



Wake County Transit Systems Customer Survey **SUMMARY REPORT**

June 2016

Prepared by:



Prepared for:



Wake County Transit Systems Customer Survey Summary Report

June 2016

Prepared for:

City of Raleigh/GoRaleigh

in coordination with

GoTriangle

C-Tran

Wolfline

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Executive Summary

Between October 2015 and November 2015, transit providers in Wake County, including GoRaleigh, GoTriangle, C-Tran, and Wolfline, conducted a regional on-board fixed route transit survey. The survey findings are summarized in this Executive Summary and presented in detail in the report sections that follow.

Survey Purpose

The individual results for each transit system will be used by agencies to identify needs and determine potential improvements. The comprehensive results will be used to help inform the continued development of an updated regional Transportation Demand Model (TDM) that will help shape the future of transportation planning in Wake County. Overall, the results of the survey will help transit providers in Wake County to work collectively to provide enhanced transit services to the region, while assessing their systems independently. It will also enable transit providers to build on prior efforts, including the 2010 Capital Area Bus Transit Rider Survey.

When evaluating the survey findings, it is important to recognize that the service characteristics of each transit provider influence the results. From the regional commuter service of GoTriangle to the higher volume urban bus service of GoRaleigh and smaller community service of C-Tran, as well as the campus-oriented Wolfline, riders served by these systems will have differing needs, expectations, and perceptions of service.

The survey was conducted by interviewers using hand-held tablets on-board transit buses for all transit agencies serving Wake County. The survey included questions about trip characteristics, rider demographics, and customer satisfaction and perception of transit agencies. It included questions required to meet data requirements of the regional travel demand model, Metropolitan Transportation Plan (MTP) update, and has incorporated or updated questions from previous on-board surveys as appropriate. The survey methodology and survey questions were developed with input from each agency and reviewed and approved by each agency.

Major Findings

Detailed findings from the survey are presented in the report. Collectively, key findings are that bus transit is a vital form of transportation in Wake County, bus transit serves a diverse population in Wake County, and riders are satisfied with transit agencies in Wake County.

Bus transit is a vital form of transportation in Wake County

Wake County riders use transit to get to major destinations like their homes, job, and learning institutions. The vast majority of riders are walking to their bus (91 percent), and to their final destinations (96 percent), which indicates riders have the ability to eliminate the use of personal vehicles as a form of transportation to these major destinations.

Access to transit is also vital, as 41 percent of riders indicate they have no working vehicle available to their household, and a majority of riders (59 percent) who have a working vehicle available to their household indicate they cannot use the vehicle for their trips. Combining this information with the data showing that 46 percent of riders are employed either part-time or full-time, and 39 percent are students, further highlights transit as a necessity for many riders to get to work, school, home, and other daily destinations. In addition, high percentages of riders using the buses in Wake County report low household incomes, further indicating that agencies in Wake County are serving transit-dependent populations. For example, over one-third (39 percent) of riders earned less than \$15,000 (in 2014) and 78 percent of ridership earned less than 150 percent of the federal poverty level.

Bus transit serves a diverse population in Wake County

Wake County transit agencies serve a broad and diverse ridership. Some aspects of the demographic data presented for all systems is affected by the student population majority that uses Wolfline; however, demographic data collected during the survey indicates that the largest proportion of riders (44 percent) are between the ages of 18-24, followed by 25-34 year olds (23 percent), 35-44 year olds (12 percent), 45-54 year olds (11 percent), and 55-64 year olds (6 percent). Low percentages of riders are under age 18 or over age 65.

Across all systems, ridership race and ethnicity data reflect that about 45 percent of riders are African-American, 38 percent are White, 7 percent are Asian-American, 1 percent are Native American, less than 1 percent are Native Hawaiian or Pacific Islander, and 8 percent of riders are ethnically Hispanic/Latino. When compared to Wake County demographics, fixed route transit ridership has a higher proportion of minority ridership than that of the general population. 2014 Census population estimates show that 61 percent of the population are White/Non-Hispanic, 21 percent are African American, 6 percent are Asian-American, less than 1 percent are Native American, less than 1 percent are Native Hawaiian and Pacific Islander and 10 percent are ethnically Hispanic or Latino.

Survey results also reflect a diverse ridership history among transit users in Wake County. Those who have been using transit for over 4 years make up about 28 percent of riders, while those who have been riding for 3-4 years make up about 17 percent, 1-2 years comprise about 28 percent, and less than 1 year comprise about 26 percent of riders. First-time riders make up the remaining approximately 2 percent. These data show a balance of long-standing riders and newly-established riders, who will help to build a continued strong ridership base for the future.

Riders are satisfied with transit agencies in Wake County

The survey included questions to help agencies understand customers' perceptions of their performance. Performance of buses running on time, and the frequency of service receive high levels of satisfaction, with about 75 percent of riders indicating they are either satisfied or very satisfied with the on-time performance of buses, and about 67 percent indicating they are either satisfied or very satisfied with the frequency of service. Other areas of service receive even higher marks of satisfaction. These include riders being either satisfied or very satisfied with: safety of bus stops (84 percent), courtesy of drivers (83 percent), safety of drivers (89 percent), on-board safety/security (88 percent), cleanliness and comfort of buses (80 percent) and (81 percent), easy-to-understand route information (84 percent), and fare/cost to ride (81 percent).

Aspects of service with higher percentages of riders being either dissatisfied, or very dissatisfied include weekend service and bus stop amenities. When asked about weekend service, 34 percent of riders indicate they are either dissatisfied or very dissatisfied, while 33 percent indicate they are satisfied or very satisfied. When asked about bus stop amenities, 24 percent of riders indicate they are either dissatisfied or very dissatisfied. About 18 percent of riders also indicate they are dissatisfied or very dissatisfied with hours of service.

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Overview

Transit providers in Wake County, North Carolina, collaborated to develop and administer a customer survey in 2015. The survey was conducted using tablet-based technology on transit trips with riders of the GoRaleigh, GoTriangle, Cary Transit (C-Tran), and the North Carolina State University Wolfline (Wolfline) systems. The purposes of the survey were to provide insights into transit riders' travel, demographic, and attitudinal characteristics.

The results from the survey will be used in various ways. The comprehensive results will be used to help inform the continued development of an updated regional Transportation Demand Model (TDM) that will help shape the future of transportation planning in Wake County. The individual results for each transit system will be used by agencies to identify needs and determine potential improvements. Overall, the results of the survey will help transit providers in Wake County to work collectively to provide enhanced transit services to the region, while assessing their systems independently.

Survey Methodology Summary

The following methodology summarizes the approach to developing, administering, and reporting the survey. A detailed survey methodology memorandum is provided as Appendix A.

Surveyed Systems

The survey was conducted by interviewers using hand-held tablets on board transit buses for all transit agencies serving Wake County – GoRaleigh (formerly Capital Area Transit), GoTriangle (formerly Triangle Transit), C-Tran, and Wolfline. These agencies serve the City of Raleigh, the Research Triangle region, the Town of Cary, and North Carolina State University, respectively. The survey included all GoRaleigh, C-Tran, and Wolfline routes, while the GoTriangle routes were limited to those with all or a portion operating in Wake County. The survey methodology and survey questions were developed with input from each agency and reviewed and approved by each agency.

Survey Instrument

The survey included questions about trip characteristics, rider demographics, and customer satisfaction and perception of transit agencies. It included questions required to meet data requirements of the regional travel demand model and Metropolitan Transportation Plan (MTP) update and incorporated or updated questions from previous on-board surveys as appropriate. While the core survey questions were consistent for all agencies, some answers were agency-specific. In addition, the GoRaleigh survey included additional questions designed to measure brand awareness. The survey instrument was developed in both a tablet (electronic) and print (paper) format. The data collected includes:

- Route surveyed, time and direction
- Transfer information
- Origin and destination
- Boarding and alighting location
- Access and egress modes
- Trip purpose
- Method of payment
- Demographic information
- Customer satisfaction
- Brand awareness (GoRaleigh only)

Training and Testing

All surveyors were trained in the classroom and in the field prior to the on-board survey administration. Each surveyor was required to demonstrate they could proficiently conduct the survey. Surveyors who were unable to demonstrate proficiency in all tasks related to the administration of the survey were replaced. Surveyors were also reviewed throughout the data collection effort and were retrained if issues were encountered.

A pilot test of the survey instrument was conducted by survey supervisors. The pilot test addressed survey design, length, and response rate and was carried out simultaneously with training sessions. Results of the pilot test were used to make changes to the survey instrument and methodology prior to survey administration.

Survey Sampling and Dates

A sampling plan for weekday travel was developed using historic average weekday ridership by route for the following defined time periods:

- AM Peak (6:00 AM – 9:59 AM)
- PM Peak (3:30 PM – 7:29 PM)

- Midday (10:00 AM – 3:29 PM)
- Evening (7:30 PM – 12:00 AM)

Surveying occurred on Mondays, Tuesdays, Wednesdays, and Thursdays between October 5, 2015 and November 19, 2015. Some routes required survey administration over multiple days to collect the target number of responses. The full survey schedule and sampling goals for all systems, routes, directions, and time periods are included in Appendix B.

Survey Administration

The survey team used an interview technique aided by tablets that integrates geographic information system (GIS) software to allow for accurate geocoding of most survey data as the survey is taken. Spanish-speaking surveyors and copies of surveys in Spanish were made available.

Riders were selected at random to participate in the survey based on the sampling goals established for each route. After the surveys were administered on board, survey records were reviewed to ensure all necessary information was provided. If any information was missing, survey respondents were called to complete the survey by phone.

Data Processing

To analyze the results of the surveys, the sample data was expanded to the full ridership by route. For the purposes of this report, the survey sample data was expanded based on total daily ridership.

The number of completed surveys for each route was compared to the average daily ridership during the survey period. This ratio was used to develop expansion factors for each route that were used to weight each individual completed survey.

The expanded data was used for all of the results and analysis presented in subsequent sections of this report. Details on completed surveys and the sample expansion are included as Appendix C.

Survey Results

All survey results are provided for the expanded survey data. The survey results describe trip profiles, rider demographics, and customer satisfaction. Brand awareness questions asked on GoRaleigh routes are summarized with customer satisfaction and perception.

Charts are used to visually represent the expanded survey data. Pie charts are mainly used for nominal data types and bar charts are mainly used for interval and ratio data types. For questions where potential responses differ across agencies, such as type of pass or card used, data are not compiled across all systems. Additional tables are provided to summarize origin and destination data following the questions “Where was the very last place you were before getting on the bus?” and “Where are you going once you get off your last bus on this one-way trip?”. Questions and response data are grouped in three categories: trip characteristics; rider and household characteristics; and customer satisfaction, perception and brand awareness.

Trip Characteristics

This section contains questions about fixed route transit trip characteristics include the origin and destination of the trips, mode of transportation used to get to the buses and final destinations, number of transfers, and types of fares and payment methods. Trip information will help each transit agency understand how their systems are being used by their customers, and can help to determine enhancements to services. Trip characteristics data are summarized in this section to address the following subjects:

- Where was the very last place you were before getting on the bus?
- Where are you going once you get off your last bus on this one-way trip?
- Trip Purpose Summary
- How will you get to where you are going when you get off your last bus?
- Total transfers made during one-way trips
- Will you (or did you) make this trip using the same transit routes in exactly the opposite direction today?
- What type of fare did you pay for this one-way trip?
- Did you use a transit pass or card?
- What type of transit pass or card did you use for this one-way trip?

The specific address information for origin and destination collected during the survey can be used for detailed analysis to support the TDM.

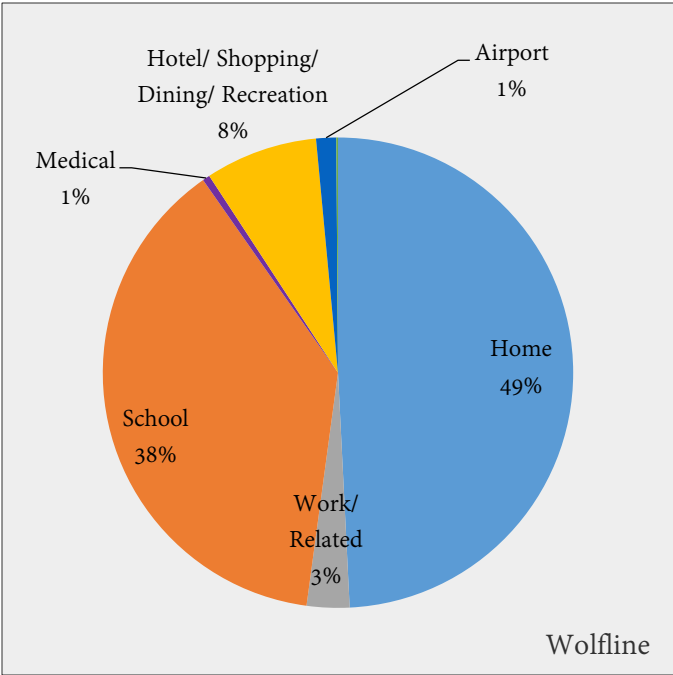
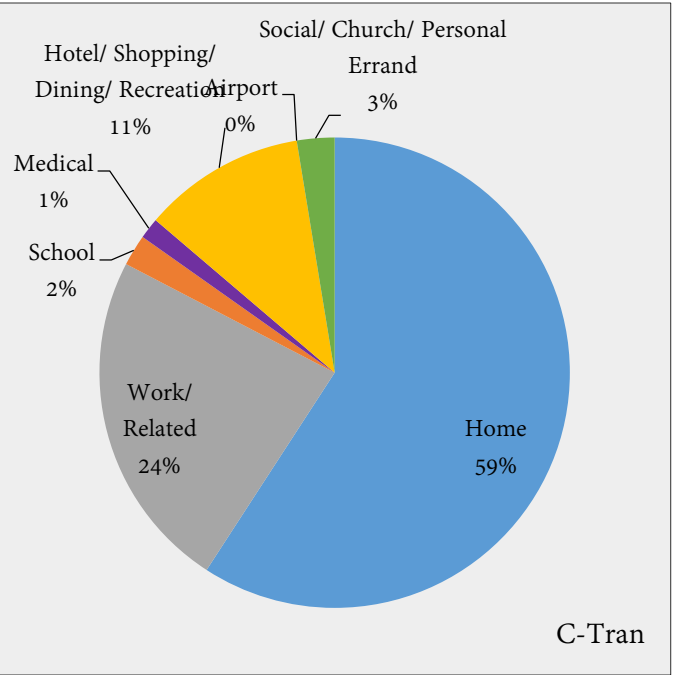
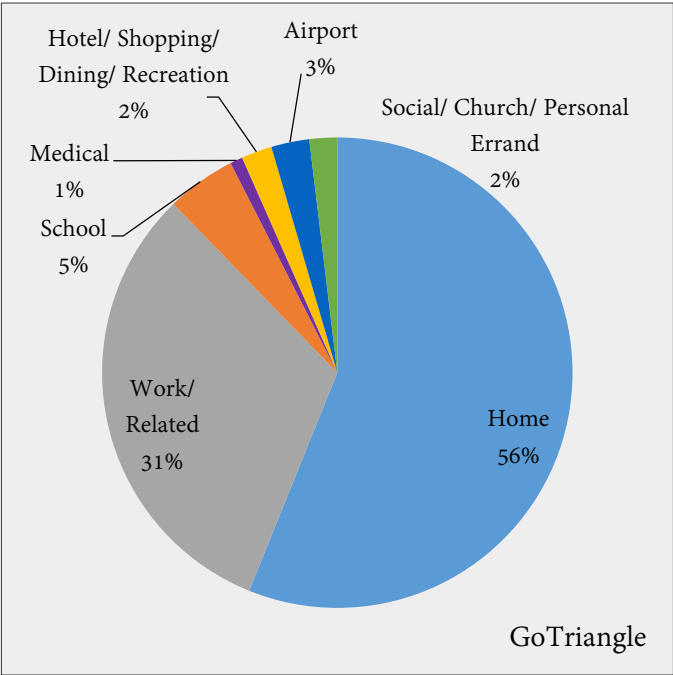
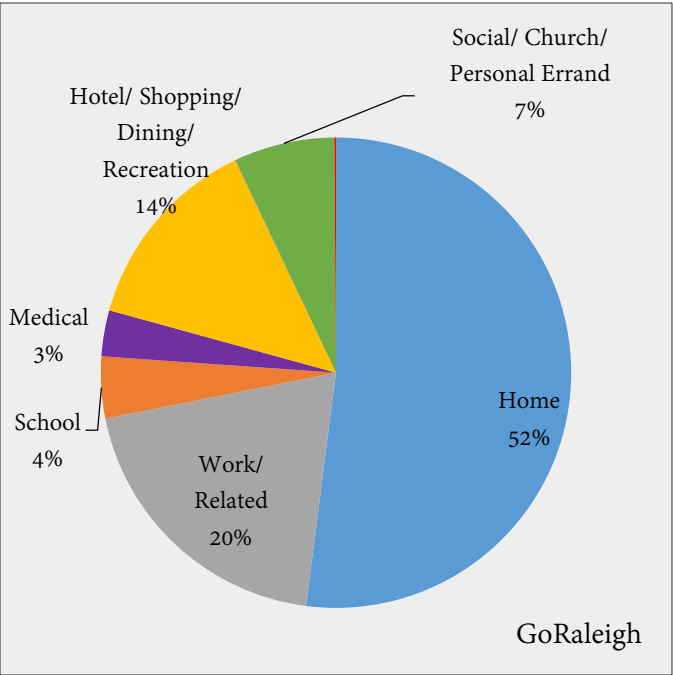
Where was the very last place you were before getting on the bus?

Key Findings

The following are key highlights of the responses from riders when asked where they were before getting on the bus. This information helps transit agencies understand what types of origins are common among their riders. Data for ‘Work’ and ‘Work related’; ‘Hotel’, ‘Shopping’, ‘Dining’ and ‘Recreation’; and ‘Social’, ‘Church’ and ‘Personal Errand’ are grouped in the pie charts and all systems table for legibility.

System	Key Observations
All	<ul style="list-style-type: none">Home is the most common origin for riders across all systems (51.3%)School is the second-most common origin for riders across all systems (18.2%), but work/work-related is the second-most common origin for three out of four systems (13.6%)
GoRaleigh	<ul style="list-style-type: none">Home is the most common origin for GoRaleigh riders (52.0%)Work/work related is the second-most common origin for GoRaleigh riders (19.8%)
GoTriangle	<ul style="list-style-type: none">Home is the most common origin for GoTriangle riders (56.1%)Work/work related is the second-most common origin for GoTriangle riders (31.6%)
C-Tran	<ul style="list-style-type: none">Home is the most common origin for C-Tran riders (59.2%)Work/work related is the second-most common origin for C-Tran riders (23.5%)
Wolfline	<ul style="list-style-type: none">Home is the most common origin for Wolfline riders (49.2%)School is the second-most common origin for Wolfline riders (38.1%)

Results for Individual Systems



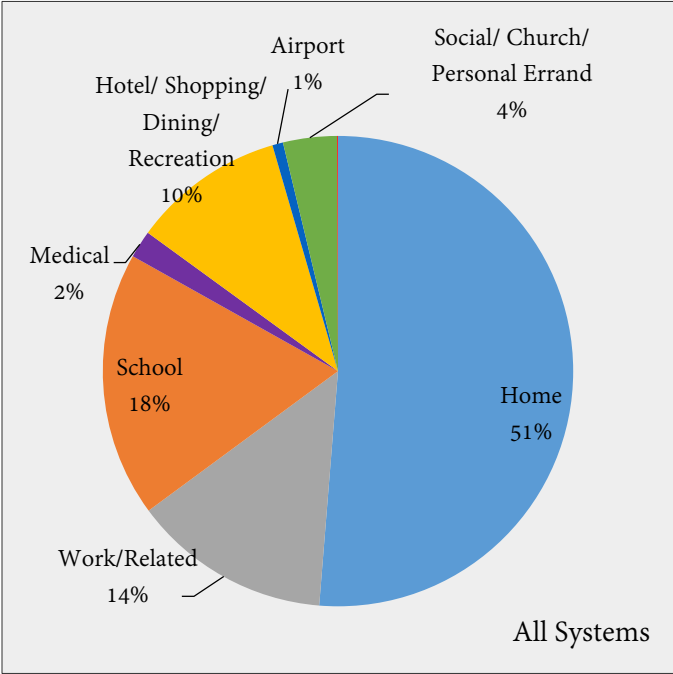
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
Home	51.3%
School	18.2%
Work/Work related	13.6%
Hotel/Shopping/Dining/Recreation*	10.5%
Social/Church/Personal Errand**	3.7%
Medical	1.9%
Airport	0.7%
Other	0.1%

*Combines Hotel/Convention Center, Shopping, Restaurant/Dining and Recreation/Sightseeing/Sporting Event

**Combines Social Visit, Other (“Church”), and Other (“Personal Errand”)



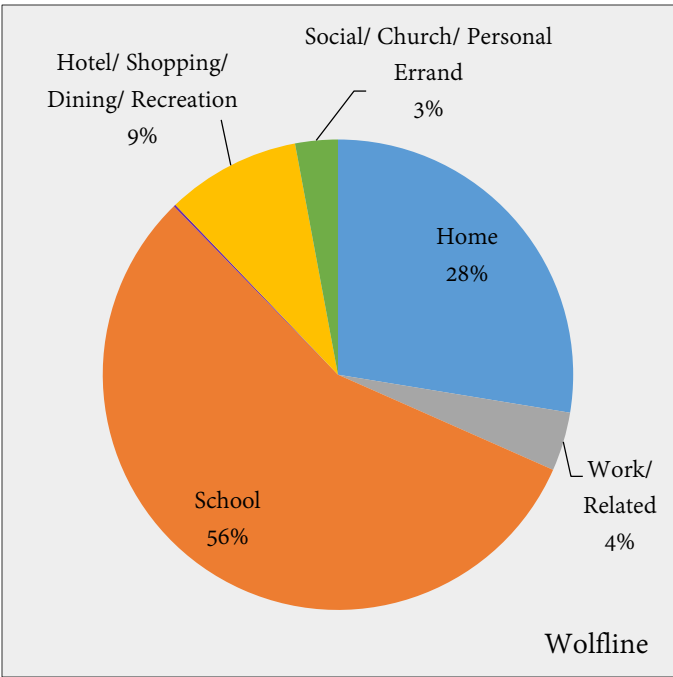
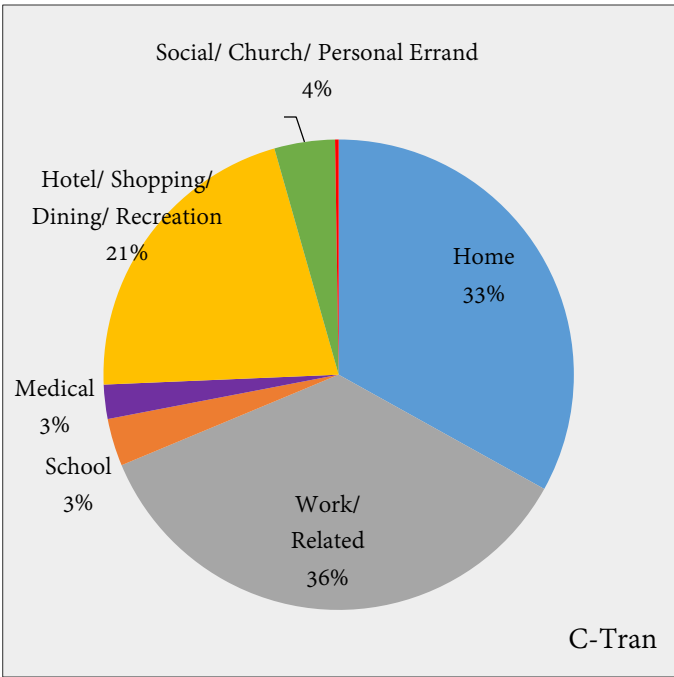
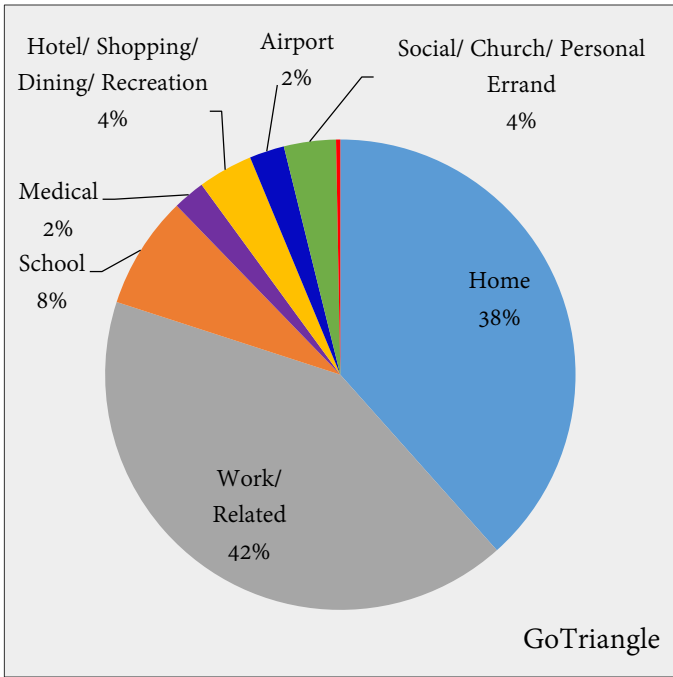
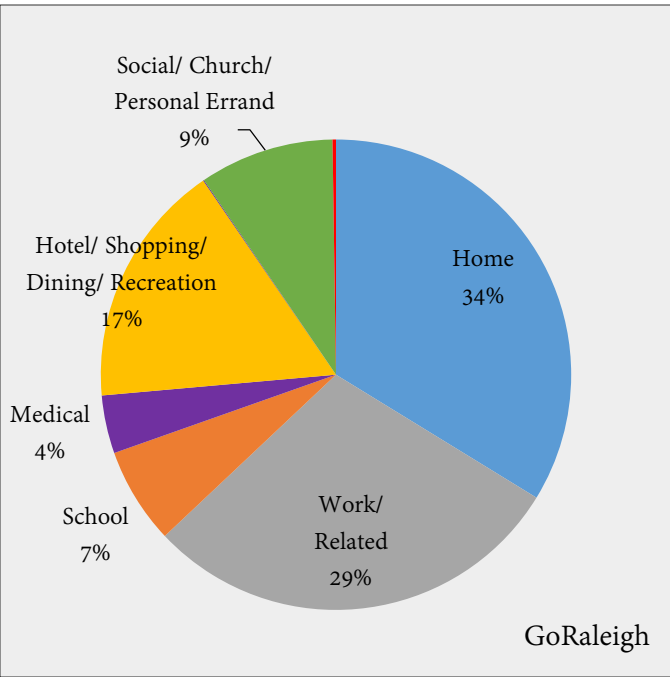
Where are you going once you get off your last bus on this one-way trip?

Key Findings

The following are key highlights of the responses from riders when asked where they are going once they get off their last bus on their one-way trip. This information will help transit agencies understand what types of destinations are common among their riders. Data for ‘Work’ and ‘Work related’; ‘Hotel’, ‘Shopping’, ‘Dining’ and ‘Recreation’; and ‘Social’, ‘Church’ and ‘Personal Errand’ are grouped in the pie charts for legibility.

System	Key Observations
All	<ul style="list-style-type: none">Home is the most common destination for riders (31.5%)School (27.0%), work/work-related (19.7%), and hotel/shopping/dining/recreation (13.1%) are also common destinations for riders
GoRaleigh	<ul style="list-style-type: none">The most common destination for riders is home (33.8%)The second-most common destination for riders is work/work related (29.2%)
GoTriangle	<ul style="list-style-type: none">The most common destination for riders is work/work related (41.6%)The second-most common destination for riders is home (38.4%)
C-Tran	<ul style="list-style-type: none">The most common destination for riders is work/work related (35.6%)The second most-common destination for riders is home (33.1%)
Wolfline	<ul style="list-style-type: none">The most common destination for riders is school (56.1%)The second most common destination for riders is home (27.6%)

Results for Individual Systems



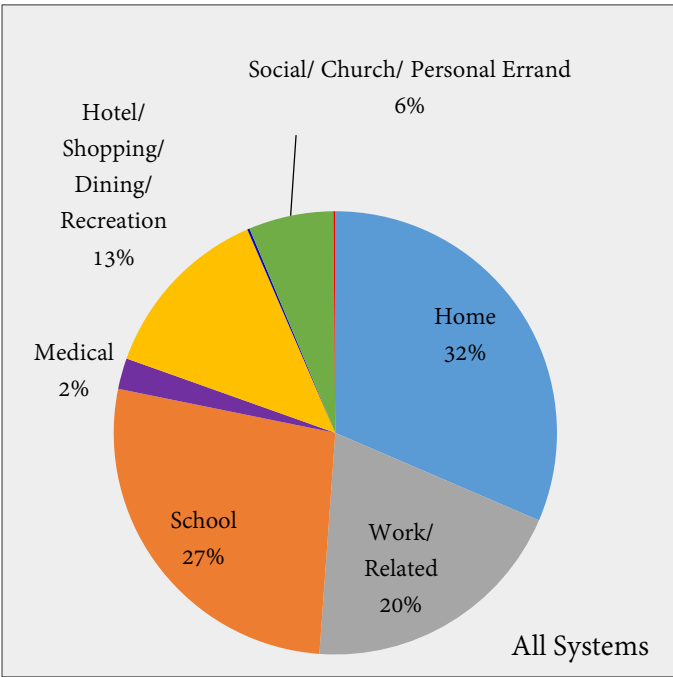
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
Home	31.5%
School	27.0%
Work/Work related	19.7%
Hotel/Shopping/Dining/Recreation*	13.1%
Social/Church/Personal Errand**	6.2%
Medical	2.3%
Airport	0.2%
Other	0.1%

*Combines Hotel, Shopping, Dining and Recreation

**Combines Social, Other (“Church”), and Other (“Personal Errand”)



Trip Purpose Summary

Response data for the origin and destination questions, “Where was the very last place you were before getting on the bus?” and “Where are you going once you get off your last bus on this one-way trip?,” are summarized in the table below. The most commonly occurring trip purposes and their frequencies are shown by system. In addition to these tables, an account of all the occurring origin and destination pairs by system can be found in Appendix D.

Trip Purpose Summary								
Trip Purpose	GoRaleigh		GoTriangle		C-Tran		Wolfline	
	Total	Percent	Total	Percent	Total	Percent	Total	Percent
Place of Employment	9,411	38.6%	1,861	66.5%	615	52.8%	871	4.4%
Other Work Related	1,578	6.5%	97	3.5%	31	2.6%	236	1.2%
College/University	1,758	7.2%	296	10.6%	48	4.2%	15,363	77.0%
School (K-12)	469	1.9%	43	1.5%	5	0.5%	24	0.1%
Restaurant	1,169	4.8%	27	1.0%	31	2.6%	997	5.0%
Recreation	685	2.8%	22	0.8%	46	3.9%	508	2.5%
Medical	1,518	6.2%	86	3.1%	41	3.6%	121	0.6%
Social Visit	2,764	11.3%	138	4.9%	57	4.9%	651	3.3%
Shopping	2,814	11.5%	85	3.0%	279	24.0%	1,086	5.4%
Other	2,199	9.0%	143	5.1%	11	1.0%	85	0.4%
Total	24,365	100.0%	2,798	100.0%	1,164	100.0%	19,942	100.0%

How did you get to your first bus?

Key Findings

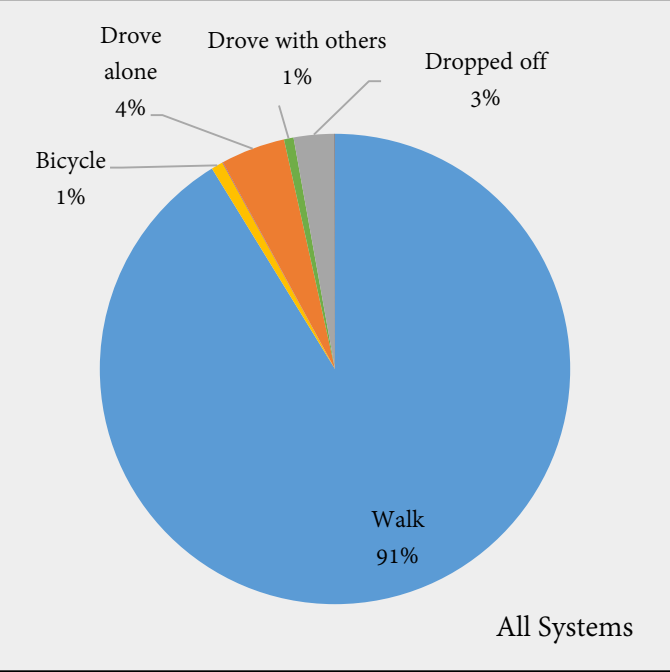
The following are key highlights of the responses from riders when asked how they got to the bus for the start of their one-way trip.

System	Key Observations
All	<ul style="list-style-type: none">The vast majority of riders walk to the bus (91.2%)A small minority of riders also drive alone (4.4%), get dropped off (2.8%), bicycle (0.8%), or drive with others (0.7%)
GoRaleigh	<ul style="list-style-type: none">The vast majority of riders walk to the bus (93.9%)A small minority of riders get dropped off (3.9%), bicycle (1.0%), drive alone (0.8%), or drive with others (0.3%)
GoTriangle	<ul style="list-style-type: none">A substantial majority of riders (73.9%) walk to the bus, but some also drive alone (12.0%) or get dropped off (9.0%)A small minority of riders drive with others (3.5%), bicycle (1.8%) or use other means (0.2%)
C-Tran	<ul style="list-style-type: none">More riders walk to the bus compared to other systems (94.6%)A small minority of riders also bicycle (2.0%), get dropped off (1.6%), use a wheelchair (0.9%), drive alone (0.4%) drive with others, (0.2%) or use other means (0.2%)
Wolfline	<ul style="list-style-type: none">The vast majority of riders walk to the bus (90.2%), but some drive alone (8.1%)A small minority of riders drive with others (0.8%), get dropped off (0.6%), or bicycle (0.3%)

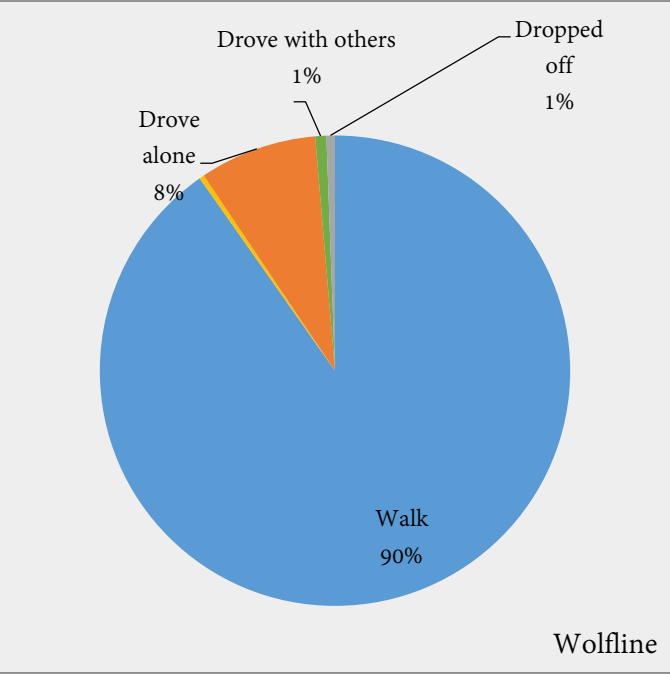
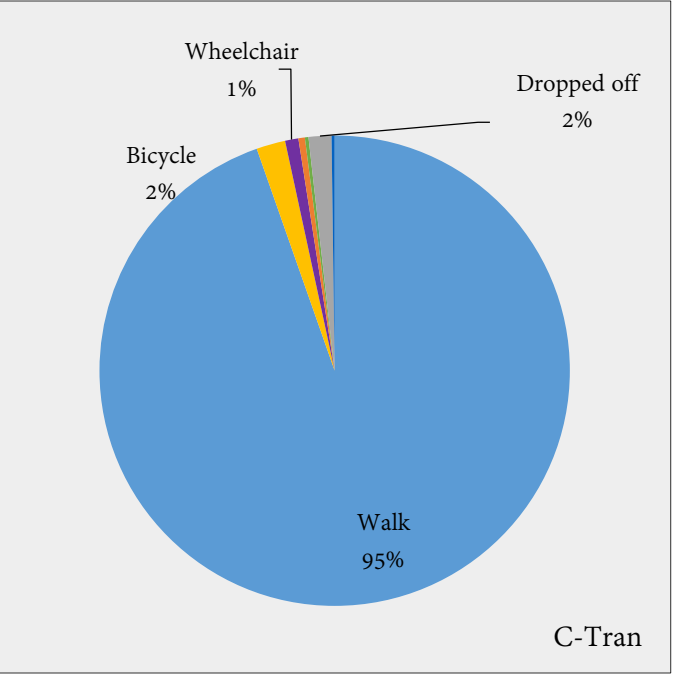
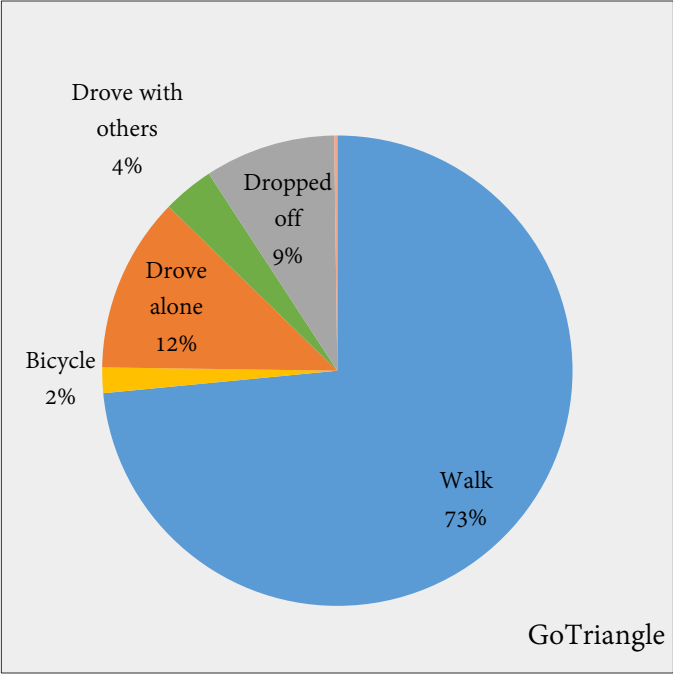
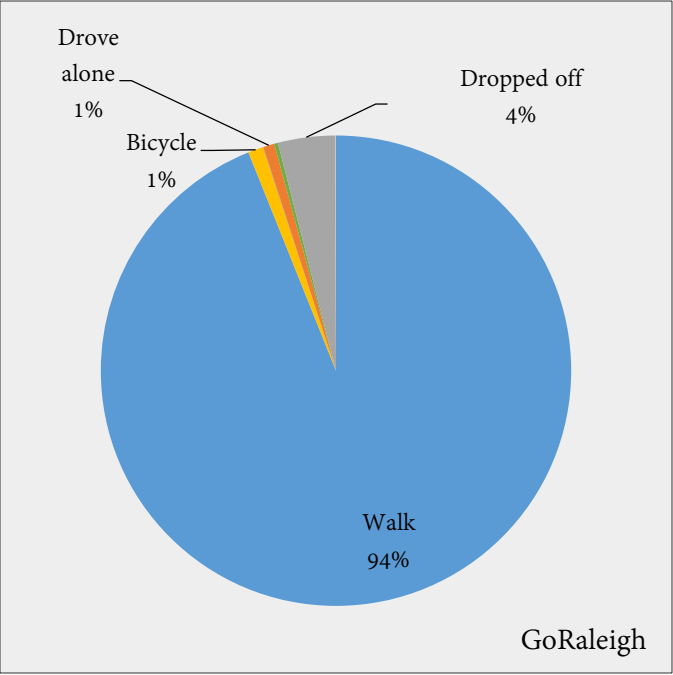
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
Walk	91.2%
Drove alone	4.4%
Dropped off	2.8%
Bicycle	0.8%
Drove with others	0.7%
Wheelchair/motorized scooter	0.0%
Other	0.0%



Results for Individual Systems



How will you get to where you are going when you get off your last bus?

Key Findings

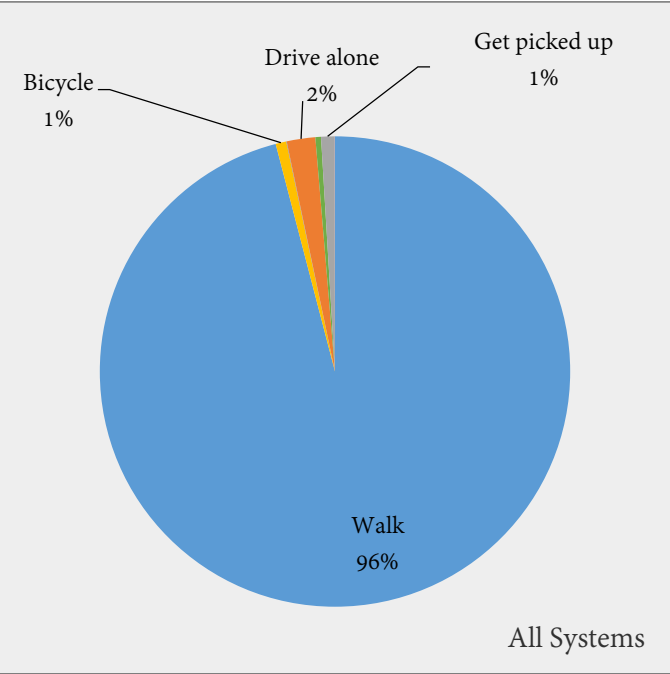
The following are key highlights of the responses from riders when asked how they would get to their destination from the very last bus they would use for their one-way trip.

System	Key Observations
All	<ul style="list-style-type: none">The vast majority of transit riders across all systems walk to their destinations (95.9%)A small minority of riders also drive alone (2.0%), get picked up (0.9%), bicycle (0.7%), and drive with others (0.4%)
GoRaleigh	<ul style="list-style-type: none">Compared to all other systems, more GoRaleigh riders walk to their destinations (97.0%)A small minority of riders bicycle (1.1%), get picked up (1.1%), drive with others (0.4%), or drive alone (0.4%)
GoTriangle	<ul style="list-style-type: none">A substantial majority of riders (82.9%) walk to their destinationsA higher percentage of GoTriangle riders drive alone (7.6%) or get picked up (5.3%) compared to other systems
C-Tran	<ul style="list-style-type: none">The vast majority of riders walk to their destinations (96.2%)A small minority of riders also use bicycles (2.0%), wheelchairs/motorized scooters (0.9%), get picked up (0.5%) or drive with others (0.4%) to get to their destinations
Wolfline	<ul style="list-style-type: none">The vast majority of riders walk to their destinations (96.5%)A small minority of riders also drive alone (3.2%) to reach their destinations

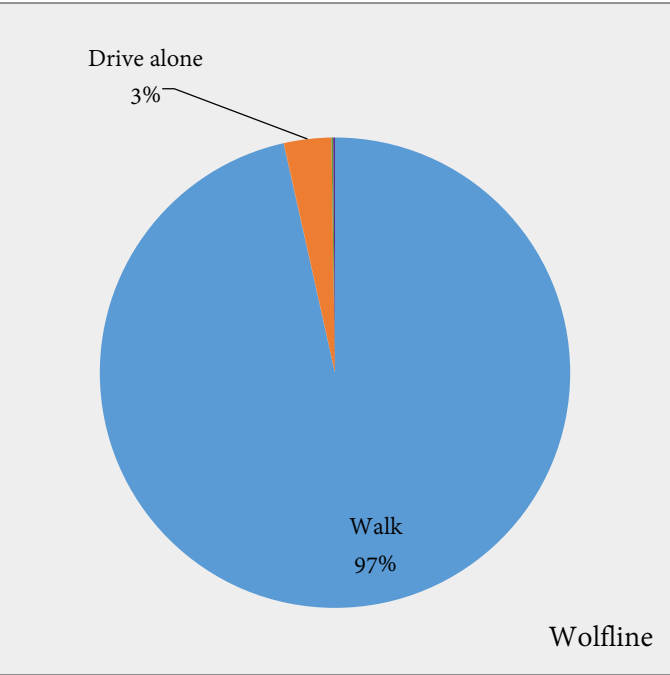
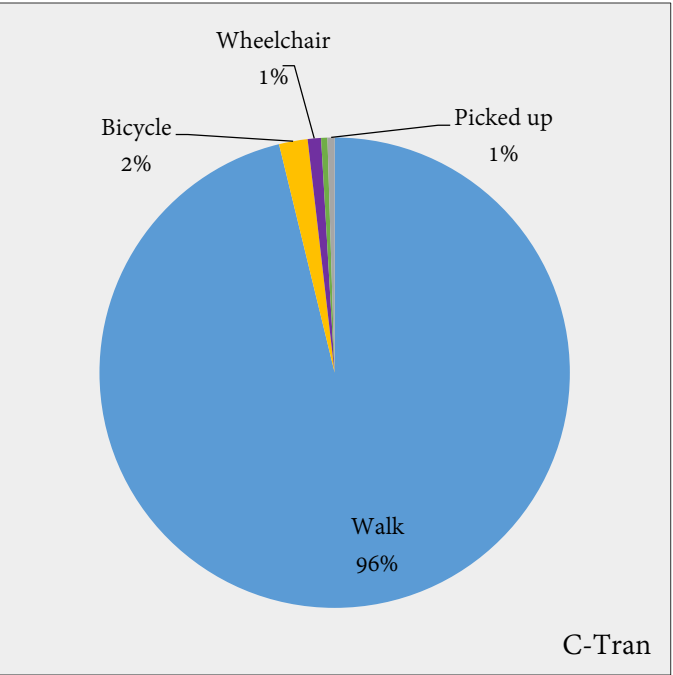
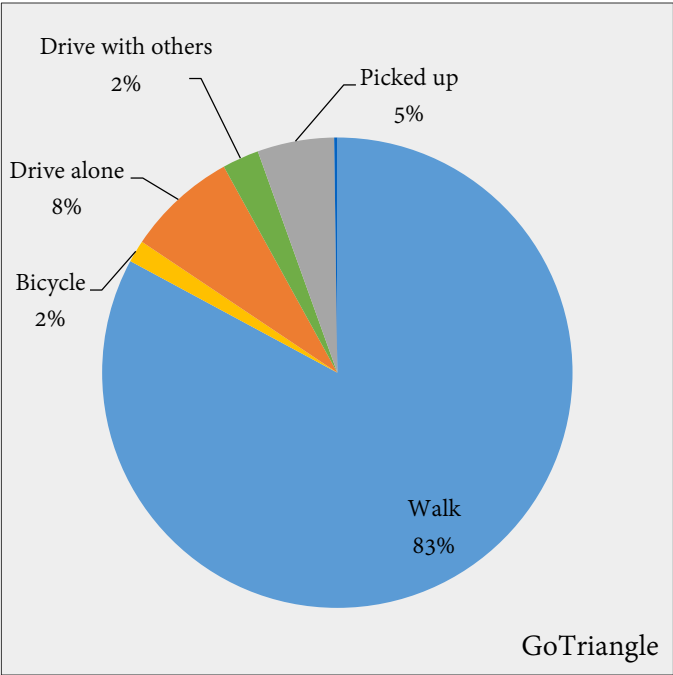
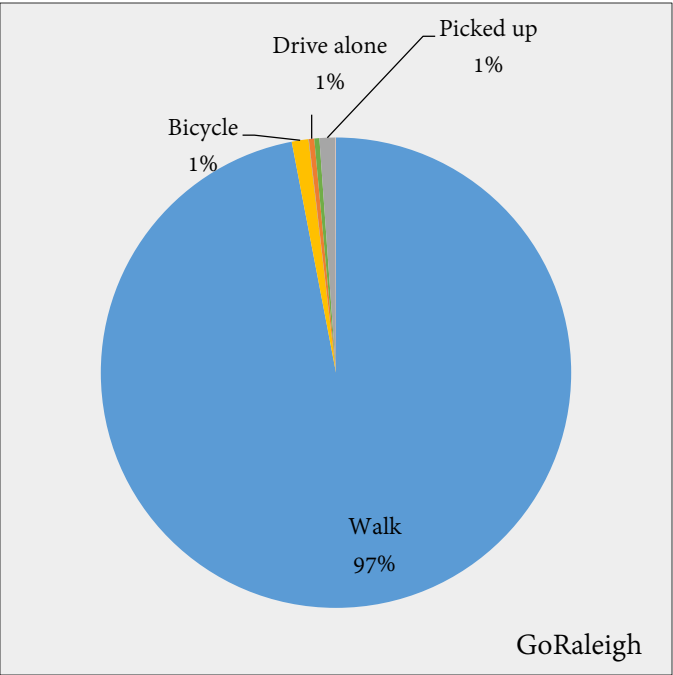
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
Walk	95.9%
Drive alone	2.0%
Get picked up	0.9%
Bicycle	0.7%
Drive with others	0.4%
Wheelchair/Motorized scooter	0.0%
Other	0.0%



Results for Individual Systems



Total transfers made during one-way trips

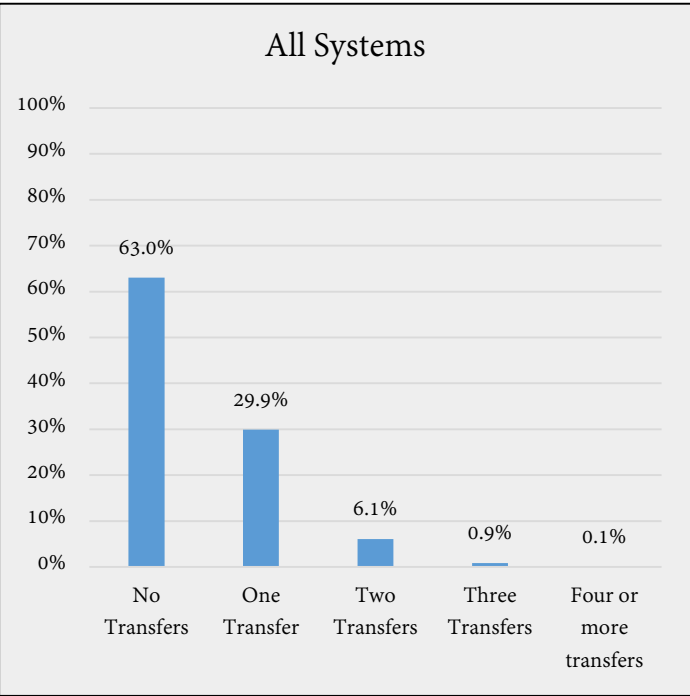
The following are the combined responses from riders when asked “how many bus transfers did you make before you boarded” and “how many buses will you ride after you get off this bus.” These questions were used in conjunction to determine the total number of transfers riders made during their one-way trip.

System	Key Observations
All	<ul style="list-style-type: none">A majority of riders (63.0%) will make no transfersSome riders (29.9%) will make one transfer
GoRaleigh	<ul style="list-style-type: none">Slightly less than half (49.4%) will make one transfer and some riders (40.6%) will make no transfers.small minority of riders (6.9%) will make two, three (0.9%) and four or more (0.1%) transfers
GoTriangle	<ul style="list-style-type: none">Slightly less than half of riders (44.1%) will make no transfersSome riders (36.5%) will make one transfer
C-Tran	<ul style="list-style-type: none">Slightly less than half of riders (47.2%) will make no transfersSome riders (33.3%) will make one transfer
Wolfline	<ul style="list-style-type: none">The vast majority of riders (94.1%) will make no transfers.

