

# 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 October 2004, September 2006, September 2008, September 2010 and September 2012. The most recent data collection was completed with 409 Tempe residents in September/October 2014. The margin of error for this sample size is approximately  $\pm 4.9\%$  at a 95% level of confidence.

### Rider Characteristics and Opinions

- Nearly two thirds (64%) of Tempe residents surveyed indicated they used Tempe's transit service in the past year, including light rail, Orbit, Flash, and local bus/express.
- Among residents who indicated use of Tempe's transit service in the past year, one quarter (25%) reported at least riding on a monthly basis.
- The proportion of surveyed transit riders who report having used the transit service for less than a year was 6%, representing the lowest figure recorded in the last several years.
- *Convenience* and *getting to and from recreation* continue to be the most cited reasons from respondents when asked why they ride public transit (mentioned by 27% and 18%, respectively).
- *Recreational activities* and *work* were the top destinations mentioned by transit riders when asked where they go on public transit (39% and 19%, respectively).
- A lower proportion of riders in 2014 indicated they use public transit to go to *Phoenix/Downtown Phoenix* (13% vs. 26%) reversing the spike seen between 2012 and 2010.
- *Comfort on the bus* and *cleanliness on this bus* received the highest proportion of "very satisfied" or "somewhat satisfied" ratings from bus riders (93% each). Attributes with the lowest satisfaction levels included *bus service during major events* (69%) and *security at bus stops* (61%).
- Satisfaction with *ease of using the bus* declined to 84% from 93% in 2012, while satisfaction levels for other attributes remained stable.

### Overall Satisfaction and Improvements of Tempe's Transit System

- Nearly three quarters (72%) of residents with an opinion indicated they were highly satisfied with the Tempe transit system.
  - Residents satisfied with the transit system (rating it a "4" or "5") mention *good service* (33%) and *frequent and reliable service* (16%).
  - Residents who provided "1", "2", or "3" ratings mentioned *more frequent buses with extended hours* (18%) and *more routes* (18%) as needed improvements.

- *On-time performance of buses* continued to top the list with the highest percentage of “high priority” ratings as it did in 2012 (77% of residents provided a top-two rating).

### Potential Use of Tempe’s Transit System

- When non-riders were asked why they do not use public transit, over half (58%) indicated they *prefer using a car* (up from 46% in 2012).
- Perceived effectiveness of each argument presented to residents regarding motivation to use public transit has been declining since 2004.
  - The argument *improves air quality/good for environment* was perceived as either “somewhat effective” or “very effective” by 60% of residents, compared to a range of 62% to 75% since 2004.
  - *Reduces congestion* was seen as effective by 49%, compared to a range of 53% to 70% since 2004.
  - *Saves money on gas, auto insurance/maintenance* was perceived as effective by 45%, compared to a range of 57% to 73% since 2004.

### Tempe in Motion (TIM)

- Total awareness of Tempe in Motion (TIM) remained statistically comparable to recent years (50%), as did the proportion of TIM-aware residents who knew the correct meaning of the TIM acronym (68%).
- Among those aware of TIM, recalled sources of hearing about it included *street banners* (24%) and *signs on buses* (15%).
- Among those aware of TIM advertising, over half (52%) indicated they feel it made them think more positively about transportation options in Tempe.
  - One in five (20%) indicated “yes” when asked whether the advertising message persuaded them to try public transit in Tempe.

### Tempe Bicycling and Walking

- Approximately three in five residents (61%) reported they have access to a bicycle.
- Among those who reported having access to a bike, 70% reported they ride their bike at least once a month, which is similar to the 66% recorded in 2012.
- Approximately half (53%) of those who indicated riding their bikes at least once a month report they ride for *exercise*, while 24% report riding for *work/school*.
- Approximately two thirds (65%) of residents indicated they are satisfied with the quality of walking and biking paths of residents.
- Among those with an opinion, the most common positive reasons for ratings included *they are fine the way they are/no problems* (29%) and *they are everywhere, there are plenty of paths* (12%). Top negative reasons included *need more bike lanes* (9%) and *don’t seem safe enough/make them safer* (8%).
- Residents were most likely to give higher priority ratings to *amenities for bikes and pedestrians along the paths such as water fountains and lighting* (64%) and *adding more bike and pedestrian paths* (64%).

### Tempe Youth Free Transit Pass Program

- Approximately one third (36%) of residents surveyed in 2014 indicated they have heard of the Tempe Youth Free Transit Pass. This represents a decline from 2012 (45%) and is more in line with the 38% recorded in 2010.
- Among those aware of the program, one fifth (20%) indicated they heard about it either *through school* or by *word-of-mouth*.

### Conclusions

1. After increasing continually since 2006, transit usage among Tempe residents leveled off between 2012 and 2014; additionally it appears that those who used public transit in the past are continuing to use it with a notable increase in those who have used transit four or more years and a decrease in the percentage who are newer riders. Residents who use public transit continue to be most likely to ride the light rail and are split between using transit only on special circumstances versus a more consistent basis.
2. Satisfaction with various bus system attributes among bus riders generally follow a similar hierarchy compared to 2012. Measures pertaining to *comfort on the bus*, *cleanliness of the bus*, and *driver courtesy and professionalism* have the highest levels of satisfaction, while measures pertaining to *bus service during major events* and *security at bus stops* tend to be near the bottom. This indicates the overarching perception surrounding the bus system among current riders has not changed much since 2012. It should be noted, however, that satisfaction with “ease of use” declined significantly from 2012 (and all previous years); a conversation about what could be causing this drop off is likely warranted.
3. Overall satisfaction with the transit system in Tempe was at the highest level reported in the last four waves of the study. This, along with the high satisfaction ratings for most bus attributes among riders and the comparatively high usage of public transit options, points to an effective and appreciated system for Tempe residents. Interestingly, on-time performance was most often selected as the highest priority for transit system improvements; in other markets it is more common to see requests for more service, longer hours, or more frequent service at the top of the list.
4. The effectiveness of messaging arguments in favor of public transit usage measured in this survey has been in decline over the last ten years. In particular, the argument *saves money on gas/auto insurance/maintenance* saw a steep decline compared to 2012. Normalized or decreasing gas prices in addition to increasingly improved fuel efficiencies in vehicles likely play a role in residents’ perceived benefit of public transit versus individual vehicular transport. Messaging pertaining to *reducing congestion* and *improves air quality/good for environment*, were both considered more effective in 2014.

## 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 October 2004, September 2006, September 2008, September 2010, and September 2012. Due to size limitations, tables in the report show trend data from recent years, but not all years due to space constraints.

Telephone calls with Tempe residents were made from WestGroup's interviewing center in Phoenix, Arizona during the months of September and October 2014. 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. A combination of RDD sample to contact "land line" households" along with cell-phone sample database to reach cell-phone only households was used to access potential respondents.

The survey was completed with 409 Tempe residents. The margin of error for this sample size is approximately  $\pm 4.9\%$  at a 95% confidence level. Cross tabulations of the data collected in this survey are included under a separate cover.

### B. Sample Sizes and Associated Sampling Error

There is a certain amount of sampling "error" that occurs with survey research because of the variability that is present whenever a portion of a population is examined to provide insight into attitudes, opinions, and behaviors of the total population. This "error" does not imply an "error" on the part of the researcher, but reflects the likelihood that the estimates derived from interviewing a sample of the population differ from the numbers that would be obtained if the entire population were interviewed using the identical questions.

The amount of sampling error is determined almost entirely by the size of the subgroup of the sample and not by the size of the total sample interviewed. In other words, the sampling error associated with respondents who are males residents vs. female residents is dictated by the size of these subgroups (n=208 and  $\pm 6.9\%$  for males, for example).

Based on a sample size of 409, **the overall sampling error for the total sample** (at the conventional 95% confidence level) is  **$\pm 4.9\%$** . This means that the probability is 95% that our estimates are within 5 percentage points of the numbers we would have obtained had we interviewed every qualified resident in Tempe. If a response differs

from the overall response of the sample by more than this percentage, the difference is said to be "statistically significant."

Throughout this report, each sub-group in a table or chart may be identified with a superscript letter (such as <sup>A</sup>, <sup>B</sup>, and <sup>C</sup>). A letter after a number indicates that the number is statistically higher than the number in the column with that letter. For example, in the table below, the 41% in the first row of column C is significantly higher than the figures in columns D and E (24% and 22%, respectively) at the 95% confidence level.

	2014 (n=256)	Gender		Age			Income	
		Male (n=137) (A)	Female (n=119) (B)	18-34 (n=105) (C)	35-54 (n=149) (D)	55+ (n=145) (E)	<\$40K (n=88) (F)	\$40K+ (n=136) (G)
Local or express bus	30%	30%	30%	41% <sup>DE</sup>	24%	22%	42% <sup>G</sup>	20%
Orbit or Flash neighborhood shuttles	36%	39%	31%	35%	36%	35%	41%	31%
Light Rail	79%	85% <sup>B</sup>	73%	82%	76%	80%	71%	84% <sup>F</sup>
Don't Know/Refused	7%	3%	10% <sup>A</sup>	5%	10%	4%	6%	7%

For trend tables and charts displaying yearly data (rather than sub-groups of the current year), significant differences between 2014 and 2012 figures are shown using an asterisk. For example, in the table below, the 27% in the 2014 column is significantly different than the 16% in the 2012 column at the 95% confidence level. Statistical testing between earlier years is not shown in this report, however, important trends over time are called out when appropriate.

