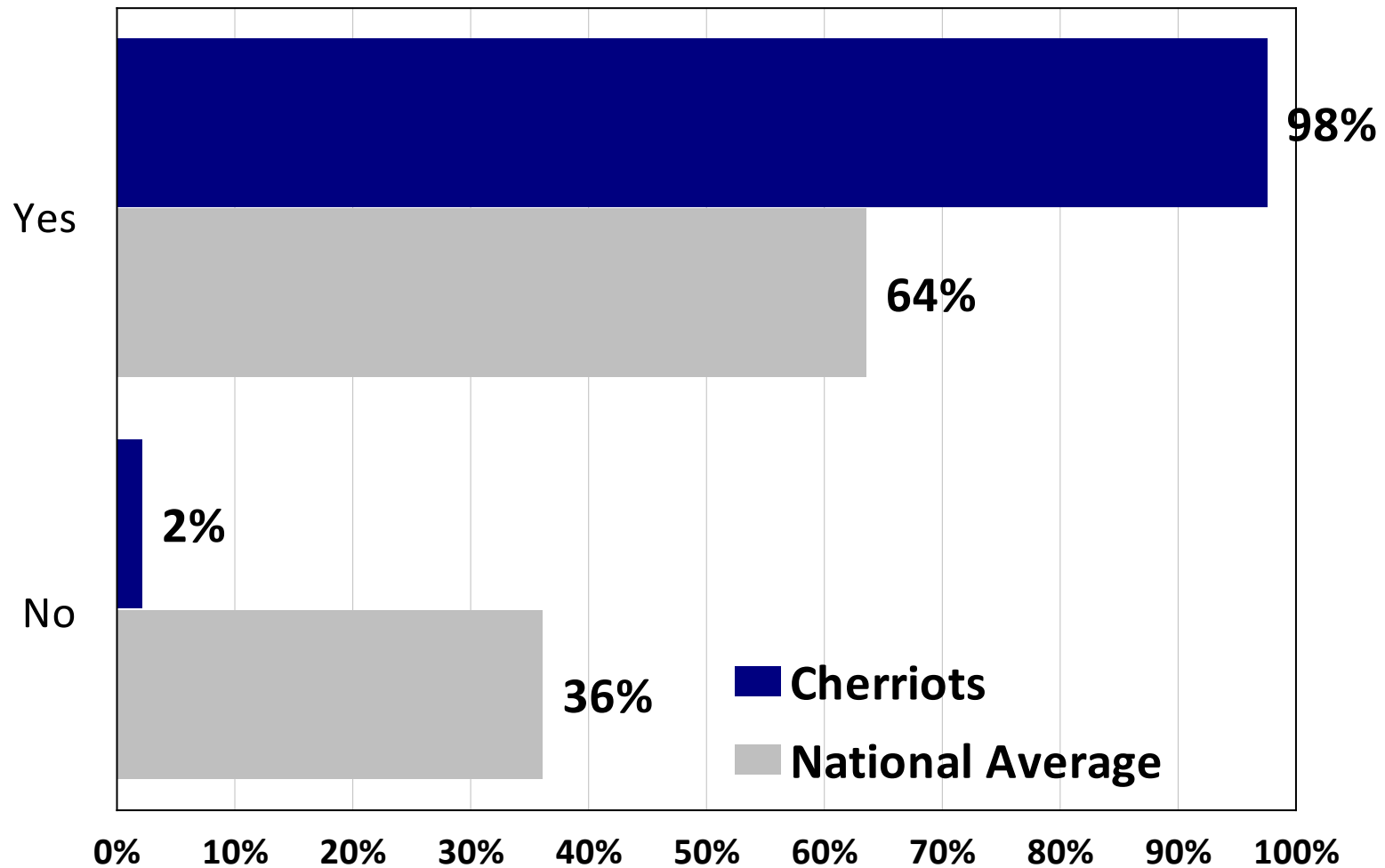
Benchmarks

NATIONAL BENCHMARKS

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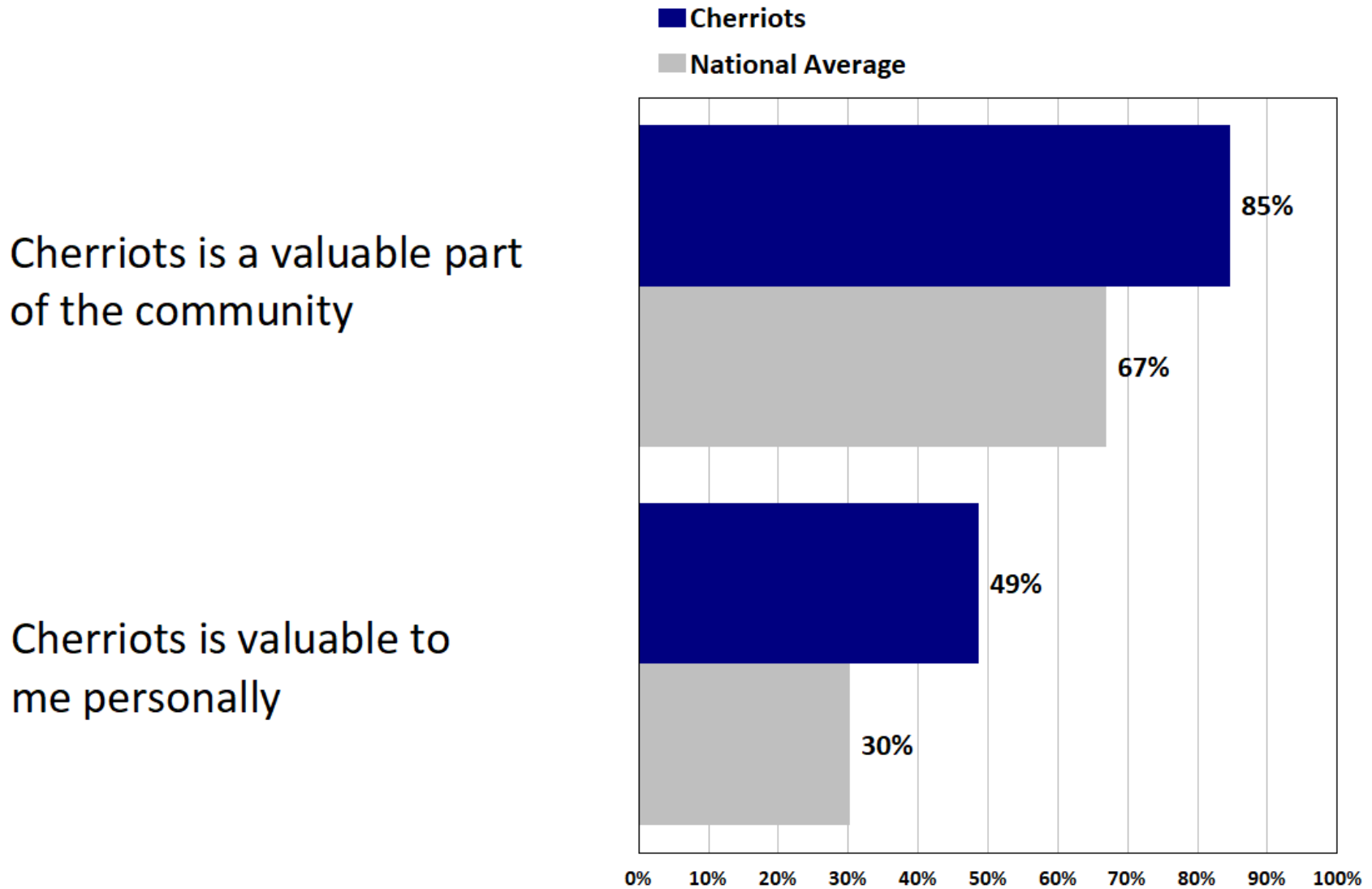
Do you know the name of the organization that operates bus, rail, and other transit services in the community where you live?

