GREATER PORTLAND TRANSIT DISTRICT
Transit Advertising Services
RFP #2018-006

DATE: December 4, 2018

The attention of firms submitting proposals for the work named in the above Invitation is called to the following modifications to the documents as were issued.

The items set forth herein, whether of clarification, omission, addition and/or substitution, shall be included and form a part of the bidder's submitted material and the corresponding contract and/or purchase order when executed. No claim for additional compensation, due to lack of knowledge of the contents of this Addendum will be considered.

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ALL BIDDERS ARE ADVISED THAT RECEIPT OF THIS NOTICE MUST BE DULY ACKNOWLEDGED ON THE BID PROPOSAL FORM OR BY THE INSERTION OF THIS SHEET, SIGNED, AND SUBMITTED WITH YOUR PROPOSAL.

ELLEN SANBORN
FINANCE DIRECTOR

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1. **Please provide the latest comprehensive survey indicating the demographic breakdown of ridership - including age, income, transit riding frequencies, etc. Please delineate ridership numbers for Husky Line, Breez Commuter Service, and remaining fixed route fleet.**

Please see attached chart showing monthly ridership by route, projected through 2018.
Also attached is a passenger survey draft report done in 2015, which is the most recent.
For reference, Greater Portland Council of Governments issued a Regional Transit Development Plan in December, 2017,
https://www.gpcog.org/regional-transit-development-plan/

2. **Does METRO have confirmation that the smart phone app was built to host advertisements? And if so, please provide the specifics and links to the company's platform to showing how/where advertising could be placed and measured.**
Assuming this is referring to the Transit Tracker app, no, Metro has not had discussions with the provider related to advertising.

3. **Regarding p. 4 last paragraph, please define "facility" in "contractor shall also provide a facility capable of insuring proper installation, maintenance and removal of advertising displays."**
This reference can be removed, installation and removal can be done at Metro facilities.

RFP#2018-006
Addendum #2

Receipt of **Addendum No. 2** to the GPTD **BID #2018-006: Transit Advertising Services,** is hereby acknowledged.

COMPANY NAME: _____
SIGNED BY:_____ DATE:_____
PRINT NAME & TITLE: _____
ADDRESS: _____
_____ ZIP CODE _____

METRO RIDERSHIP Greater Portland Metro

Transit System Ridership Report: 2013-2018

AVERAGE MONTHLY RIDERSHIP

Route	Status	Mode	Corridor	Muncipalities	2013	2014	2015	2016	2017	2018 (Projected)	1 Year Change	5 Year Change
Route 1	Active	Local	Congress	Portland	16,280	16,606	15,559	17,987	18,915	18,000	-5%	10%
Route 2	Active	Local	Forest	Portland-Westbrook	18,988	19,985	20,918	24,061	23,929	23,500	-2%	23%
Route 3 (Old)	Inactive	Local	Stevens	Portland	9,246	9,467	5,594	-	-	-	n/a	n/a
Route 3 (New)	Active	Local	Bridge-Spring	Portland-Westbrook-South Portland	-	-	-	-	-	7,200	n/a	n/a
Route 4	Active	Local	Brighton-Main	Portland-Westbrook	27,242	28,510	28,694	30,010	29,765	29,500	-1%	8%
Route 5	Active	Local	Outer Congress	Portland-South Portland	23,642	22,621	24,040	25,354	24,922	25,200	1%	7%
Route 6	Inactive	Local	Washington	Portland-Falmouth	8,910	10,234	7,058	-	-	-	n/a	n/a
Route 7	Active	Local	Congress-Route 1	Portland-Falmouth	6,199	6,190	6,016	5,992	5,932	5,500	-7%	-11%
Route 8	Active	Circulator	Peninsula Circulator	Portland	10,522	10,479	9,864	10,884	10,696	11,500	8%	9%
Route 9	Active	Local	Washington-Stevens-Congress	Portland-Falmouth	-	-	12,935	35,653	37,096	35,000	-6%	n/a
Husky Line	Active	A-BRT	William Clark Drive-Brighton	Portland-Westbrook-Gorham	-	-	-	-	-	22,000	n/a	n/a
Breez	Active	Express	Route 1	Brunswick-Freeport-Yarmouth-Portland	-	-	-	960	2,969	5,000	68%	n/a
					121,030	**124,093**	**130,678**	**150,902**	**154,224**	**182,400**	**18%**	**49%**

2014 Regional Passenger Survey

SPBS

Shuttlebus-Zoom

METRO

Prepared for:

City of South Portland Bus Service

SH-ZOOM "TRANSIT WISHES COME TRUE" BIDDEFORD - SACO - OLD ORCHARD BEACH TRANSIT COMMITTEE

METRO Greater Portland Transit District

Prepared by:

GPCOG GREATER PORTLAND COUNCIL OF GOVERNMENTS

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Steve Linnell - Director of Transportation and Energy Services

The preparation of this report has been financed in part through grants from the Federal Highway Administration and Federal Transit Administration, U.S. Department of Transportation, under the Metropolitan Planning Program, Section 104(f)] of Title 23, U.S. Code. The contents of this report do not necessarily reflect the official views or policy of the U.S. Department of Transportation.

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BUS SERVICE PASSENGER SURVEY REGIONAL TRENDS FROM 2011 TO 2014

Table of Contents

Overview

During the first half of 2011 and 2014, passenger surveys were completed on Greater Portland's three fixed route bus systems; Greater Portland Transit District (Metro), South Portland Bus Service (SPBS), and Shuttlebus-Zoom (BSOOB). The survey was a coordinated effort between these three transit providers and the Greater Portland Council of Governments (GPCOG). This report documents the results of these surveys.

The surveys were distributed in person to riders and filled out while they were on the bus. Since some respondents did not have time to complete the survey before disembarking, or chose to skip a question that did not apply to them, the total number of responses varies somewhat from question to question.

The surveys were developed by GPCOG, with input from the Transit Operations Working Group (the project and planning implementation team of the PACTS Transit Committee, made up of managers from each of the seven transit providers in the region), and were intended to elicit information on ridership patterns and demographics, as well as rider's attitudes about Greater Portland Area transit services in general. The results of each of the three individual survey efforts were then entered into Survey Monkey, a computer program used to collect and analyze survey responses.

Much appreciation is due to the bus service staff of all three providers for their assistance with the creation of the survey instrument, and the distribution effort. Appreciation is also due to PACTS, the Transit Operations Working Group, and the Federal Transit Administration for their assistance as well.

**Please note that the data displayed in this report represent passenger responses from two discrete periods in time when the surveys were conducted (November 2010 to February 2011, and December 2013 to June 2014). <u>These results are not reflective of current conditions, nor do they account for any changes to service, operations, vehicles or facilities that have been made since the surveys were conducted.</u>*

Key Findings

- In both 2011 and 2014, the majority of respondents indicated that if public transit were not available, they would have to walk, take a taxi, or stay home.

- There was a considerable increase in the usage of the bus wheelchair lift and ramp from 2011 to 2014.

- The large majority of respondents in both the 2011 and 2014 survey were working-age adults.

- In both the 2011 and 2014 surveys, the majority of respondents indicated that they were full-time employees or full-time students.

- In both 2011 and 2014, more than half of respondents made less than $20,000 for their total annual household income, with $45,000 or greater representing less than ten percent of respondents.

- In both 2011 and 2014, 'On-Time Performance' was consistently ranked as the one of the most important attributes, while simultaneously ranked lowest in terms of passenger satisfaction.

- Passengers in both 2011 and 2013 reported high satisfaction rates with 'Security/Safety', 'Professionalism of Staff' and 'Driver Knowledge of Other Routes/Modes'. However these categories received the lowest votes in terms of overall importance.

Survey Question Data

The following figures and tables consolidate the results of the 2011 and 2014 passenger survey data collected among the three providers. The compiled data is intended to offer a regional perspective of ridership trends, and customer priorities and concerns. The survey was composed of a total of 31 questions. Most of those questions enabled respondents to select one or more answers from a number of options. There were also four main "open-ended" questions at the end of the survey, which asked respondents to write in their own responses, and are addressed at the end of this report.

Please note that due to space constraints, only the survey questions deemed most useful to the transit agencies have been included in this regional report.