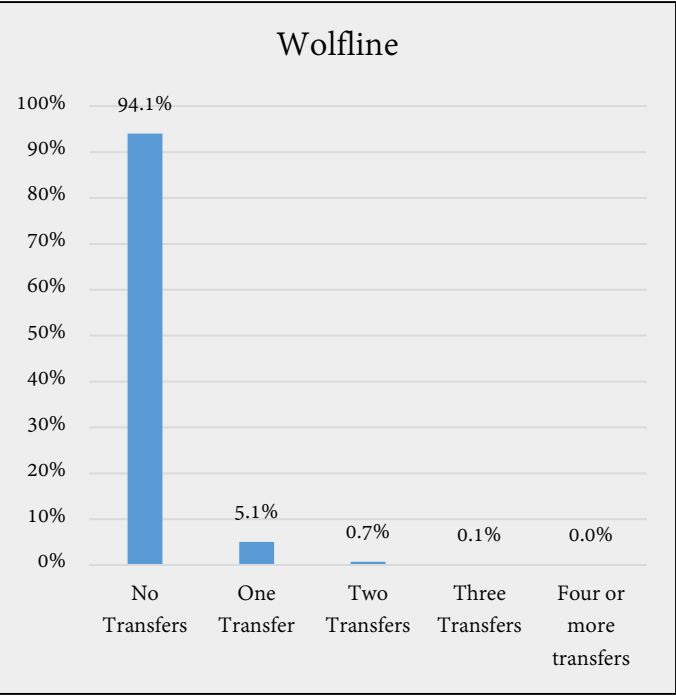
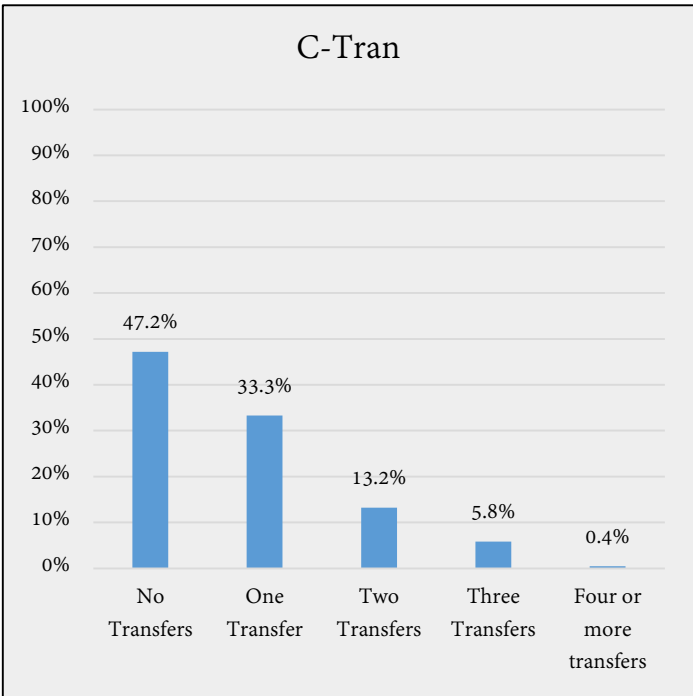
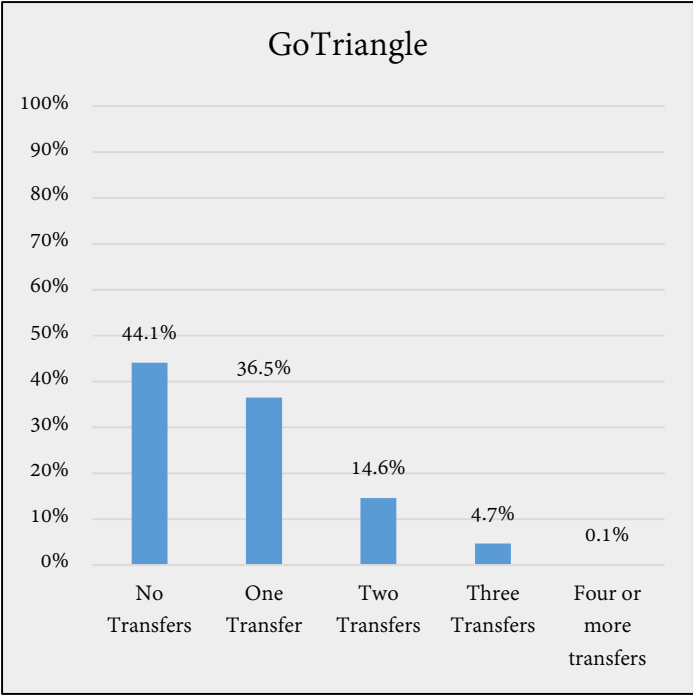
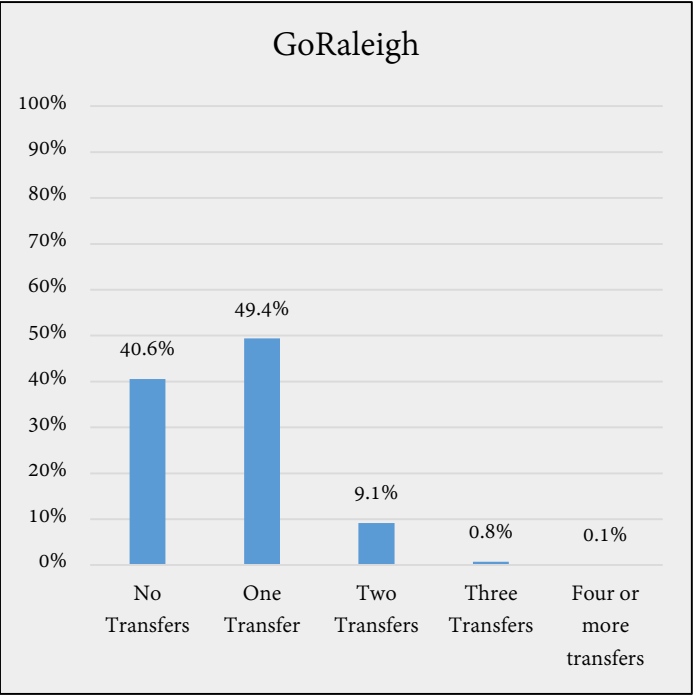
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
None (0)	63.0%
One (1)	29.9%
Two (2)	6.1%
Three (3)	0.9%
Four or more (4+)	0.1%



Results for Individual Systems



Will you (or did you) make this trip using the same transit routes in exactly the opposite direction today?

Key Findings

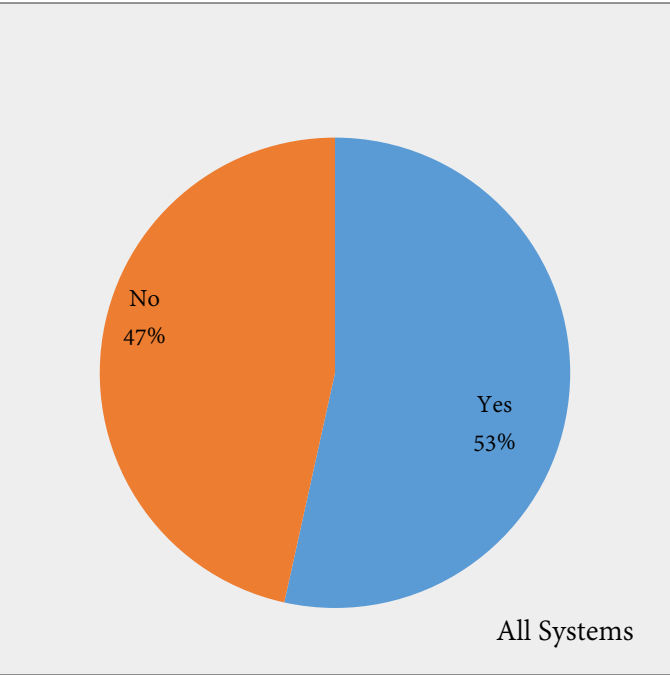
The following are key highlights of the responses from riders when asked if they would make the same trip in the opposite direction. This information helps to highlight commuting patterns along routes, and whether or not respondents use the same route on their return trip.

System	Key Observations
All	<ul style="list-style-type: none">Slightly more than half of all riders (53.5%) make the same trip in the opposite direction
GoRaleigh	<ul style="list-style-type: none">Slightly more than half of all riders (56.4)% make the same trip in the opposite direction
GoTriangle	<ul style="list-style-type: none">A substantial majority of all riders (69.2%) make the same trip in the opposite direction
C-Tran	<ul style="list-style-type: none">Slightly more than half of all riders (52.9%) make the same trip in the opposite direction
Wolfline	<ul style="list-style-type: none">Slightly less than half of all riders (47.5%) make the same trip in the opposite direction

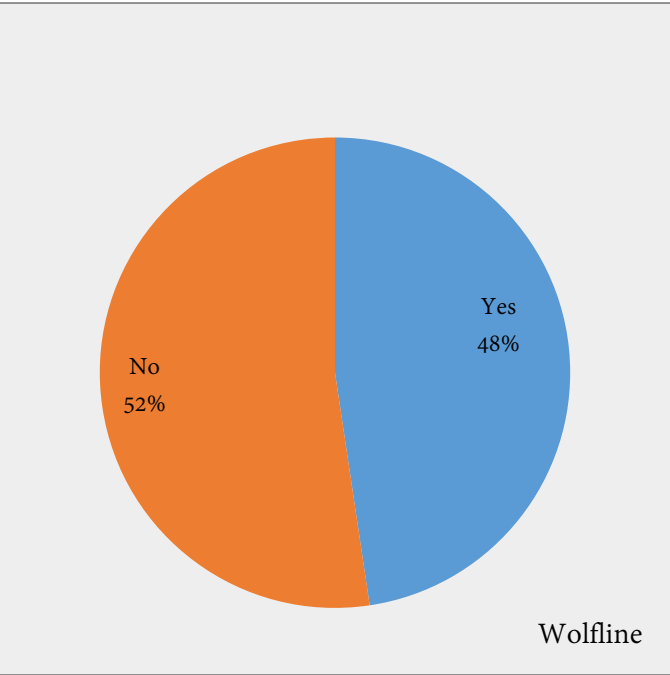
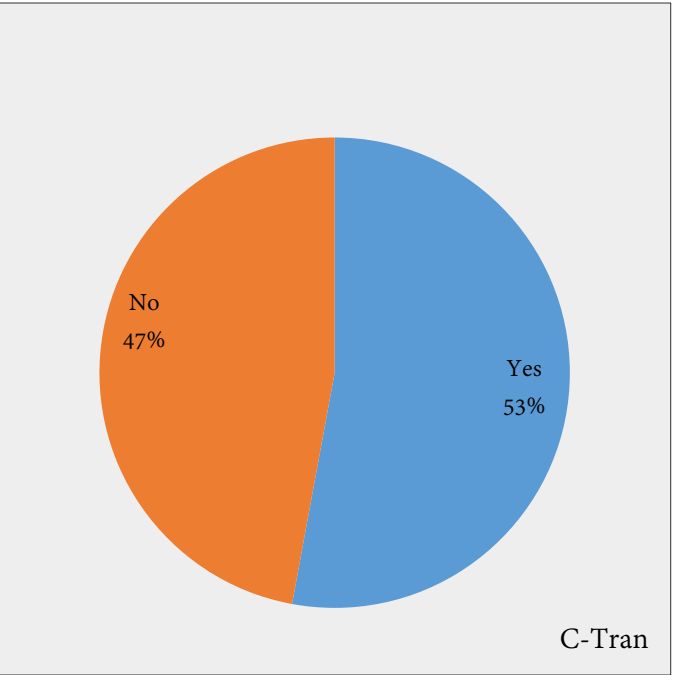
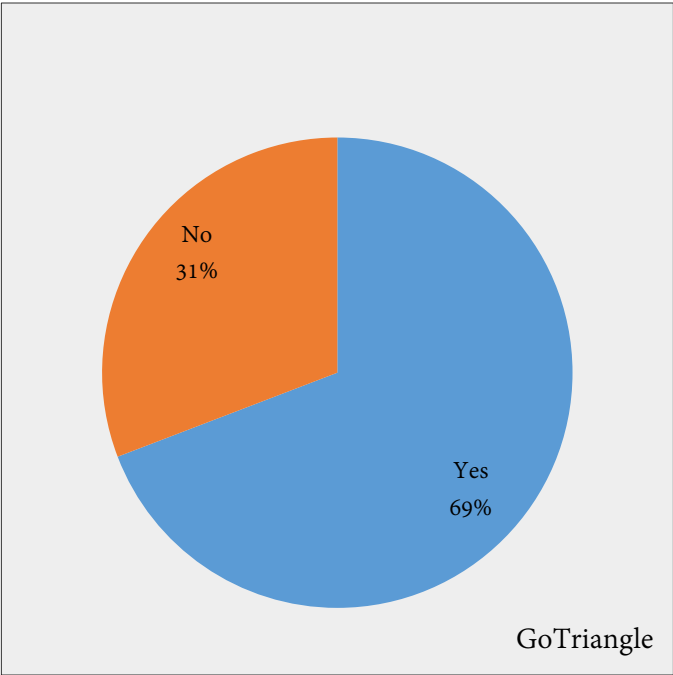
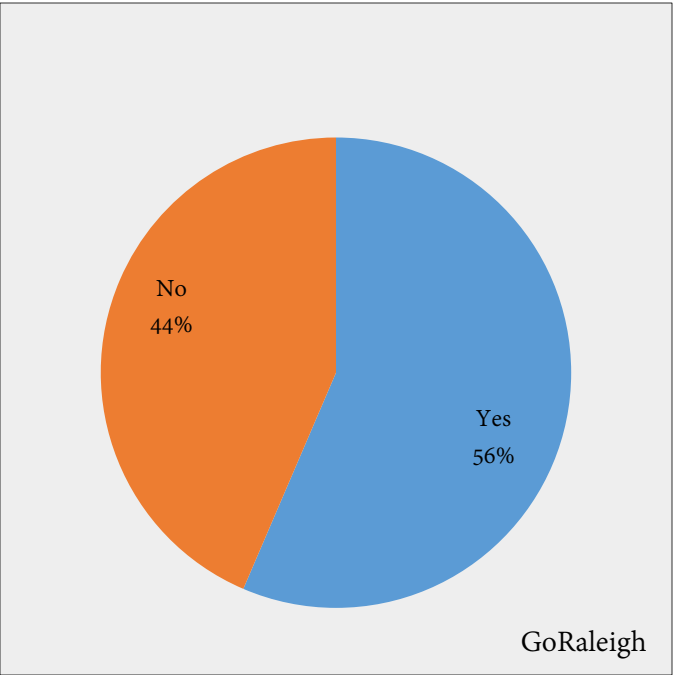
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
Yes	53.5%
No	46.5%



Results for Individual Systems



Fare Type: For this one-way trip did you...?

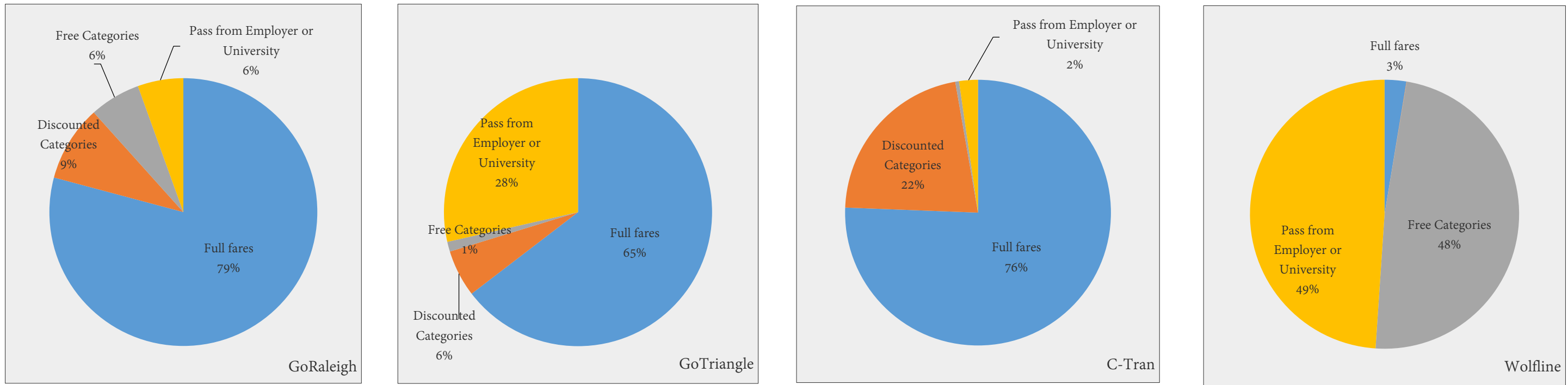
Key Findings

The following are key highlights of the responses from riders when asked about the type of fare they paid for their one-way trip. Results for all systems combined are not reported for this question as the possible fare types vary across systems. Response data indicates that there was likely confusion associated with this question. The percentages shown in red in the table correspond with positive responses given for a fare type that is not applicable to a corresponding system. For example, 0.3% of GoTriangle riders indicate their fare type is “Ride GoRaleigh or C-Tran for free as Youth 12 and under”, which is a fare type only applicable to the GoRaleigh and C-Tran systems. Also, 48.4% of Wolfline riders responded that they “Ride free route (R-Line or Wake Forest Loop)”. Since Wolfline is free to ride, it is likely that these riders intended to indicate that they “Ride a free route” rather than ride these specific free routes. These invalid responses may be due to unclear response choices, surveyor error, use of an applicable fare type on another bus and system during the one-way trip, or confusion among riders about fare types.

Results for All Systems

Response	Percent for each System			
	GoRaleigh	GoTriangle	C-Tran	Wolfline
Full Fare				
Pay full fare (cash or regular pass purchase)	79.2%	64.6%	75.6%	2.6%
Discounted Fare				
Pay a person with a disability fare	5.8%	3.6%	7.2%	0.0%
Pay a youth fare	0.6%	0.6%	N/A	N/A
Pay a Senior Fare	2.8%	1.5%	14.4%	N/A
Free				
Ride GoRaleigh or C-Tran for free as Youth 12 and under	0.2%	0.3%	0.2%	N/A
Ride GoRaleigh for free with Senior (65+)	2.2%	0.9%	N/A	N/A
Ride free route (R-Line or Wake Forest Loop)	3.7%	0.0%	0.2%	48.4%
Employer Paid				
Use a transit pass provided by employer or university	5.5%	28.6%	2.3%	48.9%

Results for Individual Systems



Did you use a transit pass or card?

Key Findings

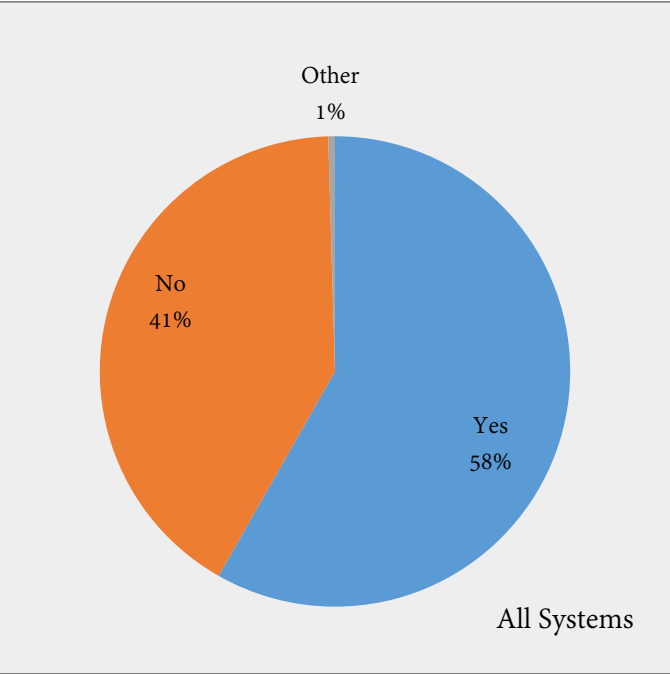
The following are key highlights of the responses from riders when asked if they used a transit pass or card.

System	Key Observations
All	<ul style="list-style-type: none">A majority of riders (58.2%) use a transit pass or card
GoRaleigh	<ul style="list-style-type: none">A majority of riders (65.8%) use a transit pass or card
GoTriangle	<ul style="list-style-type: none">A substantial majority of riders (73.3%) use a transit pass or card
C-Tran	<ul style="list-style-type: none">A majority of riders (65.5%) use a transit pass or card
Wolfline	<ul style="list-style-type: none">A vast majority of riders (94.3%) do not use a transit pass or card as riders can ride Wolfline for free without a transit pass or card

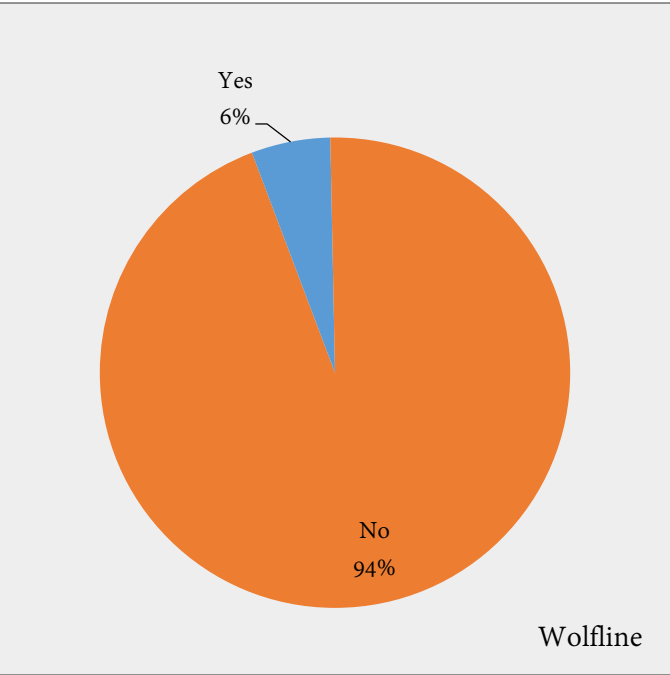
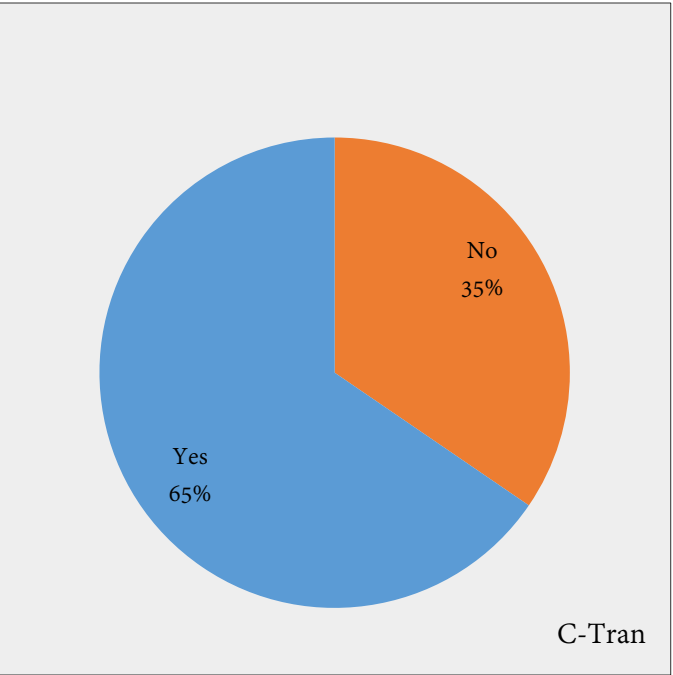
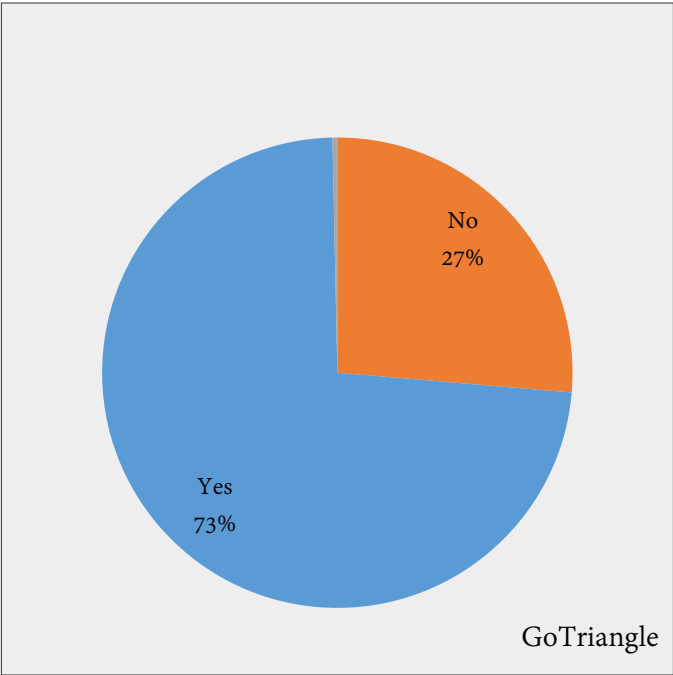
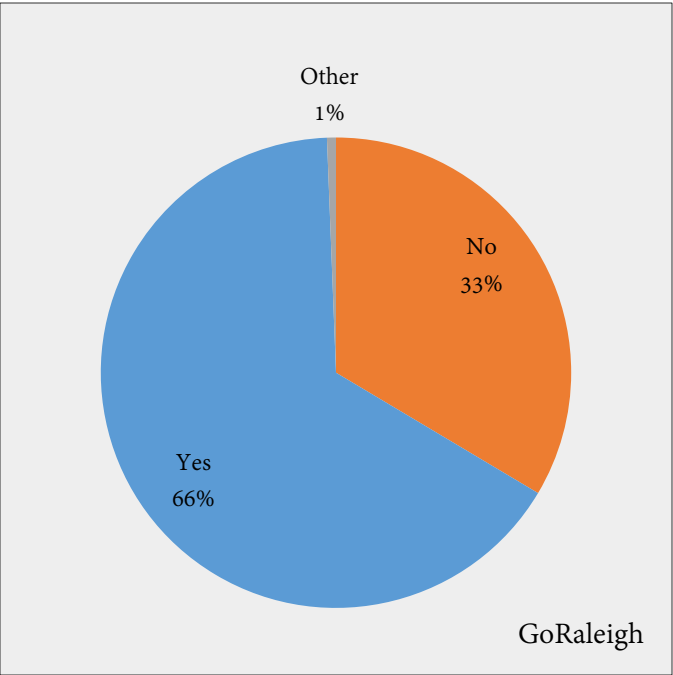
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
Yes	58.2%
No	41.3%
Other	0.5%



Results for Individual Systems



What type of transit pass or card did you use for this one-way trip?

Local, Regional, Express

Key Findings

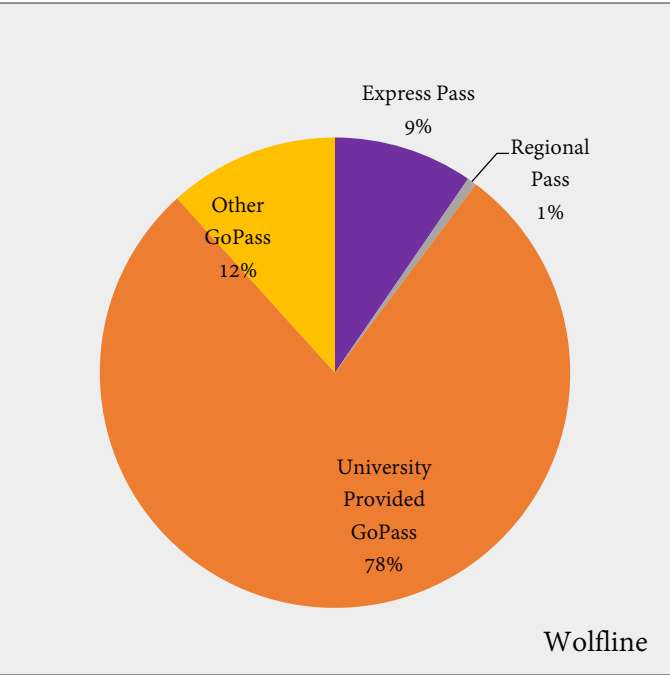
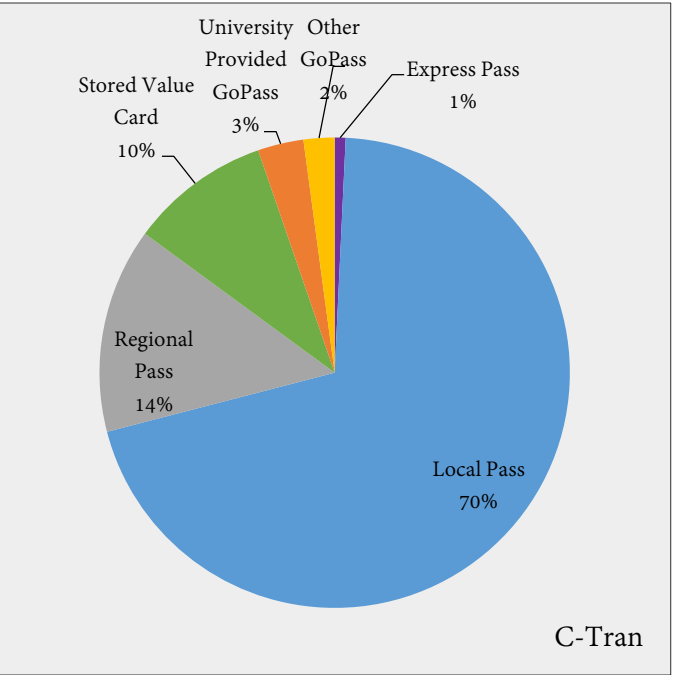
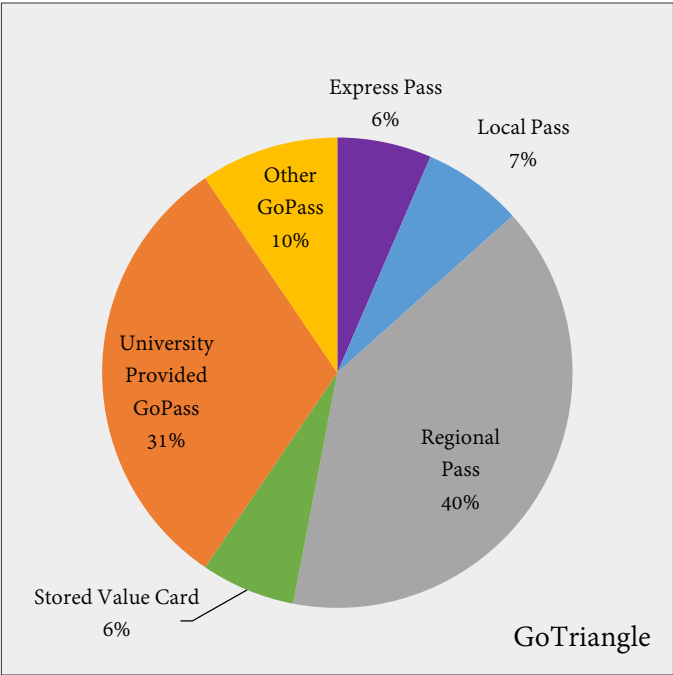
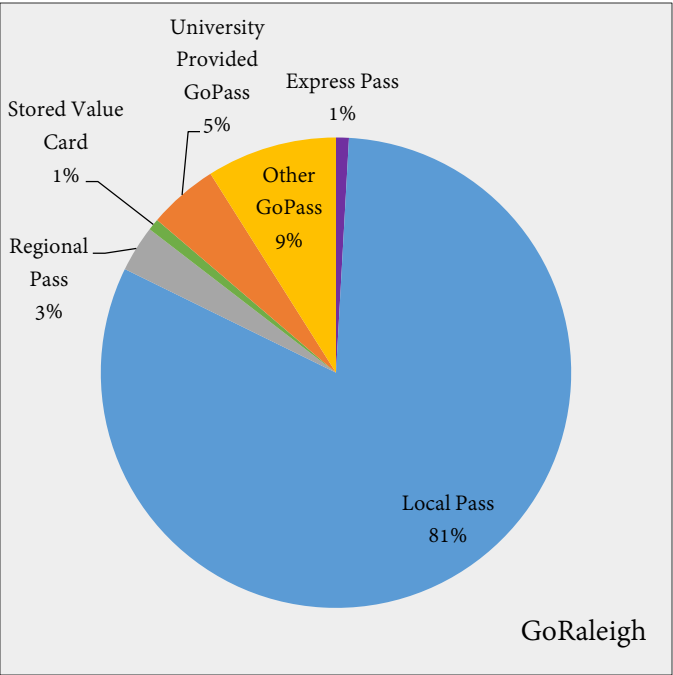
Riders who indicated they use a transit pass or card were asked what type of transit pass or card they used for their one-way trip. The types of accepted passes or cards vary by system. On this page pass types are summarized below by whether they are of the local, regional, or express variety. For example, the “Local Day Pass,” “Local 7-Day Pass,” and “Local 31-Day Pass” are reported as “Local Day Pass”. While local passes are only used on GoRaleigh and C-Tran routes and no pass, card, or fare is required to ride Wolfline; some riders report using these types of passes. It is assumed that the riders either made a transfer and used these passes on another system during their trip or were unclear about the types of passes or the question asked.

Pass Type	Applicable Systems			
	GoRaleigh	GoTriangle	C-Tran	Wolfline
Local Pass (Day, 7-Day, 31-Day)	✓	N/A	✓	N/A
Regional Pass (Day, 7-Day, 31-Day)	✓	✓	✓	N/A
Express Pass (Day, 7-Day, 31-Day)	✓	✓	✓	N/A
GoPass (University, Other)	✓	✓	✓	✓
Stored Value Card	✓	✓	✓	N/A

Results for All Systems

System	Key Observations
GoRaleigh	<ul style="list-style-type: none">A substantial majority of riders (81.4%) use a local passSome riders use a GoPass (13.8%)A small minority of riders also use regional passes (3.2%), express passes (0.9%) and stored value cards (0.8%)
GoTriangle	<ul style="list-style-type: none">Most riders use a GoPass (40.5%) or a regional pass (39.6%)Some riders also use local passes (6.9%), express passes (6.5%), and stored value cards (6.5%) at about the same percentages
C-Tran	<ul style="list-style-type: none">A substantial majority of riders (70.2%) use a local passSome riders use a regional pass (14.1%) or a stored value card (9.7%)A small minority of riders use a GoPass (5.2%) and an express pass (0.7%) at lower percentages
Wolfline	<ul style="list-style-type: none">A vast majority of riders use a GoPass provided by the University (78%) or elsewhere (12%)Some riders use an express pass (9%)

Results for Individual Systems



What type of transit pass or card did you use for this one-way trip? (Continued)

Daily, Weekly, Monthly

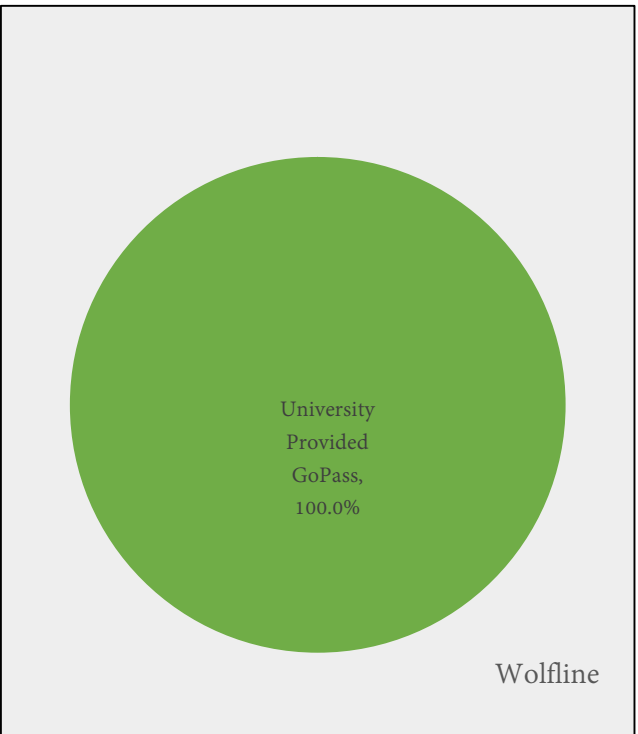
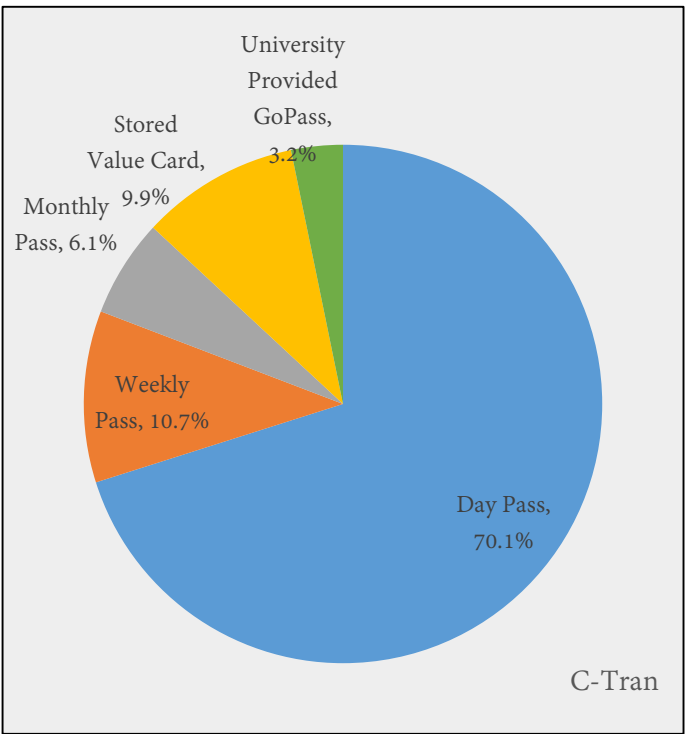
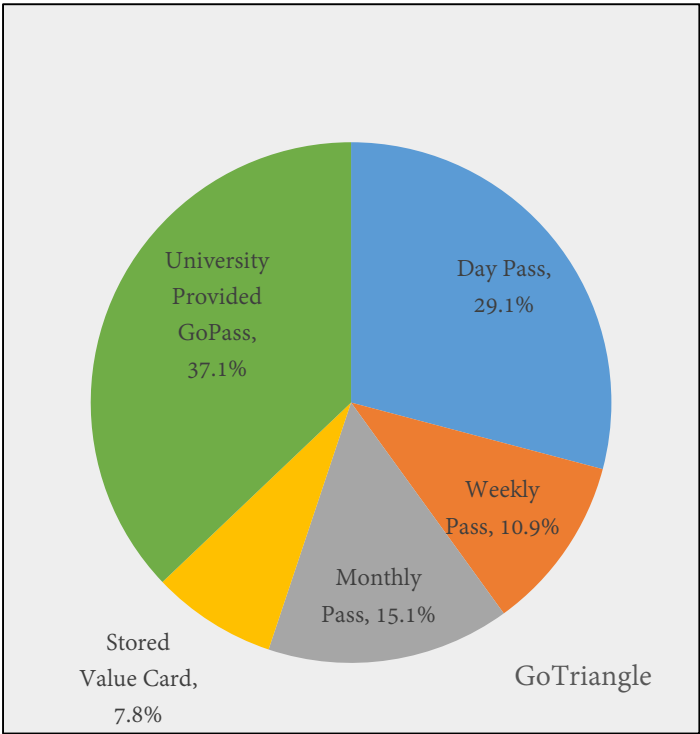
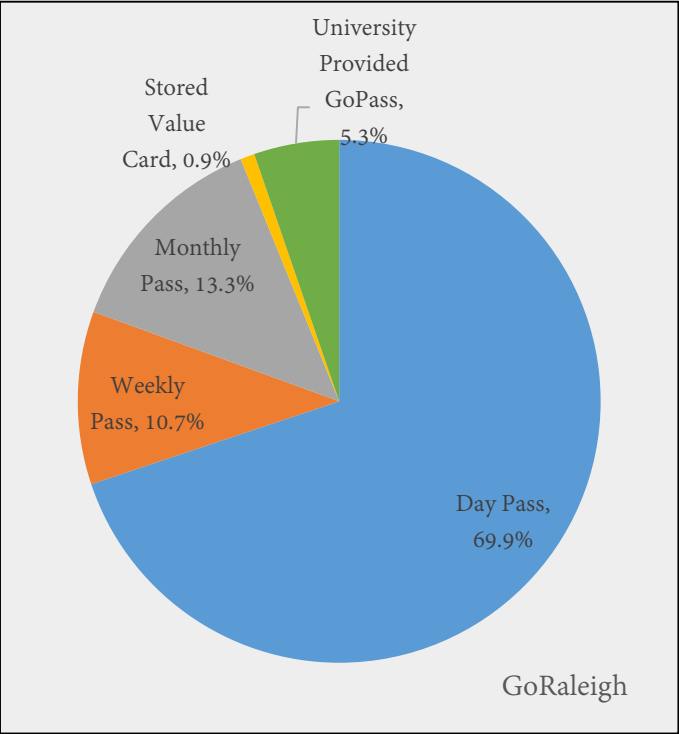
Key Findings

In the chart below pass types are summarized by length of coverage. For example, the “Express 7-Day Pass,” “Local 7-Day Pass,” and “Regional 7-Day Pass” are reported as “Weekly Pass”. GoPasses and Stored Value Cards are presented again in this section because they cover all periods.

Results for All Systems

System	Key Observations
GoRaleigh	<ul style="list-style-type: none">• A substantial majority of riders (69.9%) use a day pass• Some riders use a 31-day pass (13.3%)• A small minority of riders also use 7-day passes (10.7%)
GoTriangle	<ul style="list-style-type: none">• Some riders use a day pass (29.1%)• Some riders also use 31-day passes (15.1%) and 7-day passes (10.9%)
C-Tran	<ul style="list-style-type: none">• A substantial majority of riders (70.1%) use a day pass• Some riders use a 7-day pass (10.7%) or a stored value card (9.9%)• A small minority of riders use a 31-day pass (6.1%) and a university provided GoPass (3.2%)
Wolfline	<ul style="list-style-type: none">• All riders use a GoPass provided by their university or ride free

Results for Individual Systems



Rider and Household Characteristics

Data that describe the demographic characteristics of fixed route transit riders include age, gender, race and ethnicity, and household income, as well as the number of available cars in the household, number of people in the household, and employment status are included in this section. These questions also address frequency of riding transit and longevity of riding transit. The responses to these questions will help agencies in understanding the populations they serve and delivering services that meets their needs. Rider and household characteristics data are summarized in this section to address the following subjects:

- How long have you been riding transit?
- What is your gender?
- What is your age?
- Do you have a valid driver's license?
- How do you identify your race and ethnicity?
- Employment status
- Including you, how many people live in your household?
- Including you, how many people (16 or older) in your household are employed full or part-time?
- How many working vehicles (cars, trucks, or motorcycles) are available to your household?
- Could you have used one of these vehicles for this trip?
- Which of the following best describes your total annual household income in 2014 before taxes?

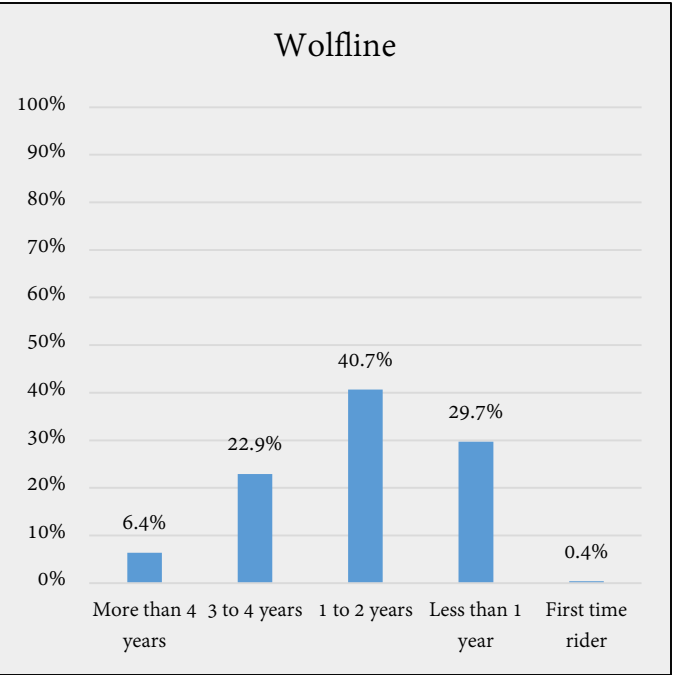
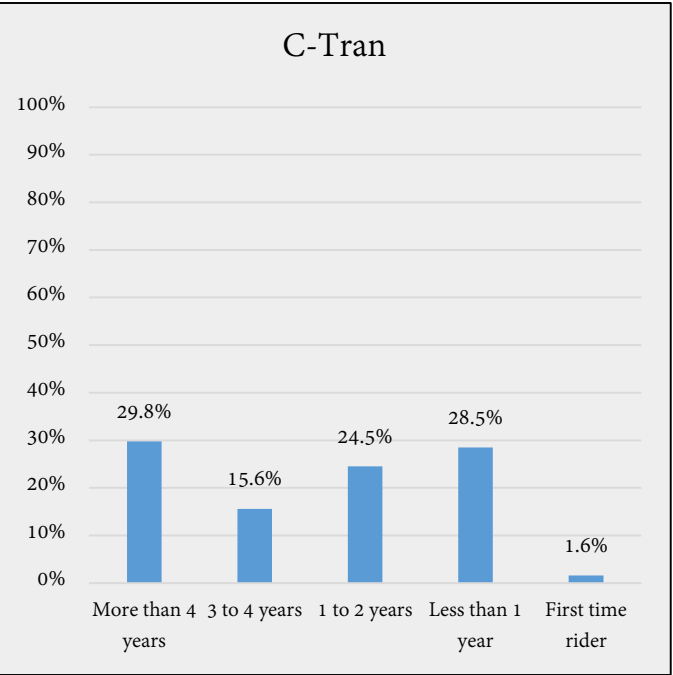
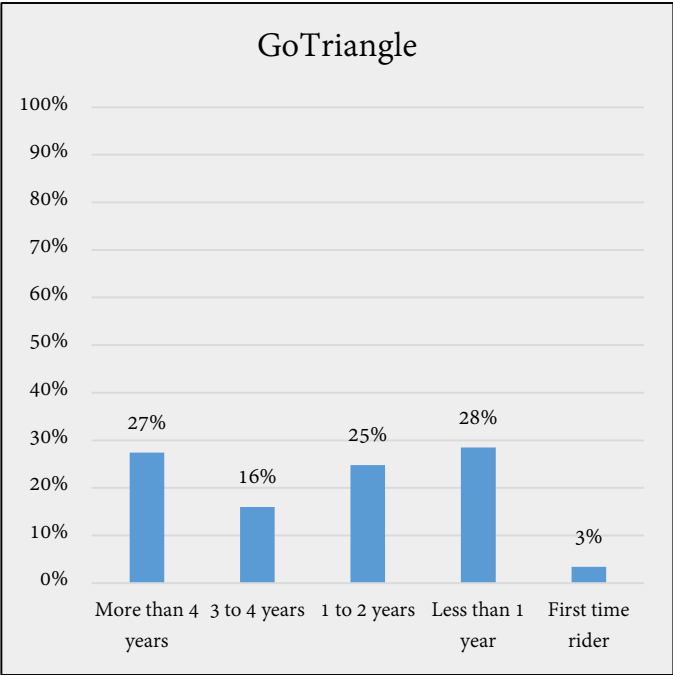
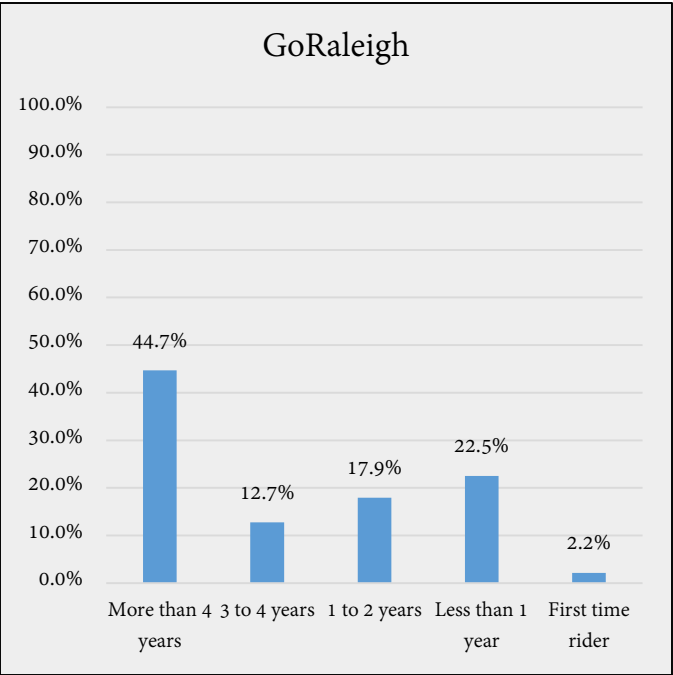
How long have you been riding transit?

Key Findings

The following are key highlights of the responses from riders when asked how long they have been riding transit. Survey data about riders’ tenure riding the transit system together with levels of ridership can provide some insight on things like customer loyalty, whether each system is attracting new riders, and rider familiarity with the agency and their routes. The National Transit Database (NTD) can provide further insight into transit system growth and retention. Data for Wolfline reflects a student rider population with fewer likely years of riding the transit system.

System	Key Observations
All	<ul style="list-style-type: none">A fairly even distribution of riders have been riding the transit systems for more than 4 years (27.5%), 1 to 2 years (27.9%) and less than 1 year (25.9%); however, there is wide variation between some systemsSome riders have been riding the transit systems for 3 to 4 years (17.2%)
GoRaleigh	<ul style="list-style-type: none">Some riders (44.7%) have been riding GoRaleigh more than 4 yearsA similar percentage of riders have been riding GoRaleigh for 1 to 2 years (17.9%) or less than 1 year (22.5%)
GoTriangle	<ul style="list-style-type: none">A fairly even distribution of riders have been riding GoTriangle for more than 4 years (27.4%), 1 to 2 years (24.8%) and less than 1 year (28.5%)Fewer riders (16.0%) have been riding GoTriangle for 3 to 4 years and very few (3.4%) are first-time riders
C-Tran	<ul style="list-style-type: none">A fairly even distribution of riders have been riding C-Tran for more than 4 years (29.8%), 1 to 2 years (24.5%) and less than 1 year (28.5%)Fewer riders (15.6%) have been riding C-Tran for 3 to 4 years and very few (1.6%) are first-time riders
Wolfline	<ul style="list-style-type: none">Some riders (40.7%) have been riding Wolfline for 1 to 2 yearsSimilar percentages of riders have been riding Wolfline for 3 to 4 years (22.9%) or less than 1 year (29.7%)

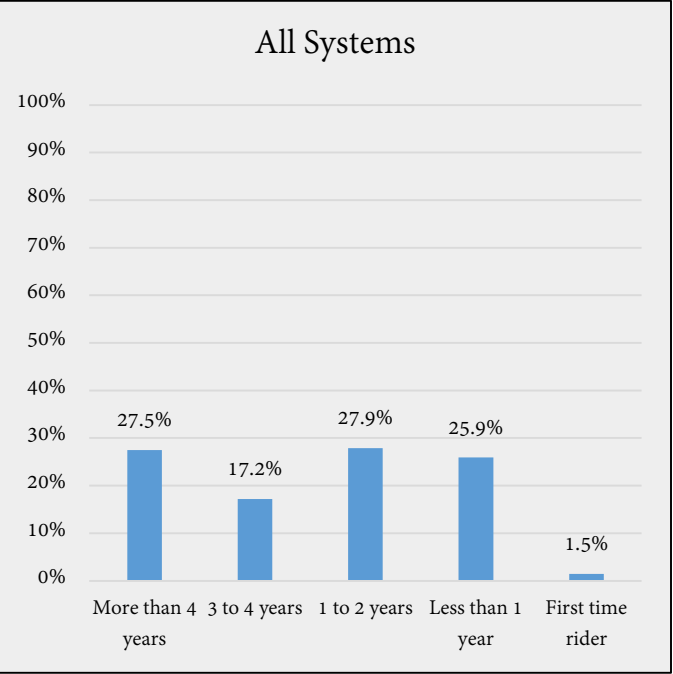
Results for Individual Systems



Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
More than four years	27.5%
Three to four years	17.2%
One to two years	27.9%
Less than one year	25.9%
First time rider	1.5%



What is your gender?

Key Findings

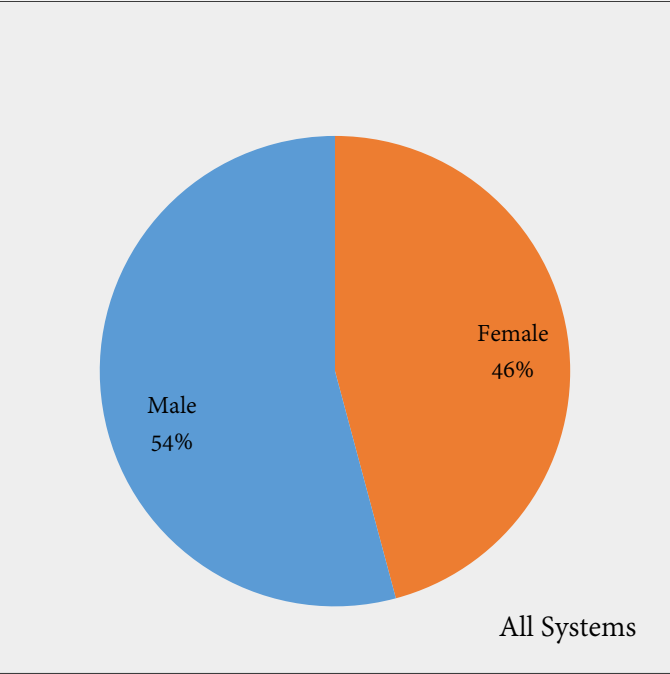
The following are key highlights of the responses from riders when asked to identify their gender. According to the most recently available U.S. Census Bureau data (2010), 51.3% of Wake County’s overall population, 51.7% of the city of Raleigh’s population, and 51.3% of the town of Cary’s population is female, . This slightly contrasts with the gender profile of transit ridership in the Triangle Region. Survey responses indicate that males are riding transit at a higher rate than their female counterparts.

System	Key Observations
All	<ul style="list-style-type: none">More riders are male (54.2%) than female (45.8%)
GoRaleigh	<ul style="list-style-type: none">More riders are male (54.6%) than female (45.4%)
GoTriangle	<ul style="list-style-type: none">More riders are male (55.9%) than female (44.1%)
C-Tran	<ul style="list-style-type: none">More riders are female (52.6%) than male (47.4%)
Wolfline	<ul style="list-style-type: none">More riders are male (53.8%) than female (45.8%)

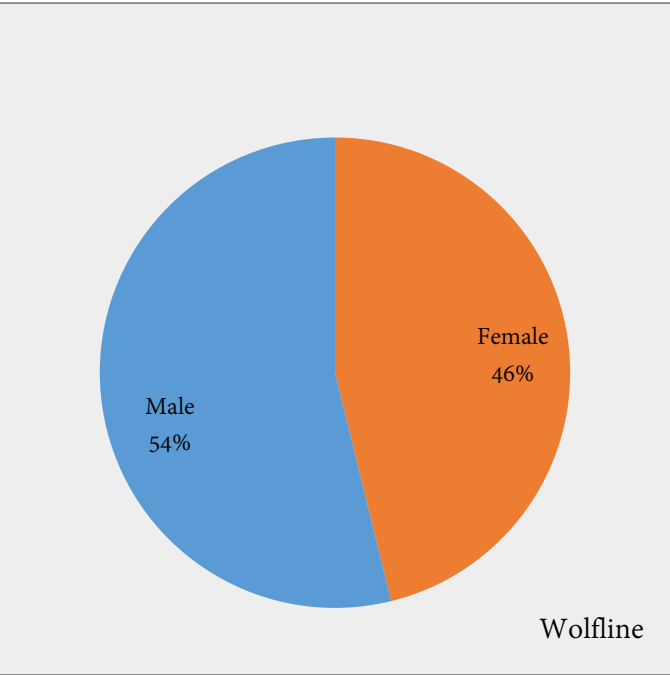
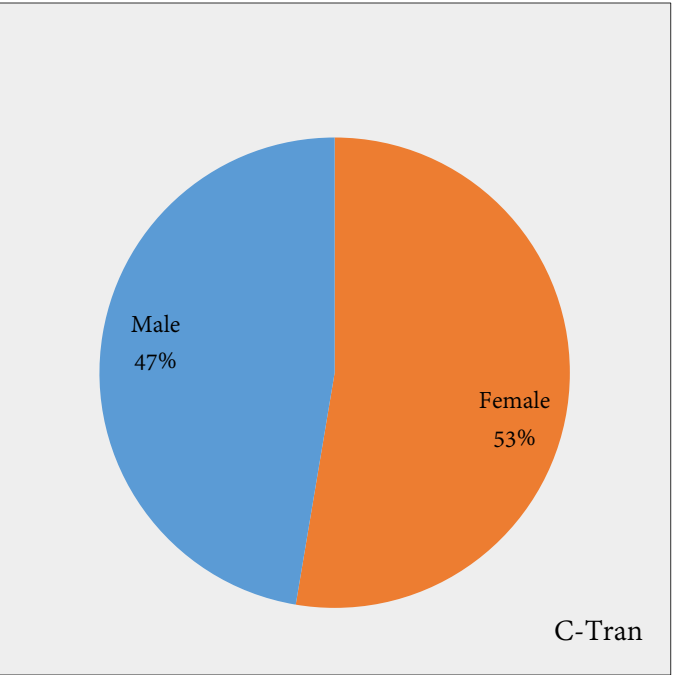
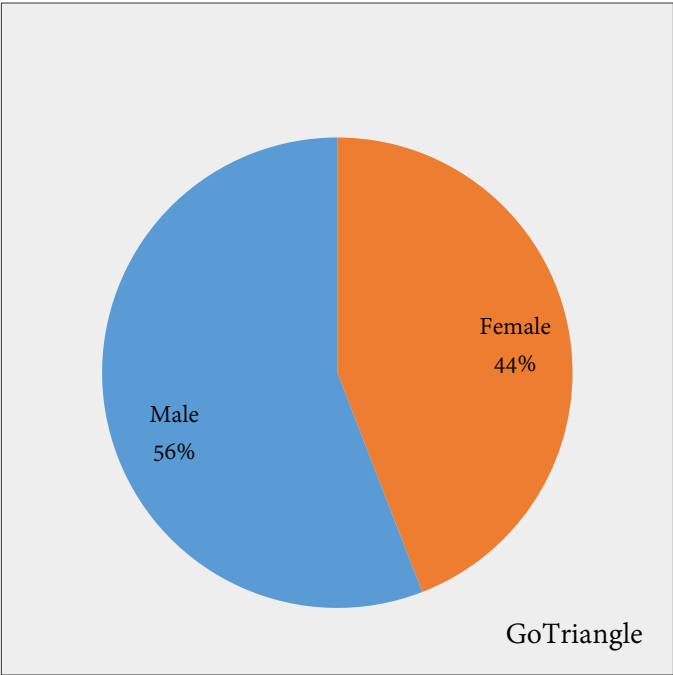
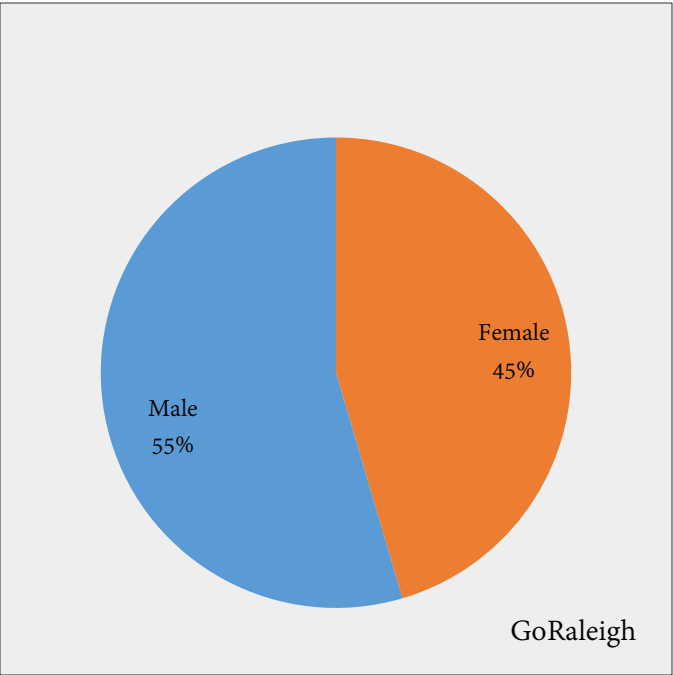
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
Male	54.2%
Female	45.8%



Results for Individual Systems



What is your age?