by percentage of respondents (without "not provided")



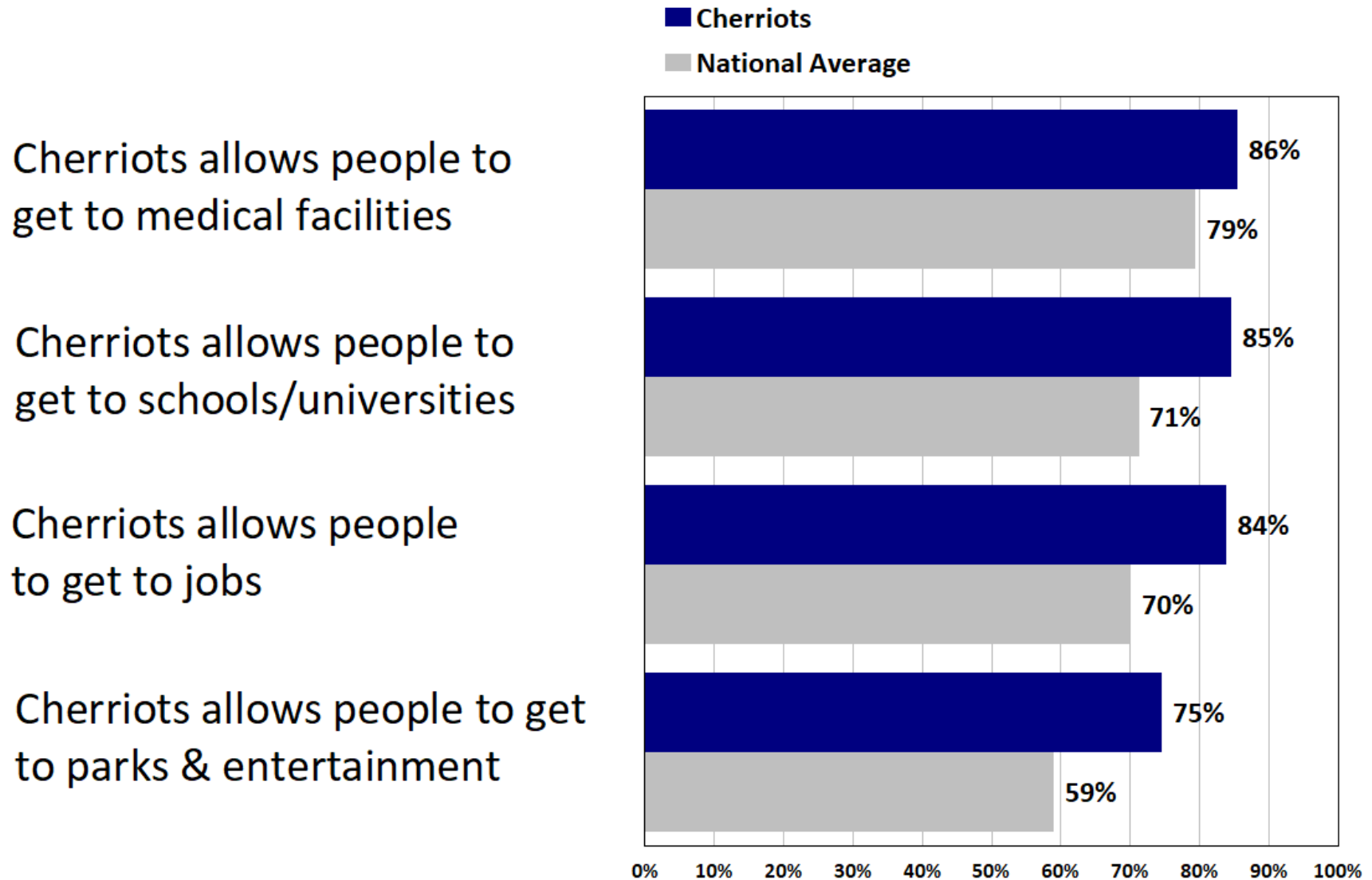
How much do you agree with the following statements?

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")

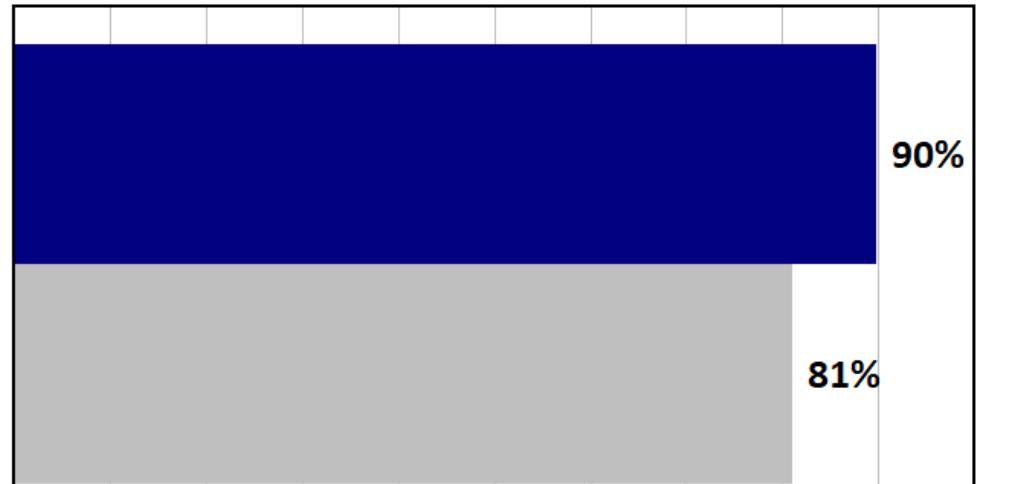


How much do you agree with the following statements?

