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City of Tempe Transit Survey Report

Prepared For:

City of Tempe
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Executive Summary

The City of Tempe commissioned WestGroup Research to complete a telephone survey of Tempe residents in an effort to gain insights into perceptions about public transit among both riders and non-riders. This report analyzes the data collected by the survey and, where appropriate, compares responses of the residents by meaningful demographic variables, as well as to data from studies conducted in January 2001, January 2003, October 2004 and September 2006. The survey was completed with 424 Tempe residents in September 2008. The margin of error for this sample size is approximately $\pm 4.8\%$ at a 95% confidence level.

Rider Characteristics and Opinions

- The percentage of Tempe residents reporting to have ridden a bus in Tempe in the past year has increased to 39%, the highest percentage ever reported (up from 29% in 2006). Ridership at all frequency levels has increased since 2006.
- Residents most likely to have ridden the bus 20 or more times in the past year continue to be single (24%), under the age of 35 (31%), have a high school education (24%) and those with an annual income under \$40,000 per year (26%).
- It appears that the increase in overall ridership is primarily due to a dramatic increase in the number of new riders in Tempe. There has been a significant increase in the percentage of residents who have been using the system for less than one year (31%, increasing 14 percentage points from 17% reported in 2006).
- This year it appears more riders are taking the bus out of choice and not because they “have to.” The main reasons residents choose to take the bus are to save money (17% up significantly from previous years), and for convenience (15%).
- Approximately one in five riders (21%) indicate they take the bus because they do not have another alternative, with “don’t have a car” as the top reason.
- Work continues to be a top destination for riders; although dropping this year to 31% from 39% in 2006, it is similar to percentages found in previous years. This year there is a significant increase in the number of riders reporting ASU as a destination (29% compared to a previous low of 14% in 2006).
- Clearly, transit usage is helping to keep cars off the streets of Tempe with more than three in five bus riders (61%) indicating they would use their car to get around if the bus did not exist. Riders also mention they would bike or skate if the bus was unavailable (33%), followed by those indicating they would walk (15%).
- When bus riders were asked to rate their level of satisfaction on seven different aspects of riding the bus, the percentage of riders giving high ratings on all attributes is up in comparison to 2006, returning to levels just slightly lower than percentages reported in

2004. Comfort and safety on the bus receive the highest satisfaction ratings from Tempe bus riders (93% and 92% respectively), while ease of using the bus rounded out the top three at 90%.

- When riders were asked what they would tell someone who was considering using the bus in Tempe, the majority of riders give positive advice. More than one half of riders (54%) indicate they would tell potential riders to “give it a try,” which is consistent with past years. One in six riders would tell them it saves gas money because it is cheaper than driving, this reason mentioned more this year than in the past (16% vs. 7% in 2006).
- Approximately two in three riders indicate they are likely to be riding the bus one year from now (66% give a “4” or “5” rating).

Overall Satisfaction and Improvements of Tempe’s Transit System

- More than three in five residents indicate they are satisfied with the bus service in Tempe (61% give a “4” or “5” rating). More than three in four current bus riders (77%) report they are satisfied with the service and 46% of non-riders indicate they are satisfied.
- Residents satisfied with the bus system (rating it a “4” or “5”) mention frequent, reliable service (19%) and having good routes (17%) as the foremost reasons for their satisfaction level.
- Residents mention “needing more routes” and “more frequent buses with extended hours” as the two main reasons they gave the Tempe bus service low satisfaction ratings (rating it a “1”, “2”, or “3”).
- Residents are most likely to indicate that providing more shade at bus stops should be the top transit-related priority for the city (77%), followed by increasing the number of Orbit routes (60%) and adding more bus pullouts (59%).
- Residents were then asked if there were any additional transit improvements they felt the City of Tempe should consider. Among the 101 residents responding, extending the light rail system was the top mention (15%).

Potential Use of Tempe’s Transit System

- When non-riders were asked why they do not ride the bus, approximately four in nine (45%) express they simply prefer their car.
- Approximately half of all mentions for not riding the bus were related to convenience issues; the bus does not go where they need to go (14%), it takes too long (10%), bus stops are too far away (7%), schedules are inconvenient (4%), and buses are not frequent enough (4%). An additional 12% of riders maintain that buses are just inconvenient in general.

- When non-riders were asked to rate the effectiveness of five arguments for motivating public transit usage, “lowers air pollution” and “saves money” are the two most persuasive reasons to convince them to use public transit (74% and 69% agreeing, respectively).

Tempe In Motion (TIM)

- Awareness of Tempe in Motion (TIM) among residents is measured at 48% this year, up significantly from 38% reported in 2006. This is the second highest awareness level ever reported; the highest level was reported in 2004 (51%).
- Three in four residents aware of TIM (74%) are also able to correctly identify the meaning of “TIM” as Tempe in Motion (compared to 69% in 2006 and 67% in 2004).
- Residents who are aware of TIM are most likely to indicate they became aware through signs on the buses and street banners (both mentioned by 20%), similar to previous years’ findings (20% and 19% mentioned in 2006).
- Those aware of TIM were asked if they had seen or heard any advertising for the program. Again, as found in previous studies, more than half (59%) remember seeing ads, consistent with the percentage reported in 2006 (58%).
- When asked where they had seen the advertising, television is the most prominent response (53%), followed by street banners (15%), newspaper or print ads (7%), and bill inserts (7%).
- For those aware of TIM advertising, approximately one in five residents (18%) recall the general name “TIM” from the advertising. Others mention hearing a message that promoted a specific benefit of riding the bus.
- Four in seven residents aware of TIM advertising (57%) indicate that it had a positive effect on their perceptions of the bus system in Tempe, the highest percentage ever reported.

Tempe Neighborhood Circulator and Metro Light Rail

- More than half of Tempe residents (54%) report being aware of the city’s neighborhood circulator bus program, more than twice the percentage of residents that reported being aware of the circulator program in 2006 (25%).
- Among those aware of the neighborhood circulator, 82% are able to correctly identify the name of the bus as “Orbit.”
- Almost every resident indicated they are aware of the Metro Light Rail Transit System (98%), and approximately three in five residents report they are likely to use the light rail

system when it opens (59% for “very” + “somewhat” likely).

Tempe Bicycling and Walking

- The percentage of residents who report having access to a bicycle increased slightly this year to 56% from 53% in 2006 and mirrors percentages reported in previous years.
- Among those who have a bike, the frequency of use is at the highest reported level, with five in seven riders (71%) stating they ride their bike at least once a month (compared to 66% in 2006, 64% in 2004, 61% in 2003 and 65% in 2001).
- Those who have a bike, but only ride it occasionally were asked why this was the case (n=70). As was reported in 2006, more than one in four bike riders (26%) claim the Arizona heat is the main reason they do not ride their bike more often.
- As found in previous studies, bicycles continue to reportedly be ridden for exercise (56%). Frequent destinations for bike riders include work and school (25%) and the store (19%); these have consistently been the top destinations over the years.
- Four in seven residents indicate they are satisfied with the quality of the walking and biking paths in Tempe (57% give a “4” or “5” rating).
- Among those who indicated they are satisfied with the biking and walking paths, more than one in three (35%) report there are no problems with the paths and that they are fine the way they are. An additional 21% indicate there are plenty of paths throughout Tempe.
- The two main reasons residents gave neutral or low satisfaction ratings for the biking and walking paths are because they think there should be more bike lanes (22%) and that the current paths are not safe (20%).
- When residents were given a list of possible improvements for the biking and walking paths in Tempe and then asked to indicate how high of a priority each improvement should be for the City of Tempe, residents are most likely to indicate that making the paths safer should be the top priority (72% give is a “4” or “5” rating).

Miscellaneous Issues

- Among Tempe residents, 41% indicated they have children residing in the home. Within the 175 homes that had children, 61% indicate they have at least one child six years old or older, with 43% of those stating that their children ride a city bus.
- Among the 98 homes that have children six years of age or older, 47% indicate they have heard of the Tempe Youth Free Bus Pass, up from the 35% reported in 2006.

- Word of mouth and the local schools continue to be the top two most commonly cited sources of information for parents who are familiar with the Tempe Youth Bus Pass program (33% and 29%).

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Conclusions

1. There have been significant and notable changes in both the usage of public transit in Tempe in the past two years, as well as in the residents riding the bus. Usage of public transit is up 34% from 2006 and the percentage of riders new to public transit has doubled. These increases, along with the increase in the percentage of women taking public transit, are likely due in large part to the expansion of the Orbit neighborhood circulator program over the past two years.
2. The reasons given for riding public transit also changed this year, providing further indications of a shift in ridership. In all previous studies, the most commonly cited reason for riding the bus was that the resident did not have a car; however, this year saving money and convenience were cited equally as often. There also was an expansion of the destinations using public transit in Tempe, specifically with increased reporting of travel to ASU and Downtown Tempe as transit destinations.
3. Along with the changes in ridership, satisfaction with the service also improved on all measures and two out of every three riders indicate they are likely to still be riding the bus one year from now. All of these indicators point to very positive improvements in the public transit situation in Tempe; however, riders and non-riders still see a need for increased frequency and scope of public transit in the city, particularly expansion of the Orbit service.
4. In addition to increase in transit usage, overall awareness of TIM (Tempe in Motion) increased by 26% and awareness of the neighborhood circulator service increased by 116%. It appears that even with all these positive signs for the transit system over the past two years, ridership is likely to increase again with the opening of the light rail service, since close to three in five residents indicate they are likely to use that system when it becomes available.
5. Bicycle usage by Tempe residents also increased over the past two years, not only in the percentage reporting to ride a bike, but also in the frequency of reported riding. Residents in general are moderately satisfied with the bike and pedestrian paths in Tempe; however, they would like to see more paths and also feel the current paths should be made safer.

I. Introduction

A. Background

The City of Tempe commissioned WestGroup Research to complete a telephone survey of Tempe residents in an effort to gain insights into perceptions about public transit among both riders and non-riders. This report analyzes the data collected by the survey and where appropriate, compares responses of the residents by meaningful demographic variables, as well as to data from studies conducted in January 2001, January 2003, October 2004 and September 2006.

Random calls of Tempe residents were made from WestGroup's interviewing center in Phoenix, Arizona during the month of September 2008. Households were selected by means of random digit dialing (RDD) according to Tempe zip codes. A quota was set to achieve equal representation of men and women as well as a representative distribution of the sample by age. RDD sample was used until the only quota remaining to be met was for residents between the ages 18 to 34. At that point in time, listed sample from the Tempe zip codes was purchased so that residents in the target age group could be found expeditiously and in a cost effective manner.

The survey was completed with 424 Tempe residents. The margin of error for this sample size is approximately $\pm 4.8\%$ at a 95% confidence level. Cross tabulations of the data collected in this survey are included under a separate cover.

B. Demographics

As previously mentioned, half of the respondents are male and half are female. The table on the following page gives a more detailed summary of these characteristics.

Table 1A: Demographics

	2008 (n=424)	2006* (n=407)	2004 (n=405)	2003 (n=415)	2001 (n=404)
Gender					
Male	50%	51%	49%	50%	50%
Female	50%	49%	51%	50%	50%
Years Lived in Tempe					
<1 year	3%	7%	8%	8%	10%
1 – 2 years	7%	10%	14%	11%	13%
3 – 5 years	12%	16%	12%	16%	15%
6 – 10 years	17%	15%	14%	18%	14%
11 – 20 years	22%	17%	18%	16%	13%
20+ years	39%	35%	34%	30%	34%
Age**					
18 – 34	31%	30%	31%	31%	34%
35 – 54	35%	25%	29%	29%	25%
55+	34%	45%	39%	36%	40%
Average Age	47.6	50.3	45.8	44.2	44.9
Education					
Some high school	1%	5%	2%	3%	3%
High school graduate	9%	14%	12%	12%	12%
Some college	31%	33%	34%	26%	40%
College graduate	31%	30%	26%	29%	26%
Post graduate	26%	18%	23%	27%	19%
No answer/Refused	2%	2%	2%	4%	1%
Income					
<\$20,000	12%	12%	15%	12%	15%
\$20 - \$40,000	19%	20%	20%	19%	21%
\$40 - \$60,000	15%	17%	17%	18%	18%
\$60 - \$80,000	12%	11%	12%	14%	10%
\$80 - \$100,000	10%	9%	5%	5%	7%
\$100,000+	19%	15%	10%	13%	10%
No answer/refused	13%	16%	21%	19%	19%
Average Income	\$64,500	\$51,500	\$53,700	\$57,700	\$53,500

* 2006 data weighted. **Between 2001-2006 age was reported in the following categories: 18-34, 35-49, 50+

As in past studies, just over half of the respondents indicate they are currently married (53%), with 34% reporting children in the household. Of those with children age six or older, 43% indicate their children ride the city bus.

