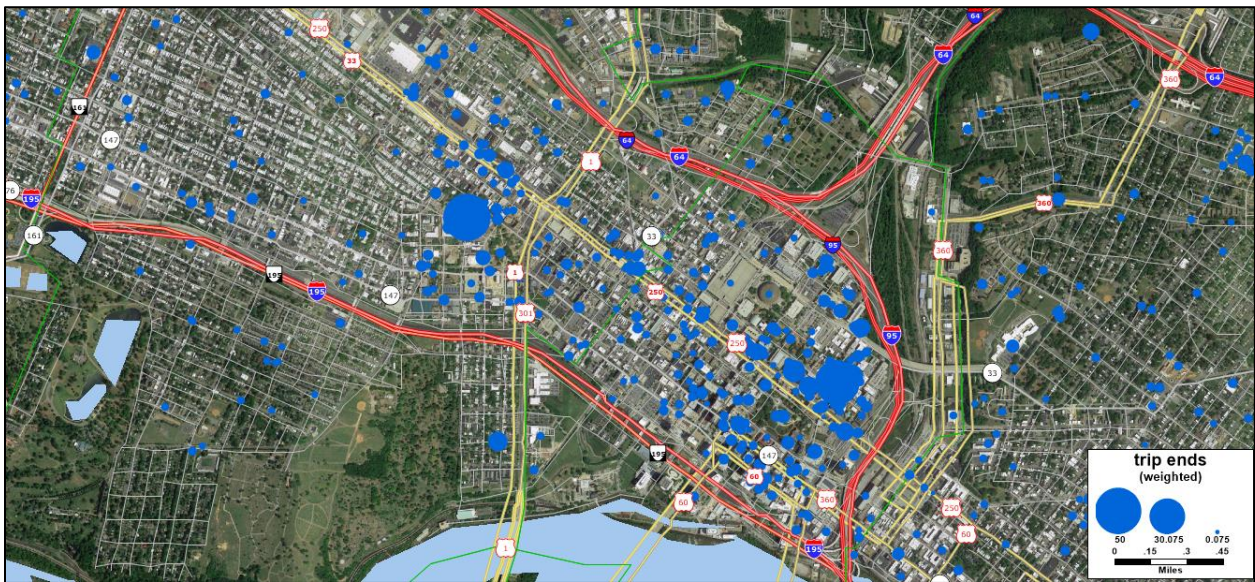




# Results of the GRTC 2019 Passenger Survey



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**Final report**  
**December 20, 2019**

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## Section 1: Introduction

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Transit agencies periodically survey their passengers to understand characteristics of the riders and their trips. This information can help with service planning by helping to determine if route or schedule modifications could provide a better fit with traveler origins and destinations. Demographic data collected by a survey helps to establish if the agency complies with Title VI (environmental justice) guidelines. By measuring rider satisfaction about various service attributes, a survey can also highlight areas for agency improvements.

The Greater Richmond Transit Company sought in 2019 to gather information for all of these purposes from its passengers on its fixed route services. In September 2019, the agency contracted with Warner Transportation Consulting, Inc. to conduct this effort.

This report is the result of that assignment. Following this introduction, the report is in four parts:

- Section 2: Methodology and weighting scheme
- Section 3: Service ratings
- Section 4: Priorities
- Section 5: Characteristics of the riders and trips
- Section 6: Trip end maps
- Section 7: Information preferences

A copy of the survey form is in the appendix. Extensive cross-tabs by route and key rider and trip characteristics are in separate documents. Finally, the study has generated considerable data on trip patterns that would be useful for future route planning. This is available electronically.

## Section 2: Methodology and Weighting Schemes

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The study collected data on travel patterns, rider characteristics and attitudes through the use of on-board paper surveys. The main data collection effort occurred from Monday, October 7th to Friday, October 11th. There were no national holidays or significant storms affecting travel patterns during this period. Some added data collection occurred later in October to enlarge the sample on routes 88, 39, and 27.

The sampling plan for the fixed route service worked at the unit of the individual bus trip in each of the four time periods (morning--6:00 to 8:59, midday--9:00 to 2:59, PM peak--3:00 to 5:59, and evening--6:00 to closing).

The bus trips selected for the sample accounted for the distribution of trips in each of four time periods. The surveyed trips were different on each of the survey days. For example, if we surveyed the 10:15 AM trip of Route 4B on Wednesday, October 9, we would not have sampled the same 10:15 trip of Route 4B on any other day of the survey period.

For most trips in the sample, on-board survey staff rode the full route (round-trip) and distributed questionnaires and pencils to passengers (except for small children) who boarded. Each survey monitor wore a badge indicating that the project was for GRTC, and they carried a box of materials that included: 1) sequentially numbered surveys in English, Spanish, Vietnamese, and Arabic; 2) pencils; 3) survey trip tally sheets; 4) a sign announcing GRTC passenger survey today"; 5) tape to append this sign to the front of the fare box; and 6) a shift schedule.

The surveyors would identify themselves to the bus drivers and tape the sign to the fare box. Passengers boarding the bus (or on the bus at the start of the survey) received a survey form (starting with the lowest serial number and going up) and a pencil and a request to complete the form. For each leg of the trip, survey staff used the tally sheet to record the route, start location, start time, end location, and the beginning and ending survey number distributed on that leg. Surveys for each leg with a tally sheet went into separate large envelopes, and the survey staff turned these into Marc Warner or Ben Heckscher, the survey supervisors, on their next break at the survey administrative hubs at either Willow Lawn, 2nd & Marshall, or the Transfer Plaza by 9th and Clay.

The survey process for express buses was slightly different. Travelers on these routes almost uniformly ride in both directions and board the afternoon buses at a limited set of bus stops in Downtown Richmond. Thus, a survey staff person rode only on the afternoon outbound trips, and distributed the questionnaire and small pencil to riders boarding on the five or six stops in the downtown loop. The surveyor would then post a "return surveys here" envelope by the driver before exiting the bus at the last downtown stop.

A copy of the English, Spanish, Vietnamese and Arabic versions of the survey appears in Appendix 1.

The data collection effort elicited completed surveys from 1,513 riders, whose reported transit trip (including transfers) accounted for 2021 identifiable bus boardings.

## Distinct weights calculated and applied

Different types of analyses will call for different weighting of the survey results. This section presents two different weighting schemes. The first weight is the one used generally in the tables, charts, and narrative presented in this report. The second is used less frequently and then as noted where appropriate.

Both of these weights aim to ensure that the survey responses are proportionate to the actual distribution of ridership by GRTC route. In other words, for inferences from the survey about the GRTC system as a whole, we would want to more heavily weight the surveys from routes where the response rate was lower than average, and more lightly weight the surveys from routes where the response rate was higher than average. The responses relative to the actual ridership, for example, were lower for route 12 than for route 5. For characteristics about the full GRTC system, we thus apply a proportionally higher weight for the surveys on route 12 than we do for those on route 5.

Here are the weighting schemes as calculated and applied:

Weight	Application in this report
<p><b>System-wide Trips</b>--These weights match the true proportion of GRTC boardings by time-of-day and route. The weight also accounts for <i>linked</i> trips so as not to disproportionately favor the responses of a rider whose transit trip involves two or more bus boardings over one who does not have to transfer. This weight ignores the frequency with which any individual traveler uses the local transit service.</p>	<p>Information about the system as a whole, including results for any subset of travelers other than those defined by route.</p>
<p><b>Route-level Boardings</b>—A picture of information about an individual route does not require further weighting of the survey sample up to the system as a whole, or adjustments to account for linked trips. The weighting scheme applied to individual routes in this report thus only factors up or down a route’s survey responses to match the proportion of the true route boardings in each time-of-day.</p>	<p>Information for individual routes</p>
<p><b>System-wide Distinct Riders</b>--It is important to note the distinction between trips and riders. “Trips” reflect the overall travel patterns of people riding the system. "Riders" refer to the individuals that use the system, regardless of their trip frequency. As a simple illustration of this difference, consider a system with two individual bus riders. Rider A commutes by bus every weekday. Rider B takes one trip by bus each week. Over the course of the week, riders would make six round trips, but there would be only two different riders.</p> <p>A distinct rider weight allows us to deal with under-representation in the survey sample of infrequent riders. This under-representation occurs because the infrequent rider is less likely to be on the bus on any given survey</p>	<p>Information in the tables labeled as “Distinct riders”</p>

day than would a daily or other frequent rider. This does not affect characteristics of the boardings or trips, but it does bias the measures of characteristics of <i>individual</i> riders. The trip frequency weight applied to the survey responses of each respondent is the overall average trip frequency divided by the trip frequency of the respective survey respondent.	
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The true boardings for each route, and the route and *base* system weights appear in the table on the below. Note that the base system weight is for unlinked boardings. A subsequent adjustment to account for linked boardings depends on the number of transfers for each survey respondent.

## GRTC 2019 Passenger Survey Report

Route	APC count--fall 2019 weekday		survey responses		route weights		system-wide weights	
	peak	off-peak	peak	off-peak	peak	off-peak	peak	off-peak
PULSE	2898	5097	116	276	1.22	0.91	1.64	1.21
1A	746	1323	57	21	0.49	2.37	0.86	4.13
1B	276	513	40	22	0.54	1.83	0.45	1.53
1C	410	872	77	73	0.62	1.40	0.35	0.78
2A	316	640	22	28	0.75	1.20	0.94	1.50
2B	331	622	18	7	0.48	2.33	1.21	5.83
2C	453	752	28	38	0.89	1.08	1.06	1.30
3A	332	531	31	16	0.58	1.81	0.70	2.18
3B	485	729	14	28	1.20	0.90	2.27	1.71
4A	86	161	11	12	0.72	1.25	0.51	0.88
4B	167	268	9	17	1.11	0.94	1.22	1.03
5	832	1632	66	145	1.08	0.96	0.83	0.74
7A	258	544	22	27	0.72	1.23	0.77	1.32
7B	270	515	26	59	1.13	0.94	0.68	0.57
12	394	742	23	44	1.01	0.99	1.12	1.11
13	81	179	3	7	1.04	0.98	1.78	1.68
14	339	730	30	25	0.58	1.50	0.74	1.91
18	49	86	0	13	0.64	0.64	0.68	0.68
19	347	661	28	59	1.07	0.97	0.81	0.73
20	245	509	17	28	0.86	1.08	0.95	1.19
23	10	0	3	0	1.00	0.00	0.23	0.00
26	113	0	19	0	1.00	0.00	0.39	0.00
27	147	0	17	0	1.00	0.00	0.57	0.00
28	23	0	12	0	1.00	0.00	0.12	0.00
29	391	31	17	3	1.09	0.49	1.51	0.68
39	42	108	1	4	1.40	0.90	2.76	1.77
50	81	179	9	12	0.73	1.21	0.59	0.98
56	54	24	4	12	2.79	0.40	0.89	0.13
64	213	29	35	1	0.91	4.29	0.40	1.89
75	55	6	11	1	0.99	1.09	0.33	0.36
76	37	41	5	6	1.04	0.97	0.49	0.45
77	71	100	5	11	1.33	0.85	0.93	0.59
78	117	185	11	23	1.20	0.91	0.69	0.53
79	84	166	17	32	0.97	1.02	0.33	0.34
82	150	0	26		1.00	0.00	0.38	0.00
86	83	147	20	8	0.51	2.23	0.27	1.21
87	115	265	10	14	0.73	1.19	0.76	1.24
88	62	39	3	6	1.83	0.59	1.34	0.43
91	239	395	11	46	1.95	0.77	1.43	0.56
93	43	47	3	3	0.95	1.05	0.94	1.04
95	79	3	17	0	0.97	0.00	0.31	0.00
GRTC	11523	18870	894	1127				

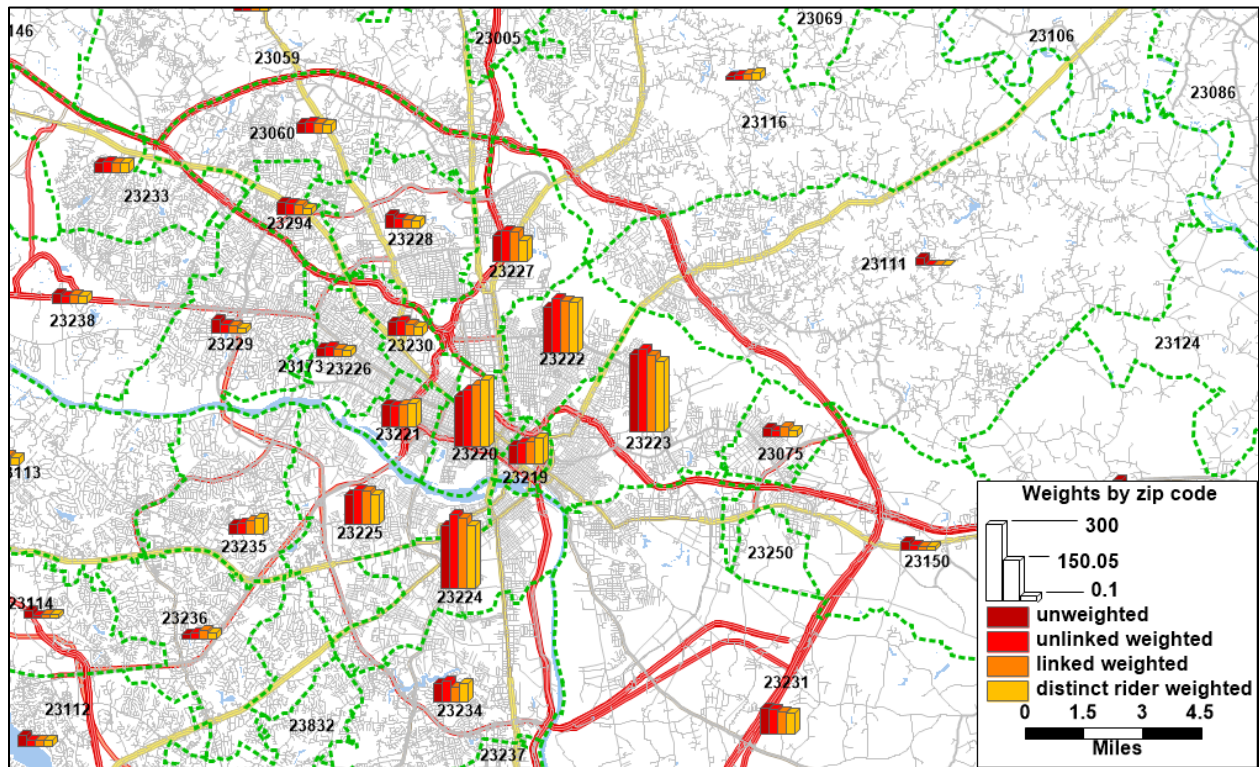
*values are proportional average for all time periods*

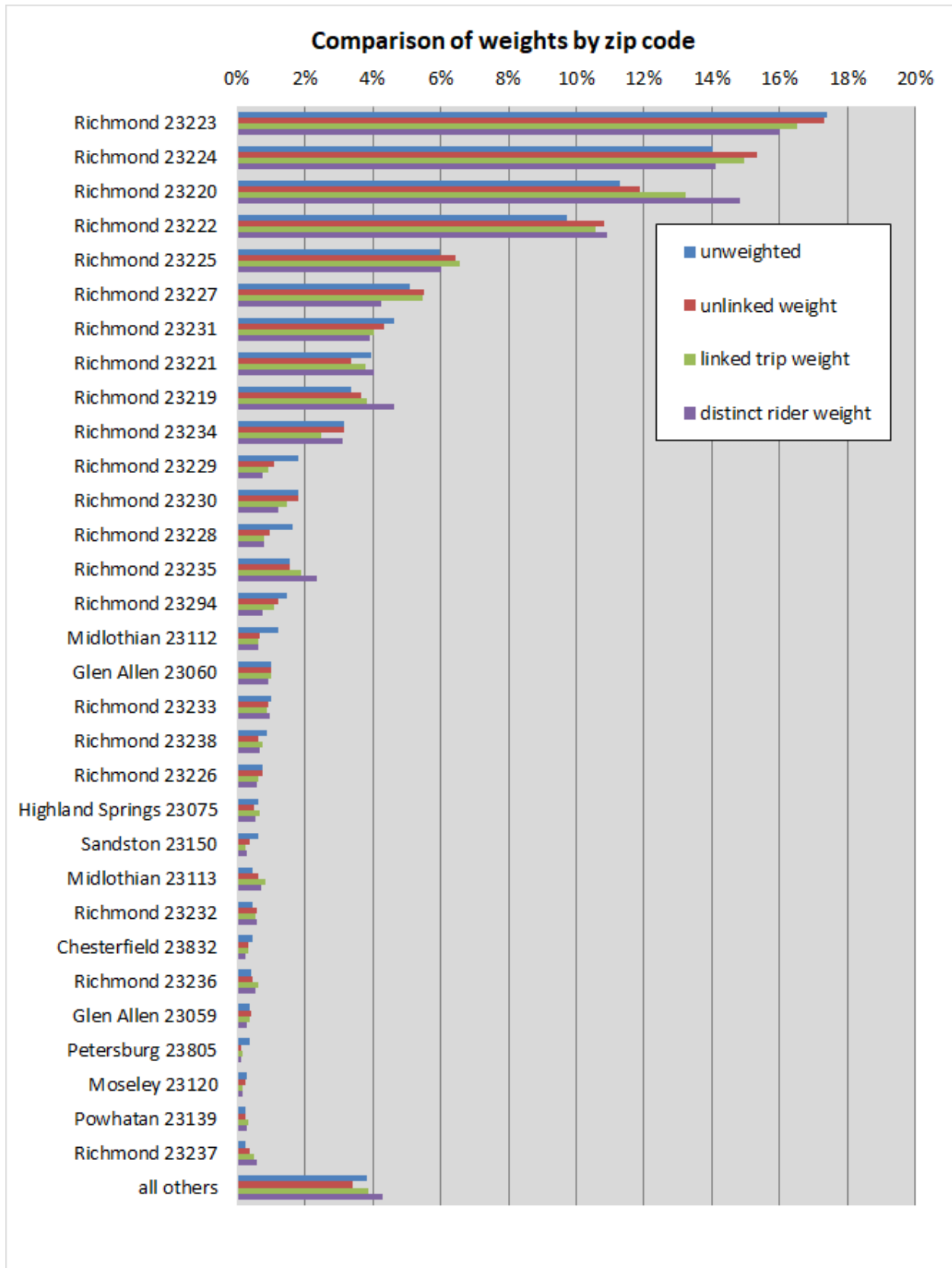
route	unlinked trip weights		system-wide linked	distinct rider weights
	unweighted	applied	trips applied	applied
Pulse	1	1.38	1.39	1.46
1a	1	0.91	0.94	0.84
1B	1	1.00	1.00	0.86
1c	1	0.97	1.03	0.98
2a	1	1.36	1.51	1.51
2B	1	1.33	1.46	1.49
2c	1	1.35	1.41	1.43
3a	1	1.70	1.54	1.24
3B	1	1.63	1.40	1.87
4A	1	0.86	0.82	1.03
4B	1	0.86	0.59	0.61
5	1	0.75	0.82	0.90
7A	1	0.73	0.75	0.71
7b	1	0.74	0.80	0.74
12	1	1.08	1.03	0.91
13	1	1.59	1.13	1.56
14	1	1.18	0.96	1.04
18	1	0.64	0.49	0.53
19	1	0.73	0.60	0.55
20	1	1.03	0.94	0.98
23	1	0.21	0.28	0.19
26	1	0.36	0.41	0.33
27	1	0.53	0.65	0.49
28	1	0.11	0.15	0.16
29	1	0.98	0.99	0.87
39	1	1.83	2.22	1.99
50	1	0.74	0.62	0.60
56	1	0.48	0.50	0.53
64	1	1.20	1.51	1.22
75	1	0.32	0.33	0.26
76	1	0.49	0.42	0.49
77	1	0.83	0.58	0.47
78	1	0.58	0.53	0.61
79	1	0.31	0.28	0.30
82	1	0.35	0.44	0.37
86	1	0.62	0.62	0.83
87	1	0.98	0.87	0.78
88	1	0.69	0.57	0.41
91	1	0.98	1.06	0.94
93	1	0.90	0.54	0.35
95	1	0.30	0.39	0.37



### Application of the system-wide weights by zip code of residence

The chart on this page compares the unweighted and weighted distribution of survey responses according to the respondent's home zip code. The results show a fairly close match between each of the weighting schemes and the unweighted sample. Residents in some of the outlying areas (e.g., zip code 23111) completed more surveys than system-wide boarding data would have suggested, and thus the system-wide weighting schemes factor down the responses from these areas.





## Confidence in the survey results--margin of error

The margin of error is a statistical term that measures the degree to which the results of the sample (the survey respondents) would also apply to the full relevant population (all bus riders and trips). For the system as a whole, we can be 95 percent confident that a proportion determined for the sample will be at most 2.04 percent from the true proportion for the full population. In other words, if 50 percent of the *sample* of GRTC riders are taking the bus to or from work, then we can be 95 percent confident that 47.96 to 52.04 percent (50 + or - 2.04) of *all* GRTC riders are taking the bus to or from work. There is a 5 percent chance that a randomly drawn sample could be an unrepresentative fluke, and the true proportion is outside of this range.

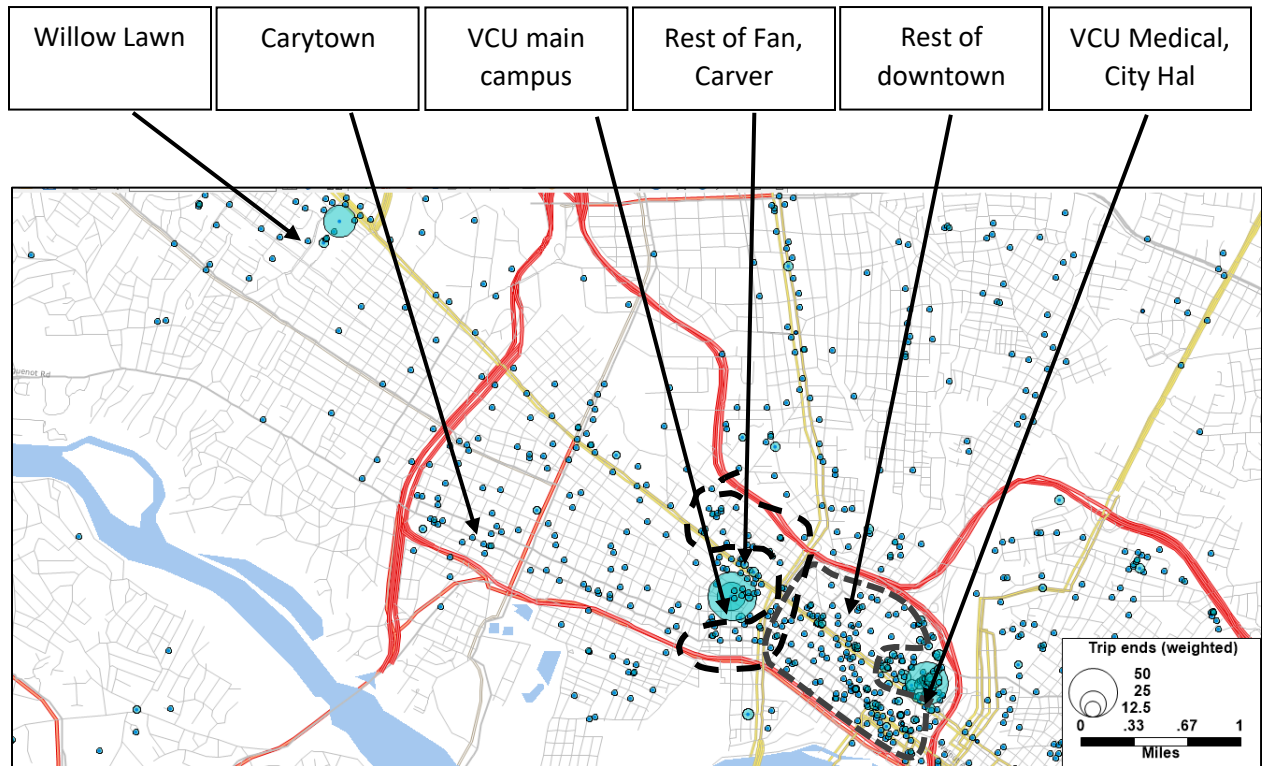
Note that the 2.04 percent is the maximum confidence interval; these apply when the relevant share for the sample is 50 percent. As the proportion for the sample moves closer to 1 or 99 percent, the confidence interval becomes appreciatively smaller. For example, 8.4 percent of the survey sample is over age 65, and we can be 95 percent confident that the proportion of GRTC's true ridership over age 65 is between 7.28 and 9.52 percent (8.4 + or - 1.12). In this case, the breadth of the interval drops from  $\pm 2.04$  to  $\pm 1.12$ .

It is important to recognize that the calculated margin of error assumes that the survey sample is random. Is this a reasonable assumption? For drawing conclusions about transit use system wide, we believe it is. For certain sub-markets, it may be questionable. This is due in part to the nature of the survey. Surveying passengers on specific bus trips was a pragmatic (and standard) alternative to surveying a random sample of all passengers throughout the day. This latter approach would have assured that all GRTC passengers—not just those on the selected sample of trips—would have a more equal chance to be part of the survey. The use of the bus trip as the sample unit does undermine the assumption of randomness, but we assume that the effect is a wash; i.e., that the surveyed passengers on the selected trips (distributed throughout the day) are still a fair representation of the passengers who boarded other trips.

Finally, the sample is likely to include a lower than actual share of riders who have low literacy, who had a very short bus trip, and who did not get a seat (thus making it more difficult to fill out the form). The survey process and staff sought to minimize this potential bias (surveys were available, for example, in Spanish, Vietnamese, and Arabic), but this potential source of bias may have occurred. Again, we assume that this effect is small and does not appreciably bias the overall results.

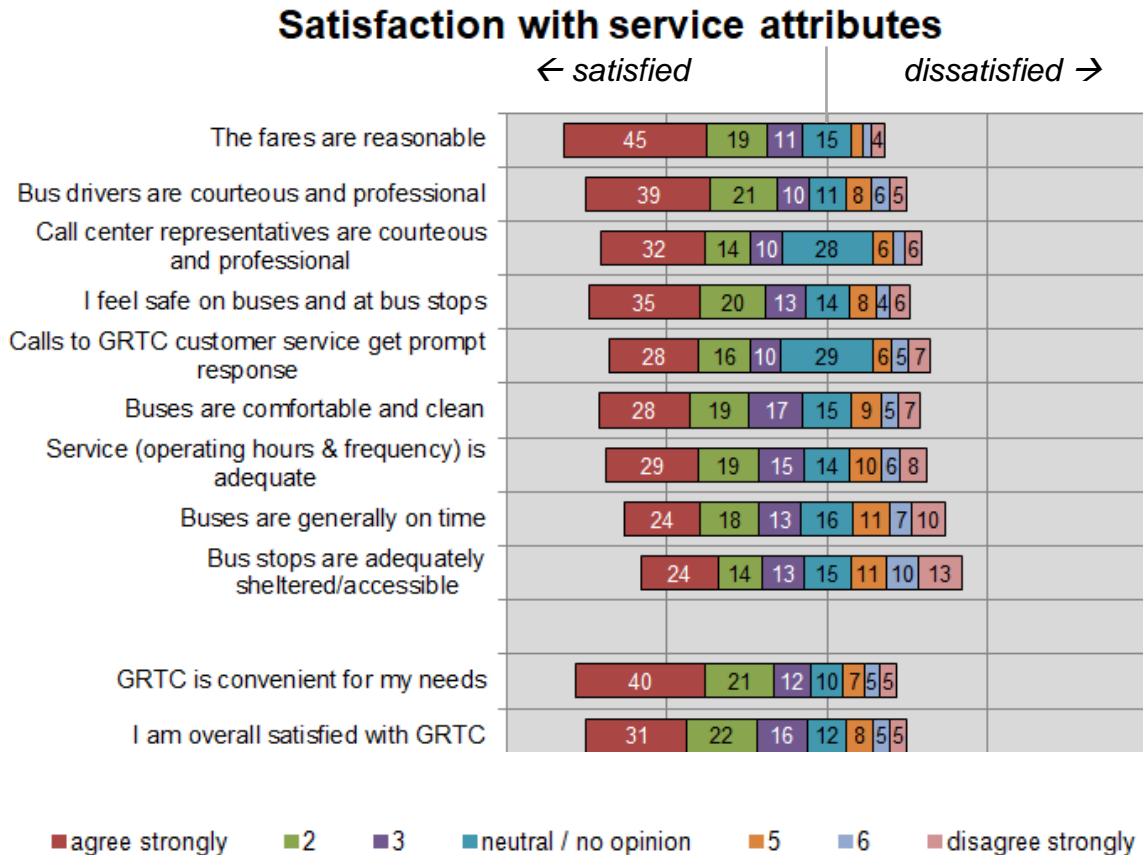
### Major generators used in report

The report refers in many instances to a few key areas that have a high concentrations of transit trip ends—not bus stops, but true origins and destinations as identified by the respondent on the survey. The map groups these as follows:



## Section 3: Service ratings

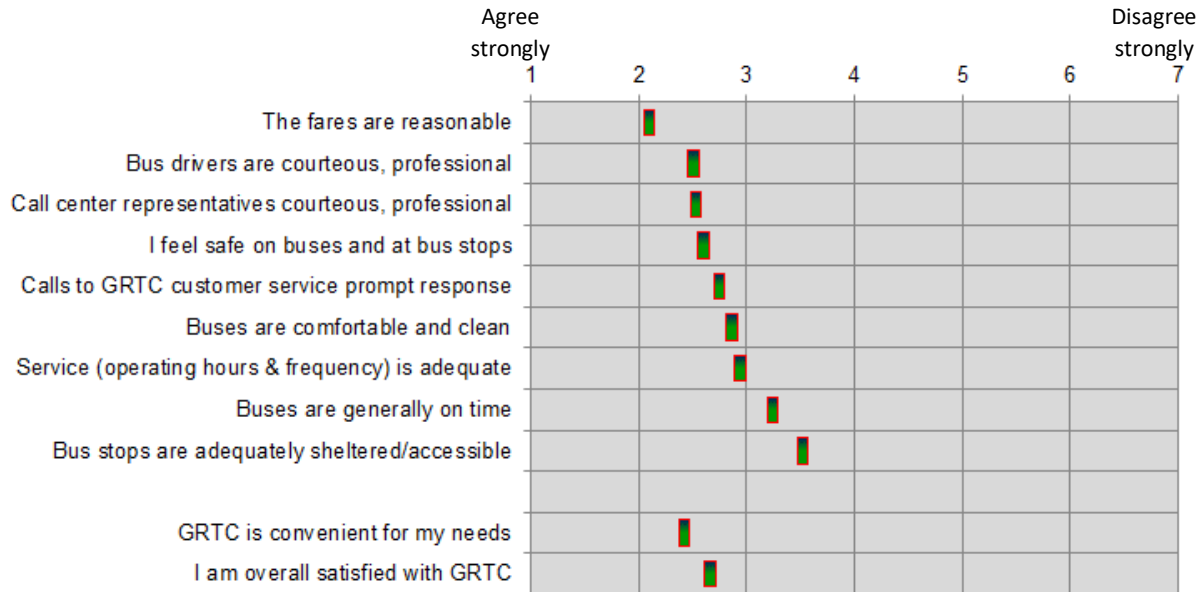
The survey asked respondents to rate each of nine service attributes and two measures of general satisfaction with GRTC service. For each of these, the survey used a scale of 1 to 7, where 1 indicated the highest level of satisfaction and 7 was the highest level of dissatisfaction. The chart below shows a summary of the responses.



For each of the attributes, more than half of the respondents gave a rating of 1, 2, or 3, indicating a level of satisfaction. Travelers in particular believe the fares are reasonable and the bus drivers are courteous and professional. The agency has most room for improvement in regard to improving bus stop shelters and accessibility, and in terms of on-time performance.

The chart below shows the average scores after excluding respondents who rated the statement as "4--neutral / no opinion." This ensures that only the respondents who believed they had the knowledge to make an opinion are included.

### GRTC -- Average rating



How do these ratings differ by route and rider characteristic? The results are evident from the tables on the next two pages. A color theme highlights the good and bad ratings: those closer to 1 (most satisfied) have the deepest green; those closer to 7 (most dissatisfied) have the deepest red.

Some key findings are as follows:

#### *Ratings by route table*

- Travelers on the Pulse have better than average ratings on all service dimensions. Those on routes 1B, 12, 19, 76 and 86 have worse than average ratings on all service dimensions
- Riders are generally not satisfied with the very limited service on route 56.
- Safety is a particular concern for riders on routes 13 and 83.
- With the exception of route 82, riders on the express routes are generally in strong agreement with the statement that the fares are reasonable.

#### *Ratings by rider and trip characteristics table*

- Travelers who transfer give a worse rating on every dimension than do travelers who don't have to transfer.
- Non-hispanic white and Asian riders are more satisfied than are Hispanics and blacks on every dimension of service quality.
- Income level does not affect the perception about the reasonableness of GRTC fares. (Note here that the highest income riders are disproportionately on GRTC's express buses.)



