

Memorandum

Date: 6/23/2016
To: Teri Kouba, Grand Forks – East Grand Forks MPO
From: Bethany Brandt-Sargent
RE: Survey Results



Remarks

As part of the outreach efforts for this plan, a survey was developed which included questions for both current riders and non-users to understand the needs and perceptions of the system. The survey was distributed beginning April 25th, 2016 through various channels, including but not limited to:

- » Grand Forks – East Grand Forks Metropolitan Planning Organization’s website.
- » Cities Area Transit’s website.
- » Grand Forks – East Grand Forks Transit Development Plan’s Facebook page.
- » On-board during the route reconnaissance event. Additional surveys were left at the MTC.
- » At the Focus Groups and Open House events.

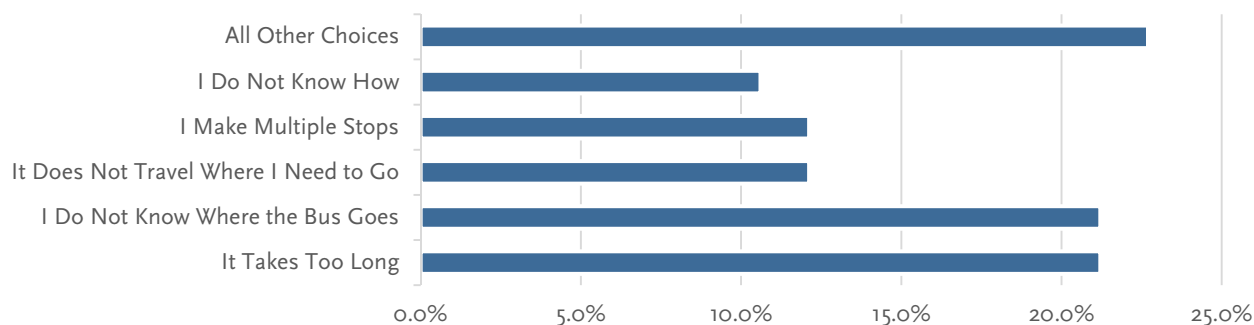
At the time of this writing, 77 responses were received via the on-line version of the survey and 62 responses were received via the paper copy version of the survey.

Non-User Responses

Thirty-seven non-users responded to the on-line survey. The results presented below are representative of this subsample.

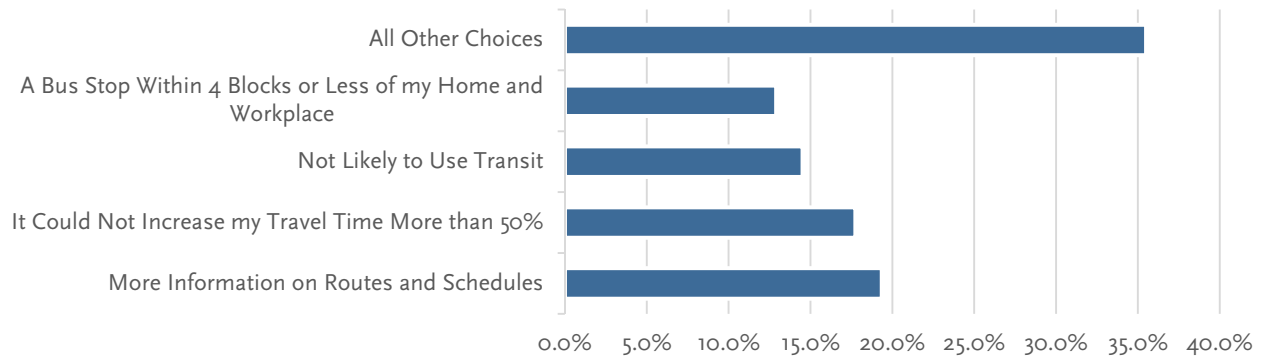
When asked why non-users do not ride Cities Area Transit, the two most significant single issues were that it takes too long and they do not know where the bus goes. All other choices include does not operate late enough, unsafe, not reliable, does not operate early enough, it costs too much. Other answers specified by the respondents include I have my own car (three responses), “not sure how with toddler”, and “heard many negative things about using Dial-a-Ride.”