Table 1B: Demographics

	2008 (n=424)	2006* (n=407)	2004 (n=405)	2003 (n=415)	2001 (n=404)
Marital Status					
Married	53%	53%	53%	47%	48%
Single	44%	44%	44%	48%	52%
Refused	3%	3%	3%	5%	--
Children in HH	38%	34%	na	na	na
Occupation**					
Full-time	51%	45%	-	-	-
Part-time	12%	10%	-	-	-
Retired	20%	27%	-	-	-
Student	8%	4%	-	-	-
Housewife/ Househusband	5%	5%	-	-	-
Unemployed/disabled	4%	7%	-	-	-
Refused	2%	3%	-	-	-
Zip Code					
85281	19%	25%	-	-	-
85282	38%	43%	-	-	-
85283	29%	24%	-	-	-
85284	14%	9%	-	-	-

* 2006 data weighted

**In 2008 question was changed to accept multiple responses.#

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II. Rider Characteristics and Opinions

A. Current Use of Public Transit

The percentage of Tempe residents reporting to have ridden a bus in Tempe in the past year has increased to 39%, the highest percentage ever reported. The percentage of residents indicating they are using the transit system in Tempe has increased by ten percentage points over the past two years (39% vs. 29% reported in 2006). **Ridership at all frequency levels has increased since 2006.**

Public Transit Usage in Tempe

Percentage of residents who have ridden a city bus in Tempe in the past year

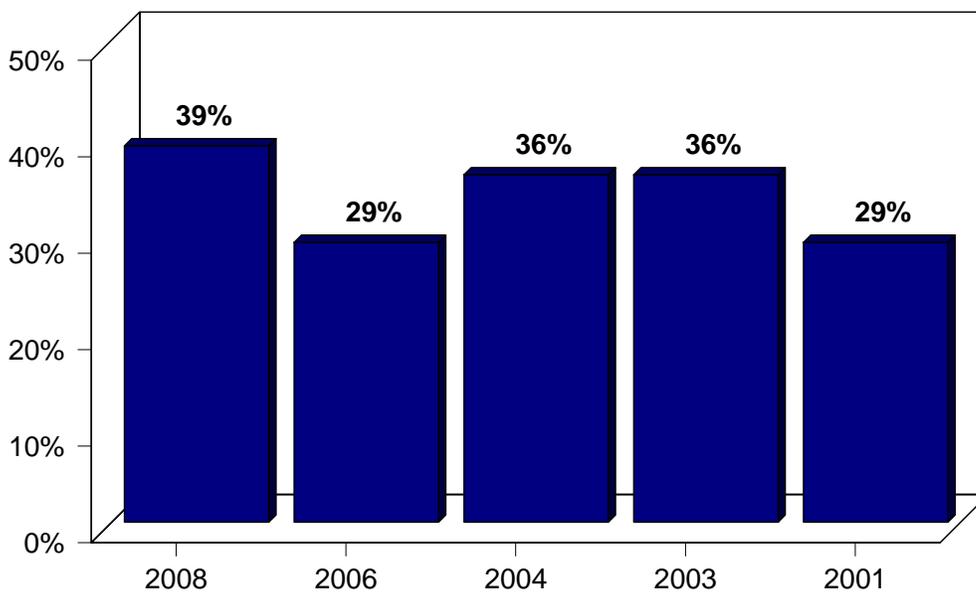


Table 2a: Frequency of Riding Bus in Tempe Past Year

#Times	2008 (n=424)	2006* (n=407)	2004 (n=405)	2003 (n=415)	2001 (n=404)
1 – 5 times	14%	12%	16%	18%	18%
6 – 10 times	5%	2%	5%	5%	3%
11 – 20 times	4%	3%	2%	3%	1%
20+ times	16%	12%	14%	10%	7%
NET RODE	39%	29%	36%	36%	29%
None	61%	70%	63%	61%	72%

*Q4: How many times have you ridden a city bus (including Orbit, Flash and local bus) in Tempe in the past year? * Question changed in 2008 from: How many times have you ridden on a bus in Tempe in the past year? *2006 data weighted*



Residents most likely to have ridden the bus 20 or more times in the past year continue to be single (24%), those under the age of 35 (31%), residents with a high school education (24%) and those with an annual income under \$40,000 per year (26%). In previous years, males were more likely than females to report riding the bus; however, this year almost as many women report riding the bus as men (38% and 40%, respectively). Residents living within the zip code 85284 are most likely to report they have not ridden a bus in Tempe in the past year (87% vs. 67% for 85283, 56% for 85282, and 41% for 85281).

**Table 2b: Frequency of Riding Bus in Tempe-2008
Demographic Breakdown**

	Gender		Age			Income	
	Male (n=211)	Female (n=213)	18-34 (n=123)	35-54 (n=139)	55+ (n=138)	<\$40K (n=132)	\$40K+ (n=237)
1 – 5 times	14%	14%	16%	12%	13%	8%	15%
6 – 10 times	5%	5%	9%	4%	2%	8%	3%
11 – 20 times	5%	3%	7%	4%	2%	6%	4%
20+ times	16%	16%	31%	13%	5%	26%	11%
NET RODE	40%	38%	63%	33%	22%	48%	33%
None	60%	62%	37%	67%	78%	52%	67%

*Q4: How many times have you ridden a city bus (including Orbit, Flash and local bus) in Tempe in the past year? * Question changed in 2008 from: How many times have you ridden on a bus in Tempe in the past year?*

Bold denotes statistical significance at the 95% level.

*2006 data weighted



B. Length of Use of Transit System

It appears that the increase in overall ridership is primarily due to a dramatic increase in the number of new riders in Tempe. There has been a significant increase in the percentage of residents who report using the system for less than one year (31%, increasing 14 percentage points from 17% reported in 2006). The percentage of riders who have been riding the bus for two or more years has remained steady, making up just over half of all bus riders (52% currently). In comparison, the proportion of those who have been using the bus for one to two years is significantly lower than the figures reported in 2006 (13% vs. 27%). The findings this year more closely reflect the findings from 2001 through 2004, where there are a higher percentage of new riders compared to those reporting they have ridden the bus for one to two years.

Table 3: Length of Use of Transit System
(Among those who have ridden in the past year)

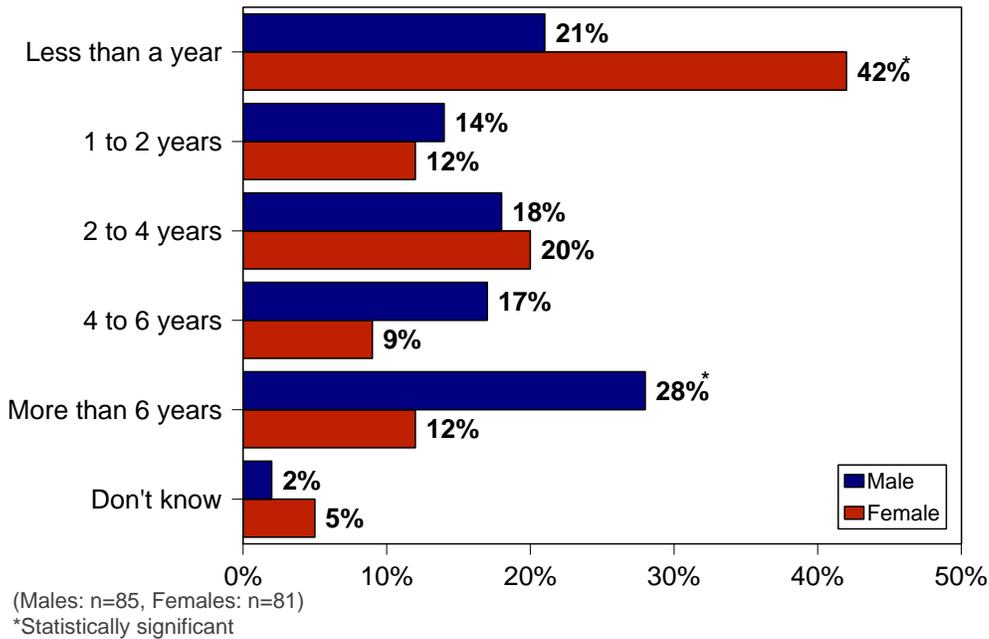
Time Riding	2008 (n=166)	2006* (n=119)	2004 (n=148)	2003 (n=146)	2001 (n=115)
Less than a year	31%	17%	23%	30%	50%
1 – 2 years	13%	27%	17%	13%	17%
2 – 4 years	19%	20%	55%*	49%*	29%*
4 - 6 years	13%	13%	-	-	-
6 years +	20%	21%	-	-	-
Don't know	4%	4%	5%	8%	4%

Q7: How long have you been using the transit system in Tempe?

*2006 data weighted, prior to 2006 this question only specified more than 2 years.

The influx of new riders seems to be attributed to more female riders; women are significantly more likely than men to report they have been using the bus for less than a year (42% vs. 21%). Men are more likely to indicate they have been riding the bus in Tempe for more than six years.

Length of Transit Usage by Gender



C. Reasons for Riding the Bus

This year it appears more riders are taking the bus out of choice and not because they “have to.” **The main reasons residents choose to take the bus are to save money (17%), up significantly from previous years, and for convenience (15%).**

Approximately one in five riders (21%), indicate they take the bus because they do not have another alternative, with “don’t have a car” as a top reason, but the percentage of riders reporting to be transit dependent is down significantly (16% compared to 29% in 2006). Other reasons include not having a vehicle available due to car problems or scheduling issues (2%), not having a driver’s license (2%) or not being able to drive because of health problems (1%).

New reasons mentioned this year include riders reporting they are riding the bus because it is free and/or their school or work is paying for it (4%) and they are just wanting to try it out (3%).

Table 4: Reasons Ride the Bus
(Among those who have ridden in the past year)

Responses	2008 (n=166)	2006* (n=119)	2004 (n=148)	2003 (n=146)	2001 (n=115)
Saves money	17%	8%	9%	6%	3%
Don’t have car	16%	29%	36%	30%	37%
Convenient	15%	14%	26%	20%	44%
Get to/from school	7%	5%	-	-	-
Get around (general)	7%	3%	-	-	-
Get to/from work	5%	6%	-	-	-
Get to/from recreation	4%	2%	-	-	-
It’s free; paid for by work/school	4%	-	-	-	-
To avoid parking	3%	4%	7%	6%	-
Just to try it out	3%	-	-	-	-
Vehicle not available/having car problems	2%	9%	5%	8%	-
Protects environment	2%	3%	3%	1%	7%
Don’t have license	2%	1%	1%	2%	4%
Dislike driving/take a break	2%	1%	-	-	-
Health problems/handicapped	1%	-	-	-	-
Not driving	-	3%	-	-	-
Other (includes responses <1% of consensus)	6%	8%	3%	6%	5%
Don’t know	4%	1%	1%	-	-

Q8: What is the main reason you ride the bus?

