

Regional Transit Community Survey Questionnaire, 2006

SECTION A: INTRO, AWARENESS AND CURRENT USE OF RT

Hello, We are conducting a survey in the Greater Sacramento Metropolitan Area about community issues. My name is..... , and I am with CJI Research, a professional market research firm. I assure you we are not selling anything, we are strictly interested in your opinions. May I speak with the person in your household eighteen or older who had the most recent birthday? **[IF THAT PERSON IS NOT AVAILABLE, ASK FOR ANOTHER ADULT 18 OR OLDER]**

- 1 Interviewer indicate gender by observation
 - (1) Male
 - (2) Female

- 2 To protect your privacy please do ***not*** give us an address, but would you tell us whether you live inside or outside the city boundaries of Sacramento?
 - (1) Inside
 - (2) Outside
 - (3) Not sure
 - (a) And what is the zip code there? ____ _
 - If don't know zip code** What is the name of the area?
 - (1) City of Sacramento
 - (2) Folsom
 - (3) Rancho Cordova
 - (4) Citrus Heights
 - (5) Elk Grove
 - (6) Unincorporated County Area

- 3 As you may know, the transit system in Sacramento is called Regional Transit, or RT for short. In the past year have you ever used Sacramento Regional Transit buses, neighborhood ride shuttles or light rail? (mark all that apply)
 - (1) Bus
 - (2) Light Rail
 - (3) Neighborhood Ride
 - (4) Both rail and bus equally
 - (5) All three (rail, bus, Neighborhood Ride) equally
 - (6) No (6)
 - (7) REF **[TERMINATE 1]**

- 4 Which have you used more often?
 - (1) Bus
 - (2) Light Rail
 - (3) Neighborhood Ride
 - (4) [VOL] Bus and Rail equally
 - (5) [VOL] All three (rail, bus, Neighborhood Ride) equally

- 5 **[ASK IF Q3 ≠ 6]** Have you used Regional Transit once a month or more, just occasionally, or just once or twice in the past year?
- (1) Once a month or more **[THIS IS A RIDER; CODE ITEM 8 = 1 AND THEN CONTINUE AS APPROPRIATE FOR RIDERS WITH Q10]**
 - (2) Just occasionally (6)
 - (3) Just once or twice (6)
 - (4) Do not recall (6)

SECTION B: POTENTIAL TO USE TRANSIT AND TRAVEL CHARACTERISTICS

- 6 Thinking about the local trip you make most often, whether for commuting or other purposes, are there circumstances in which you could see yourself using the bus or light rail on a regular basis, at least once a month or more?
- (1) There are/could be circumstances under which respondent can see herself/himself using one of these options (a)
 - (2) No circumstances under which respondent can see herself/himself using one of these options(7)
 - (3) REF **[TERMINATE4]**
- (a) Which of the following means of transportation would you most likely use?
[READ RESPONSES]
- (1) Bus **[POTENTIAL RIDER; CODE ITEM 8 = 2 AND CONTINUE AS APPROPRIATE FOR POTENTIAL RIDER]**
 - (2) Light Rail **[POTENTIAL RIDER; CODE ITEM 8 = 2 AND CONTINUE AS APPROPRIATE FOR POTENTIAL RIDER]**
 - (3) **Bus and rail equally [POTENTIAL RIDER; CODE ITEM 8 = 2 AND CONTINUE AS APPROPRIATE FOR POTENTIAL RIDER]**
 - (4) **Bus, rail, neighborhood ride equally [POTENTIAL RIDER; CODE ITEM 8 = 2 AND CONTINUE AS APPROPRIATE FOR POTENTIAL RIDER]**
- 7 **[IF CODE 2 IN Q6:]** *I know you just said you could not see yourself using public transportation regularly, but local transit services available now could change...Let's say that Regional Transit service came within a block or two of your home, ran frequently, and ran directly to within a block or two of where you need to go anywhere in the Greater Sacramento area. Thinking realistically, how likely would you be to use Regional Transit once a month or more -- very likely, somewhat likely, not very likely, or definitely would not?*
- (1) Very likely (a)
 - (2) Somewhat likely (a)
 - (3) Not very likely **[NON-USER OF TRANSIT; CODE ITEM 8 = 3 AND CONTINUE AS APPROPRIATE FOR A NON-USER]**
 - (4) Definitely would not **[NON-USER OF TRANSIT; CODE ITEM 8 = 3 AND CONTINUE AS APPROPRIATE FOR A NON-USER]**
 - (5) Couldn't -- need car at work **[NON-USER OF TRANSIT; CODE ITEM 8 = 3 AND CONTINUE AS APPROPRIATE FOR A NON-USER]**
 - (6) Couldn't -- other problem would prevent it **[NON-USER OF TRANSIT; CODE ITEM 8 = 3 AND CONTINUE AS APPROPRIATE FOR A NON-USER]**

(7) Not sure **[NON-USER OF TRANSIT; CODE ITEM 8 = 3 AND CONTINUE AS APPROPRIATE FOR A NON-USER]**

(8) REF **[TERMINATE5]**

(a) Which of the following means of transportation would you most likely use?