Key Findings

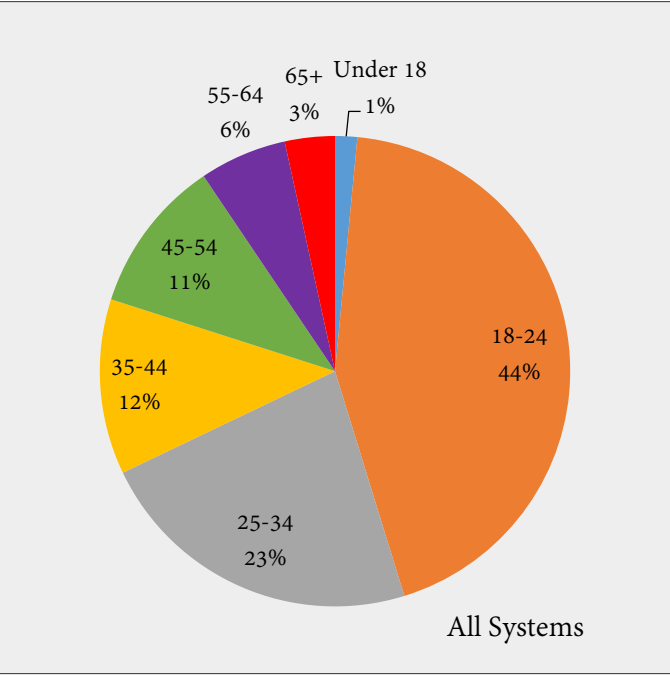
The following are key highlights of the responses from riders when asked to identify their age.

System	Key Observations
All	<ul style="list-style-type: none">The largest group of riders (43.7%) is between 18-24 years; however, this is driven by the ridership on Wolfline, and the largest age group for other systems is between 25-34 yearsThe combined systems have a small minority of riders under 18 years (1.5%) and 65 years and older (3.4%)
GoRaleigh	<ul style="list-style-type: none">The largest group of riders (25.2%) is between 25-34 yearsRiders are evenly distributed among 18-24 years (20.2%), 35-44 years (19.0%), and 45-54 years (17.5%)The lowest percentages of riders are 65 years or older (5.6%) and under 18 years (2.5%)
GoTriangle	<ul style="list-style-type: none">The largest group of riders is between 25-34 years (30.4%), followed by 35-44 years (23.4%)Similar percentages of riders are 18-24 years (16.7%) as 45-54 years (15.4%)The lowest percentages of riders are 65 years and older (2.6%) and under 18 years (2.2%)
C-Tran	<ul style="list-style-type: none">The largest group of riders is between 25-34 years (23.9%)Ridership from all age groups 18 and over is fairly evenly distributedCompared to other systems, C-Tran has the highest percentage of riders 65 years and older (14.1%)
Wolfline	<ul style="list-style-type: none">Compared to other systems, Wolfline has the highest percentage of riders 18-24 years (77.8%)Compared to other systems, Wolfline has the lowest percentages of riders 55-64 years (0.2%) and 65 years and older (0.3%)

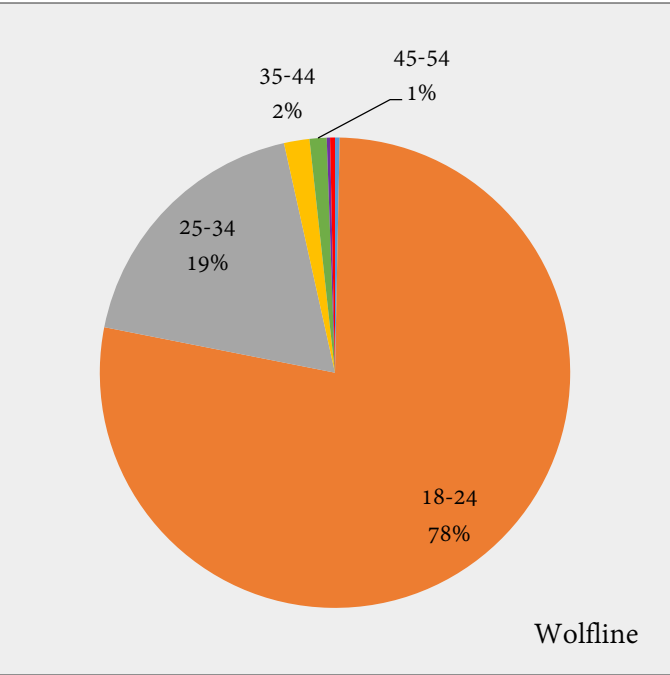
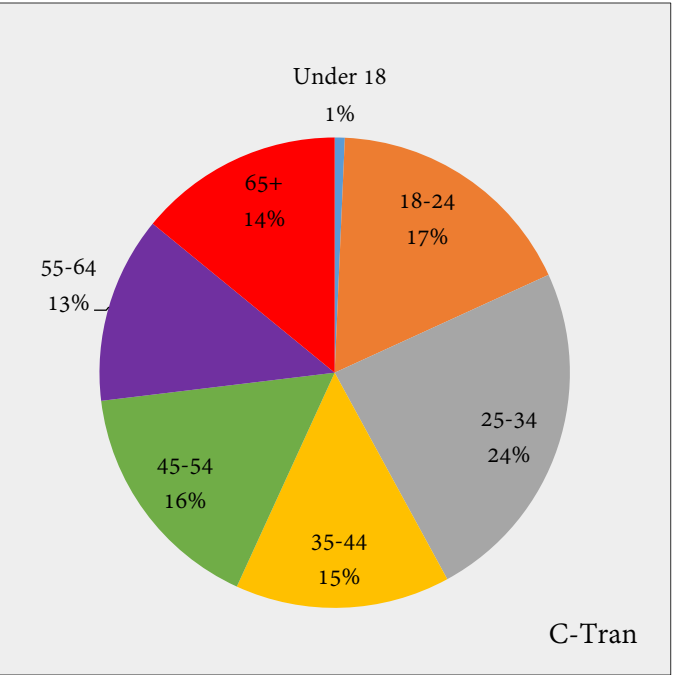
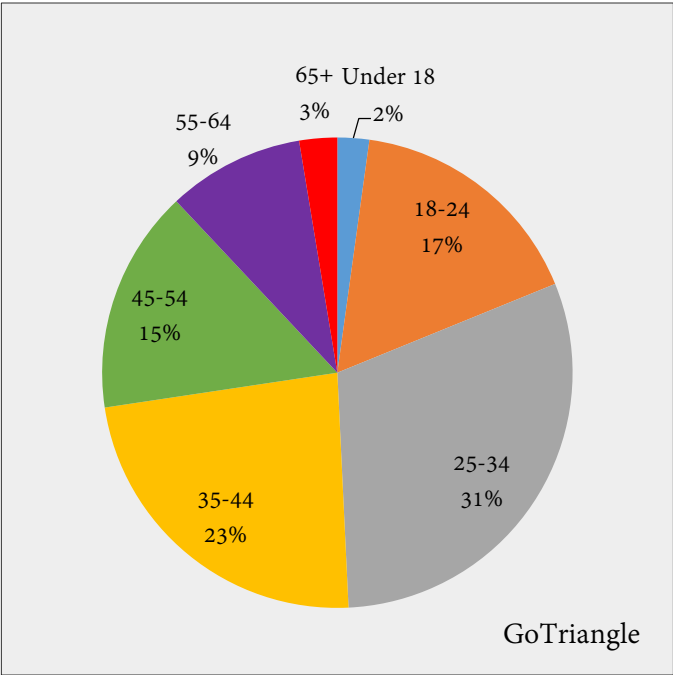
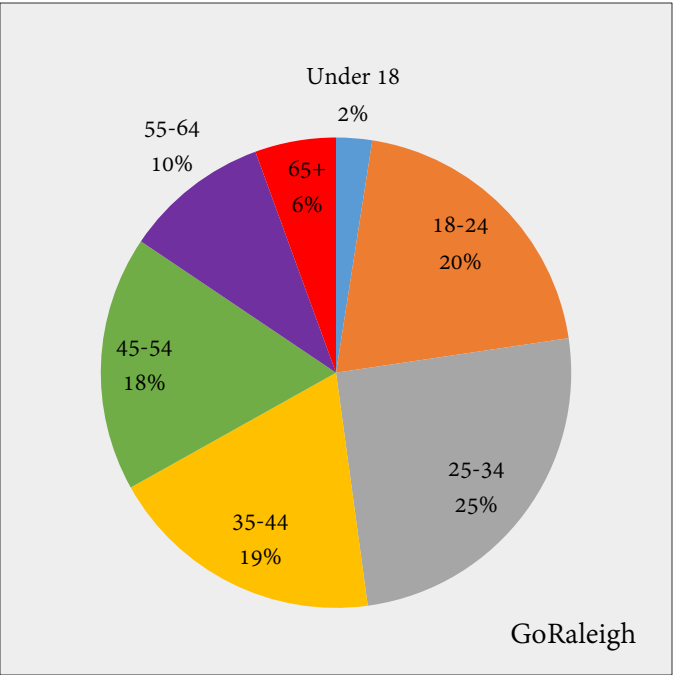
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
Under 18 years	1.5%
18-24 years	43.7%
25-34 years	22.7%
35-44 years	12.0%
45-54 years	10.6%
55-64 years	6.0%
65+ years	3.4%



Results for Individual Systems



Do you have a valid driver’s license?

Key Findings

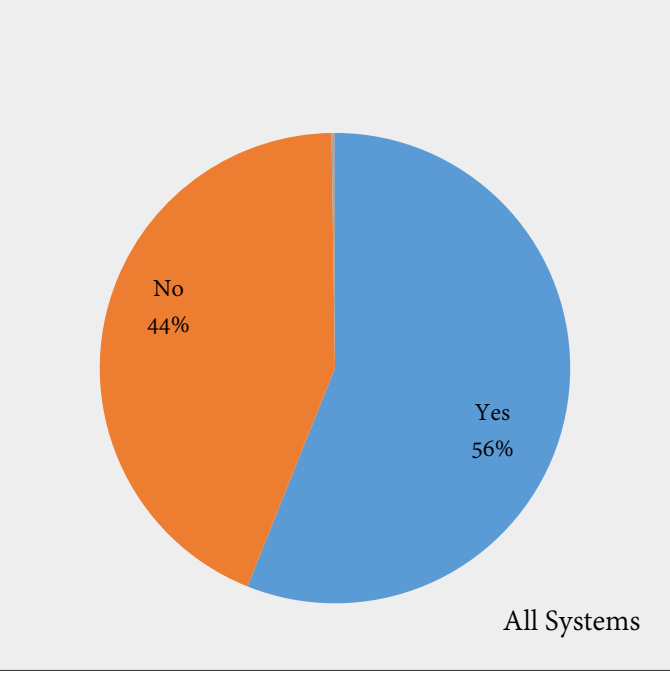
The following are key highlights of the responses from riders when asked if they have a valid driver’s license. GoTriangle’s ridership results deviate notably from GoRaleigh and C-Tran for this question. This could reflect that GoTriangle’s ridership has more disposable income, which could be used for vehicle ownership and driver’s license procurement. Wolfline predominantly serves a student population and its results reflect this population.

System	Key Observations
All	<ul style="list-style-type: none">Over half (56.1%) of riders have a valid driver’s license; however, there is notable variation between systems
GoRaleigh	<ul style="list-style-type: none">A majority (63.5%) of riders <u>do not</u> have a valid driver’s license
GoTriangle	<ul style="list-style-type: none">A substantial majority (68.3%) of riders have a valid driver’s license
C-Tran	<ul style="list-style-type: none">A majority (63.4%) of riders <u>do not</u> have a valid driver’s license
Wolfline	<ul style="list-style-type: none">A substantial majority of riders (80.0%) have a valid driver’s license

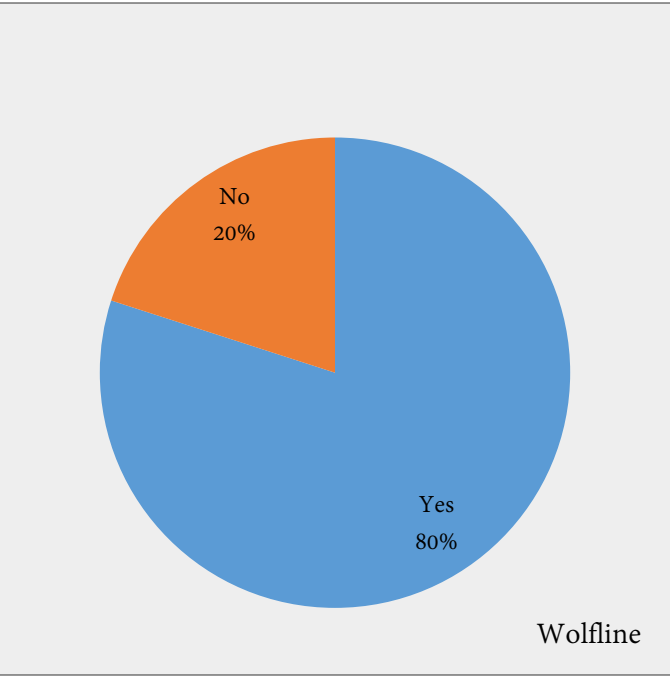
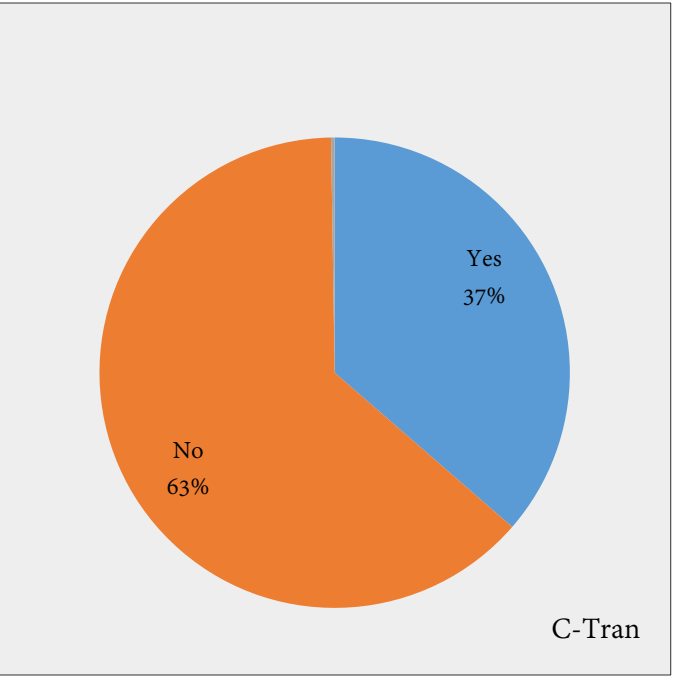
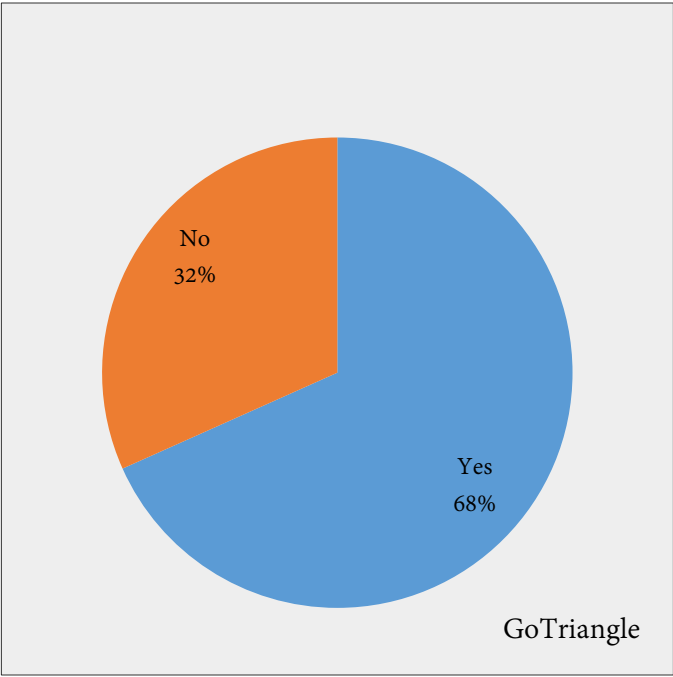
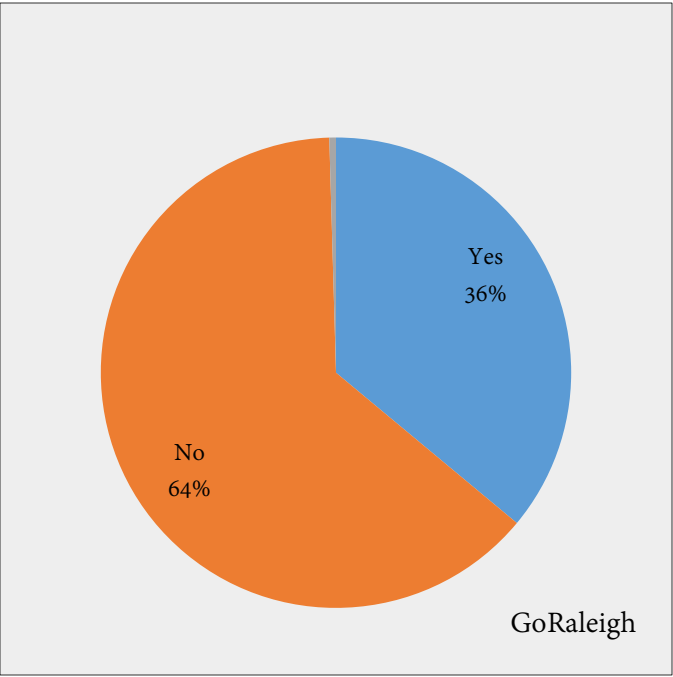
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
Yes	56.1%
No	43.7%
Not Driving Age	0.2%



Results for Individual Systems



How do you identify your race and ethnicity (check all that apply)?

Key Findings

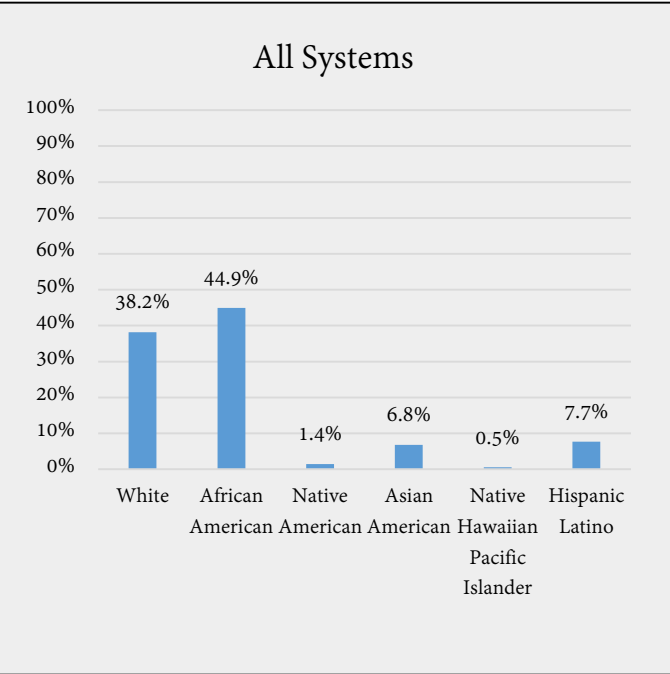
The following are key highlights of the responses from riders when asked how they identify their race and ethnicity. Riders could identify more than one race in addition to ethnicity, therefore percentage distributions may sum to greater than 100 percent.

System	Key Observations
All	<ul style="list-style-type: none">More riders (44.9%) identify as African American than all other racesMany riders (38.2%) identify as White
GoRaleigh	<ul style="list-style-type: none">More riders (67.8%) identify as African American than all other racesMany riders identify as White (21.8%)Some riders (10.6%) identify as ethnically Hispanic/Latino
GoTriangle	<ul style="list-style-type: none">More riders (54.1%) identify as White than all other racesMany riders (36.9%) identify as African American
C-Tran	<ul style="list-style-type: none">Riders identify as African American (43.9%) and White (39.0%) in similar percentagesSome riders (13.6%) identify as ethnically Hispanic/Latino
Wolfline	<ul style="list-style-type: none">More riders (56.0%) identify as White than all other racesSome riders identify as African American (18.1%) and Asian American (13.9%)

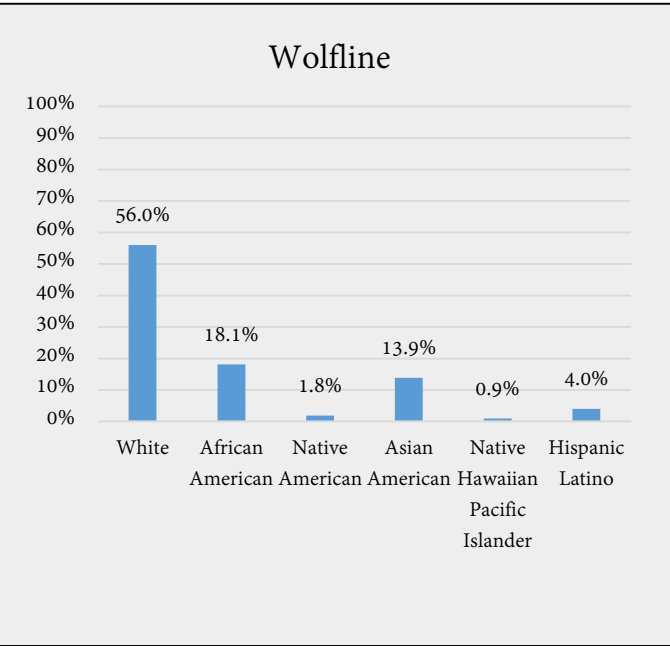
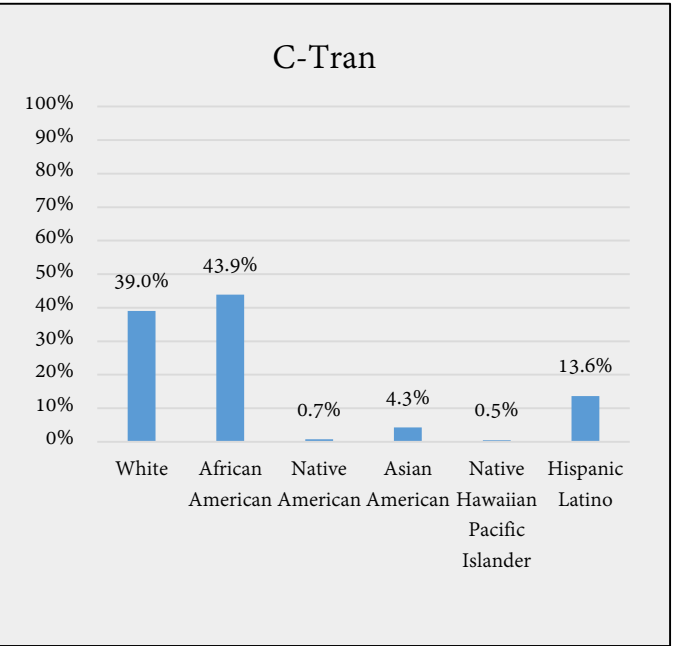
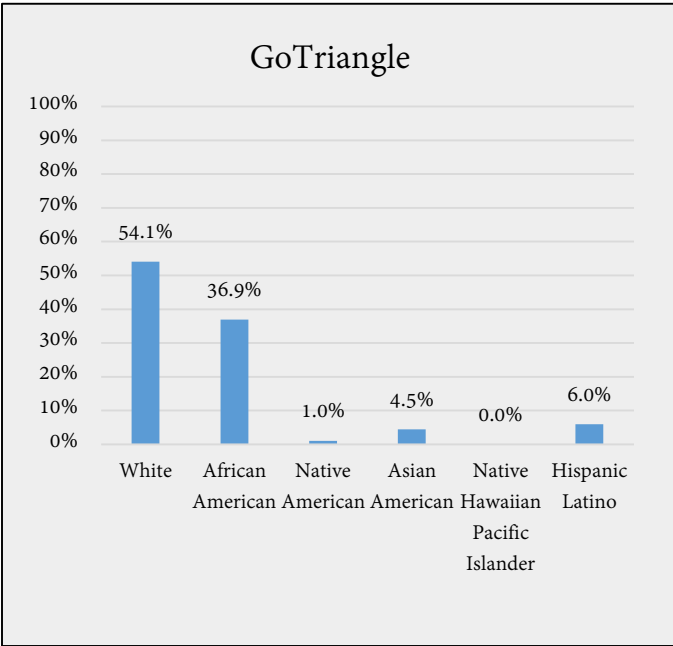
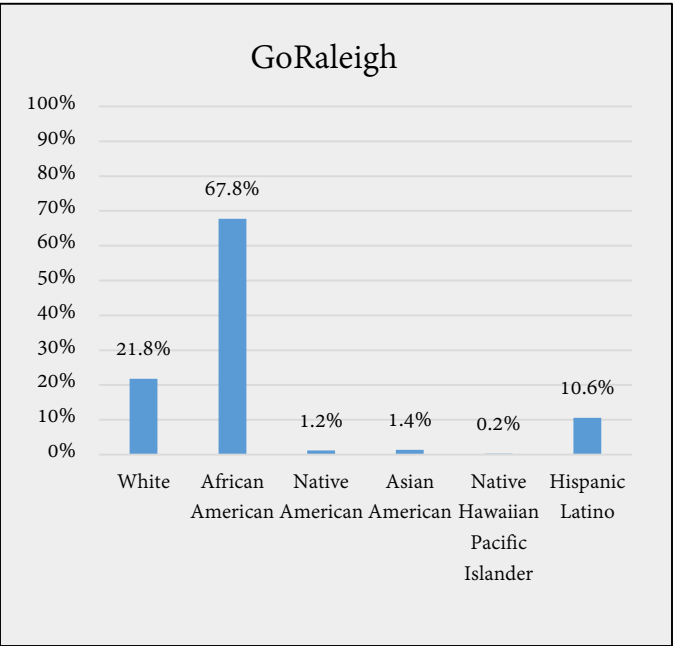
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below along with a breakdown of Wake County race and ethnicity data from the 2010-2014 American Community Survey (ACS). Individual charts for each system are provided at the bottom of the page. ACS data coupled with survey responses show that non-white and non-Hispanic populations comprise a higher proportion of transit ridership than their relative proportion of the Wake County population.

Combined responses for all systems		Wake County Percent
Response	Ridership Percent	
White (non-Hispanic)	38.2%	69.9%
African American (non-Hispanic)	44.9%	21.8%
Native American (non-Hispanic)	1.4%	0.9%
Asian American (non-Hispanic)	6.8%	6.6%
Native Hawaiian or Pacific Islander (non-Hispanic)	0.5%	0.1%
Hispanic or Latino	7.7%	9.9%



Results for Individual Systems



Employment status

Key Findings

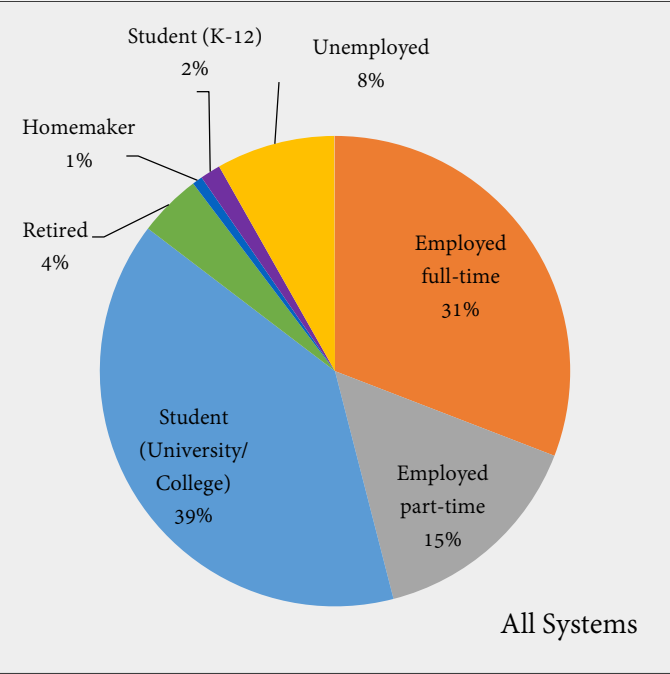
The following are key highlights of the responses from riders when asked their employment status.

System	Key Observations
All	<ul style="list-style-type: none">Most riders are either employed full- or part-time (46.0%) or students at University or College (39.4%); however, the proportion of students is primarily due to Wolfline ridershipSome riders are unemployed (8.2%) or retired (4.3%)Asmall minority of riders are students in grades K-12 (1.4%), homemakers (0.7%), or not of working age (0.0%)
GoRaleigh	<ul style="list-style-type: none">A majority of riders (65.5%) are employed full- or part-timeSome riders are unemployed (15.2%), University or College students (8.2%), or retired (7.3%)
GoTriangle	<ul style="list-style-type: none">A substantial majority of riders (78.5%) are employed full- or part-timeSome riders (12.6%) are University or College students
C-Tran	<ul style="list-style-type: none">A substantial majority of riders (68.7%) are employed full- or part-timeSome riders (16.1%) are retiredSome riders are unemployed (8.0%) or students at University or College (5.0%)
Wolfline	<ul style="list-style-type: none">A substantial majority of riders (83.2%) are University or College studentsSome riders (16.2%) are employed full- or part-time

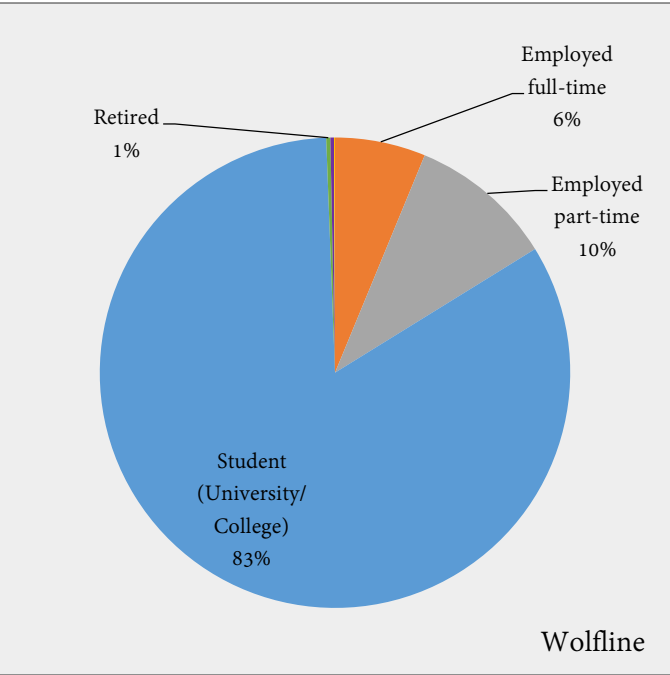
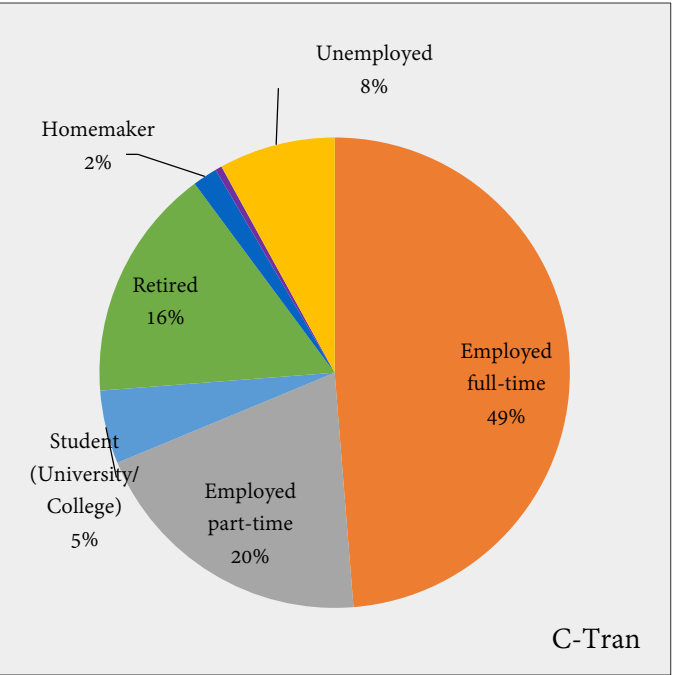
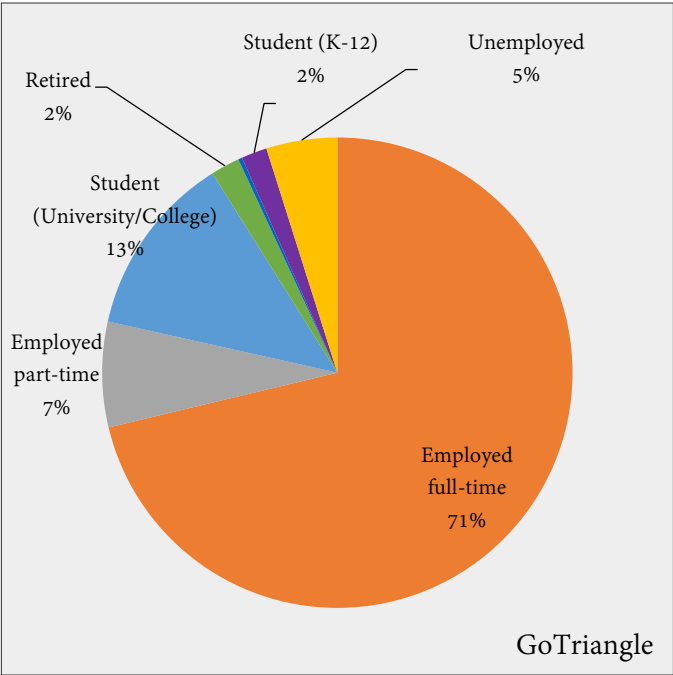
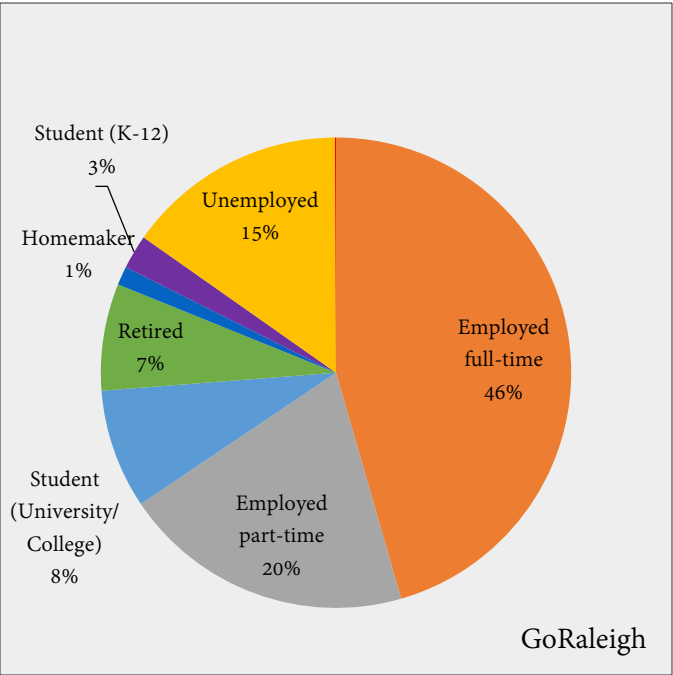
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
Student (University/College)	39.4%
Employed full-time	30.9%
Employed part-time	15.1%
Unemployed	8.2%
Retired	4.3%
Student (K-12)	1.4%
Homemaker	0.7%
Not working age	0.0%



Results for Individual Systems



Including you, how many people live in your household?

Key Findings

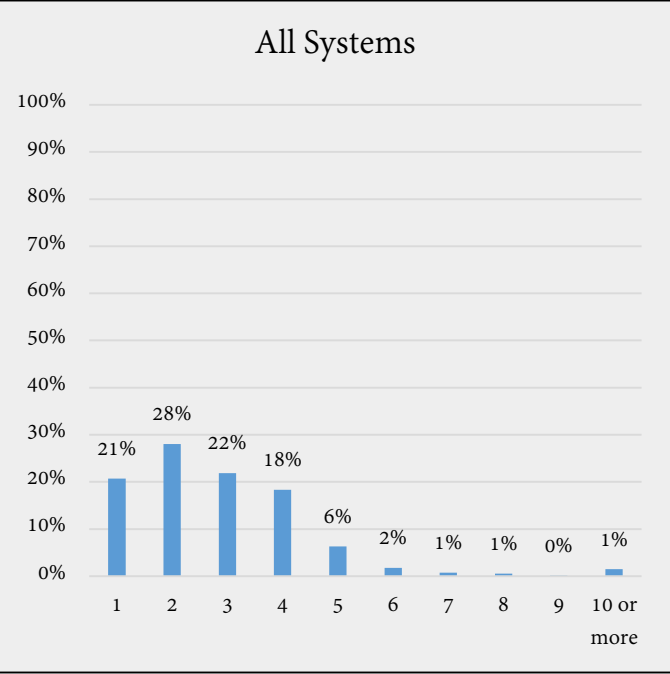
The following are key highlights of the responses from riders when asked how many people live in their household.

System	Key Observations
All	<ul style="list-style-type: none">The vast majority of riders (89.1%) live in households with four or fewer peopleRiders with two-person households are most commonly occurring subset for every system (28.1%)
GoRaleigh	<ul style="list-style-type: none">A substantial majority of riders (84.5%) live in households with four or fewer people
GoTriangle	<ul style="list-style-type: none">A vast majority of riders (87.9%) live in households with four or fewer people
C-Tran	<ul style="list-style-type: none">A vast majority of riders (91.7%) live in households with four or fewer people
Wolfline	<ul style="list-style-type: none">A vast majority of riders (94.5%) live in households with four or fewer people

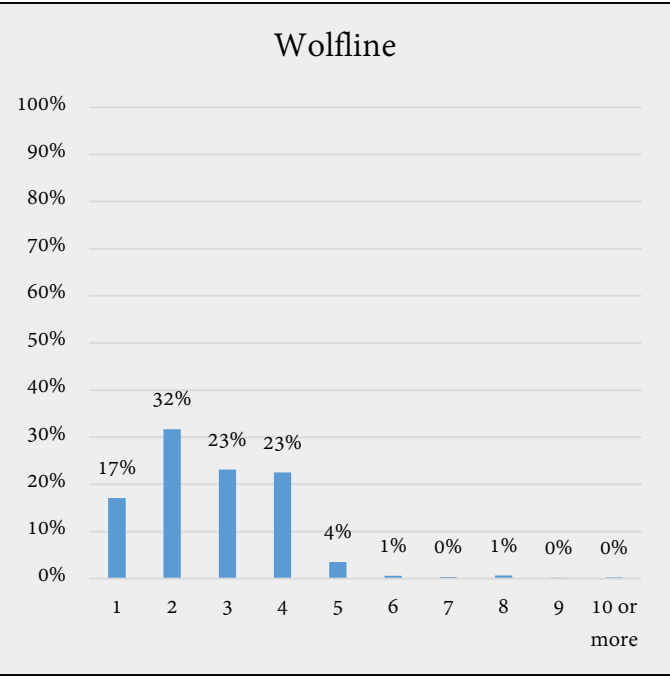
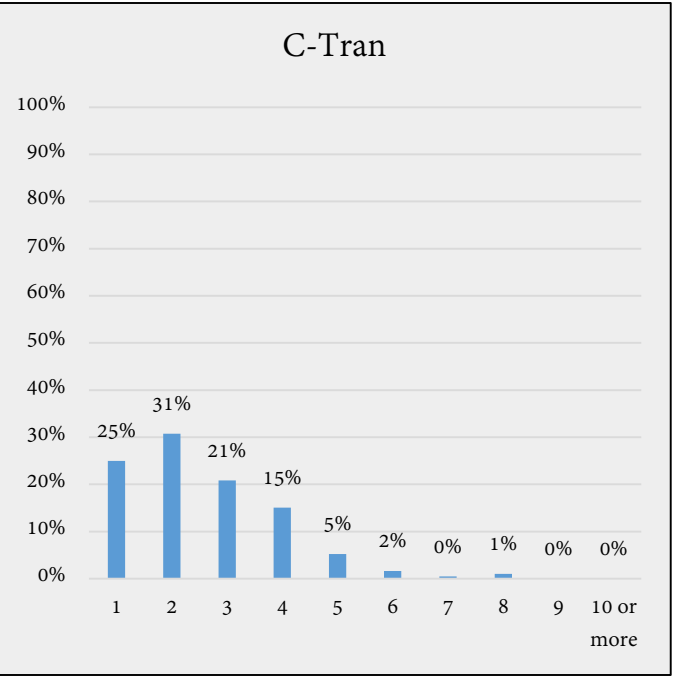
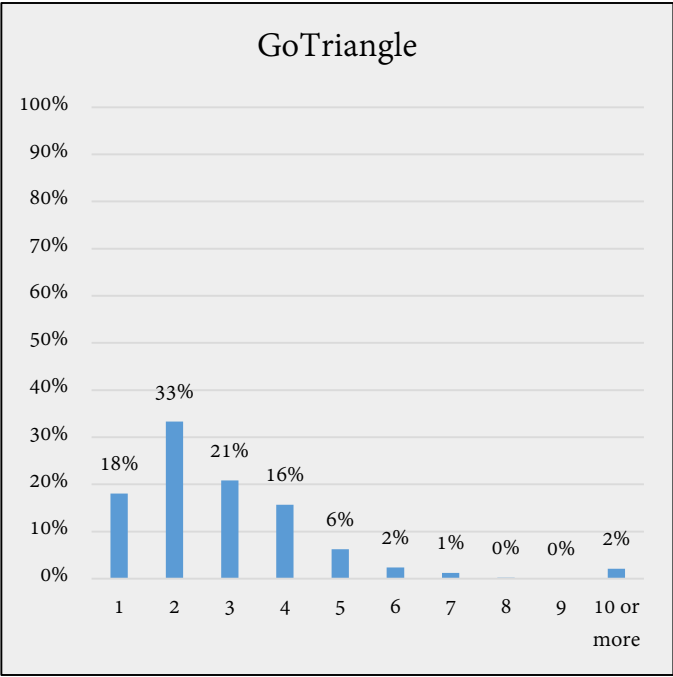
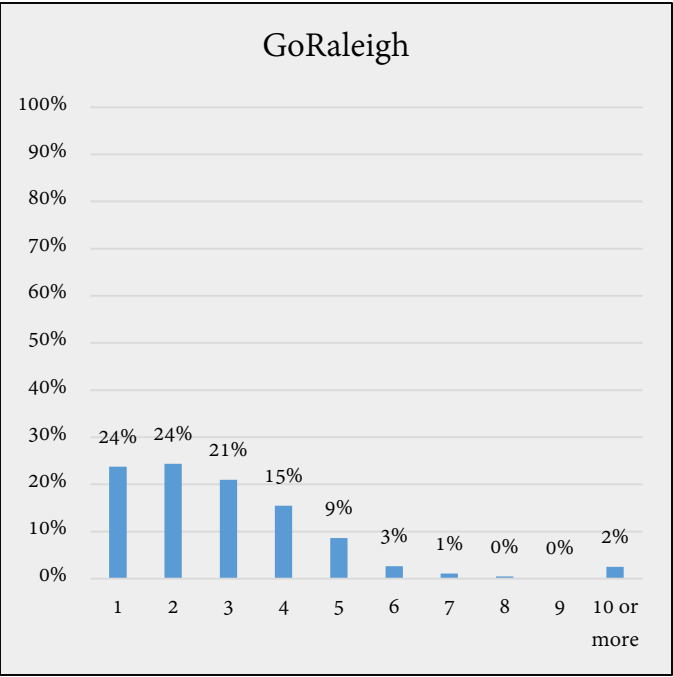
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
1	20.7%
2	28.1%
3	21.9%
4	18.4%
5	6.3%
6	1.8%
7	0.8%
8	0.6%
9	0.2%
10 or more	1.5%



Results for Individual Systems



Including you, how many people (16 or older) in your household are employed full or part-time?

Key Findings

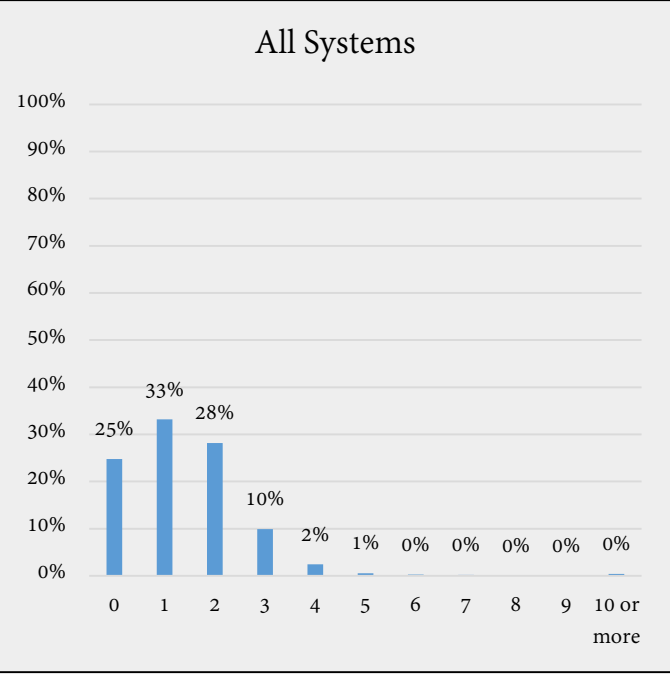
The following are key highlights of the responses from riders when asked how many people in their household, including themselves, are employed full or part time.

System	Key Observations
All	<ul style="list-style-type: none">The vast majority of riders (86.2%) live with 3 or fewer employed household membersA majority of riders (58.0%) live with 1 or fewer employed household membersSome riders (24.8%) live with no employed household members
GoRaleigh	<ul style="list-style-type: none">A substantial majority of riders (84.3%) live with 3 or fewer employed household membersA majority of riders (52.5%) live with 1 or fewer employed household membersSome riders (17.5%) live with no employed household members
GoTriangle	<ul style="list-style-type: none">The vast majority of riders (85.8%) live with 3 or fewer employed household membersSome riders (44.2%) live with 1 or fewer employed household membersA small minority of riders (6.1%) live with no employed household members
C-Tran	<ul style="list-style-type: none">A substantial majority of riders (84.1%) live with 3 or fewer employed household membersA majority of riders (54.0%) live with 1 or fewer employed household membersSome riders (18.8%) live with no employed household members
Wolfline	<ul style="list-style-type: none">The vast majority of riders (88.5%) live with 3 or fewer employed household membersA substantial majority of riders (66.9%) live with 1 or fewer employed household membersWolfline has the highest percentage of riders (36.6%) living with no employed household members. This is likely due to the use of Wolfline by unemployed students.

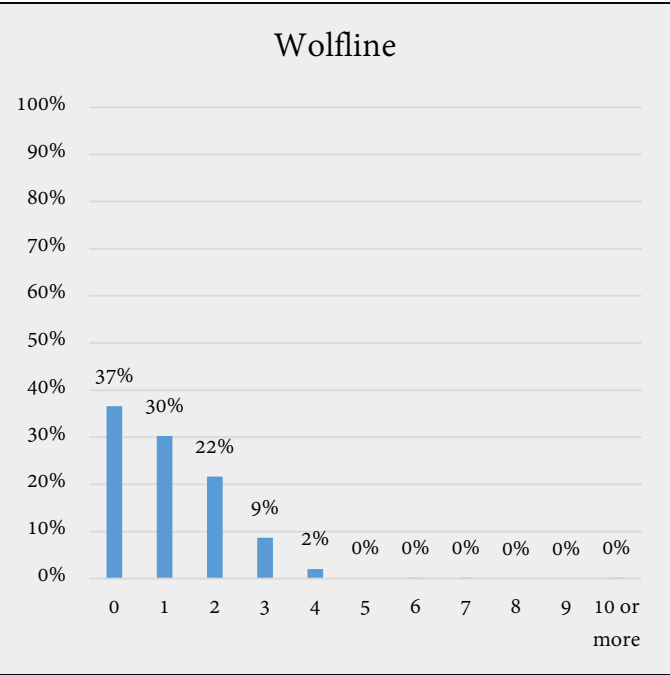
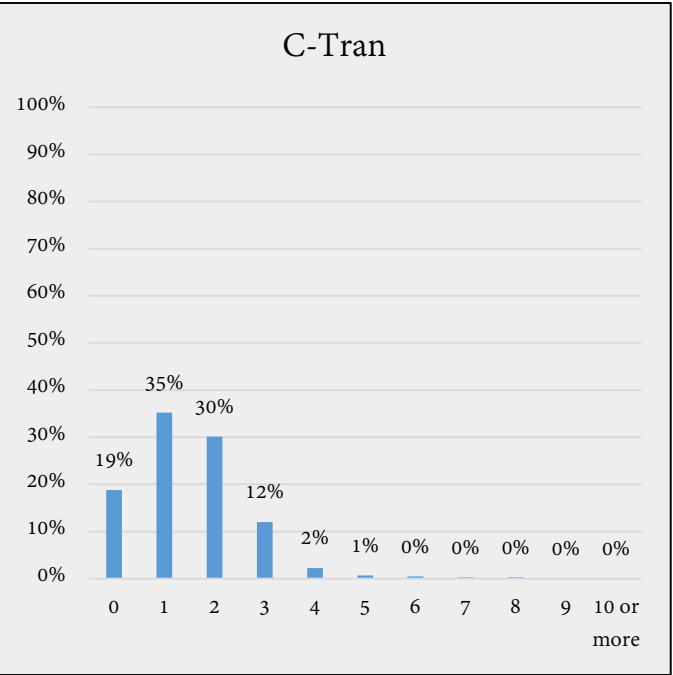
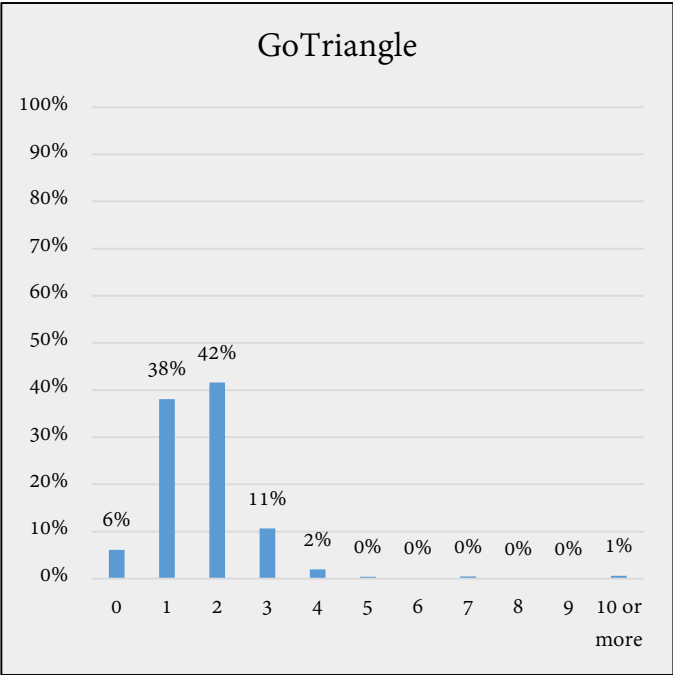
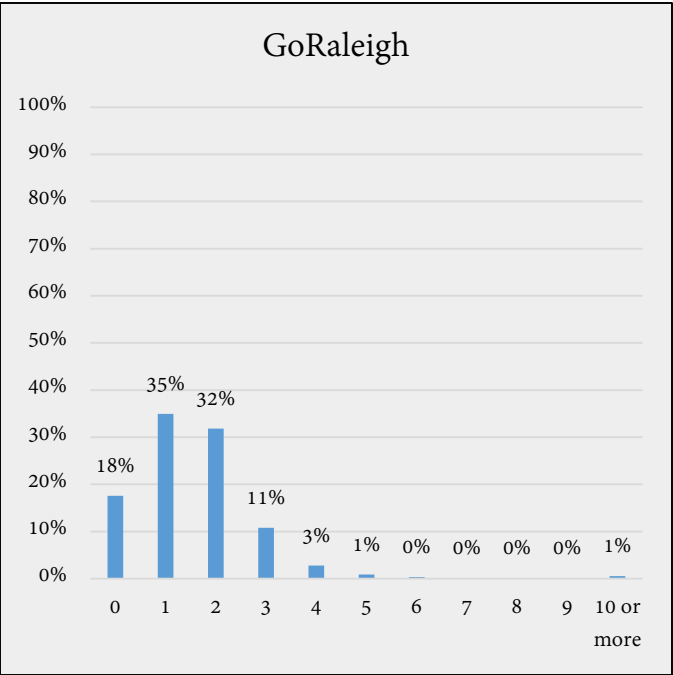
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
0	24.8%
1	33.2%
2	28.2%
3	9.9%
4	2.4%
5	0.6%
6	0.3%
7	0.2%
8	0.1%
9	0.0%
10 or more	0.4%



Results for Individual Systems



How many working vehicles (cars, trucks, or motorcycles) are available to your household?

