



**2024**

**Spokane Transit Authority  
Customer Satisfaction Survey**

**Findings Report**



**ETC**  
INSTITUTE

# Contents

Section 1: Executive Summary .....	3
Section 2: Charts and Graphs .....	10
Section 3: National Benchmarks .....	63
Section 4: Select Cross-Tabulations .....	72
Section 5: Tabular Data. ....	88
Section 6: Survey Instrument. ....	111



# Executive Summary

# 2024 Spokane Transit Authority (STA) Customer Satisfaction Survey *Executive Summary*

---

## Overview

In the fall of 2024, Spokane Transit Authority, which operates fixed-route bus and paratransit van service in the cities of Spokane, Spokane Valley, Cheney, Liberty Lake, Airway Heights, Medical Lake, Millwood, and unincorporated parts of Spokane County, conducted a fixed-route rider Customer Satisfaction Survey to analyze customer opinions regarding all aspects of service. The survey design satisfies multiple objectives, including measuring overall satisfaction and understanding rider behavior. The goal to collect a minimum of 400 completed surveys from riders was met, and the overall results for the sample of 407 riders have a precision of at least +/- 4.9 at the 95% level of confidence. The main purpose of the survey was to identify who rides the STA buses, how they ride, and why they ride.

## Methodology

The Customer Satisfaction Survey was administered by ETC Institute's team of trained surveyors. Survey collection was conducted via paper intercepts onboard STA buses, as well as at STA stations and bus stops. Surveys were followed by a quick rider debrief to confirm that each question was answered to the best of the rider's ability. A detailed sampling plan was developed and closely followed based on each line's daily ridership numbers provided by STA, so survey results were adequately proportionate with route usage. The weekday and weekend sampling plans are provided below.

<b>Fixed-Route Weekday</b>	9/15 to 9/28	Average Weekday Boardings	Estimated # of Weekday Riders	Route Share %	Route Level Survey Goals
1-City Line	32719	2618	1190	8%	25
4-Monroe-Regal	43409	3473	1579	10%	33
6-Cheney	15957	1277	580	4%	12
9-Sprague	34015	2721	1237	8%	26
11-Plaza Arena Shuttle	1622	130	59	0%	1
12-Southside Medical Shuttle	5131	410	187	1%	4
14-South Adams/Napa	5635	451	205	1%	4
20-SFCC	7461	597	271	2%	6
21-West Broadway	8521	682	310	2%	6
22-NW Blvd	7978	638	290	2%	6
23-Maple/Ash	13685	1095	498	3%	10
25-Division	39410	3153	1433	9%	30
27-Crestline	13294	1064	483	3%	10
28-Nevada	23301	1864	847	5%	18
31-Minnehaha/Lidgerwood	5267	421	192	1%	4
32-Trent/Montgomery	7716	617	281	2%	6
36-North Central	7689	615	280	2%	6

43-Lincoln/37th Ave	8102	648	295	2%	6
45-Perry District	8663	693	315	2%	7
60-Airport via Brownes Add	4976	398	181	1%	4
61-Highway 2/Fairchild	19655	1572	715	5%	15
62-Medical Lake	1998	160	73	0%	2
63-Airway Heights/West Plains	4122	330	150	1%	3
65-Hayford	2111	169	77	0%	2
66-EWU	3172	254	115	1%	2
67-Swoop Loop	129	10	5	0%	1
68-Cheney Loop	4247	340	154	1%	3
74-Mirabeau/Liberty Lake	6337	507	230	1%	5
94-East Central/Millwood	11917	953	433	3%	9
95-Mid-Valley	4650	372	169	1%	4
96-Pines/Sullivan	5370	430	195	1%	4
97-South Valley	7777	622	283	2%	6
98-Greenacres/Liberty Lake	7363	589	268	2%	6
124-North Express	1907	153	69	0%	1
144-South Express	2600	208	95	1%	2
172-Liberty Lake Express	556	44	20	0%	1
173-VTC Express	1767	141	64	0%	1
190-Valley Express	663	53	24	0%	1
223-Shadle/Indian Trail	1278	102	46	0%	1
247-Lincoln Park/Ferris	1094	88	40	0%	1
294-East 8th	1310	105	48	0%	1
633-Geiger Shuttle	458	37	17	0%	1
661-EWU Express	772	62	28	0%	1
662-EWU North Express	165	13	6	0%	1
663-EWU VTC Express	180	14	7	0%	1
664-EWU South Hill Express	65	5	2	0%	1
724-Liberty Lake Tech Express	677	54	25	0%	1
771-Mirabeau Express	387	31	14	0%	0
<b>Total</b>	<b>424263</b>	<b>33941</b>	<b>15428</b>	<b>100%</b>	<b>325</b>

<b><u>Fixed-Route Weekend</u></b>	Average Weekend Boardings	Estimated # of Weekend Riders	Route Share %	Route Level Survey Goals
1-City Line	1,636	744	8%	6
4-Monroe-Regal	2,170	987	11%	8
6-Cheney	798	363	4%	3
9-Sprague	1,701	773	8%	7
11-Plaza Arena Shuttle	81	37	0%	1
12-Southside Medical Shuttle	257	117	1%	1
14-South Adams/Napa	282	128	1%	1
20-SFCC	373	170	2%	1

21-West Broadway	426	194	2%	2
22-NW Blvd	399	181	2%	2
23-Maple/Ash	684	311	3%	3
25-Division	1,971	896	10%	8
27-Crestline	665	302	3%	3
28-Nevada	1,165	530	6%	5
31-Minnehaha/Lidgerwood	263	120	1%	1
32-Trent/Montgomery	386	175	2%	2
36-North Central	384	175	2%	1
43-Lincoln/37th Ave	405	184	2%	2
45-Perry District	433	197	2%	2
60-Airport via Brownes Add	249	113	1%	1
61-Highway 2/Fairchild	983	447	5%	4
62-Medical Lake	100	45	0%	1
63-Airway Heights/West Plains	206	94	1%	1
65-Hayford	106	48	1%	1
66-EWU	159	72	1%	1
67-Swoop Loop	6	3	0%	0
68-Cheney Loop	212	97	1%	1
74-Mirabeau/Liberty Lake	317	144	2%	1
94-East Central/Millwood	596	271	3%	2
95-Mid-Valley	233	106	1%	1
96-Pines/Sullivan	269	122	1%	1
97-South Valley	389	177	2%	2
98-Greenacres/Liberty Lake	368	167	2%	1
633-Geiger Shuttle	23	10	0%	1
<b>Total</b>	<b>20542</b>	<b>9337</b>	<b>100%</b>	<b>83</b>

The following pages of the report contain a summary of the major findings from the survey; the full Customer Satisfaction Survey Report includes the following.

- Charts and graphs depicting the results of the survey (Section 2)
- Benchmarks comparing results from STA to national survey results (Section 3)
- Select Cross-Tabulations (Section 4)
- Tabular data of survey results (Section 5)
- A copy of the survey instrument (Section 6)

Note: Percentages within Executive Summary were calculated excluding “Don’t Know” or “Not Provided” answers. Chart values in sections 2 & 3 include “Don’t Know” or “Not Provided” responses unless otherwise specified. All percentages were rounded to the nearest whole percentage. Response statistics are based on 407 fully completed surveys.

## Customer Demographic Characteristics

- **Race/Ethnicity, Age, and Gender.** The largest group of respondents (79%) identified their race/ethnicity as White/Caucasian. The second largest group of respondents described themselves as Hispanic/Latino (10%), with Black/African American being nine percent (9%) and American Indian/Alaska Native being seven percent (7%). Twenty-five percent of respondents (25%) were between 35 and 44 years old. Sixteen percent (16%) were between 45 and 54 years old as well as sixteen percent (16%) being between 25 and 34. More than half of respondents identified as Male (59%), followed by 38% identifying as female. 4% identified as Non-binary.
- **Employment and Income.** Nineteen percent of respondents (19%) were full-time students, and eight percent (8%) were part-time students. Thirty-one percent of respondents (31%) are employed full-time, and twenty-two percent (22%) are employed part-time. Twenty percent of respondents (20%) said they were not currently employed and not seeking employment, and nineteen percent (19%) said they were not currently employed but seeking employment. The largest annual household income group was less than \$10,000 (30%), followed by \$10,000 to \$19,000 (17%), and \$50,000 to \$74,000 (13%).

## Customer Transportation Habits

- **Ridership.** Thirty-nine percent of respondents (39%) have been riding STA buses for five or more years. Thirty percent (30%) have been riding for one to three years, and nineteen percent (19%) have been riding for less than one year. Fifty percent of respondents (50%) said that they have been riding STA buses about the same amount from a year ago, but forty-three percent (43%) said they have been riding more. Sixty-eight percent of respondents (68%) choose to ride the bus because they do not have access to a vehicle.
- **Typical Customer Transportation.** Ninety-seven percent of respondents (97%) ride the bus on weekdays, fifty-six percent (56%) ride on Saturdays, and forty-eight percent (48%) ride on Sundays. Forty-nine percent of respondents (49%) describe Spokane Transit as their only form of transportation. Thirty-five percent (35%) describe it as more than half of their transportation. Thirty-four percent of respondents (34%) typically obtain their bus pass at Customer Service, and another twenty percent (20%) have it provided by school.
- **Trip Information.** Of the respondents who indicated that they have at least one working, licensed car at their household, thirty-nine percent (39%) indicated that they could have used it for the trip in which they were surveyed. Fifty-four (54%) percent of respondents who walked to their first bus stop had a walk of one to five minutes. Twenty-six percent of respondents (26%) said that their entire trip (including walking, waiting for the bus, etc.) should take at least 51 minutes. Forty-nine percent (49%) said that their trip should take 30 minutes or less.

## Customer Opinions

- **Agreement with Statements Regarding STA Services.** Respondents were asked to rate on a scale of one to five how much they agree with 22 statements regarding STA services, with five meaning “Strongly Agree” and one meaning “Strongly Disagree.” The three most agreed with statements (“Strongly Agree” and “Agree” answers) were “Bus operators are helpful” (86%), “Bus operators operate the vehicle safely” (86%), and “I view STA employees favorably” (85%).
- **Customer Interest in Improvements.** Respondents were asked to select which possible projects were most interesting to them. The options were “Improvements to existing routes & bus stops to add more shelters, real time signs & easier access to stops” (48%), “Route changes to allow later night service on popular routes” (22%), “Reduced fares for individuals with low incomes” (10%), “New areas of service using shuttles that can be scheduled by an app to take mt to transit centers & stations” (7%), “Improved safety measures including more STA personnel riding buses & helping customers” (5%), “Improvements to rider information, including real time information on route delays & disruptions” (4%), “Measures to advance more housing & jobs near transit (Transit Oriented Development)” (2%), and “New partnerships to include transit ticketing in local events & attractions” (2%).
- **Excellent Customer Service.** Respondents were asked to rank five elements of customer service on a scale of one to four, with four meaning “Excellent,” and one meaning “Poor.” All five elements were rated 85% or higher (“Excellent” and “Good” answers). The five elements were “Coach operator/supervisors” (89%), “Transit officers/security” (85%), “Customer service counter” (90%), “Customer service call center” (90%), and “Administrative employees” (91%).

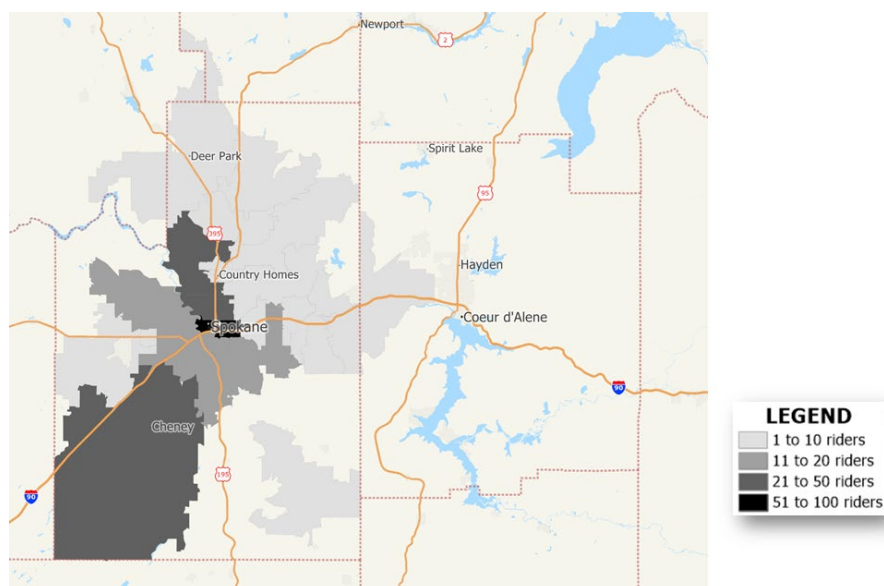
## National Benchmarks

- **Benchmark Description.** ETC Institute’s benchmark survey data comes from a national panel of transit riders drawn from surveys within the past five years across all 50 states (more than 80 transit systems). Results were monitored to ensure distribution in proportion to population size of each transit system’s region (i.e., the largest percentage of respondents were from California transit systems).
- **Net Promoter Score.** Net Promoter Score poses the question, “Using a 10-point scale, where 10 means ‘Very Likely,’ and 0 means ‘Not Likely At All,’ how likely would you be to recommend STA bus service to a friend, colleague, or family member?” Respondents who answer nine or ten are categorized as “Promoters,” those who answer seven or eight are “Passives,” and those who answer a number less than seven are “Detractors.” The score itself is calculated by subtracting the percentage of Detractors from the percentage of Promoters. STA bus service received a Net Promoter Score of 44. This is significantly higher than the National Average score for transit services of -21.
- **Overall Satisfaction.** STA riders appear to be generally very satisfied with STA’s bus service. When asked how satisfied they were with Spokane Transit bus service overall, eighty-six percent of respondents (86%) answered “Very Satisfied” or “Satisfied.” This is twenty-eight percent higher (+28%) than the National Average of fifty-eight percent (58%) and four percent higher (+4%) than it was in 2023.



- Agreement with Statements Regarding STA Services.** Nearly all of the 20 STA agreement statements in which ETC has national benchmark data ranked higher than the National Average (“Strongly Agree” and “Agree” answers). Listed below are the thirteen statements that ranked at least fifteen percentage points higher than the National Average.
  - I feel safe riding the bus: 80% vs. 62% (+38%)
  - I feel safe and secure waiting for the bus: 70% vs. 35% (+35%)
  - The bus interior is clean: 73% vs. 38% (35%)
  - I understand STA’s system maps and schedules, and I am confident navigating the system: 85% vs. 55% (30%)
  - It is easy to get information about STA’s services & route schedules: 82% vs. 55% (+27%)
  - The bus routes are conveniently located for me: 79% vs. 52% (+27%)
  - The bus usually runs on time: 74% vs. 48% (+26%)
  - The bus gets me to my destination in a reasonable amount of time: 81% vs. 59% (+22%)
  - Bus operators are helpful: 86% vs. 64% (+22%)
  - I view STA employees favorably: 85% vs. 65% (+20%)
  - Bus operators are courteous: 84% vs. 64% (+20%)
  - Bus operators are knowledgeable about the STA system: 83% vs. 65% (+18%)
  - The frequency of service is satisfactory: 73% vs. 57% (+16%)
  - The price of the fares is reasonable: 77% vs. 62% (+15%)
- The following section lists the charts and graphs for each survey question broken down into three categories: Key Characteristics of Customers, Customer Transportation Characteristics, and Customer Opinions.

**Map of Respondents**



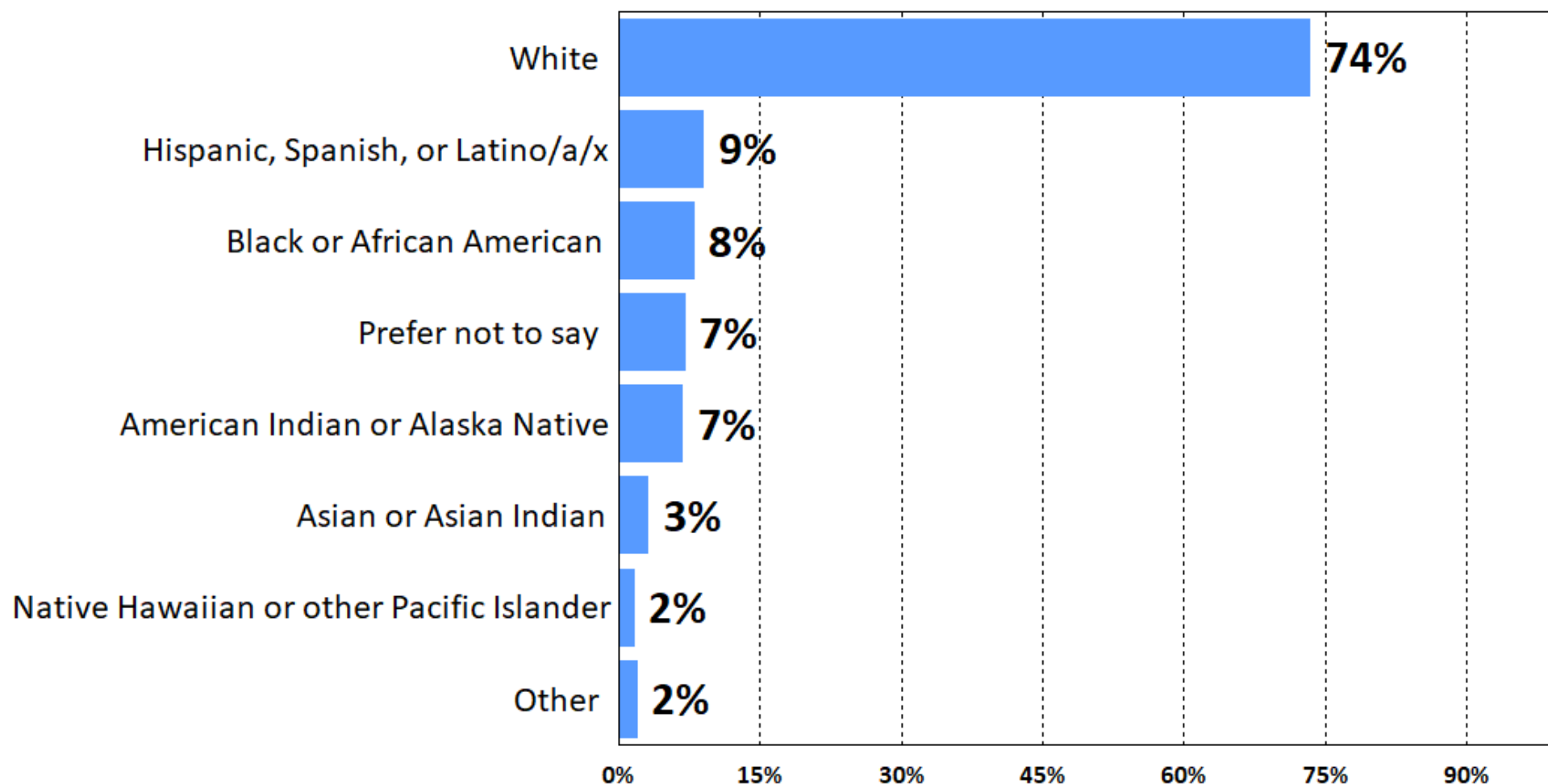
# 2 Charts & Graphs



# KEY CHARACTERISTICS OF CUSTOMERS

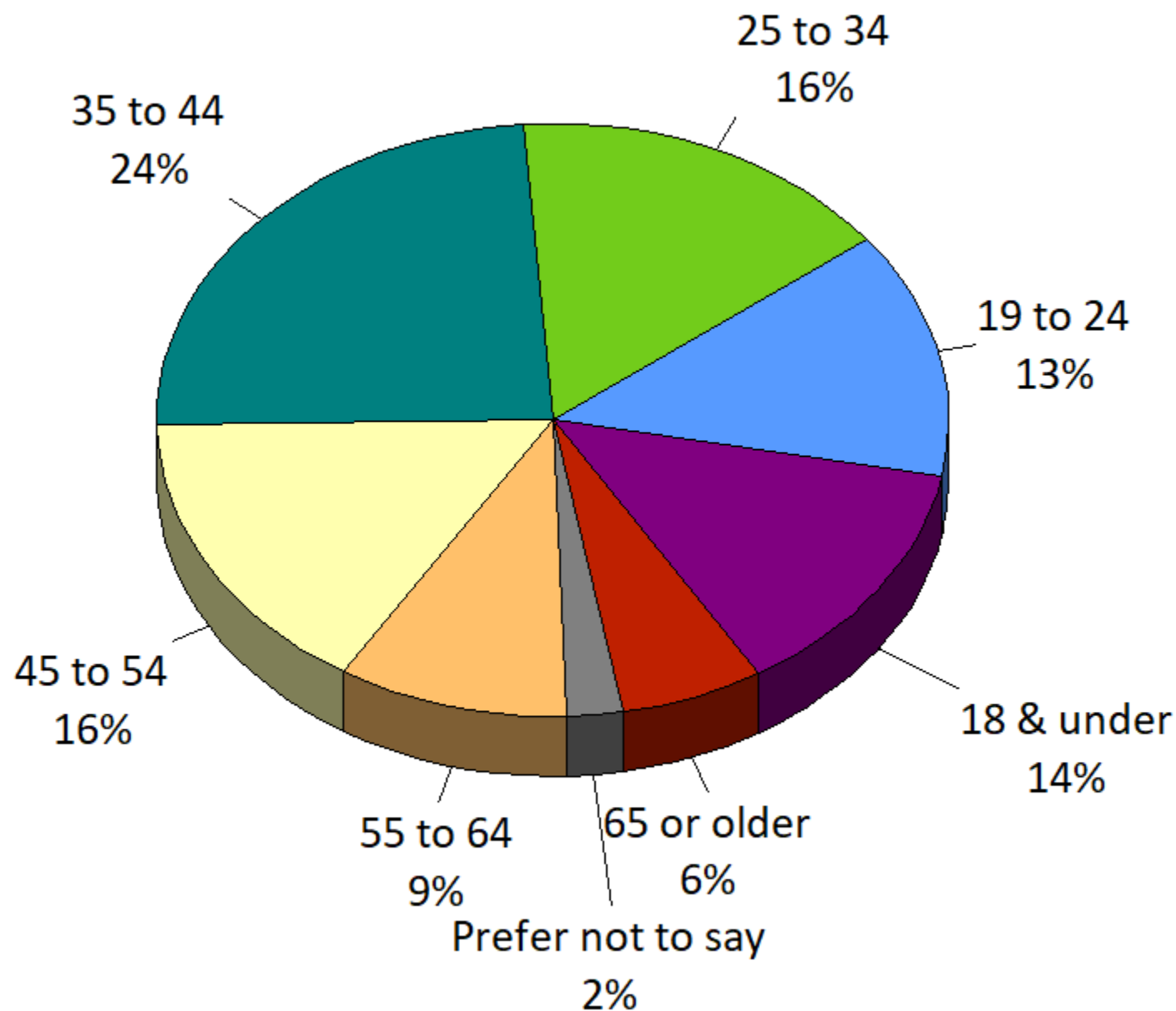
## Which of the following best describes your race/ethnicity? (Q27)

by percentage of respondents (multiple items could be selected)



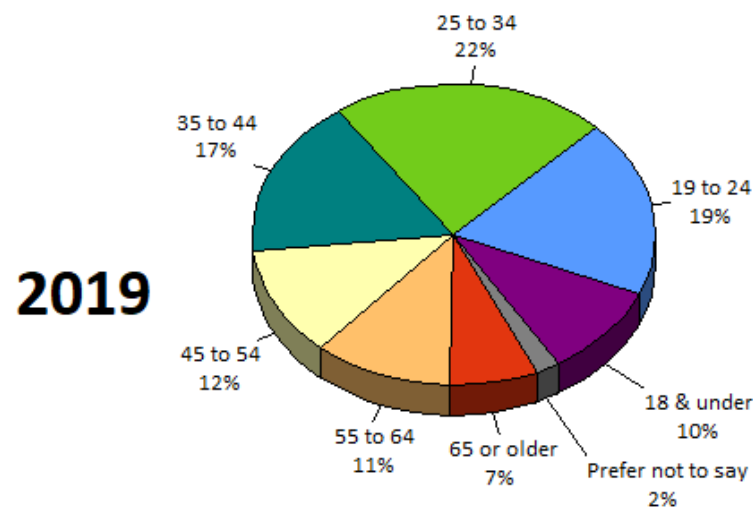
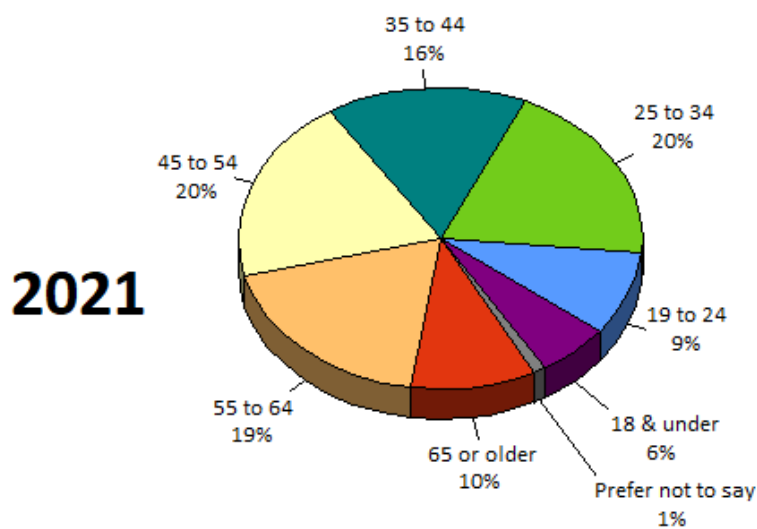
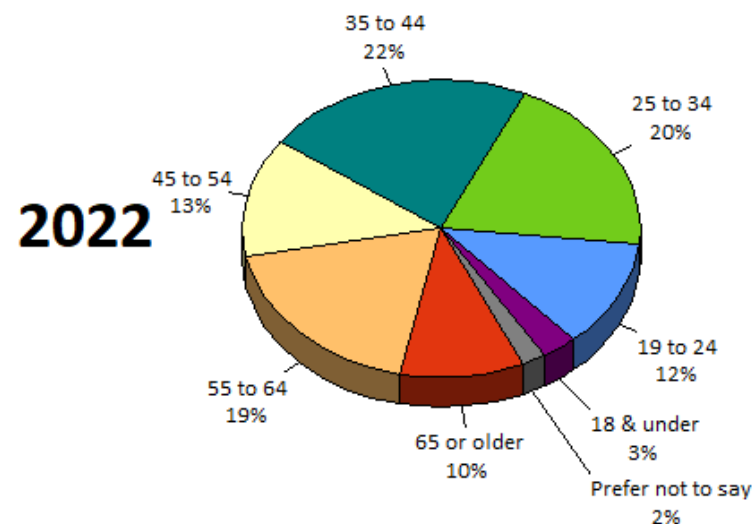
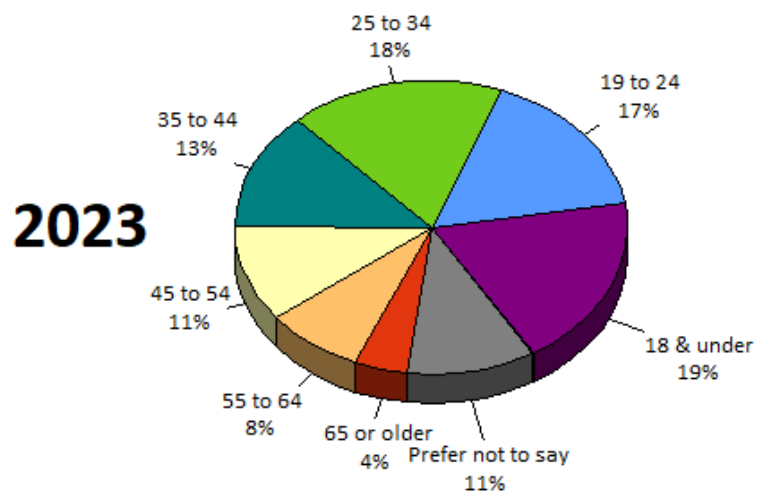
## What is your age? (Q24)

by percentage of respondents



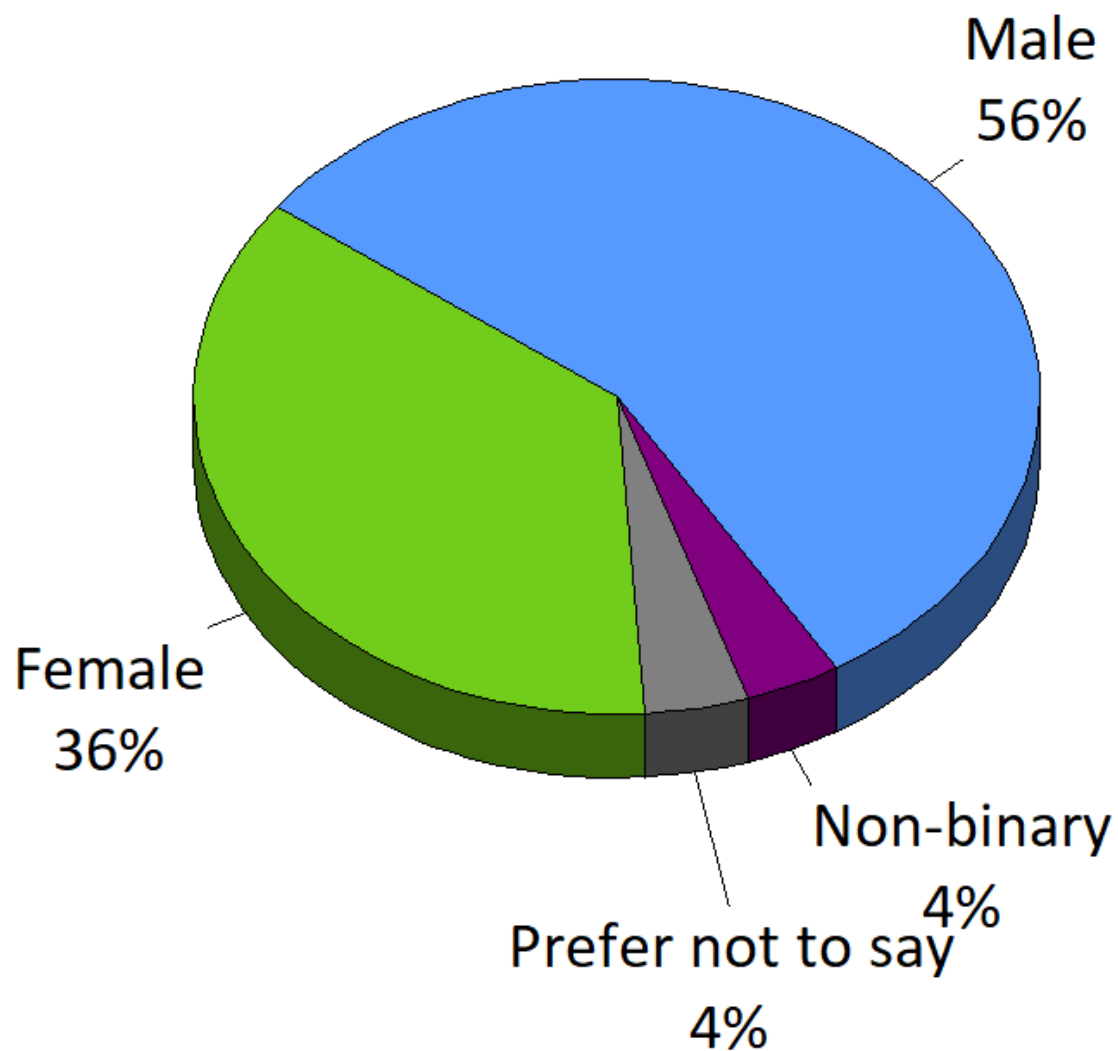
## Trends: What is your age? (Q24)

by percentage of respondents



## What is your gender? (Q23)

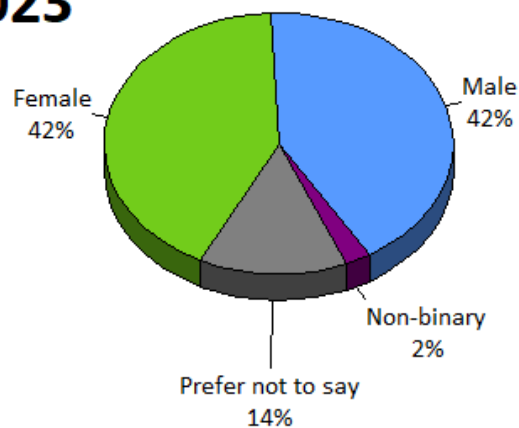
by percentage of respondents



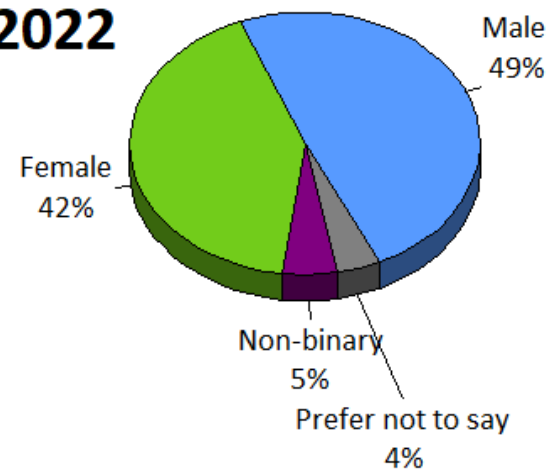
## Trends: What is your gender? (Q23)