Figure 1 - Route Taken During Most Recent Trip

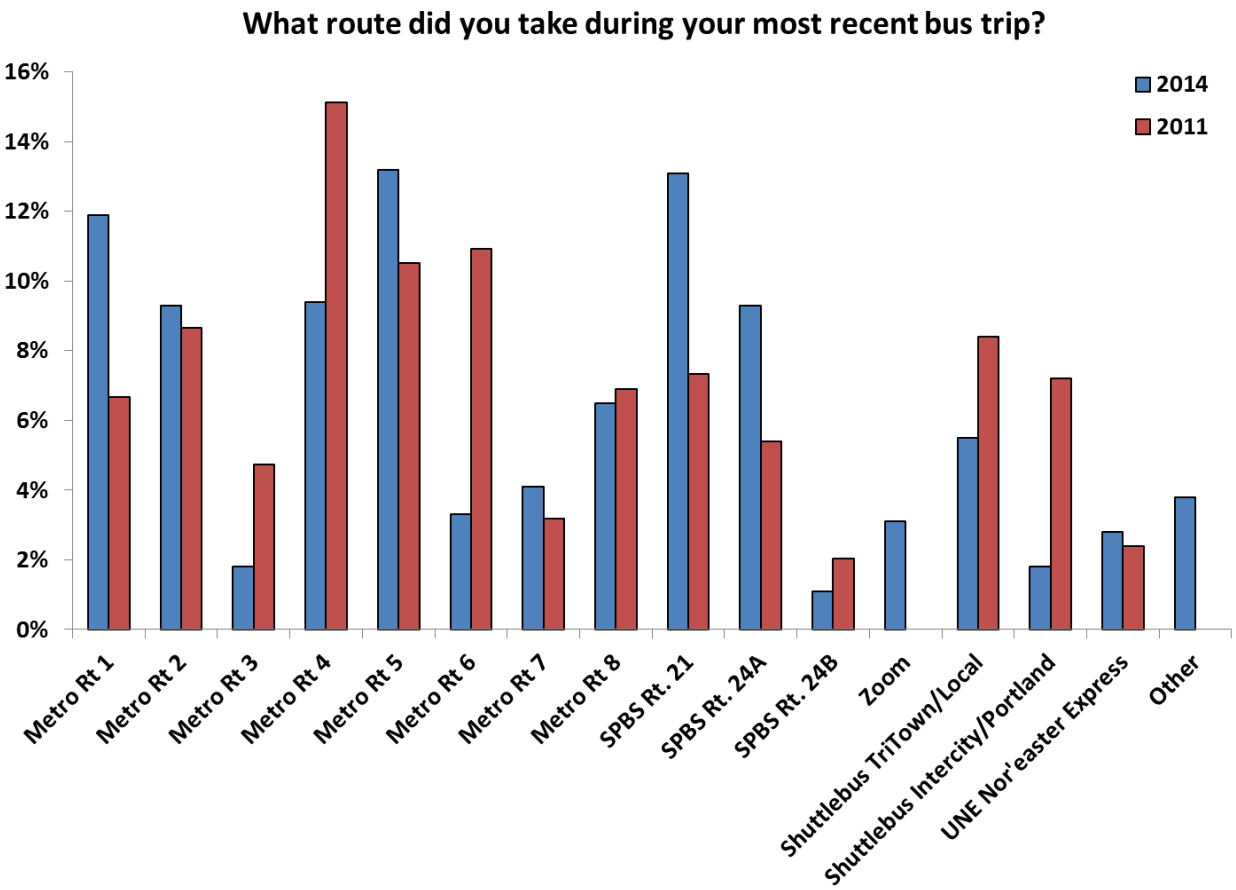

Figure and Table 1 show the level of representation each bus route received as part of the survey sample. For each route, surveyors distributed questionnaires for three days—a weekday, and Saturday and/or a Sunday when applicable —for most or all of the entire timetable available on that day.

Table 1 - Route Taken During Most Recent Trip

What route did you take during your most recent trip?	2014		2011	
Answer Options	**Response Percent**	**Response Count**	**Response Percent**	**Response Count**
Metro Rt 1	11.9%	239	6.7%	111
Metro Rt 2	9.3%	186	8.6%	144
Metro Rt 3	1.8%	36	4.7%	79
Metro Rt 4	9.4%	188	15.1%	252
Metro Rt 5	13.2%	266	10.5%	175
Metro Rt 6	3.3%	67	10.9%	182
Metro Rt 7	4.1%	83	3.2%	53
Metro Rt 8	6.5%	130	6.9%	115
SPBS Rt. 21	13.1%	263	7.3%	122
SPBS Rt. 24A	9.3%	186	5.4%	90
SPBS Rt. 24B	1.1%	23	2.0%	34
Zoom	3.1%	63	0.0%	0
Shuttlebus TriTown/Local	5.5%	110	8.4%	140
Shuttlebus Intercity/Portland	1.8%	37	7.2%	120
UNE Nor'easter Express	2.8%	57	2.4%	40
Other (please specify):	3.8%	76	0.0%	0
answered question		**2010**		**1665**
skipped question		**38**		**2**

Note that not all METRO routes were surveyed with comparable effort due to rapidly-diminishing response rates prior to all runs being surveyed. Consequently, differences in response rates among the different routes and years may be due to a variety of factors

Figure 2 – Origin of Most Recent Trip

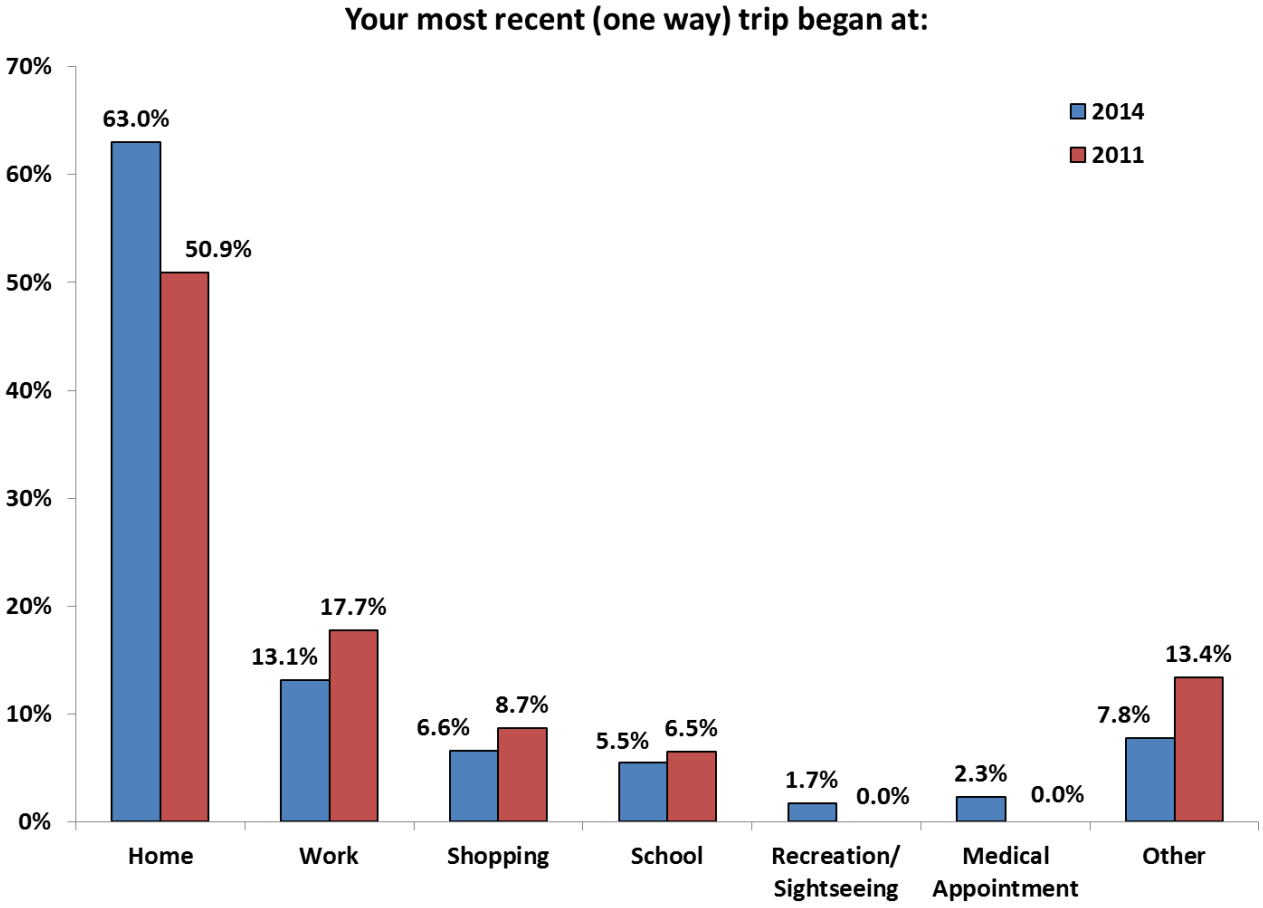

Table 2 – Origin of Most Recent Trip

Your most recent (one way) trip began at:	2014		2011	
Answer Options	**Response Percent**	**Response Count**	**Response Percent**	**Response Count**
Home	63.0%	1175	50.9%	839
Work	13.1%	245	17.7%	292
Shopping	6.6%	123	8.7%	143
School	5.5%	102	6.5%	107
Recreation/ Sightseeing	1.7%	31	N/A*	
Medical Appointment	2.3%	43	N/A*	
Other (please specify):	7.8%	146	13.4%	220
answered question		**1865**		**1647**
skipped question		**183**		**12**
*N/A signifies that the question was not asked on that year's survey				

Figures and Tables 2 and 3 refer to the questions in the survey that asked respondents about the purpose of their travel. More specifically, where they departed from and where they intend to go.

