City of Tempe Transit Survey Report

Prepared For:



City of Tempe September 2012



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Executive Summary

The City of Tempe commissioned WestGroup Research to complete a telephone survey of Tempe residents in an effort to gain insights into perceptions about public transit among both riders and non-riders. This report analyzes the data collected by the survey and, where appropriate, compares responses of the residents by meaningful demographic variables, as well as to data from studies conducted in January 2001, January 2003, October 2004, September 2006, September 2008, and September 2010. The most recent wave of data collection was completed with 400 Tempe residents in September 2012. The margin of error for this sample size is approximately \pm 5.0% at a 95% level of confidence.

Rider Characteristics and Opinions

- Approximately 62% of Tempe residents surveyed indicated they used Tempe's transit service in the past year (including Light Rail, Orbit, Flash, and local bus/express).
- Among residents who indicated using Tempe's transit service in the past year, approximately 28% are regular users (defined as riding at least monthly).
- The percentage of new transit users (riding for less than one year) in 2012 was 9%, which is the lowest percentage of new riders since this study began in 2001.
- Getting to and from recreation as a reason for using public transit doubled in mentions from 2010, increasing to 14% (up from 7%). Mentions of convenience decreased significantly to 16% (down from 24%).
- As in 2010, a recreational activity was the top destination of transit riders (mentioned by 34%). Phoenix/Downtown Phoenix increased from 15% in 2010 to 26% in 2012. Downtown Tempe as a destination also increased (13%, up from 7%). Work as a stated destination continued to drop, and stands now at only 13%.
- This year, the percentages of "very satisfied" or "somewhat satisfied" for each bus service attribute were generally similar compared to 2010 figures, with the exception of safety on the bus (84%, down from 95% in 2010).
- Driver courtesy and professionalism and comfort on the bus received the highest satisfaction ratings from Tempe bus riders (92% and 91%, respectively, provided "very satisfied" or "somewhat" satisfied ratings). Security at bus stops and bus service during major events received the lowest percentages of "very satisfied" or "somewhat satisfied" ratings (67% and 65%, respectively).

Overall Satisfaction and Improvements of Tempe's Transit System

- Approximately 69% of residents with an opinion indicated that they were highly satisfied with the Tempe transit system, overall (i.e., provided "4" or "5" ratings).
 The percentage of residents providing "5 Very Satisfied" ratings increased significantly from 2010 (39%, up from 29%).
- Residents satisfied with the transit system (rating it a "4" or "5") mention *good* service (35%), frequent, reliable service (24%) and good routes (14%) as the foremost reasons for their satisfaction level.
- Residents who were not satisfied with the transit system overall (provided "1", "2", or "3" ratings) mentioned more frequent buses with extended hours (20%) and more routes (19%) as the two main reasons they gave the Tempe transit system low satisfaction ratings (rating it a "1", "2", or "3").
- When providing ratings for potential transit improvements for the City of Tempe, residents were most likely to give "4" or "5 Very High Priority" ratings for *on-time performance of the buses* (81%). Residents were least likely to rate *comfort on the bus* as a high priority (49%).

Potential Use of Tempe's Transit System

- When non-riders were asked why they do not use public transit, approximately 46% indicated that they prefer using a car (consistent with previous years).
- When providing feedback on arguments for motivating public transit usage, overall, a majority of non-riders (53% to 62%) say all of the arguments presented were at least somewhat effective, however *improves air quality/good for environment* received the highest percentage of "very effective" or "somewhat effective" ratings.
- However, compared to 2010, a significantly higher percentage of residents who
 were asked about these arguments provided "not very effective" or "not at all
 effective" ratings for reduces congestion and improves air quality.

Tempe In Motion (TIM)

• Total awareness of Tempe in Motion (TIM) has remained stable from 2010 (53%, compared to 54%). Unaided awareness also remained statistically similar from 2010 (21% vs. 24%), as did the percentage of residents who knew the meaning of the TIM acronym (69% vs. 69%).

- Residents who are aware of TIM are most likely to indicate they became aware through street banners (29%, representing an increase from 17% in 2010). The second most commonly mentioned source of awareness was signs on the buses (13%).
- Approximately 52% of those who reported hearing about TIM in the newspaper, online, by direct mail, or street banners indicated that they feel the advertising had no effect on their perceptions, while 42% indicated that they feel the advertising made them think more positively about transportation options in Tempe.
- Of those residents who indicated that the advertising had a positive or neutral impact, approximately 28% answered "yes" when asked whether the advertising messages persuaded them to try public transit in Tempe.

Tempe Bicycling and Walking

- Approximately 62% of residents indicated that they have access to a bicycle.
 While this is statistically similar to the 2010 figure (58%), it is significantly higher
 than the 2006 figure (53%) and represents a continued upward trend since that
 year.
- Among those who reported having access to a bike, almost two thirds (65%) report they ride their bike at least once a month, which is statistically similar compared to 2010 (66%). As in the past, the most common reason provided by residents for why they do not ride their bikes more often is that it is too hot (31%).
- Approximately 61% of those who indicate they ride their bikes at least once a
 month report that they ride for exercise (consistent with 60% recorded in 2010).
 Additional destinations for bike riders include work and school (17%) and the
 store (15%); these have consistently been the top destinations over the years.
- Approximately 60% of residents indicate they are satisfied with the quality of the walking and biking paths in Tempe (i.e., provided "4" or "5" ratings). This is statistically similar to 2010 (63%). Approximately 23% of residents indicate there are no problems with the paths and that they are fine the way they are. An additional 15% indicate there are plenty of paths throughout Tempe. Both of these figures are similar to 2010. The top concerns for residents include need more bike lanes and don't seem safe enough (11% and 10%, respectively).
- Residents were most likely to indicate that adding more bike and pedestrian paths should be the top priority (62% provided "4" or "5" ratings) while a significantly lower percentage of residents provided "4" or "5" ratings for the following priorities, compared to 2010: make paths safer (56% vs. 70%) and more shade along paths (46% vs. 54%).

Tempe Youth Free Transit Pass Program

- Approximately 45% of residents indicate they have heard of the Tempe Youth Free Transit Pass, which represents an increase from the 38% recorded in 2010.
- As in previous years, local schools and word of mouth continue to be the top two
 most commonly cited sources of information for those who are familiar with the
 Tempe Youth Transit Pass program (24% and 19%, respectively). These
 figures are statistically similar to 2010 figures.

Conclusions

- 1. More than three in five Tempe residents indicate they have used some form of public transit in Tempe in the past year. Satisfaction with the service elements, in general, held steady, and the overall satisfaction with the transit service in the city increased slightly from 2010. The percentage of users who are "5 very satisfied" overall (the highest rating on a five point scale) increased significantly from 2010. This means that residents are not only using the system, but also are enjoying the experience.
- 2. The large majority of Tempe transit riders indicate having used the light rail in the past year, which indicates that the light rail system plays a central role in the transportation needs for many residents, at least more so than the local bus options. Additionally, the percentage of 'new' riders (those who have been using the transit system for less than a year) is at the lowest level recorded compared to past years. This suggests that riders who were introduced to the light rail system in 2008 have continued to utilize it.
- 3. More riders indicated this year that they use public transit to get to/from recreational events, which is born out in the list of specific destinations riders offered that they use public transit for (Chase Field received 12% of total mentions, for example). This suggests that public transit as a method to reach recreational events is a viable option for many riders. It should be noted however, that among bus riders, the attribute bus service during major events received the lowest percentage of top-two satisfaction ratings, relative to other bus attributes, which likely means that light rail is a viable option for getting to these events more so than local bus service.
- 4. Among residents who have not ridden a bus in the past year, an increase was observed in the percentage of those who perceived the arguments *reduces congestion* and *improves air quality* to persuade public transit usage as not very effective or not at all effective. The only argument which yielded statistically similar results to 2010 was *saves money on gas, insurance, maintenance*

suggesting that arguments including messages about personal, monetary benefits have not weakened.