[READ RESPONSES]

- (1) Bus **[POTENTIAL RIDER; CODE ITEM 8 = 2 AND CONTINUE AS APPROPRIATE FOR POTENTIAL RIDER]**
- (2) Light Rail **[POTENTIAL RIDER; CODE ITEM 8 = 2 AND CONTINUE AS APPROPRIATE FOR POTENTIAL RIDER]**
- (3) Neighborhood Ride Shuttle **[POTENTIAL RIDER; CODE ITEM 8 = 2 AND CONTINUE AS APPROPRIATE FOR POTENTIAL RIDER]**
- (4) Bus and rail equally **[POTENTIAL RIDER; CODE ITEM 8 = 2 AND CONTINUE AS APPROPRIATE FOR POTENTIAL RIDER]**
- (5) Bus, rail, neighborhood ride equally **[POTENTIAL RIDER; CODE ITEM 8 = 2 AND CONTINUE AS APPROPRIATE FOR POTENTIAL RIDER]**

8 AT THIS POINT AUTOMATICALLY CATEGORIZE THE RESPONDENT FOR FURTHER SKIPS. IN TERMS OF TRANSIT USE, THIS IS A

- (1) TRANSIT RIDER (10)**
- (2) POTENTIAL TRANSIT USER (9)**
- (3) NON-USER OF TRANSIT (9)**

9 [ASK IF CATEGORIZATION ITEM 8 = 2 or 3] Are you familiar with where the bus or light rail stop is that is closest to your home?

- (1) Yes (10)
- (2) No – not sure where it is (12)

10 Is the bus or light rail stop nearest to your home in walking distance or would you have to drive or get a ride there?

- (1) Walking distance
- (2) Drive
- (3) Get a ride
- (4) Not sure

11 How many minutes does it take you to get there?

_____ Minutes 8888=Not sure

12 Does anyone else in your household regularly use public buses, light rail or Neighborhood Ride? [IF MUTLIPLE USERS, COMBINE ANSWERS] [if asked, regularly=once a month or more]

- (1) Bus
- (2) Light rail
- (3) Neighborhood Ride
- (4) Combination
- (5) Neither

(6) Not sure

13 Are you a student in either a local college or high school? (IF SO, ASK WHETHER IT IS HS OR COL]

- (1) Not a student
- (2) High school
- (3) College
- (4) REF

14 Are you presently employed, a homemaker, retired, unemployed? **[INSERT "ALSO" IF RESPONDENT IS A HIGH SCHOOL OR COLLEGE STUDENT]**

- (1) employed outside your home **[THIS IS A COMMUTER; CODE ITEM 15= 1 AND CONTINUE WITH Q16]**
- (2) employed in your home **[THIS IS A NON-COMMUTER; CODE ITEM 15=2 AND CONTINUE WITH Q17]**
- (3) homemaker **[THIS IS A NON-COMMUTER; CODE ITEM 15=2 AND CONTINUE WITH Q17]**
- (4) retired **[THIS IS A NON-COMMUTER; CODE ITEM 15=2 AND CONTINUE WITH Q17]**
- (5) unemployed **[THIS IS A NON-COMMUTER; CODE ITEM 15=2 AND CONTINUE WITH Q17]**
- (6) student only **[THIS IS A COMMUTER; CODE ITEM 15= 1 AND CONTINUE WITH Q16]**
- (7) Other **[TRY TO CATEGORIZE IN ONE OF THE ABOVE BEFORE ACCEPTING. THEN CODE ITEM 15 AS INDICATED. IF THE PERSON CANNOT BE CATEGORIZED, CODE AS NON-COMMUTER. I.E. ITEM 15=2]**
- (8) REF **[TERMINATE 6A]**

15 AUTOMATICALLY CODE THIS PERSON AS A

- (1) COMMUTER (16)**
- (2) NON-COMMUTER (17)**

16 **[COMMUTERS ONLY]** How do you commute to [work / school], do you drive alone, take another adult along, get a ride with others in a car pool or a van-pool, or do you go by public transit, walk, bicycle, or how?

