



2023

**KCATA
RideKC Bus
Customer Satisfaction Survey**

Findings Report



ETC
INSTITUTE

Contents

Section 1: Executive Summary	4
Section 2: Charts and Graphs	12
Section 3: National Benchmarks	55
Section 4: Tabular Data	64
Section 5: Survey Instrument	91



Executive Summary

2023 Kansas City Area Transit Authority (KCATA) Customer Satisfaction Survey *Executive Summary*

Overview

The Kansas City Area Transportation Authority (KCATA) is committed to facilitating safe and dependable public transportation, connecting individuals to various opportunities. As a bi-state agency dedicated to serving the transportation needs of the Kansas City region, KCATA conducts routine customer satisfaction surveys across its RideKC services. Specifically, RideKC Bus and RideKC Max are surveyed annually, while RideKC Streetcar undergoes assessment every two years. For this survey, a total of 2,010 riders participated which has a precision of +/- 2.2% at the 95% level of confidence.

Methodology

The RideKC Customer Satisfaction Survey was administered by ETC Institute’s team of trained surveyors. Survey collection was conducted via paper intercepts onboard RideKC buses, as well as at KCATA stations and bus stops. Surveys were followed by a quick rider debrief to confirm that each question was answered to the best of the rider’s ability. A detailed sampling plan was developed and closely followed based on each line’s daily ridership numbers provided by KCATA, so survey results were adequately proportionate with route usage. The weekday sampling plan is provided below.

Route	Total Riders	Avg Daily Ridership - 2022 Oct	% of Sample	Total Weekday Surveys	Total Weekend Surveys
2 Troost MAX	1220	2,683	30.8%	93	30
3 Prospect MAX	1878	4,131	47.4%	160	30
1 Main MAX	862	1,897	21.8%	57	30
MAX Total	3960	8,711	100%	310	90
12 12th Street	353	776	3.8%	41	5
24 Independence	1116	2,455	12.0%	119	25
25 Troost	673	1,480	7.2%	67	20
31 31st Street	1354	2,978	14.6%	145	30
39 39th Street	832	1,830	8.9%	87	20
71 Prospect	201	442	2.2%	21	5
210 Front Street	138	304	1.5%	18	0
28 Blue Ridge	190	417	2.0%	19	5
77 Casino Cruiser (now 210 Front)	91	200	1.0%	12	0
201 North Oak (was 142)	439	965	4.7%	52	5
229 I-29 Express	211	465	2.3%	22	5
233 Vivion/Antioch	40	88	0.4%	5	0

Route	Total Riders	Avg Daily Ridership - 2022 Oct	% of Sample	Total Weekday Surveys	Total Weekend Surveys
238 Meadowbrook	175	385	1.9%	23	0
9 9th Street	93	204	1.0%	12	0
11 Northeast-Westside	545	1,198	5.9%	50	20
18 Indiana	553	1,216	5.9%	51	20
21 Cleveland-Antioch	199	438	2.1%	21	5
23 23rd Street	53	116	0.6%	7	0
27 27th Street	170	375	1.8%	22	0
35 35th Street	256	564	2.8%	28	5
47 Broadway	689	1,515	7.4%	69	20
57 South Oak	135	297	1.5%	17	0
63 63rd Street	164	360	1.8%	21	0
75 75th Street	226	498	2.4%	24	5
85 Paseo	404	889	4.3%	47	5
RideKC Fixed	9298	20455	100%	1,000	200
102	69	151	4.8%	14	0
103	43	95	3.0%	9	0
118	25	55	1.7%	5	0
101 Minnesota/State Avenue	839	1,846	58.1%	141	25
104 Argentine	130	287	9.0%	21	5
106 Quindaro	200	439	13.8%	29	10
107 7 th Street/Parallel	138	304	9.6%	17	10
UG Total	1444	3177	100%	236	50

The following pages of the report contain a summary of the major findings from the survey; the full Customer Satisfaction Survey Report includes the following:

- Charts and graphs depicting the results of the survey (Section 2)
- Benchmarks comparing results from RideKC to national survey results (Section 3)
- Tabular data of survey results (Section 4)
- A copy of the survey instrument (Section 5)

Customer Demographic Characteristics

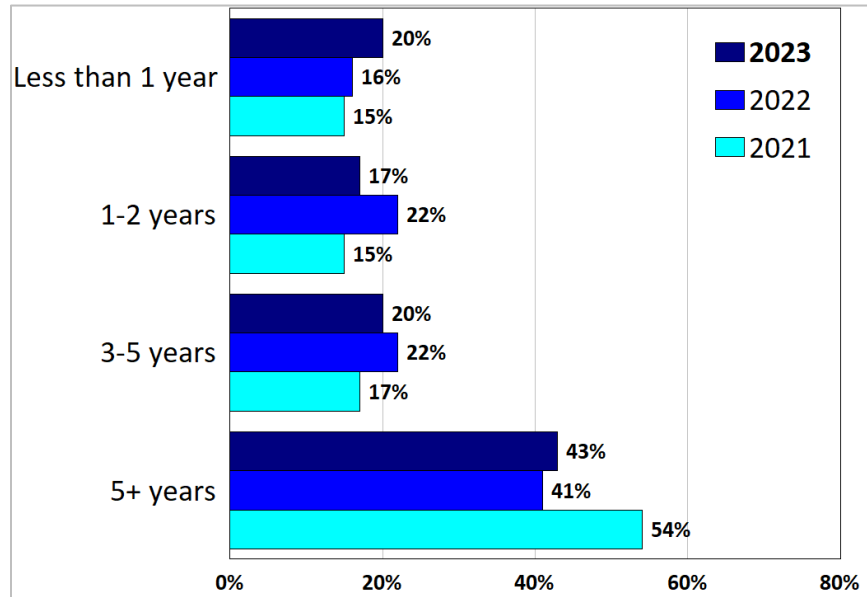
- Race/Ethnicity, Age, and Gender.** Nearly two-thirds of respondents (61%) identified their race/ethnicity as Black or African American. The second largest group of respondents described themselves as White or Caucasian (26%). Hispanic/Latino followed with nine percent (9%) and American Indian/Alaskan Native at six percent (6%) of respondents. Fourteen percent of respondents (14%) were 40-44 years old; thirteen percent (13%) were between 35 and 39 years old. The age groups of 25-29 years and 30-34 years each represented eleven percent (11%) of respondents. Sixty percent of respondents (60%) identify as male, and forty percent (40%) identify as female.
- Income.** The largest annual household income group for respondents was less than \$20,000 (58%), followed by \$20,000 to \$29,999 (15%), and \$35,000 to \$39,999 (9%).

Rider Profile

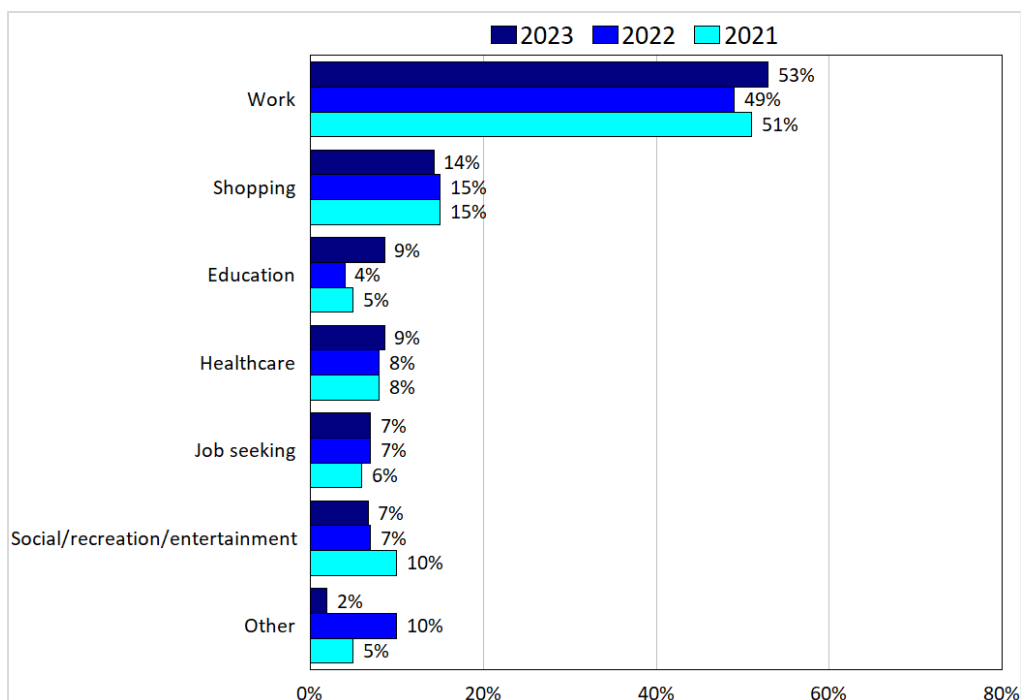
Are you dependent on RideKC for travel?		Gender		Race/Ethnicity	
Yes	78%	Male	60%	Black or African American	61%
No	22%	Female	40%	White or Caucasian	26%
Ridership Frequency		Other	0.5%	Hispanic, Spanish, or Latino/a/x	9%
		Age		American Indian or Alaska Native	6%
5+ days/week	56%	15 to 19 years	7%	Asian or Asian Indian	4%
3-4 days/week	18%	20 to 29 years	20%	Native Hawaiian/other Pacific Islander	2%
1-2 days/week	12%	30 to 39 years	24%	Other	1%
2-3 times/month	10%	40 to 49 years	23%	Income	
< once a month	5%	50 to 59 years	16%	Less than \$20K	58%
Trip Purpose		60+ years	11%	\$20K-\$29,999	15%
		Household Size		\$30K-\$34,999	7%
Work	53%	1	44%	\$35K-\$39,999	9%
Shopping	14%	2	18%	\$40K-\$44,999	4%
Education	9%	3	15%	\$45K-\$49,999	3%
Healthcare	9%	4	10%	\$50K-\$69,999	3%
Job seeking	7%	5	6%	\$70K+	1%
Social/rec/entertainment	7%	6+	8%		
Other	2%				

Customer Transportation Habits

- Ridership.** Forty-three percent of respondents (43%) have been riding RideKC buses for five or more years. Twenty percent (20%) have been riding for three to five years, and seventeen percent (17%) have been riding for one to two years. The remaining twenty percent (20%) have been riding for less than one year. 78% of respondents also noted that they do not have a working vehicle in their household they could have used to complete their trip. This data remains consistent with the last two years.



- Trip Information.** Nearly two-thirds of respondents (63%) indicated that they believe that the bus should arrive within 5-10 minutes of its scheduled time, and just over a quarter (28%) stated that it shouldn't arrive beyond 6-10 minutes of its scheduled time. The primary purpose of 53% of respondents' trips was to get to work. Over three quarters of respondents (78%) indicated that they are dependent on using RideKC buses for travel to/from their destination. Over half of respondents indicated that they use RideKC transit to get to their workplace destination. This is an increase in four percentage points compared to 2022. Most notably, Education related trips increased by five percentage points in 2023 compared to last year.



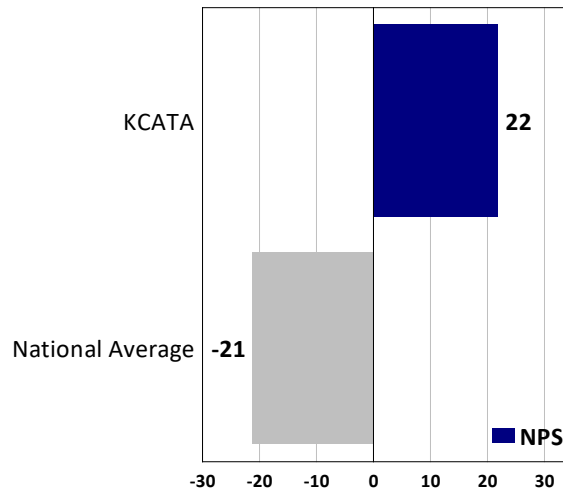
Customer Opinions

- Agreement with Statements Regarding RideKC Services.** Respondents were asked to rate on a scale of one to five how much they agree with 18 statements regarding RideKC services, with five meaning “Strongly Agree,” and one meaning “Strongly Disagree.” The two most agreed with statements (“Strongly Agree” and “Agree” answers) were “Bus operators operate the vehicle safely” (75%) and “I understand RideKC’s available routes and am confident navigating the system (72%). The next two most agreed with statements were “Bus gets me to and from my destination in a reasonable amount of time” (71%) and “Bus stops and stations are conveniently located for me” (71%).
- Top Customer Importance Factors.** Respondents were next asked to rank the top three most important statements to them from the same list of 18 statements in the previous question. The three most selected statements by riders were “The bus is clean” (21%), “RideKC bus service is reliable” (20%), and “The bus usually runs on time” (18%).
- I-S Analysis.** Importance-Satisfaction Analysis compares respondents’ rankings of importance with each statement to how satisfied they are with each statement. Statements are then categorized into four groups based on the findings: “Nice to Haves” – lower importance/higher satisfaction, “Strengths to Maintain” – higher importance/higher satisfaction, “Lower Priority” – lower importance/lower satisfaction, and “Areas of Opportunity” – higher importance/lower satisfaction. Three statements that RideKC riders place high importance in while being delivered satisfying results are “RideKC bus service is reliable”, “The bus stops & stations are conveniently located for me”, and “Buses operate on the days and at the times that I need them”. The five statements, categorized as “Areas of Opportunity,” meaning they are important to riders but have comparatively less high satisfaction levels are listed below:

 - “The bus usually runs on time”
 - “I feel safe riding the bus”
 - “The bus is clean”
 - “I feel safe and secure waiting for my bus”
 - “Bus stops are clean”
- Excellent Customer Service.** Respondents who recently contacted customer service were asked to rate on a scale of one to five how much they agree with 2 statements regarding RideKC customer service, with five meaning “Strongly Agree,” and one meaning “Strongly Disagree.” These statements were “When contacting RideKC customer service by phone, my calls are answered promptly” (67% agree) and “Customer service representatives are helpful and courteous” (66.2%) (Includes “Strongly Agree” and “Agree” answers).
- RideKC Funding.** The majority of respondents (80%) believed that RideKC’s services system provides value to the community. 77.4% of respondents noted that the current level of funding for RideKC services should increase in the next five years.

National Benchmarks

- Benchmark Description.** ETC Institute’s benchmark survey data comes from a national panel of transit riders drawn from surveys within the past five years across all 50 states (more than 80 transit systems). Results were monitored to ensure distribution in proportion to population size of each transit system’s region (i.e. the largest percentage of respondents were from California transit systems).
- Net Promoter Score.** Net Promoter Score poses the question, “Using a 10-point scale, where 10 means ‘Very Likely,’ and 0 means ‘Not Likely At All,’ how likely would you be to recommend RideKC bus service to a friend, colleague, or family member?” Respondents who answer nine or ten are categorized as “Promoters,” those who answer seven or eight are “Passives,” and those who answer a number less than seven are “Detractors.” The score itself is calculated by subtracting the percentage of Detractors from the percentage of Promoters. RideKC bus service received a Net Promoter of 22. This is significantly higher than the National Average score for transit services of -21.



- Overall Satisfaction.** RideKC riders appear to be generally very satisfied with RideKC’s bus service. When asked how satisfied they were with KCATA bus service overall, 62% percent of respondents answered, “Very Satisfied” or “Satisfied.” This is 4 percentage points higher than the National Average of fifty-eight percent (58%). Over three quarters of respondents (79%) indicated that they thought in the last year the quality of the RideKC bus service either remained the same or got better.
- Agreement with Statements Regarding RideKC Services.** All 14 of the RideKC agreement statements in which ETC has national benchmark data ranked higher than the National Average (“Strongly Agree” and “Agree” answers). Listed below are ten statements that ranked at least 12 percentage points higher than the National Average.
 - “I feel safe & secure waiting for my bus” – 61% vs. 35% (+26%)
 - “I feel safe riding the bus” – 64% vs. 42% (+22%)
 - “The bus is clean” – 58% vs. 38% (+20%)
 - “Bus operators operate the vehicle safely” – 74% vs. 55% (+19%)
 - “The bus routes are conveniently located for me” – 71% vs. 52% (+19%)
 - “I am confident navigating the public transit system” – 72% vs. 55% (+17%)

- “The bus usually runs on time” – 64% vs. 48% (+16%)
 - “Bus operators are helpful & courteous” – 68% vs. 55% (+13%)
 - “The bus gets me to my destination in a reasonable amount of time” – 71% vs. 59% (+12%)
 - “It’s easy to find out if buses are running on schedule” – 67% vs. 55% (+12%)
-
- The following section lists the charts and graphs for each survey question broken down into four categories: Key Characteristics of Customers, Customer Transportation Characteristics, Customer Opinions, and Importance-Satisfaction Analysis.

2

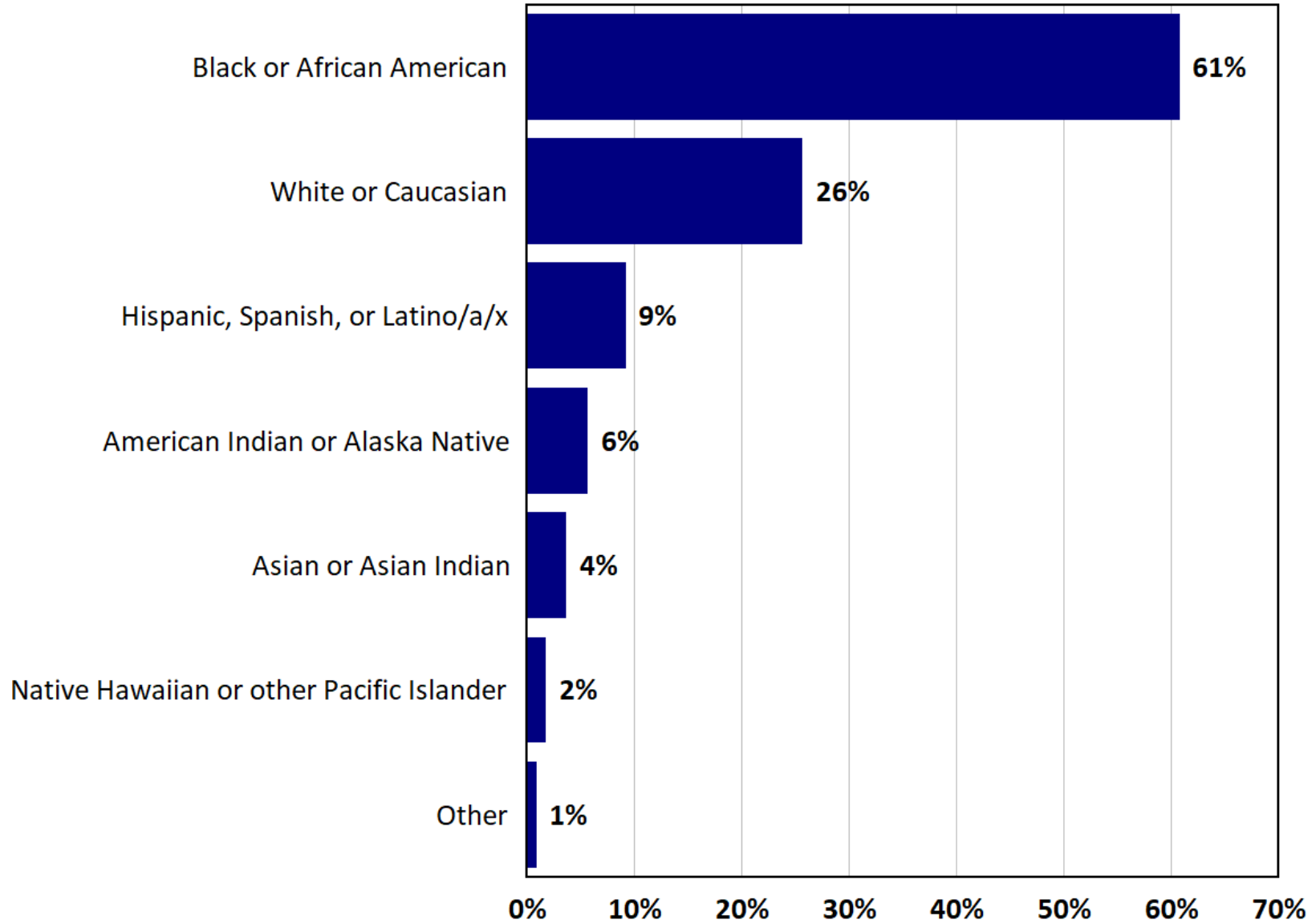
Charts & Graphs



KEY CHARACTERISTICS OF CUSTOMERS

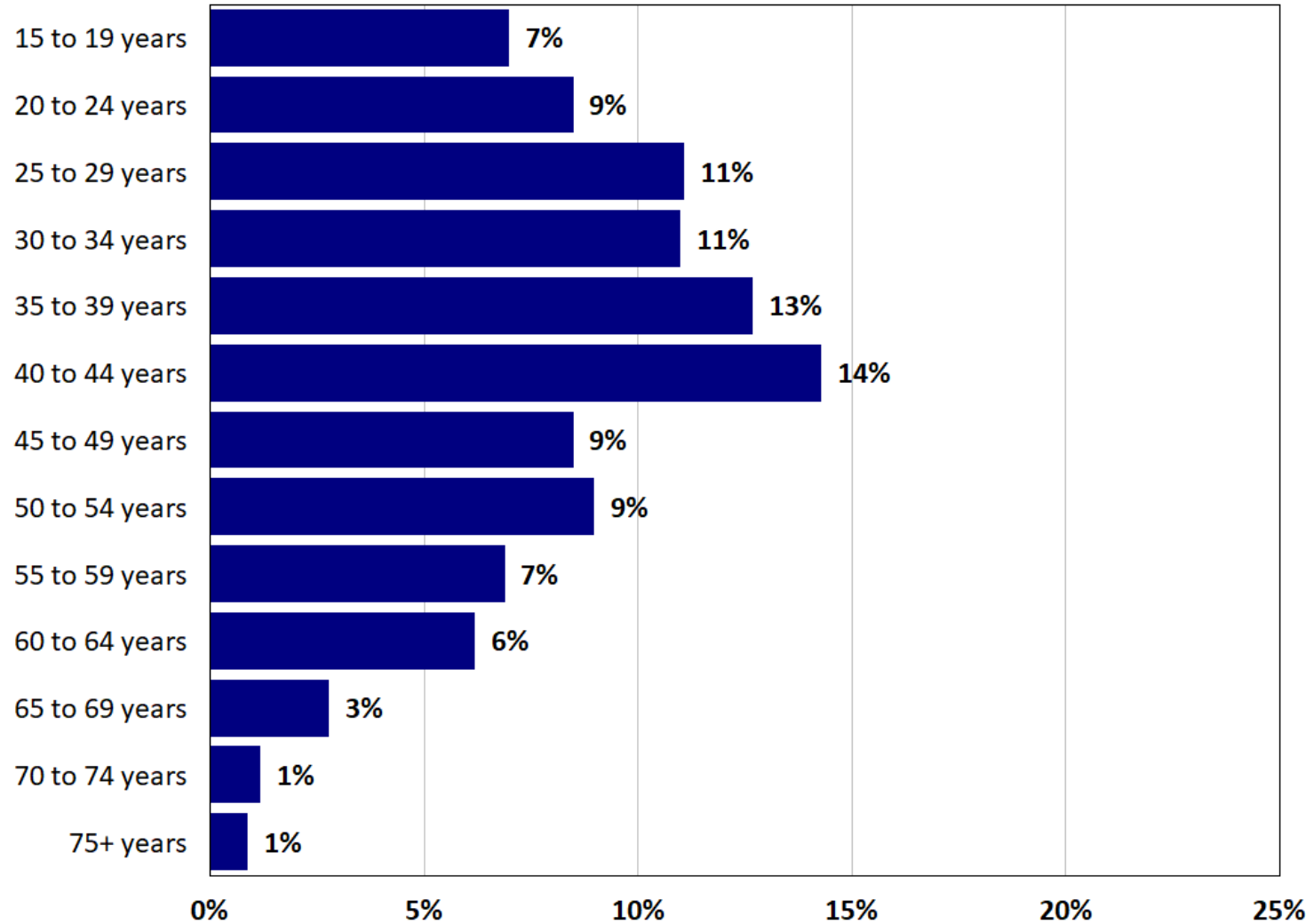
Which of the following best describes your race/ethnicity?

by percentage of respondents (excluding “prefer not to say”)



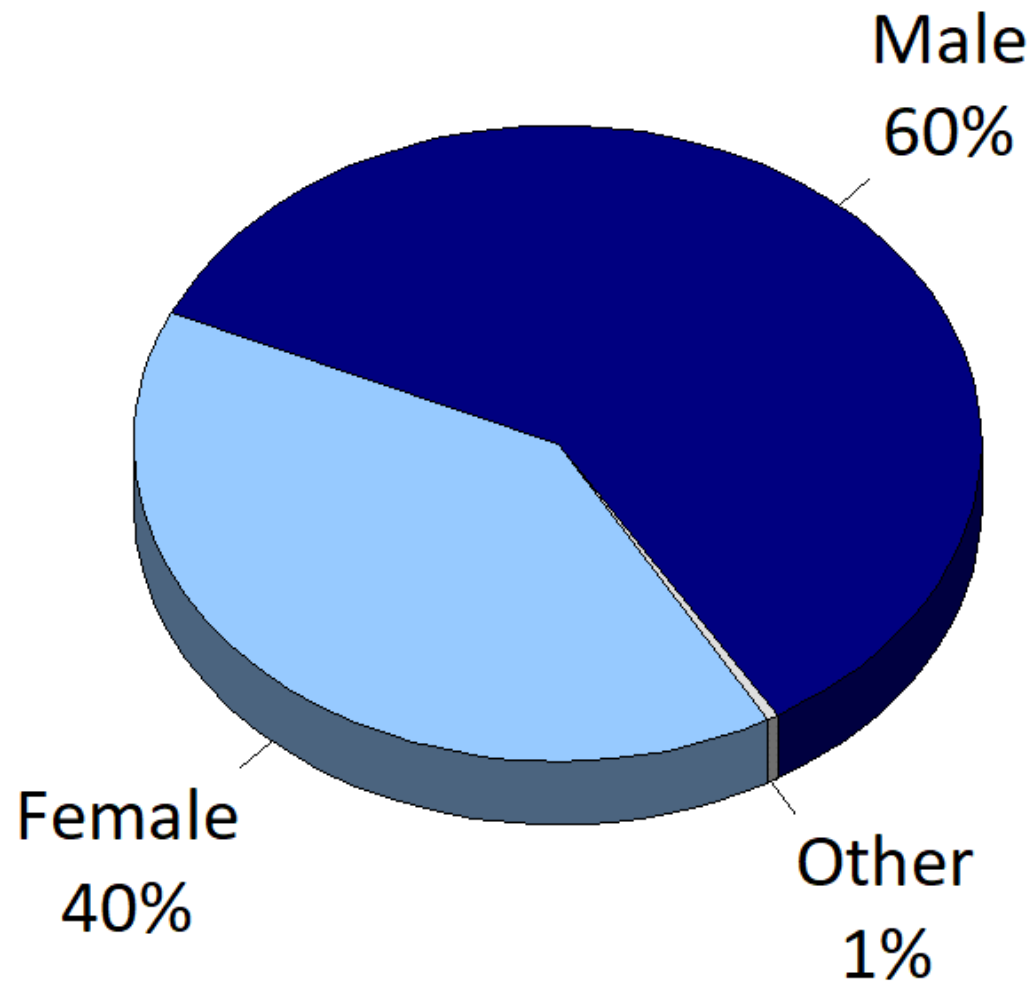
What is your age?

by percentage of respondents (excluding “prefer not to say”)