- 5. While net awareness of TIM remained similar to 2010 figures, mentions of street banners as the source of where residents learned about TIM increased to their highest levels yet. Recall from internet sources remains low, suggesting that inperson channels like street banners and bus signs are still the most effective awareness agents.
- 6. Although fewer residents aware of advertising for TIM indicated that the advertising had a positive impact on their perceptions of TIM than in the past, one fourth of those who indicate their perceptions were either positive or neutral indicated the advertising messages persuaded them to try public transit in Tempe. This means that the advertising has a direct impact on transit usage.
- 7. Fewer residents this year placed a high priority on making bike/pedestrian paths safer, as well as for adding more shade along bike/pedestrian paths, whereas prioritization for more amenities along the paths and adding more paths in general remained similar compared to 2010 figures.

I. Introduction

A. Background

The City of Tempe commissioned WestGroup Research to complete a telephone survey of Tempe residents in an effort to gain insights into perceptions about public transit among both riders and non-riders. This report analyzes the data collected by the survey and where appropriate, compares responses of the residents by meaningful demographic variables, as well as to data from studies conducted in January 2001, January 2003, October 2004, September 2006, September 2008, and September 2010. Due to size limitations, tables in the report show trend data beginning with the 2003 study.

Random calls of Tempe residents were made from WestGroup's interviewing center in Phoenix, Arizona during the month of September 2012. Households were selected by means of random digit dialing (RDD) according to Tempe zip codes. A quota was set to achieve equal representation of men and women as well as a representative distribution of the sample by age. A combination of RDD and dialing from both listed sample and a supplemental cell-phone sample database was used to access potential respondents.

The survey was completed with 400 Tempe residents. The margin of error for this sample size is approximately \pm 5.0% at a 95% confidence level. Cross tabulations of the data collected in this survey are included under a separate cover.

B. Sample Sizes and Associated Sampling Error

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

The amount of sampling error is determined almost entirely by the size of the subgroup of the sample and not by the size of the total sample interviewed. In other words, the sampling error associated with respondents who are males residents vs. female residents is dictated by the size of these subgroups (n=202 and \pm 7.0 for males, for example).

Based on a sample size of 400, the overall sampling error for the total sample (at the conventional 95% confidence level) is \pm 5.0%. This means that the probability is 95% that our estimates are within 5 percentage points of the numbers we would have obtained had we interviewed every qualified resident in Tempe. If a response differs from the overall response of the sample by more than this percentage, the difference is said to be "statistically significant."

Throughout this report, each sub-group in a table or chart may be identified with a superscript letter (such as ^A, ^B, and ^C). A letter after a number indicates that the number is statistically higher than the number in the column with that letter. For example, in the table below, the 77% in the first row of column C is significantly higher than the figures in columns D and E (65% and 48%) at the 95% confidence level.

	Ger	nder		Age		Inco	ome
	Male	Female	18-34	35-54	55+	<\$40K	\$40K+
	(n=202)	(n=198)	(n=129)	(n=132)	(n=129)	(n=93)	(n=225)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
% RODE	63%	63%	77% ^{DE}	65% ^E	48%	64%	64%
1 – 5 times	32%	36%	38%	35%	30%	27%	36%
6 – 10 times	9%	8%	9%	11%	6%	11%	8%
11 – 20 times	5%	7%	11% ^E	4%	3%	4%	8%
>20 times	17% ^B	11%	19% ^E	15%	9%	22% ^G	12%
None	37%	37%	23%	35% ^C	52% ^{CD}	36%	36%

For trend tables/charts displaying yearly data (rather than sub-groups of the current year), significant differences between 2012 and 2010 figures are shown using an asterisk. For example, in the table below, the 29% in the 2012 column is significantly different than the 17% in the 2010 column at the 95% confidence level.

Responses	2012	2010	2008	2006	2004	2003
	(n=211)	(n=230)	(n=202)	(n=155)	(n=205)	(n=152)
Street banner	29%*	17%	20%	19%	28%	24%
Signs on the buses	13%	18%	20%	20%	12%	16%

C. Demographics

Data was weighted in 2012 to match the age categories from 2010. Data was also weighted in 2006.

Table 1A: Demographics

	2012 (n=400)	2010	2008 (n=424)	2006* (n=407)	2004	2003
	(n=400)	(n=427)	(n=424)	(n=407)	(n=405)	(n=415)
Gender						
Male	50%	49%	50%	51%	49%	50%
Female	50%	51%	50%	49%	51%	50%
Years Lived in Tempe						
<1 year	2%	2%	3%	7%	8%	8%
1 – 2 years	6%	5%	7%	10%	14%	11%
3 – 5 years	6%*	10%	12%	16%	12%	16%
6 – 10 years	13%	15%	17%	15%	14%	18%
11 – 20 years	25%*	19%	22%	17%	18%	16%
20+ years	49%	49%	39%	35%	34%	30%
Age**						
18 – 34	32%	33%	31%	30%	31%	31%
35 – 54	33%	34%	35%	25%	29%	29%
55+	32%	33%	34%	45%	39%	36%
Average Age	49.4	47.7	47.6	50.3	45.8	44.2
Education						
Some high school	1%	2%	1%	5%	2%	3%
High school	10%	9%	9%	14%	12%	12%
graduate	1070	0,0	0,0	1 1 70	1270	1270
Some college	24%	30%	31%	33%	34%	26%
College graduate	32%	29%	31%	30%	26%	29%
Post graduate	32%	29%	26%	18%	23%	27%
No	1%	1%	2%	2%	2%	4%
answer/Refused						
Income						
<\$20,000	9%	10%	12%	12%	15%	12%
\$20 - \$40,000	14%	14%	19%	20%	20%	19%
\$40 - \$60,000	11%*	16%	15%	17%	17%	18%
\$60 - \$80,000	14%	14%	12%	11%	12%	14%
\$80 - \$100,000	10%	11%	10%	9%	5%	5%
\$100,000+	20%	17%	19%	15%	10%	13%
No answer/refused	21%	16%	13%	16%	21%	19%
Average Income	\$70,304	\$67,047	\$64,500	\$51,500	\$53,700	\$57,700

^{**}Between 2001-2006 age was reported in the following categories: 18-34, 35-49, 50+. In 2008, 2010 and 2012 age categories were updated as reported above. *Statistically different from 2010.

Table 1B: Demographics

	2012 (n=400)	2010 (n=427)	2008 (n=424)	2006* (n=407)	2004 (n=405)	2003 (n=415)
Marital Status						
Married	54%*	61%	53%	53%	53%	47%
Single	43%*	36%	44%	44%	44%	48%
Refused	3%	3%	3%	3%	3%	5%
Occupation**						
Full-time	46%	47%	51%	45%	-	-
Part-time	8%	12%	12%	10%	-	-
Retired	28%	23%	20%	27%	-	-
Student	4%	7%	8%	4%	-	-
Stay at home Spouse	6%	7%	5%	5%	-	-
Unemployed/ disabled	6%	6%	4%	7%	-	-
Refused	2%	1%	2%	3%	-	-
Zip Code						
85281	19%	19%	19%	25%	-	-
85282	44%	38%	38%	43%	-	-
85283	22%*	29%	29%	24%	-	-
85284	15%	14%	14%	9%	-	-

^{**}In 2008 question was changed to accept multiple responses.
*Statistically different from 2010.

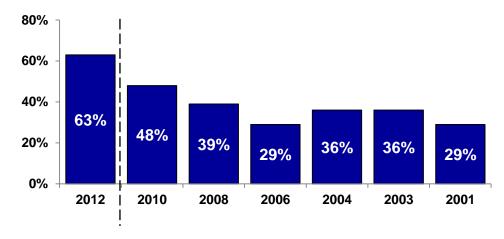
II. Rider Characteristics and Opinions

A. Current Use of Public Transit

1. Using Tempe Transit Service

Approximately 63% of Tempe residents surveyed indicated they used Tempe's transit service in the past year, including Light Rail, Orbit, Flash, and local bus/express. Half of the riders (34% of Tempe residents) indicated they rode the transit service 1-5 times in the past year. These results cannot be compared to previous years as the question was re-worded in 2012. In previous years, residents were asked about bus usage only.