## GRTC 2019 Passenger Survey Report

*higher score, darker red is greater dissatisfaction*

	Fares are reasonable	Drivers courteous/professional	Call center reps courteous/professional	I feel safe on buses and at bus stops	Calls to customer service get prompt response	Buses are comfortable and clean	Service (op hours & freq) adequate	Buses are generally on time	Bus stops adequately sheltered/accessible	GRTC is convenient for my needs	I am overall satisfied with GRTC
GRTC system	2.10	2.50	2.53	2.59	2.75	2.85	2.93	3.23	3.51	2.41	2.66
Distinct riders	2.10	2.39	2.47	2.56	2.67	2.73	2.78	3.09	3.39	2.38	2.59
PULSE	2.06	2.48	2.41	2.58	2.71	2.81	2.91	3.02	3.33	2.39	2.64
1A	2.31	2.58	2.54	2.77	2.83	2.99	2.72	3.30	3.30	2.32	2.68
1B	2.22	2.75	2.93	2.69	3.00	3.16	2.94	3.50	4.02	2.51	2.72
1C	2.25	2.68	2.69	2.78	2.71	3.04	3.00	3.47	3.70	2.71	2.68
2A	2.02	2.27	2.40	2.90	2.78	2.72	3.08	2.78	3.65	2.50	2.62
2B	1.91	2.73	2.58	2.17	2.81	2.53	3.37	4.16	3.76	1.83	3.04
2C	2.21	2.23	2.22	2.47	2.70	2.45	3.21	3.05	3.56	2.67	2.52
3A	1.58	2.50	2.24	3.07	2.66	3.09	2.86	3.28	3.57	2.43	2.34
3B	1.95	3.21	2.59	3.32	2.81	3.82	3.72	4.44	4.51	2.98	3.03
4A	1.85	2.36	1.83	2.23	2.00	2.08	1.61	2.08	3.00	1.79	2.14
4B	1.56	2.94	2.67	2.82	2.57	2.94	2.77	3.00	3.31	1.93	2.38
5	2.08	2.45	2.37	2.37	2.53	2.87	2.64	2.99	3.39	2.30	2.46
7A	2.20	2.51	2.10	2.67	2.27	2.61	2.98	2.94	2.96	2.42	2.33
7B	2.16	2.87	2.84	2.43	3.07	3.04	2.69	3.43	3.50	2.24	2.69
12	2.22	2.94	2.79	3.29	3.27	4.11	3.46	4.02	4.08	2.59	2.89
13	2.39	2.45	2.64	4.65	2.65	2.95	3.60	2.77	4.43	2.89	2.94
14	2.17	2.88	2.58	2.94	3.23	3.13	2.60	3.68	3.87	2.19	2.78
18	2.25	2.00	2.14	2.25	2.75	2.50	3.43	2.43	4.38	2.75	3.00
19	2.11	2.99	2.90	2.81	3.42	3.04	3.08	3.63	4.09	2.59	3.03
20	1.70	2.33	2.03	2.03	2.42	2.61	2.79	3.08	4.00	2.51	2.72
26	1.55	2.22	3.13	1.81	3.75	2.71	2.21	3.44	3.71	2.36	3.00
27	1.44	2.38	2.75	2.00	2.64	3.00	2.62	3.47	2.55	2.31	2.63
28	1.88	2.09	2.38	2.44	2.63	2.25	1.88	3.00	1.71	2.25	2.55
29	2.12	1.97	2.06	2.04	2.37	2.51	3.70	2.99	3.46	2.70	2.77
39	2.33	3.00	2.67	3.00	2.67	3.67	2.67	3.00	2.67	3.00	2.67
50	2.02	3.39	2.61	2.57	3.06	3.09	2.97	3.62	4.55	2.82	3.22
56	3.20	3.37	3.61	3.97	4.63	4.07	4.41	2.74	4.79	3.94	4.36
64	1.78	1.56	2.92	1.78	2.88	2.34	2.73	2.51	4.04	2.15	2.12
75	1.88	2.90	2.30	2.18	3.25	2.20	3.61	3.80	4.50	3.16	2.86
76	2.36	3.71	3.46	3.44	3.33	3.14	3.42	3.87	4.06	2.92	2.71
77	1.72	3.20	2.17	2.29	2.40	3.02	4.24	3.02	4.36	2.74	3.70
78	2.24	2.35	2.73	2.68	3.02	3.10	3.49	3.57	4.32	2.45	3.06
79	1.90	2.29	1.93	2.28	2.22	2.29	3.20	3.14	3.84	2.89	2.82
82	3.78	1.50	2.25	1.60	2.20	1.86	1.86	1.76	2.31	1.50	1.86
86	2.73	3.50	3.03	3.37	3.25	4.29	3.68	4.01	4.68	2.97	3.83
87	1.23	2.30	1.54	2.55	2.55	2.49	2.89	4.13	3.85	2.37	2.24
88	1.41	2.28	1.50	1.68	1.92	1.10	2.30	3.92	1.13	2.39	2.51
91	2.51	2.48	2.52	3.06	2.68	2.67	3.43	3.73	4.05	2.49	2.99
93	2.45	3.65	2.70	4.14	1.95	5.06	4.49	6.00	3.98	2.16	3.19
95	2.00	2.07	3.18	2.57	4.50	2.77	2.71	2.14	4.00	2.25	2.21

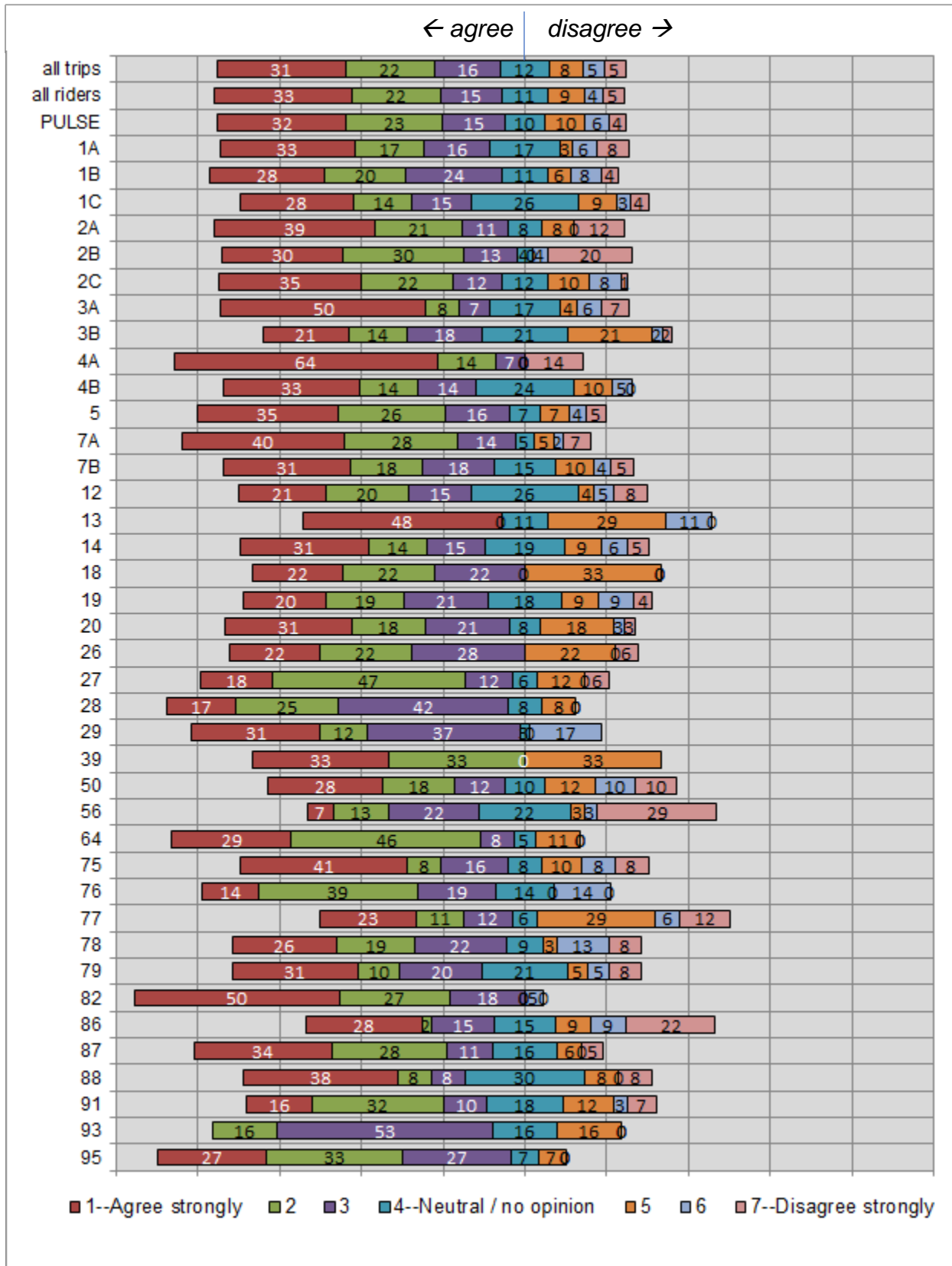
# GRTC 2019 Passenger Survey Report

*higher score, darker red is greater dissatisfaction*

		Fares are reasonable	Drivers courteous	Call center reps courteous	I feel safe on buses and at bus stops	Calls to customer service get prompt response	Buses are comfortable and clean	Service (op hours & freq) adequate	Buses are generally on time	Bus stops adequately sheltered / accessible	GRTC is convenient for my needs	I am overall satisfied with GRTC
<i>time period fixed</i>	all trips	2.10	2.50	2.53	2.59	2.75	2.85	2.93	3.23	3.51	2.41	2.66
	all riders	2.10	2.39	2.47	2.56	2.67	2.73	2.78	3.09	3.39	2.38	2.59
<i>transfers?</i>	peak	2.10	2.53	2.69	2.63	2.91	2.91	3.10	3.35	3.77	2.45	2.75
	off-peak	2.07	2.59	2.40	2.70	2.73	2.95	2.96	3.26	3.56	2.50	2.70
<i>years riding</i>	Transfer trip	2.11	2.82	2.55	2.90	2.87	3.10	3.27	3.55	3.84	2.67	2.91
	No transfer trip	2.00	2.21	2.44	2.31	2.70	2.71	2.71	3.03	3.47	2.24	2.46
<i>access to car</i>	less than 1 year	1.77	2.40	2.40	2.23	2.35	2.54	2.78	3.03	3.29	2.21	2.48
	1 to 2 years	2.03	2.23	2.50	2.50	2.77	2.79	2.73	3.15	3.28	2.34	2.52
	3 to 5 years	1.90	2.70	2.44	2.98	2.73	3.11	3.20	3.71	4.10	2.53	3.00
	6 to 10 years	2.03	2.32	2.37	2.49	2.54	2.86	3.03	3.16	3.90	2.47	2.50
<i>race / ethnicity</i>	more than 10 years	2.18	2.95	2.59	2.81	2.98	3.15	3.31	3.40	3.87	2.60	2.88
	Yes	2.06	2.26	2.62	2.39	2.87	2.69	2.80	2.97	3.56	2.36	2.57
<i>gender</i>	No	2.02	2.69	2.52	2.78	2.83	3.02	3.17	3.48	3.72	2.55	2.84
	Hispanic or Latino	1.85	2.61	2.80	2.57	3.23	2.88	3.04	3.76	3.66	2.15	2.72
	African American/Black	2.04	2.70	2.57	2.75	2.81	3.14	3.01	3.38	3.68	2.48	2.78
	White	2.03	2.20	2.13	2.19	2.54	2.31	2.94	2.97	3.51	2.39	2.43
<i>age</i>	Asian	1.96	2.08	2.32	2.81	2.79	2.41	3.01	3.38	2.91	2.14	2.83
	Male	2.01	2.40	2.36	2.33	2.82	2.75	2.94	3.15	3.51	2.36	2.59
<i>education</i>	Female	2.07	2.68	2.60	2.88	2.82	3.05	3.11	3.42	3.75	2.53	2.81
	18 to 24	1.96	2.39	2.18	2.79	2.44	2.98	2.47	3.60	3.24	2.06	2.59
	25 to 34	2.03	2.50	2.46	2.44	2.97	2.86	2.79	3.27	3.52	2.66	2.58
	35 to 44	2.08	2.84	2.78	2.80	3.02	3.08	3.60	3.71	3.99	2.57	2.78
	45 to 54	2.03	2.84	2.56	2.49	2.88	2.81	3.30	3.17	3.55	2.64	2.96
	55 to 64	2.08	2.31	2.34	2.54	2.43	2.68	2.86	2.93	3.65	2.27	2.64
<i>income</i>	65 and older	2.26	2.75	2.74	2.95	2.86	3.22	3.47	2.94	3.85	2.55	2.97
	12th grade or lower	1.96	2.56	2.20	2.94	2.36	3.09	2.72	3.25	3.44	2.19	2.74
	High school graduate / GED	2.03	2.74	2.47	2.72	2.80	2.96	2.94	3.24	3.36	2.42	2.62
	Some college credit	2.09	2.68	2.67	2.67	2.75	2.96	3.20	3.63	3.94	2.67	2.93
	Associate's or tech school degree	2.11	2.36	2.63	2.32	2.78	2.84	2.79	3.18	3.68	2.16	2.49
	Bachelor's or undergraduate degree	2.07	2.37	2.76	2.64	3.39	2.78	3.08	3.21	3.69	2.56	2.75
<i>major generator</i>	Graduate or professional degree	1.98	2.15	2.38	2.39	2.98	2.66	3.19	3.09	4.03	2.50	2.72
	Below \$10,000	1.94	2.56	2.18	2.61	2.24	2.80	2.80	3.36	3.29	2.25	2.54
	\$10,000 - \$24,999	2.13	2.76	2.66	2.79	2.88	3.00	3.06	3.30	3.61	2.42	2.76
	\$25,000 - \$49,999	2.04	2.57	2.56	2.59	2.88	3.00	3.12	3.38	3.85	2.44	2.75
	\$50,000 - \$74,999	1.68	2.20	2.35	2.45	2.98	2.45	3.00	3.23	3.89	2.50	2.75
	\$75,000 - \$99,999	2.17	2.10	3.21	2.44	3.70	2.86	3.66	3.18	3.78	2.64	2.74
<i>major generator</i>	\$100,000 or more	1.97	1.79	1.93	2.08	1.86	2.36	2.32	2.47	3.15	2.35	2.30
	VCU medical	1.70	2.14	2.51	2.32	2.76	2.85	2.78	2.83	3.53	2.32	2.50
	rest of downtown	2.14	2.13	2.47	2.28	2.67	2.76	2.86	3.00	3.80	2.23	2.51
	VCU main campus	1.74	2.01	1.60	2.51	2.08	2.47	2.34	2.99	2.70	2.09	2.38
	rest of Fan/Carver	2.24	2.61	2.75	2.91	3.26	2.97	3.34	3.50	3.82	2.44	2.68
	Willow Lawn	1.84	2.85	2.34	3.00	3.01	2.54	2.81	2.97	3.39	2.20	2.88
	Carytown	1.38	3.59	2.40	3.31	4.53	3.34	2.98	3.78	4.67	1.90	2.36
	no major generator	2.19	2.80	2.62	2.81	2.83	3.08	3.19	3.52	3.72	2.67	2.87



*I am overall satisfied with GRTC, by route*



## Section 4: Priorities

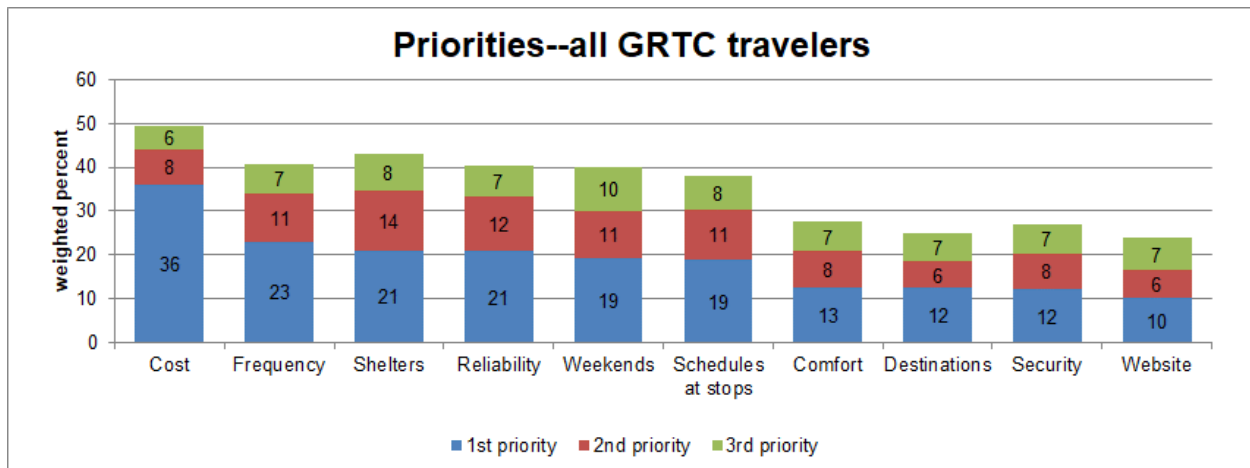
The survey asked respondents to consider ten possible changes to TART service, and to rank their three preferred options by marking them **1** for first priority, **2** for second priority, and **3** for third priority. The point of this approach was to prompt respondents to establish their true preferences, rather than simply checking off all the items as desirable.

The ten choices were as follows:

- **Cost:** GRTC kept fares low
- **Schedules at Bus Stops:** Your bus stop had information about scheduled arrival times
- **Shelters:** Your bus stops had shelters, benches, etc.
- **Frequency:** GRTC buses ran more frequently on WEEKDAYS
- **Weekends:** GRTC buses ran more frequently on WEEKENDS
- **Reliability:** GRTC buses had better on-time performance
- **Comfort:** GRTC buses had softer seats, looked spotless
- **Destinations:** GRTC service included bus routes to \_\_\_\_\_ (fill in location)
- **Security:** Regular security patrols at transit centers
- **Website:** GRTC had a more mobile-friendly website and text alerts

The survey form also prompted respondents to specify some other priority than the ones listed above.

The charts in this section present the results, with the choices ordered left to right by the percent of 1st priority rankings. The first chart, below, shows the weighted results for all respondents.



Keeping fares low was a priority for half of the respondents, suggesting that while riders felt GRTC fares were reasonable now (section 3), they might not feel the same way with a fare increase.

The tables on the following pages show a priority score by route and by various other rider and trip characteristics. The score is the priority rating (1,2,3, or 4 for not a priority) times the percentage giving it that respective rating. Thus, scores closer to 1 are highest priority; scores closest to 4 are lowest priority.

## GRTC 2019 Passenger Survey Report

Some findings from this table:

- Travelers on the express buses have relatively little interest in weekend service.
- Local routes without Sunday service, however, generally give a high priority to added weekend service.
- Shelters and more accessible bus stops are relatively high priorities for riders on route 1A and for those routes with a hub at Willow Lawn.

*lower score, darker red is higher priority*

	Cost	Shelters	Frequency	Reliability	Weekends	Schedules at stop	Comfort	Security	Destinations	Website
GRTC system	2.28	2.69	2.70	2.74	2.82	2.85	3.20	3.21	3.26	3.33
Distinct riders	2.28	2.72	2.71	2.70	2.85	2.81	3.15	3.18	3.25	3.31
PULSE	2.37	2.79	2.71	2.80	2.82	2.94	3.25	3.22	3.31	3.37
1A	2.12	2.18	2.53	2.31	2.69	2.70	2.75	2.88	3.07	2.89
1B	2.18	2.43	2.91	2.93	2.66	2.76	3.17	3.47	3.24	3.37
1C	1.98	2.63	2.69	2.61	2.60	2.81	3.02	3.03	3.08	3.07
2A	2.19	2.34	2.15	2.33	2.52	2.72	2.68	2.85	2.59	3.14
2B	2.31	2.44	2.23	2.04	2.86	2.84	2.96	3.04	3.31	3.02
2C	1.93	2.48	2.93	2.98	2.51	2.38	3.26	3.30	3.20	3.34
3A	2.28	2.70	2.83	2.87	2.95	2.89	3.41	3.35	3.29	3.50
3B	1.82	2.47	2.72	2.91	2.54	2.52	3.21	2.93	2.98	3.49
4A	1.50	2.43	2.36	2.86	2.86	3.07	2.79	3.00	3.07	2.79
4B	2.41	2.47	3.24	2.71	3.00	2.82	3.35	3.65	3.23	3.59
5	2.41	2.66	2.73	2.82	2.97	2.95	3.23	3.38	3.41	3.37
7A	1.89	2.61	2.39	2.69	2.36	2.89	2.93	3.13	3.08	3.17
7B	2.27	2.75	2.86	2.95	2.89	2.83	3.34	3.35	3.19	3.34
12	1.95	2.79	2.73	2.75	2.36	2.69	3.10	3.19	2.96	3.11
13	2.65	2.49	3.10	3.07	2.68	3.20	3.49	3.49	3.13	3.49
14	2.38	2.34	2.58	2.51	2.81	2.83	3.43	3.33	3.34	3.42
18	2.00	2.00	3.29	3.43	2.57	2.86	3.71	3.57	4.00	3.86
19	2.49	2.67	2.72	2.70	2.63	2.99	3.31	3.27	3.30	3.53
20	2.23	2.32	3.35	3.06	3.00	3.30	3.50	3.35	3.56	3.62
26	2.94	2.94	2.59	2.88	3.59	3.35	3.47	3.76	3.71	3.65
27	2.44	3.25	2.88	2.63	3.63	3.38	3.50	3.69	3.44	3.69
28	2.50	3.50	3.00	2.67	3.75	3.17	3.50	3.67	3.75	3.50
29	3.17	3.10	2.25	2.82	3.73	3.41	3.47	3.73	3.66	3.72
39	3.00	2.67	3.00	2.00	1.33	2.00	3.00	3.00	3.00	3.00
50	2.00	2.37	2.57	2.62	2.65	3.10	3.40	3.09	3.30	3.70
56	1.76	2.52	2.87	2.93	1.90	2.87	2.99	2.93	2.81	3.04
64	2.83	2.87	2.62	2.71	3.86	3.58	3.55	3.72	3.58	3.72
75	1.54	1.93	2.72	2.82	2.69	2.28	3.10	3.18	3.26	3.51
76	1.67	2.16	3.40	4.00	3.65	3.16	3.84	3.51	3.77	4.00
77	1.76	2.59	3.22	3.35	2.57	3.18	3.82	3.64	3.94	3.76
78	2.24	2.32	2.65	3.01	2.78	2.63	3.23	3.47	3.10	3.30
79	2.29	2.90	2.72	2.95	2.10	2.92	3.44	3.39	3.36	3.59
82	2.52	3.14	2.67	3.62	3.62	3.67	3.52	3.71	3.67	3.33
86	2.14	2.57	2.48	2.31	2.36	2.72	2.94	3.17	2.98	2.89
87	2.05	2.03	2.42	2.34	2.67	2.74	2.38	2.73	2.81	2.66
88	2.12	2.42	3.30	2.72	2.28	3.07	3.19	3.65	3.54	3.42
91	2.29	2.75	2.50	2.93	2.58	2.66	3.18	3.24	3.09	3.36
93	2.00	3.00	1.82	2.65	2.67	2.32	2.35	2.67	3.49	3.14
95	2.00	2.43	2.08	2.50	3.67	3.50	2.46	2.93	3.58	3.38

## GRTC 2019 Passenger Survey Report

Some findings from this table:

- Concern about fares goes up as household incomes go down, as education attainment goes down, and as years riding GRTC goes up.
- Priorities show very little difference for men and women.

<i>lower score, darker red is higher priority</i>											
		Cost	Shelters	Frequency	Reliability	Weekends	Schedules at stops	Comfort	Security	Destin- ations	Website
	GRTC system	2.68	3.00	3.01	3.04	3.08	3.11	3.36	3.38	3.42	3.48
	Distinct riders	2.83	3.13	3.13	3.12	3.21	3.19	3.41	3.43	3.47	3.53
<i>time period</i>											
	am / pm peaks	2.58	2.88	2.87	2.93	3.02	3.08	3.27	3.35	3.35	3.41
	midday	2.65	3.00	3.05	3.09	3.02	3.09	3.41	3.39	3.42	3.52
	evening	2.73	2.98	3.09	3.06	3.00	3.39	3.46	3.50	3.40	3.48
<i>transfers?</i>											
	Transfer trip	2.49	2.84	2.92	3.00	2.86	3.05	3.32	3.38	3.33	3.44
	No transfer trip	2.71	3.01	3.00	3.00	3.19	3.15	3.37	3.36	3.46	3.51
<i>years riding</i>											
	less than 1 year	2.82	3.07	2.95	3.07	3.25	3.23	3.30	3.40	3.48	3.62
	1 to 2 years	2.68	2.95	2.86	2.95	3.07	3.00	3.32	3.36	3.41	3.52
	3 to 5 years	2.50	2.79	2.73	2.84	2.84	3.12	3.39	3.43	3.36	3.37
	6 to 10 years	2.28	2.46	2.77	2.69	2.72	2.98	3.31	3.21	3.29	3.22
	more than 10 years	2.19	2.76	2.91	2.95	2.79	2.96	3.19	3.24	3.20	3.38
<i>access to car</i>											
	Yes	2.62	3.04	2.86	2.92	3.24	3.11	3.36	3.42	3.50	3.56
	No	2.33	2.67	2.79	2.84	2.71	2.94	3.22	3.25	3.22	3.32
<i>race / ethnicity</i>											
	Hispanic or Latino	2.61	2.84	2.81	2.68	3.00	3.14	2.99	3.18	3.28	3.41
	African American/Black	2.23	2.67	2.81	2.86	2.68	2.81	3.15	3.17	3.18	3.27
	White	2.75	3.03	2.83	2.90	3.28	3.37	3.62	3.59	3.61	3.63
	Asian	2.96	3.29	2.31	2.83	3.01	2.73	3.22	3.55	3.39	3.50
<i>gender</i>											
	Male	2.31	2.85	2.79	2.85	2.87	2.99	3.27	3.27	3.27	3.36
	Female	2.51	2.75	2.84	2.89	2.85	2.95	3.28	3.31	3.32	3.41
<i>age</i>											
	18 to 24	2.72	2.91	2.95	2.84	3.03	2.99	3.34	3.40	3.37	3.49
	25 to 34	2.38	2.87	2.82	2.72	2.84	3.04	3.30	3.30	3.32	3.41
	35 to 44	2.54	2.89	2.74	2.93	2.66	2.99	3.34	3.37	3.24	3.36
	45 to 54	2.16	2.76	2.78	2.96	2.72	2.86	3.27	3.28	3.25	3.37
	55 to 64	2.18	2.52	2.76	2.89	2.91	2.88	3.22	3.19	3.28	3.26
	65 and older	2.69	2.90	2.86	3.06	2.94	3.04	3.26	3.27	3.30	3.53
<i>education</i>											
	12th grade or lower	2.14	2.62	2.73	2.73	2.65	2.61	3.06	3.01	3.08	3.09
	High school graduate / GED	2.23	2.68	2.81	2.91	2.59	2.76	3.11	3.13	3.16	3.24
	Some college credit	2.40	2.78	2.81	2.88	2.86	2.99	3.35	3.33	3.39	3.46
	Associate's or tech school degree	2.54	2.92	3.17	2.80	2.98	3.22	3.36	3.45	3.38	3.61
	Bachelor's / undergraduate degree	2.66	2.97	2.74	2.82	3.14	3.17	3.45	3.47	3.43	3.48
	Graduate or professional degree	2.89	3.02	2.61	3.01	3.43	3.47	3.60	3.64	3.55	3.61
<i>income</i>											
	Below \$10,000	2.22	2.65	2.75	2.79	2.74	2.76	3.18	3.12	3.09	3.31
	\$10,000 - \$24,999	2.24	2.72	2.77	2.92	2.76	2.96	3.27	3.21	3.31	3.36
	\$25,000 - \$49,999	2.41	2.81	2.80	2.90	2.72	2.95	3.27	3.36	3.26	3.37
	\$50,000 - \$74,999	2.75	2.84	2.93	2.63	3.14	3.14	3.43	3.54	3.43	3.56
	\$75,000 - \$99,999	2.81	3.25	2.73	2.99	3.30	3.38	3.64	3.53	3.37	3.47
	\$100,000 or more	3.09	3.00	2.63	2.86	3.49	3.10	3.36	3.33	3.45	3.33
<i>major generator</i>											
	VCU medical	2.97	3.18	2.81	3.02	3.46	3.18	3.49	3.51	3.52	3.59
	rest of downtown	2.81	3.01	2.95	3.12	3.28	3.20	3.43	3.54	3.53	3.60
	VCU main campus	3.01	3.27	3.23	3.23	3.29	3.18	3.58	3.45	3.72	3.73
	rest of Fan/Carver	2.76	3.03	2.94	2.92	2.92	3.17	3.55	3.41	3.36	3.50
	Willow Lawn	2.32	2.65	3.13	3.12	2.38	3.09	3.39	3.46	3.45	3.47
	Carytown	2.54	3.19	3.04	3.08	3.21	3.46	3.18	3.36	3.47	3.66

*Places identified as priorities for added service*

Survey ID	route	home zip	priority	destination
4411	Pulse	23219	1	Airport
4444	5	23241	1	counties - Henrico & Chesterfield etc
4015	5	23224	1	Fredericksburg
3857	87	23224	1	Southside
816	3	23222	1	6000 Audubon Dr
951	50	23224	1	Brook Road
2122	27	23227	1	Brook Road & Wilkerson
1090	1	23235	1	Buford to Richmond
345	20	23223	1	Bus for Mechanville Turnpike
2253	Pulse	23220	1	Carytown
3020	Pulse	23223	1	Chesterfield
3163	1	23223	1	Chesterfield County
1309	1	23224	1	Chesterfield Town Center
1842	2	23236	1	Chesterfield Town Center
618	88	23234	1	Coachland + Chesterfield from Centre
513	91	23231	1	Downtown
3015	4	23231	1	East
2675	7	23223	1	Henrico City Schools
2093	7	23223	1	Henrico on weekends and after 7
665	Pulse	23223	1	Hungary Road
1354	Pulse	23224	1	Innsbrook
1302	7	23225	1	Iron Bridge
1353	1	23224	1	Malls in surrounding counties
389	5	23223	1	Mechanicsville Turnpike
1258	2	23223	1	Midlothian
3018	Pulse	23231	1	More 5A stops
1006	2	23224	1	more one way buses
3049	3	23003	1	needs to go further down Short Pump to Manakin Shopping Center
461	Pulse	23223	1	Nine Mile Weekends
69	Pulse	23220	1	non Broad St. places
1101	13	23223	1	Regency Mall - may need to look more myself
1662	Pulse	23230	1	Super Walmart Brook Road
3037	12	23223	1	the different county
959	19	23220	1	up Midlothian Tpke (Chesterfield 7pm)
467	Pulse	23223	1	VCU Main St.
1230	2	23224	1	West Broad

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2139	27	23238	1	bus to Glenside Park N Ride
4300	64	23113	1	Chesterfield
4599	1	23225	1	GRTC employment benefit office
3796	Pulse	23227	1	more west end areas
3860	75	23223	2	Chesterfield Town Center
664	7	23231	2	Be closer like you had before the changes. Drive and ride. Handicap and Elder.
1819	82	23114	2	Chesterfield (hospitals, grocery store)
607	Pulse	23225	2	King's Dominion
1551	56	23231	2	Masonic Lane
851	Pulse	23220	2	Midlothian
1808	82	23112	2	Midlothian
3042	79	23233	2	Midlothian/Mechanicsville
115	Pulse	23226	2	other port of Richmond
1363	1	23224	2	Short Pump/Henrico
1065	12	23223	2	Surrounding Counties
552	2	23222	2	UPS Rich Food Location
3017	Pulse	23231	2	Varina/Capital
363	5	23220	2	work/school
1840	2	23225	3	30 minutes for 2A would be great. Between west of Powhite to Carytown/Northside
1110	91	23222	3	Amazon on Commerce Road
1003	2	23225	3	better connect ability
1260	Pulse	23225	3	Chesterfield
4482	4	23234	3	Chesterfield
880	1	23223	3	Chesterfield locations
31	Pulse	23223	3	Fulton Hill
219	19	23220	3	Glen Allen, VA
2098	7	23223	3	Hanover
862	79	23223	3	Henrico Doctors + Regency on weekends
484	1	23224	3	Mechanicsville
34	Pulse	0	3	North side
257	29	23060	3	Pulse on Willow Lawn to Gaskins
848	29	23059	3	Short Pump
64	3	23222	3	Southside
423	Pulse	23220	3	Target
4575	1	23227	3	Virginia Center Commons
316	20	23222	3	Williamsburg Outlets
81	20	0	3	Hanover, Western Chesterfield

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Other priorities identified by survey respondents

Survey ID	route	home zip	priority	other
4494	19	23233	1	nearest bus stop to society
1357	2	23112	1	\$6 82 Bus fare/unfair. Some of us work to 6pm. No way home!
387	7	23231	1	7 run earlier on Sundays
3107	77	23221	1	bus drivers made eye contact and responded to questions
645	Pulse	23229	1	Checking for fares should not be as difficult as you are making it
1665	1	23222	1	drivers are really good
1667	20	23225	1	helped apprentices get to work
4599	1	23225	1	hospitals
1779	5	23220	1	more buses at night with more reliable arrival times
849	Pulse	23238	1	More coach buses to and from Gaskins 29
1105	Pulse	0	1	no corrupt drivers
257	29	23060	1	Parking
462	Pulse	23238	1	Parking lot at Willow Lawn!! and Rocketts Landing
3167	5	23223	1	phone chargers on bus
959	19	23220	1	Route going further Hull Street, Later cut-off time in Randolf area (23220)
989	Pulse	23220	1	should keep in contact with other bus drivers about delays so they don't leave without you
2146	26	23060	1	tidy and clean
564	3	23224	1	Bus back on Midlothian all the way.
3896	4	0	2	no disrespectful drivers
2060	26	23238	2	express buses after 6pm
639	13	23223	2	Fixing Briel St. stop--that's a long walk for me. Bus 13
378	5	23223	2	reduced fare for all college students
842	29	23060	2	More stops closer to my building. Have to work too far. Have to leave work early in order to get a seat.
3720	12	23223	3	Service frequency & availability to far West End & Chesterfield. Buy fare on bus using card debit/credit in place of cash.
15	18	23220	3	All buses start at 5AM and end at 2AM
671	Pulse	23221	3	Better system for ticketing
2106	95	23805	3	cleaner buses
822	28	23231	3	commuter buses scheduled to allow for 8 hours of work
636	13	23223	3	customer friendly drivers
1838	2	23235	3	fare card instead of cash like in DC
2104	95	23803	3	GRTC customer service more responsive
2666	7	23223	3	more routes