by percentage of respondents

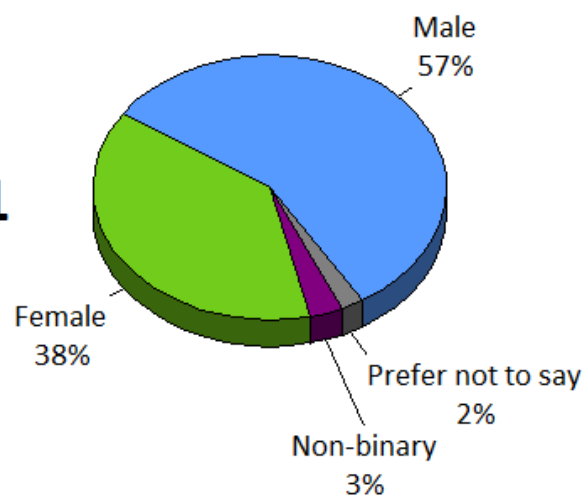
**2023**



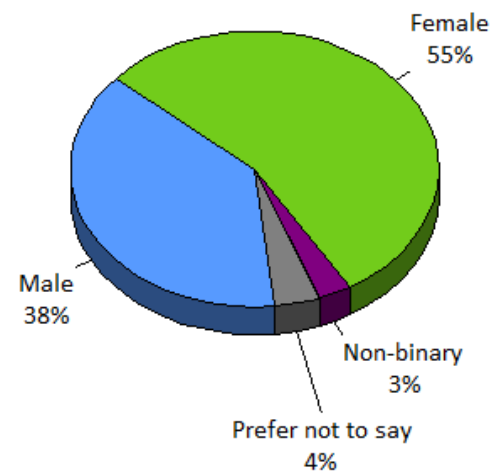
**2022**



**2021**



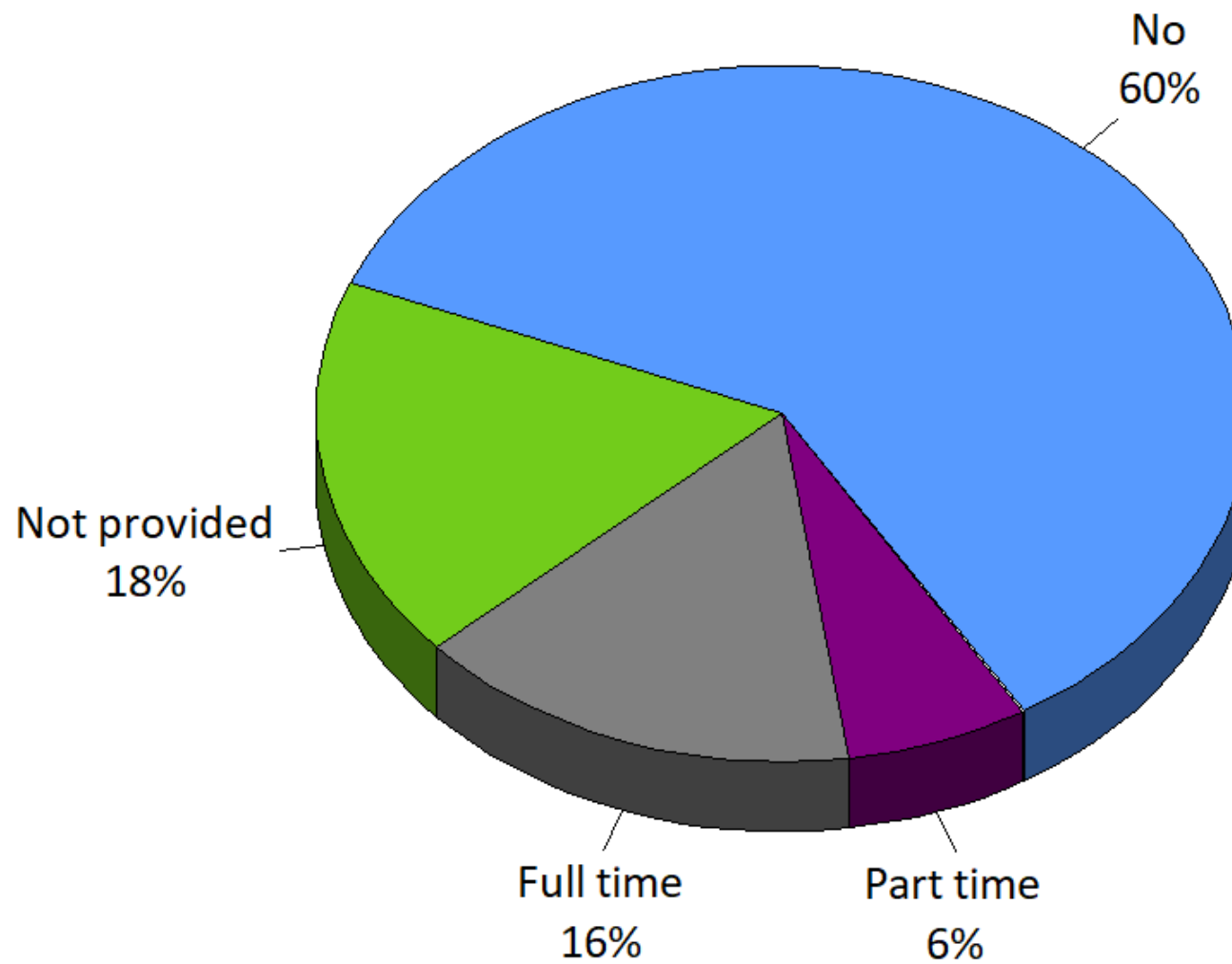
**2019**



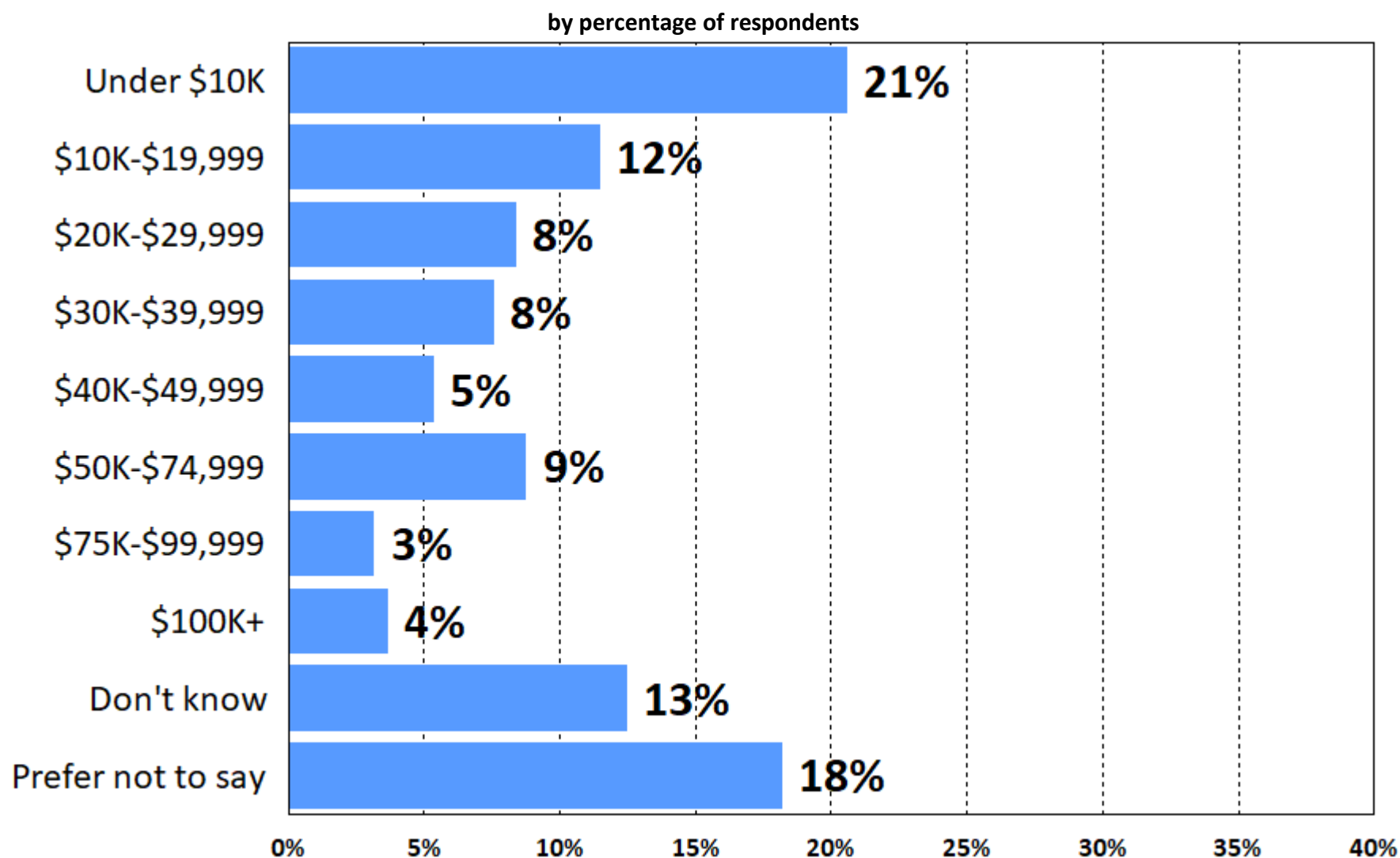


## Are you currently a student? (Q25)

by percentage of respondents

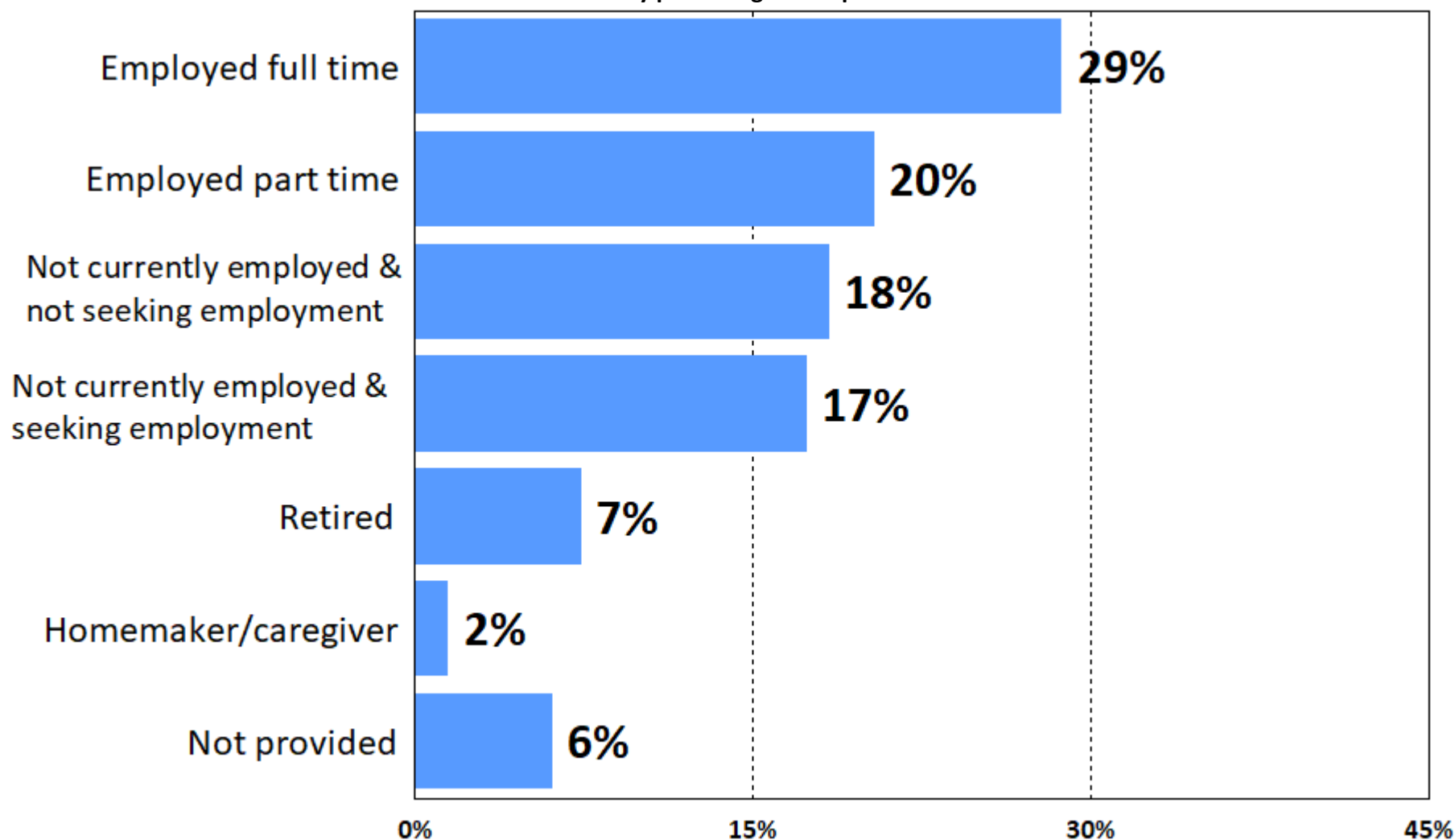


## What category best describes your total annual household income? (Q30)

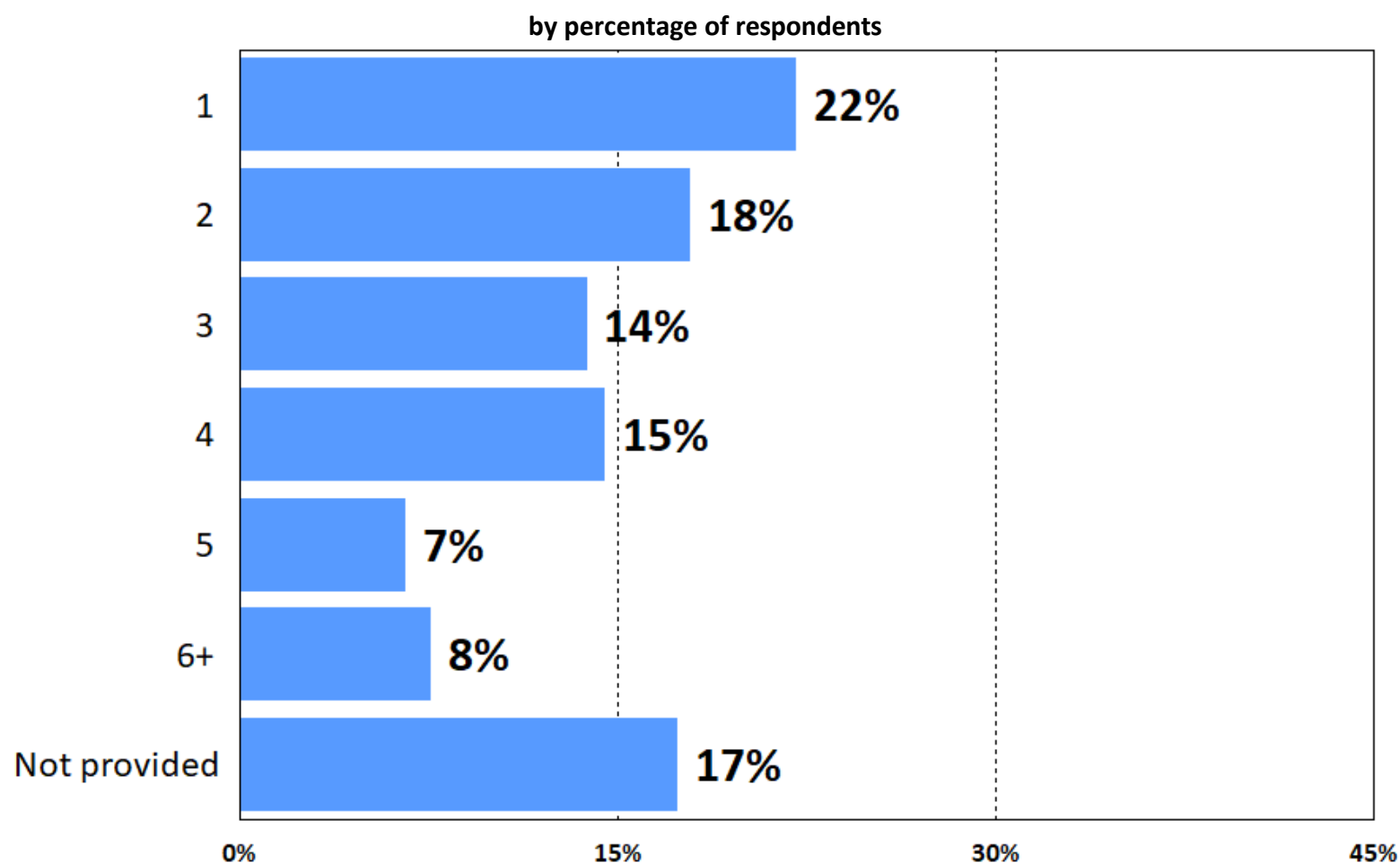


## What is your current employment status? (Q28)

by percentage of respondents

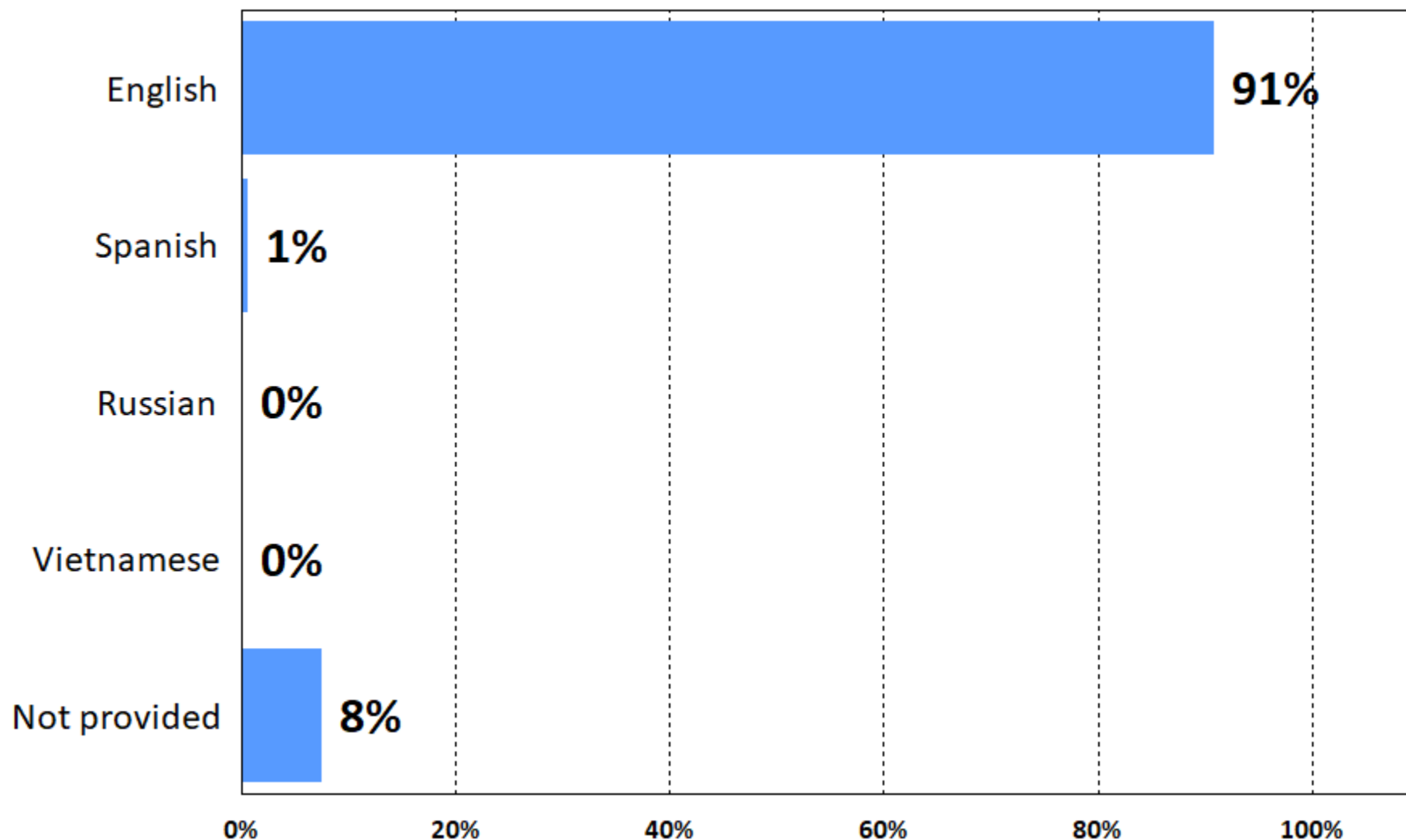


## Including yourself, how many people currently live in your household? (Q27)



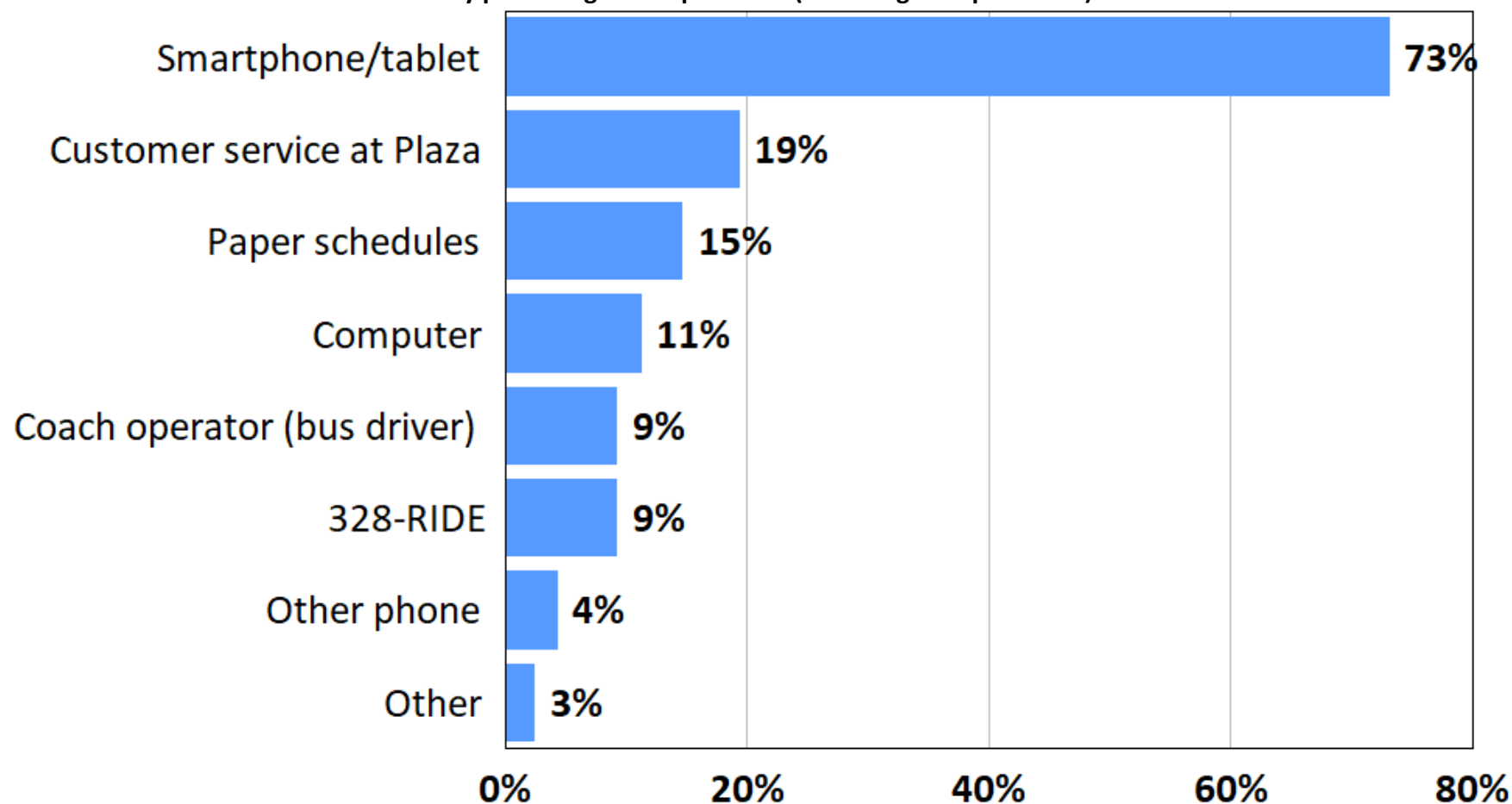
## What is the primary language spoken in your home? (Q29)

by percentage of respondents



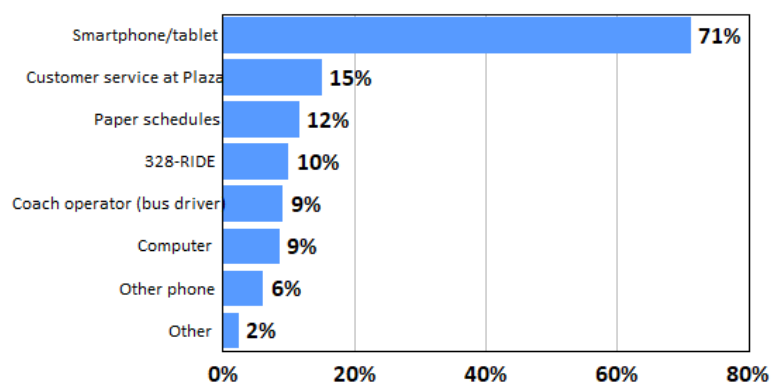
## How do you get information about STA services? (Q15)

by percentage of respondents (excluding “not provided”)

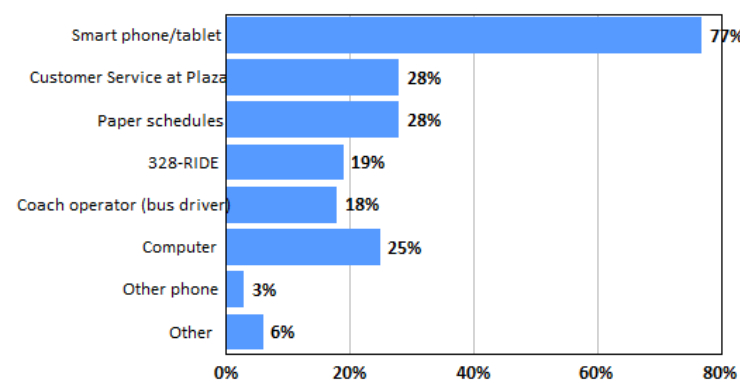


# Trends: How do you get information about STA services? (Q15)

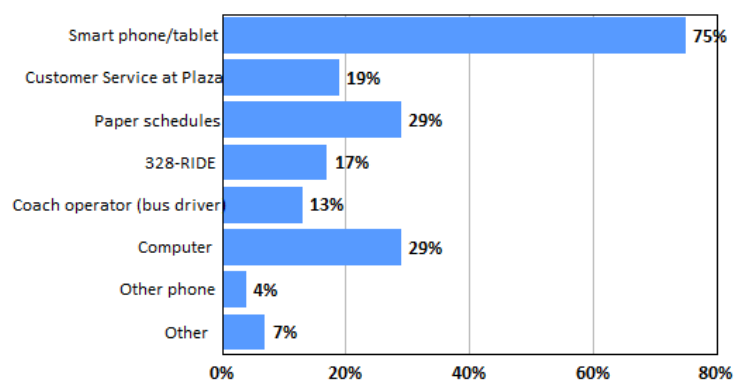
by percentage of respondents (excluding “not provided”)



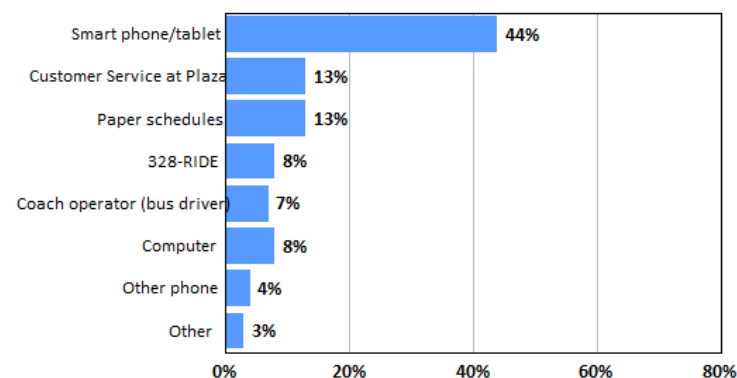
**2023**



**2022**



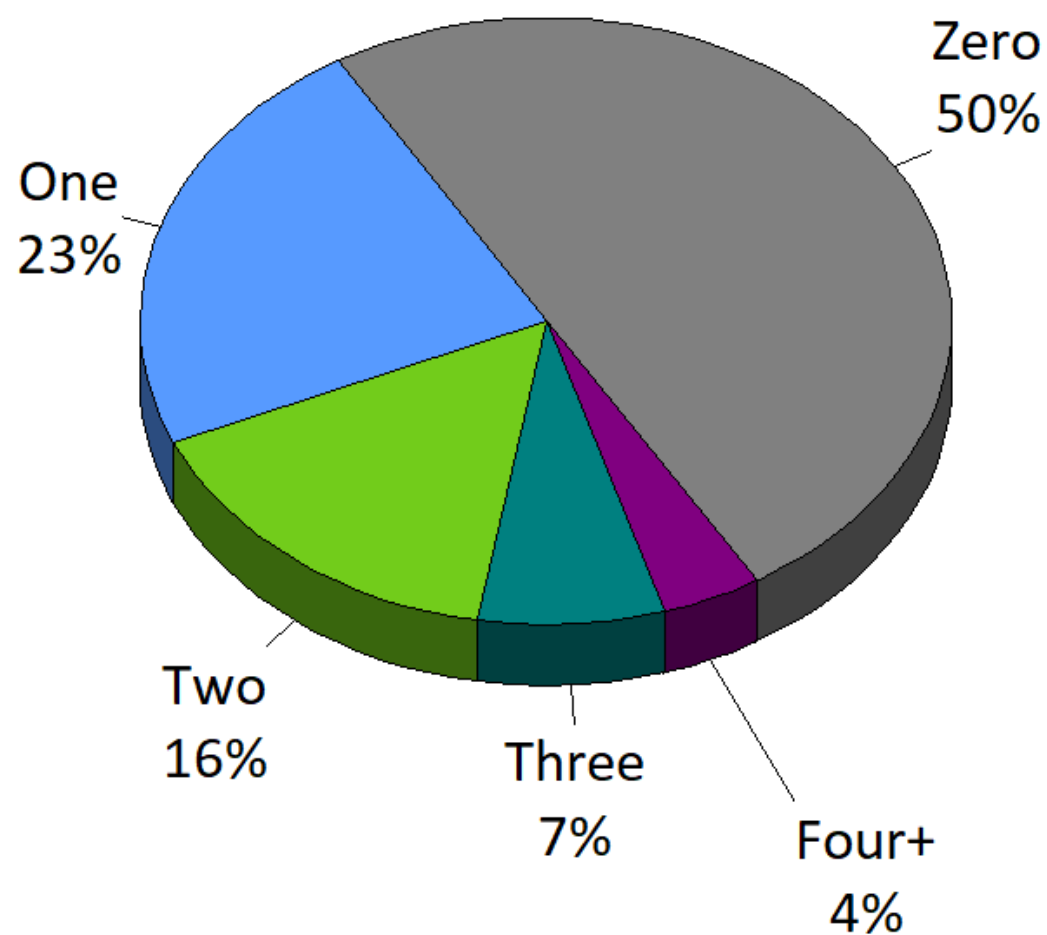
**2021**



**2019**

## How many licensed, working cars are at your household? (Q16)

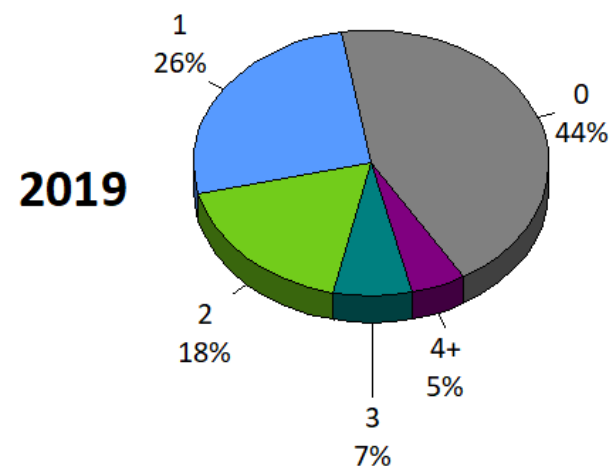
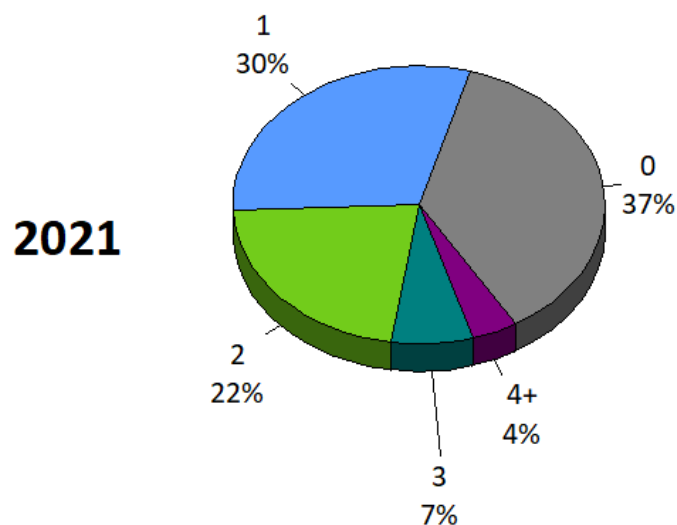
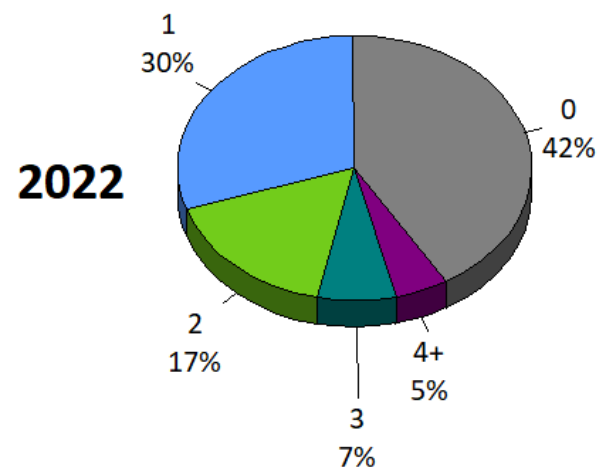
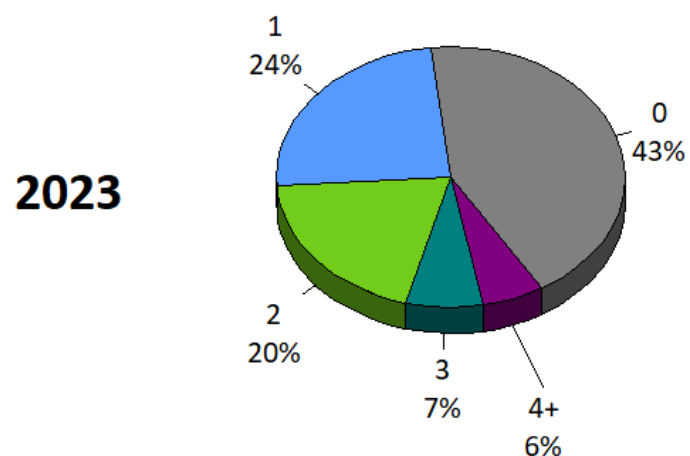
by percentage of respondents (excluding “not provided”)





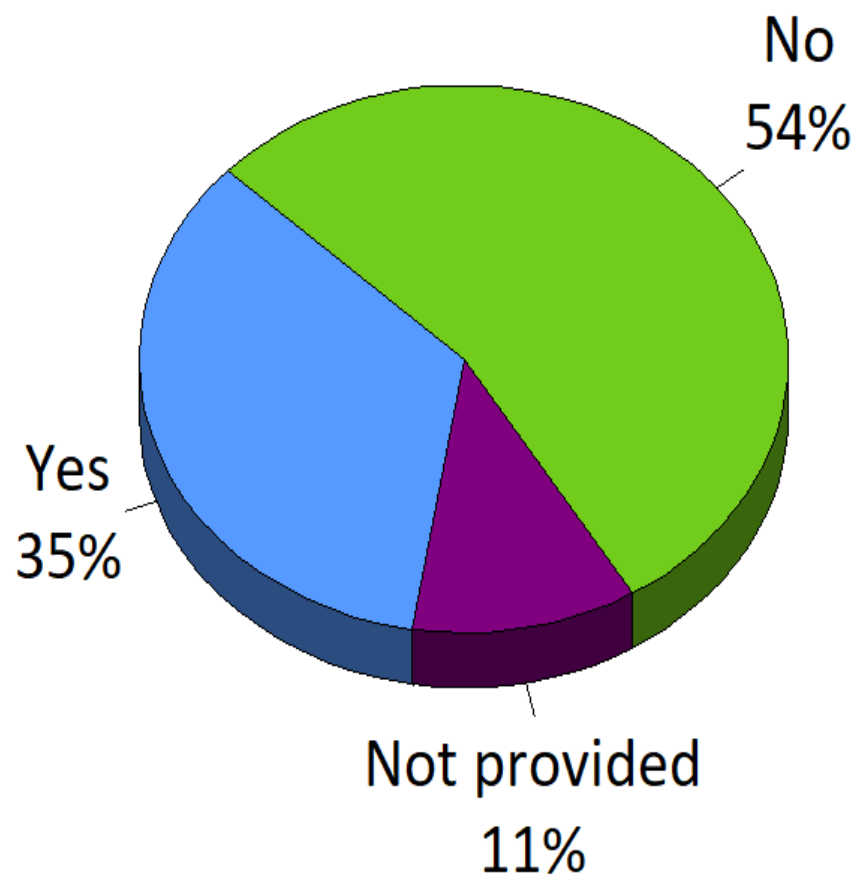
## Trends: How many licensed, working cars are at your household? (Q16)

by percentage of respondents (excluding “not provided”)



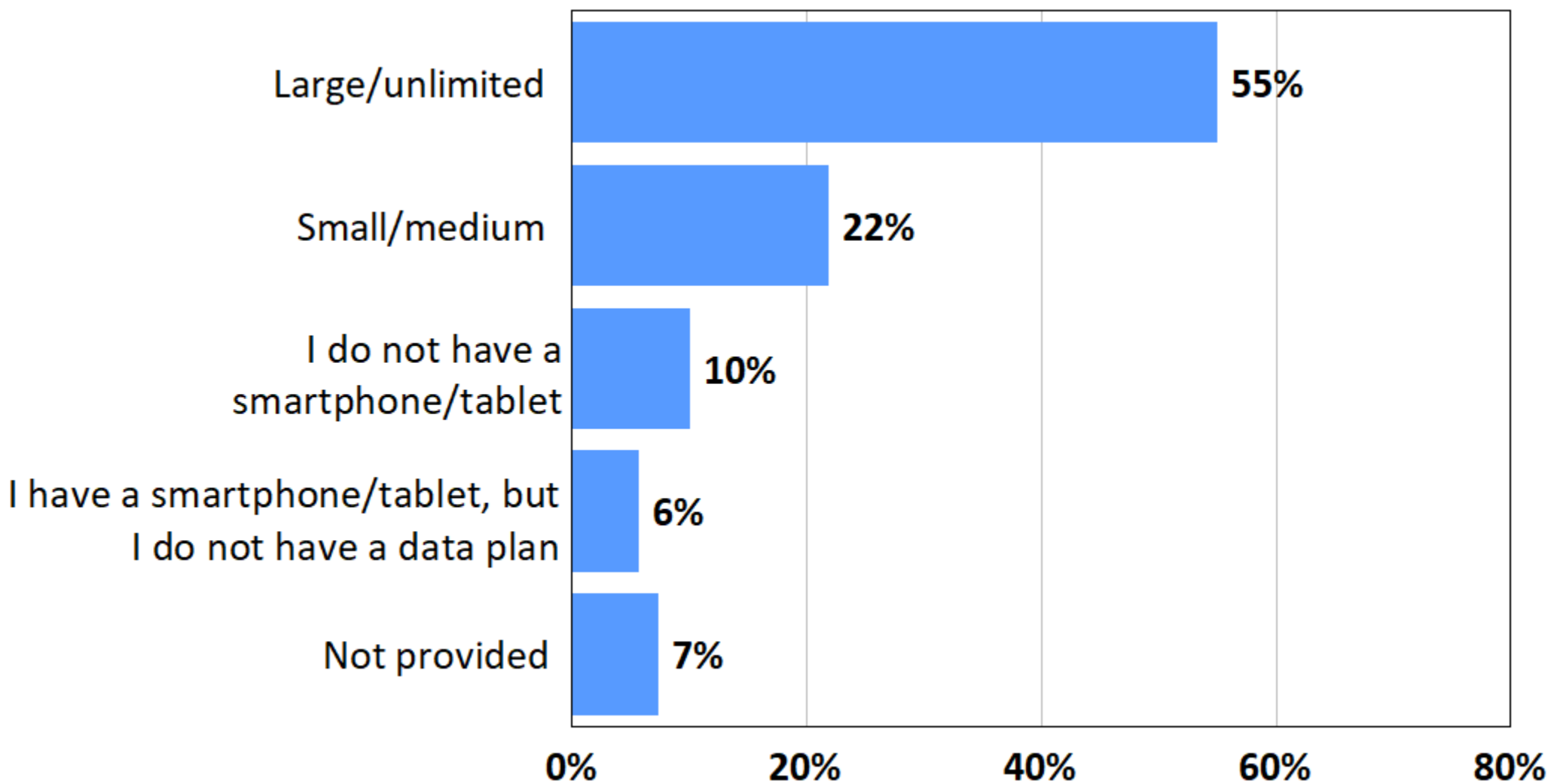
## Could you have used one of these for this trip? (Q17)

by percentage of respondents who have at least one licensed, working cars at their household



