



2014 Metro Transit Rider Survey

FINAL REPORT 2.15.2015

Table of Contents

Overview	3
Executive Summary	7
In-Depth Findings	20
Bus	21
Bus Trends	83
Light Rail	115
Light Rail Trends	173
Northstar	222
Survey Instruments	263

Overview

Background

Metro Transit conducts a biennial survey with their current riders in order to identify rider's perceptions, attitudes and behaviors and measure how those may change over time. Metro Transit completed the 16th wave of the Rider Survey in November 2014. This biennial research project was initiated in 1993 and is overseen by Metro Transit's Customer Service and Marketing departments. It is fielded to measure system-wide customer service and satisfaction levels. The research quantifies the opinions and perceptions of customers, measures the effectiveness of existing service and communication programs, and helps to determine the elements of Metro Transit's service which are most important to customers.

Each wave of research consists of separate bus, light rail and Northstar surveys. Herein are comparative reports outlining Metro Transit's performance relative to previous years of ridership.

Overview: Goals

Goal: *To understand the Metro Transit Rider for ongoing success.*

The primary objective is to conduct a comprehensive survey that captures the three audiences: bus riders, light rail riders and Northstar riders, to gauge usage patterns and commute behavior, what triggered public transit usage and behavioral metrics.

Additional goals include:

- Identify and segment the existing customer base
- Track changes in satisfaction scores year over year
- Measure current commute behavior
- Understand opportunities to grow usage and gain additional riders

Overview: Methodology

Methodology

Metro Transit and Clarity Coverdale Fury began the 2014 Rider Survey process by reviewing the 2012 survey results and the current state of Metro Transit services. The 2014 survey was then revised to reflect the previous wave's findings and current conditions to create a survey that is relevant and still provides an opportunity for year-over-year analysis.

Each survey was a 3-page 8½ X 11 booklet with a prepaid mail-back option. Surveys were available online and web links were provided on the printed surveys. Participation was limited to English versions only.

Surveys were distributed on Wednesday, November 5th, Thursday, November 6th and Sunday, November 9th, 2014 and the final collection day was November 30th. Once collected, the surveys were scanned and subsequently analyzed.

Number of surveys collected exceeded those from the 2012 Rider Survey for bus and LRT but were lower for Northstar. These numbers provide for excellent statistical reliability to compare wave to wave.

Return Rates:

Bus: 32% (Distributed 17,000, collected 5,461)

Light Rail: 46% (Distributed 12,100, collected 5,550)

Northstar: 38% (Distributed 1,300, collected 493)

Overview: Weighting

Weighting the bus sample

Weighting was conducted on the 2014 bus sample to account for non-response bias that occurred during data collection. Specifically, differential response rates among local vs. express and rush vs. non-rush riders. This was done to ensure that sample proportions were balanced with known population proportions. Similar non-response bias has been identified in other bus surveys.

All 2014 bus findings included in this report are based on weighted data. Additional documentation of the weighting process conducted is provided later in this report.

The confidence level for statistical testing in this report is set to 0.05 (5%).

Executive Summary

Metro Transit’s corporate mission is supported by guiding principles. These data represent how Metro Transit delivers on the principles as determined by their riders. Metro Transit principles mean scores are based upon respondent ratings of Metro Transit performance on the attributes listed below. Ratings are based on a five-point scale (1 being unacceptable and 5 being excellent). In 2014, “accessibility” was added to the Ride composite score.

Metro Transit Principles	2014 Mean Scores*	2012 Mean Scores*	2010 Mean Scores
Service Excellence	4.15	4.15	4.05
Route/Reliability	3.94	3.96	-
Ride	4.02	3.96	-
Facilities	3.50	3.64	-
Safety	3.98	3.94	4.11
Environmental Responsibility	4.05	4.02	4.07
Financial Responsibility	4.25	4.23	4.19

Service Excellence

- Overall rating of Metro Transit service

Route/Reliability

- Hours of operation for transit service meet my needs
- Routes go where I need to go
- Total travel time is reasonable
- Reliability – service is on schedule
- Information at bus stops
- Availability of the route map and schedule
- Routes and schedules are easy to understand

Facilities

- Shelter conditions/cleanliness

Ride

- Transferring is easy
- Vehicles are clean
- Vehicles are comfortable
- Availability of seats
- *Accessibility*

Safety

- Personal safety while waiting
- Personal safety while riding

Environmental Responsibility

- Vehicles are environmentally friendly

Financial Responsibility

- Paying my fare is easy
- Value for the fare paid
- Fares are easy to understand

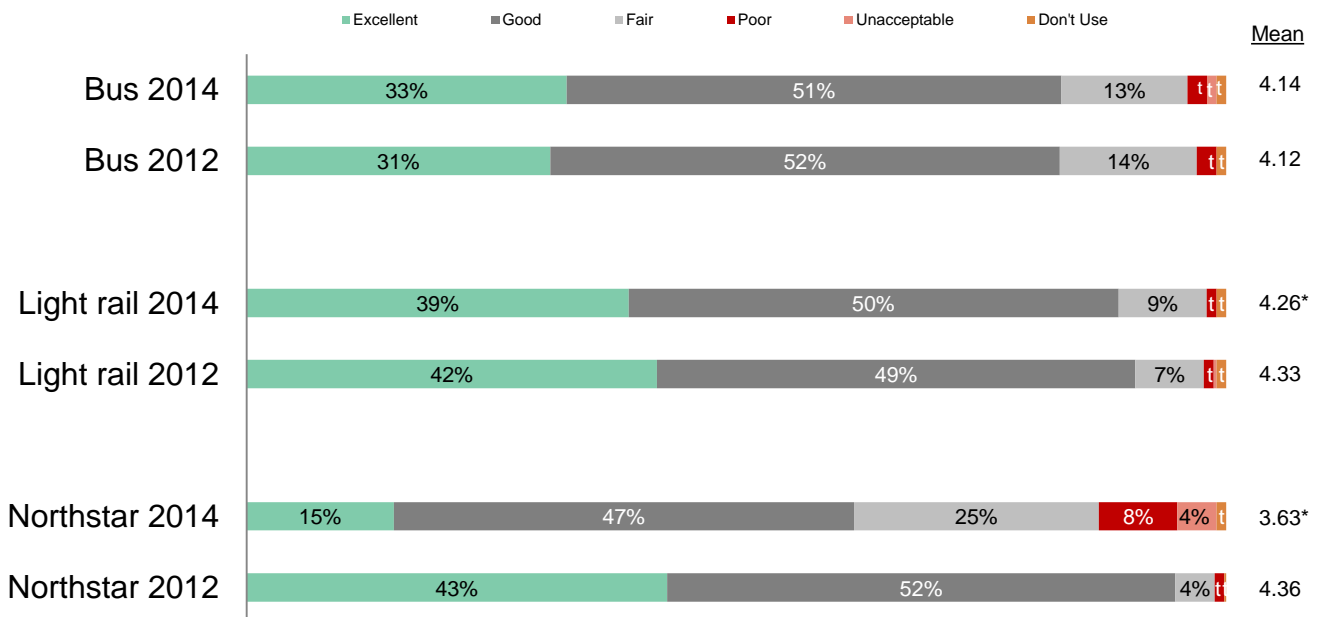
Note: 2014 and 2012 bus based on weighted data

Overall Satisfaction with Service

Overall satisfaction with LRT and Northstar have declined

- Overall satisfaction with service for Northstar riders has dropped dramatically since 2012.
- Overall rating for Metro Transit service is marginally, but significantly, lower for LRT riders.
- Overall satisfaction with service for bus riders has remained stable compared to 2012 levels.
- Satisfaction levels are highest for LRT riders followed by bus and Northstar.

Satisfaction with service



Note: 2014 and 2012 bus based on weighted data

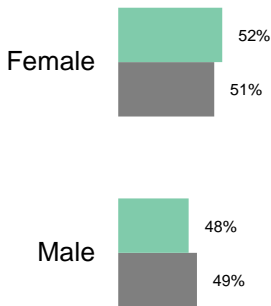
*Statistically significant difference 2014 to 2012
t Denotes 2% or less

Q: Overall rating of Metro Transit service?

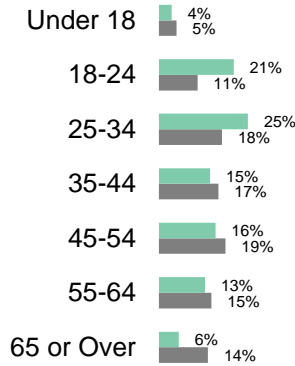
Comparing Census to Riders*

ALL MODES

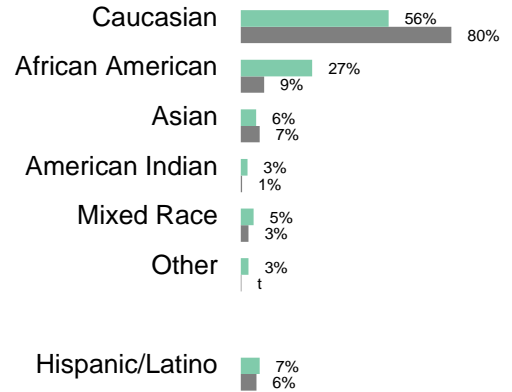
Gender



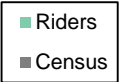
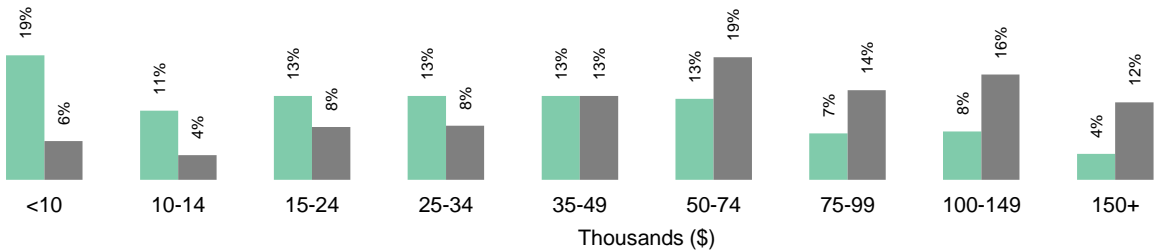
Age



Race



Household Income



*Results based on weighted bus data and unweighted light rail and Northstar data. Modes are scaled to represent proportional rider volume. Source: U.S. Census Bureau: 2013 American Community Survey 2011-2013 (Twin Cities Region – 7 County)

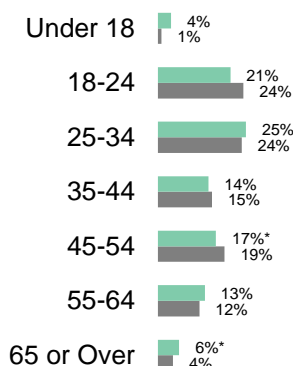
Bus Rider Snapshot



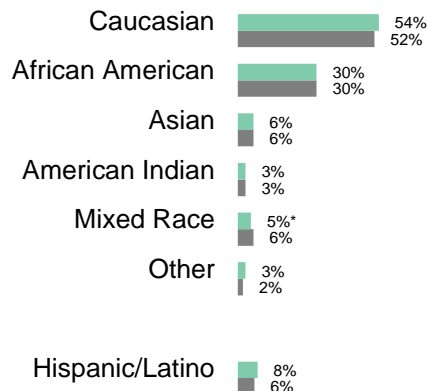
Demographics

- Top zip code origins: 55407, 55404, 55106, 55411
- Top zip code destinations: 55402, 55404, 55101, 55403
- Half of riders are under 35 and 65+ is increasing
- Nearly half of riders are non-white.
- Annual HH income has remained stable since 2012 apart from a drop for those making less than \$10K
- 52% female

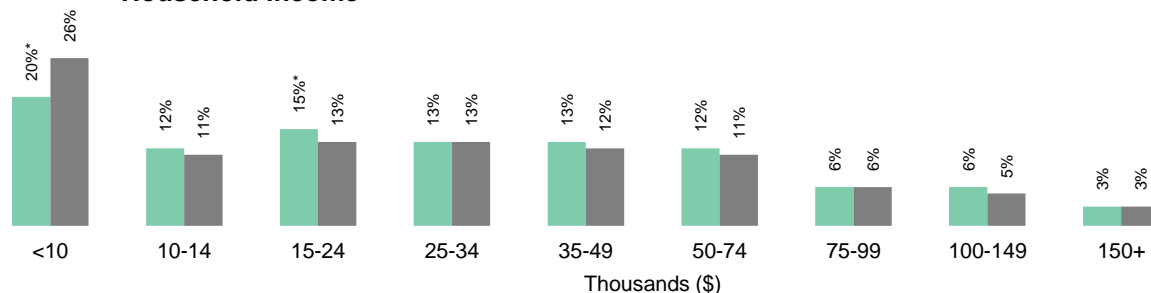
Age



Race



Household Income



* Statistically significant difference 2014 to 2012



RIDERSHIP

- Majority (54)% ride on both weekdays and weekends.
- Nearly three-quarters ride at least five times a week (74%).
- Work is the primary trip purpose (56%), followed by shopping/errands (21%) and school (17%).
- 52% have no working automobiles available for use.
- The demographic and attitudinal profile of local riders is significantly different than that of express riders.

INFLUENCES

- 29% report their employer or an organization they are involved with offer transit passes, and of those, 57% cover part of the cost.
- Friends, family and coworkers (33%), school (19%), new home/work location (17%) and unreliable personal transportation (17%) are the top influences to first try transit.

PREFERENCES

- For 45%, living or working close to transit is the main reason for using transit, followed by saving money on parking (38%).
- 46% use metrotransit.org as their most popular source for transit information with the primary features being route/schedule pages and Trip Planner.
- 78% use Go-To technology to pay their fare.

METRO TRANSIT RATINGS

High Correlation, High Performance

- Accessibility
- Transferring is easy
- Value for the fare paid
- Drivers operate vehicles in a safe and responsible manner

High Correlation, Lower Performance

- Total travel time is reasonable
- Reliability – service is on schedule
- In addition, personal safety while riding, courteous drivers, routes go where I need to go, vehicles are comfortable, hours of operation meet my needs and personal safety while waiting warrant attention.

Note: Bus data are weighted

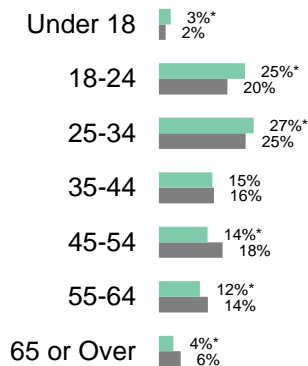
Light Rail Rider Snapshot



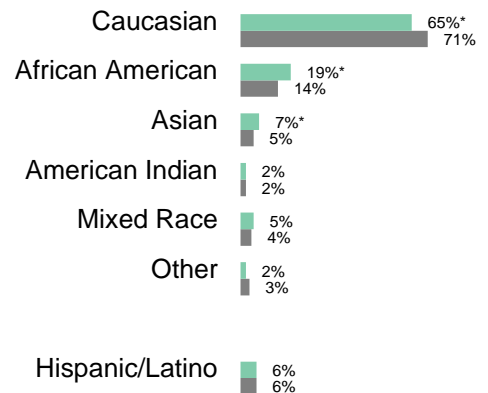
Demographics

- Top zip code origins: 55406, 55417, 55407, 55404
- Top zip code destinations: 55402, 55401, 55425
- Increase in younger riders (18-34) since 2012
- Number of non-white riders is higher than 2012
- Annual HH incomes remain stable since 2012
- 52% female

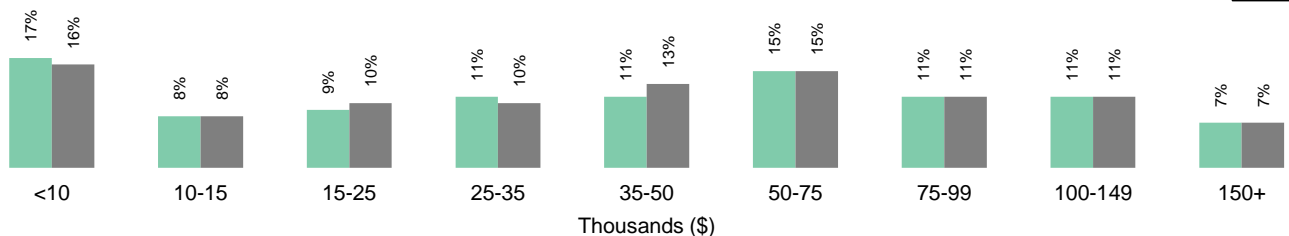
Age



Race



Household Income



* Statistically significant difference 2014 to 2012



RIDERSHIP

- 52% ride LRT on weekdays and 39% ride on both weekdays and weekends.
- Most ride during rush hour (69%).
- Riding LRT five days a week is most common (36%), 66% ride four to seven days a week.
- Work is the primary trip purpose (53%), followed by school (16%) and shopping/errands (15%).
- 34% have no working automobiles available for use.
- 13% use Park & Ride.

INFLUENCES

- 38% report their employer or an organization they are involved with offer transit passes, and of those, 59% cover part of the cost.
- Friends, family and coworkers (25%), school (24%), and moved locations (21%) are the top influences to first try transit.

PREFERENCES

- For over half (51%), living or working close to transit is the main reason for using transit, followed by saving money on parking (48%).
- Half (50%) use metrotransit.org as their primary source for transit information with the primary features being trip planner and route/schedule pages.
- 77% of riders use Go-To technology to pay their fare.

METRO TRANSIT RATINGS

High Correlation, High Performance

- Transferring is easy
- Value for fare paid
- Hours of operation for transit service meet my needs
- Vehicles are environmentally friendly

High Correlation, Lower Performance

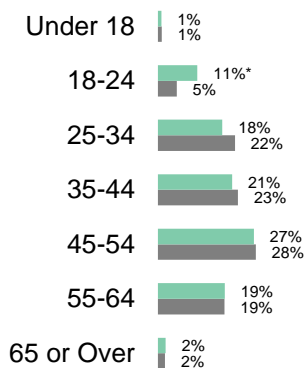
- Total travel time is reasonable
- Reliability – service is on schedule
- In addition, personal safety while waiting and vehicles are clean warrant attention.



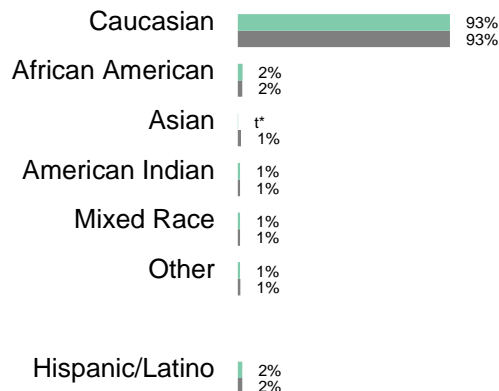
Demographics

- Top zip code origins: 55303, 55330, 55309
- Top zip code destinations: 55402, 55403, 55401
- Age of young adult riders (18-24) has increased significantly since 2012.
- Race and ethnicity of riders has remained unchanged since 2012.
- Annual HH income remains relatively stable since 2012.
- 56% female

Age

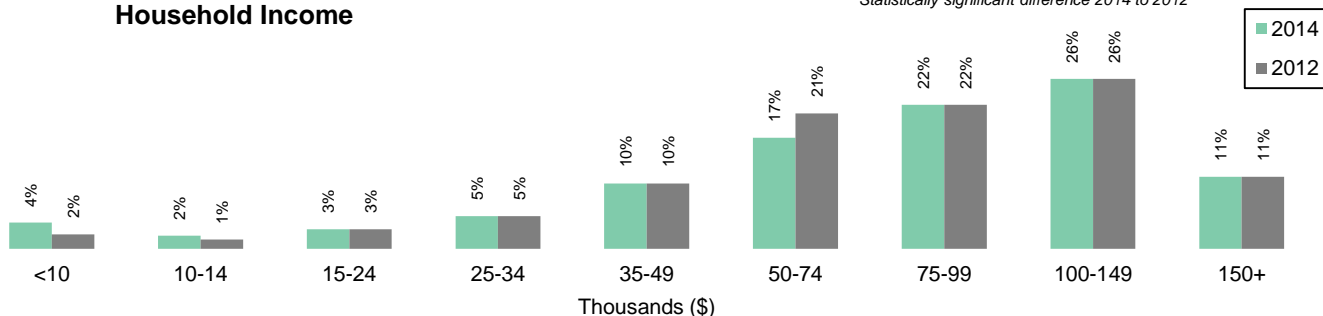


Race



^t Denotes less than 1%
* Statistically significant difference 2014 to 2012

Household Income



RIDERSHIP

- 89% ride Northstar on weekdays and 7% ride on both weekdays and weekends.
- Over three-fifths ride Northstar five times a week (62%), with 80% riding at least four times a week.
- Work is the primary trip purpose (85%), with school (8%) a distant second.
- Only 7% have no working automobiles available for use.
- Nearly two-thirds (65%) would drive alone if Northstar was not available.
- Over three-fourths (76%) use Park & Ride.

INFLUENCES

- 63% report their employer or an organization they are involved with offer transit passes, and of those, 67% cover part of the cost.
- Moved home or job location (39%) and rising fuel or prices/auto expenses (24%) are the top influences to first try transit.

PREFERENCES

- For 77%, avoiding stress of driving and saving money on gas/auto expenses (76%) are the main reason for using transit.
- Over half (53%) use metrotransit.org as their primary source for transit information with the primary features being route/schedule pages, manage Go-To cards and trip planner.
- 88% of riders use Go-To technology to pay their fare.

METRO TRANSIT RATINGS

High Correlation, High Performance

- Vehicles are comfortable
- Vehicles are environmentally friendly

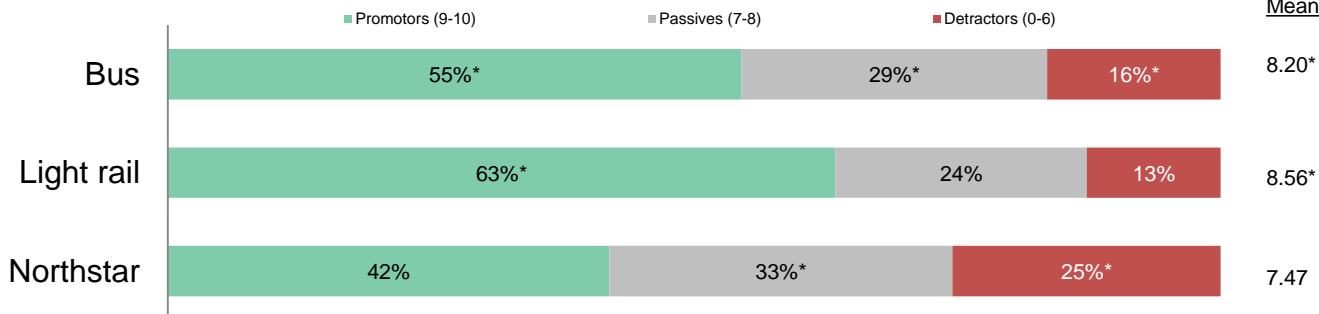
High Correlation, Lower Performance

- Total travel time is reasonable
- Reliability – service on schedule
- Value for the fare paid
- Information at stations
- Availability of seats
- PA announcements on trains
- PA announcements at stations
- Hours of operation for transit service meet my needs

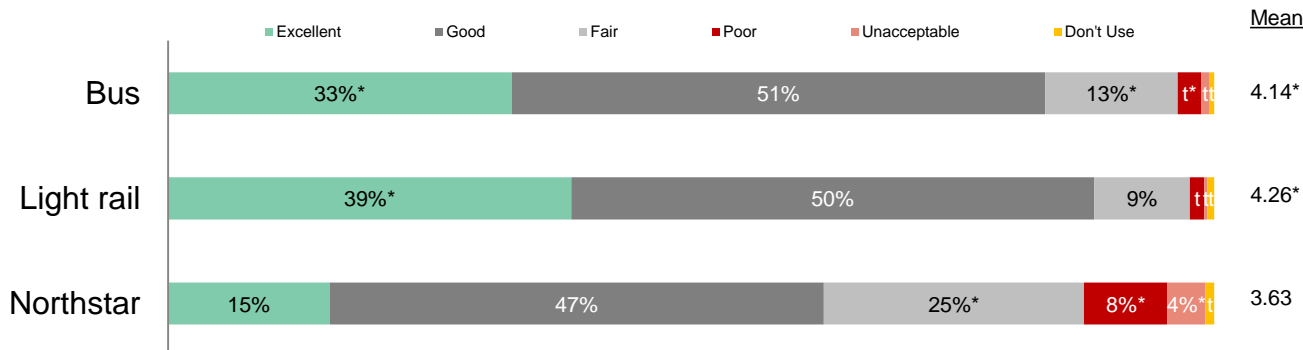
Satisfaction with Metro Transit by Mode

ALL MODES

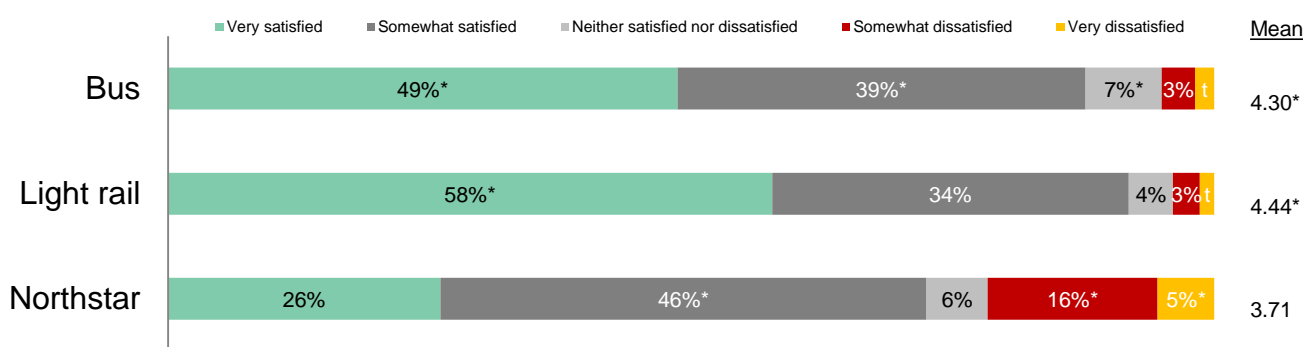
Likelihood to recommend



Satisfaction with service



Satisfaction with experience



Note: Bus based on weighted data
 * Denotes statistically significant difference
 t Denotes 2% or less

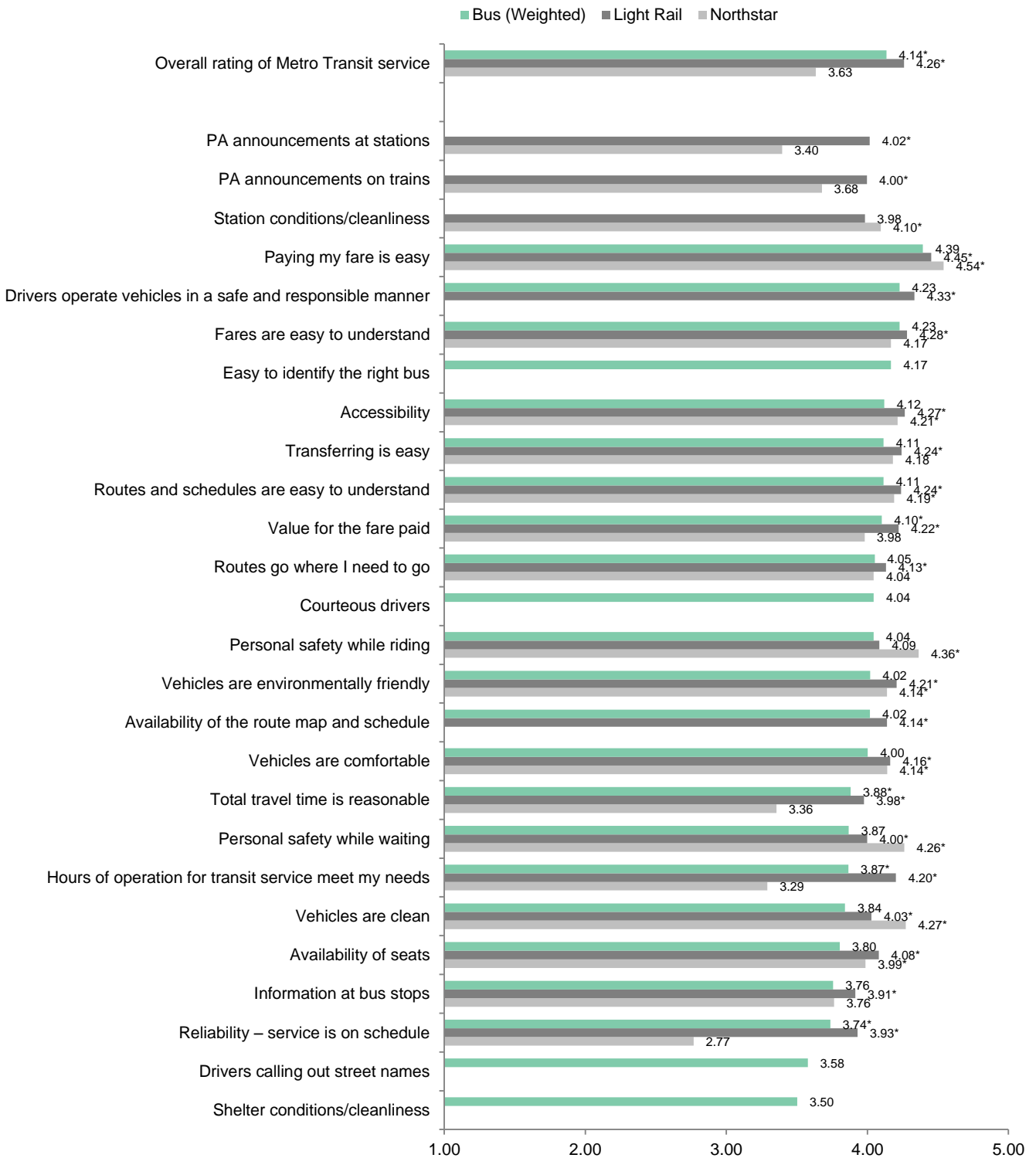
Q: How likely is it that you would recommend Metro Transit to a friend or colleague? N=5,139 (Bus), 5,269 (Light Rail), 479 (Northstar)

Q: Overall rating of Metro Transit service? N=4,975 (Bus), 5,041 (Light Rail), 466 (Northstar)

Q: Overall, how satisfied are you with your Metro Transit experience? N=5,110 (Bus), 5,230 (Light Rail), 480 (Northstar)

Performance Ratings by Mode

ALL MODES

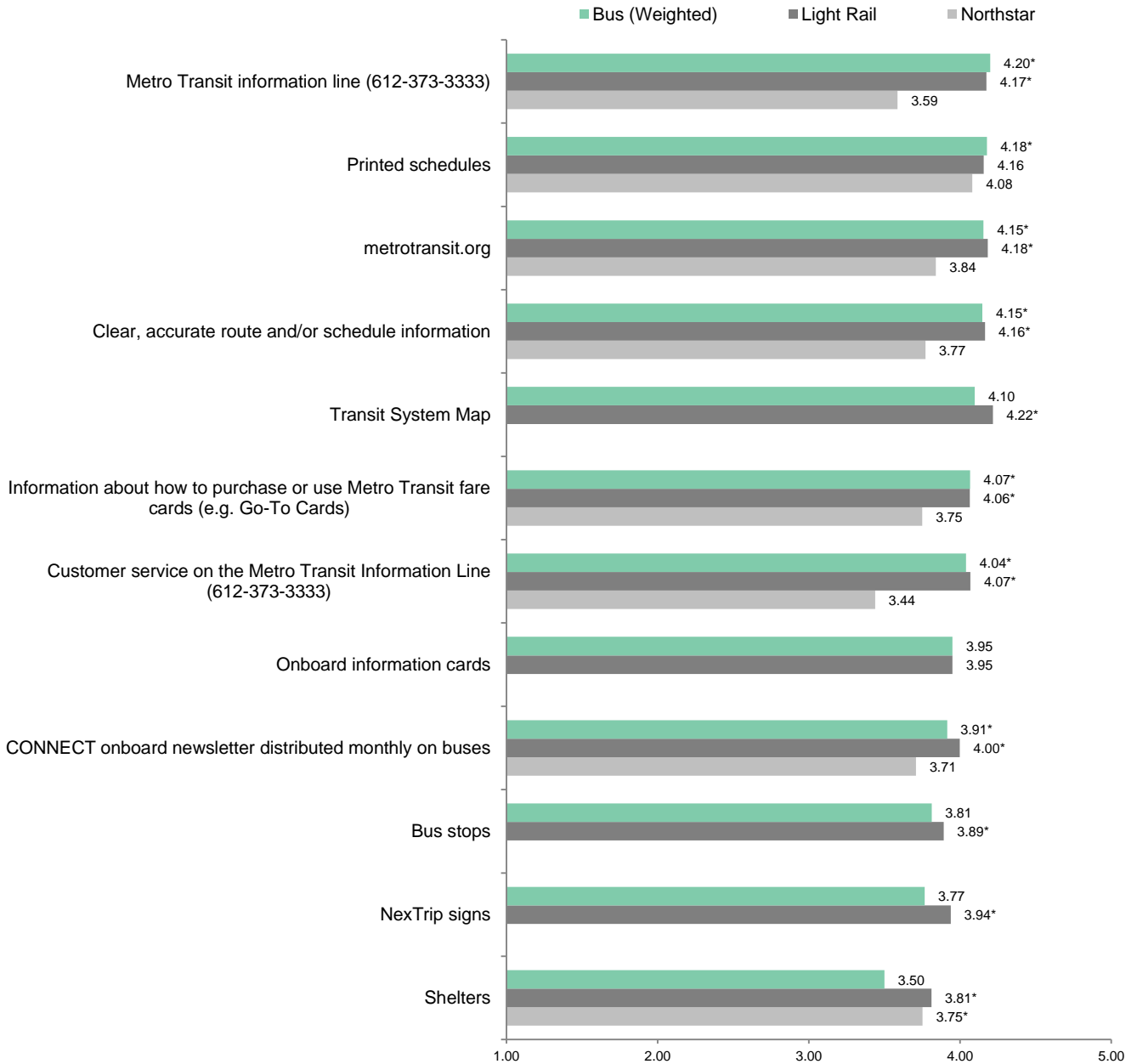


* Statistically significant difference

Q: Please rate Metro Transit's performance on the following elements of service:

Communication Ratings by Mode

ALL MODES



* Denotes statistically significant difference

Q: Please rate how well we are communicating with you in the following areas by providing:

Performance Areas	OVERALL	Express	Local	Rush	Non-Rush
Total travel time is reasonable	High	Moderate	High	High	High
Personal safety while riding	Moderate		Moderate	Moderate	
Accessibility					
Transferring is easy					
Value for the fare paid					
Courteous drivers	Moderate		Moderate		
Drivers operate vehicles in a safe and responsible manner					
Routes go where I need to go	Moderate		Moderate	Moderate	
Vehicles are comfortable	Moderate	High	Moderate	High	
Reliability – service is on schedule	High	High	Moderate	High	
Hours of operation for transit service meet my needs	Moderate	Moderate	High	Moderate	High
Personal safety while waiting	Moderate	Moderate	Moderate		High
Easy to identify the right bus					
Availability of the route map and schedule				Moderate	Moderate
Routes and schedules are easy to understand					
Vehicles are environmentally friendly					
Vehicles are clean				High	
Availability of seats		High			
Drivers calling out street names					
Fares are easy to understand					
Information at bus stops					
Shelter conditions/cleanliness				High	
Paying my fare is easy					

N=538 – 4,726

High = Mean of 0 – 3.99 and Importance of 101 to 150

Moderate = Mean of 4.00 – 4.05 and Importance of 101 to 150 OR Mean of 0 – 3.99 and Importance of 100

Note: 2014 bus based on weighted data

Performance Areas	OVERALL	Blue Line	Green Line
Total travel time is reasonable	High		High
Reliability – service is on schedule	High	High	High
Personal safety while waiting	Moderate	Moderate	High
Transferring is easy			
Value for the fare paid			
Hours of operation for transit service meet my needs			
Personal safety while riding		Moderate	
Vehicles are clean	Moderate	Moderate	
Vehicles are environmentally friendly			
Accessibility			
Routes and schedules are easy to understand			
Vehicles are comfortable			
Availability of seats		High	
Fares are easy to understand			
Drivers operate vehicles in a safe and responsible manner			
Availability of the route map and schedule			
Routes go where I need to go			
Information at bus stops			
Station conditions/cleanliness			
Paying my fare is easy			
PA announcements at stations			
PA announcements on trains			

N=1,051 – 2,361

High = Mean of 0 – 3.99 and Importance of 101 to 150

Moderate = Mean of 4.00 – 4.05 and Importance of 101 to 150 OR Mean of 0 – 3.99 and Importance of 100

Performance Areas	OVERALL
Total travel time is reasonable	High
Reliability – service is on schedule	High
Value for the fare paid	High
Information at stations	High
Vehicles are comfortable	
Availability of seats	High
Vehicles are environmentally friendly	
PA announcements on trains	High
PA announcements at stations	High
Hours of operation for transit service meet my needs	High
Personal safety while riding	
Vehicles are clean	
Transferring is easy	
Routes go where I need to go	
Routes and schedules are easy to understand	
Station conditions/cleanliness	
Accessibility	
Fares are easy to understand	
Personal safety while waiting	
Paying my fare is easy	

N=461-476

High = Mean of 0 – 3.99 and Importance of 101 to 150

Moderate = Mean of 4.00 – 4.05 and Importance of 101 to 150 OR Mean of 0 – 3.99 and Importance of 100



In-Depth Findings

Bus

Bus Rider Surveys

DISTRIBUTED SURVEYS

Total Distributed	17,000
-------------------	--------

COMPLETED RETURNS

Total Collected	5,461 (32%)
-----------------	-------------

Collected	3,853
-----------	-------

Mail Returns:	851
---------------	-----

Online:	286
---------	-----

Intercepts:	471
-------------	-----

Weighting the bus sample

Weighting was conducted on the bus sample to account for non-response bias that occurred during data collection. Specifically, differential response rates among local vs. express riders and rush vs. non-rush riders. This was done to ensure that sample proportions were balanced with known population proportions.

Weight class variables were created based on survey data and route information. Missing data was recoded using discriminant analysis for the rush/non-rush variable and the modal value for the express/local variable. The table below provides the breakout for the known population proportions, sample, missing data and weights.

	Population	Sample	Imputed	Weighted Sample
<u>Service</u>				
Rush	43.2%	65.5%	77.5%	43.0%
Non-rush	56.8%	15.2%	21.9%	56.4%
Spec.				
Evts		0.5%	0.6%	0.6%
Missing		18.7%	0.0%	
Total	100.0%	99.9%	99.9%	100.0%
	Population	Sample	Imputed	Weighted Sample
<u>Service</u>				
Express	12.2%	45.5%	45.5%	12.9%
Local	87.8%	48.6%	54.5%	87.1%
Missing		5.9%	0.0%	
Total	100.0%	100.0%	100.0%	100.0%

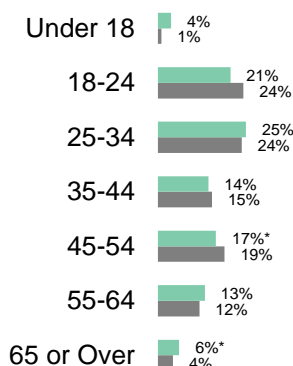
Bus Rider Snapshot



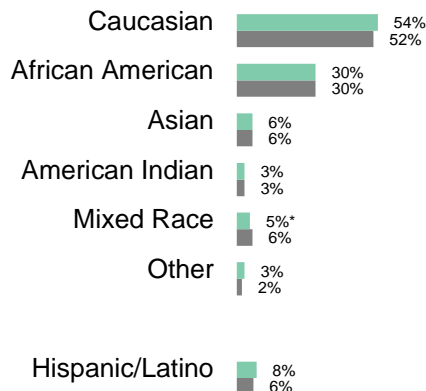
Demographics

- Top zip code origins: 55407, 55404, 55106, 55411
- Top zip code destinations: 55402, 55404, 55101, 55403
- Half of riders are under 35 and 65+ is increasing
- Nearly half of riders are non-white.
- Annual HH income has remained stable since 2012 apart from a drop for those making less than \$10K
- 52% female

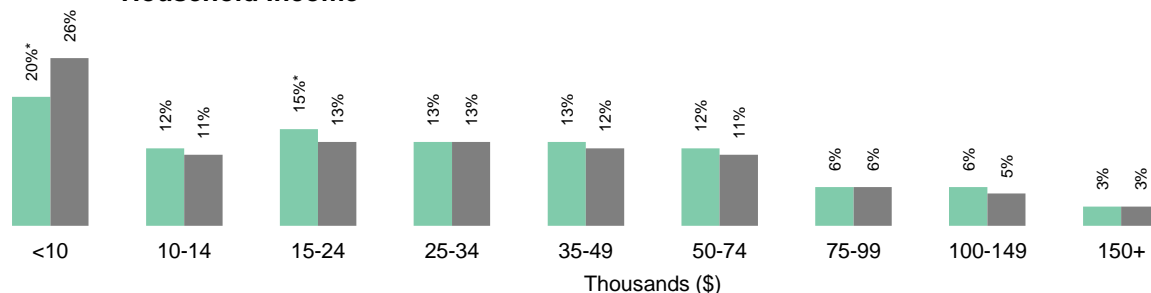
Age



Race



Household Income



* Statistically significant difference 2014 to 2012



RIDERSHIP

- Majority (54)% ride on both weekdays and weekends.
- Nearly three-quarters ride at least five times a week (74%).
- Work is the primary trip purpose (56%), followed by shopping/errands (21%) and school (17%).
- 52% have no working automobiles available for use.
- The demographic and attitudinal profile of local riders is significantly different than that of express riders.

INFLUENCES

- 29% report their employer or an organization they are involved with offer transit passes, and of those, 57% cover part of the cost.
- Friends, family and coworkers (33%), school (19%), new home/work location (17%) and unreliable personal transportation (17%) are the top influences to first try transit.

PREFERENCES

- For 45%, living or working close to transit is the main reason for using transit, followed by saving money on parking (38%).
- 46% use metrotransit.org as their most popular source for transit information with the primary features being route/schedule pages and Trip Planner.
- 78% use Go-To technology to pay their fare.

METRO TRANSIT RATINGS

High Correlation, High Performance

- Accessibility
- Transferring is easy
- Value for the fare paid
- Drivers operate vehicles in a safe and responsible manner

High Correlation, Lower Performance

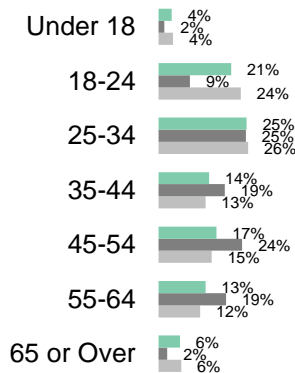
- Total travel time is reasonable
- Reliability – service is on schedule
- In addition, personal safety while riding, courteous drivers, routes go where I need to go, vehicles are comfortable, hours of operation meet my needs and personal safety while waiting warrant attention.

Note: Bus data are weighted

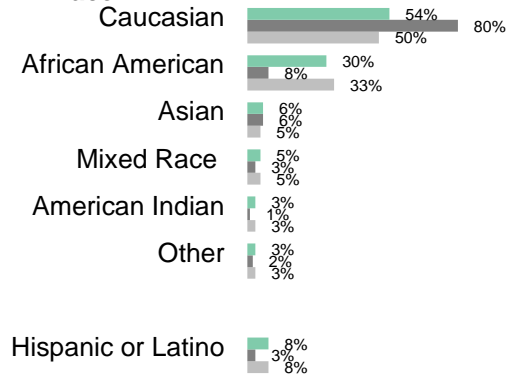
Demographics

- Over one-quarter of local riders are under 25 years of age compared to approximately one-ninth of express riders
- Half of local riders are non-white compared to one-fifth of express riders
- Over half of local riders have an annual HH income under \$25,000
- Female: 59% express / 51% local

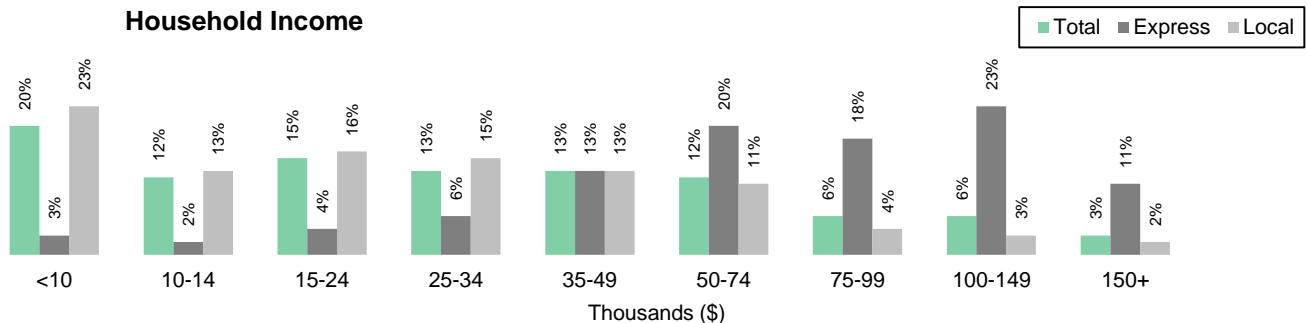
Age



Race



Household Income



SATISFACTION

Overall satisfaction is high among all bus riders, however, express riders report significantly higher scores than local riders on the following measures:

- Overall rating of Metro Transit service,
- Overall satisfaction with Metro Transit experience, and,
- Likelihood to recommend Metro Transit to a friend or colleague.

COMMUNICATIONS

- Across communication ratings, express riders report significantly higher ratings for printed schedules, clear route information, metrotransit.org, bus stops and shelters.
- Local riders report significantly higher ratings for the Metro Transit information line and customer service on the Metro Transit information line.

PERFORMANCE

- Across performance ratings, express riders report significantly higher ratings for over half of the twenty-four performance measures evaluated.
- Local riders report a significantly higher rating for hours of operation meeting my transit service my needs.

IMPORTANCE/PERFORMANCE

Express Priorities

- Reliability – service is on schedule
- Availability of seats
- Vehicles are comfortable
- In addition, total travel time is reasonable and hours of operation meet my needs warrant attention.

Local Priorities

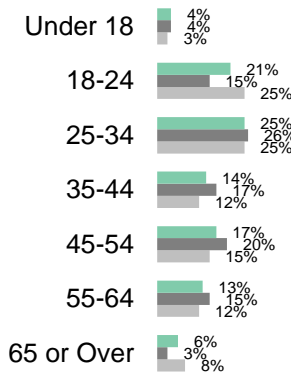
- Total travel time is reasonable
- Hours of operation for transit service meet my needs
- In addition, personal safety while riding, courteous drivers, routes go where I need to go, vehicles are comfortable, reliability- service is on schedule and personal safety while waiting warrant attention.

Note: Bus data are weighted

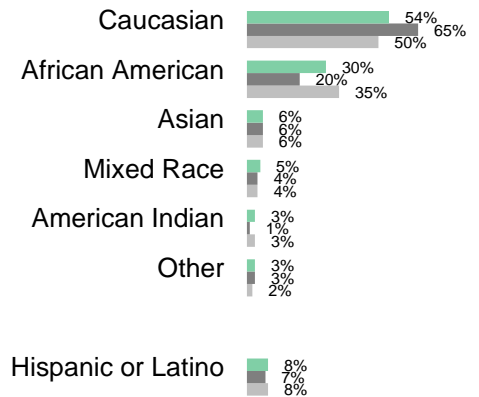
Demographics

- Over one-quarter of non-rush hour riders are under 25 years of age.
- Half of non-rush hour riders are non-white.
- Nearly three-quarters of non-rush hour riders have an annual HH income under \$35,000.
- Female: 58% rush / 46% non-rush

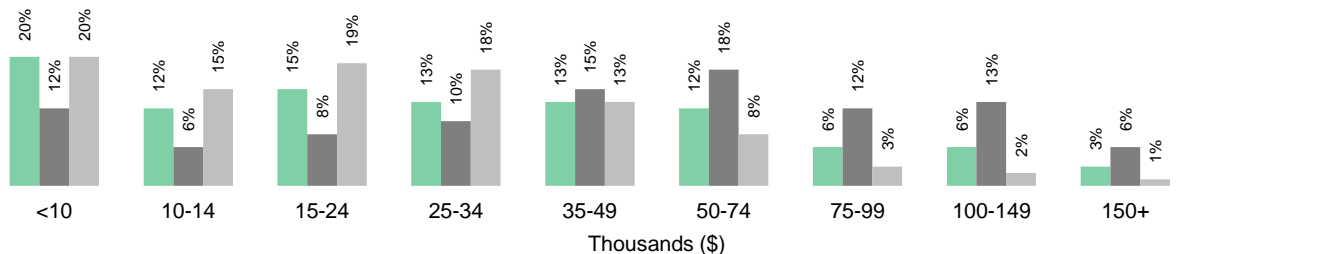
Age



Race



Household Income



SATISFACTION

Non-rush hour riders report significantly higher scores for overall satisfaction with Metro Transit service than rush hour riders.

COMMUNICATIONS

- Non-rush hour riders have significantly higher ratings for the Metro Transit Information Line and customer service on the Metro Transit Information Line than rush hour riders.

PERFORMANCE

- Across performance ratings, non-rush hour riders report significantly higher ratings for ten of the twenty-four performance measures evaluated.
- Rush hour riders report a significantly higher rating for ease of fare payment.

IMPORTANCE/PERFORMANCE

Rush Priorities

- Total travel time is reasonable
- Reliability – service is on schedule
- Vehicles are comfortable
- Vehicles are clean
- Shelter conditions/cleanliness
- In addition, availability of the route map and schedule, hours of operation for transit service meet my needs, routes go where I need to go and personal safety while riding warrant attention.

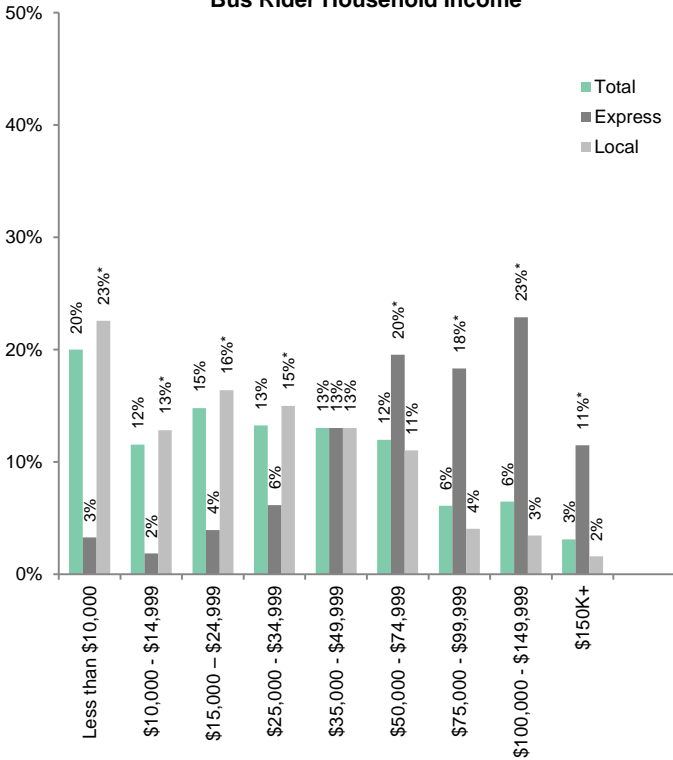
Non-Rush Priorities

- Total travel time is reasonable
- Personal safety while waiting
- Hours of operation for transit service meet my needs
- In addition, availability of route map and schedule warrants attention.

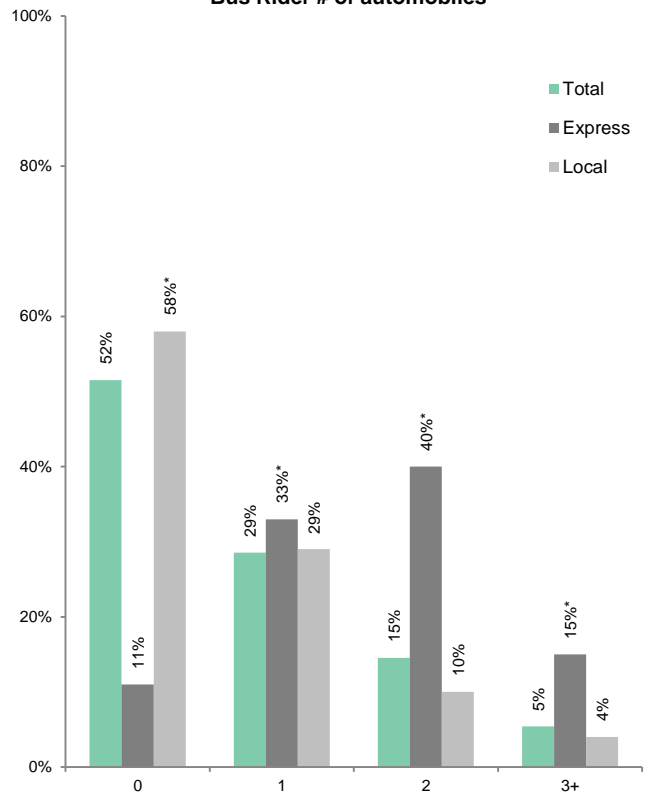
Note: Bus data are weighted

Over half of all bus riders (52%) report having no working vehicles available for their use. Riders of local routes are significantly more likely to indicate no working autos are available than express riders. The majority of local riders (52%) report household incomes under \$25,000 compared to less than 10% express riders.

Bus Rider Household Income



Bus Rider # of automobiles



* Statistically significant difference

Q: Approximately what was your family's total household income last year before taxes?

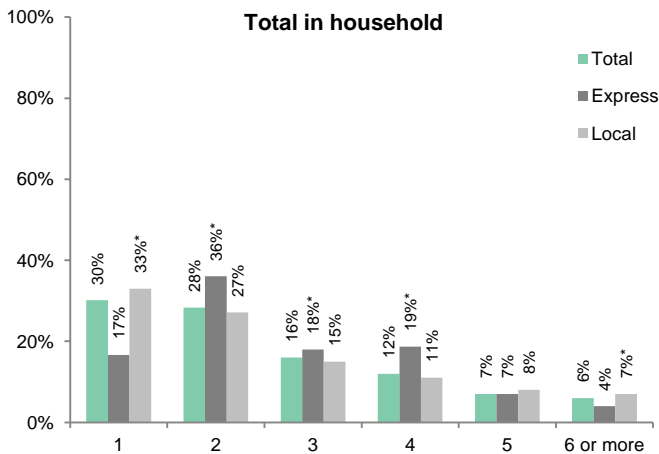
N=4,223

* Statistically significant difference

Q: How many working automobiles do you have available to use?

N=4,755

Total in household



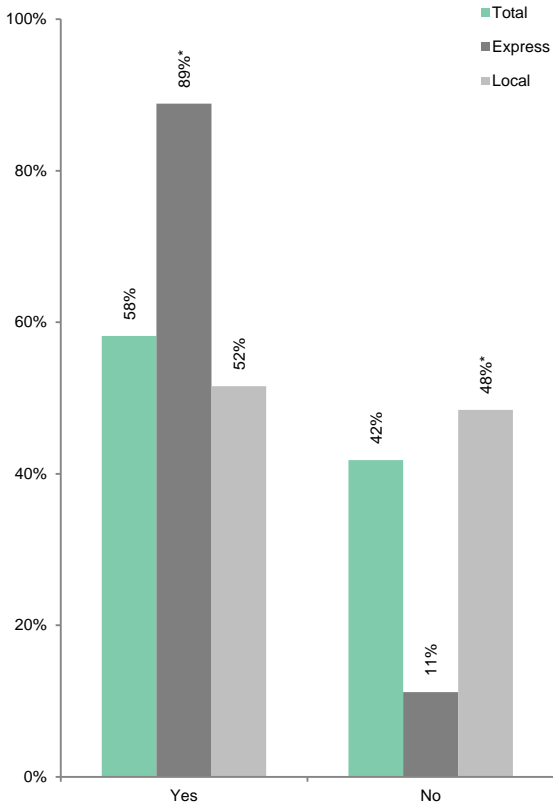
* Statistically significant difference

Q: How many people, including yourself, are in your household?

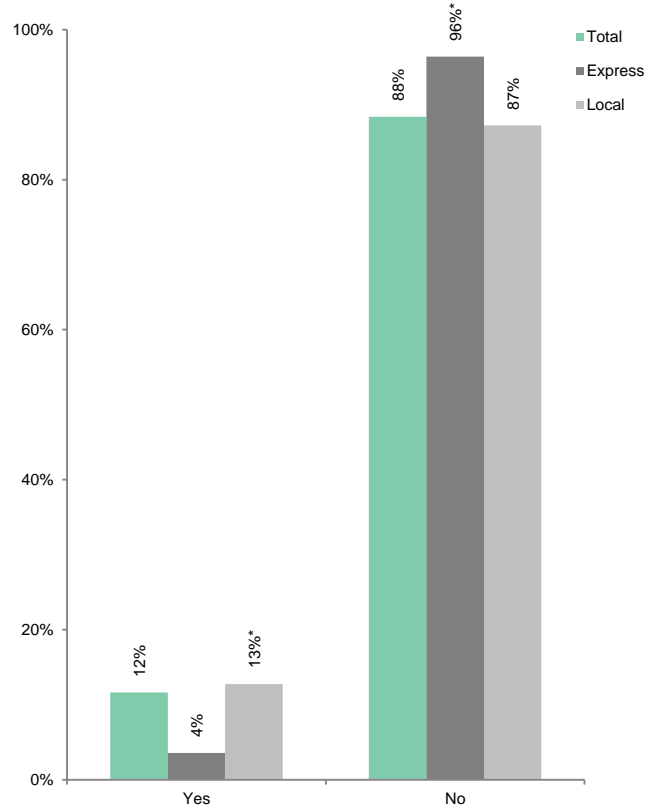
N=4,301

Note: 2014 bus based on weighted data

Do you have a valid driver's license? (Bus Rider)



Do you have a Metro Mobility ID or state-issued ID with an "L" or "A" endorsement? (Bus Rider)



* Statistically significant difference

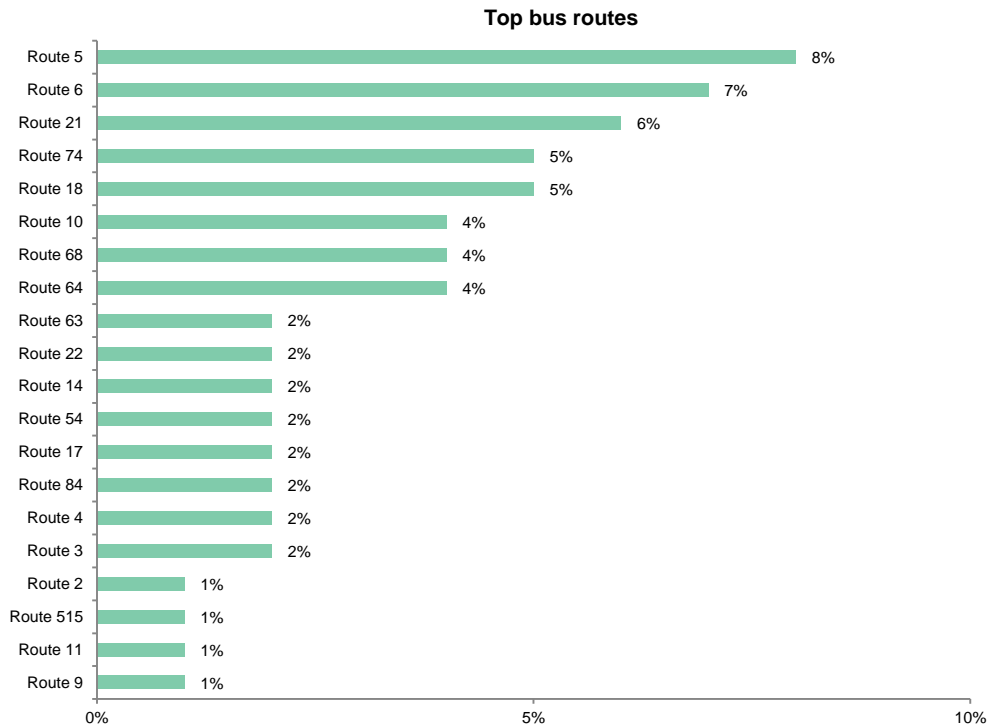
Q: Do you have a valid Driver's license?
N=3,609

* Statistically significant difference

Q: Do you have a Metro Mobility ID OR state-issued ID with an "L" or "A" endorsement?
N=3,532

Note: 2014 bus based on weighted data

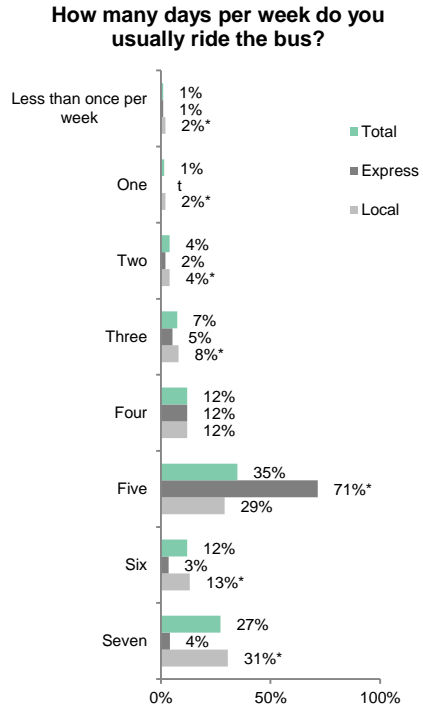
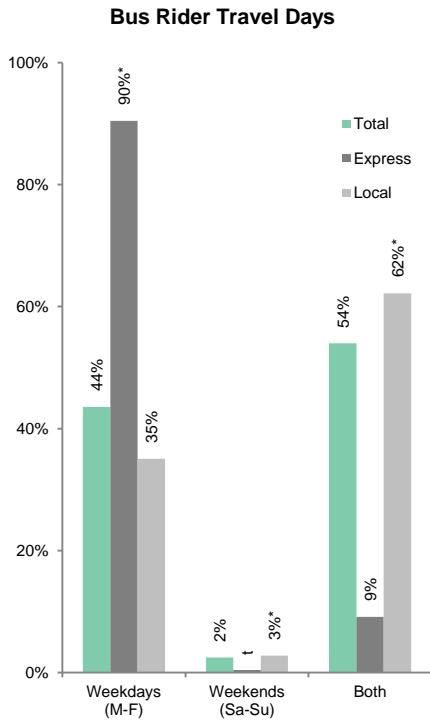
Most frequently cited bus routes for survey respondents are #5, #6 and #21.



Note: 2014 bus based on weighted data

Q: What is the number of the bus route you are riding?
N=4,948

Local riders are more likely to travel on both weekdays and weekends and every day of the week. Express riders are most likely to travel only on weekdays and five days a week.



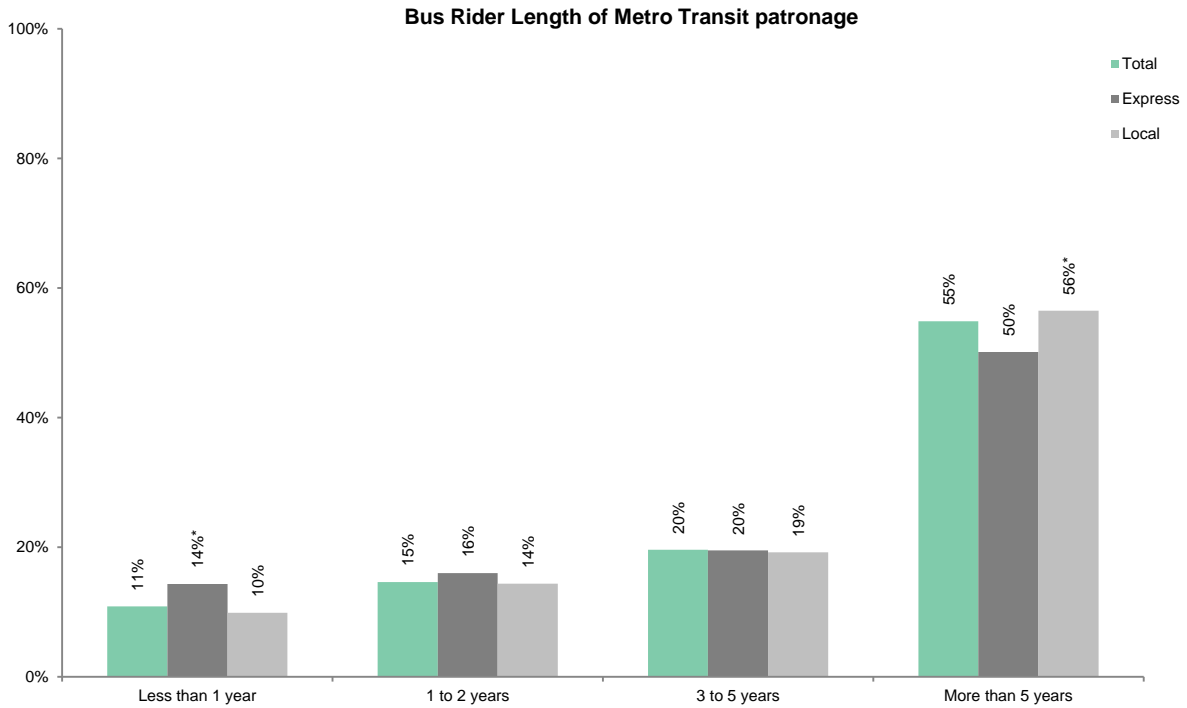
*Statistically significant difference
 t Denotes less than 1%
 Note: 2012 and 2014 Bus based on weighted data

Q: On which day(s) of the week do you usually ride the bus?
 N=4,825

* Statistically significant difference
 t Denotes less than 1%

Note: 2012 and 2014 Bus based on weighted data
 Q: How many days per week do you usually ride the bus?
 N=4,986

More than one-quarter of all riders (26%) have been patrons of Metro Transit for two years or less. Express riders are significantly more likely to have been using Metro Transit service for under one year than local riders.



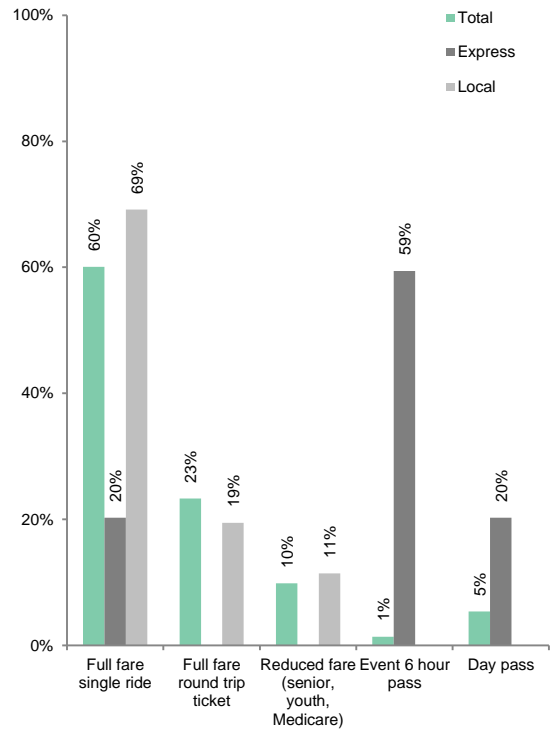
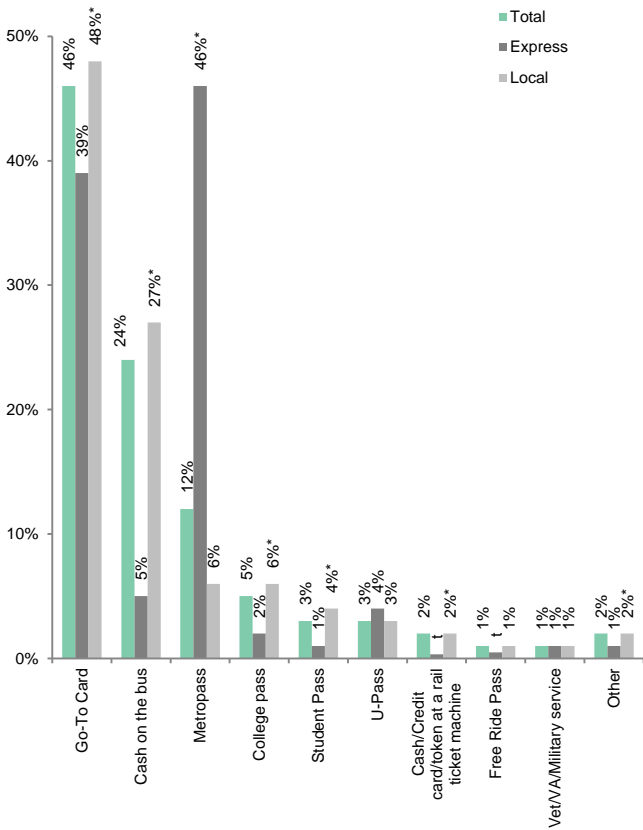
Q: How long have you used Metro Transit service?
N=4,315

Note: 2014 bus based on weighted data

Overall, more than three-quarters use some form of Go-To technology to pay their fares. For riders paying with cash or credit card at a rail ticket station, nearly half (46%) purchase a full fare single ride while over one-fifth (21%) purchase a reduced fare (senior, youth, Medicare).

How did you pay for your fare today?*(bus rider)

If [cash or credit card], what kind of ticket did you purchase?



* Statistically significant difference
 † Denotes less than 1%

Q: How did you pay for your fare today?
 N=4,877

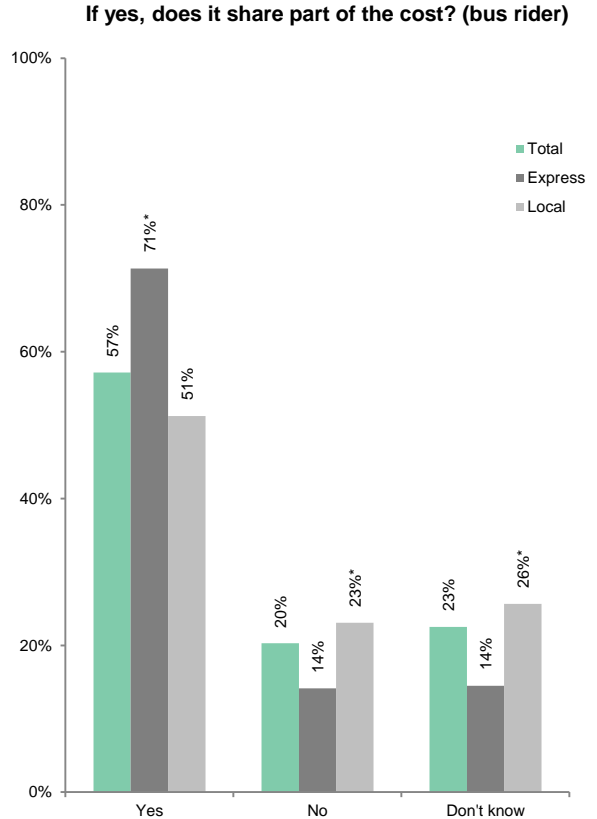
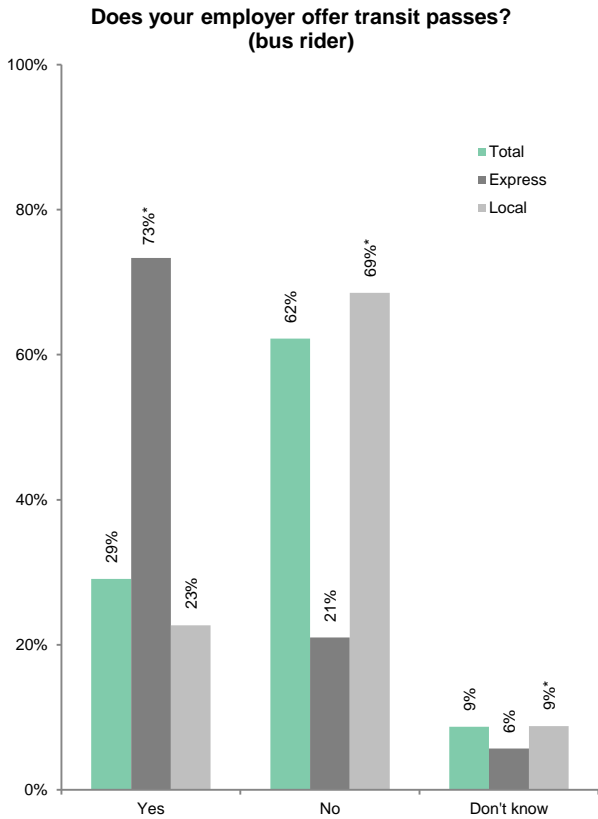
**Rates of Go-To technology participation are higher than reported transaction data.

† Denotes less than 1%

Q: If [cash or credit card] at a rail ticket machine, what kind of ticket did you purchase?
 N=36

Note: 2014 bus based on weighted data

Approximately three-quarters (73%) of express riders report that their employer, organization or agency offers transit passes compared to less than one-quarter (23%) of local riders. Of those who report that their employer does offer transit passes, nearly three-quarters (71%) indicate that their employer also shares part of the cost versus approximately half (51%) for local riders.



* Statistically significant difference

* Statistically significant difference

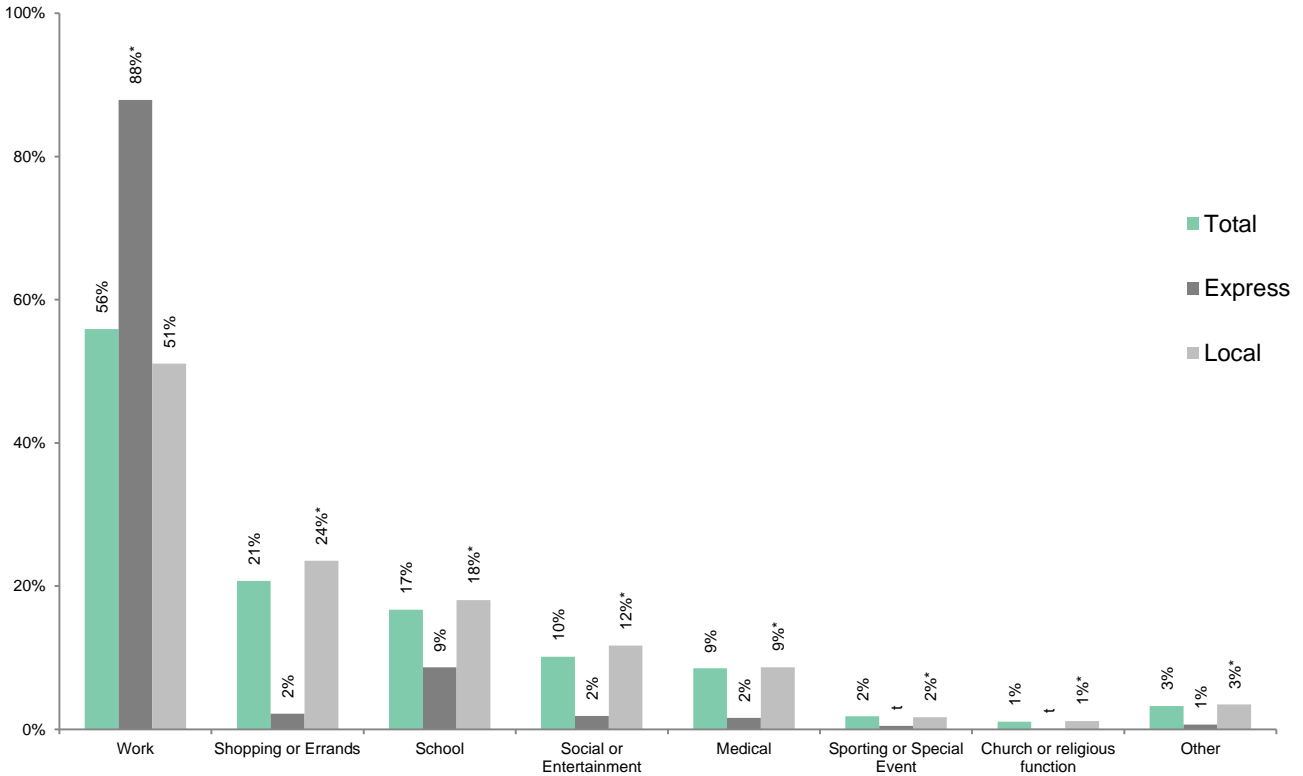
Q: Does your employer, organization or agency offer transit passes?
 N=2,794
 Question presented on version B only.

Q: If yes, does it share part of the cost?
 N=1,307
 Question presented on version B only.

Note: 2014 bus based on weighted data

Nearly 90% of express riders indicate that work is their primary purpose of their trip compared to approximately half (51%) of local riders.

What is the primary purpose of your trip today?*



* Statistically significant difference

t Denotes less than 1%

Q: What is the primary purpose of your trip today?

N=5,141

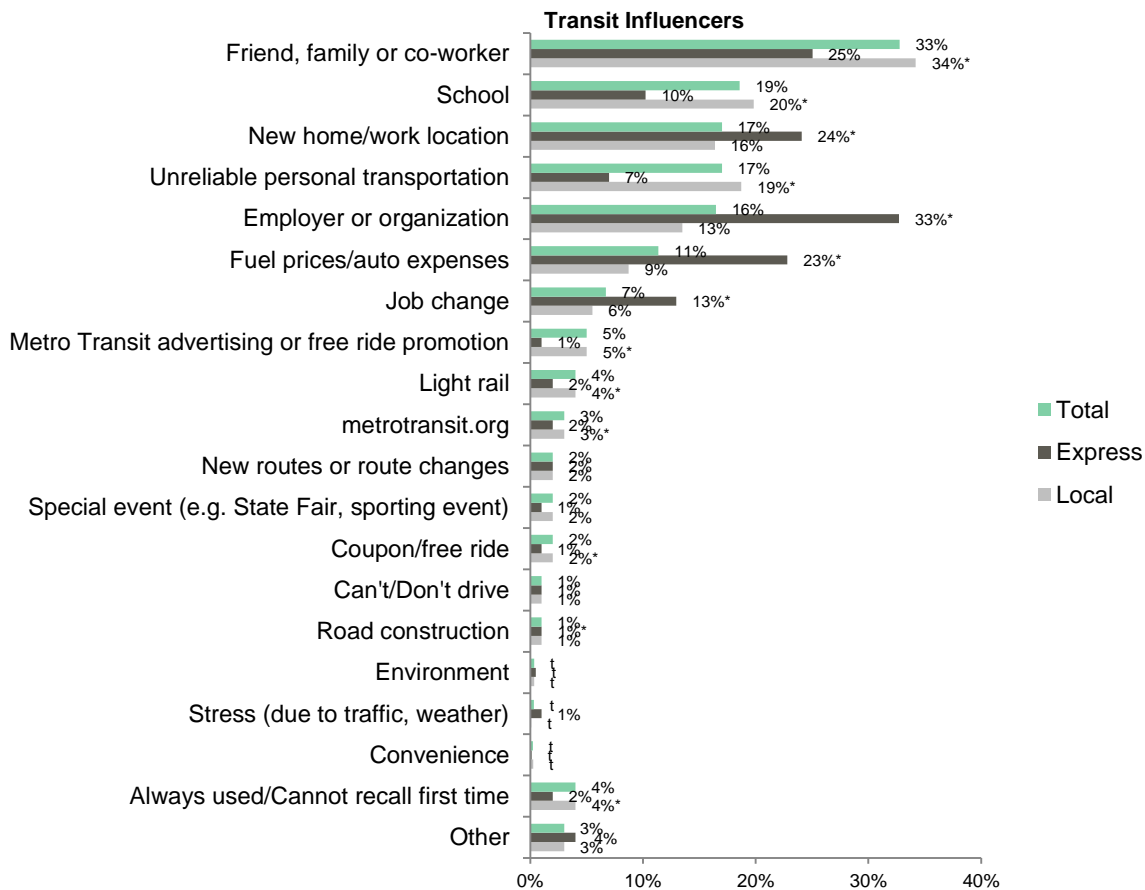
**Totals exceed 100% due to respondents selecting multiple responses.

Note: 2014 bus based on weighted data

Influencers for Decision to First Try Transit

BUS

The most frequently cited influences for express riders to first try transit are an employer or organization, friend, family or co-worker, new home or work location and fuel prices/auto expenses. For local riders, the most frequently cited influences are friends, family or co-workers, school and unreliable transportation.



* Statistically significant difference

t Denotes less than 1%

Q: What or who influenced your decision to first try transit?

N=4,734

Note: 2014 bus based on weighted data

Top origination zip codes					
Total		Express		Local	
Zip Code	%	Zip Code	%	Zip Code	%
55407	4.8%	55044	4.3%	55407	6.0%
55404	4.7%	55125	3.8%	55404	5.5%
55106	4.3%	55426	3.7%	55106	4.9%
55411	3.8%	55016	2.9%	55411	4.3%
55408	3.4%	55433	2.9%	55408	3.9%
55104	2.9%	55014	2.5%	55104	3.7%
55412	2.7%	55419	2.5%	55418	3.4%
55417	2.7%	55448	2.5%	55412	3.3%
55418	2.7%	55304	2.3%	55417	3.3%
55102	2.6%	55343	2.3%	55102	3.1%
55403	2.6%	55434	2.3%	55403	3.1%

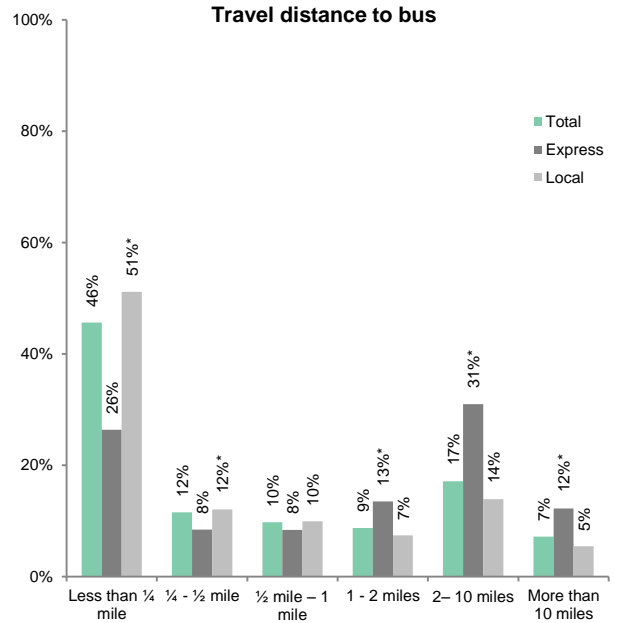
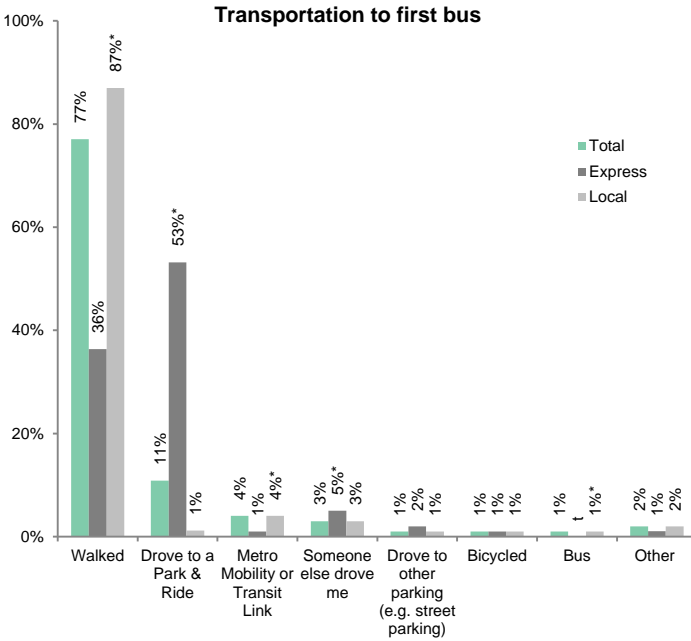
Q: What is your home Zip Code?
N=4,622

Top destination zip codes					
Total		Express		Local	
Zip Code	%	Zip Code	%	Zip Code	%
55402	11.4%	55402	33.8%	55404	6.3%
55404	5.2%	55401	6.8%	55402	5.6%
55101	4.8%	55101	6.4%	55102	4.9%
55403	4.7%	55403	5.9%	55101	4.7%
55102	4.1%	55455	3.9%	55403	4.4%
55401	3.8%	55415	3.6%	55407	4.4%
55407	3.7%	55474	2.9%	55411	3.9%
55411	3.1%	55102	2.5%	55104	3.5%
55106	2.9%	55487	1.5%	55401	3.5%
55408	2.9%	55432	1.4%	55106	3.3%

Q: What is the Zip Code of your final destination TODAY?
N=3,527

Note: 2014 bus based on weighted data

Nearly 90% of local riders walk to their first bus stop while over half (53%) of express riders drove to a Park & Ride. Over half (51%) of local riders report traveling less than a quarter mile to get to their first bus stop while over half (56%) of express riders travel more than one mile.



* Statistically significant difference

t Denotes less than 1%

Q: When you began your trip today, how did you get to your first bus stop or rail station?

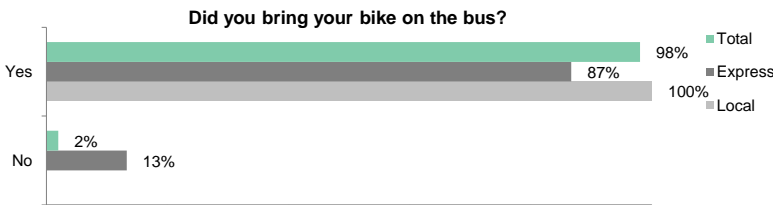
N=2,477

Question presented on version A only.

*Statistically significant difference

Q: How far would you estimate you traveled to get to your first bus stop or rail station?

N=4,567



*Statistically significant difference

Q: If "bicycled", did you bring your bike with you on the bus?

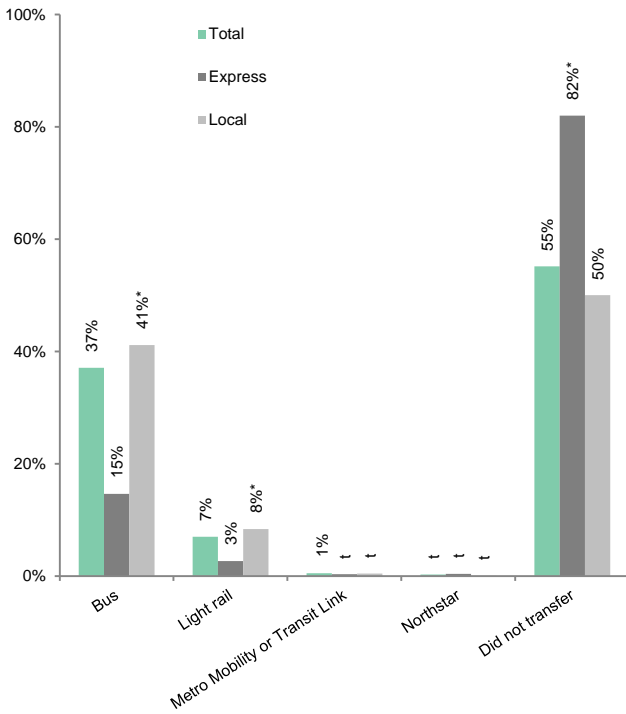
N=28

Question presented on version A only.

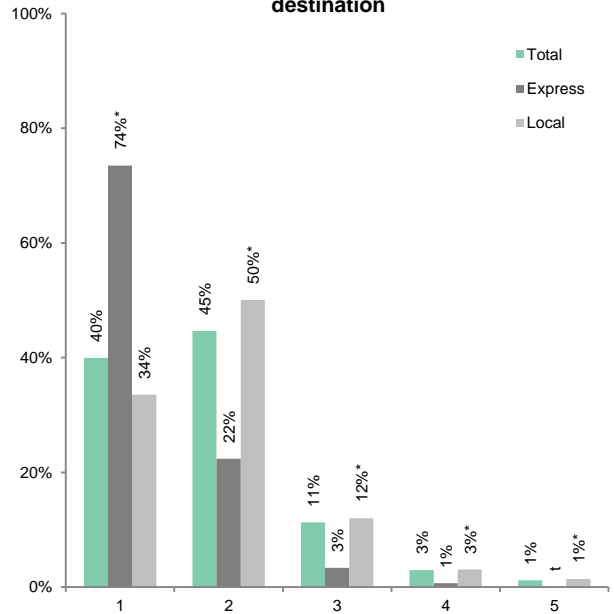
Note: 2014 bus based on weighted data

Over two-fifths (44%) of local riders transferred from a bus or light rail compared to less than one-fifth (18%) of express riders. Nearly three-quarters (74%) of express riders rode only one bus while two-thirds (66%) of local riders rode two buses or more.

Transportation before bus



Total number of buses/trains to reach destination



* Statistically significant difference

t Denotes less than 1%

Q: On this trip, did you transfer from:

N=2,281

Question presented on version B only.

* Statistically significant difference

t Denotes less than 1%

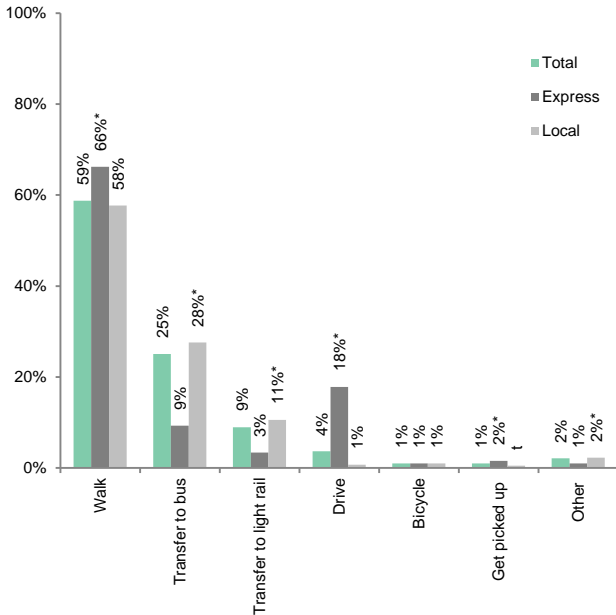
Q: How many TOTAL buses and/or trains will you take to complete your one-way trip?

N=4,465

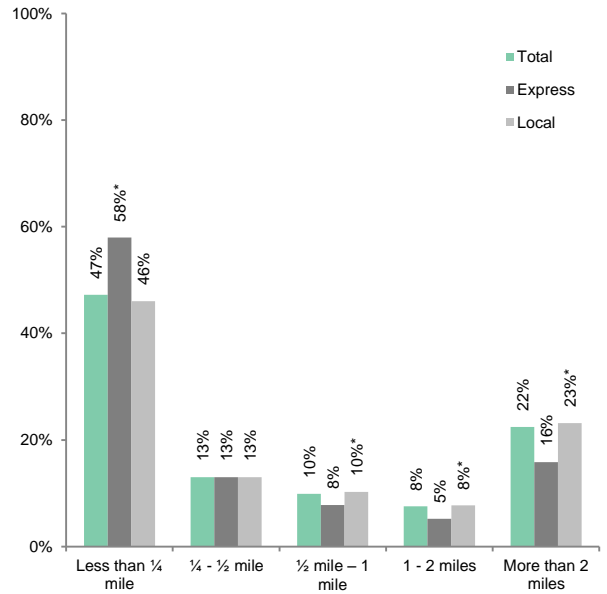
Note: 2014 bus based on weighted data

The majority of riders report walking to their destination after departing the bus. Nearly half travel a distance of less than ¼ mile from their last transit bus stop to their destination.

Transportation after bus



Travel distance from last transit bus stop to destination



* Statistically significant difference
 † Denotes less than 1%

Q: What will you do when you get off of this bus?
 N=2,324
 Question presented on version B only.

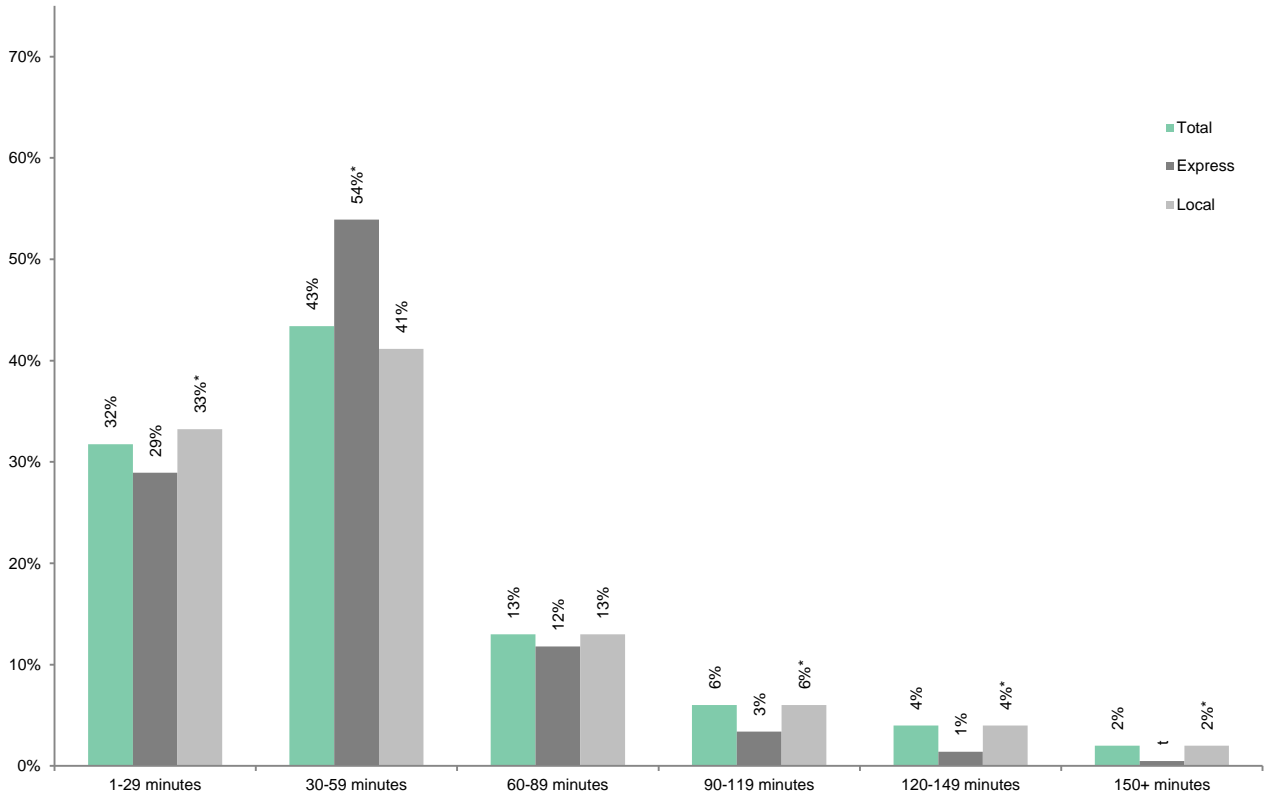
* Statistically significant difference

Q: How far would you estimate you will travel from your last bus stop or rail station to your destination?
 N=4,446

Note: 2014 bus based on weighted data

When asked to estimate their total travel time, three-quarters indicate their commutes were under an hour. Travel time is longer for local riders than express riders.

Total bus travel time in minutes



*Statistically significant difference

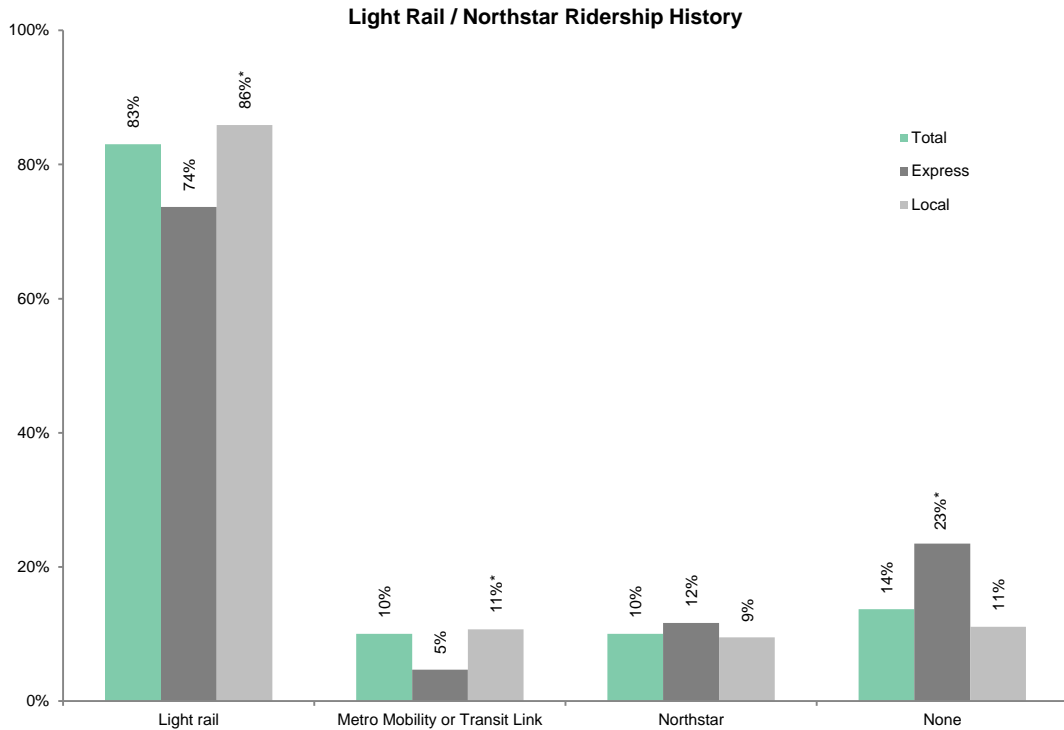
t Denotes less than 1%

Q: Please estimate – in minutes – the total travel time of this trip:

N=4,225

Note: 2014 bus based on weighted data

Local riders are significantly more likely to have used LRT. Nearly one-quarter (23%) of express riders have never used other Metro Transit modes compared to 11% of local riders.



* Statistically significant difference

Q: Have you ever used the following?:

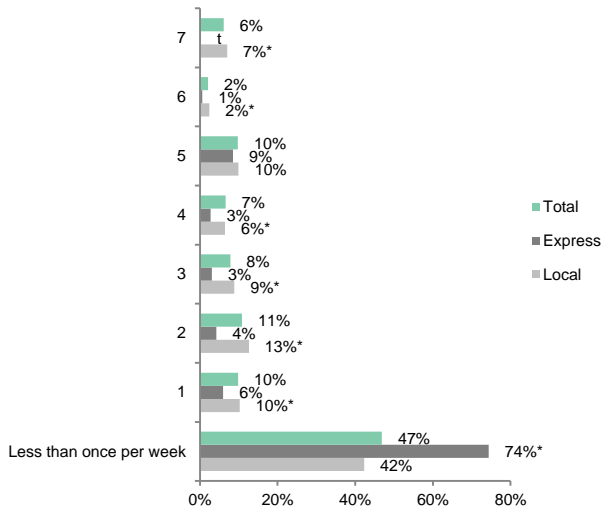
N=2,315

Question presented on version A only.

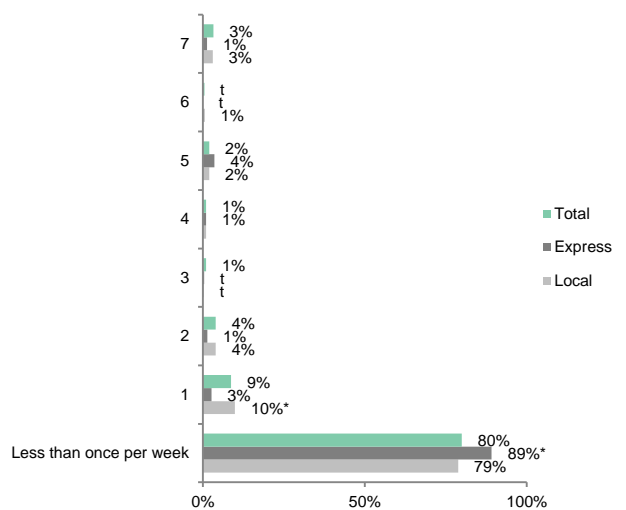
Note: 2014 bus based on weighted data

Of those that use light rail, most do so at least once a week. While for those that use Northstar, four-fifths do so less than once per week.

Light rail ridership per week



Northstar ridership per week



* Statistically significant difference

t Denotes less than 1%

Q: If so, how many days per week do you normally take light rail?

N=1,816

Question presented on version A only.

* Statistically significant difference

t Denotes less than 1%

Q: If so, how many days per week do you normally take Northstar?

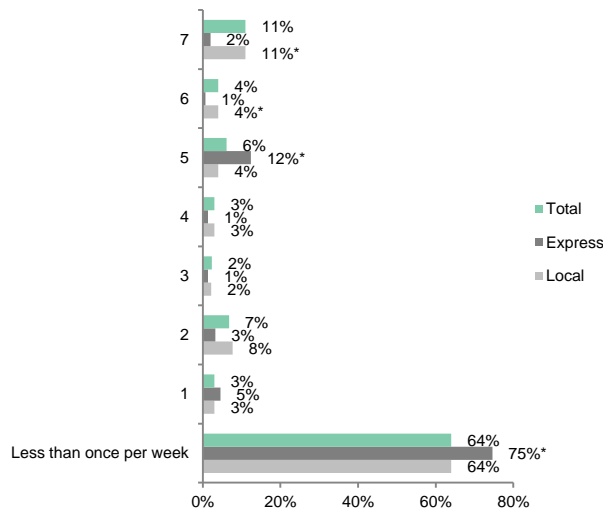
N=427

Question presented on version A only.

Note: 2014 bus based on weighted data

Of those that use Metro Mobility or Transit Link, more than one-fifth (21%) do so at least five times per week.