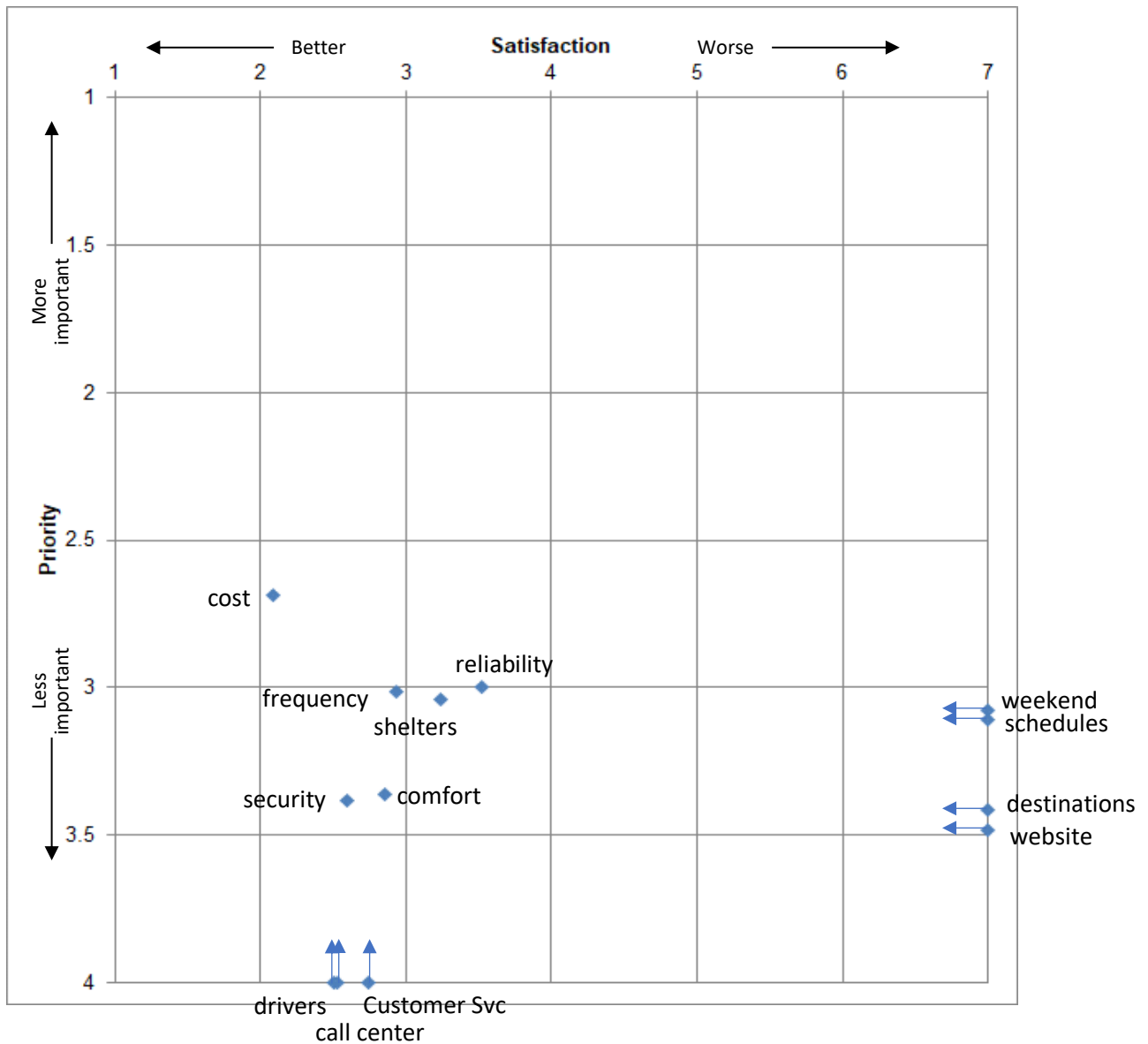
GRTC 2019 Passenger Survey Report

Survey ID	route	home zip	priority	other
3048	Pulse	23220	3	nicer drivers on non-Pulse buses
966	19	23223	3	Shelters, benches, and more stops
4300	64	23113	3	would like a fare card for express routes like we had in the past \$10 or \$25 cards
1251	12	23222	3	accessibility to counties
722	13	23223	3	Better tracking - buses disappear!
195	Pulse	23116	3	A sign at Earth Pulse stop that is visible from inside the bus (from the window, and no smoking at bus stops.
111	86	23234	3	I wish the bus went around my house at night.
1714	4	23234	3	Infrequent riders
3034	Pulse	23238	3	Need seatbelt, better seats on some.



### Attributes by satisfaction and priority

The chart on this page presents the satisfaction and priority ratings for the different service attributes examined. The list did not entirely overlap; some of the attributes tested for satisfaction were not on the list of tested priorities, and vice versa. These non-overlapping attributes are shown on the right (priorities, but not tested for satisfaction), and the bottom (satisfaction, but not tested for priority). The attributes on both lists are in the body of the chart, and those closest to the top right should get the agency's attention. These are the attributes that rank relatively high in importance, but relatively low in satisfaction.



## Section 5: Characteristics of the Rider and the Trip

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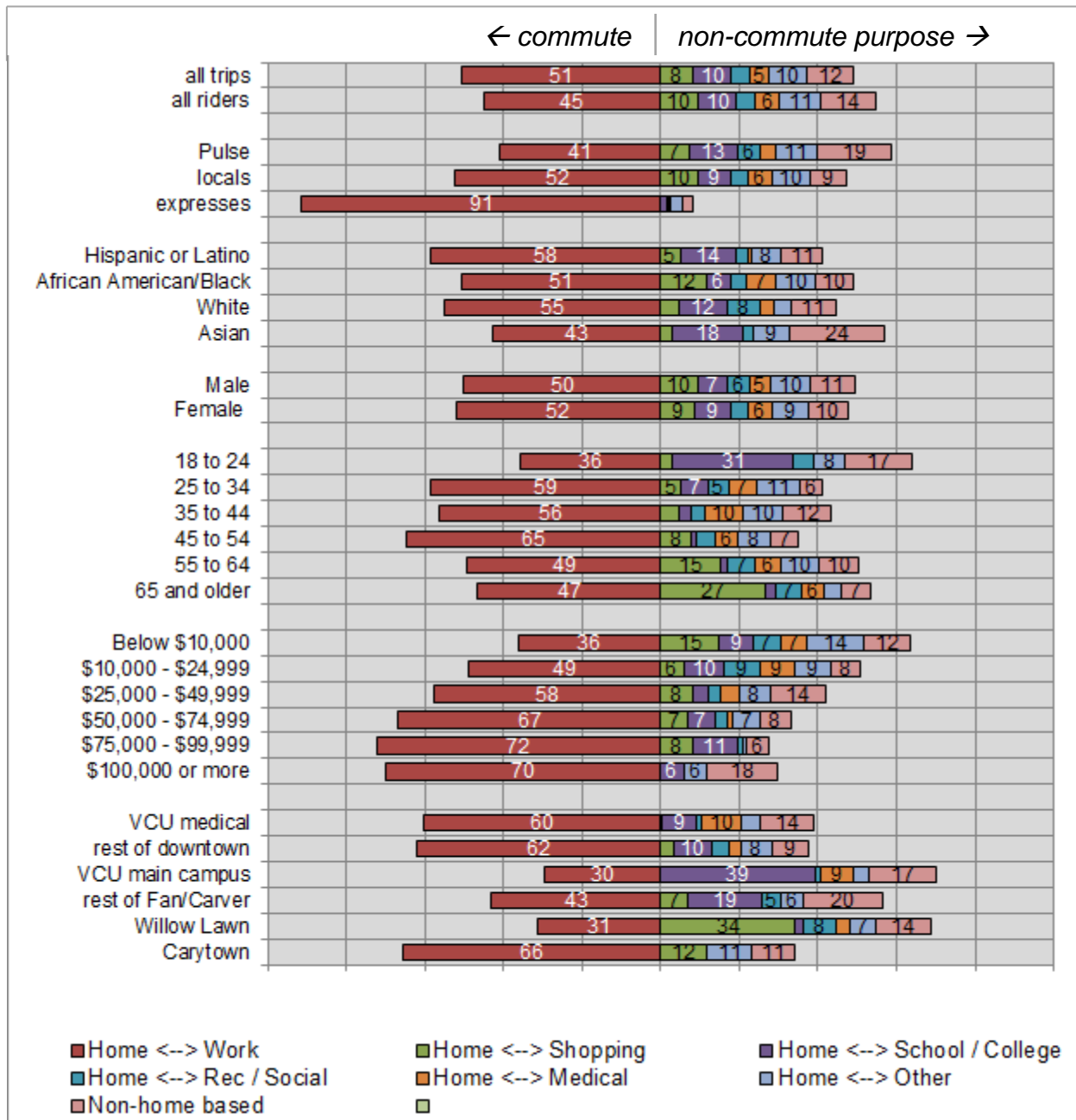
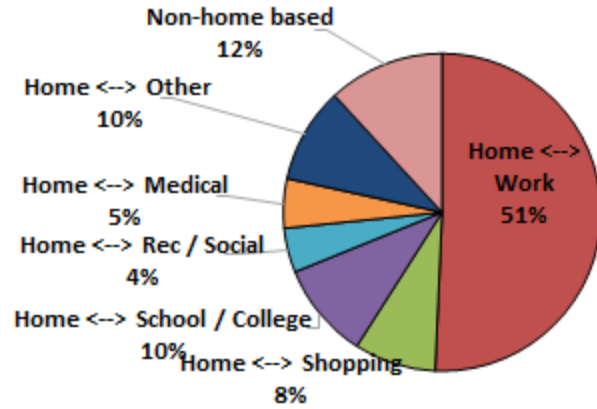
Who is riding GRTC? The survey allows us to answer this in terms of a variety of demographic and trip characteristics:

1. Trip purpose
2. Access / egress mode—home end
3. Walk distance—home end
4. Walk distance—non-home end
5. Transfer
6. If GRTC had not been available
7. Reduced fare customer
8. Where purchased fare
9. Employer fare subsidy
10. Days using GRTC for commuting
11. Days using GRTC for other than commuting
12. Years riding GRTC
13. GRTC rewards program
14. Real-time bus information
15. Internet access
16. Response to potential fare increase
17. Access to a car or motorcycle for this trip
18. Driver's license
19. Smartphone
20. Household size
21. Main language spoken at home
22. Employment status
23. Gender
24. Age
25. Education
26. Household income

This section presents details on each of these issues.

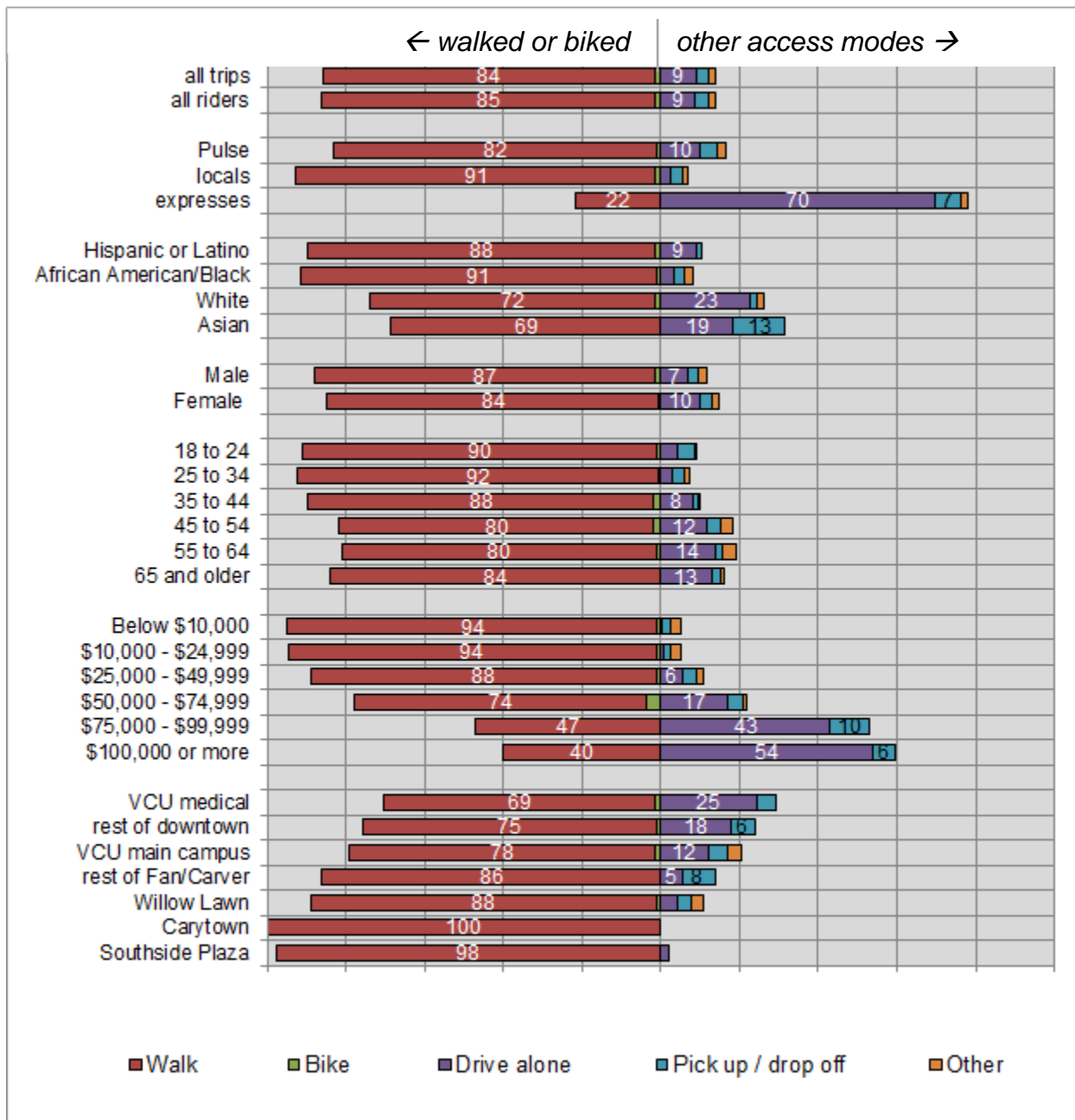
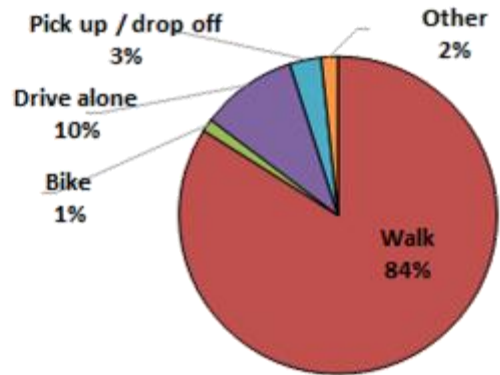
### Trip purpose

- Half of GRTC trips are for part of the commute. On the express routes, 92 percent of travelers are going between home and work.



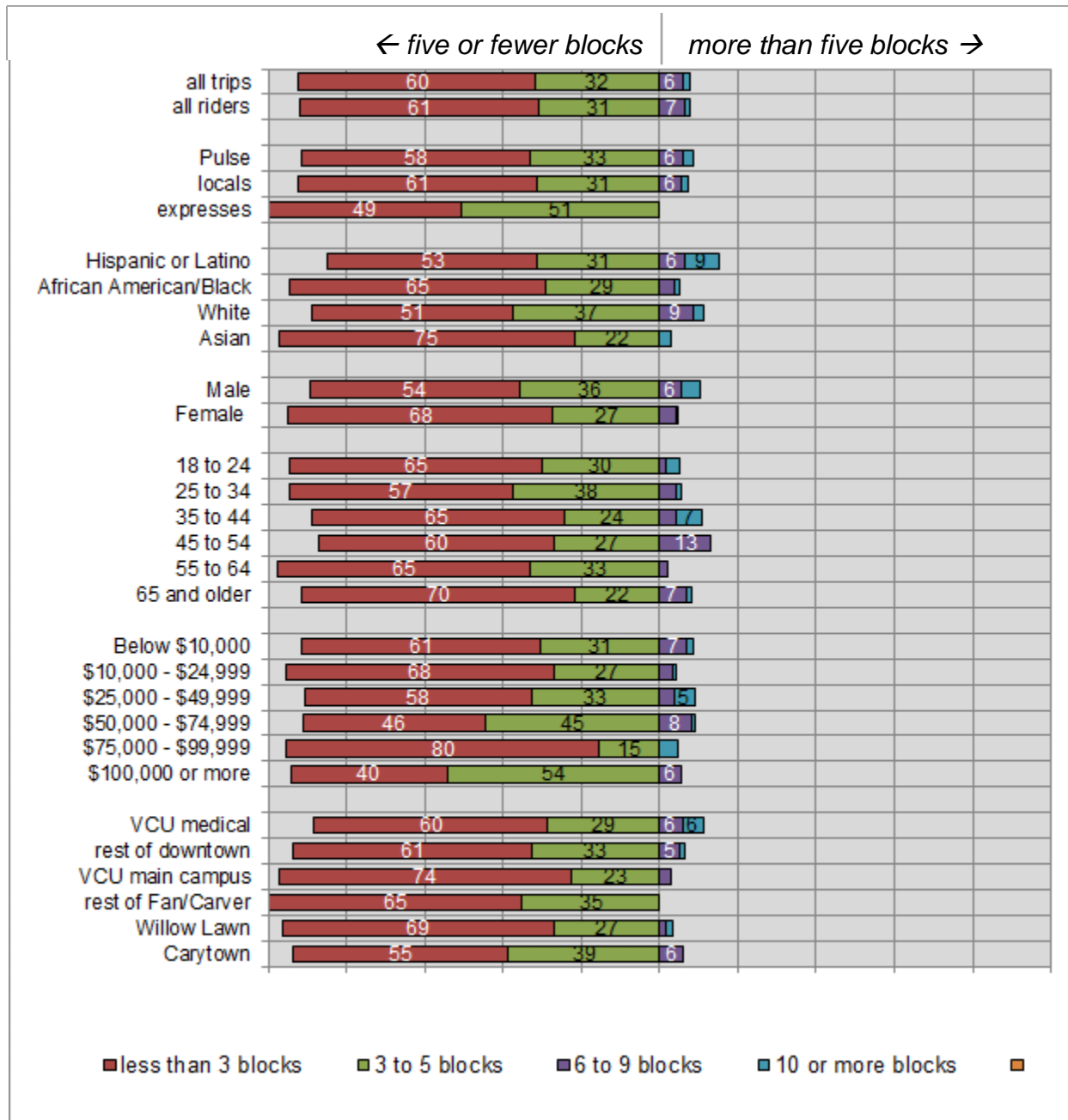
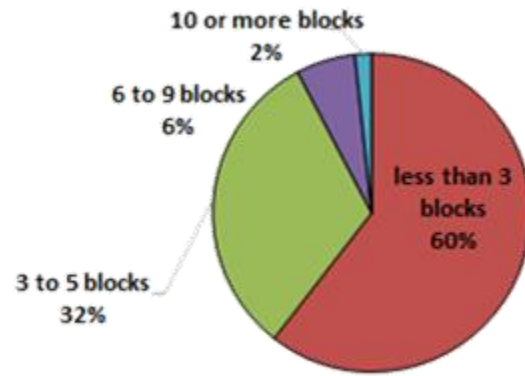
### Access / egress mode—home end

- Express bus users mostly drive to their home-end park-and-ride lot.
- More than nine in ten users of the local buses walk to their home-end stop.



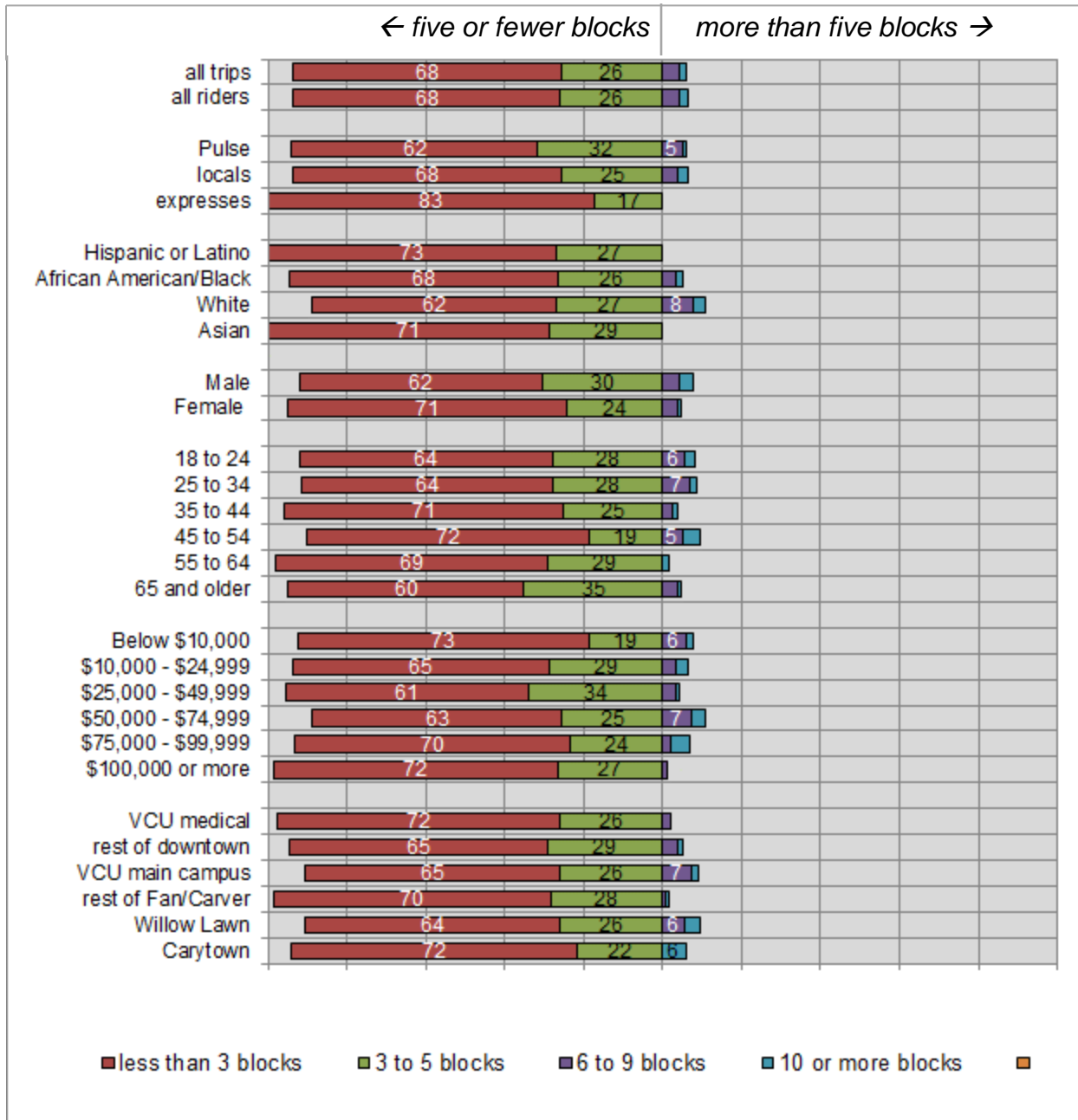
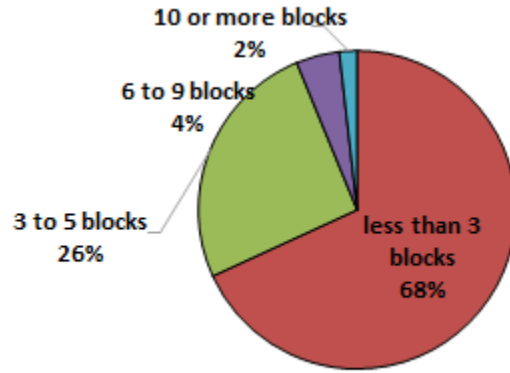
### Walk distance—home end

- A very small share of riders who walk to their home end bus stop have to walk more than five blocks to catch the bus.



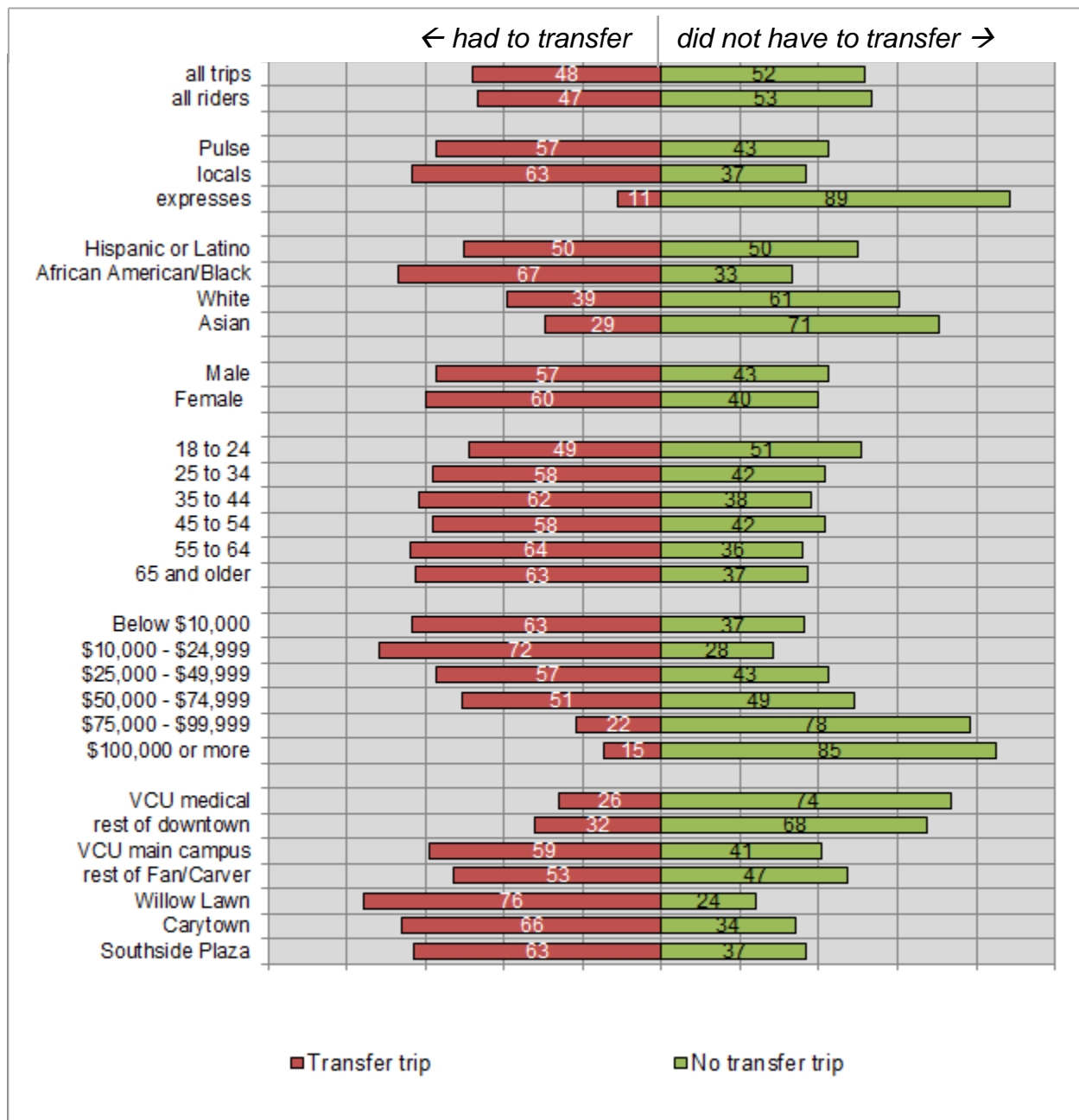
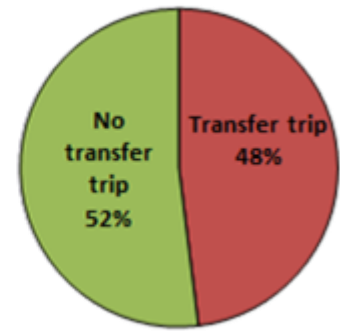
**Walk distance—non-home end**

- 94 percent of GRTC travelers can get to their non-home trip end within five blocks of their bus stop.



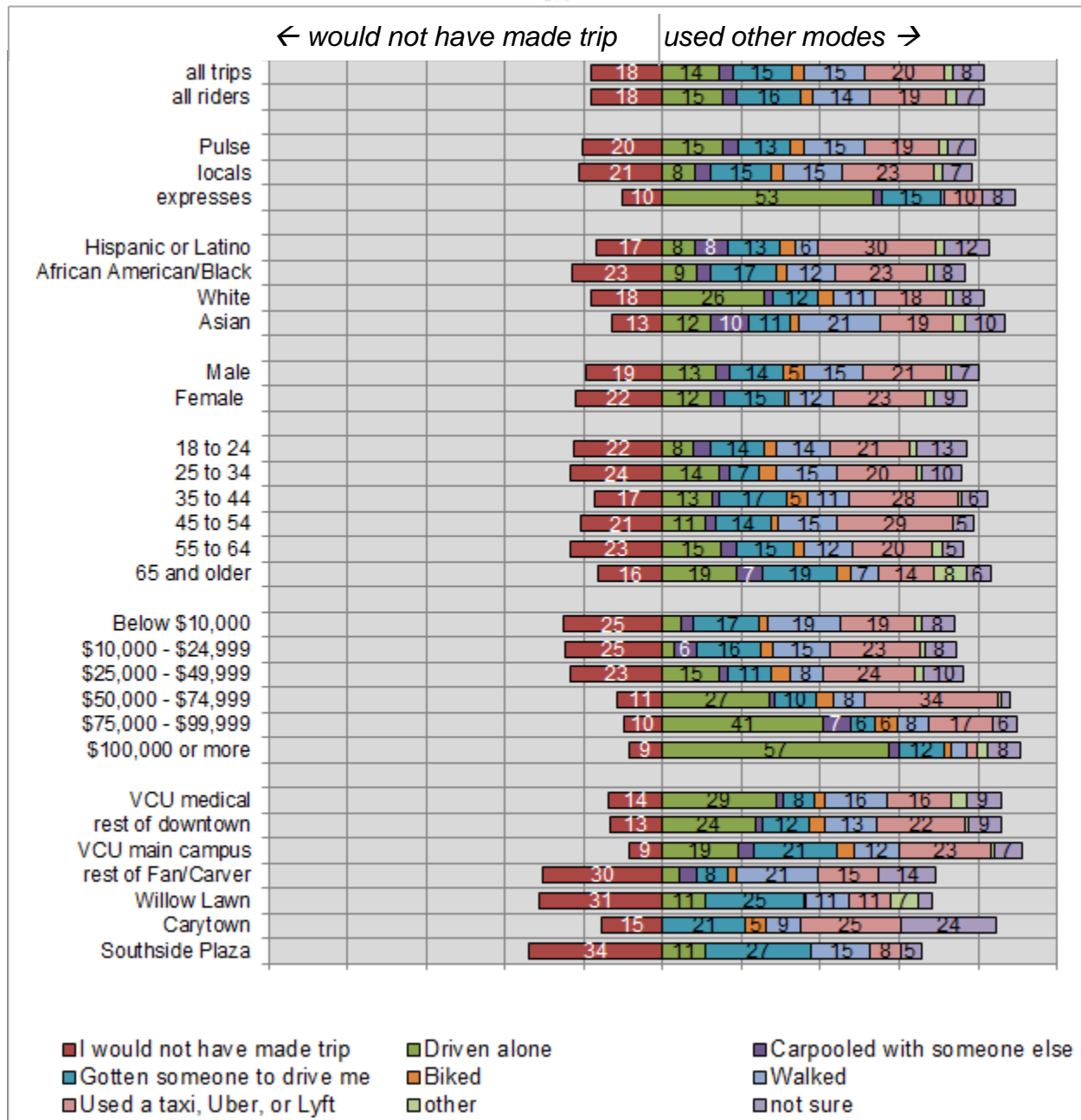
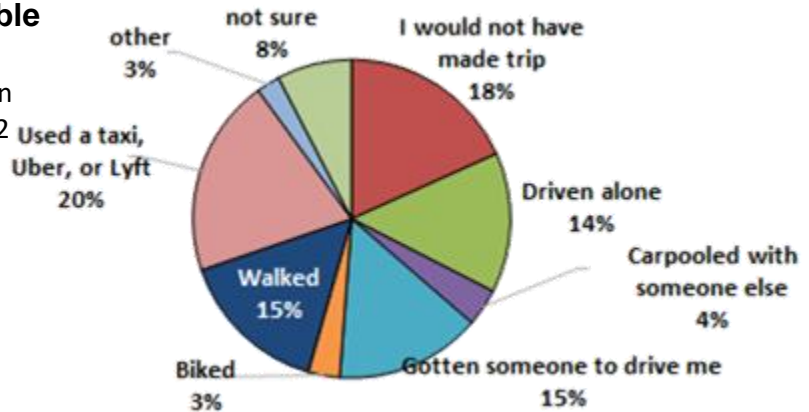
### Transfer

- Overall, 48 percent of the survey trips had to transfer; the rate for the express bus respondents was only 11 percent.
- Almost three-fourths of transit travelers with a trip-end at Willow Lawn have to transfer. This is despite the fact that Willow Lawn is the terminus for the Pulse and several other routes.



