



Results of the 2013 San Diego Metropolitan Transit System Passenger Satisfaction Survey

June 2013



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Section 1: Overview

Background & Objectives

The San Diego Metropolitan Transit System (SDMTS) is the largest provider of public transportation in San Diego County and the 2009 winner of the American Public Transportation Association's award for Most Outstanding Public Transit System. SDMTS is responsible for the service planning, scheduling, and performance monitoring of all SDMTS transit services. Its ridership is 94 million annual passengers or 290,000 passengers each weekday.

In 2011, SDMTS began implementing a variety of major changes in the transportation system. The changes include, but are not limited to:

- Replacing the majority of light rail vehicles (LRVs) with low-floor LRVs
- Making renovations to the majority of rail stations
- Making real time text information such as 'next route' arrivals available via mobile phone
- Installing security cameras onboard buses and trolleys
- Introducing Bus Rapid Transit (BRT) vehicles and routes
- Completing the transition to electronic fare collection

SDMTS wants to track rider satisfaction levels over the period of time that the changes are implemented. Specifically, its goal is to obtain the opinions of bus and trolley riders regarding SDMTS' fixed route transit services.

To achieve this objective, SDMTS contracted Luth Research, an independent market research company, to conduct customer satisfaction surveys. The initial two surveys were conducted in spring of 2011 and spring of 2013 and will be repeated in spring 2014. The first survey's results established baseline satisfaction metrics which will be used in the two follow-up surveys to track rider satisfaction as the organization implements substantial changes to their transportation system.

This report compares the results of the first follow-up survey which was conducted in March of 2013 to the results of the initial survey which was conducted in May of 2011.

Methodology

Luth Research utilized an intercept methodology to interview a total of 1,386 riders in 2013. Riders were interviewed before boarding or while on board bus and rail transit lines in the SDMTS' district. Interviews were conducted on weekdays and weekends in peak and off-peak hours. Fielding started on March 18th and concluded on April 29th.

To achieve both sufficient representation of riders from the four zones in the SDMTS district and allow for sub-group analysis, Luth Research applied the following sample plan:

Zone	Sample Distribution
South Bay	23%
East County	23%
Central Urban	32%
North I-15 Corridor	23%

These zone sample sizes yielded a +/-5.74% to +/-4.85% margin of error at the 95% confidence level for the estimated rider population in each zone.

The interviews were conducted in-person by both English and Spanish speaking interviewers. Riders who either did not have time to take the survey in-person or spoke neither English nor Spanish were invited to visit an online platform where surveys were offered in English, Spanish, Vietnamese, Chinese, and Tagalog.

Interviewers approached riders randomly and asked those 13 years of age or older to participate in the satisfaction survey. Criteria for participation included:

- Non-SDMTS employees
- One time participation in the survey
- 13 years of age or older

The rider satisfaction feedback was weighted using market data provided by SDMTS to ensure proportional representation of actual ridership levels across the four zones. Luth Research applied a statistical weighting procedure as a central part of the research analysis. For details on weighting, see Appendix C. For the purpose of analysis, Don't Use, No Answer, Decline and No Opinion responses were excluded from the percentage base.

Luth Research worked closely with SDMTS on the questionnaire design and sampling plan. SDMTS provided the translated Spanish version of the questionnaire. Luth was responsible for data collection, fielding management, data entry, processing and data cleaning.

Significance Testing

There are two types of significance testing reflected throughout the report:

- Comparing 2011 to 2013 (noted throughout the report by **O**)
- Within each year (2011 and 2013), comparing sub-groups to one another (noted throughout the report by bold text)

Examples:

Q10. Feedback on MTS Trolleys - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)								
Zone Interviewed In	South Bay		East County		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
MTS trolley stations are clean	91%	90%	87%	89%	84%	91%	91%	87%

- Comparing 2011 to 2013: riders in the Central Urban zone were significantly more likely to think *MTS trolley stations are clean* in 2013 than in 2011.
- Within each year (2011 and 2013), comparing sub-groups to one another: In 2011, riders in the South Bay and I-15 Corridor were significantly more likely to think *MTS trolley stations are clean* than riders in the Central Urban zone.

Whether two numbers are significantly different from one another depends on two things – base sizes and where the numbers fall on the spectrum between 0 and 100. These general rules apply:

- The larger the base sizes, the smaller the difference between the two numbers needs to be in order to be significantly different. This is because larger base sizes are more statistically stable.
- The closer the numbers are to 0 or 100, the smaller the difference between the two numbers needs to be in order to be significantly different. This is because there is less statistical variance at the top and the bottom of the spectrum than in the middle.

Throughout this report, if the difference between two numbers looks like it should be significantly different but is not marked, then it is either due to small base sizes or the numbers falling in the middle of the spectrum.

Section 2: Executive Summary

Evaluation of MTS, Bus and Trolley Services

While satisfaction with MTS overall was already high in 2011, ratings rose to new levels in 2013.

Specifically, riders were more likely to be very satisfied with both the overall transit service and the ability of the transit service in their area to meet their needs in 2013.

- *MTS overall transit service* (41% very satisfied in 2011 vs. 55% in 2013)
- *Transit service in my area meets my needs* (41% very satisfied in 2011 vs. 52% in 2013)

Improvements in overall satisfaction ratings were shown across all zones except the South Bay from 2011 to 2013. Satisfaction improved considerably for riders on Local/Express bus routes and the Green Line Trolley.

Opinions of MTS services either stayed on par with 2011 levels or became more favorable in 2013.

Riders were more likely to strongly agree with three out of seven service-related statements in 2013, and more likely to strongly agree or agree with three of the four remaining statements.

Significantly higher for strongly agree:

- *The Compass card is easy to use and reload* (52% in 2011 vs. 59% in 2013)
- *I am comfortable with other riders* (32% in 2011 vs. 40% in 2013)
- *There is enough room on MTS vehicles for riders in wheelchairs* (27% in 2011 vs. 35% in 2013)

Significantly higher for strongly agree or agree:

- *Transit centers are clean* (84% in 2011 vs. 91% in 2013)
- *MTS routes offer good frequency of service* (85% in 2011 vs. 90% in 2013)
- *The cost of a pass or ticket is fair* (79% in 2011 vs. 84% in 2013)

Opinions of MTS services improved across all zones between 2011 and 2013, with the most notable improvements seen in the Central Urban zone and among riders of Local/Express buses.

While perceptions of MTS bus service improved for nearly every attribute in 2013 compared to 2011, the timeliness of buses remained an area of concern.

In particular, riders were more likely to strongly agree with five out of seven bus service-related statements in 2013.

- *MTS bus stops are clean* (26% strongly agree in 2011 vs. 35% in 2013)
- *MTS buses I ride are clean* (28% strongly agree in 2011 vs. 37% in 2013)
- *MTS buses are comfortable* (28% strongly agree in 2011 vs. 40% in 2013)
- *MTS buses are easy to board* (35% strongly agree in 2011 vs. 43% in 2013)
- *The hours of service of MTS bus routes are adequate* (23% strongly agree in 2011 vs. 33% in 2013)

However, riders (specifically Local/Express) continued to give the lowest ratings to buses being on time in 2013 with no sign of improvement from 2011.

- *MTS buses I ride are always on time* (65% strongly agree or agree in 2011 vs. 67% in 2013)

Perceptions of MTS bus service were highest among I-15 Corridor riders, particularly in relation to the cleanliness of buses and bus stops as well as the courteousness of bus operators.

Attitudes toward MTS trolley service also showed considerable improvement in 2013.

Specifically, riders were more likely to strongly agree with all trolley service-related statements in 2013 that were tested in both years.

- *MTS trolley stops are clean* (27% strongly agree in 2011 vs. 38% in 2013)
- *MTS trolleys I ride are clean* (26% strongly agree in 2011 vs. 38% in 2013)
- *MTS trolleys are comfortable* (28% strongly agree in 2011 vs. 43% in 2013)
- *MTS trolleys are easy to board* (29% strongly agree in 2011 vs. 45% in 2013)
- *Bikes on the trolleys do not interfere with other riders* (18% strongly agree in 2011 vs. 34% in 2013)
- *Onboard trolley security and fare inspectors are courteous* (28% strongly agree in 2011 vs. 35% in 2013)
- *MTS trolleys I ride are always on time* (26% strongly agree in 2011 vs. 33% in 2013)

Attitudes toward the trolley service were generally consistent across the various subgroups.

MTS customer service continued to receive high satisfaction scores in 2013 while also demonstrating signs of improvement over 2011.

In particular, riders were more likely to strongly agree with each of the statements.

- *Ease to get route or schedule information* (35% strongly agree in 2011 vs. 51% in 2013)
- *Ease of getting answers to issues or concerns* (30% strongly agree in 2011 vs. 41% in 2013)
- *Knowledge of customer service representatives* (31% strongly agree in 2011 vs. 44% in 2013)

Customer service was rated equally favorably among the subgroups.

Potential areas for improvement continue to include the promptness of buses as there was little improvement in this area from 2011 to 2013. Hours of bus service, fare costs, and courteous bus operators and/or trolley security and fare inspectors continue to fall among the lowest rated aspects of MTS service, though they have shown improvement since 2011.

MTS Transit Information Tools

Physical sources of MTS transit information remained the most used tools in 2013, although their usage declined from 2011.

Riders reported using four out of seven physical sources of information less frequently in 2013 than 2011; the Transit Store was the only physical source used significantly more in 2013.

- *Rider Alert onboard flyers* (32% used in 2011 vs. 26% in 2013)
- *Bus and trolley printed schedules* (76% used in 2011 vs. 64% in 2013)
- *Bus stop information signs* (74% used in 2011 vs. 58% in 2013)
- *Regional transit map* (44% used in 2011 vs. 37% in 2013)
- *The Transit Store (First and Broadway)* (24% used in 2011 vs. 29% in 2013)

The MTS website and mobile texting/app were the most used online and phone sources in 2013, and were used significantly more than they had been in 2011.

- *www.sdmts.com website* (31% used in 2011 vs. 39% in 2013)
- *Mobile phone texting/GO! MTS app* (9% used in 2011 vs. 32% in 2013)

Differences in the types of information tools used were largely dependent on household income in 2013.

- Those with lower incomes (<\$25K) were more prone to using signs, printed schedules, and mobile phones
- Those making \$25K-\$49K relied more on mobile phones
- Those making \$50K+ used the MTS website significantly more than other income subgroups

Perceived helpfulness of online and phone sources of MTS transit information showed considerable signs of improvement in 2013. Bus stop information signs were the only physical source that showed improved perceptions.

Notably, riders rated ten out of twelve online and phone sources, along with bus stop signs, as significantly more helpful in 2013 than they had in 2011.

- *www.sdmts.com website* (79% helpful in 2011 vs. 87% in 2013)
- *MTS Trip Planner* (81% helpful in 2011 vs. 90% in 2013)
- *MTS Twitter* (53% helpful in 2011 vs. 67% in 2013)
- *MTS Facebook* (53% helpful in 2011 vs. 64% in 2013)
- *MTS Trolley Renewal email* (52% helpful in 2011 vs. 66% in 2013)
- *www.511sd.com* (76% helpful in 2011 vs. 86% in 2013)
- *Mobile phone texting/GO! MTS app* (76% helpful in 2011 vs. 91% in 2013)
- *Info Express* (74% helpful in 2011 vs. 92% in 2013)
- *511* (74% helpful in 2011 vs. 82% in 2013)
- *TTY/TDD info line* (73% helpful in 2011 vs. 94% in 2013)
- *Bus stop information signs* (86% helpful in 2011 vs. 91% in 2013)

This pattern of improvement was consistent across all subgroups except Premium bus riders which showed no improvement in their perceptions of helpfulness of online and phone sources.

MTS Projects and Initiatives

At least 90% of riders were satisfied with all of the improvements that were implemented as of 2013.

Installation of security cameras, rated as one of the most important initiatives in 2011, was one of the highest rated improvements in 2013. Riders also indicated high satisfaction with the ability to get arrival time via their mobile phone and with the increased number of low floor buses.

- *Installation of security cameras on all bus and trolley vehicles* (97% very satisfied or satisfied in 2013)
- *Use mobile phone to get real time arrival for next bus or trolley* (97% very satisfied or satisfied in 2013)
- *Increased number of low-floor buses* (98% very satisfied or satisfied in 2013)

Riders generally found the initiatives proposed in 2011 that were not completed by 2013 more important in 2013.

Four out of five initiatives proposed in both years were rated as more important by riders in 2013 than in 2011.

- *Real time trolley arrival signs at all the trolley stations* (59% very important in 2011 vs. 66% in 2013)
- *Future I-15 bus rapid transit routes* (44% very important in 2011 vs. 51% in 2013)
- *Future Mid-City Bus Rapid Transit routes* (42% very important in 2011 vs. 52% in 2013)
- *Future Mid-Coast Trolley extension to University City/UCSD* (45% very important in 2011 vs. 55% in 2013)

Real time trolley arrival signs continued to be rated as one of the top two most important initiatives while ordering Clean Natural Gas buses, a new initiative proposed in 2013, also received high ratings.

MTS projects and improvements that were most important to riders in 2013 were:

- *Real time trolley arrival signs at all the trolley stations* (92% very important or important)
- *Order up to 500 CNG (Clean Natural Gas) buses to replace old diesel buses* (92% very important or important)

In comparing subgroups:

- Females were generally more concerned with future I-15 and Mid-City Bus Rapid Transit routes
- Younger (<35 years old) riders were more concerned with real time trolley arrival signs at all trolley stations and the ability to purchase a Day Pass using a mobile smart phone
- Improvements to the trolley services and mid-city bus routes were of particular importance to Hispanics

Why Ride Public Transit

Key reasons for taking public transit in 2013 were:

- *Save money* (selected as a top-three reason by 73%)
- *No car to use* (selected as a top-three reason by 66%)
- *Price of fuel* (selected as a top-three reason by 38%)

Overall, riders were less likely to include *better for environment* in their top three reasons for taking public transit in 2013 than they were in 2011.

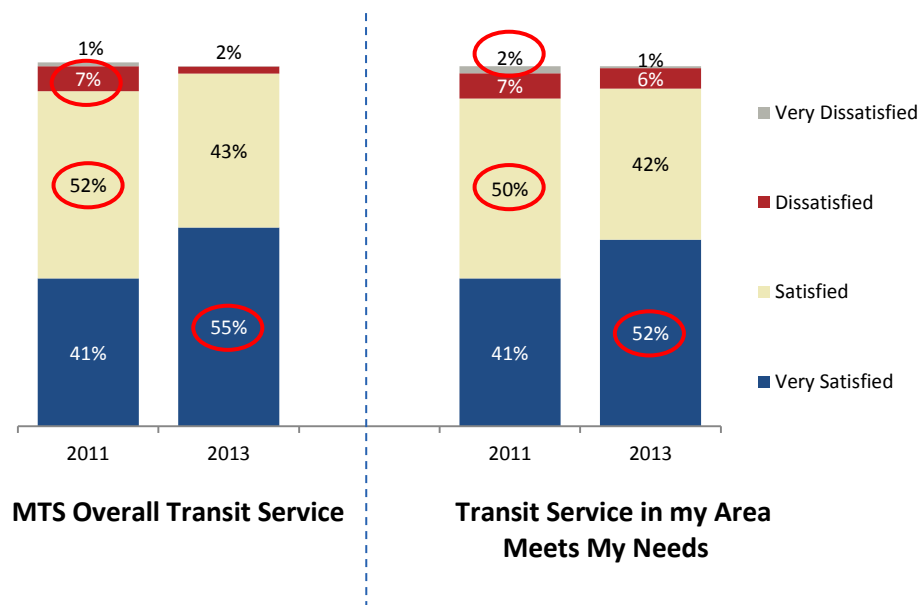
In comparing subgroups:

- Premium bus riders and those making \$50K+ were more likely to ride transit to *avoid traffic*
- Premium bus riders were also more likely to ride transit because it is *better for the environment*
- South Bay riders, females, teens, African Americans and those making <\$15K were more likely to have *no driver's license*


Section 3: Detailed Findings - Overall

As in 2011, overall satisfaction with MTS in 2013 was high, with over 90% of respondents indicating they were either very satisfied or satisfied with *MTS overall transit service* and with *transit service in my area meets my needs* (98% and 94%, respectively). Notably, significantly more respondents were very satisfied with these characteristics of MTS in 2013 compared to 2011.

Figure 1
Overall Satisfaction with MTS
(Q15. Please indicate your level of satisfaction with the following areas of service.)



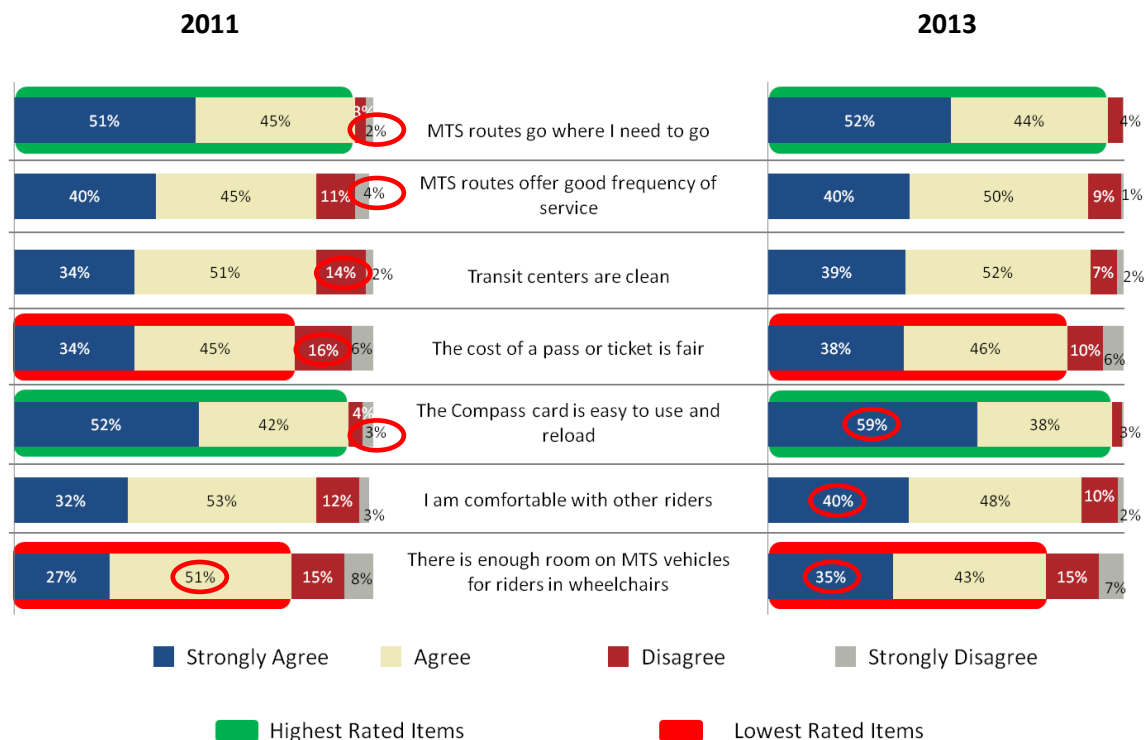
*Note: Some percentages may not add up due to rounding

 Significantly higher between years

In 2013, riders continued to rate MTS services positively overall, with more than 70% either strongly agreeing or agreeing with each of the statements. As in 2011, riders agreed most strongly with the statements *the Compass card is easy to use and reload* and *MTS routes go where I need to go* in 2013.

MTS services receiving lower agreement scores, the same for both years, were *the cost of a pass or ticket is fair* and *there is enough room on MTS vehicles for riders in wheelchairs*.

Figure 2
Feedback on MTS Overall
(Q10. Please let me know how much you agree or disagree with the following statements.)
Base = All Respondents; Don't use, N/A excluded



*Note: Some percentages may not add up due to rounding

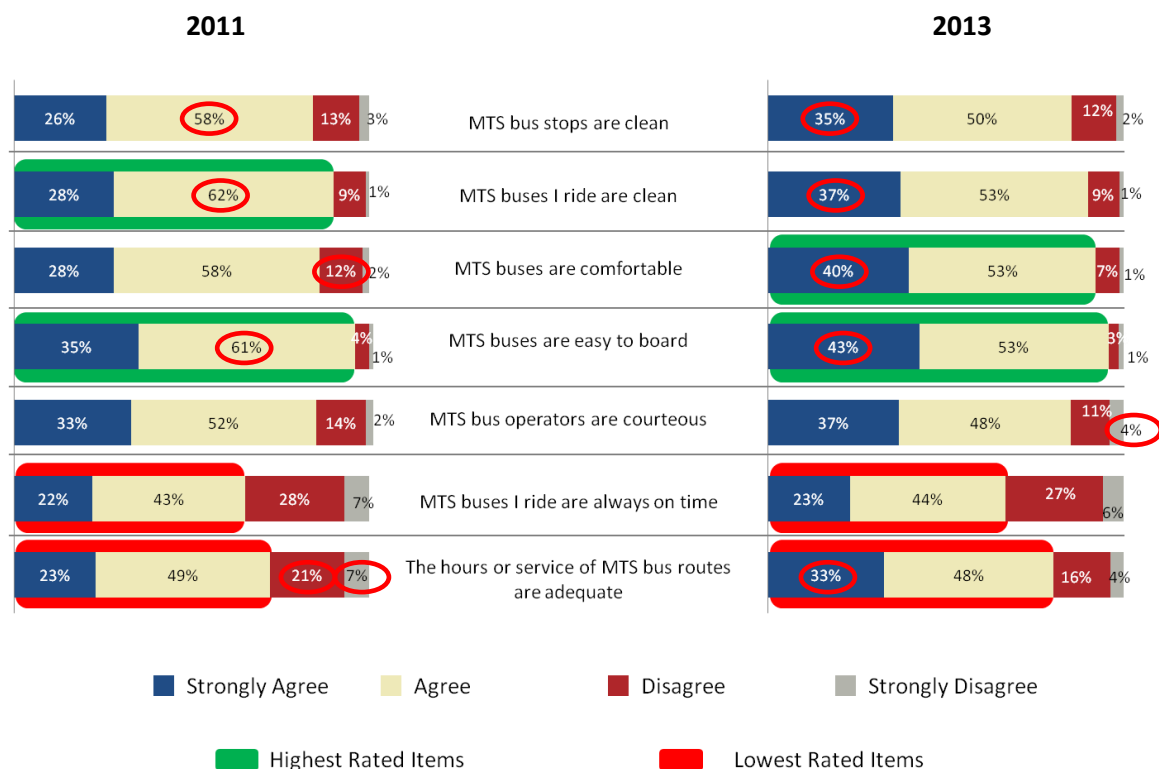
○ Significantly higher between years

Bus service was rated most positively for *MTS buses are easy to board* in both 2011 and 2013, with ratings of *comfortable* surpassing *clean* in 2013.

There was lower agreement with *MTS buses I ride are always on time* and *the hours of service of MTS bus route are adequate*, the same sentiment felt in both years.

Indication that bus service improved overall between 2011 and 2013 was shown by riders being significantly more likely to strongly agree with five out of seven statements tested.

Figure 3
Feedback on MTS Buses
(Q10. Please let me know how much you agree or disagree with the following statements.)
Base = Bus Riders; Don't use, N/A excluded



*Note: Some percentages may not add up due to rounding

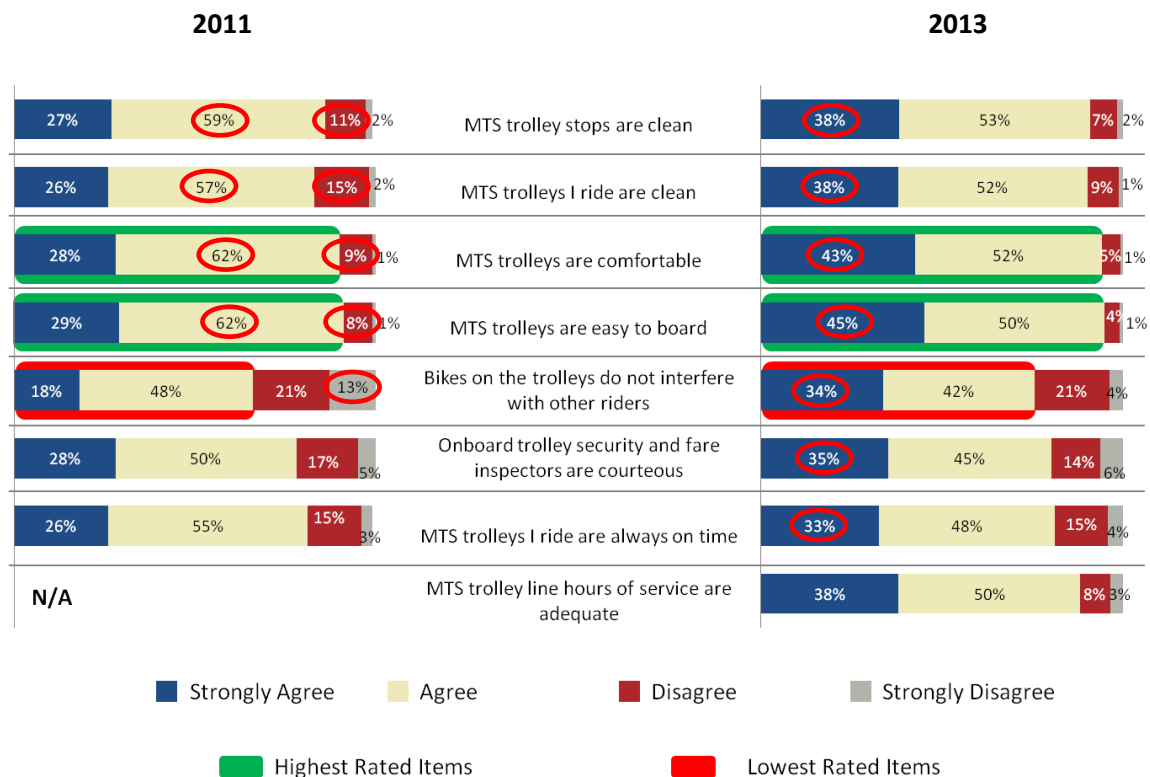
 Significantly higher between years

MTS trolley operations continued to be rated positively overall, with more than three out of four riders giving good ratings to all statements tested. In both years, riders were most likely to agree with *MTS trolleys are easy to board* and *MTS trolleys are comfortable*.

Trolley riders continued to be least likely to agree with the statement *bikes on the trolleys do not interfere with other riders*.

Indication that trolley service improved overall between 2011 and 2013 was shown by riders being significantly more likely to strongly agree with all of the statements tested in both years.

Figure 4
Feedback on MTS Trolleys
(Q10. Please let me know how much you agree or disagree with the following statements.)
Base = Trolley Riders; Don't use, N/A excluded



*Note: Some percentages may not add up due to rounding

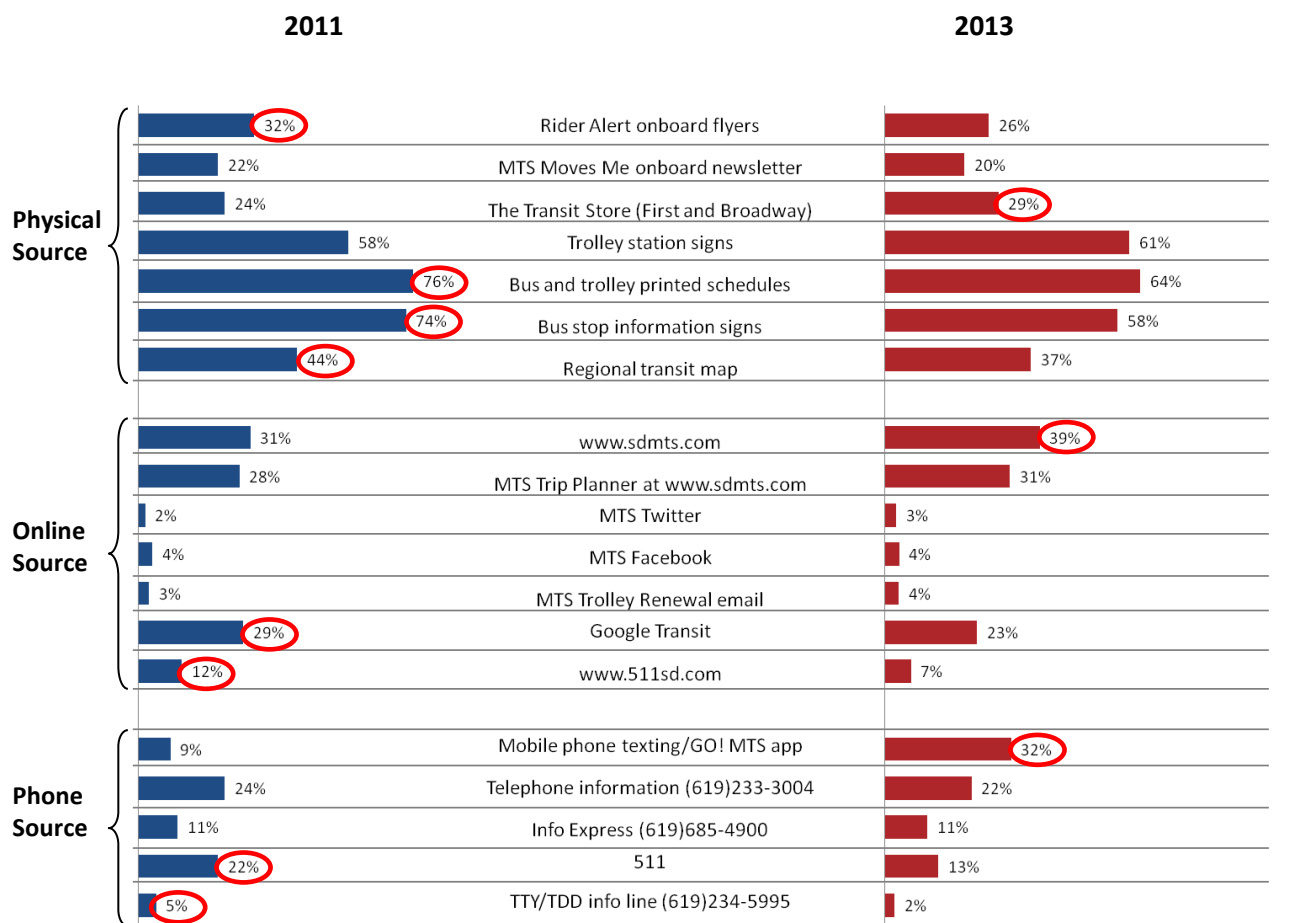
○ Significantly higher between years

Trends in transit information tool usage were very similar in 2011 and 2013, as physical sources of information continued to be the most heavily utilized. In particular, *bus and trolley printed schedules*, *trolley station signs*, and *bus stop information signs* were the most frequently used tools (although they were used significantly less in 2013).

Tools used least frequently (i.e., by less than 5% of riders) continued to be *MTS Twitter*, *MTS Facebook*, *MTS trolley renewal email*, and *TTY/TDD info line (619) 234-5995*.

Sources of information used significantly more in 2013 included *The Transit Store (First and Broadway)*, *www.sdmts.com* website, and the *mobile phone texting/GO! MTS app*. Given that two out of these three sources are either online or phone, there is indication that a trend may be developing in riders becoming more open to using less traditional, non-physical sources of information.

Figure 5
Use of Transit Information Tools
(Q11. Please let me know if you use each of the following transit information tools and how helpful they are.)