Metro Mobility or Transit Link ridership per week



* Statistically significant difference

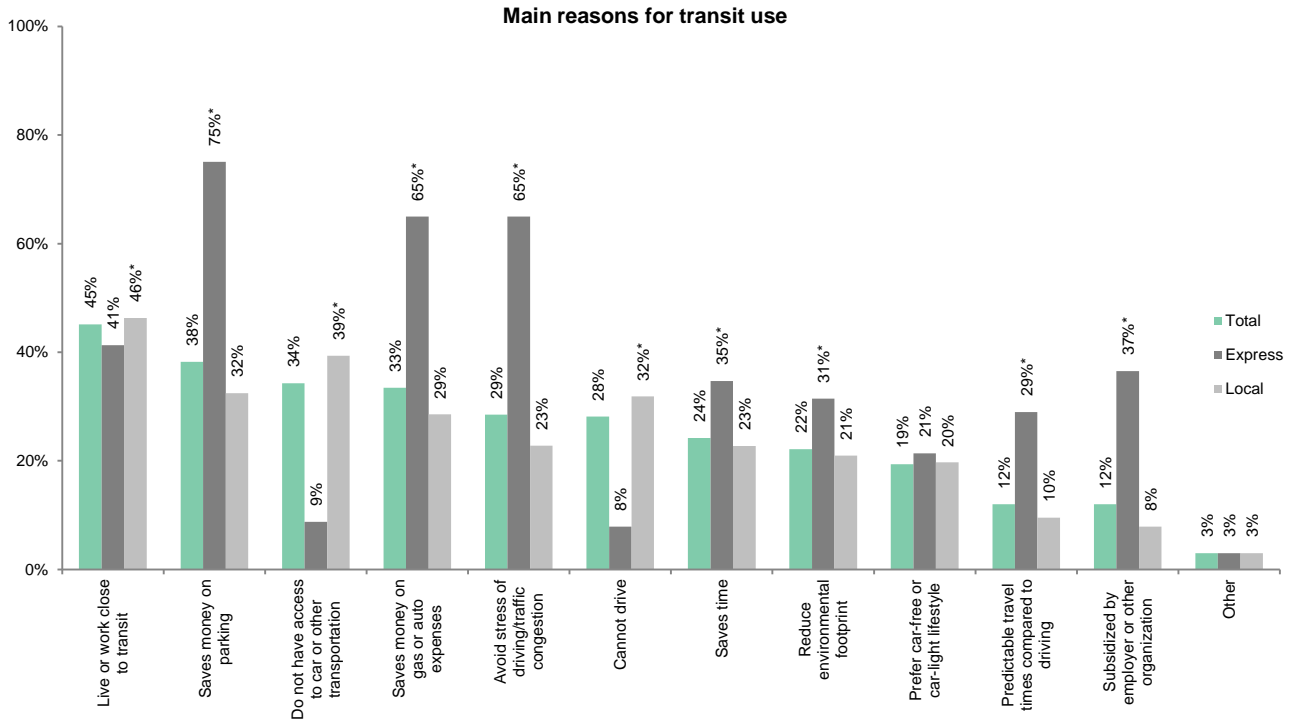
Q: If so, how many days per week do you normally take Metro Mobility or Transit Link?

N=372

Question presented on version B only.

Note: 2014 bus based on weighted data

For local riders, the most popular reasons for using the bus is living or working close to transit and do not have access to car or other transportation. Among express riders, the most frequently cited reasons are to save money on parking, save money on gas or auto expenses and avoiding the stress of driving.

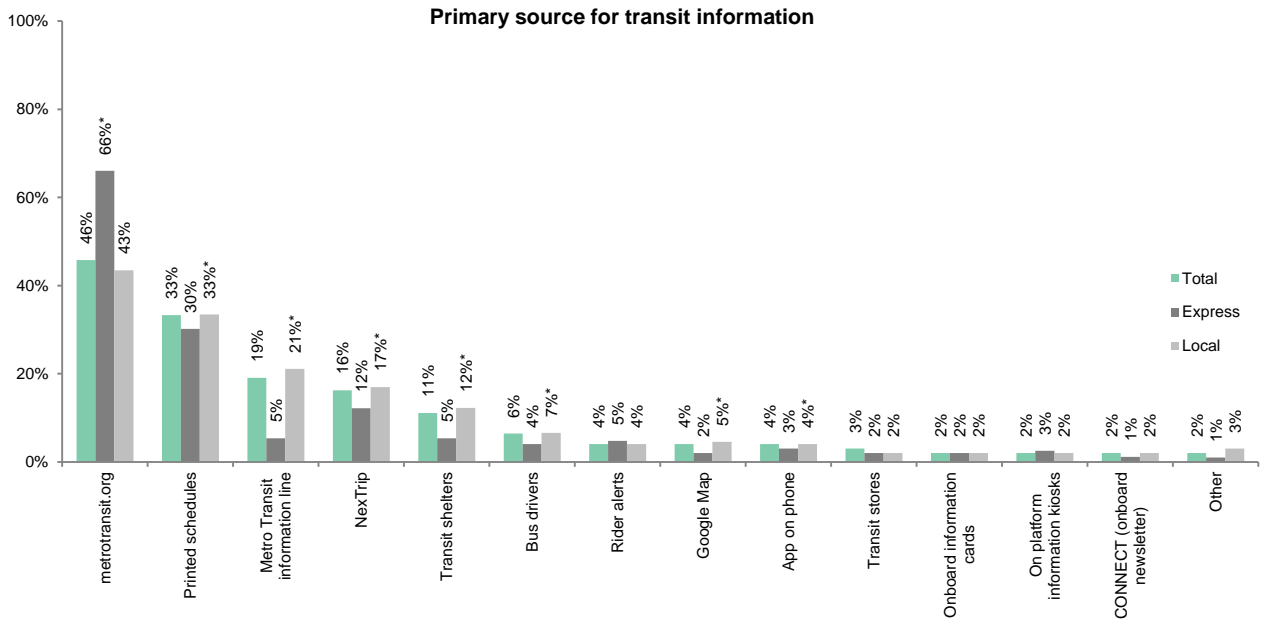


* Statistically significant difference

Q: What are the main reasons you use transit?
N=4,942

Note: 2014 bus based on weighted data

Metrotransit.org is the most popular source for transit information. While express riders are significantly more likely to indicate metrotransit.org, local riders are significantly more likely to report printed schedules, information line, NexTrip, transit shelters and bus drivers are their primary sources for transit information.



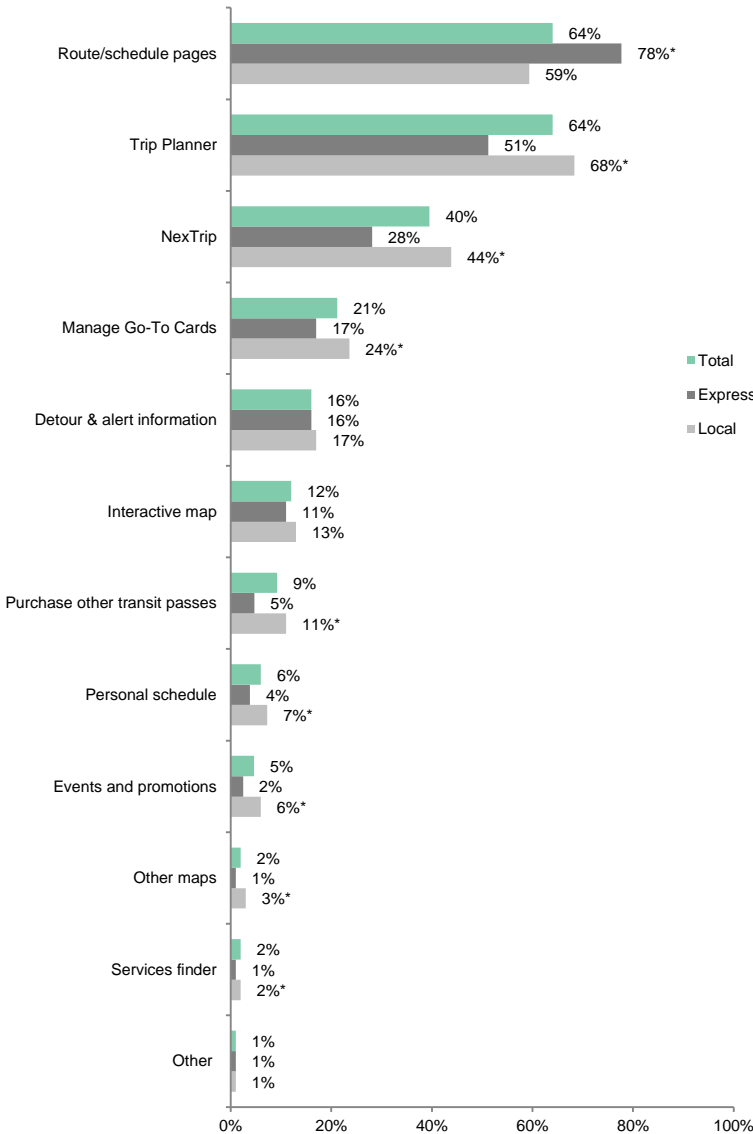
* Statistically significant difference

Q: What or who is your primary source for transit information?
N=4,904

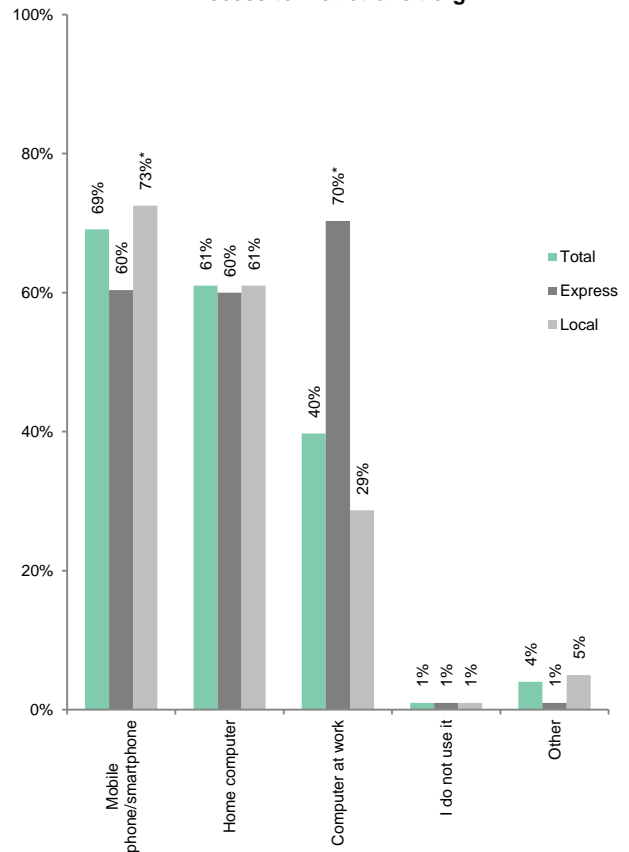
Note: 2014 bus based on weighted data

Route/schedule pages and Trip Planner are the features most used on metrotransit.org. Express riders are significantly more likely to use route/schedule pages while local riders are significantly more likely to use Trip Planner, NexTrip and manage Go-To Cards. Accessing metrotransit.org through a mobile/smart phone is the most common way to access metrotransit.org.

Most used features on metrotransit.org



Access to metrotransit.org



* Statistically significant difference

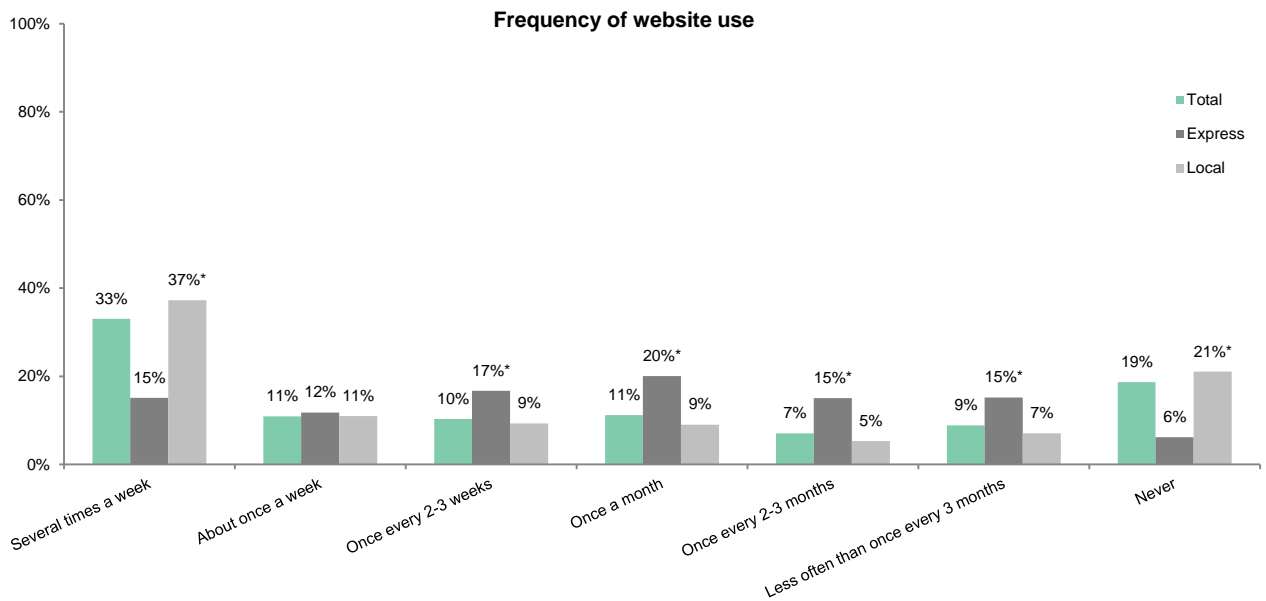
Q: If you use metrotransit.org, which features do you use? (check all that apply)

N=2,461

Q: If you use metrotransit.org, how do you access it?
N=2,401

Note: 2014 bus based on weighted data

More than two-fifths (44%) uses the Metrotransit.org website at least once a week. Local riders are significantly more likely than express riders to visit the website several times a week, but are also significantly more likely to have never visited metrotransit.org.

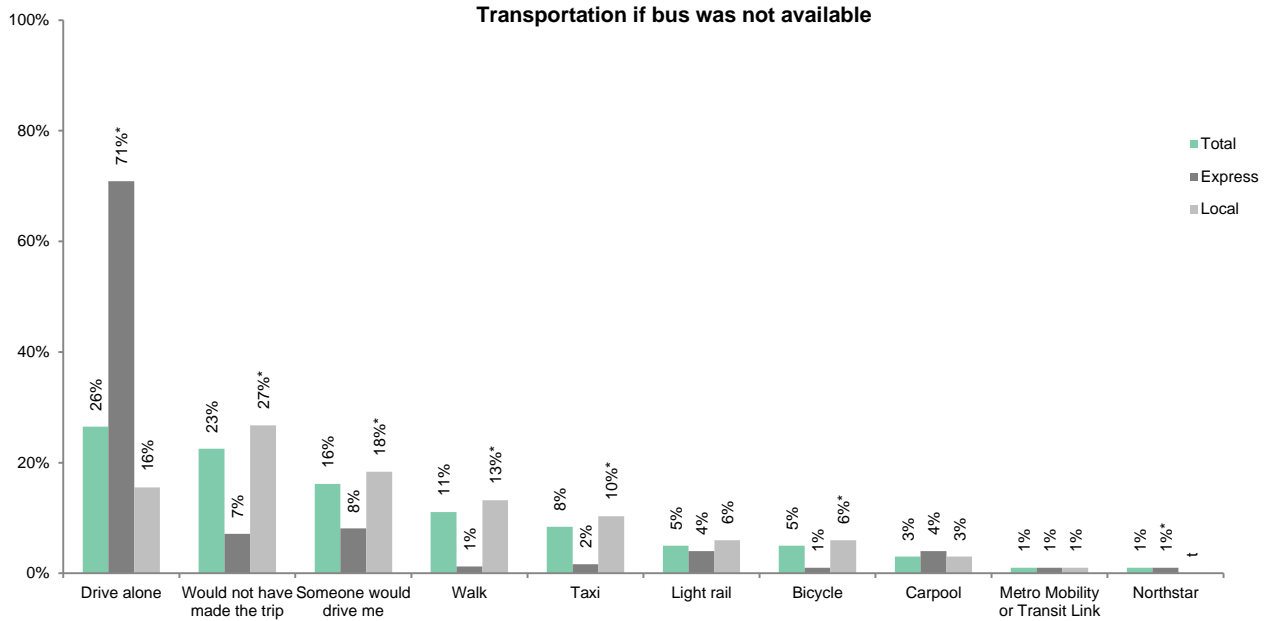


Q: How often, if ever, do you use the website metrotransit.org?
N=4,411

Note: 2014 bus based on weighted data

Transport If Bus Was Not Available

When asked what they would have done had bus service been unavailable, local riders are most likely to report that they would not have made the trip while express riders are most likely to indicate that they would have driven alone.



* Statistically significant difference

t Denotes less than 1%

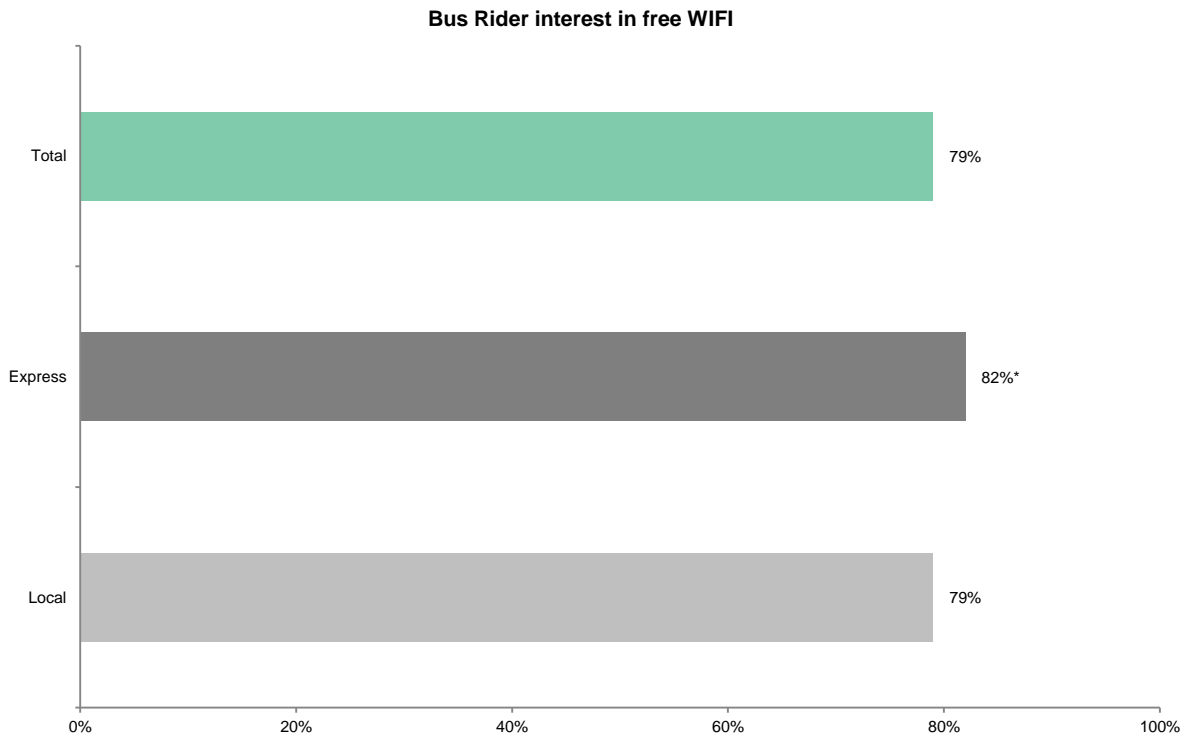
Q: If a bus route had not been available today, how would you have made this trip?

N=2,060

Question presented on version A only.

Note: 2014 bus based on weighted data

Interest in WiFi is strong with nearly four-fifths (79%) indicating that they would use it if it was available for free. Express riders report significantly more interest than local riders.

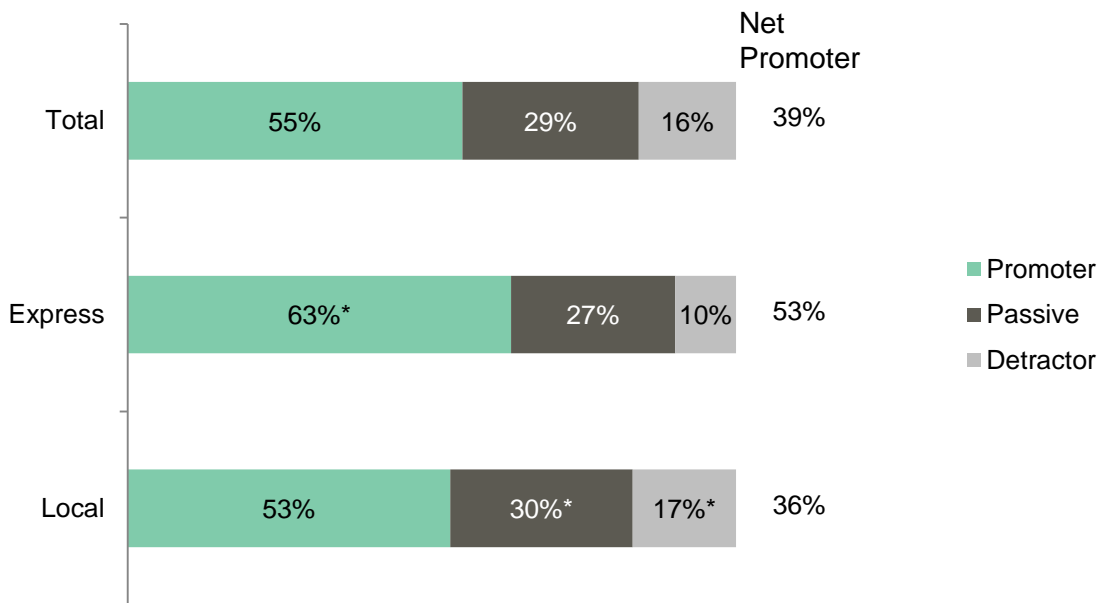


Q: If WIFI were available on your bus for free, would you use it?
N=4,171

Note: 2014 bus based on weighted data

Likely to Recommend Metro Transit

Net Promoter Score (NPS) for Metro Transit is 39% overall. NPS for express riders (53%) is significantly higher than local riders (36%).



Total Bus Promoters	55%
- Detractors	<u>16%</u>
Net Promoter Score	39%

Express Riders Promoters	63%
- Detractors	<u>10%</u>
Net Promoter Score	53%

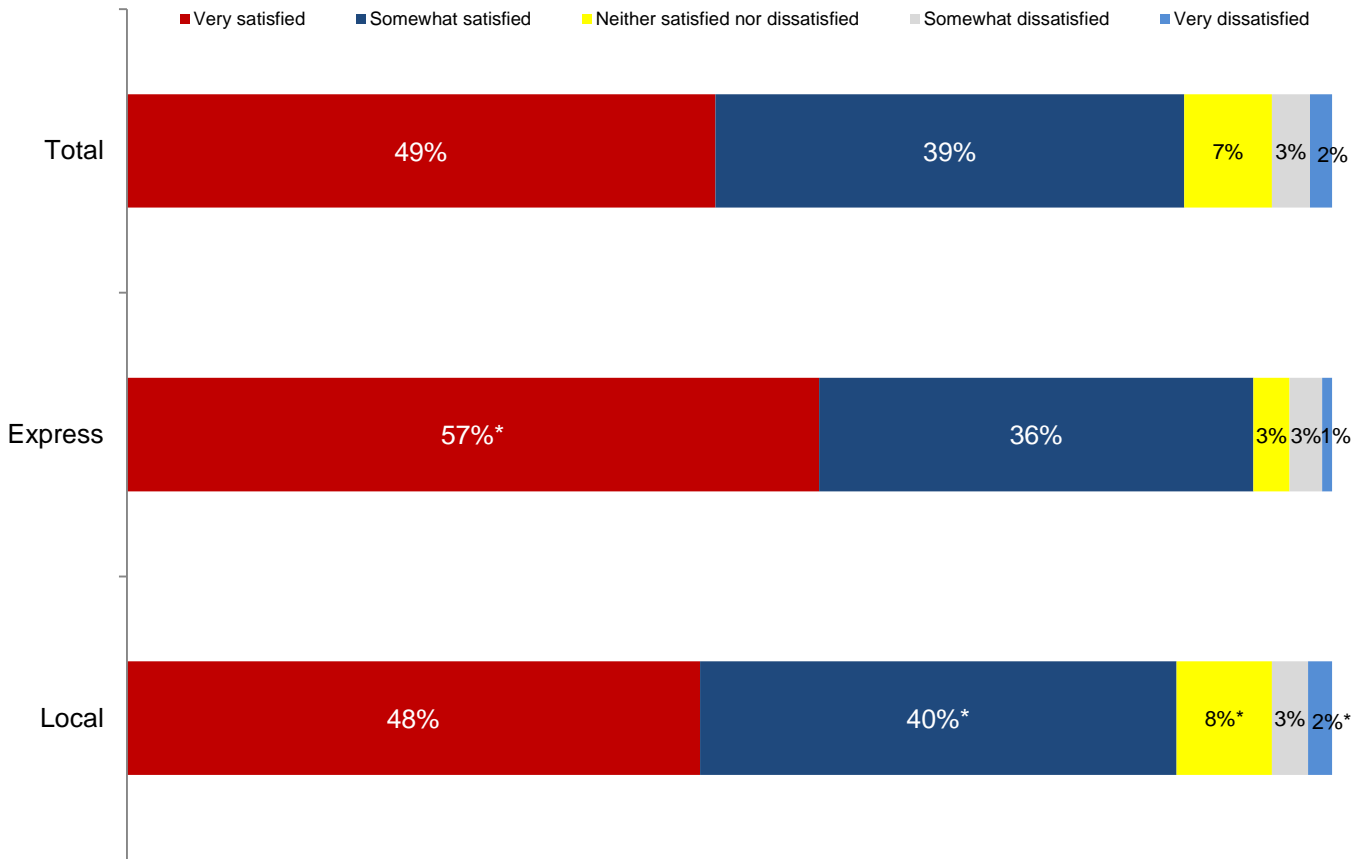
Local Riders Promoters	53%
- Detractors	<u>17%</u>
Net Promoter Score	36%

Q: On a scale of 0-10, where "10" is "extremely likely" and "0" is "not at all likely", how likely is it that you would recommend Metro Transit to a friend or colleague?
 N=4,883 Note: 2014 bus based on weighted data

Satisfaction with Metro Transit Experience

BUS

When asked about their satisfaction with their Metro Transit experience, 93% of express riders report being satisfied (either very or somewhat) compared to 88% of local riders.



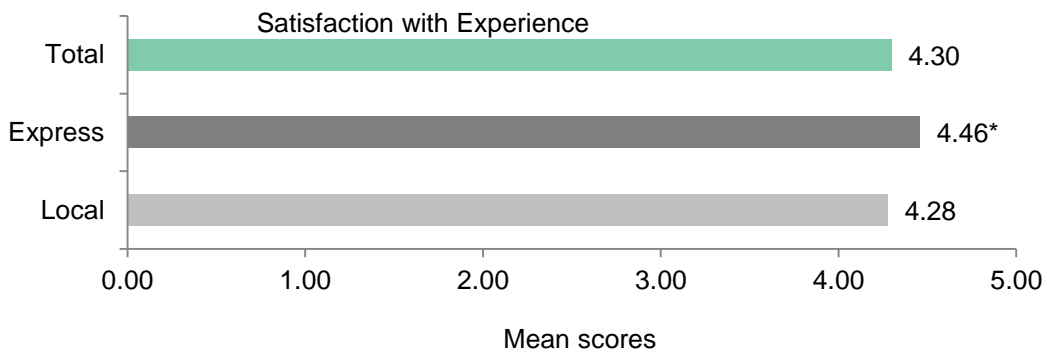
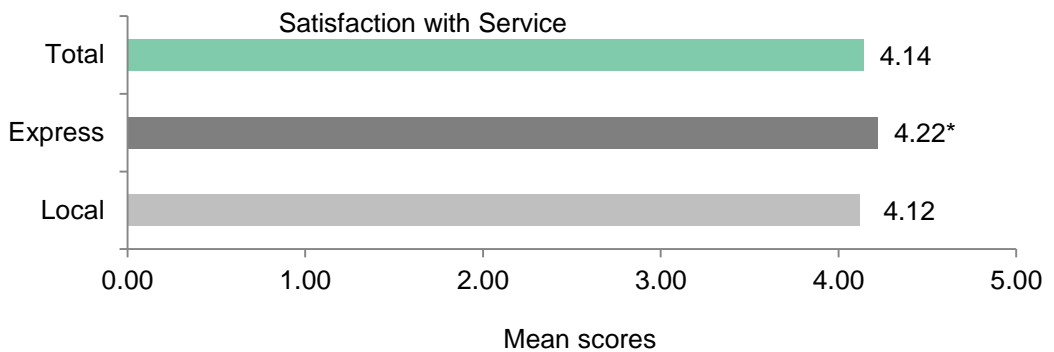
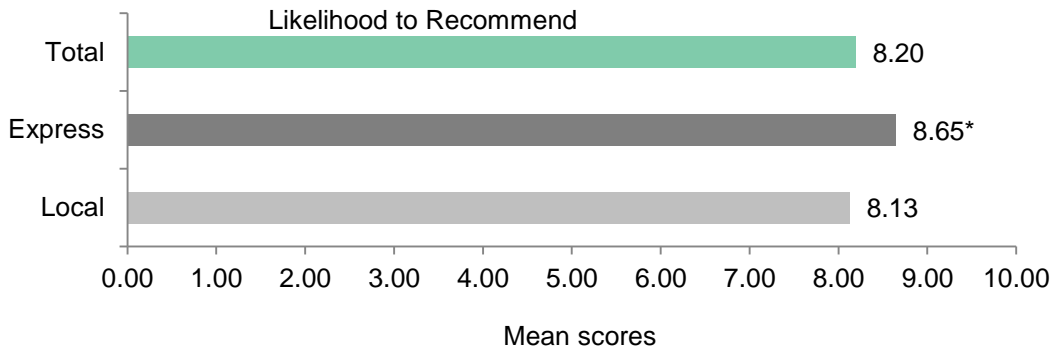
Q: Overall, how satisfied are you with your Metro Transit experience?
N=4,855

Note: 2014 bus based on weighted data

Satisfaction with Metro Transit – Express/Local

BUS

Scores are strong across all three measures of satisfaction. Express riders report significantly higher scores than local riders across all three measures.



* Statistically significant difference

Q: How likely is it that you would recommend Metro Transit to a friend or colleague? N=4,883

Q: Overall rating of Metro Transit service? N=4,726

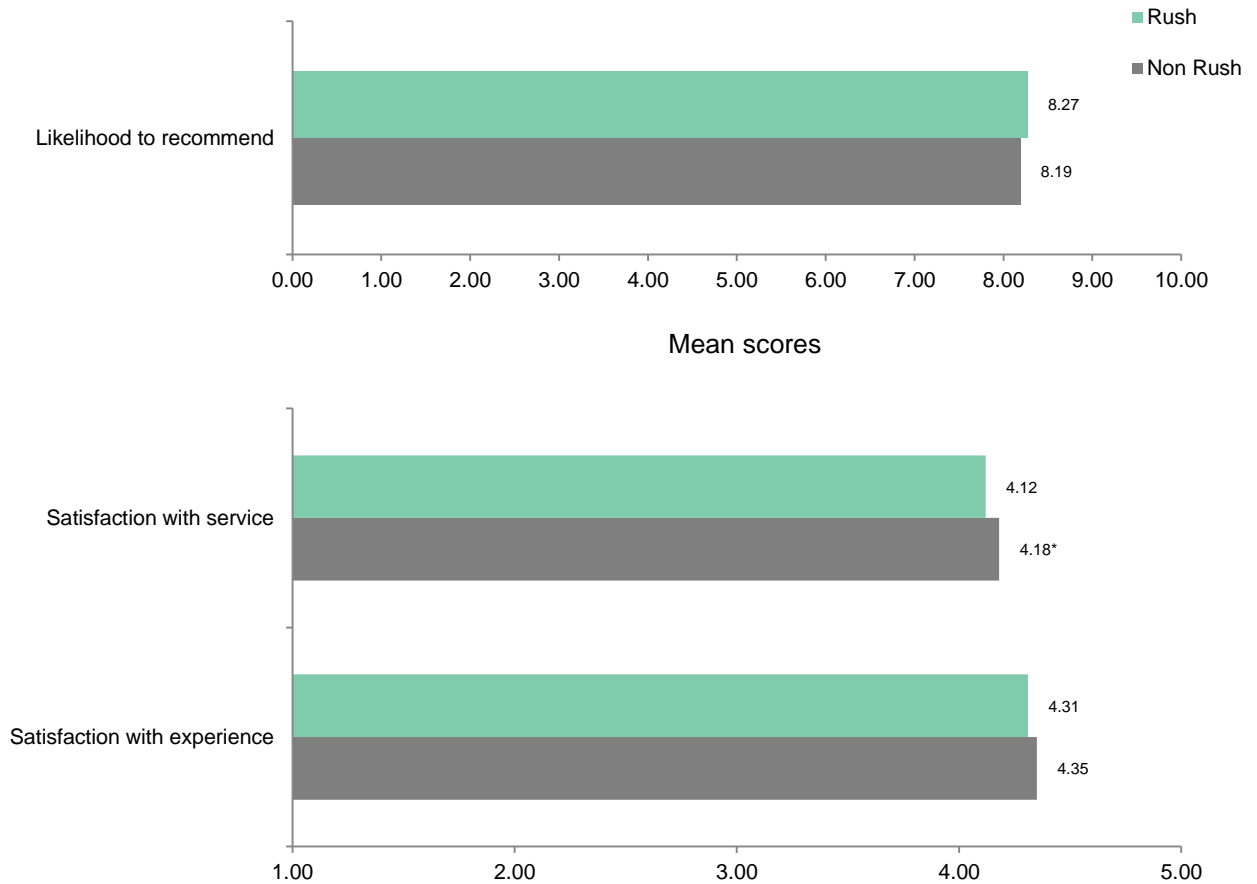
Q: Overall, how satisfied are you with your Metro Transit experience? N=4,855

Note: 2014 bus based on weighted data

Satisfaction with Metro Transit – Rush/Non Rush

BUS

Non-rush hour riders are significantly more likely to be satisfied with Metro Transit service than rush hour riders.



*Statistically significant difference

Q: How likely is it that you would recommend Metro Transit to a friend or colleague? N=3,271 (Rush), 748 (Non Rush)

Q: Overall rating of Metro Transit service? N=3,171 (Rush), 733 (Non Rush)

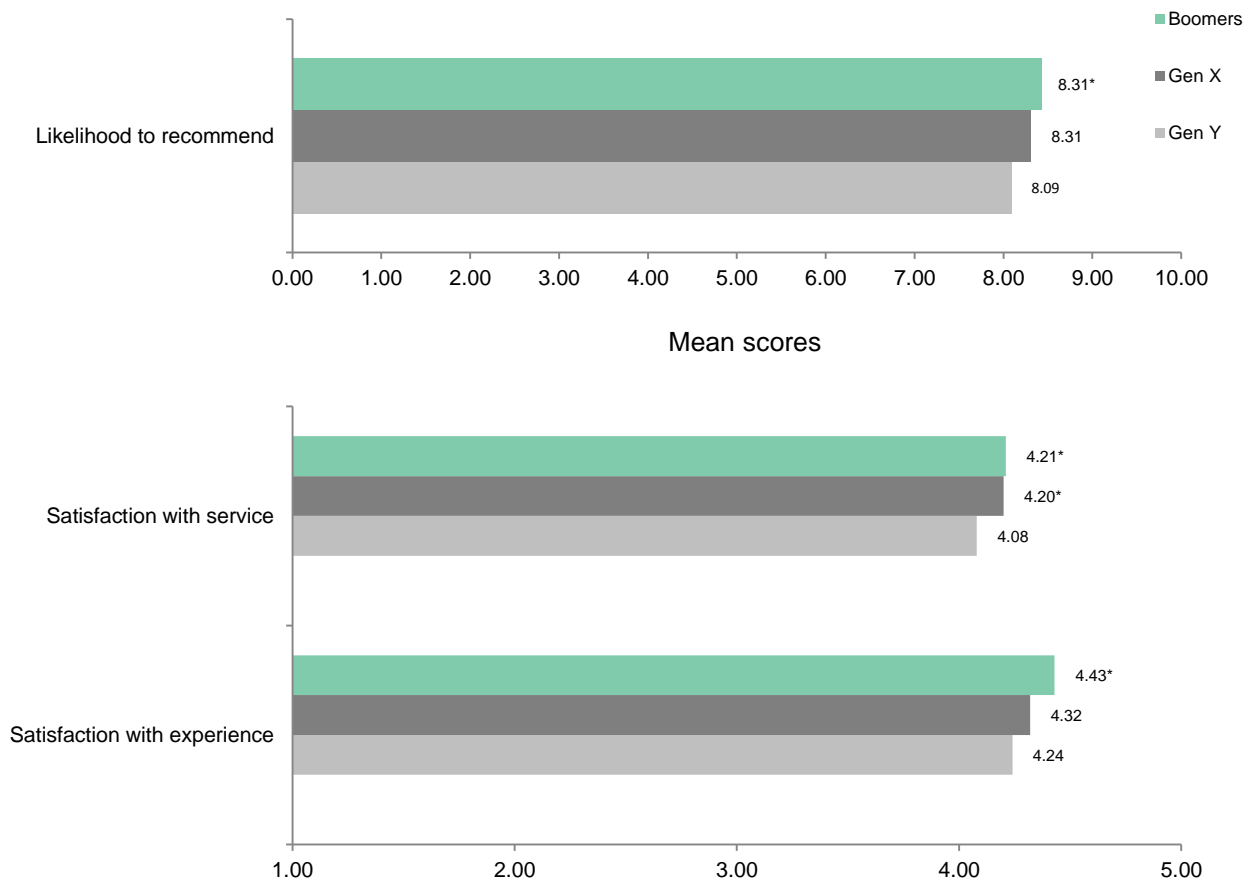
Q: Overall, how satisfied are you with your Metro Transit experience? N=3,252 (Rush), 755 (Non Rush)

Note: 2014 bus based on weighted data

Satisfaction with Metro Transit - Generational

BUS

Older riders report higher levels of satisfaction. Boomers report the highest levels of satisfaction while Gen Y respondents trend significantly lower.



*Statistically significant difference

Q: How likely is it that you would recommend Metro Transit to a friend or colleague? N=1,253 (Boomers), 1,133 (Gen X), 1,908 (Gen Y)

Q: Overall rating of Metro Transit service? N=1,240 (Boomers), 1,120 (Gen X), 1,871 (Gen Y)

Q: Overall, how satisfied are you with your Metro Transit experience? N=1,240 (Boomers), 1,130 (Gen X), 1,909 (Gen Y)

Boomer has birth years between 1946 – 1964

Gen X has birth years between 1965-1979

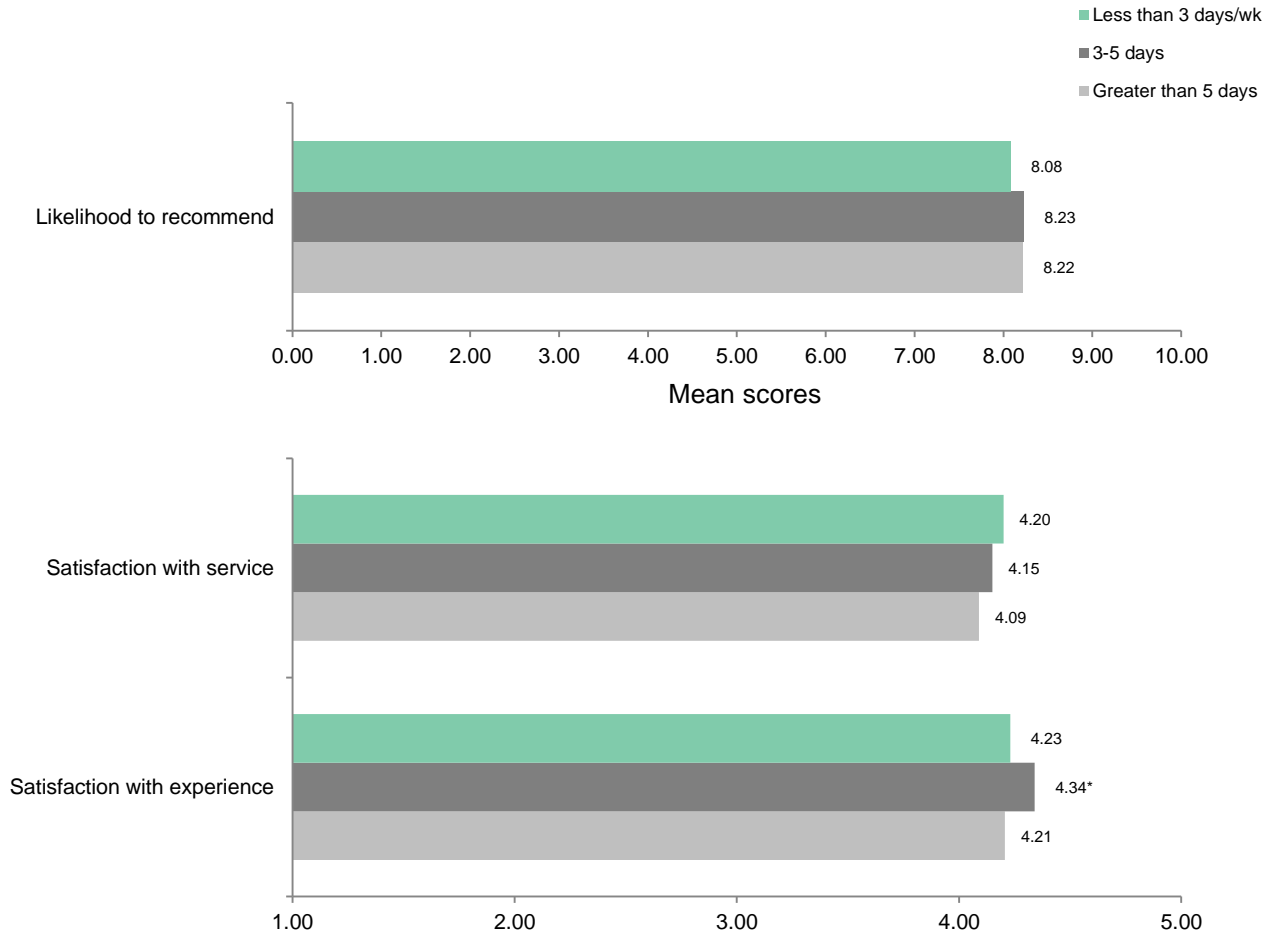
Gen Y has birth years between 1980-2004

Note: 2014 bus based on weighted data

Satisfaction with Metro Transit – Number of Days

BUS

Those who ride 3-5 days a week are significantly more likely to be satisfied with their Metro Transit experience.



*Statistically significant difference

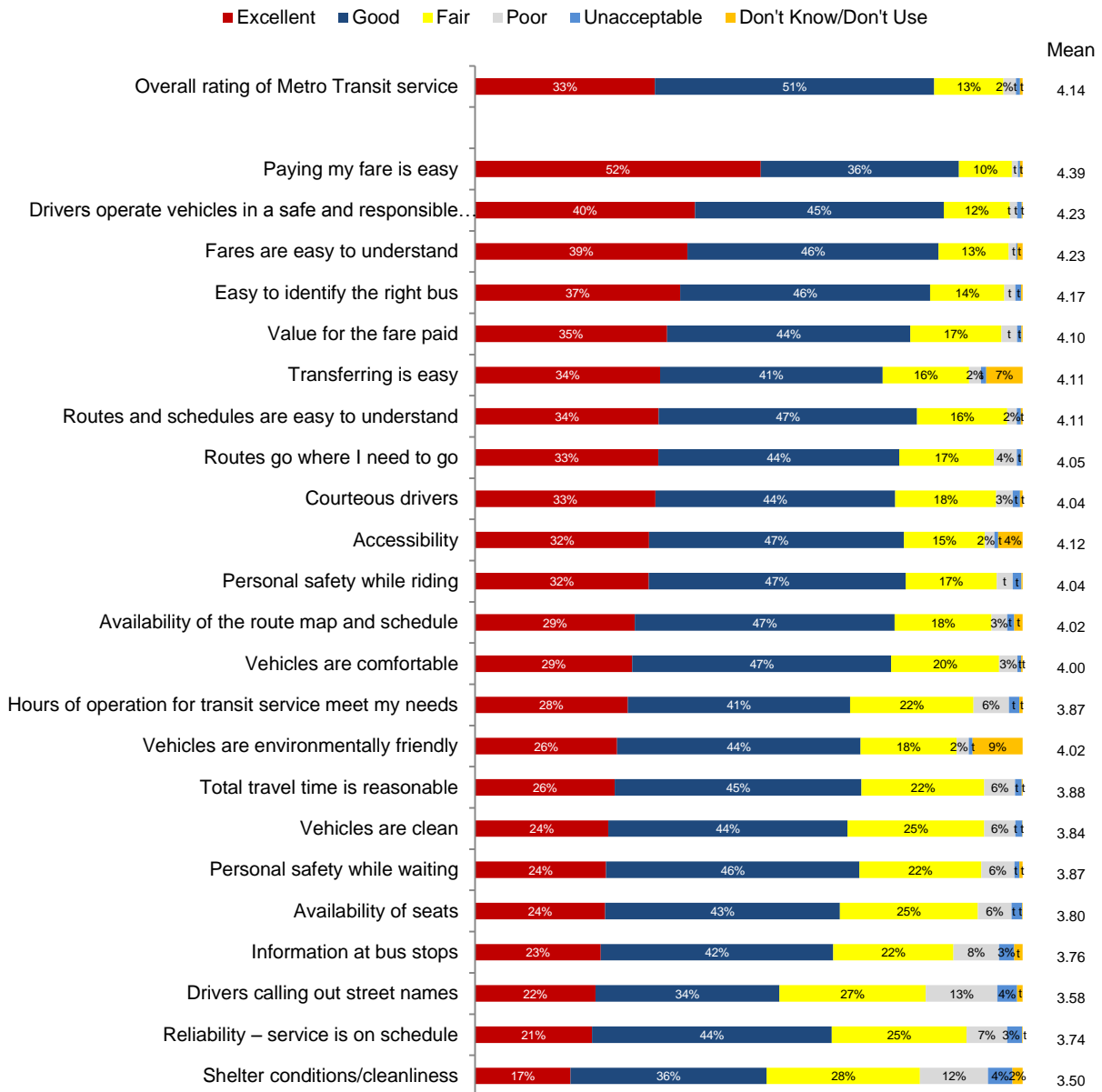
Q: How likely is it that you would recommend Metro Transit to a friend or colleague? N = 169(<3), 3,293(3-5), 1,201 (>5)

Q: Overall rating of Metro Transit service? N = 162(<3), 3,208 (3-5), 1,147 (>5)

Q: Overall, how satisfied are you with your Metro Transit experience? N = 168(<3), 3,289(3-5), 1,183 (>5)

Note: 2014 bus based on weighted data

Performance Ratings



t Denotes 1% or less

Q: Please rate Metro Transit's performance on the following elements of bus service:

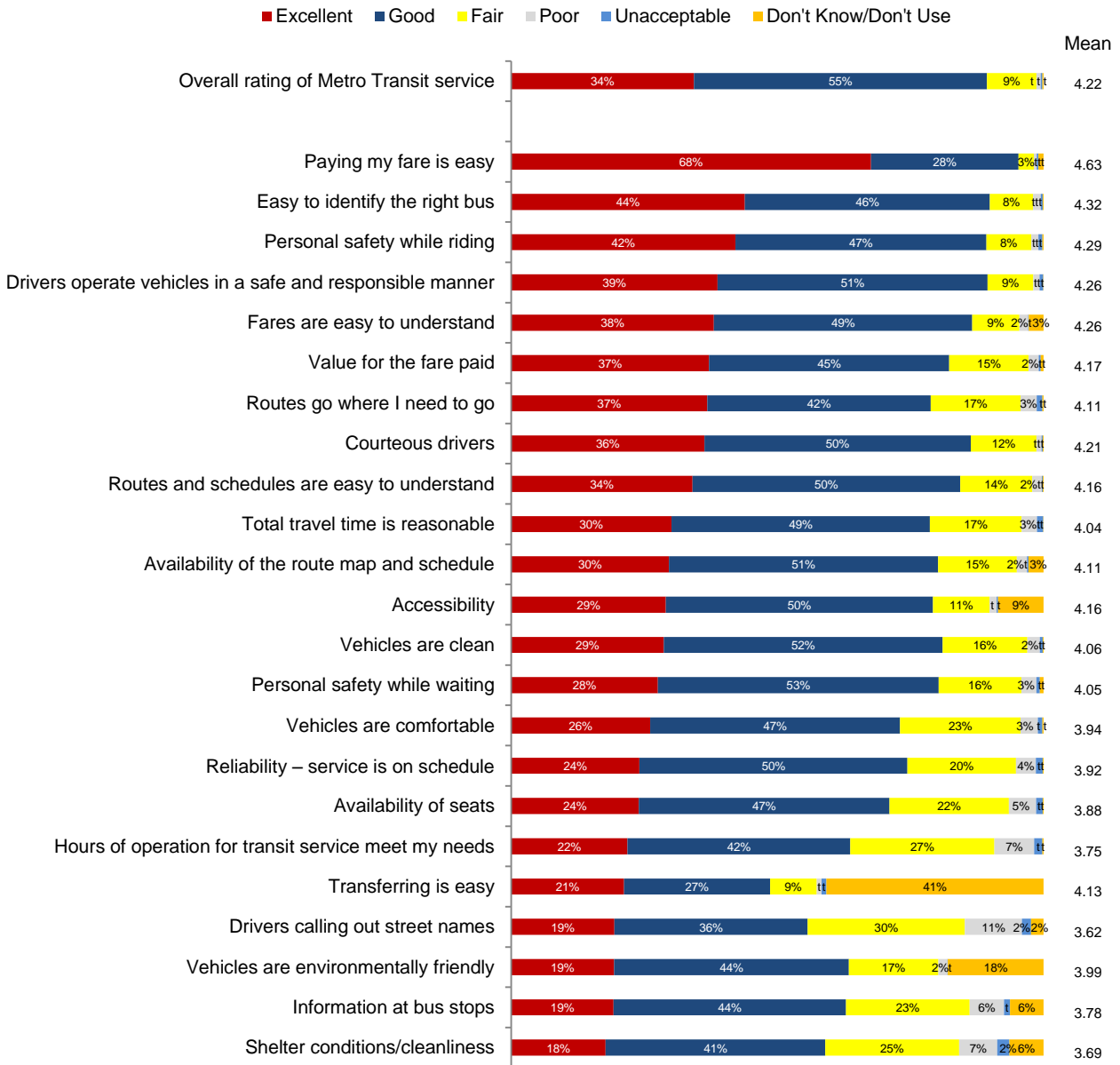
N=2,608-4,726

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.

Note: 2014 bus based on weighted data

Performance Ratings: Express

BUS



t Denotes 1% or less

Q: Please rate Metro Transit's performance on the following elements of bus service:

N=1,150-2,250

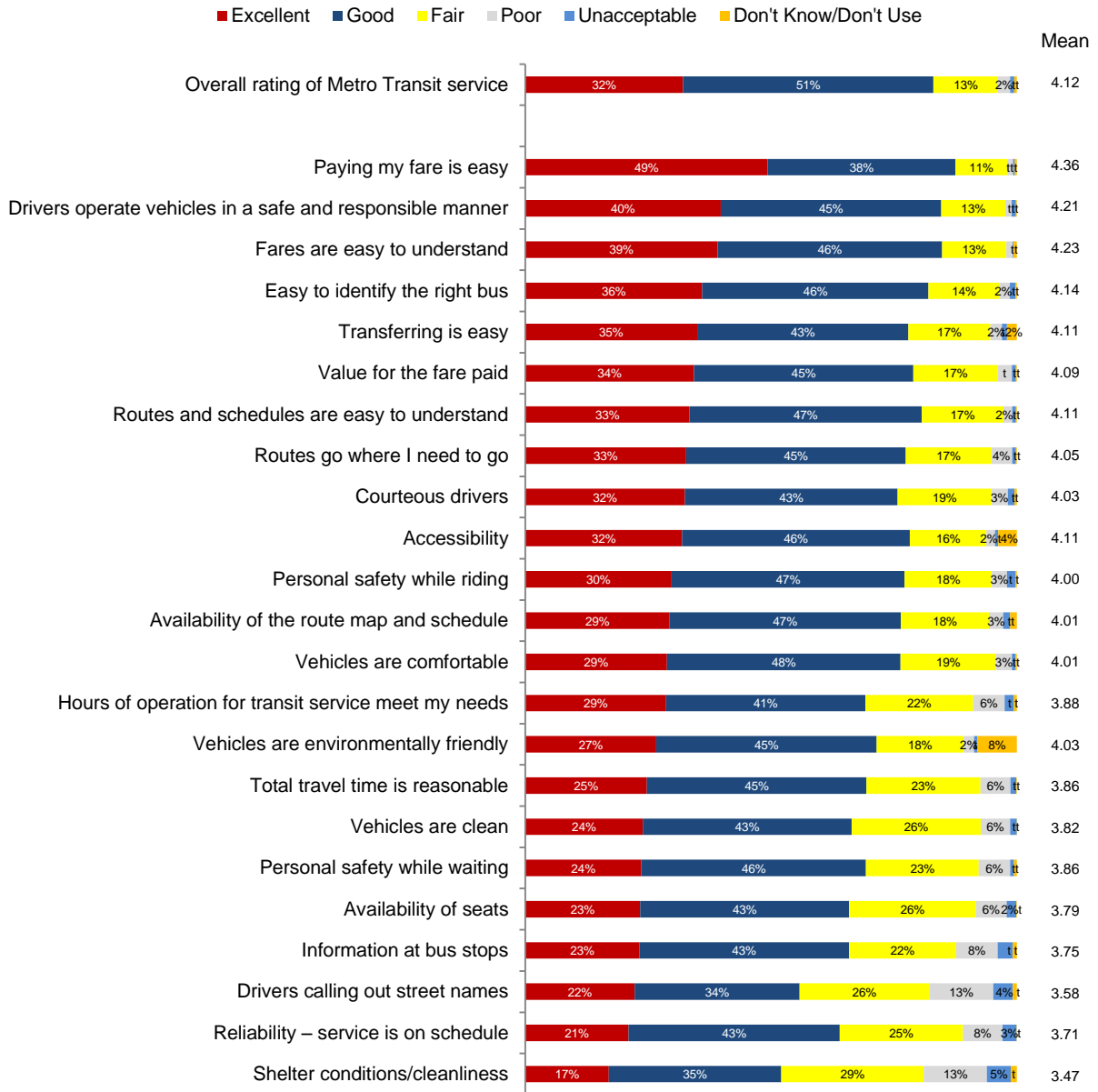
Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.

Note: 2014 bus based on weighted data



Performance Ratings: Local

BUS



t Denotes 1% or less

Q: Please rate Metro Transit's performance on the following elements of bus service:

N=1,355-2,254

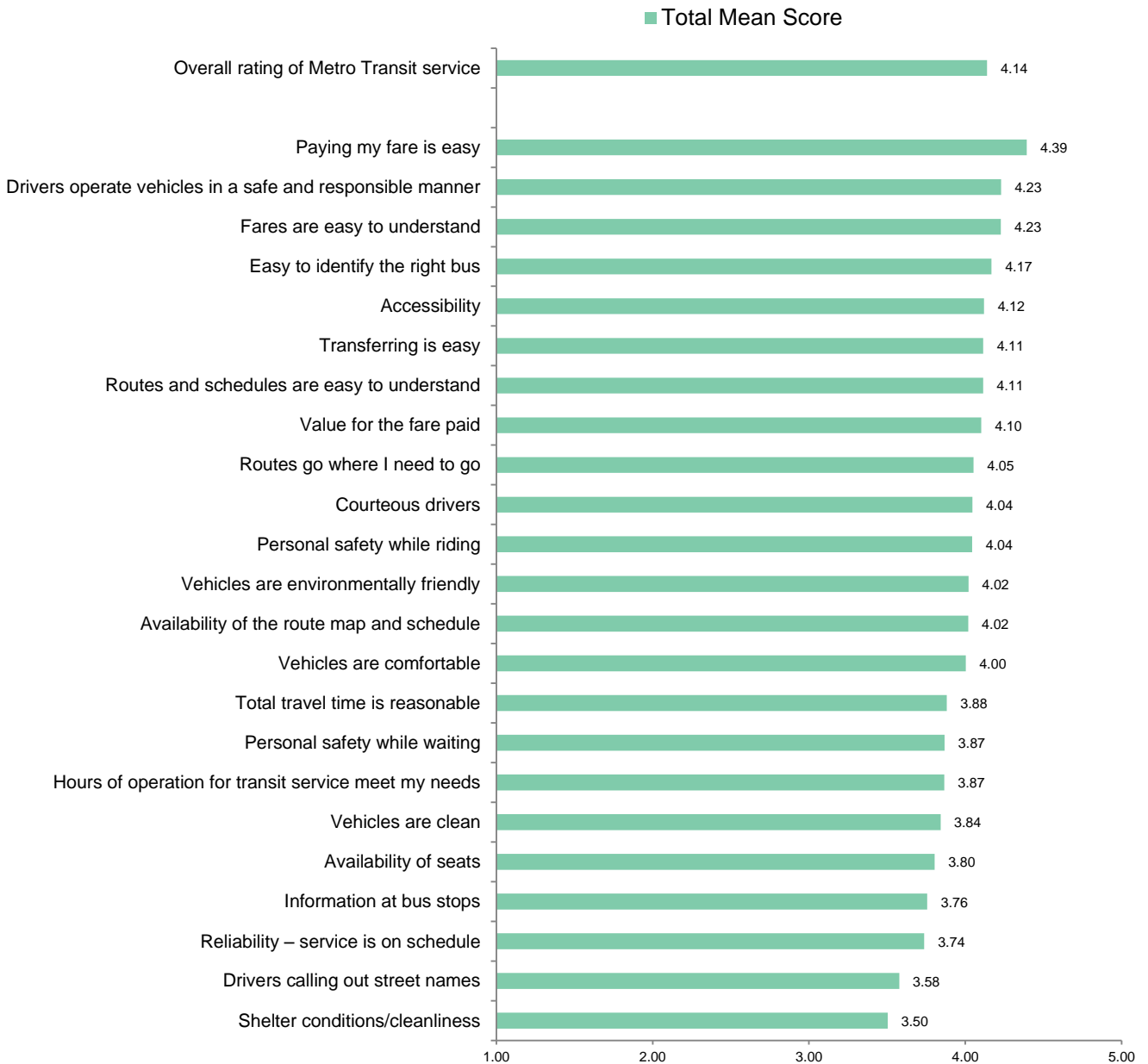
Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.

Note: 2014 bus based on weighted data



Performance Ratings

BUS



Q: Please rate Metro Transit's performance on the following elements of bus service:

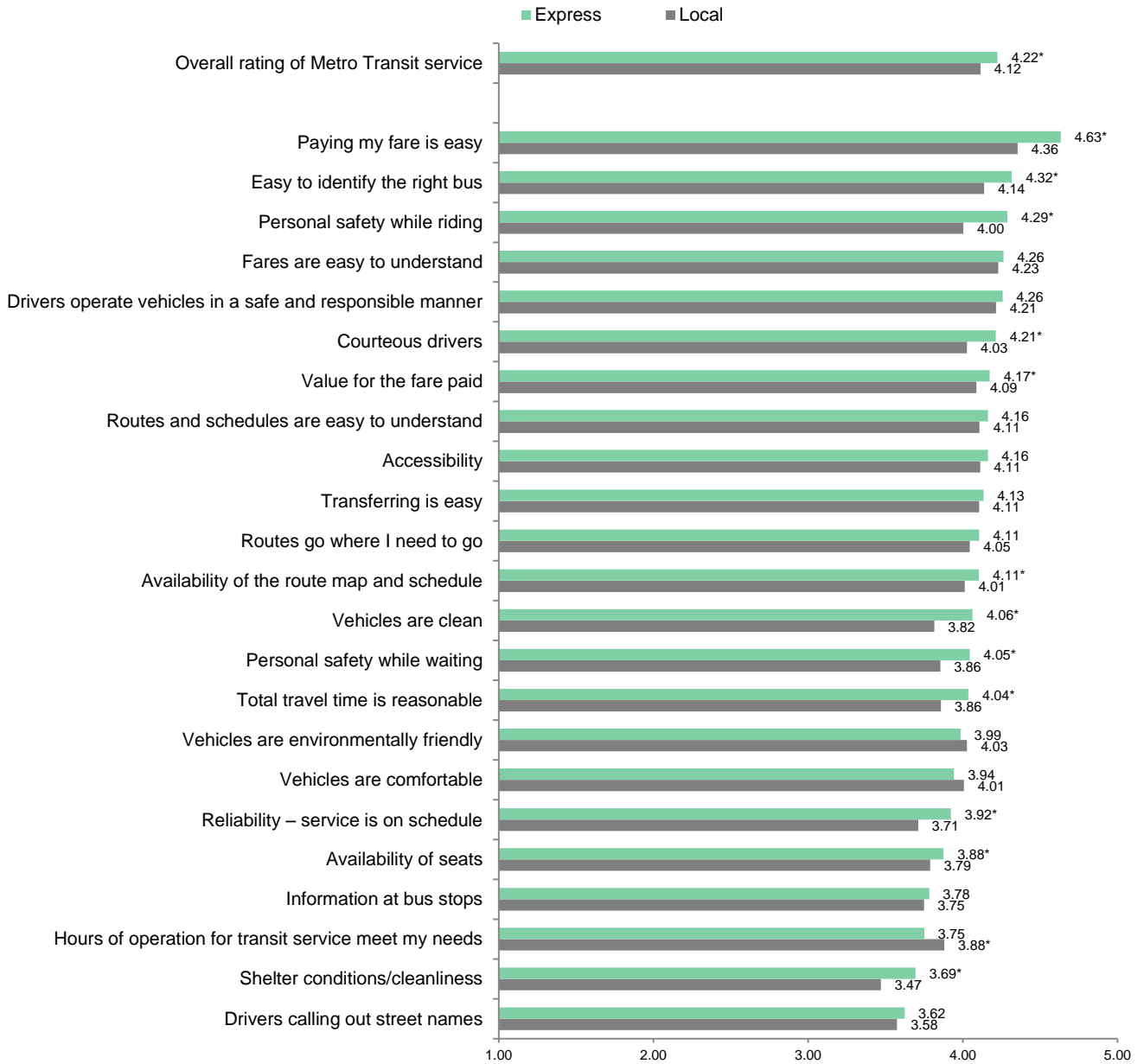
N=2,608-4,726

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.

Note: 2014 bus based on weighted data

Performance Ratings – Express/Local

BUS



*Statistically significant difference

Q: Please rate Metro Transit's performance on the following elements of bus service:
 N=1,150-2,250 (express), 1,355-2,254 (local)

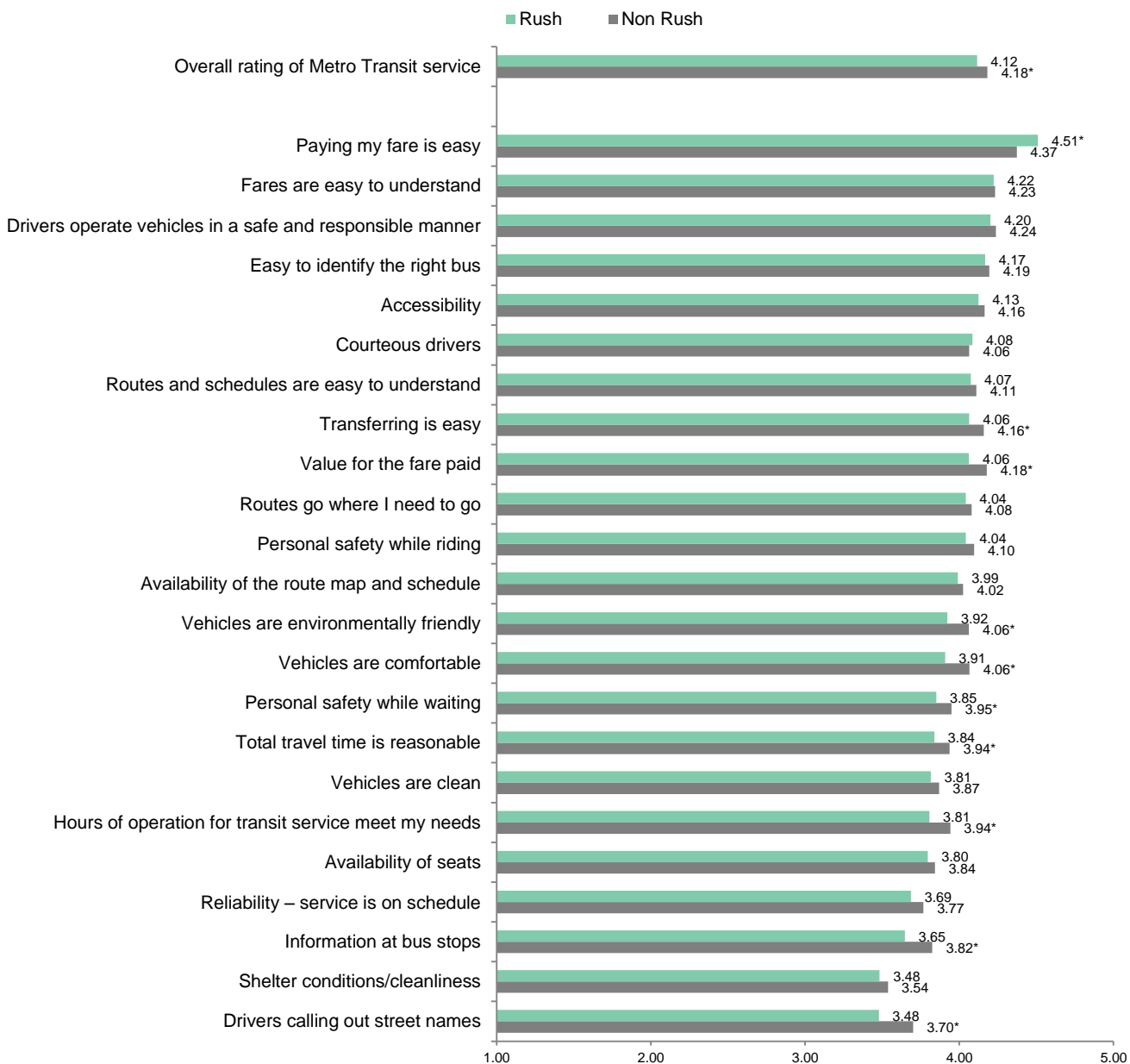
Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.

Note: 2014 bus based on weighted data



Performance Ratings – Rush/Non Rush

BUS



*Statistically significant difference

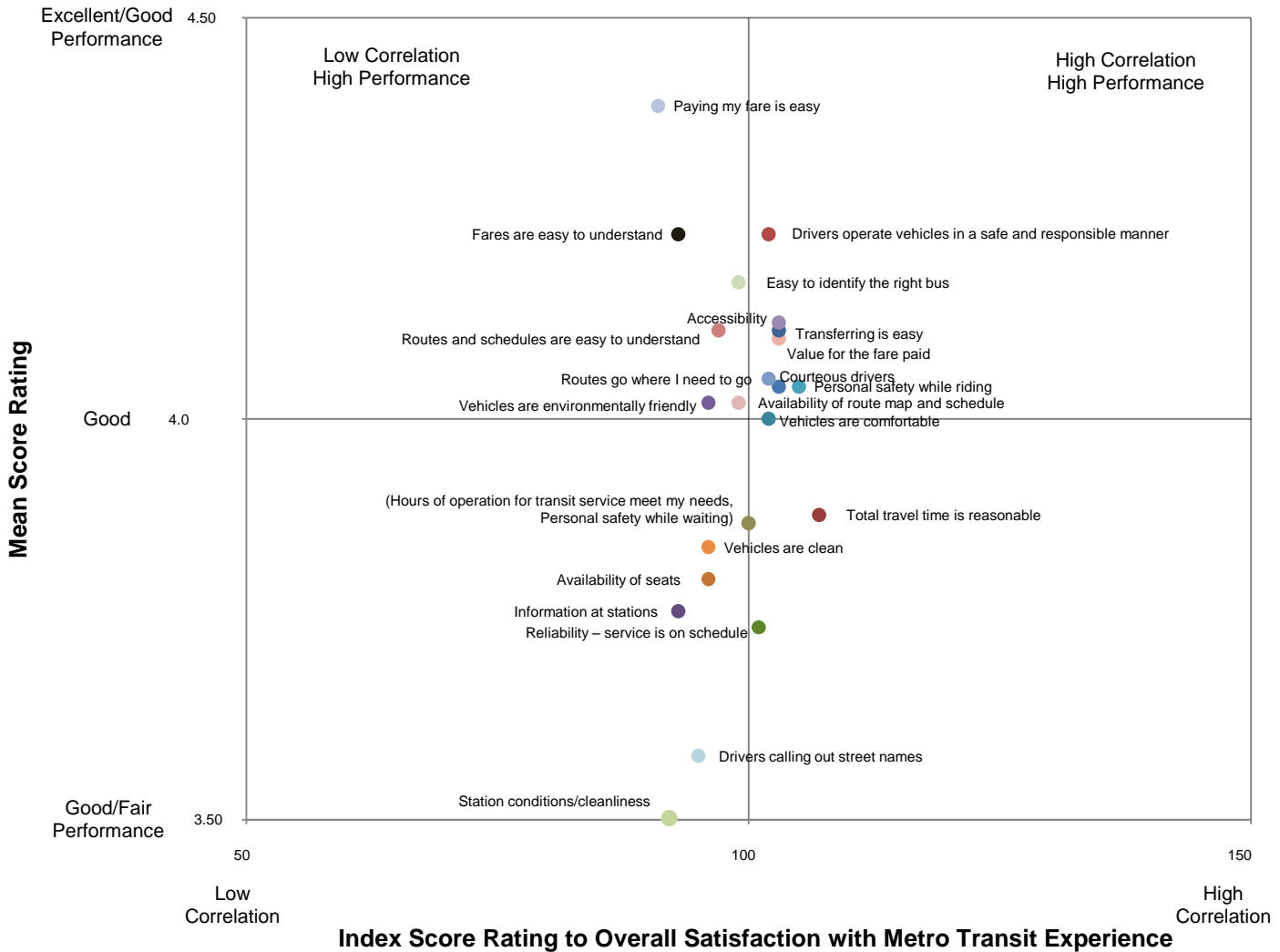
Q: Please rate Metro Transit's performance on the following elements of bus service:
N=538-1187 (Rush), 689-1495 (Non Rush)

Note: 2014 bus based on weighted data



Importance/Performance for Bus

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For bus riders, areas with the greatest opportunities include total travel time is reasonable and reliability – service is on schedule. In addition, personal safety while riding, courteous drivers, vehicles are comfortable, routes go where I need to go, hours of operation meet my transit service needs and personal safety while waiting warrant attention.



Q: Please rate Metro Transit's performance on the following elements of bus service:
N=2,608-4,726

Note: 2014 bus based on weighted data

Elements	Importance Index	Performance Mean
Total travel time is reasonable	107	3.88
Personal safety while riding	105	4.04
Accessibility	103	4.12
Transferring is easy	103	4.11
Value for the fare paid	103	4.10
Courteous drivers	103	4.04
Drivers operate vehicles in a safe and responsible manner	102	4.23
Routes go where I need to go	102	4.05
Vehicles are comfortable	102	4.00
Reliability – service is on schedule	101	3.74
Hours of operation for transit service meet my needs	100	3.87
Personal safety while waiting	100	3.87
Easy to identify the right bus	99	4.17
Availability of the route map and schedule	99	4.02
Routes and schedules are easy to understand	97	4.11
Vehicles are environmentally friendly	96	4.02
Vehicles are clean	96	3.84
Availability of seats	96	3.80
Drivers calling out street names	95	3.58
Fares are easy to understand	93	4.23
Information at bus stops	93	3.76
Shelter conditions/cleanliness	92	3.50
Paying my fare is easy	91	4.39

Q: Please rate Metro Transit's performance on the following elements of bus service:
N=2,608-4,726

Note: 2014 bus based on weighted data

Excellent/ Good Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Paying my fare is easy	4.39	4.38	same
Fares are easy to understand	4.23	4.19	same
Easy to identify the right bus	4.17	4.2	same
Routes and schedules are easy to understand	4.11	4.12	E/G & High
Availability of the route map and schedule	4.02	4.04	E/G & High
Vehicles are environmentally friendly	4.02	3.98	G/F & Low

Excellent/Good Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Drivers operate vehicles in a safe and responsible manner	4.23	4.24	same
Accessibility	4.12	NA	NA
Transferring is easy	4.11	4.15	same
Value for the fare paid	4.10	4.04	same
Routes go where I need to go	4.05	4.07	same
Courteous drivers	4.04	4.02	same
Personal safety while riding	4.04	4.01	same
Vehicles are comfortable	4.00	4.00	E/G & Low

Good/ Fair Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Vehicles are clean	3.84	3.84	G/F & High
Availability of seats	3.80	3.74	same
Information at bus stops	3.76	3.82	same
Drivers calling out street names	3.58	3.58	same
Shelter conditions/cleanliness	3.50	3.57	same

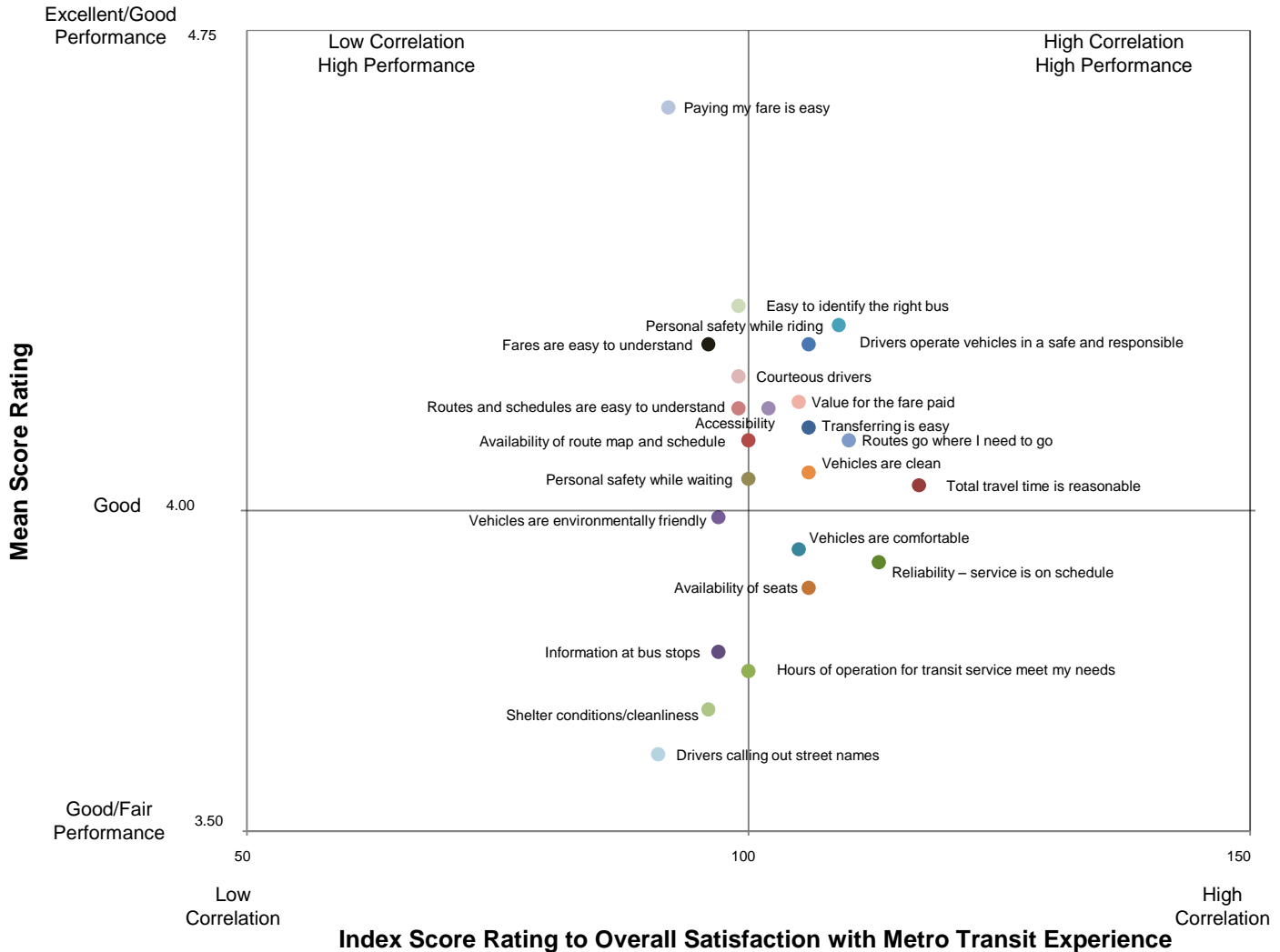
Good/ Fair Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Total travel time is reasonable	3.88	3.88	same
Hours of operation for transit service meet my needs	3.87	3.72	G/F & Low
Personal safety while waiting	3.87	3.82	same
Reliability – service is on schedule	3.74	3.81	same

Q: Please rate Metro Transit's performance on the following elements of experience
N=2,608-4,726

Note: 2014 bus based on weighted data

Importance/Performance for Express

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For express riders, the area with the greatest opportunity includes reliability – service is on schedule, availability of seats and vehicles are comfortable. In addition, total travel time is reasonable and hours of operation for transit service meet my needs warrant attention.



Q: Please rate Metro Transit's performance on the following elements of bus service:
N=1,150-2,250

Note: 2014 bus based on weighted data

Elements	Importance Index	Performance Mean
Total travel time is reasonable	117	4.04
Reliability – service is on schedule	113	3.92
Routes go where I need to go	110	4.11
Personal safety while riding	109	4.29
Transferring is easy	106	4.13
Drivers operate vehicles in a safe and responsible manner	106	4.26
Vehicles are clean	106	4.06
Availability of seats	106	3.88
Vehicles are comfortable	105	3.94
Value for the fare paid	105	4.17
Accessibility	102	4.16
Availability of the route map and schedule	100	4.11
Personal safety while waiting	100	4.05
Hours of operation for transit service meet my needs	100	3.75
Courteous drivers	99	4.21
Routes and schedules are easy to understand	99	4.16
Easy to identify the right bus	99	4.32
Vehicles are environmentally friendly	97	3.99
Information at bus stops	97	3.78
Shelter conditions/cleanliness	96	3.69
Fares are easy to understand	96	4.26
Paying my fare is easy	92	4.63
Drivers calling out street names	91	3.62

Q: Please rate Metro Transit's performance on the following elements of bus service:
N=1,150-2,250

Note: 2014 bus based on weighted data

Excellent/ Good Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Paying my fare is easy	4.63	4.62	same
Easy to identify the right bus	4.32	4.28	same
Fares are easy to understand	4.26	4.26	E/G & High
Courteous drivers	4.21	4.24	E/G & High
Routes and schedules are easy to understand	4.16	4.18	E/G & High

Excellent/Good Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Personal safety while riding	4.29	4.27	same
Drivers operate vehicles in a safe and responsible manner	4.26	4.22	same
Value for the fare paid	4.17	4.14	same
Accessibility	4.16	NA	NA
Transferring is easy	4.13	4.13	same
Availability of the route map and schedule	4.11	4.12	E/G & Low
Routes go where I need to go	4.11	4.09	E/G & Low
Vehicles are clean	4.06	4.03	same
Personal safety while waiting	4.05	4.08	same
Total travel time is reasonable	4.04	4.03	same

Good/ Fair Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Vehicles are environmentally friendly	3.99	3.97	same
Information at bus stops	3.78	3.84	same
Shelter conditions/cleanliness	3.69	3.76	G/F & High
Drivers calling out street names	3.62	3.67	same

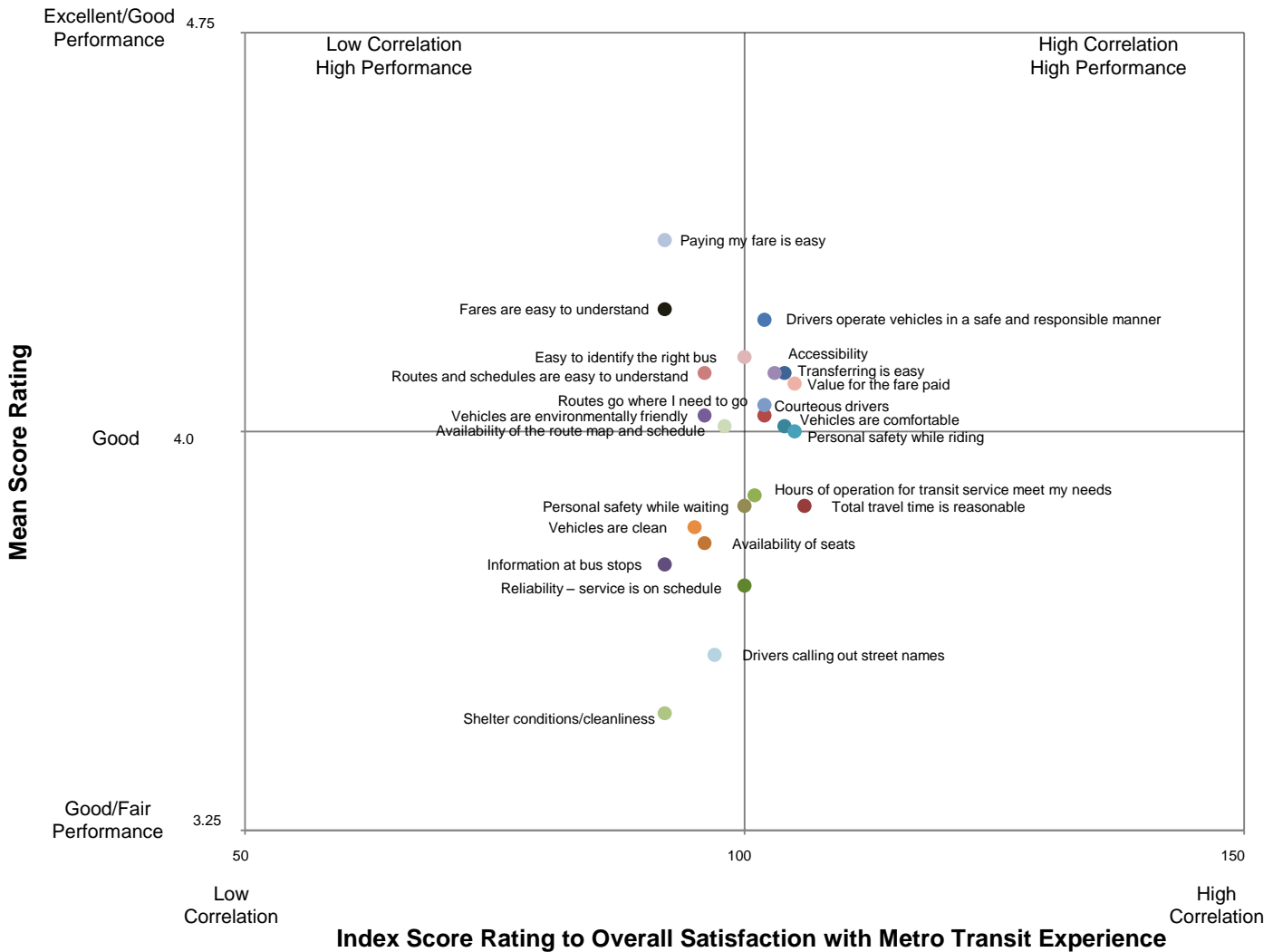
Good/ Fair Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Vehicles are comfortable	3.94	3.89	G/F & Low
Reliability – service is on schedule	3.92	4.00	E/G & High
Availability of seats	3.88	3.70	G/F & Low
Hours of operation for transit service meet my needs	3.75	3.72	G/F & Low

Q: Please rate Metro Transit's performance on the following elements of experience
N=1,150-2,250

Note: 2014 bus based on weighted data

Importance/Performance for Local

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For local riders, areas with the greatest opportunities include total travel time is reasonable and hours of operation for transit service meet my needs. In addition, personal safety while riding, vehicles are comfortable, routes go where I need to go, courteous drivers, personal safety while waiting and reliability – service is on schedule warrant attention.



Q: Please rate Metro Transit's performance on the following elements of bus service:
N=1,350-2,932

Note: 2014 bus based on weighted data

Elements	Importance Index	Performance Mean
Total travel time is reasonable	106	3.86
Value for the fare paid	105	4.09
Personal safety while riding	105	4.00
Transferring is easy	104	4.11
Vehicles are comfortable	104	4.01
Accessibility	103	4.11
Drivers operate vehicles in a safe and responsible manner	102	4.21
Routes go where I need to go	102	4.05
Courteous drivers	102	4.03
Hours of operation for transit service meet my needs	101	3.88
Easy to identify the right bus	100	4.14
Personal safety while waiting	100	3.86
Reliability – service is on schedule	100	3.71
Availability of the route map and schedule	98	4.01
Drivers calling out street names	97	3.58
Routes and schedules are easy to understand	96	4.11
Vehicles are environmentally friendly	96	4.03
Availability of seats	96	3.79
Vehicles are clean	95	3.82
Paying my fare is easy	92	4.36
Fares are easy to understand	92	4.23
Information at bus stops	92	3.75
Shelter conditions/cleanliness	92	3.47

Q: Please rate Metro Transit's performance on the following elements of bus service:
N=1,350-2,932

Note: 2014 bus based on weighted data

Excellent/ Good Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Paying my fare is easy	4.36	4.35	same
Fares are easy to understand	4.23	4.18	E/G & High
Routes and schedules are easy to understand	4.11	4.11	E/G & High
Vehicles are environmentally friendly	4.03	3.99	G/F & High
Availability of the route map and schedule	4.01	4.02	E/G & High

Excellent/Good Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Drivers operate vehicles in a safe and responsible manner	4.21	4.25	same
Easy to identify the right bus	4.14	4.20	E/G & Low
Transferring is easy	4.11	4.18	same
Accessibility	4.11	NA	NA
Value for the fare paid	4.09	4.02	E/G & Low
Routes go where I need to go	4.05	4.08	same
Courteous drivers	4.03	3.98	G/F & High
Vehicles are comfortable	4.01	4.03	same
Personal safety while riding	4.00	3.96	G/F & Low

Good/ Fair Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Vehicles are clean	3.82	3.79	G/F & High
Availability of seats	3.79	3.75	G/F & High
Information at bus stops	3.75	3.82	same
Drivers calling out street names	3.58	3.55	same
Shelter conditions/cleanliness	3.47	3.53	same

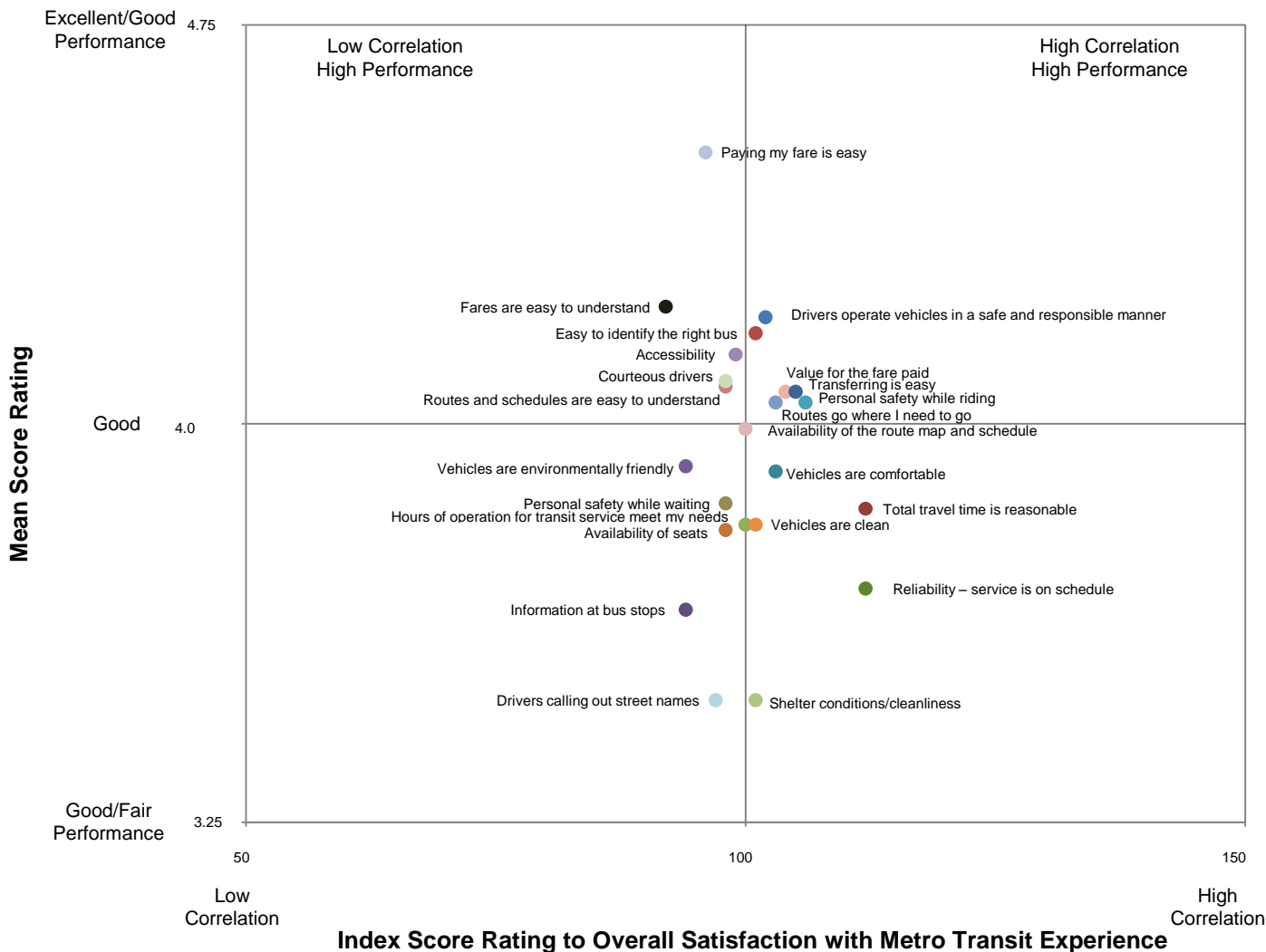
Good/ Fair Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Hours of operation for transit service meet my needs	3.88	3.71	G/F & Low
Personal safety while waiting	3.86	3.75	same
Total travel time is reasonable	3.86	3.84	same
Reliability – service is on schedule	3.71	3.77	same

Q: Please rate Metro Transit's performance on the following elements of experience
N=1,350-2,932

Importance/Performance for Rush

BUS

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For rush hour riders, areas with the greatest opportunities include reliability – service is on schedule, total travel time is reasonable, vehicles are comfortable, vehicles are clean and shelter conditions/cleanliness. In addition, personal safety while riding, routes go where I need to go, availability of the route map and schedule and hours of operation for transit service meet my needs warrant attention.



Q: Please rate Metro Transit's performance on the following elements of bus service:
N=538-1,187

Note: 2014 bus based on weighted data



Elements	Importance Index	Performance Mean
Total travel time is reasonable	112	3.84
Reliability – service is on schedule	112	3.69
Personal safety while riding	106	4.04
Transferring is easy	105	4.06
Value for the fare paid	104	4.06
Routes go where I need to go	103	4.04
Vehicles are comfortable	103	3.91
Drivers operate vehicles in a safe and responsible manner	102	4.20
Easy to identify the right bus	101	4.17
Vehicles are clean	101	3.81
Shelter conditions/cleanliness	101	3.48
Availability of the route map and schedule	100	3.99
Hours of operation for transit service meet my needs	100	3.81
Accessibility	99	4.13
Courteous drivers	98	4.08
Routes and schedules are easy to understand	98	4.07
Personal safety while waiting	98	3.85
Availability of seats	98	3.80
Drivers calling out street names	97	3.48
Paying my fare is easy	96	4.51
Vehicles are environmentally friendly	94	3.92
Information at bus stops	94	3.65
Fares are easy to understand	92	4.22

Q: Please rate Metro Transit's performance on the following elements of bus service:
N=538-1,187

Note: 2014 bus based on weighted data

Index/Performance Shift - Rush

BUS

Excellent/ Good Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Paying my fare is easy	4.51	4.47	same
Fares are easy to understand	4.22	4.17	same
Accessibility	4.13	NA	NA
Courteous drivers	4.08	4.01	E/G & High
Routes and schedules are easy to understand	4.07	4.11	E/G & High

Excellent/Good Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Drivers operate vehicles in a safe and responsible manner	4.20	4.25	same
Easy to identify the right bus	4.17	4.23	E/G & Low
Transferring is easy	4.06	4.17	same
Value for the fare paid	4.06	4.07	same
Personal safety while riding	4.04	4.08	same
Routes go where I need to go	4.04	4.13	same

Good/ Fair Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Vehicles are environmentally friendly	3.92	3.91	G/F & High
Personal safety while waiting	3.85	3.86	G/F & High
Availability of seats	3.80	3.75	same
Information at bus stops	3.65	3.80	same
Drivers calling out street names	3.48	3.65	same

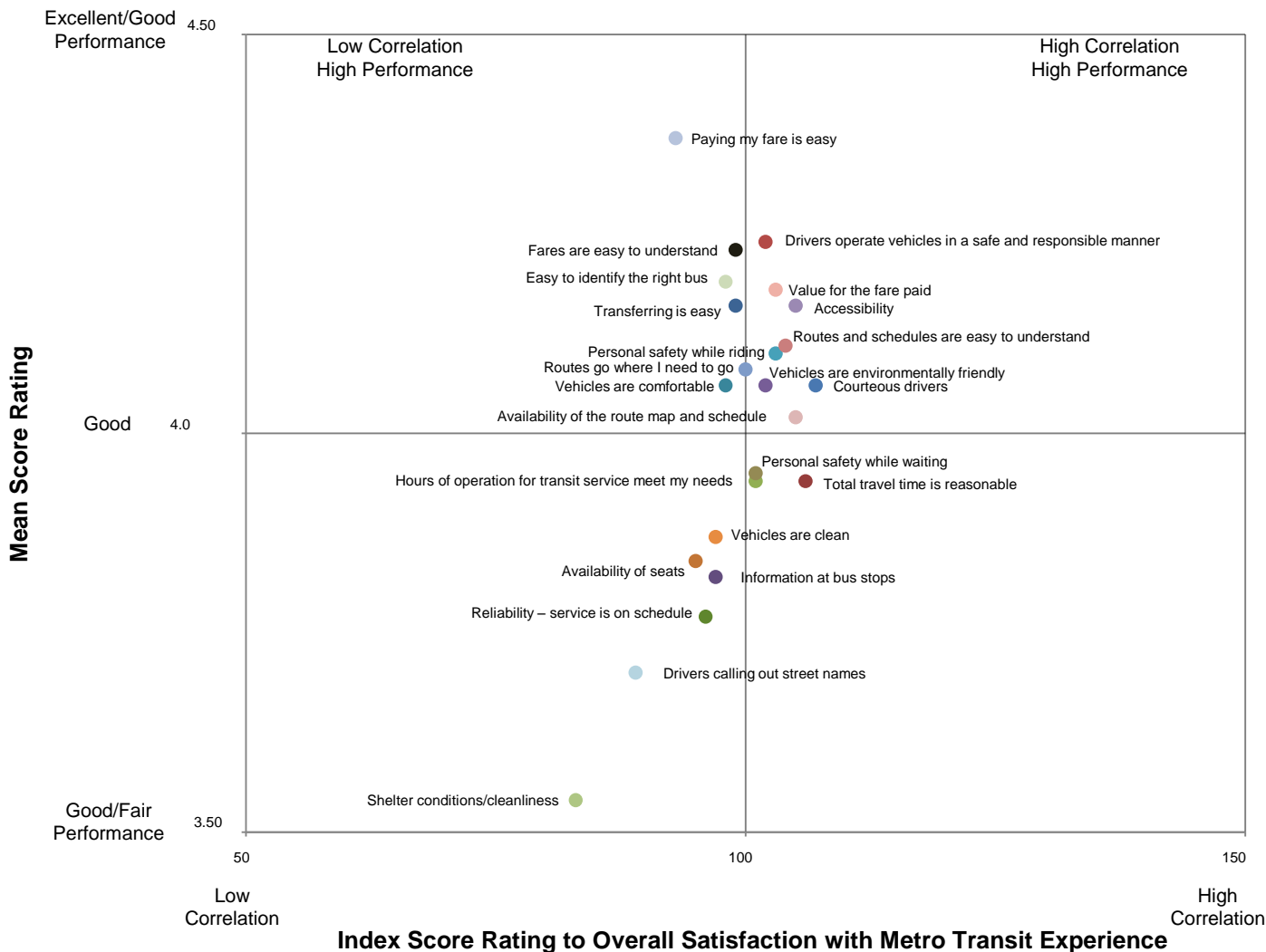
Good/ Fair Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Availability of the route map and schedule	3.99	4.02	E/G & High
Vehicles are comfortable	3.91	3.98	same
Total travel time is reasonable	3.84	3.90	same
Hours of operation for transit service meet my needs	3.81	3.72	G/F & Low
Vehicles are clean	3.81	3.86	G/F & Low
Reliability – service is on schedule	3.69	3.85	same
Shelter conditions/cleanliness	3.48	3.64	G/F & Low

Q: Please rate Metro Transit's performance on the following elements of experience
N=538-1,187

Importance/Performance for Non-Rush

BUS

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For non-rush hour riders, areas with the greatest opportunities include total travel time is reasonable, personal safety while waiting and hours of operation for transit service meet my needs. In addition, availability of route map and schedule warrants attention.