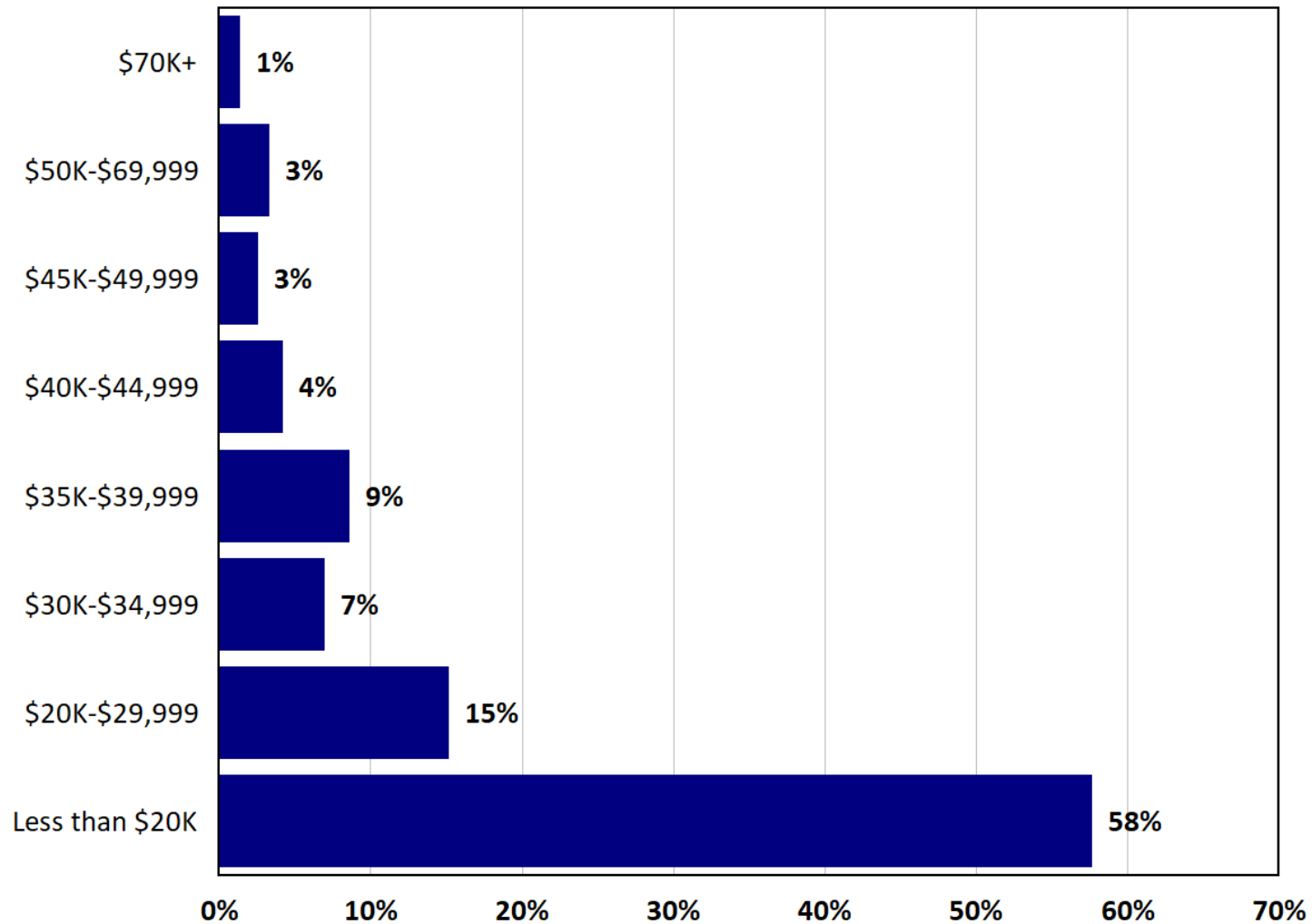
What is your gender?

by percentage of respondents (excluding “prefer not to say”)



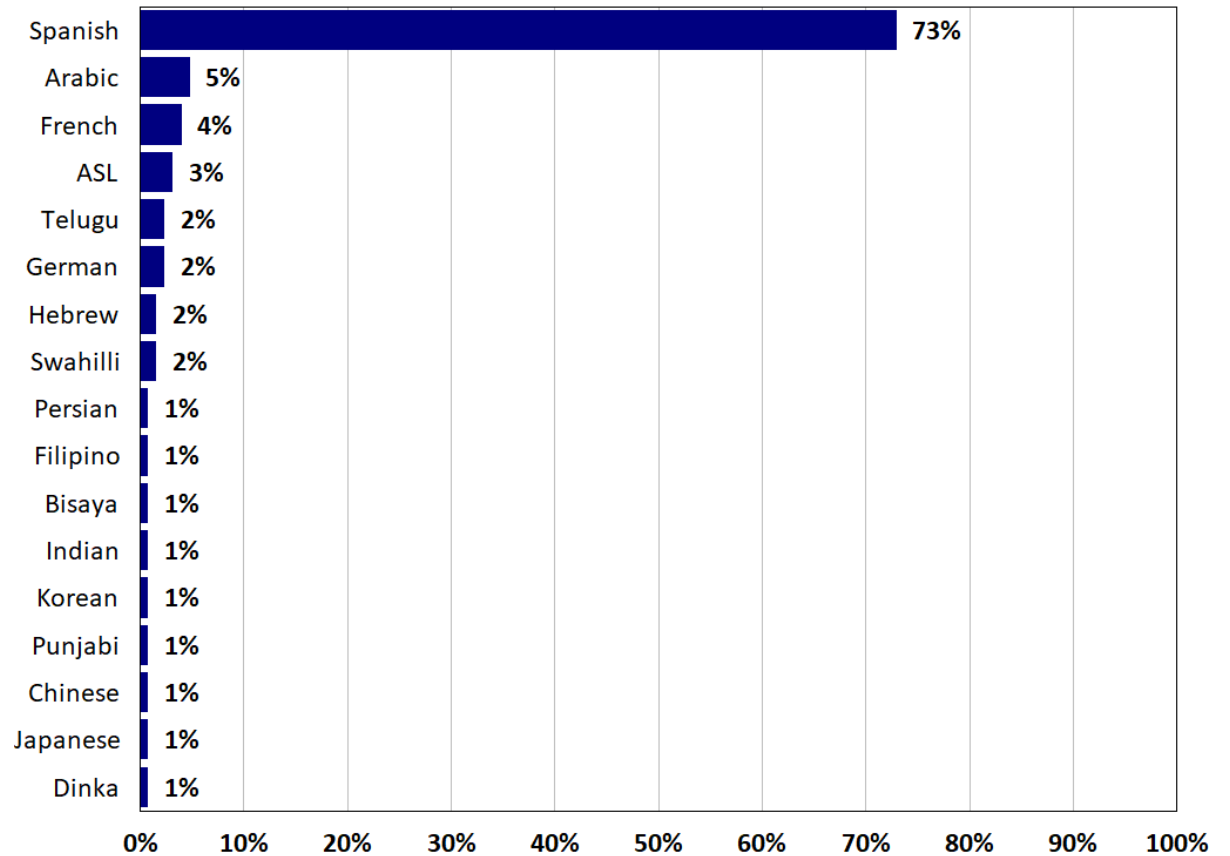
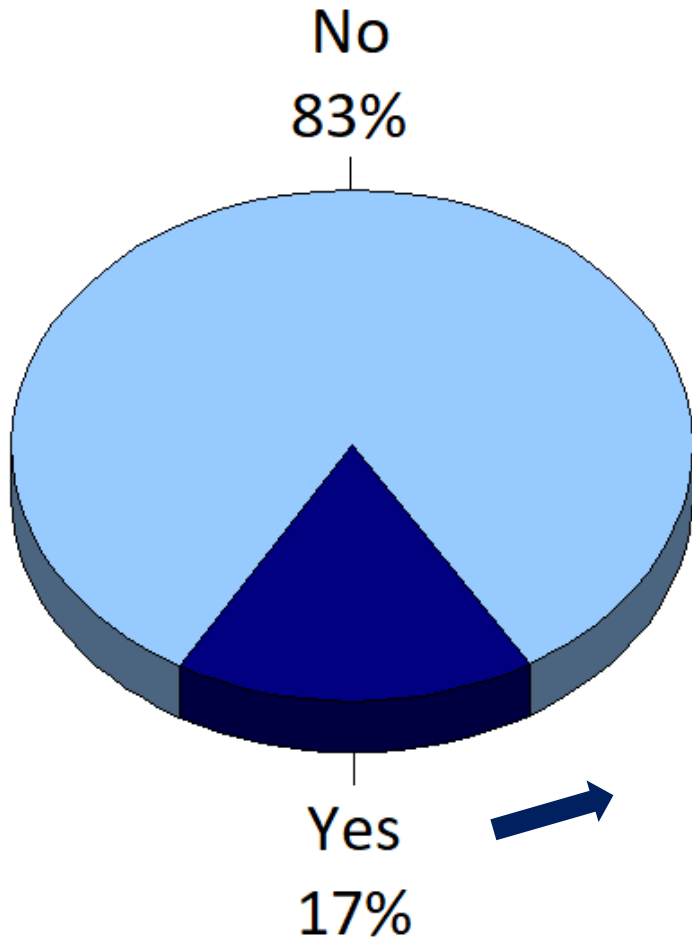
Which category best describes your total annual household income in 2022?

by percentage of respondents (excluding “prefer not to say”)



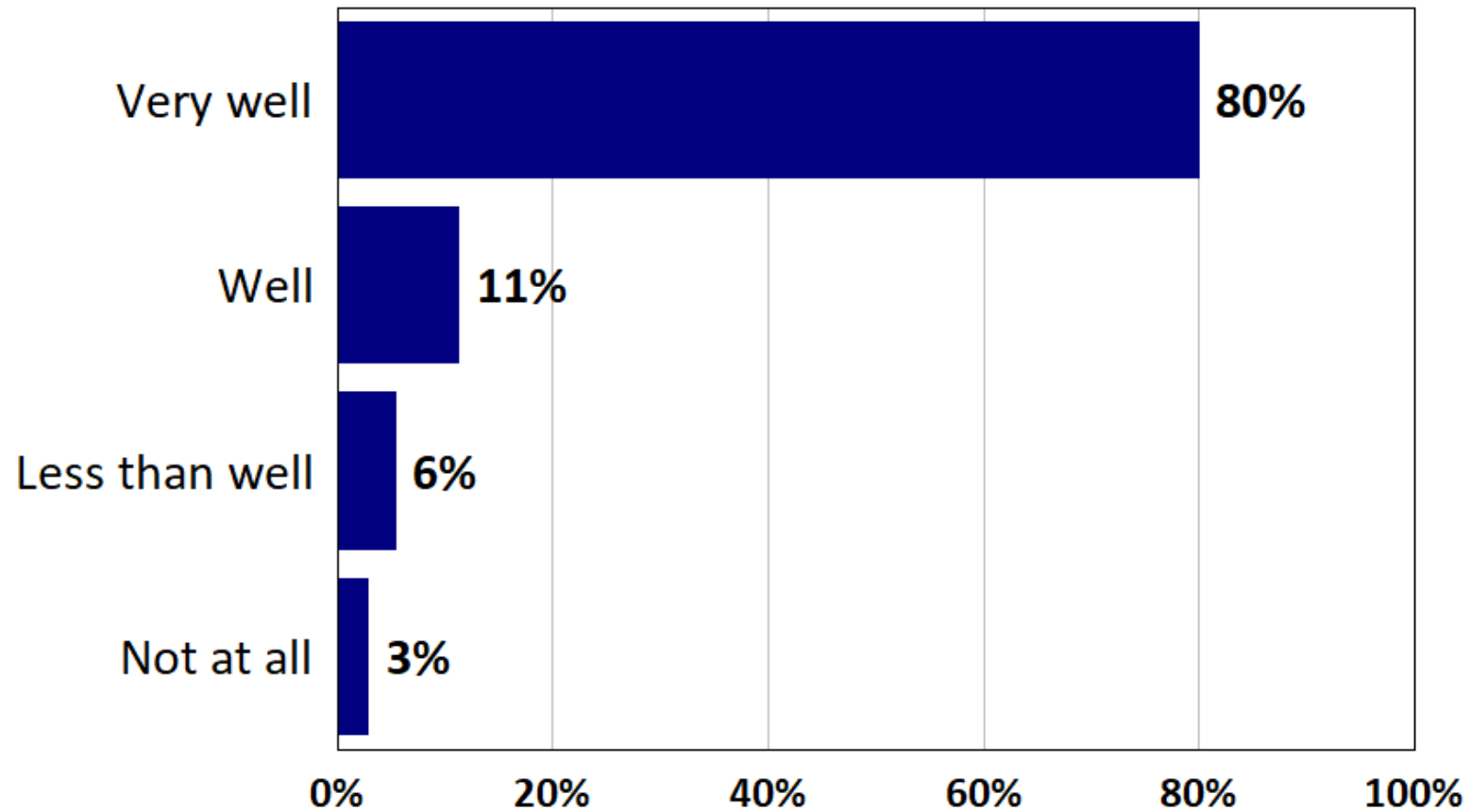
Do you speak a language other than English at home? If so, which language?

by percentage of respondents (excluding “not provided”)



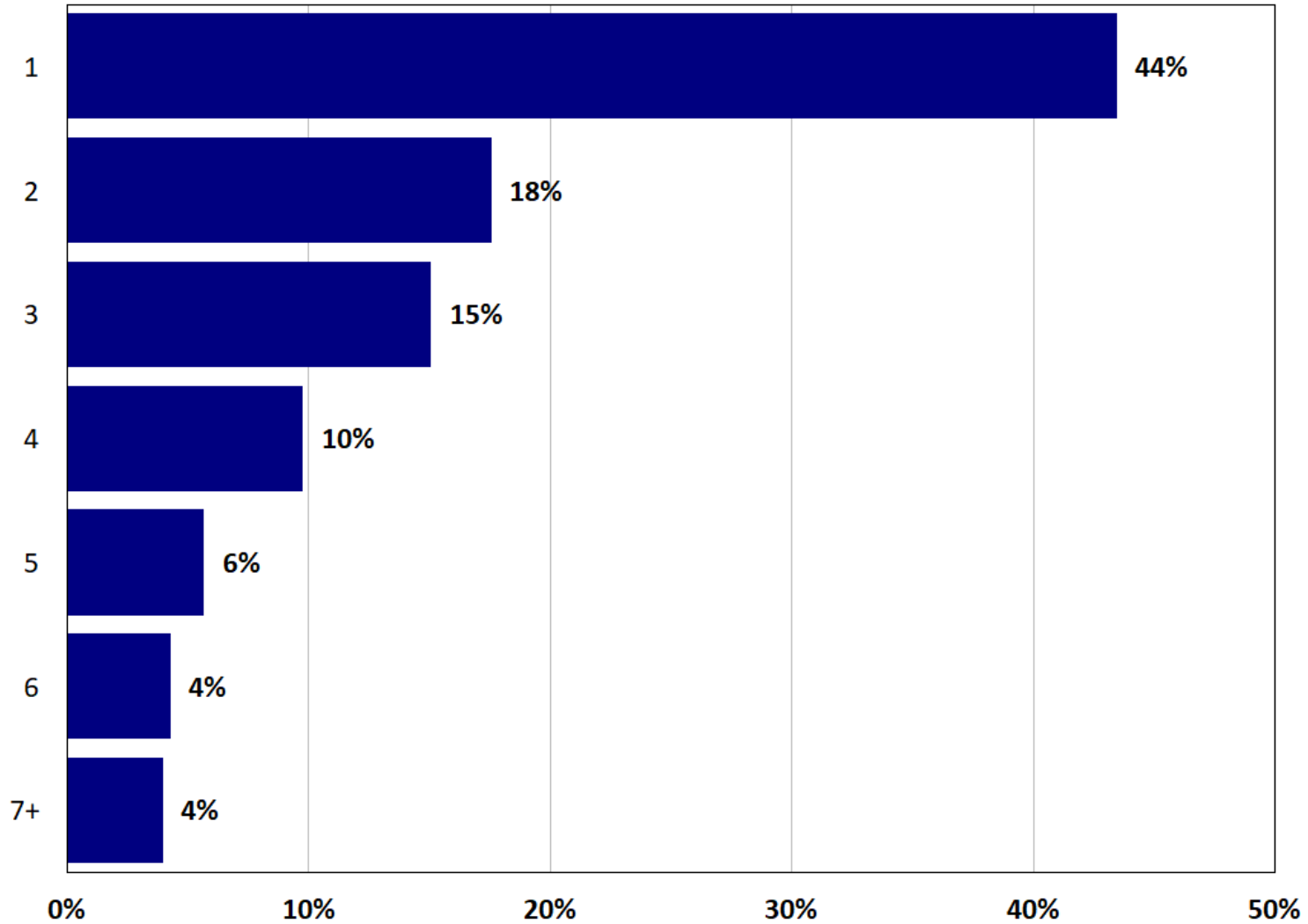
If yes, how well do you speak English?

by percentage of respondents who speak a language other than English at home (excluding “prefer not to say”)



Including yourself, how many people live in your household?

by percentage of respondents (excluding “not provided”)

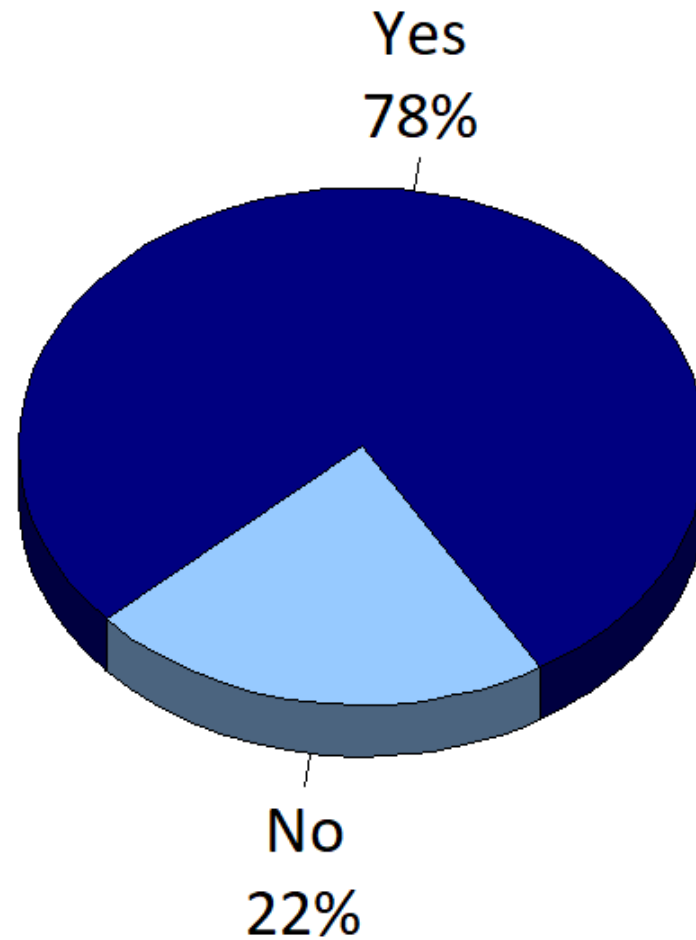




CUSTOMER TRANSPORTATION CHARACTERISTICS

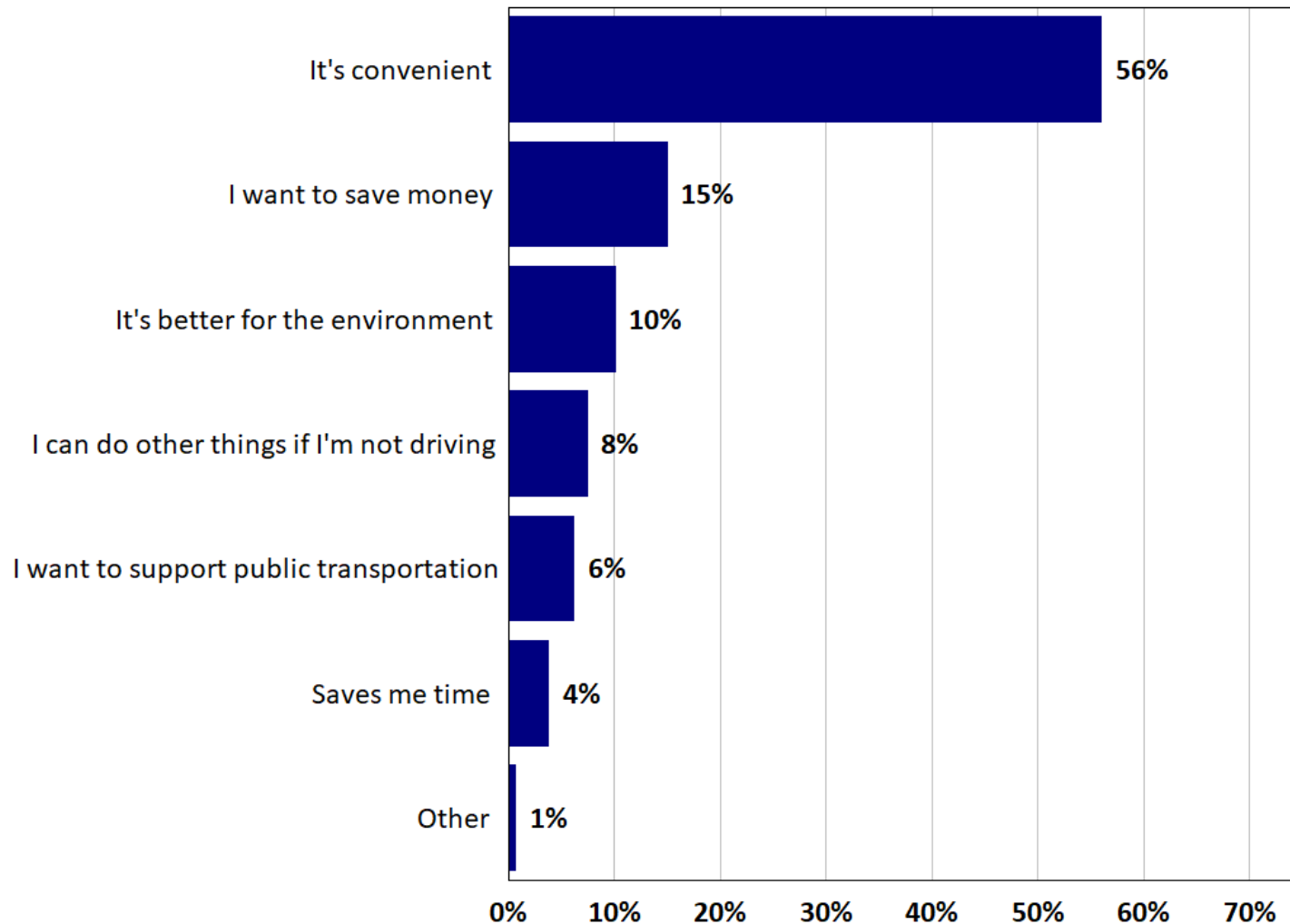
Are you dependent on using RideKC buses for travel to/from your destination?

by percentage of respondents (excluding “not provided”)



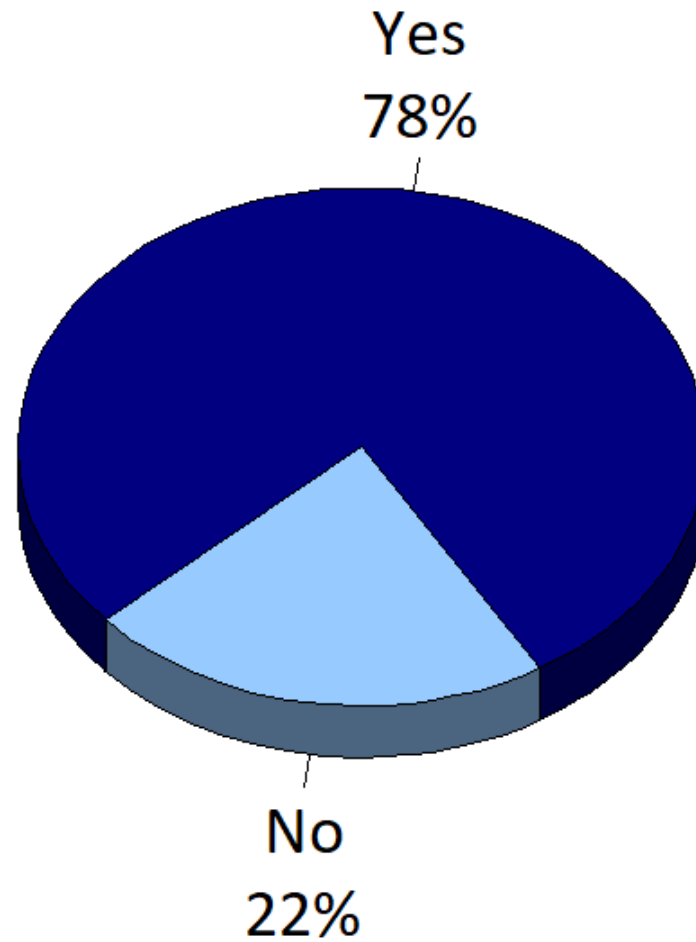
If you do have other options, what is the #1 reason you choose public transportation?

by percentage of respondents who are not dependent on RideKC for travel (excluding “not provided”)



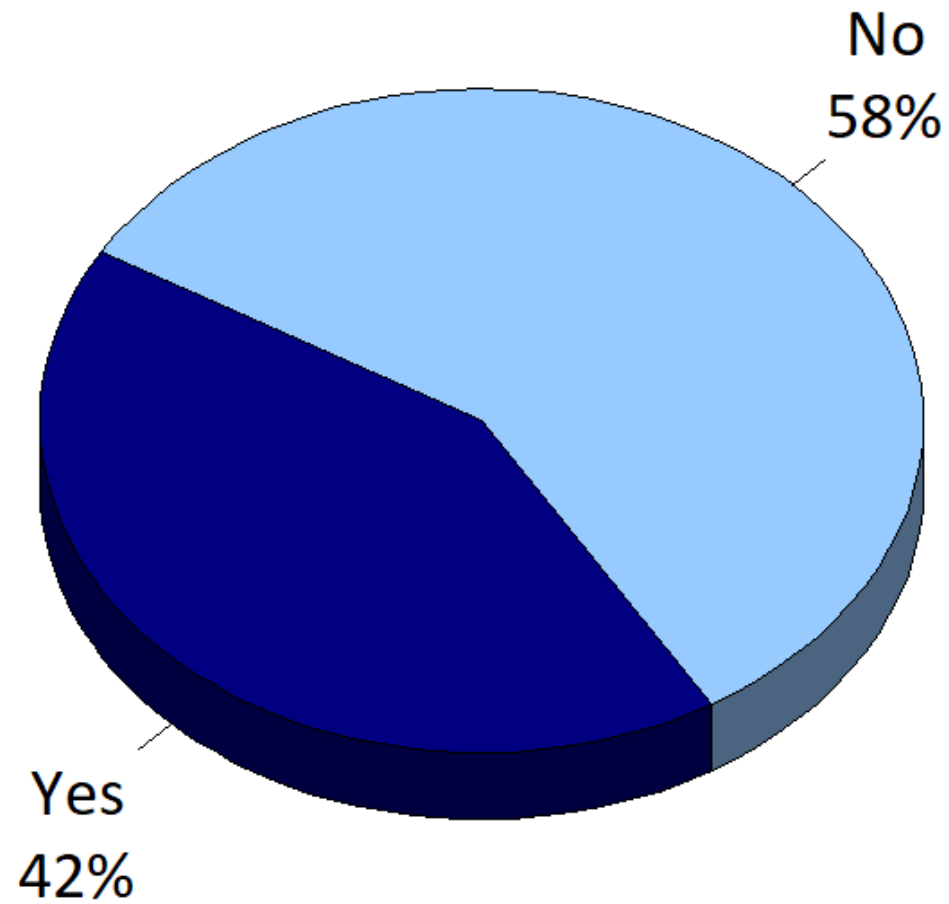
Do you have a working vehicle that you could have used for this trip instead of taking the bus today?

by percentage of respondents (excluding “not provided”)