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



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

Total n=400

Table 2A: Frequency of Using Tempe Transit Service in Past Year

#Times	2012	2010	2008	2006	2004	2003
	(n=400)	(n=427)	(n=424)	(n=407)	(n=405)	(n=415)
% RODE	63%	48%	39%	29%	36%	36%
1 – 5 times	34%	25%	14%	12%	16%	18%
6 – 10 times	9%	5%	5%	2%	5%	5%
11 – 20 times >20 times	6%	6%	4%	3%	2%	3%
	14%	12%	16%	12%	14%	10%
None	37%	52%	61%	70%	63%	61%

Q4:2012: How many times have you used Tempe's transit service (including light rail, Orbit, Flash and local bus/express) in Tempe in the past year? 2010-2008: How many times have you ridden a city bus (including Orbit, Flash and local bus) in Tempe in the past year? 2006-2003: How many times have you ridden on a bus in Tempe in the past year?

Residents ages 18 to 34 were more likely than older residents to indicate having used the Tempe transit service in the past year (77% vs. 65% of residents ages 35 to 54 and 48% of residents ages 55 and older).

Additionally, residents with annual incomes of less than \$40,000 were more likely than residents with annual incomes of \$40,000 or more to indicate having used the Tempe transit service more than 20 times in the past year (22% vs. 12%).

Table 2B: Frequency of Using Tempe Transit Service - 2012 **Demographic Breakdown**

	Ger	nder		Age		Income		
	Male	Female	18-34	35-54	55+	<\$40K	\$40K+	
	(n=202)	(n=198)	(n=129)	(n=132)	(n=129)	(n=93)	(n=225)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	
% RODE	63%	63%	77% ^{DE}	65% ^E	48%	64%	64%	
1 – 5 times	32%	36%	38%	35%	30%	27%	36%	
6 – 10 times	9%	8%	9%	11%	6%	11%	8%	
11 – 20 times	5%	7%	11% ^E	4%	3%	4%	8%	
>20 times	17% ^B	11%	19% ^E	15%	9%	22% ^G	12%	
None	37%	37%	23%	35% ^C	52% ^{CD}	36%	36%	

Q4: How many times have you used Tempe's transit service (including light rail, Orbit, Flash and local bus/express) in Tempe in the past year?

ABC denotes statistical significance at the 95% level.

2. General Public Transit Use

Among residents who indicated use of Tempe's transit service in the past year, approximately 28% are regular users (defined as riding at least monthly).

Riders with annual incomes under \$40,000 are more likely to be heavy users (defined as riding weekly) than residents with incomes of at least \$40,000 (30% vs. 16%). Female riders were more likely than male riders to indicate they ride public transit for special circumstances (67% vs. 52%).

Table 3a Frequency of Transit Usage

		Ger	Gender		Age		Income	
		Male	Female	18-34	35-54	55+	<\$40K	\$40K+
	Total	(n=128)	(n=124)	(n=99)	(n=86)	(n=61)	(n=60)	(n=144)
	(n=252)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Weekly	18%	23% ^B	13%	22%	19%	11%	30% ^G	16%
Monthly	10%	14%	7%	12%	11%	8%	8%	13%
Every few months	10%	10%	10%	7%	10%	12%	10%	10%
Special circumstances	59%	52%	67% ^A	56%	60%	65%	48%	60%
Don't know	3%	2%	3%	3%	1%	4%	4%	1%

Q4a: In general would you say you use public transit...

Base: have used Tempe's transit service at least once in the past year.

ABC denotes statistical significance at the 95% level.

Approximately 88% of those who indicated they have used public transit in the past year reported using the Light Rail. Approximately 43% reported using Orbit or Flash neighborhood shuttles, and 36% reported using the local or express bus.

Table 3b Type of Transit Usage

		Ger	nder		Age		Inco	ome
		Male	Female	18-34	35-54	55+	<\$40K	\$40K+
	Total	(n=128)	(n=124)	(n=99)	(n=86)	(n=61)	(n=60)	(n=144)
	(n=252)	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Local or express bus Orbit or Flash	36%	38%	33%	42%	34%	27%	54% ^G	33%
neighborhood shuttles	43%	42%	44%	46%	44%	39%	49%	41%
Light Rail	88%	88%	88%	86%	93%	85%	90%	92%
Don't Know/Refused	2%	3%	1%	1%	1%	3%	2%	2%

Q4b: Which of the following have you used in Tempe in the past year?

ABC denotes statistical significance at the 95% level.

B. Length of Use of Transit System

The percentage of new transit users (riding for less than one year) in 2012 was 9%, which is the lowest percentage of new riders since this study began in 2001. The percentage of riders using the transit system from 2 - 6 years increased from 23% in 2010 to 45% in 2012. The percentage of riders who have been using public transit more than six years was unchanged at 25%.

Table 4a: Length of Use of Transit System

(Among those who have ridden in the past year)

Time Riding	2012	2010	2008	2006	2004	2003
	(n=252)	(n=304)	(n=166)	(n=119)	(n=148)	(n=146)
Less than a year 1 – 2 years 2 – 4 years 4 – 6 years 6 – 10 years >10 years Don't know	9%	14%	31%	17%	23%	30%
	13%*	27%	13%	27%	17%	13%
	29%*	13%	19%	20%	55%**	49%**
	16%*	10%	13%	13%	-	-
	13%	25% ¹	20% ¹	21% ¹	-	-
	12%	NA	NA	NA	NA	NA
	8%	11%	4%	4%	5%	8%

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

^{*}Statistically different from 2010.

¹ 6+ years

^{**}Prior to 2006 this question only specified more than 2 years.

C. Reasons for Using Public Transit

Getting to and from recreation as a reason for using public transit doubled in mentions from 2010, increasing to 14% (up from 7%). Mentions of *convenience* decreased significantly to 16% (down from 24%).

Table 4b: Top Reasons for Using Public Transit

(Among those who have ridden in the past year)

	2012	2010	2008	2006	2004	2003
Responses	(n=252)	(n=304)	(n=166)	(n=119)	(n=148)	(n=146)
Convenient	16%*	24%	15%	14%	26%	20%
Get to/from recreation	14%*	7%	4%	2%	-	-
Don't have car	11%	9%	16%	29%	36%	30%
To avoid parking	10%	7%	3%	4%	7%	6%
Saves money	7%	4%	17%	8%	9%	6%
To go downtown	6%	5%	-	-	-	-
Get to/from work	5%	2%	5%	6%	-	-
Just to try it out	5%	6%	3%	-	-	-
To avoid drinking and driving	3%	-	-	-	-	-
A way to get around	2%	-	-	-	-	-
Get to/from school	2%	2%	7%	5%	-	-
Avoid driving in traffic	2%	-	-	-	-	-
Don't have license	2%	1%	2%	1%	1%	2%
Don't know	4%	5%	4%	1%	1%	-

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

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

^{*}Statistically different from 2010

D. Public Transit Destinations

As in 2010, a recreational activity was the top destination of transit riders (mentioned by 34%). Phoenix/Downtown Phoenix increased from 15% in 2010 to 26% in 2012. Downtown Tempe as a destination also increased (13%, up from 7%). Work as a stated destination continued to drop, and stands now at only 13%.

At lower levels, and unchanged from 2010, were ASU (16%) and shopping (15%).

