



We'll Get You There

SR 520 On-Board Intercept Survey Report: Spring Post Tolling

King County Metro
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Prepared for:
King County Department of Transportation
Metro Transit Division

By:
Gilmore Research

Background & Purpose

- King County Metro is one partner in the Lake Washington Urban Partnership (LWUP), a group that is working together to improve traffic flow, address congestion and increase safety on SR 520 and I-90 in the Seattle area.

- As a function of its role within the LWUP, King County Metro contracted with Gilmore Research Group to conduct intercept surveys with Metro riders onboard buses riding across SR 520 prior to tolling and after tolling began. Because Sound Transit provides a good volume of bus service across SR 520, intercept surveys with Sound Transit riders were also included in the scope of the work contract.

- Primary research objectives include:
 - Monitor changes in transit ridership due to service changes, tolling and service improvements
 - Determine why ridership has changed
 - Determine trip purpose
 - Measure satisfaction with transit elements and overall satisfaction
 - Gather trip origin and destination information
 - Collect information about rider demographics

Methodology – Post Tolling

- Intercept surveys were conducted with riders on both King County Metro bus routes and Sound Transit bus routes.
 - Surveys were conducted on both weekdays and on Saturdays from May 1st to June 7th, 2012 and began each day around 6:00 am and concluded around 9:00 am.
 - ◆ *Six shifts were also conducted midday from 9 am to 1 pm.*
 - 1,138 surveys were completed by Metro riders on 13 routes.
 - 887 were completed by Sound Transit riders on 5 Sound Transit routes.

- Riders were given the option of completing a survey on-board or completing the survey at a later time and mailing it back to King County Metro, or receiving a postcard with a URL where they could complete the survey online.
 - 181 surveys were completed by mail (130 Metro riders and 51 Sound Transit riders).

- Response rates varied considerably by route.
 - Metro routes response rates ranged from 34% (Route 257) to 80% for 3 routes (Routes 265, 277 and 252).
 - Sound Transit response rates ranged from 56% (Route 555) to 70% (Route 556).

Analyst Notations for the Report

- Analysis of the database by Metro staff determined that an imbalance of respondents by route and time of day occurred because of the convenience sampling used in the study. Metro staff provided a weighting scheme to compensate for this imbalance, thereby better approximating the total population of passengers crossing the SR 520 bridge on Mon-Fri from 5:40 am to 1:30 pm, and Saturdays from 9:00 am to 1:30 pm.
- The questionnaire for Pre Tolling and Post Tolling differed slightly as a few questions were added and a few were removed. Throughout this report, the question numbers at the bottom of each page refer to the question number on the most recent questionnaire, the Post Tolling version.
- Differentiating between the two studies:
 - Pre Tolling refers to the first wave of the study conducted in Spring of 2011 before tolling began on the 520 bridge. Throughout the report, Pre-w refers to Pre Tolling weighted data and Pre-unw refers to Pre Tolling unweighted data.
 - Post Tolling refers to the second wave of the study conducted in Spring of 2012 after tolling began on the 520 bridge. Throughout the report, Post-w refers to Post Tolling weighted data and Post-unw refers to Post Tolling unweighted data.
- Survey responses were entered into an electronic database and verified for quality of entry.
- Sections of this report may feature graphs that do not add to 100% due to rounding at 0.5. Additionally, some graphs may not display value labels for very small bar segments (segments of 1%).
- Statistically significant differences noted between mean scores and response proportions are referred to as *significant differences* throughout this report.

Key Findings – Total Respondents

- Overall, there were only a few significant differences noted between the pre- and post- tolling studies. The demographics and ridership behavior is similar in each of the samples.

- The following are significant differences found after tolling began:
 - Respondents are more likely to ride this bus to *save money* after tolling began (41% vs. 36% before tolling).
 - Riders are less likely to cite riding this bus to *avoid traffic* (16% vs. 21%).
 - More respondents have a car available to them for the trip (72% vs. 66%).
 - Employers or schools are more likely to pay all or part of bus fare (72% vs. 57%).
 - Satisfaction with the *value of services for price* increased (4.25 mean vs. 4.17).
 - Satisfaction decreased with *on-time performance* (4.14 vs. 4.24), *availability of seats* (3.74 vs. 3.93), and *parking availability at Park and Ride* (3.57 vs. 3.78).
 - Satisfaction with Metro increased (4.03 vs. 3.94).

- Overall, 47% of respondents feel their commute has become faster since tolling began and overall satisfaction with this bus service has not been affected.

Key Findings – Total Respondents

- **Origins and Destinations:** Metro respondents were much more likely to specify locations in East King County as points of origin for their bus trip (60%) than areas in other regions of King County. They named Kirkland (22%) and Redmond (20%) as starting places more often than anywhere else. For trip destinations, East King County (40%) and Downtown Seattle (34%) were mentioned most often. The Downtown Core and University District were each specified as a destination for just under one-quarter (23% each) of riders.
- **Primary Purpose of the Trip:** Three out of four (76%) riders indicated *work* as the primary purpose for riding this bus across SR 520 and 14% mentioned *school*.
- **Main Reason for Using this bus:** *Saving money* surfaced more often than other survey options as main reasons for riding this bus (41%), followed by *don't drive/don't own a car* (21%), *more convenient than car* (20%), and *expensive, limited parking* (18%).
- **Frequency and Length of Time Riding the Route:** 78% indicated that they ride 4 to 5 days a week, and 61% said they have been riders for at least 1 year, which includes 18% who have been riders longer than 5 years.
- **Prior Method of Making the Trip:** 47% of respondents indicated that they have *always made the trip* across SR 520 by bus, but 28% indicated that before they *drove alone* and 12% indicated that they *rode another bus*.

Key Findings – Total Respondents

- **Boarding this bus:** Just over half of the respondents (53%) boarded their buses at bus stops, 29% departed from Park & Rides and 18% got on at a Transit Center. Three-quarters (72%) said they had automobiles available to make the trip.
- **Method of Arrival at the Stop Location:** Respondents indicated that they *drove by themselves and parked* (32%) nearly as often as they specified they that they *walked to the stop locations* (38%).
- **Bus Fare Payment:** Offered six options from which to choose the method they normally use to pay bus fares, 73% marked ORCA Pass (including UPASS) and 13% marked ORCA e/purse.
- **Employer/School Fare Payments:** Most riders (72%) indicated that their employer or school pays some or all of their bus passes, a significantly higher percentage than before tolling began (57%).
- **Influence of Tolls:** 19% of respondents started riding this bus after tolling began and 30% of all riders said the tolling on SR 520 influenced them to ride this bus.
- **Real-Time Signs:** Two out of five riders recalled seeing a real-time bus arrival information sign at their bus stop (39%). The majority of these riders find this information at least somewhat useful (94%) and easy to understand (97%).
- **11 Service Ratings:** A complete summary of bus service ratings is provided in a separate upcoming section of this report.

Neighborhoods of Origin and Destination - Total

■ Top Origins Overall:

- Kirkland (22%)
- Redmond (20%)
- Downtown Bellevue (8%)
- University District (7%)

■ Top Destinations Overall:

- Downtown Core (23%)
- University District (23%)
- Redmond (16%)
- Downtown Bellevue (12%)

More respondents named neighborhoods in East King County as origins than as destinations (60% v. 40%).

Areas of North King County were named more often as destination neighborhoods than neighborhoods of origin (25% compared to 18%).

Nearly twice as many named areas in and surrounding Downtown Seattle as trip destinations than as origins for trips (34% v. 18%).

Neighborhoods in South County were listed as origins and destinations very infrequently.

	Origin		Destination	
	Pre Toll	Post Toll	Pre Toll	Post Toll
East King County	64%	60%	35%	40%
Kirkland	22	22	8	6
Redmond	20	20	12	16
Bellevue				
Downtown	7	8	10	12
Overlake	4	2	2	4
Woodinville	3	2	<1	<1
Crossroads	2	1	<1	<1
Eastgate	2	2	1	1
Issaquah	2	2	<1	<1
Bothell	1	2	<1	<1
Other East King County	3	2	<1	1

	Origin		Destination	
	Pre Toll	Post Toll	Pre Toll	Post Toll
North King County	17%	18%	24%	25%
University District	6	7	21	23
Ballard	2	1	1	<1
Northgate	2	2	<1	<1
Shoreline	1	1	<1	-
Greenlake	1	1	<1	<1
Fremont	1	1	-	<1
North Seattle	1	2	<1	<1
University Village	1	2	1	1
Wallingford	1	<1	-	-
Other North King County	1	2	<1	<1

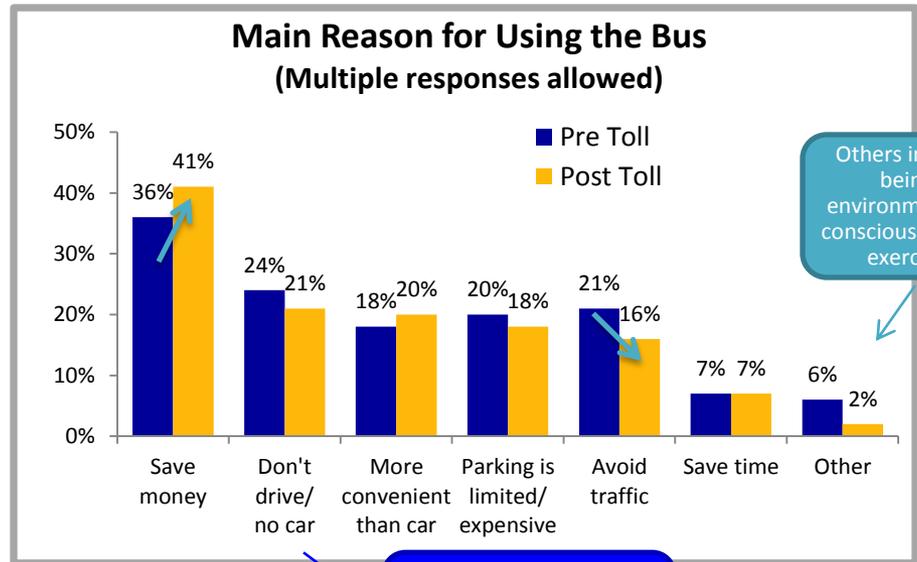
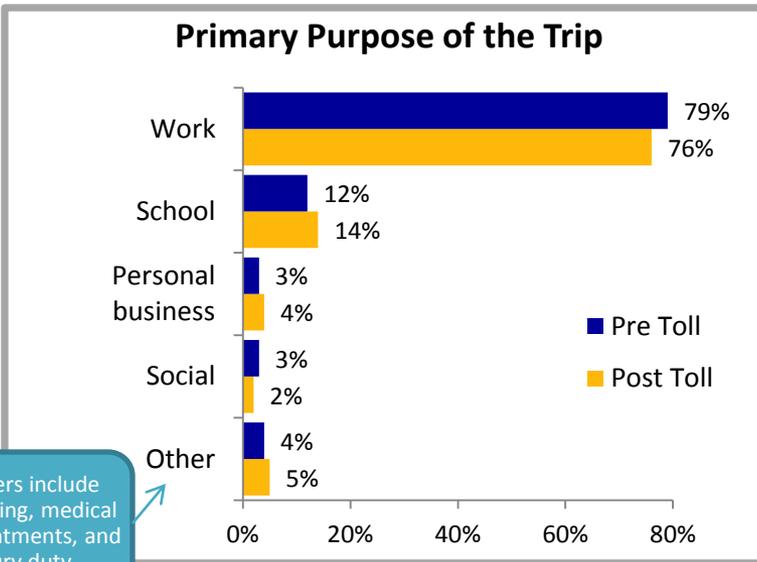
	Origin		Destination	
	Pre Toll	Post Toll	Pre Toll	Post Toll
Downtown Seattle Area	16%	18%	38%	34%
Capitol Hill	7	6	1	1
Downtown				
Seattle core	4	6	26	23
Belltown	1	1	2	1
First Hill	1	<1	1	1
International District	1	1	1	1
Queen Anne	1	1	1	1
S Lake Union	1	1	3	3
Pioneer Sq.	-	<1	3	2
Other Areas				
Near DT	1	2	<1	1

	Origin		Destination	
	Pre Toll	Post Toll	Pre Toll	Post Toll
South King County	3%	3%	3%	1%
Renton	2	2	-	<1
South Seattle	<1	<1	1	1
Southcenter	-	-	1	-
Kent	<1	<1	1	-
Other South King County	2	1	1	<1

Q2. Please check the box for the closest neighborhood to where you started this trip today and where you are traveling to today. (List was in alphabetical order). **Bases:** **Origin:** Pre-w (1926); Post-w (2003); **Destination:** Pre-w (1796); Post-w (1856)

Purpose of Trip & Reasons for Riding - Total

- A large majority of respondents indicated work as the primary reason for their trip (76%). Another 14% said they were riding this bus to get to or from school.
- Riders are more likely to ride this bus to save money (41%) than any other reason, but others still ride this bus because either they don't drive (21%), feel it's more convenient (20%), or parking is limited and expensive (18%).
 - Respondents in the post-toll survey are more likely to ride this bus to *save money* and less likely to ride this bus in order to *avoid traffic* than those in the pre toll survey.