Q: Please rate Metro Transit's performance on the following elements of bus service:
N=689-1,495

Note: 2014 bus based on weighted data

Elements	Importance Index	Performance Mean
Courteous drivers	107	4.06
Total travel time is reasonable	106	3.94
Accessibility	105	4.16
Availability of the route map and schedule	105	4.02
Routes and schedules are easy to understand	104	4.11
Value for the fare paid	103	4.18
Personal safety while riding	103	4.10
Drivers operate vehicles in a safe and responsible manner	102	4.24
Vehicles are environmentally friendly	102	4.06
Personal safety while waiting	101	3.95
Hours of operation for transit service meet my needs	101	3.94
Routes go where I need to go	100	4.08
Fares are easy to understand	99	4.23
Transferring is easy	99	4.16
Easy to identify the right bus	98	4.19
Vehicles are comfortable	98	4.06
Vehicles are clean	97	3.87
Information at bus stops	97	3.82
Reliability – service is on schedule	96	3.77
Availability of seats	95	3.84
Paying my fare is easy	93	4.37
Drivers calling out street names	89	3.70
Shelter conditions/cleanliness	83	3.54

Q: Please rate Metro Transit's performance on the following elements of bus service:
N=689-1,495

Note: 2014 bus based on weighted data

Excellent/ Good Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Paying my fare is easy	4.37	4.27	E/G & High
Fares are easy to understand	4.23	4.23	E/G & High
Easy to identify the right bus	4.19	4.14	E/G & High
Transferring is easy	4.16	4.11	same
Vehicles are comfortable	4.06	3.98	G/F & Low

Excellent/Good Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Drivers operate vehicles in a safe and responsible manner	4.24	4.21	E/G & Low
Value for the fare paid	4.18	4.05	same
Accessibility	4.16	NA	NA
Routes and schedules are easy to understand	4.11	4.11	same
Personal safety while riding	4.10	3.95	G/F & Low
Routes go where I need to go	4.08	4.04	same
Courteous drivers	4.06	4.00	E/G & Low
Vehicles are environmentally friendly	4.06	3.98	G/F & Low
Availability of the route map and schedule	4.02	4.02	E/G & Low

Good/ Fair Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Vehicles are clean	3.87	3.76	G/F & High
Availability of seats	3.84	3.68	G/F & High
Information at bus stops	3.82	3.85	same
Reliability – service is on schedule	3.77	3.81	G/F & High
Drivers calling out street names	3.70	3.51	same
Shelter conditions/cleanliness	3.54	3.52	same

Good/ Fair Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Personal safety while waiting	3.95	3.71	same
Hours of operation for transit service meet my needs	3.94	3.74	same
Total travel time is reasonable	3.94	3.81	same

Q: Please rate Metro Transit's performance on the following elements of experience
N=689-1,495

Note: 2014 bus based on weighted data

Performance Areas	OVERALL	Express	Local	Rush	Non-Rush
Total travel time is reasonable	High	Moderate	High	High	High
Personal safety while riding	Moderate		Moderate	Moderate	
Accessibility					
Transferring is easy					
Value for the fare paid					
Courteous drivers	Moderate		Moderate		
Drivers operate vehicles in a safe and responsible manner					
Routes go where I need to go	Moderate		Moderate	Moderate	
Vehicles are comfortable	Moderate	High	Moderate	High	
Reliability – service is on schedule	High	High	Moderate	High	
Hours of operation for transit service meet my needs	Moderate	Moderate	High	Moderate	High
Personal safety while waiting	Moderate	Moderate	Moderate		High
Easy to identify the right bus					
Availability of the route map and schedule				Moderate	Moderate
Routes and schedules are easy to understand					
Vehicles are environmentally friendly					
Vehicles are clean				High	
Availability of seats		High			
Drivers calling out street names					
Fares are easy to understand					
Information at bus stops					
Shelter conditions/cleanliness				High	
Paying my fare is easy					

N=538 – 4,726

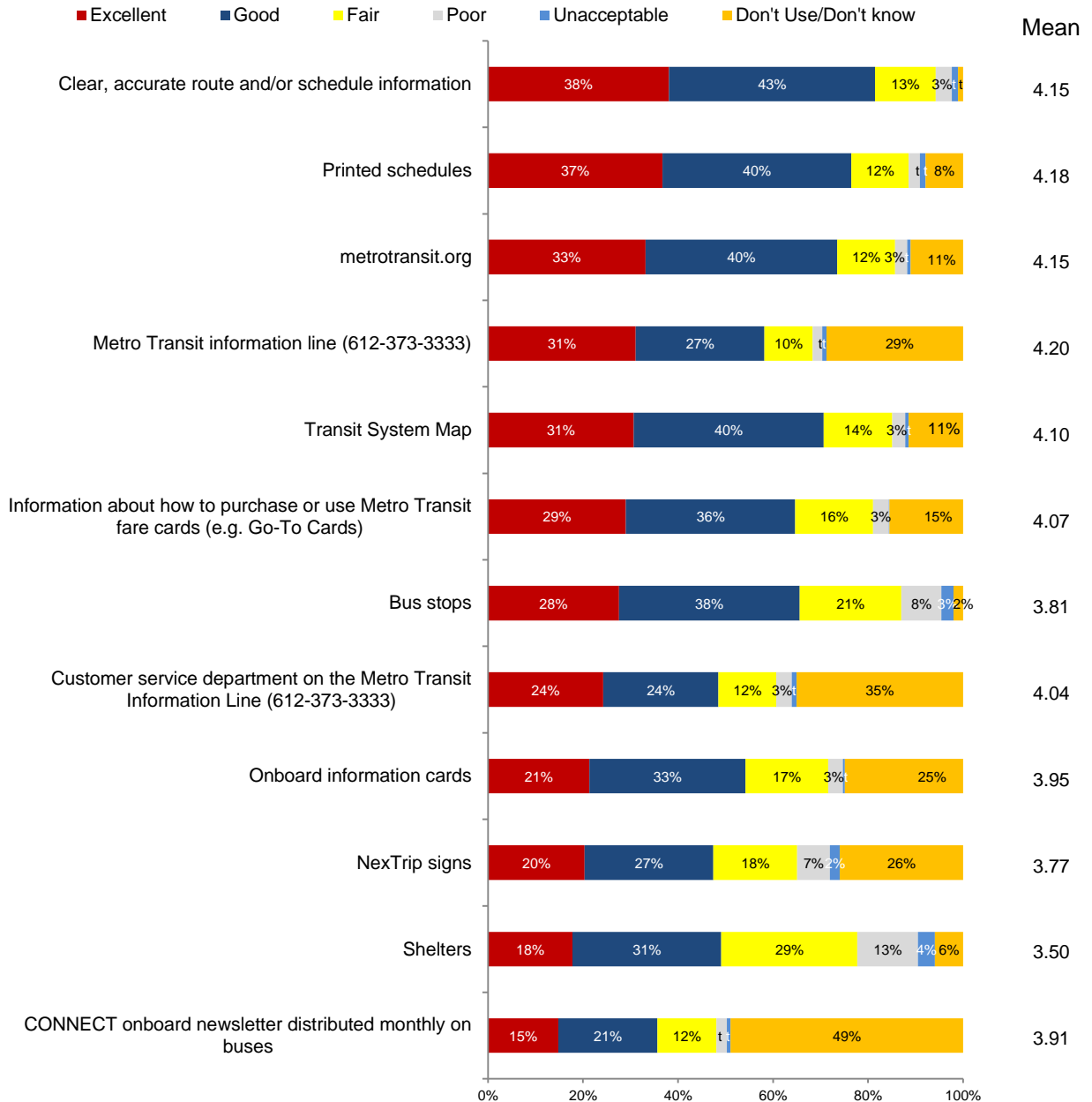
High = Mean of 0 – 3.99 and Importance of 101 to 150

Moderate = Mean of 4.00 – 4.05 and Importance of 101 to 150 OR Mean of 0 – 3.99 and Importance of 100

Note: 2014 bus based on weighted data

Communication Ratings

BUS



t Denotes 1% or less

Q: Please rate how well we are communicating with you in the following areas by providing:

N=2,156-2,348

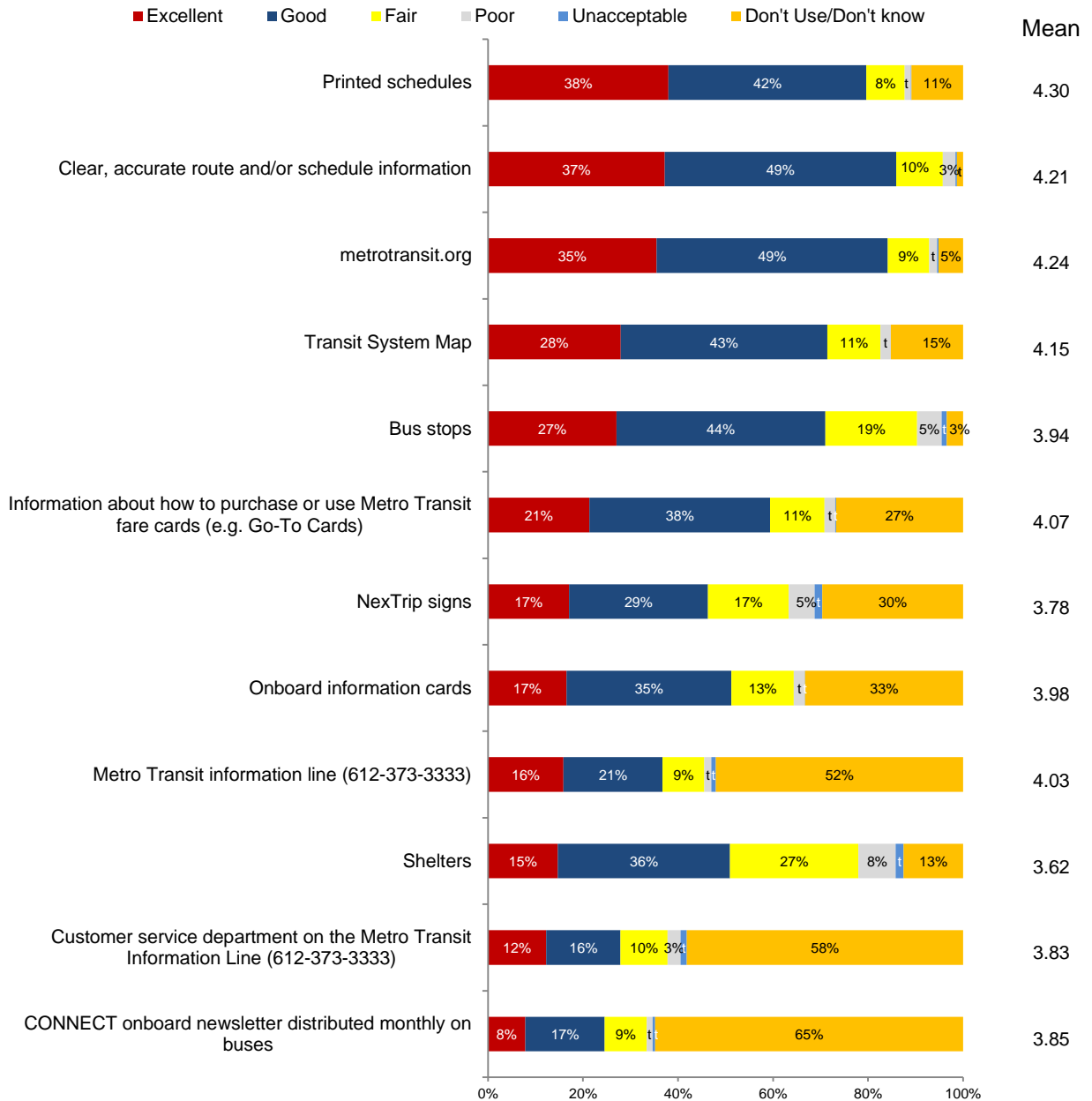
Attributes were divided evenly between survey versions.

Note: 2014 bus based on weighted data



Communication Ratings: Express

BUS



t Denotes 1% or less

Q: Please rate how well we are communicating with you in the following areas by providing:

N=1,151-1,220

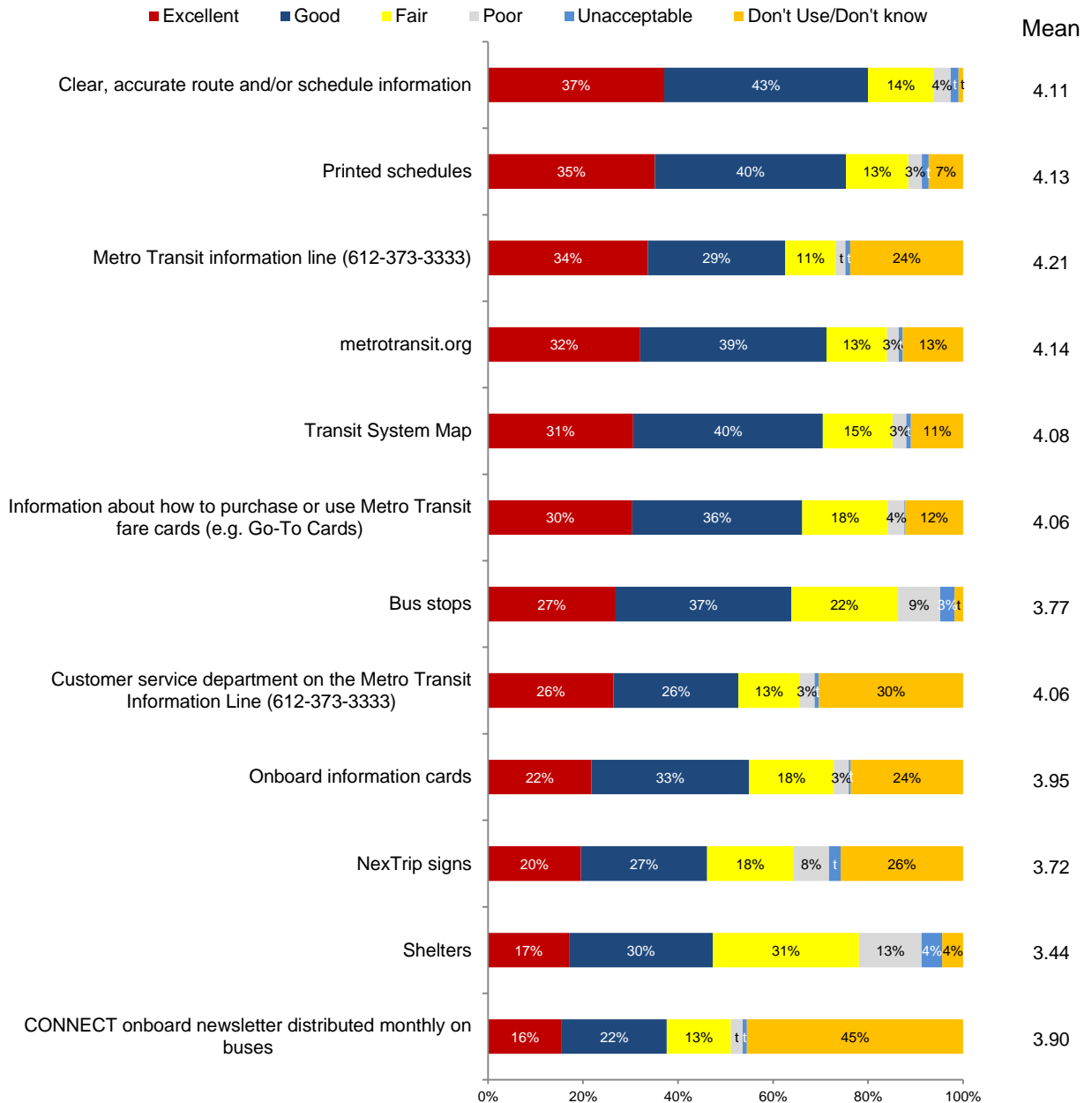
Attributes were divided evenly between survey versions.

Note: 2014 bus based on weighted data



Communication Ratings: Local

BUS



t Denotes 1% or less

Q: Please rate how well we are communicating with you in the following areas by providing:

N=903-1,011

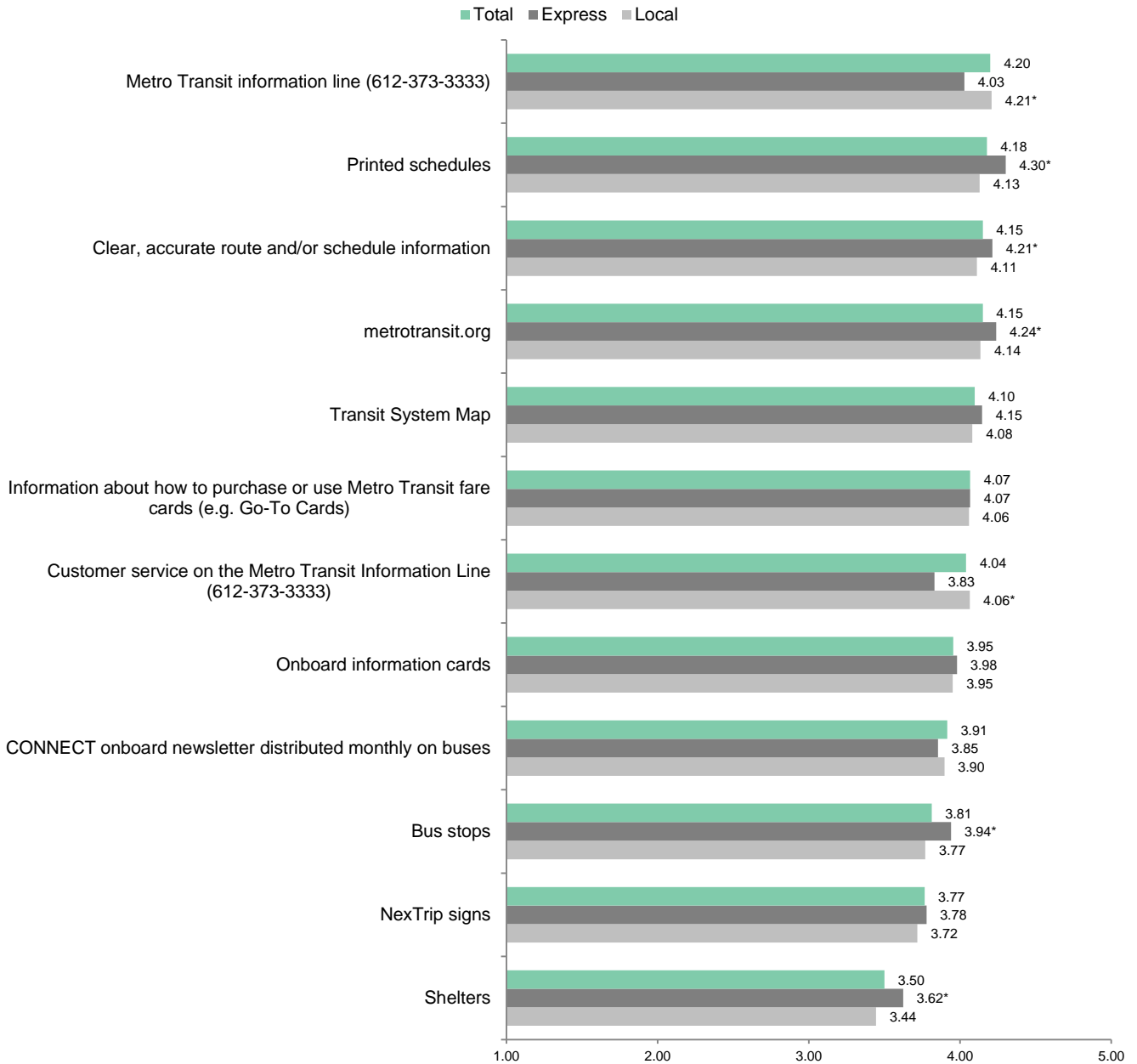
Attributes were divided evenly between survey versions.

Note: 2014 bus based on weighted data



Communication Ratings – Express/Local

BUS



*Statistically significant difference

Q: Please rate how well we are communicating with you in the following areas by providing:

N=903-2,348

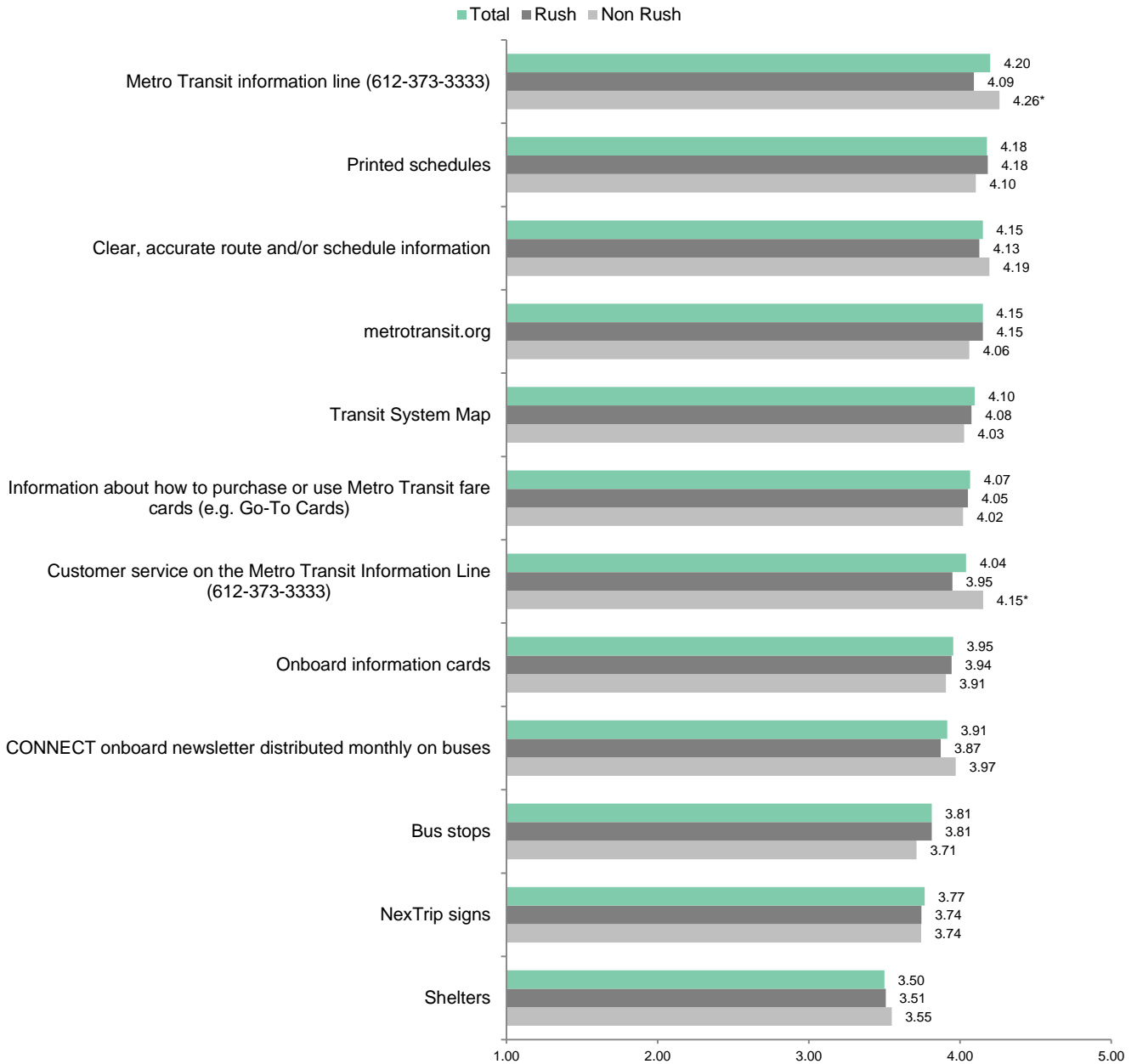
Attributes were divided evenly between survey versions.

Note: 2014 bus based on weighted data



Communication Ratings – Rush/Non Rush

BUS



*Statistically significant difference

Q: Please rate how well we are communicating with you in the following areas by providing:

N=1649-1824 (Rush), 219-238 (Non Rush)

Attributes were divided evenly between survey versions.

Note: 2014 bus based on weighted data

Bus Trend Data

Bus Rider Surveys

DISTRIBUTED SURVEYS

Total Distributed	17,000
-------------------	--------

COMPLETED RETURNS

Total Collected	5,461 (32%)
-----------------	-------------

Collected	3,853
-----------	-------

Mail Returns:	851
---------------	-----

Online:	286
---------	-----

Intercepts:	471
-------------	-----

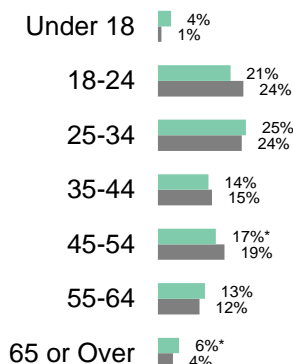
Bus Rider Snapshot



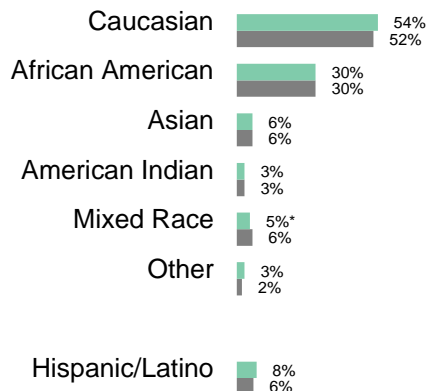
Demographics

- Top zip code origins: 55407, 55404, 55106, 55411
- Top zip code destinations: 55402, 55404, 55101, 55403
- Half of riders are under 35 and 65+ is increasing
- Nearly half of riders are non-white.
- Annual HH income has remained stable since 2012 apart from a drop for those making less than \$10K
- 52% female

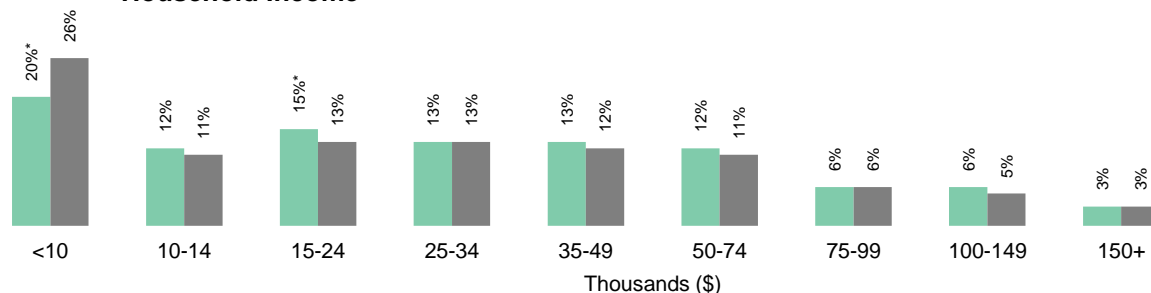
Age



Race



Household Income



* Statistically significant difference 2014 to 2012

2014

2012

RIDERSHIP

- Majority (54)% ride on both weekdays and weekends.
- Nearly three-quarters ride at least five times a week (74%).
- Work is the primary trip purpose (56%), followed by shopping/errands (21%) and school (17%).
- 52% have no working automobiles available for use.
- The demographic and attitudinal profile of local riders is significantly different than that of express riders.

INFLUENCES

- 29% report their employer or an organization they are involved with offer transit passes, and of those, 57% cover part of the cost.
- Friends, family and coworkers (33%), school (19%), new home/work location (17%) and unreliable personal transportation (17%) are the top influences to first try transit.

PREFERENCES

- For 45%, living or working close to transit is the main reason for using transit, followed by saving money on parking (38%).
- 46% use metrotransit.org as their most popular source for transit information with the primary features being route/schedule pages and Trip Planner.
- 78% use Go-To technology to pay their fare.

METRO TRANSIT RATINGS

High Correlation, High Performance

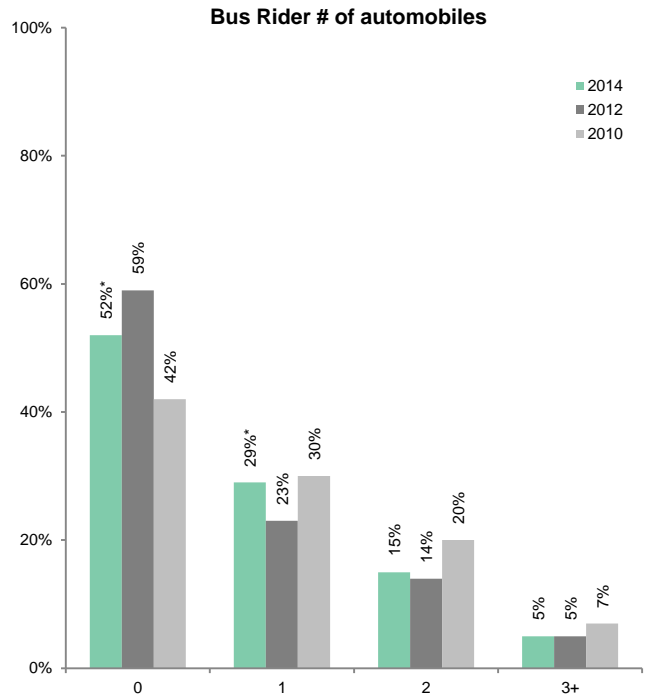
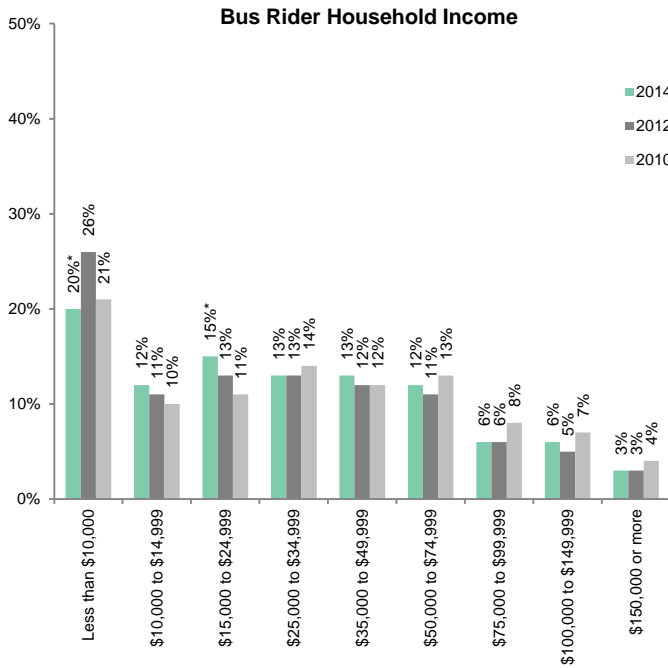
- Accessibility
- Transferring is easy
- Value for the fare paid
- Drivers operate vehicles in a safe and responsible manner

High Correlation, Lower Performance

- Total travel time is reasonable
- Reliability – service is on schedule
- In addition, personal safety while riding, courteous drivers, routes go where I need to go, vehicles are comfortable, hours of operation meet my needs and personal safety while waiting warrant attention.

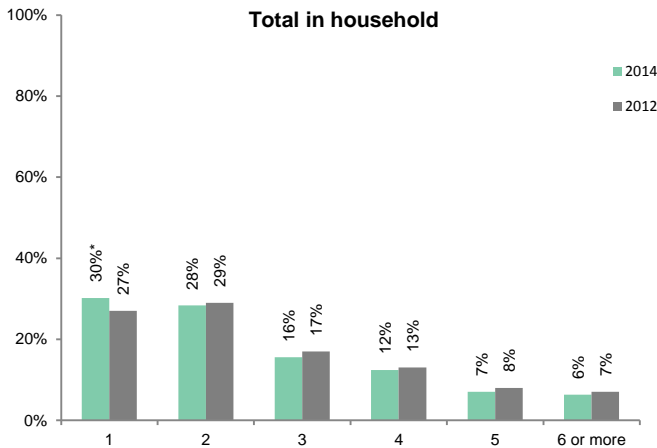
Note: Bus data are weighted

Households with the lowest annual incomes (under \$10,000) have decreased significantly since 2012. Those reporting that they do not have access to a working vehicle have dropped significantly in the past two years. Household size has trended lower since 2012.



Q: Approximately what was your total household income last year before taxes?
N=4,223

# of automobiles	2014	2012	2010	2008	2006	2005	2003
0 automobiles	52%*	59%	42%	44%	40%	37%	38%
1 automobile	29%*	23%	30%	30%	32%	33%	35%
2 automobiles	15%	14%	20%	19%	21%	23%	23%
3+ automobiles	5%	5%	7%	7%	7%	7%	4%



Q: How many people, including yourself, are in your household?
N=4,301

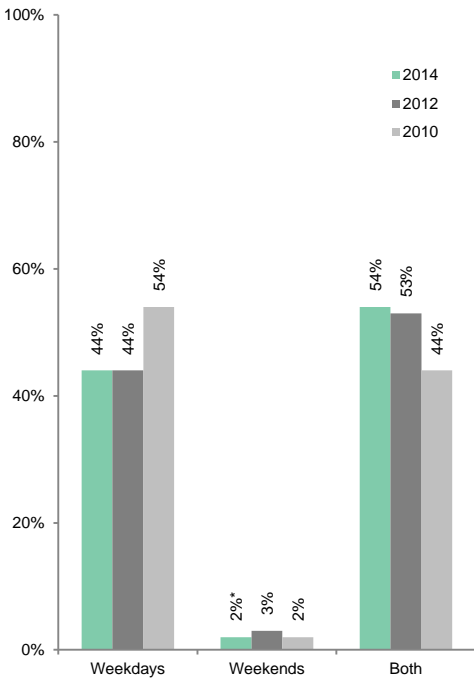
* Statistically significant difference 2014 to 2012

Q: How many working automobiles do you have available to use?
N=4,755

Note: 2012 and 2014 Bus based on weighted data

Over half travel on both weekdays and weekends (54%). Nearly three-quarters (74%) travel five days a week or more.

Bus Rider Travel Days



Travel Days	2014	2012	2010	2008	2006
Weekdays	44%	44%	54%	48%	59%
Weekends	2%*	3%	2%	3%	2%
Both Weekdays and Weekends	54%	53%	44%	49%	39%

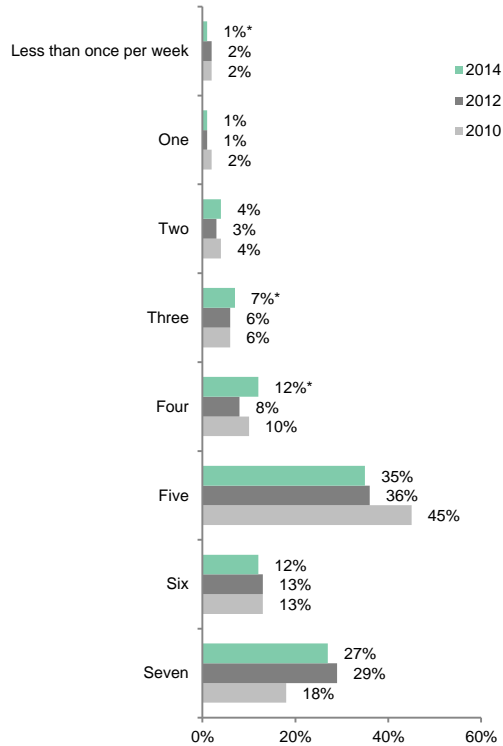
* Statistically significant difference 2014 to 2012

Note: 2012 and 2014 Bus based on weighted data

Q: On which day(s) of the week do you usually ride the bus?

N=4,825

How many days per week do you usually ride the bus?



Days Per Week	2014	2012	2010	2008	2006	2005	2003
Less than once per week	1%*	2%	2%	1%	-	-	-
One	1%	1%	2%	2%	2%	2%	2%
Two	4%	3%	4%	3%	3%	2%	2%
Three	7%*	6%	6%	7%	6%	5%	4%
Four	12%*	8%	10%	9%	9%	8%	9%
Five	35%	36%	45%	40%	48%	56%	52%
Six	12%	14%	13%	15%	13%	11%	13%
Seven	27%	29%	18%	24%	19%	17%	17%

* Statistically significant difference 2014 to 2012

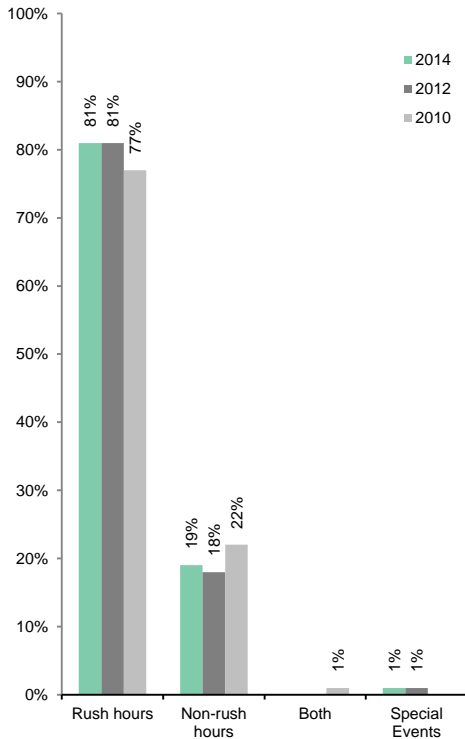
Note: 2012 and 2014 Bus based on weighted data

Q: How many days per week do you usually ride the bus?

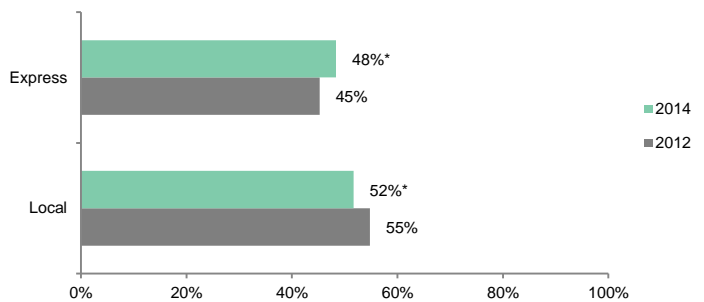
N=4,986

Note: With the exception of the questions below, data are weighted throughout the bus section of this report using both express/local and rush/non-rush variables. The results results for the questions below are based on **unweighted** data. Detailed information on weighting is provided on page 23.

Bus Travel Times**



Type of route**



Travel Times	2014	2012	2010	2008	2006	2005	2003
Non-rush hours	19%	18%	22%	25%	21%	27%	31%
Rush hours	81%	81%	77%	74%	77%	74%	69%
Both	0%	0%	1%	-	-	-	-
Special events	1%	1%	-	-	-	-	-

As bus data are weighted using rush/non-rush and express/local variables, results for this question are based on **unweighted data.

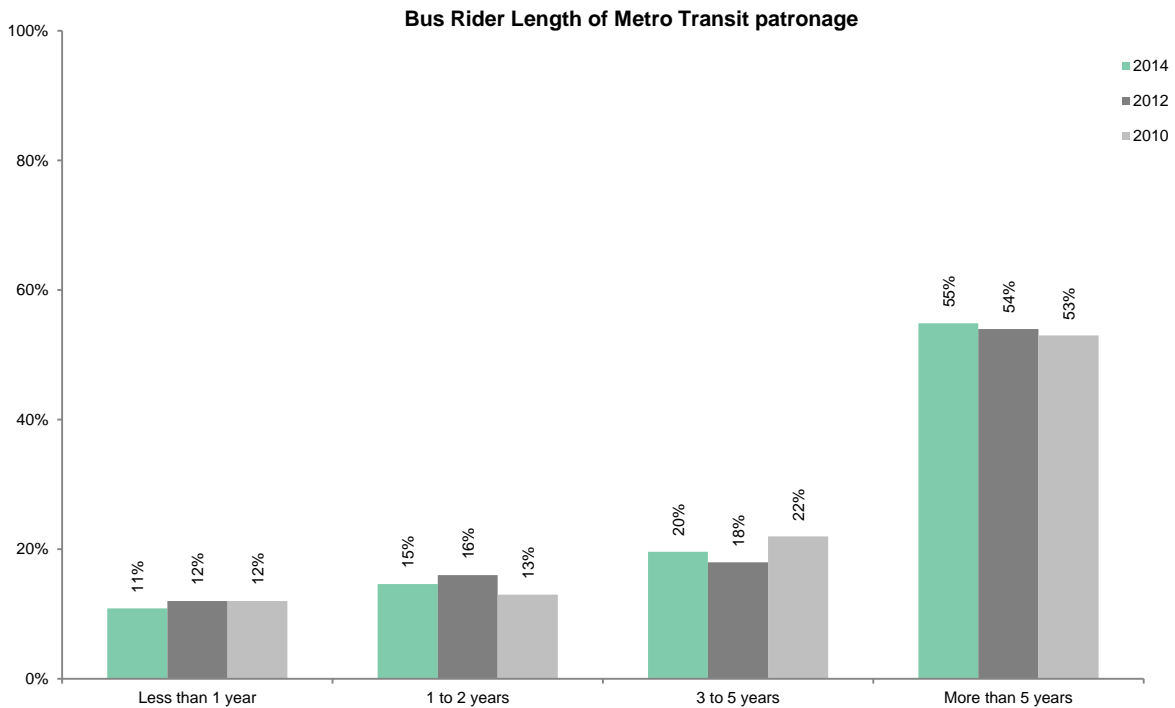
As bus data are weighted using rush/non-rush and express/local variables, results for this question are based on **unweighted data.

* Statistically significant difference 2014 to 2012

Q: When do you usually ride the bus?
N=4,226

Q: What type of bus route are you riding?
N=4,895

Length of ridership has remained relatively stable since 2012.



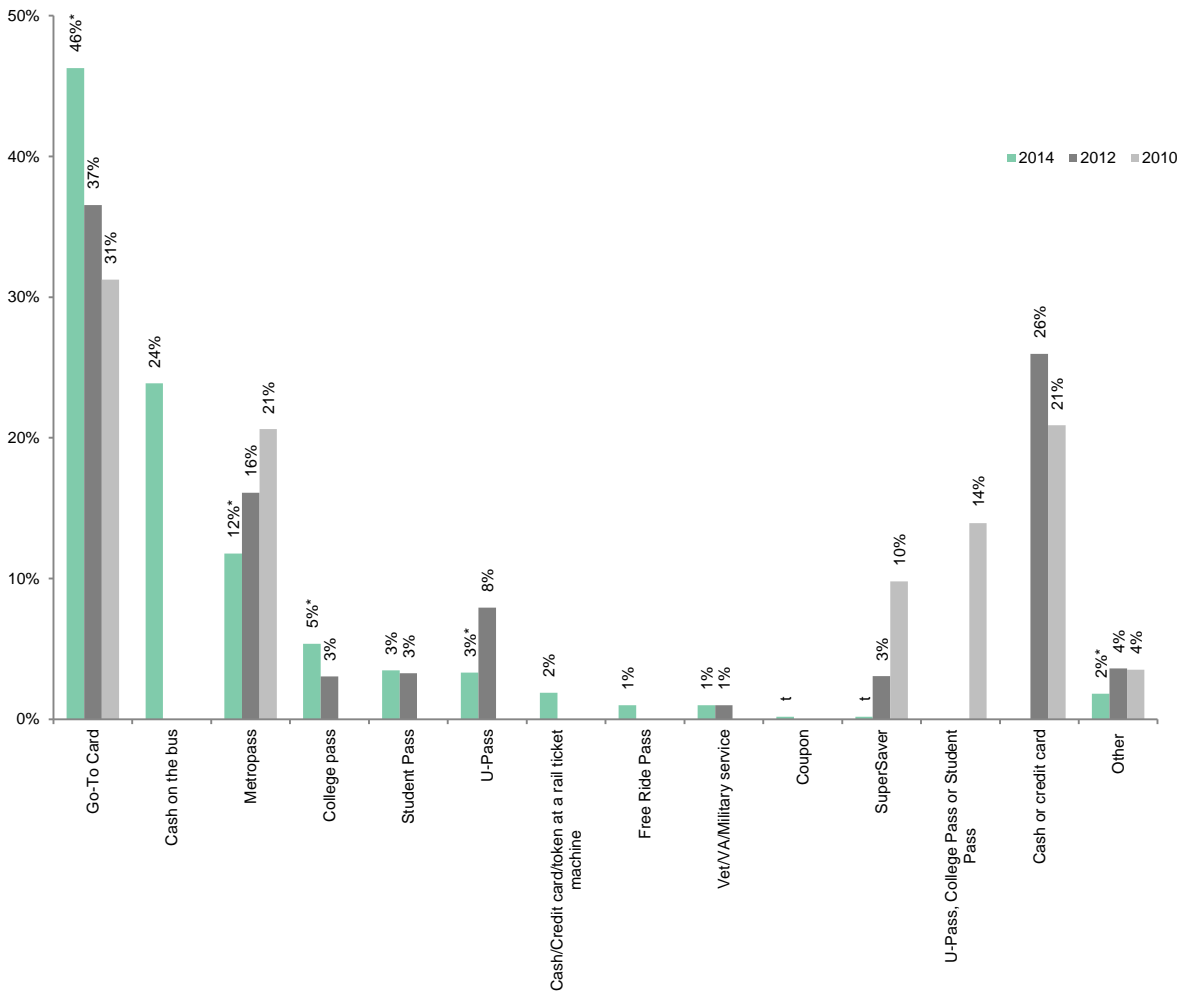
	2014	2012	2010	2008	2006	2005	2003
Less than 1 year	11%	12%	12%	13%	18%	15%	13%
1 to 2 years	15%	16%	13%	13%	-	-	-
3 to 5 years	20%	18%	22%	21%	-	-	-
More than 5 years	55%	54%	53%	53%	53%	59%	57%

Q: How long have you used Metro Transit services?
N=4,315

Note: 2012 and 2014 Bus based on weighted data

More than three-fourths of riders (78%) use some form of Go-To technology to pay their fares, a significant increase since 2012.

How did you pay for your fare today? (bus rider)



* Statistically significant difference 2014 to 2012

t Denotes less than 1%

Q: How did you pay for your fare today?

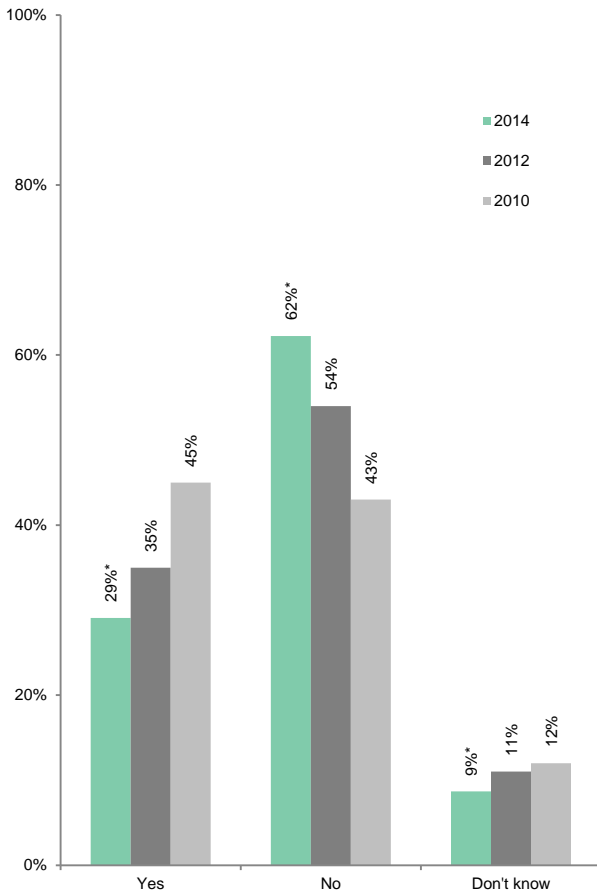
N=4,877

**Rates of Go-To technology participation are higher than reported transaction data.

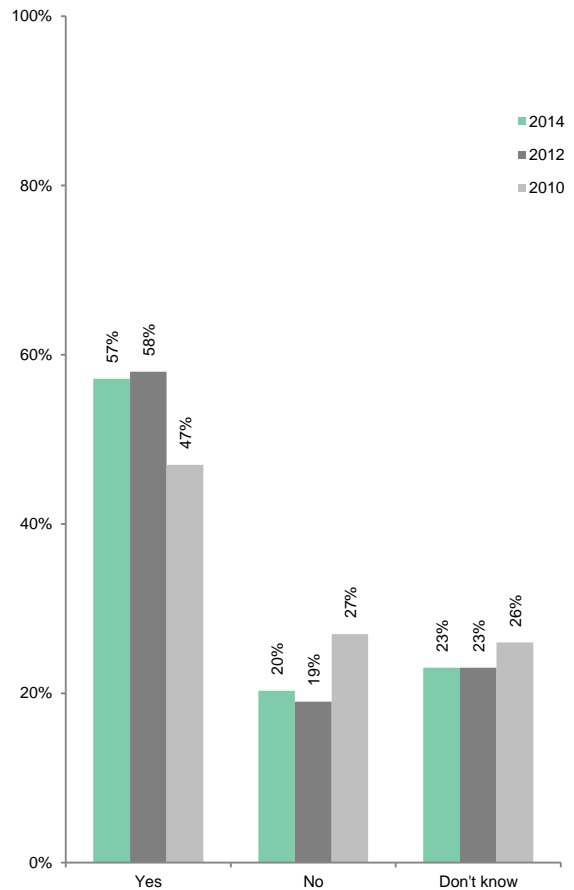
Note: 2012 and 2014 Bus based on weighted data

More than three-fifths of riders (62%) report that their employer, organization or agency does not offer transit passes, significantly higher than 2012. Of those who report that their employer does offer transit passes, over half (57%) indicate that their employer shares part of the cost.

Does your employer offer transit passes? (bus rider)



If yes, does it share part of the cost? (bus rider)



* Statistically significant difference 2014 to 2012

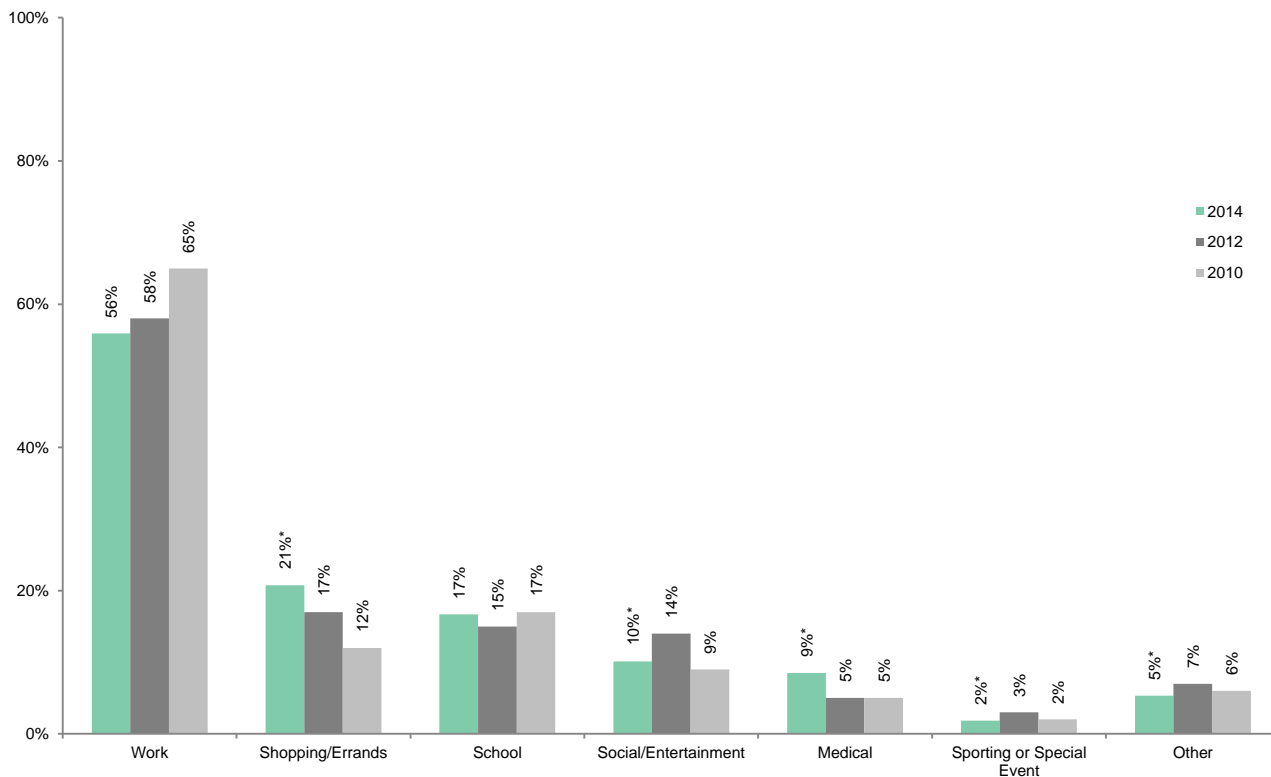
Q: Does your employer, organization or agency offer transit passes?
N=2,794
In 2014, question presented on version B only.

Q: If yes, does it share part of the cost?
N=1,307
In 2014, question presented on version B only.

Note: 2012 and 2014 Bus based on weighted data

Work remains the primary purpose of bus trips. Trips for shopping/errands and medical reasons have increased significantly while social/entertainment trips have dropped significantly since 2012.

What is the primary purpose of your bus trip today?*



Primary purpose	2014	2012	2010	2008	2006	2005	2003
Work	56%	58%	65%	62%	65%	78%	75%
Shopping/Errands	21%*	17%	12%	12%	6%	4%	6%
School	17%	15%	17%	15%	14%	4%	8%
Social/Entertainment	10%*	14%	9%	16%	7%	6%	6%
Medical	9%*	5%	5%	5%	2%	2%	2%
Sporting or Special Event	2%*	3%	2%	-	-	-	-
Other	5%*	7%	6%	8%	5%	5%	4%

* Statistically significant difference 2014 to 2012

Q: What is the primary purpose of your trip today?

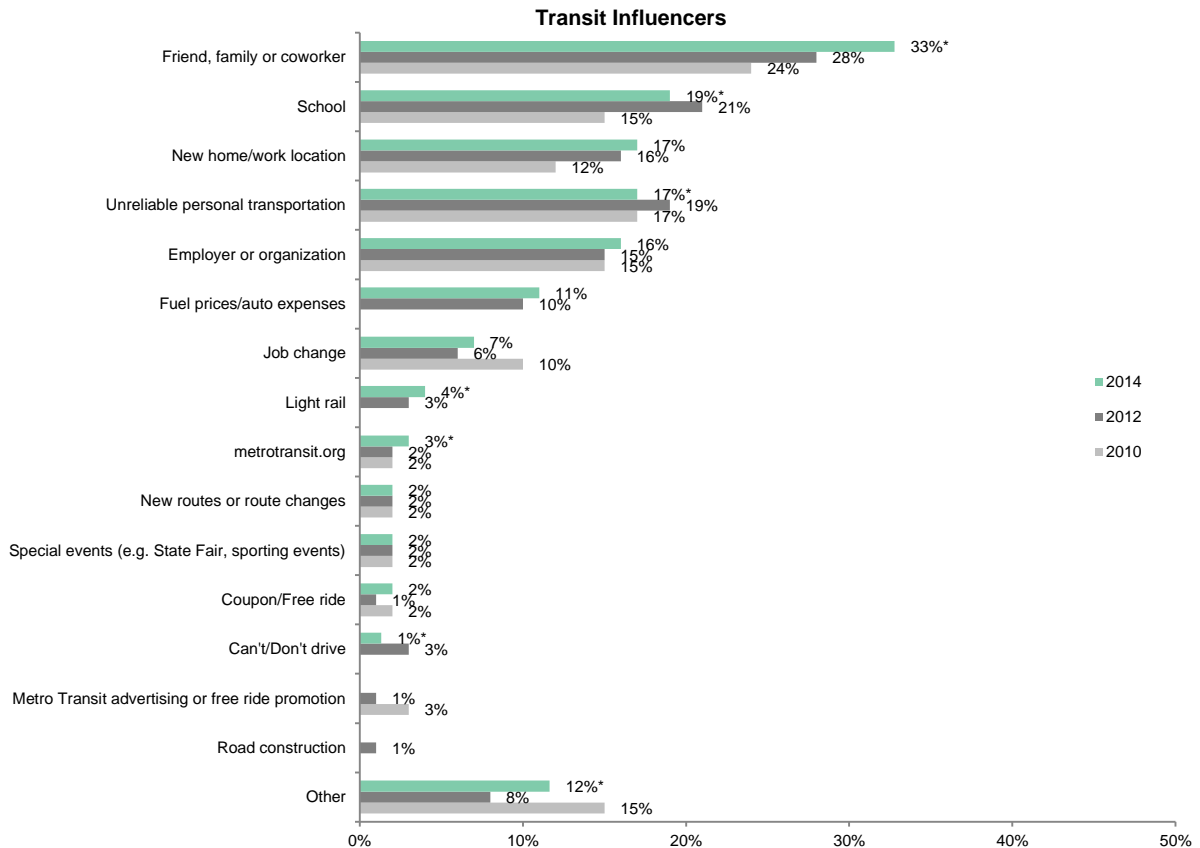
N=5,141

**Totals exceed 100% due to respondents selecting multiple responses.

Note: 2012 and 2014 Bus based on weighted data

Influencers for Decision to First Try Transit

Friend, family or coworker is the most frequently cited influence in a rider's decision to first try transit. Those indicating that school and unreliable personal transportation is the influence to first try transit decreased significantly since 2012.



Influencers	2014	2012	2010	2008	2006	2005	2003
Friend, family or coworker	33%*	28%	24%	29%	21%	11%	9%
School	19%*	21%	15%	20%	13%	-	-
New home /work location	17%	16%	12%	-	-	-	-
Unreliable personal transportation	17%*	19%	17%	-	-	-	-
Employer or organization	16%	15%	15%	21%	13%	12%	12%
Fuel prices/auto expenses	11%	10%	-	-	-	-	-
Job change	7%	6%	10%	-	-	-	-
Light rail	4%*	3%	-	-	-	-	-
metrotransit.org	3%*	2%	2%	3%	1%	1%	1%
New routes or route changes	2%	2%	2%	-	-	-	-
Special events (e.g. State Fair, sporting events)	2%	2%	2%	3%	1%	1%	1%
Coupon/Free ride	2%	1%	2%	-	-	-	-
Can't/Don't drive	1%*	3%	-	-	-	-	-
Road construction	0%	1%	-	-	-	-	-
Metro Transit advertising or information	0%	1%	3%	6%	2%	-	-
Other	12%*	8%	15%	27%	8%	11%	7%

* Statistically significant difference 2014 to 2012

Q: What or who influenced your decision to first try transit?

N=4,734

Note: 2012 and 2014 Bus based on weighted data



Top origination zip codes									
2014		2012		2010		2008		2006	
Zip Code	%	Zip Code	%	Zip Code	%	Zip Code	%	Zip Code	%
55407	4.8%	55411	5.7%	55408	4.8%	55414	4.5%	55407	4.2%
55404	4.7%	55414	4.5%	55411	3.5%	55411	4.2%	55106	4.1%
55106	4.3%	55106	4.4%	55404	3.4%	55404	4.1%	55408	4.1%
55411	3.8%	55404	4.3%	55403	3.0%	55407	4.0%	55414	3.9%
55408	3.4%	55104	4.2%	55406	3.0%	55408	3.8%	55411	3.4%
55104	2.9%	55408	3.1%	55107	2.8%	55418	3.1%	55404	3.1%
55412	2.7%	55412	3.1%	55414	2.7%	55412	3.0%	55104	2.9%
55417	2.7%	55403	2.8%	55104	2.6%	55104	2.9%	55403	2.6%
55418	2.7%	55105	2.5%	55419	2.2%	55106	2.9%	55406	2.4%
55102	2.6%	55407	2.5%	55405	2.1%	55403	2.9%	55102	2.3%
55403	2.6%	55102	2.4%						

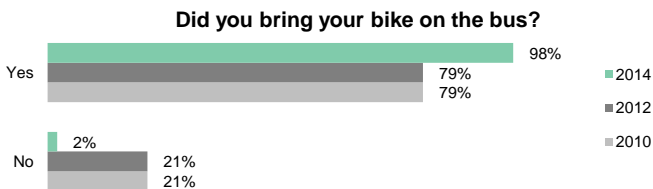
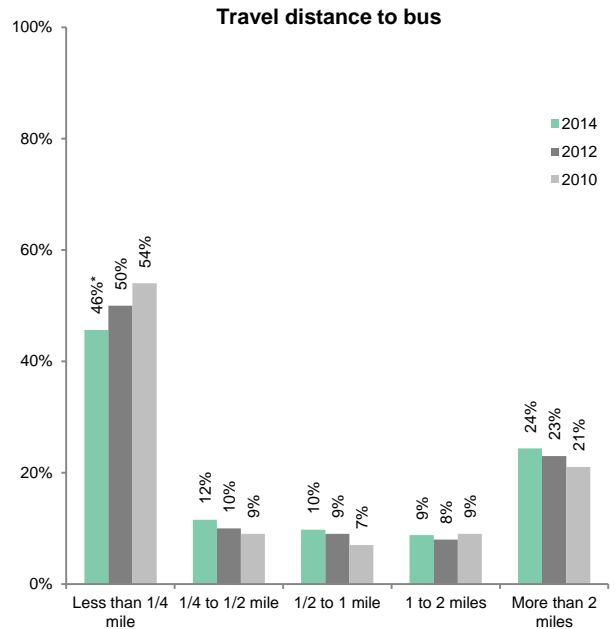
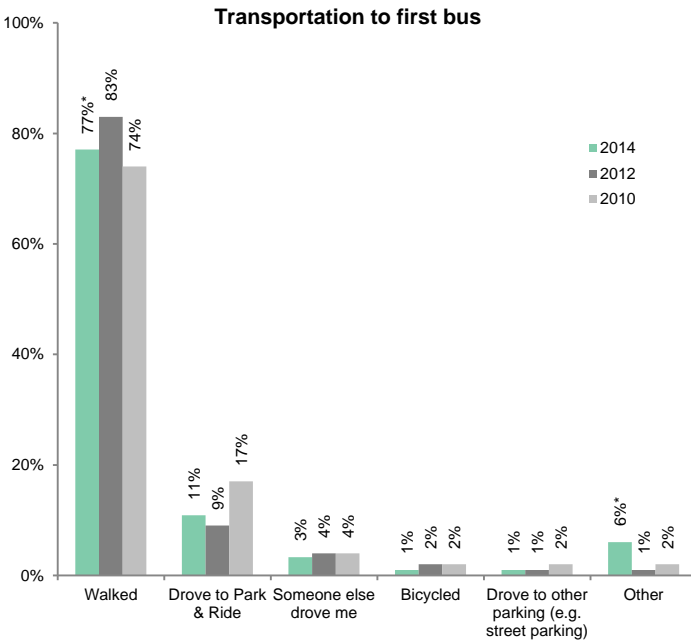
Q: What is your home Zip Code?
N=4,622

Top destination zip codes									
2014		2012		2010		2008		2006	
Zip Code	%	Zip Code	%	Zip Code	%	Zip Code	%	Zip Code	%
55402	11.4%	55402	11.5%	55402	17.0%	55402	14.6%	55402	16.4%
55404	5.2%	55455	5.2%	55455	7.6%	55455	6.1%	55455	6.8%
55101	4.8%	55101	4.4%	55101	4.7%	55403	5.4%	55101	5.3%
55403	4.7%	55411	4.4%	55401	4.5%	55101	3.9%	55401	4.6%
55102	4.1%	55104	4.2%	55403	4.1%	55401	3.8%	55403	4.5%
55401	3.8%	55401	3.9%	55404	3.6%	55414	3.6%	55102	3.6%
55407	3.7%	55403	3.7%	55102	3.2%	55411	3.5%	55414	3.5%
55411	3.1%	55102	3.4%	55411	3.1%	55404	3.4%	55404	3.3%
55106	2.9%	55414	3.3%	55114	3.1%	55102	3.3%	55104	3.0%
55408	2.9%	55404	3.2%	55407	2.6%	55408	3.2%	55411	3.0%
55104	2.8%	55407	2.9%						

Q: What is the Zip Code of your final destination TODAY?
N=3,527

Note: 2012 and 2014 Bus based on weighted data

Over three-quarters (77%) of riders walk to their first bus stop, a significant decline since 2012. Nearly half (46%) of riders report traveling less than a quarter mile to get to their first bus stop, also a significant decline since 2012.



* Statistically significant difference 2014 to 2012

Q: When you began your trip today, how did you get to your first bus stop or rail station?

N=2,477

In 2014, question presented on version A only.

Q: If "bicycled", did you bring your bike with you on the bus?

N=28

In 2014, question presented on version A only.

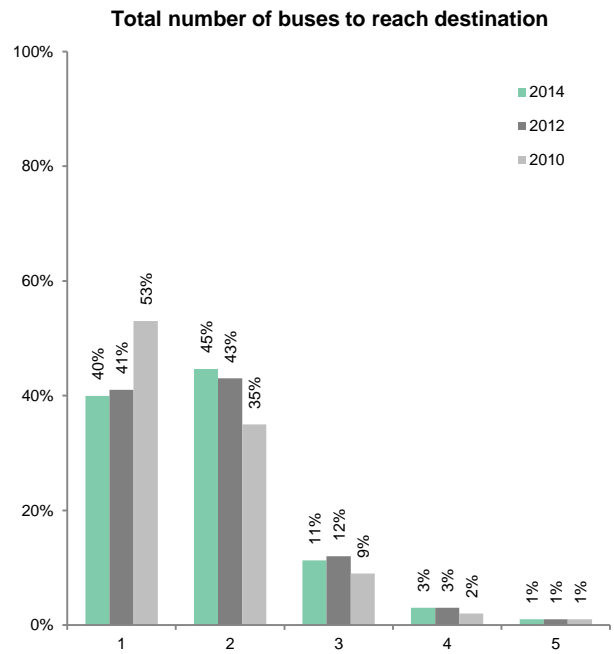
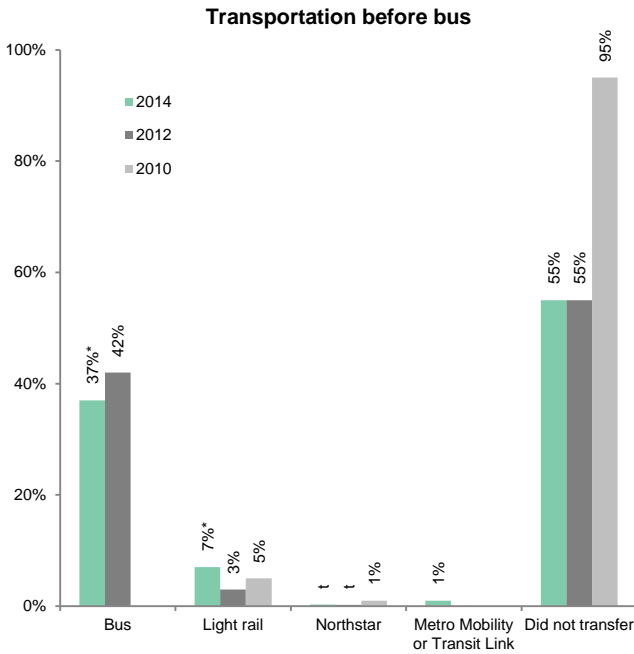
* Statistically significant difference 2014 to 2012

Q: How far would you estimate you traveled to get to your first bus stop or rail station?

N=4,567

Note: 2012 and 2014 Bus based on weighted data

Over one-third (37%) of riders transferred from a bus, a significant decline since 2012. In contrast, light rail transfers increased significantly since 2012. Three-fifths (60%) of riders rode more than one bus while two-fifths (40%) of riders rode only one bus.



* Statistically significant difference 2014 to 2012

t Denotes less than 1%

Q: On this trip, did you transfer from:

N=2,281

In 2014, question presented on version B only.

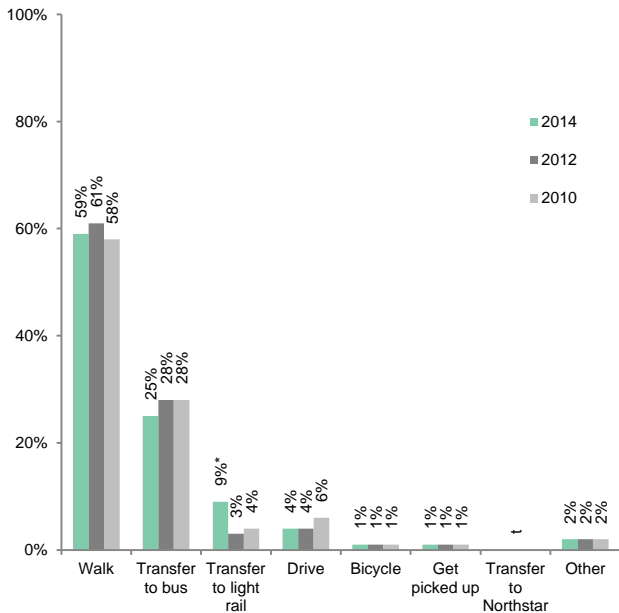
Q: How many TOTAL buses and/or trains will you take to complete your one-way trip?

N=4,465

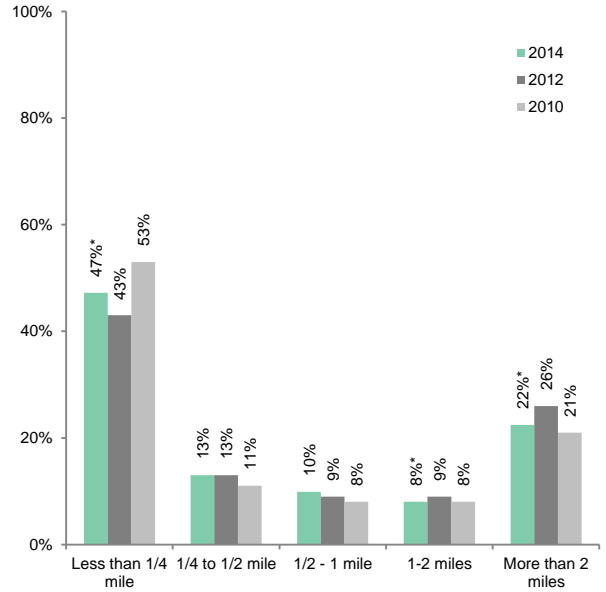
Note: 2012 and 2014 Bus based on weighted data

The majority of riders (59%) report walking to their destination after departing the bus. Those transferring to light rail increased significantly since 2012. Nearly half (47%) travel a distance of less than ¼ mile from their last transit bus stop to their destination, a significant increase since 2012.

Transportation after bus



Travel distance from last transit bus stop to destination



* Statistically significant difference 2014 to 2012

t Denotes less than 1%

Q: What will you do when you get off the bus?

N=2,324

In 2014, question presented on version B only.

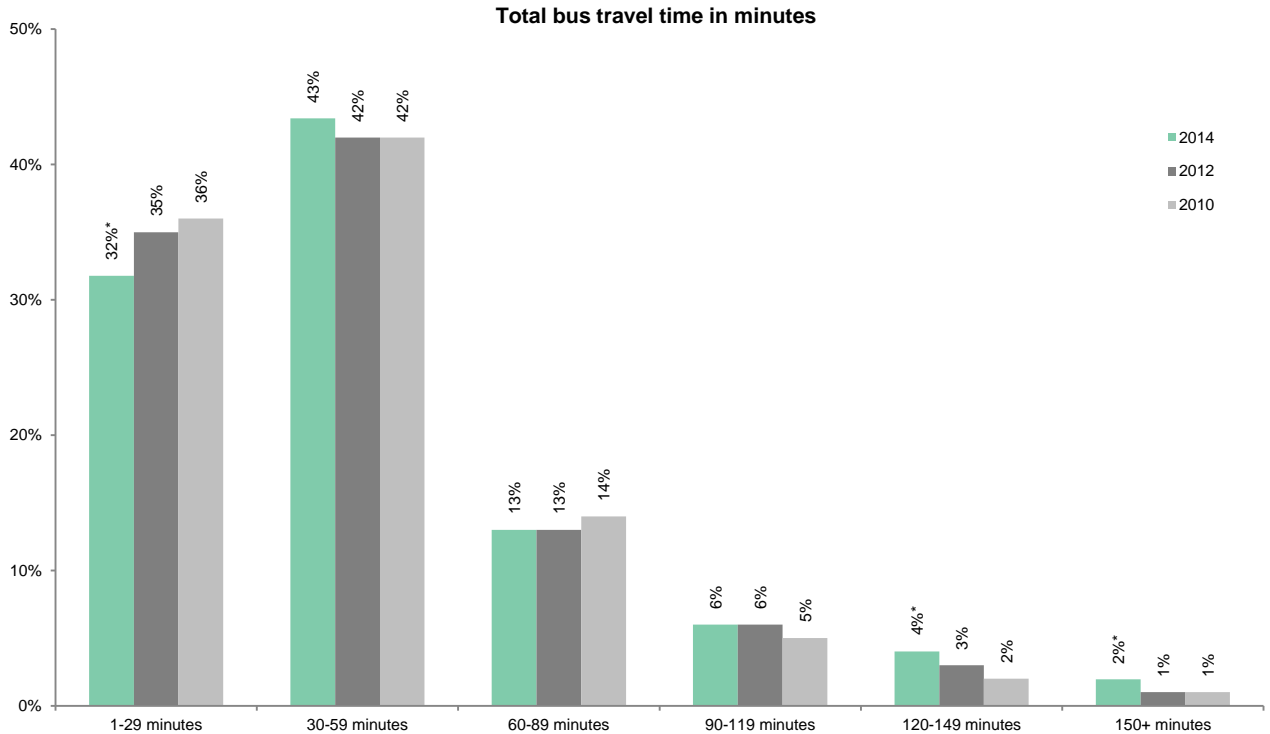
* Statistically significant difference 2014 to 2012

Q: How far would you estimate you will travel from your last bus stop or rail station to your destination?

N=4,446

Note: 2012 and 2014 Bus based on weighted data

When asked to estimate their total travel time, approximately one-third (32%) indicate their commutes were under thirty minutes, significantly lower than 2012. Riders reporting that their total travel time is longer than two hours is increasing significantly since 2012.



* Statistically significant difference 2014 to 2012

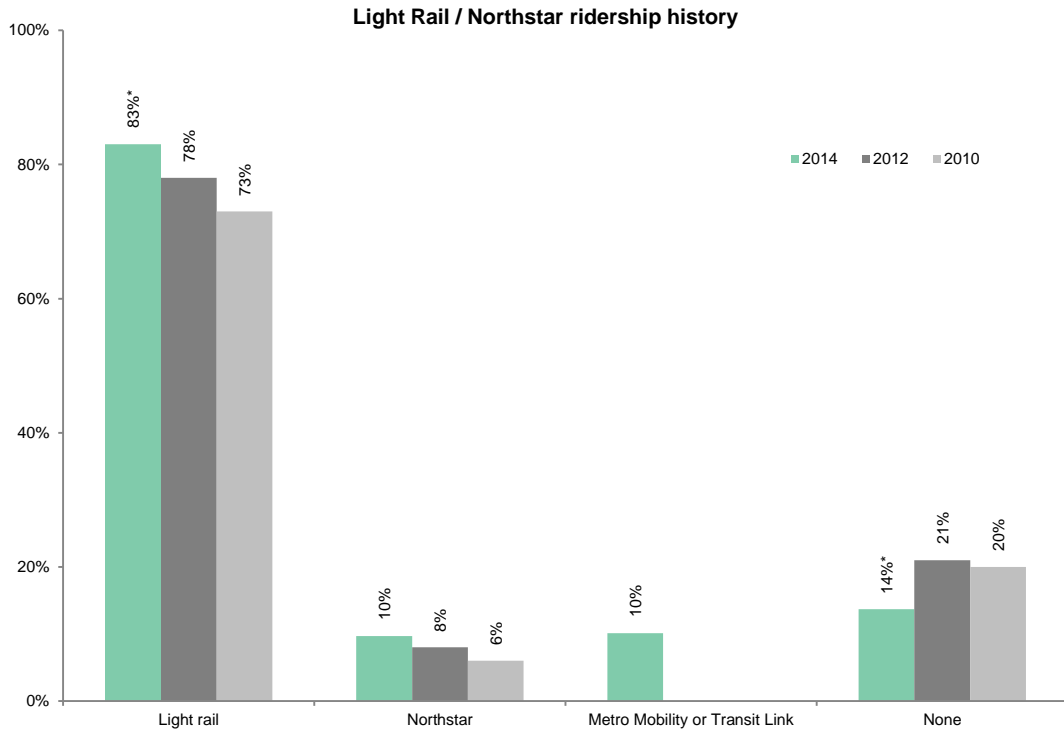
Q: Please estimate – in minutes – the total travel time of this trip.

N=4,225

Restated 2010 results to exclude blank responses

Note: 2012 and 2014 Bus based on weighted data

Use of LRT has gone up significantly from 78% in 2012 to 83% currently. Only 15% of riders have never used other Metro Transit modes, a significant drop since 2012.



Bus rider history with other transport	2014	2012	2010	2008	2006	2005
Light rail	83%*	78%	73%	71%	64%	52%
Northstar	10%	8%	6%	-	-	-
Metro Mobility or Transit Link	10%	-	-	-	-	-
None	14%*	21%	20%	-	-	-

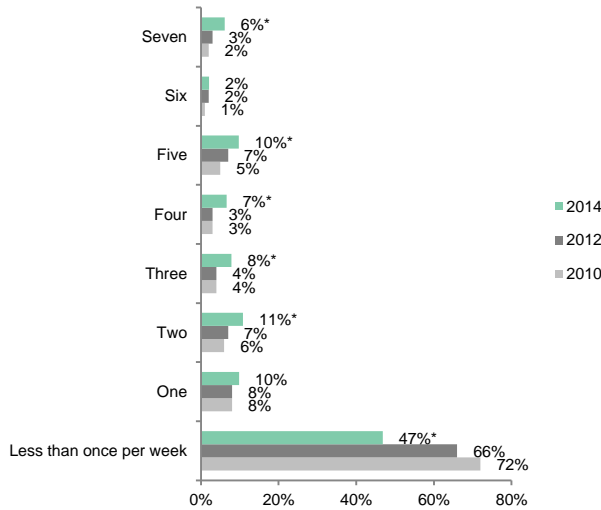
* Statistically significant difference 2014 to 2012
 Q: Have you ever used the following?
 N=2,315

In 2014, question presented on version A only.

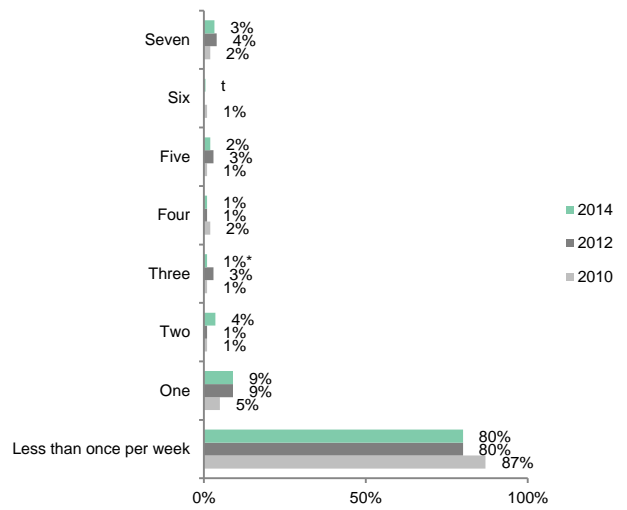
Note: 2012 and 2014 Bus based on weighted data

Of those that use light rail, over half (53%) do so at least once a week, up significantly since 2012. While for those that use Northstar, one-fifth do so more than once per week.

Light rail ridership per week



Northstar ridership per week



t Denotes less than 1%

* Statistically significant difference 2014 to 2012

Light rail ride per week	2014	2012	2010	2008	2006	2005
Seven	6%*	3%	2%	5%	6%	3%
Six	2%	2%	1%	2%	2%	2%
Five	10%*	7%	5%	9%	9%	10%
Four	7%*	3%	3%	6%	5%	5%
Three	8%*	4%	4%	8%	7%	7%
Two	11%*	7%	6%	15%	15%	12%
One	10%	8%	8%	55%	56%	61%
Less than once per week	47%*	66%	72%	-	-	-

* Statistically significant difference 2014 to 2012

t Denotes less than 1%

Q: If so, how many days per week do you normally take light rail?
N=1,816

In 2014, question presented on version A only.

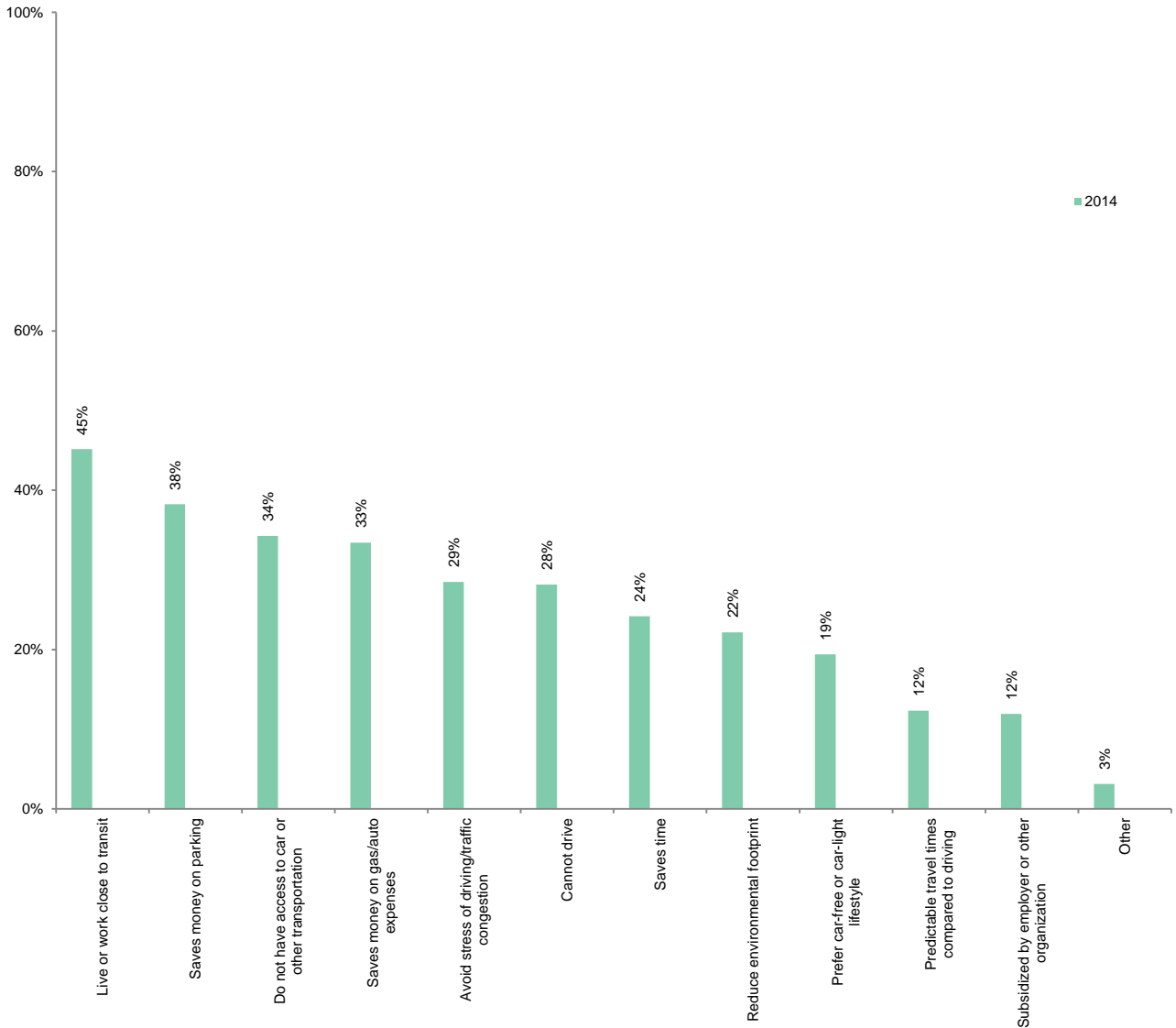
Q: If so, how many days per week do you normally take the Northstar?
N=427

In 2014, question presented on version A only.

Note: 2012 and 2014 Bus based on weighted data

The most popular reasons for using the bus is living or working close to transit and save money on parking. This question was modified in 2014 to accommodate multiple responses, as a result, no comparative data is provided.

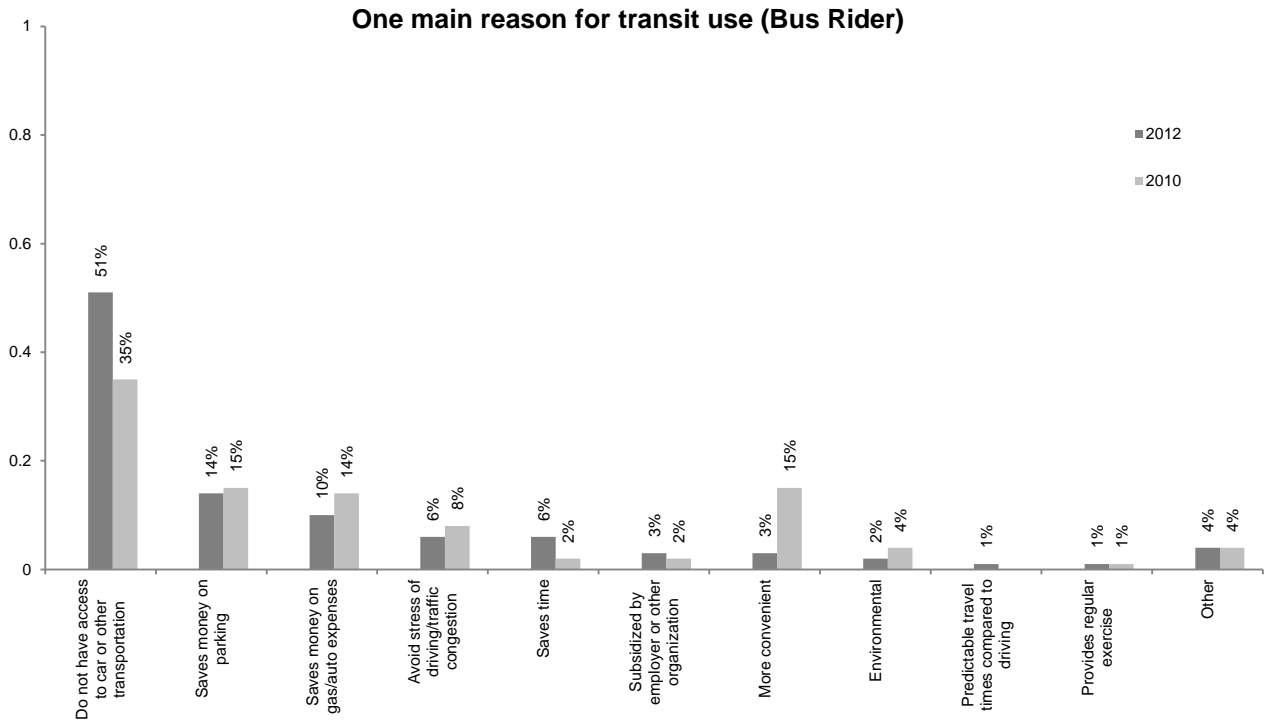
Main reasons for transit use (Bus Rider)**



Q: What are the main reasons you use transit?
N=4,942

**Totals exceed 100% due to respondents selecting multiple responses.

Note: 2014 Bus based on weighted data



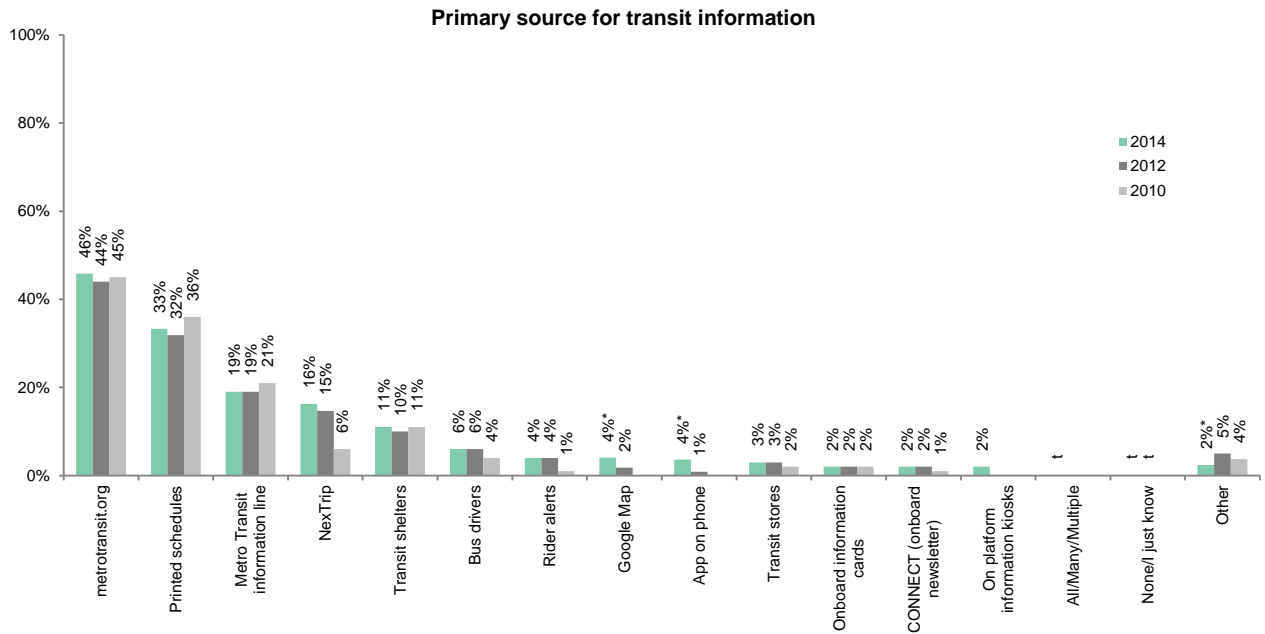
One main reason for use	2012	2010	2008	2006	2005
Do not have access to car or other transportation	51%	35%	49%	46%	15%
Saves money on parking	14%	15%	13%	17%	41%
Saves money on gas/auto expenses	10%	14%	10%	6%	8%
Avoid stress of driving/traffic congestion	6%	8%	4%	5%	2%
Saves time	6%	2%	1%	2%	2%
Subsidized by employer or other organization	3%	2%	2%	2%	2%
More convenient	3%	15%	15%	16%	20%
Environmental	2%	4%	4%	4%	9%
Predictable travel times compared to driving	1%	-	-	-	-
Provides regular exercise	1%	1%	-	-	-
Other	4%	4%	3%	2%	1%

Q: What is the ONE main reason you use transit?
N=3,003 (respondents who only gave ONE response)

Note: 2012 Bus based on weighted data

Transit Information Sources

Metrotransit.org is the most popular source for transit information, followed by printed schedules, information line and NexTrip.



t Denotes less than 1%

Transit information sources	2014	2012	2010	2008	2006	2005
metrotransit.org	46%	44%	45%	33%	34%	22%
Printed schedules	33%	32%	36%	40%	43%	37%
Metro Transit information line	19%	19%	21%	17%	12%	3%
NexTrip	16%	15%	6%	8%	-	-
Transit shelters	11%	10%	11%	8%	9%	3%
Bus drivers	6%	6%	4%	3%	-	-
Rider alerts	4%	4%	1%	3%	3%	4%
Google Map	4%*	2%	-	-	-	-
App on phone	4%*	1%	-	-	-	-
Transit stores	3%	3%	2%	2%	2%	2%
Onboard information cards	2%	2%	2%	2%	2%	1%
CONNECT (onboard newsletter)	2%	2%	1%	9%	6%	14%
On platform information kiosks	2%	-	-	-	-	-
All/Many/Multiple	0%	-	-	-	-	-
None/I just know	0%	0%	-	-	-	-
Other	2%*	5%	4%	2%	1%	2%

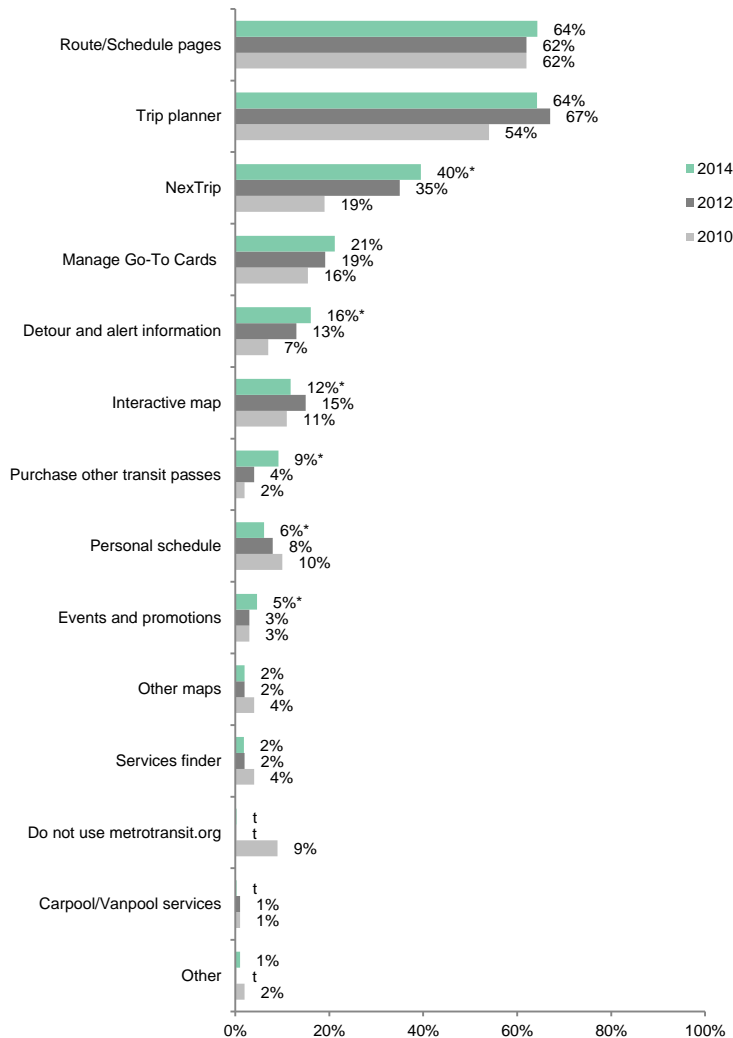
* Statistically significant difference 2014 to 2012

Q: What or who is your primary source for transit information?
N=4,904

Note: 2012 and 2014 Bus based on weighted data

Route/schedule pages and Trip Planner are the features most used on metrotransit.org. Use of NexTrip, detour and alert information and purchasing other transit passes have increased significantly since 2012, while the interactive map and personal schedule have decreased significantly.

Most used features on metrotransit.org

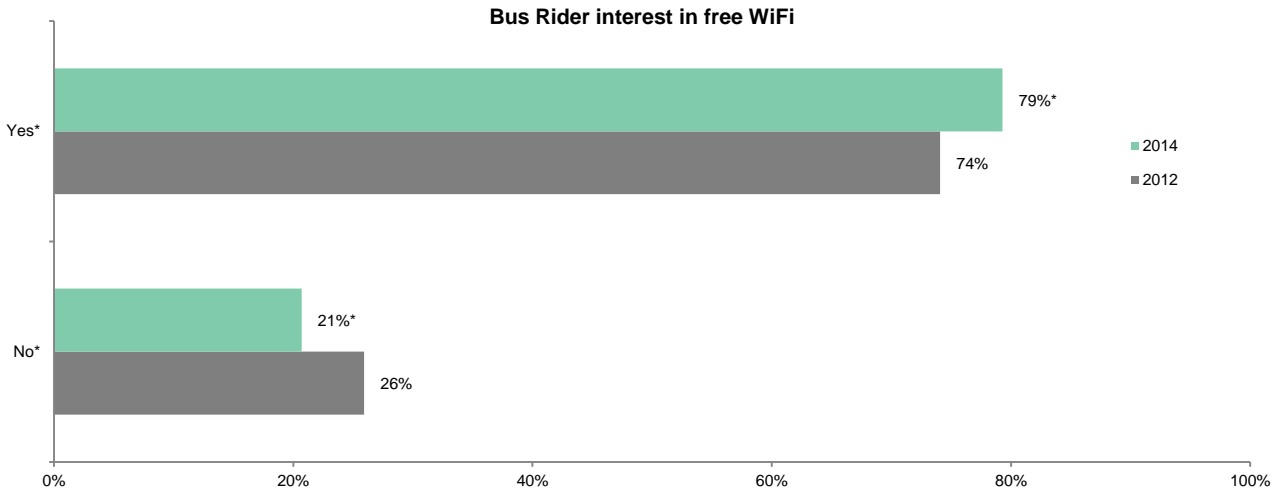


* Statistically significant difference 2014 to 2012
 t Denotes less than 1%

Q: If you use metrotransit.org, which features do you use? (check all that apply)
 N=2,461

Note: 2012 and 2014 Bus based on weighted data

Interest in WiFi has grown significantly, from 74% in 2012 to 79% currently indicating that they would use it if it was available for free.



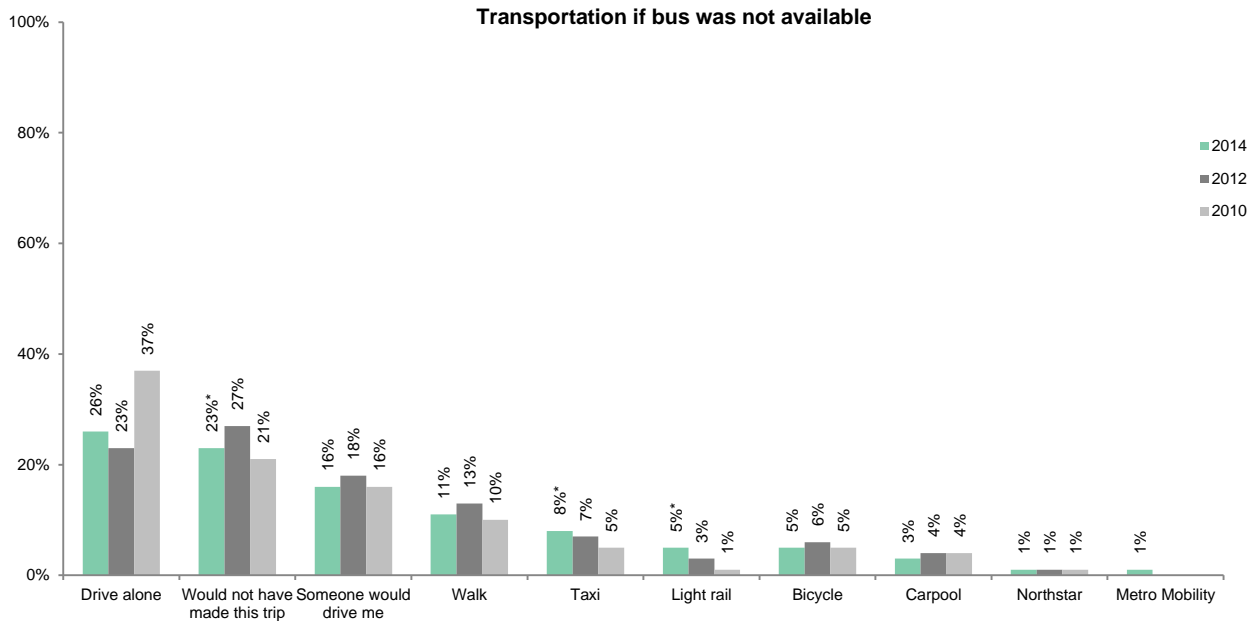
* Statistically significant difference

Q: If WiFi were available on your bus for free, would you use it?
N=4,171

Note: 2012 and 2014 bus based on weighted data

Transport If Bus Was Not Available

When asked what they would have done had bus service been unavailable, riders are most likely to report that they would drive alone. Those reporting that they would not have made the trip has decreased significantly since 2012.



Transportation	2014	2012	2010	2008	2006	2005	2003
Drive alone	26%	23%	37%	31%	36%	40%	43%
I would not have made this trip	23%*	27%	21%	23%	20%	19%	28%
Someone would drive me	16%	18%	16%	17%	18%	17%	14%
Walk	11%	13%	10%	11%	10%	7%	7%
Taxi	8%*	7%	5%	7%	6%	6%	5%
Light rail	5%*	3%	1%	-	-	-	-
Bicycle	5%	6%	5%	6%	5%	5%	3%
Carpool	3%	4%	4%	4%	5%	7%	-
Northstar	1%	1%	1%	-	-	-	-
Metro Mobility	1%	-	-	-	-	-	-

* Statistically significant difference 2014 to 2012

Q: If a bus route had not been available today, how would you have made this trip?

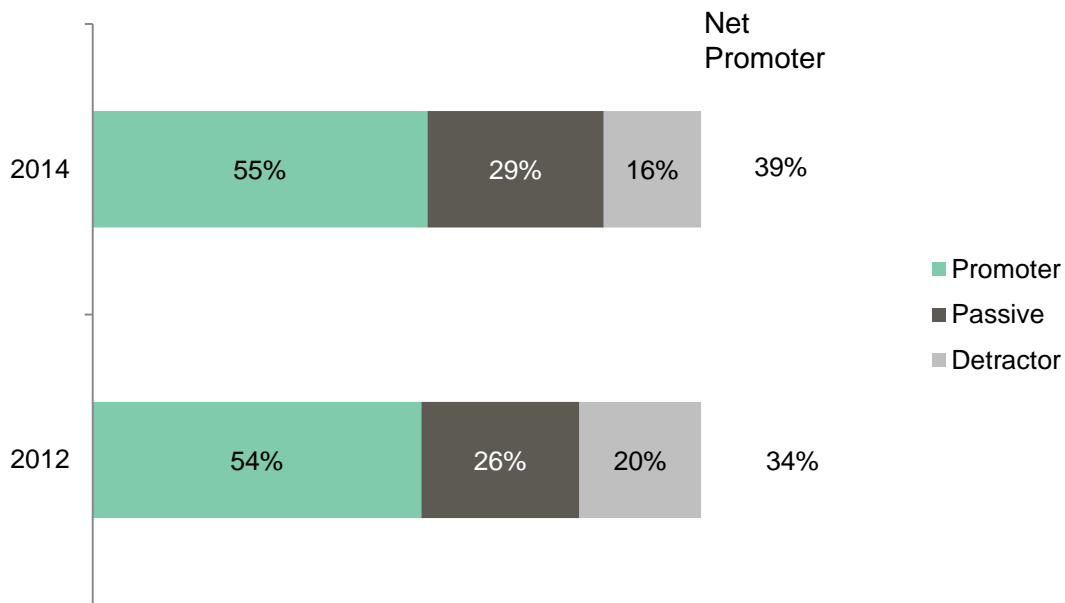
N=2,060

In 2014, question presented on version A only.

Note: 2012 and 2014 Bus based on weighted data

Likely to Recommend Metro Transit

Net Promoter Score (NPS) for Metro Transit has risen from 34% in 2012 to 39% in 2014.



2014	
Promoters	55%
- Detractors	16%
Net Promoter Score	39%

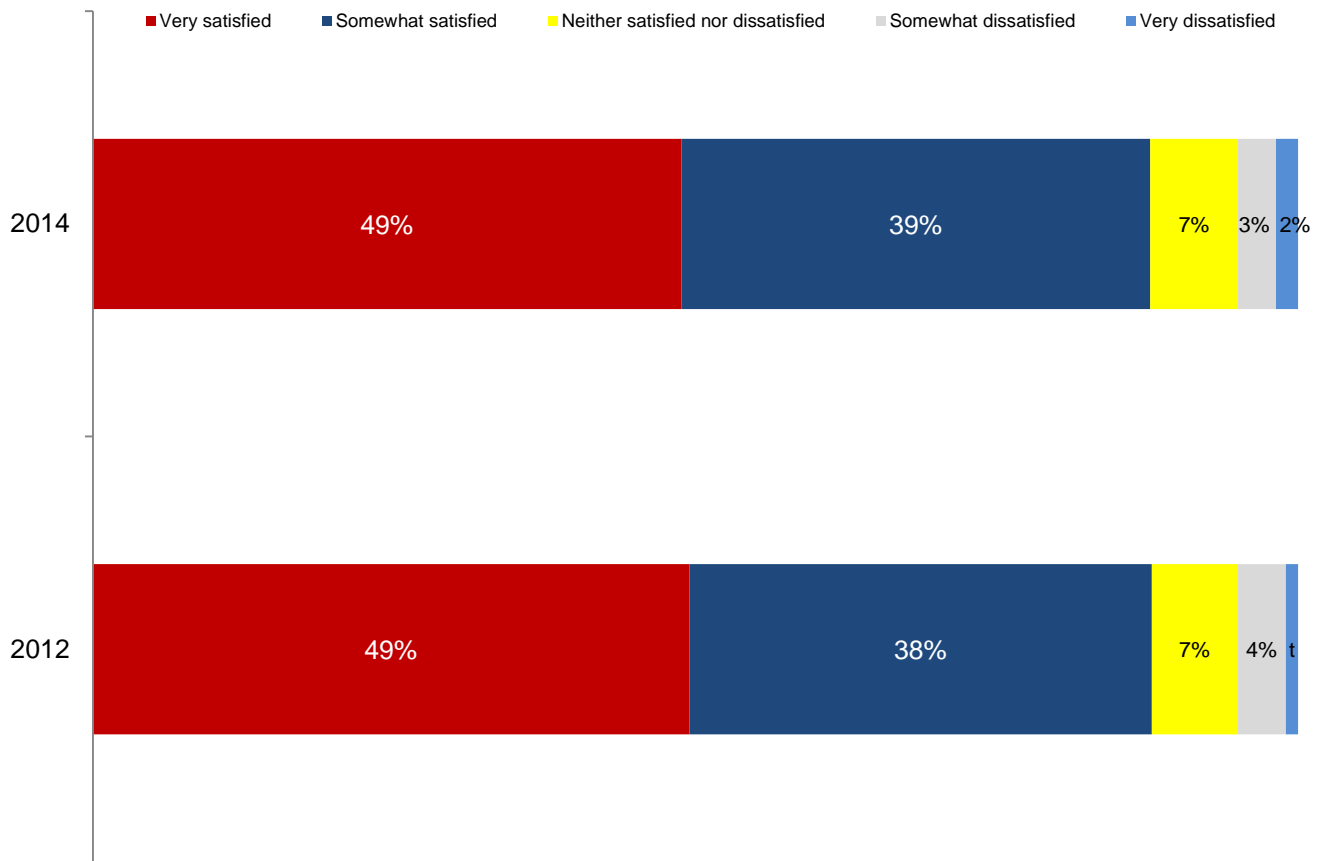
2012	
Promoters	54%
- Detractors	20%
Net Promoter Score	34%

Q: On a scale of 0-10, where "10" is "extremely likely" and "0" is "not at all likely", how likely is it that you would recommend Metro Transit to a friend or colleague?
 N=4,883

Note: 2014 and 2012 bus based on weighted data

Satisfaction with Metro Transit Experience

When asked about their satisfaction with their Metro Transit experience, 88% report being satisfied (either very or somewhat) while only 5% report being dissatisfied (either very or somewhat). Satisfaction with Metro Transit experience is largely unchanged since 2012.



