

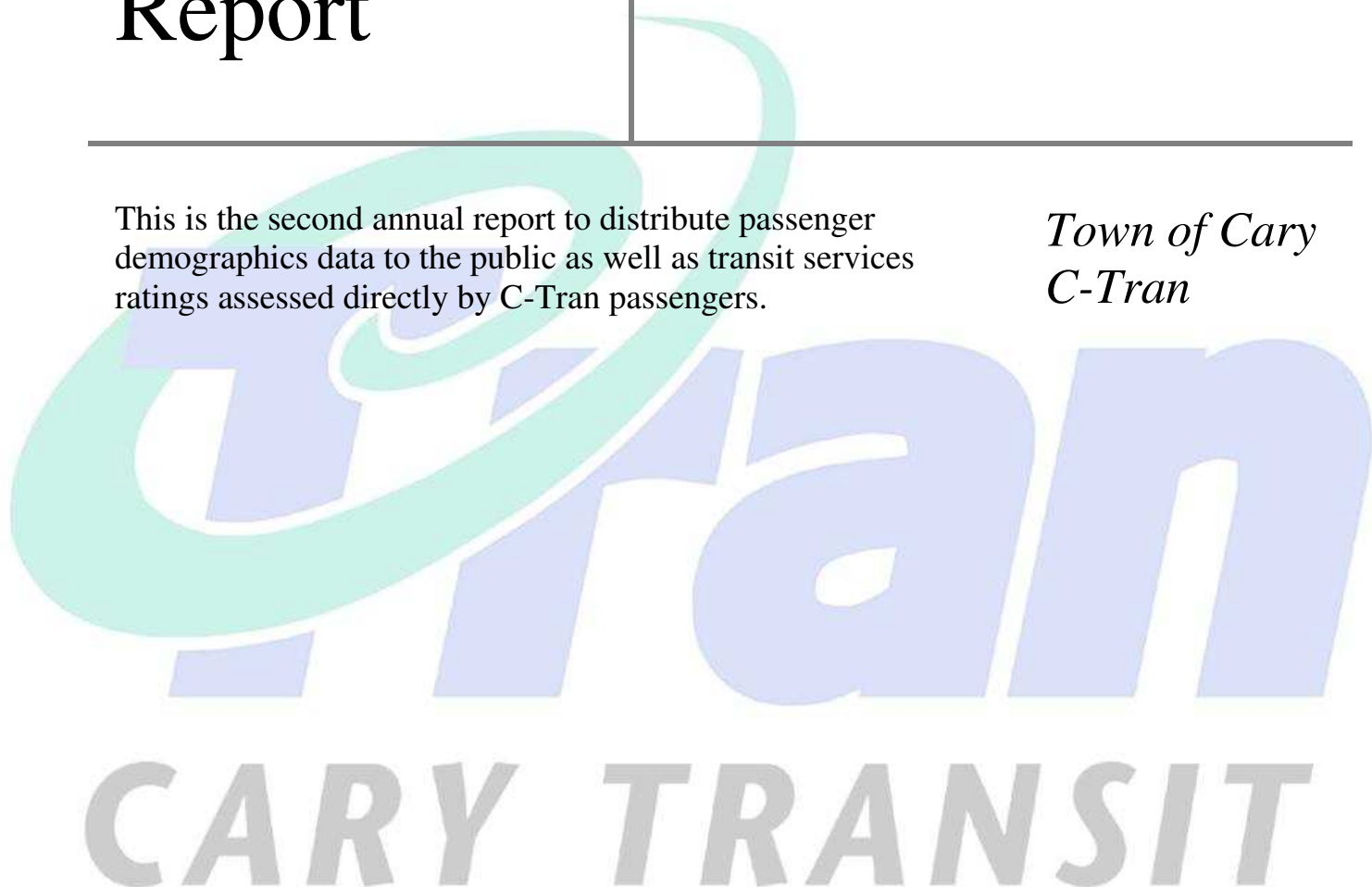
# Fixed-Route Customer Satisfaction Survey Report



# 2013

This is the second annual report to distribute passenger demographics data to the public as well as transit services ratings assessed directly by C-Tran passengers.

*Town of Cary  
C-Tran*



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### C-Tran Mission Statement

*To provide clean, safe, reliable and efficient transit service to the community be being responsive to changing needs and focusing on customer service as our highest priority*

# **Town of Cary C-Tran 2012 Annual Fixed-Route Customer Satisfaction Survey Report**

## **Methodology**

The Town of Cary's C-Tran Annual Fixed-Route Customer Satisfaction Survey was conducted from December 2<sup>nd</sup> through December 7<sup>th</sup> of 2013. Town of Cary Planning Staff administered the survey to 187 respondents who utilize C-Tran services, which accounts for approximately 19% of total daily ridership along fixed route service. The survey was administered in two ways. One was by staff on paper to passengers while riding the bus or waiting at bus stops. The second was through QR Code/Electronic link survey access on the Fixed Route Services home page (which was available in both English and Spanish). The QR code was made available through on-board advertisements. Because C-Tran Fixed-Route services do not have any registered riders or current listing of frequent users, these processes were the only efficient means to capture feedback at this point in time. Planning staff (4) were assigned certain routes and blocks of time each day in order to capture viewpoints of all ridership throughout an entire day. Each passenger was approached by the planning staff member and asked if they were willing to participate. If willing, the passenger was presented with a clipboard, pencil, and survey print-out and asked to complete the survey before alighting (departing) the bus at their destination. For those who speak Spanish as their primary language, C-Tran partnered with the Town of Cary Police Department and Project Phoenix to seek bilingual volunteers and ensure feedback from members in Hispanic ethnic groups were captured accurately. The survey instruments in both languages are included in Appendix A.

The survey consisted of 33 questions, with related subparts of the questions for comments/suggestions, as well as questions with multiple ratings per question. Passengers were asked to rate C-Tran services regarding many different factors, including driver behavior, passenger amenities, on-time performance issues, transfer/connections needs, technology enhancements, and stop locations. The survey also attempted to capture information regarding travel choice with and without transit, as well as the number of transfers before and after the moment of completing the survey. There were a series of questions, using the likert scale of 1 to 5, with 5 being the best, to rate certain services provided by the Town, as well as the Town's transit services contractor. The final question posed numerous items to enhance and improve services from C-Tran, and asked passengers to rank which one's should be of the highest priorities on which the Town should focus in the near future.

## **Demographic Characteristics of the Sample**

The demographic profiles of the sample are exhibited in Figures 1-12. The gender profile is illustrated in Figure 1, showing that more females (51.7%) use C-Tran over males (48.3%). Based on the administration of the survey, all routes were surveyed equally at equal segments of time during the days of the process. Figure 2 portrays the Race & Ethnicity composition of passengers surveyed. The largest demographic surveyed was Black/African American (32.6%), followed by White/Non-Hispanic (31.49%), Hispanic/Latino (15.47%), Mixed Race (6.63%), Asian (6.08%), Other (5.82%), American Indian/Alaska Native (2.76%) and Native

Hawaiian/Pacific Islander (0.55%). This is a very different reflection of the Town of Cary's general demographic composition, as shown in the 2012 Biennial Citizen Survey Report. The staff and Police Department volunteers conducting the survey were instructed to take note of those who spoke Spanish, but chose not to take the survey (which was available on paper in Spanish). 39 persons were counted based on the numbers compiled after the survey process was completed, and the Hispanic/Latino demographic of C-Tran ridership is actually very different. All other persons approached to take the survey participated when asked. The ratios of race/ethnicities with the 39 Hispanic/Latino persons taken into account are shown in Figure 3, and now represent the largest demographic of C-Tran ridership.

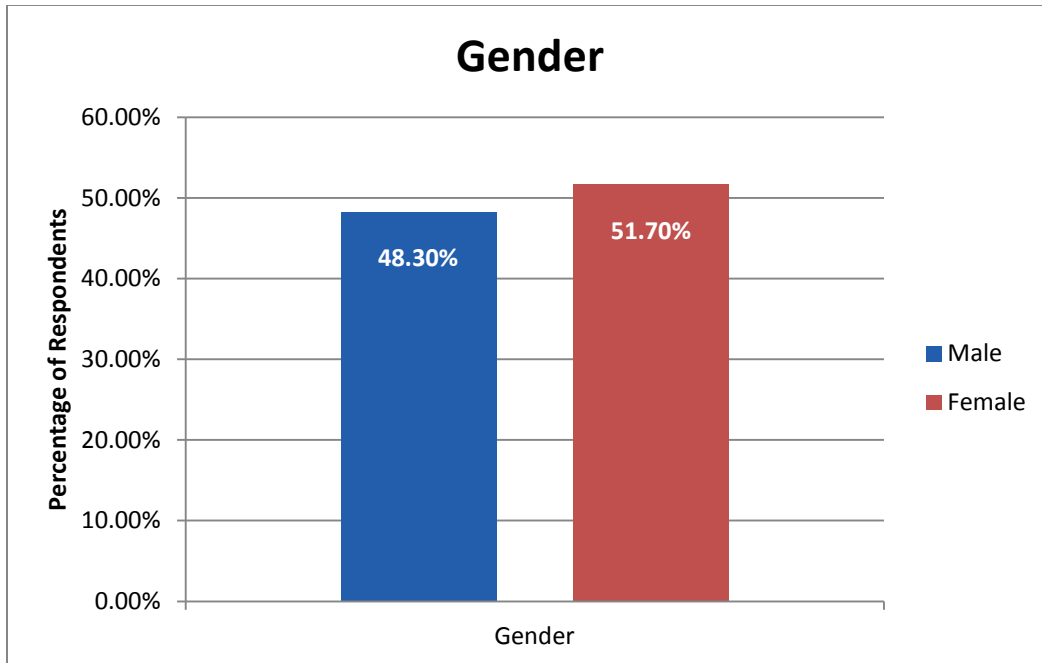
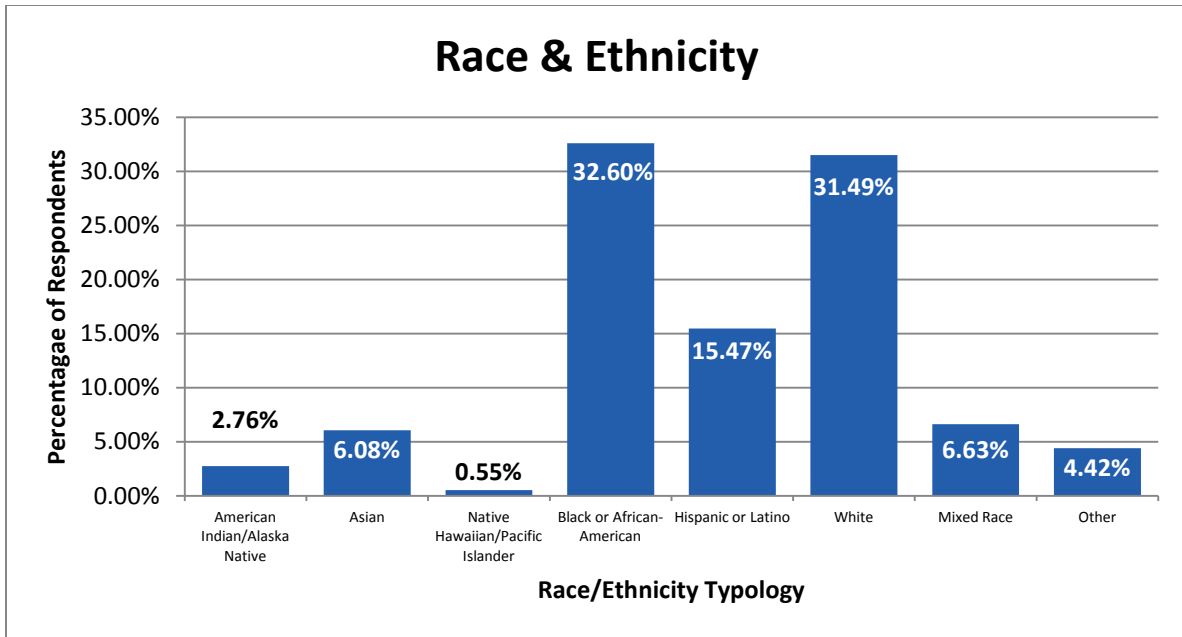
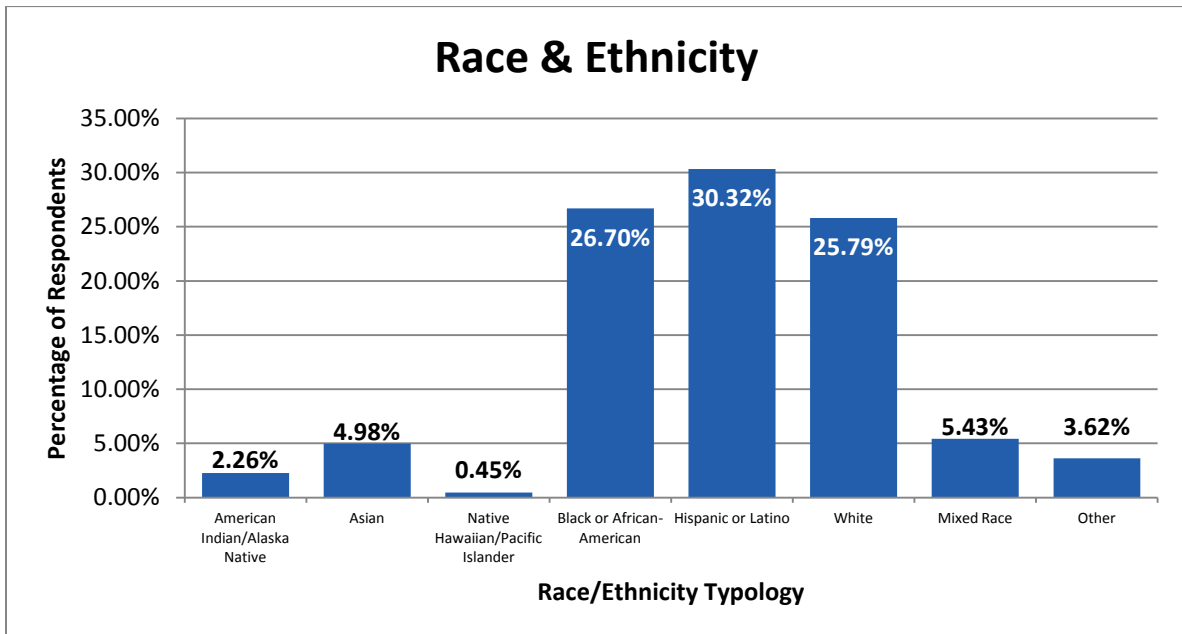