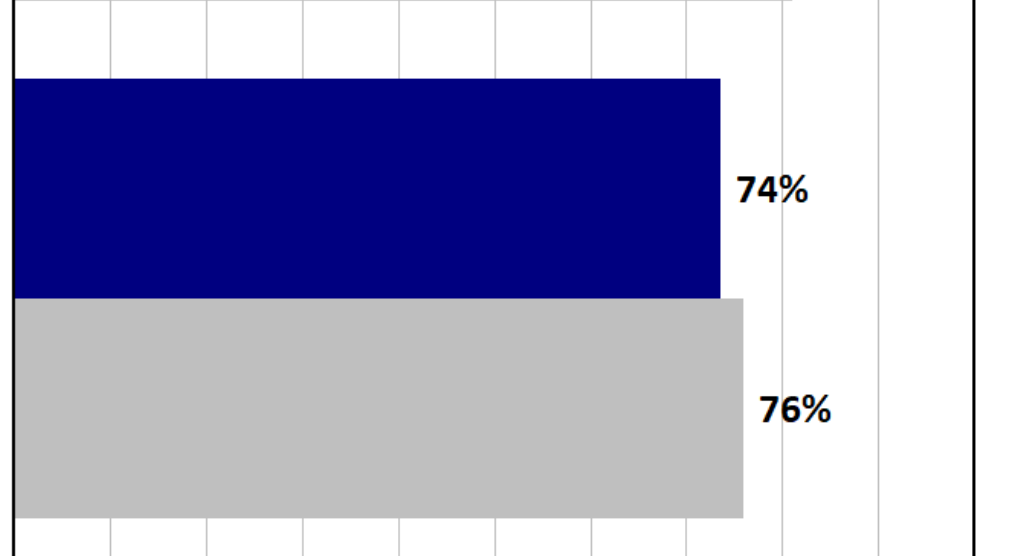
by percentage of respondents who "Strongly Agree" or "Agree" (without "don't know")

■ Cherriots
■ National Average

Cherriots provides transportation options to people with special mobility needs



Cherriots provides affordable transportation options



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

NET PROMOTER SCORE

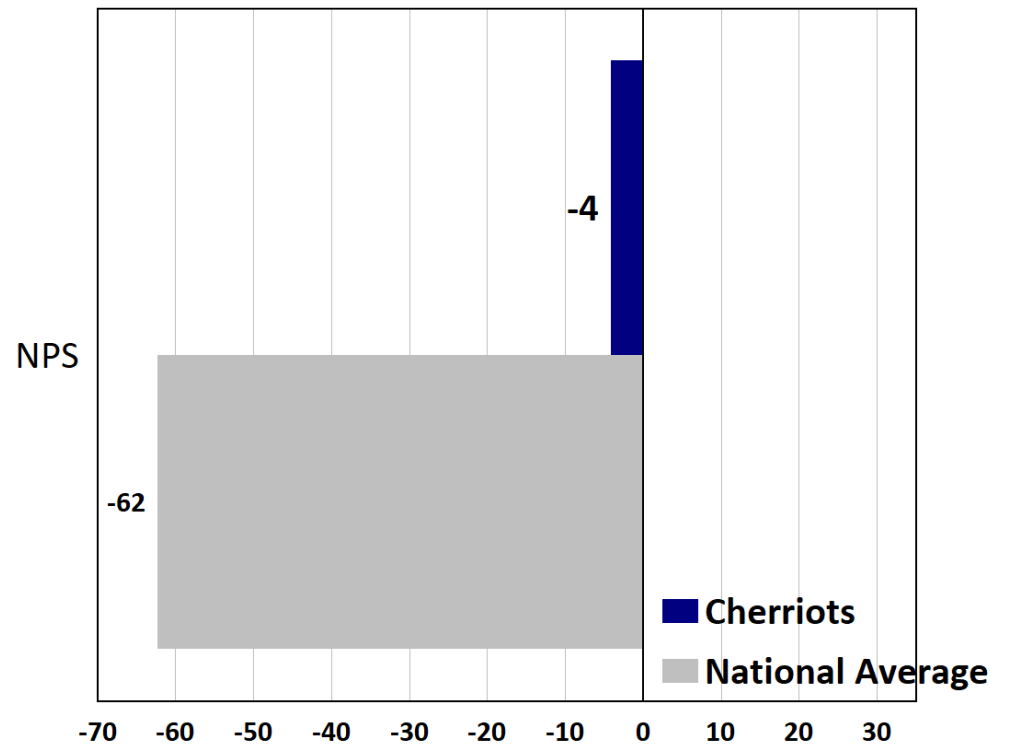
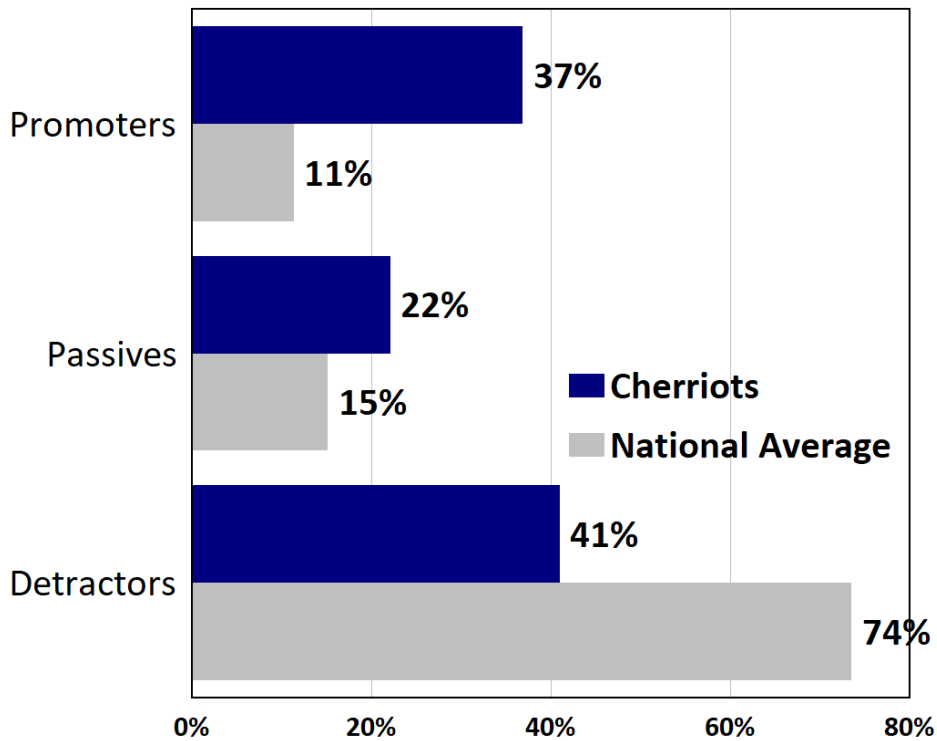
Using a 10-point scale, where 10 means "Very Likely," and 1 means "Not Likely At All," how likely would you be to recommend Cherriots bus service to a friend, colleague, or family member?