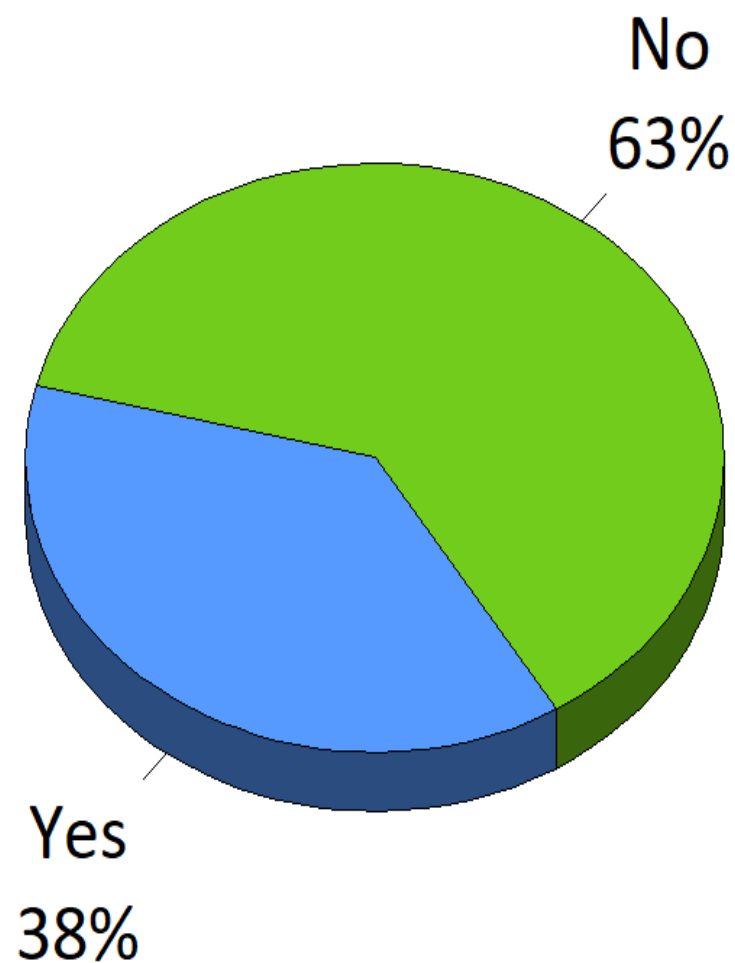
## If you have a smartphone/tablet, how big is your data plan? (Q18)

by percentage of respondents



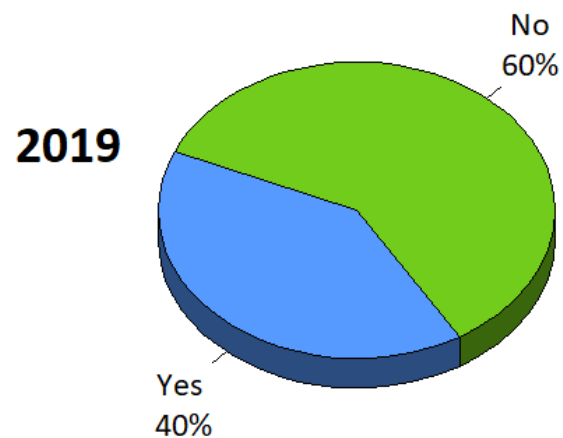
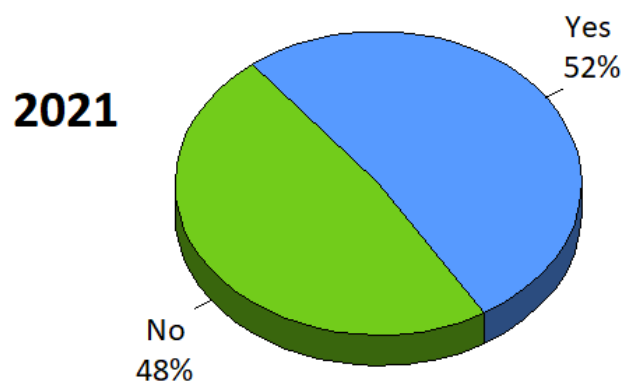
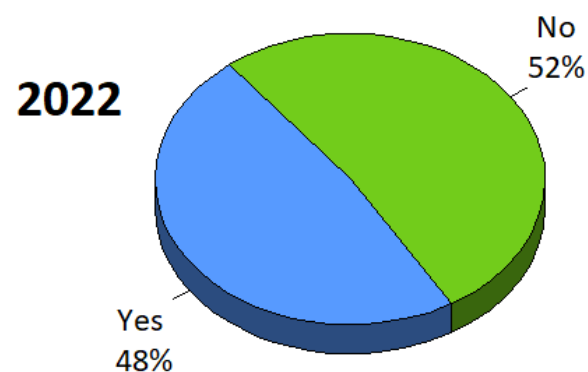
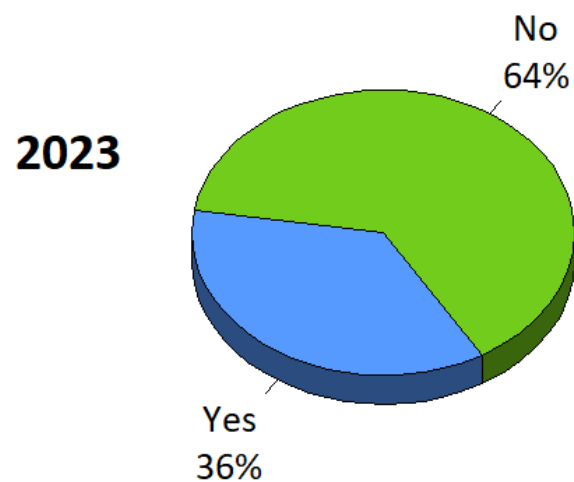
## Do you currently have a valid driver's license? (Q19)

by percentage of respondents (excluding “not provided”)



## Trends: Do you currently have a valid driver's license? (Q19)

by percentage of respondents (excluding “not provided”)

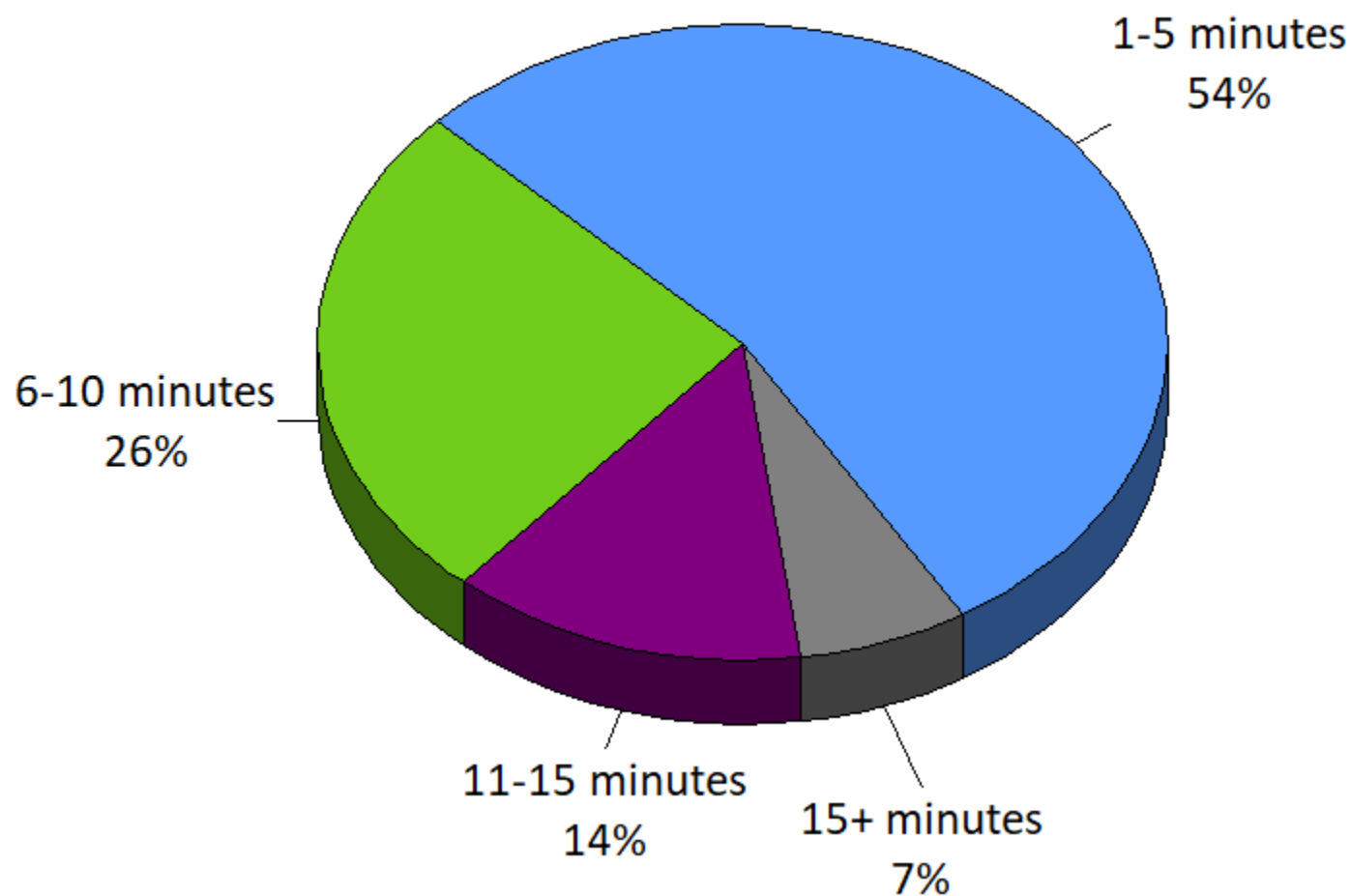




# CUSTOMER TRANSPORTATION CHARACTERISTICS

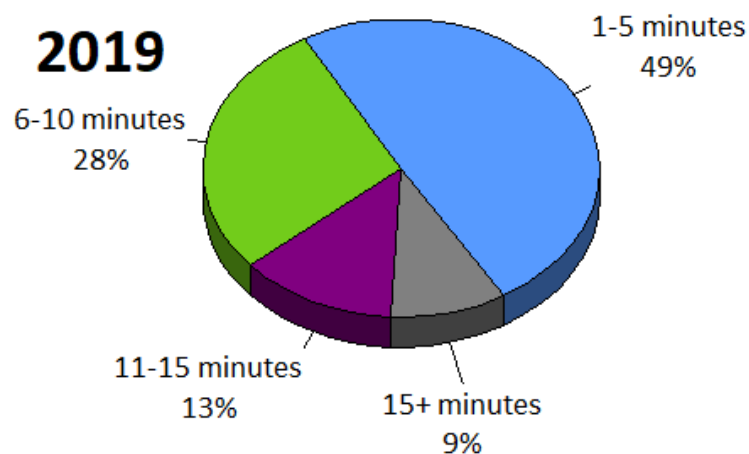
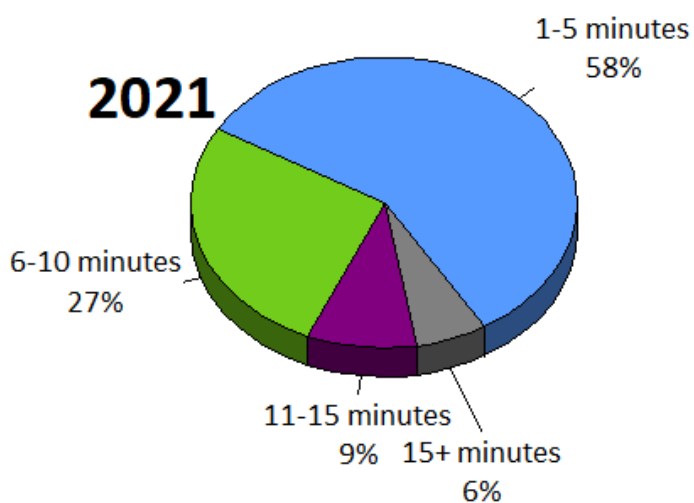
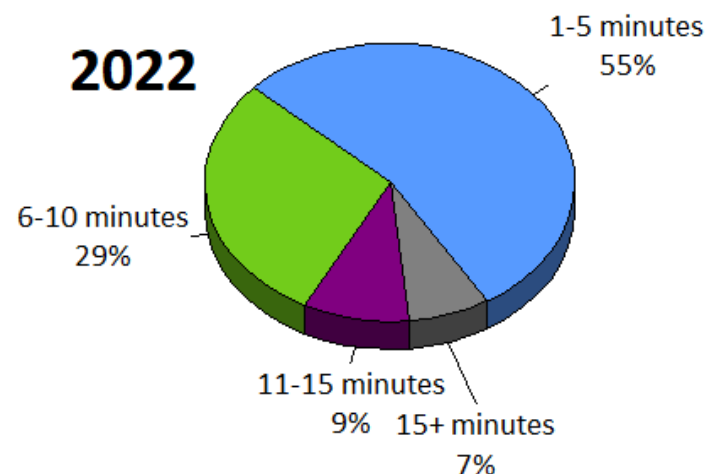
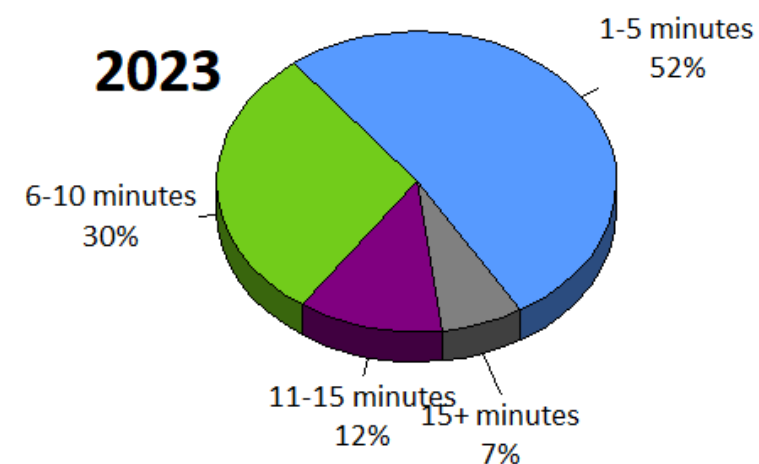
## If you walked to a bus stop to board this bus, how long did it take? (Q4)

by percentage of respondents (excluding “not provided”)



# Trends: If you walked to a bus stop to board this bus, how long did it take? (Q4)

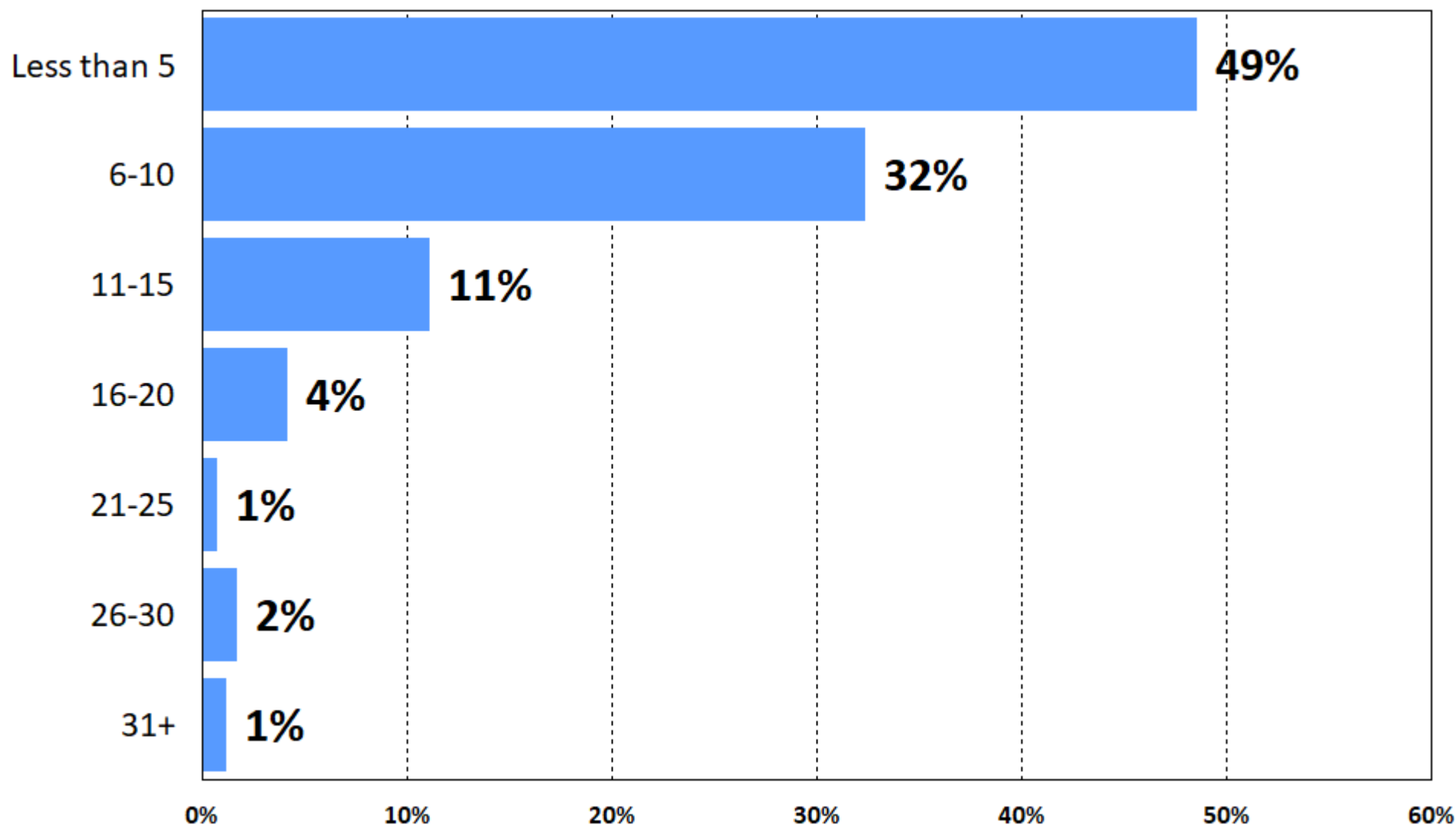
by percentage of respondents (excluding “not provided”)





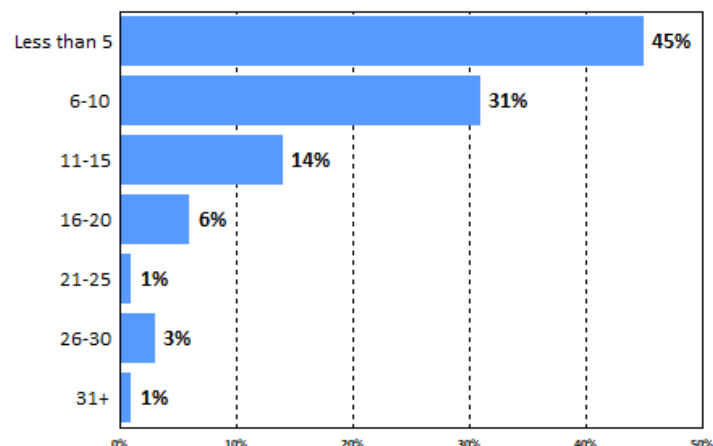
# How many minutes did you wait for the bus once you arrived at the stop? (Q5)

by percentage of respondents (excluding “not provided”)

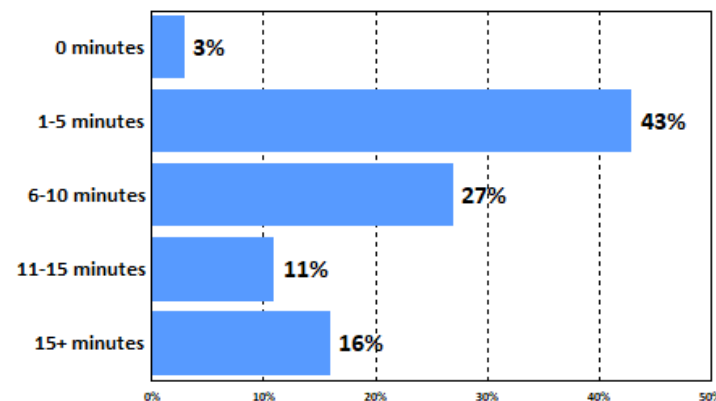


# Trends: How many minutes did you wait for the bus once you arrived at the stop? (Q5)

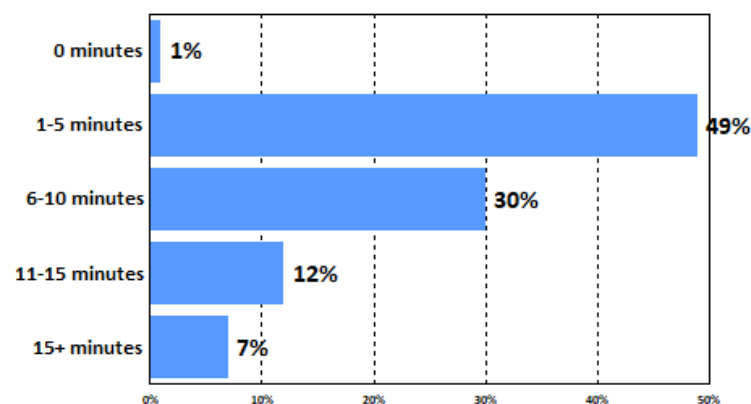
by percentage of respondents (excluding “not provided”)



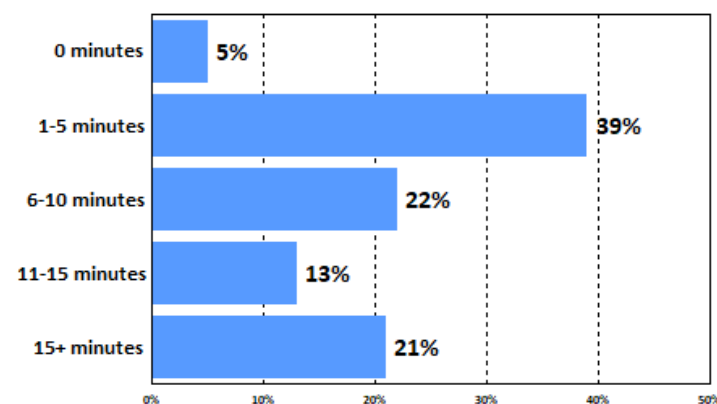
**2023**



**2022**

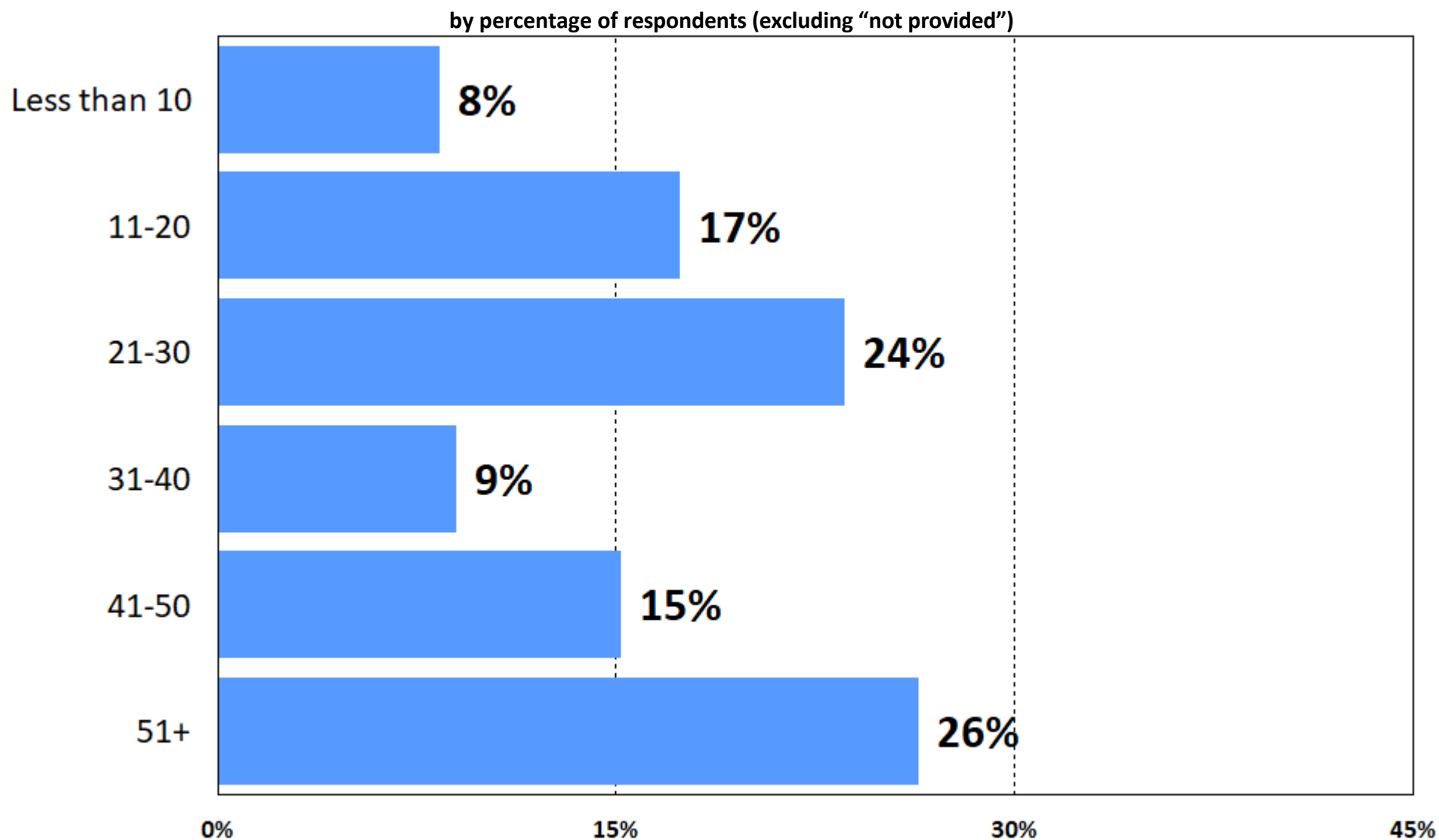


**2021**



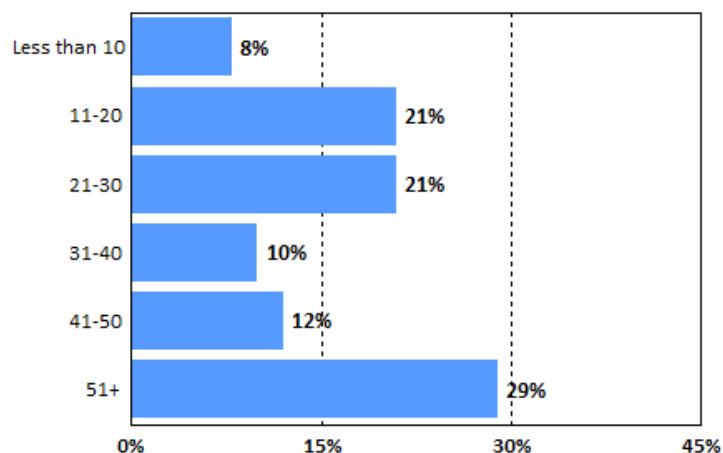
**2019**

## How many minutes do you expect your entire trip to take, including walking, waiting, and transferring? (Q6)

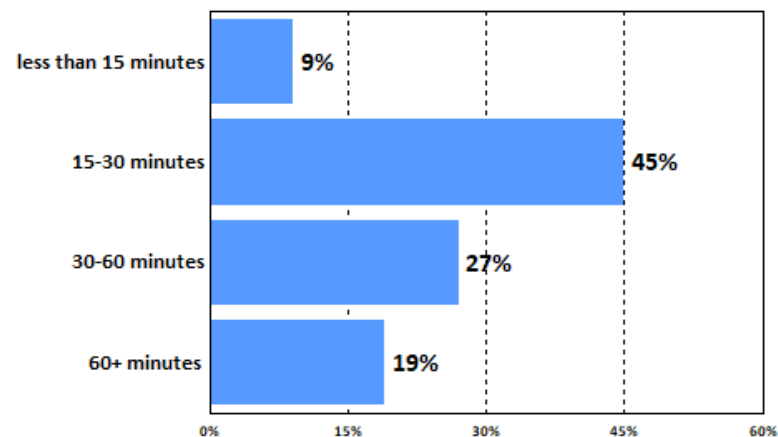


# Trends: How many minutes do you expect your entire trip to take, including walking, waiting, and transferring? (Q6)

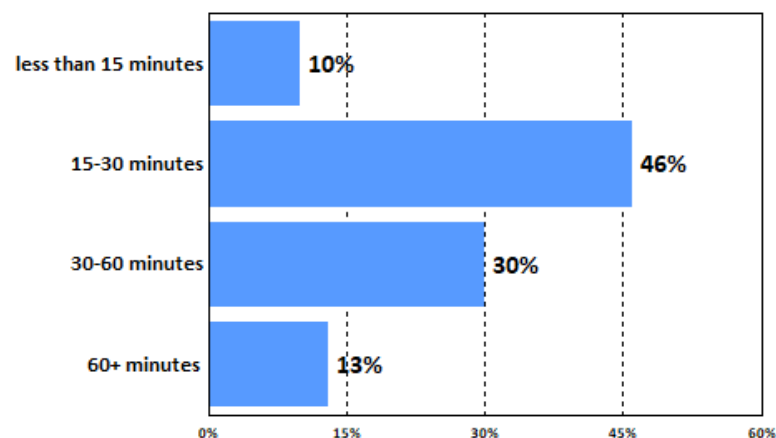
by percentage of respondents (excluding “not provided”)



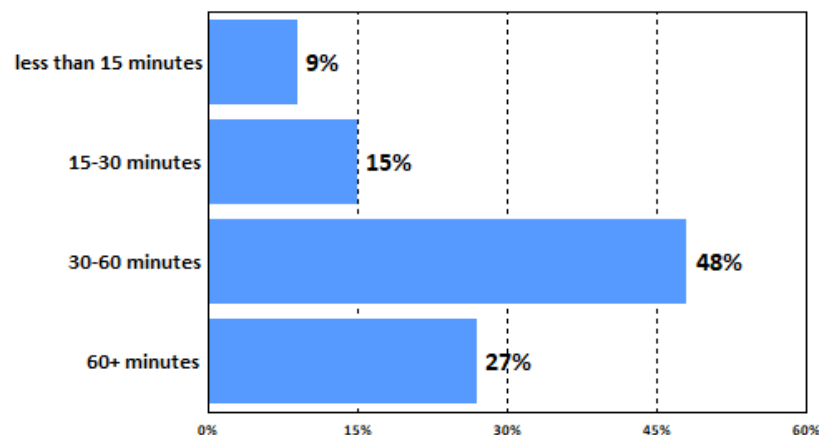
**2023**



**2022**



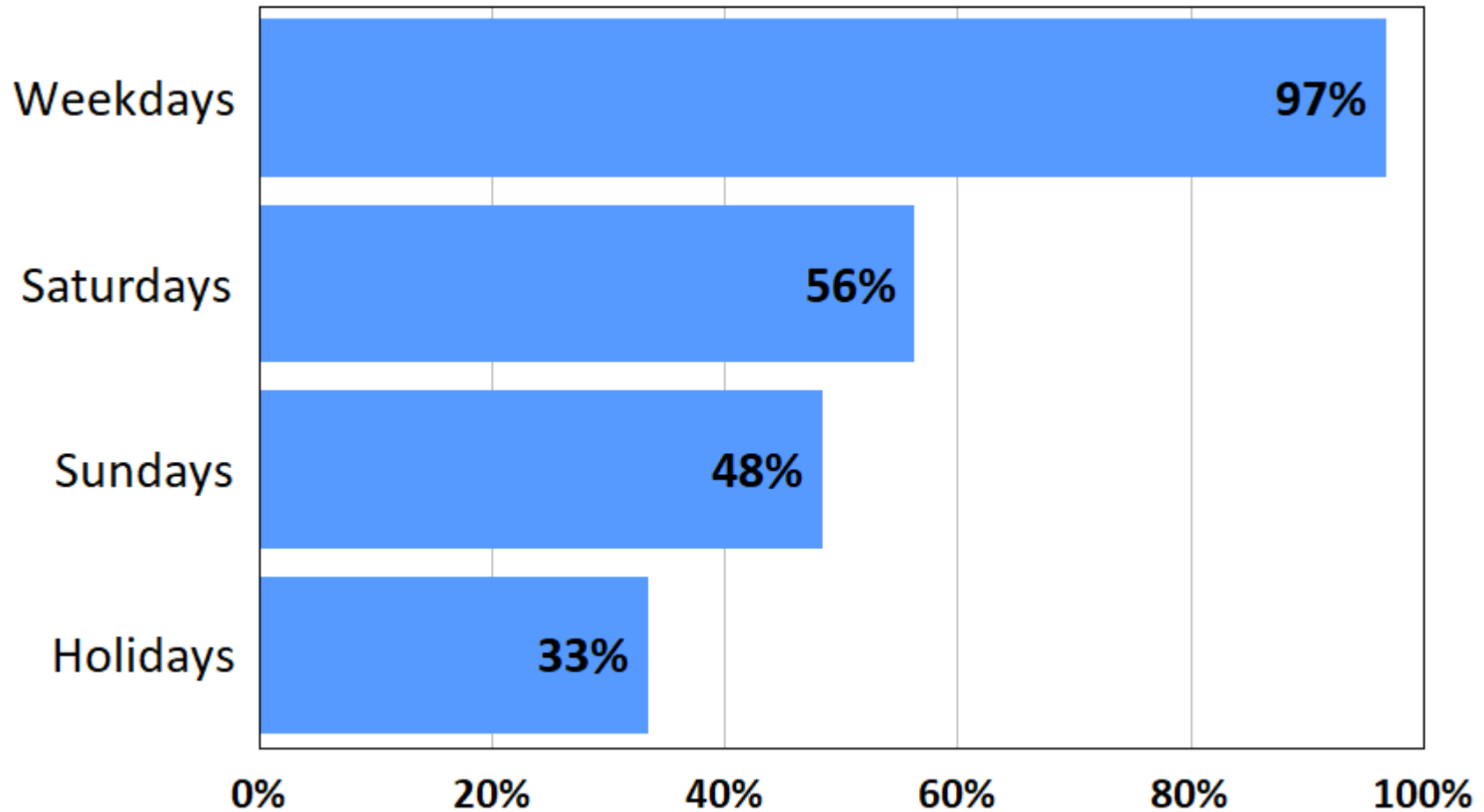
**2021**



**2019**

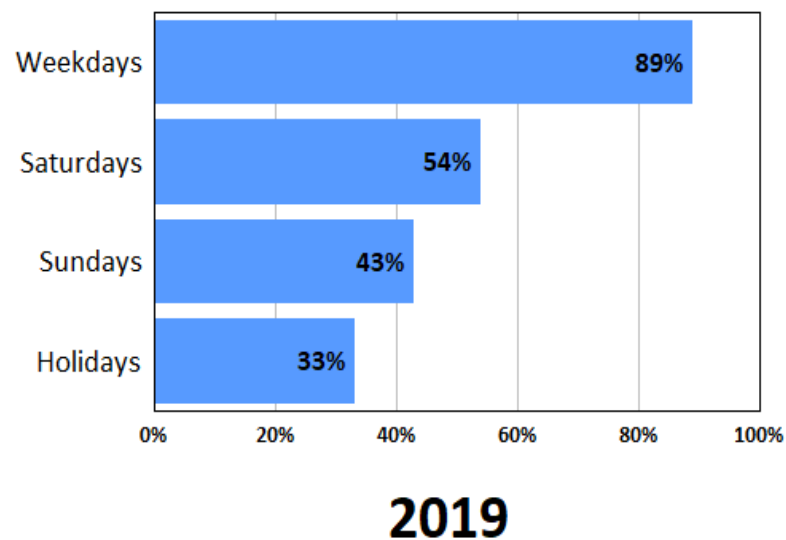
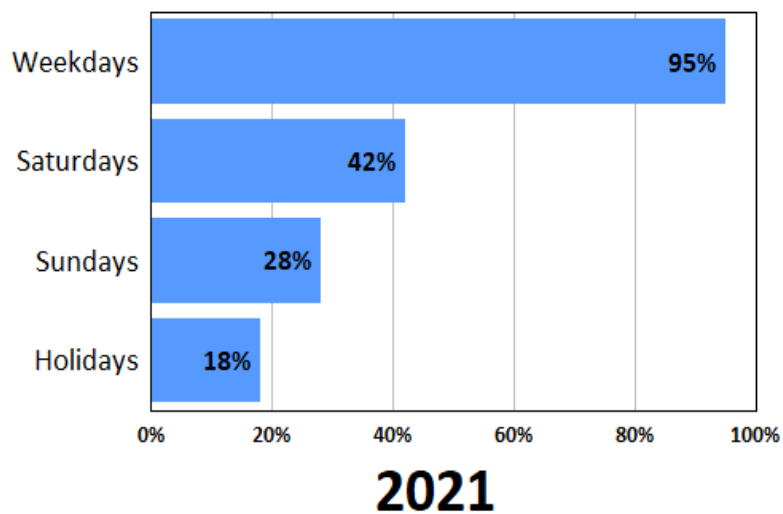
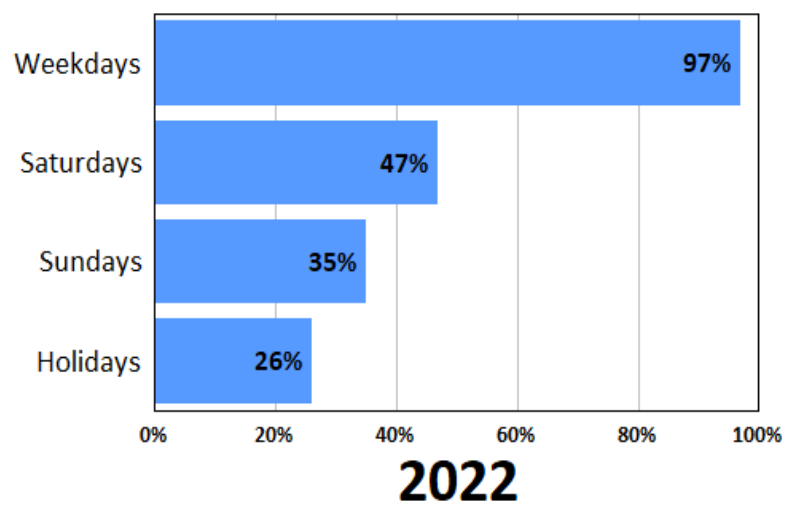
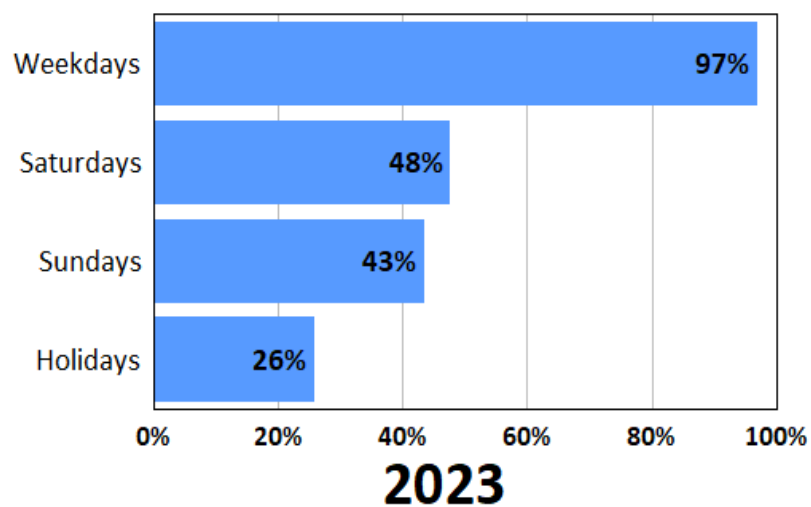
## Which days do you typically ride the bus? (Q7)

by percentage of respondents (excluding “not provided”)



