Board of Directors

April 27, 2022 | 4:00 p.m. – 6:30 p.m.

GREATER PORTLAND **metro**

Onsite:

Greater Portland Transit District

114 Valley Street, Conference Room A | Portland, ME 04102

Remote:

Please click the link below to join the webinar:

https://us02web.zoom.us/j/83603569172?pwd=TWF1NDJsSVpqSExxTkJldFB5aHhpUT09

Passcode: 595806 | Webinar ID: 836 0356 9172

Phone: (646) 558-8656| Telephone participants: *9 to raise hand, *6 to unmute

AGENDA

AGENDA ITEM	PRESENTER	ACTION or INFORMATION
1. Call Meeting to Order (4:00)	Michael Foley, Board President	N/A
2. Public Comment (4:00-4:05) The Executive Committee welcomes public comments at this time for items <u>not listed</u> on this agenda at this time. For items listed on the agenda, the chair will allow members of the public to comment following the staff presentation. There is a *three-minute time limit* per speaker. (Comments will be paraphrased in meeting minutes)	Michael Foley, Board President	Information

3. Metro Strategic Plan Workshop (4:05-6:15)
 	
A. Review purpose, process, and milestones for completing the strategic plan (4:05-4:20).
 	
B. Presentation on state of public transit at local and national levels (4:20-4:50).
 	
   • *Review existing conditions on Metro's services, ridership, infrastructure, costs and funding, organization, and past acheivements.*
 	
   • *National level trends, opportunities, threats, and emerging consensus on best practices and new approaches to providing mobility.*
 	
   • *Review principal goals and recommendations stemming from PACTS/GPCOG's recent planning studies.*
 	
C. *Presentation on rider/non-rider survey research (4:50-5:20)*
	METRO Staff	Information

D. *Public comment period (5:20-6:00) – riders, stakeholders, and interested parties invited to speak to the board on the priorities we should consider when adopting a strategic plan, and provide input on the process we should undertake to complete it.* E. *Board discussion (6:00-6:15) - proposed to be limited to major reactions and take-aways that should inform later steps in the process; questions for staff follow-up, suggestions on process modifications.*		
4. Future Agenda Items (6:15-6:30) Metro Strategic Planning Effort: ○ Mission-Vision-Values **WORKSHOP** (May-Jun) ○ Service-Capital Dev. Scenario Planning (Jun-Oct) ○ Agency Assessment (Jun-Oct) ○ Finance and Funding Assessment (Jun-Oct) ○ Strategic Priorities and Goals-Objectives **WORKSHOP** (Nov-Dec) ○ Progress Reporting Plan (Jan-Feb) ○ Implementation Plan (Jan-Feb) ○ Final Report (Mar)	Michael Foley, Board President	Information
5. Upcoming Meetings (6:15-6:30) • Finance Committee – May 3, 2023 at 4:00 p.m. • Executive Committee – May 10, 2023 at 3:30 p.m. • Ridership Committee – TBD • Board of Directors – May 25, 2023 at 4:00 p.m.	Michael Foley, Board President	Information
6. Adjournment (6:30)	Michael Foley, Board President	**ACTION**

As of November 9, 2022 Greater Portland METRO is holding meetings of the Board of Directors (and its committees) in hybrid format, both in person at METRO's offices and via webinar. The remote portions of all meetings are conducted in accordance with the requirements of [METRO's Remote Participation Policy](#) *(adopted August 25, 2022) as well as LD 1772, PL 2022 Ch. 666, and 1 MRSA Chapter 13, Subchapter 1.*

DATE
April 27, 2023

SUBJECT
Metro 2040 Strategic Planning Process

PURPOSE
Review process and milestones for completing the strategic planning process.

BACKGROUND/ANALYSIS
Refer to Attachment 4A.

FISCAL IMPACT
None.

RECOMMENDATION
This item is for information and discussion.

ATTACHMENTS
Attachment 4A – Metro 2040 Strategic Planning Process

METRO 2040
Strategic Planning Process
Scope of Work

Project Purpose

With the completion of Metro's previous 2016-2020 Strategic Plan as well as the completion of region's long-range transit plan, *Transit Tomorrow,* and the commencement of Transit Together study, this agency will embark on a process to create an agency strategic plan. The purposes of the effort are 1) clarify and document what Metro should set out to achieve by 2040, and 2) position and structure the agency to achieve approved goals.

Scope of Work

Task 1. Research Phase, Survey Work, Public Engagement (Nov 2022-Apr 2023)

General Scope: This element asks the senior management team, with consultant assistance if needed, to conduct research on the state of the industry aimed at developing understanding of where public transit is going, what riders and top stakeholders want/need, funding opportunities/pressures, along with major risks and opportunities.

The major elements of this task will include:

A. A literature review and state of the industry assessment based on planning and studies completed by GPCOG/PACTS, including Transit Tomorrow and Transit Together, as well as research and information compiled by the Transit Cooperative Research Program (TCRP), National Center for Transit Research, APTA, Transit Center, FTA and various other research institutions and peer agencies.

B. Local survey research to assess the changing travel habits and mobility needs and preferences among current riders and non-riders, as well as local businesses, social service agencies, tourism entities, and stakeholder groups.

C. Metro's stakeholders and riders to be invited to submit written comments and/or present their comments to a workshop of the Board of Directors. Board workshop to be scheduled for the April 2023.

    A Final Report will summarize information gathered during Tasks 1A, 1B and 1C and will be provided to the Board for reference during future phases of the process.

Task 2. Establish Agency Mission/Vision/Guiding Principles (May-Jun 2023)
General Scope: Following the work completed in step 1, staff will engage the Board to reach consensus on Metro's core mission, long-range vision and guiding principles (or values). In contrast to core values which are generally overbroad, guiding principles more clearly help guide actions.

- This element of the process will be facilitated by a consultant with skills in developing consensus out of complex information, multiple stakeholders, and diverse views.

- Staff will design a process that involves Metro staff and stakeholders and will rely on survey work to provide input from riders/non-riders.

Task 3. Service & Capital Development Plan (Jun-Oct 2023)
General Scope: Based on results of Tasks 1 and 2 and in connection with recommendations stemming from PACTS' Transit Together study and Rapid Transit Study, staff will develop non-fiscally constrained service/mobility development and capital improvement plans for the 2023-2040 timeframe.

Task 4. Comprehensive Agency Assessment (Jun-Oct 2023)
General Scope: This element requires Metro staff to critically evaluate the agency's capacity (as well as deficits) to achieve the goals of the Service & Capital Development Plan. This task will be completed with a combination of internal staff work supported by either APTA Peer Reviews or consultant assistance.

- As part of this work, staff will develop a plan for structuring and resourcing the organization so it is able to achieve the agency's long-range goals. As part of this task, staff will estimate cost impacts and devise a funding strategy to achieve recommended organizational changes.

Task 5. Financial and Resources Planning (Jun-Oct 2023)
General Scope: This element evaluates the costs and revenue needs associated with the Service & Capital Development Plan and recommended organizational changes. This task is positioned at this point in the process so that cost containment, revenue generation and funding strategies can be elevated as part of the subsequent Strategic Priorities and Goals-Objectives phase (Task 6).

Task 6. Establish Major Strategic Priorities & Goals-Objectives (Nov-Dec 2023)
General Scope: Based on the realities of the environment, the scope of the Service & Capital Development Plan, the agency's current capacity and funding needs, this element will develop 3-5 strategic priorities for the agency.

- These priorities should establish and crystalize the agency's strategic posture through 2040 and should be the foundation for goals and objectives. Examples of strategic priorities could include positioning the agency for future service expansion, adopting a decentralized mobility management approach, pursuing dedicated transit funding.

- Based on the Service & Capital Development Plan and strategic priorities, develop a limited set of challenging, but achievable goals, along with supporting objectives. Goals and objectives will adhere to the SMART model by being **S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**ime-bound.

Task 7. Measure Progress/Performance & Test Assumptions (Jan-Feb 2023)
General Scope: This element will develop how to measure progress on goals, establish key performance indicators and create a process and publication standards for communicating progress to the Board and public. Additionally, this element will be infused with a method for ongoing "strategic thinking" designed to routinely obtain environmental feedback in order to confirm/challenge the underlying assumptions driving priorities and goals.

Task 8. Implementation Planning (Jan-Feb 2023)
General Scope: Develop Integrated Agency & Unit Level Action Plans. Allow department heads and managers to engage their staff and develop action plans aimed at achieving mission, vision, strategic priorities, goals and objectives. Executive Director and Department Heads to assess **ORGANIZATIONAL DEVELOPMENT** needs and ensure coordinated action across units to ensure **ALIGNMENT, COLLABORATION** and **ACCOUNTABILITY** in support of broader goals.

Task 9. Final Report
General Scope: Generate final report to be approved by Board of Directors (Mar 2024).

DATE
April 27, 2023

SUBJECT
State of Transit Report

PURPOSE
Review major issues and trends facing public transit nationally and locally.

BACKGROUND/ANALYSIS
Staff will present an overview of Metro's existing conditions and recent growth followed by an assessment of the major issues and trends facing public transit, as well as provide a summary review of recent planning work conducted by the Greater Portland Council of Governments.

FISCAL IMPACT
None.

RECOMMENDATION
This item is for information and discussion.

ATTACHMENTS
Attachment 4B – State of Transit Report (forthcoming)

BOARD OF DIRECTORS   AGENDA ITEM 3C

DATE
April 27, 2023

SUBJECT
Rider and Nonrider Survey Results

PURPOSE
To brief the Board on the results of the rider and non-rider survey, conducted in 2022

BACKGROUND/ANALYSIS
In 2022, METRO procured a public surveying consultant, ETC. Inc, to conduct statistically significant surveys for both existing METRO riders and people who have not ridden public transit in southern Maine in the past year.

The on-board rider survey was conducted in October 2022, over the course of about a week. In total, 600 passengers (400 weekday, 200 weekend) were surveyed on topics related to demographics, customer satisfaction, and investment priorities. The margin of error for this data is 4% at the 95th percentile confidence interval. The survey team took efforts to reach a range of ages, ethnicities, and income levels. Nearly 8% of respondents spoke English "not well or not at all".

Some major takeaways from the on-board survey:
- Our existing riders seem to like us: 96% of respondents would recommend METRO to a friend or co-worker.
- Passengers rated ease of fare payment, safety, and courtesy of bus operators highly, each receiving 90% or more "satisfied" or "very satisfied" responses.
- METRO scored less well on "Communicating service changes", "Availability of accurate info to plan my trips", "Accurate and timely info about delays", and "Availability of Accurate Arrival Time Information", receiving at least 30% of responses as "Not satisfied" or "Not satisfied at all".
- Over 25% of respondents listed the following priorities for improving METRO service: "METRO comes on time" (64.7%), "METRO Hours of Operation" (41.8%), and "Service zones cover where I need to go" (26.3%).
- About 10% of riders state that they ride less than they did since 2019, while about 42% say they currently ride more than they did in 2019. However, this survey would not capture people who have completely stopped riding since 2019.

The non-rider survey was distributed to households via mail and online in the METRO, South Portland, and Biddeford Saco Old Orchard Beach Transit (BSOOB) service areas, and asked questions about METRO service and transit use in general. This survey excluded anyone who has

taken the above transit services in the past 12 months. Response rate was slow, and as a result, the survey was conducted over the course of several months, beginning in October 2022. Eventually, 647 completed surveys were received and verified by the consultant. The margin of error for this data is 3.8% at the 95th percentile confidence interval.

The non-rider survey indicated a general support of METRO and transit in general, and shed some light as to why some residents opt not to take transit.

- About half of respondents said that transit takes too long compared to other modes or that they'd prefer to drive.

- About 40% of respondents said that the bus would not take them to where they need to go, and 28% said that bus service is not offered when they need to use it.

- Over 80% of respondents said that it is important for the region to fund improved public transportation. Nearly 90% said that funding levels should be greater than today.

- Relatively few respondents (about 12%) indicated that building new roads or widening existing roads should be a top priority, compared to 66% of respondents that indicated that improving public transit should be a priority.

- Most non-riders have used other public transportation, including Amtrak Downeaster (75%), Concord Coach (85%), and public transit services in other cities (93%).

METRO aims to use this data to help prioritize improvements to our service and administrative workflow. A follow-up survey will be conducted in 2024, and METRO aims to continue to conduct similar surveys every 2-3 years to monitor METRO's customer satisfaction and adjust our priorities.

FISCAL IMPACT
None.

RECOMMENDATION
This item is for information and discussion.

ATTACHMENTS
Attachment A – On-Board Survey Results
Attachment B – Non-rider Survey Results

GREATER PORTLAND

metro

TOGETHER WE RIDE

2022 CUSTOMER SATISFACTION SURVEY

Findings Report

Prepared By
ETC INSTITUTE
OLATHE, KANSAS

Presented To
GREATER PORTLAND METRO
PORTLAND, ME

JANUARY 2023
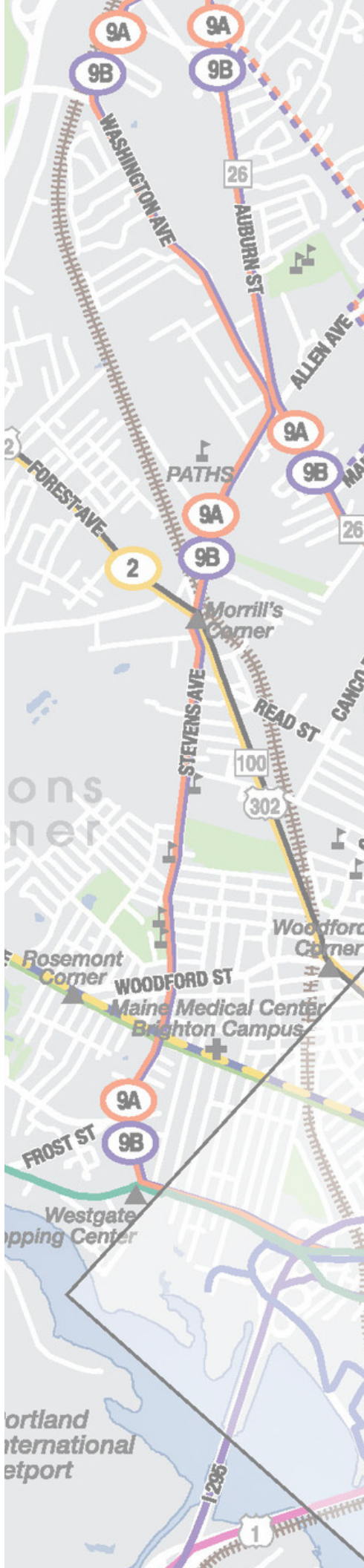
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2022 Greater Portland Metro Customer Satisfaction Survey Executive Summary

Overview & Methodology

Overview

ETC Institute conducted a customer satisfaction survey on behalf of Greater Portland Metro during the winter of 2022. These surveys were administered to better understand the customers and their needs. Data compiled from this survey will assist Metro in their efforts to provide exceptional services to the community of Portland, Maine.

ETC Institute worked with Metro to develop survey questions. These questions were tailored for each Metro service and were related to:

- Metro usage information (e.g., frequency, length of time as a customer, type of fare used)
- Overall perception of Metro
- Overall satisfaction with Metro services
- Demographic characteristics (e.g., age, gender, household income, size of household, race/ethnicity)

Methodology

For inclusion purposes, the survey methodology consisted of an observational demographic count as passengers boarded each bus run and were randomly selected. Each passenger's age, race, gender, and disability were observed and recorded passively by trained interviewers. ETC Institute field supervisors were able to monitor the count in real-time to:

- evaluate the performance/production of interviewers passing out paper surveys and
- determine if and to what extent certain categories of race, age, gender, and disability were nonresponsive.

By collecting demographic count date for each run, ETC Institute was able to identify routes that may have had sampling issues. For example, potential bus bias due to language barrier, interviewer bias, affluency/literacy, and take corrective action prior to leaving the study area. Or in some circumstances, re-surveying a run entirely. Lastly, the demographic data helped validate survey findings during post processing.

EXECUTIVE SUMMARY

Weekday & Weekend Rider Profiles

- Most (87%) weekday riders and most (93%) weekend riders do not have regular access to a car (Table 1).

- Most (91%) weekday riders and nearly all (96%) weekend riders ride Metro at least three days a week, if not more (Table 2). Majority (82%) of weekday riders and 89% of weekend riders have been riding Metro for at least a year (Table 3).

- Since 2019, a higher percentage of weekend riders (62%) indicated that their riding habits have not changed, whereas 41% of weekday riders indicated that their riding habits have not changed (Table 4). Twenty-four percent (24%) of weekday riders and 19% of weekend riders indicated that they are currently riding more than they did in 2019.

Table 1

Do you have regular access to a car?	Weekday Riders	Weekend Riders
Yes	12.6%	7.2%
No	87.4%	92.8%

Table 2

How often do you ride Metro?	Weekday Riders	Weekend Riders
Less than once a month	0.4%	0.0%
1-3 days a month	3.4%	0.0%
1-2 days a week	5.5%	4.5%
3-4 days a week	30.7%	32.7%
5+ days a week	59.9%	62.8%

Table 3

How long have you been riding Metro?	Weekday Riders	Weekend Riders
Less than 3 months	2.3%	0.0%
3-6 months	4.9%	0.9%
6-12 months	9.5%	10.6%
12+ months	82.2%	88.5%
This is my first ride	1.1%	0.0%

Table 4

Have your riding habits changed since 2019?	Weekday Riders	Weekend Riders
No change	41.2%	61.6%
I ride far less	3.0%	1.7%
Somewhat less	6.5%	8.5%
Somewhat more	23.6%	18.9%
Much more	18.3%	4.9%
I didn't ride in 2019	7.5%	4.4%

- Majority (56%) of weekday riders and 54% of weekend riders are under the age of 45 years (Table 5)

- Fifty-six percent (56%) of weekday riders are Caucasian and 36% are Black/African American. Fifty-five percent (55%) of weekend riders are Caucasian and 33% are Black/African American. (Table 6).

- Majority (65%) of weekday riders and 68% of weekend riders have three or less household members (Table 7).

Table 5

What is your age?	Weekday Riders	Weekend Rider
Under 18 years	8.0%	6.2%
18-24 years	24.3%	18.9%
25-44 years	23.7%	29.1%
45-64 years	30.8%	32.5%
65+ years	13.3%	13.3%

Table 6

What is your race or ethnic identification?	Weekday Riders	Weekend Rider
Latinx/Hispanic	4.8%	7.2%
Black/African American	36.0%	32.8%
White/Caucasian	56.0%	55.1%
Asian/Pacific Islander	4.6%	6.6%
Native American	2.3%	2.2%
Other	0.7%	0.0%

Table 7

Including yourself, how many people live in your household?	Weekday Riders	Weekend Rider
One	17.6%	7.0%
Two	30.8%	34.7%
Three	17.0%	26.5%
Four	21.2%	18.1%
Five	10.4%	11.9%
Six or more	3.1%	1.7%

EXECUTIVE SUMMARY

- Most (81%) weekday riders and 90% of weekend riders have an estimated annual household income less than $45,000 (Table 8).

- Majority (56%) of weekday riders and 55% of weekend riders identify as male (Table 9).

- About one out of six (15%) weekday riders and 5% of weekend riders indicated that they have a disability (Table 10).

Table 8

What is your household's total annual earnings?	Weekday Riders	Weekend Rider
Under $15K	18.3%	18.3%
$15K-$24,999	37.5%	48.1%
$25K-$49,999	25.4%	23.3%
$50K-$99,999	14.8%	9.3%
$100K+	4.1%	1.0%

Table 9

What is your gender identity?	Weekday Riders	Weekend Rider
Male	55.7%	54.6%
Female	44.3%	45.4%

Table 10

Do you have any disabilities?	Weekday Riders	Weekend Rider
Yes	15.0%	5.4%
No	85.0%	94.6%

Perceptions of Metro

Nearly all riders have a positive perception of Metro and are satisfied with Metro. Many riders would recommend others to use Metro services.

- An overwhelmingly 97% of riders indicated that they are satisfied with their experience using Metro (e.g., door to door and interactions with Metro). See chart to the right.

Q7: Thinking about your experiences during your entire journey door to door and all your interactions with Metro, how satisfied are you with Metro?
by percentage of riders (excluding "not provided" responses)

Very satisfied 40.1%
Satisfied 57.3%
Neutral 2.1%
Not satisfied 0.2%
Not satisfied at all 0.2%
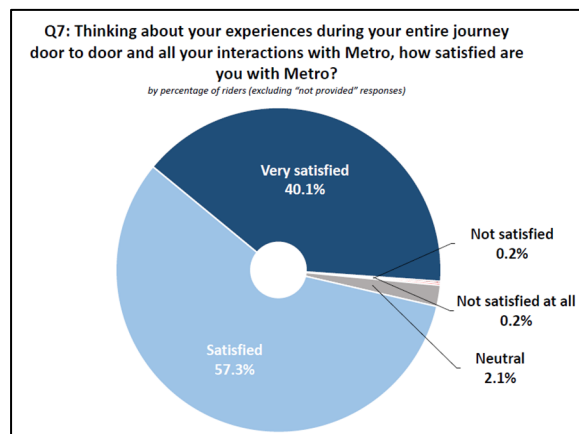
- Riders were asked what their level of agreement was with various statements about Metro and majority of riders were in agreement with all statements. See graph below.

  o 96% of riders agree with the statement, "I would recommend riding Metro to a friend or co-worker."

  o 72% of riders agree with the statement, "When I hear people criticize Metro, I want to defend it."

  o 70% of riders agree with the statement, "Metro works hard to improve the experience of its riders."

  o 62% of riders agree with the statement, "Metro provides a good value for the money."

Q6: To what extent do you agree or disagree with the following statements?
by percentage of riders (excluding "not provided" responses)

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I would recommend riding Metro to a friend or co-worker	64%	32%			3%
When I hear people criticize Metro, I want to defend it	51%	21%	17%	6%	5%
Metro works hard to improve the experience of its riders	38%	32%	24%	4%	3%
Metro provides a good value for the money	37%	25%	24%	10%	4%

Riders are the most satisfied with the ease of fare payment, feeling of safety, courtesy of Metro operators, comfort of the seats, and cleanliness of the buses. Riders are the least satisfied with the service zone coverage, Metro's website, availability of accurate arrival time information and information to plan trips, accurate and timely information about delays, and communicating service changes.

- At least five out of six riders are satisfied with the following Metro services:
  o Ease of fare payment (93%)
  o Safety from sexual harassment (93%)
  o Safety from harassment based on race or ethnicity (91%)
  o Courtesy of Metro operators (90%)
  o Comfort of Metro seats (87%)
  o Cleanliness of Metro buses (87%)

EXECUTIVE SUMMARY

- The six Metro services that had the lowest satisfaction ratings were:
    - Service zones cover where I [rider] need to go (48%)
    - Metro website (42%)
    - Availability of accurate arrival time information (39%)
    - Accurate and timely information about delays (34%)
    - Availability of accurate information to plan trips (33%)
    - Communicating service changes (23%)

Q8: Please rate your satisfaction with the following aspects of Metro.
by percentage of riders (excluding "N/A" responses)

	Very Satisfied	Satisfied	Neutral	Not Satisfied	Not Satisfied At All
Ease of fare payment	64%	29%	5%		
Safety from sexual harassment	70%	23%	4%		
Safety from harassment based on my race or ethnicity	67%	24%	6%	2%	
Safety from crime	61%	29%	7%	2%	
Courtesy of Metro operators	57%	33%	6%	3%	
Comfort of Metro seats	63%	24%	10%	2%	
Cleanliness of Metro buses	62%	25%	10%	2% 2%	
Pick up point safety	64%	22%	7%	4% 2%	
How long it takes to get where I am going	48%	38%	10%	2% 2%	
Enforcement of Metro rules	44%	38%	12%	5%	
Metro comes on time	45%	36%	14%	5%	
How quickly I was able to get a ride	41%	35%	13%	8%	3%
Pick up point convenience	38%	37%	15%	8%	2%
Ease of finding my pick up point	30%	38%	19%	11%	2%
Enough room on Metro	39%	26%	19%	12%	4%
Metro hours of operation	29%	36%	17%	14%	5%
Umo mobility app	34%	29%	28%	5%	4%
Connecting to a bus, train, or ferry	23%	37%	27%	11%	2%
Service zones cover where I need to go	23%	25%	28%	20%	4%
gpmetro.org website	20%	22%	36%	12%	10%
Availability of accurate arrival time info	20%	19%	31%	23%	7%
Accurate & timely info about delays	17%	17%	33%	23%	10%
Availability of accurate info to plan my trips	22%	11%	34%	27%	6%
Communicating service changes	14%	9%	43%	25%	9%

- Riders were asked what three services are most important to them and if Metro improved them it would encourage them to ride Metro more often. Based on the sum of riders' top three choices, the following are the top six services:
    - Metro comes on time (69%)
    - Metro hours of operation (36%)
    - Service zones cover where I [rider] need to go (25%)
    - Availability of accurate arrival time information (21%)
    - Accurate and timely information about delays (19%)
    - Communicating service changes (19%)

Conclusion

To help the Greater Portland Metro identify areas to emphasize over the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance of services based on the percentage of importance and how riders rated Metro with each service. ETC Institute has based their recommendations on the Importance-Satisfaction analysis to objectively assess the priorities for Metro. By identifying services of high importance and with low ratings,

the analysis identified which services will have the most impact on overall satisfaction with Metro services over the next two years. Based on the results of the Importance-Satisfaction Analysis, ETC Institute recommends the following:

Top Priorities for Metro Services Overall. To increase the overall satisfaction with Metro services, Metro should emphasize improvements in the following areas over the next two years:

- Communicating service changes,
- Metro coming on time,
- Service zones cover where riders need to go,
- Metro hours of operation,
- Accurate and timely information about delays, and
- Availability of accurate arrival time information.

Top Priorities for Metro Weekday Services. To increase the overall satisfaction with Metro services during the weekday, Metro should emphasize improvements in the following areas over the next two years:

- Metro coming on time,
- Metro hours of operation,
- Communicating service changes, and
- Service zones go where riders need to go.

Top Priorities for Metro Weekend Services. To increase the overall satisfaction with Metro services on the weekend, Metro should emphasize improvements in the following areas over the next two years:

- Accurate and timely information about delays,
- Availability of accurate arrival time information,
- Communicating service changes,
- Availability of accurate information to plan trips, and
- Service zones go where riders need to go

Importance-Satisfaction analysis information and tables for Metro services assessed is provided in Section 2 of the Findings Report.

EXECUTIVE SUMMARY

CHARTS & GRAPHS

SURVEY RESULTS

Q6: To what extent do you agree or disagree with the following statements?

by percentage of riders (excluding "not provided" responses)

I would recommend riding Metro to a friend or co-worker: Strongly Agree 64%, Agree 32%, Neutral 3%

When I hear people criticize Metro, I want to defend it: Strongly Agree 51%, Agree 21%, Neutral 17%, Disagree 6%, Strongly Disagree 5%

Metro works hard to improve the experience of its riders: Strongly Agree 38%, Agree 32%, Neutral 24%, Disagree 4%, Strongly Disagree 3%

Metro provides a good value for the money: Strongly Agree 37%, Agree 25%, Neutral 24%, Disagree 10%, Strongly Disagree 4%

Legend: ■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree
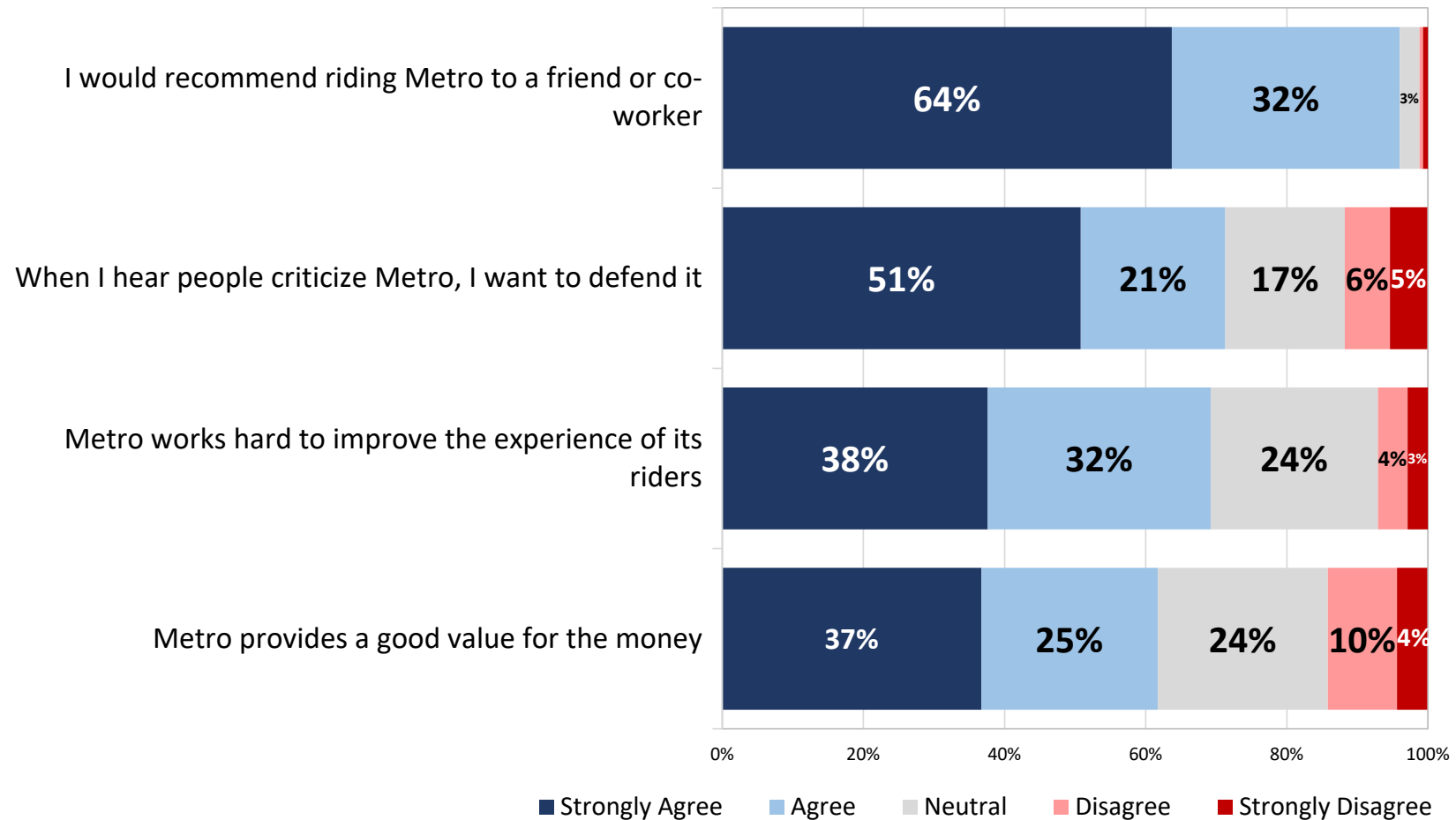
Q6: To what extent do you agree or disagree with the following statements?

by the sum percentage of weekday and weekend riders that "strongly agree" and "agree" with the statement (excluding "not provided" responses)
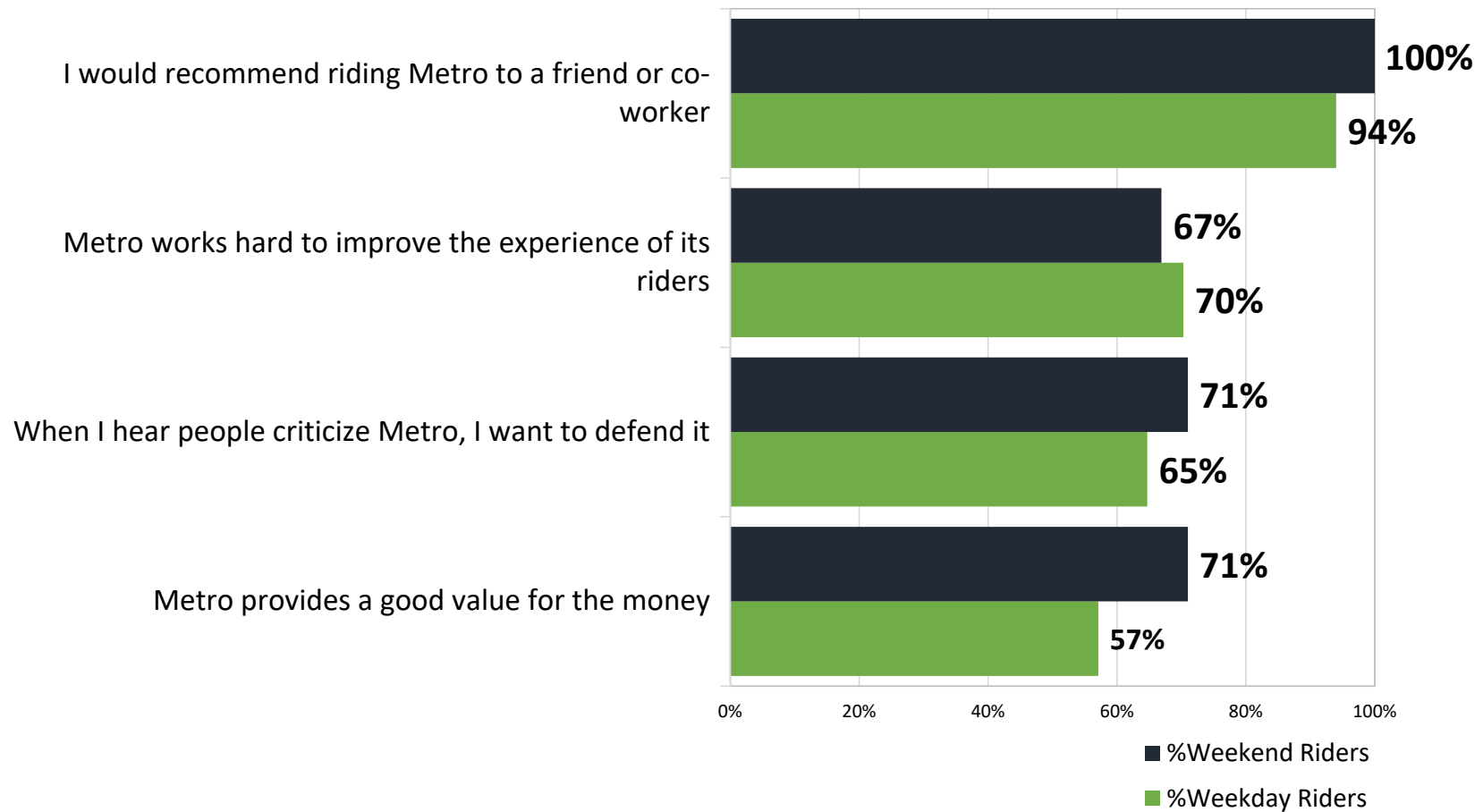
%Weekend Riders
%Weekday Riders

Q7: Thinking about your experiences during your entire journey door to door and all your interactions with Metro, how satisfied are you with Metro?

by percentage of riders (excluding "not provided" responses)