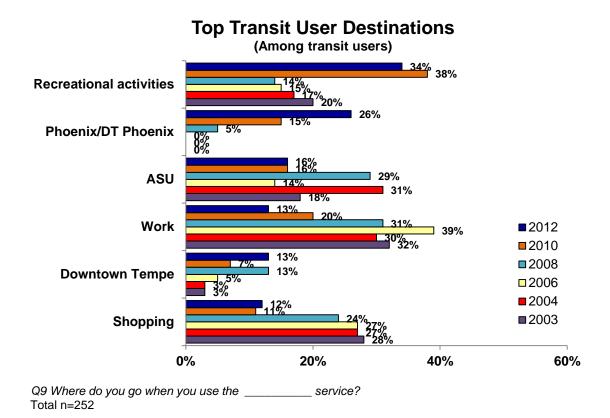


Table 5: Public Transit Trip Destinations

(Among public transit users)

Responses	2012 (n=252)	2010 (n=304)	2008 (n=166)	2006 (n=119)	2004 (n=148)	2003 (n=146)
Recreational act.	34%	38%	14%	15%	17%	20%
Phoenix/ DT Phoenix	26%*	15%	5%	-	-	-
ASU	16%	16%	29%	14%	31%	18%
Work	13%*	20%	31%	39%	30%	32%
Downtown Tempe	13%*	7%	13%	5%	3%	3%
Shopping	12%	11%	24%	27%	27%	28%
Errands	8%	5%	7%	14%	11%	5%
Downtown (gen.)	5%	5%	6%	4%	-	5%
Visit friends/family	5%	2%	5%	6%	6%	11%
Dr. appointments	4%	2%	5%	10%	6%	6%
Library	3%	2%	7%	2%	-	2%
Airport	3%	2%	2%	6%	3%	3%
Where need to go						
– "around"	3%	1%	2%	2%	-	1%
Tempe						
Community college	2%	2%	2%	2%	4%	6%

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

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

2. Specific Destination Locations

See Appendix B for list.

^{*}Statistically different from 2010

E. Satisfaction with Bus Service

Bus riders were asked to rate their level of satisfaction with twelve different aspects of riding the bus. Riders rated the categories by using four-point nominal scales ("very satisfied," "somewhat satisfied," "not very satisfied," and "not at all satisfied"). This year, the percentages of "very satisfied" or "somewhat satisfied" for each bus service attribute were generally similar compared to 2010 figures, with the exception of safety on the bus (84% vs. 95% in 2010).

Driver courtesy and professionalism and comfort on the bus received the highest satisfaction ratings from Tempe bus riders (92% and 91%, respectively, provided "very satisfied" or "somewhat" satisfied ratings). Security at bus stops and bus service during major events received the lowest percentages of "very satisfied" or "somewhat satisfied" ratings (67% and 65%, respectively).

Table 6a: 2012 Satisfaction with Bus Service (Among bus riders)

	2	012 (n=141	1)	% Very/somewhat satisfied			
		•	,				
	Very/	Very	Somewhat				
Attribute	somewhat	Satisfied	Satisfied	2010	2008	2006	2004
	Satisfied			(n=203)	(n=166)	(n=119)	(n=146)
Driver courtesy and							
professionalism	92%	62%	30%	93%	89%	94%	94%
Comfort on the bus	91%	45%	46%	95%	93%	95%	95%
Cleanliness of the bus	88%	56%	32%	92%	89%	93%	93%
Ease of using the bus	88%	56%	32%	91%	90%	93%	93%
Hours of operation	85%	50%	35%	NA	NA	NA	NA
Safety on the bus	84%*	57%	27%	95%	92%	92%	92%
Reliability/on-time performance of buses	83%	49%	34%	80%	76%	80%	80%
Cleanliness of bus stops	82%	39%	43%	NA	NA	NA	NA
Route frequency	77%	33%	44%	74%	78%	78%	78%
Amenities of bus stops	70%	20%	50%	NA	NA	NA	NA
Security at bus stops	67%	31%	36%	NA	NA	NA	NA
Bus service during major events	65%	38%	27%	NA	NA	NA	NA

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

Note: question asked only of bus riders.

^{*}Statistically different from 2010

Among riders who indicated dissatisfaction with one or more attribute, the most common suggestion of what could be done to improve satisfaction with the buses is *more frequent buses* (mentioned by 38%). Additional suggestions include *bus stops need shade* (20%), *inside of bus/bus stops need to be cleaner* (15%) and *need better/more routes* (11%).

Table 6b: Suggested Improvements

	Total (n=65)
More frequent buses	38%
Bus stops need shade	20%
Inside of bus/bus stops need to be cleaner	15%
Need better/more routes	11%
Security in the bus/safer	8%
More courteous/professional bus drivers	6%
Don't like the type of people who ride bus/people who ask for money	6%
Easier schedules to read/understand/accurate	5%
Make other forms of public transit work with light rail	3%
More comfortable temperature on bus	3%
More/better lighting at bus stops	3%
Benches at bus stops	3%
Avoid having bus pass us by at bus stop	3%
Don't know	6%

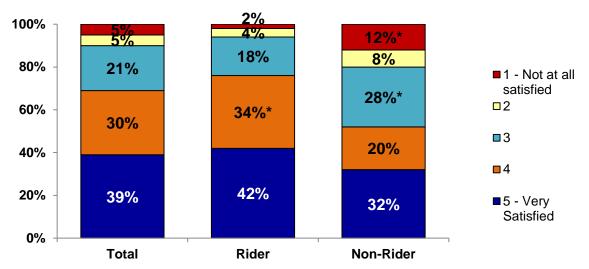
Q10A You indicated dissatisfaction with some of the attributes; what could be done to improve your satisfaction with the buses?

III. Overall Satisfaction and Improvement of Tempe's Transit System

A. Overall Satisfaction with Tempe Transit System

Approximately 69% of residents with an opinion indicated that they were highly satisfied with the Tempe Transit System, overall (i.e. provided "4" or "5" ratings). The percentage of residents providing "5 Very Satisfied" ratings increased significantly from 2010 (39%, up from 29%). Three quarters (76%) of current riders provided "4" or "5" ratings, compared to just 52% of non-riders.

Overall Satisfaction with Transit System



Base: Those with an opinion

Total n=355, Rider: n=247, Non-Rider: n=107

Table 7: Overall Satisfaction with Transit System in Tempe (Among those with an opinion)

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

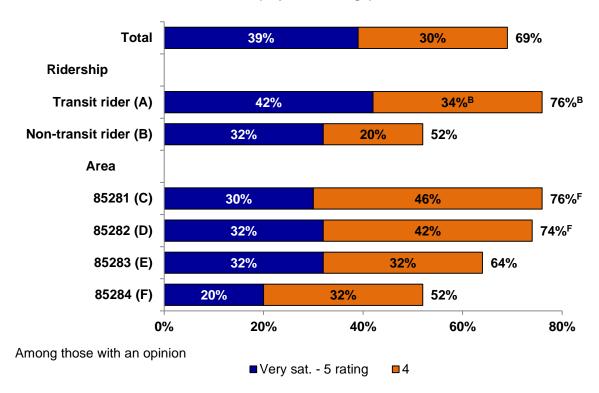
Q11. How satisfied are you with the quality of the transit system in Tempe?

^{*}Statistically higher than other segment

^{*}Statistically different from 2010

In addition to differences between bus riders and non-riders, satisfaction ratings are significantly higher among residents living within the zip codes 85281 and 85282, relative to those living in zip code 85284 (76% and 74% vs. 52%, respectively).

Overall Satisfaction with Transit Service (Top Two Ratings)



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

Residents satisfied with the transit system (rating it a "4" or "5") mention good service (35%), frequent, reliable service (24%) and good routes (14%) as the foremost reasons for their satisfaction level. These were also the top three mentions in 2010.

Residents who provided "1", "2", or "3" ratings mentioned *more frequent buses* with extended hours (20%) and more routes (19%) and as the two main reasons they gave the Tempe transit system low satisfaction ratings (rating it a "1", "2", or "3").