Figure 1. Sample: Gender

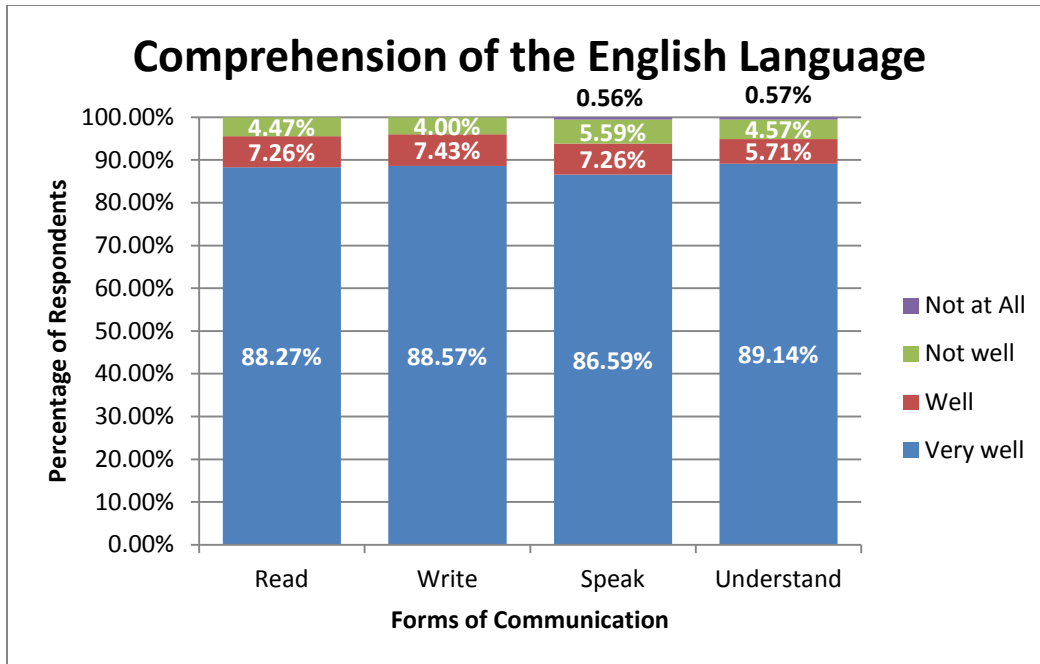


**Figure 2. Sample: Race & Ethnicity**



**Figure 3. Sample: Race & Ethnicity with Approached Hispanic Passengers not participating**

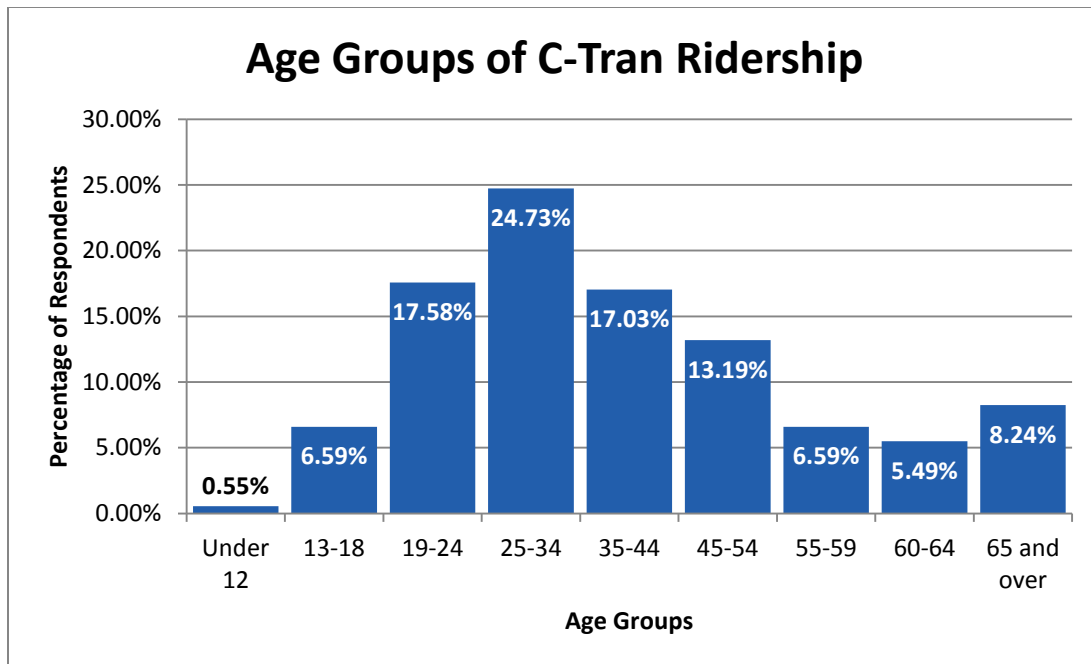
C-Tran staff thought it to be important to understand the education of Town of Cary citizens regarding their abilities to comprehend and communicate the English Language. This would help to determine how to provide information in the future. According to the survey, over 94% of passengers indicated that they understand English ‘Very Well’ or ‘Well.’ These figures are shown in Figure 4.



**Figure 4. Sample: Comprehension of the English Language**

Figure 5 shows the age breakdown of current ridership. The two highest age group brackets found using C-Tran are the '19-24' and '25-34' years of age groups (totaling over 42%). The '35-44' and '45-54' age groups make up the second largest group of ridership (close to 31%). One primary goal for C-Tran in the upcoming year is to reach out to youth, as only 6.59% of riders are between the ages of 13 and 18. C-Tran will seek to have outreach to middle and high schools, as well as extracurricular activity locations, such as Cary Towne Center Mall, Skate Park, Aquatic Center, and other major points of interest for youth.





**Figure 5. Sample: Age Groups**

A new question C-Tran staff wanted to know is from what home zip codes our passengers originate. This will help staff and administration understand how C-Tran provides services to more people than those living in the Cary Town limits. Major highways are displayed, as well as the current C-Tran system routes for geospatial reference. Each jurisdiction is represented by a specific color, and then color intensity (light vs. dark) is represented by the volume of C-Tran ridership represented from a specific zip code. The darker the shade of color per jurisdiction, the higher the volume of passengers from that area are riding C-Tran. This can be seen in Figure 6 on the following page.

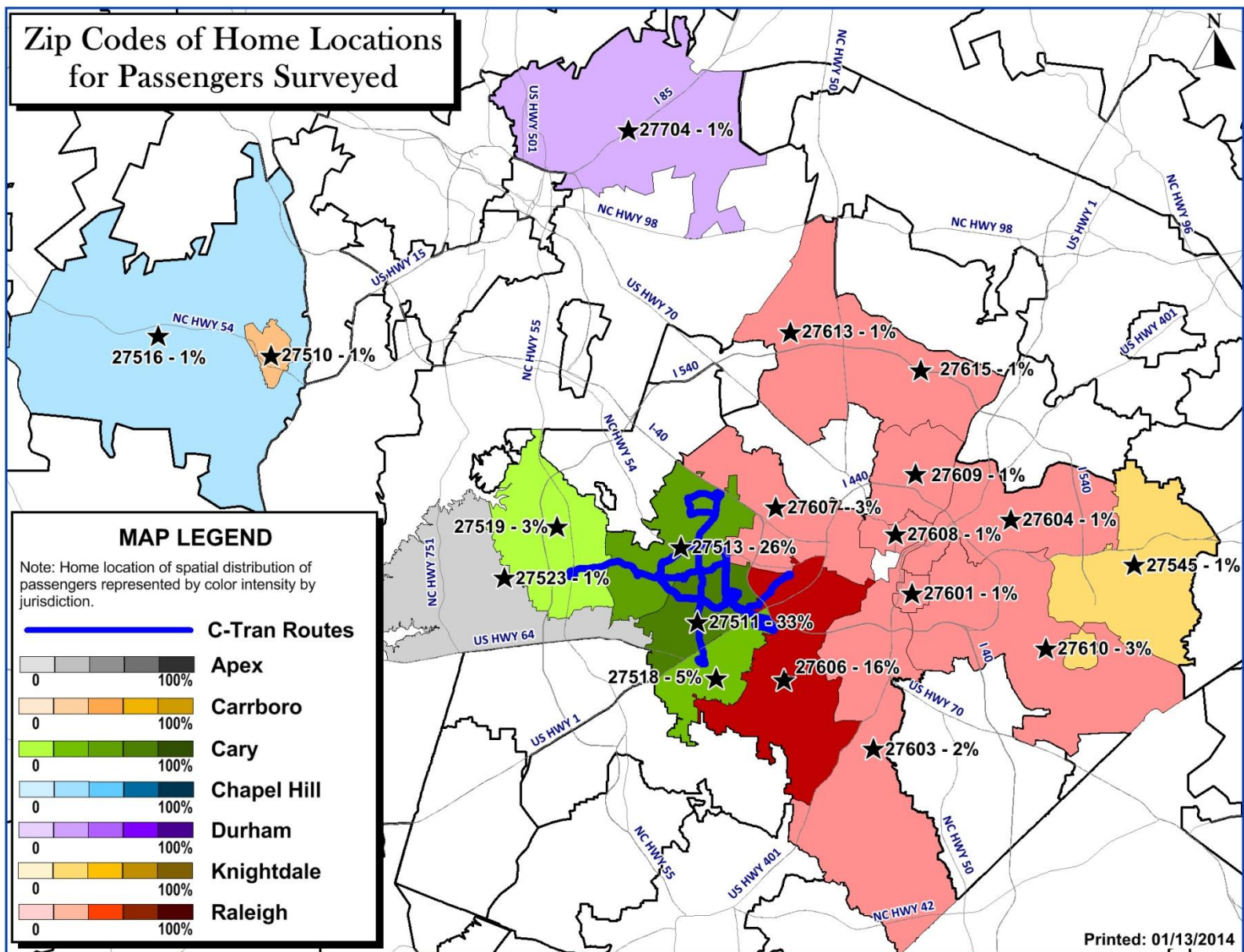
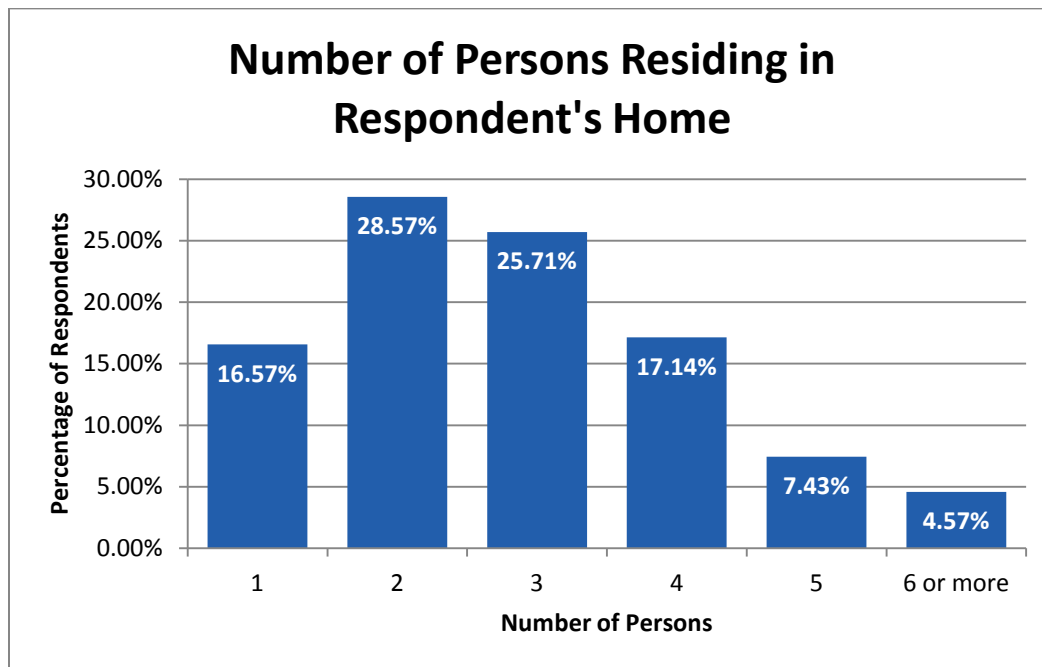


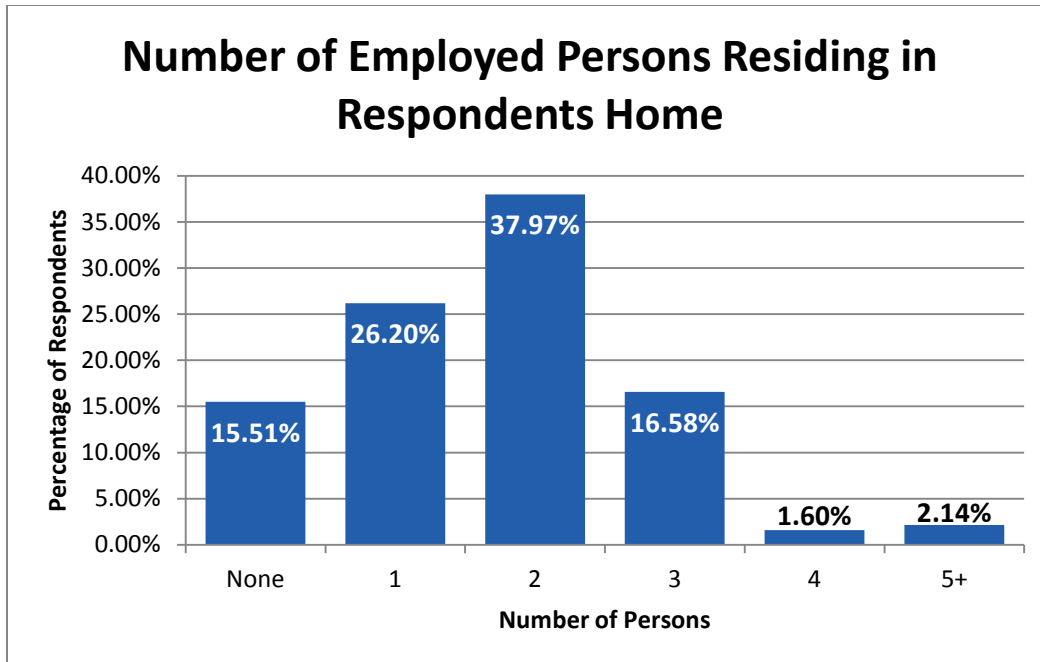
Figure 6. Zip Codes of Home Locations for Passengers Surveyed

Staff at C-Tran wanted to know how many people lived in the passenger's home, as shown in Figure 7. Of the passengers on C-Tran, only 16.57% lived alone, while nearly 55% of passengers had 2 or 3 people living in their home. 17.14% of passengers stated that four people lived in their home, 12% stated that five people lived in their home. According the 2010 Census, the average household size is 2.59 persons, as reported by the US Census Bureau. C-Tran passengers report being well above that average, with nearly 55% stating they have a household size of three or more.



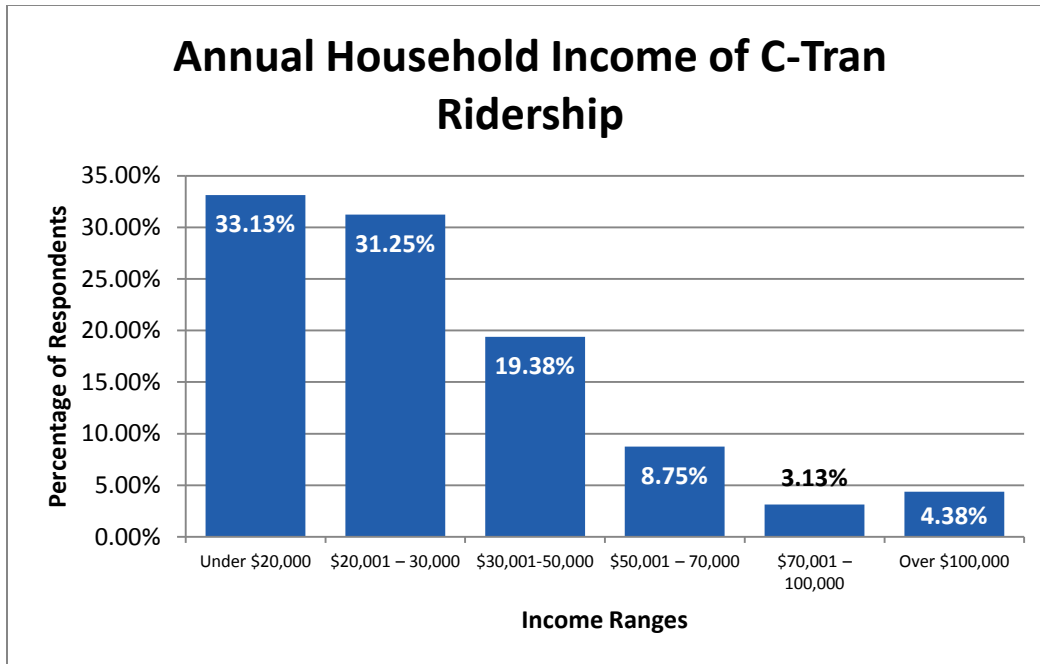
**Figure 7. Sample: Persons Residing in Respondent's Home**

While C-Tran passengers state they have many people living in their household, they reported that 15.51% of those living in the household are unemployed – a 5% drop from our previous survey in 2012. 26.2% of households where at least one person utilizes C-Tran have at least one person employed. 37.97% of households where at least one person utilizes C-Tran have two persons employed. The interesting numbers to note are the households where the ‘non-nuclear’ household of two parents are the only employed persons. Households with at least one C-Tran passenger and 3 residents employed compose 16.58% of ridership; 4 residents employed compose 1.6% of ridership; More than 4 residents employed compose 2.14% of ridership. About 20% of ridership comes from homes where multiple persons reside who are also in the workforce. These values are shown in Figure 8.