Very satisfied
40.1%

Not satisfied
0.2%

Not satisfied at all
0.2%

Neutral
2.1%
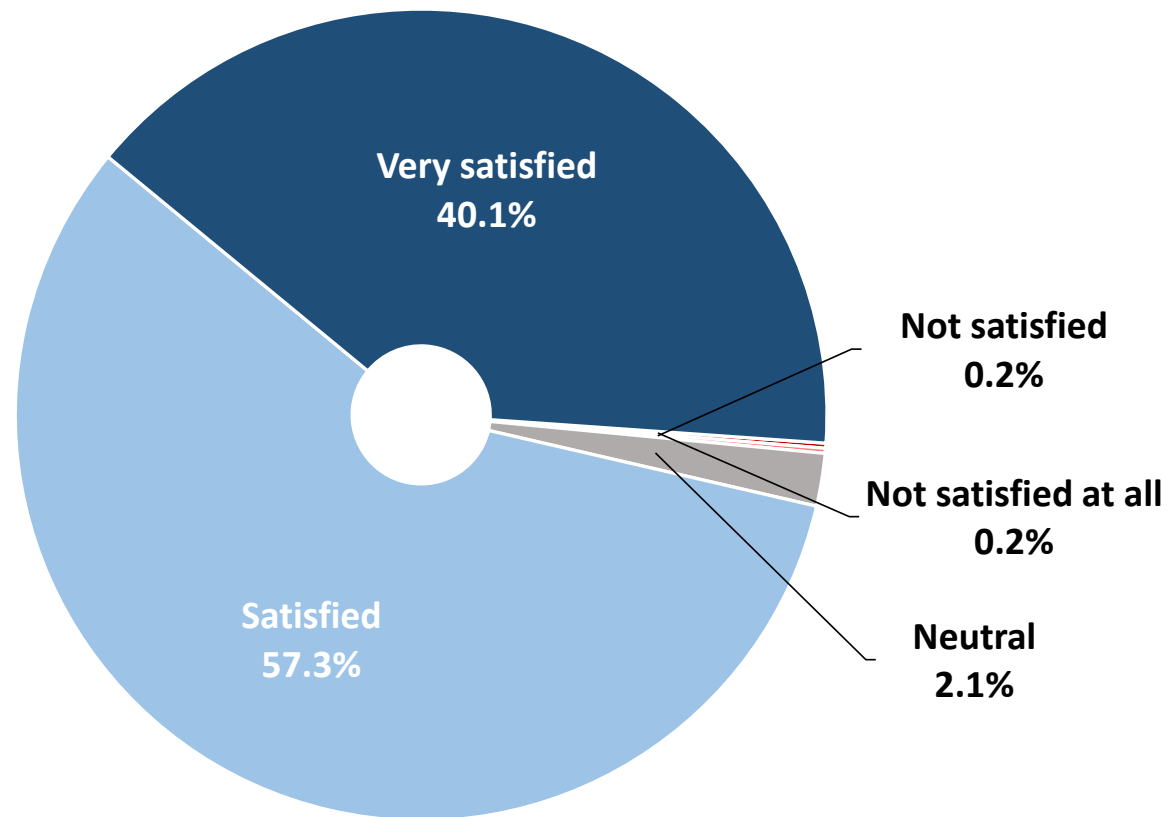
Satisfied
57.3%

Q7: Thinking about your experiences during your entire journey door to door and all your interactions with Metro, how satisfied are you with Metro?

by the sum percentage of weekday and weekend riders that are either "very satisfied" or "satisfied" (excluding "not provided" responses)

Weekday Riders — **96%**

Weekend Riders — **100%**

(X-axis: 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%)

Q8: Please rate your satisfaction with the following aspects of Metro.

by percentage of riders (excluding "N/A" responses)

	Very Satisfied	Satisfied	Neutral	Not Satisfied	Not Satisfied At All
Ease of fare payment	64%	29%	5%		
Safety from sexual harassment	70%	23%	4%		
Safety from harassment based on my race or ethnicity	67%	24%	6%	2%	
Safety from crime	61%	29%	7%	2%	
Courtesy of Metro operators	57%	33%	6%	3%	
Comfort of Metro seats	63%	24%	10%	2%	
Cleanliness of Metro buses	62%	25%	10%	2%	2%
Pick up point safety	64%	22%	7%	4%	2%
How long it takes to get where I am going	48%	38%	10%	2%	2%
Enforcement of Metro rules	44%	38%	12%	5%	
Metro comes on time	45%	36%	14%	5%	
How quickly I was able to get a ride	41%	35%	13%	8%	3%
Pick up point convenience	38%	37%	15%	8%	2%
Ease of finding my pick up point	30%	38%	19%	11%	2%
Enough room on Metro	39%	26%	19%	12%	4%
Metro hours of operation	29%	36%	17%	14%	5%
Umo mobility app	34%	29%	28%	5%	4%
Connecting to a bus, train, or ferry	23%	37%	27%	11%	2%
Service zones cover where I need to go	23%	25%	28%	20%	4%
gpmetro.org website	20%	22%	36%	12%	10%
Availability of accurate arrival time info	20%	19%	31%	23%	7%
Accurate & timely info about delays	17%	17%	33%	23%	10%
Availability of accurate info to plan my trips	22%	11%	34%	27%	6%
Communicating service changes	14%	9%	43%	25%	9%

Q9: Which THREE elements listed in Question 8 would, if improved, encourage you to ride Metro more often?

by the sum of riders top three choices

Element	SUM
Metro comes on time	68.6%
Metro hours of operation	36.0%
Service zones cover where I need to go	25.3%
Availability of accurate arrival time info	20.9%
Accurate & timely info about delays	19.4%
Communicating service changes	18.8%
Pick up point convenience	14.6%
Availability of accurate info to plan my trips	13.9%
How quickly I was able to get a ride	12.8%
How long it takes to get where I am going	10.8%
Ease of finding my pick up point	7.5%
Connecting to a bus, train, or ferry	6.5%
Safety from crime	6.1%
Enough room on Metro	4.7%
Courtesy of Metro operators	4.3%
Cleanliness of Metro buses	2.7%
Pick up point safety	2.7%
gpmetro.org website	2.3%
Comfort of Metro seats	1.8%
Umo mobility app	1.4%
Ease of fare payment	1.4%
Enforcement of Metro rules	1.2%
Safety from harassment based on my race or ethnicity	1.0%

Legend: Second Choice, Third Choice, SUM

Q8: Please rate your satisfaction with the following aspects of Metro.

by percentage of weekday riders that are "very satisfied" or "satisfied" with the service (excluding "N/A" responses)

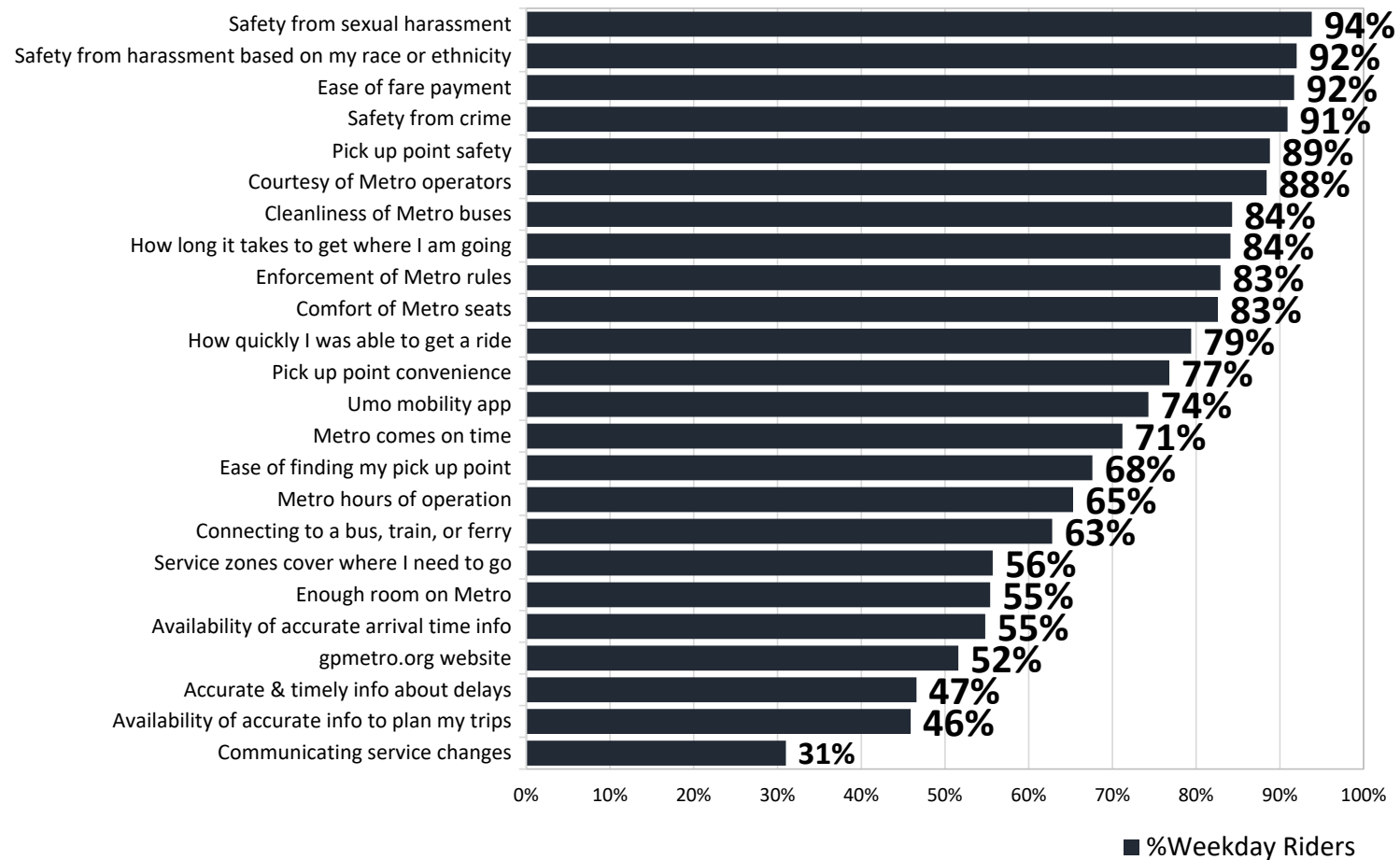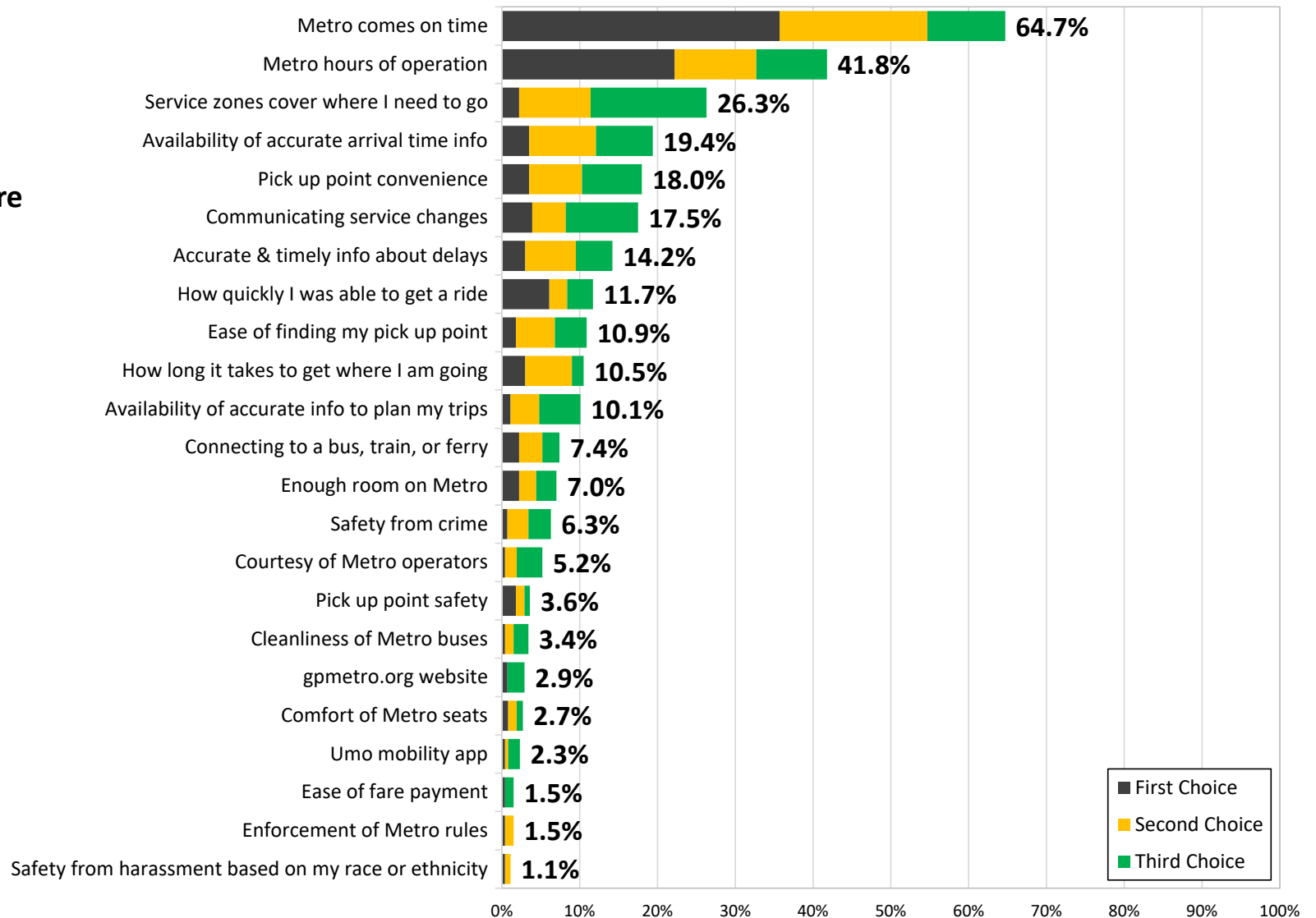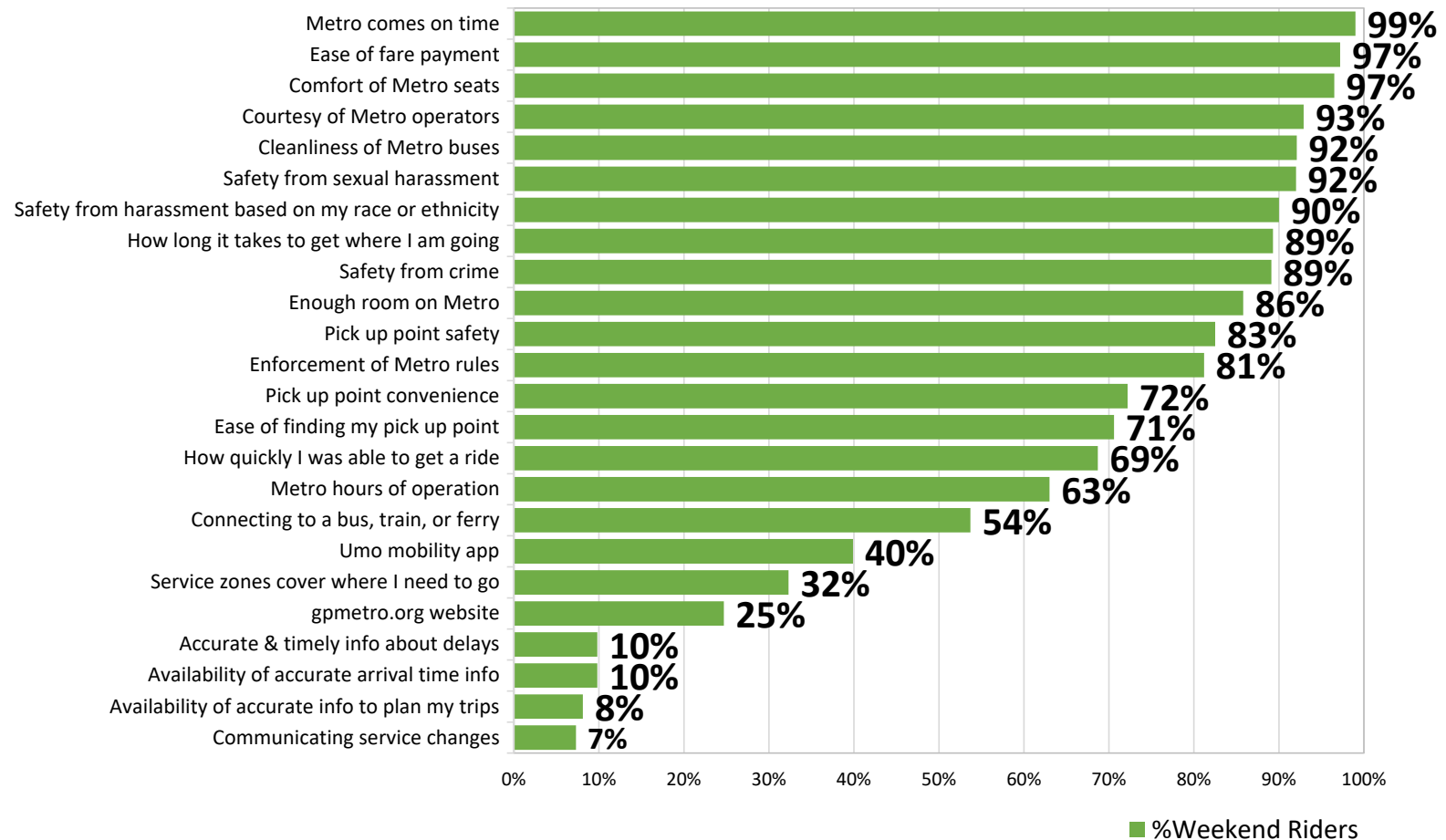| Aspect	%Weekday Riders
Safety from sexual harassment	94%
Safety from harassment based on my race or ethnicity	92%
Ease of fare payment	92%
Safety from crime	91%
Pick up point safety	89%
Courtesy of Metro operators	88%
Cleanliness of Metro buses	84%
How long it takes to get where I am going	84%
Enforcement of Metro rules	83%
Comfort of Metro seats	83%
How quickly I was able to get a ride	79%
Pick up point convenience	77%
Umo mobility app	74%
Metro comes on time	71%
Ease of finding my pick up point	68%
Metro hours of operation	65%
Connecting to a bus, train, or ferry	63%
Service zones cover where I need to go	56%
Enough room on Metro	55%
Availability of accurate arrival time info	55%
gpmetro.org website	52%
Accurate & timely info about delays	47%
Availability of accurate info to plan my trips	46%
Communicating service changes	31%

■ %Weekday Riders

Q9: Which THREE elements listed in Question 8 would, if improved, encourage you to ride Metro more often?

by the sum of weekday riders top three choices

Element	Percentage
Metro comes on time	64.7%
Metro hours of operation	41.8%
Service zones cover where I need to go	26.3%
Availability of accurate arrival time info	19.4%
Pick up point convenience	18.0%
Communicating service changes	17.5%
Accurate & timely info about delays	14.2%
How quickly I was able to get a ride	11.7%
Ease of finding my pick up point	10.9%
How long it takes to get where I am going	10.5%
Availability of accurate info to plan my trips	10.1%
Connecting to a bus, train, or ferry	7.4%
Enough room on Metro	7.0%
Safety from crime	6.3%
Courtesy of Metro operators	5.2%
Pick up point safety	3.6%
Cleanliness of Metro buses	3.4%
gpmetro.org website	2.9%
Comfort of Metro seats	2.7%
Umo mobility app	2.3%
Ease of fare payment	1.5%
Enforcement of Metro rules	1.5%
Safety from harassment based on my race or ethnicity	1.1%

Legend:
- First Choice
- Second Choice
- Third Choice

Q8: Please rate your satisfaction with the following aspects of Metro.

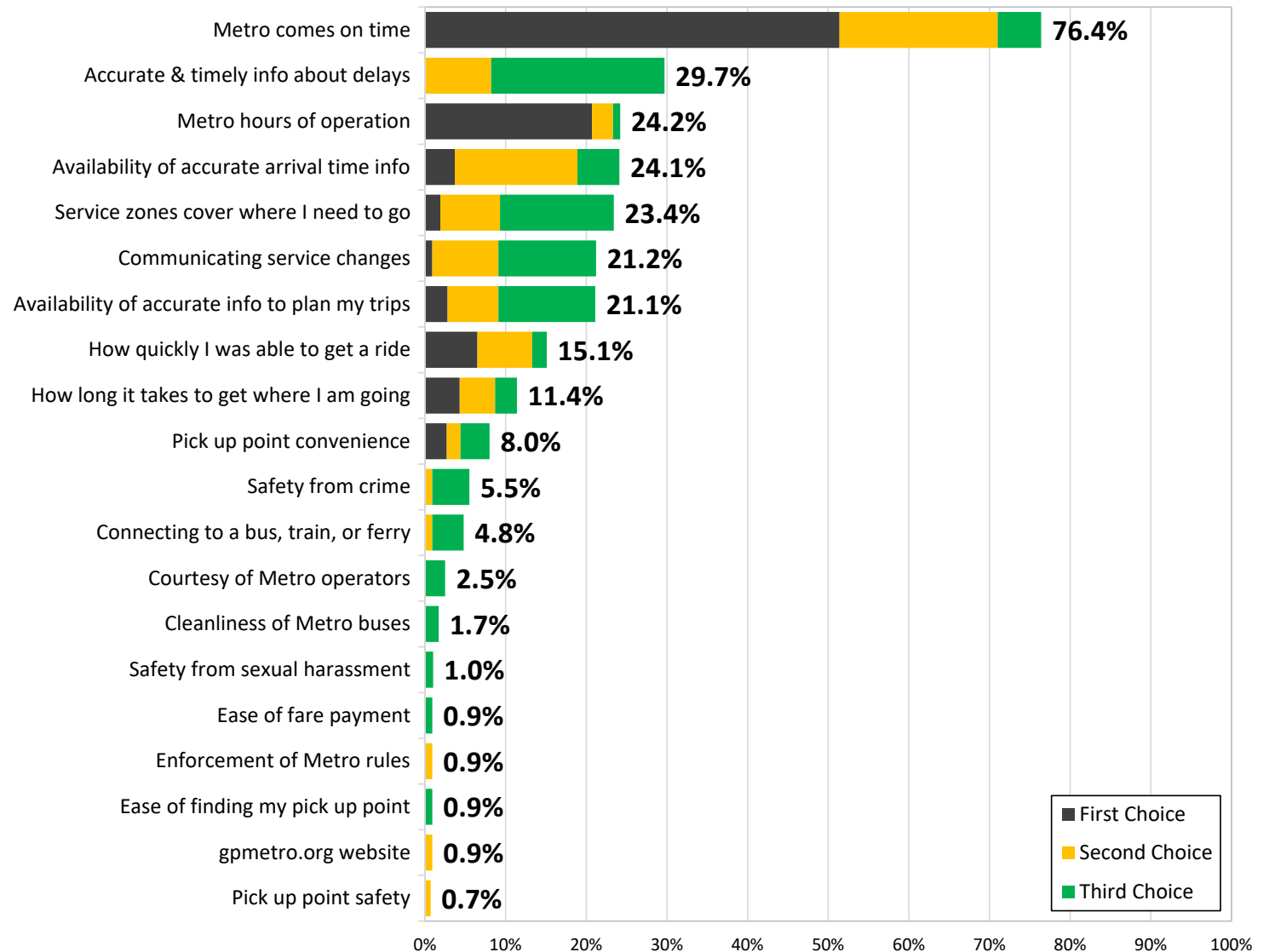*by percentage of weekend riders that are "very satisfied" or "satisfied" with the service (excluding "N/A" responses)*
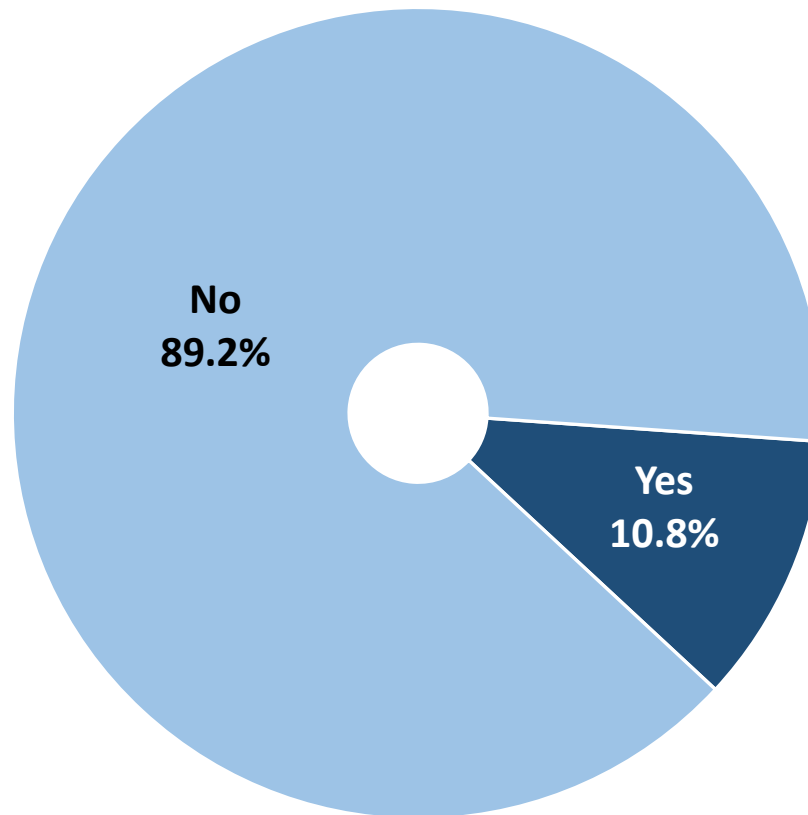
Aspect	% Weekend Riders
Metro comes on time	99%
Ease of fare payment	97%
Comfort of Metro seats	97%
Courtesy of Metro operators	93%
Cleanliness of Metro buses	92%
Safety from sexual harassment	92%
Safety from harassment based on my race or ethnicity	90%
How long it takes to get where I am going	89%
Safety from crime	89%
Enough room on Metro	86%
Pick up point safety	83%
Enforcement of Metro rules	81%
Pick up point convenience	72%
Ease of finding my pick up point	71%
How quickly I was able to get a ride	69%
Metro hours of operation	63%
Connecting to a bus, train, or ferry	54%
Umo mobility app	40%
Service zones cover where I need to go	32%
gpmetro.org website	25%
Accurate & timely info about delays	10%
Availability of accurate arrival time info	10%
Availability of accurate info to plan my trips	8%
Communicating service changes	7%

■ %Weekend Riders

Q9: Which THREE elements listed in Question 8 would, if improved, encourage you to ride Metro more often?

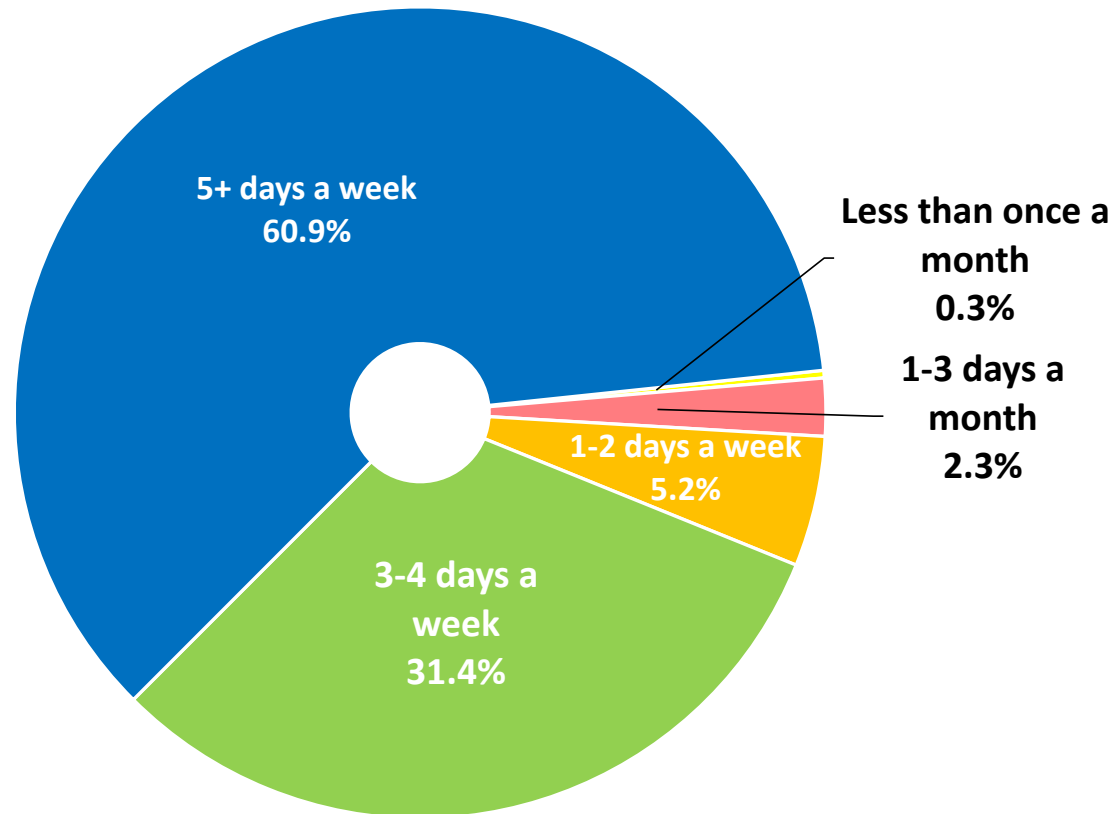*by the sum of weekend riders top three choices*

Element	Percentage
Metro comes on time	76.4%
Accurate & timely info about delays	29.7%
Metro hours of operation	24.2%
Availability of accurate arrival time info	24.1%
Service zones cover where I need to go	23.4%
Communicating service changes	21.2%
Availability of accurate info to plan my trips	21.1%
How quickly I was able to get a ride	15.1%
How long it takes to get where I am going	11.4%
Pick up point convenience	8.0%
Safety from crime	5.5%
Connecting to a bus, train, or ferry	4.8%
Courtesy of Metro operators	2.5%
Cleanliness of Metro buses	1.7%
Safety from sexual harassment	1.0%
Ease of fare payment	0.9%
Enforcement of Metro rules	0.9%
Ease of finding my pick up point	0.9%
gpmetro.org website	0.9%
Pick up point safety	0.7%

Legend:
- First Choice
- Second Choice
- Third Choice

Q10: Do you have regular access to a car?
by percentage of riders (excluding "not provided" responses)

No
89.2%

Yes
10.8%

Q11: How often do you ride Metro?

by percentage of riders (excluding "not provided" responses)

5+ days a week
60.9%

Less than once a
month
0.3%

1-3 days a
month
2.3%

1-2 days a week
5.2%

3-4 days a
week
31.4%

Q12: How long have you been riding Metro?

by percentage of riders (excluding "not provided" responses)

This is my first ride
0.8%

Less than 3 months
1.5%

3-6 months
3.5%

12+
months
84.3%

6-12
months
9.9%
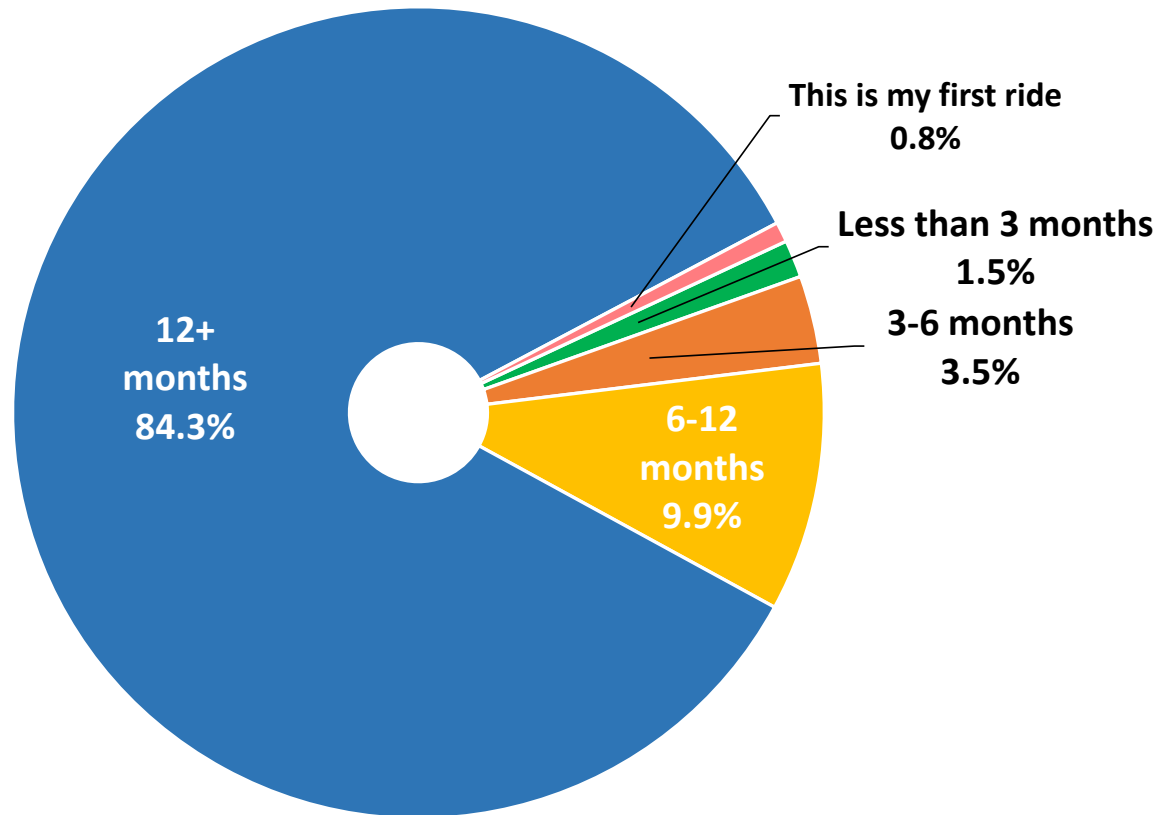
Q13: Have your riding habits changed since 2019?

by percentage of riders (excluding "not provided" responses)

No change
48.0%

I ride far less
2.6%

Somewhat less
7.2%

I didn't ride in 2019
6.5%

Much more
13.8%

Somewhat
more
22.0%
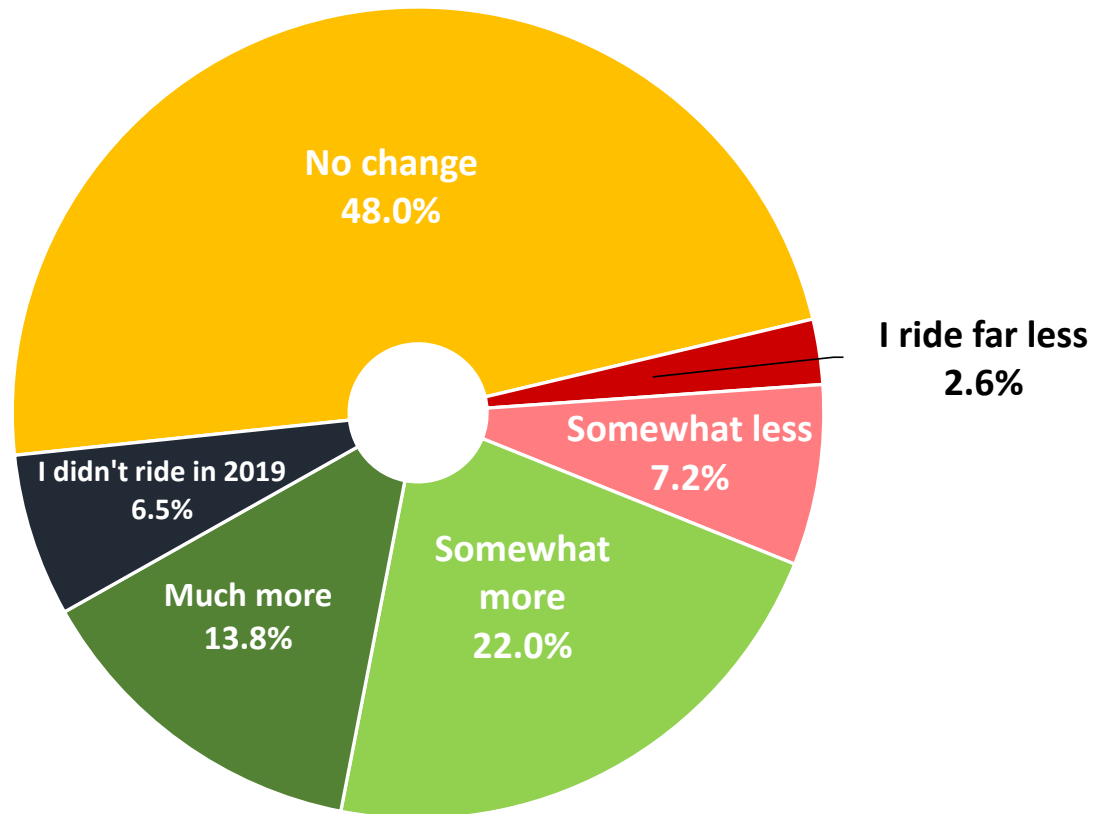
Q14: Do you have a smartphone and connection to access apps when waiting at the pick up spot?

by percentage of riders (excluding "not provided" responses)

