INTERcity TRANSIT

A Survey of
Intercity Transit Passengers
2015

A study conducted by:

CJI Research CORPORATION

In cooperation with:
TRANSIT marketing LLC

Study conducted by:

- Hugh M. Clark, Project Director
- Selena Barlow
- Pamela Heller
- Katie Maloney

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Introduction

A survey of Intercity Transit fixed route riders was conducted on board buses during mid-October, 2015. Previously, similar surveys had been conducted in early November, 2004 and November, 2008. The total sample size in 2004 was 1,893 and in 2008 was 2,334. In 2015 the final sample includes 2,594 participants. The sample as a whole has a margin of error of +/- 1.7% at a 95% confidence level and a sample proportion of 50:50 in a bivariate response. This means that the sample has a 95% probability of being accurate within a range of +/-1.8% when the population is split approximately 50:50 (e.g. as with gender). When the distribution is more skewed (e.g. 80:20), the margin of error is slightly less (in the 80:20 example, it would be +/- 1.3%).

The onboard survey in each year was conducted on a random sample of runs. The basic onboard samples were drawn in the same manner each year and they are entirely comparable. Temporary employees worked under the supervision of Transit Marketing personnel Selena Barlow and Pamela Heller. In most cases, surveyors rode for the duration of each run that was sampled. Their task was to hand out printed questionnaires to every rider that boarded the bus and to collect them before the passenger alighted. Surveyors were identified as such by wearing smocks which announced in large letters that they were part of the "Transit Survey Team." The questionnaires were printed on card stock to make completion easier. Respondents were provided with pencils.

At the end of each run, questionnaires were collected by the supervisor and bundled into sets that related to the specific run. As an added control, questionnaires were serially numbered so that the serial number could be associated with a particular run and route.

During the survey, respondents were asked for their telephone numbers. A sample of riders who had volunteered to participate was subsequently called and asked additional questions. However, since 2008 the response rates to telephone surveys have plummeted from a typical rate of 30% to 9% today. Even in this case, in which people had volunteered to complete the interview, only 286 interviews could be completed by telephone from among the more than 1,500 volunteers. For this reason, an online survey was constructed and invitations were sent to those who had provided an email address. Initial response the email request was minimal. For this reason, respondents were subsequently offered a check for $10 to complete the survey. In this way a final "Follow-up Survey" sample of 404 was completed. The reader must keep in mind that as volunteers, these respondents are self-selected and do not constitute a random sample for which margins of error can be specified. Although their demographics are generally similar to those of the total onboard sample, we have no way to know whether they are representative of the total ridership in terms of their attitudes.

Data from the paper-copy, self-administered questionnaires collected on board the buses were key entered and numeric data fields were verified. Data were exported through Excel into SPSS version 22, labeled and further developed by various recoding procedures. Data from the follow-up survey were collected by telephone by Opinion Access Corporation, and online by CJI using SurveyGizmo.

Weighting

For the analysis on which this report is based, the data were weighted to reflect the proportions of riders on each route as determined by ridership figures for the previous twelve months provided by Intercity Transit. The purpose of the weighting is to insure that the results accurately reflect overall ridership. The weighting corrects distortions that occur because responses on a given route make up a disproportionately high or low portion of the sample, compared to that route's normal contribution to overall ridership.

To test whether those who were interviewed in the follow-up survey because they had volunteered were reasonably representative of the riders as a whole, a crosstabulation was run comparing them to the sample of those who submitted a paper survey, but did not participate in the follow-up survey. Because the follow-up was conducted in part on the phone and in part online, the two types are distinguished in the table.

The profiles are similar enough in most respects to be considered comparable, especially in terms of key variables such as income, and modal choice. However, there are some differences. For example, the online respondents were more likely than the other respondents to be women. However, considering that these are volunteers, some of whom had to be paid to participate, and that three methods (paper survey, phone survey, online survey) were used, the respondents are more alike across response modes than they are different.

Figure 1: Comparison of Onboard and phone follow-up samples

Comparison of follow-up survey demographics to entire sample

		Online followup	Phone followup	Paper only - no followup	All respondents
Number of days on which rider used Intercity Transit in the past seven days	One to three days	28%	18%	28%	27%
	Four or five days	31%	35%	32%	32%
	Six or seven days	41%	47%	40%	41%
When riders began using Intercity Transit	2015	20%	16%	24%	23%
	2012 to 2014	34%	28%	31%	31%
	2007 to 2011	20%	22%	19%	19%
	2006 or prior	26%	33%	26%	27%
Employment	Employed	53%	52%	53%	53%
	Not employed	47%	48%	47%	47%
Other transport options	No car available	40%	42%	36%	37%
	Shared availability	20%	16%	19%	19%
	Car available	40%	43%	45%	44%
Age	20 or younger	23%	19%	27%	26%
	21 - 25	17%	18%	21%	21%
	26 - 40	36%	27%	25%	26%
	41 - 59	15%	28%	18%	19%
	60 or older	10%	8%	9%	9%
Ethnicity	African American	5%	7%	8%	8%
	Hispanic only (no race noted)	3%	4%	4%	4%
	Asian	4%	6%	7%	6%
	Native American	4%	3%	5%	5%
	Pacific Isl/Hawaiian	4%	1%	1%	1%
	(VOL) Multiracial	1%	1%	0%	0%
	White	71%	70%	64%	65%
	Hispanic and a specific racial group	5%	6%	6%	6%
	Other	4%	2%	4%	4%
Gender	Male	33%	51%	51%	50%
	Female	62%	45%	46%	47%
	Transgender	5%	4%	3%	3%
Income	<$15,000	47%	49%	49%	49%
	$15 to $34,999	20%	23%	19%	20%
	$35 to $49,999	17%	13%	15%	15%
	$50,000 or more	16%	15%	17%	17%

Technical notes

1. Throughout the report, with only a few exceptions, percentages have been rounded. Occasionally this will cause the sum of percentages to equal slightly more or less than 100%, but this has no effect on the essential meaning of the tables.

2. Throughout the report, data reported in the charts are from the questionnaires completed on board the buses unless the chart specifies that it originated in the follow-up survey.

3. Response rates are detailed in the figure below.

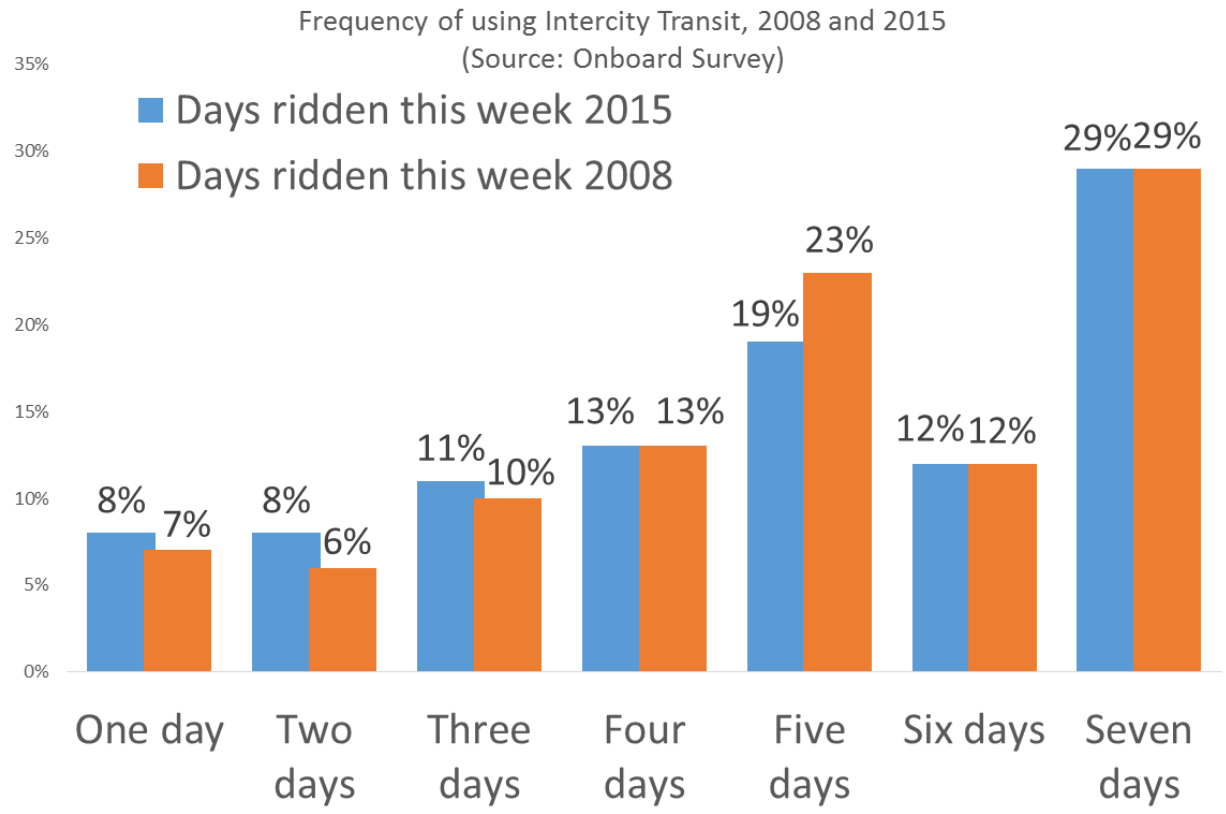
Figure 2 Response rates for the Onboard Survey

Response rates

A total of…	6,007	adults were riding the surveyed trips and thus had a chance to participate	Percent
Of these…	1611	said they had already completed the survey	27%
	1095	refused outright	18%
	232	encountered a language barrier or were under age	4%
…and…	3,210	accepted the survey with apparent intention to complete it	53%
Thus,	3,210	represents the "effective distribution."	As a percent of those distributed
	2,489	Completed the survey on the bus	78%
	105	Completed the survey but turned it in to a driver or mailed it in	3%
	616	accepted but did not complete the survey or the survey was too incomplete to use	19%
	2,594	returned useable survey questionnaires	
		Of all adults riding a surveyed vehicle, this represents:	43%
		Of effective distribution, this represents:	81%

Rider profile

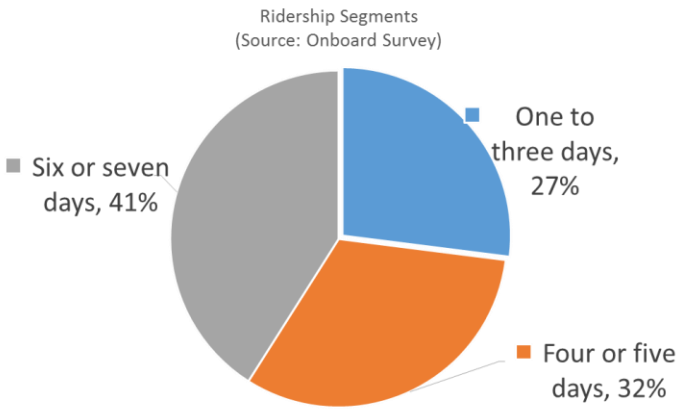
Figure 3 Frequency of using Intercity Transit in the previous seven days



Frequency of using Intercity Transit in the previous seven days

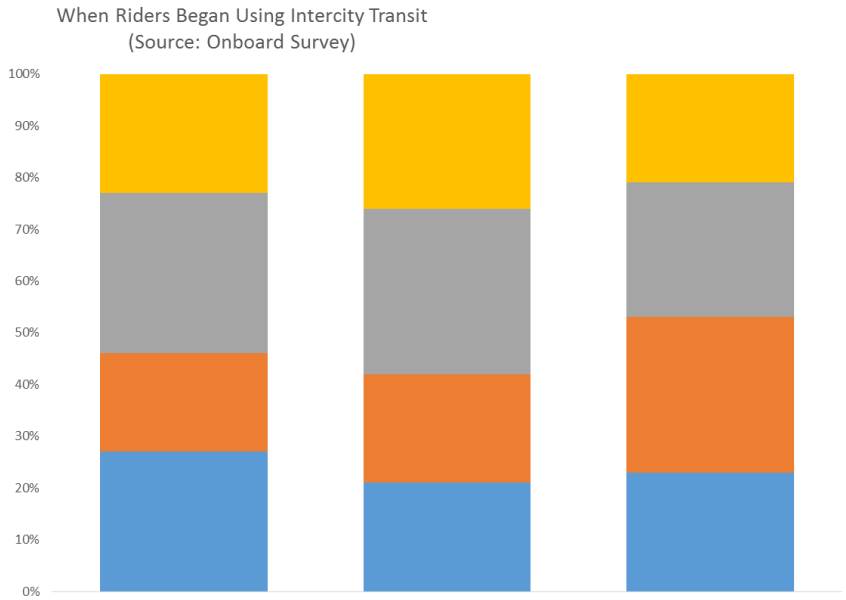
As in 2008, 29% of Intercity Transit passengers used the service every day of the past seven days, and another 12% used it on six days. Thus, 41% use the service very intensively. Compared to 2008, when 23% used Intercity Transit for five of the previous seven days, slightly fewer, 19%, said in 2015 that they had used Intercity Transit for five of the previous seven days.

Figure 4 Rider frequency segments, 2015



While the percent using Intercity Transit five days a week declined by 4% since 2008, the percent using it one, two, or three of the past seven days rose by a total of 4%. Although this means there has been a slight shift from five day ridership to somewhat less frequent ridership, the basic usage pattern remains very similar, with most riders using the system on a very regular basis between five and seven days a week.

Figure 5 Duration of ridership



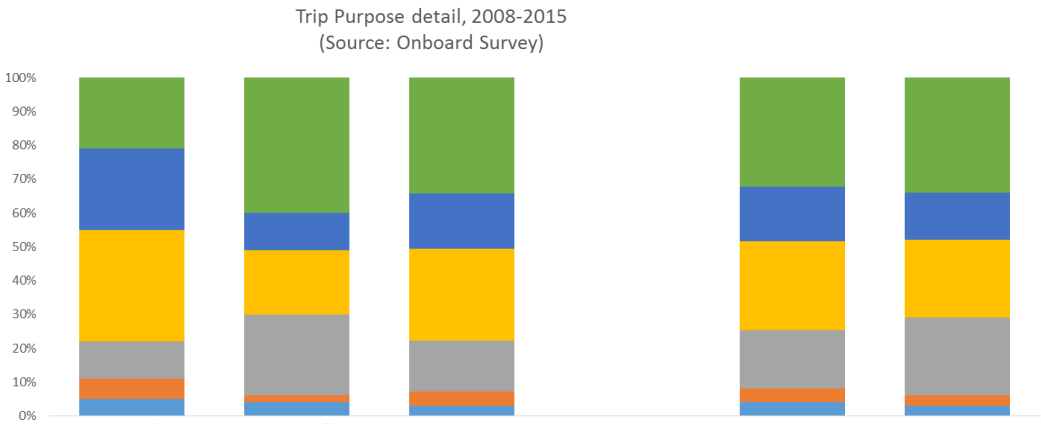
	2015	2008	2004
Began during year of survey	23%	26%	21%
1-3 yrs prior	31%	32%	26%
4-8 yrs prior	19%	21%	30%
Began 9 or more yrs prior to survey year	27%	21%	23%

Duration of ridership

In the United States, one of the interesting phenomena in the transit market, it is the high rate of customer turnover. In 2004, 2008, and 2015 between 21% and 26% said they had begun using the service only the year of the survey itself. In 2015, 23% said they had begun riding in that year. This rate of turnover is very similar to that which CJI has observed in many other transit systems we have studied.

Use of transit is a phenomenon of the lifecycle for many people. Notice that in 2015 more than half of the ridership (54%) had begun using Intercity Transit in only in the year of the survey (i.e., 2015) or in the previous three years. In a later section dealing with age we shall see that there is a distinct pattern which it is younger people who are more likely to use transit and then as riders age, that tendency tends to fall away, leaving a smaller, residual group of older, longer term riders.

Figure 6 Trip purpose



	One to three days	Four or five days	Six or seven days	2015	2008
Work	21%	40%	34%	32%	34%
Visit/recreation	24%	11%	16%	16%	14%
Shopping	33%	19%	27%	26%	23%
School	11%	24%	15%	17%	23%
Other	6%	2%	4%	4%	3%
Medical	5%	4%	3%	4%	3%

Trip purpose

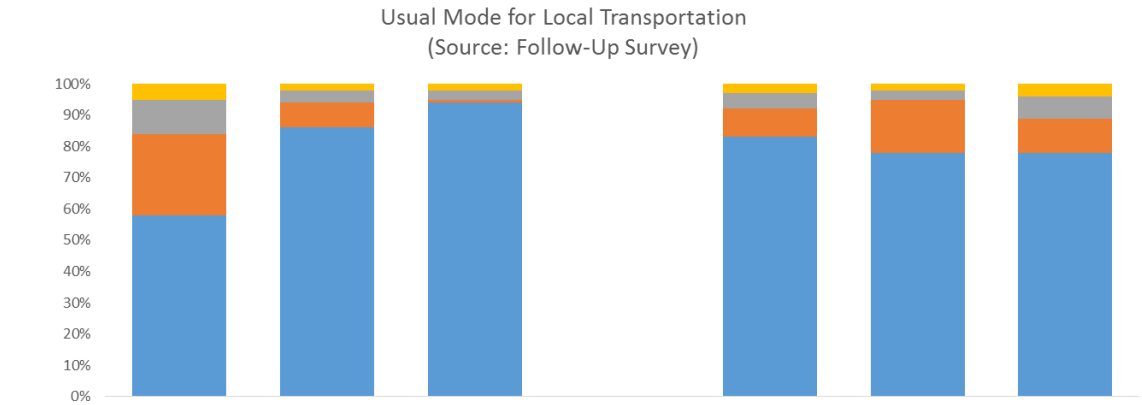
Trip purpose has changed relatively little since 2008.

- In both 2008 and 2015 approximately one third of riders (34% and 32%, respectively) cited getting to or from work as their trip purpose.
- Another 17% in 2015 said they were going to school. This represents a significant decrease in the percentage of school-oriented trip purposes from 23% in 2008.
- Shopping trips showed a slight 3% increase between 2008 and 2015, going from 23% to 26%.

Thus it is clear that the vast majority of trips made on Intercity Transit have a direct economic impact through employment, preparation for employment, or shopping. However, recreational trips also constitute a meaningful proportion of trips, accounting for the trip purposes of 16% of riders in 2015 and 14% in 2008.

Trip purpose varies somewhat among the three rider segments. The four or five day riders who tend to be commuters, are more likely (40%) than both the less frequent riders (21%) and the more frequent riders (34%) to indicate work as a trip purpose. They are also more likely to stipulate getting to or from school (24%) as a trip purpose than are the less frequent riders (11%) and the more frequent riders (15%).

Figure 7 Riders' usual modes of local transportation



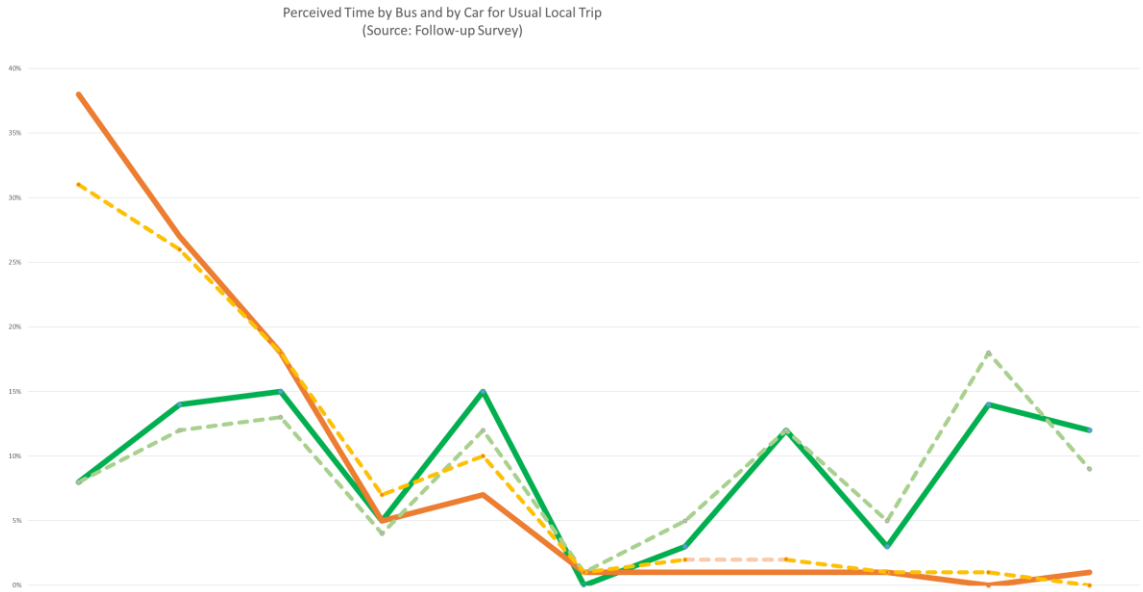
	One to three days	Four or five days	Six or seven days	2015	2008	2004
Bike	5%	2%	2%	3%	2%	4%
Walk	11%	4%	3%	5%	3%	7%
Car	26%	8%	1%	9%	17%	11%
Bus	58%	86%	94%	84%	77%	77%

Riders' usual modes of local transportation

Although the respondents in the survey are all transit riders, that fact does not mean that their usual form of transportation is always public transit. While 84% of the riders in 2015 said that their usual mode is the bus, also in 2015, 17% indicated that they drive, walk, or bicycle for their usual local transportation mode.

As one would expect, it is the occasional, one to three day riders who are more likely than others to indicate that their usual mode of transportation is other than the bus. While 58% of that group say their usual mode is the bus, 26% say they usually drive. This compares to 86% of the four or five day riders who use the bus, while 8% usually drive, and to 94% of the six or seven day riders, while only 1% usually drive.

Figure 8 Time riders' local trips take



	10 minutes	15	20	25	30	35	40	45	50	One hour	> One hour
Time by bus 2015	8%	14%	15%	5%	15%	0%	3%	12%	3%	14%	12%
Time by car 2015	38%	27%	18%	5%	7%	1%	1%	1%	1%	0%	1%
Bus, 2008	8%	12%	13%	4%	12%	1%	5%	12%	5%	18%	9%
Car, 2008	31%	26%	18%	7%	10%	1%	2%	2%	1%	1%	0%

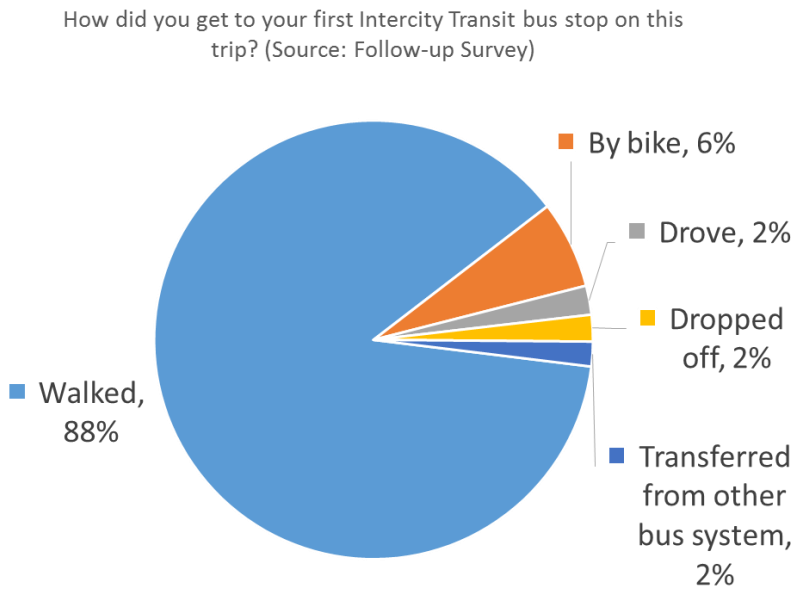
Time riders' local trips take

A critical characteristic of service for the transit passenger is, of course, the total time required for a trip. Figure 8 describes how riders perceive the length of their trips compared to what they perceive the trips would take if they drove.

The solid lines in the chart indicate the responses in 2015, with the orange line indicating the perceived time by car, and the green line indicating perceived time by bus. The corresponding broken lines indicate the same mode but in 2008. The percentages in the table are to be read left to right. For example, in 2015 8% of the riders said that their bus trip took 10 minutes, while 14% said it took 15 minutes, and so forth.

First, it is apparent that the perceived times by car and by bus have changed relatively little in the intervening years since 2008. Secondly, it is apparent that the primary contrasts between times by bus and times by car occur at the extremes, not in the middle. For example while only 8% of riders say that their time by bus would be 10 minutes or less, 38% say that the trips by car would be 10 minutes or less. At the opposite end of the spectrum, while 26% of riders say that the time by bus would take one hour or more than one hour, only 1% say that the trip would take that long by car.

Figure 9 Mode to the first Intercity Transit bus today



Mode to the first Intercity Transit bus today

As is true of most transit systems, riders at Intercity Transit typically (88%) walk to the bus stop. A substantial number, however, arrive at the stop by bicycle (6%), while a few are dropped off (2%), or drive themselves (2%). Finally, another 2% indicate they transfer from other bus systems.

Current mean walk to the bus stop = 7.1 minutes. Median is 5 minutes.

Those who walk to the stop were asked how long that walk takes. The mean time is 7.1 minutes. The median is five minutes, indicating that half of the riders spend five or fewer minutes and half more than five.

Figure 10 Mean minutes to stop and on trip

Trade off between walk distance and trip time

	Which would you prefer?	Current minutes walk	Additional minutes walk		Additional minutes trip	
			Mean	Median	Mean	Median
Fewer stops, longer walk, faster trip	38%	7.4	8.9	5.0	na	na
More stops, shorter walk, slower trip	27%	9.2	na	na	11.7	10
Not sure	35%	6.9	6.5	5.0	5.0	10

Trade off choice: Shorter walk/longer trip v longer walk/shorter trip

There is a clear trade-off between having more stops, and thus a shorter walk to a given stop, and fewer stops and thus a longer walk but a shorter total trip once on the bus. In the follow-up survey, riders were asked directly about that trade-off. First, they were asked (See Figure 10) which they would prefer, fewer stops with a longer walk but a faster trip, or more stops with shorter walk, but a slower trip. Thirty-eight percent (38%) chose fewer stops/longer walk/faster trip, while 27% preferred the alternative, and 35% were not sure which they preferred. Clearly there is no overwhelmingly favorite choice.

Depending on their initial preference, respondents were then asked for how many additional minutes they would be willing to walk in return for the faster trip or how many additional minutes they would be willing to spend on the trip on the bus in return for having more stops with a shorter walk to their stop.

- For those preferring to walk farther in return for a shorter trip, the mean additional time walking was 8.9 minutes.
- For those who preferred more stops with a shorter walk but slower trip the mean of additional time on the bus trip was 11.7 minutes. This mean of 11.7 minutes is pushed slightly higher by a relatively small number of riders who offered very long additional times such as 60 or 90 minutes. In all likelihood, these are people traveling from Tacoma. For most riders, a more realistic number of additional minutes in this case is probably the median which is 10 minutes.

Notice that it is those who make the shortest walk now (7.4 minutes) who are more likely than others to choose the longer walk/shorter trip duration. Conversely those who have the longer walk now (9.2 minutes) are those who are more likely to choose the shorter walk/longer trip duration.

Figure 11 Trade off choice: Shorter walk/longer trip v longer walk/shorter trip

Intercity Transit could make bus trips faster if they had fewer bus stops by spacing them a farther apart, but that would mean you have to walk farther to your bus stop. Or they could add more bus stops so you would have a shorter walk to your stop, but a longer trip. Which would you prefer?

		Fewer stops, longer walk, faster trip	More stops, shorter walk, slower trip	Not sure
How many minutes does that walk take?	<= 3	27%	20%	36%
	4 to 5	31%	25%	26%
	6 to 10	25%	34%	21%
	11+	16%	20%	17%
How many more minutes would be acceptable for the longer walk to the stop?	<= 5	51%	-	54%
	6 to 10	31%	-	39%
	11+	19%	-	7%
How many more minutes would be acceptable for the slower trip?	<= 5	-	40%	60%
	6 to 10	-	34%	32%
	11+	-	25%	9%

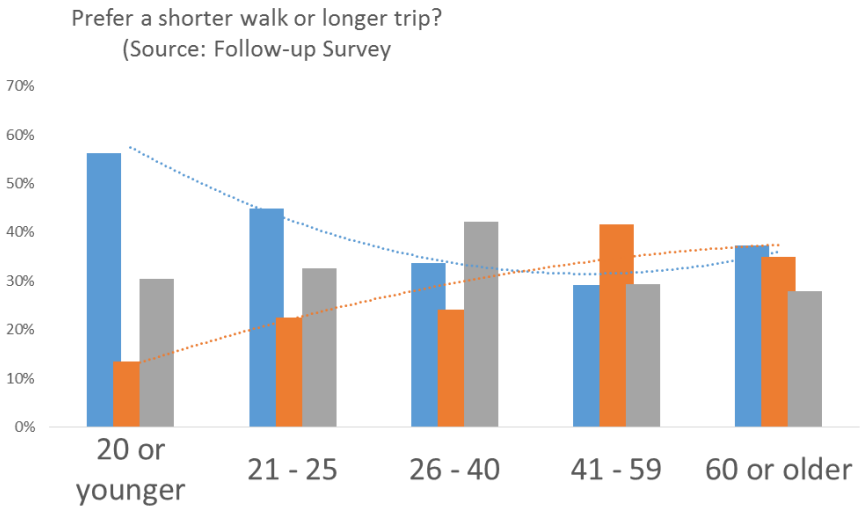
Trade off choice: Shorter walk/longer trip v longer walk/shorter trip

Another way to look at these findings it to use percentages. Respondents were asked to state a number of additional minutes that would be acceptable for the walk or for the total trip, depending on their initial choice. They were not offered choices among times grouped as shown in the table above. Those groups were created in subsequent analysis.