Responses	2014 (n=256)	2012 (n=252)	2010 (n=304)	2008 (n=166)	2006 (n=119)	2004 (n=148)
Convenient	27%*	16%	24%	15%	14%	26%
Get to/from recreation	18%	14%	7%	4%	2%	-

### C. Demographics

The total data was weighted in 2014 and 2012 to match the age categories from 2010. Data was also weighted in 2006. An overview of respondent demographics follows in Table 1A.

Table 1A: Demographics

	2014 (n=409)	2012 (n=400)	2010 (n=427)	2008 (n=424)	2006** (n=407)	2004 (n=405)
<b>Gender</b>						
Male	51%	50%	49%	50%	51%	49%
Female	49%	50%	51%	50%	49%	51%
<b>Years Lived in Tempe</b>						
<1 year	2%	2%	2%	3%	7%	8%
1 – 2 years	5%	6%	5%	7%	10%	14%
3 – 5 years	13%	6%	10%	12%	16%	12%
6 – 10 years	14%	13%	15%	17%	15%	14%
11 – 20 years	22%	25%	19%	22%	17%	18%
20+ years	44%	49%	49%	39%	35%	34%
<b>Age**</b>						
18 – 34	32%	32%	33%	31%	30%	31%
35 – 54	34%	33%	34%	35%	25%	29%
55+	33%	32%	33%	34%	45%	39%
Average Age	47.1	49.4	47.7	47.6	50.3	45.8
<b>Education</b>						
Some high school	2%	1%	2%	1%	5%	2%
High school graduate	11%	10%	9%	9%	14%	12%
Some college	33%*	24%	30%	31%	33%	34%
College graduate	32%	32%	29%	31%	30%	26%
Post graduate	19%*	32%	29%	26%	18%	23%
No answer/ Refused	2%	1%	1%	2%	2%	2%
<b>Income</b>						
<\$20,000	13%	9%	10%	12%	12%	15%
\$20 - \$40,000	18%	14%	14%	19%	20%	20%
\$40 - \$60,000	18%*	11%	16%	15%	17%	17%
\$60 - \$80,000	8%*	14%	14%	12%	11%	12%
\$80 - \$100,000	8%	10%	11%	10%	9%	5%
\$100,000+	20%	20%	17%	19%	15%	10%
No answer/refused	14%*	21%	16%	13%	16%	21%
Average Income	\$63,700*	\$70,304	\$67,047	\$64,500	\$51,500	\$53,700

\*Indicates significant difference compared to 2014 at the 95% confidence level.

\*\*Between 2001-2006 ages were reported in the following categories: 18-34, 35-49, 50+. In more recent years, age categories were updated as listed above.



**Table 1B: Demographics**

	2014 (n=409)	2012 (n=400)	2010 (n=427)	2008 (n=424)	2006 (n=407)	2004 (n=405)
<b>Marital Status</b>						
Married	46%*	54%	61%	53%	53%	53%
Single	50%*	43%	36%	44%	44%	44%
Refused	3%	3%	3%	3%	3%	3%
<b>Occupation**</b>						
Full-time	46%	46%	47%	51%	45%	-
Part-time	11%	8%	12%	12%	10%	-
Retired	21%*	28%	23%	20%	27%	-
Student	8%*	4%	7%	8%	4%	-
Stay at home Spouse	4%	6%	7%	5%	5%	-
Unemployed/disabled	7%	6%	6%	4%	7%	-
Refused	3%	2%	1%	2%	3%	-
<b>Zip Code</b>						
85281	23%	19%	19%	19%	25%	-
85282	32%*	44%	38%	38%	43%	-
85283	26%	22%	29%	29%	24%	-
85284	19%	15%	14%	14%	9%	-

\*Indicates significantly different from 2012 at the 95% confidence level. \*\*In 2008 question was changed to accept multiple responses.

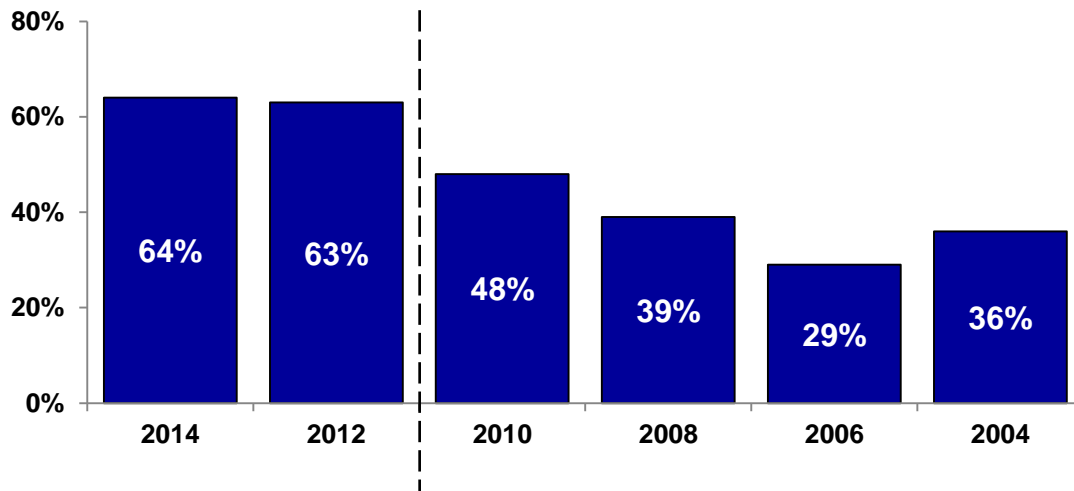
## II. Rider Characteristics and Opinions

### A. Current Use of Public Transit

#### 1. Using Tempe Transit Service

Nearly two thirds (64%) of Tempe residents surveyed indicated they used Tempe’s transit service in the past year, including light rail, Orbit, Flash, and local bus/express.

**Transit Service Usage in Tempe**  
 Percentage of residents who rode Tempe Transit Service in past year



Note: Beginning in In 2012, respondents were asked about *Tempe Transit Service* usage; in previous years, the question was about *Tempe city bus* usage.

2014 n=409 , 2012 n=400, 2010 n=427, 2008 n=424, 2006 n=407, 2004 n=405

Q4: *In general would you say you use Tempe’s transit system (including light rail, Orbit, Flash and local bus/express)... [daily, weekly, monthly, every few months, only under special or unique circumstances]*

**2. General Public Transit Use**

**Among residents who indicated use of Tempe’s transit service in the past year, one quarter (25%) reported at least riding on a monthly basis.**

Riders more likely to report riding weekly or daily include:

- Male residents vs. female residents (23% vs. 9%)
- Those in zip code 85281 vs. those in other zip codes (30% vs. a range of 3% to 15%)
- Residents aged 18 to 54 vs. older residents (21% vs. 6%)
- Single residents vs. married residents (21% vs. 11%)
- Those with annual household incomes of less than \$40,000 vs. those with higher incomes (23% vs. 11%)

**Table 2a Frequency of Transit Usage**

	2014 (n=409)
Daily	6%
Weekly	10%
Monthly	9%
Every few months	8%
Special circumstances	31%
Don't Use Transit	35%

*Q4: In general would you say you use Tempe’s transit system (including light rail, Orbit, Flash and local bus/express)...*

**Table 2b Type of Transit Usage Trending Breakdown**

	2014 (n=256)	2012 (n=252)
Local or express bus	30%	36%
Orbit or Flash neighborhood shuttles	36%	43%
Light Rail	79%*	88%
Don't Know/Refused	7%*	2%

\*Indicates significant difference compared to 2012 at the 95% confidence level.

Note: Question added in 2012.

*Q4a: Which of the following have you used in Tempe in the past year?*

**Table 2c Type of Transit Usage  
Demographic Breakdown**

	2014 (n=256)	Gender		Age			Income	
		Male (n=137) (A)	Female (n=119) (B)	18-34 (n=105) (C)	35-54 (n=149) (D)	55+ (n=145) (E)	<\$40K (n=88) (F)	\$40K+ (n=136) (G)
Local or express bus	30%	30%	30%	41% <sup>DE</sup>	24%	22%	42% <sup>G</sup>	20%
Orbit or Flash neighborhood shuttles	36%	39%	31%	35%	36%	35%	41%	31%
Light Rail	79%	85% <sup>B</sup>	73%	82%	76%	80%	71%	84% <sup>F</sup>
Don't Know/Refused	7%	3%	10% <sup>A</sup>	5%	10%	4%	6%	7%

<sup>ABC</sup> Indicates significant differences compared to other sub-group at the 95% level.

## B. Length of Use of Transit System

The proportion of surveyed transit riders who report having used the transit service for less than a year was 6%, representing the lowest figure recorded in the last several years.

**Table 3a: Length of Use of Transit System**

(Among those who have ridden in the past year)

Time Riding	2014 (n=256)	2012 (n=252)	2010 (n=304)	2008 (n=166)	2006 (n=119)	2004 (n=148)
Less than a year	6%	9%	14%	31%	17%	23%
1 – 2 years	10%	13%	27%	13%	27%	17%
2 – 4 years	24%	29%	13%	19%	20%	55%*
4 – 6 years	23%	16%	10%	13%	13%	-
6 – 10 years	13%	13%	25% <sup>1</sup>	20% <sup>1</sup>	21% <sup>1</sup>	-
>10 years	18%	12%	NA	NA	NA	NA
Don't know	7%	8%	11%	4%	4%	5%

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

\*Prior to 2006 this question only specified more than two years.

