



Executive Summary

TUCSON TRANSIT ON BOARD ORIGIN AND DESTINATION SURVEY

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Executive Summary

In October 2004, the City of Tucson conducted an On Board Origin and Destination Survey of the passengers on the fixed route transit services in Tucson, Arizona. The survey included the City of Tucson transit system Sun Tran; University of Arizona campus transit system Cat Tran; and City of Tucson Inner City Express Transit (TICET) downtown transit service. The purpose of the survey was to collect data on the regional travel patterns and demographics of transit riders as part of the City of Tucson Department of Transportation's Alternatives Analysis study for a Major Transit Investment Study (MTIS).

Objectives

There are three primary objectives for the On Board Survey:

- To assess regional transit travel patterns to assist in more accurately predicting transit patronage as part of the Alternatives Analysis study,
- To provide information about transit travel patterns and demographics of riders and
- To research market information on the opinions of riders about the transit services provided.

Survey Design

The 2004 On Board Origin and Destination Survey consisted of 24 questions designed to identify transit passengers' travel patterns, travel habits, and demographics. The survey was printed on 11" x 17" card stock and Z-folded to create a survey 11" x 5.7." The front panel of the survey instrument announced the purpose and sponsors for the survey in both English and Spanish. Respondents were given the option to volunteer the rider's name, telephone number, age and gender in order to participate in additional telephone market surveys. The second and third panels were the 24 survey questions in English. On the reverse side of the survey instrument, the 24 questions were provided in Spanish. A mail back coupon was also provided to simplify mail returns. The design of the survey instrument and the use of color helped make the survey easier for the respondent to read. A copy of the survey instrument (in reduced size) is provided as an attachment to this report.

Sampling Methodology

The Tucson On Board Origin and Destination Survey was not a census, but rather a sampling of passengers to achieve defined statistical objectives. The sample of bus trips to be surveyed was stratified by transit operator (Sun Tran, Cat Tran and TICET) and by route type for Sun Tran.

Sun Tran operates four types of routes. Three route types are local routes and include: Radial routes serving the central city in a pattern like the spokes of a wheel; Connectivity routes that provide crosstown service and connections between routes; and Feeder routes that serve a collector function and take passengers primarily from neighborhoods to transit centers or major bus destinations. The fourth type of Sun Tran route is the Express. Express routes operate

primarily in the morning and afternoon peak periods to take commuters from park and ride lots and major residential areas to and from employment centers. For Sun Tran routes with sufficiently large ridership, the survey was also stratified by route or group of routes.

Additional strata included the Cat Tran route group serving the University of Arizona and the TICET route group in downtown Tucson. With the exception of Sun Tran Express routes, each stratum was sampled to gather data with distribution across time of day and direction. Sun Tran Express routes were sampled for the AM, peak direction travel. Each stratum was sampled with the goal of collecting a sufficient number of valid surveys for each stratum to achieve a desired confidence level and margin of error. Supplemental intercept surveys were conducted at transit centers. Surveyors talked with transit riders waiting for a bus at each of the three Sun Tran transit centers. The purpose of the intercept surveys was to be certain to include riders who might otherwise be disinclined to take a self-administered survey.

Statistical Accuracy of the Survey

A goal of 2,875 valid surveys was set for the on board survey. Based on the expected response rates of 18% for local routes and 51% for express routes, the estimated number of boarding passengers to be surveyed was 16,775. The goals for confidence level and margin of error were:

- Sun Tran system average weekday 95% +/- 2.5%
- Cat Tran system average weekday 90% +/- 5%
- TICET system average weekday 90% +/- 10%
- Goal for System Total 95% +/- 5%

Exhibit 1 reflects the actual (de facto) confidence level and margin of error that was achieved for each transit operator. A total of 5,197 valid surveys were completed by riders - significantly more than the goal of 2,875 surveys. A total of 19,200 boarding passengers were asked to complete a survey. The actual response rate was 26% for Sun Tran local routes, 66% for Sun Tran Express routes, 50% for Cat Tran routes, and 35% for TICET routes. For each transit operator and the system total, the statistical accuracy of the survey exceeded expectations. At each strata level, the statistical accuracy goal was met or surpassed. There was especially high accuracy on major routes. Overall, the results of the survey are accurate at a 95% confidence level with +/- 1.4% margin of error.

Exhibit 1
On Board Origin and Destination Survey
Actual Statistical Accuracy

Transit Operator	Average Weekday Riders	Actual Sample Size	Confidence Level
Sun Tran	57,971	4,374	95% +/- 1.5%
Can Tran	2,725	730	95% +/- 3.6%
TICET	559	93	90% +/- 8.5%
System Total	61,255	5,197	95% +/- 1.4%
Intercept Interviews	219	5,416	

TRIP CHARACTERISTICS

This section presents data profiling the trip characteristics of fixed route transit riders in 2004. Questions on trip characteristics were asked with regard to the rider's current trip. Information about origins and destinations for transit trips provide the necessary data to establish travel patterns.

Trip Origin

Forty-eight percent of weekday Sun Tran riders began their trips at home. The second and third most common trip origins were work (19%) and school (12%). Nearly all (91%) Sun Tran Express riders originated the trip at home (only AM Express trips were surveyed).