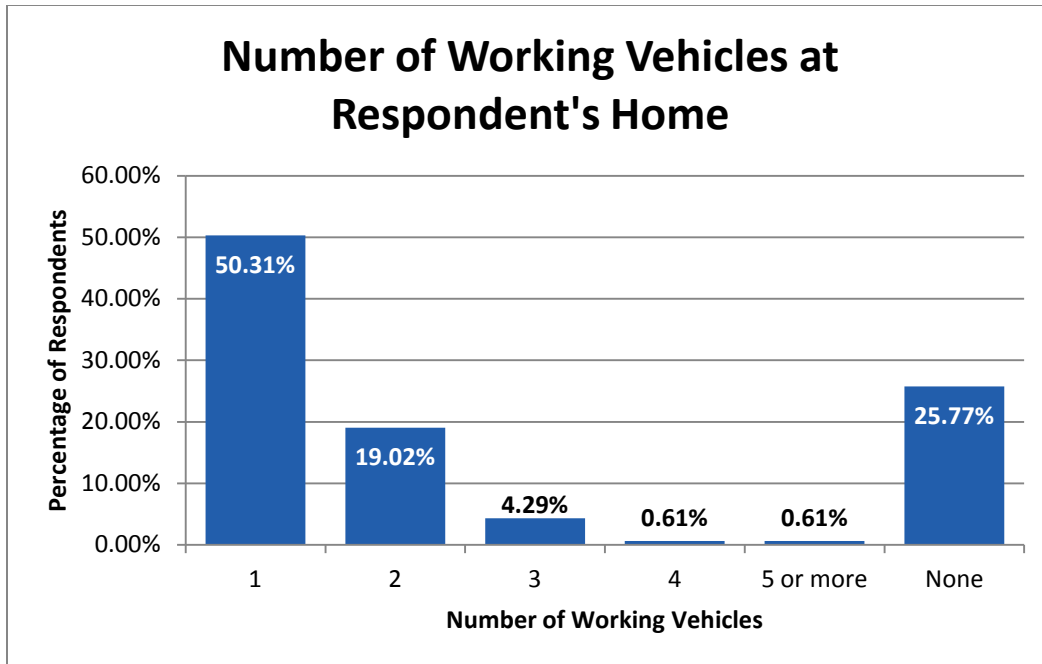
**Figure 8. Sample: Employed Persons Residing in Respondent's Home**

Figure 9 shows the annual household income of passengers' households who use C-Tran. 33.13% of passengers report living in a household that is under the threshold of poverty. Based on the average household size of Cary, which is 2.61 persons per home, the federal definition for poverty in a home of this size is an income threshold of \$19,530 or less, as determined by the US Department for Health and Human Services in 2013. 31.25% of passengers report having a household annual income of \$20,001 to \$30,000. Depending on the household size, this could still mean the household is under the threshold of poverty. This clearly shows a different demographic from what Cary reports for the entire Town – a demographic that will continue to grow and change over the years through good and hard economic times. Another surprising factor to note was that some passengers indicated that their households earned over \$50,000. While there is certainly a demographic in Cary that C-Tran dominantly serves, Town Planning Staff has developed a plan in the near for outreach and educate all citizens about the benefits of using transit for their everyday needs with particular emphasis on the “choice” rider – those citizens that have other options.



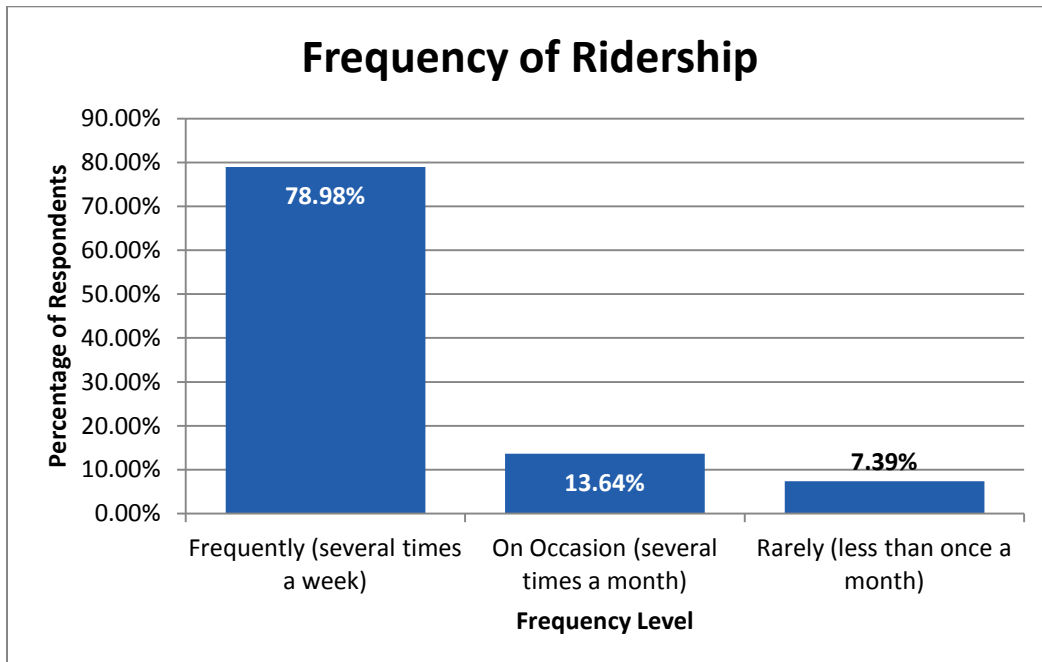
**Figure 9. Sample: Annual Household Income**

One desired point of information C-Tran staff wanted to know were how many working vehicles the passengers responding to the survey owned at home, as seen in Figure 10. This is included in demographics in order to fully understand the type of passenger using C-Tran services. Over 25% of respondents reported not having any working vehicles at their home. 50.31% of respondents reported having only one working vehicle at their home. 19.02% of respondents reported having two working vehicles at their home. About 6% of respondents reported they have three or more working vehicles at their home. One point of interest staff will work to provide in the future is a breakdown of responders based on certain factors (i.e. annual household income, number of persons living in the household) in order to truly understand the users of C-Tran and what other resources they have made available for themselves.



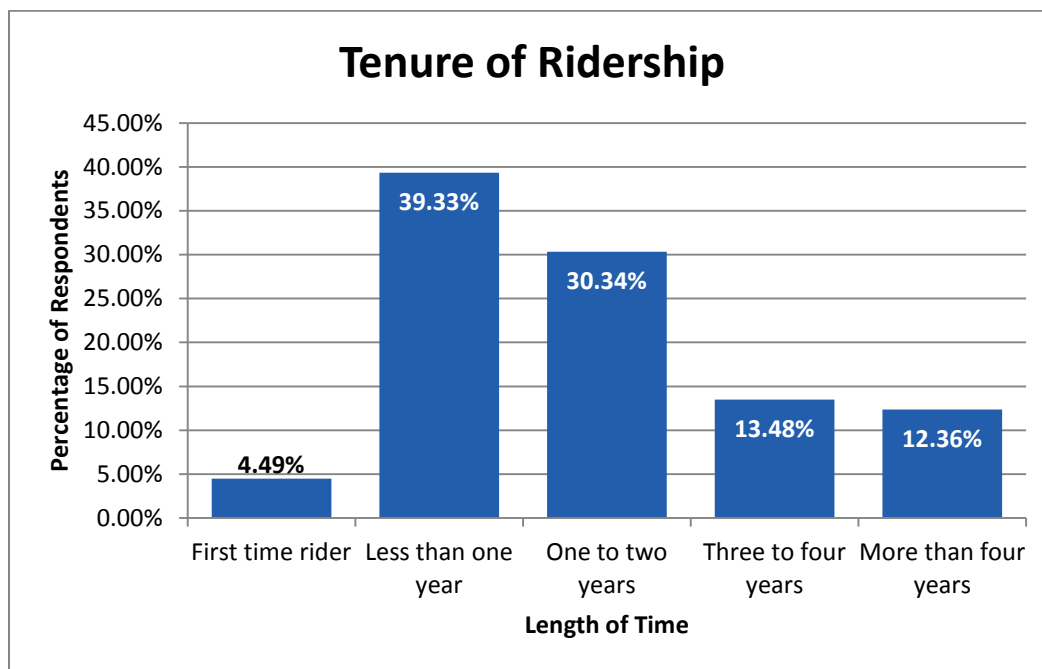
**Figure 10. Sample: Number of Working Vehicles**

Figure 11 shows just how frequently passengers utilize C-Tran services. 78.98% of all passengers use C-Tran ‘Frequently’ or ‘Several Times a Week.’ This clearly shows that C-Tran is a necessity to hundreds of people on a daily basis, and will only continue to become a greater mobility option need as Cary’s population increases and there is a growing need for more service workers living outside of Cary commuting to their jobs. .



**Figure 11. Sample: Ridership Frequency**

Figure 12 shows a breakdown of those riders that utilize C-Tran services, and how long they have been using the service. Of those surveyed, transit staff was able to capture 4.49% of passengers who were using C-Tran for the very first time. These instances could be happening daily, where the services continue to attract riders for a cheaper alternative form of transportation to get them to their desired destination at a significant rate. 39.33% of respondents indicated that they had been riding C-Tran for less than 1 year which may also be indicative of a growing awareness of our services. 30.34% of respondents indicate that have used C-Tran for 1 to 2 years. 13.48% indicate that they have used C-Tran for 3 or 4 years, and 12.36% of respondents indicate that they have used C-Tran for more than 4 years. The Town began providing fixed route services in December 2005.



**Figure 12. Sample: Ridership Tenure**

The remaining portion of this report will broken down by the following topics:

1. Means of Access and Transport to C-Tran Services
2. Transit Services Ratings
3. Priorities: As Seen by Passengers
4. Information Access Preferences

In the section, 'Means of Access and Transport to C-Tran Services,' data will show and explain how C-Tran passengers gain access to bus stops, transfer points, and even boarding pass access through fare different types of fare payments. 'Transit Services Ratings' discuss passenger perceptions based on factors of the fixed-route services, such as general feelings of safety to driver behavior. 'Priorities: As Seen by Passengers' provides a snapshot into the growing needs and trends in the transit industry, and what items are deemed necessary according to the needs and desires of our customers.. The final section, 'Information Access Preferences,' identifies

ways and means of how passengers most prefer to receive information from C-Tran about C-Tran.

## Means of Access and Transport to & from C-Tran Services

This section will follow a sequential order of steps that our customers take in order to access a transit service. The questions attempt to follow that sequence to provide a portrayal as to the types of passengers C-Tran serves, as well as what other services they utilize, whether they are related to the Town, or other regional/local transit providers.

The first question C-Tran posed to passengers is where they were coming from prior to boarding the bus to reach a new destination. Looking at Figure 13, the majority of respondents indicated that they were coming from home to begin their trip, involving the use of transit (45.45%). The second highest selected point of origin for a trip involving transit was a place of employment, or 'work' (35.23%). The third and fourth largest origin trip generators were those coming from 'Shopping' (10.23%) and 'Other' (6.82%).

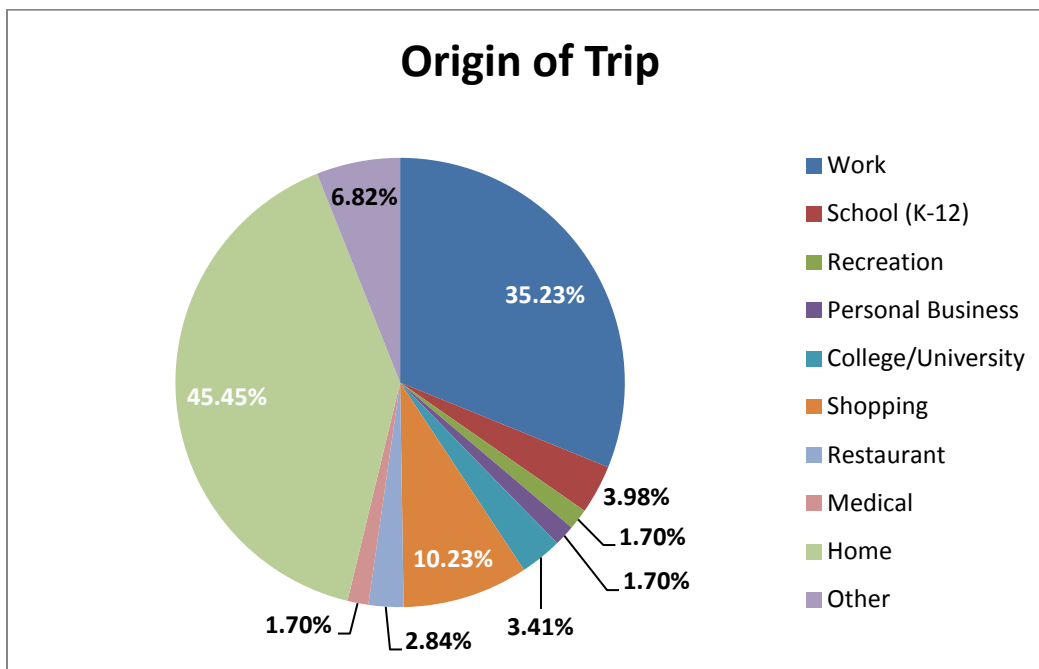
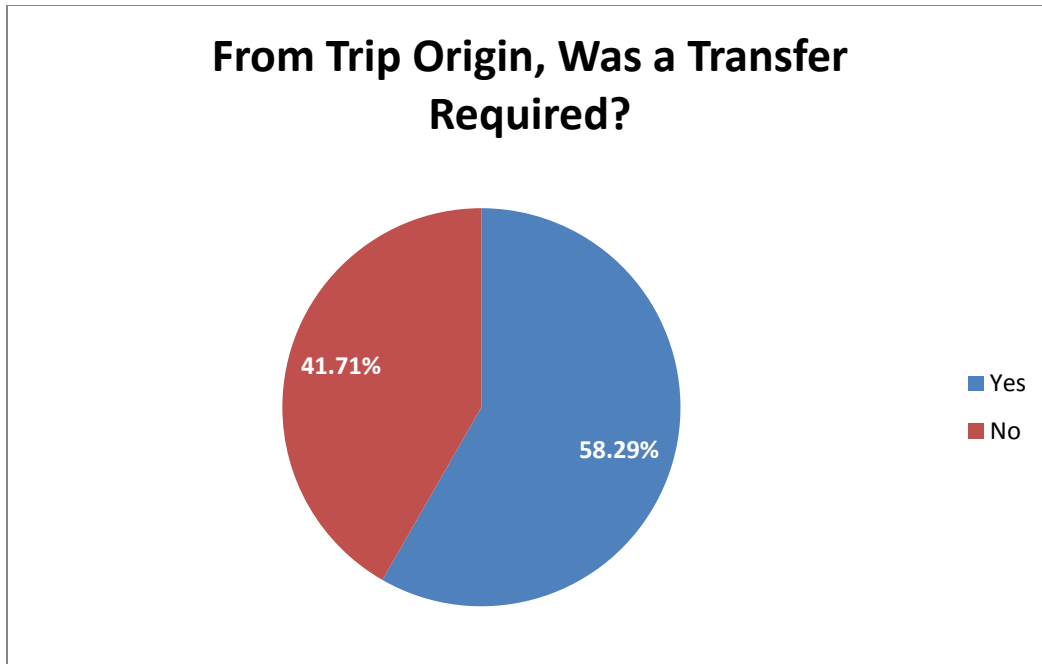


Figure 13. Sample: Origin of Trip

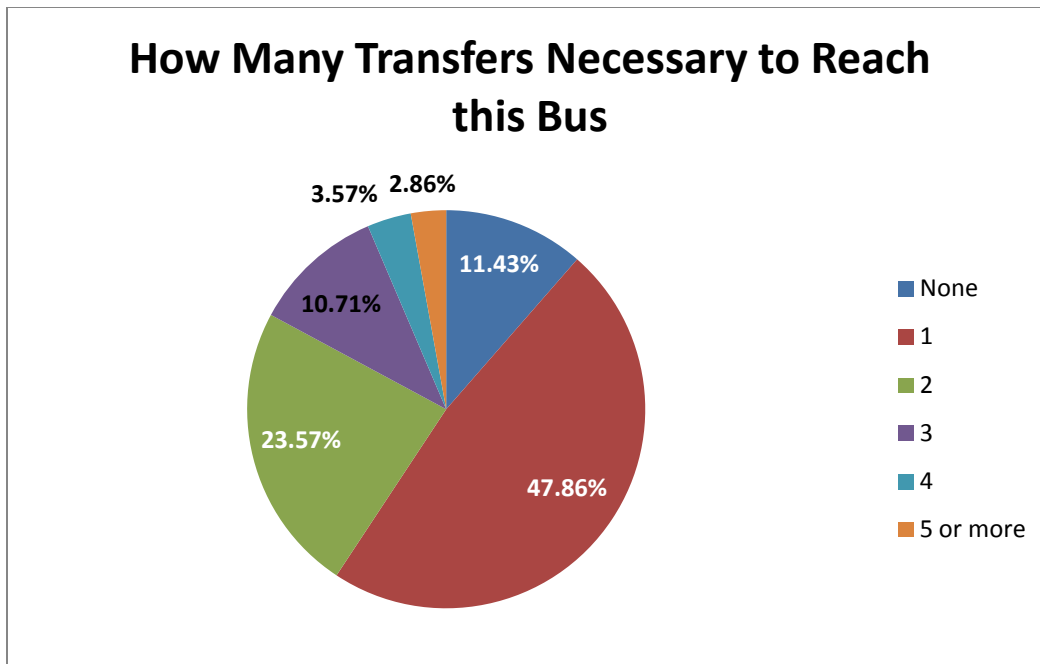
Upon reaching a final destination, there may have been the need for a transfer from another route within the C-Tran system, or other local/regional transit providers. Of those surveyed, 58.29% of passengers indicated that they did in fact have to make a transfer in order to reach the current bus on which they were being surveyed. 41.71% of passengers surveyed indicated that they did not need to transfer in order to reach the current bus on which they were being surveyed.