**If GRTC had not been available**

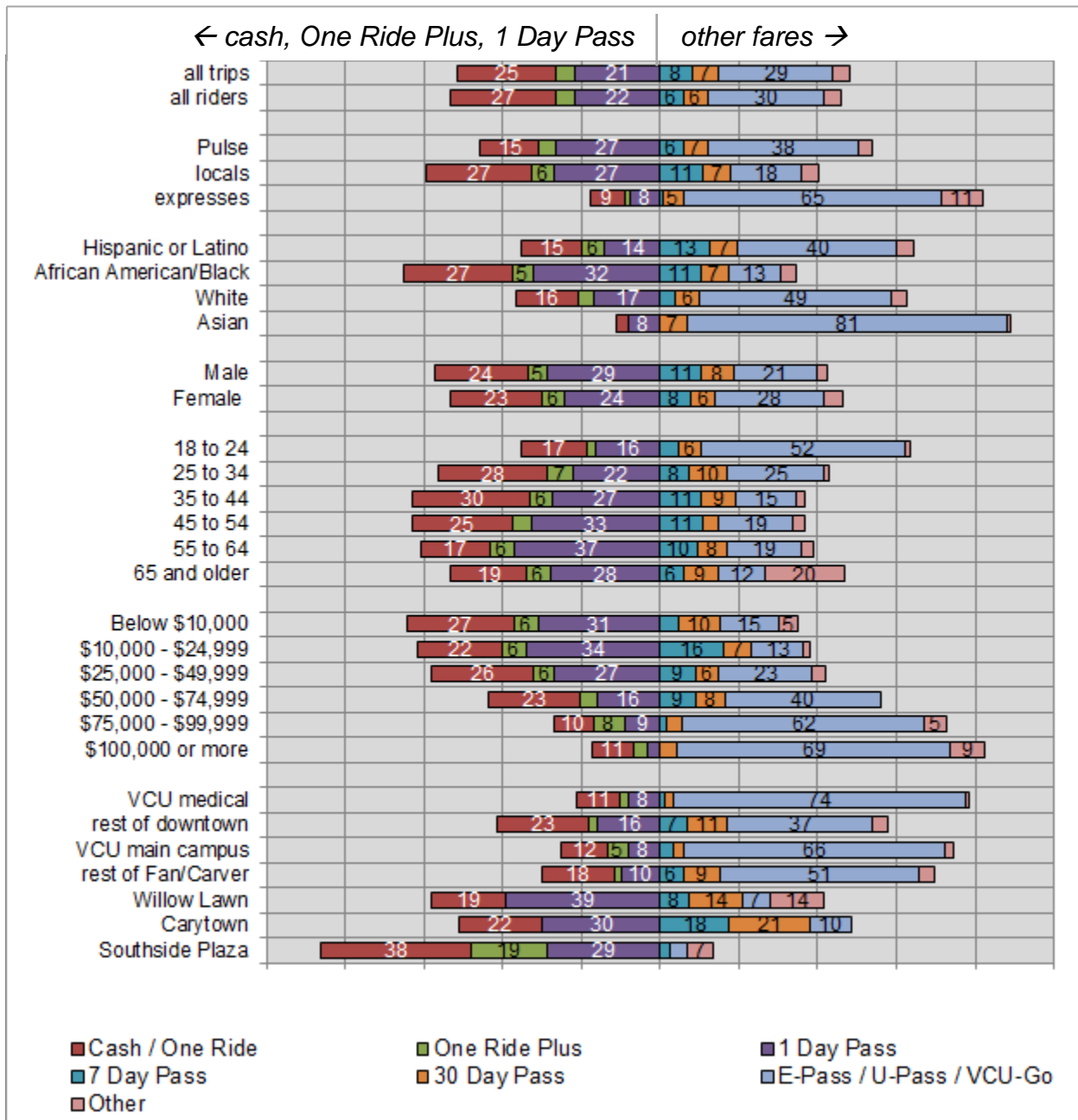
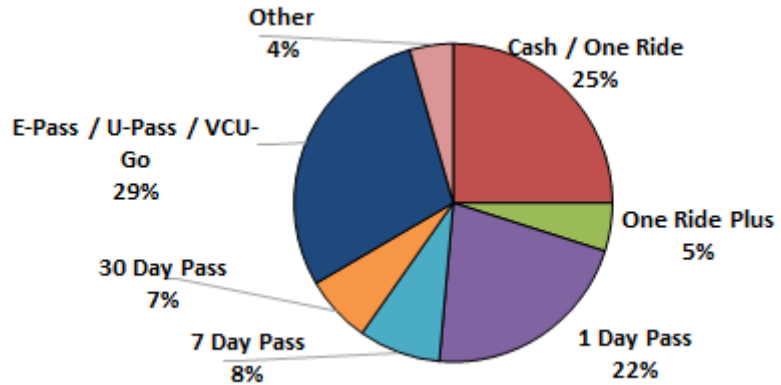
- 18 percent of the travelers would not have made the trip in the absence of GRTC service; 72 percent would have found some other way.
- 19 percent of the lowest income travelers would have walked.





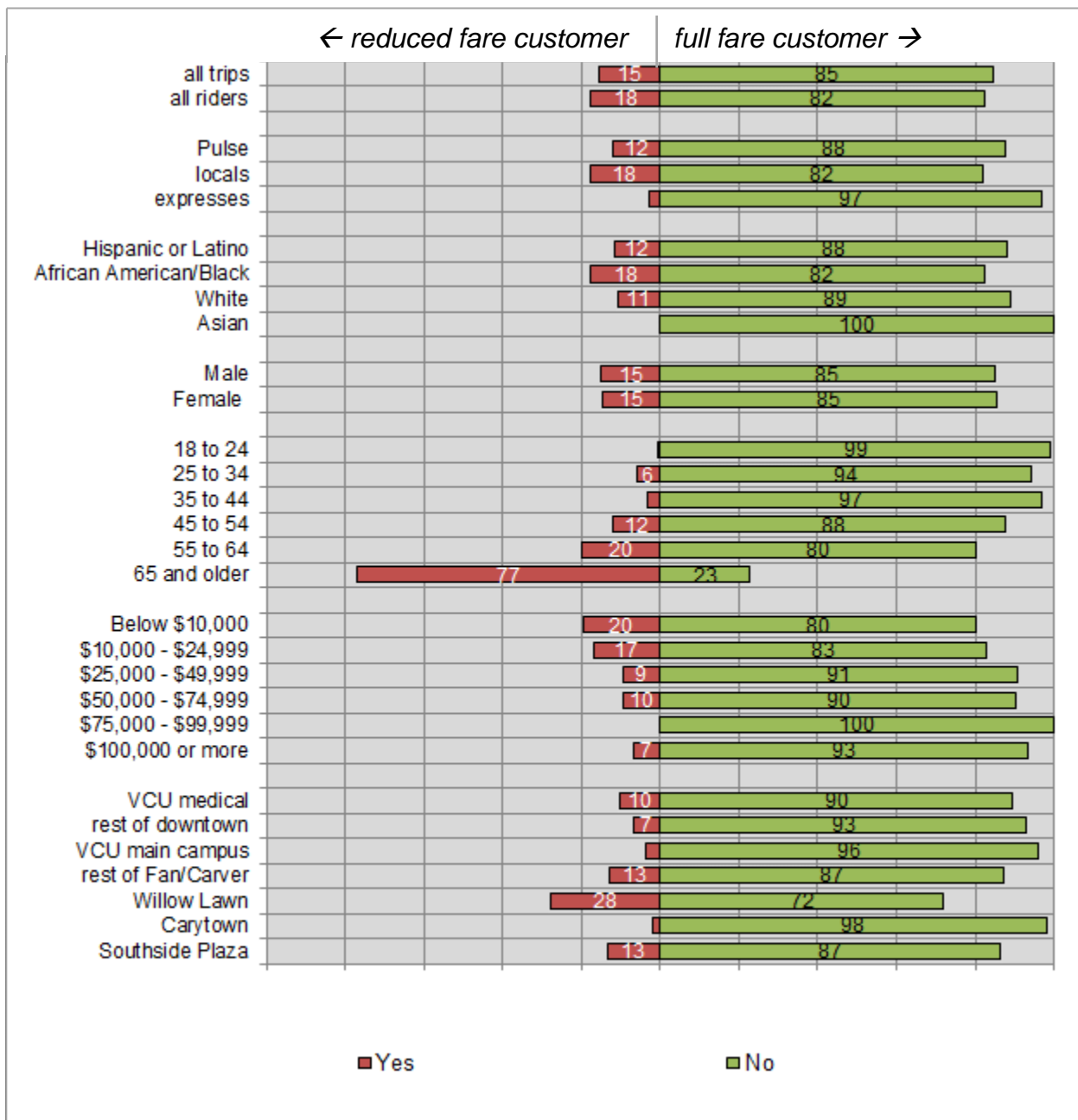
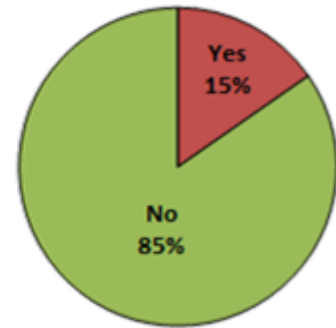
Fare used

- Use of the 1 day pass tends to grow with age. Does this reflect travel patters or are younger riders unaware of the benefits of this pass?



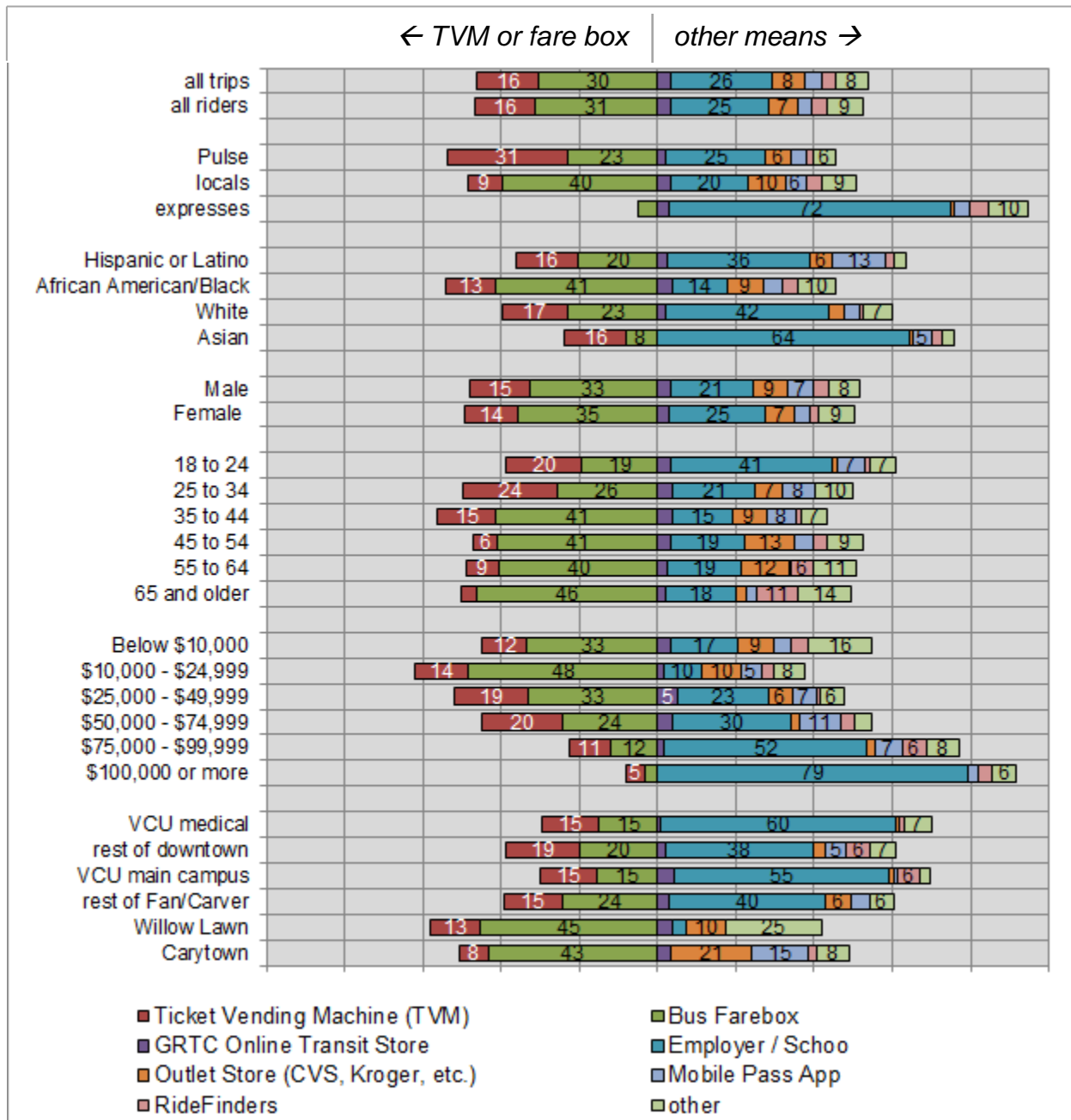
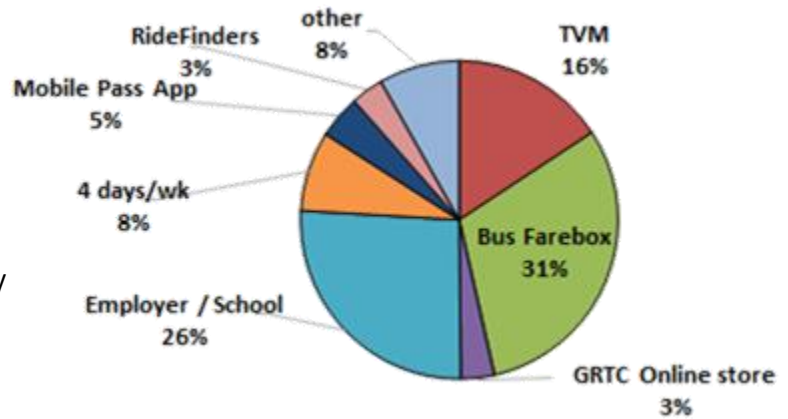
### Reduced fare customer

- Almost one-fourth of riders over age 65 are not taking advantage of the reduce fare for which they are eligible.



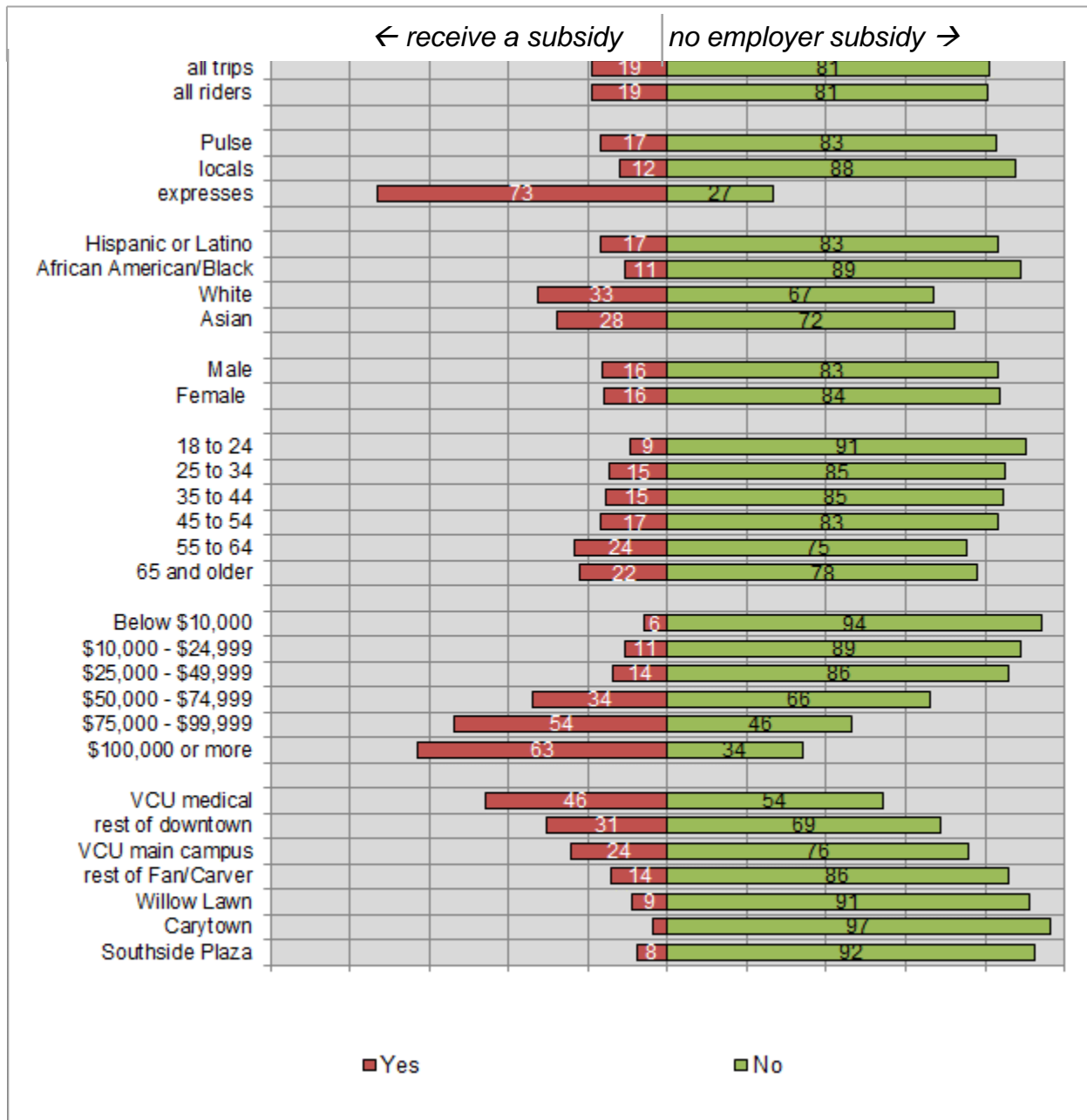
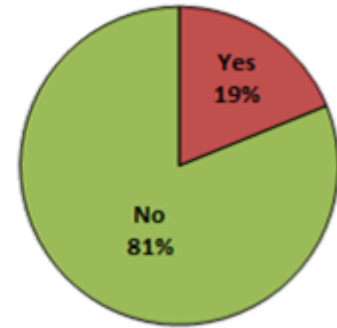
### Where purchased fare

- Express bus users and riders ages 18 to 24—presumably students—get the preponderance of their fares provided by their employers or schools.
- Ride Finders customers are relatively elderly.



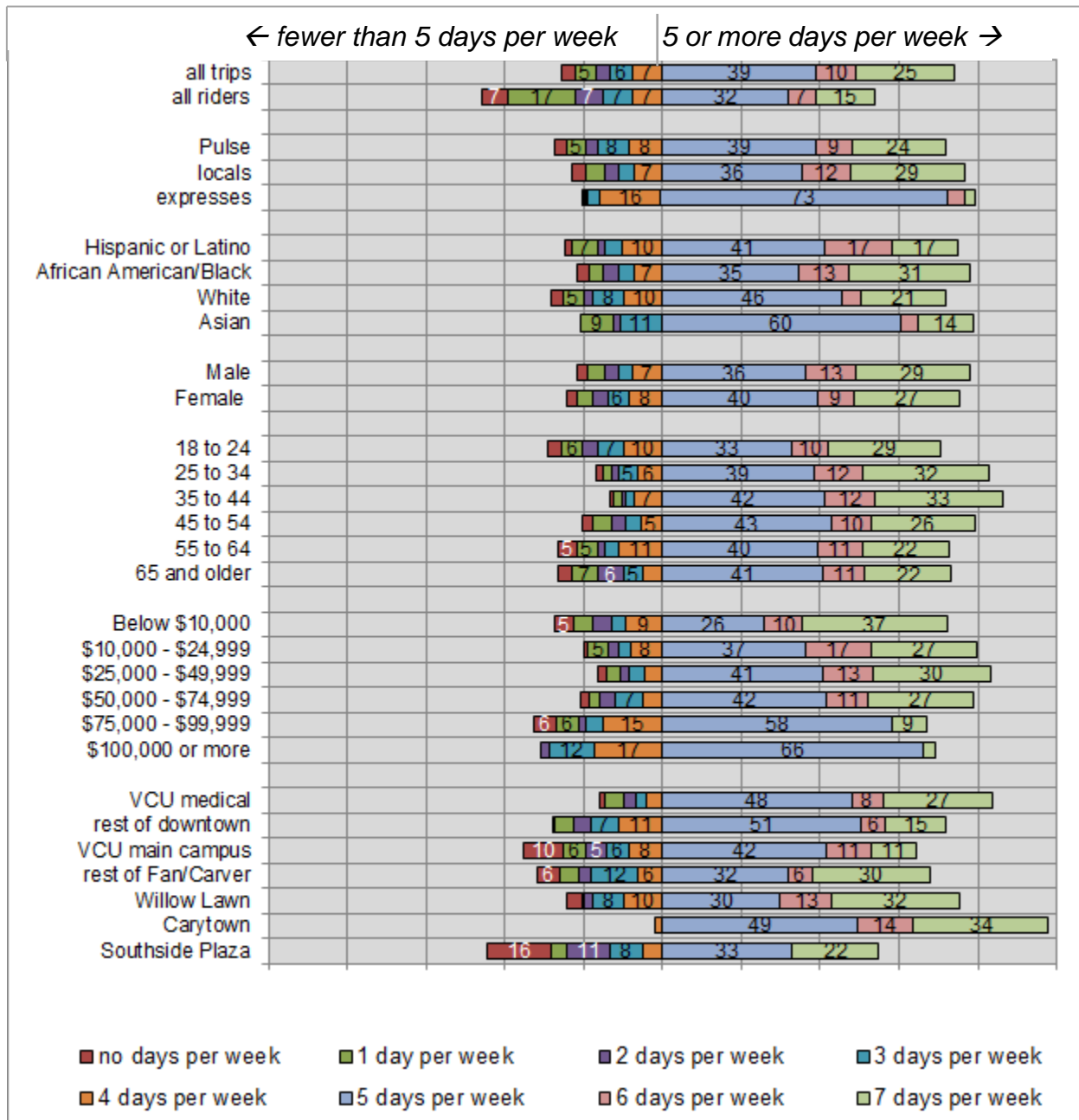
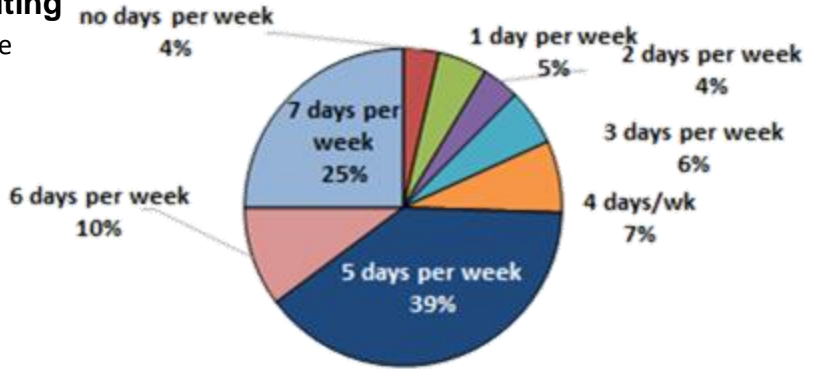
### Employer fare subsidy

- An employer fare subsidy tends to be a benefit for employees from relatively well-off households.
- Almost three-fourths of express bus riders get an employer fare subsidy; for locals, the share is only 12 percent.
- VCU and employers in downtown offer high rates of employer subsidies for transit; this helps the employee, but also relieves the company of the high cost of providing employee parking in these areas.

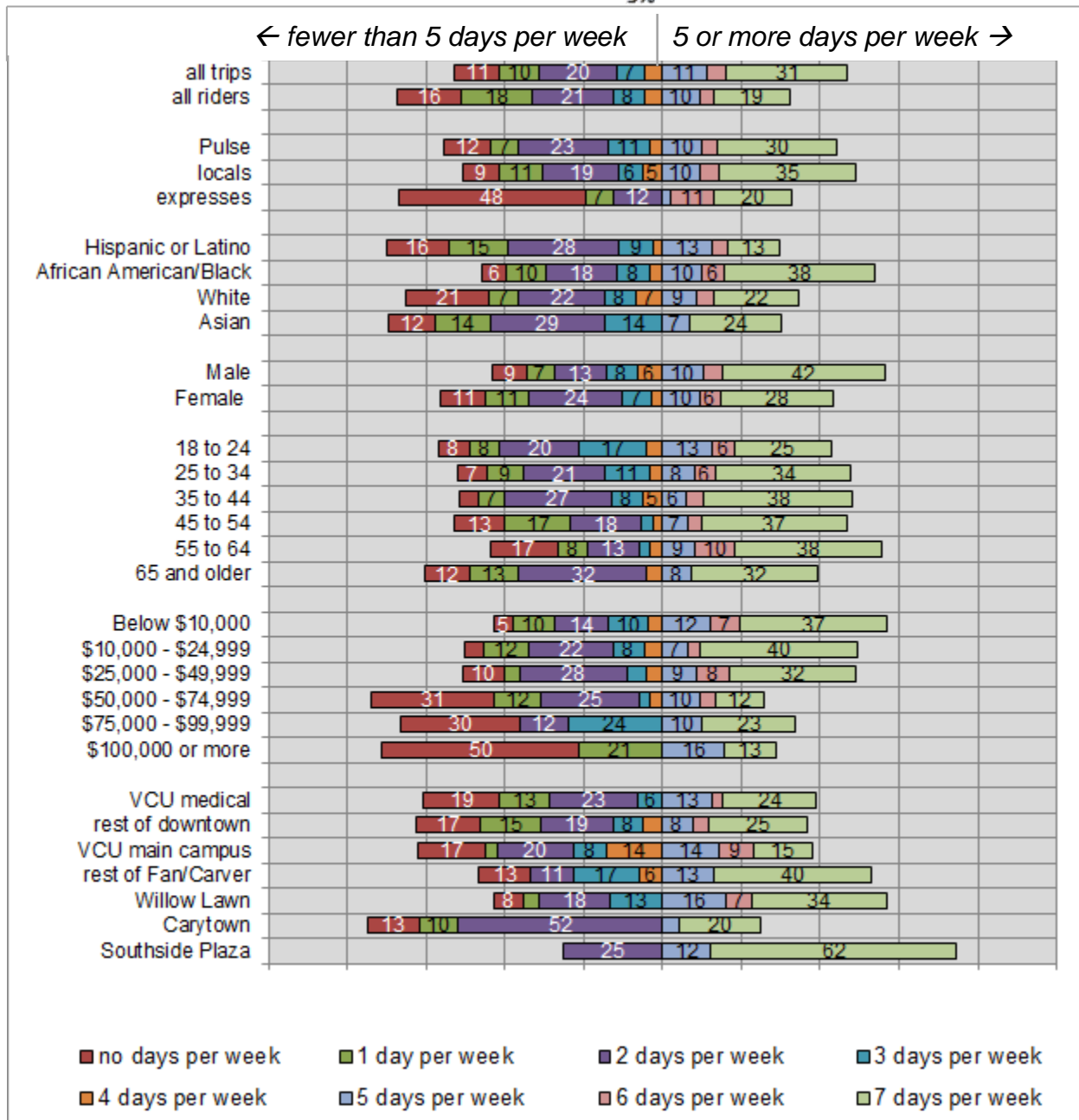
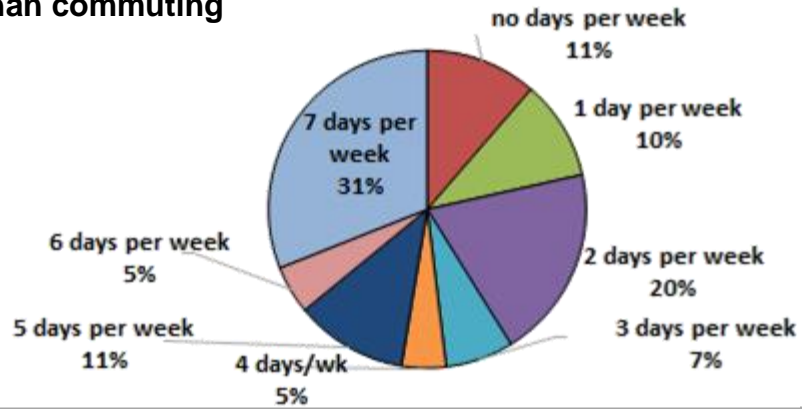


### Days using GRTC for commuting

- Most transit commuters take the bus five or more days per week.