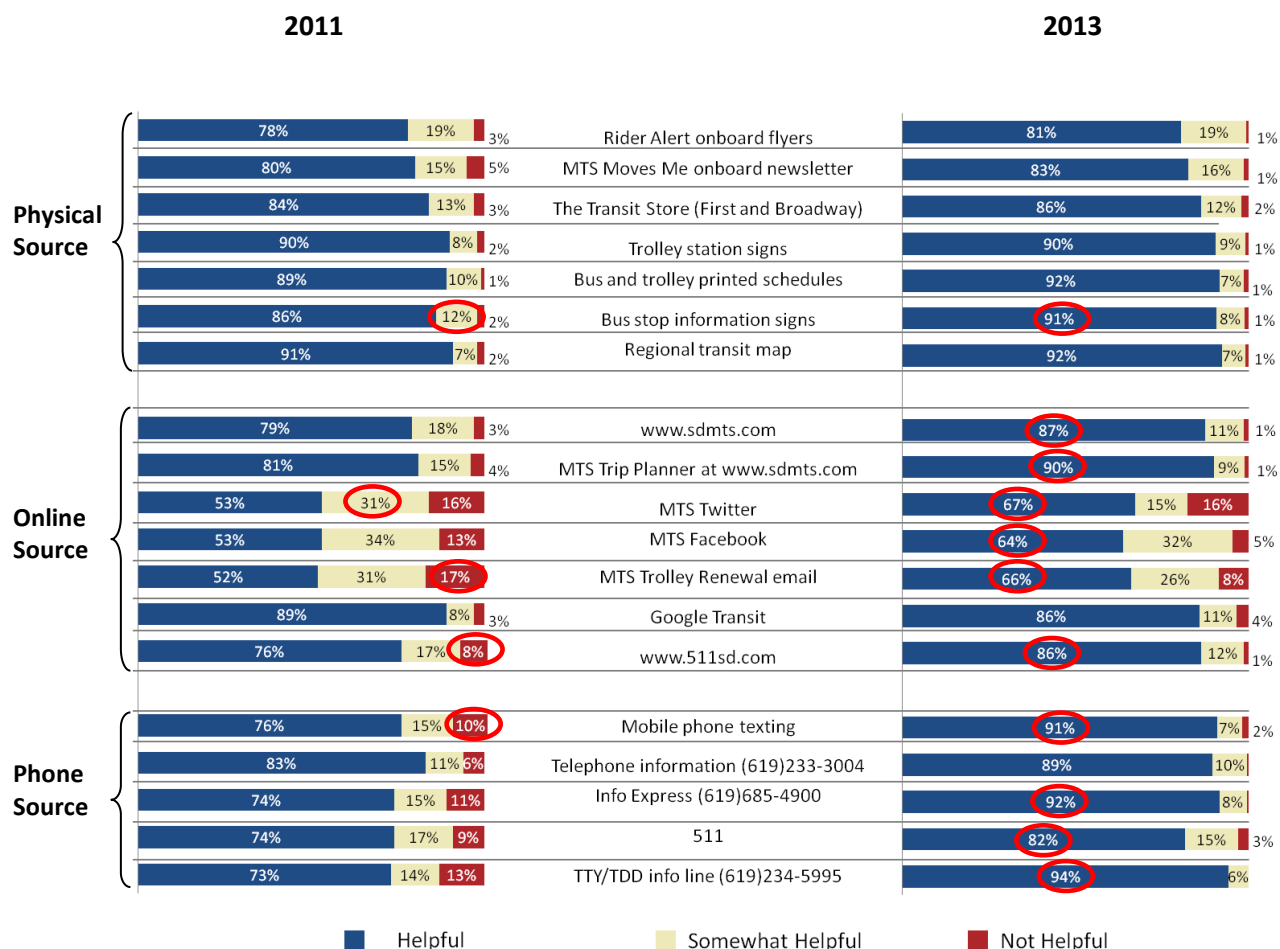
 Significantly higher between years

Overall, information tools continued to be perceived as helpful in 2013. Specifically, with the exception of *MTS Twitter*, *MTS Facebook*, and *MTS trolley renewal email*, over 80% of riders found each tool helpful when used. *TTY/TDD info line (619) 234-5995*, *Info Express (619) 685-4900*, and the *regional transit map* were found to be most helpful.

Compared to 2011, riders were significantly more satisfied with six out of seven online sources and four out of five phone sources tested, indicating that MTS has improved on information tools made available for computers, tablets, and phones in the past two years.

Regarding physical information tools, riders in 2013 were significantly more satisfied with the *bus stop information signs* than in 2011.

Figure 6
Helpfulness of Transit Information Tools
(Q11. Please let me know if you use each of the following transit information tools and how helpful they are.)



*Note: Some percentages may not add up due to rounding

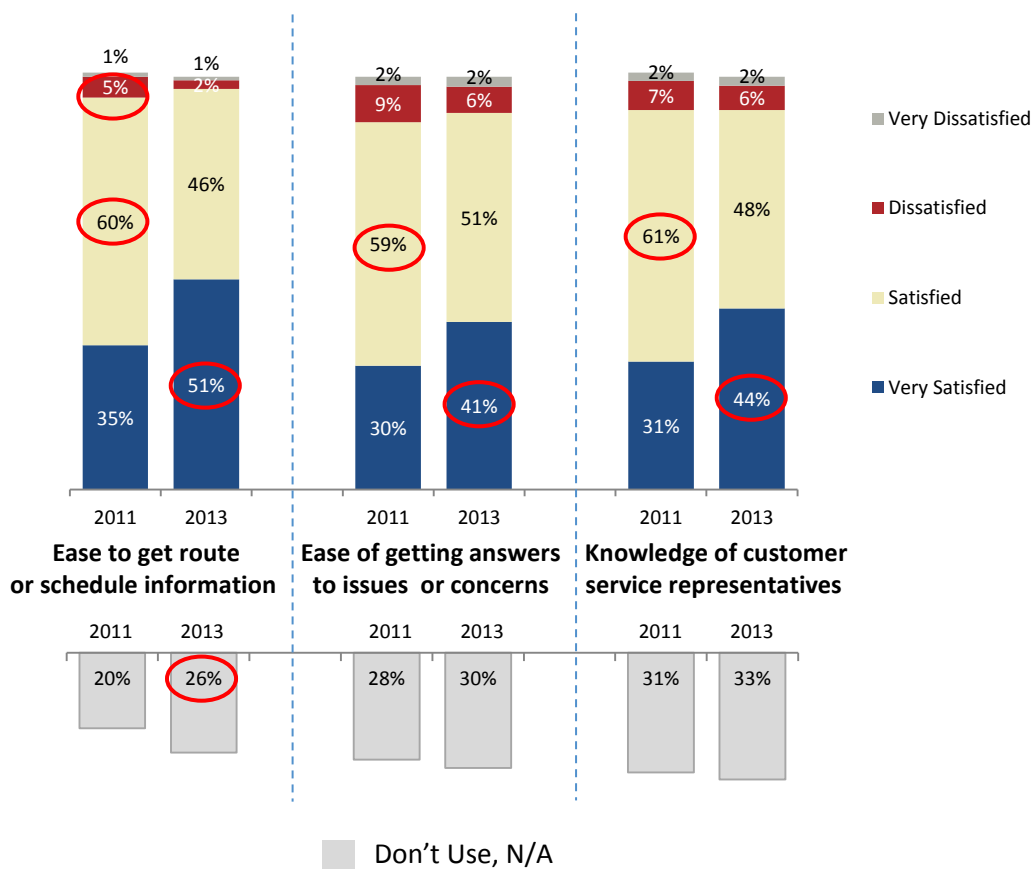
 Significantly higher between years

Riders were again satisfied with the various aspects of MTS' customer service, with more than 90% rating all three statements positively. *Ease to get route or schedule information* was rated most favorably in both years.

Notably, satisfaction with customer service showed significant improvement between 2011 and 2013, with riders now significantly more likely to be very satisfied with all aspects tested.

The scores shown on the bottom axis reflect the percentage of respondents selecting the answer choice *Don't use / N/A* (as mentioned previously, these responses were excluded from the percentage base in the graph on the top axis); between 26% and 33% selected this answer choice in 2013.

Figure 7
Satisfaction with Customer Service
(Q12. Please let me know how satisfied or dissatisfied you are with the following aspects of MTS customer service.)
Don't use, N/A excluded



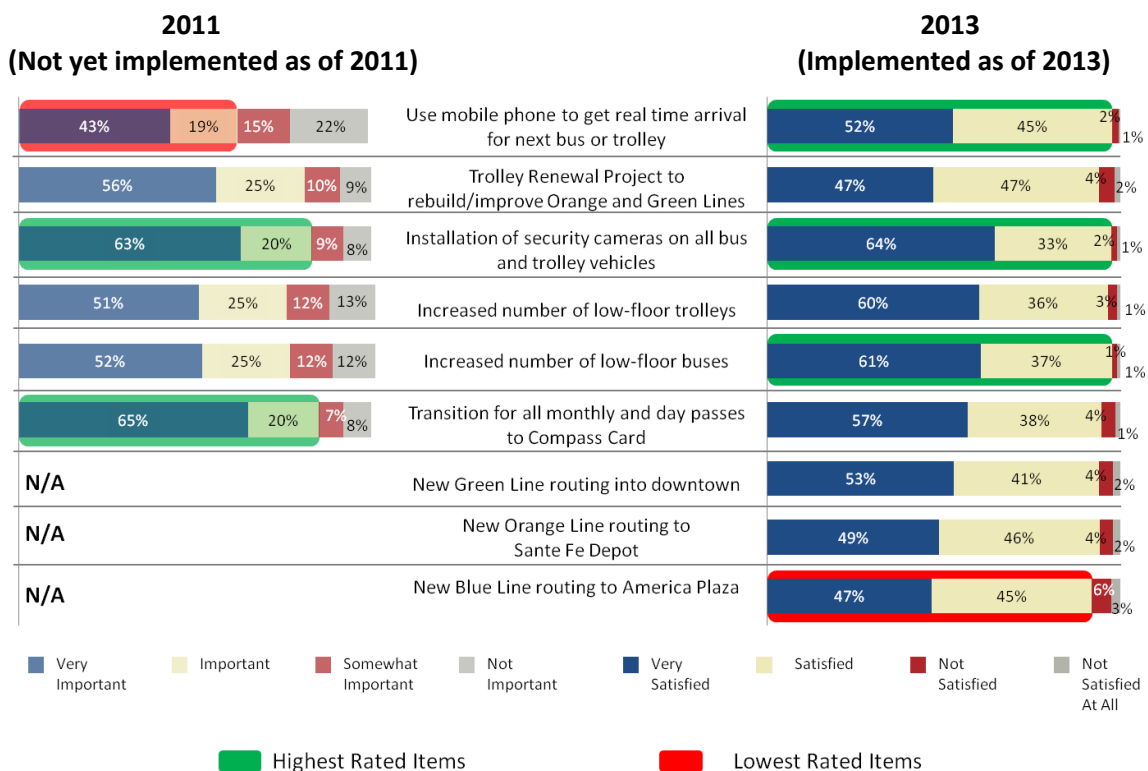
*Note: Some percentages may not add up due to rounding

 Significantly higher between years

MTS implemented several initiatives to improve the bus and trolley system between 2011 and 2013. Riders responded favorably, with over 90% indicating they were very satisfied or satisfied with all of the improvements.

Riders were particularly satisfied with being able to *use mobile phone to get real time arrival for next bus or trolley*, the *increased number of low-floor buses and trolleys*, and the *installation of security cameras on all buses and trolley vehicles*.

Figure 8
MTS Improvements – Implemented
(Q13a. MTS has implemented a variety of projects to improve the bus and trolley system and the passenger experience and ease of use. Please let me know how satisfied you are with each of the initiatives listed below.)
No opinion excluded

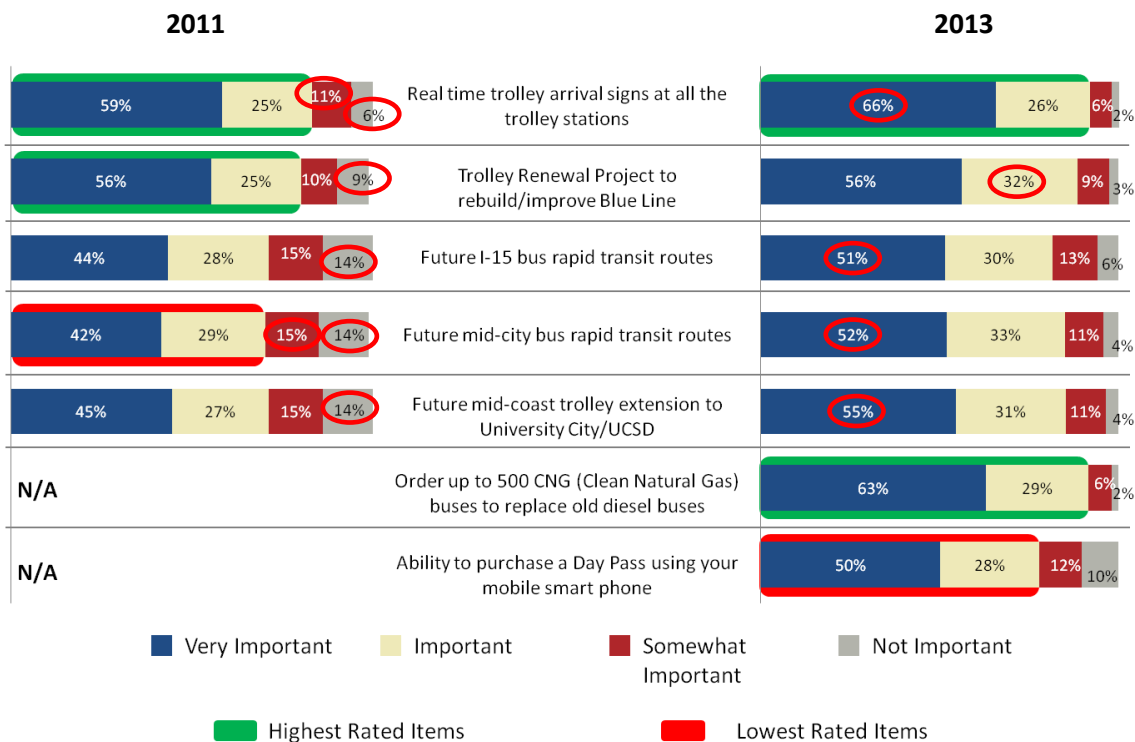


*Note: Some percentages may not add up due to rounding

MTS has plans to implement several more projects in the future to improve the bus and trolley system. *Real time trolley arrival signs at all the trolley stations* and *ordering up to 500 CNG buses to replace the old diesel buses* were the two improvements most important to riders in 2013.

Although the *ability to purchase a Day Pass using a mobile smart phone* was rated least important in 2013, it is likely important to keep this on the “to-do list” given the trend toward increased technology usage in finding transit information.

Figure 9
MTS Improvements – To Be Implemented In The Future
(Q13b. MTS will be completing or implementing a variety of projects in the near future to improve the bus and trolley system and the passenger experience and ease of use. Please let me know on the initiatives below how important you think they will be.)
No opinion excluded



*Note: Some percentages may not add up due to rounding

○ Significantly higher between years

Key reasons why riders were taking public transit in 2013 were to *save money*, because they had *no car to use*, and the *price of fuel*.

No car to use replaced *better for environment* as a top three reason in 2013.

Figure 10
Reasons for Taking Public Transit
(Q14. How important is each of the following in your decision to ride public transit?)

Top 3 Reasons For Taking Public Transit	
2011*	2013**
Save Money (94%)	Save Money (73%)
Better for Environment (91%)	No Car to Use (66%)
Price of Fuel (86%)	Price of Fuel (38%)

*Note: Respondents were asked in 2011 to judge the importance of each tested reason using an importance scale; scores shown are the sum of *very important* and *somewhat important*.

**Note: Respondents were asked in 2013 to judge the importance of each tested reason by selecting their top three most important reasons.

When asked for additional comments, 4% of riders gave positive comments indicating they liked MTS service. The percentage of those indicating they liked MTS without prompting was down significantly from 2011 (from 8%).

Most improvement suggestions centered on extending and increasing the amount of service (suggested by 3%-7%). Extending service was a particular concern on the weekends (7%). Increasing security (3%) and ensuring buses are on time (3%) were two of the other more frequent suggestions.

Chart 1
Additional Comments or Suggestions about MTS Service or Projects
Overall

Q19. Please let me know if you have any other comments or suggestions about MTS service or projects.*		
	2011	2013
Positive Comments		
Like MTS service/ positive (General)	8%	4%
Negative Comments		
Extended service – Weekends	6%	7%
More frequent service	4%	4%
Extended service - Early morning/Late night	5%	3%
More security	3%	3%
Ensure buses are on time	3%	3%
Rude/Unfriendly operators	3%	2%
More rapid transit routes	0%	2%
Bus/Trolley stops should be cleaner	1%	2%
More bus routes	0%	2%
No comment	55%	63%

For example quotes illustrating the above comments and improvement suggestions see Appendix D.

*Note: Only mentions with 2% or more shown

Section 4: Detailed Findings – Zone-Based Results

By Zone Interviewed In

In this section, MTS evaluation and satisfaction scores are shown by zone in which the ridership satisfaction interview was conducted. In the later part of this section, zones shown reflect the area in which the rider resides regardless of where the actual interview was conducted. ***In the following tables, bold numbers indicate a significantly higher result when comparing zones. A ○ indicates a significantly higher result when comparing years.***

While overall satisfaction with MTS was high across all zones in 2013, riders in the Central Urban zone were significantly more likely to be satisfied (99%) than riders in the East County (96%) or the I-15 Corridor (96%).

Between 2011 and 2013, there was significant improvement in satisfaction in all zones except the South Bay. Riders in the Central Urban and I-15 Corridor zones were significantly more satisfied with *MTS overall transit service*, while those in I-15 Corridor and East County zones were significantly more satisfied with *transit service in my area meets my needs*.

Chart 2
Overall Satisfaction with MTS
By Zone Interviewed In

Q15. Please indicate your level of satisfaction with the following services. (%=Very satisfied or satisfied)								
Zone Interviewed In	South Bay		East County		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
MTS overall transit service	94%	97%	95%	96%	91%	99%	91%	96%
Transit service in my area meets my needs	93%	95%	87%	93%	90%	94%	82%	91%

In 2013, the only differences between zones were related to *the cost of a pass or ticket is fair* and *there is enough room on MTS vehicles for riders in wheelchairs*:

- East County riders were significantly less likely to agree with *the cost of a pass or ticket is fair* than riders in other zones.
- Riders in the I-15 Corridor and East County were significantly more likely to agree with *there is enough room on MTS vehicles for riders in wheelchairs* than those in the South Bay and Central Urban zones.

Perceptions of MTS overall showed some improvement across all zones interviewed in between 2011 and 2013. In particular, those interviewed in the Central Urban zone were significantly more likely to agree with four out of seven characteristics of MTS services.

Chart 3
Feedback on MTS Overall
By Zone Interviewed In

Q10. Feedback on MTS Overall - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)								
Zone Interviewed In	South Bay		East County		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
MTS routes go where I need to go	96%	96%	93%	97%	95%	97%	92%	96%
MTS routes offer good frequency of service	91%	89%	82%	87%	83%	91%	78%	86%
Transit centers are clean	89%	90%	82%	88%	82%	91%	91%	88%
The cost of a pass or ticket is fair	81%	85%	79%	76%	77%	85%	86%	85%
The Compass Card is easy to use and reload	93%	97%	94%	96%	92%	97%	96%	95%
I am comfortable with other riders	83%	90%	86%	88%	85%	88%	85%	92%
There is enough room on MTS vehicles for riders in wheelchairs	82%	77%	76%	84%	77%	79%	81%	87%

Satisfaction with MTS bus service in 2013 was highest among riders in the I-15 Corridor, who were significantly more likely to agree with *MTS bus stops are clean*, *MTS buses I ride are clean*, and *MTS bus operators are courteous*.

From 2011 to 2013, agreement with *MTS buses are comfortable* and *the hours of service of MTS bus routes are adequate* showed improvement across all zones.

Chart 4
Feedback on MTS Buses
By Zone Interviewed In

Q10. <u>Feedback on MTS Buses</u> - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)								
Zone Interviewed In	South Bay		East County		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
MTS bus stops are clean	89%	88%	85%	79%	81%	84%	92%	90%
MTS buses I ride are clean	94%	90%	89%	88%	89%	89%	92%	95%
MTS buses are comfortable	83%	91%	86%	93%	86%	92%	86%	95%
MTS buses are easy to board	95%	96%	95%	94%	95%	96%	97%	96%
MTS bus operators are courteous	80%	87%	90%	82%	85%	83%	87%	93%
MTS buses I ride are always on time	64%	70%	60%	60%	65%	63%	68%	69%
The hours of service of MTS bus routes are adequate	78%	81%	63%	78%	70%	80%	66%	77%

In 2013, there were no significant differences in how riders in different zones rated the MTS trolleys.

However, attitudes toward the trolley service improved between 2011 and 2013, particularly in the Central Urban zone where riders were significantly more likely to agree with five out of the seven statements asked in both years.

Additionally, agreement in 2013 was higher for *MTS trolleys are easy to board* among riders in the I-15 Corridor and *bikes on the transit do not interfere with other riders* among riders in the East County than in 2011.

Chart 5
Feedback on MTS Trolleys
By Zone Interviewed In

Q10. <u>Feedback on MTS Trolleys</u> - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)								
Zone Interviewed In	South Bay		East County		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
MTS trolley stations are clean	91%	90%	87%	89%	84%	91%	91%	87%
MTS trolleys I ride are clean	85%	88%	85%	88%	82%	91%	80%	91%
MTS trolleys are comfortable	89%	92%	95%	95%	90%	95%	87%	96%
MTS trolleys are easy to board	90%	94%	92%	95%	90%	96%	88%	97%
Bikes on the transit do not interfere with other riders	69%	74%	65%	77%	65%	76%	68%	81%
Onboard trolley security and fare inspectors are courteous	77%	80%	81%	81%	77%	80%	83%	86%
MTS trolleys I ride are always on time	84%	82%	82%	81%	80%	80%	88%	78%
MTS trolley line hours of service are adequate	N/A	88%	N/A	86%	N/A	89%	N/A	90%

Usage of transit information tools was generally consistent across riders in different zones in 2013, with *bus and trolley printed schedules* and *bus stop information signs* the most utilized sources of information across all zones.

Outside of this general consistency, significant differences were found between riders in each zone for these specific tools:

- I-15 Corridor: less likely than riders in all other zones to use *trolley station signs*; more likely than riders in East County and the South Bay to use the *www.sdmts.com website*
- Central Urban: more likely than riders in East County and the South Bay to use the *www.sdmts.com website*

From 2011 to 2013, there was a noticeable decrease in the use of physical sources. In particular, there were decreases in the use of *bus and trolley printed schedules* and *bus stop information signs* across all zones. Usage decreased for *Rider Alert onboard flyers* in all zones except the I-15 Corridor and for the *regional transit map* in all zones except the South Bay.

Use of online sources increased slightly between 2011 and 2013, particularly among South Bay riders. Specifically, this group was more likely to use the *www.sdmts.com website*, *MTS Trip Planner*, and *MTS Trolley renewal emails* in 2013. Additionally, riders in East County were significantly more likely to use *MTS Twitter* compared to 2011.

Riders in all zones were more likely to use the *mobile phone texting/GO! MTS app* in 2013 than in 2011. It is likely that the decrease in usage of physical sources is related to the convenience and increased openness to use alternative online and phone methods for obtaining information about MTS.

Chart 6
Use of Transit Information Tools
By Zone Interviewed In

Q11. Use of transit information tools - Please let me know if you use each of the following transit information tools.								
Zone Interviewed In	South Bay		East County		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
Physical Source								
Rider Alert onboard flyers	28%	21%	31%	23%	32%	26%	35%	27%
MTS Moves Me onboard newsletter	22%	17%	20%	19%	23%	20%	21%	23%
The Transit Store (First & Broadway)	21%	25%	27%	33%	24%	29%	19%	23%
Trolley station signs	59%	64%	69%	67%	57%	64%	51%	47%
Bus and trolley printed schedules	82%	65%	79%	66%	72%	65%	77%	59%
Bus stop information signs	78%	56%	74%	56%	72%	60%	80%	61%
Regional transit map	39%	35%	51%	36%	45%	38%	45%	35%

Chart 6 (Continued)
Use of Transit Information Tools
By Zone Interviewed In

Q11. <u>Use of transit information tools</u> - Please let me know if you use each of the following transit information tools.								
Zone Interviewed In	South Bay		East County		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
Online Source								
www.sdmts.com	19%	34%	29%	31%	36%	39%	38%	40%
MTS Trip Planner at www.sdmts.com	17%	32%	26%	31%	33%	32%	30%	29%
MTS Twitter	1%	3%	1%	4%	3%	3%	0%	2%
MTS Facebook	3%	6%	3%	3%	4%	3%	1%	2%
MTS Trolley Renewal email	1%	6%	2%	3%	4%	3%	0%	2%
Google Transit	26%	22%	23%	23%	30%	24%	35%	25%
www.511sd.com	6%	8%	8%	6%	14%	6%	10%	7%
Phone Source								
Mobile phone texting/GO! MTS app	8%	35%	11%	29%	10%	32%	13%	29%
Telephone information (619)233-3004	20%	22%	23%	27%	26%	23%	19%	22%
Info Express (619)685-4900	7%	9%	10%	15%	13%	12%	10%	8%
511	14%	12%	26%	16%	25%	13%	20%	15%
TTY/TDD info line (619)234-5995	3%	5%	4%	3%	6%	1%	3%	0%

Perceived helpfulness of transit information tools was also very consistent across riders in different zones in 2013. The only differences were:

- Riders in the Central Urban and I-15 Corridor zones were more likely to find the *Rider Alert onboard flyers* helpful than riders in East County, and were likely to find *MTS Moves Me onboard newsletters* more helpful than those in the South Bay
- Riders in East County found *Google Transit* to be more helpful than riders in the South Bay

Strong improvements were seen in helpfulness ratings between 2011 and 2013, particularly for phone and online sources among riders in the South Bay and Central Urban zones.

Chart 7
Helpfulness of Transit Information Tools
By Zone Interviewed In

Q11. Helpfulness of Information Tools - Please let me how helpful they are. (%=Helpful)								
Zone Interviewed In	South Bay		East County		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
Physical Source								
Rider Alert onboard flyers	85%	77%	79%	65%	76%	83%	80%	85%
MTS Moves Me onboard newsletter	84%	69%	82%	78%	78%	89%	82%	84%
The Transit Store (First & Broadway)	87%	84%	85%	86%	83%	86%	88%	85%
Trolley station signs	92%	89%	94%	91%	88%	91%	89%	92%
Bus and trolley printed schedules	88%	89%	93%	94%	90%	93%	86%	93%
Bus stop information signs	84%	88%	91%	90%	88%	92%	81%	93%
Regional transit map	91%	92%	95%	91%	90%	93%	88%	90%
Online Source								
www.sdmts.com	76%	84%	90%	88%	80%	90%	83%	88%
MTS Trip Planner at www.sdmts.com	85%	88%	85%	90%	82%	91%	70%	88%
MTS Twitter	27%	56%	61%	86%	58%	75%	19%	57%
MTS Facebook	63%	64%	54%	90%	53%	58%	14%	100%
MTS Trolley Renewal email	30%	69%	69%	74%	58%	65%	31%	100%
Google Transit	89%	82%	92%	92%	88%	87%	91%	92%
www.511sd.com	66%	94%	74%	88%	78%	86%	63%	87%

Chart 7 (Continued)
Helpfulness of Transit Information Tools
By Zone Interviewed In

Q11. Helpfulness of Information Tools - Please let me how helpful they are. (%=Helpful)								
Zone Interviewed In	South Bay		East County		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
Phone Source								
Mobile phone texting/GO! MTS app	79%	94%	88%	89%	72%	91%	87%	95%
Telephone information (619)233-3004	82%	91%	91%	87%	83%	90%	77%	97%
Info Express (619)685-4900	79%	91%	75%	83%	73%	93%	63%	98%
511	74%	86%	74%	80%	74%	85%	70%	78%
TTY/TDD info line (619)234-5995	75%	100%	77%	82%	72%	87%	60%	42%

Few differences were seen in satisfaction with MTS customer service across riders in each zone. The only significant difference seen was among riders in East County, who indicated they were less satisfied with the *ease of getting answers to issues or concerns* than riders in the South Bay and Central Urban zones.

Additionally, few changes in satisfaction with MTS customer service were seen between 2011 and 2013. The only significant difference was seen among riders in the Central Urban zone, who indicated they were significantly more satisfied with the *ease to get route or schedule information*.

Chart 8
Satisfaction with Customer Service
By Zone Interviewed In

Q12. Please let me know how satisfied or dissatisfied you are with the following aspects of MTS customer service. (%=Very satisfied or satisfied; Don't use, N/A excluded)								
Zone Interviewed In	South Bay		East County		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
Ease to get route or schedule information	94%	98%	94%	95%	94%	97%	96%	97%
Knowledge of customer service representatives	93%	95%	91%	90%	90%	91%	93%	93%
Ease of getting answers to issues or concerns	90%	94%	89%	86%	88%	92%	91%	89%

Satisfaction levels with improvements implemented between 2011 and 2013 were consistent across riders in all zones.

Chart 9
MTS Improvements – Implemented
By Zone Interviewed In

Q13A. MTS has implemented a variety of projects to improve the bus and trolley system and the passenger experience and ease of use. Please let me know how satisfied you are with each of the initiatives below.*								
Zone Interviewed In	South Bay		East County		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
Use mobile phone to get real time arrival for next bus or trolley	66%	98%	59%	97%	63%	98%	64%	95%
Trolley Renewal Project to rebuild/improve Orange and Green Lines	87%	93%	82%	94%	79%	95%	75%	95%
Installation of security cameras on all bus and trolley vehicles	89%	98%	81%	97%	81%	97%	74%	99%
Increased number of low-floor trolleys	77%	96%	72%	98%	76%	96%	73%	97%
Increased number of low-floor buses	80%	98%	74%	97%	77%	97%	75%	98%
Transition for all monthly and day passes to Compass Card	87%	96%	84%	95%	86%	93%	87%	95%
New Green Line routing into downtown	N/A	95%	N/A	93%	N/A	94%	N/A	95%
New Orange Line routing to Santa Fe Depot	N/A	96%	N/A	93%	N/A	94%	N/A	90%
New Blue Line routing to America Plaza	N/A	92%	N/A	92%	N/A	92%	N/A	91%

* 2011 – not yet implemented as of 2011 (%=Very important or important, no opinion excluded)

2013 – implemented as of 2013 (%=Very satisfied or satisfied, no opinion excluded)

Regarding changes to be implemented in the future, riders in the South Bay were more concerned with improvements affecting the trolley lines. Specifically, riders in the South Bay found the *Trolley Renewal Project to rebuild/improve the Blue Line* to be more important than riders in the East County and Central Urban zones.

I-15 Corridor riders were more concerned with improvements to the bus system. Specifically, riders in the I-15 Corridor rated *future I-15 bus rapid transit routes* to be more important than riders in any other zone.

For all improvements that had yet to be implemented in 2011 and 2013, riders in all zones rated them as currently more important than previously.

Chart 10
MTS Improvements – To Be Implemented In The Future
By Zone Interviewed In

Q13B. MTS will be completing or implementing a variety of projects in the future to improve the bus and trolley system and the passenger experience and ease of use. Please let me know on the initiatives below how important you think they will be. (%=Very important or important; No opinion excluded)								
Zone Interviewed In	South Bay		East County		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
Real time trolley arrival signs at all trolley stations	86%	95%	82%	92%	84%	91%	78%	88%
Trolley Renewal Project to rebuild/improve the Blue Line	87%	93%	82%	86%	79%	87%	75%	92%
Future I-15 bus rapid transit routes	68%	79%	67%	78%	73%	81%	82%	94%
Future Mid-City Bus Rapid Transit routes	67%	88%	70%	82%	72%	84%	74%	90%
Future Mid-Coast Trolley extension to University City/UCSD	70%	84%	66%	84%	73%	86%	76%	88%
Order up to 500 CNG (Clean Natural Gas) buses to replace old diesel buses	N/A	92%	N/A	88%	N/A	92%	N/A	93%
Ability to purchase a Day Pass using your mobile smart phone	N/A	78%	N/A	76%	N/A	78%	N/A	73%

Across all zones in 2013, *save money* was cited as the most important reason for taking public transit while *no car for use* was cited as the second most important reason for taking public transit. *Price of fuel* was the third most important reason to riders in all zones except riders in South Bay. Riders in South Bay cited *not having a license* as the third most important reason.

The relative importance given to each of the top three reasons was generally consistent between years. One noteworthy difference was that riders in all zones gave more importance to *better for environment* in 2011 and less relative importance to *no car for use*.

Figure 11
Reasons for Taking Public Transit
By Zone Interviewed In
(Q14. Which of the following are important in your decision to ride public transit?)

Top 3 Reasons For Taking Public Transit							
South Bay		East County		Central Urban		I-15 Corridor	
2011*	2013**	2011*	2013**	2011*	2013**	2011*	2013**
Save Money (97%)	Save Money (71%)	Save Money (94%)	Save Money (72%)	Save Money (93%)	Save Money (72%)	Save Money (91%)	Save Money (76%)
Better for Environment (97%)	No Car to Use (69%)	Better for Environment (92%)	No Car to Use (71%)	Better for Environment (88%)	No Car to Use (68%)	Better for Environment (87%)	No Car to Use (51%)
Price of Fuel (91%)	Do Not Have License (35%)	Price of Fuel (89%)	Price of Fuel (36%)	Price of Fuel (83%)	Price of Fuel (40%)	Price of Fuel (82%)	Price of Fuel (44%)

*Note: Respondents were asked in 2011 to judge the importance of each tested reason using an importance scale; scores shown are the sum of *very important* and *somewhat important*.

**Note: Respondents were asked in 2013 to judge the importance of each tested reason by selecting their top three most important reasons.

Strength and Weaknesses by Zone Interviewed In

In general, riders in the **South Bay** continued to rate bus stops as clean in 2013, though the cleanliness ratings for trolley stations were no longer significantly higher than other zones as in 2011. Riders in this zone were also more likely to cite that *MTS buses I ride are always on time*. MTS vehicles, in general, were reported to have less room for wheelchairs than other zones. Though riders in the South Bay continued to report some of the higher overall satisfaction levels among the zones, there was little improvement in satisfaction ratings between 2011 and 2013.

Overall, **East County** riders indicated having among the least overall satisfaction, though there was significant improvement in *MTS transit service meeting their needs* in 2013. Riders in this zone reported being satisfied with the amount of room they have on MTS vehicles for wheelchairs but unsatisfied with several other aspects including:


- *The cost of a pass or ticket is fair*
- *Bus stops are clean*
- *MTS buses I ride are always on time*

Riders in the **Central Urban** zone were among the more satisfied overall with their overall satisfaction showing significant improvement in 2013. They were particularly satisfied with the *cost of a pass or ticket* while being less satisfied with the *room for wheelchairs* and the *cleanliness of the bus stops*. Overall, this zone showed some of the strongest improvements across all aspects since 2011.