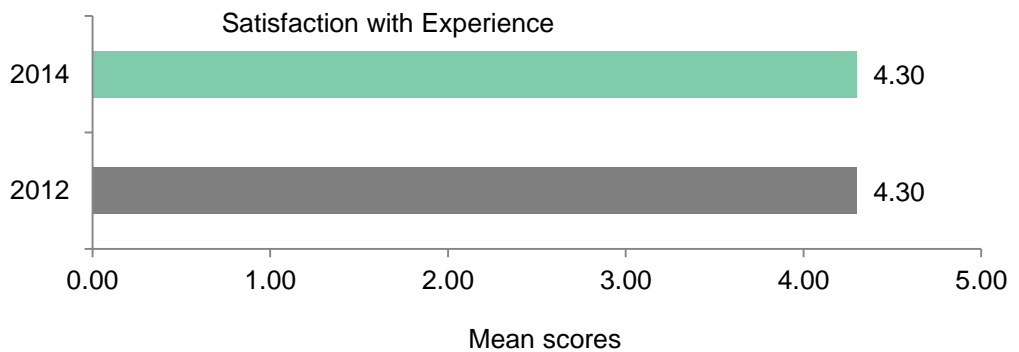
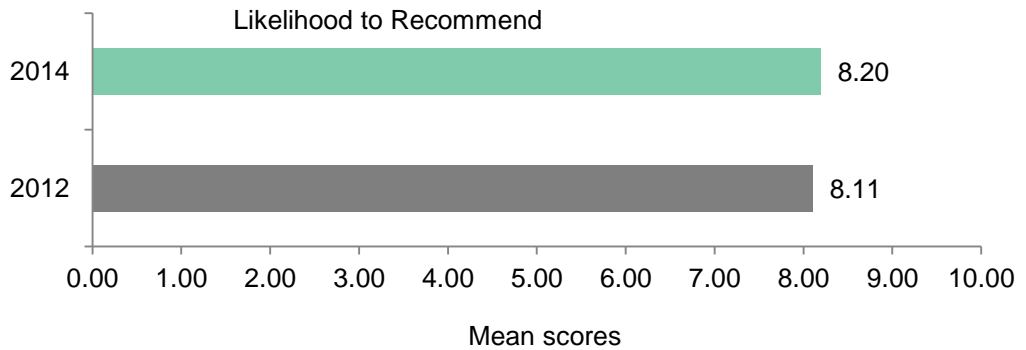
t Denotes less than 1%

Q: Overall, how satisfied are you with your Metro Transit experience?
N=4,855

Note: 2014 and 2012 bus based on weighted data

Satisfaction with Metro Transit

For all three measures of satisfaction, scores have remained strong and stable since 2012.



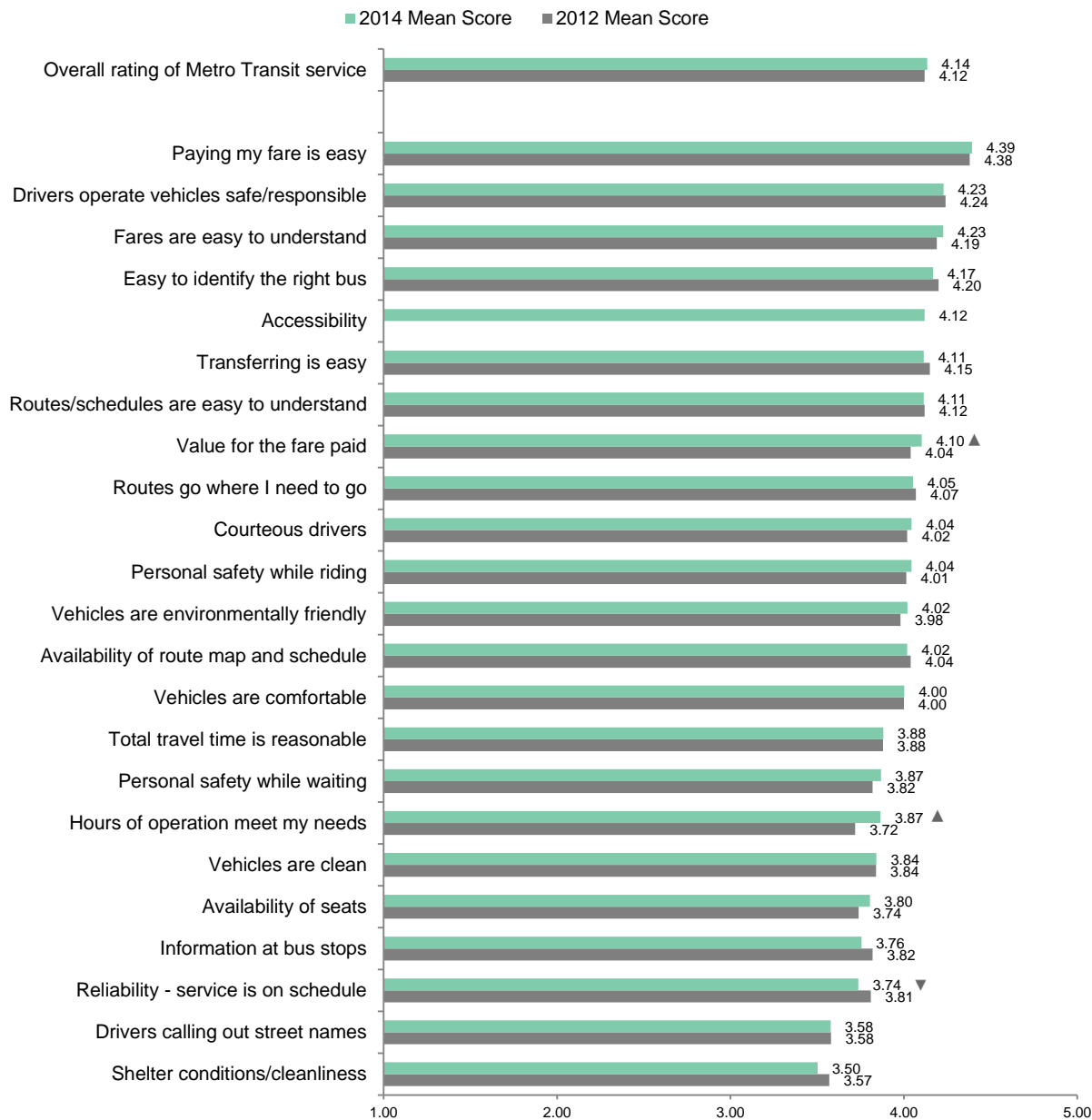
Q: How likely is it that you would recommend Metro Transit to a friend or colleague? N=4,883

Q: Overall rating of Metro Transit service? N=4,726

Q: Overall, how satisfied are you with your Metro Transit experience? N=4,855

Note: 2012 and 2014 Bus based on weighted data

Performance Ratings



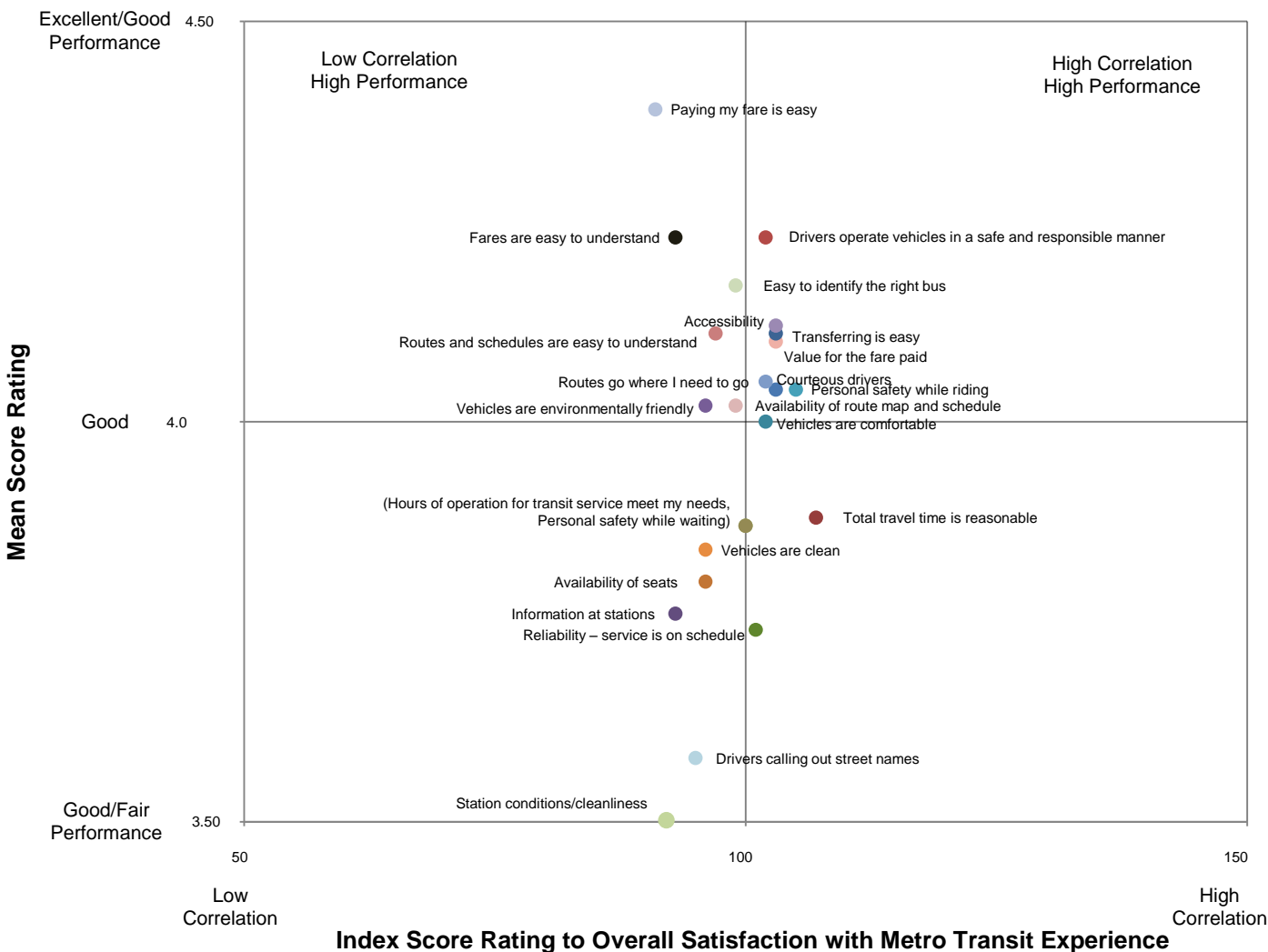
Q: Please rate Metro Transit's performance on the following elements of bus service:
N=2,608-4,726

In 2014, overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.

▲ Denotes that 2014 data is significantly higher than 2012
▼ Denotes that 2014 data is significantly lower than 2012

Note: 2012 and 2014 Bus based on weighted data

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For bus riders, areas with the greatest opportunities include total travel time is reasonable and reliability – service is on schedule. In addition, personal safety while riding, courteous drivers, vehicles are comfortable, routes go where I need to go, hours of operation meet my transit service needs and personal safety while waiting warrant attention.



Q: Please rate Metro Transit's performance on the following elements of bus service:
N=2,608-4,726

Note: 2014 bus based on weighted data

Elements	Importance Index	Performance Mean
Total travel time is reasonable	107	3.88
Personal safety while riding	105	4.04
Accessibility	103	4.12
Transferring is easy	103	4.11
Value for the fare paid	103	4.10
Courteous drivers	103	4.04
Drivers operate vehicles in a safe and responsible manner	102	4.23
Routes go where I need to go	102	4.05
Vehicles are comfortable	102	4.00
Reliability – service is on schedule	101	3.74
Hours of operation for transit service meet my needs	100	3.87
Personal safety while waiting	100	3.87
Easy to identify the right bus	99	4.17
Availability of the route map and schedule	99	4.02
Routes and schedules are easy to understand	97	4.11
Vehicles are environmentally friendly	96	4.02
Vehicles are clean	96	3.84
Availability of seats	96	3.80
Drivers calling out street names	95	3.58
Fares are easy to understand	93	4.23
Information at bus stops	93	3.76
Shelter conditions/cleanliness	92	3.50
Paying my fare is easy	91	4.39

Q: Please rate Metro Transit's performance on the following elements of bus service:
N=2,608-4,726

Note: 2014 bus based on weighted data

Excellent/ Good Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Paying my fare is easy	4.39	4.38	same
Fares are easy to understand	4.23	4.19	same
Easy to identify the right bus	4.17	4.2	same
Routes and schedules are easy to understand	4.11	4.12	E/G & High
Availability of the route map and schedule	4.02	4.04	E/G & High
Vehicles are environmentally friendly	4.02	3.98	G/F & Low

Excellent/Good Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Drivers operate vehicles in a safe and responsible manner	4.23	4.24	same
Accessibility	4.12	NA	NA
Transferring is easy	4.11	4.15	same
Value for the fare paid	4.10	4.04	same
Routes go where I need to go	4.05	4.07	same
Courteous drivers	4.04	4.02	same
Personal safety while riding	4.04	4.01	same
Vehicles are comfortable	4.00	4.00	E/G & Low

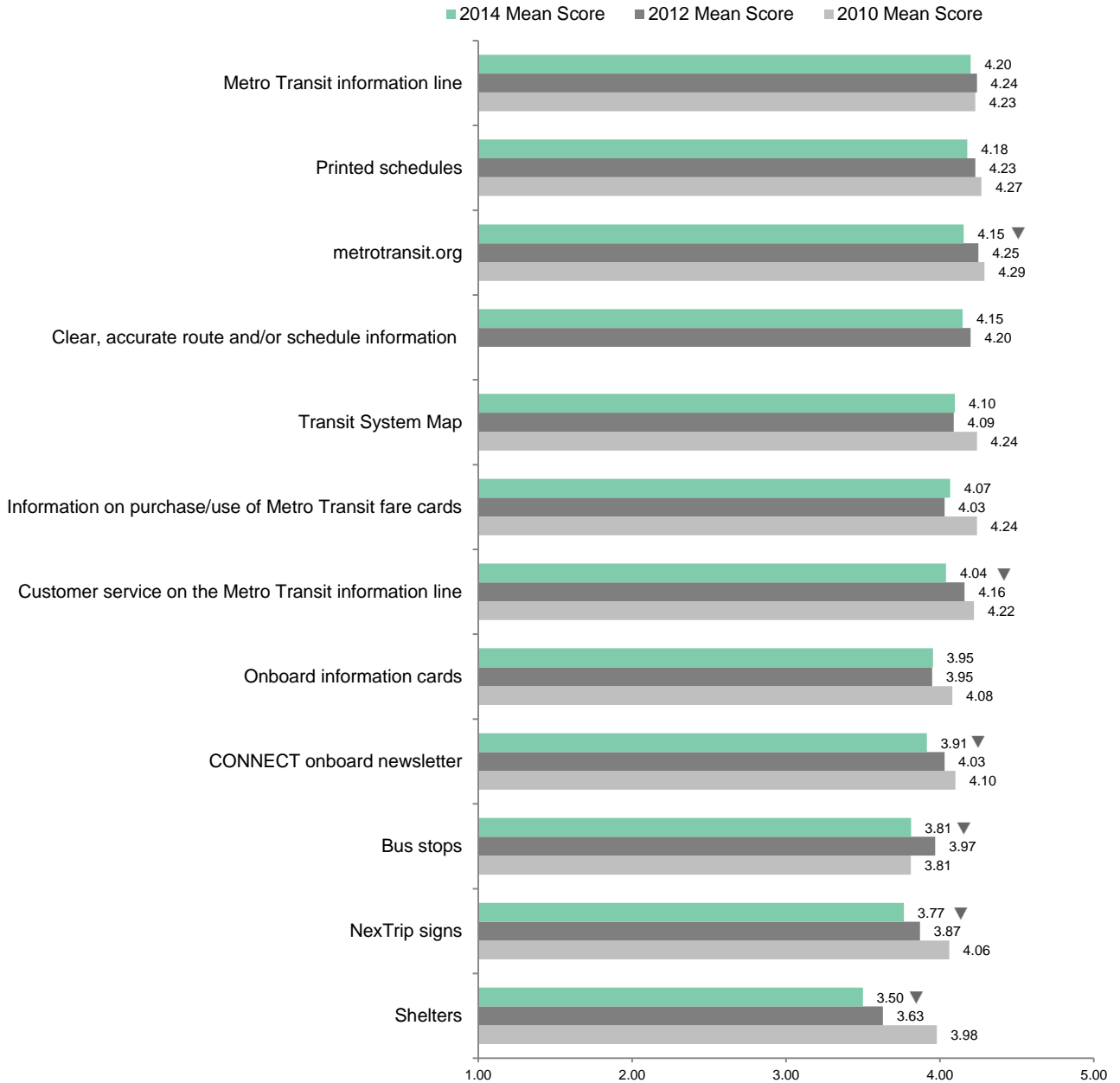
Good/ Fair Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Vehicles are clean	3.84	3.84	G/F & High
Availability of seats	3.80	3.74	same
Information at bus stops	3.76	3.82	same
Drivers calling out street names	3.58	3.58	same
Shelter conditions/cleanliness	3.50	3.57	same

Good/ Fair Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Total travel time is reasonable	3.88	3.88	same
Hours of operation for transit service meet my needs	3.87	3.72	G/F & Low
Personal safety while waiting	3.87	3.82	same
Reliability – service is on schedule	3.74	3.81	same

Q: Please rate Metro Transit's performance on the following elements of experience
N=2,608-4,726

Note: 2014 bus based on weighted data

Communication Ratings



Q: Please rate how well we are communicating with you in the following areas by providing:
 N=2,156-2,348
 Attributes were divided evenly between survey versions.

▼ Denotes that 2014 data is significantly lower than 2012

Note: 2012 and 2014 Bus based on weighted data

Light Rail

DISTRIBUTED SURVEYS

Total Distributed	12,100
Weekday Blue Distributed	4,067
Weekend Blue Distributed	1,983
Weekday Green Distributed	4,414
Weekend Green Distributed	1,636

COMPLETED RETURNS

Total Collected	5,550 (46%)
Weekday Blue Collected:	1,543
Weekend Blue Collected:	824
Weekday Green Collected:	1,438
Weekend Green Collected:	532
Mail Returns:	1,040
Online:	173

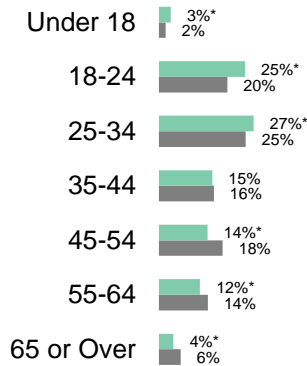
Light Rail Rider Snapshot



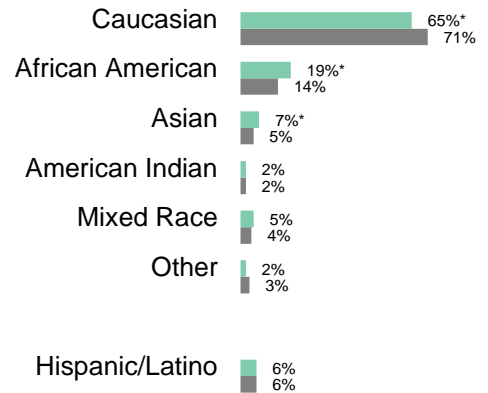
Demographics

- Top zip code origins: 55406, 55417, 55407, 55404
- Top zip code destinations: 55402, 55401, 55425
- Increase in younger riders (18-34) since 2012
- Number of non-white riders is higher
- Annual HH incomes remain stable since 2012
- 52% female

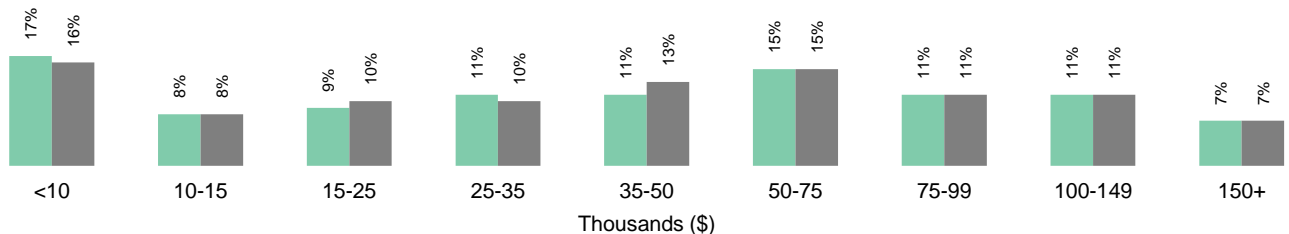
Age



Race



Household Income



* Statistically significant difference 2014 to 2012



RIDERSHIP

- 52% ride LRT on weekdays and 39% ride on both weekdays and weekends.
- Most ride during rush hour (69%).
- Riding LRT five days a week is most common (36%), 66% ride four to seven days a week.
- Work is the primary trip purpose (53%), followed by school (16%) and shopping/errands (15%).
- 34% have no working automobiles available for use.
- 13% use Park & Ride.

INFLUENCES

- 38% report their employer or an organization they are involved with offer transit passes, and of those, 59% cover part of the cost.
- Friends, family and coworkers (25%), school (24%), and moved locations (21%) are the top influences to first try transit.

PREFERENCES

- For over half (51%), living or working close to transit is the main reason for using transit, followed by saving money on parking (48%).
- Half (50%) use metrotransit.org as their primary source for transit information with the primary features being trip planner and route/schedule pages.
- 77% of riders use Go-To technology to pay their fare.

METRO TRANSIT RATINGS

High Correlation, High Performance

- Transferring is easy
- Value for fare paid
- Hours of operation for transit service meet my needs
- Vehicles are environmentally friendly

High Correlation, Lower Performance

- Total travel time is reasonable
- Reliability – service is on schedule
- In addition, personal safety while waiting and vehicles are clean warrant attention.

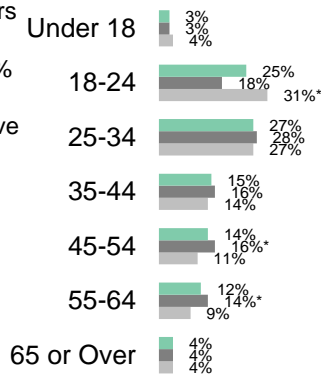
Light Rail Rider Snapshot– Blue Line / Green Line



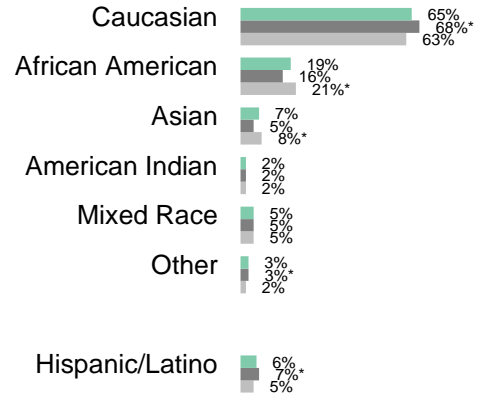
Demographics

- Over one-third of Green Line riders are under 25 years of age.
- 37% of Green Line riders and 32% of Blue Line riders are non-white.
- Over half of Green Line riders have incomes under \$35,000.
- Female: 52% Blue / 51% Green

Age

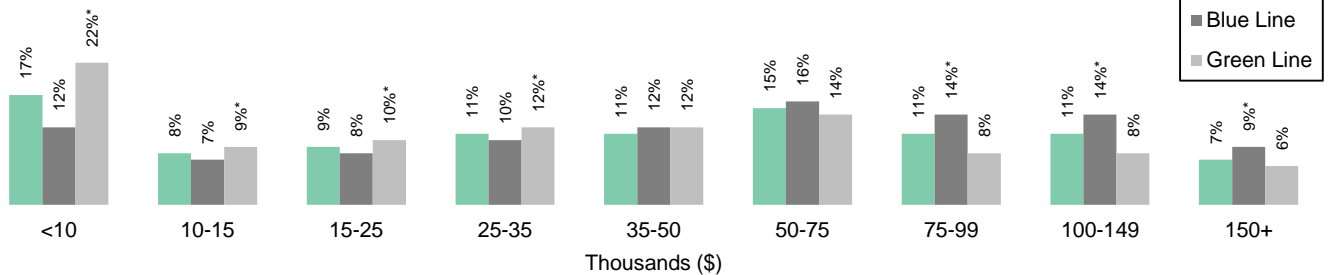


Race



Household Income

* Statistically significant difference



SATISFACTION

Blue Line riders report significantly higher likelihood to recommend scores for Metro Transit than Green Line riders.

COMMUNICATIONS

- Blue Line riders have significantly higher ratings for Transit System Map, clear and accurate route/schedule information and printed schedules than Green Line riders.
- Green Line riders have significantly higher ratings for customer service on the Metro Transit Information Line than Blue Line riders.

PERFORMANCE

- Across performance ratings, Green Line riders report significantly higher ratings for vehicles are comfortable, personal safety while riding, availability of seats and station conditions/cleanliness.
- Blue Line riders report a significantly higher ratings for total travel time is reasonable and reliability, service is on schedule.

IMPORTANCE/PERFORMANCE

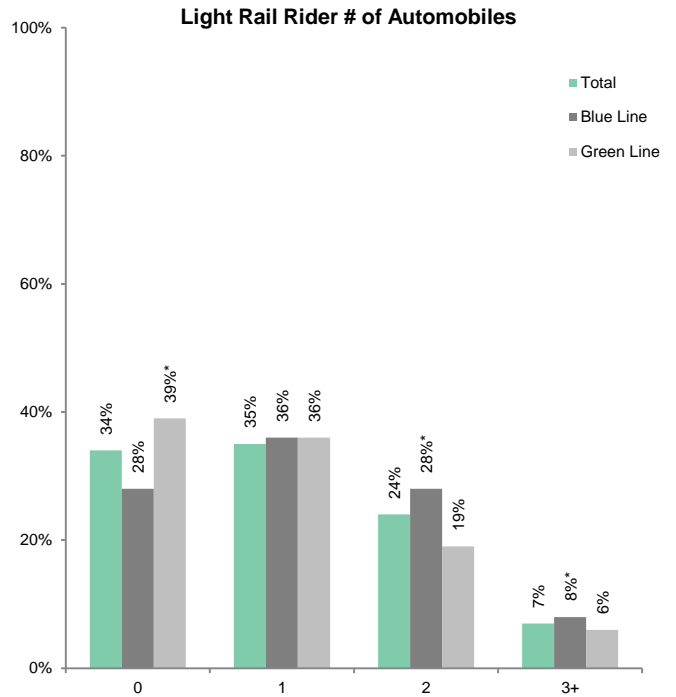
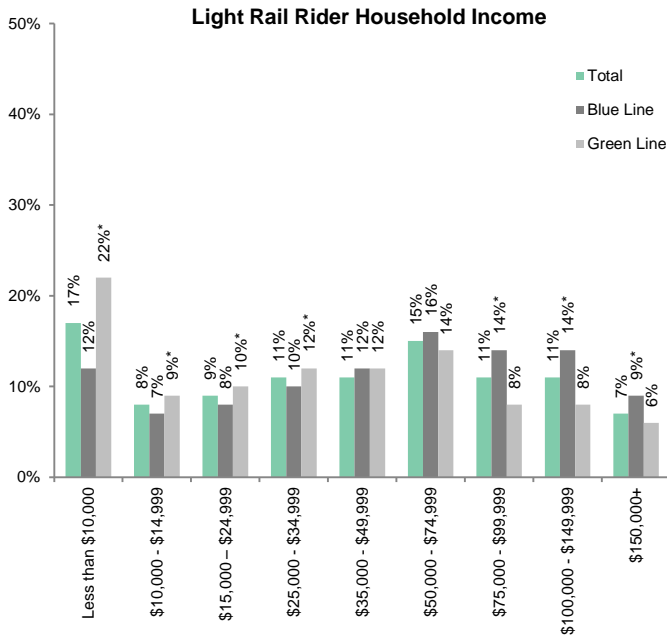
Blue Line Priorities

- Reliability – service is on schedule
- Availability of seats
- In addition, personal safety while waiting, personal safety while riding and vehicles are clean warrant attention.

Green Line Priorities

- Total travel time is reasonable
- Reliability – service is on schedule
- Personal safety while waiting

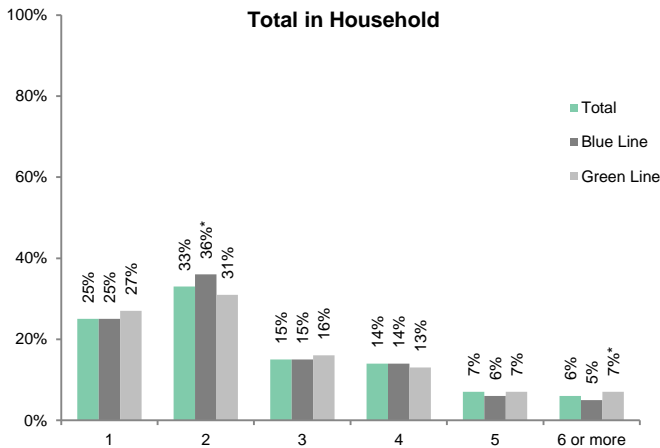
Green Line riders report significantly lower household incomes than Blue Line riders. Green Line riders are significantly more likely to not have a working automobile available for their use.



* Statistically significant difference

Q: Approximately what was your family's total household income last year before taxes?

N=4,665



* Statistically significant difference

* Statistically significant difference

Q: How many people, including yourself, are in your household?

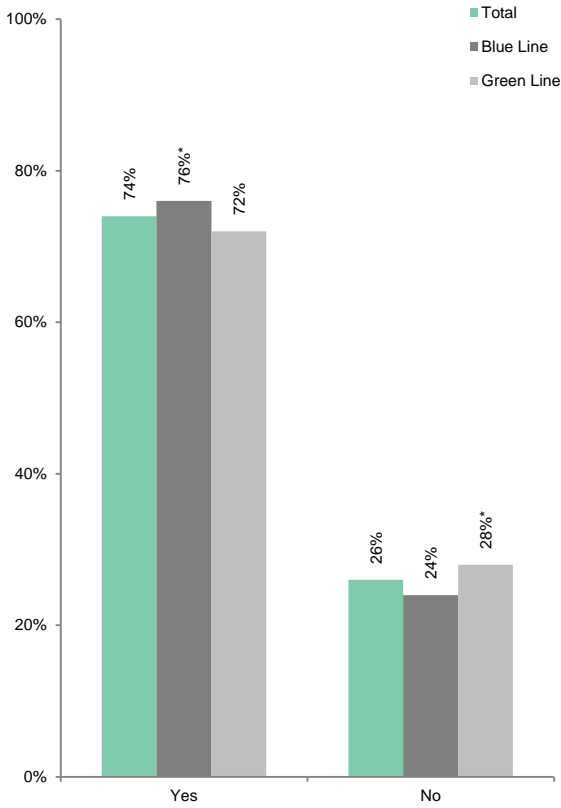
N=5,088

Q: How many working automobiles do you have available for your use?

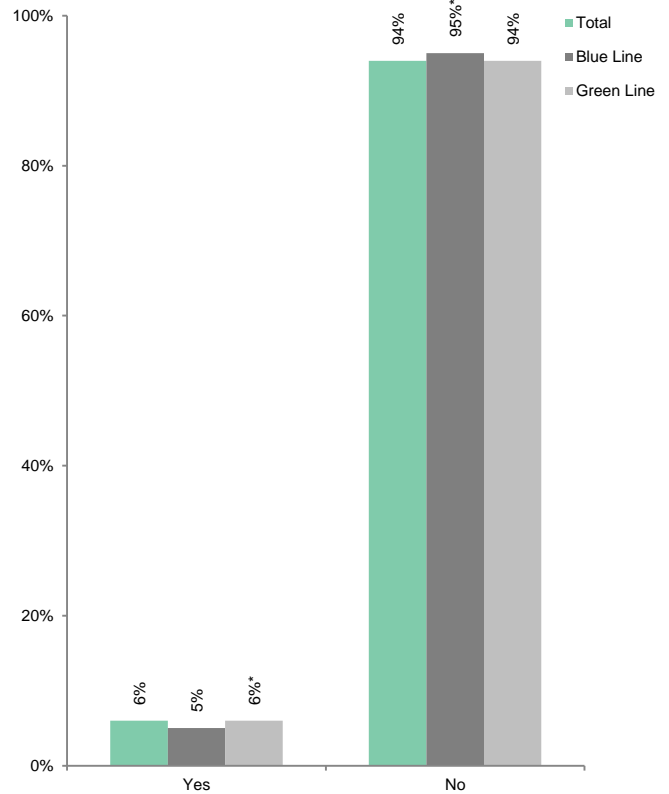
N=5,087

Green Line riders are significantly less likely to have a valid driver's license but more likely to have a Metro Mobility ID or a state-issued ID with an "L" or "A" endorsement.

Do you have a valid driver's license? (Light Rail Rider)



Do you have a Metro Mobility ID or state-issued ID with an "L" or "A" endorsement? (Light Rail Rider)



* Statistically significant difference

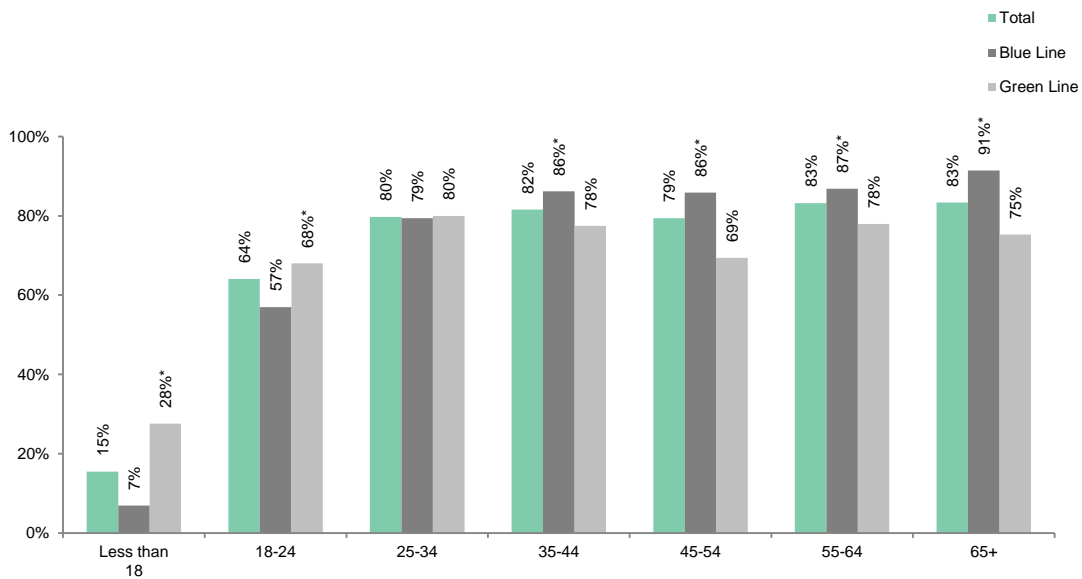
Q: Do you have a valid Driver's license?
N=5,133

* Statistically significant difference

Q: Do you have a Metro Mobility ID OR state-issued ID with an "L" or "A" endorsement?
N=5,024

Younger riders with valid driver's licenses are significantly more likely to be using the Green Line than the Blue Line.

Valid driver's license by age (Light Rail Rider)



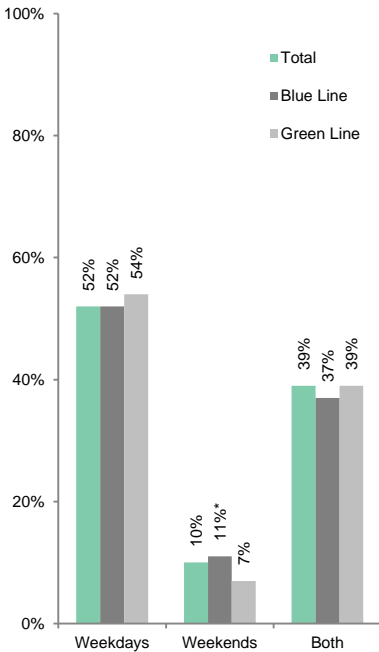
* Statistically significant difference

Q: Do you have a valid Driver's license?

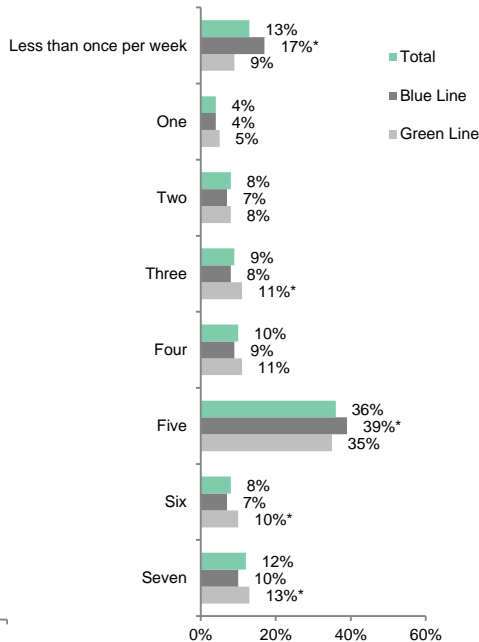
N=5,133

Blue Line riders are significantly more likely to indicate that they usually travel on weekends than Green Line riders. Green Line riders are significantly more likely than Blue Line riders to travel six or seven days a week. Green Line riders are significantly more likely to travel during non-rush hours while Blue Line riders are significantly more likely to travel for special events.

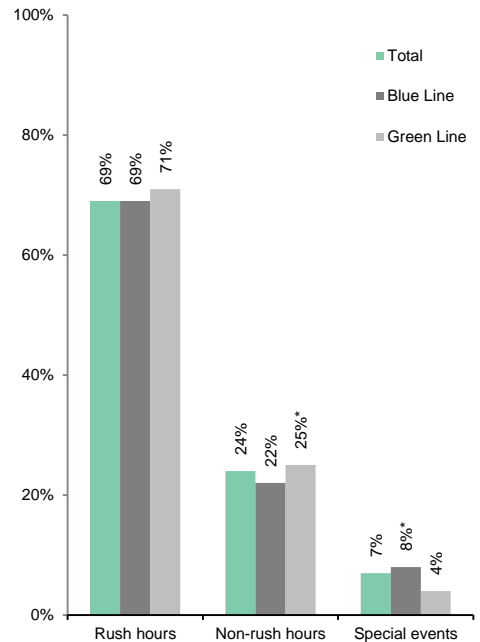
Light Rail Rider Travel Days



How many days per week do you usually ride the light rail?



Light Rail Travel Times



* Statistically significant difference

Q: On which day(s) of the week do you usually ride the light rail?
N=5,028

* Statistically significant difference

Q: How many days per week do you ride the light rail?
N=5,302

* Statistically significant difference

Q: When do you usually ride the light rail?
N=4,324

Top Blue Line origination zip codes									
2014		2012		2010		2008		2006	
Zip Code	%	Zip Code	%	Zip Code	%	Zip Code	%	Zip Code	%
55406	10.4%	55406	11.1%	55406	18.0%	55406	16.2%	55406	17.0%
55417	6.8%	55417	6.3%	55417	7.4%	55417	13.1%	55417	10.7%
55407	5.2%	55404	6.1%	55407	5.0%	55407	5.4%	55407	4.7%
55404	4.8%	55407	5.7%	55404	4.8%	55404	3.3%	55116	3.8%
55411	3.8%	55403	3.4%	55116	3.5%	55116	2.8%	55404	3.1%
55414	3.2%	55116	2.7%	55454	3.0%	55403	2.8%	55122	3.0%
55401	2.4%	55411	2.7%	55425	2.4%	55124	2.4%	55403	2.7%
55116	2.4%	55414	2.7%	55123	2.3%	55420	2.3%	55124	2.6%
55403	2.3%	55425	2.6%	55122	2.1%	55123	2.2%	55420	2.6%
55408	2.1%	55401	2.5%	55403	1.9%	55423	2.2%	55454	2.1%

Q: What is your home ZIP CODE?
N=2,872

Top Blue Line destination zip codes									
2014		2012		2010		2008		2006	
Zip Code	%	Zip Code	%	Zip Code	%	Zip Code	%	Zip Code	%
55402	17.0%	55402	18.1%	55401	27.4%	55402	29.2%	55402	29.0%
55401	9.3%	55401	8.5%	55402	6.3%	55401	9.7%	55401	10.4%
55425	7.8%	55425	7.1%	55454	5.2%	55415	6.5%	55415	7.9%
55406	4.8%	55403	6.0%	55108	4.9%	55111	6.1%	55403	5.8%
55403	4.6%	55417	5.0%	55414	4.9%	55403	5.9%	55111	5.2%
55415	4.3%	55406	4.9%	55405	3.8%	55417	4.3%	55455	5.1%
55407	4.2%	55415	4.7%	55403	3.5%	55455	4.2%	55417	4.9%
55417	3.9%	55455	4.0%	55416	3.1%	55406	3.8%	55425	3.5%
55455	3.8%	55404	3.6%	55423	2.9%	55425	3.3%	55406	3.1%
55404	3.0%	55111	2.9%	55406	2.5%	55487	2.1%	55404	1.9%
		55407	2.9%						

Q: What is the ZIP CODE of your final destination TODAY?
N=1,724

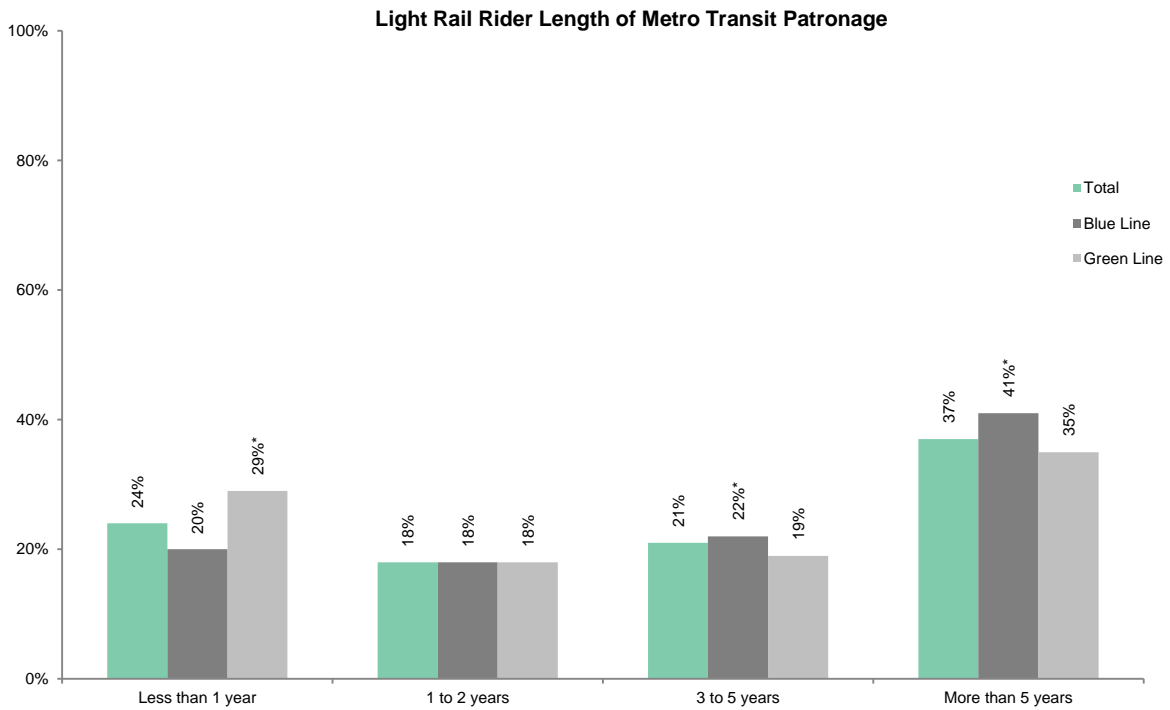
Top Green Line origination zip codes	
2014	
Zip Code	%
55104	16.4%
55414	8.2%
55101	5.1%
55114	3.7%
55103	3.4%
55102	3.3%
55106	3.3%
55117	3.1%
55404	2.9%
55411	2.7%

Q: What is your home ZIP CODE?
N=2,490

Top Green Line destination zip codes	
2014	
Zip Code	%
55455	15.2%
55104	11.3%
55414	8.6%
55402	7.0%
55101	6.5%
55401	4.5%
55114	3.7%
55403	2.9%
55102	2.6%
55103	2.4%

Q: What is the ZIP CODE of your final destination TODAY?
N=1,564

As anticipated, riders of the new Green Line are significantly more likely to indicate that they have been using Metro Transit services for less than one year.

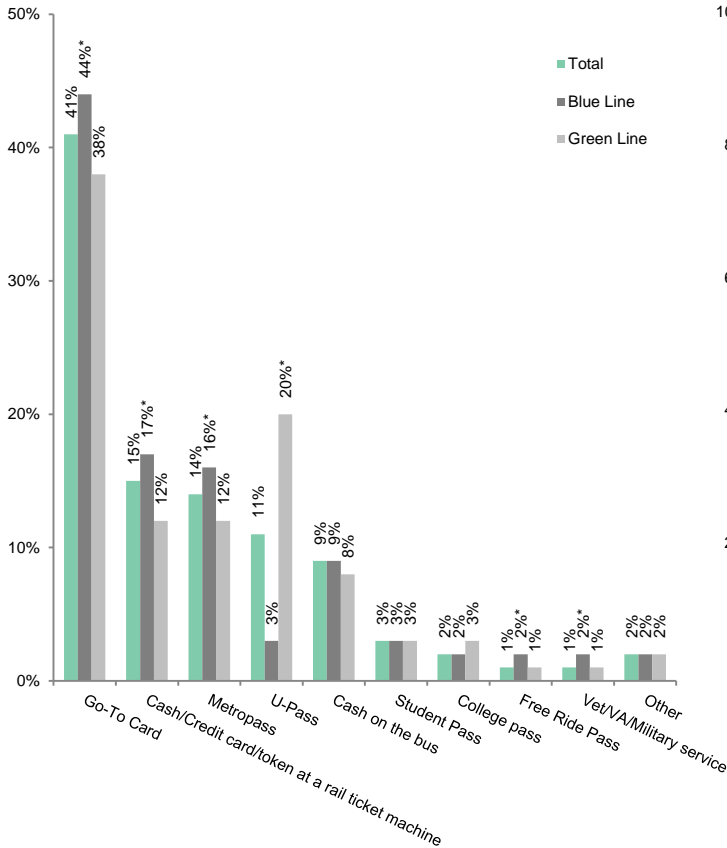


* Statistically significant difference

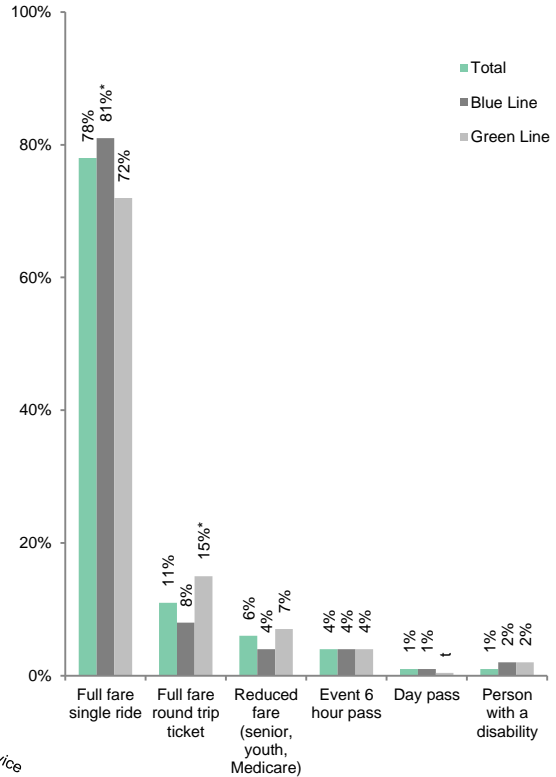
Q: How long have you used Metro Transit services?
N=5,064

Blue Line riders are significantly more likely to use Go-To cards, cash/credit card/token and Metropass to pay their fare. In turn, Green Line riders are significantly more likely to utilize the U-Pass. Blue Line riders are significantly more likely to purchase a full fare single ride tickets when making their purchase with cash/credit card/token at a rail ticket machine while Green Line riders are more likely to purchase full fare round trip tickets.

How did you pay for your fare today? (Light Rail Rider)



If [cash or credit card], what kind of ticket did you purchase? (Light Rail Rider)



* Statistically significant difference

t Denotes less than 1%

Q: How did you pay for your fare today?

N=5,128

**Only weekday responses were used.

Rates of Go-To technology participation are higher than reported transaction data.

* Statistically significant difference

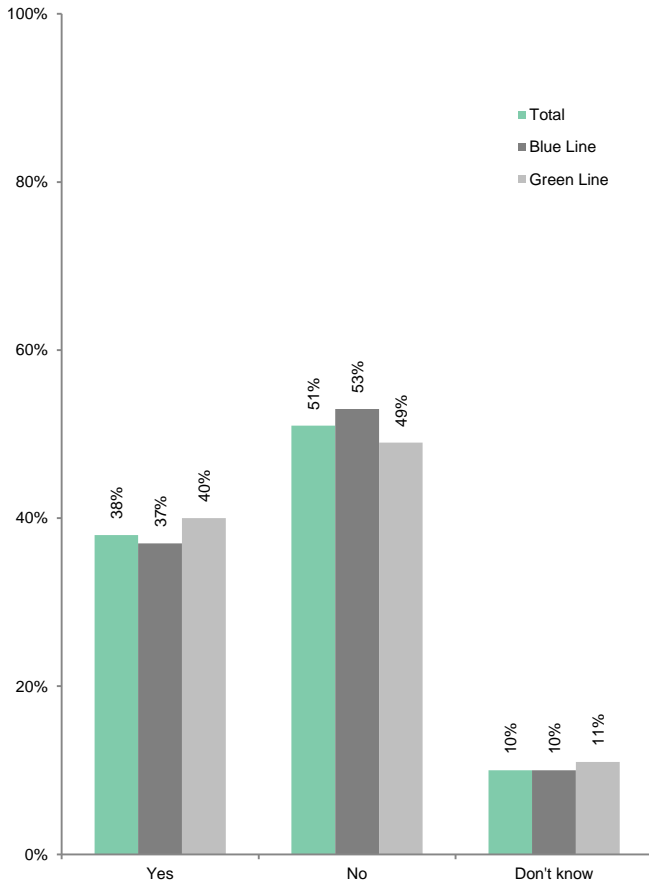
t Denotes less than 1%

Q: What kind of ticket did you purchase?

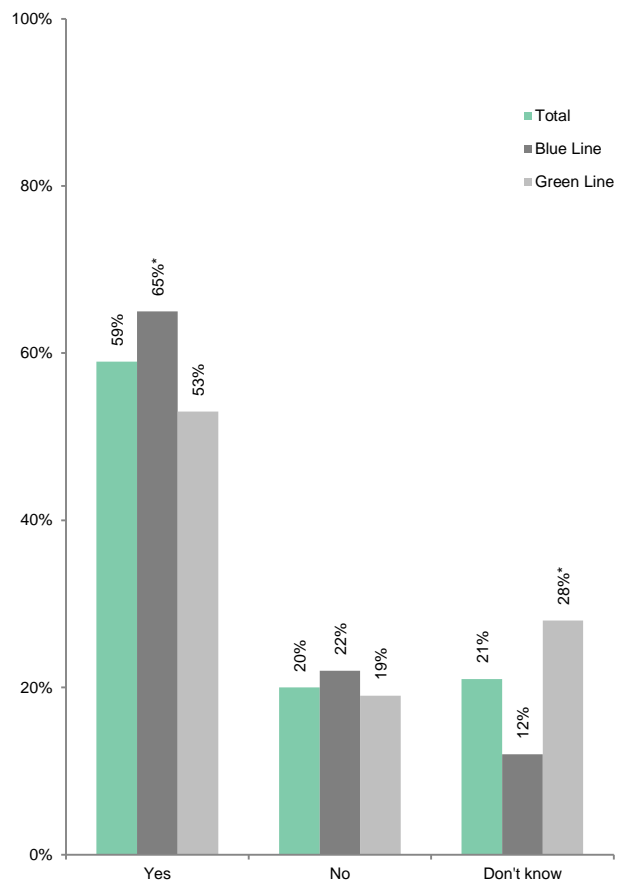
N=607

Employers offering transit passes do not differ significantly between the Blue and Green Lines. However, Blue Line riders are significantly more likely to report that their employer, organization or agency does share part of the cost while Green Line riders are more likely not to know.

Does your employer offer transit passes? (Light Rail Rider)



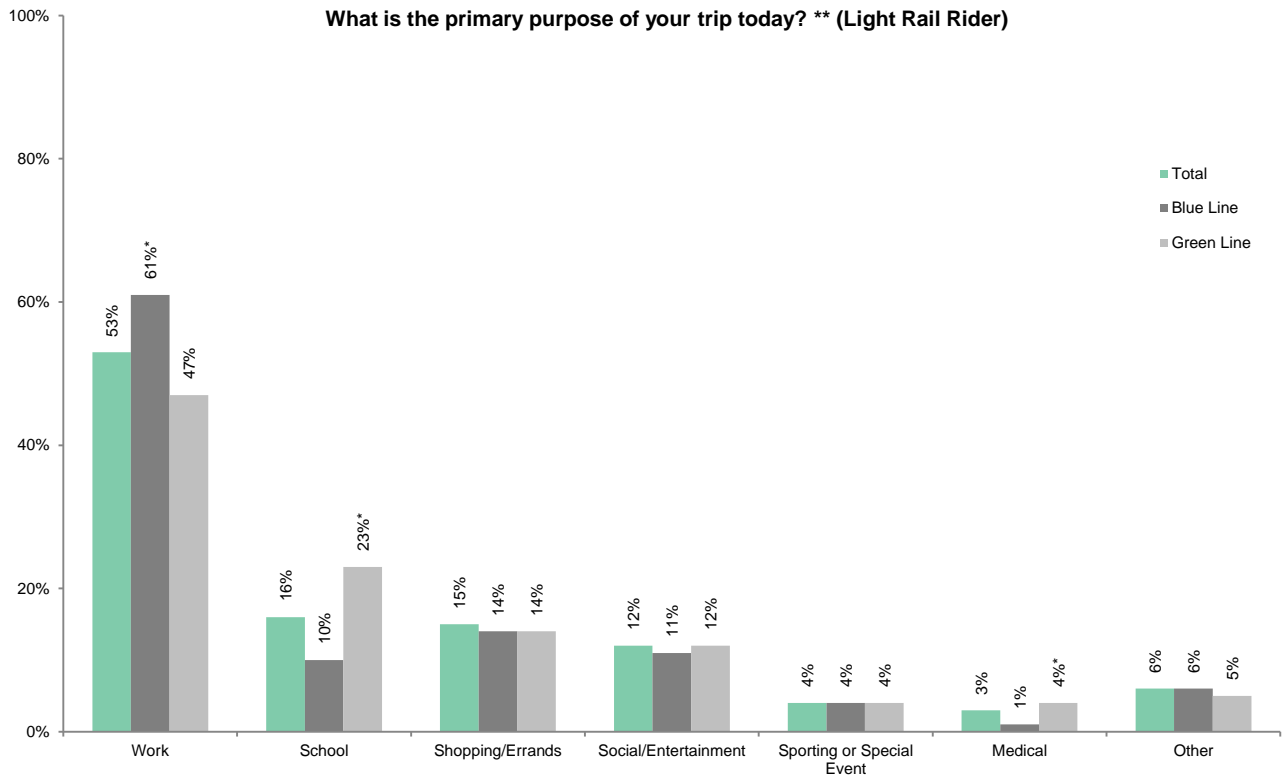
If yes, does it share part of the cost? (Light Rail Rider)



Q: Does your employer, organization or agency offer transit passes?
 N=2,536
 Question presented on version A only.

* Statistically significant difference
 Q: If yes, does it share part of the cost?
 N=882
 Question presented on version A only.

Blue Line riders are more likely to indicate that the primary purpose of their trip is work on the day surveyed while Green Line riders are significantly more likely to report their primary purpose is school.

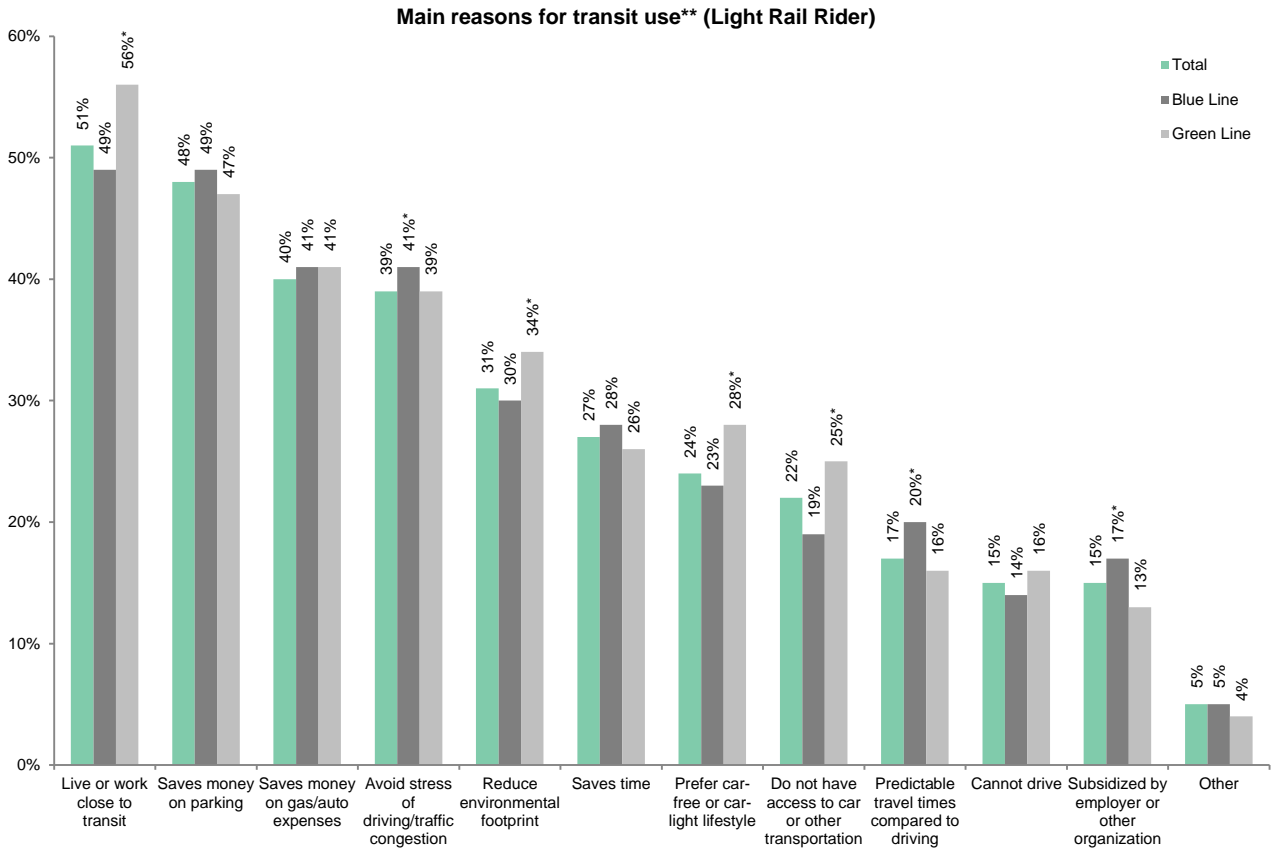


* Statistically significant difference

Q: What is the primary purpose of your trip today?
N=2,681

**Totals exceed 100% due to respondents selecting multiple responses.

Green Line riders are significantly more likely to report that the main reason they use transit is that they live or work close to transit, reduces their environmental footprint, preference for a car-free lifestyle and that they lack access to car or other transportation. In contrast, Blue Line riders are significantly more likely to indicate that they want to avoid the stress of driving, prefer predictable travel times and that their ride is subsidized by their employer.



**Totals exceed 100% due to respondents selecting multiple responses.

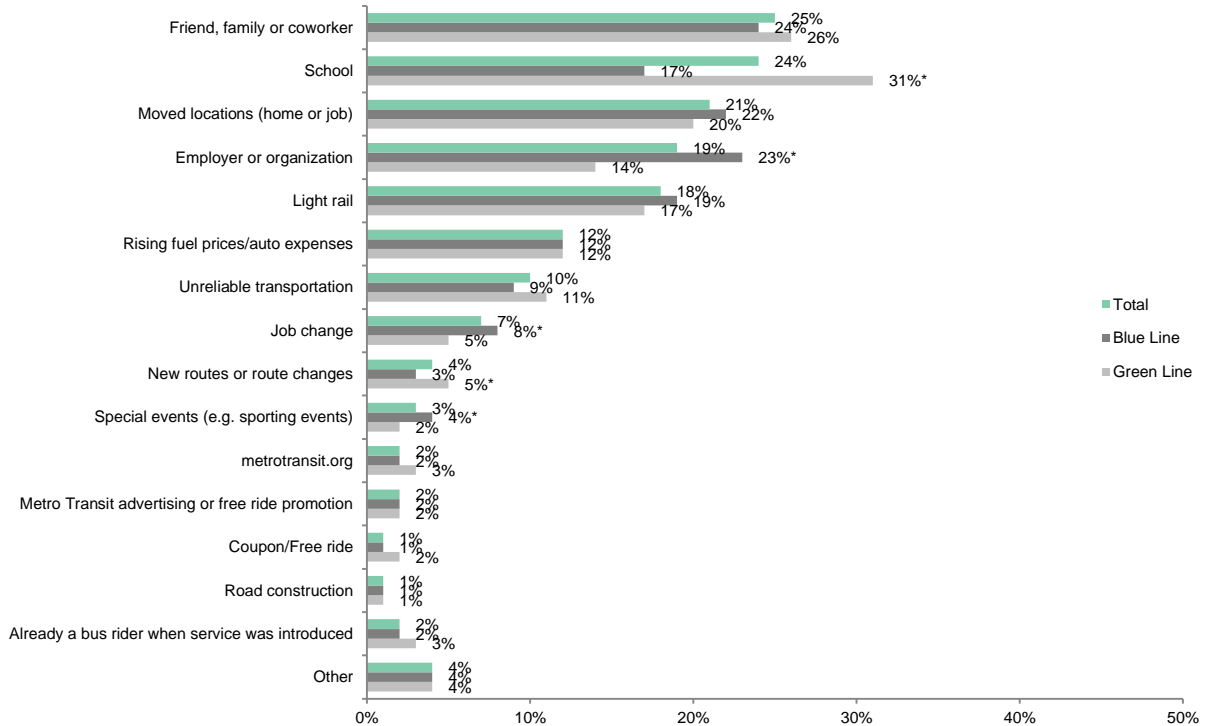
* Statistically significant difference

2014 Q: What are the main reasons you use transit?
N=5,280

Influencers for Decision to First Try Transit

Green Line riders are significantly more likely to indicate that school is what first influenced their decision to try transit. For Blue Line riders, an employer is significantly more likely to be the reason for first trying transit.

Transit Influencers



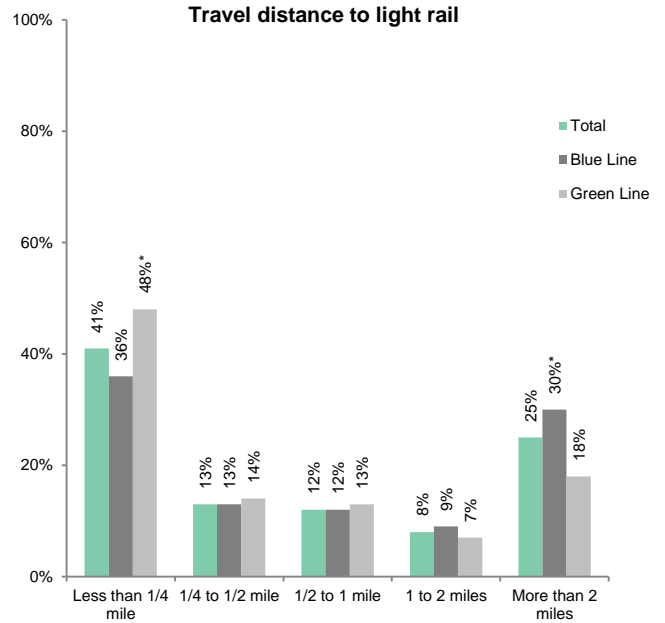
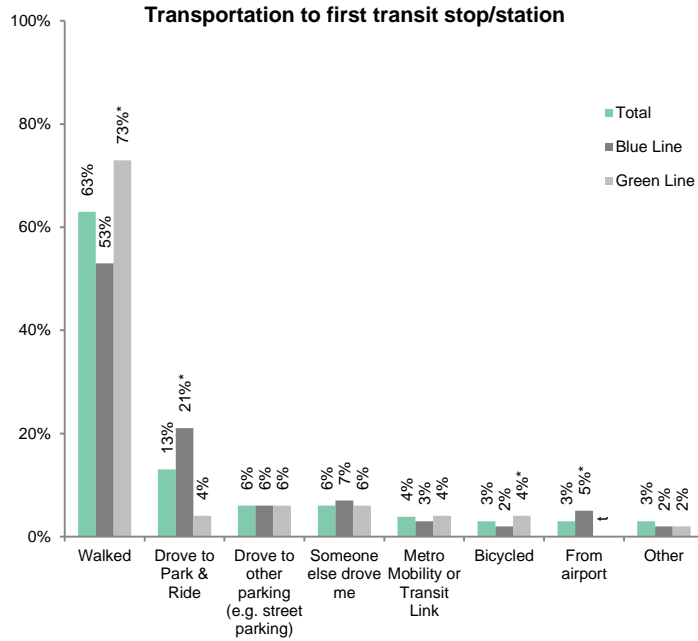
* Statistically significant difference

t Denotes less than 1%

Q: What or who influenced your decision to first try transit?

N=5,045

Green Line riders are significantly more likely to walk to their first transportation stop while Blue Line riders are significantly more likely to have driven to a park and ride.



Did you bring your bike on the light rail?



* Statistically significant difference

Q: When you began your trip today, how did you get to your first bus stop or rail station?

N=2,638

Question presented on version A only.

t Denotes less than 1%

Q: If bicycled, did you bring your bike with you on the Light Rail?

N=65

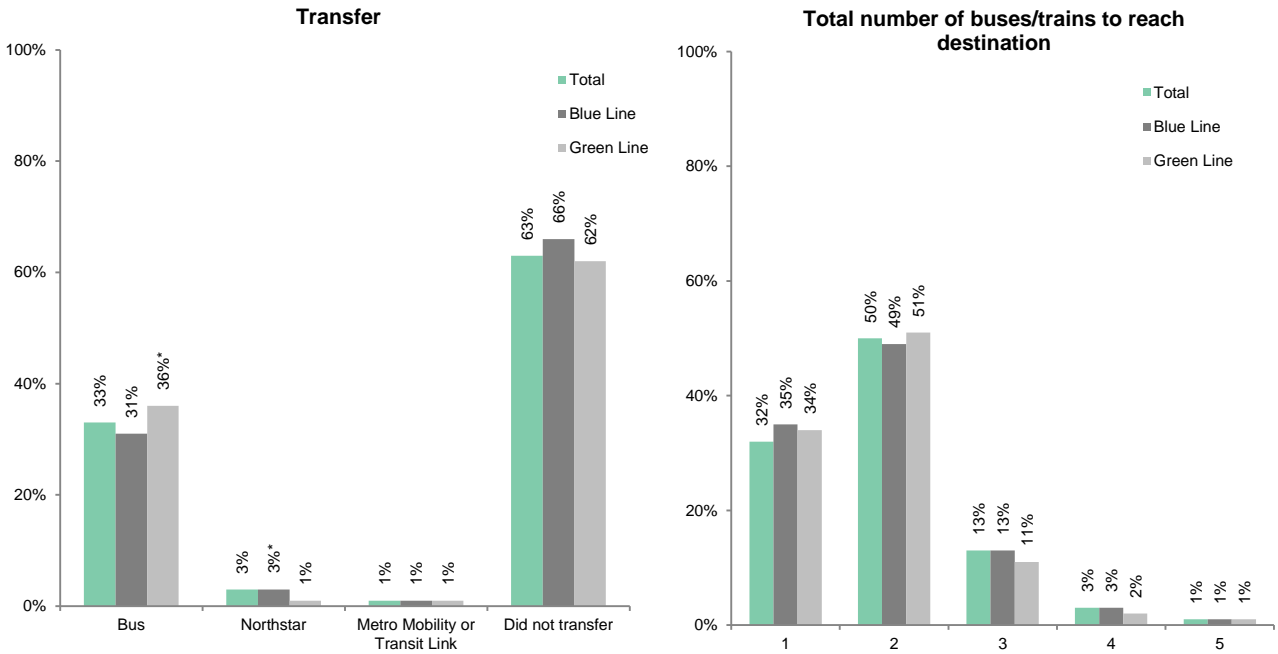
Question presented on version A only.

* Statistically significant difference

Q: How far would you estimate you traveled to get to your first bus stop or rail station?

N=5,227

Green Line riders are significantly more likely to have transferred from a bus while Blue Line riders are significantly more likely to transfer from Northstar. There are not statistical differences between Blue Line riders and Green Line riders in the total number of buses/trains they take to reach their destination.

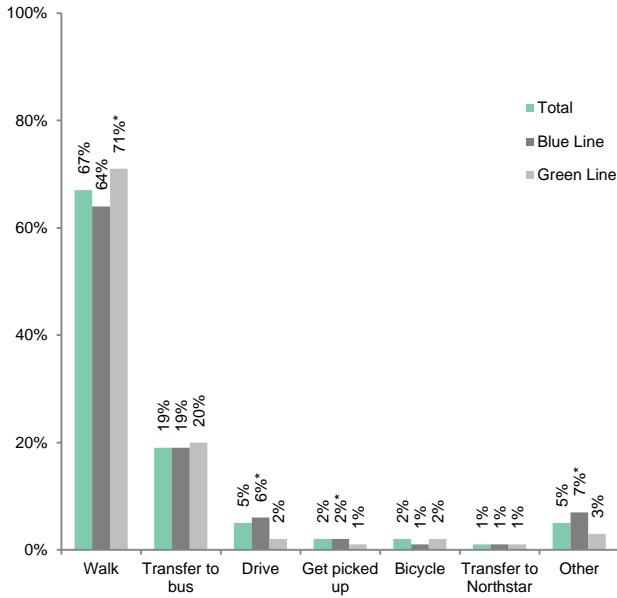


* Statistically significant difference
 Q: On this trip, did you transfer from:
 N=2,716
 Question presented on version B only.

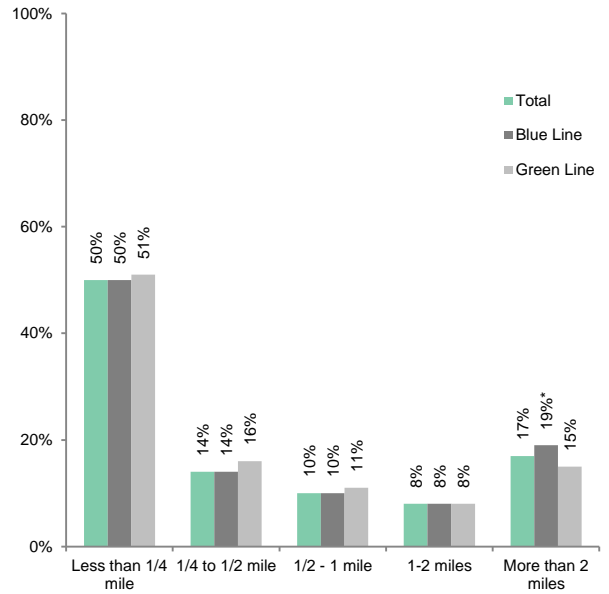
Q: If you transferred to/from a bus, how many TOTAL buses and/or trains will you take to complete your one-way trip?
 N=2,810

Similar to the start of their trips, Green Line riders are significantly more likely to report walking to their destination after departing light rail while Blue Line riders are more likely to report driving. The distance from the last rail station to their destination is similar across lines with the exception of Blue Line riders significantly more likely to travel more than two miles.

Transportation after light rail



Travel distance from last rail station to destination



* Statistically significant difference

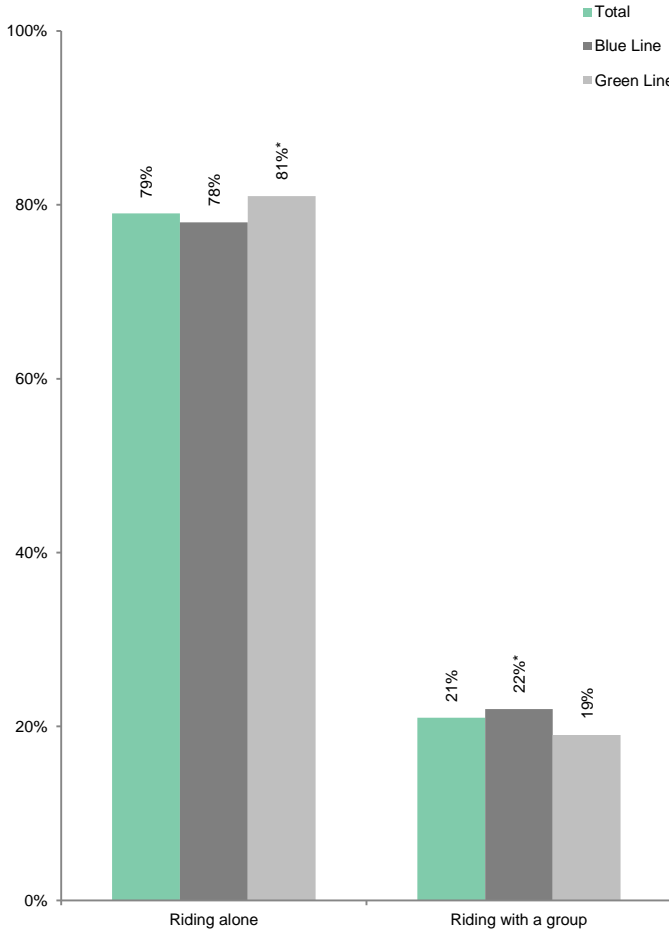
Q: What will you do when you get off this train?
N=2,757
Question presented on version B only.

* Statistically significant difference

Q: How far would you estimate you will travel from your last rail station or bus stop to your destination?
N=4,726

Blue Line riders are significantly more likely to be riding in a group. For those riding in a group, Green Line riders are significantly more likely to be traveling in a group of two than Blue Line riders.

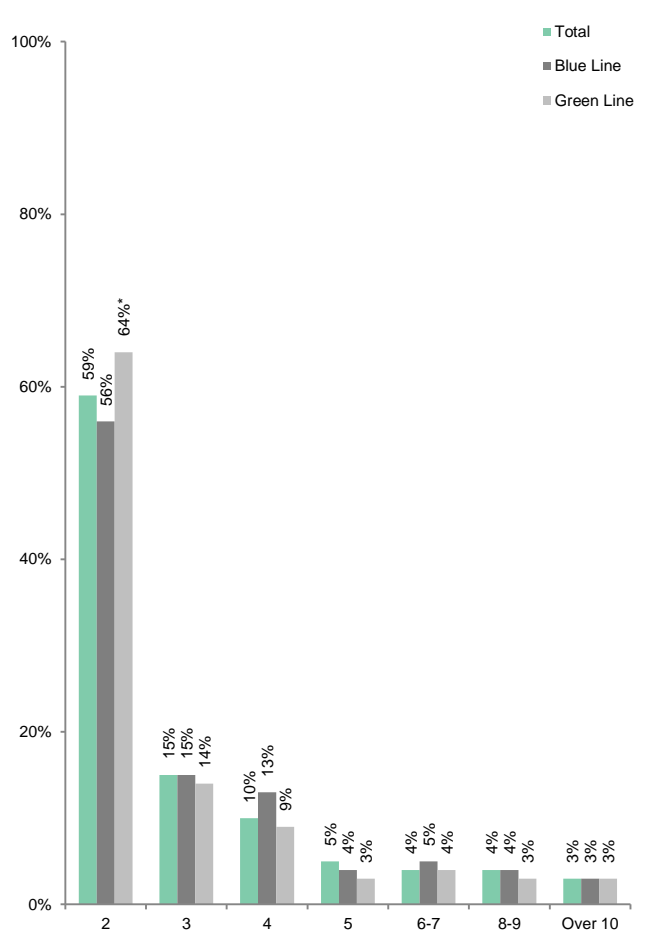
Group status (Light Rail Rider)



* Statistically significant difference

Q4- If you are traveling in a group, how many are in your group?
N=5,550

Size of group (Light Rail Rider)*

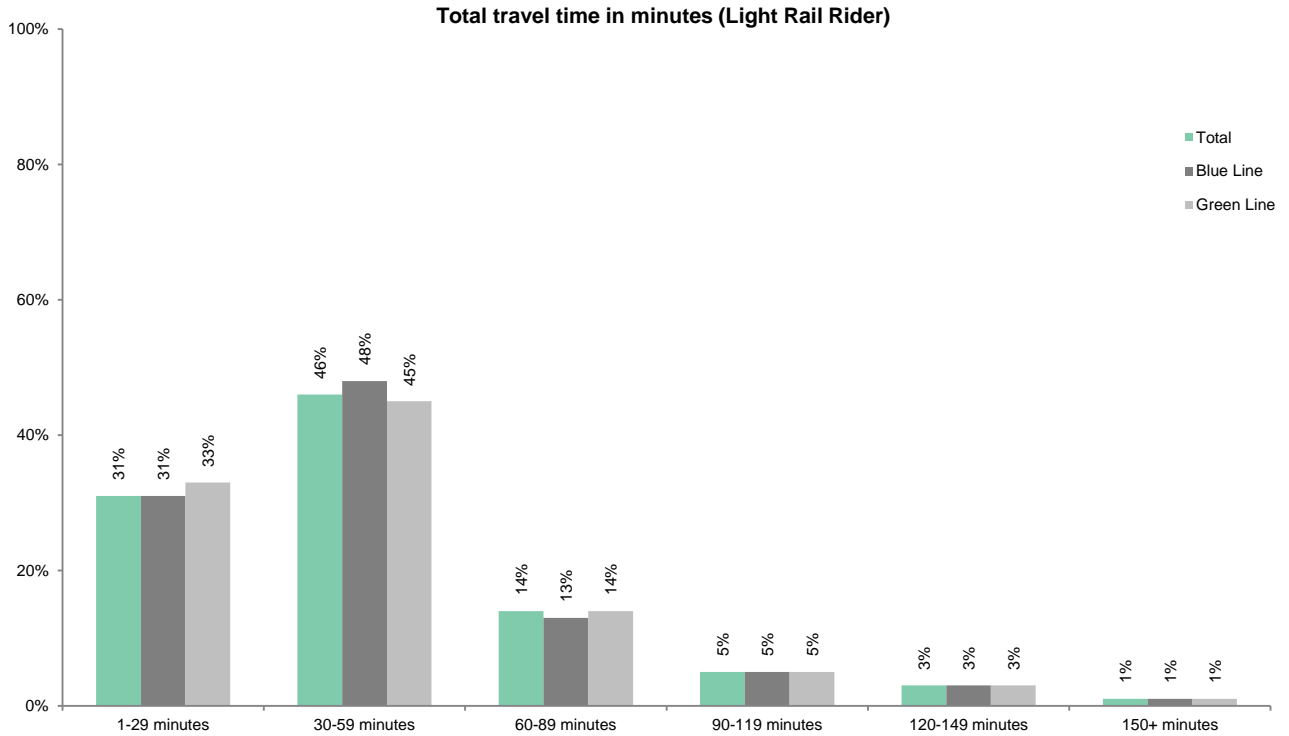


* Statistically significant difference

Q4- If you are traveling in a group, how many are in your group?
N=1,172

Note: Data from respondents who selected "Riding with a group" from previous question

Total travel time did not differ significantly between Blue Line and Green Line riders.

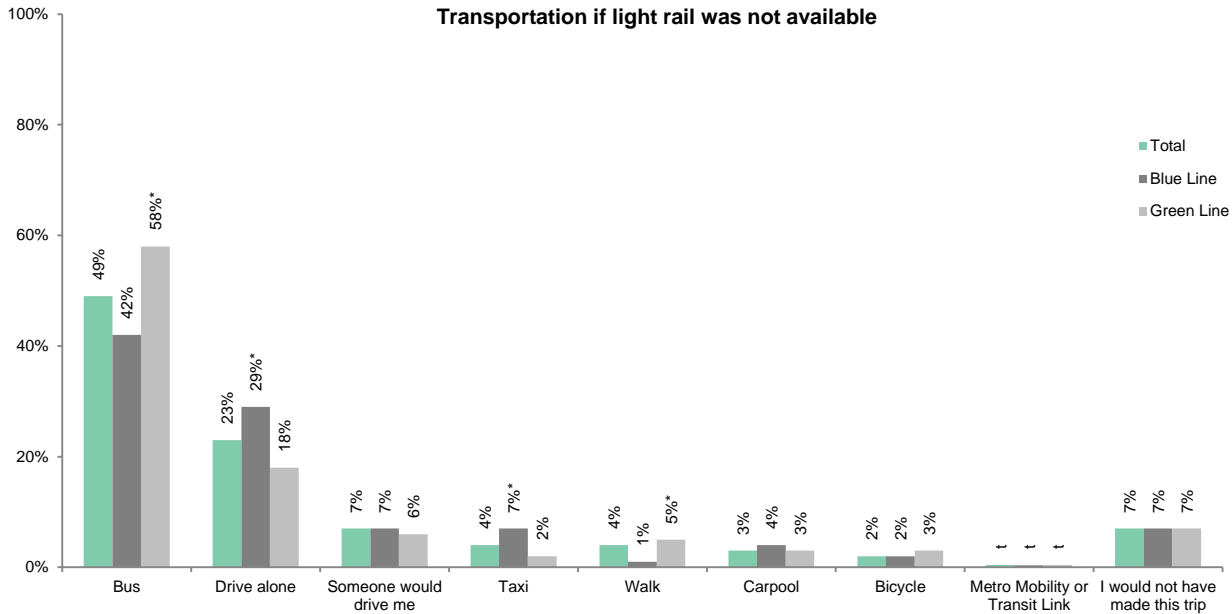


* Statistically significant difference

Q: Please estimate – in minutes – the total travel time of this trip:
N=4,832

Transport If Light Rail Was Not Available

When asked what they would have done had light rail service been unavailable, Green Line riders are significantly more likely to report that they would have taken the bus while Blue Line riders report that they would have driven alone or taken a taxi.



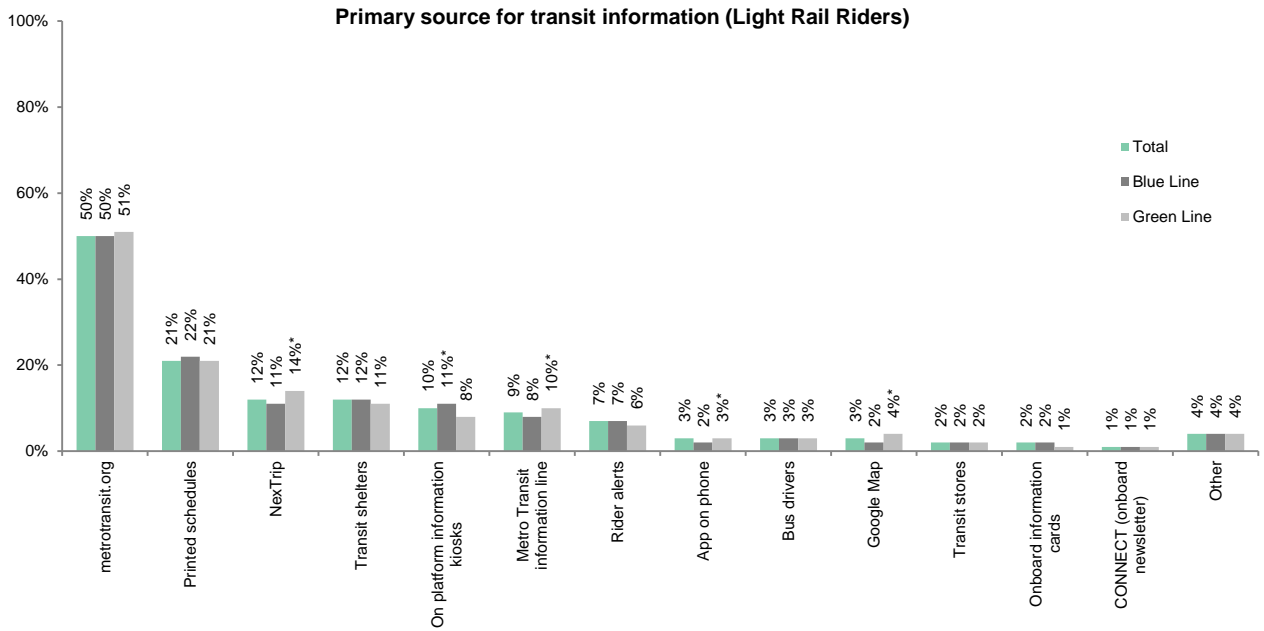
* Statistically significant difference

Q: If light rail transit had not been available today, how would you have made this trip?

N=2,302

Question presented on version A only.

Metrotransit.org is the most popular source for transit information for both Blue Line and Green Line riders. Green Line riders are significantly more likely to indicate NexTrip and Metro Transit information line while Blue Line riders are more likely to indicate platform information kiosks.

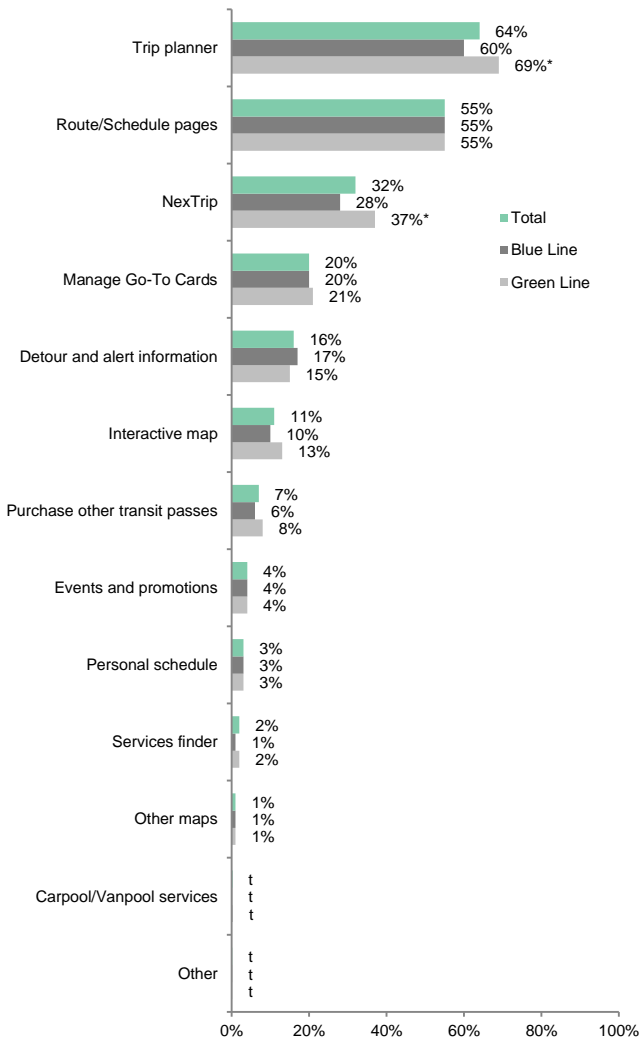


* Statistically significant difference

Q: What or who is your primary source for transit information?
N=5,157

Green Line riders are significantly more likely than Blue Line riders to use Trip Planner and NexTrip features on metrotransit.org. Green Line riders are more likely to access metrotransit.org using the home computer while Blue Line riders are significantly more likely to use a computer at work.

Most used features on metrotransit.org



* Statistically significant difference

t Denotes less than 1%

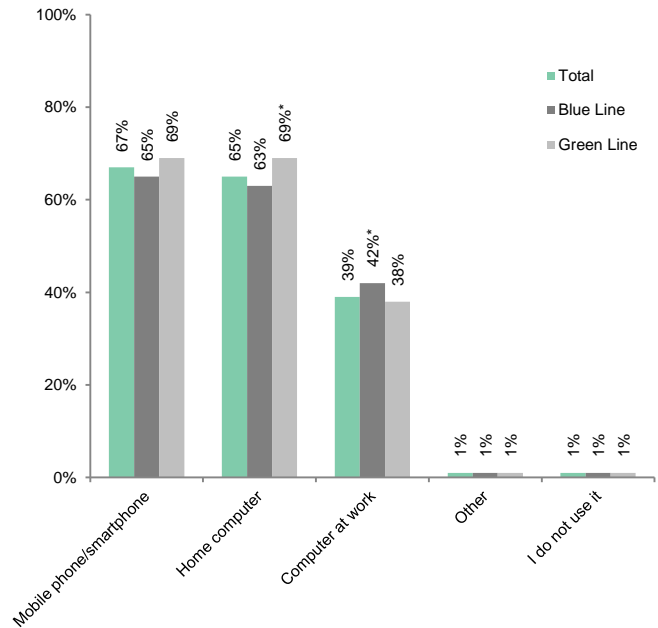
Q: If you use metrotransit.org, which features do you use? (check all that apply)

N=1,352

Question presented on version B only.

Previous years labels 'Purchase/Add value to Go-To passes and cards' AND 'Check Go-To card or pass balance/transactional history' have been combined and compared to the 2014 label 'Manage Go-To cards'.

Access metrotransit.org



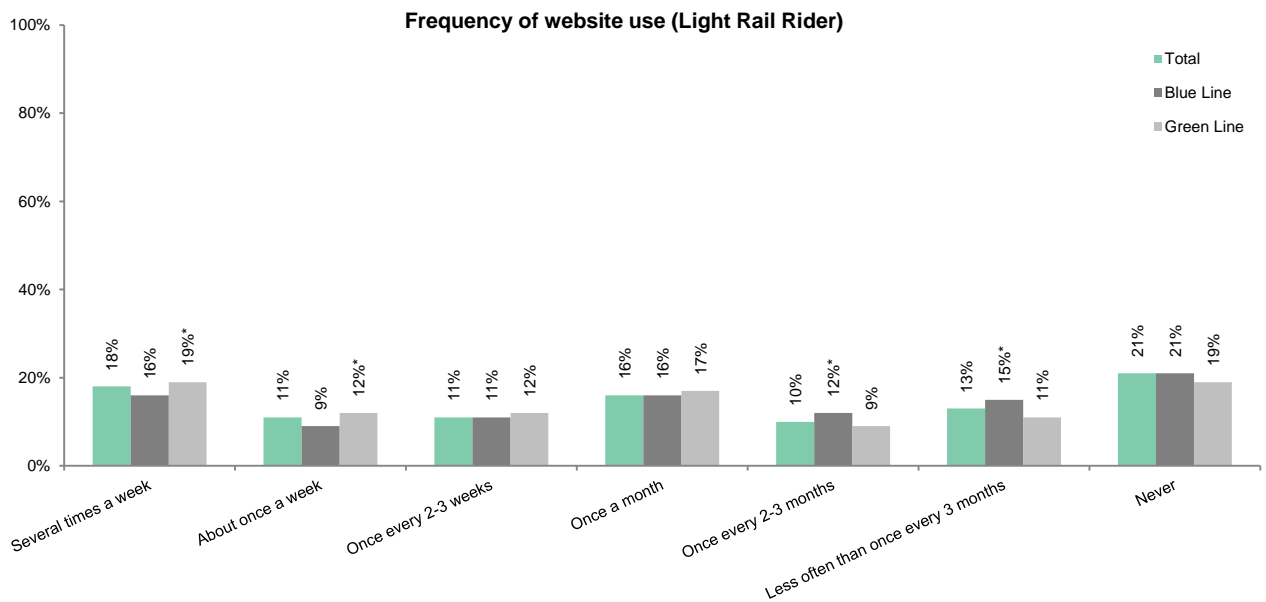
* Statistically significant difference

Q: If you use metrotransit.org, how do you access it? (check all that apply)

N=1,314

Question presented on version B only.

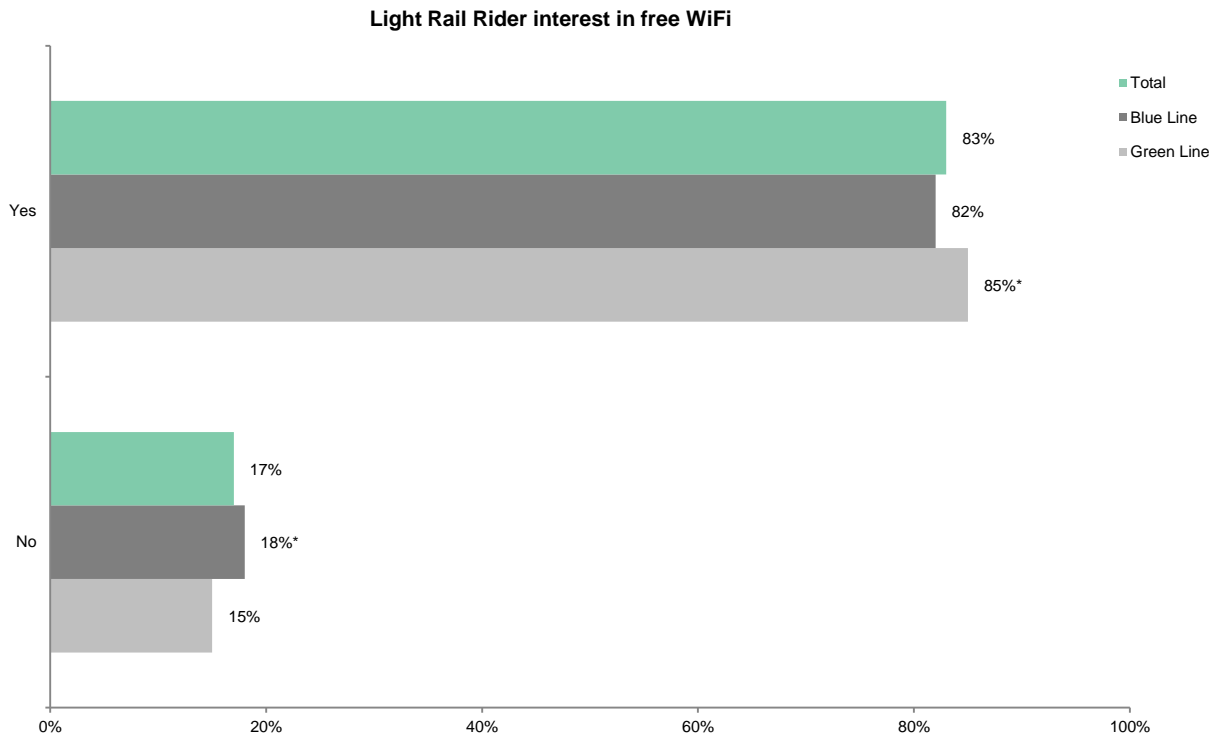
Green Line riders utilize metrotransit.org more frequently than Blue Line riders, with nearly one-third (31%) of Green Line riders accessing the website at least weekly compared to one-quarter of Blue Line riders.



* Statistically significant difference

Q: How often, if ever, do you use the website metrotransit.org?
N=5,181

Interest in WiFi is strong for both Blue Line and Green Line riders, however, Green Line riders have a significantly higher interest in WiFi if it is available for free.

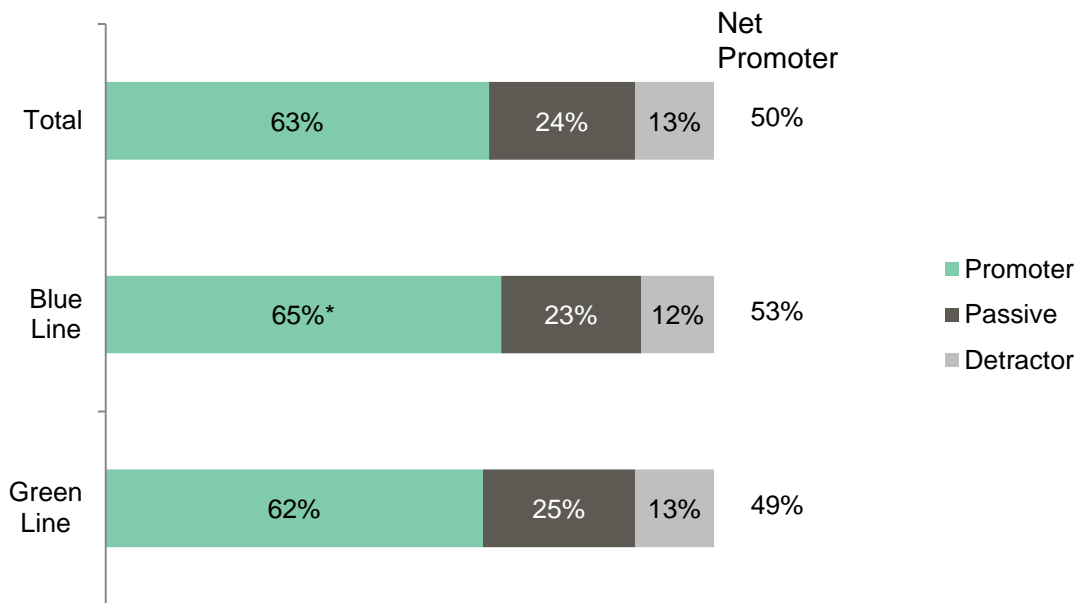


* Statistically significant difference

Q: If WiFi were available on the light rail for free, would you use it?
N=5,175

Likely to Recommend Metro Transit

Net Promoter Score (NPS) for Metro Transit is 53% for Blue Line riders compared to 49% for Green Line.



Total LRT	
Promoters	63%
- Detractors	<u>13%</u>
Net Promoter Score	50%

Blue Line	
Promoters	65%
- Detractors	<u>12%</u>
Net Promoter Score	53%

Green Line	
Promoters	62%
- Detractors	<u>13%</u>
Net Promoter Score	49%

* Statistically significant difference

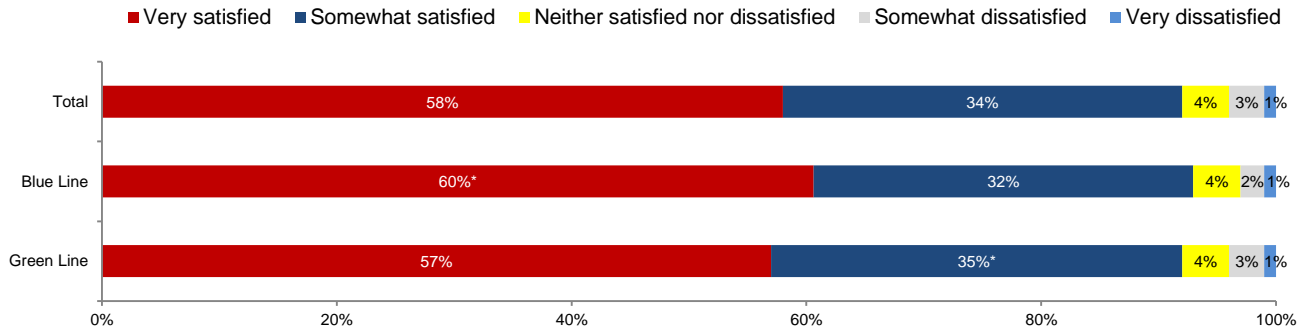
Q: On a scale of 0-10, where "10" is "extremely likely" and "0" is "not at all likely", how likely is it that you would recommend Metro Transit to a friend or colleague?

N=5,269

Satisfaction with Metro Transit Experience

LIGHT RAIL

When asked about their Metro Transit experience, 92% of both Blue Line and Green Line riders are satisfied (either very or somewhat) while less than 5% report being dissatisfied (either very or somewhat).