Table 8: Reason for Satisfaction Level

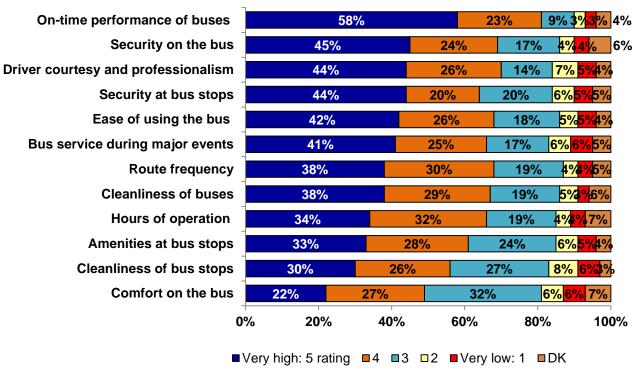
		Satisfacti	on Level
	Total	4,5	1,2,3
Responses	(n=355)	(n=246)	(n=109)
Positive			
Satisfied, good service	26%	35%	6%
Frequent, available, reliable	18%	24%	6%
Good routes, convenient routes	10%	14%	1%
Buses are clean	8%	10%	3%
Convenient (general)	4%	6%	-
Like the light rail/light rail is good	4%	6%	-
Saves money, cheap, free	3%	4%	-
Drivers are friendly, helpful	3%	4%	-
Easy to use	3%	4%	-
Bus riders are friendly/good people	2%	2%	-
Neutral			
Don't use it, never used it	12%	8%	20%
Always room for improvement	3%	4%	1%
Negative/Suggestions			
Need better/more routes, connections, doesn't go where I need to	11%	8%	19%
More frequent buses, more hours	10%	6%	20%
Extend light rail/more routes for light rail	3%	2%	5%
Not effective/not that good	3%	1%	7%
Buses take too long, too slow	2%	2%	4%
Not convenient	2%	1%	6%
Bus stops need shade	2%	1%	4%
Need easier access to schedule/online	2%	1%	2%
schedule to know how to use system			
Don't know	4%	2%	%

Q11a: Please explain your rating.

B. Priority of Possible Improvements to Tempe's Transit System

Residents were read a list of possible transit improvements for the City of Tempe and then asked to rate how high of a priority each improvement should be for the city on a one to five scale, with a "5" indicating it is a very high priority and a "1" indicating it is a very low priority. Residents were most likely to give high priority ratings for *on-time* performance of the buses (81%). Residents were least likely to provide high ratings for *comfort on the bus* (49%).

Priority of Transit Improvements



n=400

Q12-23: Now I'm going to read you a list of possible transit improvements. Please indicate how high of a priority each improvement should be for the City of Tempe.

Note: Attributes changed in 2012

As shown below in Table 9, female residents were more likely than male residents to provide "4" or "5" priority ratings for a variety of the possible transit improvements.

Table 9: Priority of Possible Transit Improvements
Percent Top Two Ratings (5=high priority)
Demographic Breakdown

		Ger	nder	Transit Rider Status		
	2012 (n=400)	Male (n=202) (A)	Female (n=198) (B)	Rider (n=252) (C)	Non- Rider (n=148) (D)	
On-time performance of buses	81%	78%	84%	81%	80%	
Driver courtesy and professionalism	70%	65%	76% ^A	70%	70%	
Security on the bus	69%	64%	74% ^A	66%	74%	
Route frequency	69%	64%	73%	70%	66%	
Ease of using the bus	68%	63%	74% ^A	70%	66%	
Cleanliness of buses	68%	60%	76% ^A	68%	67%	
Hours of operation	67%	63%	70%	69%	63%	
Bus service during major events	66%	62%	70%	67%	63%	
Security at bus stops	64%	55%	72% ^A	63%	64%	
Amenities at bus stops	62%	56%	67% ^A	63%	59%	
Cleanliness of bus stops	56%	52%	61%	55%	58%	
Comfort on the bus	49%	38%	60% ^A	49%	49%	

ABCD denotes statistical significance at the 95% confidence level.

Q12-23: Now I'm going to read you a list of possible transit improvements. Please indicate how high of a priority each improvement should be for the City of Tempe.

IV. Potential Use of Tempe's Transit System

A. Reasons for Not Riding Transit

When non-riders were asked why they do not use public transit, approximately 46% indicated that they prefer using a car (consistent with previous years).

Most of the remaining reasons were related to convenience issues: bus does not go where they need to go (12%), bus stops are too far away (12%), and takes too long (10%).

Table 10: Top Reasons for Not Using Public Transit (Among those who have not used public transit in the past year)

Reasons	2012 (n=148)	2010 (n=123)	2008 (n=258)
reasons	(11-140)	(11–123)	(11–230)
Prefer car	46%	45%	45%
Doesn't go where they need to go	12%	10%	14%
Bus stop far away	12%	10%	7%
Takes too long	10%	11%	10%
Don't need to, don't have the need to use	6%*	15%	6%
Health/disability	5%	7%	4%
Inconvenient (general)	5%	8%	12%
Need car for business	5%	5%	13%
Don't have to go far distances	5%	5%	6%
Don't work/retired	4%	-	-
Don't know how to use transit system/bus	4%	2%	5%
Too many transfers/no direct routes	4%	-	-
Carpooling	3%	-	3%
Not frequent enough	3%	3%	4%
Inconvenient bus schedule times	3%	-	4%
Too hot/cold/rainy	3%	2%	3%
Don't have anywhere to go	2%*	10%	8%
Don't know	2%	2%	4%

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

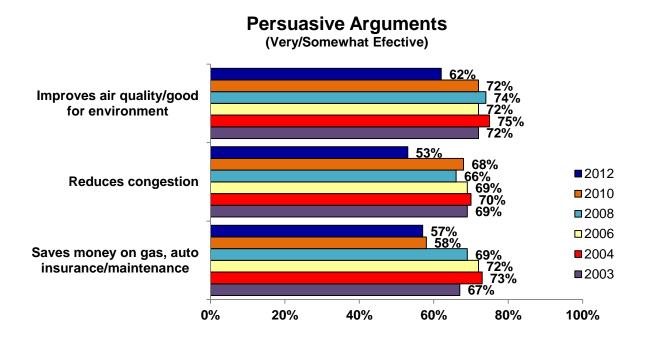
^{*} denotes statistical significance from 2010

B. Effectiveness of Persuasive Arguments

Residents were asked to rate the effectiveness of five arguments for motivating public transit usage. Ratings were completed on a four-point nominal scale ("very effective," "somewhat effective," "not very effective," and "not at all effective").

The argument *improves air quality/good for environment* received the highest percentage of "very effective" or "somewhat effective" ratings (62%), while 53% indicated that *reduces congestion* was effective and 57% indicated that *saves money on gas, auto insurance/maintenance* was effective.

Compared to 2010, a significantly higher percentage of residents this year provided "not very effective" or "not at all effective" ratings for the arguments reduces congestion and improves air quality. (see Table 11 below).



Note: Slight wording change in 2012 to benefit statements

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

Table 11: Effectiveness of Reasons to Persuade Transit Usage

(Among those who have not ridden a bus in the past year)

						2	2012 Ag	Э
	2012 (n=148)	2010 (n=123)	2008 (n=258)	2006 (n=289)	2004 (n=257)	18-34 (n=30) (A)	35-54 (n=45) (B)	55+ (n=67) (C)
Improves air quality								
Effective**	62%	72%	74%	72%	75%	62%	62%	62%
Not effective***	35%*	24%	24%	23%	23%	38%	32%	36%
Reduces								
congest.								5
Effective**	53%*	68%	66%	69%	70%	52%	43%	60% ^B
Not effective***	44%*	29%	33%	28%	27%	48%	50%	38%
Save money on								
gas, insurance/								
maintenance								
Effective**	57%	58%	69%	72%	73%	71%	52%	51%
Not effective***	40%	41%	31%	24%	25%	29%	45%	44%

Q6: 2004-2008: For each of the following benefits to riding the bus, please indicate how effective it would be in persuading you to ride the bus instead of using your current mode of transportation.

2010 - 2012: For each of the following benefits to using public transit, please indicate how effective it would be in persuading you to ride the bus or light rail instead of using your current mode of transportation. Would it be very effective, somewhat effective, not very effective, or not at all effective?

Very + Somewhat effective * Not very + Not at all effective

^{*} ABC denotes statistical significance at the 95% confidence level.

V. Tempe In Motion (TIM)

A. Awareness of Tempe in Motion

Total awareness of Tempe in Motion (TIM) has remained stable from 2010 (53%, compared to 54%). Unaided awareness also remained statistically similar from 2010 (21% vs. 24%), as did the percentage of residents who knew the meaning of the TIM acronym (69% vs. 69%).