Riders in the **I-15 Corridor** were among the least satisfied with *MTS overall service* of those surveyed though overall satisfaction has shown significant improvement since 2011. Despite having lower overall satisfaction, I-15 Corridor riders generally rated specific aspects of MTS service higher than most other zones. This was particularly the case for MTS bus service as they demonstrated some of the highest ratings on the following aspects:

- *MTS bus stops are clean*
- *MTS buses I ride are clean*
- *MTS bus operators are courteous*
- *There is enough room on MTS vehicles for riders in wheelchairs*




By Zone Rider Resides In

For the remainder of this section, zones identified reflect the area in which the riders live. Riders living in rural areas were combined with the East County zone as very few respondents resided in that area. ***In the following tables, bold numbers indicate a significantly higher result when comparing zones. A  indicates a significantly higher result when comparing years.***

Satisfaction with *MTS overall transit service* and *transit service in their area meeting their needs* was consistent across zones in 2013.

Satisfaction with *MTS overall transit service* and *transit service in their area meeting their needs* improved significantly for those living in the Central Urban zone from 2011 to 2013. Satisfaction with *transit service in my area meets my needs* also improved significantly for those living along the I-15 Corridor.

Chart 11
Overall Satisfaction with MTS
By Zone Rider Resides In

Q15. Please indicate your level of satisfaction with the following services. (%=Very satisfied or satisfied)								
Zone Rider Resides In	South Bay		East County/Rural		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
MTS overall transit service	94%	97%	94%	95%	92%	 97%	91%	96%
Transit service in my area meets my needs	92%	95%	85%	90%	89%	 94%	79%	 89%

Satisfaction with MTS overall service in 2013 was generally consistent across the zones riders reside in. Two noteworthy differences in 2013 included *the cost of a pass or ticket is fair* and *there is enough room on MTS vehicles for wheelchairs*. These two statements were rated higher by those residing in the I-15 Corridor and South Bay.

Improvement from 2011 to 2013 for MTS overall service was primarily demonstrated by those residing in the Central Urban zone where over half of the statements were rated more favorably in 2013 than 2011. Stronger agreement for *transit centers are clean* was demonstrated by riders residing in East County/Rural zones while stronger agreement for *the cost of a pass or ticket is fair* was demonstrated by riders residing in South Bay compared to 2011.

Chart 12
Feedback on MTS Overall
By Zone Rider Resides In

Q10. Feedback on MTS Overall - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)								
Zone Rider Resides In	South Bay		East County/Rural		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
MTS routes go where I need to go	95%	98%	94%	97%	94%	96%	94%	93%
MTS routes offer good frequency of service	88%	90%	82%	87%	82%	88%	81%	88%
Transit centers are clean	86%	90%	82%	89%	83%	88%	94%	89%
The cost of a pass or ticket is fair	79%	86%	80%	83%	77%	76%	90%	92%
The Compass Card is easy to use and reload	94%	97%	92%	95%	94%	97%	98%	94%
I am comfortable with other riders	83%	88%	85%	87%	83%	89%	89%	90%
There is enough room on MTS vehicles for riders in wheelchairs	78%	83%	74%	82%	77%	77%	83%	91%

In 2013, riders residing along the I-15 Corridor were generally more satisfied with MTS bus services than those in residing in the other zones. In particular, riders in the I-15 Corridor were significantly more likely to agree with the statements *MTS buses I ride are clean*, *MTS bus operators are courteous*, and *MTS bus stops are clean* than the majority of other riders.

Few improvements were seen in the attitudes toward MTS bus services between 2011 and 2013. *MTS buses are comfortable* and *the hours of service of MTS bus routes are adequate* were the only two statements that were rated more favorably in 2013 than in 2011, by riders residing in the South Bay and Central Urban zones.

Chart 13
Feedback on MTS Buses
By Zone Rider Resides In

Q10. <u>Feedback on MTS Buses</u> - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)								
Zone Rider Resides In	South Bay		East County/Rural		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
MTS bus stops are clean	88%	86%	87%	80%	83%	81%	97%	93%
MTS buses I ride are clean	91%	89%	88%	85%	89%	89%	96%	97%
MTS buses are comfortable	82%	93%	87%	90%	85%	91%	93%	95%
MTS buses are easy to board	95%	98%	97%	95%	94%	93%	99%	96%
MTS bus operators are courteous	80%	84%	89%	80%	84%	85%	90%	96%
MTS buses I ride are always on time	67%	64%	62%	60%	60%	64%	72%	73%
The hours of service of MTS bus routes are adequate	75%	85%	62%	69%	69%	79%	69%	80%

Feedback on MTS trolley service was generally more positive from riders residing along the I-15 Corridor in 2013. Specifically, there was stronger agreement with the statements *MTS trolleys I ride are clean*, *MTS trolleys are comfortable*, and *onboard trolley security and fare inspectors are courteous* from riders residing along the I-15 Corridor than the majority of riders in other zones.

Few improvements were seen in the attitudes toward MTS trolley services between 2011 and 2013. The only differences between zones were for agreement to the statement *MTS trolleys are easy to board* increased significantly among those residing in South Bay and agreement to *bikes on the train do not interfere with other riders* among riders residing in the East County/Rural and Central Urban zones.

Chart 14
Feedback on MTS Trolleys
By Zone Rider Resides In

Q10. Feedback on MTS Trolleys - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)								
Zone Rider Resides In	South Bay		East County/Rural		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
MTS trolley stations are clean	86%	89%	87%	91%	87%	90%	92%	81%
MTS trolleys I ride are clean	80%	87%	84%	90%	82%	89%	85%	96%
MTS trolleys are comfortable	87%	92%	95%	96%	91%	94%	93%	100%
MTS trolleys are easy to board	88%	96%	94%	94%	90%	95%	97%	94%
Bikes on the transit do not interfere with other riders	68%	72%	64%	79%	64%	77%	74%	66%
Onboard trolley security and fare inspectors are courteous	77%	77%	84%	82%	77%	78%	90%	95%
MTS trolleys I ride are always on time	84%	81%	84%	81%	81%	78%	91%	86%
MTS trolley lines hours of service are adequate	N/A	89%	N/A	86%	N/A	86%	N/A	93%

Usage of transit information tools was generally consistent across riders residing in different zones in 2013, with *bus and trolley printed schedules*, *bus stop information signs*, and *trolley station signs* the most utilized sources of information across all zones.

Outside of this general consistency, significant differences were found between riders in each zone for these specific tools:

- I-15 Corridor: less likely than riders residing in all other zones to use *bus and trolley printed schedules* and *trolley station signs*; more likely than riders in East County and the Central Urban zone to use the *MTS Moves Me onboard newsletter*, *regional transit map*, and *www.sdmts.com website*
- Central Urban: more likely than riders residing in the South Bay to use *telephone information*, *Info Express*, and *511*; more likely than riders residing along the I-15 Corridor to use *Info Express* and *mobile phone texting/GO! MTS app*

From 2011 to 2013, there was a noticeable decrease in the use of physical sources and a noticeable increase in the use of phone and online sources. In particular, there were decreases in the use of *bus and trolley printed schedules* and *bus stop information signs* across all zones and increases in the use of *mobile phone texting/GO! MTS app* in all zones.

Chart 15
Use of Transit Information Tools
By Zone Rider Resides In

Q11. Use of transit information tools - Please let me know if you use each of the following transit information tools.								
Zone Rider Resides In	South Bay		East County/Rural		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
Physical Source								
Rider Alert onboard flyers	31%	21%	33%	25%	33%	25%	31%	28%
MTS Moves Me onboard newsletter	23%	18%	19%	21%	24%	18%	19%	30%
The Transit Store (First & Broadway)	22%	22%	25%	32%	27%	30%	13%	22%
Trolley station signs	58%	63%	69%	68%	60%	63%	42%	41%
Bus and trolley printed schedules	78%	68%	81%	65%	77%	67%	74%	55%
Bus stop information signs	74%	56%	75%	62%	77%	59%	79%	65%
Regional transit map	39%	32%	47%	40%	47%	37%	47%	44%

Chart 15 (Continued)
Use of Transit Information Tools
By Zone Rider Resides In

Q11. <u>Use of transit information tools</u> - Please let me know if you use each of the following transit information tools.								
Zone Rider Resides In	South Bay		East County/Rural		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
Online Source								
www.sdmts.com	24%	36%	31%	38%	35%	33%	39%	45%
MTS Trip Planner at www.sdmts.com	22%	33%	26%	34%	31%	31%	33%	31%
MTS Twitter	1%	1%	2%	6%	2%	3%	2%	2%
MTS Facebook	3%	4%	3%	5%	4%	3%	1%	1%
MTS Trolley Renewal email	2%	4%	1%	4%	3%	3%	1%	1%
Google Transit	26%	21%	22%	23%	32%	27%	33%	29%
www.511sd.com	8%	7%	6%	7%	12%	6%	13%	12%
Phone Source								
Mobile phone texting/GO! MTS app	8%	32%	9%	33%	12%	35%	12%	23%
Telephone information (619)233-3004	24%	20%	23%	23%	24%	28%	16%	20%
Info Express (619)685-4900	9%	8%	8%	14%	14%	13%	8%	5%
511	17%	10%	22%	15%	26%	16%	19%	15%
TTY/TDD info line (619)234-5995	4%	2%	3%	4%	6%	2%	2%	<1%

In 2013, ratings for helpfulness of transit information tools were largely consistent across riders residing in all zones. The one exception to this was found among riders along the I-15 Corridor, who found the *MTS Moves Me onboard newsletter* more helpful than riders residing in other zones.

Residents in the South Bay and Central Urban zones were significantly more likely to find the transit information tools helpful in 2013 than in 2011, as each rated around half of the tools more favorably in 2013.

Chart 16
Helpfulness of Transit Information Tools
By Zone Rider Resides In

Q11. Helpfulness of Information Tools - Please let me how helpful they are. (%=Helpful)								
Zone Rider Resides In	South Bay		East County/Rural		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
Physical Source								
Rider Alert onboard flyers	77%	74%	89%	65%	75%	80%	81%	83%
MTS Moves Me onboard newsletter	78%	75%	88%	78%	78%	85%	79%	91%
The Transit Store (First & Broadway)	82%	84%	89%	89%	83%	89%	92%	85%
Trolley station signs	88%	91%	93%	89%	89%	92%	95%	91%
Bus and trolley printed schedules	85%	91%	94%	93%	88%	93%	90%	89%
Bus stop information signs	81%	91%	92%	90%	86%	91%	82%	89%
Regional transit map	87%	88%	95%	96%	90%	93%	90%	87%

Chart 16 (Continued)
Helpfulness of Transit Information Tools
By Zone Rider Resides In

Q11. Helpfulness of Information Tools - Please let me how helpful they are. (%=Helpful)								
Zone Rider Resides In	South Bay		East County/Rural		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
Online Source								
www.sdmts.com	78%	87%	86%	90%	80%	88%	84%	92%
MTS Trip Planner at www.sdmts.com	84%	94%	86%	92%	79%	89%	67%	86%
MTS Twitter	20%	52%	63%	85%	44%	82%	100%	15%
MTS Facebook	56%	68%	48%	77%	44%	77%	100%	100%
MTS Trolley Renewal email	43%	34%	31%	81%	49%	96%	100%	100%
Google Transit	87%	85%	86%	92%	91%	91%	94%	88%
www.511sd.com	67%	100%	75%	94%	71%	85%	74%	88%
Phone Source								
Mobile phone texting/GO! MTS app	74%	97%	80%	86%	76%	92%	95%	94%
Telephone information (619)233-3004	80%	92%	85%	89%	83%	90%	91%	96%
Info Express (619)685-4900	72%	92%	68%	89%	70%	89%	84%	100%
511	78%	88%	76%	86%	70%	85%	78%	77%
TTY/TDD info line (619)234-5995	68%	100%	69%	89%	68%	100%	100%	0%

Satisfaction with MTS customer service was consistent across zones riders resided in 2013. No significant changes were demonstrated between the ratings given in 2011 and those given in 2013.

Chart 17
Satisfaction with Customer Service
By Zone Rider Resides In

Q12. Please let me know how satisfied or dissatisfied you are with the following aspects of MTS customer service. (%=Very satisfied or satisfied; Don't use, N/A excluded)								
Zone Rider Resides In	South Bay		East County/Rural		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
Ease to get route or schedule information	94%	98%	93%	97%	94%	96%	96%	98%
Knowledge of customer service representatives	90%	94%	91%	91%	92%	91%	92%	86%
Ease of getting answers to issues or concerns	89%	92%	89%	86%	89%	91%	92%	87%

Satisfaction levels with improvements implemented between 2011 and 2013 were lower for riders residing in the Central Urban zone, particularly for:

- *Installation of security cameras on all bus and trolley vehicles* compared to East County/Rural and I-15 Corridor
- *Trolley Renewal Project to rebuild/improve the Orange and Green Lines* compared to East County/Rural
- *New Orange Line routing to Santa Fe Depot* compared to the South Bay

Riders residing in East County were significantly more satisfied than all other residents with the *increased number of low-floor trolleys*.

Chart 18
MTS Improvements – Implemented
By Zone Rider Resides In

Q13A. MTS has implemented a variety of projects to improve the bus and trolley system and the passenger experience and ease of use. Please let me know how satisfied you are with each of the initiatives below.*								
Zone Rider Resides In	South Bay		East County/Rural		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
Use mobile phone to get real time arrival for next bus or trolley	67%	99%	63%	98%	61%	97%	66%	95%
Trolley Renewal Project to rebuild/improve Orange and Green Lines	84%	94%	84%	97%	80%	92%	69%	90%
Installation of security cameras on all bus and trolley vehicles	88%	98%	81%	99%	80%	96%	76%	99%
Increased number of low-floor trolleys	76%	95%	72%	100%	74%	97%	73%	92%
Increased number of low-floor buses	78%	97%	74%	98%	75%	97%	76%	97%
Transition for all monthly and day passes to Compass Card	83%	95%	86%	96%	87%	93%	89%	96%
New Green Line routing into downtown	N/A	94%	N/A	95%	N/A	92%	N/A	95%
New Orange Line routing to Santa Fe Depot	N/A	97%	N/A	95%	N/A	91%	N/A	85%
New Blue Line routing to America Plaza	N/A	92%	N/A	93%	N/A	91%	N/A	86%

* 2011 – not yet implemented as of 2011 (%=Very important/important, no opinion excluded)

2013 – implemented as of 2013 (%=Very satisfied or satisfied, no opinion excluded)

Regarding changes to be implemented in the future, riders residing in each of the zones were largely in agreement about the importance of each. Some differences included:

- I-15 Corridor: believed incorporating real time trolley arrival signs at all trolley stations was significantly less important than residents of all other zones
- East County/Rural: believed the Trolley Renewal Project to rebuild/improve the Blue Line was significantly less important than residents in East County/Rural; believed that ordering up to 500 CNG buses to replace old diesel buses was significantly less important than residents in the Central Urban zone.

For all improvements that had yet to be implemented in 2011 and 2013, riders in all zones rated them as currently more important than previously. This was particularly true for riders residing in the South Bay and Central Urban zones.

Chart 19
MTS Improvements – To Be Implemented In The Future
By Zone Rider Resides In

Q13B. MTS will be completing or implementing a variety of projects in the future to improve the bus and trolley system and the passenger experience and ease of use. Please let me know on the initiatives below how important you think they will be. (%=Very important or important; No opinion excluded)								
Zone Rider Resides In	South Bay		East County/Rural		Central Urban		I-15 Corridor	
	2011	2013	2011	2013	2011	2013	2011	2013
Real time trolley arrival signs at all trolley stations	83%	94%	85%	92%	84%	91%	72%	81%
Trolley Renewal Project to rebuild/improve the Blue Line	84%	92%	84%	81%	80%	90%	69%	88%
Future I-15 bus rapid transit routes	73%	78%	69%	77%	73%	83%	80%	89%
Future Mid-City Bus Rapid Transit routes	67%	88%	73%	80%	74%	84%	71%	86%
Future Mid-Coast Trolley extension to University City/UCSD	71%	83%	67%	88%	74%	87%	73%	84%
Order up to 500 CNG (Clean Natural Gas) buses to replace old diesel buses	N/A	91%	N/A	87%	N/A	93%	N/A	92%
Ability to purchase a Day Pass using your mobile smart phone	N/A	82%	N/A	70%	N/A	74%	N/A	70%

Across riders residing in all zones in 2013, *save money* was cited as the most important reason for taking public transit while *no car for use* was cited as the second most important reason for taking public transit. *Price of fuel* was the third most important reason to riders residing in all zones.

The relative importance given to each of the top three reasons was generally consistent between years. One noteworthy difference was that riders residing in all zones gave more importance to *better for environment* in 2011 compared to *no car for use*.

Figure 12
Reasons for Taking Public Transit
By Zone Resides In
(Q14. Which of the following are important in your decision to ride public transit?)

Top 3 Reasons For Taking Public Transit							
South Bay		East County/Rural		Central Urban		I-15 Corridor	
2011*	2013**	2011*	2013**	2011*	2013**	2011*	2013**
Save Money (94%)	Save Money (72%)	Save Money (95%)	Save Money (71%)	Save Money (93%)	Save Money (70%)	Save Money (91%)	Save Money (80%)
Better for Environment (92%)	No Car to Use (69%)	Better for Environment (90%)	No Car to Use (67%)	Better for Environment (92%)	No Car to Use (65%)	Better for Environment (85%)	No Car to Use (44%)
Price of Fuel (89%)	Price of Fuel (39%)	Price of Fuel (87%)	Price of Fuel (35%)	Price of Fuel (85%)	Price of Fuel (38%)	Price of Fuel (83%)	Price of Fuel (54%)

*Note: Respondents were asked in 2011 to judge the importance of each tested reason using an importance scale; scores shown are the sum of *very important* and *somewhat important*.

**Note: Respondents were asked in 2013 to judge the importance of each tested reason by selecting their top three most important reasons.

Section 5: Detailed Findings – General Transportation Mode

In this section, subgroup differences between different general modes of transportation (i.e., bus vs. trolley) are reviewed and analyzed. **Bold numbers indicate significantly higher results between transportation modes. A ○ indicates a significantly higher result when comparing years.**

Satisfaction with *MTS overall transit service* and *transit service in my area is meeting my needs* was consistent across those interviewed on the bus and the trolley in 2013. Satisfaction with *MTS overall transit service* showed significant improvement from 2011 to 2013 for riders of both modes of transportation.

Chart 20
Overall Satisfaction with MTS
By General Transportation Mode

Q15. Please indicate your level of satisfaction with the following services. (%=Very satisfied or satisfied)				
General Transportation Mode	Bus		Trolley	
	2011	2013	2011	2013
MTS overall transit service	92%	98%○	92%	98%○
Transit service in my area meets my needs	90%	94%	90%	94%

Feedback on MTS overall was consistent between those interviewed on the bus and trolley in 2013.

Significant increases between 2011 and 2013 were seen for:

- Bus: *transit centers are clean, the cost of a pass or ticket is fair, and the Compass card is easy to use and reload*
- Trolley: *MTS routes offer good frequency of service and transit centers are clean*

Chart 21
Feedback on MTS Overall
By General Transportation Mode

Q10. Feedback on MTS Overall – Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)				
General Transportation Mode	Bus		Trolley	
	2011	2013	2011	2013
MTS routes go where I need to go	95%	95%	95%	97%
MTS routes offer good frequency of service	84%	90%	83%	90%
Transit centers are clean	84%	92%	82%	89%
The cost of a pass or ticket is fair	78%	84%	78%	84%
The Compass Card is easy to use and reload	94%	97%	93%	96%
I am comfortable with other riders	85%	89%	84%	86%
There is enough room on MTS vehicles for riders in wheelchairs	77%	79%	77%	77%

In 2013, attributes related to bus service were rated equally favorably by those interviewed on MTS buses and trolleys.

Both those interviewed on bus and trolley indicated some increase in satisfaction with MTS bus service from 2011 to 2013. In particular, riders on both modes of transportation showed stronger agreement to the statements *MTS buses are comfortable* and *the hours of service of MTS bus routes are adequate*.

Chart 22
Feedback on MTS Buses
By General Transportation Mode

Q10. <u>Feedback on MTS Buses</u> - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)				
General Transportation Mode	Bus		Trolley	
	2011	2013	2011	2013
MTS bus stops are clean	84%	86%	81%	83%
MTS buses I ride are clean	91%	91%	89%	88%
MTS buses are comfortable	86%	93%	84%	90%
MTS buses are easy to board	96%	97%	95%	93%
MTS bus operators are courteous	84%	86%	83%	84%
MTS buses I ride are always on time	65%	68%	61%	63%
The hours of service of MTS bus routes are adequate	71%	81%	70%	79%

Ratings for attributes related to the MTS trolley service were consistent between riders interviewed on the bus and the trolley in 2013.

Attitudes toward trolley service showed strong signs of improvement from 2011 to 2013, particularly for those interviewed on the bus. Specifically, bus riders responded more favorably to four out of seven attributes tested in 2013 than they had in 2011. Riders interviewed on both the bus and the trolley gave significantly higher ratings in 2013 to both the statement *MTS trolleys I ride are clean* and the statement *bikes on the transit do not interfere with other riders* than they had in 2011.

Chart 23
Feedback on MTS Trolleys
By General Transportation Mode

Q10. Feedback on MTS Trolleys - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)				
General Transportation Mode	Bus		Trolley	
	2011	2013	2011	2013
MTS trolley stations are clean	86%	91%	87%	90%
MTS trolleys I ride are clean	83%	90%	83%	91%
MTS trolleys are comfortable	90%	95%	91%	93%
MTS trolleys are easy to board	91%	94%	91%	96%
Bikes on the transit do not interfere with other riders	67%	76%	66%	75%
Onboard trolley security and fare inspectors are courteous	77%	79%	77%	82%
MTS trolleys I ride are always on time	82%	83%	82%	79%
MTS trolley lines hours of service are adequate	N/A	89%	N/A	87%

In 2013, riders interviewed on both the bus and the trolley were most likely to use *bus and trolley printed schedules, bus stop information signs, and trolley station signs*. However, use of *bus and trolley printed schedules* and *bus stop information signs* were down significantly from 2011 for both subgroups.

In fact, use of multiple transit information tools were significant down in 2013 compared to 2011, particularly for bus riders. The only significant increases were for bus riders using *www.sdmts.com* and for riders of both modes using *mobile phone texting /GO! MTS app*.

Chart 24
Use of Transit Information Tools
By General Transportation Mode

Q11. Use of transit information tools - Please let me know if you use each of the following transit information tools.				
General Transportation Mode	Bus		Trolley	
	2011	2013	2011	2013
Physical Source				
Rider Alert onboard flyers	31%	28%	31%	23%
MTS Moves Me onboard newsletter	22%	20%	21%	20%
The Transit Store (First & Broadway)	25%	28%	27%	29%
Trolley station signs	58%	58%	62%	67%
Bus and trolley printed schedules	78%	64%	76%	64%
Bus stop information signs	76%	62%	73%	53%
Regional transit map	45%	36%	45%	37%
Online Source				
www.sdmts.com	32%	42%	32%	34%
MTS Trip Planner at www.sdmts.com	29%	32%	30%	31%
MTS Twitter	3%	3%	3%	2%
MTS Facebook	4%	4%	5%	4%
MTS Trolley Renewal email	3%	3%	3%	4%
Google Transit	29%	25%	29%	21%
www.511sd.com	12%	7%	13%	6%
Phone Source				
Mobile phone texting/GO! MTS app	9%	34%	10%	28%
Telephone information (619)233-3004	25%	19%	27%	27%
Info Express (619)685-4900	12%	9%	12%	14%
511	23%	13%	24%	13%
TTY/TDD info line (619)234-5995	6%	2%	5%	3%

Satisfaction with the helpfulness of transit information tools in 2013 was generally consistent between riders interviewed on bus and trolley. The only difference was for riders interviewed on the bus, who were significantly more likely to find *The Transit Store* helpful than riders interviewed on the trolley.

Perceptions of the helpfulness of online and phone sources improved considerably from 2011 to 2013 for riders interviewed on both modes of transportation. This effect was slightly more evident in riders interviewed on the trolley, as four out of seven online sources and four out of five phone sources were rated significantly more helpful by trolley riders in 2013 than they had been in 2011.

Also noteworthy, *bus stop information signs* were rated more favorably in 2013 than in 2011 by those interviewed on the bus while *MTS Moves Me onboard newsletter* was rated more favorably by riders interviewed on the trolley.

Chart 25
Helpfulness of Transit Information Tools
By General Transportation Mode

Q11. Helpfulness of Information Tools - Please let me how helpful they are. (%=Helpful)				
General Transportation Mode	Bus		Trolley	
	2011	2013	2011	2013
Physical Source				
Rider Alert onboard flyers	77%	81%	76%	80%
MTS Moves Me onboard newsletter	78%	81%	76%	85%
The Transit Store (First & Broadway)	85%	90%	84%	79%
Trolley station signs	90%	92%	90%	88%
Bus and trolley printed schedules	89%	93%	89%	90%
Bus stop information signs	86%	92%	87%	89%
Regional transit map	91%	93%	91%	91%
Online Source				
www.sdmts.com	80%	90%	79%	82%
MTS Trip Planner at www.sdmts.com	82%	93%	81%	85%
MTS Twitter	56%	69%	55%	62%
MTS Facebook	54%	62%	54%	67%
MTS Trolley Renewal email	56%	56%	52%	81%
Google Transit	89%	87%	87%	84%
www.511sd.com	74%	86%	74%	90%
Phone Source				
Mobile phone texting/GO! MTS app	75%	93%	74%	87%
Telephone information (619)233-3004	83%	91%	84%	88%
Info Express (619)685-4900	75%	95%	74%	87%
511	73%	78%	74%	89%
TTY/TDD info line (619)234-5995	73%	100%	72%	86%

Satisfaction with MTS customer service was consistent across riders of the bus and trolley in 2013. No significant changes were demonstrated between the ratings given in 2011 and those given in 2013.

Chart 26
Satisfaction with Customer Service
By General Transportation Mode

Q12. Please let me know how satisfied or dissatisfied you are with the following aspects of MTS customer service. (%=Very satisfied or satisfied; Don't use, N/A excluded)				
General Transportation Mode	Bus		Trolley	
	2011	2013	2011	2013
Ease to get route or schedule information	95%	97%	94%	97%
Knowledge of customer service representatives	91%	92%	90%	93%
Ease of getting answers to issues or concerns	89%	92%	88%	91%

Riders on both the bus and the trolley gave consistently high satisfaction ratings for those improvements made to MTS service from 2011 to 2013. Only the *increase in number of low-floor trolleys* was rated more favorably by bus riders than trolley riders.

Chart 27
MTS Improvements – Implemented
By General Transportation Mode

Q13A. MTS has implemented a variety of projects to improve the bus and trolley system and the passenger experience and ease of use. Please let me know how satisfied you are with each of the initiatives below.*				
General Transportation Mode	Bus		Trolley	
	2011*	2013	2011*	2013
Use mobile phone to get real time arrival for next bus or trolley	62%	98%	62%	97%
Trolley Renewal Project to rebuild/improve Orange and Green Lines	81%	93%	83%	95%
Installation of security cameras on all bus and trolley vehicles	84%	98%	85%	96%
Increased number of low-floor trolleys	75%	97%	77%	95%
Increased number of low-floor buses	77%	98%	77%	97%
Transition for all monthly and day passes to Compass Card	85%	95%	86%	93%
New Green Line routing into downtown	N/A	93%	N/A	95%
New Orange Line routing to Santa Fe Depot	N/A	95%	N/A	93%
New Blue Line routing to America Plaza	N/A	92%	N/A	92%

* 2011 – not yet implemented as of 2011 (%=Very important/important, no opinion excluded)
 2013 – implemented as of 2013 (%=Very satisfied or satisfied, no opinion excluded)

In 2013, the importance given to each of the planned improvements was consistent across those interviewed on the bus and those interviewed on the trolley.

Both bus and trolley riders placed more importance in 2013 than they had in 2011 on nearly all improvements that were planned in 2011 and still pending in 2013.

Chart 28
MTS Improvements – To Be Implemented In the Future
By General Transportation Mode

Q13B. MTS will be completing or implementing a variety of projects in the future to improve the bus and trolley system and the passenger experience and ease of use. Please let me know on the initiatives below how important you think they will be. (%=Very important or important; No opinion excluded)				
General Transportation Mode	Bus		Trolley	
	2011	2013	2011	2013
Real time trolley arrival signs at all trolley stations	83%	91%	84%	94%
Trolley Renewal Project to rebuild/improve the Blue Line	81%	87%	83%	90%
Future I-15 bus rapid transit routes	72%	83%	70%	79%
Future Mid-City Bus Rapid Transit routes	71%	84%	72%	87%
Future Mid-Coast Trolley extension to University City/UCSD	72%	85%	72%	86%
Order up to 500 CNG (Clean Natural Gas) buses to replace old diesel buses	N/A	92%	N/A	91%
Ability to purchase a Day Pass using your mobile smart phone	N/A	79%	N/A	77%

Across bus and trolley riders in 2013, *save money* was cited as the most important reason for taking public transit while *no car for use* was cited as the second most important reason for taking public transit. *Price of fuel* was the third most important reason to riders of both modes.

One noteworthy difference was that both bus and trolley riders gave more importance to *better for environment* in 2011 and less relative importance to *no car to use*.

Figure 13
Reasons for Taking Public Transit
By General Transportation Mode
(Q14. Which of the following are important in your decision to ride public transit?)

Top 3 Reasons For Taking Public Transit			
Bus		Trolley	
2011*	2013**	2011*	2013**
Save Money (95%)	Save Money (74%)	Save Money (94%)	Save Money (70%)
Better for Environment (91%)	No Car to Use (64%)	Better for Environment (90%)	No Car to Use (69%)
Price of Fuel (86%)	Price of Fuel (40%)	Price of Fuel (85%)	Price of Fuel (36%)

*Note: Respondents were asked in 2011 to judge the importance of each tested reason using an importance scale; scores shown are the sum of *very important* and *somewhat important*.

**Note: Respondents were asked in 2013 to judge the importance of each tested reason by selecting their top three most important reasons.

Section 6: Detailed Findings – Specific Transportation Mode

In this section, subgroup differences between different specific modes of transportation (i.e., Local/Express Bus vs. Premium Bus vs. Blue Line vs. Orange Line vs. Green Line) are reviewed and analyzed. **Bold numbers indicate significantly higher results between transportation modes. A O indicates a significantly higher result when comparing years.**

Overall satisfaction ratings were consistent between the riders interviewed on the various modes of transportation in 2013.

Satisfaction of riders from the Local/Express bus routes increased for both *MTS overall transit service* and the *transit service in their area meeting their needs* from 2011 to 2013, while satisfaction for *MTS overall transit service* also increased significantly for riders of the Green Line trolley.

Chart 29
Overall Satisfaction with MTS
By Specific Transportation Mode

Q15. Please indicate your level of satisfaction with the following services. (%=Very satisfied or satisfied)										
Specific Transportation Mode	Bus				Trolley					
	Local/Express		Premium		Blue		Orange		Green	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
MTS overall transit service	92%	98%	97%	98%	92%	98%	90%	97%	90%	99%
Transit service in my area meets my needs	90%	94%	95%	90%	90%	96%	89%	94%	89%	91%

Overall, feedback on specific aspects of MTS service was fairly consistent across specific transportation mode sub-groups. Exceptions included:

- Premium bus riders: significantly lower than all other riders for *MTS routes go where I need to go*; significantly lower than Local/Express bus and Orange Line for *I am comfortable with other riders*

Comparing 2011 to 2013, improvements in satisfaction were demonstrated on all modes of transportation except the Premium bus routes. In particular, riders of the Local/Express bus routes rated five out of the seven overall service attributes more favorably in 2013 than in 2011. Also noteworthy, riders of three out of the five modes of transportation were in stronger agreement with the statement *the cost of a pass or ticket is fair* in 2013 than in 2011.

Chart 30
Feedback on MTS Overall
By Specific Transportation Mode

Q10. Feedback on MTS Overall – Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)										
Specific Transportation Mode	Bus				Trolley					
	Local/Express		Premium		Blue		Orange		Green	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
MTS routes go where I need to go	95%	97%	97%	74%	95%	97%	94%	97%	93%	98%
MTS routes offer good frequency of service	84%	90%	83%	88%	84%	90%	81%	87%	83%	91%
Transit centers are clean	84%	91%	94%	99%	83%	92%	77%	85%	81%	87%
The cost of a pass or ticket is fair	78%	84%	95%	92%	76%	83%	73%	81%	76%	87%
The Compass Card is easy to use and reload	93%	98%	100%	97%	93%	96%	90%	92%	91%	97%
I am comfortable with other riders	85%	91%	99%	74%	83%	87%	82%	91%	83%	81%
There is enough room on MTS vehicles for riders in wheelchairs	78%	80%	64%	71%	76%	77%	72%	77%	70%	77%

In 2013, Premium bus riders indicated higher satisfaction than the majority of other rider groups for five out of the seven bus service attributes tested. Of these, they gave higher satisfaction ratings to the statements *MTS bus stops are clean* and *MTS bus operators are courteous* than riders of all other modes of transportation.