"Promoter" = 10-9

"Passive" = 8-7

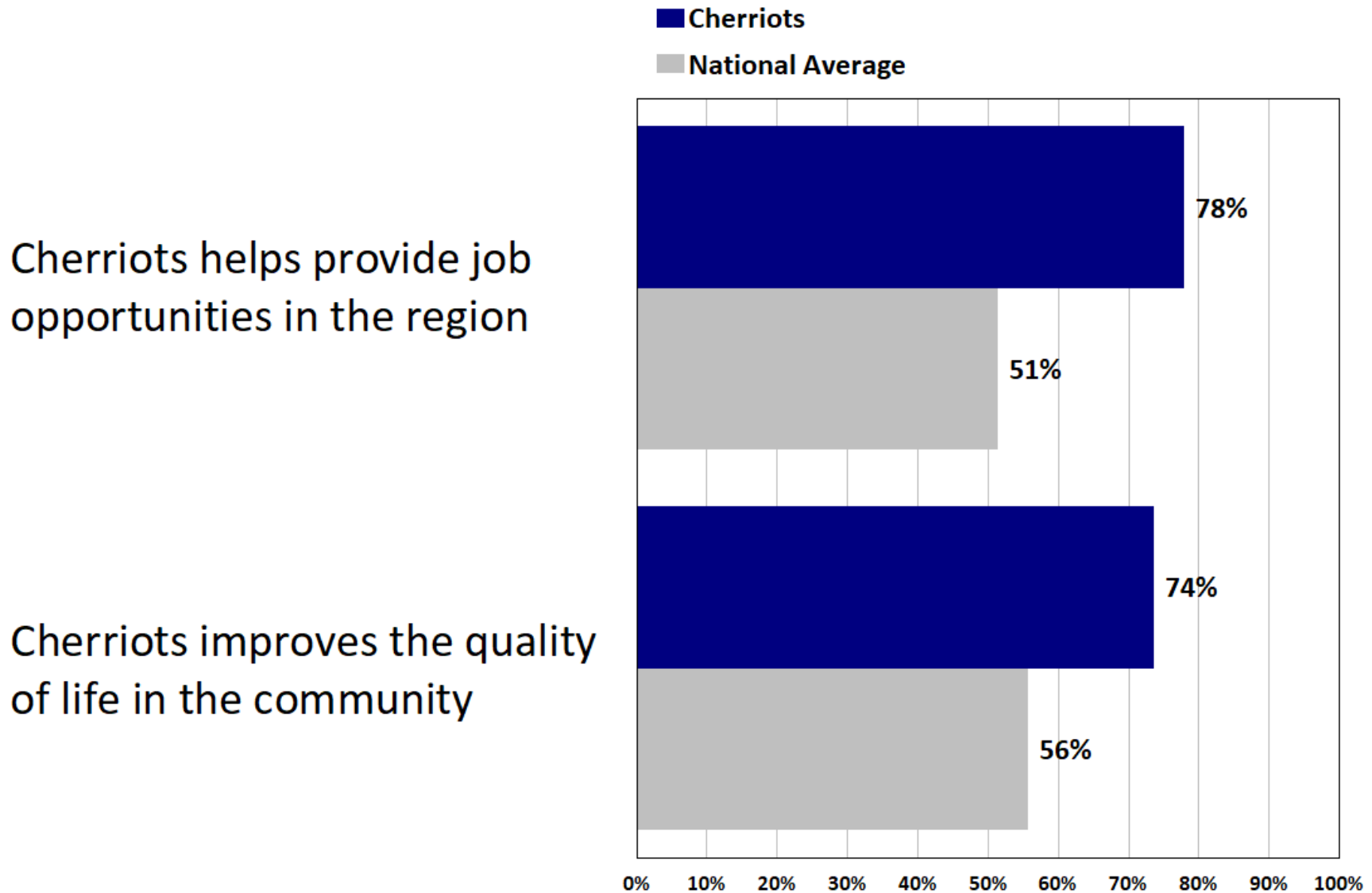
"Detractor" = 6-0

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



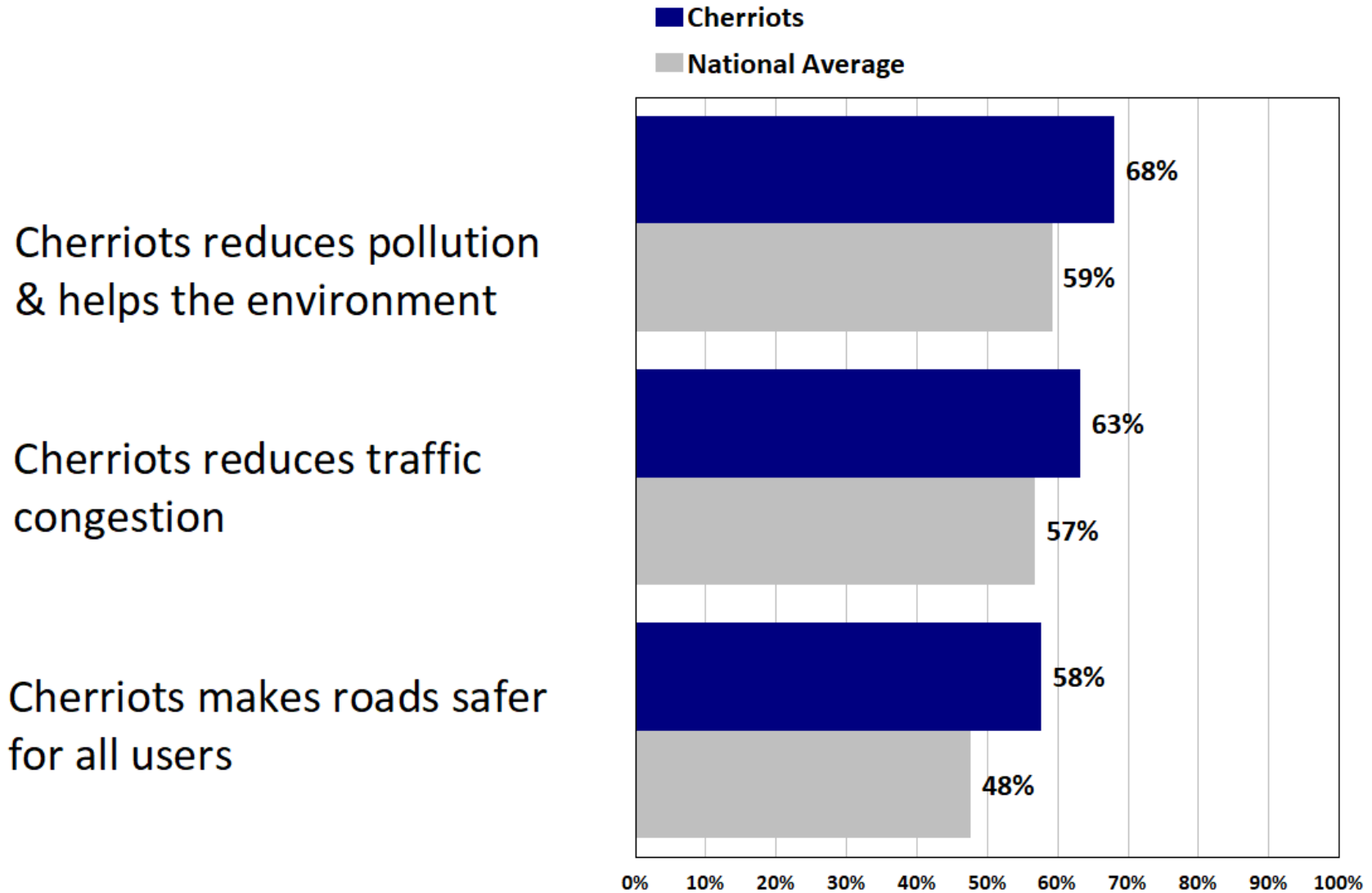
How much do you agree with the following statements?