Yes
92.7%

No
7.3%
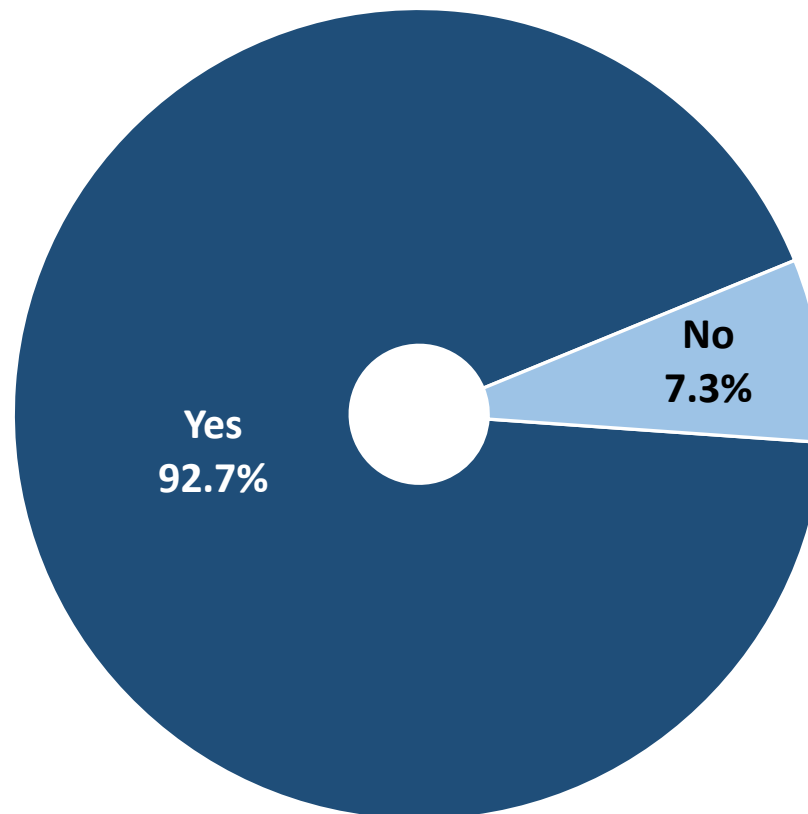
Q15: How did you pay your fare for this trip?

by percentage of riders (excluding "not provided" responses)

Umo mobility app
29.5%

Cash
18.1%

This trip was free
0.3%

Other
8.4%

DiriGo Smartcard
43.8%
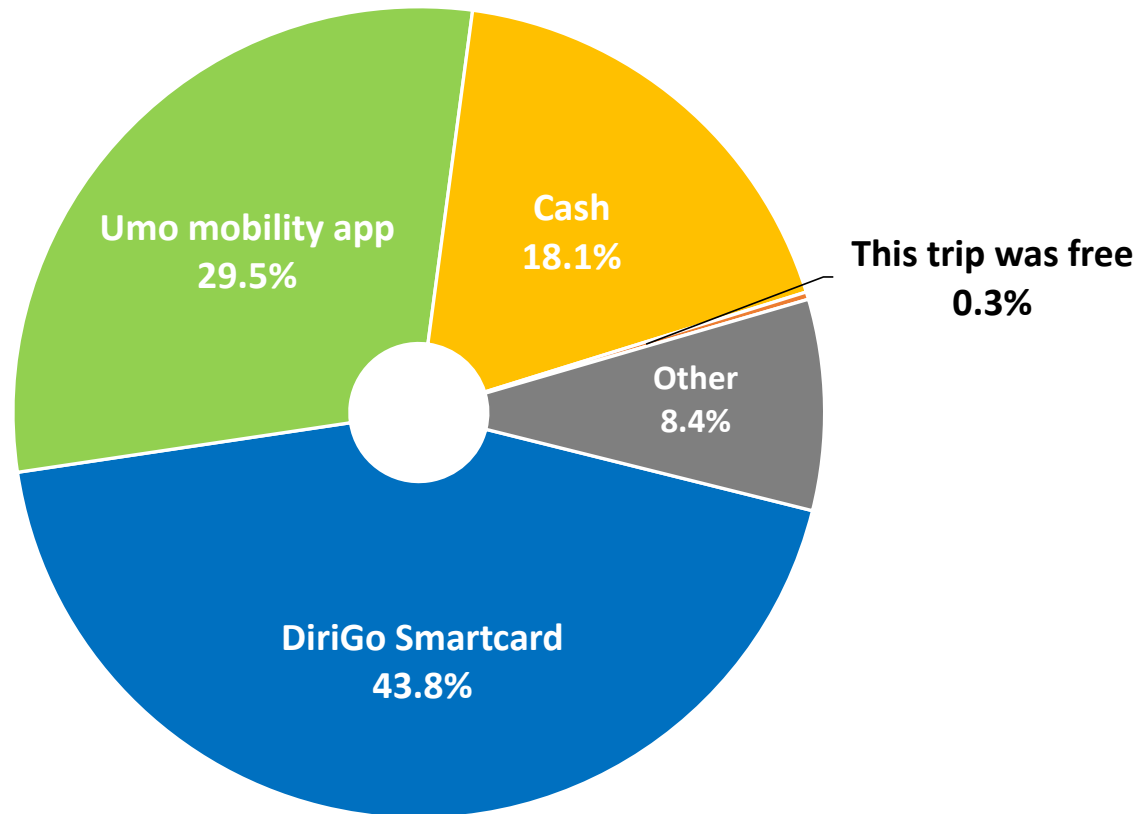
Q15a. As you selected "CASH," are you aware of the DiriGo Pass as a method of payment?

by percentage of riders that paid for their ride with cash

Yes
77.8%

No
22.2%
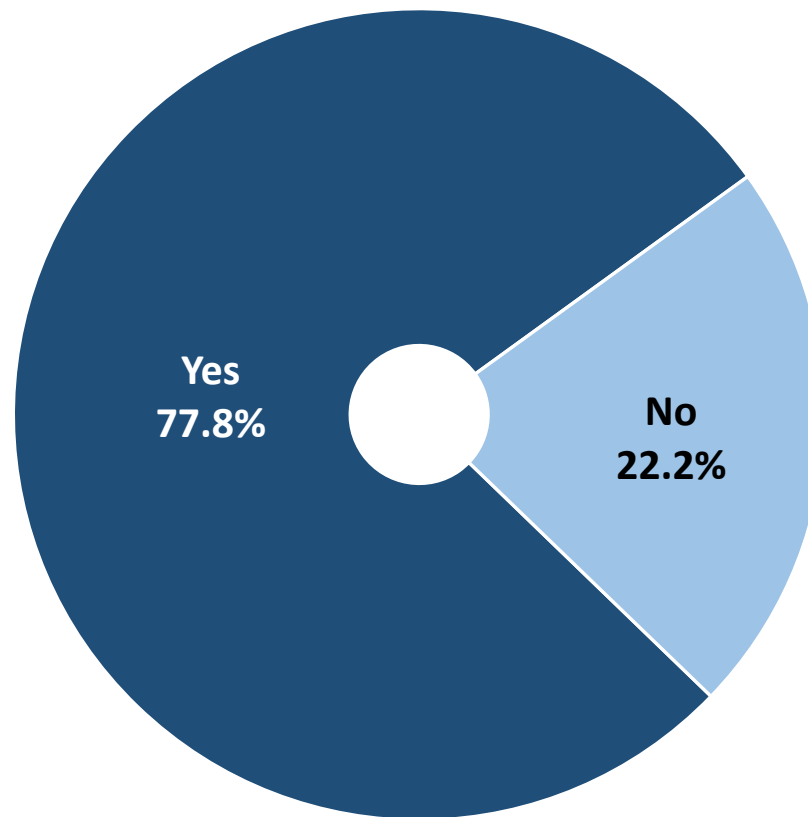
Q16: Did you receive a discount on your fare?

by percentage of riders (excluding "not provided" responses)

No
80.6%

Yes
19.4%
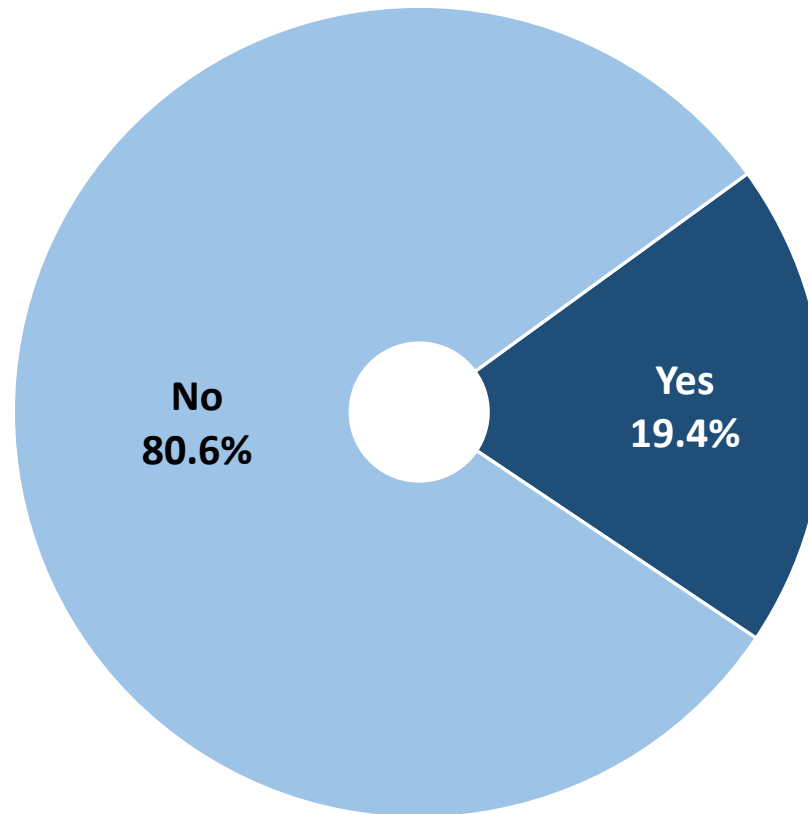
Q16a: What discount?

by percentage of riders that receive a discount on their fare (excluding "not provided" responses)
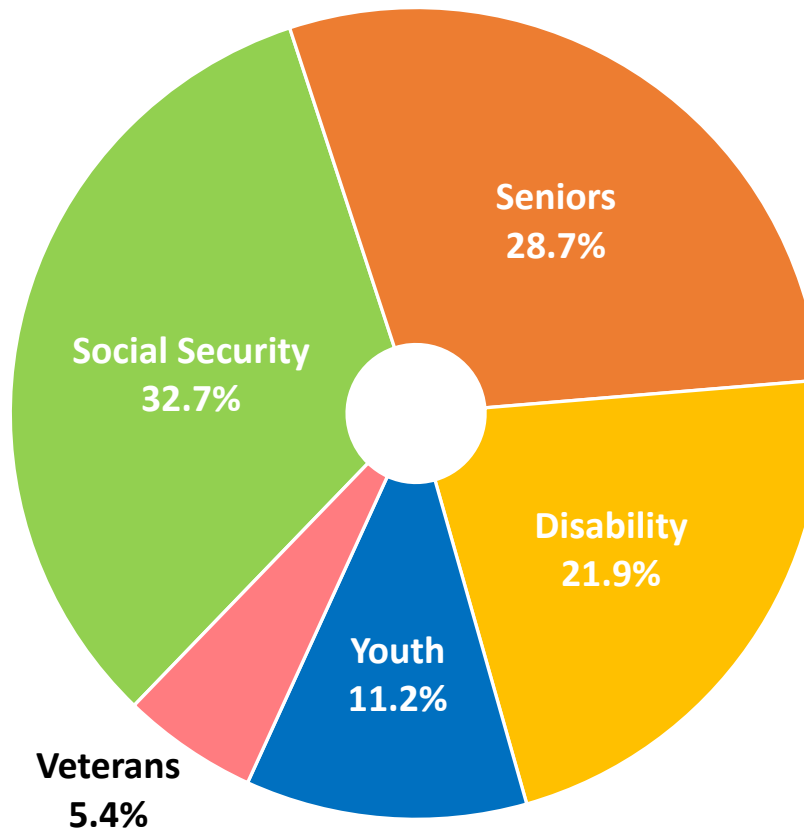
Q17: What is your age?

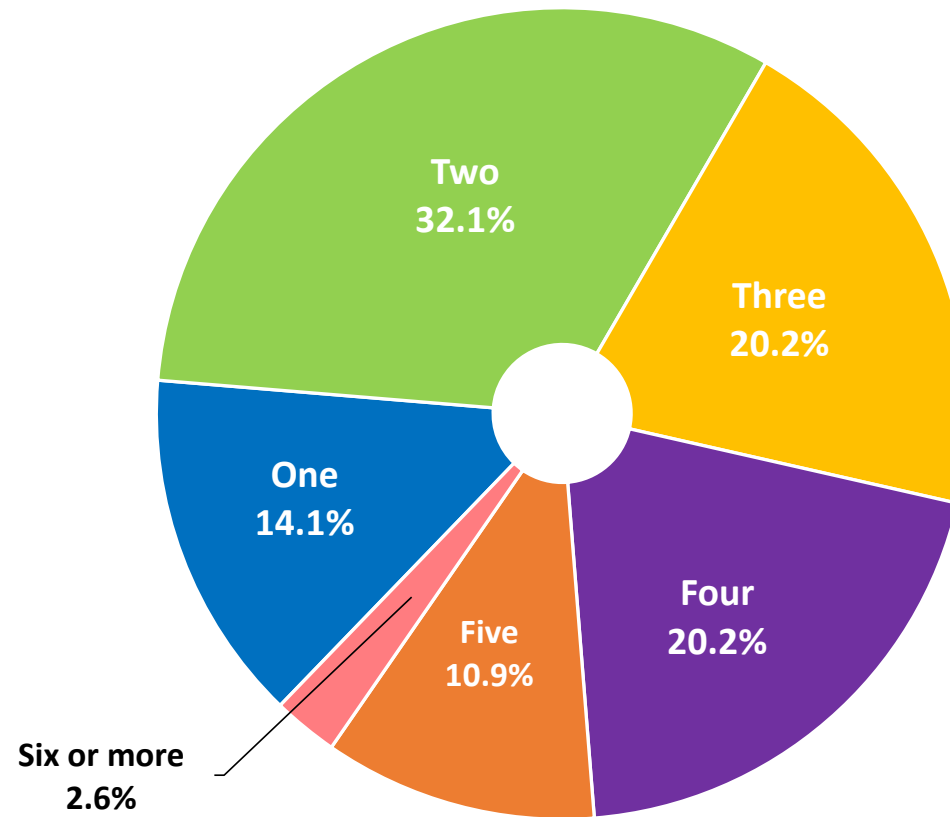*by percentage of riders (excluding "not provided" responses)*

25-44 years
25.5%

45-64 years
31.4%

65+ years
13.3%

Under 18 years
7.4%

18-24 years
22.5%
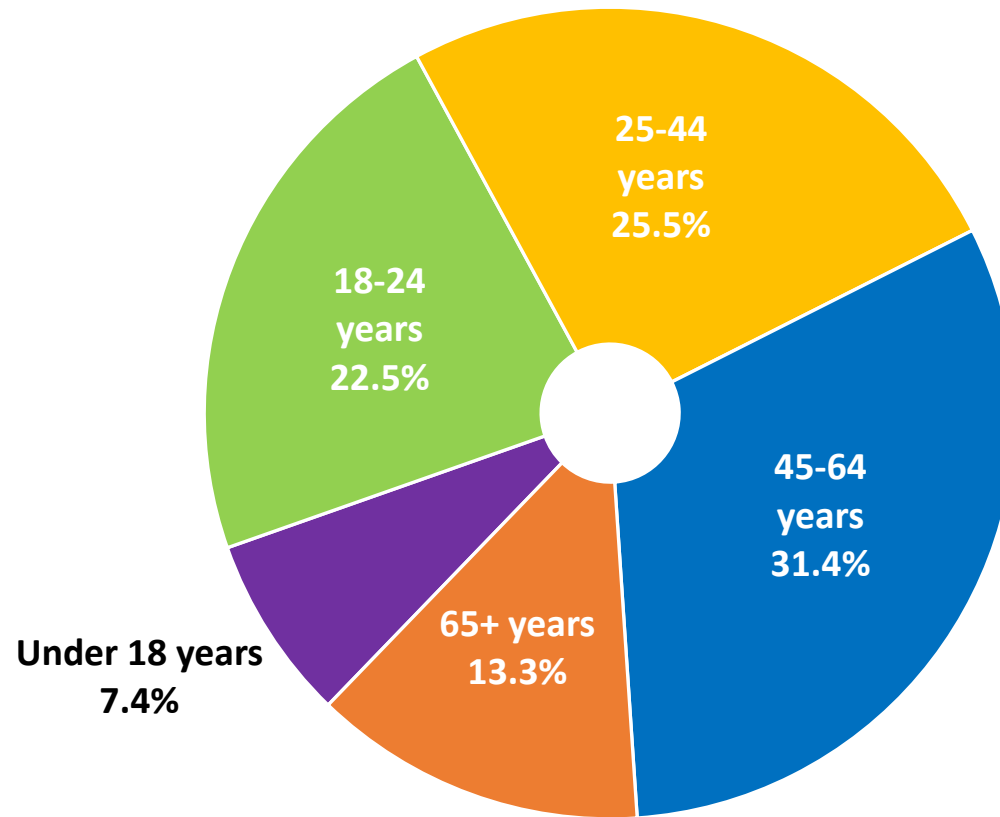
Q18: What is your race or ethnic identification?

by percentage of riders (multiple choices could be made)
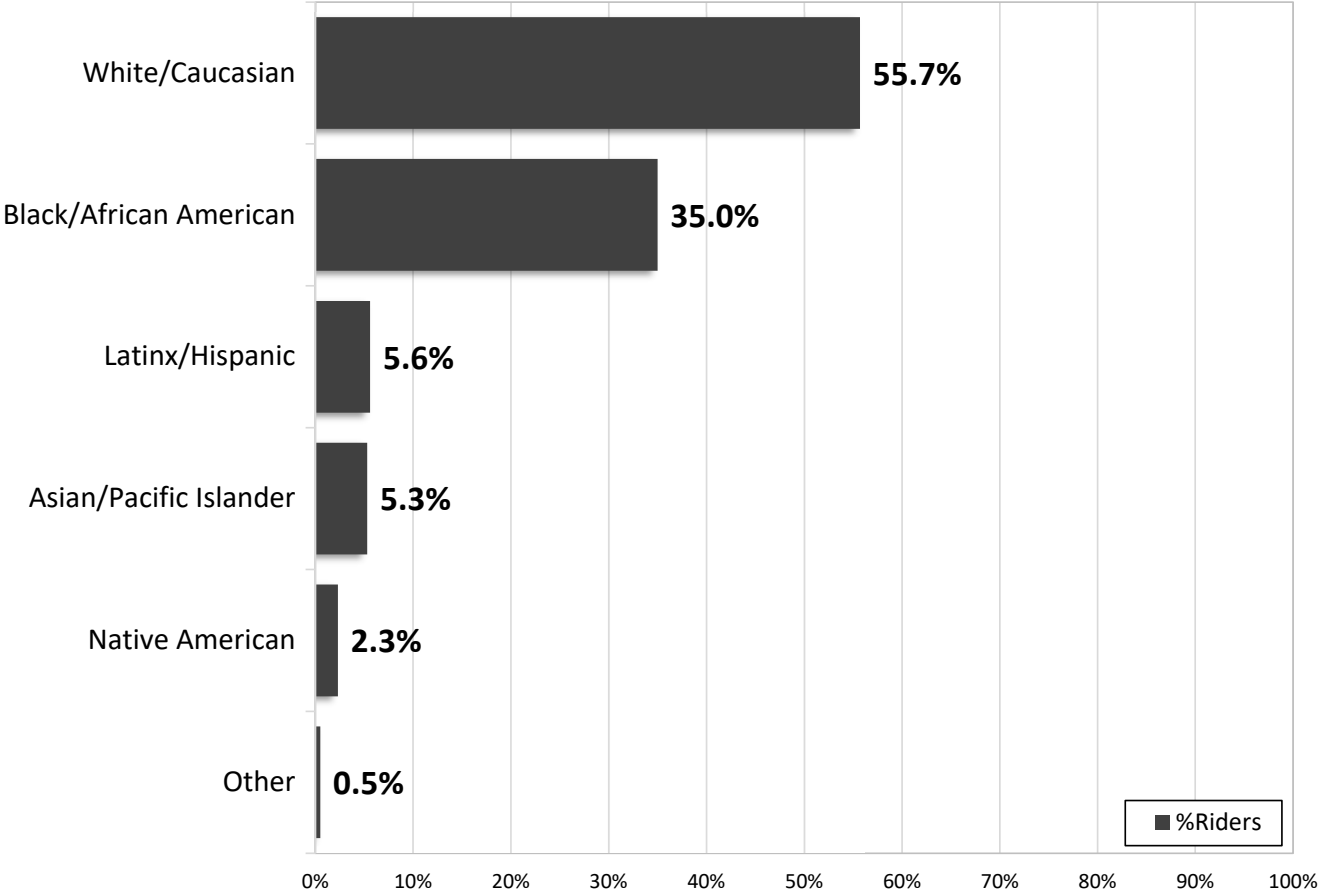
White/Caucasian — **55.7%**

Black/African American — **35.0%**

Latinx/Hispanic — **5.6%**

Asian/Pacific Islander — **5.3%**

Native American — **2.3%**

Other — **0.5%**

■%Riders

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

Q19: Including yourself, how many people live in your household?

by percentage of riders (excluding "not provided" responses)

Two
32.1%

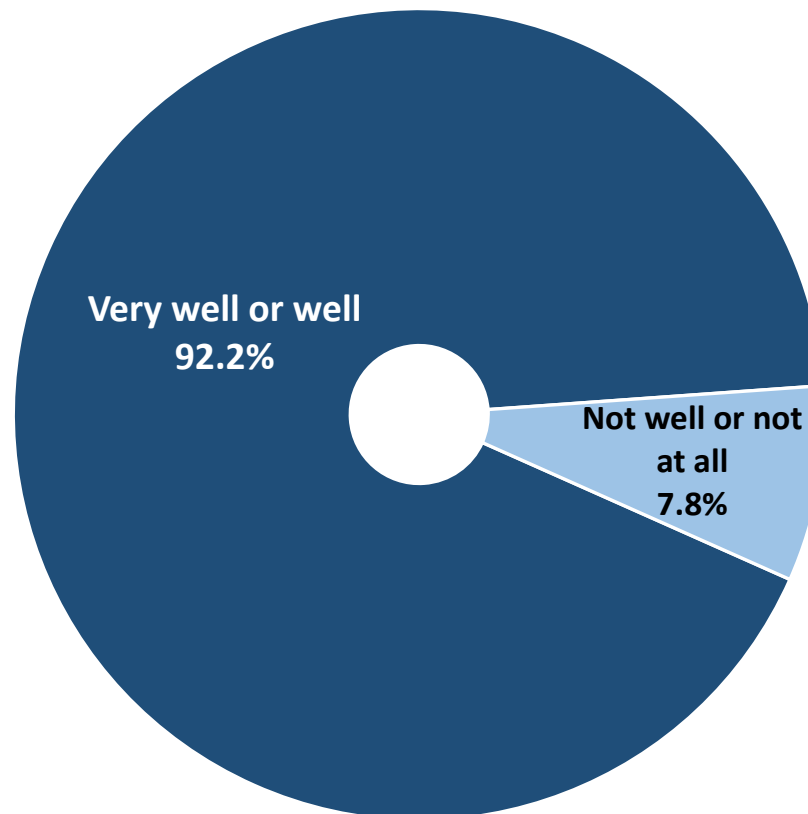Three
20.2%

One
14.1%

Five
10.9%

Four
20.2%

Six or more
2.6%

Q20: What languages do you speak at home?

by percentage of riders (multiple choices could be made)

Language	%
English	98.2%
French	10.6%
Spanish	4.5%
Portuguese	2.3%
Other	1.8%
Somali	0.8%
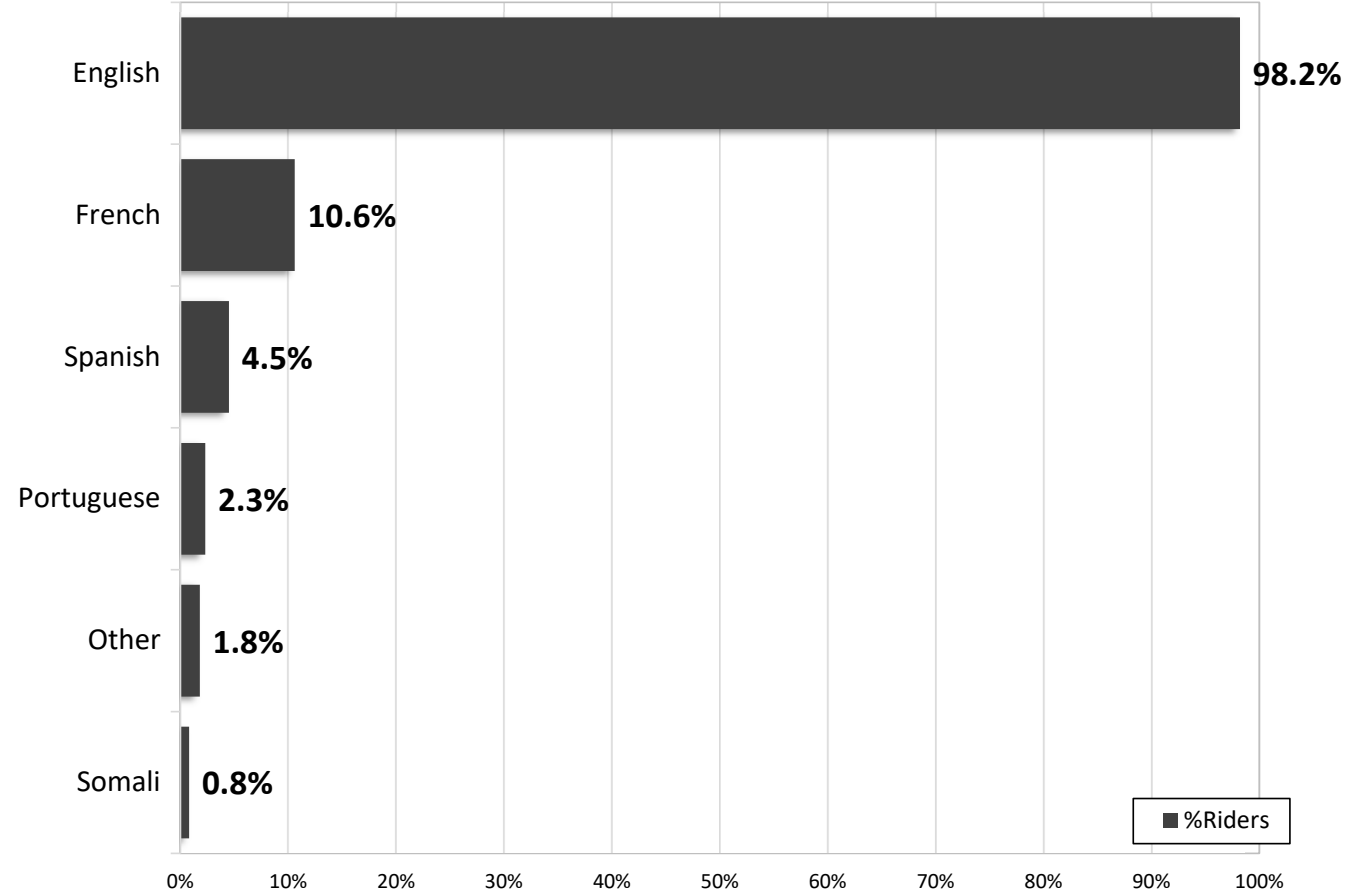
■ %Riders

Q21: How well do you speak English?

by percentage of riders (excluding "not provided" responses)

Very well or well
92.2%

Not well or not at all
7.8%

Q22: What is your household's total annual earnings?
by percentage of riders

- $25K-$49,999 23.2%
- $50K-$99,999 12.1%
- $100K+ 2.8%
- Not provided 6.0%
- Under $15K 17.2%
- $15K-$24,999 38.6%
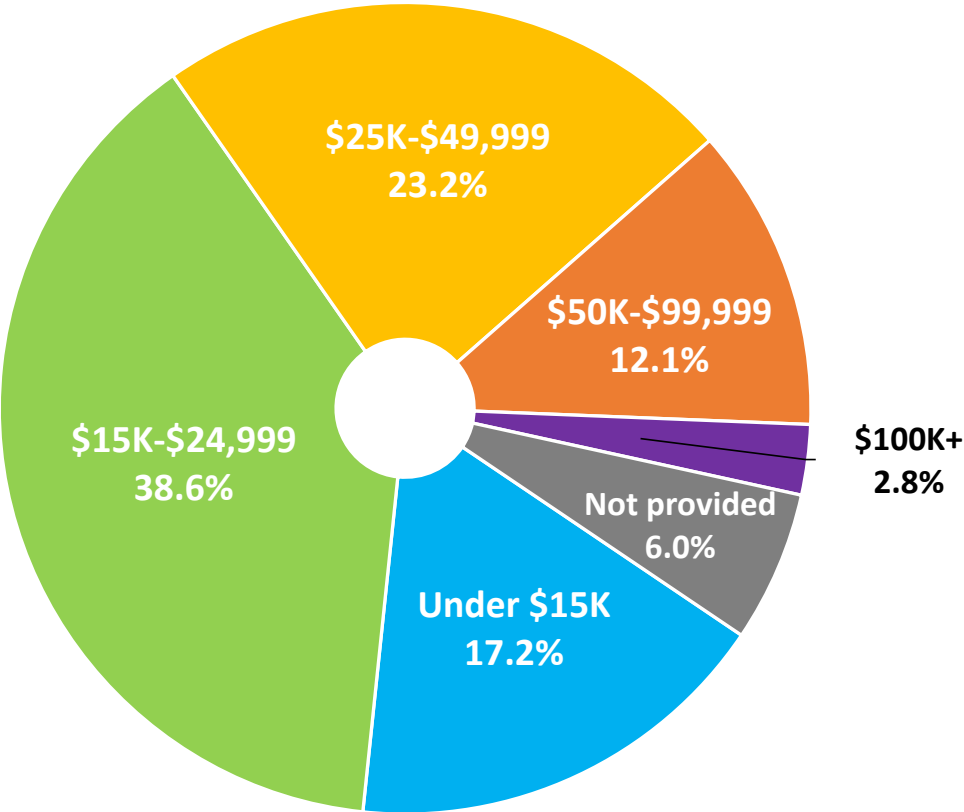
Q23: What is your gender identity?
by percentage of riders (excluding "not provided" responses)

Female
44.7%

Male
55.3%
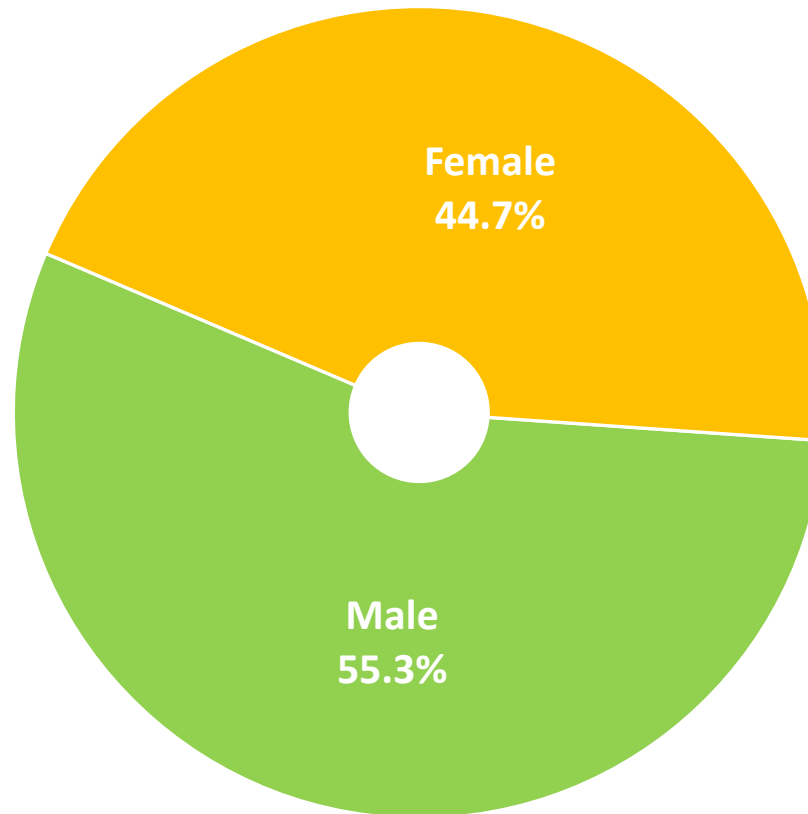
Q24a: What type of disability do you have?
by percentage of riders that identified as having a disability (multiple choices could be made)

Mental or cognitive — **41.1%**
Mobility–do not use wheelchair — **32.2%**
Other — **19.8%**
Low vision — **19.4%**
Mobility–use wheelchair — **15.2%**
Deaf/hard-of-hearing — **6.7%**
Blindness — **2.1%**

■ %Riders

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
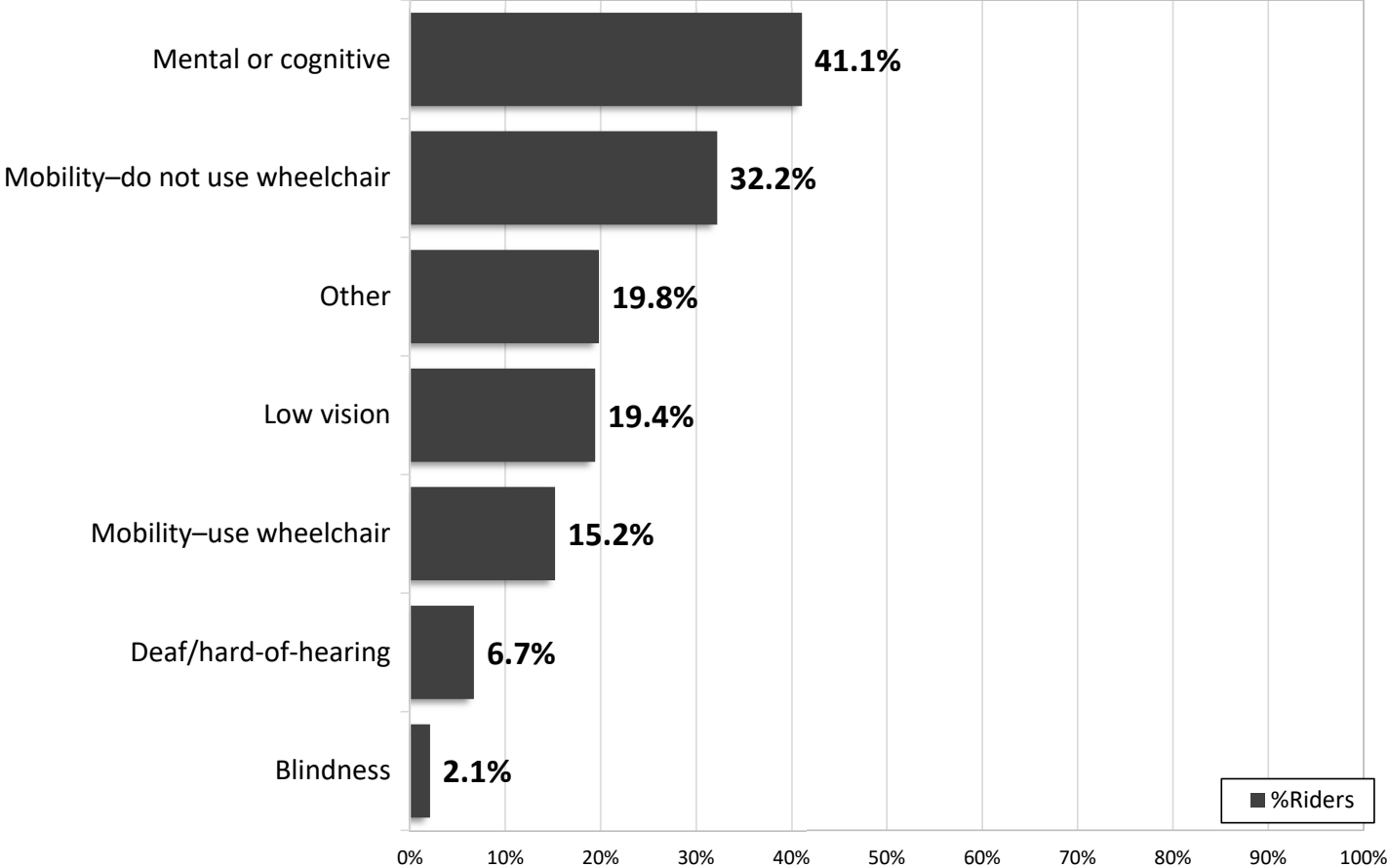
IMPORTANCE-SATISFACTION ANALYSIS

PRIORITIES

Importance-Satisfaction Analysis

Overview

Today, leaders have limited resources which need to be targeted to services that are of the most benefit to their customers. Two of the most important criteria for decision making are;

1. to target resources toward services of the highest importance to customers and
2. to target resources toward those services where customers are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows leaders to better understand both highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for Greater Portland Metro to provide. The sum is then multiplied by 1 minus the percentage of customers who indicated they were positively satisfied with Metro's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "N/A" responses). These "N/A" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

I-S Rating = Importance x (1-Satisfaction)

Example of the Calculation

Customers were asked to identify Metro services that they think are most important for Metro to provide. Nineteen percent (18.8%) of customers selected *communicating service changes,* as one of the most important services for Metro to provide.