Figure 1: What are the most important reasons you do not use the bus?



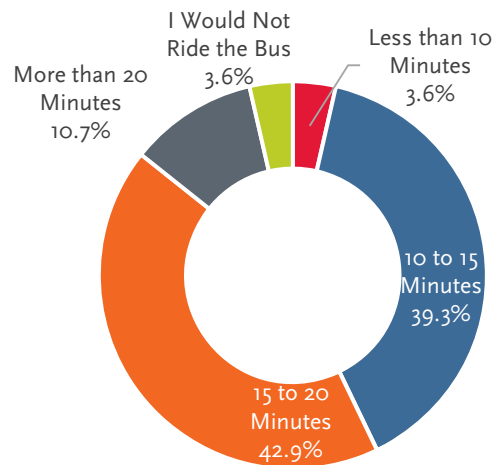
Non-users were asked what would lead them to try transit. The most common responses was more information on routes and schedules and it could not increase travel time more than fifty percent. All other choices includes, more frequent service, later evening service, Sunday service, higher gas prices, earlier Saturday service, guaranteed ride home program. Answers specified by respondents include “Absolutely no other choice.”

Figure 2: What would lead you to try transit?



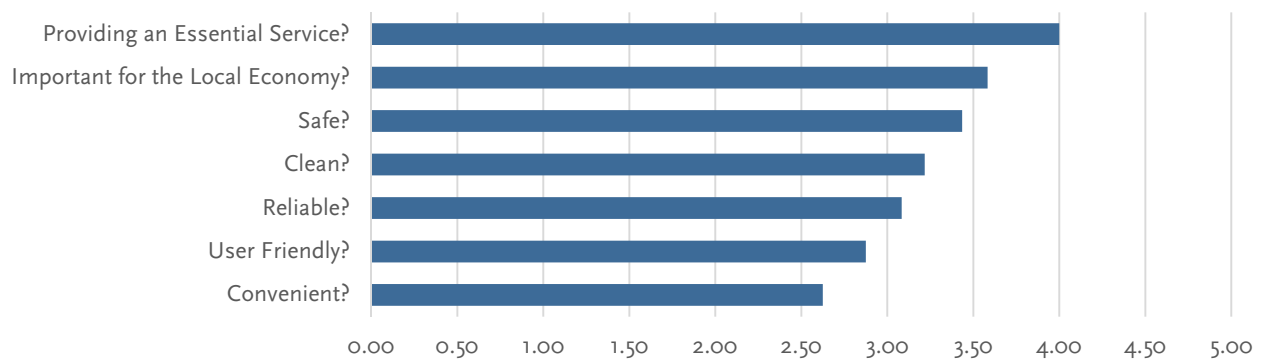
For most non-users, a reasonable time for a bus trip ranges from ten to twenty minutes.

Figure 3: What would be a reasonable time for a bus trip?



Non-users were also asked about their perceptions of Cities Area Transit. On average, non-users believed Cities Area Transit is reliable, clean, safe, important for the local economy and an essential service (represented by an average score of 3.0 or greater), but they do not perceive Cities Area Transit as convenient or user friendly.

Figure 4: Do You Think Cities Area Transit Service Is



User Responses

Of the 102 Cities Area Transit user responses received, more than fifty percent have been riding Cities Area Transit for more than five years and 68 percent use it most days a week or daily.

Figure 6: How long have you been riding Cities Area Transit?

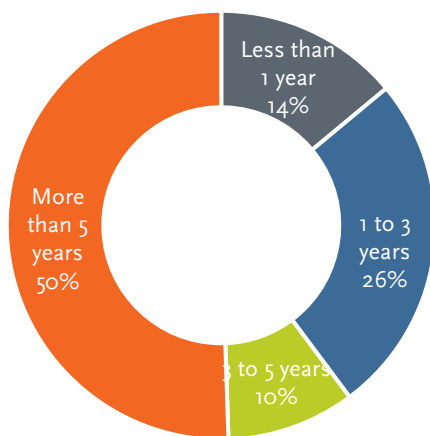


Figure 5: On average, how often do you use Cities Area Transit?