The only improvements in satisfaction with MTS bus service from 2011 to 2013 were demonstrated by those riding the Local/Express buses. Compared to 2011, Local/Express bus riders gave more favorable ratings to *MTS buses are comfortable* and *the hours of service of MTS bus routes are adequate* in 2013.

Chart 31
Feedback on MTS Buses
By Specific Transportation Mode

Q10. Feedback on MTS Buses - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)										
Specific Transportation Mode	Bus				Trolley					
	Local/Express		Premium		Blue		Orange		Green	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
MTS bus stops are clean	84%	85%	89%	100%	81%	88%	78%	80%	77%	77%
MTS buses I ride are clean	91%	89%	100%	100%	89%	89%	87%	90%	87%	85%
MTS buses are comfortable	86%	92%	100%	100%	85%	90%	81%	95%	82%	85%
MTS buses are easy to board	96%	96%	100%	99%	95%	96%	95%	90%	94%	91%
MTS bus operators are courteous	84%	84%	99%	100%	82%	85%	79%	86%	83%	82%
MTS buses I ride are always on time	64%	65%	87%	90%	61%	66%	54%	65%	58%	56%
The hours of service of MTS bus routes are adequate	70%	80%	93%	86%	70%	84%	67%	76%	64%	72%

MTS trolley service ratings were generally consistent across riders of varying modes of transportation in 2013. Two exceptions were:

- Orange Line riders: significantly less likely to agree with *MTS Trolley stations are clean* compared to all other riders; significantly more likely to agree that *bikes on the trolleys do not interfere with other riders* than Blue Line riders

Ratings given to the trolley service attributes improved moderately from 2011 to 2013. The only statement tested in both years that was not given more favorable ratings in 2013 by any of the rider groups was *MTS trolleys I ride are always on time*. Multiple rider groups gave significantly more favorable ratings to the statements *MTS trolleys I ride are clean* and *bikes on the transit do not interfere with other riders*.

Note: Premium bus riders were excluded from analysis due to low base size (n=4).

Chart 32
Feedback on MTS Trolleys
By Specific Transportation Mode

Q10. Feedback on MTS Trolleys - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)										
Specific Transportation Mode	Bus				Trolley					
	Local/Express		Premium		Blue		Orange		Green	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
MTS trolley stations are clean	87%	91%	76%	98%	86%	94%	85%	79%	86%	92%
MTS trolleys I ride are clean	83%	90%	73%	100%	83%	91%	82%	87%	84%	92%
MTS trolleys are comfortable	90%	95%	97%	100%	89%	93%	91%	92%	90%	93%
MTS trolleys are easy to board	91%	94%	100%	99%	89%	96%	90%	96%	91%	97%
Bikes on the transit do not interfere with other riders	67%	76%	76%	99%	65%	72%	64%	85%	63%	72%
Onboard trolley security and fare inspectors are courteous	77%	79%	97%	99%	76%	80%	71%	81%	77%	86%
MTS trolleys I ride are always on time	82%	83%	76%	98%	81%	82%	80%	74%	82%	76%
MTS trolley lines hours of service are adequate	N/A	89%	N/A	99%	N/A	90%	N/A	84%	N/A	83%

Across all types of riders, physical sources of information such as *bus and trolley printed schedules, bus information signs, and trolley station signs* continued to be the most used transit information tools in 2013. Aside from this however, types of sources used varied by sub-group:

- Green Line riders: were more likely to use the *MTS Moves Me onboard newsletter* when compared to the other two trolley lines; were also more likely to use *the www.sdmts.com website, the regional transit map, and the Transit Store* than Blue Line riders
- Orange Line riders: were generally more likely to use *Info Express*
- Local/Express bus riders: were significantly more likely to use *trolley station signs* and *mobile phone texting/GO! MTS app* than Premium bus riders; were significantly less likely to use the *www.sdmts.com website* than Premium bus riders
- Premium bus riders: were the least likely to use *trolley station signs* and more likely to use the *www.sdmts.com website* than the majority of other riders

From 2011 to 2013, *bus and trolley printed schedules* and *bus stop information signs* saw a significant decrease in use by Local/Express bus riders and Blue and Green Line trolley riders. *Bus and trolley printed schedules* also saw a considerable decline in use by Premium bus riders during this period. Also noteworthy, riders on all trolley lines decreased their use of *511* significantly from 2011 to 2013.

All riders except those interviewed on the Premium buses indicated a significant increase from 2011 to 2013 in their use of the *mobile phone texting/GO! MTS app*. Premium bus riders instead demonstrated a significant increase in their use of the *www.sdmts.com website* while both Blue and Orange Line trolley riders demonstrated an increase in their reliance on *trolley station signs*.

Chart 33
Use of Transit Information Tools
By Specific Transportation Mode

Q11. <u>Use of transit information tools</u> - Please let me know if you use each of the following transit information tools.										
Specific Transportation Mode	Bus				Trolley					
	Local/Express		Premium		Blue		Orange		Green	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Physical Source										
Rider Alert onboard flyers	30%	25%	49%	49%	31%	18%	30%	28%	32%	28%
MTS Moves Me onboard newsletter	22%	19%	16%	32%	21%	15%	19%	19%	21%	31%
The Transit Store (First & Broadway)	25%	27%	17%	36%	29%	23%	31%	35%	30%	36%
Trolley station signs	58%	63%	40%	12%	60%	66%	64%	76%	67%	63%
Bus and trolley printed schedules	78%	67%	90%	39%	76%	60%	76%	74%	79%	63%
Bus stop information signs	77%	64%	62%	44%	73%	48%	73%	58%	75%	56%
Regional transit map	45%	38%	42%	25%	46%	30%	46%	42%	50%	46%

Chart 33 (Continued)
Use of Transit Information Tools
By Specific Transportation Mode

Q11. Use of transit information tools - Please let me know if you use each of the following transit information tools.										
Specific Transportation Mode	Bus				Trolley					
	Local/Express		Premium		Blue		Orange		Green	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Online Source										
www.sdmts.com	32%	38%	32%	74%	31%	29%	32%	30%	39%	45%
MTS Trip Planner at www.sdmts.com	30%	33%	24%	22%	28%	29%	32%	32%	38%	32%
MTS Twitter	2%	3%	11%	3%	3%	3%	3%	5%	3%	--
MTS Facebook	4%	4%	0%	0%	5%	5%	5%	5%	5%	1%
MTS Trolley Renewal email	3%	4%	0%	0%	4%	4%	3%	3%	3%	4%
Google Transit	28%	26%	54%	13%	28%	18%	30%	19%	31%	25%
www.511sd.com	12%	7%	14%	7%	12%	4%	14%	7%	16%	8%
Phone Source										
Mobile phone texting/GO! MTS app	9%	37%	1%	11%	10%	29%	14%	24%	13%	29%
Telephone information (619)233-3004	26%	20%	13%	9%	27%	23%	30%	33%	31%	29%
Info Express (619)685-4900	13%	10%	2%	1%	12%	9%	17%	20%	16%	18%
511	24%	13%	9%	16%	24%	10%	32%	17%	33%	16%
TTY/TDD info line (619)234-5995	6%	2%	0%	0%	5%	3%	5%	2%	6%	3%

In 2013, there was consensus overall between riders of varying modes of transportation about how helpful the majority of transit information tools were.

Attitudes toward the helpfulness of phone and online sources saw considerable improvements in 2013 from 2011 across riders of all modes of transportation except Premium buses. In particular, riders on the Local/Express buses and the Blue Line trolley indicated that four out of five phone sources were significantly more helpful than they had in 2011 while Orange Line trolley riders rated six out of seven online tools more favorably.

Also worth noting, attitudes toward *bus stop information signs* of Premium bus riders saw considerable improvement in 2013 from 2011.

Chart 34
Helpfulness of Transit Information Tools
By Specific Transportation Mode

Q11. Helpfulness of Information Tools - Please let me how helpful they are. (%=Helpful)										
Specific Transportation Mode	Bus				Trolley					
	Local/Express		Premium		Blue		Orange		Green	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Physical Source										
Rider Alert onboard flyers	78%	79%	59%	88%	77%	75%	71%	91%	77%	78%
MTS Moves Me onboard newsletter	78%	81%	98%	84%	80%	79%	74%	93%	78%	86%
The Transit Store (First & Broadway)	84%	90%	69%	93%	86%	77%	81%	80%	85%	81%
Trolley station signs	91%	92%	72%	75%	90%	85%	90%	89%	92%	92%
Bus and trolley printed schedules	90%	93%	72%	94%	88%	87%	87%	92%	90%	94%
Bus stop information signs	87%	92%	48%	95%	86%	84%	86%	92%	90%	94%
Regional transit map	91%	94%	100%	84%	91%	89%	91%	95%	91%	89%

Chart 34 (Continued)
Helpfulness of Transit Information Tools
By Specific Transportation Mode

Q11. Helpfulness of Information Tools - Please let me how helpful they are. (%=Helpful)										
Specific Transportation Mode	Bus				Trolley					
	Local/Express		Premium		Blue		Orange		Green	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Online Source										
www.sdmts.com	81%	91%	42%	84%	77%	76%	77%	94%	79%	83%
MTS Trip Planner at www.sdmts.com	83%	92%	33%	96%	80%	81%	77%	93%	81%	87%
MTS Twitter	51%	77%	100%	3%	60%	40%	46%	87%	51%	0%
MTS Facebook	54%	62%	0%	100%	58%	49%	55%	100%	49%	100%
MTS Trolley Renewal email	56%	56%	0%	100%	62%	64%	54%	100%	48%	100%
Google Transit	88%	87%	100%	82%	88%	78%	85%	96%	85%	84%
www.511sd.com	77%	90%	19%	57%	77%	92%	75%	91%	76%	88%
Phone Source										
Mobile phone texting/GO! MTS app	75%	94%	100%	54%	76%	87%	75%	82%	76%	89%
Telephone information (619)233-3004	83%	91%	43%	74%	83%	89%	79%	87%	86%	87%
Info Express (619)685-4900	75%	95%	0%	100%	75%	87%	72%	84%	76%	90%
511	73%	82%	72%	44%	74%	94%	73%	81%	75%	89%
TTY/TDD info line (619)234- 5995	73%	100%	100%	0%	71%	100%	67%	77%	67%	67%

Riders interviewed on the different modes of transportation rated customer service attributes consistently in 2013.

There was also little variation in ratings between 2011 and 2013 across each mode of transportation. An exception to this was that riders of the Local/Express buses demonstrated stronger satisfaction with *ease to get route or schedule information* in 2013 than they had in 2011.

Chart 35
Satisfaction with Customer Service
By Specific Transportation Mode

Q12. Please let me know how satisfied or dissatisfied you are with the following aspects of MTS customer service. (%=Very satisfied or satisfied; Don't use, N/A excluded)										
Specific Transportation Mode	Bus				Trolley					
	Local/Express		Premium		Blue		Orange		Green	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Ease to get route or schedule information	95%	98%	100%	95%	94%	97%	94%	97%	94%	96%
Knowledge of customer service representatives	91%	92%	96%	86%	90%	94%	88%	93%	88%	90%
Ease of getting answers to issues or concerns	89%	92%	96%	79%	88%	92%	86%	90%	86%	90%

Satisfaction with the improvements made from 2011 to 2013 was relatively high, with the majority of riders on all modes of transportation indicating they were very satisfied or satisfied with all of the improvements.

Chart 36
MTS Improvements – Implemented
By Specific Transportation Mode

Q13A. MTS has implemented a variety of projects to improve the bus and trolley system and the passenger experience and ease of use. Please let me know how satisfied you are with each of the initiatives below.*										
Specific Transportation Mode	Bus				Trolley					
	Local/Express		Premium		Blue		Orange		Green	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Use mobile phone to get real time arrival for next bus or trolley	62%	99%	40%	76%	63%	97%	60%	100%	67%	95%
Trolley Renewal Project to rebuild/improve Orange and Green Lines	81%	93%	72%	100%	84%	96%	82%	94%	85%	94%
Installation of security cameras on all bus and trolley vehicles	84%	98%	81%	100%	85%	98%	83%	93%	85%	95%
Increased number of low-floor trolleys	75%	97%	53%	100%	78%	94%	74%	96%	76%	96%
Increased number of low-floor buses	78%	98%	37%	100%	78%	99%	75%	96%	78%	95%
Transition for all monthly and day passes to Compass Card	85%	95%	93%	100%	86%	95%	87%	92%	89%	91%
New Green Line routing into downtown	N/A	93%	N/A	100%	N/A	97%	N/A	93%	N/A	94%
New Orange Line routing to Santa Fe Depot	N/A	95%	N/A	100%	N/A	94%	N/A	93%	N/A	93%
New Blue Line routing to America Plaza	N/A	92%	N/A	99%	N/A	92%	N/A	93%	N/A	90%

* 2011 – not yet implemented as of 2011 (%=Very important/important, no opinion excluded)

2013 – implemented as of 2013 (%=Very satisfied or satisfied, no opinion excluded)

In 2013, most of the variation between the importance of improvements to be implemented in the future was found between the three lines of trolleys. Specifically, the Green Line trolley riders placed significantly more importance than Orange Line Riders on five out of six of the planned improvements. Both Blue Line and Green Line riders rated *real time trolley arrival signs at all trolley stations*, *Trolley Renewal Project to rebuild/improve the Blue Line* and *future Mid-City Bus Rapid Transit routes* as significantly more important than Orange Line riders.

Local/Express bus riders, Blue Line riders, and Green Line riders rated the majority of improvements proposed significantly more important in 2013 than they had in 2011. In particular, riders on the Local/Express buses rated all proposed improvements more important in 2013.

Chart 37
MTS Improvements – To Be Implemented In the Future
By Specific Transportation Mode

Q13B. MTS will be completing or implementing a variety of projects in the future to improve the bus and trolley system and the passenger experience and ease of use. Please let me know on the initiatives below how important you think they will be. (%=Very important or important; No opinion excluded)										
Specific Transportation Mode	Bus				Trolley					
	Local/Express		Premium		Blue		Orange		Green	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Real time trolley arrival signs at all trolley stations	83%	91%	65%	91%	84%	95%	85%	86%	88%	96%
Trolley Renewal Project to rebuild/improve the Blue Line	81%	87%	72%	92%	84%	92%	82%	83%	85%	94%
Future I-15 bus rapid transit routes	70%	81%	95%	100%	71%	78%	74%	72%	74%	86%
Future Mid-City Bus Rapid Transit routes	70%	83%	73%	92%	71%	89%	78%	77%	78%	91%
Future Mid-Coast Trolley extension to University City/UCSD	72%	84%	76%	94%	74%	85%	75%	79%	76%	93%
Order up to 500 CNG (Clean Natural Gas) buses to replace old diesel buses	N/A	92%	N/A	93%	N/A	90%	N/A	85%	N/A	95%
Ability to purchase a Day Pass using your mobile smart phone	N/A	78%	N/A	83%	N/A	79%	N/A	67%	N/A	80%

The top three most important reasons for taking public transit were considerably less consistent between rider types in 2013 than they had been in 2011. As in 2011, *save money* and *price of fuel* were cited as top three reasons by the majority of riders. However, the majority of riders in 2013 were more likely to indicate *no car to use* and less likely to indicate *better for environment* than they had in 2011. An exception to this was found in Premium bus riders who were more likely to cite *better for environment* as a top three reason than they had been in 2011.

Figure 14
Reasons for Taking Public Transit
By Specific Transportation Mode
(Q14. Which of the following are important in your decision to ride public transit?)

Top 3 Reasons For Taking Public Transit									
Bus				Trolley					
Local/Express		Premium		Blue		Orange		Green	
2011*	2013**	2011*	2013**	2011*	2013**	2011*	2013**	2011*	2013**
Save Money (95%)	Save Money (73%)	Save Money (95%)	Save Money (90%)	Save Money (94%)	No Car to Use (69%)	Save Money (94%)	No Car to Use (72%)	Save Money (95%)	Save Money (76%)
Better for Environment (92%)	No Car to Use (69%)	Price of Fuel (95%)	Better for Environment (52%)	Better for Environment (91%)	Save Money (69%)	Better for Environment (88%)	Save Money (63%)	Better for Environment (89%)	No Car to Use (66%)
Price of Fuel (86%)	Price of Fuel (39%)	Avoid Traffic (94%)	Avoid Traffic (47%)	Price of Fuel (84%)	No Driver's License (35%)	Price of Fuel (84%)	Price of Fuel (40%)	Price of Fuel (84%)	Price of Fuel (40%)


*Note: Respondents were asked in 2011 to judge the importance of each tested reason using an importance scale; scores shown are the sum of *very important* and *somewhat important*.

**Note: Respondents were asked in 2013 to judge the importance of each tested reason by selecting their top three most important reasons.

Section 7: Detailed Findings – Demographic Subgroups

In this section, subgroup differences between the following demographics are reviewed and analyzed:

- Gender
- Income
- Age
- Ethnicity
- Rider Frequency

Bold numbers indicate significantly higher results between sub-groups. A  indicates a significantly higher result when comparing years.

By Gender

As in 2011, responses to questions concerning overall satisfaction with MTS were consistent between Males and Females in 2013.

Chart 38
Overall Satisfaction with MTS
By Gender

Q15. Please indicate your level of satisfaction with the following services. (%=Very satisfied or satisfied)				
Gender	Male		Female	
	2011	2013	2011	2013
MTS overall transit service	93%	98%	92%	97%
Transit service in my area meets my needs	91%	94%	90%	94%

On par with 2011, responses to questions concerning MTS overall service were generally consistent between the genders in 2013. An exception to this was that Males were more likely than Females to strongly agree or agree with the statement, *I am comfortable with other riders*.

Chart 39
Feedback on MTS Overall
By Gender

Q10. <u>Feedback on MTS Overall</u> - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)				
Gender	Male		Female	
	2011	2013	2011	2013
MTS routes go where I need to go	96%	97%	95%	94%
MTS Routes offer good frequency of service	84%	89%	85%	91%
Transit centers are clean	85%	90%	84%	91%
The cost of a pass or ticket is fair	80%	86%	78%	83%
The Compass Card is easy to use and reload	95%	97%	91%	97%
I am comfortable with other riders	88%	93%	82%	83%
There is enough room on MTS vehicles for riders in wheelchairs	79%	79%	76%	78%

As was the case in 2011, opinions of MTS bus service did not vary between Males and Females in 2013.

Chart 40
Feedback on MTS Buses
By Gender

Q10. Feedback on MTS Buses - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)				
Gender	Male		Female	
	2011	2013	2011	2013
MTS bus stops are clean	85%	87%	82%	84%
MTS buses I ride are clean	93%	91%	87%	88%
MTS buses are comfortable	85%	93%	87%	91%
MTS buses are easy to board	96%	97%	96%	95%
MTS bus operators are courteous	85%	87%	85%	83%
MTS buses I ride are always on time	66%	65%	64%	69%
The hours of service of MTS bus routes are adequate	70%	79%	73%	81%

Responses to questions concerning MTS trolley service were highly consistent between genders in both 2011 and 2013. In 2013 however, Females were more likely than Males to strongly agree or agree with *MTS trolley lines hours of service are adequate*.

Chart 41
Feedback on MTS Trolleys
By Gender

Q10. Feedback on MTS Trolleys - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)				
Gender	Male		Female	
	2011	2013	2011	2013
MTS trolley stations are clean	86%	90%	87%	92%
MTS trolleys I ride are clean	83%	91%	84%	89%
MTS trolleys are comfortable	90%	94%	91%	95%
MTS trolleys are easy to board	90%	96%	92%	93%
Bikes on the transit do not interfere with other riders	68%	76%	64%	75%
Onboard trolley security and fare inspectors are courteous	75%	79%	81%	81%
MTS trolleys I ride are always on time	81%	80%	82%	83%
MTS trolley lines hours of service are adequate	N/A	86%	N/A	91%

Transit information tool usage in 2013 was nearly identical in Males and Females, as it was in 2011. Aside from this general consistency, in 2013, Males were more likely to use *regional transit maps* while Females were more likely to use *Rider Alert onboard flyers*.

Chart 42
Use of Transit Information Tools
By Gender

Q11. <u>Use of transit information tools</u> - Please let me know if you use each of the following transit information tools.				
Gender	Male		Female	
	2011	2013	2011	2013
Physical Source				
Rider Alert onboard flyers	31%	23%	33%	30%
MTS Moves Me onboard newsletter	21%	18%	23%	22%
The Transit Store (First & Broadway)	23%	30%	24%	27%
Trolley station signs	57%	62%	58%	60%
Bus and trolley printed schedules	74%	66%	79%	62%
Bus stop information signs	75%	59%	72%	58%
Regional transit map	45%	41%	44%	32%
Online Source				
www.sdmts.com	28%	37%	33%	41%
MTS Trip Planner at www.sdmts.com	27%	34%	30%	29%
MTS Twitter	3%	3%	2%	2%
MTS Facebook	3%	3%	4%	4%
MTS Trolley Renewal email	4%	3%	2%	4%
Google Transit	28%	23%	31%	23%
www.511sd.com	12%	7%	11%	6%
Phone Source				
Mobile phone texting/GO! MTS app	10%	31%	8%	33%
Telephone information (619)233-3004	23%	23%	26%	20%
Info Express (619)685-4900	12%	12%	10%	9%
511	23%	14%	21%	13%
TTY/TDD info line (619)234-5995	5%	3%	5%	2%

In 2013, Males and Females found all of the transit information tools equally helpful. Similar results had been shown in 2011 with the exception of ratings given to *The Transit Store*.

Chart 43
Helpfulness of Transit Information Tools
By Gender

Q11. Helpfulness of Information Tools - Please let me how helpful they are. (%=Helpful)				
Gender	Male		Female	
	2011	2013	2011	2013
Physical Source				
Rider Alert onboard flyers	75%	75%	81%	85%
MTS Moves Me onboard newsletter	77%	79%	83%	86%
The Transit Store (First & Broadway)	77%	87%	92%	86%
Trolley station signs	88%	90%	92%	90%
Bus and trolley printed schedules	87%	91%	92%	93%
Bus stop information signs	84%	88%	88%	93%
Regional transit map	92%	94%	90%	90%
Online Source				
www.sdmts.com	78%	88%	80%	87%
MTS Trip Planner at www.sdmts.com	80%	90%	83%	90%
MTS Twitter	46%	70%	65%	63%
MTS Facebook	42%	60%	65%	67%
MTS Trolley Renewal email	44%	81%	69%	53%
Google Transit	89%	86%	89%	85%
www.511sd.com	75%	86%	76%	87%
Phone Source				
Mobile phone texting/GO! MTS app	73%	89%	78%	93%
Telephone information (619)233-3004	79%	91%	87%	88%
Info Express (619)685-4900	71%	95%	78%	86%
511	75%	83%	73%	80%
TTY/TDD info line (619)234-5995	80%	94%	63%	95%

Customer service attributes were rated the same by both genders in 2013, as they had been in 2011.

Chart 44
Satisfaction with Customer Service
By Gender

Q12. Please let me know how satisfied or dissatisfied you are with the following aspects of MTS customer service. (%=Very satisfied or satisfied; Don't use, N/A excluded)				
Gender	Male		Female	
	2011	2013	2011	2013
Ease to get route or schedule information	94%	98%	95%	97%
Knowledge of customer service representatives	91%	92%	92%	92%
Ease of getting answers to issues or concerns	89%	91%	88%	91%

Satisfaction with the improvements MTS implemented in 2013 was high for both gender subgroups, with over 90% of both Males and Females indicating they were very satisfied or satisfied. There were no differences in how Males and Females responded to the improvements.

Chart 45
MTS Improvements – Implemented
By Gender

Q13A. MTS has implemented a variety of projects to improve the bus and trolley system and the passenger experience and ease of use. Please let me know how satisfied you are with each of the initiatives below.*				
Gender	Male		Female	
	2011	2013	2011	2013
Use mobile phone to get real time arrival for next bus or trolley	62%	97%	63%	98%
Trolley Renewal Project to rebuild/improve Orange and Green Lines	80%	93%	83%	95%
Installation of security cameras on all bus and trolley vehicles	83%	97%	84%	98%
Increased number of low-floor trolleys	74%	96%	76%	97%
Increased number of low-floor buses	76%	97%	78%	98%
Transition for all monthly and day passes to Compass Card	85%	95%	86%	94%
New Green Line routing into downtown	N/A	95%	N/A	93%
New Orange Line routing to Santa Fe Depot	N/A	95%	N/A	94%
New Blue Line routing to America Plaza	N/A	93%	N/A	91%

*2011 – not yet implemented as of 2011 (%=Very important/important, no opinion excluded)

2013 – implemented as of 2013 (%=Very satisfied or satisfied, no opinion excluded)

Whereas in 2011 there were no differences between the genders, Females tended to rate future improvements planned by MTS to be more important than Males in 2013. Specifically, Females found the following planned improvements to be more important:

- *Future I-15 bus rapid transit routes*
- *Future Mid-City Bus Rapid Transit routes*
- *Order up to 500 CNG (Clean Natural Gas) buses to replace old diesel buses*

Chart 46
MTS Improvements – To Be Implemented In the Future
By Gender

Q13B. MTS will be completing or implementing a variety of projects in the future to improve the bus and trolley system and the passenger experience and ease of use. Please let me know on the initiatives below how important you think they will be. (%=Very important or important; No opinion excluded)				
Gender	Male		Female	
	2011	2013	2011	2013
Real time trolley arrival signs at all trolley stations	82%	92%	85%	92%
Trolley Renewal Project to rebuild/improve the Blue Line	80%	86%	83%	91%
Future I-15 bus rapid transit routes	72%	78%	70%	85%
Future Mid-City Bus Rapid Transit routes	70%	82%	71%	88%
Future Mid-Coast Trolley extension to University City/UCSD	71%	83%	73%	88%
Order up to 500 CNG (Clean Natural Gas) buses to replace old diesel buses	N/A	89%	N/A	95%
Ability to purchase a Day Pass using your mobile smart phone	N/A	75%	N/A	81%

As was the case in 2011, *save money* was the most important reason for taking public transit for both genders in 2013. Males and Females in 2013 also agreed that *no car to use* was a top three reason. However, Females in 2013 were more likely to cite *no driver's license* as one of their top three most important reasons while Males were more likely to cite *price of fuel*.

Compared to 2011, both Males and Females in 2013 were less likely cite *better for environment* as a top three most important reason for taking public transit and more likely to cite *no car to use*. Meanwhile, Females were more likely to indicate *no driver's license* and less likely to indicate *avoid traffic* as having great relative importance in 2013 than they were in 2011.

Figure 15
Reasons for Taking Public Transit
By Gender

(Q14. Which of the following are important in your decision to ride public transit?)

Top 3 Reasons For Taking Public Transit			
Male		Female	
2011*	2013**	2011*	2013**
Save Money (93%)	Save Money (74%)	Save Money (95%)	Save Money (71%)
Better for Environment (89%)	No Car to Use (62%)	Better for Environment (93%)	No Car to Use (70%)
Price of Fuel (86%)	Price of Fuel (42%)	Avoid Traffic (86%)	No Driver's License (35%)

*Note: Respondents were asked in 2011 to judge the importance of each tested reason using an importance scale; scores shown are the sum of *very important* and *somewhat important*.

**Note: Respondents were asked in 2013 to judge the importance of each tested reason by selecting their top three most important reasons.

By Income

Unlike in 2011 where overall satisfaction attributes were rated more favorably by riders making \$25K+ annually, riders' income had no bearing on their ratings in 2013.

Chart 47
Overall Satisfaction with MTS
By Income

Q15. Please indicate your level of satisfaction with the following services. (%=Very satisfied or satisfied)								
Income	<\$15K		\$15K-\$24K		\$25K-\$49K		\$50K+	
	2011	2013	2011	2013	2011	2013	2011	2013
MTS overall transit service	90%	97%	93%	99%	98%	98%	94%	99%
Transit service in my area meets my needs	86%	93%	92%	90%	95%	94%	96%	95%

Rider income had a greater effect on ratings of MTS overall service in 2013 than it had in 2011. In particular:

- Riders making \$25K+ a year were more likely to strongly agree or agree with *the cost of a pass or ticket is fair*.
- Riders making \$50K+ a year were less likely to agree with *MTS routes go where I need to go*.

Chart 48
Feedback on MTS Overall
By Income

Q10. <u>Feedback on MTS Overall</u> - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)								
Income	<\$15K		\$15K-\$24K		\$25K-\$49K		\$50K+	
	2011	2013	2011	2013	2011	2013	2011	2013
MTS routes go where I need to go	94%	95%	96%	98%	97%	98%	98%	85%
MTS routes offer good frequency of service	80%	90%	87%	89%	89%	85%	86%	96%
Transit centers are clean	81%	86%	86%	91%	84%	91%	93%	98%
The cost of a pass or ticket is fair	78%	78%	80%	78%	85%	90%	86%	97%
The Compass Card is easy to use and reload	91%	98%	93%	95%	97%	96%	97%	94%
I am comfortable with other riders	82%	87%	86%	88%	84%	86%	93%	85%
There is enough room on MTS vehicles for riders in wheelchairs	74%	68%	81%	77%	80%	86%	78%	81%

Where in 2011 riders making \$25K-\$49K were slightly more satisfied with MTS bus service, 2013 responses indicated that riders making \$50K+ were typically more satisfied. In particular, riders making \$50K+:

- Were more likely strongly agree or agree with *MTS bus operators are courteous*
- Were more likely to report they strongly agreed or agreed with *MTS buses are comfortable* than those making less than \$25K

Chart 49
Feedback on MTS Buses
By Income

Q10. <u>Feedback on MTS Buses</u> - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)								
Income	<\$15K		\$15K-\$24K		\$25K-\$49K		\$50K+	
	2011	2013	2011	2013	2011	2013	2011	2013
MTS bus stops are clean	81%	79%	80%	84%	89%	87%	83%	93%
MTS buses I ride are clean	87%	89%	93%	83%	95%	88%	95%	97%
MTS buses are comfortable	83%	89%	89%	88%	88%	92%	92%	97%
MTS buses are easy to board	95%	95%	99%	92%	96%	94%	97%	99%
MTS bus operators are courteous	82%	83%	87%	81%	86%	77%	92%	99%
MTS buses I ride are always on time	59%	65%	69%	61%	73%	61%	75%	80%
The hours of service of MTS bus routes are adequate	67%	77%	71%	80%	78%	76%	82%	88%

In 2013, those making \$15K-\$24K were generally more satisfied with the trolley service than other income subgroups.

Also noteworthy, riders making less than \$15K were less likely to agree with the statement *MTS trolleys are easy to board* than all other riders.

Chart 50
Feedback on MTS Trolleys
By Income

Q10. Feedback on MTS Trolleys - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)								
Income	<\$15K		\$15K-\$24K		\$25K-\$49K		\$50K+	
	2011	2013	2011	2013	2011	2013	2011	2013
MTS trolley stations are clean	85%	87%	91%	90%	87%	92%	91%	94%
MTS trolleys I ride are clean	80%	89%	84%	90%	88%	93%	88%	92%
MTS trolleys are comfortable	90%	90%	92%	98%	92%	96%	97%	92%
MTS trolleys are easy to board	90%	90%	91%	98%	88%	98%	97%	99%
Bikes on the transit do not interfere with other riders	76%	75%	55%	89%	70%	64%	77%	72%
Onboard trolley security and fare inspectors are courteous	73%	74%	79%	81%	75%	80%	87%	84%
MTS trolleys I ride are always on time	79%	76%	86%	89%	86%	82%	89%	77%
MTS trolley lines hours of service are adequate	N/A	84%	N/A	94%	N/A	91%	N/A	83%

In 2013, the types of transit information tools riders chose to use were more dependent on their annual income than it had been in 2011. Evidence of this was found in the following:

- Riders in 2013 making \$50K+ were significantly less likely to turn to *bus and trolley printed schedules* and *trolley station signs* than riders making <\$50K, and more likely to use the *www.sdmts.com website* instead.
- Riders making \$15K-\$24K were more likely to use *trolley station signs* than all other income subgroups.
- Riders making annual incomes of \$15K-\$49K gravitated significantly more toward *mobile phone texting/GO! MTS app, MTS Trip Planner, and telephone information* than those making <\$15K.
- Riders making <\$15K were significantly more likely to use the *regional transit map* than those making \$25K+.
- Riders making \$25K-\$49K were significantly more likely to use *MTS Moves Me onboard newsletter* than those making <\$25K.