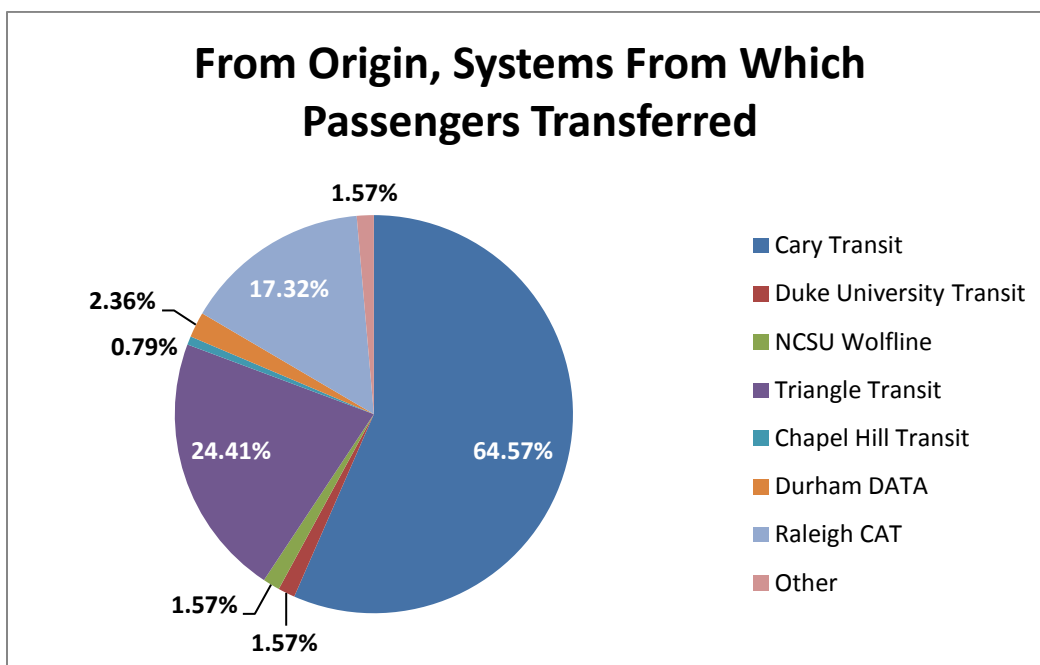
**Figure 14. Sample: Transfers Required from Trip Origin**

Passengers were asked as to whether or not a transfer was required from their point of origin in order to be riding on the bus on which they were being surveyed. If they did transfer, they were asked how many were involved along their current trip. 11.43% of passengers surveyed indicated that they did not require a transfer of buses from their point of origin to the bus on which they were being surveyed. 47.86% of passengers indicated one transfer was required, and 23.57% of passengers indicated that 2 transfers were required in order to be on the bus for surveying from their point origin. Nearly 17% of passengers indicated that they needed three or more transfers to be on the bus on which they were being surveyed from their point of origin.



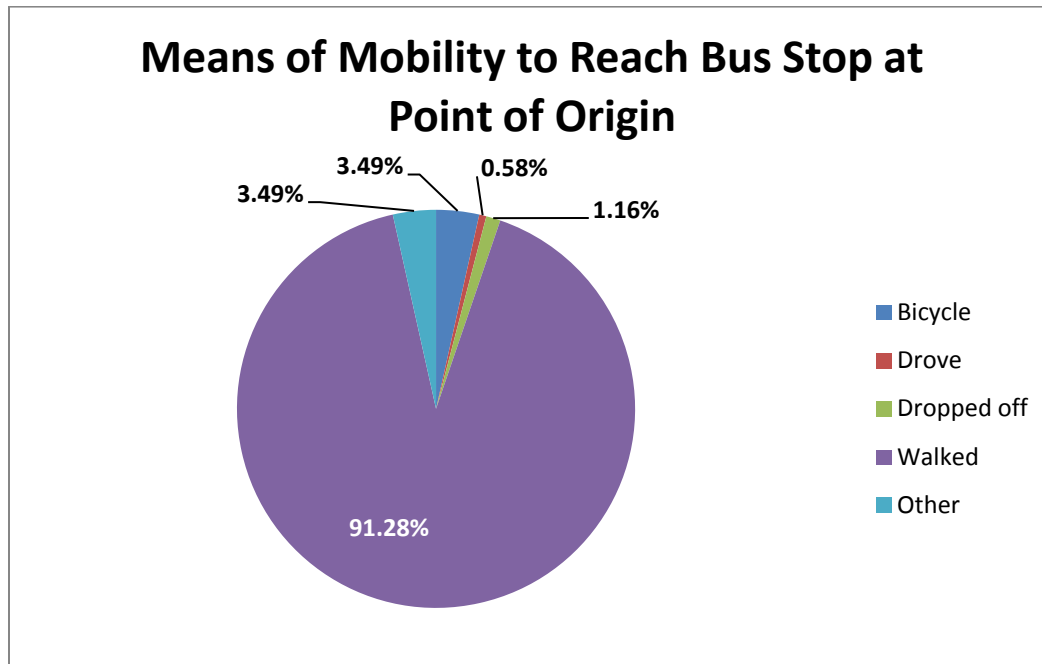
**Figure 15. Sample: Number of Transfers Necessary on Current Point of Trip**

Figure 16 shows the local and regional transit providers with which C-Tran interacts with on a daily basis regarding passenger transfers at certain stops along all Fixed Routes. 64.57% of passengers indicated that they were transferring from a different C-Tran bus to board the current bus on which they were being surveyed. 24.41% of passengers surveyed indicated that they transferred from a Triangle Transit (TTA) bus route. 17.32% of passengers surveyed indicated that they transferred from Raleigh's Capital Area Transit (CAT) bus routes.



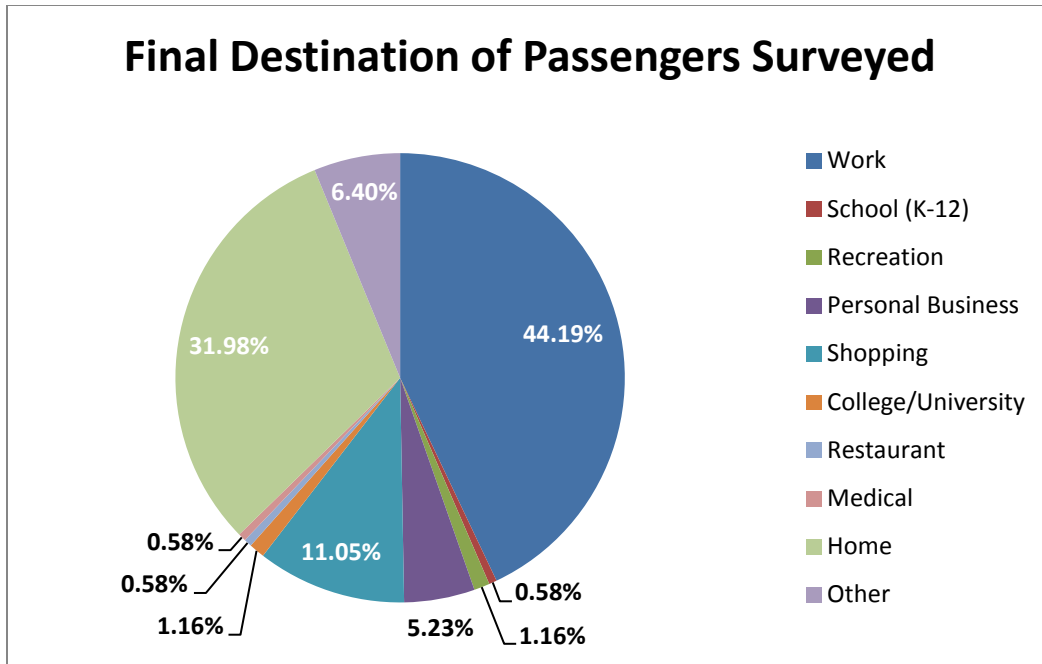
**Figure 16. Sample: Systems From Which Passengers Transferred**

In order to gain access to a bus route, passengers need to find a way to arrive at the bus stop in order to board any bus along a route. 91.28% of all passengers surveyed indicated that they walked from their point of origin to the nearest or most convenient bus stop along a route that serves or transfers to their final or desired destination. 3.49% of passengers indicated they rode their 'bicycle' to reach the bus stop (which means passengers are using the Bike Rack-N-Roll service), as seen in Figure 17.



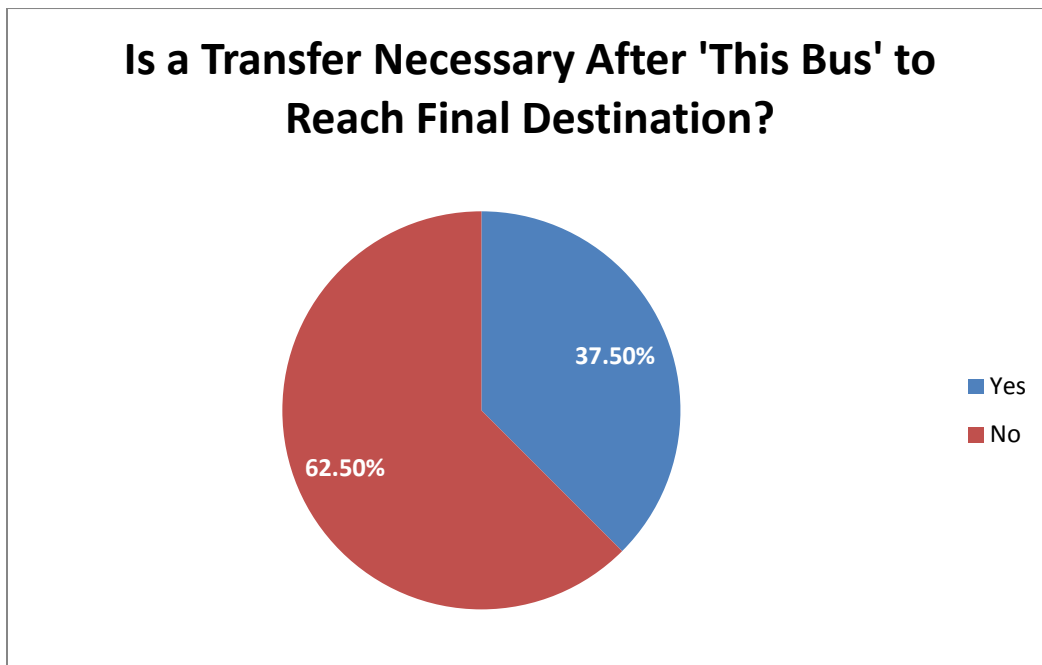
**Figure 17. Sample: Means of Mobility to Reach Bus Stop**

In order to understand some basic travel patterns of C-Tran passengers, they were asked to indicate their final destination along their transit trip. 44.19% of passengers indicated that they were going to 'work' or place of employment. 31.98% of passengers indicated that they were going 'home.' The third highest place of final destination for C-Tran passengers was 'shopping.'



**Figure 18. Sample: Final Destination**

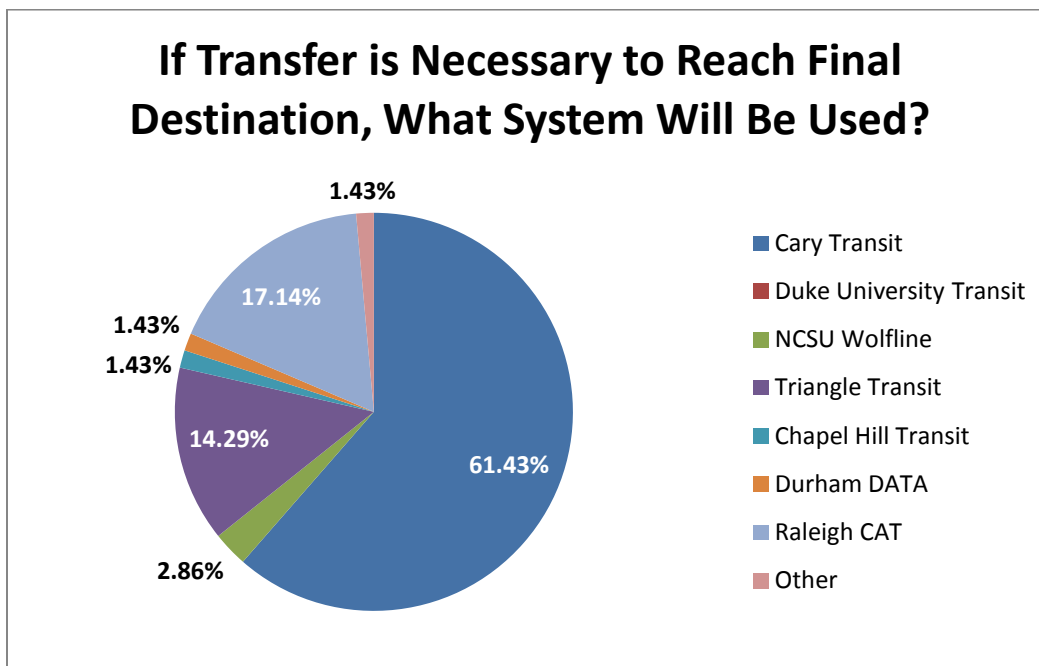
Passengers were asked if a transfer (first on the trip, or additional) after the bus on which they were being surveyed was necessary to reach their final destination. 62.5% of passengers indicated that they did not need to make another transfer, while 37.5% did state they would need an additional transfer to reach their final destination. In the future, a greater breakdown of those needing multiple transfers along a trip and just how many require multiple in- or out-of-network (outside of C-Tran) transfer trips will be provided in the survey.



**Figure 19. Sample: Transfer After Current Bus to Final Destination**

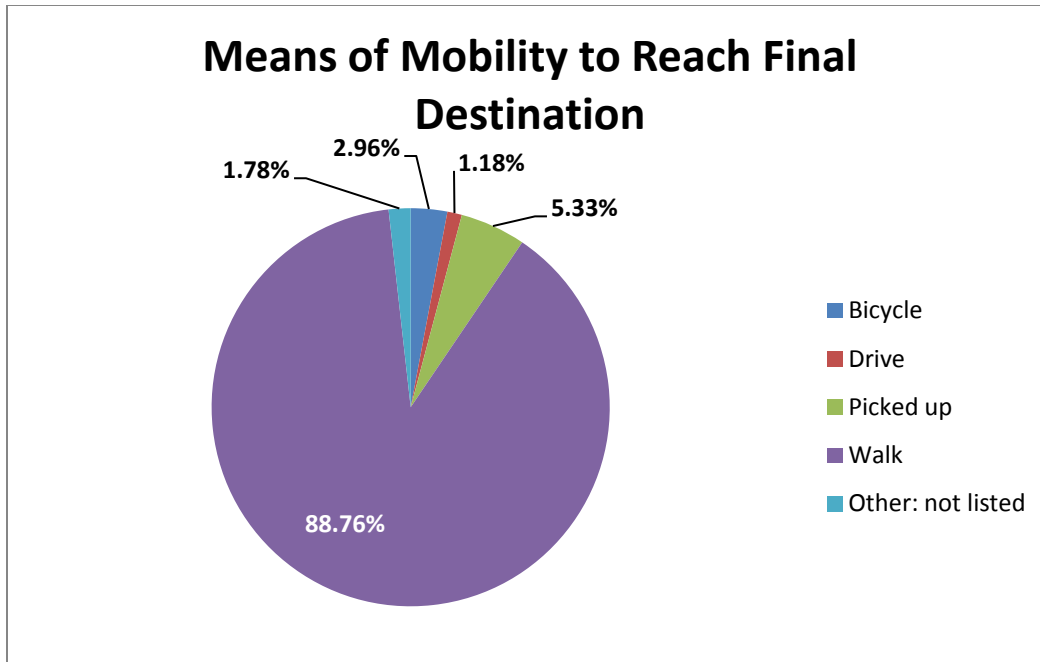
With extra transfers necessary for many passengers to reach their final destination, C-Tran staff was interested as to what systems would be utilized for that transfer service. Of the 70 respondents requiring a transfer from the bus they upon which they were surveyed to a different bus, 61.43% of those passengers indicated that they would transfer to another C-Tran route. 14.29% of passengers indicated that they would transfer to a Triangle Transit bus route, and 17.14% of passengers indicated that they would transfer to Raleigh's Capital Area Transit (CAT) bus routes. There is a shift in passenger movement from other systems to C-Tran routes. Capital Area Transit passengers now comprise a higher proportion of C-Tran ridership than TTA passengers as compared to the 2012 C-Tran Customer Satisfaction Survey.

While the administration of the survey was well covered in terms of time of day and random assignments of bus routes selected, it is interesting to note that passengers indicated that they transferred from and to numerous other transit services (i.e. Durham Area Transit Authority (DATA), North Carolina State University's Wolfline, and Chapel Hill Transit) to reach the bus on which they were being surveyed, but they were not utilizing the same services to reach their final destinations.



