

Tempe Orbit-Jupiter Neighborhood Circulator Telephone Survey

Prepared for:

The City of Tempe
Transportation Division

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Table of Contents

<u>Section:</u>	<u>Page #:</u>
Executive Summary	ii
I. Introduction	1
A. Background and Methodology	1
B. Demographics	2
II. Awareness of Tempe’s Neighborhood Circulator	4
A. Awareness of Circulator Program	4
III. Neighborhood Circulator Experience	5
A. Circulator Users	5
B. Frequency of Use	6
C. Circulator Destinations	7
D. Circulator Alternatives	8
IV. Satisfaction Ratings	9
A. Overall Satisfaction with Orbit Jupiter Service	9
B. Driver Satisfaction	11
C. Bus Satisfaction	12
D. Hours of Operation	13
E. Recommended Improvements	15
V. Non-Users	16
A. Plans for Future Circulator Use	16
B. Reasons for Not Using Circulator	17
IV. Level of Support for Neighborhood Circulator	18
A. Support in Their Area	18
B. Support On Their Street	20
V. Final Comments Offered by Residents	21
Questionnaire	Appendix A

Executive Summary

The City of Tempe's Transportation Division commissioned WestGroup Research, Inc. of Phoenix to conduct a telephone survey with Tempe residents in a specific geographic area to gauge support and reaction to the recent expansion to the City's neighborhood circulator program. This report presents the results of 407 interviews conducted in March and April of 2008 with current Tempe residents living in the area served by the Orbit-Jupiter neighborhood circulator route, namely residents living east of Mill Avenue, west of McClintock Drive and between Apache Boulevard and the US 60. At a 95% level of confidence, the margin of error for the total sample is $\pm 4.9\%$.

- Awareness of Tempe's neighborhood circulator service increased significantly from 2007, with virtually all residents aware of the circulator service (92% up from 81%).
- Slightly more than two in five residents indicated that they or someone in their household has used the Orbit-Jupiter circulator (42%). It should be noted that the current level of ridership is significantly higher than would have been predicted by the 2007 research (33% of households in 2007 indicated they were "very likely" to use the service).
- More than two in five Orbit-Jupiter riders are new transit users, with 44% reporting that they have not used transit service in Tempe prior to using the Orbit-Jupiter neighborhood circulator.
- Overall, half of the residents who use the Orbit-Jupiter circulator report they personally use the service at least once a week (50%). The reported frequency of ridership is even higher among the other family members who use the service with 60% of those interviewed reporting that others in their household use the Orbit-Jupiter service at least once a week.
- Residents are using the Orbit-Jupiter to travel to several Tempe destinations, the most popular being downtown Tempe (44%), ASU (32%), and the Tempe Library complex (20%).
- Most residents who use the Orbit-Jupiter service indicate they would drive their car to the destination in Tempe if they did not take the circulator (mentioned by 76%).
- Satisfaction with the Orbit-service is extremely high with the majority of riders giving a "4" or "5-very satisfied" rating overall (92%); not only does the majority of Orbit-Jupiter riders give a "4" or "5" rating for overall satisfaction with the services, three fourths of the riders indicate they are "very satisfied" (74%).

- More than nine in ten riders indicate they are highly satisfied with the Orbit-Jupiter circulator drivers (91% to 94%), with at least seven in ten indicating they are “very satisfied” (70% to 76%).
- Orbit-Jupiter riders also express a high level of satisfaction with the buses, particularly the cleanliness (82% “very satisfied”) and the ease of using the bus (80%).
- The majority of residents interviewed in 2008, like those interviewed in 2007, feel the hours of service for the Orbit-Jupiter circulator are appropriate (88%), with two thirds feeling the hours are “very appropriate.”
- Expanding the routes and the hours/frequency of service are the primary suggestions for improving the Orbit-Jupiter neighborhood circulator service.
- Interestingly, in addition to the 42% of residents who have already used the Orbit-Jupiter neighborhood circulator service, almost three in five non-users (58%; or an additional 33% of the total sample), indicate they plan on using the circulator at some time in the future.
- The two primary reasons for not riding the neighborhood circulator are a preference for driving themselves (56%) or a perception that the service does not go where they need to go (16%).
- Area residents are significantly more supportive of the circulator service in their area now that the circulators are running than they were in 2007, prior to the start of service (86% “4” or “5” rating vs. 72%).
- This year “opposition” to the service is primarily related to perception that the resident does not personally need the service.
- Support for the neighborhood circulator buses traveling on the streets where the resident lives is significantly higher after the service started than it was when residents were anticipating the service. In fact, almost nine in ten residents who report the circulator buses run on their street (87%) indicate they are highly supportive of the circulator.
- The vast majority of the final comments offered are positive remarks about the service, with the primary comments offering support for the service and expressing a desire for the service to be continued and/or expanded.