It is interesting that while the choices are as indicated by the previous chart, the relationship is not as strong as one might have expected. For example, 27% of those choosing a longer walk and faster trip currently have very short walks, as one would expect (three minutes or less). However, 20% of those choosing the shorter walk, slower trip option also already have a very short walk of three minutes or less. This seems to indicate some level of ambiguity in the choices. After all, how much shorter than three minutes can a walk to the bus stop really to make a longer trip worthwhile?

For those choosing a fewer stops, longer walk, and faster trip, 51% suggest an additional five minutes or less to get to the bus stop. For those choosing the more-stops, shorter walk, and slower trip, 40% say that five minutes or less additional time is acceptable. In other words, in both cases the tendency is for a meaningful, but fairly minimal additional time. On the other hand, it should also be noted that a substantial number of riders say they would accept longer increments. Roughly one half (49%) of those choosing the longer walk say they would accept an increment of more than five minutes. And 59% of those choosing the longer trip with shorter walk combination say they would accept an increment of more than five minutes. Given that people do not like to pay more in time, money, or effort to use transit, it would seem advantageous to make the time/effort costs as low as possible to achieve faster trip times.

Figure 12 Age and trade-off preference



	20 or younger	21 - 25	26 - 40	41 - 59	60 or older
Fewer stops, longer walk, faster trip	56%	45%	34%	29%	37%
More stops, shorter walk, slower trip	13%	23%	24%	42%	35%
Not sure	30%	33%	42%	29%	28%

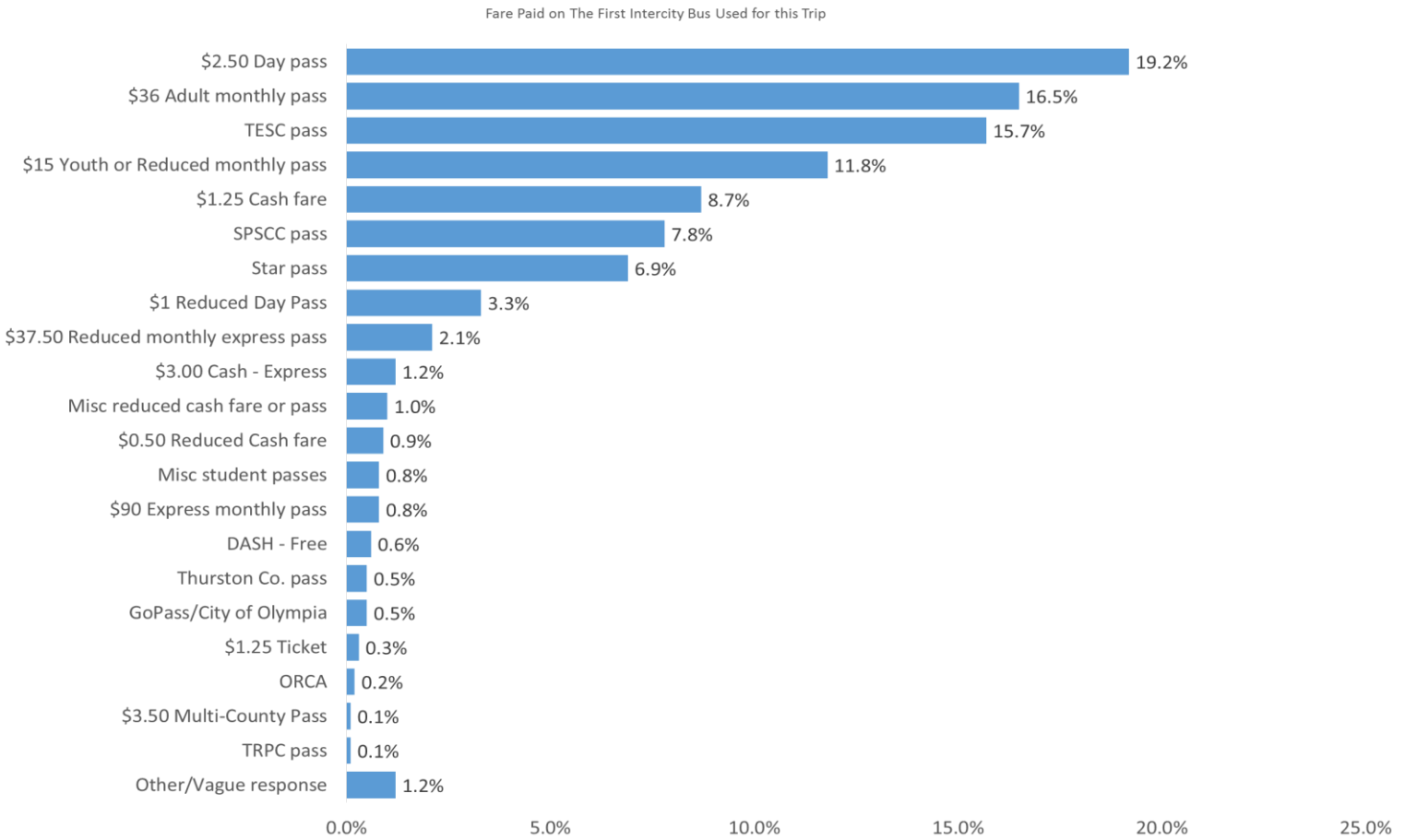
Age and stop-distance/trip length trade off preference

Many characteristics of individual riders and the various types of trips they make probably figure in to the choice between the shorter walk and longer trip or longer walk shorter trip. Age is likely to be one of influential factors.

As the figure above indicates, there is a strong relationship between age and the preference for a longer walk with the faster trip, or vice versa. The younger the rider, the more likely he or she is to prefer fewer stops, with a longer walk, and a faster trip. Conversely the older the rider, the more likely he or she is to prefer more stops with a shorter walk and a longer trip.

The exception to the rule is interesting. The rider 60 or older deviates from the trend which prevails from the youngest rider through the age of 59. Unlike the other age groups, they split almost evenly (37% to 35%) on the trade-off choice.

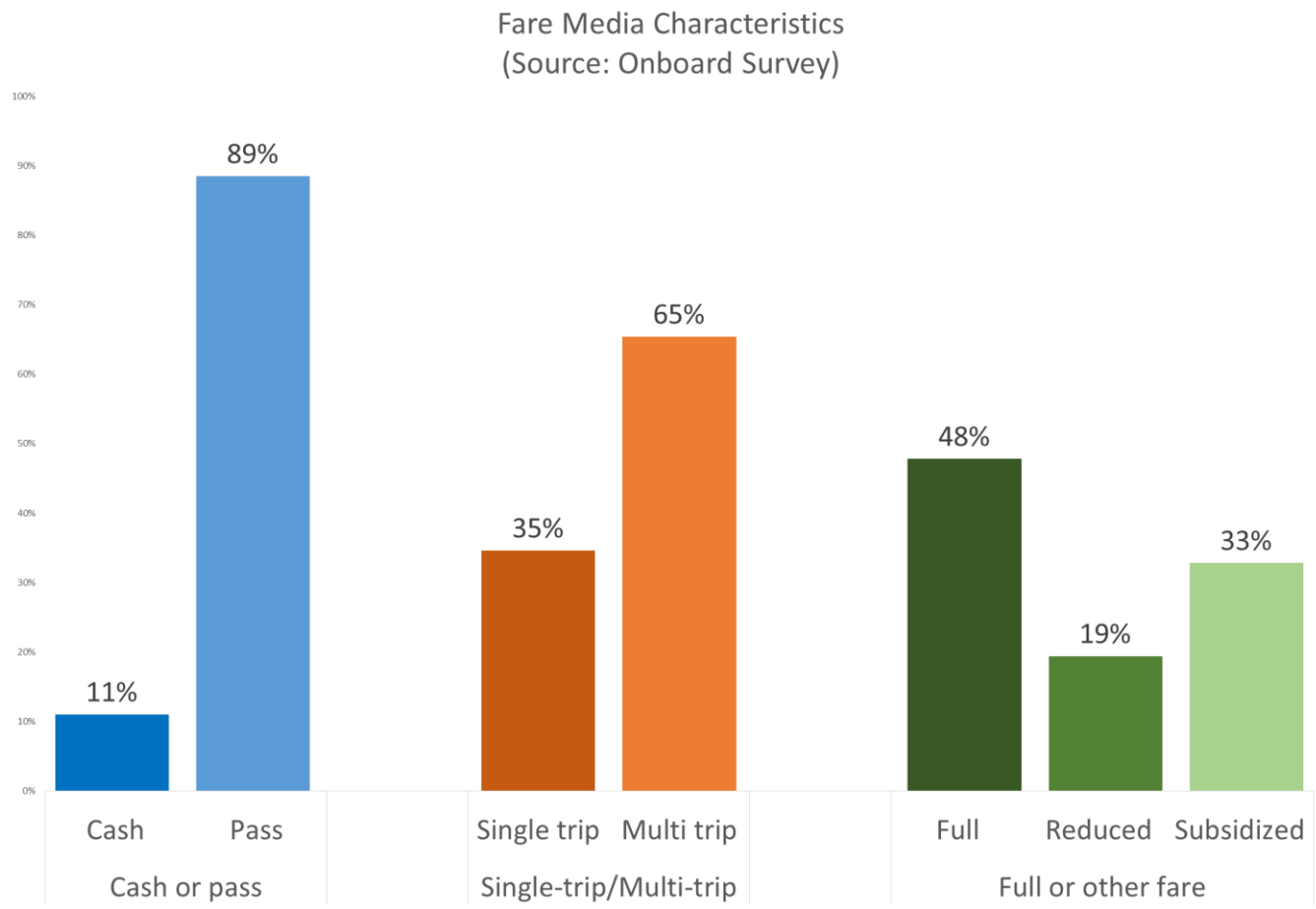
Figure 13 How fare was paid on the first Intercity Transit bus used for this trip



How fare on the first Intercity Transit bus was paid for this trip

Most Intercity Transit riders use a pass of one type or another. The most important fact shown in the figure above is the small percentage of riders who use cash. The total who use cash (including the $1.25 ticket) is 11%. Conversely, the overwhelming majority of riders use some type of pass, the most common of which is the $2.50 day pass (19.2%). It is followed by the $36 adult monthly pass (16.5%), the TESC pass (15.7%), and the $15 youth or reduced monthly pass (11.8%). All of the other passes are used by less than 10% of the ridership.

Figure 14 General types of fare media

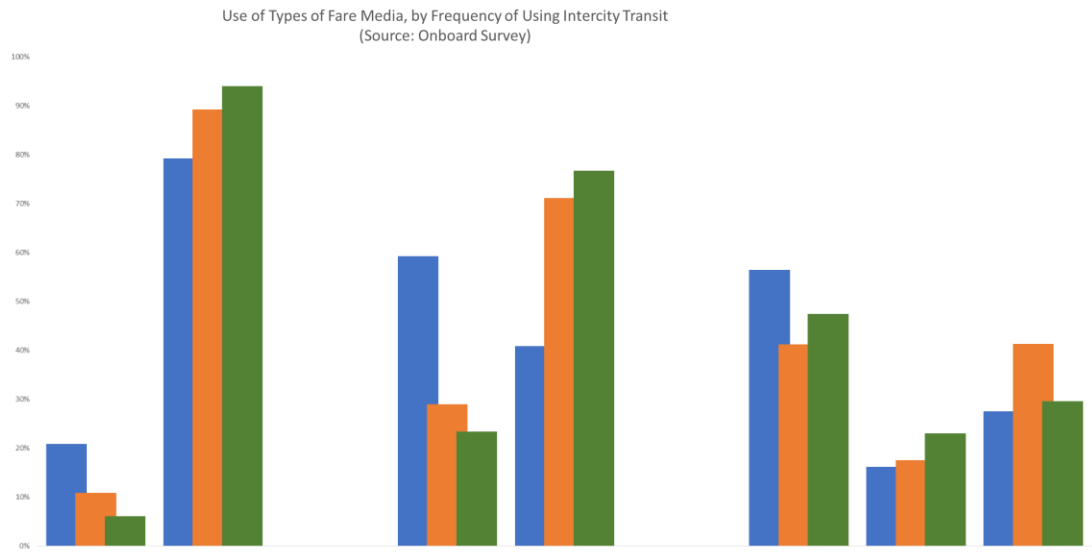


General types of fare media

The fare categories can be broken into cash, at 11%, and the various passes at 89%. The passes can be broken into two general categories, single and multi-trip on the one hand, and full fare/reduced fare on the other hand. The two can, of course, overlap.

Thirty-five percent (35%) of the passes used are single trip, and the balance, 65%, are multi-trip. Of all the passes, 48% are full fare, 19% reduced fare, and 33% partial fare by virtue of the subsidy of some type.

Figure 15 Fare media and frequency of using Intercity Transit



(Read percentages left to right within each category.)	Cash	Pass	Single trip	Multi trip	Full	Reduced	Subsidized
	Cash or pass		Single-trip/Multi-trip		Full or other fare		
One to three days	21%	79%	59%	41%	56%	16%	28%
Four or five days	11%	89%	29%	71%	41%	18%	41%
Six or seven days	6%	94%	23%	77%	47%	23%	30%

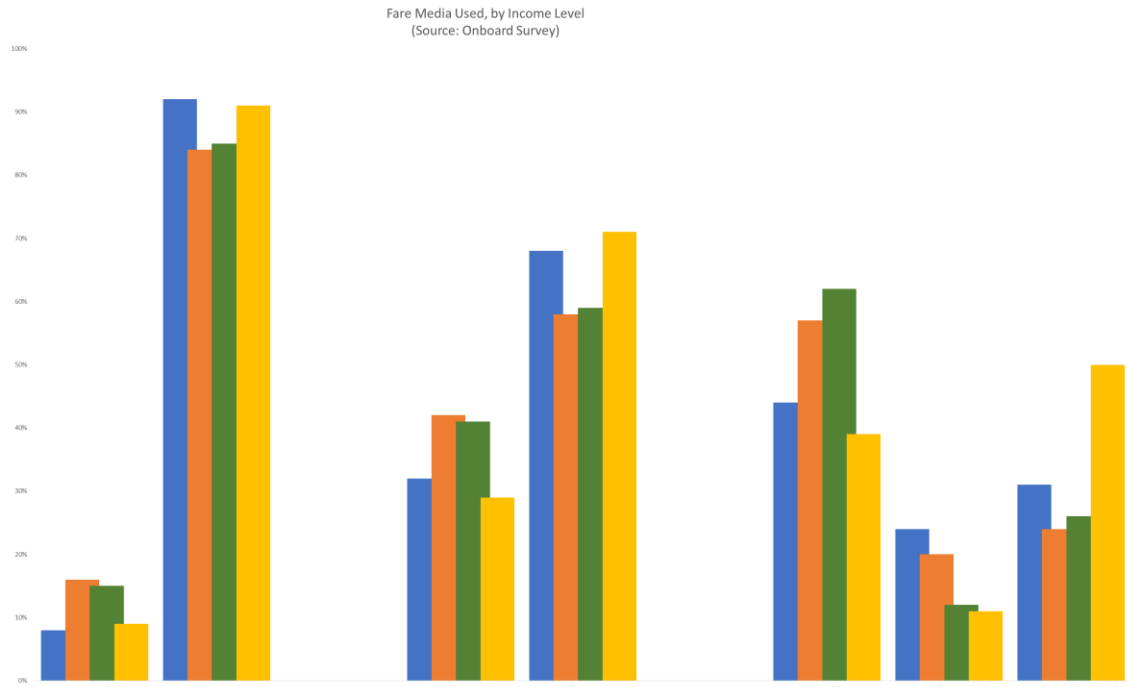
Fare media and frequency of using Intercity Transit

The three types of fare payment media are used somewhat differently depending upon how frequently riders use Intercity Transit. The least differentiated is the choice between using cash and a pass. Overwhelmingly, all three rider segments use a pass rather than cash, although the tendency to use cash is greater among those who ride less frequently. Among the one to three day riders, for example, 21% use cash and 79% use a pass (reading left to right within the cash/pass group). However, among the six or seven day riders only 6% use cash while 94% use a pass.

Single versus multi-trip passes are more differentiated among the three rider segments. While 59% of the least frequent riders use a single trip fare, as one would expect, only 41% of that group use a multi-trip fare. Logically, the reverse is true for those who use Intercity Transit six or seven days a week. For that group 23% use a single trip fare, while 77% use a multi-trip fare.

Full fares as opposed to reduced or subsidized fares bear a somewhat more complex relationship to frequency of transit use. A majority, 56%, of one to three day riders pay a full fare. A reduced fare is paid by a comparatively small but significant proportion of each of the rider segments, with 16% of the least frequent riders and 23% of the most frequent riders using a reduced fare. A major point of differentiation is that the four or five day riders, most of whom are employed commuters or students, are as likely (41%) to pay a subsidized fare as they are to pay full fare (also 41%). Presumably those fares are subsidized by their employers or schools.

Figure 16 How the types of fare media used vary with income



(Read percentages left to right within each category.)	Cash	Pass	Single trip	Multi trip	Full	Reduced	Subsidized
	Cash or pass		Single-trip/Multi-trip		Full or other fare		
<$15,000	8%	92%	32%	68%	44%	24%	31%
$15 to $34,999	16%	84%	42%	58%	57%	20%	24%
$35 to $49,999	15%	85%	41%	59%	62%	12%	26%
$50,000 or more	9%	91%	29%	71%	39%	11%	50%

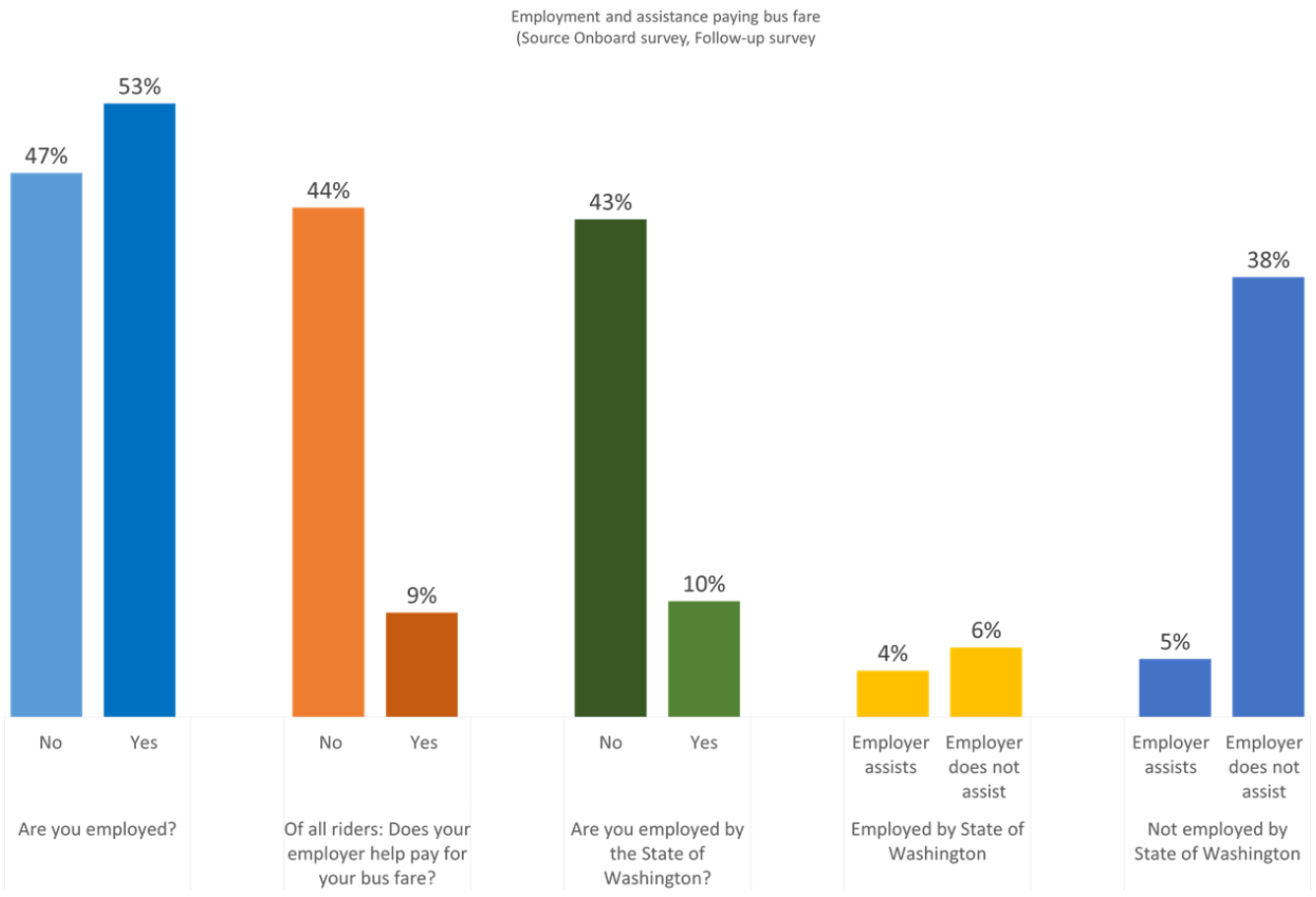
How the types of fare media used vary with income

In many studies of transit passengers, CJI has found an inverse relationship between income and the use of cash to pay the transit fare. That is not the case with Intercity Transit. The use of pass media is dominant at all levels of income. For example, of those reporting incomes of less than $15,000 a year for the household, only 8% report using cash, while 92% report using a pass. The results for households earning $50,000 a year or more are almost identical, with 9% reporting the use of cash, and 91% a pass of some type. The middle income ranges are slightly more likely to use cash but among them the use of pass media is 84% or 85%, again an entirely dominant medium.

The choice of a single trip versus a multi-trip fare is similarly unrelated to income, and depends primarily on the nature and frequency of travel.

Paying a full fare versus paying a reduced or subsidized fare is related to income in a complex manner. The lowest income group, reporting incomes of less than $15,000 for the household is more likely (44%) than the highest income group (39%) to report paying a full fare. Conversely the highest income group is more likely (50%) than those at other income levels to report using a subsidized fare. Presumably these are employed persons whose employers are subsidizing their fares.

Figure 17 Employer assistance with fare payment

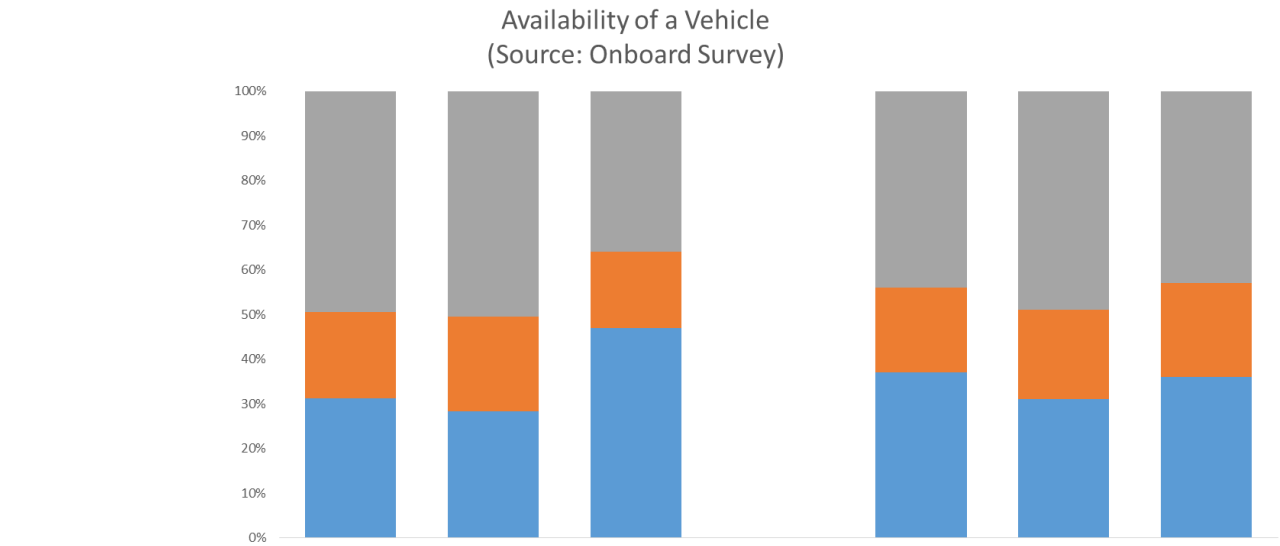


Employer assistance with fare payment

Figure 17 above deals with various aspects of employer assistance with fare payment.

- To begin, 53% of all Intercity Transit riders report that they are employed and 47% say they are not.
- The 53% who are employed include 44% who say that their employer does not help pay their transit fare and 9% so indicate that their employer does help.
- Riders were asked if they were state employees because the State of Washington has been active in encouraging commute trip reduction and because, given that Olympia is the capitol, we can assume that a significant number of riders are state employees. The 53% who are employed break down into 43% who are not state employees and 10% who are.
- The 10% those employed by the State of Washington include 4% who say the employer does not help pay their transit fare, and 6% who say it does.
- The 43% not employed by the state include 5% who say their employer assists in paying their fare. Obviously the proportion of riders not employed by the state who receive fare assistance is far smaller than it is for state employees.
    - 1 in every 7.6 riders employed outside of state government, probably in the private sector
    - 1 for every 1.5 riders employed by the state.

Figure 18 Modal choice

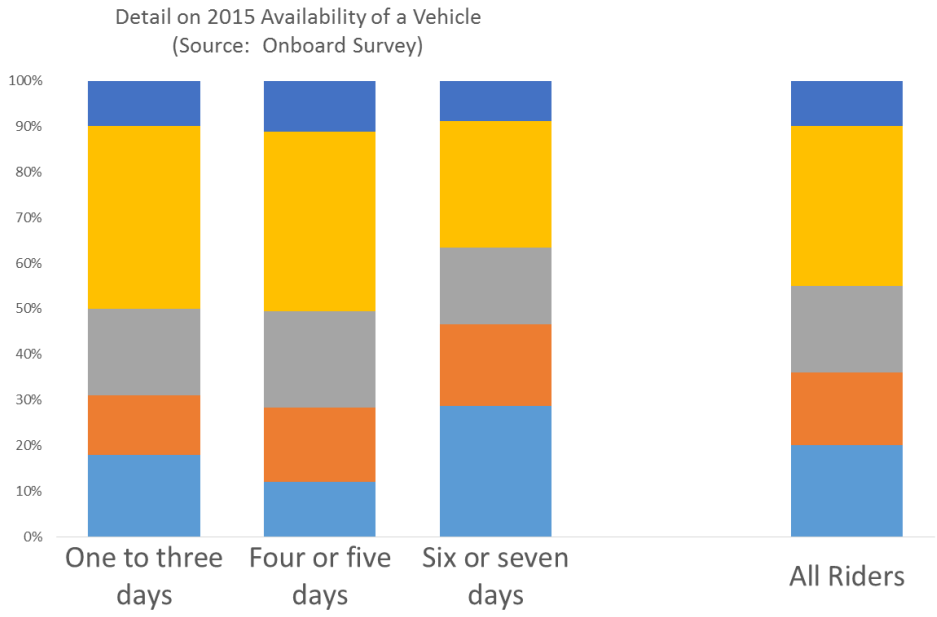


	One to three days	Four or five days	Six or seven days	All Riders, 2015	All Riders, 2008	All Riders, 2004
Car available	49%	50%	36%	44%	49%	43%
Shared availability	19%	21%	17%	19%	20%	21%
No car available	31%	28%	47%	37%	31%	36%

Modal choice

The percentage of riders who have a vehicle available fluctuated from 43% in 2004 to 49% in 2008, and returned to what appears to be a more normal level of 44% in 2015. Not unexpectedly, the rider segment least likely to have a vehicle available (36%) is the six or seven day rider segment.

Figure 19 Detailed view of mode options



	One to three days	Four or five days	Six or seven days	All Riders
More cars than drivers	10%	11%	9%	10%
Same number veh & drivers	40%	39%	28%	35%
More drivers than vehicles	19%	21%	17%	19%
No vehicle	13%	16%	18%	16%
No vehicle no driver	18%	12%	29%	20%

Detailed view of mode options

A somewhat more detailed view of the degree of mode options available to riders is shown in Figure 19. In that figure we see that of all riders, 20% indicate that they have neither a vehicle nor a licensed driver in the household. Another 16% have no vehicle, for a total of 36% transit dependency. Another 19% of riders have more drivers in the household than they have vehicles, a fact that suggest that they are partially dependent in the sense that they must share a personal vehicle. The balance, 45% either have the same number of vehicles and drivers (35%) or more vehicles than drivers (10%).

Figure 20 Licensed driver?