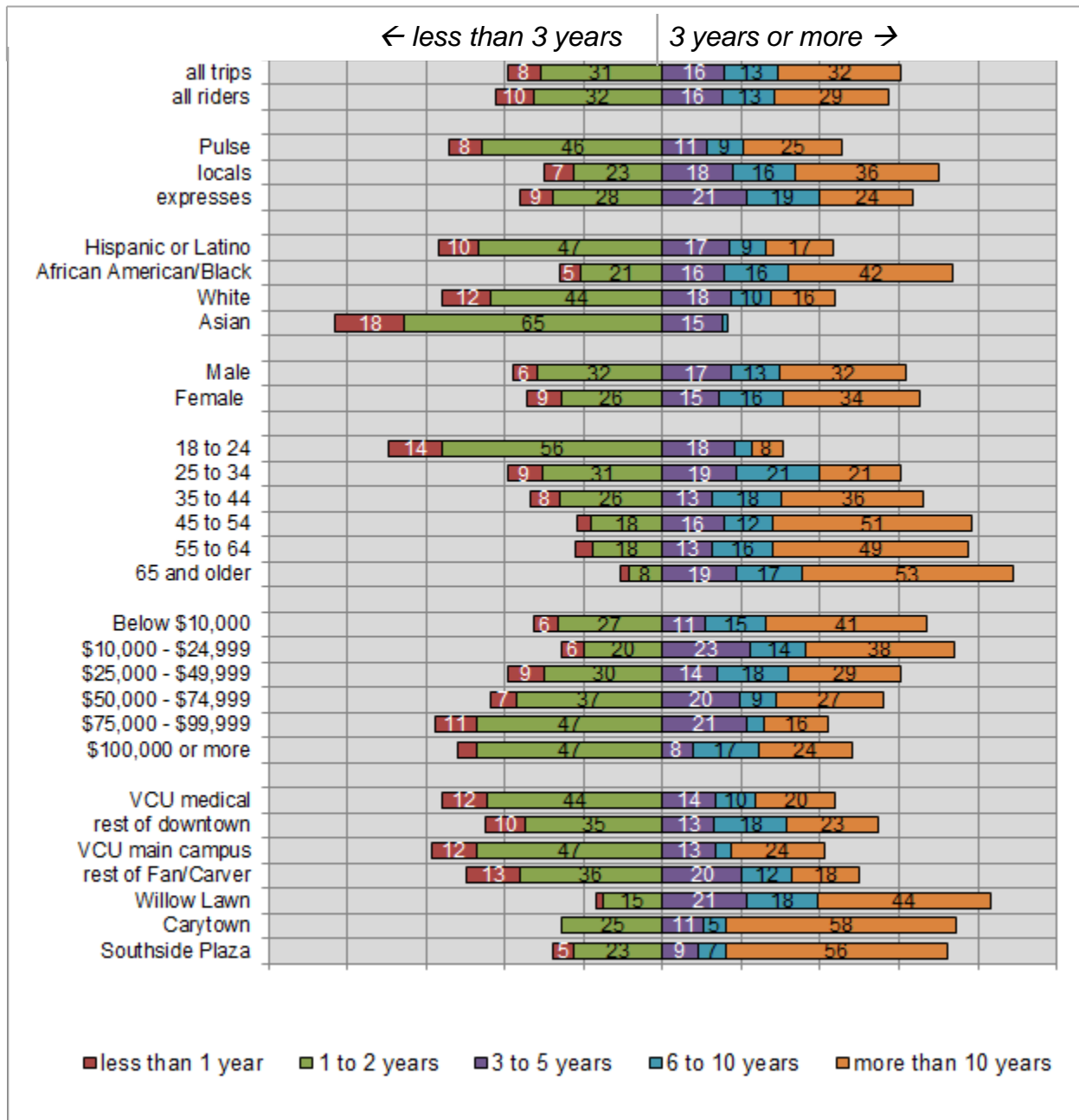
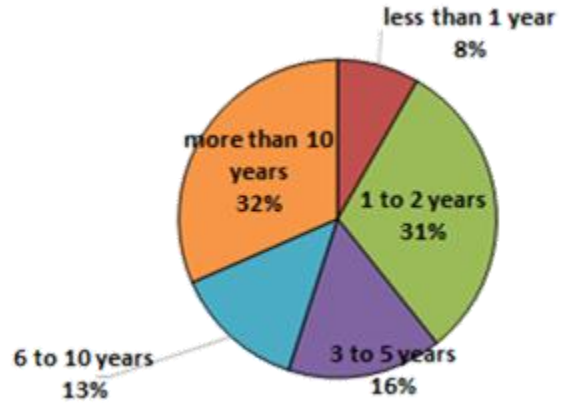


Days using GRTC for other than commuting



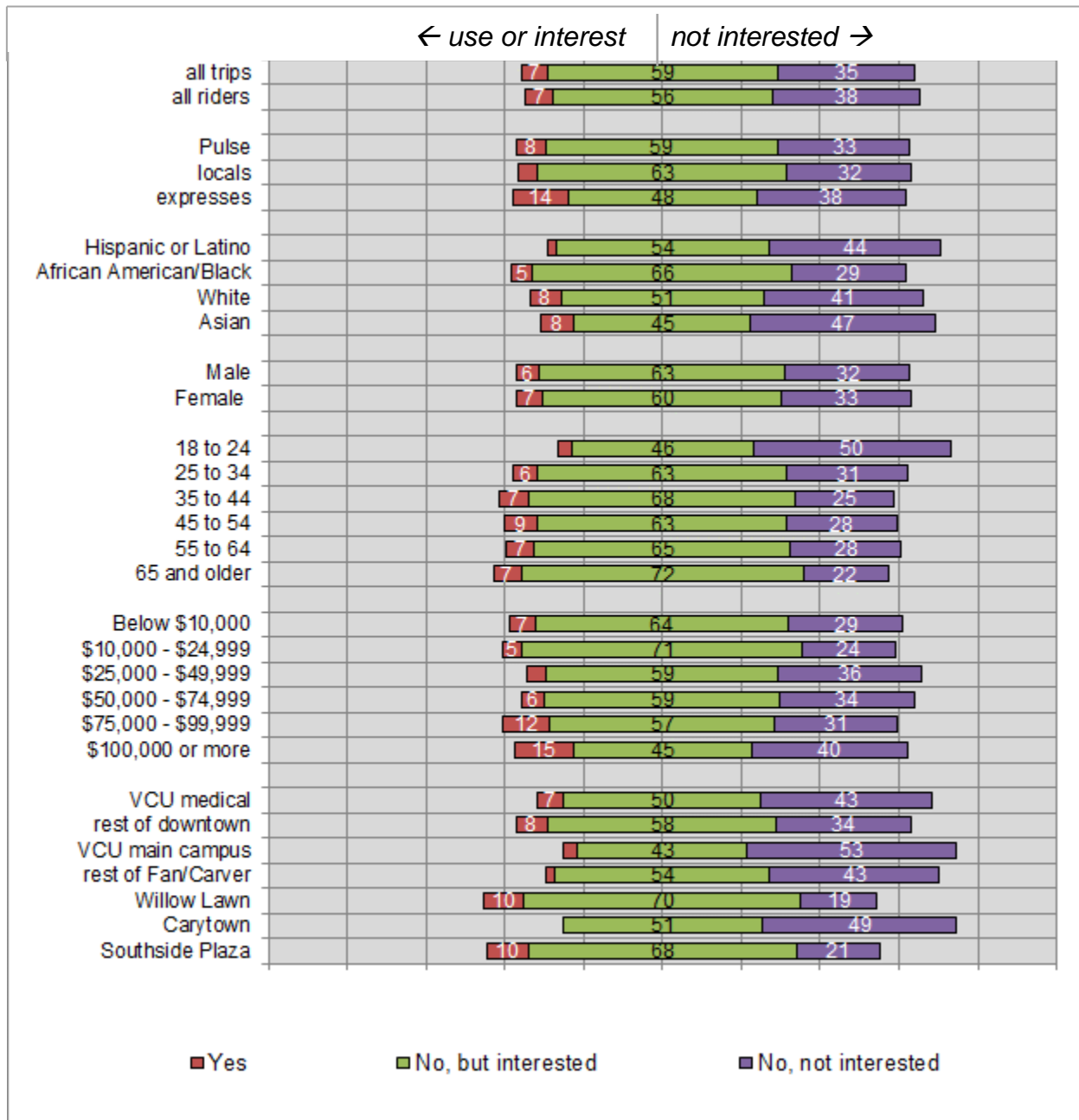
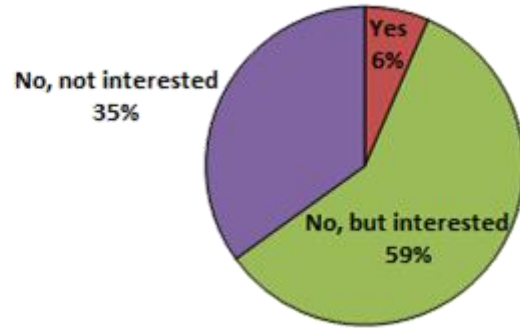
### Years riding GRTC

- Number of years riding GRTC correlates, naturally, with number of years of age.
- Most riders with a trip end in Carytown or Southside Plaza have been riding the bus for over ten years.



### GRTC rewards program

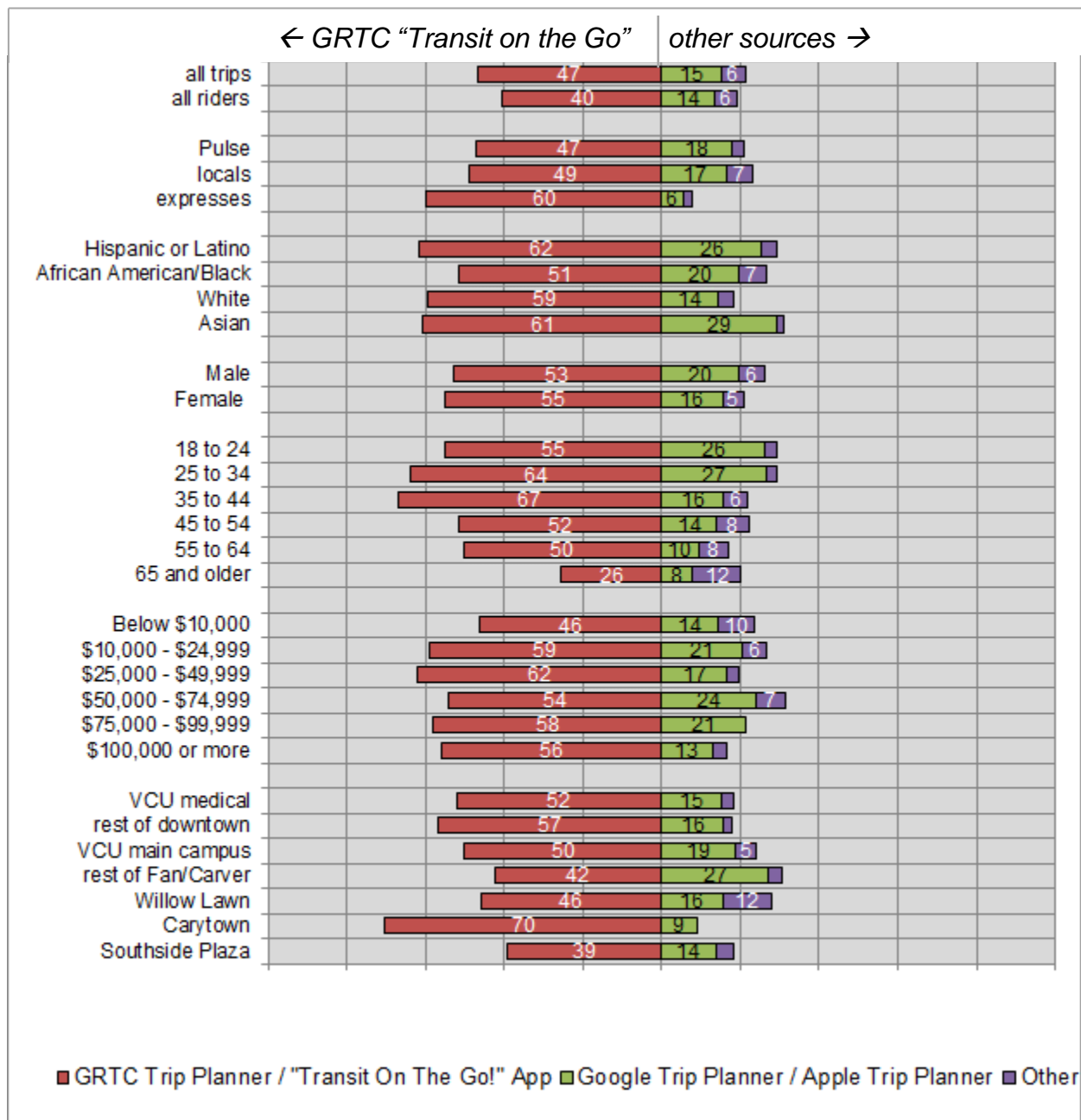
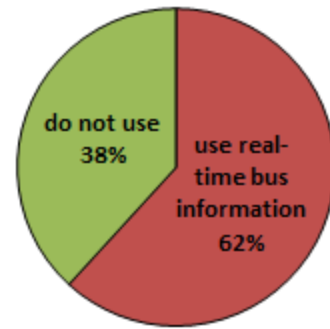
- Only 7 percent of the transit travelers take advantage of the GRTC rewards program; this rate rises to 14 percent among express bus users.
- Interest in the program, however, is over 50 percent for all but one of the markets considered. Travelers age 18 to 24 are the one exception.





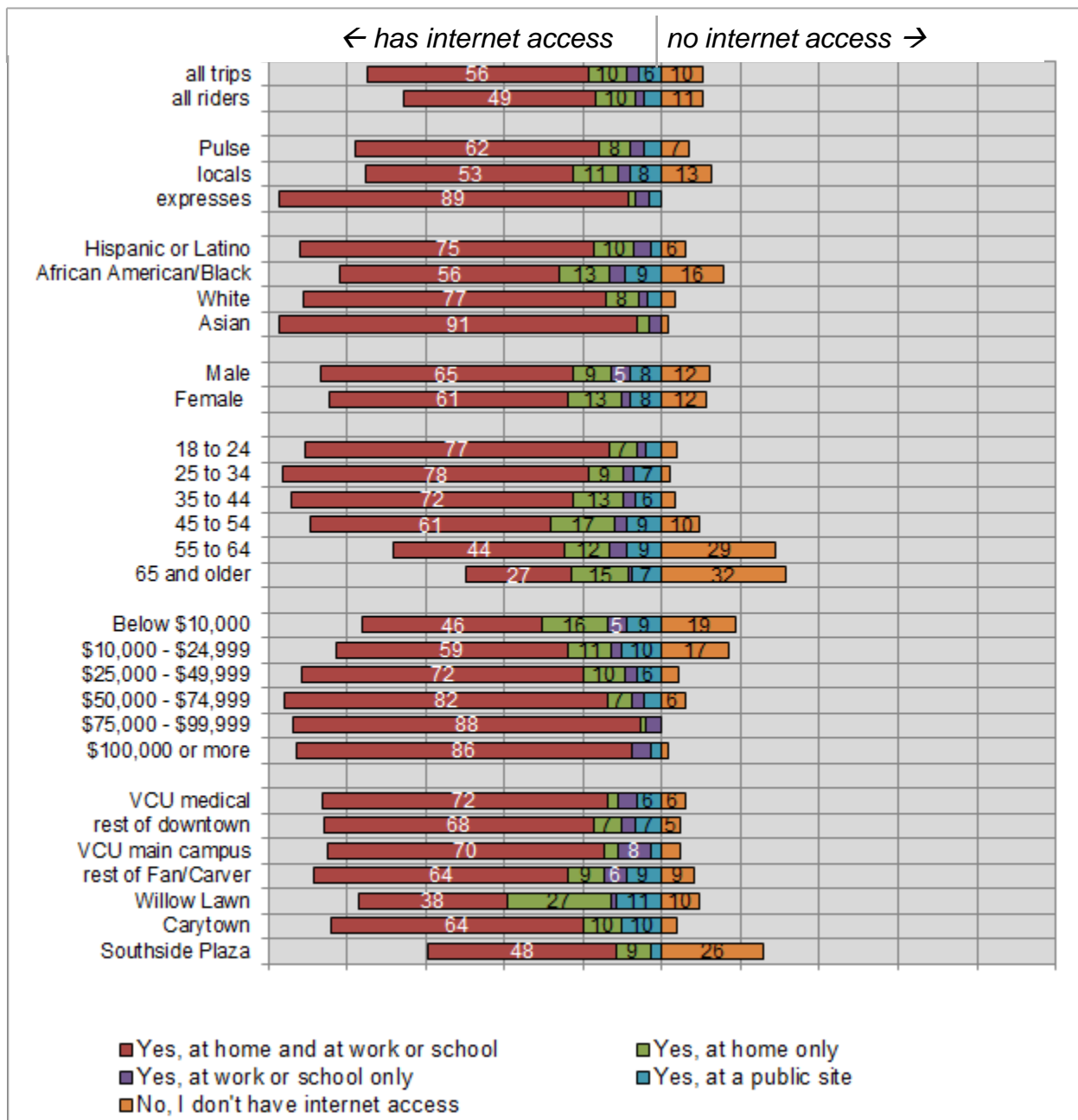
### Real-time bus information

- 62 percent of GRTC travelers regularly use some source of real-time bus information. Some use more than one source.
- Older adults use this service the least.
- GRTC’s “Transit on the Go” app is the most common source for real-time bus information.



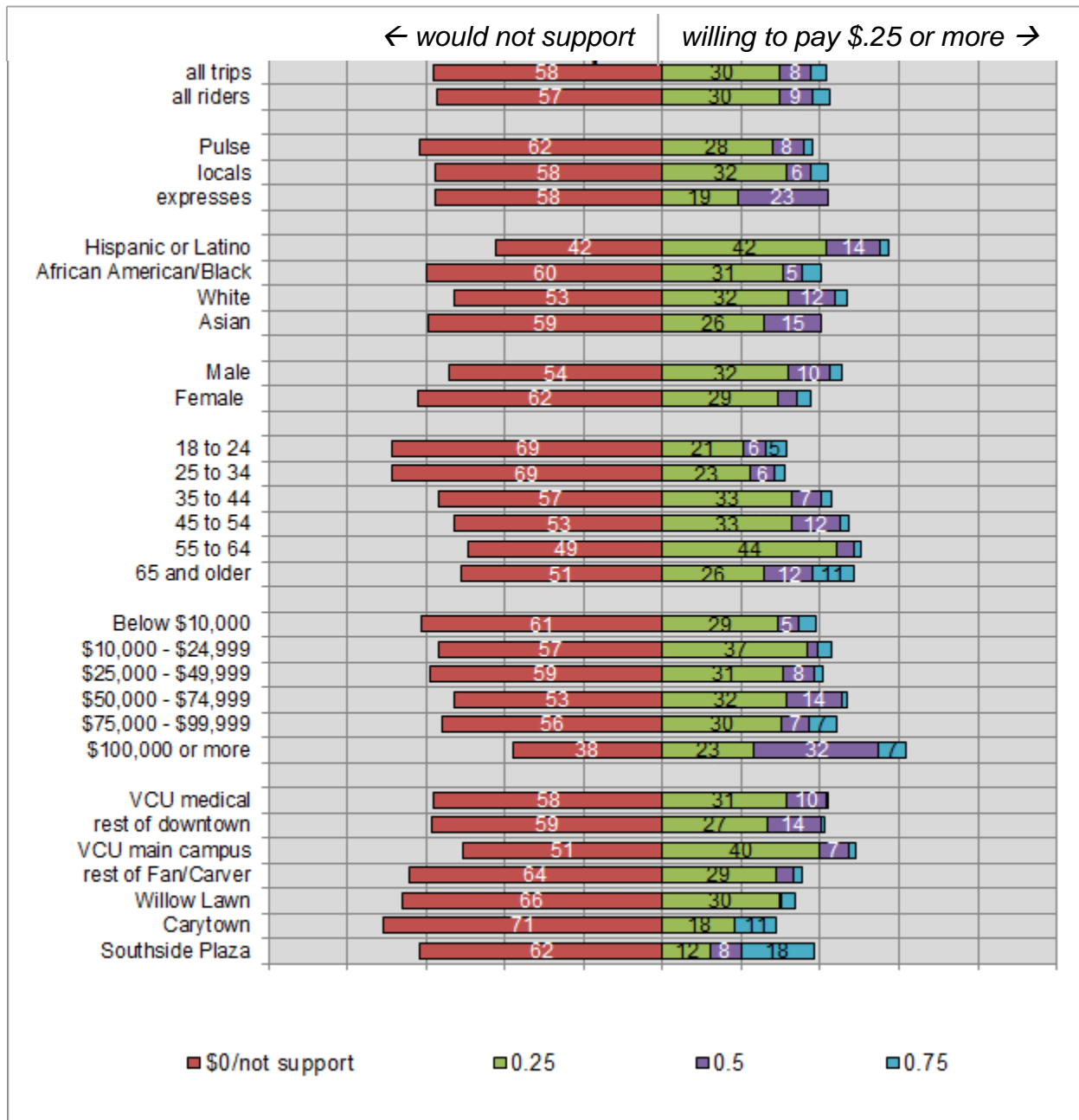
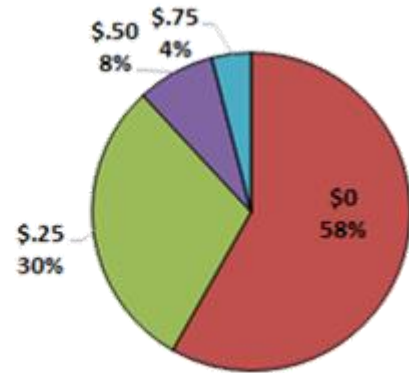
### Internet access

- Nine of ten GRTC travelers have regular internet access, and more than half have access at both home and at work or school.
- Internet access is least common among riders over age 65 and those in households with annual incomes less than \$10,000.



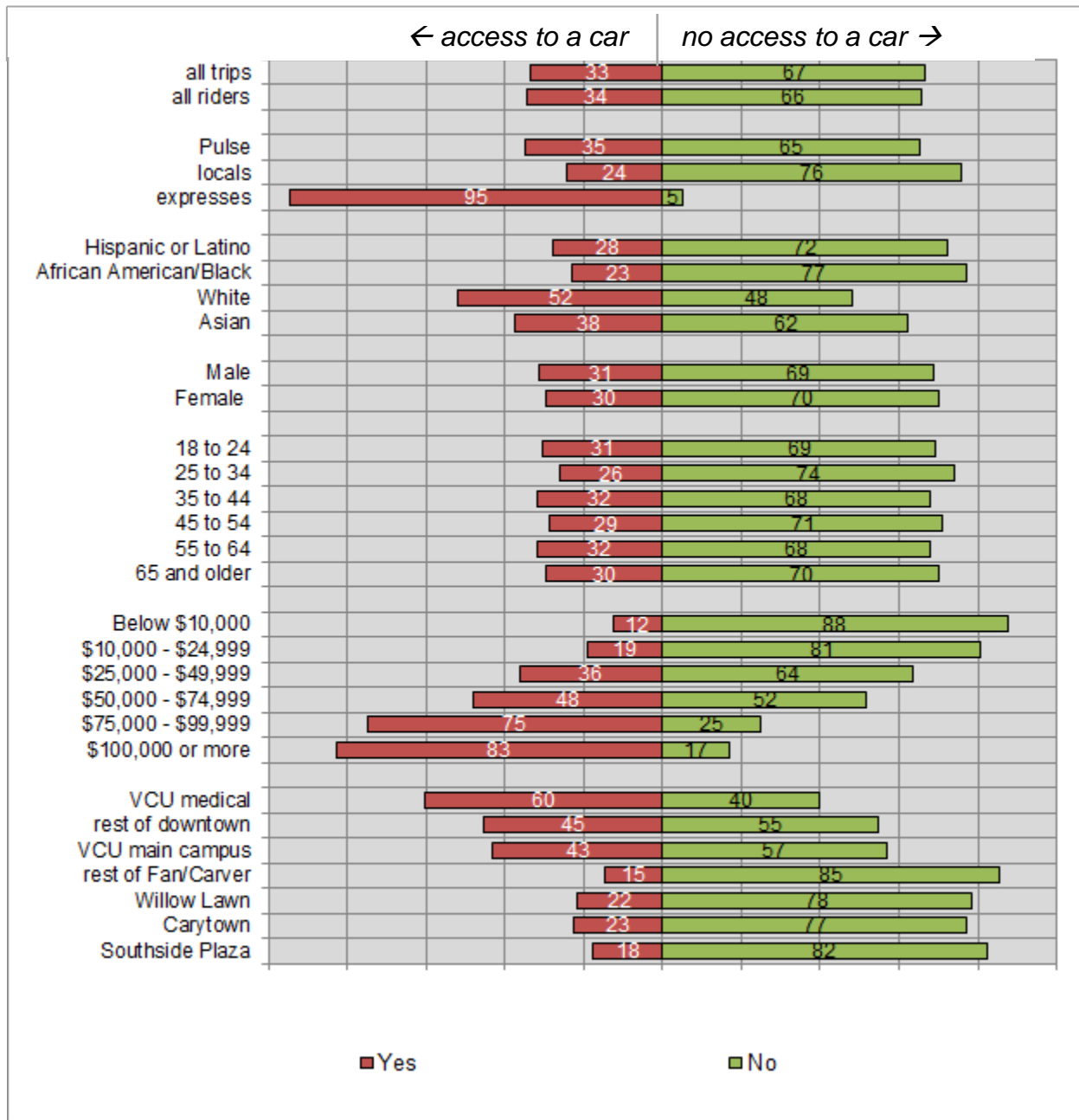
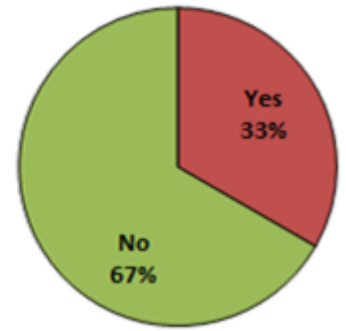
### Response to potential fare increase

- Almost 6 in 10 travelers says they would be unwilling to pay even \$.25 more for transit service. This is consistent with the high share of travelers who view keeping transit fares low as a priority.
- Younger riders are least willing to accept a fare increase.
- Some gaming of the question (responding less than honestly) may be going on.



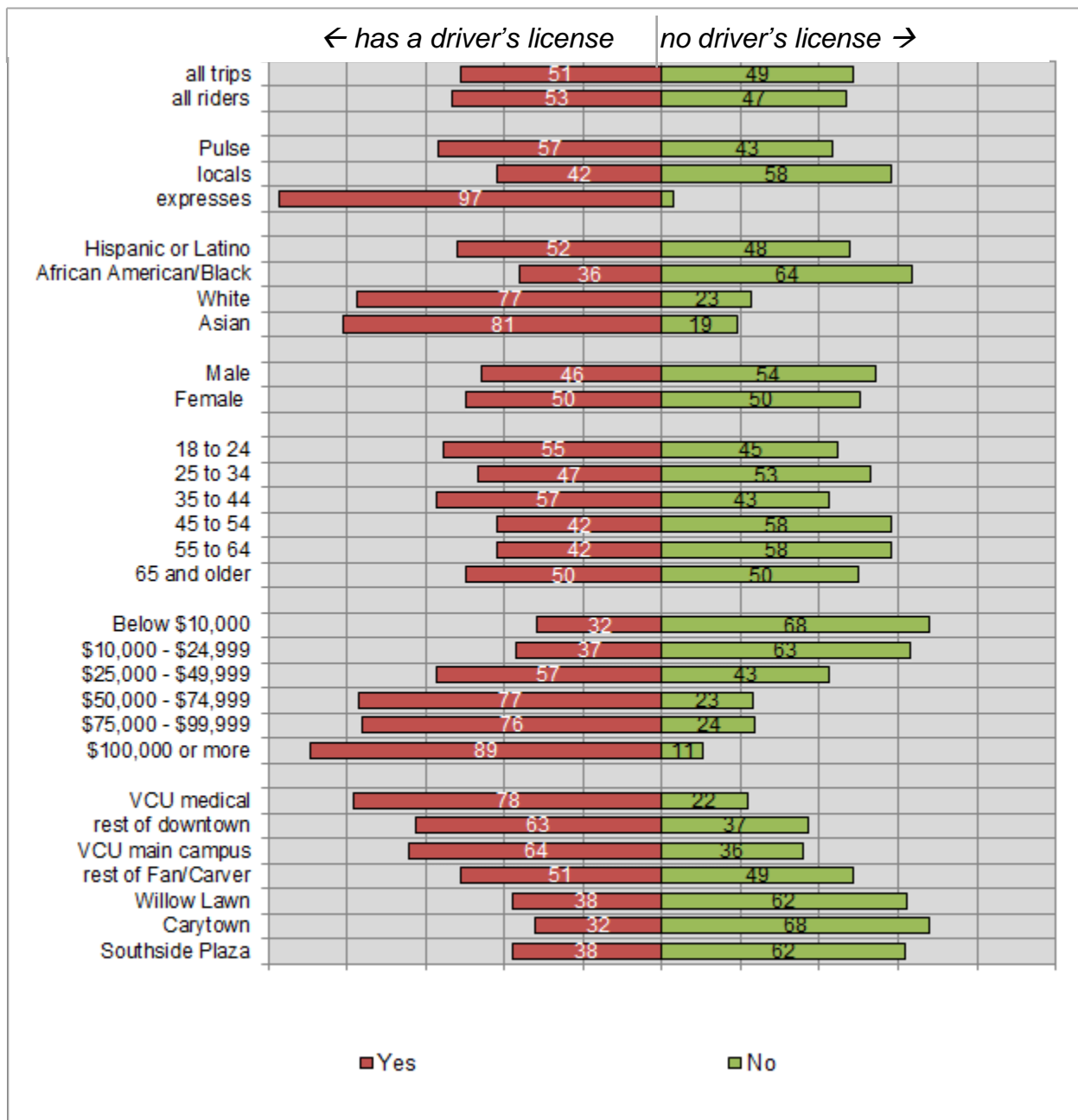
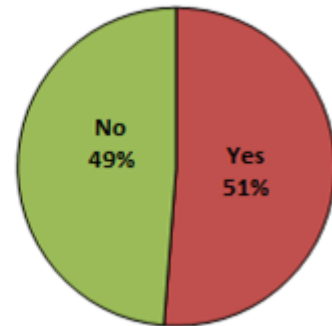
### Access to a car or motorcycle for this trip

- One-third of overall GRTC travelers had access to a car or motorcycle for the trip they took by bus.
- Among travelers on GRTC local buses, less than one-fourth had access to a car or motorcycle.
- Very few of the express bus users are captive transit users.



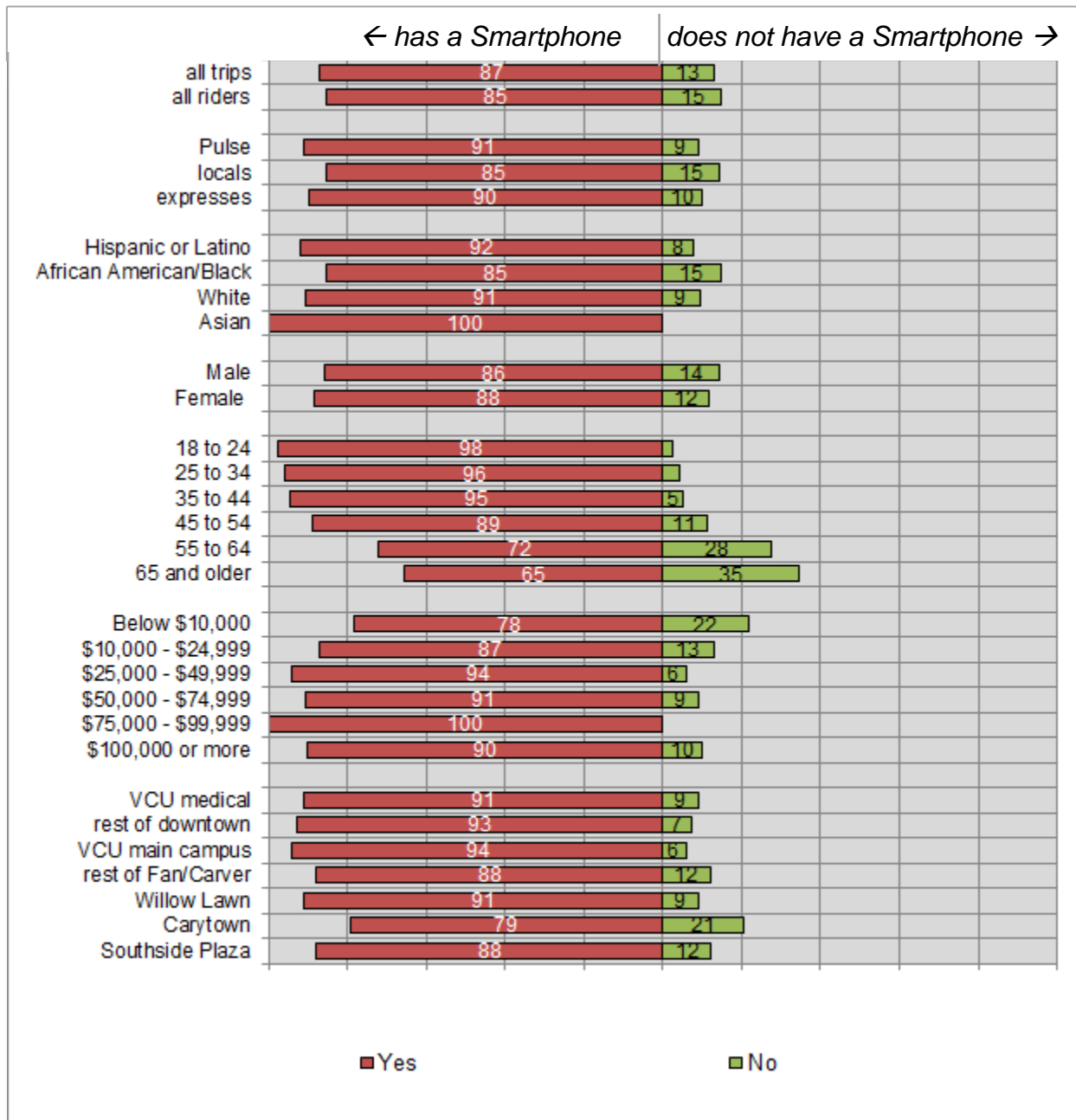
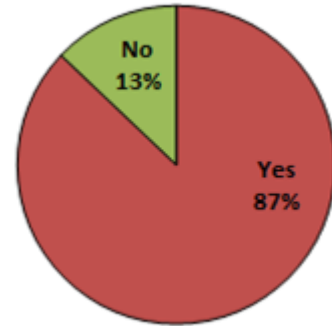
### Driver's license

- Almost half of GRTC travelers do not have a driver's license.
- Among transit travelers with household incomes under \$10,000, the share without a license is 68 percent.