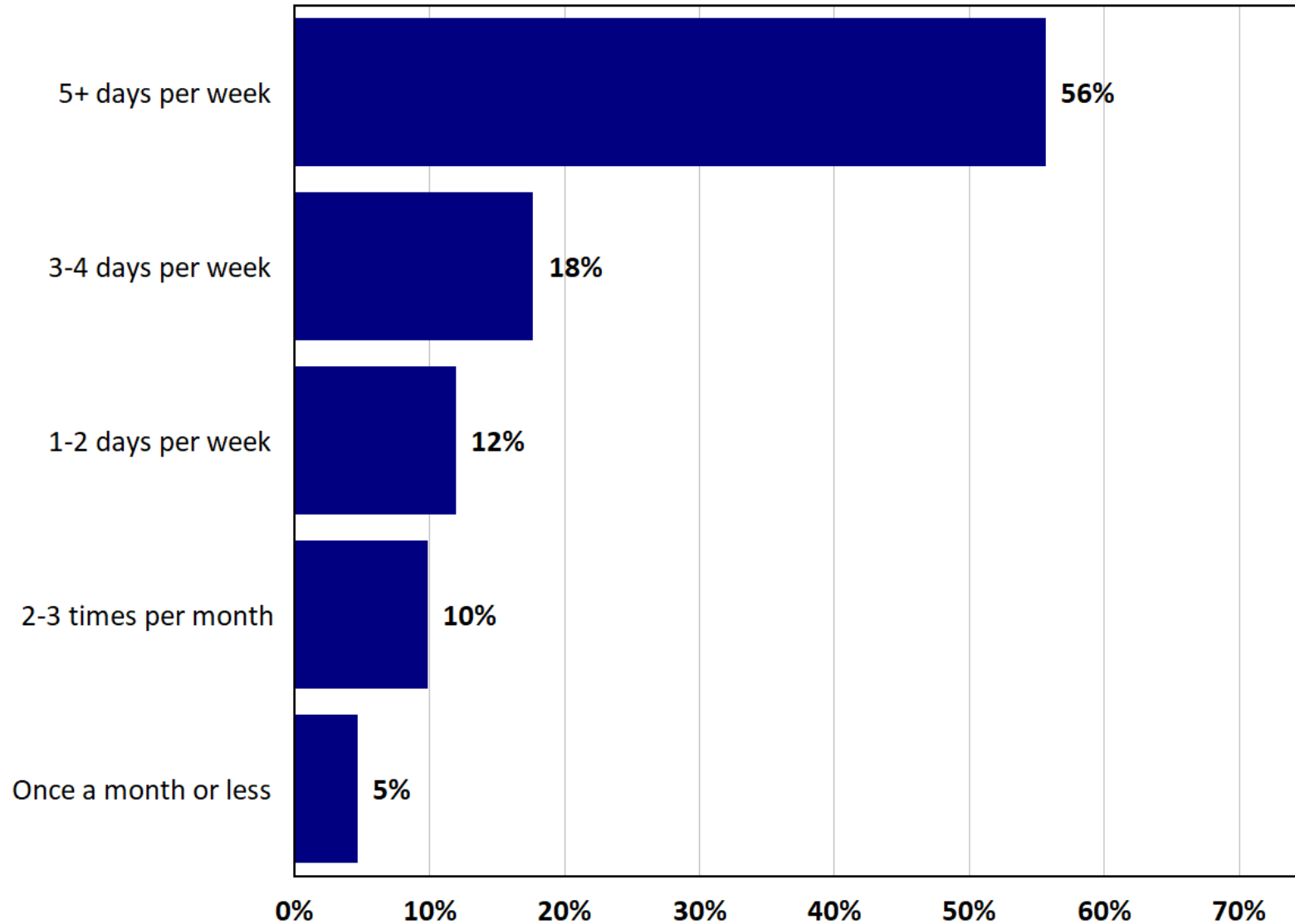
Do you have a valid driver's license?

by percentage of respondents (excluding "not provided")



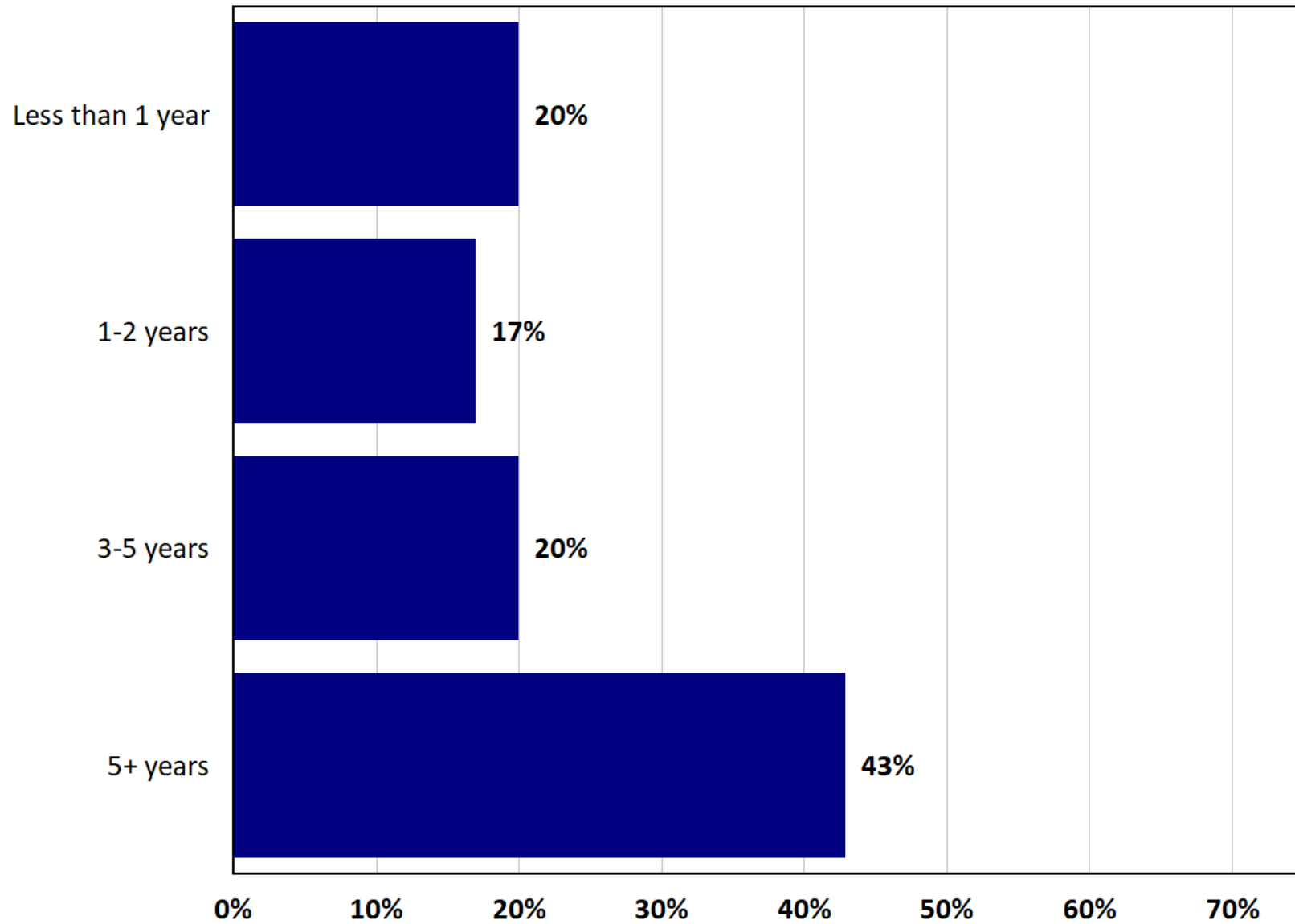
How often do you ride the bus?

by percentage of respondents (excluding “not provided”)



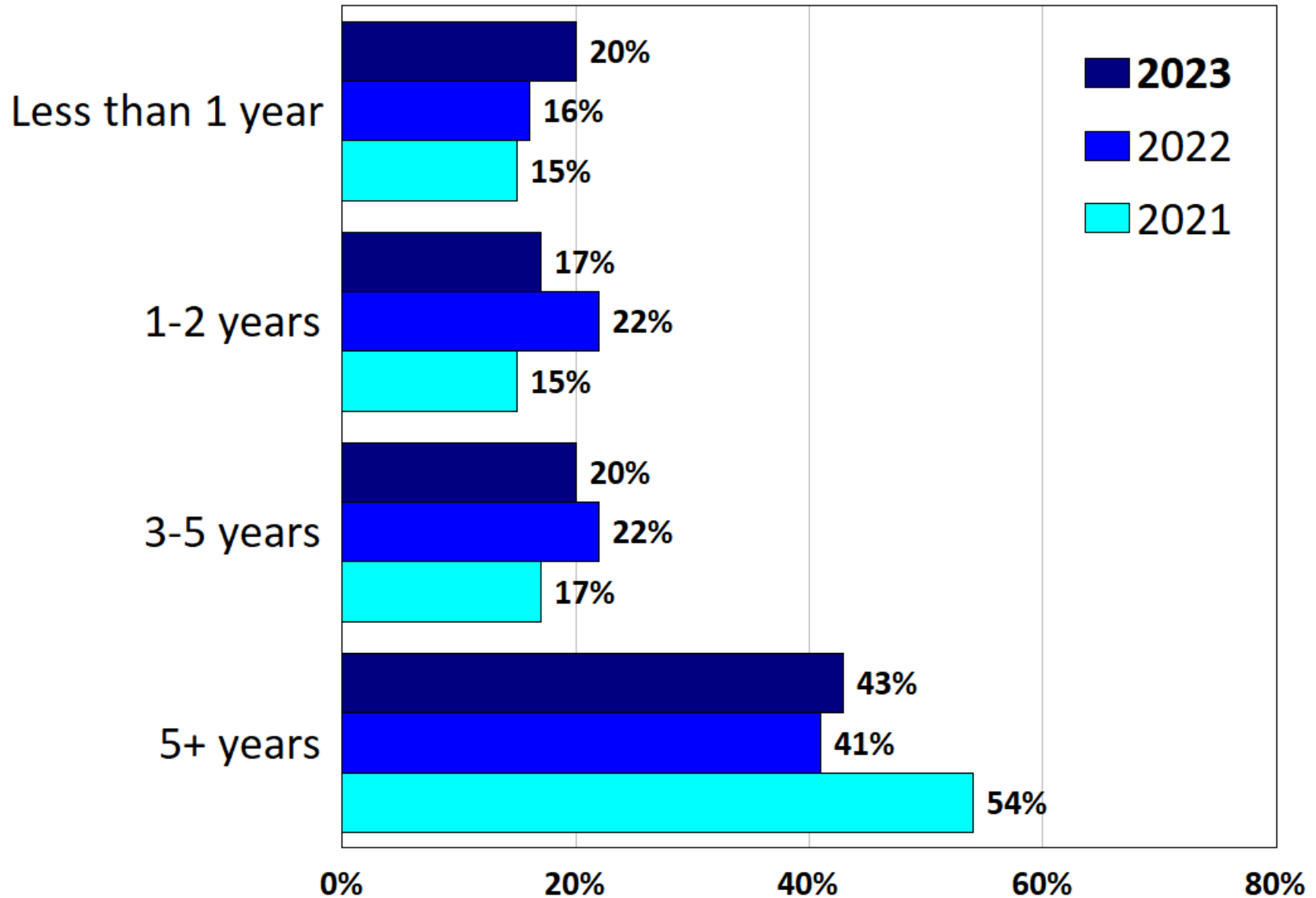
How long have you used RideKC services?

by percentage of respondents (excluding “not provided”)



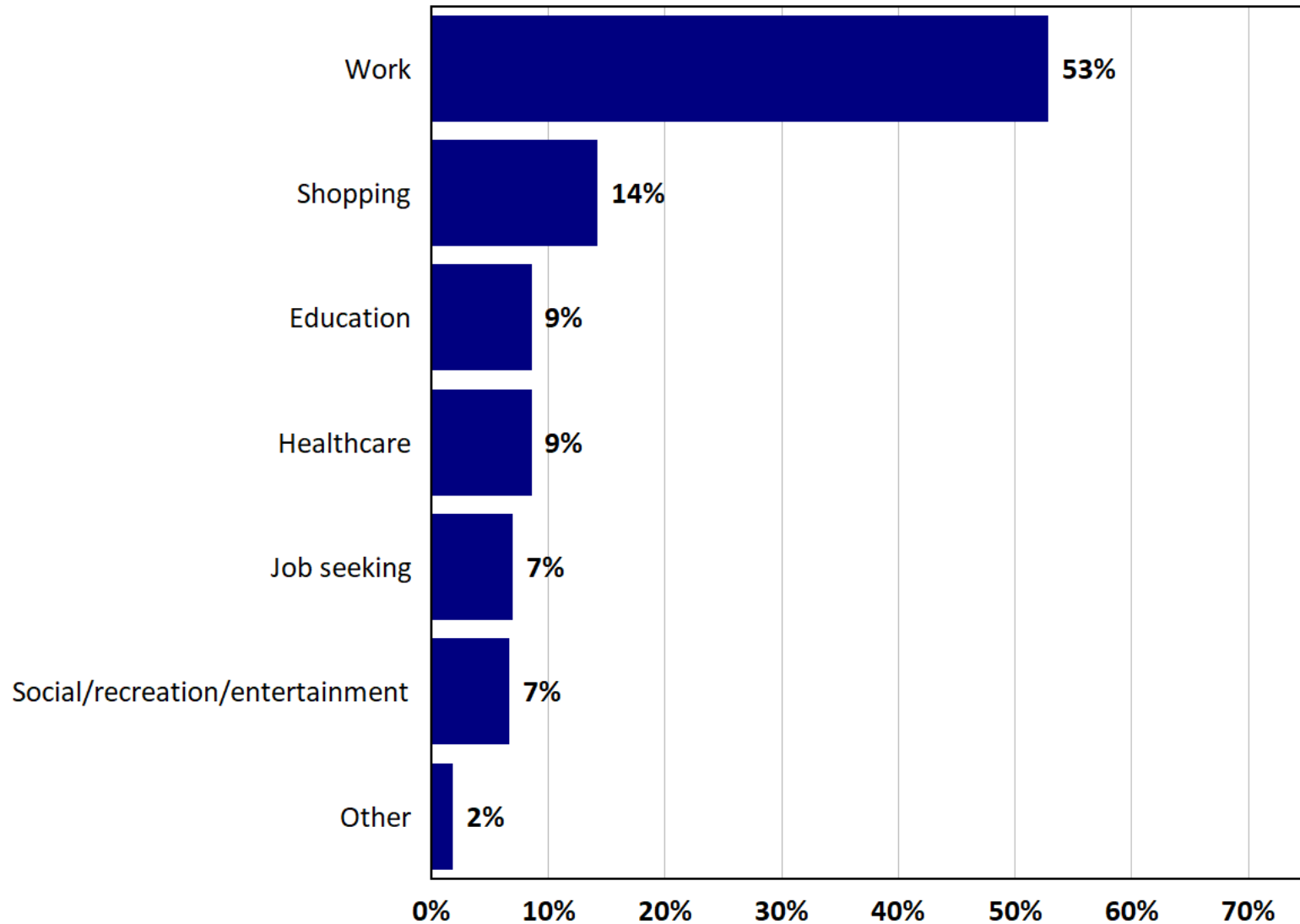
How long have you used RideKC services?

by percentage of respondents (excluding “not provided”)



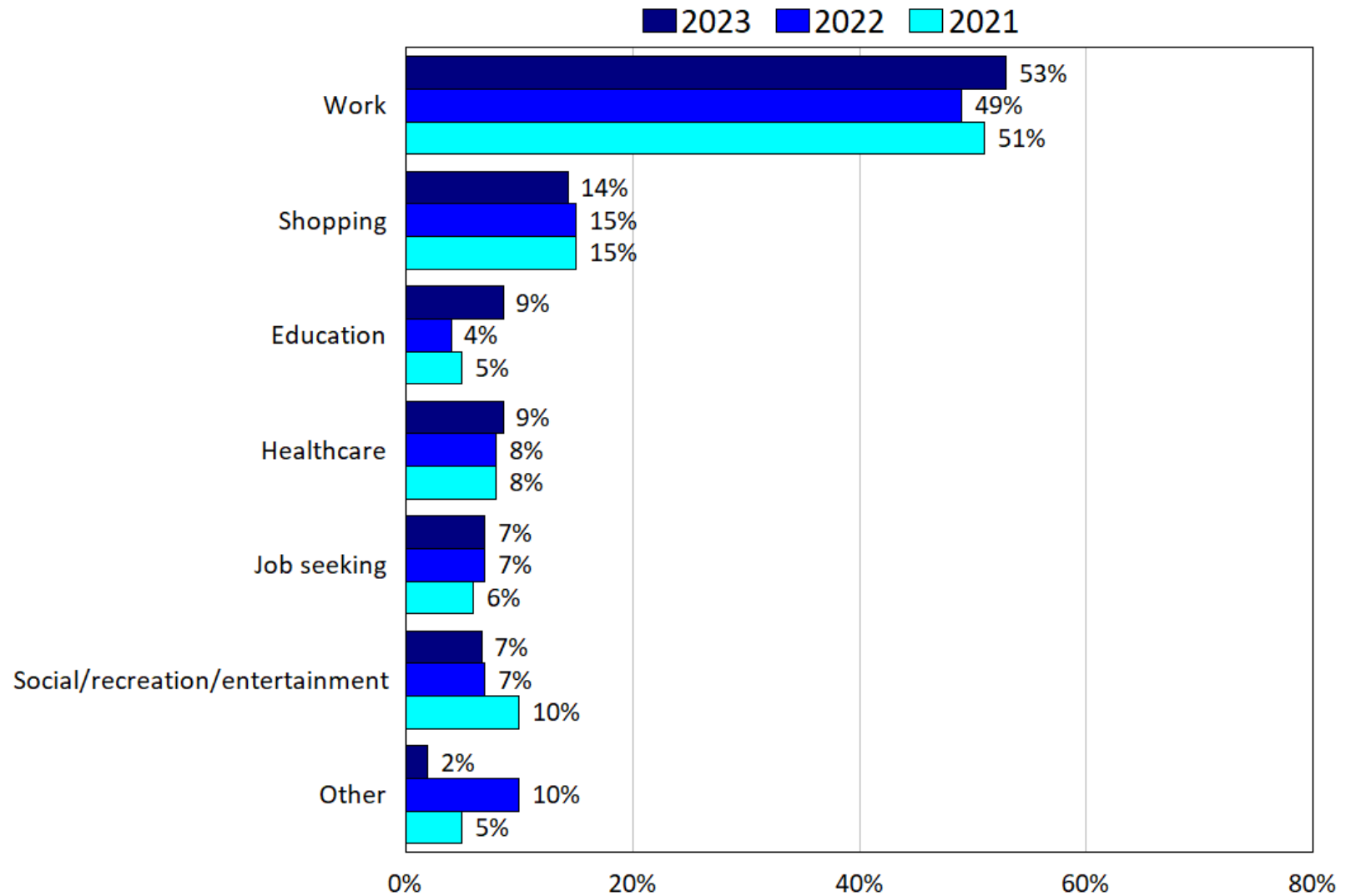
What is the primary purpose of your trip today?

by percentage of respondents (excluding “not provided”)



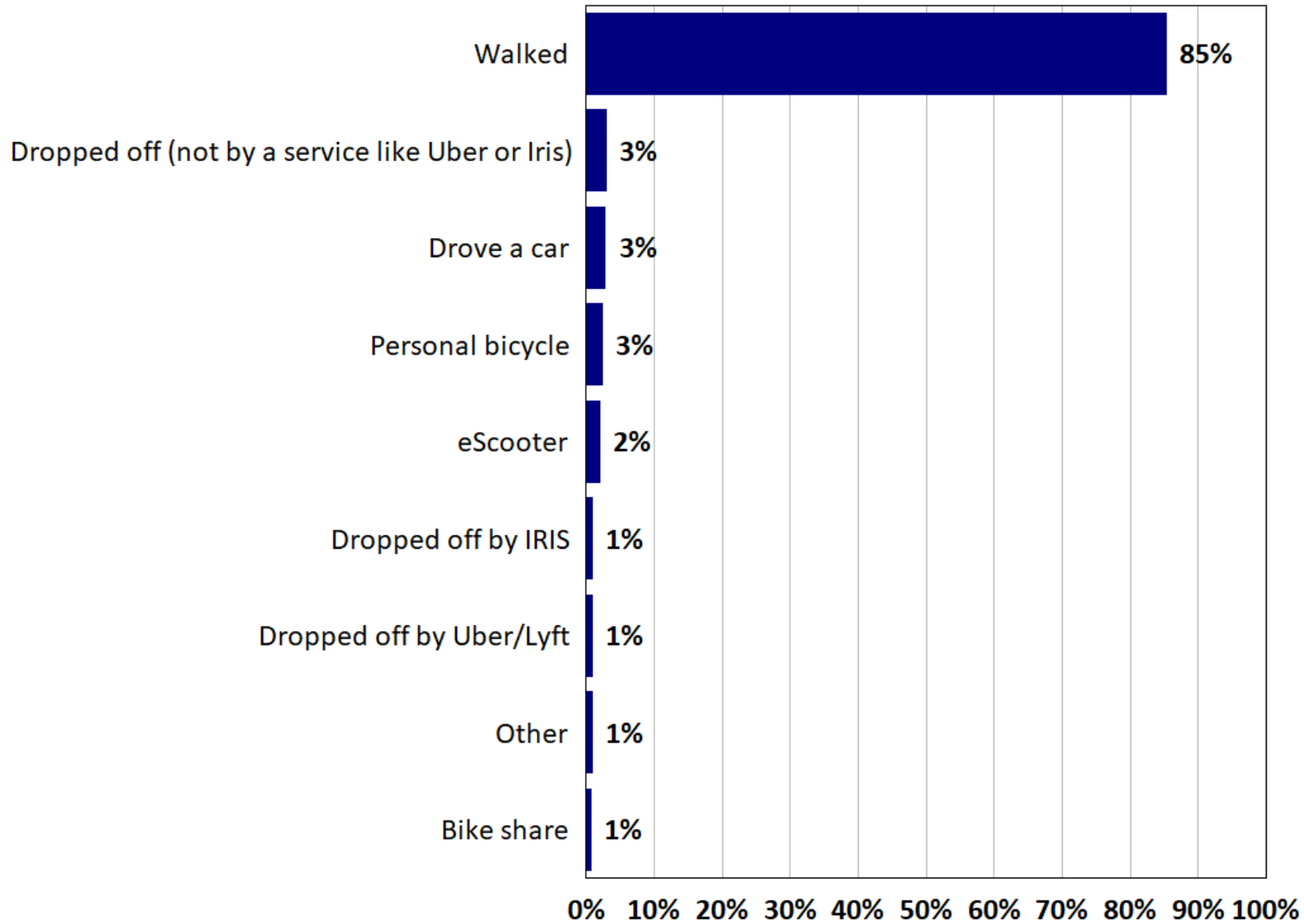
What is the primary purpose of your trip today?

by percentage of respondents (excluding “not provided”)



How did you get to the bus for this trip?

by percentage of respondents (excluding “not provided”)

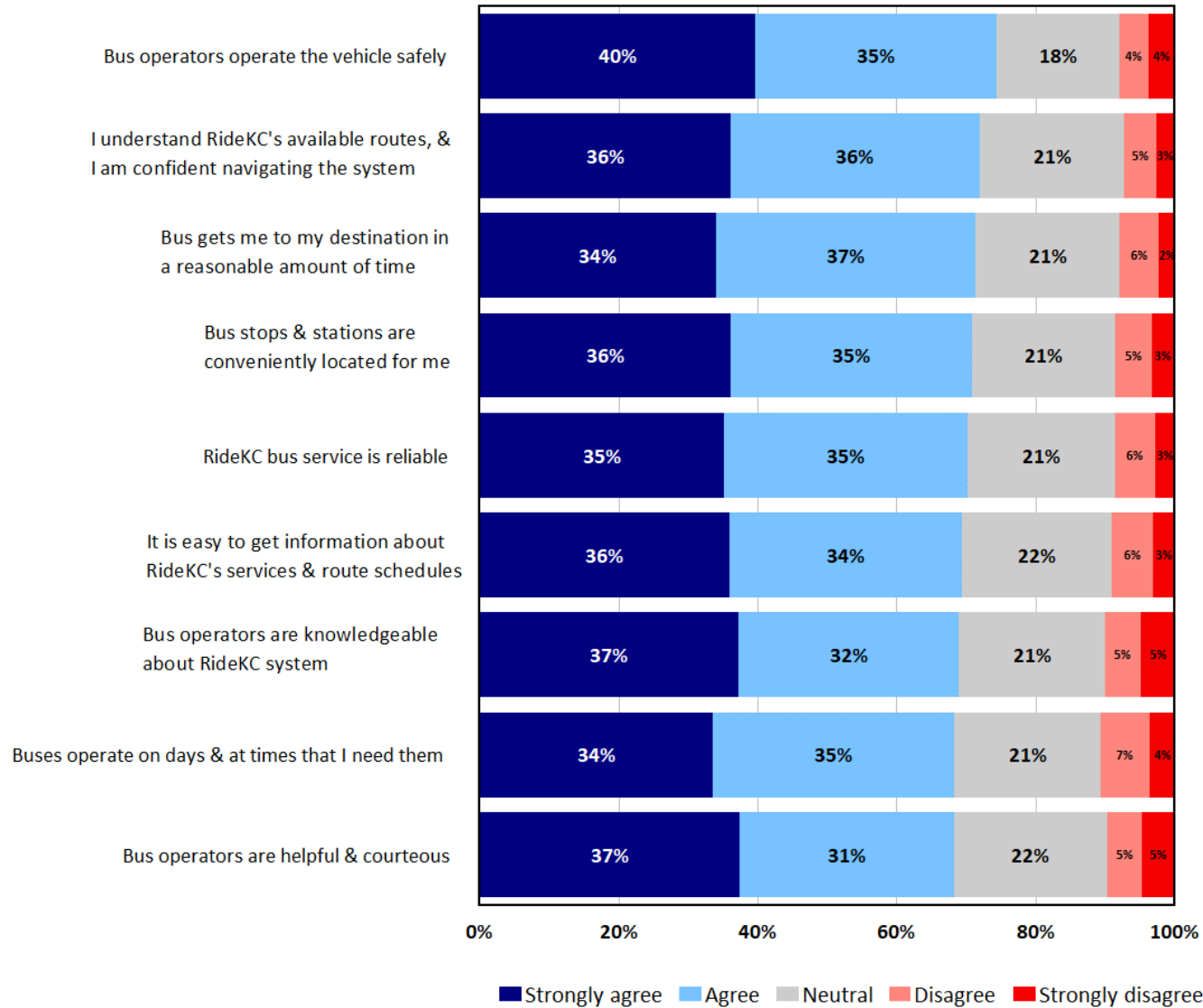




CUSTOMER OPINIONS

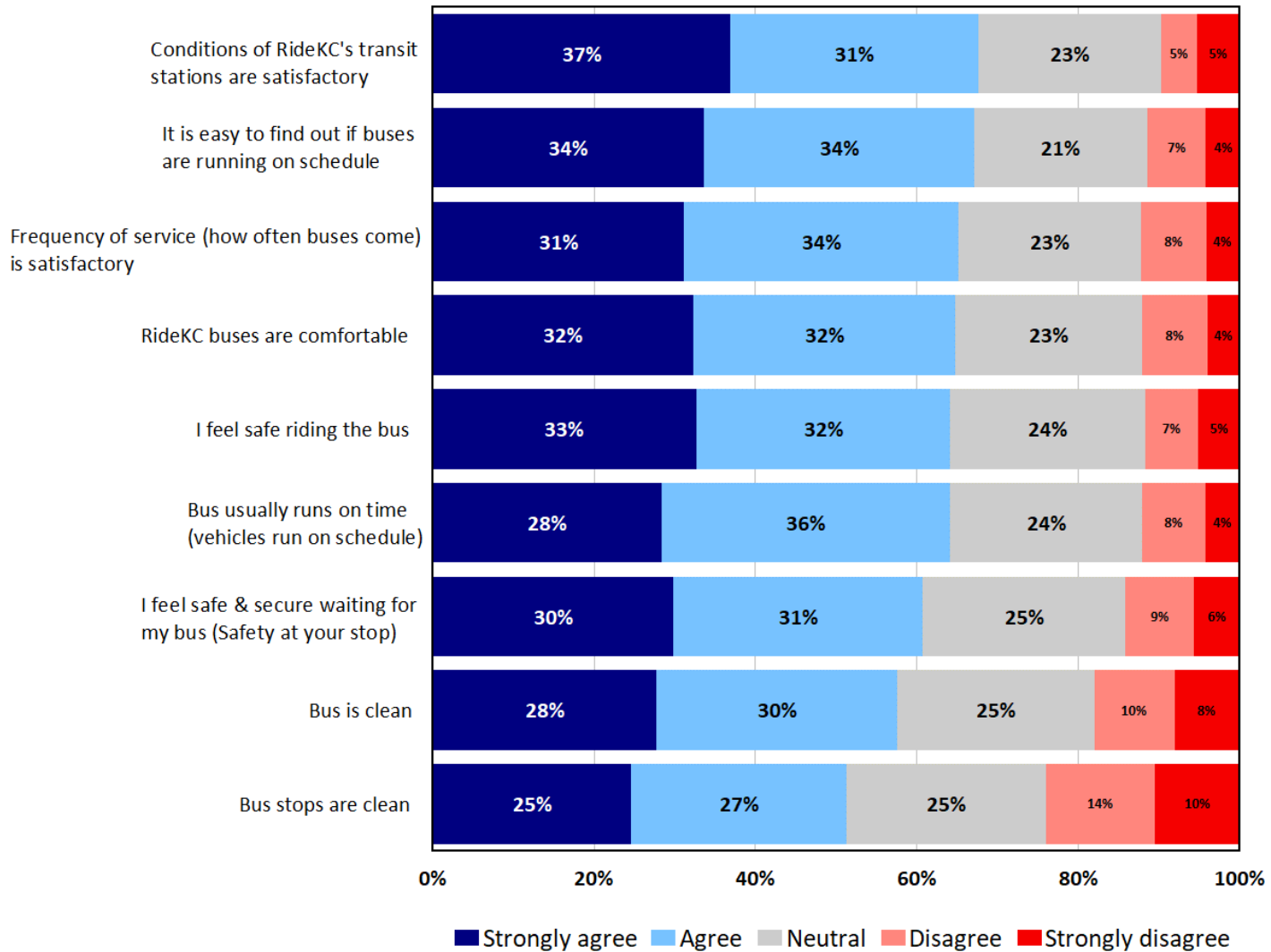
Please rate your agreement with the following statements.