Conclusions

1. Overall, residents living in the area served by the Orbit-Jupiter neighborhood circulator minibuses are extremely supportive of the service. Support for the neighborhood circulator was high prior to the implementation of the service in 2007, and support has increased significantly since the service started in January 2008. This high level of support also is apparent among those who report that the circulator travels on the street where they live.
2. Orbit-Jupiter rider attributes show that the service has effectively reduced the need for residents to use their cars to get to destinations within Tempe since the majority indicates they would drive if the circulator did not exist. In addition, the circulator has attracted residents to mass transit that had not previously used mass transit in the city.
3. Riders are extremely satisfied with the buses and drivers, as well as with the service overall. On-time performance is the only area of service that appears to have riders looking for improvement.
4. Safety concerns and other concerns about parking problems or increased congestion on the streets that were prevalent prior to the launch of the Orbit-Jupiter service appear to have dissipated. Those opposed to the service currently do so primarily because they do not see a high demand for the service (because they do not see full buses) or because they personally would never use the service.
5. Finally, the only changes suggested for the service are to expand the service through increased hours, frequency and extensions of the route. It appears that the majority of residents see the Orbit-Jupiter service as an enhancement to the quality of life in the area where they live.

I. Introduction

A. Background and Methodology

The City of Tempe's Transportation Division commissioned WestGroup Research, Inc. of Phoenix to conduct a telephone survey with Tempe residents living in the area served by the Orbit Jupiter neighborhood circulator route, namely residents living east of Mill Avenue, west of McClintock Drive and between Apache Boulevard and the US 60. This report presents the results of 407 interviews conducted in March and April of 2008 with residents living in this area. At a 95% level of confidence, the margin of error for the total sample is $\pm 4.9\%$. This means that in 19 out of 20 cases, the "actual" percentage will fall within $\pm 4.9\%$ of the percentage we would achieve if we interviewed every qualified resident. This represents the second wave of research conducted with residents living in this area. The first study was conducted in April 2007, before the Orbit-Jupiter neighborhood circulator service officially started. Results will be compared to data collected during the subsequent wave as appropriate.

Approximately one week prior to the start of the telephone survey, a postcard was mailed to approximately 13,000 residents in the specified area. Postcards were sent to known residences as well as "resident/occupant" addresses (single home and multiple-dwelling) for census blocks within and intersected by the area boundaries. The purpose of the postcard was to inform residents that a survey was being conducted by WestGroup Research in order to garner feedback on the Orbit-Jupiter circulator service, as well as provide notice of a public meeting being held on the subject on April 8th at the Tempe Public Library. The postcard encouraged residents to participate in the telephone survey if they were contacted, however, a URL address also was provided for a separate web-based version of the survey. The web link was provided so that all residents would have an opportunity to provide input to the City, even if they were not contacted as part of the scientific telephone study. Data from the completed web surveys are provided under separate cover.

The initial study design specified that residents contacted as part of the telephone study would be identified by screening calls made from a Random Digit Dial (RDD) sample of phone numbers targeted toward the specific area. However, after completing approximately 70 interviews using this method, it was clear that due to the inability of the RDD sample to specifically target the College/Dorsey area, the costs and time needed to continue screening for qualified residents would be prohibitive. At that point, the decision was made by City of Tempe Transportation Department staff members to authorize WestGroup to purchase listed-sample of households specifically within the targeted area and complete the remaining interviews. Overall, 307 interviews were completed using listed sample and 100 interviews were completed from RDD sample. More than 19,000 phone numbers were attempted in order to complete the 407 interviews over a time span of slightly less than 400 interviewing hours.

The age distribution was monitored in an attempt to control for oversampling of residents age 55 and higher. As a result, the average age of the residents interviewed as part of the 2008 study is 51.7 years compared to 58.5 years in 2007.

B. Demographics

As noted previously, the age of the respondent was monitored and controlled via occasional quota controls to prevent an overrepresentation of older residents within the study sample. Not surprisingly, with the age controls, there are fewer retirees in the sample (32% vs. 41%) and the average length of residency in Tempe is also slightly lower (27 years vs. 33 years).