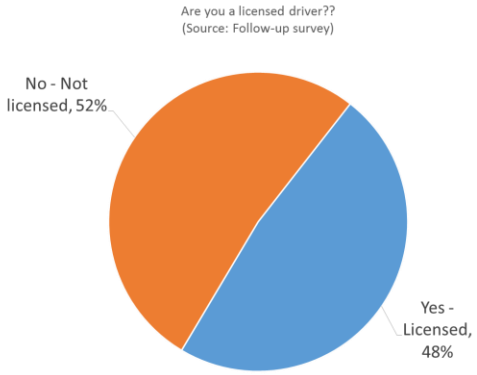
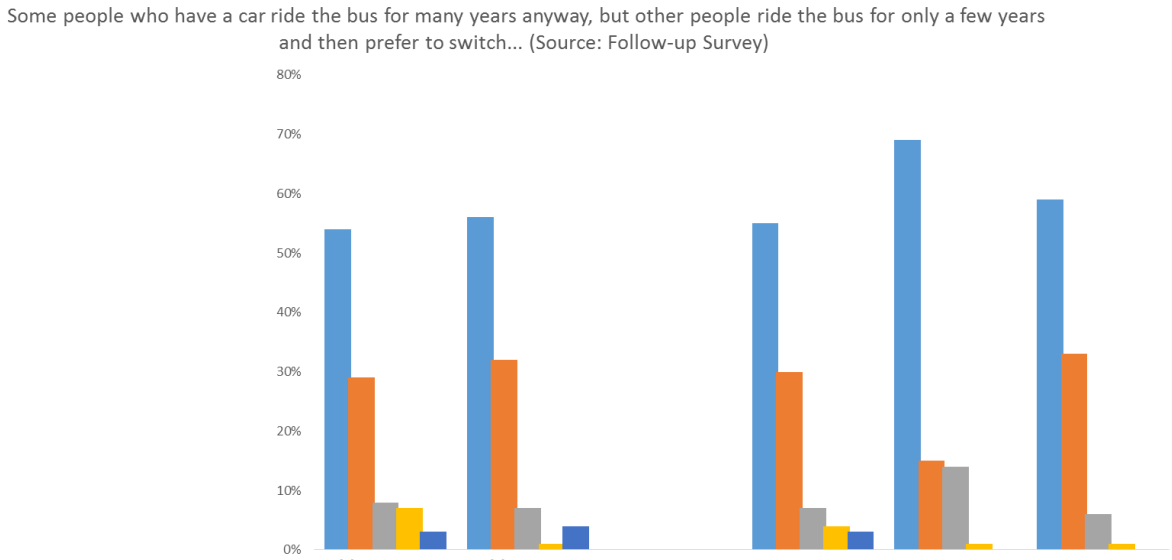


Figure 21 Preference for continuing to use transit or not



	Have no vehicle	Have a vehicle	2015	2008	2004
Keep using the bus	54%	56%	55%	69%	59%
Switch to a car	29%	32%	30%	15%	33%
Not sure	8%	7%	7%	14%	6%
Could not drive due to a disability	7%	1%	4%	1%	1%
(Volunteered) Both car and bus	3%	4%	3%	0%	0%

Preference for continuing to use transit or not

One way to measure customer loyalty for transit system is to ask whether riders would prefer to continue using the bus or to switch to using a personal vehicle. The question asked is, of course, has to be slightly different for people who have a vehicle and people who do not. Those who have no vehicle were asked: "*Some people ride the bus for many years, but other people ride the bus for a few years and then prefer to switch using the car when they can. Would you prefer to keep using the bus even if you could get a car, or would you prefer to switch to* a car *when you could?*"

Those who have a vehicle were asked a slightly different question: "Some people who have a car ride the bus for many years anyway, but other people ride the bus for only a few years and then prefer to switch to using their car all the time. Which of these describes you, would you prefer to keep using the bus who would you prefer to switch to a car when you could?"

At the right side the chart, the responses to these questions are combined. The highest percent for continuing to use the bus occurred in 2008. That was a period of time at which gasoline prices had peaked at a cost of greater than three dollars a gallon. In 2015, with gasoline prices quite low, the percent who said they would keep using the bus had declined to 55%, slightly below where had been in 2004 (59%).

Somewhat surprisingly, there were no substantial differences between those who currently have a vehicle and those who do not. Even when those unable to drive because of a disability are omitted from the computation (this is not shown in the table), the differences between the two are insignificant.

Figure 22 Transferring

Transfer practices

Does this person transfer on this trip?	Up to 3 days a week	4 or 5 days a week	6 or 7 days a week	All riders - 2015	All riders - 2008	All riders - 2004
No, does not transfer	48%	47%	51%	49%	55%	54%
Yes, person does transfer on this trip	52%	53%	49%	51%	45%	46%
If the rider transfers on this or any trip, to or from which system?						
Other IT bus	88%	90%	92%	90%	86%	93%
Pierce Transit bus	2%	2%	0%	2%	7%	5%
Grays Harbor Transit	2%	2%	2%	2%	2%	2%
Mason Transit	2%	2%	2%	2%	2%	0%
Sound Transit	5%	4%	4%	4%	2%	0%

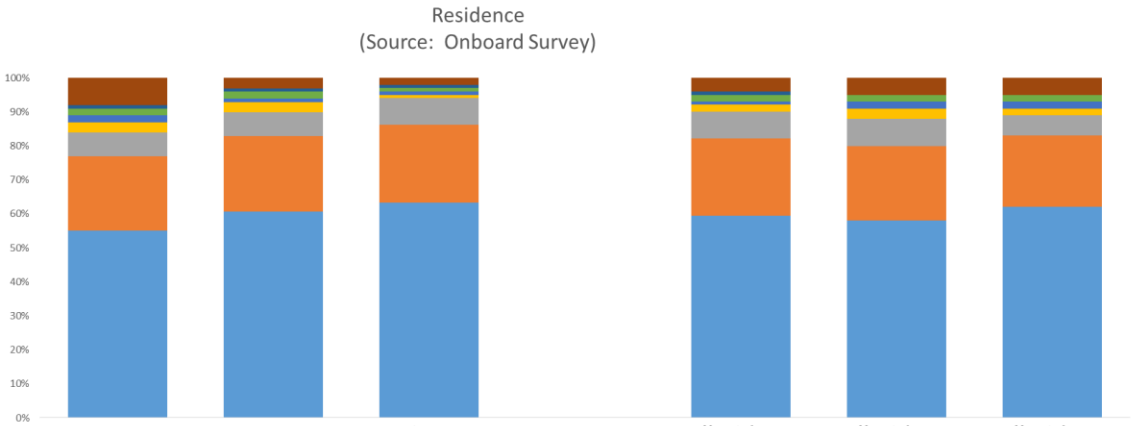
Transferring

The rate of transferring has remained fairly consistent through the three surveys conducted from 2004 to 2015. At 51%, it is higher in 2015 than in 2004 when it stood at 46% and 2008, when it was 45%.

More transfers (90%) continue to be within the Intercity Transit system than between systems. This is especially true of the six to seven day riders (92%). The riders who are slightly more likely than others to transfer between systems are the occasional riders among whom 88% transfer within Intercity Transit.

Transferring, of course, involves trade-offs between coverage and directness of the route. Just as airline passengers prefer direct flights, but get better national coverage by changing planes, there is some benefit in terms of coverage to a bus system that uses transfers strategically. The downside is that passengers usually prefer directness, all other things being equal.

Figure 23 Where riders live



	One to three days	Four or five days	Six or seven days	All Riders, 2015	All Riders, 2008	All Riders, 2004
Other	8%	3%	2%	4%	5%	5%
Lakewood	1%	1%	1%	1%	0%	0%
Tacoma	2%	2%	1%	2%	2%	2%
Thurston County	2%	1%	1%	1%	2%	2%
Yelm	3%	3%	1%	2%	3%	2%
Tumwater	7%	7%	8%	8%	8%	6%
Lacey	22%	22%	23%	23%	22%	21%
Olympia	55%	60%	64%	60%	58%	62%

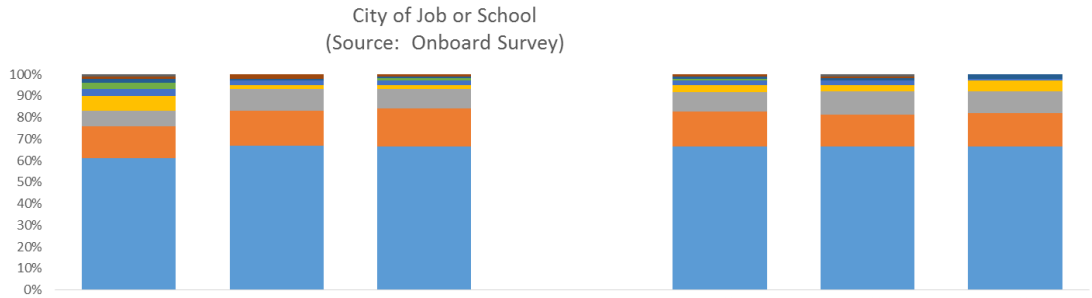
Where riders live

As in previous surveys, the 2015 data show that the vast majority of riders live in Olympia (60%) or nearby in Lacey (23%). A smaller number (8%) live in Tumwater.

ADAMS
ANCHORAGE
ARLINGTON
AUBURN
BELFAIR
BELLINGHAM
BELLVUE
BOW
BRARGTAR
BUCODA
CENTRALIA
CHEHALIS
CHICAGO
CORVALLIS
DENMARK
DUPONT
EDGEWATER
ELMA
EVERETT
FAIRWOOD
FAYETTEVILLE NE
FEDERAL WAY
FIFE
GERMANY
GIG HARBOR
GRAYS HARBOR
HOQUIAM
JUST A TOURIST
KANSAS CITY KS
KENT
MALONE
MASON COUNTY
MCLAERY
MILTON
MINNEAPOLIS MN
MONTE SANO
MT VERNON
NAPA
NEW YORK
OAK HARBOR
OCEAN SHORE
ORLANDO
ORTING
PARKLAND
PORTLAND
PUYALLUP
RAINIER
RALEIGH 27519
REDMOND
ROCHESTER
ROY
SANTA FE
SEATTLE
SHELTON
SHELTON WA
SHORELINE WA
SOUTH FLORIDA
SPANAWAY
STEAMBOAT ISLAND
STEILACOOM
SUMNER
TRYING TO MOVE HERE
UK
VANCOUVER WA
VERSAILLES KY
VESSEL MV ASTER K
WENATCHEE
WESTPORT WA
WILDERNESS

The rider segments do not differ greatly with respect to their residence. Those who use Intercity Transit only one to three days a week are a bit more likely than others to live in "Other" locations which include the various places shown in the inset at the left, each of which contributes a handful of riders.

Figure 24 Where riders work or attend school



	One to three days	Four or five days	Six or seven days	All Riders, 2015	All Riders, 2008	All Riders, 2004
Lakewood	1%	0%	0%	0%	1%	0%
Yelm	1%	2%	1%	1%	1%	0%
Thurston County	2%	1%	1%	1%	1%	2%
Seattle	3%	0%	1%	1%		
Tacoma	3%	2%	2%	2%	2%	1%
Other	7%	2%	2%	3%	3%	5%
Tumwater	7%	10%	9%	9%	11%	10%
Lacey	15%	16%	18%	16%	15%	15%
Olympia	61%	67%	67%	65%	67%	66%

Where riders work or attend school

Approximately two thirds of riders (65%) work or attend school in Olympia. This continues the pattern of 2004 and 2008. Lacey and Tumwater attract much smaller, but significant shares (16% and 9%, respectively).

The rider segments follow similar patterns except that the occasional, one to three day riders are more likely than the more frequent riders to work or attend school in one of the communities outside of the immediate greater Olympia area.

Figure 25 Where riders live and where they commute

Relationship of City of Residence to City of Work or School

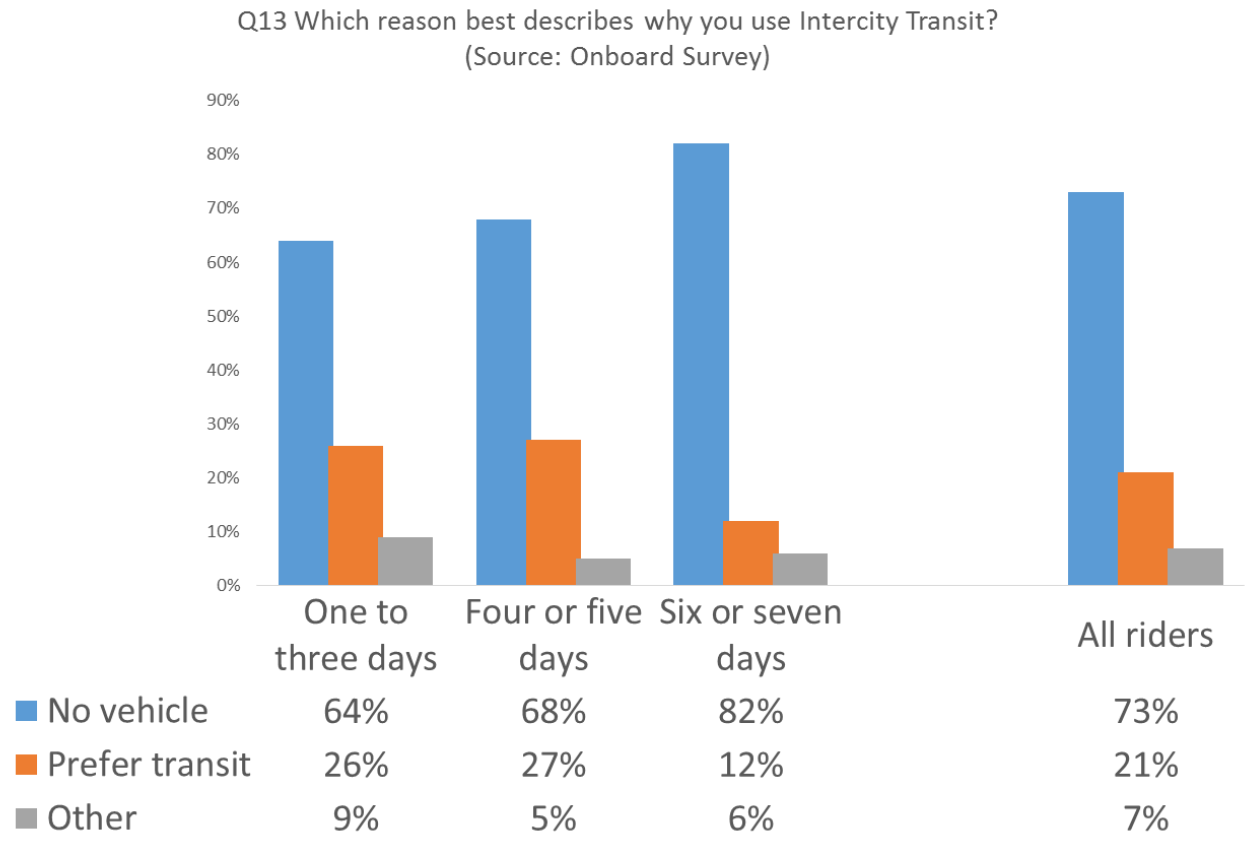
(Shown as percentages of all Intercity Transit riders who are employed or ttend school. Entire table sums to 100%.)

	Olympia	Lacey	Tumwater	Other	Yelm	Tacoma	Thurston County	Lakewood	*Row totals*
Olympia	47.8%	9.6%	3.3%	1.7%	1.5%	0.8%	0.6%	0.2%	*65.5%*
Lacey	5.7%	8.5%	1.1%	0.2%	0.2%	0.2%	0.2%	0.1%	*16.2%*
Tumwater	3.6%	2.1%	2.2%	0.2%	0.0%	0.1%	0.4%	0.2%	*8.8%*
Other	0.9%	0.8%	0.1%	0.9%	0.0%	0.2%	0.0%	0.0%	*2.9%*
Tacoma	0.6%	0.4%	0.1%	0.1%	0.0%	0.4%	0.1%	0.0%	*1.7%*
Yelm	0.5%	0.4%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	*1.4%*
Thurston County	0.4%	0.3%	0.2%	0.0%	0.0%	0.0%	0.3%	0.0%	*1.2%*
Seattle	0.5%	0.1%	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	*1.1%*
Shelton	0.2%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	*0.4%*
Lakewood	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	*0.3%*
Column Totals:	*60.4%*	*22.2%*	*7.2%*	*3.6%*	*2.2%*	*1.7%*	*1.6%*	*0.6%*	

Where riders live and where they commute

In Figure 25 the travel patterns between residence and place of work or school are shown. Almost half of the pairs (47.8%) are within Olympia. Another 36.1% travel among the smaller cities of Lacey and Tumwater or between them and Olympia. The other 16.1% travel among a wide variety of pairs.

Figure 26 Reason for using Intercity Transit



Reason for using Intercity Transit

When asked the best description of why they use Intercity Transit, almost three fourths of the riders (73%) said the main reason was lack of a vehicle. This is interesting in that as Figure 18 demonstrated, only 36% said in the same survey questionnaire that their household lacked any vehicle and 21% that they shared a vehicle, for a maximum total of 57% lacking a vehicle even if we assume that every one of the shared vehicles were unavailable.

Possibly the discrepancy is due to respondents who lack a currently valid license, or insurance, or who have a vehicle but it is not operational. Or there may be other circumstances that would cause respondents to say that vehicles are available to licensed drivers in the household, but that they themselves had not access to them.

The most intensive transit users tend to be the most transit dependent. As expected, therefore, they are more likely (82%) than others to say their primary reason for using transit is that they have no vehicle. Conversely, it is the one to five day-a-week riders who are more than twice as likely as the most frequent riders to say they use transit because they prefer it.

Figure 27 Comments on reasons to use Intercity Transit

Prefer transit	***No vehicle***	***Other***	***Other - Continued***
And I lost my license	Also excellent value	Any bus	My kid
Because this bus service exists our family doesn't need a car	Also environmental reasons	Assist w/persons w/disabilities	My life w/parents can sometimes use car
Best	And I choose to use the bus instead of drive	Balance cost of driving	My partner needed our car today
Bus is environmental & affordable no park	And no licenses	Beats walking	New and love to see cities
Bus is good I don't need a car	Auto accident	Because I don't drive	No car
Bus pass cheaper than gas	Better for the environment	Because I don't drive	No car
Car repairs	Bicycle	Because I don't want to drive ever	No driver's license
Choose not to have a vehicle	Both above when I had a running vehicle	Being green	No drunk driving
Choose to have no vehicle	Can't drive	Better than walking	No license
Commute trip reduction	Can't legally drive	Bicycle commute	No license
Convenience	Car falling apart w no brakes, have a 4	Bike walk bus	No license
Disabled	Cheap	Biking	No license current
Don't like driving	Cheap and handy	Blind	No license or insurance
Don't like driving	Cheap free	Boredom	No license yet
Don't own a vehicle because transit is available	Cheaper	Bus is my main way to get around	No longer drive
Environmental impact	Cheaper than buying and maintain person	Bus lift from St Peters	No other transportation
For recreation	Cheaper than driving	Cannot drive	No ride to get places sometimes
Gas and traffic	Cheaper/better for environment	Can't drive	No vehicle - disabled
Get a walk; save some parking fee	Chose to sell car and use bus	Car broke down	Not driver
I wear glasses and moped windshield wiper broke	Convenience	Car broken	Not old enough to drive
Hate driving	Convenience	Car in shop	One vehicle 2 people
Huge money saver on gas	Convenience	Car is not fixed	Own vehicle not currently running
I choose not to drive	Cost	Car repair	Parking was far away
I don't like to drive	Cost efficient	Carbon; belief in community based transit	Prefer public transit
I don't want to own a car	Disabled	Carpool	Rain
I have no vehicle because I choose to use the bus	Disabled can't drive	Carpooling connection	Rain
I like public transportation	Disabled new to area	Cheaper	Retrieve car from Amtrak station
I like to use the bus	Do not drive	Cheaper than driving	Ride as needed
I love buses	Don't drive	Commuting between jobs downtown	Ride with my client who requires supervision
I love taking the bus	Don't drive	Convenience	Save money
I share a vehicle with my partner	Don't need pay	Convenience	Save money
Is affordable, and better than driving a car	Economic when I had a vehicle I still used	Convenience-cost savings	School
Lessens personal carbon footprint	Environmentally friendly	Cost effective	School determines
Like the bus	Environment	Day trip to capitol building	Security

Prefer transit	***No vehicle***	***Other***	***Other - Continued***
Like to save gas	Even when I driving a car. I used the bus	Depends	Share a vehicle cost savings environment
Medical reasons medication for vertigo	Even when I had a car I'd ride the bus	Disabled	Share one car with spouse
More cost effective	Excellent bus system	Disabled, retired, don't drive	Share car with spouse
My vehicle is a bike; bus in inclement weather	Friend who attends Evergreen	Distance inconvenience	Shared vehicle with wife she drives I ride
One car family	Go green	Do not drive anymore	Single household vehicle
Only one vehicle household wife using	Good for environment/ cheaper than driving	Do not drive I take the bus a lot	Suspended dl

A sample of comments on reasons to use Intercity Transit

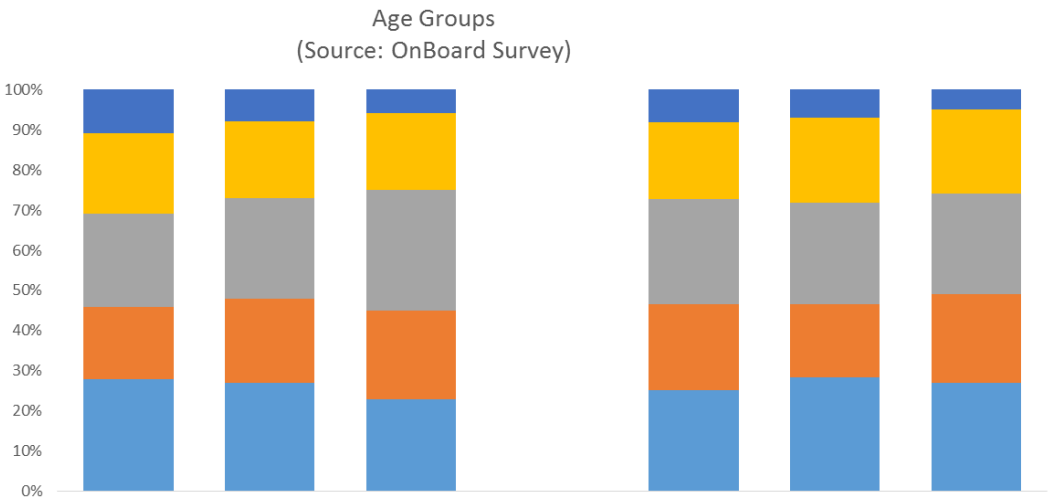
When asked the reason that best describes why they use Intercity Transit, many respondents not only checked one of the main listed responses (no vehicle/have vehicle but prefer transit) but also wrote in comments about their reasons. These are shown in the table above.

The comments break down into several general orientations, including:

- unreliable vehicle
- lack of a license
- disability
- having to share car with another person
- cost savings
- simple preference for using transit.

Demographics of the Riders

Figure 28 Age



	One to three days	Four or five days	Six or seven days	All Riders, 2015	All Riders, 2008	All Riders, 2004
60 or older	11%	8%	6%	8%	7%	5%
41 - 59	20%	19%	19%	19%	21%	21%
26 - 40	23%	25%	30%	26%	25%	25%
21 - 25	18%	21%	22%	21%	18%	22%
20 or younger	28%	27%	23%	25%	28%	27%

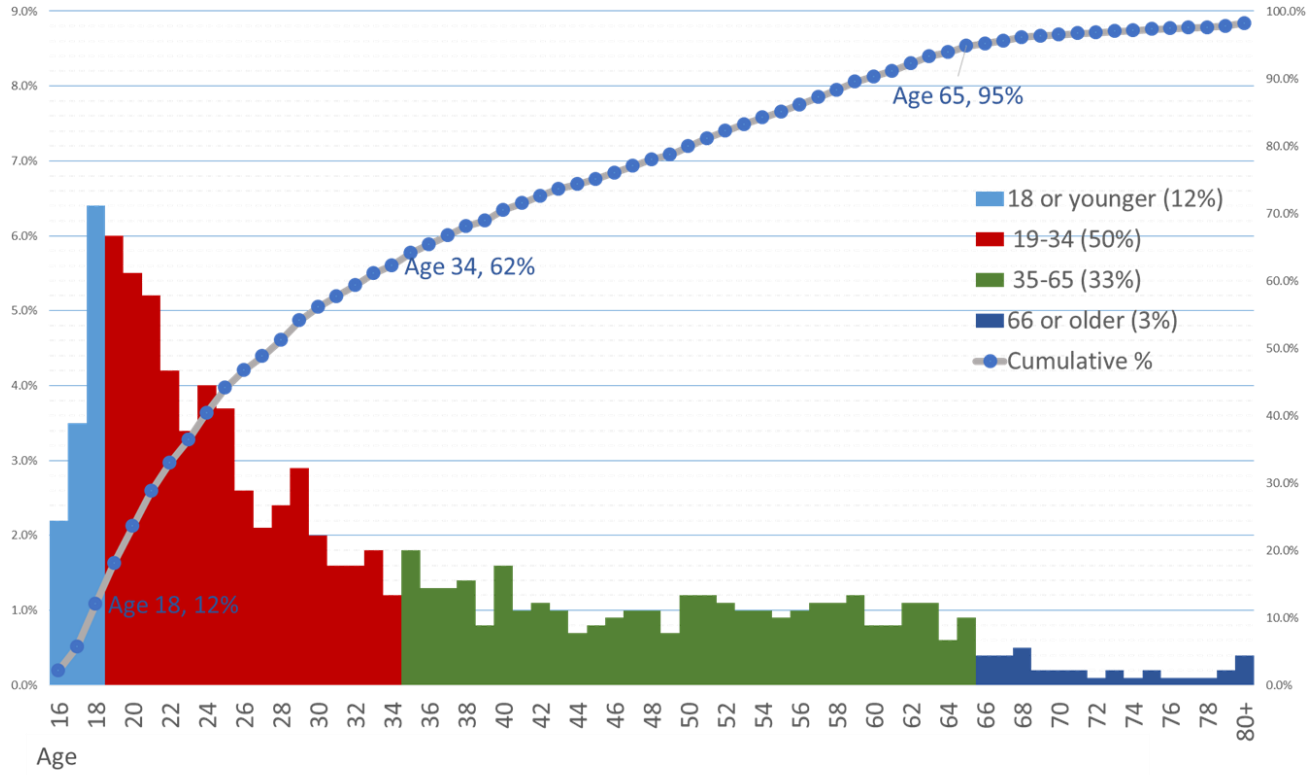
Age

Transit riders in the United States tend to be young. In 2015, one fourth (25%) indicated they were 20 years old or younger, while another 21% indicated they were between the ages of 21 and 25, for a total of 46%, or almost half of riders being 25 years old or younger. These numbers for 2015 are quite comparable to analogous figures from 2004 and 2008.

The six or seven day a week riders are slightly more likely to be in the range from 26 to 40 than the other groups. This is a relatively transit dependent group, and the reason for dependency is generally economic. It is likely that the most frequent riders have less often had the opportunity to obtain a vehicle and cease using transit than their counterparts in the segments that use transit less frequently.

Riders who use Intercity Transit only one to three days a week are more likely than the others to be in the age group 60 or older (11%). This is consistent with the greater tendency of that segment to use Intercity Transit for purposes of shopping or recreation.

Figure 29 Ridership as a life stage

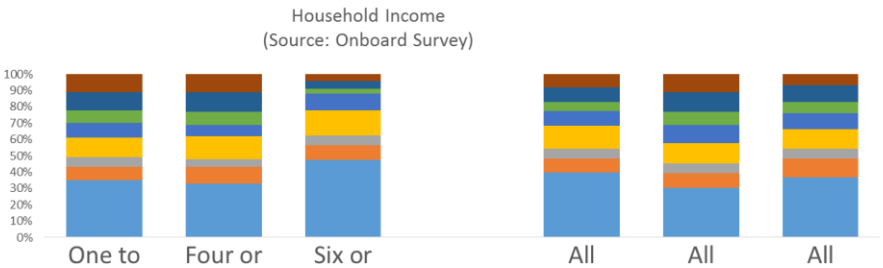


Ridership as a life stage

Ridership in the United States tends to divide into four periods of the lifecycle. The age of the ridership increases up to a certain age (which varies among localities), at which time the age begins to decline until very early middle age when it plateaus. If we think of this as the life course of an individual, it suggests that using transit is a life stage, with high odds that one will be a transit rider in one's twenties then declining rapidly until some point, typically the mid-thirties. In the case of Intercity Transit, the initial peak occurs at age 18 after which the tendency to use transit falls to the age of 34. At that point it more or less stabilizes between the ages of 36 and 64. At the age of 65 it again declines and remains more or less flat through the oldest population.

The cumulative percentage of all riders rises rapidly from the age of 16 until at age 34, an 18 year span, it reaches 62%, or almost two-thirds of riders. Said differently, this is to say that almost two-thirds of Intercity Transit riders are between the ages of 16 and 34. The increase in the cumulative percentage of riders then increases more slowly as the age curve flattens out, and there is a span of 30 years (age 35-65) to reach 95% of the ridership.

Figure 30 Household income

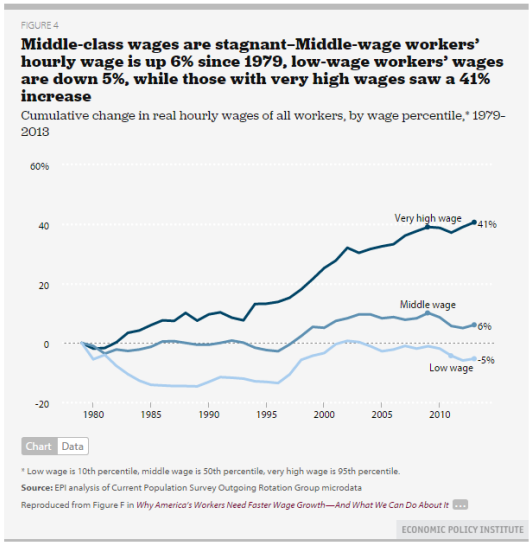


	One to three days	Four or five days	Six or seven days	All Riders, 2015	All Riders, 2008	All Riders, 2004
$75,000 or more	11%	11%	4%	8%	11%	7%
$50,000 to $74,999	11%	12%	5%	9%	12%	10%
$35,000 to $49,999	8%	8%	3%	6%	8%	7%
$25,000 to $34,999	9%	7%	10%	9%	11%	10%
$20,000 to $24,999	12%	14%	15%	14%	12%	12%
$15,000 to $19,999	6%	5%	6%	6%	6%	6%
$10,000 to $14,999	8%	10%	9%	9%	9%	12%
Less than $10,000	35%	33%	47%	40%	30%	37%

Household income

The income of rider households using most transit systems in the United States tends to be quite low. Intercity Transit is not an exception to this tendency. In 2015, 40% of the riders reported household incomes of less than $10,000 annually. Of course, to some extent this is accounted for by students living on a shoestring. However, there are also many adult households with incomes derived from sporadic employment.