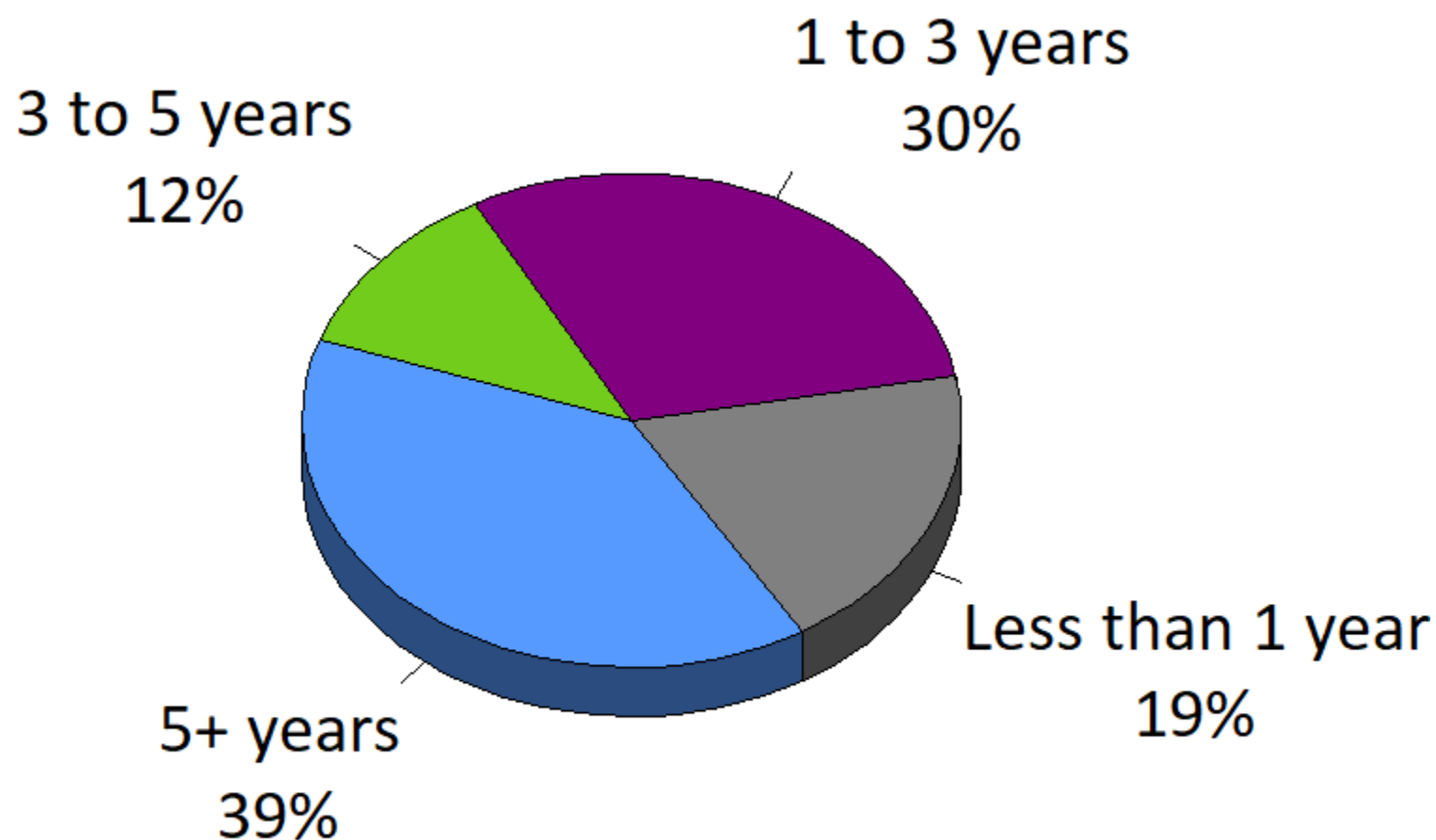
## Trends: Which days do you typically ride the bus? (Q7)

by percentage of respondents (excluding “not provided”)



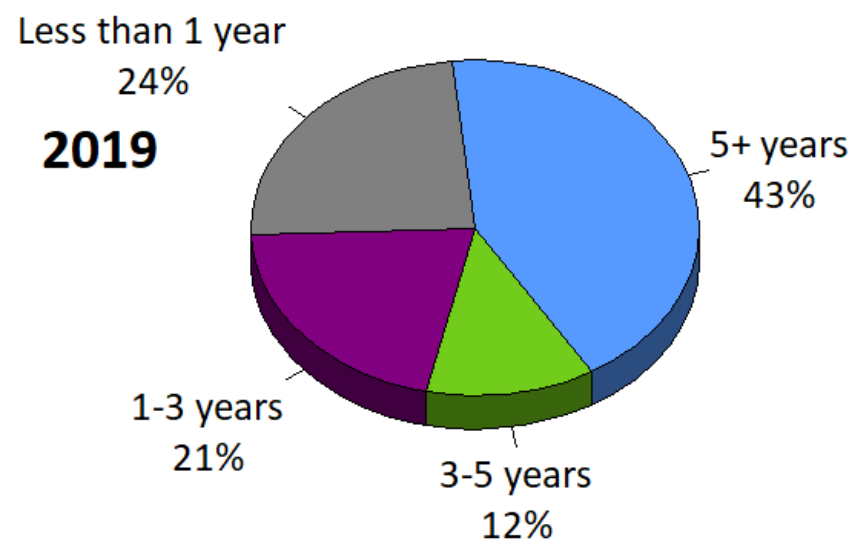
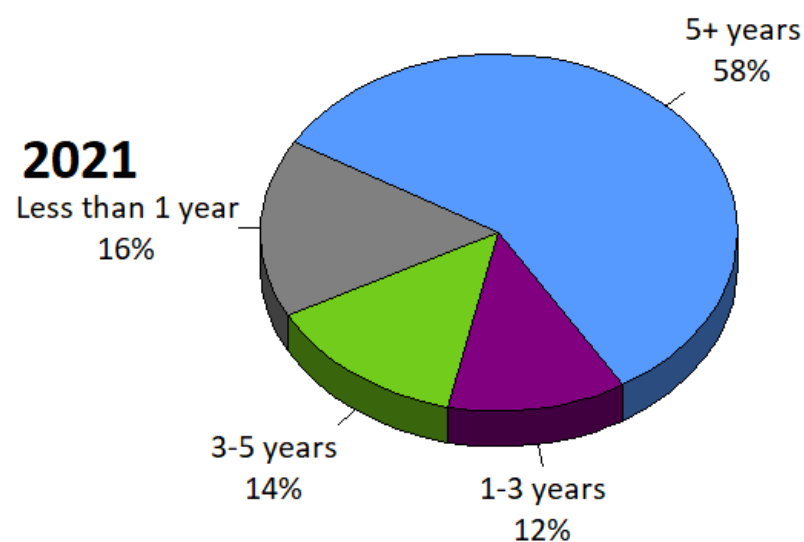
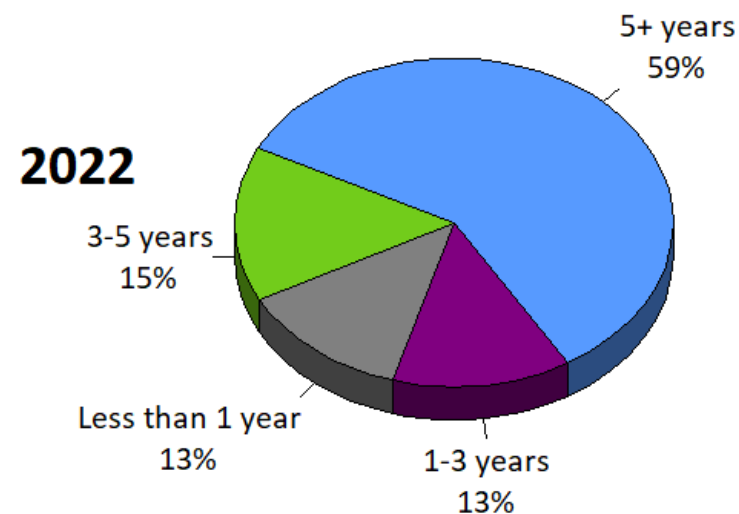
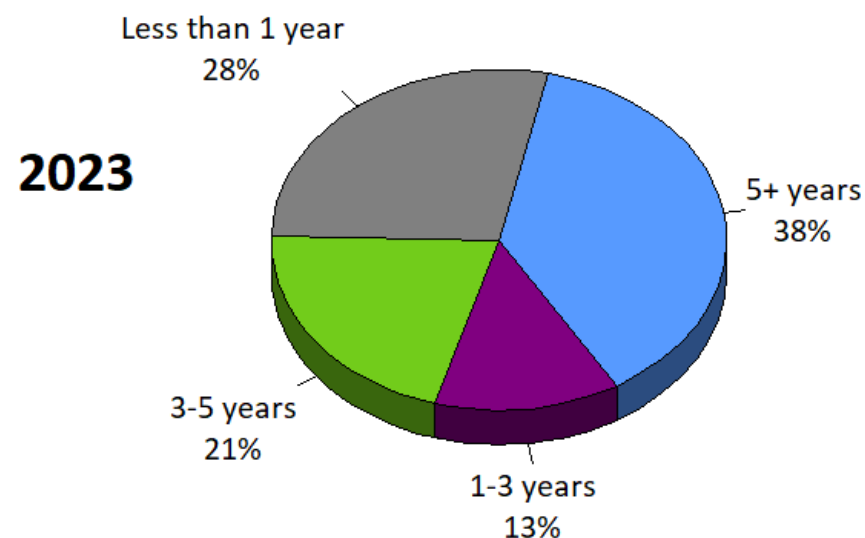
# How long have you been using the STA bus service? (Q8)

by percentage of respondents (excluding “not provided”)



# Trend: How long have you been using the STA bus service? (Q8)

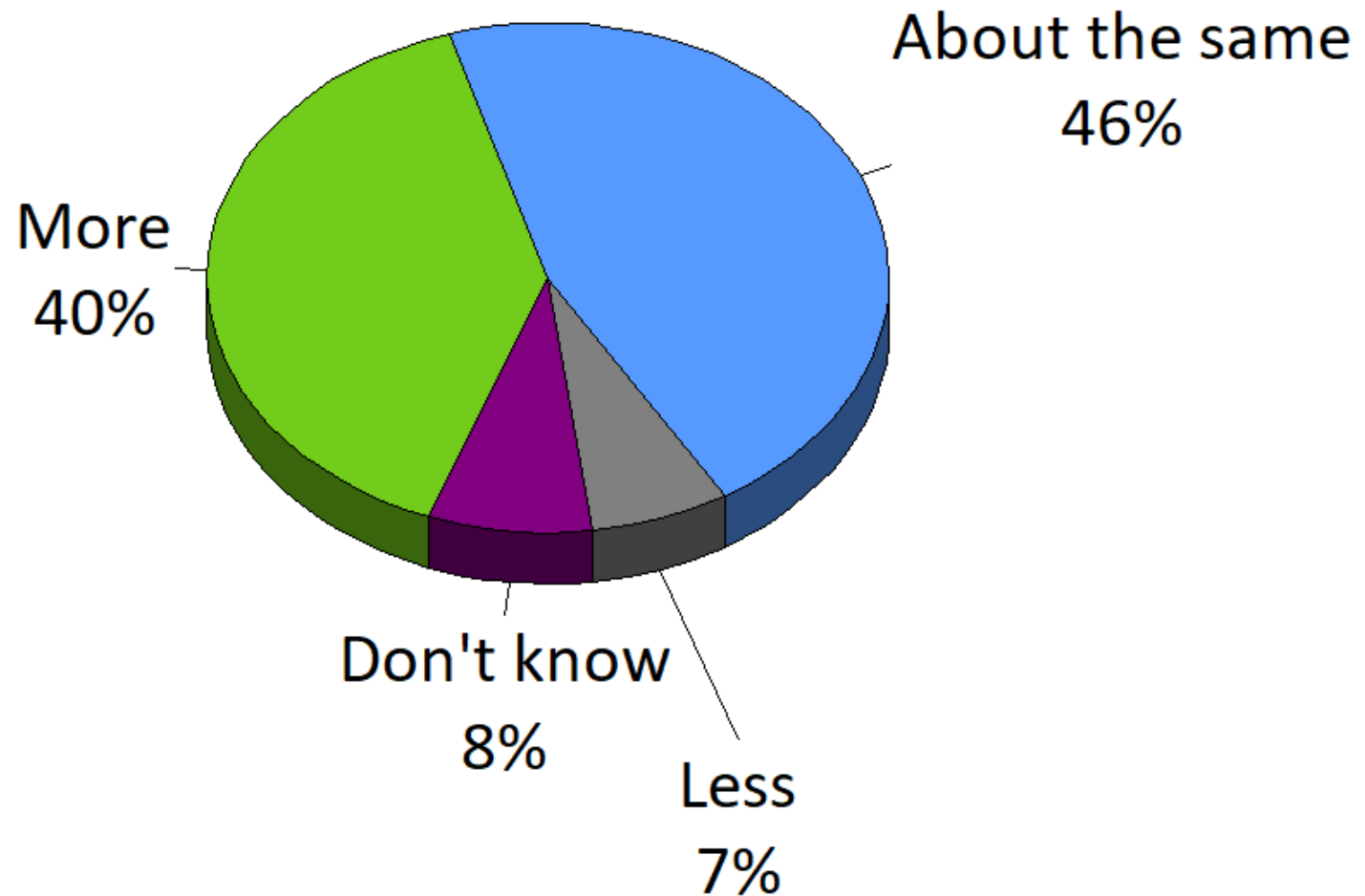
by percentage of respondents (excluding “not provided”)





## Compared to one year ago, are you riding the bus more, about the same, or less? (Q9)

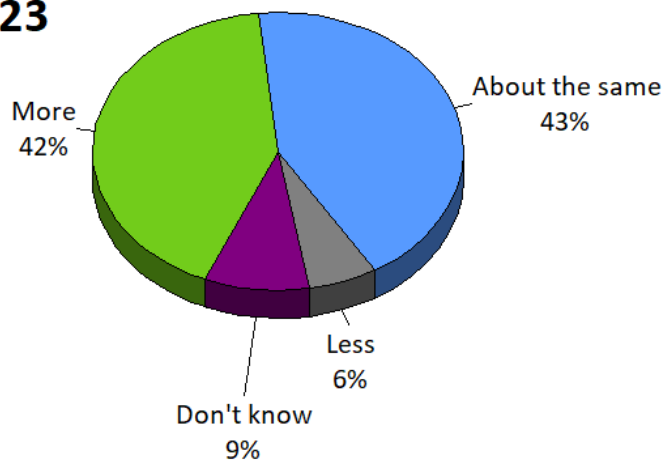
by percentage of respondents



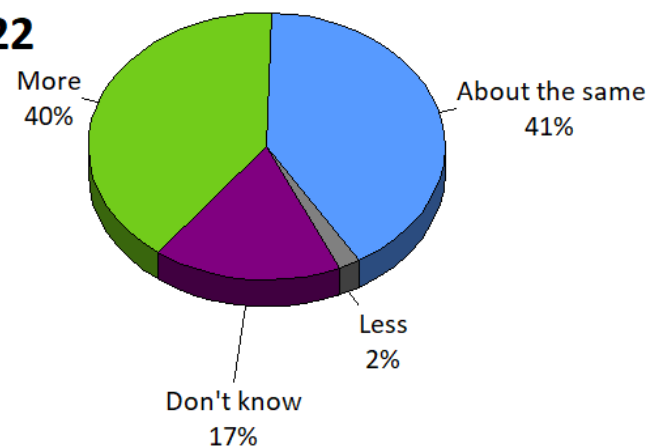
# Trends: Compared to one year ago, are you riding the bus more, about the same, or less? (Q9)

by percentage of respondents

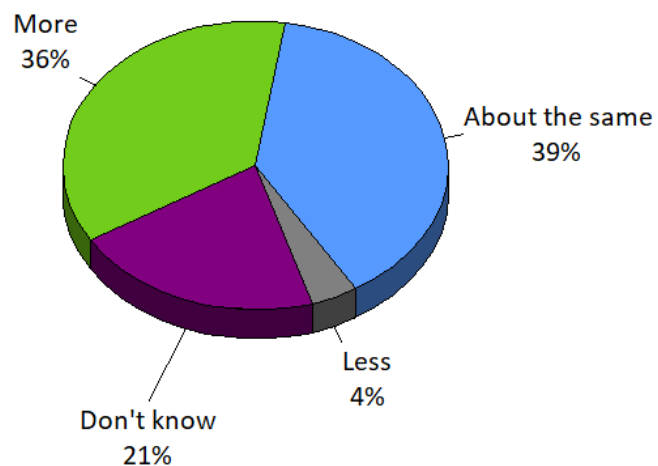
**2023**



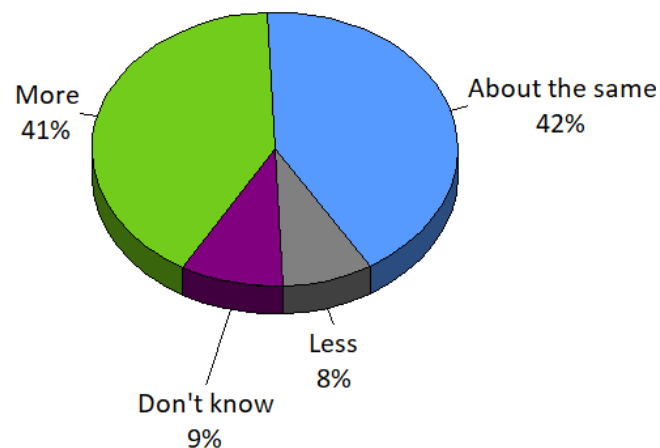
**2022**



**2021**

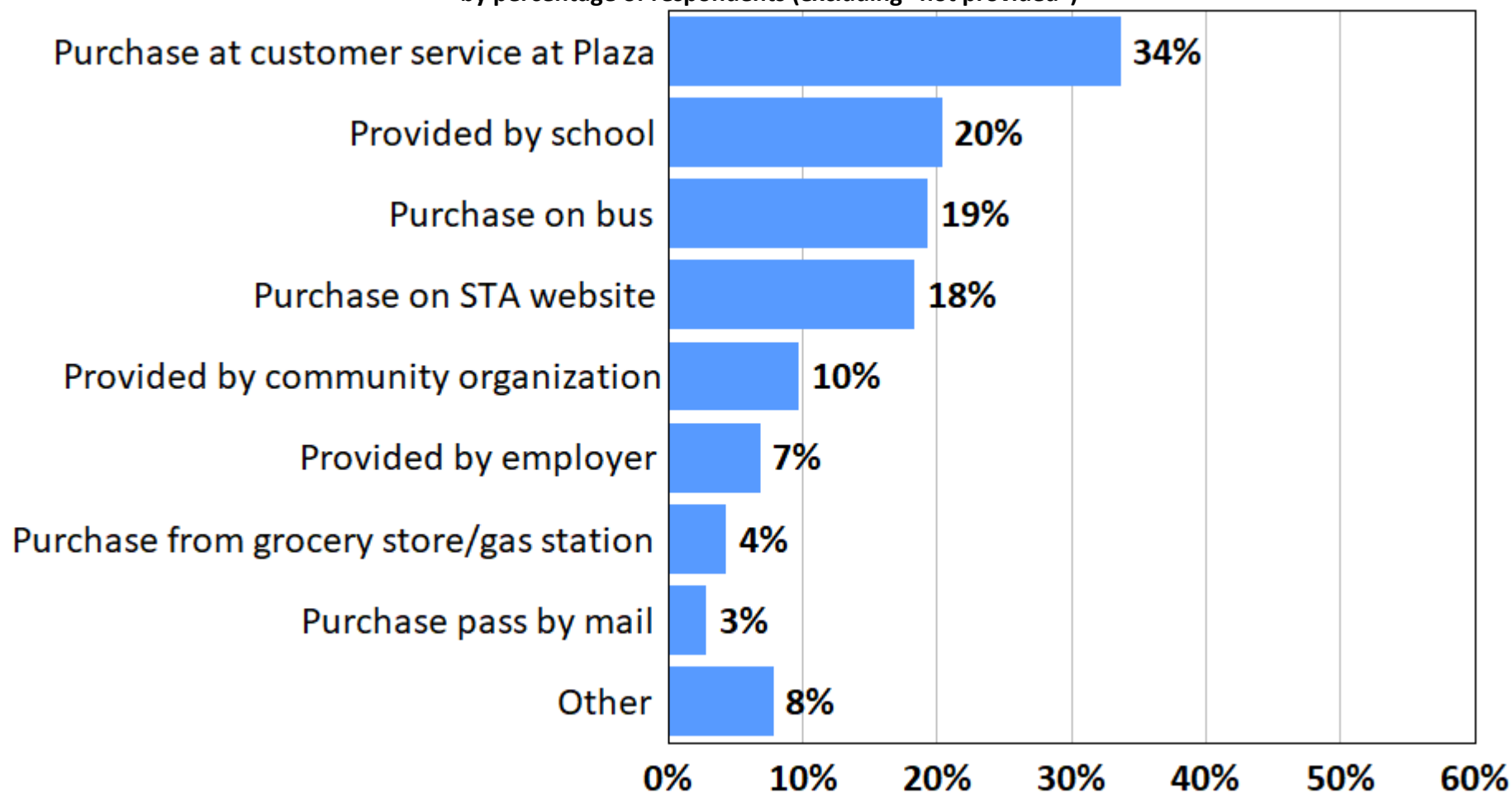


**2019**



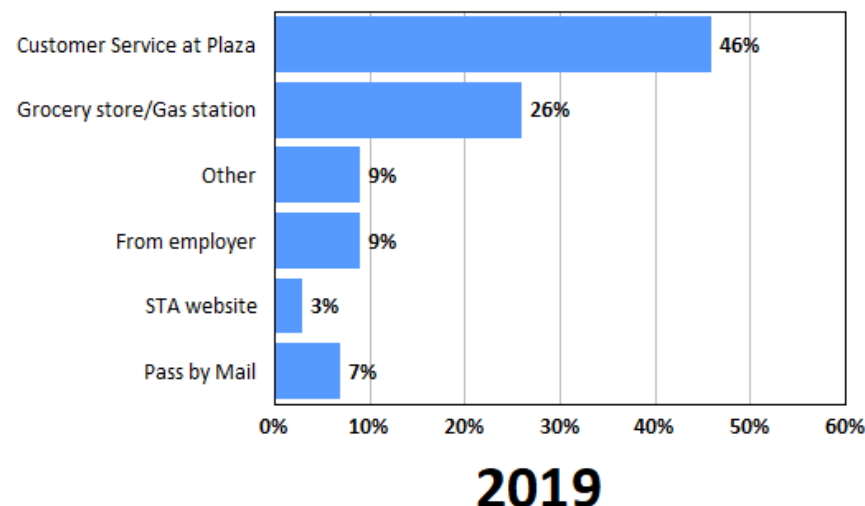
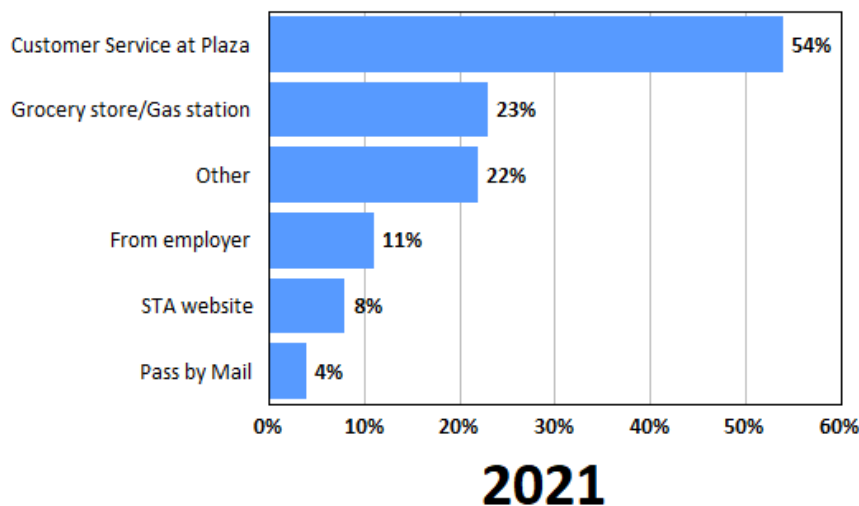
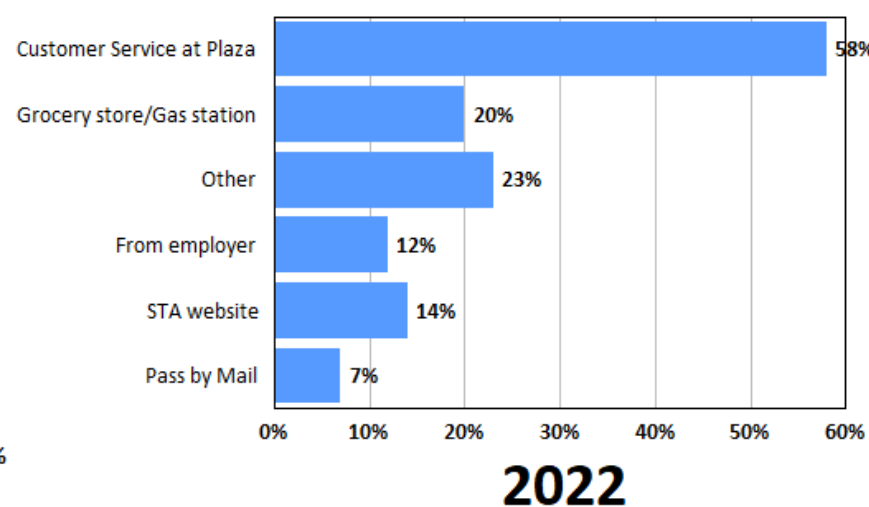
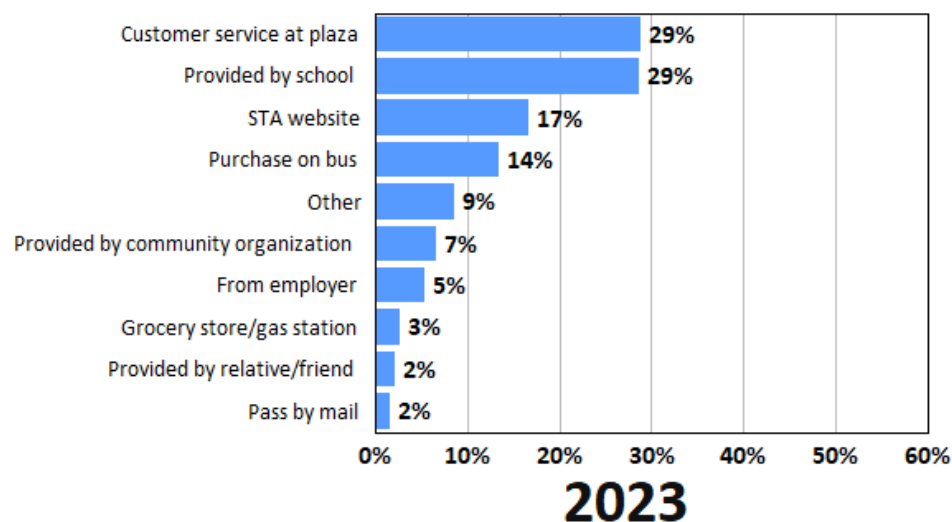
## How do you typically obtain your bus pass? (Q11)

by percentage of respondents (excluding “not provided”)



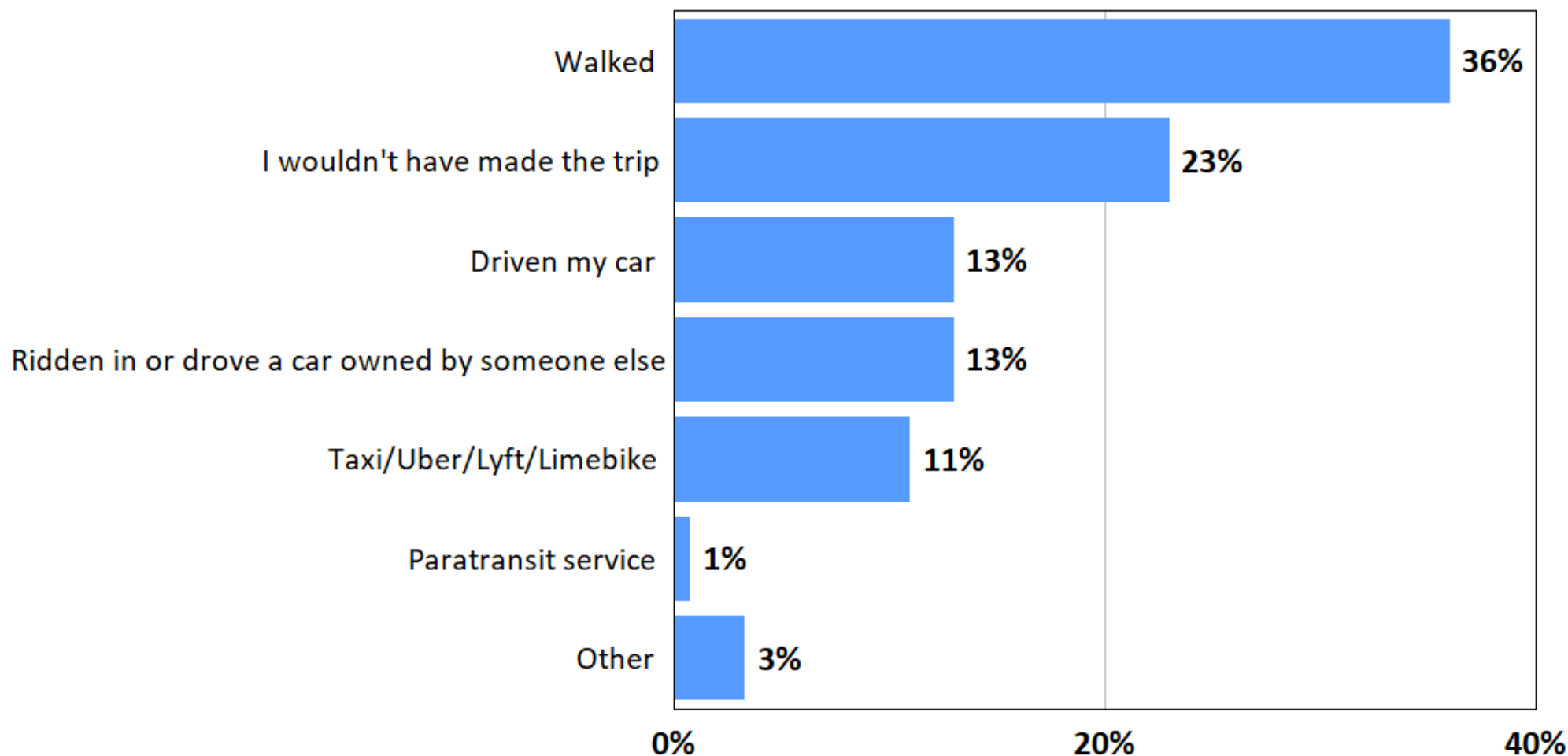
# Trends: How do you typically obtain your bus pass? (Q11)

by percentage of respondents (excluding “not provided”)



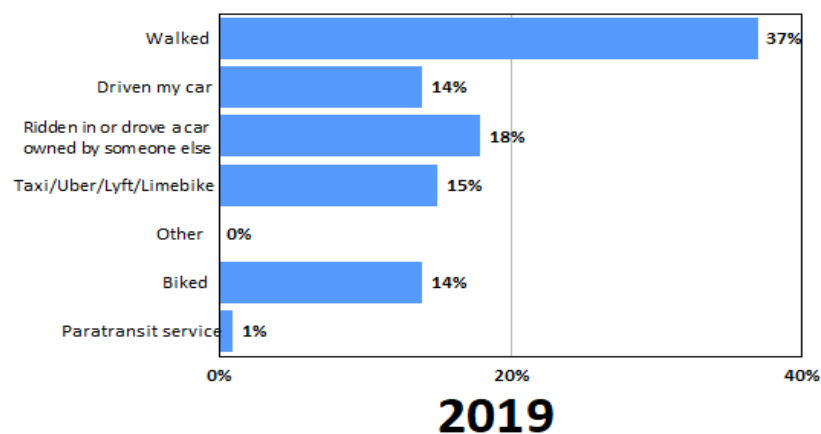
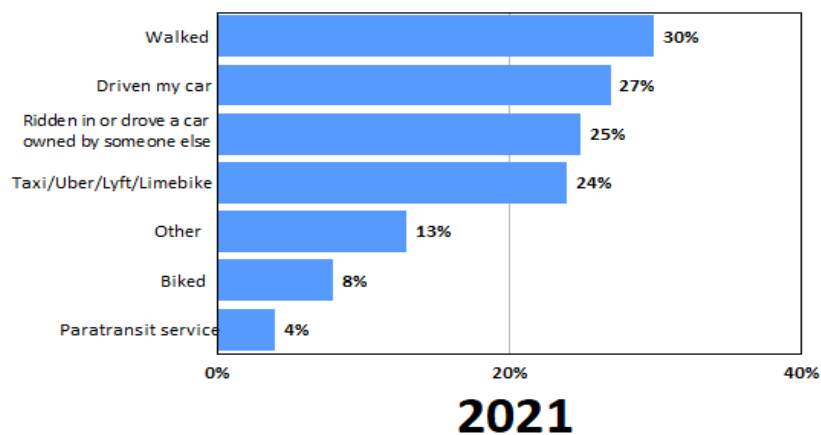
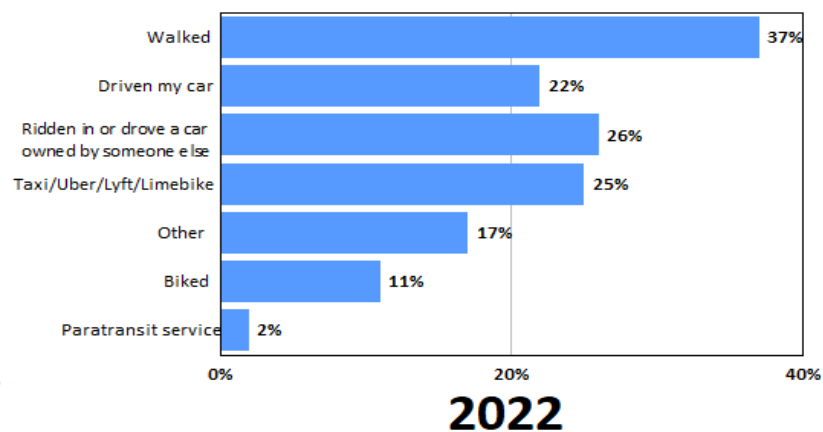
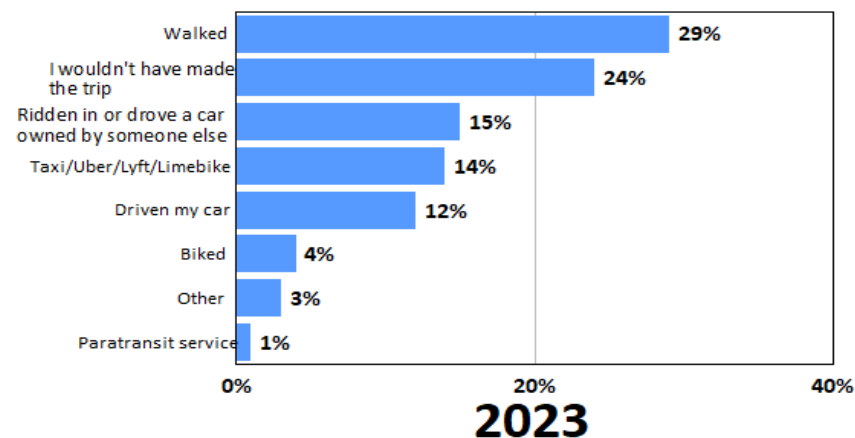
# If transit had not been available for this trip, would you have: (Q12)

by percentage of respondents (excluding “not provided”)