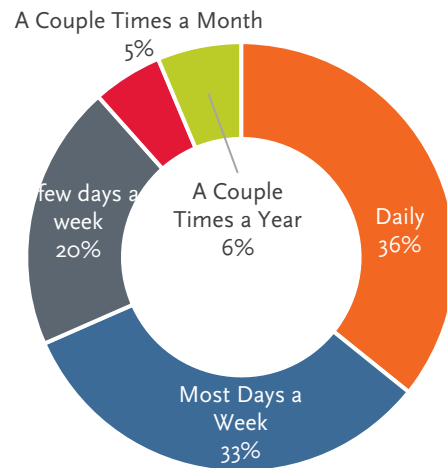
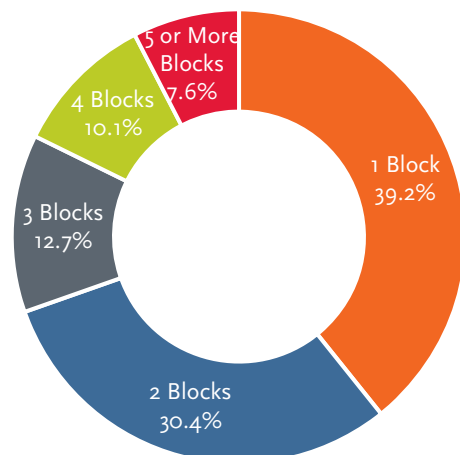


Figure 7: How far do you typically travel to get to the bus stop?

Nearly 70 percent of CAT users reported they typically walk two blocks or less to get to the bus stop.



Users responded they most typically only require one transfer to reach their destination and most trips are 30 minutes or less. Users also indicated they typically ride between 6 A.M. to 6 P.M., with just 13.1 percent riding after 6 P.M.

Figure 10: How many transfers do you typically make on a one-way trip?

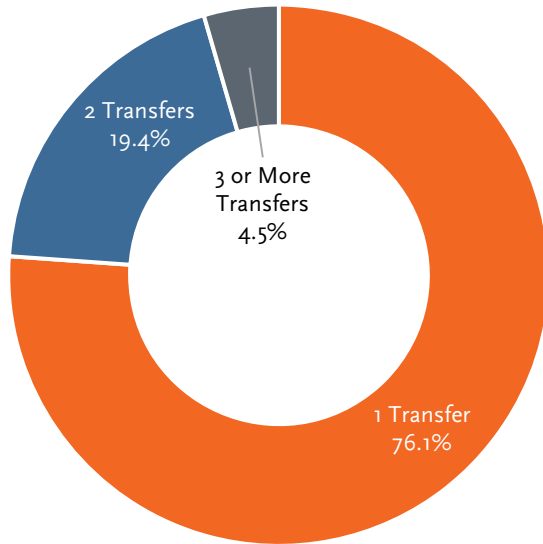


Figure 9: On average, how long is your total trip?

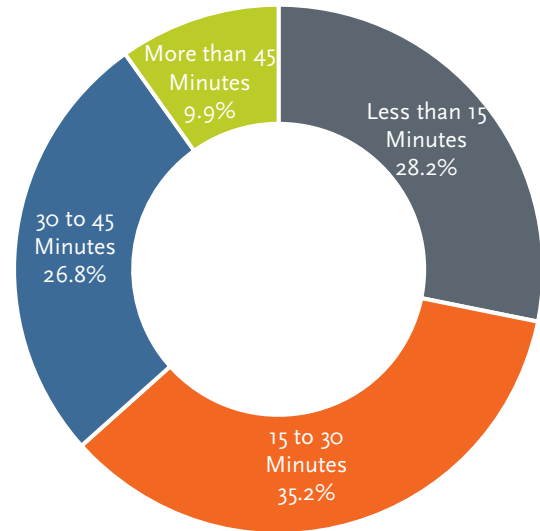


Figure 8: What times of day do you typically ride the bus?