<sup>1</sup> 6+ years

### C. Reasons for Using Public Transit

**Convenience and getting to and from recreation continue to be the most cited reasons from respondents when asked why they ride public transit (mentioned by 27% and 18%, respectively). This is followed by don't have a car (mentioned by 12%).**

**Table 3b: Top Reasons for Using Public Transit**  
(Among those who have ridden in the past year)

Responses	2014 (n=256)	2012 (n=252)	2010 (n=304)	2008 (n=166)	2006 (n=119)	2004 (n=148)
Convenient	27%*	16%	24%	15%	14%	26%
Get to/from recreation	18%	14%	7%	4%	2%	-
Don't have car	12%	11%	9%	16%	29%	36%
Saves money	6%	7%	4%	17%	8%	9%
Get to/from school	4%	2%	2%	7%	5%	-
To avoid parking	3%*	10%	7%	3%	4%	7%
To go downtown	3%	6%	5%	-	-	-
A way to get around	3%	2%	-	-	-	-
Avoid driving in traffic	3%	2%	-	-	-	-

Q8: What is the main reason you ride public transit?

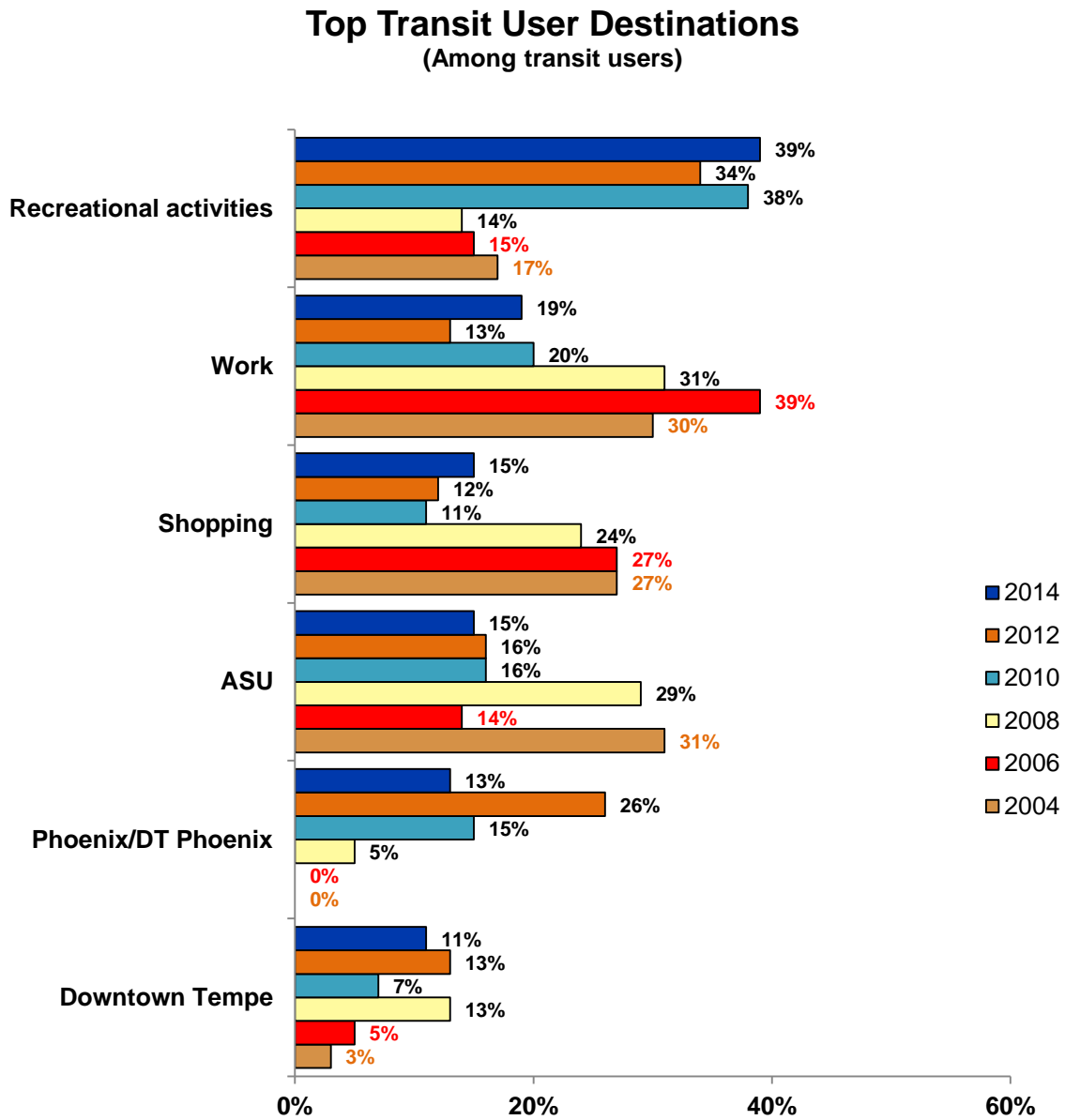
\*Indicates significant difference compared to 2012 at the 95% confidence level.

Note: In years prior to 2010, the question was worded: *What is the main reason you ride the bus?*

Note: Response categories with less than 3% mentions in 2014 not shown in table.

**D. Public Transit Destinations**

**Recreational activities and work were the top destinations mentioned by transit riders when asked where they go on public transit (39% and 19%, respectively).**



Q9: Where do you go when you use public transit?

2014 n=256, 2012 n=252, 2010 n=304, 2008 n=166, 2006 n=119; 2004 n=148;

**A lower proportion of riders in 2014 indicated they use public transit to go to Phoenix/Downtown Phoenix (13% vs. 26%) reversing the spike seen between 2012 and 2010.**

**Table 4: Top Public Transit Trip Destinations**  
(Among public transit users)

Responses	2014 (n=256)	2012 (n=252)	2010 (n=304)	2008 (n=166)	2006 (n=119)	2004 (n=148)
Recreational activities	39%	34%	38%	14%	15%	17%
Work	19%	13%	20%	31%	39%	30%
ASU	15%	16%	16%	29%	14%	31%
Shopping	15%	12%	11%	24%	27%	27%
Phoenix/DT Phoenix	13%*	26%	15%	5%	-	-
Downtown Tempe	11%	13%	7%	13%	5%	3%
Errands	6%	8%	5%	7%	14%	11%
Visit friends/family	4%	5%	2%	5%	6%	6%
Library	4%	3%	2%	7%	2%	-

Q9: *Where do you go when you use public transit?*

\*Indicates significant difference compared to 2012 at the 95% confidence level.

Note: In years prior to 2010, question was worded: *Where do you go when you use the bus?*

Note: Destinations with less than 4% mentions in 2014 not displayed.



## E. Satisfaction with Bus Service

Bus riders were asked to rate their level of satisfaction with twelve 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.” ***Comfort on the bus and cleanliness on this bus*** received the highest proportion of “very satisfied” or “somewhat satisfied” ratings (92% and 91%, respectively). Attributes with the lowest satisfaction levels included ***bus service during major events*** (72%) and ***security at bus stops*** (65%). Satisfaction with ***ease of using the bus*** declined to 84% from 93% in 2012, while satisfaction levels for other attributes remained stable.

**Table 5a: 2014 Satisfaction with Bus Service**  
(Among bus riders)

Attribute	2014 (n=109)			% Very/somewhat satisfied			
	Very/ somewhat Satisfied	Very Satisfied	Somewhat Satisfied	2012 (n=141)	2010 (n=203)	2008 (n=166)	2006 (n=119)
Comfort on the bus	92%	50%	42%	92%	95%	93%	95%
Cleanliness of the bus	91%	42%	49%	88%	92%	89%	93%
Driver courtesy and professionalism	90%	62%	28%	93%	93%	89%	94%
Cleanliness of bus stops	87%	43%	44%	85%	NA	NA	NA
Reliability/on-time performance of buses	85%	40%	45%	86%	80%	76%	80%
Ease of using the bus	84%*	55%	29%	93%	91%	90%	93%
Hours of operation	81%	41%	40%	84%	NA	NA	NA
Safety on the bus	79%	44%	35%	82%	95%	92%	92%
Route frequency	79%	39%	40%	79%	74%	78%	78%
Amenities of bus stops	76%	32%	44%	72%	NA	NA	NA
Bus service during major events	72%	42%	30%	70%	NA	NA	NA
Security at bus stops	65%	28%	37%	65%	NA	NA	NA

Q10: In general how satisfied are you with...

\*Indicates significant difference compared to 2012 at the 95% confidence level.

Among riders who indicated dissatisfaction with one or more attribute, the most common suggestion of what could be done to improve satisfaction with buses is *more frequent buses* (mentioned by 22%).