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

Tabular Data

Q1. What is the zip code of your primary residence?

<u>Q1. Zip code of your primary residence</u>	<u>Number</u>	<u>Percent</u>
97302	84	19.6 %
97301	78	18.2 %
97305	63	14.7 %
97304	60	14.0 %
97306	53	12.4 %
97303	53	12.4 %
97317	36	8.4 %
97307	1	0.2 %
Total	428	100.0 %

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

<u>Q2. Do you know that Cherriots is the public transportation provider in Salem region</u>	<u>Number</u>	<u>Percent</u>
Yes	418	97.7 %
No	10	2.3 %
Total	428	100.0 %

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

<u>Q2a. How often do you use Cherriots (Cherriots buses or LIFT)</u>	<u>Number</u>	<u>Percent</u>
5+ times per week	13	3.1 %
2-4 times per week	21	5.0 %
2-4 times per month	39	9.3 %
Once a month or less	56	13.4 %
I used to use it, but I don't anymore	131	31.3 %
I have never used it	158	37.8 %
Total	418	100.0 %

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

<u>Q2b. Why did you stop using public transportation</u>	<u>Number</u>	<u>Percent</u>
Started working from home	4	3.1 %
No longer employed	22	16.8 %
Started taking classes online	1	0.8 %
I live in area were service was reduced or suspended	12	9.2 %
It takes too long to complete a trip	43	32.8 %
It's too unreliable (poor on-time performance)	6	4.6 %
There are not any stops near my home	14	10.7 %
Bus routes are not conveniently located for me	20	15.3 %
Bus does not take me to my destination	10	7.6 %
Bus does not operate on the days or at the times I need it to operate	15	11.5 %
The service is too infrequent	14	10.7 %
It's too expensive	9	6.9 %
I don't feel safe riding the bus	25	19.1 %
I don't feel safe from crime while waiting or riding the bus	24	18.3 %
I no longer live within the service area	1	0.8 %
The schedules are too complicated	9	6.9 %
Other	35	26.7 %
Total	264	

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

<u>Q2c. Your primary purpose for using public transportation</u>	<u>Number</u>	<u>Percent</u>
Work	48	37.2 %
School	15	11.6 %
Errands/groceries	24	18.6 %
Shopping/recreation	19	14.7 %
Healthcare/medical appts	10	7.8 %
Religious activities	3	2.3 %
Other	8	6.2 %
Not provided	2	1.6 %
Total	129	100.0 %

WITHOUT "NOT PROVIDED"

Q2c. If you currently use Cherriots (Cherriots buses or LIFT), what is your primary purpose for using public transportation? (without "not provided")

<u>Q2c. Your primary purpose for using public transportation</u>	<u>Number</u>	<u>Percent</u>
Work	48	37.8 %
School	15	11.8 %
Errands/groceries	24	18.9 %
Shopping/recreation	19	15.0 %
Healthcare/medical appts	10	7.9 %
Religious activities	3	2.4 %
Other	8	6.3 %
Total	127	100.0 %

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

Q3. What mode of transportation do you primarily use to reach your destinations	Number	Percent
Drive my car alone	342	79.9 %
Cherriots Bus	24	5.6 %
Walk	14	3.3 %
Bicycle	10	2.3 %
Scooter	1	0.2 %
Ridesharing service like Uber, Lyft, etc.	2	0.5 %
Carpool	16	3.7 %
Cherriots LIFT	7	1.6 %
Taxi	2	0.5 %
Other	9	2.1 %
Not provided	1	0.2 %
Total	428	100.0 %

WITHOUT "NOT PROVIDED"

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

Q3. What mode of transportation do you primarily use to reach your destinations	Number	Percent
Drive my car alone	342	80.1 %
Cherriots Bus	24	5.6 %
Walk	14	3.3 %
Bicycle	10	2.3 %
Scooter	1	0.2 %
Ridesharing service like Uber, Lyft, etc.	2	0.5 %
Carpool	16	3.7 %
Cherriots LIFT	7	1.6 %
Taxi	2	0.5 %
Other	9	2.1 %
Total	427	100.0 %

Q3-12. Other:

Q3-12. Other	Number	Percent
Caregiver	2	18.2 %
Dial A Ride	1	9.1 %
Drive my mother's car	1	9.1 %
Drive with one or more other people	1	9.1 %
It depends on the destination	1	9.1 %
Friends	1	9.1 %
I get a ride	1	9.1 %
Ride with my wife	1	9.1 %
Ask other people	1	9.1 %
Son or daughter transport	1	9.1 %
Total	11	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=428)

	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 to a friend or colleague	25.9%	8.9%	10.5%	10.3%	7.2%	10.7%	4.7%	3.7%	2.3%	4.4%	5.4%	5.8%

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=428)

	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 to a friend or colleague	27.5%	9.4%	11.2%	10.9%	7.7%	11.4%	5.0%	4.0%	2.5%	4.7%	5.7%

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=428)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q5-1. I understand the services Cherriots offers	26.4%	43.9%	14.7%	6.3%	2.3%	6.3%
Q5-2. Cherriots is a valuable part of the community	54.9%	27.3%	9.8%	2.3%	2.6%	3.0%
Q5-3. Cherritos is valuable to me personally	26.2%	18.9%	26.6%	8.9%	11.9%	7.5%
Q5-4. Cherriots contributes to the success of the community	46.0%	32.2%	9.8%	3.0%	3.3%	5.6%