Key Findings

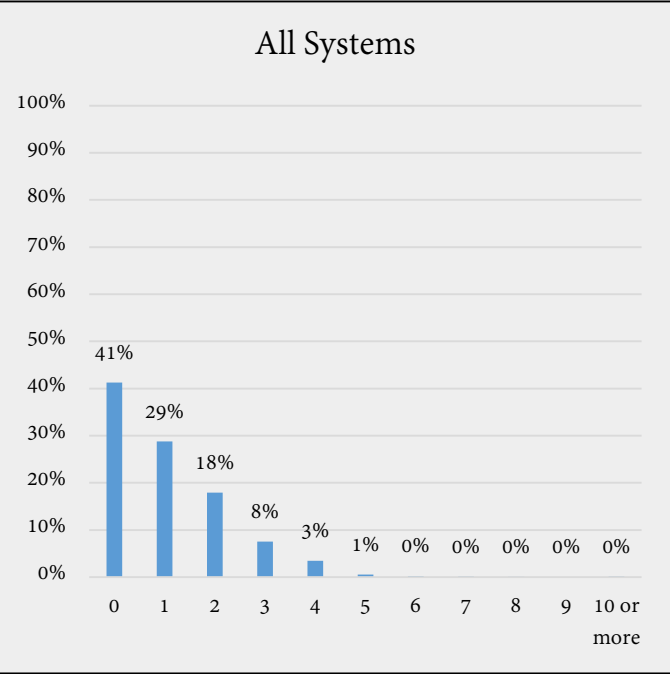
The following are key highlights of the responses from riders when asked how many working vehicles are available to their household. GoTriangle’s ridership findings deviate notably from GoRaleigh and C-Tran for this question. This could reflect that GoTriangle’s ridership has more disposable income, which could be used for vehicle ownership. Wolfline predominantly serves a student population and its results reflect this population.

System	Key Observations
All	<ul style="list-style-type: none">Approximately two-fifths of riders (41.2%) have no vehicles available to their householdSome riders have 1 (28.8%), 2 (17.9%), 3 (7.5%) or 4 (3.4%) vehicles available to their household
GoRaleigh	<ul style="list-style-type: none">A majority of riders (55.5%) have no vehicles available to their householdSome riders have 1 (28.0%) or 2 (12.0%) vehicles available to their household
GoTriangle	<ul style="list-style-type: none">A similar percentage of riders have 0 (30.5%) or 1 (35.0%) vehicle available to their householdSome riders have 2 (25.6%) or 3 (7.0%) vehicles available to their household
C-Tran	<ul style="list-style-type: none">Slightly less than half of riders (45.6%) have no vehicle available to their householdSome riders have 1 (32.4%) or 2 (15.8%) vehicles available to their household
Wolfline	<ul style="list-style-type: none">A similar percentage of riders have 0 (25.1%), 1 (28.7%) or 2 (24.2%) vehicles available to their householdSome riders have 3 (13.0%) or 4 (7.2%) vehicles available to their household

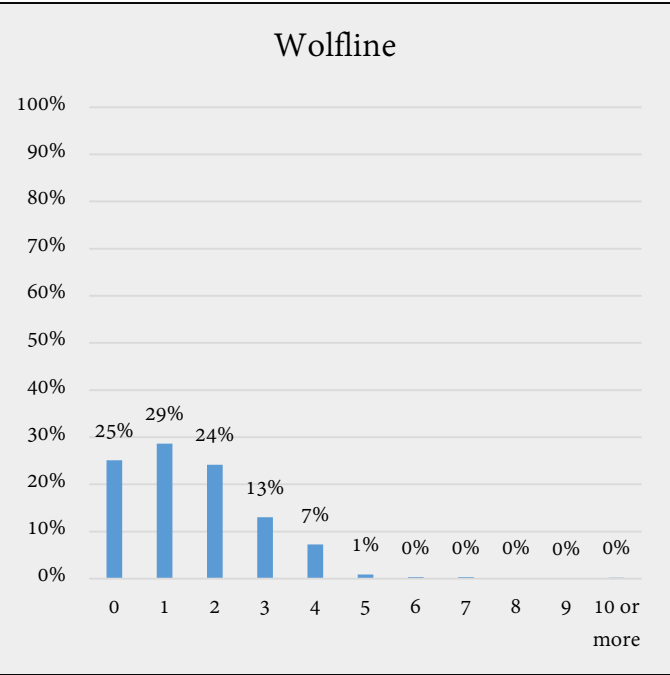
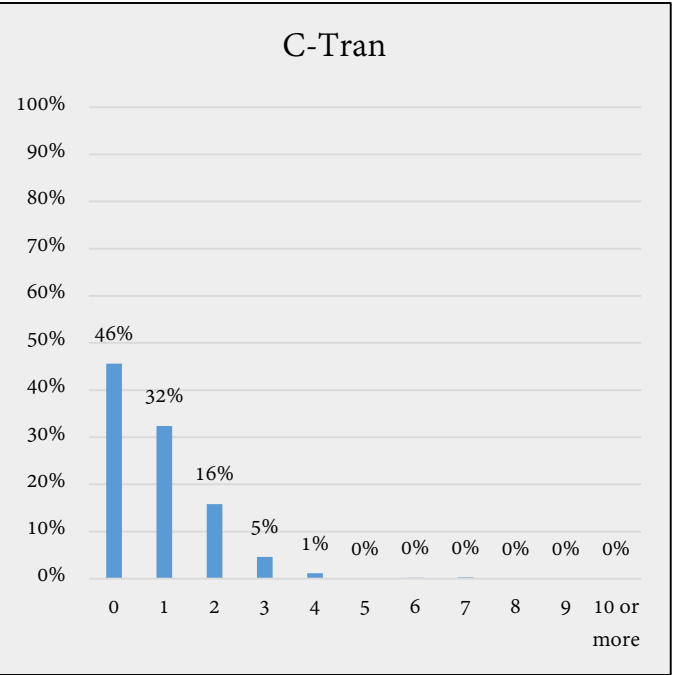
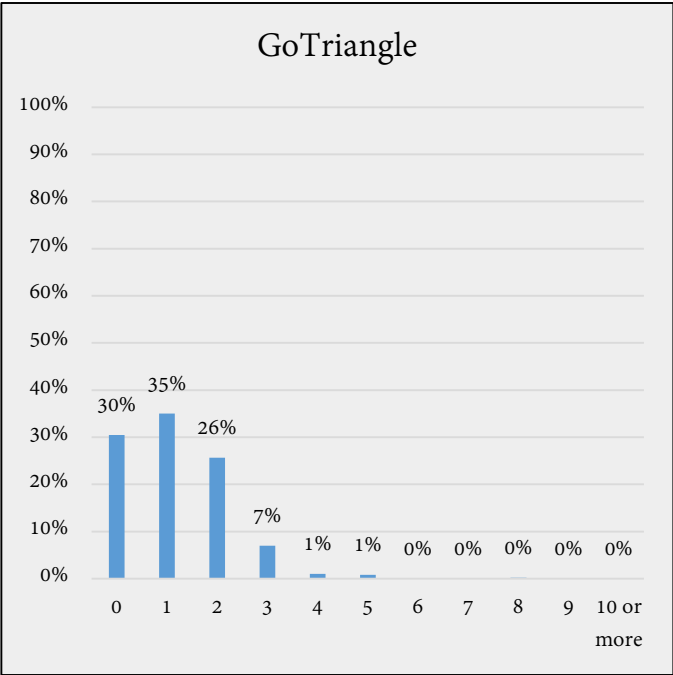
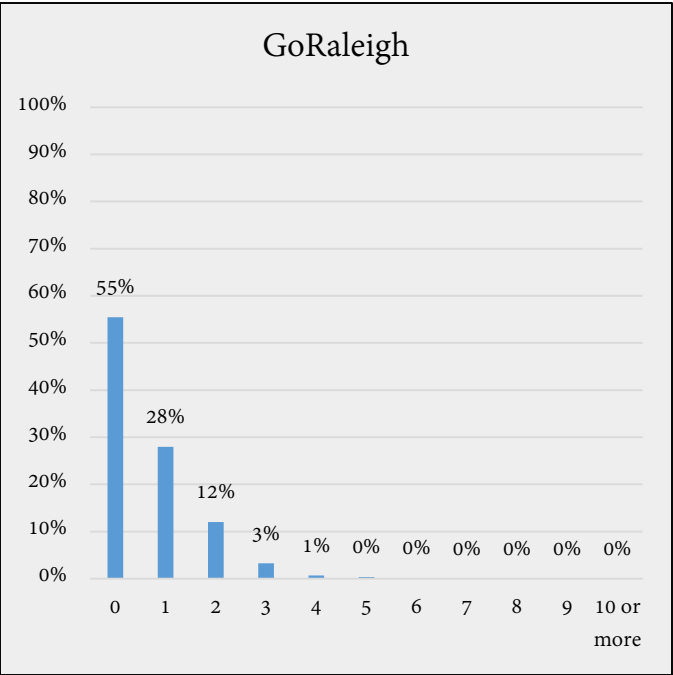
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
0	41.2%
1	28.8%
2	17.9%
3	7.5%
4	3.4%
5	0.6%
6	0.2%
7	0.1%
8	0.1%
9	0.0%
10 or more	0.1%



Results for Individual Systems



Could you have used one of these vehicles for this trip?

Key Findings

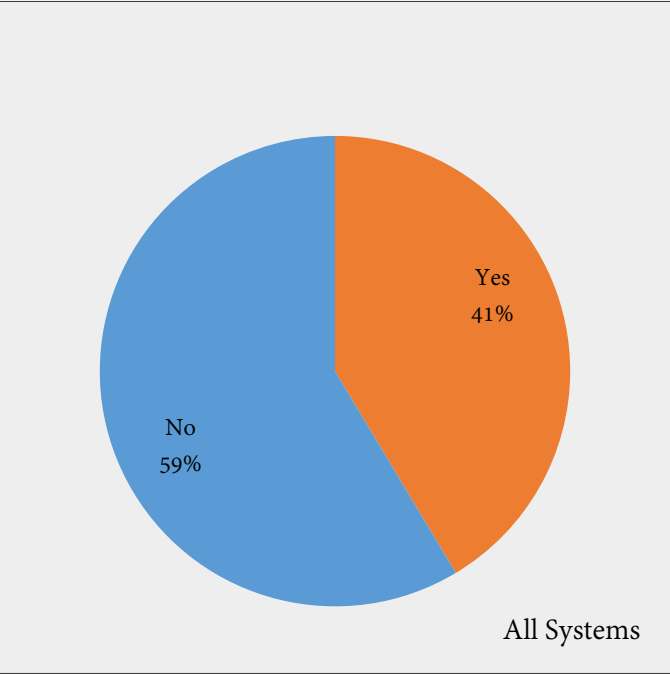
Riders who have at least one vehicle available to their household were asked if the vehicle could have been used for their trip. The following are key highlights of the responses from riders. Similar to findings on the previous page, GoTriangle survey responses deviated notably from GoRaleigh and C-Tran. Meanwhile, Wolfline survey responses seemed to reflect its student-based population.

System	Key Observations
All	<ul style="list-style-type: none">A majority of riders (58.6%) could not have used one of their household’s vehicles for their trip
GoRaleigh	<ul style="list-style-type: none">A substantial majority of riders (72.2%) could not have used one of their household’s vehicles for their trip
GoTriangle	<ul style="list-style-type: none">A majority of riders (65.6%) could have used one of their household’s vehicles for their trip
C-Tran	<ul style="list-style-type: none">A substantial majority of riders (71.7%) could not have used one of their household’s vehicles for their trip
Wolfline	<ul style="list-style-type: none">A similar percentage of riders could have used one of their household’s vehicles for their trip (48.7%) as could not have (51.3%)

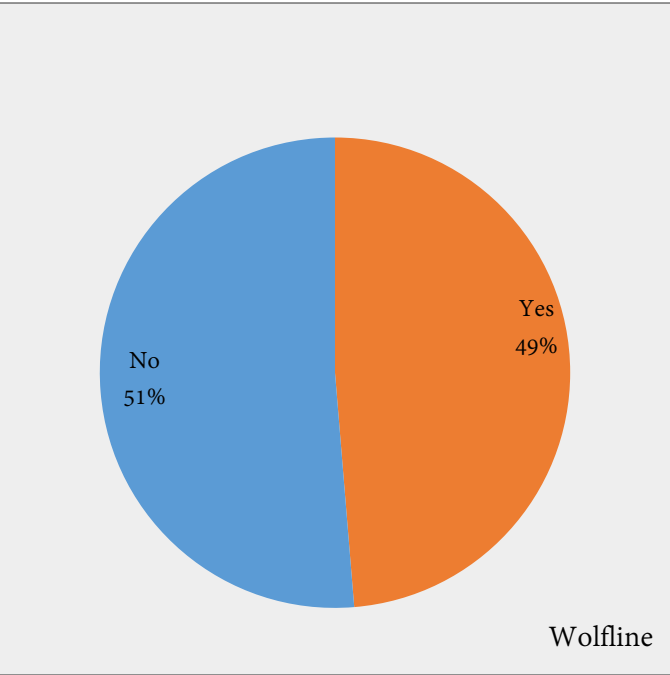
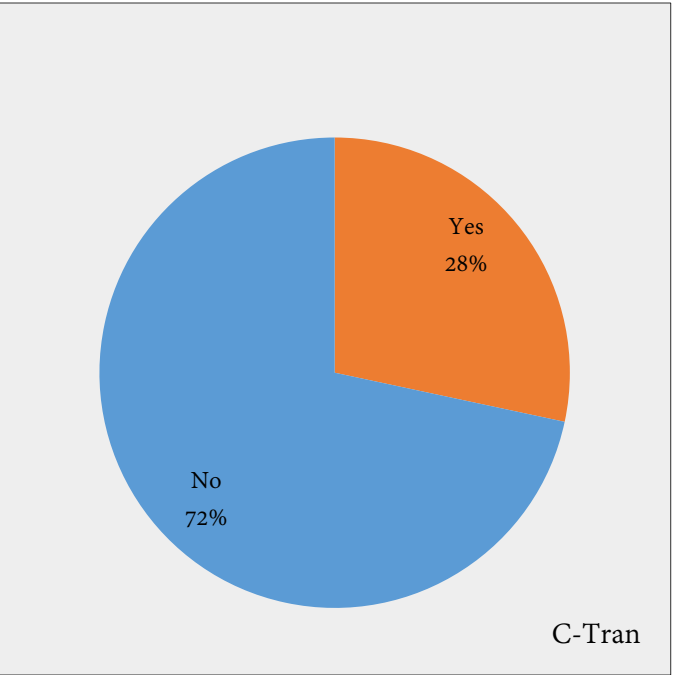
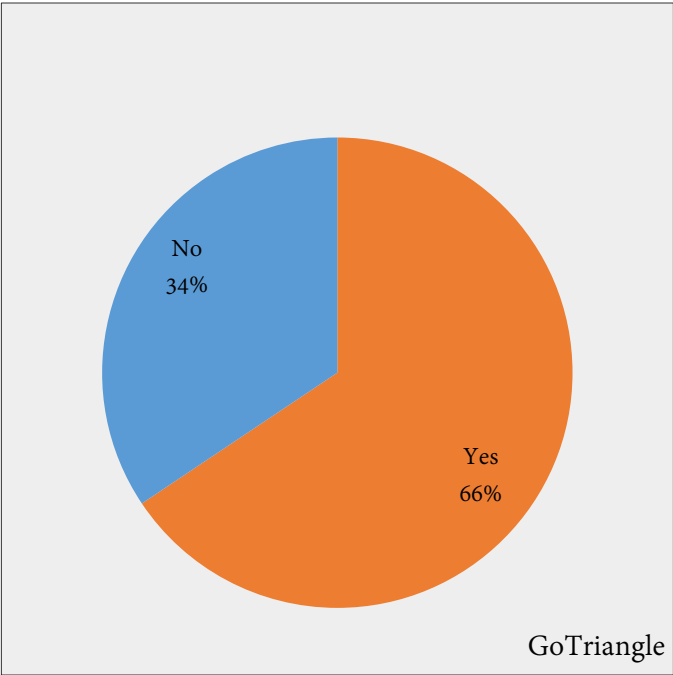
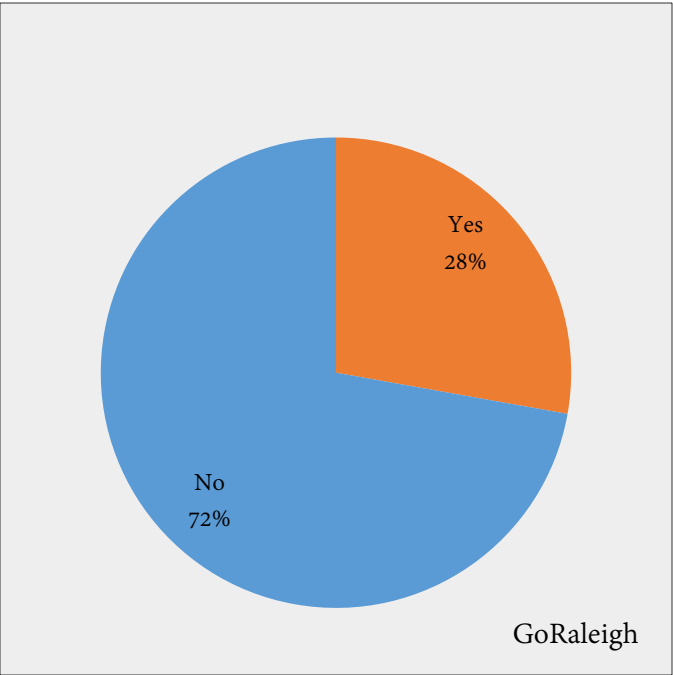
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
No	58.6%
Yes	41.4%



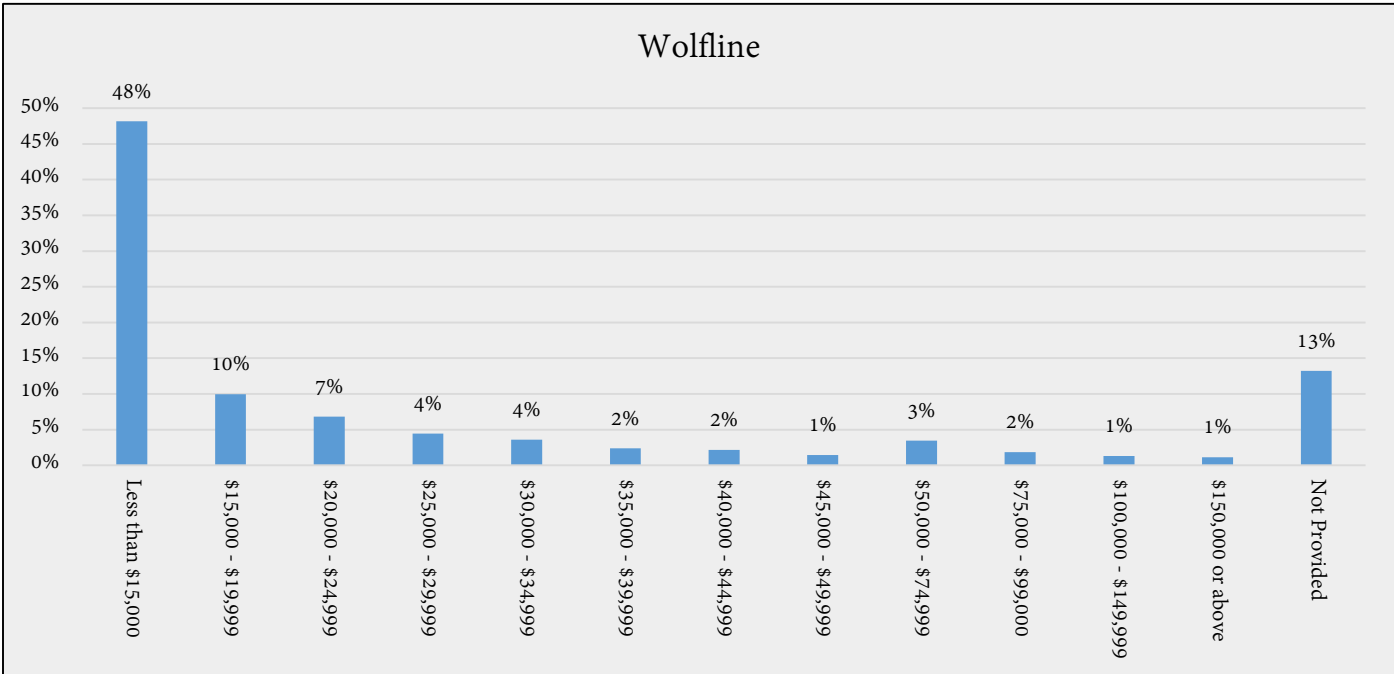
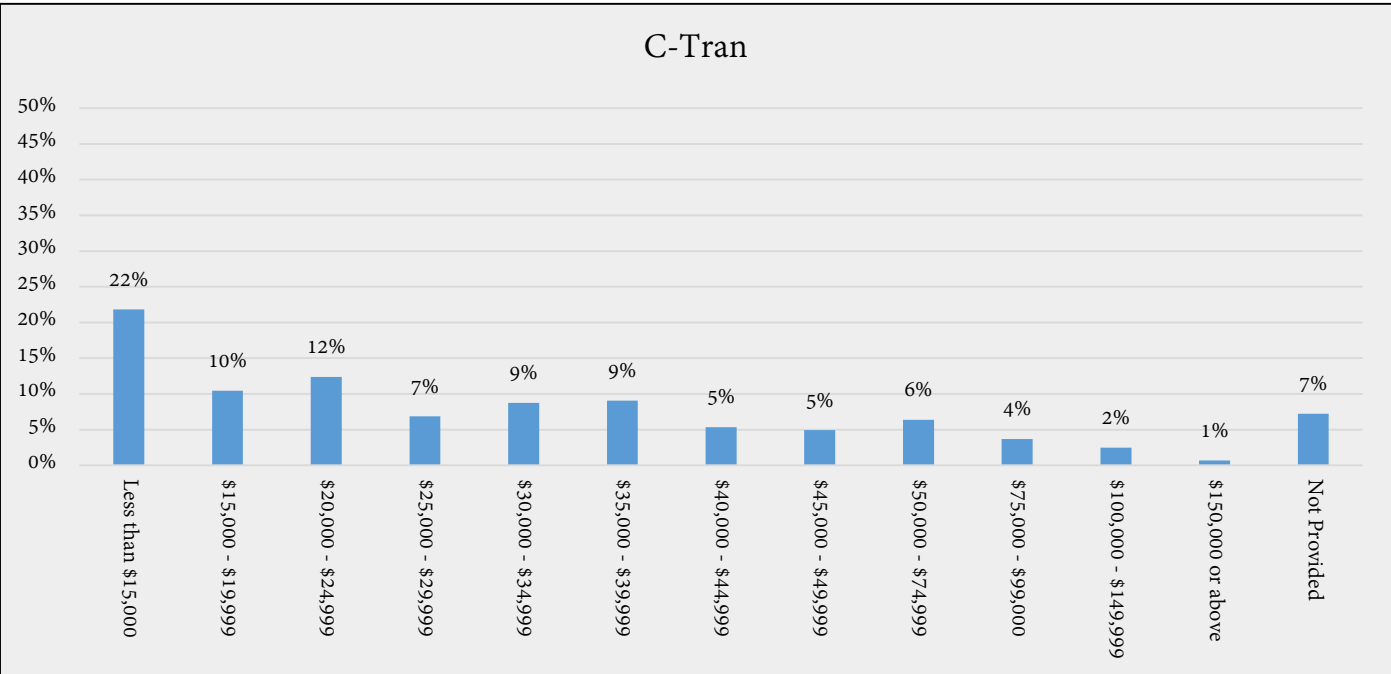
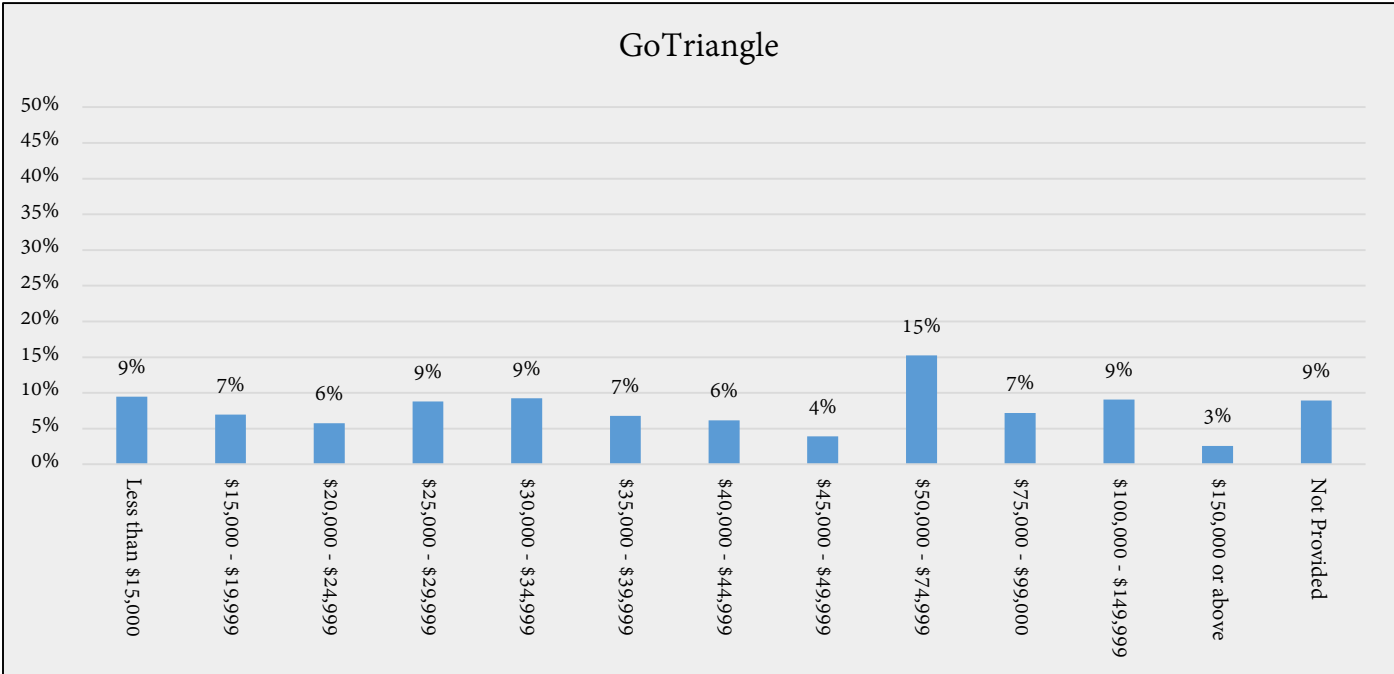
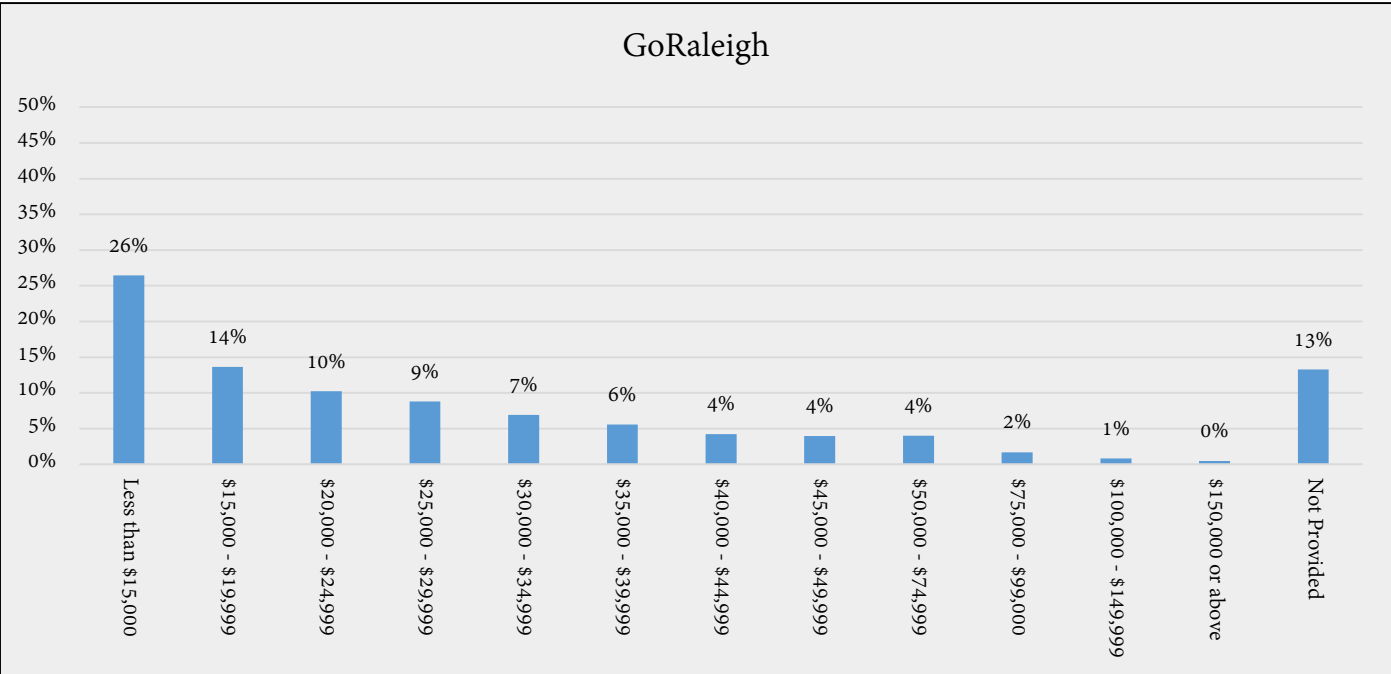
Results for Individual Systems



Which of the following best describes your total annual household income in 2014 before taxes?

Riders were asked about their annual household income. Data for each system is summarized in the bar charts below. For three out of four systems, the income range with the highest percentage of riders is ‘Less than \$15,000’, with this proportion nearly 50 percent for Wolfline, which is likely a reflection of student ridership. For GoTriangle, the income range with the highest percentage of riders is ‘\$50,000-\$74,999’. A portion of riders did not provide a response

to this survey question (7-13% of riders by system), likely because it may be perceived to be highly personal in nature. Median household incomes for Wake County (\$66,579), the city of Raleigh (\$54,581), and the town of Cary (\$91,481), are higher than the household income of the majority of transit riders for all systems. This seems to indicate that low-cost transportation is important to transit riders.



Customer Satisfaction, Perception and Brand Awareness

Customer satisfaction questions, provide critical information related to performance, schedules, appearance, and convenience that allow the agencies to determine potential areas for improvement in their delivery of fixed route transit service to their customers. Responses to perception questions provide insight as to how customers view each transit agency. Brand awareness questions were asked on GoRaleigh routes only to gauge customers' awareness about the transition from Capital Area Transportation (CAT) to GoRaleigh.

Customer satisfaction questions were asked under one main question, 'rate your satisfaction with the following items', with multiple sub-topics that allowed respondents to provide a rating of, 'very satisfied', 'satisfied', 'neutral', 'dissatisfied', and 'very dissatisfied'. Customer perception questions were phrased as statements and the rider was asked to indicate their level of agreement as 'strongly disagree', 'disagree', 'neutral', 'agree', and 'strongly agree'. Brand awareness questions were asked only of riders on GoRaleigh. This series of three questions gauged riders' awareness of the change from CAT to GoRaleigh. The questions asked on each system are summarized below.

Riders on all systems were asked:

- Rate your satisfaction with GoRaleigh in each of the following areas...
- Indicate your level of agreement with each of the following statements:
 - (Transit agency name) values its customers
 - (Transit agency name) provides excellent customer service
 - I would recommend (transit agency name) to others

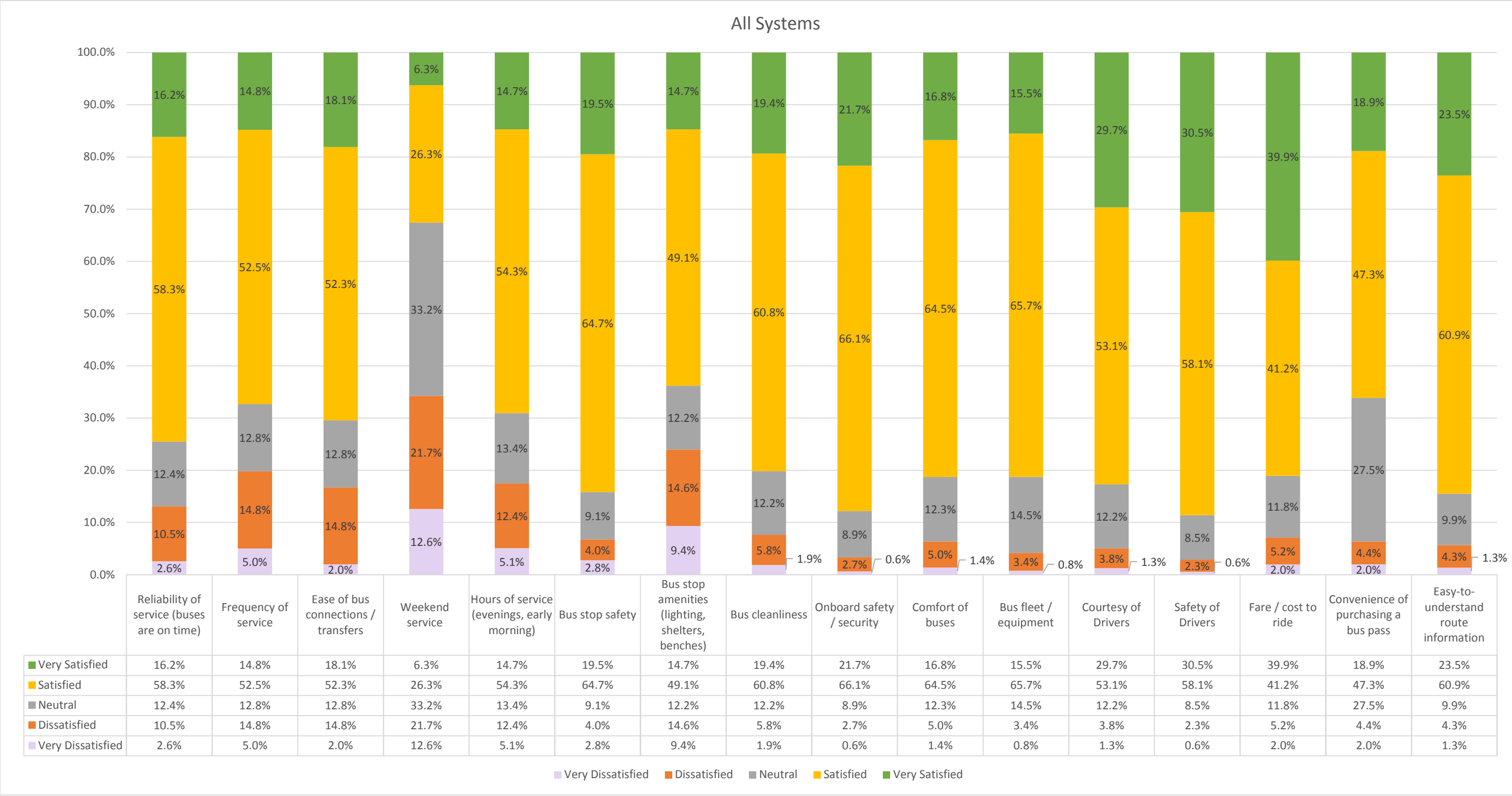
Riders on GoRaleigh were additionally asked the following brand awareness questions:

- When did you learn CAT/Capital Area Transit changed to GoRaleigh?
- How did you find out about the change?
- Have you noticed any differences in service since the switch from CAT/Capital Area Transit to GoRaleigh?

Rate your satisfaction in each of the following areas...

Key Findings

Level of satisfaction responses from riders across all systems are highlighted in the chart below. For all systems combined safety of drivers (30.5%), courtesy of drivers (29.7%), and fare/cost to ride (39.9%) have the highest percentages of very satisfied riders, and weekend service has the highest percentages of dissatisfied riders (21.7% dissatisfied and 12.6% very dissatisfied).



Rate your satisfaction with GoRaleigh in each of the following areas...

Key Findings

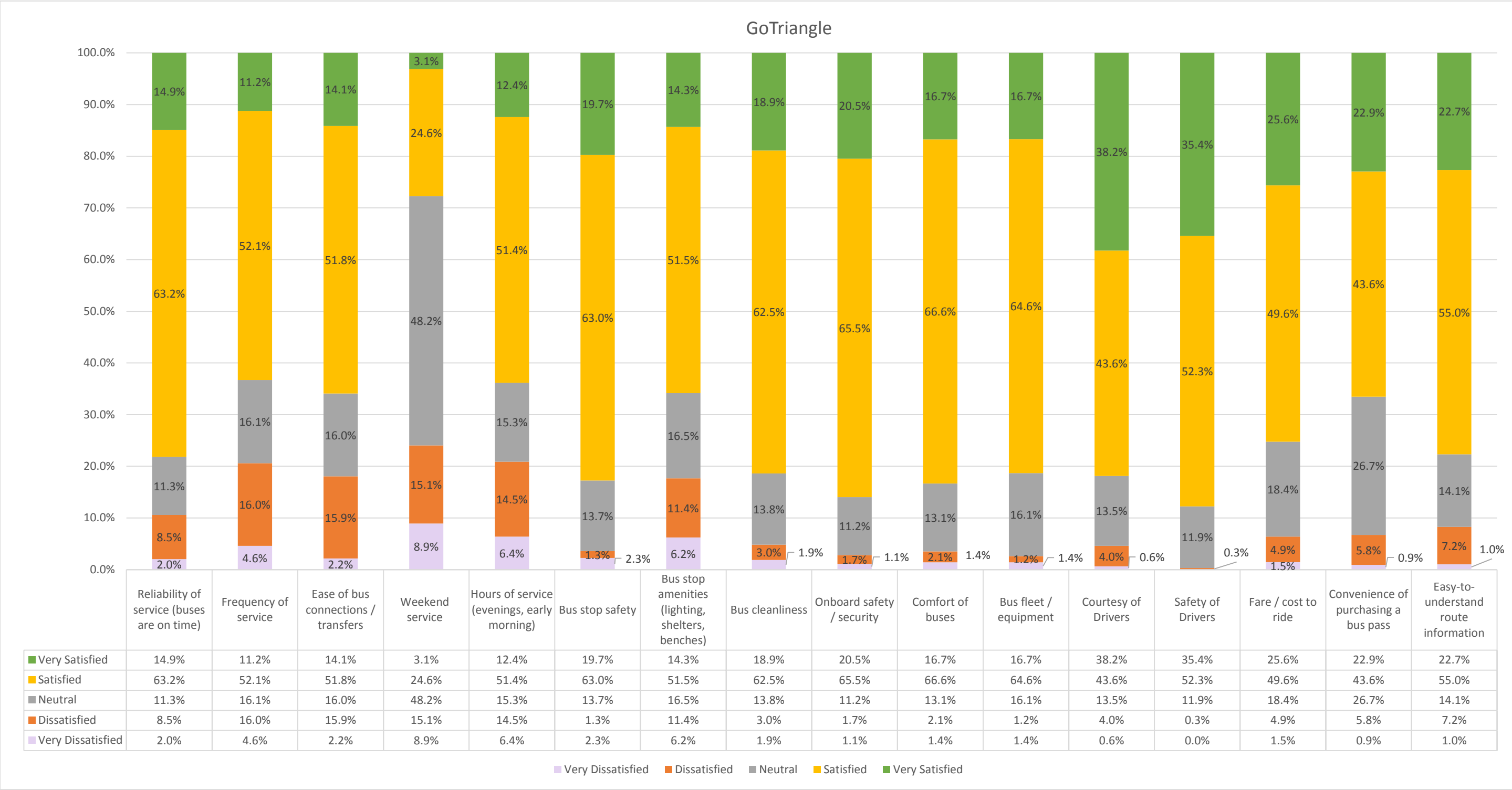
Level of satisfaction responses from riders on GoRaleigh are highlighted in the chart. Safety of drivers (23.8%), courtesy of drivers (22.3%), and fare/cost to ride (19.4%) have the highest percentages of very satisfied riders. Across all aspects of service, the highest percentages of rider dissatisfaction exist with weekend service (26.3% dissatisfied and 16.4% very dissatisfied) and bus stop amenities (19.8% dissatisfied and 11.7% very dissatisfied).



Rate your satisfaction with GoTriangle in each of the following areas...

Key Findings

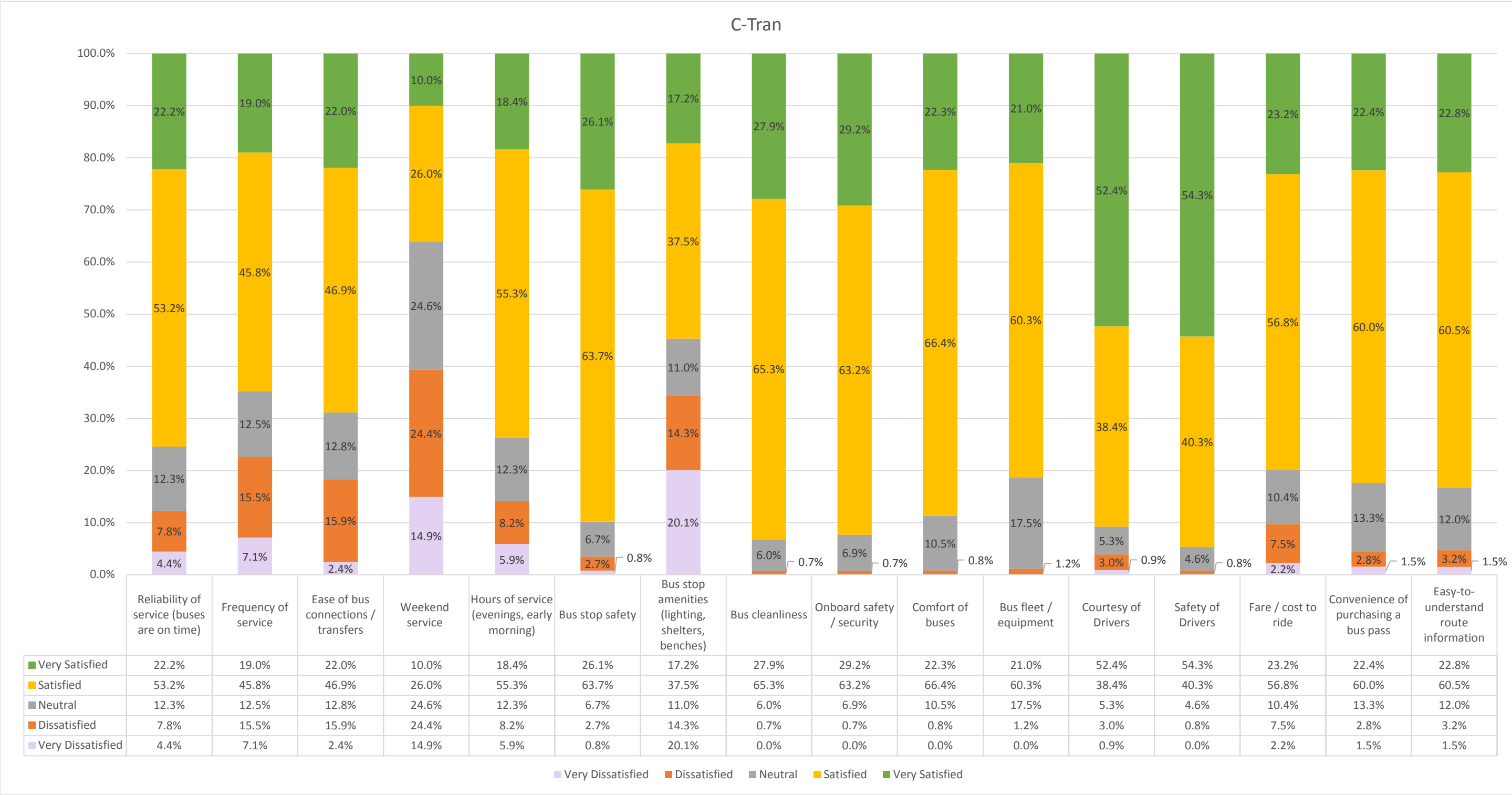
Level of satisfaction responses from riders on GoTriangle are highlighted in the chart. Courtesy of drivers (38.2%), safety of drivers (35.4%), and fare/cost to ride (25.6%) have the highest percentages of very satisfied riders. While the percentages of dissatisfied riders are fairly low, the highest percentages of rider dissatisfaction exist with weekend service (15.1% dissatisfied and 8.9% very dissatisfied) and hours of service (14.5% dissatisfied and 6.4% very dissatisfied).



Rate your satisfaction with C-Tran in each of the following areas...

Key Findings

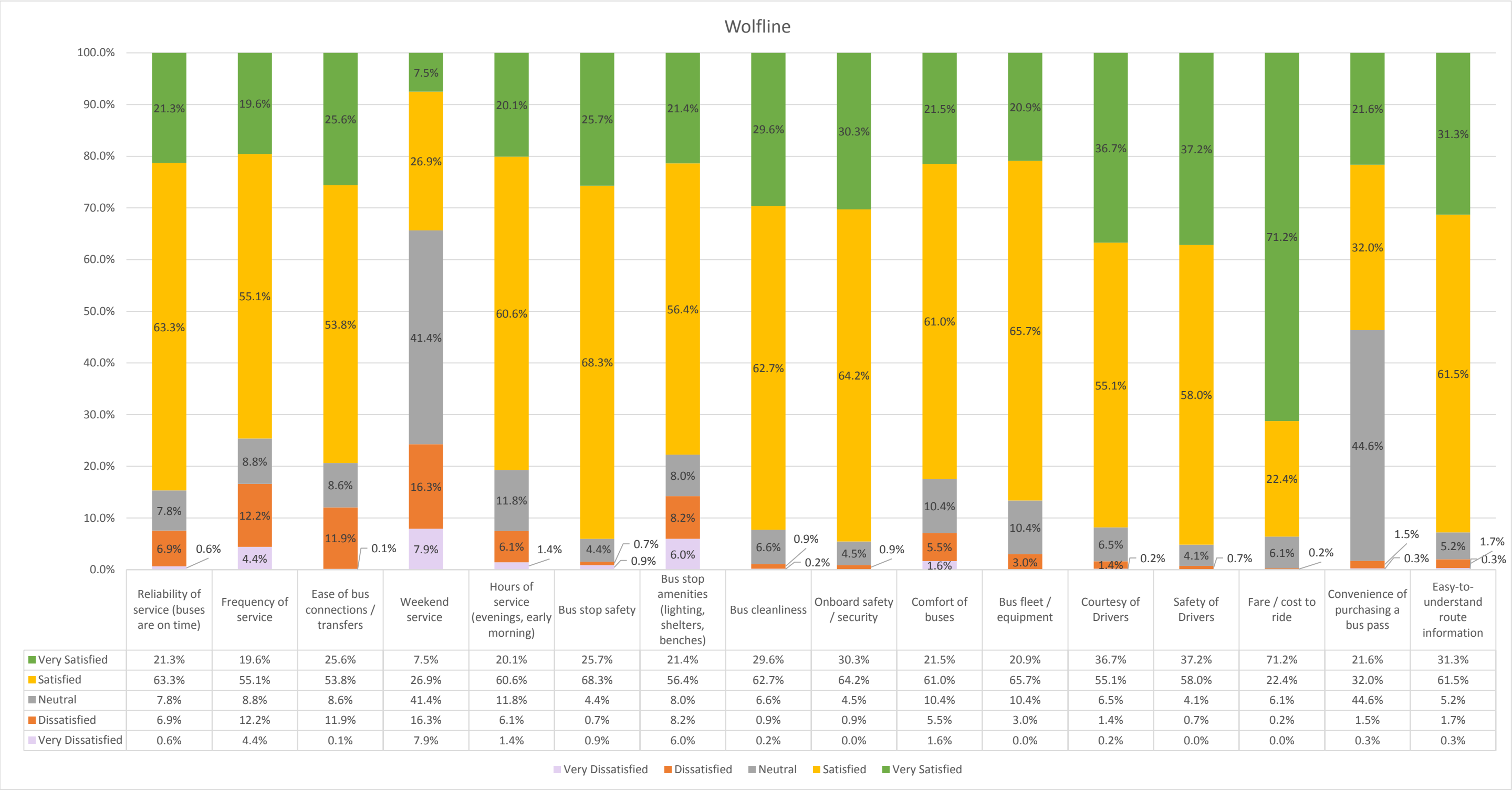
Level of satisfaction responses from riders on C-Tran are highlighted in the chart. Safety of drivers (54.3%) and courtesy of drivers (52.4%) have the highest percentages of very satisfied riders. Across all aspects of service, the highest percentages of dissatisfied riders exist with bus stop amenities (14.3% dissatisfied and 20.1% very dissatisfied) and weekend service (24.4% dissatisfied and 14.9% very dissatisfied).



Rate your satisfaction with Wolfline in each of the following areas...

Key Findings

Level of satisfaction responses from riders on Wolfline are highlighted in the chart. Fare/cost to ride (21.6%), safety of drivers (37.2%) and courtesy of drivers (36.7%) have the highest percentages of very satisfied riders. While the percentage of dissatisfied riders is fairly low across all aspects of service, the highest percentages of rider dissatisfaction exist with weekend service (7.9% very dissatisfied and 16.3% satisfied).



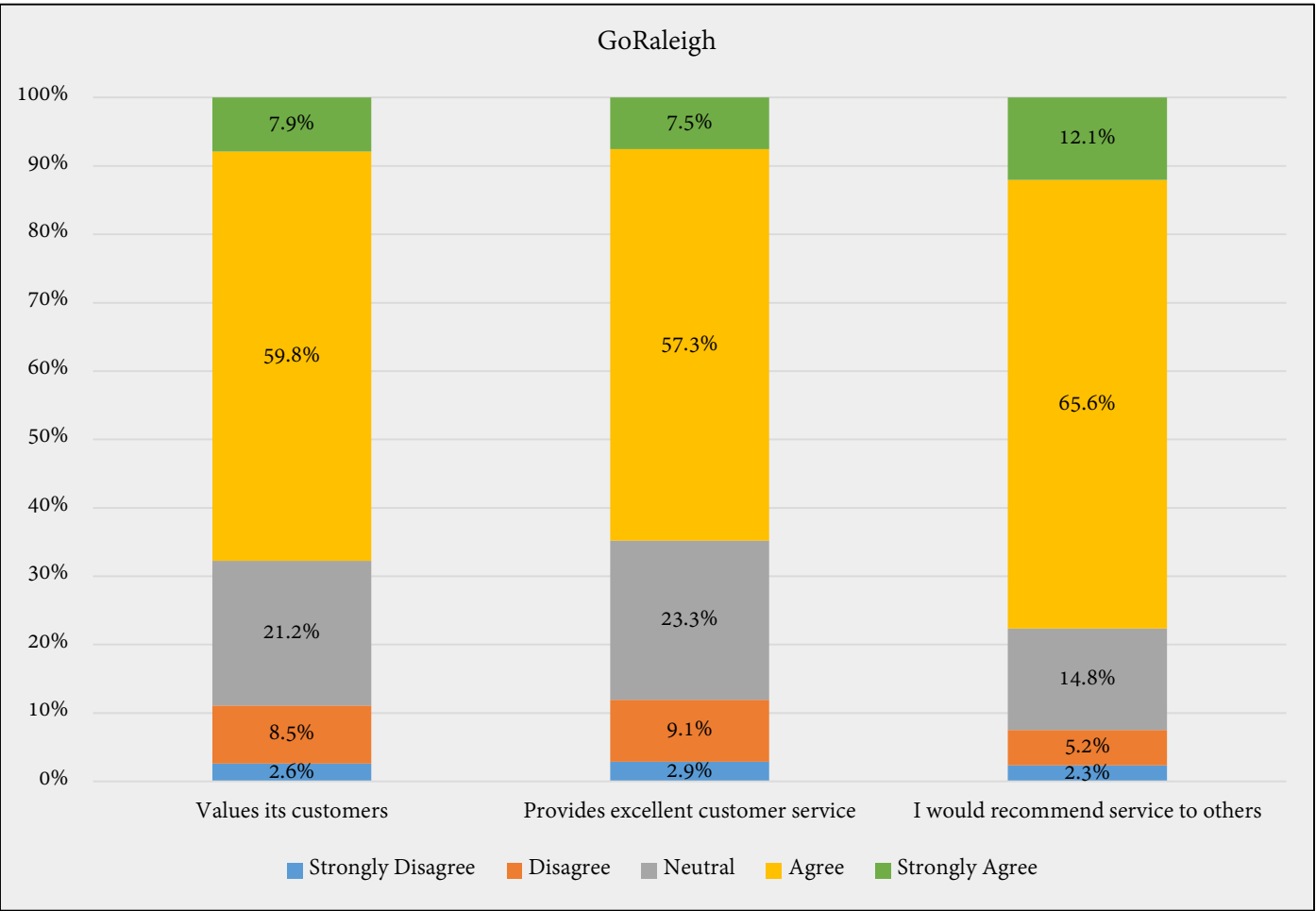
Indicate your level of agreement with the following statements...

Riders on each system were asked to indicate their level of agreement with three statements that gauge customers’ perception of the transit agency. Riders could indicate they strongly disagree, disagree, are neutral, agree, or strongly agree with each statement.