Figure 31 Change in real hourly wages (total US)

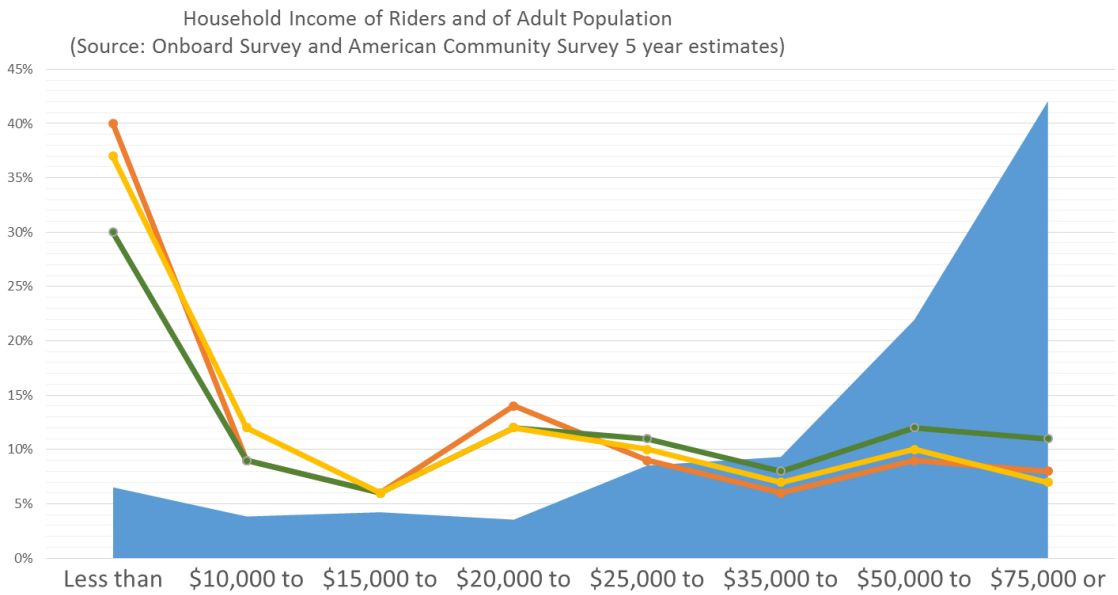


http://www.epi.org/publication/charting-wage-stagnation/

The fluctuation from 37% in 2004 to 30% in 2008 in the lowest income category among riders appears to reflect the income trend for Thurston County[1]. According to the Washington State Office of Financial Management, Thurston County median household income had been rising from $52,000 in $2004 to $63,000 in 2008, but then, by 2009 it declined to $61,000 in only one year. Since that time, median income has recovered for the general population (estimated at $67,000 for 2015), but appears not to have recovered for the Intercity Transit ridership. This lack of economic recovery for the low- income riders appears consistent with trends in how household incomes have changed differently, depending on initial income level (See Figure 31). If this is valid, then we would expect that the income distribution within the ridership will change very little in coming years, with very low incomes being characteristic of the ridership, and not reflecting growth in median income of the general population.

[1] See http://www.ofm.wa.gov/economy/hhinc/medinc.pdf

Figure 32 Income of Thurston County households and of rider households



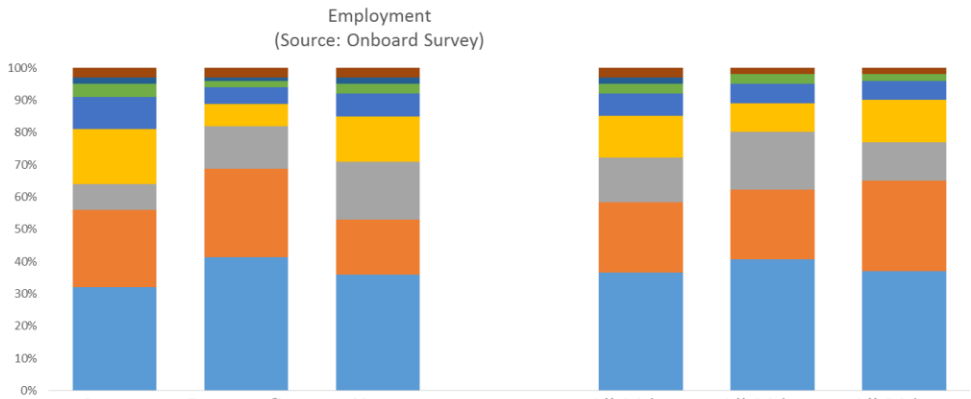
	Less than $10,000	$10,000 to $14,999	$15,000 to $19,999	$20,000 to $24,999	$25,000 to $34,999	$35,000 to $49,999	$50,000 to $74,999	$75,000 or more
Adult population*	7%	4%	4%	4%	9%	9%	22%	42%
Riders - 2015**	40%	9%	6%	14%	9%	6%	9%	8%
Riders - 2008	30%	9%	6%	12%	11%	8%	12%	11%
Riders - 2004	37%	12%	6%	12%	10%	7%	10%	7%

*American Community Survey, 5 year estimate, 2015 **Income not inflation-adjusted

Income of Thurston County households and of rider households

Household incomes of Intercity Transit riders are very much lower than the incomes of the general Thurston County population. This was less true in 2008 than in 2004 and 2015. The survey in 2008 occurred after the beginning of the Great Recession, but at a time when the impact of the recession on local incomes have not yet been massively felt.

Figure 33 Employment



	One to three days	Four or five days	Six or seven days	All Riders, 2015	All Riders, 2008	All Riders, 2004
Employed for pay inside home	3%	3%	3%	3%	2%	2%
Homemaker and employed	2%	1%	2%	2%		
A homemaker	4%	2%	3%	3%	3%	2%
Retired	10%	5%	7%	7%	6%	6%
Unemployed	17%	7%	14%	13%	9%	13%
Employed and a student	8%	13%	18%	14%	18%	12%
A student only	24%	27%	17%	22%	22%	28%
Employed for pay outside home	32%	41%	36%	37%	41%	37%

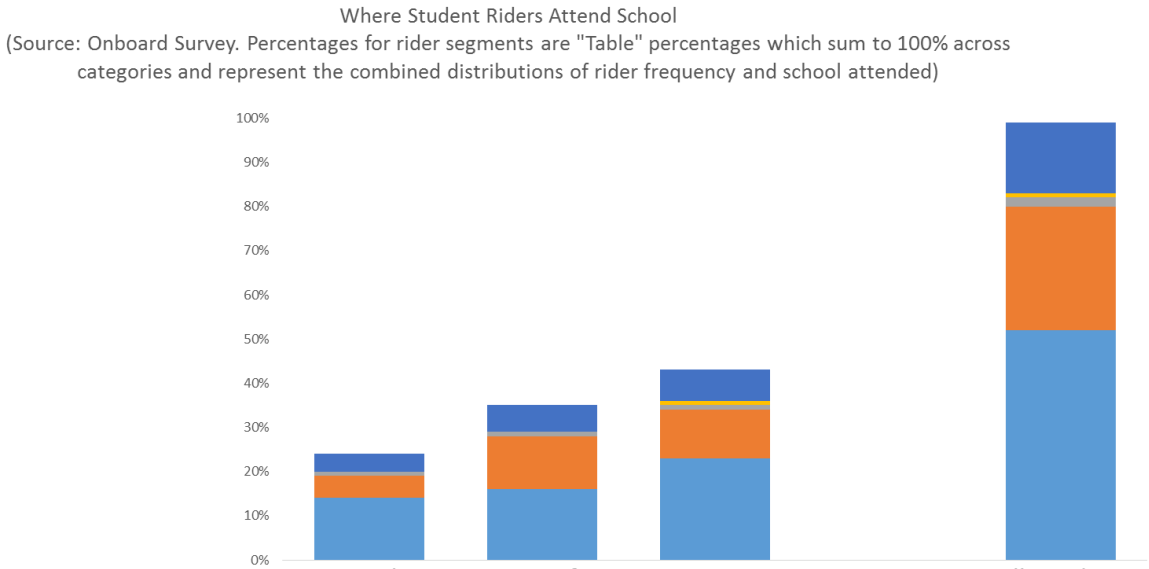
Employment

Most Intercity Transit riders (78%) are employed (including employed outside the home, 37%, employed students, 14%, employed homemakers, 2%, and those employed at home, 3%) or students-only (22%). That is, they are income earners or preparing to be income earners.

Those saying they are employed outside the home rose from 37% in 2004 to 41% in 2008, but in 2015 returned to the previous level of 37%. Unemployment among riders followed the reverse trend, declining from 13% in 2004 to 9% in 2008, then returning to 13% in 2015 even as the economy as a whole was adding jobs and nearing full recovery in terms of employment if not wages.

As one would expect, the four or five day riders (41%) are more likely than the more frequent riders (36%) or the less frequent riders (32%) to report being employed for pay outside the home. However, those who use Intercity Transit six or seven days a week are more likely to report being students who are also employed (18%) compared to the other segments.

Figure 34 Where student riders attend school

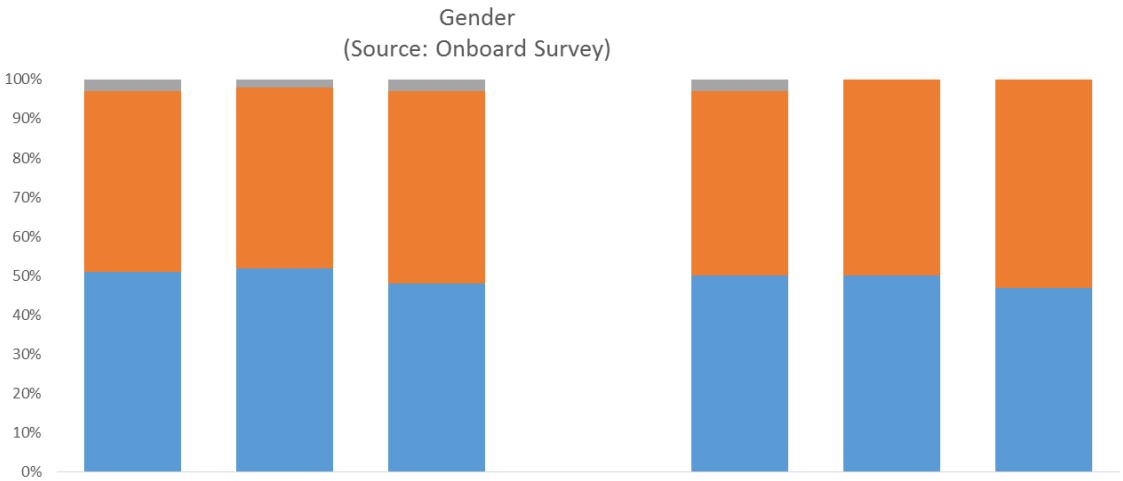


	One to three days	Four or five days	Six or seven days	All Student Riders
A middle school	4%	6%	7%	16%
St Martin's University	0%	0%	1%	1%
A high school	1%	1%	1%	2%
South Puget Sound Cmnty Col	5%	12%	11%	28%
Evergreen State	14%	16%	23%	52%

Where student riders attend school

Figure 34 presents percentage distributions in a way that is somewhat different from other charts in this report. In this figure, the percentages related to the three travel segments are percentages of all student riders and not percentages within each segment of student riders. Thus, for example 23% of students who are Intercity Transit riders use the bus six or seven days a week and attend Evergreen State. Another example would be that 5% of student riders use Intercity Transit from one to three days a week and attend South Puget Sound Community College. Clearly Evergreen State accounts for the great majority of the student oriented trips.

Figure 35 Gender



	One to three days	Four or five days	Six or seven days	All Riders, 2015	All Riders, 2008	All Riders, 2004
Transgender*	3%	2%	3%	3%		
Female	46%	46%	49%	47%	50%	53%
Male	51%	52%	48%	50%	50%	47%

* Category included in 2015 for the first time

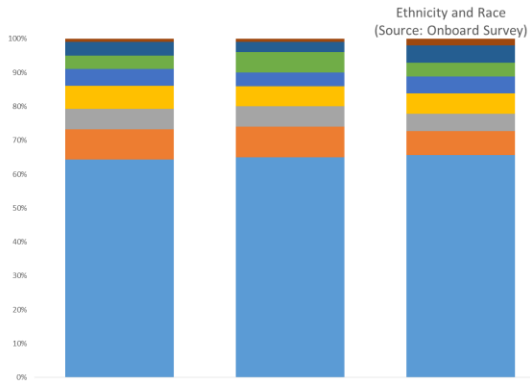
Gender

The gender distribution of the Intercity Transit ridership has reflected that of the general population rather consistently through the several surveys. In 2015, as the cultural understanding of "gender" has changed, the optional response "Transgender" was added to the male/female options. There has been much discussion within the public opinion industry how to ask the gender question allowing for a third option. Some have advocated using "Other." Some have advocated omitting a third option and asking gender not as a matter of physical characteristics but as a matter of identity ("Do you consider yourself?" Or, "Do you identify yourself" as male or female?"). In the 2015 onboard survey the simplest form was used: "Are you male or female?" with the optional responses, Male, Female, Transgender.

It is useful to know national norms for comparison. However, good national data are still lacking on this matter. Most articles on the topic tend to conflate sexual orientation with gender. Moreover, it is not possible to know whether people responding to the self-administered questionnaire used here were responding in terms of orientation or gender when they checked the "Transgender" option.

If including gender is important in transit surveys it is probably because women have, for good reason, consistently expressed greater concern than men with personal safety when using transit, especially at night. Assuming that this continues to be the case and that the gender profile of the ridership is important, then the manner of asking this question should in the future be made to conform to whatever is the emerging consensus method so that there will be a national comparative point of reference.

Figure 36 Ethnicity and race



	One to three days	Four or five days	Six or seven days	All Riders, 2015	All Riders, 2008
Pacific Isl/Hawaiian	1%	1%	2%	1%	2%
Other	4%	3%	5%	4%	5%
Latino only (no race noted)	4%	6%	4%	4%	5%
Native American	5%	4%	5%	5%	5%
Asian	7%	6%	6%	6%	5%
Latino w specific racial group*	6%	6%	5%	7%	
African American	9%	9%	7%	8%	6%
White	65%	65%	65%	65%	73%

*Categories have evolved since 2008. As in the Decennial Census, Hispanic is no longer treated as an exclusive "racial" category.

Ethnicity and race

As in the 2008 survey (73%), in 2015 most riders (65%) identify themselves as "White[2]." The rider frequency segments are identical in this respect.

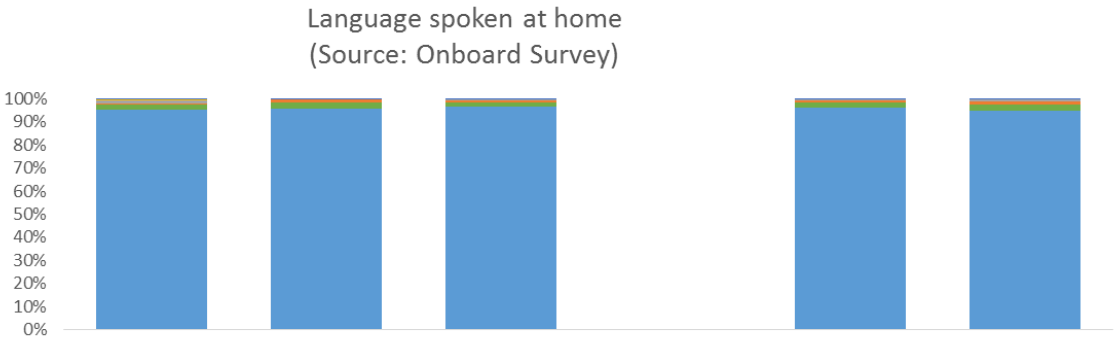
The method of asking about Latino identity has changed over the years. In the most recent United States Census, the question about Latino or Hispanic identity was separate from the question about race, simply because it is a cultural category and not a distinctly racial category. However, many people of Latino origin treat as if it were a racial characteristic. As a result, some people who identify themselves as Latino also identify themselves with a racial group, while others identified themselves only as Latino or Hispanic.[3] In the 2015 survey 7% included themselves in the former category, while 4% included themselves and the latter, for a total of 11% identifying as Latino.

The other racial groups with significant numbers include African-Americans, with 8%, Asians with 6%, and Native Americans with 5%. The ridership frequency segments do not differ in any important way in these respects.

[2] This question was not included in the 2004 survey.

[3] The term Latino typically refers to people originating in Latin America, while Hispanic refers to a language group. While the two terms are not synonymous, they are usually used as such and are used interchangeably here.

Figure 37 Languages spoken in riders' homes



	One to three days	Four or five days	Six or seven days	All Riders, 2015	All Riders, 2008
Vietnamese	0.3%	0.1%	0.2%	0.2%	0.5%
Cambodian	0.6%	0.1%	0.3%	0.3%	0%
Korean	1.0%	0.2%	0.2%	0.4%	0.5%
Spanish	0.6%	1.2%	0.7%	0.8%	1.7%
Other	2.3%	2.6%	1.9%	2.2%	2.4%
English	95.2%	95.8%	96.8%	96.0%	95.0%

Language spoken in riders' homes

Figure 38 Other language

Other language, as percentages of the small number (4%) of those speaking a language other than English, Spanish, Cambodian, Korean or Vietnamese

Japanese	13.4%	Micronesian	1.5%
Chinese	13.1%	Czech	1.2%
Filipino	9.8%	Guapanese	1.2%
German	6.6%	Hawaiian	1.2%
Russian	5.9%	Hebrew	1.2%
Arabic	5.3%	Samoan	1.2%
Sign Language	4.8%	Eng-Korean about same	1.0%
French	4.2%	Hindi	1.0%
Cantonese	3.7%	Chatino	0.9%
Danish	3.5%	Yiddish	0.9%
Dutch	3.1%	English	0.8%
Filipino (Tagalog)	2.1%	Mandarin	0.8%
Italian	2.0%	Tagalog	0.8%
Portuguese	1.9%	Chinese French	0.7%
Lithuanian	1.8%	Tlingit	0.7%
French Arabic Italian	1.6%	Twi	0.5%
Mandinka	1.5%	Kiswahili	0.2%

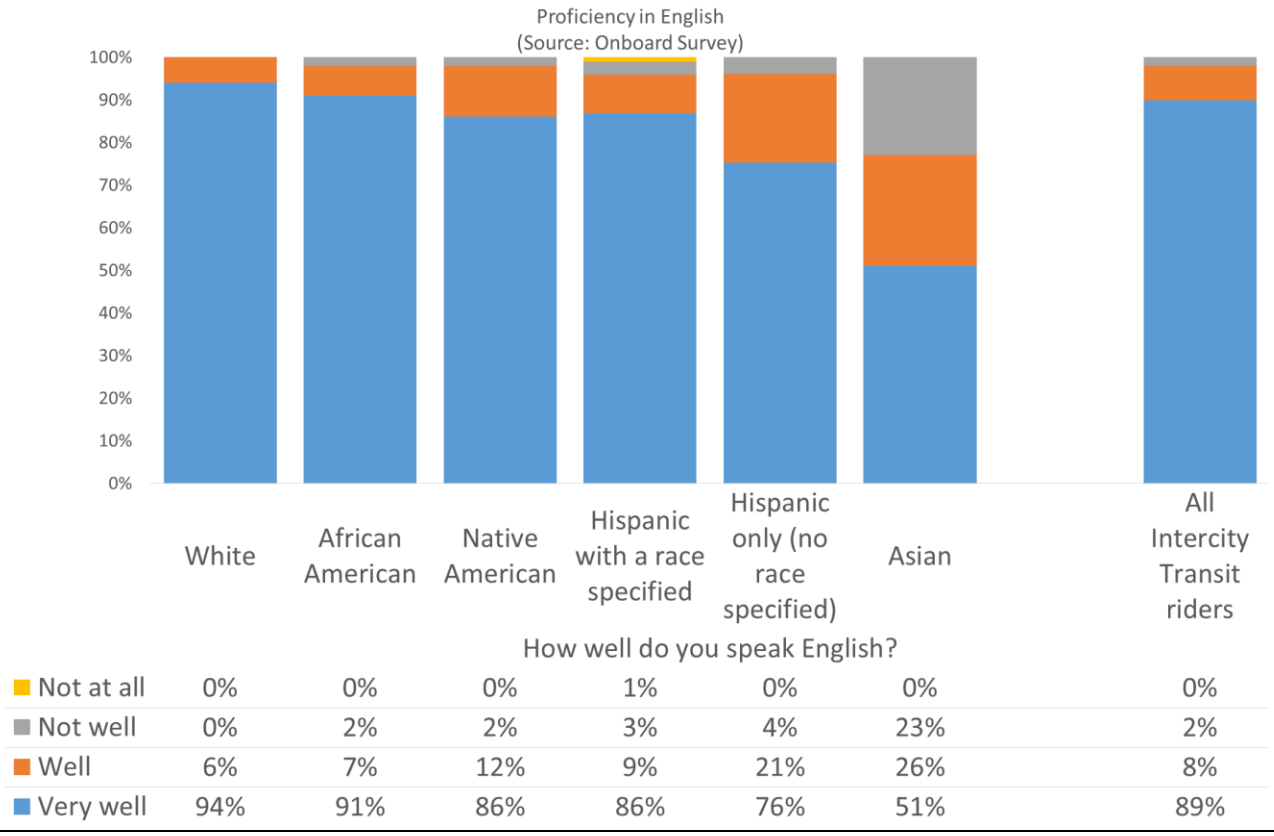
The overwhelming majority, 96%, of Intercity Transit riders speak English in their homes. Although a total of 11% identified themselves as Hispanic or Latino, less than 1% (0.8%) said they speak Spanish at home.

A substantial number of Asian and other languages are spoken by the riders. The two figures on this page indicate that Vietnamese, Cambodian, and Korean, while all spoken by less than 1% of the ridership, do have some native speakers.

In addition, 2.2% indicate they speak yet another language. Figure 38 lists the languages as a percentage of the other responses. Obviously, the numbers of responses are vanishingly small in some cases.

There are no substantial differences among the rider segments with respect to the language spoken at home.

Figure 39 How ethnicity is related to proficiency in English



	White	African American	Native American	Hispanic with a race specified	Hispanic only (no race specified)	Asian	All Intercity Transit riders
Not at all	0%	0%	0%	1%	0%	0%	0%
Not well	0%	2%	2%	3%	4%	23%	2%
Well	6%	7%	12%	9%	21%	26%	8%
Very well	94%	91%	86%	86%	76%	51%	89%

How ethnicity is related to proficiency in English

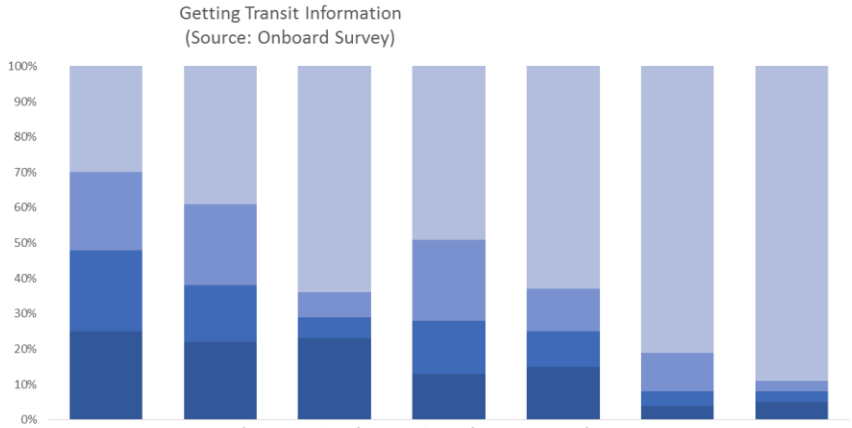
The Federal Transit Administration (FTA), recommends asking transit riders not only the language which they usually speak at home, but also how well they consider they speak English. Of all Intercity Transit riders, 89% indicated they believe they speak English very well, while another 8% say they speak it well. Only 2% said they speak it not well at all, and less than one half of one percent said they do not speak English at all[4].

As is evident from Figure 36 and Figure 37, the sample sizes for categories other than white, African-American, and Hispanic, are quite small, and cannot be taken as definitive. However, they are probably reasonable in terms of comparison among the groups. That is to say the results suggest that it is probably those who identify themselves as Asian who feel less capable in English than others. And those who identify themselves as Native American or Hispanic with no racial category feel less capable in English than do those who identify themselves as white or African-American.

[4] Because the survey was provided only in English, we presume that the tiny number of people who said they do not speak English at all received assistance in completing the survey.

Information Sources Used by Intercity Transit Riders

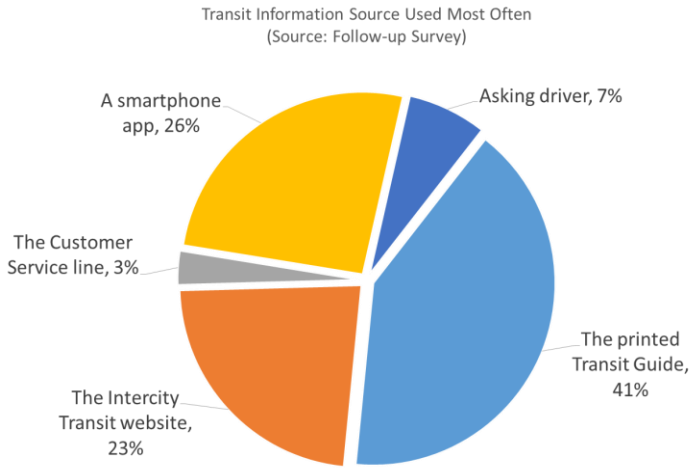
Figure 40 Weekly frequency of using various sources for transit information



	Used info at transit stops	Used printed transit guide	Used 'One Bus Away' app	Used Intercity Transit website	Used Google trip planner	Phoned transit	Used another app
Not at all	30%	39%	64%	49%	63%	81%	89%
Less than once per week	22%	23%	7%	23%	12%	11%	3%
Once per week	23%	16%	6%	15%	10%	4%	3%
More than once per week	25%	22%	23%	13%	15%	4%	5%

Weekly frequency of using various sources for transit information

Figure 41 Source Used Most Often



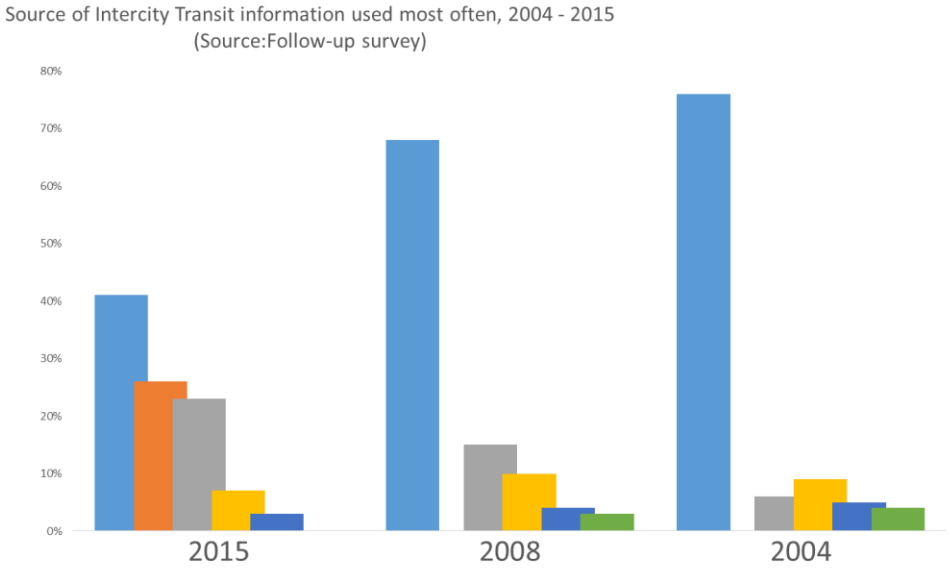
In the survey conducted on board the buses, riders were asked the frequency with which they used each of several transit information sources in the previous four weeks (Figure 40). In the follow-up survey, they were asked what source they use most often (Figure 41).

In terms of the sources of information used in the previous four weeks, information at the transit stops (25%), the printed transit guide (22%), and the smart phone app called "One Bus Away," (23%) said they had used those sources more than once a week. The nearest competitors were the Intercity Transit website (13%) and Google trip planner (15%).

The One Bus Away application is interesting in that it was the most polarized of the sources, with 23% indicating they used it more than once a week, but 64% saying they did not use it all and very few in the middle. None of the other sources displayed this level of bifurcation in response.

There are frequent discussions among communications staff members in transit agencies regarding if and when a printed transit guide can be dispensed with, given the increasing prevalence of smart phones. Given the important place occupied by the Intercity Transit Guide in both figures on the previous page and the results presented in Figure 42 below, it appears that the answer is, "Not any time soon, although the trend is in that direction."

Figure 42 Information source most often used, 2004 - 2015



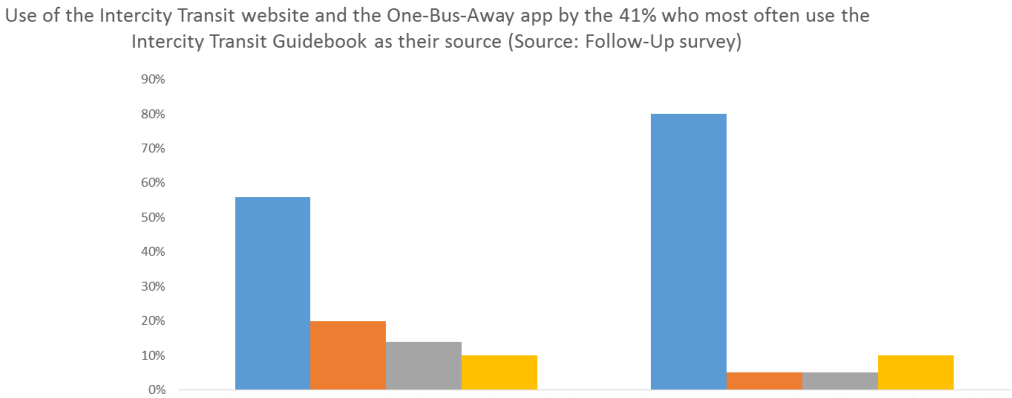
	2015	2008	2004
The printed Transit Guide	41%	68%	76%
A smartphone app	26%	0%	0%
The Intercity Transit website	23%	15%	6%
Asking driver	7%	10%	9%
The Customer Service line	3%	4%	5%
Other/Not sure	0%	3%	4%

Information source most often used, 2004 – 2015

The obvious changes in communication during the past 10 years are documented in the figure above. In 2004 and 2008 a smartphone did not exist, but by 2015 an app using it was the source of transit information cited by approximately one fourth (26%) of the Intercity Transit ridership. In 2004 the Intercity Transit website was new and not widely used as a primary source (6%). By 2008 it was cited by 15%, but by 2015 it was cited by 23%. We would also note that more and more frequently people who are accessing websites are doing so using their smartphones rather than laptops or desktops. Thus the smart phone revolution is surely greater than indicated by only the 26% who say they use a smartphone app.