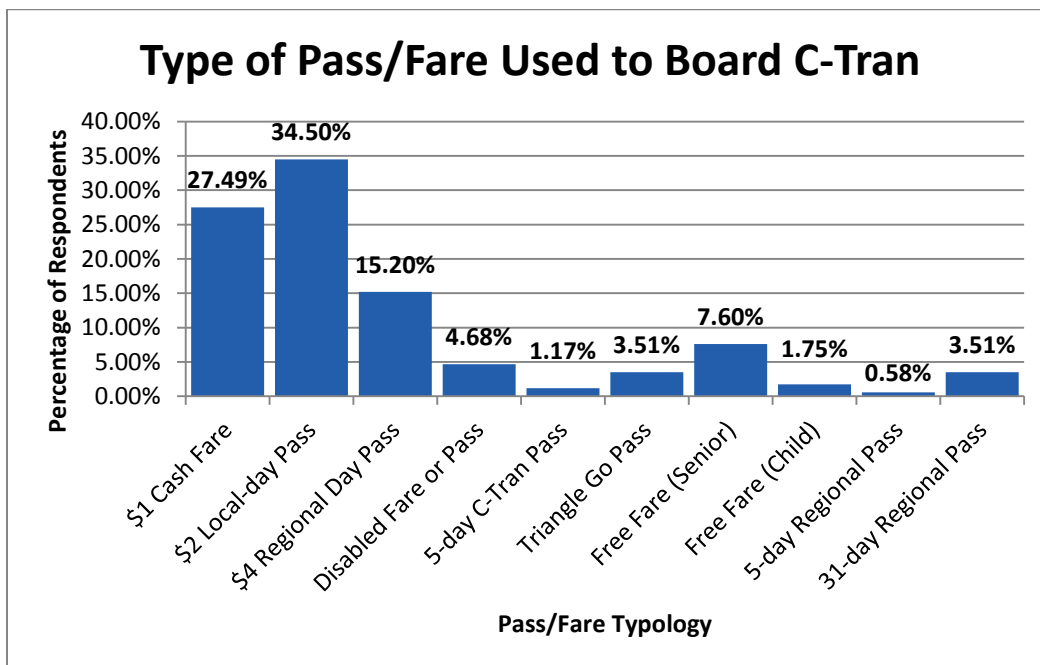
**Figure 20. Sample: What System To Be Used for Final Destination Transfer**

Once a passenger alights a bus, a majority of the time they must use additional means to reach their final or desired destination. 88.76% of passengers indicated that they will walk, 5.33% indicated 'picked up' and 2.96% stated they would ride their 'bicycle' from the bus stop to reach their final destination.



**Figure 21. Sample: Means of Mobility to Reach Final Destination from Bus Stop**

To gain access on the bus, passengers must present or pay for a fare to board the bus or show the driver an ID for free services as in the case for seniors age 60 or older. Figure 22 shows the many different types of passes and fares accepted on C-Tran, and the corresponding percentages of passengers surveyed who used what type of pass. The three highest are '1.00 Cash Fare' (27.49%), '\$2.00 1-Day Pass' (34.5%), and the '\$4.00 Regional Pass' (15.2%).



**Figure 22. Sample: Passengers Use of Pass/Fares**

Based on C-Tran’s current system operations, passengers were asked to indicate how many days they use C-Tran to frequent certain basic needs and amenities on a day-to-day basis. Figure 23 shows the number of days C-Tran is used by respondents per each selected destination typology. Figure 24 shows the number of days C-Tran is used by respondents per overall destination typologies. From Figure 23, the highest bulk of respondents indicated that ‘Work’ was a destination accessed through C-Tran, with 24.85% of those respondents using C-Tran 5 days a week. The lowest bulk of respondents indicating a specific destination was that of those seeking ‘Health Needs’ – 7.88% of these respondents who sought Health Needs using C-Tran were doing so approximately 1 day a week. From Figure 24, of all respondents indicating any destination typology, the highest bulk of passengers show that 36.11% of passengers use C-Tran to access ‘Health Needs’ at least once on a weekly basis. ‘Work’ is the next largest typology indicated by passengers accessed with C-Tran 5 days a week, and then ‘School’ is the third largest typology indicated by passengers access with C-Tran 5 days a week at 31.82%. This volume indicated for school trips, combined with understanding of age, destination choice, shows that school could mean K-12 and/or college/university trips.

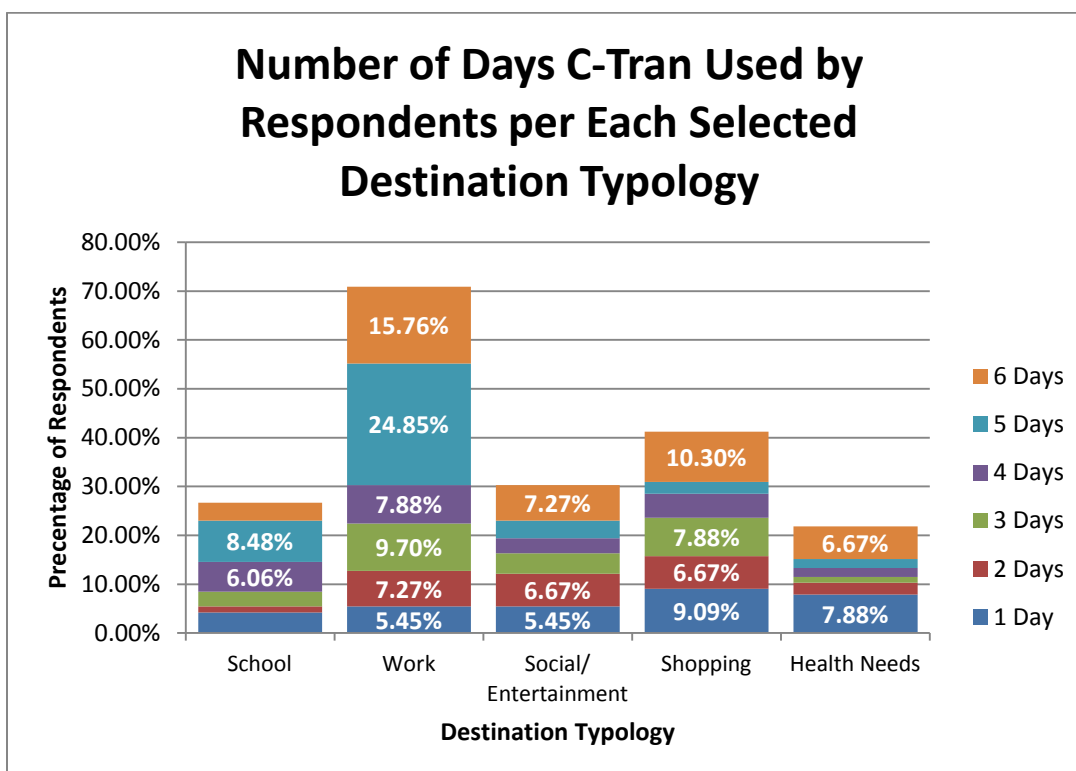
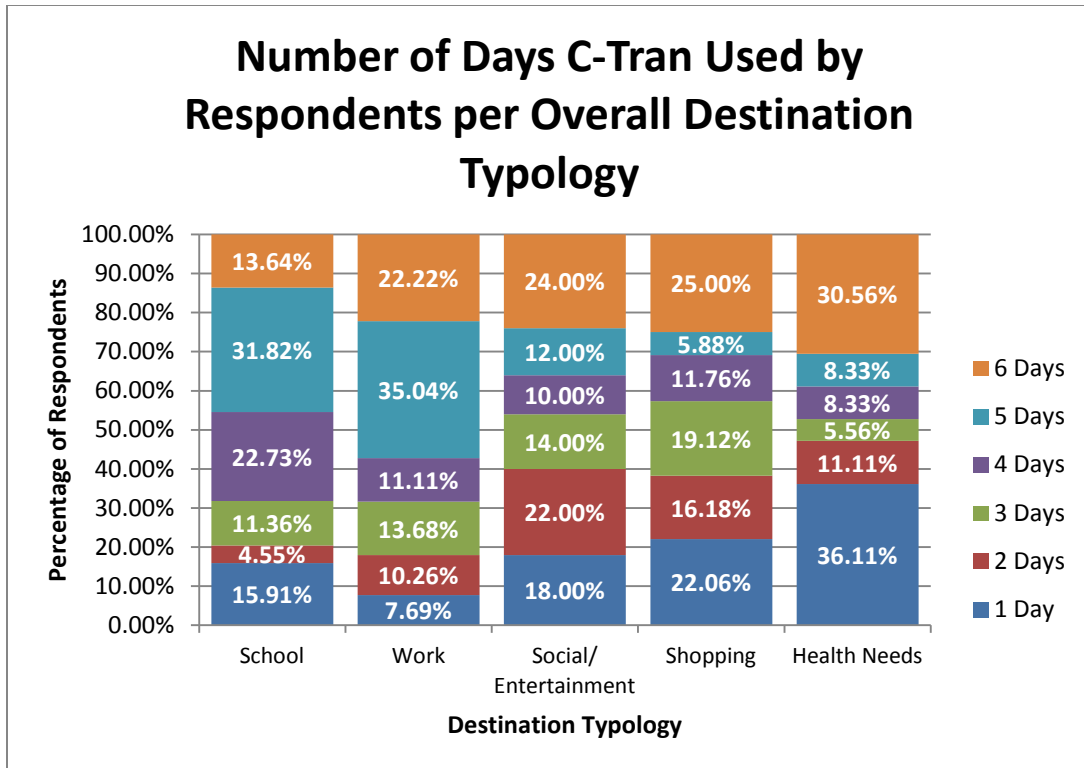


Figure 23. Sample: Number of Days C-Tran is Used by Respondent per each Selected Destination Typology



**Figure 24. Sample: Number of Days C-Tran is Used by Respondents per Overall Destination Typology**



## Transit Services Ratings

In conformance with Town of Cary assessments, aspects of C-Tran services were provided grades. The grades and associated ranges of rating percentages are seen in Table 1. These are slight variations with the grades and rating ranges used with the Town of Cary's Biennial Citizen Survey Report that use a one to nine rating scale. To be consistent with rating systems used by other transit systems in the region, staff utilized the more commonly administered one to five rating system.

Rating (%)	Grade
97-100	A+
94-96	A
90-93	A-
87-89	B+
84-86	B
80-83	B-
77-79	C+
74-76	C
70-73	C-
67-69	D+
64-66	D
60-63	D-
Below 60	F

**Table 1. Rating and Corresponding Grade**

Each aspect of C-Tran services relating to each other, each being rated by passengers, has been put into clusters. These clusters are as follows:

- Quality of Service (*Due to survey length constraints, these were not assessed in 2013, but will be included in 2014*)
- On-Board Passenger Needs
- Issues with Time
- Safety with System
- Cost

### *Quality of Service*

Year	Mean	1	2	3	4	5	Grade
12	8.41	3.7	4.23	9.52	32.80	49.74	B
13	<i>Not Rated</i>						

**Table 2: Overall Quality**

Year	Mean	1	2	3	4	5	Grade
12	8.75	3.41	2.84	10.23	19.89	63.64	B+
13	<i>Not Rated</i>						

**Table 3: Driver Courtesy**

Year	Mean	1	2	3	4	5	Grade
12	8.00	2.27	6.82	23.86	22.73	44.32	B-
13	<i>Not Rated</i>						

**Table 4: Destinations Served**

### *On-Board Needs*

Year	Mean	1	2	3	4	5	Grade
12	8.64	1.65	6.04	6.59	30.22	55.49	B
13	8.95	2.94	0.59	6.47	22.94	66.47	B+

**Table 5: Overall Comfort**

Year	Mean	1	2	3	4	5	Grade
12	8.06	8.19	5.26	12.87	22.81	50.88	B-
13	8.27	2.94	5.29	13.53	17.06	58.24	B-

**Table 6: Quality of Information on Bus**

Within the category of ‘On-Board Needs,’ Passengers had the opportunity to rate two main areas of ‘needs’ on-board C-Tran buses. The first, ‘Overall Comfort,’ was rated as for a grade of ‘B+,’ a slight increase over the previous year. The second factor of ‘On-Board Needs,’ ‘Quality of Information on Bus,’ was rated for a grade of ‘B-,’ which is the same grade. The overall grade earned for ‘On-Board Needs’ would be an average of a ‘B.’ This grade provides a good indicator as to what is working well, but also to enhance forms of information from C-Tran and the Town of Cary for the future.

### *Issues with Time*

Year	Mean	1	2	3	4	5	Grade
12	7.89	6.01	6.56	16.39	28.96	42.08	C+
13	8.33	4.71	4.12	8.24	21.18	58.82	B-

**Table 7: Satisfaction with Overall Travel Time**

Year	Mean	1	2	3	4	5	Grade
12	8.34	2.84	5.11	18.75	18.75	54.55	B-
13	8.14	4.12	4.12	16.47	19.41	53.53	B-

**Table 8: Satisfaction with Overall Timeliness of Bus Arrival**

Year	Mean	1	2	3	4	5	Grade
12	7.8	6.21	9.04	19.21	19.77	45.76	C+
13	7.89	6.47	7.06	10.00	20.59	52.35	C+

**Table 9: Satisfaction with Overall Frequency of Service along Routes**

Year	Mean	1	2	3	4	5	Grade
12	6.88	10.86	16	24	16.57	32.57	D+
13	7.11	11.18	12.94	15.29	18.82	39.41	C-

**Table 10: Satisfaction with Overall Hours of Service**

Within the category of ‘Issues with Time,’ passengers had the opportunity to rate four main areas regarding timing throughout the C-Tran system. These four areas are as follows:

- Satisfaction with Overall Travel Time
- Satisfaction with Overall Timeliness of Bus Arrival
- Satisfaction with Overall Frequency of Service along Routes
- Satisfaction with Overall Hours of Service

The first, ‘Satisfaction with Overall Travel Time,’ earned a grade of ‘B-,’ which is an increase from the previous year. The second, ‘Satisfaction with Overall Timeliness of Bus Arrival,’ earned a grade of ‘B-,’ remaining the same from the previous year. The third, ‘Satisfaction with Overall Frequency of Service along Routes,’ earned a grade of ‘C+,’ also remaining the same as the previous year. The final factor assessed under ‘Issues of Time,’ ‘Satisfaction with Overall Hours of Service,’ earned a grade of ‘C-,’ which is an increase from the previous year. The overall earned grade for ‘Issues with Time’ throughout the C-Tran system is a ‘C+,’ which is the same average grade as in 2012. This grade provides C-Tran staff heightened awareness of our timing issues for on-time performance and schedule adherence of all buses. Staff developed minor route alterations to Routes 1 & 2 along the Crossroads alignment with minimal impacts to ridership for the purpose of schedule adherence needs. Staff also did this for Route 5 along Crescentcommons Drive, and a new shelter & amenities were provided for a large employment center there. The timing aspects of the C-Tran service is critical due to the nature in which we operate a “pulse” system where all of our routes are timed such that transfers require minimal wait times between routes at key time points and locations, as well as with connecting Triangle Transit service on Routes 301 and 303. Staff will continue to not only use technologies, but listen to feedback from passengers for the purpose of understanding any timing issues.

### *Safety On & Around C-Tran*

Year	Mean	1	2	3	4	5	Grade
12	7.89	6.01	6.56	16.39	28.96	42.08	C+
13	9.33	1.76	2.35	2.35	14.71	78.82	A-

**Table 11: Driver Safety & Behavior**

Year	Mean	1	2	3	4	5	Grade
12	8.48	7.02	3.51	6.43	24.56	58.48	B
13	9.26	2.35	1.18	3.53	14.12	78.24	A-

**Table 12: Feeling of Safety at Bus Stops**

Year	Mean	1	2	3	4	5	Grade
12	8.55	6.37	1.91	8.28	24.84	58.6	B
13	9.04	2.94	0.00	4.12	13.53	76.47	A-

**Table 13: Feeling & Knowledge of Security On the Bus**

Year	Mean	1	2	3	4	5	Grade
12	8.55	6.37	1.91	8.28	24.84	58.6	B
13	8.76	3.53	1.76	7.65	15.29	69.41	B+

**Table 14. Feeling & Knowledge of Security at Bus Stops**

Within the category of ‘Safety on & Around C-Tran,’ passengers had the opportunity to assess three critical areas regarding safety and security throughout the C-Tran system. The first, ‘Driver Safety & Behavior,’ earned a grade of ‘A-,’ a large increase from the previous year’s grade of ‘C+.’ The second, ‘Feeling of Safety at Bus Stops,’ earned a grade of ‘A-,’ another increase from the previous year. The third factor of ‘Safety On & Around C-Tran,’ ‘Feeling & Knowledge of Security On the Bus,’ earned a grade of ‘A-.’ Staff felt it important to separate the ‘Feeling & Knowledge of Security On the Bus & at Bus Stops’ to be ‘On the Bus’ and ‘At Bus Stops’ as the system continues to grow. The fourth factor of ‘Safety On & Around C-Tran,’ ‘Feeling & Knowledge of Security at Bus Stops’ earned a grade of ‘B+,’ an increase over the previous year’s combined security type question. Overall, the C-Tran system earned a grade of ‘A-’ for issues pertaining to ‘Safety On & Around C-Tran.’ While this grade earned is above average and is improved over the past year, C-Tran staff will continue monitor areas of safety and security for all passengers and citizens affected by C-Tran so that we can continue to emphasize safety as being a top priority.