Importance-Satisfaction Analysis (Continued)

Regarding satisfaction, 23.0% of customers rated Metro's overall performance regarding *communicating service changes* as a "4" or "5" on a 5-point scale (where "5" means "very satisfied") excluding "N/A" responses.

The I-S rating for *communicating service changes,* is calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages.

In this example, 18.8% was multiplied by 77.0% (0.77=1-0.23). This calculation yielded an I-S rating of 0.1448 which ranked first out of the 24 Metro services analyzed.

The maximum rating is 1.00 and would be achieved when 100% of the customers select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the customers were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the three most important services for Metro to emphasize

Interpreting the Ratings

Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis and ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (IS >= 0.20)
- Increase Current Emphasis (0.10 <= IS<0.20)
- Maintain Current Emphasis (IS < 0.10)

The overall, weekday, and weekend results for the Greater Portland Metro are provided on the following pages.

Importance-Satisfaction Analysis

2022 Greater Portland Metro Customer Satisfaction Survey

Metro Services – Overall

Service	Most Important %	Most Important Rank	Rating %	Rating Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (I-S Rating = 0.10-0.20)						
Communicating service changes	18.8%	6	23.0%	24	0.1448	1
Metro comes on time	68.6%	1	80.5%	11	0.1338	2
Service zones cover where I need to go	25.3%	3	47.8%	19	0.1321	3
Metro hours of operation	36.0%	2	64.5%	16	0.1278	4
Accurate & timely info about delays	19.4%	5	34.3%	22	0.1275	5
Availability of accurate arrival time info	20.9%	4	39.7%	21	0.1260	6
Medium Priority (I-S Rating<0.10)						
Availability of accurate info to plan my trips	13.9%	8	33.3%	23	0.0927	7
Pick up point convenience	14.6%	7	75.3%	13	0.0361	8
How quickly I was able to get a ride	12.8%	9	75.9%	12	0.0308	9
Connecting to a bus, train, or ferry	6.5%	12	59.6%	18	0.0263	10
Ease of finding my pick-up point	7.5%	11	68.6%	14	0.0236	11
Enough room on Metro	4.7%	14	65.5%	15	0.0162	12
How long it takes to get where I am going	10.8%	10	85.8%	9	0.0153	13
gpmetro.org website	2.3%	18	42.4%	20	0.0132	14
Safety from crime	6.1%	13	90.3%	4	0.0059	15
Umo mobility app	1.4%	20	62.9%	17	0.0052	16
Courtesy of Metro operators	4.3%	15	89.9%	5	0.0043	17
Pick up point safety	2.7%	16	86.7%	8	0.0036	18
Cleanliness of Metro buses	2.7%	17	86.9%	7	0.0035	19
Comfort of Metro seats	1.8%	19	87.2%	6	0.0023	20
Enforcement of Metro rules	1.2%	22	82.4%	10	0.0021	21
Ease of fare payment	1.4%	21	93.6%	1	0.0009	22
Safety from harassment based on my race or ethnicity	1.0%	23	91.4%	3	0.0009	23
Safety from sexual harassment	0.0%	24	93.2%	2	0.0000	24

Note: The I-S Rating is calculated by multiplying the "Most Important %" by (1-"Rating %").

Most Important %: The "Most Important %" represents the sum of the first, second, and third most important responses for each service. Riders were asked to identify the services they thought were most important for Metro to emphasize.

Rating %: The "Satisfaction %" represents the sum of the ratings "4" and "5" (excluding "N/A" responses). Respondents ranked their level of satisfaction with each of the services using a scale of 1 to 5, with "5" being "very satisfied" and "1" being "not satisfied at all".

Importance-Satisfaction Analysis
2022 Greater Portland Metro Customer Satisfaction Survey
Metro Weekday Services

Service	Most Important %	Most Important Rank	Rating %	Rating Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (I-S Rating = 0.10-0.20)						
Metro comes on time	64.7%	1	71.2%	14	0.1863	1
Metro hours of operation	41.8%	2	65.3%	16	0.1450	2
Communicating service changes	17.5%	6	31.0%	24	0.1208	3
Service zones cover where I need to go	26.3%	3	55.7%	18	0.1165	4
Medium Priority (I-S Rating<0.10)						
Availability of accurate arrival time info	19.4%	4	54.8%	20	0.0877	5
Accurate & timely info about delays	14.2%	7	46.6%	22	0.0758	6
Availability of accurate info to plan my trips	10.1%	11	45.9%	23	0.0546	7
Pick up point convenience	18.0%	5	76.8%	12	0.0418	8
Ease of finding my pick up point	10.9%	9	67.6%	15	0.0353	9
Enough room on Metro	7.0%	13	55.4%	19	0.0312	10
Connecting to a bus, train, or ferry	7.4%	12	62.8%	17	0.0275	11
How quickly I was able to get a ride	11.7%	8	79.4%	11	0.0241	12
How long it takes to get where I am going	10.5%	10	84.1%	8	0.0167	13
gpmetro.org website	2.9%	18	51.6%	21	0.0140	14
Courtesy of Metro operators	5.2%	15	88.4%	6	0.0060	15
Umo mobility app	2.3%	20	74.3%	13	0.0059	16
Safety from crime	6.3%	14	90.9%	4	0.0057	17
Cleanliness of Metro buses	3.4%	17	84.3%	7	0.0053	18
Comfort of Metro seats	2.7%	19	82.6%	10	0.0047	19
Pick up point safety	3.6%	16	88.8%	5	0.0040	20
Enforcement of Metro rules	1.5%	21	82.9%	9	0.0026	21
Ease of fare payment	1.5%	22	91.7%	3	0.0012	22
Safety from harassment based on my race or ethnicity	1.1%	23	92.0%	2	0.0009	23
Safety from sexual harassment	0.0%	24	93.8%	1	0.0000	24

Note: The I-S Rating is calculated by multiplying the "Most Important %" by (1-"Rating %").

Most Important %: The "Most Important %" represents the sum of the first, second, and third most important responses for each service. Weekday riders were asked to identify the services they thought were most important for Metro to emphasize.

Rating %: The "Satisfaction %" represents the sum of the ratings "4" and "5" (excluding "N/A" responses). Respondents ranked their level of satisfaction with each of the services using a scale of 1 to 5, with "5" being "very satisfied" and "1" being "not satisfied at all".

Importance-Satisfaction Analysis
2022 Greater Portland Metro Customer Satisfaction Survey
Metro Weekend Services

Service	Most Important %	Most Important Rank	Rating %	Rating Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (I-S Rating > 0.20)						
Accurate & timely info about delays	29.7%	2	9.8%	21	0.2679	1
Availability of accurate arrival time info	24.1%	4	9.8%	22	0.2174	2
High Priority (I-S Rating = 0.10-0.20)						
Communicating service changes	21.2%	6	7.3%	24	0.1965	3
Availability of accurate info to plan my trips	21.1%	7	8.1%	23	0.1939	4
Service zones cover where I need to go	23.4%	5	32.3%	19	0.1584	5
Medium Priority (I-S Rating<0.10)						
Metro hours of operation	24.2%	3	63.0%	16	0.0895	6
How quickly I was able to get a ride	15.1%	8	68.7%	15	0.0473	7
Pick up point convenience	8.0%	10	72.2%	13	0.0222	8
Connecting to a bus, train, or ferry	4.8%	12	53.7%	17	0.0222	9
How long it takes to get where I am going	11.4%	9	89.3%	8	0.0122	10
Metro comes on time	76.4%	1	99.0%	1	0.0076	11
gpmetro.org website	0.9%	16	24.7%	20	0.0068	12
Safety from crime	5.5%	11	89.1%	9	0.0060	13
Ease of finding my pick up point	0.9%	17	70.6%	14	0.0026	14
Courtesy of Metro operators	2.5%	13	92.9%	4	0.0018	15
Enforcement of Metro rules	0.9%	18	81.2%	12	0.0017	16
Cleanliness of Metro buses	1.7%	14	92.1%	5	0.0013	17
Pick up point safety	0.7%	20	82.5%	11	0.0012	18
Safety from sexual harassment	1.0%	15	92.0%	6	0.0008	19
Ease of fare payment	0.9%	19	97.2%	2	0.0003	20
Comfort of Metro seats	0.0%	21	96.5%	3	0.0000	21
Enough room on Metro	0.0%	22	85.8%	10	0.0000	22
Safety from harassment based on my race or ethnicity	0.0%	23	90.0%	7	0.0000	23
Umo mobility app	0.0%	24	39.9%	18	0.0000	24

Note: The I-S Rating is calculated by multiplying the "Most Important %" by (1-"Rating %").

Most Important %: The "Most Important %" represents the sum of the first, second, and third most important responses for each service. Weekend riders were asked to identify the services they thought were most important for Metro to emphasize.

Rating %: The "Satisfaction %" represents the sum of the ratings "4" and "5" (excluding "N/A" responses). Respondents ranked their level of satisfaction with each of the services using a scale of 1 to 5, with "5" being "very satisfied" and "1" being "not satisfied at all".

TABULAR DATA

SURVEY RESULTS

Weekday & Weekend Riders:

	Number	Percent
Weekday	400	66.7 %
Weekend	200	33.3 %
Total	600	100.0 %

Q5. Would you like to be entered into the drawing for one (1) $200 Visa Cash Card?

Q5. Would you like to be entered into drawing for one $200 Visa Cash Card	Number	Percent
Yes	72	12.1 %
No	528	87.9 %
Total	600	100.0 %

Q5b. Can we invite you to participate in occasional Metro surveys?

Q5b. Can we invite you to participate in occasional Metro surveys	Number	Percent
Yes	31	5.2 %
No	569	94.8 %
Total	600	100.0 %

Q6. To what extent do you agree or disagree with the following statements?

(N=600)

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Not provided
Q6-1. I would recommend riding Metro to a friend or co-worker	0.7%	0.5%	2.8%	32.0%	63.2%	0.9%
Q6-2. Metro works hard to improve the experience of its riders	2.9%	4.1%	23.4%	31.2%	37.1%	1.2%
Q6-3. When I hear people criticize Metro, I want to defend it	5.2%	6.4%	16.7%	20.3%	50.2%	1.2%
Q6-4. Metro provides a good value for the money	4.2%	9.7%	23.8%	24.6%	36.2%	1.5%

WITHOUT "NOT PROVIDED" RESPONSES

Q6. To what extent do you agree or disagree with the following statements? (without "not provided")

(N=600)

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Q6-1. I would recommend riding Metro to a friend or co-worker	0.7%	0.5%	2.8%	32.3%	63.7%
Q6-2. Metro works hard to improve the experience of its riders	2.9%	4.2%	23.7%	31.6%	37.6%
Q6-3. When I hear people criticize Metro, I want to defend it	5.3%	6.4%	16.9%	20.5%	50.8%
Q6-4. Metro provides a good value for the money	4.3%	9.8%	24.1%	25.0%	36.7%

Q7. Thinking about your experiences during your entire journey door to door and all your interactions with Metro, how satisfied are you with Metro?

	Number	Percent
Not satisfied at all	1	0.2 %
Not satisfied	1	0.2 %
Neutral	12	2.1 %
Satisfied	340	56.7 %
Very satisfied	238	39.6 %
Not provided	7	1.2 %
Total	600	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES

Q7. Thinking about your experiences during your entire journey door to door and all your interactions with Metro, how satisfied are you with Metro? (without "not provided")

	Number	Percent
Not satisfied at all	1	0.2 %
Not satisfied	1	0.2 %
Neutral	12	2.1 %
Satisfied	340	57.3 %
Very satisfied	238	40.1 %
Total	593	100.0 %

Q8. Please rate your satisfaction with the following aspects of Metro.

(N=600)

	Not satisfied at all	Not satisfied	Neutral	Satisfied	Very satisfied	N/A
Q8-1. Metro hours of operation	5.3%	13.6%	16.6%	35.8%	28.7%	0.0%
Q8-2. How quickly I was able to get a ride	2.8%	7.9%	13.4%	34.6%	41.1%	0.2%
Q8-3. How long it takes to get where I am going	1.8%	2.1%	10.3%	37.8%	48.0%	0.0%
Q8-4. Metro comes on time	0.7%	4.5%	14.3%	35.5%	45.0%	0.0%
Q8-5. Connecting to a bus, train, or ferry	2.1%	9.9%	25.1%	33.5%	21.3%	8.1%
Q8-6. Availability of accurate arrival time info	6.5%	23.0%	30.5%	19.2%	20.3%	0.5%
Q8-7. Accurate & timely info about delays	9.5%	22.7%	33.1%	17.2%	17.0%	0.5%
Q8-8. Pick up point convenience	1.8%	7.7%	15.3%	37.2%	38.1%	0.0%
Q8-9. Pick up point safety	1.8%	4.1%	7.4%	22.3%	64.4%	0.0%
Q8-10. Ease of finding my pick up point	2.1%	10.7%	18.7%	38.3%	30.3%	0.0%
Q8-11. Enough room on Metro	3.7%	11.6%	19.2%	26.4%	39.1%	0.0%
Q8-12. Comfort of Metro seats	1.2%	1.8%	9.8%	23.9%	63.3%	0.0%
Q8-13. Cleanliness of Metro buses	1.5%	2.0%	9.6%	24.9%	62.0%	0.0%
Q8-14. Enforcement of Metro rules	0.6%	5.1%	11.9%	38.0%	44.0%	0.5%
Q8-15. Courtesy of Metro operators	0.7%	3.4%	5.9%	33.4%	56.5%	0.0%
Q8-16. Safety from harassment based on my race or ethnicity	0.8%	1.9%	5.8%	23.7%	66.3%	1.4%
Q8-17. Safety from sexual harassment	1.4%	1.1%	4.3%	22.9%	69.1%	1.2%
Q8-18. Safety from crime	0.8%	1.6%	7.2%	28.6%	60.8%	1.0%
Q8-19. Ease of fare payment	0.0%	1.4%	5.1%	29.4%	64.2%	0.0%

Q8. Please rate your satisfaction with the following aspects of Metro.

(N=600)

	Not satisfied at all	Not satisfied	Neutral	Satisfied	Very satisfied	N/A
Q8-20. Service zones cover where I need to go	4.0%	20.0%	28.0%	24.6%	23.2%	0.2%
Q8-21. Availability of accurate info to plan my trips	6.2%	26.3%	33.5%	11.0%	21.9%	1.0%
Q8-22. gpmetro.org website	9.7%	11.2%	34.7%	21.4%	19.5%	3.5%
Q8-23. Umo mobility app	3.7%	4.6%	25.6%	26.0%	31.3%	8.8%
Q8-24. Communicating service changes	9.3%	24.2%	42.4%	8.5%	14.2%	1.5%

WITHOUT "N/A" RESPONSES

Q8. Please rate your satisfaction with the following aspects of Metro. (without "N/A")

(N=600)

	Not satisfied at all	Not satisfied	Neutral	Satisfied	Very satisfied
Q8-1. Metro hours of operation	5.3%	13.6%	16.6%	35.8%	28.7%
Q8-2. How quickly I was able to get a ride	2.8%	7.9%	13.4%	34.7%	41.2%
Q8-3. How long it takes to get where I am going	1.8%	2.1%	10.3%	37.8%	48.0%
Q8-4. Metro comes on time	0.7%	4.5%	14.3%	35.5%	45.0%
Q8-5. Connecting to a bus, train, or ferry	2.2%	10.8%	27.3%	36.5%	23.1%
Q8-6. Availability of accurate arrival time info	6.5%	23.1%	30.7%	19.3%	20.4%
Q8-7. Accurate & timely info about delays	9.6%	22.9%	33.2%	17.3%	17.0%
Q8-8. Pick up point convenience	1.8%	7.7%	15.3%	37.2%	38.1%
Q8-9. Pick up point safety	1.8%	4.1%	7.4%	22.3%	64.4%
Q8-10. Ease of finding my pick up point	2.1%	10.7%	18.7%	38.3%	30.3%
Q8-11. Enough room on Metro	3.7%	11.6%	19.2%	26.4%	39.1%
Q8-12. Comfort of Metro seats	1.2%	1.8%	9.8%	23.9%	63.3%
Q8-13. Cleanliness of Metro buses	1.5%	2.0%	9.6%	24.9%	62.0%
Q8-14. Enforcement of Metro rules	0.6%	5.1%	11.9%	38.2%	44.2%
Q8-15. Courtesy of Metro operators	0.7%	3.4%	5.9%	33.4%	56.5%
Q8-16. Safety from harassment based on my race or ethnicity	0.8%	2.0%	5.9%	24.1%	67.3%
Q8-17. Safety from sexual harassment	1.4%	1.1%	4.3%	23.2%	70.0%

Q8. Please rate your satisfaction with the following aspects of Metro. (without "N/A")

(N=600)

	Not satisfied at all	Not satisfied	Neutral	Satisfied	Very satisfied
Q8-18. Safety from crime	0.8%	1.6%	7.3%	28.9%	61.4%
Q8-19. Ease of fare payment	0.0%	1.4%	5.1%	29.4%	64.2%
Q8-20. Service zones cover where I need to go	4.0%	20.0%	28.1%	24.6%	23.2%
Q8-21. Availability of accurate info to plan my trips	6.3%	26.6%	33.9%	11.2%	22.1%
Q8-22. gpmetro.org website	10.0%	11.7%	35.9%	22.2%	20.2%
Q8-23. Umo mobility app	4.1%	5.0%	28.1%	28.6%	34.3%
Q8-24. Communicating service changes	9.4%	24.6%	43.0%	8.6%	14.4%

Q9. Which THREE elements listed in Question 8 would, if improved, encourage you to ride Metro more often?

Q9. Top choice	Number	Percent
Metro hours of operation	130	21.7 %
How quickly I was able to get a ride	37	6.2 %
How long it takes to get where I am going	21	3.4 %
Metro comes on time	246	41.0 %
Connecting to a bus, train, or ferry	9	1.4 %
Availability of accurate arrival time info	21	3.5 %
Accurate & timely info about delays	12	2.0 %
Pick up point convenience	19	3.2 %
Pick up point safety	7	1.2 %
Ease of finding my pick up point	7	1.2 %
Enough room on Metro	9	1.5 %
Comfort of Metro seats	3	0.5 %
Cleanliness of Metro buses	1	0.2 %
Enforcement of Metro rules	1	0.2 %
Courtesy of Metro operators	2	0.3 %
Safety from harassment based on my race or ethnicity	1	0.2 %
Safety from crime	3	0.5 %
Ease of fare payment	2	0.3 %
Service zones cover where I need to go	13	2.1 %
Availability of accurate info to plan my trips	10	1.7 %
gpmetro.org website	3	0.5 %
Umo mobility app	1	0.2 %
Communicating service changes	18	2.9 %
None chosen	23	3.9 %
Total	600	100.0 %

Q9. Which THREE elements listed in Question 8 would, if improved, encourage you to ride Metro more often?

Q9. 2nd choice	Number	Percent
Metro hours of operation	47	7.9 %
How quickly I was able to get a ride	23	3.8 %
How long it takes to get where I am going	33	5.5 %
Metro comes on time	115	19.2 %
Connecting to a bus, train, or ferry	14	2.3 %
Availability of accurate arrival time info	65	10.8 %
Accurate & timely info about delays	42	7.1 %
Pick up point convenience	31	5.1 %
Pick up point safety	6	1.0 %
Ease of finding my pick up point	20	3.3 %
Enough room on Metro	9	1.5 %
Comfort of Metro seats	5	0.8 %
Cleanliness of Metro buses	4	0.7 %
Enforcement of Metro rules	6	1.0 %
Courtesy of Metro operators	6	1.0 %
Safety from harassment based on my race or ethnicity	3	0.5 %
Safety from crime	13	2.1 %
Service zones cover where I need to go	52	8.6 %
Availability of accurate info to plan my trips	27	4.6 %
gpmetro.org website	2	0.3 %
Umo mobility app	1	0.2 %
Communicating service changes	33	5.6 %
None chosen	44	7.3 %
Total	600	100.0 %

Q9. Which THREE elements listed in Question 8 would, if improved, encourage you to ride Metro more often?

Q9. 3rd choice	Number	Percent
Metro hours of operation	38	6.4 %
How quickly I was able to get a ride	17	2.8 %
How long it takes to get where I am going	11	1.9 %
Metro comes on time	51	8.4 %
Connecting to a bus, train, or ferry	17	2.8 %
Availability of accurate arrival time info	39	6.6 %
Accurate & timely info about delays	62	10.3 %
Pick up point convenience	38	6.3 %
Pick up point safety	3	0.5 %
Ease of finding my pick up point	18	3.0 %
Enough room on Metro	10	1.7 %
Comfort of Metro seats	3	0.5 %
Cleanliness of Metro buses	11	1.8 %
Courtesy of Metro operators	18	3.0 %
Safety from sexual harassment	2	0.3 %
Safety from crime	21	3.5 %
Ease of fare payment	6	1.1 %
Service zones cover where I need to go	88	14.6 %
Availability of accurate info to plan my trips	45	7.6 %
gpmetro.org website	9	1.5 %
Umo mobility app	6	1.0 %
Communicating service changes	62	10.3 %
None chosen	25	4.2 %
Total	600	100.0 %

SUM OF THE TOP THREE CHOICES

Q9. Which THREE elements listed in Question 8 would, if improved, encourage you to ride Metro more often? (top 3)

Q9. Top choice	Number	Percent
Metro hours of operation	215	35.9 %
How quickly I was able to get a ride	77	12.8 %
How long it takes to get where I am going	65	10.8 %
Metro comes on time	411	68.6 %
Connecting to a bus, train, or ferry	39	6.5 %
Availability of accurate arrival time info	126	20.9 %
Accurate & timely info about delays	116	19.3 %
Pick up point convenience	88	14.7 %
Pick up point safety	16	2.6 %
Ease of finding my pick up point	45	7.6 %
Enough room on Metro	28	4.7 %
Comfort of Metro seats	11	1.8 %
Cleanliness of Metro buses	17	2.8 %
Enforcement of Metro rules	8	1.3 %
Courtesy of Metro operators	26	4.3 %
Safety from harassment based on my race or ethnicity	4	0.7 %
Safety from sexual harassment	2	0.3 %
Safety from crime	36	6.1 %
Ease of fare payment	8	1.3 %
Service zones cover where I need to go	152	25.4 %
Availability of accurate info to plan my trips	83	13.8 %
gpmetro.org website	14	2.3 %
Umo mobility app	9	1.5 %
Communicating service changes	113	18.8 %
None chosen	23	3.9 %
Total	1731	

Q10. Do you have regular access to a car?

	Number	Percent
Yes	64	10.7 %
No	532	88.7 %
Not provided	3	0.6 %
Total	600	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES

Q10. Do you have regular access to a car? (without "not provided")

	Number	Percent
Yes	64	10.8 %
No	532	89.2 %
Total	597	100.0 %

Q11. How often do you ride Metro?

	Number	Percent
Less than once a month	2	0.3 %
1-3 days a month	14	2.3 %
1-2 days a week	31	5.2 %
3-4 days a week	188	31.3 %
5+ days a week	364	60.7 %
Not provided	2	0.3 %
Total	600	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES

Q11. How often do you ride Metro? (without "not provided")

	Number	Percent
Less than once a month	2	0.3 %
1-3 days a month	14	2.3 %
1-2 days a week	31	5.2 %
3-4 days a week	188	31.4 %
5+ days a week	364	60.9 %
Total	598	100.0 %

Q12. How long have you been riding Metro?

	Number	Percent
Less than 3 months	9	1.5 %
3-6 months	21	3.5 %
6-12 months	59	9.8 %
12+ months	504	84.1 %
This is my first ride	5	0.8 %
Not provided	2	0.3 %
Total	600	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES
Q12. How long have you been riding Metro? (without "not provided")

	Number	Percent
Less than 3 months	9	1.5 %
3-6 months	21	3.5 %
6-12 months	59	9.9 %
12+ months	504	84.3 %
This is my first ride	5	0.8 %
Total	598	100.0 %

Q13. Have your riding habits changed since 2019?

	Number	Percent
No change	287	47.9 %
I ride far less	15	2.6 %
Somewhat less	43	7.2 %
Somewhat more	132	21.9 %
Much more	83	13.8 %
I didn't ride in 2019	39	6.4 %
Not provided	2	0.3 %
Total	600	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES

Q13. Have your riding habits changed since 2019? (without "not provided")

	Number	Percent
No change	287	48.0 %
I ride far less	15	2.6 %
Somewhat less	43	7.2 %
Somewhat more	132	22.0 %
Much more	83	13.8 %
I didn't ride in 2019	39	6.5 %
Total	598	100.0 %

Q14. Do you have a smartphone and connection to access apps when waiting at the pick up spot?

	Number	Percent
Yes	550	91.7 %
No	44	7.3 %
Not provided	6	1.1 %
Total	600	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES

Q14. Do you have a smartphone and connection to access apps when waiting at the pick up spot? (without "not provided")

	Number	Percent
Yes	550	92.7 %
No	44	7.3 %
Total	594	100.0 %

Q15. How did you pay your fare for this trip?

	Number	Percent
DiriGo Smartcard	258	43.1 %
Umo mobility app	174	29.0 %
Cash	107	17.8 %
This trip was free	2	0.3 %
Other	49	8.2 %
Not provided	10	1.6 %
Total	600	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES

Q15. How did you pay your fare for this trip? (without "not provided")

	Number	Percent
DiriGo Smartcard	258	43.8 %
Umo mobility app	174	29.5 %
Cash	107	18.1 %
This trip was free	2	0.3 %
Other	49	8.4 %
Total	590	100.0 %

Q15-5. Other

	Number	Percent
SMCC	3	67.5 %
Company fare	1	32.5 %
Total	4	100.0 %

Q15a. As you selected "CASH," are you aware of the DiriGo Pass as a method of payment?

	Number	Percent
Yes	83	77.8 %
No	24	22.2 %
Total	107	100.0 %

Q16. Did you receive a discount on your fare?

	Number	Percent
Yes	115	19.1 %
No	477	79.5 %
Not provided	8	1.4 %
Total	600	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES

Q16. Did you receive a discount on your fare? (without "not provided")

	Number	Percent
Yes	115	19.4 %
No	477	80.6 %
Total	592	100.0 %

Q16a. What discount?

	Number	Percent
Seniors	27	23.8 %
Veterans	5	4.5 %
Disability	21	18.1 %
Social Security	31	27.1 %
Youth	11	9.3 %
Not provided	20	17.2 %
Total	115	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES

Q16a. What discount? (without "not provided")

	Number	Percent
Seniors	27	28.7 %
Veterans	5	5.4 %
Disability	21	21.9 %
Social Security	31	32.7 %
Youth	11	11.2 %
Total	95	100.0 %

Q17. What is your age?

	Number	Percent
Under 18	44	7.3 %
18-24	134	22.3 %
25-44	152	25.3 %
45-64	187	31.1 %
65+	79	13.2 %
Not provided	5	0.8 %
Total	600	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES

Q17. What is your age? (without "not provided")

	Number	Percent
Under 18	44	7.4 %
18-24	134	22.5 %
25-44	152	25.5 %
45-64	187	31.4 %
65+	79	13.3 %
Total	595	100.0 %

Q18. What is your race or ethnic identification?

	Number	Percent
Latinx/Hispanic	34	5.6 %
Black/African American	210	35.0 %
White/Caucasian	334	55.7 %
Asian/Pacific Islander	32	5.3 %
Native American	14	2.3 %
Other	3	0.5 %
Total	626	

Q19. Including yourself, how many people live in your household?

	Number	Percent
1	84	14.0 %
2	191	31.8 %
3	120	20.0 %
4	120	20.0 %
5	65	10.8 %
6+	16	2.6 %
Not provided	5	0.8 %
Total	600	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES

Q19. Including yourself, how many people live in your household? (without "not provided")

	Number	Percent
1	84	14.1 %
2	191	32.1 %
3	120	20.2 %
4	120	20.2 %
5	65	10.9 %
6+	16	2.6 %
Total	595	100.0 %

Q20. What languages do you speak at home?

	Number	Percent
English	589	98.2 %
Spanish	27	4.5 %
French	63	10.6 %
Portuguese	14	2.3 %
Somali	5	0.8 %
Other	11	1.8 %
Total	709	

Q20-7. Other

	Number	Percent
LINGALA	2	100.0 %
Total	2	100.0 %

Q21. How well do you speak English?

	Number	Percent
Very well or well	549	91.4 %
Not well or not at all	47	7.8 %
Not provided	5	0.8 %
Total	600	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES

Q21. How well do you speak English? (without "not provided")

	Number	Percent
Very well or well	549	92.2 %
Not well or not at all	47	7.8 %
Total	595	100.0 %

Q22. What is your household's total annual earnings?

	Number	Percent
Under $15K	103	17.2 %
$15K-$24,999	232	38.6 %
$25K-$49,999	139	23.2 %
$50K-$99,999	73	12.1 %
$100K+	17	2.8 %
Not provided	36	6.0 %
Total	600	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES

Q22. What is your household's total annual earnings? (without "not provided")

	Number	Percent
Under $15K	103	18.3 %
$15K-$24,999	232	41.1 %
$25K-$49,999	139	24.7 %
$50K-$99,999	73	12.9 %
$100K+	17	3.0 %
Total	564	100.0 %

Q23. What is your gender identity?

	Number	Percent
Male	327	54.6 %
Female	264	44.1 %
Not provided	8	1.4 %
Total	600	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES

Q23. What is your gender identity? (without "not provided")

Q23. What is your gender identity	Number	Percent
Male	327	55.3 %
Female	264	44.7 %
Total	592	100.0 %

Q24. Do you have any disabilities?

	Number	Percent
Yes	69	11.5 %
No	518	86.3 %
Not provided	13	2.2 %
Total	600	100.0 %

WITHOUT "NOT PROVIDED" RESPONSES

Q24. Do you have any disabilities? (without "not provided")

	Number	Percent
Yes	69	11.8 %
No	518	88.2 %
Total	587	100.0 %

Q24a. What type of disability do you have?

	Number	Percent
Low vision	13	19.4 %
Blindness	1	2.1 %
Deaf/hard-of-hearing	5	6.7 %
Mobility–use wheelchair	11	15.2 %
Mobility–do not use wheelchair	22	32.2 %
Mental or cognitive	28	41.1 %
Other	14	19.8 %
Total	94	

Q24a-7. Other

	Number	Percent
Autism	2	34.7 %
Heart, stroke	2	34.6 %
PTSD	1	30.7 %
Total	4	100.0 %

SURVEY INSTRUMENT

2022 ON-BOARD CUSTOMER SATISFACTION SURVEY

Supervisor Only:

1. _____

2. Time: 6-9a   9a-1p   1-4p   4-7p   After 7p
                    1   2   3   4   5
3. Day of the Week: M   T   W   TH   F   Sat   Sun
                     1   2   3   4   5   6   7
4. Date of trip: _____ mm/dd/yy

Chance to win $200!

As a thank you for **fully completing** this survey, your name will be entered into a drawing for a chance to win one (1) $200 Visa Cash Card.

2022 Metro Customer Survey

5. Would you like to be entered into the drawing for one (1) $200 Visa Cash Card?
Your contact information will be kept confidential.

1 ☐ Yes *(please provide your contact information)*
2 ☐ No

5a. First Name: _____

Email: _____

Phone: _____ **Home Zip Code:** _____

5b. *Can we invite you to participate in occasional Metro surveys?*
1 ☐ Yes   2 ☐ No

About You

10. Do you have regular access to a car?
1 ☐ Yes   2 ☐ No

11. How often do you ride Metro? *Select one*
1 ☐ Less than once a month
2 ☐ 1-3 days a month
3 ☐ 1-2 days a week
4 ☐ 3-4 days a week
5 ☐ 5 or more days a week

12. How long have you been riding Metro? *Select one*
1 ☐ Less than 3 months
2 ☐ 3-6 months
3 ☐ 6-12 months
4 ☐ 12+ months
5 ☐ This is my first ride

13. Have your riding habits changed since 2019?
1 ☐ No change   2 ☐ I ride far less
3 ☐ Somewhat less 4 ☐ Somewhat more
5 ☐ Much more   6 ☐ I didn't ride in 2019

14. Do you have a smartphone and connection to access apps when waiting at the pick up spot?
1 ☐ Yes   2 ☐ No

15. How did you pay your fare for this trip?
1 ☐ DiriGo Smartcard
2 ☐ Umo Mobility App
3 ☐ Cash *(answer Q15a below)*
4 ☐ This trip was free
5 ☐ Other_____

15a. If you selected CASH above, are you aware of the DiriGo Pass as a method of payment?
1 ☐ Yes   2 ☐ No

16. Did you receive a discount on your fare?
1 ☐ Yes   2 ☐ No

16a. If yes, what discount?
1 ☐ Seniors
2 ☐ Veterans
3 ☐ Medicare
4 ☐ Disability
5 ☐ Social Security
6 ☐ Youth

Satisfaction with Metro

6. To what extent do you agree or disagree with the following statements?
Select one per row

	Strongly Disagree				Strongly Agree
	1	2	3	4	5
I would recommend riding Metro to a friend or co-worker	☐	☐	☐	☐	☐
Metro works hard to improve the experience of its riders	☐	☐	☐	☐	☐
When I hear people criticize Metro, I want to defend it	☐	☐	☐	☐	☐
Metro provides a good value for the money	☐	☐	☐	☐	☐

7. Thinking about your experiences during your entire journey door to door and all your interactions with Metro, how satisfied are you with Metro?

Not Satisfied at All		Neutral		Very Satisfied
1	2	3	4	5
☐	☐	☐	☐	☐

8. Please rate your satisfaction with the following aspects of Metro:

Not Satisfied at All — Very Satisfied (N/A, 1, 2, 3, 4, 5)

1. Metro hours of operation
2. How quickly I was able to get a ride
3. How long it takes to get where I am going
4. Metro comes on time
5. Connecting to a bus train, or ferry
6. Availability of accurate arrival time info
7. Accurate and timely info about delays
8. Pick up point convenience
9. Pick up point safety
10. Ease of finding my pick up point
11. Enough room on Metro
12. Comfort of Metro seats
13. Cleanliness of Metro buses
14. Enforcement of Metro rules
15. Courtesy of Metro operators
16. Safety from harassment based on my race or ethnicity
17. Safety from sexual harassment
18. Safety from crime
19. Ease of fare payment
20. Service zones cover where I need to go
21. Availability of accurate info to plan my trips
22. gpmetro.org website
23. Umo Mobility App
24. Communicating service changes

◄ **9. Which elements listed would, if improved, encourage you to ride Metro more often?** *Write the number that corresponds to your top 3 choices. Example: if "Metro comes on time" is your first choice, then write "4" in the "1st" blank space provided below.*

1st _____ 2nd _____ 3rd _____

Demographics

The following information will be kept confidential and used only to confirm our survey sample is reflective of the diverse county in which we serve.