**Table 5b: Suggested Improvements**

	2014 (n=107)
More frequent buses	22%
Bus stops need shade	9%
Inside of bus/bus stops need to be cleaner	6%
Security in the bus/safer	6%
More/better lighting at bus stops	5%
Need better/more routes	4%
Easier schedules to read/understand/accurate	3%
More/better benches at bus stops	2%
Avoid having bus pass us by at bus stop	2%
Don't know	3%

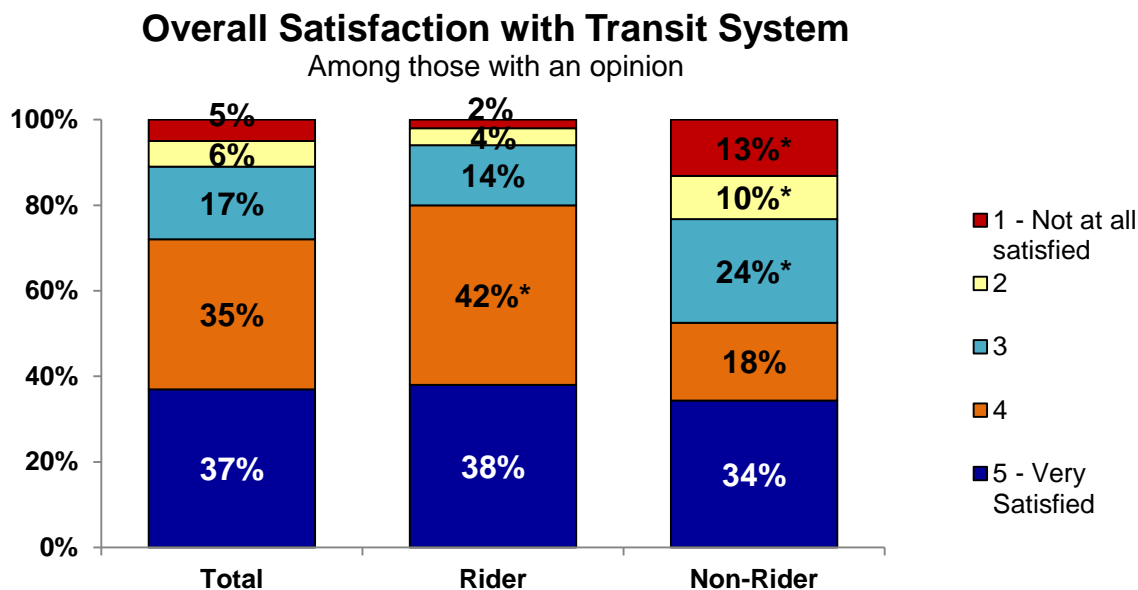
Q10a: You indicated dissatisfaction with some of the attributes, what could be done to improve your satisfaction with the bus service?

Note: Response categories with less than 2% mentions in 2014 not shown in table.

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

#### A. Overall Satisfaction with Tempe Transit System

Nearly three quarters (72%) of residents with an opinion indicated they were highly satisfied with the Tempe transit system. This figure has trended upward since 2008 (a range of 61% in 2008 to 69% in 2012). As in the past, current riders were more likely to provide a top-two rating (80% vs. 52% of non-riders).



Total n=376, Rider: n=263, Non-Rider: n=110

\*Indicates significant differences compared to other sub-group at the 95% level.

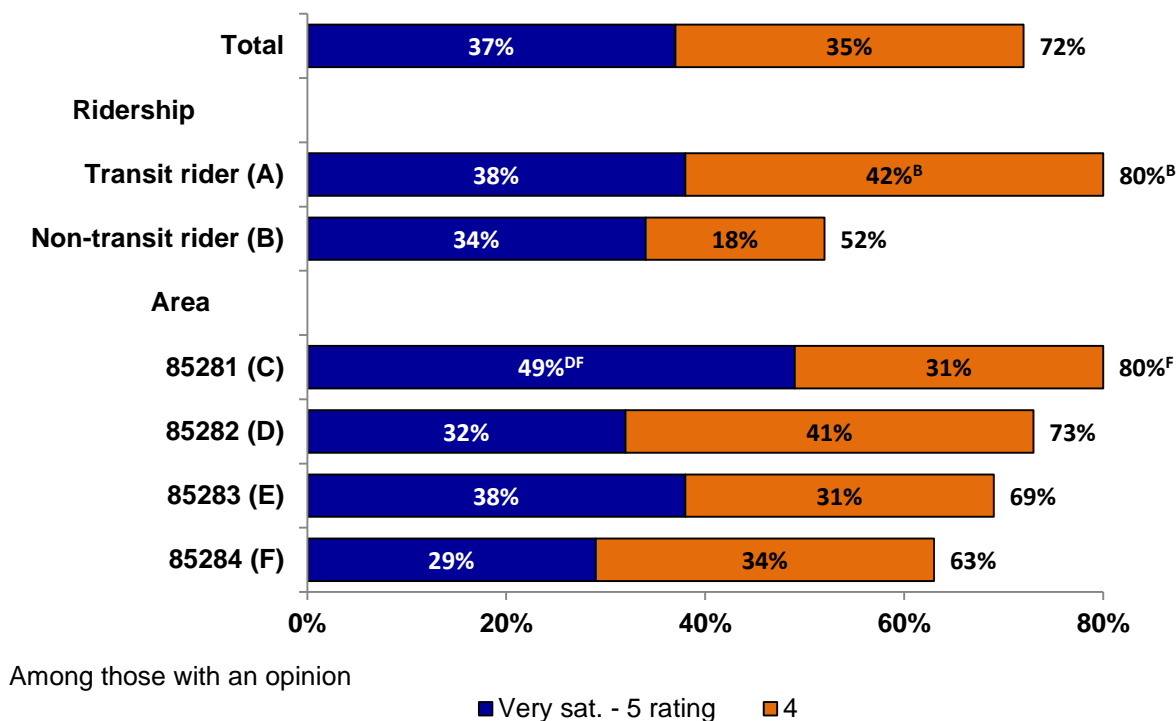
**Table 6: Overall Satisfaction with Transit System in Tempe**  
(Among those with an opinion)

Satisfaction	2014 (n=376)	2012 (n=355)	2010 (n=377)	2008 (n=333)
<b>NET very + somewhat satisfied</b>	<b>72%</b>	<b>69%</b>	<b>66%</b>	<b>61%</b>
5 – Very satisfied	37%	39%	29%	26%
4	35%	30%	37%	35%
3	17%	21%	22%	27%
2	6%	5%	5%	6%
1 – Very dissatisfied	5%	5%	6%	6%
Don't know (not included in %)	8%	11%	12%	21%

Q11. How satisfied are you with the quality of the transit system in Tempe?

In addition to differences between bus riders and non-riders, satisfaction ratings were higher statistically for residents in 85281 than for residents in 85284 (80% vs. 63%).

### Overall Satisfaction with Transit Service (Top Two Ratings)



Residents were asked to explain the reason(s) for their overall satisfaction ratings.

**Residents satisfied with the transit system (rating it a “4” or “5”) mention *good service* (33%), and *frequent and reliable service* (16%).** These were also the top two mentions in 2012.

**Residents who provided “1”, “2”, or “3” ratings mentioned *more frequent buses with extended hours* (18%) and *more routes* (18%).** These were also the top two mentions in 2012.

**Table 7: Reason for Satisfaction Level**

Responses	Satisfaction Level		
	Total (n=376)	4,5 (n=271)	1,2,3 (n=105)
<b>Positive</b>			
Satisfied, good service	27%	33%	12%
Frequent, available, reliable	12%	16%	1%
Good routes, convenient routes	5%	6%	2%
Buses/light rail are clean	6%	8%	--
Convenient (general)	5%	6%	--
Provides transportation for those in need	3%	4%	--
Like the light rail/light rail is good	3%	3%	2%
Saves money, cheap, free	3%	3%	2%
Drivers are friendly, helpful	2%	3%	1%
<b>Neutral</b>			
Don't use it, never used it	7%	4%	15%
Always room for improvement	3%	4%	1%
<b>Negative/Suggestions</b>			
More frequent buses, more hours	12%	9%	18%
Need better/more routes, connections, doesn't go where I need to	10%	6%	18%
Buses take too long, too slow	3%	4%	2%
Extend light rail/more routes for light rail	2%	1%	4%
Buses are not on time	2%	2%	4%
Buses are too crowded	2%	2%	1%
Don't like the type of people who ride the bus	2%	2%	4%
Need more security	2%	1%	3%
Don't know	4%	3%	6%