*2006 data weighted



D. Travel Patterns

1. Travel Destination

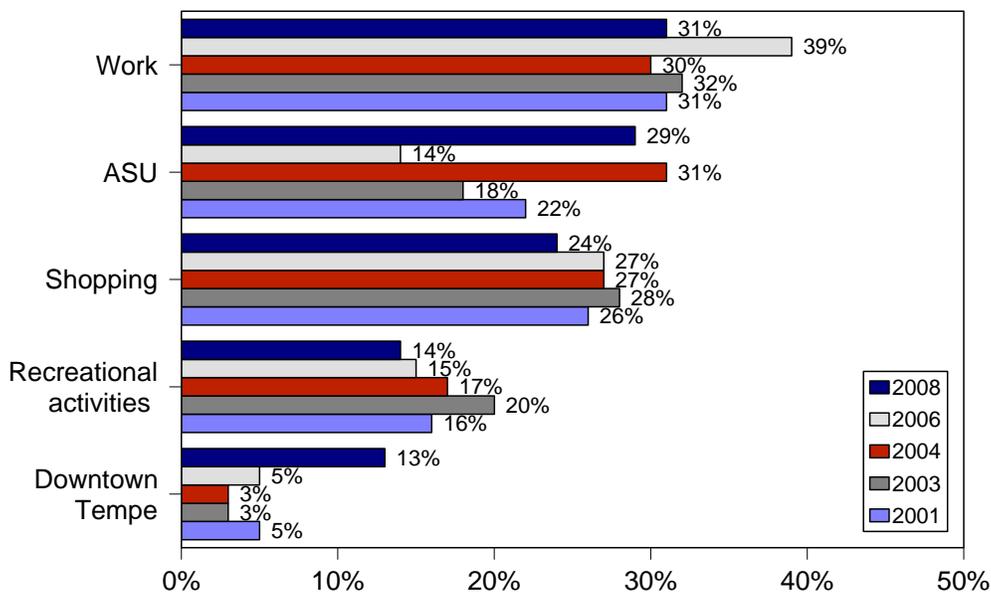
Work continues to be a top destination for riders. Although dropping to 31% from 39% that was reported in 2006, it is similar to percentages found in previous years. Those most likely to cite work as a destination are those with a household income below \$40,000 (43% compared to 20% for those with a higher HH income) and those who are not married (38% compared to 23% for those married).

This year there was a significant increase in the number of riders reporting ASU as a destination (29% compared to a previous low of 14% in 2006). The percentages found this year more closely reflect percentages found in previous studies.

Approximately one in four riders (24%) cite shopping as their destination, most likely to be mentioned by single riders (38% compared to 23% for those married). In addition, 14% of riders mention taking the bus to go to recreational activities.

Significantly more riders also mention “Downtown Tempe” as a destination this year (13% compared to an average of 4% in previous years). Those most likely to take the bus to downtown Tempe are college graduates (20%), married (20%), and those having a household income between \$40K and \$80K (25%).

Top Five Bus Rider Destinations (Among Bus Riders)



2008: n=166



Table 5: Bus Trip Destinations
(Among bus riders)

Responses	2008 (n=166)	2006* (n=119)	2004 (n=148)	2003 (n=146)	2001 (n=115)
Work	31%	39%	30%	32%	31%
ASU	29%	14%	31%	18%	22%
Shopping	24%	27%	27%	28%	26%
Recreational act.	14%	15%	17%	20%	16%
Downtown Tempe	13%	5%	3%	3%	5%
Errands	7%	14%	11%	5%	5%
Library	7%	2%	-	2%	-
Downtown (gen.)	6%	4%	-	5%	-
Dr. appointments	5%	10%	6%	6%	4%
Visit friends/family	5%	6%	6%	11%	9%
Phoenix/ DT Phoenix	5%	-	-	-	-
High School	3%	-	-	-	-
Airport	2%	6%	3%	3%	-
Elementary School	2%				
Home	2%	4%	-	1%	1%
Community college	2%	2%	4%	6%	4%
Where need to go – “around” Tempe	2%	2%	-	1%	5%
Scottsdale	2%	1%	-	-	-
Around the neighborhood	2%	-	-	-	-
School unspecified	2%	-	-	-	-
Court/Jury Duty	-	1%	3%	3%	-
Other	3%	5%	4%	-	-

Q9: Where do you go when you ride the bus?

*2006 data weighted

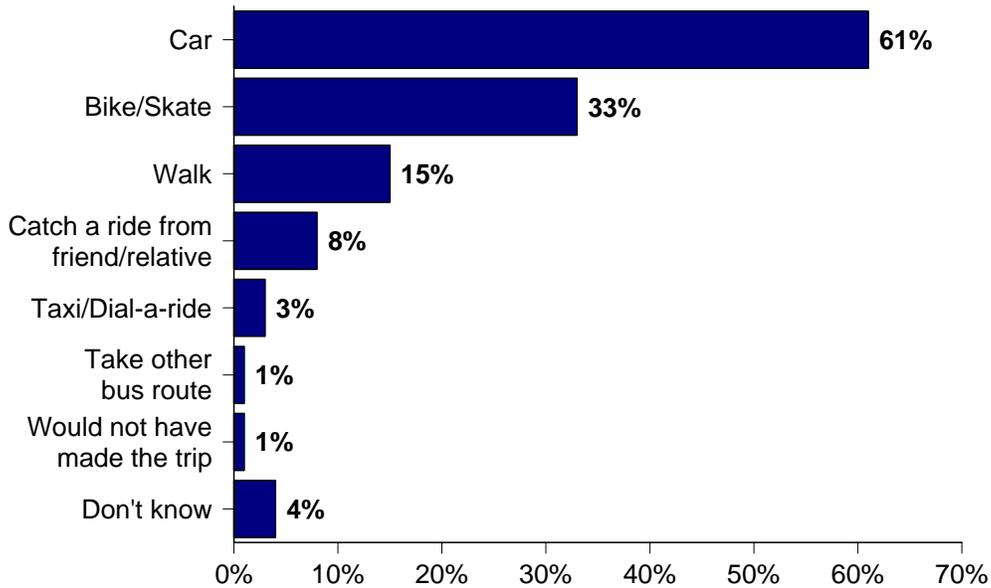
E. Alternate Mode of Travel

Clearly transit usage is helping to keep cars off the streets of Tempe with more than three in five bus riders (61%) indicating they would use their car to get around if the bus did not exist. Riders also mention they would bike or skate if the bus was unavailable (33%). Fifteen percent (15%) of riders mention walking, rounding out the top three mentions for transportation alternative to riding the bus.

Older riders (55+) are significantly more likely than young riders (18-34) to report using a car as their transportation alternative (77% vs. 53%), whereas young riders are more likely than older riders to indicate they would bike/skate or walk (44% and 24% vs. 10% and 3%).

Alternate Mode of Travel

If bus service did not exist what mode of travel would you use to make these trips?



Bus riders: n=166

F. Satisfaction with Bus Service

1. Satisfaction Ratings

Bus riders were asked to rate their level of satisfaction with seven different aspects of riding the bus. Riders rated the categories by using four-point nominal scales (“very satisfied,” “somewhat satisfied,” “not very satisfied,” and “not at all satisfied”). **This year, the percentage of riders giving high ratings on all attributes were up in comparison to 2006, returning to levels just slightly lower than percentages reported in 2004.**

Comfort and safety on the bus received the highest satisfaction ratings from Tempe bus riders (93% and 92% respectively), and ease of using the bus rounded out the top three at 90%. While safety and ease of using the bus were also top mentions in 2006, satisfaction with comfort on the bus significantly increased from 2006 to 2008 (76% up to 93%).

Although reliability and route frequency continue to receive the lowest satisfaction ratings among Tempe bus riders (76% and 78% respectively), satisfaction levels on both measures were up by seven percentage points compared to 2006.

Table 6: 2008 Satisfaction with Bus Service
(Among bus riders)

Attribute	2008 (n=166)			2006 Net Satisfied* (n=119)	2004 Net Satisfied (n=146)
	Net Satisfied*	Very Satisfied	Somewhat Satisfied		
Comfort on the bus	93%	45%	49%	76%	95%
Safety on the bus	92%	58%	34%	80%	92%
Ease of using the bus	90%	55%	34%	82%	93%
Cleanliness of the bus	89%	50%	39%	83%	93%
Driver courtesy and professionalism	89%	55%	34%	79%	94%
Route frequency	78%	39%	39%	71%	78%
Reliability/on-time performance of buses	76%	34%	42%	69%	80%

*Q11: In general how satisfied are you with...**Includes Very Satisfied + Satisfied Ratings.
*2006 data weighted

G. Advice for Potential Riders

When riders were asked what they would tell someone who was considering using the bus in Tempe, the majority gave positive advice. **More than one half of riders (54%) indicate they would tell potential riders to “give it a try,” which is consistent with past years. One in six riders would tell others that it saves gas money because it is cheaper than driving; this reason is mentioned more this year than in the past (16% vs. 7% in 2006).** Other positive advice offered by riders includes: the bus provides good service (8%), is convenient (6%), and is



good for the environment (4%). Other riders gave practical advice such as being sure to check the route schedule ahead of time (10%) and leave enough time / be flexible (4%).

Table 7: Advice for New Riders
(Among those who have ridden in the past year)

Responses	2008 (n=166)	2006* (n=119)	2004 (n=148)	2003 (n=146)	2001 (n=115)
Positive					
Give it a try	54%	42%	53%	36%	28%
Saves gas money, cheaper than driving	16%	7%	-	-	-
Bus provides good service	8%	8%	8%	14%	2%
Convenient	6%	-	-	-	-
Good for environment	4%	6%	1%	6%	14%
Can get free bus pass	3%	-	-	-	-
Less stress	2%	3%	2%	1%	4%
Easy to use	2%	3%	-	-	-
Practical/Neutral					
Check route and make a schedule	10%	7%	14%	10%	6%
Depends on the situation	5%	2%	3%	1%	24%
Leave enough time	4%	4%	5%	1%	6%
Use bus if have flexible timing	4%	3%	1%	2%	-
Direct them to website	2%	-	-	-	-
Prepare for heat/bring water	2%	2%	-	-	-
Have patience	1%	2%	-	-	-
I wouldn't have to give them a ride	1%	-	-	-	-
Bring something to do on bus	1%	-	-	-	-
Negative					
Find other option/last resort	5%	4%	-	-	-
Be early/buses aren't on time	4%	-	-	-	-
If you don't have specific time schedule	4%	3%	-	-	-
Takes too long/bus is always late	2%	3%	1%	3%	-
If have own car use it, if not ride bus	2%	2%	3%	7%	-
Not safe (bus/bus stops/people)	1%	3%	-	-	-
Not efficient/doesn't run late enough	1%	-	-	-	-
Other	7%	8%	2%	10%	5%
Don't know/not sure	3%	7%	6%	14%	4%

Q12: If someone asked you whether or not they should start riding the bus, what advice would you give them? *2006 data weighted

Some of the comments could be construed as negative in nature, primarily recommending that potential riders look for other options and use the bus as a last resort (5%). Other criticisms include comments about the timing of the buses, indicating that riders should be early and ride when they do not have to be somewhere at a specific time (4%) and that the bus takes too long (2%).