In both 2011 and 2014, the majority of riders began their trip at home (50.9% and 63% respectively), with work ranking as the second highest category (17.7% in 2011, 13.1% in 2014). Shopping and school each made up less than ten percent of trips in 2011 and 2014. Recreation and Sightseeing ranks the lowest with only 1.7% of respondents choosing that option in 2014.

Neither Medical Appointments nor Recreation/Sightseeing was an option in the 2011 survey. Note that the portion of respondents selecting Appointments or Recreation/Sightseeing in 2014 may mostly account for the decrease in "Other" trips from 2011 to 2014.

Figure 3 – Purpose [2014] / Destination [2011] of Most Recent Trip

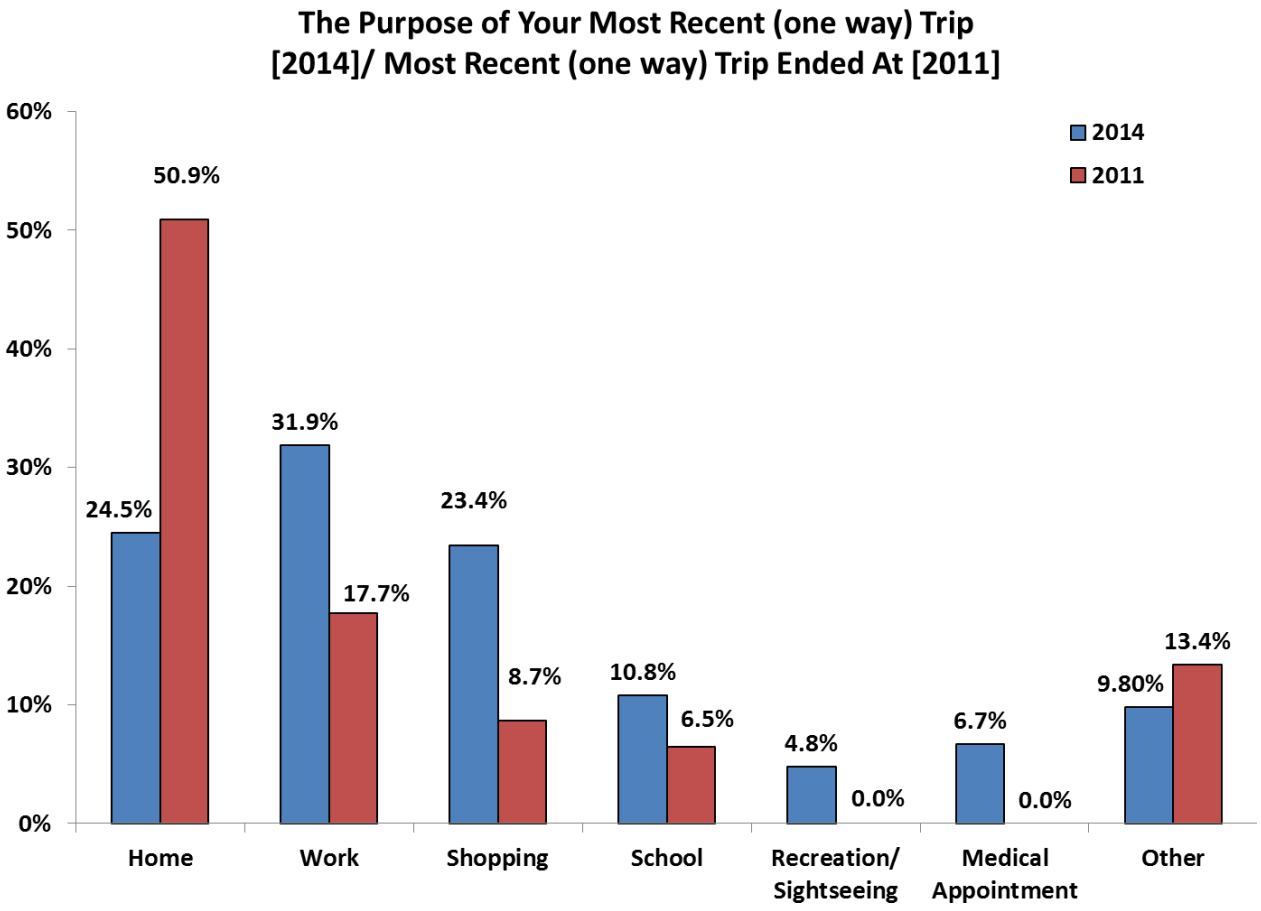

Figure and Table 3 represent the overall destination at the end of the respondents' one way trip. The two surveys formatted the question differently. The 2011 survey asked where the respondents' ride would end, while the 2014 survey asked the respondents what the overall purpose of their trip was. Because of the similarity of these two questions, their results have been displayed together.

Table 3 – Purpose [2014] / Destination [2011] of Most Recent Trip

The Purpose of Your Most Recent Trip/Your most recent trip ended at:	2014		2011	
Answer Options	**Response Percent**	**Response Count**	**Response Percent**	**Response Count**
Home	24.5%	458	50.9%	610
Work	31.9%	595	17.7%	360
Shopping	23.4%	437	8.7%	215
School	10.8%	202	6.5%	74
Recreation/ Sightseeing	4.8%	89	N/A*	
Medical Appointment	6.7%	124	N/A*	
Other (please specify):	9.8%	183	13.4%	319
answered question		**1866**		**1578**
skipped question		**182**		**12**
*N/A signifies that the question was not asked on that year's survey				

When compared to the 2011 results, it appears that the 2014 respondent utilized the bus for more diverse purposes, rather than primarily transport to work and home. Shopping and school trips increased considerably between 2011 and 2014.

Again, neither 'Medical Appointments' nor 'Recreation/Sightseeing' was an option in the 2011 survey. Note that the portion of respondents selecting Appointments or Recreation/Sightseeing in 2014 may mostly account for the decrease in "Other" trips from 2011 to 2014.