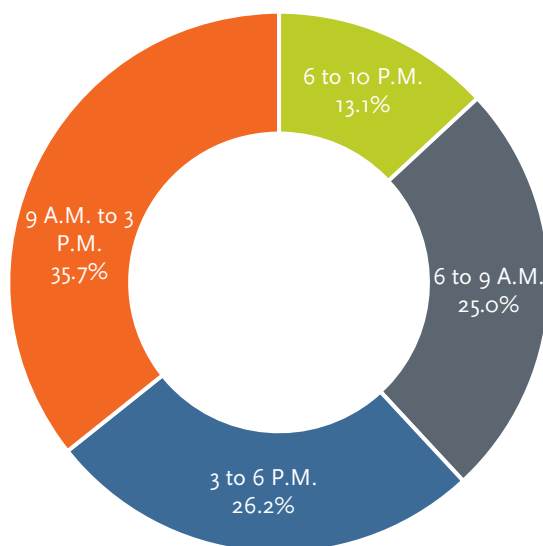
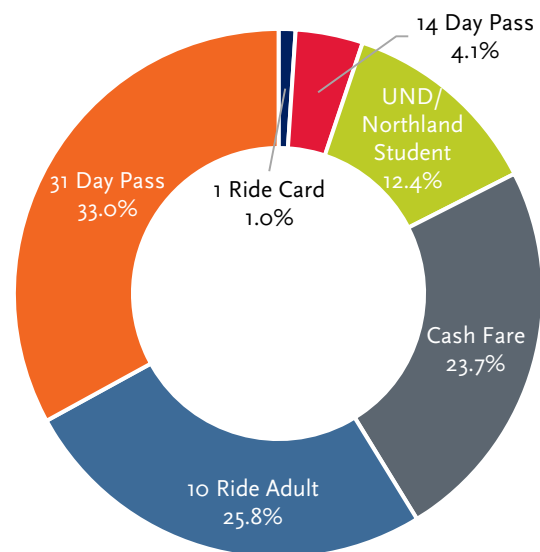
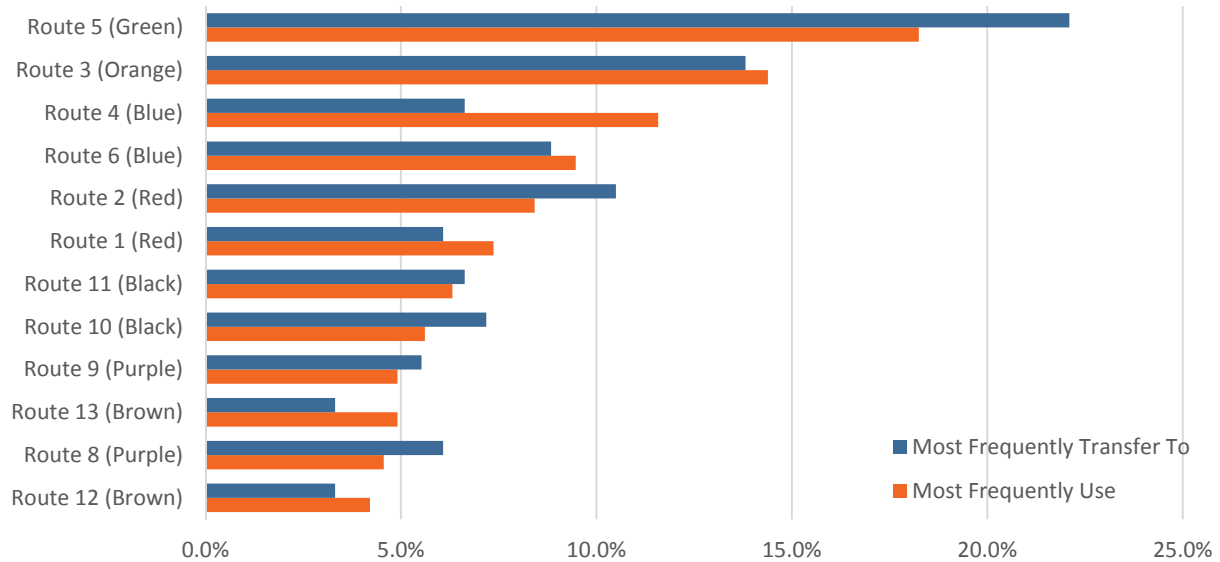


Figure 11: How do you typically pay for your trip?