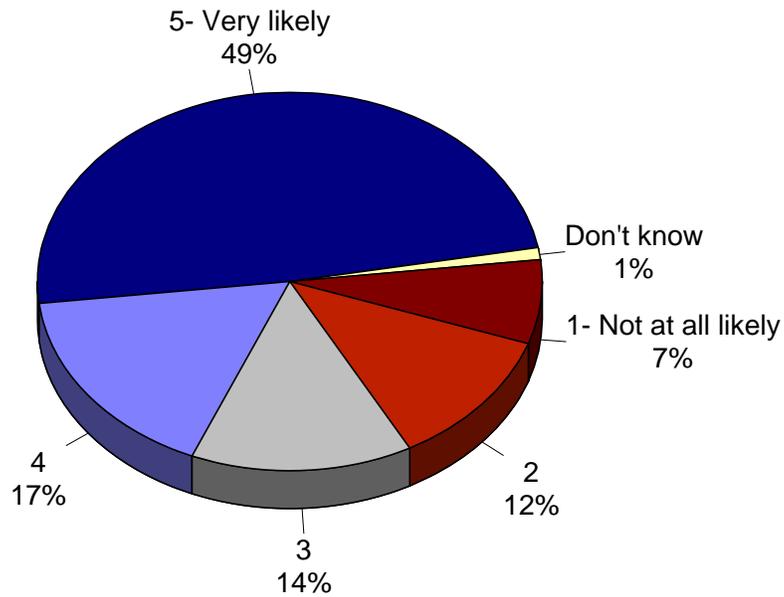


H. Likelihood to Ride Bus One Year from Now

Approximately two in three riders indicate they would likely be riding the bus one year from now (66% give a “4” or “5” rating). Riders over the age of 35 are most likely to report they are “very likely” to be riding the bus one year from now, as are those with a college degree (58% and 54%, respectively).

Likelihood to Ride Bus

How likely are you to ride the bus one year from now?



n=166

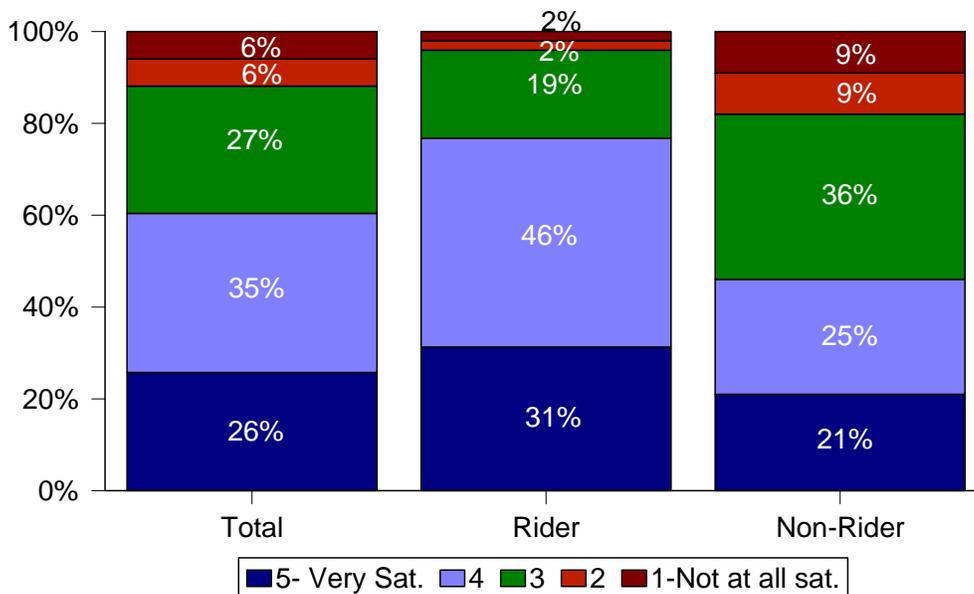
III. Overall Satisfaction and Improvement of Tempe’s Transit System

A. Overall Satisfaction with Tempe Bus Service

More than three in five residents indicate they are satisfied with the bus service in Tempe (61% give a “4” or “5” rating). Not surprisingly, satisfaction among bus riders is significantly higher compared to non-riders. More than three in four current bus riders (77%) report they are satisfied with the service and 46% of non-riders indicate they are satisfied. It is not surprising to see the high percentage of “3” responses from non-riders; this is a common result when individuals are not highly familiar with a product or service – they give a “neutral” or mid-scale response. Approximately one in five residents (21%) declined to offer an opinion on their satisfaction with the bus service; the majority of these residents are non-riders.

Overall Satisfaction with Bus Service

How satisfied are you with the bus service in Tempe?
(Among those with an opinion)



Total: n=333, Rider: n=163, Non-Rider: n=170

In addition to differences between bus riders and non-riders, there are also differences that exist among other demographic groups.

Satisfaction ratings are highest among:

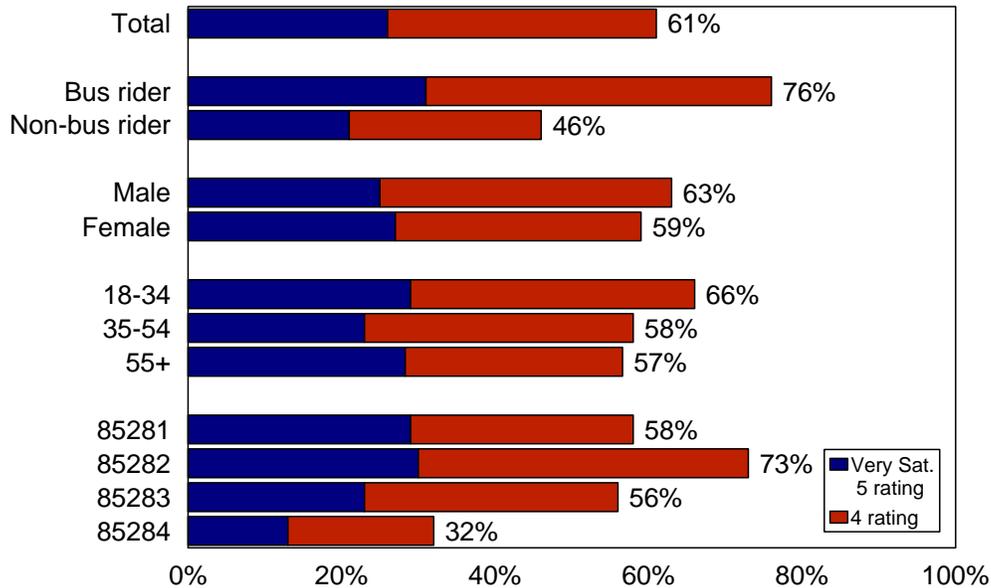
- Younger residents (66% for those under the age of 35)
- Residents with a HH income below \$40K (66%)
- Single residents (67%)
- Residents who have lived in Tempe for less than 5 years (70%)
- Residents living within the zip code 85282 (73%)



Overall Satisfaction with Bus Service

Top Two (4+5) Ratings

(Among those with an opinion)



n=333

After residents were asked how satisfied they were with the quality of bus service in Tempe, they were asked to explain the reason for their rating. These results are shown in Table 8.

Residents satisfied with the bus system (rating it a “4” or “5”), mention frequent, reliable service (19%) and having good routes (17%) as the foremost reasons for their satisfaction level. In addition, approximately one in ten residents mention that they are satisfied with the bus because it saves them money (10%) and is convenient (9%). Although some residents indicated they are satisfied with the bus system, they still expressed that the buses are not always on time (7%), and that there needs to be more routes (7%) and extended hours (5%).

Residents mention needing more routes (18%) and more frequent buses with extended hours (14%) as the two main reasons they gave the Tempe bus service low satisfaction ratings (rating it a “1”, “2”, or “3”). They also mention that the buses are not on time (8%) and that the bus stops are too far away from them (6%).

Table 8: Reason for Satisfaction Level
(Among those with an opinion)

Responses	Total (n=333)	Satisfaction Level	
		4,5 (n=202)	1,2,3 (n=131)
Positive			
Satisfied, good bus service	24%	34%	10%
Frequent, available, reliable	12%	19%	2%
Good routes, convenient routes	12%	17%	3%
Saves money, cheap	8%	10%	3%
Convenient (general)	6%	9%	2%
Buses are clean	4%	5%	2%
Drivers are friendly, helpful	2%	2%	3%
Easy to use	1%	2%	-
Neutral			
Don't use it, never used it	13%	5%	26%
Always room for improvement	3%	4%	-
Negative/Suggestions			
Need better routes, more routes, better connections, doesn't go where I need to	12%	7%	18%
More frequent buses, more hours	9%	5%	14%
Buses are not on time	7%	7%	8%
Bus stop is too far away from me	3%	-	6%
Drivers are rude, unprofessional	2%	2%	2%
Need more bus pull outs	2%	-	3%
Buses take too long, too slow	2%	1%	4%
Don't like the people that ride bus	2%	-	3%
Buses are too crowded, Orbit is crowded	1%	1%	2%
Waste of money, no one uses it	1%	-	2%
Drivers need better driving skills	1%	-	2%
Other (includes responses <1% of consensus)	10%	11%	13%
Don't know	5%	4%	5%

Q14a: Please explain your rating.

B. Priority of Possible Improvements to Tempe’s Transit System

Residents were read a list of possible transit improvements for the City of Tempe and then asked to rate how high of a priority each improvement should be for the city on a one to five scale, with a “5” indicating it is a very high priority and a “1” indicating it is a very low priority. **Residents are most likely to indicate that providing more shade at bus stops should be the top priority for the city (77%), followed by increasing the number of Orbit routes (60%) and adding more bus pullouts (59%).**

Priority of Transit Improvements

Top Two (4+5) Ratings

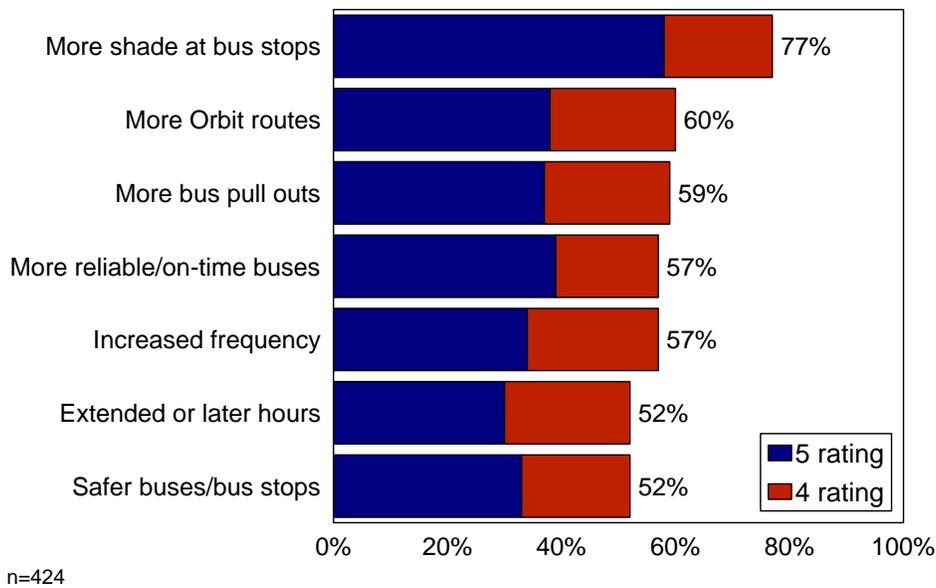


Table 9a: Priority of Possible Transit Improvements

Attribute	2008 Top Two (4+5) rating	Very High Priority			Very Low Priority		Don't Know
		5	4	3	2	1	
More shade at bus stops	77%	58%	19%	12%	4%	5%	2%
More neighborhood circulator/Orbit routes	60%	38%	22%	16%	8%	8%	8%
More bus pull outs	59%	37%	22%	20%	7%	8%	6%
More reliable and on-time buses	57%	39%	18%	20%	8%	6%	9%
Increased frequency of buses	57%	34%	23%	24%	7%	5%	7%
Extended or later hours	52%	30%	22%	25%	8%	8%	7%
Safer buses and bus stops	52%	33%	19%	20%	13%	10%	5%

Q15-21: Now I'm going to read you a list of possible transit improvements. Please indicate how high of a priority each improvement should be for the City of Tempe.



As shown in Table 9b, women are more likely than men to indicate that providing more shade at bus stops should be a high priority for the city (87% vs. 67%), as well as improving the reliability of buses (64% vs. 50%), and improving the safety of buses and bus stops (63% vs. 41%). Younger residents are more likely to believe the frequency and reliability of the buses should be a high priority for the city, whereas residents 35 years or older are more likely to indicate the city should place a high priority on having enough bus pull outs.