Figure 4 - Options if Public Transit Were Not Available

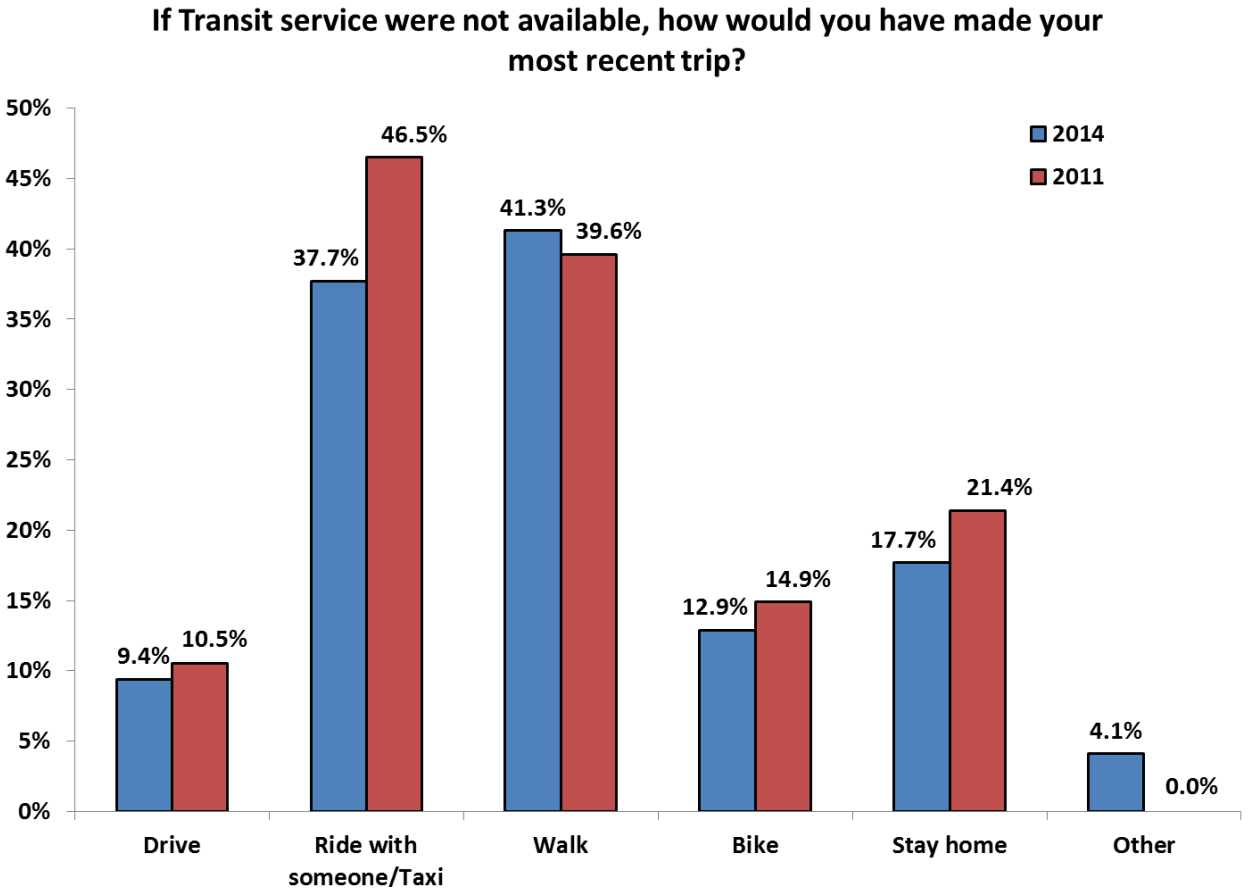

Table 4 – Options if Public Transit Were Not Available

If transit service were not available, how would you have made your most recent trip?	2014		2011	
Answer Options	**Response Percent**	**Response Count**	**Response Count**	**Response Percent**
Drive	9.4%	177	10.5%	173
Ride with someone/Taxi	37.7%	711	46.5%	768
Walk	41.3%	779	39.6%	654
Bike	12.9%	243	14.9%	246
Stay Home	17.7%	334	21.4%	353
Other	4.1%	77	N/A*	
answered question		**1884**		**1653**
skipped question		**164**		**9**
*N/A signifies that the question was not asked on that year's survey				

Figure and Table 4 refer to the question in the survey which asked respondents how they would make their trip if the bus were not available. Many respondents reported that without the bus service, they would either ride with someone or take a taxi, though that portion decreased from 2011 (46.5%) to 2014 (37.7%). Nearly as many reported that they would walk, and a smaller portion reported they would bike. Only about 10 percent of respondents indicated they would drive themselves.

Presumably, these results indicate that most respondents do not own, or have immediate access to, a vehicle. Moreover, the fact that a substantial amount of respondents indicated they would stay home suggests many respondents are fairly reliant on the bus to get around.

Note that the format of this question was also 'check all that apply', meaning that the column totals do not add up to 100%.

Figure 5 - Wheelchair Ramp Lift Usage

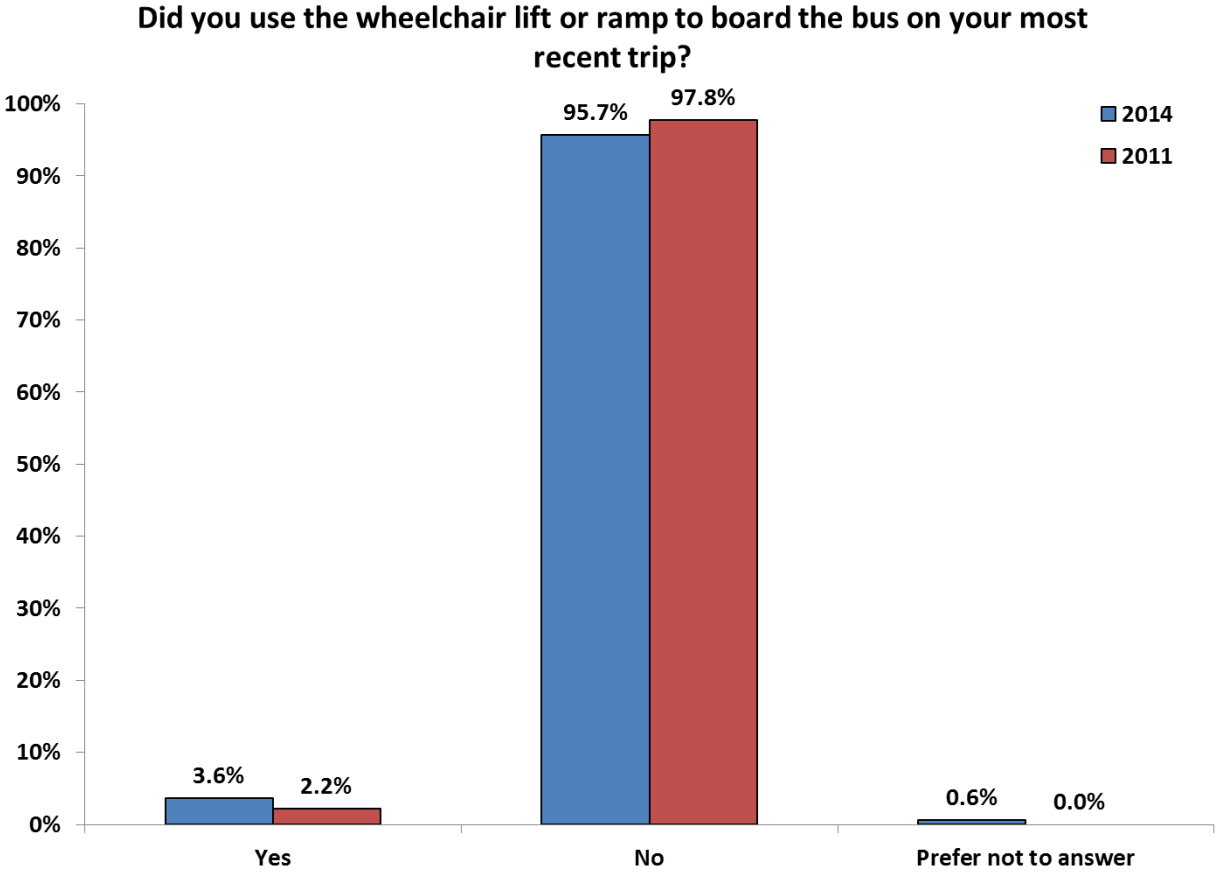

Table 5 – Wheelchair Ramp Lift Usage

Figure and Table 5 highlight a considerable increase of those using the wheelchair lift or ramp from 2011 to 2014. This represented an increase of 64% relative to 2011 values. Note that the option 'Prefer Not to Answer' was not given for the 2011 survey.

Did you use the wheelchair lift or ramp?	**2014**		**2011**	
Answer Options	**Response Percent**	**Response Count**	**Response Percent**	**Response Count**
Yes	3.6%	68	2.2%	35
No	95.7%	1790	97.8%	1561
Prefer Not to Answer	0.6%	12	N/A*	
answered question		**1870**		**1596**
skipped question		**178**		**61**
*N/A signifies that the question was not asked on that year's survey				