Table 2a: Respondent Demographics

Characteristic	2008 Total (n=407)	2007 Total (n=402)
Gender		
Male	42%	53%
Female	58%	47%
Age		
18 to 24	3%	2%
25 to 34	14%	6%
35 to 44	14%	10%
45 to 54	24%	20%
55 to 64	12%	23%
65+	32%	36%
Refused	1%	4%
Average Age	51.7 yrs	58.5 yrs
Employment Status		
Full-time	43%	42%
Retired	32%	41%
Part-time	11%	7%
House spouse	6%	6%
Student	5%	2%
Unemployed	3%	1%
Length of Residence		
<2 year	5%	2%
3-5 years	9%	6%
6-10 years	11%	10%
11-20 years	20%	19%
20 years+	55%	64%
Average Length	27 yrs	33 yrs

Table 2b: Respondent Demographics

Characteristic	2008 Total (n=407)
Annual Income*	
>\$20,000	7%
\$20-\$40,000	18%
\$40-60,000	15%
\$60-80,000	13%
\$80-\$100,000	11%
\$100,000+	15%
Refused	20%
Average Income	\$57,500
Education*	
Some HS	2%
HS graduate	8%
Some college	25%
College graduate	30%
Post graduate	34%
Refused	1%

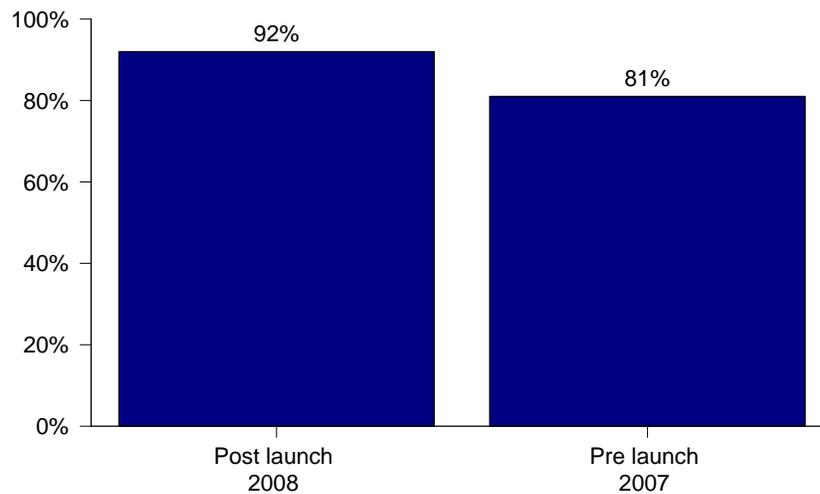
** Not asked of residents in the 2007 survey*

II. Awareness of Tempe's Neighborhood Circulator

A. Awareness of Program

Awareness of Tempe's neighborhood circulator service increased significantly from 2007, with virtually all residents aware of the circulator service (92% up from 81%). Awareness is highest among older residents (95% of those ages 35 or older vs. 81% of those under age 35) and residents with higher household incomes (96% of those with incomes over \$60,000 vs. 88% of those with lower incomes).

Awareness of Tempe's Neighborhood Circulator Program



2008 n=407; 2007 n=402

III. Neighborhood Circulator Experience

A. Orbit- Jupiter Circulator Users

Slightly more than two in five residents indicate they or someone in their household have used the Orbit-Jupiter circulator (42%). Interestingly, in 2007, 33% of Area 2 residents indicated they were “very likely” to use the circulator service in their area, so **the current level of ridership is significantly higher than would have been predicted by the 2007 research.**

Of these users, the majority report that they have personally used the service (75%) and two in five indicate their spouse or child has used the Orbit-Jupiter service (40% each). **More than two in five Orbit-Jupiter riders are new transit users (44%), reporting they had not used transit service in Tempe prior to using the Orbit-Jupiter neighborhood circulator.**

Table 3: Orbit-Jupiter Circulator Users

	2008 Total (n=407)
Used circulator	42%
Used Circulator	(n=171)
Self	75%
Child	40%
Spouse	40%
Roommate	4%
Other	11%
Used Tempe transit prior to circulator	
Yes	53%
No	44%
Don't know	3%

Q2a: Have you or someone in your household ever used the Orbit-Jupiter neighborhood circulator services?