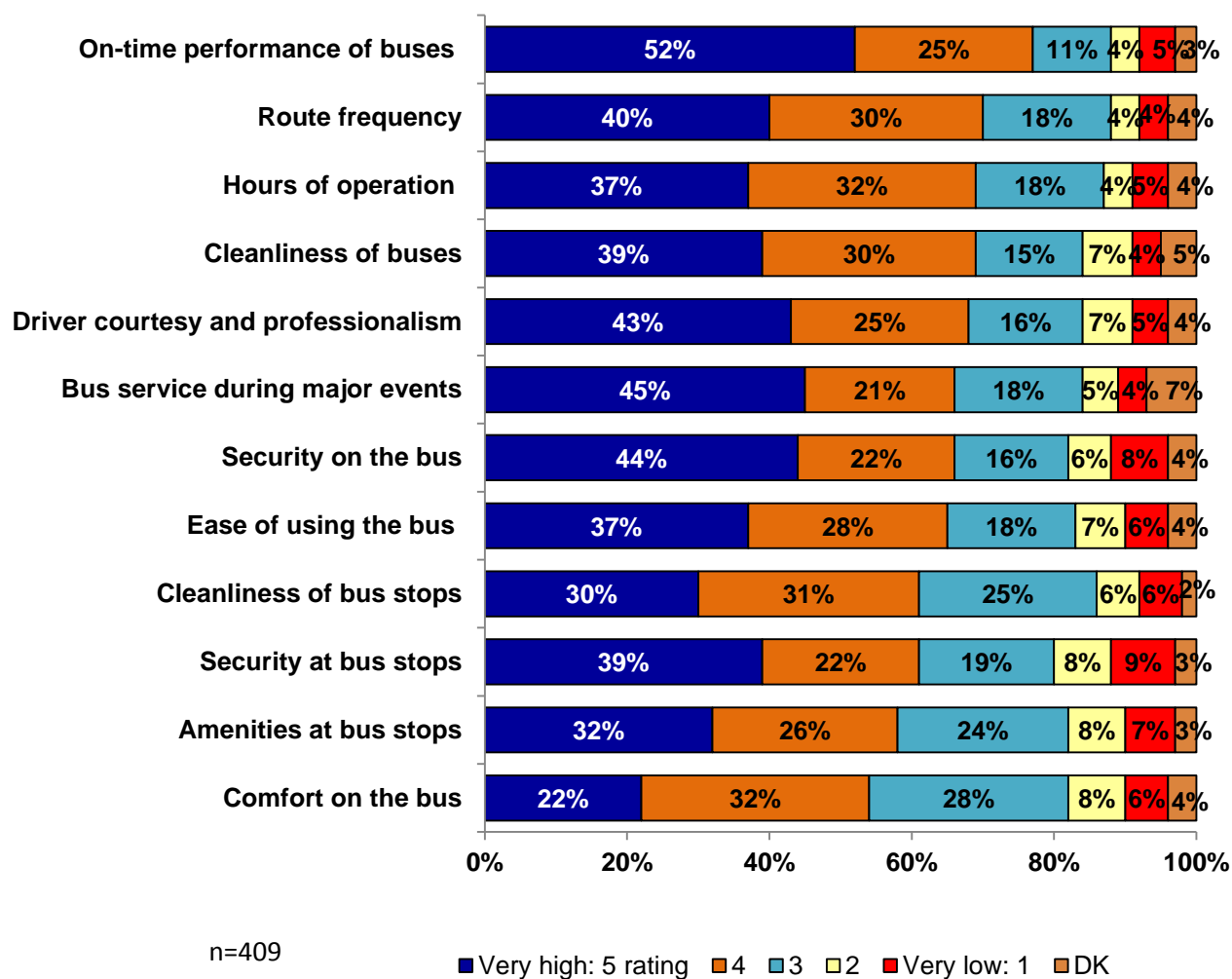
Q11a: Please explain your rating.

Note: Response categories with less than 2% total mentions in 2014 not shown in table.

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

Residents were read a list of possible transit improvements for the City 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 a very high priority and a “1” indicating a very low priority. **On-time performance of buses continued to top the list with the highest percentage of “high priority” ratings as it did in 2012 (77% of residents provided a top-two rating).** Attributes considered to be less of a priority included *amenities at bus stops* (58%) and *comfort on the bus* (54%), again similar to 2012.

#### Priority of Transit Improvements



**Table 8a: Priority of Possible Transit Improvements  
Percent Top Two Ratings  
Tracking Breakdown**

	2014 (n=409)	2012 (n=400)
On-time performance of buses	77%	81%
Route frequency	70%	69%
Cleanliness of buses	69%	68%
Hours of operation	69%	67%
Driver courtesy and professionalism	68%	70%
Security on the bus	66%	69%
Bus service during major events	66%	66%
Ease of using the bus	65%	68%
Security at bus stops	61%	64%
Cleanliness of bus stops	61%	56%
Amenities at bus stops	58%	62%
Comfort on the bus	54%	49%

*Q12-23: 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.*

Note: Attribute list prior to 2012 contained different attributes, this data is available in previous reports.

Female residents were more likely than male residents to provide top-two priority ratings for a number of attributes, as shown in Table 8b below. Prioritization ratings between public transit riders and non-riders, for the most part, did not vary significantly.

**Table 8b: Priority of Possible Transit Improvements  
Percent Top Two Ratings  
Demographic Breakdown**

	2014 (n=409)	Gender		Transit Rider Status	
		Male (n=208) (A)	Female (n=201) (B)	Rider (n=263) (C)	Non-Rider (n=143) (D)
On-time performance of buses	77%	77%	78%	77%	77%
Route frequency	70%	67%	73%	72%	68%
Cleanliness of buses	69%	65%	73%	70%	66%
Hours of operation	69%	66%	73%	68%	71%
Driver courtesy and professionalism	68%	65%	72%	68%	69%
Security on the bus	66%	60%	73% <sup>A</sup>	67%	64%
Bus service during major events	66%	61%	71% <sup>A</sup>	70% <sup>D</sup>	59%
Ease of using the bus	65%	58%	71% <sup>A</sup>	64%	67%
Security at bus stops	61%	52%	70% <sup>A</sup>	62%	58%
Cleanliness of bus stops	61%	58%	63%	61%	60%
Amenities at bus stops	58%	54%	64% <sup>A</sup>	58%	59%
Comfort on the bus	54%	52%	56%	54%	54%

<sup>ABCD</sup> Indicates significant differences compared to other sub-group at the 95% level.



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

### A. Reasons for Not Riding Transit

When non-riders were asked why they do not use public transit, over half (58%) indicated they *prefer using a car* (up from 46% in 2012). Others indicated a *bus stop is too far away* (11%) or *they don't need to use it* (9%).

**Table 9: Top Reasons for Not Using Public Transit  
(Among those who have not used public transit in the past year)**

Reasons	2014 (n=143)	2012 (n=148)	2010 (n=123)	2008 (n=258)
Prefer car	58%*	46%	45%	45%
Bus stop far away	11%	12%	10%	7%
Don't need to, don't have the need to use	9%	6%	15%	6%
Doesn't go where they need to go	7%	12%	10%	14%
Takes too long	6%	10%	11%	10%
Inconvenient (general)	4%	5%	8%	12%
Health/disability	3%	5%	7%	4%
Don't have to go far distances	3%	5%	5%	6%
Don't know how to use transit system/bus	2%	4%	2%	5%
Not frequent enough	2%	3%	3%	4%
Too hot/cold/rainy	2%	3%	2%	3%
Don't know	2%	2%	2%	4%

Q5: People tell us different reasons why they do not use public transit like riding the bus or light rail. What are some of the reasons why you currently do not use public transit? Question changed in 2010 to current wording above.

\*Indicates significant difference compared to 2012 at the 95% confidence level.

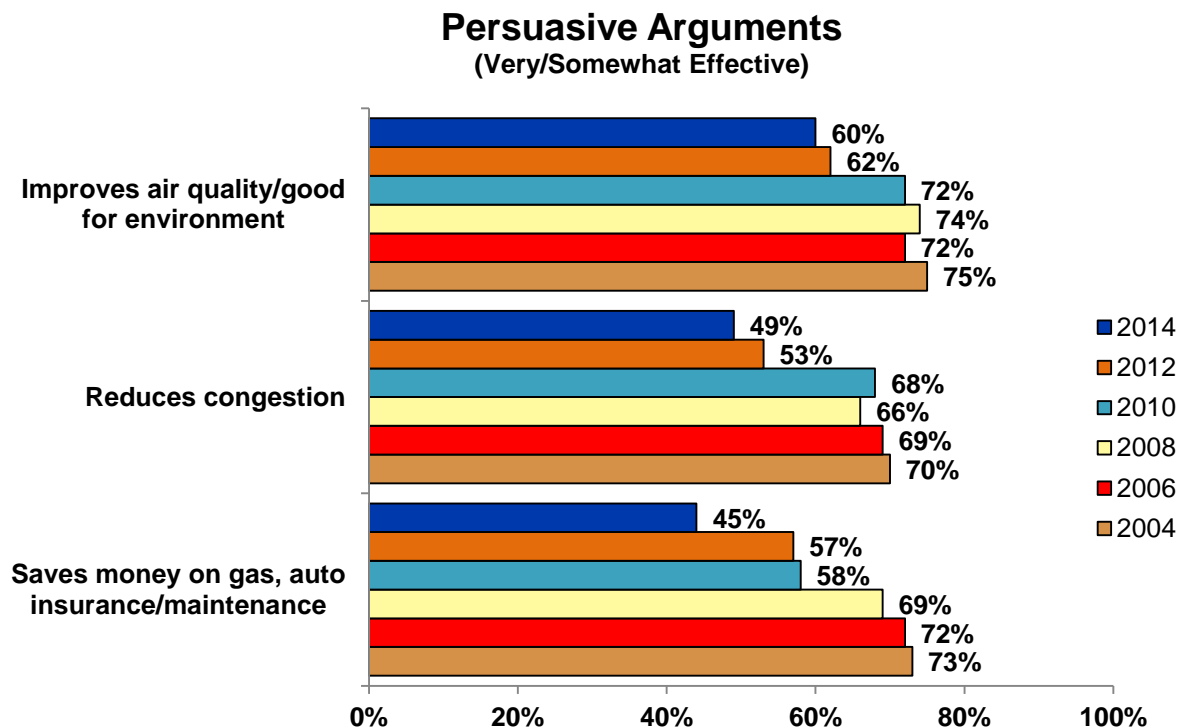
Note: Reasons with less than 2% mentions in 2014 not shown in table.

## B. Effectiveness of Persuasive 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”).

Perceived effectiveness of each argument presented to residents regarding motivation to use public transit has been declining since 2004.

- The argument *improves air quality/good for environment* was perceived as either “somewhat effective” or “very effective” by 60% of residents, compared to a range of 62% to 75% since 2004.
- *Reduces congestion* was seen as effective by 49%, compared to a range of 53% to 70% since 2004.
- *Saves money on gas, auto insurance/maintenance* was perceived as effective by 45%, compared to a range of 57% to 73% since 2004.