by percentage of respondents (excluding “not provided”)



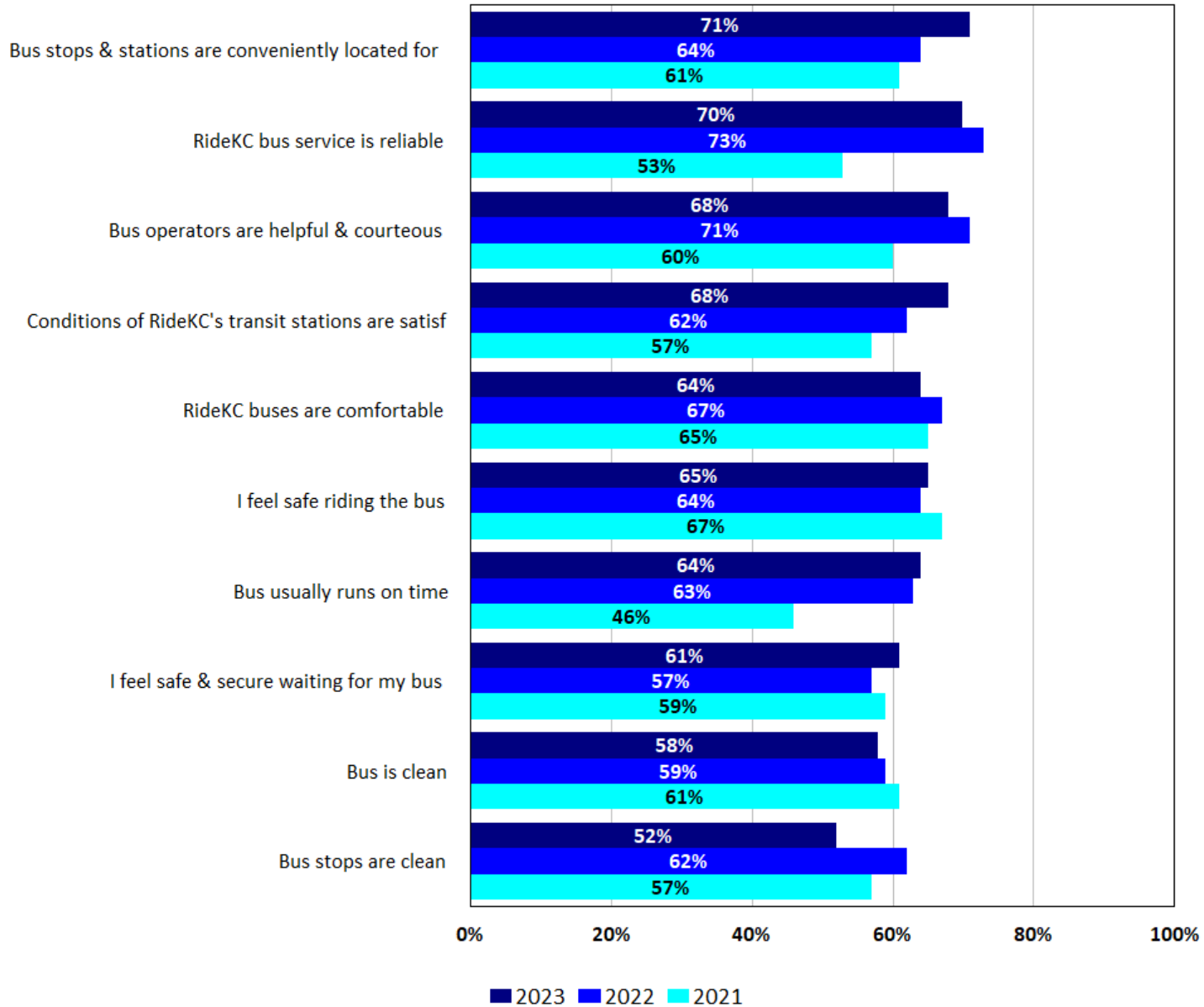
Please rate your agreement with the following statements. (Cont.)

by percentage of respondents (excluding “not provided”)



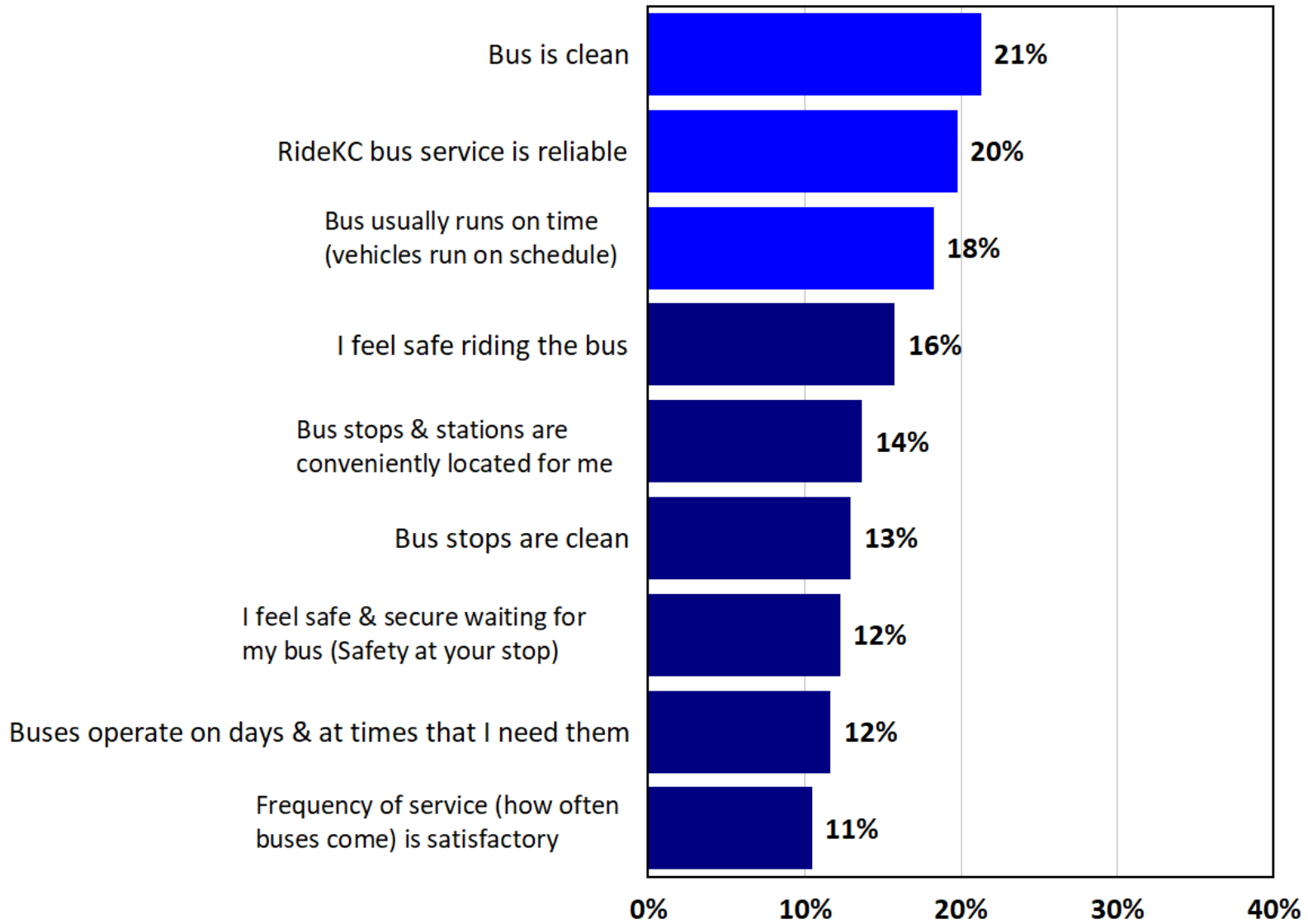
Please rate your agreement with the following statements.

by percentage of respondents (“Strongly agree” and “Agree” responses excluding “not provided”)



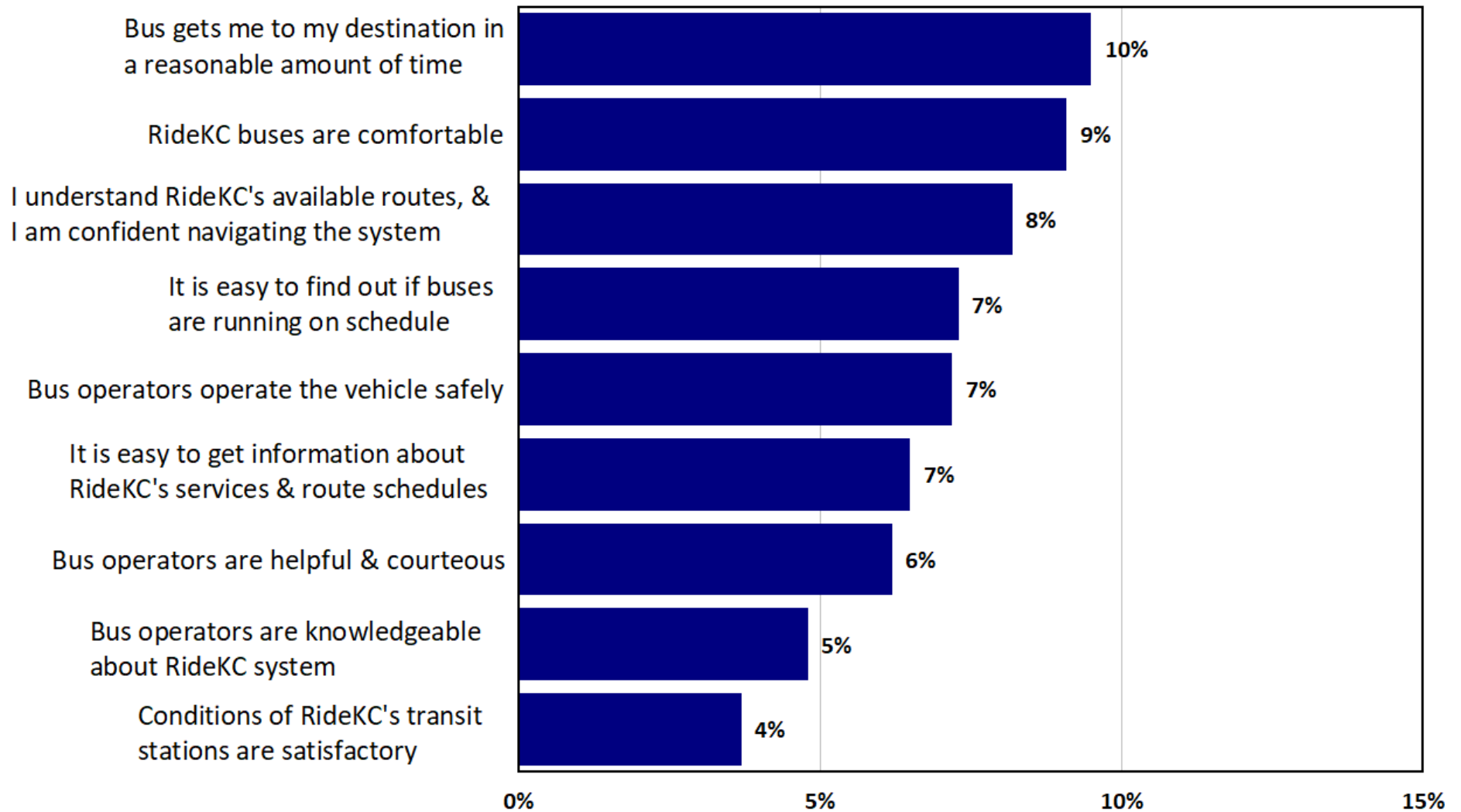
Which THREE items do you think are the MOST IMPORTANT? (top 3)

by percentage of respondents who selected each item as first, second, or third most important



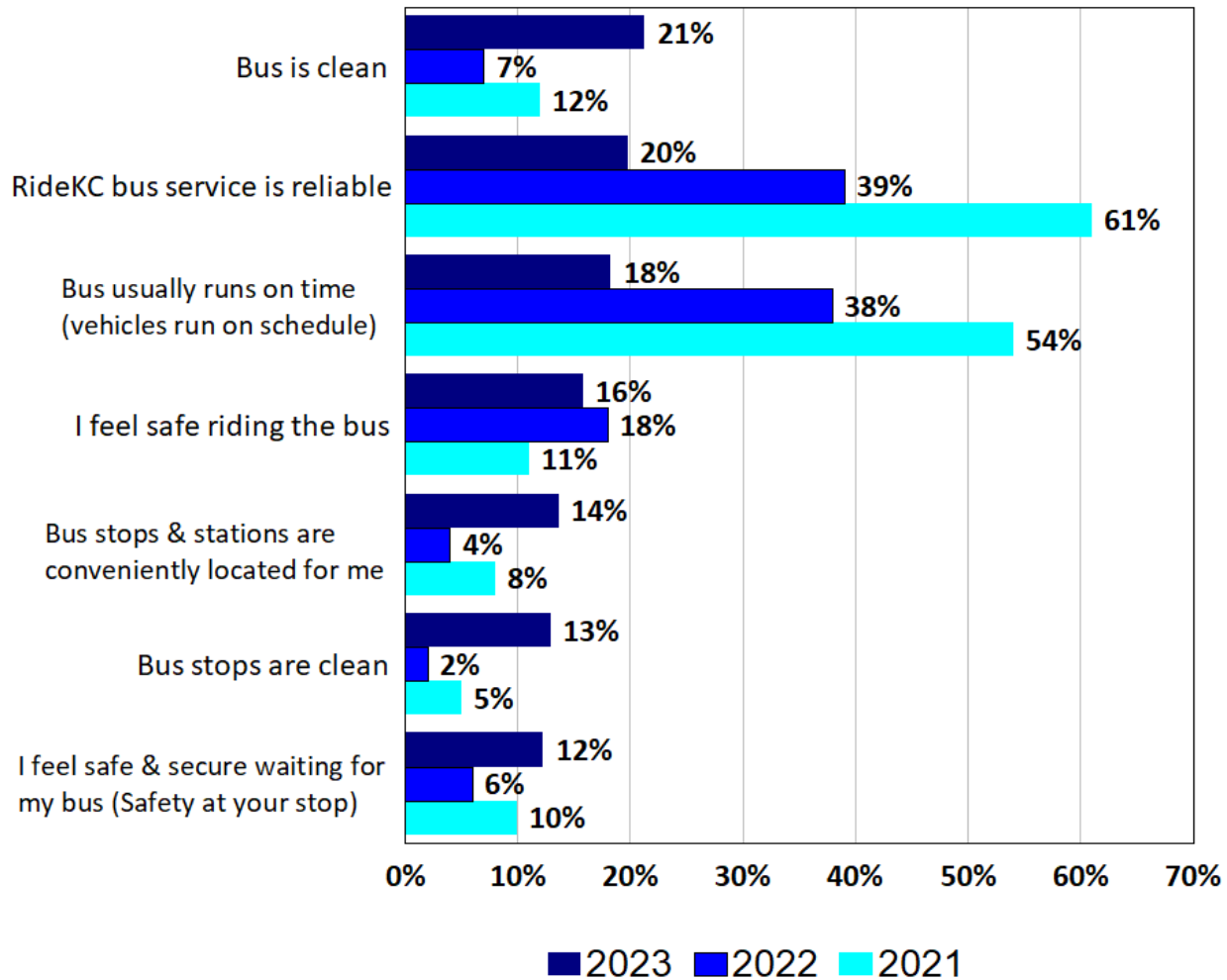
Which THREE items do you think are the MOST IMPORTANT? (top 3) (Cont.)

by percentage of respondents who selected each item as first, second, or third most important



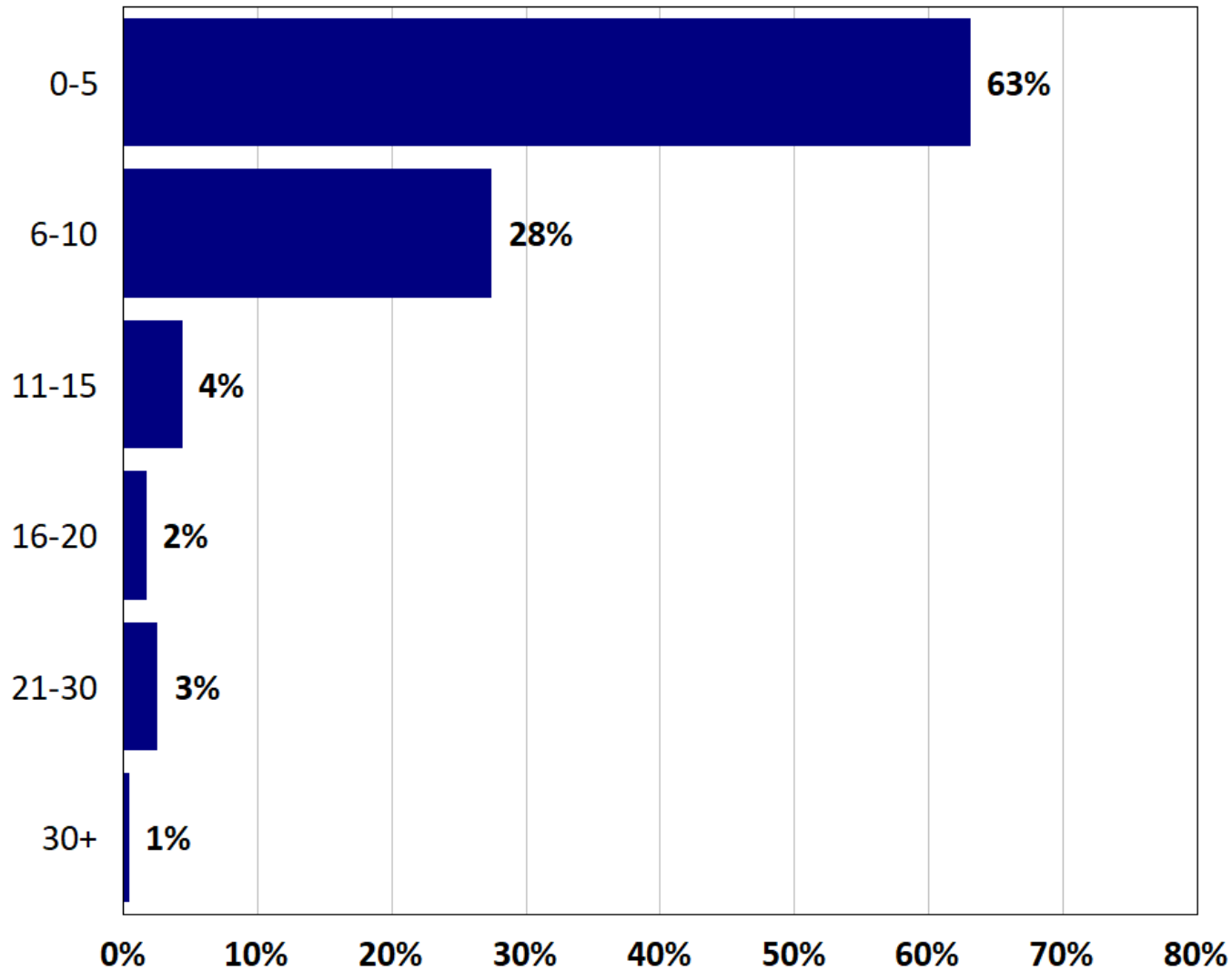
Which THREE items do you think are the MOST IMPORTANT? (top 3)

by percentage of respondents who selected each item as first, second, or third most important



How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time?

by percentage of respondents (excluding “not provided”)



NET PROMOTER SCORE

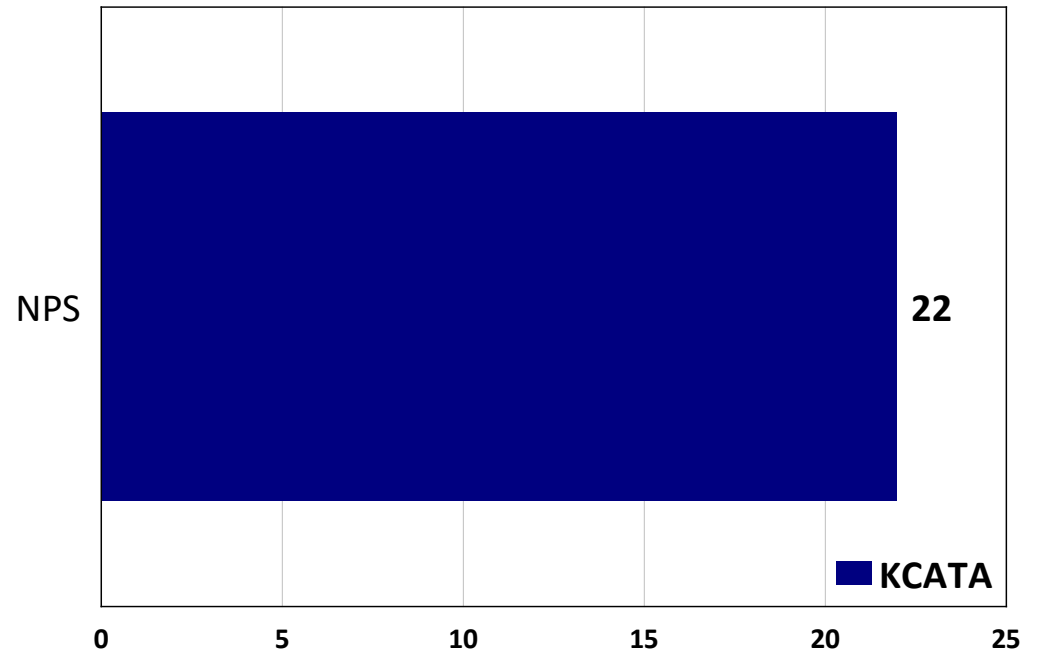
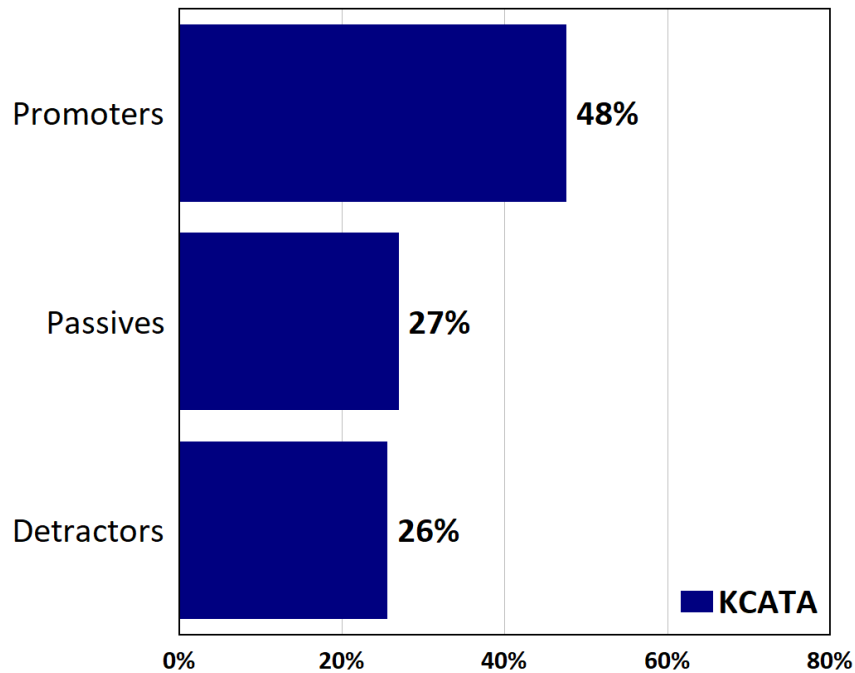
Using a 10-point scale, where 10 means “Very Likely,” and 0 means “Not Likely At All,” how likely would you be to recommend RideKC bus service to a friend, colleague, or family member?