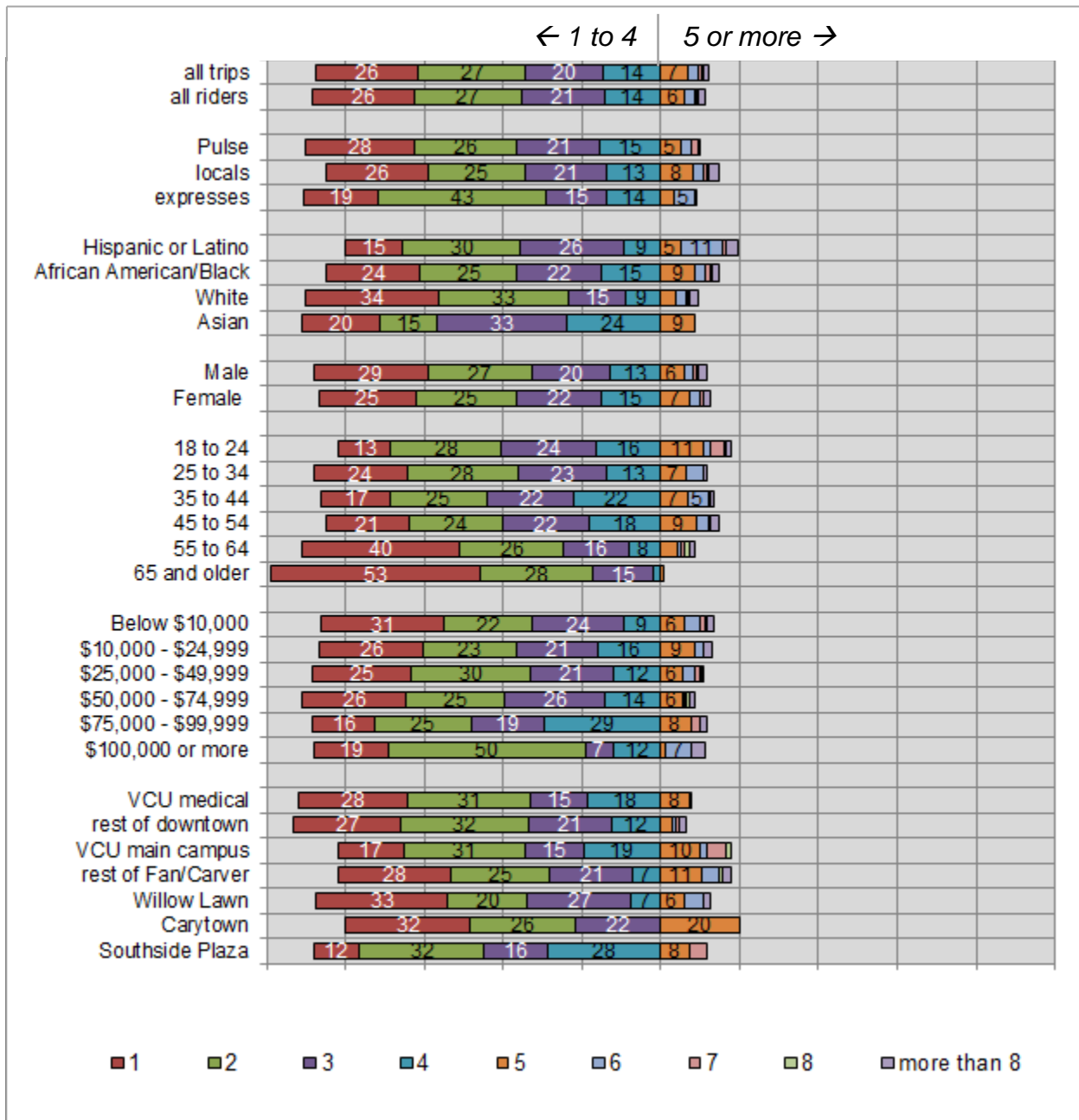
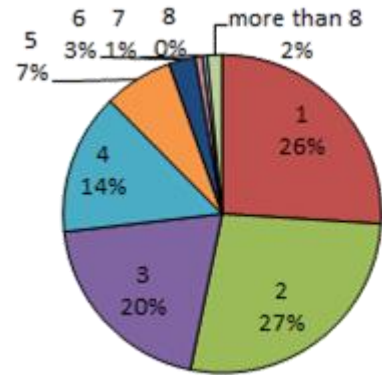


### Smartphone

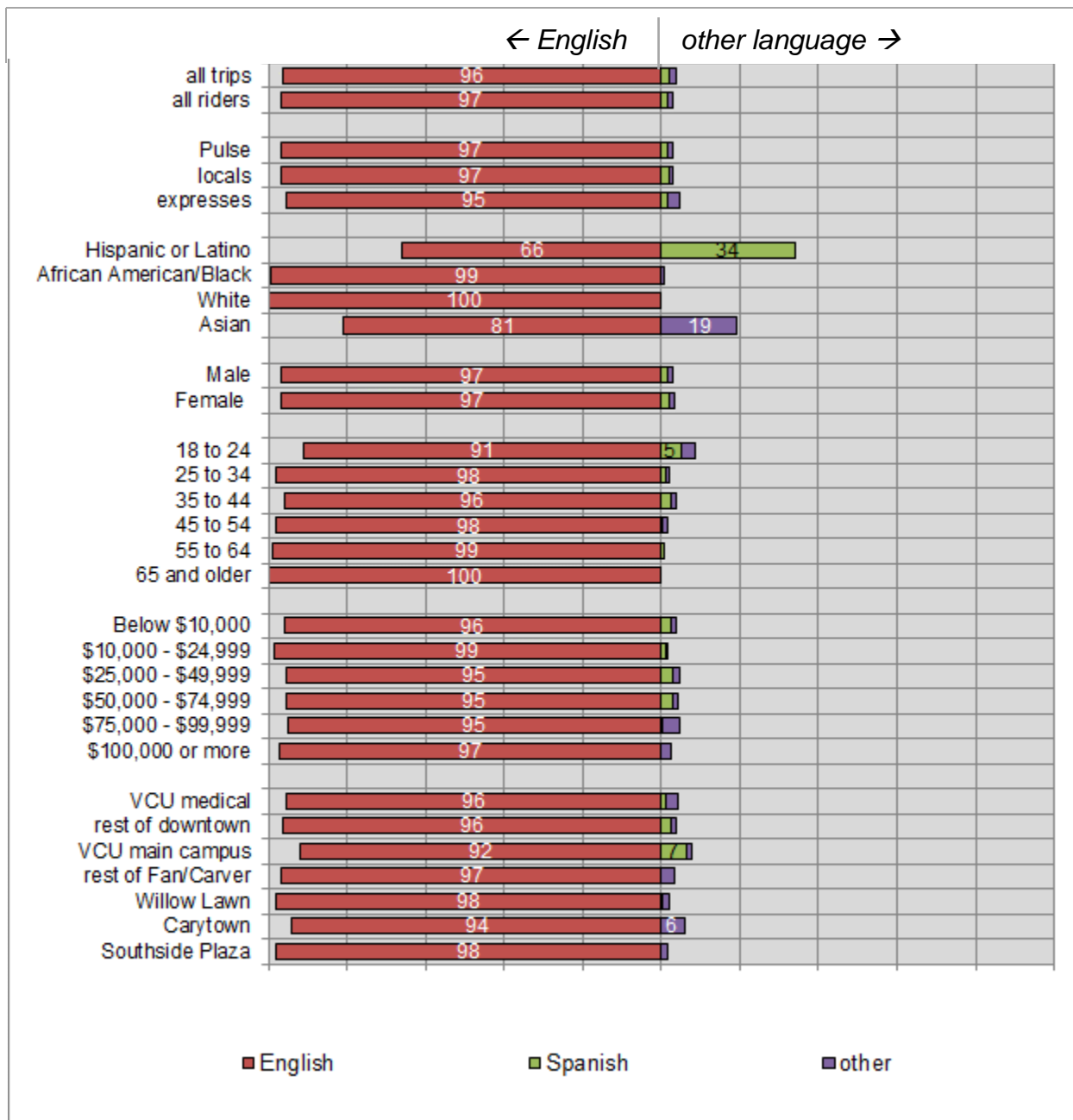
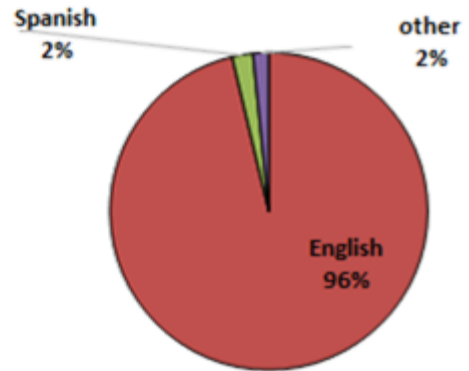
- Virtually all GRTC travelers under age 25 has a Smartphone.
- The rate drops with age, although even among those over age 65, two-thirds have a Smartphone.



### Household size

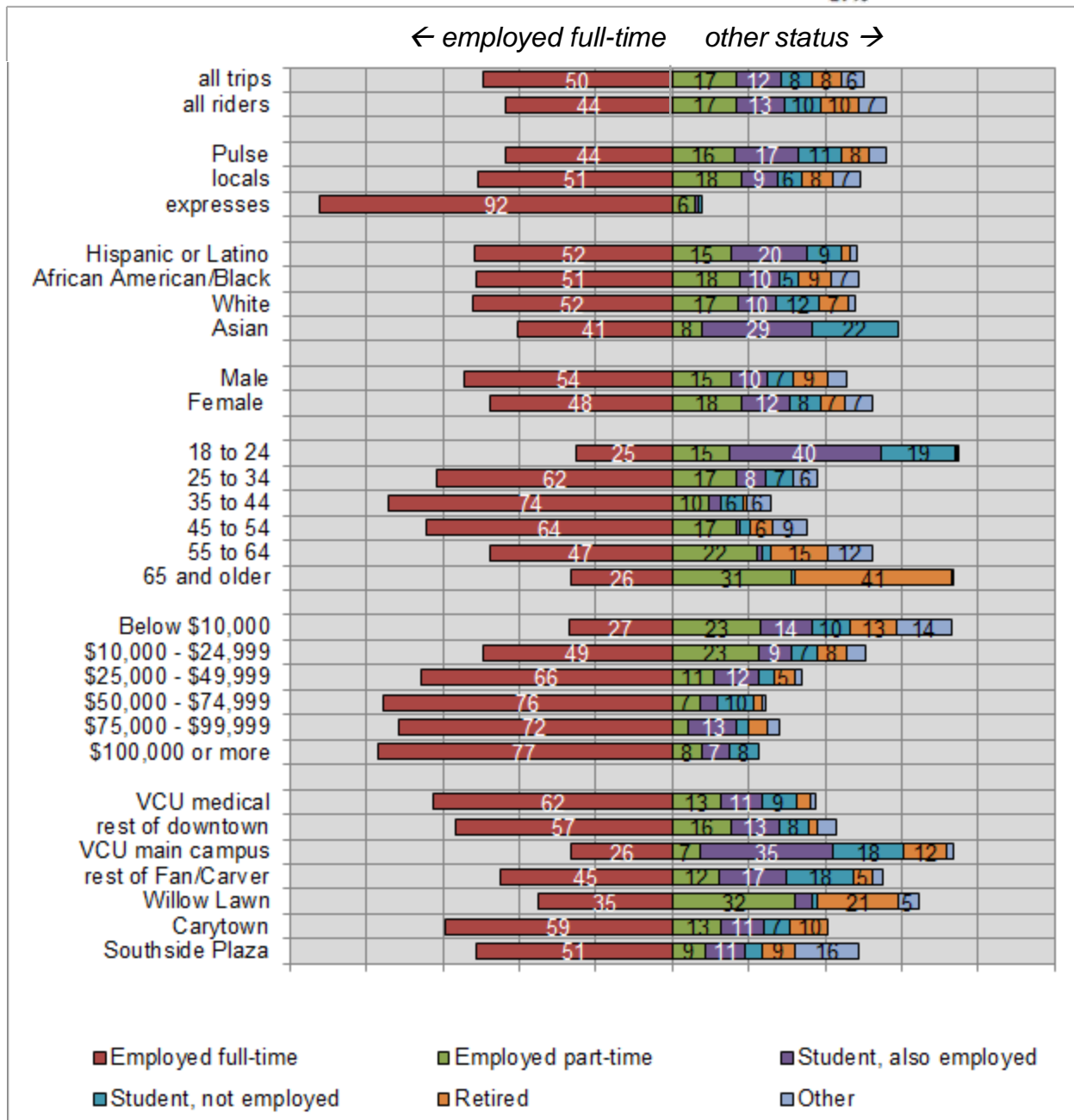
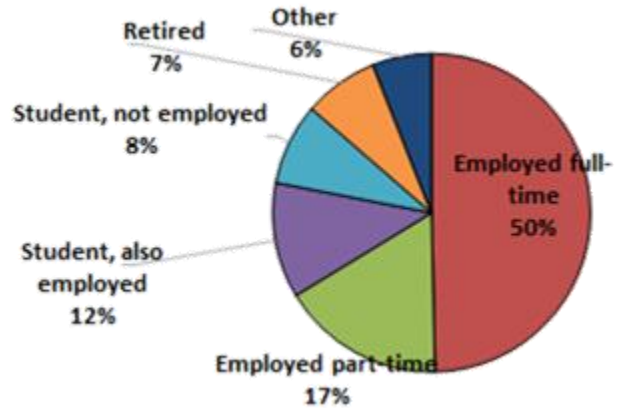


### Main language spoken at home



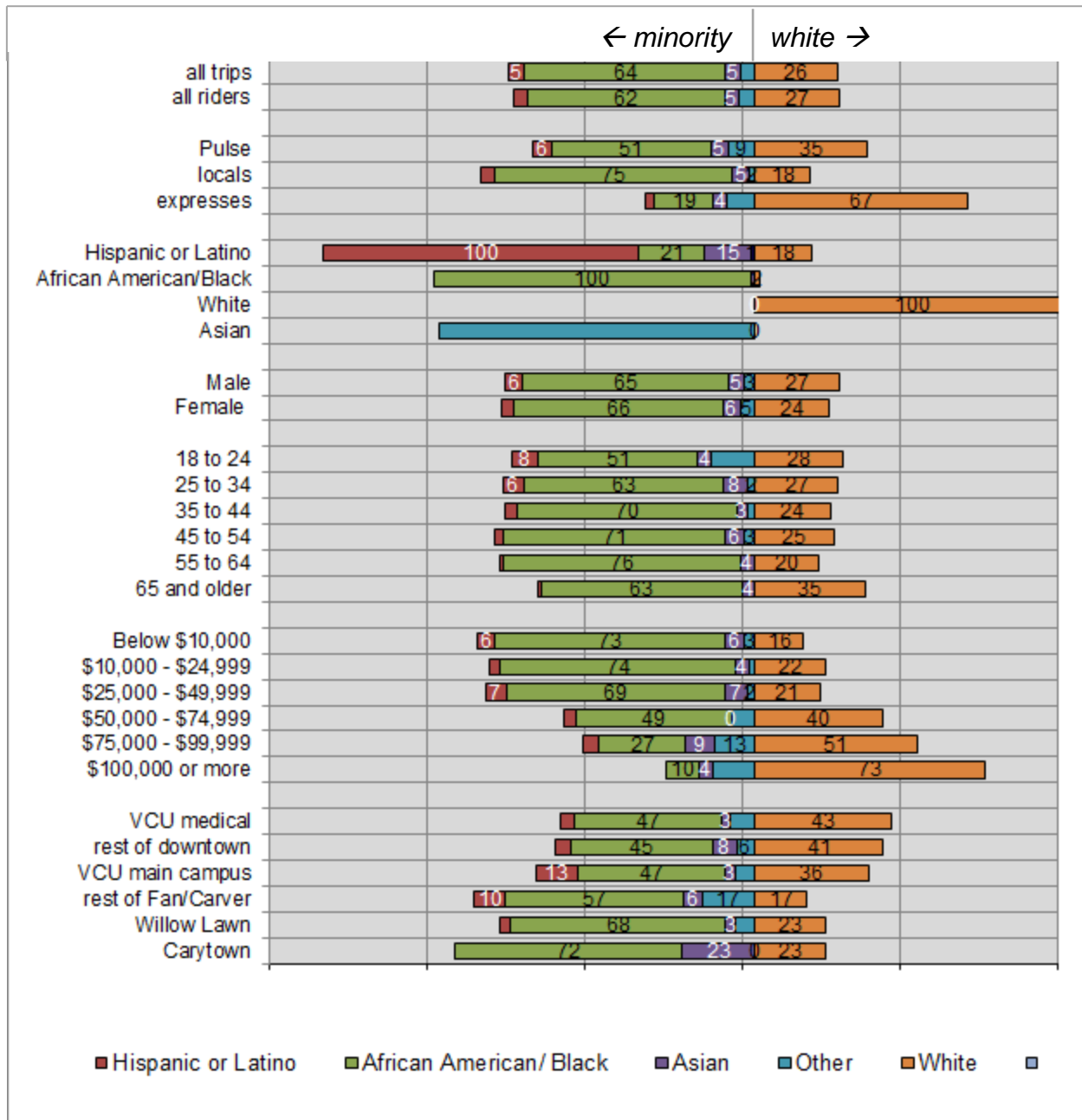
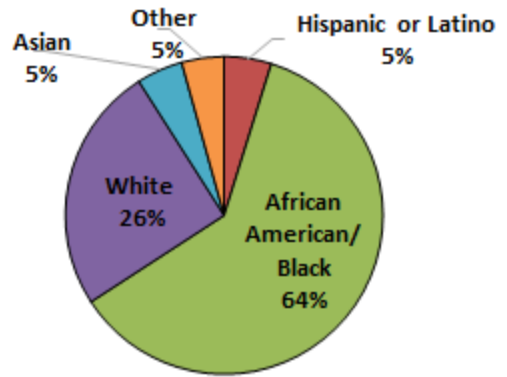


### Employment status



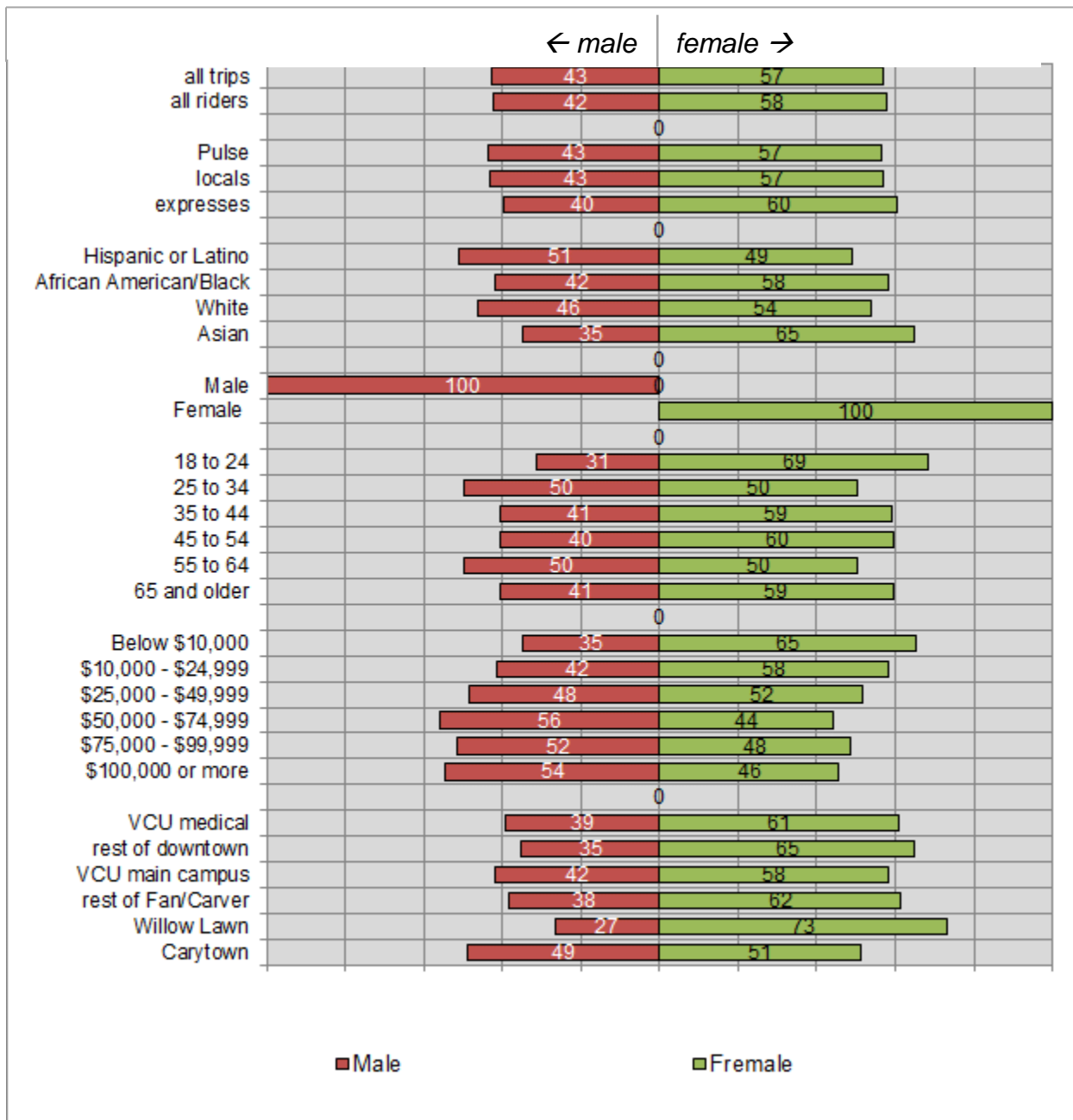
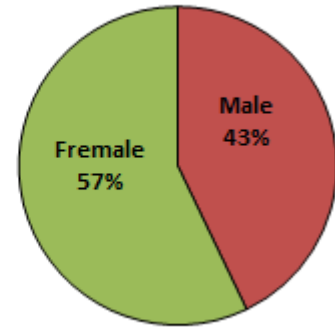
### Race / ethnicity

- Respondents could check more than one category for race / ethnicity, and thus the percentages for the categories defined here sum to more than 100%.
- Racial and ethnic shares differ significantly by route, including among express routes. (See the cross-tabs by route for details.)

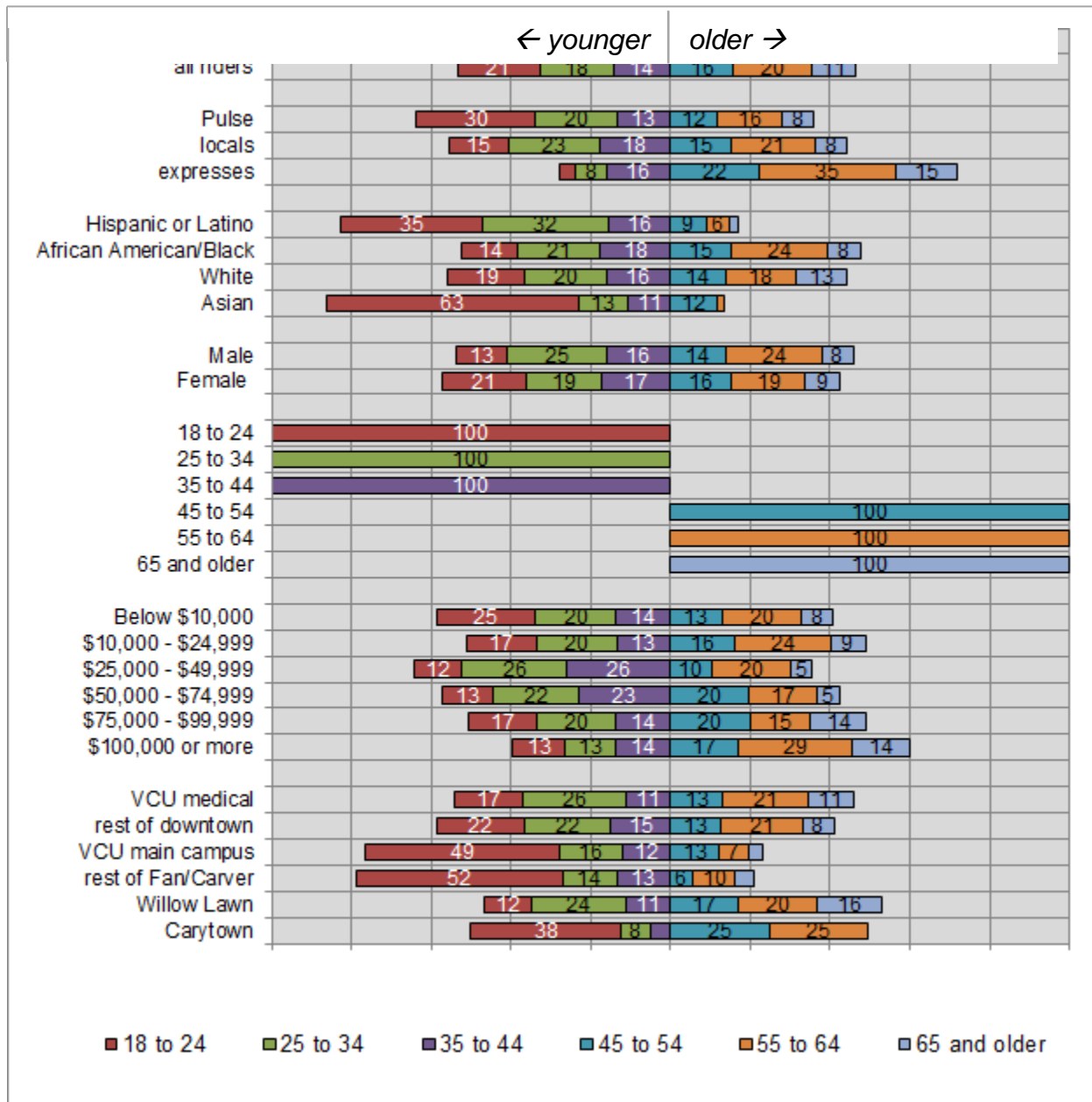
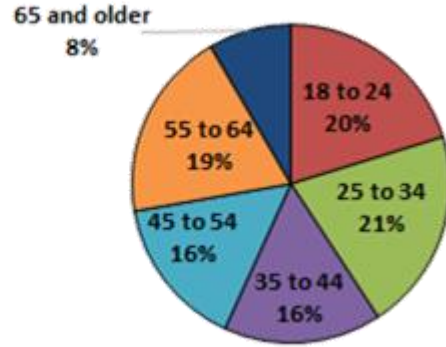


### Gender

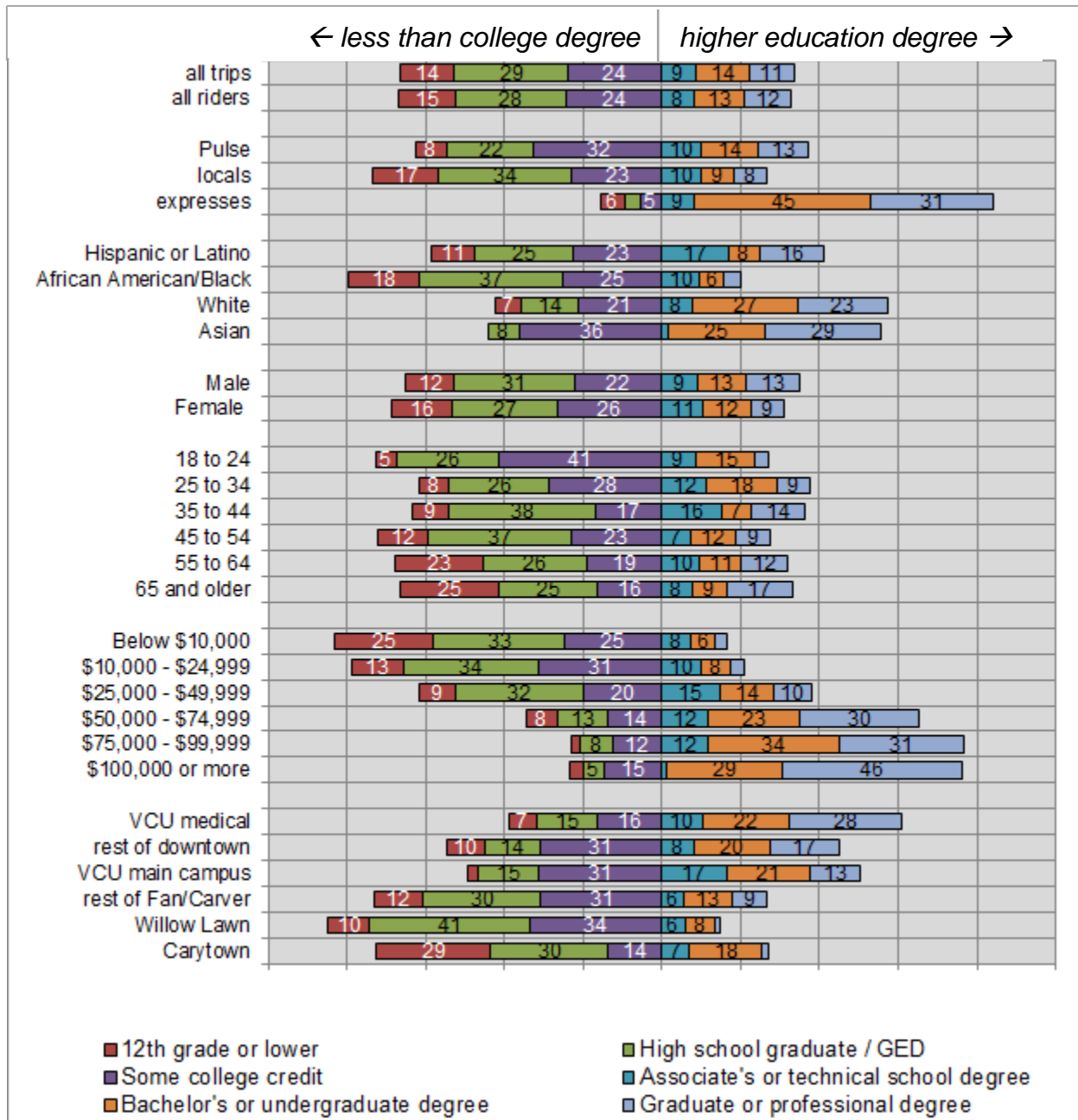
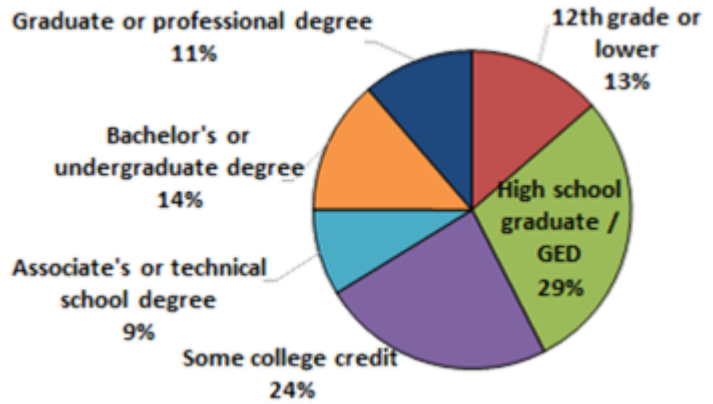
- Ridership is mostly female: 57 percent of total ridership. Females are 69 percent of 18 to 24 year old riders.
- In addition to “male” and “female,” respondents had the option to define their gender identify as “non-binary” or “I prefer to self-identify”. Fewer than 0.5 percent of respondents chose the latter two categories; these are not included in the charts on this page.