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=428)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q5-1. I understand the services Cherriots offers	28.2%	46.9%	15.7%	6.7%	2.5%
Q5-2. Cherriots is a valuable part of the community	56.6%	28.2%	10.1%	2.4%	2.7%
Q5-3. Cherritos is valuable to me personally	28.3%	20.5%	28.8%	9.6%	12.9%
Q5-4. Cherriots contributes to the success of the community	48.8%	34.2%	10.4%	3.2%	3.5%

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=428)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q6-1. Cherriots allows people to get to jobs	40.9%	38.6%	9.6%	4.0%	1.6%	5.4%
Q6-2. Cherriots allows people to get to medical facilities	40.9%	39.0%	9.3%	2.8%	1.4%	6.5%
Q6-3. Cherriots allows people to get to schools/universities	42.5%	37.4%	9.3%	4.2%	0.9%	5.6%
Q6-4. Cherriots allows people to get to parks & entertainment	31.3%	37.9%	17.5%	3.7%	2.3%	7.2%
Q6-5. Cherriots helps provide job opportunities in the region	32.5%	38.6%	15.7%	3.0%	1.4%	8.9%
Q6-6. Cherriots provides affordable transportation options	34.6%	33.9%	17.1%	5.4%	2.1%	7.0%
Q6-7. Cherriots provides transportation options to people with special mobility needs, such as senior citizens, people with disabilities, & people who are unable to drive	51.2%	32.9%	7.0%	1.6%	0.9%	6.3%
Q6-8. Cherriots reduces traffic congestion	28.7%	31.3%	18.2%	10.3%	6.3%	5.1%
Q6-9. Cherriots makes roads safer for all users	23.8%	28.7%	24.5%	9.3%	4.9%	8.6%
Q6-10. Cherriots provides a safe transportation alternative	32.9%	39.3%	14.0%	4.4%	3.3%	6.1%
Q6-11. Cherriots reduces pollution & helps the environment	30.1%	32.0%	20.8%	4.7%	3.5%	8.9%

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
Q6-12. Cherriots improves the quality of life in the community	30.8%	37.6%	17.5%	4.2%	2.8%	7.0%
Q6-13. Cherriots provides access to the region/adjacent cities & counties	19.9%	28.3%	18.9%	9.6%	1.9%	21.5%
Q6-14. Cherriots provides opportunities for locating affordable housing	11.0%	21.3%	27.8%	9.6%	3.5%	26.9%
Q6-15. Cherriots supports community businesses	19.4%	29.4%	24.3%	3.5%	2.1%	21.3%
Q6-16. Cherriots manages financial resources well	9.1%	16.1%	27.3%	6.1%	5.1%	36.2%

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=428)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q6-1. Cherriots allows people to get to jobs	43.2%	40.7%	10.1%	4.2%	1.7%
Q6-2. Cherriots allows people to get to medical facilities	43.8%	41.8%	10.0%	3.0%	1.5%
Q6-3. Cherriots allows people to get to schools/ universities	45.0%	39.6%	9.9%	4.5%	1.0%
Q6-4. Cherriots allows people to get to parks & entertainment	33.8%	40.8%	18.9%	4.0%	2.5%
Q6-5. Cherriots helps provide job opportunities in the region	35.6%	42.3%	17.2%	3.3%	1.5%
Q6-6. Cherriots provides affordable transportation options	37.2%	36.4%	18.3%	5.8%	2.3%
Q6-7. Cherriots provides transportation options to people with special mobility needs, such as senior citizens, people with disabilities, & people who are unable to drive	54.6%	35.2%	7.5%	1.7%	1.0%
Q6-8. Cherriots reduces traffic congestion	30.3%	33.0%	19.2%	10.8%	6.7%
Q6-9. Cherriots makes roads safer for all users	26.1%	31.5%	26.9%	10.2%	5.4%
Q6-10. Cherriots provides a safe transportation alternative	35.1%	41.8%	14.9%	4.7%	3.5%

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
Q6-11. Cherriots reduces pollution & helps the environment	33.1%	35.1%	22.8%	5.1%	3.8%
Q6-12. Cherriots improves the quality of life in the community	33.2%	40.5%	18.8%	4.5%	3.0%
Q6-13. Cherriots provides access to the region/ adjacent cities & counties	25.3%	36.0%	24.1%	12.2%	2.4%
Q6-14. Cherriots provides opportunities for locating affordable housing	15.0%	29.1%	38.0%	13.1%	4.8%
Q6-15. Cherriots supports community businesses	24.6%	37.4%	30.9%	4.5%	2.7%
Q6-16. Cherriots manages financial resources well	14.3%	25.3%	42.9%	9.5%	8.1%

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

Q7. Top choice	Number	Percent
Cherriots allows people to get to jobs	83	19.4 %
Cherriots allows people to get to medical facilities	21	4.9 %
Cherriots allows people to get to schools/universities	24	5.6 %
Cherriots allows people to get to parks & entertainment	5	1.2 %
Cherriots helps provide job opportunities in the region	8	1.9 %
Cherriots provides affordable transportation options	65	15.2 %
Cherriots provides transportation options to people with special mobility needs, such as senior citizens, people with disabilities, & people who are unable to drive	60	14.0 %
Cherriots reduces traffic congestion	30	7.0 %
Cherriots makes roads safer for all users	8	1.9 %
Cherriots provides a safe transportation alternative	26	6.1 %
Cherriots reduces pollution & helps the environment	15	3.5 %
Cherriots improves the quality of life in the community	13	3.0 %
Cherriots provides access to the region/adjacent cities & counties	13	3.0 %
Cherriots provides opportunities for locating affordable housing	6	1.4 %
Cherriots supports community businesses	4	0.9 %
Cherriots manages financial resources well	21	4.9 %
<u>None chosen</u>	26	6.1 %
Total	428	100.0 %

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

Q7. 2nd choice	Number	Percent
Cherriots allows people to get to jobs	54	12.6 %
Cherriots allows people to get to medical facilities	45	10.5 %
Cherriots allows people to get to schools/universities	23	5.4 %
Cherriots allows people to get to parks & entertainment	9	2.1 %
Cherriots helps provide job opportunities in the region	15	3.5 %
Cherriots provides affordable transportation options	50	11.7 %
Cherriots provides transportation options to people with special mobility needs, such as senior citizens, people with disabilities, & people who are unable to drive	49	11.4 %
Cherriots reduces traffic congestion	30	7.0 %
Cherriots makes roads safer for all users	15	3.5 %
Cherriots provides a safe transportation alternative	30	7.0 %
Cherriots reduces pollution & helps the environment	15	3.5 %
Cherriots improves the quality of life in the community	16	3.7 %
Cherriots provides access to the region/adjacent cities & counties	14	3.3 %
Cherriots provides opportunities for locating affordable housing	9	2.1 %
Cherriots supports community businesses	2	0.5 %
Cherriots manages financial resources well	13	3.0 %
None chosen	39	9.1 %
Total	428	100.0 %