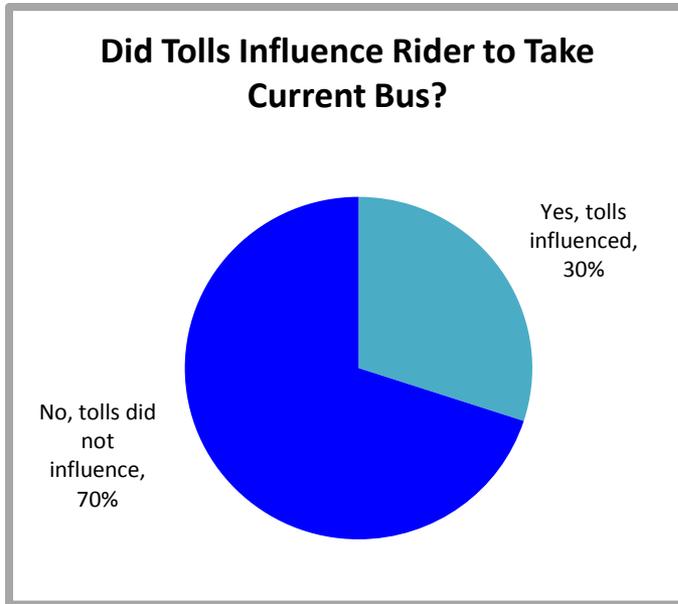
Q3. What is the primary purpose of today's trip? Pre-w (1937); Post-w (2019)

Q4. What is your main reason for using this bus? Pre-w (1931); Post-w (2017)

Almost half of those who take this bus on Saturdays do so because they don't have a car (49%).

Influence of Tolls on SR 520 – Total

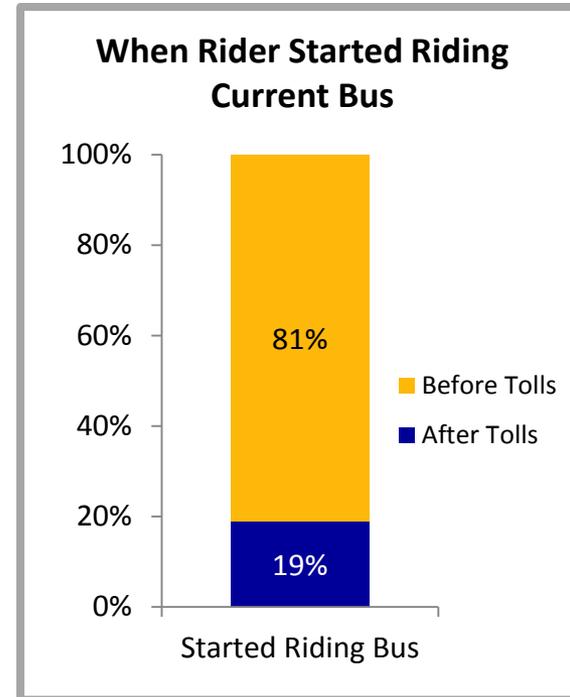
- Three out of ten riders said the tolls influenced their decision to take this bus.
- One out of five current bus riders started riding this bus *after* the tolls began on SR 520.



Those traveling for school rather than work are most likely to be influenced by the tolls (37% vs. 29%)

Long-term riders who have been on the route for a year or longer are less likely to be influenced by the toll (22%) than those on the route for less than a year (45%).

The toll appears to affect those who travel between 8:00 AM and 1:00 PM (34%) more than those traveling earlier in the morning from 5 AM to 8AM (25%).



Riders with an East Side destination were more likely to start riding this bus after the tolls were instituted (24%) than those whose destinations are downtown Seattle (15%) or North King County (14%).

Low income (less than \$25K per year) riders were more likely to start riding this bus after tolling began (34%) than those with incomes above \$25K per year (17%).

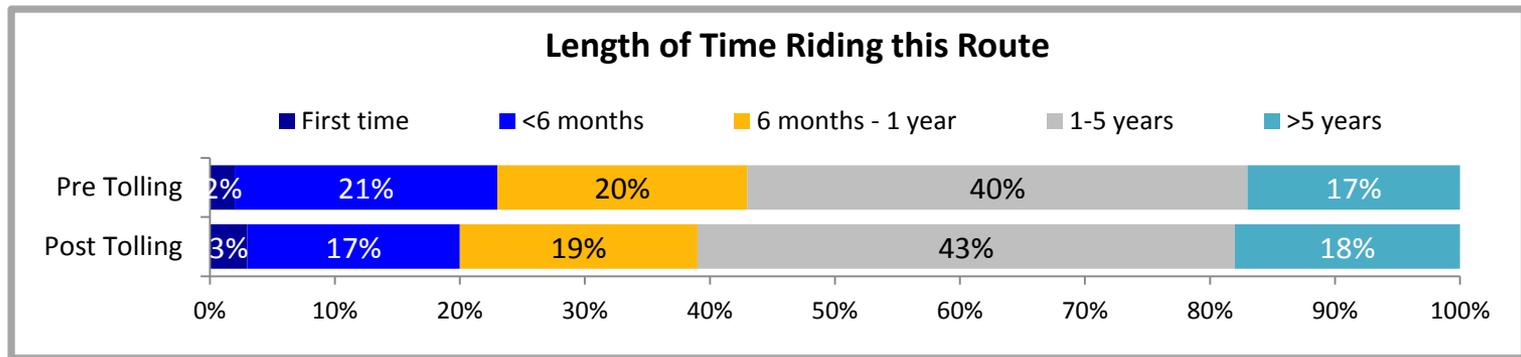
Q5: Did the tolls on SR 520 influence you to take this bus? (Only asked in post toll survey)

Q6: Tolling on SR 520 started on December 29, 2011. Did you start riding this bus...? (Only asked in post toll survey)

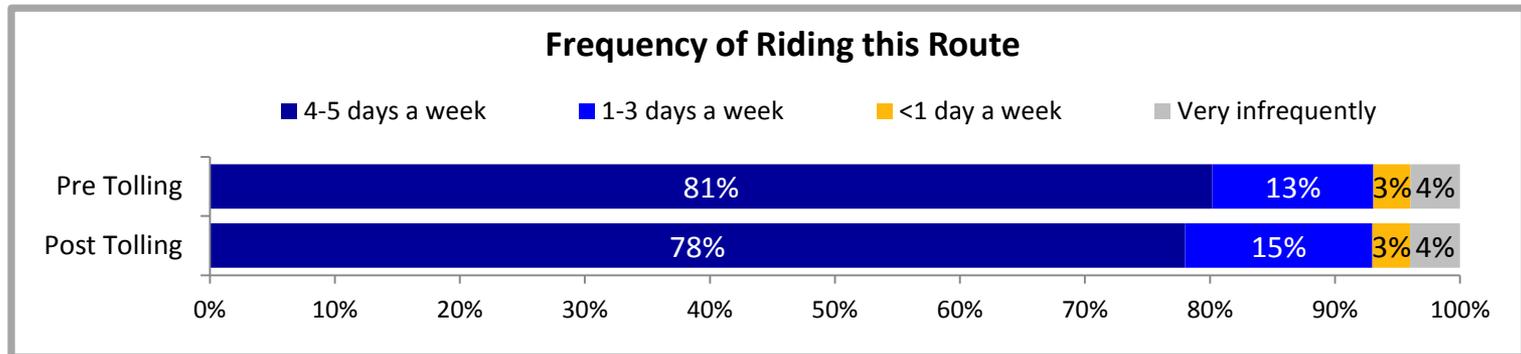
Bases: Q5 - Post-w (2013); Q6 - Post-w (1993)

Frequency of Riding and Length of Time Riding – Total

- There have not been any significant differences in rider frequency since the tolling began.
- While a majority of respondents (61%) indicated they have been riding this bus along the SR 520 corridor for at least 1 year, many (39%) indicated they were riders of less than 1 year.



- A very large proportion of respondents (78%) ride their buses as much as 4 or 5 days a week.



Q7. How long have you been riding this bus route?

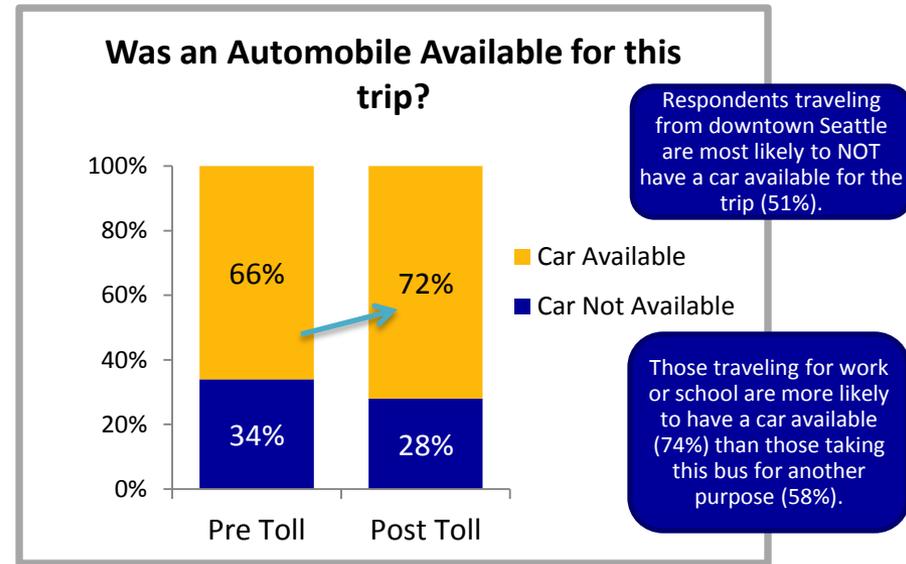
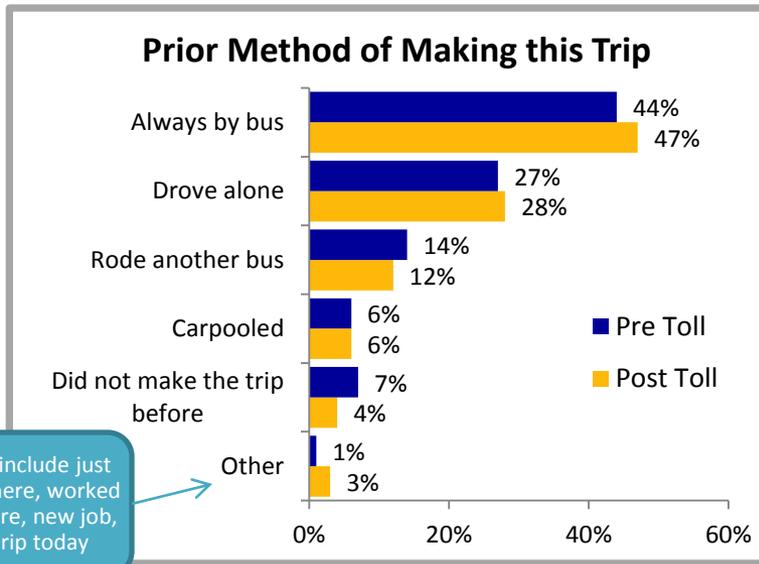
Q8: Approximately how many days a week do you ride this bus route?

Bases: Q7 – Pre-w (1936); Post-w (2019); Q8 - Pre-w (1921); Post-w (1908)

Prior Method & Automobile Availability - Total

- When asked how they made the trip across SR 520 before they began riding this bus route 47% indicated that they always made the trip by bus.
 - More than one quarter (28%) said they drove alone and 12% said they rode another bus.

- Almost three out of four (72%) indicated that they had automobiles available to make the trip, a significantly higher percentage than Pre Tolling (66%).