Total Mean Score = 4.44
Blue Line Mean Score = 4.47
Green Line Mean Score = 4.44

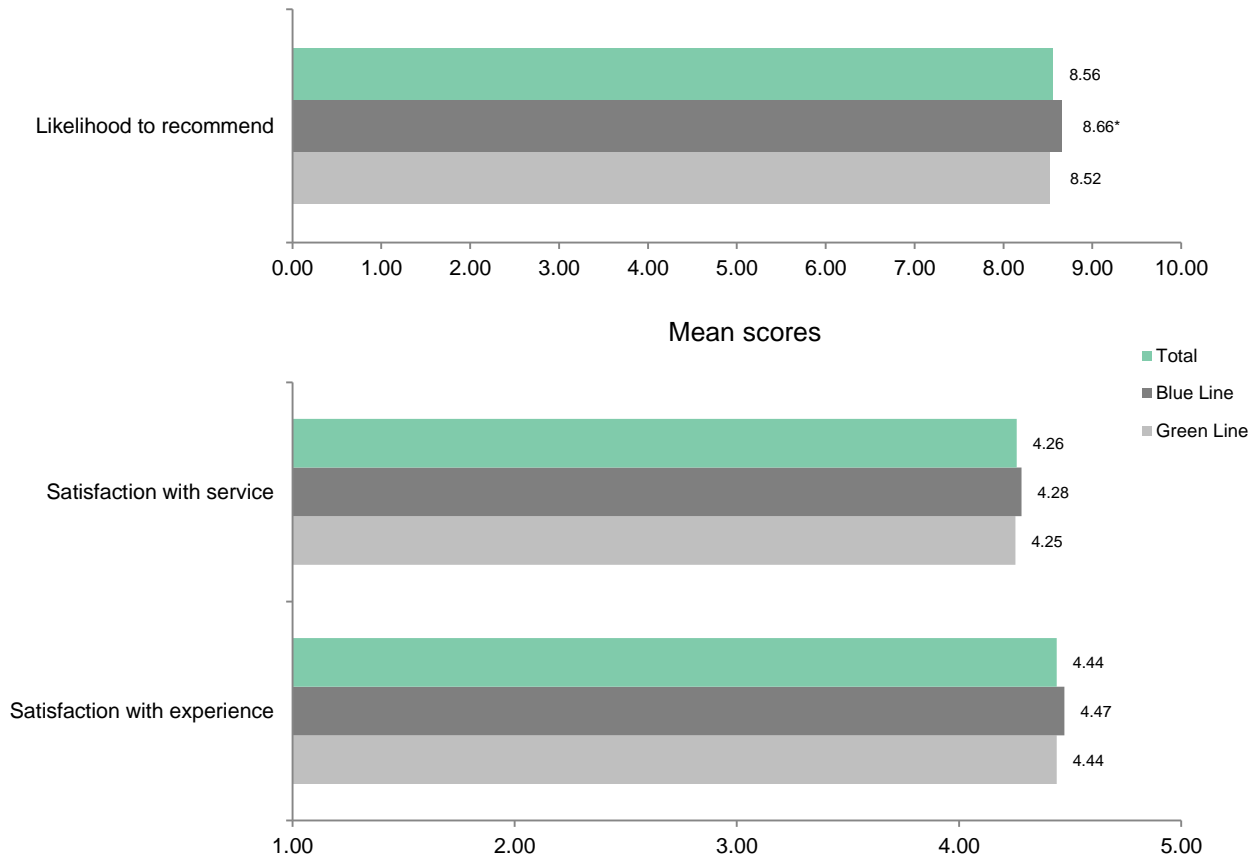
* Statistically significant difference

Q: Overall, how satisfied are you with your Metro Transit experience?
N=5,230

Satisfaction with Metro Transit

LIGHT RAIL

All three measures of satisfaction are high for both Blue Line and Green Line riders. However, Blue Line riders are significantly more likely to recommend Metro Transit to a friend than Green Line riders.



* Statistically significant difference

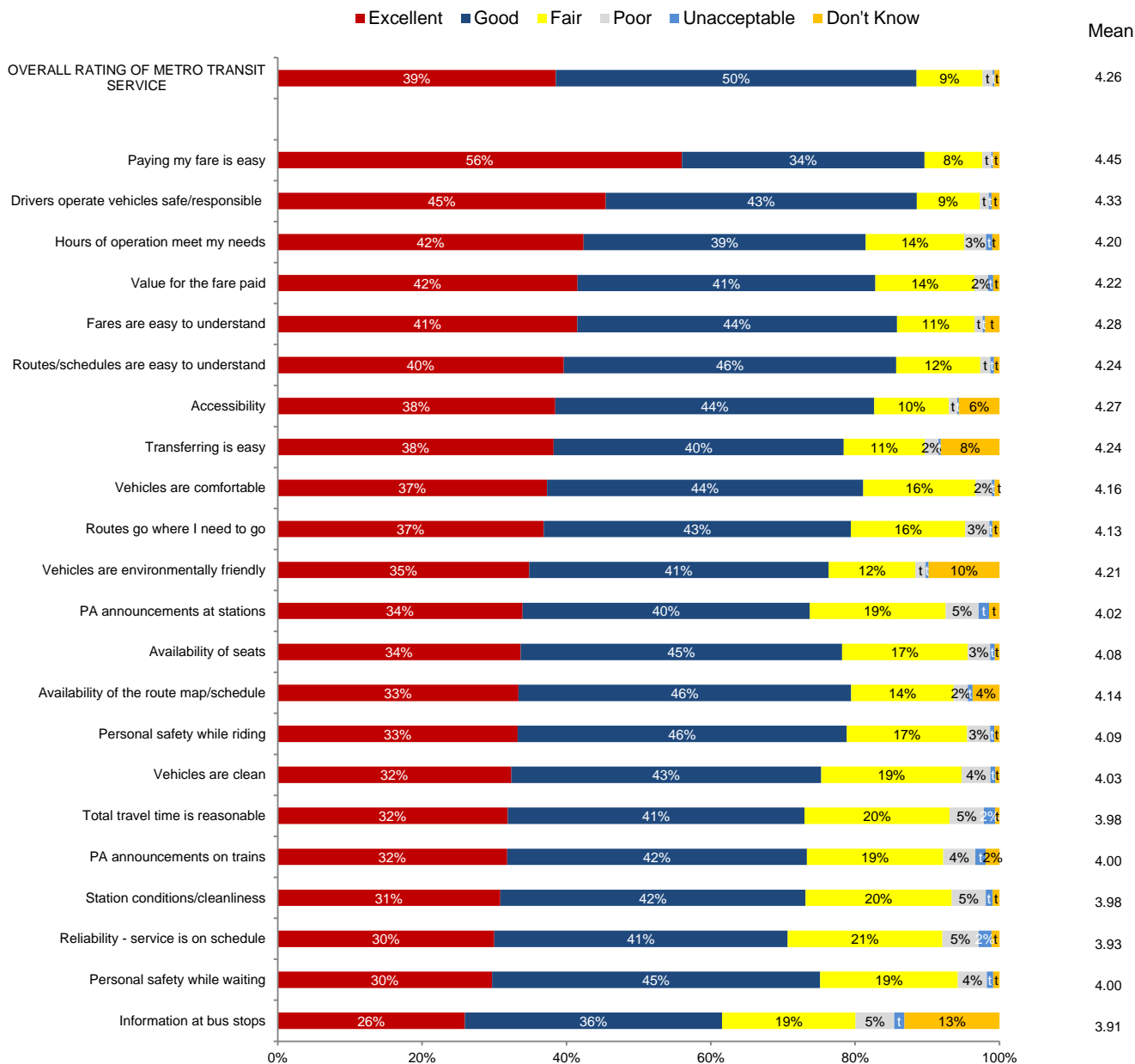
Q: How likely is it that you would recommend Metro Transit to a friend or colleague? N=5,269

Q: Overall rating of Metro Transit service? N=5,041

Q: Overall, how satisfied are you with your Metro Transit experience? N=5,230

Performance Ratings

LIGHT RAIL



t Denotes 1% or less

Q: Please rate Metro Transit's performance on the following elements of light rail service:

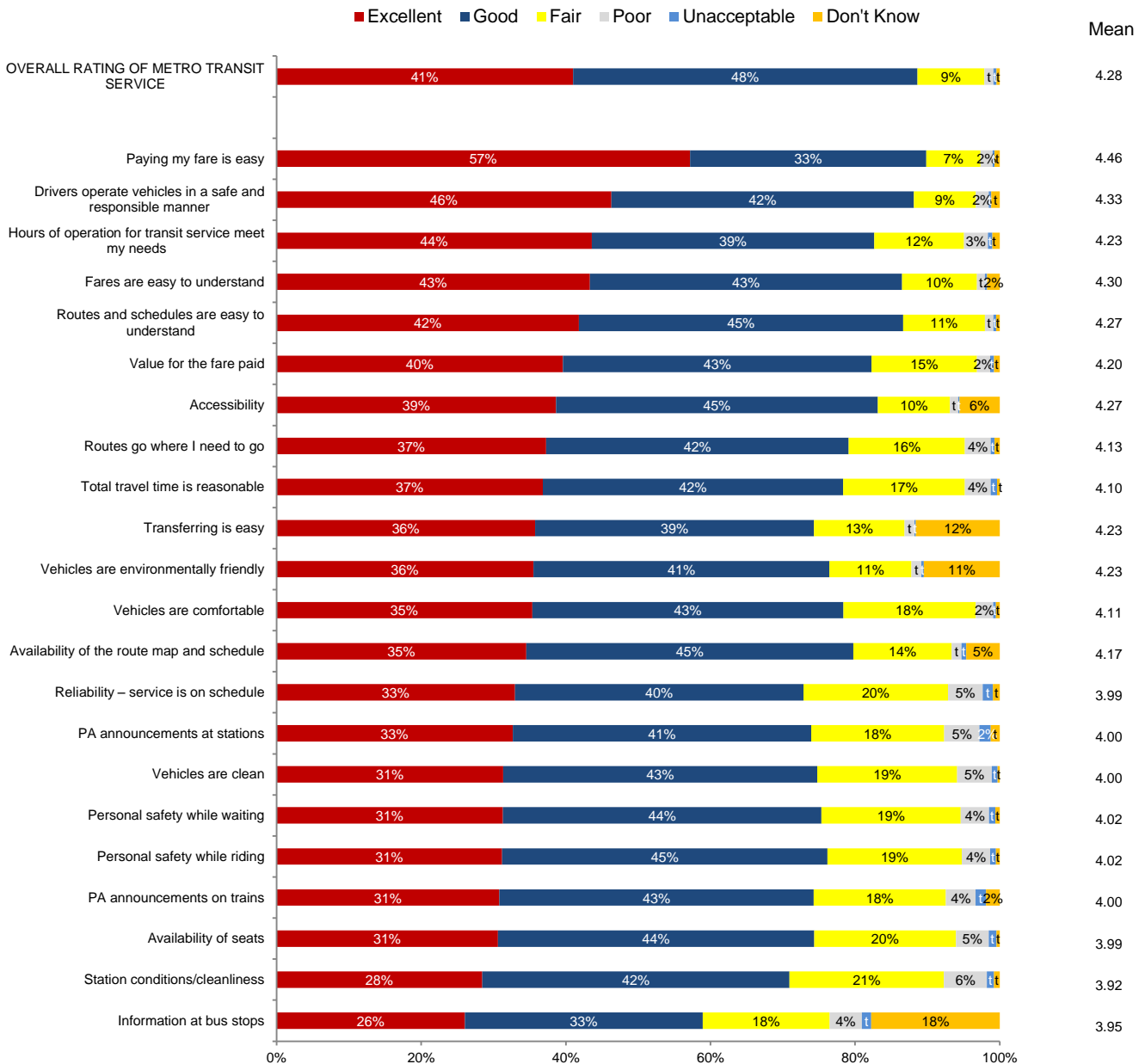
N=2,435-5,041

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.



Performance Ratings: Blue Line

LIGHT RAIL



t Denotes 1% or less

Q: Please rate Metro Transit's performance on the following elements of light rail service:

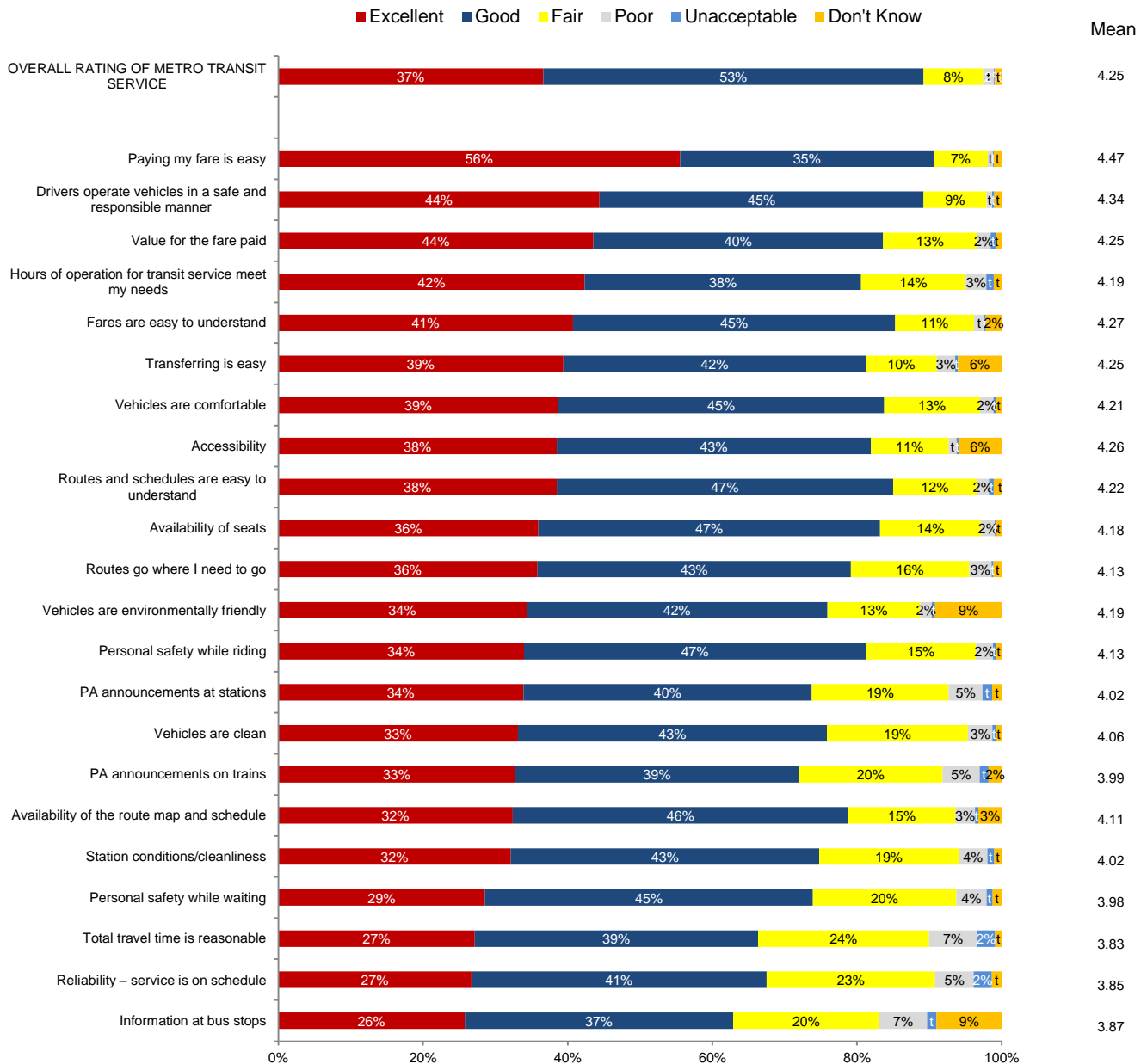
N=1,107-2,361

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.



Performance Ratings: Green Line

LIGHT RAIL



t Denotes 1% or less

Q: Please rate Metro Transit's performance on the following elements of light rail service:

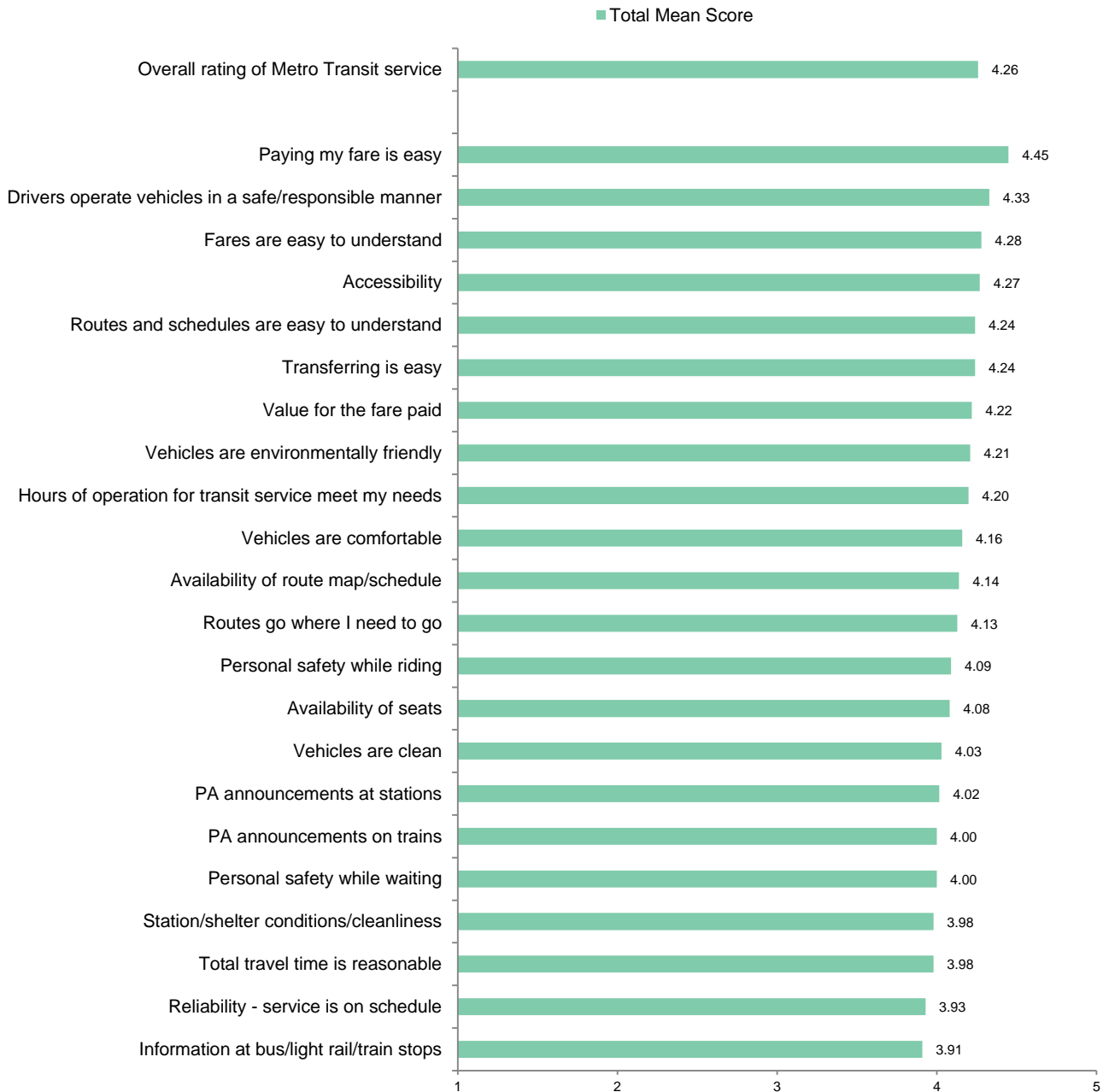
N=1,051-2,102

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.



Performance Ratings

LIGHT RAIL



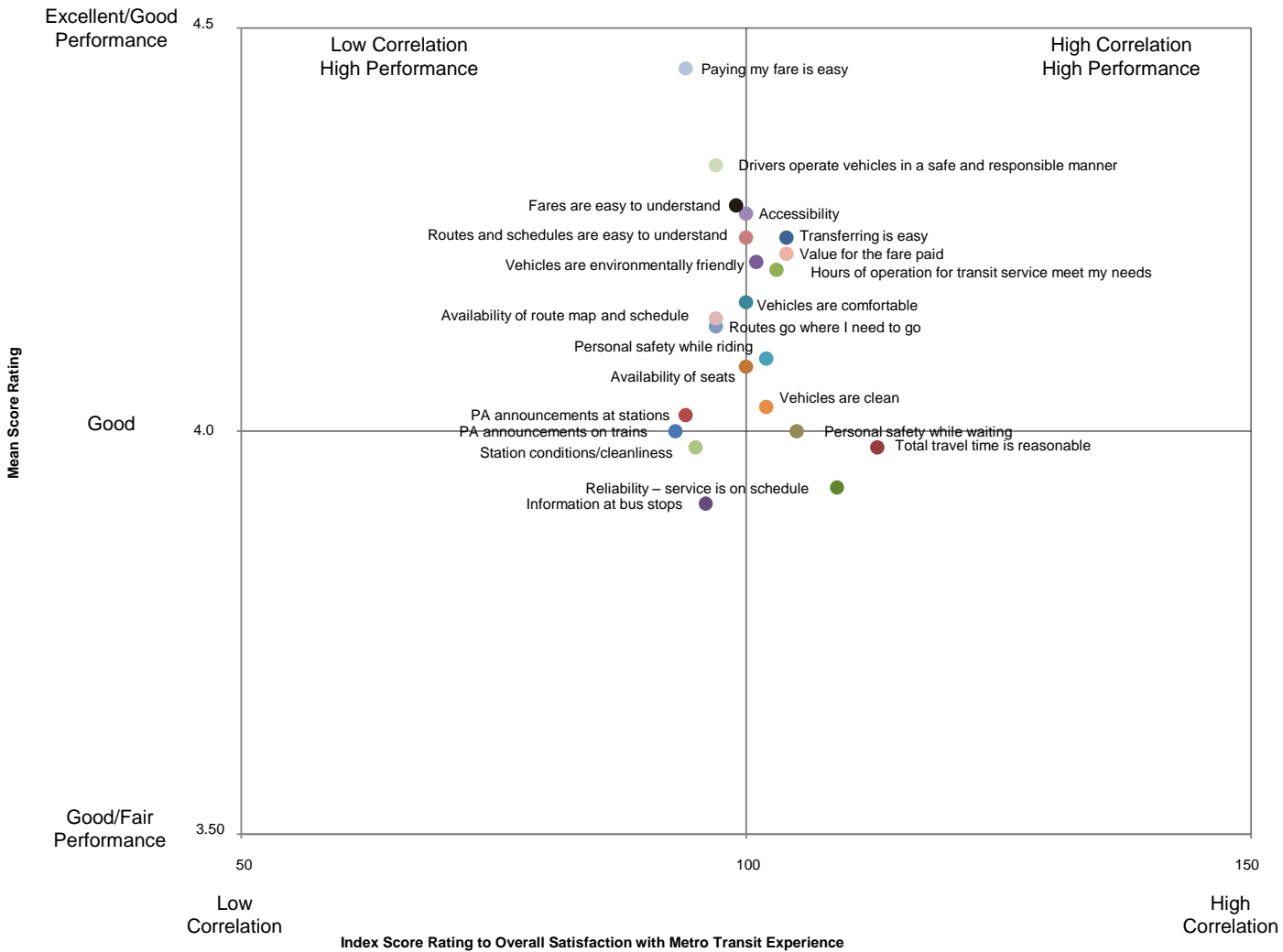
Q: Please rate Metro Transit's performance on the following elements of light rail service:

N=2,435-5,041

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.

Importance/Performance for Light Rail

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For LRT riders, areas with the greatest opportunities include total travel time is reasonable and reliability – service is on schedule. In addition, personal safety while waiting and vehicles are clean warrant attention.



Mean scores of rating Metro Transit's performance on the following elements of service and Pearson's Correlation to "overall satisfaction with service."
 N=2,435-5,041

Elements	Importance Index	Performance Mean
Total travel time is reasonable	113	3.98
Reliability – service is on schedule	109	3.93
Personal safety while waiting	105	4.00
Transferring is easy	104	4.24
Value for the fare paid	104	4.22
Hours of operation for transit service meet my needs	103	4.20
Personal safety while riding	102	4.09
Vehicles are clean	102	4.03
Vehicles are environmentally friendly	101	4.21
Accessibility	100	4.27
Routes and schedules are easy to understand	100	4.24
Vehicles are comfortable	100	4.16
Availability of seats	100	4.08
Fares are easy to understand	99	4.28
Drivers operate vehicles in a safe and responsible manner	97	4.33
Availability of the route map and schedule	97	4.14
Routes go where I need to go	97	4.13
Information at bus stops	96	3.91
Station conditions/cleanliness	95	3.98
Paying my fare is easy	94	4.45
PA announcements at stations	94	4.02
PA announcements on trains	93	4.00

Mean scores of rating Metro Transit's performance on the following elements of service and Pearson's Correlation to "Overall Satisfaction with Service." "Don't know" responses were not included.
 N=2,435-5,041

Excellent/ Good Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Paying my fare is easy	4.45	4.51	same
Drivers operate vehicles in a safe and responsible manner	4.33	4.42	E/G & High
Fares are easy to understand	4.28	4.30	E/G & High
Availability of the route map and schedule	4.14	4.17	E/G & High
Routes go where I need to go	4.13	4.06	same
PA announcements at stations	4.02	3.93	G/F & Low
PA announcements on trains	4.00	4.05	same

Excellent/Good Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Accessibility	4.27	NA	NA
Transferring is easy	4.24	4.26	E/G & Low
Routes and schedules are easy to understand	4.24	4.29	same
Value for the fare paid	4.22	4.22	E/G & Low
Vehicles are environmentally friendly	4.21	4.22	same
Hours of operation for transit service meet my needs	4.20	4.15	same
Vehicles are comfortable	4.16	4.14	same
Personal safety while riding	4.09	4.05	same
Availability of seats	4.08	3.88	G/F & Low
Vehicles are clean	4.03	4.03	same
Personal safety while waiting	4.00	4.01	same

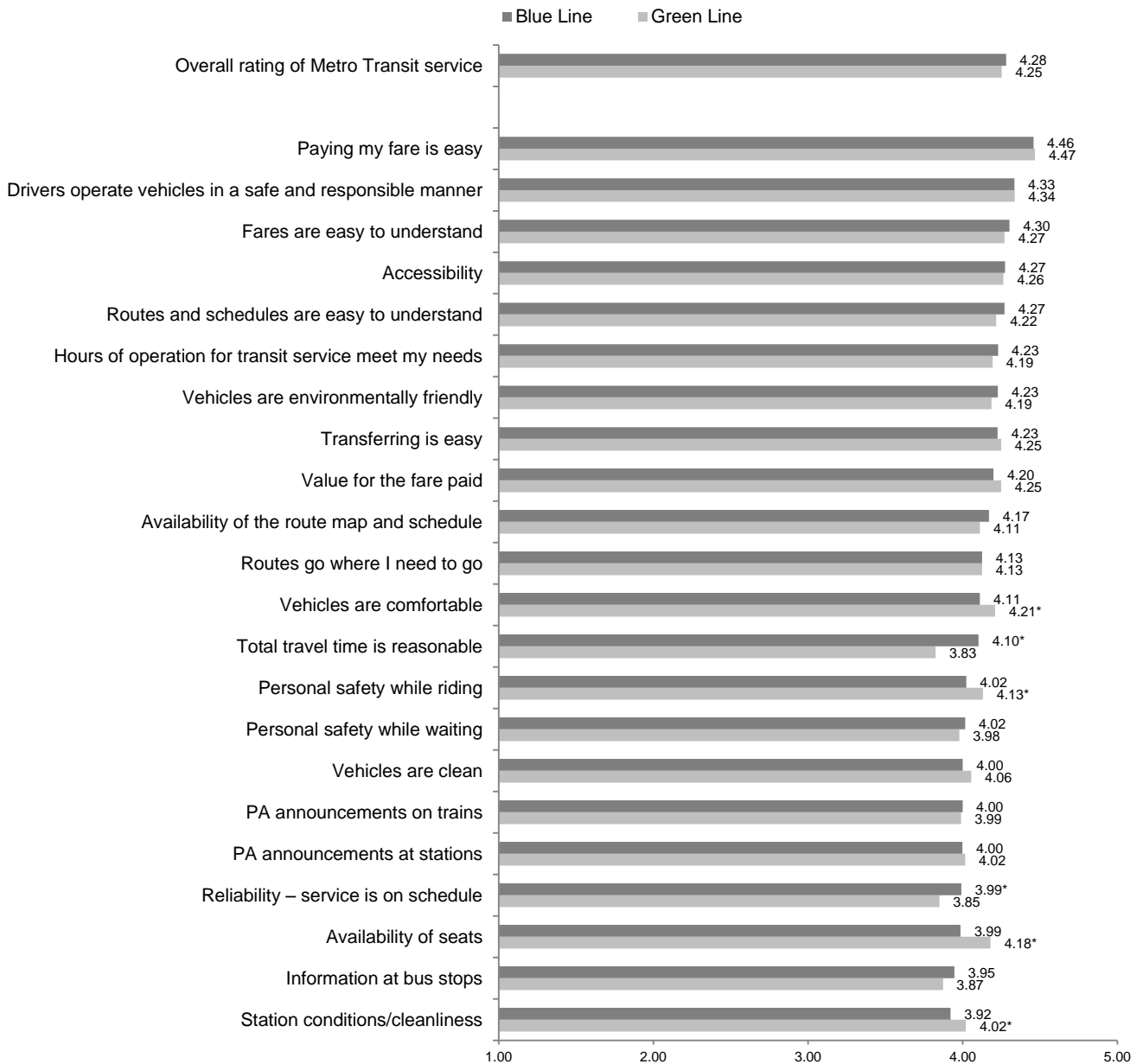
Good/ Fair Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Station conditions/cleanliness	3.98	3.97	same
Information at bus stops	3.91	3.98	same

Good/ Fair Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Total travel time is reasonable	3.98	4.16	E/G & High
Reliability – service is on schedule	3.93	4.17	E/G & High

Q: Please rate Metro Transit's performance on the following elements of experience
N=2,435-5,041

Performance Ratings – Blue/Green Lines

LIGHT RAIL



*Statistically significant difference

Q: Please rate Metro Transit's performance on the following elements of light rail service:

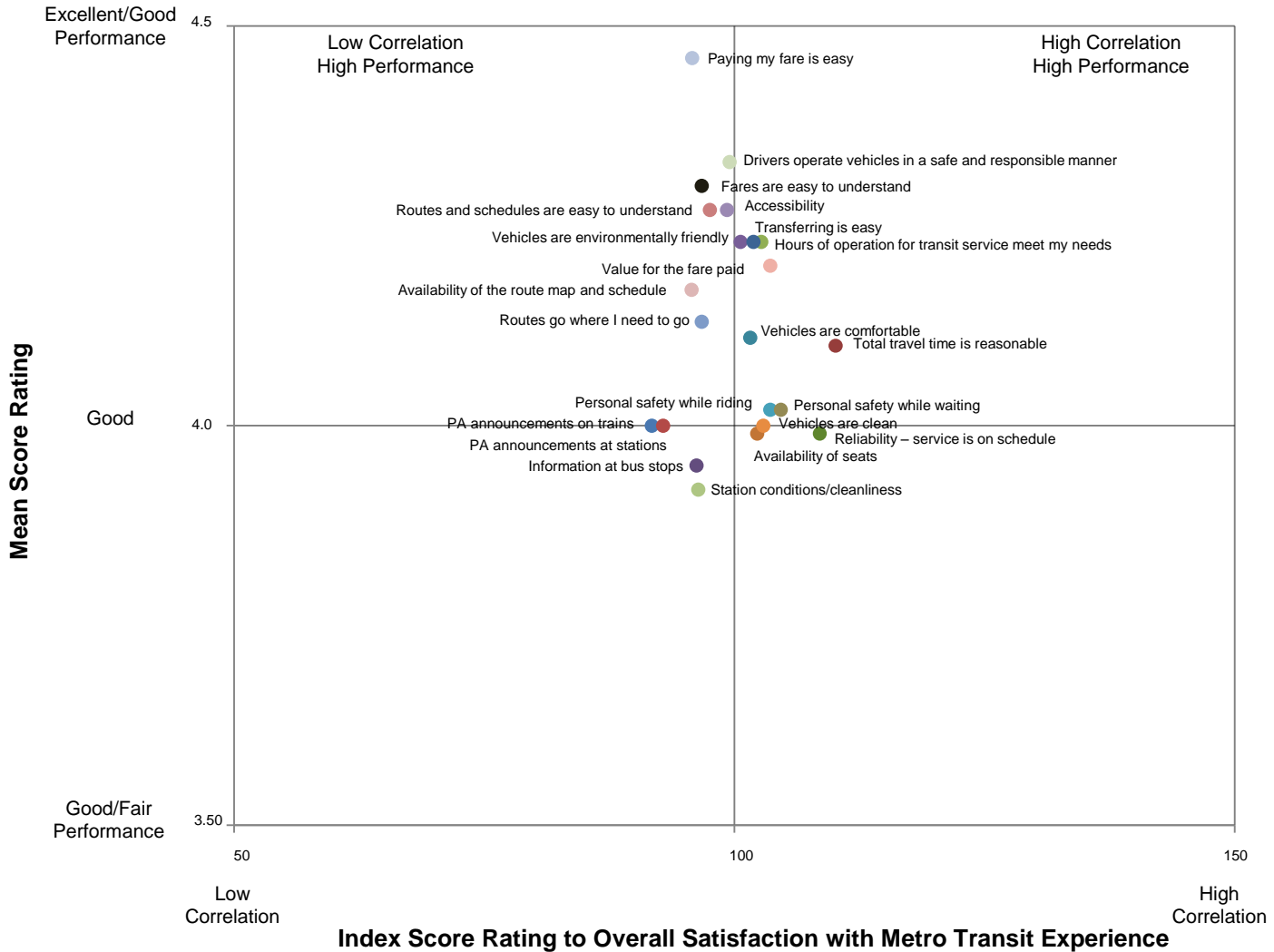
N=1,107-2,361 (Blue Line), 1,051-2,102 (Green Line)

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.

Index Score Rating to Overall Satisfaction with Metro Transit Experience – Blue Line

LIGHT RAIL

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For LRT Blue Line riders, areas with the greatest opportunities include reliability – service is on schedule and availability of seats. Other areas that warrant attention include personal safety while waiting, personal safety while riding and vehicles are clean.



Mean scores of rating Metro Transit’s performance on the following elements of service and Pearson’s Correlation to “overall satisfaction with service.”
 N=1,107-2,361

Index Score Rating to Overall Satisfaction with Metro Transit Experience – Blue Line

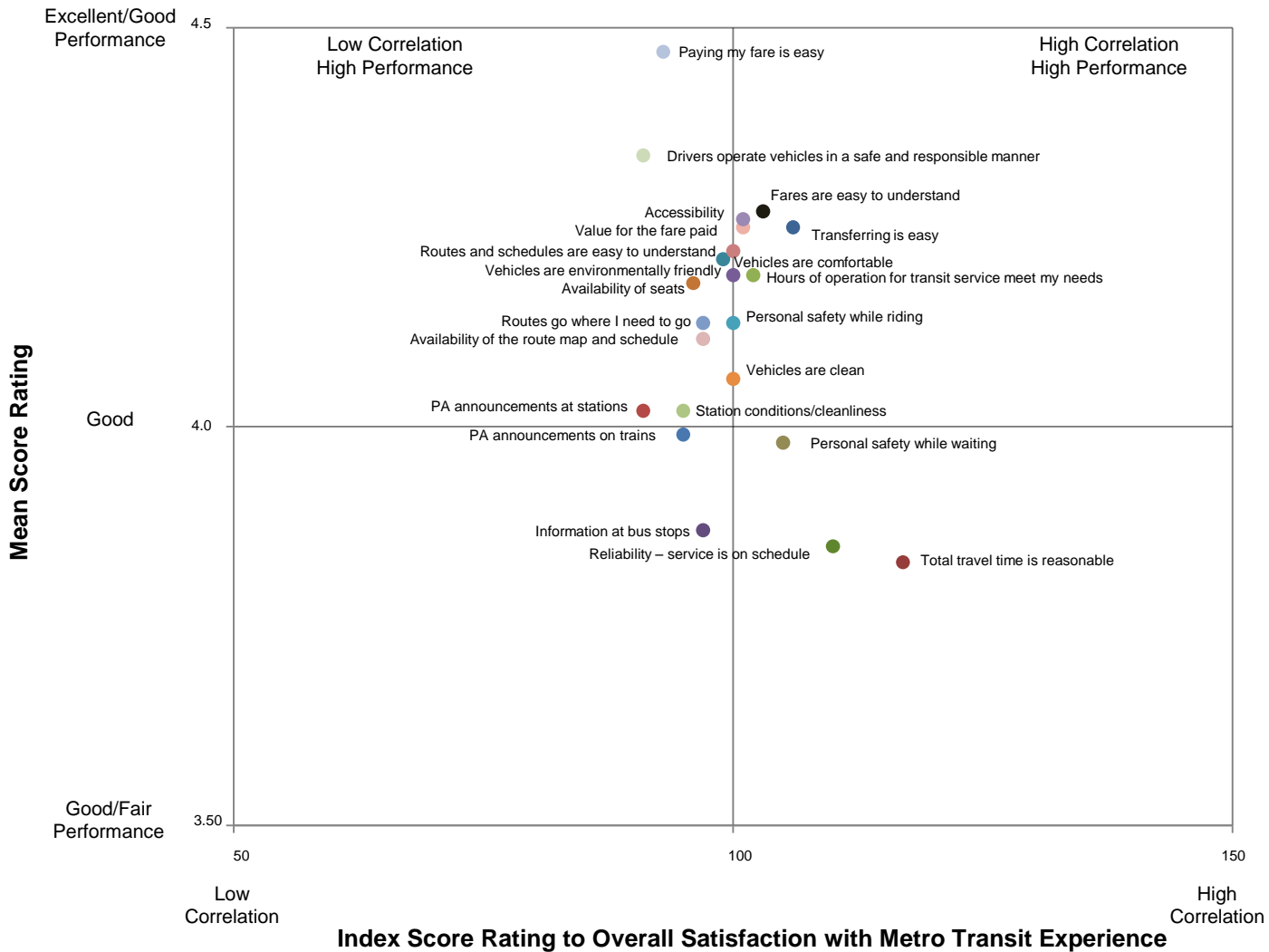
LIGHT RAIL

Elements	Importance Index	Performance Mean
Total travel time is reasonable	110	4.10
Reliability – service is on schedule	109	3.99
Personal safety while waiting	105	4.02
Personal safety while riding	104	4.02
Value for the fare paid	104	4.20
Vehicles are clean	103	4.00
Hours of operation for transit service meet my needs	103	4.23
Availability of seats	102	3.99
Transferring is easy	102	4.23
Vehicles are comfortable	102	4.11
Vehicles are environmentally friendly	101	4.23
Drivers operate vehicles in a safe and responsible manner	100	4.33
Accessibility	99	4.27
Routes and schedules are easy to understand	98	4.27
Fares are easy to understand	97	4.30
Routes go where I need to go	97	4.13
Station conditions/cleanliness	96	3.92
Information at bus stops	96	3.95
Paying my fare is easy	96	4.46
Availability of the route map and schedule	96	4.17
PA announcements at stations	93	4.00
PA announcements on trains	92	4.00

Mean scores of rating Metro Transit's performance on the following elements of service and Pearson's Correlation to "Overall Satisfaction with Service." "Don't know" responses were not included.
 N=1,107-2,361

Index Score Rating to Overall Satisfaction with Metro Transit Experience – Green Line

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For LRT Green Line riders, areas with the greatest opportunities include total travel time is reasonable, reliability – service is on schedule and personal safety while waiting.



Mean scores of rating Metro Transit's performance on the following elements of service and Pearson's Correlation to "overall satisfaction with service."
 N=1,051-2,102

Index Score Rating to Overall Satisfaction with Metro Transit Experience – Green Line

LIGHT RAIL

Elements	Importance Index	Performance Mean
Total travel time is reasonable	117	3.83
Reliability – service is on schedule	110	3.85
Transferring is easy	106	4.25
Personal safety while waiting	105	3.98
Fares are easy to understand	103	4.27
Hours of operation for transit service meet my needs	102	4.19
Accessibility	101	4.26
Value for the fare paid	101	4.25
Routes and schedules are easy to understand	100	4.22
Personal safety while riding	100	4.13
Vehicles are clean	100	4.06
Vehicles are environmentally friendly	100	4.19
Vehicles are comfortable	99	4.21
Availability of the route map and schedule	97	4.11
Routes go where I need to go	97	4.13
Information at bus stops	97	3.87
Availability of seats	96	4.18
Station conditions/cleanliness	95	4.02
PA announcements on trains	95	3.99
Paying my fare is easy	93	4.47
PA announcements at stations	91	4.02
Drivers operate vehicles in a safe and responsible manner	91	4.34

Mean scores of rating Metro Transit's performance on the following elements of service and Pearson's Correlation to "Overall Satisfaction with Service." "Don't know" responses were not included.
 N=1,051-2,102

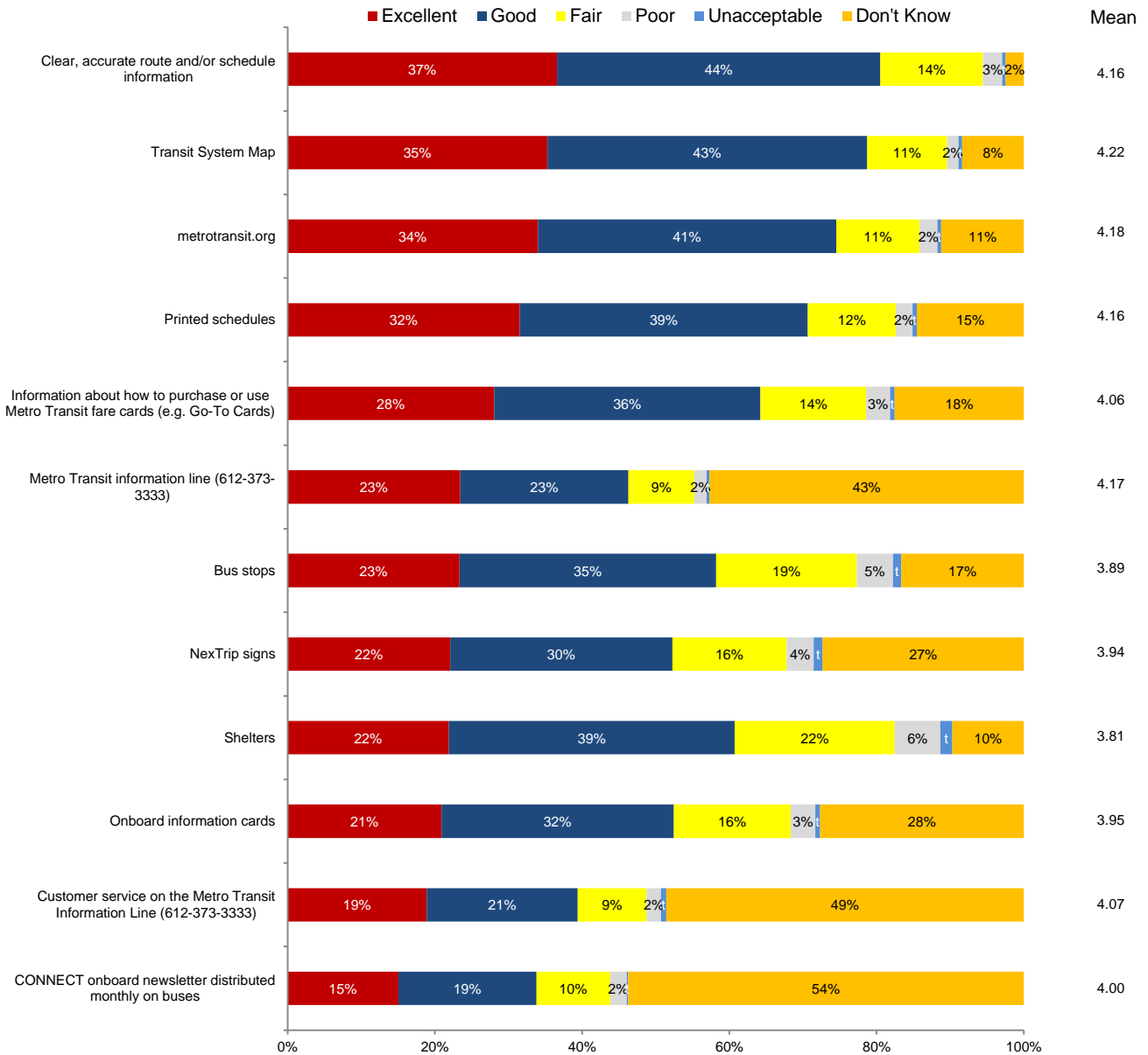
Performance Areas	OVERALL	Blue Line	Green Line
Total travel time is reasonable	High		High
Reliability – service is on schedule	High	High	High
Personal safety while waiting	Moderate	Moderate	High
Transferring is easy			
Value for the fare paid			
Hours of operation for transit service meet my needs			
Personal safety while riding		Moderate	
Vehicles are clean	Moderate	Moderate	
Vehicles are environmentally friendly			
Accessibility			
Routes and schedules are easy to understand			
Vehicles are comfortable			
Availability of seats		High	
Fares are easy to understand			
Drivers operate vehicles in a safe and responsible manner			
Availability of the route map and schedule			
Routes go where I need to go			
Information at bus stops			
Station conditions/cleanliness			
Paying my fare is easy			
PA announcements at stations			
PA announcements on trains			

N=1,051-5,041

High = Mean of 0 – 3.99 and Importance of 101 to 150

Moderate = Mean of 4.00 – 4.05 and Importance of 101 to 150 OR Mean of 0 – 3.99 and Importance of 100

Communication Ratings



t Denotes 1% or less

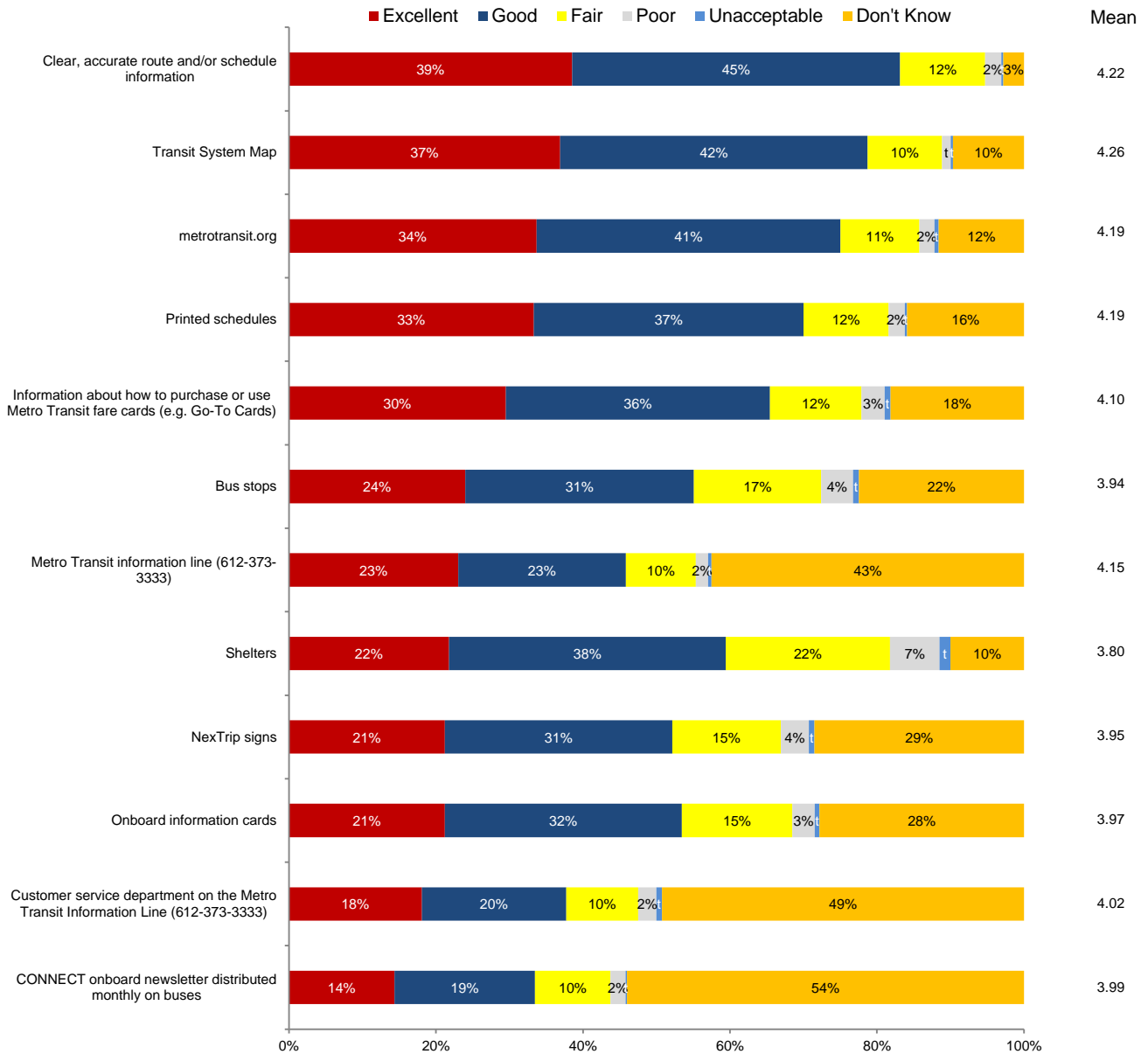
Q: Please rate how well we are communicating with you in the following areas by providing:

N=2,350-2,684

Attributes were divided evenly between survey versions.

Communication Ratings: Blue Line

LIGHT RAIL



t Denotes 1% or less

Q: Please rate how well we are communicating with you in the following areas by providing:

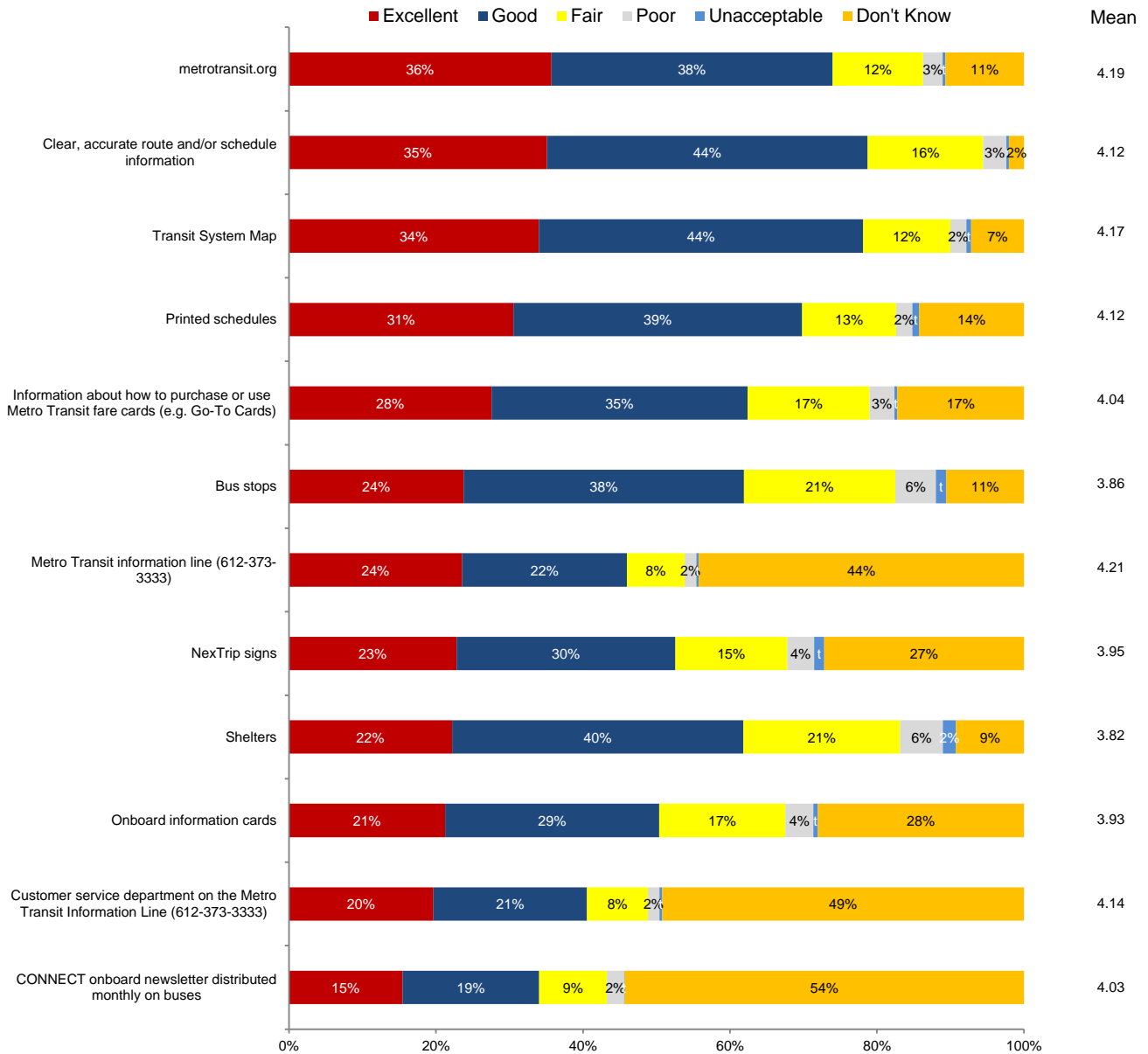
N=1,070-1,274

Attributes were divided evenly between survey versions.



Communication Ratings: Green Line

LIGHT RAIL



t Denotes 1% or less

Q: Please rate how well we are communicating with you in the following areas by providing:

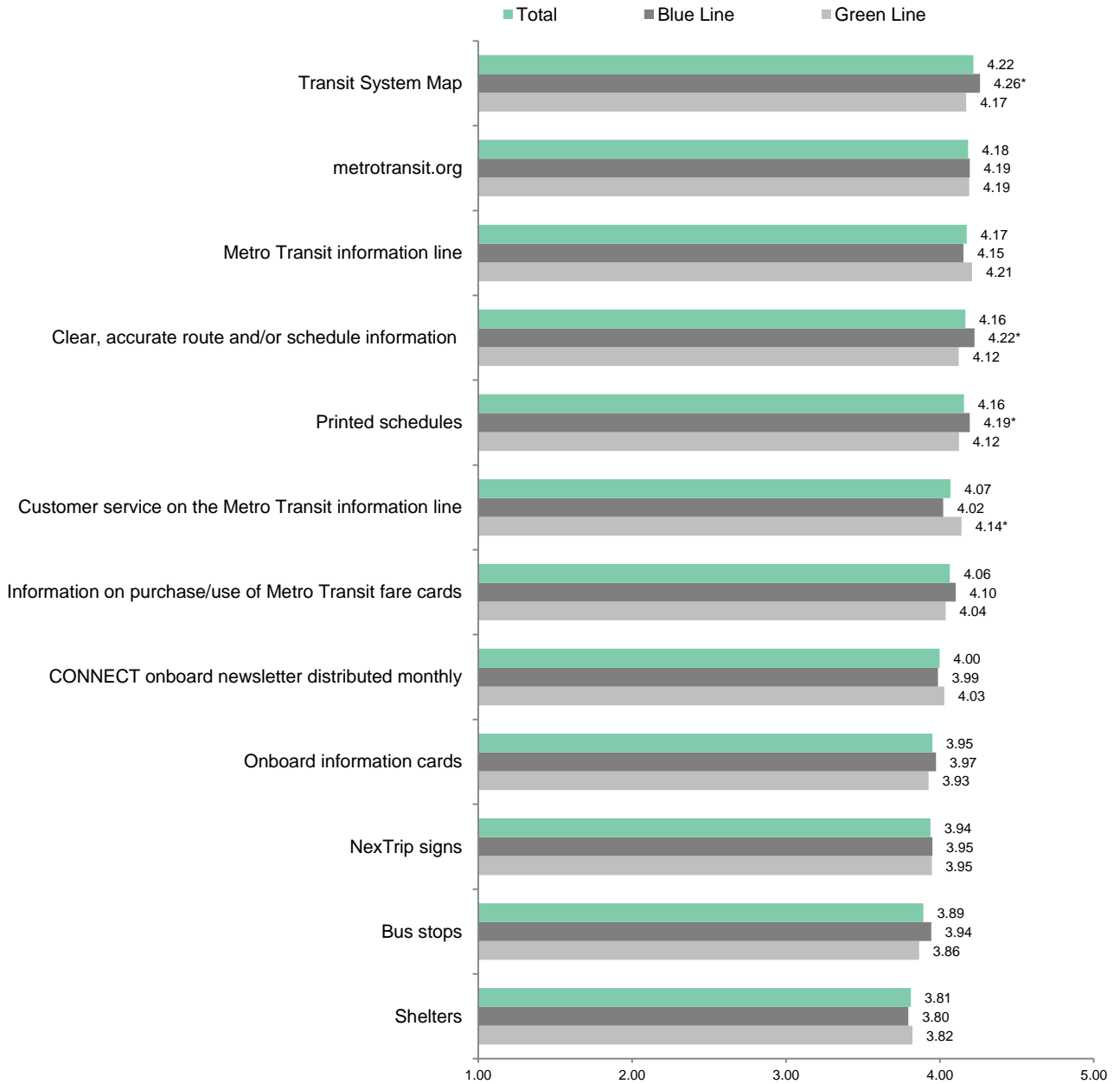
N=1,012-1,097

Attributes were divided evenly between survey versions.



Communication Ratings

LIGHT RAIL



* Statistically significant difference

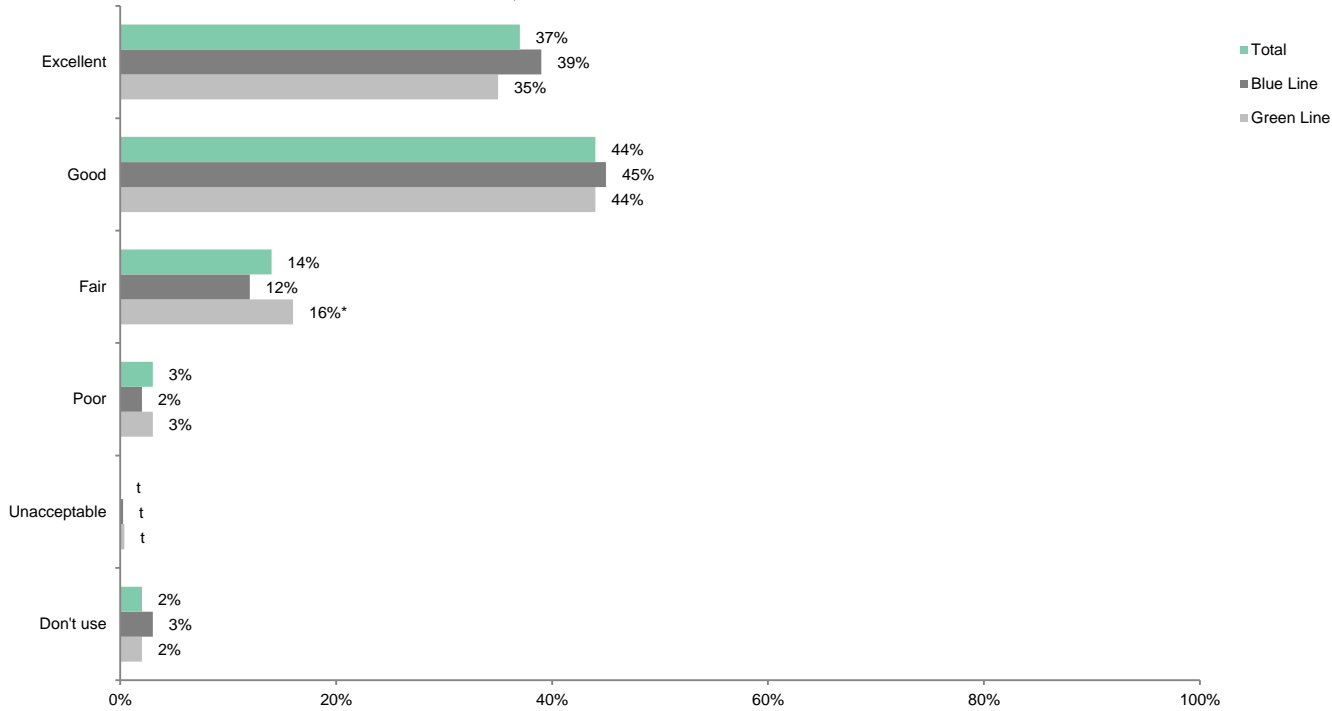
Q: Please rate how well we are communicating with you in the following areas by providing:

N=2,350-2,684

Attributes were divided evenly between survey versions.



LIGHT RAIL RIDER RATING: CLEAR, ACCURATE ROUTE AND/OR SCHEDULE INFORMATION



Rating	Total	Blue Line	Green Line
Excellent	37%	39%	35%
Good	44%	45%	44%
Fair	14%	12%	16%
Poor	3%	2%	3%
Unacceptable	< 1%	< 1%	1%
Don't use	2%	3%	2%
Mean score	4.16	4.22*	4.12

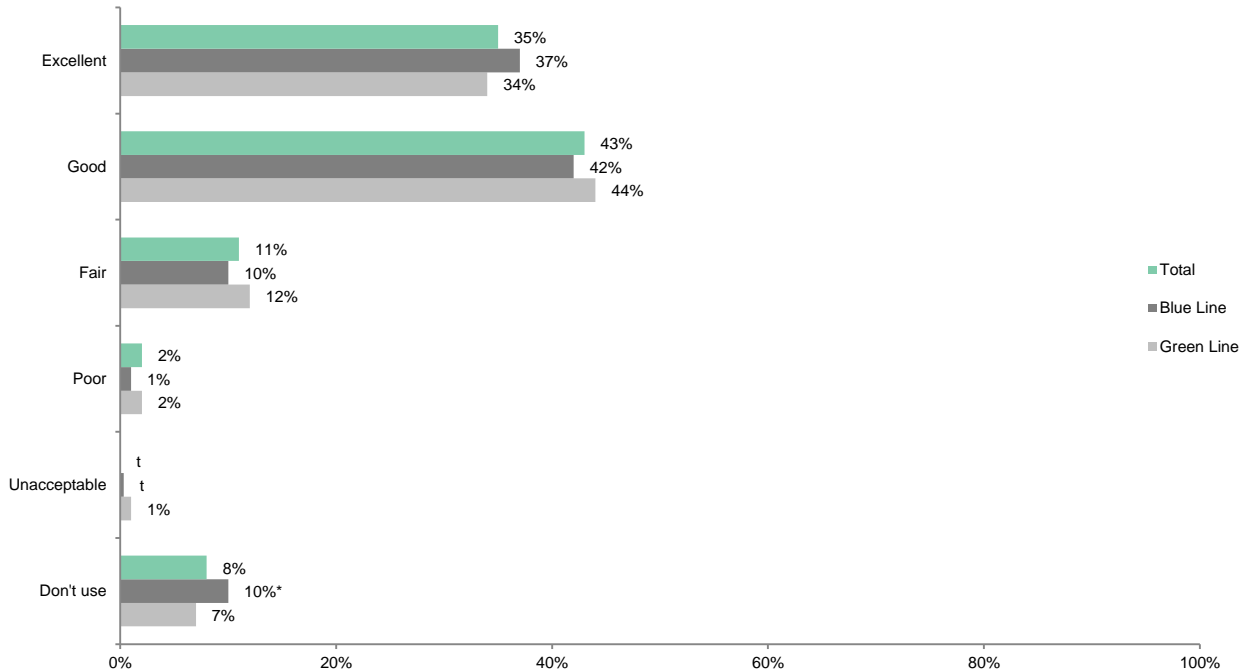
* Statistically significant difference

t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing clear, accurate route and/or schedule information
N=2,500

Question presented on version A only.

LIGHT RAIL RIDER RATING: TRANSIT SYSTEM MAP



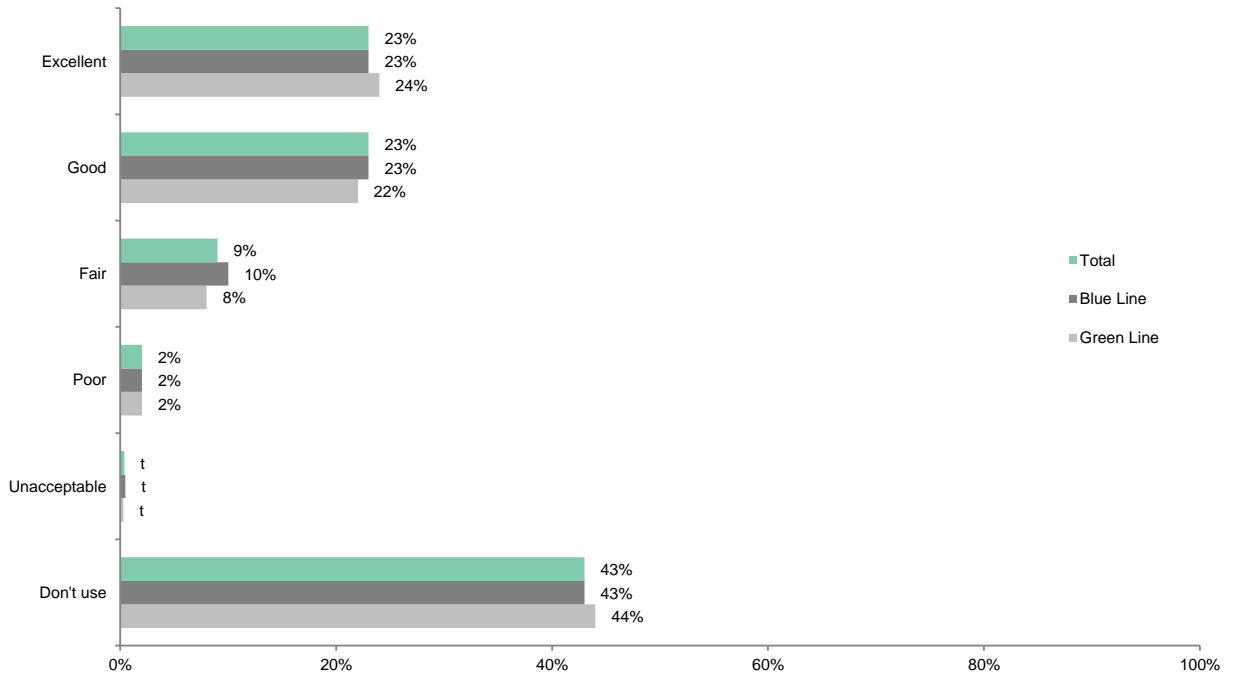
Rating	Total	Blue Line	Green Line
Excellent	35%	37%	34%
Good	43%	42%	44%
Fair	11%	10%	12%
Poor	2%	1%	2%
Unacceptable	< 1%	< 1%	1%
Don't use	8%	10%*	7%
Mean score	4.22	4.26*	4.17

* Statistically significant difference
 t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing the Transit System Map
 N=2,684

Question presented on version B only.

LIGHT RAIL RIDER RATING: METRO TRANSIT INFORMATION LINE



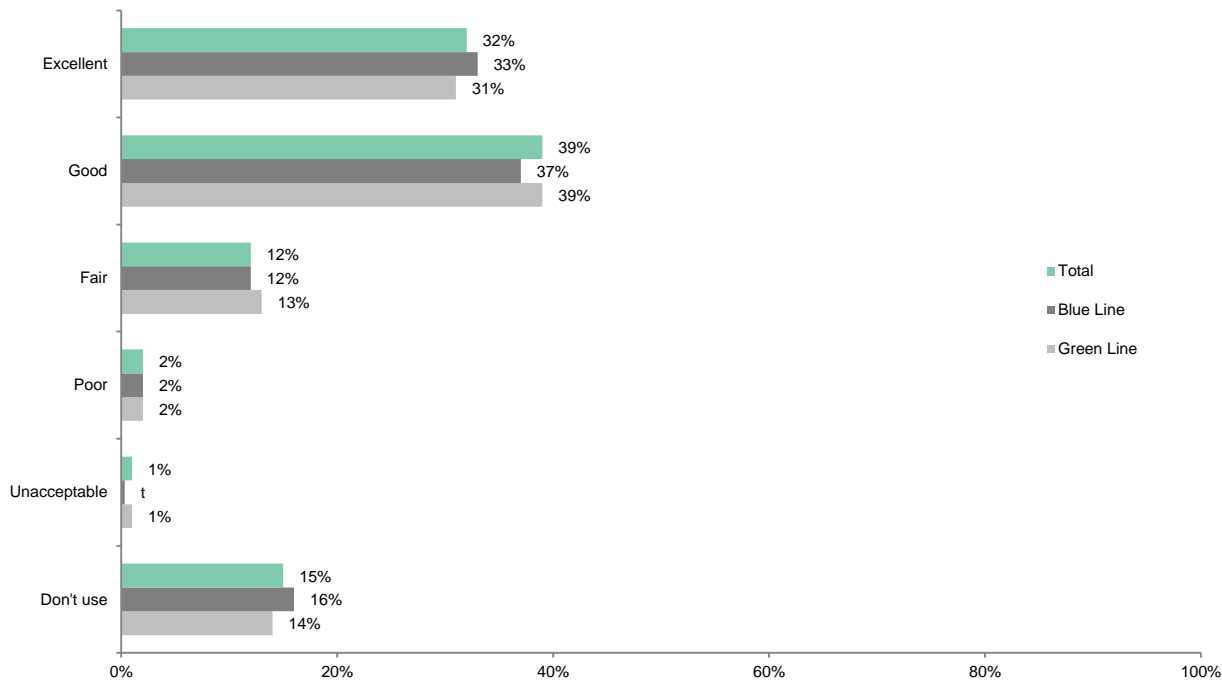
Rating	Total	Blue Line	Green Line
Excellent	23%	23%	24%
Good	23%	23%	22%
Fair	9%	10%	8%
Poor	2%	2%	2%
Unacceptable	< 1%	< 1%	< 1%
Don't use	43%	43%	44%
Mean score	4.17	4.15	4.21

t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing the Metro Transit information line (612-373-3333)
N=2,401

Question presented on version A only.

LIGHT RAIL RIDER RATING: PRINTED SCHEDULES



Rating	Total	Blue Line	Green Line
Excellent	32%	33%	31%
Good	39%	37%	39%
Fair	12%	12%	13%
Poor	2%	2%	2%
Unacceptable	1%	< 1%	1%
Don't use	15%	16%	14%
Mean score	4.16	4.19	4.12

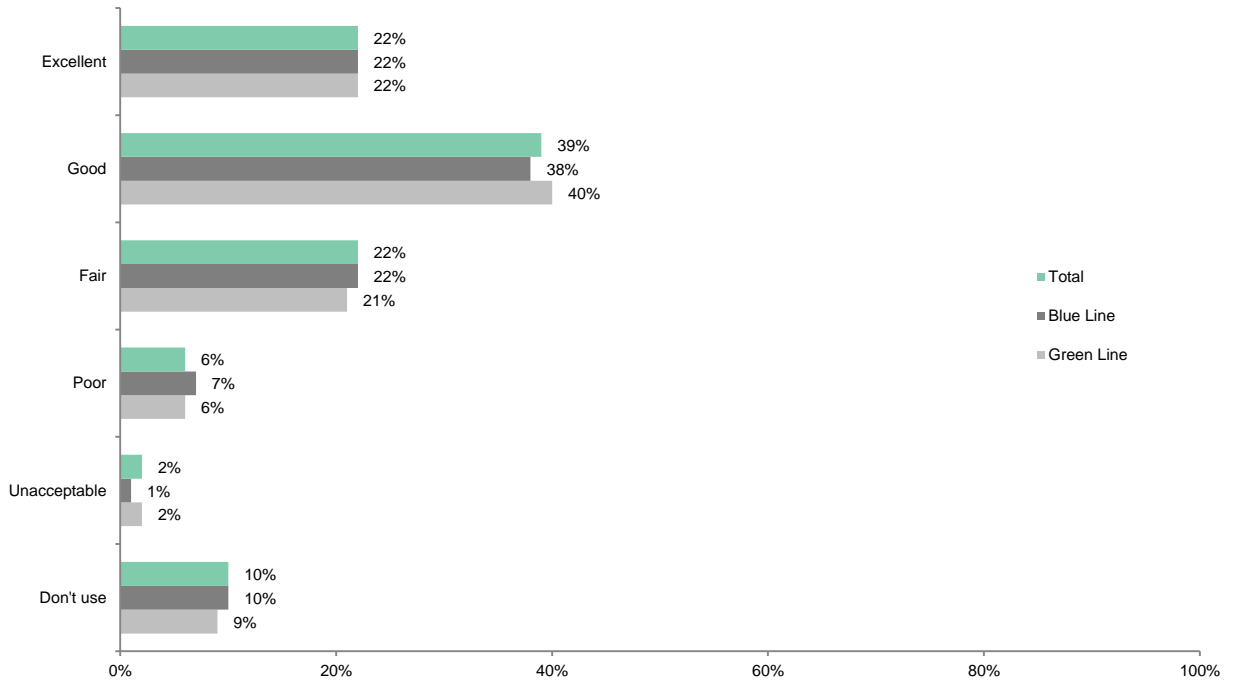
t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing printed schedules

N=2,646

Question presented on version B only.

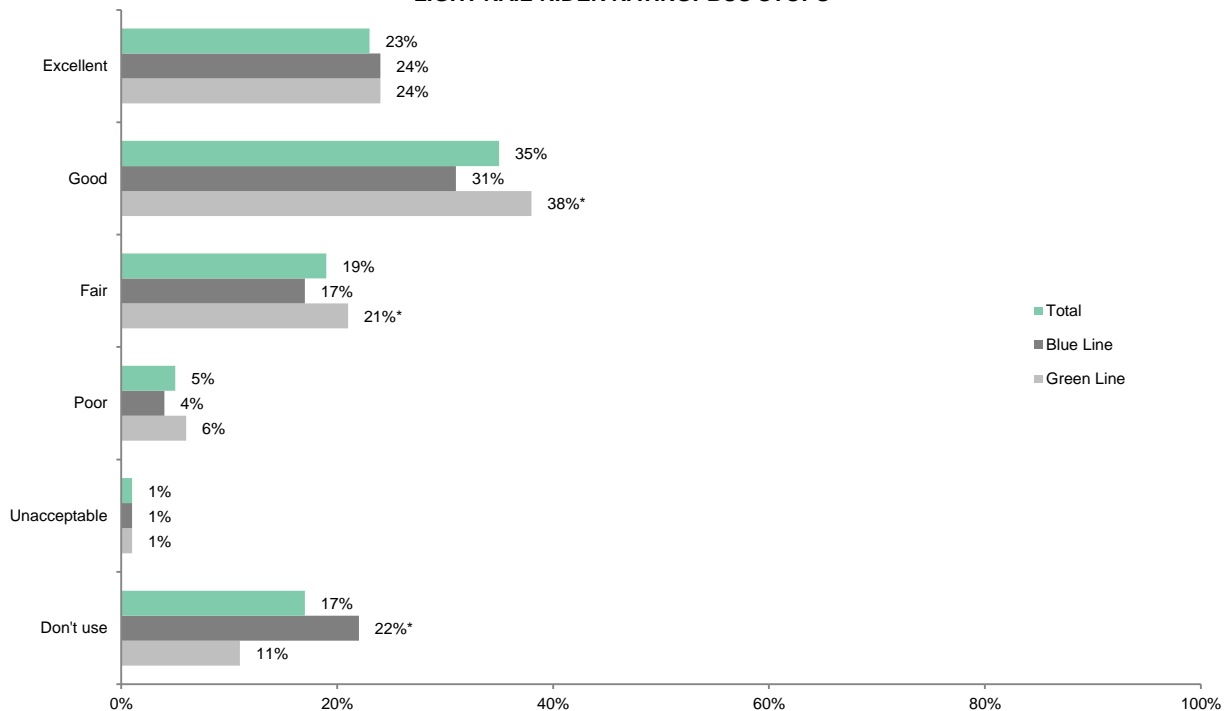
LIGHT RAIL RIDER RATING: SHELTERS



Rating	Total	Blue Line	Green Line
Excellent	22%	22%	22%
Good	39%	38%	40%
Fair	22%	22%	21%
Poor	6%	7%	6%
Unacceptable	2%	1%	2%
Don't use	10%	10%	9%
Mean score	3.81	3.80	3.82

Q: Please rate how well we are communicating with you in the following areas by providing shelters
 N=2,407
 Question presented on version A only.

LIGHT RAIL RIDER RATING: BUS STOPS



Rating	Total	Blue Line	Green Line
Excellent	23%	24%	24%
Good	35%	31%	38%*
Fair	19%	17%	21%*
Poor	5%	4%	6%
Unacceptable	1%	1%	1%
Don't use	17%	22%*	11%
Mean score	3.89	3.94	3.86

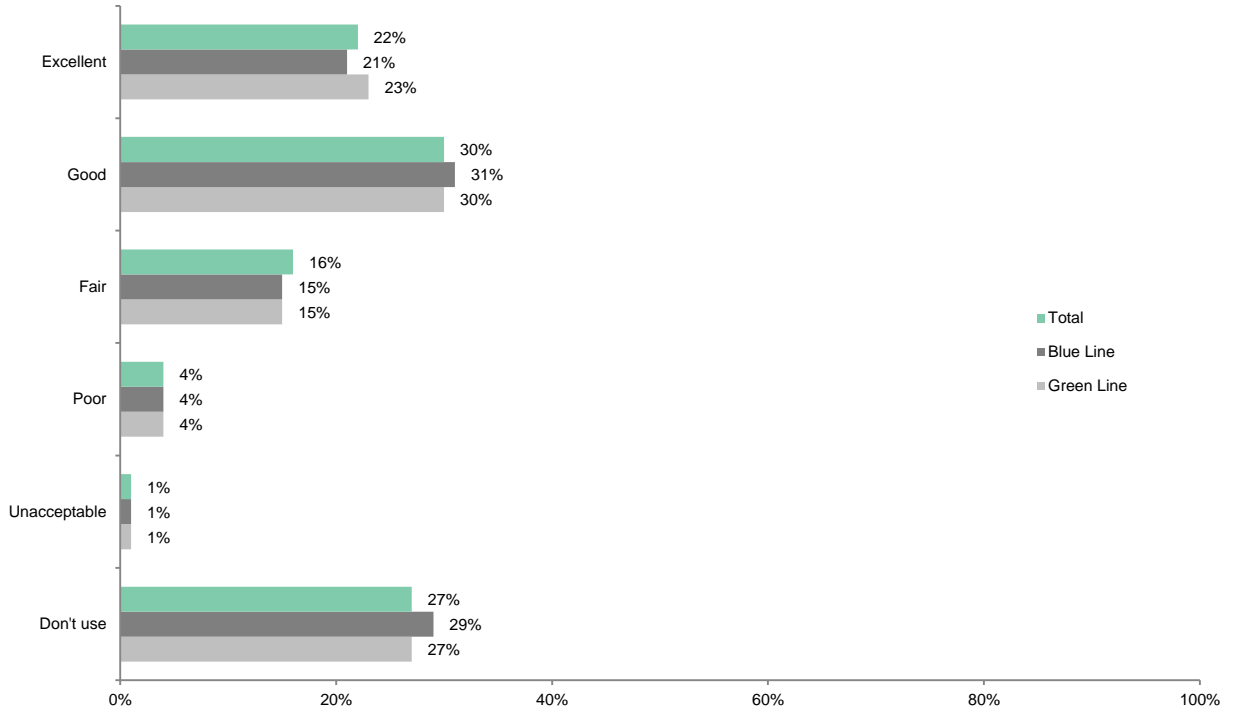
* Statistically significant difference

Q: Please rate how well we are communicating with you in the following areas by providing bus stops

N=2,592

Question presented on version B only.

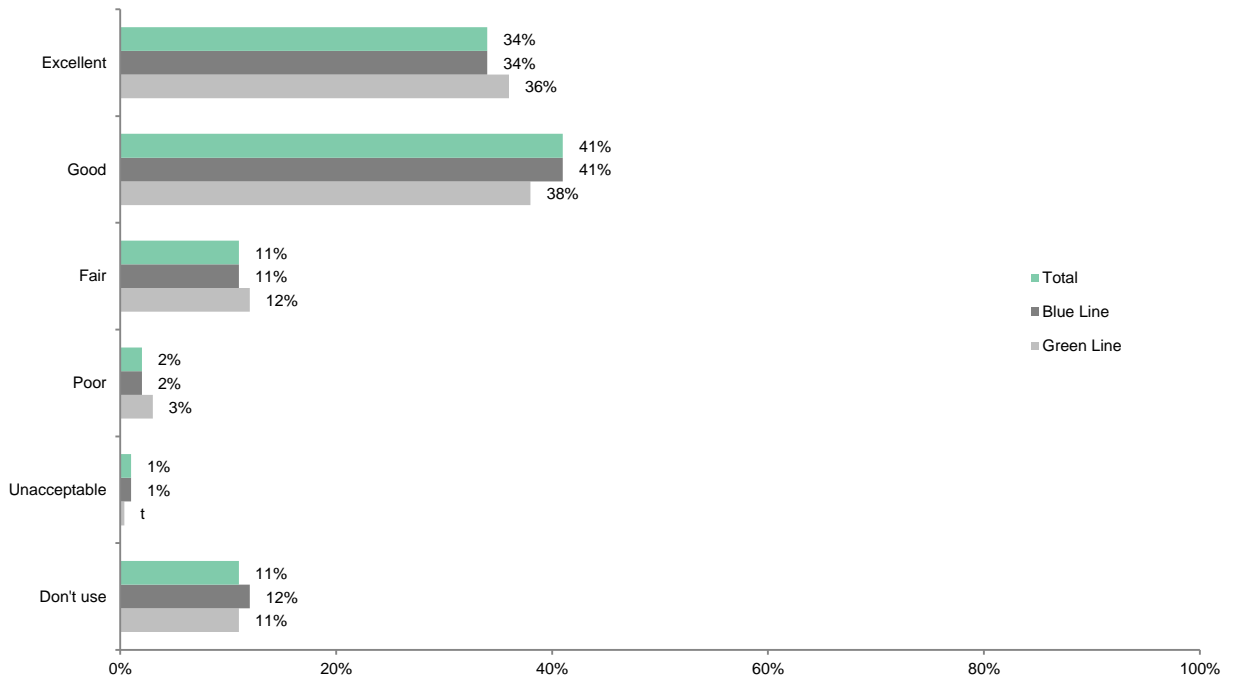
LIGHT RAIL RIDER RATING: NEXTRIP SIGNS



Rating	Total	Blue Line	Green Line
Excellent	22%	21%	23%
Good	30%	31%	30%
Fair	16%	15%	15%
Poor	4%	4%	4%
Unacceptable	1%	1%	1%
Don't use	27%	29%	27%
Mean score	3.94	3.95	3.95

Q: Please rate how well we are communicating with you in the following areas by providing NexTrip signs
 N=2,350
 Question presented on version A only.

LIGHT RAIL RIDER RATING: METROTRANSIT.ORG



Rating	Total	Blue Line	Green Line
Excellent	34%	34%	36%
Good	41%	41%	38%
Fair	11%	11%	12%
Poor	2%	2%	3%
Unacceptable	1%	1%	< 1%
Don't use	11%	11%	12%
Mean score	4.18	4.19	4.19

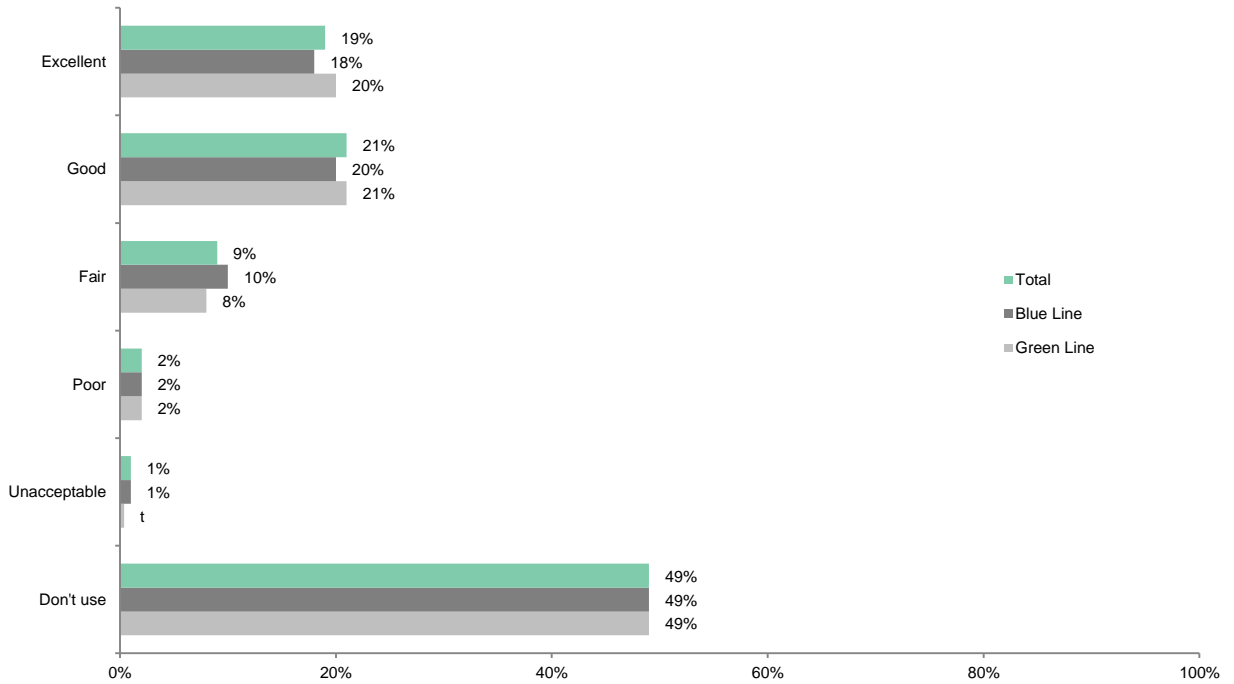
t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing metrotransit.org

N=2,559

Question presented on version B only.

LIGHT RAIL RIDER RATING: CUSTOMER SERVICE ON THE METRO TRANSIT INFORMATION LINE



Rating	Total	Blue Line	Green Line
Excellent	19%	18%	20%
Good	21%	20%	21%
Fair	9%	10%	8%
Poor	2%	2%	2%
Unacceptable	1%	1%	< 1%
Don't use	49%	49%	49%
Mean score	4.07	4.02	4.14*

* Statistically significant difference

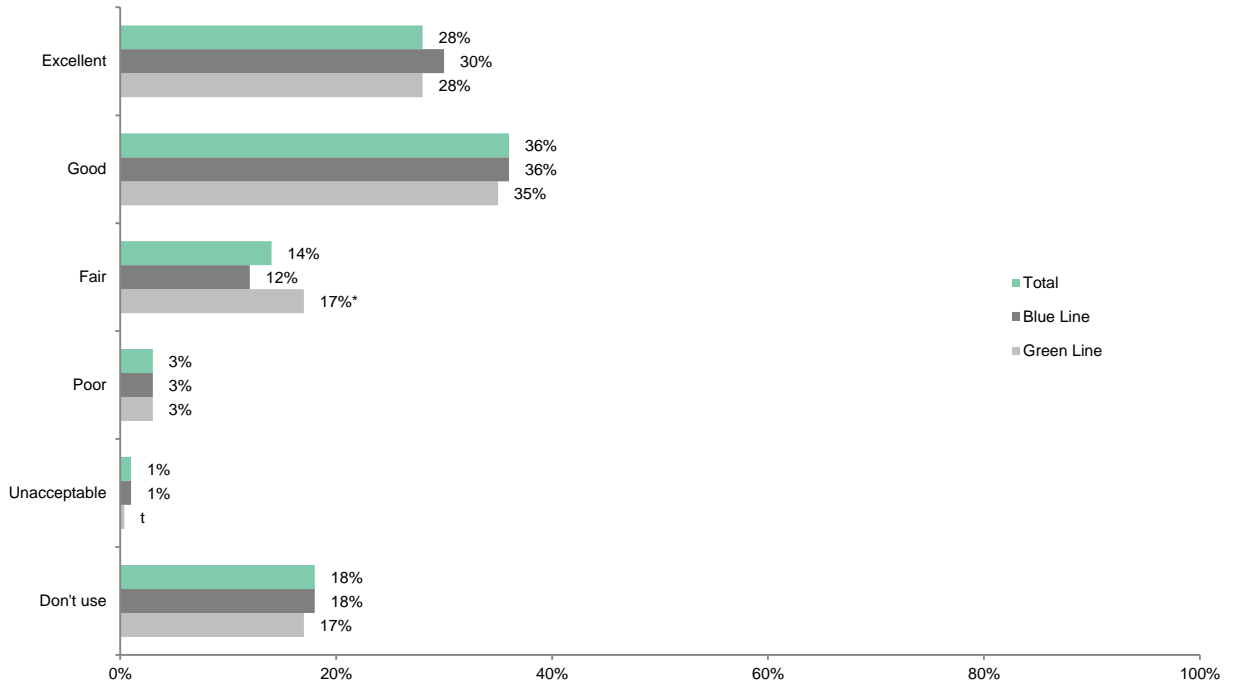
t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing customer service on the Metro Transit information line (612-373-3333)

N=2,382

Question presented on version A only.

LIGHT RAIL RIDER RATING: INFORMATION ABOUT HOW TO PURCHASE OR USE METRO TRANSIT FARE CARDS



Rating	Total	Blue Line	Green Line
Excellent	28%	30%	28%
Good	36%	36%	35%
Fair	14%	12%	17%*
Poor	3%	3%	3%
Unacceptable	1%	1%	< 1%
Don't use	18%	18%	17%
Mean score	4.06	4.10	4.04

* Statistically significant difference

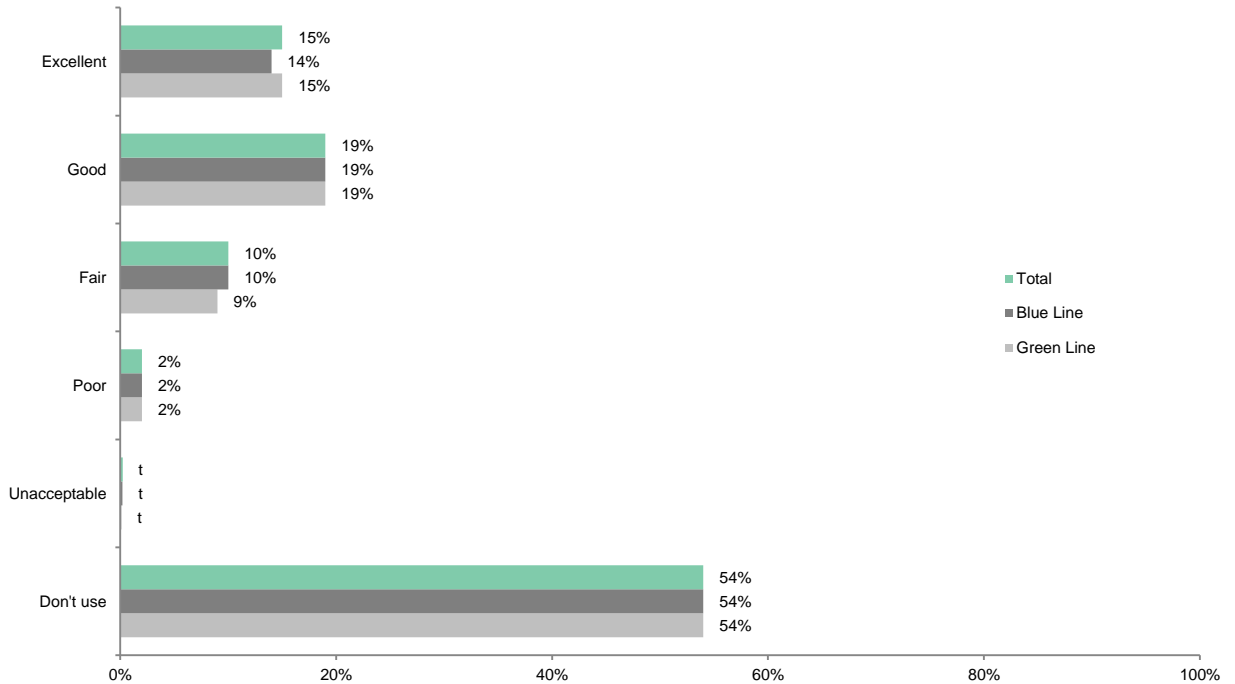
t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing information about how to purchase or use Metro Transit fare cards (e.g. Go-To Cards)

N=2,556

Question presented on version B only.

LIGHT RAIL RIDER RATING: "CONNECT" ONBOARD NEWSLETTERS DISTRIBUTED MONTHLY ON LIGHT RAIL



Rating	Total	Blue Line	Green Line
Excellent	15%	14%	15%
Good	19%	19%	19%
Fair	10%	10%	9%
Poor	2%	2%	2%
Unacceptable	< 1%	< 1%	< 1%
Don't use	54%	54%	54%
Mean score	4.00	3.99	4.03

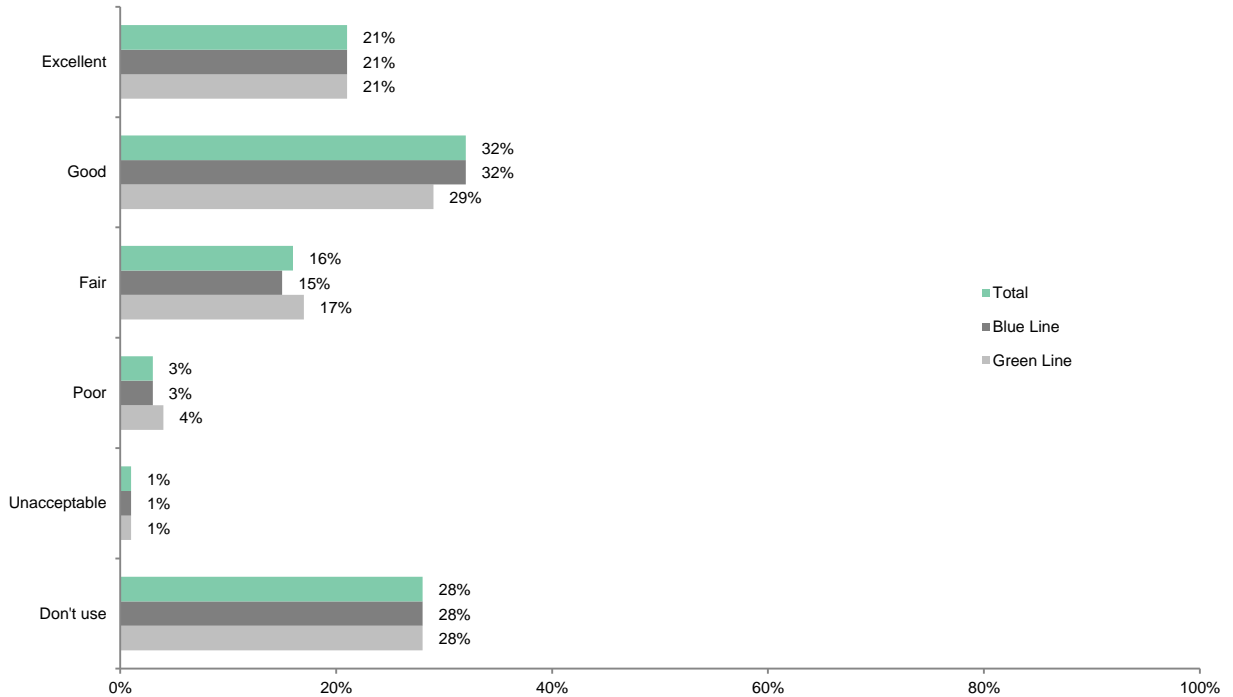
t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing CONNECT onboard newsletters distributed monthly on Light Rail

N=2,358

Question presented on version A only.

LIGHT RAIL RIDER RATING: ONBOARD INFORMATION CARDS



Rating	Total	Blue Line	Green Line
Excellent	21%	21%	21%
Good	32%	32%	29%
Fair	16%	15%	17%
Poor	3%	3%	4%
Unacceptable	1%	1%	1%
Don't use	28%	28%	28%
Mean score	3.95	3.97	3.93

Q: Please rate how well we are communicating with you in the following areas by providing onboard information cards
 N=2,536
 Question presented on version B only.

Light Rail Trends

DISTRIBUTED SURVEYS

Total Distributed	12,100
Weekday Blue Distributed	4,067
Weekend Blue Distributed	1,983
Weekday Green Distributed	4,414
Weekend Green Distributed	1,636

COMPLETED RETURNS

Total Collected	5,550 (46%)
Weekday Blue Collected:	1,543
Weekend Blue Collected:	824
Weekday Green Collected:	1,438
Weekend Green Collected:	532
Mail Returns:	1,040
Online:	173

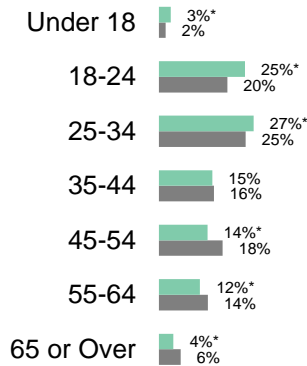
Light Rail Rider Snapshot



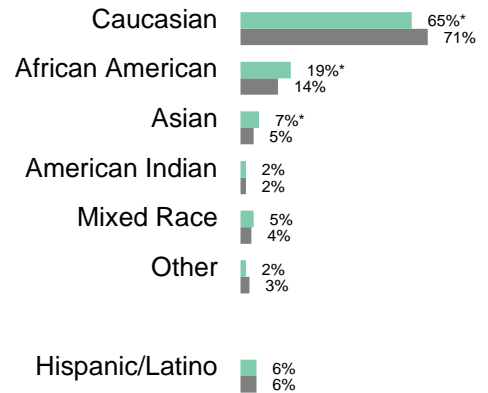
Demographics

- Top zip code origins: 55406, 55417, 55407, 55404
- Top zip code destinations: 55402, 55401, 55425
- Increase in younger riders (18-34) since 2012
- Number of non-white riders is higher
- Annual HH incomes remain stable since 2012
- 52% female

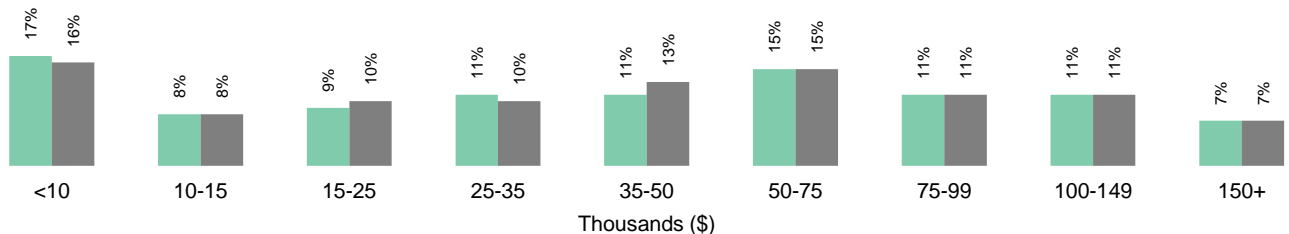
Age



Race



Household Income



* Statistically significant difference 2014 to 2012



RIDERSHIP

- 52% ride LRT on weekdays and 39% ride on both weekdays and weekends.
- Most ride during rush hour (69%).
- Riding LRT five days a week is most common (36%), 66% ride four to seven days a week.
- Work is the primary trip purpose (53%), followed by school (16%) and shopping/errands (15%).
- 34% have no working automobiles available for use.
- 13% use Park & Ride.

INFLUENCES

- 38% report their employer or an organization they are involved with offer transit passes, and of those, 59% cover part of the cost.
- Friends, family and coworkers (25%), school (24%), and moved locations (21%) are the top influences to first try transit.

PREFERENCES

- For over half (51%), living or working close to transit is the main reason for using transit, followed by saving money on parking (48%).
- Half (50%) use metrotransit.org as their primary source for transit information with the primary features being trip planner and route/schedule pages.
- 77% of riders use Go-To technology to pay their fare.

METRO TRANSIT RATINGS

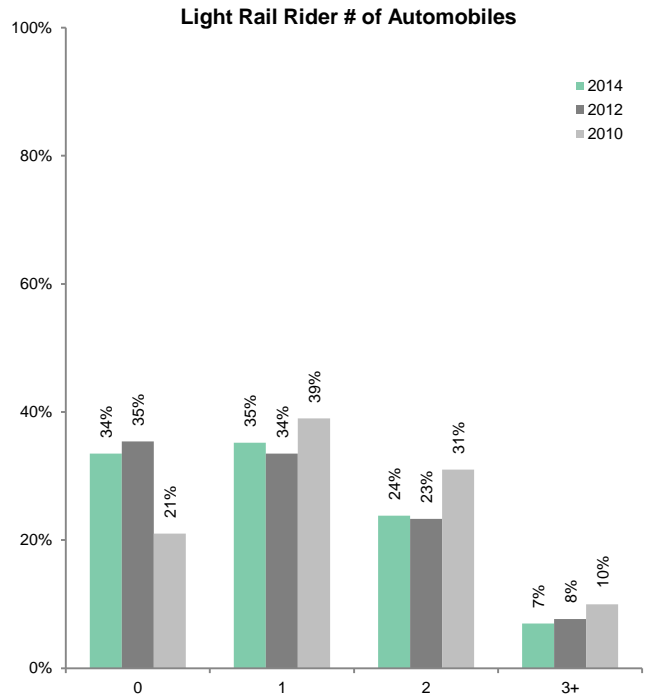
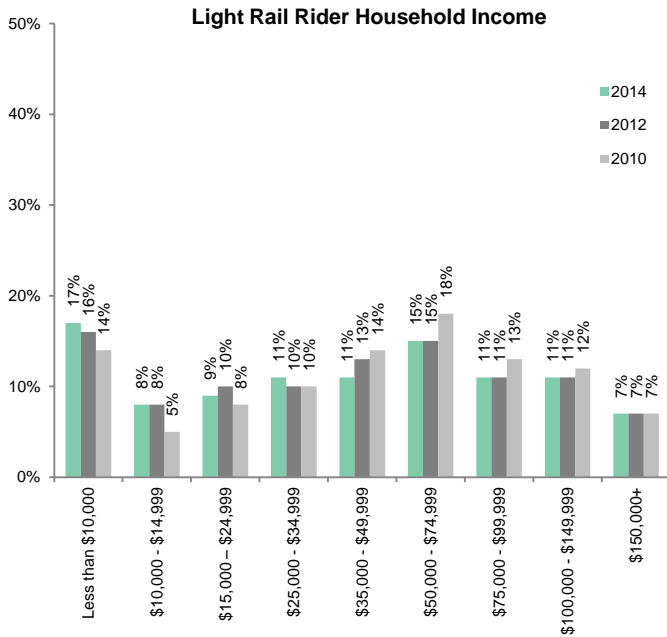
High Correlation, High Performance

- Transferring is easy
- Value for fare paid
- Hours of operation for transit service meet my needs
- Vehicles are environmentally friendly

High Correlation, Lower Performance

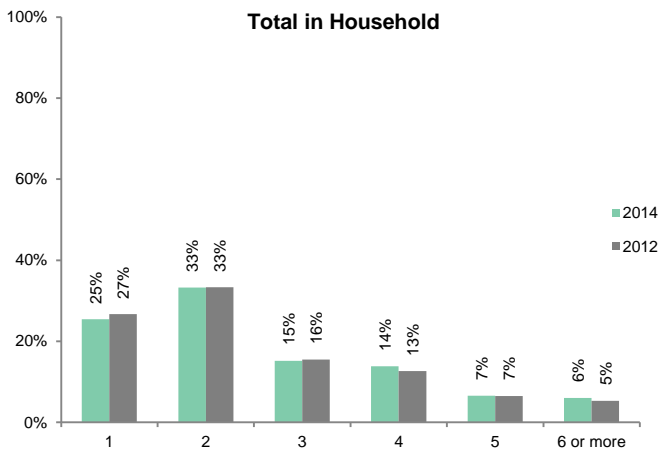
- Total travel time is reasonable
- Reliability – service is on schedule
- In addition, personal safety while waiting and vehicles are clean warrant attention.