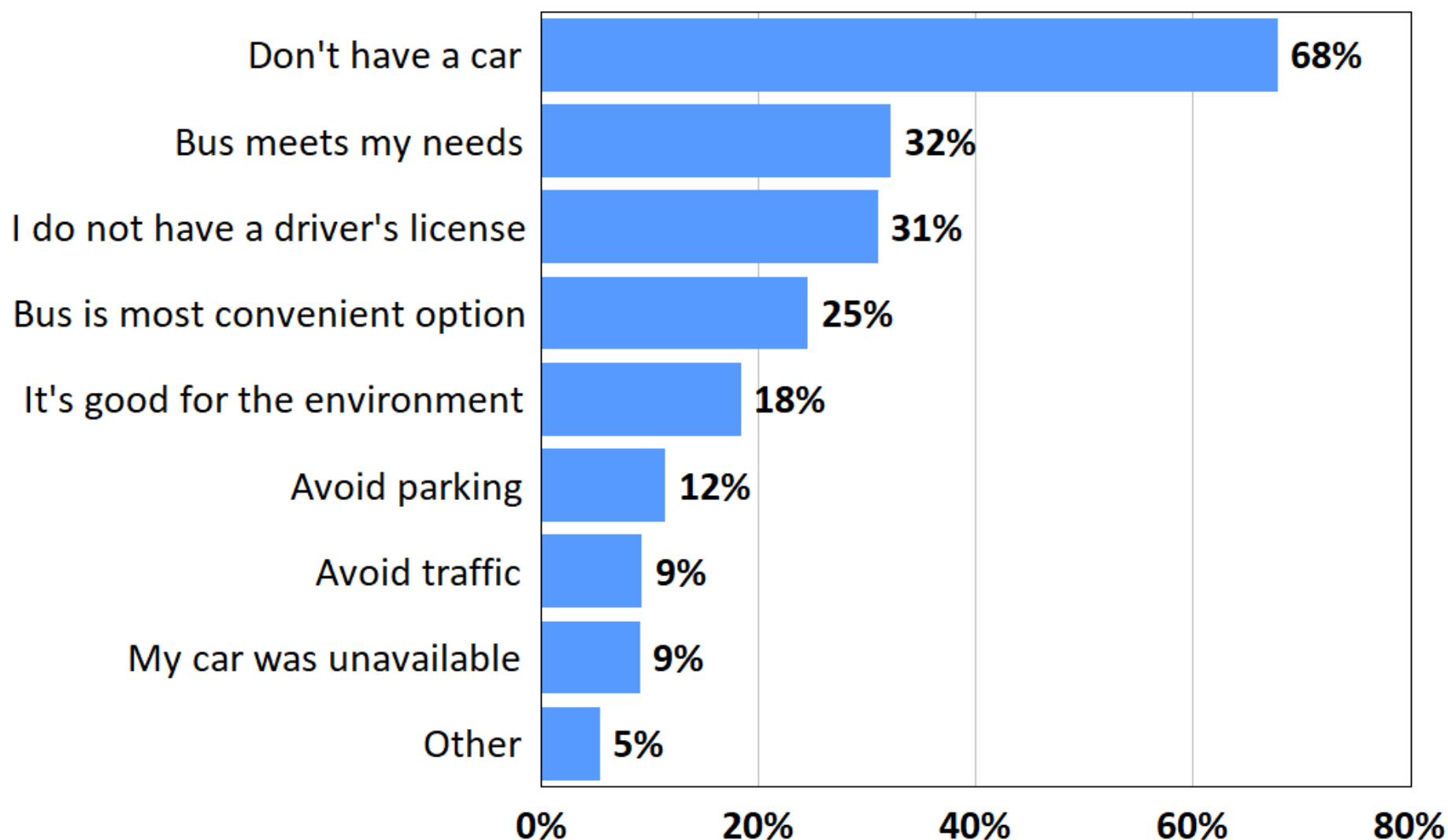
# Trends: If transit had not been available for this trip, would you have: (Q12)

by percentage of respondents (excluding “not provided”)



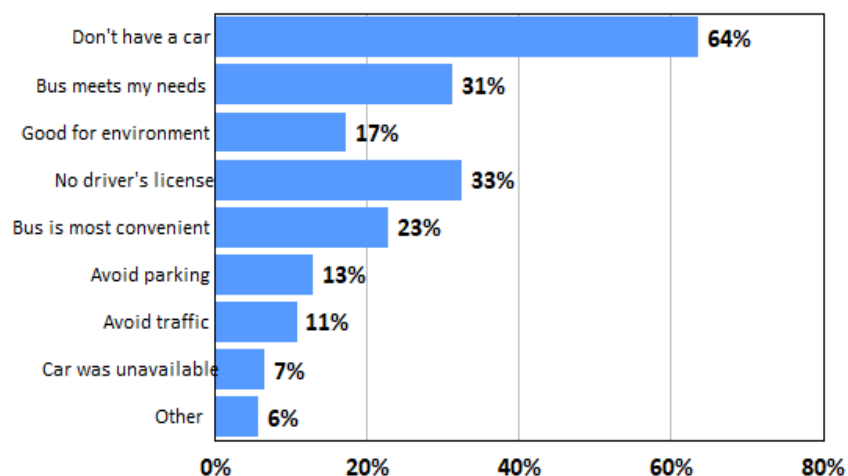
## What are your main reasons for choosing to ride the bus? (Q13)

by percentage of respondents (excluding “not provided”)

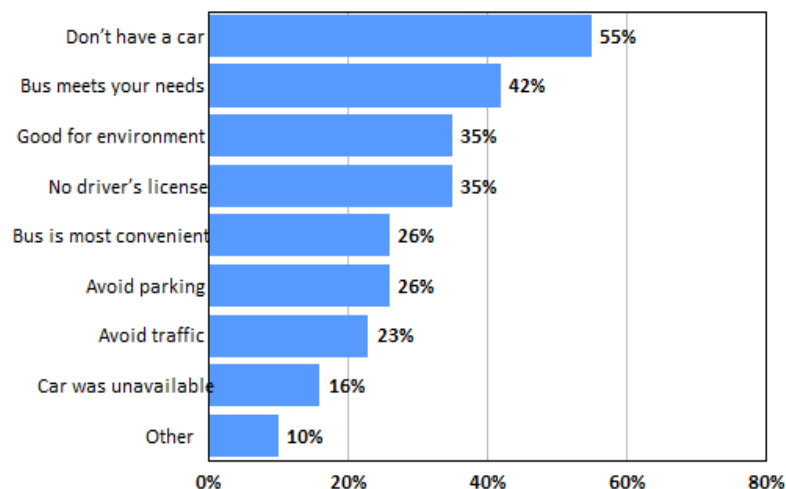


# Trends: What are your main reasons for choosing to ride the bus? (Q13)

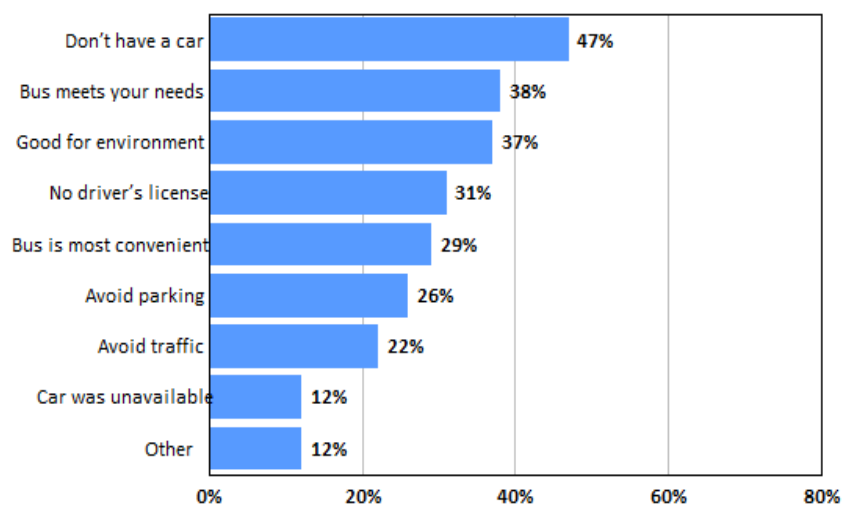
by percentage of respondents (excluding “not provided”)



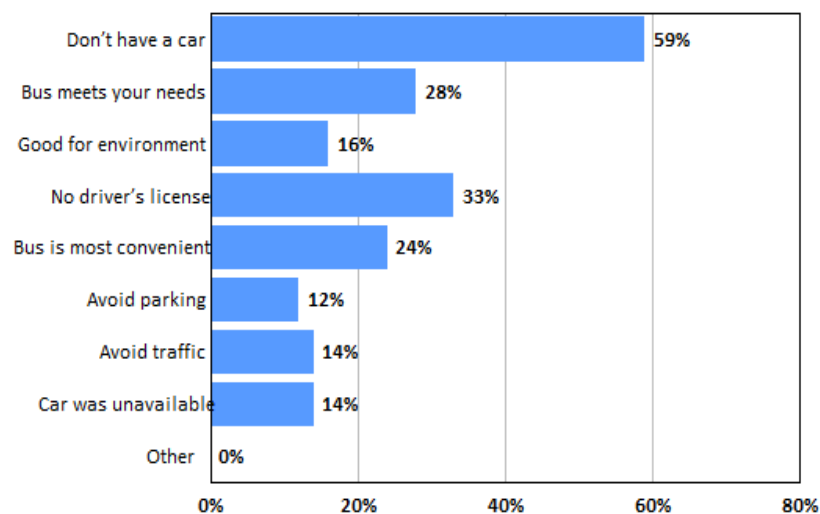
**2023**



**2022**



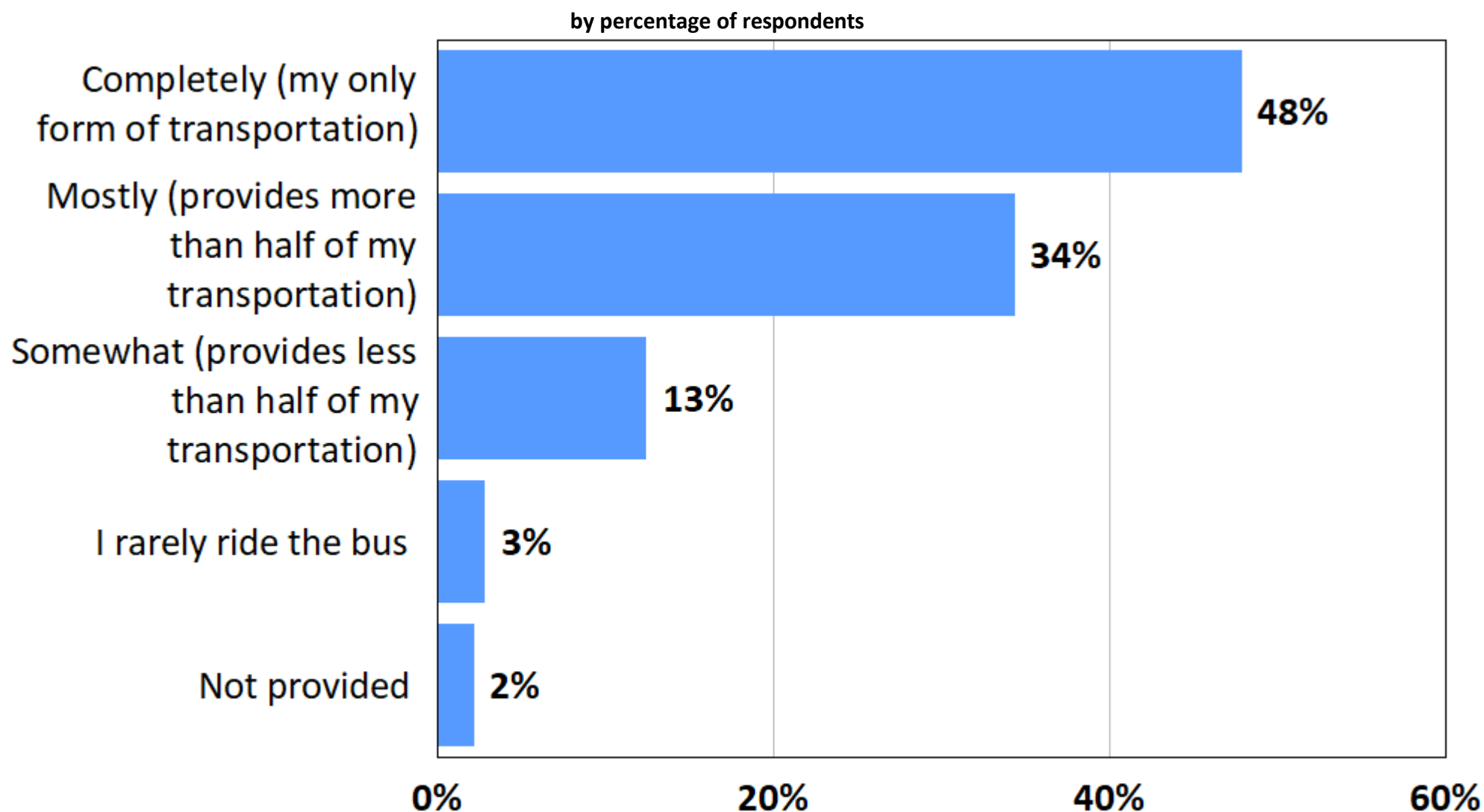
**2021**



**2019**

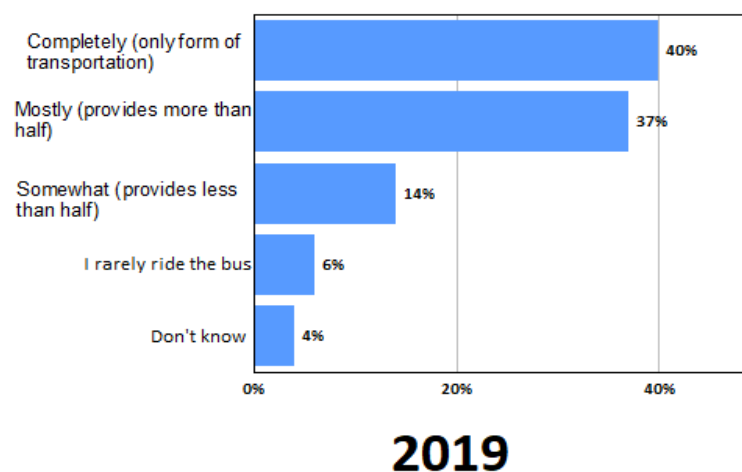
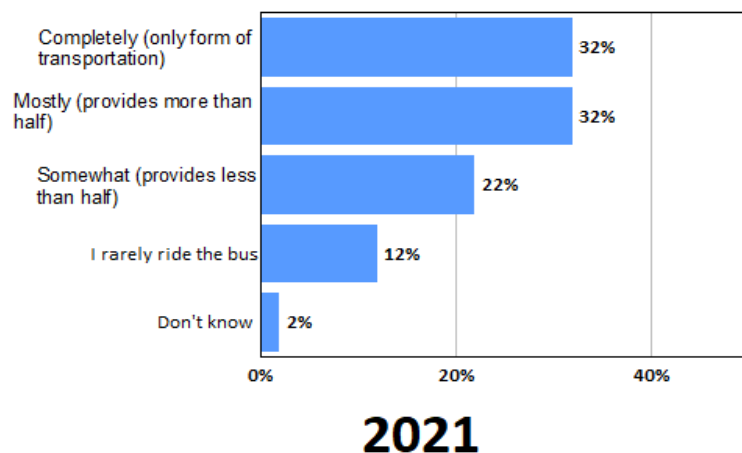
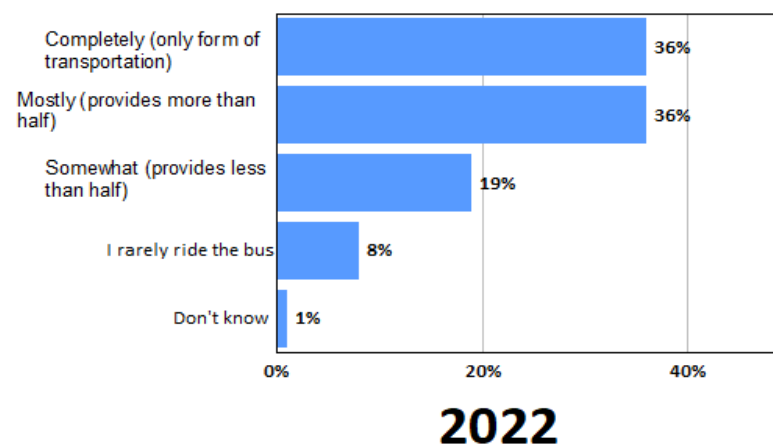
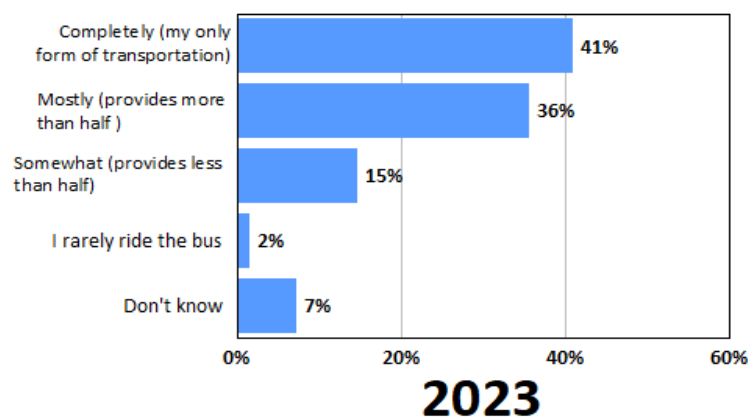


## To get around the Spokane area, which of the following best describes how much you currently rely on the bus service? (Q14)



# Trends: To get around the Spokane area, which of the following best describes how much you currently rely on the bus service? (Q14)

by percentage of respondents

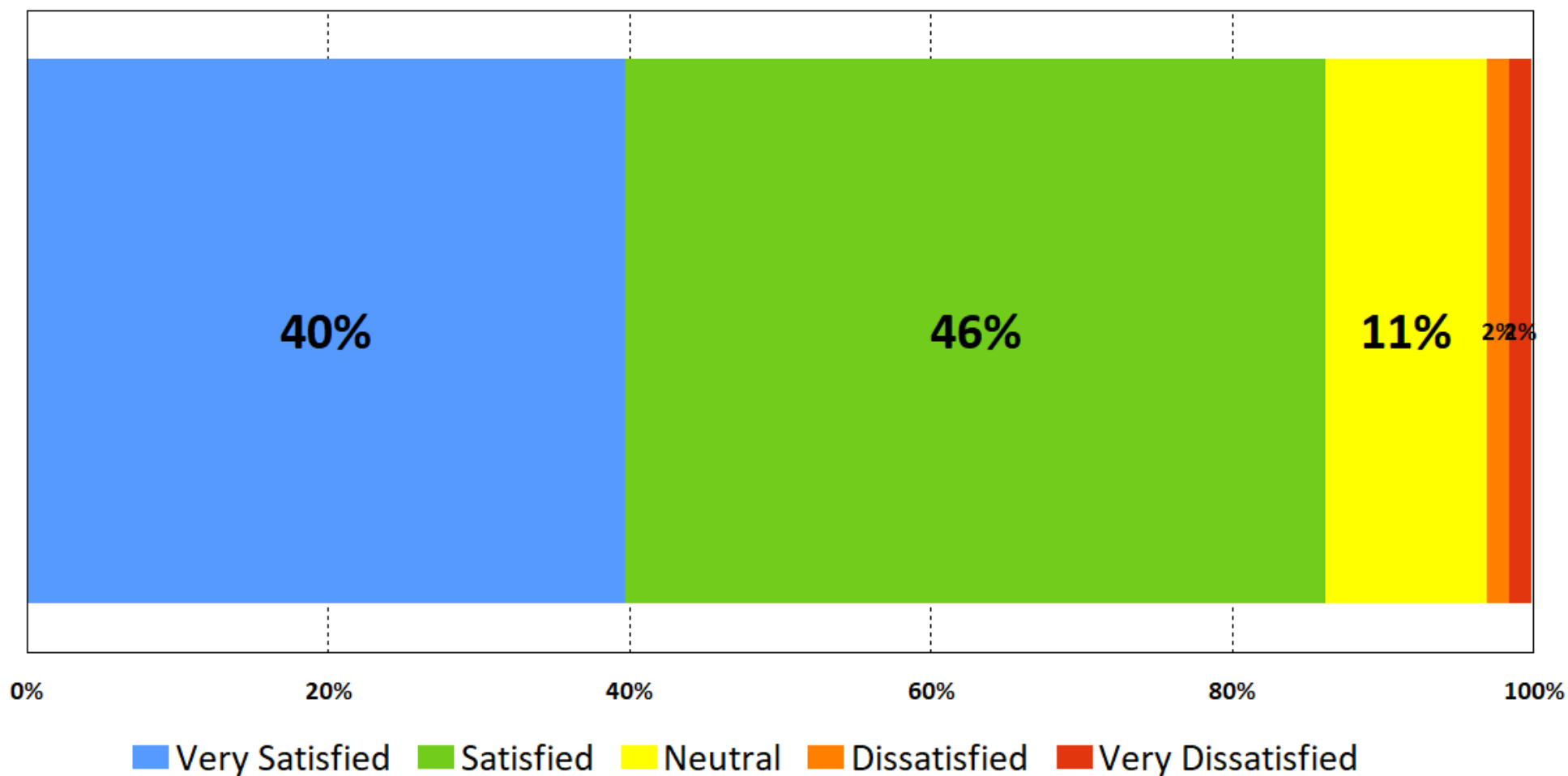




# CUSTOMER OPINIONS

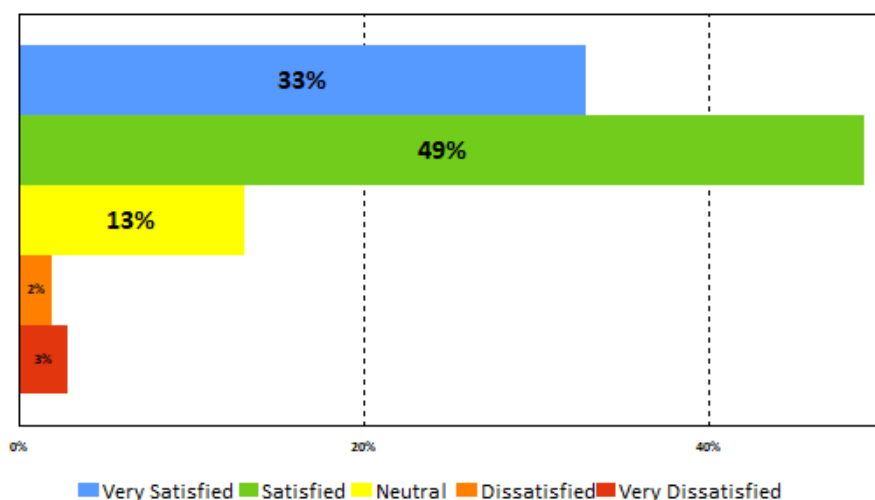
# How satisfied are you overall with the Spokane Transit bus service? (Q1)

by percentage of respondents (excluding “not provided”)

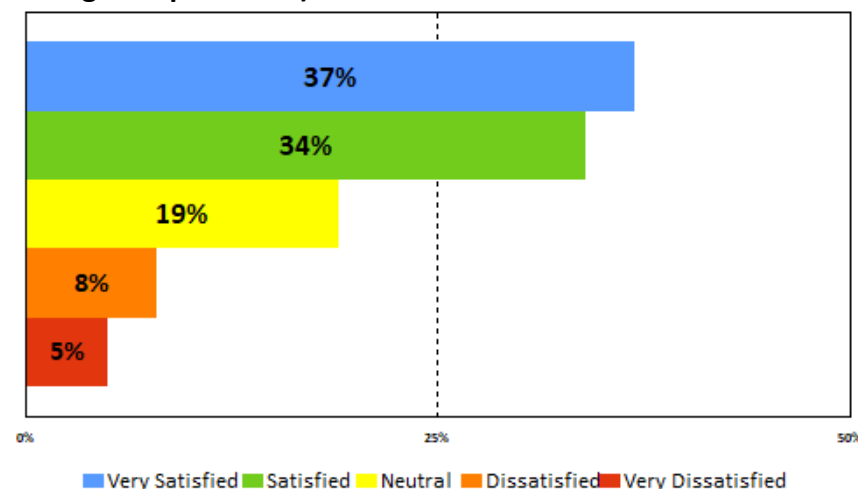


# Trends: How satisfied are you overall with the Spokane Transit bus service? (Q1)

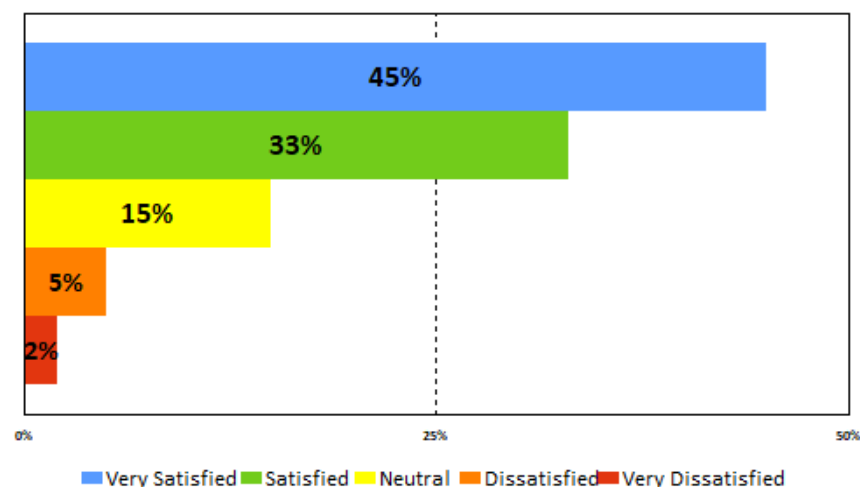
by percentage of respondents (excluding “not provided”)



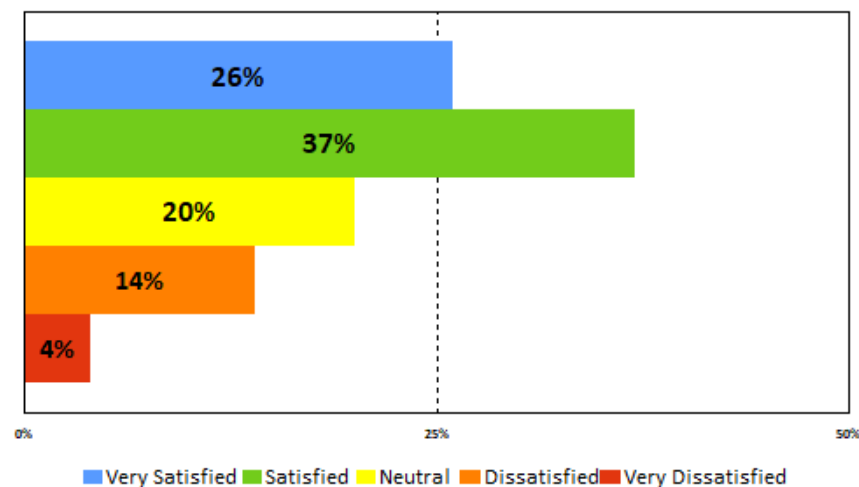
**2023**



**2022**



**2021**



**2019**

# NET PROMOTER SCORE (Q2)

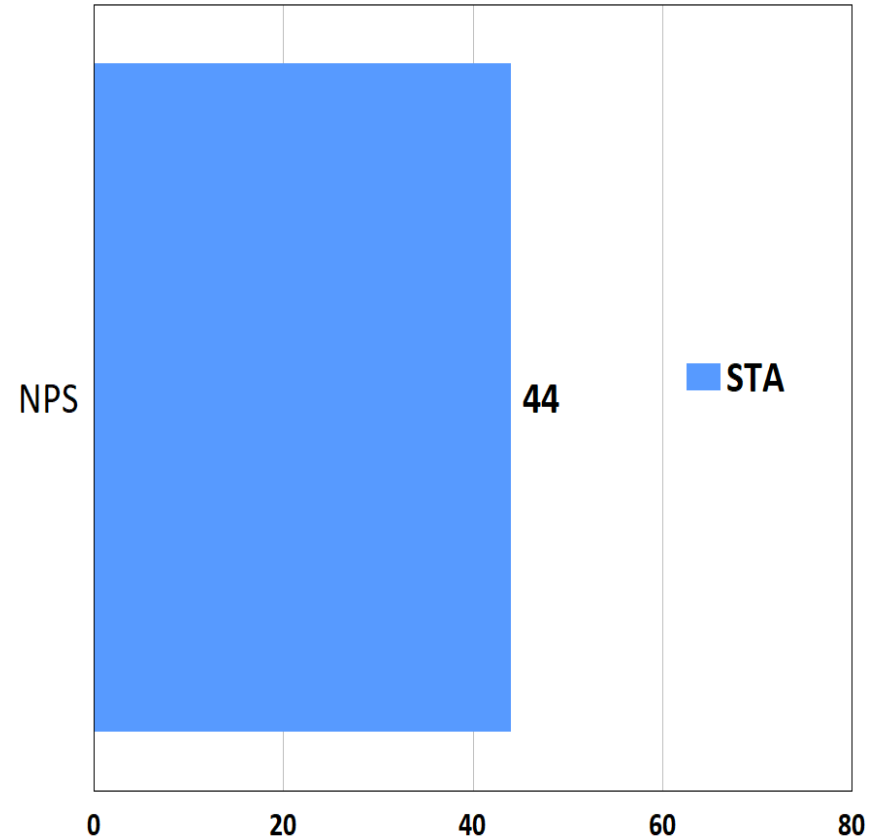
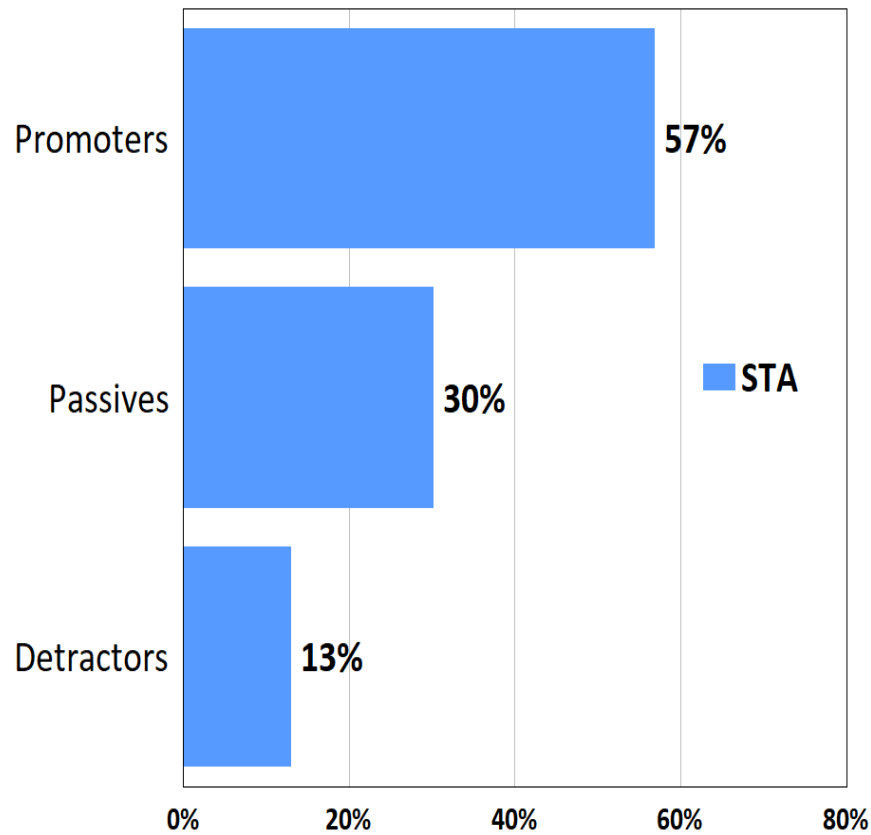
Using a 10-point scale, where 10 means “Very Likely,” and 0 means “Not Likely At All,” how likely would you be to recommend STA bus service to a friend, colleague, or family member?

“Promoter” = 10-9

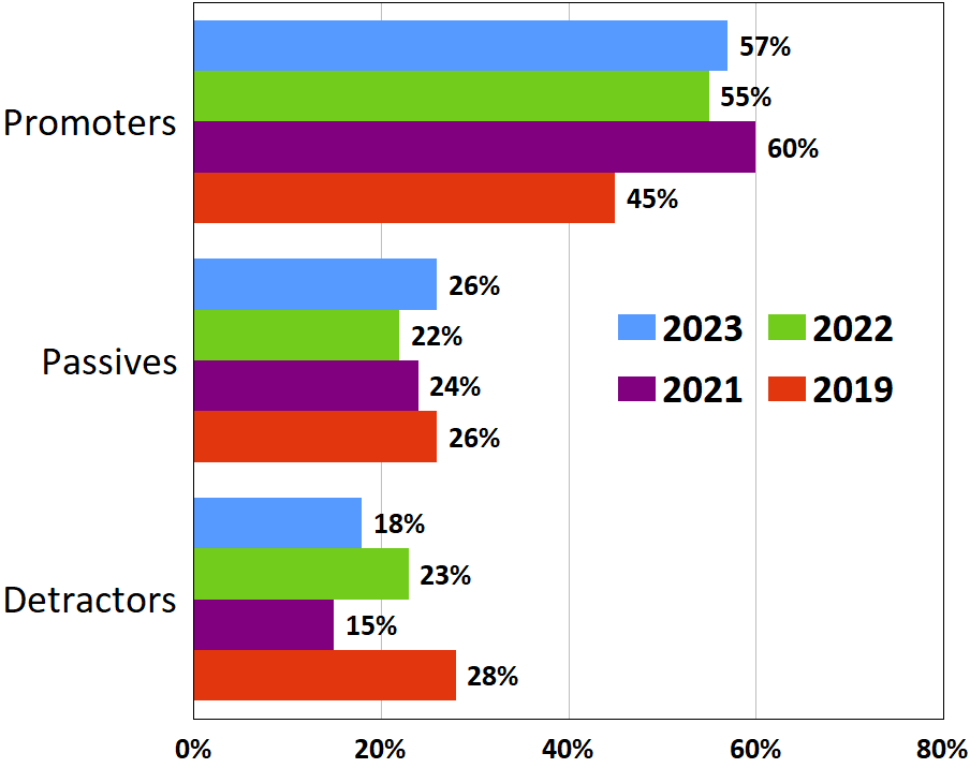
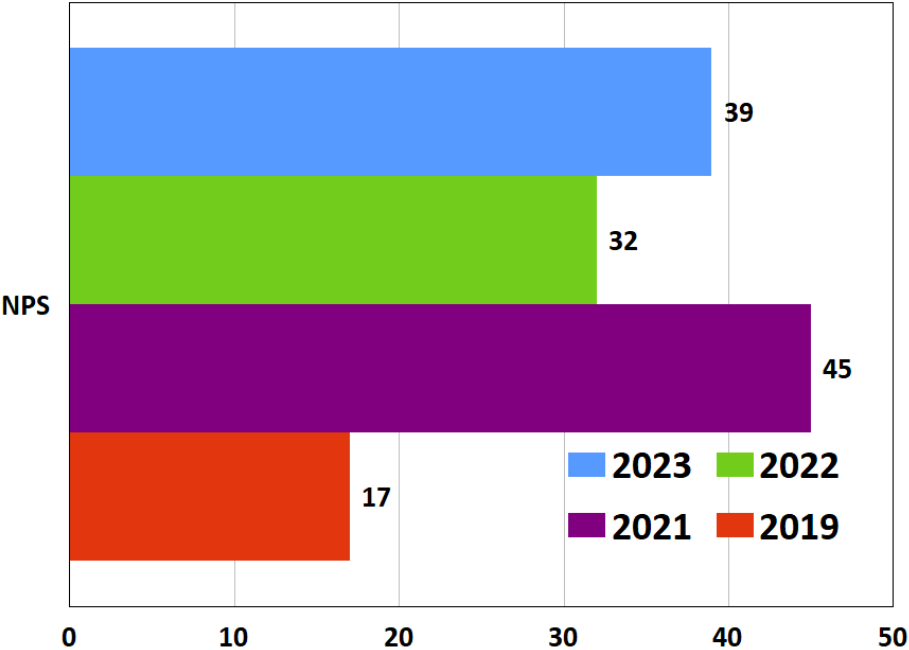
“Passive” = 8-7

“Detractor” = 6-0

Net Promoter Score is the number of “Promoters” minus the number of “Detractors.”