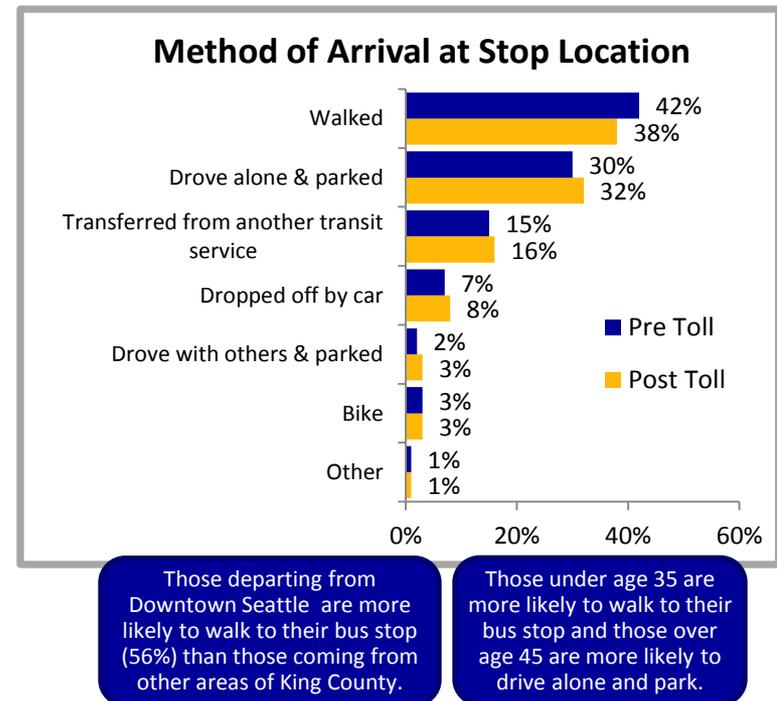
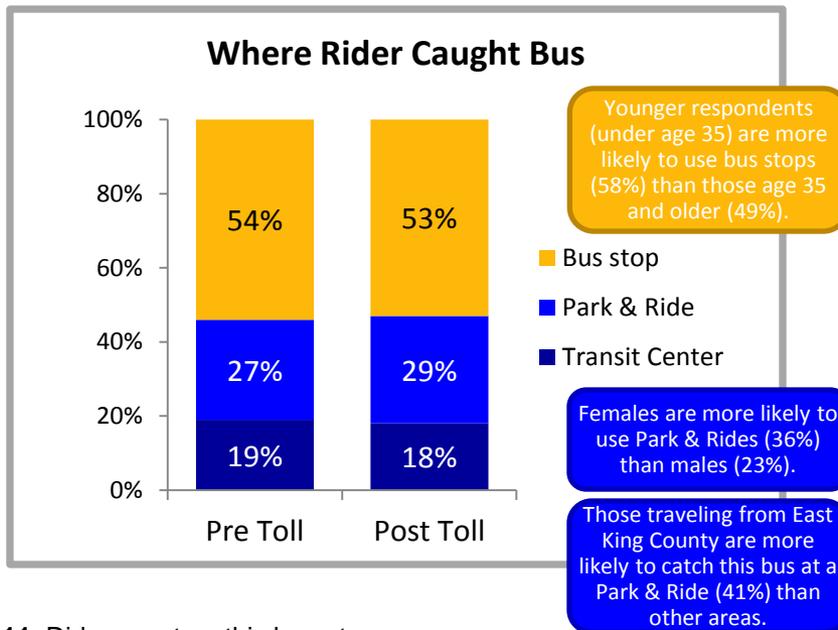
Q9. How did you make this trip before you began riding this bus route?

Q10. Did you have an automobile available for this trip?

Bases: Q9 – Pre-w (1903); Post-w (1994); Q10 - Pre-w (1923); Post-w (2003)

Getting on this bus - Total

- There are no significant differences between the before and after survey responses on where riders catch this bus.
- More than half of all respondents said they boarded their buses at bus stops (53%) and 29% departed from Park & Rides.
- Most respondents said they either walked to their stop locations (38%) or drove by themselves and parked (32%).
 - Though not offered as choice for selection in the survey, 3% indicated that they rode bicycles to their stops.



Q11. Did you get on this bus at a ...

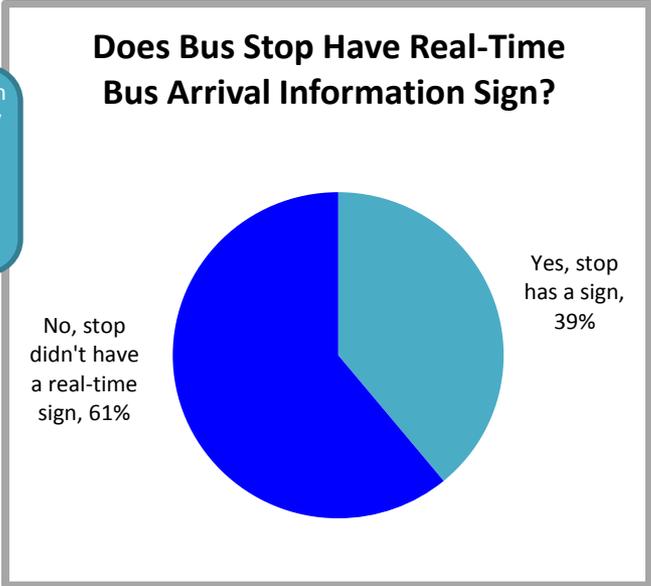
Q12. How did you get to the stop where you caught this bus?

Bases: Q11 – Pre-w (1932); Post-w (2017); Q12 - Pre-w (1938); Post-w (2016)

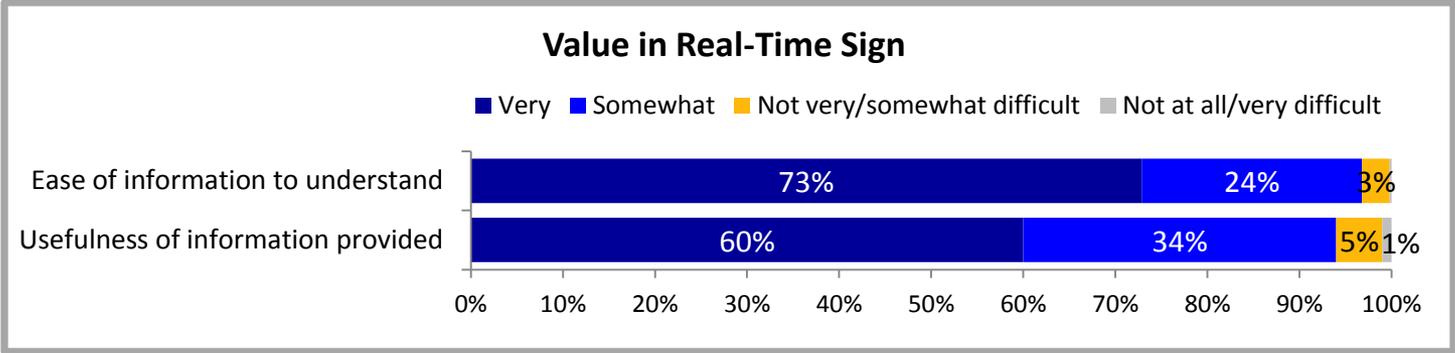
Real-Time Signs at Bus Stops – Total

- Two out of five riders (39%) board at a bus stop with a real-time bus arrival information sign.
- Almost all riders who have a sign at their stop find real-time signs easy to understand and the information useful (97% and 94% respectively).

Riders departing from South King County are more likely to remember a real-time information sign at their stop (59%) than riders boarding in other parts of King County.



Females are more likely than males to consider the information on real-time signs useful (65% vs. 55%).



Q13: Does this bus stop where you caught this bus include a sign with real time bus arrival information? (asked in post toll survey)

Q14. How easy is the information to understand? (Only asked in post toll survey if Q13 is “yes”)

Q15. How useful is the information provided? (Only asked in post toll survey if Q13 is “yes”)

Bases: Q13 –Post-w (1982); Q14 - Post-w (745), Q15 - Post-w (679)

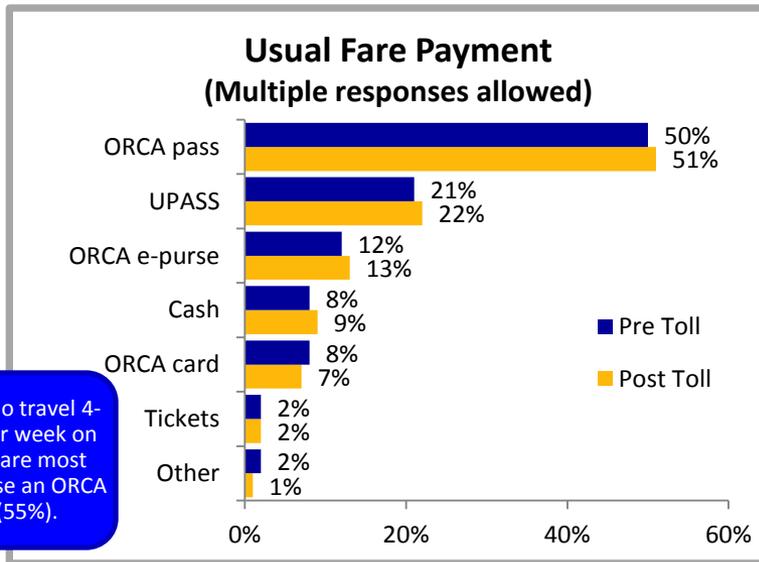
Bus Fare Payment - Total

- Respondents most often specified ORCA payments as their usual method for paying fares.
 - 73% indicated the ORCA Pass (including UPASS)
 - 13% used the ORCA e/Purse
 - 9% specified the ORCA Card

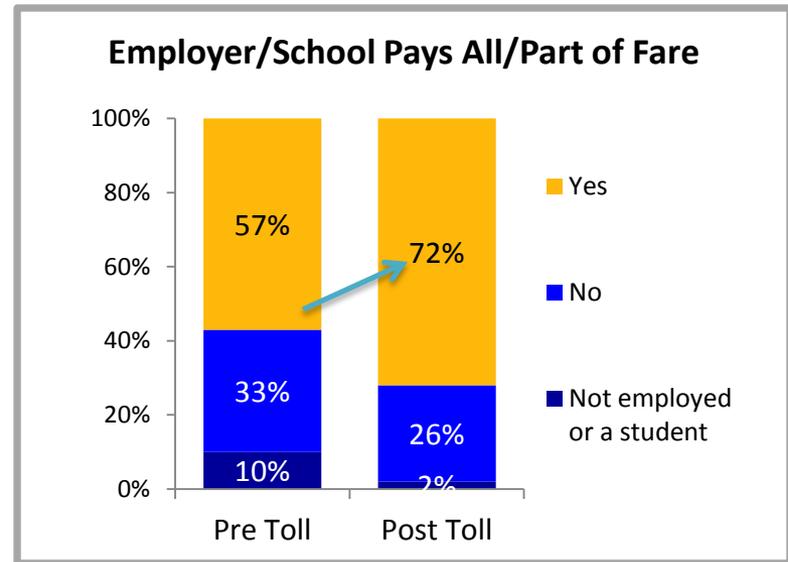
- A majority of respondents (72%) said their employer or school pays some, or all of their bus passes, a significantly higher percentage than before tolling began (57%).

More than three-quarters of riders who commute to work by bus indicated their employer or school pays all or part of their fare (77%).

Two-thirds of students who commute by bus have part or all of their fare covered by school or work (67%).



Riders who travel 4-5 days per week on this bus are most likely to use an ORCA pass (55%).



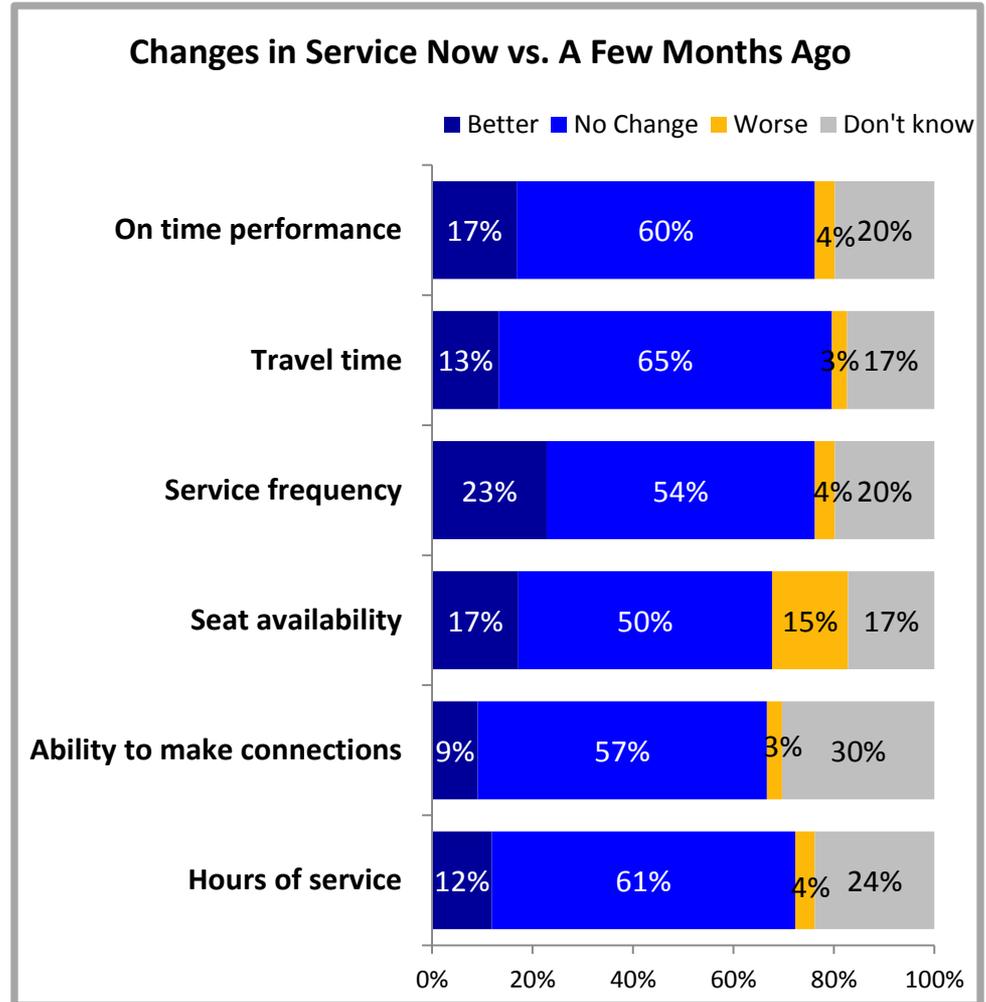
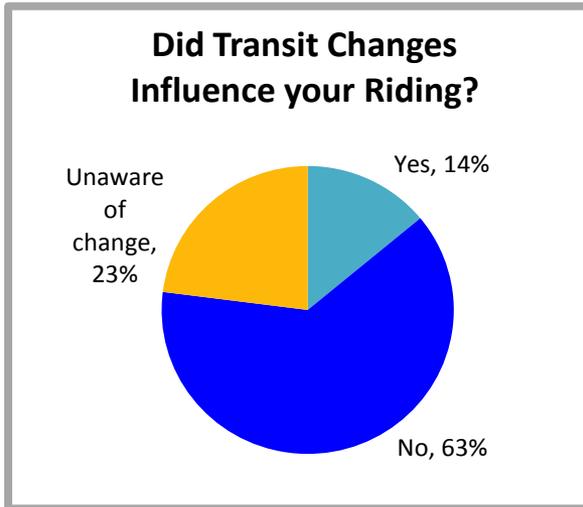
Q16. How do you normally pay for your bus fare?