Household incomes have remained relatively stable since 2012. Access to working automobiles has also remained stable with just over one-third (34%) indicating there are no working automobiles available for use. The majority of respondents have only one or two people in their household.



Q: Approximately what was your family's total household income last year before taxes?
N=4,665

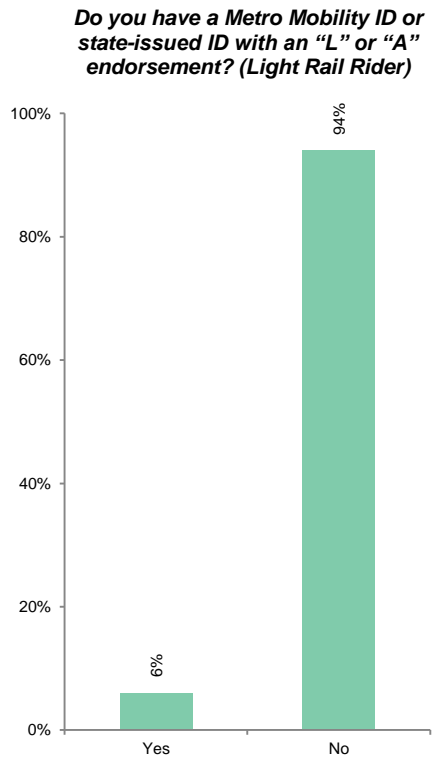
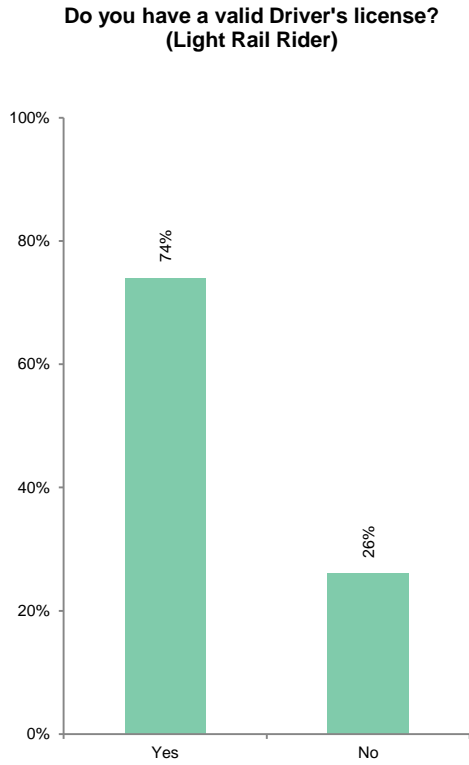
# of automobiles	2014	2012	2010	2008	2006	2005
0 automobiles	34%	35%	21%	20%	20%	14%
1 automobile	35%	34%	39%	40%	39%	39%
2 automobiles	24%	23%	31%	31%	32%	35%
3+ automobiles	7%	8%	10%	9%	9%	12%



Q: How many people, including yourself, are in your household?
N=5,088

Q: How many working automobiles do you have available for your use?
N=5,087

Over one-quarter (26%) of LRT riders indicate that they do not have a valid driver's license. Approximately one in 16 (6%) report having a Metro Mobility ID or a state-issued ID with an "L" or "A" endorsement.



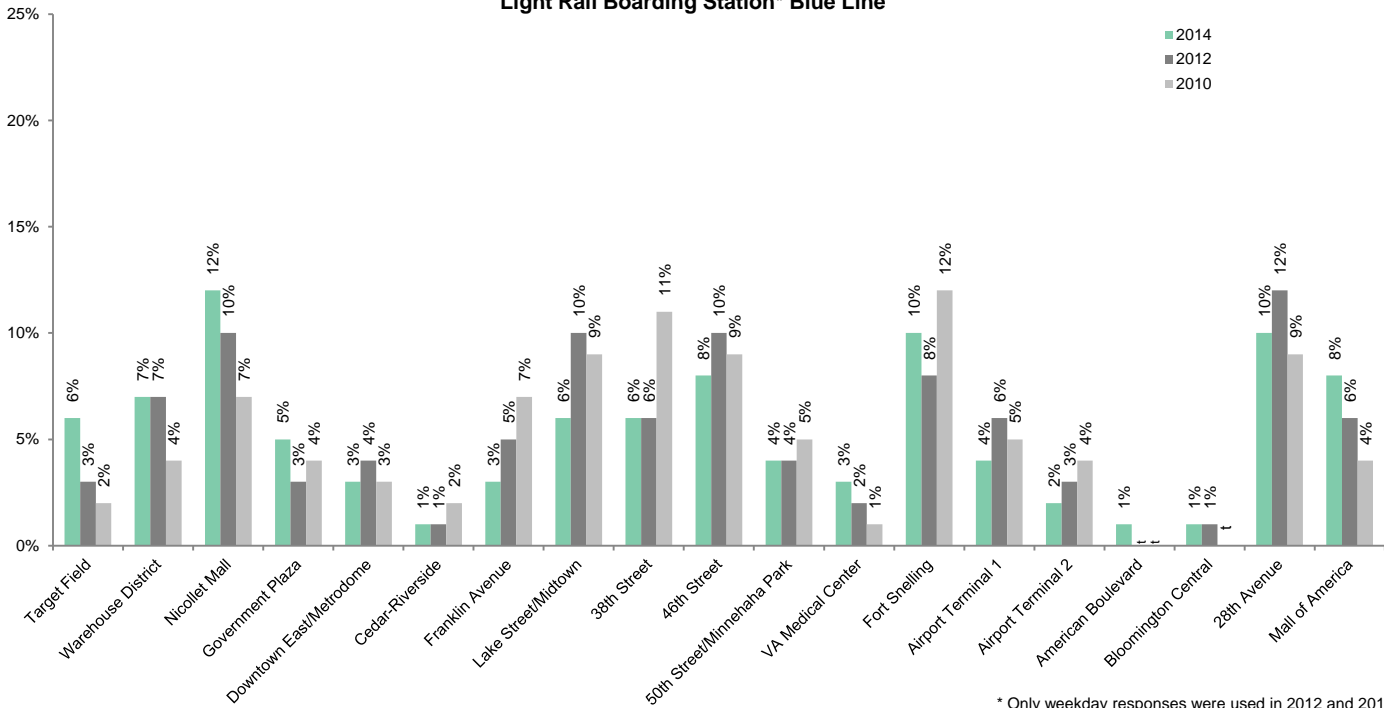
Q: Do you have a valid Driver's license?
N=5,133

Q: Do you have a Metro Mobility ID OR state-issued ID with an "L" or "A" endorsement?
N=5,024

Blue Line Station Usage

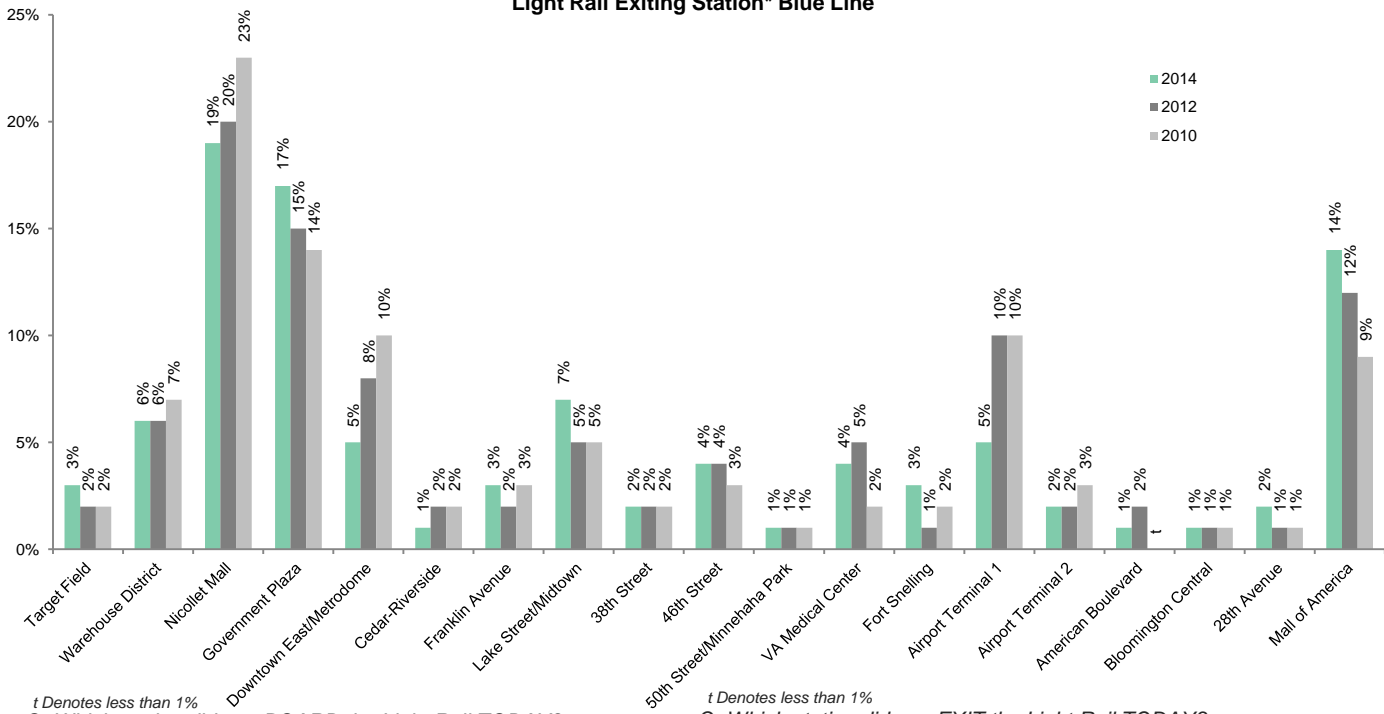
LIGHT RAIL TRENDS

Light Rail Boarding Station* Blue Line



* Only weekday responses were used in 2012 and 2014.

Light Rail Exiting Station* Blue Line



t Denotes less than 1%

Q: Which station did you BOARD the Light Rail TODAY?

Blue line N=2,736

Ridership represents a blended use of Blue and Green lines.

t Denotes less than 1%

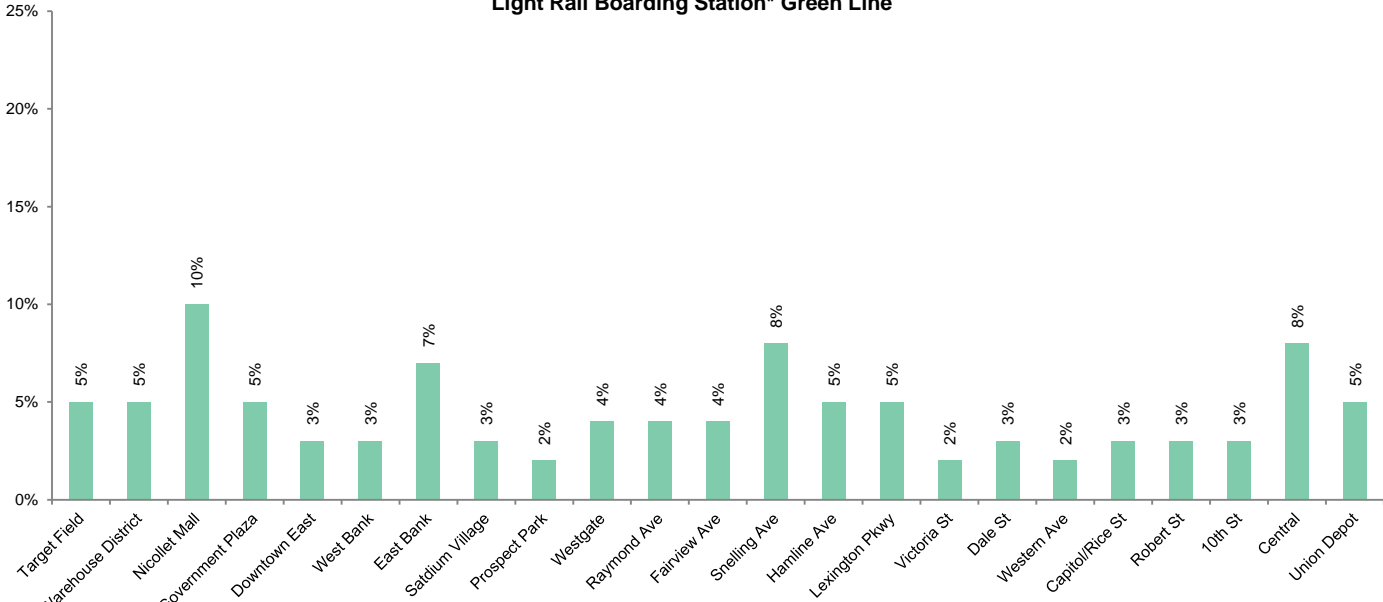
Q: Which station did you EXIT the Light Rail TODAY?

Blue line N= 2,637

Ridership represents a blended use of Blue and Green lines.

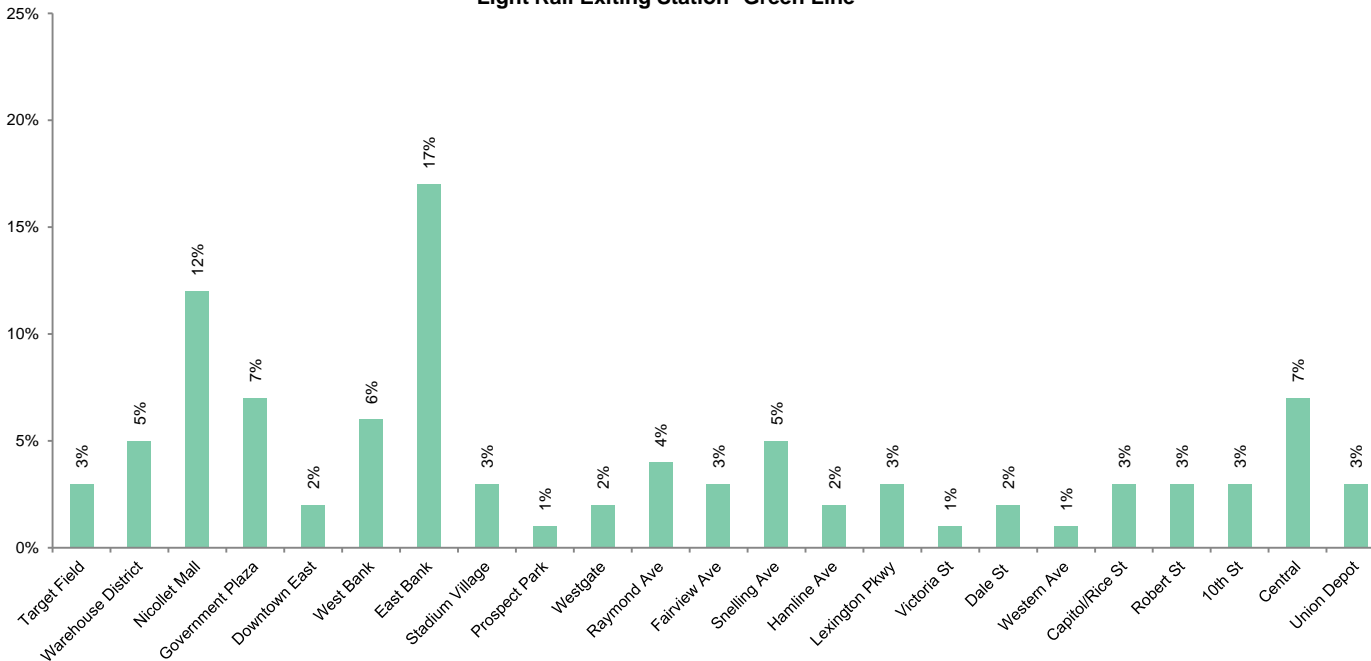
Green Line Station Usage

Light Rail Boarding Station* Green Line



* Only weekday responses were used in 2012 and

Light Rail Exiting Station* Green Line

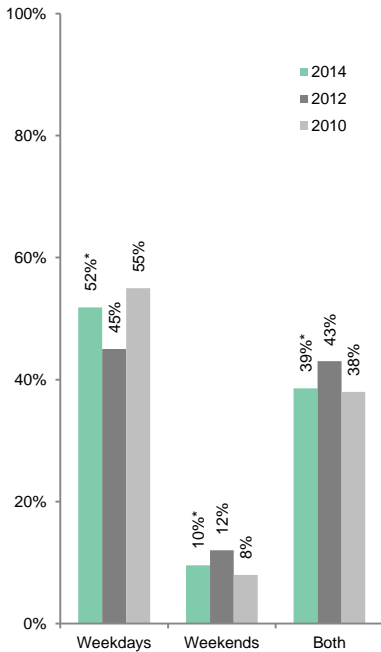


Q: Which station did you BOARD the Light Rail TODAY?
 Green line N=2,469
 Ridership represents a blended use of Blue and Green lines.

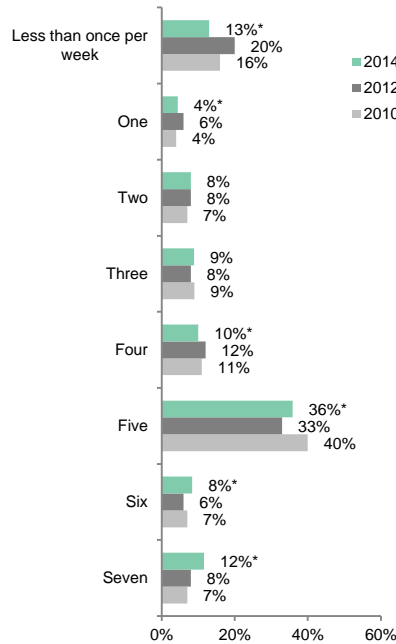
Q: Which station did you EXIT the Light Rail TODAY?
 Green line N=2,249
 Ridership represents a blended use of Blue and Green lines.

Riders are most likely to travel on weekdays, five times a week, during rush hour. In the last two years, those reporting that they travel on weekdays, during rush hour and riding 5 days a week or more has increased significantly.

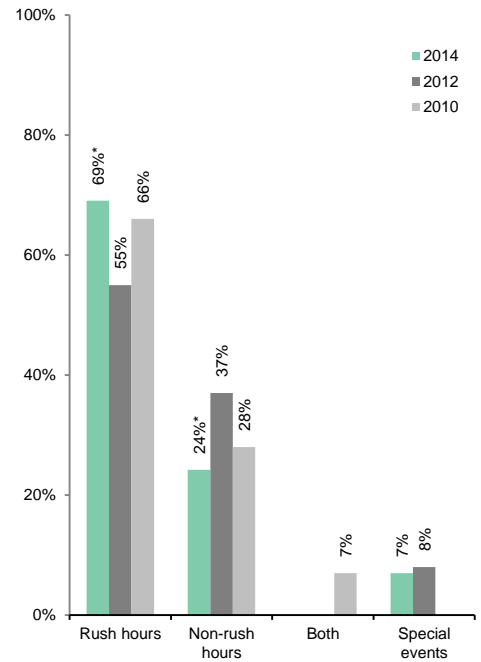
Light Rail Rider Travel Days



How many days per week do you usually ride the light rail?



Light Rail Travel Times



Travel Days	2014	2012	2010	2008	2006
Weekdays	52%*	45%	55%	63%	64%
Weekends	10%*	12%	8%	4%	7%
Both Weekdays and Weekends	39%*	43%	38%	33%	29%

Days Per Week	2014	2012	2010	2008	2006	2005
Less than once per week	13%*	20%	16%	7%	0%	0%
One	4%*	6%	4%	8%	14%	10%
Two	8%	8%	7%	7%	7%	6%
Three	9%	8%	9%	8%	9%	6%
Four	10%*	12%	11%	10%	10%	11%
Five	36%*	33%	40%	50%	49%	57%
Six	8%*	6%	7%	6%	6%	7%
Seven	12%*	8%	7%	4%	4%	3%

Travel Times	2014	2012	2010	2008	2006
Rush hours	69%*	55%	66%	71%	67%
Non-rush hours	24%*	37%	28%	23%	27%
Both	0%	0%	7%	6%	6%
Special Events	7%	8%	0%	0%	0%

* Statistically significant difference 2014 to 2012

Q: On which day(s) of the week do you usually ride the light rail?
N=5,028

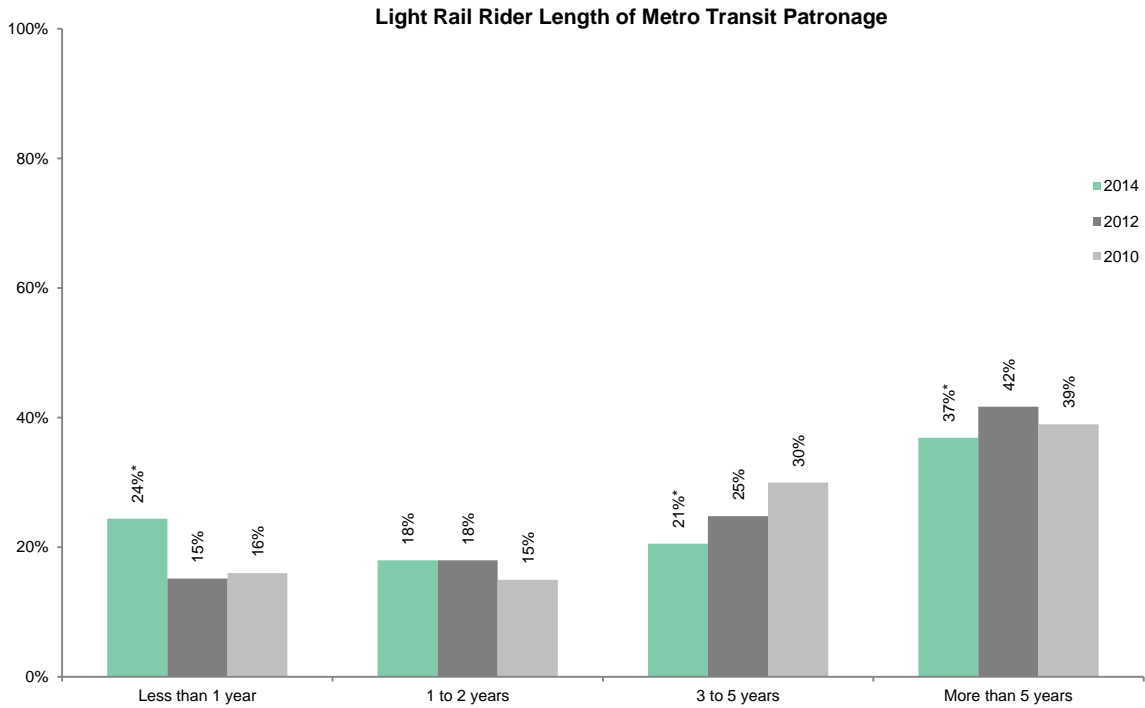
* Statistically significant difference 2014 to 2012

Q: How many days per week do you ride the light rail?
N=5,302

* Statistically significant difference 2014 to 2012

Q: When do you usually ride the light rail?
N=4,324

There is a significant increase in those riding less than one year, from 15% in 2012 to 24% currently.



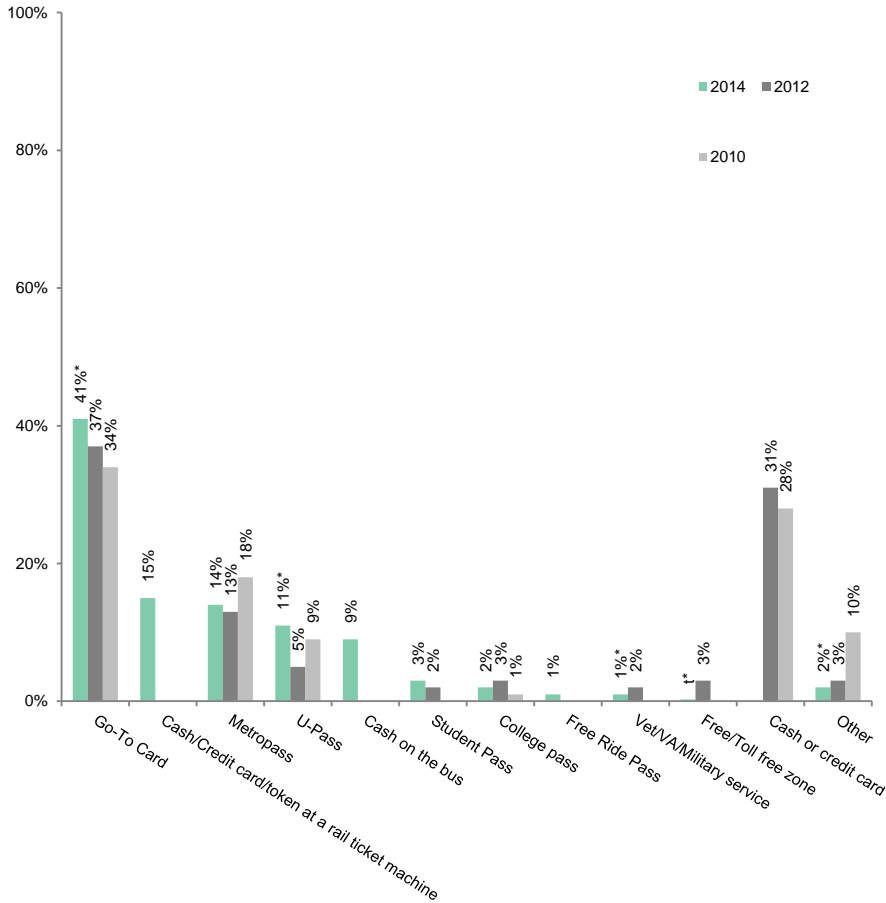
	2014	2012	2010	2008	2006	2005
Less than 1 year	24%*	15%	16%	16%	22%	6%
1 to 2 years	18%	18%	15%	17%	28%	25%
3 to 5 years	21%*	25%	30%	29%	15%	21%
More than 5 years	37%*	42%	39%	38%	35%	28%

* Statistically significant difference 2014 to 2012

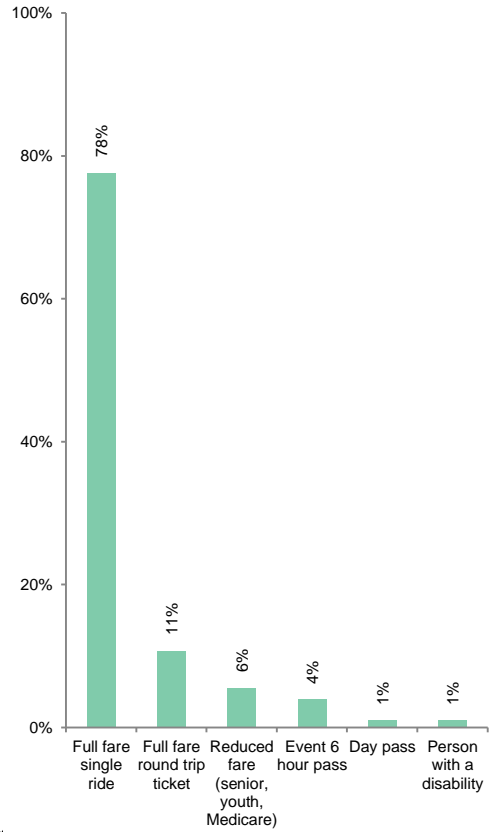
Q: How long have you used Metro Transit services?
N=5,064

More than three-quarters of LRT riders use some form of Go-To technology to pay their fares. For riders paying with cash or credit card at a rail ticket machine, more than two-thirds (69%) purchase a full fare single ride while only 12% purchase a full fare round trip ticket.

How did you pay for your fare today?* (Light Rail Rider)**



If [cash or credit card], what kind of ticket did you purchase? (Light Rail Rider)



*Statistically significant difference 2014 to 2012
 † Denotes less than 1%

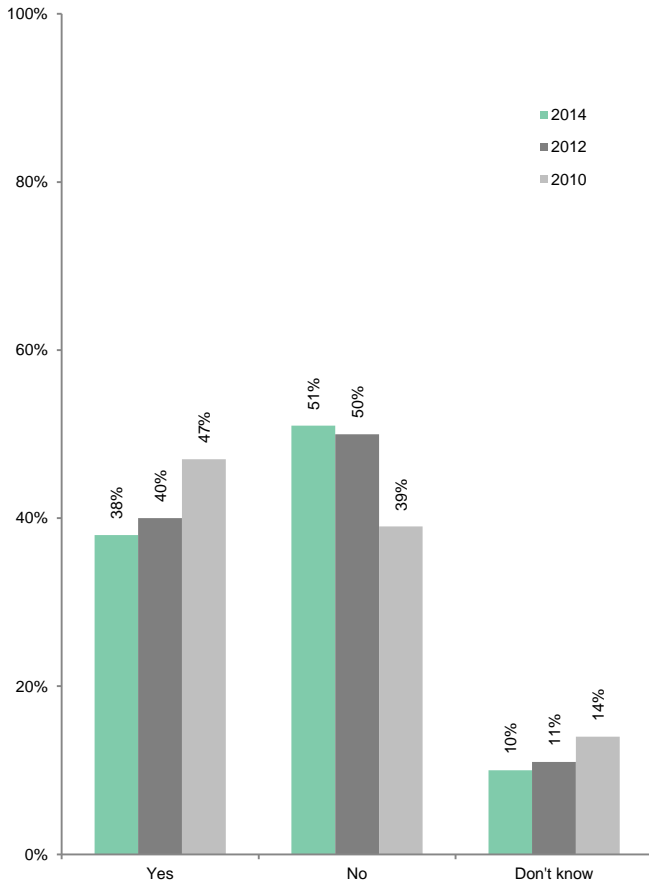
**Only weekday responses were used.
 Rates of Go-To technology participation are higher than reported transaction data.

Q: How did you pay for your fare today?
 N=5,128

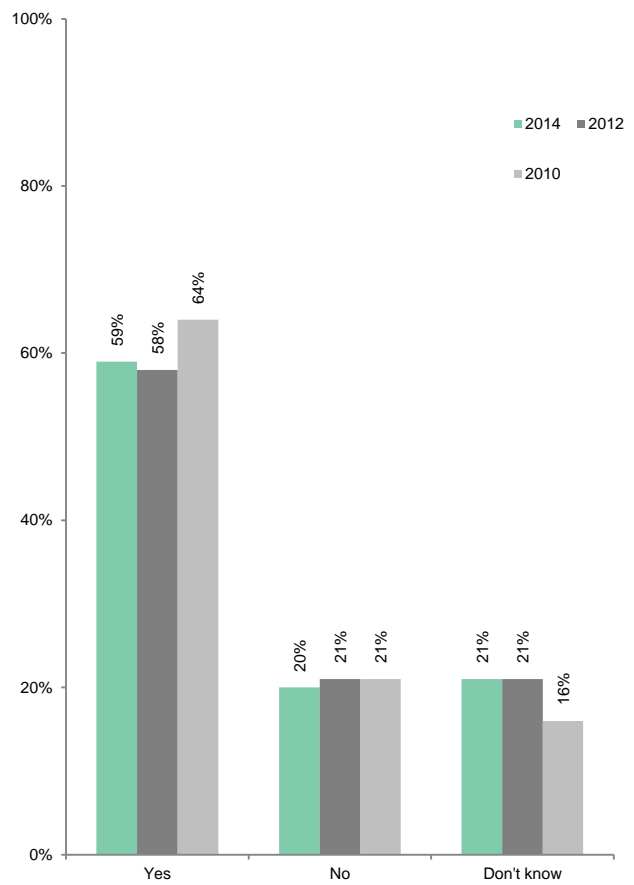
Q: What kind of ticket did you purchase?
 N=607

More than half of respondents (51%) report that their employer, organization or agency does not offer transit passes. Of those who report that their employer does offer transit passes, nearly three-fifths (59%) indicate that their employer also shares part of the cost.

Does your employer offer transit passes? (Light Rail Rider)



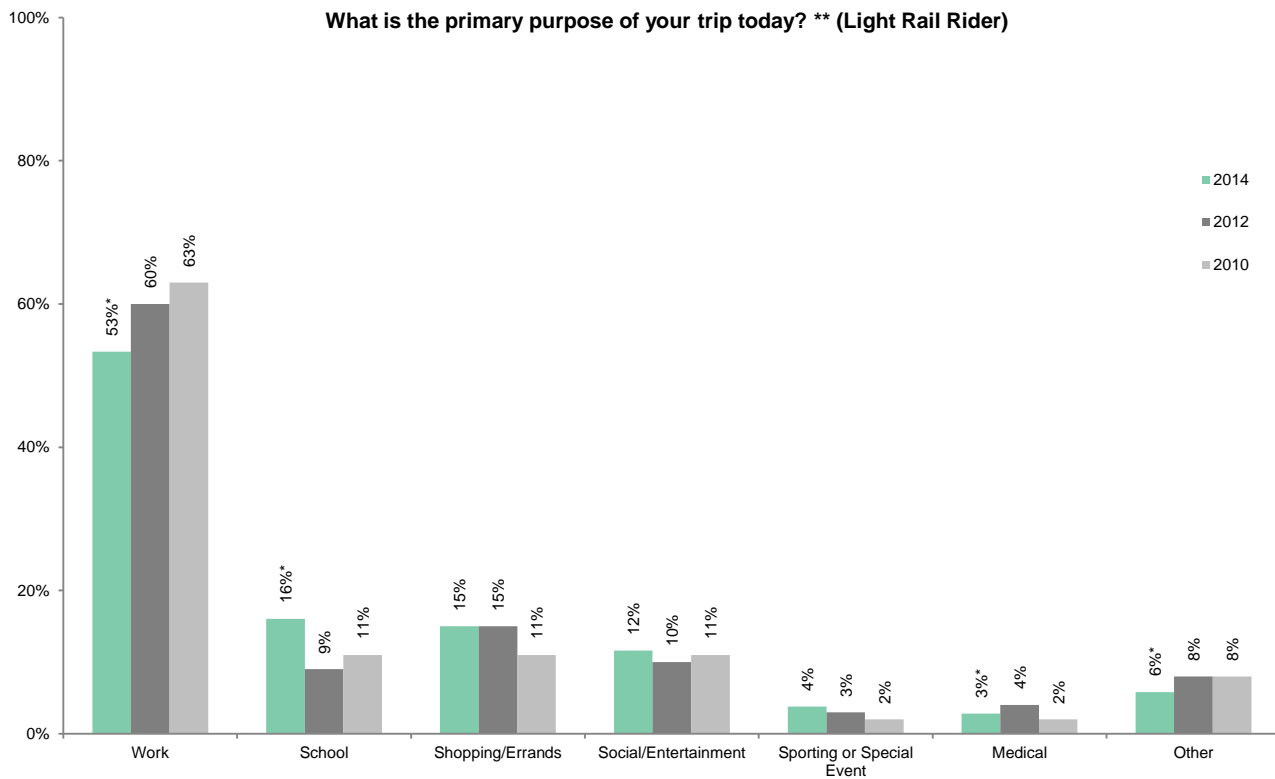
If yes, does it share part of the cost? (Light Rail Rider)



Q: Does your employer, organization or agency offer transit passes?
 N=2,536
 In 2014, question presented on version A only.

Q: If yes, does it share part of the cost?
 N=882
 In 2014, question presented on version A only.

Those indicating that work is their primary purpose for their trip has dropped significantly while school has increased significantly since 2012.



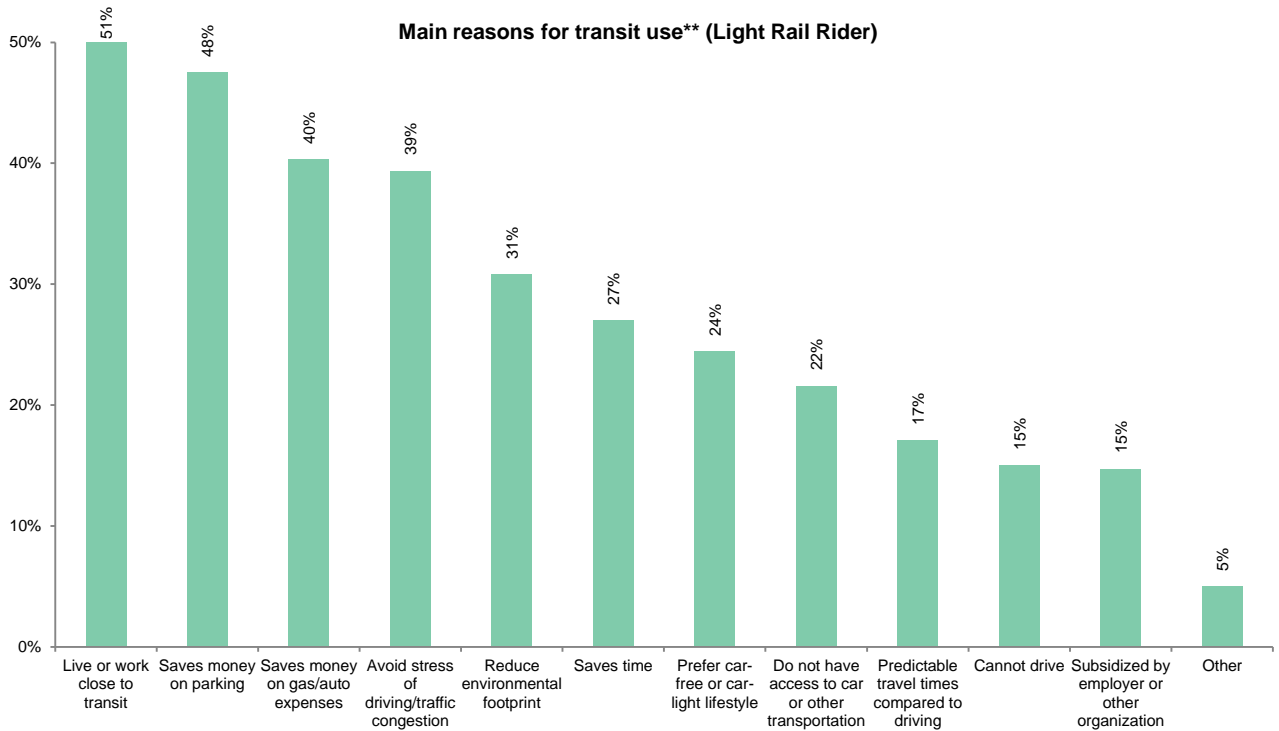
Primary purpose	2014	2012	2010	2008	2006	2005
Work	53%*	60%	63%	74%	69%	77%
School	16%*	9%	11%	6%	6%	3%
Shopping/Errands	15%	15%	11%	6%	6%	5%
Social/Entertainment	12%	10%	11%	9%	10%	9%
Sporting or Special Event	4%	3%	2%	-	-	-
Medical	3%*	4%	2%	3%	2%	1%
Other	6%*	8%	8%	7%	7%	5%

* Statistically significant difference 2014 to 2012

Q: What is the primary purpose of your trip today?
N=2,681

**Totals exceed 100% due to respondents selecting multiple responses.

The most frequently cited reasons to use LRT are living or working close to transit (51%) and to save money on parking (48%). Nearly one-third (31%) indicate that a main reason for using transit is to reduce environmental footprint while about one-quarter (24%) prefer car-free or car-light lifestyles. This question was modified in 2014 to accommodate multiple responses, as a result, no comparative data is provided.

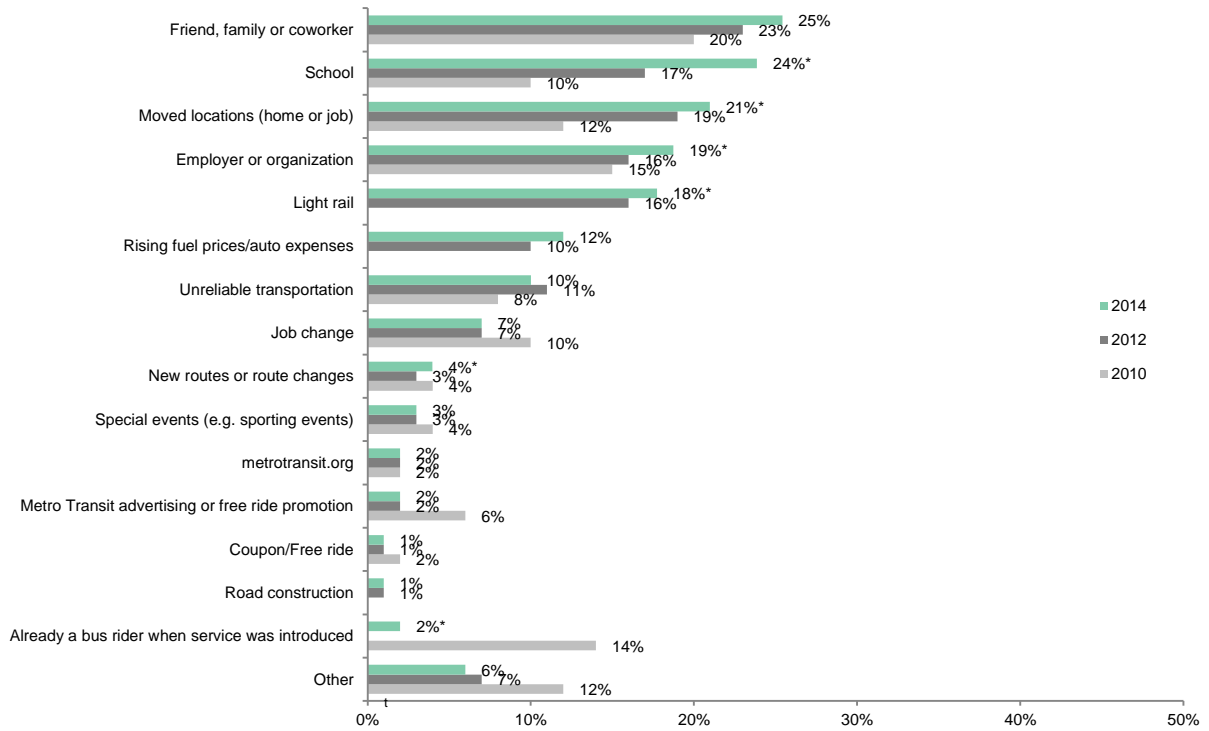


Q: What are the main reasons you use transit?
 N=5,280

**Totals exceed 100% due to respondents selecting multiple responses.

A friend, family or coworker (25%) is the most frequently cited influence in a rider's decision to first try LRT, followed closely by school (24%). Those indicating that school is the influence to first try LRT increased significantly since 2012.

Transit Influencers



Rating	2014	2012	2010	2008	2006	2005
Friend, family or coworker	25%	23%	20%	24%	14%	13%
School	24%*	17%	10%	9%	4%	-
Moved locations	21%*	19%	12%	-	-	-
Employer or organization	19%*	16%	15%	23%	9%	7%
Light rail	18%*	16%	-	-	-	-
Rising fuel prices/auto expenses	12%	10%	-	-	-	-
Unreliable transportation	10%	11%	8%	-	-	-
Job change	7%	7%	10%	-	-	-
New routes or route changes	4%*	3%	4%	-	-	-
Special event	3%	3%	4%	6%	3%	2%
metrotransit.org	2%	2%	2%	3%	1%	2%
Metro Transit advertising or information	2%	2%	6%	12%	3%	-
Coupon/Free ride	1%	1%	2%	-	-	-
Road construction	1%	1%	-	-	-	-
Already a bus rider when introduced	2%*	< 1%	14%	-	-	-
Other	6%	7%	12%	30%	9%	13%

* Statistically significant difference 2014 to 2012

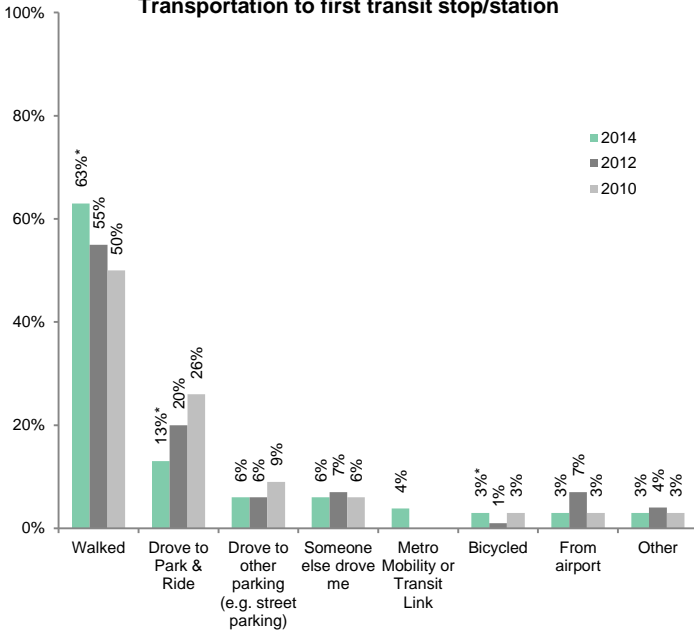
t Denotes less than 1%

Q: What or who influenced your decision to first try transit?

N=5,045

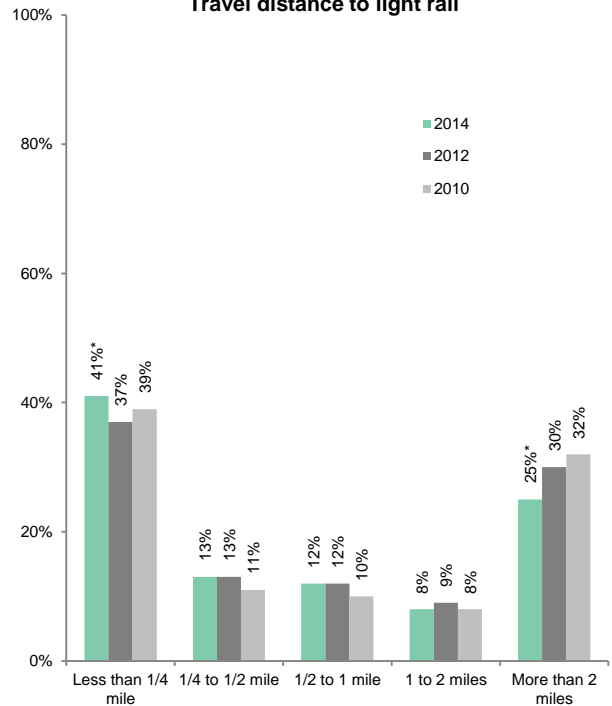
Nearly two-thirds walk (63%) to the light rail station, a significant increase since 2012. Over two-fifths (41%) report that their travel distance to the light rail is less than one-quarter mile.

Transportation to first transit stop/station



Transportation	2014	2012	2010	2008	2006	2005
Walked	63%*	55%	50%	26%	24%	16%
Drove to Park and Ride	13%*	20%	26%	27%	30%	45%
Drove to other parking	6%	6%	9%	10%	9%	9%
Someone else drove me	6%	7%	6%	4%	4%	4%
Metro Mobility or Transit Link	4%	-	-	-	-	-
Bicycled	3%*	1%	3%	2%	2%	3%
From Airport	3%	7%	3%	-	-	-
Other	3%	4%	3%	4%	3%	-

Travel distance to light rail



Did you bring your bike on the light rail?



* Statistically significant difference 2014 to 2012

Q: When you began your trip today, how did you get to your first bus stop or rail station?

N=2,638

In 2014, question presented on version A only.

Q: If bicycled, did you bring your bike with you on the Light Rail?

N=65

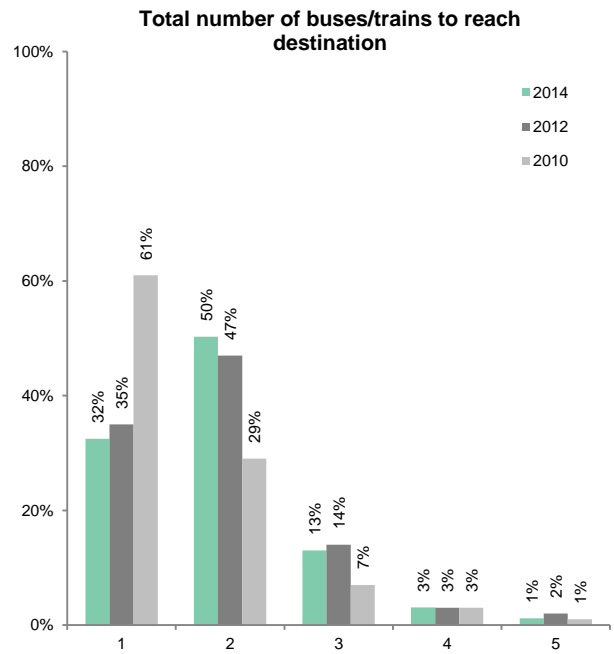
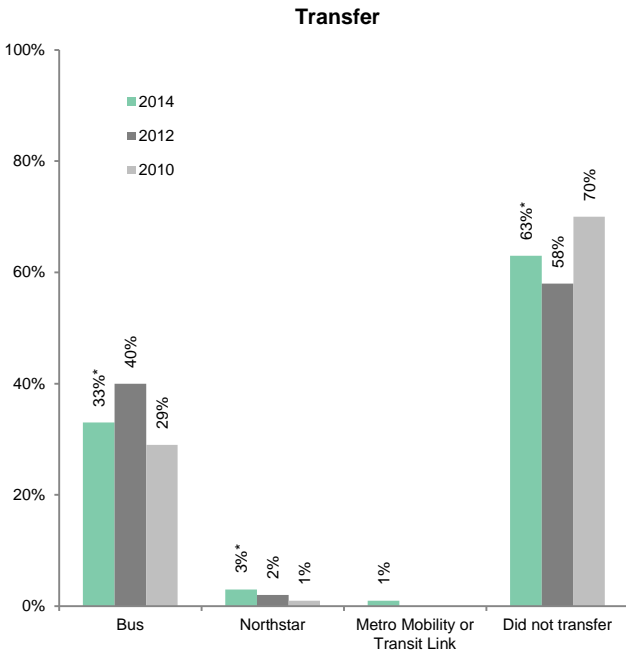
In 2014, question presented on version A only.

* Statistically significant difference 2014 to 2012

Q: How far would you estimate you traveled to get to your first bus stop or rail station?

N=5,227

Bus transfers decreased significantly while Northstar transfers increased significantly. Nearly two-thirds do not transfer at all (63%). Of those respondents that transferred to/from a bus, the majority use 1 or 2 total buses to reach their destination.



Transfer from	2014	2012	2010	2008	2006	2005
Bus	33%*	40%	29%	42%	43%	31%
Northstar	3%*	2%	1%	-	-	-
Metro Mobility or Transit Link	1%	-	-	-	-	-
Neither	63%*	58%	70%	-	-	-

Number of buses	2014	2012	2010	2008	2006	2005
1	32%	35%	61%	76%	74%	70%
2	50%	47%	29%	20%	22%	26%
3	13%	14%	7%	3%	4%	3%
4	3%	3%	3%	1%	0%	1%
5	1%	2%	1%	0%	0%	0%

* Statistically significant difference 2014 to 2012

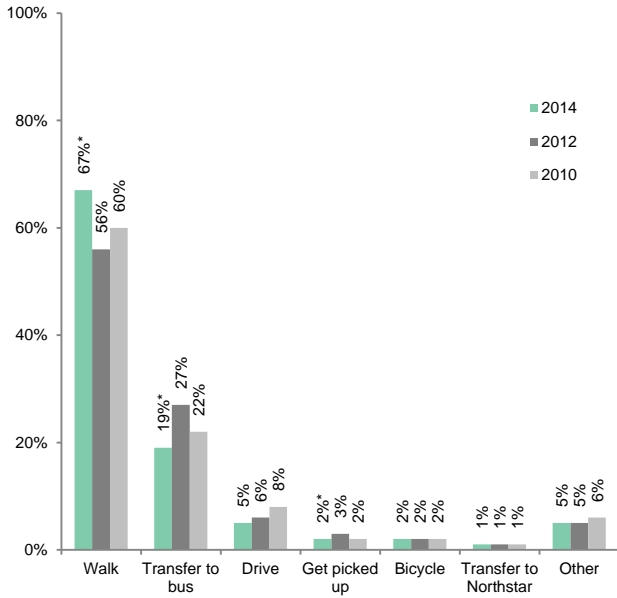
Q: On this trip, did you transfer from:
N=2,716

In 2014, question presented on version B only.

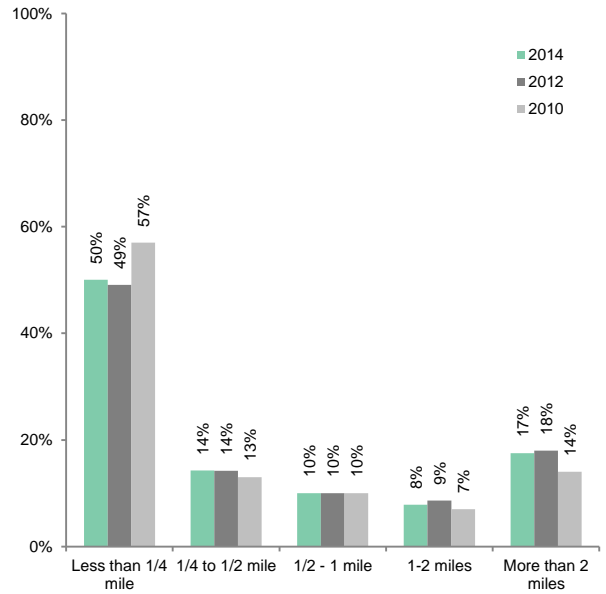
Q: If you transferred to/from a bus, how many TOTAL buses and/or trains will you take to complete your one-way trip?
N=2,810

Similar to the start of their trips, approximately two-thirds of riders report walking to their destination after departing light rail, a significant increase since 2012. Half travel less than ¼ mile from the last rail station or bus stop to their destination.

Transportation after light rail



Travel distance from last rail station to destination



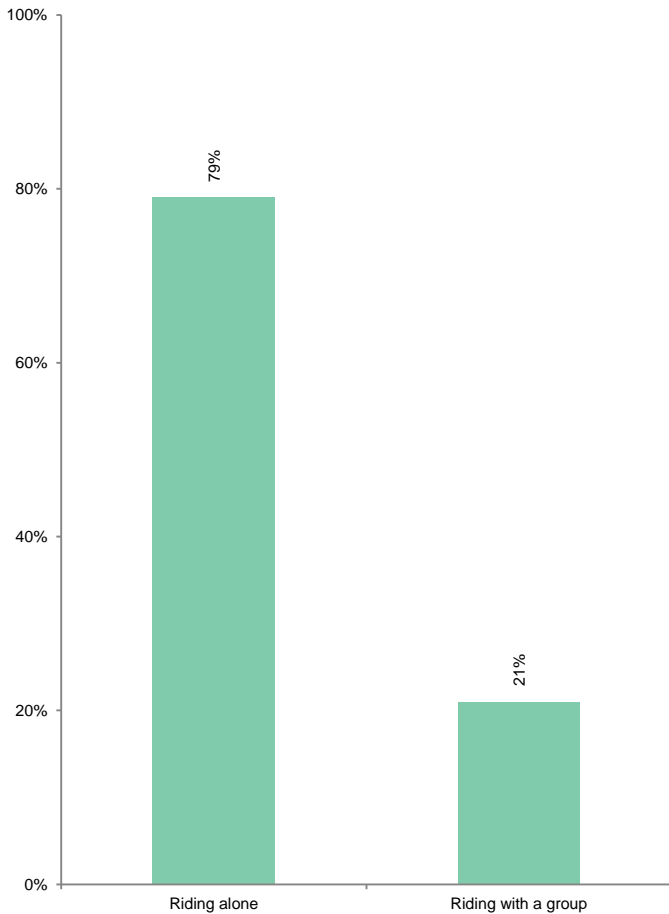
* Statistically significant difference 2014 to 2012

Q: What will you do when you get off this train?
N=2,757
In 2014, question presented on version B only.

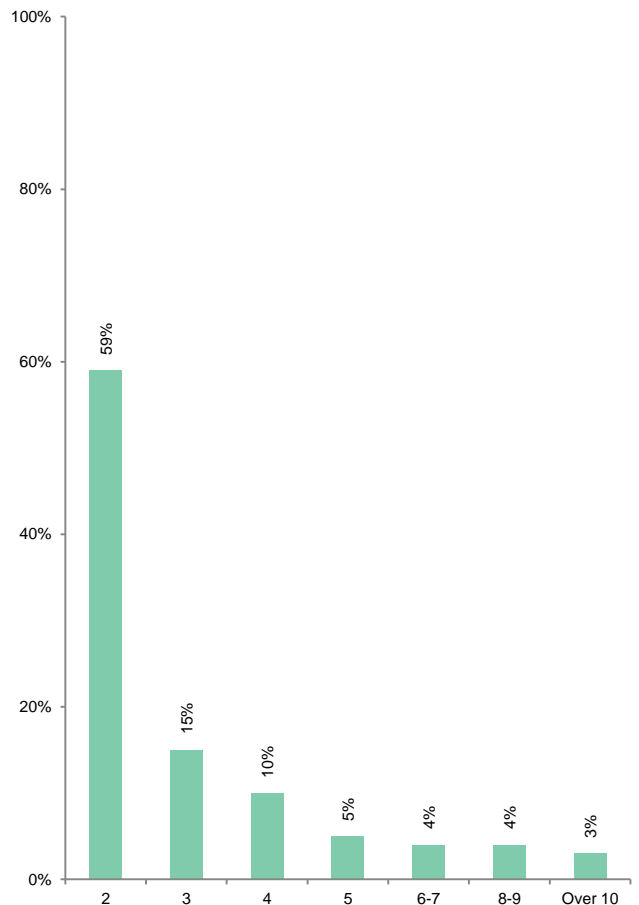
Q: How far would you estimate you will travel from your last rail station or bus stop to your destination?
N=4,726

More than one-fifth of LRT riders are traveling in a group (21%). Over 40% of these groups include 3 or more individuals.

Group status (Light Rail Rider)



Size of group (Light Rail Rider)*

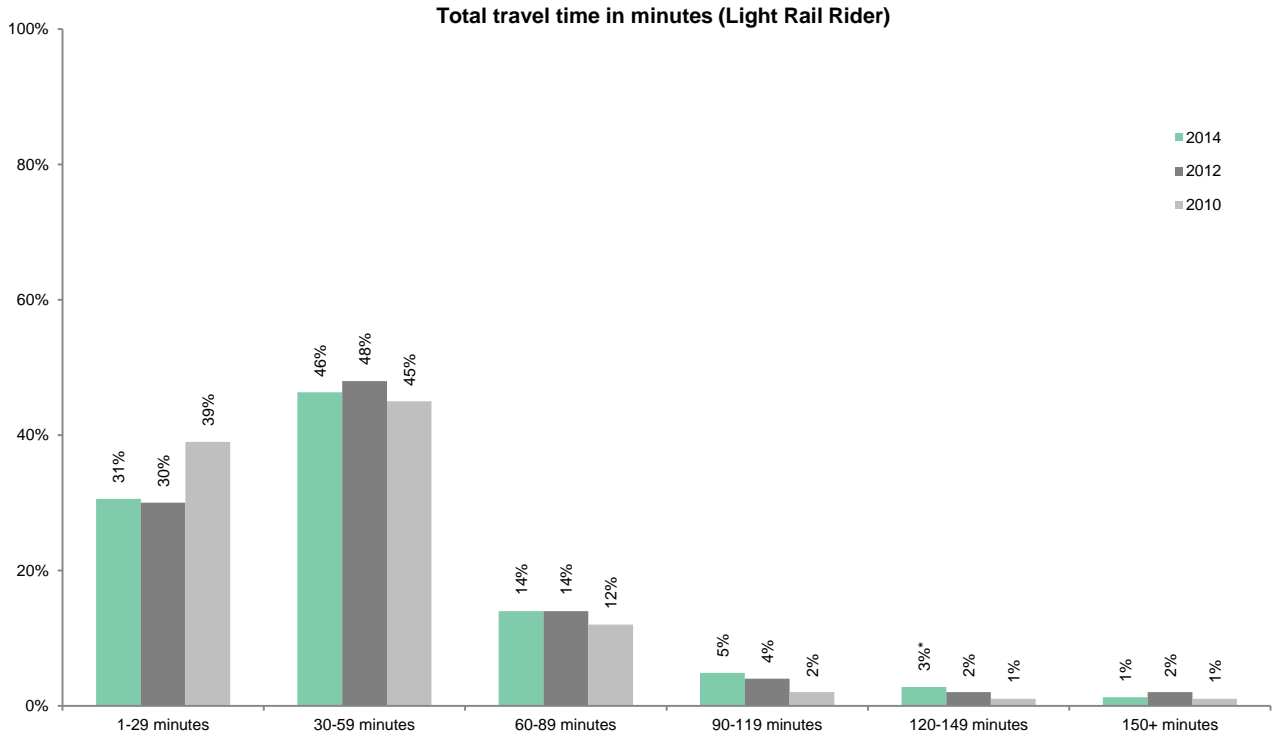


Q4- If you are traveling in a group, how many are in your group?
N=5,550

Q4- If you are traveling in a group, how many are in your group?
N=1,172

*Data from respondents who selected "Riding with a group" from previous question

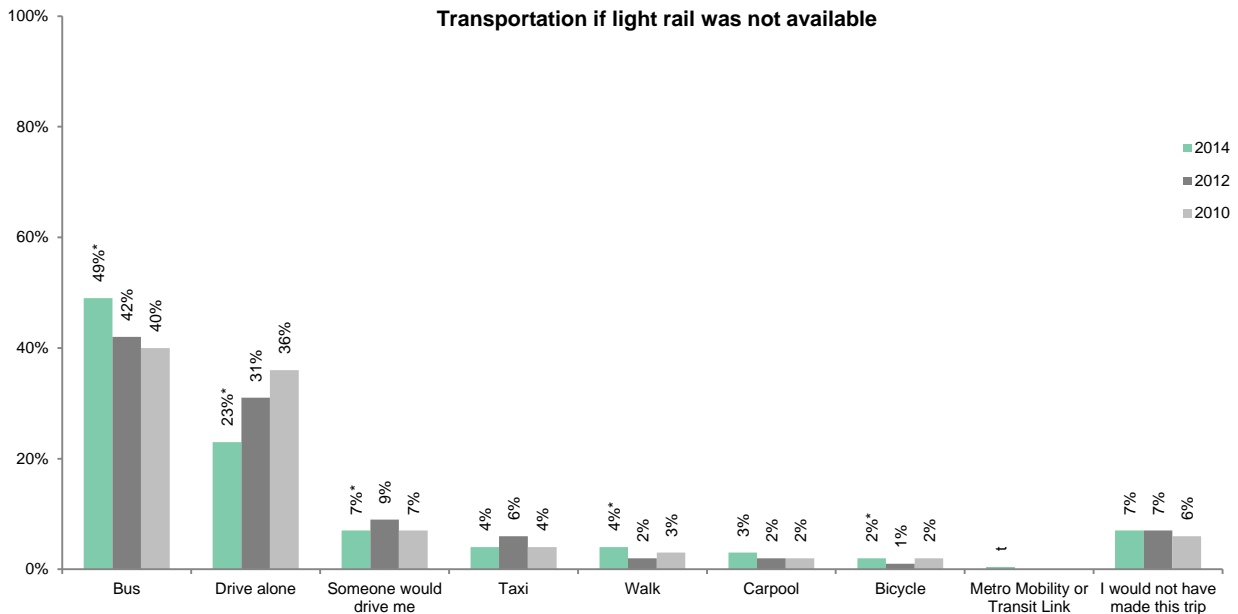
When asked to estimate their total travel time, over three-fourths (77%) report that their commutes were under an hour. Total travel times are consistent with 2012.



Q: Please estimate – in minutes – the total travel time of this trip:
N=4,832

Transport If Light Rail Was Not Available

When asked what they would have done had light rail service been unavailable, nearly half report they would have taken a bus (49%). Those reporting that they would have driven alone is down significantly from 2012.



Transportation	2014	2012	2010	2008	2006	2005
Bus	49%*	42%	40%	24%	22%	18%
Drive alone	23%*	31%	36%	46%	50%	59%
Someone would drive me	7%*	9%	7%	8%	8%	6%
Taxi	4%	6%	4%	5%	5%	2%
Walk	4%*	2%	3%	2%	2%	2%
Carpool	3%	2%	2%	3%	3%	2%
Bicycle	2%*	1%	2%	3%	3%	2%
Metro Mobility or Transit Link	< 1%	-	-	-	-	-
I would not have made this trip	7%	7%	6%	10%	8%	9%

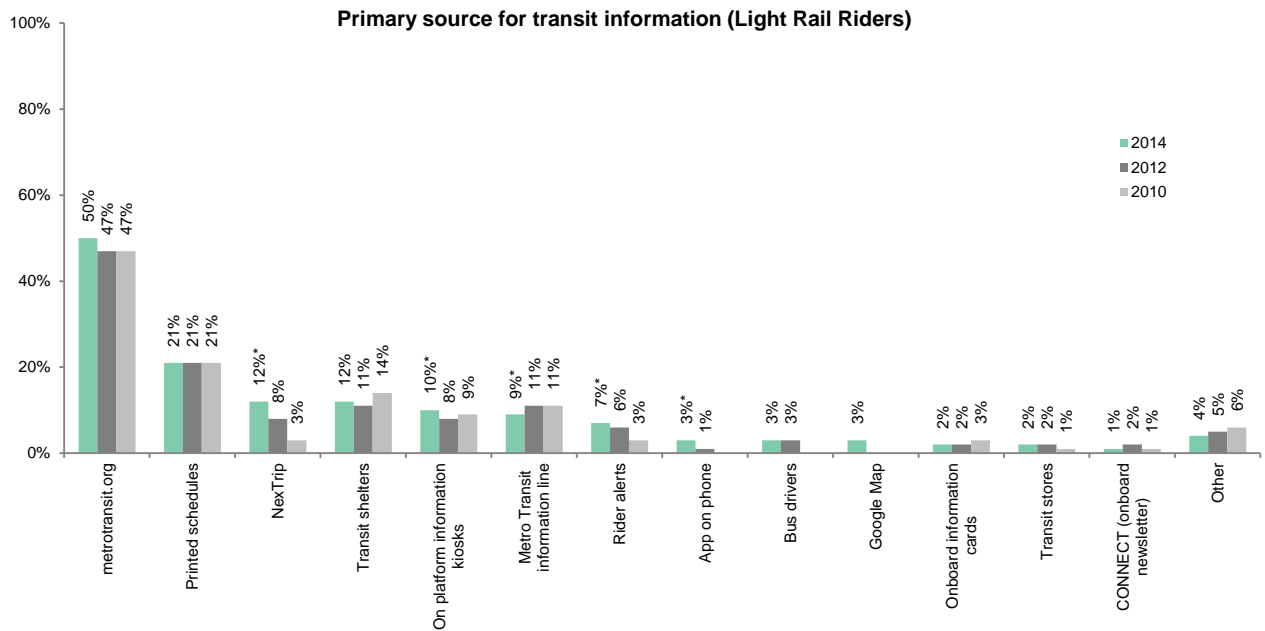
* Statistically significant difference 2014 to 2012

Q: If light rail transit had not been available today, how would you have made this trip?

N=2,302

In 2014, question presented on version A only.

Metrotransit.org remains the most popular source for transit information. Use of NexTrip and on-platform service information kiosks have increased significantly while the Metro Transit information line has declined significantly.



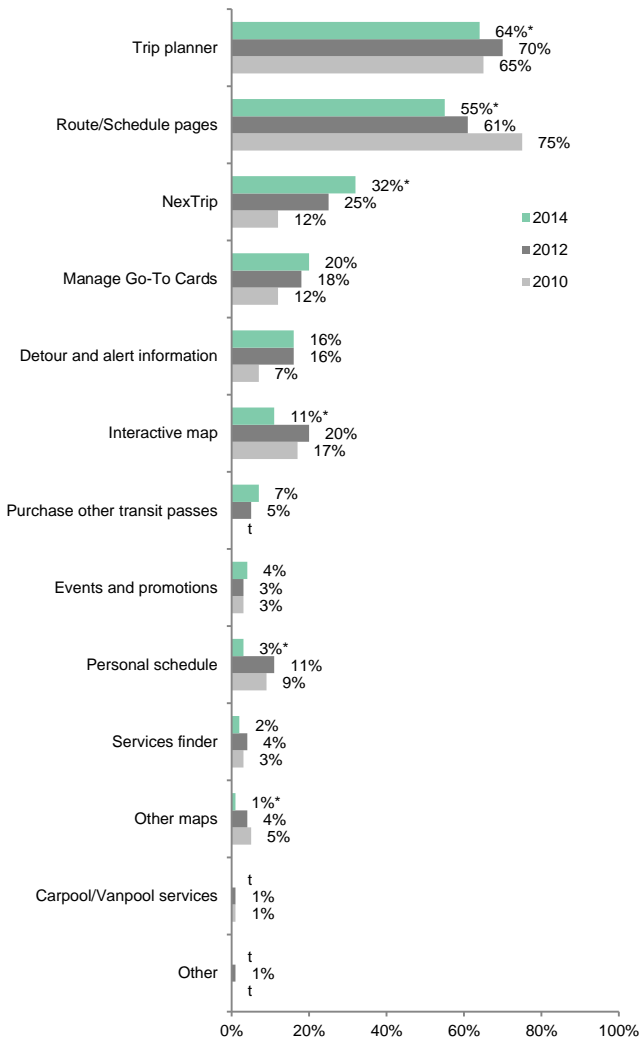
Transit information sources	2014	2012	2010	2008	2006	2005
metrotransit.org	50%	47%	47%	38%	41%	39%
Printed schedules	21%	21%	21%	26%	22%	17%
NexTrip	12%*	8%	3%	3%	-	-
Transit shelters	12%	11%	14%	12%	9%	8%
On-platform service information kiosks	10%*	8%	9%	9%	7%	9%
Metro Transit information line	9%*	11%	11%	7%	4%	2%
Rider alerts	7%*	6%	3%	4%	1%	2%
App on phone	3%*	1%	-	-	-	-
Bus drivers	3%	3%	-	-	-	-
Google Map	3%	-	-	-	-	-
Onboard information cards	2%	2%	3%	3%	2%	1%
Transit stores	2%	2%	1%	2%	1%	2%
CONNECT (onboard newsletter)	1%	2%	1%	6%	5%	8%
Other	4%	5%	6%	3%	3%	4%

* Statistically significant difference 2014 to 2012

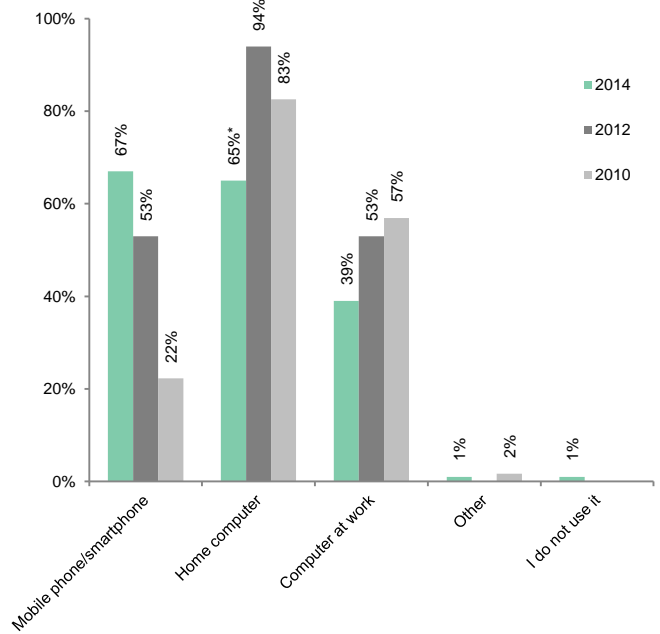
Q: What or who is your primary source for transit information?
N=5,157

Trip Planner and route/schedule pages are the features most used on metrotransit.org, however, utilization of each of these features has declined significantly since 2012. Use of mobile phone/smartphone to access metrotransit.org now surpasses both home and work computers.

Most used features on metrotransit.org



Access metrotransit.org



* Statistically significant difference 2014 to 2012

t Denotes less than 1%

Q: If you use metrotransit.org, which features do you use? (check all that apply)

N=1,352

In 2014, question presented on version B only.

Previous years labels 'Purchase/Add value to Go-To passes and cards' AND 'Check Go-To card or pass balance/transactional history' have been combined and compared to the 2014 label 'Manage Go-To cards'.

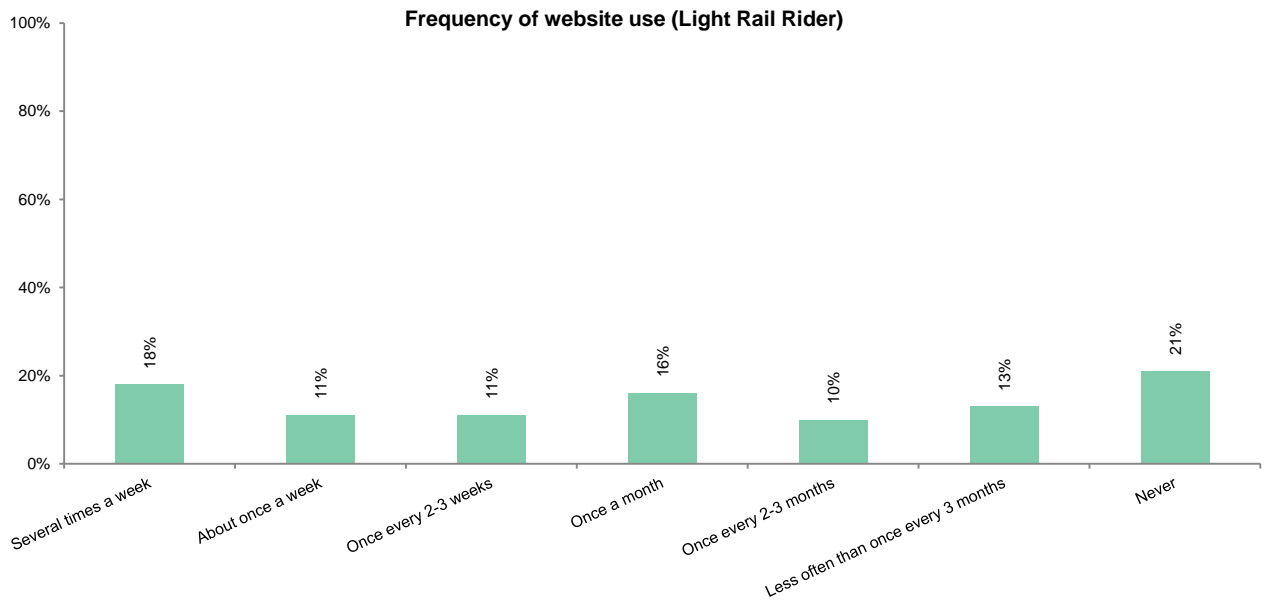
* Statistically significant difference 2014 to 2012

Q: If you use metrotransit.org, how do you access it? (check all that apply)

N=1,314

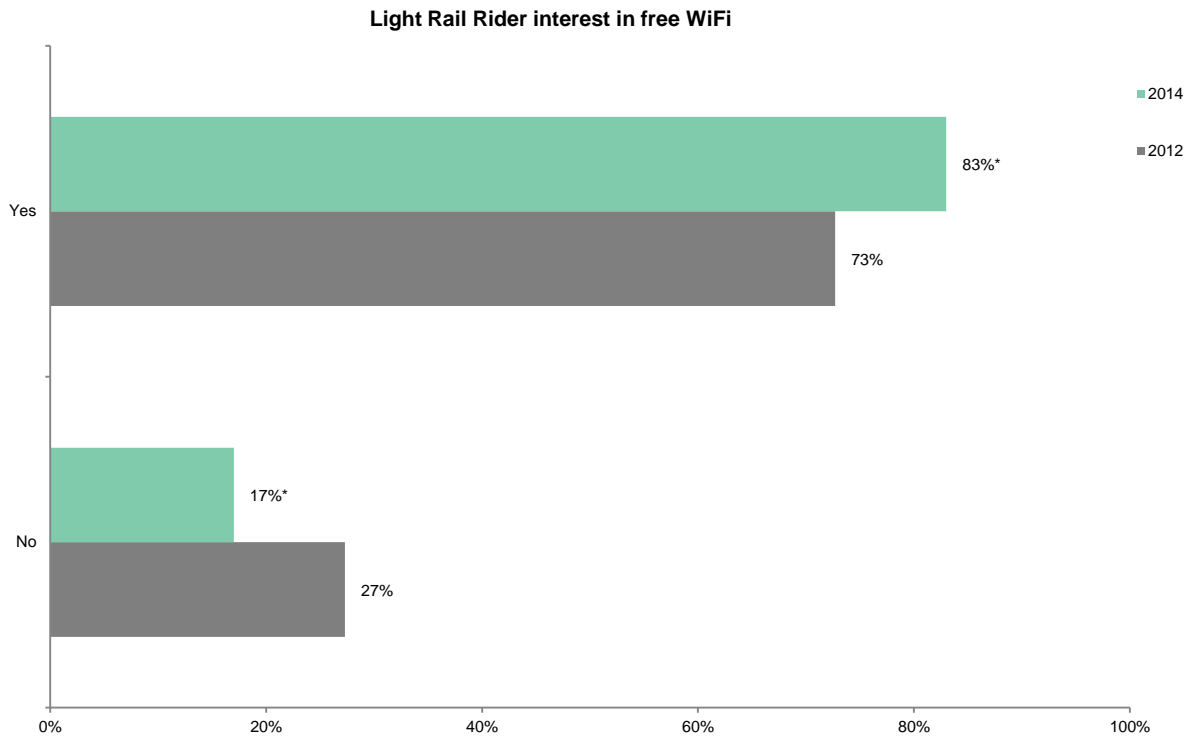
In 2014, question presented on version B only.

More than one-quarter of LRT riders (29%) uses the Metrotransit.org website at least once a week and over half (56%) use it monthly or more.



Q: How often, if ever, do you use the website metrotransit.org?
N=5,181

Interest in WiFi is growing with more than four-fifths (83%) indicating that they would use it if it were available for free, a significant increase since 2012.



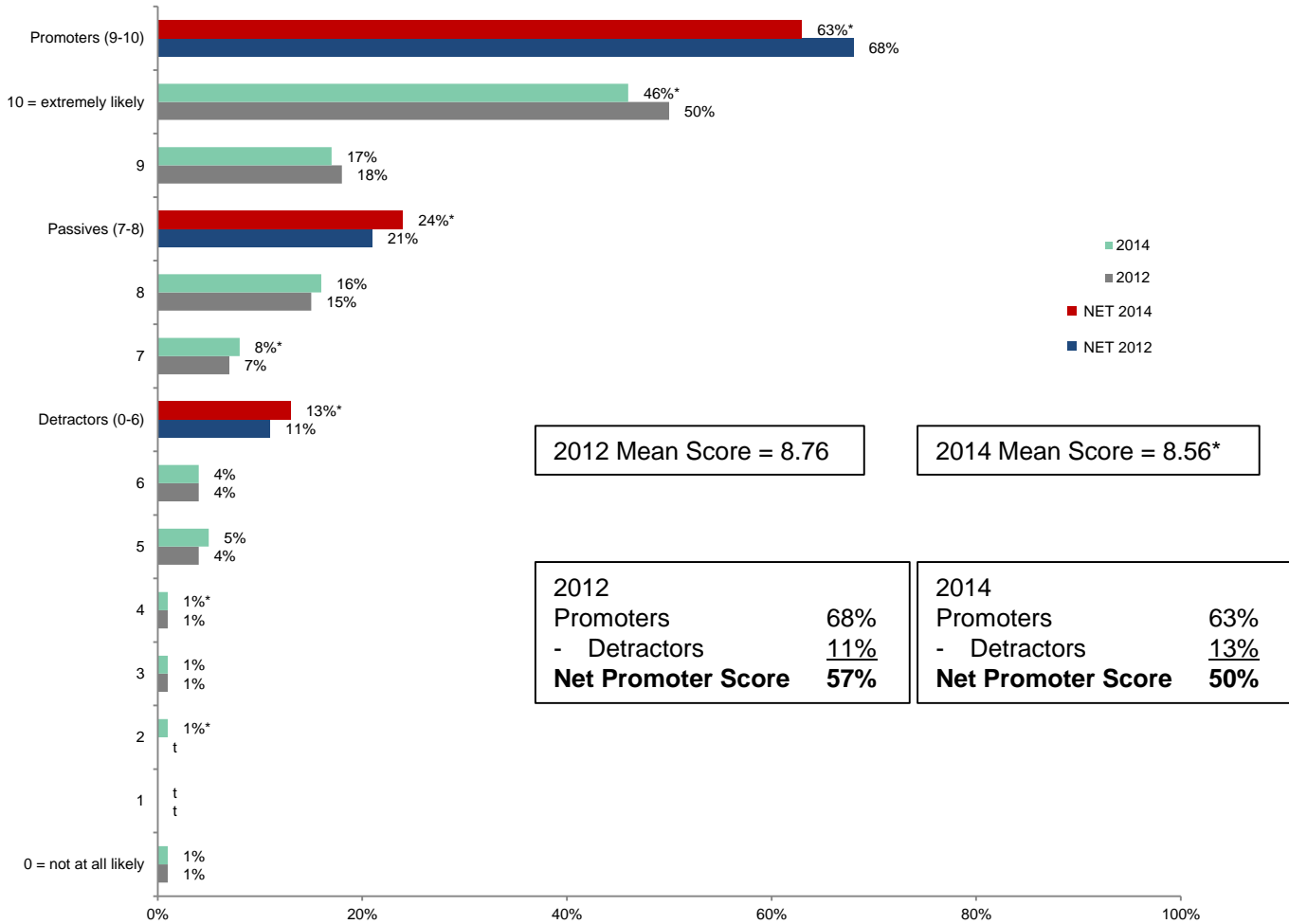
* Statistically significant difference 2014 to 2012

Q: If WiFi were available on the light rail for free, would you use it?
N=5,175

Likely to Recommend Metro Transit

Net Promoter Score (NPS) for Metro Transit is 50% among LRT respondents, a significant decline from the 2012 NPS of 57%.

Light Rail Rider likelihood to recommend



* Statistically significant difference 2014 to 2012

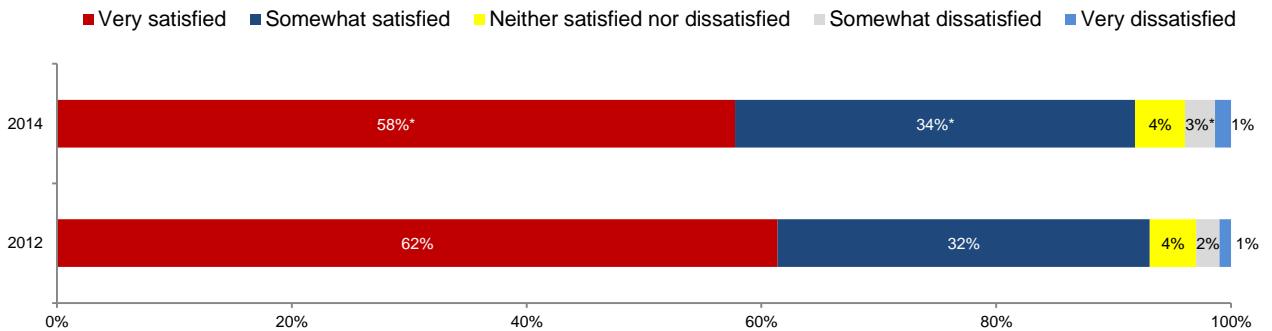
t Denotes less than 1%

Q: On a scale of 0-10, where "10" is "extremely likely" and "0" is "not at all likely", how likely is it that you would recommend Metro Transit to a friend or colleague?

N=5,269

Satisfaction with Metro Transit Experience

When asked about their Metro Transit experience, 92% report being satisfied (either very or somewhat) while 4% report being dissatisfied (either very or somewhat). Mean satisfaction with Metro Transit experience has declined significantly since 2012.

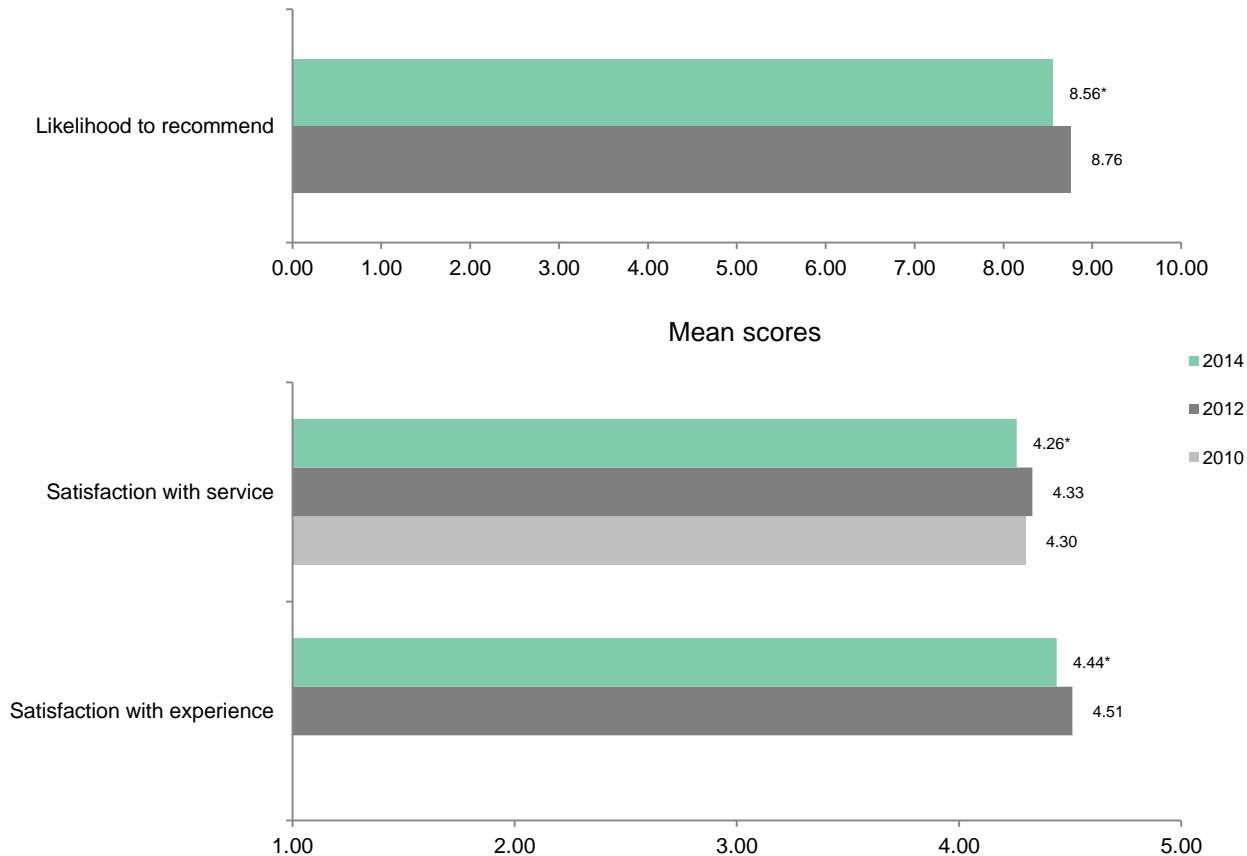


2014 Mean Score = 4.44*
2012 Mean Score = 4.51

* Statistically significant difference 2014 to 2012

Q: Overall, how satisfied are you with your Metro Transit experience?
N=5,230

All measures of rider satisfaction have fallen since 2012, including statistically significant declines in likelihood to recommend, satisfaction with service and satisfaction with experience.



* Statistically significant difference 2014 to 2012

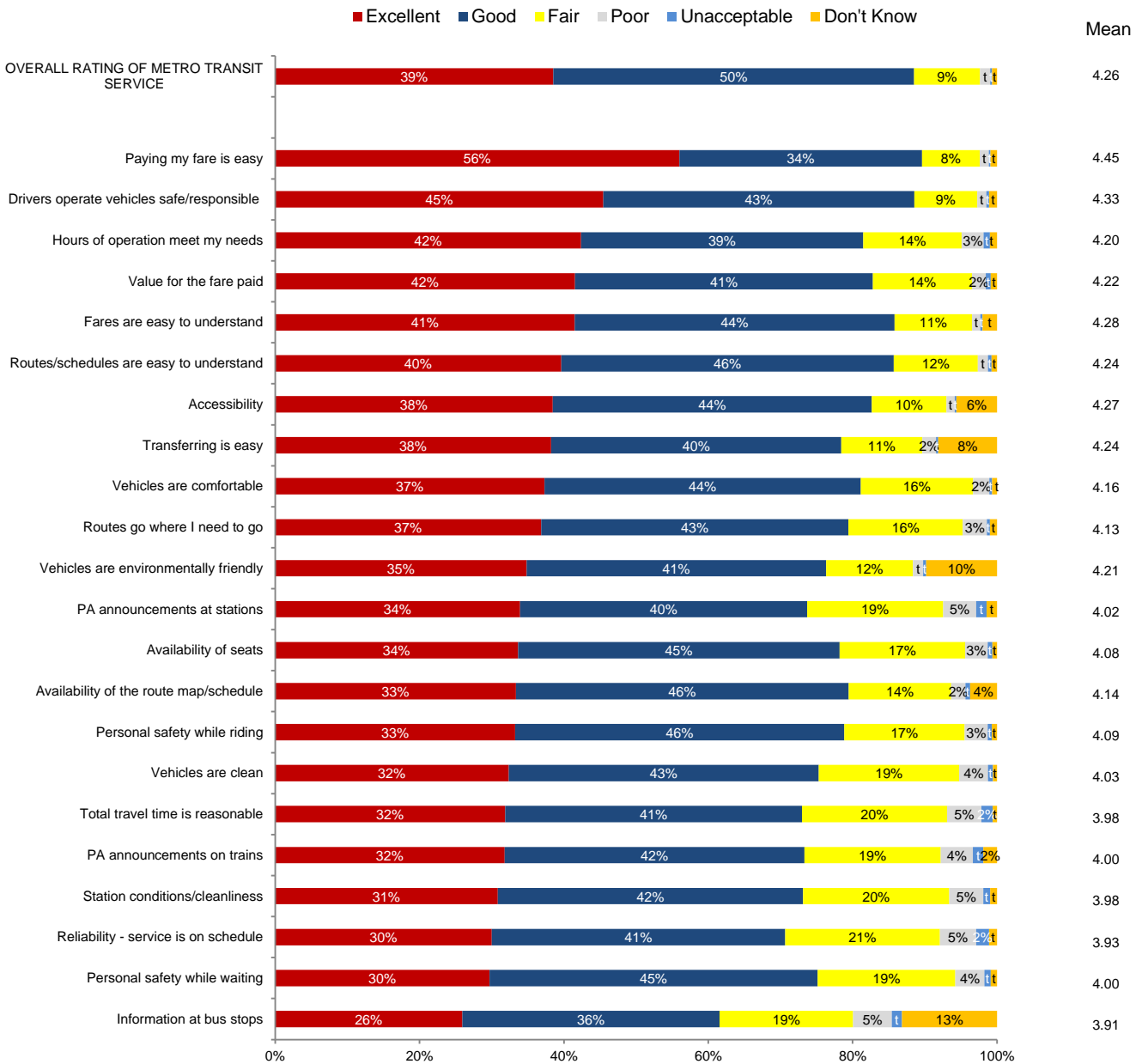
Q: How likely is it that you would recommend Metro Transit to a friend or colleague? N=5,269

Q: Overall rating of Metro Transit service? N=5,041

Q: Overall, how satisfied are you with your Metro Transit experience? N=5,230

Performance Ratings

LIGHT RAIL TRENDS



t Denotes 1% or less

Q: Please rate Metro Transit's performance on the following elements of light rail service:

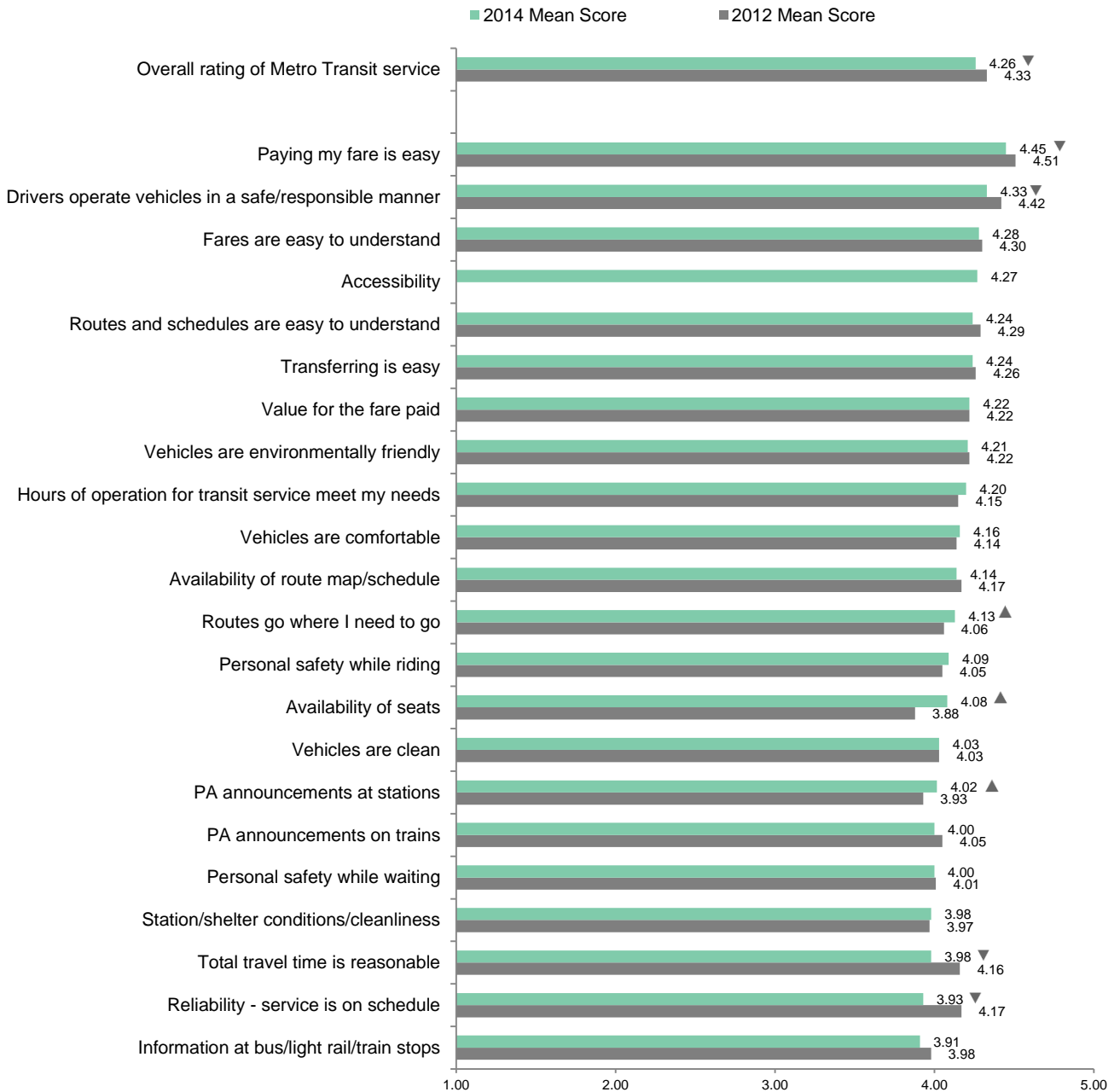
N=2,350-2,684

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.



Performance Ratings

LIGHT RAIL TRENDS



▲ Denotes that 2014 data is significantly higher than 2012
 ▼ Denotes that 2014 data is significantly lower than 2012

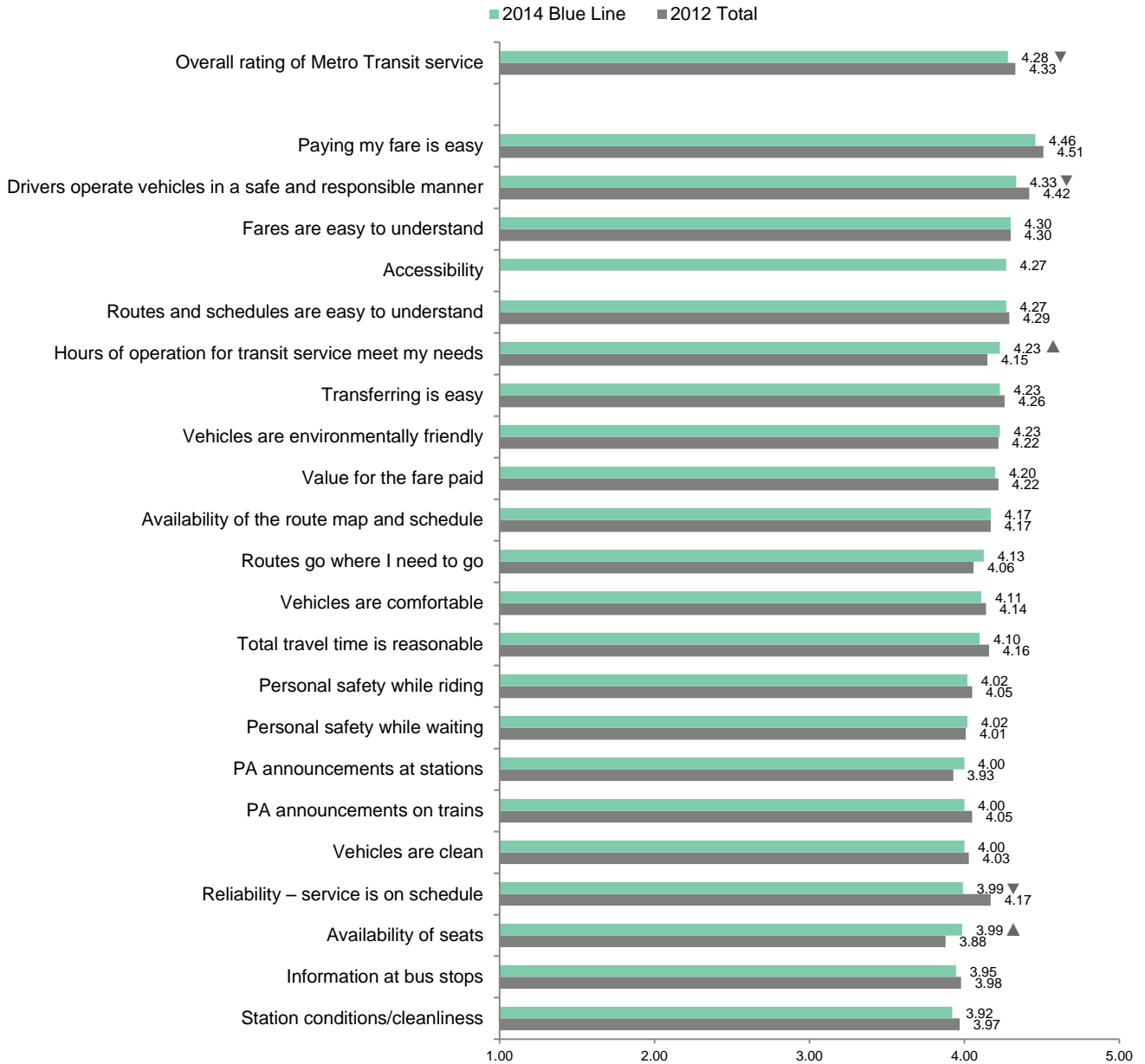
Q: Please rate Metro Transit's performance on the following elements of light rail service:

N=2,350-2,684

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.

Performance Ratings – Blue Line Trend

When comparing 2014 Blue Line performance ratings with 2012, two measures improved significantly (hours of operation meet my needs and availability of seats) while three measures declined significantly (overall rating of service, drivers operate vehicles in a safe and responsible manner and reliability – service is on schedule).



*Statistically significant difference

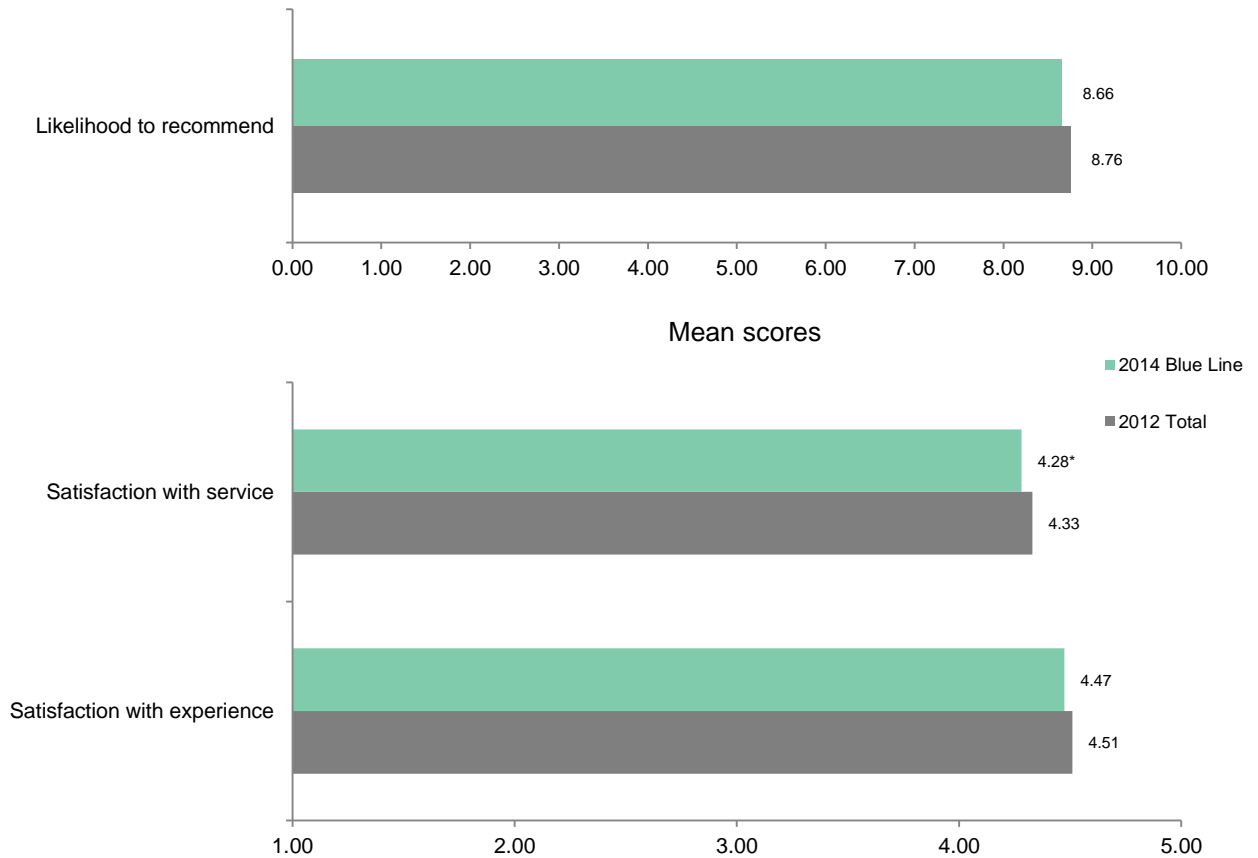
▲ Denotes that 2014 data is significantly higher than 2012
▼ Denotes that 2014 data is significantly lower than 2012

Q: Please rate Metro Transit's performance on the following elements of light rail service:
N=1,107-2,361 (2014)

Overall satisfaction was asked of all respondents. All other attributes were divided evenly between survey versions.