Q6: For each of the following benefits to using public transit, please indicate how effective it would be in persuading you to use the bus or light rail instead of using your current mode of transportation.

Note: Slight wording change in 2012 to benefit statements.

2014 n=143, 2012 n=148, 2010 n=123; 2008 n=258; 2006 n=289; 2004 n=257

**Table 10: Effectiveness of Reasons to Persuade Transit Usage**  
 (Among those who have not ridden a bus in the past year)

	2014 (n=143)	2012 (n=148)	2010 (n=123)	2008 (n=258)	2006 (n=289)	2004 (n=257)
<b>Improves air quality</b>						
Effective**	60%	62%	72%	74%	72%	75%
Not effective***	37%	35%	24%	24%	23%	23%
<b>Reduces congest.</b>						
Effective**	49%	53%	68%	66%	69%	70%
Not effective***	46%	44%	29%	33%	28%	27%
<b>Save money on gas, insurance/ maintenance</b>						
Effective**	45%*	57%	58%	69%	72%	73%
Not effective***	52%	40%	41%	31%	24%	25%

Q6: 2004-2008: 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.

2010-2014: For each of the following benefits to using public transit, please indicate how effective it would be in persuading you to ride the bus or light rail instead of using your current mode of transportation. Would it be very effective, somewhat effective, not very effective, or not at all effective?

\*Indicates significant difference compared to 2012 at the 95% confidence level.

\*\* Very + Somewhat effective

\*\*\* Not very + Not at all effective

## V. Tempe in Motion (TIM)

### A. Awareness of Tempe in Motion

**Total awareness of Tempe in Motion (TIM) remained statistically comparable to recent years (50%), as did the proportion of TIM-aware residents who knew the correct meaning of the TIM acronym (68%).**

Those more likely to have net awareness of TIM include:

- Residents aged 18 to 54 vs. older residents (55% vs. 41%)
- College graduates compared to those who had completed only some college or less (55% vs. 45%)
- Those with annual household incomes of \$40,000 or more vs. those with lower incomes (57% vs. 43%)
- Those living in Tempe six or more years vs. those living in Tempe for a shorter time frame (55% vs. 27%)

**Table 11: Awareness of TIM**

	2014 (n=409)	2012 (n=400)	2010 (n=427)	2008 (n=424)	2006 (n=407)	2004 (n=405)
<b>Total Awareness (Unaided + Aided)</b>	<b>50%</b>	<b>53%</b>	<b>54%</b>	<b>48%</b>	<b>38%</b>	<b>51%</b>
Unaided Awareness	18%	21%	24%	27%	18%	22%
Aided Awareness	32%	32%	30%	21%	21%	29%
<b>Meaning of TIM</b>	(n=204)	(n=211)	(n=230)	(n=202)	(n=155)	(n=205)
“Tempe in Motion”	68%	69%	69%	74%	67%	72%
Other	5%	5%	4%	6%	6%	2%
Don’t know	26%	26%	27%	20%	28%	27%

Q24/25: What is the name of Tempe’s transit/transportation program? Have you ever heard of TIM?

Q25a IF YES: To the best of your knowledge, what does TIM mean or stand for?

## B. Source of Awareness

Among those aware of TIM, recalled sources of hearing about it included **street banners (24%)** and **signs on buses (15%)**. Sources of recall were generally similar to 2012 figures.

**Table 12: Top Sources of TIM Awareness**  
(Among those aware of TIM)

Responses	2014 (n=204)	2012 (n=211)	2010 (n=230)	2008 (n=202)	2006 (n=155)	2004 (n=205)
Street banner	24%	29%	17%	20%	19%	28%
Signs on the buses	15%	13%	18%	20%	20%	12%
ASU/School	5%	--	3%	2%	--	--
Newspaper/Print Ads	5%	6%	6%	7%	15%	12%
Bill inserts	3%*	9%	2%	2%	3%	2%
Work	2%	1%	1%	3%	--	1%
I live here/lived here a long time	2%	--	--	--	--	-
TV	3%	6%	9%	10%	19%	16%
Word of mouth	4%	6%	3%	4%	3%	3%
Direct mail	3%	5%	5%	2%	4%	5%
Internet/online ads	3%	3%	4%	3%	4%	2%
Flyers/brochures	3%	2%	6%	4%	--	--
Don't know	13%	16%	12%	14%	14%	20%

Q26: How did you hear about it?

\*Indicates significant difference compared to 2012 at the 95% confidence level.

Note: Sources with less than 2% mentions in 2014 not shown in table.

**C. Advertising Effect on Perception of Tempe Transportation Options**

Over half (52%) of those who indicated hearing about TIM via newspaper, online, direct mail, or street banners indicated they feel advertising made them think more positively about transportation options in Tempe. Less than half (41%) indicated they feel the advertising had no effect on their perceptions of the transportation system in Tempe.

Among those who indicated TIM advertising had a positive or neutral impact about their feelings of transportation options in Tempe, **one in five (20%) indicated “yes” when asked whether the advertising message persuaded them to try public transit in Tempe.** This is not significantly different than the 28% recorded in 2012.

**Table 13: Advertising Effect on Perception**  
(Among those aware of TIM advertising through specified media)

	2014 (n=88)	2012 (n=94)	2010 (n=79)	2008 (n=120)	2006 (n=89)	2004 (n=110)
Make you think more positively about transportation options in Tempe	52%	42%	58%	57%	52%	53%
Have no effect on your perceptions	41%	52%	38%	42%	43%	44%
Make you think negatively about transportation options in Tempe	2%	2%	1%	1%	4%	-
Don't know	5%	4%	3%	--	1%	4%

Q27: How did the messages affect your perception of the transportation system in Tempe?

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

**Table 14: Advertising Effect on Transit Usage**  
(Among those who said impact of message was positive/neutral)

	2014 (n=83)	2012 (n=88)
Yes	20%	28%
No	78%	72%

Q28: Did the advertising messages persuade you to try public transit in Tempe?

## VI. Tempe Bicycling and Walking

### A. Bicycle Usage

**Approximately three in five residents (61%) reported they have access to a bicycle.** This is statistically similar to 2012, but an increasing trend can be seen overall when the last several years are considered (range of 53% to 62% between 2004 and 2012). Those who have a bike, but only ride it occasionally were asked why this was the case (n=74). Nearly one third (32%) of those with a bike but who indicated only occasionally riding it attributed this to weather being too hot, while 12% indicated they think it is too dangerous.

Residents more likely to indicate having access to a bike include:

- Male residents vs. female residents (67% vs. 55%)
- Residents aged 18 to 54 vs. older residents (68% vs. 48%)
- College graduates vs. those with lower education levels (67% vs. 54%)
- Public transit riders vs. non-riders (68% vs. 48%)
- Those with annual household incomes of \$40,000 or more vs. those with lower incomes (66% vs. 53%)

**Among those who reported having access to a bike, 70% reported they ride their bike at least once a month, which is similar to the 66% recorded in 2012.**

**Table 15: Access to and Frequency of Bike Use**

	2014 (n=409)	2012 (n=400)	2010 (n=427)	2008 (n=424)	2006 (n=407)	2004 (n=405)
<b>Have access to bike</b>	<b>61%</b>	<b>62%</b>	<b>58%</b>	<b>56%</b>	<b>53%</b>	<b>57%</b>
<b>Frequency</b>						
Never/occasionally	30%	32%	35%	29%	32%	32%
Once or twice	18%	18%	17%	19%	19%	21%
Three to five times	17%	11%	13%	19%	14%	12%
Six to ten times	8%	12%	9%	10%	8%	6%
>10 times	27%	24%	24%	23%	25%	25%
Don't know/not sure	1%	2%	2%	--	2%	3%

Q29: Do you have access to a bicycle that you can ride when you want to?

Q30: How many times in a month do you ride your bike?

## B. Bicycle Travel Patterns

Approximately half (53%) of those who indicated riding their bikes at least once a month report they ride for *exercise*, while 24% report riding for *work/school*.

**Table 16: Bike Riding Destinations**

(Among those who have access to a bicycle and ride it at least 1x a month)

Responses	2014 (n=174)	2012 (n=163)	2010 (n=155)	2008 (n=169)	2006 (n=142)	2004 (n=157)
Exercise	53%	58%	60%	56%	59%	58%
Work/school	24%	17%	24%	25%	24%	29%
Store	14%	15%	16%	19%	14%	22%
Friend's house	9%	7%	3%	6%	2%	4%
ASU	5%	1%	3%	6%	1%	2%
Along the canal	4%	--	--	--	--	--
Parks	4%	6%	4%	6%	8%	4%
Tempe Town Lake	4%	6%	7%	4%	1%	1%
Everywhere	3%	2%	1%	1%	3%	--
Mill Avenue/ Downtown Tempe	3%	5%	3%	1%	2%	2%
Restaurant/Dinner	3%	2%	1%	2%	--	--
The bar/when I've been drinking	3%	1%	--	--	--	--
Run errands	2%	3%	1%	2%	5%	--

Q30b: Where do you go when you ride your bike?