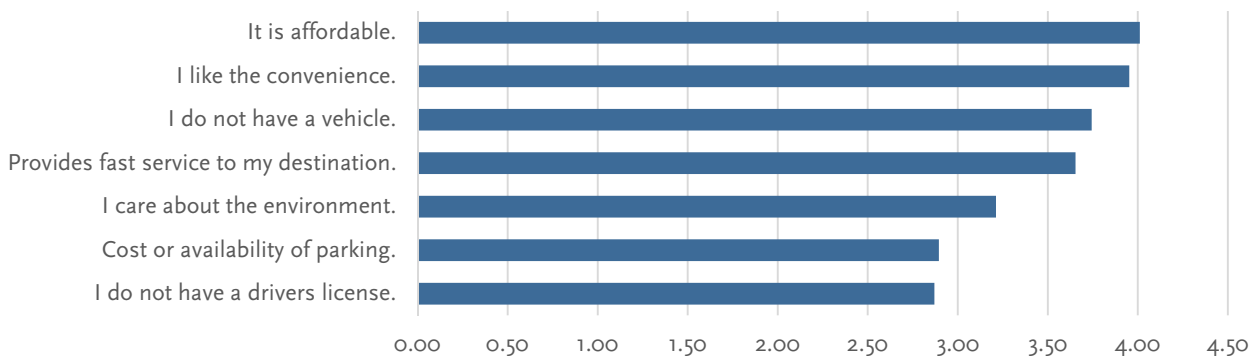
Most users responded using Route 3 (14.4 percent) and Route 5 (18.2 percent) most frequently, followed by Route 4 (11.6 percent) and Route 6 (9.5 percent). Respondents also cited they most frequently transfer to Route 5 (22.1 percent), Route 3 (13.8 percent) and Route 2 (10.5 percent).

Figure 12: Which routes do you most frequently use (orange) and transfer to (blue)?



Users were asked the most important reasons they use transit. On average, users cited affordability, convenience, not owning a vehicle, convenience and fast service as the most important reasons.

Figure 13: What are the most important reasons you use transit?

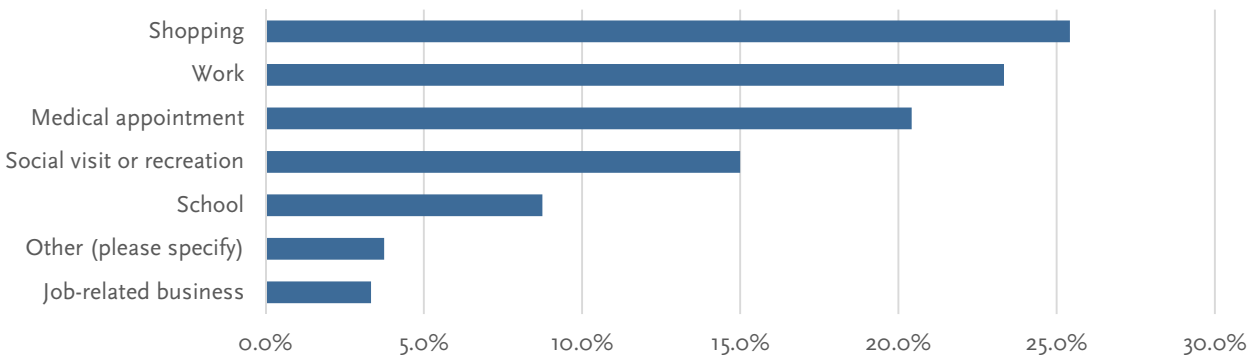


Other reasons cited include “like meeting new people”; “I hate driving especially in this area”; “I taxi’d home after bar close and want a cheaper alternative to get back to my vehicle”; “not driving under the influence.”