Figure 6 - Days of the Week Bus Is Ridden

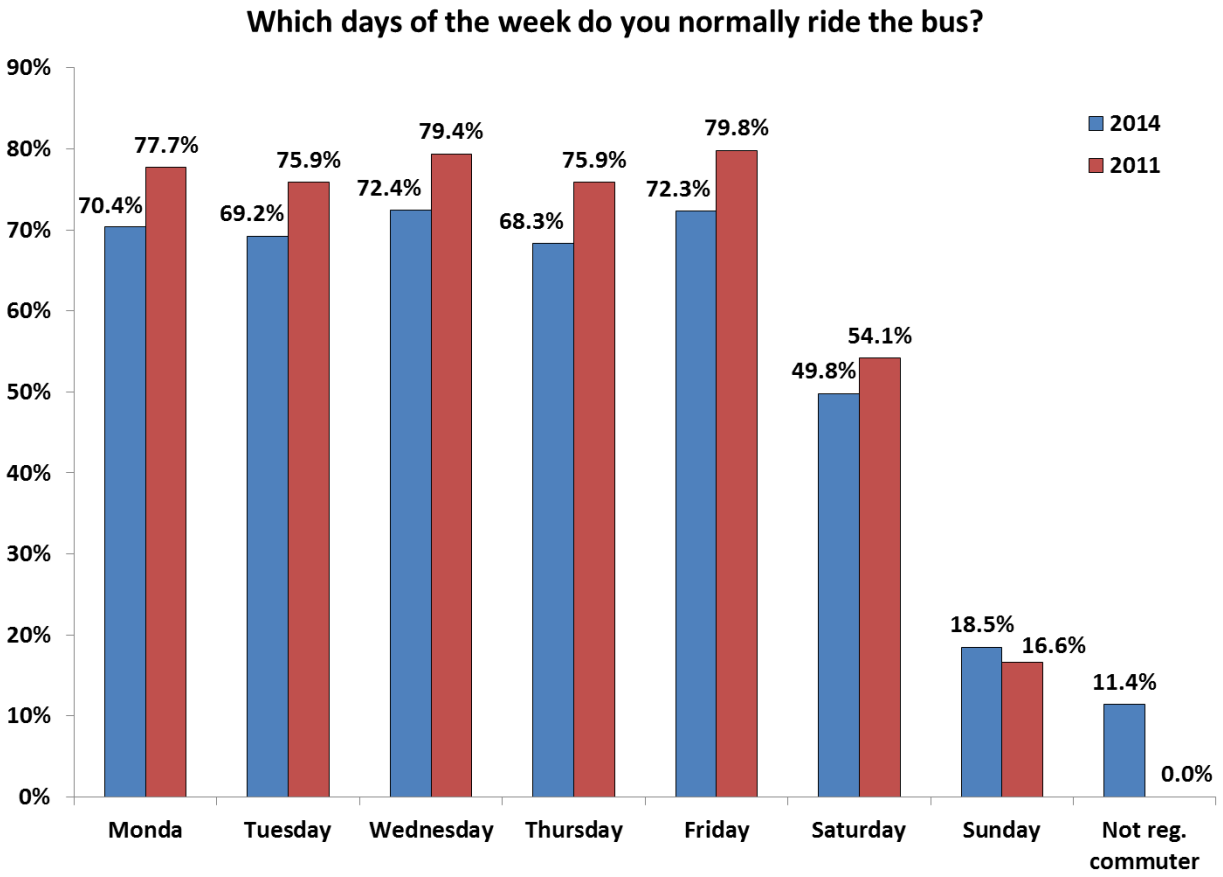

Figure and Table 6 highlight the days of the week where bus usage is highest. In both the 2011 and 2014 surveys, the five days of the work week, and Saturday, received the majority of responses. Sunday saw the least amount of traffic with only 16.6% (2011) and 18.5% (2014).

Table 6 – Days of the Week Bus Is Ridden

Which days of the week do you normally ride the bus?	2014		2011	
Answer Options	**Response Percent**	**Response Count**	**Response Percent**	**Response Count**
Monday	70.4%	1306	77.7%	1259
Tuesday	69.2%	1285	75.9%	1229
Wednesday	72.4%	1344	79.4%	1286
Thursday	68.3%	1267	75.9%	1229
Friday	72.3%	1341	79.8%	1293
Saturday	49.8%	924	54.1%	877
Sunday	18.5%	343	16.6%	269
N/A - I am not a regular commuter/ passenger	11.4%	212	N/A*	
answered question		**1856**		**1620**
skipped question		**192**		**27**
*N/A signifies that the question was not asked on that year's survey				

In the 2011 survey, the option of 'I am not a regular commuter/ passenger' was not an option, which could have influenced some passengers to skip the question if they were not regular commuters. This may explain in part why an overall lower percentage of respondents reported riding the bus regularly as compared to 2011. Because service is more limited on weekends (and Sunday in particular) it is unclear whether the lower reported use of the bus Saturday and/or Sunday is due to reduced service, lower demand, or both.

Note that the format of this question was 'check all that apply'. The percent totals for each day were arrived at by dividing the count totals for each day by the number of respondents that answered the question; this explains why the sum of percentages does not equal 100%.

Figure 7 – Age of Respondents

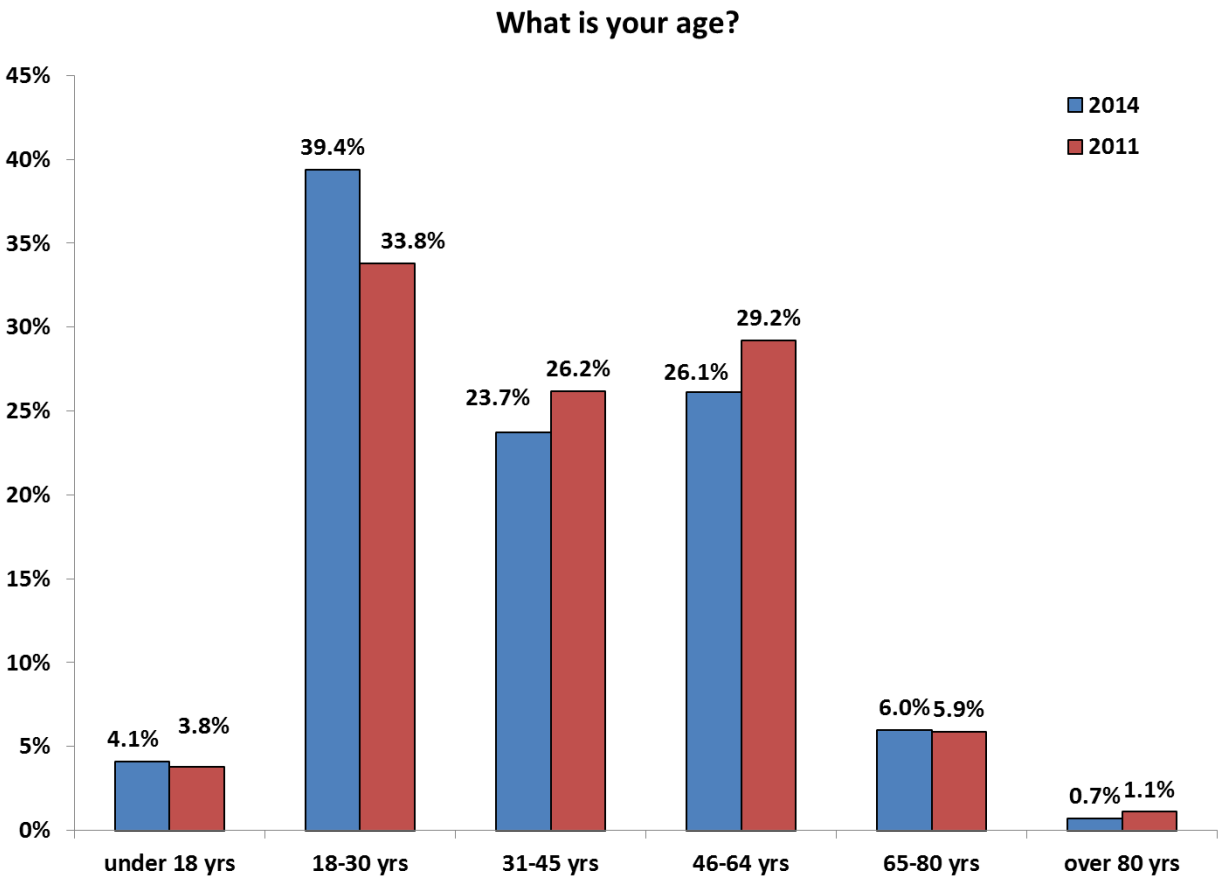

Table and Figure 7 indicate the ages of the 2011 and 2014 survey respondents. The vast majority of respondents are working age, between 18 and 64 years old (89.2% when taken together both in 2014 and 2011).

Table 7 – Age of Respondents

What is your age?	2014		2011	
Answer Options	**Response Percent**	**Response Count**	**Response Percent**	**Response Count**
under 18 yrs	4.1%	72	3.8%	61
18-30 yrs	39.4%	688	33.8%	542
31-45 yrs	23.7%	414	26.2%	421
46-64 yrs	26.1%	455	29.2%	468
65-80 yrs	6.0%	104	5.9%	94
over 80 yrs	0.7%	12	1.1%	18
answered question		**1745**		**1604**
skipped question		**303**		**41**

Nearly 40% of respondents in 2014 fell into the 18-34 age category, a small but notable increase over the approximately 34% in 2011. The portion of 31-45 and 46-64 are correspondingly lower as a result. These results seem to provide support for the trend that millennials are using cars less and transit more. In both surveys the over 80 years of age category had the lowest number of responses with only 1.1% in 2011 and 0.7% in 2014. Overall, the vast majority (89.2%) of respondents fell within the 18-64 working-age group.