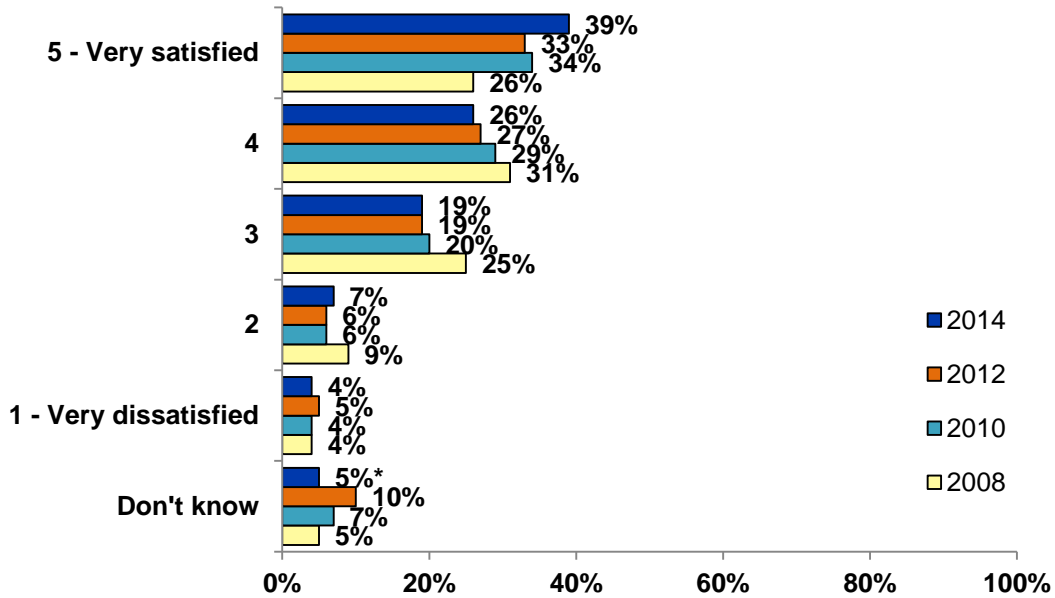
Note: Destinations with less than 2% mentions in 2014 not shown in table.



**C. Overall Satisfaction with Bicycle and Pedestrian Paths**

Approximately two thirds (65%) of residents indicated they are satisfied with the quality of walking and biking paths of residents. Overall, this is statistically similar to recent years, but the percentage of those “very satisfied” is notably higher than the first measure recorded in 2008 (39% vs. 26%).

**Overall Satisfaction with Tempe Walking and Bike Paths**



2014 n=409, 2012 n=400, 2010 n=427, 2008 n=424

Q31: How satisfied are you with the quality of the walking and biking paths in Tempe?

\*indicates significant difference compared to 2012 at the 95% confidence level.

Residents were asked to explain the reason(s) for their ratings for the bike and pedestrian paths. **Among those with an opinion, the most common positive reasons for ratings included *they are fine the way they are/no problems (29%)* and *they are everywhere, there are plenty of paths (12%)*. Top negative reasons included *need more bike lanes (9%)* and *don't seem safe enough/make them safer (8%)*.**

**Table 17: Reasons for Satisfaction Rating**  
(Among those with an opinion)

Responses	2014 (n=390)	2012 (n=362)	2010 (n=397)	2008 (n=402)
<b>Positive</b>				
They are fine the way they are, no problems	29%	23%	20%	24%
They are everywhere, there are plenty of paths	12%	15%	16%	13%
Easy to use, accessible	6%	6%	4%	5%
They are safe	5%	6%	11%	5%
Paths are well lit	5%	5%	7%	1%
They are properly maintained, well landscaped	4%*	12%	6%	3%
Have good routes, connect well	3%	6%	4%	--
Paths are wide enough, have enough room	3%	3%	4%	4%
Paths are visible to motorists/clearly marked	2%	4%	--	--
They are scenic/beautiful	2%	--	--	--
<b>Neutral</b>				
I never use them, I have no knowledge of them	5%	4%	5%	8%
There is always room for improvement	4%	3%	2%	4%
<b>Negative/Suggestions</b>				
Need more bike lanes	9%	11%	7%	14%
Don't seem safe enough, make them safer	8%	10%	11%	10%
Could use more of them	6%	4%	9%	5%
Lanes/paths need to be wider	4%	5%	3%	3%
They are not maintained	2%	2%	2%	4%
Better illumination/should be well lit	2%*	<1%	--	--
Don't know	6%	6%	5%	6%

Q31a: Please explain your rating

\*Indicates significant difference compared to 2012 at the 95% confidence level.

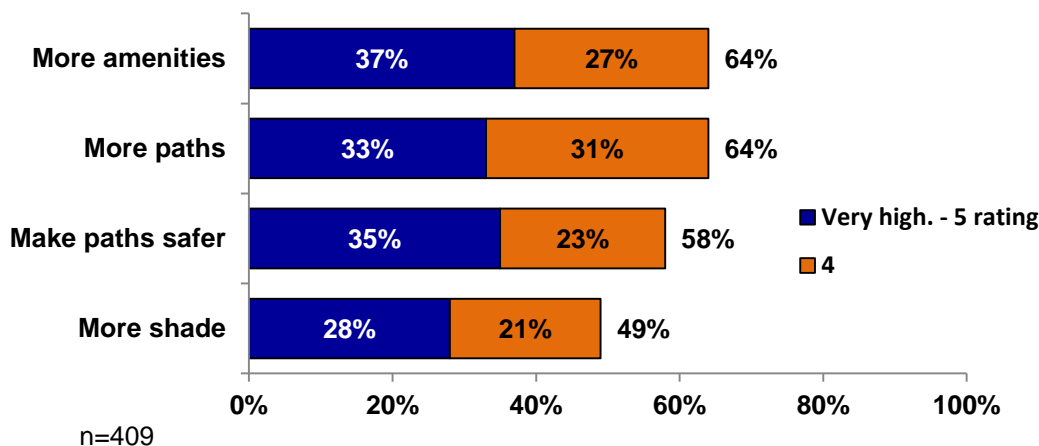
Note: Response categories with less than 2% total mentions in 2014 not shown in table.

### D. Priority of Possible Bicycle and Pedestrian Improvements

Residents were provided with 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. **Residents were most likely to give higher priority ratings to amenities for bikes and pedestrians along the paths such as water fountains and lighting (64%) and adding more bike and pedestrian paths (64%).** Proportions of top-two ratings for each attribute were generally comparable to figures recorded in 2012.

Interestingly the sense of priority to make the paths safer has declined from being the improvement with the most high priority ratings in 2008 (72%), to being ranked third with 58% high priority ratings in 2014.

**Priority of Bike and Pedestrian Improvements**  
(Top Two Ratings)



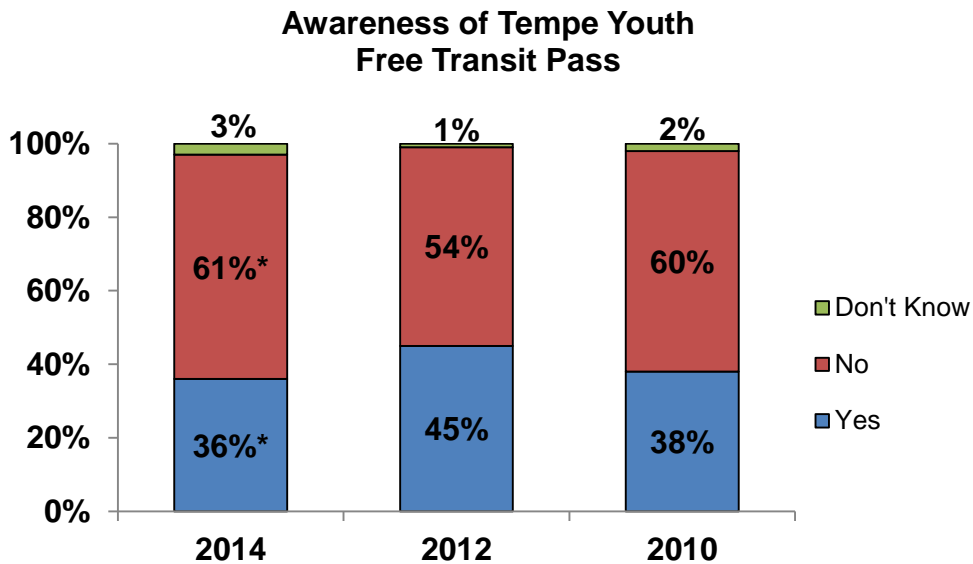
**Table 18: Priority of Possible Bicycle and Pedestrian Improvements**

Attribute	Top Two (4+5) rating			
	2014 (n=409)	2012 (n=400)	2010 (n=427)	2008 (n=424)
Make paths safer	58%	56%	70%	72%
Add more bike and pedestrian paths	64%	62%	60%	65%
More amenities for bikes and pedestrians along the paths such as water fountains and lighting	64%	61%	57%	63%
More shade along paths	49%	46%	54%	57%

Q32-35: 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.

## VII. Tempe Youth Free Transit Pass Program

Approximately one third (36%) of residents surveyed in 2014 indicated they have heard of the Tempe Youth Free Transit Pass. This represents a decline from 2012 (45%) and is more in line with the 38% recorded in 2010. Public transit users were more likely than non-users to say “yes” (41% vs. 28%).



2014 n=409, 2012 n=400, 2010 n=427

QD5: Have you ever heard of the Tempe Youth Free Transit Pass Program?

\*Indicates significant difference compared to 2012 at the 95% confidence level.

**Among those aware of the program, one fifth (20%) indicated they heard about it either *through school* or by *word-of-mouth*.** These were also the top sources mentioned in 2012 and 2010.