- (1) Drive alone (including by car, motorcycle, motor scooter, truck) (18)
- (2) Drive, taking another adult along (18)
- (3) Get a ride with others / car-pool (18)
- (4) Van-pool (18)
- (5) Public transit (18)
- (6) Walk (18)
- (7) Bicycle (18)
- (8) REF **[TERMINATE 6B]**

17 **[NON-COMMUTERS ONLY]** For the local trip you make most frequently in the Greater Sacramento area, do you most often drive alone, take other adults along, get a ride with other people in a car pool or a van-pool, or do you go by public transit, walk, bicycle, or how?

- (1) Drive alone (including by car, motorcycle, motor scooter, truck)
- (2) Drive, taking other adults along

- (3) Get a ride with others / car-pool
- (4) van-pool
- (5) public transit
- (6) walk
- (7) bicycle
- (8) REF [TERMINATE7]

18 [When you / If you] make that specific trip by car, about how long does it normally take one-way?

_____ minutes
8888 = Not sure

19 If you were to make that specific trip by public transit , about how long do you think it would normally take one-way?

_____ minutes
8888 = Not sure

20 How would you complete this sentence? Public transportation is:

- (1) An option only when you don't have a car or can't get a ride
- (2) A good alternative to driving for some trips
- (3) My preferred mode of transportation
- (4) [VOL] Never an option

SECTION C: MODAL CHOICE FACTORS

Whether we think about it deliberately or not, we all make decisions about using a car versus another form of transportation. How important are each of the following issues in deciding between using a car or public transit for your usual local trips? Please tell if each one I read to you is extremely important, very important, only somewhat important, or not important.

Now tell me which does better on that factor...a private car, the light rail system or public buses?

ROTATE ITEMS 21THROUGH 29	Extremely important	Very important	Some what important	Not important	(VOL) Not sure	Which does better?
21 overall convenience	4	3	2	1	8	Car Rail Bus
22 the time it takes to reach your destination	4	3	2	1	8	Car Rail Bus
23 reliability of getting where you need to go on time	4	3	2	1	8	Car Rail Bus
24 sense of personal safety	4	3	2	1	8	Car Rail Bus
25 sense of independence	4	3	2	1	8	Car Rail Bus
26 overall cost	4	3	2	1	8	Car Rail Bus
27 overall stress and hassle	4	3	2	1	8	Car Rail Bus
28 helping air quality in the local environment	4	3	2	1	8	Car Rail Bus
29 making good use of your time	4	3	2	1	8	Car Rail Bus

- 30 People talk a lot about traffic congestion getting worse. Are you experiencing more traffic congestion and delays now than a year or two ago?
- (1) Yes (31)
 - (2) No (32)
 - (3) DK (32)
- 31 Have you made any change in your transportation mode or habits in response to increased traffic congestion?
- (1) Yes (a)
 - (2) No
 - (3) DK
 - (a) In what way have you change your transportation habits?
 - (1) Changed the route I use
 - (2) Changed the time of day I travel
 - (3) Changed where I live, work or shop
 - (4) Use the bus or light rail for some trips
 - (5) Combine trips
 - (6) Carpool or share rides with others
 - (7) Bike
 - (8) Walk
 - (9) Eliminate some trips
 - (10) Other
 - (11) Don't Know
- 32 Gas prices have risen sharply in the past year. Have you in any way changed your transportation habits because of higher gas prices?
- (1) Yes (a)
 - (2) No (33)
 - (a) In what way have you changed your transportation mode or habits? (Choose all that apply) **[READ LIST]**
 - (1) Use the bus or light rail for some trips
 - (2) Combine trips
 - (3) Carpool or share rides with others
 - (4) Bike
 - (5) Walk
 - (6) Eliminate some trips
 - (7) Gotten a more fuel efficient vehicle
 - (8) Other
- 33 If gas prices remain go above **\$3.25** per gallon and remain that high for the next year, do you think that you will change your transportation mode or habits in any way?
- (1) Yes (a)
 - (2) No (Intro to 34)
 - (a) In what way would you most likely change your transportation mode or habits? (Choose one)
 - (1) Use the bus or light rail for some trips
 - (2) Combine trips

- (3) Carpool or share rides with others
- (4) Bike
- (5) Walk
- (6) Eliminate some trips
- (7) Get a more fuel efficient vehicle
- (8) Other
- (9) Don't Know

SECTION D: SPECIFIC MOTIVATORS

**[ASK IF ITEM 8 = 2 OR 3 – I.E. POTENTIAL RIDERS AND NON-TRANSIT USERS ONLY]
[IF ITEM 8 = 1 SKIP TO Q50]**

INTRODUCTIONS FOR THE NEXT SERIES FOR QUESTIONS

[INTRO FOR POTENTIAL RIDERS Q8=2:] Sacramento Regional Transit is working to improve public transit services. I would like to know very realistically, whether, on a regular basis such as once a month or more, each of these improvements would make you decide **definitely** to use Sacramento Regional Transit, **very likely** to use the Sacramento Regional Transit, **a little more likely**, or if it would **make no difference** in whether you use Sacramento Regional Transit?