Exhibit 2
Origin Trip Purpose
For Sun Tran Routes

Origin	Radial	Connect	Feeder	Express	Sun Tran Total
Work	20%	19%	14%	8%	19%
Medical	3%	2%	4%	--	3%
School	13%	12%	15%	--	12%
Church/Social/Personal	3%	3%	4%	--	3%
Shopping	3%	4%	3%	--	3%
College/University	5%	6%	1%	--	5%
Home	47%	49%	53%	91%	48%
Other	6%	6%	7%	1%	6%

Variations in percent total +/- 100% due to rounding.

Fifty-five percent of Cat Tran riders began the trip at home, and 28% started from the University. In the case of TICET, 48% began the trip at home, 18% started at school and 19% specified "other" as the origin.

Exhibit 3
Origin Trip Purpose
For All Systems

Origin	Sun Tran Total	Cat Tran	TICET	Total All Systems
Work	19%	9%	6%	19%
Medical	3%	2%	1%	3%
School	12%	5%	18%	12%
Church/Social/Personal	3%	0%	--	3%
Shopping	3%	--	2%	3%
College/University	5%	28%	6%	6%
Home	48%	55%	48%	48%
Other	6%	1%	19%	6%

Variations in percent total +/- 100% due to rounding.

Trip Destination

About 36% of Sun Tran weekday riders ended their trips at home. The second most common trip destination was work (24%). Ten percent of Sun Tran riders were going to school. As only AM trips were surveyed, nearly all (90%) of Express riders were destined for work and 6% were destined for college or university.

**Exhibit 4
Destination Trip Purpose
For Sun Tran Routes**

Destination	Radial	Connect	Feeder	Express	Sun Tran Total
Work	24%	22%	18%	90%	24%
Medical	4%	3%	5%	1%	4%
School	9%	12%	16%	2%	10%
Church/Social/Personal	5%	4%	7%	--	5%
Shopping	6%	7%	6%	0%	6%
College/University	4%	5%	1%	6%	4%
Home	37%	37%	33%	--	36%
Other	11%	10%	14%	1%	11%

Variations in percent total +/- 100% due to rounding.

Fifty-five percent of Cat Tran riders were going to the University and 10% were going to school. Fifteen percent of Cat Tran riders were going to work and the same percent were going home. In the case of TICET, 46% of riders were going to work, 15% were going home and 28% specified “other” as the destination.

**Exhibit 5
Destination Trip Purpose
For All Systems**

Destination	Sun Tran Total	Cat Tran	TICET	Total All Systems
Work	24%	15%	46%	24%
Medical	4%	2%	1%	4%
School	10%	10%	2%	10%
Church/Social/Personal	5%	0%	1%	5%
Shopping	6%	0%	6%	6%
College/University	4%	55%	1%	6%
Home	36%	15%	15%	35%
Other	11%	3%	28%	10%

Variations in percent total +/- 100% due to rounding.

ACCESS AND EGRESS

This section presents data profiling the access and egress characteristics of fixed route transit riders in 2004. The modes of access and egress are important in predicting patronage for different transit investments for the future. Questions on access and egress were asked with regard to the rider's current trip at the time of the survey.

Access to First Bus

The majority (87%) of weekday riders accessed the bus by walking to the bus stop. Sun Tran Express routes reflected the highest percent (18%) of drop offs at the bus stop. A high percent of riders on Cat Tran (40%), Sun Tran Express (39%), and TICET (26%) drove and parked near the location where they boarded the bus. The largest percent of riders who bicycled to the bus stop was on Sun Tran Express routes (5%).

Exhibit 6
Access Mode

Route Type	Walked	Dropped Off	Bicycled	Drove & Parked
Radial	89%	6%	3%	2%
Connectivity	90%	5%	2%	2%
Feeder	90%	7%	1%	2%
Express	38%	18%	5%	39%
Sun Tran	89%	6%	3%	2%
Cat Tran	57%	2%	2%	40%
TICET	72%	2%	--	26%
All Systems	87%	6%	3%	4%

Variations in percent total +/- 100% due to rounding.

Riders who walked to the bus stop were asked to provide the distance walked in blocks. The average access walk distance for all systems was 2.1 blocks and ranged from 1.8 blocks for Cat Tran to 3.0 blocks for TICET and Sun Tran Express riders.

Exhibit 7
Access Walk Distance in Blocks

Route Type	Average Distance	Maximum Distance
Radial	2.1	22
Connectivity	1.9	10
Feeder	2.7	40
Express	3.0	20
Sun Tran	2.1	
Cat Tran	1.8	13
TICET	3.0	25
All Systems	2.1	

Minimum distance for all route types: 0.0 blocks.

To capture a profile of transfer patterns, riders were asked to identify the first bus for the trip. Fifty-seven percent of riders were riding the first bus of the day and 38% rode another Sun Tran bus first.

Exhibit 8
What was the FIRST bus you used for THIS TRIP?*

Route Type	This is First Bus	Cat Tran	TICET	Sun Tran	No Response
Radial	56%	1%	0%	41%	2%
Connectivity	62%	0%	0%	35%	3%
Feeder	54%	--	0%	45%	1%
Express	91%	1%	--	7%	1%
Sun Tran	58%	0%	0%	39%	2%
Cat Tran	47%	49%	--	1%	2%
TICET	36%	6%	27%	30%	1%
All Systems	57%	3%	0%	38%	2%

Variations in percent total +/- 100% due to rounding.