GoRaleigh

Most GoRaleigh riders (65%-78%) agree or strongly agree that GoRaleigh values its customers, provides excellent customer service, and that they would recommend GoRaleigh to others.

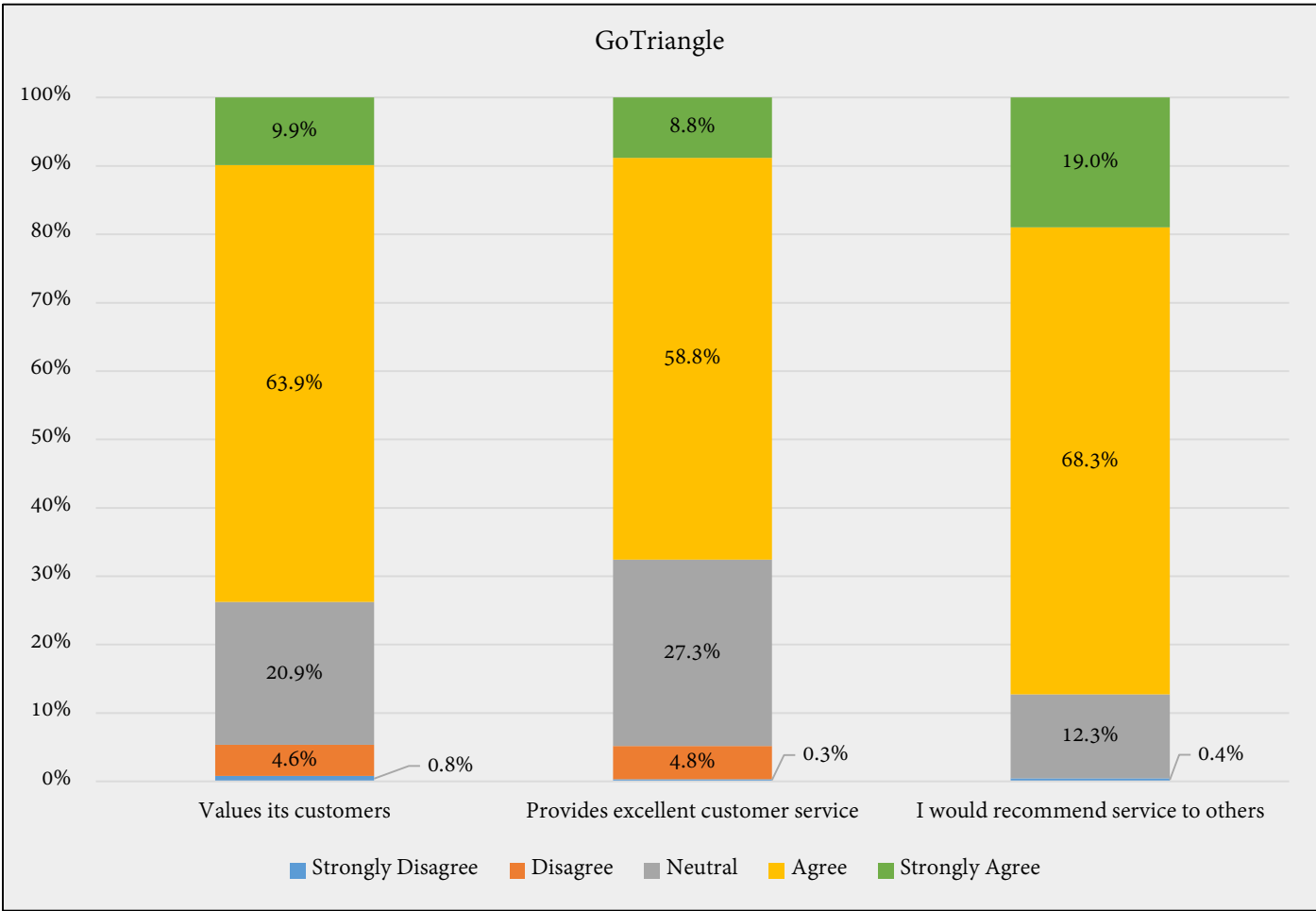
Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Agency values its customers	2.6%	8.5%	21.2%	59.8%	7.9%
Agency provides excellent customer service	2.9%	9.1%	23.3%	57.3%	7.5%
I would recommend agency to others	2.3%	5.2%	14.8%	65.6%	12.1%



GoTriangle

Most GoTriangle riders (68%-87%) agree or strongly agree that GoTriangle values its customers, provides excellent customer service, and that they would recommend GoTriangle to others.

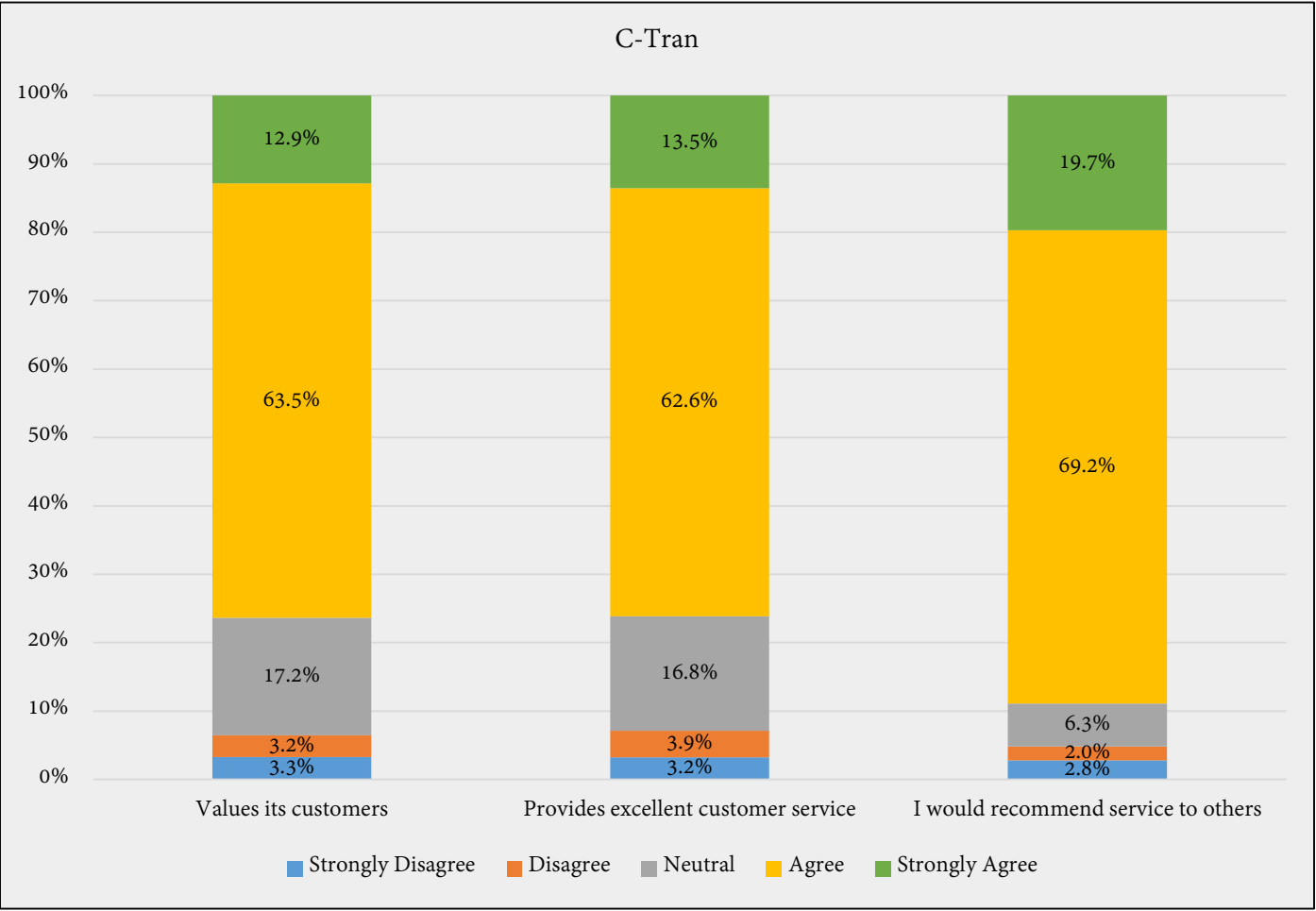
Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Agency values its customers	0.8%	4.6%	20.9%	63.9%	9.9%
Agency provides excellent customer service	0.3%	4.8%	27.3%	58.8%	8.8%
I would recommend agency to others	0.4%	0.0%	12.3%	68.3%	19.0%



C-Tran

Most C-Tran riders (76% - 89%) agree or strongly agree that C-Tran values its customers, provides excellent customer service, and that they would recommend C-Tran to others.

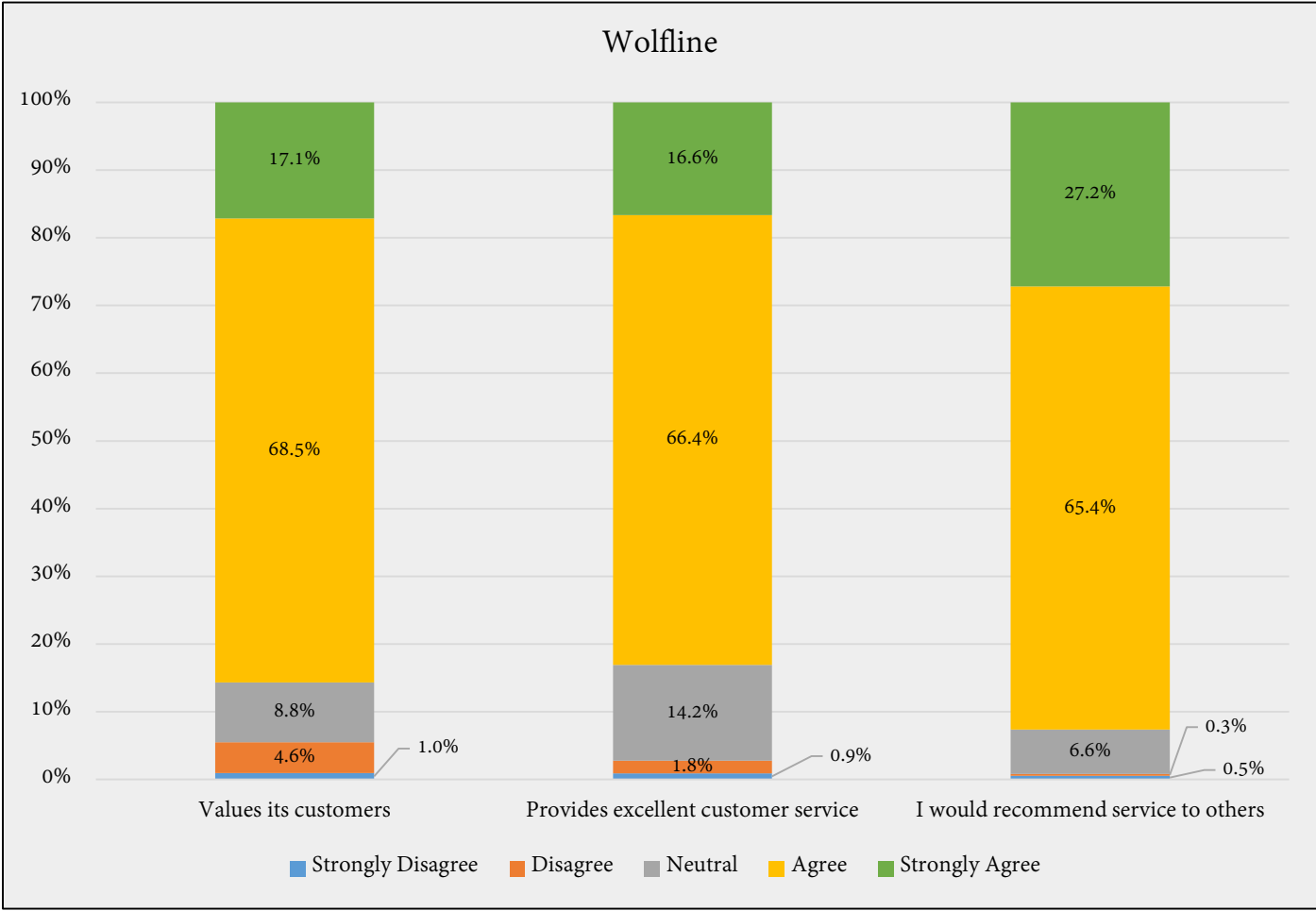
Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Agency values its customers					
Agency provides excellent customer service					
I would recommend agency to others					



Wolfline

Most Wolfline riders (85%-93%) agree or strongly agree that Wolfline values its customers, provides excellent customer service, and that they would recommend Wolfline to others.

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Agency values its customers					
Agency provides excellent customer service					
I would recommend agency to others					

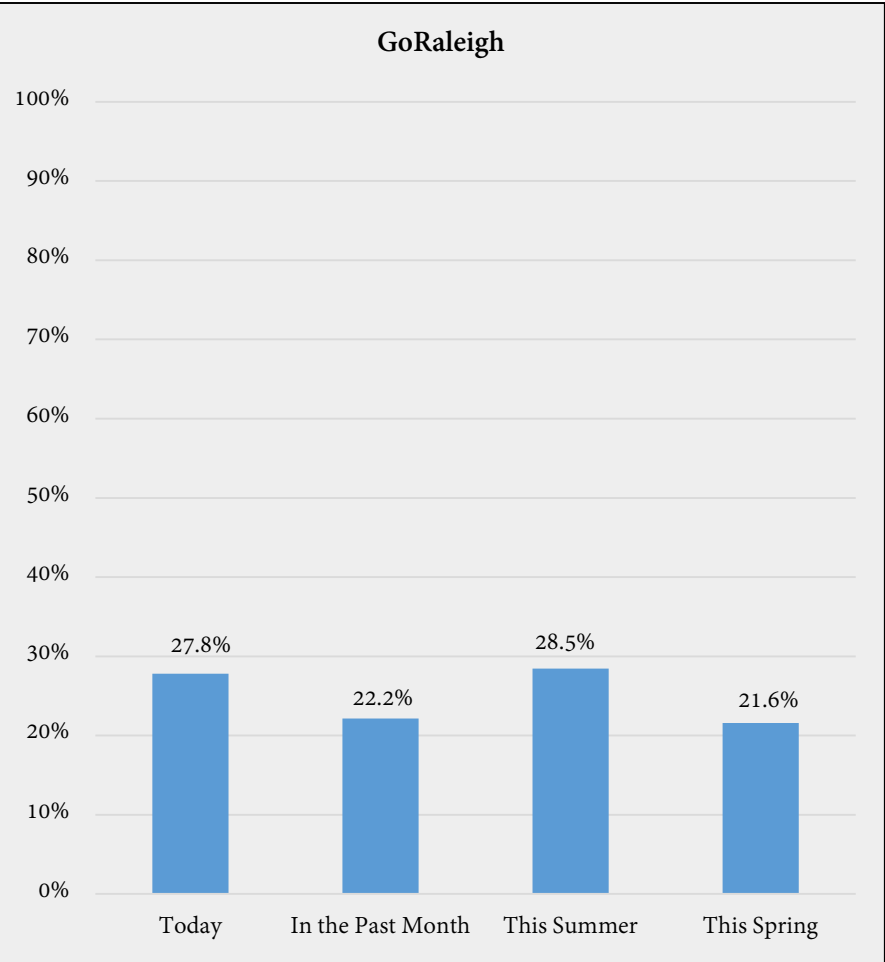


Indicate your response to the following three GoRaleigh brand awareness questions

Riders on each system were asked to three questions that gauge customers’ awareness of the new GoRaleigh brand. The three questions and rider responses are shown below.

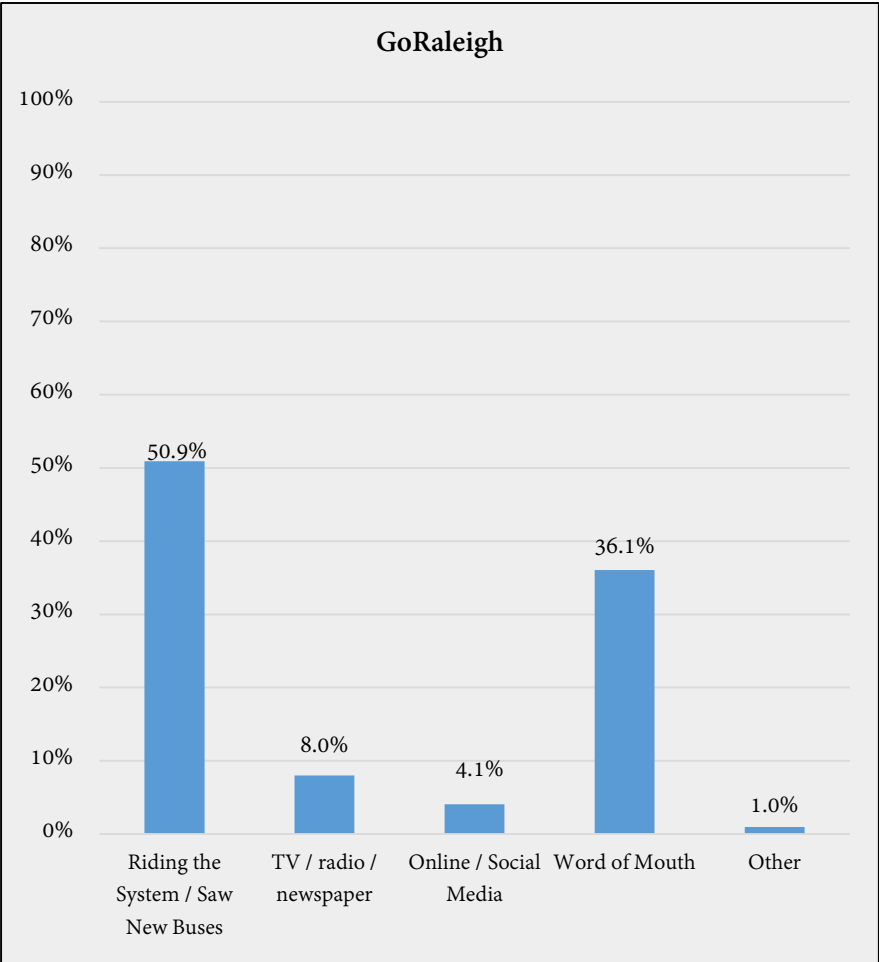
When did you learn CAT/Capital Area Transit changed to GoRaleigh?

Riders on GoRaleigh were asked when they learned about the transition from CAT to GoRaleigh. The majority of GoRaleigh riders are aware that CAT/Capital Area Transit has changed to GoRaleigh (72%). Key findings of when riders learned about the transition are summarized in the table and chart.



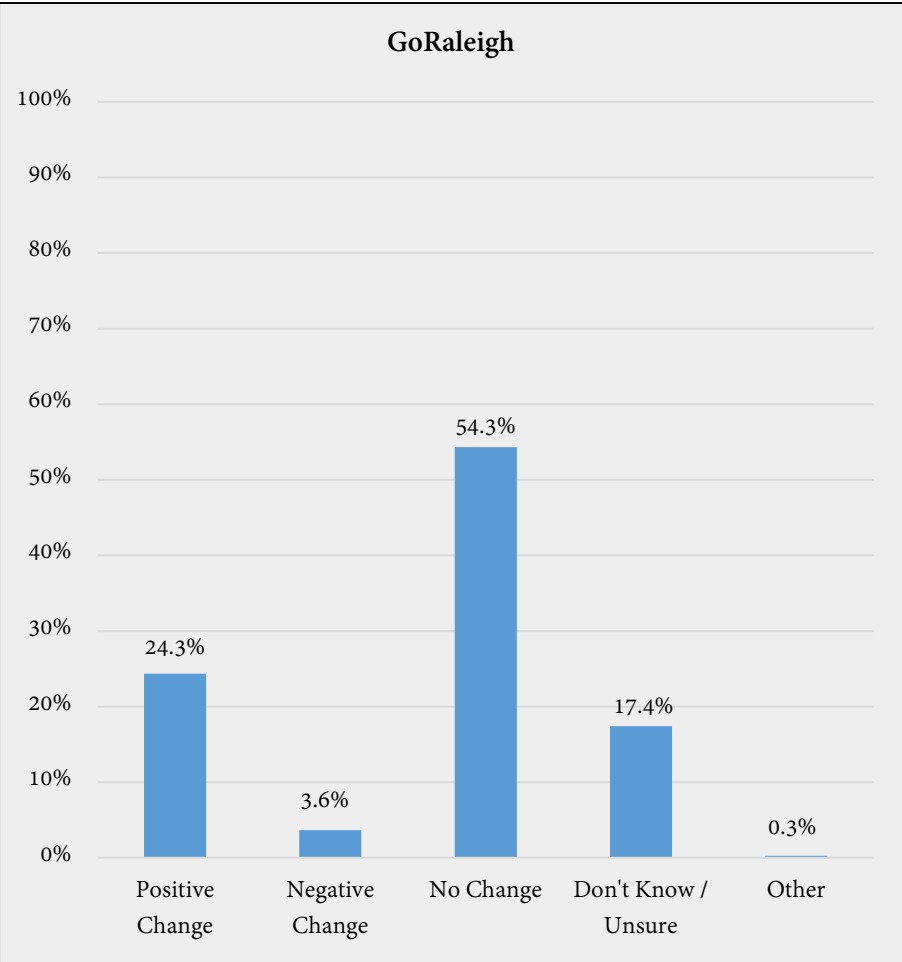
How did you learn about the change [from CAT to GoRaleigh]?

Riders on GoRaleigh were asked how they learned about the change from CAT to GoRaleigh. The majority of riders learned about the transition from CAT to GoRaleigh by riding the system and/or seeing new buses (50.9%). Key findings about how riders learned about the change are summarized in the table and chart.



Have you noticed any differences in service since the switch from CAT/Capital Area Transit to GoRaleigh?

GoRaleigh riders were asked if they have noticed any differences in service since the transition from CAT to GoRaleigh. The majority of riders have not noticed any changes in service or were unsure if there were any changes in service (a combined 71.7%). However, approximately one-quarter (24.3%) of GoRaleigh riders noticed positive changes and only a small portion noticed negative changes (3.6%).



Analysis of Trends

When reviewing the response data, common trends and themes emerge that can provide a general assessment of how transit is used, who is using it and why, and how transit is performing overall in Wake County.

Trip Characteristics

The majority of riders begin their trips at home and use the bus to get to work, or to get to their home once their trip concludes. Riders are also walking at a high rate to get to their buses, as well as their final destinations. These trends are also very similar to those reported in the 2010 Capital Area Bus Transit Development Plan (TDP) and show consistency in these characteristics over the last five years. While none of these trends may be surprising, they do reflect that transit service in Wake County is essential as a mode of transportation for riders to get to their jobs, as well as to other destinations, including their homes once their trip is done. The data reflects a large number of riders not having access to a vehicle reach their bus access point and final destination by walking. This data shows that transit is not only an important transportation alternative for those who have access to a vehicle, but it is a critical and accessible form of transportation for those who use it as their primary mode of transportation throughout Wake County.

Rider and Household Characteristics

The riders using transit in Wake County are made up largely of 18-54 year olds, with overall use by those 55 and older, and under 18, making up a small percentage of total riders. Riders most commonly live in two-person or three-person households, have no vehicle available to their household, and are primarily employed either full-time or part-time, or are students. Similar patterns for these demographic categories were reported in the 2010 TDP, and reflect a steady trend of the age of riders, their household size, and their employment status over the last five years.

The ridership history also reflects a strong presence of riders who have been riding for 4 or more years, as well as riders using transit for the past 1-2 years and less than 1 year. Similar ridership history was reported in the 2010 TDP.

In looking at the overall trend of gender, the expanded data show that, overall, the majority of riders are male. This was also the case for each individual agency, with the exception of C-Tran who had more female riders. Gender information reported in the 2010 TDP were similar to this survey, although the split of riders for C-Tran was 50-50 in 2010, while in the 2015 survey, the data showed a clear majority of female riders.

Reviewing race and ethnicity data, the expanded survey data shows, overall, a majority of riders are African-American. When looking at the agencies individually, riders' race and ethnicity percentages differ, with GoRaleigh having a majority of African-American riders, while C-Tran and GoTriangle reflect greater diversity among riders, and Wolfline has a large majority of White riders and higher percentages of Asian American riders compared to other systems. Similar trends emerged in the 2010 TDP, with GoTriangle and C-Tran both showing increases in the percentage of White riders on their systems, and a slight decrease in their African-American riders.

Another key characteristic of the demographic data is the household income of riders. For three out of four systems, the income range with the highest percentage of riders is 'Less than \$15,000', with this proportion nearly 50 percent for Wolfline, which is likely a reflection of student ridership. For GoTriangle, the income range with the highest percentage of riders is '\$50,000-\$74,999'. Based on the data collected for the 2010 TDP, C-Tran remained the most consistent in the income breakdown of their riders, while GoRaleigh and Wolfline saw a decrease in riders earning less than \$15,000 per year. Since the federal poverty levels and cost of living have increased since 2010, a decrease in

riders in the less than \$15,000 per year household income does not equate to an actual decrease in riders considered low-income.

Customer Satisfaction and Perception of Agencies

Riders are satisfied with the reliability and frequency of service, the safety and courtesy of their drivers, and the comfort and safety of the buses. However, there are higher levels of dissatisfaction among riders with weekend service and the amenities at bus stops. The 2010 TDP reflected similar trends with riders satisfied with the safety and courtesy of the drivers, and the comfort of the buses. The 2010 TDP also showed that riders were dissatisfied with weekend service, which continues to be an area of dissatisfaction in 2015. One area that appears to show improvement from the 2010 TDP is satisfaction with reliability and frequency of service, with the current survey reflecting a slight increase in the percentage of riders satisfied with this aspect of service.

Customer satisfaction findings from the survey provide insight into service areas that could be enhanced or modified to better align with transit rider expectations. In addition, there are considerations beyond the quality of transit service provision that influence customer satisfaction. For example, rider perception and satisfaction are heavily influenced by external and internal factors. Research demonstrates that captive and non-captive ridership, is an external variable that substantially influences satisfaction. Research findings show that satisfaction among transit riders decreased when these riders would have preferred to drive and increased when riders had a choice whether to drive or take transit ([St. Louis et al, 2014](#)). In other words, when individuals have the economic means to choose between a personal vehicle or transit service they are generally more satisfied when they take transit. GoRaleigh and C-Tran have substantially higher proportions of riders with no driver's licenses and no available vehicles compared with GoTriangle and Wolfline. While they were surveyed collectively, each individual agency will need to consider these findings in relation to the unique system they operate. From the regional commuter service of GoTriangle to the higher volume urban bus service of GoRaleigh and smaller community service of C-Tran, as well as the campus-oriented Wolfline, riders served by these systems will have differing needs, expectations, and perceptions of service.

Trends and Directions

The data collected in this survey did not reveal any new significant trends in regard to transit use, and who is using transit when compared to the 2010 survey conducted for the TDP. Overall, riders are still getting to their buses and final destinations by walking, and their trips are still to three major destinations of home, work, and school.

Demographically, the racial makeup, income characteristics, and age of riders remain similar to the 2010 survey, while the areas of customer satisfaction also remained similar. These consistent results and patterns between the data from the 2010 and 2015 surveys show that transit remains a vital component to the everyday needs of residents in Wake County, and continues to provide quality service and reliability to its customers.

Conclusion

The Wake County Transit Systems Customer Survey was conducted in the fall of 2015 in an effort for GoRaleigh, GoTriangle, C-Tran, and Wolfline to gain insight into the trip profiles of their riders, demographic characteristics of their riders, and how their systems are performing. By understanding the characteristics of their riders, and their trips, these providers can make informed decisions that will continue to enhance their delivery of transit service to the citizens of Wake County.

The survey results will also play a critical role in coordination among the agencies, as well as the Capital Area Metropolitan Planning Organization (CAMPO), in developing an update to the regional transit model. This update will help provide the framework for future transportation planning initiatives for Wake County, and the data collected from this survey will be an important factor in understanding how transit is operating currently, and what the needs will be moving forward.

The coordinated and collective effort of each agency made the implementation of this survey possible, and the riders who participated made it a success. Continuing this type of collaborative effort among the agencies and their riders will be key in developing a strong future for transit in Wake County.

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Appendix A-1 – Survey Methodology Memorandum

A survey methodology memo was distributed to all agencies outlining the approach for administering the survey prior to administration of the survey. This memo is presented on the following pages. While the survey was implemented according to the memo, there are a few items to note that differ from the memo. These were minor items and did not impact the implementation of the survey, the collection of data, or the overall results in the report.

Updates to surveying approach

- Surveying of specific routes occurred on the blackout dates. These routes were identified as not being significantly impacted by the event occurring on the targeted blackout date. Surveying targeted routes on blackout dates was necessary to ensure the survey schedule was met.
- The planned survey collection dates for each agency/route were changed during the survey administration. The actual survey dates are listed in Appendix B (p. 13).

Survey Responses and Confidence Levels

The total (APC-based) ridership, number of survey respondents, and margins of error at confidence levels of 95% and 99% are presented for each agency and all systems below. The GoTriangle express routes operated by GoRaleigh are included in the figures for GoRaleigh.

All agencies combined

- Population size (APC-based ridership) = 48,269
- Number of respondents = 5,390
- Margin of error at 95% confidence level = 1.26%
- Margin of error at 99% confidence level = 1.65%

GoRaleigh

- Population size = 24,365
- Number of respondents = 3,453
- Margin of error at 95% confidence level = 1.55%
- Margin of error at 99% confidence level = 2.03%

GoTriangle

- Population size = 2,798
- Number of respondents = 461
- Margin of error at 95% confidence level = 4.17%
- Margin of error at 99% confidence level = 5.48%

C-Tran

- Population size = 1,164
- Number of respondents = 420
- Margin of error at 95% confidence level = 3.82%
- Margin of error at 99% confidence level = 5.03%

Wolfline

- Population size = 19,942
- Number of respondents = 1,056
- Margin of error at 95% confidence level = 2.93%
- Margin of error at 99% confidence level = 3.86%



MEMORANDUM

To: David Eatman, GoRaleigh
Cc: Patrick McDonough and Geoff Green, GoTriangle; Adam Howell, C-Tran; Michael Ousdahl, Wolfline; Joe Huegy, ITRE; David Walker, GoRaleigh; Chris Lukasina and Kenneth Withrow, CAMPO
Date: October 23, 2015
Subject: Survey Methodology Memorandum

Introduction

The following methodology describes the survey efforts for transit agencies serving Wake County – GoRaleigh (formerly Capital Area Transit), GoTriangle (formerly Triangle Transit), C-Tran and Wolfline; these agencies serve the City of Raleigh, the Research Triangle Region, the Town of Cary, and North Carolina State University, respectively. The survey includes all of the GoRaleigh, C-Tran, and Wolfline routes, while the GoTriangle routes will be limited to those with a portion of the route that operates in Wake County.

The survey includes questions from previous on-board surveys along with additional questions required to meet data requirements of the regional travel demand model and long range transportation plan (LRTP) update. While the core survey questions are consistent for all agencies, some answers are agency-specific. The GoRaleigh survey includes additional questions designed to measure customer satisfaction, brand awareness, and provide baseline information for future surveys with questions about the rebranding from CAT to GoRaleigh.

The overall survey effort is similar to the Durham–Orange Light Rail Origin-Destination Study completed by GoTriangle in 2014, and follows the previous, successful survey effort design. The survey is tablet-based, and conducted on-board by trained interviewers.

This survey will provide the agencies with a comprehensive overview of their transit riders, including:

- Socio-demographics
- Fare payment
- Travel purpose
- Means of access and egress to/from the system
- Time of travel
- Satisfaction with service
- Brand awareness (GoRaleigh only)

Technical Work

QUALITY ASSURANCE/QUALITY CONTROL (QA/QC)

Quality assurance/quality control (QA/QC) occurs throughout the data collection process to ensure high quality and usable data. The QA/QC effort will include the following:

- Real-time data review
- Real-time geocoding
- Interview tracker
- QA/QC ride and communication procedure monitoring
- Verification of data collection
- Visual inspection of survey records
- Methods for reducing non-response bias

A complete QA/QC plan is included as Attachment A.

SAMPLING PLAN

The study team, transit agencies, ITRE and CAMPO developed a sampling plan for weekday travel using historic average weekday ridership by route for the following defined time periods:

- AM Peak (6:00 AM – 9:59 AM)
- Midday (10:00 AM – 3:29 PM)
- PM Peak (3:30PM – 7:29 PM)
- Evening (7:30PM – 12:00 AM)

The surveying will occur on Mondays, Tuesdays, Wednesdays, and Thursdays, when local K-12 schools and colleges/universities are in session, and will avoid potential blackout dates, as listed in Table 1.

Survey results will be weighted by Automatic Passenger Counter (APC) count data.

Table 1 – Potential Survey Blackout Dates

Potential Survey Blackout Date	Date	Potential Agencies Affected
Election Day	11.3.15	GoRaleigh, GoTriangle, C-Tran
Veteran's Day	11.11.15	GoRaleigh, GoTriangle, C-Tran, Wolfline
After Daylight Savings Time End	11.2.15	GoRaleigh, GoTriangle, C-Tran, Wolfline
NCSU Break	10.8.15 – 10.9.15	GoRaleigh, GoTriangle, C-Tran, Wolfline
Peace Break	10.8.15 – 10.9.15	GoRaleigh, GoTriangle
Shaw Break	10.26.15-10.27.15	GoRaleigh, GoTriangle
Saint Augustine's Break	10.9.15 and 10.12.15	GoRaleigh, GoTriangle
Meredith Break	10.8.15 – 10.9.15	GoRaleigh, GoTriangle
UNC Break	10.15.15-10.16.15	GoRaleigh, GoTriangle
Duke Break	10.12.15-10.13.15	GoTriangle
NCCU Break	10.12.15-10.13.15	GoTriangle

The sampling plan for the on-board survey is designed to obtain completed surveys from 8 to 10 percent of the trips on weekday fixed transit routes for GoRaleigh, 10 percent of the trips on weekday fixed transit routes for GoTriangle, 20 percent of the trips on weekday fixed transit routes for C-Tran, and varying percentages based on ridership (from 2 percent to 20 percent) for Wolfline. The partner agencies discussed this approach with the FTA during development of the sampling plan. The agencies also discussed available funding for the project when considering the sample size. Another factor for this survey effort was to consider the successful survey outcome completed for GoTriangle.

The FTA process for improved data collection and accuracy of travel forecasts includes ridership information that can be compared to service types, travel characteristics, and socioeconomic classifications. The FTA goal is to use the on-board and origin-destination survey data to validate performance of local travel demand models.

A total of 74 routes will be sampled (36 Routes for GoRaleigh, 20 Routes for GoTriangle, 6 Routes for C-Tran and 10 routes for Wolfline). The complete survey sample goals are included as Attachment B.

SURVEY DESIGN

The survey team will use an interview technique aided by tablets that integrate GIS software to allow for accurate geocoding of most survey data as the survey is taken.

If a passenger does not appear to be at least 16 years old, the interviewer will ask the rider if he/she is at least 16. If the rider is not at least 16 years old and the rider is accompanied by an adult, the interviewer will ask the adult for permission to interview the younger rider OR the interviewer will ask the adult to answer the questions for the younger rider using a paper survey. The interviewer will record the demographic characteristics of the younger rider if the adult respondent answers for the younger rider. Children in strollers and being carried will be counted as passengers, and they will have an equal probability of being selected for the interview. For purposes of consistency, all children in strollers and being carried will be counted first before the accompanying adult (e.g., if an adult carrying a baby is waiting on the platform, the baby is counted before the adult.)

The survey instrument questions are provided in Attachment C. The data to be collected for the on-board Survey includes:

- Route surveyed on and time of trip
- Direction of travel
- Any other transit routes used and number of transfers
- Origin/destination
- Boarding/alighting location and Latitude and Longitude for each location
- Access and egress modes
- Trip purpose
- Method of payment
- Gender/race and other demographic information of respondent
- Customer Satisfaction
- Brand Awareness (GoRaleigh only)

SURVEY MANAGEMENT PLAN

A detailed Survey Management Plan is included as Attachment D and addresses both a staffing plan and training. The staffing plan includes an organizational structure as follows:

- Designated Field Project Manager
- QA/QC Coordinator
- Field Supervisors
- Data Collectors (including collectors fluent in Spanish, when necessary)
- Data Editors

ETC will conduct training prior to the on-board survey administration. Training will include classroom training and in-field training. ETC will be responsible for preparing all training materials including the Surveyor's Manual, securing a facility for conducting the training, and providing moderators to conduct the training; Planning Communities will review all training materials.

Each interviewer will be required to demonstrate they can proficiently conduct the survey before they will be allowed to administer the survey. Interviewers who cannot demonstrate proficiency in all tasks related to the administration of the survey will be replaced. Surveyors will also be reviewed throughout the data collection effort and will be retrained if issues are encountered. If the surveyor continues to perform below standards, the surveyor will be dismissed.

Training for the survey will be held on October 5, 2015 through October 8, 2015.

ETC will conduct a pilot test for the survey efforts. The pilot test will be administered by survey supervisors. The pilot test will address survey design, length, and response rate and will be simultaneous with training sessions.

ETC will document the results of the pilot test in an informal memo, along with any needed changes to the survey instrument or survey methodology as a result of the test.

The Planning Communities/ETC team will also update the tablet programming as needed to ensure that any problems identified during the pre-test are corrected.

Survey Administration

The survey will be administered by ETC Supervisory staff. Two groups of surveyors will be present during the field efforts.

Leadership Team. The leadership team will consist of the project advisor, project manager, and 2-3 support personnel. The leadership group will be responsible for reviewing the performance of each surveyor and ensuring that the sampling goals for each route are met.

Field Teams. The ETC Supervisory staff will focus their efforts on the administration of surveys on several bus routes per week. The staff will supervise a group of approximately 15-20 interviewers per day. On high volume routes, up to six interviewers may be deployed per route. On low volume routes, just one interviewer may be deployed on a route.

Timing of the Survey. The surveys will be administered during weekdays (Monday-Thursday) when schools are in session, and will avoid blackout dates, as best possible. The surveys will be administered from 6:00am-9:00pm or during the hours for which the route is operating.

Process of Conducting Survey. Interviewers will select riders at random to participate in the survey based on the sampling goals established for each route. Once an interviewer has selected a rider for the survey, the interviewer will do the following:

- The interviewer will approach the person selected and ask them to participate in the survey.
- If the person refuses, the interviewer will end the survey, but the refusal will be recorded on the tablet to help assess the overall response rate to the survey.
- If the rider agrees to participate, the interviewer will ask if he/she has at least five to seven minutes to complete the survey.
- If the rider does NOT have at least five to seven minutes, the surveyor will ask the rider to provide his/her boarding location, alighting location, name, and phone number. ETC Institute's call center will contact the respondent within 24 hours and ask him/her to complete the survey by phone. If a respondent does not have a phone number, then a printed copy of the survey with a postage-paid return will be provided. This will ensure "short-trips" are well represented. This method has been used successfully by ETC in previous studies.
- If a rider has at least five to seven minutes, the surveyor will administer the full survey to the respondent as a face-to-face interview using a tablet computer.
- ETC will provide weekly progress reports during the data collection effort detailing the survey effort.

Post Survey Administration. After the surveys are administered, the field team leaders will review the survey data collected by their team and present the data to the Leadership Team. They will then review the survey records to ensure all necessary information has been provided. If any information is missing, they will forward the survey record and the name and phone number of the survey respondent to ETC Institute's call center. Interviewers working in the call center will then call respondents to retrieve missing information by phone.

DATA PROCESSING AND ANALYSIS

The quality assurance/quality control and data cleaning/processing procedures will be fully detailed in the QA/QC Plan. The draft database will have locations geocoded to the latitude/longitude at the address level and assigned to the appropriate TAZ, trips verified, and a flag for what is considered a "complete/ usable" or "incomplete/un-useable" record.

The project team will expand the dataset based on APC data for each agency, route, time of day, and day of survey. The final data files will be provided to each transit agency electronically, as well as a full data dictionary.

Implementation Schedule

The anticipated schedule for the on-board customer survey is shown in Figure 1.

Week 1: 10/12-10/15	Monday	Tuesday	Wednesday	Thursday
Go Raleigh	Route 1	Route 5	Route 15	KRX
	Route 2	Route 6	Route 16	ZWX
	Route 3	Route 7	Route 18	WRX
	Route 4	Route 8	Route 19	JCX
	Route 10	Route 12	Route 21	CLX
	Route 11	Route 13	Route 22	FRX
Week 2: 10/19-10/22	Monday	Tuesday	Wednesday	Thursday
Go Raleigh	Route 55	Route 230	Go Raleigh Cleanup	Go Raleigh Cleanup
	Route 70	Route 240		
	Route 102	Route 250		
	Route 110	Route 400		
	Route 150	Route 540		
		Route 700		
Week 3: 10/26-10/29	Monday	Tuesday	Wednesday	Thursday
Go Triangle	Route 42	Route 300	Route 800	Go Triangle Cleanup
	Route 46	Route 301	Route 805	
	Route 47	Route 303	Route 900	
	Route 49	Route 305	Route 901	
	Route 100	Route 311	Go Triangle Cleanup	
	Route 102	Route 400		
	Route 105	Route 405		
	Route 201	Route 700		
Week 4: 11/2-11/5	Monday	Tuesday	Wednesday	Thursday
C-Tran	Route 1			C-Tran Cleanup
	Route 2			
	Route 3			
	Route 4			
	Route 5			
	Route 6			
WolfLine		Route 1	Route 9	WolfLine Cleanup
		Route 2	Route 10	
		Route 3	Route 11	
		Route 5		
		Route 6		
		Route 7		
		Route 8		
Week 5: 11/9-11/12	Monday	Tuesday	Wednesday	Thursday
All Agencies	Cleanup as necessary	Cleanup as necessary	Cleanup as necessary	Cleanup as necessary

Figure 1: Survey Schedule

ATTACHMENT A:

QUALITY ASSURANCE/QUALITY CONTROL PLAN

Timing of the Survey

The survey will be administered weekdays (Monday-Thursday) when schools are in session.

Prior to the Administration of the Survey

Some key tasks that will be performed by ETC Institute prior to the administration of the survey include:

- Ensuring the stops previously identified matched the route actually being driven.
- Identifying large employers and schools along the route, which may impact ridership patterns at certain times of the day.
- ETC Institute will work with the transit agencies to raise awareness of the survey. This will include posting signs on buses to encourage participation in the survey.

During the Administration of the Survey

Interviewers will select riders at random to participate in the survey based on the sampling goals established for each route. Once an interviewer has randomly selected a rider for the survey, the interviewer will do the following:

- Approach the person who was selected and ask him or her to participate in the survey.
- If the person refused, the interviewer will end the survey, but the refusal will be recorded on the tablet PC to help assess the overall response rate to the survey.
- If the rider agrees to participate, the interviewer will ask the respondent if he or she has at least five to seven minutes to complete the survey.
- If the rider does NOT have at least five to seven minutes, the surveyor will ask the rider to provide his or her boarding location, alighting location, name, and phone number. Shortly after this information is collected, a phone interviewer from ETC Institute's call center will contact the respondent and ask him or her to provide the information by phone. This methodology will ensure people who complete "short-trips" on public transit are well represented.
- If a rider has at least five to seven minutes, the surveyor will administer the full survey to the respondent as a face-to-face interview using a tablet PC.

After the Administration of the Survey

After the surveys are administered, the field supervisors will review the survey data collected by the interviewers. Subsequently, the Data Managers will review each survey record to ensure all required information has been provided and the trip makes sense.

If any of the required information is missing or incomplete, the Data Managers will forward the survey record, and corresponding name and phone number of the survey respondent, to ETC Institute's call center. Interviewers working in ETC Institute's call center will call respondents who provided their name and phone number to retrieve the missing information by phone in the same manner as those who were only on the vehicle for a short period of time.

Once survey records have been classified as "complete," meaning all required information has been collected, the records will be forwarded to ETC Institute's geocoding manager for final processing and geocoding.

Protocol for Surveying Minors (Children under age 16)

If a passenger does not appear to be at least 16 years old, the interviewer will ask the rider if he/she is at least 16. If the rider is not at least 16 years old and not accompanied by an adult, the interviewer will ask the rider to complete a printed copy of the survey and record its serial number. If the rider is accompanied by an adult, the interviewer will ask the adult for permission to interview the younger rider OR the interviewer will ask the adult to answer the questions for the younger rider. The interviewer will record the demographic characteristics of the younger rider if the adult respondent answers for the younger rider. Children in strollers and being carried will be counted as passengers, and they will have an equal probability of being selected for the interview. For purposes of consistency, all children in strollers and being carried will be counted first before the accompanying adult (e.g., if an adult carrying a baby is on the bus, the baby is counted before the adult.)

ETC Institute will recruit staffing using A Plus Student staffing agency. The basic steps that will be used to recruit qualified interviewers are described below:

- **Step 1 – Positions Are Advertised:** Local staffing agencies will advertise for the position. ETC Institute will pay slightly higher than average wages to ensure we can attract high quality employees. ETC Institute will also try to find interviewers who have at least some college education or military backgrounds.
- **Step 2 – Phone Interview and Tutorial:** Once the ads for the positions are posted, the staffing agencies will conduct an initial review of the applicants by phone. Applicants will also be sent a link to an on-line tutorial about the survey so they can understand what they will be doing before the staffing agencies actually meet the applicants face-to-face. An example of one of the on-line training sites developed by ETC Institute can be viewed by going to <http://www.etctransit.com/survey.php>. [Enter password "fall2013" and then select Option 2 (main survey only). Then select item #3 (click here to watch the Main Survey Tutorial).]
- **Step 3 – Reference Checks:** The applicant's references are checked. A negative reference eliminates the applicant from consideration.
- **Step 4 - Face-to-Face Interview:** Assuming the applicant is still interested in the job after reviewing the tutorial AND the references were positive, the staffing agencies will conduct a face-to-face interview with the applicant. As part of the interview, the applicant is required to demonstrate his/her proficiency with the use of tablet PCs and Google Maps. Applicants who cannot demonstrate these proficiencies are eliminated from consideration.
- **Step 5 - Background Checks:** Background checks are conducted on the applicant. The checks include a screening against the National Sex Offenders Registry and a criminal background checks at the local, state, and national level. All applicants with convictions for violent crimes or child-related offenses are eliminated from consideration. Applicants with any felony conviction during the past 3 years are also eliminated. Applicants with drug or alcohol related convictions during the past 2 years (including misdemeanors) are eliminated.
- **Step 6 - Classroom Training:** Applicants who pass the first five steps are invited to attend classroom training. During the training, applicants receive instructions for the procedures that must be followed. If an applicant fails to demonstrate proficiency by the end of classroom instruction, the applicant is eliminated.
- **Step 7: Field Training:** Those who pass the classroom training are invited to the final phase of the recruitment process, which is field training.
 - On the first day of field training, applicants get a chance to conduct interviews under the supervision of an experienced supervisor from ETC Institute. Supervisors oversee 2-4 interviewers and provide feedback on performance throughout the day. Interviewers who

are conducting the survey properly are allowed to go to the next phase of field training. Interviewers who need more help, but show promise are asked to spend a second day in the field under direct supervision.

- Once an interview has demonstrated proficiency under direct supervision, he/she is given a field test during which the prospective interviewer conducts surveys on his/her own. During this period, the interviewer's productivity and data quality are remotely assessed by ETC Institute's senior staff.
- Riders who complete the survey are contacted by phone to ask them about their perceptions of the interviewer. ETC Institute also places a "secret shopper" on the train where we observe the interviewer's performance. Interviewers who demonstrate proficiency with the administration of the survey are retained and offered a job as an interviewer for the project. Those who fail this test are eliminated from consideration.

A total of 15 interviewers will be hired. An additional 5 will be trained as "reserves" in the event interviewers get sick, do not show up for work or quit.

Bilingual Staffing Assignments

To ensure that non-English speaking riders are adequately represented in the survey, ETC Institute will deploy bilingual interviewers as follows:

- At least one bilingual Spanish-speaking interviewer will be present on all routes listed as high percentage routes.

Bilingual interviewers will wear stickers showing language spoken. (e.g., Yo hablo español.)

Other Quality Control Procedures

Short-Trips. Since some riders who make short trips may not have time to complete the survey during their trip, the first question on the tablet PC version will ask the rider if he/she has at least 5-7 minutes to complete the survey. Riders who do not have time will be asked to provide their name and phone number so an interviewer from ETC Institute's call center can contact the rider and administer the survey by phone within 24 hours. Riders who do not have a phone or do not want to provide a phone number will be given a printed copy of the survey and the serial number will be recorded. If a rider begins a survey on a route but does not have time to complete the survey before the rider's stop is approached, the interviewer will alight the bus with the rider and complete the survey on at the stop, if the rider agrees. Once the interview is completed, the interviewer will board the next bus at that stop and return to normal sampling procedures. This method will only be used on routes for which buses come by stops frequently.

- Real-Time Geocoding.** The tablet PC program will be designed to allow real-time geocoding of all address locations (home, origin, destination, boarding and alighting locations).
- Real-Time Monitoring of Surveyor Performance.** The tablet PC program will be designed in a manner that allows ETC Institute's field supervisors to monitor the performance of individual interviewers in real time. At the end of each day, field supervisors will evaluate the performance of each interviewer. This will include a review of the characteristics of the passengers who are interviewed with regard to age, gender, race, and the average length of each interview. These daily reviews will allow the research team to provide immediate feedback to interviewers to improve their overall performance. It will also allow the research team to quickly identify and remove interviewers who were not conducting the survey properly.

- Staffing level management.** Interviewers will check-in with the field supervisor at the beginning of their shift at the transit station that has been designated to be the command and control center for the day. After checking-in with the field supervisor, the interviewer will board the route they've been assigned for the day. Upon arrival on the bus where he/she is working for the day, the interviewer will use the tablet PC to send a message to the field supervisor indicating that he/she is ready to begin conducting interviews. The field supervisor will be able to remotely monitor the location of all tablet computers and the interviewers who are using them, which will allow to the field supervisor to make adjustments in staffing levels on each route as needed during the day. Field supervisors will check-in with each interviewer at least once per hour. Interviewers will notify the field supervisor immediately if they have problems or encounter any unusual saturations.

ATTACHMENT B:

SAMPLE GOALS

Table B1 – GoRaleigh Sample Goals

Routes			Sampling Goals					
Route Number	Name	Direction	Sampling Rate	AM PEAK	MIDDAY	PM PEAK	EVENING	TOTAL
1	Capital	INBOUND	8%	20	43	34	11	108
1	Capital	OUTBOUND	8%	29	45	32	11	117
2	Falls of Neuse	INBOUND	10%	18	27	16	7	68
2	Falls of Neuse	OUTBOUND	10%	20	26	17	7	70
3	Glascock	INBOUND	10%	6	6	7	2	21
3	Glascock	OUTBOUND	10%	4	5	5	2	16
4	Rex Hospital	INBOUND	10%	15	17	13	7	52
4	Rex Hospital	OUTBOUND	10%	18	21	12	8	59
5	Biltmore Hills	INBOUND	10%	15	15	10	7	47
5	Biltmore Hills	OUTBOUND	10%	8	17	17	10	52
6	Crabtree	INBOUND	10%	13	12	18	4	47
6	Crabtree	OUTBOUND	10%	10	19	15	2	46
7	South Saunders	INBOUND	10%	25	32	22	6	85
7	South Saunders	OUTBOUND	10%	18	34	24	8	84
8	Six Forks	INBOUND	10%	10	11	7	3	31
8	Six Forks	OUTBOUND	10%	11	14	11	4	40
10	Longview	INBOUND	10%	8	7	5	3	23
10	Longview	OUTBOUND	10%	7	8	7	4	26
11	Avent Ferry	INBOUND	10%	21	17	10	3	51
11	Avent Ferry	OUTBOUND	10%	10	14	21	9	54
12	Method	INBOUND	10%	17	18	19	7	61
12	Method	OUTBOUND	10%	10	16	12	4	42

13	Chavis Heights	INBOUND	10%	6	14	8	-	28
13	Chavis Heights	OUTBOUND	10%	2	9	7	-	18
15	WakeMed	INBOUND	8%	20	42	23	11	96
15	WakeMed	OUTBOUND	8%	25	48	27	11	111
16	Oberlin	INBOUND	10%	6	10	8	5	29
16	Oberlin	OUTBOUND	10%	8	10	10	3	31
18	Worthdale	INBOUND	10%	14	11	10	4	39
18	Worthdale	OUTBOUND	10%	10	10	16	7	43
19	Apollo Heights	INBOUND	10%	13	16	8	3	40
19	Apollo Heights	OUTBOUND	10%	9	14	11	6	40
21	Caraleigh	INBOUND	10%	9	6	6	3	24
21	Caraleigh	OUTBOUND	10%	7	8	11	5	31
22	State Street	INBOUND	10%	9	10	4	2	25
22	State Street	OUTBOUND	10%	8	12	7	4	31
50	R-Line	CIRCULAR	10%	19	41	28	13	101
55	Poole Road Express	INBOUND	10%	1	-	-	1	2
55	Poole Road Express	OUTBOUND	10%	-	-	1	1	2
60	Wake Forest Express	INBOUND	10%	4	-	2	2	8
60	Wake Forest Express	OUTBOUND	10%	5	-	9	-	14
62	Wake Forest Loop	CIRCULAR	10%	5	9	6	1	21
63	Knightdale Express	INBOUND	10%	3	-	1	-	4
63	Knightdale Express	OUTBOUND	10%	1	-	3	-	4
64	Zebulon/Wendell Express	INBOUND	10%	6	-	1	-	7
64	Zebulon/Wendell Express	OUTBOUND	10%	1	-	5	-	6
70	Carolina Pines	EASTBOUND	10%	9	11	9	4	33
70	Carolina Pines	WESTBOUND	10%	10	11	11	5	37
76	Johnston County Express	INBOUND	10%	4	-	1	-	5

76	Johnston County Express	OUTBOUND	10%	1	-	3	-	4
77	Clayton Express	INBOUND	10%	2	-	1	-	3
77	Clayton Express	OUTBOUND	10%	1	-	3	-	4
78	Fuquay Varina Express	INBOUND	10%	3	-	1	-	4
78	Fuquay Varina Express	OUTBOUND	10%	1	1	3	-	5
102	Garner	INBOUND	10%	4	-	-	-	4
102	Garner	OUTBOUND	10%	2	-	-	-	2
110	Buck Jones	INBOUND	10%	5	6	4	3	18
110	Buck Jones	OUTBOUND	10%	4	7	6	6	23
150	Trawick Link	INBOUND	10%	6	6	5	3	20
150	Trawick Link	OUTBOUND	10%	8	8	9	4	29
230	Millbrook Crosstown	INBOUND	10%	9	6	5	-	20
230	Millbrook Crosstown	OUTBOUND	10%	8	7	9	-	24
240	North Crosstown	EASTBOUND	10%	5	7	6	-	18
240	North Crosstown	WESTBOUND	10%	7	9	6	-	22
250	Triangle Town Center	CCW	10%	12	17	10	2	41
400	Wake Tech Express	INBOUND	10%	3	10	2	-	15
400	Wake Tech Express	OUTBOUND	10%	13	7	-	-	20
700	Brier Creek Express	INBOUND	10%	5	-	3	1	9
700	Brier Creek Express	OUTBOUND	10%	4	-	4	-	8
Grand Total				630	807	647	239	2,323

Table B2 – GoTriangle Sample Goals

Routes		Sampling Goals					
Route Number	Direction	Sampling Rate	AM PEAK	MIDDAY	PM PEAK	EVENING	TOTAL
42	CIRCULAR	10%	3	-	2	-	5
46	CIRCULAR	10%	3	-	3	-	6
47	CIRCULAR	10%	5	-	5	-	10
49	CIRCULAR	10%	3	-	4	-	7
100	INBOUND	10%	12	15	10	6	43
100	OUTBOUND	10%	8	16	11	6	41
105	INBOUND	10%	10	2	6	2	20
105	OUTBOUND	10%	9	-	12	-	21
201	INBOUND	10%	-	-	5	-	5
201	OUTBOUND	10%	6	-	-	-	6
300	EASTBOUND	10%	7	6	5	-	18
300	WESTBOUND	10%	6	6	7	-	19
301	INBOUND	10%	12	-	14	3	29
301	OUTBOUND	10%	11	-	15	-	26
305	INBOUND	10%	5	-	5	-	10
305	OUTBOUND	10%	5	-	4	-	9
311	INBOUND	10%	4	-	5	-	9
311	OUTBOUND	10%	4	-	4	1	9
900 [CRX]	INBOUND	10%	15	-	11	-	26
900 [CRX]	OUTBOUND	10%	11	-	15	-	26
901 [DRX]	INBOUND	10%	15	-	12	-	27
901 [DRX]	OUTBOUND	10%	8	-	16	2	26
Grand Total			162	45	171	20	398

Table B3 – C-Tran Sample Goals

Routes		Sampling Goals					
Route Number	Direction	Sampling Rate	AM PEAK	MIDDAY	PM PEAK	EVENING	TOTAL
1	CW	20%	8	11	9	3	31
2	CCW	20%	7	10	8	3	28
3	INBOUND	20%	5	11	5	2	23
3	OUTBOUND	20%	3	7	5	2	17
4	INBOUND	20%	7	9	8	2	26
4	OUTBOUND	20%	8	13	11	2	34
5	INBOUND	20%	5	11	11	2	29
5	OUTBOUND	20%	12	9	6	2	29
6	INBOUND	20%	5	15	15	2	37
6	OUTBOUND	20%	12	13	12	2	39
Grand Total			72	109	90	22	293

Table B4 – Wolfline Sample Goals

Routes		Sampling Goals					
Route Number	Direction	Sampling Rate	AM PEAK	MIDDAY	PM PEAK	EVENING	TOTAL
1	LOOP	2%	16	33	19	4	72
2	LOOP	9%	20	33	16	3	72
3	LOOP	3%	20	45	18	4	87
5	LOOP	5%	24	29	14	2	69
6	LOOP	11%	21	32	16	3	72
7	LOOP	4%	18	46	18	3	85
8	LOOP	3%	19	45	21	7	92
9	LOOP	3%	20	42	17	3	82
10	LOOP	10%	16	31	22	-	69
11	LOOP	20%	21	32	17	-	70
Grand Total			195	368	178	29	770

ATTACHMENT C:
SURVEY QUESTIONS

2015 Wake County On-Board Transit Survey

Please take a few moments to help plan for your transit needs by filling out this survey.