[DEFINITE NON-RIDERS, USE THIS INTRO Q8=3:] Even though you are very unlikely to use Sacramento Regional Transit, I'd like to know how appealing certain service improvements would be to you if you ever considered using the bus or light rail. I would like to know very realistically, whether on a regular basis such as once a month or more, each of these improvements would make you decide **definitely** to use Sacramento Regional Transit, **very likely** to use Sacramento Regional Transit, **a little more likely**, or if it would **make no difference** in whether you use Sacramento Regional Transit?

	Definitely would use	Very likely to use	A little more likely to use	Would make no difference	Not sure
34 [DO NOT ASK IF Q18 = 8888 / SKIP TO Q35] Service that takes only ___ minutes longer than your usual car trip (ASK HALF SAMPLE .4 AND HALF SAMPLE .6 / FORMULA = Q18 * .4 OR Q18 * .6)	1	2	3	4	5
35 [ONLY IF RESPONDENT IS A WORKER-COMMUTER answered Code 1 to Q14] If your employer paid part of your transit fare	1	2	3	4	5
36 More transit stops with shelters, lighting and other comfort features	1	2	3	4	5
37 A higher level of security at transit centers and light rail stations	1	2	3	4	5
38 Access to real time information about arrival and departure times for buses and trains	1	2	3	4	5

39	A guaranteed ride home in an emergency, for times when you have used transit to get to work or school and have an unexpected need to get home immediately.	1	2	3	4	5
40	Rail and/or bus service that ran late at night.	1	2	3	4	5
a. How late? _____ AM PM						
41	Express or limited stop bus and train service that made longer trips faster.	1	2	3	4	5
42	Neighborhood circulator service that you could call to pick you up at your home and take you to nearby destinations or to a bus or rail station.	1	2	3	4	5
43	Wireless internet service on light rail cars and express buses	1	2	3	4	5
44	Easy-to-use automated trip planning on the internet that would show you exactly how to use public transit to get from where you are to where you want to go	1	2	3	4	5
45	If RT guaranteed that the bus or train would always be there within 5 minutes of the scheduled time.	1	2	3	4	5
46	Buses and trains that ran every 15 minutes throughout the weekday	1	2	3	4	5
47	Buses and trains that ran more often on weekends.	1	2	3	4	5
48	A level of security that would insure that you wouldn't be bothered by the bad behavior of other passengers.	1	2	3	4	5
49	Being able to get to and from all major destinations throughout the metro area with no more than one transfer.	1	2	3	4	5

SECTION E: FUNDING PERCEPTIONS

50 In the Sacramento region a small percentage of local sales tax is used to help operate light rail, buses and other transportation services such as Paratransit. Were you aware that sales tax revenue is used to help operate the local transit services, before I just mentioned it?

- (1) Yes
- (2) No
- (3) Not sure

51 How well do you think Sacramento Regional Transit does as a tax-supported public agency in providing a quality service that a good value for the community? Does it do an excellent job, a good job, a fair job, or a poor job?

- (1) excellent job
- (2) a good job
- (3) a fair job
- (4) or a poor job
- (5) Not sure

Now I'd like to ask about some public issues in the Sacramento region. First, please tell me how strongly do you agree or disagree with the following statements. Do you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with that statement that....

[ROTATE ORDER OF QUESTIONS 52-53]

52 In the near future, I would support a ballot measure which would provide additional tax funding for increased rail and bus transit service.

- (1) agree strongly
- (2) agree somewhat
- (3) disagree somewhat
- (4) disagree strongly
- (5) Not sure

53 I would support a ballot measure which would provide additional tax funding for a combination of public transit and streets and roads improvements.