Q17. Does your employer/school pay some or all of a bus pass for you?

Bases: Q16: Pre-w (1932), Post-w (2013); Q17 - Pre-w (1926), Post-w (1828)

SR 520 Transit Service Changes – Total (Pre Toll Only)

- In the Pre Tolling survey conducted in April and May of 2011, riders were asked whether they noticed changes in elements of bus service over the previous months.
- “No change” was perceived from 50% to 65% in all six elements measured. Many participants also “don’t know” if change occurred, ranging from 17% to 30%.



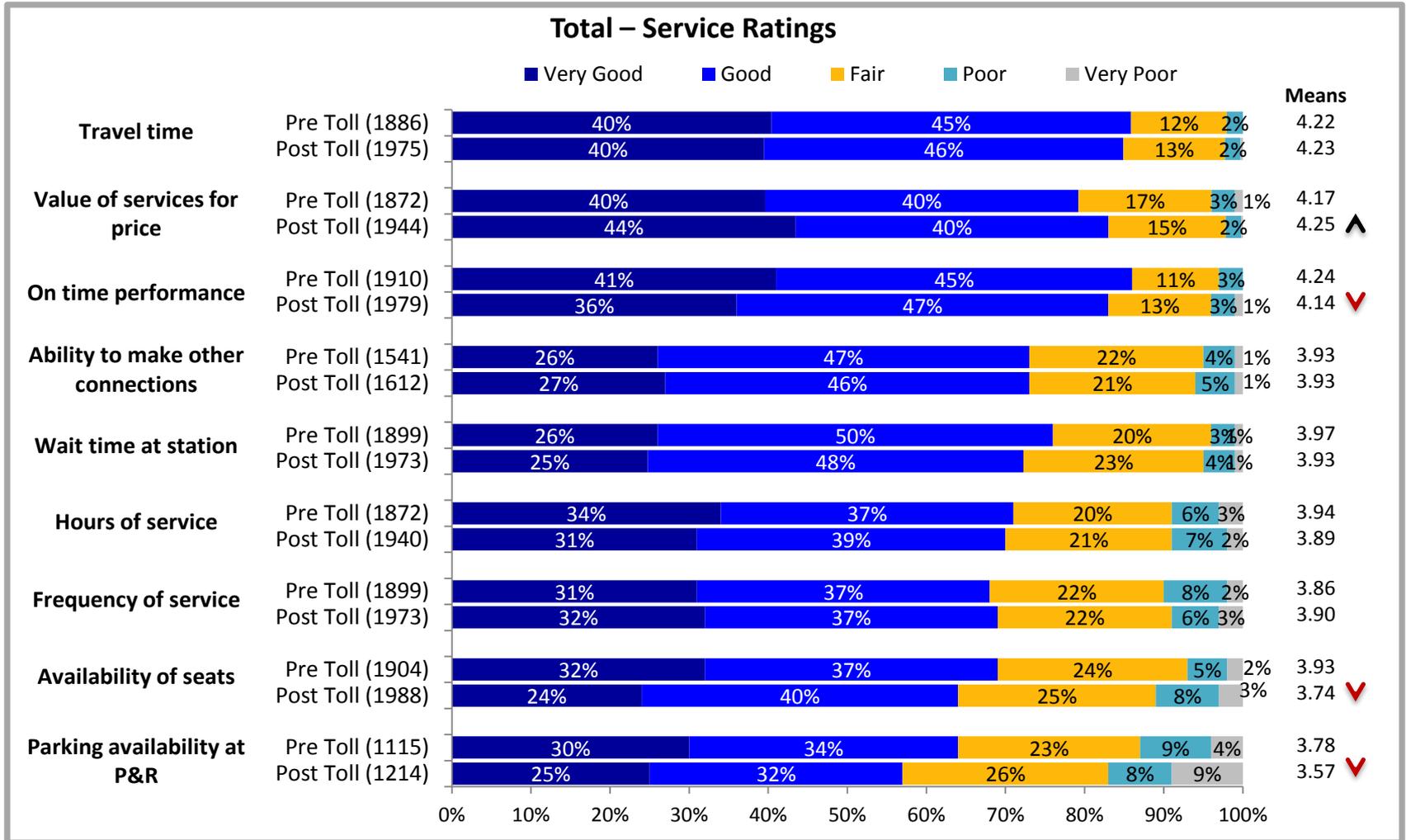
Q14. Over the last several months there have been some transit service changes across SR 520. Did these changes influence your decision to ride this bus? Bases: Weighted (1904) **PRE TOLLING ONLY**

Q15. Compared to several months ago, how has each of the following aspects of service on this bus route changed? Bases Q15A~Q15F: Weighted (1868~1876) **PRE TOLLING ONLY**

Service Ratings for Total Respondents Post Tolling

- Survey respondents gave ratings for 9 aspects of service on this bus they were riding. These ratings were made on a continuum that ranged from 1 (very poor) to 5 (very good). Additionally, Metro riders and Sound Transit riders were asked to give overall satisfaction ratings for their respective transit agencies. Ratings for these items, and all mean ratings are displayed in the following slides.
- Mean ratings ranged from a low of 3.57 for *parking availability at Park & Rides* to a high of 4.25 for *value of services for price*. Overall bus service had a mean rating of 4.14.
- Since the Pre Tolling survey was conducted, there has been a significant increase in satisfaction for:
 - *Value of service for the price*
 - *Overall satisfaction with Metro*
- But a significant decrease in satisfaction has been noted between the pre- and post- survey for:
 - *On-time performance*
 - *Availability of seats*
 - *Parking availability at the park and ride lots.*
- Early morning travelers (between 5 am and 7 am) are more likely to be satisfied with several aspects of service than those who travel later in the morning (from 7 am to 1 pm).
 - These aspects include: *on-time performance, travel time, wait time at stations/stops, value of service for the price, overall satisfaction with the service, and overall satisfaction with Metro.*

Service Ratings – Total

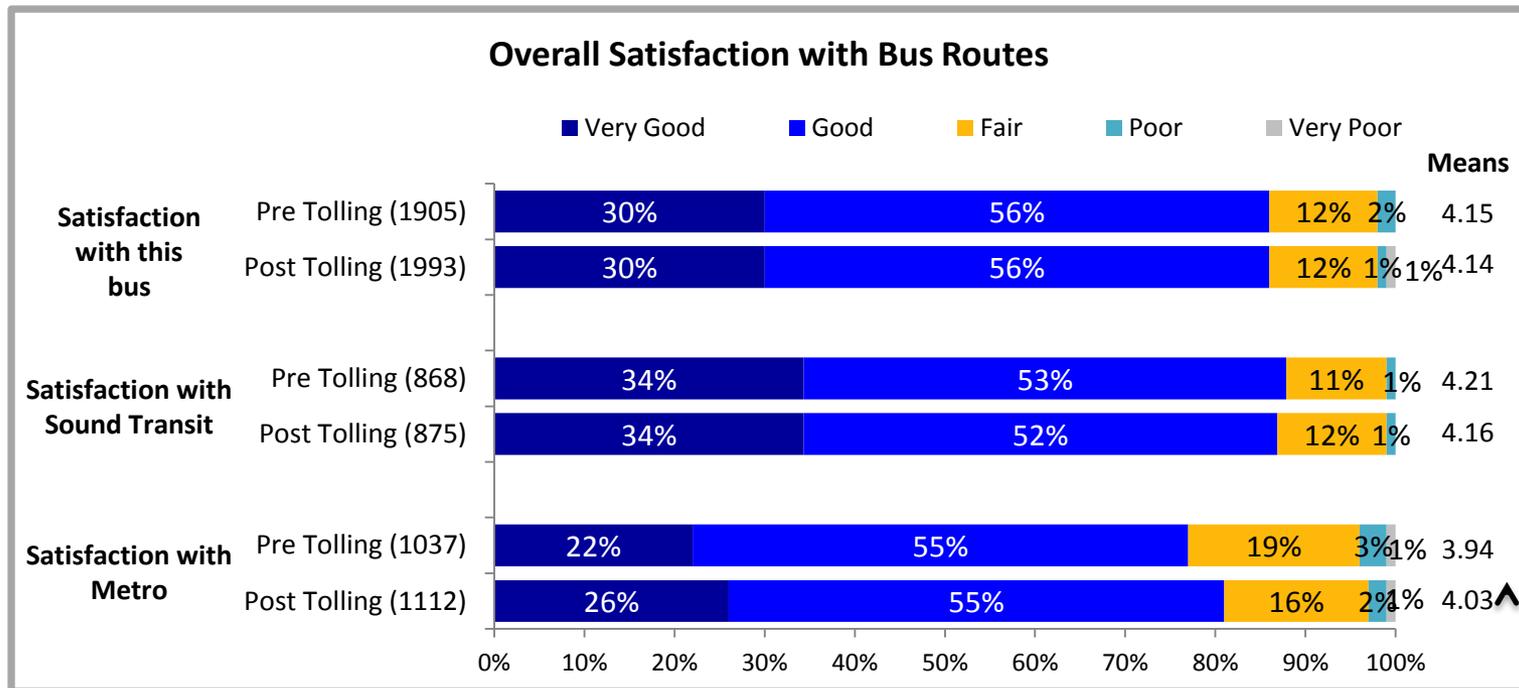


Q18A – Q18I. How would you rate each of the following aspects of service on this bus route?

▲ ▼ - show a significant increase (▲) or decrease (▼) in ratings from the pre toll survey to post toll survey

Overall Satisfaction - Total

- 86% of all respondents gave a positive overall rating for this bus service, including 30% who rated overall satisfaction with service as *very good*. Overall satisfaction ratings have not changed since the addition of the toll on SR 520.
- The overall satisfaction rating for *Metro* did increase significantly from 77% satisfied before tolling to 81% satisfied after tolling began.



Q18J. How would you rate your overall satisfaction with this bus service?

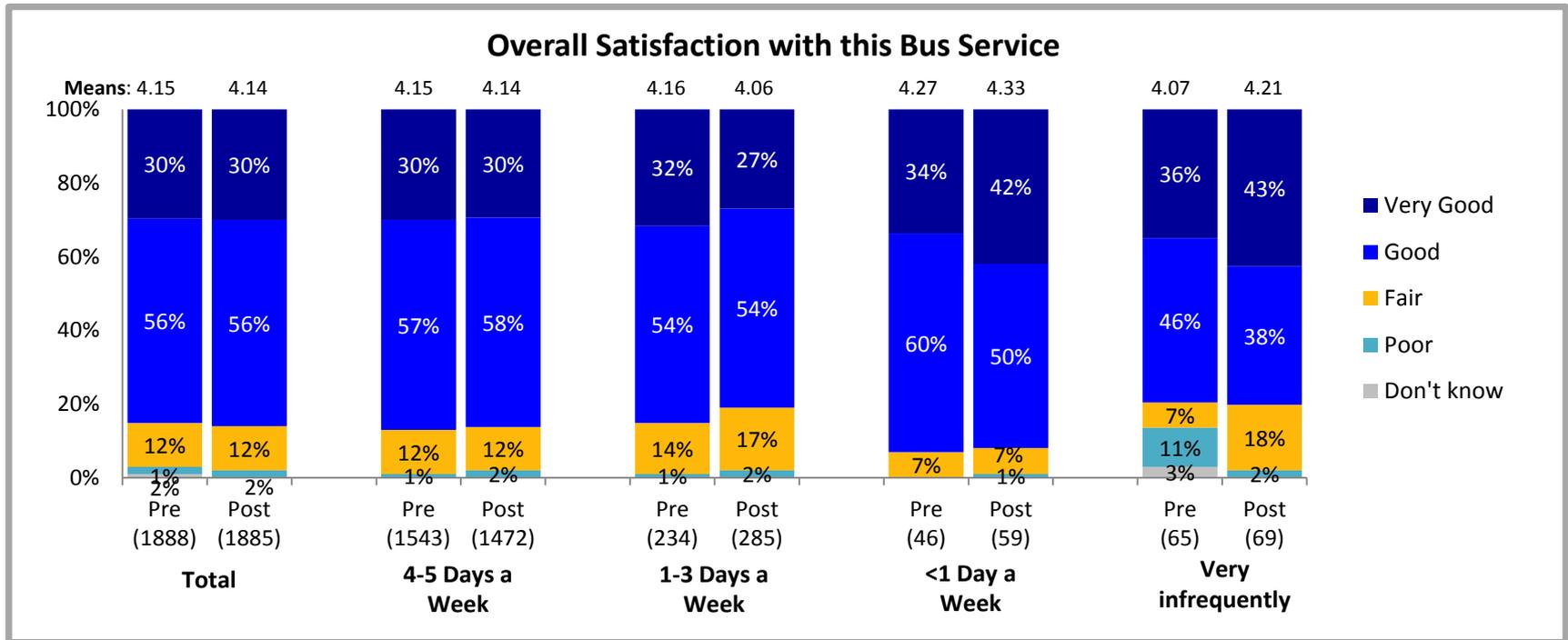
Q18K. How would you rate your overall satisfaction with Metro?