Chart 51
Use of Transit Information Tools
By Income

Q11. <u>Use of transit information tools</u> - Please let me know if you use each of the following transit information tools.								
Income	<\$15K		\$15K-\$24K		\$25K-\$49K		\$50K+	
	2011	2013	2011	2013	2011	2013	2011	2013
Physical Source								
Rider Alert onboard flyers	29%	24%	41%	28%	23%	34%	49%	34%
MTS Moves Me onboard newsletter	22%	17%	28%	19%	18%	31%	28%	30%
The Transit Store (First & Broadway)	28%	31%	26%	30%	22%	35%	21%	33%
Trolley station signs	57%	64%	65%	77%	58%	61%	50%	37%
Bus and trolley printed schedules	75%	68%	83%	71%	73%	68%	74%	45%
Bus stop information signs	71%	61%	80%	63%	75%	64%	66%	47%
Regional transit map	45%	46%	51%	36%	42%	35%	49%	27%

Chart 51 (Continued)
Use of Transit Information Tools
By Income

Q11. <u>Use of transit information tools</u> - Please let me know if you use each of the following transit information tools.								
Income	<\$15K		\$15K-\$24K		\$25K-\$49K		\$50K+	
	2011	2013	2011	2013	2011	2013	2011	2013
Online Source								
www.sdmts.com	31%	27%	34%	35%	29%	38%	33%	71%
MTS Trip Planner at www.sdmts.com	29%	22%	32%	38%	33%	37%	29%	36%
MTS Twitter	2%	3%	1%	6%	1%	2%	6%	3%
MTS Facebook	4%	5%	6%	6%	3%	4%	2%	1%
MTS Trolley Renewal email	4%	6%	2%	1%	2%	4%	2%	1%
Google Transit	22%	21%	30%	31%	34%	22%	44%	17%
www.511sd.com	14%	6%	8%	8%	12%	9%	16%	9%
Phone Source								
Mobile phone texting/GO! MTS app	11%	22%	12%	40%	3%	33%	9%	19%
Telephone information (619)233-3004	30%	24%	31%	27%	30%	27%	25%	12%
Info Express (619)685-4900	14%	13%	14%	14%	12%	14%	8%	5%
511	24%	11%	32%	15%	19%	22%	20%	11%
TTY/TDD info line (619)234-5995	4%	4%	5%	5%	7%	3%	3%	1%

As in 2011, ratings of helpfulness varied slightly across income subgroups in 2013. In particular riders making <\$15K rated a number of tools as less helpful than other income subgroups. Transit information tools rated as significantly less helpful by riders making <\$15K included:

- *511* and *MTS Trolley Renewal emails*: Rated as less helpful than riders making \$15K+
- *Google Transit*: Rated as less helpful than riders making \$15K-\$24K and riders making \$50K+

Also worth noting, *Google Transit* was rated as significantly less helpful by riders making \$25-\$49K annually than riders making \$15K-\$24K and \$50K+.

Chart 52
Helpfulness of Transit Information Tools
By Income

Q11. Helpfulness of Information Tools - Please let me how helpful they are. (%=Helpful)								
Income	<\$15K		\$15K-\$24K		\$25K-\$49K		\$50K+	
	2011	2013	2011	2013	2011	2013	2011	2013
Physical Source								
Rider Alert onboard flyers	78%	78%	83%	74%	75%	77%	75%	93%
MTS Moves Me onboard newsletter	74%	82%	86%	72%	69%	81%	69%	88%
The Transit Store (First & Broadway)	84%	89%	84%	75%	83%	80%	83%	94%
Trolley station signs	92%	90%	95%	88%	91%	93%	91%	88%
Bus and trolley printed schedules	92%	90%	89%	92%	91%	90%	91%	95%
Bus stop information signs	89%	93%	87%	88%	89%	90%	89%	96%
Regional transit map	90%	89%	100%	93%	92%	93%	92%	98%

Chart 52 (Continued)
Helpfulness of Transit Information Tools
By Income

Q11. Helpfulness of Information Tools - Please let me how helpful they are. (%=Helpful)								
Income	<\$15K		\$15K-\$24K		\$25K-\$49K		\$50K+	
	2011	2013	2011	2013	2011	2013	2011	2013
Online Source								
www.sdmts.com	71%	88%	83%	88%	84%	86%	84%	89%
MTS Trip Planner at www.sdmts.com	75%	87%	88%	89%	87%	88%	87%	95%
MTS Twitter	49%	42%	47%	92%	50%	42%	50%	46%
MTS Facebook	56%	50%	45%	77%	64%	60%	64%	100%
MTS Trolley Renewal email	47%	49%	70%	90%	58%	82%	58%	100%
Google Transit	74%	76%	93%	93%	96%	76%	97%	100%
www.511sd.com	67%	75%	90%	92%	92%	100%	92%	81%
Phone Source								
Mobile phone texting/GO! MTS app	58%	91%	90%	87%	68%	90%	68%	91%
Telephone information (619)233-3004	85%	89%	84%	91%	89%	87%	89%	100%
Info Express (619)685-4900	73%	90%	90%	90%	87%	98%	87%	100%
511	67%	76%	89%	91%	76%	82%	76%	74%
TTY/TDD info line (619)234-5995	34%	96%	100%	86%	86%	99%	86%	100%

As in 2011, responses to customer service showed little variation between the income subgroups. An exception to this:

- *Knowledge of customer service representatives* was rated significantly lower by those making \$25K-\$49K annually than both those making <\$15K and those making \$50K+ in 2013.

Chart 53
Satisfaction with Customer Service
By Income

Q12. Please let me know how satisfied or dissatisfied you are with the following aspects of MTS customer service. (%=Very satisfied or satisfied; Don't use, N/A excluded)								
Income	<\$15K		\$15K-\$24K		\$25K-\$49K		\$50K+	
	2011	2013	2011	2013	2011	2013	2011	2013
Ease to get route or schedule information	92%	97%	93%	97%	99%	95%	94%	97%
Knowledge of customer service representatives	90%	95%	91%	90%	90%	82%	92%	92%
Ease of getting answers to issues or concerns	88%	91%	89%	92%	93%	86%	88%	86%

Satisfaction with the improvements made by MTS in 2013 was similar among all subgroups of riders making \$15K+ annually. Riders making <\$15K were less satisfied than at least one other income subgroup with all improvements except *new Blue Line routing to American Plaza* and *use mobile phone to get real time arrival for next bus or trolley*.

Chart 54
MTS Improvements – Implemented
By Income

Q13A. MTS has implemented a variety of projects to improve the bus and trolley system and the passenger experience and ease of use. Please let me know how satisfied you are with each of the initiatives below.*								
Income	<\$15K		\$15K-\$24K		\$25K-\$49K		\$50K+	
	2011	2013	2011	2013	2011	2013	2011	2013
Use mobile phone to get real time arrival for next bus or trolley	61%	97%	57%	98%	72%	99%	65%	91%
Trolley Renewal Project to rebuild/improve Orange and Green Lines	80%	93%	86%	96%	82%	91%	83%	99%
Installation of security cameras on all bus and trolley vehicles	86%	96%	86%	97%	88%	99%	85%	97%
Increased number of low-floor trolleys	74%	94%	81%	99%	85%	98%	72%	95%
Increased number of low-floor buses	77%	94%	84%	100%	87%	98%	67%	100%
Transition for all monthly and day passes to Compass Card	81%	93%	89%	93%	88%	95%	95%	99%
New Green Line routing into downtown	N/A	90%	N/A	96%	N/A	96%	N/A	96%
New Orange Line routing to Santa Fe Depot	N/A	91%	N/A	93%	N/A	98%	N/A	97%
New Blue Line routing to America Plaza	N/A	89%	N/A	95%	N/A	93%	N/A	95%

* 2011 – not yet implemented as of 2011 (%=Very important/important, no opinion excluded)
2013 – implemented as of 2013 (%=Very satisfied or satisfied, no opinion excluded)

As in 2011, there was some variation in how important planned future improvements were to the different income subgroups. In particular:

- Creating *future I-15 bus rapid transit routes* was significantly less important to riders making \$15K-\$49K than all other riders.
- Those making \$25K-\$49K rated creating *future Mid-Coast Trolley extension to University City/UCSD* as significantly less important than both riders making <\$15K and \$50K+ annually.

Chart 55
MTS Improvements – To Be Implemented In The Future
By Income

Q13B. MTS will be completing or implementing a variety of projects in the future to improve the bus and trolley system and the passenger experience and ease of use. Please let me know on the initiatives below how important you think they will be. (%=Very important or important; No opinion excluded)								
Income	<\$15K		\$15K-\$24K		\$25K-\$49K		\$50K+	
	2011	2013	2011	2013	2011	2013	2011	2013
Real time trolley arrival signs at all trolley stations	83%	93%	84%	92%	85%	87%	85%	93%
Trolley Renewal Project to rebuild/improve the Blue Line	80%	91%	86%	87%	82%	86%	83%	94%
Future I-15 bus rapid transit routes	72%	88%	68%	78%	76%	72%	86%	96%
Future Mid-City Bus Rapid Transit routes	69%	86%	73%	82%	77%	84%	86%	93%
Future Mid-Coast Trolley extension to University City/UCSD	73%	89%	72%	84%	72%	79%	83%	95%
Order up to 500 CNG (Clean Natural Gas) buses to replace old diesel buses	N/A	91%	N/A	91%	N/A	90%	N/A	94%
Ability to purchase a Day Pass using your mobile smart phone	N/A	79%	N/A	78%	N/A	73%	N/A	85%

As was the case in 2011, the top three most important reasons for taking public transit varied across income subgroups in 2013. Though *save money* was consistently rated as a top three reason across all income subgroups, likelihood to cite other reasons was less consistent. *No car to use* was cited as a top three important reason by all groups making <\$50K a year while those making \$15K-\$49K were more likely to cite *price of fuel*. Those making <\$15K were more likely to place more importance on *no driver's license* while those making \$50K+ were more likely to cite *avoid traffic* as a top three reason for taking public transit.

Figure 16
Reasons for Taking Public Transit
By Income

(Q14. Which of the following are important in your decision to ride public transit?)

Top 3 Reasons For Taking Public Transit							
<\$15K		\$15K-\$24K		\$25K-\$49K		\$50K+	
2011*	2013**	2011*	2013**	2011*	2013**	2011*	2013**
Save Money (96%)	No Car to Use (73%)	Save Money (95%)	Save Money (67%)	Better for Environment (96%)	Save Money (70%)	Better for Environment (90%)	Save Money (85%)
Better for Environment (88%)	Save Money (69%)	Better for Environment (94%)	No Car to Use (64%)	Save Money (93%)	No Car to Use (67%)	Save Money (88%)	Price of Fuel (47%)
Price of Fuel (86%)	No Driver's License (41%)	Avoid Traffic (88%)	Price of Fuel (46%)	Price of Fuel (92%)	Price of Fuel (46%)	Avoid Traffic (91%)	Avoid Traffic (42%)

*Note: Respondents were asked in 2011 to judge the importance of each tested reason using an importance scale; scores shown are the sum of *very important* and *somewhat important*.

**Note: Respondents were asked in 2013 to judge the importance of each tested reason by selecting their top three most important reasons.

By Age

As in 2011, the only variation in ratings of overall satisfaction attributes was demonstrated by 13-18 year olds in 2013. Specifically, this age group rated *transit service in my area meets my needs* more favorably than 35-49 year olds.

Chart 56
Overall Satisfaction with MTS
By Age

Q15. Please indicate your level of satisfaction with the following services. (%=Very satisfied or satisfied)												
Age	13-18		19-24		25-34		35-49		50-59		60+	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
MTS overall transit service	97%	99%	93%	99%	93%	98%	93%	97%	87%	99%	95%	98%
Transit service in my area meets my needs	93%	98%	92%	95%	92%	94%	91%	90%	86%	96%	91%	92%

On par with 2011 findings, ratings of MTS overall service varied considerably across the tested age groups. Variations of interest included:

- Riders 35-49 years old were significantly less likely to strongly agree or agree with *MTS routes go where I need to go* than all other ages except those 60+ years old.
- Riders aged 60+ years old were more likely to agree with *the cost of a pass or ticket is fair* and less likely to agree with *MTS routes offer good frequency of service* than those under 35 years old.

Chart 57
Feedback on MTS Overall
By Age

Q10. Feedback on MTS Overall - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)												
Age	13-18		19-24		25-34		35-49		50-59		60+	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
MTS routes go where I need to go	99%	98%	95%	98%	98%	97%	96%	89%	91%	98%	95%	93%
MTS routes offer good frequency of service	89%	95%	87%	94%	86%	93%	83%	88%	81%	87%	88%	82%
Transit centers are clean	79%	93%	84%	88%	87%	91%	87%	92%	79%	93%	89%	91%
The cost of a pass or ticket is fair	70%	82%	81%	81%	71%	79%	81%	85%	85%	92%	91%	92%
The Compass card is easy to use and reload	97%	99%	94%	96%	93%	99%	93%	97%	92%	96%	96%	98%
I am comfortable with other riders	78%	86%	87%	91%	85%	89%	86%	83%	85%	93%	93%	95%
There is enough room on MTS vehicles for riders in wheelchairs	72%	77%	86%	84%	73%	83%	82%	72%	80%	79%	73%	72%

As indicated in 2011, older riders tended to rate MTS bus service more favorably than younger riders. In particular:

- Riders 60+ years old were more likely to strongly agree or agree with *MTS buses I ride are clean* than all riders under 50 years old and were more likely to agree with *MTS bus operators are courteous* than riders 13-18 years old and 25-34 years old.
- Riders 50-59 years old were significantly more likely to agree with these statements than riders 25-34 years old.

Chart 58
Feedback on MTS Buses
By Age

Q10. <u>Feedback on MTS Buses</u> - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)												
Age	13-18		19-24		25-34		35-49		50-59		60+	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
MTS bus stops are clean	80%	81%	88%	83%	81%	87%	84%	87%	80%	88%	90%	91%
MTS buses I ride are clean	89%	87%	96%	91%	87%	85%	89%	89%	93%	96%	93%	99%
MTS buses are comfortable	77%	88%	86%	91%	83%	89%	88%	95%	92%	95%	94%	92%
MTS buses are easy to board	92%	98%	96%	94%	96%	96%	98%	95%	96%	96%	94%	98%
MTS bus operators are courteous	78%	83%	88%	87%	81%	80%	83%	87%	87%	92%	92%	94%
MTS buses I ride are always on time	46%	69%	70%	65%	62%	62%	67%	71%	69%	71%	77%	68%
The hours of service of MTS bus routes are adequate	69%	83%	73%	81%	69%	81%	73%	79%	74%	81%	77%	82%

As in 2011, satisfaction with MTS trolley service varied across age groups in 2013. Riders 13-18 years old were generally the least likely to agree with the tested trolley service attributes. In particular, this age group was less likely to strongly agree or agree with *MTS trolleys are comfortable* than riders 25+ years old and less likely to strongly agree with *onboard trolley security and fare inspectors are courteous* than all other riders.

Also worth noting, 25-34 year olds were significantly more likely to agree with the statement *bikes on the trolleys do not interfere with other riders* than riders over 35+ years old.

Chart 59
Feedback on MTS Trolleys
By Age

Q10. Feedback on MTS Trolleys - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)												
Age	13-18		19-24		25-34		35-49		50-59		60+	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
MTS trolley stations are clean	81%	86%	88%	86%	80%	92%	89%	93%	93%	92%	90%	95%
MTS trolleys I ride are clean	81%	88%	82%	82%	80%	92%	82%	93%	94%	93%	90%	96%
MTS trolleys are comfortable	89%	85%	93%	93%	84%	96%	91%	96%	92%	97%	94%	97%
MTS trolleys are easy to board	90%	92%	95%	96%	91%	96%	88%	97%	88%	94%	88%	91%
Bikes on the transit do not interfere with other riders	70%	77%	69%	80%	66%	84%	66%	75%	71%	65%	57%	68%
Onboard trolley security and fare inspectors are courteous	72%	66%	82%	83%	64%	83%	81%	83%	85%	81%	88%	82%
MTS trolleys I ride are always on time	82%	70%	81%	81%	77%	89%	88%	80%	78%	84%	91%	78%
MTS trolley lines hours of service are adequate	N/A	81%	N/A	89%	N/A	94%	N/A	85%	N/A	87%	N/A	95%

Transit information tool usage varied across age groups similarly in 2011 and 2013. In both years, older riders (50+ years old) were more likely to use physical sources. Specifically, in 2013, older riders were particularly more likely to use the following:

- *The Transit Store (First and Broadway)*
- *Rider Alert onboard flyers*

In 2011 and 2013, older riders were less likely to use online and mobile sources. Specifically, in 2013 older riders were especially less likely to use:

- *www.sdmts.com website*
- *Mobile phone texting/GO! MTS app*
- *MTS Trip Planner*
- *Google Transit*

Chart 60
Use of Transit Information Tools
By Age

Q11. <u>Use of transit information tools</u> - Please let me know if you use each of the following transit information tools.												
Age	13-18		19-24		25-34		35-49		50-59		60+	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Physical Source												
Rider Alert onboard flyers	22%	17%	32%	19%	29%	20%	28%	31%	40%	29%	35%	41%
MTS Moves Me onboard newsletter	17%	10%	21%	15%	16%	12%	19%	27%	30%	21%	25%	35%
The Transit Store (First & Broadway)	11%	20%	19%	18%	25%	21%	26%	40%	31%	37%	26%	37%
Trolley station signs	52%	52%	60%	66%	58%	65%	55%	64%	63%	53%	48%	59%
Bus and trolley printed schedules	70%	58%	78%	62%	75%	62%	76%	70%	80%	69%	77%	60%
Bus stop information signs	71%	61%	78%	55%	72%	56%	69%	58%	79%	61%	71%	57%
Regional transit map	46%	38%	49%	35%	39%	31%	40%	41%	44%	39%	40%	36%

Chart 60 (Continued)
Use of Transit Information Tools
By Age

Q11. <u>Use of transit information tools</u> - Please let me know if you use each of the following transit information tools.												
Age	13-18		19-24		25-34		35-49		50-59		60+	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Online Source												
www.sdmts.com	32%	36%	38%	47%	39%	46%	23%	39%	29%	29%	20%	27%
MTS Trip Planner at www.sdmts.com	28%	32%	28%	36%	33%	43%	24%	29%	27%	22%	24%	16%
MTS Twitter	2%	2%	1%	2%	3%	5%	3%	1%	4%	6%	0%	1%
MTS Facebook	3%	5%	6%	3%	2%	5%	5%	2%	4%	3%	0%	3%
MTS Trolley Renewal email	3%	7%	1%	3%	2%	1%	5%	4%	4%	3%	1%	4%
Google Transit	30%	25%	39%	31%	32%	26%	28%	23%	19%	12%	10%	13%
www.511sd.com	11%	7%	14%	5%	15%	6%	11%	5%	8%	9%	6%	8%
Phone Source												
Mobile phone texting/GO! MTS app	14%	40%	12%	45%	9%	40%	8%	29%	7%	15%	3%	6%
Telephone information (619)233-3004	17%	18%	21%	16%	23%	16%	33%	30%	23%	28%	18%	19%
Info Express (619)685-4900	10%	11%	6%	6%	9%	8%	18%	17%	15%	11%	7%	6%
511	17%	14%	21%	8%	18%	11%	25%	18%	31%	15%	18%	12%
TTY/TDD info line (619)234-5995	2%	2%	3%	2%	6%	3%	10%	2%	4%	2%	0%	5%

As in 2011, 19-24 year olds generally found a wider variety of information tools helpful in 2013. Also similar to 2011, riders 60+ years old rated *telephone information* as more helpful and found the *www.sdmts.com website* to be significantly less helpful than most other age subgroups.

Chart 61
Helpfulness of Transit Information Tools
By Age

Q11. Helpfulness of Information Tools - Please let me how helpful they are. (%=Helpful)												
Age	13-18		19-24		25-34		35-49		50-59		60+	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Physical Source												
Rider Alert onboard flyers	65%	74%	86%	80%	61%	82%	81%	89%	74%	78%	83%	69%
MTS Moves Me onboard newsletter	78%	59%	83%	84%	71%	89%	74%	86%	82%	85%	74%	74%
The Transit Store (First & Broadway)	87%	88%	85%	89%	87%	83%	83%	86%	87%	95%	72%	75%
Trolley station signs	87%	93%	94%	92%	83%	91%	93%	90%	90%	92%	91%	89%
Bus and trolley printed schedules	84%	87%	91%	94%	87%	93%	91%	92%	91%	94%	84%	86%
Bus stop information signs	83%	88%	88%	92%	83%	91%	89%	92%	91%	95%	84%	87%
Regional transit map	85%	81%	96%	95%	85%	94%	92%	94%	91%	92%	97%	90%

Chart 61 (Continued)
Helpfulness of Transit Information Tools
By Age

Q11. Helpfulness of Information Tools - Please let me how helpful they are. (%=Helpful)												
Age	13-18		19-24		25-34		35-49		50-59		60+	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Online Source												
www.sdmts.com	86%	90%	90%	91%	70%	92%	74%	90%	68%	83%	78%	64%
MTS Trip Planner at www.sdmts.com	87%	97%	95%	95%	77%	91%	77%	90%	79%	82%	76%	72%
MTS Twitter	100%	23%	61%	77%	64%	77%	40%	80%	0%	62%	56%	0%
MTS Facebook	96%	41%	75%	92%	23%	78%	40%	37%	6%	75%	56%	33%
MTS Trolley Renewal email	100%	44%	53%	79%	49%	79%	43%	59%	0%	67%	63%	75%
Google Transit	81%	73%	96%	93%	88%	87%	91%	89%	72%	72%	77%	92%
www.511sd.com	62%	100%	91%	98%	71%	81%	77%	88%	35%	79%	100%	73%
Phone Source												
Mobile phone texting/GO! MTS app	82%	95%	86%	95%	82%	87%	69%	91%	43%	86%	47%	64%
Telephone information (619)233-3004	70%	88%	89%	85%	83%	86%	86%	88%	92%	96%	62%	100%
Info Express (619)685-4900	65%	98%	88%	85%	83%	79%	75%	91%	74%	98%	61%	100%
511	69%	81%	85%	70%	82%	76%	74%	86%	59%	92%	84%	67%
TTY/TDD info line (619)234-5995	37%	100%	86%	100%	77%	100%	81%	62%	53%	100%	100%	100%

For the most part, ratings of customer service attributes did not vary across age subgroups noticeably in 2011 and 2013. An exception to this was found in the ratings given by 35-49 year olds to the following attributes:

- *Ease to get route or schedule information*: Rated lower by 35-49 year olds than by 13-18 year olds
- *Knowledge of customer service representatives*: Rated lower by 35-49 year olds than riders of all other tested age groups

Chart 62
Satisfaction with Customer Service
By Age

Q12. Please let me know how satisfied or dissatisfied you are with the following aspects of MTS customer service. (%=Very satisfied or satisfied; Don't use, N/A excluded)												
Age	13-18		19-24		25-34		35-49		50-59		60+	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Ease to get route or schedule information	92%	100%	99%	99%	96%	98%	95%	96%	89%	97%	93%	97%
Knowledge of customer service representatives	93%	96%	97%	95%	92%	93%	89%	84%	85%	93%	93%	97%
Ease of getting answers to issues or concerns	90%	96%	91%	94%	90%	93%	89%	88%	81%	90%	91%	88%

In 2013, there was only a slight difference in rider satisfaction with the improvements implemented by MTS across age groups:

- Riders aged 13-18 years old were significantly less satisfied with the *increased number of low-floor buses and trolleys* than riders 19-49 years old.

Chart 63
MTS Improvements – Implemented
By Age

Q13A. MTS has implemented a variety of projects to improve the bus and trolley system and the passenger experience and ease of use. Please let me know how satisfied you are with each of the initiatives below.*												
Age	13-18		19-24		25-34		35-49		50-59		60+	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Use mobile phone to get real time arrival for next bus or trolley	66%	99%	68%	98%	67%	100%	63%	97%	54%	98%	56%	88%
Trolley Renewal Project to rebuild/improve Orange and Green Lines	75%	93%	81%	96%	87%	97%	83%	92%	82%	95%	88%	89%
Installation of security cameras on all bus and trolley vehicles	64%	98%	84%	98%	87%	98%	88%	98%	90%	97%	94%	93%
Increased number of low-floor trolleys	63%	90%	68%	98%	80%	99%	80%	98%	81%	96%	85%	95%
Increased number of low-floor buses	68%	92%	67%	99%	80%	99%	81%	98%	84%	98%	86%	97%
Transition for all monthly and day passes to Compass Card	85%	93%	81%	94%	87%	92%	88%	96%	82%	95%	94%	96%
New Green Line routing into downtown	N/A	92%	N/A	91%	N/A	97%	N/A	95%	N/A	96%	N/A	95%
New Orange Line routing to Santa Fe Depot	N/A	95%	N/A	91%	N/A	97%	N/A	94%	N/A	96%	N/A	95%
New Blue Line routing to America Plaza	N/A	90%	N/A	89%	N/A	92%	N/A	93%	N/A	94%	N/A	94%

* 2011 – not yet implemented as of 2011 (%=Very important/important, no opinion excluded)
2013 – implemented as of 2013 (%=Very satisfied or satisfied, no opinion excluded)

In 2013, similar to 2011, there were some differences in the importance placed on several of the planned improvements. Notably:

- Riders 13-34 years old rated *ability to purchase a Day Pass using your mobile smart phone* as significantly more important than riders 50+ years old.
- Riders 19-34 years old rated *real time trolley arrival signs at all trolley stations* as significantly more important than riders 60+ years old.
- Riders 19-59 years old rated the importance of *ordering up to 500 CNG (Clean Natural Gas) buses to replace old diesel buses* significantly higher than riders 13-18 years old.

Chart 64
MTS Improvements – To Be Implemented In the Future
By Age

Q13B. MTS will be completing or implementing a variety of projects in the future to improve the bus and trolley system and the passenger experience and ease of use. Please let me know on the initiatives below how important you think they will be. (%=Very important or important; No opinion excluded)												
Age	13-18		19-24		25-34		35-49		50-59		60+	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Real time trolley arrival signs at all trolley stations	80%	93%	86%	96%	82%	96%	82%	91%	87%	92%	88%	82%
Trolley Renewal Project to rebuild/improve the Blue Line	75%	92%	81%	91%	87%	90%	83%	87%	82%	89%	88%	80%
Future I-15 bus rapid transit routes	56%	86%	76%	84%	73%	81%	75%	83%	73%	85%	72%	73%
Future Mid-City Bus Rapid Transit routes	57%	81%	74%	86%	73%	86%	72%	86%	76%	90%	72%	82%
Future Mid-Coast Trolley extension to University City/UCSD	69%	86%	75%	88%	73%	84%	75%	86%	69%	91%	72%	78%
Order up to 500 CNG (Clean Natural Gas) buses to replace old diesel buses	N/A	87%	N/A	95%	N/A	93%	N/A	91%	N/A	95%	N/A	86%
Ability to purchase a Day Pass using your mobile smart phone	N/A	85%	N/A	83%	N/A	84%	N/A	75%	N/A	61%	N/A	73%

In 2013, riders 19-59 years old generally rated *save money* as their top reason for riding public transit, *no car to use* as their second most important reason, and *price of fuel* as their third most important reason. Meanwhile, riders 13-18 years old and 60+ years old both cited *no car to use* as their top reason, *save money* as their second most important reason and *no driver's license* as their third most important reason.

Compared to 2011, riders in 2013 showed the following differences in reasons for riding public transit:

- Across all age groups, riders were less likely to give *better for the environment* as a reason for riding public transit in 2013.
- Riders aged 13-18 and 60+ years old were more likely to indicate *no driver's license* and less likely to cite *price of fuel* as one of their top three most important reasons in 2013.
- Riders 50-59 years old were more likely to cite *price of fuel* rather than *avoid traffic* as a top three reason for riding public transit in 2013.

Figure 17
Reasons for Taking Public Transit
By Age

(Q14. Which of the following are important in your decision to ride public transit?)

Top 3 Reasons For Taking Public Transit											
13-18		19-24		25-34		35-49		50-59		60+	
2011*	2013**	2011*	2013**	2011*	2013**	2011*	2013**	2011*	2013**	2011*	2013**
Better for Environment (88%)	No Car to Use (81%)	Save Money (97%)	Save Money (71%)	Save Money (90%)	Save Money (77%)	Save Money (99%)	Save Money (79%)	Save Money (94%)	Save Money (68%)	Better for Environment (92%)	No Car to Use (66%)
Save Money (87%)	Save Money (68%)	Better for Environment (91%)	No Car to Use (68%)	Better for Environment (86%)	No Car to Use (65%)	Better for Environment (95%)	No Car to Use (58%)	Better for Environment (93%)	No Car to Use (59%)	Save Money (89%)	Save Money (64%)
Price of Fuel (81%)	No Driver's License (48%)	Price of Fuel (84%)	Price of Fuel (40%)	Price of Fuel (82%)	Price of Fuel (46%)	Price of Fuel (92%)	Price of Fuel (36%)	Avoid Traffic (89%)	Price of Fuel (46%)	Price of Fuel (86%)	No Driver's License (41%)

*Note: Respondents were asked in 2011 to judge the importance of each tested reason using an importance scale; scores shown are the sum of *very important* and *somewhat important*.

**Note: Respondents were asked in 2013 to judge the importance of each tested reason by selecting their top three most important reasons.

By Ethnicity

In 2011 and 2013 there was little difference in overall satisfaction between ethnic groups. One exception:

- Hispanics were significantly more likely than Caucasians to be very satisfied or satisfied with how well *transit service in my area meets my needs*.

Chart 65
Overall Satisfaction with MTS
By Ethnicity

Q15. Please indicate your level of satisfaction with the following services. (%=Very satisfied or satisfied)										
Ethnicity	Hispanic		Asian		Caucasian		African American		Other	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
MTS overall transit service	94%	99%	98%	99%	92%	97%	88%	98%	94%	97%
Transit service in my area meets my needs	91%	96%	99%	95%	89%	91%	92%	95%	87%	95%

There was slightly less variation in attitudes toward MTS overall service across ethnic groups in 2013 than in 2011. Significant variations between ethnic groups that were demonstrated in 2013 included:

- Significantly lower agreement with the statement *MTS routes go where I need to go* from the Asian demographic than all other ethnic groups tested
- Significantly lower agreement with the statement *I am comfortable with other riders* from the Asian demographic than Hispanics, Caucasians and Other ethnicities
- Significantly stronger agreement by Caucasians with the statement *there is enough room on MTS vehicles for riders in wheelchairs* than Hispanics

Chart 66
Feedback on MTS Overall
By Ethnicity

Q10. Feedback on MTS Overall - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)										
Ethnicity	Hispanic		Asian		Caucasian		African American		Other	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
MTS routes go where I need to go	95%	97%	100%	80%	95%	96%	96%	97%	97%	97%
MTS routes offer good frequency of service	86%	92%	90%	95%	84%	87%	86%	89%	77%	87%
Transit centers are clean	86%	89%	84%	95%	89%	93%	76%	92%	77%	83%
The cost of a pass or ticket is fair	78%	84%	90%	81%	85%	89%	66%	82%	74%	73%
The Compass card is easy to use and reload	91%	99%	98%	97%	97%	96%	92%	94%	92%	97%
I am comfortable with other riders	85%	89%	84%	76%	90%	89%	79%	88%	86%	91%
There is enough room on MTS vehicles for riders in wheelchairs	81%	77%	69%	73%	83%	84%	71%	79%	67%	70%

Whereas Caucasians and Hispanics showed stronger satisfaction with MTS bus services in 2011, there were differences in 2013 where Hispanics, Asians, Caucasians, and African Americans all gave very similar responses to MTS bus service attributes. Two exceptions include responses to the following two statements:

- *MTS buses I ride are clean*: Rated significantly higher by Caucasians than Hispanics
- *MTS buses I ride are always on time*: Rated significantly higher by Hispanics than African Americans

Hispanics, Asians, Caucasians, and African Americans generally gave higher ratings to bus service attributes than Other ethnicities, particularly for the following:

- *MTS buses are comfortable*
- *MTS buses are easy to board*

Chart 67
Feedback on MTS Buses
By Ethnicity

Q10. <u>Feedback on MTS Buses</u> - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)										
Ethnicity	Hispanic		Asian		Caucasian		African American		Other	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
MTS bus stops are clean	87%	86%	84%	84%	86%	90%	76%	81%	76%	71%
MTS buses I ride are clean	90%	87%	97%	91%	94%	95%	87%	89%	84%	85%
MTS buses are comfortable	87%	92%	96%	94%	88%	95%	82%	94%	72%	77%
MTS buses are easy to board	96%	97%	99%	98%	95%	97%	95%	94%	94%	83%
MTS bus operators are courteous	84%	85%	95%	87%	85%	88%	82%	82%	79%	83%
MTS buses I ride are always on time	68%	71%	77%	73%	69%	64%	53%	59%	49%	65%
The hours of service of MTS bus routes are adequate	74%	83%	77%	88%	75%	77%	65%	78%	56%	71%

As in 2011, some ethnic subgroup differences existed in 2013 for perceptions of trolleys. Notably:

- Asians were more likely than all other ethnicities except Hispanics to strongly agree or agree with *MTS trolleys I ride are always on time* and more likely to strongly agree or agree with *bikes on the transit do not interfere with other riders* than Caucasians.
- Hispanics, Asians, Caucasians, and African Americans generally rated *onboard security and fare inspectors are courteous* more favorably than Other ethnicities.

Chart 68
Feedback on MTS Trolleys
By Ethnicity

Q10. Feedback on MTS Trolleys - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)										
Ethnicity	Hispanic		Asian		Caucasian		African American		Other	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
MTS trolley stations are clean	87%	92%	95%	88%	89%	92%	84%	89%	73%	89%
MTS trolleys I ride are clean	81%	89%	94%	92%	88%	94%	86%	88%	65%	89%
MTS trolleys are comfortable	90%	93%	93%	94%	90%	96%	89%	97%	93%	89%
MTS trolleys are easy to board	89%	93%	98%	94%	93%	98%	89%	97%	93%	92%
Bikes on the transit do not interfere with other riders	67%	77%	71%	86%	65%	70%	68%	78%	62%	77%
Onboard trolley security and fare inspectors are courteous	74%	82%	91%	84%	84%	81%	76%	78%	67%	65%
MTS trolleys I ride are always on time	82%	84%	92%	93%	83%	79%	78%	76%	81%	77%
MTS trolley lines hours of service are adequate	N/A	90%	N/A	94%	N/A	86%	N/A	87%	N/A	79%

Physical sources such as *trolley station signs, bus and trolley printed schedules, and bus stop information signs* continued to be the most used transit information tools in 2013 as they had in 2011.