IF YES in Q2 – Have you or anyone in your household ever used public transit in Tempe before using the Orbit-Jupiter

Neighborhood circulator? Q3: Including yourself, who in your household has used the Orbit-Jupiter neighborhood circulator service? Who else?

The following residents are most likely to report using the Orbit-Jupiter neighborhood circulator:

- Younger residents (45% 18 to 34; 48% 35 to 64; 31% 65+)
- Those with higher levels of education (30% some college or less; 46% college graduate; 52% post graduate)
- Higher income residents (31% of those with incomes under \$60,000 vs. 53% of those with incomes over \$60,000)

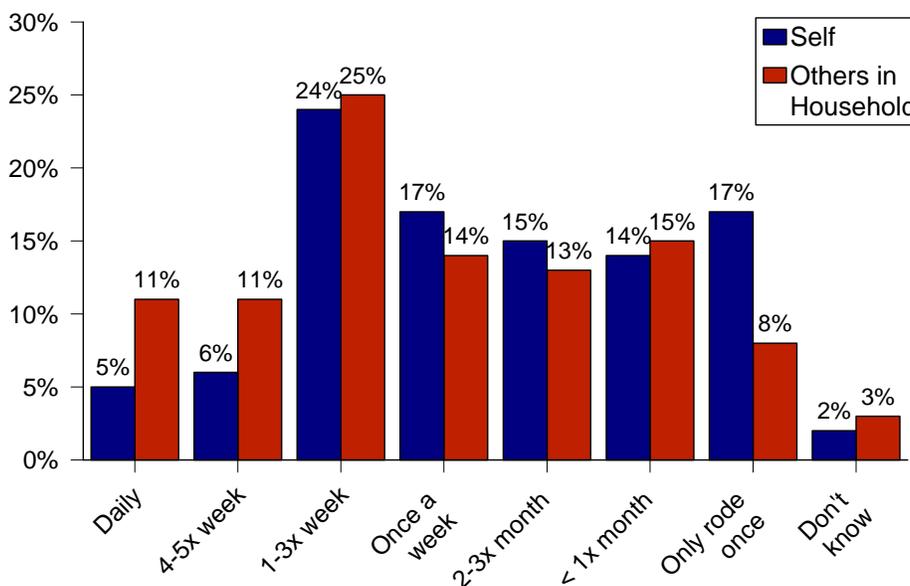
Older residents and high income residents who have used the Orbit-Jupiter service are more likely than those in comparable groups to indicate they have not used transit in Tempe prior to the Orbit-Jupiter circulator (46% of those ages 35 to 64 and 58% of those age 65+ report not using transit before compared to 23% of those under age 35; 51% of those with incomes over \$60,000 report not using transit before compared to 28% of those with lower incomes).

B. Frequency of Use

Overall, half of the residents who use the Orbit-Jupiter circulator report they personally use the service at least once a week (50%). This is particularly true of younger riders (62%) and employed riders (58%). The reported frequency of ridership is even higher among other family members who use the service with 60% of those interviewed reporting that others in their household use the Orbit-Jupiter service at least once a week. In fact, more than one in five (22%) report that their family members use the circulator at least 4 days a week (11%), if not every day (11%).

Orbit-Jupiter Frequency of Use

Among those who ride the neighborhood circulator



2008 Self n=126; Others n=119



C. Orbit-Jupiter Circulator Destinations

Residents are using the Orbit-Jupiter to travel to several Tempe destinations, the most popular being downtown Tempe (44%), ASU (32%), and the Tempe Library complex (20%).

Table 4: Orbit-Jupiter Circulator Destinations
 Asked of households who use the circulator

Destinations	Total Sample (n=171)
Downtown Tempe	44%
ASU	32%
Tempe Library Complex	20%
School	13%
Tempe Marketplace	11%
Work	8%
To see where the route went	4%
Grocery store	2%
Park	2%
Post office	1%
Restaurant/bar	1%
Other	7%
Don't know	3%

Q5: What is your destination, or where do other members of your household go when using the Orbit-Jupiter neighborhood circulator service? Where else?

D. Circulator Alternatives

Most residents who use the Orbit-Jupiter service indicate they would drive their car to the destination in Tempe if they did not take the circulator (mentioned by 76%). Biking (21%) and walking (17%) are the next most likely modes to be used if the circulator service was not available. Females are more likely than males to indicate they would drive a car if the circulator service did not exist (82% vs. 68%); males are more likely to indicate they would walk (25% vs. 11% of females).