All personal information will be kept strictly confidential and WILL NOT be shared or sold.

What is your **ROUTE NUMBER/NAME** are you on?

What is your **HOME ADDRESS** (please be specific, ex: 123 W. Main St.)

Street Address

City

State

Zip Code

COMING FROM?

1. Where was the very last place you were before getting on the bus? (the **starting place** for your one-way trip)

- ☐ Place of employment
☐ Other work related
☐ College / University (students only)
☐ School K-12 (students only)
☐ Medical / Hospital, non-work
☐ Hotel / Convention Center
☐ Shopping
☐ Restaurant / Dining
☐ Recreation / Sightseeing / Sporting Event
☐ Airport (passengers only)
☐ Your HOME → Skip to Question #6
☐ Other:

2. What is the **NAME** of the place you are coming from now? (very **last** place you were)

3. What is the **EXACT ADDRESS** of this place? (OR intersection if you do not know the exact address)

City: State: Zip:

4. How did you **GET FROM** the place in Question #1 to the very **FIRST** bus you used for this one-way trip?

- ☐ Walk — how long did you walk? _____ minutes
☐ Bike — how long did you bike? _____ minutes
☐ Wheelchair / Scooter — how long? _____ minutes
☐ Was dropped off by someone (answer 4a)
☐ Drove alone and parked (answer 4a)
☐ Drove or rode with others and parked (answer 4a)

4a. **WHERE** did you board the **FIRST** bus you used for this one-way trip? (Please provide the nearest intersection / park-and-ride lot)

5. Where did you **GET ON** this bus? (Please provide the nearest intersection / bus stop / station name / park-and-ride lot)

GOING TO?

6. Where are you going once you get off your last bus on this one-way trip? (the **ending place** for your one-way trip)

- ☐ Place of employment
☐ Other work related
☐ College / University (students only)
☐ School K-12 (students only)
☐ Medical / Hospital, non-work
☐ Hotel / Convention Center
☐ Shopping
☐ Restaurant / Dining
☐ Recreation / Sightseeing / Sporting Event
☐ Airport (passengers only)
☐ Your HOME → Skip to Question #6
☐ Other:

7. What is the **NAME** of the place you are going to now? (very **next** place you are going)

8. What is the **EXACT ADDRESS** of this place? (OR intersection if you do not know the exact address)

City: State: Zip:

9. How will you **GET TO** the place in Question #6 from the very **LAST** bus you will use for this one-way trip?

- ☐ Walk — how long will you walk? _____ minutes
☐ Bike — how long will you bike? _____ minutes
☐ Wheelchair / Scooter — how long? _____ minutes
☐ Will be picked up by someone (answer 9a)
☐ Get in a parked vehicle and drive alone (answer 9a)
☐ Get in a parked vehicle and drive / ride with others (answer 9a)

9a. **WHERE** will you get off the **LAST** bus you are using for this one-way trip? (Please provide the nearest intersection / park-and-ride lot)

10. Where will you **GET OFF** this bus? (Please provide the nearest intersection / bus stop / station name / park-and-ride lot)

11. **INCLUDING THIS BUS**, how many **TOTAL BUSES** will you use to make **THIS ONE-WAY TRIP**?

- ☐ One, only this bus ☐ Two ☐ Three ☐ Four or more

11a. Please list the routes in the exact order you use them for this one-way trip.

START → 1st Route # → 2nd Route # → 3rd Route # → 4th Route # → 5th Route # → **END**

12. What time did you **BOARD THIS BUS** you are on now? _____ am / pm (circle one)

13. Will you (or did you) make this same trip in exactly the opposite direction today?

- ☐ No ☐ Yes — At what time did / will you leave for this trip in the opposite direction? _____ am / pm (circle one)

Continued →

14. For this one-way trip, did you...

- ☐ Pay the full fare (cash fare or regular pass purchased for yourself) ☐ Pay a Senior Fare
☐ Pay the Person with a Disability Fare ☐ Ride GoRaleigh for Free with Senior (65+) ID (skip to Q16)
☐ Pay the Youth Fare ☐ Use a transit pass provided by your employer or university (skip to Q15a)
☐ Ride GoRaleigh or C-Train for Free as a Youth 12 or under (skip to Q16) ☐ Ride on fare-free route (R-Line, Wake Forest Loop) (skip to Q16)

15. Did you use a transit pass or card? ☐ Yes ☐ No (go to Q16)

15a. What type of pass or card did you use for this one-way trip?

- ☐ Local Day Pass ☐ Regional 7-Day Pass ☐ Express 31-Day Pass
☐ Local 7-Day Pass ☐ Regional 31-Day Pass ☐ Stored Value Card
☐ Local 31-Day Pass ☐ Express One-Way Pass ☐ University provided GoPass
☐ Regional One-Way Pass ☐ Express Day Pass ☐ Other GoPass
☐ Regional Day Pass ☐ Express 7-Day Pass

16. How long have you been riding transit? ☐ More than 4 years ☐ 3 to 4 years ☐ 1 to 2 years ☐ Less than 1 year ☐ First time

17. What is your **GENDER**? ☐ Male ☐ Female

18. What is your **AGE**? ☐ Under 18 ☐ 18 - 24 ☐ 25 - 34 ☐ 35 - 44 ☐ 45 - 54 ☐ 55 - 64 ☐ 65+

19. Do you have a **VALID DRIVER'S LICENSE**? ☐ Yes ☐ No

20. How do you identify your **RACE/ETHNICITY**? (Check all that apply)

- ☐ White ☐ Black African American ☐ Hispanic / Latino ☐ Other
☐ Native Hawaiian/Pacific Islander ☐ Native American ☐ Asian American

21. Are you: (Check **ONE** the response that **BEST** describes you)

- ☐ Employed full-time ☐ Student (K-12) ☐ Retired
☐ Employed part-time ☐ Student (College) ☐ Other
☐ Unemployed ☐ Homemaker

22. Including **YOU**, how many people **LIVE** in your household? _____ people

23. Including **YOU**, how many people (16 or older) in your household are employed full / part-time? _____ people

24. How many **WORKING VEHICLES** (cars, trucks, or motorcycles) are available to your household? _____ vehicles

24a. (If #24 is **ONE** or **MORE**) Could you have used one of these vehicles for this trip? ☐ Yes ☐ No

25. Which of the following **BEST** describes your **TOTAL ANNUAL HOUSEHOLD INCOME** in 2014 before taxes?

- ☐ Less than \$15,000 ☐ \$15,000 - \$24,999 ☐ \$25,000 - \$34,999
☐ \$35,000 - \$44,999 ☐ \$45,000 - \$54,999 ☐ \$55,000 or more

26. Please **RATE YOUR SATISFACTION** with the following items.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Reliability of service (buses are on time)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of bus connections / transfers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weekend service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hours of service (evenings, early morning)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus stop safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus stop amenities (lighting, shelters, benches)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Onboard safety / security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comfort of buses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Courtesy of drivers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety of drivers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fare / cost to ride	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience of purchasing a bus pass	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy-to-understand route information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

27. Please indicate your **LEVEL OF AGREEMENT** with the following statements.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
This agency values its customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This agency has excellent customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would recommend this agency to others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

28. When did you learn CAT / Capital Area Transit changed to GoRaleigh?

- ☐ Today ☐ This past month ☐ This past summer ☐ This past spring

28a. How did you find out about the change?

- ☐ Riding the system ☐ TV / Radio / Newspaper ☐ Online / Social media ☐ Word of mouth ☐ Other

28b. Have you noticed any differences in service since the switch from CAT to GoRaleigh?

- ☐ Yes, positive change ☐ Yes, negative change ☐ No change ☐ Unsure / Don't know

If you completed this survey before getting off the bus, please return this survey to the survey staff. If you did not have time to complete the survey during your trip, please return it **AS SOON AS POSSIBLE** using the provided postage-paid envelope.

ATTACHMENT D:

SURVEY MANAGEMENT PLAN

The survey will be administered by multiple interviewer teams who will be directly supervised by the project manager and Field Supervisor. The key individuals who will oversee data collection in the field are listed below.

Data Collection Team

- Project Manager – Aaron Hekele
- Assistant Project Managers – Fred G’sell
- QA/QC Data Managers – Nick Jones
- Field Supervisors – Brandon Musarra

The organizational structure of the team is described below.

Leadership Team

The leadership team will consist of the project manager, assistant project managers, and data managers. The leadership team will be responsible for reviewing the performance of the interviewer team and ensuring that the sampling goals for each route are met. The leadership team will operate from centralized locations so that the performance of all teams can be evaluated. The selection of bus routes to be surveyed each week will be carefully planned to ensure the leadership team can directly interface with all routes as they are being surveyed.

Field Supervisors

Field teams will focus their efforts on the administration of surveys on an average of 3 - 6 bus routes per day. The field supervisors will oversee a group of approximately 15-20 interviewers covering the entire service day. Interviewers will be deployed on buses running in opposite directions. On high volume routes, interviewers may be deployed on up to six buses per route. On low volume routes, interviewers may be deployed on just one bus serving the route.

The field supervisors will be responsible for ensuring interviewers are properly trained and equipped to conduct interviews, scheduling interviewers, inspecting work, and reviewing the data collected before submitting the data to the leadership team at the end of the day.

Data Collection Personnel

ETC Institute will use its vast experience to cultivate quality interviewers over the life of the project. In order to accomplish this, ETC has partnered with a DBE staffing firm, A Plus Student Staffing. A Plus will be responsible for recruiting both English and Spanish speaking interviewers. In addition, Language Solutions will provide skilled bilingual interpreters with experience in the transportation field to staff those routes with high-likelihood of Limited English Proficiency (LEP) riders as identified through Census data and driver observations.

Appendix A-2 - Onboard Survey

An onboard survey was administered for this study using tablets that integrated GIS software to allow for accurate geocoding of data as the survey was taken. Screen shots of the survey are shown below and on the pages that follow.

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

There are 11 questions in this survey.

START_01_INITIALS

[] Enter YOUR (interviewer's) Initials *

Please write your answer below:

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en>

1/30

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

START_AGENCY

[] Select Transit Agency: *

Please choose **only one** of the following:

☐ GoRaleigh

☐ GoTriangle

☐ C-Tran

☐ Wolfline

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en>

2/30

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

START_02_ROUTE

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972lang/en

3/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

Select the [ROUTE] you are working: *

Please choose only one of the following:

☐ Route 1: Capital- INBOUND toward Downtown

☐ Route 1: Capital- OUTBOUND toward Triangle Town Center

☐ Route 2: Falls of Neuse- INBOUND toward Downtown

☐ Route 2: Falls of Neuse- OUTBOUND Bent Tree Plaza

☐ Route 3: Glascock- INBOUND toward Downtown

☐ Route 3: Glascock- OUTBOUND toward Crabtree at Timber

☐ Route 4: Rex Hospital- INBOUND toward Downtown

☐ Route 4: Rex Hospital- OUTBOUND toward Towne North Shopping Center

☐ Route 5: Biltmore Hills- INBOUND toward Downtown

☐ Route 5: Biltmore Hills- OUTBOUND toward Sanderford at Idlewood Village

☐ Route 6: Crabtree- INBOUND toward Downtown

☐ Route 6: Crabtree- OUTBOUND toward Townridge Shopping Center

☐ Route 7: South Saunders- INBOUND toward Downtown

☐ Route 7: South Saunders- OUTBOUND toward Shoppes at Gamer

☐ Route 8: Six Forks - INBOUND toward Downtown

☐ Route 8: Six Forks - OUTBOUND toward North Hills at Northcliff

☐ Route 10: Longview- INBOUND toward Downtown

☐ Route 10: Longview- OUTBOUND toward Chatham at Bertie

☐ Route 11: Avert Ferry- INBOUND toward Downtown

☐ Route 11: Avert Ferry- OUTBOUND toward Trailwood Hills

☐ Route 12: Method- INBOUND toward Downtown

☐ Route 12: Method- OUTBOUND toward Method at Beryl

☐ Route 13: Chavis Heights- INBOUND toward Downtown

☐ Route 13: Chavis Heights- OUTBOUND toward Holmes at Bragg

☐ Route 15: WakeMed- INBOUND toward Downtown

☐ Route 15: WakeMed- OUTBOUND toward Wake Medical

☐ Route 16: Oberlin- INBOUND toward Downtown

☐ Route 16: Oberlin- OUTBOUND toward Rex Hospital

☐ Route 18: Worthdale- INBOUND toward Downtown

☐ Route 18: Worthdale- OUTBOUND toward Bus Way

☐ Route 19: Apollo Heights- INBOUND toward Downtown

☐ Route 19: Apollo Heights- OUTBOUND toward Swinburne at Kidd

☐ Route 21: Caraleigh- INBOUND toward Downtown

☐ Route 21: Caraleigh- OUTBOUND toward Maywood at Lake Wheeler

☐ Route 22: State Street- INBOUND toward Downtown

☐ Route 22: State Street- OUTBOUND toward Hadley at Dandridge

☐ Route 50: R-Line- CIRCULAR

☐ Route 55: Poole Road Express- INBOUND toward Downtown

☐ Route 55: Poole Road Express- OUTBOUND toward Poole Road P&R

☐ Route 60: Wake Forest Express [WRX]: INBOUND toward Downtown

☐ Route 60: Wake Forest Express [WRX]: OUTBOUND toward Wake Forest

☐ Route 62: Wake Forest Loop [60]: CIRCULAR

☐ Route 63: Knightdale Express [KRX]: INBOUND toward Downtown

☐ Route 63: Knightdale Express [KRX]: OUTBOUND toward Knightdale

☐ Route 64: Zebulon/ Wendell Express [ZWX]: INBOUND toward Downtown

☐ Route 64: Zebulon/ Wendell Express [ZWX]: OUTBOUND toward Zebulon P&R

☐ Route 70: Carolina Pines [7L]: EASTBOUND toward Southgate Plaza

☐ Route 70: Carolina Pines [7L]: WESTBOUND toward Trailwood Hills

☐ Route 76: Johnston County Express [JCX]: INBOUND toward Downtown

☐ Route 76: Johnston County Express [JCX]: OUTBOUND toward Cleveland Crossing Shopping Center

☐ Route 77: Clayton Express [CLX]: INBOUND toward Downtown

☐ Route 77: Clayton Express [CLX]: OUTBOUND toward Clayton Towne Plaza

☐ Route 78: Fuquay Varina Express [FRX]: INBOUND toward Downtown

☐ Route 78: Fuquay Varina Express [FRX]: OUTBOUND toward South Park Fuquay

☐ Route 102: Gamer [102]: INBOUND toward Downtown

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2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

- ☐ Route 102: Gamer [102]: OUTBOUND toward White Oak Shopping Center
- ☐ Route 110: Buck Jones [11L]: INBOUND toward NCSU
- ☐ Route 110: Buck Jones [11L]: OUTBOUND toward Schaub at Sandlin
- ☐ Route 150: Trawick Link [15L]: INBOUND toward Wake Med Center
- ☐ Route 150: Trawick Link [15L]: OUTBOUND toward Buffalo at Durwood
- ☐ Route 230: Millbrook Crosstown [23L]: INBOUND toward Crabtree Valley Mall
- ☐ Route 230: Millbrook Crosstown [23L]: OUTBOUND toward New Hope at Capital
- ☐ Route 240: North Crosstown [24L]: EASTBOUND toward Spring Forest at Capital
- ☐ Route 240: North Crosstown [24L]: WESTBOUND toward North Hills Mall
- ☐ Route 250: Triangle Town Center [25L] - CIRCULAR
- ☐ Route 400: Wake Tech Express [40X]: INBOUND toward Downtown
- ☐ Route 400: Wake Tech Express [40X]: OUTBOUND toward Downtown
- ☐ Route 400: Wake Tech Express [40X]: OUTBOUND toward Wake Tech
- ☐ Route 700: Brier Creek Express [70X]: INBOUND toward Crabtree Valley Mall
- ☐ Route 700: Brier Creek Express [70X]: OUTBOUND toward Brier Creek Shopping Center
- ☐ Go Tri: Route 42- CIRCULAR
- ☐ Go Tri: Route 46- CIRCULAR
- ☐ Go Tri: Route 47- CIRCULAR
- ☐ Go Tri: Route 49- CIRCULAR
- ☐ Go Tri: Route 100- INBOUND toward Downtown
- ☐ Go Tri: Route 100- OUTBOUND toward RTC
- ☐ Go Tri: Route 105- INBOUND toward Downtown
- ☐ Go Tri: Route 105- OUTBOUND toward RTC
- ☐ Go Tri: Route 201- INBOUND toward North Raleigh
- ☐ Go Tri: Route 201- OUTBOUND toward RTC
- ☐ Go Tri: Route 300- EASTBOUND toward Downtown
- ☐ Go Tri: Route 300- WESTBOUND toward Cary
- ☐ Go Tri: Route 301- INBOUND toward Downtown
- ☐ Go Tri: Route 301- OUTBOUND toward Cary
- ☐ Go Tri: Route 305- INBOUND toward Downtown
- ☐ Go Tri: Route 305- OUTBOUND toward Lake Pine
- ☐ Go Tri: Route 311- INBOUND toward RTC
- ☐ Go Tri: Route 311- OUTBOUND toward APEX
- ☐ Go Tri: Route 400- INBOUND toward Durham Station
- ☐ Go Tri: Route 400- OUTBOUND toward Chapel Hill
- ☐ Go Tri: Route 405- INBOUND toward Durham Station
- ☐ Go Tri: Route 405- OUTBOUND toward Chapel Hill
- ☐ Go Tri: Route 700- INBOUND toward RTC
- ☐ Go Tri: Route 700- OUTBOUND toward Durham Station
- ☐ Go Tri: Route 800- INBOUND toward RTC
- ☐ Go Tri: Route 800- OUTBOUND toward Chapel Hill
- ☐ Go Tri: Route 805- INBOUND toward RTC
- ☐ Go Tri: Route 805- OUTBOUND toward Chapel Hill
- ☐ Go Tri: Route 900 [CRX]- INBOUND toward Chapel Hill
- ☐ Go Tri: Route 900 [CRX]- OUTBOUND toward Downtown
- ☐ Go Tri: Route 901 [DRX]- INBOUND toward Durham Station
- ☐ Go Tri: Route 901 [DRX]- OUTBOUND toward Downtown
- ☐ C-Tran: Route 1: CLOCKWISE
- ☐ C-Tran: Route 2: COUNTERCLOCKWISE
- ☐ C-Tran: Route 3: INBOUND toward Train Station
- ☐ C-Tran: Route 3: OUTBOUND toward Harrison Square
- ☐ C-Tran: Route 4: INBOUND toward Train Station
- ☐ C-Tran: Route 4: OUTBOUND toward NC Hwy 55
- ☐ C-Tran: Route 5: INBOUND toward Train Station
- ☐ C-Tran: Route 5: OUTBOUND toward Crescent Commons Drive
- ☐ C-Tran: Route 6: INBOUND toward Train Station
- ☐ C-Tran: Route 6: OUTBOUND toward Plaza West
- ☐ WolfLine: Route 1: LOOP
- ☐ WolfLine: Route 2/21: LOOP

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2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

- ☐ WolfLine: Route 3: LOOP
- ☐ WolfLine: Route 5: LOOP
- ☐ WolfLine: Route 6: LOOP
- ☐ WolfLine: Route 7: LOOP
- ☐ WolfLine: Route 8: LOOP
- ☐ WolfLine: Route 9: LOOP
- ☐ WolfLine: Route 10: LOOP
- ☐ WolfLine: Route 11: LOOP
- ☐ Other:

{AGENCY shown}

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6/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

START_03_RANDOM

Please choose a number between 1 and 6:

1

2

3

4

5

6

Please write your answer here:

{INSERTANS:254972X1855X6132}

{INSERTANS:254972X1855X6132}{INSERTANS:254972X1855X62946dnc}

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en

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2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

START_04_HAVE5MIN

Hello. My name is {INTERV_INIT.shown}

We're doing a quick survey on bus services in Wake County. Do you mind if I ask you some you are making?

Please choose **only one** of the following:

☐ Yes I can participate in the survey (have 5 min+)

☐ Yes (but no time for full survey)

☐ Volunteer (non-random sample)

☐ No (refused)

☐ No (already did this survey)

☐ Do not speak the interviewer's language (Spanish)

☐ Do not speak the interviewer's language (Other)

☐ Disabled (cannot see well enough to complete the survey or cannot hear to understand instructions)

{INSERTANS:254972X1855X6132}

{INSERTANS:254972X1855X6132}{INSERTANS:254972X1855X62946dnc}

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8/90

Wake County Transit Systems Customer Survey – Summary Report - June 2016

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TOD_SELECT

```
[ ]
{ TOD=if(((date('His')+030000)>240000,"OTH1",if(((date('His')+030000)>193000,"OTH2",if(((date('His')+030000)>153000,"PM1",if((dat
```

CALL_BACK_CASE2_INFO

[]What's your name and telephone number?

Only answer this question if the following conditions are met:
 Answer was: Yes (but not time for full survey) or Do not speak the interviewer's language (Other) or Disabled (cannot see well enough to complete the survey or cannot hear to understand instructions) at question 5 (HAVE_5_MIN_FOR_SURVEY) (Help: My name is (INTERV_ENT shown) We're going a quick survey on bus services in Wake County. Do you mind if I ask you some questions about the top you are making? and/or sign [1])

Please write your answer(s) here:

Name

Phone

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

START_14_OBSERV_GENDER_RACE

*

Only answer this question if the following conditions are met:
Answer was No (already did this survey) or No (refused) at question 5 [HAVE_5_MPH_SURVEY] (Hello, My name is {INTERV_INIT.shown} We're doing a quick survey on bus services in Wake County. Do you mind if I ask you some questions about the trip you are making? {sendUserLocation(1)}).

Please choose **all** that apply.

☐ [Male]

☐ [Female]

☐ American Indian / Alaska Native

☐ Asian

☐ Black / African American

☐ Hispanic / Latino

☐ Native Hawaiian / Pacific Islander

☐ White

☐ 16 and under

☐ 18-19

☐ 20-34

☐ 35-50

☐ 51-64

☐ over 65

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2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

START_15_RESTART_URL

Click link below to re-start the survey with your initials {INTERV_INIT.shown}, agency {AGENCY.shown} and route {ROUTE_SURVEYED.shown} already filled-in.

CLICK HERE TO RESTART SURVEY

Do NOT click Next

Only answer this question if the following conditions are met:
Answer was No (already did this survey) or No (refused) at question 5 [HAVE_5_MPH_SURVEY] (Hello, My name is {INTERV_INIT.shown} We're doing a quick survey on bus services in Wake County. Do you mind if I ask you some questions about the trip you are making? {sendUserLocation(1)}).

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12/90

Wake County Transit Systems Customer Survey – Summary Report - June 2016

A-18

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

START_AGE_TEST

[]Are you 16 years or older? [If no, ask: Do you have a parent or guardian here who can answer on your behalf?] *

Please choose **only one** of the following:

☐ Yes: 16 or older

☐ No: 13-15 with a guardian

☐ No: 12 or under

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13/90

2/4/2016

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SURVEY_WITH_GUARDIAN

[]Would you like to answer the survey with the supervision of your adult guardian?

Only answer this question if the following conditions are met:
Answer was 'No: 13-15 with a guardian' at question '10 [AGE]' (Are you 16 years or older? [If no, ask: Do you have a parent or guardian here who can answer on your behalf?])

Please choose **only one** of the following:

☐ Yes: I can answer the survey with my guardian

☐ No: I cannot participate

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2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

START_CONTINUE

{INSERTANS:254972X1564X6135}

{INSERTANS:254972X1654X6136}

*

Please choose **only one** of the following:

☐ Continue Survey

☐ Terminate Survey

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15/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

HOME_01_ADDRESS

[]What is your HOME address? If you are visiting the area, please list the address where you are staying (ex: 123 W. Main St): *

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question 12 [CONTINUE_SURVEY{ ({INSERTANS:254972X1564X6135}) (INSERTANS:254972X1654X6136})

Please write your answer(s) here:

Place Name (optional)

Street Address

City

State

Zip Code

Latitude

Longitude

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16/90

Wake County Transit Systems Customer Survey – Summary Report - June 2016

A-20

FROM_01_ORIGIN_PLACE_TYPE

[]Where was the very last place you were before getting on the bus? (choose one) *

Only answer this question if the following conditions are met:
 Answer was 'Continue Survey' at question '12 (CONTINUE_SURVEY)' ((INSERTANS.254972X1564X6135) (INSERTANS.254972X1654X6136))

Please choose **only one** of the following:

- ☐ Your Home
- ☐ Your usual WORKPLACE
- ☐ Other work related
- ☐ College / University (students only)
- ☐ School K12 (students only)
- ☐ Medical Service / Hospital (non-work)
- ☐ Hotel / Convention Center
- ☐ Shopping
- ☐ Restaurant / Dining
- ☐ Recreation / Sightseeing / Sporting Event
- ☐ Social visit
- ☐ Airport
- ☐ Other

FROM_02_ORIGIN_NAME

☐ What is the NAME of the place you are coming from now?

Only answer this question if the following conditions are met:
Answer was Restaurant/Dining or "Shopping" or Hotel / Convention Center or Medical Service / Hospital (not work) or School K-12 (students only) or College/University (students only) or "Other event related" or Your usual WORKPLACE or Other or Airport or Social visit at question "t4 [ORIGIN_PLACE_TYPE]" Where was the very last place you were before going on the bus?
(checkbox only)

Please write your answer here

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FROM_07_ORIGIN_ADDRESS

What is the EXACT STREET ADDRESS of this place? (or nearest intersection or landmark)

*

Only answer this question if the following conditions are met:
Answer was: Social Visit or Restaurant / Dining or Shopping or Hotel / Convention Center or Medical Services / Hospital (non-work) or School H12 (Students only) or College / University (Students only) or Other work related or Your usual WORKPLACE or Recreation / Entertainment / Sporting Event or Airport or Other at question 14 (ORIGIN_PLACE_TYPE) (Where was the very last place you were before getting on the bus? (choose one))

Please write your answer(s) here

Hotel or Place Name

Street Address

City

State

Zip Code

Latitude

Longitude

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19/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

FROM_08_ORIGIN_TRANSPORT

How did you get to your first bus?

*

Only answer this question if the following conditions are met:
Answer was: Continue Survey at question 12 [CONTINUE_SURVEY] ((INSERTANS.254972X1564X6135) (INSERTANS.254972X1654X6136))

Please choose **only one** of the following:

Walk

Bicycle

Wheelchair / Motorized Scooter

Drove alone and parked

Drove with others and parked

Dropped off

Other

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20/90

Wake County Transit Systems Customer Survey – Summary Report - June 2016

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2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

FROM_09_ORIGIN_WALK_TIME

[]How long did you walk? (in minutes) *

Only answer this question if the following conditions are met:
Answer was "Bike" at question 17 [ORIGIN_TRANSPORT]] (How did you get to your trip/bike?)

Please enter your answer here

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GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

FROM_09a_ORIGIN_BIKE_TIME

[]How long did you bike? (in minutes) *

Only answer this question if the following conditions are met:
Answer was "Bicycle" at question 17 [ORIGIN_TRANSPORT]] (How did you get to your trip/bike?)

Please enter your answer here

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en>

22/80

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

FROM_09b_ORIGIN_WHEELCHAIR_TIME

[]How long? (in minutes) *

Only answer this question if the following conditions are met:
Answer was "Wheelchair/Motorized Scooter" at question 17 [ORIGIN_TRANSPORT] (How did you get to your first bus?)

Please enter your answer here

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en>

23/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

FROM_10_ORIGIN_PARK_YN_PNR

[]Did you park your vehicle/BIKE (or was dropped off) at a park-n-ride location? *

Only answer this question if the following conditions are met:
Answer was "Dropped off" or "Drove with others and parked" or "Drove alone and parked" at question 17 [ORIGIN_TRANSPORT] (How did you get to your first bus?)

Please choose **only one** of the following:

☐ Yes

☐ No

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24/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

FROM_11_ORIGIN_PARK_PNR

At which park-n-ride did you park your vehicle/BIKE (or were dropped off)? *

Only answer this question if the following conditions are met:
Answer was "yes" at question 21 [ORIGIN_PARK_YN_PNR] (Did you park your vehicle/BIKE (or was dropped off) at a park-n-ride location?)

Please choose **only one** of the following:

☐

American Tobacco North Parking Deck

☐

Big Lots (Kilmayne Dr)

☐

Carolina Pines Park

☐

Carboro Plaza

☐

Carter-Finley Park-and-Ride

☐

Cary Amtrak Station

☐

Chatham County

☐

Clayton Town Plaza

☐

Cleveland Crossing Park-and-ride

☐

Crabtree Valley Mall

☐

District Dr Park-and-Ride

☐

Durham Tech Orange County Campus

☐

Eubanks Rd Park-and-Ride

☐

Food Lion

☐

Forest Hills Shopping Center

☐

Friday Center

☐

Galaxy Foods

☐

GoRaleigh Operations Facility (Capital Area Transit)

☐

Grace Lutheran Church

☐

Hedrick Building

☐

Highland United Methodist Church

☐

Jones Ferry

☐

Kmart

☐

Knightdale Park-and-Ride at Wal-Mart

☐

Lake Pine Plaza Park and Ride

☐

Lowe's Hardware

☐

Martin Luther King (MLK) Jr. Blvd

☐

Mebane Cone Health

☐

Millbrook Exchange Park

☐

Mini City Shopping Center

☐

NC-54 Park-and-Ride Lot

☐

North Hillsborough Park & Ride

☐

Patterson Place

☐

Pleasant Valley

☐

Pleasant Valley Shopping Center

☐

Regional Transit Center (RTC)

☐

Sears Outlet

☐

Shelly Lake / Sertoma Park

☐

South Park

☐

Southern Village

☐

Southpoint Mall

☐

Triangle Town Center Mall

☐

Wake Forest Park-and-Ride (White St at Elm Ave)

☐

Waverly Place

☐

Wellington Park Plaza

☐

Wendell Park-and-Ride

☐

White Oaks Shopping Center

☐

Zebulon Park-and-Ride (Compare Foods)

☐

Other

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25/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

FROM_12_ORIGIN_DROPOFF

What is the Nearest Intersection or Place where you parked your vehicle (or bike) or were dropped off before boarding the first bus on this trip? *

Only answer this question if the following conditions are met:
Answer was "yes" at question 21 [ORIGIN_PARK_YN_PNR] (Did you park your vehicle/BIKE (or was dropped off) at a park-n-ride location?)

Please write your answer(s) here:

Street Address

City

State

Zip Code

Latitude

Longitude

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en

26/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

TO_01_DESTIN_PLACE_TYPE

Where are you going once you get off your last bus on this one-way trip?

*

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]' ((INSERTANS:254972X1564X6135) (INSERTANS:254972X1654X6136))

Please choose **only one** of the following:

☐ Your Home

☐ Your usual WORKPLACE

☐ Other work related

☐ College / University (students only)

☐ School K12 (students only)

☐ Medical Service / Hospital (non-work)

☐ Hotel / Convention Center

☐ Shopping

☐ Restaurant / Dining

☐ Recreation / Sightseeing / Sporting Event

☐ Social visit

☐ Airport

☐ Other

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27/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

TO_02_DESTIN_NAME

What is the **NAME** of the place you are going to now?

*

Only answer this question if the following conditions are met:
Answer was 'Other' or 'Airport' or 'Social visit' or 'Restaurant / Dining' or 'Shopping' or 'Hotel / Convention Center' or 'Medical Service / Hospital (non-work)' or 'School K12 (students only)' or 'College / University (students only)' or 'Other work related' or 'Your usual WORKPLACE' at question '24 [DESTIN_PLACE_TYPE]' (Where are you going once you get off your last bus on this one-way trip?)
-serialVersionUID(41, \$document).ready(function(){var lang="TO_02_DESTIN_PLACE_TYPE (AAGK)";if(lang==1){[["#java:02E4972X856A2751"]hide()]} } }

Please write your answer here:

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

28/90

TO_07_DESTIN_ADDRESS

[] What is the EXACT STREET ADDRESS of this place? (or nearest intersection or landmark)
*

Only answer this question if the following conditions are met:

Answer was Recreation / Sightseeing or Sporting Event or Other or Airport or Social Visit or Restaurant/Dining or Shopping or Convention Center or Medical Service / Hospital (Nonwork) or School K-12 (Students only) or College / University (Students only) or Other work related - or Your usual WORKPLACE at question 34 JOESTIN_PLACE_TYPE1 Where are you spending your day off from your last job on this one-way trip sendUserLocation(4); if(\$document.ready){bindon({var origin = "ORIGIN_PLACE_TYPE_NACK"; it(origin => { \$?arevrbid25497265684275111).index() })};

Please write your answer(s) here

Hotel or Place Name	
Street Address	
City	
State	
Zip Code	
Latitude	
Longitude	

TO_08_DESTIN_TRANSPORT

[]How will you get to where you are going when you get off your last bus?

*

Only answer this question if the following conditions are met:
Answered | Continue | Skipped at question 143 | CONTINUE | Q143

Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]' ({INSERTANS:254972X1564X6135} {INSERTANS:254972X1654X6136})

Please choose **only one** of the following:

- ☐ Walk
☐ Bicycle
☐ Wheelchair / Motorized Scooter
☐ Drove alone and parked
☐ Drove with others and parked
☐ Dropped off
☐ Other

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

TO_09_DESTIN_WALK_TIME

[]How long will you walk? (in minutes) *

Only answer this question if the following conditions are met:
Answer was "Walk" at question 27 [DESTIN_TRANSPORT]? (How long will you get to where you are going when you get off your last bus?)

Please enter your answer here

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31/90

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TO_09a_DESTIN_BIKE_TIME

[]How long will you bike? (minutes) *

Only answer this question if the following conditions are met:
Answer was "Bicycle" at question 27 [DESTIN_TRANSPORT]? (How long will you get to where you are going when you get off your last bus?)

Please enter your answer here

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32/90

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GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

TO_09b_DESTIN_WHEELCHAIR_TIME

[])How long? (minutes) *

Only answer this question if the following conditions are met:
Answer was 'Wheelchair/Motorized Scooter' at question 27 [DESTIN_TRANSPORT] (How will you get to where you are going when you get off your last bus?)

Please enter your answer here

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33/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

TO_10_DESTIN_PARK_YN_PNR

[])Will you get picked up (or get your vehicle/BIKE) at a park-n-ride location? *

Only answer this question if the following conditions are met:
Answer was 'Dropped off' or 'Drove with others and parked' or 'Drove alone and parked' at question 27 [DESTIN_TRANSPORT] (How will you get to where you are going when you get off your last bus?)

Please choose **only one** of the following:

☐ Yes

☐ No

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en>

34/90

TO_11_DESTIN_PARK_PNR

[]At which park-n-ride is your vehicle/BIKE parked / will you get picked up? *

Only answer this question if the following conditions are met:
Answer was 'Yes' at question 31 [DESTIN_PARK_YN_PNR] (Will you get picked up (or get your vehicle/BIKE) at a park-n-ride location?)
Please choose **only one** of the following:

- ☐ American Tobacco North Parking Deck
- ☐ Big Lots (Kilmayne Dr)
- ☐ Carolina Pines Park
- ☐ Carboro Plaza
- ☐ Carter-Finley Park-and-Ride
- ☐ Cary Amtrak Station
- ☐ Chatham County
- ☐ Clayton Town Plaza
- ☐ Cleveland Crossing Park-and-ride
- ☐ Crabtree Valley Mall
- ☐ District Dr Park-and-Ride
- ☐ Durham Tech Orange County Campus
- ☐ Eubanks Rd Park-and-Ride
- ☐ Food Lion
- ☐ Forest Hills Shopping Center
- ☐ Friday Center
- ☐ Galaxy Foods
- ☐ GoRaleigh Operations Facility (Capital Area Transit)
- ☐ Grace Lutheran Church
- ☐ Hedrick Building
- ☐ Highland United Methodist Church
- ☐ Jones Ferry
- ☐ Kmart
- ☐ Knightdale Park-and-Ride at Wal-Mart
- ☐ Lake Pine Plaza Park and Ride
- ☐ Lowe's Hardware
- ☐ Martin Luther King (MLK) Jr. Blvd
- ☐ Mebane Cone Health
- ☐ Millbrook Exchange Park
- ☐ Mini City Shopping Center
- ☐ NC-54 Park-and-Ride Lot
- ☐ North Hillsborough Park & Ride
- ☐ Patterson Place
- ☐ Pleasant Valley
- ☐ Pleasant Valley Shopping Center
- ☐ Regional Transit Center (RTC)
- ☐ Sears Outlet
- ☐ Shelly Lake / Sertoma Park
- ☐ South Park
- ☐ Southem Village
- ☐ Southpoint Mall
- ☐ Triangle Town Center Mall
- ☐ Wake Forest Park-and-Ride (White St at Elm Ave)
- ☐ Waverly Place
- ☐ Wellington Park Plaza
- ☐ Wendell Park-and-Ride
- ☐ White Oaks Shopping Center
- ☐ Zebulon Park-and-Ride (Compare Foods)
- ☐ Other

TO_12_DESTIN_DROPOFF

[]What is the Nearest intersection or Place where you will pick up your vehicle (or bike) or where you will be picked up after getting off the LAST bus on this trip? *

Only answer this question if the following conditions are met:
Answer was 'Yes' at question 31 [DESTIN_PARK_YN_PNR] (Will you get picked up (or get your vehicle/BIKE) at a park-n-ride location?)
Please write your answer(s) here:

Street Address	<input type="text"/>
City	<input type="text"/>
State	<input type="text"/>
Zip Code	<input type="text"/>
Latitude	<input type="text"/>
Longitude	<input type="text"/>

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

FROM_13_STOP_ON

Where did you GET ON THIS bus ({ROUTE_SURVEYED.shown}) for this one-way trip?

*

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]({INSERTANS:254972X1564X6135}) ({INSERTANS:254972X1654X6138})

Please write your answer(s) here

Street Address

Stop ID

Latitude

User Stop

Longitude

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en>

37/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

TO_13_STOP_OFF

[]Where will you GET OFF THIS bus in this one-way trip? *

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]({INSERTANS:254972X1564X6135}) ({INSERTANS:254972X1654X6138})

Please write your answer(s) here

Street Address

Latitude

Stop ID

User Stop

Longitude

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en>

38/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

THIS_TRIP_PREV_TRANSFERS

[]How many bus transfers did you make BEFORE you boarded this bus since leaving the place you are COMING FROM? *

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]' ((INSERTANS.254972X1564X6135) (INSERTANS.254972X1654X6136))

Please choose **only one** of the following:

☐ (0) None

☐ (1) One

☐ (2) Two

☐ (3) Three

☐ (4+) Four or more

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972lang/en>

39/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

THIS_TRIP_02_TRIP_1ST_RTE

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972lang/en>

40/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

[]Which bus route did you board **FIRST** on this one-way trip? *

Only answer this question if the following conditions are met:
Answer was {4+} Four or more' or {3} Three' or {2} Two' or {1} One' at question '36 [PREV_TRANSFERS] (How many bus transfers did you make BEFORE you boarded this bus since leaving the place you are COMING FROM?)

Please choose **only one** of the following:

☐ Route 1 Capital

☐ Route 2 Falls of Neuse

☐ Route 3 Glascock

☐ Route 4 Rex Hospital

☐ Route 5 Billmore Hills

☐ Route 6 Crabtree

☐ Route 7 South Saunders

☐ Route 8 Six Forks

☐ Route 10 Longview

☐ Route 11 Avent Ferry

☐ Route 12 Method

☐ Route 13 Chavis Heights

☐ Route 15 WakeMed

☐ Route 16 Oberlin

☐ Route 18 Worthdale

☐ Route 19 Apollo Heights

☐ Route 21 Caraleigh

☐ Route 22 State Street

☐ Route 50 R-Line

☐ Route 54L Spring Forest Road Crosstown

☐ Route 55 Poole Road Express

☐ Route 60 Wake Forest Express [WRX]

☐ Route 62 Wake Forest Loop [60]

☐ Route 63 Knightdale Express [KRX]

☐ Route 64 Zebulon/ Wendell Express [ZWX]

☐ Route 70 Carolina Pines [7L]

☐ Route 76 Johnston County Express [JCX]

☐ Route 77 Clayton Express [CLX]

☐ Route 78 Fuquay Varina Express [FRX]

☐ Route 102 Garner [102]

☐ Route 110 Buck Jones [11L]

☐ Route 150 Trawick Link [15L]

☐ Route 230 Millbrook Crosstown [23L]

☐ Route 240 North Crosstown [24L]

☐ Route 250 Triangle Town Center [25L]

☐ Route 400 Wake Tech Express [40X]

☐ Route 700 Brier Creek Express [70X]

☐ Go Tri Route 42

☐ Go Tri Route 46

☐ Go Tri Route 47

☐ Go Tri Route 49

☐ Go Tri Route 100

☐ Go Tri Route 105

☐ Go Tri Route 201

☐ Go Tri Route 300

☐ Go Tri Route 301

☐ Go Tri Route 303

☐ Go Tri Route 305

☐ Go Tri Route 311

☐ Go Tri Route 400

☐ Go Tri Route 405

☐ Go Tri Route 700

☐ Go Tri Route 800

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41/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

☐ Go Tri Route 805

☐ Go Tri Route 900 [CRX]

☐ Go Tri Route 901 [DRX]

☐ C-Tran Route 1

☐ C-Tran Route 2

☐ C-Tran Route 3

☐ C-Tran Route 4

☐ C-Tran Route 5

☐ C-Tran Route 6

☐ WolfLine Route 1

☐ WolfLine Route 2/21

☐ WolfLine Route 3

☐ WolfLine Route 5

☐ WolfLine Route 6

☐ WolfLine Route 7

☐ WolfLine Route 8

☐ WolfLine Route 9

☐ WolfLine Route 10

☐ WolfLine Route 11

☐ Other

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en

42/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

THIS_TRIP_03_TRIP_2ND RTE

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

43/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

[]Which bus route did you board **SECOND** on this one-way trip? *

Only answer this question if the following conditions are met:
Answer was '4' or 'Four or more' or '3' 'Three' or '2' 'Two' at question '36 [PREV_TRANSFERS]' (How many bus transfers did you make BEFORE you boarded this bus since leaving the place you are COMING FROM?)

Please choose **only one** of the following:

☐ Route 1 Capital

☐ Route 2 Falls of Neuse

☐ Route 3 Glascock

☐ Route 4 Rex Hospital

☐ Route 5 Billmore Hills

☐ Route 6 Crabtree

☐ Route 7 South Saunders

☐ Route 8 Six Forks

☐ Route 10 Longview

☐ Route 11 Avent Ferry

☐ Route 12 Method

☐ Route 13 Chavis Heights

☐ Route 15 WakeMed

☐ Route 16 Oberlin

☐ Route 18 Worthdale

☐ Route 19 Apollo Heights

☐ Route 21 Caraleigh

☐ Route 22 State Street

☐ Route 50 R-Line

☐ Route 54L Spring Forest Road Crosstown

☐ Route 55 Poole Road Express

☐ Route 60 Wake Forest Express [WRX]

☐ Route 62 Wake Forest Loop [60]

☐ Route 63 Knightdale Express [KRX]

☐ Route 64 Zebulon/ Wendell Express [ZWX]

☐ Route 70 Carolina Pines [7L]

☐ Route 76 Johnston County Express [JCX]

☐ Route 77 Clayton Express [CLX]

☐ Route 78 Fuquay Varina Express [FRX]

☐ Route 102 Garner [102]

☐ Route 110 Buck Jones [11L]

☐ Route 150 Trawick Link [15L]

☐ Route 230 Millbrook Crosstown [23L]

☐ Route 240 North Crosstown [24L]

☐ Route 250 Triangle Town Center [25L]

☐ Route 400 Wake Tech Express [40X]

☐ Route 700 Brier Creek Express [70X]

☐ Go Tri Route 42

☐ Go Tri Route 46

☐ Go Tri Route 47

☐ Go Tri Route 49

☐ Go Tri Route 100

☐ Go Tri Route 105

☐ Go Tri Route 201

☐ Go Tri Route 300

☐ Go Tri Route 301

☐ Go Tri Route 303

☐ Go Tri Route 305

☐ Go Tri Route 311

☐ Go Tri Route 400

☐ Go Tri Route 405

☐ Go Tri Route 700

☐ Go Tri Route 800

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44/90

Wake County Transit Systems Customer Survey – Summary Report - June 2016

A-34

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

☐ Go Tri Route 805

☐ Go Tri Route 900 [CRX]

☐ Go Tri Route 901 [DRX]

☐ C-Tran Route 1

☐ C-Tran Route 2

☐ C-Tran Route 3

☐ C-Tran Route 4

☐ C-Tran Route 5

☐ C-Tran Route 6

☐ WolfLine Route 1

☐ WolfLine Route 2/21

☐ WolfLine Route 3

☐ WolfLine Route 5

☐ WolfLine Route 6

☐ WolfLine Route 7

☐ WolfLine Route 8

☐ WolfLine Route 9

☐ WolfLine Route 10

☐ WolfLine Route 11

☐ Other

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en>

45/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

THIS_TRIP_04_TRIP_3RD_RTE

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en>

46/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

[]Which bus route did you board **THIRD** on this one-way trip? *

Only answer this question if the following conditions are met:
Answer was '4+' Four or more' or '(3)' Three' at question '36 [PREV_TRANSFERS]' (How many bus transfers did you make BEFORE you boarded this bus since leaving the place you are COMING FROM?)

Please choose **only one** of the following:

☐ Route 1 Capital

☐ Route 2 Falls of Neuse

☐ Route 3 Glascock

☐ Route 4 Rex Hospital

☐ Route 5 Billmore Hills

☐ Route 6 Crabtree

☐ Route 7 South Saunders

☐ Route 8 Six Forks

☐ Route 10 Longview

☐ Route 11 Avent Ferry

☐ Route 12 Method

☐ Route 13 Chavis Heights

☐ Route 15 WakeMed

☐ Route 16 Oberlin

☐ Route 18 Worthdale

☐ Route 19 Apollo Heights

☐ Route 21 Caraleigh

☐ Route 22 State Street

☐ Route 50 R-Line

☐ Route 54L Spring Forest Road Crosstown

☐ Route 55 Poole Road Express

☐ Route 60 Wake Forest Express [WRX]

☐ Route 62 Wake Forest Loop [60]

☐ Route 63 Knightdale Express [KRX]

☐ Route 64 Zebulon/ Wendell Express [ZWX]

☐ Route 70 Carolina Pines [7L]

☐ Route 76 Johnston County Express [JCX]

☐ Route 77 Clayton Express [CLX]

☐ Route 78 Fuquay Varina Express [FRX]

☐ Route 102 Garner [102]

☐ Route 110 Buck Jones [11L]

☐ Route 150 Trawick Link [15L]

☐ Route 230 Millbrook Crosstown [23L]

☐ Route 240 North Crosstown [24L]

☐ Route 250 Triangle Town Center [25L]

☐ Route 400 Wake Tech Express [40X]

☐ Route 700 Brier Creek Express [70X]

☐ Go Tri Route 42

☐ Go Tri Route 46

☐ Go Tri Route 47

☐ Go Tri Route 49

☐ Go Tri Route 100

☐ Go Tri Route 105

☐ Go Tri Route 201

☐ Go Tri Route 300

☐ Go Tri Route 301

☐ Go Tri Route 303

☐ Go Tri Route 305

☐ Go Tri Route 311

☐ Go Tri Route 400

☐ Go Tri Route 405

☐ Go Tri Route 700

☐ Go Tri Route 800

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en

47/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

☐ Go Tri Route 805

☐ Go Tri Route 900 [CRX]

☐ Go Tri Route 901 [DRX]

☐ C-Tran Route 1

☐ C-Tran Route 2

☐ C-Tran Route 3

☐ C-Tran Route 4

☐ C-Tran Route 5

☐ C-Tran Route 6

☐ WolfLine Route 1

☐ WolfLine Route 2/21

☐ WolfLine Route 3

☐ WolfLine Route 5

☐ WolfLine Route 6

☐ WolfLine Route 7

☐ WolfLine Route 8

☐ WolfLine Route 9

☐ WolfLine Route 10

☐ WolfLine Route 11

☐ Other

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en

48/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

THIS_TRIP_05_TRIP_4TH_RTE

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

49/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

[]Which bus route did you board **FOURTH** on this one-way trip? *

Only answer this question if the following conditions are met:
Answer was '4+' 'Four or more' at question '36 [PREV_TRANSFERS]' (How many bus transfers did you make BEFORE you boarded this bus since leaving the place you are COMING FROM?)

Please choose **only one** of the following:

☐ Route 1 Capital

☐ Route 2 Falls of Neuse

☐ Route 3 Glascock

☐ Route 4 Rex Hospital

☐ Route 5 Billmore Hills

☐ Route 6 Crabtree

☐ Route 7 South Saunders

☐ Route 8 Six Forks

☐ Route 10 Longview

☐ Route 11 Avent Ferry

☐ Route 12 Method

☐ Route 13 Chavis Heights

☐ Route 15 WakeMed

☐ Route 16 Oberlin

☐ Route 18 Worthdale

☐ Route 19 Apollo Heights

☐ Route 21 Caraleigh

☐ Route 22 State Street

☐ Route 50 R-Line

☐ Route 54L Spring Forest Road Crosstown

☐ Route 55 Poole Road Express

☐ Route 60 Wake Forest Express [WRX]

☐ Route 62 Wake Forest Loop [60]

☐ Route 63 Knightdale Express [KRX]

☐ Route 64 Zebulon/ Wendell Express [ZWX]

☐ Route 70 Carolina Pines [7L]

☐ Route 76 Johnston County Express [JCX]

☐ Route 77 Clayton Express [CLX]

☐ Route 78 Fuquay Varina Express [FRX]

☐ Route 102 Garner [102]

☐ Route 110 Buck Jones [11L]

☐ Route 150 Trawick Link [15L]

☐ Route 230 Millbrook Crosstown [23L]

☐ Route 240 North Crosstown [24L]

☐ Route 250 Triangle Town Center [25L]

☐ Route 400 Wake Tech Express [40X]

☐ Route 700 Brier Creek Express [70X]

☐ Go Tri Route 42

☐ Go Tri Route 46

☐ Go Tri Route 47

☐ Go Tri Route 49

☐ Go Tri Route 100

☐ Go Tri Route 105

☐ Go Tri Route 201

☐ Go Tri Route 300

☐ Go Tri Route 301

☐ Go Tri Route 303

☐ Go Tri Route 305

☐ Go Tri Route 311

☐ Go Tri Route 400

☐ Go Tri Route 405

☐ Go Tri Route 700

☐ Go Tri Route 800

☐ Go Tri Route 805

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50/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

☐ Go Tri Route 900 [CRX]

☐ Go Tri Route 901 [DRX]

☐ C-Tran Route 1

☐ C-Tran Route 2

☐ C-Tran Route 3

☐ C-Tran Route 4

☐ C-Tran Route 5

☐ C-Tran Route 6

☐ WolfLine Route 1

☐ WolfLine Route 2/21

☐ WolfLine Route 3

☐ WolfLine Route 5

☐ WolfLine Route 6

☐ WolfLine Route 7

☐ WolfLine Route 8

☐ WolfLine Route 9

☐ WolfLine Route 10

☐ WolfLine Route 11

☐ Other

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

51/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

THIS_TRIP_07_NXT_TRNSFRS

[]How many buses will you ride **AFTER** you get off this bus on your way to the place you are **GOING TO?** *

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]' ((INSERTANS.254972X1564X8135) (INSERTANS.254972X1654X8136))

Please choose **only one** of the following:

☐ (0) None

☐ (1) One

☐ (2) Two

☐ (3) Three

☐ (4+) Four or more

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

52/90

Wake County Transit Systems Customer Survey – Summary Report - June 2016

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2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

THIS_TRIP_08_TRIP_NXT RTE

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/ang/en>

53/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

[]Which bus route will you board **NEXT** on this one-way trip? *

Only answer this question if the following conditions are met:
Answer was '4+' Four or more' or '(3) Three' or '(2) Two' or '(1) One' at question '41 [NEXT_TRANSFERS]' (How many buses will you ride AFTER you get off this bus on your way to the place you are GOING TO?)