The primary purposes existing CAT users take transit include shopping (25.4 percent), work (23.3 percent) and medical appoint (20.4 percent). Other reasons included

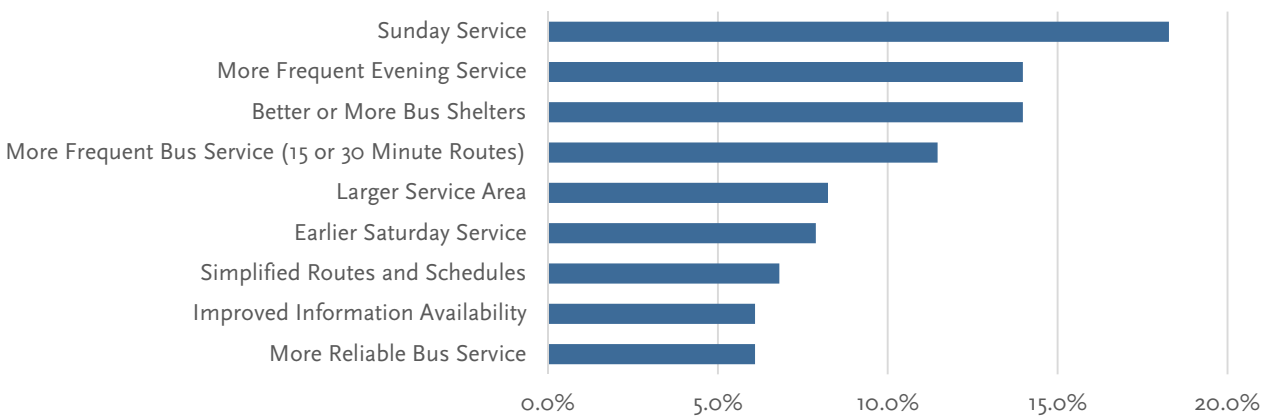
- » Everything
- » To get a haircut
- » Church on Wednesday night
- » UND
- » Go to NEHS
- » Library
- » Not driving under the influence

Figure 14: For what purposes do you ride CAT?



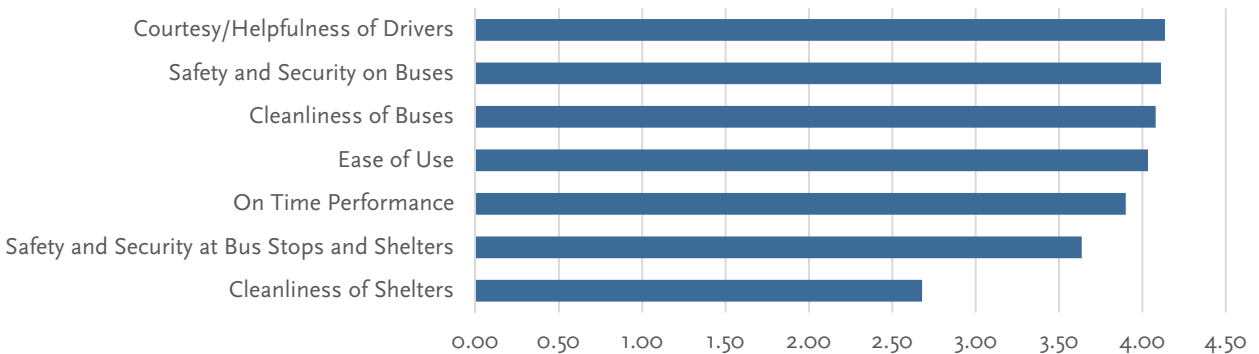
CAT users were asked to select the most important improvements that could be made to the service. Sunday service, more frequent evening service, better or more bus shelters and more frequent bus service were the most commonly selected improvements.

Figure 15: What are the most important improvements CAT could make?



Users were asked to rank characteristics from very poor to excellent. On average users found on time performance, courtesy and helpfulness of drivers, safety and security, cleanliness of buses and ease of use to be very good. They only found cleanliness of shelters to be somewhat poor.