Table 9b: Priority of Possible Transit Improvements-Top Two Ratings Demographic Breakdown

	Top Two 2008 (n=424)	Gender		Age		
		Male (n=211)	Female (n=213)	18-34 (n=123)	35-54 (n=139)	55+ (n=138)
More shade at bus stops	77%	67%	87%	81%	78%	76%
More neighborhood circulator/Orbit routes	60%	57%	63%	65%	60%	59%
More bus pull outs	59%	56%	62%	45%	60%	72%
More reliable and on-time buses	57%	50%	64%	66%	57%	53%
Increased frequency of buses	57%	54%	61%	68%	58%	50%
Extended or later hours	52%	48%	55%	54%	54%	47%
Safer buses and bus stops	52%	41%	63%	57%	51%	53%

Bold denotes statistical significance at the 95% confidence level.

Residents were then asked if there were any additional transit improvements they felt the City of Tempe should consider. Among the 101 residents responding, extending the light rail system was the top mention (15%). Residents also mention the importance of expanding the bus system by providing more routes (10%) and providing extended hours (7%).

Table 10: Additional Important Transit Improvements
(Among those with an opinion)

Responses	2008 (n=101)
Extend the light rail	15%
Increased bus routes/better routes	10%
Increase frequency/extend hours	7%
Air conditioning on bus/comfortable temperature	6%
More shade at bus stops/need to be sheltered/add a mister	6%
Security in the bus/make buses safer	6%
Reduce cost/should be free	5%
Make schedules easier to read/understand	5%
Improve cleanliness of the bus/bus stops	5%
Hold more bikes/accessible for bikes	4%
Need more pull outs/more space for bus to pick up passengers	4%
Add connection with the light rail	3%
Bus stops need better lighting	3%
Increased public awareness on benefits of public transit	3%
Good parking for the light rail	2%
Get rid of it/not used enough	2%
Need more bike paths/better bike paths	2%
More courteous/professional drivers	2%
Add more park and rides	2%
Add more alternative forms of transit/smart cars/hybrid buses	2%
Other	10%
Don't know	6%

Q22: Are there any transit improvements that you feel are important but were not included in the list I just read? If YES: What are those improvements?

IV. Potential Use of Tempe’s Transit System##

A. Reasons for Not Riding the Bus

When non-riders were asked why they do not ride the bus, approximately four in nine (45%) indicate they simply prefer their car. Non-riders under the age of 35 are the most likely to cite a preference for their car as the reason they do not ride the bus (62%).

Approximately half of the remaining reasons were related to convenience issues: the bus does not go where they need to go (14%), it takes too long (10%), bus stops are too far away (7%), schedules are inconvenient (4%), and buses are not frequent enough (4%). An additional 12% of riders maintain that buses are just inconvenient in general.

Other non-riders indicate they do not ride the bus because they do not have a need for it. Residents claim they do not have anywhere to go (8%), they do not go far distances (6%), and they simply do not need it (6%).

Table 11: Reasons for Not Riding Bus
(Among those who have not ridden a bus in the past year)

Reasons	2008 (n=258)
Prefer car	45%
Doesn't go where they need to go	14%
Need car for business	13%
Inconvenient (general)	12%
Takes too long	10%
Don't have anywhere to go	8%
Bus stop far away	7%
Don't need to, don't have the need to use	6%
Don't have to go far distances	6%
Don't know how to use bus	5%
Inconvenient bus schedule times	4%
Not frequent enough	4%
Health/disability	4%
Too hot/cold/rainy	3%
Carpooling	3%
Bike	2%
Don't like people on bus	1%
Other	9%
Don't know	4%

Q5: People tell us different reasons why they do not ride the bus. What are some of the reasons why you currently do not ride the bus? What other reasons?



B. Effectiveness of Persuasive Arguments

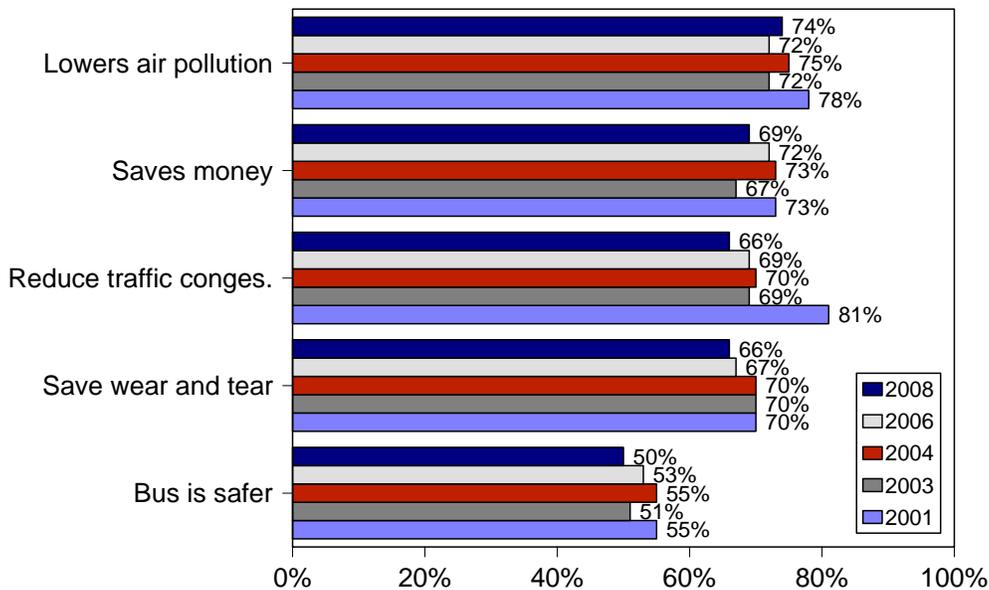
1. Agreement with Aided Arguments

Residents were asked to rate the effectiveness of five arguments for motivating public transit usage. Ratings were completed on a four-point nominal scale (“very effective,” “somewhat effective,” “not very effective,” and “not at all effective”).

Overall, the majority of non-riders say all of the arguments presented were at least somewhat effective, but “lowers air pollution” and “saves money” were the two most persuasive reasons to convince them to use public transit (74% and 69% finding those statements to be at least somewhat effective, respectively). Since 2004, these arguments have continued to be the top two arguments residents most identify with. Safety of the bus continues to be the least persuasive argument for residents.

Persuasive Arguments

Very + Somewhat Effective



Younger residents are the most likely to indicate that riding the bus saves money is an effective message to encourage transit usage (82% versus 62% of those older than 55), as are single residents (78% vs. 63% of those married).

Table 12: Effectiveness of Reasons to Persuade Transit Usage
(Among those who have not ridden a bus in the past year)

	2008 (n=258)	2006* (n=289)	2004 (n=257)	2003 (n=255)	2001 (n=289)	2008 Age		
						18-34 (n=45)	35-54 (n=93)	55+ (n=107)
Lower air pollution								
Effective**	74%	72%	75%	72%	78%	80%	78%	70%
Not effective***	24%	23%	23%	25%	17%	20%	20%	26%
Save money on gas and insurance								
Effective	69%	72%	73%	67%	73%	82%	70%	62%
Not effective	31%	24%	25%	29%	23%	16%	29%	38%
Less traffic congest.								
Effective	66%	69%	70%	69%	81%	67%	72%	63%
Not effective	33%	28%	27%	28%	16%	31%	27%	37%
Save wear/tear								
Effective	66%	67%	70%	70%	70%	62%	72%	65%
Not effective	33%	29%	28%	25%	27%	36%	27%	35%
Bus is safer								
Effective	50%	53%	55%	51%	55%	47%	50%	52%
Not effective	46%	40%	40%	42%	37%	51%	45%	44%

Q6: For each of the following benefits to riding the bus, please indicate how effective it would be in persuading you to ride the bus instead of using your current mode of transportation. Would it be very effective, somewhat effective, not very effective, or not at all effective?

* 2006 data weighted

** Very + Somewhat effective *** Not very + Not at all effective



V. Tempe In Motion (TIM)

A. Awareness of Tempe in Motion

Awareness of Tempe in Motion (TIM) among residents was measured at 48% this year, up significantly from 38% reported in 2006. This is the second highest awareness level ever reported; the highest level was reported in 2004 (51%).

Those most likely to be aware of TIM are residents under the age of 55 (57% vs. 30% for those 55+) and current bus riders (64% vs. 37% for non-riders). In addition, three in four residents aware of TIM (74%) were able to correctly identify the meaning of “TIM” as Tempe in Motion (compared to 69% in 2006, and 67% in 2004).

Table 13: Awareness of TIM

	2008 (n=424)	2006* (n=407)	2004 (n=405)	2003 (n=415)	2001 (n=404)
Total Awareness (Unaided + Aided)	48%	38%	51%	39%	38%
Unaided Awareness	27%	18%	22%	8%	12%
Aided Awareness	21%	21%	29%	31%	26%
Meaning of TIM	(n=202)	(n=155)	(n=205)	(n=152)	(n=154)
“Tempe in Motion”	74%	67%	72%	57%	55%
Other	6%	6%	2%	1%	9%
Don’t know	20%	28%	27%	43%	36%

Q23/24: What is the name of Tempe’s transit/bicycle/pedestrian program? Have you ever heard of TIM? IF YES: To the best of your knowledge, what does TIM mean or stand for?

*2006 data weighted

#



B. Source of Awareness

Residents who are aware of TIM are most likely to indicate they became aware through signs on the buses and street banners (both mentioned by 20%), similar to previous years' findings (20% and 19% mentioned in 2006). Other top sources include television (10% down from 19% in 2006) and print ads (7% down from 15% in 2006). Although television and print ad percentages both declined this year, these four sources have consistently remained as the top sources. Women are more likely than men to mention street banners (27% vs. 12%).

Table 14: Source of TIM Awareness
(Among those aware of TIM)

Responses	2008 (n=202)	2006* (n=155)	2004 (n=205)	2003 (n=152)	2001 (n=154)
Signs on the buses	20%	20%	12%	16%	18%
Street banner	20%	19%	28%	24%	21%
TV	10%	19%	16%	10%	23%
Print ads	7%	15%	12%	16%	19%
Word of mouth	4%	3%	3%	4%	3%
Signs (general)	4%	1%	1%	3%	-
Flyers	4%	-	-	-	-
Internet	3%	4%	2%	1%	2%
School/ASU	3%	2%	-	-	-
Direct mail	2%	4%	5%	9%	6%
Bill inserts	2%	3%	2%	4%	2%
Driving around	2%	2%	-	-	-
At work	1%	3%	-	-	3%
Bus stop	1%	-	-	-	-
Radio	-	3%	1%	1%	7%
Library	-	3%	3%	3%	-
Bus book	-	1%	1%	2%	-
Other **	2%	8%	3%	3%	4%
Don't know	14%	14%	20%	16%	13%

Q25: How did you hear about it? (Among those aware)

*2006 data weighted

** Other indicates a less than 1% consensus

#

C. TIM Advertising

1. Awareness and Source of Advertising

Those aware of TIM were asked if they had seen or heard any advertising for the program. Again, as found in previous studies, more than half (59%) remembered seeing ads, consistent with the percentage reported in 2006 (58%).

When asked where they had seen the advertising, residents aware of the advertising were most likely to cite television (53%), followed by street banners (15%), newspaper or print ads (7%), and bill inserts (7%).