Egress from Last Bus

Ninety-two percent of weekday riders egress the bus by walking. The only other relatively large mode of egress was driving for Cat Tran riders (14%).

It is important to note that because only AM Express trips were surveyed, the majority of Express riders egress by walking to their destination rather than by driving or riding with someone as would be expected of PM Express trips. Morning trips are also over-represented for Cat Tran and TICET routes because PM riders tended to refuse a second survey on the same day.

Exhibit 9
Egress Mode

Route Type	Walk	Picked Up	Bicycle	Drive
Radial	93%	3%	3%	2%
Connectivity	91%	4%	3%	2%
Feeder	93%	6%	--	1%
Express	95%	1%	1%	2%
Sun Tran	92%	3%	3%	2%
Cat Tran	85%	1%	1%	14%
TICET	92%	7%	--	1%
System	92%	3%	2%	2%

Variations in percent total +/- 100% due to rounding.

* An empty cell reflects no rider response. A cell with 0% indicates there were rider responses; however, the number of responses was less than 0.5% of the total. This format will continue in the remainder of the report for similar data tables.

On average, riders walked 1.9 blocks from the last bus. The distance walked at the end of the bus trip tended to be less than the distance walked to catch the first bus. For example, Feeder route riders reported an access walk distance of 2.7 blocks and an egress walk distance of 2.1 blocks.

Exhibit 10
Egress Walk Distance in Blocks

Route Type	Average Distance	Maximum Distance
Radial	2.0	33
Connectivity	1.9	15
Feeder	2.1	12
Express	1.8	10
Sun Tran	2.0	
Cat Tran	1.7	10
TICET	1.7	10
All Systems	1.9	

Minimum distance for all route types: 0.0 blocks

Each rider was asked if he or she planned to transfer to another bus on the same trip. Thirty-seven percent of Sun Tran riders and 36% of all riders planned to transfer to another Sun Tran bus on the same trip.

Exhibit 11
Will you transfer to ANOTHER bus on THIS trip?

Route Type	No Transfer	Cat Tran	TICET	Sun Tran	No Response
Radial	61%	0%	0%	38%	1%
Connectivity	62%	0%	--	37%	1%
Feeder	62%	--	--	38%	0%
Express	89%	--	--	11%	--
Sun Tran	61%	0%	0%	37%	1%
Cat Tran	96%	2%	--	1%	1%
TICET	77%	--	12%	10%	--
All Systems	63%	0%	0%	36%	1%

Variations in percent total +/- 100% due to rounding.

DEMOGRAPHIC CHARACTERISTICS

This section presents data profiling the demographic characteristics of fixed route transit riders in the 2004 Origin and Destination Survey. Demographic information includes household size, income and the number of workers in the household. Vehicle availability is also discussed in this section. These demographic characteristics are important in understanding the markets transit serves. The average age and the gender of transit riders are also summarized in this section.

Household Size

Thirty-three percent of weekday riders live in households of four or more persons. Riders on Sun Tran Feeder routes tend to come from larger households than other route types. Sun Tran Express and TICET riders tend to live in smaller households than do other riders using Sun Tran local routes and Cat Tran routes.

Exhibit 12
Household Size

Route Type	One	Two	Three	Four or More	No Response
Radial	21%	24%	18%	33%	4%
Connectivity	22%	27%	18%	30%	2%
Feeder	14%	18%	13%	53%	2%
Express	16%	41%	19%	23%	1%
Sun Tran	21%	25%	18%	33%	3%
Cat Tran	18%	35%	16%	27%	3%
TICET	19%	39%	17%	18%	7%
All Systems	20%	25%	18%	33%	3%

Variations in percent total +/- 100% due to rounding.

Work Outside of the Household

In 2004, 48% of riders reported that two or more persons in the household worked outside of the home. Sun Tran Express, Cat Tran and TICET riders tend to have fewer zero worker households than riders on other Sun Tran local routes.

Exhibit 13
Household Members Working Outside of the House

Route Type	Zero	One	Two	Three	Four or More	No Response
Radial	14%	34%	32%	9%	6%	4%
Connectivity	14%	35%	33%	10%	6%	3%
Feeder	14%	31%	31%	12%	11%	1%
Express	5%	41%	40%	9%	2%	3%
Sun Tran	14%	34%	32%	10%	6%	4%
Cat Tran	9%	28%	36%	11%	11%	4%
TICET	7%	44%	37%	1%	4%	7%
All Systems	14%	34%	32%	10%	7%	4%

Variations in percent total +/- 100% due to rounding.

Total Annual Household Income

In 2004, 65% of Sun Tran riders had total annual household incomes below \$30,000, and 9% earned over \$50,000 annually. Express riders have higher household incomes than riders on other types of Sun Tran routes. Fifteen percent of Express riders had total annual household incomes below \$30,000, and 42% reported incomes over \$50,000.

Exhibit 14
Average Annual Household Income
For Sun Tran Routes

Income	Radial	Connect	Feeder	Express	Sun Tran Total
No Response	13%	13%	12%	14%	13%
Less than \$5,000	20%	17%	20%	2%	19%
\$5,000 - \$9,999	14%	12%	18%	1%	14%
\$10,000 - \$19,999	17%	21%	19%	4%	18%
\$20,000 - \$29,999	14%	15%	8%	8%	14%
\$30,000 - \$39,999	8%	8%	13%	14%	8%
\$40,000 - \$49,999	5%	5%	3%	15%	5%
\$50,000 - \$59,999	3%	3%	3%	8%	3%
\$60,000 - \$74,999	3%	3%	1%	10%	3%
\$75,000 or more	3%	4%	3%	24%	3%

Variations in percent total +/- 100% due to rounding.