17. What is your age?
1 ☐ Under 18   4 ☐ 45 - 64
2 ☐ 18 - 24   5 ☐ 65+
3 ☐ 25 - 44

18. What is your race or ethnic identification? *(select all that apply)*
1 ☐ Latinx/Hispanic
2 ☐ Black/African American
3 ☐ White/Caucasian
4 ☐ Asian/Pacific Islander
5 ☐ Native American
6 ☐ Other

19. Including yourself, how many people live in your household?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 or more

20. What languages do you speak at home?
(select all that apply)
1 ☐ English   5 ☐ Arabic
2 ☐ Spanish   6 ☐ Somali
3 ☐ French   7 ☐ Other: _____
4 ☐ Portuguese

21. How well do you speak English?
1 ☐ Very well or well
2 ☐ Not well or not at all

22. What is your household's total annual earnings? *Select one*
1 ☐ Under $15,000
2 ☐ $15,000 - $24,999
3 ☐ $25,000 - $49,999
4 ☐ $50,000 - $99,999
5 ☐ $100,000+

23. What is your gender identity?
1 ☐ Male   3 ☐ Non-Binary
2 ☐ Female   4 ☐ Other: _____

24. Do you have any disabilities?
1 ☐ Yes   2 ☐ No

24a. What type of disability do you have?
(select all that apply)
1 ☐ Low vision
2 ☐ Blindness
3 ☐ Deaf/hard-of-hearing
4 ☐ Mobility – use wheelchair
5 ☐ Mobility – do not use wheelchair
6 ☐ Mental or cognitive
7 ☐ Other: _____

GREATER PORTLAND

metro

TOGETHER WE RIDE

2022 PUBLIC TRANSIT NON-RIDER SURVEY

Findings Report
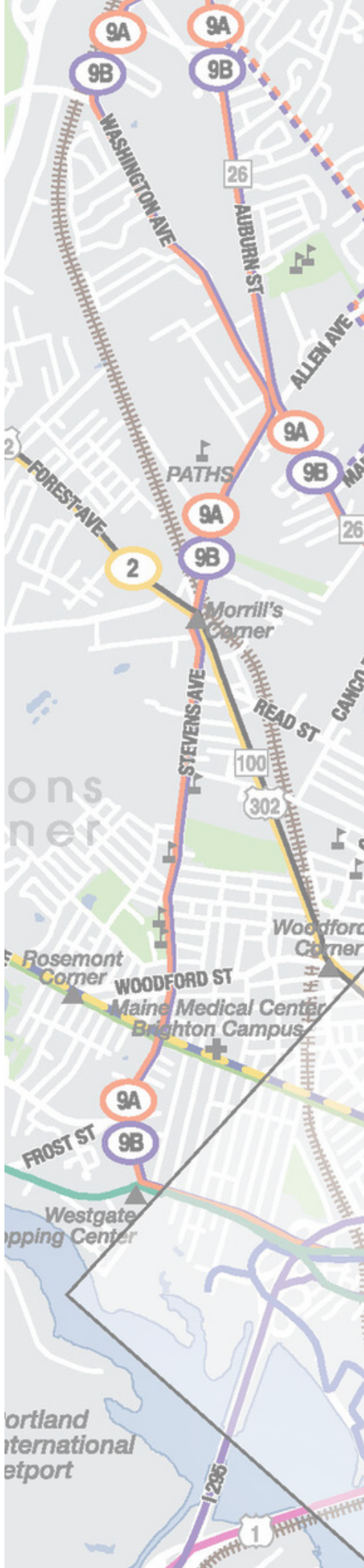
Prepared By
ETC INSTITUTE
OLATHE, KANSAS

Presented To
GREATER PORTLAND METRO
PORTLAND, ME

MARCH 2023

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2022 Greater Portland Metro
Non-Rider Survey
Executive Summary

Overview & Methodology

Overview

ETC Institute conducted a community survey on behalf of the Greater Portland Metro (Metro). This survey primarily focused on residents that have not used Metro services in the past year ("non-rider") and the purpose was to learn their perception of the public transportation system in Portland. It is just as important to understand the perceptions of non-riders as public transportation riders. This information is by leaders when making important decisions that will positively impact the community.

Methodology

The survey was initiated in the Winter 2022/23. ETC Institute mailed the cover letter, survey, and postage paid return envelope to a random number of households in the City of Portland and surrounding areas. The cover letter explained the purpose of the survey and encouraged residents to either return the survey by mail or complete the survey online.

ETC Institute sent emails/text messages to the households that received the survey. These methods were sent to encourage participation and contained a link to the online version of the survey, to make it easy for residents to complete. To prevent people who were not residents of the study area from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from the completed survey did not match one of the addresses selected for the sample, the survey was not counted.

ETC Institute developed a sampling plan to ensure the overall results of the survey would be statistically valid for the study region. ETC Institute received 647 completed surveys. A sample of 647 surveys gives a margin of error of +/-3.8% at the 95% level of confidence.

Key Survey Findings

- Nearly all (97%) of residents feel that Greater Portland Metro's services are valuable to the community.

- Forty-eight percent (48%) of residents rate Metro services as either excellent or good, 30% give Metro services an average rating, and 13% rate Metro services as either below average or poor.

- The five statements that most residents would use to describe why they are not using public transportation services in the region are:
    - Riding the bus takes too long compared to traveling by other modes (49%)
    - I prefer to drive rather than ride the bus (45%)
    - Bus service does not take me where I need to go (38%)
    - I travel to many various places during the day (36%)
    - Bus services are not offered when I need to use it (26%)

- It would encourage the most residents to use public transportation services if there were faster, more direct bus services (45%), the buses were scheduled to arrive at stops more frequently (38%), they better understood how public transportation worked (36%), and transit stops are located closer to places they work or visit frequently (26%).
    - Majority of residents indicated that a bus would need to come, by their preferred stop, between 10 and 15 minutes (32%) or 15 and 20 minutes (23%) for them to begin using public transportation.

- About three out of four (73%) residents would be interested in using Metro bus services for personal/recreation reasons.

- Sixty-three percent (63%) of residents would be most interested in using bus services between 3 and 7pm and 50% would be most interested in using bus services between 9 and 12am.

- At least 60% of residents would be most interested in using bus services throughout the week, the highest percentage being on Friday (77%), and the lowest percentage on Sunday (50%).

- Two out of three residents (66%) would likely use light rail train service/commuter rail. Sixty-five percent (65%) would likely use high speed, rapid bus service that has priority at traffic lights and makes minimal stops.

- Most (81%) residents believe it is very important for the region to support and fund improved public transportation. Nearly all (88%) think the current level of funding for public transportation should be either much greater or somewhat greater than it is now.

- Compared to the other services, it is most important to 66% of residents that improving public transit be a focus in the region; 47% indicate improving the bus network and 43% indicate building light rail are most important.
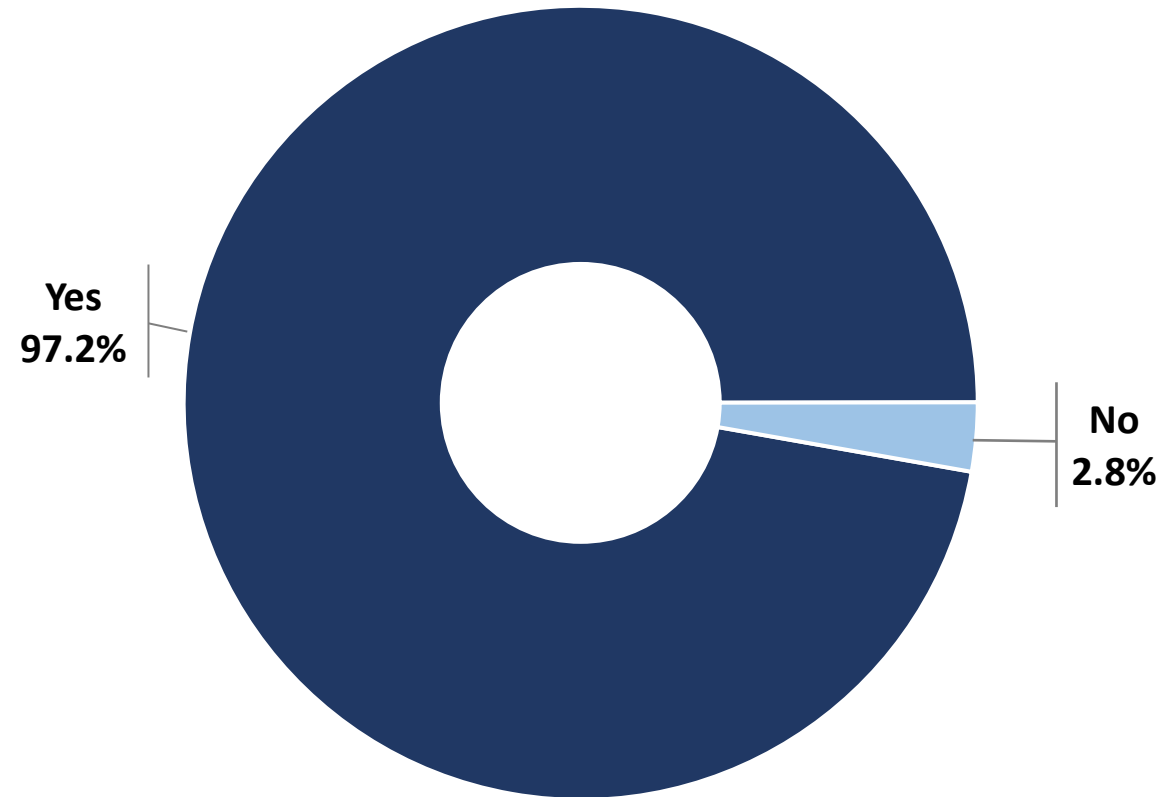
CHARTS & GRAPHS

SURVEY RESULTS

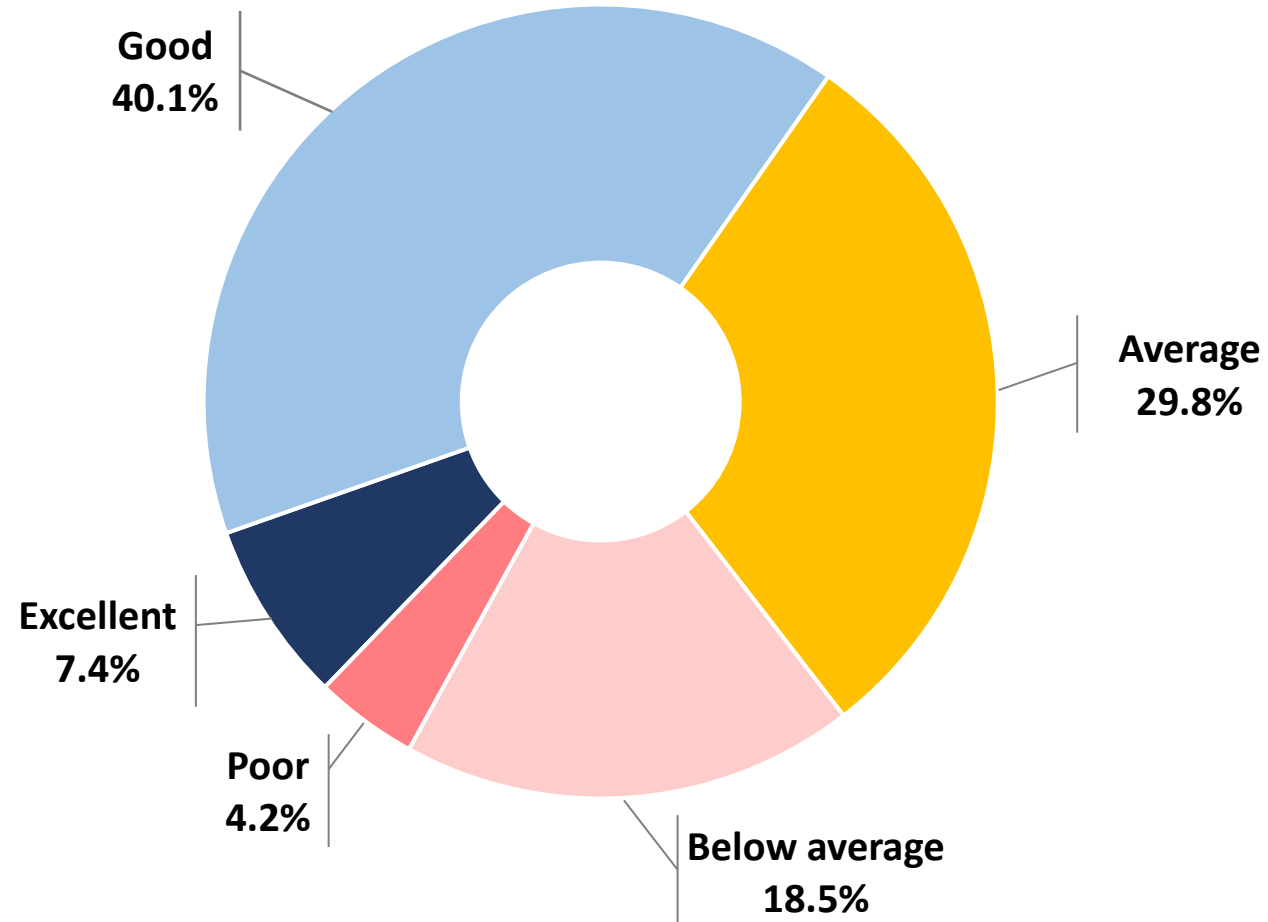# Q3. Do you feel that Greater Portland METRO's public transit services are valuable to the community?

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

Yes
97.2%

No
2.8%

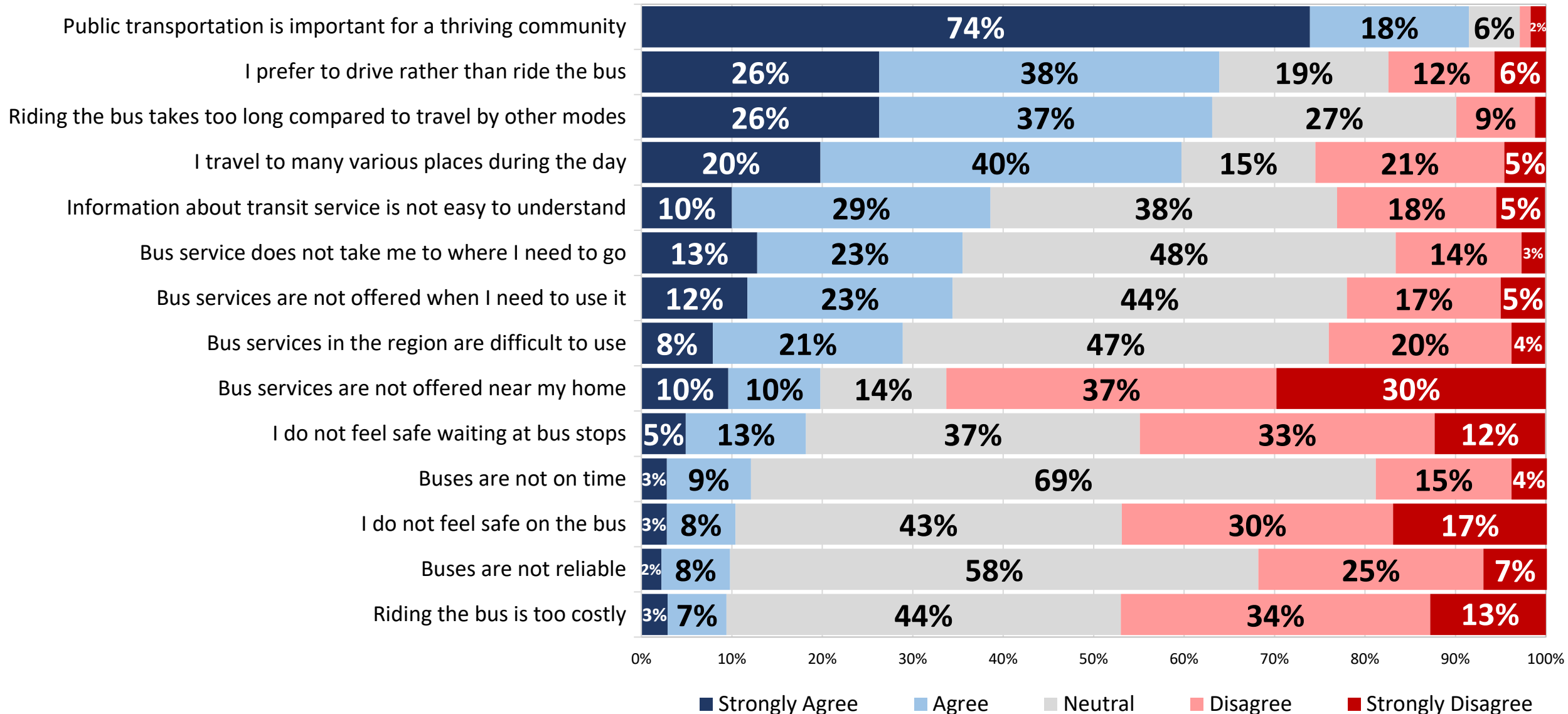# Q4. Overall, how would you rate METRO's services?

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

Good
40.1%

Average
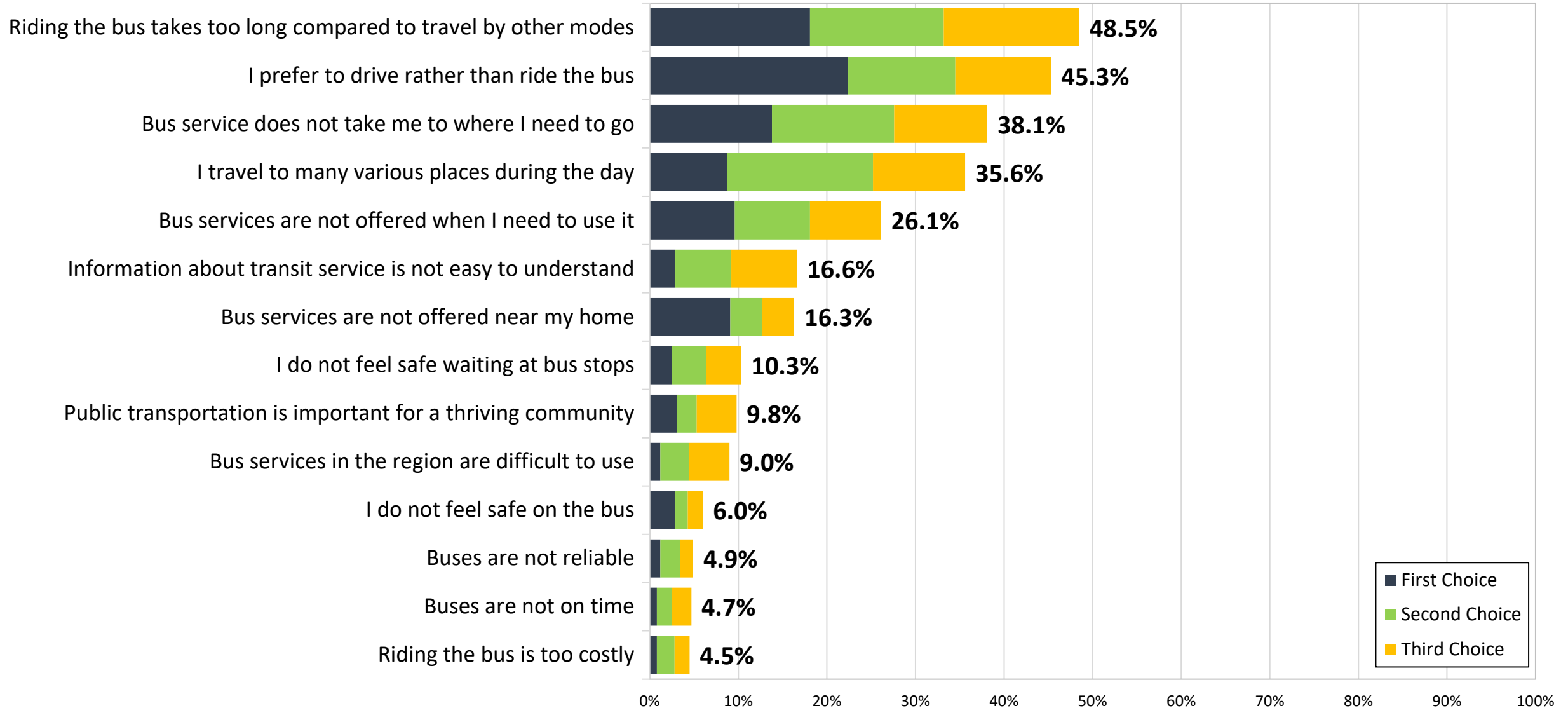29.8%

Excellent
7.4%

Poor
4.2%

Below average
18.5%

Q5. Level Of Agreement With The Following Statements About Public Transportation In The Region

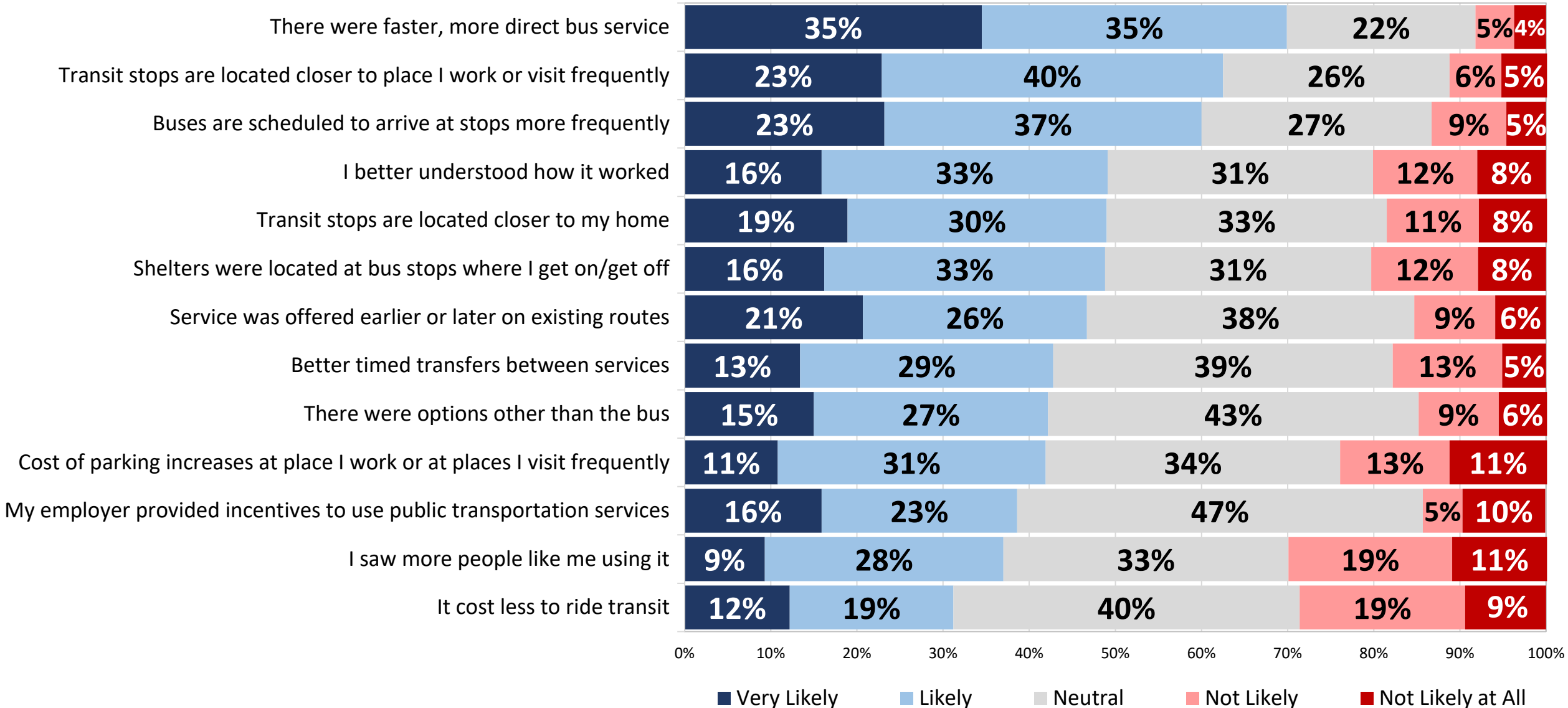*by percentage of respondents (excluding "don't know" responses)*

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Public transportation is important for a thriving community	74%	18%	6%		2%
I prefer to drive rather than ride the bus	26%	38%	19%	12%	6%
Riding the bus takes too long compared to travel by other modes	26%	37%	27%	9%	
I travel to many various places during the day	20%	40%	15%	21%	5%
Information about transit service is not easy to understand	10%	29%	38%	18%	5%
Bus service does not take me to where I need to go	13%	23%	48%	14%	3%
Bus services are not offered when I need to use it	12%	23%	44%	17%	5%
Bus services in the region are difficult to use	8%	21%	47%	20%	4%
Bus services are not offered near my home	10%	10%	14%	37%	30%
I do not feel safe waiting at bus stops	5%	13%	37%	33%	12%
Buses are not on time	3%	9%	69%	15%	4%
I do not feel safe on the bus	3%	8%	43%	30%	17%
Buses are not reliable	2%	8%	58%	25%	7%
Riding the bus is too costly	3%	7%	44%	34%	13%

■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree

Q6. Of the statements listed in Question 5, which THREE MOST DESCRIBE why you are not using public transportation services in the region?

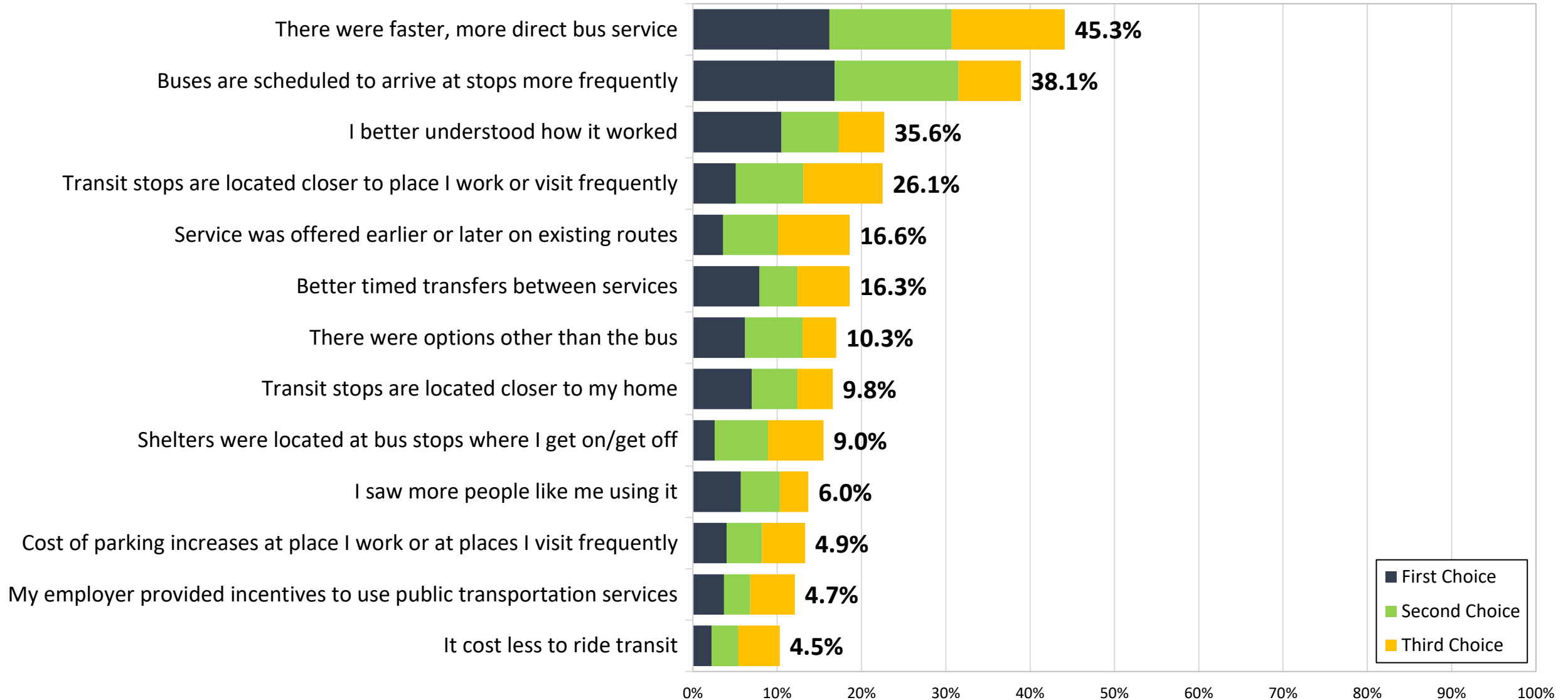*by sum of respondents top three choices*

Statement	Percentage
Riding the bus takes too long compared to travel by other modes	48.5%
I prefer to drive rather than ride the bus	45.3%
Bus service does not take me to where I need to go	38.1%
I travel to many various places during the day	35.6%
Bus services are not offered when I need to use it	26.1%
Information about transit service is not easy to understand	16.6%
Bus services are not offered near my home	16.3%
I do not feel safe waiting at bus stops	10.3%
Public transportation is important for a thriving community	9.8%
Bus services in the region are difficult to use	9.0%
I do not feel safe on the bus	6.0%
Buses are not reliable	4.9%
Buses are not on time	4.7%
Riding the bus is too costly	4.5%

Legend: First Choice, Second Choice, Third Choice

Q7. How likely would each factor encourage you to begin using public transportation in the region?

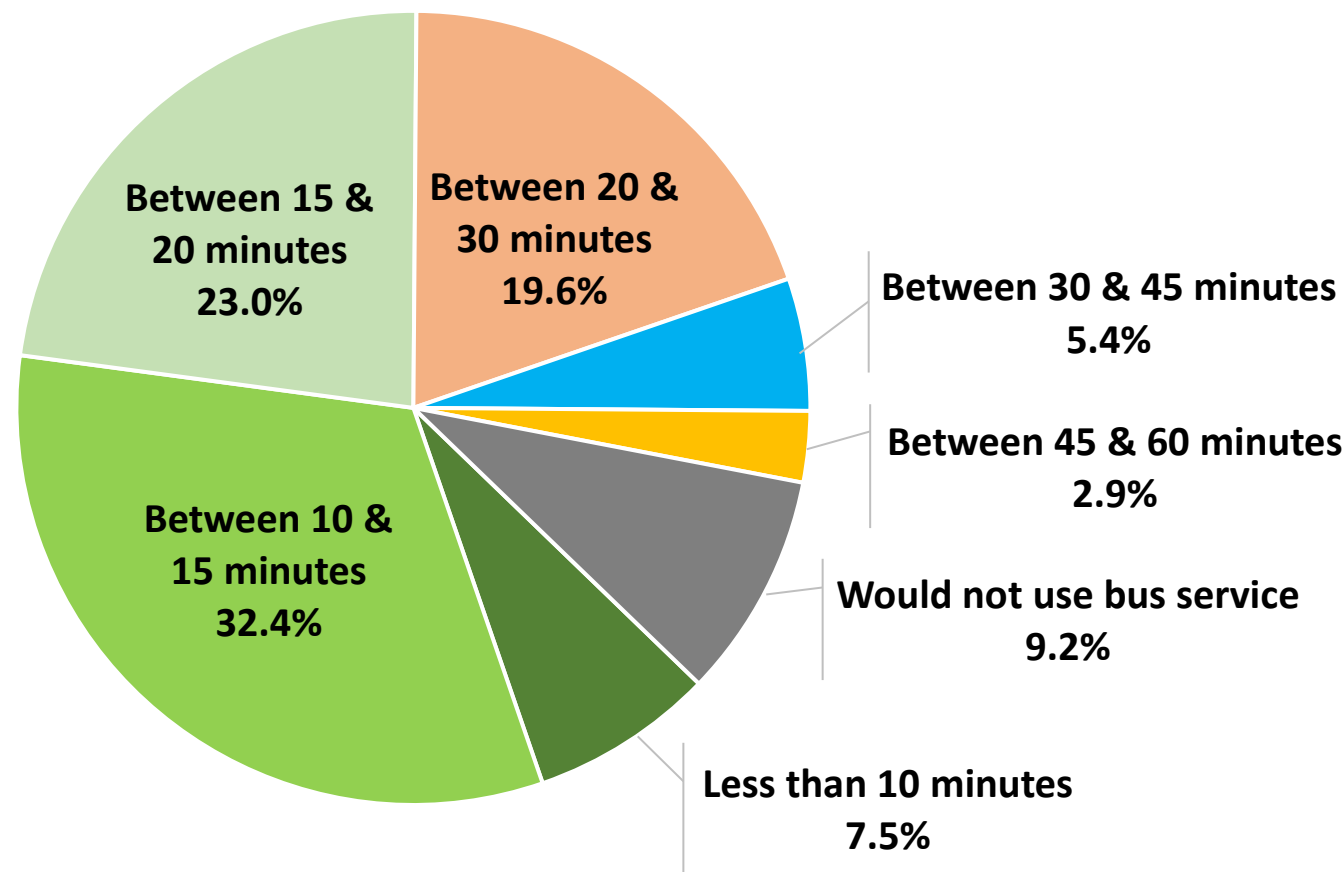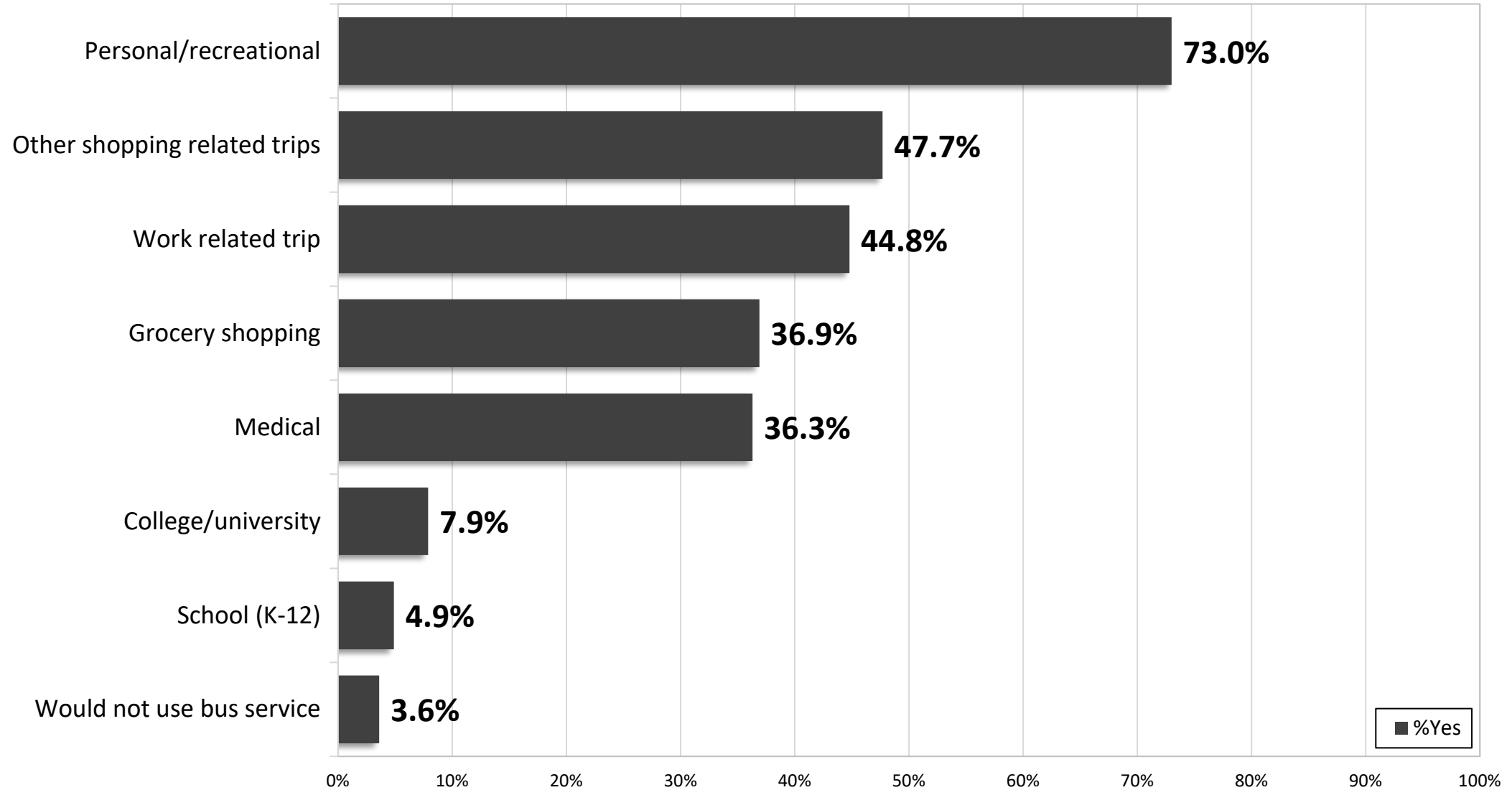*by percentage of respondents (excluding "don't know" responses)*

Factor	Very Likely	Likely	Neutral	Not Likely	Not Likely at All
There were faster, more direct bus service	35%	35%	22%	5%	4%
Transit stops are located closer to place I work or visit frequently	23%	40%	26%	6%	5%
Buses are scheduled to arrive at stops more frequently	23%	37%	27%	9%	5%
I better understood how it worked	16%	33%	31%	12%	8%
Transit stops are located closer to my home	19%	30%	33%	11%	8%
Shelters were located at bus stops where I get on/get off	16%	33%	31%	12%	8%
Service was offered earlier or later on existing routes	21%	26%	38%	9%	6%
Better timed transfers between services	13%	29%	39%	13%	5%
There were options other than the bus	15%	27%	43%	9%	6%
Cost of parking increases at place I work or at places I visit frequently	11%	31%	34%	13%	11%
My employer provided incentives to use public transportation services	16%	23%	47%	5%	10%
I saw more people like me using it	9%	28%	33%	19%	11%
It cost less to ride transit	12%	19%	40%	19%	9%

■ Very Likely　■ Likely　■ Neutral　■ Not Likely　■ Not Likely at All

Q8. Of the items listed in Question 7, which THREE would be MOST LIKELY to cause you to begin using public transportation services in the region?

by sum of respondents top three choices

Item	Percentage
There were faster, more direct bus service	45.3%
Buses are scheduled to arrive at stops more frequently	38.1%
I better understood how it worked	35.6%
Transit stops are located closer to place I work or visit frequently	26.1%
Service was offered earlier or later on existing routes	16.6%
Better timed transfers between services	16.3%
There were options other than the bus	10.3%
Transit stops are located closer to my home	9.8%
Shelters were located at bus stops where I get on/get off	9.0%
I saw more people like me using it	6.0%
Cost of parking increases at place I work or at places I visit frequently	4.9%
My employer provided incentives to use public transportation services	4.7%
It cost less to ride transit	4.5%

Legend: First Choice, Second Choice, Third Choice

Q9. How often would a bus need to come by your preferred stop location for you to begin using public transportation?

by percentage of respondents (excluding "not provided" responses)

Between 15 & 20 minutes
23.0%

Between 20 & 30 minutes
19.6%

Between 30 & 45 minutes
5.4%

Between 45 & 60 minutes
2.9%

Would not use bus service
9.2%

Less than 10 minutes
7.5%

Between 10 & 15 minutes
32.4%

Q10. For what trip purposes would you be interested in using METRO's bus service?

by percentage of respondents (multiple choices could be chosen)

Trip Purpose	%Yes
Personal/recreational	73.0%
Other shopping related trips	47.7%
Work related trip	44.8%
Grocery shopping	36.9%
Medical	36.3%
College/university	7.9%
School (K-12)	4.9%
Would not use bus service	3.6%

Q11. During what times of day would you be most interested in using bus service?

by percentage of respondents (multiple choices could be chosen)

Legend:
- 5:00 AM-9:00 AM
- 9:00 AM-12:00 PM
- 12:00 PM-3:00 PM
- 3:00 PM-7:00 PM
- 7:00 PM-10:00 PM
- 10:00 PM-5:00 AM

Time of day	Percentage
5:00 AM-9:00 AM	40.6%
9:00 AM-12:00 PM	49.5%
12:00 PM-3:00 PM	41.7%
3:00 PM-7:00 PM	62.8%
7:00 PM-10:00 PM	37.6%
10:00 PM-5:00 AM	21.9%

Q12. During what days of the week would you be most interested in using bus service?

by percentage of respondents (multiple choices could be chosen)

Legend: ■ %Respondents

Day	%
Monday	62.1%
Tuesday	62.6%
Wednesday	64.4%
Thursday	66.2%
Friday	76.6%
Saturday	63.5%
Sunday	49.5%

Q13. How likely would you or other members of your household use the following types of transportation?