Groups more likely to have awareness of TIM include:

- Residents ages 35 to 54 vs. their older and younger counterparts (73% vs. 31% and 53%, respectively).
- Residents with annual incomes of at least \$40,000 vs. those with lesser incomes (68% vs. 45%).

Table 12: Awareness of TIM

	2012 (n=400)	2010 (n=427)	2008 (n=424)	2006 (n=407)	2004 (n=405)	2003 (n=415)
Total Awareness (Unaided + Aided)	53%	54%	48%	38%	51%	39%
Unaided Awareness Aided Awareness	21% 32%	24% 30%	27% 21%	18% 21%	22% 29%	8% 31%
Meaning of TIM	(n=211)	(n=230)	(n=202)	(n=155)	(n=205)	(n=152)
"Tempe in Motion"	69%	69%	74%	67%	72%	57%
Other	5%	4%	6%	6%	2%	1%
Don't know	26%	27%	20%	28%	27%	43%

Q24/25: What is the name of Tempe's transit/transportation program? Have you ever heard of TIM? Q25a IF YES: To the best of your knowledge, what does TIM mean or stand for?

B. Source of Awareness

Residents who are aware of TIM are most likely to indicate they became aware through street banners (29%, representing an increase from 17% in 2010). The second most commonly mentioned source of awareness was signs on the buses (13%). Twitter/Facebook was a pre-coded option in the survey in 2012, and no residents surveyed mentioned either of these social media platforms specifically as a source of awareness.

Table 13: Top Sources of TIM Awareness (Among those aware of TIM)

	2012	2010	2008	2006	2004	2003
Responses	(n=211)	(n=230)	(n=202)	(n=155)	(n=205)	(n=152)
Street banner	29%*	17%	20%	19%	28%	24%
Signs on the buses	13%	18%	20%	20%	12%	16%
Bill inserts	9%*	2%	2%	3%	2%	4%
Print ads	6%	6%	7%	15%	12%	16%
TV	6%	9%	10%	19%	16%	10%
Word of mouth	6%	3%	4%	3%	3%	4%
Direct mail	5%	5%	2%	4%	5%	9%
Library	3%	4%	-	3%	3%	3%
Signs (general)	3%*	9%	4%	1%	1%	3%
Internet	3%	4%	3%	4%	2%	1%
Driving around	3%	5%	2%	2%	-	-
Flyers	2%*	6%	4%	-	-	-
Don't know	16%	12%	14%	14%	20%	16%

Q26: How did you hear about it?

^{*} denotes statistical significance from 2010

C. Advertising Effect on Perception of Tempe Transportation Options

Approximately 52% of those who reported hearing about TIM in the newspaper, online, by direct mail, or street banners indicated that they feel the advertising had no effect on their perceptions, while 42% indicated that they feel the advertising made them think more positively about transportation options in Tempe (a significant decrease from the 58% recorded in 2010).

Of those residents who indicated that the advertising had a positive or neutral impact, approximately 28% said "yes" when asked whether the advertising messages persuaded them to try public transit in Tempe.

Table 14: Advertising Effect on Perception

(Among those aware of TIM advertising through specified media)

	2012 (n=94)	2010 (n=79)	2008 (n=120)	2006 (n=89)	2004 (n=110)	2003 (n=78)
Make you think more positively about transportation options in Tempe	42%*	58%	57%	52%	53%	44%
Have no effect on your perceptions	52%	38%	42%	43%	44%	46%
Make you think negatively about transportation options	2%	1%	1%	4%	-	-
in Tempe Don't know	4%	3%		1%	4%	10%

Q27: How did the messages affect your perception of the transportation system in Tempe? * Question changed in 2008 from "bus system" to "transportation".

Table 15: Advertising Effect on Transit Usage

(Among those who said impact of message was positive/neutral)

	2012 (n=88)
Yes	28%
No	72%

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

^{*}denotes statistical significance from 2010

VI. Tempe Bicycling and Walking

A. Bicycle Usage

Approximately 62% of residents indicated that they have access to a bicycle. While this is statistically similar to the 2010 figure (58%), it is significantly higher than the 2006 figure (53%) and represents a continued upward trend since that year.

Those residents more likely to indicate having access to a bike include:

- Male residents vs. female residents (67% vs. 56%)
- Transit riders vs. non-riders (66% vs. 55%)
- Married residents vs. single residents (68% vs. 54%)
- Residents under the age of 55 vs. residents ages 55 and older (73% vs. 41%)

Among those who reported having access to a bike, almost two thirds (65%) report they ride their bike at least once a month, which is statistically similar compared to 2010 (66%). As in previous years, approximately 24% of bike riders indicated they ride their bikes at lease ten times each month.

Those groups most likely to report they ride their bike frequently (10+ times or more a month) include:

- Transit riders vs. non-riders (29% vs. 15%)
- College graduates vs. high school graduates (27% vs. 9%)

Table 16: Access to and Frequency of Bike Use

	2012 (n=400)	2010 (n=427)	2008 (n=424)	2006 (n=407)	2004 (n=405)	2003 (n=415)
-	,	,	,	,	,	,
Have access to bike	62%	58%	56%	53%	57%	56%
Frequency						
Never/occasionally	32%	35%	29%	32%	32%	36%
Once or twice	18%	17%	19%	19%	21%	18%
Three to five times	11%	13%	19%	14%	12%	14%
Six to ten times	12%	9%	10%	8%	6%	8%
>10 times	24%	24%	23%	25%	25%	21%
Don't know/not sure	2%	2%		2%	3%	3%

Q29/Q30: Do you have access to a bicycle that you can ride when you want to? How many times in a month do you ride your bike? (Among those who have a bike to ride.)

Those who have a bike, but only ride it occasionally were asked why this was the case (n=79). As in the past, the most common reason provided by residents for why they do not ride their bikes more often is that it is *too hot* (31%). Approximately 11% indicate they are unable to ride because of a health condition, and 11% indicated that feel it is too dangerous.

B. Bicycle Travel Patterns

Approximately 61% of those who indicate they ride their bikes at least once a month report that they ride for exercise (consistent with 60% recorded in 2010). Additional destinations for bike riders include work and school (17%) and the store (15%); these have consistently been the top destinations over the years.

Residents with annual incomes of at least \$40,000 were more likely than residents with annual incomes of less than \$40,000 to report riding for exercise (68% vs. 34%). Married residents were also more likely to report riding for exercise (72% vs. 48% of single residents).

Table 17: Bike Riding Destinations (Among those who have access to a bicycle and ride it at least 1X a month)

Responses	2012	2010	2008	2006	2004	2003
	(n=163)	(n=155)	(n=169)	(n=142)	(n=157)	(n=142)
Exercise Work/school Store Friend's house Parks Tempe Town Lake	61%	60%	56%	59%	58%	59%
	17%	24%	25%	24%	29%	30%
	15%	16%	19%	14%	22%	12%
	7%	3%	6%	2%	4%	4%
	6%	4%	6%	8%	4%	6%
	6%	7%	4%	1%	1%	1%
Mill Avenue/ Downtown Tempe Run errands Gym Don't know/not sure	5%	3%	1%	2%	2%	2%
	3%	1%	2%	5%	-	2%
	2%	-	-	-	-	-
	1%	-	2%	-	3%	-

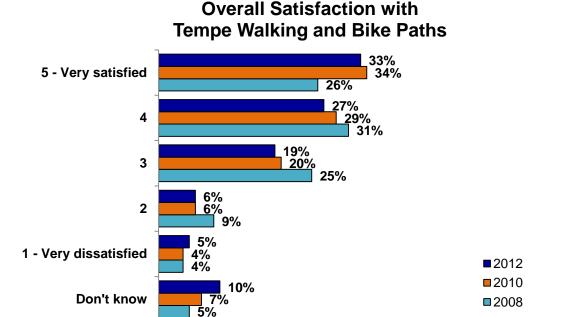
Q30b: Where do you go when you ride your bike?