Please choose **only one** of the following:

☐ Route 1 Capital

☐ Route 2 Falls of Neuse

☐ Route 3 Glascok

☐ Route 4 Rex Hospital

☐ Route 5 Billmore Hills

☐ Route 6 Crabtree

☐ Route 7 South Saunders

☐ Route 8 Six Forks

☐ Route 10 Longview

☐ Route 11 Avent Ferry

☐ Route 12 Method

☐ Route 13 Chavis Heights

☐ Route 15 WakeMed

☐ Route 16 Oberlin

☐ Route 18 Worthdale

☐ Route 19 Apollo Heights

☐ Route 21 Caraleigh

☐ Route 22 State Street

☐ Route 50 R-Line

☐ Route 54L Spring Forest Road Crosstown

☐ Route 55 Poole Road Express

☐ Route 60 Wake Forest Express [WRX]

☐ Route 62 Wake Forest Loop [60]

☐ Route 63 Knightdale Express [KRX]

☐ Route 64 Zebulon/ Wendell Express [ZWXX]

☐ Route 70 Carolina Pines [7L]

☐ Route 76 Johnston County Express [JCX]

☐ Route 77 Clayton Express [CLX]

☐ Route 78 Fuquay Varina Express [FRX]

☐ Route 102 Garner [102]

☐ Route 110 Buck Jones [11L]

☐ Route 150 Trawick Link [15L]

☐ Route 230 Millbrook Crosstown [23L]

☐ Route 240 North Crosstown [24L]

☐ Route 250 Triangle Town Center [25L]

☐ Route 400 Wake Tech Express [40X]

☐ Route 700 Brier Creek Express [70X]

☐ Go Tri Route 42

☐ Go Tri Route 46

☐ Go Tri Route 47

☐ Go Tri Route 49

☐ Go Tri Route 100

☐ Go Tri Route 105

☐ Go Tri Route 201

☐ Go Tri Route 300

☐ Go Tri Route 301

☐ Go Tri Route 303

☐ Go Tri Route 305

☐ Go Tri Route 311

☐ Go Tri Route 400

☐ Go Tri Route 405

☐ Go Tri Route 700

☐ Go Tri Route 800

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/ang/en>

54/90

Wake County Transit Systems Customer Survey – Summary Report - June 2016

A-39

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

☐ Go Tri Route 805

☐ Go Tri Route 900 [CRX]

☐ Go Tri Route 901 [DRX]

☐ C-Tran Route 1

☐ C-Tran Route 2

☐ C-Tran Route 3

☐ C-Tran Route 4

☐ C-Tran Route 5

☐ C-Tran Route 6

☐ WolfLine Route 1

☐ WolfLine Route 2/21

☐ WolfLine Route 3

☐ WolfLine Route 5

☐ WolfLine Route 6

☐ WolfLine Route 7

☐ WolfLine Route 8

☐ WolfLine Route 9

☐ WolfLine Route 10

☐ WolfLine Route 11

☐ Other

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/2549721ang/en>

55/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

THIS_TRIP_09_TRIP_AFTER_RTE

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/2549721ang/en>

56/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

[]Which bus route line will you board **AFTER THAT** on this one-way trip? *

Only answer this question if the following conditions are met:
Answer was '4+' 'Four or more' or '3' 'Three' or '2' 'Two' at question '4.1 [NEXT_TRANSFERS]' (How many buses will you ride AFTER you get off this bus on your way to the place you are GOING TO?)

Please choose **only one** of the following:

☐ Route 1 Capital

☐ Route 2 Falls of Neuse

☐ Route 3 Glascock

☐ Route 4 Rex Hospital

☐ Route 5 Billmore Hills

☐ Route 6 Crabtree

☐ Route 7 South Saunders

☐ Route 8 Six Forks

☐ Route 10 Longview

☐ Route 11 Avent Ferry

☐ Route 12 Method

☐ Route 13 Chavis Heights

☐ Route 15 WakeMed

☐ Route 16 Oberlin

☐ Route 18 Worthdale

☐ Route 19 Apollo Heights

☐ Route 21 Caraleigh

☐ Route 22 State Street

☐ Route 50 R-Line

☐ Route 54L Spring Forest Road Crosstown

☐ Route 55 Poole Road Express

☐ Route 60 Wake Forest Express [WRX]

☐ Route 62 Wake Forest Loop [60]

☐ Route 63 Knightdale Express [KRX]

☐ Route 64 Zebulon/ Wendell Express [ZWX]

☐ Route 70 Carolina Pines [7L]

☐ Route 76 Johnston County Express [JCX]

☐ Route 77 Clayton Express [CLX]

☐ Route 78 Fuquay Varina Express [FRX]

☐ Route 102 Garner [102]

☐ Route 110 Buck Jones [11L]

☐ Route 150 Trawick Link [15L]

☐ Route 230 Millbrook Crosstown [23L]

☐ Route 240 North Crosstown [24L]

☐ Route 250 Triangle Town Center [25L]

☐ Route 400 Wake Tech Express [40X]

☐ Route 700 Brier Creek Express [70X]

☐ Go Tri Route 42

☐ Go Tri Route 46

☐ Go Tri Route 47

☐ Go Tri Route 49

☐ Go Tri Route 100

☐ Go Tri Route 105

☐ Go Tri Route 201

☐ Go Tri Route 300

☐ Go Tri Route 301

☐ Go Tri Route 303

☐ Go Tri Route 305

☐ Go Tri Route 311

☐ Go Tri Route 400

☐ Go Tri Route 405

☐ Go Tri Route 700

☐ Go Tri Route 800

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

57/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

☐ Go Tri Route 805

☐ Go Tri Route 900 [CRX]

☐ Go Tri Route 901 [DRX]

☐ C-Tran Route 1

☐ C-Tran Route 2

☐ C-Tran Route 3

☐ C-Tran Route 4

☐ C-Tran Route 5

☐ C-Tran Route 6

☐ WolfLine Route 1

☐ WolfLine Route 2/21

☐ WolfLine Route 3

☐ WolfLine Route 5

☐ WolfLine Route 6

☐ WolfLine Route 7

☐ WolfLine Route 8

☐ WolfLine Route 9

☐ WolfLine Route 10

☐ WolfLine Route 11

☐ Other

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

58/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

THIS_TRIP_10_TRIP_3RD_ROUTE

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

59/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

[]Which bus route will you board **THIRD** on this one-way trip? *

Only answer this question if the following conditions are met:
Answer was '4+' Four or more' or '(3) Three' at question '4.1 [NEXT_TRANSFERS]' (How many buses will you ride AFTER you get off this bus on your way to the place you are GOING TO?)

Please choose **only one** of the following:

☐ Route 1 Capital

☐ Route 2 Falls of Neuse

☐ Route 3 Glascock

☐ Route 4 Rex Hospital

☐ Route 5 Billmore Hills

☐ Route 6 Crabtree

☐ Route 7 South Saunders

☐ Route 8 Six Forks

☐ Route 10 Longview

☐ Route 11 Avent Ferry

☐ Route 12 Method

☐ Route 13 Chavis Heights

☐ Route 15 WakeMed

☐ Route 16 Oberlin

☐ Route 18 Worthdale

☐ Route 19 Apollo Heights

☐ Route 21 Caraleigh

☐ Route 22 Slate Street

☐ Route 50 R-Line

☐ Route 54L Spring Forest Road Crosstown

☐ Route 55 Poole Road Express

☐ Route 60 Wake Forest Express [WRX]

☐ Route 62 Wake Forest Loop [60]

☐ Route 63 Knightdale Express [KRX]

☐ Route 64 Zebulon/ Wendell Express [ZWX]

☐ Route 70 Carolina Pines [7L]

☐ Route 76 Johnston County Express [JCX]

☐ Route 77 Clayton Express [CLX]

☐ Route 78 Fuquay Varina Express [FRX]

☐ Route 102 Garner [102]

☐ Route 110 Buck Jones [11L]

☐ Route 150 Trawick Link [15L]

☐ Route 230 Millbrook Crosstown [23L]

☐ Route 240 North Crosstown [24L]

☐ Route 250 Triangle Town Center [25L]

☐ Route 400 Wake Tech Express [40X]

☐ Route 700 Brier Creek Express [70X]

☐ Go Tri Route 42

☐ Go Tri Route 46

☐ Go Tri Route 47

☐ Go Tri Route 49

☐ Go Tri Route 100

☐ Go Tri Route 105

☐ Go Tri Route 201

☐ Go Tri Route 300

☐ Go Tri Route 301

☐ Go Tri Route 303

☐ Go Tri Route 305

☐ Go Tri Route 311

☐ Go Tri Route 400

☐ Go Tri Route 405

☐ Go Tri Route 700

☐ Go Tri Route 800

☐ Go Tri Route 805

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

60/90

Wake County Transit Systems Customer Survey – Summary Report - June 2016

A-42

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

☐ Go Tri Route 900 [CRX]

☐ Go Tri Route 901 [DRX]

☐ C-Tran Route 1

☐ C-Tran Route 2

☐ C-Tran Route 3

☐ C-Tran Route 4

☐ C-Tran Route 5

☐ C-Tran Route 6

☐ WolfLine Route 1

☐ WolfLine Route 2/21

☐ WolfLine Route 3

☐ WolfLine Route 5

☐ WolfLine Route 6

☐ WolfLine Route 7

☐ WolfLine Route 8

☐ WolfLine Route 9

☐ WolfLine Route 10

☐ WolfLine Route 11

☐ Other

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

61/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

THIS_TRIP_12_TRIP_4TH_RTE

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

62/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

[]Which bus route will you board **LAST** on this one-way trip? *

Only answer this question if the following conditions are met:
Answer was '4+' at question '41 [NEXT_TRANSFERS]' (How many buses will you ride AFTER you get off this bus on your way to the place you are GOING TO?)

Please choose **only one** of the following:

☐ Route 1 Capital

☐ Route 2 Falls of Neuse

☐ Route 3 Glascock

☐ Route 4 Rex Hospital

☐ Route 5 Billmore Hills

☐ Route 6 Crabtree

☐ Route 7 South Saunders

☐ Route 8 Six Forks

☐ Route 10 Longview

☐ Route 11 Avent Ferry

☐ Route 12 Method

☐ Route 13 Chavis Heights

☐ Route 15 WakeMed

☐ Route 16 Oberlin

☐ Route 18 Worthdale

☐ Route 19 Apollo Heights

☐ Route 21 Caraleigh

☐ Route 22 State Street

☐ Route 50 R-Line

☐ Route 54L Spring Forest Road Crosstown

☐ Route 55 Poole Road Express

☐ Route 60 Wake Forest Express [WRX]

☐ Route 62 Wake Forest Loop [60]

☐ Route 63 Knightdale Express [KRX]

☐ Route 64 Zebulon/ Wendell Express [ZWX]

☐ Route 70 Carolina Pines [7L]

☐ Route 76 Johnston County Express [JCX]

☐ Route 77 Clayton Express [CLX]

☐ Route 78 Fuquay Varina Express [FRX]

☐ Route 102 Garner [102]

☐ Route 110 Buck Jones [11L]

☐ Route 150 Trawick Link [15L]

☐ Route 230 Millbrook Crosstown [23L]

☐ Route 240 North Crosstown [24L]

☐ Route 250 Triangle Town Center [25L]

☐ Route 400 Wake Tech Express [40X]

☐ Route 700 Brier Creek Express [70X]

☐ Go Tri Route 42

☐ Go Tri Route 46

☐ Go Tri Route 47

☐ Go Tri Route 49

☐ Go Tri Route 100

☐ Go Tri Route 105

☐ Go Tri Route 201

☐ Go Tri Route 300

☐ Go Tri Route 301

☐ Go Tri Route 303

☐ Go Tri Route 305

☐ Go Tri Route 311

☐ Go Tri Route 400

☐ Go Tri Route 405

☐ Go Tri Route 700

☐ Go Tri Route 800

☐ Go Tri Route 805

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en

63/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

☐ Go Tri Route 900 [CRX]

☐ Go Tri Route 901 [DRX]

☐ C-Tran Route 1

☐ C-Tran Route 2

☐ C-Tran Route 3

☐ C-Tran Route 4

☐ C-Tran Route 5

☐ C-Tran Route 6

☐ WolfLine Route 1

☐ WolfLine Route 2/21

☐ WolfLine Route 3

☐ WolfLine Route 5

☐ WolfLine Route 6

☐ WolfLine Route 7

☐ WolfLine Route 8

☐ WolfLine Route 9

☐ WolfLine Route 10

☐ WolfLine Route 11

☐ Other

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en

64/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

REVIEW_SCREEN_01

[]

You LIVE OR are currently staying at {HOME_OR_HOTEL_ADDR_ADDR.shown}. {HOME_OR_HOTEL_ADDR_CITY.shown}. {HOME_OR_HOTEL_ADDR_STATE.shown}

You began this trip at [{ORIGIN_PLACE_TYPE.shown} {ORIGIN_PLACE_TYPE_other.shown}] called [{ORIGIN_NAME.shown}], located at: {ORIGIN_ADDRESS_PLACE.shown}. {ORIGIN_ADDRESS_ADDR.shown}. {ORIGIN_ADDRESS_CITY.shown}. {ORIGIN_ADDRESS_STATE.shown}.

You {ORIGIN_TRANSPORT.shown} {ORIGIN_TRANSPORT_other.shown} from there to **THE VERY FIRST** bus YOU USED FOR **THIS ONE-WAY TRIP**

Before getting **ON THIS** bus you used these routes:

[{TRIP_FIRST_ROUTE.shown} {TRIP_FIRST_ROUTE_other.shown}]

and then

[{TRIP_SECOND_ROUTE.shown} {TRIP_SECOND_ROUTE_other.shown}].

and then

[{TRIP_THIRD_ROUTE.shown} {TRIP_THIRD_ROUTE_other.shown}]

and then

[{TRIP_FOURTH_ROUTE.shown} {TRIP_FOURTH_ROUTE_other.shown}].

You boarded this bus WHICH IS THE [{ROUTE_SURVEYED.shown} {ROUTE_SURVEYED_other.shown}] at [{STOP_ON_ADDR.shown}] and will get off at [{STOP_OFF_ADDR.shown}].

After THIS bus {ROUTE_SURVEYED.shown} {ROUTE_SURVEYED_other.shown} you will transfer to

[{TRIP_NEXT_ROUTE.shown} {TRIP_NEXT_ROUTE_other.shown}].

and then to

[{TRIP_AFTER_ROUTE.shown} {TRIP_AFTER_ROUTE_other.shown}]

and then to

[{TRIP_3RD_ROUTE.shown} {TRIP_3RD_ROUTE_other.shown}].

and then to

[{TRIP_LAST4TH_RTE.shown} {TRIP_LAST4TH_RTE_other.shown}].

After that, you will [{DESTIN_TRANSPORT.shown} {DESTIN_TRANSPORT_other.shown}] from **THE VERY LAST** bus YOU ARE USING FOR **THIS TRIP** to get to your destination which is [{DESTIN_PLACE_TYPE.shown} {DESTIN_PLACE_TYPE_other.shown}] called [{DESTIN_NAME.shown}], located at: [{DESTIN_ADDRESS_PLACE.shown}. {DESTIN_ADDRESS_CITY.shown}. {DESTIN_ADDRESS_STATE.shown}].

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question '12' [CONTINUE_SURVEY] ({INSERTANS:254972X1564X8135} {INSERTANS:254972X1654X8136})

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/ang/en>

65/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

OTHER_01_TIME_ON

[]What time did you BOARD this bus? *

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question '12' [CONTINUE_SURVEY] ({INSERTANS:254972X1564X8135} {INSERTANS:254972X1654X8136})

Please choose **only one** of the following:

☐ Before 6:00 am

☐ 6:00 - 7:00 am

☐ 7:00 - 8:00 am

☐ 8:00 - 9:30 am

☐ 9:30 - 10:30 am

☐ 10:30 - 11:30 am

☐ 11:30 am - 12:30 pm

☐ 12:30 - 1:30 pm

☐ 1:30 - 2:30 pm

☐ 2:30 - 3:30 pm

☐ 3:30 - 4:30 pm

☐ 4:30 - 5:30 pm

☐ 5:30 - 6:30 pm

☐ 6:30 - 7:30 pm

☐ 7:30 - 9:00 pm

☐ After 9:00 pm

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/ang/en>

66/90

OTHER_02_TRIP_IN_OPP_DIR

[] Will you (or did you) make this same trip using the same transit routes in exactly the opposite direction today? *

Only answer this question if the following conditions are met:

Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]' ({INSERTANS.254972X1564X8135} {INSERTANS.254972X1654X8136})

Please choose **only one** of the following:

- ☐ Yes
- ☐ No

Current trip from {ORIGIN_PLACE_TYPE shown}{ORIGIN_PLACE_TYPE_other shown} (origin) to {DESTIN_PLACE_TYPE shown}{DESTIN_PLACE_TYPE_other shown} (destination)

OTHER_03_OPP_DIR_TIME

[]At what time did/will you leave for this trip in the opposite direction? *

Only answer this question if the following conditions are met:
Answered MCQ at question 14.5. To: In: Concepts: Dis3.24/11

Answer was "Yes" at question '48 [Trip_in_Opposite_Dir] (Will you (or did you) make this same trip using the same transit routes in exactly the opposite direction today?)

Please choose **only one** of the following:

- ☐ Before 6:00 am
- ☐ 6:00 - 7:00 am
- ☐ 7:00 - 8:00 am
- ☐ 8:00 - 9:30 am
- ☐ 9:30 - 10:30 am
- ☐ 10:30 - 11:30 am
- ☐ 11:30 am - 12:30 pm
- ☐ 12:30 - 1:30 pm
- ☐ 1:30 - 2:30 pm
- ☐ 2:30 - 3:30 pm
- ☐ 3:30 - 4:30 pm
- ☐ 4:30 - 5:30 pm
- ☐ 5:30 - 6:30 pm
- ☐ 6:30 - 7:30 pm
- ☐ 7:30 - 9:00 pm
- ☐ After 9:00 pm

Current trip from {ORIGIN_PLACE_TYPE.shown}{ORIGIN_PLACE_TYPE_other.shown} (origin) to {DESTIN_PLACE_TYPE.shown}{DESTIN_PLACE_TYPE_other.shown} (destination)

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

OTHER_06_FARE_DISCOUNTS

For this one-way trip did you: *

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]' ((INSERTANS.254972X1564X6135) (INSERTANS.254972X1654X6136))

Please choose **only one** of the following:

☐ Pay full fare (cash fare or regular pass purchased for yourself)

☐ Pay a Person with a Disability Fare

☐ Pay a Youth Fare (GoTriangle, GoRaleigh)

☐ Ride GoRaleigh or C-Tran for free as Youth 12 or under

☐ Pay a Senior Fare (GoTriangle, C-Tran)

☐ Ride GoRaleigh for free with Senior (65+)

☐ Use a transit pass provided by employer or university (e.g. GoPass)

☐ Ride Free Route (R-Line or Wake Forest Loop)

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/2549721ang/en

69/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

OTHER_05_PASS_TYPE

Did you use a transit pass or card?

*

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]' ((INSERTANS.254972X1564X6135) (INSERTANS.254972X1654X6136))

Please choose **all** that apply:

☐ Yes

☐ No

☐ Other:

What type of pass or card did you use for this one-way trip? *

Only answer this question if the following conditions are met:
Answer was 'Yes' at question '51 [USED_PASS]' (Did you use a transit pass or card?) and Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]' ((INSERTANS.254972X1564X6135) (INSERTANS.254972X1654X6136))

Please choose **only one** of the following:

☐ Local Day Pass (C-Tran / GoRaleigh)

☐ Local 7-Day / Weekly Pass (C-Tran / GoRaleigh)

☐ Local 31-Day Pass (C-Tran / GoRaleigh)

☐ Regional Day Pass (C-Tran, GoRaleigh, GoTriangle)

☐ Regional 7-Day Pass (C-Tran, GoRaleigh, GoTriangle)

☐ Regional 31-Day Pass (C-Tran, GoRaleigh, GoTriangle)

☐ Express Day Pass (GoTriangle)

☐ Express 7-Day Pass (GoTriangle)

☐ Express 31-Day Pass (GoTriangle)

☐ University Provided GoPass

☐ Other GoPass

☐ Stored Value Card (\$25 / \$20 – C-Tran / \$13.50)

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/2549721ang/en

70/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

OTHER_15_HOW_LONG_RIDING

[]

How long have you been riding {AGENCY.shown} ?

*

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]' ({INSERTANS.254972X1564X8135} {INSERTANS.254972X1654X8136})

Please choose **only one** of the following:

☐ More than 4 years

☐ 3 to 4 years

☐ 1 to 2 years

☐ Less than 1 year

☐ First time rider

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

71/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

OTHER_109_GENDER

[]What is your gender? *

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]' ({INSERTANS.254972X1564X8135} {INSERTANS.254972X1654X8136})

Please choose **only one** of the following:

☐ Male

☐ Female

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

72/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

OTHER_105_AGE

What is your AGE?
*

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]' ((INSERTANS.254972X1564X8135) (INSERTANS.254972X1654X8136))

Please choose **only one** of the following:

☐

Under 18

☐

18-24

☐

25-34

☐

35-44

☐

45-54

☐

55-64

☐

65+

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

73/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

OTHER_101_HAS_DRIVE_LICENSE

Do you have a valid driver's license? *

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]' ((INSERTANS.254972X1564X8135) (INSERTANS.254972X1654X8136))

Please choose **only one** of the following:

☐

Yes

☐

No

☐

Not driving age

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

74/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

OTHER_106_ETHNIC_BACKGROUND

How do you identify your race/ethnicity? (check all that apply)

*

Only answer this question if the following conditions are met:

Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]' ((INSERTANS.254972X1564X8135) (INSERTANS.254972X1654X8136))

Please choose **all** that apply:

☐ White

☐ Black/African American

☐ Native American

☐ Asian American

☐ Native Hawaiian / Pacific Islander

☐ Hispanic/Latino

☐ Other:

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

75/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

OTHER_17_STATUS_EMPLOYMENT

Are you: *

*

Only answer this question if the following conditions are met:

Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]' ((INSERTANS.254972X1564X8135) (INSERTANS.254972X1654X8136))

Please choose **only one** of the following:

☐ Employed full-time

☐ Employed part-time

☐ Student (K-12)

☐ Student (University/College)

☐ Unemployed

☐ Retired

☐ Homemaker

☐ Not working age

(select the one response that BEST describes you)

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

76/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

OTHER_13_COUNT_MEMBER_HH

[]Including YOU, how many people live in your household? *

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]' ({ (INSERTANS.254972X1564X8135) (INSERTANS.254972X1654X8136) })

Please choose **only one** of the following:

☐ One (1)

☐ Two (2)

☐ Three (3)

☐ Four (4)

☐ Five (5)

☐ Six (6)

☐ Seven (7)

☐ Eight (8)

☐ Nine (9)

☐ Ten or More (10+)

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

77/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

OTHER_14_COUNT_EMPLOYED_HH

[]Including YOU, how many people (over age 15) in your household are employed full/part-time? *

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]' ({ (INSERTANS.254972X1564X8135) (INSERTANS.254972X1654X8136) })

Please choose **only one** of the following:

☐ None (0)

☐ One (1)

☐ Two (2)

☐ Three (3)

☐ Four (4)

☐ Five (5)

☐ Six (6)

☐ Seven (7)

☐ Eight (8)

☐ Nine (9)

☐ Ten or More (10+)

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

78/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

OTHER_11_COUNT_VH_HH

[]How many working vehicles are available to your household? *

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]' ((INSERTANS.254972X1564X8135) (INSERTANS.254972X1654X8136))

Please choose **only one** of the following:

☐ None (0)

☐ One (1)

☐ Two (2)

☐ Three (3)

☐ Four (4)

☐ Five (5)

☐ Six (6)

☐ Seven (7)

☐ Eight (8)

☐ Nine (9)

☐ Ten or more (10+)

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

79/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

OTHER_12_CAN_USE_VEH_TRIP

[]Could you have used one of these vehicles to for this trip? *

Only answer this question if the following conditions are met:
Answer was 'Two (2)' or 'One (1)' or 'Ten or more (10+)' or 'Nine (9)' or 'Eight (8)' or 'Seven (7)' or 'Six (6)' or 'Five (5)' or 'Four (4)' or 'Three (3)' at question '11 [COUNT_VH_HH]' (How many working vehicles are available to your household?) and Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]' ((INSERTANS.254972X1564X8135) (INSERTANS.254972X1654X8136))

Please choose **only one** of the following:

☐ Yes

☐ No

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

80/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

OTHER_107_INCOME

[]Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2014 before taxes? *

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question 12 [CONTINUE_SURVEY] ({ (INSERTANS.254972X1564X8135) (INSERTANS.254972X1654X8136) })

Please choose **only one** of the following:

☐ Less than \$15,000

☐ \$15,000 - \$19,999

☐ \$20,000 - \$24,999

☐ \$25,000 - \$29,999

☐ \$30,000 - \$34,999

☐ \$35,000 - \$39,999

☐ \$40,000 - \$44,999

☐ \$45,000 - \$49,999

☐ \$50,000 - \$74,999

☐ \$75,000 - \$99,000

☐ \$100,000 - \$149,999

☐ \$150,000 or above

☐ -

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en

81/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

FEEDBACK_01_SATISF_AGENCY

[]Please rate your satisfaction with {AGENCY.shown} in each of the following areas:

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question 12 [CONTINUE_SURVEY] ({ (INSERTANS.254972X1564X8135) (INSERTANS.254972X1654X8136) })

Please choose the appropriate response for each item:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Reliability of service (buses are on time)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frequency of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of bus connections/transfers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekend service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hours of service (evenings, early morning)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus stop safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus stop amenities (lighting, shelters, benches)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onboard safety/security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfort of buses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus fleet/equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courtesy of Drivers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety of Drivers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fare/cost to ride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience of purchasing a bus pass	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy-to-understand route information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en

82/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

HOW_FOUND_OUT

[[How did you find out about the change?

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question 12 [CONTINUE_SURVEY] ({ (INSERTANS:254972X1564X6135) (INSERTANS:254972X1654X6136) })

Please choose **only one** of the following:

☐ Riding the system/Saw new buses

☐ TV/radio/newspaper

☐ Online/social media

☐ Word of mouth

☐ Other

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en

85/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

DIFFERENCES

[[Have you noticed any differences in service since the switch from CAT/Capital Area Transit to GoRaleigh?

Only answer this question if the following conditions are met:
Answer was 'Continue Survey' at question 12 [CONTINUE_SURVEY] ({ (INSERTANS:254972X1564X6135) (INSERTANS:254972X1654X6136) })

Please choose **only one** of the following:

☐ Positive change

☐ Negative change

☐ No change

☐ Don't know/unsure

☐ Other

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en

86/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

REGISTER_TO_WIN

[]

People who submit an accurately completed survey will have the option of being entered in a random drawing for _____.

You must provide your home address at the beginning of the survey to be eligible.

Would you like me to enter you into the drawing?

Only answer this question if the following conditions are met:

Answer was 'Continue Survey' at question '12 [CONTINUE_SURVEY]' ((INSERTANS.254972X1594X8135) (INSERTANS.254972X1654X8136))

Please choose **only one** of the following:

☐ Yes

☐ No

☐ Not interested in contest but will provide contact info

One iPad Mini as main prize.

\$25 gift cards to Wal-Mart.

\$25 Stored Value cards for all GoTransit services.

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en

87/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

REGISTER_TO_WIN_RIDER_CONTACT

[]Please provide the following information:

Only answer this question if the following conditions are met:

Answer was 'Not interested in contest but will provide contact info' at question 39 [REGISTER_TO_WIN_Y_N] (People who submit an accurately completed survey will have the option of being entered in a random drawing for _____ You must provide your home address at the beginning of the survey to be eligible. Would you like me to enter you into the drawing?)

Please write your answer(s) here:

Your name

Phone number

Email address

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en

88/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

INTERVIEWER_NOTE

[1]

Please enter your answer here.

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en>

89/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

Thank you for your help!

Please fax your completed survey to: review_mode_off
Submit your survey.
Thank you for completing this survey.

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en>

90/90

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Appendix B-1 – Survey Schedule

The survey team administered the onboard surveys Monday through Thursday between October 5, 2015 and November 19, 2015. Individual route survey schedules avoided a portion of the blackout dates identified in Appendix A- Survey Methodology Memorandum. Some routes required survey administration over multiple days to collect the target number of responses. The full survey schedule is included as Table 1.

Table 1 – Survey Administration Schedule

Route	10/5/2015	10/6/2015	10/7/2015	10/8/2015	10/12/2015	10/13/2015	10/14/2015	10/15/2015	10/19/2015	10/20/2015	10/21/2015	10/22/2015	10/26/2015	10/27/2015	10/28/2015	10/29/2015	11/2/2015	11/3/2015	11/4/2015	11/5/2015	11/9/2015	11/10/2015	11/11/2015	11/12/2015	11/16/2015	11/17/2015	11/18/2015	11/19/2015
C-Tran: Route 1: CLOCKWISE																	X	X	X							X		
C-Tran: Route 2: COUNTERCLOCKWISE																	X	X	X									
C-Tran: Route 3: INBOUND toward Train Station																	X	X	X		X		X		X	X		
C-Tran: Route 3: OUTBOUND toward Harrison Square																	X	X	X		X		X		X	X		
C-Tran: Route 4: INBOUND toward Train Station																	X	X	X	X	X		X		X			
C-Tran: Route 4: OUTBOUND toward NC Hwy 55																	X	X	X	X	X		X		X	X		
C-Tran: Route 5: INBOUND toward Train Station																	X	X	X		X		X		X	X		
C-Tran: Route 5: OUTBOUND toward Crescent Commons Drive																	X	X	X		X		X					
C-Tran: Route 6: INBOUND toward Train Station																	X	X	X	X			X		X			
C-Tran: Route 6: OUTBOUND toward Plaza West																	X	X	X	X			X					
Go Tri: Route 100- INBOUND toward Downtown												X	X				X						X			X	X	
Go Tri: Route 100- OUTBOUND toward RTC												X	X				X	X		X		X	X			X	X	
Go Tri: Route 102- INBOUND toward Downtown												X																
Go Tri: Route 102- OUTBOUND toward Garner												X																
Go Tri: Route 105- INBOUND toward Downtown												X	X	X		X							X					
Go Tri: Route 105- OUTBOUND toward RTC												X	X	X		X							X		X			
Go Tri: Route 201- INBOUND toward North Raleigh																											X	
Go Tri: Route 201- OUTBOUND toward RTC																									X	X	X	
Go Tri: Route 300- EASTBOUND toward Downtown												X		X			X	X	X						X			
Go Tri: Route 300- WESTBOUND toward Cary											X	X					X	X	X						X			

Route	10/5/2015	10/6/2015	10/7/2015	10/8/2015	10/12/2015	10/13/2015	10/14/2015	10/15/2015	10/19/2015	10/20/2015	10/21/2015	10/22/2015	10/26/2015	10/27/2015	10/28/2015	10/29/2015	11/2/2015	11/3/2015	11/4/2015	11/5/2015	11/9/2015	11/10/2015	11/11/2015	11/12/2015	11/16/2015	11/17/2015	11/18/2015	11/19/2015
Go Tri: Route 301- INBOUND toward Downtown												X			X		X		X	X			X			X	X	
Go Tri: Route 301- OUTBOUND toward Cary												X			X		X						X		X			
Go Tri: Route 305- INBOUND toward Downtown												X													X		X	
Go Tri: Route 305- OUTBOUND toward Lake Pine												X											X		X		X	
Go Tri: Route 311- INBOUND toward RTC																	X			X					X	X	X	
Go Tri: Route 311- OUTBOUND toward APEX																	X			X					X			
Go Tri: Route 400- INBOUND toward Durham Station													X															
Go Tri: Route 400- OUTBOUND toward Chapel Hill													X															
Go Tri: Route 405- INBOUND toward Durham Station													X															
Go Tri: Route 405- OUTBOUND toward Chapel Hill													X															
Go Tri: Route 42- CIRCULAR													X												X		X	
Go Tri: Route 46- CIRCULAR																X												X
Go Tri: Route 47- CIRCULAR																X									X			X
Go Tri: Route 49- CIRCULAR																X											X	
Go Tri: Route 700- INBOUND toward RTC												X	X				X						X			X		
Go Tri: Route 700- OUTBOUND toward Durham Station													X														X	
Go Tri: Route 800- INBOUND toward RTC													X															
Go Tri: Route 800- OUTBOUND toward Chapel Hill													X															
Go Tri: Route 805- INBOUND toward RTC													X															
Go Tri: Route 805- OUTBOUND toward Chapel Hill													X														X	
Go Tri: Route 900 [CRX]- INBOUND toward Chapel Hill												X	X				X			X			X					
Go Tri: Route 900 [CRX]- OUTBOUND toward Downtown																	X			X			X					
Go Tri: Route 901 [DRX]- INBOUND toward Durham Station												X		X			X						X			X		
Go Tri: Route 901 [DRX]- OUTBOUND toward Downtown												X		X			X						X			X		
Route 1: Capital- INBOUND toward Downtown	X	X	X	X	X	X	X	X	X		X	X	X						X	X	X			X	X		X	
Route 1: Capital- OUTBOUND toward Triangle Town Center	X	X	X	X	X	X	X	X	X	X	X	X							X	X	X	X	X	X	X	X	X	

Route	10/5/2015	10/6/2015	10/7/2015	10/8/2015	10/12/2015	10/13/2015	10/14/2015	10/15/2015	10/19/2015	10/20/2015	10/21/2015	10/22/2015	10/26/2015	10/27/2015	10/28/2015	10/29/2015	11/2/2015	11/3/2015	11/4/2015	11/5/2015	11/9/2015	11/10/2015	11/11/2015	11/12/2015	11/16/2015	11/17/2015	11/18/2015	11/19/2015
Route 10: Longview- INBOUND toward Downtown					X		X		X	X										X	X	X						
Route 10: Longview- OUTBOUND toward Chatham at Bertie					X			X	X	X										X	X							
Route 102: Garner [102]: OUTBOUND toward White Oak Shopping Center										X												X			X			
Route 11: Avent Ferry- INBOUND toward Downtown	X	X	X	X	X	X	X	X	X		X				X							X		X		X		
Route 11: Avent Ferry- OUTBOUND toward Trailwood Hills	X	X	X	X	X	X	X	X		X	X	X	X		X	X	X			X	X	X		X	X	X		
Route 110: Buck Jones [11L]: INBOUND toward NCSU			X								X	X								X		X				X		
Route 110: Buck Jones [11L]: OUTBOUND toward Schaub at Sandlin											X	X								X		X					X	
Route 12: Method- INBOUND toward Downtown	X	X		X	X	X		X	X	X	X	X	X	X						X	X							
Route 12: Method- OUTBOUND toward Method at Beryl	X	X		X	X	X	X	X	X	X	X	X	X					X		X	X			X				
Route 13: Chavis Heights- INBOUND toward Downtown					X	X	X	X		X				X										X				
Route 13: Chavis Heights- OUTBOUND toward Holmes at Bragg					X	X	X	X	X	X				X										X				
Route 15: WakeMed- INBOUND toward Downtown		X	X		X				X	X	X	X	X	X						X	X				X		X	
Route 15: WakeMed- OUTBOUND toward Wake Medical		X	X		X	X	X	X	X	X	X	X	X							X	X			X	X		X	
Route 150: Trawick Link [15L]: INBOUND toward Wake Med Center											X		X			X	X						X	X				
Route 150: Trawick Link [15L]: OUTBOUND toward Buffaloe at Dunwood											X	X	X			X	X						X		X		X	
Route 16: Oberlin- INBOUND toward Downtown				X	X	X	X	X									X				X	X			X	X		
Route 16: Oberlin- OUTBOUND toward Rex Hospital				X	X	X	X	X	X	X	X						X				X	X			X	X		
Route 18: Worthdale- INBOUND toward Downtown	X	X		X	X	X	X	X			X	X		X		X						X		X				
Route 18: Worthdale- OUTBOUND toward Bus Way				X	X	X	X	X	X	X		X		X		X						X		X				
Route 19: Apollo Heights- INBOUND toward Downtown					X	X	X			X		X	X	X	X							X		X		X	X	
Route 19: Apollo Heights- OUTBOUND toward Swinburne at Kidd					X	X	X	X	X	X	X	X	X	X								X	X	X	X		X	
Route 2: Falls of Neuse- INBOUND toward Downtown	X	X	X	X	X	X	X	X	X	X	X		X	X	X				X		X	X		X				
Route 2: Falls of Neuse- OUTBOUND Bent Tree Plaza		X	X	X	X	X	X	X	X	X	X	X	X	X	X				X		X	X		X	X	X		
Route 21: Caraleigh- INBOUND toward Downtown						X		X	X	X		X			X	X						X		X				
Route 21: Caraleigh- OUTBOUND toward Maywood at Lake Wheeler						X	X	X	X	X	X	X				X						X		X		X		
Route 22: State Street- INBOUND toward Downtown			X			X		X				X	X		X							X		X				

Route	10/5/2015	10/6/2015	10/7/2015	10/8/2015	10/12/2015	10/13/2015	10/14/2015	10/15/2015	10/19/2015	10/20/2015	10/21/2015	10/22/2015	10/26/2015	10/27/2015	10/28/2015	10/29/2015	11/2/2015	11/3/2015	11/4/2015	11/5/2015	11/9/2015	11/10/2015	11/11/2015	11/12/2015	11/16/2015	11/17/2015	11/18/2015	11/19/2015
Route 22: State Street- OUTBOUND toward Hadley at Dandridge			X		X	X	X	X	X			X	X		X							X		X				
Route 230: Millbrook Crosstown [23L]: INBOUND toward Crabtree Valley Mall								X			X	X												X				
Route 230: Millbrook Crosstown [23L]: OUTBOUND toward New Hope at Capital						X					X	X													X		X	
Route 240: North Crosstown [24L]: EASTBOUND toward Spring Forest at Capital											X		X		X	X												
Route 240: North Crosstown [24L]: WESTBOUND toward North Hills Mall											X		X		X	X												
Route 250: Triangle Town Center [25L] - CIRCULAR											X	X												X				
Route 3: Glascocock- INBOUND toward Downtown			X		X		X	X			X			X							X							
Route 3: Glascocock- OUTBOUND toward Crabtree at Timber			X	X	X	X	X	X			X			X				X			X			X	X	X		
Route 4: Rex Hospital- INBOUND toward Downtown	X	X	X	X	X	X	X	X				X	X	X	X				X							X	X	X
Route 4: Rex Hospital- OUTBOUND toward Towne North Shopping Center			X	X	X	X	X	X	X		X	X	X	X				X	X	X			X			X	X	
Route 400: Wake Tech Express [40X]: INBOUND toward Downtown		X			X	X		X	X	X	X													X				
Route 400: Wake Tech Express [40X]: OUTBOUND toward Wake Tech		X			X	X	X	X	X	X			X											X				
Route 5: Biltmore Hills- INBOUND toward Downtown		X	X	X	X	X	X	X	X					X	X					X				X				
Route 5: Biltmore Hills- OUTBOUND toward Sanderford at Idlewood Village	X		X	X	X	X	X	X	X	X		X		X						X				X	X	X		
Route 50: R-Line- CIRCULAR			X	X		X	X			X	X	X		X	X			X					X	X				
Route 55: Poole Road Express- INBOUND toward Downtown																								X	X			
Route 55: Poole Road Express- OUTBOUND toward Poole Road P&R																								X				
Route 6: Crabtree- INBOUND toward Downtown	X	X	X	X	X	X	X	X	X	X								X		X	X		X	X				
Route 6: Crabtree- OUTBOUND toward Townridge Shopping Center	X	X	X	X	X	X	X	X	X	X	X	X		X				X			X	X	X	X	X	X		
Route 60: Wake Forest Express [WRX]: INBOUND toward Downtown														X	X							X		X				
Route 60: Wake Forest Express [WRX]: OUTBOUND toward Wake Forest									X					X	X							X		X	X			
Route 62: Wake Forest Loop [60]: CIRCULAR															X					X				X				
Route 63: Knightdale Express [KRX]: INBOUND toward Downtown							X																		X	X		
Route 63: Knightdale Express [KRX]: OUTBOUND toward Knightdale							X																		X	X		
Route 64: Zebulon/ Wendell Express [ZWX]: INBOUND toward Downtown	X	X													X													X

Route	10/5/2015	10/6/2015	10/7/2015	10/8/2015	10/12/2015	10/13/2015	10/14/2015	10/15/2015	10/19/2015	10/20/2015	10/21/2015	10/22/2015	10/26/2015	10/27/2015	10/28/2015	10/29/2015	11/2/2015	11/3/2015	11/4/2015	11/5/2015	11/9/2015	11/10/2015	11/11/2015	11/12/2015	11/16/2015	11/17/2015	11/18/2015	11/19/2015
Route 64: Zebulon/ Wendell Express [ZWX]: OUTBOUND toward Zebulon P&R	X	X													X							X			X			
Route 7: South Saunders- INBOUND toward Downtown		X	X	X		X		X	X	X	X	X		X										X				
Route 7: South Saunders- OUTBOUND toward Shoppes at Garner	X	X	X		X	X	X	X	X	X	X	X						X			X			X		X	X	
Route 70: Carolina Pines [7L]: EASTBOUND toward Southgate Plaza											X	X			X				X					X	X			
Route 70: Carolina Pines [7L]: WESTBOUND toward Trailwood Hills											X	X			X				X						X	X		
Route 700: Brier Creek Express [70X]: INBOUND toward Crabtree Valley Mall											X													X			X	
Route 700: Brier Creek Express [70X]: OUTBOUND toward Brier Creek Shopping Center											X													X			X	
Route 76: Johnston County Express [JCX]: INBOUND toward Downtown																X								X				X
Route 76: Johnston County Express [JCX]: OUTBOUND toward Cleveland Crossing Shopping Center																								X	X	X		
Route 77: Clayton Express [CLX]: INBOUND toward Downtown																								X	X		X	
Route 77: Clayton Express [CLX]: OUTBOUND toward Clayton Towne Plaza																								X	X	X	X	
Route 78: Fuquay Varina Express [FRX]: INBOUND toward Downtown												X																
Route 78: Fuquay Varina Express [FRX]: OUTBOUND toward South Park Fuquay												X												X				
Route 8: Six Forks - INBOUND toward Downtown	X		X	X	X		X	X	X	X	X	X						X			X							
Route 8: Six Forks - OUTBOUND toward North Hills at Northclift	X		X	X	X	X	X	X	X	X	X	X										X		X				
Wolfline: Route 1: LOOP													X	X	X	X		X			X					X	X	
WolfLine: Route 10: LOOP													X	X		X			X				X	X				
WolfLine: Route 11: LOOP																X	X	X	X					X				
WolfLine: Route 2/21: LOOP														X	X	X				X	X			X			X	
WolfLine: Route 3: LOOP														X	X	X		X				X	X	X			X	
WolfLine: Route 5: LOOP													X	X		X			X	X						X		
WolfLine: Route 6: LOOP													X	X	X	X			X					X			X	
WolfLine: Route 7: LOOP													X	X	X	X								X				
WolfLine: Route 8: LOOP													X	X	X	X	X	X	X					X				

Route	10/5/2015	10/6/2015	10/7/2015	10/8/2015	10/12/2015	10/13/2015	10/14/2015	10/15/2015	10/19/2015	10/20/2015	10/21/2015	10/22/2015	10/26/2015	10/27/2015	10/28/2015	10/29/2015	11/2/2015	11/3/2015	11/4/2015	11/5/2015	11/9/2015	11/10/2015	11/11/2015	11/12/2015	11/16/2015	11/17/2015	11/18/2015	11/19/2015
WolfLine: Route 9: LOOP													X		X	X			X	X						X		

Appendix B-2 – Survey Sampling Targets

The survey team exceeded the sampling rate goal for all agencies, routes, directions, and time periods. Details on the sampling goals for each system are included as Tables 2a-2d.

Table 2a – GoRaleigh Sample Goals

Routes			Sampling Goals					
Route Number	Name	Direction	Sampling Rate	AM PEAK	MIDDAY	PM PEAK	EVENING	TOTAL
1	Capital	INBOUND	8%	20	43	34	11	108
1	Capital	OUTBOUND	8%	29	45	32	11	117
2	Falls of Neuse	INBOUND	10%	18	27	16	7	68
2	Falls of Neuse	OUTBOUND	10%	20	26	17	7	70
3	Glascocock	INBOUND	10%	6	6	7	2	21
3	Glascocock	OUTBOUND	10%	4	5	5	2	16
4	Rex Hospital	INBOUND	10%	15	17	13	7	52
4	Rex Hospital	OUTBOUND	10%	18	21	12	8	59
5	Biltmore Hills	INBOUND	10%	15	15	10	7	47
5	Biltmore Hills	OUTBOUND	10%	8	17	17	10	52
6	Crabtree	INBOUND	10%	13	12	18	4	47
6	Crabtree	OUTBOUND	10%	10	19	15	2	46
7	South Saunders	INBOUND	10%	25	32	22	6	85
7	South Saunders	OUTBOUND	10%	18	34	24	8	84
8	Six Forks	INBOUND	10%	10	11	7	3	31
8	Six Forks	OUTBOUND	10%	11	14	11	4	40
10	Longview	INBOUND	10%	8	7	5	3	23
10	Longview	OUTBOUND	10%	7	8	7	4	26
11	Avent Ferry	INBOUND	10%	21	17	10	3	51
11	Avent Ferry	OUTBOUND	10%	10	14	21	9	54
12	Method	INBOUND	10%	17	18	19	7	61
12	Method	OUTBOUND	10%	10	16	12	4	42
13	Chavis Heights	INBOUND	10%	6	14	8		28
13	Chavis Heights	OUTBOUND	10%	2	9	7		18

Routes			Sampling Goals					
Route Number	Name	Direction	Sampling Rate	AM PEAK	MIDDAY	PM PEAK	EVENING	TOTAL
15	WakeMed	INBOUND	8%	20	42	23	11	96
15	WakeMed	OUTBOUND	8%	25	48	27	11	111
16	Oberlin	INBOUND	10%	6	10	8	5	29
16	Oberlin	OUTBOUND	10%	8	10	10	3	31
18	Worthdale	INBOUND	10%	14	11	10	4	39
18	Worthdale	OUTBOUND	10%	10	10	16	7	43
19	Apollo Heights	INBOUND	10%	13	16	8	3	40
19	Apollo Heights	OUTBOUND	10%	9	14	11	6	40
21	Caraleigh	INBOUND	10%	9	6	6	3	24
21	Caraleigh	OUTBOUND	10%	7	8	11	5	31
22	State Street	INBOUND	10%	9	10	4	2	25
22	State Street	OUTBOUND	10%	8	12	7	4	31
50	R-Line	CIRCULAR	10%	19	41	28	13	101
55	Poole Road Express	INBOUND	10%	1	-		1	2
55	Poole Road Express	OUTBOUND	10%		-	1	1	2
60	Wake Forest Express	INBOUND	10%	4	-	2	2	8
60	Wake Forest Express	OUTBOUND	10%	5	-	9		14
62	Wake Forest Loop	CIRCULAR	10%	5	9	6	1	21
63	Knightdale Express	INBOUND	10%	3	-	1		4
63	Knightdale Express	OUTBOUND	10%	1	-	3		4

Routes			Sampling Goals					
Route Number	Name	Direction	Sampling Rate	AM PEAK	MIDDAY	PM PEAK	EVENING	TOTAL
64	Zebulon/Wendell Express	INBOUND	10%	6	-	1		7
64	Zebulon/Wendell Express	OUTBOUND	10%	1	-	5		6
70	Carolina Pines	EASTBOUND	10%	9	11	9	4	33
70	Carolina Pines	WESTBOUND	10%	10	11	11	5	37
76	Johnston County Express	INBOUND	10%	4	-	1		5
76	Johnston County Express	OUTBOUND	10%	1	-	3		4
77	Clayton Express	INBOUND	10%	2	-	1		3
77	Clayton Express	OUTBOUND	10%	1	-	3		4
78	Fuquay Varina Express	INBOUND	10%	3	-	1		4
78	Fuquay Varina Express	OUTBOUND	10%	1	1	3		5
102	Garner	INBOUND	10%	4	-			4
102	Garner	OUTBOUND	10%	2	-			2
110	Buck Jones	INBOUND	10%	5	6	4	3	18

Routes			Sampling Goals					
Route Number	Name	Direction	Sampling Rate	AM PEAK	MIDDAY	PM PEAK	EVENING	TOTAL
110	Buck Jones	OUTBOUND	10%	4	7	6	6	23
150	Trawick Link	INBOUND	10%	6	6	5	3	20
150	Trawick Link	OUTBOUND	10%	8	8	9	4	29
230	Millbrook Crosstown	INBOUND	10%	9	6	5		20
230	Millbrook Crosstown	OUTBOUND	10%	8	7	9		24
240	North Crosstown	EASTBOUND	10%	5	7	6		18
240	North Crosstown	WESTBOUND	10%	7	9	6		22
250	Triangle Town Center	CCW	10%	12	17	10	2	41
400	Wake Tech Express	INBOUND	10%	3	10	2		15
400	Wake Tech Express	OUTBOUND	10%	13	7			20
700	Brier Creek Express	INBOUND	10%	5	-	3	1	9
700	Brier Creek Express	OUTBOUND	10%	4	-	4		8
Grand Total				630	807	647	239	2,323

Table 2b – GoTriangle Sample Goals

Routes		Sampling Goals					
Route Number	Direction	Sampling Rate	AM PEAK	MIDDAY	PM PEAK	EVENING	TOTAL
42	CIRCULAR	10%	3		2		5
46	CIRCULAR	10%	3		3		6
47	CIRCULAR	10%	5		5		10
49	CIRCULAR	10%	3		4		7
100	INBOUND	10%	12	15	10	6	43
100	OUTBOUND	10%	8	16	11	6	41
105	INBOUND	10%	10	2	6	2	20
105	OUTBOUND	10%	9		12		21
201	INBOUND	10%			5		5
201	OUTBOUND	10%	6				6
300	EASTBOUND	10%	7	6	5		18
300	WESTBOUND	10%	6	6	7		19
301	INBOUND	10%	12		14	3	29
301	OUTBOUND	10%	11		15		26
305	INBOUND	10%	5		5		10
305	OUTBOUND	10%	5		4		9
311	INBOUND	10%	4		5		9
311	OUTBOUND	10%	4		4	1	9
900 [CRX]	INBOUND	10%	15		11		26
900 [CRX]	OUTBOUND	10%	11		15		26
901 [DRX]	INBOUND	10%	15		12		27
901 [DRX]	OUTBOUND	10%	8		16	2	26
Grand Total			162	45	171	20	398

Table 2c – C-Tran Sample Goals

Routes		Sampling Goals					
Route Number	Direction	Sampling Rate	AM PEAK	MIDDAY	PM PEAK	EVENING	TOTAL
1	CW	20%	8	11	9	3	31
2	CCW	20%	7	10	8	3	28
3	INBOUND	20%	5	11	5	2	23
3	OUTBOUND	20%	3	7	5	2	17
4	INBOUND	20%	7	9	8	2	26
4	OUTBOUND	20%	8	13	11	2	34
5	INBOUND	20%	5	11	11	2	29
5	OUTBOUND	20%	12	9	6	2	29
6	INBOUND	20%	5	15	15	2	37
6	OUTBOUND	20%	12	13	12	2	39
Grand Total			72	109	90	22	293

Table 2d – Wolfline Sample Goals

Routes		Sampling Goals					
Route Number	Direction	Sampling Rate	AM PEAK	MIDDAY	PM PEAK	EVENING	TOTAL
1	LOOP	2%	16	33	19	4	72
2	LOOP	9%	20	33	16	3	72
3	LOOP	3%	20	45	18	4	87
5	LOOP	5%	24	29	14	2	69
6	LOOP	11%	21	32	16	3	72
7	LOOP	4%	18	46	18	3	85
8	LOOP	3%	19	45	21	7	92
9	LOOP	3%	20	42	17	3	82
10	LOOP	10%	16	31	22	-	69
11	LOOP	20%	21	32	17	-	70
Grand Total			195	368	178	29	770

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Appendix C – Sample Expansion

To analyze the results of the surveys, the sample data must be expanded to the full population size. For the purposes of this report, the survey sample data was expanded based on total daily ridership. The sample data may be used for other purposes in the future, namely updating the regional travel demand model, and expanded by different methods.

The transit agencies provided average daily ridership by route during the scheduled survey period to serve as the population totals. The number of completed surveys for each route was compared to the average daily ridership during the survey period. This ratio was used to develop expansion factors for each route that were used to weight each individual completed survey.

For example, for a route with 90 average daily ridership and 19 completed surveys, the ratio of completed surveys to average daily ridership would be 21%. The expansion factor for the completed surveys, 4.76 would be calculated by dividing 90 by 19. As a result, each of the 19 completed surveys would represent 4.76 average daily riders.

Details on the sample expansion are included as Tables 1a-1d.