However, in 2013 more ethnic groups seem to be opening up to the use of online and phone sources. Whereas in 2011 African Americans stood out as using phone and online sources more than the rest, all ethnic groups except Hispanics were now using online and phone sources as much and sometimes more than African Americans.

In particular, Hispanics indicated they used the *www.sdmts.com website* significantly less than most the other ethnic subgroups.

Chart 69
Use of Transit Information Tools
By Ethnicity

Q11. <u>Use of transit information tools</u> - Please let me know if you use each of the following transit information tools.										
Ethnicity	Hispanic		Asian		Caucasian		African American		Other	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Physical Source										
Rider Alert onboard flyers	30%	19%	29%	41%	43%	31%	24%	27%	17%	24%
MTS Moves Me onboard newsletter	23%	16%	21%	33%	29%	22%	14%	22%	9%	19%
The Transit Store (First & Broadway)	22%	21%	11%	39%	23%	33%	36%	39%	24%	23%
Trolley station signs	60%	63%	38%	53%	59%	61%	62%	63%	49%	56%
Bus and trolley printed schedules	76%	65%	78%	45%	79%	65%	70%	68%	75%	67%
Bus stop information signs	76%	58%	56%	44%	78%	61%	68%	61%	78%	64%
Regional transit map	45%	34%	44%	27%	48%	43%	37%	35%	38%	44%

Chart 69 (Continued)
Use of Transit Information Tools
By Ethnicity

Q11. <u>Use of transit information tools</u> - Please let me know if you use each of the following transit information tools.										
Ethnicity	Hispanic		Asian		Caucasian		African American		Other	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Online Source										
www.sdmts.com	25%	32%	33%	52%	35%	44%	37%	34%	36%	49%
MTS Trip Planner at www.sdmts.com	24%	30%	20%	24%	30%	33%	37%	31%	31%	38%
MTS Twitter	2%	3%	0%	3%	3%	4%	4%	2%	2%	0%
MTS Facebook	5%	5%	4%	1%	2%	3%	5%	3%	5%	1%
MTS Trolley Renewal email	4%	5%	1%	2%	2%	2%	5%	3%	0%	3%
Google Transit	26%	21%	43%	27%	27%	23%	29%	22%	37%	32%
www.511sd.com	10%	5%	18%	1%	11%	7%	13%	11%	14%	7%
Phone Source										
Mobile phone texting/GO! MTS app	8%	32%	9%	34%	7%	30%	15%	32%	11%	34%
Telephone information (619)233-3004	21%	21%	22%	14%	19%	22%	43%	31%	24%	19%
Info Express (619)685-4900	11%	10%	6%	5%	9%	11%	21%	16%	11%	9%
511	19%	10%	17%	6%	23%	18%	28%	19%	27%	10%
TTY/TDD info line (619)234-5995	5%	3%	8%	1%	4%	2%	5%	4%	4%	3%

In 2013, the majority of transit information tools were rated helpful by over 80% of riders within each ethnic subgroup.

As in 2011, Hispanics generally found several tools less helpful. However, in 2013 Caucasians also found a number of the tools significantly less helpful. Tools found less helpful by these ethnic groups in 2013 include*:

- Caucasians: *MTS Trip Planner, www.sdmts.com website, mobile phone texting/GO! MTS app and Google Transit*
- Hispanics: *MTS Trip Planner, MTS Moves Me onboard newsletter, and Google Transit*

*Small base sizes (n<30) were excluded from comparisons

Chart 70
Helpfulness of Transit Information Tools
By Ethnicity

Q11. Helpfulness of Information Tools - Please let me how helpful they are. (%=Helpful)										
Ethnicity	Hispanic		Asian		Caucasian		African American		Other	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Physical Source										
Rider Alert onboard flyers	80%	77%	83%	93%	83%	81%	64%	77%	40%	80%
MTS Moves Me onboard newsletter	78%	71%	76%	88%	92%	84%	60%	90%	33%	97%
The Transit Store (First & Broadway)	80%	82%	100%	89%	91%	87%	82%	91%	76%	87%
Trolley station signs	92%	91%	100%	91%	89%	90%	87%	94%	80%	86%
Bus and trolley printed schedules	89%	92%	100%	89%	91%	91%	84%	95%	78%	87%
Bus stop information signs	87%	91%	92%	91%	90%	91%	85%	92%	76%	87%
Regional transit map	91%	90%	96%	96%	92%	94%	95%	94%	78%	90%

Chart 70 (Continued)
Helpfulness of Transit Information Tools
By Ethnicity

Q11. Helpfulness of Information Tools - Please let me how helpful they are. (%=Helpful)										
Ethnicity	Hispanic		Asian		Caucasian		African American		Other	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Online Source										
www.sdmts.com	80%	86%	100%	97%	77%	84%	71%	95%	84%	83%
MTS Trip Planner at www.sdmts.com	81%	89%	99%	100%	84%	86%	84%	96%	76%	89%
MTS Twitter	53%	71%	100%	75%	67%	54%	43%	100%	0%	100%
MTS Facebook	56%	76%	100%	33%	48%	47%	44%	56%	33%	100%
MTS Trolley Renewal email	58%	58%	100%	43%	43%	48%	45%	100%	100%	100%
Google Transit	88%	81%	98%	97%	92%	82%	83%	94%	84%	91%
www.511sd.com	75%	94%	94%	100%	66%	85%	71%	84%	86%	68%
Phone Source										
Mobile phone texting/GO! MTS app	75%	92%	100%	98%	67%	88%	73%	96%	100%	78%
Telephone information (619)233-3004	74%	88%	100%	88%	92%	95%	88%	91%	79%	72%
Info Express (619)685-4900	75%	89%	100%	84%	70%	99%	77%	90%	76%	93%
511	73%	85%	88%	80%	76%	79%	73%	91%	74%	63%
TTY/TDD info line (619)234-5995	59%	96%	100%	100%	84%	99%	84%	82%	100%	100%

In contrast to 2011, there were some subgroup differences in the evaluation of MTS customer service across ethnic subgroups. In particular, Caucasians were the least likely to indicate they were very satisfied or satisfied with *ease of getting answers to issues or concerns*.

Chart 71
Satisfaction with Customer Service
By Ethnicity

Q12. Please let me know how satisfied or dissatisfied you are with the following aspects of MTS customer service. (%=Very satisfied or satisfied; Don't use, N/A excluded)										
Ethnicity	Hispanic		Asian		Caucasian		African American		Other	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Ease to get route or schedule information	94%	97%	99%	99%	94%	97%	96%	95%	94%	100%
Knowledge of customer service representatives	90%	94%	98%	97%	93%	91%	86%	88%	93%	88%
Ease of getting answers to issues or concerns	87%	94%	98%	95%	91%	85%	88%	94%	90%	93%

In 2013, satisfaction with the implemented improvements to MTS service varied considerably across tested ethnic subgroups. Caucasians and African Americans were particularly less satisfied with the majority of the improvements made.

Chart 72
MTS Improvements – Implemented
By Ethnicity

Q13A. MTS has implemented a variety of projects to improve the bus and trolley system and the passenger experience and ease of use. Please let me know how satisfied you are with each of the initiatives below.*										
Ethnicity	Hispanic		Asian		Caucasian		African American		Other	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Use mobile phone to get real time arrival for next bus or trolley	60%	98%	64%	98%	69%	97%	57%	99%	59%	95%
Trolley Renewal Project to rebuild/improve Orange and Green Lines	84%	95%	78%	100%	81%	93%	78%	95%	81%	86%
Installation of security cameras on all bus and trolley vehicles	86%	98%	85%	96%	81%	97%	85%	98%	77%	97%
Increased number of low-floor trolleys	78%	96%	73%	99%	72%	96%	80%	97%	66%	97%
Increased number of low-floor buses	81%	98%	71%	98%	71%	98%	82%	97%	71%	94%
Transition for all monthly and day passes to Compass Card	86%	96%	86%	97%	90%	94%	83%	93%	80%	93%
New Green Line routing into downtown	N/A	96%	N/A	98%	N/A	92%	N/A	94%	N/A	89%
New Orange Line routing to Santa Fe Depot	N/A	96%	N/A	98%	N/A	92%	N/A	94%	N/A	92%
New Blue Line routing to America Plaza	N/A	92%	N/A	98%	N/A	90%	N/A	93%	N/A	91%

* 2011 – not yet implemented as of 2011 (%=Very important/important, no opinion excluded)
2013 – implemented as of 2013 (%=Very satisfied or satisfied, no opinion excluded)

Unlike in 2011, there were some differences in how ethnic groups rated the importance of the improvements that MTS had planned. These differences were particularly demonstrated by Hispanics. For instance, Hispanics were more likely than Caucasians indicate the following improvements were very important or important:

- *Real time trolley arrival signs at all the trolley stations*
- *Trolley renewal project to rebuild/improve the Blue Line*
- *Future mid-city bus rapid routes*

Hispanics were also more likely than African Americans to indicate *real time trolley arrival signs at all the trolley stations* and *future Mid-City Bus Rapid Transit routes* were important improvements to be made.

Chart 73
MTS Improvements – To Be Implemented In The Future
By Ethnicity

Q13B. MTS will be completing or implementing a variety of projects in the future to improve the bus and trolley system and the passenger experience and ease of use. Please let me know on the initiatives below how important you think they will be. (%=Very important or important; No opinion excluded)										
Ethnicity	Hispanic		Asian		Caucasian		African American		Other	
	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Real time trolley arrival signs at all trolley stations	82%	96%	79%	95%	87%	88%	81%	88%	85%	93%
Trolley Renewal Project to rebuild/improve the Blue Line	84%	92%	78%	90%	81%	82%	78%	87%	81%	94%
Future I-15 bus rapid transit routes	70%	84%	63%	83%	76%	78%	68%	76%	79%	92%
Future Mid-City Bus Rapid Transit routes	69%	89%	61%	85%	74%	80%	73%	80%	77%	88%
Future Mid-Coast Trolley extension to University City/UCSD	72%	86%	73%	88%	72%	84%	72%	82%	73%	91%
Order up to 500 CNG (Clean Natural Gas) buses to replace old diesel buses	N/A	92%	N/A	96%	N/A	89%	N/A	89%	N/A	96%
Ability to purchase a Day Pass using your mobile smart phone	N/A	78%	N/A	85%	N/A	76%	N/A	78%	N/A	76%

Whereas in 2011 there was slight variation in the top three reasons for riding public transit across ethnic groups, in 2013 the reasons were more consistent. *Save money* was highlighted by each group as the most important reason while *no car to use* and *price of fuel* were also included in the top three reasons given by all ethnicities. *Price of fuel* was a particularly important reason for Hispanics and Caucasians to take public transit while *no car to use* was more of a reason for African Americans.

Figure 18
Reasons for Taking Public Transit
By Ethnicity

(Q14. Which of the following are important in your decision to ride public transit?)

Top 3 Reasons For Taking Public Transit									
Hispanic		Asian		Caucasian		African American		Other	
2011*	2013**	2011*	2013**	2011*	2013**	2011*	2013**	2011*	2013**
Save Money (96%)	Save Money (73%)	Better for Environment (94%)	Save Money (73%)	Save Money (91%)	Save Money (71%)	Save Money (97%)	Save Money (75%)	Save Money (91%)	Save Money (75%)
Better for Environment (92%)	No Car to Use (69%)	Save Money (92%)	No Car to Use (52%)	Better for Environment (89%)	No Car to Use (63%)	Better for Environment (90%)	No Car to Use (74%)	Better for Environment (87%)	No Car to Use (62%)
Price of Fuel (89%)	Price of Fuel (40%)	Avoid Traffic (84%)	Price of Fuel (42%)	Price of Fuel (85%)	Price of Fuel (42%)	Price of Fuel (83%)	No Driver's License (34%)	Price of Fuel (80%)	Price of Fuel (35%)

*Note: Respondents were asked in 2011 to judge the importance of each tested reason using an importance scale; scores shown are the sum of *very important* and *somewhat important*.

**Note: Respondents were asked in 2013 to judge the importance of each tested reason by selecting their top three most important reasons.

By Rider Frequency

In this section, Frequent Riders and Infrequent Riders are defined as follows:

- Frequent Riders:
 - Regular Rider (3 or more times per week)
- Infrequent Riders:
 - Occasional Rider (1-10 times a month)
 - Infrequent Rider (Less than once a month)
 - New Rider (First time to ride San Diego MTS public transit)
 - Visitor – Just during my visit to San Diego

Both frequent and infrequent riders were significantly more satisfied overall with MTS in 2013. Frequent riders were also more likely to feel that *transit service in my area meets my needs*.

Chart 74
Overall Satisfaction with MTS
By Rider Frequency

Q15. Please indicate your level of satisfaction with the following services. (%=Very satisfied or satisfied)				
Rider Frequency	Frequent Riders		Infrequent Riders	
	2011	2013	2011	2013
MTS overall transit service	92%	98%	95%	99%
Transit service in my area meets my needs	90%	94%	93%	92%

Frequent riders were more likely to agree with four out of seven overall MTS statements in 2013, including:

- *MTS routes offer good frequency of service*
- *Transit centers are clean*
- *The cost of a pass or ticket is fair*
- *The Compass Card is easy to use and reload*

Chart 75
Feedback on MTS Overall
By Rider Frequency

Q10. <u>Feedback on MTS Overall</u> - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)				
Rider Frequency	Frequent Riders		Infrequent Riders	
	2011	2013	2011	2013
MTS routes go where I need to go	95%	95%	97%	96%
MTS routes offer good frequency of service	82%	90%	93%	91%
Transit centers are clean	82%	90%	91%	94%
The cost of a pass or ticket is fair	79%	84%	80%	88%
The Compass Card is easy to use and reload	93%	97%	93%	94%
I am comfortable with other riders	85%	87%	86%	93%
There is enough room on MTS vehicles for riders in wheelchairs	77%	77%	79%	83%

Aside from frequent riders being more likely to agree that *MTS buses are comfortable* and *the hours of service of MTS bus routes are adequate* in 2013, bus perceptions were largely consistent between waves.

Chart 76
Feedback on MTS Buses
By Rider Frequency

Q10. Feedback on MTS Buses - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)				
Rider Frequency	Frequent Riders		Infrequent Riders	
	2011	2013	2011	2013
MTS bus stops are clean	82%	85%	89%	88%
MTS buses I ride are clean	90%	90%	93%	93%
MTS buses are comfortable	85%	92%	88%	94%
MTS buses are easy to board	96%	95%	93%	98%
MTS bus operators are courteous	83%	85%	87%	89%
MTS buses I ride are always on time	62%	66%	73%	73%
The hours of service of MTS bus routes are adequate	69%	80%	76%	84%

Frequent riders were more likely to agree with six out of eight statements tested about the trolley in 2013.

Chart 77
Feedback on MTS Trolleys
By Rider Frequency

Q10. Feedback on MTS Trolleys - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)				
Rider Frequency	Frequent Riders		Infrequent Riders	
	2011	2013	2011	2013
MTS trolley stations are clean	84%	91%	90%	90%
MTS trolleys I ride are clean	81%	91%	89%	88%
MTS trolleys are comfortable	89%	94%	92%	93%
MTS trolleys are easy to board	90%	95%	90%	96%
Bikes on the transit do not interfere with other riders	62%	75%	74%	79%
Onboard trolley security and fare inspectors are courteous	73%	79%	87%	87%
MTS trolleys I ride are always on time	77%	80%	84%	88%
MTS trolley lines hours of service are adequate	N/A	88%	N/A	91%

Both frequent and infrequent riders were less likely to use physical sources and more likely to use *mobile phone texting* in 2013, indicating a possible transition to technology-oriented transit information tools.

Frequent riders were more likely to use a number of online and phone sources than infrequent riders, including *MTS Trip Planner, Google Transit, www.511sd.com, telephone information, Info Express, and 511*.

Chart 78
Use of Transit Information Tools
By Rider Frequency

Q11. <u>Use of transit information tools</u> - Please let me know if you use each of the following transit information tools.				
Rider Frequency	Frequent Riders		Infrequent Riders	
	2011	2013	2011	2013
Physical Source				
Rider Alert onboard flyers	34%	26%	27%	24%
MTS Moves Me onboard newsletter	21%	20%	23%	19%
The Transit Store (First & Broadway)	27%	29%	13%	24%
Trolley station signs	60%	62%	50%	56%
Bus and trolley printed schedules	77%	66%	73%	53%
Bus stop information signs	74%	59%	73%	54%
Regional transit map	47%	38%	35%	31%
Online Source				
www.sdmts.com	34%	40%	20%	35%
MTS Trip Planner at www.sdmts.com	31%	33%	21%	24%
MTS Twitter	3%	3%	2%	2%
MTS Facebook	3%	4%	5%	4%
MTS Trolley Renewal email	3%	3%	2%	5%
Google Transit	31%	25%	23%	13%
www.511sd.com	13%	7%	9%	2%
Phone Source				
Mobile phone texting/GO! MTS app	9%	33%	9%	27%
Telephone information (619)233-3004	27%	23%	17%	13%
Info Express (619)685-4900	14%	12%	4%	6%
511	26%	14%	11%	8%
TTY/TDD info line (619)234-5995	4%	3%	7%	1%

Frequent riders were more likely to find certain online sources helpful while infrequent riders were more likely to find certain phone sources helpful in 2013.

Frequent riders were more likely than infrequent riders to find The Transit store and www.sdmts.com helpful.

Chart 79
Helpfulness of Transit Information Tools
By Rider Frequency

Q11. Helpfulness of Information Tools - Please let me how helpful they are. (%=Helpful)				
Rider Frequency	Frequent Riders		Infrequent Riders	
	2011	2013	2011	2013
Physical Source				
Rider Alert onboard flyers	78%	81%	83%	79%
MTS Moves Me onboard newsletter	83%	82%	88%	87%
The Transit Store (First & Broadway)	87%	89%	90%	67%
Trolley station signs	90%	91%	89%	90%
Bus and trolley printed schedules	89%	92%	89%	88%
Bus stop information signs	86%	92%	88%	85%
Regional transit map	94%	94%	86%	83%
Online Source				
www.sdmts.com	81%	89%	80%	77%
MTS Trip Planner at www.sdmts.com	83%	91%	80%	82%
MTS Twitter	81%	73%	48%	27%
MTS Facebook	75%	71%	56%	27%
MTS Trolley Renewal email	85%	69%	53%	54%
Google Transit	94%	87%	85%	71%
www.511sd.com	82%	87%	88%	100%
Phone Source				
Mobile phone texting/GO! MTS app	84%	91%	90%	91%
Telephone information (619)233-3004	87%	90%	80%	89%
Info Express (619)685-4900	80%	91%	79%	100%
511	76%	82%	82%	78%
TTY/TDD info line (619)234-5995	79%	94%	86%	100%

Infrequent riders were more satisfied with the *ease to get route or schedule information* in 2013 than in 2011, and were more likely than frequent riders to be satisfied with the *knowledge of customer service representatives*.

Chart 80
Satisfaction with Customer Service
By Rider Frequency

Q12. Please let me know how satisfied or dissatisfied you are with the following aspects of MTS customer service. (%=Very satisfied or satisfied; Don't use, N/A excluded)				
Rider Frequency	Frequent Riders		Infrequent Riders	
	2011	2013	2011	2013
Ease to get route or schedule information	95%	97%	93%	98%
Knowledge of customer service representatives	90%	91%	94%	96%
Ease of getting answers to issues or concerns	88%	91%	93%	93%

Satisfaction with the improvements MTS implemented in 2013 was high for both frequent and infrequent riders, with over 90% of both sub-groups indicating they were very satisfied or satisfied.

Infrequent riders were more likely than frequent riders to be satisfied with the *New Green Line*.

Chart 81
MTS Improvements – Implemented
By Rider Frequency

Q13A. MTS has implemented a variety of projects to improve the bus and trolley system and the passenger experience and ease of use. Please let me know how satisfied you are with each of the initiatives below.*				
Rider Frequency	Frequent Riders		Infrequent Riders	
	2011	2013	2011	2013
Use mobile phone to get real time arrival for next bus or trolley	62%	98%	62%	96%
Trolley Renewal Project to rebuild/improve Orange and Green Lines	N/A	94%	N/A	96%
Installation of security cameras on all bus and trolley vehicles	85%	97%	79%	99%
Increased number of low-floor trolleys	75%	97%	75%	95%
Increased number of low-floor buses	77%	98%	77%	99%
Transition for all monthly and day passes to Compass Card	88%	95%	72%	95%
New Green Line routing into downtown	N/A	94%	N/A	99%
New Orange Line routing to Santa Fe Depot	N/A	94%	N/A	98%
New Blue Line routing to America Plaza	N/A	92%	N/A	93%

*2011 – not yet implemented as of 2011 (%=Very important/important, no opinion excluded)

2013 – implemented as of 2013 (%=Very satisfied or satisfied, no opinion excluded)

Both frequent and infrequent riders were more likely to rate future improvements planned by MTS as important in 2013, likely given the length of time these improvements have been on the docket.

Chart 82
MTS Improvements – To Be Implemented In the Future
By Rider Frequency

Q13B. MTS will be completing or implementing a variety of projects in the future to improve the bus and trolley system and the passenger experience and ease of use. Please let me know on the initiatives below how important you think they will be. (%=Very important or important; No opinion excluded)				
Rider Frequency	Frequent Riders		Infrequent Riders	
	2011	2013	2011	2013
Real time trolley arrival signs at all trolley stations	85%	92%	80%	93%
Trolley Renewal Project to rebuild/improve the Blue Line	82%	88%	79%	89%
Future I-15 bus rapid transit routes	72%	82%	69%	79%
Future Mid-City Bus Rapid Transit routes	73%	85%	64%	86%
Future Mid-Coast Trolley extension to University City/UCSD	74%	85%	67%	86%
Order up to 500 CNG (Clean Natural Gas) buses to replace old diesel buses	N/A	91%	N/A	96%
Ability to purchase a Day Pass using your mobile smart phone	N/A	79%	N/A	73%

As was the case in 2011, *save money* was the most important reason for taking public transit for both frequent riders and infrequent riders in 2013. These groups also agreed that *price of fuel* was a top three reason.

Compared to 2011, both frequent riders and infrequent riders in 2013 were less likely cite *better for environment* as a top three most important reason for taking public transit and more likely to cite *no car to use*.

Figure 19
Reasons for Taking Public Transit
By Rider Frequency
(Q14. Which of the following are important in your decision to ride public transit?)

Top 3 Reasons For Taking Public Transit			
Frequent Riders*		Infrequent Riders**	
2011	2013	2011	2013
Save Money (95%)	Save Money (74%)	Save Money (92%)	Save Money (65%)
Better for Environment (91%)	No Car to Use (66%)	Better for Environment (91%)	No Car to Use (65%)
Price of Fuel (85%)	Price of Fuel (39%)	Price of Fuel (87%)	Price of Fuel (35%)

*Note: Respondents were asked in 2011 to judge the importance of each tested reason using an importance scale; scores shown are the sum of *very important* and *somewhat important*.

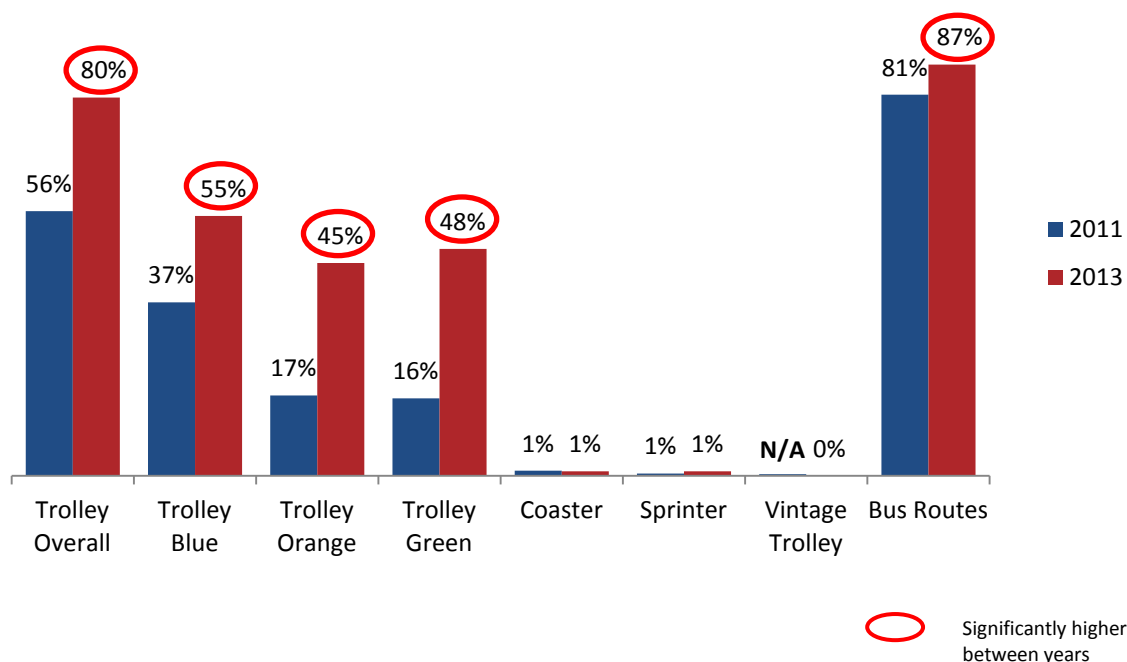
**Note: Respondents were asked in 2013 to judge the importance of each tested reason by selecting their top three most important reasons.

Section 8: Detailed Findings – Ridership Background

In 2013, use of both the bus and trolley increased significantly from 2011.* Bus routes continued to be the most used of MTS services, with 87% of riders interviewed indicating they rode a bus in the past three months.

Trolley use, however, increased over 20% since 2011 and was used in the last three months by 80% of riders interviewed. The Blue Line continued to be the most frequently used trolley line in 2013, used by 55%.

Figure 20
Transit Service Used
(Q4. What transit services have you used in the last 3 months, including today?)



* 2011 – asked as two questions: What transit services are you using today? Select all that apply. + What other transit services have you used in the last 3 months including May? Select all that apply.
 2013 – asked as one question: What transit services have you used in the last 3 months, including today? Select all that apply.

The following table shows ridership of specific bus routes:

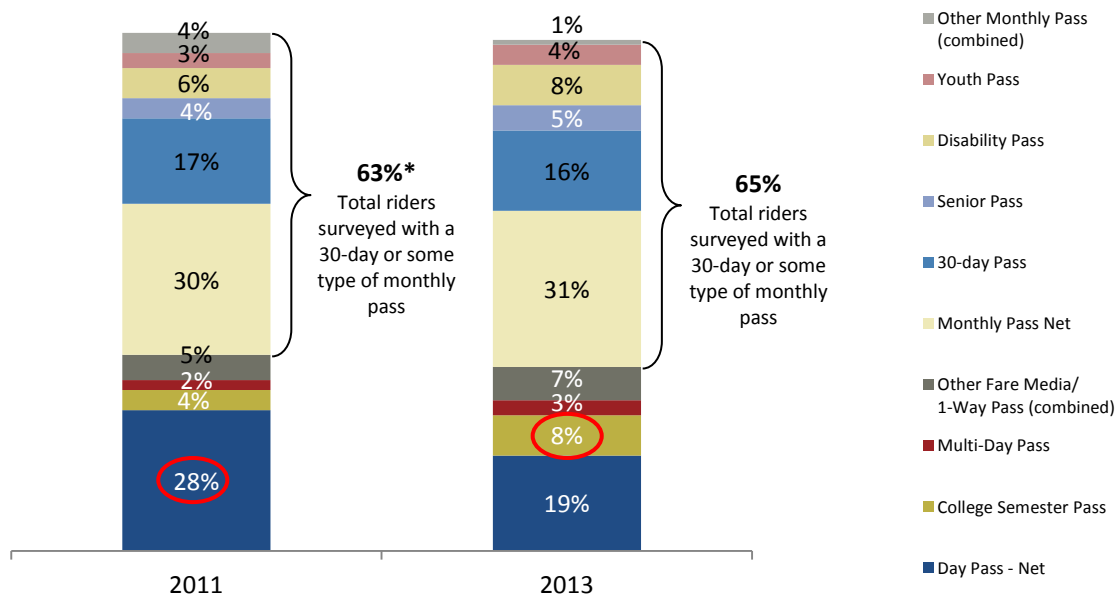
Chart 83
Transit Bus Routes Used in Last 3 Months

Q4. What transit services have you used in the last 3 months, including today? Select all that apply.					
Route #	2011	2013	Route #	2011	2013
Route 30	6%	13%	Route 934	4%	3%
Route 11	15%	12%	Route 933	3%	3%
Route 929	10%	11%	Route 5	3%	3%
Route 15	8%	10%	Route 6	4%	3%
Route 7	15%	9%	Route 906	2%	3%
Route 955	5%	8%	Route 880	0%	2%
Route 4	4%	8%	Route 961	3%	2%
Route 13	4%	8%	Route 856	1%	2%
Route 8	1%	7%	Route 936	2%	2%
Route 201	1%	7%	Route 907	2%	2%
Route 901	5%	7%	Route 848	2%	2%
Route 810	2%	6%	Route 820	1%	2%
Route 2	5%	5%	Route 860	0%	2%
Route 150	4%	5%	Route 120	8%	2%
Route 712	4%	5%	Route 105	3%	2%
Route 44	5%	5%	Route 960	0%	1%
Route 3	5%	5%	Route 27	4%	1%
Route 202	1%	5%	Route 101	1%	2%
Route 1	7%	5%	Route 704	3%	1%
Route 10	12%	5%	Route 832	0%	1%
Route 20	7%	5%	Route 864	1%	1%
Route 932	5%	4%	Route 855	1%	1%
Route 709	3%	4%	Route 833	1%	1%
Route 962	2%	3%	Route 210	0%	1%
Route 9	5%	3%	Route 816	1%	1%
Route 963	1%	3%	Route 992	1%	1%
Route 204	0%	3%	Route 874	1%	1%
Route 701	5%	3%	Route 916	1%	1%
Route 41	7%	3%	Route 928	4%	1%
Route 815	2%	3%	Route 50	1%	1%
Route 115	2%	3%	Route 851	1%	1%
Route 28	1%	3%	Route 923	2%	1%
Route 35	3%	3%	Route 705	2%	1%
Route 905	1%	3%	Route 845	1%	1%

As in 2011, over half the riders surveyed (65%) had a 30-day or some type of *monthly pass* in 2013. *Day passes* were used by only 19% and down significantly from 2011 (28%).