“Promoter” = 10-9

“Passive” = 8-7

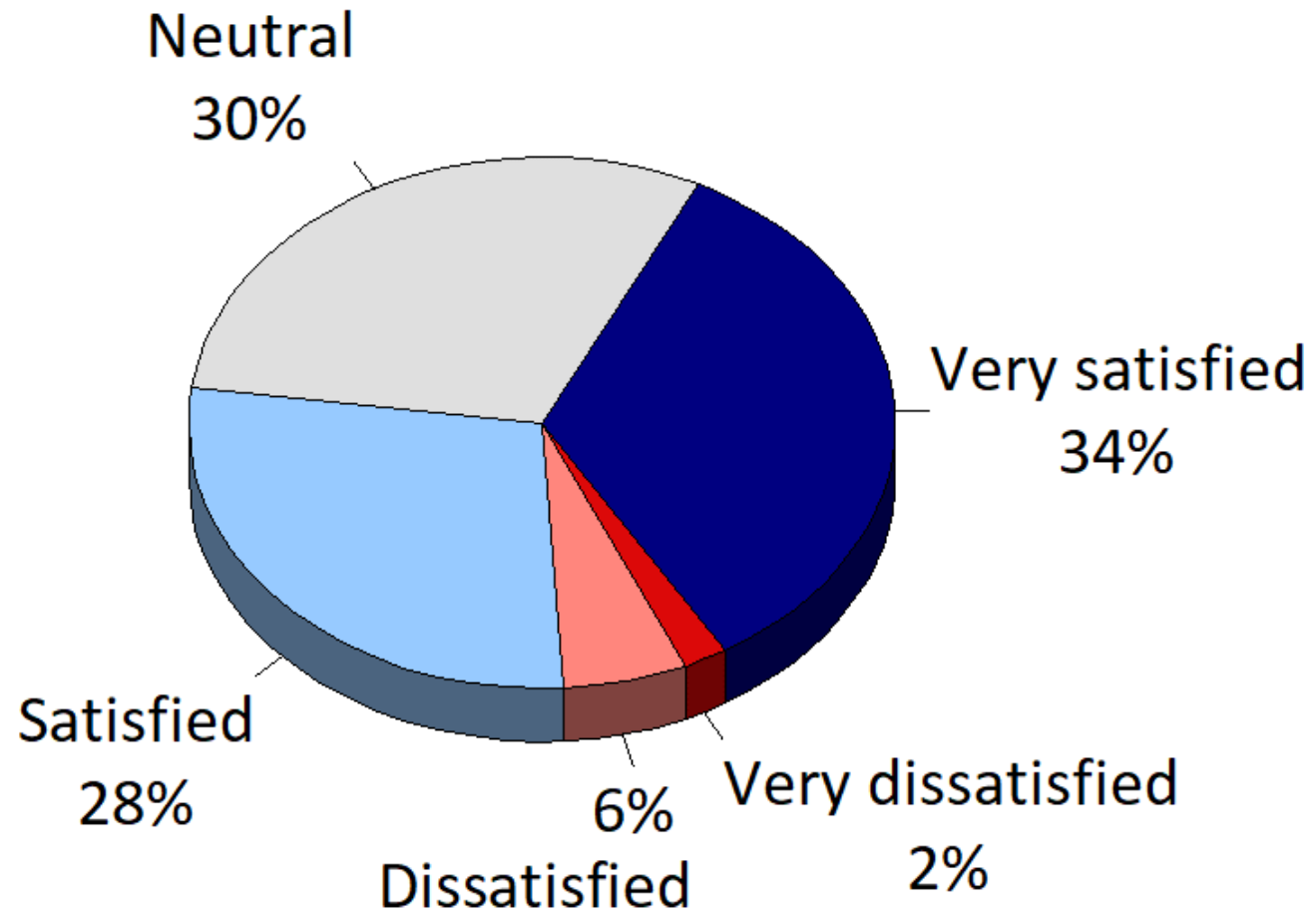
“Detractor” = 6-0

Net Promoter Score is the number of “Promoters” minus the number of “Detractors.”



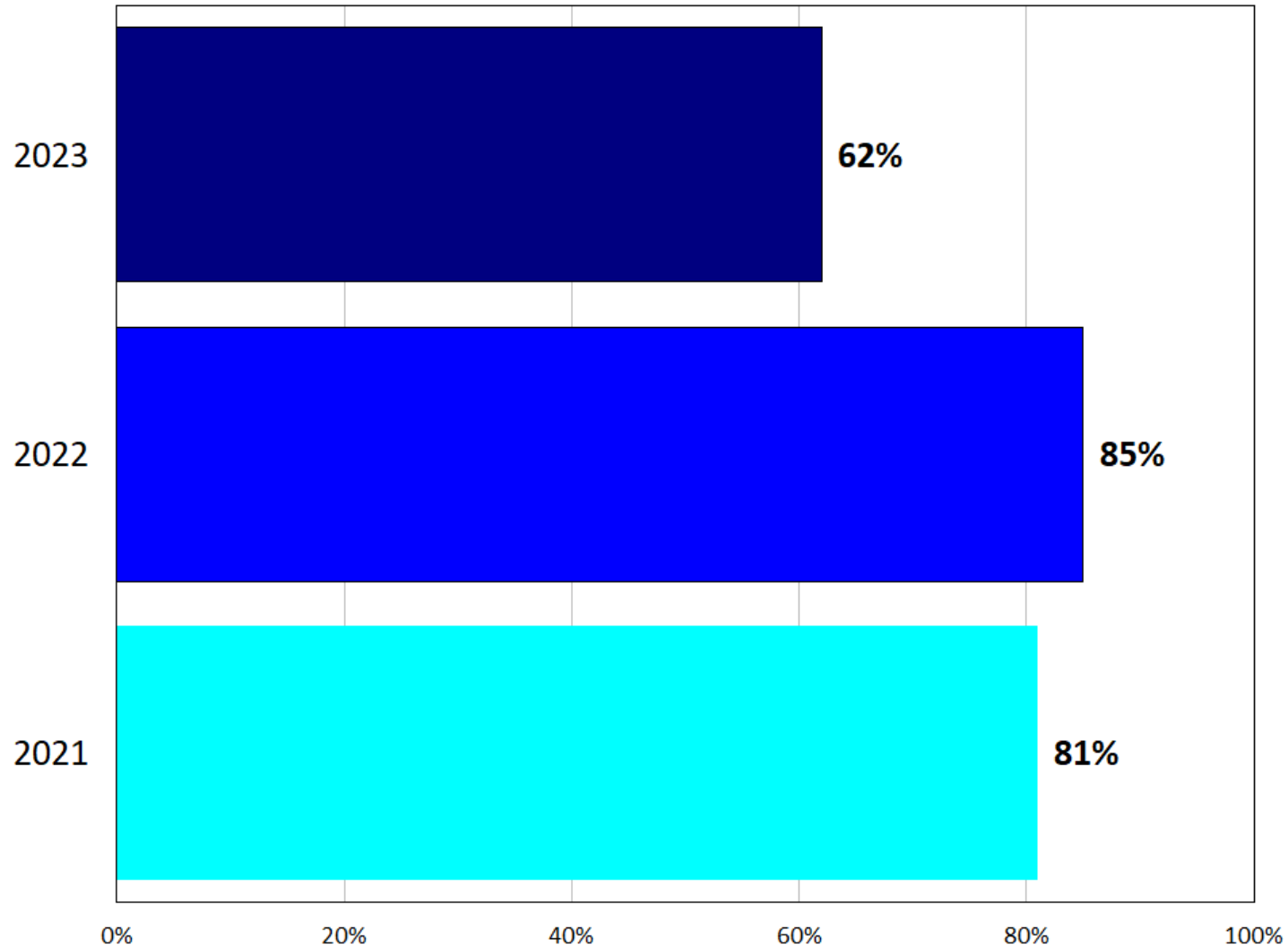
How satisfied are you with The RideKC bus service?

by percentage of respondents (excluding “not provided”)

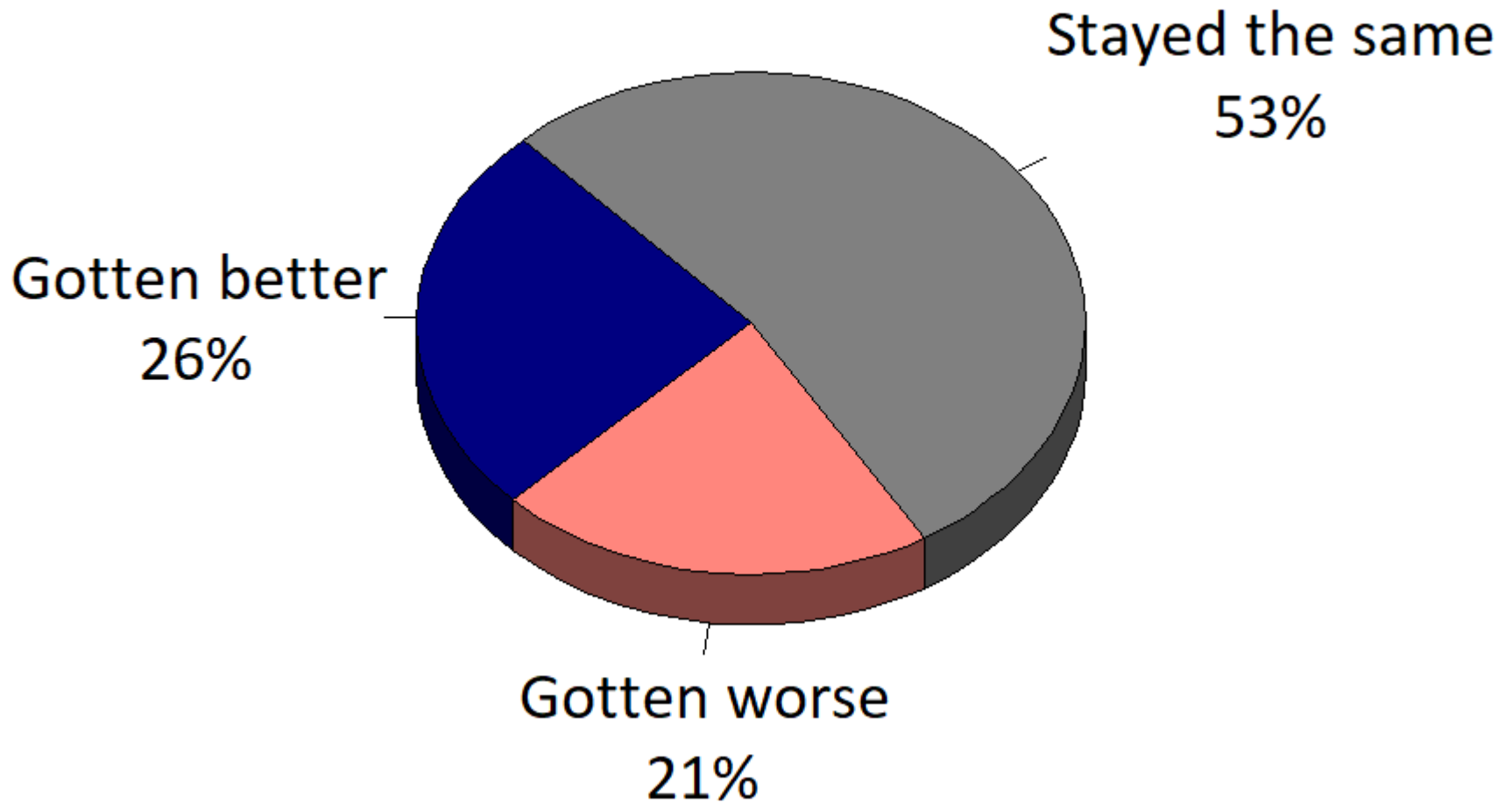


How satisfied are you with The RideKC bus service?

by percentage of respondents (excluding “not provided”)

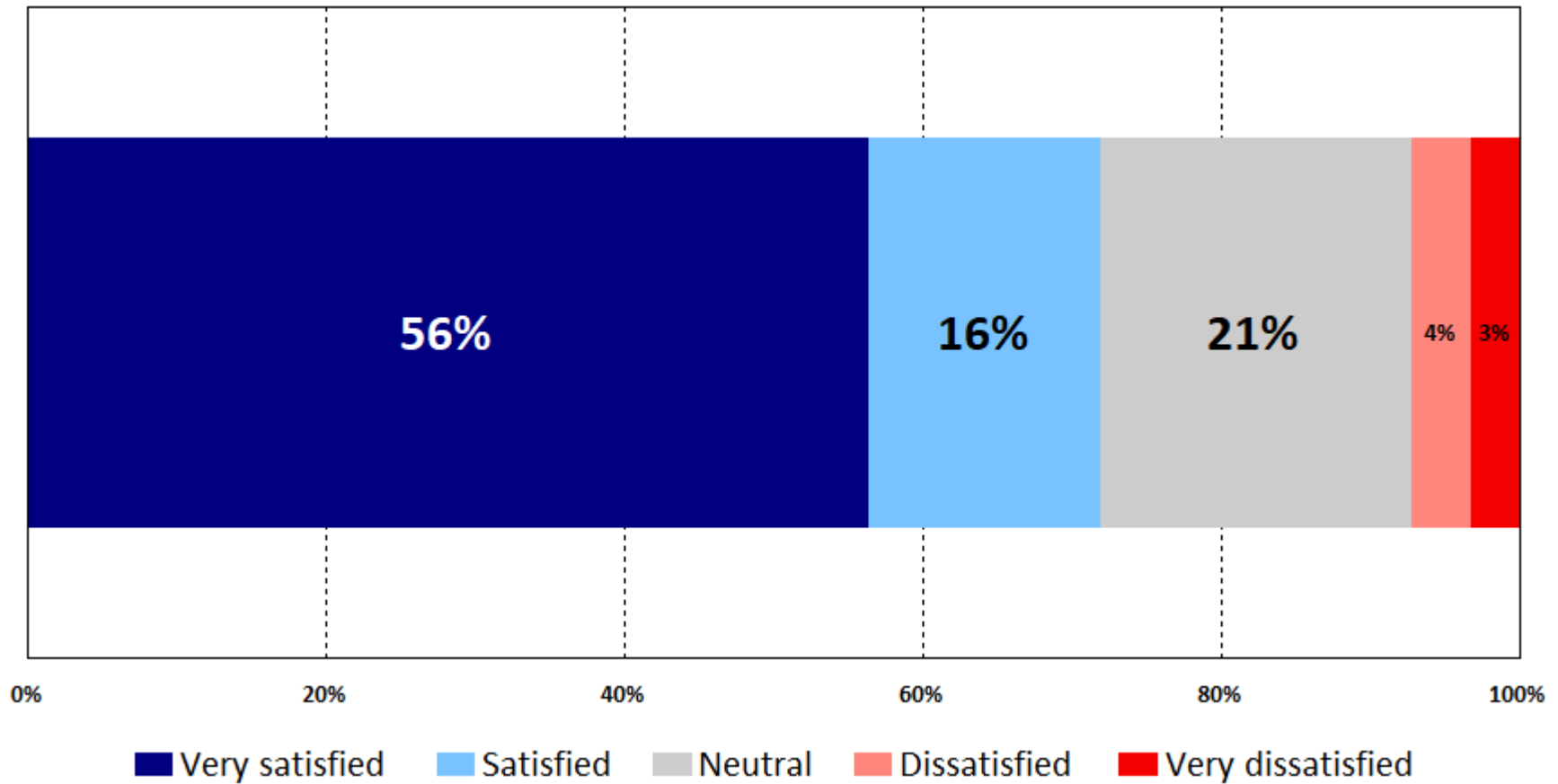


In the past year has the bus service: by percentage of respondents (excluding “not provided”)



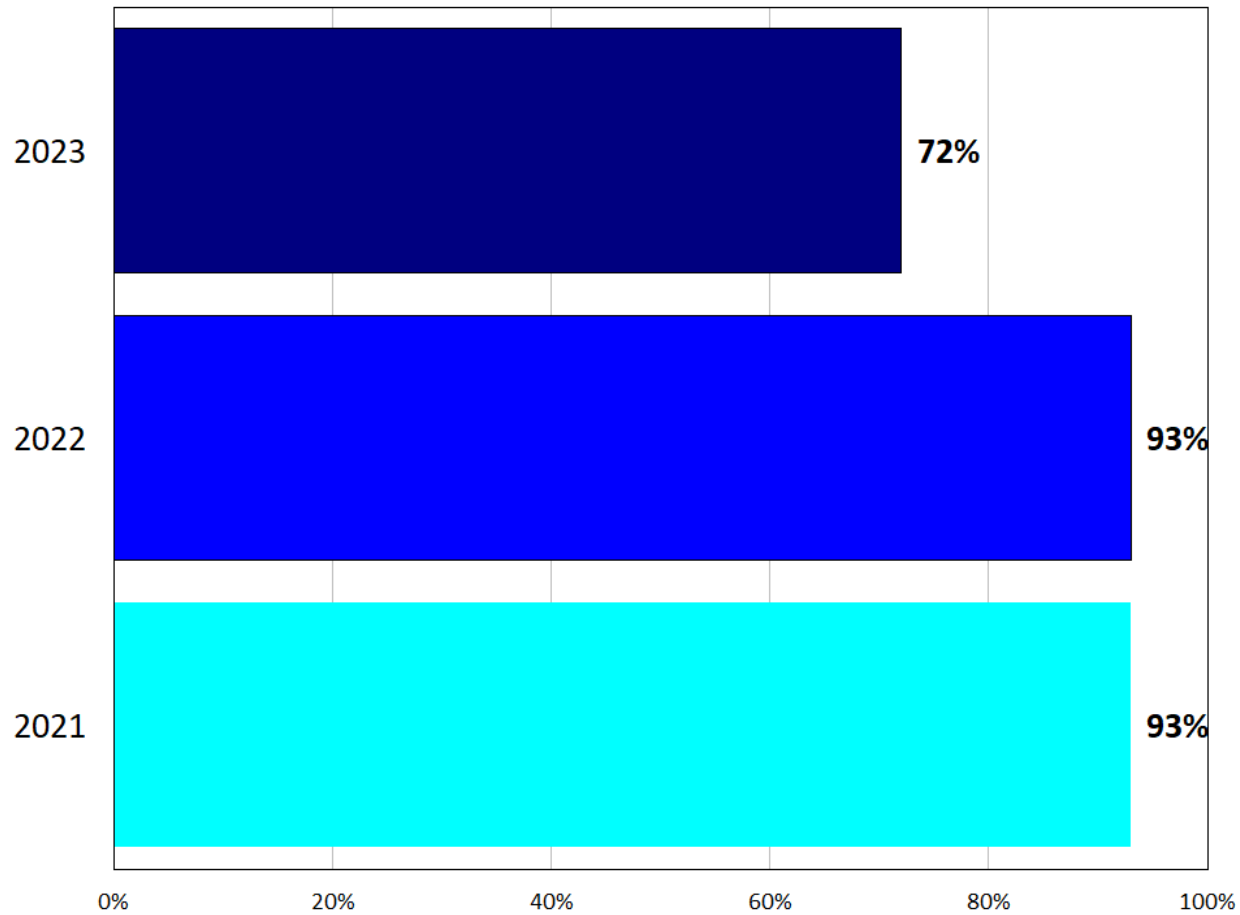
How satisfied are you with the fare-free program?

by percentage of respondents (excluding “not provided”)



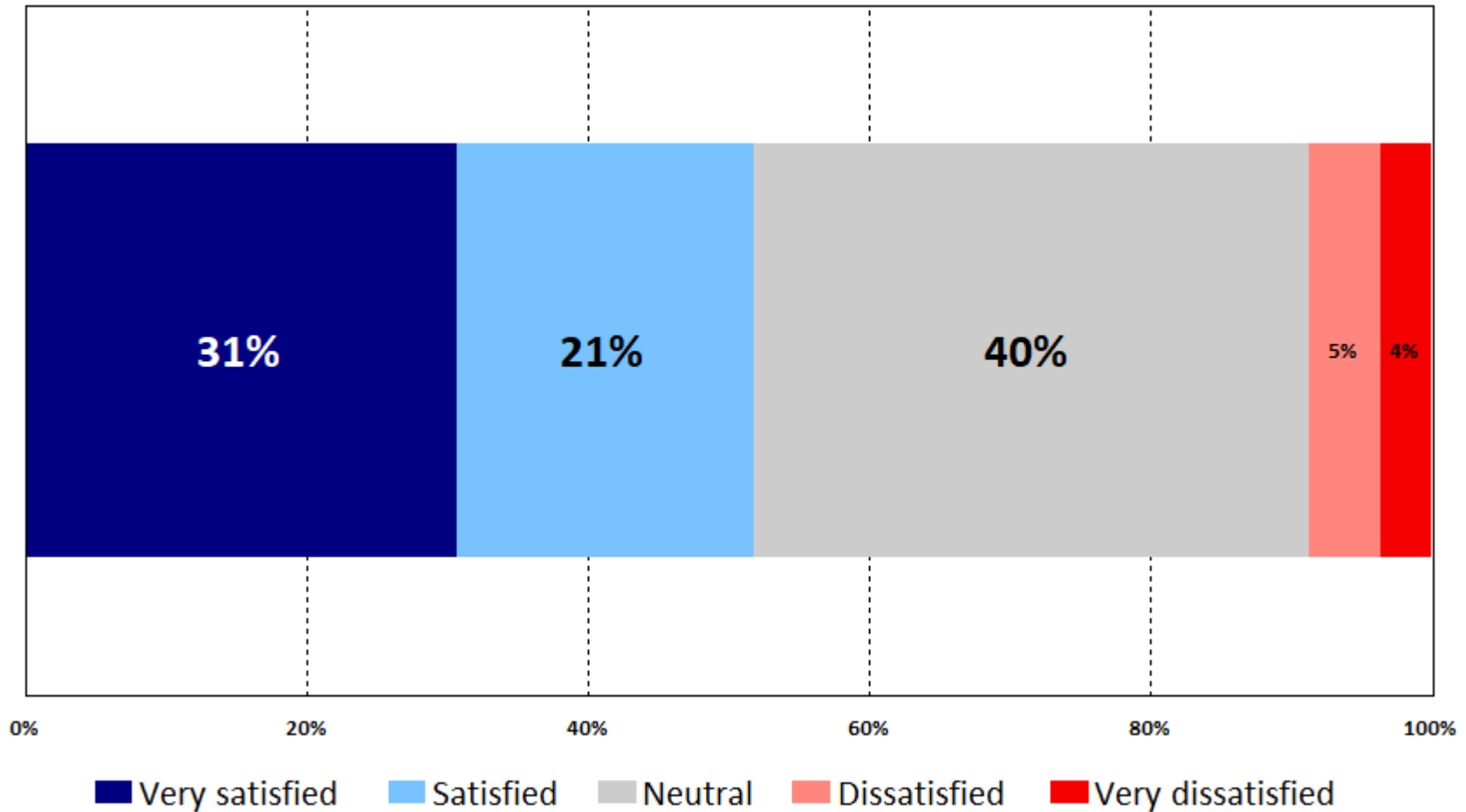
How satisfied are you with the fare-free program?

by percentage of respondents (excluding “not provided”)



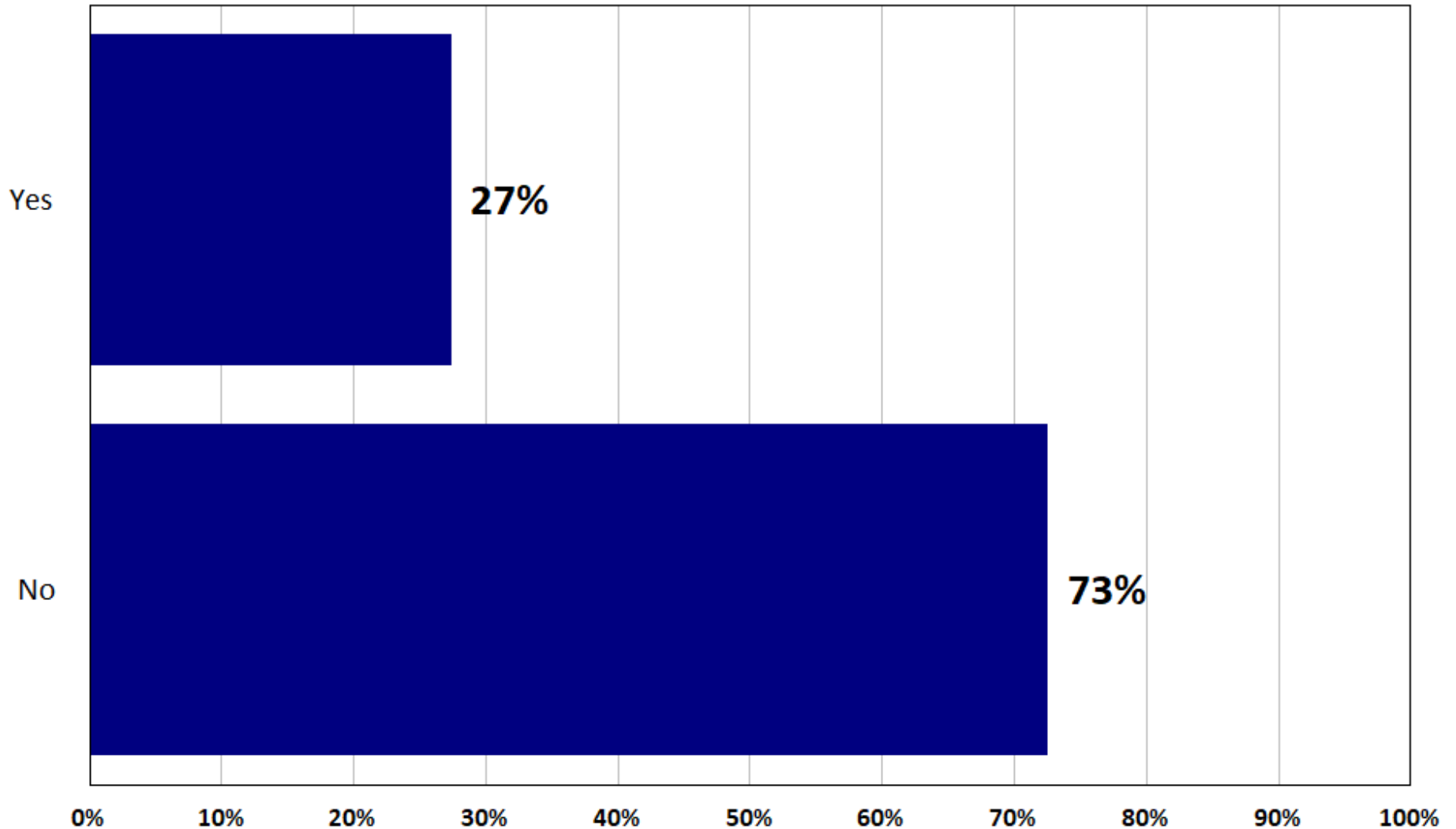
How satisfied are you with the overall quality of RideKC communications material?

by percentage of respondents (excluding “not provided”)



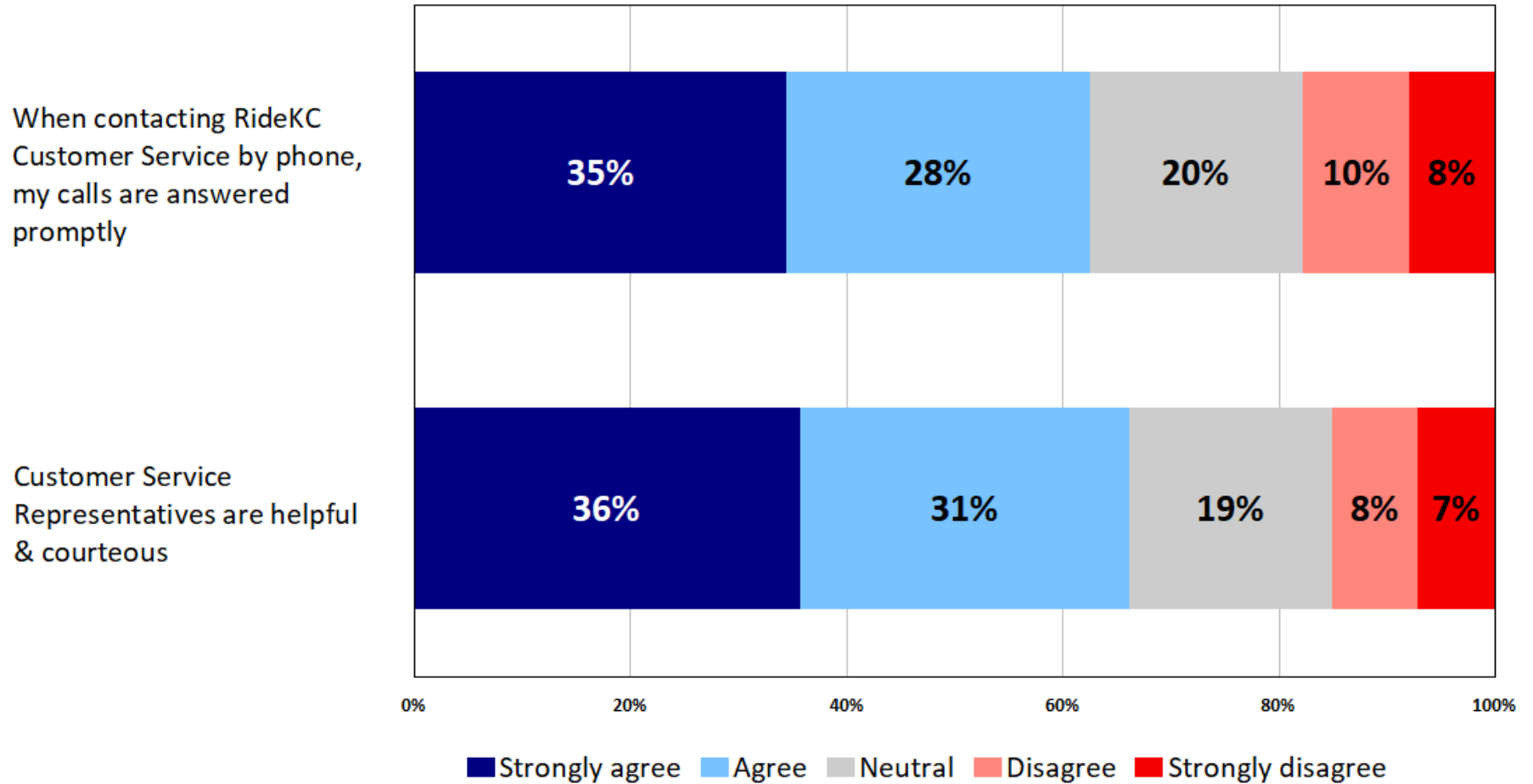
Have you contacted RideKC with a question, concern, or complaint in last 3 months?