Table 1a – GoRaleigh Survey Expansion Factors

Route	Survey Average Daily Ridership	Completed Surveys	Survey % Daily Ridership	Expansion Factor
1	2,966	398	13.4%	7.45
2	1,379	204	14.8%	6.76
3	415	63	15.2%	6.59
4	1,166	166	14.2%	7.02
5	954	137	14.4%	6.97
6	1,015	153	15.1%	6.63
7	1,682	180	10.7%	9.35
8	653	167	25.6%	3.91
10	414	85	20.5%	4.87
11	1,068	205	19.2%	5.21
12	1,039	133	12.8%	7.81
13	561	62	11.1%	9.05
15	2,584	251	9.7%	10.29
16	605	102	16.9%	5.93
18	826	132	16.0%	6.26
19	844	111	13.1%	7.61
21	672	87	12.9%	7.72
22	599	63	10.5%	9.51
50	819	141	17.2%	5.81
55	35	3	8.5%	11.81

Route	Survey Average Daily Ridership	Completed Surveys	Survey % Daily Ridership	Expansion Factor
60	139	28	20.2%	4.96
62	207	44	21.3%	4.70
63	72	17	23.6%	4.24
64	89	14	15.7%	6.38
70	622	84	13.5%	7.40
76	27	9	33.6%	2.98
77	97	10	10.3%	9.75
78	103	12	11.6%	8.62
102	111	6	5.4%	18.47
110	430	68	15.8%	6.33
150	346	83	24.0%	4.17
230	414	51	12.3%	8.12
240	382	52	13.6%	7.35
250	380	59	15.5%	6.44
400	513	54	10.5%	9.49
700	136	19	13.9%	7.17
System Total	24,365	3,453	14.2%	7.06

Table 1b – GoTriangle Survey Expansion Factors

Route	Survey Average Daily Ridership	Completed Surveys	Survey % Daily Ridership	Expansion Factor
42	23	9	39.7%	2.52
46	31	10	32.8%	3.05
47	58	14	24.3%	4.12
49	64	10	15.7%	6.36
100	589	98	16.7%	6.01
105	270	38	14.1%	7.12
201	83	14	16.9%	5.92
300	413	45	10.9%	9.19
301	161	56	34.8%	2.87
305	132	25	19.0%	5.27
311	90	19	21.0%	4.76
900 [CRX]	456	56	12.3%	8.14
901 [DRX]	429	67	15.6%	6.41
System Total	2,798	461	16.5%	6.07

Table 1c – C-Tran Survey Expansion Factors

Route	Survey Average Daily Ridership	Completed Surveys	Survey % Daily Ridership	Expansion Factor
1	126	34	27.1%	3.70
2	127	45	35.4%	2.83
3	163	63	38.8%	2.58
4	243	89	36.7%	2.73
5	206	84	40.7%	2.45
6	300	105	35.0%	2.85
System Total	1,164	420	36.1%	2.77

Table 1d– Wolfline Survey Expansion Factors

Route	Survey Average Daily Ridership	Completed Surveys	Survey % Daily Ridership	Expansion Factor
1	3,812	108	2.8%	35.30
2	628	91	14.5%	6.90
3	3,653	148	4.1%	24.69
5	1,433	88	6.1%	16.28
6	643	90	14.0%	7.15
7	2,261	110	4.9%	20.55
8	3,281	136	4.1%	24.13
9	2,928	112	3.8%	26.14
10	939	87	9.3%	10.79
11	364	86	23.7%	4.23
System Total	19,942	1,056	5.3%	18.88

Appendix D – Trip Origins and Destinations

Response data for the origin and destination questions, “Where was the very last place you were before getting on the bus?” and “Where are you going once you get off your last bus on this one-way trip?” are summarized as pairs for all systems combined and each individual system in the following tables. Response data for origins are shown in table rows and response data for destinations are shown in table columns.

All Systems

Origin and Destination Pairs for All Systems																
Origins	Destinations															
	From/To	Place of Employment	Oher Work Related	College/ University (students)	School (K-12) (students)	Medical Service/ Hospital (non-work)	Hotel/ Convention Center	Shopping	Restaurant/ Dining	Recreation/ Sightseeing/ Sporting Event	Airport	Your Home	Personal Errand	Social Visit	Church	Other
	Place of Employment	103	177	180	11	20	-	221	54	54	12	4,680	10	164	-	6
	Other Work Related	53	32	7	14	9	13	90	19	7	-	536	-	103	-	-
	College/University (students)	95	60	2,281	5	70	35	377	400	63	-	4,875	-	252	-	-
	School K-12 (students)	37	-	-	9	-	-	46	-	22	-	164	8	-	-	-
	Medical Service/ Hospital (non-work)	13	16	7	7	33	-	69	18	-	-	677	-	62	-	10
	Hotel/ Convention Center	7	-	-	-	-	-	-	19	-	6	26	7	-	-	-
	Shopping	124	40	74	-	33	-	210	70	49	-	1,955	14	194	-	7
	Restaurant/Dining	103	20	373	7	10	-	170	34	76	-	622	5	105	-	-
	Recreation/Sightseeing/ Sporting Event	43	12	14	-	29	-	33	33	7	-	474	10	24	-	-
	Airport	18	-	-	-	-	6	-	-	-	6	82	-	-	-	-
	Your Home	7,264	1,015	9,559	325	839	7	2,472	869	485	57	7	163	1,634	7	47
	Personal Errand	5	21	-	-	-	7	21	8	-	-	207	15	7	-	-
	Social Visit	212	34	178	-	46	-	134	62	24	8	868	-	185	6	-
	Church	-	-	-	-	-	-	-	-	-	-	15	-	-	-	-
	Other	-	-	-	-	-	-	10	7	-	-	-	-	10	-	-
	Total	8,077	1,425	12,674	378	1,089	68	3,853	1,593	786	88	15,186	232	2,741	14	69
	%	16.7%	3.0%	26.3%	0.8%	2.3%	0.1%	8.0%	3.3%	1.6%	0.2%	31.5%	0.5%	5.7%	0.0%	0.1%

GoRaleigh

Origin and Destination Pairs for GoRaleigh																	Destinations	
Origins	From/To	Place of Employment	Oher Work Related	College/ University (students)	School (K-12) (students)	Medical Service/ Hospital (non-work)	Hotel/ Convention Center	Shopping	Restaurant/ Dining	Recreation/ Sightseeing/ Sporting Event	Airport	Your Home	Personal Errand	Social Visit	Church	Other	Total	%
	Place of Employment	82	71	50	11	20		195	43	21		3,429	7	155		6	4,090	16.8%
	Other Work Related	37	32		14	7		82	19	7		462		83			741	3.0%
	College/University (students)	48	19	22	5	36		59	13	12		545		30			790	3.2%
	School K-12 (students)	37			6			21		22		151	8				245	1.0%
	Medical Service/ Hospital (non-work)	11	16		7	33		69	18			545		62		10	770	3.2%
	Hotel/ Convention Center	7							19			26	7				59	0.2%
	Shopping	124	40	5		33		189	67	49		1,544	14	133		7	2,204	9.0%
	Restaurant/Dining	70		25	7	10		108	27	25		381	5	79		20	756	3.1%
	Recreation/Sightseeing/ Sporting Event	19	12			29		17	6	7		193	8	24			315	1.3%
	Airport											6					6	0.0%
	Your Home	5,331	882	1,161	267	759	7	1,925	525	327	7	7	144	1,292	7	36	12,678	52.0%
	Personal Errand	5	21				7	5	8			190	15	7			258	1.1%
	Social Visit	212	25	33		46		134	38	21	8	731		158	6		1,410	5.8%
	Church											15					15	0.1%
	Other							10	7					10			27	0.1%
	Total	5,981	1,116	1,296	318	973	14	2,814	789	491	15	8,225	208	2,033	14	78	24,365	100.0%
	%	24.5%	4.6%	5.3%	1.3%	4.0%	0.1%	11.5%	3.2%	2.0%	0.1%	33.8%	0.9%	8.3%	0.1%	0.3%	100.0%	

GoTriangle

Origin and Destination Pairs for GoTriangle																	Destinations	
Origins	From/To	Place of Employment	Oher Work Related	College/ University (students)	School (K-12) (students)	Medical Service/ Hospital (non-work)	Hotel/ Convention Center	Shopping	Restaurant/ Dining	Recreation/ Sightseeing/ Sporting Event	Airport	Your Home	Personal Errand	Social Visit	Church	Other	Total	%
	Place of Employment	6	21					15	4	8	12	771		6			844	30.2%
	Other Work Related						13	5				23					41	1.5%
	College/University (students)								6			113		5			124	4.4%
	School K-12 (students)											10					10	0.4%
	Medical Service/ Hospital (non-work)											24					24	0.9%
	Hotel/ Convention Center										6						6	0.2%
	Shopping											30					30	1.1%
	Restaurant/Dining			6								11					17	0.6%
	Recreation/Sightseeing/ Sporting Event											6					6	0.2%
	Airport	18					6					49					73	2.6%
	Your Home	1,066	44	172	33	62		34	6	8	49			89		8	1,570	56.1%
	Personal Errand																-	0.0%
	Social Visit		9	6								38					53	1.9%
	Church																-	0.0%
	Other																-	0.0%
	Total	1,090	74	184	33	62	19	55	16	16	67	1,075	-	100	-	8	2,798	100.0%
	%	39.0%	2.6%	6.6%	1.2%	2.2%	0.7%	2.0%	0.6%	0.6%	2.4%	38.4%	0.0%	3.6%	0.0%	0.3%		

C-Tran

Origin and Destination Pairs for C-Tran																	Destinations	
Origins	From/To	Place of Employment	Oher Work Related	College/ University (students)	School (K-12) (students)	Medical Service/ Hospital (non-work)	Hotel/ Convention Center	Shopping	Restaurant/ Dining	Recreation/ Sightseeing/ Sporting Event	Airport	Your Home	Personal Errand	Social Visit	Church	Other	Total	%
	Place of Employment	15	3	3				11				227	2	2			264	22.7%
	Other Work Related					3		3				4					9	0.8%
	College/University (students)					7						13					20	1.7%
	School K-12 (students)				3							2					5	0.5%
	Medical Service/ Hospital (non-work)	3										14					17	1.4%
	Hotel/ Convention Center																0	0.0%
	Shopping							22	3			86					110	9.5%
	Restaurant/Dining							3				4					6	0.6%
	Recreation/Sightseeing/ Sporting Event								3			8	3				13	1.1%
	Airport																0	0.0%
	Your Home	369	24	32		18		155	11	35			2	38		3	689	59.2%
	Personal Errand											11					11	0.9%
	Social Visit									3		16					19	1.6%
	Church																0	0.0%
	Other																0	0.0%
	Total	388	27	35	3	27	0	193	17	38	0	385	8	41	0	3	1,164	1
	%	33.3%	2.3%	3.0%	0.2%	2.4%	0.0%	16.6%	1.4%	3.3%	0.0%	33.1%	0.7%	3.5%	0.0%	0.2%		

Wolfline

Origin and Destination Pairs for Wolfline																	Destinations	
Origins	From/To	Place of Employment	Oher Work Related	College/ University (students)	School (K-12) (students)	Medical Service/ Hospital (non-work)	Hotel/ Convention Center	Shopping	Restaurant/ Dining	Recreation/ Sightseeing/ Sporting Event	Airport	Your Home	Personal Errand	Social Visit	Church	Other	Total	%
	Place of Employment		82	127					7	24		252					492	2.5%
	Other Work Related	16		7								48		21			92	0.5%
	College/University (students)	47	41	2,259		28	35	317	381	51		4,204		217			7,581	38.0%
	School K-12 (students)							25									25	0.1%
	Medical Service/ Hospital (non-work)			7								93					100	0.5%
	Hotel/ Convention Center																-	0.0%
	Shopping			69								294		61			424	2.1%
	Restaurant/Dining	33		342				59	7	52		226		26			745	3.7%
	Recreation/Sightseeing/ Sporting Event	24		14				16	24			267					345	1.7%
	Airport											26					26	0.1%
	Your Home	498	65	8,194	24			358	328	115			16	215			9,813	49.2%
	Personal Errand							16				7					23	0.1%
	Social Visit			139					25			83		27			274	1.4%
	Church																-	0.0%
	Other																-	0.0%
	Total	618	188	11,159	24	28	35	792	771	241	-	5,501	16	568	-	-	19,942	100.0%
	%	3.1%	0.9%	56.0%	0.1%	0.1%	0.2%	4.0%	3.9%	1.2%	0.0%	27.6%	0.1%	2.8%	0.0%	0.0%		

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Appendix E – Regional Express Routes

Regional express routes operated by GoRaleigh for GoTriangle (WRX, KRX, ZWX, FRX, JCX, CLX, and 102 to Garner) were surveyed with GoRaleigh routes and results have been included with the GoRaleigh system results. While the regional express buses are a part of GoTriangle’s system and included with GoTriangle system maps and schedules, they are operated by GoRaleigh staff and vehicles carry the GoRaleigh branding. There is additional value to evaluating express route service provision as a unique service in a disaggregated manner so that GoTriangle, as well as GoRaleigh can consider the results for this GoTriangle contracted, GoRaleigh operated service.

This section of the report discusses the key findings for regional express fixed route service. Regional express route riders constitute approximately 2.8 percent of GoRaleigh operated ridership (639 of 23,726) and comprise 17.8 percent of GoTriangle’s total contracted system ridership (639 of 2,798, including GoRaleigh operated routes). These regional express route riders exhibited a blend of GoRaleigh and GoTriangle ridership characteristics.

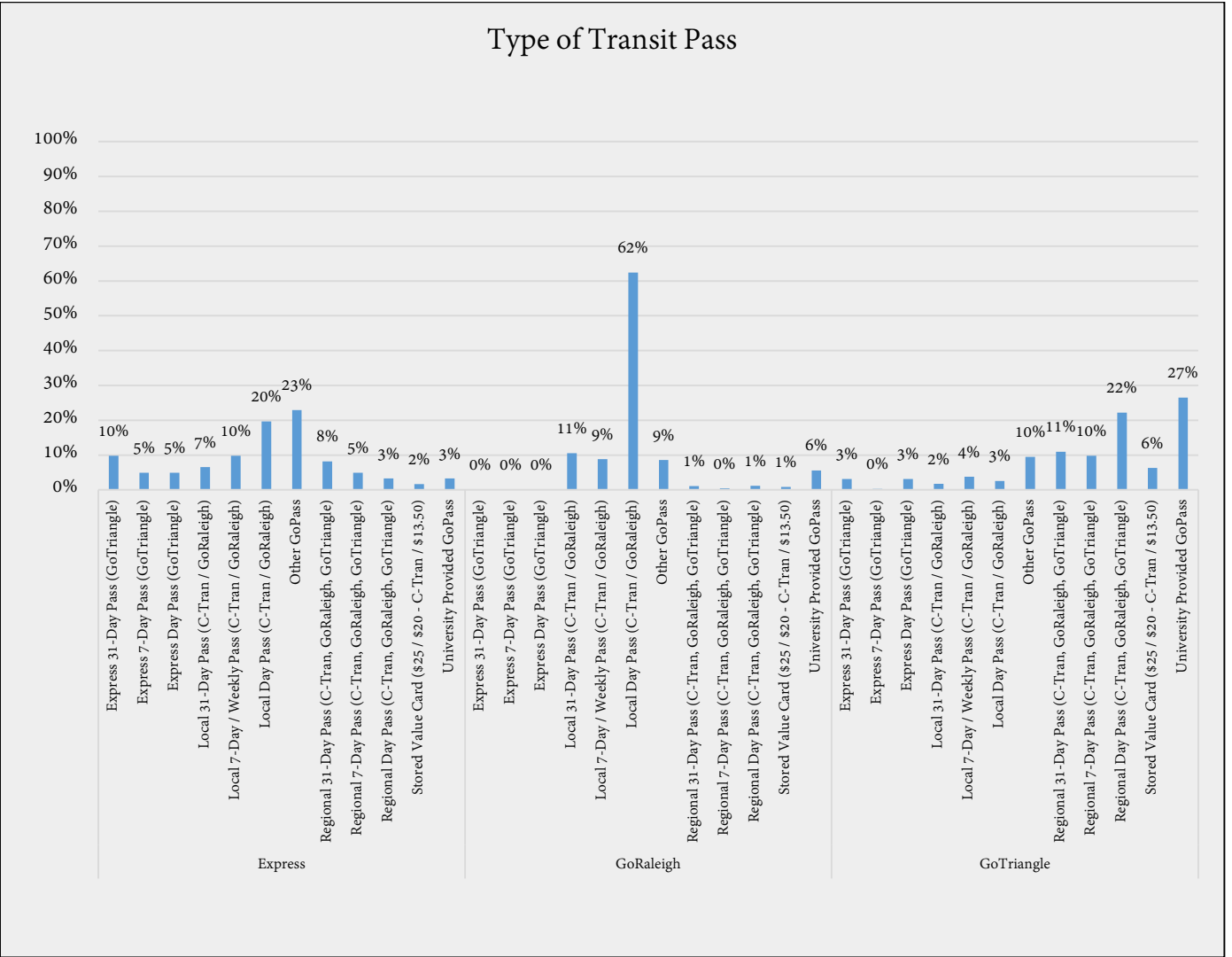
Origins and Destinations.

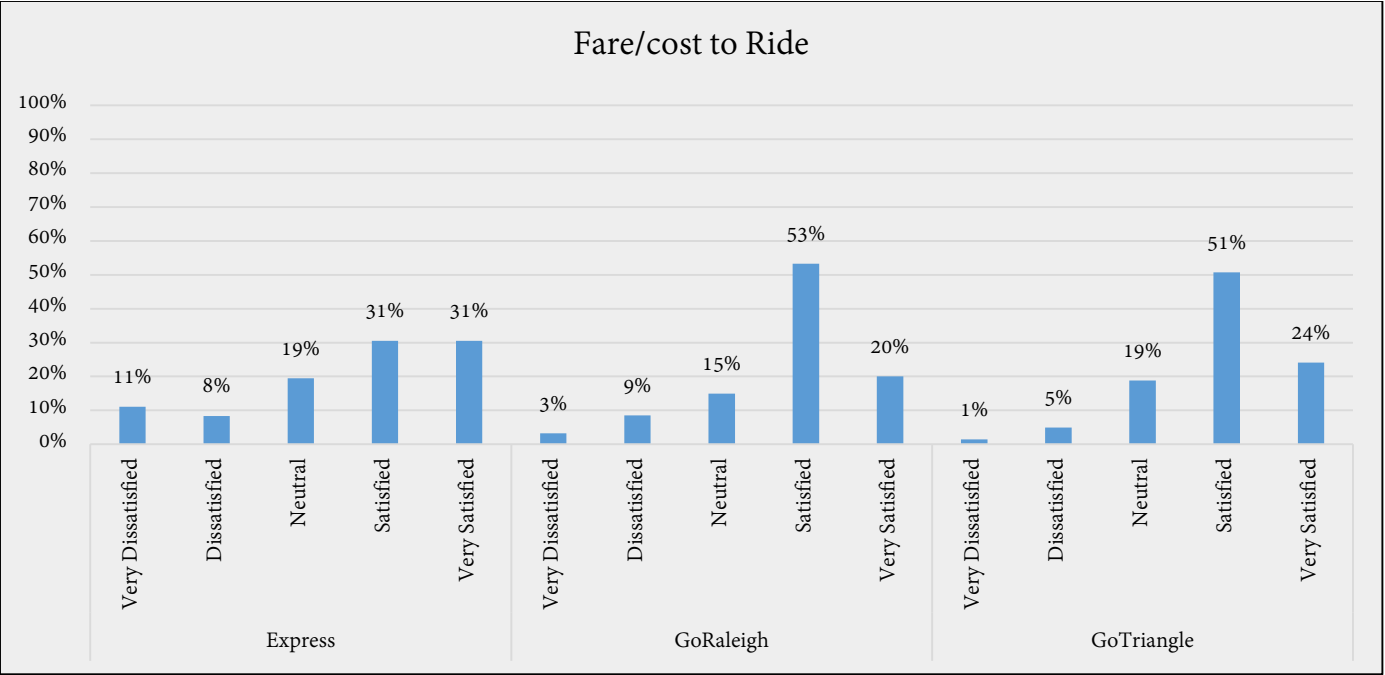
Express route riders exhibited different trip purposes than GoTriangle and GoRaleigh ridership, which can be seen in the table below. For example, express route riders had a higher frequency of college/university trips than GoTriangle and GoRaleigh and had a higher frequency of work trips than GoRaleigh ridership, but a lower frequency of work trips than GoTriangle ridership. Express route riders also made fewer medical, shopping, restaurant/dining, and airport trips than GoTriangle or GoRaleigh riders. It should also be noted that regional express route riders used an automobile to get to their first bus, or from their last bus to their ultimate destination, at a slightly higher rate than GoTriangle and at a much higher rate than GoRaleigh riders.

Trip Purpose Summary						
Trip Purpose	Express		GoRaleigh*		GoTriangle	
	Total	Percent	Total	Percent	Total	Percent
Place of Employment	355	55.6%	9,056	38.2%	1,861	66.5%
College/University	108	17.0%	1,733	7.3%	296	10.6%
Social Visit	61	9.5%	2,703	11.4%	138	4.9%
Other Work Related	53	8.3%	1,545	6.5%	97	3.5%
School (K-12)	21	3.4%	448	1.9%	43	1.5%
Medical	11	1.8%	1,477	6.2%	86	3.1%
Other	11	1.7%	483	2.2%	27	1.0%
Shopping	9	1.4%	4,349	18.3%	85	3.0%
Recreation	8	1.3%	705	3.0%	22	0.8%
Restaurant/Dining	0	0.0%	1,169	4.9%	27	1.0%
Airport	0	0.0%	21.316	0.1%	116	4.2%

Transit Pass

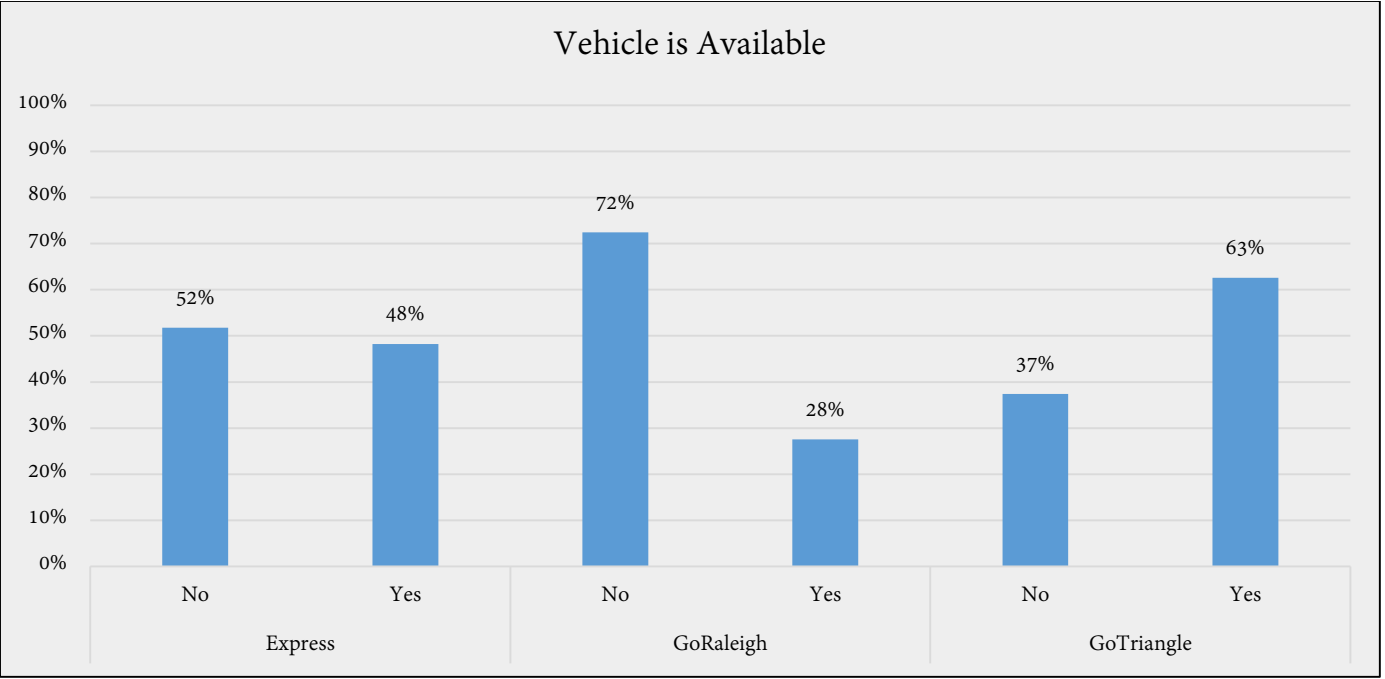
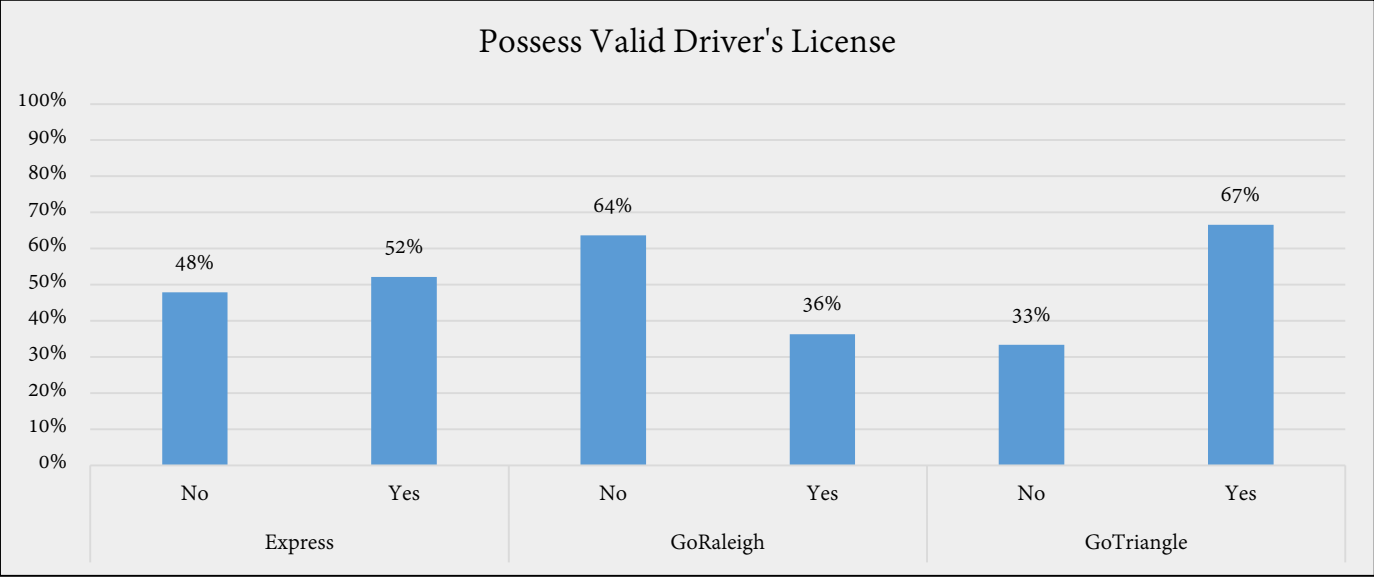
Express route riders use a different composition of transit passes than GoTriangle or GoRaleigh ridership, which is shown in the bar graph on this page. For example, 26% of regional express route riders use a type of GoPass (university provided 3% and other 23%) while 37% of GoTriangle riders (university provided 27% and 10% other) and only 15 percent of GoRaleigh riders (6% university provided and 9% other). Additionally, regional express riders use local day passes at a rate (20 percent) that is much much higher than GoTriangle ridership (3 percent) and much less than GoRaleigh ridership (62 percent). Regional express route riders exhibit higher levels of dissatisfaction (8% dissatisfied and 11% very dissatisfied) with the fare/cost to ride when compared to GoTriangle riders (5% dissatisfied and 1% very dissatisfied) and (9% dissatisfied and 3% very dissatisfied). Fare satisfaction by ridership group is also shown on the following page.





Driver’s License and Vehicle Availability

Regional express route riders possess valid driver’s licenses at differing rates than GoRaleigh or GoTriangle ridership, which is shown in the bar graph below. Regional express route riders have a lower rate of possessing a driver’s license (51%) than GoTriangle ridership (67%) and a higher rate of possessing a valid driver’s license than GoRaleigh ridership (36%). It is also worthy to note that regional express route riders have vehicles available for their use at a rate (48 %) that is higher than GoRaleigh ridership (28%), but lower than GoTriangle rideship (63%), which is shown in a bar graph on this page.



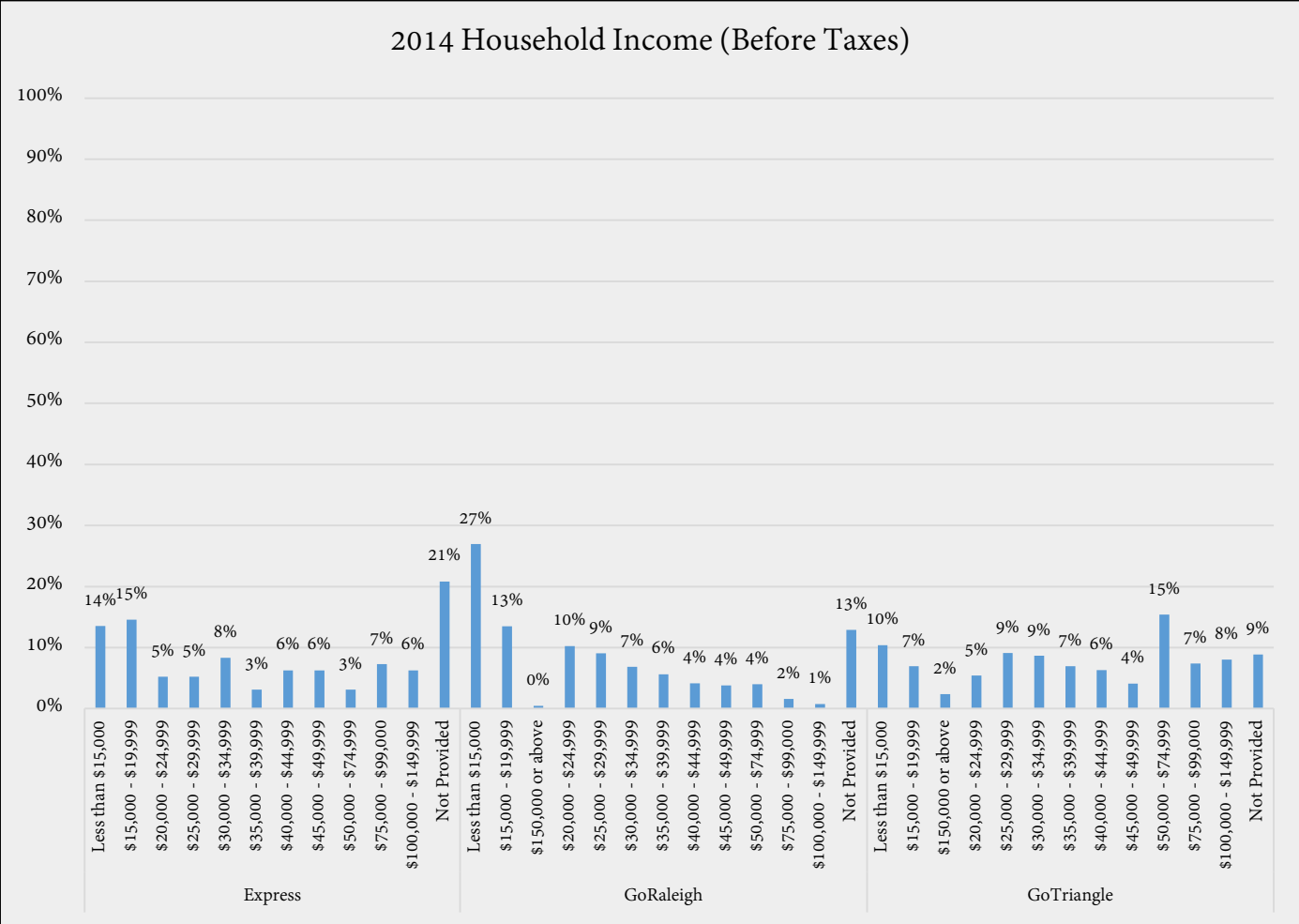
Race/ethnicity

Regional express routes have a different racial and ethnic composition than GoRaleigh or GoTriangle routes, which is shown in the table below. For example, regional express routes have a lower proportion of white riders (29%) than GoTriangle (50%), but a higher proportion of white riders than GoRaleigh (22). Conversely, express routes have a higher composition of African Americans than GoTriangle (36%) and a lower composition of African-American riders (57%) than GoRaleigh (64%).

Race/Ethnicity by Service Type			
Race/Ethnicity	Express	GoRaleigh	GoTriangle
White	29%	22%	50%
African-American	57%	64%	36%
Native American	0%	1%	1%
Hispanic-Latino	10%	10%	6%
Asian American	0%	1%	4%
Native Hawaiian Pacific Islander	0%	0%	0%
Other	3%	1%	3%

Household Income

Regional express route ridership earned different levels of household income in 2014 than GoRaleigh or GoTriangle ridership, which is shown in the bar chart below. For example, regional express ridership had a slightly higher percentage of income earners in the range of less than \$15,000 annually (14 percent) compared to GoTriangle (10 percent) and a lower percentage than GoRaleigh ridership (27%). Additionally, regional express route ridership had a slightly lower percentage of income earners in the \$100,000 - \$149,999 income range (6 percent) than GoTriangle (8 percent) and a higher percentage than GoRaleigh (1 percent).

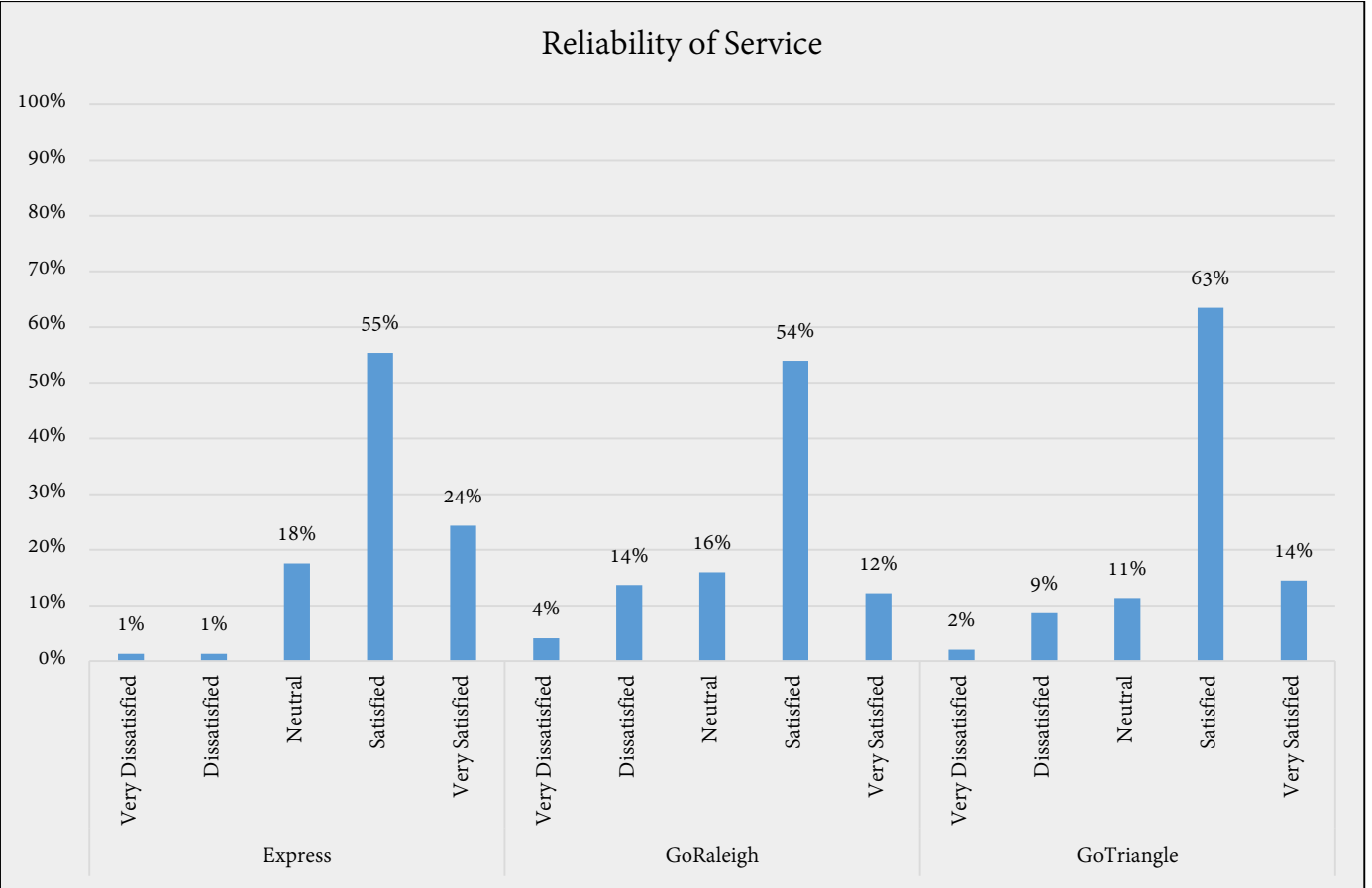


Customer Satisfaction

Several key customer service aspects with results that exhibit differences for regional express routes are presented in the following section.

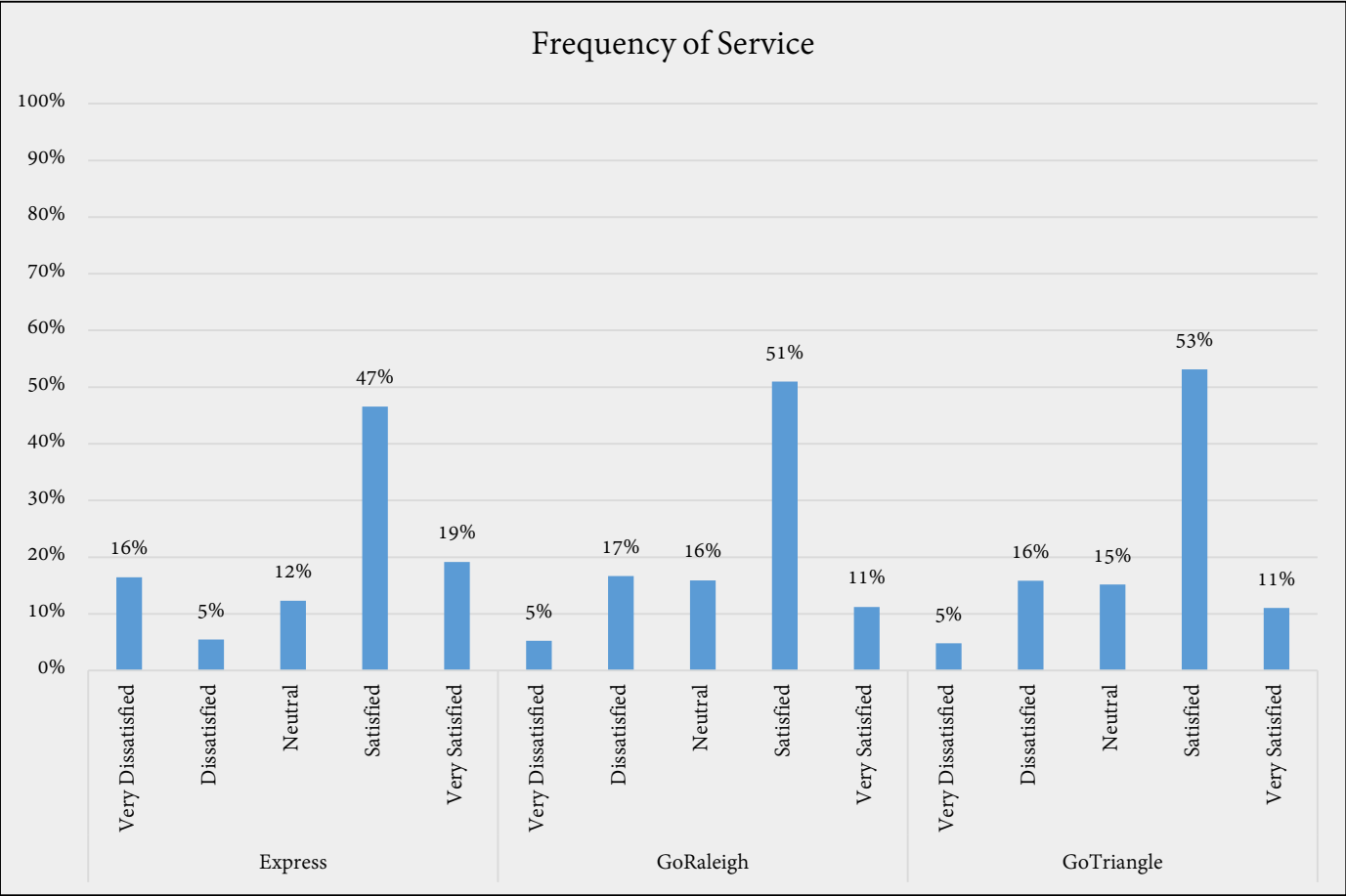
Reliability of Service

Regional express route ridership exhibits different levels of satisfaction regarding bus reliability than GoTriangle or GoRaleigh ridership, which is shown in the bar graph on this page. For example, regional express route ridership has lower rates of dissatisfaction (1% very dissatisfied and 1 percent very dissatisfied) with the reliability of bus service than GoTriangle (9% dissatisfied and 2% very dissatisfied) or GoRaleigh (14% dissatisfied and 4% very dissatisfied).



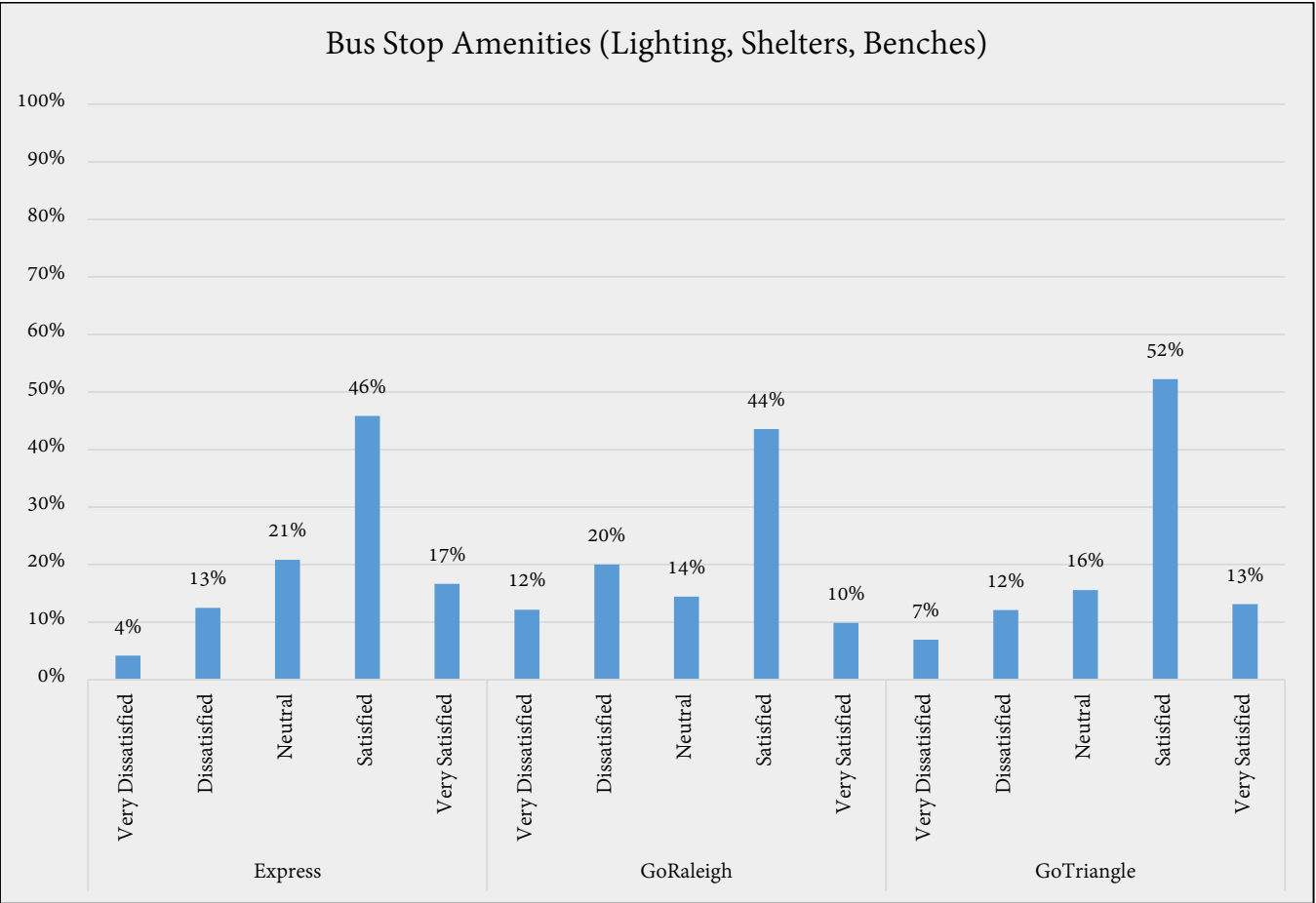
Frequency of Service

Regional express route ridership exhibits somewhat different levels of satisfaction regarding bus frequency than GoTriangle or GoRaleigh ridership, which is shown in the bar graph below. For example, regional express route ridership has higher rates of being very dissatisfied with frequency of service (16 percent) when compared to GoRaleigh (5 percent) and GoTriangle (5 percent). Although, overall dissatisfaction levels (dissatisfied and very dissatisfied) are similar for regional express, GoTriangle, and GoRaleigh ridership.



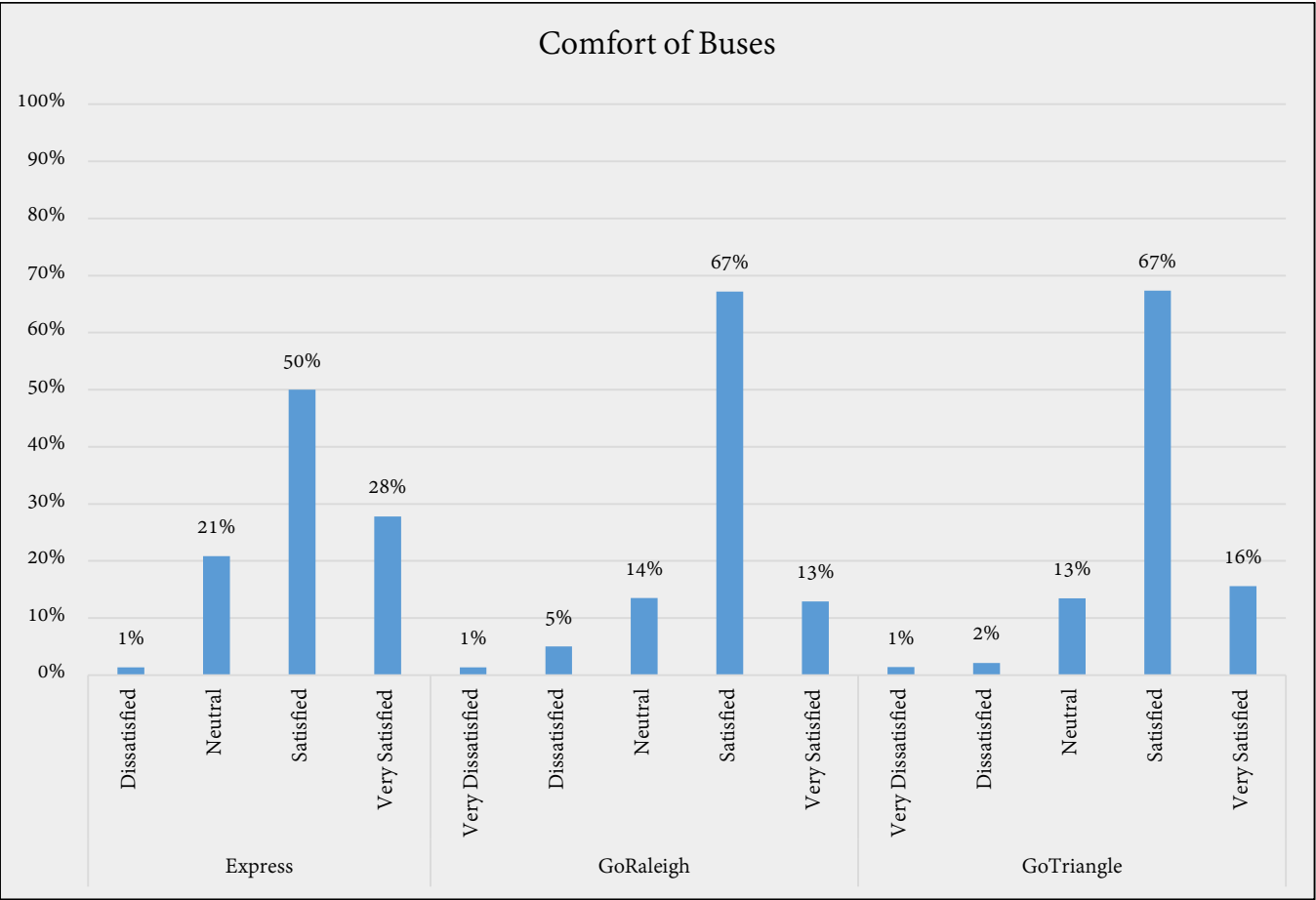
Bus stop amenities

Regional express route ridership exhibits different levels of satisfaction regarding bus stop amenities than GoTriangle or GoRaleigh ridership, which is shown in the bar graph below. For example, regional express route ridership has similar rates of dissatisfaction (13% dissatisfied and 4% very dissatisfied) to GoTriangle (12% dissatisfied and 7% very dissatisfied) and lower rates than GoRaleigh (20% dissatisfied and 12% very dissatisfied).



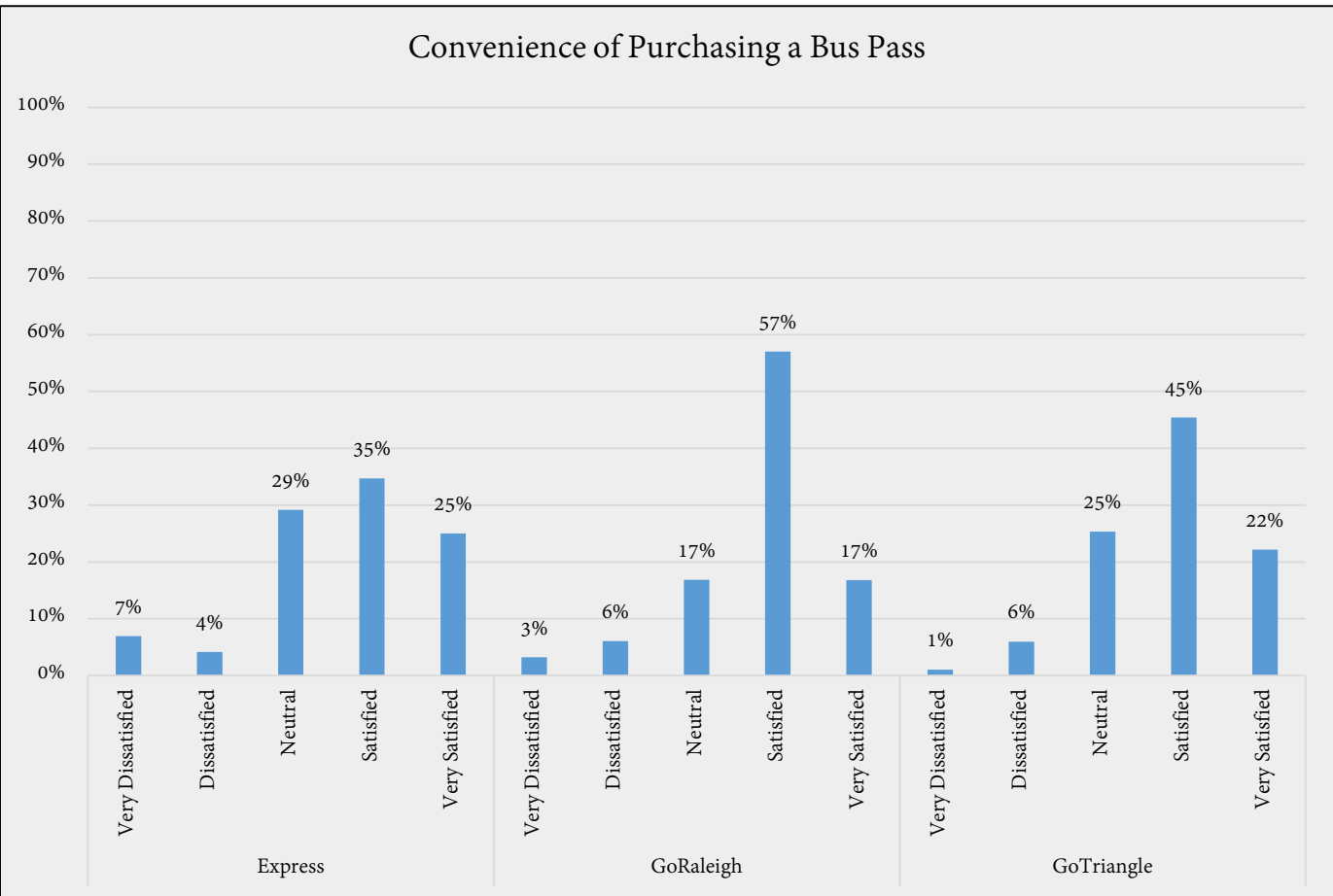
Comfort of Buses

Regional express route ridership exhibits different levels of satisfaction regarding comfort of buses than GoTriangle or GoRaleigh ridership, which is shown in the bar graph on this page. For example, regional express route riders exhibit higher rates for being very satisfied with the comfort of buses (28 percent) than GoTriangle (16 percent) or GoRaleigh (13 percent). Although, overall rates of satisfaction (satisfied and very satisfied) are similar among regional express, GoTriangle and GoRaleigh ridership.



Convenience of Purchasing a Bus Pass

Regional express route ridership exhibits different levels of satisfaction regarding their perception of customer service than GoTriangle or GoRaleigh ridership, which is shown in the bar graph below. For example, regional express route riders exhibit higher rates of being very dissatisfied (7 percent) than GoRaleigh (3 percent) or GoTriangle (1 percent). Although, overall levels of dissatisfaction (dissatisfied and very dissatisfied) are only slightly higher for regional express ridership when compared to GoTriangle or GoRaleigh ridership.



Overall Customer Service Perception

Express route ridership exhibit different levels of agreement regarding their perception of customer service than GoRaleigh or GoTriangle ridership, which is shown in the bar graph below. While, regional express route ridership exhibits similar overall levels of agreement (agree and strongly agree) regarding the perception of excellent customer service provision as GoTriangle and GoRaleigh ridership, regional express route ridership exhibits a higher level of strongly agreeing (18%) with the perception that customer service provision is excellent than GoTriangle (8%) or GoRaleigh (7%) ridership.