Q18L. How would you rate your overall satisfaction with Sound Transit?

▲ ▼ - show a significant increase (▲) or decrease (▼) in ratings from the pre toll survey to post toll survey

Overall Satisfaction by Frequency of Riding - Total

- When looking at satisfaction based on frequency of riding this bus, satisfaction is highest among those who ride this bus less than one day per week (4.33 mean score).
 - There were no significant differences in satisfaction between pre- or post- tolling respondents.

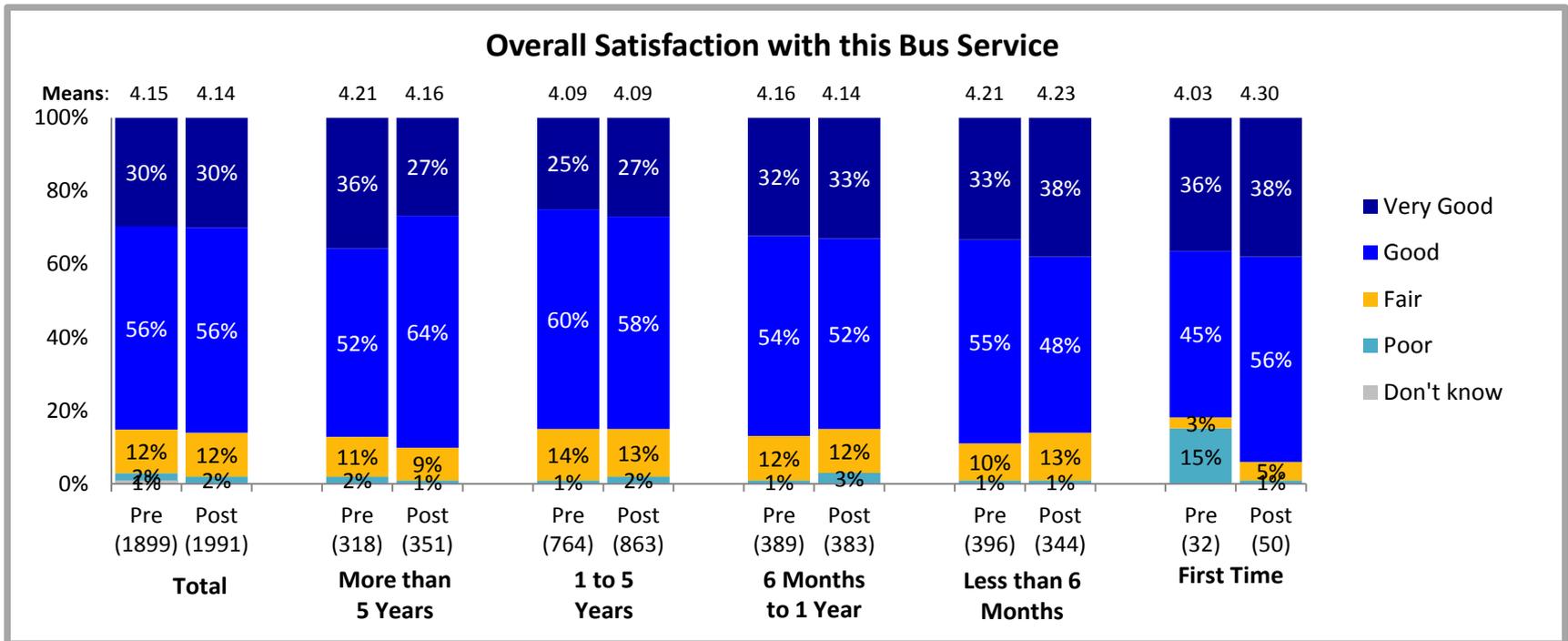


Q8. Approximately how many days a week do you ride this bus route?

Q18J. How would you rate your overall satisfaction with this bus service?

Overall Satisfaction by Length of Riding - Total

- When looking at satisfaction based on how long the respondent has been riding this bus, those who have been riding this bus the *least* amount of time have the highest satisfaction scores.

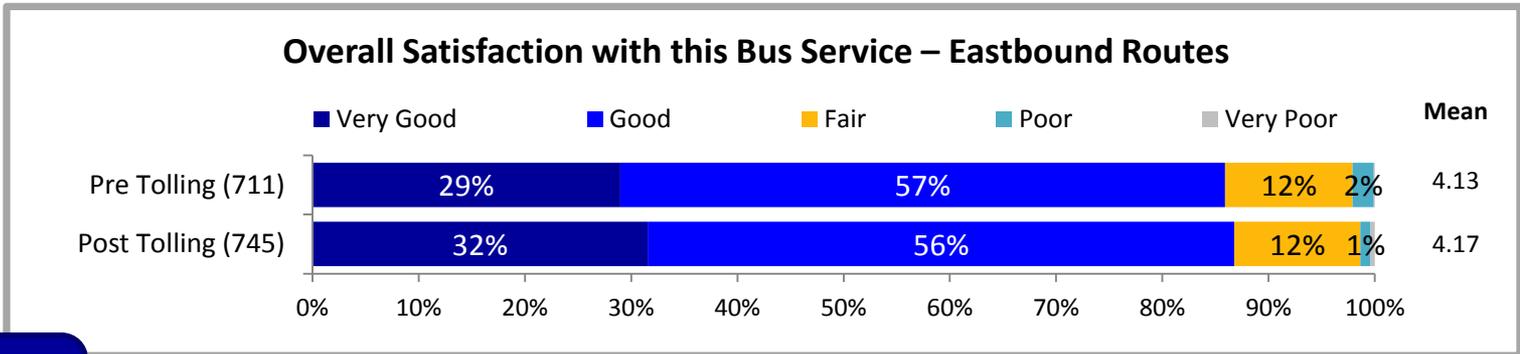


Q7. Approximately how many days a week do you ride this bus route?

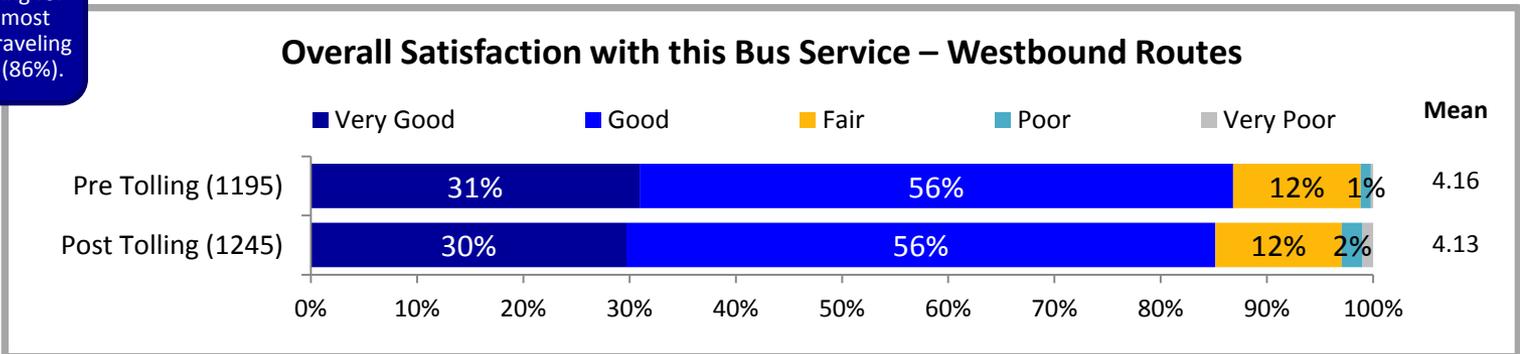
Q18J. How would you rate your overall satisfaction with this bus service?

Overall Satisfaction by Route Direction - Total

- Mean satisfaction ratings are very similar for riders on eastbound and westbound routes:
 - Eastbound (4.17); Westbound (4.13)
- There are no significant differences in overall satisfaction by route direction from Pre Tolling to Post Tolling.

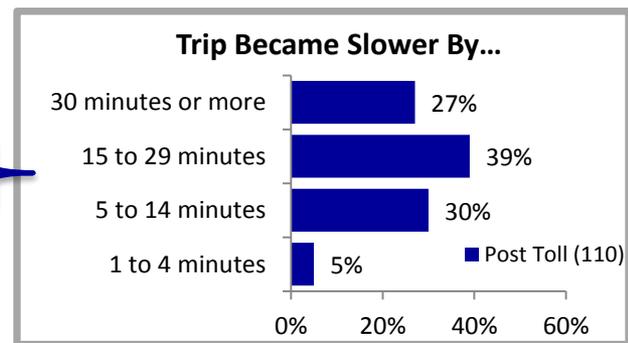
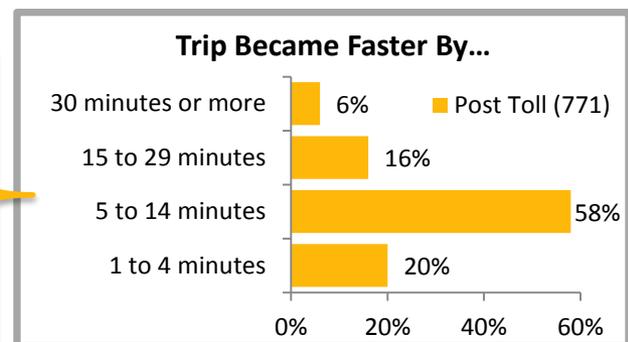
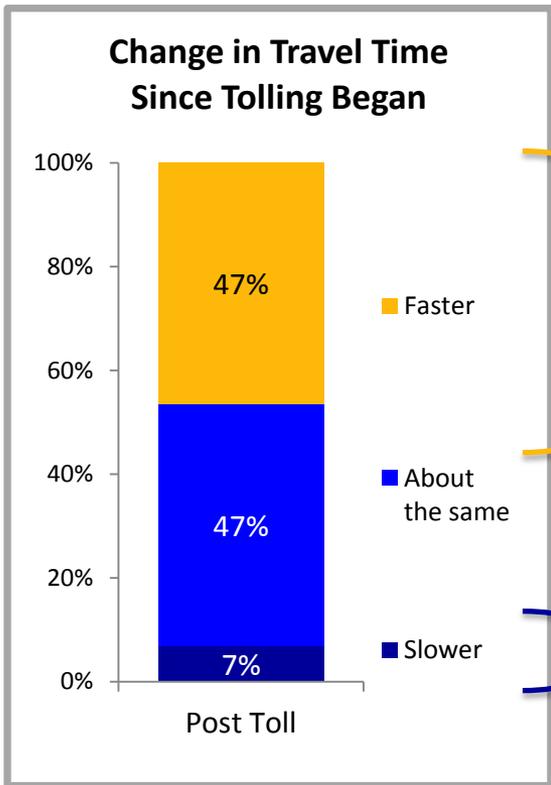


Those traveling for school are most likely to be traveling west bound (86%).



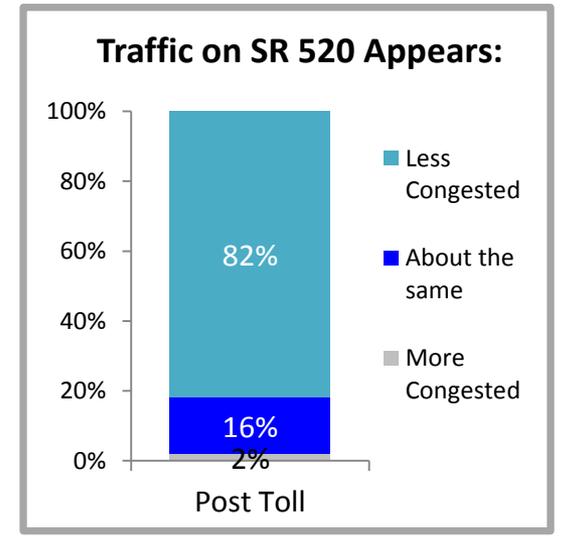
Changes in the Commute Since Tolling Began

- Since tolling began, almost half of riders have noticed a faster travel time (47%). Only 7% feel their travel time is longer.
 - 78% of those seeing an improvement say their travel time has decreased by 14 minutes or less.
- Respondents also perceive traffic on SR 520 to be less congested (82%) than it was before tolling began.



Riders starting their trip in Downtown Seattle are most likely to notice a difference in a faster commute (56%) than those traveling from East (44%) or South (32%) King County.

Traffic on SR 520 seems less congested for those whose destination is Downtown Seattle (87%) than those finishing their trip in East (79%) or North (79%) King County.