Table 15: Source of TIM Advertising Awareness
(Among those aware of TIM advertising)

	2008 (n=202)	2006* (n=155)	2004 (n=205)	2003 (n=152)	2001 (n=154)
Aware of TIM advertising	59%	58%	54%	51%	60%
Source of Advertising	(n=120)	(n=89)	(n=110)	(n=78)	(n=93)
TV	53%	56%	50%	26%	48%
Street banner	15%	16%	26%	26%	15%
Newspaper/Print ads	7%	19%	-	3%	-
Bill insert	7%	-	-	-	-
Direct mail	4%	2%	3%	6%	10%
Signs on buses	8%	8%	8%	17%	-
Light poles	2%	-	-	-	-
Flyers	2%	-	-	-	-
Bus stop	3%	2%	-	-	-
Bus book	2%	-	-	-	-
Cinema/movie slides	2%	-	-	-	-
School	2%	-	-	-	-
Radio	2%	-	-	-	-
Billboards	2%	-	-	-	-
Library	2%	-	-	-	-
Online	4%	-	-	-	-
Other	5%	5%	4%	3%	8%
Don't know	4%	13%	4%	12%	6%

Q26-26a: Do you remember hearing or seeing any advertisements for TIM? Where did you see the advertising for TIM?

*2006 data weighted

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2. Advertising Message

For those aware of TIM advertising, approximately one in five residents (18%) recall the general name “TIM” from the advertising. Others mention hearing a message that promoted a specific benefit of riding the bus- encouragement to take the bus or an alternative mode of transportation (7% and 10%), along with being easy to use (3%) and saving money (2%).

In addition, specific themes and tag lines were remembered from the ads - ads with a former rock star (8%), the tagline “live, work, play” (2%), and the slogan relating to aisles and windows for everyone (2%).

Table 16: TIM Advertising Message
(Among those aware of TIM advertising)

Responses	2008 (n=120)	2006* (n=89)	2004 (n=110)	2003 (n=78)	2001 (n=93)
“TIM” – Tempe in Motion	18%	8%	-	21%	12%
Promotion of using alternate modes	10%	4%	6%	9%	11%
The former rock star/band member	8%	-	-	-	-
Encourage people to take the bus	7%	6%	-	5%	13%
Riding the bus/bike is easy	3%	4%	10%	-	-
Riding bus saves you money	2%	8%	7%	-	-
Route information	2%	-	-	-	-
Remember logo	2%	3%	2%	-	-
Ad about Orbit service	2%	-	-	-	-
“Live, work, play”	2%	-	-	-	-
Aisles and windows for everyone slogan	2%	-	-	-	-
Riding the bus/bike good for environment	-	7%	15%	-	-
Saves time/fast	-	4%	-	-	-
Riding bus saves gas	-	4%	-	-	-
“Leave the driving to us”	-	2%	-	-	-
Cut down on traffic	-	3%	-	-	-
Riding the bus is convenient	-	2%	-	-	-
Other**	14%	19%	7%	5%	8%
Don't know	42%	44%	59%	47%	47%

Q26b: What messages do you recall?

*2006 data weighted

** Other indicates less than 1% consensus

3. *Advertising Effect on Perception of Tempe Bus System*

Four in seven residents aware of TIM advertising (57%) indicate that it had a positive effect on their perceptions of the bus system in Tempe, the highest percentage ever reported.

Although not statistically significant, females were more likely than males to indicate the advertisements made them feel more positively about the Tempe bus system (63% vs. 50%).

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Table 17: Advertising Affect on Perception
(Among those Aware of TIM advertising)

	2008 (n=120)	2006* (n=89)	2004 (n=110)	2003 (n=78)	2001 (n=93)
Make you think more positively about the bus system in Tempe	57%	52%	53%	44%	54%
Have no effect on your perceptions	42%	43%	44%	46%	45%
Make you think negatively about the bus system in Tempe	1%	4%	-	-	-
Don't know	--	1%	4%	10%	1%

Q26c: How did the advertising affect your perception of the transportation system in Tempe?

* Question changed in 2008 from “bus system” to “transportation”.

*2006 data weighted

VI. Tempe Neighborhood Circulator and Metro Light Rail

#

A. Tempe Neighborhood Circulator Bus Program

More than half of Tempe residents (54%) report being aware of the city’s neighborhood circulator bus program, more than twice the number of residents who reported being aware of the circulator program in 2006 (25%). Current bus riders (73%) and those with an 85281 or 85282 zip code (72% and 64%, respectively) are the most likely to report familiarity. Among those aware of the neighborhood circulator, 82% were able to correctly identify the name of the bus as “Orbit”.

Table 18: Tempe Neighborhood Circulator Bus

	2008 (n=424)	2006* (n=407)
Aware of TNCB	54%	25%
Name of TNCB (n=227)		n/a
Orbit	82%	n/a
Flash	3%	n/a
Other	2%	n/a
Don’t know	13%	n/a

*Q.27-27a: Are you aware of Tempe’s free Neighborhood Circulator program service? If YES: What is the name of Tempe’s free Neighborhood Circulator system? *2006 data weighted*



B. Metro Light Rail Transit System

Almost every resident indicated they are aware of the Metro light rail transit system (98%), and approximately three in five residents reported they are likely to use the transit system when it opens (59% for “very” + “somewhat” likely).

Residents most likely to use the Metro light rail are:

- Bus riders (68%)
- Residents between the ages of 35-54 (66%)
- College graduates (64%)
- Those with a household income above \$80K (70%)

Table 19: Metro Light Rail Transit System

	2008 (n=424)
Aware of Metro Light Rail	98%
Likelihood to USE	59%
Very likely	30%
Somewhat likely	29%
Not very likely	22%
Not at all likely	18%
Don't know	1%

Q28: Are you aware of the Metro Light Rail Transit System, which is scheduled to open in December?

Q29: How likely do you think you will be to use the Metro Light Rail Transit System when it opens?

VII. Tempe Bicycling and Walking

A. Bicycle Usage

The percentage of residents surveyed who report having access to a bicycle increased slightly this year to 56% from 53% in 2006 and mirrors percentages reported in previous years. Among those who have a bike, the frequency of use is at the highest reported level, with five in seven riders (71%) stating they ride their bike at least once a month (compared to 66% in 2006, 64% in 2004, 61% in 2003 and 65% in 2001). As in previous years, approximately one-fourth of the bike riders say they ride their bikes at least ten times each month (23%).

Those most likely to report they ride their bike frequently (10+ times or more a month) are:

- Men (28% vs. 15% for women)
- Current bus riders (32% vs. 15% for non-current bus riders)
- Single residents (30% vs. 18% for those married)
- Residents living in zip code 85281 (48% vs. 18% living in other zip codes)

Table 20a: Access to and Frequency of Bike Use

	2008 (n=424)	2006* (n=407)	2004 (n=405)	2003 (n=415)	2001 (n=404)
Have access to bike	56%	53%	57%	56%	58%
Frequency					
Never/occasionally	29%	32%	32%	36%	33%
Once or twice	19%	19%	21%	18%	13%
Three to five times	19%	14%	12%	14%	17%
Six to ten times	10%	8%	6%	8%	8%
10+ times	23%	25%	25%	21%	27%
Don't know/not sure	--	2%	3%	3%	2%

Q30-31: Do you have access to a bicycle that you can ride when you want to? How many times in a month do you ride your bike? (Among those who have a bike to ride.)

* 2006 data weighted

As mentioned above, men ride their bike more frequently than women and they are also more likely to have access to a bicycle (66% vs. 47%). Bicycle usage is highest among young riders (18-34 years old) with 77% reporting they ride their bike at least once a month. Not surprisingly, bicycle usage declines as residents become older (44% of residents over the age of 55 with access to a bike claim they never use it or ride it occasionally, compared to 25% of younger bike riders reporting they do not use their bike).

Table 20b: Access to and Frequency of Bike Use

	2008 (n=424)	Gender		Age		
		Male (n=139)	Female (n=100)	18-34 (n=79)	35-54 (n=96)	55+ (n=55)
Have access to bike	56%	66%	47%	64%	69%	40%
Frequency						
Never/occasionally	29%	28%	32%	23%	27%	44%
Once or twice	19%	17%	21%	16%	21%	18%
Three to five times	19%	17%	21%	23%	22%	7%
Six to ten times	10%	10%	11%	13%	8%	9%
10+ times	23%	28%	15%	25%	22%	22%

Bold denotes statistical significance at the 95% confidence level.

* 2006 data weighted

Those who have a bike, but only ride it occasionally were asked why this was the case (n=70). **As was reported in 2006, more than one in four of these occasional bike riders (26%) claim the Arizona heat is the main reason they do not ride their bike more often.** Approximately one in ten bike riders (11%) indicate they do not ride more often because they think it is too dangerous. Other common reasons include they are too lazy to want to ride (11%) they do not have the time (10%) and they are unable to ride because of a health condition (9%).

B. Bicycle Travel Patterns

As found in previous studies, bicycles continue to reportedly be ridden for exercise (56%). Individuals with incomes over \$80,000 per year (70%), married residents (64%), residents between 35-54 years old (67%), non-bus riders (69%) and those living in the 85284 zip code (83%) are most likely to report that they ride their bike for exercise purposes. **Frequent destinations for bike riders include work and school (25%) and the store (19%); these have consistently been the top destinations over the years.** More riders report riding their bike to their friend’s house (6%), to ASU or the library (6%) and to Tempe Town Lake (4%) this year. The following page contains a table detailing the specific locations listed by Tempe bike riding residents.



Table 21: Bike Riding Destinations

Responses	2008 (n=169)	2006* (n=142)	2004 (n=157)	2003 (n=142)	2001 (n=404)
Exercise	56%	59%	58%	59%	64%
Work/school	25%	24%	29%	30%	32%
Store	19%	14%	22%	12%	14%
Park	6%	8%	4%	6%	8%
Friend's house	6%	2%	4%	4%	5%
ASU/Library	6%	1%	2%	1%	1%
Tempe Town Lake	4%	1%	1%	1%	-
Run errands	2%	5%	-	2%	-
Restaurant/dinner	2%				
Downtown (general)	1%	3%	-	-	-
Anywhere/Everywhere	1%	3%	-	1%	-
Mill Avenue/ Downtown Tempe	1%	2%	2%	2%	-
South Mountain	1%			-	-
Other	5%	3%	2%	1%	3%
Don't know/not sure	2%	-	3%	-	2%

Q31b: Where do you go when you ride your bike?

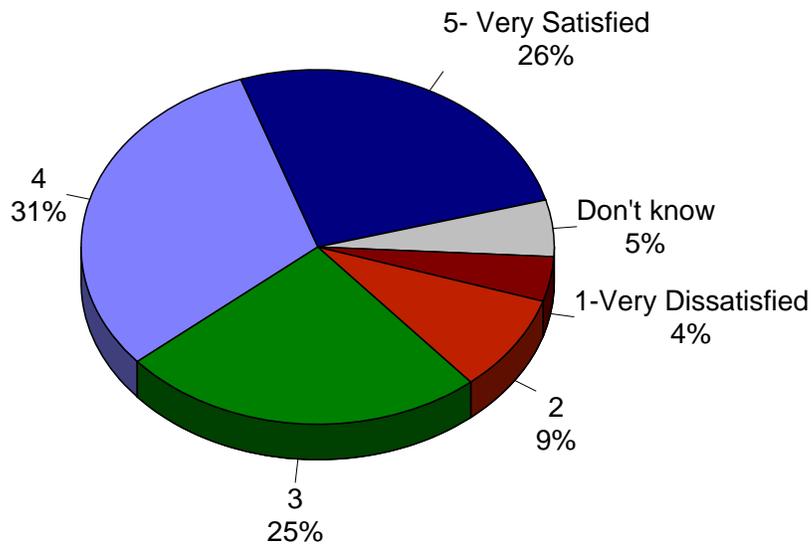
*2006 data weighted

C. Overall Satisfaction with Bicycle and Pedestrian Paths

Four in seven residents indicate they are satisfied with the quality of the walking and biking paths in Tempe (57% give a “4” or “5” rating). Satisfaction is highest among young residents, those between the ages of 18 to 34 (63% give a “4” or “5” rating).