Figure 16: Please rank the following characteristics of CAT.

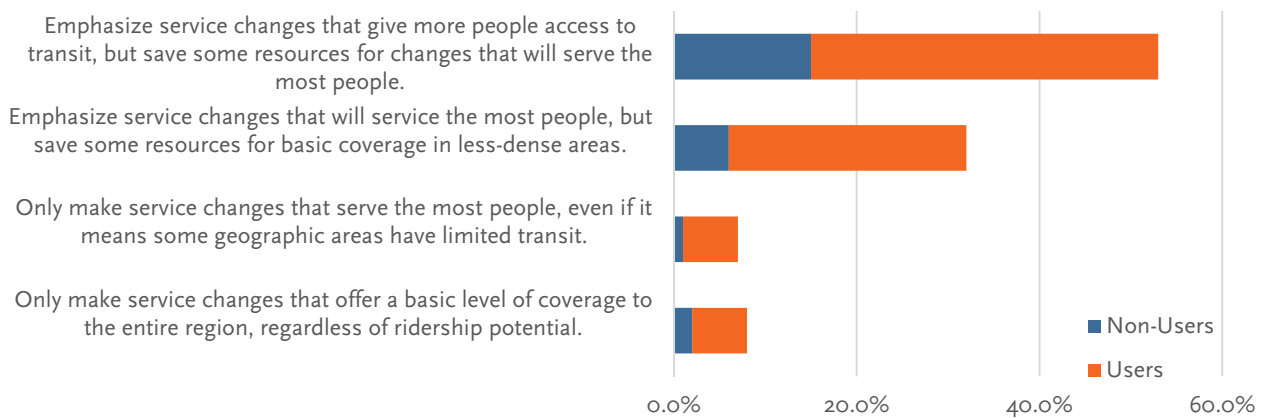


Demographic and Preference Questions

Five questions were asked to both current users and non-users of the Cities Area Transit system.

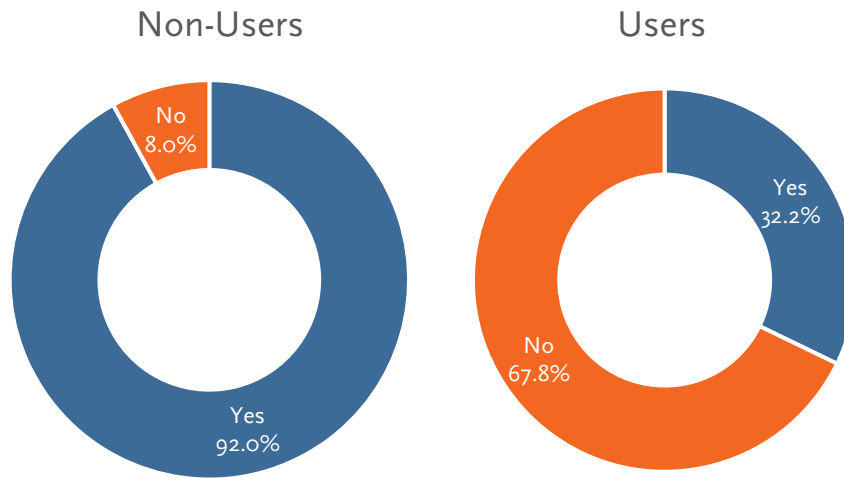
Survey respondents were asked to select a service approach; 53 percent preferred to emphasize service changes that give more people access to transit, but save more resources for changes that will serve the most people.

Figure 17: Select the service approach you most agree with.