Figure 8 - Employment Status of Respondents

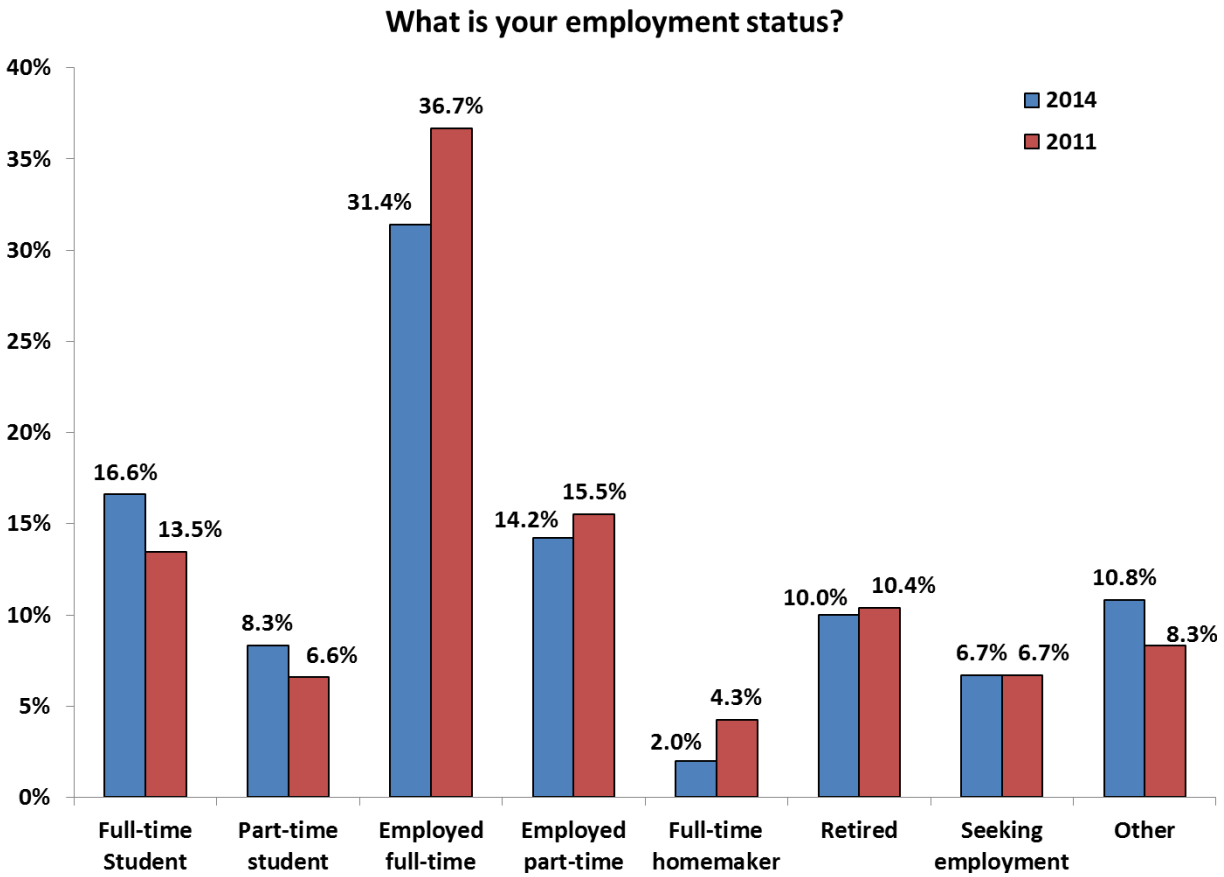

Table 8 – Employment Status of Respondents

What is your employment status?	2014		2011	
Answer Options	**Response Percent**	**Response Count**	**Response Percent**	**Response Count**
Full-time Student	16.6%	286	13.5%	215
Part-time student	8.3%	144	6.6%	105
Employed full-time	31.4%	542	36.7%	586
Employed part-time	14.2%	245	15.5%	248
Full-time homemaker	2.0%	35	4.3%	68
Retired	10.0%	172	10.4%	166
Seeking employment	6.7%	115	6.7%	107
Other	10.8%	186	8.3%	133
answered question		**1725**		**1598**
skipped question		**323**		**44**

Figure and Table 8 examines the employment status of respondents in both 2011 and 2014. A continued pattern from 2011 to 2014 was 'full-time employees' being the highest percentage of riders responding to the survey, with 'full-time students' being the second highest.

The proportion of full and part time students increased from 2011 to 2014, along with a corresponding decrease in full-time workers riding the bus. This could be due in part to the increase in 18-30 year olds riding the bus in 2014, who may have a higher likelihood of being students. Overall, over 70% of respondents reported being either employed full or part-time, or were full or part-time students.

Figure 9 - Annual Household Income of Respondents

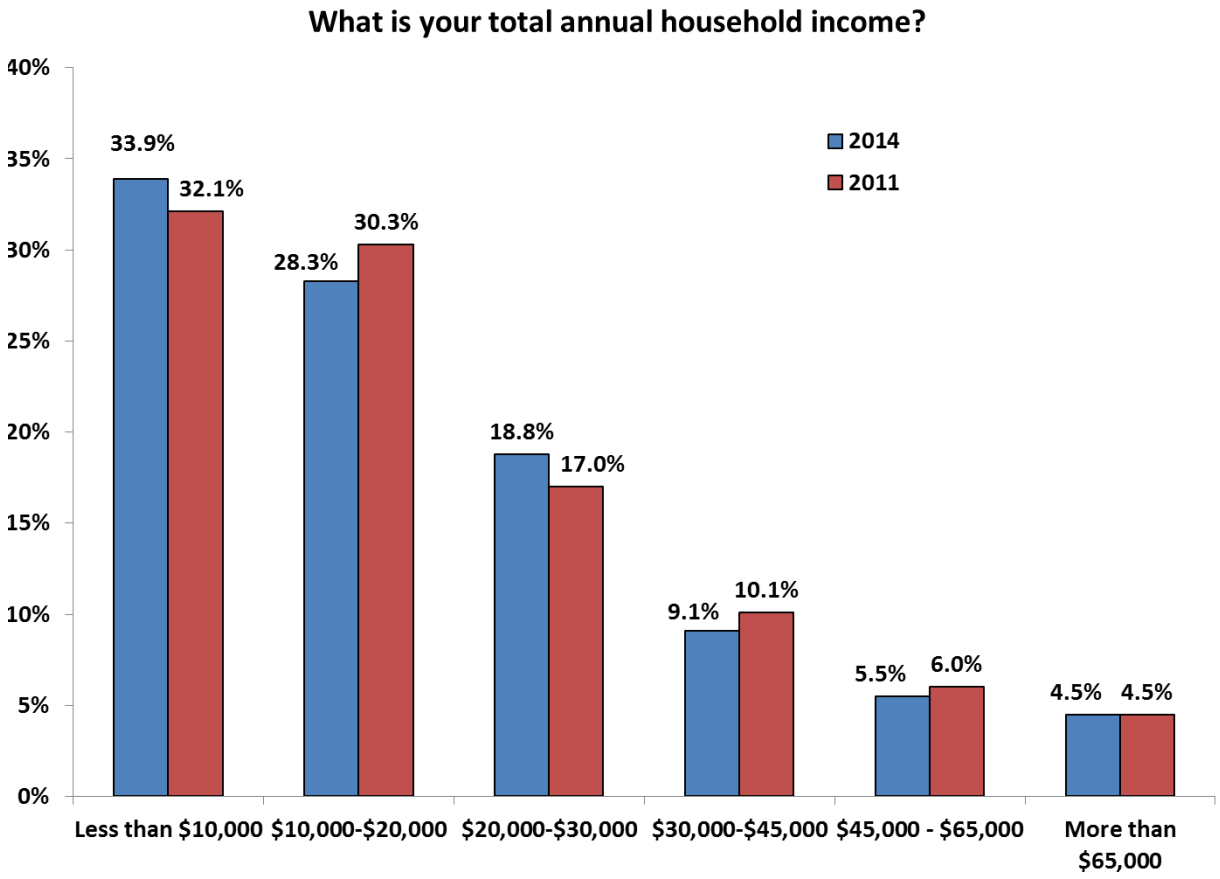

Table 9 – Annual Household Income of Respondents

What is your total annual household income?	2014		2011	
Answer Options	**Response Percent**	**Response Count**	**Response Percent**	**Response Count**
Less than $10,000	33.9%	529	32.1%	495
$10,000-$20,000	28.3%	442	30.3%	467
$20,000-$30,000	18.8%	293	17.0%	262
$30,000-$45,000	9.1%	142	10.1%	156
$45,000 - $65,000	5.5%	86	6.0%	92
More than $65,000	4.5%	70	4.5%	69
answered question		**1562**		**1541**
skipped question		**486**		**79**

Figure and Table 9 indicate that the vast majority of respondents were of low-to-moderate income. At least 90% of respondents reported an annual household income that was below the median household incomes in Cumberland and York counties.[1] In both 2011 and 2014, approximately one-third of respondents reported a total annual household income of less than $10,000. In contrast, those respondents making $45,000 or more accounted for about 10% of public transit bus riders. These trends illustrate that those with lower annual incomes rely more heavily on public transit than those with a greater annual income.