### *Cost*

Year	Mean	1	2	3	4	5	Grade
12	8.43	6.18	3.37	12.36	19.1	58.99	B
13	8.66	3.53	1.18	5.88	17.06	68.24	B+

**Table 15: Satisfaction with Overall Cost**

Within the category of ‘Cost,’ passengers had the opportunity to assess their satisfaction with the overall cost of the C-Tran system. The grade C-Tran earned for ‘Satisfaction with Overall Cost’ of the system was a ‘B+,’ which is a slight improvement over the past year. Passengers may be starting to realize the real value of riding the bus in and around Cary. While cost may be difficult to appease every person that utilizes the service it is one factor that cannot be changed in order to operate the current system. There is the expectation with C-Tran and Town of Cary staff, though, that if other areas of C-Tran services are improved, then the perception of relative costs for transit services could be earn a higher grade in the future. In 2013, transit staff proposed fare minor fare increases around public feedback sessions and a formal Town Council hearing. The increases were approved (see appendix for approved increases) and will take effect in January, 2014.

## Service Changes Most Needed

Passengers were presented with a list of possible additions and amenities that would enhance certain aspects of C-Tran's overall service. This can be seen in Table 16 under the column heading, 'Which is Most Needed.' They were asked to rate each of the items in the list via a basic rating system, indicated in the subsequent column headings to the right in Table 15. VI (Very Important), I (Important), A (Average), SI (Somewhat Important), NI (Not Important), and NA (Not Applicable) were the options available to passengers as a valid response. The top three rated items, highlighted in green, help C-Tran staff to prepare budgetary needs based on public feedback. The top three rated items of what the public would like to see added to C-Tran service are as follows:

- More Evening Service (78.98%)
- More Frequent Peak Services (6-9 a.m. and 3-8 p.m.) (72.61%)
- More Shelters (71.34%)

	VI	I	A	SI	NI	NA	% VI and I
<b>More Frequent Mid-Day Service (10 a.m. through 3 p.m.)</b>	82	28	24	7	7	7	70.06%
<b>More Evening Services</b>	106	18	11	4	7	4	78.98%
<b>More Frequent Peak Services (6-9 a.m. and 3-8 p.m.)</b>	88	26	17	6	10	5	72.61%
<b>Larger, more comfortable buses</b>	55	24	31	20	18	4	50.32%
<b>Wi-Fi on buses</b>	55	18	25	15	29	8	46.50%
<b>Direct Service to Crossroads and Mall via Cary Depot</b>	82	20	27	8	7	7	64.97%
<b>Express Buses</b>	62	22	36	8	15	6	53.50%
<b>New Routes</b>	76	26	29	4	7	7	64.97%
<b>More Shelters</b>	76	36	18	3	8	5	71.34%
<b>More Sidewalks</b>	76	22	20	11	10	6	62.42%
<b>Sunday Service</b>	99	12	12	9	9	3	70.70%
<b>Better On-Time Performance</b>	75	25	27	8	9	6	63.69%

**Table 16: Rated Service Enhancements and Amenities (VI = Very Important, I = Important, A = Average, SI = Slightly Important, NI = Not Important, NA = Not Applicable)**

The top three rated items for what service changes are most needed, as well as others ranked in this, and future surveys will constantly be studied by staff with possible recommendations for improvement being included in future operational budgets for Town Council approval.

## **Preferred Method to Be Informed**

The final question for passengers was to provide them with the opportunity to help C-Tran staff understand the most effective means of communication between C-Tran and the general public. With the evolution of social media, smart phones, and numerous outlets for many types of information, it can be difficult to distribute pertinent information to reach many different types of audiences. The survey generalized many outlet forms of information that passengers may use, and passengers were asked to select as many as they felt were necessary and pertinent to them in their lives. They can be seen in Table 17 under the heading ‘How Would You Prefer to Get Information about C-Tran?’ The top three rated methods to retrieve information about C-Tran are as follows:

- Inside the Bus
- At Major Bus Stops
- By Phone/Smart Phone

For the top preference of ‘Inside the Bus’, transit staff have been working hard to install and prepare ‘advertising’ slots above the windows in a majority of the C-Tran fleet. These will serve the purpose of displaying system policies and major announcements that have the potential to effect service. There is also a simple document-sized sleeve on the front of every bus for staff to post minor service disruptions and pertinent information that passengers should be made aware of. As for the preference ‘At Major Bus Stops’, staff finalized a digital display sign that was associated with the real-time project, and has the ability to flash urgent system announcements if needed. Transit staff also had two large manual-display enclosed bulletin boards at the Depot to display new maps, service alerts and important announcements. Staff is working to research efficient ways to communicate similar alerts posted at the Depot to other major stops with shelters and high passenger volumes.

A communications benefit that is associated with the real-time project is that of the ability to push out announcements instantly through the website and the mobile app (TransLoc). Transit staff have administrative access to the real-time system and are able to update passengers on real-time conditions, temporary route changes, and important detour information whenever necessary at the click of a button. Staff will work to market these technologies so that more passengers are aware of accurate information.

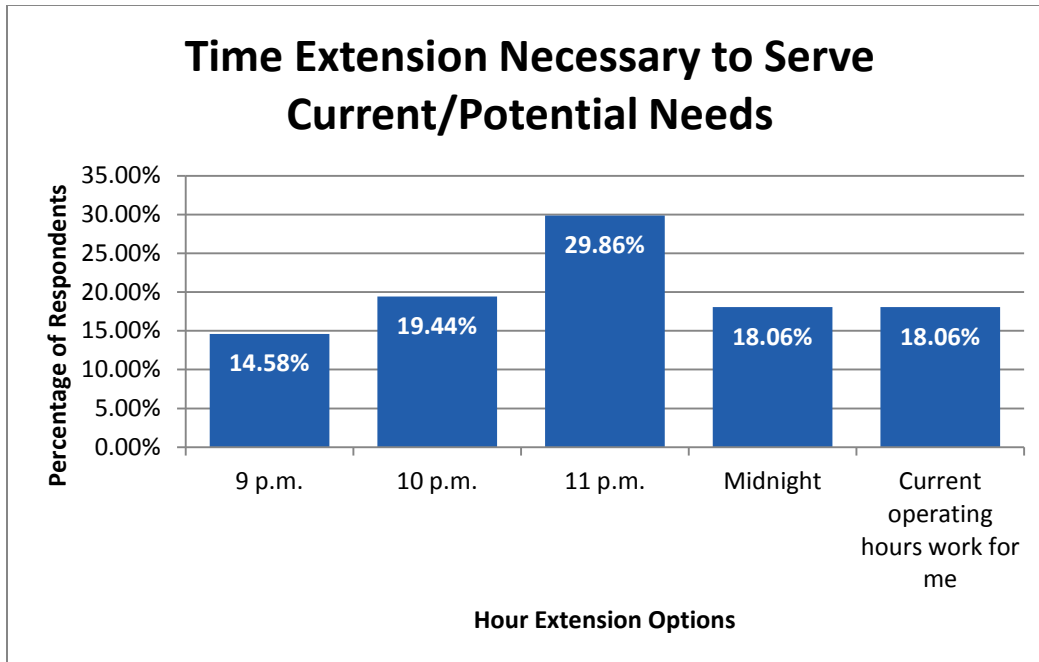
<b>How Would You Prefer to Get Information about C-Tran?</b>	<b>Percentage of Respondents</b>
At Major Bus Stops	49.66%
By Phone/Smart Phone	31.54%
Email Alerts	22.15%
Facebook	4.70%
Inside the Bus	54.36%
Mail/Bud Newsletter	4.70%
Newspaper/Magazine	3.36%
Printed Schedule	20.81%
Text Message	10.74%
Twitter	0.67%
Website	21.48%
Word of Mouth	6.71%
At Work	1.34%
Other	3.36%

**Table 17: Passenger Preference for Communication regarding C-Tran Information (They were asked to select all that would apply)**

## **Service Enhancement Indicators**

Transit staff wanted to ask passengers specific questions regarding certain service enhancements and allow the Town to better prepare for such enhancements and serve the passengers more effectively. These questions included desired service time extensions by hour during C-Tran's Monday through Saturday services, options for possible Sunday service and even what destinations not currently served by C-Tran are the most desired.

The first question for a service enhancement was that of what time extension of current services would best suit their current and/or potential needs, which can be seen in Figure 25. The highest response was that passengers want to see C-Tran services extended until 11 p.m., which was about 30%. 19.44% of passengers surveyed would be satisfied with a time extension until 10 p.m. The interesting point to note is that approximately 82% of passengers want to see some type of time service extension for C-Tran. This would benefit many service workers around the Town who rely on the service to get to work, but must find other means to return home.



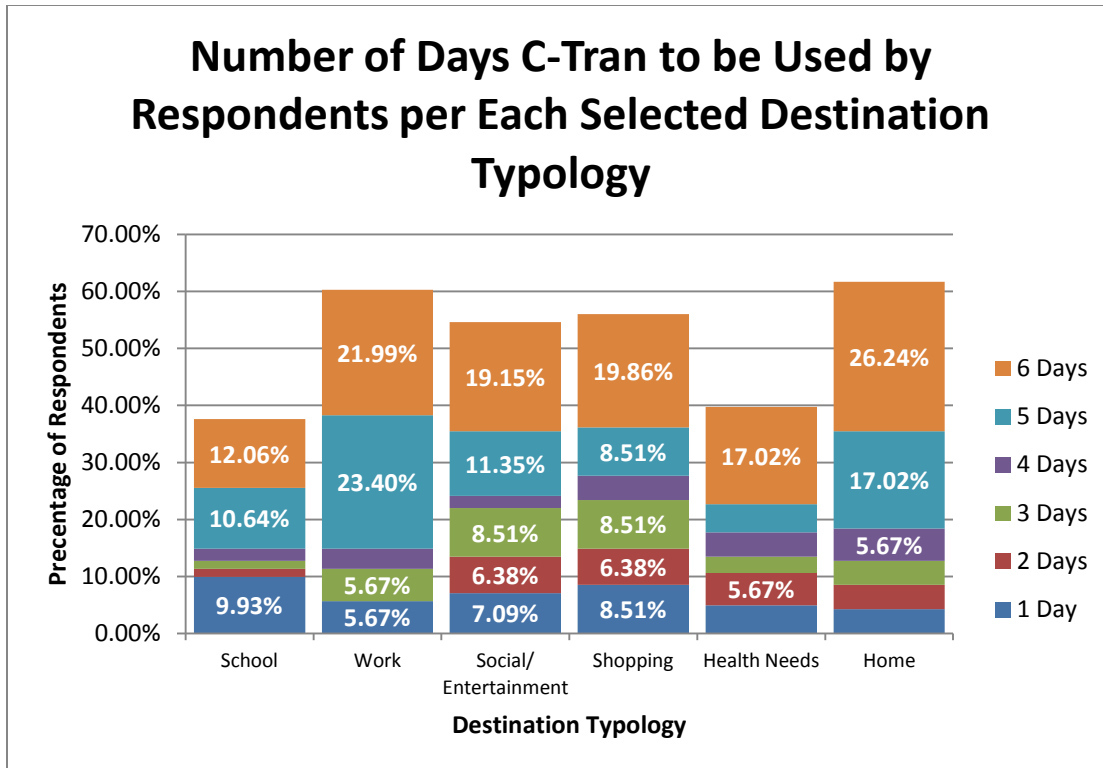
**Figure 25. Sample: Time Extension Necessary to Serve Current/Potential Needs**

Based on the option of a time extension to 11 p.m. for system operations, passengers were asked to indicate how many days they use C-Tran to frequent certain basic needs and amenities on a day-to-day basis. Figure 26 shows the number of days C-Tran is used by respondents per each selected destination typology. Figure 27 shows the number of days C-Tran is used by respondents per overall destination typologies.

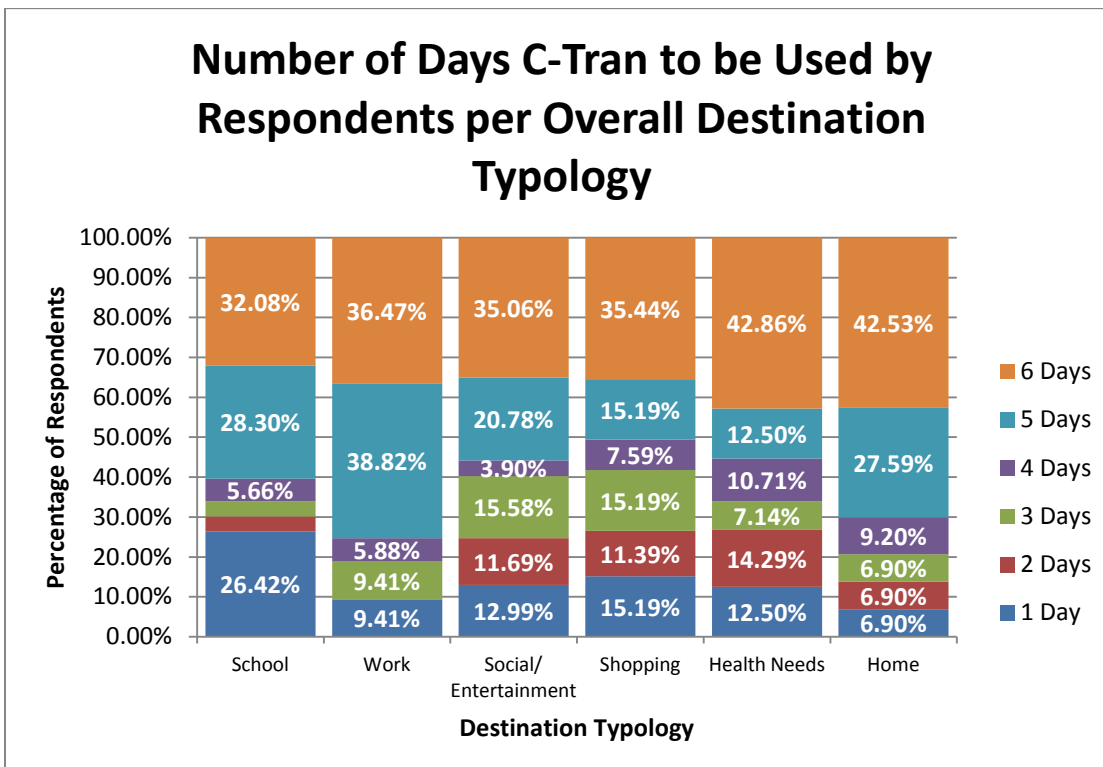
Passengers were asked, similar to their current use of C-Tran and the days they travel to specific destination typologies, to indicate how many days a week they would use C-Tran if the service were to be extended until 11 p.m. While in the original question, earlier in the survey, respondents did not have the choice of 'Home', they were provided this choice this time around. Looking in Figure 26, 'Home' is the number one choice of passengers for how many days they would use C-Tran to access home if services were extended to 26.24% for 6 days a week. Nearly 50% of passengers who are either working full-time or part-time jobs would use C-Tran to return home after work if C-Tran were extended until 11 p.m. 'Work,' as a destination, was very close to 'Home' in terms of equal response rates from passengers, where they would be able to access work, just as much as home if services were extended until 11 p.m. Nearly 50% of passengers indicate that they would be able to use C-Tran to access work and/or home 5 or 6 days a week.

In Figure 27, it appears that passengers would clearly take advantage of C-Tran during the later hours as an option to have their time and needs be a little more flexible while accessing the basic needs and amenities around Town.