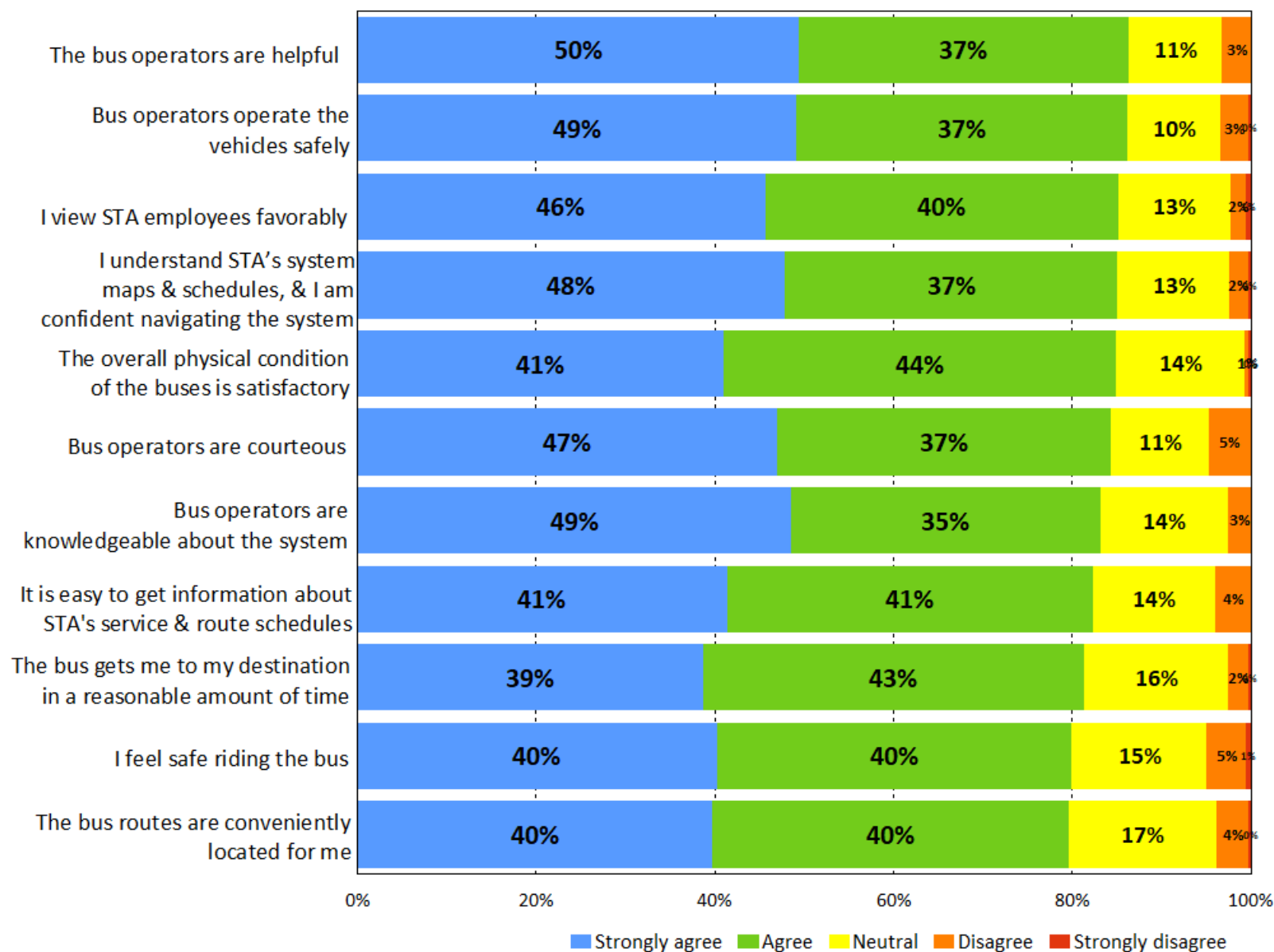


# Trends: NET PROMOTER SCORE (Q2)



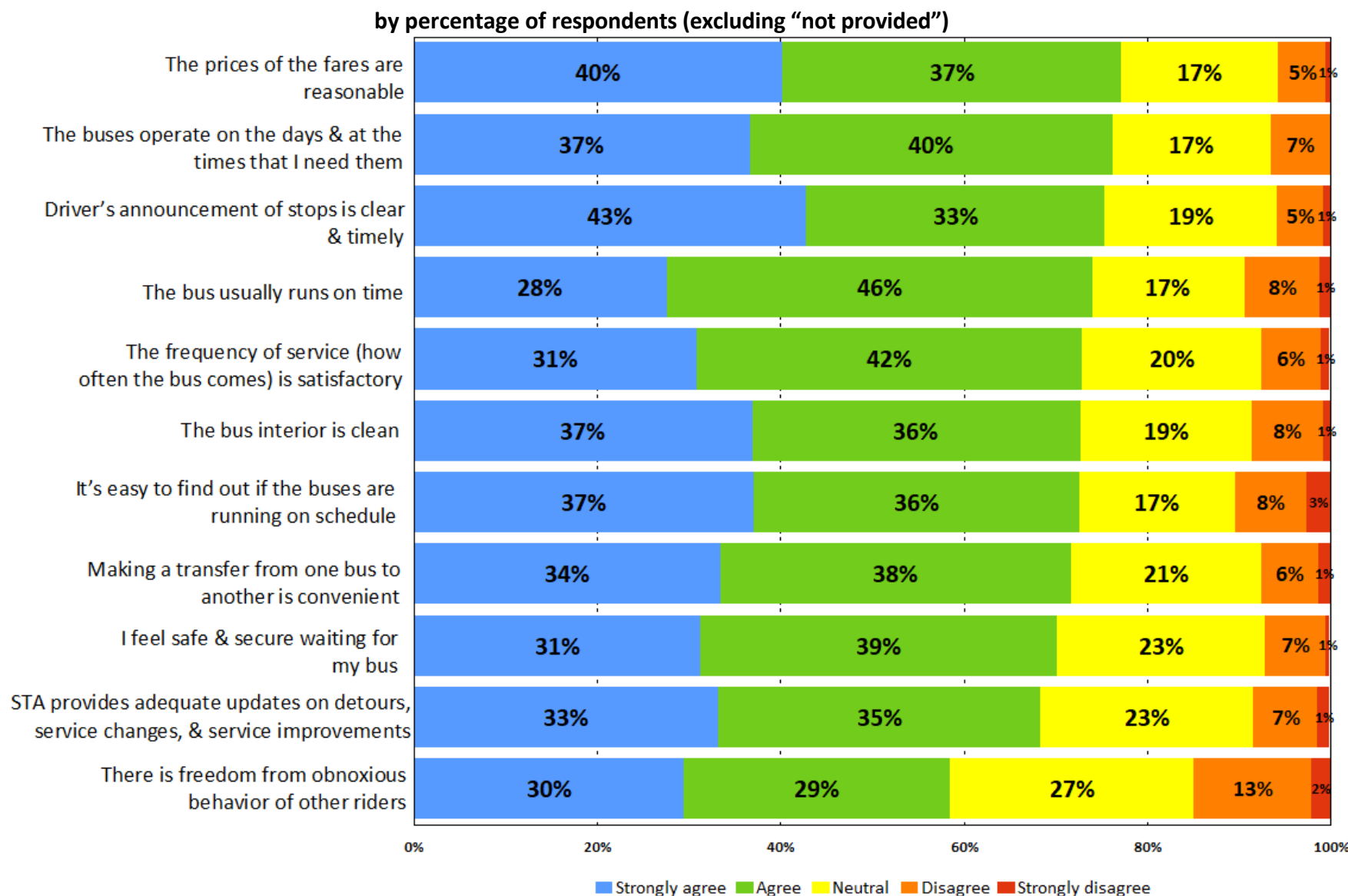
# Please rate your agreement with the following statements. (Q20)

by percentage of respondents (excluding “not provided”)



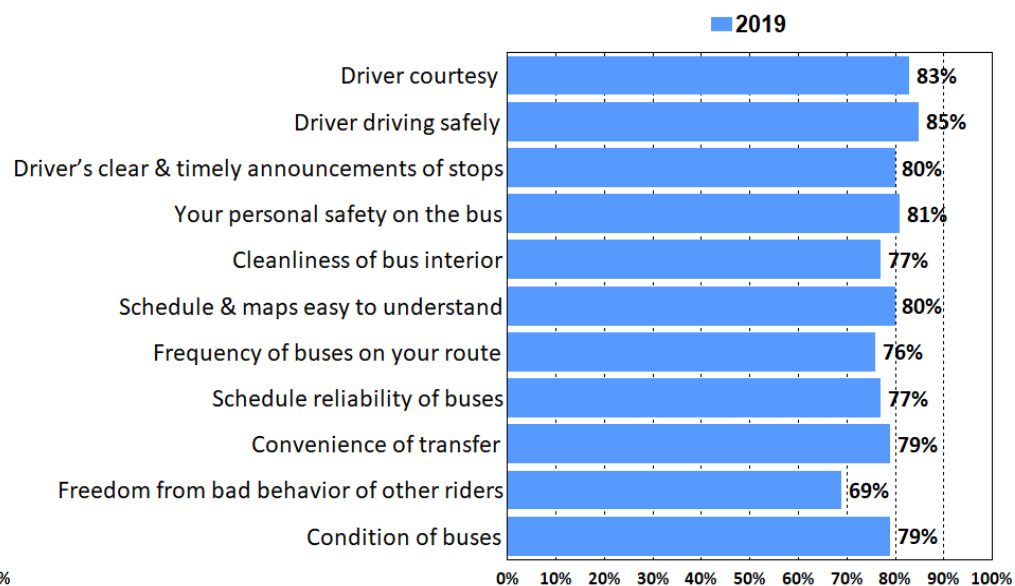
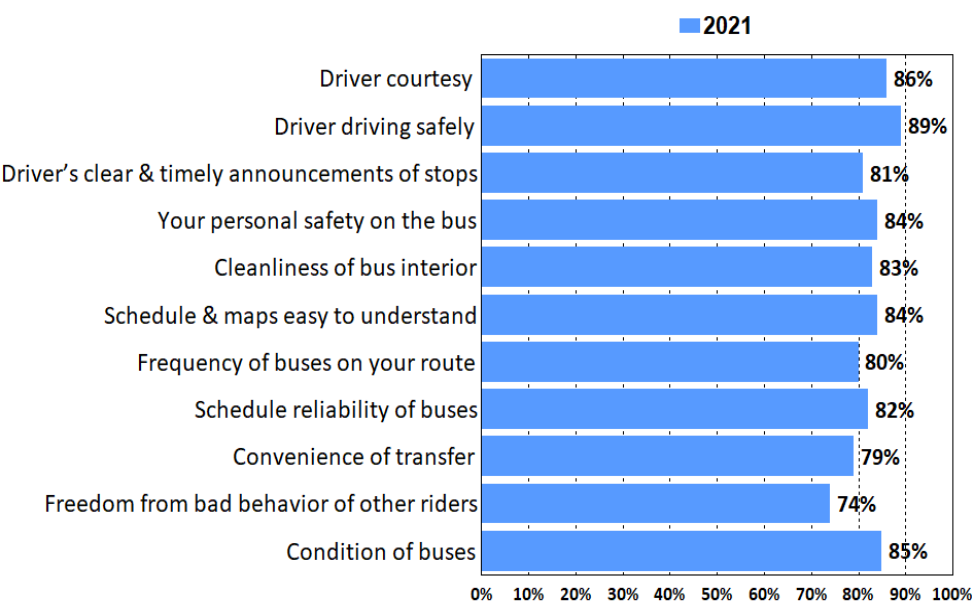
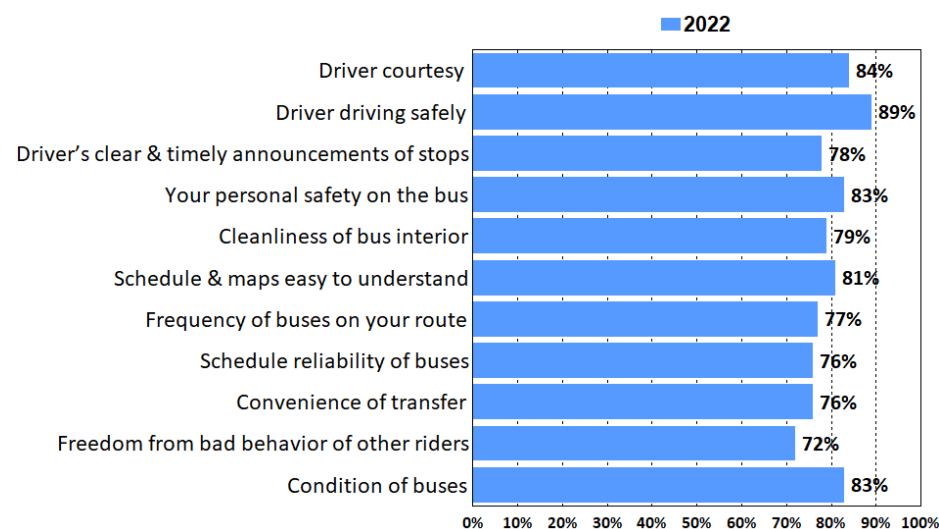
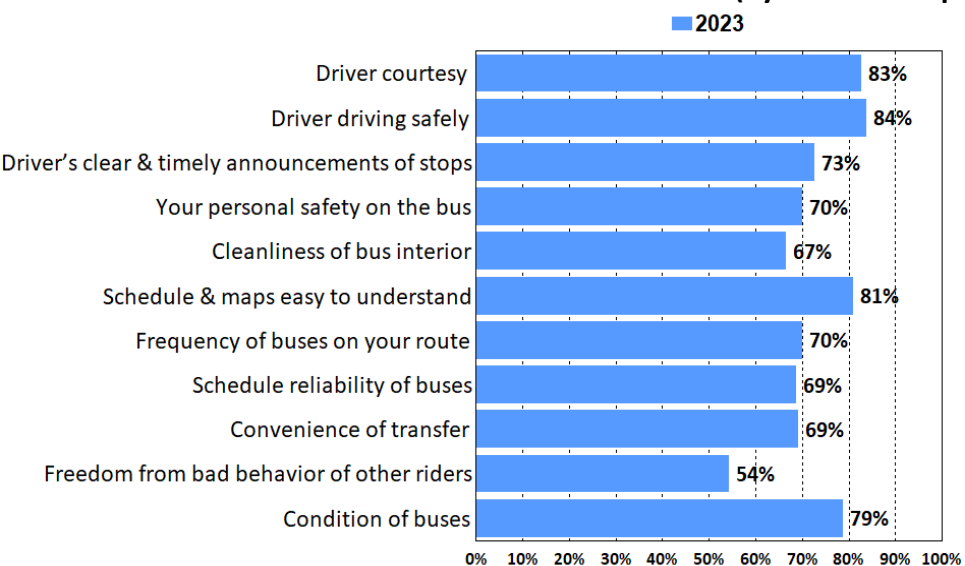


## Please rate your agreement with the following statements. (Q20 Cont.)



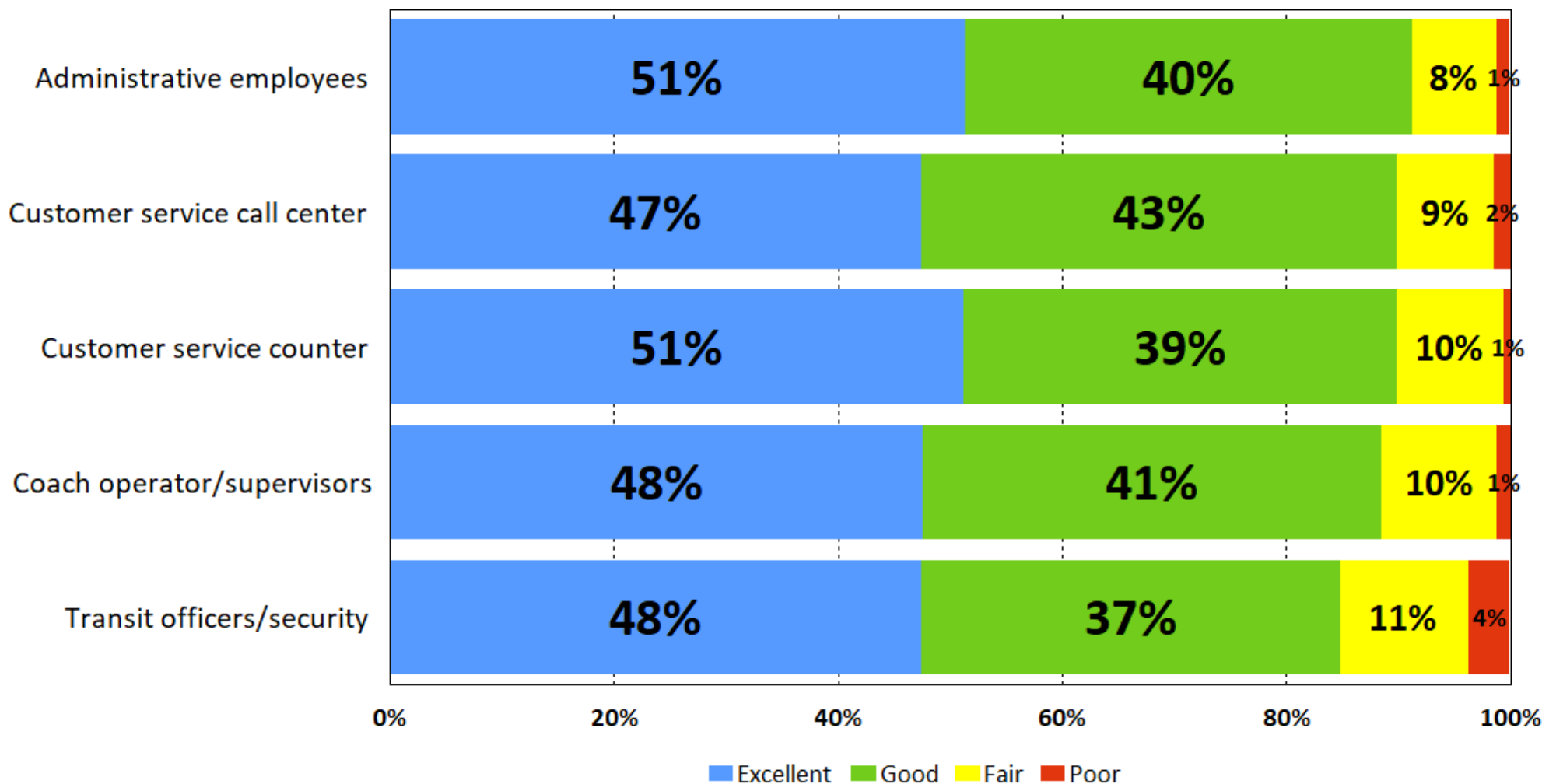
# Trends: Please rate your agreement with the following statements. (Q20 Cont.)

(by mean of responses: i.e. 5=100%, 4=80%, etc.)



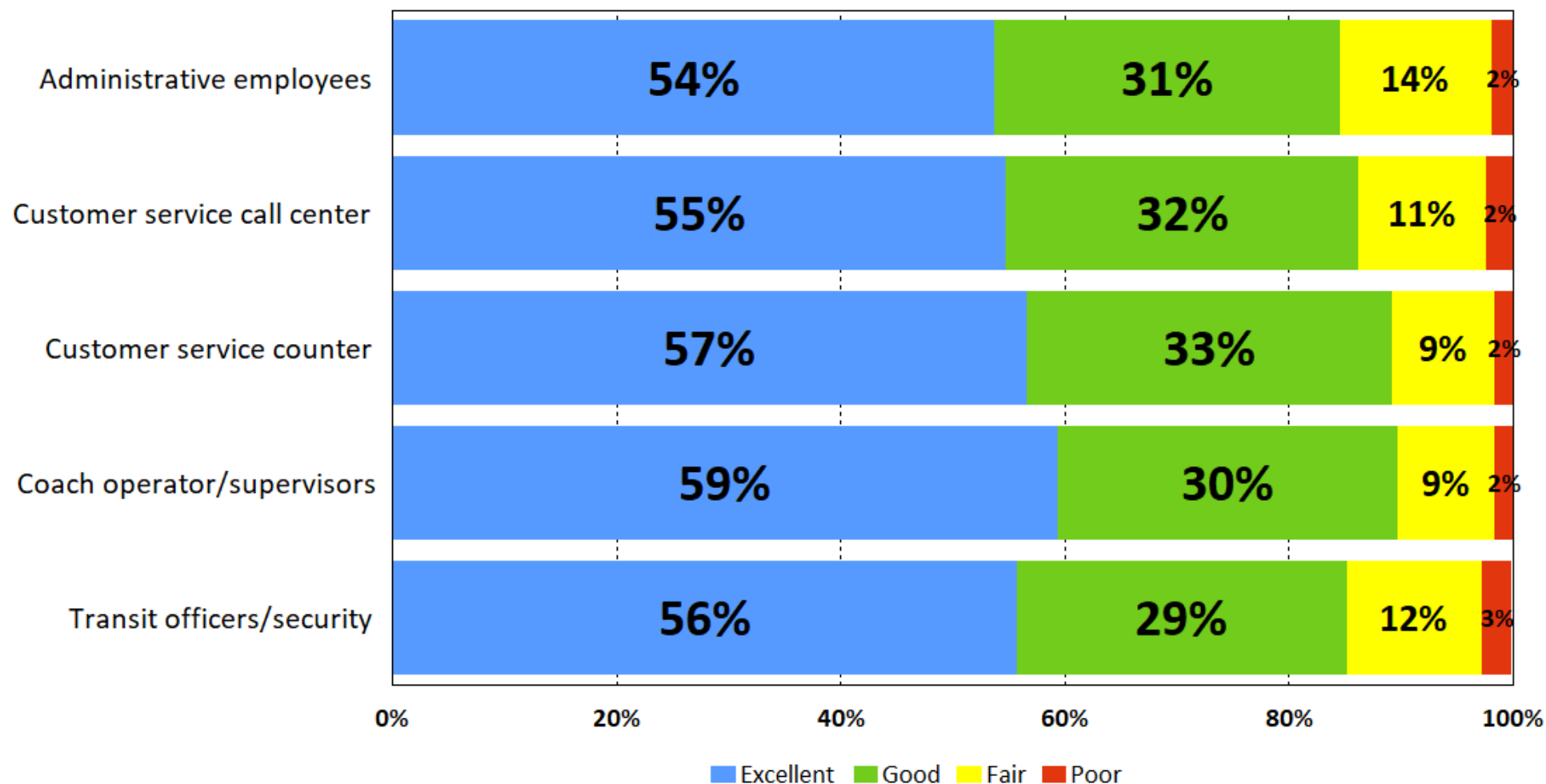
# How do you rate these elements of STA's customer service? (Q21)

by percentage of respondents (excluding “don’t know”)



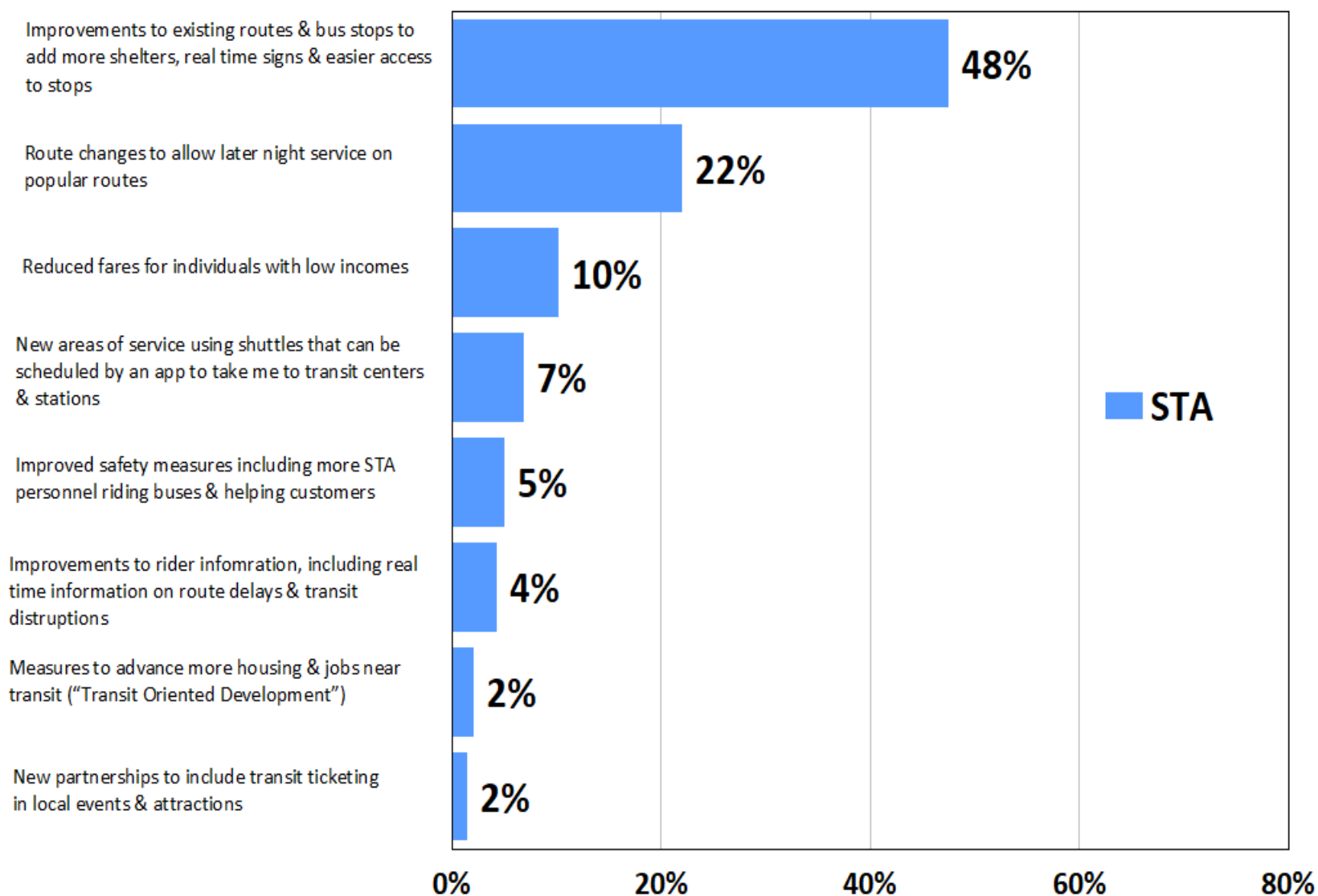
## Trend: How do you rate these elements of STA's customer service? (Q21) 2023

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



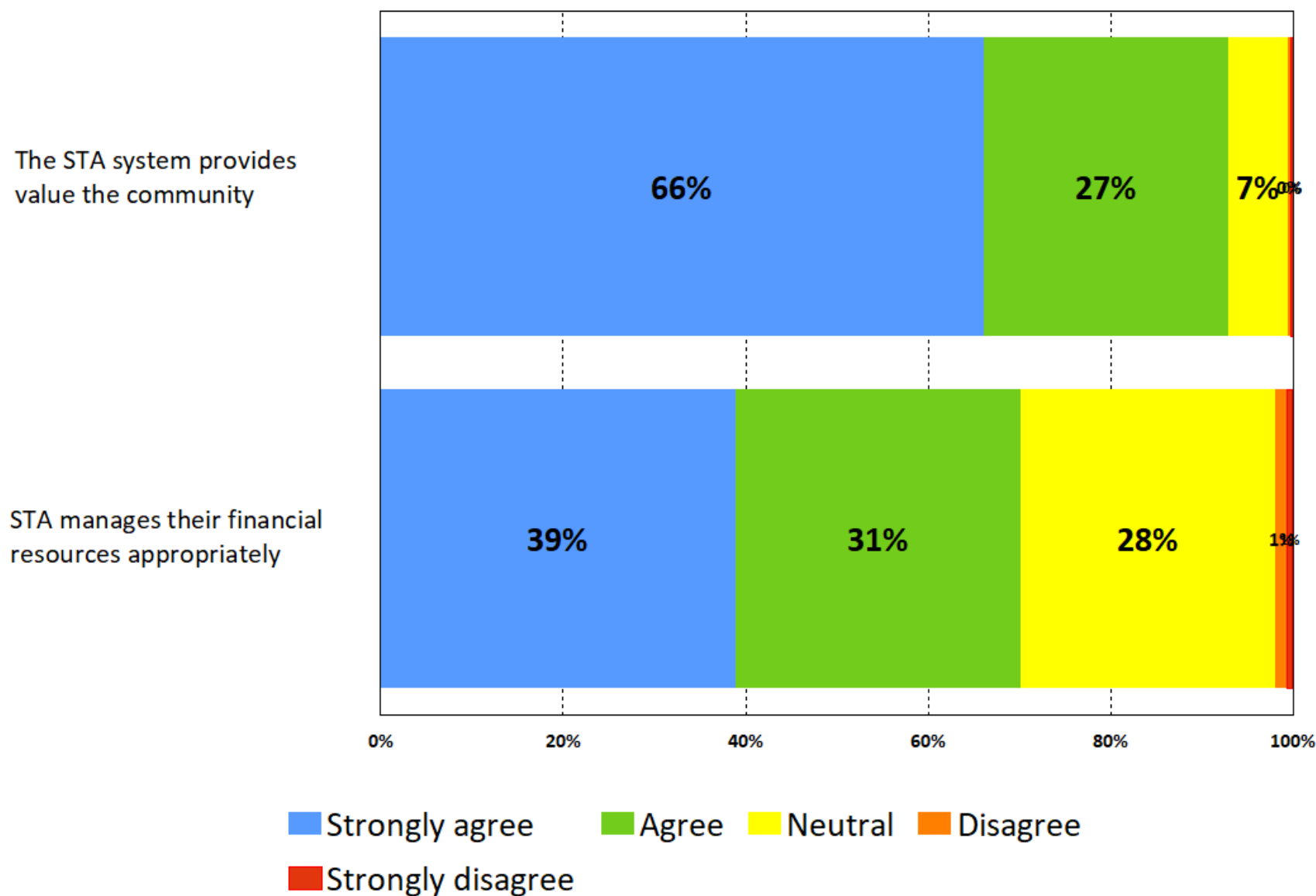
# STA is considering projects to improve transit in the coming decade. Which category is most interesting to you? (Q10)

by percentage of respondents (excluding “not provided”)



## Please rate your agreement with the following statements. (Q22)

by percentage of respondents (excluding “not provided”)



**3**

## Benchmarks

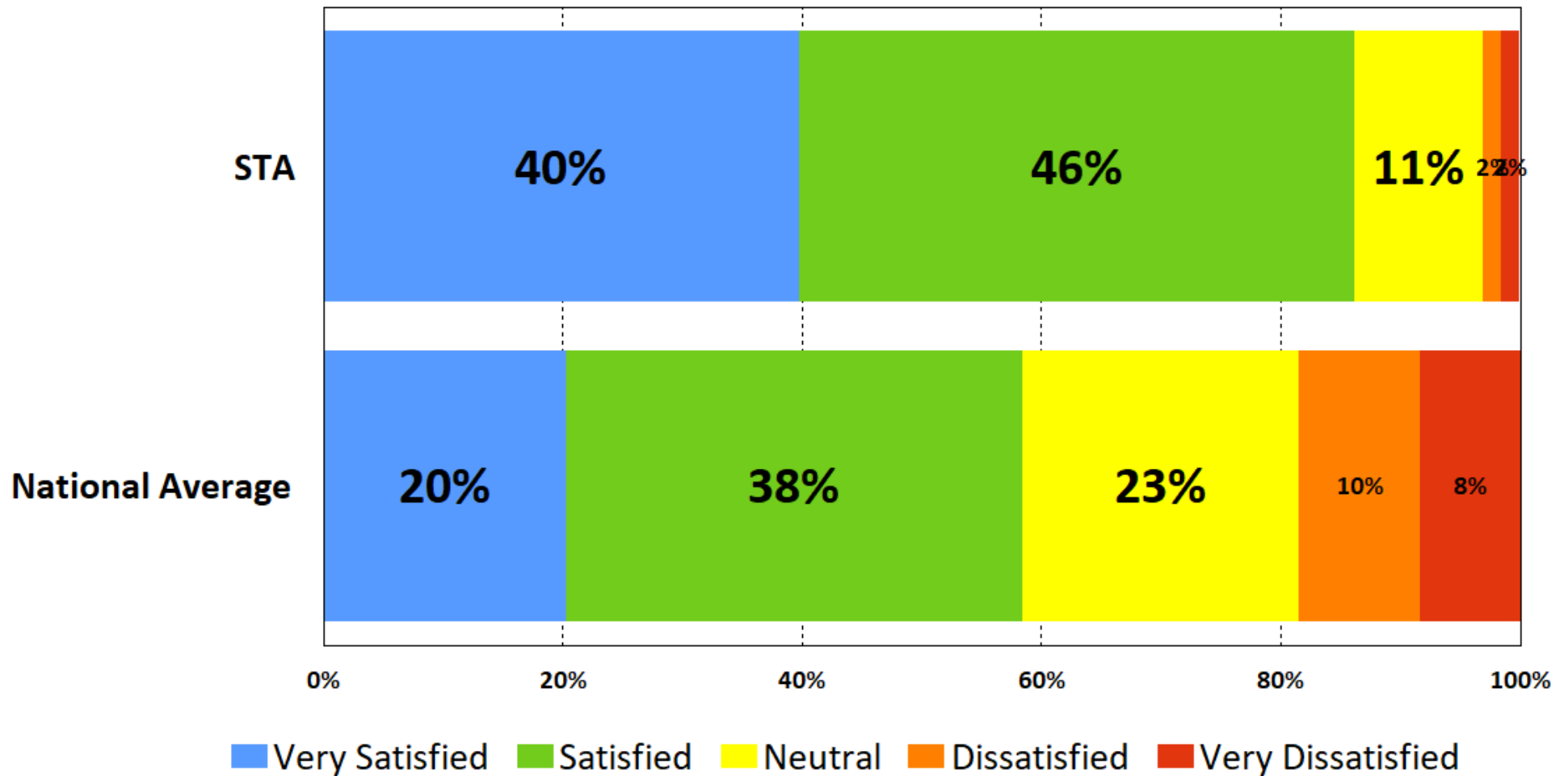
# NATIONAL BENCHMARKS

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with Spokane Transit Authority is not authorized without written consent from ETC Institute.



# How satisfied are you with Spokane Transit bus service?

by percentage of respondents (excluding “not provided”)

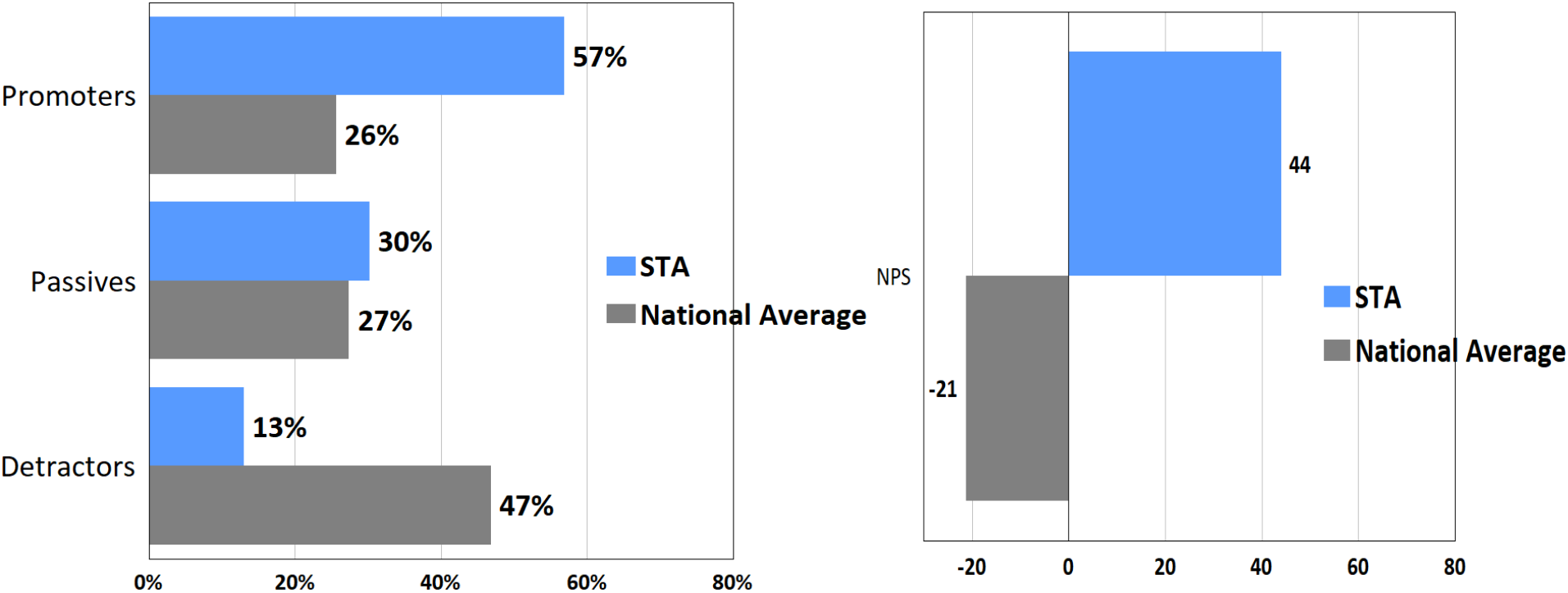


# NET PROMOTER SCORE

Using a 10-point scale, where 10 means “Very Likely,” and 0 means “Not Likely At All,” how likely would you be to recommend STA bus service to a friend, colleague, or family member?