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

Transportation Type	Very Likely	Likely	Neutral	Not Likely	Not Likely at All
Light Rail Train Service/Commuter Rail	40%	26%	24%	5%	5%
High speed, rapid bus service that has priority at traffic lights & makes minimal stops	34%	31%	23%	6%	6%
Bus service that operates on fixed routes in the area where you live	23%	39%	28%	5%	5%
On-demand bus technology that operates in a similar manner to Uber & Lyft	30%	30%	26%	9%	6%
Park & ride services where you park your car & then take an express bus (with limited stops) to your destination	20%	30%	28%	12%	10%
Door-to-door shuttle service for seniors or persons with disabilities	27%	21%	30%	9%	12%
Van pool service, which would involve having people who work at the same place share a van provided by their employer	11%	14%	37%	18%	20%

Legend: ■ Very Likely ■ Likely ■ Neutral ■ Not Likely ■ Not Likely at All

Q14. Level of Importance for the Following Transit Purposes

by percentage of respondents (excluding "not provided" responses)

Transit Purpose	Very Important	Somewhat Important	Not Important
Supporting economic development & access to jobs	72%	25%	3%
Serving low-income, disabled, or senior populations that have few transportation options	84%	13%	4%
Providing fast, frequent, reliable service on City's main arterial streets	72%	24%	4%
Providing an alternative to congested roadways	63%	33%	5%
Making it easier to get to/from transit (better sidewalks, stops, park & ride facilities, etc.)	64%	32%	4%
Increasing flow of traffic & reducing congestion in the region	63%	32%	4%
Helping to create an environmentally-friendly, sustainable City, not only dependent on car travel	73%	21%	6%
Expanding the service area (routes to more places)	62%	32%	6%

Legend: ■ Very Important ■ Somewhat Important ■ Not Important

Q15. Overall, how important do you think it is for the region to support and fund improved public transportation?

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

Very important 81.2%

Somewhat important 15.8%

Not important

Q16. How do you think the current level of funding for public transportation (e.g., bus, rail) in the region should change over the next five years?

by percentage of respondents (excluding "not provided" responses)

Should be much greater than it is now
52.3%

Should stay the same
8.2%

Should be reduced
3.9%

Should be somewhat greater than it is now
35.6%
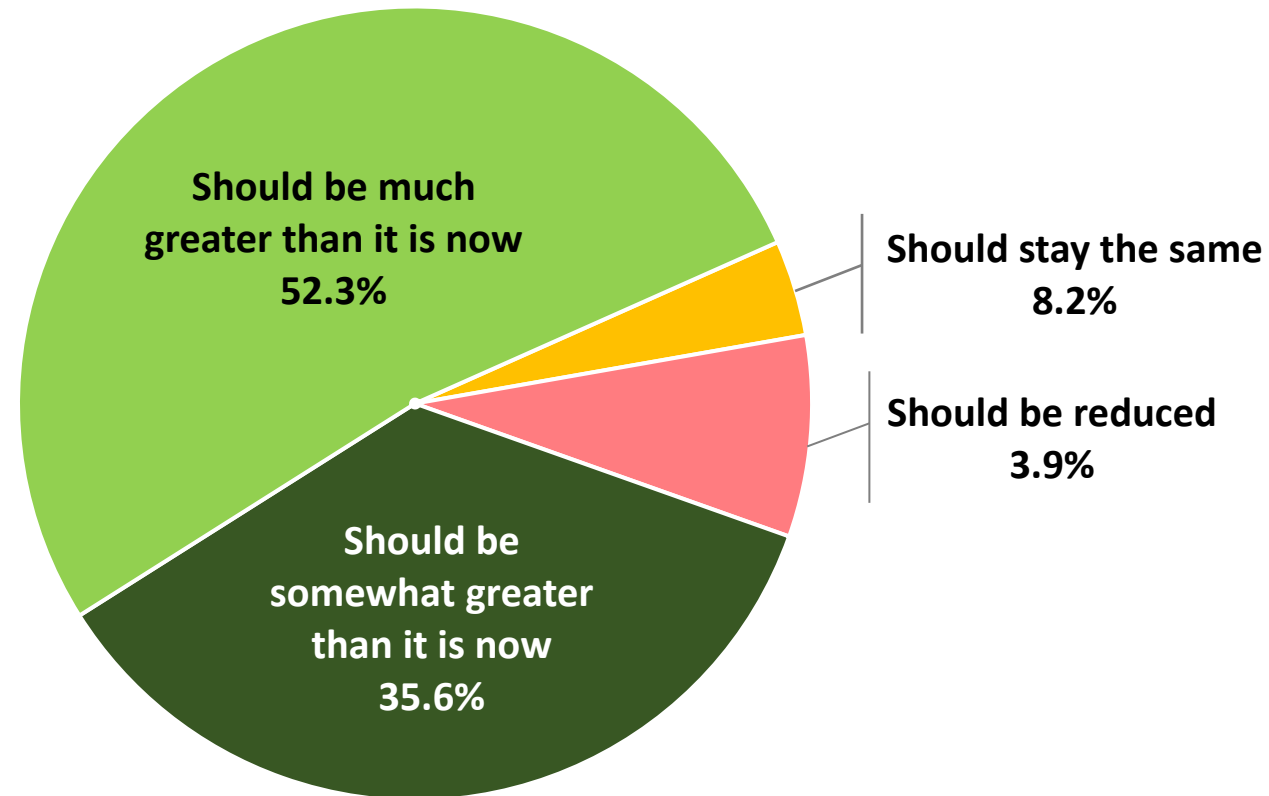
Q17. Level of Importance for the Following Transportation Investments

by percentage of respondents (excluding "not provided" responses)
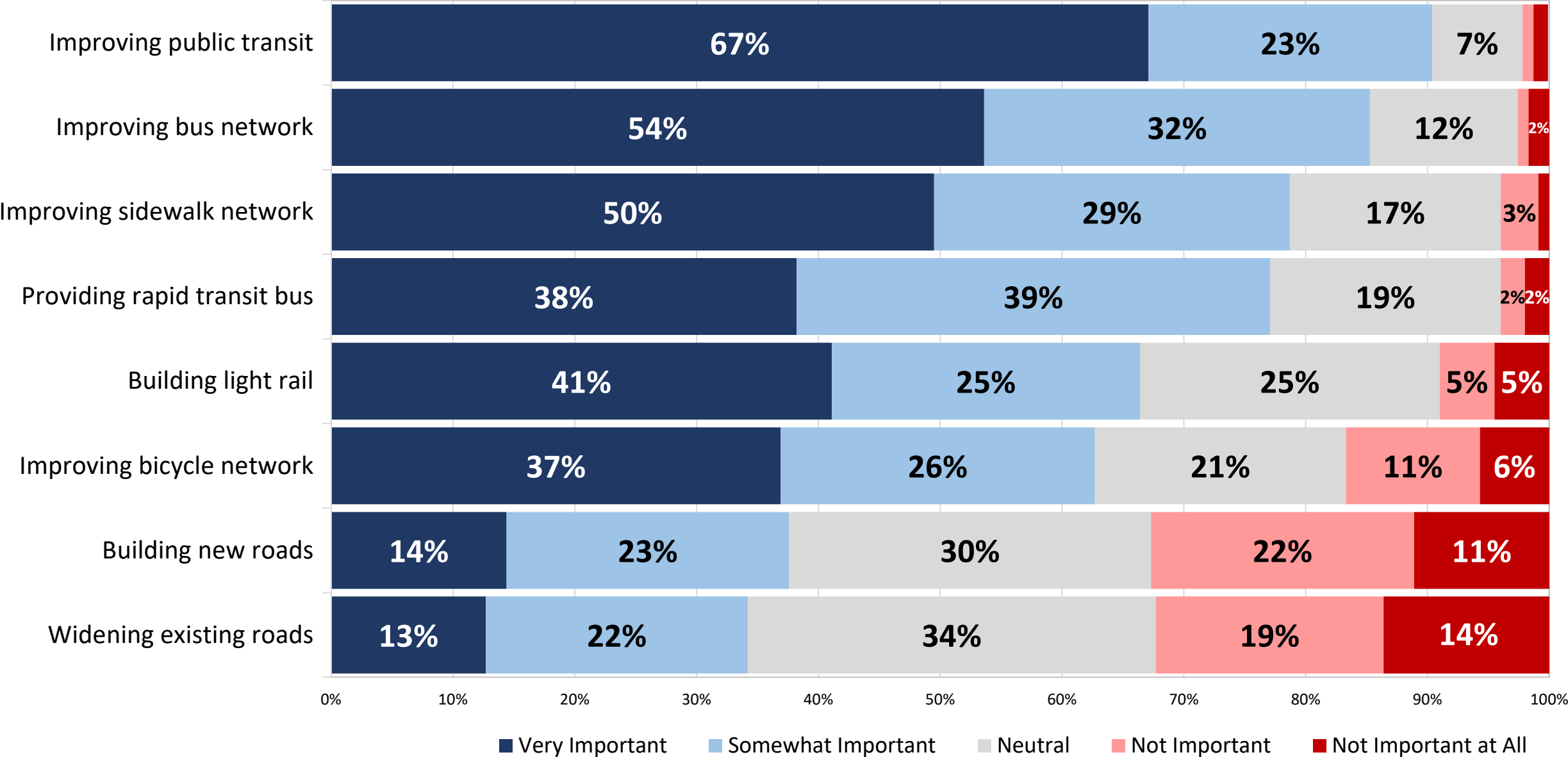
Investment	Very Important	Somewhat Important	Neutral	Not Important	Not Important at All
Improving public transit	67%	23%	7%		
Improving bus network	54%	32%	12%		2%
Improving sidewalk network	50%	29%	17%	3%	
Providing rapid transit bus	38%	39%	19%	2%	2%
Building light rail	41%	25%	25%	5%	5%
Improving bicycle network	37%	26%	21%	11%	6%
Building new roads	14%	23%	30%	22%	11%
Widening existing roads	13%	22%	34%	19%	14%

■ Very Important ■ Somewhat Important ■ Neutral ■ Not Important ■ Not Important at All

Q18. Of the items listed in Question 17, which THREE INVESTMENTS would be MOST IMPORTANT to focus on in the region?

by sum of respondents top three choices

Investment	Percentage
Improving public transit	66.3%
Improving bus network	47.1%
Building light rail	42.5%
Improving sidewalk network	35.0%
Providing rapid transit bus	33.4%
Improving bicycle network	30.5%
Widening existing roads	12.7%
Building new roads	11.3%

Legend:
- First Choice
- Second Choice
- Third Choice

Q19. How many operating vehicles (cars, motorcycles, vans) do you have in your household?

by percentage of respondents (excluding "not provided" responses)

- Two 40.0%
- Three 9.3%
- Four 3.1%
- Five or more 2.2%
- None 3.9%
- One 41.4%

Q20. How many operating bicycles do you have in your household?

by percentage of respondents (excluding "not provided" responses)

- Two 22.5%
- Three 7.2%
- Four 8.6%
- Five or more 5.3%
- None 36.0%
- One 20.4%
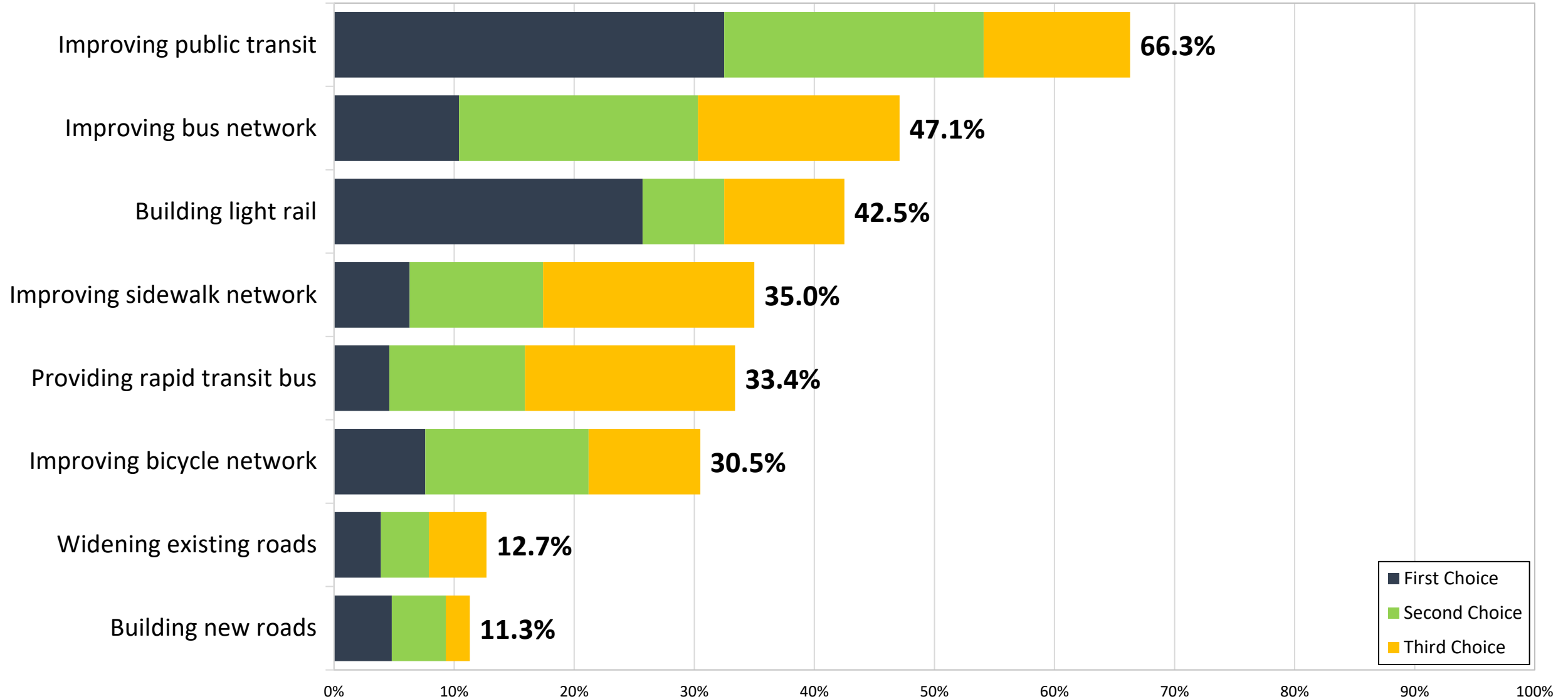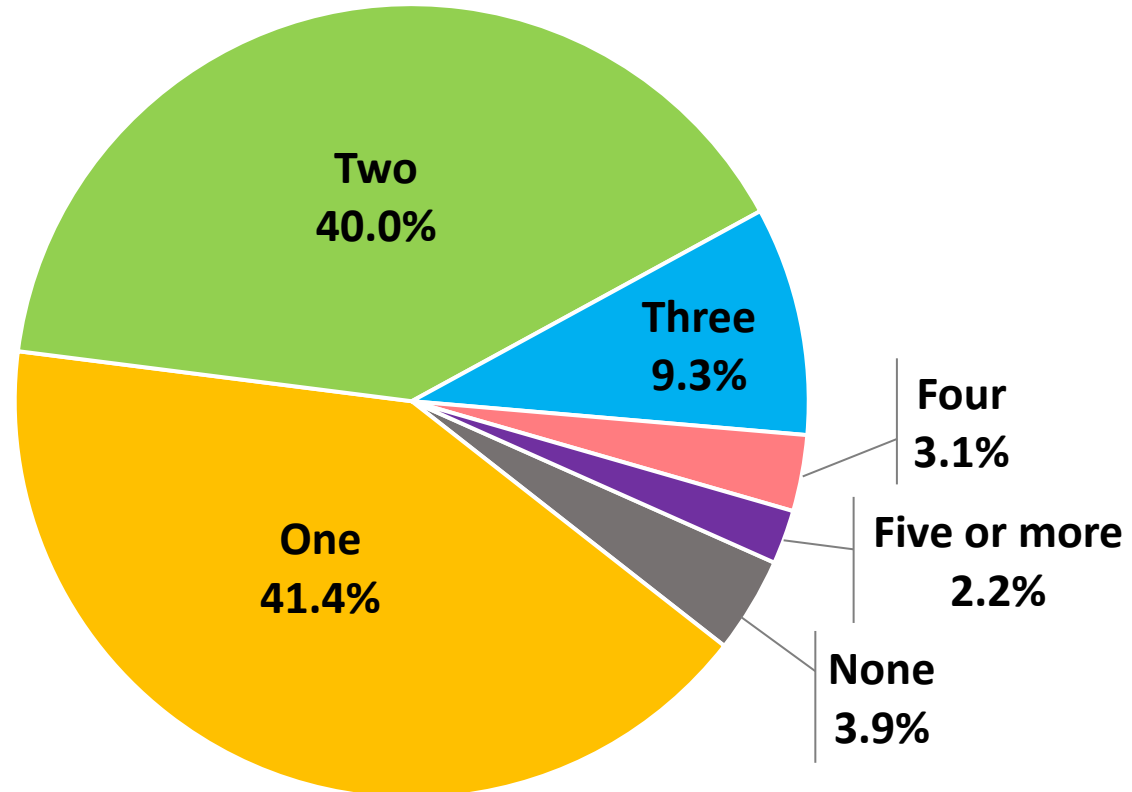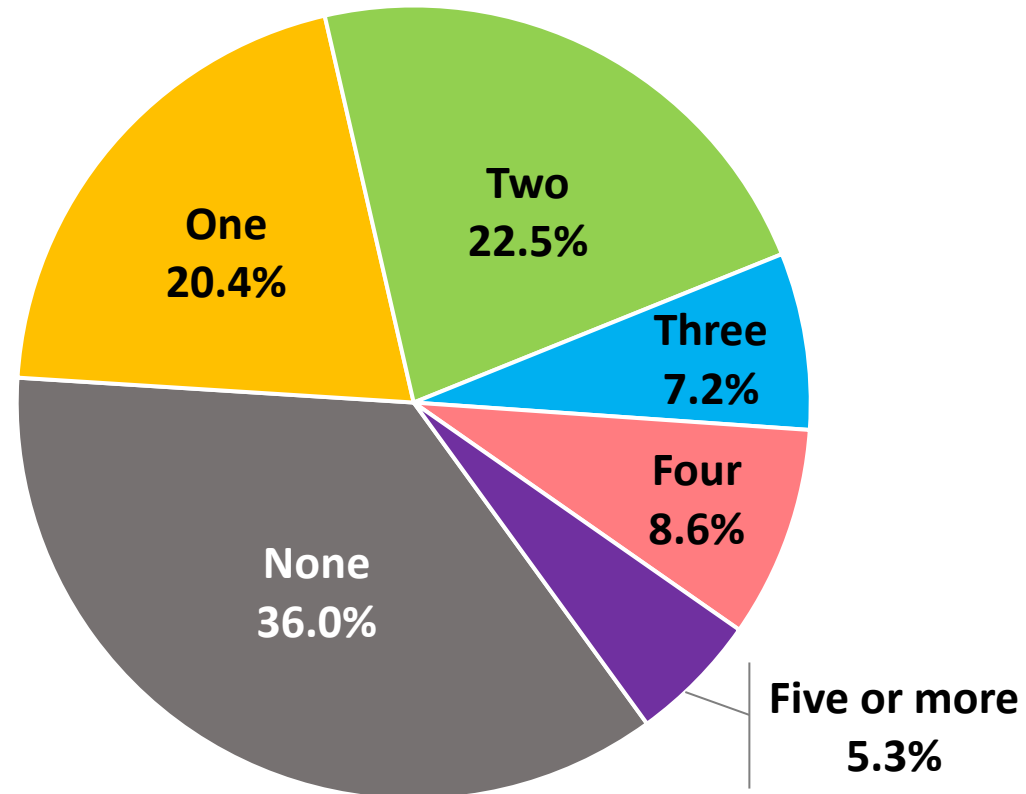
Q21. Do you have a valid driver's license?

by percentage of respondents (excluding "not provided" responses)
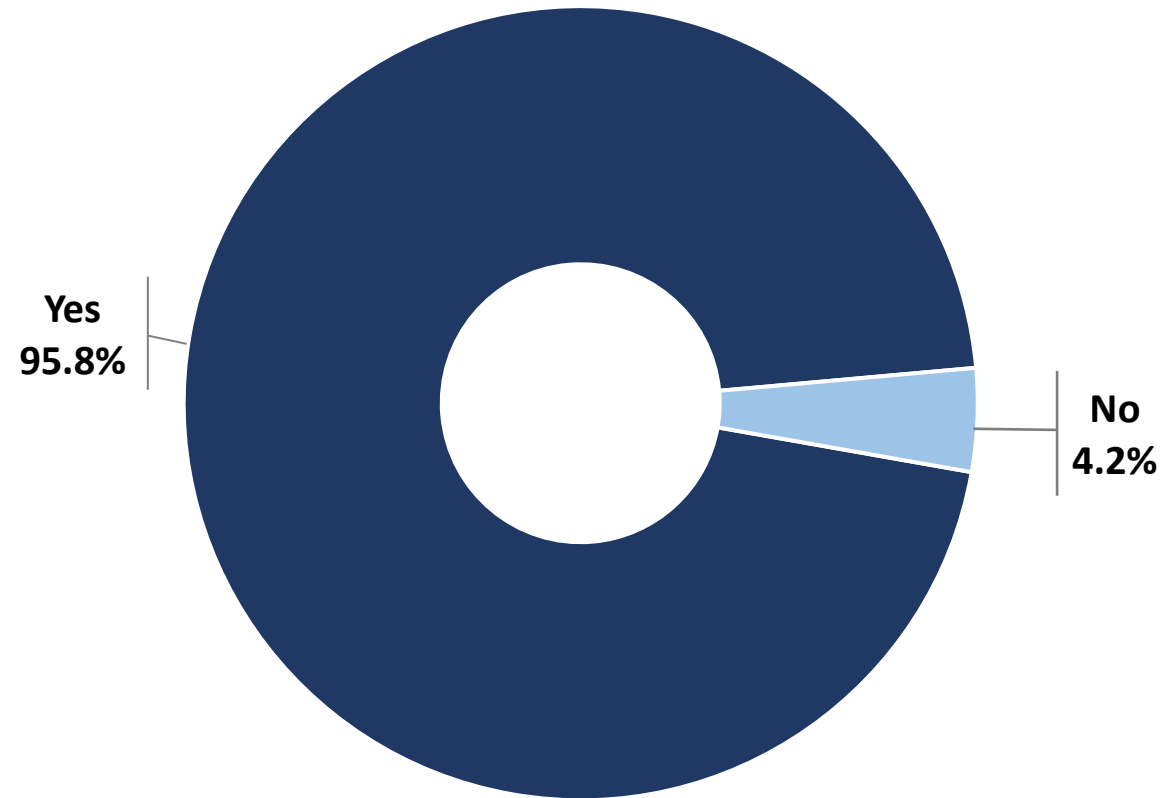
Yes
95.8%

No
4.2%

Q23. What is your age?
by percentage of respondents (excluding "not provided" responses)

65+ years
21.2%

50-64 years
30.5%

18-24 years
3.8%

25-34 years
17.0%

35-49 years
27.6%
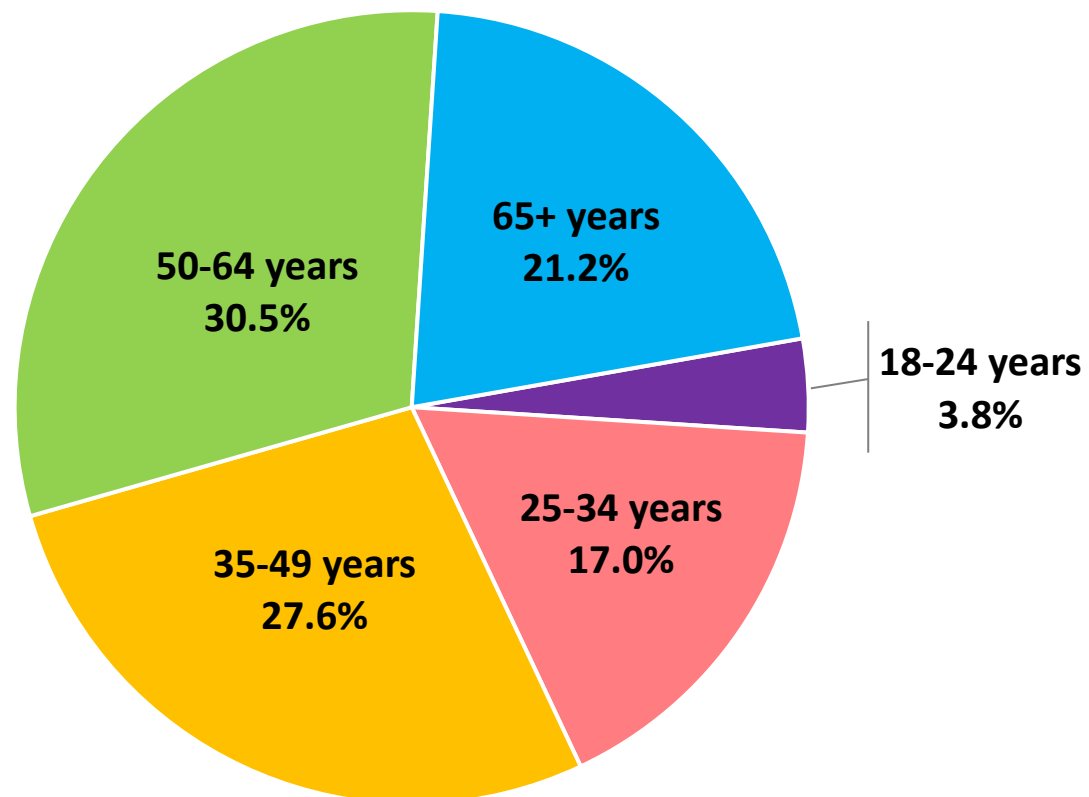
Q24. Which of the following BEST describes your race/ethnicity?

by percentage of respondents (multiple choices could be chosen)
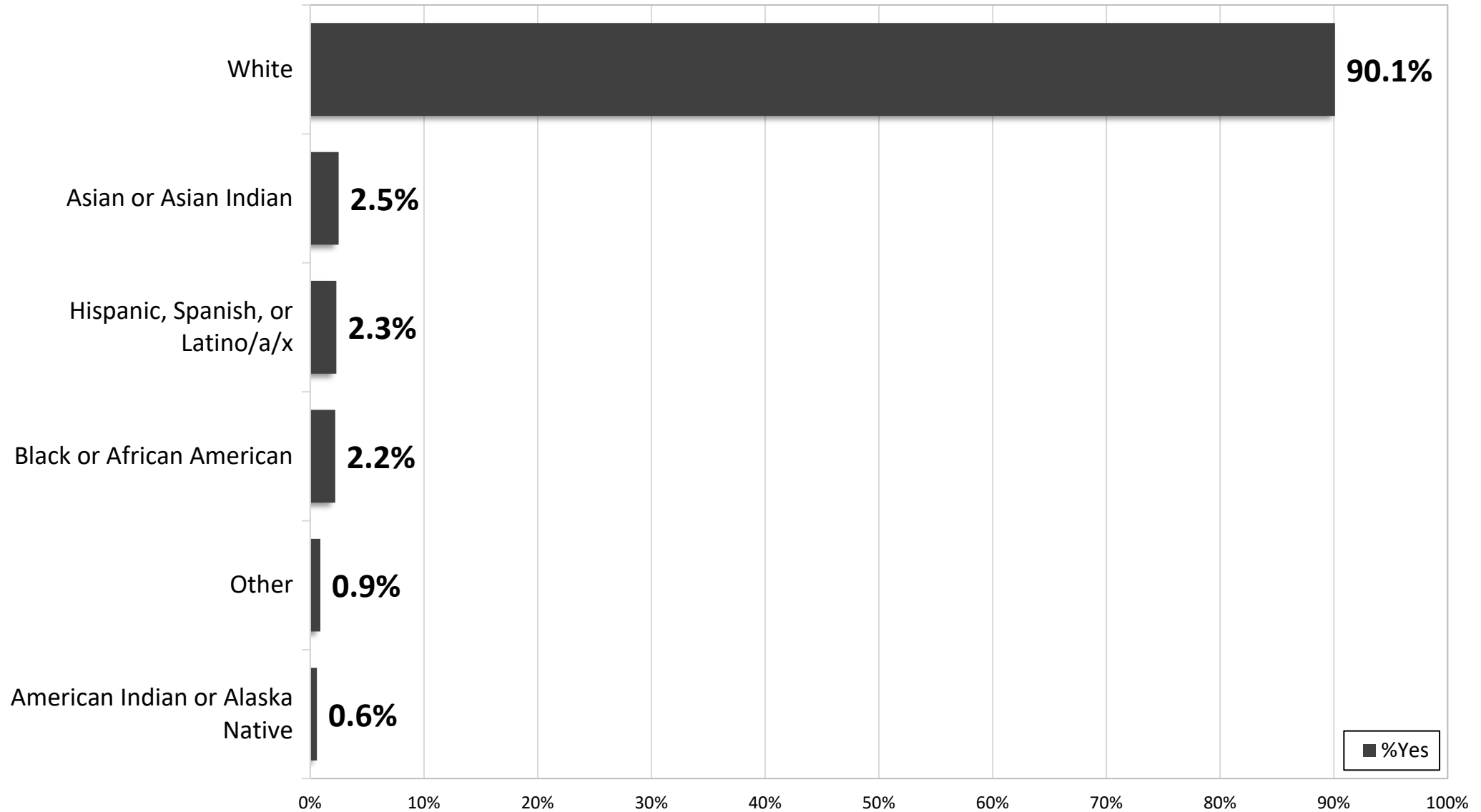
Category	%Yes
White	90.1%
Asian or Asian Indian	2.5%
Hispanic, Spanish, or Latino/a/x	2.3%
Black or African American	2.2%
Other	0.9%
American Indian or Alaska Native	0.6%

Q25. Do you have a physical disability that causes you to be dependent on others for transportation?

by percentage of respondents (excluding "not provided" responses)

Yes
8.4%

No
91.6%
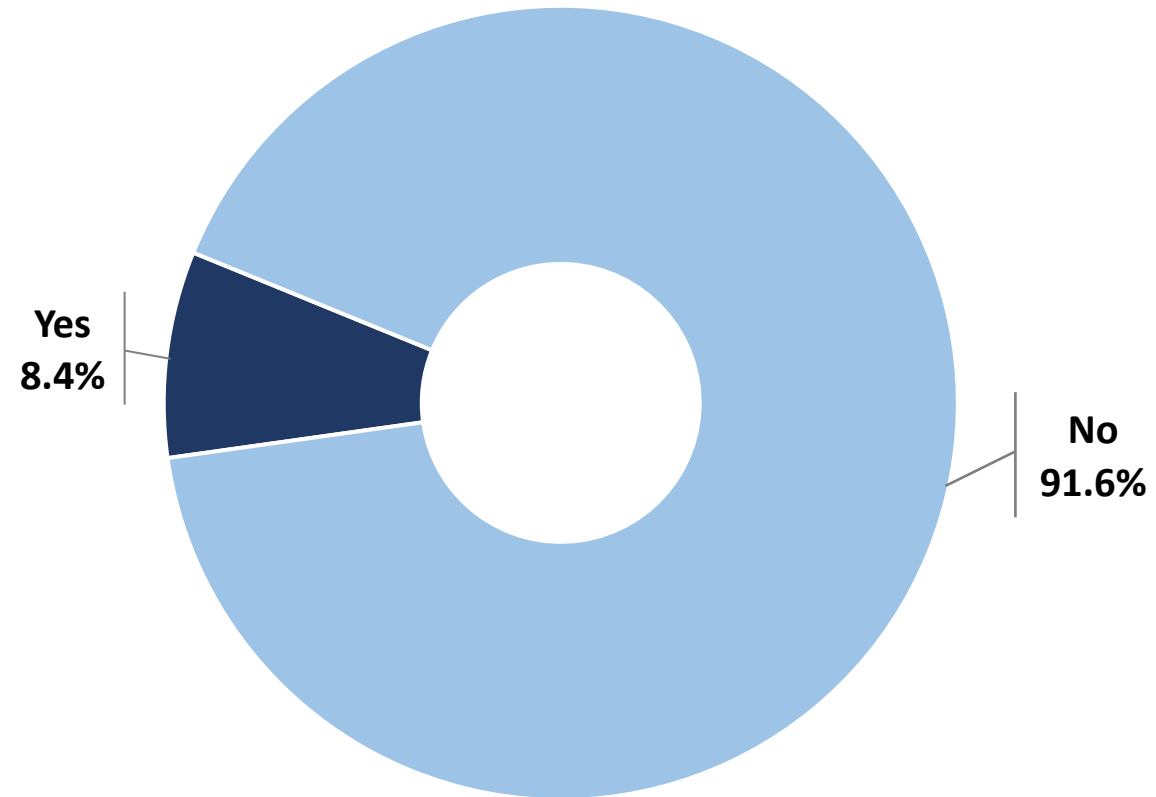
Q26. Are you employed?