Table 5: Circulator Alternatives
 Asked of households who use the circulator

Alternatives	Total Sample (n=171)
Car	76%
Bike	21%
Walk	17%
Take other bus route	9%
Ride from friend/family	1%
Would not have made the trip	1%
Other	5%
Don't know	1%

Q8: If the Orbit-Jupiter service did not exist, what mode of travel would you or someone in your household use to make these trips?

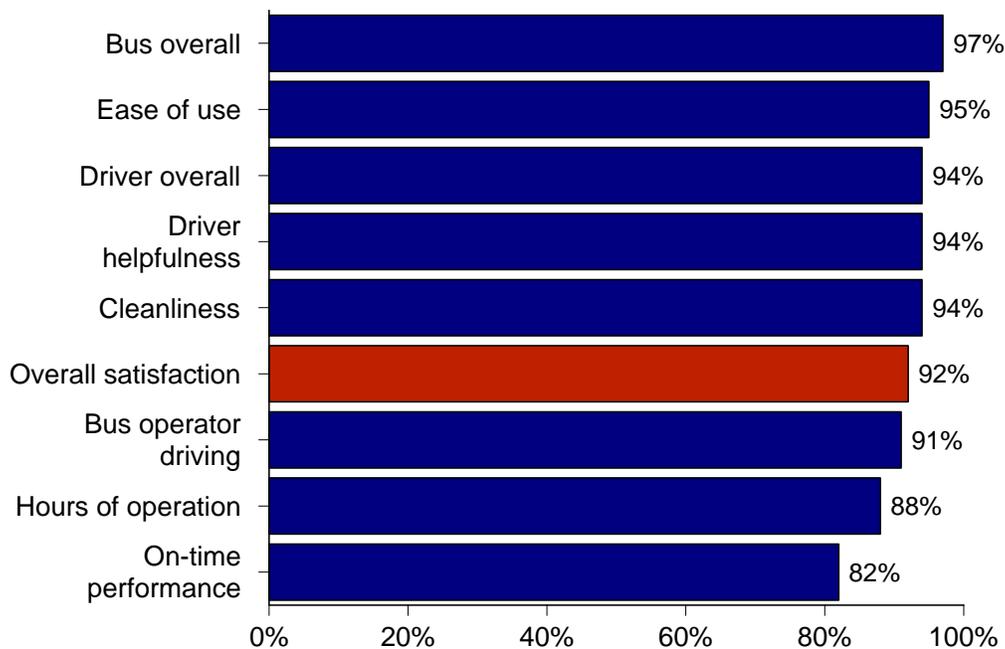
IV. Satisfaction Ratings

A. Overall Satisfaction with Orbit- Jupiter Service

Satisfaction with the Orbit-service is extremely high with the majority of riders giving a “4” or “5-very satisfied” rating overall (92%), as well as on the individual attributes evaluated (82% to 97%). The graph below shows that satisfaction is highest for the bus overall (97%) and the lowest level of satisfaction is with the perceived on-time performance of the buses (82%). A detailed evaluation of the satisfaction ratings is provided in the subsequent sections of the report.

Orbit-Jupiter Satisfaction Ratings

Those providing a 4/5 rating on a 5-point scale



2008 Asked of households who use the circulator n=171

Table 6 on the next page shows that not only does the majority of Orbit-Jupiter riders give a “4” or “5” rating for overall satisfaction with the services, three fourths of the riders indicate they are “very satisfied” (74%).

Table 6: Overall Satisfaction with Circulator
 Asked of those who have used the circulator and have an opinion

Rating	Total Sample (n=171)
Average Rating	4.5
NET Satisfied (4+5)	92%
5 – Very satisfied	74%
4	18
3	6
2	1
1 – Not at all satisfied	1
Don't know*	3%

Q9: Overall, how would you rate your level of satisfaction with the Orbit-Jupiter neighborhood circulator service?

** Don't know percentages excluded from ratings & average.*

B. Driver Satisfaction Ratings

More than nine in ten riders indicate they are highly satisfied with the Orbit-Jupiter circulator drivers (91% to 94%), with at least seven in ten indicating they are “very satisfied” (70% to 76%). Satisfaction levels are consistent across all demographic groups.