Overall Satisfaction with Walking and Bike Paths in Tempe

How satisfied are you with the quality of the walking and biking paths in Tempe?



n=424

After residents were asked how satisfied they were with the quality of Tempe’s biking and walking paths, they were asked to explain the reason for their rating. The majority of residents (n=402) gave the reason for their rating.

More than one in three residents (35%) who report they are satisfied with the biking and walking paths (rating it a “4” or “5”) indicate there are no problems with the paths and that they are fine the way they are. An additional 21% indicate there are plenty of paths throughout Tempe. Those satisfied with the paths also mention that the paths are easy to access and are clearly marked so that they are visible to motorists (both mentioned by 8%).

The two main reasons residents give neutral or low satisfaction ratings for the biking and walking paths are because they think there should be more bike lanes (22%) and that the current paths are not safe (20%). However, residents that were satisfied with the paths also indicated they were concerned about the amount of bike lanes (8%) and the safety of the paths

(4%). Those with low satisfaction ratings also mention there could be more paths, both biking and walking (9%), the paths need to be maintained better (6%) and could be wider (4%).

Overall, the top two concerns among all residents are to increase the amount of bike lanes (14%) and to make the paths safer (10%).

Table 22: Reasons for Satisfaction Rating
(Among those with an opinion)

Responses	Total (n=402)	Satisfaction Level	
		4,5 (n=242)	1,2,3 (n=160)
Positive			
They are fine the way they are, no problems	24%	35%	9%
They are everywhere, there are plenty of paths	13%	21%	2%
Paths are visible to motorists, clearly marked	6%	8%	2%
They are safe	5%	8%	-
Easy to use, accessible	5%	8%	-
Paths are wide enough, have enough room	4%	6%	-
They are properly maintained, well landscaped	3%	4%	-
Paths are well lit	1%	2%	-
Have good routes, connect well	-	2%	-
Neutral			
I never use them, I have no knowledge of them	8%	4%	13%
There is always room for improvement	4%	3%	5%
Not satisfied nor dissatisfied	1%	-	3%
Negative/Suggestions			
Need more bike lanes	14%	8%	22%
They don't seem safe enough, make them safer	10%	4%	20%
We could use more of them/ walking and bike paths	5%	2%	9%
They are not maintained	4%	3%	6%
Paths need to be wider	3%	2%	4%
Some routes are disconnected/end abruptly	2%	-	3%
Need better markings on paths	2%	-	2%
Not enough shade	2%	1%	2%
Need more walking paths, don't see a lot	2%	1%	2%
Bicyclists interfere with drivers	2%	2%	2%
Need better illumination	1%	2%	-
Difficult to cross at intersections	1%	1%	-
Other (includes responses <1% of consensus)	6%	7%	9%
Don't know	6%	6%	7%

Q32a: Please explain your rating.



D. Priority of Possible Bicycle and Pedestrian Improvements

When residents were given a list of possible improvements for the biking and walking paths in Tempe and then asked to indicate how high of a priority each improvement should be for the City of Tempe, residents are most likely to indicate that making the paths safer should be the top priority (72% give is a “4” or “5” rating). Residents report the next two priorities should be adding more paths (65%) and adding more amenities, like water fountains and lighting (63%). Among the four improvements, residents are least likely to indicate that creating more shade on the paths should be a high priority for the city (57%).

Females are more likely than males to indicate safety on the paths should be a high priority for the city (78% vs. 67%) along with adding more amenities (72% vs. 55%) and providing more shade on the paths (67% vs. 47%).

Priority of Bike and Pedestrian Improvements

Top Two (4+5) Ratings

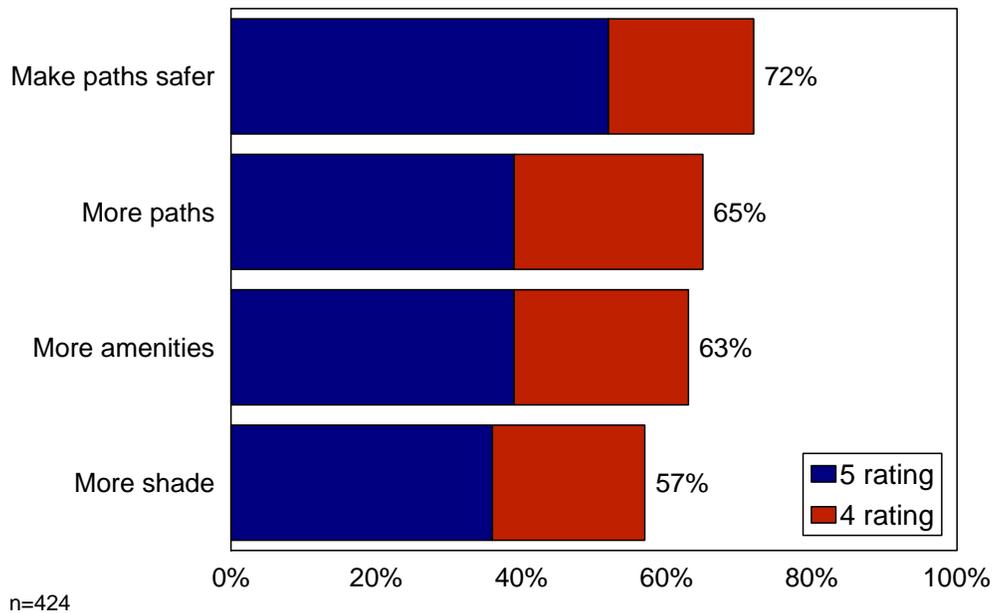


Table 23: Priority of Possible Bicycle and Pedestrian Improvements

Attribute	2008 Top Two (4+5) rating	Very High Priority			Very Low Priority		Don't Know
		5	4	3	2	1	
Make paths safer	72%	52%	20%	15%	6%	4%	3%
Add more bike and pedestrian paths	65%	39%	26%	22%	7%	5%	1%
More amenities for bikes and pedestrians along the paths such as water fountains and lighting	63%	39%	24%	22%	8%	6%	1%
More shade along paths	57%	36%	21%	20%	13%	9%	1%

Q33-36: Now I'm going to read you a list of possible bicycle and pedestrian improvements. Please indicate how high of a priority each improvement should be for the City of Tempe.

Residents were then asked if there were any additional improvements to the walking and biking paths they felt the City of Tempe should consider. **Among the 80 residents that responded, one in ten (10%) reiterated the importance of adding more paths, with some residents indicating they would like new paths that are not located on the street or on the canal (5%).** Residents also mention the paths need to be better maintained (9%) and would like the current paths widened (5%).

Residents also cite reasons that relate to security and safety - add more places to lock up bikes (6%), make it safer to cross roads and intersections (9%), make the paths safer in general (6%), and add a call box along the paths (2%).

Other mentions were related to bikers and motorists: remind motorists about bike laws (8%), provide bicycle and driver education (5%), as well as traffic enforcement for bicyclists (5%). Some mention that there just needs to be a separation between motorists and bicyclists (5%).

Some of the improvements centered on adding more amenities, including restrooms (4%), more lighting (2%) and a mister system (4%).

Table 24: Additional Important Bicycle and Pedestrian Improvements
(Among those with an opinion)

Responses	2008 (n=80)
Need more paths	10%
Better maintenance of paths	9%
Create a bridge to go over busy roads/make it easier/safer to cross at intersections	9%
Remind motorists about bike laws	8%
More places to lock up bikes	6%
Needs to be safer	6%
Add more paths other than the street/canals	5%
Widen the paths	5%
Bicycle and driver education	5%
Need separation from vehicles/bicyclists	5%
Traffic enforcement for bicyclists	4%
Need restrooms along paths	4%
Add a mister system/make paths cooler	4%
Call box along the paths	2%
More police officers on bikes	2%
Info. on how to access paths/where they go	2%
Add more lighting	2%
Make paths more pleasing to the eye	2%
Other	9%
Don't know	9%

Q37: Are there any other bicycle and pedestrian improvements that you feel are important but were not included in the list I just read? If YES: What are those improvements?

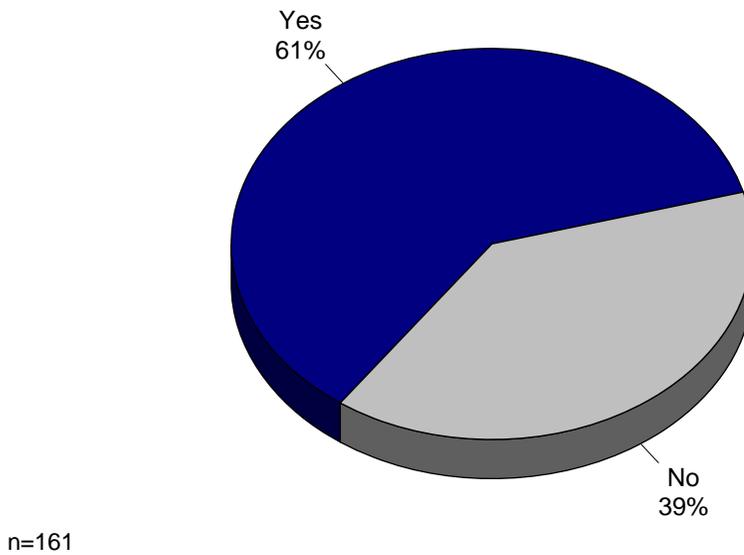
VIII. Miscellaneous Issues

A. Tempe Youth Free Bus Pass Program

Among the Tempe residents surveyed, 41% indicated they had children residing in the home. Within the 175 homes that had children, 61% indicate they have at least one child six years old or older, with 43% of those stating that their children ride a city bus.

Households with Children years 6+

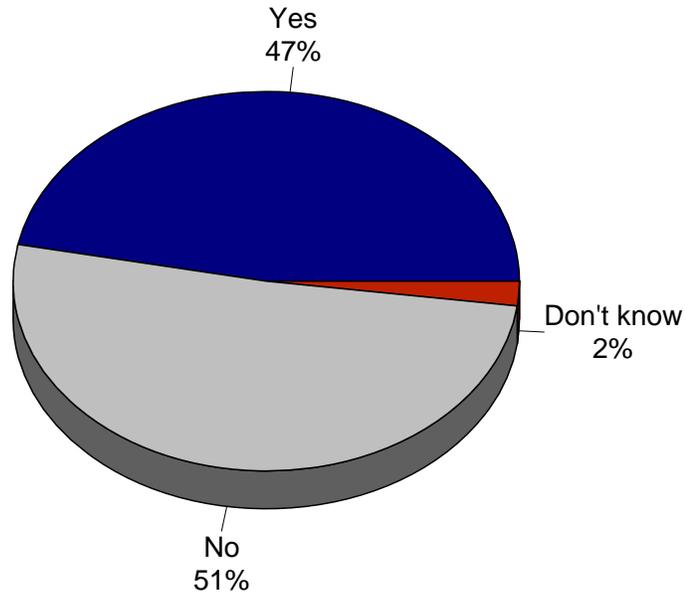
(Among those HH with children)



Among the 98 homes surveyed that have children six years of age or older, 47% indicate they have heard of the Tempe Youth Free Bus Pass, up from the 35% reported in 2006. Female parents are the most likely to be familiar with the pass (53% vs. 33% for males).

Awareness of Tempe Youth Free Bus Pass

(Among those HH with Children 6+)



n=98

Word of mouth and the local schools continue to be the top two most commonly cited sources of information for parents who are familiar with the Tempe Youth Bus Pass program (33% and 29%). The number of mentions for these two sources increased this year (compared to 27% and 21% mentioned in 2006).

Table 25: Sources for Tempe Youth Bus Pass Program Information
(Among those aware of the program)

Sources	2008 (n=46)	2006* (n=33)
Word of mouth (friends/family)	33%	27%
Through school	29%	21%
Library	7%	12%
Bus Book	4%	8%
Letter from the City	4%	6%
Web site	4%	3%
Tempe Sister Cities	2%	-
Bill insert	2%	-
Employer/Work	-	10%
Advertisement	-	5%
Other	4%	5%
Don't know	11%	3%

QD6d: How did you hear about the Tempe Youth Free Bus Pass Program?