[1] Cumberland County Median Household Income: $57,461/year; York County Median Household Income: $57,348/year (US Census Bureau, 2009-2013 American Community Survey)

Figures 10 and 11 – Satisfaction and Importance Ratings

As part of these surveys, respondents were asked to rate their satisfaction with numerous attributes of the service, on a four-point scale from Poor to Excellent.

In the 2014 survey, respondents were then asked to indicate the relative importance of each attribute using a similar four-point scale: Not Important (1) to Very Important (4). Alternately, in the 2011 survey, respondents were instead asked in the following question to simply select the service attribute which they felt was Most Important.

The results from these questions are displayed in the figures below, and in the following table. In both figures, the percentages reported for Satisfaction represent the sum of those respondents who rated the attribute as either Excellent or Good.

In Figure 10 (2014), the percentages reported for Importance represent the sum of those respondents who rated the attribute as either Very Important or Important. In Figure 11 (2011) the percentages for Importance represent the sum of those respondents who rated the category as Most Important.

The Priority Index (PI) converts the Satisfaction and Importance percentages into a composite score that more clearly identifies the service attributes that are both High Importance and Low Satisfaction. The higher the PI value for a particular service attribute, the greater the discrepancy between the importance of that attribute to the respondents, and their satisfaction with it.

Figure 10 – 2014 Satisfaction and Importance of Service Attributes, and Resulting Priority Index

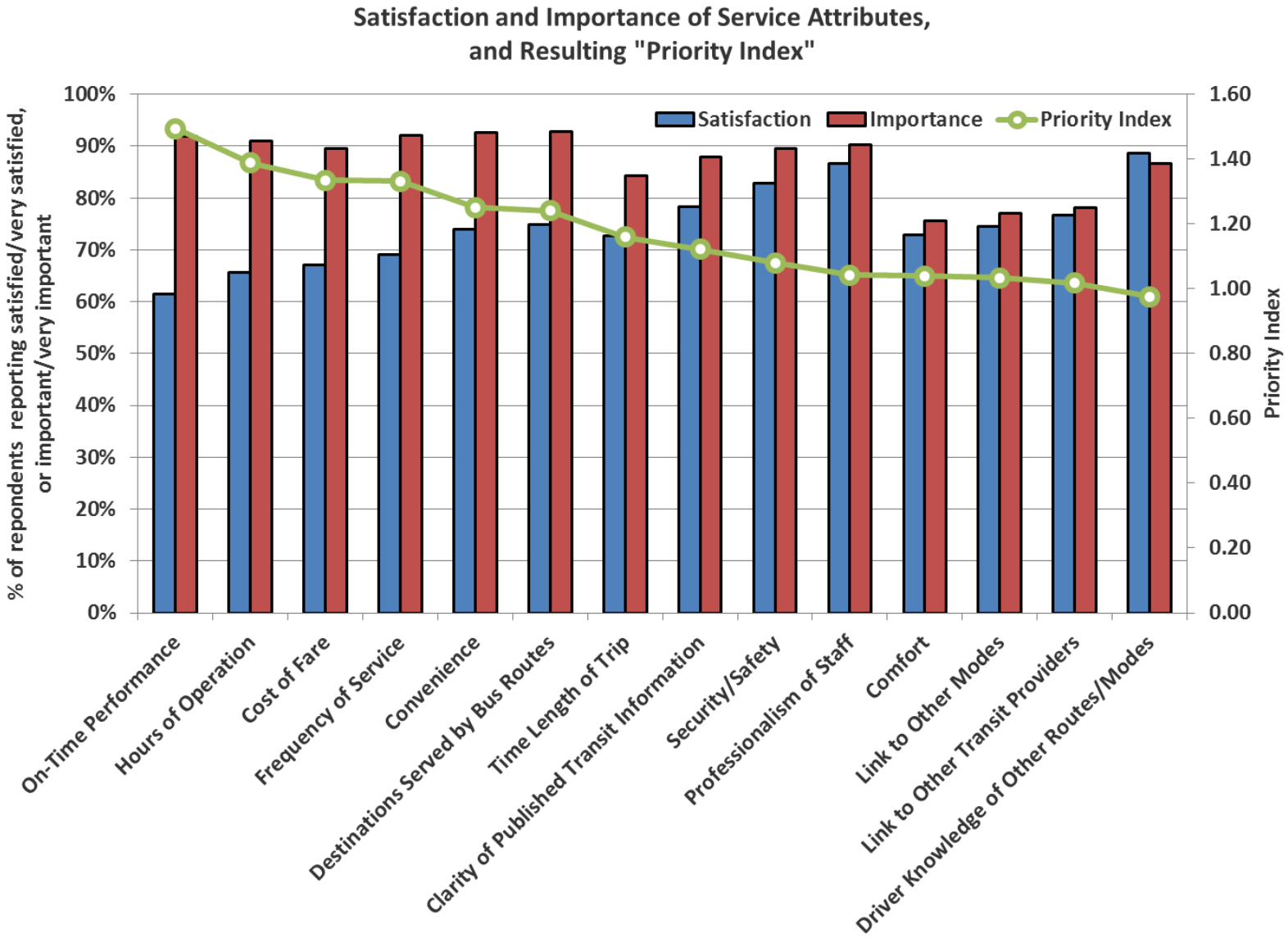

Figure 11 – 2011 Satisfaction and Importance of Service Attributes, and Resulting Priority Index

