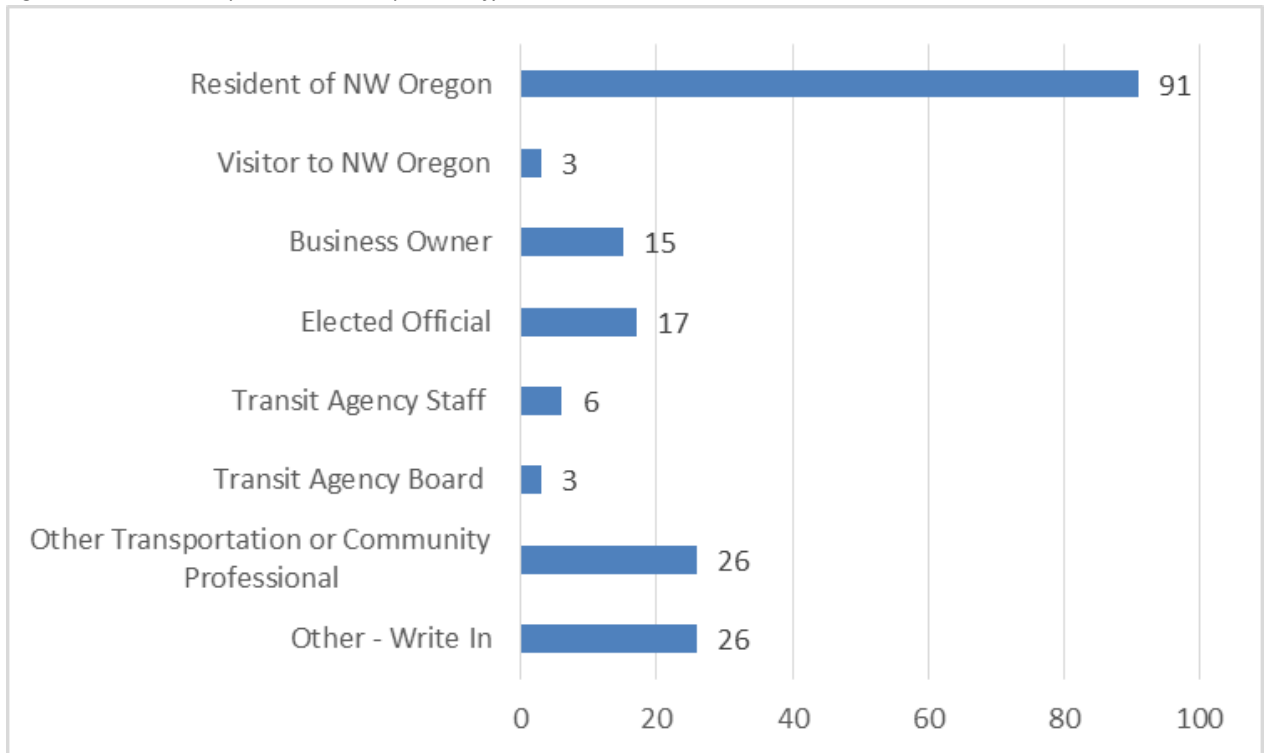


# Northwest Connector Alliance-Survey Summary

## Introduction

An on-line stakeholder survey was conducted in December 2015 and January 2016 to help inform management planning activities for the Northwest Connector Alliance. A total of 125 individual responses were received. Of these, the majority identified themselves as residents of NW Oregon. In addition, 50 respondents identified themselves as belonging to one or more of the individual categories, such as transportation or community professional, elected official, or business owner. Figure 1 shows responses to this question. Since more than one response could be checked, the total responses are greater than the number of surveys completed.

Figure 1. Individual Responses, How People Identify



## Themes by Question

*Question: In what ways are transit services important to you or your organization?*

Most common responses:

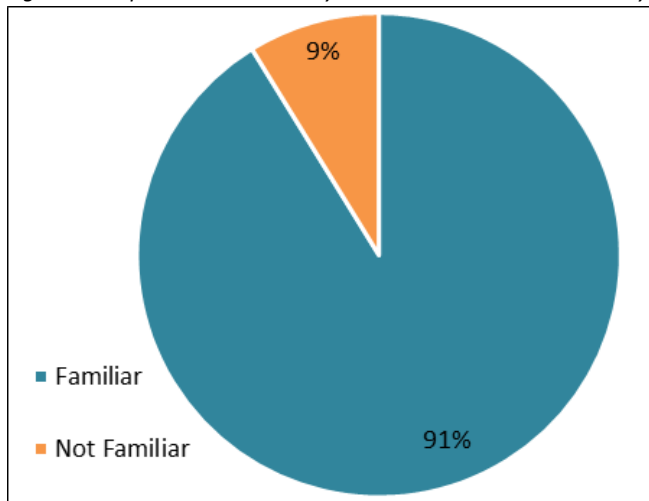
- An alternative to driving and/or vehicle ownership or to assist when a vehicle is not available or if an individual chooses to not own a personal vehicle
- Brings clients and customers to businesses

- Serves visitors
- Contributes to economic growth
- Provides connectivity
- An important option to provide access to services, particularly for low-income, disabled or elderly community members to locations such as medical facilities, grocery stores, schools, and recreational opportunities
- Important to reduce congestion, pollution, and vehicle miles traveled
- Some find it as unnecessary and/or do not use it personally

***Question: Are you familiar with the public transit agency in your county?***

As shown on Figure 2, a large majority (91 percent) of respondents confirmed that they are familiar with the public transit agency in their county.

*Figure 2. Respondent's Familiarity with Transit in their Community*

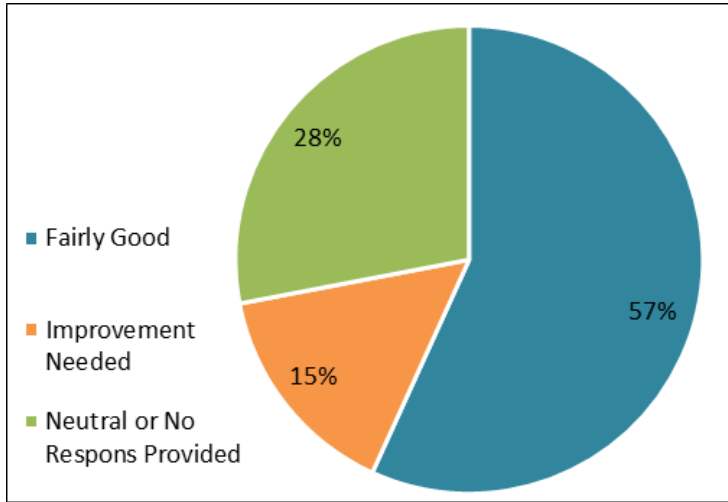


***Question: What are your perceptions of how your transit agency is meeting the travel needs of your community?***

Respondents generally believe the transit agency is doing a good job of meeting the travel needs of the community (see Figure 3.). Most common themes in the comments:

- Doing a good job meeting the needs of the community, especially considering the limited resources
- Need more frequent service and more routes
- Service is not needed or not well utilized

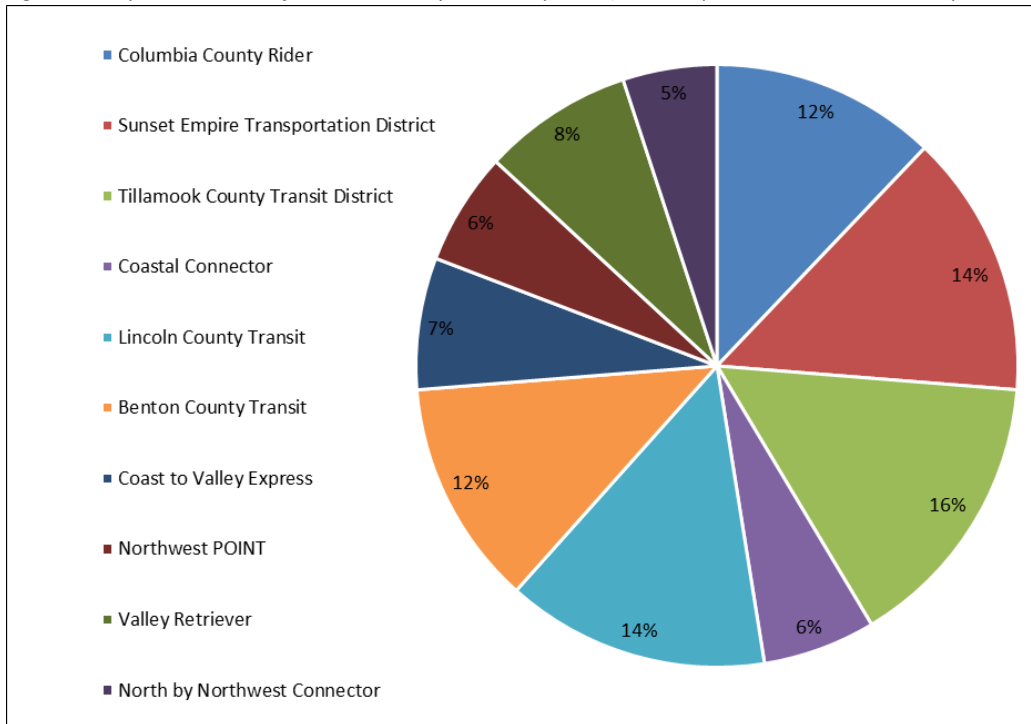
Figure 3. Respondent's Perceptions on How Well Transit is Meeting Community Needs