The converse of these trends is shown in the citation of the printed Transit Guide as the most important source, which stood at 76% in 2004, 68% in 2008, and only 41% in 2015. It is important to note, however, that at 41% it is still the most frequently cited information source, and by a large margin.

Figure 43 Use of electronic sources by those who most often use the Intercity Transit Guide



Used the (website/the app)...	You use the Intercity Transit Guide most often, but during...	
...not at all	56%	80%
...less than once/week	20%	5%
...once per week	14%	5%
...more than once/week	10%	10%

Use of electronic sources by those who most often use the Intercity Transit Guide

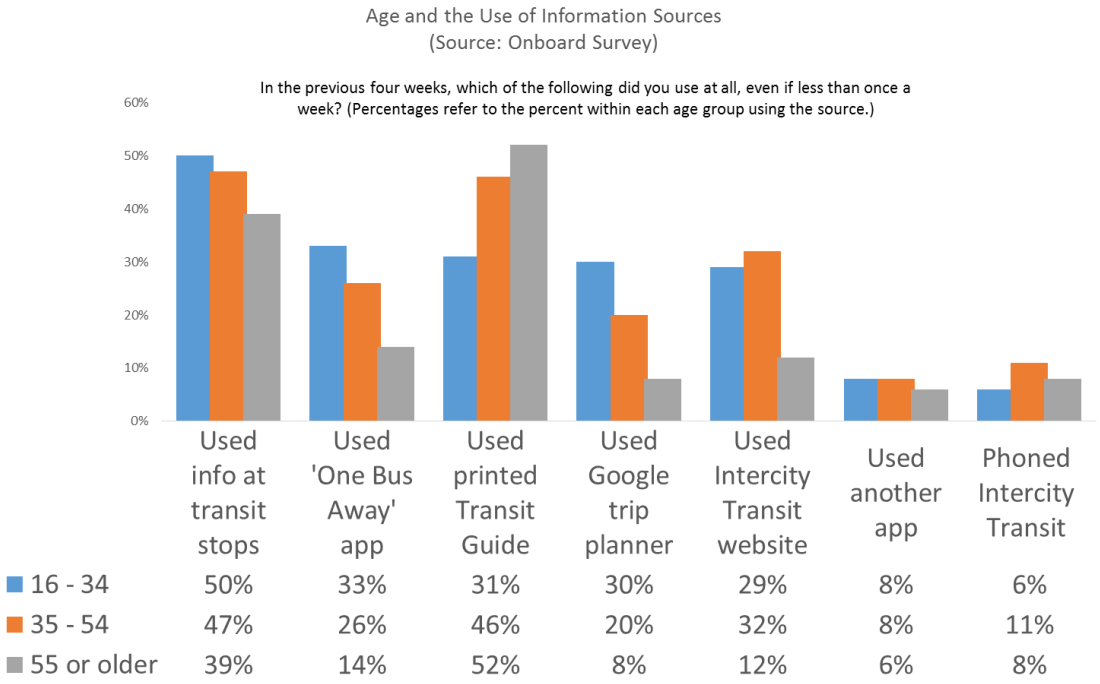
There is considerable overlap between the use of the Intercity Transit Guide and electronic sources. This is another reason for which we say that the demise of the guide, while eventually likely, is certainly not practical in the near future.

The only respondents included in Figure 43, are the 41% of riders who say they most often use the Intercity Transit Guide as their source of transit information. The riders who use the Guide shown in this figure were asked how often in the past four weeks they had used the Intercity Transit *website*, and the One Bus Away app. Thus we have a subsample of those who most often use the printed Transit Guide, and we can determine to what extent they also use electronic sources.

Of those that said their primary source of information is the Transit Guide, 10% said they had used the website more than once a week, and another 14% once a week, for a total of 24% or almost one fourth of Guide users supplementing their printed information with website information. This amounts to about 10% of all riders, including those who primarily rely on sources other than the Transit Guide.) The One Bus Away app was used once a week or more by 15% of those using the Transit Guide as their primary source, or approximately 6% of the total ridership. On the other hand, 56% of the Transit Guide users said they had not used the website at all, and 80% said they had not used the smart phone application at all.

Thus while there is a group we might call "transitional," who supplement printed with electronic sources, printed material remains the only source for most of those who say they use it most often.

Figure 44 Age and information sources



Age and information sources

In Figure 44 above, each cell of the table indicates the percentage within the age group shown who say they used each source of information during the previous four weeks. The percent who have not used each source is not shown. Thus for example, 50% of those between the ages of 16 and 34 said they had used information at the transit stops. The 50% who have not used that source do not appear in the table. (For those who prefer an alternative view showing the same data, but both positive and negative responses within each age range, a table of the same information, but also showing the negative responses, is provided in Figure 45.)

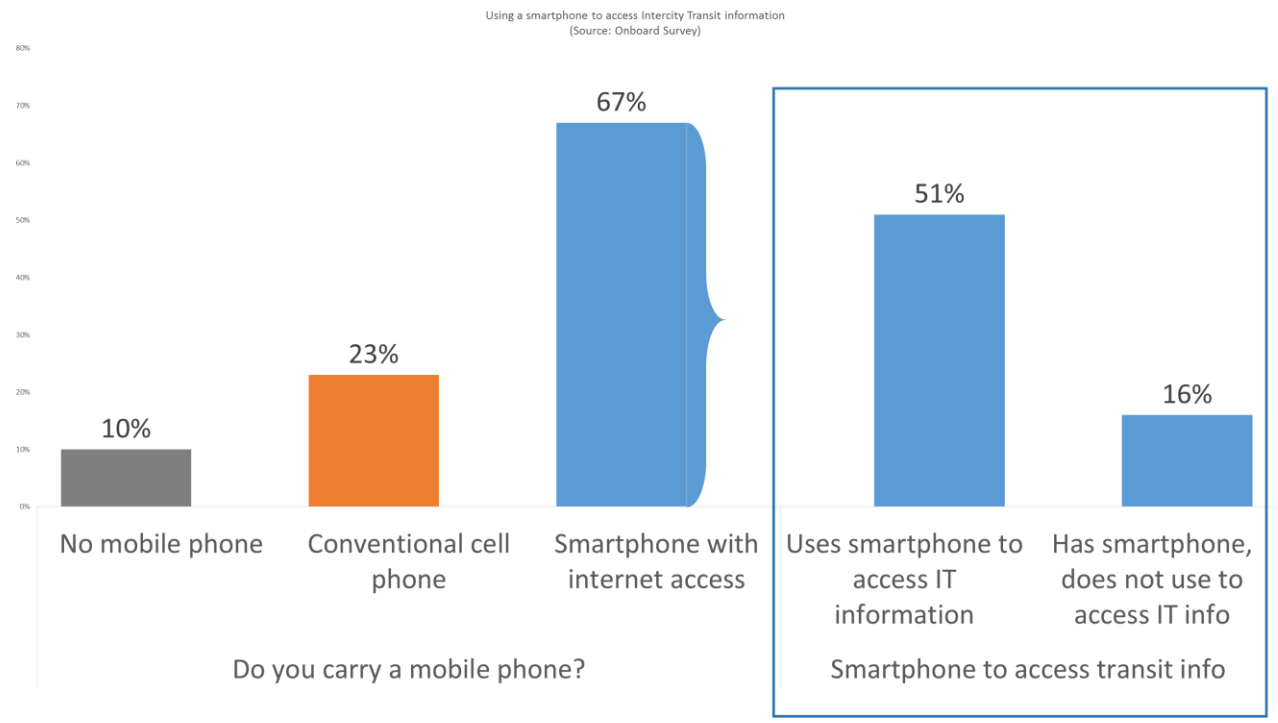
Figure 45 Age and information sources (detail)

Age and the use of various information sources

		16 to 34	35 to 54	55 or older
Info at bus stop or TheRide ctr	Less than once a week or did not use	50%	52%	62%
	Used once a week or more	50%	48%	38%
One Bus Away app	Less than once a week or did not use	66%	74%	86%
	Used once a week or more	34%	26%	14%
Printed Transit Guide	Less than once a week or did not use	69%	54%	47%
	Used once a week or more	31%	46%	53%
Google trip planner	Less than once a week or did not use	70%	80%	92%
	Used once a week or more	30%	20%	8%
Intercity Transit website	Less than once a week or did not use	71%	68%	88%
	Used once a week or more	29%	32%	12%
Telephoned Intercity Transit	Less than once a week or did not use	93%	89%	92%
	Used once a week or more	7%	11%	8%

The chart and table show several things. First, as expected, the younger riders are more likely than older riders to use the newer electronic forms, including One Bus away, and the Google Trip planner. They are also less likely to use the printed Transit Guide, another indication of the slow transition away from print as the ridership slowly ages. Conversely, the oldest riders are more likely to cite the Transit Guide among the sources they have used at least once a week than any other source. Information at transit stops and transit centers is used by many in each age group, including the youngest. The least often used method of communication is the telephone call.

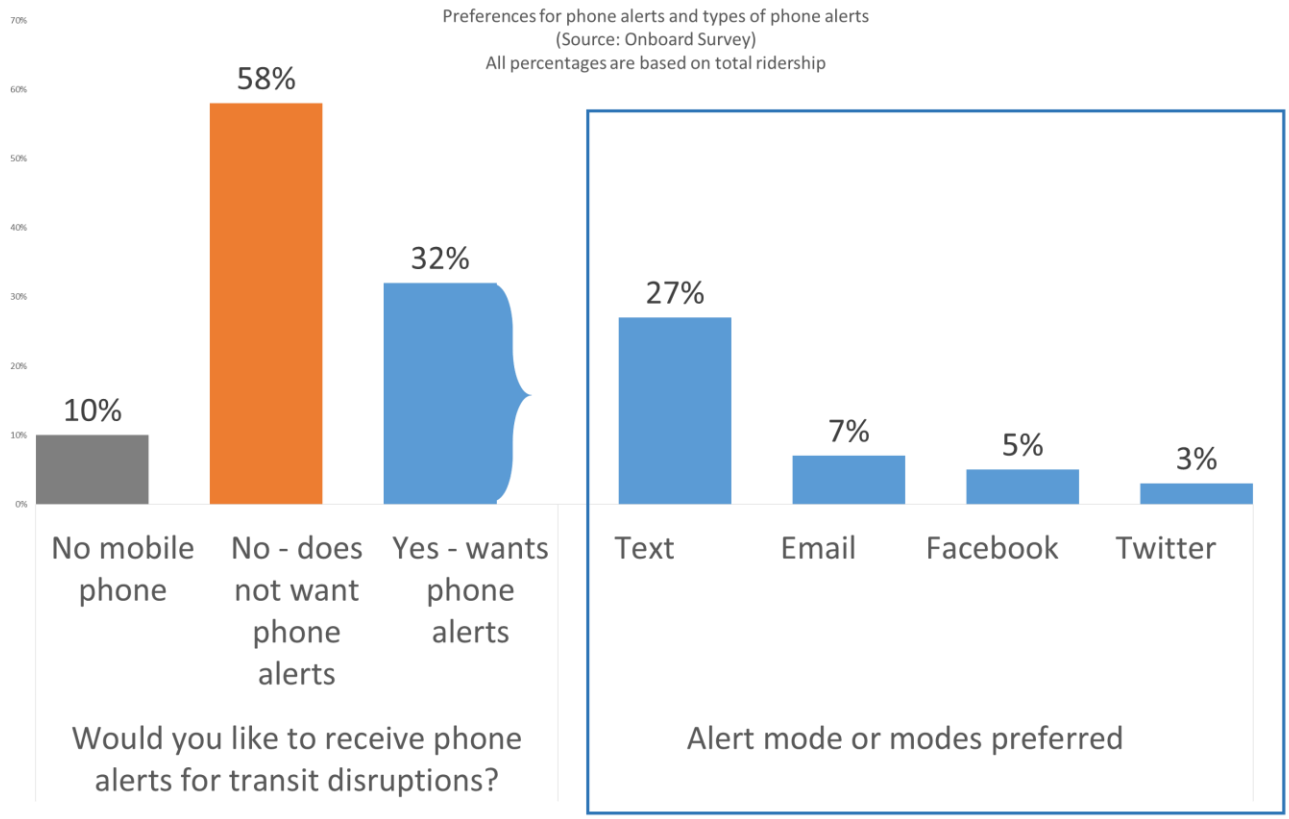
Figure 46 Accessing Intercity Transit information by smartphone



Accessing Intercity Transit information by smartphone

Two thirds (67%) of Intercity Transit riders have smart phones with Internet access. Another 23% have conventional cell phones, and only 10% say they have no mobile phone. Those who have smart phones were asked if they use the device to access Intercity Transit information. Slightly more than half (51%) of the two thirds who carry smartphones said they do so. This amounts to 34% of the total ridership.

Figure 47 Phone alert preferences



Phone alert preferences

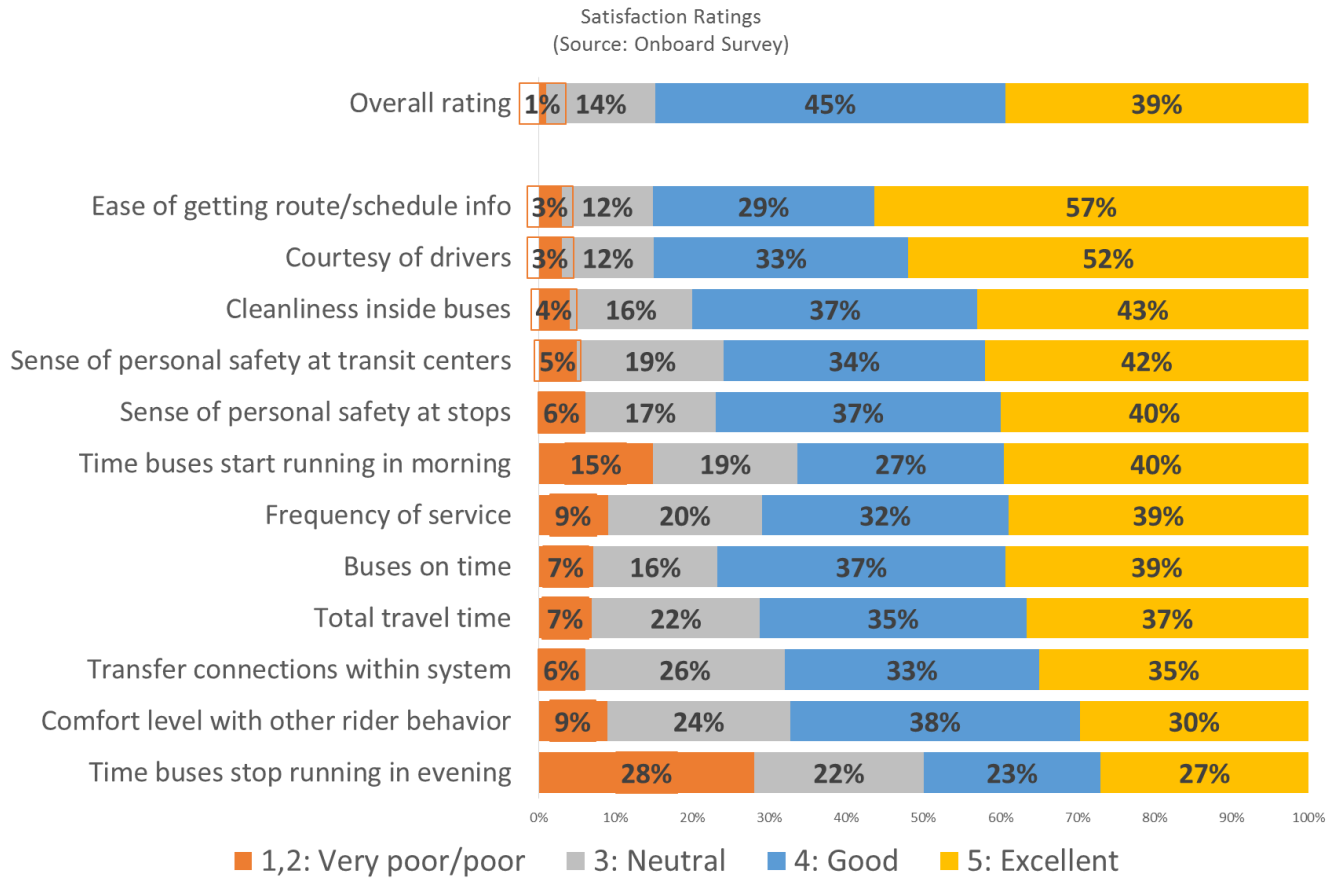
Riders were asked if they would like to receive alerts on their mobile phone in the case of transit disruptions. Most, 58% said they did not want such alerts. Another 10% indicated they had no mobile phone. The balance, 32%, indicated they would want phone alerts.

Those who said they wanted such alerts were asked the modes by which they would like to receive them. They were free to choose one or more than one method. The largest proportion of those who want alerts indicated they would like to have them via text. They include 27% of the total ridership or 84% of the 32% who want alerts. A few, 7%, would like an email alert, 5% Facebook, and 3% Twitter.

Clearly the immediacy of text is compelling in such circumstances. In addition, many conventional cell phones can receive text messages but would be unable to receive email or messages from social media.

Customer satisfaction

Figure 48 Service satisfaction ratings, 2015



Service satisfaction ratings, 2015

Customer satisfaction in the surveys is measured by means of five-point rating scales on which a score of 5 is the most positive and 1 is most negative. In the chart above, the several elements of service are listed in descending order of the most positive rating.

Of the twelve service elements, the top three are important aspects of service that make using it more simple and comfortable - ease of obtaining information, the courtesy of drivers and cleanliness inside the buses. The next two in order are both fundamental to riders' willingness to use the service – a sense of personal safety on the bus or waiting at the bus stops. Thus there is a general basis of security and comfort among the riders.

At the low end of the continuum, the time the buses stop running in the evening has the lowest positive score and the highest negative score. The positive scores of 4 and 5 nevertheless still constitute half (50%) of riders, with the negative scores constituting somewhat more than one fourth (28%). Clearly, while this is not a concern of a majority of the riders, is it a concern for a very substantial group of the riders.

With one exception, the lower rated items tend to include operational matters. The time buses stop running in the evening, transfer connections within the system, total travel time, and frequency of service,

all have less than 40% rating them as excellent. The exception is the aspect of service with the second lowest score: comfort with the behavior of others on the bus. The latter is frequently a concern among bus riders, but it is rarely among the least positive of the ratings. Why this is the case at Intercity Transit is not apparent from these results. Most often, when we see a low rating in this respect it involves some type of clash of cultures, often times based on age differences between older and younger riders. However, what the reason for this relatively low rating is in this case unclear from the survey data.

With the exception of the time buses stop running in the evening, the operational matters that received the relatively low ratings are very typical in most of the customer satisfaction surveys CJI conducts. The reason is that these are among the most difficult for all bus system to operate in a manner that will satisfy most riders most of the time. Funding is too limited, and traffic too uncertain. However, although they are relatively low in the rank order of ratings, taking the scores of excellent plus the scores of good for all but the time buses stop running in the evening, we find that a clear majority give positive ratings in all of these respects. Moreover, very few (ranging only from 6% to 9%) give negative ratings. In this sense, although these are relatively low in the ratings list, there is a generally positive attitude toward the services. It is simply not as positive as the ratings for items at the top of the list.

One other item deserves comment: the relatively high negative rating (15%) for the time buses start running in the morning. Given that relatively high negative and the high negative for the time buses stop running in the evening, we can see that the broader concern is with the span of service.

Preface to discussion of inter-year comparisons

Prior to discussing Figure 49 which deals with changes in service ratings over time, it is important to consider that those changes mean or do not mean. Because CJI has conducted surveys for Intercity Transit in 2004 and in 2008 as well as in 2015, it seems incumbent upon us to offer comparisons among those surveys where possible. That is a relatively straightforward task when comparing such things as how people use transit service or demographics or how people obtain information – all things that have an objective reality and a uniform meaning over time. When it comes to comparing attitudes toward the quality of service, however, it is important to take into account that we are dealing with perceptions.

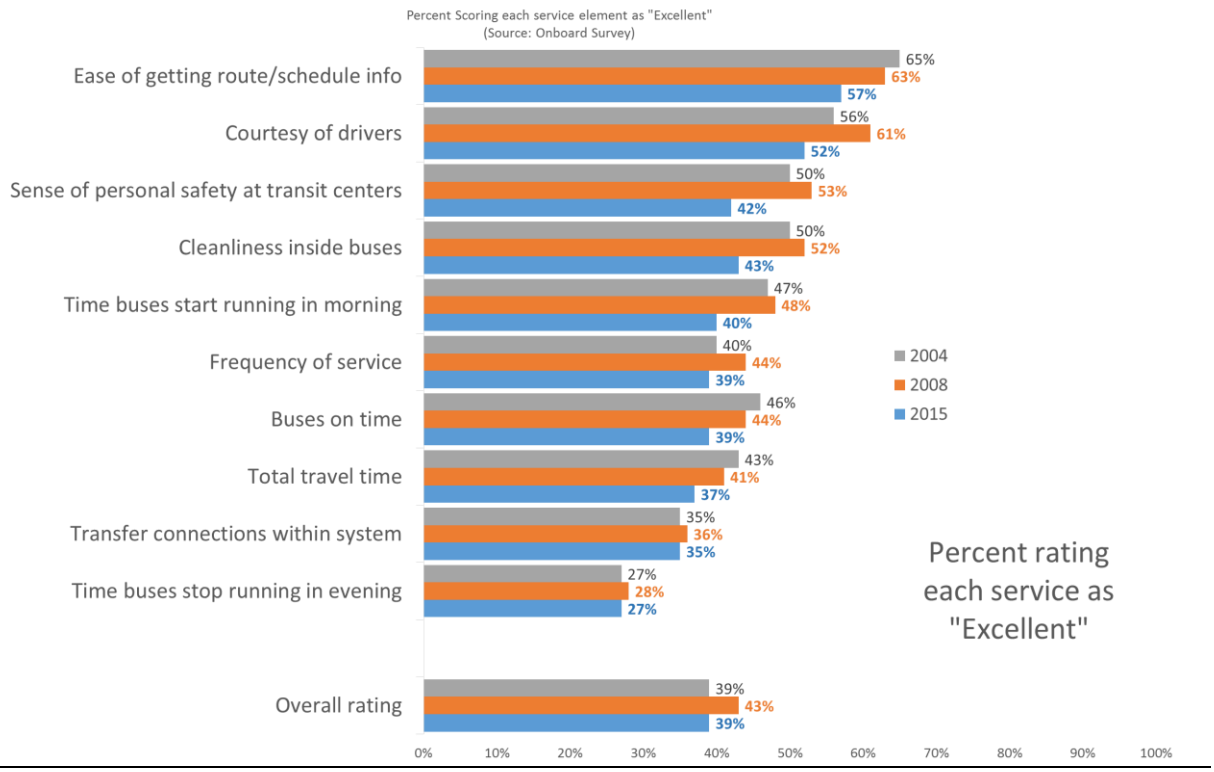
First, the most recent survey prior to 2015 was conducted in 2008, approximately seven years prior to the current survey, and the original survey of 2004 more than a decade prior to the current survey. As we saw in Figure 5, almost 75% of the ridership has begun using Intercity Transit since 2008, and an even higher percentage, of course, since 2004. In other words, there is little or no collective memory among current ridership about prior conditions. Different people are using Intercity Transit today than were using it then. Measuring change in these circumstances is more effective on a two to three-year basis when there is still time to remember, but also time for service changes to be made.

Secondly we are dealing with perceptions, not objective reality. The perceptions of riders are subject to cultural changes that are quite apart from any objective reality of actual services. Thus, when we see changes in evaluations of service, it is erroneous to ascribe any single cause such as improvement or decline of service quality to the changes observed. Many cultural shaping events have occurred since the previous survey. A great Recession has intervened, but only after employment, gasoline prices, and earnings peaked at the time of the 2008 survey and just prior to the stunning effects of the economic crash. Also since 2008, mobile and constant, 24/7, communications have developed in unprecedented ways creating, perhaps, increased expectations of immediate gratification of consumer demand. Cultural moods have changed. Consumers have different expectations today than they did seven or eight years ago, and certainly very different from those they held 11 years ago in 2004.

Finally, it has been widely observed within the public opinion research profession that people are increasingly weary of completing surveys. They are continually bombarded by requests to complete satisfaction surveys after almost any customer service interaction. This has nurtured a generation of consumers oriented to rating services. Research on how this phenomenon may have altered scoring tendencies is lacking. Thus it is unknown to what extent this may have an impact on the care with which people complete surveys, and perhaps on the degree to which they have become accustomed to being unduly critical or feel compelled to be unduly complementary when faced with satisfaction surveys.

For all of these reasons, while we do provide comparisons with earlier surveys, we urge the reader not to focus primarily on the changes or to try to explain the changes in terms of changes in Intercity Transit service quality, but rather to focus primarily on the 2015 ratings as a useful and reasonable statement of the nature of rider opinion at the time of the survey (October, 2015).

Figure 49 Changes in "Excellent" service ratings, 2004 - 2015



Changes in "Excellent" service ratings, 2004 - 2015

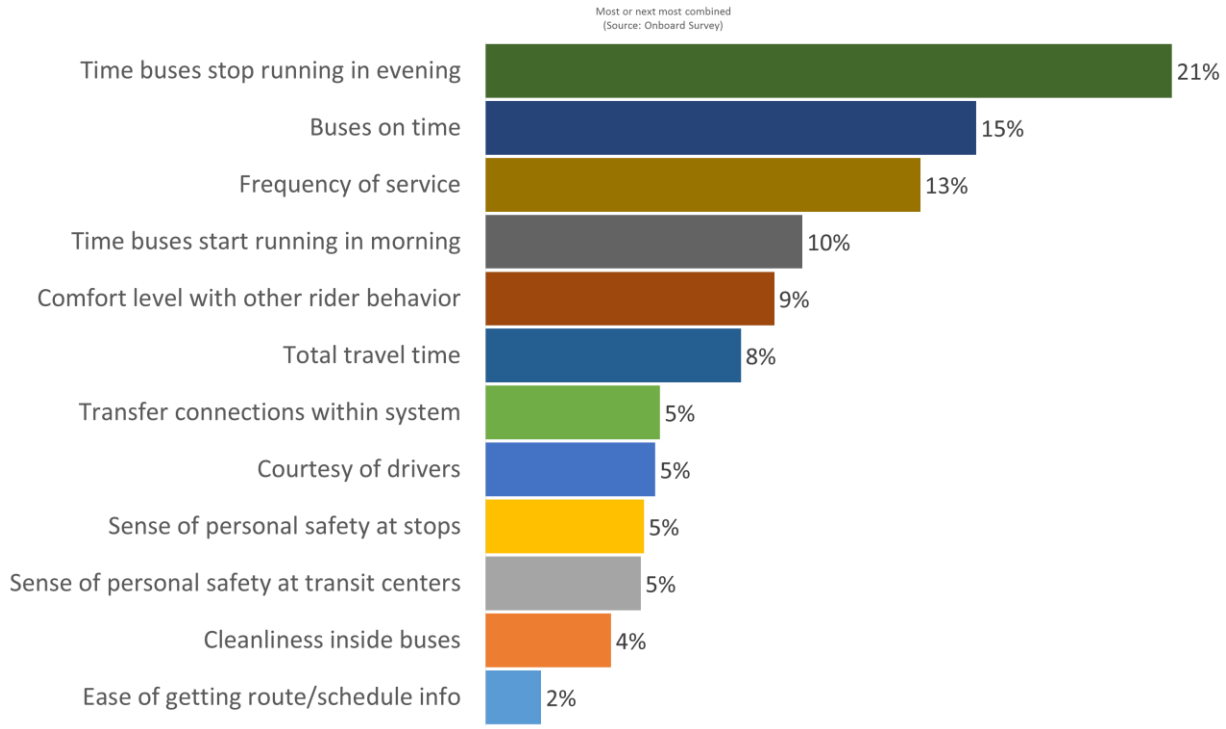
With those caveats, we present in Figure 49, ratings of the aspects of Intercity Transit service that were rated in all three surveys (2004, 2008, and 2015). This includes 10 of the 12 service elements rated in 2015. To simplify the presentation of the results, the chart presents only the top scores for each element of service for the surveys – i.e., the percent rating each aspects as "Excellent." They are shown in descending order of the percent "Excellent in 2015.

For the most part, the rank orders have remained constant. The elements of service that had relatively higher ratings of "Excellent" in earlier surveys had higher ratings in 2015. However, for whatever reasons, there has been a reduction in the percent giving ratings of "Excellent" since 2008 in all aspects of service. In some cases, the changes are very small and statistically insignificant. These include transfer connections within the system, and the time buses stop running in the evening.

Several ratings showed an up and down pattern, increasing from 2004 to 2008, then decreasing in 2015, a pattern that cannot be explained in terms of variations in service. This holds for courtesy of drivers, frequency of service, and overall rating of service.

In some studies, we have seen a decline in positive ratings because of changing demographics. When, for example vastly improved service led to the use of public transit by more employed and higher income persons, the consumer base has become more critical in their attitudes as the need of the ridership for on-time performance, span of service, and coverage have increased. However, in the case of Intercity Transit, there is no evidence of that kind of radical change of service or the kind of demographic change would explain the ratings changes. They are perceptions to be taken in context of the times.