Table 6: Driver Satisfaction
 Asked of those who have used the circulator and have an opinion

Attribute	NET 4+5	Not at all Satisfied					Very Satisfied	Don't know*	Avg. Rating
		1	2	3	4	5			
Bus operator's driving	91%	-	1%	8	15%	76%	9%	4.7	
Helpfulness of the driver	94%	1%	1%	4%	24%	70%	13%	4.6	
Driver overall	94%	-	1%	5%	21%	73%	9%	4.7	

Q6: Thinking about trips you have made using the Orbit-Jupiter neighborhood circulator, how satisfied are you with...?

** Don't know percentages excluded from ratings.*

C. Bus Satisfaction Ratings

Orbit-Jupiter riders also express a high level of satisfaction with the buses, particularly the cleanliness (82% “very satisfied”) and the ease of using the bus (80%). Although still highly satisfied, riders are least likely to be “very satisfied” with the on-time performance of the buses (55%), however, only 4% indicate they are not satisfied with the on-time performance of the buses. Interestingly, older riders are more likely to indicate they are “very satisfied” with the on-time performance of the buses than younger riders (82% of those ages 65 and older compared to 44% of those under and 35 and 48% of those ages 35 to 64).

Table 7: Bus Satisfaction
 Asked of those who have used the circulator and have an opinion

Attribute	NET 4+5	Not at all Satisfied			Very Satisfied		Don't know*	Avg. Rating
		1	2	3	4	5		
Bus overall	97%	-	1%	2%	19%	78%	8%	4.7
Ease of use	95%	1%	-	4%	15%	80%	8%	4.7
Cleanliness	94%	-	1%	5%	12%	82%	11%	4.8
On-time performance	82%	1%	3%	13%	27%	55%	17%	4.3

Q7: Thinking about the trips you have made using the Orbit-Jupiter neighborhood circulator, how satisfied are you with...?

** Don't know percentages excluded from ratings & average.*

D. Hours of Operation Ratings

The majority of residents interviewed in 2008, like those interviewed in 2007, feel the hours of service for the Orbit-Jupiter circulator are appropriate (88%), with two thirds feeling the hours are “very appropriate.” Older residents are more likely than younger residents to indicate the hours are “very appropriate” (59% of those 18 to 34; 68% of those 35 to 64; and 71% of those age 65+). Orbit-Jupiter riders and non-riders are equally likely to give high ratings to the appropriateness of the circulator operating hours.

Table 8a: Hours of Operation

Rating	2008 Total (n=407)	2007 Likely to use the Service in Area 2 (n=265)
Average Rating	4.5	4.4
NET 4+5	88%	84%
5 – Very appropriate	68%	64%
4	20%	20%
3	7%	12%
2	2%	2%
1 – Not at all appropriate	2%	2%
Don't know*	7%	-

Q13: The hours of operation and frequency for the Orbit-Jupiter neighborhood circulator service are every 15 minutes between 6am and 10pm, 7 days a week. How appropriate do you feel that the hours and frequency for your area...?

** Don't know percentages excluded from ratings & average.*

For the few individuals who indicated that the Orbit-Jupiter’s hours of operation were not appropriate (18 people), the focus seemed to be based on what they see in on the street - the perception that the mini-buses are empty or not being used (7 people) or that there are too many buses that are running too frequently (6 people). It should be noted that of the 18 people who feel that the circulator’s hours are not appropriate, 15 have never used the Orbit-Jupiter service.

Table 8b: Reasons Hours of Operation Are Not Appropriate
 Asked of those providing a “1” or “2” rating on a 5-point scale

Reasons	2008 Total (n=18)
It’s empty/not used much	39% (7)
Too many buses/too frequent	33% (6)
Too many hours/runs too late/don’t need on weekends	17% (3)
Should run earlier/later	11% (2)
Other	11% (2)
Don’t know	17% (3)

Q13: Why do you feel the hours and/or frequency of service are not appropriate? What other reasons?

E. Recommended Improvements

Expanding the routes and the hours/frequency of service are the primary suggestions for improving the Orbit-Jupiter neighborhood circulator service (Expand – 19%; longer hours – 12%; less wait time/more buses – 7% and 3%). Two in five riders did not offer any suggestions for improving the service and an additional 12% simply indicate “everything is great.”

Table 10: Recommended Improvements
 Asked of those who have used the circulator

Suggestions	2008 Total (n=171)
Extend/expand the route	19%
It’s great/wonderful/terrific/happy with it	12%
Have it run later in the evening/in the morning	8%
Waiting time is too long/shorten the wait time	7%
Maps of the routes/schedules/maps that are not confusing	5%
More buses on the routes	3%
More direct routes	3%
Other	6%
Don’t know/nothing	42%

Q10: Is there anything you would change or improvements you would suggest for the Orbit-Jupiter service? What else?