by percentage of respondents (excluding “not provided”)



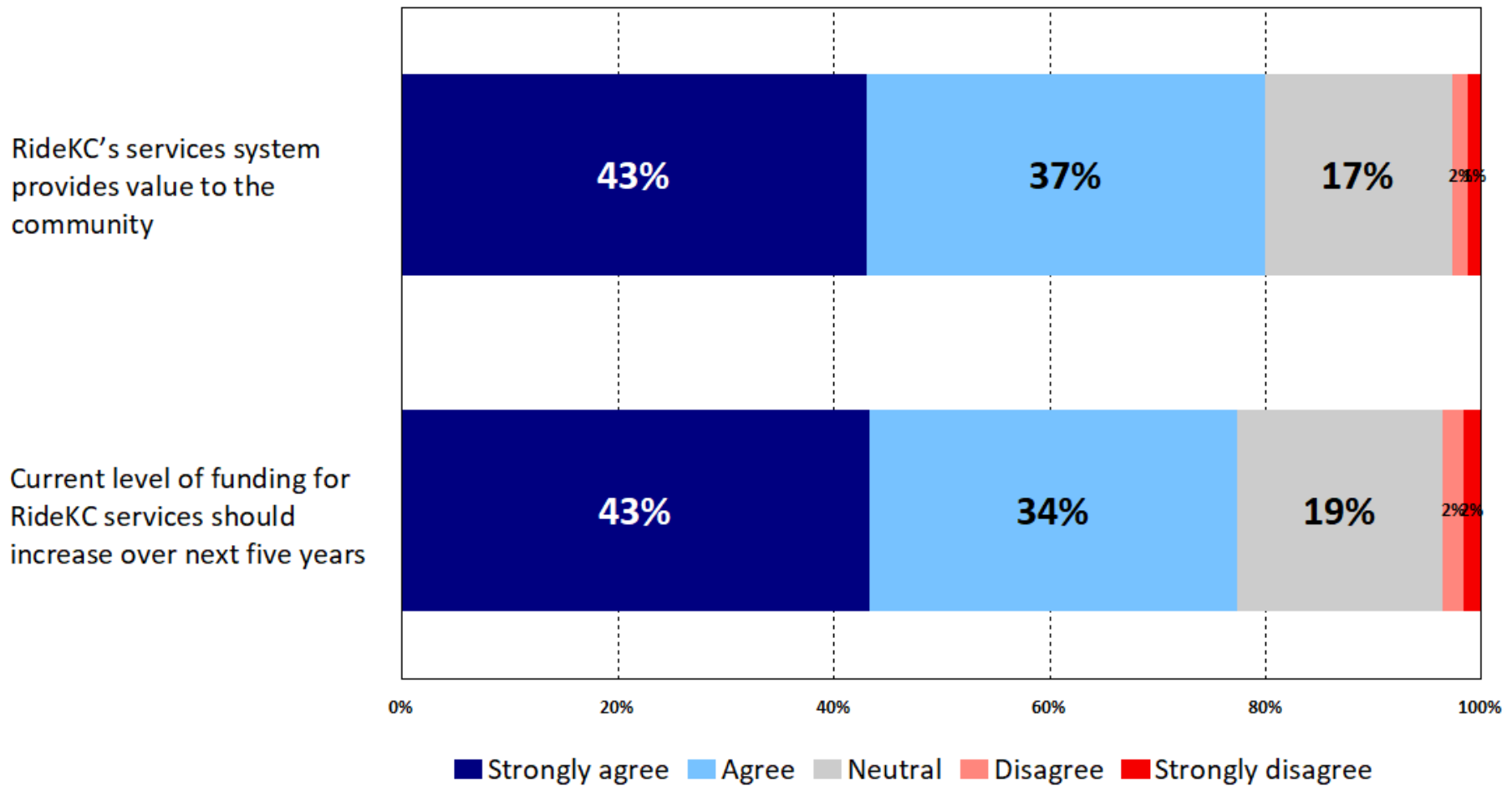
Customer Service Satisfaction

by percentage of respondents who contacted RideKC in the last 3 months (excluding “not provided”)



Value & Funding

by percentage of respondents (excluding “not provided”)





I-S ANALYSIS

Importance-Satisfaction (I-S) Analysis

Overview

Two of the most important criteria for leadership decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied to gain the most benefit with limited resources.

The Importance-Satisfaction (I-S) rating is a unique tool that allows agency leadership to better understand both decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall respondent satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as one of the most important elements to respondents. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding “Don’t Know” responses). “Don’t Know” responses are excluded from the calculation to ensure the satisfaction ratings among categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation: Respondents were asked to identify the aspects of RideKC Bus services they think are most important. Eighteen percent (18%) of respondents selected vehicles running on schedule as one of the most important aspects of RideKC services.

Regarding satisfaction, 64% of respondents surveyed rated the agency’s overall performance in vehicles running on schedule, as a “4” or “5” on a 5-point scale (where “5” means “Very Satisfied”) excluding “Don’t Know” responses. The I-S rating for vehicles running on schedule was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 18% was multiplied by 36% (1-0.64). This calculation yielded an I-S rating of 0.0648 which ranked 2nd out of 18 service aspects.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as most important and 0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none of the respondents selected the service as one for the three most important areas for emphasis over the next five years.

2023 KCATA Importance-Satisfaction Rating

RideKC Bus Service

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Bus is clean	21%	1	58%	10	0.0882	1
Bus usually runs on time (Vehicles run on schedule)	18%	3	64%	8	0.0648	2
RideKC bus service is reliable	20%	2	70%	4	0.06	3
I feel safe riding the bus	16%	4	65%	7	0.056	4
Bus stops are clean	13%	6	58%	10	0.0546	5
I feel safe & secure waiting for my bus (Safety at your stop)	12%	7	61%	9	0.0468	6
Bus stops & stations are conveniently located for me	14%	5	71%	3	0.0406	7
Frequency of service (how often the bus comes) is satisfactory	11%	9	65%	7	0.0385	8
Buses operate on days & at times that I need them	12%	8	69%	5	0.0372	9
RideKC buses are comfortable	9%	11	64%	8	0.0324	10
Bus gets me to my destination in a reasonable amount of time	10%	10	71%	3	0.029	11
I understand RideKc's available routes, & am confident in navigating the system	8%	12	72%	2	0.0224	12
It is easy to find out if buses are running on schedule	7%	13	68%	6	0.0224	12
It is easy to get information about RideKC's services and route schedules	7%	15	70%	4	0.021	13
Bus operators are helpful & courteous	6%	16	68%	6	0.0192	14
Bus operators operate the vehicle safely	7%	14	75%	1	0.0175	15
Bus operators are knowledgeable about RideKC system	5%	17	69%	5	0.0155	16
Conditions of RideKC's transit stations are satisfactory	4%	18	68%	6	0.0128	17

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

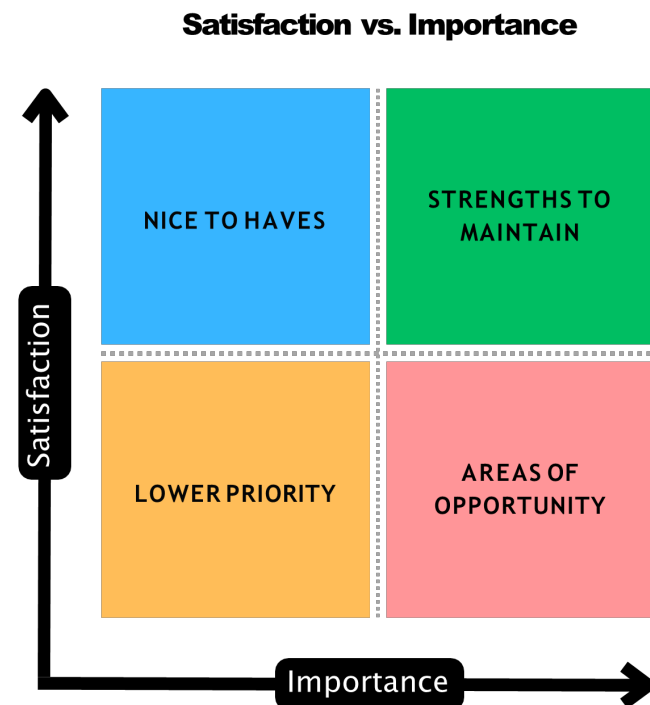
Most Important %: The "Most Important" percentage represents the sum of the top three most important responses for each item. Respondents were asked to identify the elements they thought were most important to them.

Satisfaction %: The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

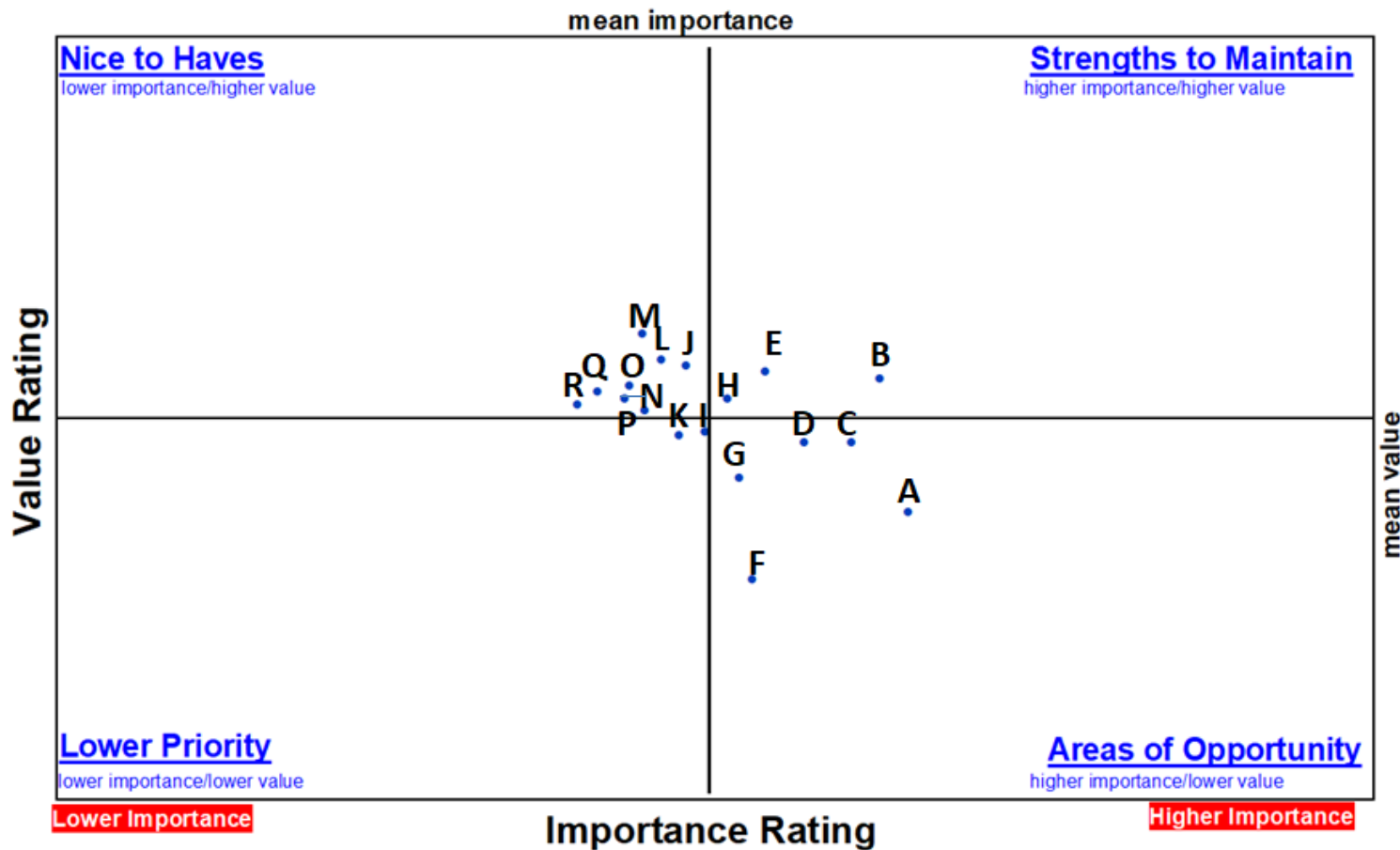
I-S Matrix

The Importance-Satisfaction Matrix takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue positive overall customer satisfaction.



Importance-Satisfaction (I-S) Matrix Analysis



- A. Bus is clean
- B. RideKC bus service is reliable
- C. Bus usually runs on time (vehicles run on schedule)
- D. I feel safe riding the bus
- E. Bus stops & stations are conveniently located for me
- F. Bus stops are clean
- G. I feel safe & secure waiting for my bus (Safety at your stop)
- H. Buses operate on days & at times that I need them
- I. Frequency of service (how often buses come) is satisfactory
- J. Bus gets me to my destination in a reasonable amount of time
- K. RideKC buses are comfortable
- L. I understand RideKC's available routes, & I am confident navigating the system
- M. It is easy to find out if buses are running on schedule
- N. Bus operators operate the vehicle safely
- O. It is easy to get information about RideKC's services & route schedules
- P. Bus operators are helpful & courteous
- Q. Bus operators are knowledgeable about RideKC system
- R. Conditions of RideKC's transit stations are satisfactory

Source: ETC Institute (2023)

3

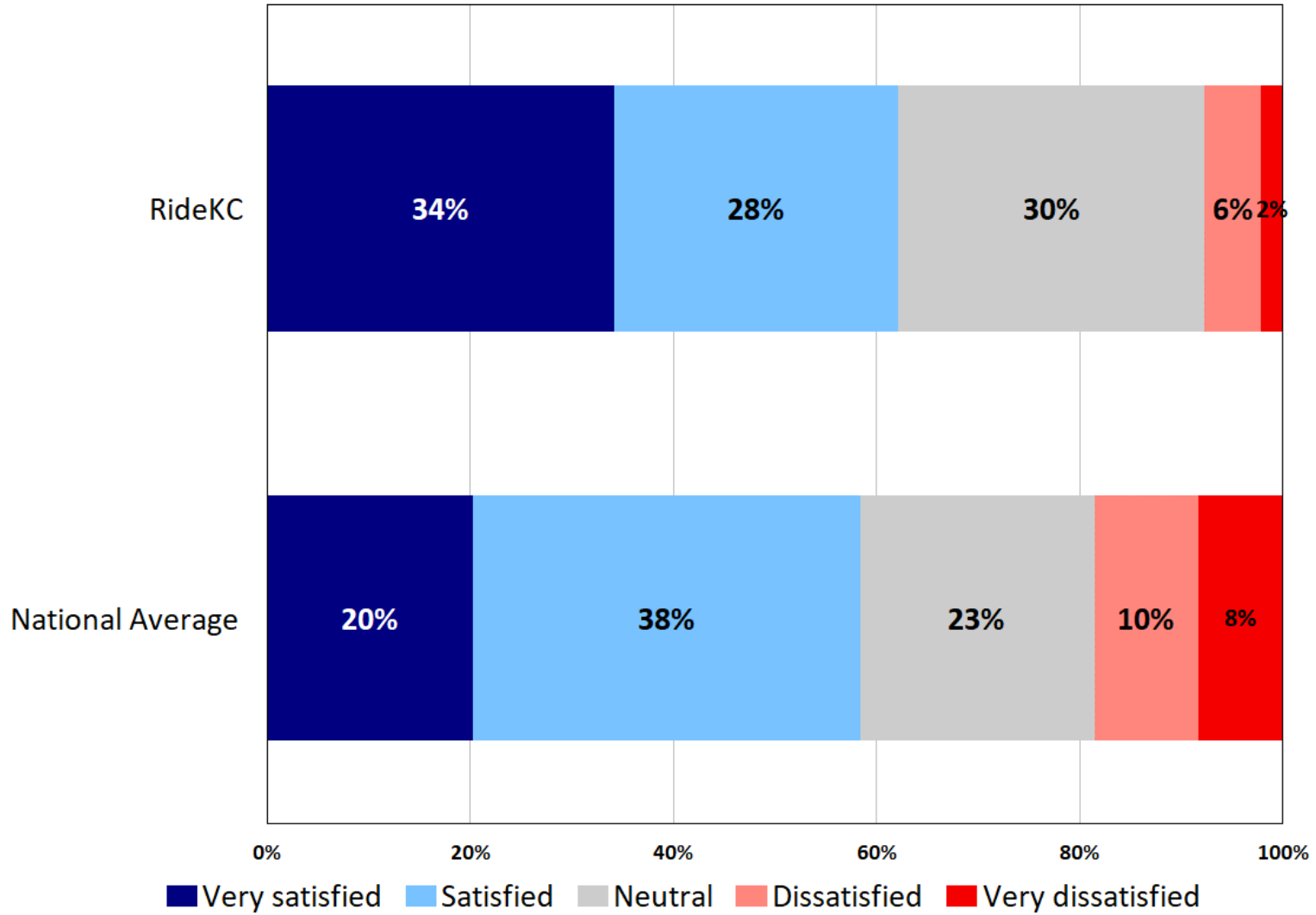
Benchmarks

NATIONAL BENCHMARKS

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with KCATA is not authorized without written consent from ETC Institute.

How satisfied are you with The RideKC bus service?

by percentage of respondents (excluding “not provided”)



NET PROMOTER SCORE

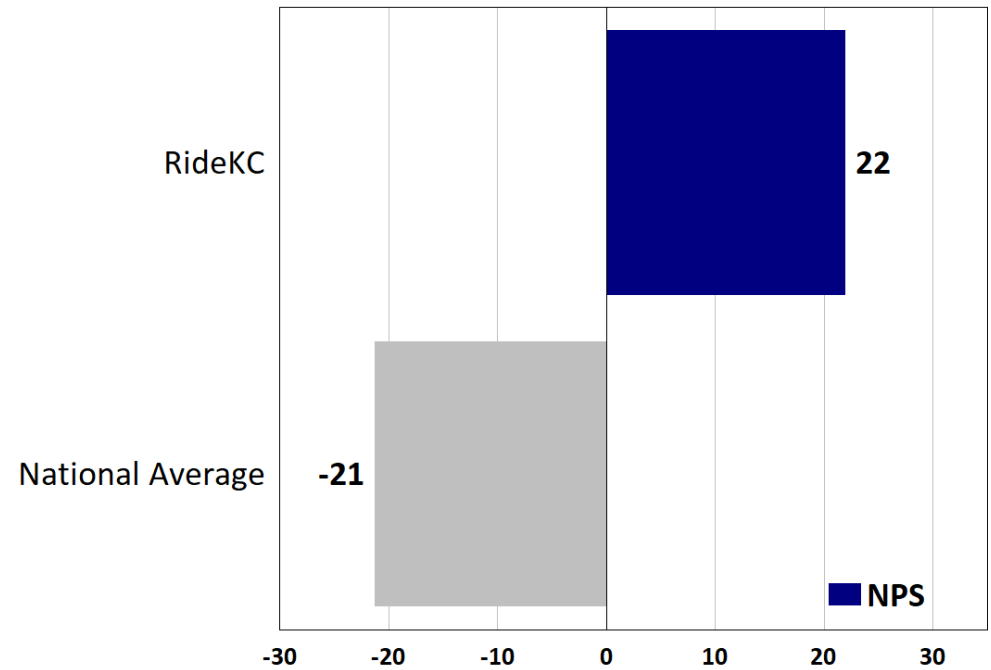
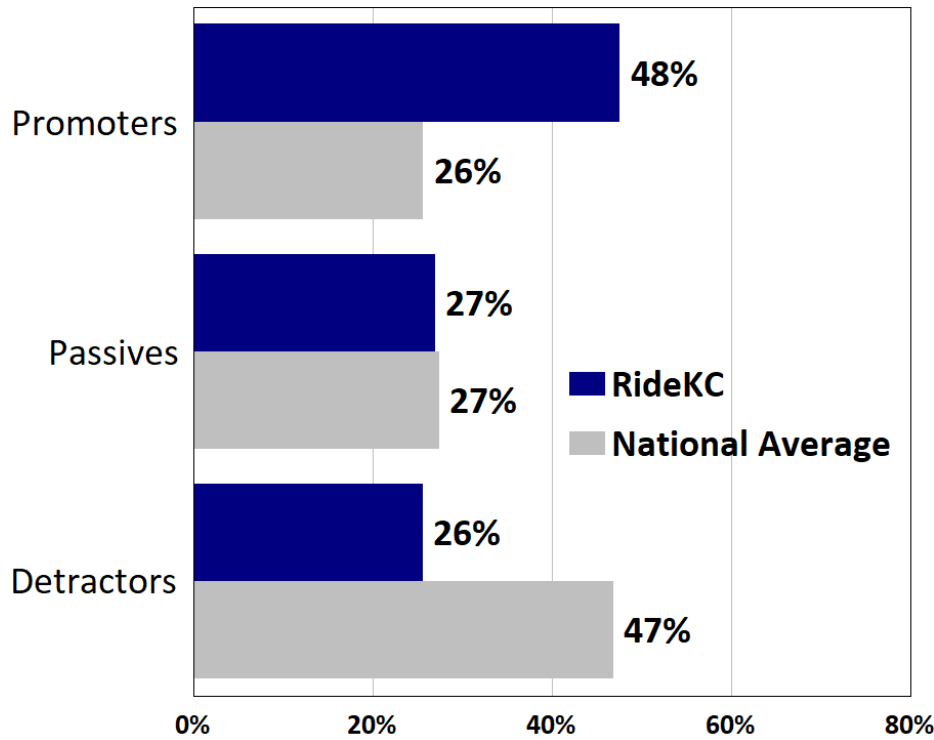
Using a 10-point scale, where 10 means “Very Likely,” and 0 means “Not Likely At All,” how likely would you be to recommend RideKC bus service to a friend, colleague, or family member?

“Promoter” = 10-9

“Passive” = 8-7

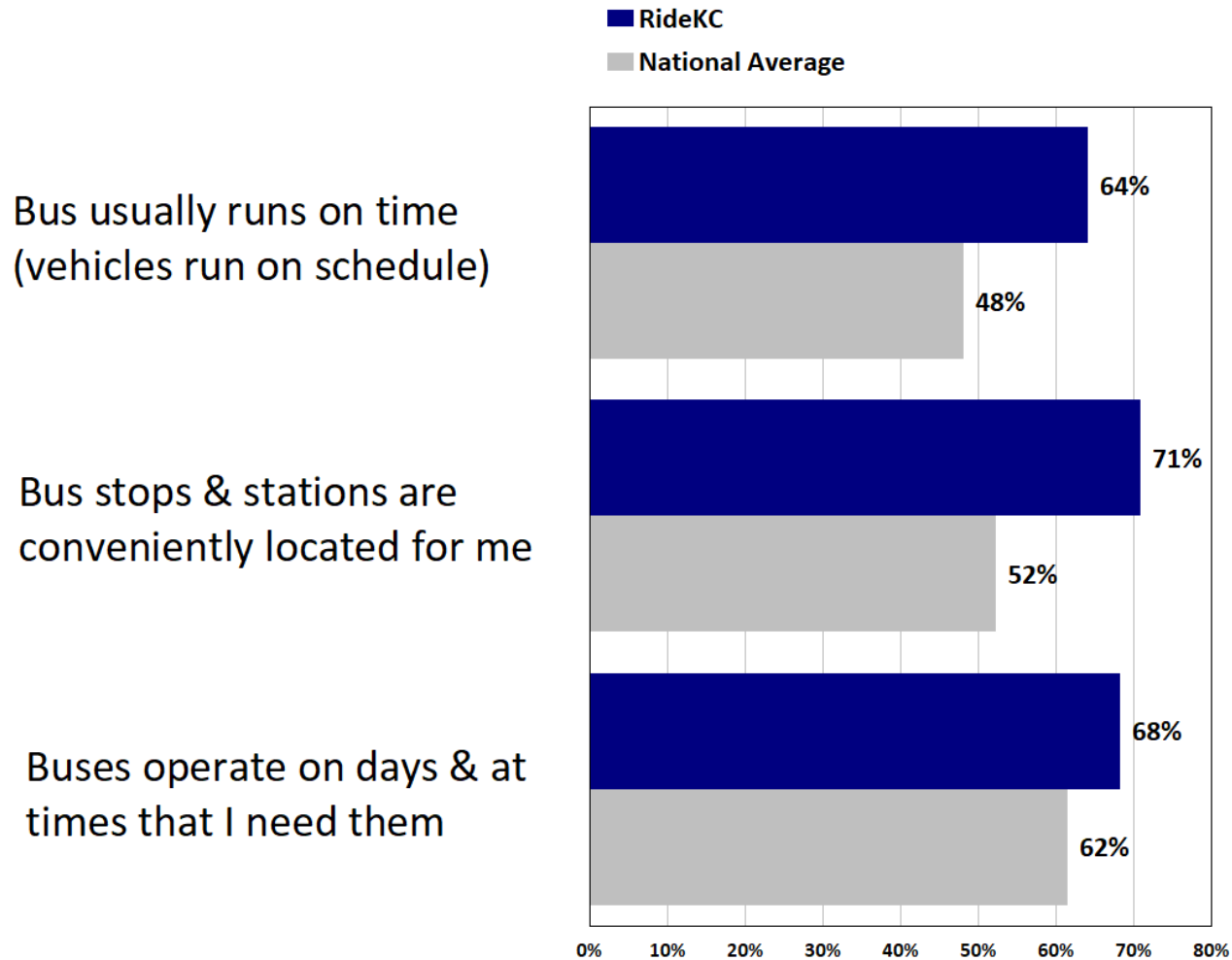
“Detractor” = 6-0

Net Promoter Score is the number of “Promoters” minus the number of “Detractors.”