Satisfaction – Blue Line Trend

All three measures of satisfaction are directionally lower for 2014 Blue Line when compared with 2012. The decline in satisfaction with service is significant.



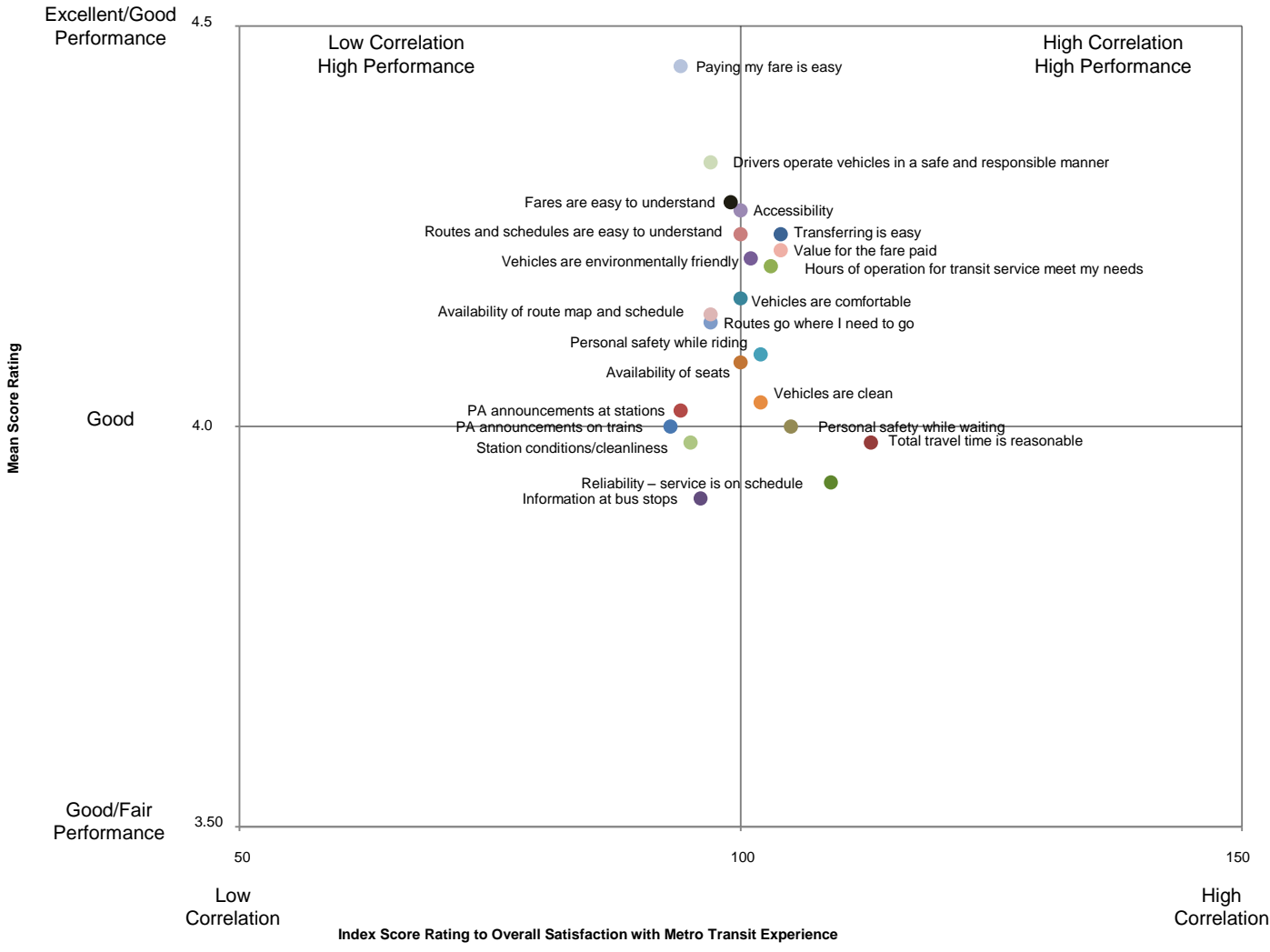
* Statistically significant difference

Q: How likely is it that you would recommend Metro Transit to a friend or colleague? N=2,459

Q: Overall rating of Metro Transit service? N=2,361

Q: Overall, how satisfied are you with your Metro Transit experience? N=2,442

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For LRT riders, areas with the greatest opportunities include total travel time is reasonable and reliability – service is on schedule. In addition, personal safety while waiting and vehicles are clean warrant attention.



Mean scores of rating Metro Transit's performance on the following elements of service and Pearson's Correlation to "overall satisfaction with service."
 N=2,435-5,041

Elements	Importance Index	Performance Mean
Total travel time is reasonable	113	3.98
Reliability – service is on schedule	109	3.93
Personal safety while waiting	105	4.00
Transferring is easy	104	4.24
Value for the fare paid	104	4.22
Hours of operation for transit service meet my needs	103	4.20
Personal safety while riding	102	4.09
Vehicles are clean	102	4.03
Vehicles are environmentally friendly	101	4.21
Accessibility	100	4.27
Routes and schedules are easy to understand	100	4.24
Vehicles are comfortable	100	4.16
Availability of seats	100	4.08
Fares are easy to understand	99	4.28
Drivers operate vehicles in a safe and responsible manner	97	4.33
Availability of the route map and schedule	97	4.14
Routes go where I need to go	97	4.13
Information at bus stops	96	3.91
Station conditions/cleanliness	95	3.98
Paying my fare is easy	94	4.45
PA announcements at stations	94	4.02
PA announcements on trains	93	4.00

*Mean scores of rating Metro Transit's performance on the following elements of service and Pearson's Correlation to "Overall Satisfaction with Service." "Don't know" responses were not included.
N=2,435-5,041*

Excellent/ Good Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Paying my fare is easy	4.45	4.51	same
Drivers operate vehicles in a safe and responsible manner	4.33	4.42	E/G & High
Fares are easy to understand	4.28	4.30	E/G & High
Availability of the route map and schedule	4.14	4.17	E/G & High
Routes go where I need to go	4.13	4.06	same
PA announcements at stations	4.02	3.93	G/F & Low
PA announcements on trains	4.00	4.05	same

Excellent/Good Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Accessibility	4.27	NA	NA
Transferring is easy	4.24	4.26	E/G & Low
Routes and schedules are easy to understand	4.24	4.29	same
Value for the fare paid	4.22	4.22	E/G & Low
Vehicles are environmentally friendly	4.21	4.22	same
Hours of operation for transit service meet my needs	4.20	4.15	same
Vehicles are comfortable	4.16	4.14	same
Personal safety while riding	4.09	4.05	same
Availability of seats	4.08	3.88	G/F & Low
Vehicles are clean	4.03	4.03	same
Personal safety while waiting	4.00	4.01	same

Good/ Fair Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Station conditions/cleanliness	3.98	3.97	same
Information at bus stops	3.91	3.98	same

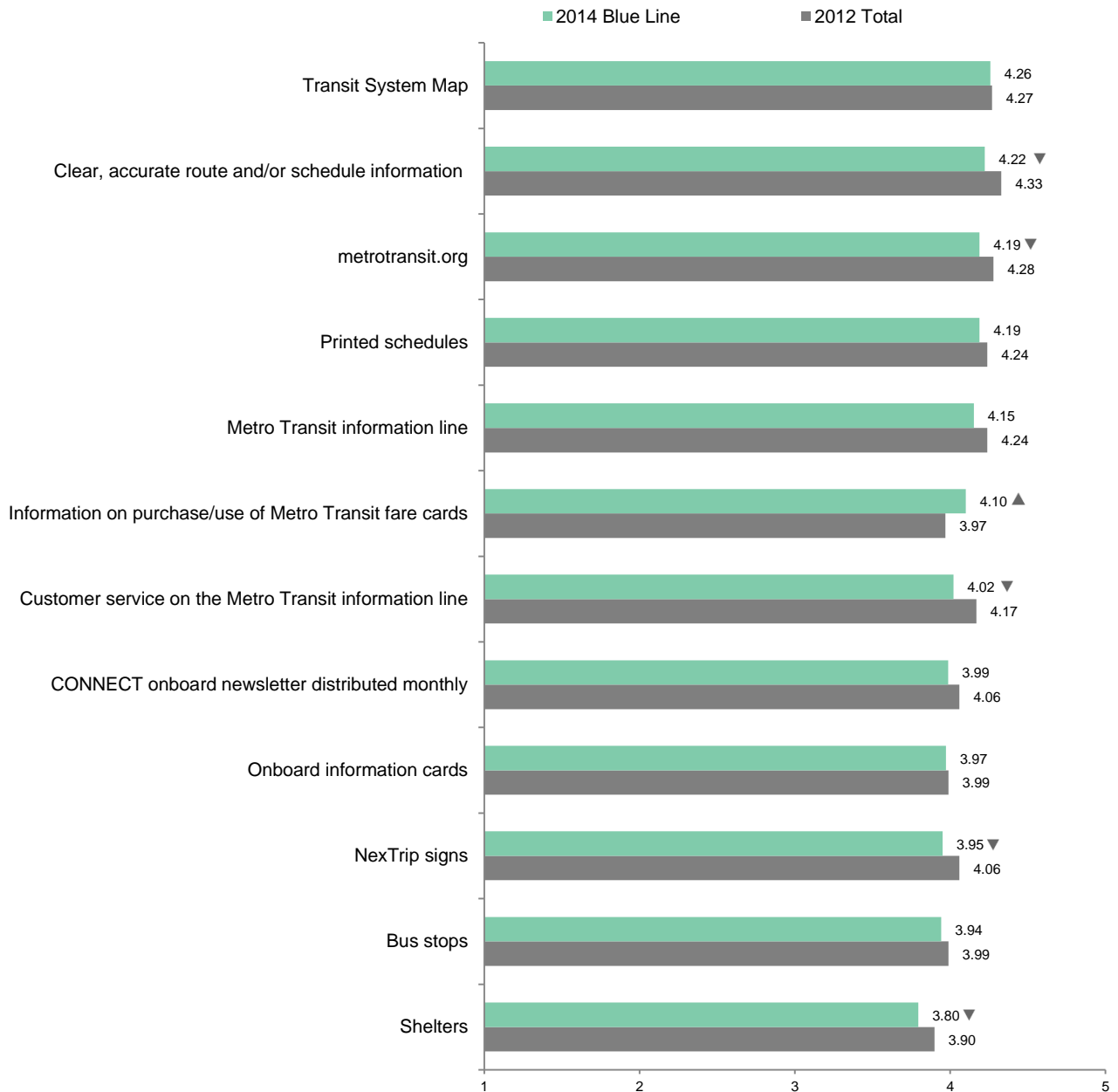
Good/ Fair Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Total travel time is reasonable	3.98	4.16	E/G & High
Reliability – service is on schedule	3.93	4.17	E/G & High

Q: Please rate Metro Transit's performance on the following elements of experience
N=2,435-5,041

Communication Ratings— Blue Line Trend

LIGHT RAIL TRENDS

When comparing 2014 Blue Line communication ratings with 2012, one measure improved significantly (info on purchase of fare cards) while five measures declined significantly (clear route and schedule info, metrotransit.org, customer service on Metro Transit line, NexTrip signs and shelters).



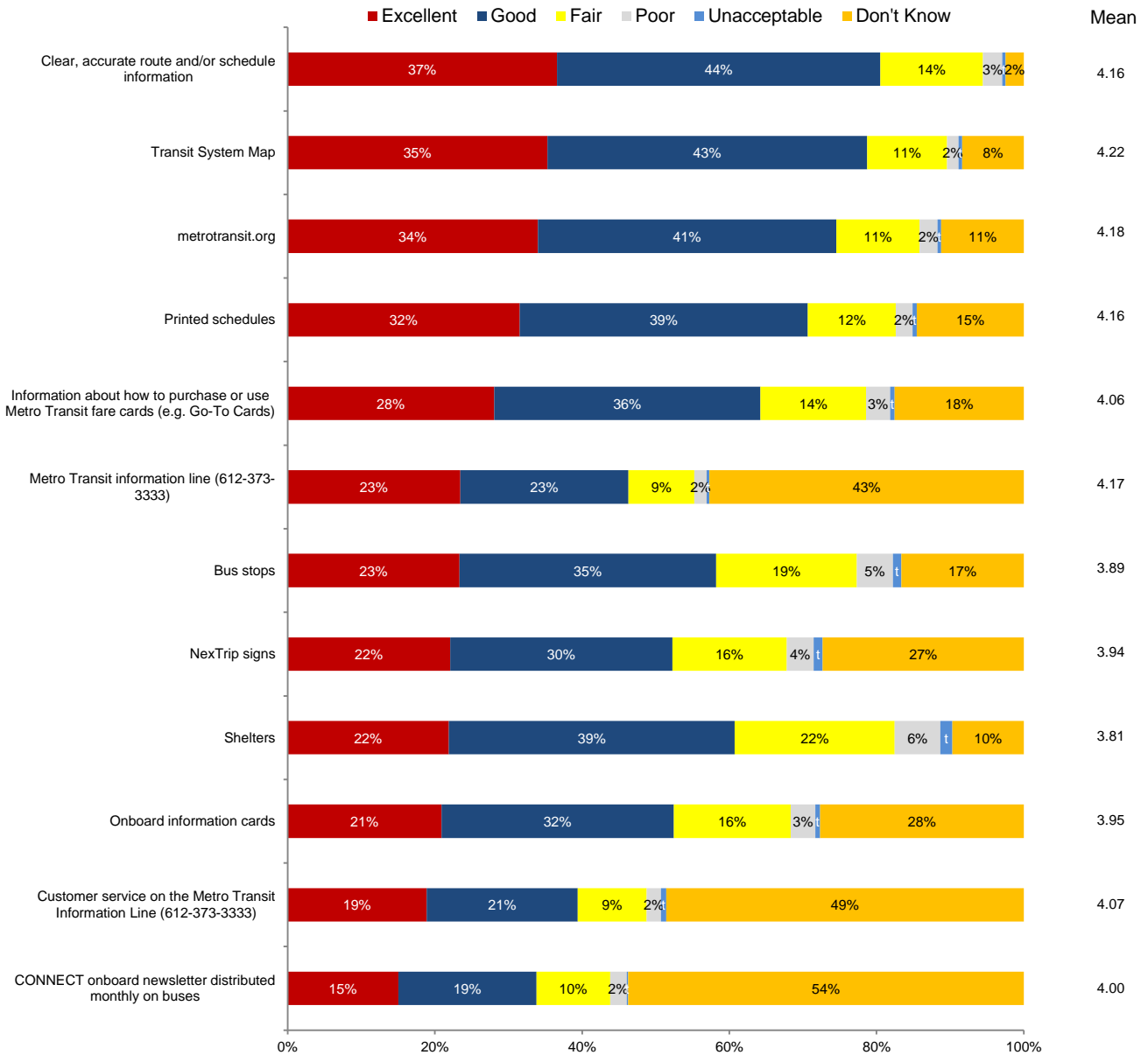
* Statistically significant difference

Q: Please rate how well we are communicating with you in the following areas by providing:

N=1,070-1,274

Attributes were divided evenly between survey versions.

Communication Ratings



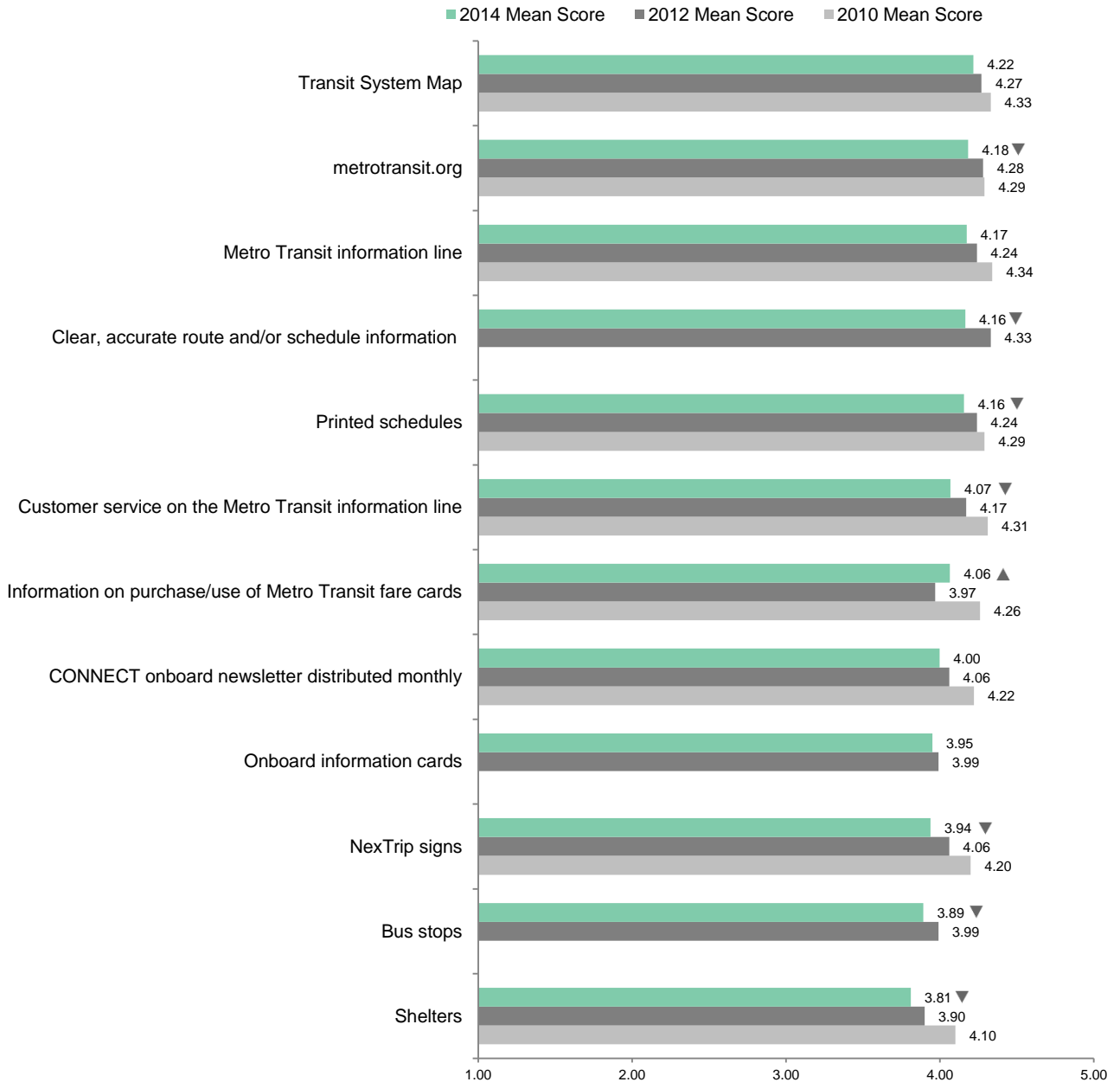
^t Denotes 1% or less

Q: Please rate how well we are communicating with you in the following areas by providing:

N=2,435-5,041

Attributes were divided evenly between survey versions.

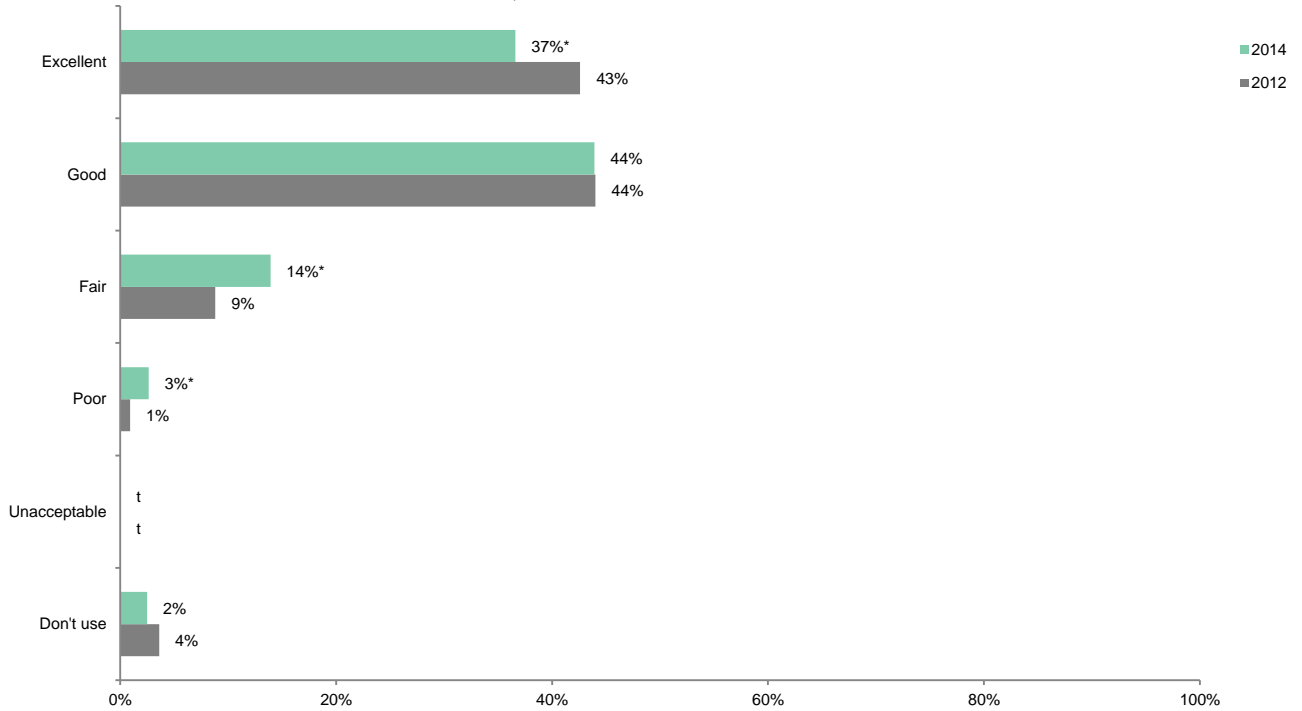
Communication Ratings



Q: Please rate how well we are communicating with you in the following areas by providing:
 N=2,435-5,041
 Attributes were divided evenly between survey versions.

▲ Denotes that 2014 data is significantly higher than 2012
 ▼ Denotes that 2014 data is significantly lower than 2012

LIGHT RAIL RIDER RATING: CLEAR, ACCURATE ROUTE AND/OR SCHEDULE INFORMATION



2014 Mean Score = 4.16*
2012 Mean Score = 4.33

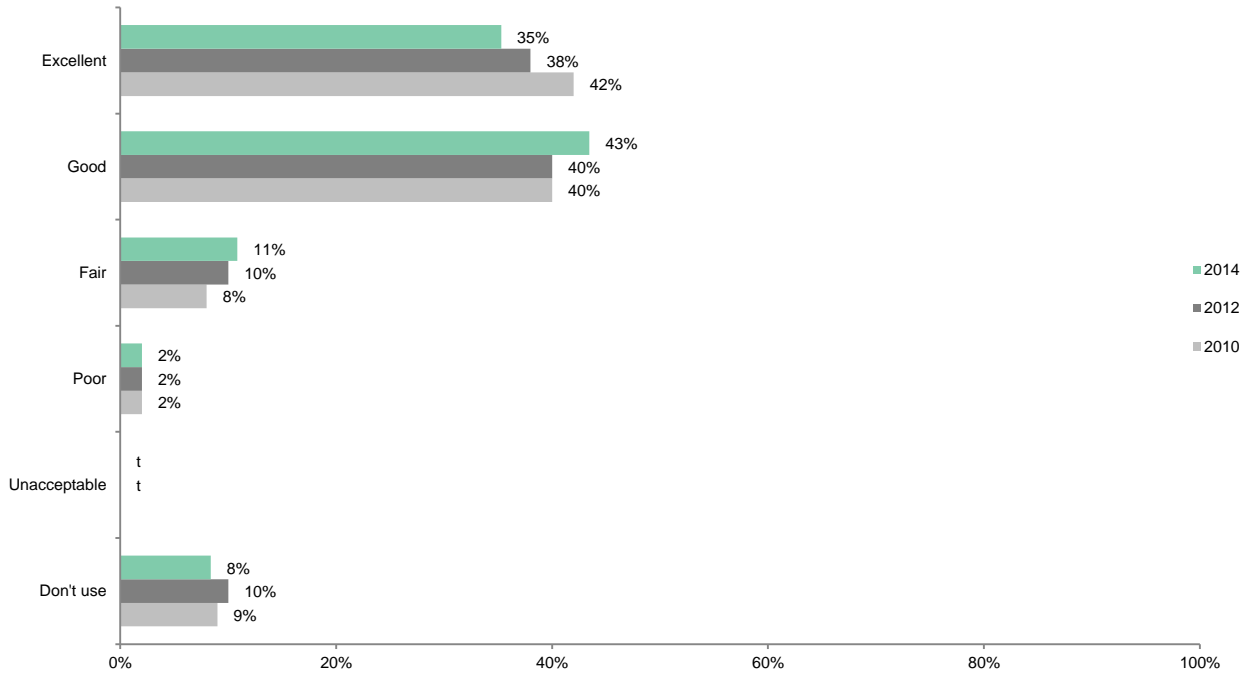
* Statistically significant difference 2014 to 2012

t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing clear, accurate route and/or schedule information
N=2,500

In 2014, question presented on version A only.

LIGHT RAIL RIDER RATING: TRANSIT SYSTEM MAP



Rating	2014	2012	2010	2008	2006	2005
Excellent	35%	38%	42%	38%	39%	38%
Good	43%	40%	40%	40%	41%	39%
Fair	11%	10%	8%	5%	5%	5%
Poor	2%	2%	2%	1%	8%	1%
Unacceptable	< 1%	< 1%	0%	0%	1%	4%
Don't use	8%	10%	9%	15%	15%	17%
Mean score	4.22	4.27	4.33	-	-	-

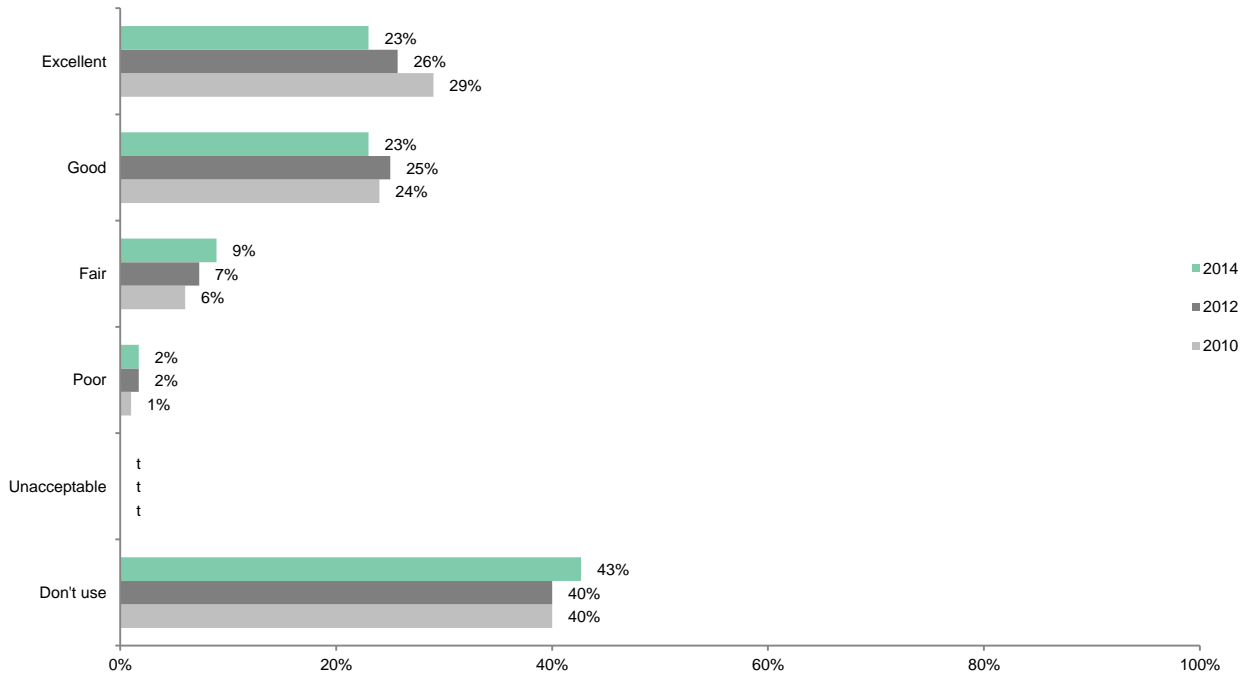
t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing the Transit System Map

N=2,684

In 2014, question presented on version B only.

LIGHT RAIL RIDER RATING: METRO TRANSIT INFORMATION LINE



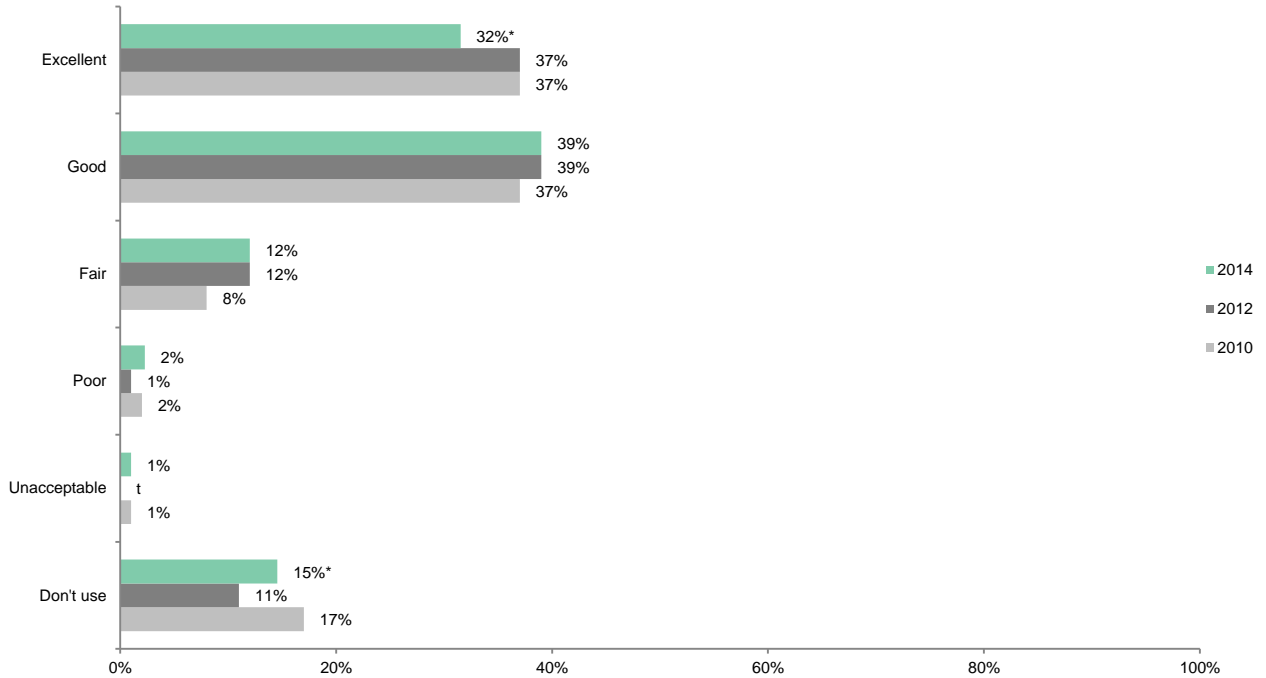
Rating	2014	2012	2010	2008	2006	2005
Excellent	23%	26%	29%	22%	20%	17%
Good	23%	25%	24%	24%	21%	18%
Fair	9%	7%	6%	5%	4%	5%
Poor	2%	2%	1%	1%	9%	1%
Unacceptable	< 1%	< 1%	< 1%	0%	0%	0%
Don't use	43%	40%	40%	48%	53%	59%
Mean score	4.17	4.24	4.34	-	-	-

t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing the Metro Transit information line (612-373-3333)
N=2,401

In 2014, question presented on version A only.

LIGHT RAIL RIDER RATING: PRINTED SCHEDULES



Rating	2014	2012	2010	2008	2006	2005
Excellent	32%*	37%	37%	34%	34%	33%
Good	39%	39%	37%	40%	38%	37%
Fair	12%	12%	8%	7%	7%	7%
Poor	2%	1%	2%	0%	1%	1%
Unacceptable	1%	< 1%	1%	1%	0%	0%
Don't use	15%*	11%	17%	17%	20%	22%
Mean score	4.16*	4.24	4.29	-	-	-

* Statistically significant difference 2014 to 2012

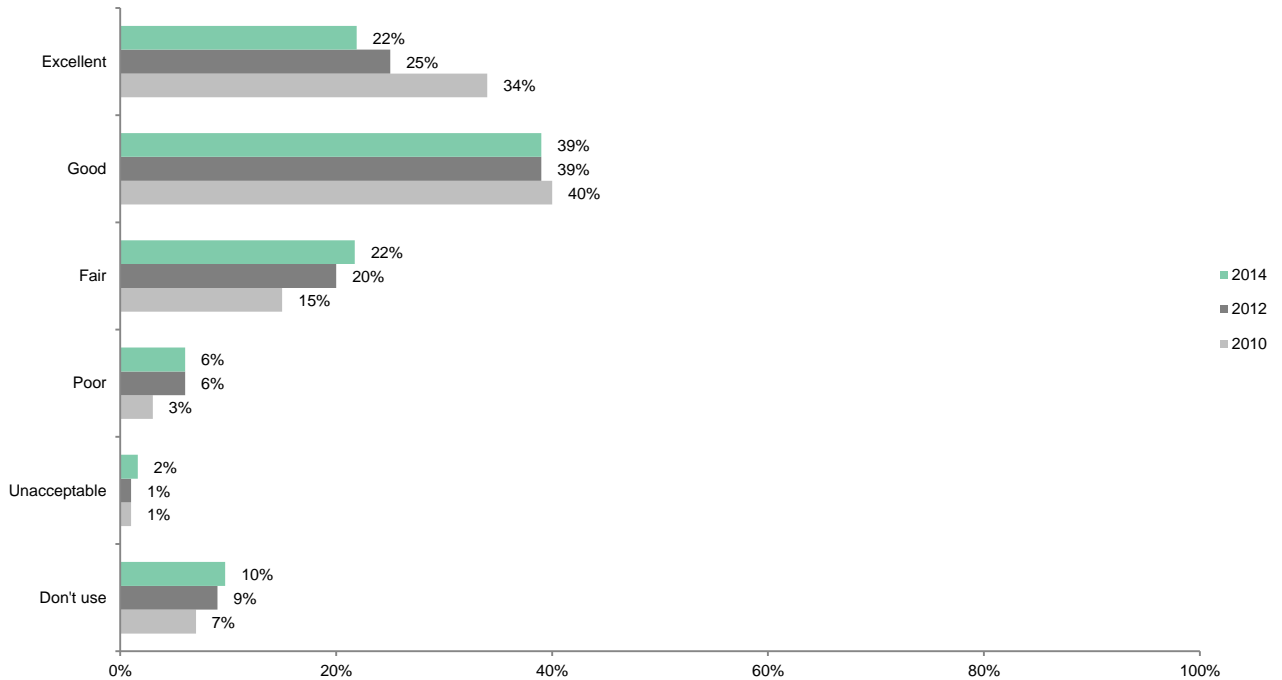
t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing printed schedules

N=2,646

In 2014, question presented on version B only.

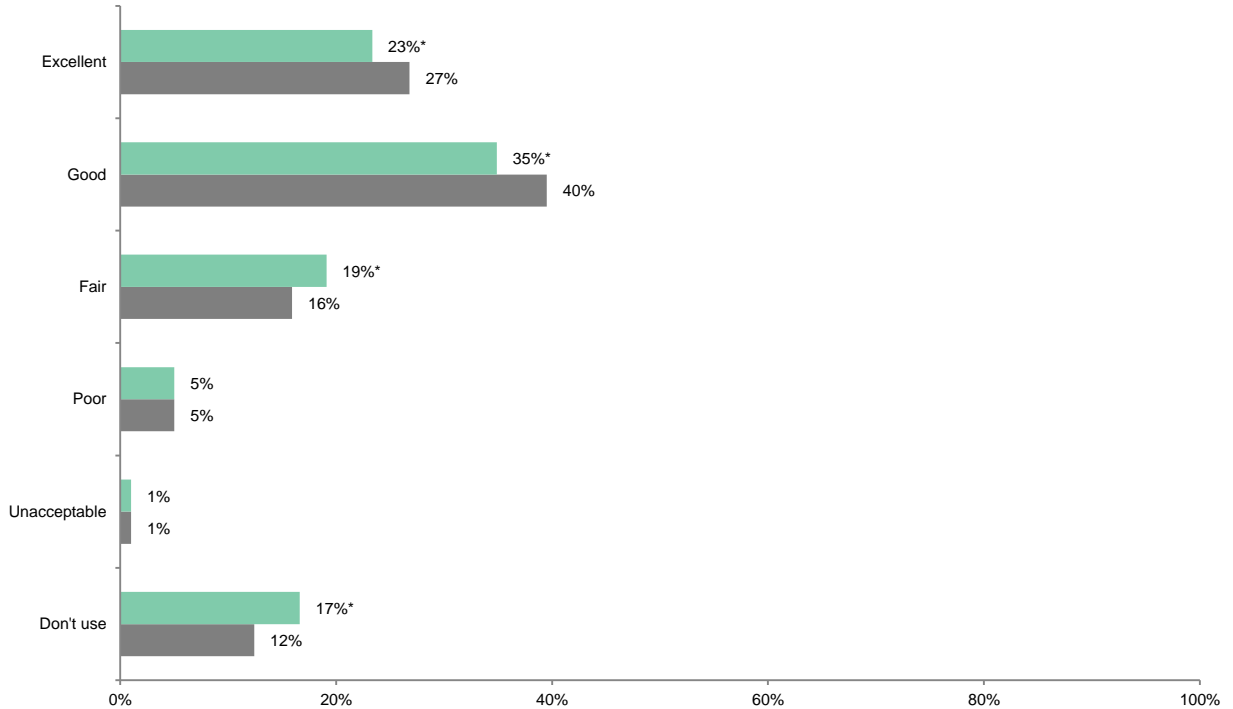
LIGHT RAIL RIDER RATING: SHELTERS



Rating	2014	2012	2010	2008	2006	2005
Excellent	22%	25%	34%	33%	26%	28%
Good	39%	39%	40%	43%	39%	37%
Fair	22%	20%	15%	14%	13%	13%
Poor	6%	6%	3%	4%	5%	4%
Unacceptable	2%	1%	1%	1%	1%	1%
Don't use	10%	9%	7%	7%	16%	17%
Mean score	3.81*	3.90	4.10	-	-	-

Q: Please rate how well we are communicating with you in the following areas by providing shelters
 N=2,407
 In 2014, question presented on version A only.

LIGHT RAIL RIDER RATING: BUS STOPS



2014 Mean Score = 3.89*
2012 Mean Score = 3.99

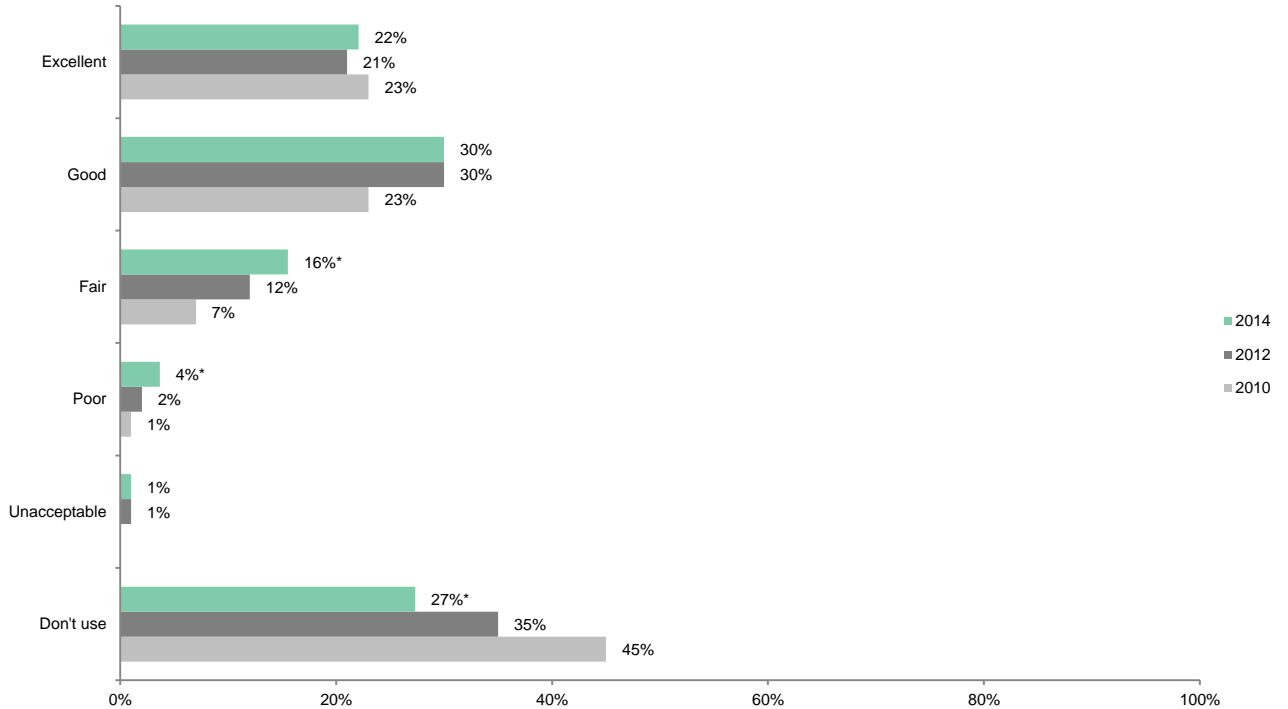
* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing bus stops

N=2,592

In 2014, question presented on version B only.

LIGHT RAIL RIDER RATING: NEXTRIP SIGNS

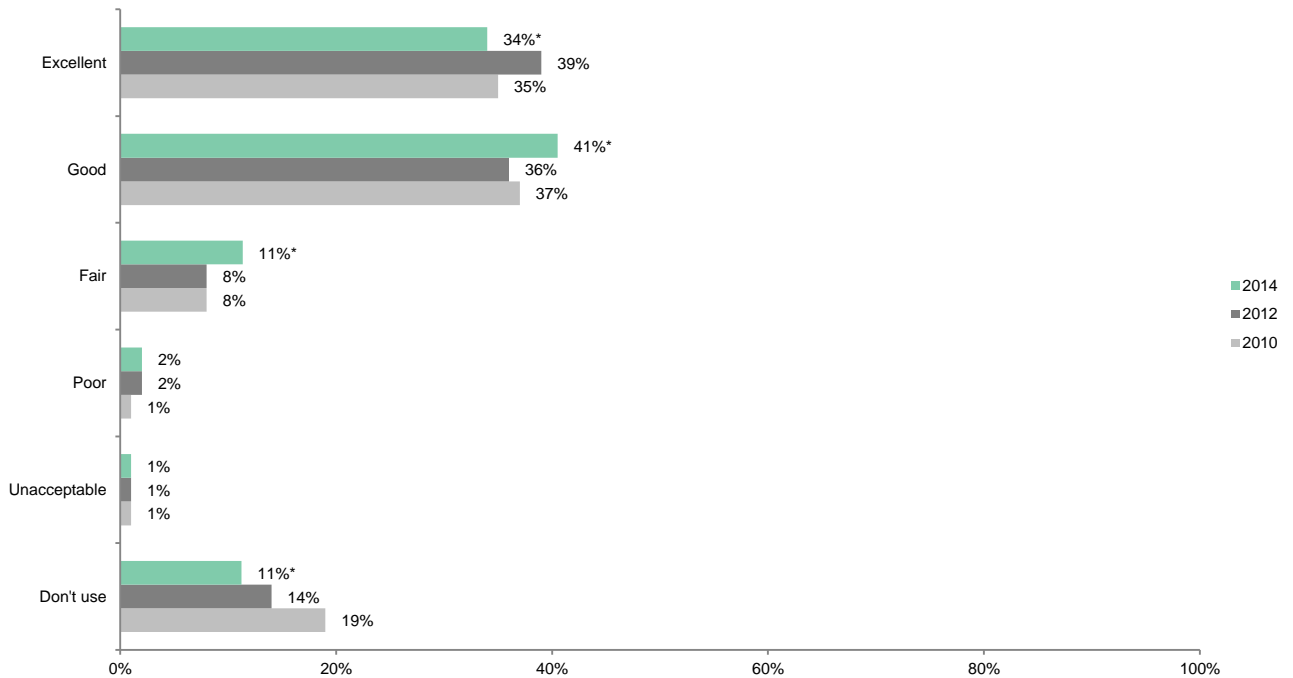


2014 Mean Score = 3.94*
 2012 Mean Score = 4.06
 2010 Mean Score = 4.20

* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing NexTrip signs
 N=2,350
 In 2014, question presented on version A only.

LIGHT RAIL RIDER RATING: METROTRANSIT.ORG



Rating	2014	2012	2010	2008	2006	2005
Excellent	34%*	39%	35%	34%	34%	36%
Good	41%*	36%	37%	37%	33%	34%
Fair	11%*	8%	8%	7%	5%	7%
Poor	2%	2%	1%	1%	2%	1%
Unacceptable	1%	1%	1%	1%	0%	1%
Don't use	11%*	14%	19%	20%	26%	21%
Mean score	4.18*	4.28	4.29	-	-	-

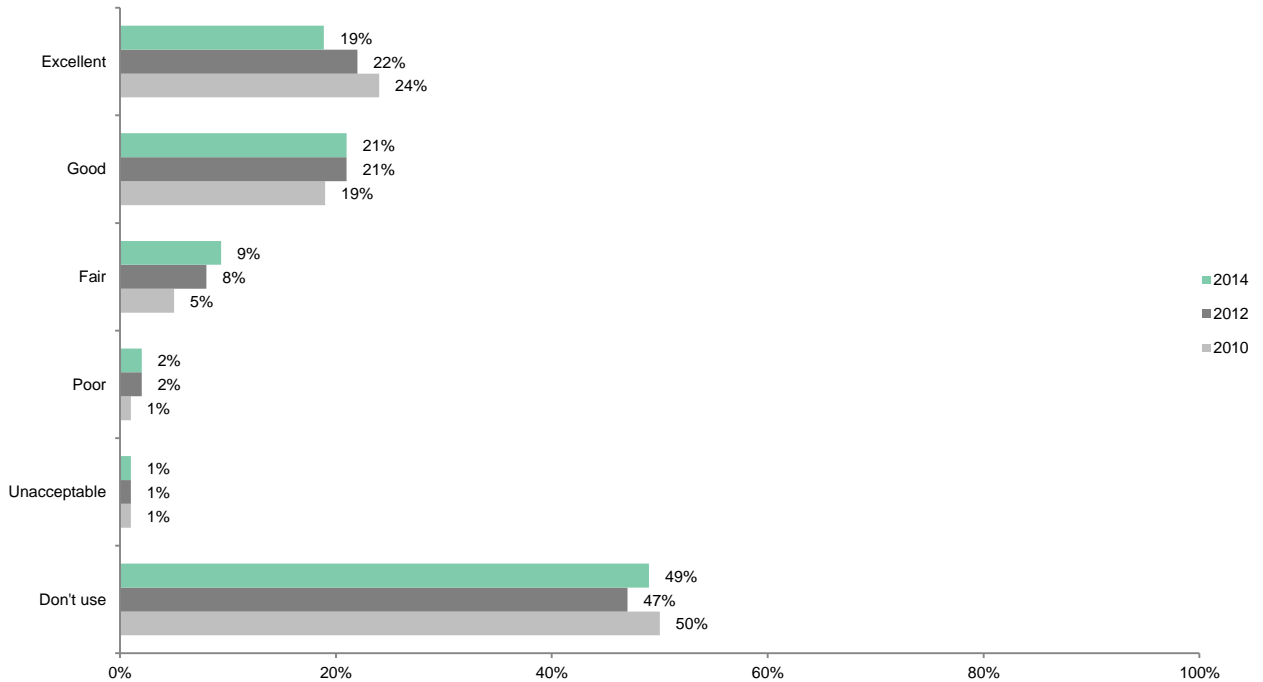
* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing metrotransit.org

N=2,559

In 2014, question presented on version B only.

LIGHT RAIL RIDER RATING: CUSTOMER SERVICE ON THE METRO TRANSIT INFORMATION LINE



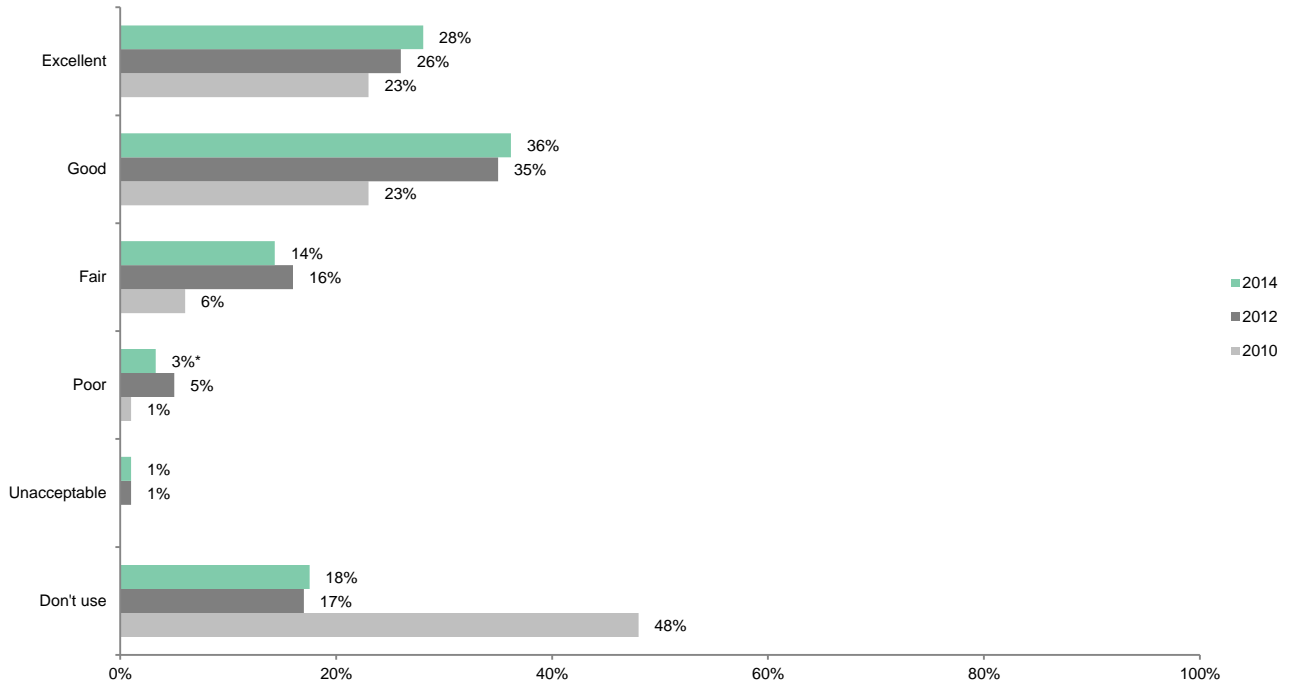
Rating	2014	2012	2010	2008	2006	2005
Excellent	19%	22%	24%	22%	20%	19%
Good	21%	21%	19%	22%	21%	16%
Fair	9%	8%	5%	4%	4%	4%
Poor	2%	2%	1%	1%	1%	1%
Unacceptable	1%	1%	1%	0%	0%	0%
Don't use	49%	47%	50%	51%	53%	60%
Mean score	4.07*	4.17	4.31	-	-	-

Q: Please rate how well we are communicating with you in the following areas by providing customer service on the Metro Transit information line (612-373-3333)

N=2,382

In 2014, question presented on version A only.

LIGHT RAIL RIDER RATING: INFORMATION ABOUT HOW TO PURCHASE OR USE METRO TRANSIT FARE CARDS



Rating	2014	2012	2010	2008	2006	2005
Excellent	28%	26%	23%	23%	21%	21%
Good	36%	35%	23%	24%	23%	24%
Fair	14%	16%	6%	6%	6%	8%
Poor	3%*	5%	1%	1%	2%	2%
Unacceptable	1%	1%	0%	0%	0%	0%
Don't use	18%	17%	48%	46%	49%	45%
Mean score	4.06*	3.97	4.26	-	-	-

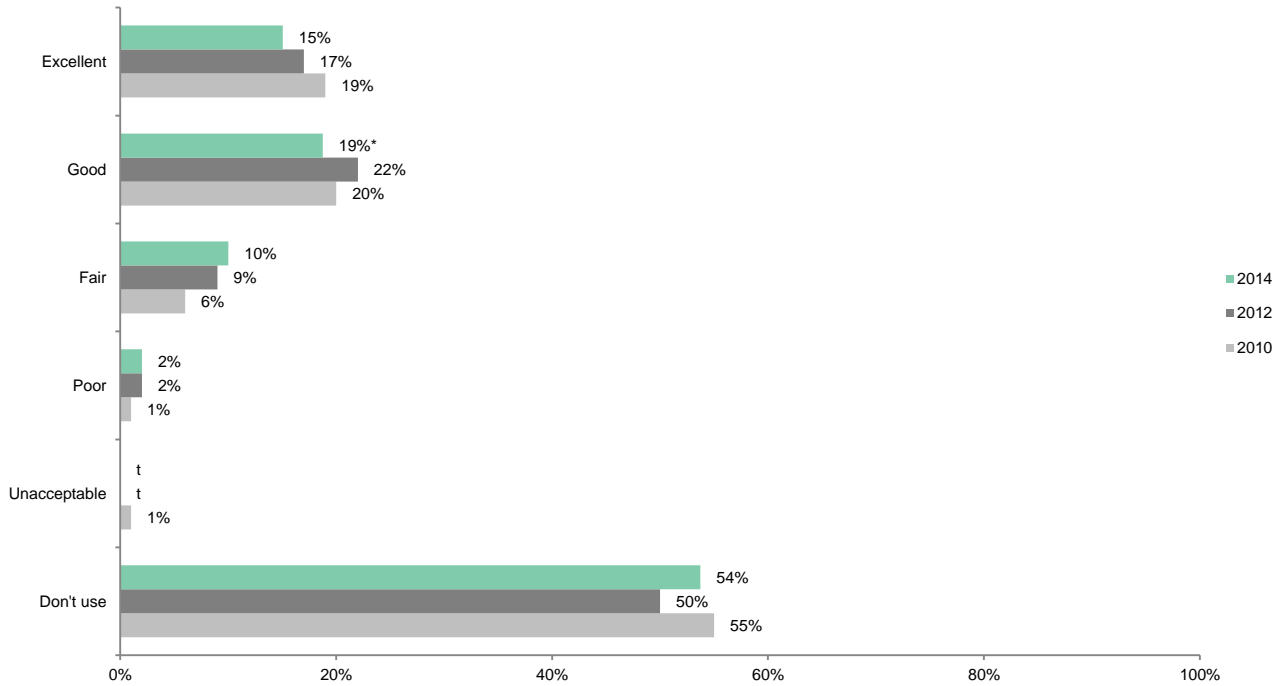
* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing information about how to purchase or use Metro Transit fare cards (e.g. Go-To Cards)

N=2,556

In 2014, question presented on version B only.

LIGHT RAIL RIDER RATING: "CONNECT" ONBOARD NEWSLETTERS DISTRIBUTED MONTHLY ON LIGHT RAIL



* Statistically significant difference 2014 to 2012

Rating	2014	2012	2010	2008
Excellent	15%	17%	19%	17%
Good	19%*	22%	20%	28%
Fair	10%	9%	6%	7%
Poor	2%	2%	1%	1%
Unacceptable	< 1%	< 1%	1%	0%
Don't use	54%	50%	55%	47%
Mean score	4.00	4.06	4.22	-

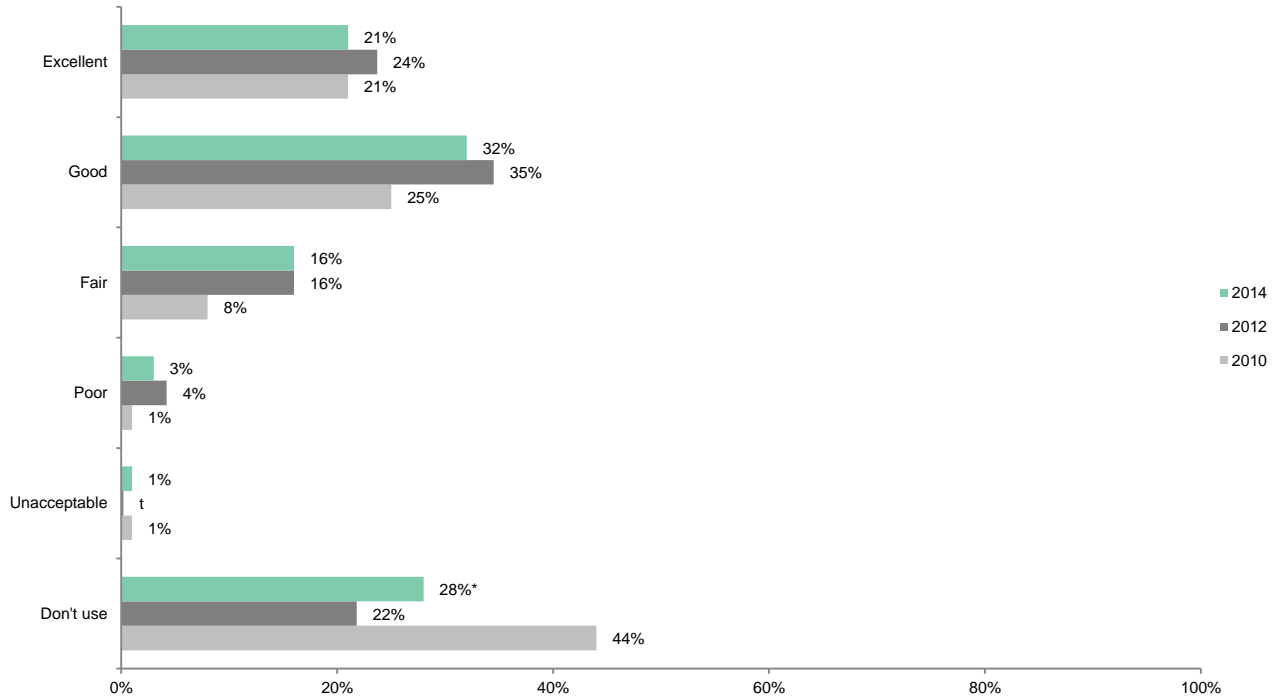
t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing CONNECT onboard newsletters distributed monthly on Light Rail

N=2,358

In 2014, question presented on version A only.

LIGHT RAIL RIDER RATING: ONBOARD INFORMATION CARDS



Rating	2014	2012	2010	2008	2006	2005
Excellent	21%	24%	21%	15%	18%	15%
Good	32%	35%	25%	29%	31%	24%
Fair	16%	16%	8%	7%	9%	12%
Poor	3%	4%	1%	2%	2%	2%
Unacceptable	1%	< 1%	1%	0%	0%	0%
Don't use	28%*	22%	44%	48%	40%	47%
Mean score	3.95	3.99	4.18	-	-	-

* Statistically significant difference 2014 to 2012

t Denotes less than 1%

Q: Please rate how well we are communicating with you in the following areas by providing onboard information cards

N=2,536

In 2014, question presented on version B only.

Northstar

DISTRIBUTED SURVEYS

Weekday Distributed 1,300 (est.)

COMPLETED RETURNS

Total Collected 493 (38%)

Collected weekday: 281

Collected weekend: 47

Mail Returns: 134

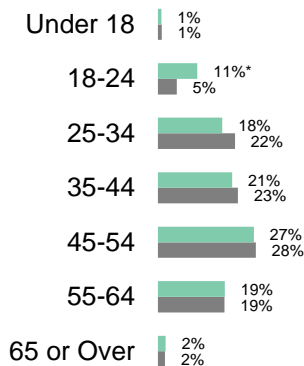
Online: 31



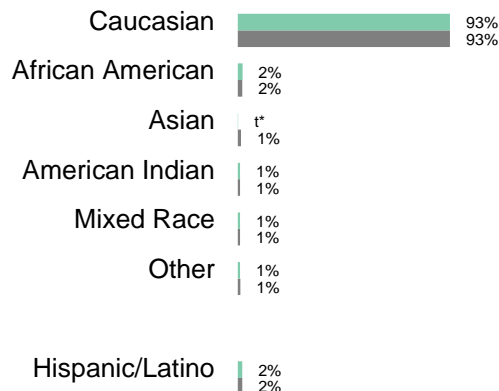
Demographics

- Top zip code origins: 55303, 55330, 55309
- Top zip code destinations: 55402, 55403, 55401
- Age of young adult riders (18-24) has increased significantly since 2012.
- Race and ethnicity of riders has remained unchanged since 2012.
- Annual HH income remains relatively stable since 2012.
- 56% female

Age

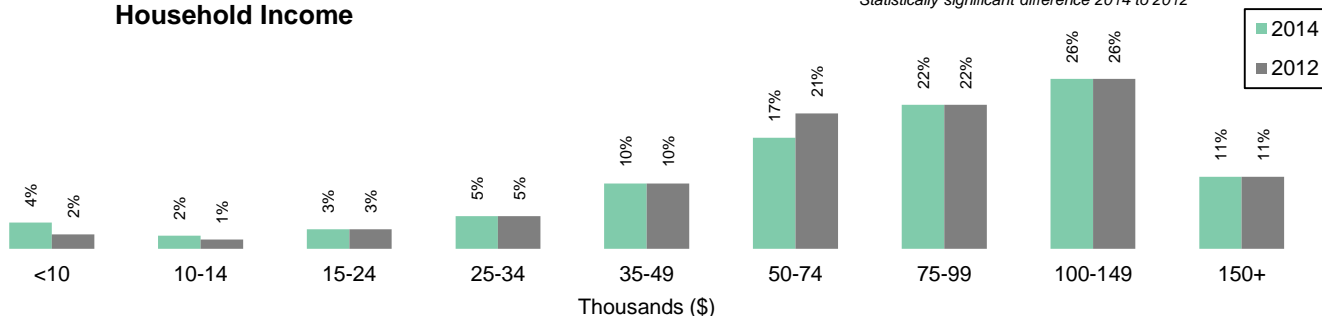


Race



t Denotes less than 1%
* Statistically significant difference 2014 to 2012

Household Income



RIDERSHIP

- 89% ride Northstar on weekdays and 7% ride on both weekdays and weekends.
- Over three-fifths ride Northstar five times a week (62%), with 80% riding at least four times a week.
- Work is the primary trip purpose (85%), with school (8%) a distant second.
- Only 7% have no working automobiles available for use.
- Nearly two-thirds (65%) would drive alone if Northstar was not available.
- Over three-fourths (76%) use Park & Ride.

INFLUENCES

- 63% report their employer or an organization they are involved with offer transit passes, and of those, 67% cover part of the cost.
- Moved home or job location (39%) and rising fuel or prices/auto expenses (24%) are the top influences to first try transit.

PREFERENCES

- For 77%, avoiding stress of driving and saving money on gas/auto expenses (76%) are the main reason for using transit.
- Over half (53%) use metrotransit.org as their primary source for transit information with the primary features being route/schedule pages, manage Go-To cards and trip planner.
- 88% of riders use Go-To technology to pay their fare.

METRO TRANSIT RATINGS

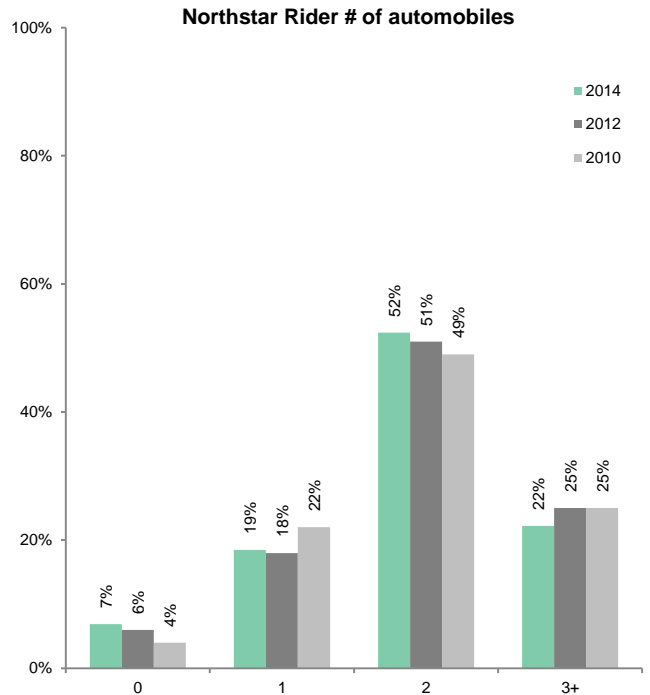
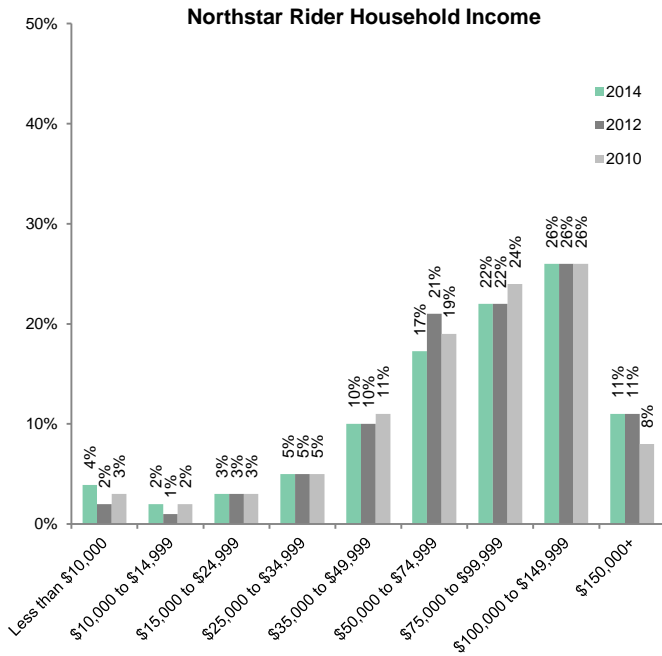
High Correlation, High Performance

- Vehicles are comfortable
- Vehicles are environmentally friendly

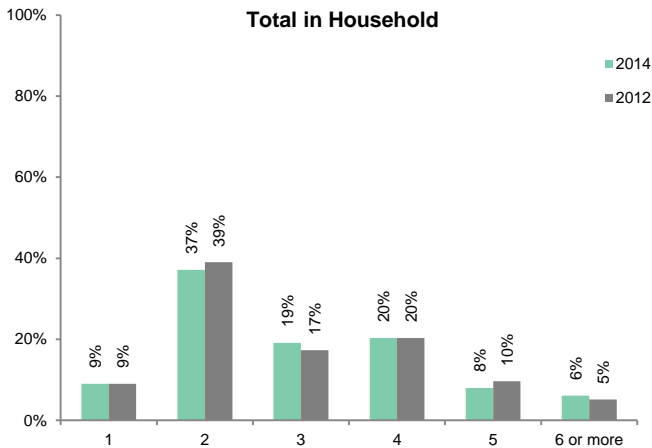
High Correlation, Lower Performance

- Total travel time is reasonable
- Reliability – service on schedule
- Value for the fare paid
- Information at stations
- Availability of seats
- PA announcements on trains
- PA announcements at stations
- Hours of operation for transit service meet my needs

Household incomes of riders have remained relatively stable since 2012 with some directional increases among households with lower incomes. Access to working vehicles also remains consistent with a slight trend toward fewer working vehicles available. Over half (54%) report having 3 or more people living in their household.



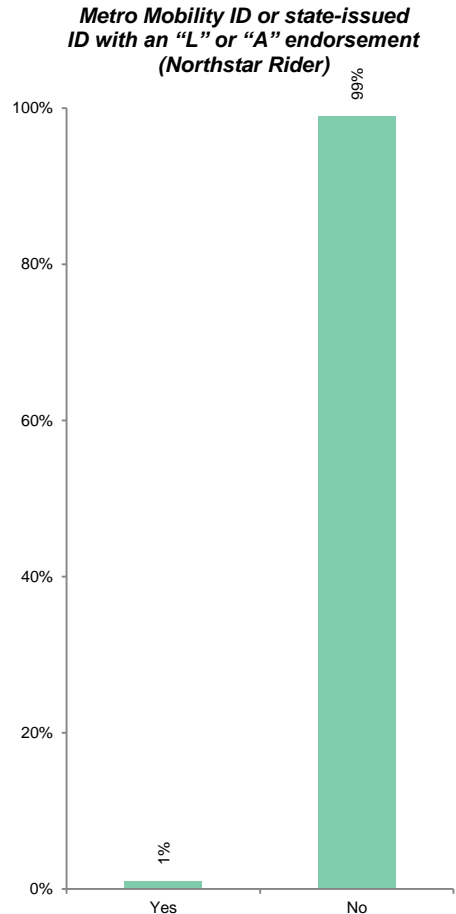
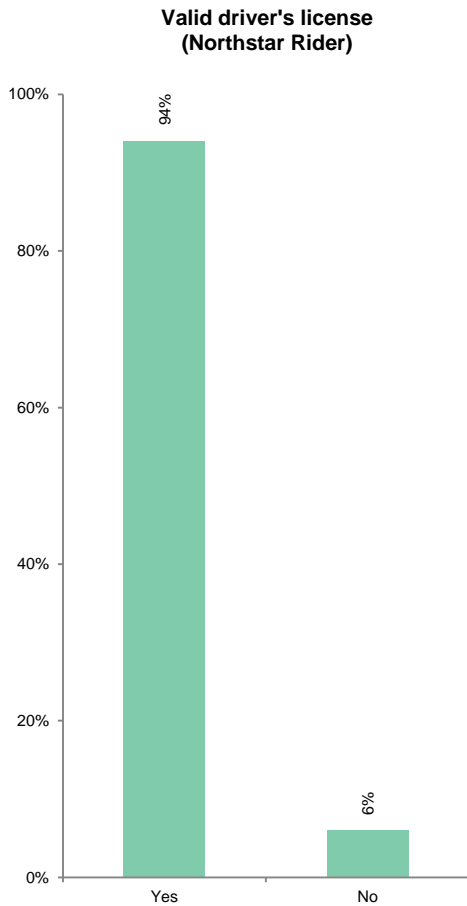
Q: Approximately what was your total household income last year before taxes?
N=411



Q: How many people, including yourself, are in your household?
N=477

Q: How many working automobiles do you have available to use?
N=481

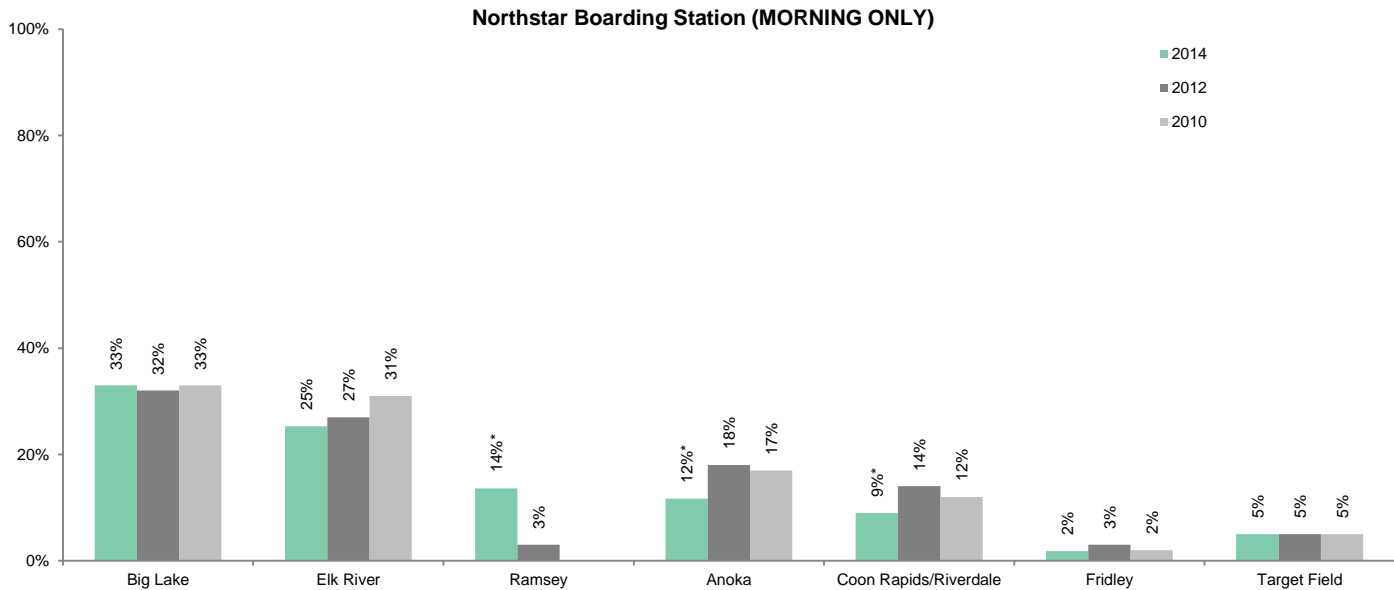
Only 6% of Northstar riders indicate that they do not have a valid driver's license. Very few (1%) report having a Metro Mobility ID or a state-issued ID with an "L" or "A" endorsement.



Q: Do you have a valid Driver's License?
N=476

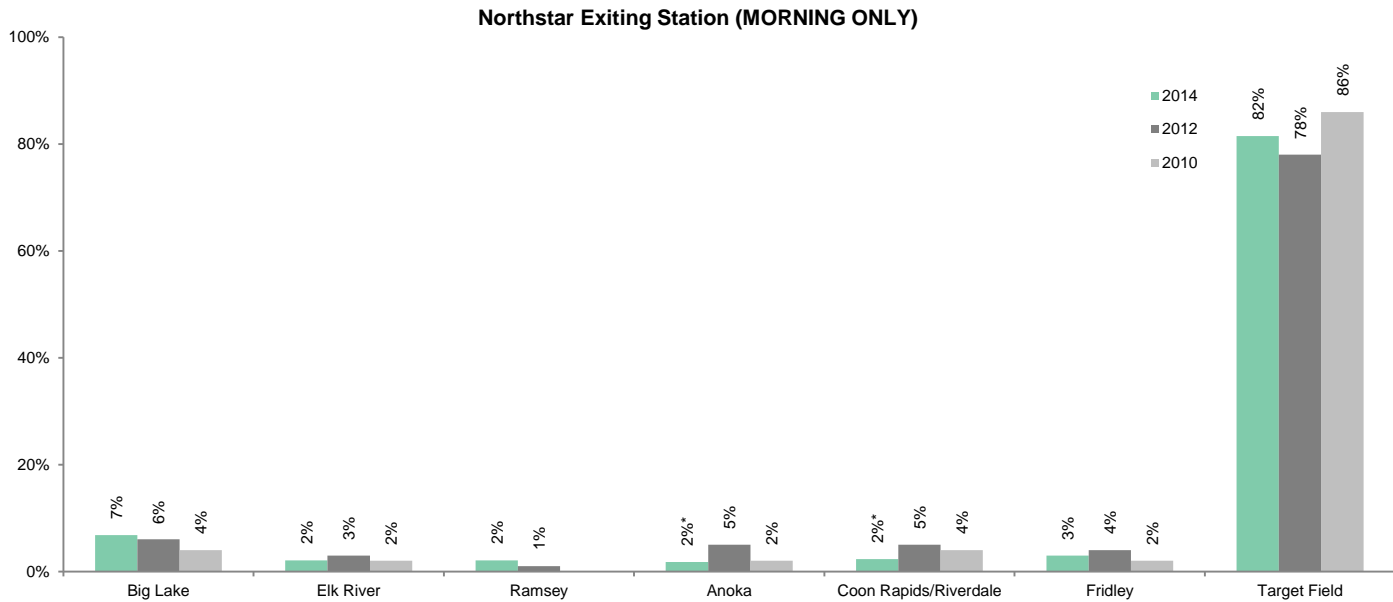
Q: Do you have a Metro Mobility ID OR state-issued ID with an "L" or "A" endorsement?
N=472

Boarding station usage has changed significantly since 2012. Usage of the Ramsey station increased significantly while Anoka and Coon Rapids/Riverdale usage has dropped.



Q: At which station did you BOARD the train TODAY?
N=487

Exiting station usage has also changed since 2012. Exiting station usage has declined significantly for both Anoka and Coon Rapids/Riverdale stations.

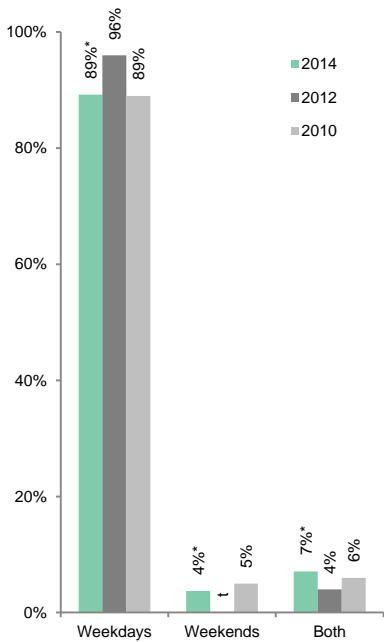


* Statistically significant difference 2014 to 2012

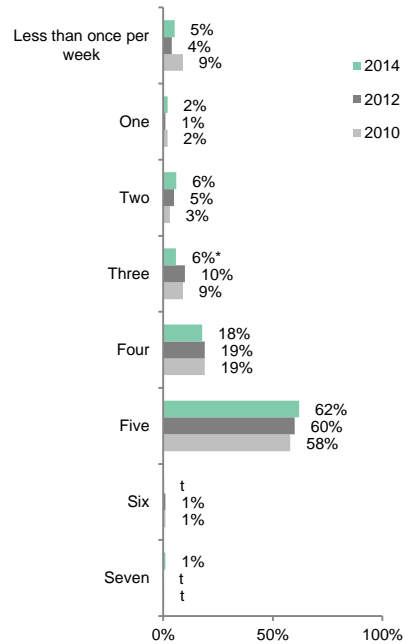
Q: At which station did you EXIT the train TODAY?
N=487

Riders are most likely to travel on weekdays, five times a week. Riders indicating that they usually ride Northstar on weekends or both weekdays and weekends increased significantly. Half of the respondents report having taking Northstar for special events.

Northstar Rider Travel Days



How many days per week do you usually ride the Northstar?



t Denotes less than 1%

Q: On which day(s) of the week do you usually ride Northstar?
N=464

* Statistically significant difference 2014 to 2012

Special event usage



Q: Have you ever taken Northstar for special events?
N=471

t Denotes less than 1%

Q: How many days per week do you usually ride Northstar?

N=482

t Denotes less than 1%

The biggest change from 2012 is the increase in the 55303 zip code as an area of origination.

Top Origination zip codes					
2014		2012		2010	
Zip Code	%	Zip Code	%	Zip Code	%
55303	21.6%	55330	20.4%	55330	22.8%
55330	19.3%	55303	15.4%	55309	15.8%
55309	15.0%	55309	15.2%	55303	13.9%
55398	5.4%	55304	8.0%	55398	5.8%
55304	4.4%	55362	4.8%	55304	5.5%
55308	4.4%	55433	4.3%	55362	4.1%
55433	3.1%	55398	4.2%	55433	4.1%
55362	2.7%	55308	3.2%	55448	3.6%
56301	2.5%	55448	3.0%	55320	2.1%
55319	2.3%	55371	1.7%	55308	1.7%
				55371	1.7%

Q: What is your home ZIP CODE?

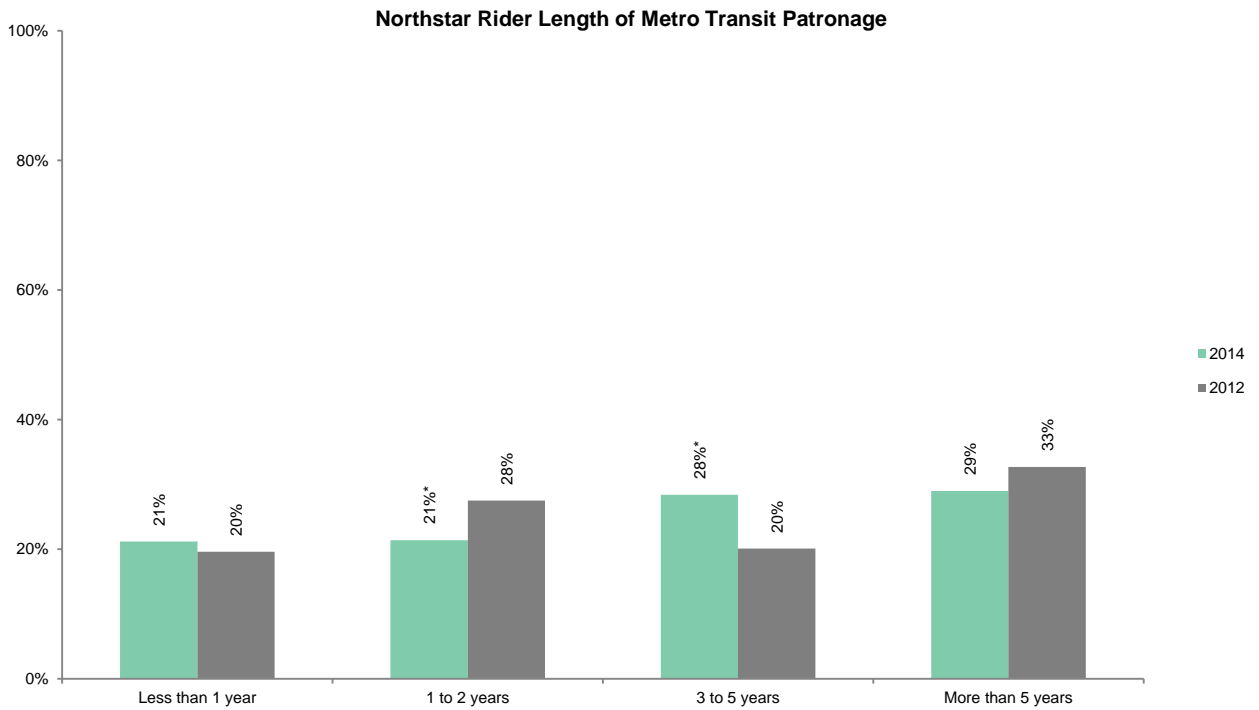
N=481

Top Destination zip codes					
2014		2012		2010	
Zip Code	%	Zip Code	%	Zip Code	%
55402	35.0%	55402	34.6%	55402	38.0%
55403	10.3%	55401	9.9%	55401	8.5%
55401	9.8%	55403	8.4%	55415	5.4%
55415	4.4%	55415	5.7%	55455	4.5%
55455	3.9%	56301	2.3%	55403	3.7%
55404	3.6%	55303	2.2%	55101	2.8%
55414	2.1%	55474	2.2%	55414	2.5%
55417	2.1%	55432	2.0%	55474	2.3%
55474	1.8%	55404	1.9%	55303	2.0%
55101	1.5%	55487	1.7%	55404	2.0%
55303	1.5%				

Q: What is the ZIP CODE of your final destination TODAY?

N=389

Length of ridership is increasing with significantly more riders reporting 3-5 years and fewer riders reporting 1-2 years.

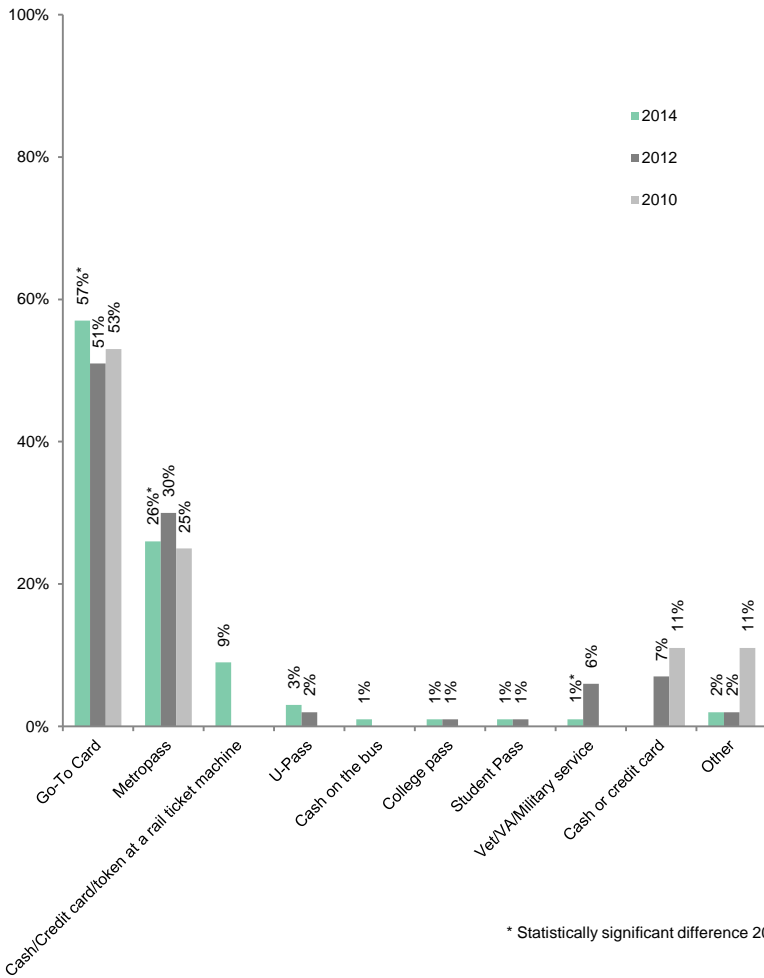


* Statistically significant difference 2014 to 2012

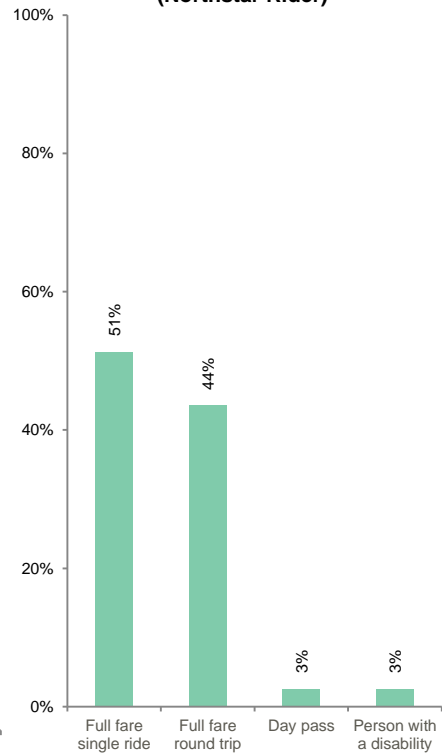
Q: How long have you used Metro Transit services?
N=482

Nearly nine of every ten riders (88%) use some form of Go-To technology to pay their fares. Use of Go-To Card has increased significantly since 2012. For riders paying with cash/credit card/token at a rail ticket machine, over half (55%) purchase a full fare single ride while over one-third (36%) purchase a full fare round trip.

How did you pay for your fare today? (Northstar Rider)



If [cash or credit card], what kind of ticket did you purchase? (Northstar Rider)

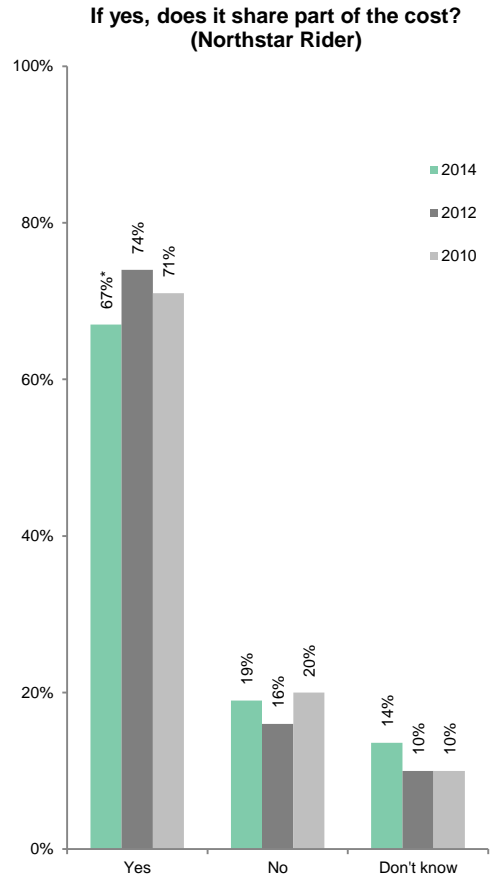
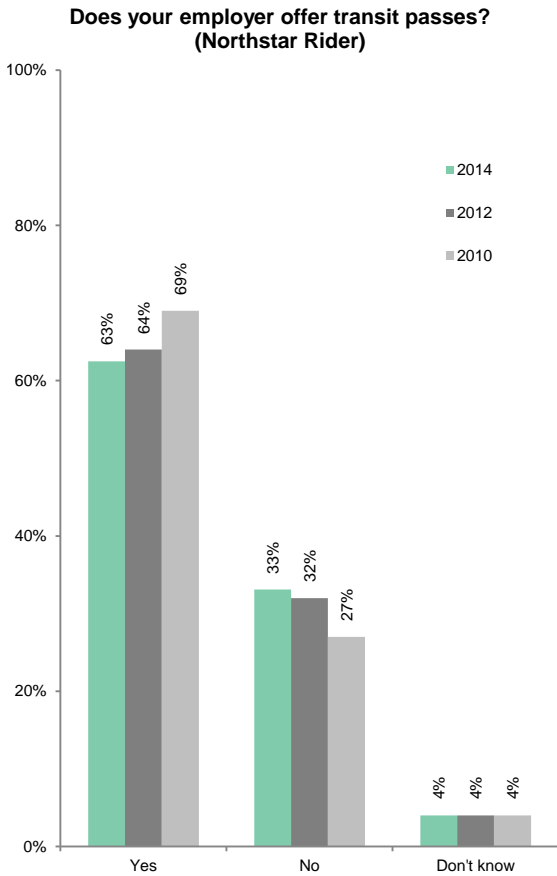


* Statistically significant difference 2014 to 2012

Q: How did you pay for your fare today?
N=466
t Denotes less than 1%

Q: (If cash/credit card), What kind of ticket did you purchase?
N=39

More than one-third of respondents (37%) report that their employer, organization or agency does not offer transit passes. Of those who report that their employer, organization or agency does offer transit passes, two-thirds indicate that their employer also shares part of the cost, a significant decline from 2012.



* Statistically significant difference 2014 to 2012

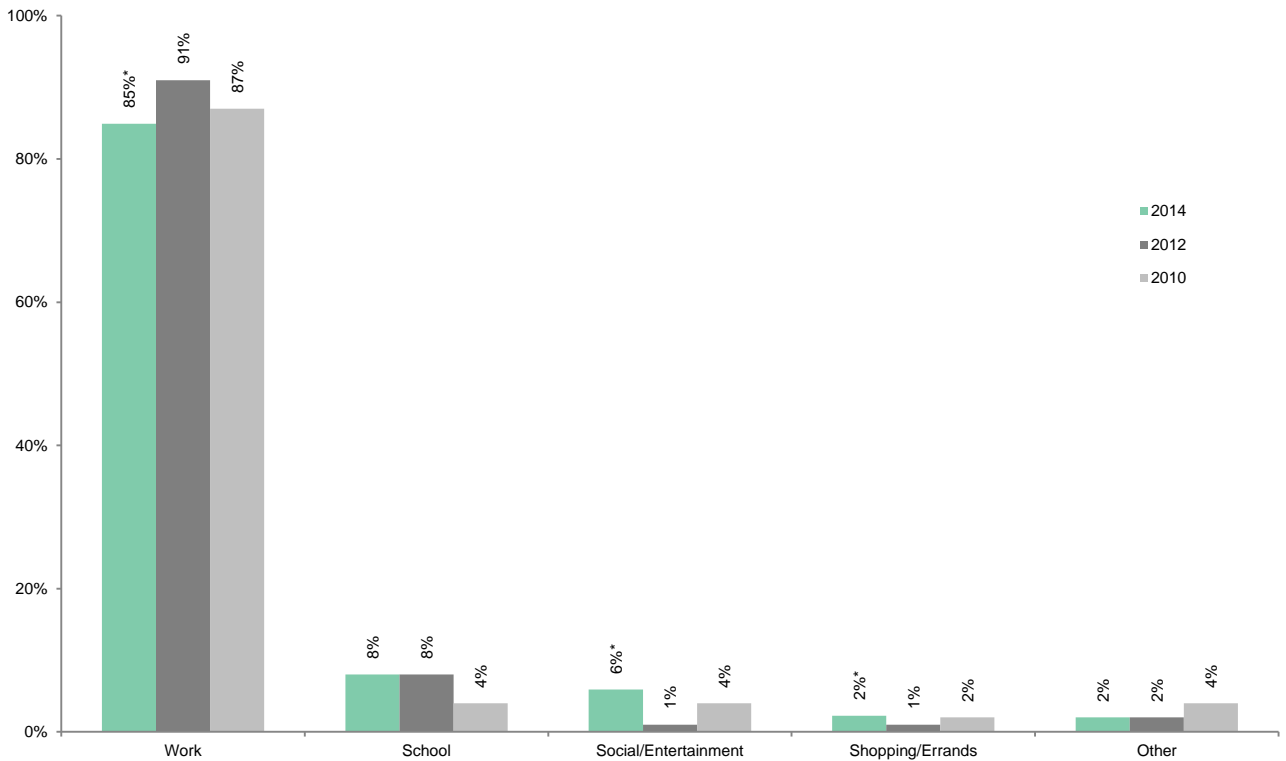
Q: Does your employer, organization or agency offer transit passes?
N=483

Q: If yes, does it share part of the cost?
N=295

Primary Purpose for Use

Those indicating that work is their primary purpose for their trip has dropped significantly while social/entertainment trips have increased significantly since 2012.

What is the primary purpose of your trip today? (Northstar Rider)

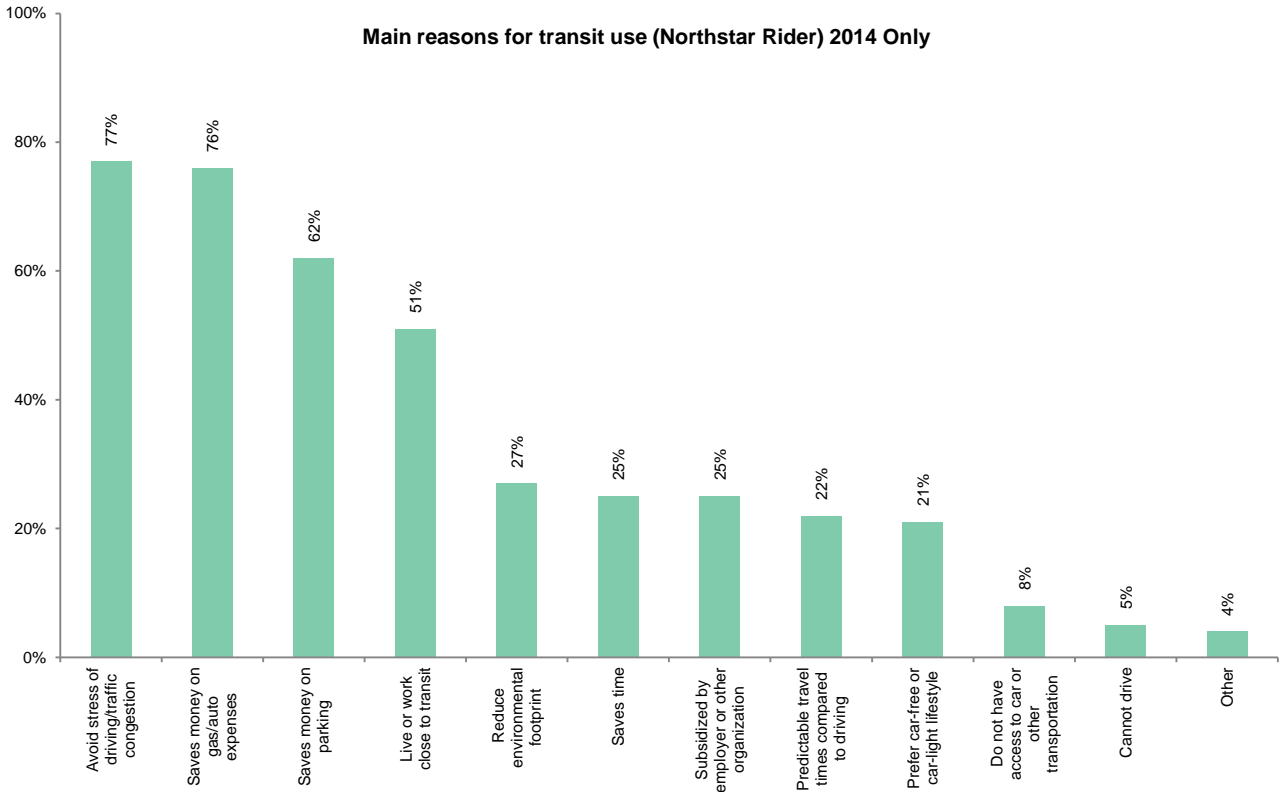


* Statistically significant difference 2014 to 2012

Q: What is the primary purpose of your trip today?
N=490

**Totals exceed 100% due to respondents selecting multiple responses.

The most popular reasons to use the Northstar are to avoid the stress of driving, save money on auto expenses and to save money on parking. More than one-quarter (27%) indicate that a main reason for using transit is to reduce environmental footprint while more than one-fifth (21%) prefer car-free or car-light lifestyles. This question was modified in 2014 to accommodate multiple responses, as a result, no comparative data is provided.



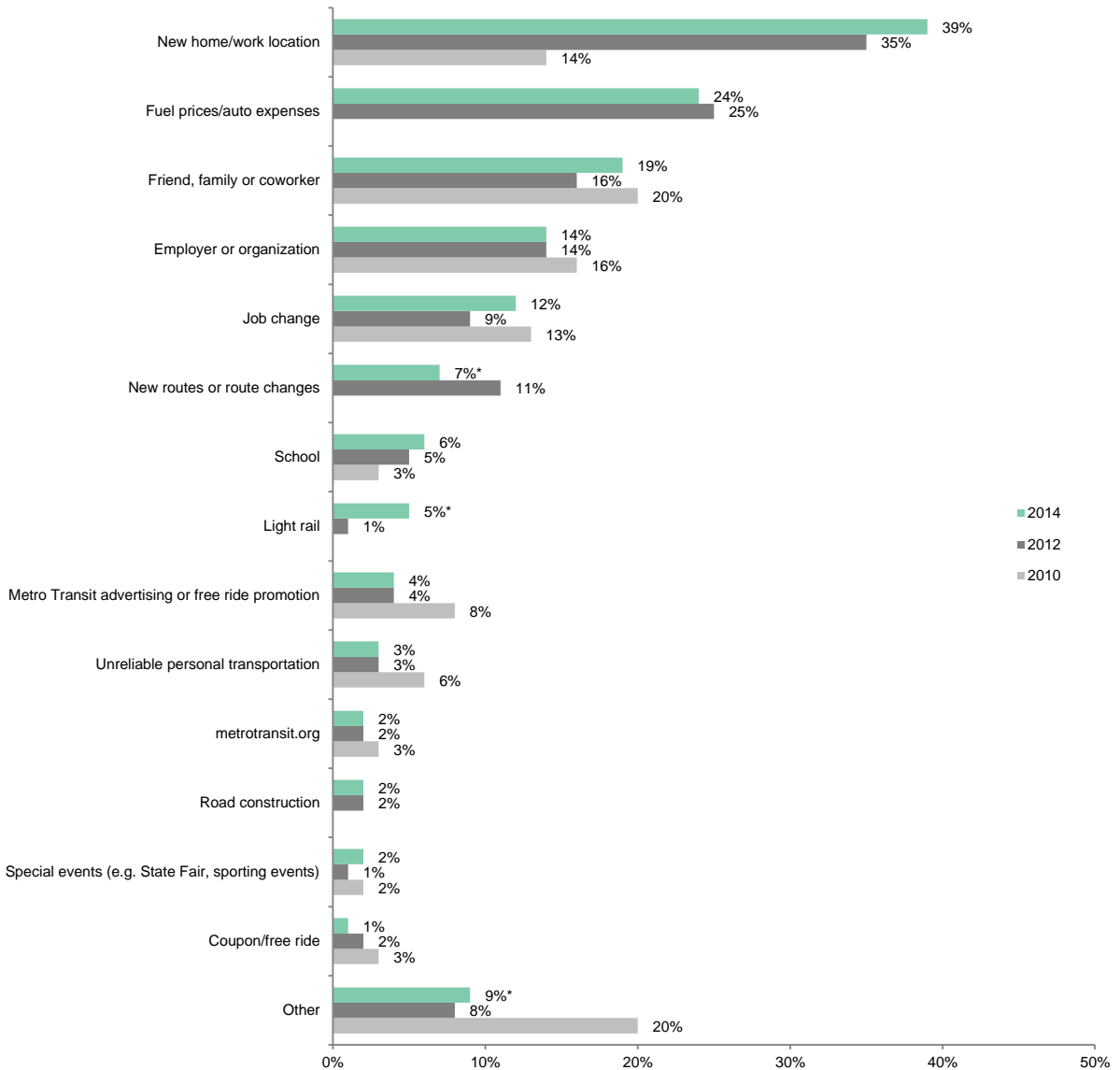
Q: What are the main reasons you use Northstar?
N=491

**Totals exceed 100% due to respondents selecting multiple responses.

Influencers for Decision to First Try Transit

Having moved locations (home or job) is the most frequently cited influence in a rider's decision to first try Northstar. Those indicating LRT is the influence to first try Northstar increased significantly since 2012.