by percentage of respondents (excluding "not provided" responses)

Yes
71.0%

No
29.0%
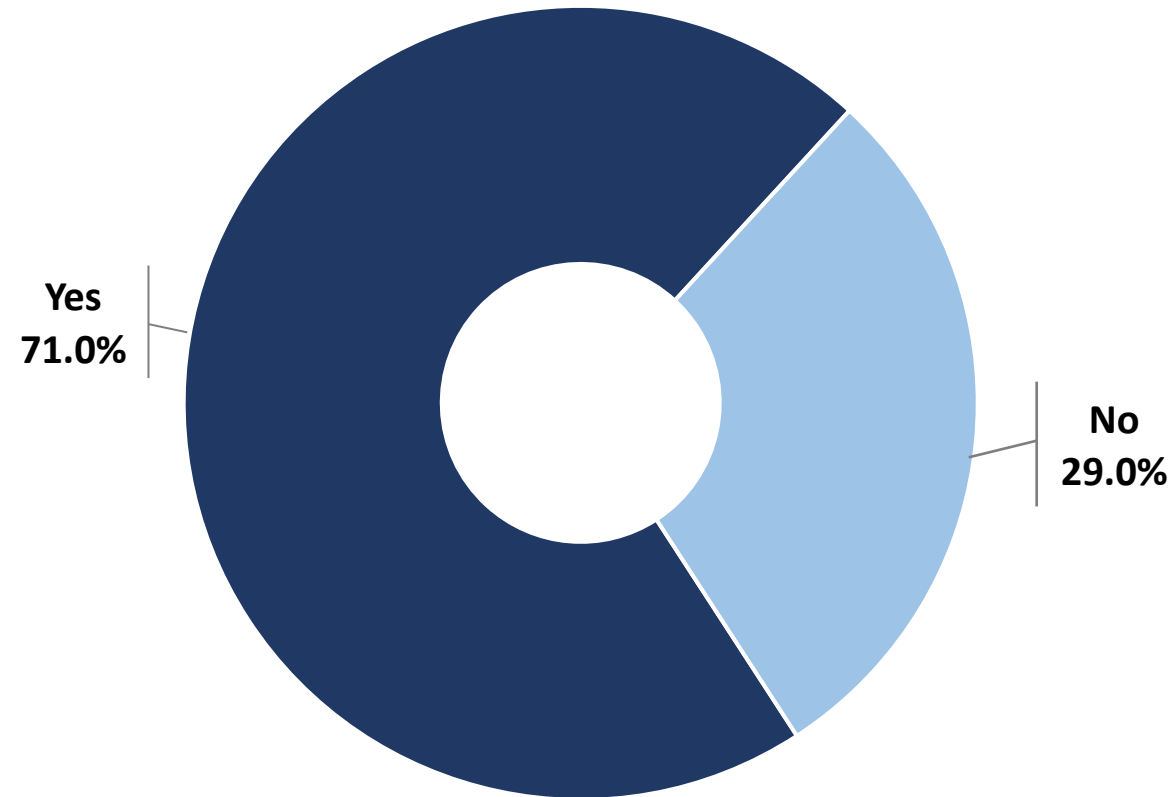
Q27. Would you say your total annual household income is…

by percentage of respondents

$60K to $99,999
22.9%

$30K to $59,999
21.5%

$100K+
31.2%

Under $30K
9.1%
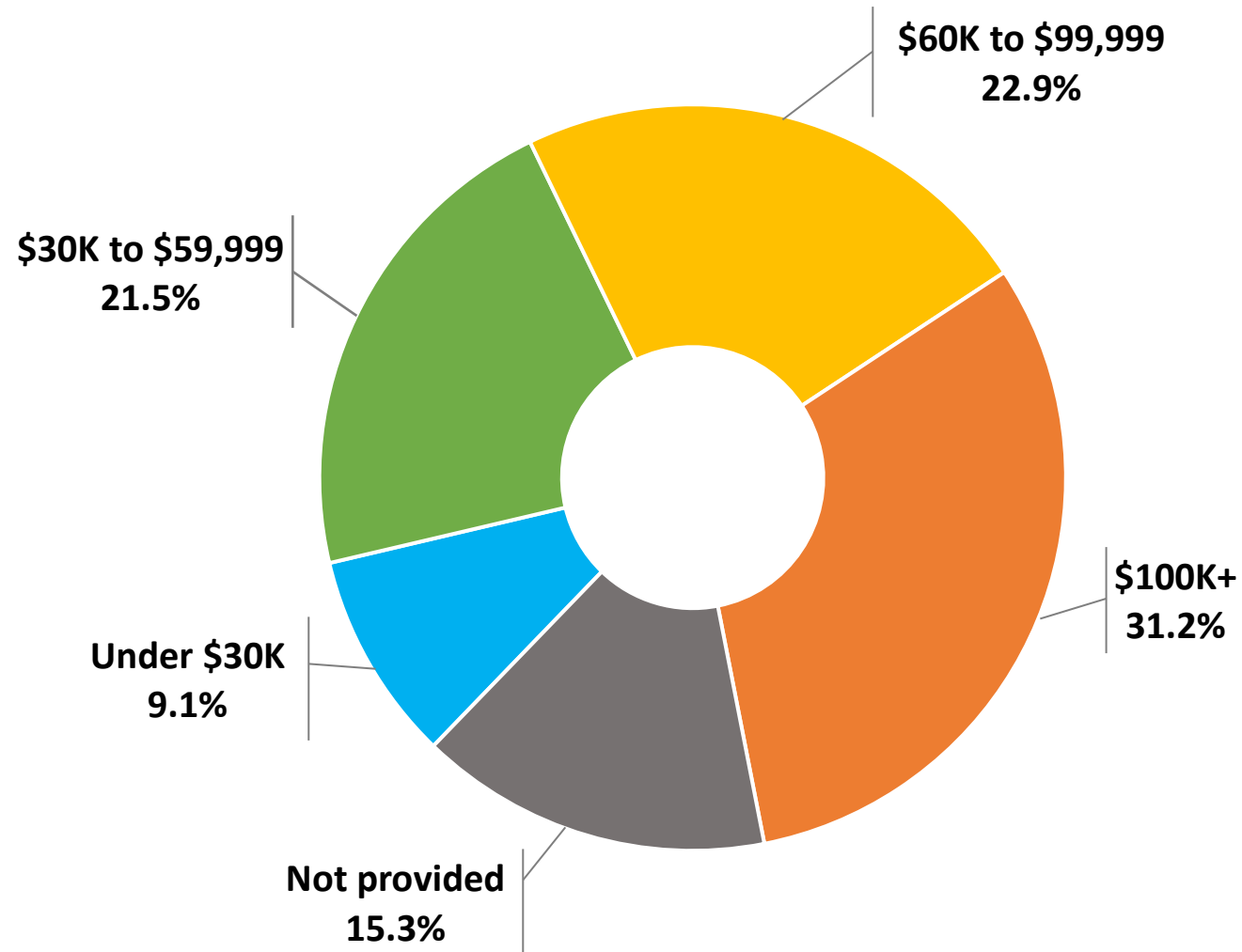
Not provided
15.3%

Q28. Your gender:

by percentage of respondents (excluding "not provided" responses)

Female 49.8%

Male 48.1%

Prefer to self-describe 2.0%
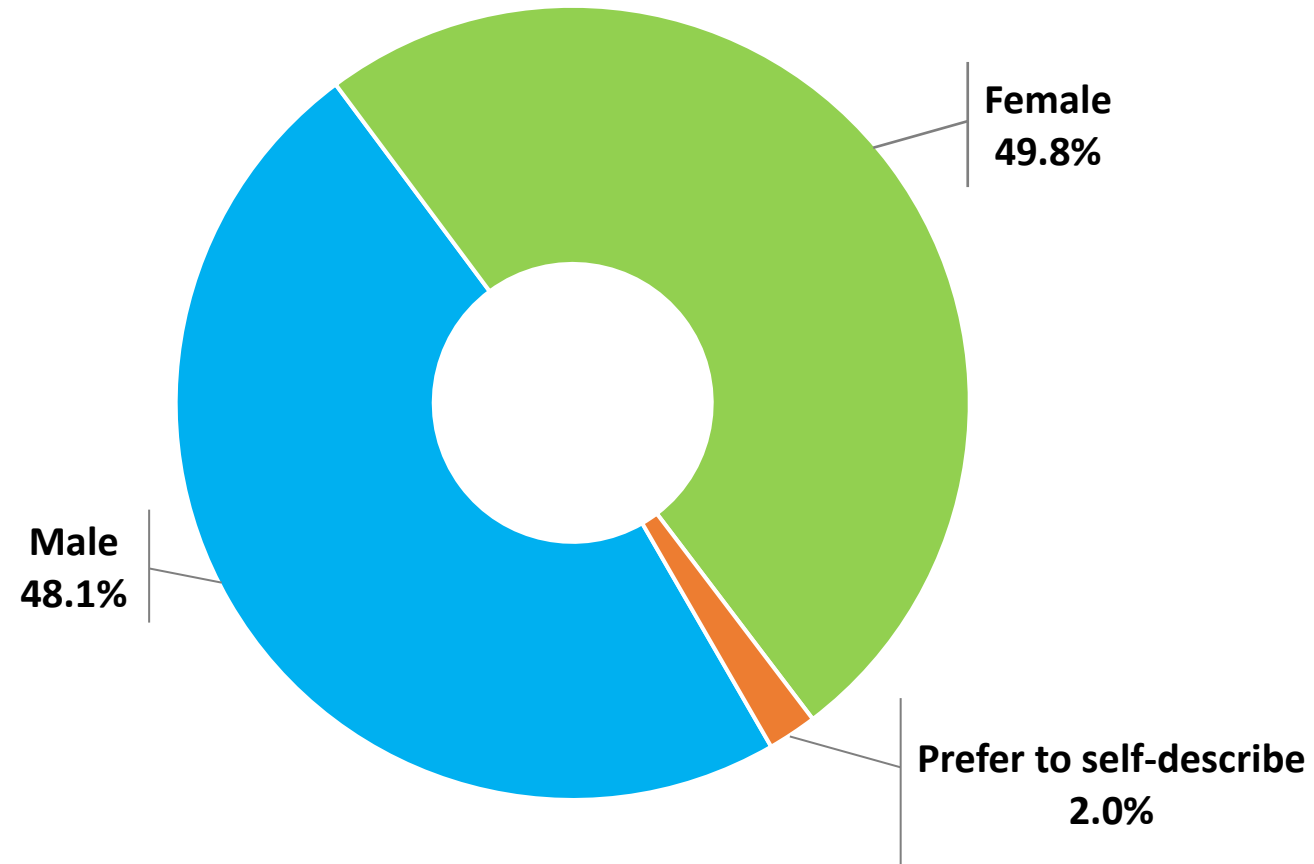
Q29. Have you ever used the Amtrak Downeaster?

by percentage of respondents (excluding "not provided" responses)

Yes
74.5%

No
25.5%
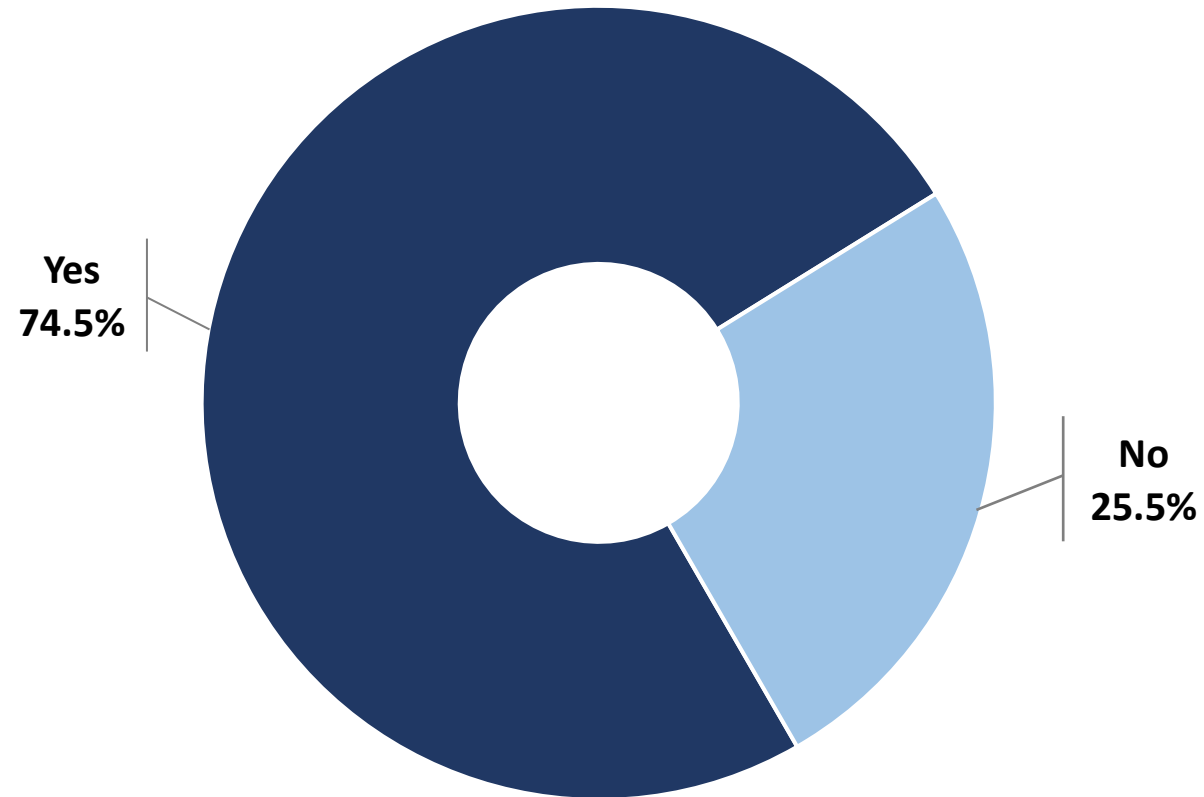
Q30. Have you ever used Concord Coach?

by percentage of respondents (excluding "not provided" responses)

Yes
84.7%

No
15.3%
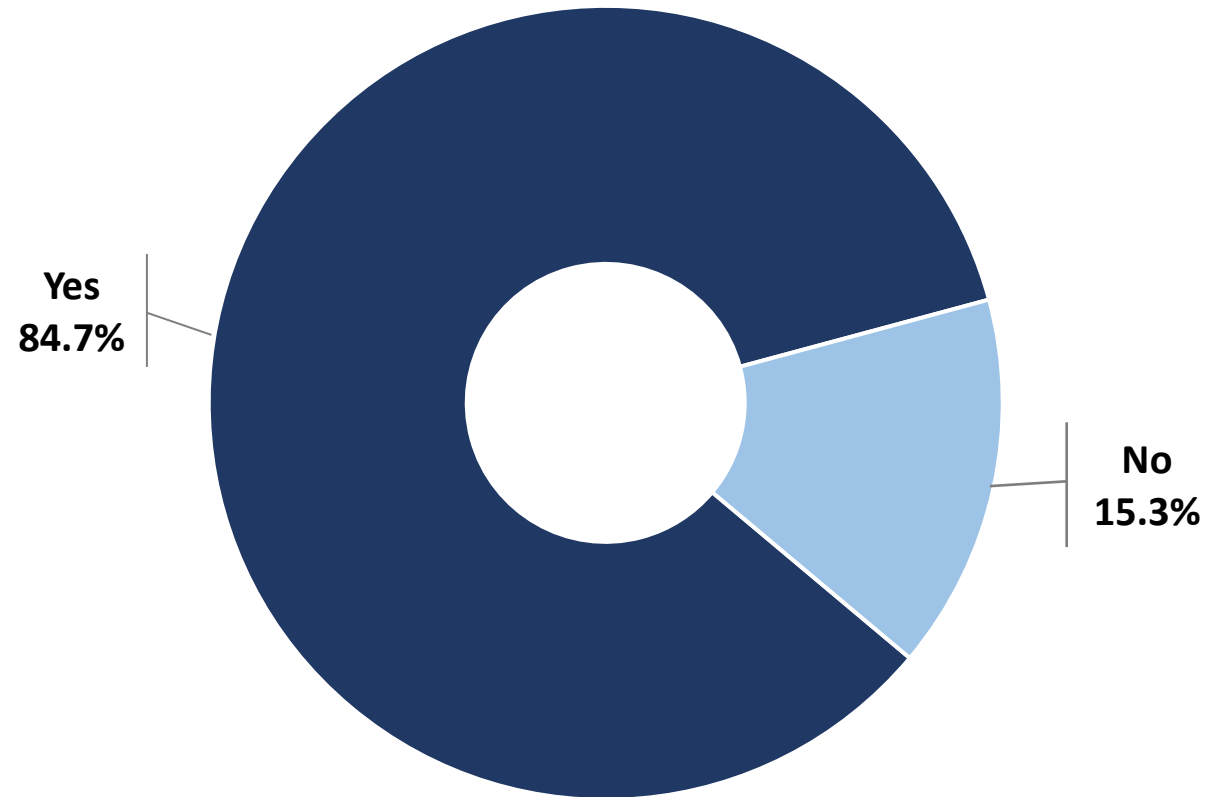
Q31. Have you ever used mass transit in other cities? (Boston, New York, Chicago, etc.)

by percentage of respondents (excluding "not provided" responses)

Yes
92.9%

No
7.1%
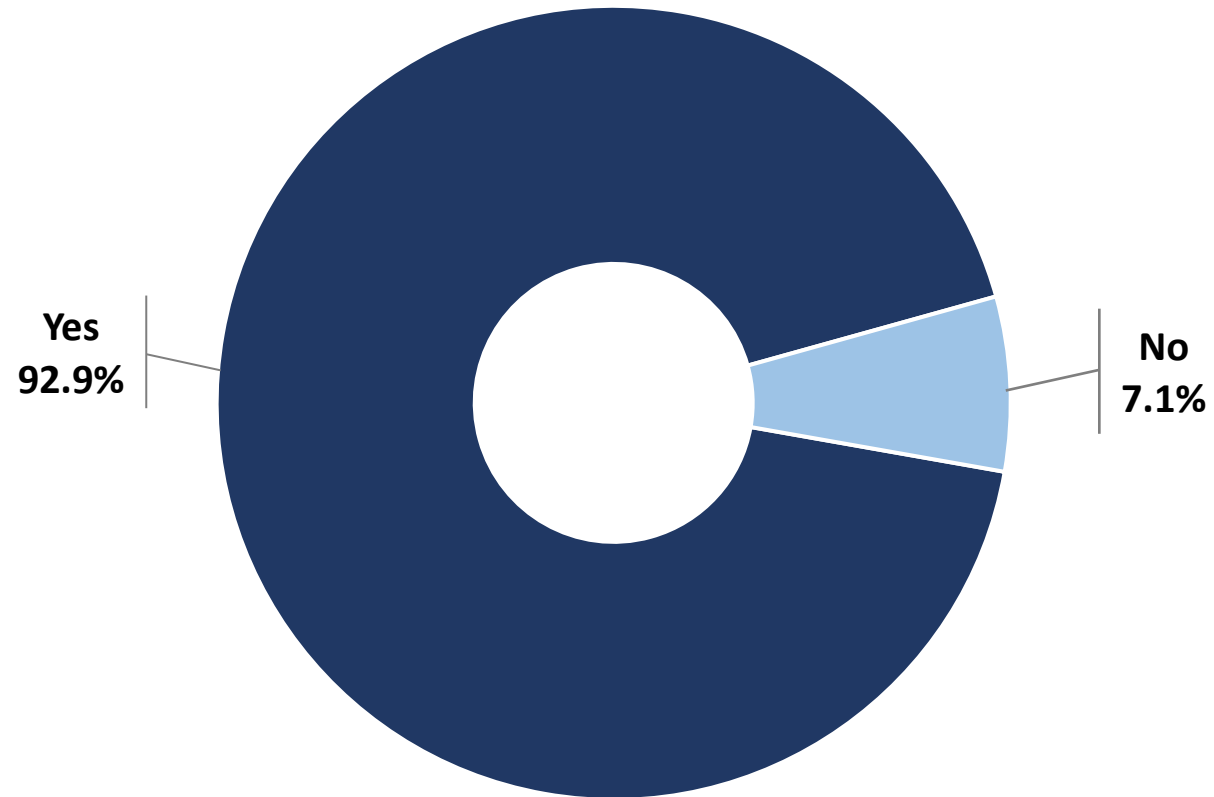
Q31a. What types of transit did you use?

by percentage of respondents who have used mass transit in other cities (multiple choices could be chosen)
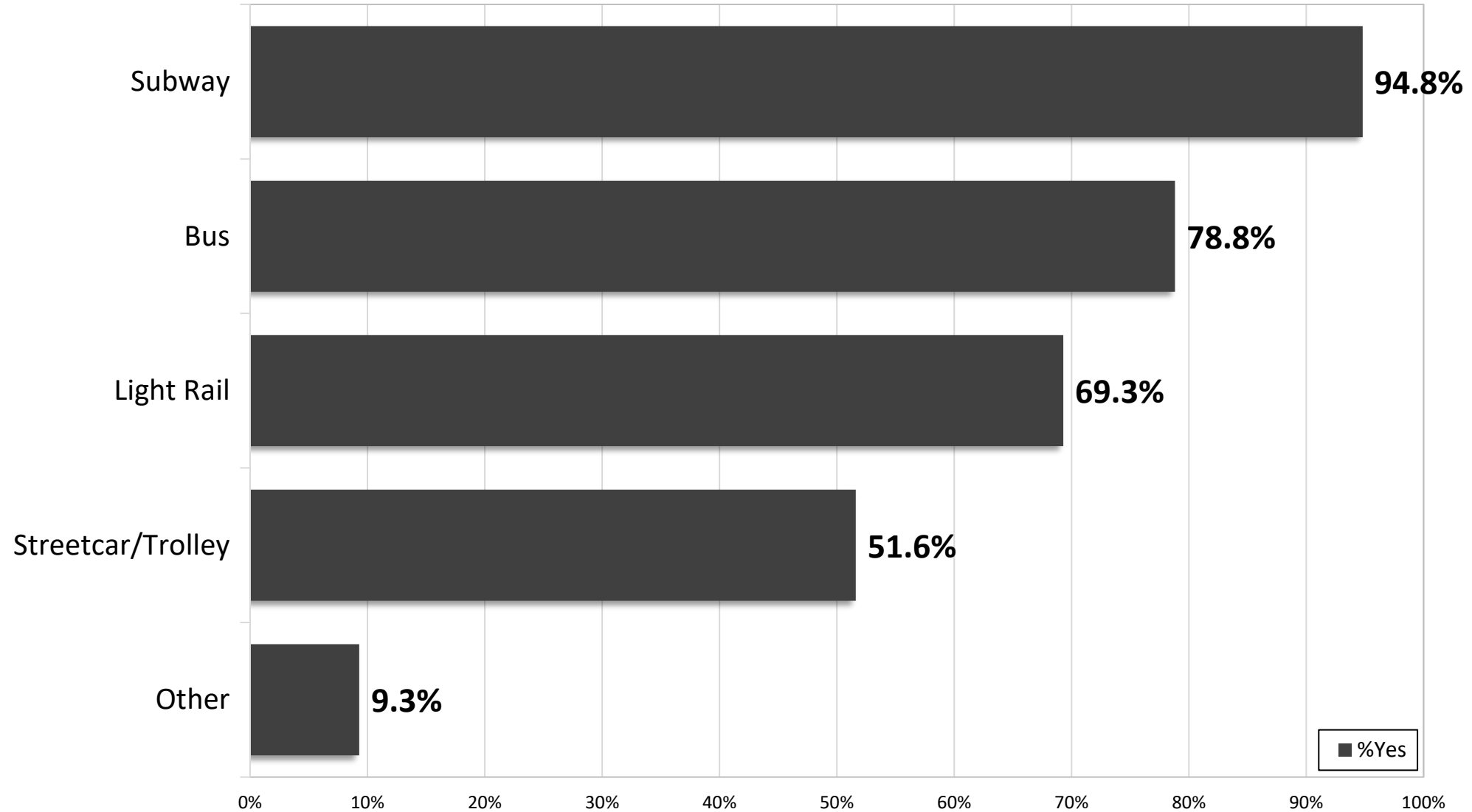
Transit Type	%Yes
Subway	94.8%
Bus	78.8%
Light Rail	69.3%
Streetcar/Trolley	51.6%
Other	9.3%

Q32. Prior to this receiving this survey, were you familiar with the public transit services offered by Greater Portland METRO?

by percentage of respondents

Yes
84.4%

No
15.6%
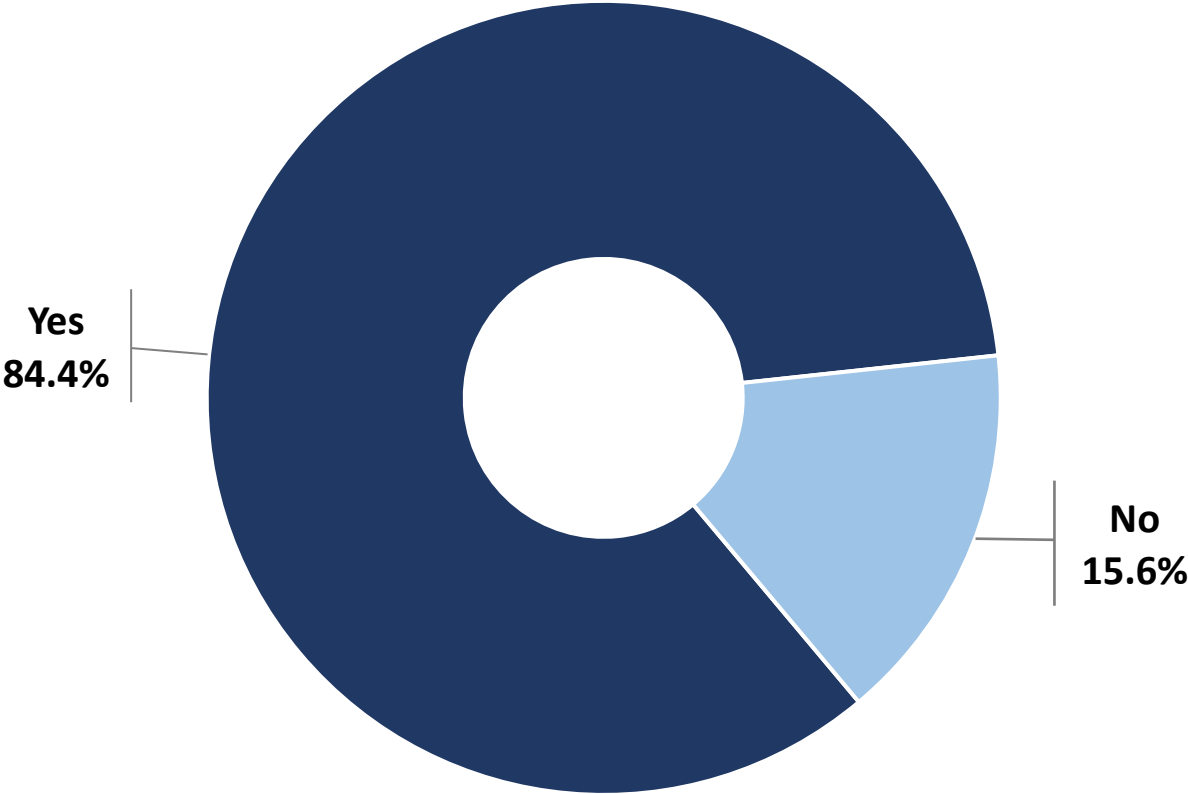
TABULAR DATA

SURVEY RESULTS

Q1. Have you used Greater Portland METRO, South Portland Bus Service, or Biddeford Saco Old Orchard Beach Transit during the past year?

Q1. Have you used Greater Portland METRO, South Portland Bus Service, or Biddeford Saco Old Orchard Beach Transit during past year	Number	Percent
No	647	100.0 %
Total	647	100.0 %

Q2. Do you live in one of the following communities: (Portland, South Portland, Westbrook, Falmouth, Yarmouth, Freeport, Brunswick, Gorham, Biddeford, Saco, Scarborough, Old Orchard Beach)?

Q2. Do you live in Portland, South Portland, Westbrook, Falmouth, Yarmouth, Freeport, Brunswick, Gorham, Biddeford, Saco, Scarborough, Old Orchard Beach	Number	Percent
Yes	647	100.0 %
Total	647	100.0 %

Q3. Do you feel that Greater Portland METRO's public transit services are valuable to the community?

Q3. Are Greater Portland METRO's public transit services valuable to the community	Number	Percent
Yes	580	89.6 %
No	17	2.6 %
Don't know	50	7.7 %
Total	647	100.0 %

Q3. Do you feel that Greater Portland METRO's public transit services are valuable to the community? (without "don't know")

Q3. Are Greater Portland METRO's public transit services valuable to the community	Number	Percent
Yes	580	97.2 %
No	17	2.8 %
Total	597	100.0 %

Q4. Overall, how would you rate METRO's services?

Q4. How would you rate overall METRO's services	Number	Percent
Excellent	28	4.3 %
Good	152	23.5 %
Average	113	17.5 %
Below average	70	10.8 %
Poor	16	2.5 %
Don't know	268	41.4 %
Total	647	100.0 %

Q4. Overall, how would you rate METRO's services? (without "don't know")

Q4. How would you rate overall METRO's services	Number	Percent
Excellent	28	7.4 %
Good	152	40.1 %
Average	113	29.8 %
Below average	70	18.5 %
Poor	16	4.2 %
Total	379	100.0 %

Q5. Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements about public transportation in the region.

(N=647)

	Strongly agree	Agree	Neutral/not sure	Disagree	Strongly disagree
Q5-1. Bus service does not take me to where I need to go	12.8%	22.7%	47.9%	13.9%	2.6%
Q5-2. Bus services are not offered near my home	9.6%	10.2%	13.9%	36.5%	29.8%
Q5-3. Bus services are not offered when I need to use it	11.7%	22.7%	43.6%	17.0%	4.9%
Q5-4. Buses are not on time	2.8%	9.3%	69.1%	15.0%	3.9%
Q5-5. Buses are not reliable	2.2%	7.6%	58.4%	24.9%	7.0%
Q5-6. I do not feel safe on the bus	2.8%	7.6%	42.7%	30.0%	17.0%
Q5-7. I do not feel safe waiting at bus stops	4.9%	13.3%	36.9%	32.6%	12.2%
Q5-8. I prefer to drive rather than ride the bus	26.3%	37.6%	18.7%	11.7%	5.7%
Q5-9. I travel to many various places during the day	19.8%	39.9%	14.8%	20.9%	4.6%
Q5-10. Information about transit service is not easy to understand	10.0%	28.6%	38.3%	17.6%	5.4%
Q5-11. Bus services in the region are difficult to use	7.9%	21.0%	47.1%	20.2%	3.7%
Q5-12. Riding the bus is too costly	2.9%	6.5%	43.6%	34.2%	12.8%
Q5-13. Riding the bus takes too long compared to travel by other modes	26.3%	36.8%	27.0%	8.7%	1.2%
Q5-14. Public transportation is important for a thriving community	73.9%	17.6%	5.6%	1.2%	1.7%

Q6. Of the statements listed in Question 5, which THREE MOST DESCRIBE why you are not using public transportation services in the region?

Q6. Top choice	Number	Percent
Bus service does not take me to where I need to go	89	13.8 %
Bus services are not offered near my home	59	9.1 %
Bus services are not offered when I need to use it	62	9.6 %
Buses are not on time	5	0.8 %
Buses are not reliable	8	1.2 %
I do not feel safe on the bus	19	2.9 %
I do not feel safe waiting at bus stops	16	2.5 %
I prefer to drive rather than ride the bus	145	22.4 %
I travel to many various places during the day	56	8.7 %
Information about transit service is not easy to understand	19	2.9 %
Bus services in the region are difficult to use	8	1.2 %
Riding the bus is too costly	5	0.8 %
Riding the bus takes too long compared to travel by other modes	117	18.1 %
Public transportation is important for a thriving community	20	3.1 %
None chosen	19	2.9 %
Total	647	100.0 %

Q6. Of the statements listed in Question 5, which THREE MOST DESCRIBE why you are not using public transportation services in the region?

Q6. 2nd choice	Number	Percent
Bus service does not take me to where I need to go	89	13.8 %
Bus services are not offered near my home	23	3.6 %
Bus services are not offered when I need to use it	55	8.5 %
Buses are not on time	11	1.7 %
Buses are not reliable	14	2.2 %
I do not feel safe on the bus	9	1.4 %
I do not feel safe waiting at bus stops	25	3.9 %
I prefer to drive rather than ride the bus	78	12.1 %
I travel to many various places during the day	107	16.5 %
Information about transit service is not easy to understand	41	6.3 %
Bus services in the region are difficult to use	21	3.2 %
Riding the bus is too costly	13	2.0 %
Riding the bus takes too long compared to travel by other modes	98	15.1 %
Public transportation is important for a thriving community	14	2.2 %
None chosen	49	7.6 %
Total	647	100.0 %

Q6. Of the statements listed in Question 5, which THREE MOST DESCRIBE why you are not using public transportation services in the region?

Q6. 3rd choice	Number	Percent
Bus service does not take me to where I need to go	68	10.5 %
Bus services are not offered near my home	23	3.6 %
Bus services are not offered when I need to use it	52	8.0 %
Buses are not on time	14	2.2 %
Buses are not reliable	10	1.5 %
I do not feel safe on the bus	11	1.7 %
I do not feel safe waiting at bus stops	25	3.9 %
I prefer to drive rather than ride the bus	70	10.8 %
I travel to many various places during the day	67	10.4 %
Information about transit service is not easy to understand	48	7.4 %
Bus services in the region are difficult to use	30	4.6 %
Riding the bus is too costly	11	1.7 %
Riding the bus takes too long compared to travel by other modes	99	15.3 %
Public transportation is important for a thriving community	29	4.5 %
None chosen	90	13.9 %
Total	647	100.0 %

Q6. Of the statements listed in Question 5, which THREE MOST DESCRIBE why you are not using public transportation services in the region? (top 3)

Q6. Top choice	Number	Percent
Bus service does not take me to where I need to go	246	38.0 %
Bus services are not offered near my home	105	16.2 %
Bus services are not offered when I need to use it	169	26.1 %
Buses are not on time	30	4.6 %
Buses are not reliable	32	4.9 %
I do not feel safe on the bus	39	6.0 %
I do not feel safe waiting at bus stops	66	10.2 %
I prefer to drive rather than ride the bus	293	45.3 %
I travel to many various places during the day	230	35.5 %
Information about transit service is not easy to understand	108	16.7 %
Bus services in the region are difficult to use	59	9.1 %
Riding the bus is too costly	29	4.5 %
Riding the bus takes too long compared to travel by other modes	314	48.5 %
Public transportation is important for a thriving community	63	9.7 %
None chosen	19	2.9 %
Total	1802	

Q7. Using a scale of 1 to 5, where 5 means "Very Likely" and 1 means "Not Likely at All," please rate how likely each factor would be to encourage you to begin using public transportation in the region.