Figure 50 The two service elements most important to improve

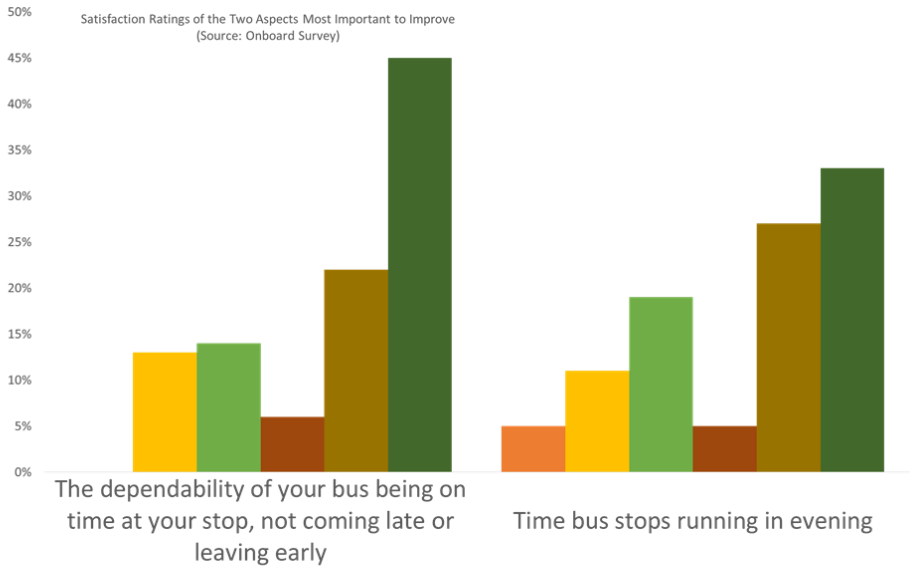


The two service elements most important to improve

After riders were asked to rate the several aspects of service, they were asked to identify the two that they considered most important to improve. Figure 50 displays the total of combined mentions of each service as either first or second most important to improve. Not surprisingly, given the relatively high negative ratings, the time buses stop running in the evening is identified by more people than any other as one of the two most important aspects of service to improve. The second and third, buses running on time, and frequency of service have similar levels of mention, 15% and 13% respectively.

It is interesting that although it was second to the last in terms of level of positive rating, comfort level with other riders' behavior scores only 9% as one of the two most important to improve. In part, this may be a recognition that there is relatively little that a transit system can do in this respect. However, it is also an indication that although this receives a relatively low positive rating compared other service elements, that it is not widely considered to be an urgent matter for improvement.

Figure 51 Satisfaction scores of the top two elements most important to improve



	The dependability of your bus being on time at your stop, not coming late or leaving early	Time bus stops running in evening
No experience with this service	0%	5%
Very poor	13%	11%
Poor	14%	19%
Neither satisfied nor dissatisfied	6%	5%
Good	22%	27%
Excellent	45%	33%

Satisfaction scores of the top two elements most important to improve

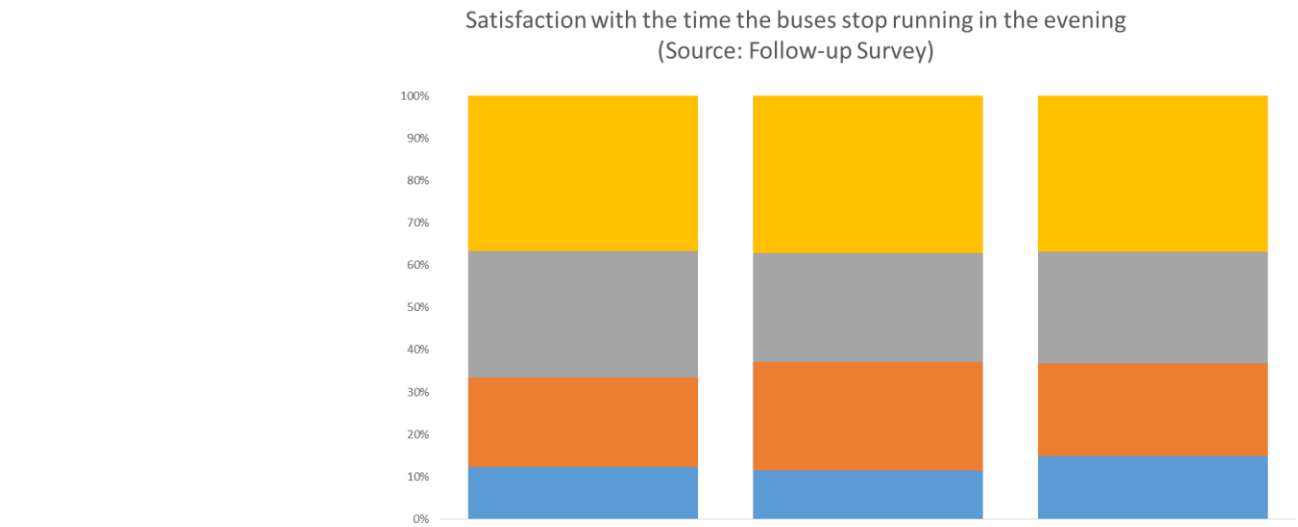
In Figure 51, the full detail is shown for the satisfaction scores for the two aspects of service considered most important to improve. The purpose of showing this level of detail is to provide a somewhat finer view of the data than was presented earlier in Figure 48 by differentiating among the relatively negative scores, and by displaying the percent who said they had no experience with this aspect of service.

There is little neutral ground in either the rating for the time the buses stop running in the evening or for on-time performance. Scores tended to be either positive or negative and not neutral. In the case of the time the bus stops running in the evening, 5% indicated they had no experience with that.

For the dependability of on-time performance, the first thing to notice is that although this is one of the two elements considered most important to improve, 67% rated it as good or excellent, while a total of only 27% rated it poor or very poor. Thus the relatively high negatives among approximately one fourth of the riders make it a high priority for improvement in spite of the positive score among two thirds of riders.

For the time buses stop running in the evening, the total positive score is 50%, while the negative scores of 11% very poor and 19% for indicate that almost one third of riders (30%) are relatively dissatisfied with system performance in that respect. Clearly this is a matter of priority.

Figure 52 Satisfaction with the time service stops in the evening, 2004 - 2015



	2015	2008	2004
Very satisfied	37%	37%	37%
Somewhat satisfied	30%	26%	26%
Somewhat dissatisfied	21%	26%	22%
Very dissatisfied	12%	11%	15%

Satisfaction with the time service stops in the evening, 2004 - 2015

Over the course of the three surveys in 2004, 2008, and 2015, the percent of people saying they had no experience with the time the bus stops running in the evening, and the percent of people who said they were not sure how to answer varied considerably. For this reason they are eliminated in the chart above for clarity of comparison, those with an uncertain response are dropped, and the percentages are based on only those offering a positive or negative rating.

The chart indicates that the percent saying they are very satisfied with the time the bus stops running in the evening has remained constant at 37% since 2004 while the percent somewhat satisfied has increased slightly from 26% to 30%. At the same time the percent indicating dissatisfaction has declined somewhat since 2008 from a total of 37% to a total of 33% in 2015. Nevertheless, it is still a high priority for improvement.

Figure 53 Representative sample of comments on why some riders are dissatisfied with the time service ends in the evening

What is the reason you are not satisfied with the time service ends in the evening?
• I just don't like getting stranded in downtown
• The matter of getting to and from my destination
• From work. Sometimes I could work late and get my full 40 hours but I can't with the bus schedule
• Getting to or from work
• Attending events at night
• The matter of getting to and from work
• Getting to/from school or work, especially on rainy nights
• A matter of getting home from work
• I take classes at Olympia center that end at 9 pm and I cannot take it because it only runs till 7 pm. I wish buses could run until 9 pm, the last bus should be by the time I'm out of Olympia
• From work and from the mall
• The bus stops too early
• I live pretty far out from a bus stop
• A matter of getting home late
• Work and shopping
• Getting to or from work
• Walking at night can feel unsafe and I like to study downtown until late or spend time in the evening
• After work, I barely have time to run errands before I have to catch the last bus home.
• Matter of getting off work later when the bus stops running.
• It is very late and the bus stop running early
• The #12 stops early and I need to take the number 12 bus to get home from down town
• To or from work
• The matter of getting to and from work
• Getting home from work
• Sometimes I want to stay out past 10pm.
• Getting to and from work
• It would be nice if I could stay out later than 7 pm
• Getting from work
• Night service could be more frequent. Don't like to have a long wait at transit center in pm hours
• Getting to and from work
• The matter of going to and from work and shopping
• Getting to and/or from school
• If I don't catch the last 603 bus to Tacoma, I am stranded for the night. This has limited my work
• The matter of getting home from work
• Because people are doing their errands. It's getting darker sooner now and the route time stays the same.
• Night classes at SPSCC
• The matter is that the bus stops too early
• Yes I wish the bus would start @7 am on the weekend and end @ 11 pm.
• After I get off work I don't have time to run errands.
• I cannot go to a 9 o'clock show and still get home by bus, if it is raining it limits my recreation.

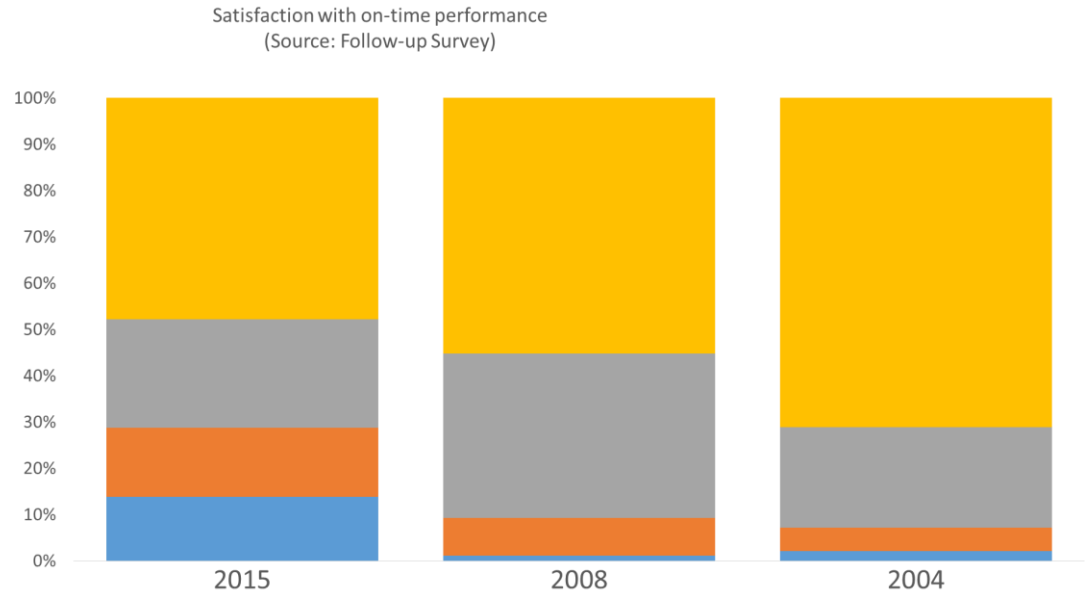
Representative sample of comments on why some riders are dissatisfied with the time service ends in the evening

Those who indicated dissatisfaction with the time service stops in the evening were asked the main reason for the dissatisfaction. The table above lists a representative sample of the reasons given.

While some comments are very generic such as "The matter of getting to and from my destination," or "The bus stops too early," many are more specific. There are three basic themes:

1. The most common reason has to do with getting to and from work, or in some cases to and from school. Clearly a significant number of people feel limited in terms of their work (or school) opportunities because of early termination of service.
2. A second concern has to do with matters other than work such as running errands or attending recreational events. Riders say they are too limited in the recreational activities open to them, and in their ability to run errands in the evening.
3. A related concern expressed by one rider in this sample of comments, is the feeling of being less safe when having to walk after dark rather than having a bus available.

Figure 54 Satisfaction with on-time performance, 2004 - 2015



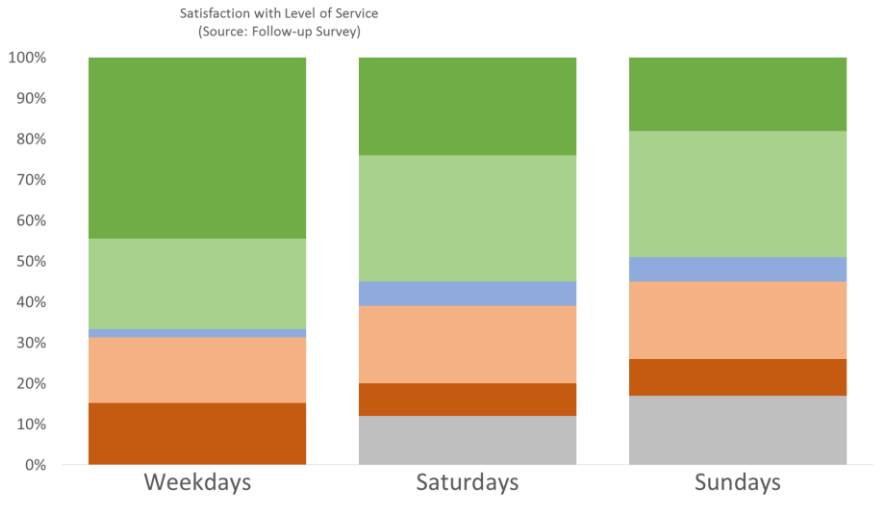
	2015	2008	2004
Very satisfied	48%	55%	71%
Somewhat satisfied	23%	36%	22%
Somewhat dissatisfied	15%	8%	5%
Very dissatisfied	14%	1%	2%

Satisfaction with on-time performance, 2004 - 2015

In 2015, a total of 71% of those able to offer a rating of on-time performance said they were very or somewhat satisfied. However, although this is a favorable rating, it is lower than in the previous surveys. Satisfaction with on-time performance declined continually and substantially between 2004 and 2015. In 2004, 71% of the riders able to offer a rating indicated they were very satisfied, and only 2% that they were very dissatisfied. By 2015 48% said they were very satisfied, and 14% indicated they were very dissatisfied. The decline was continual as shown visually in the chart and in the table of percentages.

Whether this perception reflected an actual change in system performance in this respect cannot be determined from survey data, but would require additional operational information to flesh out the true picture.

Figure 55 Satisfaction with service frequency

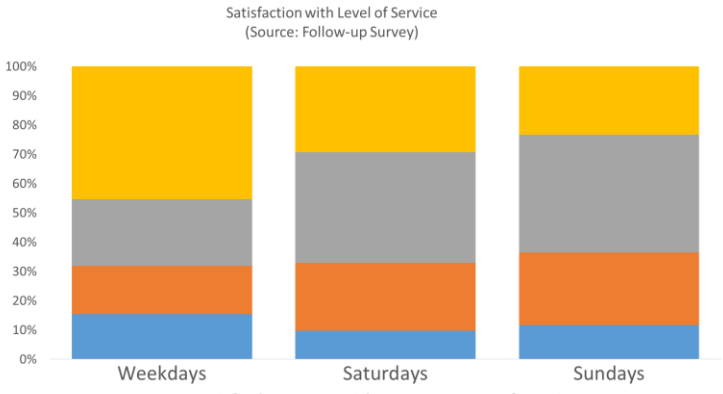


	Weekdays	Saturdays	Sundays
Very satisfied	44%	24%	18%
Somewhat satisfied	22%	31%	31%
Neither satisfied nor dissatisfied	2%	6%	6%
Somewhat dissatisfied	16%	19%	19%
Very dissatisfied	15%	8%	9%
No experience with this	0%	12%	17%

Satisfaction with service frequency

As in any transit system, service levels at Intercity Transit vary between weekdays and weekend days. In addition, the proportion of riders who use the service on weekdays and weekend days also varies. Because 12% indicated they had no experience with Saturday service and 17% with Sunday service, and thus were unable to rate frequency of service on those days, the percent indicating they are very satisfied or very dissatisfied fluctuates more than it otherwise would.

Figure 56 Satisfaction with service frequency among those able to rate both weekday and weekend service



	Weekdays	Saturdays	Sundays
Very satisfied	45%	29%	23%
Somewhat satisfied	23%	38%	40%
Somewhat dissatisfied	16%	23%	25%
Very dissatisfied	15%	10%	12%

Figure 56 indicates that, as one would expect, satisfaction with service frequency is much greater (45% said they are very satisfied) on weekdays than on Saturdays (29%) or Sundays (23%). Conversely, dissatisfaction scores are greater on Saturdays and Sundays than on weekdays.

Figure 57 Change in satisfaction with frequency of service

Satisfaction with frequency of service
(Source: Follow-up survey)

	All riders 2015	All riders 2008	All riders 2004
Weekday frequency			
Very satisfied	45%	58%	60%
Somewhat satisfied	23%	35%	31%
Somewhat dissatisfied	16%	6%	6%
Very dissatisfied	15%	1%	3%
Saturday frequency			
Very satisfied	29%	35%	34%
Somewhat satisfied	38%	44%	40%
Somewhat dissatisfied	23%	17%	18%
Very dissatisfied	10%	5%	8%
Sunday frequency			
Very satisfied	23%	25%	16%
Somewhat satisfied	40%	32%	27%
Somewhat dissatisfied	25%	28%	31%
Very dissatisfied	12%	16%	26%

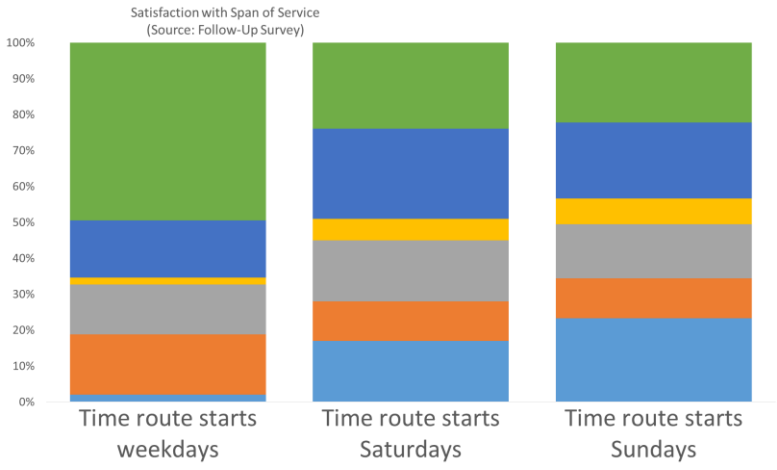
Change in satisfaction with frequency of service

The percent of riders saying they are very satisfied with the frequency of service on weekdays declined slightly from 60% in 2004 to 58% in 2008, but then to a low of 45% in 2015. The decline in the percent giving a top rating has not involved a movement from very satisfied to only somewhat satisfied, but rather between the satisfied categories and the dissatisfied categories. The total expressing dissatisfaction declined from a total of 9% to 7% between 2004 and 2008, but then rose dramatically to 31% in 2015.

Satisfaction with frequency of service on Saturdays, by contrast, remained relatively stable. While the percent saying they were very satisfied with Saturday service frequency was lower than the percent saying they were very satisfied with weekday service frequency for each year, the percent very satisfied was rather stable, changing only from 34% in 2004 to 35% in 2008 in 29% in 2015.

Satisfaction with frequency of Sunday service increased substantially from 2004 to 2008, and it remained approximately constant from 2008 (25% very satisfied) to 2015 (23% very satisfied). The largest change was in the decreased percent saying they were very dissatisfied with frequency of service on Sunday which went from 26% in 2004 to 16% in 2008 to 12% in 2015.

Figure 58 Satisfaction with the time service begins on weekdays and weekend days

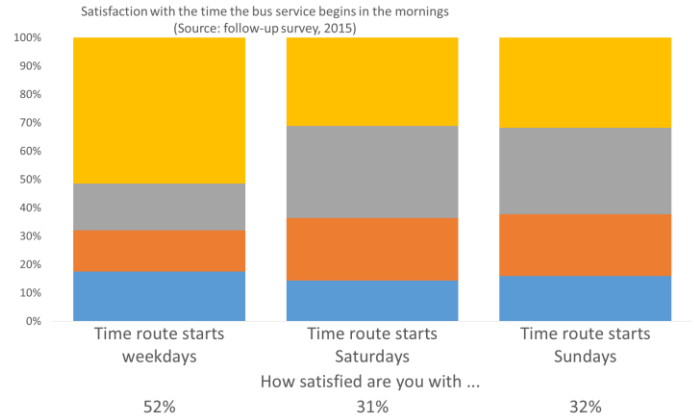


	Time route starts weekdays	Time route starts Saturdays	Time route starts Sundays
Very satisfied	50%	24%	22%
Somewhat satisfied	16%	25%	21%
Neither satisfied nor dissatisfied	2%	6%	7%
Somewhat dissatisfied	14%	17%	15%
Very dissatisfied	17%	11%	11%
No experience with this	2%	17%	23%

Satisfaction with the time at which service begins on weekdays and weekend days

We have seen in earlier charts a discussion of the satisfaction levels with the time the bus stops running in the evening. The figures on this page present ratings of the time that service *begins* on weekdays and weekend days. Figure 58 shows that satisfaction is much higher for weekdays than for weekend days. However, the percent of respondents citing "No experience" and unable to provide a rating varies between weekdays and weekend days.

Figure 59 Satisfaction with the time at which service begins, excluding those not familiar with the service



	Time route starts weekdays	Time route starts Saturdays	Time route starts Sundays
Very satisfied	52%	31%	32%
Somewhat satisfied	16%	32%	30%
Somewhat dissatisfied	14%	22%	22%
Very dissatisfied	18%	14%	16%

To make the data among days of the week more comparable, Figure 59 presents the figures a second time but with those unable to offer a positive or negative rating removed.

Of course, people using Intercity Transit on weekdays are somewhat different in terms of their transportation needs from those using it on the weekends. That having been said, in terms of ratings among all those able to offer a rating, satisfaction is higher on weekdays than on weekend days, and dissatisfaction is slightly higher on weekends.

Figure 60 Satisfaction with time service begins in the morning

Satisfaction with time service begins

(Source: Onboard and Follow-up Surveys)

		2015	2008	2004
How satisfied are you with the time the route starts on weekday mornings? (Onboard survey)	Very satisfied	52%	55%	55%
	Somewhat satisfied	16%	31%	35%
	Somewhat dissatisfied	14%	8%	6%
	Very dissatisfied	18%	6%	5%
How satisfied are you with the time the route starts on Saturday mornings? (Follow-up Survey)	Very satisfied	31%	43%	47%
	Somewhat satisfied	32%	34%	32%
	Somewhat dissatisfied	22%	15%	12%
	Very dissatisfied	14%	8%	10%
How satisfied are you with the time the route starts on Sunday mornings? (Follow-up Survey)	Very satisfied	32%	35%	33%
	Somewhat satisfied	30%	29%	24%
	Somewhat dissatisfied	22%	16%	20%
	Very dissatisfied	16%	19%	24%

Satisfaction with time service begins in the morning

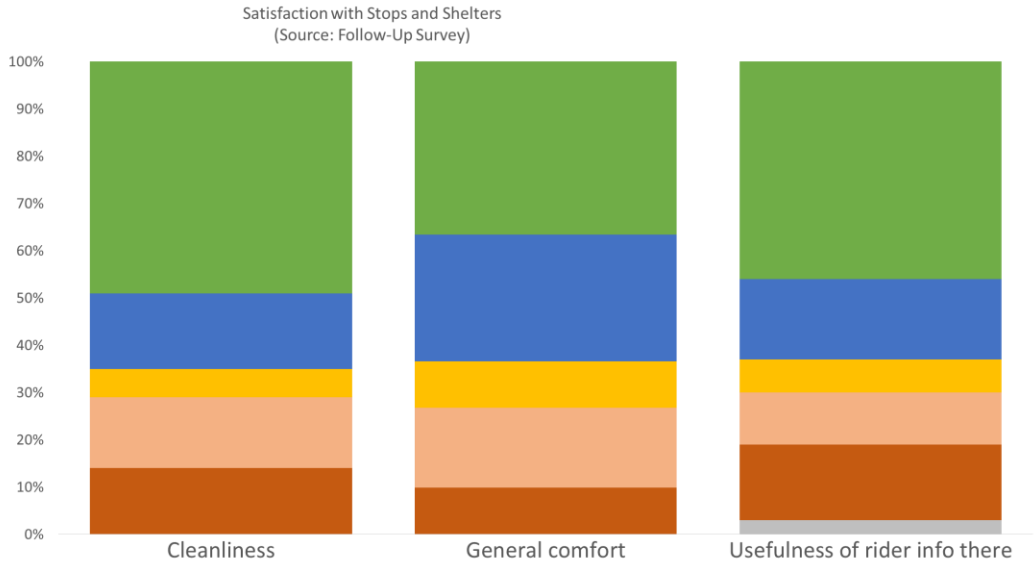
Before going into detail in terms of satisfaction with the time service begins on the routes that the riders are using, it is important to say that a strong majority, greater than 60%, expresses satisfaction with the time service begins on weekdays, Saturdays, and Sundays.

The top level of satisfaction with the time service begins on weekday mornings has remained fairly constant, starting at 55% in 2004, remaining there in 2008 and declining only slightly to 52% in 2015. However, movement occurred from the somewhat satisfied rating to the dissatisfied ratings. The percent indicating they were somewhat satisfied declined from 31% in 2008 to only 16% in 2015, while those who expressed dissatisfaction grew substantially from 6% to 18%.

Top level satisfaction with the time at which service begins on Saturday mornings declined from 2008 (43%) to 31% in 2015. Those saying they were very dissatisfied grew from 8% in 2008 to 14% in 2015.

Satisfaction and dissatisfaction with the time service begins on Sunday mornings remained almost constant over the course of the three survey periods. The total saying they were somewhat or very satisfied increased from a total of 57% in 2004 to 64% in 2008. It remain essentially there (62%) in 2015. At the same time, those saying they were very dissatisfied declined from 24% in 2004, to 19% in 2008, and 16% in 2015.

Figure 61 Satisfaction with bus stops and shelters



	Cleanliness	General comfort	Usefulness of rider info there
Very satisfied	49%	37%	46%
Somewhat satisfied	16%	27%	17%
Neither satisfied nor dissatisfied	6%	10%	7%
Somewhat dissatisfied	15%	17%	11%
Very dissatisfied	14%	10%	16%
No experience with this	0%	0%	3%

Satisfaction with bus stops and shelters

Three aspects of satisfaction with the places where riders wait for their bus were rated: cleanliness, general comfort, and the usefulness of the rider information provided there. The highest satisfaction was for cleanliness with 49%, indicating they were very satisfied. The usefulness of rider information was the second most positively rated, with 46% saying they were very satisfied. General comfort at 37% very satisfied was lower than the other two elements.

As with other aspects of Intercity Transit service, the overall satisfaction score (very satisfied plus somewhat satisfied) are quite high, with more than 60% for each of the three aspects in the positive ratings levels. Similarly, as with other service elements, there are dissenters from the positive view who account for roughly one fourth of the ridership.

Figure 62 Satisfaction with bus stops and shelters

Satisfaction with bus stops and shelters
(Source: Follow-up surveys)

		All riders 2015	All riders 2008	All riders 2004
Cleanliness of the bus stop or shelter you use most often?	Very satisfied	52%	53%	66%
	Somewhat satisfied	17%	36%	27%
	Somewhat dissatisfied	16%	9%	5%
	Very dissatisfied	15%	1%	2%
Usefulness of the rider information posted at the shelters or bus stops?	Very satisfied	51%	60%	67%
	Somewhat satisfied	19%	36%	25%
	Somewhat dissatisfied	12%	3%	6%
	Very dissatisfied	18%	1%	2%
General comfort at the bus stop or shelter?	Very satisfied	41%	39%	46%
	Somewhat satisfied	30%	49%	43%
	Somewhat dissatisfied	19%	10%	9%
	Very dissatisfied	11%	2%	2%

Satisfaction with bus stops and shelters

As was the case with some of the other service ratings, all aspects of bus stops and shelters measured in the follow-up survey (cleanliness, usefulness of information, and general comfort) register more than 60% total satisfaction among those able to provide a positive or negative rating. As with some of the other measurements, there has been a moderate decline in satisfaction with the conditions of the bus stops and shelters. However, the decline was not recent, but occurred between 2004 and 2008. The percent saying they were very satisfied with the cleanliness of the bus stop or shelter was 66% in 2004 but only 53% in 2008. In 2015, it stood at 52%, about the same as in 2008.

Usefulness of rider information posted at the shelters or stops went from 67%, to 60%, to 51% in 2015. It is important to remember that during the same time period, mobile communications had begun to provide a great deal of the information rendering the usefulness of posted information different from what it had been years earlier.

General comfort at the stop or shelter remained reasonably constant in terms of those saying they were very satisfied. It was 39% in 2008, and 41% in 2015. The primary difference between 2008 and 2015 was that in 2008 49% said they were somewhat satisfied, but that declined 30% in 2015.

Figure 63 Satisfaction with sense of personal safety

	While waiting at a transit center?	On the Intercity Transit bus during the day?	On the bus after dark?
Very satisfied	48%	58%	39%
Somewhat satisfied	18%	11%	19%
Neither satisfied nor dissatisfied	6%	4%	5%
Somewhat dissatisfied	15%	10%	17%
Very dissatisfied	12%	17%	11%
No experience with this	1%	0%	8%

Satisfaction with sense of personal safety

As one would expect, the sense of personal safety depends in part on the place and time of day of the setting. The sense of safety on the Intercity Transit bus during the day is quite high, with 58% saying they are very satisfied, and another 11% saying they are somewhat satisfied. Waiting at a transit center receives 48% very satisfied, and 18% somewhat satisfied. The lowest score is for being on the bus after dark, for which only 39% saying they are very satisfied with their sense of personal safety.

It is perhaps of some concern that the sense of personal security on the bus after dark receives a total of 38% dissatisfaction, a figure that would be slightly higher if we removed those that said they had no experience riding at night.

Also of significant concern is that 27% expressed some level of dissatisfaction with their sense of personal safety while waiting at a transit center, or riding on an Intercity Transit bus during the day.