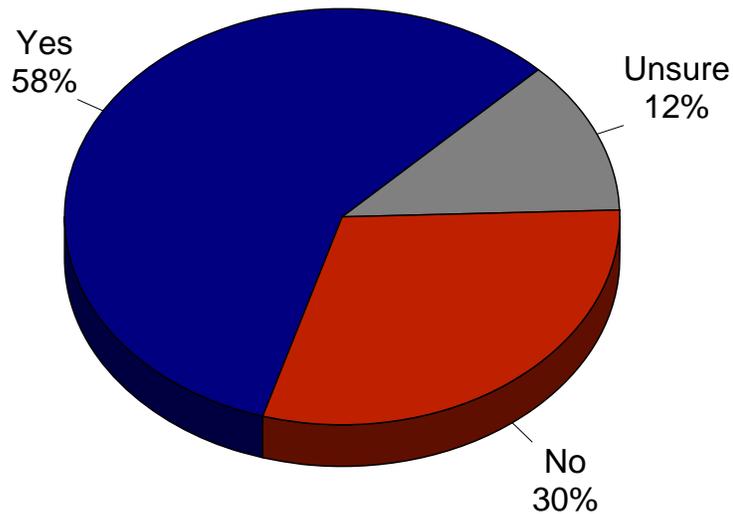
V. Non-Users

A. Plans for Future Circulator Use

Interestingly, in addition to the 42% of residents who have already used the Orbit-Jupiter neighborhood circulator service, almost three in five non-users (58%; or an additional 33% of the total sample), indicate they plan on using the circulator at some time in the future. Female non-riders were more likely than males to indicate they plan to use the system at some point in the future (63% vs. 52%).

Future Circulator Use

Do you plan on using the Orbit-Jupiter neighborhood circulator service at some time in the future?



*Asked of those who do NOT use the circulator
2008 n=236*

B. Reasons for Not Using Circulator

The reasons given for not being likely to use the Orbit-Jupiter circulator are essentially the same as those given by Area 2 residents in 2007 who also indicated they were unlikely to use the service. **The two primary reasons for not riding the neighborhood circulator are a preference for driving themselves (56%) or a perception that the service does not go where they need to go (16%).**

Table 11: Reasons Not Likely to Use Orbit-Jupiter Circulator
 Asked of those saying “No”

Reasons	2008 Total (n=70)	2007 Area 2 Not likely to use circulator in their area (n=145)
I have a car/would rather drive/don't need it	56%	39%
Doesn't go where I need to go	16%	25%
Not familiar with the routes/don't know enough/never see them	9%	-
The route is not close to where I live/doesn't come by me	7%	8%
I live close to where we go	6%	2%
Don't go out much/don't go many places	6%	10%
Handicapped/disabled/health problems	4%	6%
Too old	4%	4%
Unsure it will be reliable or come on time	3%	-
Oppose it	3%	4%
Buses would add to traffic/too much traffic already	2%	1%
Doesn't run the times that I need it	1%	2%
Would rather walk/bike	-	10%
Don't want to wait at bus stop	-	2%
Too slow	-	4%
Don't know/other	1%	15%

Q12: Why are you not likely to use the Orbit-Jupiter neighborhood circulator service? What other reasons?

IV. Level of Support for Orbit-Jupiter Neighborhood Circulator

A. Support or Oppose Orbit-Jupiter service in their Area

Area residents are significantly more supportive of the circulator service in their area now that the circulators are running than they were in 2007, prior to the start of service (86% “4” or “5” rating vs. 72%). In particular, the percentage of the residents who are “very supportive” increased almost 20 points from 56% to 75% and the percentage indicating they are opposed decreased from 11% to 3%.

The level of support for the Orbit-Jupiter neighborhood circulator increases as the age of the resident decreases (81% “4” or “5” rating for those ages 65+; 88% for those ages 35 to 64; 90% for those ages 18 to 34). In addition, residents newer to the area are more supportive of the circulator than longer-term residents (92% of those living in the area less than 20 years vs. 80% of those living in the area more than 20 years).