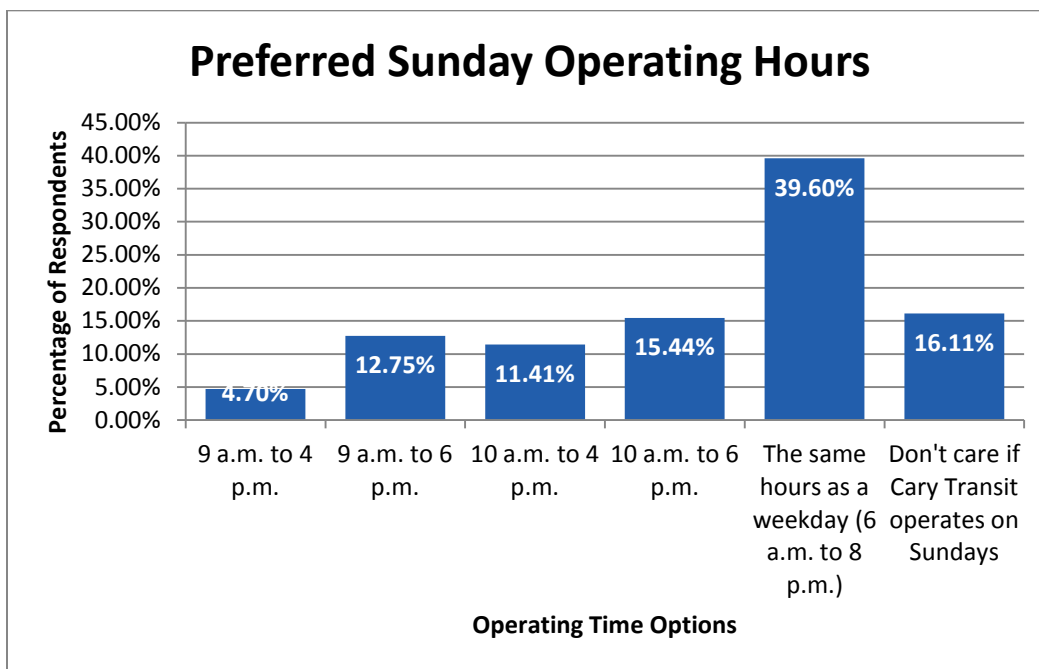


**Figure 26. Sample: Number of Days C-Tran to be Used by Respondents per Each Selected Destination Typology with Time Extension to 11 p.m.**



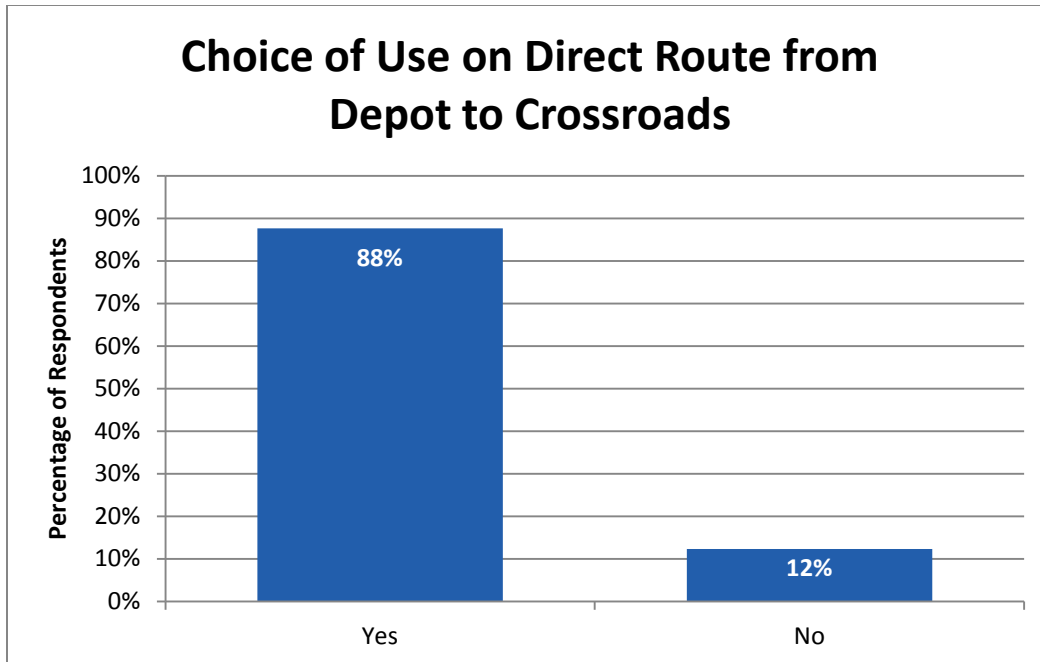
**Figure 27. Sample: Number of Days C-Tran to be Used by Respondents per Overall Destination Typology with Time Extension to 11 p.m.**

Passengers were then asked to indicate their preferred timeframe for potential operating hours on Sundays, which can be seen in Figure 28. About 84% of respondents indicated some type of preference for the need of C-Tran operations on Sunday and 39.60% of those responding stated that current C-Tran operating hours would suit their needs (6 a.m. to 8 p.m.)



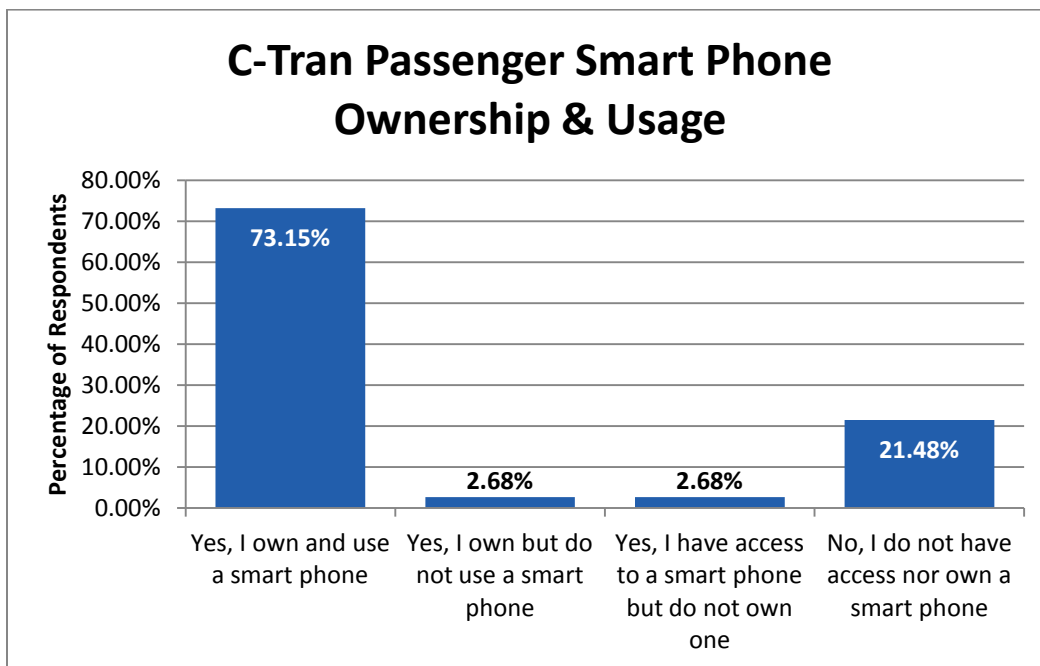
**Figure 28. Sample: Preferred Sunday Operating Hours as indicated by Respondents**

In order to try and provide new and efficient connections between C-Tran's main transfer hub at the Cary Depot (Train Station) and other areas, passengers were asked if they would be willing to use a direct style route between the Depot and the Crossroads Plaza area of Cary. An overwhelming 88% of passengers indicated that they would use this service if implemented, as seen in Figure 29. Transit staff will work on developing a new route alignment in order to create this new efficient route and better serve C-Tran passengers.



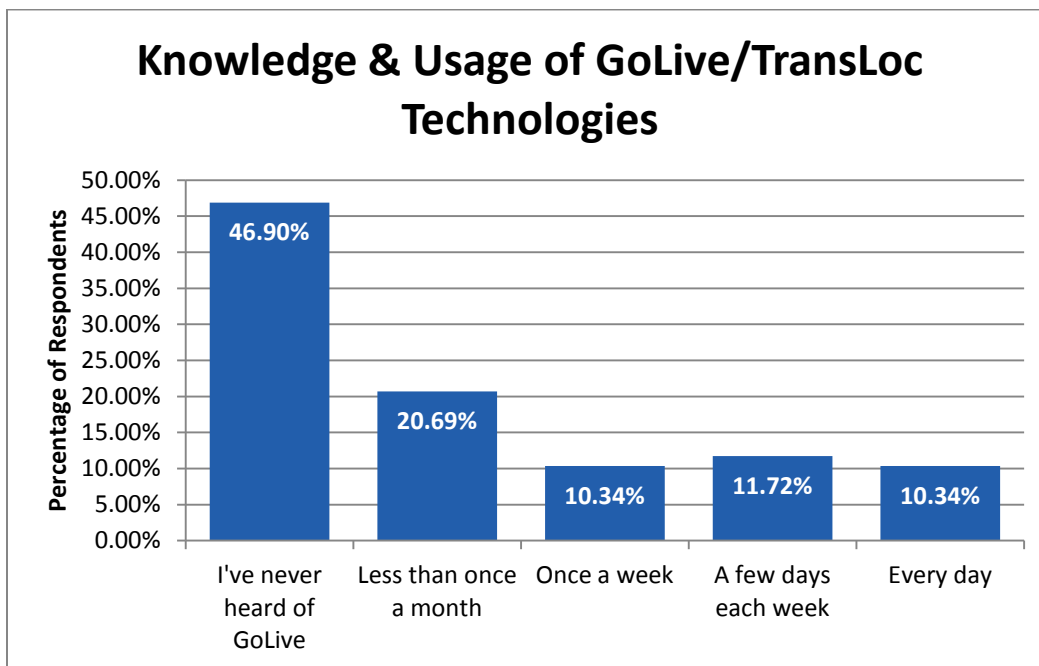
**Figure 29. Sample: Choice of Use on Direct Route from Depot to Crossroads as indicated by Respondents**

Upon installation and unveiling of the new Real-Time arrival prediction systems for C-Tran passengers, transit staff wanted to assess technology usage and awareness of passengers. Staff first wanted to understand smart phone usage amongst passengers. 75% of passengers indicated that they at least owned a smart phone, and 73.15% of passengers say they use their smart phone devices, as seen in Figure 30. 21.48% of C-Tran passengers do not have access to nor own a smart phone device at the time of this survey.



**Figure 30. Sample: C-Tran Passenger Smart Phone Ownership & Usage**

After realizing the number of passengers with smart phone ownership, transit staff wanted to understand passengers' knowledge of GoLive/TransLoc – the Triangle's (and Town of Cary's) real-time bus arrival prediction system. Despite nearly 75% of passengers owning or having access to a smart phone, nearly 50% of passengers have never heard of GoLive/TransLoc, as seen in Figure 31. This is a high level of unawareness that transit staff will work on and educate passengers on the use of such a powerful tool.



**Figure 31. Sample: C-Tran Passenger Knowledge & Usage of GoLive/TransLoc Technologies**

The final question asked of passengers was that of un-served locations in and around Cary that they would seek service to in the near-future and access on a frequent basis. The top 4 choices as ranked by passengers are (all can be seen in Table 18):

- Cary Parkway
- Park West Village Shopping Center (Chapel Hill Road/James Jackson Avenue)
- Streets at Southpoint Mall
- Wake Tech Campus/Millpond Village (Ten Ten Road)

Transit staff will use these, as well as other priorities as indicated by passengers from 2012, to develop effective route alignment options for citizens, and adequate funding options for the Town.

<b>Location/Geography</b>	<b>Percentage of Respondents</b>
Streets at Southpoint Mall	29.32%
Carolina Preserve	5.26%
Northwest Cary (NC 55 HWY and US 540)	18.05%
RTP	15.79%
Park West Village Shopping Center (Chapel Hill Road/James Jackson Avenue)	30.83%
Perimeter Park (Morrissville)	14.29%
Downtown Apex/Beaver Creek Commons Shopping Center	27.07%
Raleigh/Durham International Airport	27.82%
Evans Road	12.78%
Weston Parkway	13.53%
Cary Parkway	39.85%
US 64/Macgregor/Regency Park (Koka Booth Amphitheater)	12.78%
Tryon Village	18.05%
Wake Tech Campus/Millpond Village (Ten Ten Road)	28.57%
NCSU	25.56%
Wake Tech Main Campus (Fayetteville Road)	21.05%
Sports Venues (Wake Med Soccer Park, PNC Arena, USA Baseball, Cary Tennis Park)	15.04%
Middle Creek	11.28%

**Table 18. Sample: Preferences of Desired Destinations as indicated by Respondents**

## **Appendix**

## START

1. Please indicate which best describes you:

- ☐ Male ☐ Female

2. Please select which best describes your racial background:

- ☐ American Indian/Alaska Native  
☐ Asian  
☐ Native Hawaiian/Pacific Islander  
☐ Black or African-American  
☐ Hispanic or Latino  
☐ White  
☐ Mixed Race  
☐ Other

3. How well do you recognize the English language through the following:

	Very Well	Well	Not Well	Not at All
Read	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Write	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Please indicate which group best describes your age?

- ☐ Under 12 ☐ 45-54  
☐ 13-18 ☐ 55-59  
☐ 19-24 ☐ 60-64  
☐ 25-34 ☐ 65 and over  
☐ 35-44

5. What zip code is your home located in?

6. How many people currently live in your home?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 or more

7. How many people living in your home currently have a job?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 or more

8. Which best describes the total salaries of people currently living in your home:

- ☐ Under \$20,000  
☐ \$20,001—30,000  
☐ \$30,001—50,000  
☐ \$50,001—70,000  
☐ \$70,001—100,000  
☐ Over \$100,000

9. How many working vehicles do you currently have at your home?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 or more

10. How often do you ride Cary Transit?

- ☐ Frequently (several times a week)  
☐ On Occasion (several times a month)  
☐ Rarely (less than once a month)

11. How long have you been riding Cary Transit?

- ☐ First time rider  
☐ Less than one year  
☐ One to two years  
☐ Three to four years  
☐ More than 4 years

12. Where did you come from before you got on this bus?

- ☐ Work ☐ School (K-12)  
☐ Recreation ☐ Personal Business  
☐ Shopping ☐ College/Univ.  
☐ Restaurant ☐ Medical  
☐ Home ☐ Other

13. Did you transfer to get on this bus?

- ☐ Yes ☐ No

14. On your current trip, how many times did you transfer?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 or more

15. If you did transfer, what transit system did you transfer from?

- ☐ Cary Transit ☐ Duke Univ. Transit  
☐ NCSU Wolfline ☐ Triangle Transit  
☐ Chapel Hill Transit ☐ Durham DATA  
☐ Raleigh CAT ☐ Other

16. How did you get to your first bus on your current trip?

- ☐ Bicycle ☐ Drove  
☐ Dropped Off ☐ Walked  
☐ Other

17. Where are you going now?

- ☐ Work ☐ School (K-12)  
☐ Recreation ☐ Personal Business  
☐ Shopping ☐ College/Univ.  
☐ Restaurant ☐ Medical  
☐ Home ☐ Other

18. Will you transfer to another bus when you get off this bus?

- ☐ Yes ☐ No

19. If you selected yes, what system will you be transferring to?

- ☐ Cary Transit ☐ Duke Univ. Transit  
☐ NCSU Wolfline ☐ Triangle Transit  
☐ Chapel Hill Transit ☐ Durham DATA  
☐ Raleigh CAT ☐ Other

20. How will you get to your final destination after getting off the bus?

- ☐ Bicycle ☐ Drove  
☐ Picked Up ☐ Walked  
☐ Other

21. How did you pay for your bus fare?

- ☐ \$1 Cash Fare  
☐ \$2 Local-day Pass  
☐ \$4 Regional Day Pass  
☐ Disabled Fare or Pass  
☐ 5-Day Local Cary Transit Pass  
☐ 31-Day Local Cary Transit Pass  
☐ Triangle Go Pass  
☐ Free Fare (Senior)  
☐ Free Fare (Child)  
☐ 5-Day Regional Pass  
☐ 31-Day Regional Pass

22. How many days per week do you ride Cary Transit to the following destinations?

	1	2	3	4	5	6
School	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social/Entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health Needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. Using a scale from 1 to 5 where 1 is "Very Unsatisfied" and 5 is "Very Satisfied", please rank the following aspects of your experience with Cary Transit Services (select ONE per row):

Driver Safety and Behavior	1	2	3	4	5
Feeling of safety at bus stops	1	2	3	4	5
Feeling and knowledge of security on bus	1	2	3	4	5
Feeling and knowledge of security at bus stops	1	2	3	4	5
Overall Comfort	1	2	3	4	5
Overall travel time	1	2	3	4	5
Overall timeliness of bus arrival	1	2	3	4	5
Overall frequency of service along routes	1	2	3	4	5
Overall hours of service	1	2	3	4	5
Quality of information on bus	1	2	3	4	5
Cost	1	2	3	4	5

**FLIP OVER to  
Continue...**

Figure 32: English Survey Handout - Inside



24. Using a scale from 1 to 5, where 1 is "Not Important" and 5 is "Very Important" please rank the following Cary Transit services (select one per row):

More Frequent Midday Service (10 a.m. - 3 p.m.)	1	2	3	4	5
More Evening Services	1	2	3	4	5
More Frequent Peak Services (6-9 a.m. and 3-6 p.m.)	1	2	3	4	5
Larger, more comfortable buses	1	2	3	4	5
Wi-Fi on buses	1	2	3	4	5
Direct Service to Crossroads and Mall via Cary Depot	1	2	3	4	5
Express Buses	1	2	3	4	5
New Routes	1	2	3	4	5
More Shelters	1	2	3	4	5
More Sidewalks	1	2	3	4	5
Sunday Service	1	2	3	4	5
Better On-Time Performance	1	2	3	4	5

25. How would you prefer to get information about Cary Transit (please choose up to 3 methods)?

- ☐ At Major Bus Stops
- ☐ By Phone/Smart Phone
- ☐ Email Alerts
- ☐ Facebook
- ☐ Inside the Bus
- ☐ Mail/Bud Newsletter
- ☐ Newspaper/Magazine
- ☐ Printed Schedule
- ☐ Text Message
- ☐ Twitter
- ☐ Website
- ☐ Word of Mouth
- ☐ At Work
- ☐ Other

26. How many days per week would you ride Cary Transit to the following destinations if service was extended until 11 p.m. (please indicate number of days per week for EACH destination)?