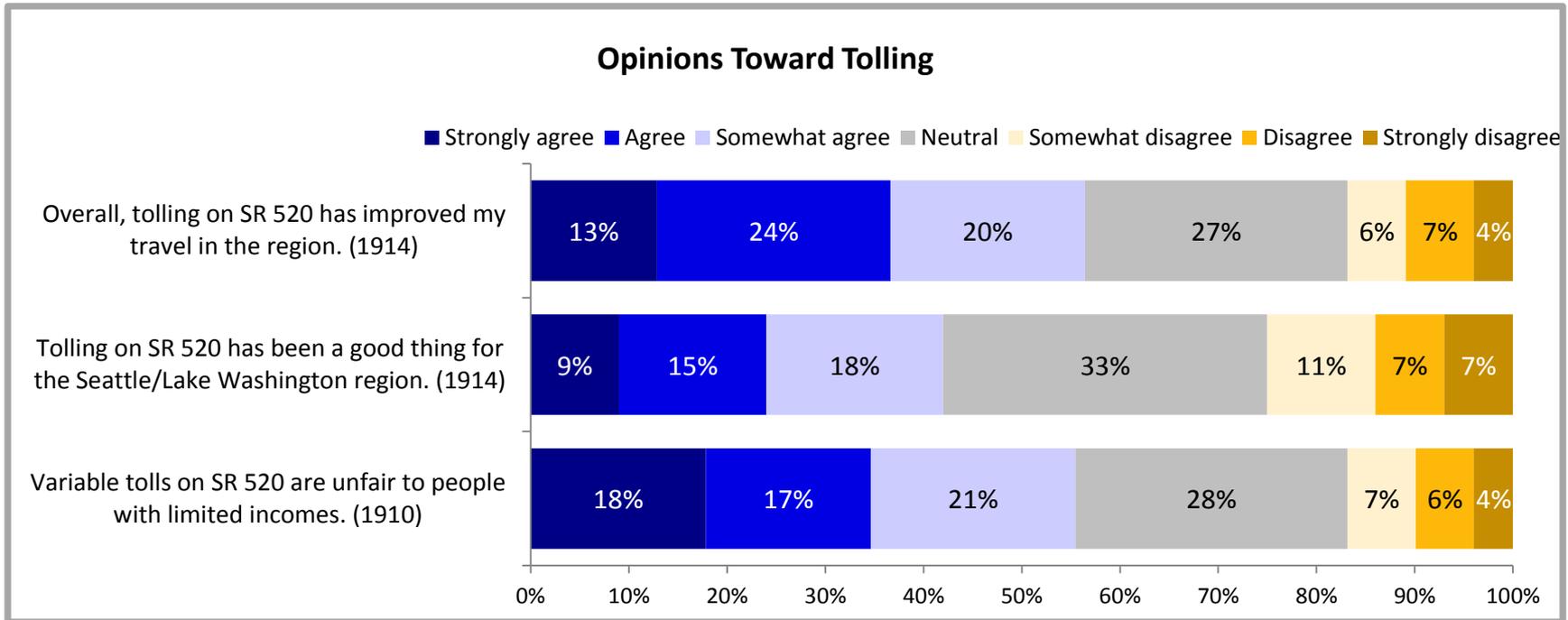


Q19. How does your average travel time on this bus now compare to before tolls began on SR 520? Bases: Weighted (1672);

Q20. Since tolling started on December 29, 2011, would you say traffic on SR 520 is...? Bases: Weighted (1872)

Opinions Toward Tolling on SR 520

- While over half of riders agreed that tolling on SR 520 has improved their travel in the region (57%), fewer feel that tolling has been a good thing for the region (42%) and more than half of all riders feel the variable tolls are unfair to people with limited incomes (55%).



Those traveling for work are more likely to say their travel in the region has been improved overall (61%) compared to those going to school (43%) or other purposes (44%).

Those who depart from South King County are least likely to say that tolling has improved their travel in the region overall (34%).

The idea that tolling has been a good thing for the region resides in a more positive light for those commuting for work (44% agree) than those traveling for school (31% agree).

Riders who depart from Downtown Seattle or North King County are more likely to say tolling has been a good thing for the region than those who leave from East or South King County.

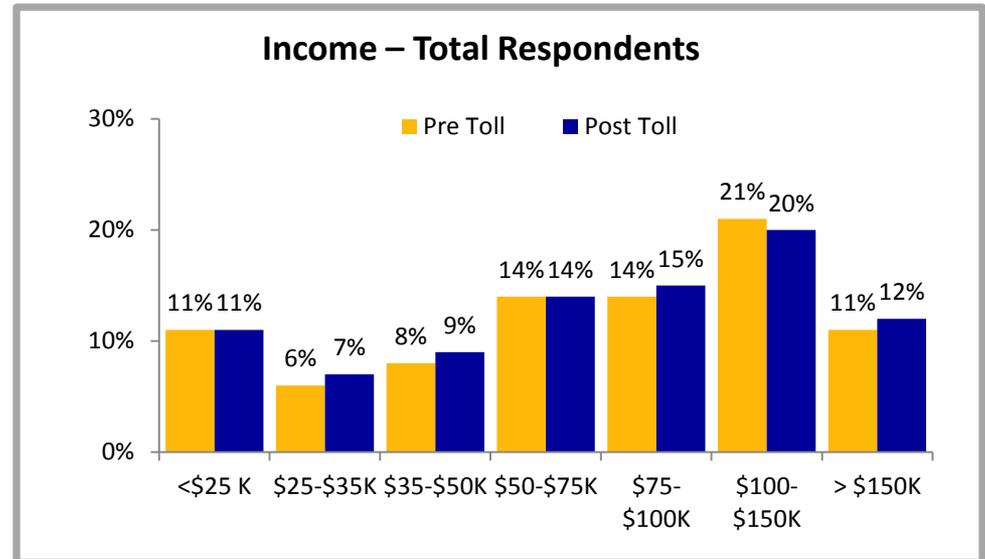
Variable tolls are considered unfair by those traveling for school (63%) and to a lesser degree by those traveling for work (54%).

Q21. Please indicate whether you agree/disagree with the following statements.

Respondent Profile - Total

- There are no significant differences in the respondent demographics collected from before or after tolling began.

Respondent Profile		
	Pre Toll	Post Toll
Gender		
Male	57%	55%
Female	43	45
Age		
<18	1%	1%
18-24	18	20
25-34	34	30
35-44	18	19
45-54	15	16
55-64	13	12
65 +	2	3
% Hispanic/Latino		
Yes	5%	5%
No	95	95
Racial/Ethnic		
African American/Black	3%	4%
American Indian or Alaskan Native	1	1
Asian	25	23
Caucasian/White	66	69
Mixed race	2	<1
Other	<1	4



Results for King County Metro Respondents

Key Findings – Metro

- **Changes from Pre Tolling Study:** Few significant changes were observed in Metro riders since tolling began. Fewer respondents cite “avoiding traffic” as a reason to ride this bus. More respondents had an automobile available for the trip and more riders have an employer or school that pays for part or all of their fare than did before tolling began. Satisfaction with *value of services for price* and *frequency of service* has increased since tolling began; however, satisfaction has decreased for *on-time performance*, *availability of seats*, and *parking availability at the Park and Rides*. Overall satisfaction with Metro has increased since tolling began and 43% of respondents do feel their average commute time is faster since tolling started.
- **Origins and Destinations:** Metro respondents were much more likely to specify locations in East King County as points of origin for their bus trip (65%) than areas in other regions of King County. They named Kirkland as a starting place more often than anywhere else (35%). For trip destinations, nearly one-third of respondents indicated areas in Downtown Seattle (37%) with another third ending in East King County (33%). The Downtown Core and University District were each specified as a destination for one-quarter (25% each) of riders.
- **Primary Purpose of the Trip:** Nearly 3 in 4 (74%) Metro riders indicated *work* as the primary purpose for riding this bus across SR 520 and 16% mentioned *school*.
- **Main Reason for Using this bus:** *Saving money* surfaced more often than other survey options as main reasons for riding this bus (44%), followed by *don't drive/don't own a car* (21%), *more convenient than car* (19%), and *expensive, limited parking* (19%).
- **Frequency and Length of Time Riding the Route:** 78% indicated that they ride 4 to 5 days a week, and 61% said they have been riders for at least 1 year, which includes 21% who have been riders longer than 5 years.

Key Findings – Metro

- **Prior Method of Making the Trip:** 49% of respondents indicated that they have *always made the trip* across SR 520 by bus, but 27% indicated that before they *drove alone* and 12% indicated that they *rode another bus*.
- **Boarding this bus:** Just over half of the respondents (54%) boarded their buses at bus stops, 31% departed from Park & Rides and 15% got on at a Transit Center. Three-quarters (72%) said they had automobiles available to make the trip.
- **Method of Arrival at the Stop Location:** Metro respondents indicated that they *drove by themselves and parked* (32%) nearly as often as they specified they that they *walked to the stop locations* (41%).
- **Bus Fare Payment:** Offered six options from which to choose the method they normally use to pay bus fares, 71% marked ORCA Pass (including UPASS) and 14% marked ORCA e/purse.
- **Employer/School Fare Payments:** Most Metro riders (68%) indicated that their employer or school pays some or all of their bus passes, a significantly higher percentage than before tolling began (52%).
- **Influence of Tolls:** 17% of respondents started riding this bus after tolling began and 30% of all Metro riders said the tolling on SR 520 influenced them to ride this bus.
- **Real-Time Signs:** Two out of five riders recalled seeing a real-time bus arrival information sign at their bus stop (42%). The majority of these riders find this information at least somewhat useful (95%) and easy to understand (97%).
- **11 Service Ratings:** A complete summary of bus service ratings is provided in a separate upcoming section of this report.

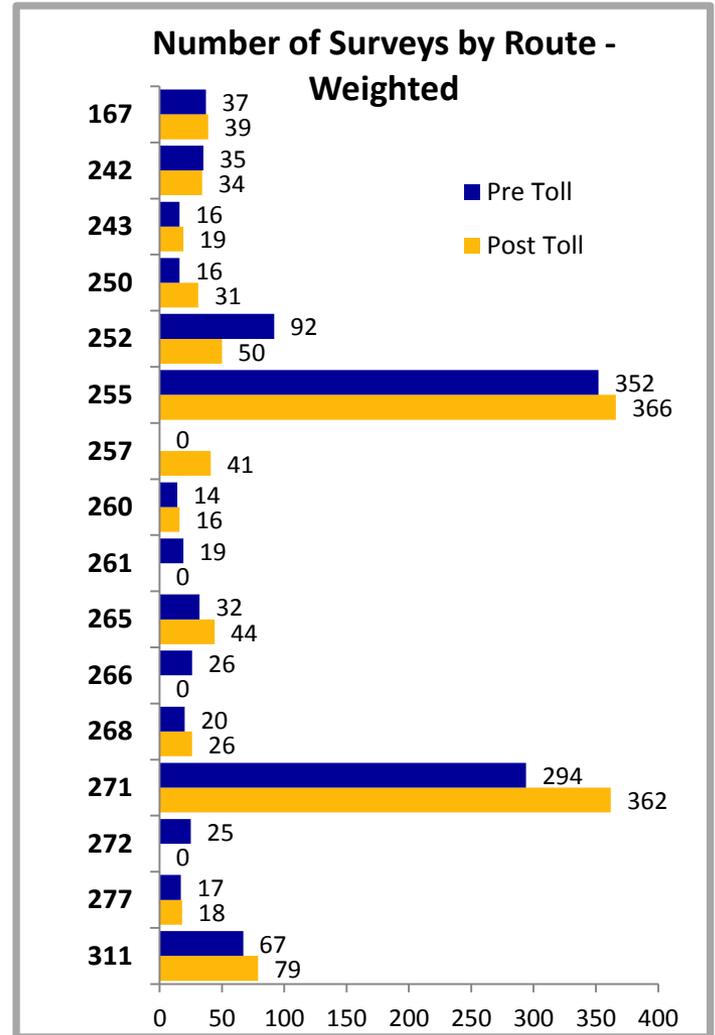
Metro Survey Routes

Surveys were completed with a total of 1,138 Metro riders, including 453 respondents riding eastbound routes and 685 aboard westbound routes.

Surveys were obtained with both eastbound and westbound riders on Routes 255 and 271.

- For Route 255 there were n=173 surveys completed aboard eastbound buses and n=140 completed aboard westbound buses.
- For Route 271 there were n=141 surveys completed aboard eastbound buses and n=160 completed aboard westbound buses.

Weighting Plan		
Route	Weighted	Unweighted
167	39	69
242	34	86
243	19	50
250	31	47
252	50	67
255	366	313
257	41	16
260	16	50
261	0	0
265	44	35
266	0	0
268	26	36
271	362	301
272	0	0
277	18	27
311	79	41
<i>Total</i>	<i>1125</i>	<i>1138</i>



Neighborhoods of Origin and Destination - Metro

■ Top Origins Overall:

- Kirkland (35%)
- Downtown Bellevue (13%)
- University District (10%)
- Redmond (5%)

■ Top Destinations Overall:

- Downtown Core (25%)
- University District (25%)
- Downtown Bellevue (16%)
- Kirkland (10%)

The only significant difference between pre- and post- tolling respondents regarding their neighborhood of origin or destination is that fewer respondents were surveyed whose destination was in South King County.

More respondents named neighborhoods in East King County as origins than as destinations (65% v. 33%).