C. Overall Satisfaction with Bicycle and Pedestrian Paths

Approximately 60% of residents indicate they are satisfied with the quality of the walking and biking paths in Tempe (i.e. provided "4" or "5" ratings). This is statistically similar to 2010 (63%).

Those groups more likely to provide "4" or "5" ratings include:

- Residents ages 35 to 54 vs. residents ages 55 and older (67% vs. 51%)
- Residents in zip codes 85283 and 85284 vs. residents in zip code 85282 (69% and 73% vs. 52%, respectively)
- Transit riders vs. non-riders (66% vs. 51%)



20%

2012 n=400. 2010 n=427, 2008 n=424

0%

Residents were asked to explain the reason(s) for their ratings. The majority of residents (n=362) provided a reason for their rating.

40%

60%

Approximately 23% of residents indicate there are *no problems with the paths and that they are fine the way they are.* An additional 15% indicate there are *plenty of paths throughout Tempe*. Both of these figures are statistically similar to 2010.

The top concerns for residents include *need more bike lanes* and *don't seem safe enough* (11% and 10%, respectively).

Table 18: Reasons for Satisfaction Rating (Among those with an opinion)

Responses	2012 (n=362)	2010 (n=397)	2008 (n=402)
Positive			
They are fine the way they are, no problems	23%	20%	24%
They are everywhere, there are plenty of paths	15%	16%	13%
They are properly maintained, well landscaped	12%*	6%	3%
Have good routes, connect well	6%	4%	-
They are safe	6%*	11%	5%
Easy to use, accessible	6%	4%	5%
Paths are well lit	5%	7%	1%
Paths are visible to motorists/clearly marked	4%	-	-
Have seen improvements/upgrades	4%	-	-
Paths are wide enough, have enough room	3%	4%	4%
Neutral			
I never use them, I have no knowledge of them	4%	5%	8%
There is always room for improvement	3%	2%	4%
Not satisfied nor dissatisfied	-	-	1%
No mating / Common at in ma			
Negative/Suggestions Need more bike lanes	11%	7%	14%
Don't seem safe enough, make them safer	10%	11%	10%
Lanes/paths need to be wider	5%	3%	3%
Could use more of them/walking and bike paths	4%*	9%	5%
Bicyclists interfere with drivers	2%	2%	2%
They are not maintained	2%	2%	2 % 4%
Need more walking paths, don't see a lot	2%	1%	2%
Trock more waiting patric, don't doe a lot	2/0	1 /0	270
Don't know	6%	5%	6%

Q31a: Please explain your rating
* denotes statistical significance from 2010

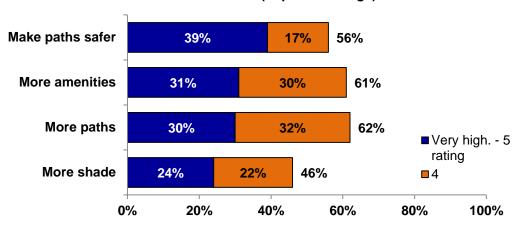
D. Priority of Possible Bicycle and Pedestrian Improvements

Residents were provided with a list of possible improvements for the biking and walking paths in Tempe, and then asked to indicate how high of a priority each improvement should be for the City. Residents were most likely to indicate that adding more bike and pedestrian paths should be the top priority (62% provided "4" or "5" ratings). The priority with the second highest percentage of top-two ratings was amenities for bikes and pedestrians along the paths such as water fountains and lighting (61%).

A significantly lower percentage of residents provided "4" or "5" ratings for the following priorities, compared to 2010: *make paths safer* (56% vs. 70%) and *more shade along paths* (46% vs. 54%).

As in 2010, female residents were generally more likely than male residents to provide top-two ratings for these priorities.





n=400

Table 19: Priority of Possible Bicycle and Pedestrian Improvements

Attribute	Top Two (4+5) rating			Very High Priorit	ty		Very Low Priority		
	2012 (n=400)	2010 (n=427)	2008 (n=424)	%5	%4	%3	%2	%1	Don't Know
Make paths safer	56%*	70%	72%	39%	17%	23%	10%	8%	3%
Add more bike and pedestrian paths	62%	60%	65%	30%	32%	20%	7%	7%	4%
More amenities for bikes and pedestrians along the paths such as water	61%	57%	63%	31%	30%	22%	7%	8%	2%
fountains and lighting More shade along paths	46%*	54%	57%	24%	22%	26%	15%	10%	2%

Q32-35: Now I'm going to read you a list of possible bicycle and pedestrian improvements. Please indicate how high of a priority each improvement should be for the City of Tempe.

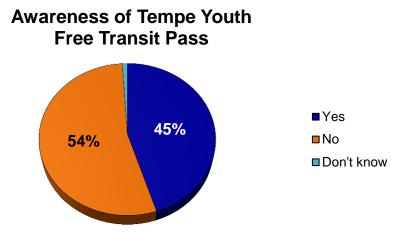
^{*} denotes statistical significance from 2010

VII. Tempe Youth Free Transit Pass Program

Approximately 45% of residents indicate they have heard of the Tempe Youth Free Transit Pass, which represents an increase from the 38% recorded in 2010.

Those groups more likely to be aware of the Tempe Youth Free Transit Pass include:

- Female residents vs. male residents (51% vs. 39%)
- Those who have lived in Tempe for at least 6 years vs. those who have lived in Tempe for less than 5 years (48% vs. 27%)
- Residents ages 35 to 54 vs. residents ages 55 and older (52% vs. 39%)



2012: n=400

As in previous years, local schools and word of mouth continue to be the top two most commonly cited sources of information for those who are familiar with the Tempe Youth Transit Pass program (24% and 19%, respectively). These figures are statistically similar to 2010 figures.

Table 20: Sources for Tempe Youth Transit Pass Program Information (Among those aware of the program)

Sources	2012	2010	2008	2006*
	(n=179)	(n=164)	(n=46)	(n=33)
Through school Word of mouth (friends/family) Newspaper Bill insert Library Advertisement Letter from the City Web site Don't know	24%	21%	29%	21%
	19%	27%	33%	27%
	9%	7%	-	-
	7%	4%	2%	-
	6%	8%	7%	12%
	5%	3%	-	5%
	5%	6%	4%	6%
	3%	1%	4%	3%
	10%	6%	11%	3%

QD6a: How did you first hear about the Tempe Youth Free Transit Pass Program?

APPENDIX A:

City of Tempe – Tempe in Motion Questionnaire – September 2012

-	e: 85281, 85282, 85283, 85284 = 400 s: Males/Females 50/50 each quota group
_	istribution will be monitored for representativeness of sample sh and Spanish
Resear Tempe	, could I please speak with? This is calling from WestGroup rch on behalf the City of Tempe Transportation Division. We are conducting a survey with a residents about important issues affecting the City's transportation system. This is not a rketing call; we simply want your opinions on a variety of issues important to Tempe nts.
1.	Are you a Tempe resident? Yes – CONTINUE No – THANK AND TERMINATE
2.	What is your zip code? a. 85281 b. 85282 c. 85283 d. 85284 e. Other/Don't know/Refused – THANK AND TERMINATE
3.	How long have you lived in Tempe? a. Less than one year b. One to two years c. Three to five years d. Six to ten years e. Eleven to 20 years f. More than 20 years g. Refused/don't know/NA
4.	How many times have you used Tempe's transit service (including light rail, Orbit, Flash and local bus/express) in Tempe in the past year? a. One to five times b. Six to ten times c. Eleven to 20 times d. More than 20 times e. NONE – SKIP TO Q5 f. Don't know/NA
4a.	IF ONE OR MORE IN Q4: In general would you say you use public transit a. weekly b. monthly c. every few months

d. or only under special or unique circumstances

- 4b. IF ONE OR MORE IN Q4: Which of the following have you used in Tempe in the past year? MULTIPLE RESPONSES ALLOWED
 - a. Local or express bus
 - b. Orbit or Flash neighborhood shuttles
 - c. Light rail
- 5. ASK IF NONE IN Q4: People tell us different reasons why they do not use public transit like riding the bus or light rail. What are some of the reasons why you currently do not use public transit? What other reasons? DO NOT READ LIST (Multiple responses allowed)
 - a. I prefer to drive my car
 - b. I don't know how to use the transit system
 - c. The stops are too far away
 - d. I don't like the type of people who take transit
 - e. Using public transit takes too long
 - f. Service isn't frequent enough
 - g. Transit is not secure
 - h. Stops are not secure
 - i. I need my car for business
 - j. Public transit is dirty
 - k. Other: Specify _____
 - 1. Don't know
- 6. ASK IF NONE IN 4: For each of the following benefits to using public transit, please indicate how effective it would be in persuading you to use the bus or light rail instead of using your current mode of transportation. Would it be very effective, somewhat effective, not very effective, or not at all effective in persuading you to ride bus or light rail? (ROTATE ORDER)
 - a. Saves money on gas, auto insurance, and car maintenance
 - b. Improves air quality and is good for the environment
 - c. Reduces congestion