Figure 21
Popular Fare Media Type

(Q5. How are you paying for yourself for this particular trip today? – Only fare media types with 3% or more in 2013 shown)



*Note: Some percentages may not add up due to rounding

8% Significantly higher between years

Other fare media types with less than 2.6% response are outlined in the table below:

Chart 84

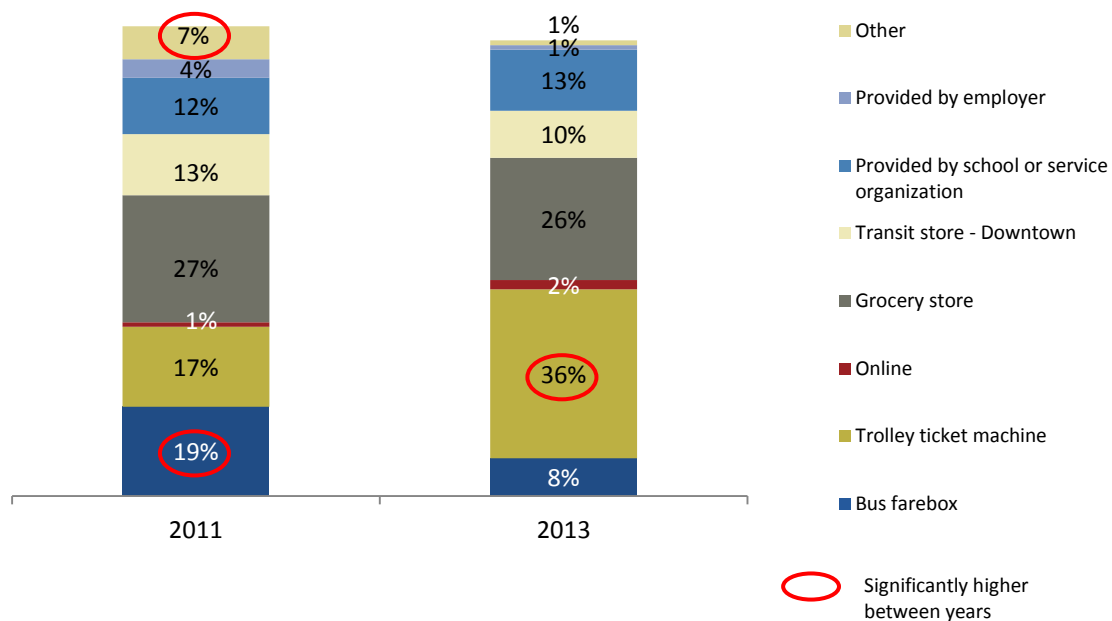
Less Popular Fare Media Type

(Q5. How are you paying for yourself for this particular trip today? – Only fare media types with less than 2.6% shown)

Q5. Other Fare Media Type With Less than 2.6% Response in 2013 – How are you paying for yourself for this particular trip today?					
Other Monthly Fare Media	2011	2013	Other Fare Media/ 1-Way	2011	2013
College Monthly Pass	4%	1%	14-day Pass on Compass Card	0.5%	1.9%
			1-way Adult	1.2%	1.3%
			1-way S/D/M	0.6%	0.7%
			Medicare	0%	0.5%
			Juror Pass	0%	0%
			Rider Promotion	N/A	0%

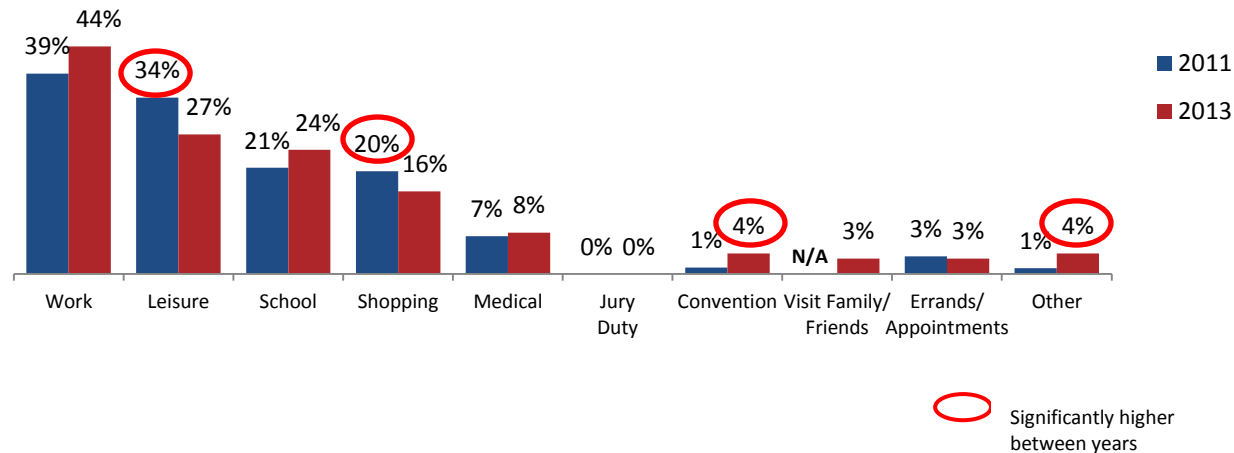
Purchases from *trolley ticket machines* more than doubled in 2013 when compared to 2011, making it the most used outlet. Fare purchases made in *grocery stores* remained on par with 2011 while purchases made at the *bus farebox* decreased significantly to 8% in 2013.

Figure 22
Ticket Purchase Location
(Q6. Where did you get your one-way fare, ticket or pass for this trip today?)



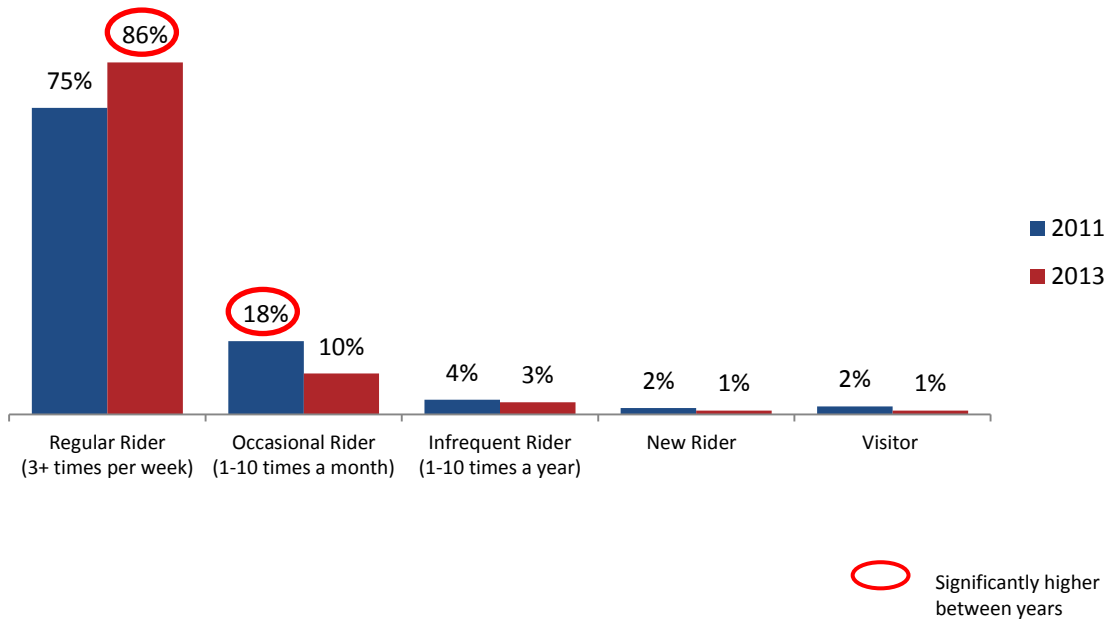
Work, *leisure*, and *school* continued to be the top three purposes for rider trips in 2013, though *leisure* was cited significantly less than it had been in 2011 (34%). *Shopping* was also cited less in 2013 than it had been in 2011 (16% in 2013 vs. 20% in 2011) while *convention* was cited more in 2013 (4% in 2013 vs. 1% in 2011).

Figure 23
Primary Purpose
(Q7. What is the purpose of any of your trips using public transit today?)



Regular ridership was up significantly from 2011 in 2013 while occasional ridership was down.

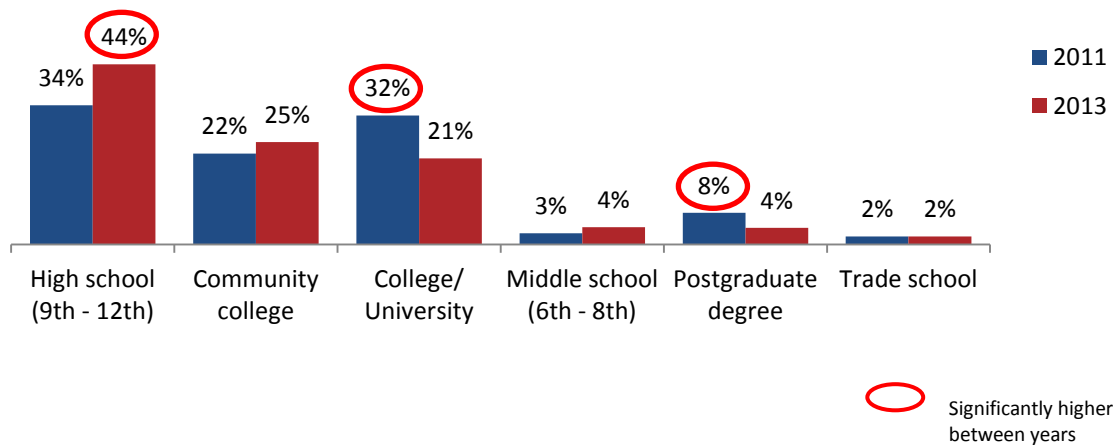
Figure 24
Rider Type
(Q8. Which best describes how often you ride public transit in San Diego?)



The percentage of riders who last or currently attended *high school* in 2013 was up significantly from 2011 while the percentage of riders who last or currently attended *college/university* was down. On par with 2011, one-fourth of riders last or currently attended *community college* in 2013.

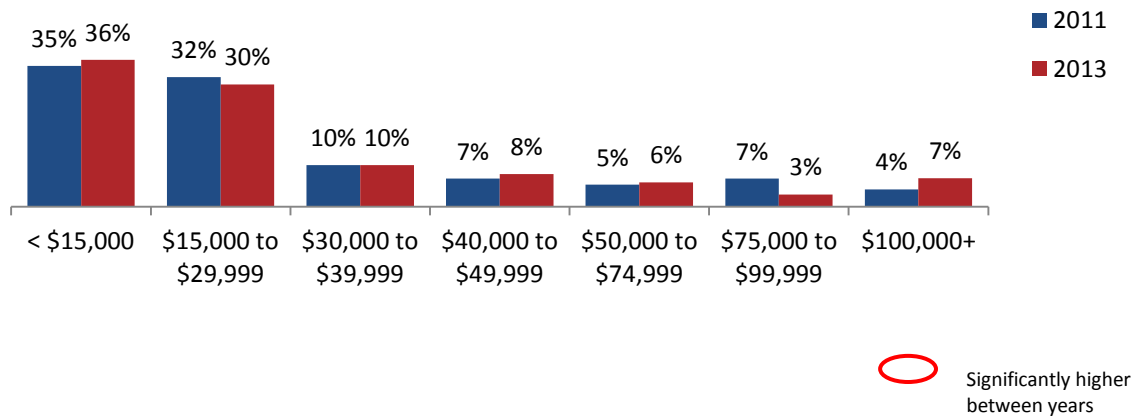
Figure 25
Education

(Q17. Please indicate the last school you attended. If you are a student, select which school you are currently attending.)



The annual household incomes reported by riders in 2013 were on par with those reported in 2011. As in 2011, the majority (66%) reported having annual household incomes of less than \$30,000.

Figure 26
Annual Household Income
(Q18. Please indicate your annual household income.)



Appendix A: Routes of Interest

In 2013, MTS highlighted certain routes that were to undergo considerable changes in the near future as routes of particular interest. In this section, MTS evaluation and satisfaction scores are shown for respondents riding these routes of particular interest. This will provide a benchmark for the spring 2014 wave to better understand how changes to these routes impact customer attitudes. These routes included:

- 20
- 201/202/204
- 810/820/850
- 880

In the following tables, bold numbers indicate significantly a higher result when comparing routes of interest.

There was no difference in overall satisfaction with MTS between the riders of the specified routes of interest.

Chart 85
Overall Satisfaction with MTS
By Routes of Interest (2013)

Q15. Please indicate your level of satisfaction with the following services. (%=Very satisfied or satisfied)				
Routes of Interest	20	201/202/204	810/820/850	880
MTS overall transit service	91%	100%	97%	100%
Transit service in my area meets my needs	81%	97%	95%	75%

Riders on routes 810/820/850 were generally less likely to strongly agree or agree with *MTS routes go where I need to go, I am comfortable riding with other riders and there is enough room on MTS vehicles for riders in wheelchairs*. Riders on route 20 were also less likely to agree with *there is enough room on MTS vehicles for riders in wheelchairs*.

Chart 86
Feedback on MTS Overall
By Routes of Interest (2013)

Q10. Feedback on MTS Overall - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)				
Routes of Interest	20	201/202/204	810/820/850	880
MTS routes go where I need to go	81%	98%	70%	88%
MTS routes offer good frequency of service	80%	93%	89%	83%
Transit centers are clean	91%	98%	99%	100%
The cost of a pass or ticket is fair	71%	84%	94%	83%
The Compass Card is easy to use and reload	100%	95%	97%	97%
I am comfortable with other riders	93%	96%	66%	100%
There is enough room on MTS vehicles for riders in wheelchairs	59%	87%	62%	100%

Ratings were high (over 80% strongly agreed or agreed) across all routes of interest for five out of the seven bus related attributes. Despite this, agreement with *the hours of service of MTS bus routes are adequate* were significantly lower on route 880 while agreement *MTS buses I ride are always on time* was lower on route 20.

Also worth noting, riders on route 880 were more likely to agree with the statement *MTS bus operators are courteous* than riders on both route 20 and routes 201/202/204.

Chart 87
Feedback on MTS Buses
By Routes of Interest (2013)

Q10. <u>Feedback on MTS Buses</u> - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)				
Routes of Interest	20	201/202/204	810/820/850	880
MTS bus stops are clean	83%	95%	100%	100%
MTS buses I ride are clean	100%	100%	100%	100%
MTS buses are comfortable	82%	97%	100%	100%
MTS buses are easy to board	90%	100%	100%	96%
MTS bus operators are courteous	80%	91%	100%	100%
MTS buses I ride are always on time	44%	68%	92%	84%
The hours of service of MTS bus routes are adequate	100%	84%	93%	63%

Few riders (n<30) across all routes of interest except route 20 used MTS trolley service. Riders on the 20 bus were most likely to agree that *MTS trolleys are easy to board* and *MTS trolley stations are clean*. They were least likely to agree that *onboard trolley security and fare inspectors are courteous*.

Chart 88
Feedback on MTS Trolleys
By Routes of Interest

Q10. <u>Feedback on MTS Trolleys</u> - Please let me know how much you agree or disagree with the following statements. (%=Strongly agree or agree; Don't use, N/A excluded)				
Routes of Interest	20	201/202/204	810/820/850	880
MTS trolley stations are clean	91%	79%	98%	100%
MTS trolleys I ride are clean	87%	91%	100%	100%
MTS trolleys are comfortable	88%	100%	100%	100%
MTS trolleys are easy to board	100%	100%	100%	95%
Bikes on the transit do not interfere with other riders	74%	49%	100%	95%
Onboard trolley security and fare inspectors are courteous	62%	73%	100%	95%
MTS trolleys I ride are always on time	88%	85%	98%	100%
MTS trolley line hours of service are adequate	85%	93%	100%	95%

With the exception of route 20, use of each transit information tool was relatively consistent across each of the routes of interest and *www.sdmts.com website* was the most used tool across these routes. *Bus stop signs* were consistently used across all routes of interest, including route 20.

Chart 89
Use of Transit Information Tools
By Routes of Interest

Q11. <u>Use of transit information tools</u> - Please let me know if you use each of the following transit information tools.				
Routes of Interest	20	201/202/204	810/820/850	880
Physical Source				
Rider Alert onboard flyers	43%	29%	50%	45%
MTS Moves Me onboard newsletter	21%	16%	33%	28%
The Transit Store (First & Broadway)	55%	17%	47%	0%
Trolley station signs	84%	49%	12%	13%
Bus and trolley printed schedules	88%	43%	30%	70%
Bus stop information signs	79%	65%	37%	65%
Regional transit map	72%	28%	15%	54%
Online Source				
www.sdmts.com	39%	53%	78%	61%
MTS Trip Planner at www.sdmts.com	11%	35%	25%	12%
MTS Twitter	0%	--	0%	12%
MTS Facebook	0%	--	0%	--
MTS Trolley Renewal email	0%	1%	0%	--
Google Transit	30%	21%	3%	41%
www.511sd.com	11%	1%	0%	28%
Phone Source				
Mobile phone texting/GO! MTS app	19%	32%	5%	29%
Telephone information (619)233-3004	19%	9%	2%	29%
Info Express (619)685-4900	11%	2%	1%	0%
511	11%	5%	8%	39%
TTY/TDD info line (619)234-5995	--	--	0%	0%

Riders of all routes except route 880 gave consistently positive ratings toward each tool. Route 880 riders gave significantly lower ratings on the following tools:

- *Mobile phone texting/GO! MTS app*
- *Trolley station signs*
- *www.sdmts.com website*
- *511*

Chart 90
Helpfulness of Transit Information Tools
By Routes of Interest

Q11. Helpfulness of Information Tools - Please let me how helpful they are. (%=Helpful)				
Routes of Interest	20	201/202/204	810/820/850	880
Physical Source				
Rider Alert onboard flyers	51%	90%	100%	44%
MTS Moves Me onboard newsletter	48%	82%	91%	58%
The Transit Store (First & Broadway)	80%	82%	93%	1%
Trolley station signs	87%	98%	100%	5%
Bus and trolley printed schedules	100%	100%	100%	86%
Bus stop information signs	100%	100%	100%	86%
Regional transit map	100%	100%	79%	88%
Online Source				
www.sdmts.com	100%	95%	95%	40%
MTS Trip Planner at www.sdmts.com	100%	96%	100%	72%
MTS Twitter	100%	--	100%	--
MTS Facebook	100%	--	100%	--
MTS Trolley Renewal email	100%	--	100%	--
Google Transit	100%	94%	100%	77%
www.511sd.com	100%	100%	50%	57%
Phone Source				
Mobile phone texting/GO! MTS app	100%	100%	100%	30%
Telephone information (619)233-3004	100%	100%	100%	69%
Info Express (619)685-4900	100%	100%	100%	100%
511	100%	100%	60%	34%
TTY/TDD info line (619)234-5995	--	--	100%	--

Ratings of customer service across the routes of interest were generally consistent. An exception to this was the lower ratings given by riders of the 810/820/850 to the statement *ease to get route or schedule information*.

Chart 91
Satisfaction with Customer Service
By Routes of Interest

Q12. Please let me know how satisfied or dissatisfied you are with the following aspects of MTS customer service. (%=Very satisfied or satisfied; Don't use/N/A excluded)				
Routes of Interest	20	201/202/204	810/820/850	880
Ease to get route or schedule information	87%	100%	89%	100%
Knowledge of customer service representatives	75%	87%	84%	87%
Ease of getting answers to issues or concerns	87%	93%	72%	87%

In general, satisfaction with the improvements implemented by 2013 was consistently high across the routes of interest. One exception:

- Route 880 riders were significantly less satisfied with the *use of mobile phone to get real time arrival for next bus or trolley*.

Chart 92
MTS Improvements – Implemented
By Routes of Interest

Q13A. MTS has implemented a variety of projects to improve the bus and trolley system and the passenger experience and ease of use. Please let me know how satisfied you are with each of the initiatives below. (%=Very satisfied or satisfied; Don't use, N/A excluded)				
Routes of Interest	20	201/202/204	810/820/850	880
Use mobile phone to get real time arrival for next bus or trolley	100%	97%	99%	43%
Trolley Renewal Project to rebuild/improve Orange and Green Lines	90%	100%	100%	99%
Installation of security cameras on all bus and trolley vehicles	100%	100%	100%	100%
Increased number of low-floor trolleys	100%	100%	100%	100%
Increased number of low-floor buses	100%	99%	100%	99%
Transition for all monthly and day passes to Compass Card	90%	95%	100%	100%
New Green Line routing into downtown	100%	100%	100%	100%
New Orange Line routing to Santa Fe Depot	100%	100%	100%	100%
New Blue Line routing to America Plaza	100%	100%	99%	100%

* 2011 – not yet implemented as of 2011 (%=Very important/important, no opinion excluded)
2013 – implemented as of 2013 (%=Very satisfied or satisfied, no opinion excluded)

For the most part, there was little variation in the importance ratings given to each planned improvement across the routes of interest. An exception to this was the significantly higher ratings assigned to *future I-15 bus rapid transit routes* by riders of routes 810/820/850 and 880.

Chart 93
MTS Improvements – To Be Implemented
By Routes of Interest

Q13B. MTS will be completing or implementing a variety of projects in the future to improve the bus and trolley system and the passenger experience and ease of use. Please let me know on the initiatives below how important you think they will be. (%=Very important or important; No opinion excluded)				
Routes of Interest	20	201/202/204	810/820/850	880
Real time trolley arrival signs at all trolley stations	79%	81%	96%	76%
Trolley Renewal Project to rebuild/improve the Blue Line	79%	80%	93%	88%
Future I-15 bus rapid transit routes	78%	71%	100%	100%
Future Mid-City Bus Rapid Transit routes	88%	77%	93%	86%
Future Mid-Coast Trolley extension to University City/UCSD	100%	88%	95%	88%
Order up to 500 CNG (Clean Natural Gas) buses to replace old diesel buses	100%	94%	95%	88%
Ability to purchase a Day Pass using your mobile smart phone	68%	78%	89%	56%

Save money was the number one reason for taking public transit for all routes of interest while *price of fuel* was rate as a top three reason by all riders of all routes except route 20.

Figure 27
Reasons for Taking Public Transit
By Routes of Interest
(Q14. Which of the following are important in your decision to ride public transit?)

Top 3 Reasons For Taking Public Transit**			
20	201/202/204	810/820/850	880
Save Money (65%)	Save Money (74%)	Save Money (90%)	Save Money (72%)
No Car to Use (60%)	No Car to Use (59%)	Price of Fuel (69%)	Avoid Traffic (61%)
Avoid Traffic (36%)	Price of Fuel (50%)	Better for Environment (44%)	Price of Fuel (49%)

**Note: Respondents were asked in 2013 to judge the importance of each tested reason by selecting their top three most important reasons.

Appendix B: Questionnaires

This appendix contains the questionnaires used for the survey. The first is the English and the second is the Spanish version of the questionnaire.

English Questionnaire



MTS Customer Satisfaction Survey 2013

ZONE _____ TROLLEY/BUS _____ HOUR _____ DATE _____ INTERVIEWER _____

My name is _____ and I work for Luth Research, an independent market research company here in San Diego. We are conducting a brief survey on behalf of San Diego Metropolitan Transportation System (MTS) and ask for your help. By answering this 10 minute survey you can help MTS understand what you think of the transportation services you receive now and how they can meet your expectations in the future.

QA. Are you an employee of MTS?

- ☐ Yes → Thank you, but MTS employees cannot complete this survey
- ☐ No

QB. Have you already participated in this research study in 2013?

- ☐ Yes → Thank you, but each MTS rider can only complete the survey once
- ☐ No

Q1. What is your gender?

- ☐ Male ☐ Female

Q2. Which of the following best describes your ethnicity? Please select only one.

- ☐ Hispanic ☐ Black/African-American
- ☐ Asian ☐ Pacific Islander
- ☐ White (not Hispanic) ☐ Multiple Ethnicities
- ☐ Other, specify _____
- ☐ Decline to Answer

Q3. In which year were you born? (INTERVIEWER NOTE: Must have been born 2000 or before)

- ☐ I was born in _____
- ☐ Decline to Disclose

Tell me about your trip today

Q4. What transit services have you used in the last 3 months, including today? Select all that apply.

- ☐ Trolley Blue ☐ Vintage Trolley
- ☐ Trolley Orange ☐ Sprinter
- ☐ Trolley Green ☐ Coaster
- ☐ Bus Routes, list UP TO 5 individual bus routes you are riding today and/or most frequently, e.g. Route 1

Bus Route(s): _____



MTS Customer Satisfaction Survey 2013

Q5. How are you paying for yourself for this particular trip today? Select only one.

- | | |
|---|--|
| <input type="checkbox"/> Day Pass (1-Day) - Paper | <input type="checkbox"/> College Semester Pass |
| <input type="checkbox"/> Day Pass (1-Day) – Compass Card | <input type="checkbox"/> College Monthly Pass |
| <input type="checkbox"/> Multi-Day Pass (2, 3, or 4 Days) | <input type="checkbox"/> 1-way Adult |
| <input type="checkbox"/> Monthly Pass | <input type="checkbox"/> 1-way S/D/M |
| <input type="checkbox"/> 14-day Pass | <input type="checkbox"/> Juror Pass |
| <input type="checkbox"/> 30-day Pass | <input type="checkbox"/> Other, specify _____ |
| <input type="checkbox"/> Senior Pass (60 & Older) | <input type="checkbox"/> Rider Promotion (Friends Ride Free, Family Weekend, Other) |
| <input type="checkbox"/> Disability Pass (disabled) | |
| <input type="checkbox"/> Medicare Pass | |
| <input type="checkbox"/> Youth Pass | |

Q6. Where did you get your one-way fare, ticket or pass for this trip today? Select only one.

- | | |
|---|--|
| <input type="checkbox"/> Bus Farebox | <input type="checkbox"/> Transit Store - Downtown |
| <input type="checkbox"/> Trolley Ticket Machine | <input type="checkbox"/> Transit Store - North County |
| <input type="checkbox"/> Online | <input type="checkbox"/> Provided by School or Social Service Organization |
| <input type="checkbox"/> Albertsons Grocery Store | <input type="checkbox"/> Provided by Employer |
| <input type="checkbox"/> Other Pass Outlet | <input type="checkbox"/> Other, specify _____ |

Q7. What is the purpose of any of your trips using public transit today? Select all that apply.

- ☐ Work
- ☐ School
- ☐ Shopping
- ☐ Convention
- ☐ Leisure
- ☐ Jury Duty
- ☐ Medical
- ☐ Other, specify _____



MTS Customer Satisfaction Survey 2013

Tell me how you generally use San Diego MTS public transit system.

Q8. Which best describes how often you ride public transit in San Diego? Select only one.

- ☐ Regular Rider (3 or more times per week)
- ☐ Occasional Rider (1-10 times a month)
- ☐ Infrequent Rider (Less than once a month)
- ☐ New Rider (First time to ride San Diego MTS public transit)
- ☐ Visitor - Just during my visit to San Diego

Q10. Please let me know how much you agree or disagree with the following statements.

Please check one box for each line:	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Use/N/A
MTS Routes go where I need to go.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTS Routes offer good frequency of service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transit Centers are clean.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The cost of a pass or ticket is fair.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Compass Card is easy to use and reload.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am comfortable riding with other passengers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is enough room on MTS vehicles for riders in wheelchairs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

INTERVIEWER NOTE: IF YOU DO NOT USE BUSES, GO TO NEXT SECTION (Indicated in Q4)

<u>Feedback on MTS Buses</u> Please check one box for each line:	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Use/N/A
MTS bus stops are clean.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTS buses I ride are clean.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTS buses are comfortable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTS buses are easy to board.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTS bus operators are courteous.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTS buses I ride are always on time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The hours of service of MTS bus routes are adequate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



MTS Customer Satisfaction Survey 2013

INTERVIEWER NOTE: IF YOU DO NOT USE TROLLEYS, GO TO NEXT QUESTION (Indicated in Q4)

Feedback on MTS Trolleys Please check one box for each line:	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Use/N/A
MTS trolley stations are clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTS trolleys I ride are clean.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTS trolleys are comfortable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTS trolleys are easy to board.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bikes on the trolleys do not interfere with other riders.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Onboard trolley security and fare inspectors are courteous.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTS trolleys I ride are always on time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTS trolley lines hours of service are adequate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q11. Please let me know if you use each of the following transit information tools and how helpful they are/would be.

	Use	Don't Use	Not Helpful	Somewhat Helpful	Helpful
Rider Alert onboard Flyers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTS Moves Me onboard newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
www.sdmts.com website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTS Trip Planner at www.sdmts.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTS Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTS Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTS Trolley Renewal email updates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Transit Store (First & Broadway)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trolley Station signs (Map, Schedule, and How to Ride displays)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus and Trolley printed timetables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Use	Don't Use	Not Helpful	Somewhat Helpful	Helpful
Bus Stop information signs (Map and schedule display)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional Transit Map	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google Transit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobile phone texting or GO! MTS app for Smartphones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Telephone Information (619) 233-3004	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Info Express (619) 685-4900	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



MTS Customer Satisfaction Survey 2013

Use	Don't Use	Not Helpful	Somewhat Helpful	Helpful	Use
511	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
www.511sd.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TTY/TDD Info Line (619) 234-5995 (Used for hearing impaired)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q12. Please let me know how satisfied or dissatisfied you are with the following aspects of MTS customer service.

Please check one box for each line:	Very Satisfied	Satisfied	Not Satisfied	Not Satisfied At All	Don't Use/N/A
Ease to get route or schedule information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of getting answers to issues or concerns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge of customer service representatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q13a. MTS has implemented a variety of projects to improve the bus and trolley system and the passenger experience and ease of use. Please let me know how satisfied you are with each of the initiatives listed below.

Please check one box for each line:	Very Satisfied	Satisfied	No Satisfied	Not Satisfied At All	Don't Use/N/A
Use mobile phone to get real time arrival for next bus or trolley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Trolley Renewal Project to rebuild stations, improve ride quality, and add low-floor trolley vehicles on the Orange and Green Lines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New Green Line routing into downtown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New Orange Line routing to Santa Fe Depot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New Blue Line routing to America Plaza	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transition for all monthly and day passes to Compass Card	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Installation of security cameras on all bus and trolley vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased number of low-floor trolleys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased number of low-floor buses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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Q13b. MTS will be completing or implement a variety of projects in the future to improve the bus and trolley system and the passenger experience and ease of use. Please let me know on the initiatives below how important you think they will be.

Please check one box for each line:	Very Important	Important	Somewhat Important	Not Important	No opinion
Real time Trolley arrival signs at all Trolley Stations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to purchase a Day Pass using your Mobile Smart Phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Future I-15 Bus Rapid Transit Routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Future Mid City Bus Rapid Transit Routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Future Mid-Coast Trolley Extension to University City/UCSD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Order up to 500 CNG (Clean Natural Gas) buses to replace old diesel buses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trolley Renewal on the Blue Line to rebuild stations, improve ride quality and introduce low floor Trolley vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q14. Which of the following are important in your decision to ride public transit? What are your TOP 3 reasons?

- ☐ No car to use for this trip
- ☐ Save money
- ☐ Price of fuel
- ☐ Price of parking
- ☐ Avoid traffic congestion
- ☐ Better for environment
- ☐ Allows me to get around and go to places I wouldn't otherwise be able to travel around due to disability.
- ☐ Do not have driver's license
- ☐ Other, please specify _____

Q15. Please indicate your level of satisfaction with the following areas of service.

Please check one box for each line:	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
MTS overall transit service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transit service in my area meets my needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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Q17. Please indicate the last school you attended. If you are a student, select which school you are currently attending. Please select only one answer.

- ☐ Middle school (6th – 8th grade)
- ☐ High school (9th – 12th grade)
- ☐ 2 Year Community college
- ☐ 4 Year College/University
- ☐ Postgraduate degree
- ☐ Trade school
- ☐ Decline to Answer

Q18. Please indicate your annual household income. Please select only one answer.

- ☐ Less than \$15,000
- ☐ \$15,000 to \$19,999
- ☐ \$20,000 to \$24,999
- ☐ \$25,000 to \$29,999
- ☐ \$30,000 to \$34,999
- ☐ \$35,000 to \$39,999
- ☐ \$40,000 to \$44,999
- ☐ \$45,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000 or more
- ☐ Decline to Answer
- ☐ Don't know

Q19. Please let me know if you have any other comments or suggestions about MTS service or projects.



MTS Customer Satisfaction Survey 2013

Q20. Please provide the following information: (The information you provide below will only be used for classification purposes or to follow up on information missing from your survey)

First Name _____

First Initial of Last Name _____

City/Town/Neighborhood: _____

ZIP/Postal Code: _____

Name of Hotel (if applicable/visitor): _____

Name of Military Base (if applicable): _____

Phone number (optional): (_____) _____ - _____

Email Address _____

Spanish Questionnaire



Sondeo de satisfacción del cliente MTS del 2013

ZONA _____ TROLLEY/AUTOBÚS _____ HORA _____ FECHA _____ ENTREVISTADOR _____

Mi nombre es _____ y yo trabajo para Luth Research, una compañía independiente de estudio de mercado aquí en San Diego. Estamos realizando un breve sondeo de parte de San Diego Metropolitan Transportation System (MTS) y pedimos su ayuda. Al contestar este sondeo de 10 minutos usted puede ayudar MTS a entender que piensa usted sobre los servicios de transporte que recibe hoy y como pueden cumplir sus expectativas en el futuro.

Pr.A. ¿Es usted un empleado de MTS?

- ☐ Sí → Gracias, pero empleados de MTS no pueden completar este sondeo
- ☐ No

Pr.B. ¿Usted ya ha participado en este estudio en el año 2013?

- ☐ Sí → Gracias, pero cada pasajero MTS solo puede completar un sondeo
- ☐ No

Pr.C. ¿En qué año nació? (año 2000 o antes)

- ☐ Yo nací en el año _____. Si nació después de 2000 → Gracias, pero los nacidos después de 2000 no se puede completar la encuesta
- ☐ Se niega a responder → Gracias, pero debe revelar su edad para completar esta encuesta.

P1. ¿Cuál es su sexo?

- ☐ Hombre ☐ Mujer

P2. ¿Cuál de los siguientes mejor describe su origen étnico? Favor de solo seleccionar uno.

- | | |
|--|--|
| <input type="checkbox"/> Hispano | <input type="checkbox"/> Afroamericano |
| <input type="checkbox"/> Asiático | <input type="checkbox"/> Isleño del Pacífico |
| <input type="checkbox"/> Blanco (no Hispano) | <input type="checkbox"/> Más de un origen étnico |
| <input type="checkbox"/> Otro, especifique _____ | |
| <input type="checkbox"/> Se niega a responder | |

P3. Retirado a propósito

Dígame sobre su viaje hoy

P4. ¿Cuales servicios tránsito ha utilizado en los últimos 3 meses, incluyendo hoy? Seleccione todos los que se aplique.

- | | |
|---|--|
| <input type="checkbox"/> Trolley Blue | <input type="checkbox"/> Antiguo Trolley |
| <input type="checkbox"/> Trolley Orange | <input type="checkbox"/> Sprinter |
| <input type="checkbox"/> Trolley Green | <input type="checkbox"/> Coaster |
| <input type="checkbox"/> Rutas de autobús, escriba HASTA 5 rutas de autobús individuales que está tomando hoy y/o más frecuentemente, p. ej. ruta 1 | |

Ruta(s) de autobús: _____

P5. ¿Cómo está pagando usted por su viaje particular hoy? Solo seleccione uno.