Figure 64 Sense of personal safety, 2004 to 2015

Sense of personal safety

(Source: Follow-up survey)

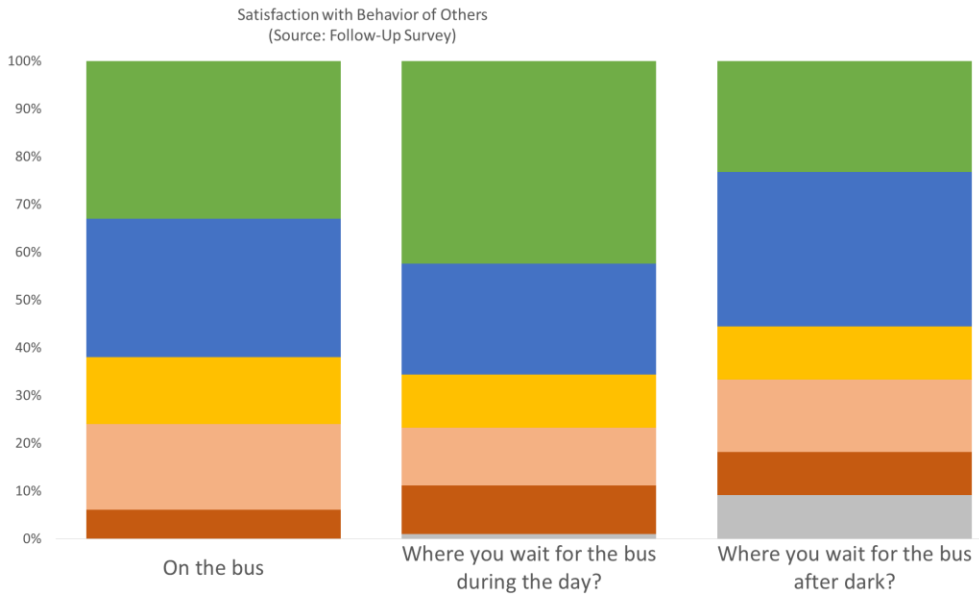
		All riders 2015	All riders 2008	All riders 2004
Your sense of personal safety while waiting at a transit center	Very satisfied	52%	60%	71%
	Somewhat satisfied	19%	34%	25%
	Somewhat dissatisfied	16%	5%	3%
	Very dissatisfied	13%	1%	1%
How satisfied are you with your sense of personal safety on the bus after dark?	Very satisfied	45%	58%	70%
	Somewhat satisfied	22%	34%	25%
	Somewhat dissatisfied	20%	5%	2%
	Very dissatisfied	13%	3%	2%

Sense of personal safety, 2004 to 2015

The sense of personal safety waiting at a transit center or on the bus after dark, like several other aspects of service, has suffered a decline over the course of the three surveys, with the percent saying they are very satisfied declining steadily from 2004 2015 and with the percent indicating dissatisfaction rising rapidly from 2008 to 2015.

It is important to repeat the point that describing these changes does nothing to interpret why they are occurring. It seems doubtful that in any objective sense the security of passengers has declined since 2008. However, that has been a period of considerable cultural change and social controversy. It is impossible, in the survey such as this, to sort out the causal factors underlying these changes. It is likely, in the author's opinion, that the change is primarily a matter of perception and not a new level of actual personal danger. This assertion can, however, be examined empirically, assuming that Intercity Transit retains records of incidents occurring on the buses and at transit centers and stops.

Figure 65 Satisfaction with the behavior of others



	On the bus	Where you wait for the bus during the day?	Where you wait for the bus after dark?
Very satisfied	33%	42%	23%
Somewhat satisfied	29%	23%	32%
Neither satisfied nor dissatisfied	14%	11%	11%
Somewhat dissatisfied	18%	12%	15%
Very dissatisfied	6%	10%	9%
No experience with this	0%	1%	9%

Satisfaction with the behavior of others

Closely related to the perception of personal security is the comfort level people feel with the behavior of others on the bus or while waiting for the bus. Again we see the pattern that the concerns greater after dark. While 42% indicate they are very satisfied with the behavior of others where they wait for the bus during the day, only 23% expressed that level of satisfaction concerning where they wait for the bus after dark.

For the most part people say they are very satisfied (33%) or somewhat satisfied (29%) with the behavior of others on the Intercity Transit buses.[5]

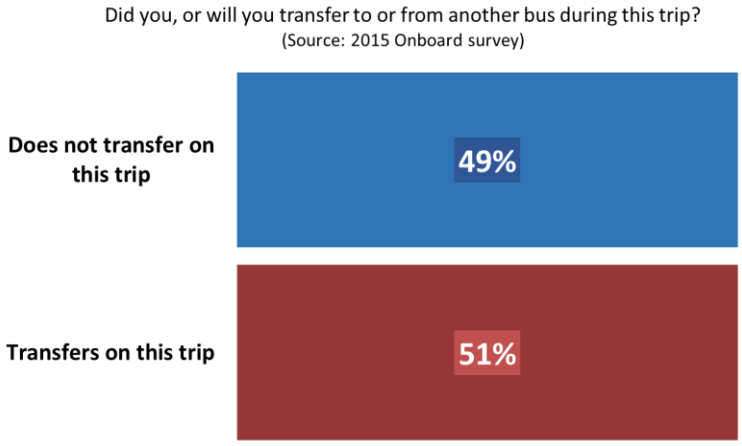
[5] The questions used in earlier surveys are significantly different from the 2015 approach. For that reason, an inter-year comparison is not provided in this case.

Transferring

In this study, which uniquely combines an onboard and a follow-up survey, the two methods can sometimes provide answers that vary because of difference in wording of the question and difference in the data collection methods. For most items in the survey such differences are minor. For transferring they are more significant because transferring is so fundamental to the operation of a transit system.

In the onboard, self-administered survey, riders were asked a yes/no question, "Did you or will you transfer to or from another bus during this trip?" In answer, 49% said they did not transfer on this trip, while 51% said they had transferred or would "…make one or more transfers on this trip."

Figure 66 Transferring on "This trip"



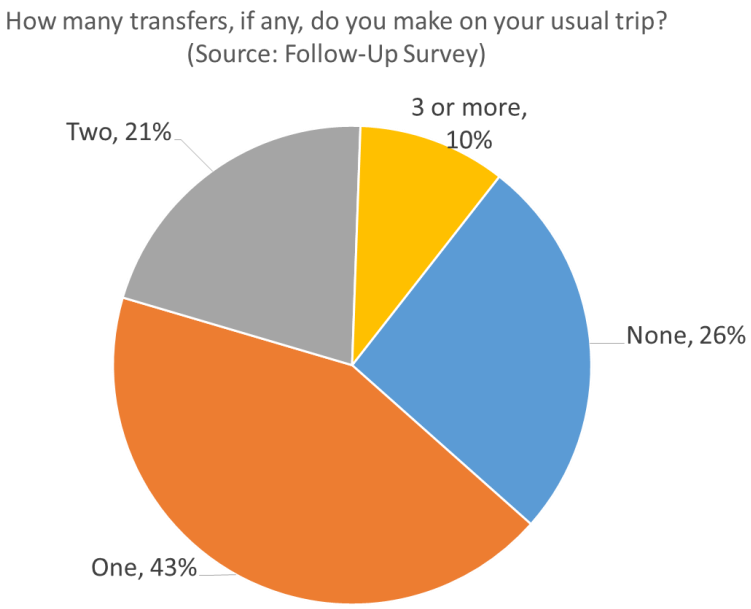
In the follow-up survey conducted by telephone and online, the sample of 404 riders who were not randomly selected but who volunteered to participate in a follow-up interview, were asked a somewhat different question because time had elapsed and they could not reasonably be expected to remember the precise trip on which they had been surveyed, and because we were interested in a broader picture involving the "usual trip" as opposed to "this trip." They were asked: "How many transfers, if any, do you make on your usual trip?" They were given the response options or none, one, two, three or more. Thus, the sampling method, the manner of questioning, and the usual trip vs the current trip all differ. For those reasons we expect the responses to differ.

In case of the follow-up survey, then, the responses were that on the *usual trip,* 26% of the riders make no transfer at all, while 43% make one, 21% make two, and 10% make three or more transfers.

How should we think about this? The onboard sample asking the direct question about *this trip* is robust and accurate for *this trip* and should be considered the system norm: 51% transfer on their trips and 49% do not.

The follow-up survey data are useful for a different purpose. They allow us to approximate the proportion of riders that make one, two, or more transfers among those who do transfer. And they allow us to examine where they transfer and what their perceptions are of those transfer locations.

Figure 67 Transferring



Transferring

Most Intercity Transit riders interviewed during the follow-up survey said they transfer at least once (43%), while others transfer twice (21%) and still others transfer three or more times (10%) on their usual trips.

Those who transfer were asked whether they transferred at a bus stop or a transit center:

- 61% said they transfer at a transfer center,
- 17% said they transfer at a regular bus stop,
- 22% said they use both for transfers.

Those who indicated that they use a transfer center or that they use both bus stops and transit centers were asked which transit center they use most often. Almost two thirds (64%) of those transferring at a transit center said they use the Olympia Transit Center in downtown Olympia. The next most common transfer point was the Lacey Transit Center, with 27% of the transfer center riders.

Figure 68 Transit centers used, as a percent of those who transfer and do so at a transit center

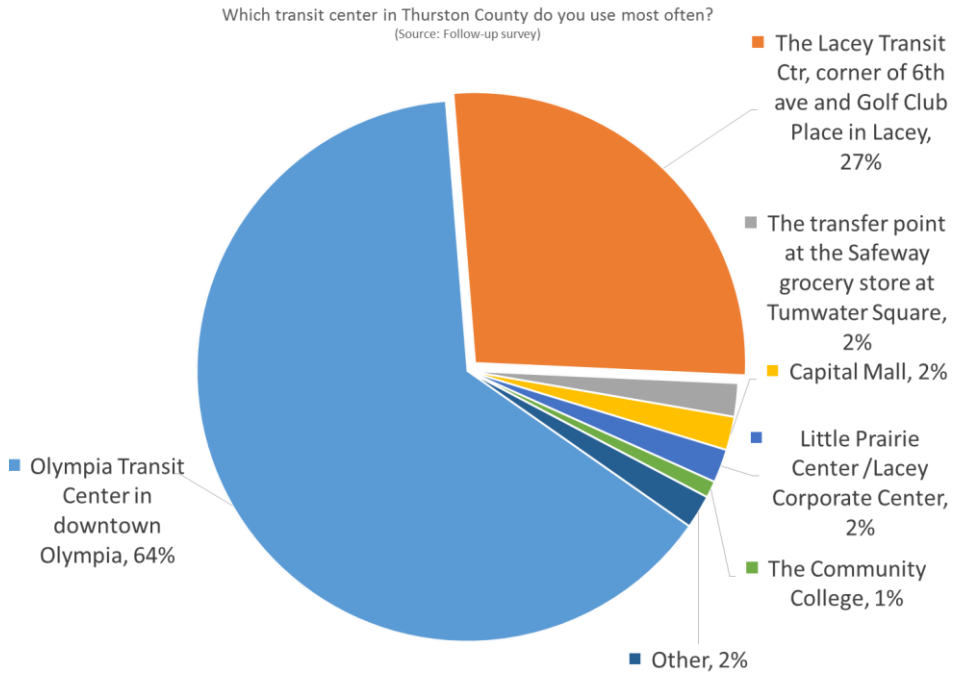
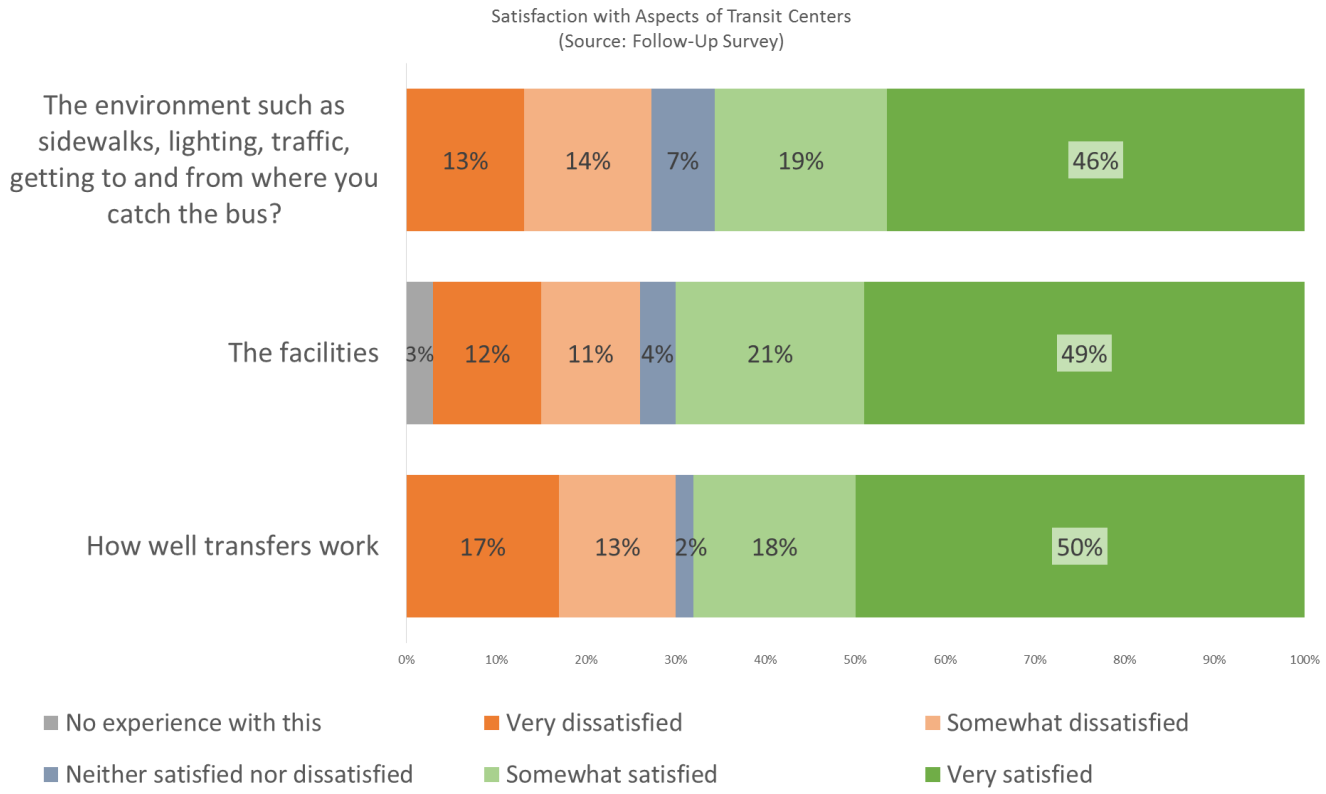


Figure 69 Satisfaction with the transit centers



Satisfaction with the transit centers

Those who said they transfer at transit centers were asked about the environment, the facilities, and the functioning of the transfers at those centers. Strong majorities in each case indicated that they were either very or somewhat satisfied with the transit centers. For example, a total of 68% said that they were very or somewhat satisfied with the way transfers work. Similarly, 70% said that they were somewhat or very satisfied with the facilities, and 65% said they were satisfied with the environment in the area of the transit center.

There was however, some dissatisfaction. For example, 17% said they were very dissatisfied with the way transfers work, and another 13% were somewhat dissatisfied, for a total of 30%. A total of 27% indicated dissatisfaction with the environment near the transit center, and 23% with the facilities themselves at the transit center.

Figure 70 Rating of Transit Centers

Which transit center in Thurston County do you use most often?

		Olympia	Lacey	Other
26. How satisfied are you with how well the transfer connections work there?	Very dissatisfied	19%	13%	12%
	Somewhat dissatisfied	14%	12%	12%
	Neither satisfied nor dissatisfied	2%	0%	12%
	Somewhat satisfied	16%	18%	32%
	Very satisfied	49%	58%	32%
27. How satisfied are you with the facilities at that location?	Very dissatisfied	14%	7%	16%
	Somewhat dissatisfied	15%	5%	8%
	Neither satisfied nor dissatisfied	2%	10%	3%
	Somewhat satisfied	22%	16%	39%
	Very satisfied	47%	62%	34%
28. How satisfied are you with the environment at or near the facility such as sidewalks, lighting, traffic, getting to and from where you catch the bus?	Very dissatisfied	15%	10%	11%
	Somewhat dissatisfied	16%	11%	14%
	Neither satisfied nor dissatisfied	6%	6%	16%
	Somewhat satisfied	19%	16%	29%
	Very satisfied	44%	57%	29%

Rating of Transit Centers

In Figure 70 the satisfaction ratings are broken down by the transit center most often used by the riders. As we have seen, most use the transit center in downtown Olympia or the center in Lacey. Several other transfer points are used by too few people to list them separately, and for that reason they are grouped as "other." (Specific, verbatim suggestions made by riders for changes in the transfer centers are provided in **Error! Reference source not found.**, starting on page **Error! Bookmark not defined.**.)

All of the transit centers have large majorities indicating that people are somewhat or very satisfied with them. For example, a total of 65% indicate they are somewhat or very satisfied the way transfer connections work at the Olympia transit center. Similarly large majorities are satisfied with the facilities, and the nearby environment. However, perhaps because it is the most used of the centers, and thus serves more patrons than the other centers and on more occasions, with more opportunities for things to go wrong, the Olympia transit center also receives the highest proportion of riders who express some dissatisfaction.

It would make things simpler if only one of the three elements riders were asked about showed negative scores. For example, if the negativity were focused on the *facilities* at a given transit center, then Intercity Transit could focus on conditions at that facility. However, the negativity seems generalized. If a rider is dissatisfied with the facilities, he or she is also dissatisfied with the environment and the way transfers work. And this seems generalized to all of the centers. This implies that it is simply the process of transferring that is underlying the dissatisfaction, rather than any particular characteristic of the transit center itself.

Riders with consistently negative ratings.

We have noted at several points in this report that while most aspects of service receive positive ratings, there appears to be a tendency, new in 2015 for there to be a core of riders who give negative ratings. This varies from roughly 15% to roughly 25% depending on the aspect of service. A negativity indicator was computed based on the frequency with which a respondent gave negative ratings. The indicator scores are: 0 = No negative ratings; 1 = One negative rating; 2 = From 2 to 11 negative ratings.

The distribution of scores is:

- Positive: No negative ratings: 55%
- Slightly negative: One negative rating: 20%
- Negative: Two or more ratings: 25%

Some findings

Differences among these three levels ranging from positive to negative are relatively small, but revealing.

- While all three levels include more riders who consider themselves "White" than any other group, those giving two or more negative ratings are somewhat more likely (34%) than the other two levels to be of minority descent. Both the no-negative and the one-negative groups are 27% minority. The primary differentiation is among African-American riders and others (12%) compared to those with no negatives (8%) and those with only one negative (7%).
- Those with either one negative score or more than one negative scores are more likely to be in the age group 16-24 (49% and 47% respectively) than those with no negatives (39%) and less likely to be older than 45.
- Those with two or more negative scores are less likely to live in Olympia (55%) and more likely to live in Lacey or Tumwater (36%). This compares to those with no negatives living in Olympia (60%) and Lacey or Tumwater (29%) and those with only one negative living in Olympia (64%) and Lacey or Tumwater (28%)
- Those with two or more negative ratings are also:
    - More likely to be employed (60%) compared to those with no negatives (50%) and those with only one negative (55%).
    - Less likely to have a car available for their trip (41%) compared to those with no negatives (37%) and those with only one negative (33%).
    - Somewhat more likely to be employed students (19%) compared to those with no negatives (12%) and those with only one negative (15%).
    - If they are students, they are somewhat more likely to attend SPCC (34%) compared to those with no negatives (29%) and those with only one negative (28%).
    - More likely to be intensive six or seven day users rather than using transit less often (49%) compared to those with no negatives (39%) and those with only one negative (43%).
    - Unexpectedly, are less likely to make a transfer during their trip (39%) compared to those with no negatives (51%) and those with only one negative (52%).

Introduction to a quadrant chart method of displaying service improvement priorities

Prioritizing areas for service improvement is a major operational challenge for a transit system. Manipulating survey data from passengers to try to divine their priorities is similarly a tricky proposition. The figure on the following page presents one approach to that task.

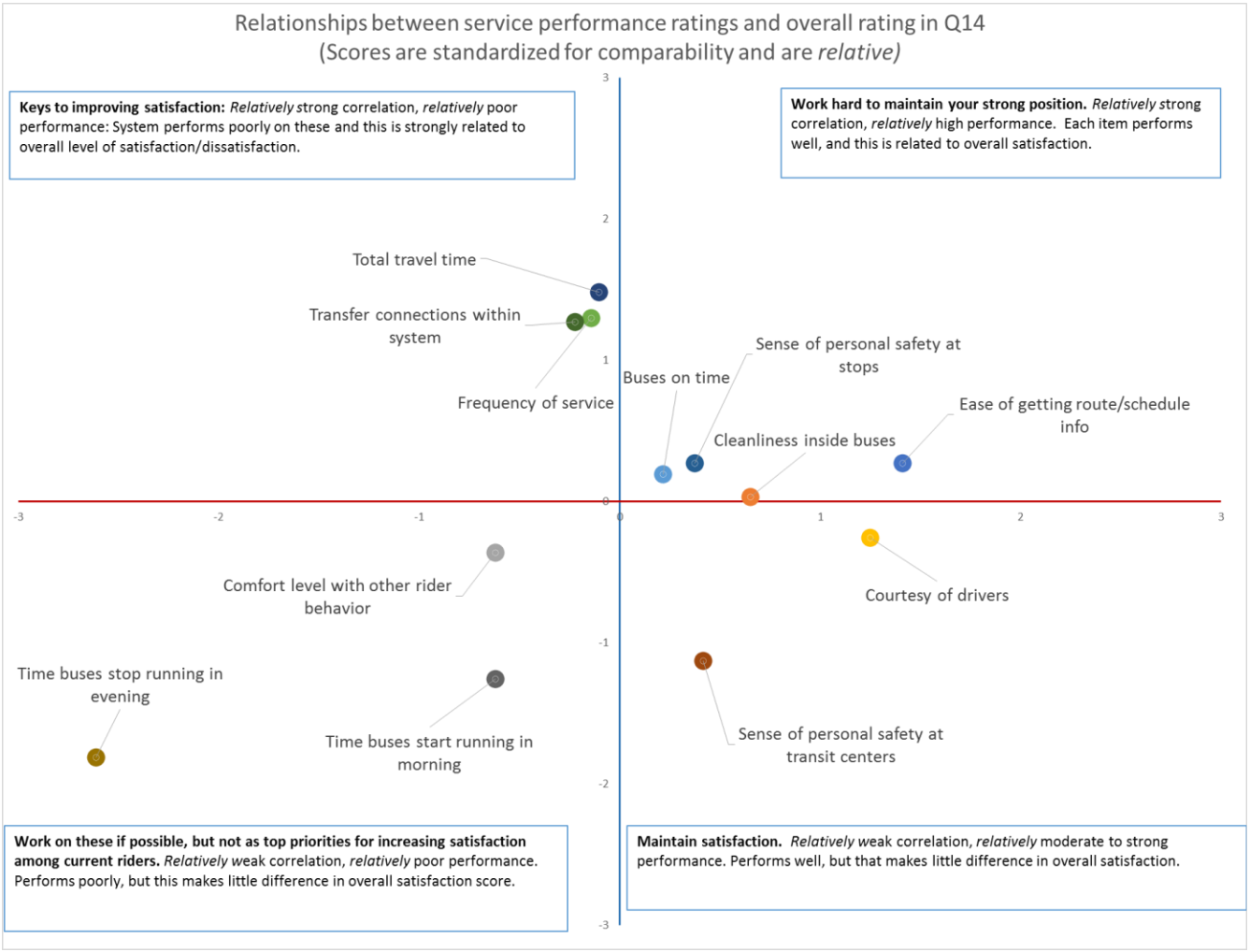
The concept of the chart is this. The satisfaction questions include one rating of service "overall" and a series of many ratings of individual elements of service. The key objective of the chart is to combine the individual rating of each element of service and the relationship of each element to the overall rating. The intent is to answer the question: "How important is each element, like driver courtesy or frequency of service (etc.) to the passengers' rating of service overall?" and thus "What actions should the administration take with respect to each element of service?"

A coefficient of correlation can vary from -1 to +1, and is generally a decimal number such as .23 or -.67 etc. The rating scores are all positive and vary from 1 – 5. Because these are such different numbers in absolute terms the only realistic way to compare them is to *standardize* them. To *standardize* scores simply means to *relativize* them with respect to each other so that they can be compared on a common basis. That is, they are converted to a new measurement of how relatively high or relatively low they are. Thus the resulting chart is not a chart of absolute scores on each service but a combination of how well a service was rated relative to other services, and how strongly that rating is associated with the overall rating of service.

The resulting chart contains four quadrants:

Correlation of each service rating with the rating of overall service		
Relatively High	**Keys to improving satisfaction:** *Relatively* poor performance on these services compared to others and this is related to overall level of satisfaction. Performance here hurts overall rating.	**Maintain your strong position.** Each item performs *relatively* well compared to other items, and is significantly related to overall satisfaction.
Relatively Low	**Work on this if possible, but not as top priority for increasing satisfaction among current riders.** *Relatively* poor performance but that makes little difference in overall satisfaction score. Riders would be happier with improvement.	**Maintain satisfaction.** Performance of this service is well rated *relative* to other services, but that makes little difference in overall satisfaction.
	Service performance rating	
	Relatively Low	**Relatively High**

Figure 71 Relationship of individual aspects of service and overall rating



Relationship of individual aspects of service to overall rating

The upper right quadrant in Figure 71 indicates the services that are relatively strong, and are relatively strongly related to the overall rating of service. In other words, these elements contribute in a positive way to the overall rating of intercity transit services. These include the ease of obtaining route and schedule information, cleanliness inside the buses, a sense of personal safety at bus stops, and buses operating on time. The latter is interesting in that in many similar studies on-time performance appears as a relative weakness not as a relative strength.

In the lower right quadrant are aspects of service that are relatively well rated, but which are relatively weakly correlated with the overall rating. These include the courtesy of the bus operators ("drivers") and the sense of personal safety at the transit centers. The fact that a sense of personal safety at transit centers appears in this quadrant does not mean it is unimportant to people. It means simply that it is taken as a given. If it were seen as a problem by substantial numbers of riders it would be more likely to appear in the upper left quadrant because it is such a fundamental aspect of using transit.

In the lower left quadrant appear those elements that are scored very poorly relative to others, but that are not strongly related to the overall rating as measured by the specific question regarding how riders rate Intercity Transit overall. The fact that the time buses stop running in the evening appears in this quadrant is surprising because when riders were asked the two most important elements of service to improve, the service aspect with the greatest number of mentions was service later in the evening. It is therefore paradoxical to find that the correlation between the score and the overall service score is relatively low compared to scores that appear in the upper left quadrant. This apparently means that while riders would much prefer to have service later in the evening, they have learned to live with service as it is and in terms of their daily utilization of Intercity Transit, other aspects such as frequency of service, transfer connections, and total travel time have a greater impact on their overall opinion of service than does the time at which service stops running.

Also appearing in this lower left quadrant is the measurement of the time buses start running in the morning. Again this means that it is relatively low scoring, but is also relatively unimportant in determining the overall level of satisfaction with Intercity Transit service. Taken, however, with the fact that the time buses stop running in the evening is also in this quadrant, means that what the ridership as a whole is really telling us, is that they would prefer an expanded span of service, morning and evening (although especially evening).

It is unusual to find such a contrast between the elements that are considered most important to improve, and the elements which appear in the lower left quadrant of this kind of chart. That this occurs here points out that riders learn to use a transit service within a certain set of parameters or span of service and coverage. Within those parameters, daily operational matters such as total travel time and frequency of service are the critical determinants of their satisfaction level in the short term. In the longer term, however, changing the parameters of service by lengthening the span of service would undoubtedly substantially increase their satisfaction.

In the upper left quadrant appear the daily concerns of the typical rider. How long does it take me to get to my destination? How well will my transfer connections work? When will my next bus arrive? All of these are relatively strongly associated with overall satisfaction. All of these are, in the case of Intercity Transit, near the midpoint of satisfaction, indicating that people are not highly dissatisfied with these, but that they are less satisfied with these than they are with services appearing to the right of vertical midpoint.

The fact that there are no services at the extreme left of the upper left quadrant suggests that riders in general are satisfied with Intercity Transit service. We have certainly seen this in several of the other charts measuring customer satisfaction. Typically, substantial majorities of the riders have given satisfactory scores on all aspects of service. That fact is reflected in this quadrant chart.

Appendix A: Questionnaires

Onboard Questionnaire
Follow-up telephone and online questionnaire

Please tell Intercity Transit how to better serve you!

Please answer the questions on this card.
If you also provide name and phone number, we will call you to ask more detailed questions in a short survey.
The information is entirely confidential and will be used only for Intercity Transit's research purposes.