Nearly two-thirds (64 %) of weekday riders on all transit systems reported total annual household incomes below \$30,000, and 9% reported annual incomes above \$50,000. TICET riders reported higher household incomes than Sun Tran or Cat Tran. Approximately 20% of TICET riders reported total annual household incomes over \$50,000.

Exhibit 15
Average Annual Household Income
For All Systems

Income	Sun Tran Total	Cat Tran	TICET	All Systems
No Response	13%	12%	14%	13%
Less than \$5,000	19%	19%	21%	19%
\$5,000 - \$9,999	14%	12%	8%	14%
\$10,000 - \$19,999	18%	11%	5%	17%
\$20,000 - \$29,999	14%	10%	5%	14%
\$30,000 - \$39,999	8%	9%	18%	8%
\$40,000 - \$49,999	5%	9%	8%	5%
\$50,000 - \$59,999	3%	6%	11%	3%
\$60,000 - \$74,999	3%	4%	4%	3%
\$75,000 or more	3%	9%	5%	3%

Variations in percent total +/- 100% due to rounding.

Working Motor Vehicles

For all systems, 44% of weekday riders had zero working vehicles available in the household. Nearly a third more (31%) had only one working vehicle in the household. Riders on Sun Tran Express routes and Cat Tran have more working vehicles than riders on other routes.

Exhibit 16
Working Motor Vehicles

Route Type	Zero	One	Two	Three	Four or more
Radial	47%	30%	15%	5%	3%
Connectivity	45%	32%	14%	6%	3%
Feeder	43%	35%	18%	2%	2%
Express	8%	37%	39%	13%	2%
Sun Tran	46%	31%	16%	5%	3%
Cat Tran	9%	37%	27%	15%	12%
TICET	35%	28%	26%	9%	1%
All Systems	44%	31%	16%	5%	4%

Variations in percent total +/- 100% due to rounding.

Vehicle Availability

For Sun Tran and TICET, 80% of riders reported that a private vehicle was not available to make the trip at the time of the survey. However, 68% of Sun Tran Express riders and 44% of Cat Tran riders did have a private vehicle they could have used for the trip.

Exhibit 17
Vehicle Availability

Route Type	Yes	No	No Response
Radial	17%	82%	1%
Connectivity	19%	80%	1%
Feeder	18%	79%	2%
Express	68%	30%	2%
Sun Tran	18%	80%	1%
Cat Tran	44%	52%	4%
TICET	18%	80%	2%
All Systems	19%	79%	1%

Variations in percent total +/- 100% due to rounding.

Age

Survey respondents were given the option to provide information on age and gender. Less than a majority of riders (43%) chose to provide information about age. Of those respondents who did provide age, the average age in 2004 is 30.3 years. Express riders tend to be older than riders on other types of routes are. Cat Tran riders are younger than Sun Tran or TICET riders.

**Exhibit 18
Average Age**

Route Type	Average Age in Years
Radial	30.9
Connectivity	30.2
Feeder	28.4
Express	44.3
Sun Tran	31.1
Cat Tran	23.7
TICET	37.3
All Systems	30.3

Gender

Forty-five percent of riders chose to provide information about gender. Of those respondents who did provide information about gender, 56% were female and 44% were male. Sun Tran Express riders are the only group with a majority of male riders (58%). Cat Tran and TICET riders reported a higher percent of female riders than any type of Sun Tran route.

**Exhibit 19
Gender**

Route Type	Percent Female	Percent Male
Radial	56%	44%
Connectivity	57%	43%
Feeder	52%	48%
Express	42%	58%
Sun Tran	56%	44%
Cat Tran	66%	34%
TICET	64%	36%
All Systems	56%	44%

Method of Fare Payment

The form of fare payment to ride transit is the information that allows the transit operator to estimate average fare and to develop strategies to market services more effectively. Three-quarters of all Sun Tran riders paid the fare by either monthly pass or cash. The monthly pass was the most common form of fare payment (40%), followed by cash (35%). The next most common forms of fare payment were the day pass (8%) and the U-pass (6%).

Exhibit 20
Method of Fare Payment
For Sun Tran Routes

Fare Category	Radial	Connect	Feeder	Express	Sun Tran Total
No Response	3%	2%	1%	4%	3%
Cash Fare	34%	37%	51%	8%	35%
2-Ride Pass	3%	3%	1%	0%	3%
Day Pass	9%	7%	9%	1%	8%
U-Pass (UA or PCC)	5%	9%	2%	10%	6%
Monthly Pass	42%	36%	31%	72%	40%
Quarterly Pass	0%	1%	--	0%	1%
Annual Pass	1%	2%	1%	2%	1%
Stored Value Pass	2%	3%	4%	3%	2%
Sun Tran Dependent	1%	--	--	--	1%
Cat Tran (No Fare)	0%	--	--	--	0%
Cat Tran Shuttle Pass (No Fare)	0%	--	--	--	0%
TICET (No Fare)	0%	--	--	--	0%

Variations in percent total +/- 100% due to rounding.