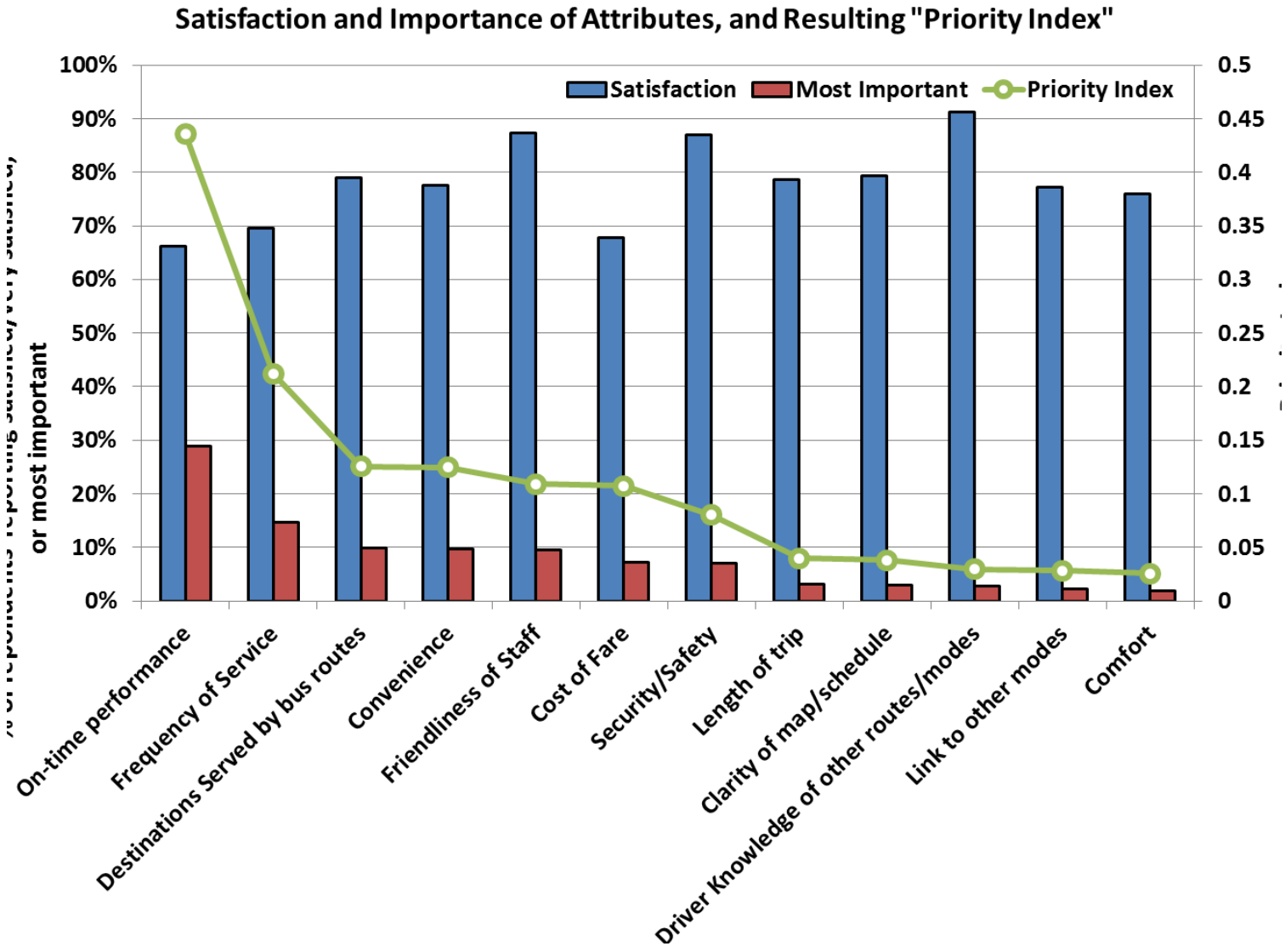

Table 10 – Satisfaction and Importance of Service Attributes, and Resulting Priority Index

	2014			2011		
Category	**Satisfaction**	**Importance**	**Priority Index**	**Satisfaction**	**Most Important**	**Priority Index**
On-Time Performance	61%	92%	1.49	66%	29%	0.44
Hours of Operation	66%	91%	1.39	Not Asked		
Cost of Fare	67%	90%	1.33	68%	7%	0.11
Frequency of Service	69%	92%	1.33	70%	15%	0.21
Convenience	74%	93%	1.25	78%	10%	0.12
Destinations Served by Bus Routes	75%	93%	1.24	79%	10%	0.13
Time Length of Trip	73%	84%	1.16	79%	3%	0.04
Clarity of Published Transit Information	78%	88%	1.12	79%	3%	0.04
Security/Safety	83%	89%	1.08	87%	7%	0.08
Professionalism of Staff	87%	90%	1.04	87%	10%	0.11
Comfort	73%	76%	1.04	76%	2%	0.03
Link to Other Modes	75%	77%	1.03	77%	2%	0.03
Link to Other Transit Providers	77%	78%	1.02	Not Asked		
Driver Knowledge of Other Routes/Modes	89%	87%	0.98	91%	3%	0.03

The figures and table above compare respondents' ranking of service attributes and rate their satisfaction with them.

It is important to reiterate that in the 2014 survey, respondents were asked to indicate the relative importance of each attribute using a similar four-point scale: Not Important (1) to Very Important (4). In contrast, in the 2011 survey respondents were instead asked to simply select the service attribute which they felt was Most Important. As a result, the Importance percentages (and resulting Priority Index scores) differ notably between 2014 and 2011, and should be compared only in relative terms.

In both 2011 and 2014, 'On-Time Performance' was consistently ranked as the one of the most important attributes, while simultaneously ranked lowest in terms of passenger satisfaction. Consequently, its Priority Index rating was highest among all attributes, with a composite score of 0.44 in 2011, and 1.49 in 2014. Passenger satisfaction with 'On-Time Performance' decreased slightly from 66% in 2011 to 61% in 2014.

'Hours of Operation' received the second-highest PI in 2014, a result of its low satisfaction (66%) and high importance (91%) rating. This option was not offered in 2011.

Similarly, in 2014 'Cost of Fare' and 'Frequency of Service' were both highly ranked in terms of importance, and relatively low in satisfaction, each receiving a PI of 1.33. In 2011, 'Frequency of Service' was also identified as a high-importance/low-satisfaction attribute, receiving the second-highest PI of the group (0.21). 'Cost of Fare' was also identified as a low-satisfaction attribute in 2011, though it also received a lower importance rating.

Attributes with PI's in the moderate-range in 2014 include 'Convenience' (1.25), 'Destinations Served by Bus Routes' (1.24), 'Time Length of Trip' (1.16), and 'Clarity of Published Transit Information' (1.12). These attributes were also in the moderate range in 2011, though the order of their priority differed.

The remaining attributes ('Security/Safety', 'Professionalism of Staff', 'Comfort', 'Links to Other Modes', 'Links to Other Transit Providers', and 'Driver Knowledge of Other Routes/Modes') were mostly relatively highly ranked in terms of passenger satisfaction, and ranked relatively low in terms of importance. As a result, their PI scores were the lowest of all attributes evaluated (0.98-1.08). Again, these attributes were also in the lower PI range in 2011 (except for 'Links to Other Transit Providers', which wasn't offered), though the order of their priority differed.

'Convenience', 'Destinations Served by Bus Routes', 'Time Length of Trip', 'Security/Safety', and 'Comfort', all fell in satisfaction ratings by four percentage points from 2011 to 2014.

Respondent Comments – Summary of Themes

In addition to the survey questions listed above, there were also four main "open-ended" questions at the end of the survey which asked respondents to write in their own responses. These four questions are listed below, with the number of responses received for each question in parentheses.

At the request of staff from each of these agencies, these comments have been reviewed, organized and condensed by GPCOG staff in order to identify common responses and overall trends. Below, please find brief summaries of the over three-thousand comments received to these four questions from METRO, SPBS and BSOOB riders.

Since some respondents did not have time to complete the survey before disembarking, or chose to skip a question that did not apply to them, the total number of responses varies somewhat from question to question.

Unsafe Stops- Traffic, Snow and Security

28. Are there any bus stops you feel are unsafe or particularly difficult to access by walking or biking? If so, please describe where these stops are located and what the major issues are (727 responses)

Of the 727 passengers who responded to this question, 445 said there were not stops that they felt were unsafe, an additional 33 said that this question was not applicable, and 19 responded that they were not sure. However, 51 passengers reported that snow was a big factor that made it difficult to access stops.

In regards to specific stops, the Biddeford Park and Ride, the Biddeford -Zoom bus stop, Pats Pizza in Portland, Rt. 111, Scarborough, SMCC, Bramhall, Millcreek, and Monument Square were each identified by numerous respondents as stops they felt were unsafe.

Additionally, 12 passengers commented that the street lighting and lighting of the stops needs to improve, as they feel unsafe without it.

Stops for Shelters

29. Are there any bus stops that you feel would benefit from installing a shelter, bench, or other improvement? If so, please describe where these stops are located and how they could be improved (777 responses)

238 passengers responded that there were no stops that they felt needed a shelter, bench, or other improvement, while 40 responded that this question was not applicable. Sixty-nine responded that every stop needs all of these improvements, and 20 passengers responded that there should be benches at all stops.

The stops at Elm Street in South Portland, Main Street in South Portland, the Old Orchard Beach Chamber of Commerce, and the Biddeford Walmart were among the specific stops identified by multiple passengers that they felt would benefit from overall improvements. Additionally, six people mentioned the Monument Square stop could benefit from fixing the heat source in the shelter, and two people suggested that every stop should have wheelchair access and ramps.

Most Needed Improvements

30. What is the single most important improvement Portland's regional public transit providers could make? (985 responses)

One hundred and twenty-two passengers responded that the single most important improvement that could be made is on-time performance, followed by improved frequency (92), longer hours of operation (81), and more Sunday service (81).

Forty-one respondents said that they were unsure or did not know of a single most important improvement, 34 said that there were none, and 19 said the question was not applicable.

Twenty-eight passengers said expanded routes would be the most important improvement, followed by more shelters and benches (27), improvement of driver courtesy (25), lower cost (22), Automatic Vehicle Location and Real Time Passenger Information for the buses (13), more Saturday service (10), cleaner buses (7), clearer schedules (5), snow removal at stops (5) and better monitoring of disorderly/unsafe riders (4).

Additional Comments

31. Please make any additional comments you may have about public transportation in the space below (761 responses)

Of those who provided a response, the largest category represented was of those expressing their gratitude for the service that the bus lines provide, specifically complimenting the friendliness of the bus drivers.

Many wanted to see an improvement in the on-time performance of the buses, as well as improvements in the clarity of the schedule, and the frequency at which the buses arrive.