Areas of North King County were named more often as destination neighborhoods than neighborhoods of origin (28% compared to 20%).

Nearly four times as many named areas in and surrounding Downtown Seattle as trip destinations than as origins for trips (37% v. 10%).

Little activity in or out of South King County was recorded in this study on Metro buses.

	Origin		Destination	
	Pre Toll	Post Toll	Pre Toll	Post Toll
East King County	66%	65%	31%	33%
Kirkland	33	35	11	10
Bellevue				
Downtown	11	13	14	16
Redmond	6	5	3	4
Eastgate	3	3	1	1
Bothell	2	3	<1	<1
Woodinville	5	2	1	<1
Overlake	2	1	1	1
Crossroads	2	1	<1	<1
Issaquah	1	1	-	<1
Other East King County	2	2	<1	1

	Origin		Destination	
	Pre Toll	Post Toll	Pre Toll	Post Toll
North King County	18%	20%	24%	28%
University District	7	10	22	25
North Seattle	1	3	<1	1
Northgate	2	2	<1	-
University Village	1	2	1	1
Ballard	2	1	1	<1
Greenlake	1	1	<1	1
Fremont	1	1	<1	<1
Shoreline	1	<1	<1	-
Wallingford	1	<1	-	-
Other North King County	2	2	<1	1

	Origin		Destination	
	Pre Toll	Post Toll	Pre Toll	Post Toll
Downtown Seattle Area	10%	10%	39%	37%
Capitol Hill	3	4	2	1
Downtown Seattle core	3	4	29	25
Belltown	1	1	2	1
International District	1	1	1	1
First Hill	<1	<1	<1	2
Queen Anne	1	<1	1	1
S Lake Union	1	<1	1	3
Pioneer Sq.	<1	<1	3	3
Other Areas Near DT	-	1	<1	1

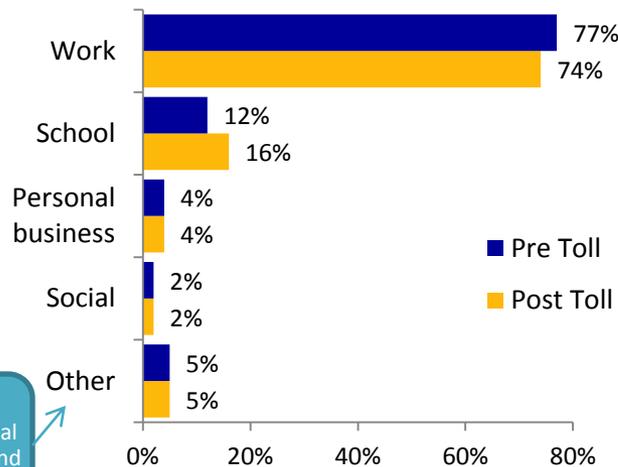
	Origin		Destination	
	Pre Toll	Post Toll	Pre Toll	Post Toll
South King County	4%	5%	4%	1%
Renton	4	4	<1	-
South Seattle	<1	<1	1	1
Kent	<1	<1	1	-
Southcenter	-	-	1	-
Other South King County	<1	<1	1	<1

Q2. Please check the box for the closest neighborhood to where you started this trip today and where you are traveling to today. (List was in alphabetical order). **Bases:** Origin: Pre-w (1054); Post-w (1118); Destination: Pre-w (977); Post-w (1028)

Purpose of Trip & Reasons for Riding - Metro

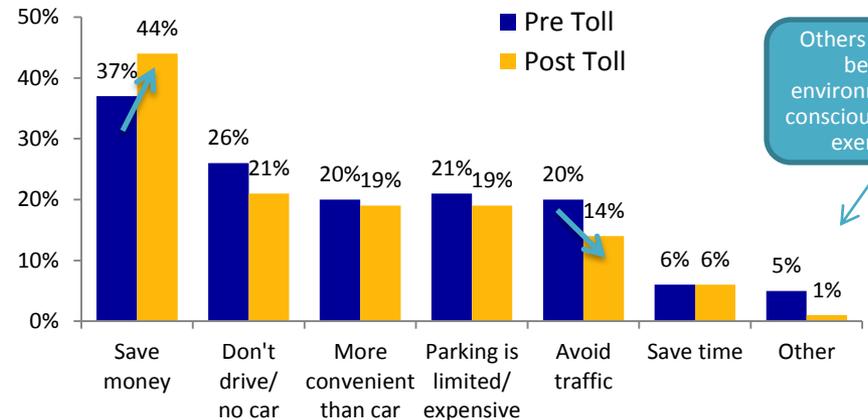
- A large majority of respondents indicated work as the primary reason for their trip (74%). Another 16% said they were riding this bus to get to or from school.
 - Primary purposes are consistent with findings before tolling began.
- Riders are more likely to ride this bus to save money (44%) than any other reason, but others still ride this bus because either they don't drive (21%), feel it is more convenient (19%), or parking is limited and expensive (19%).
 - Respondents in the post toll survey are more likely to ride this bus to *save money* and are less likely to ride this bus in order to *avoid traffic* than those in the pre toll survey.

Primary Purpose of the Trip



Others include shopping, medical appointments, and jury duty

Main Reason for Using the Bus (Multiple responses allowed)



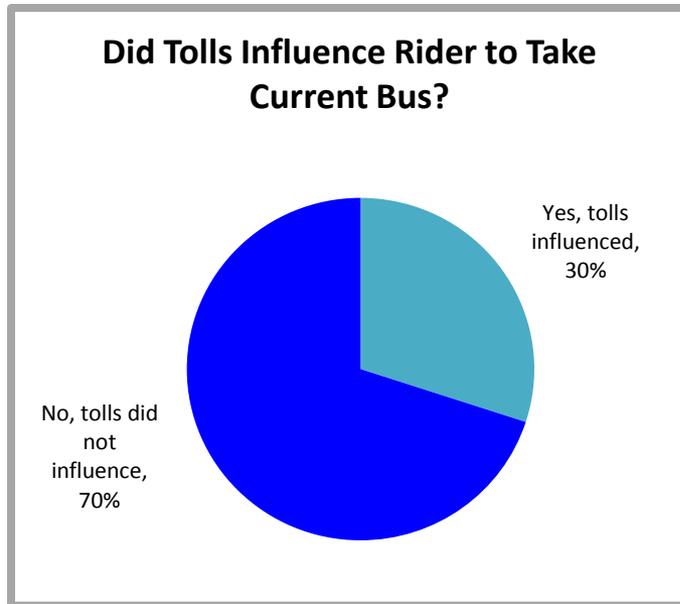
Others include being environmentally conscious and for exercise

Q3. What is the primary purpose of today's trip? Pre-w (1059); Post-w (1122)

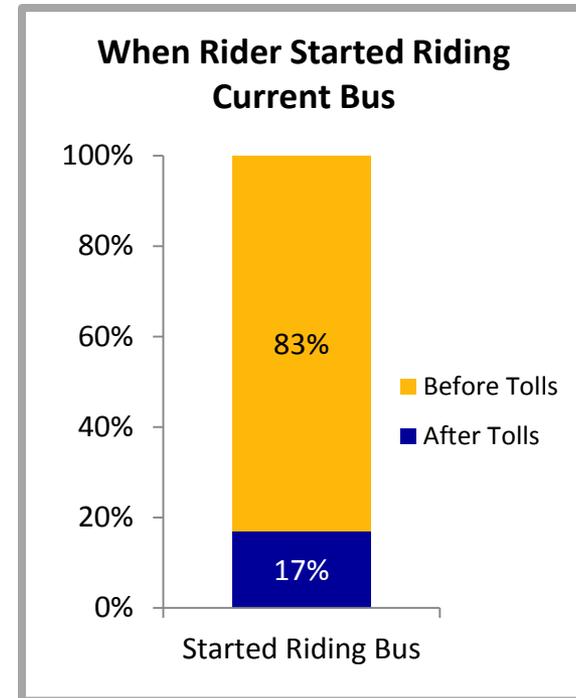
Q4. What is your main reason for using this bus? Pre-w (1057); Post-w (1123)

Influence of Tolls on SR 520 – Metro

- Three out of ten riders said the tolls influenced their decision to take this bus.
- Just under one out of five current bus riders started riding this bus *after* the tolls began on SR 520.



More older respondents (age 55 and older) started riding this bus after the toll was put into effect (92%) than residents under age 55 (80%).



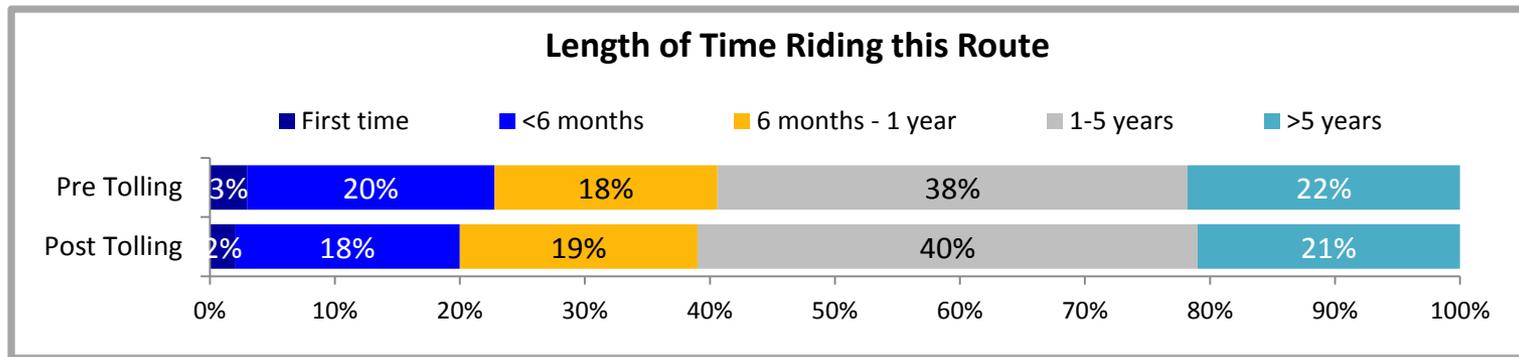
Q5: Did the tolls on SR 520 influence you to take this bus? (Only asked in post toll survey)

Q6: Tolling on SR 520 started on December 29, 2011. Did you start riding this bus...? (Only asked in post toll survey)

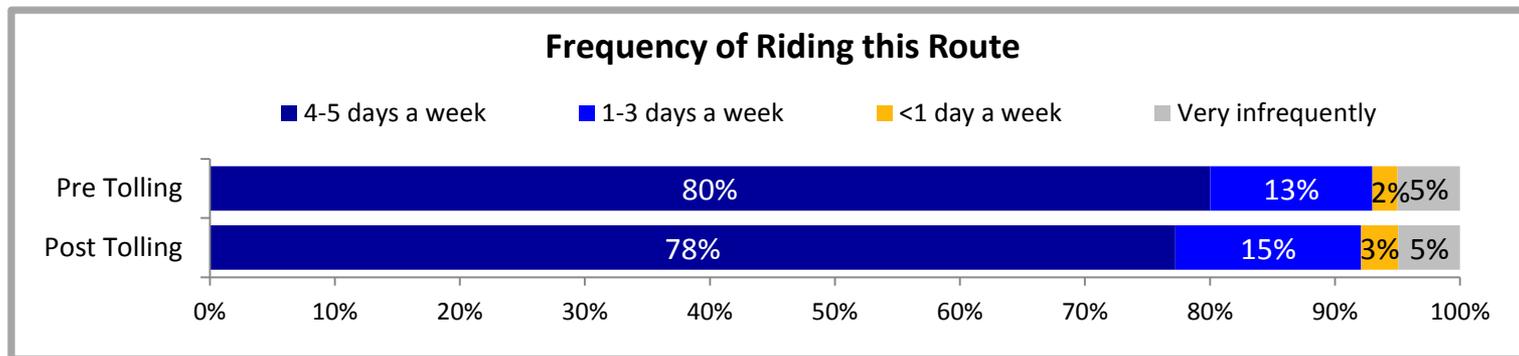
Bases: Q5 - Post-w (1107); Q6 - Post-w (1120)

Frequency of Riding and Length of Time Riding – Metro

- There have not been any significant differences in rider frequency since the tolling began.
- While a majority of respondents (61%) indicated they have been riding this bus along the SR 520 corridor for at least 1 year, many (39%) indicated they were riders of less than 1 year.



- A very large proportion of respondents (78%) ride their buses as often as 4 or 5 days a week.



Q7. How long have you been riding this bus route?