**Question: Have you taken a trip on any of these bus services in our five-county area?**

Almost half (45 percent) of the respondents have never used the bus service in the five-county area. Figure 4 shows the responses for those who have used one of the services.

Figure 4. Respondent's Use of the Five-County Transit Options (some respondents have used multiple service)



**Question: Has your travel experience been good or bad, and why?**

As shown in Figure 5, most respondents who expressed an opinion indicated that their travel experience was overwhelmingly positive, with only 2 percent indicating that their experience was "bad" and 4 percent "neutral". Nearly half of respondents did not provide a response.

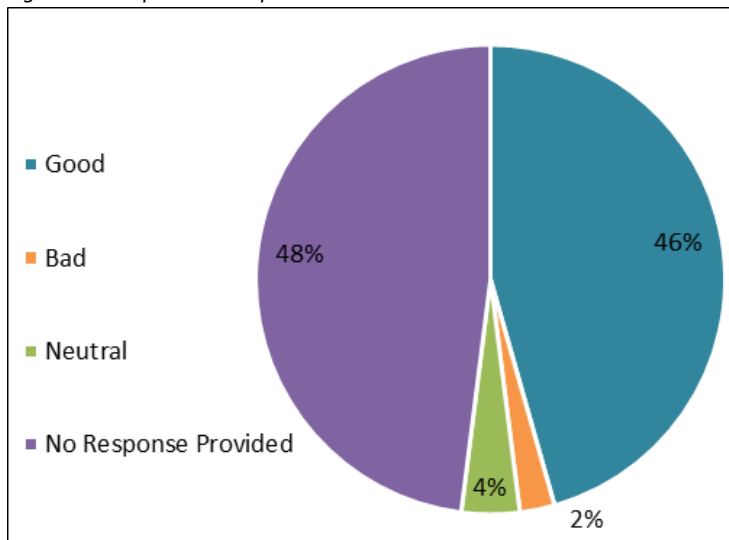
Reasons for “good” responses included:

- It’s nice just to have the service
- Good, nice and friendly drivers and customer service
- On time, clean, comfortable, and convenient

Reasons for “bad” or “neutral” responses included:

- Quality of people who ride the bus
- Inadequate signage and poor shelters
- Limited service and lack of frequency

Figure 52. Respondents Experience



*Question: Before taking this survey, had you heard about the North by Northwest Connector? If so, where? And, if not, where would you expect to find information about us?*

About two-thirds of respondents indicated that they had heard of the North by Northwest Connector, as shown on Figure 6.

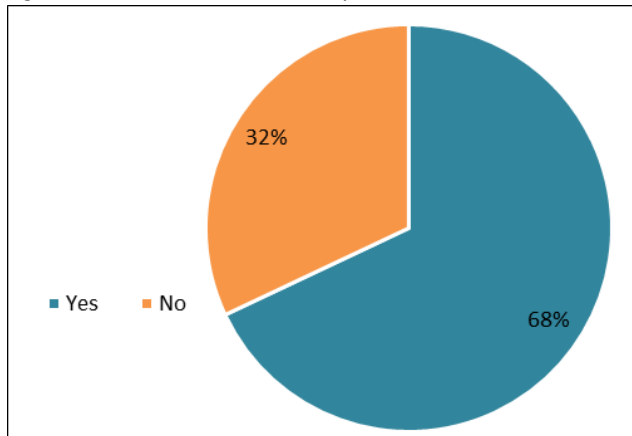
Most commonly, respondents were familiar with the service through:

- Bus stops and buses
- Online
- Co-workers
- Community/organizational meetings

Respondents who had not heard of the service expect to find information about it:

- Online
- In the media (newspapers and radio)
- At community/organizational meetings

Figure 6. Had Heard about North by Northwest Connector

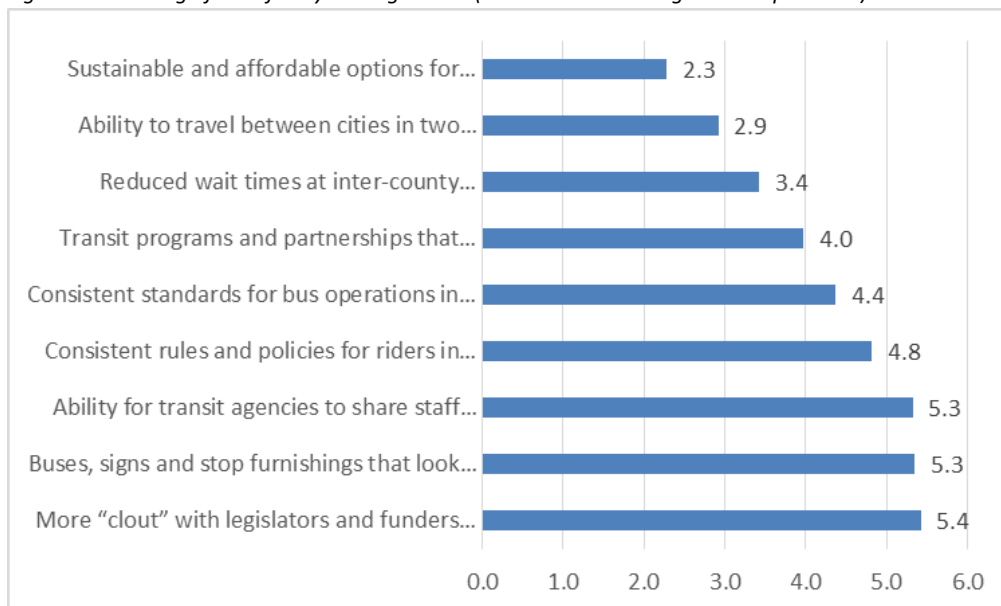


**Question:** Please rank these potential benefits in order of importance to you.

Responses to this question showed a wide range of opinions. Figure 7 indicates the respondents' average rating of the importance of each potential benefit, with a lower rating indicating that the item is more important and a higher rating indicating that the item was less important. The top three potential benefits in order of importance are:

- Sustainable and affordable options for regional (long-distance) travel
- Ability to travel between cities in two different counties without changing buses
- Reduced wait times at inter-county transfer points

Figure 73. Ranking of Benefits by Average Score (low score indicates greater importance)



**Question:** What other benefits should regional transit coordination provide?

The top responses included:

- More service frequency, service span, stops, and easier transfers
- Comfortable, clean, and secure stations/stops
- Promotion/advertising of transit options/awareness
- Lower cost and more fare options

*Question: Which agencies, businesses or individuals do you believe should have input on the Connector’s organizational structure, regional transit services and programs?*

Most common responses:

- |  |                                       |
|--|---------------------------------------|
| • Public agencies (cities, counties, transit agencies, ODOT, COGs) | • Users of the service                |
| • Employers, businesses  | • Hotel/motels                        |
| • Those who pay for it   | • Chambers of commerce                |
| • Uniform across region  | • Medical and elderly care facilities |
|  | • Schools                             |

*Question: In what ways do you believe you or your agency could be involved in efforts to coordinate regional transit services?*

Most common responses:

- |                                 |                                 |
|---------------------------------|---------------------------------|
| • Service promotion/information | • Service planning/coordination |
| • Needs identification/surveys  | • Safety/disaster planning      |

*Question: To wrap up, are there any final observations or insights that you would like to offer for improving regional transit service in northwestern Oregon?*

Most common responses:

- |                                  |                                       |
|----------------------------------|---------------------------------------|
| • Keep up the good work!         | • Keep the city-to-city express buses |
| • Coordinate with larger systems | • Maintain service standards          |
| • Market/publicize service       | • Make the service affordable         |
| • Increase social media presence | • Improve service frequency           |