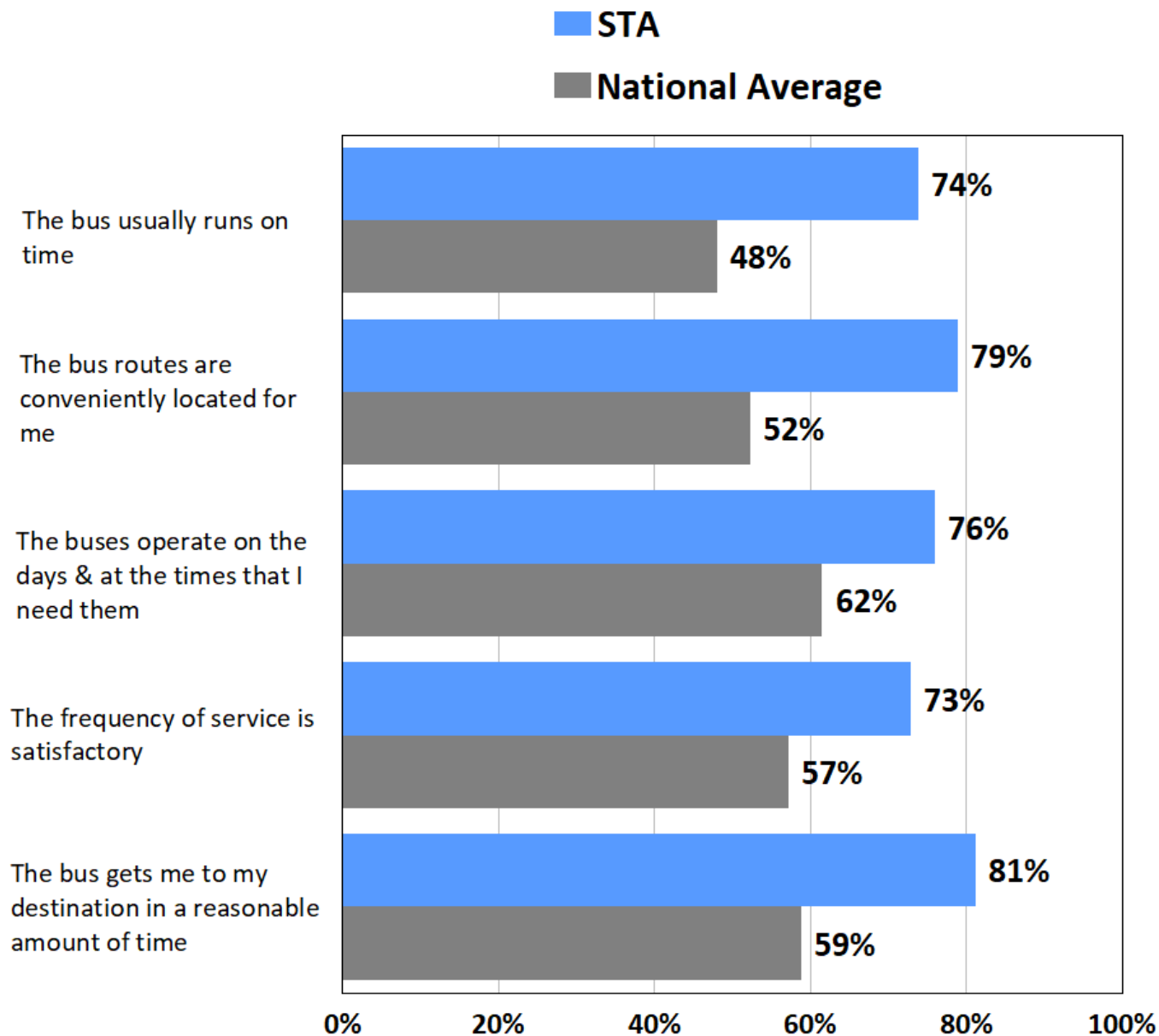
“Promoter” = 10-9      “Passive” = 8-7      “Detractor” = 6-0

Net Promoter Score is the number of “Promoters” minus the number of “Detractors.”



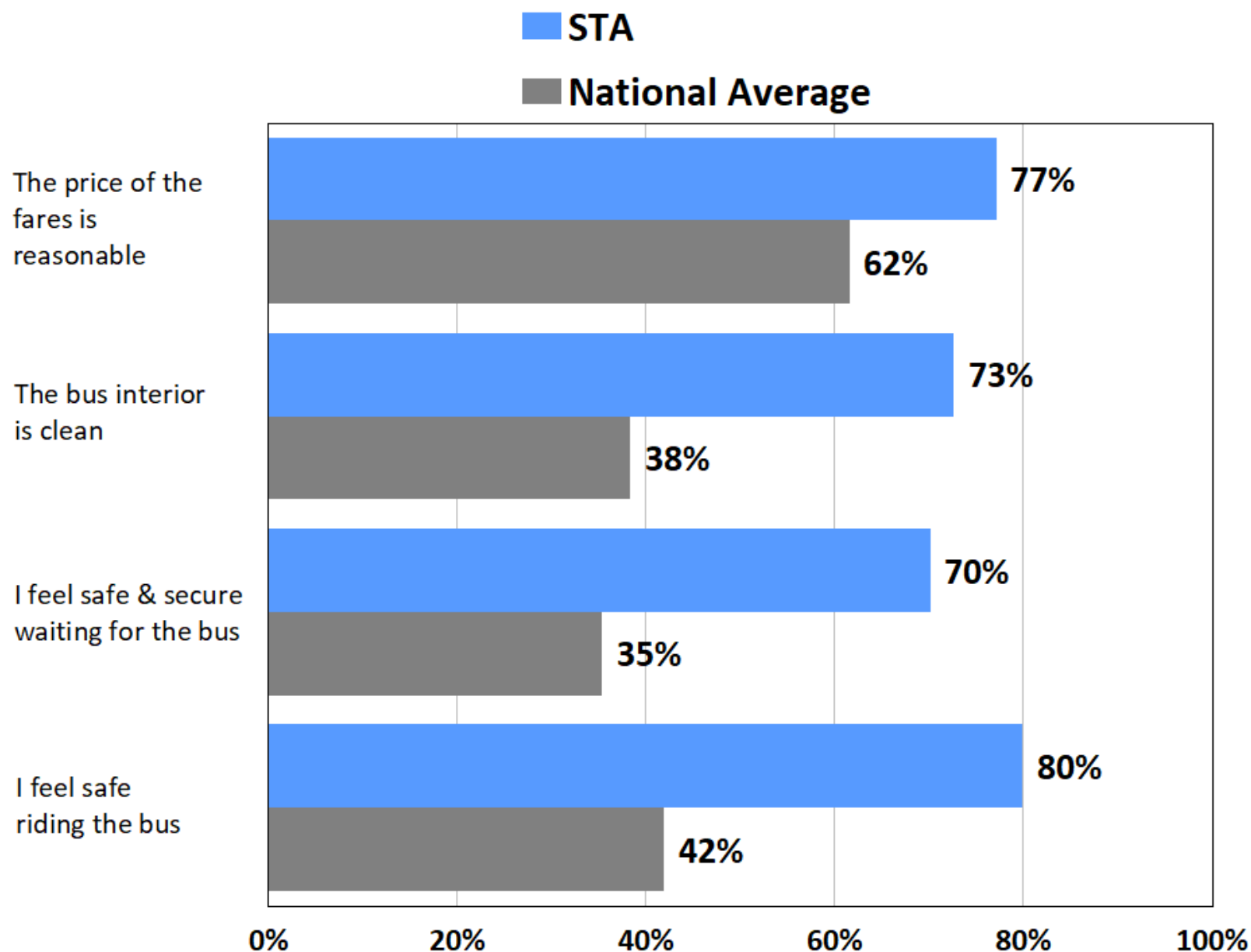
# How much do you agree with the following statements about STA?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



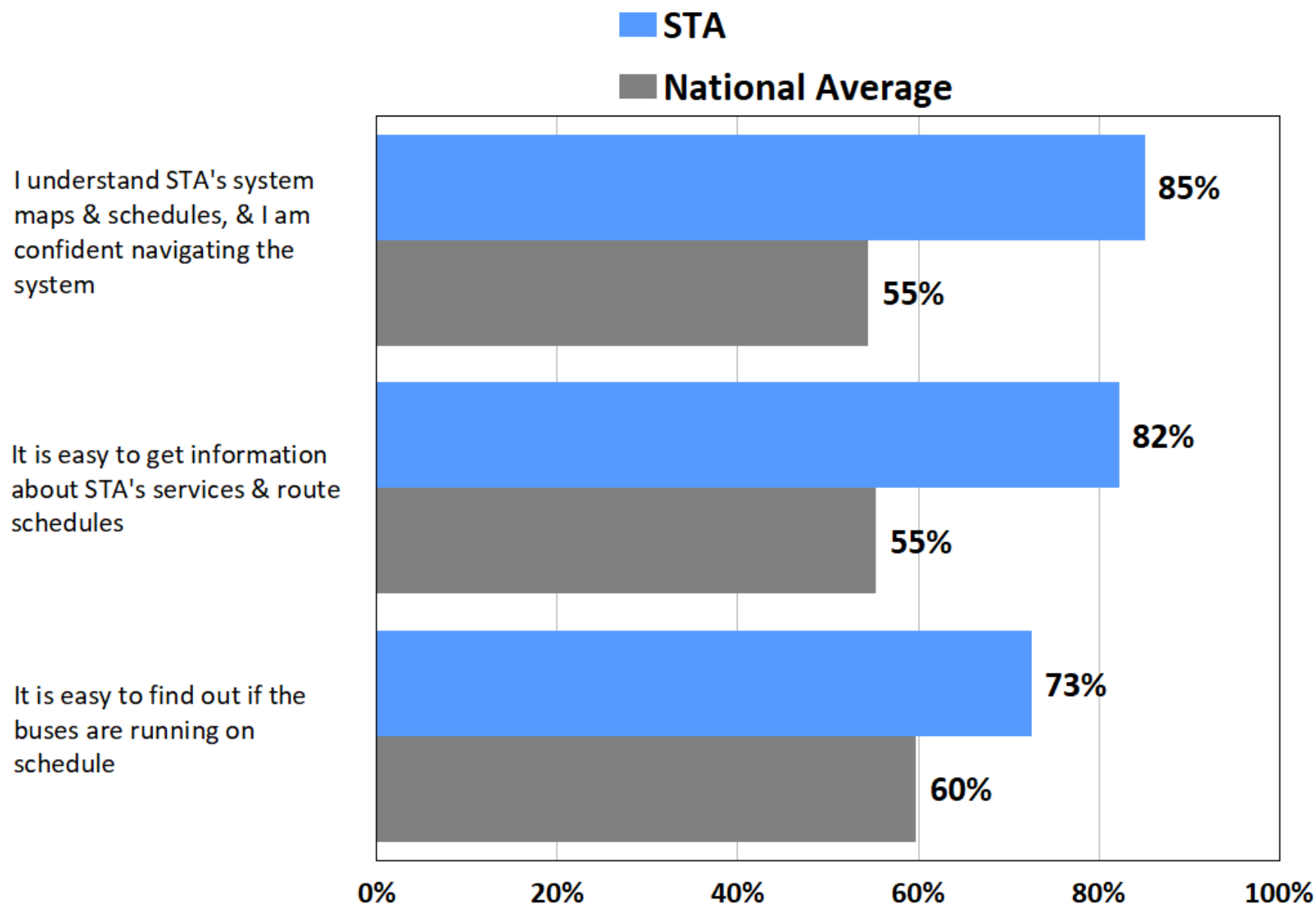
# How much do you agree with the following statements about STA?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



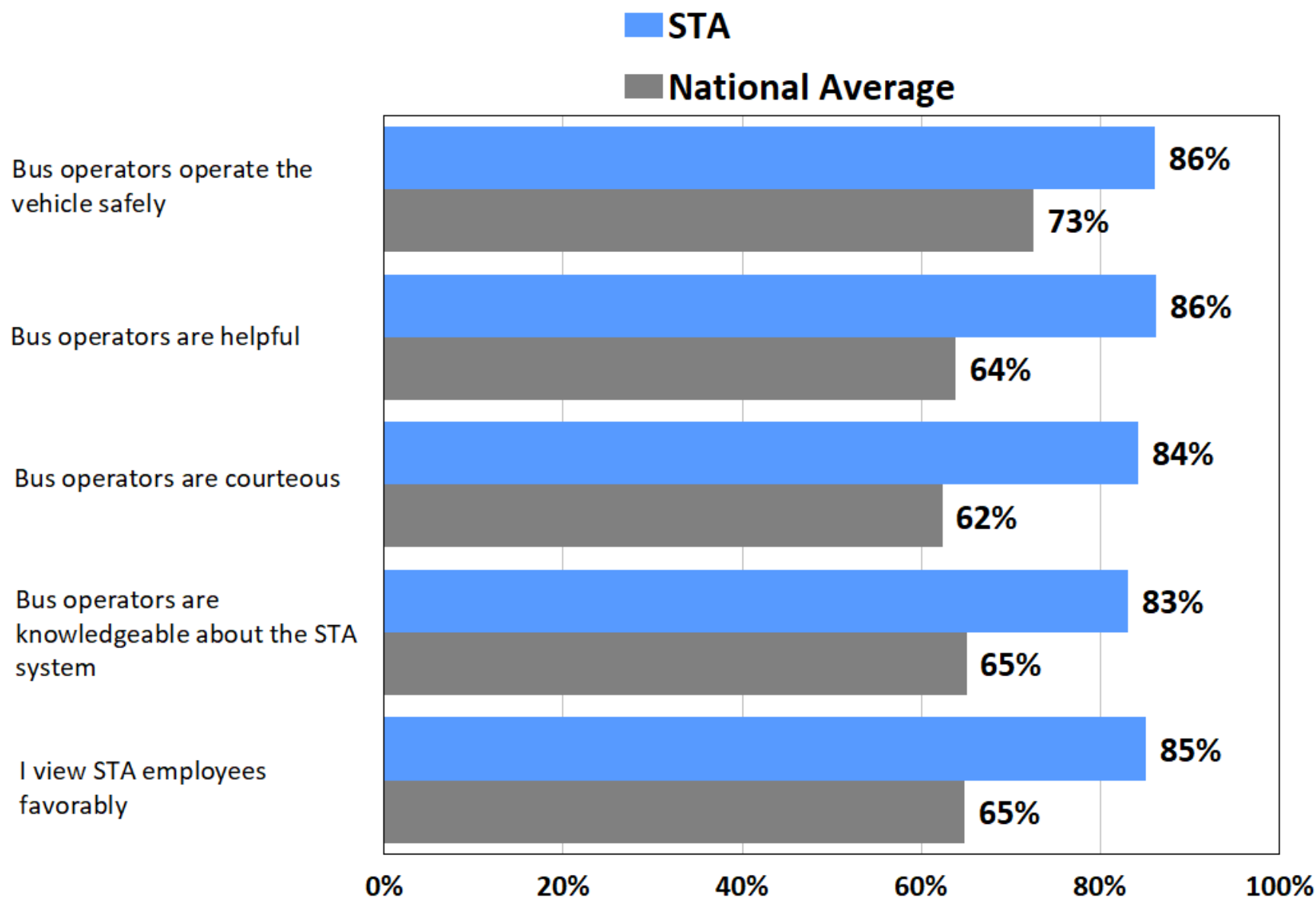
# How much do you agree with the following statements about STA?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



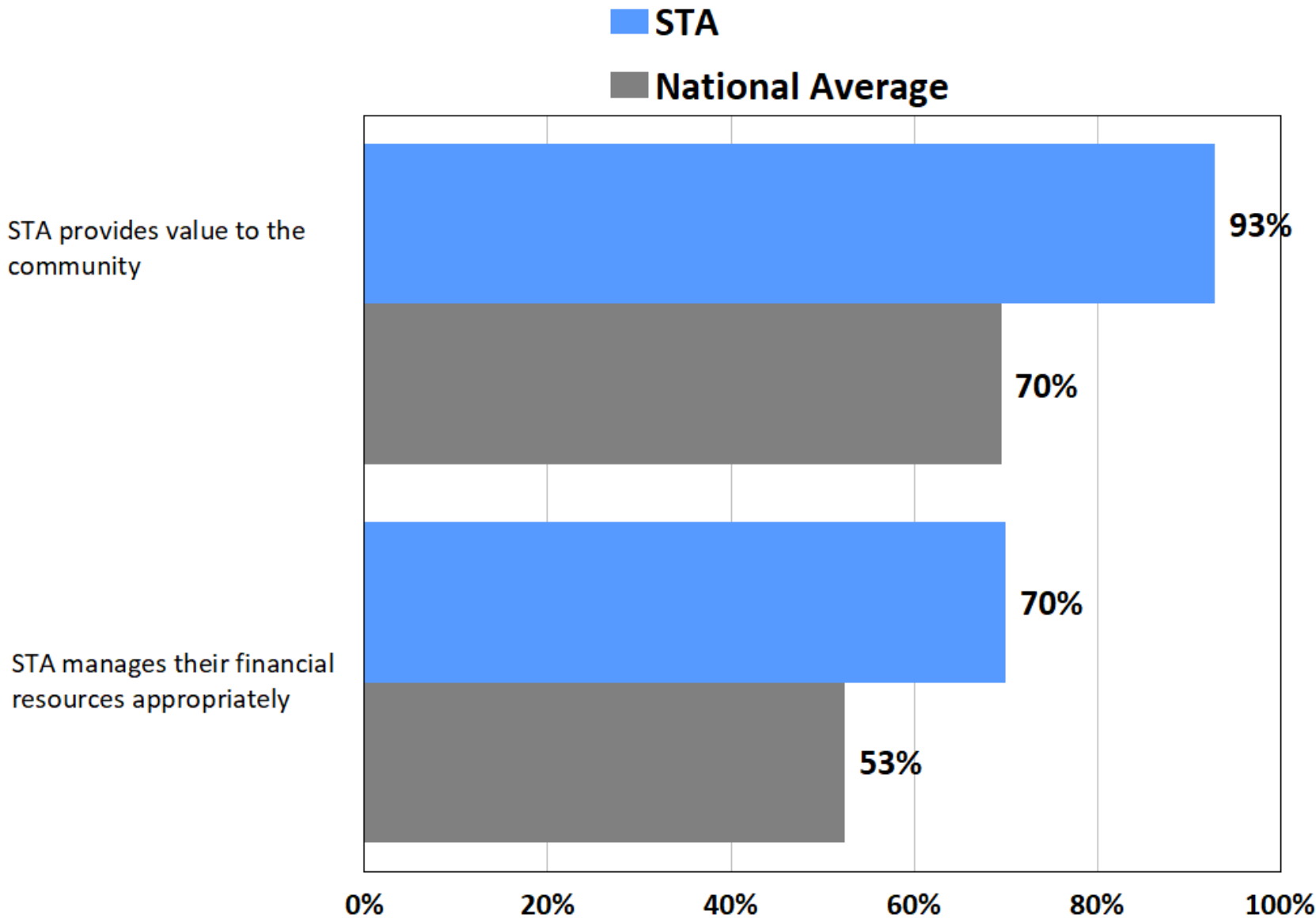
# How much do you agree with the following statements about STA?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



# How much do you agree with the following statements about STA?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")





**4**

## Select Cross-Tabulations



**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-1. The bus usually runs on time</u>									
Strongly agree	11.8%	18.9%	31.1%	36.1%	27.0%	34.2%	30.4%	33.3%	27.6%
Agree	51.0%	47.2%	41.0%	40.2%	49.2%	55.3%	47.8%	33.3%	46.4%
Neutral	21.6%	22.6%	16.4%	17.5%	14.3%	7.9%	8.7%	33.3%	16.6%
Disagree	13.7%	9.4%	11.5%	5.2%	7.9%	2.6%	8.7%	0.0%	8.2%
Strongly disagree	2.0%	1.9%	0.0%	1.0%	1.6%	0.0%	4.3%	0.0%	1.3%

**Q20. Please rate your agreement with the following statements. (without "not provided")**

[illegible]

**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-3. The buses operate on the days &amp; at the times that I need them</u>									
Strongly agree	36.0%	40.4%	42.6%	37.5%	22.6%	36.8%	45.5%	66.7%	36.7%
Agree	40.0%	36.5%	34.4%	35.4%	51.6%	47.4%	31.8%	0.0%	39.5%
Neutral	14.0%	23.1%	16.4%	20.8%	17.7%	10.5%	13.6%	0.0%	17.3%
Disagree	10.0%	0.0%	6.6%	6.3%	8.1%	5.3%	9.1%	33.3%	6.5%

**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-4. The frequency of service (how often the buses come) is satisfactory</u>									
Strongly agree	25.0%	32.1%	32.8%	35.1%	23.4%	32.4%	36.4%	66.7%	30.9%
Agree	43.8%	39.6%	39.3%	38.1%	46.9%	48.6%	45.5%	0.0%	42.0%
Neutral	22.9%	18.9%	21.3%	18.6%	20.3%	16.2%	18.2%	0.0%	19.6%
Disagree	8.3%	5.7%	6.6%	8.2%	6.3%	2.7%	0.0%	33.3%	6.4%
Strongly disagree	0.0%	3.8%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	1.0%

**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-5. The bus gets me to my destination in a reasonable amount of time</u>									
Strongly agree	42.0%	40.4%	43.3%	38.5%	25.4%	40.5%	50.0%	66.7%	38.7%
Agree	40.0%	38.5%	38.3%	38.5%	50.8%	51.4%	50.0%	0.0%	42.6%
Neutral	14.0%	17.3%	15.0%	19.8%	22.2%	8.1%	0.0%	33.3%	16.1%
Disagree	4.0%	3.8%	3.3%	3.1%	0.0%	0.0%	0.0%	0.0%	2.3%
Strongly disagree	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.3%

**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-6. I understand STA's system maps &amp; schedules, &amp; I am confident navigating the system</u>									
Strongly agree	44.0%	48.1%	42.6%	54.7%	39.7%	55.6%	52.4%	66.7%	47.9%
Agree	30.0%	28.8%	50.8%	30.5%	44.4%	41.7%	42.9%	33.3%	37.2%
Neutral	22.0%	21.2%	6.6%	12.6%	9.5%	2.8%	4.8%	0.0%	12.5%
Disagree	4.0%	1.9%	0.0%	2.1%	4.8%	0.0%	0.0%	0.0%	2.1%
Strongly disagree	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.3%

**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-7. It is easy to find out if the buses are running on schedule</u>									
Strongly agree	39.6%	24.5%	37.7%	42.1%	31.7%	47.4%	36.4%	66.7%	37.1%
Agree	35.4%	34.0%	34.4%	36.8%	35.0%	39.5%	36.4%	0.0%	35.5%
Neutral	10.4%	22.6%	19.7%	12.6%	25.0%	10.5%	13.6%	0.0%	17.0%
Disagree	14.6%	13.2%	8.2%	5.3%	6.7%	0.0%	4.5%	33.3%	7.8%
Strongly disagree	0.0%	5.7%	0.0%	3.2%	1.7%	2.6%	9.1%	0.0%	2.6%

**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-8. It is easy to get information about STA's services &amp; route schedules</u>									
Strongly agree	42.6%	25.0%	44.3%	49.5%	31.7%	54.1%	43.5%	66.7%	41.4%
Agree	29.8%	51.9%	39.3%	36.6%	48.3%	40.5%	47.8%	0.0%	40.9%
Neutral	19.1%	23.1%	6.6%	11.8%	16.7%	5.4%	8.7%	0.0%	13.7%
Disagree	8.5%	0.0%	9.8%	2.2%	3.3%	0.0%	0.0%	33.3%	4.0%

**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-9. STA provides adequate updates on detours, service changes, &amp; service improvements</u>									
Strongly agree	30.0%	20.8%	36.7%	43.0%	26.2%	34.2%	34.8%	100.0%	33.2%
Agree	34.0%	35.8%	35.0%	33.3%	37.7%	42.1%	34.8%	0.0%	35.2%
Neutral	22.0%	30.2%	16.7%	18.3%	32.8%	21.1%	17.4%	0.0%	23.2%
Disagree	10.0%	13.2%	11.7%	3.2%	3.3%	2.6%	8.7%	0.0%	7.0%
Strongly disagree	4.0%	0.0%	0.0%	2.2%	0.0%	0.0%	4.3%	0.0%	1.3%

**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-10. The price of the fares are reasonable</u>									
Strongly agree	40.0%	35.8%	36.1%	47.9%	31.1%	42.1%	47.8%	66.7%	40.2%
Agree	28.0%	43.4%	41.0%	28.7%	47.5%	36.8%	43.5%	0.0%	37.0%
Neutral	28.0%	13.2%	18.0%	16.0%	16.4%	15.8%	4.3%	33.3%	17.1%
Disagree	4.0%	7.5%	4.9%	6.4%	4.9%	5.3%	0.0%	0.0%	5.2%
Strongly disagree	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	4.3%	0.0%	0.5%

**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-11. The bus interior is clean</u>									
Strongly agree	22.0%	23.1%	37.7%	43.6%	39.3%	42.1%	56.5%	66.7%	36.9%
Agree	26.0%	42.3%	34.4%	34.0%	41.0%	36.8%	34.8%	0.0%	35.8%
Neutral	38.0%	21.2%	24.6%	16.0%	11.5%	10.5%	4.3%	0.0%	18.7%
Disagree	12.0%	13.5%	3.3%	4.3%	8.2%	10.5%	4.3%	33.3%	7.8%
Strongly disagree	2.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.8%

**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-12. I feel safe &amp; secure waiting for my bus</u>									
Strongly agree	22.4%	18.9%	27.9%	43.6%	31.1%	37.8%	27.3%	66.7%	31.3%
Agree	32.7%	34.0%	44.3%	34.0%	41.0%	43.2%	59.1%	0.0%	38.9%
Neutral	36.7%	37.7%	21.3%	19.1%	16.4%	16.2%	4.5%	0.0%	22.7%
Disagree	6.1%	9.4%	4.9%	3.2%	11.5%	2.7%	9.1%	33.3%	6.5%
Strongly disagree	2.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%

**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-13. I feel safe riding the bus</u>									
Strongly agree	38.0%	30.8%	45.0%	43.0%	38.3%	48.6%	34.8%	66.7%	40.3%
Agree	32.0%	34.6%	36.7%	44.1%	40.0%	43.2%	52.2%	0.0%	39.7%
Neutral	24.0%	25.0%	16.7%	9.7%	13.3%	8.1%	8.7%	0.0%	15.0%
Disagree	6.0%	7.7%	1.7%	3.2%	6.7%	0.0%	4.3%	33.3%	4.5%
Strongly disagree	0.0%	1.9%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.5%

**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-14. Bus operators operate the vehicle safely</u>									
Strongly agree	44.0%	51.9%	55.7%	50.0%	42.6%	59.5%	34.8%	66.7%	49.2%
Agree	30.0%	28.8%	34.4%	36.2%	45.9%	37.8%	56.5%	0.0%	37.0%
Neutral	22.0%	19.2%	6.6%	9.6%	4.9%	2.7%	4.3%	33.3%	10.4%
Disagree	4.0%	0.0%	3.3%	4.3%	4.9%	0.0%	4.3%	0.0%	3.1%
Strongly disagree	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.3%

**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-15. Bus operators are helpful</u>									
Strongly agree	40.0%	54.9%	61.7%	48.9%	40.7%	56.8%	39.1%	66.7%	49.5%
Agree	40.0%	31.4%	26.7%	35.1%	44.1%	37.8%	52.2%	33.3%	36.8%
Neutral	16.0%	13.7%	6.7%	12.8%	11.9%	2.7%	4.3%	0.0%	10.5%
Disagree	4.0%	0.0%	5.0%	3.2%	3.4%	2.7%	4.3%	0.0%	3.2%

**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-16. Bus operators are courteous</u>									
Strongly agree	43.8%	56.6%	55.0%	44.2%	42.4%	45.9%	34.8%	66.7%	47.0%
Agree	35.4%	28.3%	33.3%	40.0%	39.0%	43.2%	47.8%	0.0%	37.3%
Neutral	14.6%	11.3%	8.3%	10.5%	10.2%	8.1%	17.4%	33.3%	11.0%
Disagree	6.3%	3.8%	3.3%	5.3%	8.5%	2.7%	0.0%	0.0%	4.7%



**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-17. Bus operators are knowledgeable about the STA system</u>									
Strongly agree	40.0%	62.7%	56.7%	50.5%	36.7%	50.0%	34.8%	66.7%	48.6%
Agree	42.0%	27.5%	30.0%	26.3%	45.0%	41.7%	39.1%	33.3%	34.6%
Neutral	18.0%	9.8%	11.7%	21.1%	13.3%	5.6%	13.0%	0.0%	14.2%
Disagree	0.0%	0.0%	1.7%	2.1%	5.0%	2.8%	13.0%	0.0%	2.6%

**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-18. I view STA employees favorably</u>									
Strongly agree	42.0%	60.4%	50.8%	42.1%	36.7%	51.4%	39.1%	66.7%	45.7%
Agree	36.0%	28.3%	41.0%	37.9%	50.0%	40.5%	43.5%	33.3%	39.5%
Neutral	20.0%	9.4%	6.6%	15.8%	11.7%	8.1%	13.0%	0.0%	12.5%
Disagree	2.0%	1.9%	1.6%	3.2%	1.7%	0.0%	0.0%	0.0%	1.8%
Strongly disagree	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	4.3%	0.0%	0.5%

**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-19. Driver's announcement of stops is clear &amp; timely</u>									
Strongly agree	36.0%	50.0%	47.5%	41.5%	40.0%	40.5%	43.5%	66.7%	42.8%
Agree	30.0%	34.6%	27.9%	36.2%	31.7%	29.7%	43.5%	0.0%	32.6%
Neutral	32.0%	15.4%	14.8%	16.0%	21.7%	18.9%	8.7%	33.3%	18.8%
Disagree	2.0%	0.0%	8.2%	5.3%	6.7%	8.1%	4.3%	0.0%	5.0%
Strongly disagree	0.0%	0.0%	1.6%	1.1%	0.0%	2.7%	0.0%	0.0%	0.8%

**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-20. Making a transfer from one bus to another is convenient</u>									
Strongly agree	30.0%	32.7%	35.0%	36.2%	31.7%	35.1%	26.1%	66.7%	33.5%
Agree	32.0%	34.6%	41.7%	35.1%	41.7%	43.2%	56.5%	0.0%	38.2%
Neutral	26.0%	19.2%	20.0%	19.1%	23.3%	18.9%	8.7%	33.3%	20.7%
Disagree	12.0%	11.5%	1.7%	8.5%	3.3%	2.7%	0.0%	0.0%	6.3%
Strongly disagree	0.0%	1.9%	1.7%	1.1%	0.0%	0.0%	8.7%	0.0%	1.3%

**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-21. There is freedom from obnoxious behavior of other riders</u>									
Strongly agree	22.4%	25.0%	29.5%	35.8%	28.3%	32.4%	26.1%	66.7%	29.5%
Agree	16.3%	30.8%	27.9%	28.4%	35.0%	32.4%	43.5%	0.0%	29.0%
Neutral	34.7%	25.0%	26.2%	25.3%	25.0%	27.0%	17.4%	0.0%	26.6%
Disagree	22.4%	19.2%	14.8%	8.4%	8.3%	5.4%	13.0%	33.3%	12.8%
Strongly disagree	4.1%	0.0%	1.6%	2.1%	3.3%	2.7%	0.0%	0.0%	2.1%

**Q20. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q20-22. The overall physical condition of buses is satisfactory</u>									
Strongly agree	28.6%	40.4%	42.6%	43.2%	41.7%	48.6%	43.5%	66.7%	41.0%
Agree	44.9%	38.5%	42.6%	44.2%	45.0%	45.9%	52.2%	0.0%	43.9%
Neutral	22.4%	21.2%	14.8%	12.6%	11.7%	5.4%	4.3%	33.3%	14.4%
Disagree	2.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.5%
Strongly disagree	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%

**Q21. How do you rate these elements of STA's customer service? (without "don't know")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q21-1. Customer service call center</u>									
Excellent	51.9%	51.9%	52.4%	44.9%	39.1%	48.3%	50.0%	100.0%	47.4%
Good	40.7%	37.0%	45.2%	41.0%	45.7%	41.4%	50.0%	0.0%	42.5%
Fair	3.7%	11.1%	2.4%	10.3%	15.2%	10.3%	0.0%	0.0%	8.6%
Poor	3.7%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	1.5%

**Q21. How do you rate these elements of STA's customer service? (without "don't know")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q21-2. Customer service counter</u>									
Excellent	54.1%	54.8%	46.7%	50.6%	52.8%	44.1%	61.1%	50.0%	51.2%
Good	35.1%	32.3%	46.7%	40.7%	32.1%	44.1%	38.9%	50.0%	38.6%
Fair	8.1%	12.9%	6.7%	8.6%	15.1%	8.8%	0.0%	0.0%	9.6%
Poor	2.7%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.7%

**Q21. How do you rate these elements of STA's customer service? (without "don't know")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q21-3. Administrative employees</u>									
Excellent	54.8%	46.7%	53.3%	52.0%	47.5%	51.9%	50.0%	100.0%	51.3%
Good	35.5%	43.3%	42.2%	38.7%	40.0%	37.0%	50.0%	0.0%	39.9%
Fair	9.7%	10.0%	4.4%	8.0%	7.5%	11.1%	0.0%	0.0%	7.6%
Poor	0.0%	0.0%	0.0%	1.3%	5.0%	0.0%	0.0%	0.0%	1.1%

**Q21. How do you rate these elements of STA's customer service? (without "don't know")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q21-4. Coach operator/supervisors</u>									
Excellent	43.5%	45.0%	54.7%	49.4%	44.8%	52.9%	33.3%	100.0%	47.6%
Good	45.7%	47.5%	37.7%	32.6%	44.8%	35.3%	61.1%	0.0%	40.9%
Fair	10.9%	7.5%	7.5%	16.9%	6.9%	8.8%	5.6%	0.0%	10.3%
Poor	0.0%	0.0%	0.0%	1.1%	3.4%	2.9%	0.0%	0.0%	1.2%

**Q21. How do you rate these elements of STA's customer service? (without "don't know")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q21-5. Transit officers/security</u>									
Excellent	57.5%	47.6%	51.9%	47.1%	36.5%	48.5%	43.8%	100.0%	47.5%
Good	32.5%	35.7%	38.5%	34.5%	44.2%	33.3%	50.0%	0.0%	37.3%
Fair	7.5%	11.9%	3.8%	16.1%	13.5%	15.2%	6.3%	0.0%	11.4%
Poor	2.5%	4.8%	5.8%	2.3%	5.8%	3.0%	0.0%	0.0%	3.7%

**Q22. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q22-1. The STA system provides value to the community</u>									
Strongly agree	53.7%	66.7%	82.7%	68.2%	60.0%	61.8%	70.6%	0.0%	66.1%
Agree	34.1%	25.0%	9.6%	27.1%	36.4%	26.5%	29.4%	0.0%	26.8%
Neutral	9.8%	8.3%	7.7%	4.7%	3.6%	11.8%	0.0%	0.0%	6.5%
Disagree	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Strongly disagree	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.3%

**Q22. Please rate your agreement with the following statements. (without "not provided")**

N=407	Q24. Your age								Total
	18 & under	19 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Prefer not to say	
Total	13.6%	13.4%	15.8%	24.3%	16.1%	9.4%	5.9%	1.5%	100.0%
<u>Q22-2. STA manages their financial resources appropriately</u>									
Strongly agree	29.3%	37.8%	45.1%	46.4%	30.9%	38.2%	40.0%	0.0%	39.0%
Agree	29.3%	40.0%	21.6%	34.5%	30.9%	32.4%	26.7%	0.0%	31.1%
Neutral	39.0%	20.0%	31.4%	17.9%	38.2%	23.5%	33.3%	0.0%	28.0%
Disagree	0.0%	2.2%	0.0%	1.2%	0.0%	5.9%	0.0%	0.0%	1.2%
Strongly disagree	2.4%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%

**5**

## **Tabular Data**



**Q1. How satisfied are you with overall Spokane Transit bus service?**

Q1. How satisfied are you with overall Spokane

Transit bus service	Number	Percent
Very satisfied	157	38.6 %
Satisfied	183	45.0 %
Neutral	42	10.3 %
Dissatisfied	6	1.5 %
Very dissatisfied	6	1.5 %
Not provided	13	3.2 %
Total	407	100.0%

**WITHOUT NOT PROVIDED****Q1. How satisfied are you with overall Spokane Transit bus service? (without “not provided”)**

Q1. How satisfied are you with overall Spokane

Transit bus service	Number	Percent
Very satisfied	157	39.8 %
Satisfied	183	46.4 %
Neutral	42	10.7 %
Dissatisfied	6	1.5 %
Very dissatisfied	6	1.5 %
Total	394	100.0 %

**Q2. How likely would you be to recommend STA bus service to a friend, colleague, or family member?**

(N=407)

	Very likely	9	8	7	6	5	4	3	2	1	Not provid- ed
Q2. How likely would you be to recommend STA bus service to a friend, colleague, or family member	37.1%	12.5%	16.5%	9.8%	5.2%	3.4%	1.7%	0.2%	0.5%	0.2%	12.8%

WITHOUT NOT PROVIDED

Q2. How likely would you be to recommend STA bus service to a friend, colleague, or family member? (without "not provided")

(N=407)

	Very likely	9	8	7	6	5	4	3	2	1
Q2. How likely would you be to recommend STA bus service to a friend, colleague, or family member	42.5%	14.4%	18.9%	11.3%	5.9%	3.9%	2.0%	0.3%	0.6%	0.3%

**Q3. What is your home zip code?**

Q3. Your home zip code	Number	Percent
99202	53	13.8 %
99201	52	13.6 %
99207	39	10.2 %
99205	37	9.7 %
99208	31	8.1 %
99004	23	6.0 %
99223	19	5.0 %
99204	16	4.2 %
99203	15	3.9 %
99224	15	3.9 %
99206	12	3.1 %
99218	10	2.6 %
99212	9	2.3 %
99216	7	1.8 %
99037	5	1.3 %
99001	4	1.0 %
99016	2	0.5 %
99217	2	0.5 %
99005	2	0.5 %
99006	2	0.5 %
99332	1	0.3 %
98901	1	0.3 %
99021	1	0.3 %
99163	1	0.3 %
98105	1	0.3 %
99222	1	0.3 %
98125	1	0.3 %
99012	1	0.3 %
92004	1	0.3 %
99707	1	0.3 %
98951	1	0.3 %
99003	1	0.3 %
94218	1	0.3 %
99019	1	0.3 %
98329	1	0.3 %
97202	1	0.3 %
94203	1	0.3 %
99027	1	0.3 %
83854	1	0.3 %
99057	1	0.3 %
90011	1	0.3 %
99022	1	0.3 %
98405	1	0.3 %
19202	1	0.3 %
58571	1	0.3 %
98201	1	0.3 %