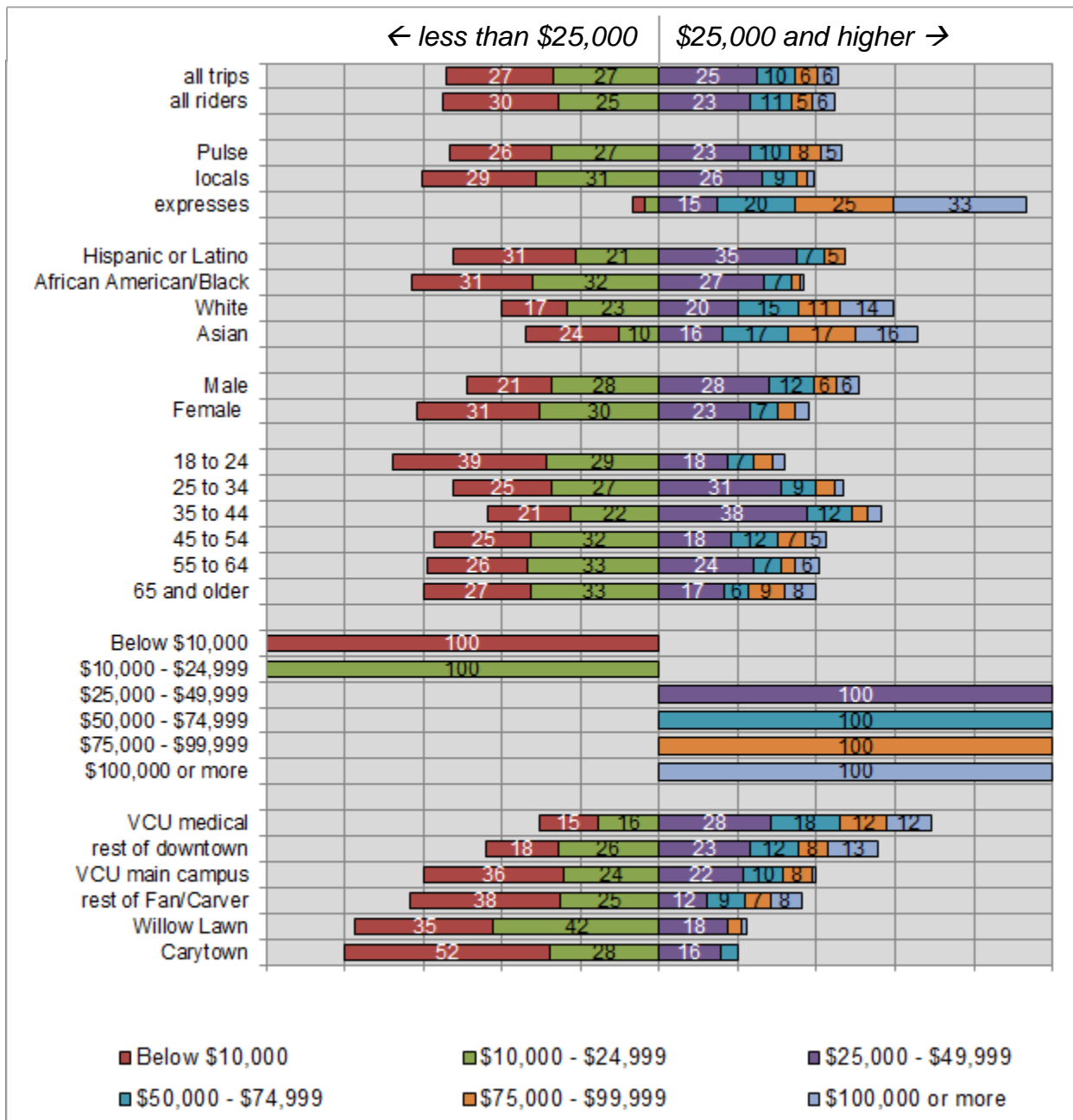
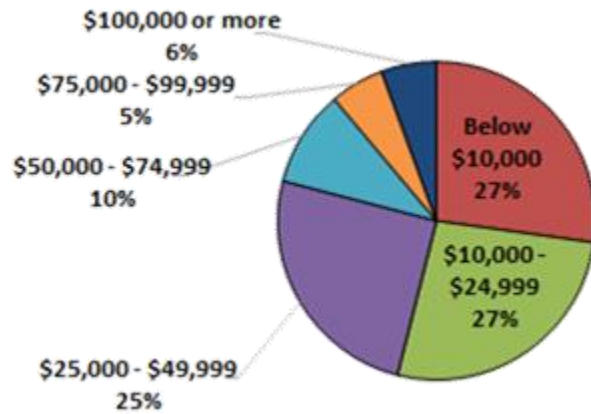
Age



Education



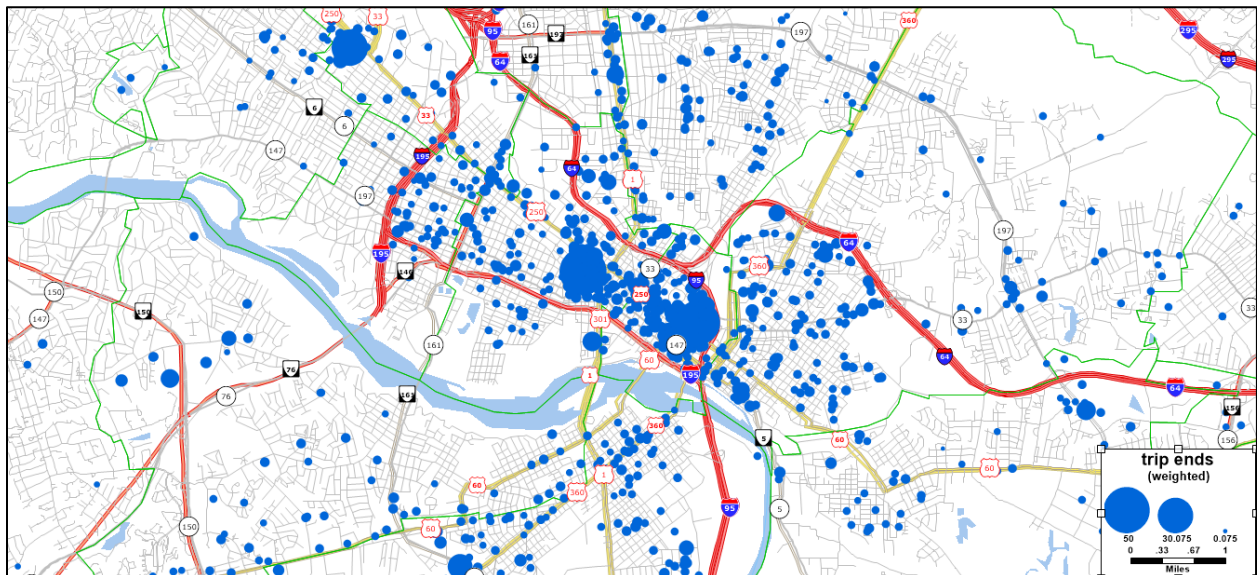
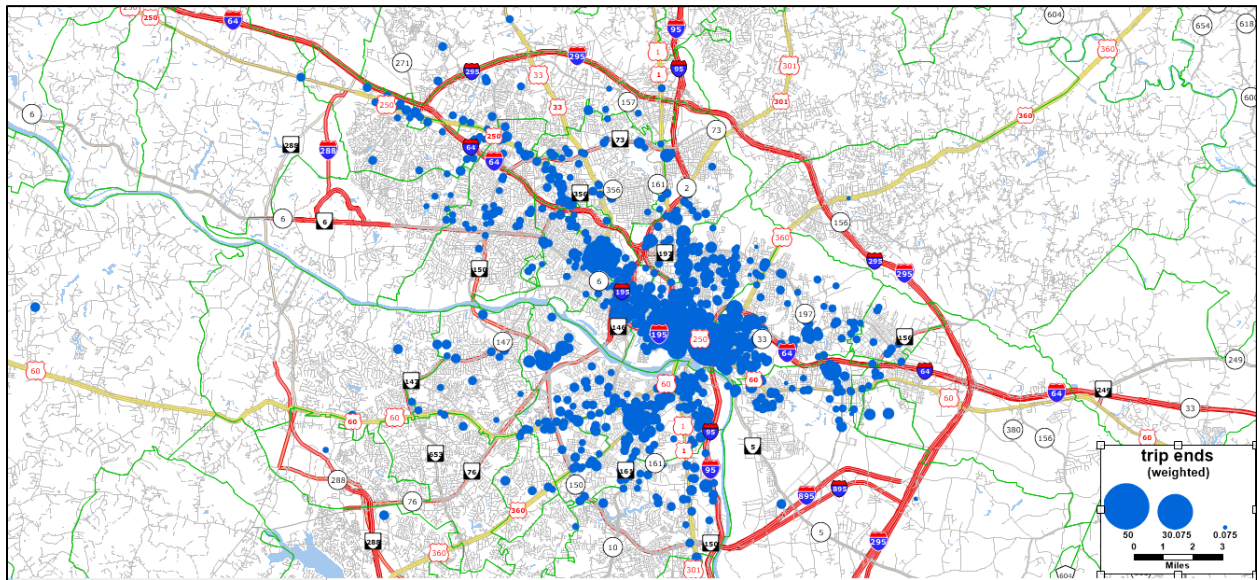
Household income

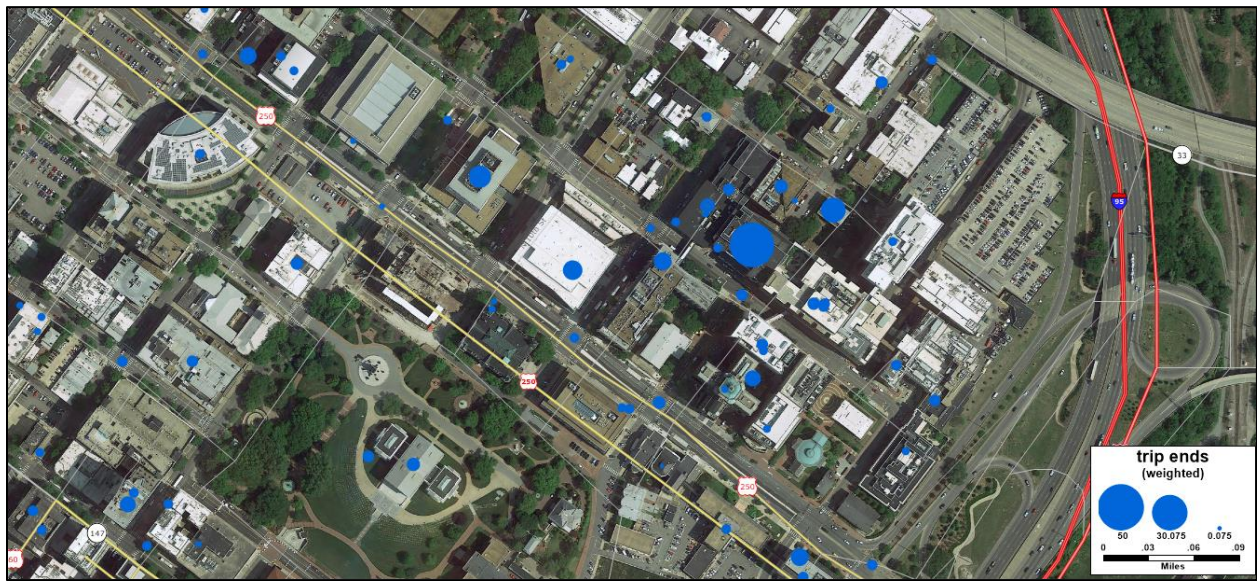
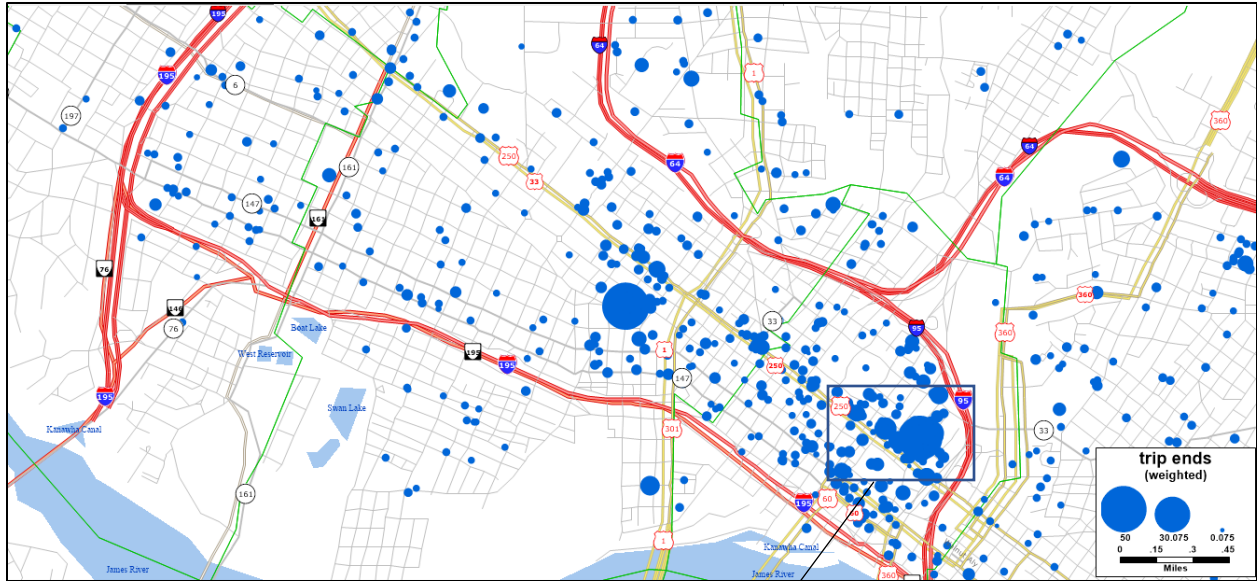




## Section 6: Trip end maps

The maps in this section show the weighted origins and destinations of the survey respondents.








## Section 7: Preferences for bus information

How would you prefer to get GRTC information?		(Values in table are percentages. Respondent could check multiple options, thus values may add across to more than 100%.)									
		Website/ trip planner	Printed schedules	Bus tracker	Transit On The Go! App	Social media	At-stop notices	Printed notices inside the bus	GRTC Customer Service Center	Other	
GRTC system		25.7	9.9	19.8	19.4	9.0	12.0	11.4	6.1	3.4	
Distinct riders		22.5	9.2	15.9	15.7	7.7	10.4	9.8	6.3	3.5	
route type	Pulse	25.2	10.1	20.2	22.8	8.9	13.3	13.3	3.8	3.2	
	locals	23.9	12.1	21.1	18.0	9.3	11.4	12.1	7.6	3.6	
	expresses	51.5	8.4	28.6	21.0	6.0	9.2	7.7	2.5	1.0	
years riding	less than 1 year	33.6	8.9	25.2	21.1	8.0	10.5	18.5	4.6	6.1	
	1 to 2 years	28.1	6.4	26.9	34.0	7.5	14.8	15.5	1.9	3.0	
	3 to 5 years	41.0	12.4	24.6	23.3	7.2	13.2	10.2	6.0	0.8	
	6 to 10 years	22.8	15.8	33.0	20.4	9.0	15.1	9.7	5.9	4.0	
	more than 10 years	29.4	19.1	20.6	15.8	14.6	13.6	17.3	14.8	5.0	
home zip	23219	20.3	16.4	19.2	18.4	16.5	21.5	12.8	9.1	1.9	
	23220	23.9	5.2	21.5	22.3	7.7	16.6	12.1	2.8	4.1	
	23221	19.4	3.6	13.9	36.0	8.0	25.3	11.4	0.0	3.9	
	23222	24.0	13.1	19.4	13.0	14.0	10.2	9.7	13.4	3.4	
	23223	22.0	15.7	21.0	19.0	9.6	11.2	11.0	7.6	5.8	
	23224	26.2	12.3	23.8	18.8	11.8	10.6	13.5	8.6	2.7	
	23225	36.1	12.6	29.3	24.8	4.4	9.1	15.4	4.6	0.5	
	23227	31.9	18.1	28.0	25.1	13.4	12.9	17.3	13.8	1.2	
	23229	33.0	5.3	31.4	35.3	12.0	23.3	23.6	0.0	0.0	
	23230	31.3	22.4	26.7	33.5	5.5	0.0	9.8	0.0	3.5	
	23231	25.1	14.0	12.2	22.7	7.2	18.2	26.9	9.1	2.2	
	23234	25.4	29.1	30.3	9.4	13.7	19.7	35.2	12.5	13.4	
	other 230xx	48.4	13.3	35.1	39.2	12.6	15.1	7.9	3.6	1.9	
	other 231xx	31.2	13.4	20.1	21.6	2.0	9.3	11.7	0.0	6.2	
	other 232xx	43.7	6.2	21.4	30.3	5.1	12.3	12.9	4.6	2.3	
	other	32.6	1.3	26.4	18.4	10.1	9.3	5.5	0.0	2.3	
race / ethnicity	Hispanic or Latino	38.5	6.9	30.6	30.1	12.2	13.4	11.3	6.1	2.2	
	African American/Black	26.0	13.8	22.0	18.3	10.6	10.5	12.2	8.2	3.6	
	White	32.5	8.3	22.7	29.6	7.3	14.6	16.8	1.8	2.3	
	Asian	36.6	5.9	34.1	26.8	10.0	29.5	18.8	0.0	4.4	
	Other	30.9	14.8	24.1	17.1	11.3	21.6	13.1	17.4	13.5	
gender	Male	26.3	11.7	20.8	19.6	11.3	11.0	12.0	5.6	3.4	
	Female	31.0	13.1	25.0	23.6	9.4	14.9	15.3	8.4	4.3	
age	18 to 24	23.0	4.1	29.9	36.3	12.7	20.5	18.0	2.2	2.8	
	25 to 34	31.5	7.3	32.9	30.3	12.5	13.0	13.2	3.7	4.9	
	35 to 44	36.0	6.0	23.2	23.7	6.4	10.0	10.6	5.9	2.7	
	45 to 54	37.9	13.6	16.3	15.2	13.1	11.1	10.7	10.1	4.8	
	55 to 64	24.7	25.8	17.9	11.5	9.3	12.1	16.5	11.6	2.5	
	65 and older	18.1	19.0	6.8	5.2	3.6	8.1	8.3	8.9	7.4	
income	Below \$10,000	21.2	11.4	21.1	16.0	10.7	12.1	12.7	9.4	4.7	
	\$10,000 - \$24,999	27.7	22.9	22.7	22.8	12.4	15.3	17.7	8.4	3.4	
	\$25,000 - \$49,999	32.8	4.1	25.6	23.4	8.7	12.9	12.5	5.0	3.8	
	\$50,000 - \$74,999	36.7	12.9	20.9	28.6	11.1	14.6	20.9	7.7	0.5	
	\$75,000 - \$99,999	42.4	11.9	15.3	33.3	12.8	9.7	3.9	0.0	4.7	
	\$100,000 or more	45.8	2.7	36.2	26.1	5.3	15.0	13.8	0.0	2.3	
major generator	VCU medical	34.7	9.7	28.1	23.1	5.2	15.9	12.1	5.0	3.2	
	rest of downtown	29.0	13.4	25.9	26.3	8.4	15.9	13.3	3.9	2.9	
	VCU main campus	21.6	7.1	16.5	24.3	11.9	13.1	16.6	0.9	2.8	
	rest of Fan/Carver	28.4	10.8	36.7	18.2	10.1	13.0	12.5	5.0	1.0	
	Willow Lawn	31.4	15.4	19.2	13.9	12.6	18.6	17.2	8.1	6.2	
	Carytown	16.2	19.9	20.3	23.0	4.3	11.8	3.5	3.5	3.5	
	no major generator	22.7	11.1	17.7	16.7	9.4	9.1	11.2	8.0	3.6	


## GRTC 2019 Passenger Survey Report

Where do you get your local news?										
(Values in table are percentages. Respondent could check multiple options, thus values may add across to more than 100%.)										
		Richmond Free Press	Richmond Times Dispatch	CBS 6 -- TV	NBC 12 -- TV	WRIC 8 -- TV	Facebook	Twitter	Other	None of these
GRTC system		12.8	12.7	34.8	29.4	20.1	16.5	5.9	6.3	20.2
Distinct riders		11.2	10.5	31.2	24.3	17.3	13.3	5.6	5.8	26.6
route type	Pulse	10.1	13.8	28.4	26.8	17.9	18.2	11.2	7.3	21.9
	locals	13.8	11.7	39.6	31.7	22.2	17.4	3.9	5.4	17.7
	expresses	8.0	23.0	33.8	51.7	28.4	7.4	2.6	10.4	11.2
years riding	less than 1 year	10.9	9.3	21.0	20.6	11.7	19.6	14.7	21.0	10.5
	1 to 2 years	9.2	13.0	28.5	28.5	14.9	24.0	13.8	9.5	10.6
	3 to 5 years	19.8	16.2	41.6	38.8	21.2	21.7	6.2	5.4	3.4
	6 to 10 years	11.1	11.8	44.3	40.7	35.5	21.3	2.6	6.4	4.6
	more than 10 years	16.7	16.7	56.1	44.0	32.4	17.4	2.0	4.3	4.0
home zip	23219	20.6	16.5	40.4	32.4	23.5	6.4	6.5	0.0	30.5
	23220	7.9	12.7	32.1	19.4	16.6	17.5	14.5	8.9	22.8
	23221	11.0	19.0	28.8	19.1	8.9	26.7	7.9	10.9	20.4
	23222	16.9	15.3	38.9	34.6	18.5	23.8	3.0	4.5	13.0
	23223	12.8	8.0	45.5	33.8	23.2	19.9	3.0	8.5	12.2
	23224	12.8	10.2	45.8	38.3	32.0	22.1	2.4	1.5	8.2
	23225	23.5	9.2	34.7	42.8	28.6	19.7	7.2	5.7	9.0
	23227	19.0	22.3	50.3	29.9	23.2	20.1	3.9	4.9	12.9
	23229	23.7	36.8	25.7	54.5	27.3	6.7	12.9	6.8	6.9
	23230	6.4	10.1	28.6	20.5	7.7	2.4	2.9	27.1	6.8
	23231	9.6	13.4	36.9	40.9	28.8	20.7	5.1	6.7	19.1
	23234	13.6	22.9	62.2	33.6	29.2	17.4	4.0	0.0	1.7
	other 230xx	12.1	22.4	56.1	43.5	41.5	22.8	3.0	0.0	6.0
	other 231xx	8.2	21.2	34.4	44.5	17.6	1.0	4.7	8.6	9.9
	other 232xx	13.7	17.9	29.9	36.7	15.6	21.0	5.7	7.8	6.9
	other	14.0	15.7	13.4	17.6	8.6	14.7	28.6	5.3	19.4
race / ethnicity	Hispanic or Latino	13.2	5.5	21.9	26.3	17.9	38.6	16.9	4.4	13.6
	African American/Black	15.8	11.9	49.8	37.4	28.2	16.9	4.0	4.2	8.2
	White	9.2	19.8	23.7	30.4	13.3	21.1	8.3	12.2	12.8
	Asian	14.7	19.2	19.0	21.0	15.2	33.3	32.2	7.2	6.8
	Other	17.8	16.6	24.6	17.2	21.0	24.7	4.5	17.7	13.7
gender	Male	13.3	17.0	37.9	35.4	24.5	16.2	5.8	7.5	9.8
	Female	14.2	12.4	43.5	33.8	23.0	22.2	7.2	6.2	9.8
age	18 to 24	13.0	13.2	26.8	16.9	12.5	30.2	26.4	5.1	13.3
	25 to 34	11.7	14.7	32.7	36.0	24.9	33.9	5.6	6.1	8.8
	35 to 44	15.0	9.8	43.4	30.4	19.3	21.6	2.9	7.1	8.2
	45 to 54	12.5	11.3	47.8	36.6	23.8	14.3	1.5	7.2	9.0
	55 to 64	13.7	17.5	50.2	44.3	28.9	7.4	0.5	6.7	4.5
	65 and older	22.5	17.0	52.7	36.9	32.9	3.7	0.0	3.5	18.3
income	Below \$10,000	10.6	10.3	39.3	30.9	21.7	23.4	5.8	4.7	10.9
	\$10,000 - \$24,999	19.1	15.9	51.9	34.5	28.3	23.6	5.6	3.8	5.9
	\$25,000 - \$49,999	14.5	11.1	39.7	31.1	21.3	19.4	6.3	7.2	8.2
	\$50,000 - \$74,999	14.8	18.0	35.4	36.6	24.1	11.1	6.0	8.1	10.5
	\$75,000 - \$99,999	16.9	25.2	27.6	38.4	14.0	13.3	10.1	6.7	11.7
	\$100,000 or more	2.2	34.6	23.2	46.8	22.2	18.2	11.7	15.2	10.2
major generator	VCU medical	9.3	12.3	24.9	32.2	16.4	20.4	9.6	11.4	15.8
	rest of downtown	13.8	20.9	32.8	31.8	17.3	17.6	9.3	6.1	17.8
	VCU main campus	11.7	14.7	21.5	28.7	19.9	21.9	10.4	5.1	18.0
	rest of Fan/Carver	10.0	16.6	24.0	25.2	14.8	17.3	17.5	9.5	22.5
	Willow Lawn	11.9	8.2	48.8	42.7	33.9	16.6	1.5	8.7	13.8
	Carytown	27.8	27.9	35.6	22.0	13.9	25.1	5.8	5.5	27.3
	no major generator	12.9	10.0	41.4	31.2	23.4	15.7	2.8	4.7	19.1

Appendix A Survey versions



## Rider Survey 2019




Favor de pedir una encuesta en Español

Vui lòng yêu cầu người nói tiếng Việt

اطلب اللغة العربية من فضلك

Please tell us about the **ONE-WAY TRIP** you are taking now



Your trip may look different from this example

<p><b>1. Where are you coming from?</b></p> <table style="width: 100%;"> <tr> <td><input type="checkbox"/> Home</td> <td><input type="checkbox"/> Child care</td> </tr> <tr> <td><input type="checkbox"/> Work</td> <td><input type="checkbox"/> Recreation / social</td> </tr> <tr> <td><input type="checkbox"/> Shopping</td> <td><input type="checkbox"/> Medical services</td> </tr> <tr> <td><input type="checkbox"/> School/College (student only)</td> <td><input type="checkbox"/> Other: _____</td> </tr> </table> <p><b>2. Where is this?</b></p> <p>_____</p> <p>Name of Place / Building (if not home)</p> <p>_____</p> <p>Street Address OR Nearest Cross Streets</p> <p>_____</p> <p>City _____ Zip Code _____</p> <p><b>3. How did you get to the FIRST BUS you used for this ONE WAY trip?</b></p> <p><input type="checkbox"/> Walked → How many blocks? _____</p> <p><input type="checkbox"/> Biked → Check here if used bus bike rack: <input type="checkbox"/></p> <p><input type="checkbox"/> Drove myself and parked</p> <p><input type="checkbox"/> Dropped off by someone</p> <p><input type="checkbox"/> Other _____</p> <p><b>4. Where is this FIRST BUS STOP?</b></p> <p>_____</p> <p>Bus stop number, name or nearest cross streets</p> <p><b>5. Is the bus you are on NOW the FIRST bus you used for this ONE WAY trip?</b></p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No, I transferred from the following bus route(s): _____</p>	<input type="checkbox"/> Home	<input type="checkbox"/> Child care	<input type="checkbox"/> Work	<input type="checkbox"/> Recreation / social	<input type="checkbox"/> Shopping	<input type="checkbox"/> Medical services	<input type="checkbox"/> School/College (student only)	<input type="checkbox"/> Other: _____	<p><b>6. Where are you going?</b></p> <table style="width: 100%;"> <tr> <td><input type="checkbox"/> Home</td> <td><input type="checkbox"/> Child care</td> </tr> <tr> <td><input type="checkbox"/> Work</td> <td><input type="checkbox"/> Recreation / social</td> </tr> <tr> <td><input type="checkbox"/> Shopping</td> <td><input type="checkbox"/> Medical services</td> </tr> <tr> <td><input type="checkbox"/> School/College (student only)</td> <td><input type="checkbox"/> Other: _____</td> </tr> </table> <p><b>7. Where is this?</b></p> <p>_____</p> <p>Name of Place / Building (if not home)</p> <p>_____</p> <p>Street Address OR Nearest Cross Streets</p> <p>_____</p> <p>City _____ Zip Code _____</p> <p><b>8. How will you get from the LAST BUS you will use for this ONE WAY trip?</b></p> <p><input type="checkbox"/> Walk → How many blocks? _____</p> <p><input type="checkbox"/> Bike</p> <p><input type="checkbox"/> Drive my parked car</p> <p><input type="checkbox"/> Getting picked up by someone</p> <p><input type="checkbox"/> Other _____</p> <p><b>9. Where is this LAST BUS STOP?</b></p> <p>_____</p> <p>Bus stop number, name or nearest cross streets</p> <p><b>10. Is the bus you are on NOW the LAST bus you will use for this ONE WAY trip?</b></p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No, I will transfer to the following bus route(s): _____</p>	<input type="checkbox"/> Home	<input type="checkbox"/> Child care	<input type="checkbox"/> Work	<input type="checkbox"/> Recreation / social	<input type="checkbox"/> Shopping	<input type="checkbox"/> Medical services	<input type="checkbox"/> School/College (student only)	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Home	<input type="checkbox"/> Child care																
<input type="checkbox"/> Work	<input type="checkbox"/> Recreation / social																
<input type="checkbox"/> Shopping	<input type="checkbox"/> Medical services																
<input type="checkbox"/> School/College (student only)	<input type="checkbox"/> Other: _____																
<input type="checkbox"/> Home	<input type="checkbox"/> Child care																
<input type="checkbox"/> Work	<input type="checkbox"/> Recreation / social																
<input type="checkbox"/> Shopping	<input type="checkbox"/> Medical services																
<input type="checkbox"/> School/College (student only)	<input type="checkbox"/> Other: _____																

**11. Did you / Will you make THIS TRIP by GRTC in the opposite direction today?**

No     Yes, before 9AM     Yes, 9AM to 3PM     Yes, 3 to 6 PM     Yes, after 6PM

12. If GRTC had not been available today, how would you have made this trip?

- Driven alone                       Biked                       I would not have made trip  
 Carpoled with someone else    Walked                       Other:  
 Gotten someone to drive me    Used a taxi, Uber, or Lyft                      \_\_\_\_\_

13. What type of fare did you use to make this trip?

- Cash / One Ride                       1 Day Pass                       30 Day Pass                       Other:  
 One Ride Plus                       7 Day Pass                       E-Pass / U-Pass / VCU-Go

14. Are you a reduced fare customer (Senior / Disabled / Medicare / Minor)?     Yes    No

15. Where did you purchase your bus fare?

- Ticket Vending Machine (TVM)    Employer / Schoo                       RideFinders  
 Bus Farebox                       Outlet Store (CVS, Kroger, etc.)    Other: \_\_\_\_\_  
 GRTC Online Transit Store                       Mobile Pass App

16. Does your employer offer a subsidy or financial incentive for taking GRTC?    Yes    No

17. Which days do you TYPICALLY ride GRTC? (mark all that apply)

	Mon	Tues	Wed	Thu	Fri	Sat	Sun	None
<i>To go to or from work</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>For other purposes</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. How many years have you been riding GRTC? \_\_\_\_\_

19. Do you participate in the GRTC rewards program?

- Yes                       No, but interested                       No, not interested

20. How would you prefer to get GRTC information?

- Website/trip planner                       Transit On The Go! App                       Printed notices inside the bus  
 Printed schedules                       Social media                       GRTC Customer Service Center  
 Bus tracker                       At-stop notices                       Other: \_\_\_\_\_

21. Where do you get your local news?

- Richmond Free Press                       NBC 12 -- TV                       Twitter  
 Richmond Times Dispatch                       WRIC 8 -- TV                       Other: \_\_\_\_\_  
 CBS 6 -- TV                       Facebook

22. Do you regularly use any of the following for real-time bus information (mark all that apply)?

- GRTC Trip Planner / "Transit On The Go!" App                       Other:  
 Google Trip Planner / Apple Trip Planner                      \_\_\_\_\_

23. Do you have regular internet access?

- Yes, at home and at work or school    Yes, at work or school only                       No, I don't have internet  
 Yes, at home only                       Yes, at a public site                      access

24. Do you agree or disagree with each of the following:	Agree strongly		Neutral / no opinion			Disagree strongly	
	1	2	3	4	5	6	7
a. Buses are generally on time	1	2	3	4	5	6	7
b. Service (operating hours & frequency) is adequate	1	2	3	4	5	6	7
c. The fares are reasonable	1	2	3	4	5	6	7
d. I feel safe on buses and at bus stops	1	2	3	4	5	6	7
e. Buses are comfortable and clean	1	2	3	4	5	6	7
f. Bus drivers are courteous and professional	1	2	3	4	5	6	7
g. Call center representatives are courteous and professional	1	2	3	4	5	6	7
h. Calls to GRTC customer service get prompt response	1	2	3	4	5	6	7
i. Bus stops are adequately sheltered/accessible	1	2	3	4	5	6	7
j. GRTC is convenient for my needs	1	2	3	4	5	6	7
k. I am overall satisfied with GRTC	1	2	3	4	5	6	7

25. Which **three** of the following would you most like to see? Please mark your preferences as **1** for first priority, **2** for second priority, and **3** for third priority.

- a. \_\_\_\_\_ Cost: GRTC kept fares low
- b. \_\_\_\_\_ Schedules at Bus Stops: Your bus stop had information about scheduled arrival times
- c. \_\_\_\_\_ Shelters: Your bus stops had shelters, benches, etc.
- d. \_\_\_\_\_ Frequency: GRTC buses ran more frequently on WEEKDAYS
- e. \_\_\_\_\_ Weekends: GRTC buses ran more frequently on WEEKENDS
- f. \_\_\_\_\_ Reliability: GRTC buses had better on-time performance
- g. \_\_\_\_\_ Comfort: GRTC buses had softer seats, looked spotless
- h. \_\_\_\_\_ Destinations: GRTC service included bus routes to: \_\_\_\_\_
- i. \_\_\_\_\_ Security: Regular security patrols at transit centers
- j. \_\_\_\_\_ Website: GRTC had a more mobile-friendly website and text alerts
- k. \_\_\_\_\_ Other: (describe):

26. If GRTC were to potentially raise the fare at a future date, what added fare would you support for a one-way GRTC trip?

- \$0/not support     
  \$0.25     
  0.50     
  \$0.75

*PLEASE TELL US ABOUT YOURSELF*

27. Do you have access to a car or motorcycle you could have used to make THIS TRIP?  Yes  No
28. Do you have a driver's license?  Yes  No
29. Do you have a smartphone?  Yes  No
30. Including yourself, how many people live in your household? \_\_\_\_\_
31. What is the main language spoken at your home:  
 English  Spanish  other: \_\_\_\_\_
32. Which best describes your employment status  
 Employed full-time  Student, also employed  Retired  
 Employed part-time  Student, not employed  Other: \_\_\_\_\_
33. What is your home zip code? \_\_\_\_\_
34. Which categories best describe you? *(check all that apply)*  
 Hispanic or Latino  Native American  Asian  
 African American/Black  White  Other: \_\_\_\_\_
35. How do you currently describe your gender identity?  Male  non-binary  
 Female  I prefer to self-describe
36. What is your age? \_\_\_\_\_ years
37. What is your highest level of education?  
 12th grade or lower  Associate's or technical school degree  
 High school graduate / GED  Bachelor's or undergraduate degree  
 Some college credit  Graduate or professional degree
38. What is your annual household income?  
 Below \$10,000  \$25,000 - \$49,999  \$75,000 - \$99,999  
 \$10,000 - \$24,999  \$50,000 - \$74,999  \$100,000 or more

**Fill out the survey anonymously or include your name and contact information below for a chance to win one of 3 Amazon Fire Tablet with Alexa, 8" HD Display (GRTC will never give away your contact information.)**



Name: \_\_\_\_\_

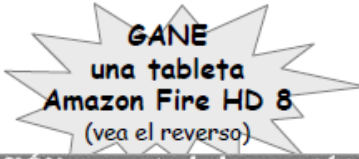
Phone or e-mail: \_\_\_\_\_

**Thank you! Please return the survey to the survey staff**





**Encuesta al pasajero 2019**



Por favor díganos sobre el VIAJE en UNA DIRECCIÓN que usted ahora está tomando



<p>1. ¿De dónde viene?</p> <p><input type="checkbox"/> Domicilio      <input type="checkbox"/> Cuidado de los niños</p> <p><input type="checkbox"/> Trabajo      <input type="checkbox"/> Recreación / social</p> <p><input type="checkbox"/> De compras      <input type="checkbox"/> Servicios médicos</p> <p><input type="checkbox"/> Escuela/Univ      <input type="checkbox"/> Otro: _____ (sólo estudiante))</p> <p>2. ¿Dónde se encuentra ese lugar?</p> <p>_____</p> <p>Nombre del Lugar/ Edificio (si no es domicilio)</p> <p>_____</p> <p>Calle O Cruce más cercano</p> <p>_____</p> <p>Ciudad      Código Postal</p> <p>3. ¿Cómo llegó al PRIMER AUTOBUS que utilizó para este viaje en una dirección?</p> <p><input type="checkbox"/> Caminando      ¿Cuántos cuadras? _____</p> <p><input type="checkbox"/> Bicicleta → ¿Usaste el portabicicletas? <input type="checkbox"/> Sí</p> <p><input type="checkbox"/> Conduciendo y aparcando</p> <p><input type="checkbox"/> Llevado por otra persona</p> <p><input type="checkbox"/> Otro _____</p> <p>4. ¿Dónde está la PRIMERA PARADA DE AUTOBUS en la que se subió?</p> <p>_____</p> <p>Numero o nombre de la parada o cruce de calles más cercano</p> <p>5. El AUTOBUS en el que está AHORA, ¿es el primer autobus que utilizó en este viaje?</p> <p><input type="checkbox"/> Sí</p> <p><input type="checkbox"/> No, ya hice transbordo de este ruta(s) del autobus: _____</p>	<p>6. Where are you going?</p> <p><input type="checkbox"/> Domicilio      <input type="checkbox"/> Cuidado de los niños</p> <p><input type="checkbox"/> Trabajo      <input type="checkbox"/> Recreación / social</p> <p><input type="checkbox"/> De compras      <input type="checkbox"/> Servicios médicos</p> <p><input type="checkbox"/> Escuela/Univ      <input type="checkbox"/> Otro: _____ (sólo estudiante))</p> <p>7. ¿Dónde se encuentra ese lugar?</p> <p>_____</p> <p>Nombre del Lugar/ Edificio (si no es domicilio)</p> <p>_____</p> <p>Calle O Cruce más cercano</p> <p>_____</p> <p>Ciudad      Código Postal</p> <p>8. ¿Cómo llegará a su destino desde el ÚLTIMO AUTOBUS utilizado en este viaje?</p> <p><input type="checkbox"/> Caminando      ¿Cuántos cuadras? _____</p> <p><input type="checkbox"/> Bicicleta</p> <p><input type="checkbox"/> Conduciendo mi coche</p> <p><input type="checkbox"/> Recogido por otra persona</p> <p><input type="checkbox"/> Otro _____</p> <p>9. ¿Dónde está la ÚLTIMA PARADA DE AUTOBUS en la que se bajará?</p> <p>_____</p> <p>Numero o nombre de la parada o cruce de calles más cercano</p> <p>10. El AUTOBUS en el que está AHORA, ¿es el ÚLTIMO autobus que utilizará este viaje?</p> <p><input type="checkbox"/> Sí</p> <p><input type="checkbox"/> No, haré transbordo a este ruta(s) del autobus: _____</p>
---	---

11. ¿Hizo/ Hará hoy ESTE VIAJE con GRTC en dirección opuesta?