Fifty-six percent of Cat Tran riders are University of Arizona students and were eligible to ride the Cat Tran routes with student identification (no fare per ride). Another 27% of Cat Tran riders used a courtesy Cat Tran Shuttle Pass (no fare per ride) for people who live within a specified distance of the off-campus park and ride lots.

Fifty-two percent of TICET riders who responded to the survey said they rode TICET without fare and 29% said the form of payment was a monthly pass.

When all three transit systems (Sun Tran, Cat Tran and TICET) are included, the most common forms of fare payment are the monthly pass (38%) and cash fare (34%). The next most common forms of fare payment were the day pass (8%) and the U-pass (6%).

**Exhibit 21
Fare Payment Method
For All Systems**

Fare Category	Sun Tran Total	Cat Tran	TICET	Total All Systems
No Response	3%	5%	7%	3%
Cash Fare	35%	1%	6%	34%
2-Ride Pass	3%	--	2%	3%
Day Pass	8%	0%	1%	8%
U-Pass (UA or PCC)	6%	5%	--	6%
Monthly Pass	40%	1%	29%	38%
Quarterly Pass	1%	0%	--	0%
Annual Pass	1%	4%	--	1%
Stored Value Pass	2%	--	2%	2%
Sun Tran Dependent	1%	0%	1%	1%
Cat Tran (No Fare)	0%	56%	--	2%
Cat Tran Shuttle Pass (No fare)	0%	27%	--	1%
TICET (No Fare)	0%	0%	52%	1%

Variations in percent total +/- 100% due to rounding.

CUSTOMER SATISFACTION

Another objective of the On Board Origin and Destination Survey is to learn the opinions of riders about the transit services provided. To capture customer satisfaction information, each transit rider was asked, “Do you AGREE or DISAGREE” with each of six statements.

On Time Performance

The first statement was to judge customer satisfaction with on-time performance. For all systems, 65% of riders agreed or strongly agreed that transit services operate on time. Twenty-two percent of riders disagreed or strongly disagreed that services operate on time. The remainder of survey respondents had no opinion or did not provide an answer.

About 64% of riders on Sun Tran routes agreed or strongly agreed that services operate on time; 88% of Cat Tran riders agreed or strongly agreed; and 62% of TICET riders agreed or strongly agreed.

**Exhibit 22
Do you AGREE or DISAGREE? Transit Services Operate On Time**

Route Type	Strongly Agree	Agree	No Opinion*	Disagree	Strongly Disagree
Radial	13%	51%	15%	17%	4%
Connectivity	11%	51%	13%	20%	4%
Feeder	13%	55%	15%	14%	4%
Express	14%	61%	8%	15%	1%
Sun Tran	12%	52%	14%	18%	4%
Cat Tran	33%	55%	8%	5%	--
TICET	23%	49%	9%	17%	1%
All Systems	13%	52%	14%	18%	4%

*Variations in percent total +/- 100% due to rounding.
* No Opinion includes "No Response" answers to the question.*

Safe When Riding the Bus

Riders were asked, “Do you agree or disagree with the statement: I feel safe when riding the bus.” For all systems, 76% of riders agreed or strongly agreed that he/she felt safe when riding the bus. Seven percent of riders disagreed and 2% strongly disagreed with the statement. The remainder of survey respondents had no opinion or did not provide an answer.

Seventy-five percent of Sun Tran riders agreed or strongly agreed with the statement “I feel safe when riding the bus”; 93% of Cat Tran riders agreed or strongly agreed; and 91% of TICET riders agreed or strongly agreed.

Exhibit 23

Do you AGREE or DISAGREE? I Feel Safe When Riding the Bus

Route Type	Strongly Agree	Agree	No Opinion*	Disagree	Strongly Disagree
Radial	22%	52%	16%	8%	2%
Connectivity	20%	56%	17%	6%	2%
Feeder	23%	54%	15%	7%	2%
Express	26%	60%	7%	5%	1%
Sun Tran	22%	53%	16%	7%	2%
Cat Tran	49%	44%	6%	1%	--
TICET	22%	69%	8%	1%	1%
All Systems	23%	53%	15%	7%	2%

Variations in percent total +/- 100% due to rounding.

** No Opinion includes "No Response" answers to the question.*

Driver Friendliness

The third statement posed to transit riders was “Do you agree or disagree with the statement: Drivers are helpful and friendly.” For all systems, 72% of riders agreed or strongly agreed that drivers are helpful and friendly. Eight percent of riders disagreed and 3% strongly disagreed with the statement. The remainder of survey respondents had no opinion or did not provide an answer.

Seventy-one percent of Sun Tran riders agreed or strongly agreed that drivers are friendly; 90% of Cat Tran riders agreed or strongly agreed; and 85% of TICET riders agreed or strongly agreed.

Exhibit 24

Do you AGREE or DISAGREE? Drivers Are Helpful and Friendly

Route Type	Strongly Agree	Agree	No Opinion*	Disagree	Strongly Disagree
Radial	24%	47%	19%	8%	3%
Connectivity	24%	50%	16%	8%	3%
Feeder	27%	39%	19%	13%	2%
Express	14%	61%	8%	15%	1%
Sun Tran	24%	47%	18%	8%	3%
Cat Tran	53%	37%	8%	1%	--
TICET	34%	51%	12%	2%	1%
All Systems	25%	47%	18%	8%	3%

Variations in percent total +/- 100% due to rounding.