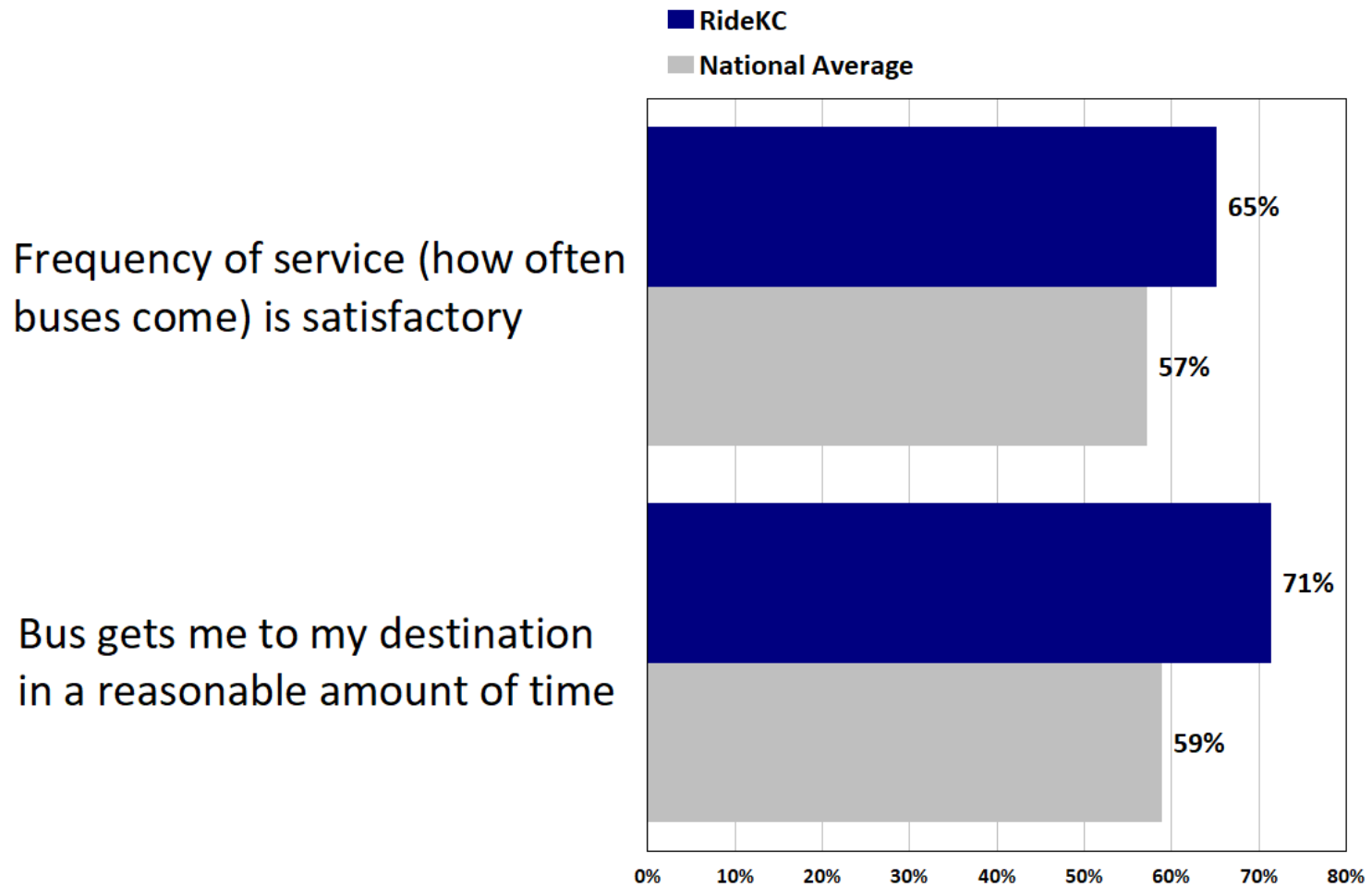
How much do you agree with the following statements about RideKC?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



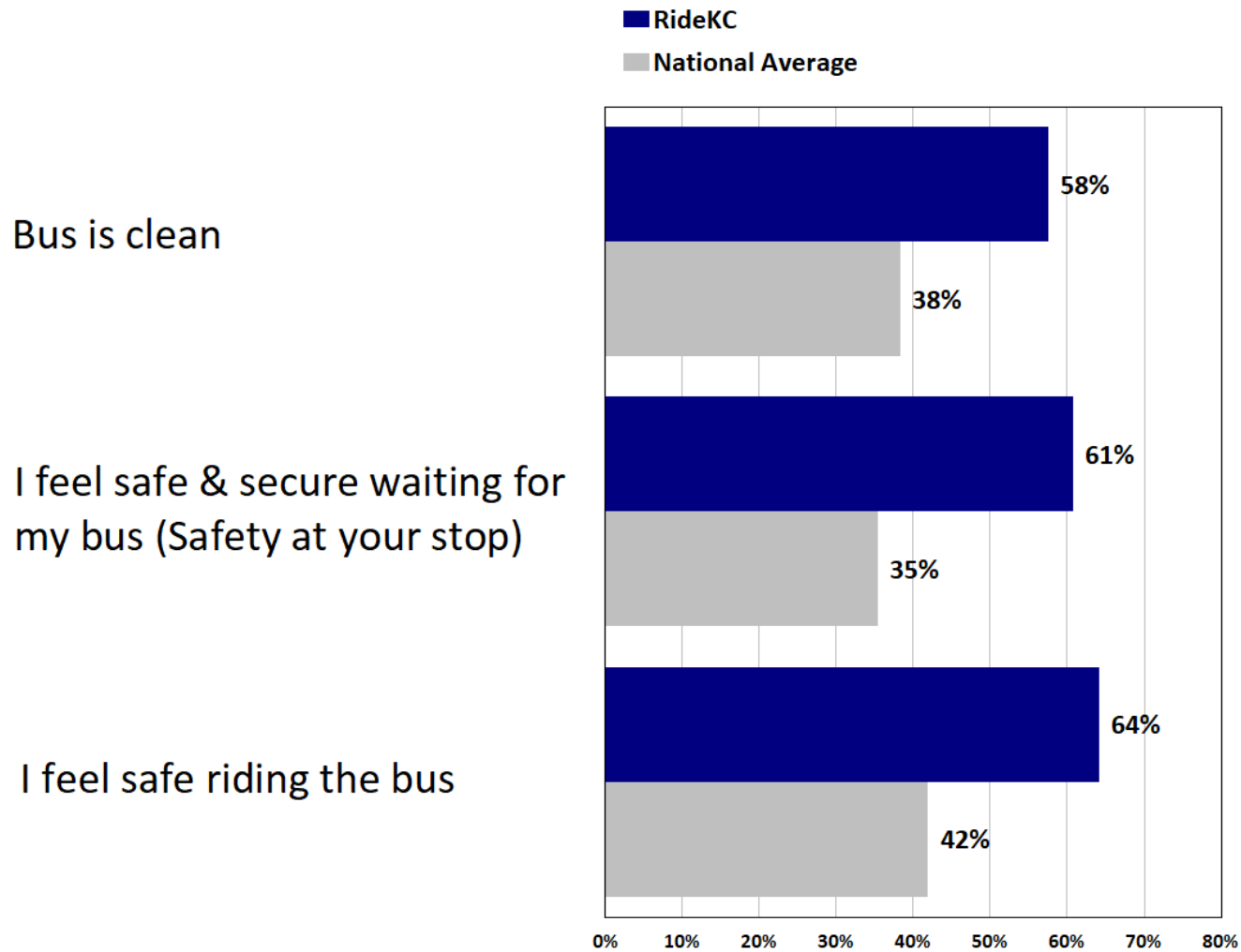
How much do you agree with the following statements about RideKC?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



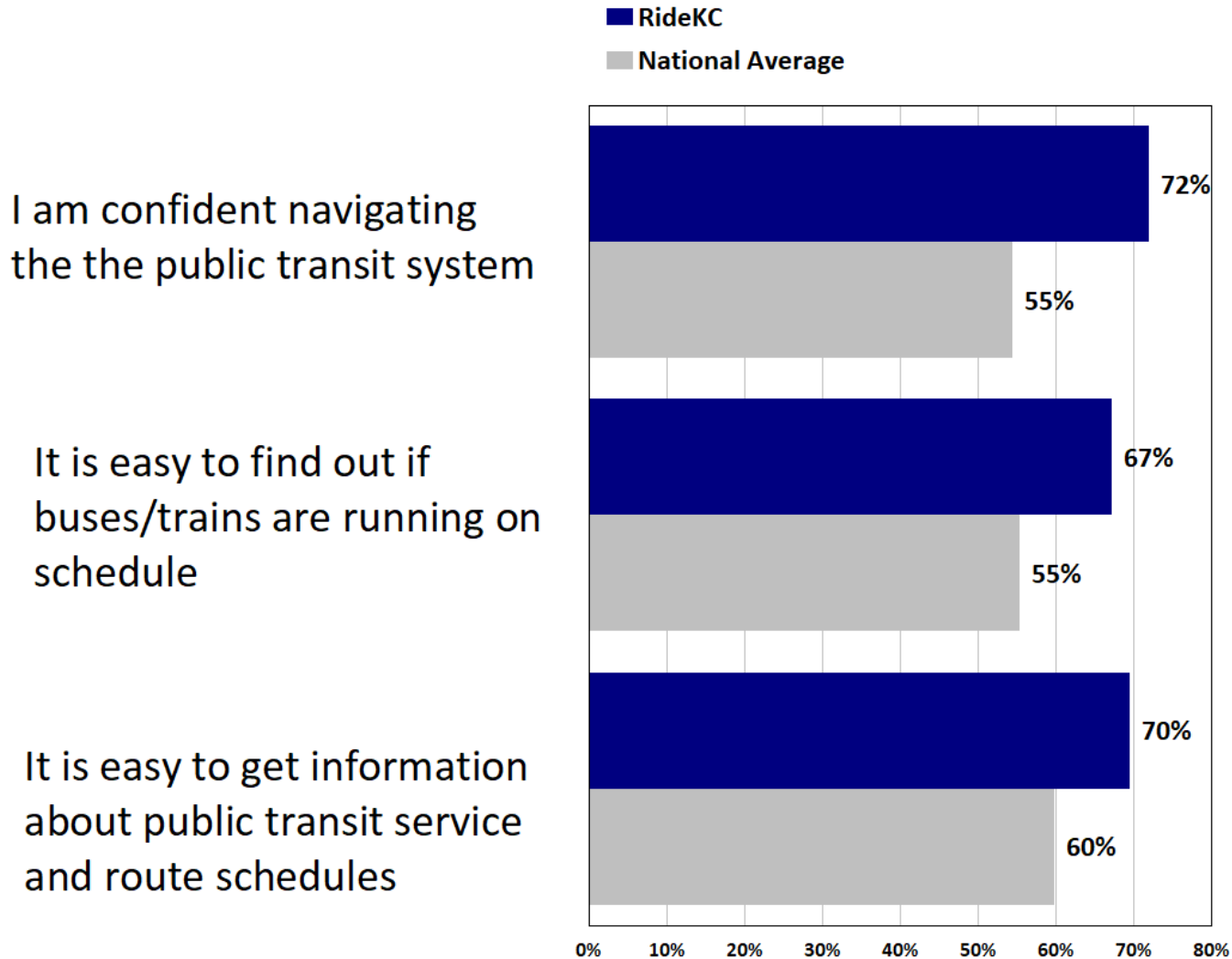
How much do you agree with the following statements about RideKC?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



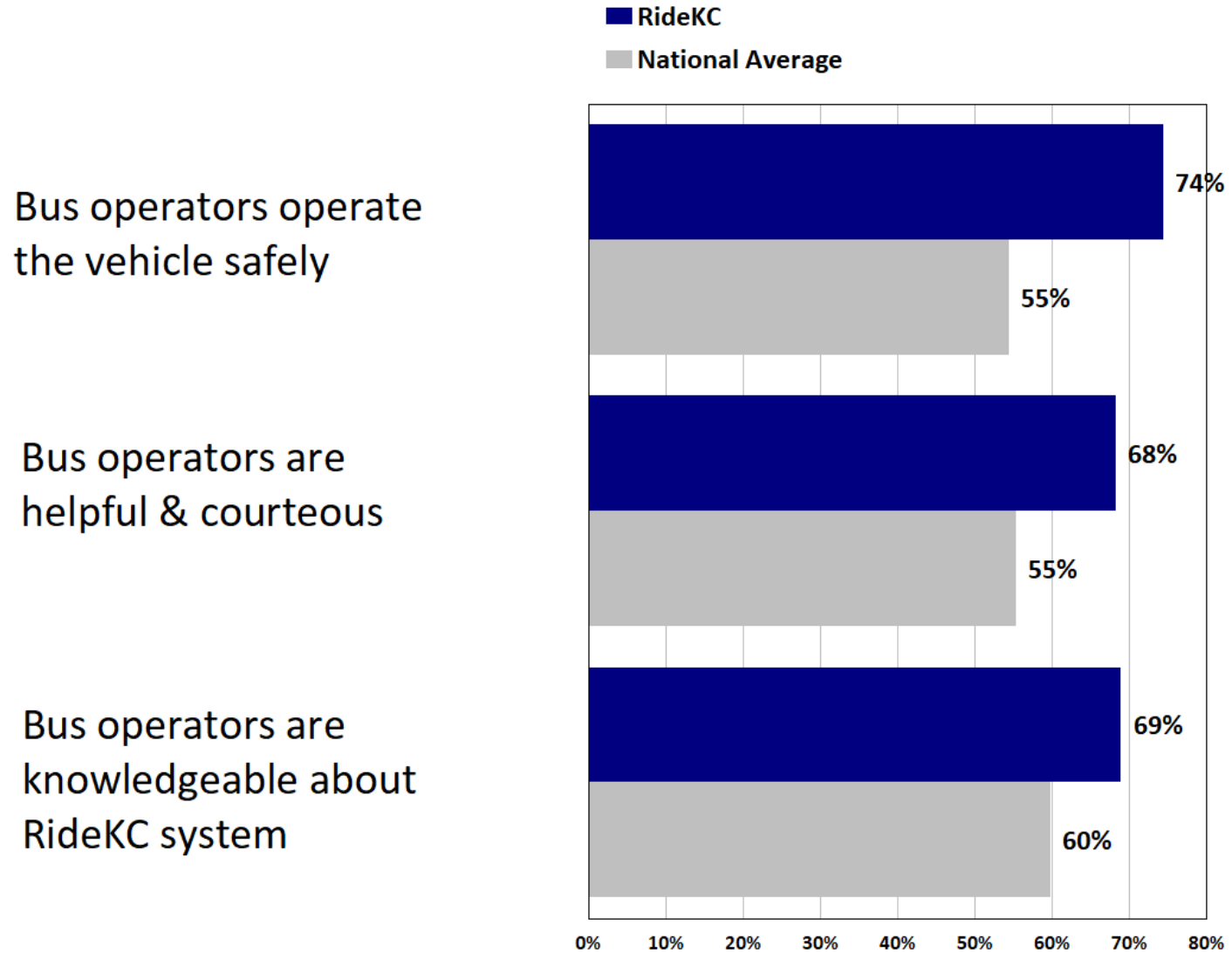
How much do you agree with the following statements about RideKC?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



How much do you agree with the following statements about RideKC?

by percentage of respondents who selected "Strongly Agree" or "Agree" (excluding "not provided")



4

Tabular Data

Q1. All things considered, how likely would you be to recommend riding a RideKC bus to a friend or neighbor?

Q1. Likeliness to recommend RideKC bus	Number	Percent
Very likely	581	28.9 %
9	189	9.4 %
8	231	11.5 %
7	205	10.2 %
6	148	7.4 %
5	123	6.1 %
4	48	2.4 %
3	36	1.8 %
2	18	0.9 %
1	19	0.9 %
Not at all likely	22	1.1 %
Not provided	390	19.4 %
Total	2010	100.0 %

WITHOUT "NOT PROVIDED"

Q1. All things considered, how likely would you be to recommend riding a RideKC bus to a friend or neighbor?

Q1. Likeliness to recommend RideKC bus	Number	Percent
Very likely	581	35.9 %
9	189	11.7 %
8	231	14.3 %
7	205	12.7 %
6	148	9.1 %
5	123	7.6 %
4	48	3.0 %
3	36	2.2 %
2	18	1.1 %
1	19	1.2 %
Not at all likely	22	1.4 %
Total	1620	100.0 %

Q2. How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time?

Q2. How many minutes is acceptable for a bus to arrive beyond its scheduled time	Number	Percent
0-5	847	42.1 %
6-10	368	18.3 %
11-15	59	2.9 %
16-20	24	1.2 %
21-30	35	1.7 %
30+	7	0.3 %
Not provided	670	33.3 %
Total	2010	100.0 %

WITHOUT "NOT PROVIDED"

Q2. How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time?

Q2. How many minutes is acceptable for a bus to arrive beyond its scheduled time

	Number	Percent
0-5	847	63.2 %
6-10	368	27.5 %
11-15	59	4.4 %
16-20	24	1.8 %
21-30	35	2.6 %
30+	7	0.5 %
Total	1340	100.0 %

Q3. Please rate your agreement with the following statements.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not provided
Q3-1. RideKC bus service is reliable	34.7%	34.5%	20.8%	5.7%	2.9%	1.4%
Q3-2. Bus usually runs on time (vehicles run on schedule)	27.7%	34.9%	23.3%	7.8%	4.0%	2.3%
Q3-3. Bus stops & stations are conveniently located for me	35.1%	33.8%	19.9%	5.2%	3.1%	2.8%
Q3-4. Buses operate on days & at times that I need them	32.5%	33.8%	20.5%	6.8%	3.6%	2.9%
Q3-5. Frequency of service (how often buses come) is satisfactory	30.3%	33.0%	22.0%	7.9%	3.8%	3.0%
Q3-6. Bus gets me to my destination in a reasonable amount of time	32.9%	36.0%	20.0%	5.5%	2.2%	3.5%
Q3-7. I understand RideKC's available routes, & I am confident navigating the system	35.1%	34.9%	20.2%	4.5%	2.4%	2.8%
Q3-8. It is easy to find out if buses are running on schedule	32.8%	32.6%	20.8%	7.1%	4.1%	2.6%
Q3-9. It is easy to get information about RideKC's services & route schedules	34.7%	32.4%	20.7%	5.7%	3.0%	3.5%
Q3-10. RideKC buses are comfortable	31.3%	31.4%	22.4%	7.8%	3.9%	3.1%
Q3-11. Bus stops are clean	24.0%	25.9%	24.2%	13.2%	10.1%	2.6%
Q3-12. Bus is clean	26.8%	28.7%	23.5%	9.5%	7.7%	3.8%
Q3-13. I feel safe & secure waiting for my bus (Safety at your stop)	29.2%	30.1%	24.5%	8.3%	5.6%	2.4%

Q3. Please rate your agreement with the following statements.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not provided
Q3-14. I feel safe riding the bus	31.5%	30.4%	23.3%	6.3%	5.0%	3.4%
Q3-15. Bus operators operate the vehicle safely	38.5%	33.6%	17.2%	4.0%	3.6%	3.0%
Q3-16. Bus operators are helpful & courteous	36.4%	30.1%	21.4%	4.8%	4.6%	2.6%
Q3-17. Bus operators are knowledgeable about RideKC system	36.3%	30.8%	20.4%	5.0%	4.7%	2.8%
Q3-18. Conditions of RideKC's transit stations are satisfactory	36.1%	30.0%	22.0%	4.4%	5.1%	2.5%

WITHOUT "NOT PROVIDED"**Q3. Please rate your agreement with the following statements**

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q3-1. RideKC bus service is reliable	35.2%	35.0%	21.2%	5.8%	2.9%
Q3-2. Bus usually runs on time (vehicles run on schedule)	28.4%	35.8%	23.8%	7.9%	4.1%
Q3-3. Bus stops & stations are conveniently located for me	36.1%	34.8%	20.5%	5.4%	3.2%
Q3-4. Buses operate on days & at times that I need them	33.5%	34.8%	21.1%	7.0%	3.7%
Q3-5. Frequency of service (how often buses come) is satisfactory	31.2%	34.0%	22.7%	8.1%	3.9%
Q3-6. Bus gets me to my destination in a reasonable amount of time	34.1%	37.3%	20.7%	5.7%	2.3%
Q3-7. I understand RideKC's available routes, & I am confident navigating the system	36.1%	35.9%	20.8%	4.6%	2.5%
Q3-8. It is easy to find out if buses are running on schedule	33.7%	33.5%	21.4%	7.3%	4.2%
Q3-9. It is easy to get information about RideKC's services & route schedules	35.9%	33.6%	21.5%	5.9%	3.1%
Q3-10. RideKC buses are comfortable	32.4%	32.4%	23.2%	8.1%	4.0%
Q3-11. Bus stops are clean	24.7%	26.6%	24.8%	13.5%	10.4%
Q3-12. Bus is clean	27.8%	29.8%	24.5%	9.9%	8.0%

WITHOUT "NOT PROVIDED"

Q3. Please rate your agreement with the following statements.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q3-13. I feel safe & secure waiting for my bus (Safety at your stop)	29.9%	30.9%	25.1%	8.5%	5.7%
Q3-14. I feel safe riding the bus	32.7%	31.5%	24.2%	6.5%	5.2%
Q3-15. Bus operators operate the vehicle safely	39.7%	34.7%	17.7%	4.2%	3.7%
Q3-16. Bus operators are helpful & courteous	37.4%	30.9%	22.0%	5.0%	4.8%
Q3-17. Bus operators are knowledgeable about RideKC system	37.3%	31.7%	21.0%	5.2%	4.8%
Q3-18. Conditions of RideKC's transit stations are satisfactory	37.0%	30.7%	22.6%	4.5%	5.2%

Q3a. Which THREE of the items listed in Question 3 do you think are the MOST IMPORTANT?

Q3a. Top choice	Number	Percent
RideKC bus service is reliable	251	12.5 %
Bus usually runs on time (vehicles run on schedule)	149	7.4 %
Bus stops & stations are conveniently located for me	79	3.9 %
Buses operate on days & at times that I need them	82	4.1 %
Frequency of service (how often buses come) is satisfactory	71	3.5 %
Bus gets me to my destination in a reasonable amount of time	40	2.0 %
I understand RideKC's available routes, & I am confident navigating the system	46	2.3 %
It is easy to find out if buses are running on schedule	40	2.0 %
It is easy to get information about RideKC's services & route schedules	39	1.9 %
RideKC buses are comfortable	72	3.6 %
Bus stops are clean	86	4.3 %
Bus is clean	206	10.2 %
I feel safe & secure waiting for my bus (Safety at your stop)	94	4.7 %
I feel safe riding the bus	104	5.2 %
Bus operators operate the vehicle safely	37	1.8 %
Bus operators are helpful & courteous	25	1.2 %
Bus operators are knowledgeable about RideKC system	17	0.8 %
Conditions of RideKC's transit stations are satisfactory	17	0.8 %
<u>None chosen</u>	<u>555</u>	<u>27.6 %</u>
Total	2010	100.0 %

Q3a. Which THREE of the items listed in Question 3 do you think are the MOST IMPORTANT?

<u>Q3a. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
RideKC bus service is reliable	65	3.2 %
Bus usually runs on time (vehicles run on schedule)	143	7.1 %
Bus stops & stations are conveniently located for me	86	4.3 %
Buses operate on days & at times that I need them	74	3.7 %
Frequency of service (how often buses come) is satisfactory	67	3.3 %
Bus gets me to my destination in a reasonable amount of time	80	4.0 %
I understand RideKC's available routes, & I am confident navigating the system	62	3.1 %
It is easy to find out if buses are running on schedule	59	2.9 %
It is easy to get information about RideKC's services & route schedules	35	1.7 %
RideKC buses are comfortable	51	2.5 %
Bus stops are clean	96	4.8 %
Bus is clean	135	6.7 %
I feel safe & secure waiting for my bus (Safety at your stop)	86	4.3 %
I feel safe riding the bus	114	5.7 %
Bus operators operate the vehicle safely	59	2.9 %
Bus operators are helpful & courteous	33	1.6 %
Bus operators are knowledgeable about RideKC system	25	1.2 %
Conditions of RideKC's transit stations are satisfactory	13	0.6 %
None chosen	727	36.2 %
Total	2010	100.0 %

Q3a. Which THREE of the items listed in Question 3 do you think are the MOST IMPORTANT?

Q3a. 3rd choice	Number	Percent
RideKC bus service is reliable	82	4.1 %
Bus usually runs on time (vehicles run on schedule)	76	3.8 %
Bus stops & stations are conveniently located for me	110	5.5 %
Buses operate on days & at times that I need them	79	3.9 %
Frequency of service (how often buses come) is satisfactory	74	3.7 %
Bus gets me to my destination in a reasonable amount of time	70	3.5 %
I understand RideKC's available routes, & I am confident navigating the system	56	2.8 %
It is easy to find out if buses are running on schedule	48	2.4 %
It is easy to get information about RideKC's services & route schedules	56	2.8 %
RideKC buses are comfortable	60	3.0 %
Bus stops are clean	79	3.9 %
Bus is clean	87	4.3 %
I feel safe & secure waiting for my bus (Safety at your stop)	67	3.3 %
I feel safe riding the bus	99	4.9 %
Bus operators operate the vehicle safely	49	2.4 %
Bus operators are helpful & courteous	66	3.3 %
Bus operators are knowledgeable about RideKC system	54	2.7 %
Conditions of RideKC's transit stations are satisfactory	44	2.2 %
None chosen	754	37.5 %
Total	2010	100.0 %

Q3a. Which THREE of the items listed in Question 3 do you think are the MOST IMPORTANT? (top 3)

Q3a. Top choice	Number	Percent
RideKC bus service is reliable	398	19.8 %
Bus usually runs on time (vehicles run on schedule)	368	18.3 %
Bus stops & stations are conveniently located for me	275	13.7 %
Buses operate on days & at times that I need them	235	11.7 %
Frequency of service (how often buses come) is satisfactory	212	10.5 %
Bus gets me to my destination in a reasonable amount of time	190	9.5 %
I understand RideKC's available routes, & I am confident navigating the system	164	8.2 %
It is easy to find out if buses are running on schedule	147	7.3 %
It is easy to get information about RideKC's services & route schedules	130	6.5 %
RideKC buses are comfortable	183	9.1 %
Bus stops are clean	261	13.0 %
Bus is clean	428	21.3 %
I feel safe & secure waiting for my bus (Safety at your stop)	247	12.3 %
I feel safe riding the bus	317	15.8 %
Bus operators operate the vehicle safely	145	7.2 %
Bus operators are helpful & courteous	124	6.2 %
Bus operators are knowledgeable about RideKC system	96	4.8 %
Conditions of RideKC's transit stations are satisfactory	74	3.7 %
None chosen	555	27.6 %
Total	4549	

Q4. How satisfied are you with overall RideKC bus service?

Q4. How satisfied are you with overall RideKC bus service	Number	Percent
Very satisfied	674	33.5 %
Satisfied	553	27.5 %
Neutral	594	29.6 %
Dissatisfied	110	5.5 %
Very dissatisfied	42	2.1 %
Not provided	37	1.8 %
Total	2010	100.0 %

WITHOUT "NOT PROVIDED"

Q4. How satisfied are you with overall RideKC bus service?

Q4. How satisfied are you with overall RideKC bus service	Number	Percent
Very satisfied	674	34.2 %
Satisfied	553	28.0 %
Neutral	594	30.1 %
Dissatisfied	110	5.6 %
Very dissatisfied	42	2.1 %
Total	1973	100.0 %

Q5. RideKC continues to operate fare-free for their riders. How satisfied are you with this fare-free program?

Q5. How satisfied are you with this fare-free program	Number	Percent
Very satisfied	1116	55.5 %
Satisfied	306	15.2 %
Neutral	411	20.4 %
Dissatisfied	79	3.9 %
Very dissatisfied	66	3.3 %
Not provided	32	1.6 %
Total	2010	100.0 %

WITHOUT "NOT PROVIDED"

Q5. RideKC continues to operate fare-free for their riders. How satisfied are you with this fare-free program?

Q5. How satisfied are you with this fare-free program	Number	Percent
Very satisfied	1116	56.4 %
Satisfied	306	15.5 %
Neutral	411	20.8 %
Dissatisfied	79	4.0 %
Very dissatisfied	66	3.3 %
Total	1978	100.0 %

Q6. In the past year, has the bus service:

Q6. What has bus service become in past year	Number	Percent
Gotten worse	410	20.4 %
Stayed about the same	1031	51.3 %
Gotten better	492	24.5 %
Not provided	77	3.8 %
Total	2010	100.0 %

WITHOUT "NOT PROVIDED"

Q6. In the past year, has the bus service:

Q6. What has bus service become in past year	Number	Percent
Gotten worse	410	21.2 %
Stayed about the same	1031	53.3 %
Gotten better	492	25.5 %
Total	1933	100.0 %

Q7. How satisfied are you with the overall quality of RideKC communications material (for example: RideKC Notify, RideKC.org, Social Media post)?

Q7. How satisfied are you with overall quality of RideKC communications material

	Number	Percent
Very satisfied	597	29.7 %
Satisfied	409	20.3 %
Neutral	767	38.2 %
Dissatisfied	100	5.0 %
Very dissatisfied	70	3.5 %
Not provided	67	3.3 %
Total	2010	100.0 %

WITHOUT "NOT PROVIDED"

Q7. How satisfied are you with the overall quality of RideKC communications material (for example: RideKC Notify, RideKC.org, Social Media post)?

Q7. How satisfied are you with overall quality of RideKC communications material

	Number	Percent
Very satisfied	597	30.7 %
Satisfied	409	21.0 %
Neutral	767	39.5 %
Dissatisfied	100	5.1 %
Very dissatisfied	70	3.6 %
Total	1943	100.0 %

Q8. Have you contacted RideKC with a question, concern, or complaint in the last 3 months?