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

Q7. 3rd choice	Number	Percent
Cherriots allows people to get to jobs	35	8.2 %
Cherriots allows people to get to medical facilities	32	7.5 %
Cherriots allows people to get to schools/universities	34	7.9 %
Cherriots allows people to get to parks & entertainment	7	1.6 %
Cherriots helps provide job opportunities in the region	14	3.3 %
Cherriots provides affordable transportation options	40	9.3 %
Cherriots provides transportation options to people with special mobility needs, such as senior citizens, people with disabilities, & people who are unable to drive	40	9.3 %
Cherriots reduces traffic congestion	24	5.6 %
Cherriots makes roads safer for all users	16	3.7 %
Cherriots provides a safe transportation alternative	37	8.6 %
Cherriots reduces pollution & helps the environment	24	5.6 %
Cherriots improves the quality of life in the community	21	4.9 %
Cherriots provides access to the region/adjacent cities & counties	33	7.7 %
Cherriots provides opportunities for locating affordable housing	10	2.3 %
Cherriots supports community businesses	5	1.2 %
Cherriots manages financial resources well	11	2.6 %
None chosen	45	10.5 %
Total	428	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	172	40.2 %
Cherriots allows people to get to medical facilities	98	22.9 %
Cherriots allows people to get to schools/universities	81	18.9 %
Cherriots allows people to get to parks & entertainment	21	4.9 %
Cherriots helps provide job opportunities in the region	37	8.6 %
Cherriots provides affordable transportation options	155	36.2 %
Cherriots provides transportation options to people with special mobility needs, such as senior citizens, people with disabilities, & people who are unable to drive	149	34.8 %
Cherriots reduces traffic congestion	84	19.6 %
Cherriots makes roads safer for all users	39	9.1 %
Cherriots provides a safe transportation alternative	93	21.7 %
Cherriots reduces pollution & helps the environment	54	12.6 %
Cherriots improves the quality of life in the community	50	11.7 %
Cherriots provides access to the region/adjacent cities & counties	60	14.0 %
Cherriots provides opportunities for locating affordable housing	25	5.8 %
Cherriots supports community businesses	11	2.6 %
Cherriots manages financial resources well	45	10.5 %
None chosen	26	6.1 %
Total	1200	

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	67	15.7 %
More frequent service	87	20.3 %
Shorter trip times	21	4.9 %
Better on-time performance, reliable trip times	19	4.4 %
Stops closer to my home	45	10.5 %
Schedules that are easier to read	9	2.1 %
Park & rides (parking at bus stop or station)	9	2.1 %
More routes to serve places I need to go	44	10.3 %
Free, reliable WiFi access	5	1.2 %
Easier methods of buying fares	9	2.1 %
More comfortable seats	2	0.5 %
Cleaner vehicles	3	0.7 %
Cleaner stops/shelters	11	2.6 %
More personal space/less crowded	2	0.5 %
Shelter at transit stops	24	5.6 %
Better Trip Planner or website	5	1.2 %
Other	19	4.4 %
I don't know/none chosen	47	11.0 %
Total	428	100.0 %

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

<u>Q8. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Lower fares	19	4.4 %
More frequent service	53	12.4 %
Shorter trip times	22	5.1 %
Better on-time performance, reliable trip times	17	4.0 %
Stops closer to my home	31	7.2 %
Schedules that are easier to read	27	6.3 %
Park & rides (parking at bus stop or station)	17	4.0 %
More routes to serve places I need to go	47	11.0 %
Free, reliable WiFi access	17	4.0 %
Easier methods of buying fares	20	4.7 %
More comfortable seats	8	1.9 %
Cleaner vehicles	10	2.3 %
Cleaner stops/shelters	12	2.8 %
More personal space/less crowded	5	1.2 %
Shelter at transit stops	45	10.5 %
Better Trip Planner or website	6	1.4 %
Other	7	1.6 %
<u>I don't know/none chosen</u>	<u>65</u>	<u>15.2 %</u>
Total	428	100.0 %

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

<u>Q8. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Lower fares	14	3.3 %
More frequent service	30	7.0 %
Shorter trip times	26	6.1 %
Better on-time performance, reliable trip times	15	3.5 %
Stops closer to my home	9	2.1 %
Schedules that are easier to read	26	6.1 %
Park & rides (parking at bus stop or station)	9	2.1 %
More routes to serve places I need to go	48	11.2 %
Free, reliable WiFi access	14	3.3 %
Easier methods of buying fares	20	4.7 %
More comfortable seats	9	2.1 %
Cleaner vehicles	10	2.3 %
Cleaner stops/shelters	18	4.2 %
More personal space/less crowded	8	1.9 %
Shelter at transit stops	48	11.2 %
Better Trip Planner or website	18	4.2 %
Other	5	1.2 %
<u>I don't know/none chosen</u>	<u>101</u>	<u>23.6 %</u>
Total	428	100.0 %

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

<u>Q8. Top choice</u>	<u>Number</u>	<u>Percent</u>
Lower fares	100	23.4 %
More frequent service	170	39.7 %
Shorter trip times	69	16.1 %
Better on-time performance, reliable trip times	51	11.9 %
Stops closer to my home	85	19.9 %
Schedules that are easier to read	62	14.5 %
Park & rides (parking at bus stop or station)	35	8.2 %
More routes to serve places I need to go	139	32.5 %
Free, reliable WiFi access	36	8.4 %
Easier methods of buying fares	49	11.4 %
More comfortable seats	19	4.4 %
Cleaner vehicles	23	5.4 %
Cleaner stops/shelters	41	9.6 %
More personal space/less crowded	15	3.5 %
Shelter at transit stops	117	27.3 %
Better Trip Planner or website	29	6.8 %
Other	31	7.2 %
<u>I don't know/none chosen</u>	<u>47</u>	<u>11.0 %</u>
Total	1118	

Q9. What is your age?