** No Opinion includes "No Response" answers to the question.*

Route/Schedule Information Easy to Use

“Do you agree or disagree: Route/Schedule information is easy to use” was the fourth statement on customer satisfaction. For all systems, 82% of riders agreed or strongly agreed that information about routes and schedules is easy to use. Six percent of riders disagreed and 2% strongly disagreed with the statement. The remainder of survey respondents had no opinion or did not provide an answer.

Eighty-two percent of Sun Tran riders agreed or strongly agreed that route and schedule information is easy to use; 92% of Cat Tran riders agreed or strongly agreed; and 66% of TICET riders agreed or strongly agreed. The only system with a significantly high percent of riders who disagreed with the statement was TICET. Sixteen percent of TICET riders disagreed that route/schedule information is easy to use.

Exhibit 25

Do you AGREE or DISAGREE? Route/Schedule Information Easy to Use

Route Type	Strongly Agree	Agree	No Opinion*	Disagree	Strongly Disagree
Radial	29%	53%	10%	6%	2%
Connectivity	25%	55%	11%	7%	2%
Feeder	32%	55%	10%	2%	1%
Express	25%	56%	11%	6%	2%
Sun Tran	28%	54%	10%	6%	2%
Cat Tran	50%	42%	7%	2%	--
TICET	24%	42%	18%	16%	--
All Systems	29%	53%	11%	6%	2%

Variations in percent total +/- 100% due to rounding.

** No Opinion includes "No Response" answers to the question.*

Buses Clean and Well Maintained

Riders were asked if they agreed or disagreed with the statement “Buses are clean and well maintained.” For all systems, a majority of riders (55%) agreed or strongly agreed that buses are clean and well maintained. Fifty-three percent of Sun Tran riders agreed or strongly agreed that buses are clean and well maintained, and 24% disagreed or strongly disagreed. The remainder of survey respondents had no opinion or did not provide an answer. Generally, riders on Feeder routes were more positive than riders on other routes - 60% of riders on Feeder routes agreed the buses are in good shape. The riders on Express routes were less positive about the condition of buses. While 54% of Express riders agreed or strongly agreed that buses are clean and well maintained, 33% of riders disagreed or strongly disagreed.

Seventy-one percent of TICET riders agreed or strongly agreed that buses are clean and well maintained. Among Cat Tran riders, 92% agreed or strongly agreed that buses are in good shape.

Exhibit 26

Do you AGREE or DISAGREE? Buses Are Clean and Well Maintained

Route Type	Strongly Agree	Agree	No Opinion*	Disagree	Strongly Disagree
Radial	12%	40%	23%	17%	8%
Connectivity	11%	46%	20%	17%	6%
Feeder	19%	41%	18%	15%	5%
Express	8%	46%	13%	22%	11%
Sun Tran	12%	41%	22%	17%	7%
Cat Tran	50%	42%	6%	1%	--
TICET	27%	44%	13%	16%	1%
All Systems	14%	41%	21%	16%	7%

Variations in percent total +/- 100% due to rounding.

** No Opinion includes "No Response" answers to the question.*

Rating Transit Services

The following table provides a summary of the response of riders to the question “Overall, how do you rate the transit service you are riding today?” For all systems, 68% of all riders rated transit service as good or very good. Sixty-seven percent of all Sun Tran riders rated the service as very good or good. Only 5% of riders rated Sun Tran routes as poor or very poor. Twenty-five percent of riders rated Sun Tran service as fair. The highest Sun Tran ratings were reported for Express routes. Good or very good ratings were reported by 81% of Express riders. Feeder routes rated the highest percent of the very good rating. Thirty-two percent of the survey respondents on Feeder routes rated the service as very good.

The riders of Cat Tran routes gave the service high ratings. In total, 90% of Cat Tran riders rated the service as good or very good. Only 6% of riders rated Cat Tran service as fair, and the number of poor or very poor ratings were not enough to measure.

TICET riders gave a 79% good or very good rating to the service. Another 15% rated the service as fair. No survey respondent on a TICET route rated service below fair.

Exhibit 27

Rating of Transit Service by Riders

Route Type	Very Good	Good	Fair	Poor	Very Poor	No Response
Radial	25%	42%	25%	3%	1%	4%
Connectivity	23%	45%	25%	4%	1%	2%
Feeder	32%	39%	20%	5%	2%	2%
Express	25%	56%	9%	6%	2%	2%
Sun Tran	25%	42%	25%	4%	1%	3%
Cat Tran	45%	45%	6%	0%	0%	4%
TICET	33%	46%	15%	--	--	6%
All Systems	26%	42%	24%	3%	1%	3%

Variations in percent total +/- 100% due to rounding.



2004 CUSTOMER SURVEY Encuesta Sobre el Cliente 2004

STEER US IN THE RIGHT DIRECTION!

You can help us plan transit services for the Tucson area by answering each of the following questions. Please tell us about the bus or shuttle trip you are making now.

HOW ARE WE DOING?

We hope you will also tell us what you think about the transit services you use. Your opinion is important to us, so please also answer the questions on the last panel.

THANKS FOR YOUR HELP!

Please complete this survey and drop it into the return box by the door of the bus OR fold to show the return address, moisten and press to seal and mail to us. The postage is already paid. If you are willing to answer some additional questions for a Sun Tran Customer Satisfaction Survey, please enter your name and local telephone number below.