	1	2	3	4	5	6
Home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social/ Entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health Needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

27. For current or potential employment needs, what time extension would be best for you to use Cary Transit (only choose the latest time needed for you to get home from work)?

- ☐ 9p.m.
- ☐ 10p.m.
- ☐ 11p.m.
- ☐ Midnight
- ☐ Current operating hours work for me

28. Cary Transit does not currently operate on Sunday. If Cary Transit did operate on Sunday, which operating hours would best meet your needs?

- ☐ 10 a.m. to 4 p.m.
- ☐ 10 a.m. to 6 p.m.
- ☐ 9 a.m. to 4 p.m.
- ☐ 9 a.m. to 6 p.m.
- ☐ 8 a.m. to 8 p.m.
- ☐ Don't Care

29. If Cary Transit had a new route that provided direct service from the Depot (Train Station) to the Cary Towne Center Mall and Crossroads Shopping Center, would you use it?

- ☐ Yes
- ☐ No

30. Do you own and/or have access to a smart phone?

- ☐ Yes, I own and use a smart phone
- ☐ Yes, I own but do not use a smart phone
- ☐ Yes, I have access to a smart phone but do not own one
- ☐ No, I do not have access nor own a smart phone

31. How often to you use GoLive (TransLoc), the real-time smart phone and/or text messaging feature to know where your bus is and when it will arrive at a specific stop (select one)?

- ☐ I've never heard of GoLive
- ☐ Less than once a month
- ☐ Once a week
- ☐ A few days each week
- ☐ Every day

32. Please select your top three areas not currently serviced by Cary Transit where you feel service should become a priority (select all that apply):

- ☐ Streets at Southpoint Mall
- ☐ Carolina Preserve
- ☐ Northwest Cary (NC 55 HWY and US 540)
- ☐ RTP
- ☐ Park West Village Shopping Center (New Target - Chapel Hill Road/James Jackson Avenue)
- ☐ Perimeter Park (Morrisville)
- ☐ Downtown Apex/Beaver Creek Commons Shopping Center
- ☐ Raleigh/Durham International Airport
- ☐ Evans Road
- ☐ Weston Parkway
- ☐ Cary Parkway
- ☐ US 64/Macgregor/Regency Park (Koka Booth Amphitheater)
- ☐ Tryon Village
- ☐ Wake Tech Campus/Millpond Village (Ten Ten Road)
- ☐ NCSU
- ☐ Wake Tech Main Campus (Fayetteville Road)
- ☐ Sports Venues (Wake Med Soccer Park, PNC Arena, USA Baseball, Cary Tennis Park)
- ☐ Middle Creek

33. Which name do you prefer better for fixed route service in Cary?

- ☐ Cary Transit
- ☐ C-Tran

TOWN of CARY

## Cary Transit Fixed Route Customer Satisfaction Survey December 2013

The Town of Cary is seeking your feedback regarding the Fixed-Route Passenger Service Program. This survey should take about 5 minutes to complete and your participation is voluntary. Your responses will remain anonymous.

Please complete this survey regarding Cary Transit's Fixed Route Service Program. The results will be used to ensure that we are meeting your needs and providing a high level of customer service.

By completing this survey, you will help us achieve our mission and better serve your needs. If you choose to participate - and we hope you do - please note that responses are considered public records under state law.



**Thank you for  
your feedback!**

Figure 33: English Survey Handout - Outside



## Comienzo:

1. Indique por favor lo que describe mas mejor :

- ☐ Hombre ☐ Mujer

2. *Escoge por favor la raza que lo describe usted mas mejor :*

- ☐ Indio Americano / Nativo de Alaska  
☐ Asiático  
☐ Nativo de Hawaii / Isleño del Pacifico  
☐ Negro o Africano-Americano  
☐ Hispano o Latino  
☐ Blanco  
☐ Raza Mezclada  
☐ Otra

3. *¿Que tan bien reconoce el idioma del ingles por los medios siguientes? :*

	Muy Bien	Bien	No Muy Bien	Para Nada
Leído	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Escrito	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hablado	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entendido	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. *Indique por favor cual es el grupo que describe mas mejor su edad ?*

- ☐ Under 12 ☐ 45-54  
☐ 13-18 ☐ 55-59  
☐ 19-24 ☐ 60-64  
☐ 25-34 ☐ más de 65  
☐ 35-44

5. *¿Cual es el código postal de su casa?*

6. *¿Cuántas personas viven actualmente en su casa?*

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ más de 6

7. *¿Cuántas personas viviendo en su casa tienen trabajo actualmente?*

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ más de 5

8. *¿Que describe mas mejor el cantidad total del salarios para los que viven en su casa? :*

- ☐ Under \$20,000  
☐ \$20,001—30,000  
☐ \$30,001—60,000  
☐ \$60,001—70,000  
☐ \$70,001—100,000  
☐ Over \$100,000

9. *¿Cuántos carros que funcionar tiene lo en casa?*

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ más de 5

10. *¿Con que frecuencia use usted el Tránsito de Cary?*

- ☐ Frecuentemente (muchas veces por la semana)  
☐ A veces (más que una vez por mes)  
☐ Raramente (uno o menos que una vez por mes)

11. *¿Desde cuando ha estado usar el Tránsito de Cary?*

- ☐ Usador por la primera vez  
☐ Menos que un año  
☐ Uno a dos años  
☐ Tres a cuatro años  
☐ Más de cuatro años

12. *¿De dónde venia antes usando el autobús en hoy?*

- ☐ Trabajo ☐ Escuela (K-12)  
☐ Recreación ☐ Negocios Personal  
☐ Comprando ☐ Universidad  
☐ Restaurante ☐ Médico  
☐ Casa ☐ Otra

13. *¿Se transbordo para estar en esto autobús?*

- ☐ Si ☐ No

14. *¿En su viaje actual, cuántas veces se transborde?*

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ más de 5

15. *¿Si se transborde, de cuál sistema de tránsito se transborde?*

- ☐ Tránsito de Cary ☐ Tránsito de la Univ. de Duke  
☐ Tránsito de NCSU ☐ Tránsito del Triángulo  
☐ Tránsito de Chapel Hill ☐ Tránsito de Durham  
☐ Tránsito del Área Capital ☐ Otra

16. *¿Como llegue al su primer autobús en su viaje actual?*

- ☐ Bicicleta ☐ Manejado  
☐ Dejado por otra persona ☐ Caminado  
☐ Otra

17. *¿A dónde se va ahora?*

- ☐ Trabajo ☐ Escuela (K-12)  
☐ Recreación ☐ Negocios Personal  
☐ Comprando ☐ Universidad  
☐ Restaurante ☐ Médico  
☐ Casa ☐ Otra

18. *¿Se vaya transbordar un otro autobús después de salga esto autobús?*

- ☐ Si ☐ No

19. *¿Si escoja si, cuál sistema de tránsito se vaya transbordar?*

- ☐ Tránsito de Cary ☐ Tránsito de la Univ. de Duke  
☐ Tránsito de NCSU ☐ Tránsito del Triángulo  
☐ Tránsito de Chapel Hill ☐ Tránsito de Durham  
☐ Tránsito del Área Capital ☐ Otra

20. *¿Como llegaria a donde va usted, desde que sale su último autobús en hoy?*

- ☐ Bicicleta ☐ Manejado  
☐ Dejado por otra persona ☐ Caminado  
☐ Otra

21. *¿Como se paga su tarifa del autobús?*

- ☐ \$1 tarifa en efectivo  
☐ Pase del día local de \$2  
☐ Pase del día regional de \$4  
☐ Pase de Discapacitados  
☐ Pase de 5 días  
☐ Pase de 31 días  
☐ Pase "Triangle Go"  
☐ Tarifa gratis para viejos  
☐ Tarifa gratis para niños  
☐ Pase regional de 5 días  
☐ Pase regional de 31 días

22. *¿Cuántos días por semana usa el Tránsito de Cary a los destinos siguientes?*

	1	2	3	4	5	6
Escuela	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trabajo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social/Entrenimiento	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comprando	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Necesidades de Salud	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. Usando una escala del 1-5, que 1 es "contento nada" y 5 es "muy contento", califique por favor los aspectos siguientes de su experiencia con los servicios del Tránsito de Cary (Escoge una por fila.):

Seguridad y comportamiento del conductor	1	2	3	4	5
Sientos seguros en las paradas de autobús	1	2	3	4	5
Sientos y sabios de seguridad en el autobús	1	2	3	4	5
Sientos y sabios de seguridad en las paradas	1	2	3	4	5
Comodo en total	1	2	3	4	5
Tiempo de viaje en total	1	2	3	4	5
El tiempo en total para llegar el autobus	1	2	3	4	5
La frecuencia total de servicio por las rutas	1	2	3	4	5
Las horas total de servicio	1	2	3	4	5
Calidad de información en el autobús	1	2	3	4	5
Costo	1	2	3	4	5

**Dale la vuelta para Continuar...**

Figure 34: Spanish Survey Handout - Inside

24. Usando una escala del 1-5, dónde 1 no es importante y 5 es muy importante, califique por favor los servicios del Tránsito de Cary. (Escriba una por fila) :

Más servicio de medio día (de 10 am a 3 pm)

1 2 3 4 5

Más servicios por la noche

1 2 3 4 5

Más servicios de 6-9 am y 3-8 pm

1 2 3 4 5

Autobuses más grandes y cómodos

1 2 3 4 5

Internet en los autobuses

1 2 3 4 5

Servicio Directo a Crossroads y Cary Towne Center por el Cary Depot

1 2 3 4 5

Autobuses Directos

1 2 3 4 5

Rutas Nuevas

1 2 3 4 5

Más Refugios

1 2 3 4 5

Más Banquetas

1 2 3 4 5

Servicio en Domingo

1 2 3 4 5

Actuación más puntual

1 2 3 4 5

25. ¿Como lo prefiere recibir información del Tránsito de Cary? (Escriba hasta 3 métodos por favor)

- ☐ En las paradas principales
- ☐ Por teléfono / teléfono celular
- ☐ Alertas por Correos Electrónicos
- ☐ Facebook
- ☐ Adentro del autobús
- ☐ Por correo Bud Newsletter
- ☐ periódico o revista
- ☐ horarios imprimidos
- ☐ mensaje electrónica
- ☐ Twitter
- ☐ Pagina del Web
- ☐ información de otras personas
- ☐ en el trabajo
- ☐ Otra

26. ¿Cuántos días por la semana le gustaría ir en el Tránsito de Cary a los destinos siguientes, si el servicio se extiende hasta las 11 pm (indique por favor el número de días por la semana para cada destino)

	1	2	3	4	5	6
Escuela	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trabajo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social/ Entretenimiento	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comprando	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Necesidades de Salud	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

27. ¿Para necesidades de empleo, actual o potencial, cuál extensión de horas sería mejor para usted a usar el Tránsito de Cary? (Escriba solamente la hora más tarde para que usted a llegar a su casa de trabajo)

- ☐ 9p.m. ☐ 10p.m. ☐ 11p.m. ☐ Medianoche
- ☐ Las horas actuales están bien para mí

28. ¿El Tránsito de Cary no opera en los domingos actualmente. Si el Tránsito de Cary se operara en los domingos, cuales horas pueden satisfacer mas mejor sus necesidades?

- ☐ 10 a.m. to 4 p.m. ☐ 9 a.m. to 6 p.m.
- ☐ 10 a.m. to 6 p.m. ☐ 6 a.m. to 8 p.m.
- ☐ 9 a.m. to 4 p.m. ☐ No importa

29. ¿Si Tránsito de Cary tenía una ruta nueva con servicio directo del Depot (el estación de tren) al Cary Towne Center Mall y Crossroads Centre de Compras, lo usaria?

- ☐ Si ☐ No

30. ¿Usted posee o tiene acceso a un teléfono inteligente?

- ☐ Si, poseer y utilizar un teléfono inteligente
- ☐ Si, soy dueño, pero no uso un teléfono inteligente
- ☐ Si, tengo acceso a un teléfono inteligente, pero no tengo uno
- ☐ No, yo no tengo acceso ni poseo un teléfono inteligente

31. ¿Tan frecuentemente usa usted GoLive (TransLoc), la característica tiempo-verdadero para teléfonos inteligentes y mensajes electrónicos para saber dónde está su autobús y cuando le llegara a la parada?

- ☐ Nunca oído de GoLive
- ☐ Menos de una vez por el mes
- ☐ Una vez por la semana
- ☐ Unos pocos días por la semana
- ☐ Todos los días

32. Escogen por favor las tres áreas más importantes a usted que el Tránsito de Cary no tiene servicio actualmente, pero siente que debería una prioridad. (Escogen todas las que aplican):

- ☐ Streets at Southpoint Mall
- ☐ Carolina Preserve
- ☐ Northwest Cary (NC 55 HWY and US 540)
- ☐ RTP
- ☐ Park West Village Shopping Center (New Target - Chapel Hill Road/James Jackson Avenue)
- ☐ Perimeter Park (Morrisville)
- ☐ Downtown Apex/Beaver Creek Commons Shopping Center
- ☐ Raleigh/Durham International Airport
- ☐ Evans Road
- ☐ Weston Parkway
- ☐ Cary Parkway
- ☐ US 64/Macgregor/Regency Park (Koka Booth Amphitheater)
- ☐ Tryon Village
- ☐ Wake Tech Campus/Millpond Village (Ten Ten Road)
- ☐ NCSU
- ☐ Wake Tech Main Campus (Fayetteville Road)
- ☐ Sports Venues (Wake Med Soccer Park, PNC Arena, USA Baseball, Cary Tennis Park)
- ☐ Middle Creek

33. ¿Cual nombre lo prefiere mas para servicio de ruta-permanente en Cary?

- ☐ Cary Transit ☐ C-Tran

**Gracias por sus comentarios**

**TOWN of CARY**

## **Tránsito de Cary Ruta Fija Encuesta de Satisfacción del Cliente diciembre 2013**

La ciudad de Cary está buscando sus comentarios sobre el programa de servicio de pasajeros de ruta fija. Esta encuesta debe tomar alrededor de 5 minutos para completar y su participación es voluntaria. Sus respuestas serán anónimas.

Por favor complete esta encuesta sobre el Programa de Servicio de Ruta Fija de Cary Transit. Los resultados se utilizarán para asegurar que estamos cumpliendo con sus necesidades y ofrecer un alto nivel de servicio al cliente.

Al completar esta encuesta, nos ayudará a lograr nuestra misión y servir mejor a sus necesidades. Si decide participar - y esperamos que usted lo hace - por favor tenga en cuenta que las respuestas se consideran registros públicos bajo la ley estatal.



Figure 35: Spanish Survey Handout - Outside





# Flier Sample: New Fares Effective January 27, 2014



## Fixed Route

Fixed Route Fare Type	New Fares	
	Regular	Discount*
Local Cash Fare	\$ 1.25	\$ 0.60
Local Day Pass	\$ 2.50	\$ 1.25
Weekly Pass	\$12.00	\$ 6.00
Local 31-Day Pass	\$45.00	\$22.50

\*Discounts for seniors or disabled with C-Tran ID or US Medicare Card

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**NEW Fixed Route VALUE CARD: Ask the driver for a Value Card transaction – pay \$20.00 and receive a \$25.00 Value Card!**

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## Door-To-Door

Adjusted Proposal via Public Feedback New Fares January 27, 2014		
Level of Service		Fare
Tier I		\$2.50
Tier II		\$4.00
Tier II Discount (10 a.m. – 3 p.m.)		\$3.00
Tier III - Geography Based	Apex	\$6.00
	Morrisville	\$6.00
	Raleigh	\$7.00
	Raleigh + 10 Miles	\$8.00
	Raleigh +15 Miles	\$9.00
	Durham	\$8.00
	Chapel Hill	\$9.00

\*Tier I fares will increase by \$0.50 in 2015, in accordance with FTA/ADA guidelines – Door-to-Door fares must not be more than double the fixed-route one-way fare; Tier II discount will also be discontinued in 2015.