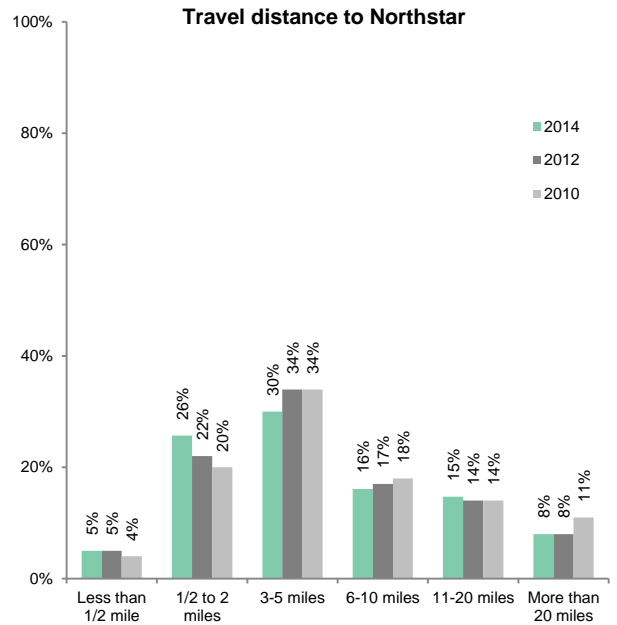
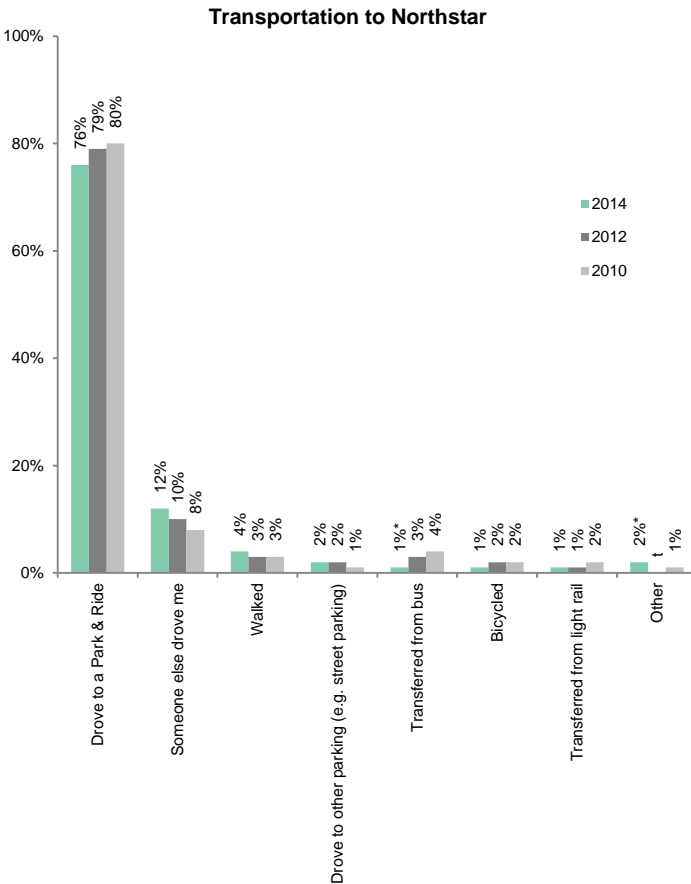
Transit Influencers



* Statistically significant difference 2014 to 2012

Q: What or who influenced your decision to first try Northstar?
N=475

More than three-quarters (76%) indicate that they drove to a Park & Ride to get to the Northstar station. Nearly two-fifths (39%) report that their travel distance to Northstar is six miles or more.



* Statistically significant difference 2014 to 2012

Q: When you began your trip today, how did you get to the Northstar station?

N=479

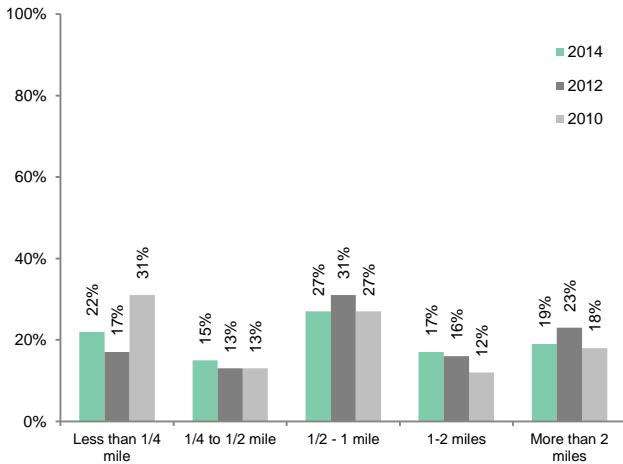
t Denotes less than 1%

Q: How far would you estimate you traveled to get to the Northstar station where you began this trip?

N=483

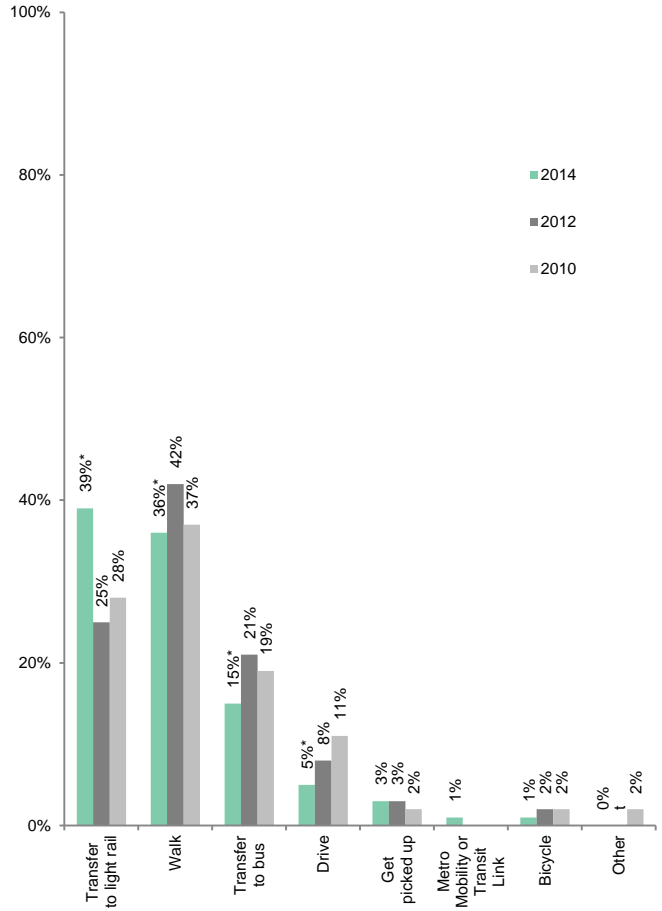
Distance from the rider's last rail station to their destination has not changed significantly since 2012. Transfer to light rail has increased significantly since 2012 and is the most frequent mode of transportation after taking Northstar, followed by walking and transfer to bus. When asked to estimate their total travel time one-way, over three-fifths (61%) indicate their commute was an hour or more.

Travel distance from last rail station to destination



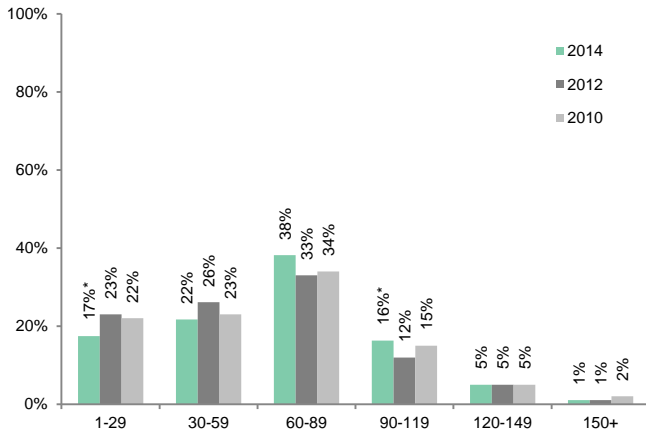
Q: How far would you estimate you will travel from your last rail station to your destination?
N=477

Transportation after Northstar



* Statistically significant difference 2014 to 2012

Total travel time in minutes



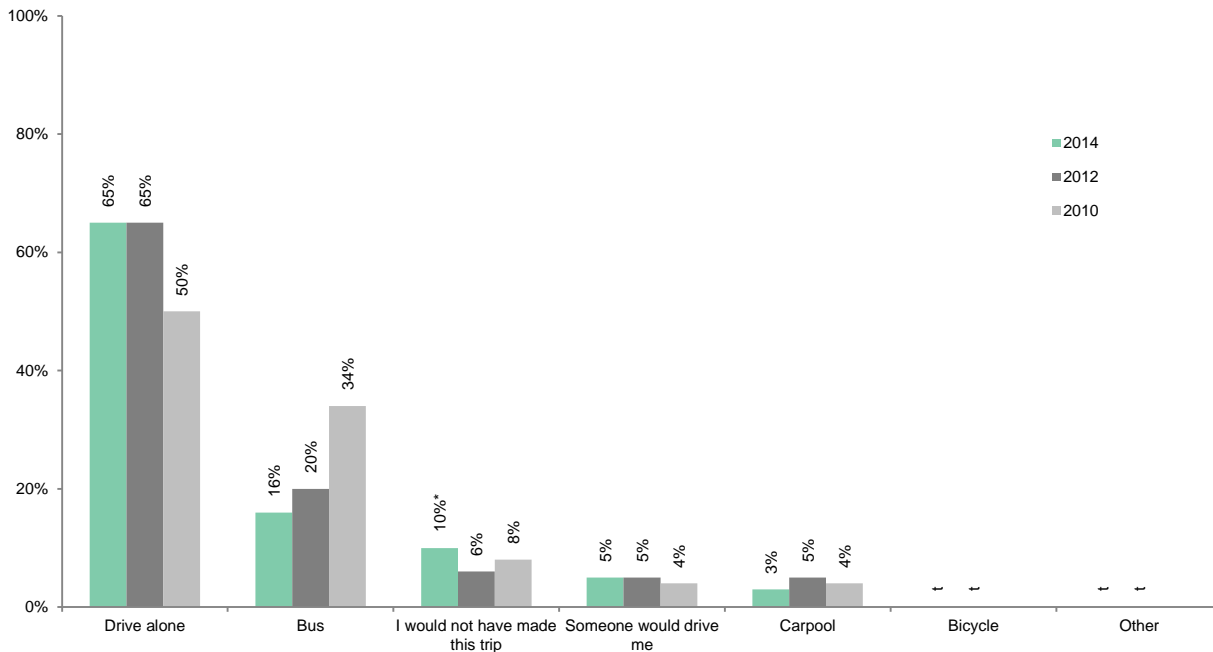
Q: Please estimate – in minutes – the total travel time of this trip.
N=443

Q: What will you do when you get off the Northstar train?
N=442
t Denotes less than 1%

Transport If Northstar Was Not Available

When asked what they would have done had Northstar been unavailable, nearly two-thirds (65%) indicate that they would have driven alone, consistent with 2012. Those reporting that they would not have made the trip increased significantly since 2012.

Transportation if Northstar was not available

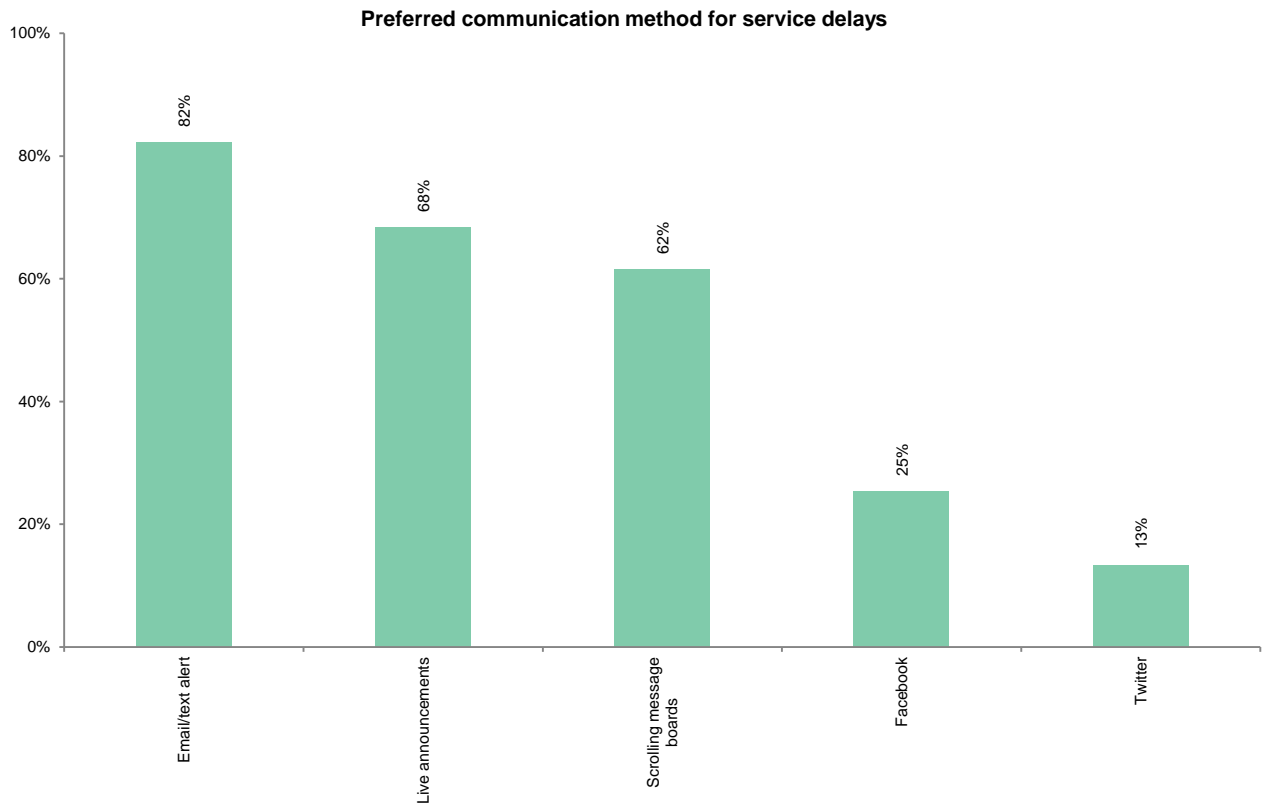


* Statistically significant difference 2014 to 2012

Q: If Northstar service had not been available today, how would you have made this trip?

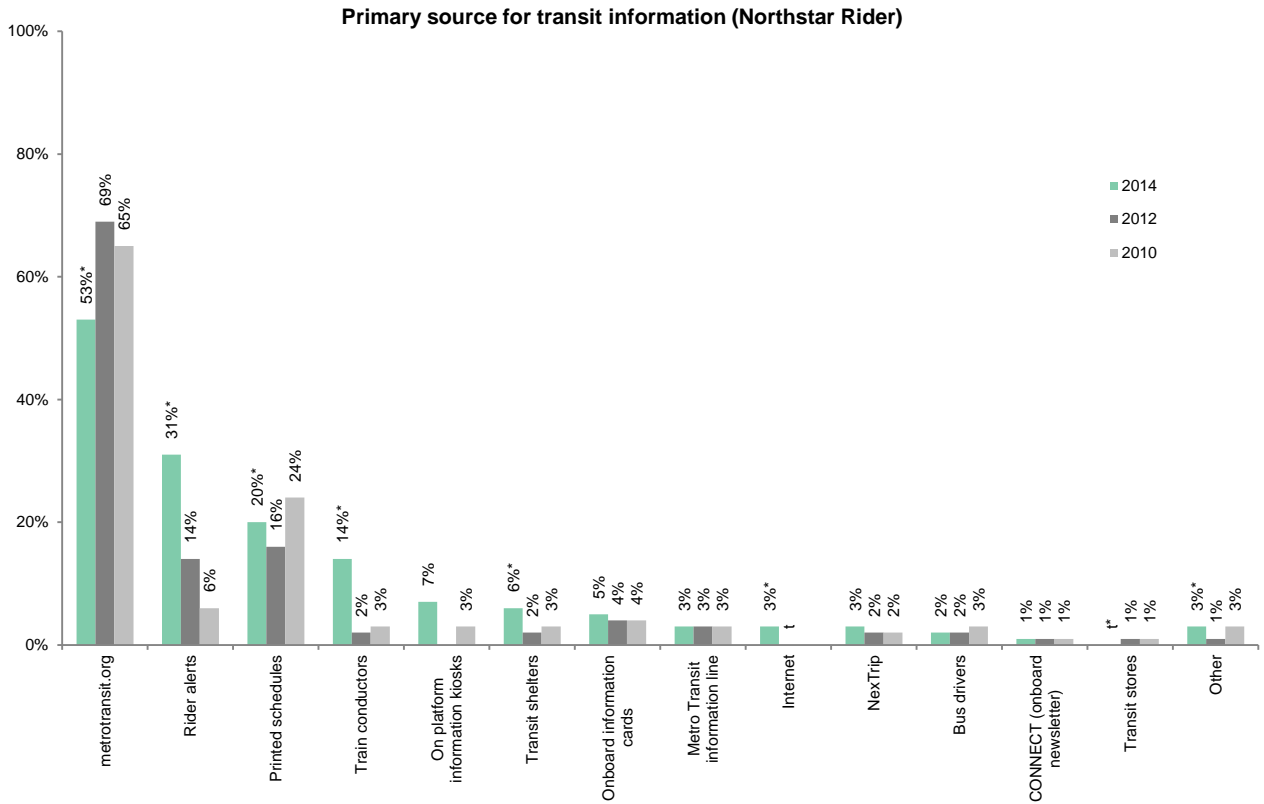
N=449

t Denotes less than 1%



Q: How would you like us to communicate Northstar service delays?
N=493

Metrotransit.org remains the most popular source for transit information, however, since 2012, the website as a primary source of transit information has declined significantly. A number of sources have significantly increased in popularity including rider alerts, printed schedules, train conductors, transit shelters and the Internet.



* Statistically significant difference 2014 to 2012

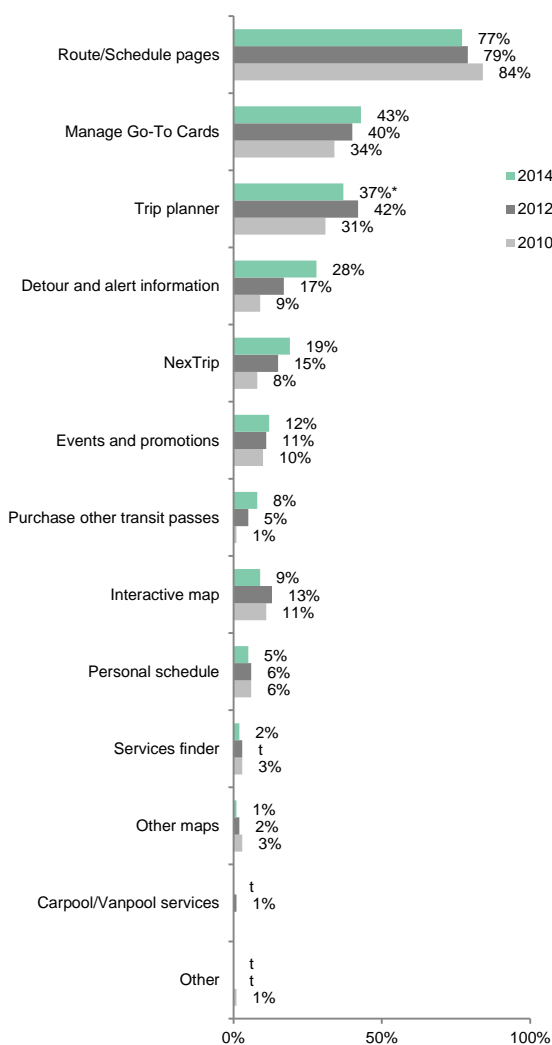
Q: What or who is your primary source for transit information?

N=474

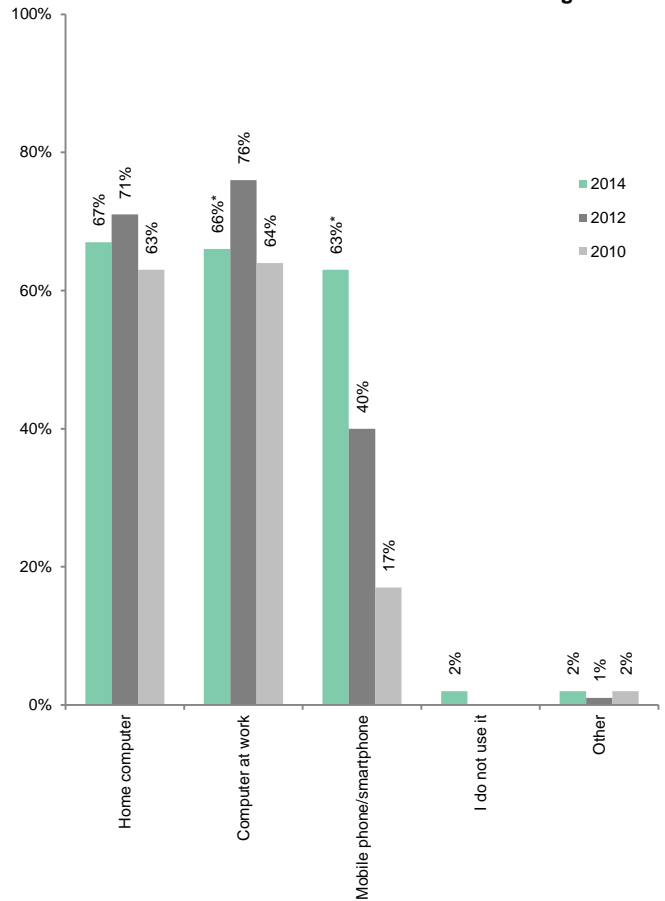
t Denotes less than 1%

Route/schedule pages and management of Go-To Cards are the features most used on metrotransit.org. Compared to 2012, use of Trip Planner has declined significantly. Accessing metrotransit.org through a mobile/smart phone has increased significantly since 2012 and now rivals home and work computers.

Most used features on metrotransit.org



Northstar Rider access to metrotransit.org



* Statistically significant difference 2014 to 2012

Previous years labels 'Purchase/Add value to Go-To passes and cards' AND 'Check Go-To card or pass balance/transaction history' have been combined and compared to the 2014 label 'Manage Go-To Cards'.

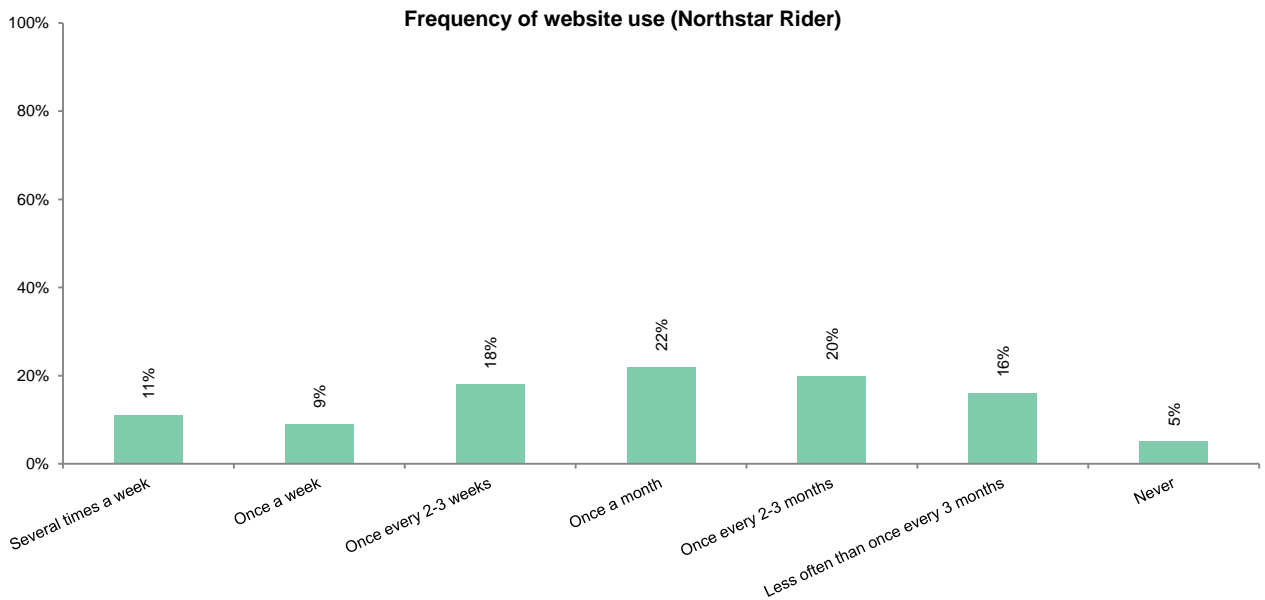
Q: If you use metrotransit.org, which features do you use?
N=248

t Denotes less than 1%

**Totals exceed 100% due to respondents selecting multiple responses.

Q: If you use metrotransit.org, how do you access it?
N=246

One in five Northstar riders (20%) uses the Metrotransit.org website at least once a week and three-fifths (60%) use it monthly or more.

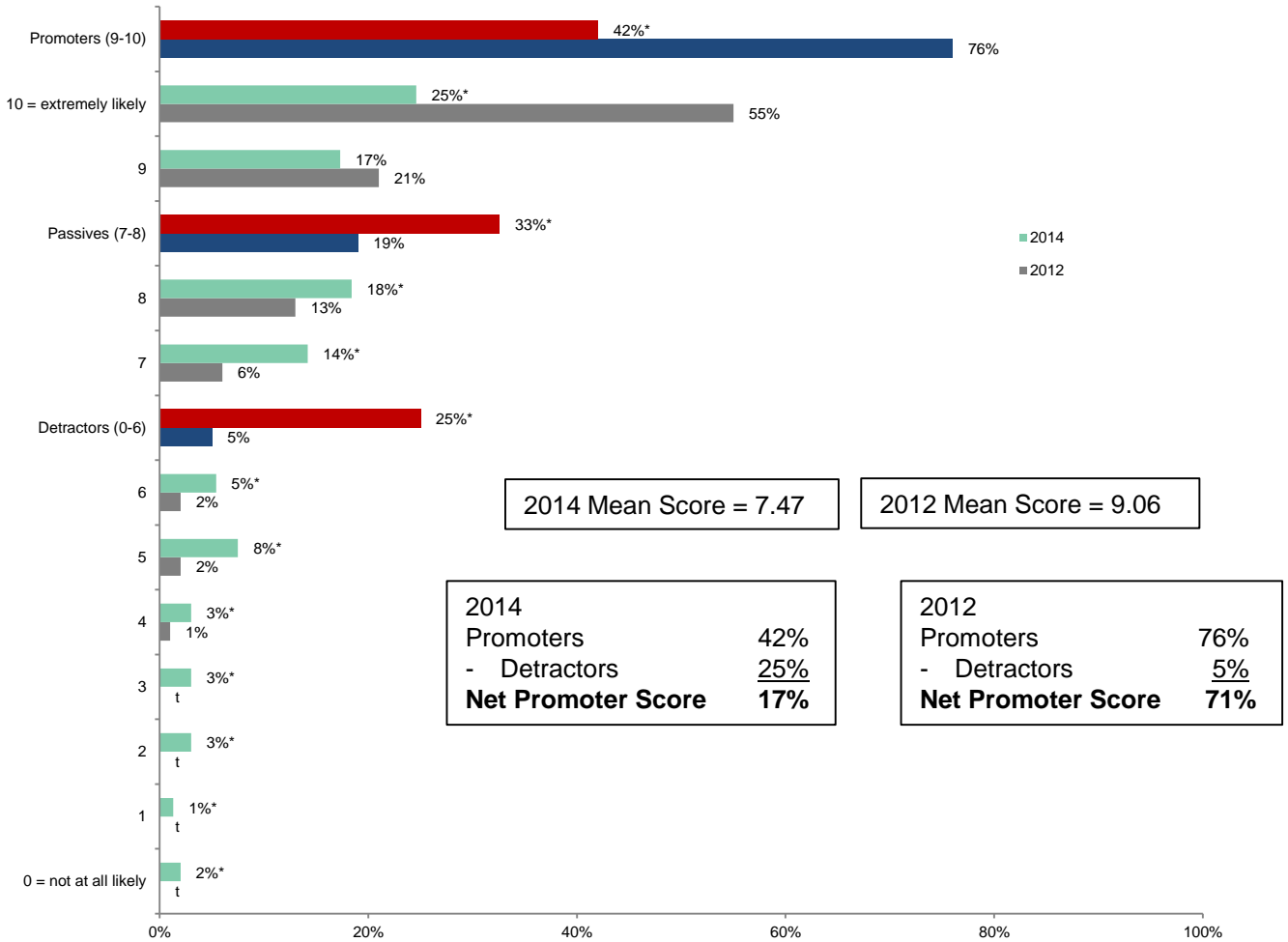


Q: How often, if ever, do you use the website metrotransit.org?
N=484

Likely to Recommend Metro Transit

Net Promoter Score (NPS) for Metro Transit is 17% among Northstar respondents, a significant decline from the 2012 NPS of 71%.

Northstar Rider likelihood to recommend



* Statistically significant difference 2014 to 2012

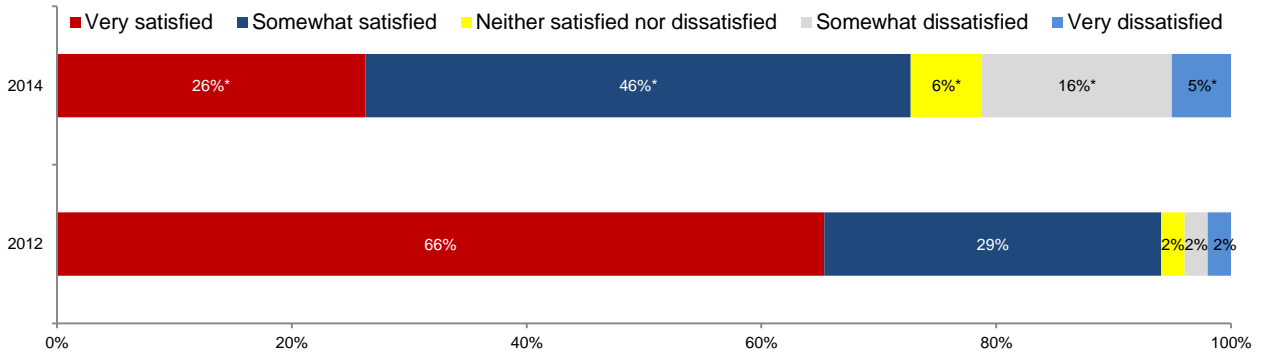
Q: On a scale of 0-10, where "10" is "extremely likely" and "0" is "not at all likely", how likely is it that you would recommend Metro Transit to a friend or colleague?

N=479

t Denotes less than 1%

Satisfaction with Metro Transit Experience

When asked about their Metro Transit experience, 72% report being satisfied (either very or somewhat) while 21% report being dissatisfied (either very or somewhat). Mean satisfaction with Metro Transit experience declined significantly since 2012.



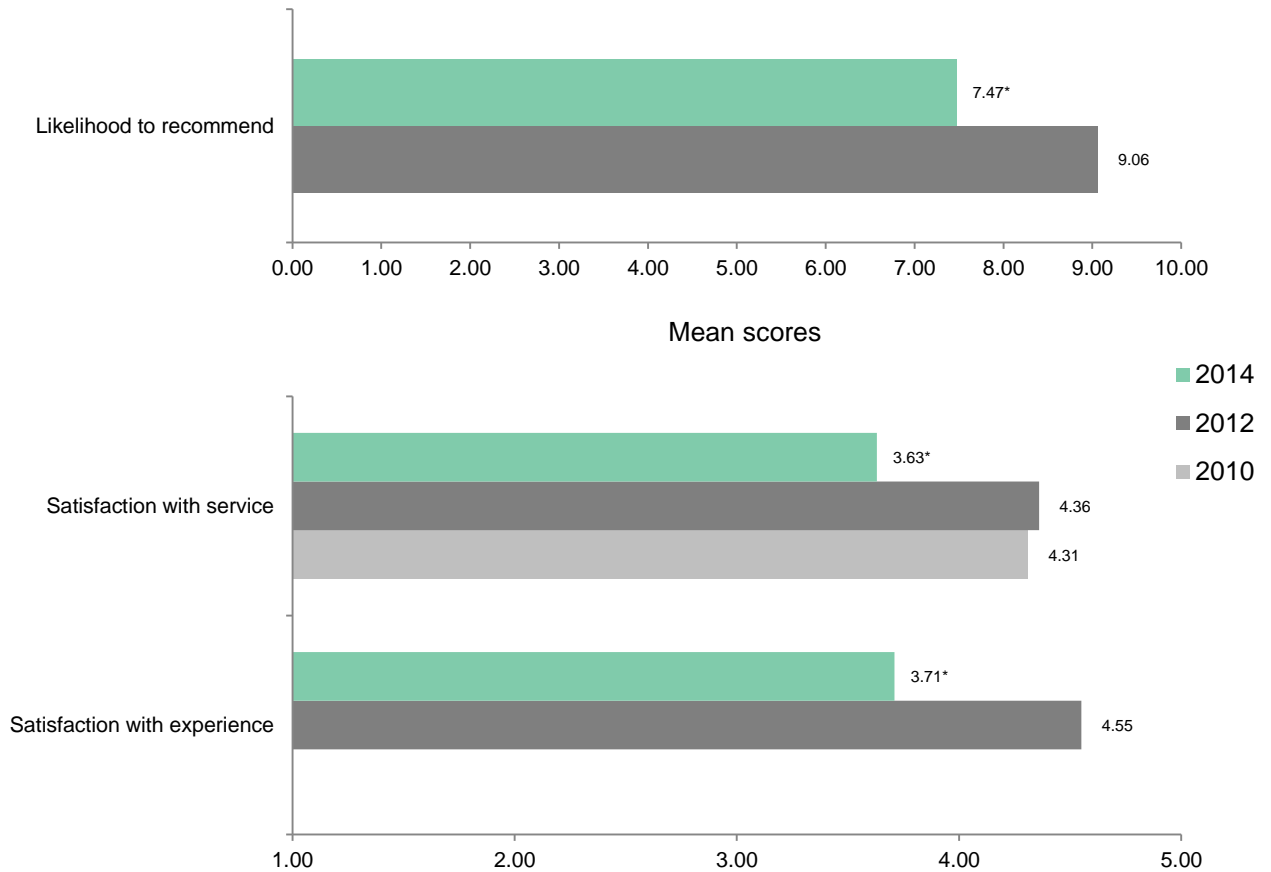
2014 Mean Score = 3.71*
2012 Mean Score = 4.55

* Statistically significant difference 2014 to 2012

Q: Overall, how satisfied are you with your Metro Transit experience?
N=480

Satisfaction with Metro Transit

All measures of rider satisfaction have dropped dramatically since 2012, including statistically significant declines in likelihood to recommend, satisfaction with service and satisfaction with experience.



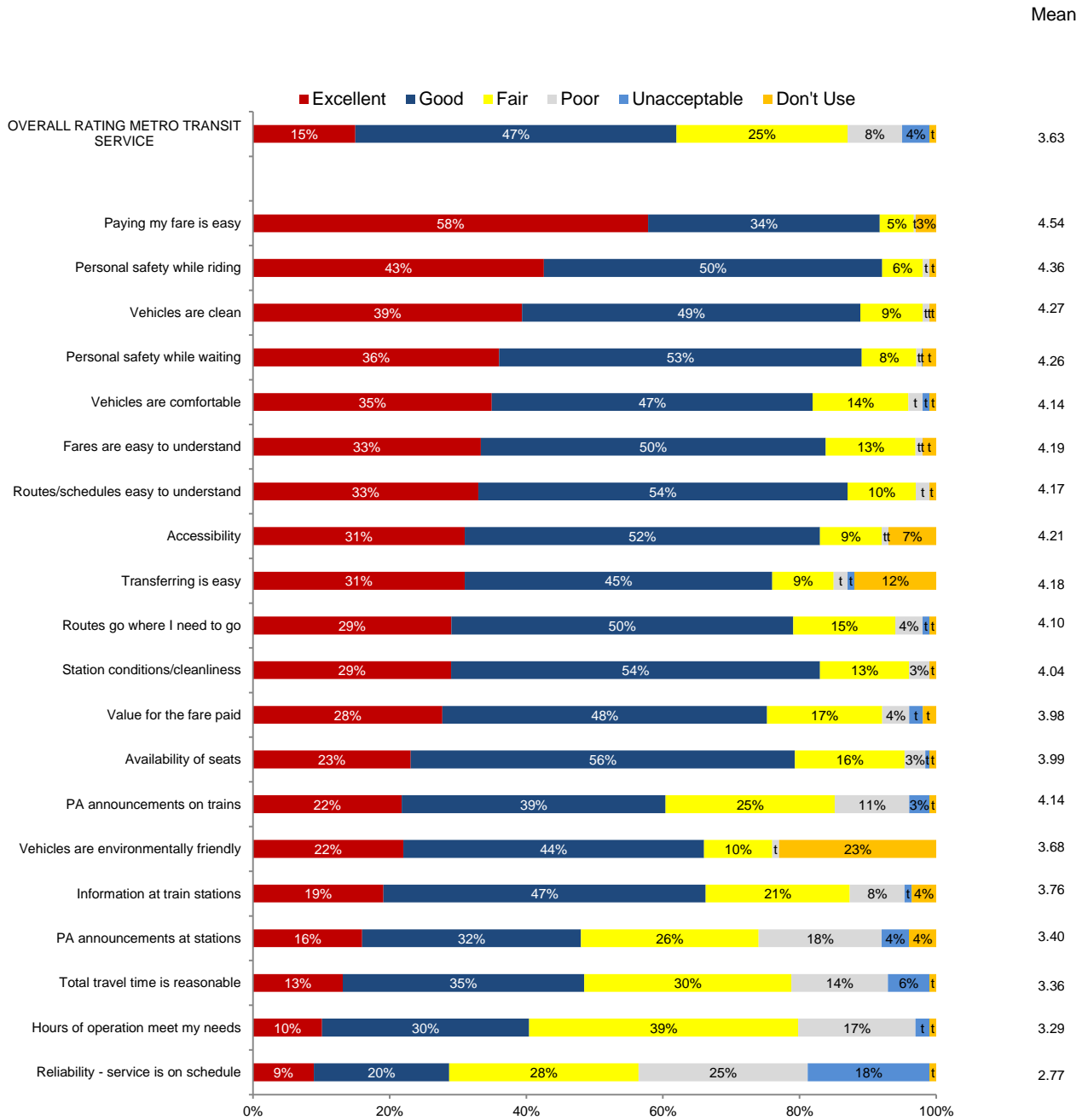
* Statistically significant difference 2014 to 2012

Q: How likely is it that you would recommend Metro Transit to a friend or colleague? N=479 (2014), N=998 (2012)

Q: Overall rating of Metro Transit service? N=466 (2014), N=958 (2012), 472 (2010)

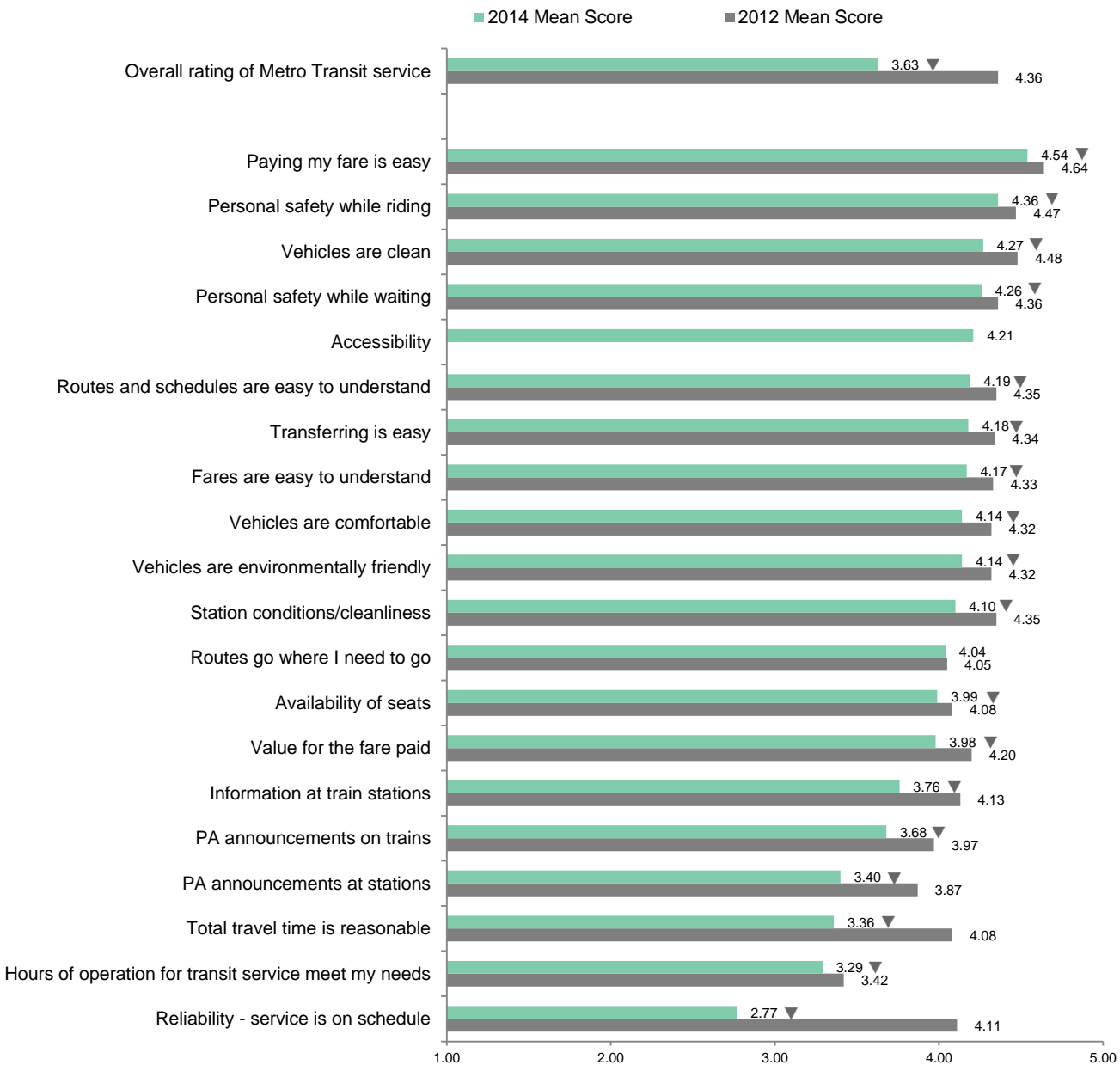
Q: Overall, how satisfied are you with your Metro Transit experience? N=480 (2014), N=988 (2012)

Performance Ratings



Q: Please rate Metro Transit's performance on the following elements of train service:
 N=461-476
 t Denotes 2% or less

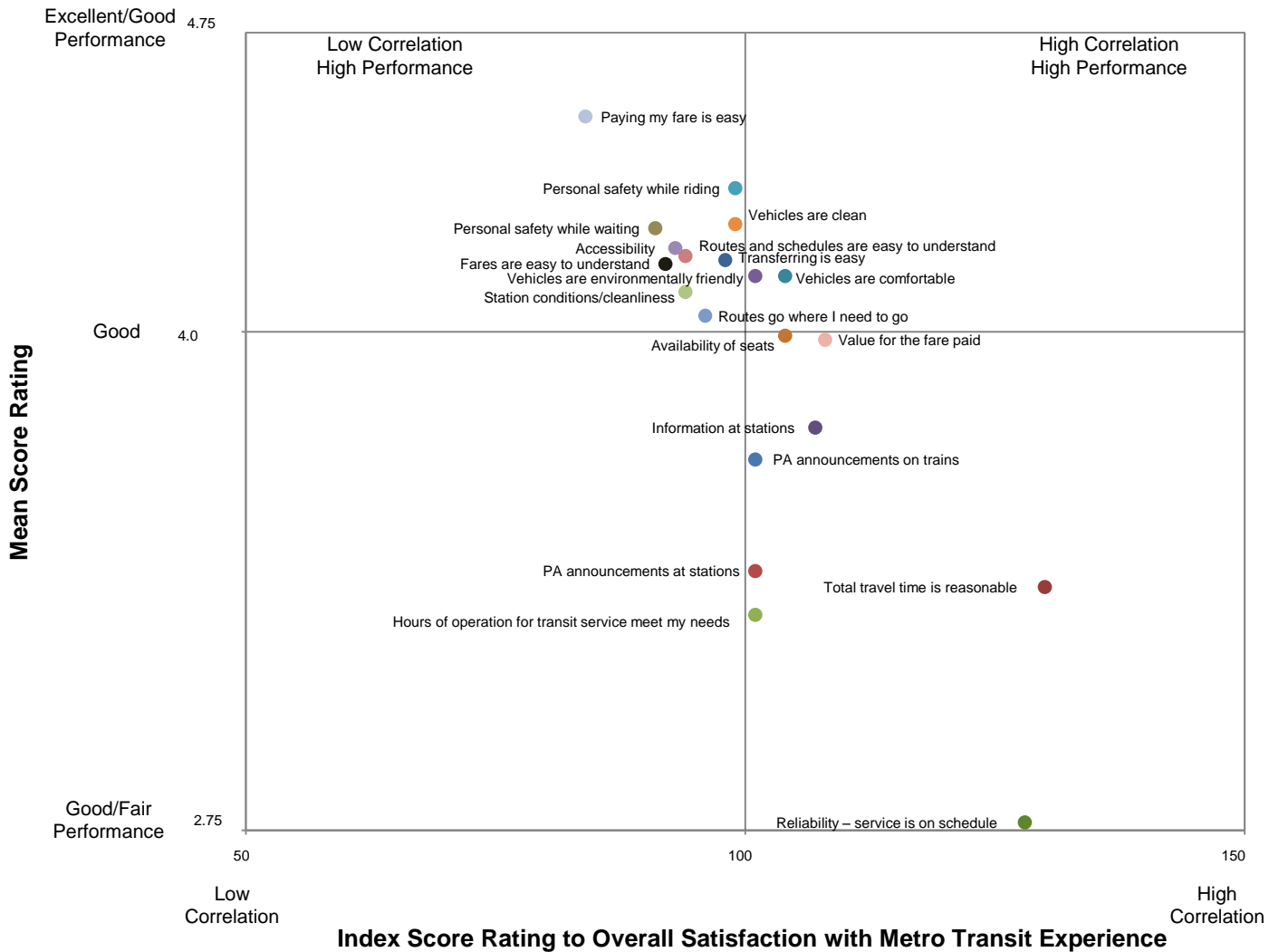
Performance Ratings



Q: Please rate Metro Transit's performance on the following elements of train service:
N=461-476

▼ Denotes that 2014 data is significantly lower than 2012

To inform organizational priorities, areas that have stronger correlations to satisfaction and lower levels of relative performance represent opportunities where greater attention can make the biggest impact. For Northstar riders, the areas with the greatest opportunity are total travel time is reasonable, reliability – service is on schedule, value for the fare paid, information at stations, availability of seats, PA announcements on the trains, PA announcements at stations and hours of operation for transit service meet my needs.



Mean scores of rating Metro Transit's performance on the following elements of service and Pearson's Correlation to "overall satisfaction with service."
N=461-476

Index Score Rating to Overall Satisfaction with Metro Transit Experience

NORTHSTAR

Elements	Performance Index	Performance Mean
Total travel time is reasonable	130	3.36
Reliability – service is on schedule	128	2.77
Value for the fare paid	108	3.98
Information at stations	107	3.76
Vehicles are comfortable	104	4.14
Availability of seats	104	3.99
Vehicles are environmentally friendly	101	4.14
PA announcements on trains	101	3.68
PA announcements at stations	101	3.40
Hours of operation for transit service meet my needs	101	3.29
Personal safety while riding	99	4.36
Vehicles are clean	99	4.27
Transferring is easy	98	4.18
Routes go where I need to go	96	4.04
Routes and schedules are easy to understand	94	4.19
Station conditions/cleanliness	94	4.10
Accessibility	93	4.21
Fares are easy to understand	92	4.17
Personal safety while waiting	91	4.26
Paying my fare is easy	84	4.54

Q: Please rate Metro Transit's performance on the following elements of experience
N=461-476

Excellent/ Good Performance Low Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Paying my fare is easy	4.54	4.64	same
Personal safety while riding	4.36	4.47	E/G & High
Vehicles are clean	4.27	4.48	E/G & High
Personal safety while waiting	4.26	4.36	same
Accessibility	4.21	NA	NA
Routes and schedules are easy to understand	4.19	4.35	E/G & High
Transferring is easy	4.18	4.34	E/G & High
Fares are easy to understand	4.17	4.33	E/G & High
Station conditions/cleanliness	4.10	4.35	E/G & High
Routes go where I need to go	4.04	4.05	same

Excellent/Good Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Vehicles are comfortable	4.14	4.32	same
Vehicles are environmentally friendly	4.14	4.32	same

**Good/ Fair Performance
Low Importance**

Good/ Fair Performance High Importance			
Elements	2014 Mean Score	2012 Mean Score	2012 Location
Availability of seats	3.99	4.08	E/G & Low
Value for the fare paid	3.98	4.20	E/G & High
Information at stations	3.76	4.13	E/G & High
PA announcements on trains	3.68	3.97	G/F & Low
PA announcements at stations	3.40	3.87	G/F & Low
Total travel time is reasonable	3.36	4.08	E/G & Low
Hours of operation for transit service meet my needs	3.29	3.42	G/F & Low
Reliability - service is on schedule	2.77	4.11	E/G & High

Q: Please rate Metro Transit's performance on the following elements of experience
N=461-476

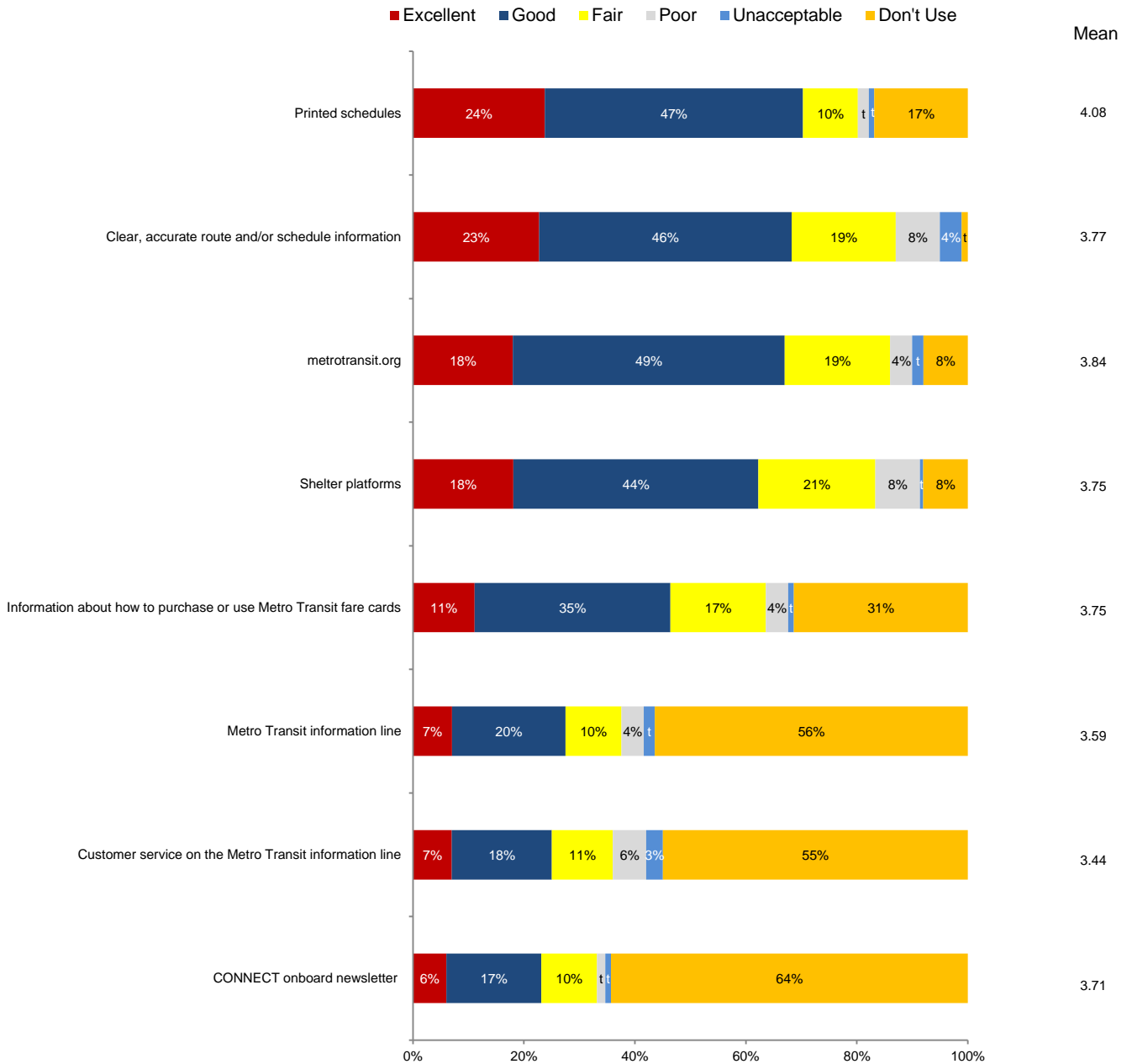
Performance Areas	OVERALL
<i>Total travel time is reasonable</i>	High
<i>Reliability – service is on schedule</i>	High
<i>Value for the fare paid</i>	High
<i>Information at stations</i>	High
Vehicles are comfortable	
<i>Availability of seats</i>	High
Vehicles are environmentally friendly	
<i>PA announcements on trains</i>	High
<i>PA announcements at stations</i>	High
<i>Hours of operation for transit service meet my needs</i>	High
Personal safety while riding	
Vehicles are clean	
Transferring is easy	
Routes go where I need to go	
Routes and schedules are easy to understand	
Station conditions/cleanliness	
Accessibility	
Fares are easy to understand	
Personal safety while waiting	
Paying my fare is easy	

Q: Please rate Metro Transit's performance on the following elements of experience
N=461-476

High = Mean of 0 – 3.99 and Importance of 101 to 150

Moderate = Mean of 4.00 – 4.05 and Importance of 101 to 150 OR Mean of 0 – 3.99 and Importance of 100

Communication Ratings

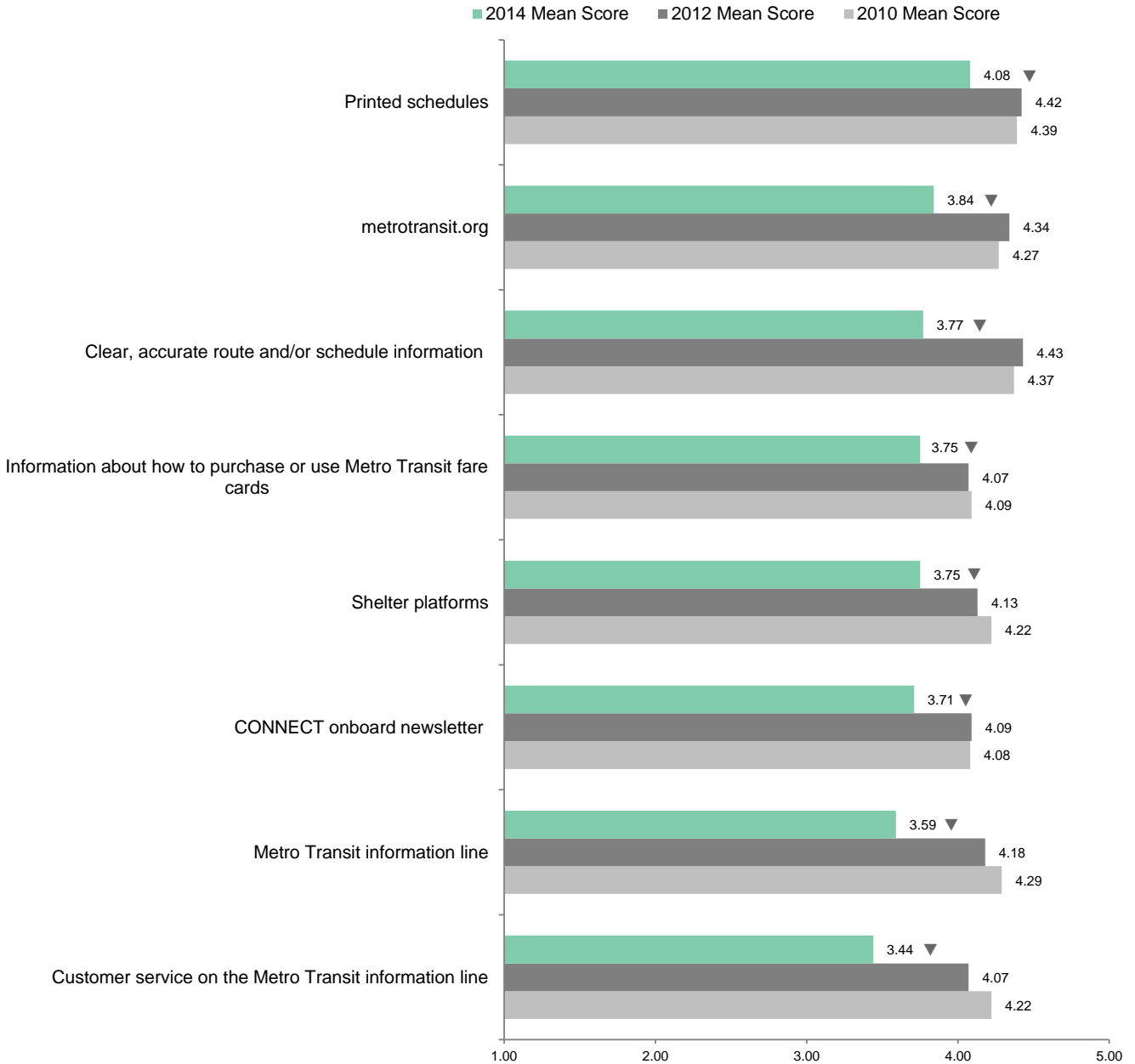


Q: Please rate how well we are communicating with you in the following areas by providing:

N=467-475

t Denotes 2% or less

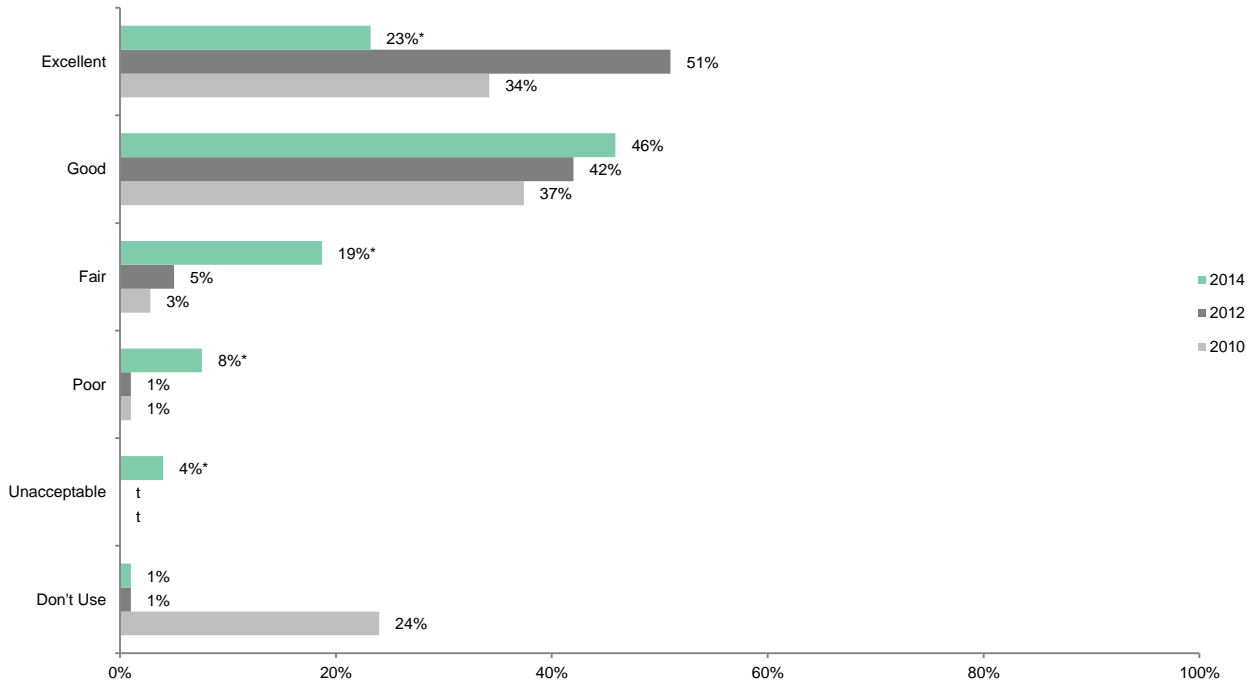
Communication Ratings



Q: Please rate how well we are communicating with you in the following areas by providing:
N=467-475

▼ Denotes that 2014 data is significantly lower than 2012

NORTHSTAR RIDER RATING: CLEAR, ACCURATE ROUTE AND/OR SCHEDULE INFORMATION



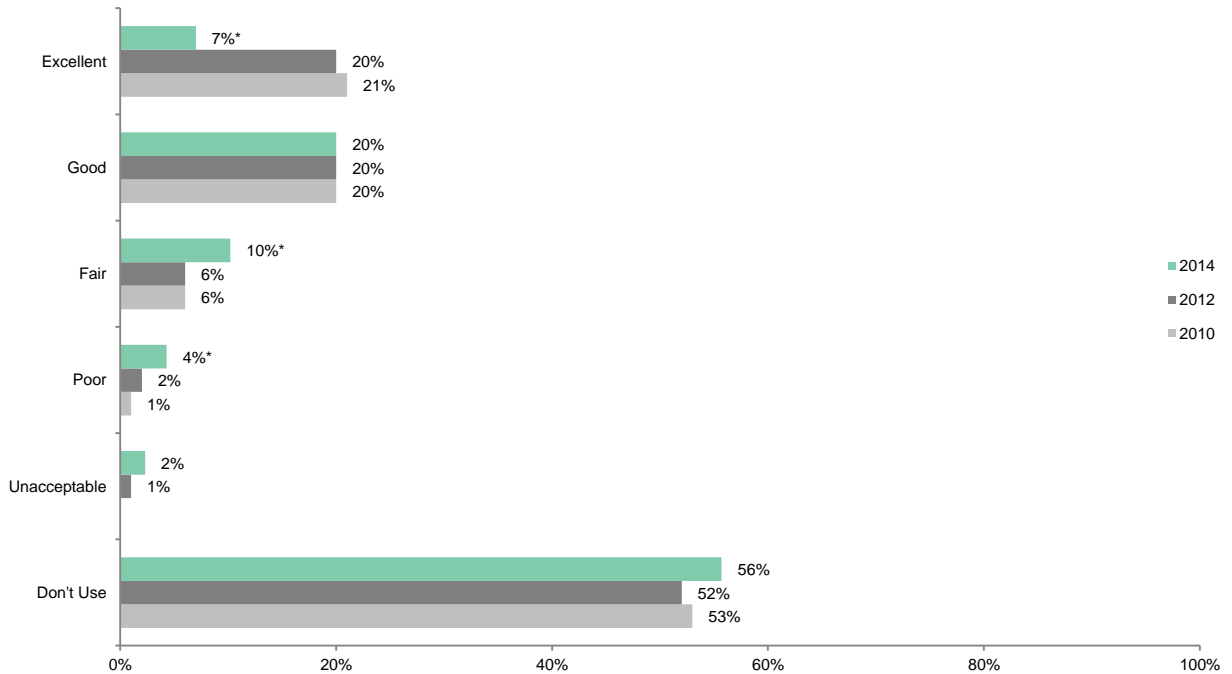
2014 Mean Score = 3.77*
 2012 Mean Score = 4.43
 2010 Mean Score = 4.37

* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing clear, accurate route and/or schedule information
 N=475

t Denotes less than 1%

NORTHSTAR RIDER RATING: METRO TRANSIT INFORMATION LINE

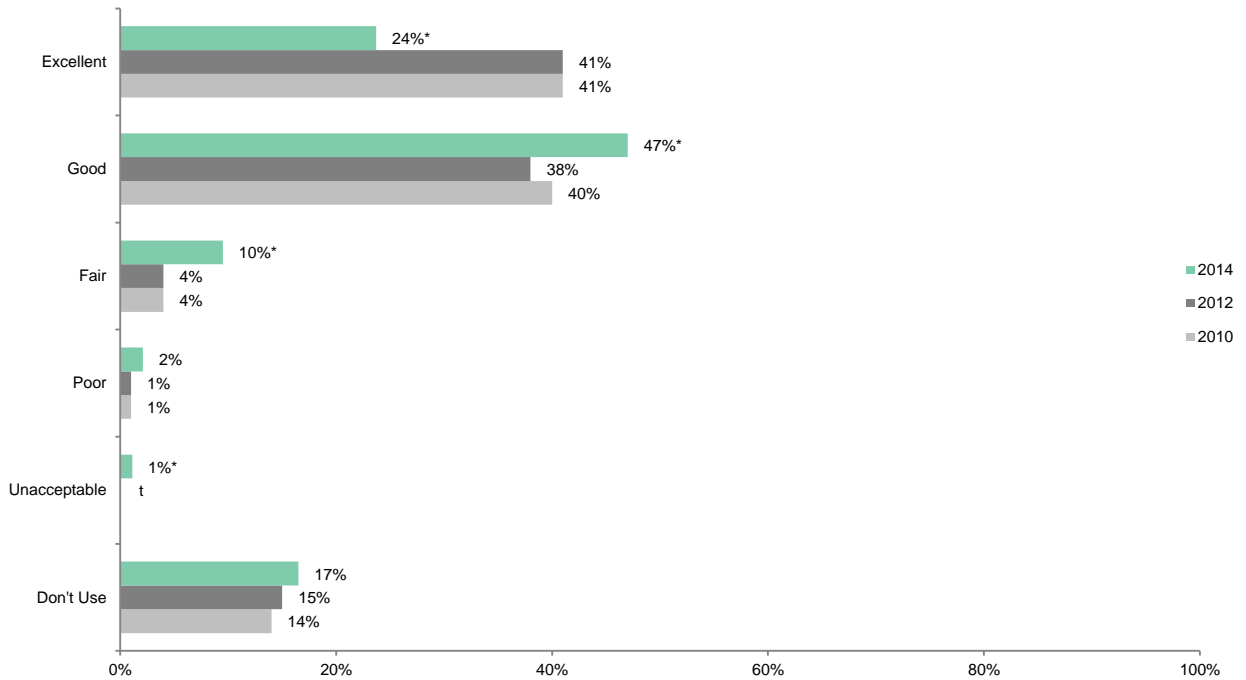


2014 Mean Score = 3.59*
 2012 Mean Score = 4.18
 2010 Mean Score = 4.29

* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing the Metro Transit information line (612-373-3333)
 N=469

NORTHSTAR RIDER RATING: PRINTED SCHEDULES



2014 Mean Score = 4.08*
 2012 Mean Score = 4.42
 2010 Mean Score = 4.39

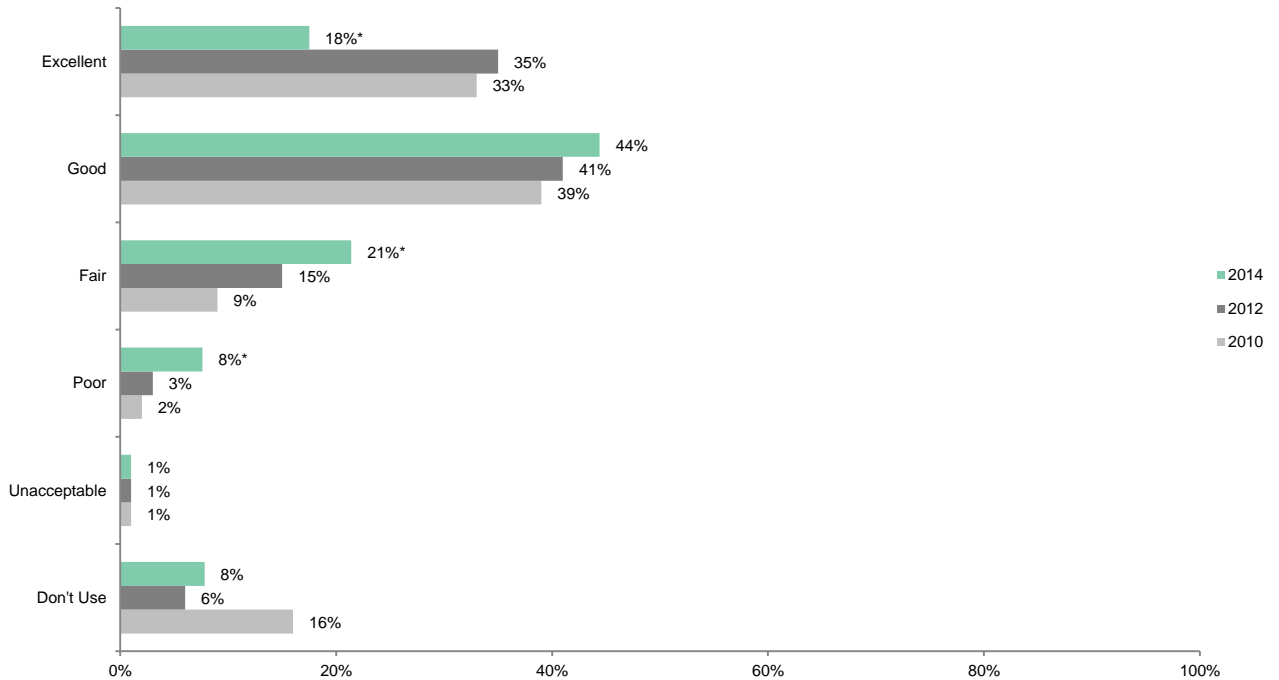
* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing printed schedules

N=472

t Denotes less than 1%

NORTHSTAR RIDER RATING: SHELTER/PLATFORMS

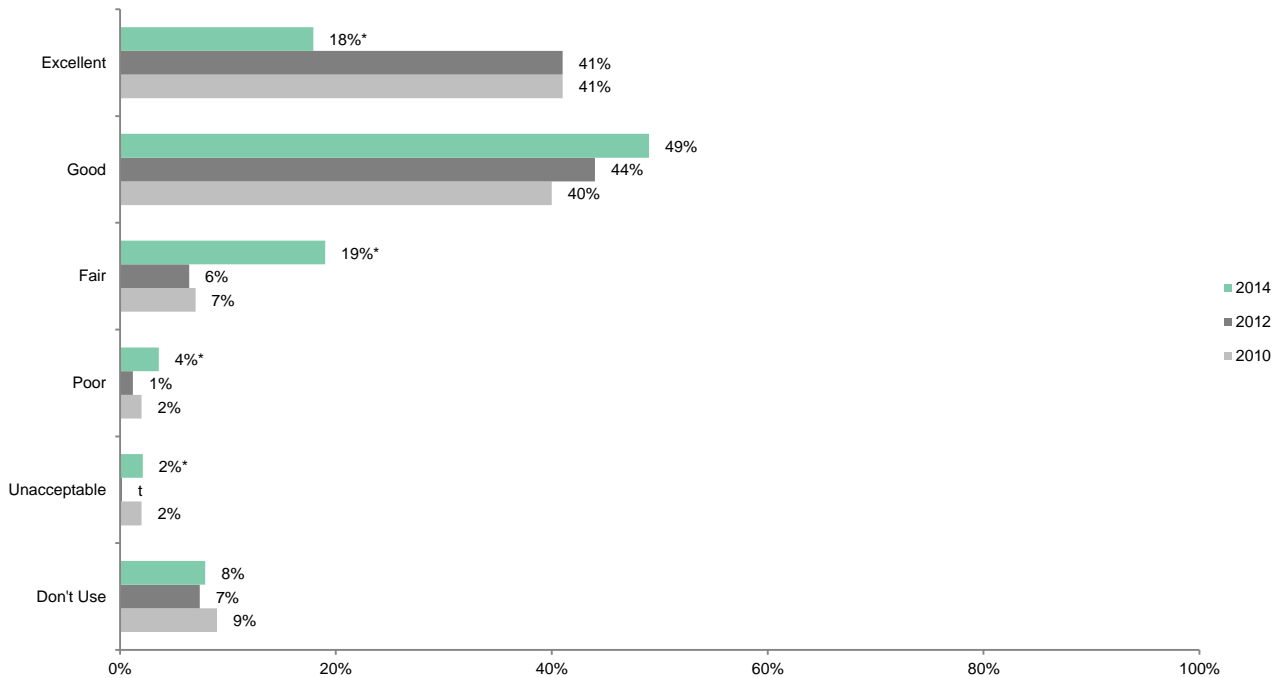


2014 Mean Score = 3.75*
 2012 Mean Score = 4.13
 2010 Mean Score = 4.22

* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing shelter platforms
 N=473

NORTHSTAR RIDER RATING: METROTRANSIT.ORG



2014 Mean Score = 3.84*
 2012 Mean Score = 4.34
 2010 Mean Score = 4.27

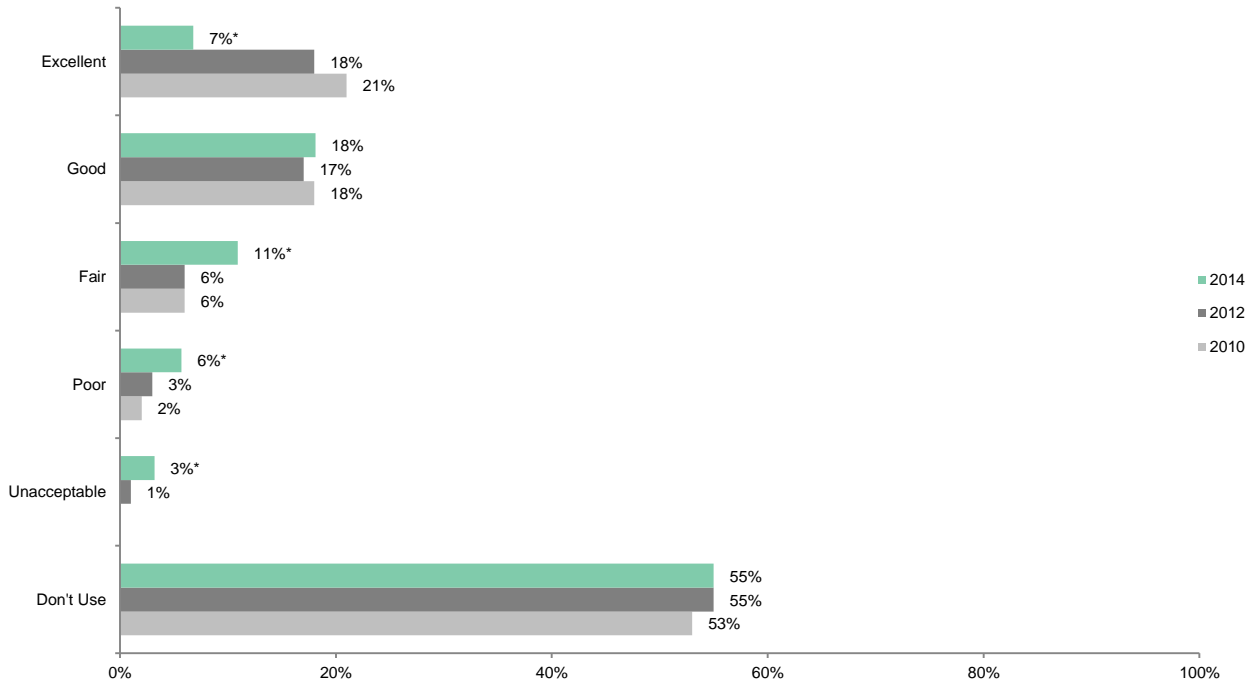
* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing metrotransit.org

N=469

t Denotes less than 1%

NORTHSTAR RIDER RATING: CUSTOMER SERVICE ON THE METRO TRANSIT INFORMATION LINE

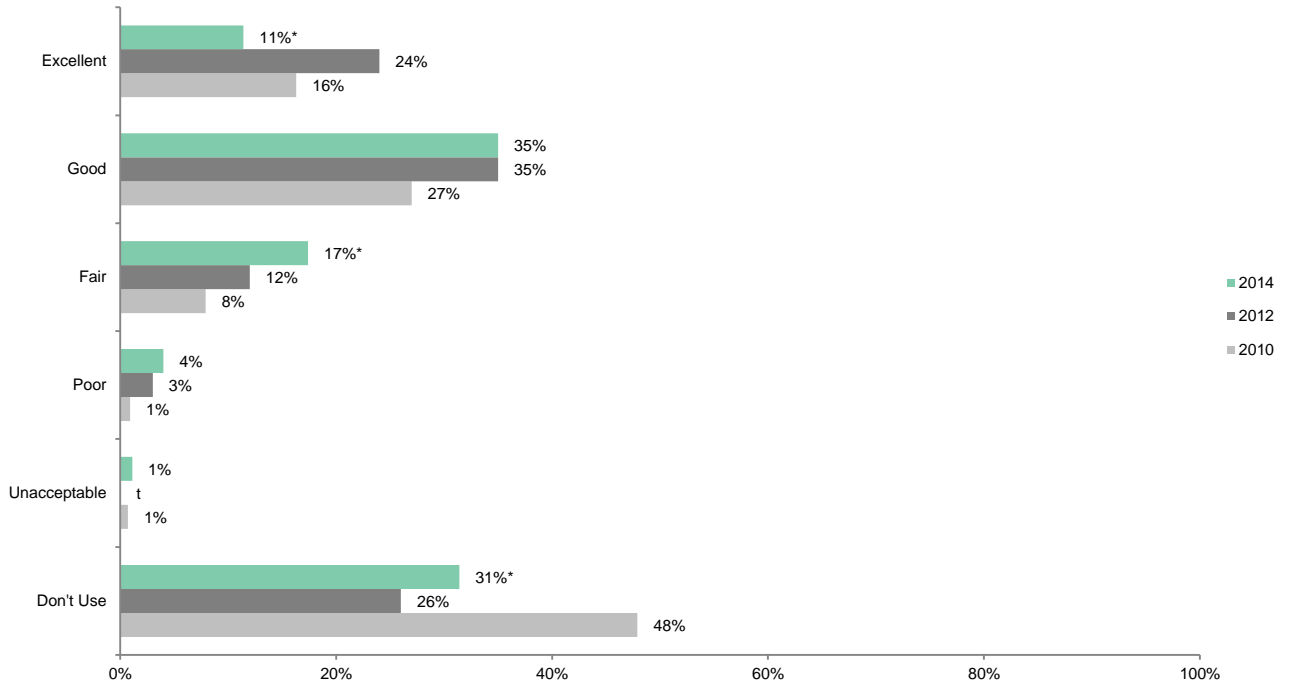


2014 Mean Score = 3.44*
 2012 Mean Score = 4.07
 2010 Mean Score = 4.22

* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing customer service on the Metro Transit information line (612-373-3333)
 N=470

NORTHSTAR RIDER RATING: INFORMATION ABOUT HOW TO PURCHASE OR USE METRO TRANSIT FARE CARDS



2014 Mean Score = 3.75*
 2012 Mean Score = 4.07
 2010 Mean Score = 4.09

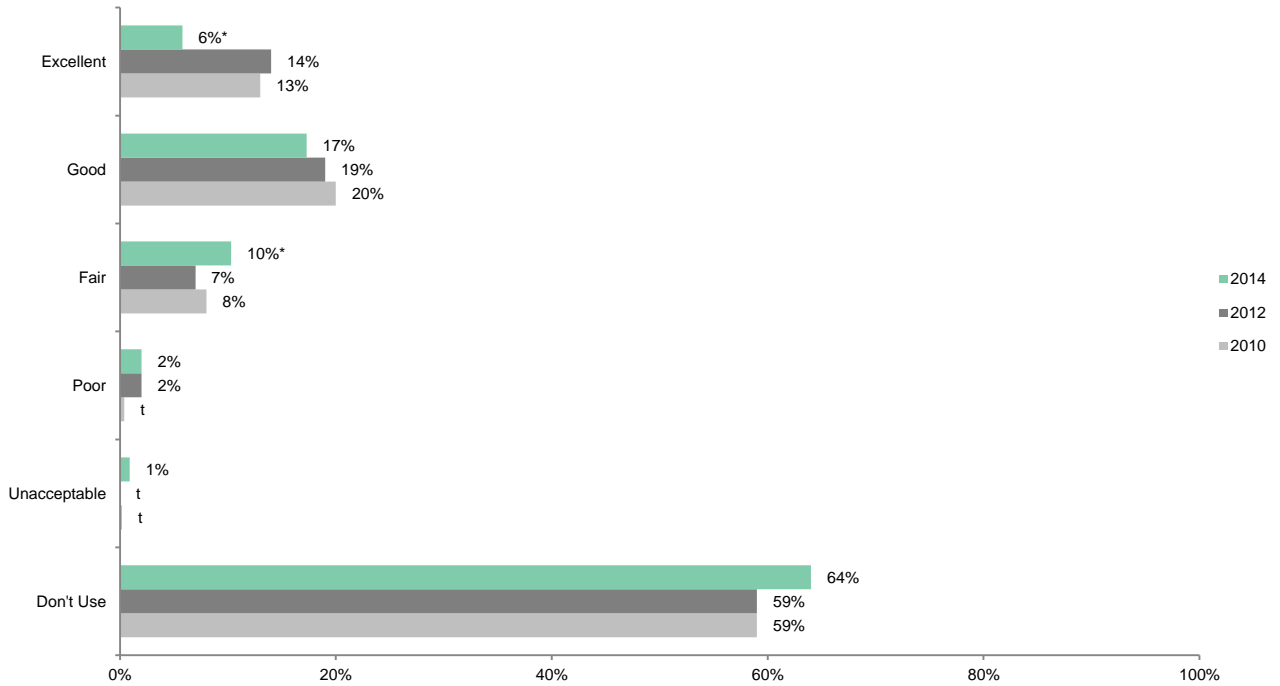
* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing information about how to purchase or use Metro Transit fare cards (e.g. Go-To Cards)

N=472

t Denotes less than 1%

NORTHSTAR RIDER RATING: "CONNECT" ONBOARD NEWSLETTER DISTRIBUTED MONTHLY ON TRAINS



2014 Mean Score = 3.71*
 2012 Mean Score = 4.09
 2010 Mean Score = 4.08

* Statistically significant difference 2014 to 2012

Q: Please rate how well we are communicating with you in the following areas by providing CONNECT onboard newsletter distributed monthly on buses.

N=467

t Denotes less than 1%

Survey Instruments



Bus Survey

We want to know what you think of us and the service we provide. Please use a blue or black pen, mark your answers by placing an X inside the correct box. To take this survey online, go to metrotransit.org/survey

Leave the completed survey on your seat today or mail it to us by November 30, 2014.

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 2141 HOPKINS, MN
POSTAGE WILL BE PAID BY ADDRESSEE

MARKETING DEPARTMENT
METRO TRANSIT
PO BOX 5703
HOPKINS, MN 55343-7063

What is your home ZIP CODE?
 & _____

What is the ZIP CODE of your final destination TODAY?
 (e.g., home ZIP CODE) AND nearest intersection
 & _____

On which day(s) of the week do you usually ride the bus?
 Weekdays (M-F) Weekends (Sa-Su) Both

When do you usually ride the bus?
 Rush hours (6:00 – 9:00 a.m. or 3:00 – 6:30 p.m.) Non-rush hours Special events

How many days per week do you usually ride the bus?
 7 6 5 4 3 2 1 Less often than once per week

How did you pay for your fare today?

- Go-To Card
- Free ride pass
- Cash/Credit Card/token at a rail ticket machine
- Metropass
- Online (interactive ticketing)
- If so, what kind of ticket did you purchase?
- Student Pass
- Coupon
- Full fare single ride
- U-Pass
- Cash on bus
- Full fare round trip ticket
- College Pass
- Other: _____
- Reduced fare (senior, youth, Medicare)
- Person with disability
- Event 6 hour pass
- Day pass

What is the primary purpose of your trip today?

- Work
- Shopping or errands
- Social or entertainment
- Sporting or special event
- School (K-12)
- College/University
- Medical
- Other: _____

Does your employer, organization or agency offer transit passes?

- Yes No I don't know

If yes, does it share part of the cost?
 Yes No I don't know

10001

What is the number of the bus route you are riding?

What type of bus route are you riding?
 Express Local

How far would you estimate you traveled to get to your first bus stop or rail station?
 Less than 1/4 mile 1/2 - 1 mile 2 - 10 miles

1/4 - 1/2 mile 1 - 2 miles More than 10 miles

On this trip, did you transfer from:

- Bus
- Light rail
- Metro Mobility or Transit Link
- Northstar
- Did not transfer

What will you do when you get off of this bus?

- Transfer to bus
- Transfer to light rail
- Get picked up (a ride from someone)
- Walk
- Bicycle (personal)
- Bicycle (Nice Ride/public rental)
- Metro Mobility or Transit Link
- Other: _____

How many TOTAL buses and/or trains will you take to complete your one-way trip?
 1 2 3 4 5 6

B

PLEASE TAPE
HERE ONLY



To take this survey online
 please visit metrotransit.org/survey

How far would you estimate you will travel from your last bus stop or rail station to your destination?

- Less than 1/4 mile
- 1/4 - 1/2 mile
- 1/2 - 1 mile
- More than 2 miles

(minutes)

Please estimate - in minutes - the total travel time of this trip.

What are the main reasons you use transit? (check all that apply)

- Live or work close to transit
- Saves time
- Saves money on parking
- Subsidized by employer or other organization
- Prefer car-free or car-light lifestyle
- Cannot drive
- Reduces environmental footprint
- Do not have access to car or other transportation
- Saves money on gas/auto expenses
- Avoid stress of driving/traffic congestion
- Predictable travel times compared to driving
- Other _____

What or who is your primary source for transit information?

- Printed schedules
- Rider alerts
- Transit stops
- metrotransit.org
- Transit shelters
- CONNECT (onboard newsletter)
- Next Trip
- Onboard information cards
- Metro Transit information line - 612-373-3333
- Bus drivers
- On platform service information kiosks
- Other _____

How often, if ever, do you use metrotransit.org?

- Several times a week
- Once a week
- Once every 2-3 weeks
- Once every 2-3 months
- Once a month
- Once every 2-3 months
- Less often than every 3 months
- Never

If you use metrotransit.org, which features do you use? (check all that apply)

- Trip Planner
- Next Trip
- Events and promotions
- Decour & alert information
- Purchase other transit passes
- Personal schedule
- Route/schedule pages
- Carpool/Vanpool services
- Interactive map
- Services finder
- Manage Go-To Card
- Other maps
- Other _____
- Do not use metrotransit.org

If you use metrotransit.org, how do you access it? (check all that apply)

- Very satisfied
- Mobile phone/smartphone
- I do not use it
- Home computer
- Computer at work
- Other _____

If WiFi were available on your bus for free, would you use it?

- Yes
- No

On a scale of 0-10, where "10" is "extremely likely" and "0" is "not at all likely," how likely is it that you would recommend Metro Transit to a friend or colleague?

- Not at all likely
- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- Extremely likely

Overall, how satisfied are you with your Metro Transit experience?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Please rate how well we are communicating with you in the following areas by providing:

	Excellent	Good	Fair	Poor	Unacceptable	Don't use
Transit System Map.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Printed schedules.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus stops.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
metrotransit.org.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information about how to purchase or use Metro Transit fare cards (e.g. Go-To Cards).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Onboard information cards.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please rate Metro Transit's performance on the following elements of bus services:

	Excellent	Good	Fair	Poor	Unacceptable	Don't know
Overall rating of Metro Transit service.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal safety while waiting.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hours of operation for transit service meet my needs.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total travel time is reasonable.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability - service is on schedule.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicles are clean.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Routes and schedules are easy to understand.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fares are easy to understand.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information at bus stops.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicles are environmentally friendly.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of the route map and schedule.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Courteous drivers.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please tell us about you:

- How long have you used Metro Transit services?
 - Less than 1 year
 - 1 to 2 years
 - 3 to 5 years
 - More than 5 years

What or who influenced your decision to first try transit?

- Employer or organization
- School
- Friend, family or coworker
- Fuel prices/auto expenses
- metrotransit.org
- New homework location
- New routes or route changes
- Unreliable personal transportation
- Light rail
- Metro Transit advertising or free ride promotion
- Road construction
- Special event (e.g. State Fair, sporting event)
- Job change
- Coupon/free ride
- Other _____

Do you have a valid Driver's License?

- Yes
- No

Do you have a Metro Mobility ID OR a state-issued ID with an "L" or "A" endorsement?

- Yes
- No

How many working automobiles do you have available to use?

- 0
- 1
- 2
- 3
- 4
- 5
- 6 or more

How many people, including yourself, are in your household?

- 1
- 2
- 3
- 4
- 5
- 6 or more

Are you...?

- Female
- Male

Are you Hispanic/Latino?

- Yes
- No

What best describes your race? (check all that apply)

- White/Caucasian
- Black/African American
- Asian/Asian American
- American Indian
- Native Hawaiian or other Pacific Islander
- Other _____

What year were you born?

Approximately, what was your total household income last year before taxes? (check one)

- Less than \$10,000
- \$10,000 - \$14,999
- \$15,000 - \$24,999
- \$25,000 - \$34,999
- \$35,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150K +

Does your employer, organization or agency offer transit passes?

- Yes
- No
- I don't know

If yes, does it share part of the cost?

- Yes
- No
- I don't know

What is the primary purpose of your trip today?

- Work
- Shopping or errands
- School (K-12)
- Medical
- Other _____

- Social or entertainment
- College/University

When you began your trip today, how did you get to your first bus stop or rail station?

- Someone else drove me
- Drove to a Park & Ride
- Walked
- Bicycled
- From airport
- Drove to other parking (e.g. street parking)
- Metro Mobility or Transit Link
- Other _____

If "bicycled," did you bring your bike with you on the light rail?

- Yes
- No

How far would you estimate you traveled to get to your first bus stop or rail station?

- Less than 1/4 mile
- 1/2 - 1 mile
- 1 - 2 miles
- More than 2 miles

If you transferred to/from a bus, how many TOTAL buses and/or trains will you take to complete your one-way trip?

- 1
- 2
- 3
- 4
- 5

How far would you estimate you will travel from your last bus stop or rail station to your destination?

- Less than 1/4 mile
- 1/2 - 1 mile
- More than 2 miles

Please estimate - in minutes - the total travel time of this trip, _____ (minutes)

What are the main reasons you use transit? (check all that apply)

- Live or work close to transit
- Reduces environmental footprint
- Saves time
- Do not have access to car or other transportation
- Saves money on gasoline expenses
- Subsidized by employer or other organization
- Avoid stress of driving/traffic congestion
- Prefer car-free or car-light lifestyle
- Predictable travel times compared to driving
- Cannot drive
- Other _____

What or who is your primary source for transit information?

- Printed schedules
- Transit shelters
- Rider alerts
- CONNECT (onboard newsletter)
- Metro Transit information line - 612-373-3333
- Transit stores
- Bus drivers
- NextTrip
- Onboard information cards
- metrotransit.org
- On platform service information kiosks
- Other _____

How often, if ever, do you use the website metrotransit.org?

- Several times a week
- Once a week
- Once every 2-3 months
- Once every 3 months
- Never

If light rail service had not been available, how would you have made this trip?

- Drive alone
- Walk
- Bicycle
- Taxi
- Carpool
- Bus
- Metro Mobility or Transit Link

If WIFIF were available on the light rail for free, would you use it?

- Yes
- No

On a scale of 0-10, where "10" is "extremely likely" and "0" is "not at all likely," how likely is it that you would recommend Metro Transit to a friend or colleague?

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Overall, how satisfied are you with your Metro Transit experience?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

Please rate how well we are communicating with you in the following areas by providing:

	Excellent	Good	Fair	Poor	Unacceptable	Don't use
Clear, accurate route and/or schedule information.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Metro Transit information line (612-373-3333).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shelters.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Next trip signs.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer service department on the Metro Transit information line (612-373-3333).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CONNECT onboard newsletters.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Excellent	Good	Fair	Poor	Unacceptable	Don't know
Overall rating of Metro Transit services.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paying my fare is easy.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal safety while riding.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Routes go where I need to go.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transferring is easy.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drivers operate vehicles in a safe and responsible manner.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicles are comfortable.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for the fare paid.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of seats.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PA announcements at stations.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Station conditions/cleanliness.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please tell us about you:

- How long have you used Metro Transit services?
 - Less than 1 year
 - 1 to 2 years
 - 3 to 5 years
 - More than 5 years

What or who influenced your decision to first try transit?

- Employer or organization
- School
- Friend, family or coworker
- Fuel price/auto expenses
- metrotransit.org
- New home/work location
- New routes or route changes
- Coupon/free ride
- Other _____

Do you have a valid Driver's License?

- Yes
- No

Do you have a Metro Mobility ID OR a state-issued ID with an "L" or "A" endorsement?

- Yes
- No

How many working automobiles do you have available to use?

- 0
- 1
- 2
- 3
- 4
- 5
- 6 or more

How many people, including yourself are in your household?

- 1
- 2
- 3
- 4
- 5
- 6 or more

Are you...?

- Female
- Male

Are you Hispanic/Latino?

- Yes
- No

What best describes your race? (check all that apply)

- White/Caucasian
- Black/African American
- Asian/Asian American
- American Indian
- Native Hawaiian or other Pacific Islander
- Other _____

What year were you born? _____

- Approximately, what was your total household income last year before taxes? (check one)
- Less than \$10,000
 - \$10,000 - \$14,999
 - \$15,000 - \$24,999
 - \$25,000 - \$34,999
 - \$35,000 - \$49,999
 - \$50,000 - \$74,999
 - \$75,000 - \$99,999
 - \$100,000 - \$149,999
 - \$150K +

How far would you estimate you traveled to get to your first bus stop or rail station?
 Less than 1/4 mile
 1/4 - 1/2 mile
 1/2 - 1 mile
 More than 10 miles

On this trip, did you transfer from:
 Bus
 Northstar
 Metro Mobility or Transit Link

What will you do when you get off this train?
 Transfer to bus
 Transfer to Northstar
 Drive
 Walk
 Bicycle (Nice Ride/public rental)
 Metro Mobility or Transit Link
 Other: _____

If you transferred to/from a bus, how many TOTAL buses and/or trains will you take to complete your one-way trip?
 1
 2
 3
 4
 5
 More than 5

How far would you estimate you will travel from your last bus stop or rail station to your destination?
 Less than 1/4 mile
 1/4 - 1/2 mile
 1/2 - 1 mile
 More than 2 miles

Please estimate - in minutes - the total travel time of this trip.
 _____ _____ _____ (minutes)

What are the reasons you use transit? (check all that apply)
 Live or work close to transit
 Saves time
 Subsidized by employer or other organization
 Prefer car-free or car-light lifestyle
 Cannot drive
 Reduce environmental footprint
 Do not have access to car or other transportation
 Saves money on gas/auto expenses
 Avoid stress of driving/traffic congestion
 Predictable travel times compared to driving
 Other: _____

What or who is your primary source for transit information?
 Printed schedules
 Transit shelters
 CONNECT (onboard newsletter)
 Rider alerts
 NextTrip
 NextTrip
 Onboard information cards
 metrotransit.org
 Other: _____

How often, if ever, do you use the website metrotransit.org?
 Several times a week
 Once a month
 Once every 2-3 months
 Once a week
 Less often than every 3 months
 Never

If you use metrotransit.org, which features do you use? (check all that apply)
 Trip Planner
 Route/schedule pages
 Manage Go-To Card
 NextTrip
 Carpool/Vanpool services
 Other maps
 Other
 Interactive map
 Services finder
 Detour & alert information
 Personal schedule
 Purchase other transit passes
 Do not use metrotransit.org

If you use metrotransit.org, how do you access it? (check all that apply)
 Mobile phone/smartphone
 Home computer
 I do not use it
 Computer at work

If WIFI were available on your light rail for free, would you use it?
 Yes
 No

On a scale of 0-10, where "10" is "extremely likely" and "0" is "not at all likely," how likely is it that you would recommend Metro Transit to a friend or colleague?
 Not at all likely
 0
 1
 2
 3
 4
 5
 6
 7
 8
 9
 10
 Extremely likely

Overall, how satisfied are you with your Metro Transit experience?
 Very satisfied
 Somewhat satisfied
 Neither satisfied nor dissatisfied
 Somewhat dissatisfied
 Very dissatisfied

Please rate how well we are communicating with you in the following areas by providing:

	Excellent	Good	Fair	Poor	Unacceptable	Don't use
Transit System Map.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Printed schedules.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus stops.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
metrotransit.org.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information about how to purchase or use Metro Transit fare cards (e.g. Go-To Cards).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Onboard information cards.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Excellent	Good	Fair	Poor	Unacceptable	Don't know
Overall rating of Metro Transit service.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal safety while waiting.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hours of operation for transit service meet my needs.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total travel time is reasonable.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability - service is on schedule.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicles are clean.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Routes and schedules are easy to understand.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fares are easy to understand.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information at bus stops.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicles are environmentally friendly.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of the route map and schedule.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PA announcements on trains.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please tell us about your:
 How long have you used Metro Transit service?
 Less than 1 year
 1 to 2 years
 3 to 5 years
 More than 5 years

What or who influenced your decision to first try transit?
 Employer or organization
 School
 Friend, family or coworker
 Fuel prices/auto expenses
 metrotransit.org
 New homework location
 New routes or route changes
 Other: _____

Do you have a valid Driver's License?
 Yes
 No

Do you have a Metro Mobility ID OR a state-issued ID with an "L" or "A" endorsement?
 Yes
 No

How many working automobiles do you have available to use?
 0
 1
 2
 3
 4
 5
 6 or more?

How many people, including yourself, are in your household?
 1
 2
 3
 4
 5
 6 or more?

Are you...?
 Male
 Female
 Hispanic/Latino?

Are you Hispanic/Latino?
 Yes
 No

What best describes your race? (check all that apply)
 White/Caucasian
 Black/African American
 Asian/Asian American
 American Indian
 Native Hawaiian or other Pacific Islander
 Other: _____

Approximately, what was your total household income last year before taxes? (check one)
 Less than \$10,000
 \$10,000 - \$14,999
 \$15,000 - \$24,999
 \$25,000 - \$34,999
 \$35,000 - \$49,999
 \$50,000 - \$74,999
 \$75,000 - \$99,999
 \$100,000 - \$149,999
 \$150K +



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 2141 HOPKINS, MN
POSTAGE WILL BE PAID BY ADDRESSEE

MARKETING DEPARTMENT
METRO TRANSIT
PO BOX 5703
HOPKINS, MN 55343-7063



Northstar Survey

We want to know what you think of us and the service we provide. Please use a blue or black pen, mark your answers by placing an X inside the correct box. To take this survey online, go to metrotransit.org/survey.

Leave the completed survey on your seat today or mail it to us by November 30, 2014.

What is your home ZIP CODE?
(e.g., home ZIP CODE) AND nearest intersection

& &

What is the ZIP CODE of your final destination TODAY?
(e.g., destination ZIP CODE) AND nearest intersection

&

At which station did you BOARD the train TODAY?

- Big Lake
- Elk River
- Coon Rapids-Riverdale
- Fridley
- Ramsey
- Anoka
- Target Field

At which station did you EXIT the train TODAY?

- Big Lake
- Elk River
- Coon Rapids-Riverdale
- Fridley
- Ramsey
- Anoka
- Target Field

On which day(s) of the week do you usually ride Northstar?

- Weekdays (M-F)
- Weekends (Sa-Su)
- Both
- No

Have you ever taken Northstar for special events?

- Yes, please specify _____
- No

How many days per week do you usually ride Northstar?

- 7
- 6
- 5
- 4
- 3
- 2
- 1
- Less than once per week

How did you pay for your fare today?

- Go-To Card
- MetroPass
- Student Pass
- U-Pass
- College Pass
- Free ride pass
- Online (interactive ticketing)
- Coupon
- Cash on the bus
- Other _____
- Cash/Credit Card/ token at a rail ticket machine
- If so, what kind of ticket did you purchase?
 - Full fare single ride
 - Full fare round trip ticket
 - Reduced fare (senior, youth, Medicare)
 - Person with disability
 - Event 6 hour pass
 - Day pass

10001

PLEASE TAPE
HERE ONLY



To take this survey online
please visit metrotransit.org/survey

Does your employer, organization or agency offer transit passes?

- Yes
- No
- I don't know

If yes, does it share part of the cost?

- Yes
- No
- I don't know

What is the primary purpose of your trip today?

- Work
- College/University
- Other _____
- Shopping or errands
- School (K-12)
- Social or entertainment
- Sporting or special event

What are the main reasons you use Northstar? (check all that apply)

- Live or work close to transit
- Saves time
- Saves money on parking
- Subsidized by employer or other organization
- Prefer car-free or car-light lifestyle
- Cannot drive
- Reduce environmental footprint
- Do not have access to car or other transportation
- Saves money on gas/outside expenses
- Avoid stress of driving/traffic congestion
- Predictable travel time compared to driving
- Other _____

When you began your trip today, how did you get to the Northstar station?

- Someone else drove me
- Walked
- Transfer from light rail
- Drove to a Park & Ride
- Bicycled
- Metro Mobility or Transit Link
- Transfer from bus
- Other _____