- | | |
|---|---|
| <input type="checkbox"/> Pase de un día (1 día) - papel | <input type="checkbox"/> Pase de jóvenes |
| <input type="checkbox"/> Pase de un día (1 día) – Compass Card | <input type="checkbox"/> Pase de semestre universitario |
| <input type="checkbox"/> Pase de varios días (2, 3, o 4 días) | <input type="checkbox"/> Pase mensual universitario |
| <input type="checkbox"/> Pase mensual | <input type="checkbox"/> Pasaje de una dirección – adulto |
| <input type="checkbox"/> Pase de 14 días | <input type="checkbox"/> Pasaje de una dirección – S/D/M |
| <input type="checkbox"/> Pase de 30 días | <input type="checkbox"/> Pase de jurado |
| <input type="checkbox"/> Pase de personas mayores (60 años de edad o más) | <input type="checkbox"/> Otro, especifique _____ |
| <input type="checkbox"/> Pase de discapacitado (discapacitado) | <input type="checkbox"/> Promoción del pasajero (amigos viajan gratis, fin de semana para la familia, otro) |
| <input type="checkbox"/> Pase de Medicare | |

P6. ¿Dónde conseguiste tu pasaje de una dirección, boleto, o pase para este viaje hoy? Solo seleccione uno.

- | | |
|---|---|
| <input type="checkbox"/> Máquina de pasajes en el autobús | <input type="checkbox"/> Transit Store – centro de San Diego |
| <input type="checkbox"/> Maquina dispensadora de boletos de Trolley | <input type="checkbox"/> Transit Store – condado norte |
| <input type="checkbox"/> En línea | <input type="checkbox"/> Proporcionado por la escuela u organización de servicio social |
| <input type="checkbox"/> Tienda Albertsons | <input type="checkbox"/> Proporcionar por el empleador |
| <input type="checkbox"/> Otro medio de pasajes | <input type="checkbox"/> Otro, especifique _____ |

P7. ¿Cuál es el propósito de cualquiera de sus viajes hoy utilizando transporte público? Seleccione todos los que se aplique.

- | | |
|-------------------------------------|--|
| <input type="checkbox"/> Trabajo | <input type="checkbox"/> Placer |
| <input type="checkbox"/> Escuela | <input type="checkbox"/> Servicio de jurado |
| <input type="checkbox"/> Compras | <input type="checkbox"/> Médico |
| <input type="checkbox"/> Convención | <input type="checkbox"/> Otro, especifique _____ |



Sondeo de satisfacción del cliente MTS del 2013

Dígame en general como usa el sistema de tránsito público MTS de San Diego.

Q8. ¿Cuál mejor describe que tan frecuentemente toma el tránsito público en San Diego? Solo seleccione uno.

- ☐ Pasajero regular (3 o más veces a la semana)
- ☐ Pasajero ocasional (1-10 veces al mes)
- ☐ Pasajero infrecuente (menos de una vez al mes)
- ☐ Nuevo pasajero (primera vez tomando transporte público en San Diego)
- ☐ Visitante – solo durante mi visita a San Diego

(P9 combinado con P4)

P10. Favor de dejarme saber cuánto está de acuerdo o no de acuerdo con las siguientes declaraciones.

Favor de escoger una opción para cada línea:	Totalmente de acuerdo	De acuerdo	En desacuerdo	Totalmente en desacuerdo	No uso/no se aplica
Rutas de MTS van a donde necesito ir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rutas de MTS ofrecen bastante frecuencia de servicio.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Centros tránsito están limpios.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
El costo de un pase o boleto es justo.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
El Compass Card es fácil de usar y recargar.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Me siento cómodo viajando con otros pasajeros.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hay suficiente espacio en los vehículos MTS para los pasajeros en sillas de rueda.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SI NO USAS LOS AUTOBUSES, FAVOR DE PASAR A LA PRÓXIMA SECCIÓN

<u>Comentarios sobre autobuses MTS</u> Favor de escoger una opción para cada línea:	Totalmente de acuerdo	De acuerdo	En desacuerdo	Totalmente en desacuerdo	No uso/no se aplica
Paradas de autobús MTS están limpias.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Autobuses de MTS que tomo yo están limpios.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Autobuses de MTS están cómodos.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Es fácil subir a los autobuses de MTS.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Los choferes de autobuses MTS son corteses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Los autobuses MTS que yo tomo siempre están a tiempo.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Los horarios de servicio de las rutas de autobuses MTS son adecuadas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SI NO USA LOS TROLLEYS, FAVOR DE PASAR A LA PRÓXIMA PREGUNTA

Comentarios sobre trolleys MTS Favor de escoger una opción para cada línea:	Totalmente de acuerdo	De acuerdo	En desacuerdo	Totalmente en desacuerdo	No uso/no se aplica
Las estaciones de trolley MTS están limpias.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Los trolleys MTS que tomo yo están limpios.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Los trolleys MTS están cómodos.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Es fácil de subir a los trolleys MTS.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bicicletas en los trolleys no interfieren con otros pasajeros.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
La seguridad aborde del trolley e inspectores de pasajes son corteses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Los trolleys MTS que yo tomo siempre están a tiempo.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Los horarios de servicio de las líneas de trolley MTS son adecuadas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

P11. Favor de dejarme sabe si usa cualquiera de las siguientes recursos de información transita y que tan útiles son.

	Uso	No uso	No es útil	Un poco útil	Útil
Rider Alert folletos abordo los vehículos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTS Moves Me hoja informativa abordo los vehículos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sitio web www.sdmts.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTS Trip Planner en www.sdmts.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTS Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MTS Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Correo electrónico con noticias sobre la renovación del trolley MTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Transit Store (Calle Primera y Broadway en el centro de San Diego)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Letreros en las estaciones de Trolley (mapa, horario, y carteleros Como Viajar)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Horarios impresos del autobús y Trolley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Uso	No uso	No es útil	Un poco útil	Útil
Letreros de información en la parada de autobús (carteleros con mapa y horario)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mapa transito regional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google Transit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mensajes de texto por teléfono móvil o la aplicación GO! MTS para teléfonos inteligentes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Uso	No uso	No es útil	Un poco útil	Útil
Información telefónica (619) 233-3004	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Info Express (619) 685-4900	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
511	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
www.511sd.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Línea informativa TTY/TDD (619) 234-5995	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

P12. Favor de dejarme saber que tan satisfecho o insatisfecho está con los siguientes aspectos de servicio al cliente de MTS.

Favor de marcar una opción para cada línea:	Muy satisfecho	Satisfecho	No satisfecho	Muy insatisfecho	No uso/no se aplica
Facilidad de obtener información sobre horario o ruta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilidad de obtener respuestas a los asuntos o preocupaciones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sabiduría de los representantes de servicio al cliente	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

P13a. MTS ha implementado una variedad de proyectos para mejorar el sistema de autobús y Trolley y la experiencia del pasajero y facilidad de uso. Favor de dejarme saber que tan satisfecho estás con cada una de las iniciativas detalladas al seguir.

Favor de marcar una opción para cada línea:	Muy satisfecho	Satisfecho	No satisfecho	Muy insatisfecho	Ninguna opinión
Usar teléfono móvil para recibir información de tiempo real sobre la llegada del próximo autobús o Trolley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
El proyecto de renovación del Trolley para reconstruir estaciones, mejorar la calidad de viajes, y añadir trenes de Trolley con piso bajo en Orange y Green Line.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nueva ruta Green Line viajando al centro de San Diego	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nueva ruta Green Line viajando a Santa Fe Depot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nueva ruta Blue Line viajando a American Plaza	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transición de todos los pases diarios y mensuales a Compass Card	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instalación de cámaras de seguridad en todos los autobuses y Trolleys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor cantidad de Trolleys con piso bajo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor cantidad de autobuses con piso bajo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

P13b. MTS estará completando o implementando una variedad de proyectos en el futuro para mejorar el sistema de autobús y Trolley y la experiencia del pasajero y facilidad de uso. Favor de dejarme saber en las iniciativas al seguir que tan importante crees que serán.

Favor de marcar una opción para cada línea:	Muy importante	Importante	Un poco importante	No importante	Ninguna opinión
Letreros con las llegadas en tiempo real en todas las estaciones del Trolley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Habilidad de comprar un pase de un día usando su teléfono inteligente	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Futuras rutas de autobús de tránsito rápido I-15	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Futuras rutas de autobús de tránsito rápido Mid-City	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Futura extensión del Trolley Mid-Coast a University City/UCSD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ordenar hasta 500 autobuses de gas natural comprimido (CNG, por sus siglas en inglés) para reemplazar los viejos autobuses de diésel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Renovación del trolley en Blue Line para reconstruir estaciones, mejorar la calidad de viaje, y brindar Trolleys con piso bajo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

P14. ¿Cuáles de los siguientes son importantes en su decisión de tomar tránsito público? Cuáles son sus 3 razones MÁS importantes?

- ☐ No tengo coche para usar en este viaje
- ☐ Ahorrar dinero
- ☐ Costo de gasolina
- ☐ Costo de estacionamiento
- ☐ Evitar congestión de tráfico
- ☐ Mejora para el medioambiente
- ☐ Me permite viajar y visitar lugares que de otra manera no pudiera visitar debido a discapacidad.
- ☐ No tengo licencia de manejo
- ☐ Otro, favor de especificar _____

P15. Favor de indicar su nivel de satisfacción con las siguientes áreas de servicio.

Favor de marcar una opción para cada línea:	Muy satisfecho	Satisfecho	Insatisfecho	Muy insatisfecho
Servicio tránsito MTS en general	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servicio tránsito en mi área satisfacer mis necesidades	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

P17. Favor de indicar la última escuela que asistió. Si eres un alumno, selecciona la escuela a la cual actualmente asistes. Favor de seleccionar solo una respuesta.

- | | |
|---|--|
| <input type="checkbox"/> Escuela secundaria (sexto-octavo año) | <input type="checkbox"/> Título de postgrado |
| <input type="checkbox"/> Escuela preparatoria (novenio-doceavo año) | <input type="checkbox"/> Instituto profesional |
| <input type="checkbox"/> Universidad comunitaria | <input type="checkbox"/> Se niega a responder |
| <input type="checkbox"/> Universidad | |

P18. Favor de indicar sus ingresos anuales. Favor de solo seleccionar una respuesta.

- ☐ Menos de \$15,000
- ☐ \$15,000 a \$19,999
- ☐ \$20,000 a \$24,999
- ☐ \$25,000 a \$29,999
- ☐ \$30,000 a \$34,999
- ☐ \$35,000 a \$39,999
- ☐ \$40,000 a \$44,999
- ☐ \$45,000 a \$49,999
- ☐ \$50,000 a \$74,999
- ☐ \$75,000 a \$99,999
- ☐ \$100,000 a \$149,999
- ☐ \$150,000 o más
- ☐ Se niega a responder
- ☐ No se

P19. Favor de dejarme saber si tiene algún otro comentario o sugerencia sobre el servicio o los proyectos de MTS.

P20. ¿Cuál es la ciudad y código postal o ubicación donde actualmente reside?

Nombre _____

Ciudad/Pueblo/Vecindad: _____

ZIP/código postal: _____

Nombre de hotel (si se aplica/visitante): _____

Nombre de base militar (si se aplica): _____

Número telefónico (opcional): (_____) _____ - _____

Appendix C: Weighting

Weighting

For this project two weighting schemes were applied, both based on basic rider demographics (age, gender and ethnicity) and one including ridership by zone.

Weighting by age, gender and ethnicity was based on three different transportation modes within the MTS system for which recent demographic data were available. These modes were bus (local & express) and trolley. Within each mode the data was weighted by age, gender and ethnicity.

For overall analysis or subgroup differences such as demographics or mode of transportation, both demographic and zone ridership weighting was applied.

To allow for comparison between the riders of the four MTS zones, a sampling scheme was implemented to achieve at least 23% of completes for each zone. This ensured that valid conclusions based on statistically significant differences could be made. For all comparisons by zone, weighting by age, gender and ethnicity was applied.

The tables below show the target weighting values for the two weighting schemes used:

Weighting scheme 1

	Zone interviewed
South Bay	27%
East County	10%
Central Urban	61%
I-15 Corridor	2%

	MTS Bus	Rail	Premium Bus
Gender			
Male	51%	56%	48%
Female	49%	44%	53%

Ethnicity			
Hispanic	41%	48%	11%
Asian	9%	5%	24%
White	27%	31%	50%
African American	16%	11%	7%
Other	8%	6%	8%

Age			
12-18	15%	12%	1%
19-24	25%	21%	4%
25-34	19%	18%	13%
35-49	22%	25%	34%
50-59	12%	13%	33%
60+	8%	11%	16%

Weighting scheme 2

Zone interviewed: No weighting

	MTS Bus	Rail	Premium Bus
Gender			
Male	51%	56%	48%
Female	49%	44%	53%

Ethnicity			
Hispanic	41%	48%	11%
Asian	9%	5%	24%
White	27%	31%	50%
African American	16%	11%	7%
Other	8%	6%	8%

Age			
12-18	15%	12%	1%
19-24	25%	21%	4%
25-34	19%	18%	13%
35-49	22%	25%	34%
50-59	12%	13%	33%
60+	8%	11%	16%

Appendix D: Rider Quotes

This appendix contains a sampling of verbatim responses from riders to the question (Q19) “Please let me know if you have any other comments or suggestions about MTS service or projects.”

Rider Quotes:

Like MTS Service/Positive

- MTS is very clean, really good service (Female, Hispanic, 60+ years old, Regular Rider (3 or more times per week))
- Service is great! (Female, Asian, 19-24 years old, Regular Rider (3 or more times per week))
- More new trolleys is nice. Service is great! (Female, White (not Hispanic), 19-24 years old, Regular Rider (3 or more times per week))
- The MTS line is good the way it is. I don't think it should have any changes done to it. (Female, Hispanic, 19-24 years old, Regular Rider (3 or more times per week))
- All drivers are nice. (Female, White (not Hispanic), 60+ years old, Regular Rider (3 or more times per week))
- Very well done job, especially in the evening. Takes away a lot of worry. The no cans on bus rule cuts down on the smell. (Male, White (not Hispanic), 50-59 years old, Regular Rider (3 or more times per week))
- Thank you for finishing 5th Ave. Station. Keep up the good work! (Female, Hispanic, 19-24 years old, Regular Rider (3 or more times per week))
- We are fortunate to have a nice system. (Female, Hispanic, 50-59 years old, Regular Rider (3 or more times per week))
- Service isn't perfect but it's not bad at all. (Male, Black/African American, 50-59 years old, Regular Rider (3 or more times per week))
- Thanks for being of great service! (Female, White (not Hispanic), 35-49 years old, Regular Rider (3 or more times per week))
- Very great service. Keep improving! (Male, Hispanic, 19-24, Regular Rider (3 or more times per week))
- Everything is fine. Service is great! (Female, White (not Hispanic), 13-18 years old, Regular Rider (3 or more times per week))
- Service is very good! The best system I've seen (Male, White (not Hispanic), 60+ years old, Regular Rider (3 or more times per week))
- The MTS is the best. I'm a native and it's never failed me. It is totally sufficient. (Male, Black/African-American, 19-24 years old, Regular Rider (3 or more times per week))
- Great service overall! (Male, Asian, 24-34 years old, Regular Rider (3 or more times per week))
- Service is awesome! I like the Compass. (Female, White (not Hispanic), 13-18 years old, Visitor)
- There are good drivers on bus 810 and 848 routes. They call out all the stops. (Male, White (not Hispanic), 25-34 years old, Regular Rider (3 or more times per week))
- Drivers are very patient with disabled passengers. (Female, White (not Hispanic), 60+ years old, Regular Rider (3 or more times per week))
- I think that San Diego transit is the best system in the Country. (Male, White (not Hispanic), 60+ years old, Regular Rider (3 or more times per week))

Extended Service – Weekends

- I hate the fact that the Blue Line is always closed on weekends (Male, Multiple Ethnicities, 19-24 years old, Regular Rider (3 or more times per week))
- Run the trolley and buses later on weekends to prevent drinking and driving (Male, White (not Hispanic), 50-59 years old, Regular Rider (3 or more times per week))
- Have longer routes 709 running on Saturdays. People need to get to work. (Male, White (not Hispanic), 25-34 years old, Regular Rider (3 or more times per week))
- You need to have the 851 to run on weekends or at least Saturdays. (Male, Hispanic, 13-18 years old, Regular Rider (3 or more times per week))
- Weekends need more frequency of service. In the evening buses only run every hour. It is unfair for people who work weekends. (Male, Hispanic, 19-24 years old, Regular Rider (3 or more times per week))
- Later service on routes 201 and 202 on weekdays and weekends would be ideal. (Female, Asian, 19-24 years old, Regular Rider (3 or more times per week))
- The 20 route needs more weekday and weekend evening service. (Male, White (not Hispanic), 25-34 years old, Regular Rider (3 or more times per week))
- The 845 and 20 service needs more times on the weekends. A 30 minute wait time would be good. (Female, Asian, Age Unknown, Regular Rider (3 or more times per week))
- Weekend service is horrible. A lot of routes don't run. People need to get to work. (Male, Ethnicity Unknown, 25-34 years old, Regular Rider (3 or more times per week))
- Weekend and holiday services are not adequate. (Male, White (not Hispanic), 35-49 years old, Regular Rider (3 or more times per week))
- Give us more buses on weekends. We need more service! (Male, White (not Hispanic), 35-49 years old, Regular Rider (3 or more times per week))
- More weekend service for the 855 route is necessary. (Female, Asian, 13-18 years old, Regular Rider (3 or more times per week))
- I wish buses and trolleys could run later and more frequent on the weekends. (Male, Hispanic, 13-18 years old, Regular Rider (3 or more times per week))
- More weekend routes for 955 and 1. (Male, Black/African American, 50-59 years old, Regular Rider (3 or more times per week))
- Get 856 on weekends running past 8:30. All lot of people get stranded. (Male, Hispanic (not White), 25-34 years old, Regular Rider (3 or more times per week))
- We don't ride much but we would appreciate some Sunday service. People have to get to church. (Female, Asian, 25-34 years old, Occasional Rider (1-10 times a month))
- Need more routes operating to and from North County on the weekends. (Male, Asian, 60+ years old, Regular Rider (3 or more times per week))
- We need more weekend routes. There are just as many people trying to get around on the weekend as they are on the week days. (Male, Hispanic, Age Unknown, Regular Rider (3 or more times per week))
- Some buses don't run that often on the weekends. For example, the #712 to South Western College. That needs to change. (Female, Black/African American, 19-24 years old, Regular Rider (3 or more times per week))

More Frequent Service

- You need to have more intervals of the 955 buses or more buses. (Male, White (not Hispanic), 35-49 years old, Regular Rider (3 or more times per week))
- You should have more buses running. (Female, Hispanic, 19-24 years old, Regular Rider (3 or more times per week))
- Would like to have more 20x buses on the route. (Male, Black/African American, 50-59 years old, Regular Rider (3 or more times per week))
- The #2 Bus needs to be revised a bit more. Please add more during peak hours in the evening times. (Hispanic, Male, 35-49 years old, Regular Rider (3 or more times per week))
- Please add one more 810 route bus for the am and pm route. I would prefer 15 to 20 minutes intervals in the morning. (Female, White (not Hispanic), 35-49 years old, Regular Rider (3 or more times per week))
- Add more frequency to route 20 (Female, White (not Hispanic), 35-49 years old, Regular Rider (3 or more times per week))
- Add more services to 810 routes and open services in Borrego Springs. (Female, Asian, 35-49 years old, Regular Rider (3 or more times per week))
- An extra pm 810 bus would be nice. (Male, Hispanic, 35-49 years old, Regular Rider (3 or more times per week))
- The 810 bus is always very full. Many buses in afternoons are standing room only. You need to add buses to schedule. (Male, White (not Hispanic), 35-49 years old, Regular Rider (3 or more times per week))
- The 834 only runs four times a day by my house on the week days. This is a problem. (Female, Hispanic, 19-24 years old, Regular Rider (3 or more times per week))
- The 202 bus can be very crowded during peak hours. We need more buses to run at these times. (Female, Asian, 19-24 years old, Regular Rider (3 or more times per week))
- Some routes in Rancho Bernardo need to run more frequently! (Female, Multiple Ethnicities, 35-49 years old, Regular Rider (3 or more times per week))
- I want the 880 to have more frequency of times. (Female, White (not Hispanic), 60+ years old, Regular Rider (3 or more times per week))
- The trolleys are too crowded, they need more frequency. (Male, Hispanic, 35-49 years old, Regular Rider (3 or more times per week))
- They need to make more frequent stops in La Jolla colony area. A lot of seniors and disabled people are in this area. The lines don't run often enough and there is no bus stop in Doyle Park. (Female, White (not Hispanic), 60+ years old, Regular Rider (3 or more times per week))

Extended Service – Early Morning/Late Night

- You guys need to continue running buses until 12 am (Female, Hispanic, 19-24 years old, Regular Rider (3 or more times per week))
- I would like you to schedule trolley arrivals late night to coincide with buses at Iris. Scheduling is horrible! (Female, White (not Hispanic), 60+ years old, Regular Rider (3 or more times per week))
- The buses & trolleys should have more after hours because I work late sometimes and I go out a lot (Female, Multiple Ethnicities, 19-24 years old, Regular Rider (3 or more times per week))
- I wish there were longer hours of service. (Male, White (not Hispanic), 60+ years old, Regular Rider (3 or more times per week))
- Buses should run a lot later for those who work late. (Female, Hispanic, 25-34 years old, Regular Rider (3 or more times per week))
- I wish there was night time service for buses from Pacific Beach to La Jolla. After the bar closes please run at least one bus. (Male, White (not Hispanic), 19-24 years old, Occasional Rider (1-10 times a month))
- There needs more 844 and 845 bus service on nights and weekends. (Male, Asian, 50-59 years old, Regular Rider (3 or more times per week))
- I feel that the 834 bus needs to run longer during the week and needs weekends and holidays service too. (Male, White (not Hispanic), 25-34 years old, Regular Rider (3 or more times per week))
- You should have bus routes 960 run earlier and later. (Male, White (not Hispanic), 35-49 years old, Regular Rider (3 or more times per week))
- Bus 13 needs to run later during the whole week (Male, Multiple Ethnicities, 25-34 years old, Regular Rider (3 or more times per week))
- Bus 44 needs to run later in the week. (Male, Hispanic, 19-24 years old, Regular Rider (3 or more times per week))
- Service in the weekdays could improve with the hours of operation. Most routes don't even run on weekends. (Female, Hispanic, 13-18 years old, Regular Rider (3 or more times per week))
- They can benefit from extending the hours of operations in the mornings and afternoons. (Female, White (not Hispanic), 50-59 years old, Regular Rider (3 or more times per week))
- The 810 should offer a trip from North County to downtown later, in the morning and downtown to North County earlier in the afternoon. It is impossible to arrive later or leave earlier with the current route times. (Female, White (not Hispanic), 25-34 years old, Regular Rider (3 or more times per week))
- Extra buses and trolleys should run at night until at least 2am and lower compass card price. Route 13 needs to run later! (Male, Hispanic, 25-34 years old, Regular Rider (3 or more times per week))
- Trains should run every night, all night; also the 7, 920, and 20 buses. All night have those buses running. (Male, Black/African American, 35-49 years old, Regular Rider (3 or more times per week))
- Trolleys should run earlier and stop a lot later for people that work (Male, Black/African American, 25-34 years old, Regular Rider (3 or more times per week))
- It would also be very nice to add one more late night #20 & #120 bus from Kearny Mesa to downtown. (Male, White (not Hispanic), 50-59 years old, Regular Rider (3 or more times per week))

More Security

- There should be more security inside trolleys (Female, Hispanic, 35-49 years old, Regular Rider (3 or more times per week))
- There should be more enforcement on the trolley at all times. There should always be at least one per car and more at busier trolley stations (Female, White (not Hispanic), 35-49 years old, Regular Rider (3 or more times per week))
- We need to have the cameras monitored by local police so they are aware of what is happening. (Male, Black/African American, 25-34 years old, Regular Rider (3 or more times per week))
- More security is necessary for east county stops. There is not enough. (Male, White (not Hispanic), 25-34 years old, Regular Rider (3 or more times per week))
- There needs to be more security on Friday and Saturday nights. (Male, White (not Hispanic), 25-34 years old, Regular Rider (3 or more times per week))
- I don't like to ride the trolley at night sometimes. It can be scary if there is no security around at the trolleys. (Female, Hispanic, Age Unknown, Regular Rider (3 or more times per week))
- There's crazy people at night on the trolleys. They should have more security. (Female, Hispanic, 319-24 years old, Infrequent Rider (Less than once a month))
- There needs to be more trolley police when bums are bugging me!!! (Female, Black/African American, 25-34 years old, Regular Rider (3 or more times per week))
- There needs to be more security at night when the crazy people come out!!! (Male, Black/African American, 19-24 years old, Regular Rider (3 or more times per week))
- Please beef-up security on the Orange line service. (Male, White (not Hispanic), 19-24 years old, Regular Rider (3 or more times per week))
- We need to have more security!! (Female, Hispanic, 19-24 years old, Occasional Rider (1-10 times a month))
- Please remove the graffiti and add more security (Male, Hispanic, 50-59 years old, Regular Rider (3 or more times per week))
- There needs to be more security at the bus stops. (Male, Black/African American, 25-34 years old, Regular Rider (3 or more times per week))

Ensure Buses Are On Time

- Route 11 is very long and is late a lot. (Female, White (not Hispanic), 35-49 years old, Regular Rider (3 or more times per week))
- Buses are not always on time. (Female, White (not Hispanic), 25-34 years old, Regular Rider (3 or more times per week))
- Buses never come on time! (Female, White (not Hispanic), 50-59 years old, Regular Rider (3 or more times per week))
- Trolleys are always late, especially on weekends. (Male, Black/African American, 35-49 years old, Regular Rider (3 or more times per week))
- Routes 815/816 are consistently late in all directions. (Female, White (not Hispanic), 50-59 years old, Regular Rider (3 or more times per week))
- Drivers need to be more sensitive to the time tables. I rely on MTS to get to work on time. (Male, White (not Hispanic), 35-49 years old, Regular Rider (3 or more times per week))

- I want more stable bus arrivals and departures. (Female, Black/African American, 25-34 years old, Regular Rider (3 or more times per week))
- The 880 bus should be on time. It never is. (Female, White (not Hispanic), 35-49 years old, Regular Rider (3 or more times per week))
- Trolley services are good but bus routes are late a lot and drivers are mean. (Female, Hispanic, 19-24 years old, Regular Rider (3 or more times per week))
- Buses need to be on time every day not just on the weekends. (Male, Black/African American, 25-34 years old, Regular Rider (3 or more times per week))
- Please be more mindful. People have to be on time. (Female, Black/African American, 25-34 years old, Regular Rider (3 or more times per week))
- Bus #5 is always late after 4pm (Female, Hispanic, 50-59 years old, Occasional Rider (1-10 times a month))
- You need to work on bus promptness and schedule (Male, White (not Hispanic), 60+ years old, Regular Rider (3 or more times per week))
- The 3 bus route is never on time. (Female, White (not Hispanic), 60+ years old, Regular Rider (3 or more times per week))
- I've been late to work 4 times because of the bus drivers. (Male, Black/African American, 19-24 years old, Regular Rider (3 or more times per week))
- Bus is very slow. Sometimes it's late. (Female, Hispanic, 35-49 years old, Regular Rider (3 or more times per week))
- The buses are always late. There should be notification of late arrivals. (Female, Black/African American, Age Unknown, Regular Rider (3 or more times per week))
- The 880 is always late because of traffic or because of breakdowns. (Female, Hispanic, 35-49 years old, Regular Rider (3 or more times per week))

Rude/Unfriendly Operators

- Some drivers roll past you, even when you're at the bus stop. They need to stop! (Male, White (not Hispanic), 50-59 years old, Regular Rider (3 or more times per week))
- You have to work on bus driver attitudes. They need to have more compassion for women with strollers. (Female, Hispanic, 35-49 years old, Regular Rider (3 or more times per week))
- Drivers are mean sometimes! (Male, White (not Hispanic), 50-59 years old, Regular Rider (3 or more times per week))
- Why do all these bus drivers have attitudes! (Female, Black/African American, 19-24 years old, Occasional Rider (1-10 times a month))
- The #7 drivers are rude sometimes (Female, Black/African American, 35-49 years old, Regular Rider (3 or more times per week))
- Bus driver wouldn't let me in before departing and was really rude about it. (Male, Hispanic, 19-24 years old, Regular Rider (3 or more times per week))
- Trolley operator wouldn't open the door when my foot was stuck on it. I yelled and he continued to go until it came out by itself. (Female, Hispanic, 60+ years old, Regular Rider (3 or more times per week))
- Drivers don't treat everyone equally and with respect. (Male, White (not Hispanic), 50-59 years old, Regular Rider (3 or more times per week))

- Bus drivers are usually very rude about my questions. (Male, Asian, 35-49 years old, Regular Rider (3 or more times per week))
- Majority of buses drivers are not courteous, I would recommend customer care/relations for all drivers. Some drivers roll past you, even when you're at the bus stop. They need to stop! (Male, White (not Hispanic), 50-59 years old, Regular Rider (3 or more times per week))
- Some bus drivers are rude. They see you by the stop sign and they don't stop. (Female, Hispanic, 35-49 years old, Regular Rider (3 or more times per week))
- The 833 bus driver leaves customers at bus stops, on the weekdays. No warning, she just takes off. She is very rude to seniors & the youth. (Male, Black/African American, 19-24 years old, Regular Rider (3 or more times per week))
- The bus driver on 709 was being very rude to a young boy and left behind another girl. Some drivers roll past you, even when you're at the bus stop. They need to stop! (Male, White (not Hispanic), 25-34 years old, Regular Rider (3 or more times per week))
- The 929 buses are terrible. The drivers don't wait till you sit down before driving off. (Female, Asian, 60+ years old, Regular Rider (3 or more times per week))
- The driver made me walk back to Albertsons to verify my compass card. (Female, Asian, 35-49 years old, Regular Rider (3 or more times per week))
- Get nicer drivers especially on bus #932 and nicer trolley securities as well. (Male, Black/African American, 19-24 years old, Regular Rider (3 or more times per week))
- The #929 drivers are mean sometimes!! (Male, Black/African American, 19-24 years old, Regular Rider (3 or more times per week))
- Bus drivers should be courteous enough to stop if they see people coming towards the bus stop. (Female, Hispanic, 25-34 years old, Regular Rider (3 or more times per week))
- Some bus drivers on #929 in the morning are mean. (Male, White (not Hispanic), 35-49 years old, Regular Rider (3 or more times per week))

More Rapid Transit Routes

- There needs to be more express buses out there. (Male, Black/African American, 35-49 years old, Regular Rider (3 or more times per week))
- A mid-city trolley would be great. I wish there were tighter connections for the 845, 880, and 810 bus routes. (Male, Asian, 25-34 years old, Regular Rider (3 or more times per week))
- Some of the connections could be more efficient. (Male, White (not Hispanic), Age Unknown, Regular Rider (3 or more times per week))
- An express bus to Mission Valley from Rancho Bernardo would be nice. (Male, White (not Hispanic), 35-49 years old, Regular Rider (3 or more times per week))
- An express bus up to the veteran's hospital would be a great idea (Male, Hispanic, 19-24 years old, Regular Rider (3 or more times per week))
- You need to make routes faster! (Male, Hispanic, 19-24 years old, Regular Rider (3 or more times per week))

Bus/Trolley Stops Should Be Cleaner

- Some bus stations are dirty. (Female, Hispanic, 25-34 years old, Regular Rider (3 or more times per week))
- Clean up the stations and put out more trash bins, etc. (Female, Hispanic, 25-34 years old, Regular Rider (3 or more times per week))
- Make sure trolleys are clean because stations are dirty. (Male, Hispanic, 50-59 years old, Regular Rider (3 or more times per week))
- Make sure there are no homeless people running around the stops. Cleanliness is important so you should have cleanup crews at the stops. (Male, White (not Hispanic), 60+ years old, Regular Rider (3 or more times per week))
- You need to have cleaner stations! (Female, Black/African American, 25-34 years old, Regular Rider (3 or more times per week))
- Some bus stops are clean, others are not. (Female, White (not Hispanic), 50-59 years old, Regular Rider (3 or more times per week))
- Blue line trolleys and their stations are dirty. (Male, Hispanic, 25-34 years old, Regular Rider (3 or more times per week))

More Bus Routes

- Overall, I wish transit afforded for more inter-county connections and shared transfer connections to other counties (Female, White (not Hispanic), Age Unknown, Occasional Rider (1-10 times a month))
- Mission Gorge needs more routes. I have to walk too far to a route. (Female, Asian, 25-34, Regular Rider (3 or more times per week))
- You should put in more mid-city routes. (Female, White (not Hispanic), 19-24 years old, Regular Rider (3 or more times per week))
- There needs to be more routes running between University & Del Mar (Male, White (not Hispanic), 60+ years old, Regular Rider (3 or more times per week))
- There should be more routes in the Santee area. (Female, White (not Hispanic), 35-49 years old, Regular Rider (3 or more times per week))
- Please create routes that go to Carlsbad (Female, Asian, 35-49, Regular Rider (3 or more times per week))
- They should have more routes in San Ysidro in the west side. (Female, Hispanic, 25-34 years old, Regular Rider (3 or more times per week))
- It would be extremely nice to have more service along I-15. (Male, White (not Hispanic), 50-59 years old, Regular Rider (3 or more times per week))
You need more routes going from North County into UTC and Downtown (Female, White (not Hispanic), 19-24 years old, Regular Rider (3 or more times per week))