- (1) agree strongly
- (2) agree somewhat
- (3) disagree somewhat
- (4) disagree strongly
- (5) Not sure

54 Any new funding for transportation in the Sacramento area should be used only to improve streets and roads, instead of more public transportation

- (1) agree strongly
- (2) agree somewhat
- (3) disagree somewhat
- (4) disagree strongly
- (5) Not sure

[ROTATE ORDER OF QUESTIONS

55 Additional bus and rail service would reduce traffic congestion

- (1) agree strongly
- (2) agree somewhat
- (3) disagree somewhat
- (4) disagree strongly
- (5) Not sure

56 Additional bus and rail service would be useful for the elderly and people with disabilities

- (1) agree strongly
- (2) agree somewhat
- (3) disagree somewhat
- (4) disagree strongly
- (5) Not sure

57 Additional bus and rail service would be useful for youths and college students

- (1) agree strongly
- (2) agree somewhat

(3) disagree somewhat (4) disagree strongly (5) Not sure

58 Additional bus and rail service would reduce air pollution

(1) agree strongly (2) agree somewhat
(3) disagree somewhat (4) disagree strongly (5) Not sure

59 Additional bus and rail service would provide a useful alternative way to get around for you or your family

(1) agree strongly (2) agree somewhat
(3) disagree somewhat (4) disagree strongly (5) Not sure

60 Additional bus and rail service is important because it would help people who want to work but can't afford a car to commute.

(1) agree strongly (2) agree somewhat
(3) disagree somewhat (4) disagree strongly (5) Not sure

SECTION F: COMMUNICATIONS & DEMOGRAPHICS

- 61 **[ASK ONLY IF Q16 AND 17 ≠ 1 OR 2]** Do you have a working car, truck, or motorcycle available for your use on most days?
- (1) Yes
 - (2) No
 - (3) REF
- 62 Do you access the Internet on a regular basis (once a week or more)?
- (1) Yes
 - (2) No
 - (3) REF
- 63 Have you ever visited the Sacramento Regional Transit website?
- (1) Yes
 - (2) No
 - (3) REF
-

[QUESTIONS 64 THROUGH 69 ARE TO BE ASKED ONLY IF THE RESPONDENT IS EMPLOYED OUTSIDE THE HOME – I.E. Q14 = 1; OTHERS SKIP TO 70]

- 64 Are you employed by the state of California?
- (1) Yes
 - (2) No
 - (3) Refused
- 65 Does your employer offer a transit subsidy...that is do they pay part or all of the cost of a transit pass, if you use transit to commute to work?
- (1) Yes (a)
 - (2) No (66)
 - (3) Don't know (66)
 - (a) How much is the subsidy per month?
 - (1) The full price of the pass
 - (2) Up to \$_____
 - (3) Don't know
 - (4) REF
- 66 **[ASK Q66 TO 68 IF Q61=1; OTHERWISE SKIP TO Q69]** Does your job require you to use your own car during the work day for work purposes and not just for commuting and personal errands?
- (1) Yes
 - (2) No
 - (3) REF
- 67 Is there any other reason you would need to take your car to work such as having to drop children off at day care or school, or having other daily chores that require you to use your own car during the work day?

- (1) Yes
- (2) No
- (3) REF

68 Does your employer offer free or subsidized parking at your work place?

- (1) No
- (2) Free
- (3) Subsidized
- (4) REF

69 Are you required to work regularly on one or both days of the weekend, not at home, but at your job-site?

- (1) Yes
- (2) No
- (3) REF

70 **[STUDENTS ONLY: ASK IF ITEM 13 = 2 OR 3]** Does your college or school offer a transit subsidy...that is do they pay part or all of the cost of a transit pass, if you use transit to commute to school?

- (1) Yes
- (2) No
- (3) Don't know

71 In what year were you born? 19_____ (9999=Refused)

72 Do you consider yourself to be in one or more of the following ethnic groups?

- (1) African American
- (2) Hispanic
- (3) Caucasian
- (4) Asian
- (5) Native American Indian
- (6) Pacific Islander
- (7) Other
- (8) Refused

73 What is the highest education level you have attained so far?

- (1) Elementary school through sixth grade
- (2) High School diploma
- (3) Some college courses, but not a degree
- (4) Two year college degree
- (5) Four year college degree
- (6) Graduate level education
- (7) Refused

74 Are you registered to vote in Sacramento County?

- (1) Yes
- (2) No
- (3) Not Sure

75 And the final question, which of the following groups does your total annual household income fall into?

- (1) Less than \$10,000
- (2) \$10,000 to \$19,999
- (3) \$20,000 to \$29,999
- (4) \$30,000 to \$39,999
- (5) \$40,000 to \$49,999
- (6) \$50,000 to \$59,999
- (7) \$60,000 to \$69,999
- (8) \$70,000 to \$79,999
- (9) \$80,000 to \$89,000
- (10) \$90,000 to \$99,999
- (11) \$100,000 or more
- (12) REFUSED