**Q4. If you walked to a bus stop to board this bus, how long did it take?**

Q4. How long did it take if you walked to a bus  
stop to board this bus

	Number	Percent
1-5 minutes	216	53.1 %
6-10 minutes	103	25.3 %
11-15 minutes	54	13.3 %
15+ minutes	26	6.4 %
Not provided	8	2.0 %
Total	407	100.0 %

**WITHOUT NOT PROVIDED****Q4. If you walked to a bus stop to board this bus, how long did it take? (without "not provided")**

Q4. How long did it take if you walked to a bus  
stop to board this bus

	Number	Percent
1-5 minutes	216	54.1 %
6-10 minutes	103	25.8 %
11-15 minutes	54	13.5 %
15+ minutes	26	6.5 %
Total	399	100.0 %

**Q5. How many minutes did you wait for the bus once you arrived at the stop?**

Q5. How many minutes did you wait for the bus  
once you arrived at the stop

	Number	Percent
Less than 5	198	48.6 %
6-10	132	32.4 %
11-15	45	11.1 %
16-20	17	4.2 %
21-25	3	0.7 %
26-30	7	1.7 %
31+	5	1.2 %
Total	407	100.0 %

**Q6. How many minutes do you expect your entire trip to take, including walking, waiting, and transferring?**

Q6. How many minutes do you expect your entire  
trip to take

	Number	Percent
Less than 10	31	7.6 %
11-20	64	15.7 %
21-30	87	21.4 %
31-40	33	8.1 %
41-50	56	13.8 %
51+	97	23.8 %
Not provided	39	9.6 %
Total	407	100.0 %

**WITHOUT NOT PROVIDED****Q6. How many minutes do you expect your entire trip to take, including walking, waiting, and transferring? (without "not provided")**

Q6. How many minutes do you expect your entire trip to take

	Number	Percent
Less than 10	31	8.4 %
11-20	64	17.4 %
21-30	87	23.6 %
31-40	33	9.0 %
41-50	56	15.2 %
51+	97	26.4 %
Total	368	100.0 %

**Q7. Which days do you typically ride the bus?**

Q7. Which days do you typically ride the bus

	Number	Percent
Weekdays	394	96.8 %
Saturdays	229	56.3 %
Sundays	197	48.4 %
Holidays	136	33.4 %
Total	956	

**Q8. How long have you been using the STA bus service?**

Q8. How long have you been using STA bus service

	Number	Percent
Less than 1 year	78	19.2 %
1 to 3 years	122	30.0 %
3 to 5 years	49	12.0 %
5+ years	158	38.8 %
Total	407	100.0 %

**Q9. Compared to one year ago, are you riding the bus more, about the same, or less?**

Q9. How often do you ride the bus compared to one year ago

	Number	Percent
More	162	39.8 %
About the same	187	45.9 %
Less	27	6.6 %
Don't know	31	7.6 %
Total	407	100.0 %

**WITHOUT DON'T KNOW****Q9. Compared to one year ago, are you riding the bus more, about the same, or less? (without "don't know")**

Q9. How often do you ride the bus compared to one year ago

	Number	Percent
More	162	43.1 %
About the same	187	49.7 %
Less	27	7.2 %
Total	376	100.0 %

**Q10. STA is considering projects to improve transit in the coming decade. Which category is most interesting to you?**

Q10. Which category is most interesting to you	Number	Percent
Improvements to existing routes & bus stops to add more shelters, real time signs & easier access to stops	185	45.5 %
Route changes to allow later night service on popular routes	86	21.1 %
New areas of service using shuttles that can be scheduled by an app to take me to transit centers & stations	27	6.6 %
Reduced fares for individuals with low incomes	40	9.8 %
Improved safety measures including more STA personnel riding buses & helping customers	20	4.9 %
Measures to advance more housing & jobs near transit ("Transit Oriented Development")	8	2.0 %
Improvements to rider information, including real time information on route delays & disruptions	17	4.2 %
New partnerships to include transit ticketing in local events & attractions	6	1.5 %
Not provided	18	4.4 %
Total	407	100.0 %

**WITHOUT NOT PROVIDED****Q10. STA is considering projects to improve transit in the coming decade. Which category is most interesting to you? (without "not provided")**

Q10. Which category is most interesting to you	Number	Percent
Improvements to existing routes & bus stops to add more shelters, real time signs & easier access to stops	185	47.6 %
Route changes to allow later night service on popular routes	86	22.1 %
New areas of service using shuttles that can be scheduled by an app to take me to transit centers & stations	27	6.9 %
Reduced fares for individuals with low incomes	40	10.3 %
Improved safety measures including more STA personnel riding buses & helping customers	20	5.1 %
Measures to advance more housing & jobs near transit ("Transit Oriented Development")	8	2.1 %
Improvements to rider information, including real time information on route delays & disruptions	17	4.4 %
New partnerships to include transit ticketing in local events & attractions	6	1.5 %
Total	389	100.0%

**Q11. How do you typically obtain your bus pass?**

Q11. How do you typically obtain your bus pas	Number	Percent
Purchase at customer service at Plaza	137	33.7 %
Purchase pass by mail	12	2.9 %
Purchase on STA website	75	18.4 %
Purchase on bus	79	19.4 %
Purchase from grocery store/gas station	18	4.4 %
Provided by employer	28	6.9 %
Provided by school	83	20.4 %
Provided by community organization	40	9.8 %
Other	32	7.9 %
Total	504	

**Q11-9. Other:**

Q11-9. Other	Number	Percent
STA Connect app	13	40.6 %
Online app	2	6.3 %
App	2	6.3 %
The app	2	6.3 %
My student ID	1	3.1 %
CPS	1	3.1 %
Have connect card and refill it via phone	1	3.1 %
CPS DCYF	1	3.1 %
Provided by OVR	1	3.1 %
App & debit card	1	3.1 %
STA mobile transit	1	3.1 %
Just started	1	3.1 %
APP add funds or cash on hand	1	3.1 %
By the bus itself	1	3.1 %
Mobile app	1	3.1 %
Pay as I go	1	3.1 %
Got free from place	1	3.1 %
Total	32	100.0 %

**Q12. If transit had not been available for this trip, would you have:**

Q12. What would you have done if transit had not been available for this trip	Number	Percent
Driven my car	52	12.8 %
Walked	144	35.4 %
Taxi/Uber/Lyft/Limebike	44	10.8 %
Paratransit service	3	0.7 %
Ridden in or drove a car owned by someone else	52	12.8 %
Other	13	3.2 %
I wouldn't have made the trip	92	22.6 %
Not provided	7	1.7 %
Total	407	100.0 %

**WITHOUT NOT PROVIDED****Q12. If transit had not been available for this trip, would you have: (without "not provided")**

Q12. What would you have done if transit had not been available for this trip	Number	Percent
Driven my car	52	13.0 %
Walked	144	36.0 %
Taxi/Uber/Lyft/Limebike	44	11.0 %
Paratransit service	3	0.8 %
Ridden in or drove a car owned by someone else	52	13.0 %
Other	13	3.3 %
I wouldn't have made the trip	92	23.0 %
Total	400	100.0 %

**Q12-6. Other:**

Q12-6. Other	Number	Percent
Bike	4	36.4 %
Medical cab	1	9.1 %
Hitch hiked	1	9.1 %
Friend	1	9.1 %
Walk/taxi	1	9.1 %
Scooter	1	9.1 %
Walked	1	9.1 %
Stuck in cheney	1	9.1 %
Total	11	100.0 %

**Q13. What are your main reasons for choosing to ride the bus?**

Q13. Your main reasons for choosing to ride the bus	Number	Percent
Don't have a car	276	67.8 %
My car was unavailable	37	9.1 %
I do not have a driver's license	126	31.0 %
Bus meets my needs	131	32.2 %
Avoid traffic	38	9.3 %
Avoid parking	47	11.5 %
Bus is most convenient option	100	24.6 %
It's good for the environment	75	18.4 %
Other	22	5.4 %
Total	852	



**Q13-9. Other:**

Q13-9. Other	Number	Percent
Save gas	4	18.2 %
Medical	2	9.1 %
Economical	1	4.5 %
Illegal to drive	1	4.5 %
DUI for support	1	4.5 %
Low cost	1	4.5 %
I love riding	1	4.5 %
Eyesight too poor to driver	1	4.5 %
Seizures	1	4.5 %
Cost	1	4.5 %
Won't drive anymore	1	4.5 %
It's free	1	4.5 %
Don't like to drive	1	4.5 %
School	1	4.5 %
Feel safe during winter driving	1	4.5 %
Save money	1	4.5 %
Physically unable to drive	1	4.5 %
Kill time	1	4.5 %
Total	22	100.0 %

**Q14. To get around the Spokane area, which of the following best describes how much you currently rely on the bus service?**

Q14. How much do you currently rely on the bus service to get around Spokane area	Number	Percent
Completely (my only form of transportation)	195	47.9 %
Mostly (provides more than half of my transportation)	140	34.4 %
Somewhat (less than half of my transportation)	51	12.5 %
I rarely ride the bus	12	2.9 %
Not provided	9	2.2 %
Total	407	100.0 %

**WITHOUT NOT PROVIDED****Q14. To get around the Spokane area, which of the following best describes how much you currently rely on the bus service? (without "not provided")**

Q14. How much do you currently rely on the bus service to get around Spokane area	Number	Percent
Completely (my only form of transportation)	195	49.0 %
Mostly (provides more than half of my transportation)	140	35.2 %
Somewhat (less than half of my transportation)	51	12.8 %
I rarely ride the bus	12	3.0 %
Total	398	100.0 %

**Q15. How do you get information about STA services?**

Q15. How do you get information about STA services	Number	Percent
Smartphone/tablet	298	73.2 %
Other phone	18	4.4 %
Computer	46	11.3 %
Customer service at Plaza	79	19.4 %
Coach operator (bus driver)	38	9.3 %
Paper schedules	60	14.7 %
328-RIDE	38	9.3 %
Other	10	2.5 %
Total	587	

**Q15-8. Other:**

Q15-8. Other	Number	Percent
Google maps	1	10.0 %
On Bus service	1	10.0 %
Other people	1	10.0 %
App	1	10.0 %
TV news	1	10.0 %
Transit app	1	10.0 %
Shelters	1	10.0 %
Field trip	1	10.0 %
Emergency	1	10.0 %
Word of mouth	1	10.0 %
Total	10	100.0 %

**Q16. How many licensed working cars are at your household?**

Q16. How many licensed working cars are there at your household	Number	Percent
One	93	22.9 %
Two	65	16.0 %
Three	29	7.1 %
Four or more	14	3.4 %
Zero	197	48.4 %
Not provided	9	2.2 %
Total	407	100.0 %

**WITHOUT NOT PROVIDED****Q16. How many licensed working cars are at your household? (without "not provided")**

Q16. How many licensed working cars are there  
at your household

	Number	Percent
One	93	23.4 %
Two	65	16.3 %
Three	29	7.3 %
Four or more	14	3.5 %
Zero	197	49.5 %
Total	398	100.0 %

**Q17. Could you have used one of these for this trip?**

Q17. Could you have used one of these for this trip

	Number	Percent
Yes	141	34.6 %
No	221	54.3 %
Not provided	45	11.1 %
Total	407	100.0 %

**WITHOUT NOT PROVIDED****Q17. Could you have used one of these for this trip? (without "not provided")**

Q17. Could you have used one of these for this trip

	Number	Percent
Yes	141	39.0 %
No	221	61.0 %
Total	362	100.0 %

**Q18. If you have a smartphone/tablet, how big is your data plan?**

Q18. How big is your data plan if you have a  
smartphone/tablet

	Number	Percent
Small/medium	89	21.9 %
Large/unlimited	224	55.0 %
I have a smartphone/tablet, but I do not have a data plan	23	5.7 %
I do not have a smartphone/tablet	41	10.1 %
Not provided	30	7.4 %
Total	407	100.0 %

**WITHOUT NOT PROVIDED****Q18. If you have a smartphone/tablet, how big is your data plan? (without "not provided")**

Q18. How big is your data plan if you have a

<u>smartphone/tablet</u>	<u>Number</u>	<u>Percent</u>
Small/medium	89	23.6 %
Large/unlimited	224	59.4 %
I have a smartphone/tablet, but I do not have a data plan	23	6.1 %
I do not have a smartphone/tablet	41	10.9 %
Total	377	100.0 %

**Q19. Do you currently have a valid driver's license?**

<u>Q19. Do you currently have a valid driver's license</u>	<u>Number</u>	<u>Percent</u>
Yes	106	26.0 %
No	177	43.5 %
Not provided	124	30.5 %
Total	407	100.0 %

**WITHOUT NOT PROVIDED****Q19. Do you currently have a valid driver's license? (without "not provided")**

<u>Q19. Do you currently have a valid driver's license</u>	<u>Number</u>	<u>Percent</u>
Yes	106	37.5 %
No	177	62.5 %
Total	283	100.0 %

**Q20. Please rate your agreement with the following statements.**

(N=407)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not provided
Q20-1. The bus usually runs on time	26.5%	44.7%	16.0%	7.9%	1.2%	3.7%
Q20-2. The bus routes are conveniently located for me	38.3%	38.3%	16.0%	3.4%	0.2%	3.7%
Q20-3. The buses operate on the days & at the times that I need them	34.9%	37.6%	16.5%	6.1%	0.0%	4.9%
Q20-4. The frequency of service (how often the buses come) is satisfactory	29.5%	40.0%	18.7%	6.1%	1.0%	4.7%
Q20-5. The bus gets me to my destination in a reasonable amount of time	36.6%	40.3%	15.2%	2.2%	0.2%	5.4%
Q20-6. I understand STA's system maps & schedules, & I am confident navigating the system	45.2%	35.1%	11.8%	2.0%	0.2%	5.7%
Q20-7. It is easy to find out if the buses are running on schedule	34.9%	33.4%	16.0%	7.4%	2.5%	5.9%
Q20-8. It is easy to get information about STA's services & route schedules	38.6%	38.1%	12.8%	3.7%	0.0%	6.9%
Q20-9. STA provides adequate updates on detours, service changes, & service improvements	31.2%	33.2%	21.9%	6.6%	1.2%	5.9%
Q20-10. The price of the fares are reasonable	38.1%	35.1%	16.2%	4.9%	0.5%	5.2%
Q20-11. The bus interior is clean	34.9%	33.9%	17.7%	7.4%	0.7%	5.4%

**Q20. Please rate your agreement with the following statements.**

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not provided
Q20-12. I feel safe & secure waiting for my bus	29.5%	36.6%	21.4%	6.1%	0.5%	5.9%
Q20-13. I feel safe riding the bus	37.6%	37.1%	14.0%	4.2%	0.5%	6.6%
Q20-14. Bus operators operate the vehicle safely	46.4%	34.9%	9.8%	2.9%	0.2%	5.7%
Q20-15. Bus operators are helpful	46.2%	34.4%	9.8%	2.9%	0.0%	6.6%
Q20-16. Bus operators are courteous	44.0%	34.9%	10.3%	4.4%	0.0%	6.4%
Q20-17. Bus operators are knowledgeable about the STA system	45.5%	32.4%	13.3%	2.5%	0.0%	6.4%
Q20-18. I view STA employees favorably	43.2%	37.3%	11.8%	1.7%	0.5%	5.4%
Q20-19. Driver's announcement of stops is clear & timely	40.3%	30.7%	17.7%	4.7%	0.7%	5.9%
Q20-20. Making a transfer from one bus to another is convenient	31.4%	35.9%	19.4%	5.9%	1.2%	6.1%
Q20-21. There is freedom from obnoxious behavior of other riders	27.8%	27.3%	25.1%	12.0%	2.0%	5.9%
Q20-22. The overall physical condition of buses is satisfactory	38.6%	41.3%	13.5%	0.5%	0.2%	5.9%

**WITHOUT NOT PROVIDED****Q20. Please rate your agreement with the following statements. (without "not provided")**

(N=407)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q20-1. The bus usually runs on time	27.6%	46.4%	16.6%	8.2%	1.3%
Q20-2. The bus routes are conveniently located for me	39.8%	39.8%	16.6%	3.6%	0.3%
Q20-3. The buses operate on the days & at the times that I need them	36.7%	39.5%	17.3%	6.5%	0.0%
Q20-4. The frequency of service (how often the buses come) is satisfactory	30.9%	42.0%	19.6%	6.4%	1.0%
Q20-5. The bus gets me to my destination in a reasonable amount of time	38.7%	42.6%	16.1%	2.3%	0.3%
Q20-6. I understand STA's system maps & schedules, & I am confident navigating the system	47.9%	37.2%	12.5%	2.1%	0.3%
Q20-7. It is easy to find out if the buses are running on schedule	37.1%	35.5%	17.0%	7.8%	2.6%
Q20-8. It is easy to get information about STA's services & route schedules	41.4%	40.9%	13.7%	4.0%	0.0%
Q20-9. STA provides adequate updates on detours, service changes, & service improvements	33.2%	35.2%	23.2%	7.0%	1.3%
Q20-10. The price of the fares are reasonable	40.2%	37.0%	17.1%	5.2%	0.5%
Q20-11. The bus interior is clean	36.9%	35.8%	18.7%	7.8%	0.8%

**WITHOUT NOT PROVIDED****Q20. Please rate your agreement with the following statements. (without "not provided")**

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q20-12. I feel safe & secure waiting for my bus	31.3%	38.9%	22.7%	6.5%	0.5%
Q20-13. I feel safe riding the bus	40.3%	39.7%	15.0%	4.5%	0.5%
Q20-14. Bus operators operate the vehicle safely	49.2%	37.0%	10.4%	3.1%	0.3%
Q20-15. Bus operators are helpful	49.5%	36.8%	10.5%	3.2%	0.0%
Q20-16. Bus operators are courteous	47.0%	37.3%	11.0%	4.7%	0.0%
Q20-17. Bus operators are knowledgeable about the STA system	48.6%	34.6%	14.2%	2.6%	0.0%
Q20-18. I view STA employees favorably	45.7%	39.5%	12.5%	1.8%	0.5%
Q20-19. Driver's announcement of stops is clear & timely	42.8%	32.6%	18.8%	5.0%	0.8%
Q20-20. Making a transfer from one bus to another is convenient	33.5%	38.2%	20.7%	6.3%	1.3%
Q20-21. There is freedom from obnoxious behavior of other riders	29.5%	29.0%	26.6%	12.8%	2.1%
Q20-22. The overall physical condition of buses is satisfactory	41.0%	43.9%	14.4%	0.5%	0.3%



**Q21. How do you rate these elements of STA's customer service?**

(N=407)

	Excellent	Good	Fair	Poor	Don't know
Q21-1. Customer service call center	31.2%	28.0%	5.7%	1.0%	34.2%
Q21-2. Customer service counter	38.1%	28.7%	7.1%	0.5%	25.6%
Q21-3. Administrative employees	33.2%	25.8%	4.9%	0.7%	35.4%
Q21-4. Coach operator/supervisors	39.8%	34.2%	8.6%	1.0%	16.5%
Q21-5. Transit officers/security	37.8%	29.7%	9.1%	2.9%	20.4%

**WITHOUT DON'T KNOW****Q21. How do you rate these elements of STA's customer service? (without "don't know")**

(N=407)

	Excellent	Good	Fair	Poor
Q21-1. Customer service call center	47.4%	42.5%	8.6%	1.5%
Q21-2. Customer service counter	51.2%	38.6%	9.6%	0.7%
Q21-3. Administrative employees	51.3%	39.9%	7.6%	1.1%
Q21-4. Coach operator/supervisors	47.6%	40.9%	10.3%	1.2%
Q21-5. Transit officers/security	47.5%	37.3%	11.4%	3.7%

**Q22. Please rate your agreement with the following statements.**

(N=407)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not provided
Q22-1. The STA system provides value to the community	54.5%	22.1%	5.4%	0.2%	0.2%	17.4%
Q22-2. STA manages their financial resources appropriately	31.4%	25.1%	22.6%	1.0%	0.5%	19.4%

**WITHOUT NOT PROVIDED****Q22. Please rate your agreement with the following statements. (without "not provided")**

(N=407)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q22-1. The STA system provides value to the community	66.1%	26.8%	6.5%	0.3%	0.3%
Q22-2. STA manages their financial resources appropriately	39.0%	31.1%	28.0%	1.2%	0.6%

**Q23. What is your gender?**

Q23. Your gender	Number	Percent
Male	229	56.3 %
Female	147	36.1 %
Non-binary	15	3.7 %
Prefer not to say	16	3.9 %
Total	407	100.0 %

**WITHOUT PREFER NOT TO SAY****Q23. What is your gender? (without "prefer not to say")**

Q23. Your gender	Number	Percent
Male	229	58.6 %
Female	147	37.6 %
Non-binary	15	3.8 %
Total	391	100.0 %

**Q24. What is your age?**

Q24. Your age	Number	Percent
18 & under	55	13.5 %
19 to 24	54	13.3 %
25 to 34	64	15.7 %
35 to 44	98	24.1 %
45 to 54	65	16.0 %
55 to 64	38	9.3 %
65 or older	24	5.9 %
Prefer not to say	9	2.2 %
Total	407	100.0 %

**WITHOUT PREFER NOT TO SAY****Q24. What is your age? (without "prefer not to say")**

Q24. Your age	Number	Percent
18 & under	55	13.8 %
19 to 24	54	13.6 %
25 to 34	64	16.1 %
35 to 44	98	24.6 %
45 to 54	65	16.3 %
55 to 64	38	9.5 %
65 or older	24	6.0 %
Total	398	100.0 %

**Q25. Are you currently a student?**

Q25. Are you currently a student	Number	Percent
Full time	63	15.5 %
Part time	26	6.4 %
No	246	60.4 %
Not provided	72	17.7 %
Total	407	100.0 %

**WITHOUT NOT PROVIDED****Q25. Are you currently a student? (without "not provided")**

Q25. Are you currently a student	Number	Percent
Full time	63	18.8 %
Part time	26	7.8 %
No	246	73.4 %
Total	335	100.0 %

**Q26. Which of the following best describes your race/ethnicity?**

Q26. Your race/ethnicity	Number	Percent
Asian or Asian Indian	13	3.2 %
Black or African American	33	8.1 %
American Indian or Alaska Native	28	6.9 %
White	299	73.5 %
Native Hawaiian or other Pacific Islander	7	1.7 %
Hispanic, Spanish, or Latino/a/x	37	9.1 %
Prefer not to say	29	7.1 %
Other	8	2.0 %
Total	454	

Number Of Cases With At Least One Response = 407

**WITHOUT PREFER NOT TO SAY****Q26. Which of the following best describes your race/ethnicity? (without "prefer not to say")**

Q26. Your race/ethnicity	Number	Percent
White	299	79.1 %
Hispanic, Spanish, or Latino/a/x	37	9.8 %
Black or African American	33	8.7 %
American Indian or Alaska Native	28	7.4 %
Asian or Asian Indian	13	3.4 %
Other	8	2.1 %
Native Hawaiian or other Pacific Islander	7	1.9 %
Total	425	

Number Of Cases With At Least One Response = 378

**Q26-9. Self-describe your race/ethnicity:**

Q26-9. Self-describe your race/ethnicity	Number	Percent
Mexican	2	25.0 %
Mixed	2	25.0 %
Texano Mexican	1	12.5 %
Asian and European	1	12.5 %
South America	1	12.5 %
Jewish	1	12.5 %
Total	8	100.0 %

**Q27. Including yourself, how many people currently live in your household?**

Q27. How many people currently live in your household	Number	Percent
1	90	22.1 %
2	73	17.9 %
3	56	13.8 %
4	59	14.5 %
5	27	6.6 %
6+	31	7.6 %
Not provided	71	17.4 %
Total	407	100.0 %

**WITHOUT NOT PROVIDED****Q27. Including yourself, how many people currently live in your household? (without "not provided")**

Q27. How many people currently live in your household	Number	Percent
1	90	26.8 %
2	73	21.7 %
3	56	16.7 %
4	59	17.6 %
5	27	8.0 %
6+	31	9.2 %
Total	336	100.0 %

**Q28. What is your current employment status?**

Q28. Your current employment status	Number	Percent
Employed full time	117	28.7 %
Employed part time	83	20.4 %
Not currently employed & not seeking employment	75	18.4 %
Not currently employed & seeking employment	71	17.4 %
Homemaker/caregiver	6	1.5 %
Retired	30	7.4 %
Not provided	25	6.1 %
Total	407	100.0 %

**WITHOUT NOT PROVIDED****Q28. What is your current employment status? (without "not provided")**

Q28. Your current employment status	Number	Percent
Employed full time	117	30.6 %
Employed part time	83	21.7 %
Not currently employed & not seeking employment	75	19.6 %
Not currently employed & seeking employment	71	18.6 %
Homemaker/caregiver	6	1.6 %
Retired	30	7.9 %
Total	382	100.0 %

**Q29. What is the primary language spoken in your home?**

Q29. Primary language spoken in your home	Number	Percent
English	370	90.9 %
Russian	1	0.2 %
Spanish	3	0.7 %
Vietnamese	1	0.2 %
Other	1	0.2 %
Not provided	31	7.6 %
Total	407	100.0 %

**WITHOUT NOT PROVIDED****Q29. What is the primary language spoken in your home? (without "not provided")**

Q29. Primary language spoken in your home	Number	Percent
English	370	98.4 %
Russian	1	0.3 %
Spanish	3	0.8 %
Vietnamese	1	0.3 %
Other	1	0.3 %
Total	376	100.0 %

**Q29-5. Other:**

Q29-5. Other	Number	Percent
German	1	100.0 %
Total	1	100.0 %

**Q30. What category best describes your total annual household income?**

Q30. Your total annual household income	Number	Percent
Under \$10K	84	20.6 %
\$10K-\$19,999	47	11.5 %
\$20K-\$29,999	34	8.4 %
\$30K-\$39,999	31	7.6 %
\$40K-\$49,999	22	5.4 %
\$50K-\$74,999	36	8.8 %
\$75K-\$99,999	13	3.2 %
\$100K+	15	3.7 %
Don't know	51	12.5 %
Prefer not to say	74	18.2 %
Total	407	100.0 %

**WITHOUT DON'T KNOW/PREFER NOT TO SAY****Q30. What category best describes your total annual household income? (without "don't know/prefer not to say")**

Q30. Your total annual household income	Number	Percent
Under \$10K	84	29.8 %
\$10K-\$19,999	47	16.7 %
\$20K-\$29,999	34	12.1 %
\$30K-\$39,999	31	11.0 %
\$40K-\$49,999	22	7.8 %
\$50K-\$74,999	36	12.8 %
\$75K-\$99,999	13	4.6 %
\$100K+	15	5.3 %
Total	282	100.0 %

# **6** **Survey Instrument**

## STA CUSTOMER SATISFACTION SURVEY

### Chance to win \$200!

As a thank you for **fully completing** this survey, your name can be entered into a drawing for a chance to win one (1) of two \$200 Visa gift cards.

#### SUPERVISOR ONLY

Surveyor ID: \_\_\_\_\_ Date: \_\_\_\_\_ (mm/dd/yy)

Route: \_\_\_\_\_

Survey Start Time: 6-9a 9a-1p 1-4p 4-7p After 7p

Day of the Week: M T W TH F Sa Su

1. How satisfied are you overall with the Spokane Transit bus service?  
\_\_\_\_(5) Very Satisfied \_\_\_\_ (4) Satisfied \_\_\_\_ (3) Neutral \_\_\_\_ (2) Dissatisfied \_\_\_\_ (1) Very Dissatisfied
2. How likely would you be to recommend STA bus service to a friend, colleague, or family member? [Please circle your answer with 10 being "Very Likely" and 0 being "Not at All Likely."]

Very Likely										Not at All Likely	
10	9	8	7	6	5	4	3	2	1	0	

3. What is your home zip code? \_\_\_\_\_
4. If you walked to a bus stop to board this bus, how long did it take?  
\_\_\_\_(1) 1-5 minutes \_\_\_\_ (2) 6-10 minutes \_\_\_\_ (3) 11-15 minutes \_\_\_\_ (4) More than 15 minutes
5. How many minutes did you wait for the bus once you arrived at the stop? \_\_\_\_\_ minutes
6. How many minutes do you expect your entire trip to take, including walking, waiting, and transferring? \_\_\_\_\_ minutes
7. Which days do you typically ride the bus? [Select all that apply.]  
\_\_\_\_(1) Weekdays \_\_\_\_ (2) Saturdays \_\_\_\_ (3) Sundays \_\_\_\_ (4) Holidays
8. How long have you been using the STA bus service?  
\_\_\_\_(1) Less than 1 year \_\_\_\_ (2) 1 to 3 years \_\_\_\_ (3) 3 to 5 years \_\_\_\_ (4) More than 5 years
9. Compared to one year ago, are you riding the bus more, about the same, or less?  
\_\_\_\_(1) More \_\_\_\_ (2) About the same [Skip to Q10.] \_\_\_\_ (3) Less \_\_\_\_ (9) Don't know [Skip to Q10.]
- 9a. If you answered "More" or "Less" to Question 9, what are your reasons?  
\_\_\_\_\_

10. STA is considering projects to improve transit in the coming decade. Which category is most interesting to you?  
\_\_\_\_(1) Improvements to existing routes and bus stops to add more shelters, real time signs and easier access to stops  
\_\_\_\_(2) Route changes to allow later night service on popular routes  
\_\_\_\_(3) New areas of service using shuttles that can be scheduled by an app to take me to transit centers and stations  
\_\_\_\_(4) Reduced fares for individuals with low incomes  
\_\_\_\_(5) Improved safety measures including more STA personnel riding buses and helping customers  
\_\_\_\_(6) Measures to advance more housing and jobs near transit ("Transit Oriented Development")  
\_\_\_\_(7) Improvements to rider information, including real time information on route delays and disruptions  
\_\_\_\_(8) New partnerships to include transit ticketing in local events and attractions
11. How do you typically obtain your bus pass? [Select all that apply.]  
\_\_\_\_(1) Purchase at customer service at Plaza \_\_\_\_ (6) Provided by employer  
\_\_\_\_(2) Purchase pass by mail \_\_\_\_ (7) Provided by school  
\_\_\_\_(3) Purchase on STA Website \_\_\_\_ (8) Provided by community organization  
\_\_\_\_(4) Purchase on bus \_\_\_\_ (9) Other: \_\_\_\_\_  
\_\_\_\_(5) Purchase from grocery store/gas station
12. If transit had not been available for this trip, would you have:  
\_\_\_\_(1) Driven my car \_\_\_\_ (5) Ridden in or drove a car owned by someone else  
\_\_\_\_(2) Walked \_\_\_\_ (6) Other: \_\_\_\_\_  
\_\_\_\_(3) Taxi/Uber/Lyft/Limebike \_\_\_\_ (7) I wouldn't have made the trip  
\_\_\_\_(4) Paratransit service
13. What are your main reasons for choosing to ride the bus? [Select all that apply.]  
\_\_\_\_(1) Don't have a car \_\_\_\_ (4) Bus meets my needs \_\_\_\_ (7) Bus is most convenient option  
\_\_\_\_(2) My car was unavailable \_\_\_\_ (5) Avoid traffic \_\_\_\_ (8) It's good for the environment  
\_\_\_\_(3) I do not have a driver's license \_\_\_\_ (6) Avoid parking \_\_\_\_ (9) Other: \_\_\_\_\_
14. To get around the Spokane area, which of the following best describes how much you currently rely on the bus service?  
\_\_\_\_(1) Completely (My only form of transportation) \_\_\_\_ (3) Somewhat (less than half of my transportation)  
\_\_\_\_(2) Mostly (provides more than half of my transportation) \_\_\_\_ (4) I rarely ride the bus
15. How do you get information about STA services?  
\_\_\_\_(1) Smartphone/tablet \_\_\_\_ (4) Customer service at Plaza \_\_\_\_ (7) 328-RIDE  
\_\_\_\_(2) Other phone \_\_\_\_ (5) Coach operator (bus driver) \_\_\_\_ (8) Other: \_\_\_\_\_  
\_\_\_\_(3) Computer \_\_\_\_ (6) Paper schedules
16. How many licensed, working cars are at your household?  
\_\_\_\_(1) One \_\_\_\_ (2) Two \_\_\_\_ (3) Three \_\_\_\_ (4) Four or more \_\_\_\_ (5) Zero



17. Could you have used one of these for this trip? \_\_\_\_ (1) Yes \_\_\_\_ (2) No
18. If you have a smartphone/tablet, how big is your data plan?  
 \_\_\_\_ (1) Small/Medium \_\_\_\_ (3) I have a smartphone/tablet, but I do not have a data plan  
 \_\_\_\_ (2) Large/unlimited \_\_\_\_ (4) I do not have a smartphone/tablet
19. Do you currently have a valid driver's license? \_\_\_\_ (1) Yes \_\_\_\_ (2) No

20. Please rate your agreement with the following statements. [Please circle only one answer per line.]					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
01. The bus usually runs on time.	5	4	3	2	1
02. The bus routes are conveniently located for me.	5	4	3	2	1
03. The buses operate on the days and at the times that I need them.	5	4	3	2	1
04. The frequency of service (how often the buses come) is satisfactory.	5	4	3	2	1
05. The bus gets me to my destination in a reasonable amount of time.	5	4	3	2	1
06. I understand STA's system maps and schedules, and I am confident navigating the system.	5	4	3	2	1
07. It is easy to find out if the buses are running on schedule.	5	4	3	2	1
08. It is easy to get information about STA's services and route schedules.	5	4	3	2	1
09. STA provides adequate updates on detours, service changes, and service improvements.	5	4	3	2	1
10. The price of the fares are reasonable.	5	4	3	2	1
11. The bus interior is clean.	5	4	3	2	1
12. I feel safe and secure waiting for my bus.	5	4	3	2	1
13. I feel safe riding the bus.	5	4	3	2	1
14. Bus operators operate the vehicle safely.	5	4	3	2	1
15. Bus operators are helpful.	5	4	3	2	1
16. Bus operators are courteous.	5	4	3	2	1
17. Bus operators are knowledgeable about the STA system.	5	4	3	2	1
18. I view STA employees favorably.	5	4	3	2	1
19. Driver's announcement of stops is clear and timely.	5	4	3	2	1
20. Making a transfer from one bus to another is convenient.	5	4	3	2	1
21. There is freedom from obnoxious behavior of other riders.	5	4	3	2	1
22. The overall physical condition of buses is satisfactory.	5	4	3	2	1

21. How do you rate these elements of STA's customer service? [Please circle only one answer per line.]					
	Excellent	Good	Fair	Poor	Don't know
1. Customer service call center	4	3	2	1	9
2. Customer service counter	4	3	2	1	9
3. Administrative employees	4	3	2	1	9
4. Coach operator/ supervisors	4	3	2	1	9
5. Transit officers/security	4	3	2	1	9

22. Please rate your agreement with the following statements. [Please circle only one answer per line.]					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. The STA system provides value to the community.	5	4	3	2	1
2. STA manages their financial resources appropriately.	5	4	3	2	1

23. What is your gender? \_\_\_\_ (1) Male \_\_\_\_ (2) Female \_\_\_\_ (3) Non-binary \_\_\_\_ (4) Prefer not to say
24. What is your age?  
 \_\_\_\_ (1) 18 and under \_\_\_\_ (3) 25 to 34 \_\_\_\_ (5) 45 to 54 \_\_\_\_ (7) 65 or older  
 \_\_\_\_ (2) 19 to 24 \_\_\_\_ (4) 35 to 44 \_\_\_\_ (6) 55 to 64 \_\_\_\_ (8) Prefer not to say
25. Are you currently a student? \_\_\_\_ (1) Full time \_\_\_\_ (2) Part time \_\_\_\_ (3) No
26. Which of the following best describes your race/ethnicity? [Select 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 \_\_\_\_ (88) Prefer not to say  
 \_\_\_\_ (04) White \_\_\_\_ (99) Other: \_\_\_\_\_
27. Including yourself, how many people currently live in your household? \_\_\_\_\_ people
28. What is your current employment status?  
 \_\_\_\_ (1) Employed full time \_\_\_\_ (4) Not currently employed and seeking employment  
 \_\_\_\_ (2) Employed part time \_\_\_\_ (5) Homemaker/caregiver  
 \_\_\_\_ (3) Not currently employed and not seeking employment \_\_\_\_ (6) Retired
29. What is the primary language spoken in your home?  
 \_\_\_\_ (1) English \_\_\_\_ (2) Russian \_\_\_\_ (3) Spanish \_\_\_\_ (4) Vietnamese \_\_\_\_ (5) Other: \_\_\_\_\_
30. What category best describes your total annual household income?  
 \_\_\_\_ (01) Under \$10,000 \_\_\_\_ (04) \$30,000-\$39,999 \_\_\_\_ (07) \$75,000-\$99,000 \_\_\_\_ (10) Prefer not to say  
 \_\_\_\_ (02) \$10,000-\$19,999 \_\_\_\_ (05) \$40,000-\$49,999 \_\_\_\_ (08) \$100,000 or above  
 \_\_\_\_ (03) \$20,000-\$29,999 \_\_\_\_ (06) \$50,000-\$74,999 \_\_\_\_ (09) Don't know
31. If you could name one thing to make STA's service better, what would it be? \_\_\_\_\_
32. Would you like to be entered into the drawing for one (1) of two \$200 Visa gift cards?  
 \_\_\_\_ (1) Yes [Please provide your contact information below.] \_\_\_\_ (2) No  
 First name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

This concludes the survey. Thank you for your time!