Print first Name: _____
Print last name: _____
Phone #: ( ) ___ ___ ___ – ___ ___ ___ ___
Is this a: 1 ☐ cell phone or 2 ☐ a regular landline phone

e-mail address: _____

1. Where did you get on the first bus on this trip?
1 ☐ Olympia 2 ☐ Lacey 3 ☐ Tumwater 4 ☐ Yelm 5 ☐ Thurston County
6 ☐ Tacoma 7 ☐ Lakewood 8 ☐ Other _____
Major Street: _____
Circle one if needed: NE SE NW SW Other: _____
Cross Street: _____
Circle one if needed: NE SE NW SW Other: _____
Landmark: _____

2. Did you, or will you, transfer to or from another bus during this trip?
1 ☐ No transfer on this trip 2 ☐ Yes, I make one or more transfers on this trip

2a. If you transfer on this trip, what transit system(s) do you transfer to or from?
1 ☐ Other Intercity Transit Bus - Which route number(s)? #_____
2 ☐ Grays Harbor Transit 3 ☐ Mason Transit 4 ☐ Pierce Transit 5 ☐ Sound Transit

3. Where will you get off this bus *(or, if you transfer, your final bus)* **on this trip?**
1 ☐ Olympia 2 ☐ Lacey 3 ☐ Tumwater 4 ☐ Yelm 5 ☐ Thurston County
6 ☐ Tacoma 7 ☐ Lakewood 8 ☐ Other _____
Major Street: _____
Circle one if needed: NE SE NW SW Other: _____
Cross Street: _____
Circle one if needed: NE SE NW SW Other: _____
Landmark: _____

4. What is the main purpose of your trip today? *(Circle one)*:
1 ☐ Work 2 ☐ School 3 ☐ Shopping/Personal Business
4 ☐ Recreation/Visit 5 ☐ Medical/Dental 6 ☐ Other: _____

5. How did you pay the fare on this or the first Intercity Transit bus you used on this trip?
(circle one)
1 ☐ $1.25 Cash fare 2 ☐ 50¢ Reduced Cash Fare 3 ☐ $1.25 Ticket
4 ☐ $2.50 Day Pass 5 ☐ $1 Reduced Day Pass 6 ☐ $36 Adult Monthly Pass
7 ☐ $15 Youth or Reduced Monthly Pass 8 ☐ $90 Express Monthly Pass
9 ☐ $37.50 Reduced Monthly Express Pass 10 ☐ GoPass/City of Olympia
11 ☐ Star Pass 12 ☐ TESC Pass 13 ☐ SPSCC Pass
14 ☐ TRPC Pass 15 ☐ Thurston Co. Pass
16 ☐ Other: _____

6. Including today, in the past 7 days, how many days have you ridden on an Intercity Transit bus?
(circle one): 1 2 3 4 5 6 7

7. In what year did you begin using Intercity Transit buses? *(circle one)*:
2006 or earlier 2007 2008 2009 2010 2011 2012 2013 2014 2015

8. Which one description describes you best?
1 ☐ Employed for pay outside your home 2 ☐ Employed for pay inside your home
3 ☐ A student only 4 ☐ Employed AND a student
5 ☐ A homemaker 6 ☐ Homemaker and employed
7 ☐ Unemployed 8 ☐ Retired

9. If you are a student, where do you attend school?
1 ☐ Evergreen State 2 ☐ South Puget Sound Community College
3 ☐ St Martin's University 4 ☐ A middle school 5 ☐ A high school

10. In what city or area do you live and what is your home zip code? *(circle one)*:
1 ☐ Olympia 2 ☐ Lacey 3 ☐ Tumwater 4 ☐ Yelm 5 ☐ Thurston County
6 ☐ Tacoma 7 ☐ Lakewood 8 ☐ Other _____
Zip Code _____

11. In what city do you work or attend school (if you are employed or are a student) and what is the zip code at that location? *(circle one)*:
1 ☐ Olympia 2 ☐ Lacey 3 ☐ Tumwater 4 ☐ Yelm 5 ☐ Thurston County
6 ☐ Tacoma 7 ☐ Lakewood 8 ☐ Other _____
Zip Code _____

12. Are you an employee of the State of Washington? 1 ☐ Yes 2 ☐ No

13. Which reason best describes why you use Intercity Transit?
1 ☐ You have no vehicle 2 ☐ You have a vehicle but choose to use Intercity Transit
3 ☐ Other: _____

Please turn the survey over and complete the questions on the back. ➡

Please tell Intercity Transit how to better serve you!

14. For each of the following criteria, please rate Intercity Transit between 1 and 5. *(Circle choice)*	Very Poor ☹				Excellent ☺
a. Total travel time for your bus trip	1	2	3	4	5
b. Buses running on-time	1	2	3	4	5
c. Courtesy of drivers	1	2	3	4	5
d. Frequency of service	1	2	3	4	5
e. Time buses start running in morning	1	2	3	4	5
f. Time buses stop running in evening	1	2	3	4	5
g. Transfer connections between Intercity Transit buses	1	2	3	4	5
h. Cleanliness inside buses	1	2	3	4	5
i. Comfort level with behavior of other people on Intercity Transit buses	1	2	3	4	5
j. Sense of personal safety at regular transit stops	1	2	3	4	5
k. Sense of personal safety at transit centers	1	2	3	4	5
l. Ease of getting route/schedule information	1	2	3	4	5
m. Overall Rating of Intercity Transit	1	2	3	4	5

15. Of all the aspects of service listed above in a – l, which are the two most important for Intercity Transit to improve?

Most important: _____ Next most important: _____

16. Do you carry a mobile phone?

1 ☐ No – no mobile phone 2 ☐ Yes – conventional cell phone
3 ☐ Yes – a smartphone with Internet access

17. (If a smartphone) Do you use your smartphone to access Intercity Transit information?

1 ☐ Yes 2 ☐ No

18. Would you like to receive alerts on your phone about disruptions of Intercity service?

1 ☐ Yes 2 ☐ No

19. If "Yes," would you want to get them as …

Text messages? 1 ☐ Yes 2 ☐ No **Email?** 1 ☐ Yes 2 ☐ No
Facebook posts? 1 ☐ Yes 2 ☐ No **Twitter?** 1 ☐ Yes 2 ☐ No

20. In the past four weeks, how often, if at all, have you used each of these for Intercity Transit information?	Not at all	Used, but less than once a week	Used about once a week	Use more often than once a week
The printed Transit Guide – *(Paper schedules and transit map)*	☐	☐	☐	☐
Telephoned Intercity Transit	☐	☐	☐	☐
Intercity Transit website	☐	☐	☐	☐
Information at bus stops or transit center	☐	☐	☐	☐
Google trip planner	☐	☐	☐	☐
"One Bus Away" app	☐	☐	☐	☐
Another app	☐	☐	☐	☐

Which app? _____

21. How many licensed drivers live in your household?

0 None 1 2 3 4 5 or more

22. How many cars or other motor vehicles are owned or leased by your household?

0 None 1 2 3 4 5 or more

23. Including you, how many people, including children and adults, live in your household?

1 2 3 4 5 or more

24. How old are you? _____ years old

25. Are you male or female? 1 ☐ Male 2 ☐ Female 3 ☐ Transgender

26. Are you of Hispanic/Latino descent? 1 ☐ Yes 2 ☐ No

27. Do you think of yourself as *(Mark all that apply)…*

1 ☐ African-American/Black 2 ☐ Asian 3 ☐ Hispanic
4 ☐ White 5 ☐ Native American Indian or Alaska Native
6 ☐ Other: _____

27. What language do you most often speak at home or with family?

1 ☐ English 2 ☐ Spanish 3 ☐ Vietnamese
4 ☐ Cambodian 5 ☐ Korean 6 ☐ Other: _____

28. How well do you speak English?

1 ☐ Very well 2 ☐ Well 3 ☐ Not well 4 ☐ Not at all

30. What is your total annual household income?

1 ☐ Less than $10,000 2 ☐ $10,000 to $14,999 3 ☐ $15,000 to $19,999
4 ☐ $20,000 to $24,999 5 ☐ $25,000 to $34,999 6 ☐ $35,000 to $49,999
7 ☐ $50,000 to $74,999 8 ☐ $75,000 to $100,000 9 ☐ More than $100,000

COMMENTS: _____

Intercity Transit Survey On-Board Follow-up Questionnaire, 2015

FROM THE SAMPLE, CAPTURE:

- THE 5 DIGIT SERIAL NUMBER __ __ __ __ __

AND

- 10 DIGIT PHONE NUMBER _ _ _ - _ _ _ -_ _ _ _

Hello, I am calling about a survey for Intercity Transit. My name is …… with Opinion Access Corporation. Last … (day of week) you completed a questionnaire on an Intercity Transit bus on Tuesday, and were kind enough to volunteer to go through a follow up survey with us. So first, thank you very much for volunteering to participate.

Before we start, I just need to check one thing. Are you an employee of Intercity Transit?

Yes – TERMINATE
No -- CONTINUE

1. Note whether landline or cell
   1. Landline
   2. Cell

1a. Do you use a cell phone?

(1) Yes (a)
(2) No (Q2)

(a) Am I speaking to you on a cell phone now?

(1) Yes → Are you in a place that is safe to talk, or are you driving or in an unsafe location? (If not in safe place or if driving – arrange call back)
(2) No → Thank you. May I call you again later?

1. Yes
2. No

RECORD GENDER FROM NAME & VOICE 1 Male 2 Female

INCIDENCE, AWARENESS / UNAIDED NAME IDENTIFICATION

2 We originally contacted you on the bus, but when you travel locally in the Olympia area or Thurston County area, do you most often go by bus, by car, or do you walk or ride a bike?

(1) Car
(2) Bus
(3) Walk
(4) Bike
(5) Taxi
(6) Social services agencies vehicle (such as the Agency on Aging) (a)
(7) Refused [TERMINATE]

(a) Which agency would that be? _____

3 How long does your usual trip by Intercity Transit bus take, in minutes? _____

4 How long do you think it would take by car? _____

RIDER RETENTION

5 **[ASK IF IN ORIGINAL SURVEY, Q8 = 1 or 4 and Q12=2]** Does your employer help pay for your bus fare?
(1) Yes
(2) No
(3) (VOL) NOW DENIES BEING EMPLOYED
(4) Not sure

6 Are you a licensed driver?
(1) Yes
(2) No
(3) Refused

7 How many vehicles, including any provided by an employer, are available for you and others ~~drivers~~ in your household?
0 (8)
1 2 3 4 5+ (9)

8 [ASK THIS VERSION IF NO VEHICLES, 0 IN Q7] Some people ride the bus for many years, but other people ride the bus for a few years and then prefer to switch to using a car when they can. Would you prefer to keep using the bus even if you could get a car, or would you prefer to switch to a car when you could?
(1) Keep using the bus (10)
(2) Switch to a car (10)
(3) Not sure (10)
(4) Could not drive due to a disability (10)
(5) Other:
(a) _____ (Q10)

9 [ASK THIS VERSION IF 1 OR MORE VEHICLES IN Q7] Some people who have a car ride the bus for many years anyway, but other people ride the bus for only a few years and then prefer to switch to using their car all the time. Which of these describes you … would you prefer to keep using the bus, or would you prefer to switch to a car when you could?
(1) Keep using the bus (10)
(2) Switch to a car (10)
(3) Not sure (10)
(4) Could not drive due to a disability (10)
(5) Other:
(a) _____ (Q10)

	How satisfied are you with each of the following aspects of Intercity Transit service? Incidentally, If I ask you about an aspect of service you have not used, just tell me that.	Very satisfied	Some what satis-fied	Neither satisfied nor dis-satisfied Not sure how to rate	Somewh at dis-satisfied	Very dis-satisfied	No exper-ience with this aspect of service
10	Frequency of service on weekdays?	5	4	3	2	1	6
11	Frequency of service on Saturdays?	5	4	3	2	1	6
12	Frequency of service on Sundays?	5	4	3	2	1	6
13	The time the route starts on weekday mornings	5	4	3	2	1	6
14	The time the route starts on Saturday mornings	5	4	3	2	1	6
15	The time the route starts on Sunday mornings	5	4	3	2	1	6
16	The dependability of your bus being on time at your stop, not coming late or leaving early	5	4	3	2	1	6
17	Total travel time for your usual bus trip	5	4	3	2	1	6
[IF 1 OR 2 IN Q17, ASK: How many minutes do you feel would be reasonable for this trip?							
18	How satisfied are you with the time the bus stops running in the evening?	5	4	3	2	1	6
19	**[IF 1 OR 2 IN Q18, ASK]:** Why is this a concern? Is it a matter of getting to or from work, or shopping or another reason?						
20	The cleanliness of the bus stop or shelter you most often use	5	4	3	2	1	6
21	How satisfied are you with the usefulness of the rider information posted at the bus stops and shelters?	5	4	3	2	1	6
22	The general comfort at the bus stop or shelter	5	4	3	2	1	6
23	How many transfers, if any, do you make on your usual trip?	0 (none)	1	2	3 or more		
[IF 1 OR MORE TRANSFERS IN Q23, ASK Q24 THROUGH Q29] [IF 0 IN Q23, SKIP TO Q30							
24	Do you usually transfer at a transfer center, or at a regular bus stop?	1 = Transfer center		2 = regular bus stop	3= Both		

25 Which transit center in Thurston County do you use most often RESPONSES)?	1 Olympia Transit Ctr in down-town Olympia	2 The Lacey Transit Ctr, corner of 6th ave and Golf Club place in Lacey	3 The transfer point at the Safeway grocery store at Tumwater Square	4 Capital Mall	5 Little Prairie Center /Lacey Corporate Center	6 The Com-munity College	(VOL) None of these – does not use a transit center
	7 = Other. [IF OTHER, SPECIFY:]						
26 How satisfied are you with how well the transfer connections work there?	5	4	3	2	1	6	
27 How satisfied are you with the facilities at that location?	5	4	3	2	1	6	
28 How satisfied are you with the environment at or near the facility such as sidewalks, lighting, traffic, getting to and from where you catch the bus?	5	4	3	2	1	6	
29 What one improvement would you most like to see at this facility?							
30 Your sense of personal safety while waiting at a transit center	5	4	3	2	1	6	
31 Regarding your own sense of personal safety, how satisfied are you with your sense of personal safety on the Intercity Transit bus during the day?	5	4	3	2	1	6	
32 How satisfied are you with your sense of personal safety on the bus after dark?	5	4	3	2	1	6	
33 How satisfied are you with the behavior of other people on the bus?	5	4	3	2	1	6	
34 How satisfied are you with the behavior of other people where you wait for the bus during the day?	5	4	3	2	1	6	
35 How satisfied are you with the behavior of other people where you wait for the bus after dark?	5	4	3	2	1	6	

36 How did you get to your first Intercity Transit bus stop on this trip?

(1) Walk (37)
(2) Bike (38)
(3) Drove (38)
(4) Dropped off (38)
(5) Transferred from other bus system (38)

37 How many minutes does that walk take? ____

38 Intercity Transit could make bus trips faster if they have *fewer* bus stops by spacing them a farther apart, but that would mean you have to walk farther to your bus stop. Or they could add *more bus stops* so you would have a shorter walk to your stop, but the trip itself would be slower because of more stops. If you had to choose one of these, which would you choose? (Read responses)
- (1) Fewer stops, longer walk, faster trip (39)
- (2) More stops, shorter walk, slower trip (40)
- (3) Not sure (39 and 40)

39 How many more minutes would be acceptable for the longer walk to the stop? ___ (41)

40 How many more minutes would be acceptable for the slower trip? ___ (41)

41 Which of the following do you *most often* use for information about using Intercity Transit?
- (1) The printed Transit Guide (45)
- (2) The Intercity Transit website (42)
- (3) The Customer Service line (43)
- (4) A smartphone app (44)
- (5) Asking driver (45)
- (6) (VOL) Not sure (45)

42 When you go to the Intercity Transit website, are you more often using a smartphone or a computer to get to it?
- (1) Smartphone (45)
- (2) Computer (45)
- (3) (VOL) Both equally (45)
- (4) (VOL) Not sure (45)

43 When you call Intercity Transit customer service, are you most often calling from a cell phone or from a traditional home or office phone? (45)
- (1) Cellphone/smartphone/mobile phone (45)
- (2) Traditional home or office phone (45)
- (3) (VOL) Both equally (45)
- (4) (VOL) Not sure (45)

44 Which smartphone app do you use most often?
- (1) One Bus Away
- (2) Or another app?
  - (a) Specify: _____

45 In the past year, have you used the Intercity Transit Guide book?
- (1) Yes
- (2) No
- (3) Not familiar with it
- (4) (VOL) Not sure

Appendix B: Transfer Centers – Changes suggested by riders

25. Which transit center in Thurston County do you use most often	29. What one improvement would you most like to see at this facility?
Capital Mall	A cover area where 20th Ave meets Cotter Point
Capital Mall	Cleaning the bus
Capital Mall	Nicer security - they kicked me off the property while 8 months pregnant waiting for my ride
Little Prairie Center /Lacey Corporate Center	Earlier pick up time
Little Prairie Center /Lacey Corporate Center	Everything is fine
Little Prairie Center /Lacey Corporate Center	Less homeless
Little Prairie Center /Lacey Corporate Center	The bus run until midnight
Olympia Transit Ctr in downtown Olympia	A cover smoking area
Olympia Transit Ctr in downtown Olympia	A light to cross the streets
Olympia Transit Ctr in downtown Olympia	A light to cross the streets
Olympia Transit Ctr in downtown Olympia	Add another bathroom
Olympia Transit Ctr in downtown Olympia	Bathroom accessibility
Olympia Transit Ctr in downtown Olympia	Bathroom after the office closes
Olympia Transit Ctr in downtown Olympia	Bathroom for public at the lacey transit center. A coffee stand would make you a lot of money.
Olympia Transit Ctr in downtown Olympia	Be sure all attendants are friendly
Olympia Transit Ctr in downtown Olympia	Being on time and later routes so I could get home safe
Olympia Transit Ctr in downtown Olympia	Better lighting at the express stop
Olympia Transit Ctr in downtown Olympia	Better security that aren't so rude
Olympia Transit Ctr in downtown Olympia	Better security, guards should be on duty before riders arrive in morning
Olympia Transit Ctr in downtown Olympia	Bicycle riding on the side walk
Olympia Transit Ctr in downtown Olympia	Bigger signs to guide where each stop is located
Olympia Transit Ctr in downtown Olympia	Bring back the bike racks tools to be able to fix the bikes
Olympia Transit Ctr in downtown Olympia	Buses that run later
Olympia Transit Ctr in downtown Olympia	Can't think of any
Olympia Transit Ctr in downtown Olympia	Can't think of anything at the moment
Olympia Transit Ctr in downtown Olympia	Chairs are too cold
Olympia Transit Ctr in downtown Olympia	Change the racks on the ceiling
Olympia Transit Ctr in downtown Olympia	Cleaner bathrooms
Olympia Transit Ctr in downtown Olympia	Cleaner bathrooms

25. Which transit center in Thurston County do you use most often	29. What one improvement would you most like to see at this facility?
Olympia Transit Ctr in downtown Olympia	Cleaner restrooms
Olympia Transit Ctr in downtown Olympia	Cleaner/newer restrooms maintained much more regularly
Olympia Transit Ctr in downtown Olympia	Cleanliness
Olympia Transit Ctr in downtown Olympia	Cleanliness
Olympia Transit Ctr in downtown Olympia	Clearer signs because they are not really visible
Olympia Transit Ctr in downtown Olympia	Covers from the rain
Olympia Transit Ctr in downtown Olympia	Customer service center open later. When taking bus in evening, no access to restrooms or info if n
Olympia Transit Ctr in downtown Olympia	Direct buses to Capital Mall from Lacey and Tumwater
Olympia Transit Ctr in downtown Olympia	Don't permit people who smell like alcohol or look like they're on drugs ride the bus.
Olympia Transit Ctr in downtown Olympia	Earlier weekend morning busses
Olympia Transit Ctr in downtown Olympia	Easier to travel to other county
Olympia Transit Ctr in downtown Olympia	Everything is fine
Olympia Transit Ctr in downtown Olympia	Everything is under control
Olympia Transit Ctr in downtown Olympia	Fix the streets on the left side of the transit center
Olympia Transit Ctr in downtown Olympia	Flexible hours throughout the night
Olympia Transit Ctr in downtown Olympia	For the office to stay open later and busses to run more and quicker routes
Olympia Transit Ctr in downtown Olympia	Gentle lighting
Olympia Transit Ctr in downtown Olympia	Have availability at night
Olympia Transit Ctr in downtown Olympia	Have bus #13 run a little more instead every hour in the evening
Olympia Transit Ctr in downtown Olympia	Have cushions on the concrete benches
Olympia Transit Ctr in downtown Olympia	Have more buses and have coffee
Olympia Transit Ctr in downtown Olympia	Have the bus 64 add more routes from the down town station
Olympia Transit Ctr in downtown Olympia	Have the buses on time
Olympia Transit Ctr in downtown Olympia	Have the office open earlier on weekends
Olympia Transit Ctr in downtown Olympia	Having it open past 7:00 pm
Olympia Transit Ctr in downtown Olympia	I like for the 60 bus to come more often because it takes people to medical places. It usually takes too long, it only comes every half hour.
Olympia Transit Ctr in downtown Olympia	I like to see the buses run later
Olympia Transit Ctr in downtown Olympia	I really can't think of anything right now.

25. Which transit center in Thurston County do you use most often	29. What one improvement would you most like to see at this facility?
Olympia Transit Ctr in downtown Olympia	I'd like to be able to walk across the lawn without passing through a crowd of creepy people
Olympia Transit Ctr in downtown Olympia	Internal restructure, like ticket booths need to be cleaner
Olympia Transit Ctr in downtown Olympia	It's very good
Olympia Transit Ctr in downtown Olympia	Later bus route
Olympia Transit Ctr in downtown Olympia	Less drug use near transit station
Olympia Transit Ctr in downtown Olympia	Less gang bangers
Olympia Transit Ctr in downtown Olympia	Less homeless people
Olympia Transit Ctr in downtown Olympia	Less homeless people
Olympia Transit Ctr in downtown Olympia	Less loitering surrounding transit center
Olympia Transit Ctr in downtown Olympia	Less panhandlers
Olympia Transit Ctr in downtown Olympia	Less waiting time.
Olympia Transit Ctr in downtown Olympia	Longer running buses at night and earlier in the morning
Olympia Transit Ctr in downtown Olympia	Mainly in the 94 bus
Olympia Transit Ctr in downtown Olympia	Men's bathrooms smell very bad. I wish that you had more services like Evergreen
Olympia Transit Ctr in downtown Olympia	Monthly bus passes to be laminated
Olympia Transit Ctr in downtown Olympia	More bathrooms
Olympia Transit Ctr in downtown Olympia	More bathrooms
Olympia Transit Ctr in downtown Olympia	More bathrooms and snack machine
Olympia Transit Ctr in downtown Olympia	More bike racks
Olympia Transit Ctr in downtown Olympia	More bike racks for bikes
Olympia Transit Ctr in downtown Olympia	More customer service
Olympia Transit Ctr in downtown Olympia	More hours
Olympia Transit Ctr in downtown Olympia	More light on the side walk
Olympia Transit Ctr in downtown Olympia	More lights and more buses running at night
Olympia Transit Ctr in downtown Olympia	More lights by stop m
Olympia Transit Ctr in downtown Olympia	More public bathrooms open 24 hours
Olympia Transit Ctr in downtown Olympia	More public rest rooms available
Olympia Transit Ctr in downtown Olympia	More public restrooms open later in the evening
Olympia Transit Ctr in downtown Olympia	More safer

25. Which transit center in Thurston County do you use most often	29. What one improvement would you most like to see at this facility?
Olympia Transit Ctr in downtown Olympia	More security
Olympia Transit Ctr in downtown Olympia	More security
Olympia Transit Ctr in downtown Olympia	More security for bikes
Olympia Transit Ctr in downtown Olympia	More service on the weekends
Olympia Transit Ctr in downtown Olympia	More street lights
Olympia Transit Ctr in downtown Olympia	More water fountains would be lovely
Olympia Transit Ctr in downtown Olympia	Move the smoking section further away
Olympia Transit Ctr in downtown Olympia	No longer reducing the amount of soliciting
Olympia Transit Ctr in downtown Olympia	Non-unsavory characters would be nice.
Olympia Transit Ctr in downtown Olympia	Nothing. Intercity Transit is great the way it is now.
Olympia Transit Ctr in downtown Olympia	On a personal level I would like the drivers to be friendly
Olympia Transit Ctr in downtown Olympia	Open later
Olympia Transit Ctr in downtown Olympia	People not littering around
Olympia Transit Ctr in downtown Olympia	Probably less fights
Olympia Transit Ctr in downtown Olympia	Real time arrivals and departures for all routes/services
Olympia Transit Ctr in downtown Olympia	Restroom open after 7 p.m.
Olympia Transit Ctr in downtown Olympia	Restrooms outside for when the building is closed.
Olympia Transit Ctr in downtown Olympia	Route 64 should run more often
Olympia Transit Ctr in downtown Olympia	Safer smoking area
Olympia Transit Ctr in downtown Olympia	Safety
Olympia Transit Ctr in downtown Olympia	Safety and cleanliness
Olympia Transit Ctr in downtown Olympia	Sometimes there's a lot kids riding skateboarding
Olympia Transit Ctr in downtown Olympia	The 62 and 44 are not covered
Olympia Transit Ctr in downtown Olympia	The access to the dining area
Olympia Transit Ctr in downtown Olympia	The bathroom to be cleaner
Olympia Transit Ctr in downtown Olympia	The bathrooms smell bad
Olympia Transit Ctr in downtown Olympia	The bus not to take so long
Olympia Transit Ctr in downtown Olympia	The cleanliness and be on time
Olympia Transit Ctr in downtown Olympia	The facilities are good
Olympia Transit Ctr in downtown Olympia	The heating lamps reactivated, sometimes it works and sometimes it won't work

25. Which transit center in Thurston County do you use most often	29. What one improvement would you most like to see at this facility?
Olympia Transit Ctr in downtown Olympia	The homeless people hanging out at the bus stop
Olympia Transit Ctr in downtown Olympia	The homeless people need to go
Olympia Transit Ctr in downtown Olympia	The information about the facility at the facility
Olympia Transit Ctr in downtown Olympia	The most part is the bus, they are running a little later than the bus 43
Olympia Transit Ctr in downtown Olympia	The only problem with the bus system is that it won't go closer to the other county but is it ok.
Olympia Transit Ctr in downtown Olympia	The realtime arrival info light board signs
Olympia Transit Ctr in downtown Olympia	The remodel start
Olympia Transit Ctr in downtown Olympia	The residence next to the property, they are causing problems
Olympia Transit Ctr in downtown Olympia	The security office to stay late for better security
Olympia Transit Ctr in downtown Olympia	The security there has not improved but everything there is the same
Olympia Transit Ctr in downtown Olympia	They need more benches to sit in
Olympia Transit Ctr in downtown Olympia	Transfers aren't timed well. The last inbound 620 almost never connects successfully
Olympia Transit Ctr in downtown Olympia	Trash around Seattle and Tacoma stops at the transit
Olympia Transit Ctr in downtown Olympia	Vending machines
Olympia Transit Ctr in downtown Olympia	Warmer seating material
Olympia Transit Ctr in downtown Olympia	When it snows keeping side walk clean where there is snow so I don't have to walk around the outside near the bus stops
Olympia Transit Ctr in downtown Olympia	Work on the curbs
Other transit center	Better schedule coordination with meeting sound transit bus to/from Seattle.
Other transit center	Bus to run a little bit later
Other transit center	Clean better
Other transit center	More availability for service animals
Other transit center	More covered seating, shelter from the rain, especially at the Capital Mall. Covered seating on rural stops
Other transit center	More safety for women and children
Other transit center	New time tables
Other transit center	Public restrooms
Other transit center	Some more shelter
Safeway grocery store at Tumwater Square	At Tumwater square the crowding is very unsafe

25. Which transit center in Thurston County do you use most often	29. What one improvement would you most like to see at this facility?
Safeway grocery store at Tumwater Square	Better pick up service on the trash
Safeway grocery store at Tumwater Square	Better transfer connections
Safeway grocery store at Tumwater Square	Cleanliness
Safeway grocery store at Tumwater Square	Have the wood benches
Safeway grocery store at Tumwater Square	I wish a crossroad with lighting was placed so that driver can see people walking in the night time
The Community College	It's fine just how it is
The Community College	Pick up litter more often.
The Community College	Route 42 running a bit later and also on weekends
The Community College	The transfer time, the time I get to get from one place or the other
The Lacey Transit Ctr	A bathroom
The Lacey Transit Ctr	A change machine
The Lacey Transit Ctr	A cross walk between Fred Myer
The Lacey Transit Ctr	A few more buses in the mornings on weekdays
The Lacey Transit Ctr	Better restrooms
The Lacey Transit Ctr	Bike ride
The Lacey Transit Ctr	Bus arrival on time
The Lacey Transit Ctr	Can't think of anything
The Lacey Transit Ctr	Can't think of anything right now
The Lacey Transit Ctr	Check and replace lights
The Lacey Transit Ctr	Cleaner and revamped restrooms
The Lacey Transit Ctr	Cleanliness
The Lacey Transit Ctr	Cleanliness of the restroom
The Lacey Transit Ctr	Education about when buses will come/ bus communication. I have missed a connection more than once
The Lacey Transit Ctr	For the security to pay more attention
The Lacey Transit Ctr	General cleanliness of the bathrooms
The Lacey Transit Ctr	Have earlier south bound busses on weekends only
The Lacey Transit Ctr	Have more time schedules
The Lacey Transit Ctr	I would say the homelessness
The Lacey Transit Ctr	It's pretty good I don't know

25. Which transit center in Thurston County do you use most often	29. What one improvement would you most like to see at this facility?
The Lacey Transit Ctr	Later bus routes
The Lacey Transit Ctr	Later buses going to west Olympia
The Lacey Transit Ctr	Less people smoking
The Lacey Transit Ctr	Love to see Lacey at the mall
The Lacey Transit Ctr	Make the time between stops 10 minutes
The Lacey Transit Ctr	More bathroom
The Lacey Transit Ctr	More bathrooms
The Lacey Transit Ctr	More cover space from rain
The Lacey Transit Ctr	More lighting
The Lacey Transit Ctr	More security
The Lacey Transit Ctr	More security
The Lacey Transit Ctr	More than one restroom, sometimes you cannot use the restroom and get on the bus in time so you have to wait
The Lacey Transit Ctr	No suggestions at this point.
The Lacey Transit Ctr	Pay phones not working
The Lacey Transit Ctr	Serve coffee
The Lacey Transit Ctr	Some heat from the cold. Especially at night when waiting for transfers to get home. Also customer service
The Lacey Transit Ctr	Some of the busses to be every half hour like the 64 and the 60 bus
The Lacey Transit Ctr	That the bus is not always late
The Lacey Transit Ctr	The bathroom needs to be improved
The Lacey Transit Ctr	The bus takes its time but to leave it's too fast
The Lacey Transit Ctr	The bus to start a little bit earlier
The Lacey Transit Ctr	The sign to say unisex
The Lacey Transit Ctr	Wish the bus connections did not have to wait so long

Appendix C: Comments of riders (Under separate cover)