**Table 19: Sources for Tempe Youth Transit Pass Program Information**  
(Among those aware of the program)

Sources	2014 (n=148)	2012 (n=179)	2010 (n=164)
Through school	20%	24%	21%
Word-of-mouth (friends/family)	20%	19%	27%
Newspaper	6%	9%	7%
Library	7%	6%	8%
Advertisement	8%	5%	3%
Employer/work	5%*	1%	2%
Letter from the City	5%	5%	6%
Web site	-	3%	1%
Don't know	5%	10%	6%

QD5a: How did you first hear about the Tempe Youth Free Transit Pass Program?

\*Indicates significant difference compared to 2012 at the 95% confidence level.

Note: Sources with less than 5% mentions in 2014 not shown in table.

Note: Prior to 2010, question was asked only of people with children aged 6 years and older. This data is available in earlier reports.

**APPENDIX A: Questionnaire**

**City of Tempe – Tempe in Motion  
Questionnaire – September 2014**

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 \_\_\_\_\_, ? My name is \_\_\_\_\_ calling on behalf of the City of Tempe  
Transportation Division from WestGroup Research. We are doing a very important study  
regarding the City's transportation system in Tempe and could really use a few minutes of your  
time."

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/Don't know/Refused – THANK AND TERMINATE
3. How long have you lived in Tempe?Q
  - 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/don't know/NA
4. In general would you say you use Tempe's transit system (including light rail, Orbit, Flash and local bus/express)?
  - a. daily
  - b. weekly
  - c. monthly
  - d. every few months
  - e. only under special or unique circumstances
  - f. I don't use transit
  - g. Don't know /NA
- 4a. IF a, b, c, or d IN Q4: Which of the following have you used in Tempe in the past year?  
**MULTIPLE RESPONSES ALLOWED**
  - a. Local or express bus
  - b. Orbit or Flash neighborhood shuttles
  - c. Light rail

5. ASK IF “e- don’t use transit” IN Q4: People tell us different reasons why they do not use public transit like riding the bus or light rail. What are some of the reasons why you currently do not use public transit? What other reasons? DO NOT READ LIST (Multiple responses allowed)
- I prefer to drive my car
  - I don’t know how to use the transit system
  - The stops are too far away
  - I don’t like the type of people who use transit
  - Using public transit takes too long
  - Service isn’t frequent enough
  - Transit is not secure
  - Stops are not secure
  - I need my car for business
  - Public transit is dirty
  - Other: Specify \_\_\_\_\_
  - Don’t know
6. ASK IF “e- don’t use transit” IN Q4: For each of the following benefits to using public transit, please indicate how effective it would be in persuading you to use the bus or light rail instead of using your current mode. Would it be very effective, somewhat effective, not very effective, or not at all effective in persuading you to ride bus or light rail? (ROTATE ORDER)
- Saves money on gas, auto insurance, and car maintenance
  - Improves air quality and is good for the environment
  - Reduces congestion

ASK IF a, b, c, d in Q4: ALL OTHERS SKIP TO Q11

7. How long have you been using the transit system in Tempe? DO NOT READ LIST
- Less than a year
  - 1 to 2 years
  - 2 to 4 years
  - 4 to 6 years
  - 6 to 10 years
  - More than 10 years
  - Don’t know/NA
8. What is the main reason you use public transit? (DO NOT READ LIST)
- Convenient
  - Don’t have a car
  - Don’t have a driver’s license
  - Enjoy the people
  - Protects the environment
  - Saves money
  - Saves wear and tear on my car
  - Other (SPECIFY: \_\_\_\_\_)



9. Where do you go when you use public transit? (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. ASK ONLY OF BUS RIDERS IN Q4a In general, how satisfied are you with: ROTATE LIST

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	DK/ no answer
<b>a. Cleanliness of buses</b>	4	3	2	1	0
<b>b. Cleanliness of bus stops</b>	4	3	2	1	0
<b>c. Amenities at bus stops (e.g. shade, seating, bike racks)</b>	4	3	2	1	0
<b>d. Reliability/on-time performance of buses</b>	4	3	2	1	0
<b>e. Driver courtesy and professionalism</b>	4	3	2	1	0
<b>f. Route frequency</b>	4	3	2	1	0
<b>g. Hours of operation</b>	4	3	2	1	0
<b>h. Comfort on the bus</b>	4	3	2	1	0
<b>i. Ease of using the bus (e.g., using schedules, getting to the bus stop, paying fares)</b>	4	3	2	1	0
<b>j. Security at bus stops</b>	4	3	2	1	0
<b>k. Security on the bus</b>	4	3	2	1	0
<b>l. Bus service during major city events</b>	4	3	2	1	0

10a. ONLY ASK IF ANSWER IS SOMEWHAT DISSATISFIED OR VERY DISSATISFIED IN Q10: You indicated dissatisfaction with some of the attributes, what could be done to improve your satisfaction with the bus service?

ASK ALL:

11. How satisfied are you with the quality of the transit system in Tempe? Please rate your satisfaction level on a 1 to 5 scale where 5 means “very satisfied” and “1” means “very dissatisfied”
- 11a. Please explain your rating.

12-23. 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....

<b>RANDOM ORDER 12-23</b>	<b>Very high priority</b>				<b>Very low priority</b>	<b>DK / Refused</b>
<b>12. Cleanliness of buses</b>						
<b>13. Cleanliness of bus stops</b>						
<b>14. Amenities at bus stops (e.g. shade, seating, bike racks)</b>						
<b>15. Reliability/on-time performance of buses</b>						
<b>16. Driver courtesy and professionalism</b>						
<b>17. Route frequency</b>						
<b>18. Hours of operation</b>						
<b>19. Comfort on the bus</b>						
<b>20. Ease of using the bus (e.g., using schedules, getting to the bus stop, paying fares)</b>						
<b>21. Security at bus stops</b>						
<b>22. Security on the bus</b>						
<b>23. Bus service during major city events</b>						

23a. Is there anything else that you believe should be a high priority for the City of Tempe regarding public transit that I did not already mention? Please explain.

24. What is the name of Tempe’s transit/transportation program? DO NOT READ LIST
- a. TIM (or Tempe in Motion) – SKIP TO Q25a
  - b. Valley Metro – ASK Q25
  - c. Orbit – ASK Q25
  - c. Other (SPECIFY: \_\_\_\_\_) – ASK Q25
  - d. Don’t know ASK Q25

25. Have you ever heard of TIM? a. YES                      b. NO (IF NO SKIP TO Q29)

25a. IF YES in Q25 or “TIM” IN Q24: 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

26. IF YES in Q25 or “TIM” IN Q24: How did you hear about it?
- a. TV
  - b. Newspaper ads
  - c. Online ads/web
  - d. Direct mail
  - e. Street Banners
  - f. Twitter/Facebook
  - g. Pandora

- h. ASU Campus outdoor ads  
i. Don't know/Not aware of the program  
j. Other (SPECIFY: \_\_\_\_\_)
27. IF a, b, c, d, e, f, g or h in Q26: How did the messages affect your perception of the transportation system in Tempe? Did it. READ LIST
- Make you think more positively about transportation options in Tempe
  - Have no effect on your perceptions
  - Make you think negatively about transportation options in Tempe
  - DON'T READ – Don't know
28. If a or b in Q 27: Did the advertising messages persuade you to try public transit in Tempe?
- Yes
  - No
  - Don't know
29. Do you have access to a bicycle that you can ride when you want to?
- Yes
  - No – SKIP TO Q31
30. IF YES IN Q29: How many times in a month do you ride your bike?
- None/never ride it/only ride it occasionally
  - Once or twice
  - Three to five times
  - Six to 10 times
  - More than 10 times
  - Don't know/NA
- 30a. If none/never ride it in Q30: What are some reasons why don't you ride your bike more often? (DO NOT READ LIST)
- Takes too long
  - Have too much to carry
  - Too hot
  - Not enough bike lanes/paths
  - Too much traffic
  - Too dangerous
  - Other (SPECIFY: \_\_\_\_\_)
  - Don't know/NA
- 30b. IF RIDE BIKE 1+ times in Q30: Where do you go when you ride your bike?
- Work/school
  - Store
  - Friend's house
  - Nowhere/just riding for exercise
  - Other (SPECIFY: \_\_\_\_\_)

## ASK ALL:

31. 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”
- 31a. Please explain your rating.
- 32-35. 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....

<b>RANDOM ORDER 32-35</b>	<b>Very high priority</b>				<b>Very low priority</b>	<b>DK / Refused</b>
32. Miles of bike and pedestrian paths	5	4	3	2	1	0
33. Security on paths	5	4	3	2	1	0
34. Amenities for bikes and pedestrians along the paths such as water fountains and lighting	5	4	3	2	1	0
35. Shade along paths	5	4	3	2	1	0

### 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:
- Some high school
  - High school graduate
  - Some college
  - College graduate
  - Post graduate
  - No answer
- D4. Are you married or single?
- Married
  - Single
  - No answer
- D5 . Have you ever heard of the Tempe Youth Free Transit Pass Program?
- Yes
  - No
  - Don't know

- D5a. IF YES IN D5: 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. Twitter/Facebook
  - f. Other: SPECIFY
  - g. Don't know/Don't recall
- D6. Are you employed full-time, employed part-time, retired, a stay at home caregiver, a student or unemployed?
- a. Full-time
  - b. Part-time
  - c. Retired
  - d. Stay at Home Spouse
  - e. Student
  - f. Unemployed
  - g. Refused/NA
- D7. 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

Thanks for your time. That concludes our interview.