¡GUÉENOS EN LA DIRECCIÓN CORRECTA!

Usted puede ayudarnos a planear los servicios de tránsito en el área de Tucson contestando cada una de las preguntas siguientes. Por favor, díganos acerca del viaje en autobús o en transporte interno que usted hace ahora.

¿CÓMO LE ESTAMOS SIRVIENDO?

Esperamos que también nos diga lo que piensa sobre los servicios de tránsito que usted utiliza. Su opinión es importante para nosotros, así es que por favor conteste todas las preguntas de la última sección.

¡GRACIAS POR SU AYUDA!

Por favor complete este cuestionario y deposítelo en la caja de retorno que se encuentra a un lado de la puerta del autobús. O doble la tarjeta para mostrar nuestra dirección, mojando el adhesivo para sellar y enviar la tarjeta por correo. El costo de envío está incluido. Si usted está dispuesto a contestar algunas preguntas adicionales para un Cuestionario de Satisfacción del Cliente de Sun Tran, por favor escriba su nombre y número de teléfono local abajo. **Español al Reverso.**

THANK YOU! ¡MUCHAS GRACIAS!

First name - nombre _____ Last name - apellido _____
 Phone # - número de Teléfono _____ Age - Edad _____ Gender: Sex: male masculino female femenino

Please tell us about the ONE-WAY trip to the place where you are going NOW!

Please print clearly as in the example: **A B 1 2 3** Mark box with: **X**

Where did you COME FROM? Mark One

- Work School Shopping College/University Home
 Medical Social/Church/Personal Other _____

What is the address or location of the place you CAME FROM?

Name the address OR the cross streets of the nearest corner.

Address _____

Cross Streets _____

In the City of _____ Zip Code if known _____

What is the name of the PLACE or BUILDING you came FROM?

_____ Example: LIBRARY

How did you GET FROM that place to the FIRST bus you used for this trip?

- Walked _____ Blocks Bicycled
 Dropped off by someone Drove my car and parked

What was the FIRST bus you used for THIS TRIP?

- This is my first bus on this trip. Cat Tran TICET
 I transferred from Sun Tran Route _____ Please give the bus route #

Where did you GET ON the bus you are riding now? Location of the bus stop.

Name the cross streets of the nearest corner OR name of the transit center or park and ride.

Cross Streets _____

Transit center or park and ride _____

Where will you GET OFF the bus you are riding now? Location of the bus stop.

Name the cross streets of the nearest corner OR name of the transit center or park and ride.

Cross Streets _____

Transit center or park and ride _____

Will you transfer to ANOTHER bus on THIS trip to where you are going NOW?

- No, I will not transfer to another bus. To Cat Tran To TICET
 Yes, I will transfer to Sun Tran Route _____ Please give the bus route #

Where are you GOING TO NOW? Mark One

- Work School Shopping College/University Home
 Medical Social/Church/Personal Other _____

What is the address or location of the place where you are GOING NOW?

Name the address OR the cross streets of the nearest corner.

Address _____

Cross Streets _____

In the City of _____ Zip Code if known _____

What is the name of the PLACE or BUILDING you are GOING TO?

_____ Example: BANK

How will you GET TO the place where you are going NOW from the LAST bus you ride on THIS TRIP?

- Walk _____ Blocks Bicycle
 Picked up by someone Drive

How many working vehicles (autos, trucks, motorcycles) are available in the household where you live or where you stay in the Tucson area?

- 0 1 2 3 4 or more

Could you have used one of these vehicles to make THIS TRIP today instead of riding the bus?

- Yes No

How did you pay for your fare? Mark one

- Cash Fare Monthly Pass Stored Value Pass
 2-Ride Pass Quarterly Pass Sun Tran Dependent Pass
 Day Pass Annual Pass Cat Tran (No Fare)
 U-Pass (UA or PCC) TICET (No Fare) Cat Tran Shuttle Pass

Including yourself, how many people live in the household where you live or where you stay in the Tucson area?

- 1 2 3 4 or more

Including yourself, how many people who live in that household work outside of the house?

- 0 1 2 3 4 or more

What do you estimate was the combined total annual income (before taxes) in 2003 for every one who lives in that household? Mark one

- Below \$5,000 \$20,000 - \$29,999 \$50,000 - \$59,999
 \$5,000 - \$9,999 \$30,000 - \$39,999 \$60,000 - \$74,999
 \$10,000 - \$19,999 \$40,000 - \$49,999 \$75,000 or more

Overall, how do you rate the transit service you are riding today?

- Very Good Good Fair Poor Very Poor

Do you AGREE or DISAGREE with the following statements?

Mark one box for each statement.

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Transit services operate on time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel safe when riding the bus.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drivers are helpful and friendly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Route/Schedule information is easy to see.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buses are clean and well-maintained.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What do you suggest to improve transit services in this area?

Por favor díganos acerca de su viaje de ida al lugar adonde va AHORA!

Por favor escriba claramente en letra de molde como en este ejemplo: **A B 1 2 3** Marque el cuadrillo con una **X**

¿De dónde VINO? Marque Uno

- Del Trabajo De la Escuela De Hacer los Compras Del Colegio/ La Universidad De la Casa
 Del Doctor De una Visita Social/ De la Iglesia/ Personal Otro _____

¿Cuál es la DIRECCIÓN o la LOCALIDAD del lugar de donde VINO?