Table 12a: Level of Support for Orbit-Jupiter Circulator – IN YOUR AREA

Level of Support	2008 Total (n=407)	2007 Total (n=402)
Avg. Rating	4.6	4.1
NET Support	86%	72%
5 – Strongly Support	75%	56%
4	11	16
3	8	14
2	1	3
1 – Strongly Oppose	2	8
Don’t know/Refused	3	2

Q14: Do you support or oppose the Orbit-Jupiter neighborhood circulator service in your area, regardless of whether you personally use the service or not?

Only 13 residents indicated they are opposed to the Orbit-Jupiter circulator service in their area and the reasons for their opposition to the service are significantly different than the reasons given by those indicating opposition to the service in their area in 2007. **Opposition this year is primarily related to perception that the resident does not personally need the service** (have a car – 31%; doesn’t go where I need to go – 15%; would rather walk/bike – 15%), whereas in 2007 residents did not want to pay extra taxes for the service, were concerned about additional traffic in the neighborhoods and/or parking issues, as well as concerned about the safety of bikers or kids in the neighborhoods or the potential impact on crime in the area.

Table 12b: Reasons Oppose Neighborhood Circulator – IN YOUR AREA
Among those given a “1”, “2” or “Don’t know” response

Reasons	2008 Total (n=13)	2007 Total * (n=91)
I have a car/ wouldn’t benefit me	31% (4)	10%
Brings more traffic/already too much traffic	15% (2)	19%
Doesn’t go where I need to go	15% (2)	-
Would rather walk/bike	15% (2)	-
Need a car for work	8% (1)	-
Already use regular bus system	8% (1)	-
Don’t go out much	8% (1)	-
Doesn’t run the times I need it	8% (1)	-
Don’t want to pay extra taxes for it/ expensive/ waste of money	-	24%
Don’t have enough information	-	12%
Don’t like the route/ should be on Mill	-	11%
Don’t want people parking here/ already a parking problem	-	11%
Dangerous for bikers, kids, handicapped, pets	-	9%
Don’t think enough people would use it	-	7%
It will add crime/ low income people/ bring down home value	-	7%
No necessary/ not needed	-	4%
It would add pollution	-	2%
Other (includes all responses 1% or less)	8% (1)	12%
Don’t know	8% (1)	4%

Q14a: Why are you opposed to neighborhood circulator service in your area?

**Data presented is for all residents opposed in 2007, not just Area 2 residents.*

B. Support on Their Street

One in four residents (24%) indicate the Orbit-Jupiter neighborhood circulator mini-buses travel on the street where they live. **Support for the neighborhood circulator buses traveling on the streets where the resident lives is significantly higher now than it was when residents were anticipating the service. In fact, almost nine in ten residents who report the circulator buses run on their street (87%) indicate they are highly supportive of the circulator, with 75% indicating they “strongly” support the circulator traveling on their street. This compares to 61% of the residents who were highly supportive in 2007.**

Table 13a: Level of Support for Circulator– ON YOUR STREET
 Asked of those who indicated the circulator travels on their street

Level of Support	2008 Total (n=99)	2007 Total Area 2 residents (n=402)
Avg. Rating	4.5	3.7
NET Support	87%	61%
5 – Strongly Support	75%	45%
4	12%	16%
3	7%	15%
2	1%	5%
1 – Strongly Oppose	4%	16%
Don’t know/Refused	1%	3%

Q15a: Do you support or oppose the Orbit-Jupiter neighborhood circulator mini-buses continuing to travel on your street, regardless of whether you personally use the service or not?

V. Final Comments Offered by Residents

At the conclusion of the interview, residents were asked if there were any additional comments they wanted to share with the City of Tempe regarding the proposed neighborhood circulator service. **The vast majority of the final comments offered are positive remarks about the service, with the primary comments offering support for the service and expressing a desire for the service to be continued and/or expanded.**

Table 14: Additional Comment from Residents

Comments	2008 Total (n=407)
It's a great idea/support it/continue the service	29%
Expand the service/more streets/more destinations	5%
Need more information/unclear on some things	4%
Expand the hours/24 hours/early morning/late night	4%
Its good for the elderly/people without cars/students/ a lot of people need it/use it	3%
Won't come close enough to me	2%
Will reduce traffic/ get people out of cars	2%
I like that its free/keep it free	2%
Don't want people parking in the area	1%
Should connect to other mass transportation in the city	1%
Other (mentioned by less than 1%)	16%
Don't know/nothing	44%

Q16: Are there any other comments you would like to share with the City of Tempe regarding the proposed neighborhood circulator service?