<u>Q9. Your age</u>	<u>Number</u>	<u>Percent</u>
18 to 24 years	33	7.7 %
25 to 29 years	31	7.2 %
30 to 34 years	33	7.7 %
35 to 39 years	33	7.7 %
40 to 44 years	34	7.9 %
45 to 49 years	31	7.2 %
50 to 54 years	32	7.5 %
55 to 59 years	31	7.2 %
60 to 64 years	33	7.7 %
65 to 69 years	32	7.5 %
70 to 74 years	35	8.2 %
75 to 79 years	35	8.2 %
80 to 84 years	15	3.5 %
85+ years	7	1.6 %
<u>Prefer not to answer</u>	<u>13</u>	<u>3.0 %</u>
Total	428	100.0 %

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

<u>Q9. Your age</u>	<u>Number</u>	<u>Percent</u>
18 to 24 years	33	8.0 %
25 to 29 years	31	7.5 %
30 to 34 years	33	8.0 %
35 to 39 years	33	8.0 %
40 to 44 years	34	8.2 %
45 to 49 years	31	7.5 %
50 to 54 years	32	7.7 %
55 to 59 years	31	7.5 %
60 to 64 years	33	8.0 %
65 to 69 years	32	7.7 %
70 to 74 years	35	8.4 %
75 to 79 years	35	8.4 %
80 to 84 years	15	3.6 %
85+ years	7	1.7 %
Total	415	100.0 %

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

<u>Q10. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Less than \$25K	39	9.1 %
\$25K-\$29,999	19	4.4 %
\$30K-\$34,999	22	5.1 %
\$35K-\$39,999	22	5.1 %
\$40K-\$44,999	22	5.1 %
\$45K-\$49,999	21	4.9 %
\$50K-\$74,999	60	14.0 %
\$75K-\$99,999	58	13.6 %
\$100K-\$124,999	32	7.5 %
\$125K-\$149,999	25	5.8 %
\$150K-\$199,999	20	4.7 %
\$200K+	5	1.2 %
Prefer not to say	83	19.4 %
Total	428	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	39	11.3 %
\$25K-\$29,999	19	5.5 %
\$30K-\$34,999	22	6.4 %
\$35K-\$39,999	22	6.4 %
\$40K-\$44,999	22	6.4 %
\$45K-\$49,999	21	6.1 %
\$50K-\$74,999	60	17.4 %
\$75K-\$99,999	58	16.8 %
\$100K-\$124,999	32	9.3 %
\$125K-\$149,999	25	7.2 %
\$150K-\$199,999	20	5.8 %
\$200K+	5	1.4 %
Total	345	100.0 %

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

Q11. How long is your daily commute	Number	Percent
Less than 15 minutes	86	20.1 %
15-29 minutes	100	23.4 %
30-44 minutes	40	9.3 %
45-60 minutes	28	6.5 %
60+ minutes	10	2.3 %
I don't commute/not applicable	147	34.3 %
Not provided	17	4.0 %
Total	428	100.0 %

WITHOUT "NOT PROVIDED"**Q11. On average, how long is your daily commute? (without "not provided")**

Q11. How long is your daily commute	Number	Percent
Less than 15 minutes	86	20.9 %
15-29 minutes	100	24.3 %
30-44 minutes	40	9.7 %
45-60 minutes	28	6.8 %
60+ minutes	10	2.4 %
I don't commute/not applicable	147	35.8 %
Total	411	100.0 %

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

Q12. How many people live in your household	Number	Percent
1	77	18.0 %
2	188	43.9 %
3	50	11.7 %
4	47	11.0 %
5	26	6.1 %
6+	21	4.9 %
Not provided	19	4.4 %
Total	428	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	77	18.8 %
2	188	46.0 %
3	50	12.2 %
4	47	11.5 %
5	26	6.4 %
6+	21	5.1 %
Total	409	100.0 %

Q13. What is your race/ethnicity?

Q13. Your race/ethnicity	Number	Percent
Asian or Asian Indian	13	3.0 %
Black or African American	6	1.4 %
American Indian or Alaska Native	7	1.6 %
White or Caucasian	309	72.2 %
Native Hawaiian or other Pacific Islander	6	1.4 %
Hispanic, Spanish, or Latino/a/x	95	22.2 %
Other	10	2.3 %
Total	446	

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

Q13-7. Self-describe your race/ethnicity	Number	Percent
Mixed	5	50.0 %
Hispanic	1	10.0 %
Celtic	1	10.0 %
Portuguese	1	10.0 %
French Jewish	1	10.0 %
Irish	1	10.0 %
Total	10	100.0 %

Q14. What is your gender?

Q14. Your gender	Number	Percent
Male	205	47.9 %
Female	211	49.3 %
Other	7	1.6 %
Prefer not to answer	5	1.2 %
Total	428	100.0 %

WITHOUT "PREFER NOT TO ANSWER"**Q14. What is your gender? (without "prefer not to answer")**

Q14. Your gender	Number	Percent
Male	205	48.5 %
Female	211	49.9 %
Other	7	1.7 %
Total	423	100.0 %

Q14-3. Self-describe your gender:

<u>Q14-3. Self-describe your gender</u>	<u>Number</u>	<u>Percent</u>
Non-binary	3	50.0 %
Transwoman	1	16.7 %
Female & non-binary	1	16.7 %
Genderqueer	1	16.7 %
Total	6	100.0 %



5 Survey Instrument

2023 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 Q3.]

2a. 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 [Answer Q2b.] |
| ____(3) 2-4 times per month | ____(6) I have never used it [Skip to Q3.] |

2b. If you used it previously but stopped, why did you stop using public transportation?

[Select all that apply.]

- | | |
|---|--|
| ____(01) Started working from home | ____(10) The bus does not operate on the days or at the times I need it to operate |
| ____(02) No longer employed | ____(11) The service is too infrequent |
| ____(03) Started taking classes online | ____(12) It's too expensive |
| ____(04) I live in area were service was reduced or suspended | ____(13) I don't feel safe riding the bus |
| ____(05) It takes too long to complete a trip | ____(14) I don't feel safe from crime while waiting 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 | |

2c. If you currently use Cherriots (Cherriots buses or LIFT), what is your primary purpose for using public transportation? [Select only one.]

- | | |
|-----------------------------|----------------------------------|
| ____(1) Work | ____(5) Healthcare/Medical Appts |
| ____(2) School | ____(6) Religious Activities |
| ____(3) Errands/Groceries | ____(7) Other: _____ |
| ____(4) Shopping/Recreation | |

3. 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: _____ |

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

Very Likely											Not at all Likely
10	09	08	07	06	05	04	03	02	01	00	

5. 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
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

6. 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
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

7. Which THREE of the items in Question 6 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 6. For example, if "Cherriots reduces traffic congestion" is the most important, then write "08" as your 1st choice.]

1st: ____ 2nd: ____ 3rd: ____

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

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

[Write in your answers below using the numbers from the list in Question 8 above. For example, if "Shorter trip times" would add the most value, then write "03" as your 1st choice.]

1st: ____ 2nd: ____ 3rd: ____

9. 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 | |

10. 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) \$200,000 and above |
| <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 | |

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

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

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

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

- | | |
|--|---|
| <input type="checkbox"/> (01) Asian or Asian Indian | <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: _____ |

14. What is your gender?

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> (1) Male | <input type="checkbox"/> (3) Other: _____ |
| <input type="checkbox"/> (2) Female | <input type="checkbox"/> (4) Prefer not to answer |

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

- (1) Yes [Please answer Q16a.] (2) No

16. 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? (Sent via email.)

- (1) Yes [Please answer Q16a.] (2) No

16a. 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.