Escriba la dirección O el cruce de calles de la esquina más cercana.

Dirección _____
Calle 2 Dirección N, S, E, O Nombre de la Calle

Cruce de las Calles _____
Calle 1 Calle 2

En la Ciudad de _____ Zona Postal, si se conoce ésta _____

¿Cómo se llama el LUGAR o el EDIFICIO de DONDE VINO?

ejemplo: **LA BIBLIOTECA**

¿Cómo llegó DE ese lugar al PRIMER autobús que usó para este viaje?

- Caminé _____ * de cuerdas Vine en bicicleta
 Alguien me trajo en su vehículo Estadóné mi automóvil y caminé

¿Cuál fue el PRIMER autobús que usted usó para ESTE VIAJE?

- Este es mi primer autobús en este viaje Cat Tran TICET
 Transbordé de una Ruta de Sun Tran _____ Por favor indique el # de la Ruta

¿Desde SE SUBIÓ al autobús en el que va ahora? Ubicación de la parada del autobús.

Darba el cruce de calles a la esquina más cercana O sobre la central de tránsito o al b de Estacion y Abordar.

Cruce de las Calles _____
Calle 1 Calle 2

Sitio de Estacion y Abordar _____

¿Desde SE BAJARÁ USTED del autobús en el que va ahora? Ubicación de la parada del autobús.

Darba el cruce de calles a la esquina más cercana O sobre la central de tránsito o al b de Estacion y Abordar.

Cruce de las Calles _____
Calle 1 Calle 2

Sitio de Estacion y Abordar _____

¿Transbordará a otro autobús en ESTE viaje haciendo o va usted AHORA?

- No, no transbordará a otro autobús Al Cat Tran Al TICET
 Sí, me transbordará a la Ruta de Sun Tran _____ Por favor indique el # de Ruta

¿Hacia adónde va AHORA? Marque Uno

- Al Trabajo A la Escuela A Hacer las Compras Al Colegio/ La Universidad A la Casa
 Al Doctor A una Visita Social/ A la Iglesia/ Personal Otro _____

¿Cuál es la DIRECCIÓN o la UBICACIÓN del lugar al cual VA AHORA?

Escriba la dirección O el cruce de calles de la esquina más cercana.

Dirección _____
Calle 2 Dirección N, S, E, O Nombre de la Calle

Cruce de las Calles _____
Calle 1 Calle 2

En la Ciudad de _____ Zona Postal, si se conoce ésta _____

¿Cómo se llama el LUGAR o el EDIFICIO ADONDE VA?

ejemplo: **EL BANCO**

¿Cómo LLEGARÁ al lugar donde va AHORA desde el ÚLTIMO autobús que abordará en ESTE VIAJE?

- Caminé _____ * de cuerdas Iré en bicicleta
 Alguien me llevará en su vehículo Manejaré

¿Cuántos vehículos operables (autos, camionetas, motocicletas) están disponibles en la casa donde usted vive o donde se está quedando en el área de Tucson?

- 0 1 2 3 4 o más

¿Pudo usted haber usado uno de estos vehículos para hacer ESTE VIAJE hoy en lugar de abordar el autobús?

- Sí No

¿Cómo pagó usted su tarifa? Marque Uno

- Dinero en Efectivo Pase Mensual Pase de Valor Reservado
 Pase de 2 A Bordes Pase Trimestral Pase Dependiente del Sun Tran
 Pase Claro Pase Anual Cat Tran (Sin Tarifa)
 Pase 3 (De la UA o del PCC) TICET (Sin Tarifa) Transporte libre de Cat Tran

¿Incluyéndose usted, cuántas personas viven en la casa donde usted vive o donde se está quedando en el área de Tucson?

- 1 2 3 4 o más

¿Incluyéndose usted, cuántas de las personas que viven en esa casa trabajan fuera del hogar?

- 0 1 2 3 4 o más

¿Cuánto calcula usted que fue el total del ingreso anual combinado (antes de los impuestos) de el año 2003 de todas las personas que viven en su casa? Marque Uno

- Menos de \$5,000 De \$20,000 a \$29,999 De \$50,000 a \$59,999
 De \$5,000 a \$9,999 De \$30,000 a \$39,999 De \$60,000 a \$74,999
 De \$10,000 a \$19,999 De \$40,000 a \$49,999 \$75,000 o más

En general, ¿cómo considera el servicio de tránsito en el cual va hoy?

- Muy Bueno Bueno Regular Malo Muy Malo

¿Está usted DE ACUERDO o NO ESTÁ DE ACUERDO con los siguientes comentarios? Marque un cuadrillo para cada comentario.

	Muy de Acuerdo		De Acuerdo		Ni de Acuerdo ni de Acuerdo	
	5	4	3	2	1	0
Los servicios de tránsito operan a los días.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Me da una sensación buena de los autobuses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Los conductores son muy corteses amigables.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
La información de los autobuses es fácil de entender.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Los autobuses necesitan tiempos y rutas más flexibles.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

¿Qué sugiere usted para mejorar los servicios de tránsito en esta área?



BUSINESS REPLY MAIL
 PERMIT NO. 1000 TUCSON, AZ
 POSTAGE WILL BE PAID BY ADDRESSEE
2004 CUSTOMER TRANSPORT SURVEY
 PO BOX 2544
 TUCSON AZ 85775-0253



Executive Summary

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