ASK IF 1+ in Q4: ALL OTHERS SKIP TO Q11

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

- 9. Where do you go when you use public transit? (DO NOT READ LIST. Multiple responses allowed)
 - a. ASU
 - b. Community College
 - c. High School
 - d. Work
 - e. Shopping
 - f. Errands
 - g. Medical appointment
 - h. Visit friends/family
 - i. Recreational activities
 - j. Library
 - k. Other (SPECIFY:_____
- 9a. Please name the specific location (e.g., Fry's grocery store) or major cross streets for the destination you most often travel to on transit
- 10. ASK ONLY IF "a" OR "b" IN Q4B In general, how satisfied are you with: ROTATE LIST

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

10a. You indicated dissatisfaction with some of the attributes, what could be done to improve your satisfaction with the buses?

ASK ALL:

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

a. Tempe In Motionb. Other (SPECIFY:

c. Don't know

12-23. Now I am going to read you a list of possible transit improvements. Please indicate how high of a priority each improvement should be for the City of Tempe. Please use a 1 to 5 scale where "1" means "a very low priority" and a "5" means it should be a "very high priority" for the City of Tempe. The first one is....

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

23a.	a. Is there anything else that you believe should be a high priority for the City of Tempe regarding public transit that I did not already mention? Please explain.						
24.	What is the name of Tempe's transit/transp a. TIM (or Tempe in Motion) – SKIP TO b. Valley Metro – ASK Q25 c. Orbit – ASK Q25						
	c. Other (SPECIFY:) – ASK Q25					
25.	Have you ever heard of TIM? a. YES	b. NO (IF NO SKIP TO Q29)					
25a.	IF YES in Q25 or "TIM" IN Q24: To the b	pest of your knowledge, what does TIM mean or stand					

26.	IF YES in Q25 or "TIM" IN Q24: How did you hear about it? a. TV b. Newspaper ads c. Online ads/web
	d. Direct mail
	e. Street Banners f. Twitter/Facebook
	g. Don't know/Not aware of the program
	h. Other (SPECIFY:)
27.	IF a, b, c, d, e or f in Q26: How did the messages affect your perception of the transportation system in Tempe? Did it. READ LIST
	a. Make you think more positively about transportation options in Tempe
	b. Have no effect on your perceptionsc. Make you think negatively about transportation options in Tempe
	d. DON'T READ – Don't know
28.	If a or b in Q 27: Did the advertising messages persuade you to try public transit in Tempe?
	a. Yes
	b. No
	c. Don't know
29. D	o you have access to a bicycle that you can ride when you want to?
	a. Yes
	b. No – SKIP TO Q31
30.	IF YES IN Q29: How many times in a month do you ride your bike?
	a. None/never ride it/only ride it occasionallyb. Once or twice
	c. Three to five times
	d. Six to 10 times
	e. More than 10 times
	f. Don't know/NA
30a.	If none/never ride it in Q30: What are some reasons why don't you ride your bike more often? (DO NOT READ LIST)
	a. Takes too long
	b. Have too much to carry
	c. Too hot
	d. Not enough bike lanes/paths e. Too much traffic
	f. Too dangerous
	g. Other (SPECIFY:)
	h. Don't know/NA
201-	IE DIDE DIVE 1. Grace in O20. Where do not a selection of the contribution
30b.	IF RIDE BIKE 1+ times in Q30: Where do you go when you ride your bike? a. Work/school
	b. Store
	c. Friend's house
	d. Nowhere/just riding for exercise

e. Other	(SPECIFY:)

ASK ALL:

- 31. How satisfied are you with the quality of the walking and biking paths in Tempe? Please rate your satisfaction level on a 1 to 5 scale where 5 means "very satisfied" and "1" means "very dissatisfied"
- 31a. Please explain your rating.
- 32-35. Now I am going to read you a list of possible bicycle and pedestrian improvements. Please indicate how high of a priority each improvement should be for the City of Tempe. Please use a 1 to 5 scale where "1" means "a very low priority" and a "5" means it should be a "very high priority" for the City of Tempe. The first one is....

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

Demographics

I have just a couple more questions about you so that we can classify your responses with other people who answered the survey. All of this information will be kept confidential.

D1.	Gender: 1 Male	2 Female
D2.	What is your age:	

- D3. What is the highest grade of school or year of college that you have completed:
 - a. Some high school
 - b. High school graduate
 - c. Some college
 - d. College graduate
 - e. Post graduate
 - f. No answer
- D4. Was your annual household income before taxes last year:
 - a. Less than \$20,000
 - b. \$20,000 to \$40,000
 - c. \$40,000 to \$60,000
 - d. \$60,000 to \$80,000
 - e. \$80,000 to \$100,000
 - f. More than \$100,000
 - g. No answer

- D5. Are you married or single?
 - a. Married
 - b. Single
 - c. No answer
- D6. Have you ever heard of the Tempe Youth Free Transit Pass Program?
 - a. Yes
 - b. No
 - c. Don't know
- D6a. IF YES IN D6: How did you first hear about the Tempe Youth Free Transit Pass Program? DO NOT READ LIST. SINGLE RESPONSE
 - a. Through the school
 - b. Received a letter from the city
 - c. Advertisement
 - d. Web site
 - e. Twitter/Facebook
 - f. Other: SPECIFY
 - g. Don't know/Don't recall
- D7. Are you employed full-time, employed part-time, retired, a stay at home spouse, a student or unemployed?
 - a. Full-time
 - b. Part-time
 - c. Retired
 - d. Stay at Home Spouse
 - e. Student
 - f. Unemployed
 - g. Refused/NA

Thanks for your time. That concludes our interview.

APPENDIX B: Specific Destinations mentioned by Transit Riders.

	Total
Specific destination given for public transit usage	(n=252)
Specific destination given for public transit usage	(11–232)
Chase field	12%
ASU	7%
University and Mill	6%
Downtown Phoenix (general)	4%
3 rd Street and Washington	3%
Central and Washington	3%
Southern and Rural	3%
5 th Street and Mill	2%
Mill (unspecified)	2%
Shop (general)	2%
Airport	2%
7 th Street and Washington	2%
U.S. Airways Center	2%
Symphony Hall	2%
Central and Van Buren	1%
McClintock and Southern	1%
Library (unspecified)	1%
Dobson and Southern	1%
University and College Avenue	1%
Phoenix Convention Center	1%
Tempe Marketplace	1%
Rural and University	1%
Arizona Science Center	1%
Court (unspecified)	1%
Work	1%
Central and Thomas	1%
McClintock and Apache	1%
Medical Appointment (general)	1%
Central and Camelback	1%
Southern and Country Club	1%
Scottsdale Fashion Square	1%
Phoenix (general)	1%
Rio Salado and Mill	1%
Movie theater (general)	1%
ASU West Campus	1%
Southern & Mill	<.5%
Other	23%
Don't Know/Refused	7%

Q9a: Please name the specific location (e.g., Fry's grocery store) or major cross streets for the destination you most often travel to on transit.