No       Sí, antes de 9AM       Sí, 9AM a 3PM       Sí, 3 a 6 PM       Sí, despues de 6PM





24. ¿Cuál es su opinión sobre lo siguiente:	Completamente de acuerdo		Neutral / no sabe			Completamente en desacuerdo	
a. Los autobuses llegan a tiempo.....	1	2	3	4	5	6	7
b. El servicio es adecuado (horas de operación y frecuencia)	1	2	3	4	5	6	7
c. Las tarifas son razonables .....	1	2	3	4	5	6	7
d. Me siento seguro(a) en los autobuses y paradas.....	1	2	3	4	5	6	7
e. Los autobuses son cómodos y limpios .....	1	2	3	4	5	6	7
f. Los conductores son cortés y profesional.....	1	2	3	4	5	6	7
g. Las personas al centro de servicio al cliente son cortés y profesional .....	1	2	3	4	5	6	7
h. Las llamadas al GRTC servicios de cliente obtienen una respuesta rapida .....	1	2	3	4	5	6	7
i. Las paradas están protegidas adecuadamente, tienen acceso adecuado .....	1	2	3	4	5	6	7
j. GRTC es conveniente a mis necesidades .....	1	2	3	4	5	6	7
k. En general estoy satisfecho con GRTC .....	1	2	3	4	5	6	7

25. ¿Cual tres del siguiente prefiere Ud? Marque por favor sus preferencias como **1** para la primera prioridad, **2** para la segunda prioridad, y **3** para la tercera prioridad

- a. \_\_\_\_\_ **Tarifa:** GRTC mantuvo las tarifas bajas
- b. \_\_\_\_\_ **Horarios en las paradas:** Su parada de autobús tenía información sobre tiempos de llegada programada
- c. \_\_\_\_\_ **Parada cubierta:** Sus parada de autobús tenían techo, banco, etc.
- d. \_\_\_\_\_ **Frecuencia:** Los autobuses de GRTC funcionaron con mas frecuencia en los días laborables
- e. \_\_\_\_\_ **Fines de semana:** Los autobuses de GRTC funcionaron con mas frecuencia en los fines de semana
- f. \_\_\_\_\_ **Reliabilidad:** Los autobuses tenían un mejor rendimiento en el tiempo
- g. \_\_\_\_\_ **Comodidad:** Los autobuses tenían asientos más suaves y fueron completamente limpios
- h. \_\_\_\_\_ **Cobertura:** el servicio GRTC incluye rutas de autobús a: \_\_\_\_\_
- i. \_\_\_\_\_ **Seguridad:** La seguridad regular patrulla en los centros del tránsito
- j. \_\_\_\_\_ **Website:** GRTC tenía un sitio web más facil de usar para dispositivos móviles y alertas de texto
- k. \_\_\_\_\_ **Otro (describe):**

26 Si GRTC aumentara potencialmente la tarifa en la futura, ¿qué tarifa adicional apoyaría para un viaje en una dirección?     \$0/ no apoyo     \$0.25     \$0.50     \$0.75

**INFORMACIÓN PERSONAL**

27. ¿podría haber utilizado hoy un coche o motocicleta para realizar ESTE VIAJE?  Sí  No
28. ¿Tiene permiso de conducir?  Sí  No
29. ¿Tiene un smartphone?  Sí  No
30. Incluyéndose a usted, ¿cuántas personas viven en su domicilio? \_\_\_\_\_
31. Lengua principal en su hogar:  español  otra : \_\_\_\_\_
32. ¿Cuál describe mejor su situación laboral?  
 empleado a tiempo completo  Estudiante, también empleado  Retirado  
 empleado a tiempo parcial  Estudiante, no empleado  Otro: \_\_\_\_\_
33. Código postal de su domicilio \_\_\_\_\_
34. ¿Qué categorías te describen mejor? (marque todos que se apliquen)  
 Hispano o Latino  Indio Americano  Asiático  
 Negro/Afro-americano  Blanco  Otro: \_\_\_\_\_
35. ¿Cómo describe actualmente su identidad de género?  Hombre  no-binario  
 Mujer  Prefiero autodescribirme
36. ¿Cuantos años tiene? \_\_\_\_\_ años
37. ¿Cual es tu nivel más alto de educación?  
 12 ° grado o inferior  Título de asociado o escuela técnica  
 Graduado de preparatoria ./ GED  Licenciatura  
 Un poco de crédito universitario  Titulación profesional
38. Ingresos anuales por domicilio:  
 Menos de \$10,000  \$25,000 - \$49,999  \$75,000 - \$99,999  
 \$10,000 - \$24,999  \$50,000 - \$74,999  \$100,000 o más

***¡Complete la encuesta de forma anónima o incluya su nombre e información de contacto para una oportunidad a ganar una tableta Amazon Fire HD 8 con Alexa, 8" HD Visualización, 32 GB!***  
*(GRTC nunca revelará ni venderá su información de contacto.)*



Nombre: \_\_\_\_\_

Telefono o e-mail: \_\_\_\_\_

***Una vez completada la encuesta, devuélvala a la persona adecuada. ¡Gracias!***



**Khảo sát dành cho  
Hành khách đi xe  
buýt 2019**

**TRÚNG THƯỜNG** một  
Máy tính bảng Amazon Fire  
HD 8! (xem chi tiết ở mặt  
sau)

Vui lòng chia sẻ với chúng tôi về **CHUYẾN ĐI MỘT CHIỀU** mà quý vị đang đi



<p><b>1. Quý vị xuất phát từ đâu?</b></p> <p><input type="checkbox"/> Nhà                      <input type="checkbox"/> Nhà trẻ</p> <p><input type="checkbox"/> Nơi làm việc            <input type="checkbox"/> Cơ sở giải trí/Địa điểm giao lưu</p> <p><input type="checkbox"/> Khu mua sắm            <input type="checkbox"/> Trung tâm dịch vụ y tế</p> <p><input type="checkbox"/> Trường học/Trường đại học   <input type="checkbox"/> Khác (chi dành cho học sinh/sinh viên)</p> <p><b>2. Địa điểm cụ thể là ở đâu?</b></p> <p>_____</p> <p>Tên địa điểm/Tòa nhà (nếu không phải từ nhà)</p> <p>_____</p> <p>Địa chỉ đường HOẶC Đường giao nhau gần nhất</p> <p>_____</p> <p>Thành phố                      Mã bưu chính</p> <p><b>3. Quý vị đi tới điểm bắt CHUYẾN BUÝT ĐẦU TIÊN của chuyến đi MỘT CHIỀU này bằng cách nào?</b></p> <p><input type="checkbox"/> Đi bộ → Cách bao nhiêu khu nhà? _____</p> <p><input type="checkbox"/> Đi xe đạp → Quý vị có sử dụng giá để xe đạp của xe buýt không? <input type="checkbox"/> có</p> <p><input type="checkbox"/> Tự lái xe đến và đậu xe lại</p> <p><input type="checkbox"/> Đi nhờ xe người khác</p> <p><input type="checkbox"/> Khác _____</p> <p><b>4. TRẠM DỪNG XE BUÝT ĐẦU TIÊN nằm ở đâu?</b></p> <p>_____</p> <p>Số trạm dừng xe buýt, tên hoặc đường giao nhau</p> <p><b>5. Xe buýt quý vị ĐANG đi có phải là xe buýt ĐẦU TIÊN quý vị đi trong chuyến đi MỘT CHIỀU này không?</b></p> <p><input type="checkbox"/> Có</p> <p><input type="checkbox"/> Không, tôi chuyển tuyến từ chuyến xe buýt khác</p> <p>Nếu không, quý vị đã chuyển từ (các) tuyến xe buýt nào?: _____</p>	<p><b>6. Quý vị đang đi tới đâu</b></p> <p><input type="checkbox"/> Nhà                      <input type="checkbox"/> Nhà trẻ</p> <p><input type="checkbox"/> Nơi làm việc            <input type="checkbox"/> Cơ sở giải trí/Địa điểm giao lưu</p> <p><input type="checkbox"/> Khu mua sắm            <input type="checkbox"/> Trung tâm dịch vụ y tế</p> <p><input type="checkbox"/> Trường học/Trường đại học   <input type="checkbox"/> Khác (chi dành cho học sinh/sinh viên)</p> <p><b>7. Địa điểm cụ thể là ở đâu?</b></p> <p>_____</p> <p>Tên địa điểm/Tòa nhà (nếu không phải từ nhà)</p> <p>_____</p> <p>Địa chỉ đường HOẶC Đường giao nhau gần nhất</p> <p>_____</p> <p>Thành phố                      Mã bưu chính</p> <p><b>8. Sau khi xuống XE BUÝT CUỐI CÙNG quý vị đi trong chuyến đi MỘT CHIỀU này, quý vị sẽ đi tiếp bằng phương tiện gì?</b></p> <p><input type="checkbox"/> Đi bộ → Cách bao nhiêu khu nhà? _____</p> <p><input type="checkbox"/> Đi xe đạp</p> <p><input type="checkbox"/> Lái xe tới đã đậu lúc trước</p> <p><input type="checkbox"/> Nhờ người đón</p> <p><input type="checkbox"/> Khác _____</p> <p><b>9. TRẠM DỪNG XE BUÝT CUỐI CÙNG nằm ở đâu?</b></p> <p>_____</p> <p>Số trạm dừng xe buýt, tên hoặc đường giao nhau</p> <p><b>10. Xe buýt quý vị ĐANG đi có phải là xe buýt CUỐI CÙNG quý vị đi trong chuyến đi MỘT CHIỀU này không?</b></p> <p><input type="checkbox"/> Có</p> <p><input type="checkbox"/> Không, tôi sẽ chuyển sang một tuyến xe buýt khác</p> <p>Nếu không, quý vị sẽ chuyển sang (các) tuyến xe buýt nào?: _____</p>
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- 11. Có phải hôm nay quý vị đã/sẽ đi CHUYẾN ĐI NÀY bằng xe buýt GRTC theo chiều ngược lại không?**
- Không    Có, trước 9 giờ sáng    Có, từ 9 giờ sáng đến 3 giờ chiều    Có, từ 3 đến 6 giờ chiều    Có, sau 6 giờ chiều

12. Nếu hôm nay GRTC không hoạt động, quý vị sẽ đi chuyển đi này bằng phương tiện nào?  
 Tự lái xe một mình  Đi xe đạp  Tôi sẽ không thể đi  
 Đi chung xe với người khác  Đi bộ  Khác:  
 Đi nhờ xe người khác tới điểm đến của tôi  Đi taxi, Uber hoặc Lyft \_\_\_\_\_
13. Quý vị đã sử dụng loại vé vào cho chuyến đi này?  
 Tiền mặt/Thẻ Một chiều  Thẻ ngày  Thẻ 30 ngày  Khác  
 Thẻ Một chiều Nói chuyển  Thẻ 7 ngày  E-Pass / U-Pass / VCU-Go
14. Quý vị có phải khách hàng thuộc diện được hưởng vé giảm giá (Người cao niên/Người khuyết tật/Người tham gia Medicare/Trẻ vị thành niên) hay không?  Có  Không
15. Quý vị đã mua vé xe buýt ở đâu?  
 Máy Bán Vé (TVM)  Chủ sử dụng lao động/Trường học  Ứng dụng Mua thẻ trên Thiết bị di động  
 Hộp đựng tiền vé Xe buýt  Cửa hàng Đại lý (CVS, Kroger, v.v.)  RideFinders  
 Cửa hàng Trung chuyển Trực tuyến của GRTC  Khác: \_\_\_\_\_
16. Chủ sử dụng lao động của quý vị có cung cấp trợ cấp hoặc ưu đãi tài chính cho việc sử dụng GRTC không?  
 Có  Không
17. Quý vị THƯỜNG đi xe buýt của GRTC vào những ngày nào? (đánh dấu tất cả các phương án phù hợp)
- |                               | Thứ 2                    | Thứ 3                    | Thứ 4                    | Thứ 5                    | Thứ 6                    | Thứ 7                    | Chủ nhật                 | Không ngày nào           |
|-------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Đi làm hoặc từ chỗ làm về nhà | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cho các mục đích khác         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
18. Quý vị đã đi xu buýt của GRTC được bao nhiêu năm rồi? \_\_\_\_\_
19. Quý vị có tham gia chương trình tri ân của GRTC không?  
 Có  Không, nhưng muốn tham gia  Không, không muốn tham gia
20. Quý vị muốn nhận thông tin của GRTC theo hình thức nào?  
 Qua trang web  Transit On The Go! App  Thông báo in bên trong xe buýt  
 Lịch trình dạng bản in  Trang mạng xã hội  Trung tâm Dịch vụ Khách hàng của GRTC  
 "Bus tracker"  Thông báo tại điểm dừng  Khác: \_\_\_\_\_
21. Quý vị nhận tin tức địa phương qua phương tiện nào?  
 Richmond Free Press  NBC 12 -- TV  Twitter  
 Richmond Times Dispatch  WRIC 8 -- TV  Khác: \_\_\_\_\_  
 CBS 6 -- TV  Facebook
22. Quý vị thường sử dụng phương tiện nào sau đây để biết thông tin về xe buýt theo thời gian thực (đánh dấu tất cả các phương án phù hợp)?  
 Trình lập kế hoạch chuyến đi của GRTC/Ứng dụng "Transit On The Go!"  Khác:  
 Trình lập kế hoạch chuyến đi của Google/Trình lập kế hoạch chuyến đi của Apple \_\_\_\_\_
23. Quý vị có kết nối internet thường xuyên không?  
 Có, cả ở nhà và ở nơi làm việc hoặc ở trường  Có, chỉ ở nơi làm việc hoặc ở trường  Không, tôi không có kết nối internet  
 Có, chỉ ở nhà  Có, ở nơi công cộng

24. Quý vị đồng ý hay không đồng ý với mỗi phương án sau đây ở mức độ nào:	Hoàn toàn đồng ý		Trung lập/không có ý kiến			Hoàn toàn không đồng ý	
	1	2	3	4	5	6	7
a.Xe buýt thường đúng giờ	1	2	3	4	5	6	7
b.Dịch vụ (giờ giấc và tần suất hoạt động) phù hợp	1	2	3	4	5	6	7
c.Giá vé phải chăng	1	2	3	4	5	6	7
d.Tôi cảm thấy an toàn khi ở trên xe buýt và ở tại điểm dừng xe buýt	1	2	3	4	5	6	7
e.Xe buýt rất tiện nghi và sạch sẽ	1	2	3	4	5	6	7
f.Tài xế xe buýt lịch sự và chuyên nghiệp	1	2	3	4	5	6	7
g.Đại diện tổng đài lịch sự và chuyên nghiệp	1	2	3	4	5	6	7
h.Các cuộc gọi tới bộ phận dịch vụ khách hàng GRTC được phản hồi nhanh chóng	1	2	3	4	5	6	7
i.Điểm dừng xe buýt được che chắn đầy đủ/hỗ trợ người khuyết tật	1	2	3	4	5	6	7
j.GRTC phục vụ thuận tiện các nhu cầu của tôi	1	2	3	4	5	6	7
k.Nhìn chung, tôi hài lòng với dịch vụ của GRTC	1	2	3	4	5	6	7

25. Quý vị muốn thấy ba điều nào nhất trong số những điều sau? Vui lòng đánh dấu tùy chọn ưu tiên của quý vị theo thứ tự: **1** cho ưu tiên thứ nhất, **2** cho ưu tiên thứ hai và **3** cho ưu tiên thứ ba.

- \_\_\_\_\_ Chi phí: GRTC giữ giá vé thấp
- \_\_\_\_\_ Lịch trình tại Điểm dừng Xe buýt: Điểm dừng xe buýt của quý vị có thông tin về thời gian đến theo lịch trình
- \_\_\_\_\_ Nhà chờ: Điểm dừng xe buýt của quý vị có nhà chờ, ghế ngồi, v.v.
- \_\_\_\_\_ Tần suất: Xe buýt GRTC chạy thường xuyên hơn vào CÁC NGÀY TRONG TUẦN
- \_\_\_\_\_ Cuối tuần: Xe buýt GRTC chạy thường xuyên hơn vào CUỐI TUẦN
- \_\_\_\_\_ Độ tin cậy: Xe buýt GRTC hoạt động đúng giờ hơn
- \_\_\_\_\_ Tiện nghi: Xe buýt GRTC có ghế ngồi êm hơn, trông sạch sẽ hơn
- \_\_\_\_\_ Điểm đến: Dịch vụ GRTC bao gồm cả các tuyến xe buýt tới: \_\_\_\_\_
- \_\_\_\_\_ An ninh: Tuần tra an ninh thường xuyên tại các trung tâm trung chuyển
- \_\_\_\_\_ Trang web: GRTC có trang web và tin nhắn thông báo xem được trên di động
- \_\_\_\_\_ Khác: (vui lòng mô tả): \_\_\_\_\_

26 Nếu sau này GRTC có khả năng phải tăng giá vé, quý vị ủng hộ mức tăng giá vé nào cho chuyến đi GRTC một chiều?  \$0/ không ủng hộ  \$0.25  \$0.50  \$0.75



**VUI LÒNG CHIA SẺ VỚI CHÚNG TÔI MỘT CHÚT THÔNG TIN VỀ QUÝ VỊ**

27. Quý vị có quyền sử dụng ô tô hoặc xe máy mà quý vị có thể đã sử dụng để thực hiện **CHUYẾN ĐI NÀY** không?  Có  Không
28. Quý vị có bằng lái xe không?  Có  Không
29. Quý vị có điện thoại thông minh không?  Có  Không
30. Tính cả quý vị, có bao nhiêu người sống trong hộ gia đình của quý vị? \_\_\_\_\_
31. Ngôn ngữ chính quý vị nói ở nhà là ngôn ngữ nào:  Tiếng Việt  khác: \_\_\_\_\_
32. Phương án nào mô tả đúng nhất về tình trạng việc làm của quý vị?  
 Có việc làm toàn thời gian  Học sinh/sinh viên, có đi làm thêm  Đã nghỉ hưu  
 Có việc làm bán thời gian  Học sinh/sinh viên, không đi làm thêm  Khác: \_\_\_\_\_
33. Vui lòng cho biết mã bưu chính của địa chỉ nhà quý vị: \_\_\_\_\_
34. Nhóm nào sao đây mô tả đúng nhất về quý vị? (đánh dấu tất cả các phương án phù hợp)  
 Người gốc Tây/Bồ hoặc Latinh  Người Mỹ Bản địa  Người Mỹ gốc Á  
 Người Mỹ gốc Phi/Da đen  Người da trắng  Khác: \_\_\_\_\_
35. Quý vị mô tả bản dạng giới hiện tại của mình như thế nào?  Nam giới  không nhị nguyên  
 Nữ giới  Tôi thích tự mô tả
36. Quý vị bao nhiêu tuổi? \_\_\_\_\_ tuổi
37. Vui lòng cho biết trình độ học vấn cao nhất của quý vị?  
 Lớp 12 trở xuống  Bằng trung cấp hoặc chứng chỉ nghề  
 Tốt nghiệp trung học phổ thông/Giáo dục bổ túc  Bằng cử nhân hoặc bằng đại học  
 Học đr đại học  Bằng sau đại học hoặc bằng giáo sư
38. Thu nhập hộ gia đình hàng năm của quý vị là bao nhiêu?  
 Dưới \$10,000  \$25,000 - \$49,999  \$75,000 - \$99,999  
 \$10,000 - \$24,999  \$50,000 - \$74,999  \$100,000 trở lên

Điền vào bản khảo sát ẩn danh hoặc ghi tên và thông tin liên hệ của quý vị bên dưới để có cơ hội trúng thưởng một trong 3 chiếc Máy tính bảng Amazon Fire với Alexa, Màn hình 8" HD (GRTC sẽ tuyệt đối không tiết lộ thông tin liên hệ của quý vị.)



Tên: \_\_\_\_\_

Số điện thoại hoặc email: \_\_\_\_\_

## استبيان الركاب لسنة 2019

اربح جهاز أمازون فاير اللوحي 8 بوصة IHD (التفاصيل في الخلف)  
يُرجى إخبارنا عن رحلة الذهاب فقط التي تقوم بها الآن

1. من أين أنت قادم؟

- المنزل  
 العمل  
 التسوق  
 المدرسة / الكلية (للطلاب فقط)  
 رعاية الطفل  
 الأنشطة الترفيهية / الاجتماعية  
 الخدمات الطبية  
 أخرى:

2. أين هذا؟

اسم المكان / المبنى (إن لم يكن المنزل) \_\_\_\_\_  
عنوان الشارع أو أقرب تقاطع شوارع \_\_\_\_\_  
المدينة \_\_\_\_\_  
الرمز البريدي \_\_\_\_\_

3. كيف وصلت إلى أول حافلة استخدمتها في رحلة الذهاب فقط هذه؟

- سيراً على الأقدام كم بناية؟ \_\_\_\_\_  
 بالدراجة هل استخدمت رف الدراجات بالحافلة؟ \_\_\_\_\_  
 قُدت بنفسى وأوقفت السيارة  
 قام أحدهم بتوصيلي  
 أخرى . . . . . \_\_\_\_\_

4. أين توجد محطة أول حافلة؟

or

رقم محطة الحافلات، اسم الشارع أو التقاطع \_\_\_\_\_

5. هل الحافلة التي تركبها الآن هي أول حافلة تستخدمها في رحلة الذهاب فقط؟

- نعم  
 لا، لقد انتقلت من حافلة أخرى  
15. إذا كانت الإجابة لا، فما هي مسارات الحافلات التي سرت فيها؟  
المسارات: \_\_\_\_\_

6. إلى أين أنت ذاهب؟

- المنزل  
 العمل  
 التسوق  
 المدرسة / الكلية (للطلاب فقط)  
 رعاية الطفل  
 الأنشطة الترفيهية / الاجتماعية  
 الخدمات الطبية  
 أخرى:

7. أين هذا؟

اسم المكان / المبنى (إن لم يكن المنزل)

عنوان الشارع أو أقرب تقاطع شوارع

المدينة

الرمز البريدي

8. كيف ستصرف بعد النزول من الحافلة الأخيرة التي ستستخدمها في هذه الرحلة؟

- سيراً على الأقدام  
 بالدراجة  
 قندت سيارتي المتوقفة  
 أقتني شخص ما  
 أخرى

9. أين توجد محطة الحافلات الأخيرة هذه؟

رقم محطة الحافلات، اسم الشارع أو التقاطع

10. هل الحافلة التي أنت عليها الآن هي آخر حافلة تستخدمها في رحلة الذهاب فقط؟

نعم

لا، سأنتقل إلى حافلة أخرى

10أ. إذا كانت الإجابة لا، فما هي مسارات الحافلات التي ستنتقل إليها؟

المسارات:

11. هل ستركب هذه الرحلة عبر حافلة "GRTC" في الإتجاه المعاكس اليوم؟

لا

نعم، قبل 9 صباحاً

نعم، من 9 صباحاً حتى 3 مساءً

نعم، من 3 حتى 6 مساءً

نعم، بعد 6 مساءً



12. إذا لم تكن (GRTC) متاحة اليوم كيف كنت ستقوم بهذه الرحلة؟

- القيادة بمفردي
- ركوب سيارة مع شخص آخر
- شخص ما أوصلتني إلى وجهتي
- بالدراجة
- سيراً على الأقدام
- استخدمت سيارة أجرة أو أوبر أو ليفت
- لم أكن لأقوم بالرحلة
- أخرى:

13. ما نوع الأجرة التي استخدمتها للقيام بهذه الرحلة؟

- نقداً/ الركوب لمرة واحدة
- One Ride Plus
- تصريح ركوب ليوم واحد
- تصريح ركوب لسبعة أيام
- تصريح ركوب لثلاثين يوماً
- Go-VCU /Pass -U /Pass -E
- أخرى:

14. هل أنت عميل يتمتع بأجرة مخفضة (كبار السن/ ذوي الاحتياجات الخاصة/ الرعاية الصحية/ قاصر)؟

- نعم
- لا

15. من أين اشتريت تذكرة الحافلة؟

- ماكينة بيع التذاكر (TVM)
- صندوق الأجرة بالحافلة
- متجر GRTC الإلكتروني
- رب العمل/ مدرسة
- منفذ بيع بمتجر (CVS، Walgreens، Kroger وغيرها)
- تطبيق بيع التذاكر على الهاتف المحمول
- RideFinders
- أخرى:

16. هل يقدم رب عملك إعانة مالية أو حافزاً مالياً لركوب GRTC؟

- نعم
- لا

17. ما هي الأيام التي تتركب فيها GRTC في العادة؟ (اختر كل الإجابات الصحيحة)

- للذهاب إلى أو من العمل
- الإثنين
- الثلاثاء
- الأربعاء
- الخميس

لأعراض أخرى

- الاثنين
- الثلاثاء
- الأربعاء
- الخميس
- الجمعة
- السبت
- الأحد
- لا يوجد

18. منذ كم سنة وأنت تتركب حافلات "GRTC"؟ \_\_\_\_\_

19. هل تشارك في برنامج جوائز GRTC؟

- نعم
- لا، لكني مهتم
- لا، لست مهتماً

20. كيف تفضل الحصول على معلومات من "GRTC"؟

- موقع إلكتروني/مخطط رحلات
- الجدول المطبوعة
- مئذيع الحافلات
- Transit On The Go! التطبيق
- وسائل التواصل الاجتماعي
- إشعارات عند مواقف الحافلات
- إشعارات مطبوعة عند مواقف الحافلات
- مركز خدمة عملاء GRTC
- أخرى:

21. من أين تحصل على الأخبار المحلية؟

- الصحف المجانية في ريتشموند
- جدول مواعيد مغادرة الحافلات في ريتشموند
- محطة تلفزيون - 6CBS
- محطة تلفزيون - 12NBC
- محطة تلفزيون - 8WRIC
- فيسبوك
- تويتر
- أخرى:

22. هل تستخدم بانتظام أي من التالي للحصول على معلومات آنية عن الحافلات (ضع

- علامة على جميع الإجابات الصحيحة) ؟
- "Transit On The Go" / مخطط رحلات GRTC التطبيق
- مخطط رحلات Google / مخطط رحلات Apple
- أخرى:

23. هل لديك إمكانية الدخول بانتظام على الإنترنت؟

- نعم، في البيت وفي العمل أو المدرسة
- نعم، في البيت فقط
- نعم، في العمل أو المدرسة فقط
- نعم، في موقع عام
- لا، ليس لدي إمكانية الدخول على الإنترنت

		24. هل تتفق أو تختلف مع كل من التالي:						
		محايد/ ليس لدي						
		أوافق بشدة			أختلف بشدة			
		7	6	5	4	3	2	1
	أ. عادةً ما تأتي الحافلات في موعدها.	7	6	5	4	3	2	1
	ب. الخدمة (ساعات التشغيل والتواتر) كافية	7	6	5	4	3	2	1
	ج. الأسعار معقولة	7	6	5	4	3	2	1
t	د. أشعر بالأمان على متن الحافلة ومواقف انتظارها	7	6	5	4	3	2	1
	هـ. الحافلات مريحة ونظيفة	7	6	5	4	3	2	1
	و. سائقو الحافلات مهذبون ومحترمون	7	6	5	4	3	2	1
	ز. موظفو مركز الاتصال محترمون ومهذبون	7	6	5	4	3	2	1
	ح. تلقى مكالمات خدمة العملاء في GRTC رداً فورياً	7	6	5	4	3	2	1
	ط. محطات الحافلات مريحة/يسهل الوصول إليها بيسر	7	6	5	4	3	2	1
/	ي. حافلات GRTC مناسبة لاحتياجاتي	7	6	5	4	3	2	1
/	ك. أنا راضٍ في العموم عن GRTC	7	6	5	4	3	2	1

25. ما هي الخيارات الثلاثة الذي تود رؤيتها من الخيارات التالية؟ يرجى تحديد ما تفضله بحيث يكون 1 للأهم 2 للمهم 3 للأقل أهمية.
- أ. التكلفة: حافظت GRTC على انخفاض الأسعار
- ب. الجدول في محطات الحافلات: محطة الحافلات الخاصة بك تتوفر فيها معلومات عن مواعيد الوصول المقررة
- ج. السقائف: محطات الحافلات التي تستخدمها بها سقائف ومقاعد وغير ذلك.
- د. التردد: تعمل حافلات GRTC بتردد أكثر في أيام الأسبوع
- هـ. عطلات نهاية الأسبوع: تعمل حافلات GRTC بتواتر أكثر في أيام العطلات الأسبوعية.
- و. الموثوقية: كان أداء حافلات GRTC أفضل من ناحية الوصول في الموعد.
- ز. الراحة: كانت بحافلات GRTC مقاعد مريحة أكثر ونظيفة
- ح. الوجهات: ضمت خدمة GRTC مسارات حافلات إلى: \_\_\_\_\_
- ط. الأمن: دوريات أمنية منتظمة في مراكز الركوب
- ك. الموقع الإلكتروني: كان لدى GRTC موقعاً إلكترونياً أكثر ملاءمة للهواتف المحمولة ورسائل التنبيه النصية.
- ل. أخرى: (اشرح): \_\_\_\_\_

26. إذا كان من المحتمل أن ترفع GRTC الأجرة في المستقبل، ما الأجرة الإضافية التي تستطيع أن تتحملها لرحلات الذهاب فقط مع GRTC؟
- 0\$/لا أستطيع أن أحمل
- 0.25\$
- 0.50\$
- 0.75\$

يُرجى تعريفنا بنفسك

27. هل لديك إمكانية الوصول إلى سيارة أو دراجة نارية يمكن أن تستخدمهما للقيام بهذه الرحلة؟  
 نعم  
 لا

28. هل لديك رخصة قيادة؟  
 نعم  
 لا

29. هل لديك هاتف ذكي؟  
 نعم  
 لا

30. كم عدد من يعيشون في منزلك بما فيهم أنت؟ \_\_\_\_\_

31. ما اللغة الرئيسية التي تتحدثونها في منزلك:  
 الإنجليزية  
 العربية  
 أخرى:

32. ما أفضل وصف لوضعك الوظيفي  
 موظف بدوام كامل  
 موظف بدوام جزئي  
 طالب، يعمل أيضاً  
 طالب، لا يعمل  
 متقاعد  
 أخرى:

33. ما الرمز البريدي لمنزلك؟ \_\_\_\_\_

34. ما الفئات التي تصفك أفضل؟ (اختر كل ما ينطبق عليك)  
 من أصل إسباني أو لاتيني  
 أمريكي أصلي  
 آسيوي  
 أمريكي أفريقي / أسود  
 أبيض  
 أخرى: \_\_\_\_\_

35. كيف تصف حالياً هويتك الجنسية؟  
 ذكر  
 أنثى  
 لا أميل للجنس الآخر  
 أفضل أن أصنف نفسي

36. كم عمرك؟ \_\_\_\_\_ سنوات

37. ما أعلى مستوى تعليمي لك؟

- الصف الثاني عشر أو أقل  
 خريج / خريج المدرسة الثانوية  
 شهادة تعليم فني  
 شهادة البكالوريوس أو التعليم الجامعي  
 بعض المواد الجامعية  
 شهادة الدراسات العليا أو المهنية

38. ما هو الدخل السنوي لمنزلك ؟

- أقل من \$ 10000  
 \$ 10,000 - 24,999  
 \$ 25,000 - 49,999  
 \$ 50,000 - 74,999  
 \$ 75,000 - 99,999  
 \$ 100,000 أو أكثر

يمكنك ملء الاستبيان بدون الإشارة إليك أو إدراج اسمك ومعلومات الاتصال أدناه للحصول على فرصة للفوز بواحد من 3 أجهزة أمازون فاير اللوحية المزودة مع إيكسا وشاشة 8 بوصة HD (لن تكتشف GRTC عن معلومات الاتصال الخاصة بك أبداً).

الاسم: \_\_\_\_\_

الهاتف أو البريد الإلكتروني: \_\_\_\_\_