(N=647)

	Very likely	Likely	Not sure	Not likely	Not likey at all
Q7-1. Better timed transfers between services	13.4%	29.4%	39.4%	12.7%	5.1%
Q7-2. Buses are scheduled to arrive at stops more frequently	23.2%	36.8%	26.7%	8.7%	4.6%
Q7-3. I saw more people like me using it	9.3%	27.7%	33.1%	19.0%	11.0%
Q7-4. I better understood how it worked	15.9%	33.2%	30.8%	12.1%	8.0%
Q7-5. There were options other than the bus	15.0%	27.2%	43.0%	9.3%	5.6%
Q7-6. There were faster, more direct bus service	34.5%	35.4%	21.9%	4.5%	3.7%
Q7-7. It cost less to ride transit	12.2%	19.0%	40.2%	19.2%	9.4%
Q7-8. Shelters were located at bus stops where I get on/get off	16.2%	32.6%	30.9%	12.4%	7.9%
Q7-9. Service was offered earlier or later on existing routes	20.7%	26.0%	38.0%	9.4%	5.9%
Q7-10. Cost of parking increases at place I work or at places I visit frequently	10.8%	31.1%	34.2%	12.7%	11.3%
Q7-11. Transit stops are located closer to place I work or visit frequently	22.9%	39.6%	26.3%	6.0%	5.3%
Q7-12. Transit stops are located closer to my home	18.9%	30.1%	32.5%	10.7%	7.9%
Q7-13. My employer provided incentives to use public transportation services	15.9%	22.7%	47.1%	4.6%	9.6%

Q8. Of the items listed in Question 7, which THREE would be MOST LIKELY to cause you to begin using public transportation services in the region?

Q8. Top choice	Number	Percent
Better timed transfers between services	51	7.9 %
Buses are scheduled to arrive at stops more frequently	109	16.8 %
I saw more people like me using it	37	5.7 %
I better understood how it worked	68	10.5 %
There were options other than the bus	40	6.2 %
There were faster, more direct bus service	105	16.2 %
It cost less to ride transit	14	2.2 %
Shelters were located at bus stops where I get on/get off	17	2.6 %
Service was offered earlier or later on existing routes	23	3.6 %
Cost of parking increases at place I work or at places I visit frequently	26	4.0 %
Transit stops are located closer to place I work or visit frequently	33	5.1 %
Transit stops are located closer to my home	45	7.0 %
My employer provided incentives to use public transportation services	24	3.7 %
None chosen	55	8.5 %
Total	647	100.0 %

Q8. Of the items listed in Question 7, which THREE would be MOST LIKELY to cause you to begin using public transportation services in the region?

Q8. 2nd choice	Number	Percent
Better timed transfers between services	29	4.5 %
Buses are scheduled to arrive at stops more frequently	95	14.7 %
I saw more people like me using it	30	4.6 %
I better understood how it worked	44	6.8 %
There were options other than the bus	44	6.8 %
There were faster, more direct bus service	94	14.5 %
It cost less to ride transit	21	3.2 %
Shelters were located at bus stops where I get on/get off	41	6.3 %
Service was offered earlier or later on existing routes	42	6.5 %
Cost of parking increases at place I work or at places I visit frequently	27	4.2 %
Transit stops are located closer to place I work or visit frequently	52	8.0 %
Transit stops are located closer to my home	35	5.4 %
My employer provided incentives to use public transportation services	20	3.1 %
None chosen	73	11.3 %
Total	647	100.0 %

Q8. Of the items listed in Question 7, which THREE would be MOST LIKELY to cause you to begin using public transportation services in the region?

Q8. 3rd choice	Number	Percent
Better timed transfers between services	40	6.2 %
Buses are scheduled to arrive at stops more frequently	48	7.4 %
I saw more people like me using it	22	3.4 %
I better understood how it worked	35	5.4 %
There were options other than the bus	26	4.0 %
There were faster, more direct bus service	87	13.4 %
It cost less to ride transit	32	4.9 %
Shelters were located at bus stops where I get on/get off	43	6.6 %
Service was offered earlier or later on existing routes	55	8.5 %
Cost of parking increases at place I work or at places I visit frequently	33	5.1 %
Transit stops are located closer to place I work or visit frequently	61	9.4 %
Transit stops are located closer to my home	27	4.2 %
My employer provided incentives to use public transportation services	34	5.3 %
None chosen	104	16.1 %
Total	647	100.0 %

Q8. Of the items listed in Question 7, which THREE would be MOST LIKELY to cause you to begin using public transportation services in the region? (top 3)

Q8. Top choice	Number	Percent
Better timed transfers between services	120	18.5 %
Buses are scheduled to arrive at stops more frequently	252	38.9 %
I saw more people like me using it	89	13.8 %
I better understood how it worked	147	22.7 %
There were options other than the bus	110	17.0 %
There were faster, more direct bus service	286	44.2 %
It cost less to ride transit	67	10.4 %
Shelters were located at bus stops where I get on/get off	101	15.6 %
Service was offered earlier or later on existing routes	120	18.5 %
Cost of parking increases at place I work or at places I visit frequently	86	13.3 %
Transit stops are located closer to place I work or visit frequently	146	22.6 %
Transit stops are located closer to my home	107	16.5 %
My employer provided incentives to use public transportation services	78	12.1 %
None chosen	55	8.5 %
Total	1764	

Q9. How often would a bus need to come by your preferred stop location for you to begin using public transportation?

Q9. How often would a bus need to come by your preferred stop location for you to begin using public transportation	Number	Percent
Less than 10 minutes	46	7.1 %
Between 10 & 15 minutes	198	30.6 %
Between 15 & 20 minutes	141	21.8 %
Between 20 & 30 minutes	120	18.5 %
Between 30 & 45 minutes	33	5.1 %
Between 45 & 60 minutes	18	2.8 %
Would not use bus service	56	8.7 %
Not provided	35	5.4 %
Total	647	100.0 %

Q9. How often would a bus need to come by your preferred stop location for you to begin using public transportation? (without "not provided")

Q9. How often would a bus need to come by your preferred stop location for you to begin using public transportation	Number	Percent
Less than 10 minutes	46	7.5 %
Between 10 & 15 minutes	198	32.4 %
Between 15 & 20 minutes	141	23.0 %
Between 20 & 30 minutes	120	19.6 %
Between 30 & 45 minutes	33	5.4 %
Between 45 & 60 minutes	18	2.9 %
Would not use bus service	56	9.2 %
Total	612	100.0 %

Q10. For what trip purposes would you be interested in using METRO's bus service?

Q10. For what trip purposes would you be interested in using METRO's bus service	Number	Percent
Work related trip	249	44.8 %
School (K-12)	27	4.9 %
College/university	44	7.9 %
Medical	202	36.3 %
Grocery shopping	205	36.9 %
Other shopping related trips	265	47.7 %
Personal/recreational	406	73.0 %
Would not use bus service	20	3.6 %
Other	19	3.4 %
Total	1437	

Q11. During what times of day would you be most interested in using bus service?

Q11. During what times of day would you be most interested in using bus service	Number	Percent
5:00 AM-9:00 AM	226	40.6 %
9:00 AM-12:00 PM	275	49.5 %
12:00 PM-3:00 PM	232	41.7 %
3:00 PM-7:00 PM	349	62.8 %
7:00 PM-10:00 PM	209	37.6 %
10:00 PM-5:00 AM	122	21.9 %
Total	1413	

Q12. During what days of the week would you be most interested in using bus service?

Q12. During what days of the week would you be most interested in using bus service	Number	Percent
Monday	345	62.1 %
Tuesday	348	62.6 %
Wednesday	358	64.4 %
Thursday	368	66.2 %
Friday	426	76.6 %
Saturday	353	63.5 %
Sunday	275	49.5 %
Total	2473	

Q13. Using a scale of 1 to 5, where 5 is "Very Likely" and 1 is "Not Likely at All," please indicate how likely you or other members of your household would be to use the following types of transportation.

(N=647)

	Very likely	Likely	Not sure	Not likely	Not likey at all
Q13-1. High speed, rapid bus service that has priority at traffic lights & makes minimal stops	34.0%	31.1%	22.9%	6.2%	5.9%
Q13-2. On-demand bus technology that operates in a similar manner to Uber & Lyft	29.5%	30.1%	25.7%	8.5%	6.2%
Q13-3. Door-to-door shuttle service for seniors or persons with disabilities	27.0%	21.2%	30.4%	9.4%	11.9%
Q13-4. Park & ride services where you park your car & then take an express bus (with limited stops) to your destination	20.2%	29.5%	28.1%	12.1%	10.0%
Q13-5. Bus service that operates on fixed routes in the area where you live	23.3%	39.1%	28.0%	5.1%	4.5%
Q13-6. Van pool service, which would involve having people who work at the same place share a van provided by their employer	10.5%	14.4%	37.1%	18.2%	19.8%
Q13-7. Light Rail Train Service/ Commuter Rail	40.2%	25.7%	24.3%	4.6%	5.3%

Q14. Listed below are several purposes for a public transit system. For each one, please indicate whether you think that purpose should be "Very Important," "Somewhat Important," or "Not Important" in the design of transit services in the region.

(N=647)

	Very important	Somewhat important	Not important	Not provided
Q14-1. Expanding the service area (routes to more places)	59.7%	31.1%	5.4%	3.9%
Q14-2. Helping to create an environmentally-friendly, sustainable City, not only dependent on car travel	71.6%	20.2%	6.2%	2.0%
Q14-3. Increasing flow of traffic & reducing congestion in the region	61.7%	31.5%	4.2%	2.6%
Q14-4. Making it easier to get to/from transit (better sidewalks, stops, park & ride facilities, etc.)	61.5%	30.4%	4.2%	3.9%
Q14-5. Providing an alternative to congested roadways	61.2%	31.8%	4.5%	2.5%
Q14-6. Providing fast, frequent, reliable service on City's main arterial streets	70.2%	23.0%	3.7%	3.1%
Q14-7. Serving low-income, disabled, or senior populations that have few transportation options	81.8%	12.7%	3.4%	2.2%
Q14-8. Supporting economic development & access to jobs	70.2%	23.8%	3.1%	2.9%

Q14. Listed below are several purposes for a public transit system. For each one, please indicate whether you think that purpose should be "Very Important," "Somewhat Important," or "Not Important" in the design of transit services in the region. (without "not provided")

(N=647)

	Very important	Somewhat important	Not important
Q14-1. Expanding the service area (routes to more places)	62.1%	32.3%	5.6%
Q14-2. Helping to create an environmentally-friendly, sustainable City, not only dependent on car travel	73.0%	20.7%	6.3%
Q14-3. Increasing flow of traffic & reducing congestion in the region	63.3%	32.4%	4.3%
Q14-4. Making it easier to get to/from transit (better sidewalks, stops, park & ride facilities, etc.)	64.0%	31.7%	4.3%
Q14-5. Providing an alternative to congested roadways	62.8%	32.6%	4.6%
Q14-6. Providing fast, frequent, reliable service on City's main arterial streets	72.4%	23.8%	3.8%
Q14-7. Serving low-income, disabled, or senior populations that have few transportation options	83.6%	13.0%	3.5%
Q14-8. Supporting economic development & access to jobs	72.3%	24.5%	3.2%

Q15. Overall, how important do you think it is for the region to support and fund improved public transportation?

Q15. How important is it for the region to support & fund improved public transportation	Number	Percent
Very important	514	79.4 %
Somewhat important	100	15.5 %
Not important	19	2.9 %
Don't know	14	2.2 %
Total	647	100.0 %

Q15. Overall, how important do you think it is for the region to support and fund improved public transportation? (without "don't know")

Q15. How important is it for the region to support & fund improved public transportation	Number	Percent
Very important	514	81.2 %
Somewhat important	100	15.8 %
Not important	19	3.0 %
Total	633	100.0 %

Q16. How do you think the current level of funding for public transportation (e.g., bus, rail) in the region should change over the next five years?

Q16. How should current level of funding for public transportation in the region change over next five years	Number	Percent
Should be reduced	23	3.6 %
Should stay the same	48	7.4 %
Should be somewhat greater than it is now	209	32.3 %
Should be much greater than it is now	307	47.4 %
Not provided	60	9.3 %
Total	647	100.0 %

Q16. How do you think the current level of funding for public transportation (e.g., bus, rail) in the region should change over the next five years? (without "not provided")

Q16. How should current level of funding for public transportation in the region change over next five years	Number	Percent
Should be reduced	23	3.9 %
Should stay the same	48	8.2 %
Should be somewhat greater than it is now	209	35.6 %
Should be much greater than it is now	307	52.3 %
Total	587	100.0 %

Q17. Please rank the following transportation investments on a scale of 1 to 5, were 5 means "Very Important" and 1 being "Not at All Important."

(N=647)

	Very important	Somewhat important	Neutral/not sure	Not important	Not at all important
Q17-1. Building light rail	41.1%	25.3%	24.6%	4.5%	4.5%
Q17-2. Building new roads	14.4%	23.2%	29.7%	21.6%	11.1%
Q17-3. Improving public transit	67.1%	23.3%	7.4%	0.9%	1.2%
Q17-4. Improving bicycle network	36.9%	25.8%	20.6%	11.0%	5.7%
Q17-5. Improving bus network	53.6%	31.7%	12.1%	0.9%	1.7%
Q17-6. Improving sidewalk network	49.5%	29.2%	17.3%	3.1%	0.9%
Q17-7. Providing rapid transit bus	38.2%	38.9%	18.9%	2.0%	2.0%
Q17-8. Widening existing roads	12.7%	21.5%	33.5%	18.7%	13.6%

Q18. Of the items listed in Question 17, which THREE INVESTMENTS would be MOST IMPORTANT to focus on in the region?

Q18. Top choice	Number	Percent
Building light rail	166	25.7 %
Building new roads	31	4.8 %
Improving public transit	210	32.5 %
Improving bicycle network	49	7.6 %
Improving bus network	67	10.4 %
Improving sidewalk network	41	6.3 %
Providing rapid transit bus	30	4.6 %
Widening existing roads	25	3.9 %
None chosen	28	4.3 %
Total	647	100.0 %

Q18. Of the items listed in Question 17, which THREE INVESTMENTS would be MOST IMPORTANT to focus on in the region?

Q18. 2nd choice	Number	Percent
Building light rail	44	6.8 %
Building new roads	29	4.5 %
Improving public transit	140	21.6 %
Improving bicycle network	88	13.6 %
Improving bus network	129	19.9 %
Improving sidewalk network	72	11.1 %
Providing rapid transit bus	73	11.3 %
Widening existing roads	26	4.0 %
None chosen	46	7.1 %
Total	647	100.0 %

Q18. Of the items listed in Question 17, which THREE INVESTMENTS would be MOST IMPORTANT to focus on in the region?

Q18. 3rd choice	Number	Percent
Building light rail	65	10.0 %
Building new roads	13	2.0 %
Improving public transit	79	12.2 %
Improving bicycle network	60	9.3 %
Improving bus network	109	16.8 %
Improving sidewalk network	114	17.6 %
Providing rapid transit bus	113	17.5 %
Widening existing roads	31	4.8 %
None chosen	63	9.7 %
Total	647	100.0 %

Q18. Of the items listed in Question 17, which THREE INVESTMENTS would be MOST IMPORTANT to focus on in the region? (top 3)

Q18. Top choice	Number	Percent
Building light rail	275	42.5 %
Building new roads	73	11.3 %
Improving public transit	429	66.3 %
Improving bicycle network	197	30.4 %
Improving bus network	305	47.1 %
Improving sidewalk network	227	35.1 %
Providing rapid transit bus	216	33.4 %
Widening existing roads	82	12.7 %
None chosen	28	4.3 %
Total	1832	

Q19. How many operating vehicles (cars, motorcycles, vans) do you have in your household?

Q19. How many operating vehicles do you have in your household	Number	Percent
0	25	3.9 %
1	264	40.8 %
2	255	39.4 %
3	59	9.1 %
4	20	3.1 %
5+	14	2.2 %
Not provided	10	1.5 %
Total	647	100.0 %

Q19. How many operating vehicles (cars, motorcycles, vans) do you have in your household? (without "not provided")

Q19. How many operating vehicles do you have in your household	Number	Percent
0	25	3.9 %
1	264	41.4 %
2	255	40.0 %
3	59	9.3 %
4	20	3.1 %
5+	14	2.2 %
Total	637	100.0 %

Q20. How many operating bicycles do you have in your household?

Q20. How many operating bicycles do you have in your household	Number	Percent
0	231	35.7 %
1	131	20.2 %
2	144	22.3 %
3	46	7.1 %
4	55	8.5 %
5+	34	5.3 %
Not provided	6	0.9 %
Total	647	100.0 %

Q20. How many operating bicycles do you have in your household? (without "not provided")

Q20. How many operating bicycles do you have in your household	Number	Percent
0	231	36.0 %
1	131	20.4 %
2	144	22.5 %
3	46	7.2 %
4	55	8.6 %
5+	34	5.3 %
Total	641	100.0 %

Q21. Do you have a valid driver's license?

Q21. Do you have a valid driver's license	Number	Percent
Yes	612	94.6 %
No	27	4.2 %
Not provided	8	1.2 %
Total	647	100.0 %

Q21. Do you have a valid driver's license? (without "not provided")

Q21. Do you have a valid driver's license	Number	Percent
Yes	612	95.8 %
No	27	4.2 %
Total	639	100.0 %

Q22. Including yourself, how many licensed drivers do you have in your household?

Q22. How many licensed drivers do you have in your household	Number	Percent
0	12	1.9 %
1	176	27.2 %
2	369	57.0 %
3	56	8.7 %
4	20	3.1 %
5+	7	1.1 %
Not provided	7	1.1 %
Total	647	100.0 %

Q22. Including yourself, how many licensed drivers do you have in your household? (without "not provided")

Q22. How many licensed drivers do you have in your household	Number	Percent
0	12	1.9 %
1	176	27.5 %
2	369	57.7 %
3	56	8.8 %
4	20	3.1 %
5+	7	1.1 %
Total	640	100.0 %

Q23. What is your age?

Q23. Your age	Number	Percent
18-24 years	24	3.7 %
25-34 years	108	16.7 %
35-49 years	176	27.2 %
50-64 years	194	30.0 %
65+ year	135	20.9 %
Not provided	10	1.5 %
Total	647	100.0 %

Q23. What is your age? (without "not provided")

Q23. Your age	Number	Percent
18-24 years	24	3.8 %
25-34 years	108	17.0 %
35-49 years	176	27.6 %
50-64 years	194	30.5 %
65+ year	135	21.2 %
Total	637	100.0 %

Q24. Which of the following BEST describes your race/ethnicity?

Q24. Your race/ethnicity	Number	Percent
Asian or Asian Indian	16	2.5 %
Black or African American	14	2.2 %
American Indian or Alaska Native	4	0.6 %
White	583	90.1 %
Hispanic, Spanish, or Latino/a/x	15	2.3 %
Other	6	0.9 %
Total	638	

Q24-7. Self-describes your race/ethnicity:

Q24-7. Self-describe your race/ethnicity	Number	Percent
Mixed	2	33.3 %
Middle Eastern	2	33.3 %
Scandinavian	1	16.7 %
More than one	1	16.7 %
Total	6	100.0 %

Q25. Do you have a physical disability that causes you to be dependent on others for transportation?

Q25. Do you have a physical disability that causes you to be dependent on others for transportation	Number	Percent
Yes	54	8.3 %
No	590	91.2 %
Not provided	3	0.5 %
Total	647	100.0 %

Q25. Do you have a physical disability that causes you to be dependent on others for transportation? (without "not provided")

Q25. Do you have a physical disability that causes you to be dependent on others for transportation	Number	Percent
Yes	54	8.4 %
No	590	91.6 %
Total	644	100.0 %

Q26. Are you employed?

Q26. Are you employed	Number	Percent
Yes	454	70.2 %
No	185	28.6 %
Not provided	8	1.2 %
Total	647	100.0 %

Q26. Are you employed? (without "not provided")

Q26. Are you employed	Number	Percent
Yes	454	71.0 %
No	185	29.0 %
Total	639	100.0 %

Q27. Would you say your total annual household income is…

Q27. Your total annual household income	Number	Percent
Under $30K	59	9.1 %
$30K to $59,999	139	21.5 %
$60K to $99,999	148	22.9 %
$100K+	202	31.2 %
Not provided	99	15.3 %
Total	647	100.0 %

Q27. Would you say your total annual household income is… (without "not provided")

Q27. Your total annual household income	Number	Percent
Under $30K	59	10.8 %
$30K to $59,999	139	25.4 %
$60K to $99,999	148	27.0 %
$100K+	202	36.9 %
Total	548	100.0 %

Q28. Your gender:

Q28. Your gender	Number	Percent
Male	308	47.6 %
Female	319	49.3 %
Prefer to self-describe	13	2.0 %
Not provided	7	1.1 %
Total	647	100.0 %

Q28. Your gender: (without "not provided")

Q28. Your gender	Number	Percent
Male	308	48.1 %
Female	319	49.8 %
Prefer to self-describe	13	2.0 %
Total	640	100.0 %

Q28-3. Self-describes your gender:

Q28-3. Self-describe your gender	Number	Percent
Non-binary	7	53.8 %
Gender fluid	3	23.1 %
Agender	1	7.7 %
Transman	1	7.7 %
Trans	1	7.7 %
Total	13	100.0 %

Q29. Have you ever used the Amtrak Downeaster?

Q29. Have you ever used Amtrak Downeaster	Number	Percent
Yes	481	74.3 %
No	165	25.5 %
Not provided	1	0.2 %
Total	647	100.0 %

Q29. Have you ever used the Amtrak Downeaster? (without "not provided")

Q29. Have you ever used Amtrak Downeaster	Number	Percent
Yes	481	74.5 %
No	165	25.5 %
Total	646	100.0 %

Q30. Have you ever used Concord Coach?

Q30. Have you ever used Concord Coach	Number	Percent
Yes	547	84.5 %
No	99	15.3 %
Not provided	1	0.2 %
Total	647	100.0 %

Q30. Have you ever used Concord Coach? (without "not provided")

Q30. Have you ever used Concord Coach	Number	Percent
Yes	547	84.7 %
No	99	15.3 %
Total	646	100.0 %

Q31. Have you ever used mass transit in other cities? (Boston, New York, Chicago, etc.)

Q31. Have you ever used mass transit in other cities	Number	Percent
Yes	599	92.6 %
No	46	7.1 %
Not provided	2	0.3 %
Total	647	100.0 %

Q31. Have you ever used mass transit in other cities? (Boston, New York, Chicago, etc.) (without "not provided")

Q31. Have you ever used mass transit in other cities	Number	Percent
Yes	599	92.9 %
No	46	7.1 %
Total	645	100.0 %

Q31a. What types of transit did you use?

Q31a. What types of transit did you use	Number	Percent
Light Rail	415	69.3 %
Subway	568	94.8 %
Bus	472	78.8 %
Streetcar/Trolley	309	51.6 %
Other	56	9.3 %
Total	1820	

Q31a-5. Other

Q31a-5. Other	Number	Percent
Ferry	8	14.3 %
Trains	4	7.1 %
Taxi	3	5.4 %
Uber	3	5.4 %
Cab	3	5.4 %
Bike share	3	5.4 %
Monorail	2	3.6 %
High speed rail	2	3.6 %
Taxi, Uber, Ferry	1	1.8 %
Bike share, tram, rapid transit bus, trolley etc.	1	1.8 %
Uber, train, taxi	1	1.8 %
City bikes	1	1.8 %
Lyft	1	1.8 %
e-Bikes and scooters	1	1.8 %
Ferry, bikeshare	1	1.8 %
Uber, Lyft, Taxi, Monorail	1	1.8 %
Electric scooters and electric bikes and bike rentals	1	1.8 %
Heavy rail-real trains	1	1.8 %
Taxi, motorized scotter	1	1.8 %
Personal vehicle, bus, train, Uber, plane	1	1.8 %
Commuter ride share	1	1.8 %
Citibikes	1	1.8 %
Boat	1	1.8 %
Cabs/Uber	1	1.8 %
Ride share	1	1.8 %
Uber, Taxi	1	1.8 %
Commuter train	1	1.8 %
Uber, public transport van	1	1.8 %
Train-inner city	1	1.8 %
Cable car, ferry, Jitney/rapid transit park & ride style, ski bus	1	1.8 %
People pulling carts	1	1.8 %
Uber or Lyft	1	1.8 %
Bike networks, citibike	1	1.8 %
Bike lanes	1	1.8 %
Emirates Gondola, Thames Catamaran	1	1.8 %
Pedal assist public bikes	1	1.8 %
Total	56	100.0 %

Q32. Prior to this receiving this survey, were you familiar with the public transit services offered by Greater Portland METRO?

Q32. Were you familiar with public transit services offered by Greater Portland METRO prior to receiving this survey	Number	Percent
Yes	546	84.4 %
No	101	15.6 %
Total	647	100.0 %

SURVEY INSTRUMENT

2022 METRO PUBLIC TRANSIT NON-RIDER SURVEY

Dear Greater Portland resident:

The City of Portland is interested in learning your opinion on public transportation issues in our region. **Even if you do not currently use public transit, your opinions are extremely valuable.** Your household was one of a limited number selected at random to receive this survey; therefore, it is very important that you participate.

The survey takes about ten minutes to complete, and responses will be kept strictly confidential. They will be used for transportation planning purposes only. The time you invest in completing this survey will help identify public perception, pinpoint ways to meet our community's evolving needs, and build a road map for the future of transit in the Greater Portland area.

Please complete and return the enclosed survey, using the provided postage-paid envelope, within the next two weeks. The survey can also be completed online at **GPMETROsurvey**.org.

We have selected ETC Institute, an independent consulting company specializing in community and transit research, as our partner to administer this survey. They will compile the data received and present the results to the Public Transportation Department.

If you have any questions, please feel free to contact Esther Campbell, Project Manager, at esther.campbell@etcinstitute.com or (913) 326-0301.

Thank you in advance for your help.

Sincerely,

Greg Jordan

Greg Jordan, Executive Director
Greater Portland METRO

METRO Public Transit Non-Rider Survey

1. **Have you used Greater Portland METRO, South Portland Bus Service, or Biddeford Saco Old Orchard Beach Transit during the past year?**

    ____(1) Yes *[This survey is intended for persons who have not used METRO services during the past year. Please disregard this survey.]*
    ____(2) No *[Please continue to fill out questionnaire.]*

2. **Do you live in one of the following communities: (Portland, South Portland, Westbrook, Falmouth, Yarmouth, Freeport, Brunswick, Gorham, Biddeford, Saco, Scarborough, Old Orchard Beach)?**

    ____(1) Yes *[Please continue to fill out questionnaire.]*
    ____(2) No *[This survey is intended for persons who live in Greater Portland communities served by public transit. Please disregard this survey].*

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3. **Do you feel that Greater Portland METRO's public transit services are valuable to the community?**

    ____(1) Yes   ____(2) No   ____(9) Don't know

4. **Overall, how would you rate METRO's services?**

    ____(5) Excellent   ____(3) Average   ____(1) Poor
    ____(4) Good   ____(2) Below average   ____(9) Don't know

5. **Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please rate your level of agreement with the following statements about public transportation in the region.**

	Strongly Agree	Agree	Neutral/Not Sure	Disagree	Strongly Disagree
01. Bus service does not take me to where I need to go	5	4	3	2	1
02. Bus services are not offered near my home	5	4	3	2	1
03. Bus services are not offered when I need to use it	5	4	3	2	1
04. Buses are not on time	5	4	3	2	1
05. Buses are not reliable	5	4	3	2	1
06. I do not feel safe on the bus	5	4	3	2	1
07. I do not feel safe waiting at bus stops	5	4	3	2	1
08. I prefer to drive rather than ride the bus	5	4	3	2	1
09. I travel to many various places during the day	5	4	3	2	1
10. Information about transit service is not easy to understand	5	4	3	2	1
11. The bus services in the region are difficult to use	5	4	3	2	1
12. Riding the bus is too costly	5	4	3	2	1
13. Riding the bus takes too long compared to travel by other modes	5	4	3	2	1
14 Public transportation is important for a thriving community	5	4	3	2	1

6. **Of the statements listed above, which THREE MOST DESCRIBE why you are not using public transportation services in the region?** *[Write in your answers below using the numbers from the list in Question 5.]*

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

7. **Using a scale of 1 to 5, where 5 means "Very Likely" and 1 means "Not Likely at All," please rate how likely each factor would be to encourage you to begin using public transportation in the region.**

	How likely would you be to begin using bus service if…	Very Likely	Likely	Not Sure	Not Likely	Not Likely at All
01.	Better timed transfers between services	5	4	3	2	1
02.	Buses are scheduled to arrive at stops more frequently	5	4	3	2	1
03.	I saw more people like me using it	5	4	3	2	1
04.	I better understood how it worked	5	4	3	2	1
05.	There were options other than the bus	5	4	3	2	1
06.	There were faster, more direct bus service	5	4	3	2	1
07.	It cost less to ride transit	5	4	3	2	1
08.	Shelters were located at bus stops where I get on/get off	5	4	3	2	1
09.	Service was offered earlier or later on existing routes	5	4	3	2	1
10.	The cost of parking increases at the place I work or at places I visit frequently	5	4	3	2	1
11.	Transit stops are located closer to the place I work or visit frequently	5	4	3	2	1
12.	Transit stops are located closer to my home	5	4	3	2	1
13.	My employer provided incentives to use public transportation services (leave blank if not employed)	5	4	3	2	1

8. **Of the items listed above, which THREE would be MOST LIKELY to cause you to begin using public transportation services in the region?** *[Write in your answers below using the numbers from the list in Question 7.]*

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

9. **How often would a bus need to come by your preferred stop location for you to begin using public transportation?**

____(1) Less than 10 minutes
____(2) Between 10 and 15 minutes
____(3) Between 15 and 20 minutes
____(4) Between 20 and 30 minutes
____(5) Between 30 and 45 minutes
____(6) Between 45 and 60 minutes
____(7) Would not use bus service *[Skip to Q13.]*

10. **For what trip purposes would you be interested in using METRO's bus service?** *[Check all that apply.]*

____(1) Work related trip
____(2) School (K-12)
____(3) College/University
____(4) Medical
____(5) Grocery shopping
____(6) Other shopping related trips
____(7) Personal/recreational
____(8) Would not use bus service
____(9) Other: _____

11. **During what times of day would you be most interested in using bus service?** *[Check all that apply.]*

____(1) 5:00 AM - 9:00 AM
____(2) 9:00 AM - 12:00 PM
____(3) 12:00 PM - 3:00 PM
____(4) 3:00 PM - 7:00 PM
____(5) 7:00 PM - 10:00 PM
____(6) 10:00 PM - 5:00 AM

12. **During what days of the week would you be most interested in using bus service?** *[Check all that apply.]*

____(1) Monday
____(2) Tuesday
____(3) Wednesday
____(4) Thursday
____(5) Friday
____(6) Saturday
____(7) Sunday

13. Using a scale of 1 to 5, where 5 is "Very Likely" and 1 is "Not Likely at All," please indicate how likely you or other members of your household would be to use the following types of transportation.

	How likely would you be to use…	Very Likely	Likely	Not Sure	Not Likely	Not Likely at All
1.	High speed, rapid bus service that has priority at traffic lights and makes minimal stops	5	4	3	2	1
2.	On-demand bus technology that operates in a similar manner to Uber and Lyft	5	4	3	2	1
3.	Door-to-door shuttle service for seniors or persons with disabilities	5	4	3	2	1
4.	Park and ride services where you park your car and then take an express bus (with limited stops) to your destination	5	4	3	2	1
5.	Bus service that operates on fixed routes in the area where you live	5	4	3	2	1
6.	Van pool service, which would involve having people who work at the same place share a van provided by their employer	5	4	3	2	1
7.	Light Rail Train Service/Commuter rail	5	4	3	2	1

14. Listed below are several purposes for a public transit system. For each one, please indicate whether you think that purpose should be "Very Important," "Somewhat Important," or "Not Important" in the design of transit services in the region.

	How important are the following?	Very Important	Somewhat Important	Not Important
1.	Expanding the service area (routes to more places)	3	2	1
2.	Helping to create an environmentally-friendly, sustainable city, not only dependent on car travel	3	2	1
3.	Increasing the flow of traffic and reducing congestion in the region	3	2	1
4.	Making it easier to get to/from transit (better sidewalks, stops, park and ride facilities, etc.)	3	2	1
5.	Providing an alternative to congested roadways	3	2	1
6.	Providing fast, frequent, reliable service on the city's main arterial streets	3	2	1
7.	Serving low-income, disabled, or senior populations that have few transportation options	3	2	1
8.	Supporting economic development and access to jobs	3	2	1

15. Overall, how important do you think it is for the region to support and fund improved public transportation?

____(3) Very Important   ____(2) Somewhat Important   ____(1) Not Important   ____(9) Don't Know

16. How do you think the current level of funding for public transportation (e.g., bus, rail) in the region should change over the next five years?

____(1) Should be reduced   ____(3) Should be somewhat greater than it is now
____(2) Should stay the same   ____(4) Should be much greater than it is now

17. Please rank the following transportation investments on a scale of 1 to 5, were 5 means "Very Important" and 1 being "Not at All Important."

	Transportation Investments	Very Important	Somewhat Important	Neutral/Not sure	Not Important	Not at All Important
1.	Building light rail	5	4	3	2	1
2.	Building new roads	5	4	3	2	1
3.	Improving public transit	5	4	3	2	1
4.	Improving the bicycle network	5	4	3	2	1
5.	Improving the bus network	5	4	3	2	1
6.	Improving the sidewalk network	5	4	3	2	1
7.	Providing rapid transit bus	5	4	3	2	1
8.	Widening existing roads	5	4	3	2	1

18. Of the items listed above, which THREE INVESTMENTS would be MOST IMPORTANT to focus on in the region? *[Write in your answers below using the numbers from the list in Question 17.]*

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

19. **How many operating vehicles (cars, motorcycles, vans) do you have in your household?**

_____ vehicles

20. **How many operating bicycles do you have in your household?** _____ bicycles

21. **Do you have a valid driver's license?** ____(1) Yes ____(2) No

22. **Including yourself, how many licensed drivers do you have in your household?** _____ licensed drivers

23. **What is your age?**

____(1) 18-24 years ____(2) 25-34 years ____(3) 35-49 years ____(4) 50-64 years ____(5) 65+ year

24. **Which of the following BEST describes your race/ethnicity?** *[Check all that apply.]*

____(01) Asian or Asian Indian 　　　　____(05) Native Hawaiian or other Pacific Islander
____(02) Black or African American 　　 ____(06) Hispanic, Spanish, or Latino/a/x
____(03) American Indian or Alaska Native 　____(99) Other: _____
____(04) White

25. **Do you have a physical disability that causes you to be dependent on others for transportation?**

____(1) Yes ____(2) No

26. **Are you employed?** ____(1) Yes ____(2) No

27. **Would you say your total annual household income is…**

____(1) Under $30,000 　　　　____(3) $60,000 to $99,999 　　　____(5) Not provided
____(2) $30,000 to $59,999 　　 ____(4) $100,000 or more

28. **Your gender:** ____(1) Male ____(2) Female ____(3) Prefer to self-describe: _____

29. **Have you ever used the Amtrak Downeaster?** ____(1) Yes ____(2) No

30. **Have you ever used Concord Coach?** ____(1) Yes ____(2) No

31. **Have you ever used mass transit in other cities? (Boston, New York, Chicago, etc.)**

____(1) Yes *[Answer Q31a.]* ____(2) No *[Skip to Q32.]*

　31a. **What types of transit did you use?** *[Check all that apply.]*

　　　____(1) Light Rail 　　____(3) Bus 　　　　____(5) Other: _____
　　　____(2) Subway 　　　____(4) Streetcar/Trolley

32. **Prior to this receiving this survey, were you familiar with the public transit services offered by Greater Portland METRO?**

____(1) Yes ____(2) No

33. **Would you be interested in participating in virtual or in-person focus groups for Greater Portland METRO in the future?**

____(1) Yes *[Answer Q33a.]* ____(2) No

　33a. **Please provide your name, email address, and phone number below.**

Name: _____ 　 Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your questionnaire using the postage-paid envelope you received with this survey to:
ETC Institute: 725 W. Frontier Ln., Olathe, KS 66061

Your responses will remain completely confidential. The information printed on the right will ONLY be used to help identify which areas of the City are having problems with transit services or perception of transit services. If your address is not correct, please provide the correct information. Thank you.