Q8. Have you contacted RideKC with a question, concern, or complaint in last 3 months

	Number	Percent
Yes	550	27.4 %
No	1460	72.6 %
Total	2010	100.0 %

Q9. Please rate your agreement with the following statements.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not applicable
Q9-1. When contacting RideKC Customer Service by phone, my calls are answered promptly	32.7%	26.5%	18.7%	9.3%	7.5%	5.3%
Q9-2. Customer Service Representatives are helpful & courteous	32.4%	27.6%	17.1%	7.1%	6.5%	9.3%

WITHOUT "NOT APPLICABLE"

Q9. Please rate your agreement with the following statements.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q9-1. When contacting RideKC Customer Service by phone, my calls are answered promptly	34.5%	28.0%	19.8%	9.8%	7.9%
Q9-2. Customer Service Representatives are helpful & courteous	35.7%	30.5%	18.8%	7.8%	7.2%

Q10. Please rate your agreement with the following statements.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not provided
Q10-1. RideKC’s services system provides value to the community	36.2%	30.9%	14.5%	1.2%	1.0%	16.1%
Q10-2. Current level of funding for RideKC services should increase over next five years	36.2%	28.5%	15.9%	1.6%	1.3%	16.5%

WITHOUT "NOT PROVIDED"

Q10. Please rate your agreement with the following statements.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q10-1. RideKC’s services system provides value to the community	43.1%	36.9%	17.3%	1.5%	1.2%
Q10-2. Current level of funding for RideKC services should increase over next five years	43.3%	34.1%	19.1%	1.9%	1.6%

Q11. Are you dependent on using RideKC buses for travel to/from your destination?

Q11. Are you dependent on using RideKC buses for travel to/from your destination?	Number	Percent
Yes	1425	70.9 %
No	398	19.8 %
Not provided	187	9.3 %
Total	2010	100.0 %

WITHOUT "NOT PROVIDED"

Q11. Are you dependent on using RideKC buses for travel to/from your destination?

Q11. Are you dependent on using RideKC buses for travel to/from your destination?	Number	Percent
Yes	1425	78.2 %
No	398	21.8 %
Total	1823	100.0 %

Q12. If you do have other options (such as walking, getting a ride, or buying/driving a car), what is the #1 reason you choose public transportation?

Q12. Number 1 reason you choose public transportation	Number	Percent
It's convenient	215	54.0 %
It's better for the environment	39	9.8 %
I want to save money	58	14.6 %
I can do other things if I'm not driving	29	7.3 %
I want to support public transportation	24	6.0 %
Saves me time	15	3.8 %
Other	3	0.8 %
Not provided	15	3.8 %
Total	398	100.0 %

WITHOUT "NOT PROVIDED"

Q12. If you do have other options (such as walking, getting a ride, or buying/driving a car), what is the #1 reason you choose public transportation?

Q12. Number 1 reason you choose public transportation	Number	Percent
It's convenient	215	56.1 %
It's better for the environment	39	10.2 %
I want to save money	58	15.1 %
I can do other things if I'm not driving	29	7.6 %
I want to support public transportation	24	6.3 %
Saves me time	15	3.9 %
Other	3	0.8 %
Total	383	100.0 %

Q12-7. Other:

Q12-7. Other	Number	Percent
SAVES GAS WHEN I'M LOW BEFORE PAYDAYS	1	33.3 %
CAR IS IN THE SHOP	1	33.3 %
CAR TROUBLES-IN SHOP	1	33.3 %
Total	3	100.0 %

Q13. Do you have a working vehicle that you could have used for this trip instead of taking the bus today?

Q13. Do you have a working vehicle that you could have used for this trip	Number	Percent
Yes	394	19.6 %
No	1417	70.5 %
Not provided	199	9.9 %
Total	2010	100.0 %

WITHOUT "NOT PROVIDED"

Q13. Do you have a working vehicle that you could have used for this trip instead of taking the bus today?

Q13. Do you have a working vehicle that you could have used for this trip	Number	Percent
Yes	394	21.8 %
No	1417	78.2 %
Total	1811	100.0 %

Q14. Do you have a valid driver's license?

Q14. Do you have a valid driver's license	Number	Percent
Yes	733	36.5 %
No	1014	50.4 %
Not provided	263	13.1 %
Total	2010	100.0 %

WITHOUT "NOT PROVIDED"

Q14. Do you have a valid driver's license?

Q14. Do you have a valid driver's license	Number	Percent
Yes	733	42.0 %
No	1014	58.0 %
Total	1747	100.0 %

Q15. How often do you ride the bus?

Q15. How often do you ride bus	Number	Percent
5+ days per week	1009	50.2 %
3-4 days per week	321	16.0 %
1-2 days per week	217	10.8 %
2-3 times per month	179	8.9 %
Once a month or less	85	4.2 %
Not provided	199	9.9 %
Total	2010	100.0 %

WITHOUT "NOT PROVIDED"

Q15. How often do you ride the bus?

Q15. How often do you ride bus	Number	Percent
5+ days per week	1009	55.7 %
3-4 days per week	321	17.7 %
1-2 days per week	217	12.0 %
2-3 times per month	179	9.9 %
Once a month or less	85	4.7 %
Total	1811	100.0 %

Q16. How long have you used RideKC services?

Q16. How long have you used RideKC services	Number	Percent
Less than 1 year	267	13.3 %
1-2 years	227	11.3 %
3-5 years	267	13.3 %
5+ years	571	28.4 %
Not provided	678	33.7 %
Total	2010	100.0 %

WITHOUT "NOT PROVIDED"

Q16. How long have you used RideKC services?

Q16. How long have you used RideKC services	Number	Percent
Less than 1 year	267	20.0 %
1-2 years	227	17.0 %
3-5 years	267	20.0 %
5+ years	571	42.9 %
Total	1332	100.0 %

Q17. What is the primary purpose of your trip today? (The trip you are currently on.)

Q17. Primary purpose of your trip today	Number	Percent
Work	911	45.3 %
Education	148	7.4 %
Healthcare	149	7.4 %
Shopping	246	12.2 %
Job seeking	121	6.0 %
Social/recreation/entertainment	116	5.8 %
Other	32	1.6 %
Not provided	287	14.3 %
Total	2010	100.0 %

WITHOUT "NOT PROVIDED"

Q17. What is the primary purpose of your trip today? (The trip you are currently on.)

Q17. Primary purpose of your trip today	Number	Percent
Work	911	52.9 %
Education	148	8.6 %
Healthcare	149	8.6 %
Shopping	246	14.3 %
Job seeking	121	7.0 %
Social/recreation/entertainment	116	6.7 %
Other	32	1.9 %
Total	1723	100.0 %

Q17-7. Other:

Q17-7. Other	Number	Percent
Business	3	9.4 %
GOING HOME	2	6.3 %
LAWYER	1	3.1 %
POST OFFICE	1	3.1 %
APPOINTMENTS	1	3.1 %
COURT	1	3.1 %
BREAKFAST	1	3.1 %
FRIEND IN HOSPITAL	1	3.1 %
LAUNDRY	1	3.1 %
PROBATION PANEL	1	3.1 %
CSL	1	3.1 %
FOOD AND CLOTHING	1	3.1 %
DONATE	1	3.1 %
TRANSPORTATION	1	3.1 %
PERSONAL	1	3.1 %
Airport	1	3.1 %
All above	1	3.1 %
Anything	1	3.1 %
Everything	1	3.1 %
IMPORTANT BUSINESS	1	3.1 %
FOOD PANTRY	1	3.1 %
Hospital	1	3.1 %
GROCERIES	1	3.1 %
LIBRARY	1	3.1 %
HOUSING SEARCH	1	3.1 %
DHS	1	3.1 %
RELIGIOUS REASONS	1	3.1 %
Meditation	1	3.1 %
Visiting	1	3.1 %
Total	32	100.0 %

Q18. How did you get to the bus for this trip?

Q18. How did you get to the bus for this trip	Number	Percent
Walked	1511	75.2 %
Drove a car	53	2.6 %
Dropped off by IRIS	19	0.9 %
Dropped off by Uber/Lyft	18	0.9 %
Dropped off (not by a service like Uber or Iris)	55	2.7 %
eScooter	37	1.8 %
Bike share	15	0.7 %
Personal bicycle	44	2.2 %
Other	18	0.9 %
Not provided	240	11.9 %
Total	2010	100.0 %

WITHOUT "NOT PROVIDED"

Q18. How did you get to the bus for this trip?

Q18. How did you get to the bus for this trip	Number	Percent
Walked	1511	85.4 %
Drove a car	53	3.0 %
Dropped off by IRIS	19	1.1 %
Dropped off by Uber/Lyft	18	1.0 %
Dropped off (not by a service like Uber or Iris)	55	3.1 %
eScooter	37	2.1 %
Bike share	15	0.8 %
Personal bicycle	44	2.5 %
Other	18	1.0 %
Total	1770	100.0 %

Q18-9. Other:

Q18-9. Other	Number	Percent
ANOTHER BUS	6	46.2 %
Airport transfer	3	23.1 %
WHEELCHAIR	2	15.4 %
KC RIDE BUS	1	7.7 %
ZTRIP	1	7.7 %
Total	13	100.0 %

Q19. What is your gender?

Q19. Your gender	Number	Percent
Male	992	49.4 %
Female	660	32.8 %
Other	9	0.4 %
Not provided	349	17.4 %
Total	2010	100.0 %

WITHOUT "NOT PROVIDED"

Q19. What is your gender?

Q19. Your gender	Number	Percent
Male	992	59.7 %
Female	660	39.7 %
Other	9	0.5 %
Total	1661	100.0 %

Q19-3. Self-describe your gender:

Q19-3. Self-describe your gender	Number	Percent
Non-binary	5	55.6 %
Fluid	1	11.1 %
Gender queer	1	11.1 %
Transmale	1	11.1 %
Trans	1	11.1 %
Total	9	100.0 %

Q20. What is your age?

Q20. Your age	Number	Percent
15 to 19 years	113	5.6 %
20 to 24 years	137	6.8 %
25 to 29 years	179	8.9 %
30 to 34 years	178	8.9 %
35 to 39 years	205	10.2 %
40 to 44 years	231	11.5 %
45 to 49 years	137	6.8 %
50 to 54 years	145	7.2 %
55 to 59 years	111	5.5 %
60 to 64 years	100	5.0 %
65 to 69 years	46	2.3 %
70 to 74 years	20	1.0 %
75 to 79 years	7	0.3 %
80 to 84 years	5	0.2 %
85+ years	3	0.1 %
Not provided	393	19.6 %
Total	2010	100.0 %

WITHOUT "NOT PROVIDED"

Q20. What is your age?

Q20. Your age	Number	Percent
15 to 19 years	113	7.0 %
20 to 24 years	137	8.5 %
25 to 29 years	179	11.1 %
30 to 34 years	178	11.0 %
35 to 39 years	205	12.7 %
40 to 44 years	231	14.3 %
45 to 49 years	137	8.5 %
50 to 54 years	145	9.0 %
55 to 59 years	111	6.9 %
60 to 64 years	100	6.2 %
65 to 69 years	46	2.8 %
70 to 74 years	20	1.2 %
75 to 79 years	7	0.4 %
80 to 84 years	5	0.3 %
85+ years	3	0.2 %
Total	1617	100.0 %

Q21. Which category best describes your total annual household income in 2022?

Q21. Your total annual household income in 2022	Number	Percent
Less than \$20K	803	40.0 %
\$20K-\$29,999	211	10.5 %
\$30K-\$34,999	97	4.8 %
\$35K-\$39,999	120	6.0 %
\$40K-\$44,999	58	2.9 %
\$45K-\$49,999	36	1.8 %
\$50K-\$69,999	46	2.3 %
\$70K+	20	1.0 %
Prefer not to say	619	30.8 %
Total	2010	100.0 %

WITHOUT "PREFER NOT TO SAY"

Q21. Which category best describes your total annual household income in 2022?

Q21. Your total annual household income in 2022	Number	Percent
Less than \$20K	803	57.7 %
\$20K-\$29,999	211	15.2 %
\$30K-\$34,999	97	7.0 %
\$35K-\$39,999	120	8.6 %
\$40K-\$44,999	58	4.2 %
\$45K-\$49,999	36	2.6 %
\$50K-\$69,999	46	3.3 %
\$70K+	20	1.4 %
Total	1391	100.0 %

Q22. Which of the following best describes your race/ethnicity?

Q22. Your race/ethnicity	Number	Percent
Asian or Asian Indian	56	2.8 %
Black or African American	915	45.5 %
American Indian or Alaska Native	86	4.3 %
White or Caucasian	387	19.3 %
Native Hawaiian or other Pacific Islander	27	1.3 %
Hispanic, Spanish, or Latino/a/x	138	6.9 %
Prefer not to say	504	25.1 %
Other	13	0.6 %
Total	2126	

WITHOUT "PREFER NOT TO SAY"

Q22. Which of the following best describes your race/ethnicity?

<u>Q22. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	56	3.7 %
Black or African American	915	60.8 %
American Indian or Alaska Native	86	5.7 %
White or Caucasian	387	25.7 %
Native Hawaiian or other Pacific Islander	27	1.8 %
Hispanic, Spanish, or Latino/a/x	138	9.2 %
Other	13	0.9 %
Total	1622	

Q22-8. Self-describe your race/ethnicity:

<u>Q22-8. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Middle Eastern	4	30.8 %
Mixed	3	23.1 %
Choctau Native American	1	7.7 %
Multi-racial	1	7.7 %
Norwegian	1	7.7 %
AFGHANISTANI	1	7.7 %
French	1	7.7 %
MOORISH AFRICAN INDIGENOUS	1	7.7 %
Total	13	100.0 %

Q23. Including yourself, how many people live in your household?

<u>Q23. How many people live in your household</u>	<u>Number</u>	<u>Percent</u>
1	685	34.1 %
2	277	13.8 %
3	238	11.8 %
4	155	7.7 %
5	89	4.4 %
6	67	3.3 %
7+	63	3.1 %
Not provided	436	21.7 %
Total	2010	100.0 %

WITHOUT "NOT PROVIDED"

Q23. Including yourself, how many people live in your household?

Q23. How many people live in your household	Number	Percent
1	685	43.5 %
2	277	17.6 %
3	238	15.1 %
4	155	9.8 %
5	89	5.7 %
6	67	4.3 %
7+	63	4.0 %
Total	1574	100.0 %

Q24. Do you speak a language other than English at home?

Q24. Do you speak a language other than English at home	Number	Percent
Yes	245	12.2 %
No	1200	59.7 %
Not provided	565	28.1 %
Total	2010	100.0 %

WITHOUT "NOT PROVIDED"

Q24. Do you speak a language other than English at home?

Q24. Do you speak a language other than English at home	Number	Percent
Yes	245	17.0 %
No	1200	83.0 %
Total	1445	100.0 %

Q24-1. If "Yes," which language?

<u>Q24-1. Which language</u>	<u>Number</u>	<u>Percent</u>
Spanish	92	73.0 %
Arabic	6	4.8 %
French	5	4.0 %
ASL	4	3.2 %
Telugu	3	2.4 %
German	3	2.4 %
Hebrew	2	1.6 %
Swahilli	2	1.6 %
Persian	1	0.8 %
Filipino	1	0.8 %
Bisaya	1	0.8 %
Indian	1	0.8 %
Korean	1	0.8 %
Punjabi	1	0.8 %
Chinese	1	0.8 %
Japanese	1	0.8 %
Dinka	1	0.8 %
Total	126	100.0 %

Q24a. If "Yes," how well do you speak English?

<u>Q24a. How well do you speak English</u>	<u>Number</u>	<u>Percent</u>
Very well	161	65.7 %
Well	23	9.4 %
Less than well	11	4.5 %
Not at all	6	2.4 %
Not provided	44	18.0 %
Total	245	100.0 %

WITHOUT "NOT PROVIDED"

Q24a. If "Yes," how well do you speak English?

<u>Q24a. How well do you speak English</u>	<u>Number</u>	<u>Percent</u>
Very well	161	80.1 %
Well	23	11.4 %
Less than well	11	5.5 %
Not at all	6	3.0 %
Total	201	100.0 %

Q25. Please provide your home zip code:

<u>Q25. Your home zip code</u>	<u>Number</u>	<u>Percent</u>
64130	133	10.1 %
64128	115	8.7 %
64127	86	6.5 %
64132	78	5.9 %
64109	72	5.5 %
64106	61	4.6 %
66101	48	3.6 %
64131	39	3.0 %
64111	38	2.9 %
64124	34	2.6 %
64108	34	2.6 %
64123	33	2.5 %
64129	32	2.4 %
64133	30	2.3 %
64110	30	2.3 %
66102	29	2.2 %
64134	24	1.8 %
64105	23	1.7 %
66104	22	1.7 %
64052	19	1.4 %
64030	18	1.4 %
64050	16	1.2 %
66112	15	1.1 %
66103	13	1.0 %
64138	13	1.0 %
64118	12	0.9 %
64114	9	0.7 %
64116	9	0.7 %
64126	8	0.6 %
64055	7	0.5 %
66109	7	0.5 %
66214	6	0.5 %
66134	6	0.5 %
64056	6	0.5 %
64012	6	0.5 %
64112	6	0.5 %
64152	6	0.5 %
64120	6	0.5 %
64154	5	0.4 %
66106	5	0.4 %
66111	5	0.4 %
64113	5	0.4 %
64117	5	0.4 %
66124	4	0.3 %
64145	4	0.3 %
64155	4	0.3 %
64102	3	0.2 %
64101	3	0.2 %
64137	3	0.2 %
64119	3	0.2 %
66061	3	0.2 %
64054	3	0.2 %
64151	3	0.2 %

64068	3	0.2 %
66105	3	0.2 %
64136	3	0.2 %
64053	3	0.2 %
64079	2	0.2 %
64153	2	0.2 %
64029	2	0.2 %
64046	2	0.2 %
64312	2	0.2 %
66110	2	0.2 %
64125	2	0.2 %
66062	2	0.2 %
64103	2	0.2 %
64156	2	0.2 %
62134	2	0.2 %
64104	2	0.2 %
66224	2	0.2 %
66413	2	0.2 %
64083	2	0.2 %
47170	1	0.1 %
80113	1	0.1 %
69124	1	0.1 %
63112	1	0.1 %
64015	1	0.1 %
66701	1	0.1 %
64122	1	0.1 %
64709	1	0.1 %
69128	1	0.1 %
65023	1	0.1 %
14109	1	0.1 %
66205	1	0.1 %
90501	1	0.1 %
66201	1	0.1 %
64121	1	0.1 %
60102	1	0.1 %
64171	1	0.1 %
64057	1	0.1 %
64201	1	0.1 %
61127	1	0.1 %
64161	1	0.1 %
65432	1	0.1 %

66144	1	0.1 %
62102	1	0.1 %
30601	1	0.1 %
68012	1	0.1 %
68127	1	0.1 %
24168	1	0.1 %
64107	1	0.1 %
66215	1	0.1 %
64115	1	0.1 %
64301	1	0.1 %
64412	1	0.1 %
66128	1	0.1 %
66204	1	0.1 %
64141	1	0.1 %
64170	1	0.1 %
60412	1	0.1 %
64150	1	0.1 %
65802	1	0.1 %
66420	1	0.1 %
66206	1	0.1 %
64180	1	0.1 %
66241	1	0.1 %
63113	1	0.1 %
66071	1	0.1 %
66213	1	0.1 %
85040	1	0.1 %
67357	1	0.1 %
91601	1	0.1 %
64058	1	0.1 %
64063	1	0.1 %
66471	1	0.1 %
64024	1	0.1 %
87108	1	0.1 %
64142	1	0.1 %
66123	1	0.1 %
64402	1	0.1 %
61427	1	0.1 %
66143	1	0.1 %
66412	1	0.1 %
65685	1	0.1 %
60450	1	0.1 %
76262	1	0.1 %
75401	1	0.1 %
86827	1	0.1 %
66108	1	0.1 %
Total	1316	100.0 %

5 Survey Instrument

Chance to win \$500!



Bus

As a thank you for **fully completing** this survey, your name can be entered into a drawing for a chance to win one (1) of two \$500 Visa gift cards.

Surveyor ID: _____ Date: _____ (mm/dd/yyyy)

Route: _____

Survey Start Time: 6-9a 9a-1p 1-4p 4-7p After 7p

Day of the Week: M T W TH F Sa Su

RideKC BUS Customer Satisfaction Survey

1.	All things considered, how likely would you be to recommend riding a RideKC bus to a friend or neighbor? <i>[Please circle your answer with 10 being "Very Likely" and 00 being "Not at All Likely."]</i>	10	09	08	07	06	05	04	03	02	01	00
----	---	----	----	----	----	----	----	----	----	----	----	----

2. How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time? _____ minutes

3.	Please rate your agreement with the following statements. <i>[Please circle only one answer per line.]</i>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
01.	RideKC bus service is reliable.	5	4	3	2	1
02.	The bus usually runs on time. (vehicles run on schedule)	5	4	3	2	1
03.	The bus stops and stations are conveniently located for me.	5	4	3	2	1
04.	The buses operate on the days and at the times that I need them.	5	4	3	2	1
05.	The frequency of service (how often the buses come) is satisfactory.	5	4	3	2	1
06.	The bus gets me to my destination in a reasonable amount of time.	5	4	3	2	1
07.	I understand RideKC's available routes, and I am confident navigating the system.	5	4	3	2	1
08.	It is easy to find out if the buses are running on schedule.	5	4	3	2	1
09.	It is easy to get information about RideKC's services and route schedules.	5	4	3	2	1
10.	RideKC buses are comfortable	5	4	3	2	1
11.	The bus stops are clean.	5	4	3	2	1
12.	The bus is clean.	5	4	3	2	1
13.	I feel safe and secure waiting for my bus. (Safety at your stop.)	5	4	3	2	1
14.	I feel safe riding the bus.	5	4	3	2	1
15.	Bus operators operate the vehicle safely.	5	4	3	2	1
16.	Bus operators are helpful and courteous.	5	4	3	2	1
17.	Bus operators are knowledgeable about the RideKC system.	5	4	3	2	1
18.	Conditions of RideKC's transit stations are satisfactory	5	4	3	2	1

3a. Which THREE of the items listed in Question 3 do you think are the MOST IMPORTANT? *[Write in your answers below using the numbers from the list in Question 3. For example, if "The bus is clean." is the most important then write "12" as your 1st choice.]*

1st: _____ 2nd: _____ 3rd: _____

4. How satisfied are you overall with the RideKC bus service?

____(5) Very Satisfied ____ (3) Neutral ____ (1) Very Dissatisfied
 ____ (4) Satisfied ____ (2) Dissatisfied

5. RideKC continues to operate fare-free for their riders. How satisfied are you with this fare-free program?

____(5) Very Satisfied ____ (3) Neutral ____ (1) Very Dissatisfied
 ____ (4) Satisfied ____ (2) Dissatisfied

6. In the past year, has the bus service:

____ (1) Gotten worse ____ (2) Stayed about the same ____ (3) Gotten better

7. How satisfied are you with the overall quality of RideKC communications material (for example - RideKC Notify, RideKC.org, Social Media post)?

____ (5) Very Satisfied ____ (3) Neutral ____ (1) Very Dissatisfied
 ____ (4) Satisfied ____ (2) Dissatisfied

8. Have you contacted RideKC with a question, concern, or complaint in the last 3 months?

____ (1) Yes *[Answer Q9]* ____ (2) No *[Skip to Q10.]*

9.	Please rate your agreement with the following statements. <i>[Please circle only one answer per line.]</i>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Applicable
1.	When contacting RideKC Customer Service by phone, my calls are answered promptly.	5	4	3	2	1	9
2.	Customer Service Representatives are helpful and courteous.	5	4	3	2	1	9

Please continue to help us serve you better by completing the backside of this survey





10.	Please rate your agreement with the following statements. [Please circle only one answer per line.]	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	RideKC's services system provides value to the community.	5	4	3	2	1
2.	The current level of funding for RideKC services should increase over the next five years. Additional funding will allow for improved service, frequency, routes, stop amenities, etc.	5	4	3	2	1

11. Are you dependent on using RideKC buses for travel to/from your destination?
 ___(1) Yes [Skip to Q13.] ___(2) No [Answer Q12.]
12. If you do have other options (such as walking, getting a ride, or buying/driving a car), what is the #1 reason you choose public transportation? [Choose only one.]
 ___(1) It's convenient
 ___(2) It's better for the environment
 ___(3) I want to save money
 ___(4) I can do other things if I'm not driving
 ___(5) I want to support public transportation
 ___(6) Saves me time
 (7) Other: _____
13. Do you have a working vehicle that you could have used for this trip instead of taking the bus today?
 ___(1) Yes ___(2) No
14. Do you have a valid driver's license? ___(1) Yes ___(2) No
15. How often do you ride the bus?
 ___(1) 5+ days per week
 ___(2) 3-4 days per week
 ___(3) 1-2 days per week
 ___(4) 2-3 times per month
 ___(5) Once a month or less
16. How long have you used RideKC services? ___(1) Less than 1 year ___(2) 1-2 years ___(3) 3-5 years ___(4) 5+ years
17. What is the primary purpose of your trip today? (The trip you are currently on.)
 ___(1) Work
 ___(2) Education
 ___(3) Healthcare
 ___(4) Shopping
 ___(5) Job seeking
 ___(6) Social/Recreation/Entertainment
 ___(7) Other: _____
18. How did you get to the bus for this trip?
 ___(1) Walked
 ___(2) Drove a car
 ___(3) Dropped off by IRIS
 ___(4) Dropped off by Uber/Lyft
 ___(5) Dropped off (not by a service like Uber or Iris)
 ___(6) E-Scooter
 ___(7) Bike share
 ___(8) Personal bicycle
 ___(9) Other: _____
19. What is your gender? ___(1) Male ___(2) Female ___(3) Other ___(4) Prefer not to say
20. What is your age?
 ___(01) 15 to 19 years
 ___(02) 20 to 24 years
 ___(03) 25 to 29 years
 ___(04) 30 to 34 years
 ___(05) 35 to 39 years
 ___(06) 40 to 44 years
 ___(07) 45 to 49 years
 ___(08) 50 to 54 years
 ___(09) 55 to 59 years
 ___(10) 60 to 64 years
 ___(11) 65 to 69 years
 ___(12) 70 to 74 years
 ___(13) 75 to 79 years
 ___(14) 80 to 84 years
 ___(15) 85 years and older
21. Which category best describes your total annual household income in 2022?
 ___(01) Less than \$20,000
 ___(02) \$20,000-\$29,999
 ___(03) \$30,000-\$34,999
 ___(04) \$35,000-\$39,999
 ___(05) \$40,000-\$44,999
 ___(06) \$45,000-\$49,999
 ___(07) \$50,000-\$69,999
 ___(08) \$70,000 or more
 ___(09) Prefer not to say
22. Which of the following best describes your race/ethnicity? [Select all that apply.]
 ___(1) Asian or Asian Indian
 ___(2) Black or African American
 ___(3) American Indian or Alaska Native
 ___(4) White or Caucasian
 ___(5) Native Hawaiian or other Pacific Islander
 ___(6) Hispanic, Spanish, or Latino/a/x
 ___(7) Prefer not to say
 ___(8) Other: _____
23. Including yourself, how many people live in your household? _____ people
24. Do you speak a language other than English at home? ___(1) Yes ➡ Which language? _____
- 24a. IF YES, how well do you speak English? ___(1) Very Well ___(2) Well ___(3) Less than well ___(4) Not at all
25. Please provide your home zip code. ➡ Home Zip Code: _____
26. Would you like to be entered into the drawing for one of two \$500 Visa gift cards? ___(1)Yes [Answer Q28] ___(2)No
27. Can we invite you to participate in occasional Transit surveys? ___(1)Yes [Answer Q28] ___(2)No
28. Please provide your contact information.

First Name: _____ Phone: _____ Email Address: _____

Thank you for taking our survey!!! Please return your fully completed survey into our surveyors

Demographics