*2006 data weighted

**City of Tempe – Tempe in Motion
Questionnaire – September 2008**

Sample: 85281, 85282, 85283, 85284 = 400

Quotas: Males/Females 50/50 each quota group

Age distribution will be monitored for representativeness of sample
English and Spanish

Good _____, could I please speak with _____? This is _____ calling from WestGroup Research on behalf the City of Tempe Transportation Division. We are conducting a survey with Tempe residents about important issues affecting the City's transportation system. This is not a telemarketing call; we simply want your opinions on a variety of issues important to Tempe residents.

1. Are you a Tempe resident?
Yes – CONTINUE
No – THANK AND TERMINATE
2. What is your zip code?
 - a. 85281
 - b. 85282
 - c. 85283
 - d. 85284
 - e. Other/DK/Refused – THANK AND TERMINATE
3. How long have you lived in Tempe?
 - a. Less than one year
 - b. One to two years
 - c. Three to five years
 - d. Six to ten years
 - e. Eleven to 20 years
 - f. More than 20 years
 - g. Refused/DK/NA
4. How many times have you ridden on a city bus (including Orbit, Flash and local bus) in Tempe in the past year?
 - a. One to five times – SKIP TO Q 7
 - b. Six to ten times – SKIP TO Q 7
 - c. Eleven to 20 times – SKIP TO Q 7
 - d. More than 20 times – SKIP TO Q 7
 - e. NONE
 - f. DK/NA
5. People tell us different reasons why they do not ride the bus. What are some of the reasons why you currently do not ride the bus? What other reasons? DO NOT READ LIST (Multiple responses allowed)
 - a. I prefer to drive my car
 - b. I don't know how to use the bus system
 - c. The bus stops are too far away
 - d. I don't like the type of people who ride the bus
 - e. Riding the bus takes too long
 - f. Bus service isn't frequent enough
 - g. Buses are not safe

- h. Bus stops are not safe
 - i. I need my car for business
 - j. Buses are dirty
 - k. Other: Specify _____
 - l. Don't know
6. For each of the following benefits to riding the bus, please indicate how effective it would be in persuading you to ride the bus instead of using your current mode of transportation. Would it be very effective, somewhat effective, not very effective, or not at all effective? (ROTATE ORDER)
- a. Save wear and tear on your car
 - b. Save money on gas and insurance
 - c. Lowers the pollution in the air
 - d. Riding the bus is safer than driving
 - e. Riding the bus reduces congestion on the streets

IF BUS RIDER: ALL OTHERS SKIP TO Q14

7. How long have you been using the transit system in Tempe? DO NOT READ LIST
- a. Less than a year
 - b. 1 to 2 years
 - c. 2 to 4 years
 - d. 4 to 6 years
 - e. More than 6 years
 - f. DK/NA
8. What is the main reason you ride the bus? (DO NOT READ LIST)
- a. convenient
 - b. don't have a car
 - c. don't have a driver's license
 - d. enjoy the people
 - e. protects the environment
 - f. saves money
 - g. saves wear and tear on my car
 - h. Other (SPECIFY: _____)
9. Where do you go when you ride the bus? (DO NOT READ LIST. Multiple responses allowed)
- a. ASU
 - b. Community College
 - c. High School
 - d. work
 - e. shopping
 - f. errands
 - g. medical appointment
 - h. visit friends/family
 - i. recreational activities
 - j. Library
 - k. Other (SPECIFY: _____)

10. If bus service did not exist what mode of travel would you use to make these trips? DO NOT READ LIST. MULTIPLE RESPONSES ALLOWED
- a. Car
 - b. Walk
 - c. Bike
 - d. Take other bus route
 - e. Catch a ride from a friend/relative
 - f. I would not have made the trip
 - g. Other: SPECIFY
 - h. Don't know

11. In general, how satisfied are you with: ROTATE LIST

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	DK/ no answer
a. Cleanliness of the bus	4	3	2	1	0
b. Reliability/on-time performance of buses	4	3	2	1	0
c. Driver courtesy and professionalism	4	3	2	1	0
d. Route frequency	4	3	2	1	0
e. Comfort on the bus	4	3	2	1	0
f. Ease of using the bus	4	3	2	1	0
g. Safety on the bus	4	3	2	1	0

12. If someone asked you whether or not they should start riding the bus, what advice would you give them?

13. How likely are you to ride the bus one year from now? Please use a 1 to 5 scale where a 1 means not at all likely and 5 means very likely.

ASK ALL:

14. How satisfied are you with the quality of bus service in Tempe? Please rate your satisfaction level on a 1 to 5 scale where 5 means "very satisfied" and "1" means "very dissatisfied"

- 14a. Please explain your rating.

15-21. Now I am going to read you a list of possible transit improvements. Please indicate how high of a priority each improvement should be for the City of Tempe. Please use a 1 to 5 scale where “1” means “a very low priority” and a “5” means it should be a “very high priority” for the City of Tempe. The first one is....

RANDOM ORDER 19-25	Very high priority				Very low priority	DK / Refused
15. Increased frequency of buses	5	4	3	2	1	6
16. Extended or later hours	5	4	3	2	1	6
17. Safer buses and bus stops	5	4	3	2	1	6
18. More shade at bus stops	5	4	3	2	1	6
19. More reliable and on-time buses	5	4	3	2	1	6
20. More neighborhood circulator/Orbit routes	5	4	3	2	1	6
21. More bus pull outs	5	4	3	2	1	6

- 22. Are there any transit improvements that you feel are important but were not included in the list I just read? IF YES: What are those improvements
- 23. What is the name of Tempe’s transit/transportation program? DO NOT READ LIST
 - a. TIM (or Tempe in Motion) – SKIP TO Q24a
 - b. Valley Metro – ASK Q24
 - c. Orbit – ASK Q24
 - c. Other (SPECIFY: _____) – ASK Q24
 - d. DK ASK Q24
- 24. Have you ever heard of TIM? a. YES b. NO (IF NO SKIP TO Q27)
- 24a. IF YES in Q24 or “TIM” IN Q23: To the best of your knowledge, what does TIM mean or stand for? DO NOT READ LIST
 - a. Tempe In Motion
 - b. Other (SPECIFY: _____)
 - c. Don’t know
- 25. IF YES in Q24 or “TIM” IN Q23: How did you hear about it?
 - a. TV
 - b. Newspaper ads
 - c. online/web
 - d. Direct mail
 - e. Street Banners
 - f. Don’t know/Not aware of the program
 - g. Other (SPECIFY: _____)
- 26. IF YES in Q24 or “TIM” IN Q23: Do you remember hearing or seeing any advertisements for TIM?
 - a. Yes
 - b. No
 - c. DK



- 26a. IF YES in Q26: where did you see the advertising for TIM?(DO NOT READ LIST)
- a. TV
 - b. Newspaper ads
 - c. Direct mail
 - d. Street Banners
 - e. online/web
 - f. Other (SPECIFY: _____)
 - g. Don't know/remember
- 26b. IF YES in Q26: What messages do you recall? (SPECIFY: _____)
- 26c. IF YES in Q26: How did the advertising affect your perception of the transportation system in Tempe? Did it.. READ LIST
- a. Make you think more positively about transportation options in Tempe
 - b. Have no effect on your perceptions
 - c. Make you think negatively about transportation options in Tempe
 - d. DON'T READ – Don't know

ASK ALL:

27. Are you aware of Tempe's free Neighborhood Circulator program service? Yes/No/DK
- 27a. If yes in Q27: what is the name of Tempe's free Neighborhood Circulator system? DO NOT READ LIST
- a. Orbit
 - b. Flash
 - c. TIM (or Tempe in Motion)
 - d. Other (SPECIFY: _____)
 - e. DK
28. Are you aware of the METRO Light Rail Transit System, which is scheduled to open in December?
- a. YES
 - B. NO
 - C. DK
29. How likely do you think you will be to use the METRO Light Rail Transit System when it opens?
- a. Very likely
 - b. Somewhat likely
 - c. Not very likely
 - d. Not at all likely
 - e. DO NOT READ: Don't know
30. Do you have access to a bicycle that you can ride when you want to?
- a. Yes
 - b. No – SKIP TO Q32

31. IF YES IN Q30: How many times in a month do you ride your bike?
- a. None/never ride it/only ride it occasionally
 - b. Once or twice
 - c. Three to five times
 - d. Six to 10 times
 - e. More than 10 times
 - f. DK/NA
- 31a. If none/never ride it in Q31: What are some reasons why don't you ride your bike more often? (DO NOT READ LIST)
- a. takes too long
 - b. Have too much to carry
 - c. too hot
 - d. not enough bike lanes/paths
 - e. too much traffic
 - f. too dangerous
 - g. Other (SPECIFY: _____)
 - h. DK/NA
- 31b. IF RIDE BIKE 1+ times in Q31: Where do you go when you ride your bike?
- a. work/school
 - b. store
 - c. friend's house
 - d. no where/just riding for exercise
 - e. Other (SPECIFY: _____)

ASK ALL:

32. How satisfied are you with the quality of the walking and biking paths in Tempe? Please rate your satisfaction level on a 1 to 5 scale where 5 means "very satisfied" and "1" means "very dissatisfied"
- 32a. Please explain your rating.

33-36. Now I am going to read you a list of possible bicycle and pedestrian improvements. Please indicate how high of a priority each improvement should be for the City of Tempe. Please use a 1 to 5 scale where “1” means “a very low priority” and a “5” means it should be a “very high priority” for the City of Tempe. The first one is....

RANDOM ORDER 33-36	Very high priority				Very low priority	DK / Refused
33. Add more bike and pedestrian paths	5	4	3	2	1	6
34. Make paths safer	5	4	3	2	1	6
35. More amenities for bikes and pedestrians along the paths such as water fountains and lighting	5	4	3	2	1	6
36. More shade along paths	5	4	3	2	1	6

37. Are there any other bicycle and pedestrian improvements you think should be a priority for the city that were not in the list I just read? IF YES: What are those improvements?

Demographics

I have just a couple more questions about you so that we can classify your responses with other people who answered the survey. All of this information will be kept confidential.

D1. Gender: 1 Male 2 Female

D2. What is your age: _____

D3. What is the highest grade of school or year of college that you have completed:

- a. Some high school
- b. High school graduate
- c. Some college
- d. College graduate
- e. Post graduate
- f. No answer

D4. Was your annual household income before taxes last year:

- a. Less than \$20,000
- b. \$20,000 to \$40,000
- c. \$40,000 to \$60,000
- d. \$60,000 to \$80,000
- e. \$80,000 to \$100,000
- f. More than \$100,000
- g. No answer



D5. Are you married or single?

- a. Married
- b. Single
- c. No answer

D6. How many children live in your household? _____

D6a. IF 1+ in D6: Do you have any children that are at least 6 years old? Yes/No/Refused

D6b. IF YES IN D6a: Do any of your children ever ride the city bus? Yes/No/DK or Refused

D6c. IF YES IN D6a: Have you ever heard of the Tempe Youth Free Transit Pass Program?
Yes/No/DK

D6d. IF YES IN D6c: How did you first hear about the Tempe Youth Free Transit Pass Program? DO NOT READ LIST. SINGLE RESPONSE

- a. Through the school
- b. Received a letter from the city
- c. Advertisement
- d. Web site
- e. Other: SPECIFY
- f. Don't know/Don't recall

D7. Are you employed full-time, employed part-time, retired, a housewife, a student or unemployed?

- a. Full-time
- b. Part-time
- c. Retired
- d. Housewife
- e. Student
- f. Unemployed
- g. Refused/NA

Thanks for your time. That concludes our interview.