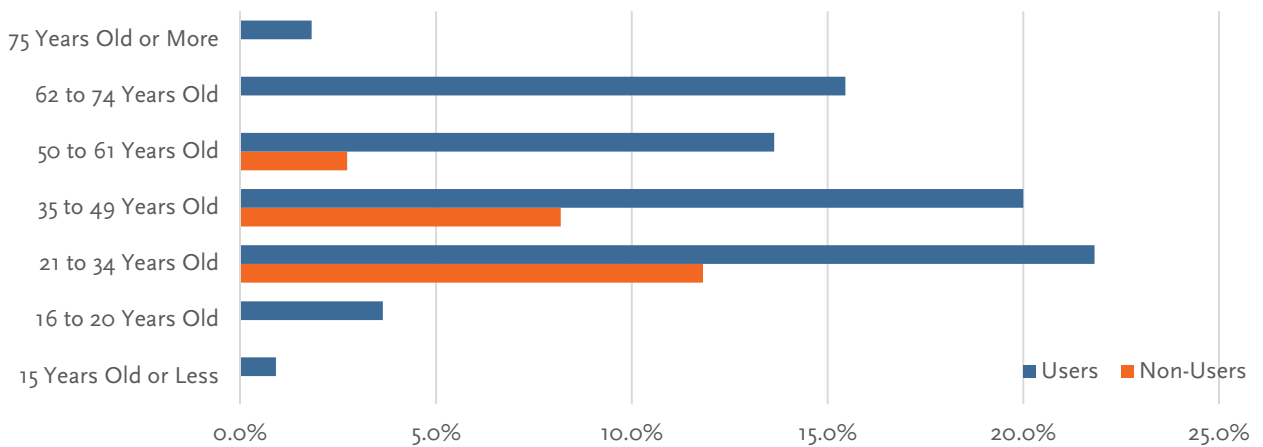
Respondents were also asked if they had access to a vehicle at most times. For non-users, a vehicle was available most times for 90 percent of respondents. However, that number falls to just 32 percent of users.

Figure 18: Vehicle Availability for Non-Users and Users



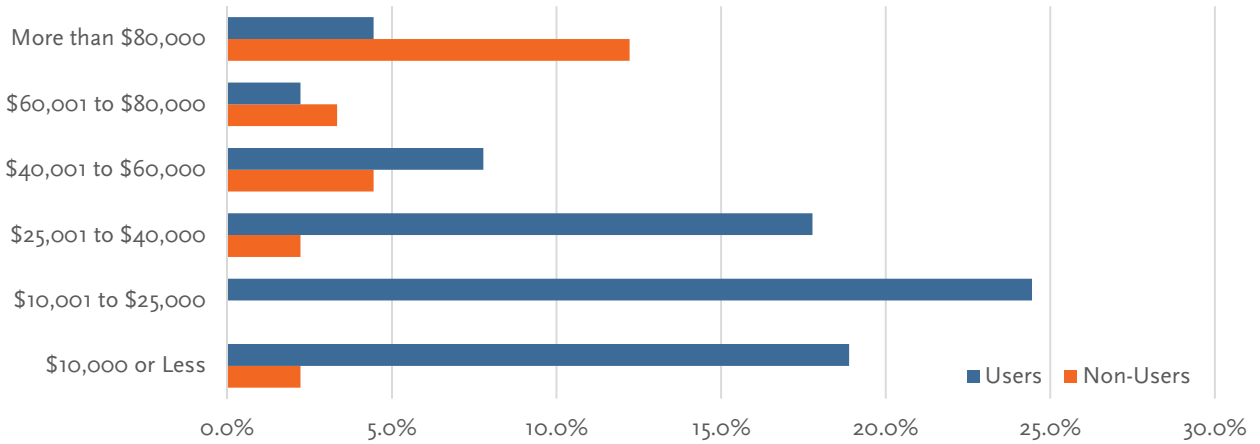
The remaining demographic questions were optional for survey respondents. Of total survey respondents, 61.8 percent fell between the ages of 21 to 49 years old, with 52.0 percent of non-users and 28.2 percent of users between 21 and 34.

Figure 19: What is your age?



For non-users, fifty percent of respondents reported their annual household income to be greater than \$80,000, while 57.4 percent of current users have an annual household income of \$25,000 or less.

Figure 20: What is your household income?



Just 8.2 percent of survey respondents (3.5 percent of non-users and 4.7 percent of users) live in East Grand Forks.

Figure 21: What is your zip code? (Combined into Cities)