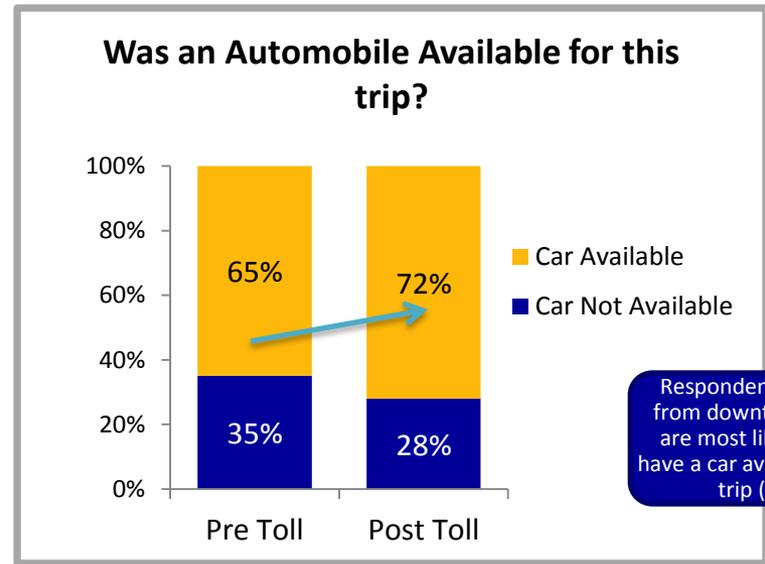
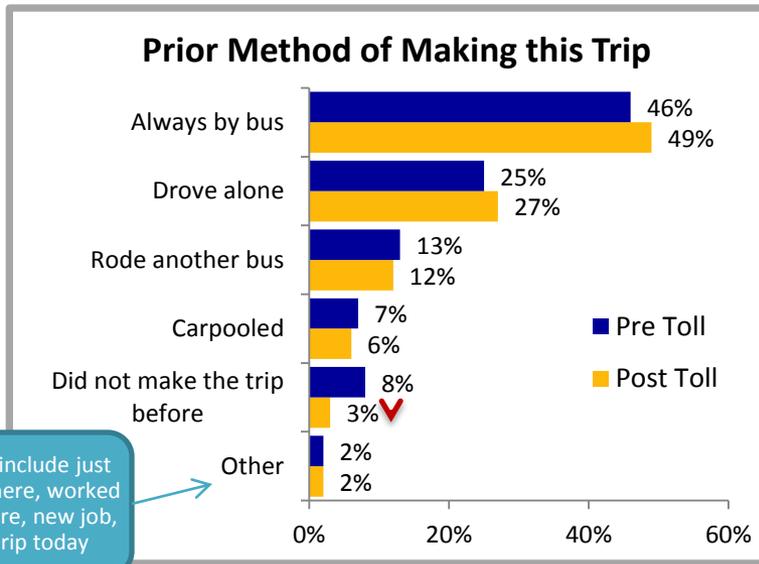
Q8: Approximately how many days a week do you ride this bus route?

Bases: Q7 – Pre-w (1056); Post-w (1123); Q8 - Pre-w (1045); Post-w (1064)

Prior Method & Automobile Availability - Metro

- When asked how they made the trip across SR 520 before they began riding this bus route, 49% indicated that they always made the trip by bus.
 - More than one quarter (27%) said they drove alone and 12% said they rode another bus.
 - Fewer riders said they had not made the trip before tolling began.

- Almost three out of four (72%) indicated that they had automobiles available to make the trip, a significantly higher percentage than Pre Tolling (65%).



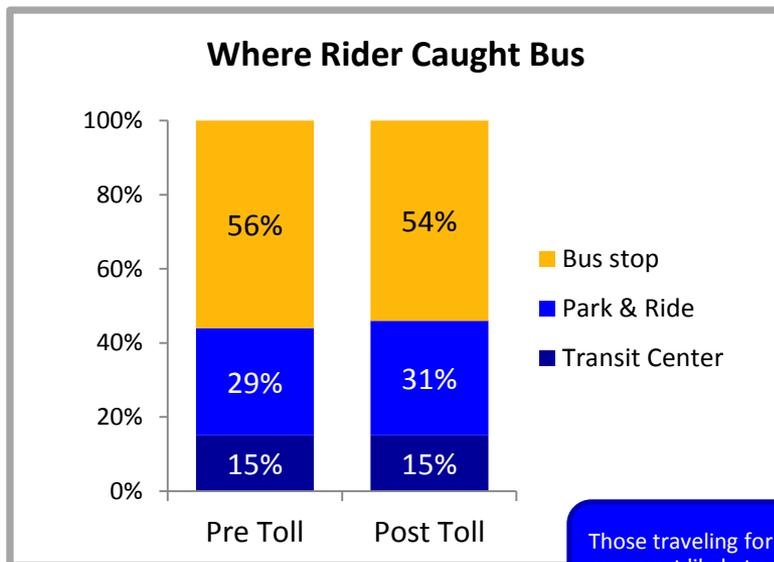
Q9. How did you make this trip before you began riding this bus route?

Q10. Did you have an automobile available for this trip?

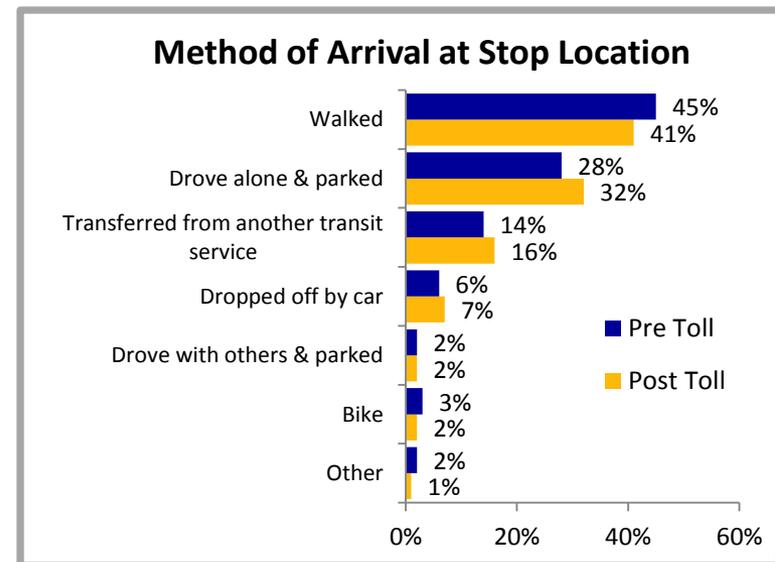
Bases: Q9 – Pre-w (1036); Post-w (1103); Q10 - Pre-w (1047); Post-w (1123)

Getting on this bus - Metro

- There are no significant differences between the before and after survey responses on where riders catch this bus.
- More than half of all respondents said they boarded their buses at bus stops (54%) and 31% departed from Park & Rides.
- Most respondents said they either walked to their stop locations (41%) or drove by themselves and parked (32%).
 - Though not offered as choice for selection in the survey, 2% indicated that they rode bicycles to their stops.



Those traveling for work are most likely to use a Park & Ride (35%).



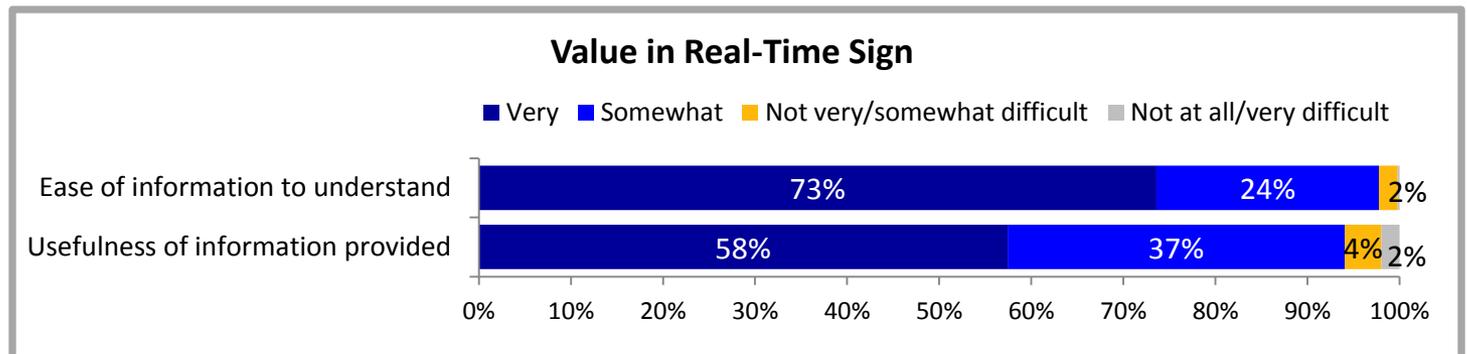
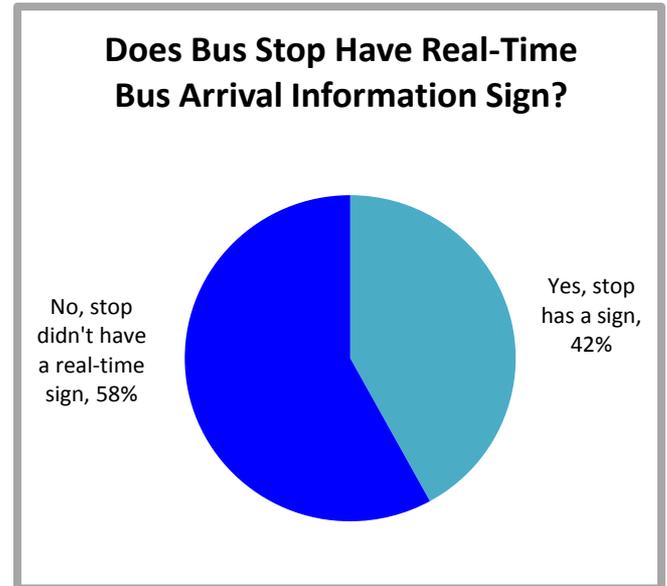
Q11. Did you get on this bus at a ...

Q12. How did you get to the stop where you caught this bus?

Bases: Q11 – Pre-w (1056); Post-w (1123); Q12 - Pre-w (1058); Post-w (1120)

Real-Time Signs at Bus Stops – Metro

- Two out of five riders (42%) board at a bus stop with a real-time bus arrival information sign.
- Almost all riders who have a sign at their stop find real-time signs easy to understand and the information useful (97% and 95% respectively).



Q13: Does this bus stop where you caught this bus include a sign with real time bus arrival information? (asked in post toll survey)

Q14. How easy is the information to understand? (Only asked in post toll survey if Q13 is “yes”)

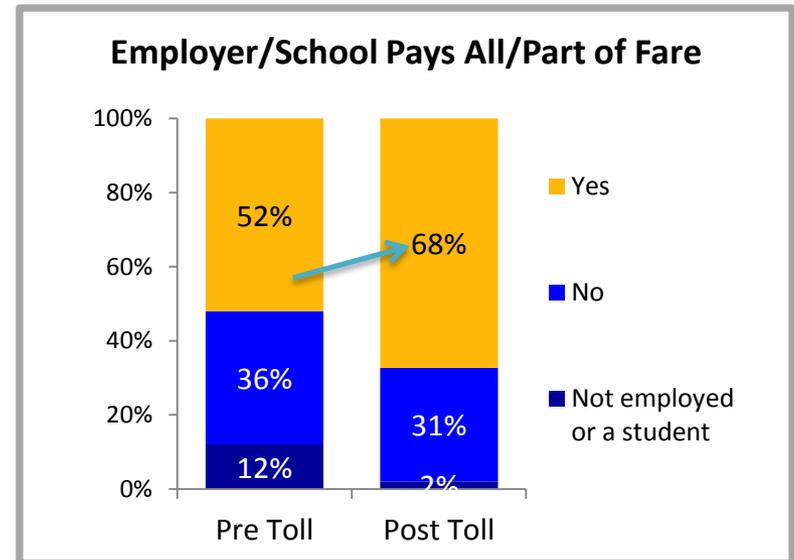
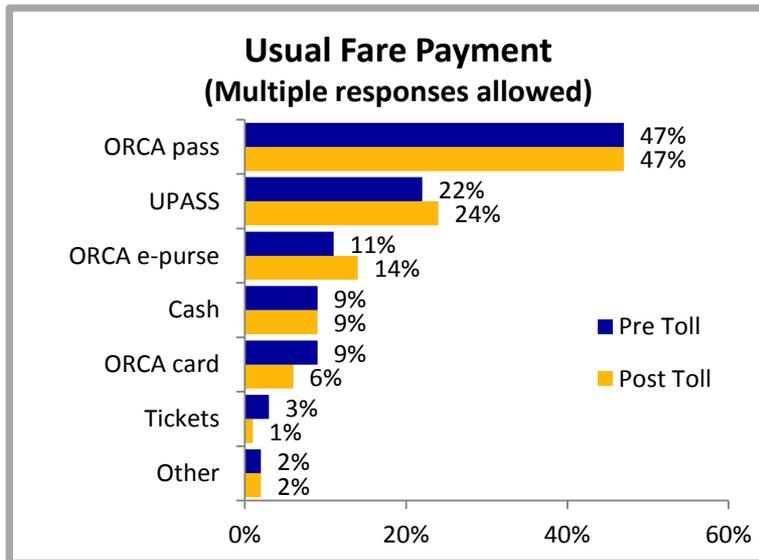
Q15. How useful is the information provided? (Only asked in post toll survey if Q13 is “yes”)

Bases: Q13 –Post-w (1109); Q14 - Post-w (457), Q15 - Post-w (417)

Bus Fare Payment - Metro

- Respondents most often specified ORCA payments as their usual method for paying fares.
 - 71% indicated the ORCA Pass (including UPASS)
 - 14% used the ORCA e/Purse
 - 6% specified the ORCA Card

- A majority of respondents (68%) said their employer or school pays some, or all of their bus passes, a significantly higher percentage than before tolling began (52%).



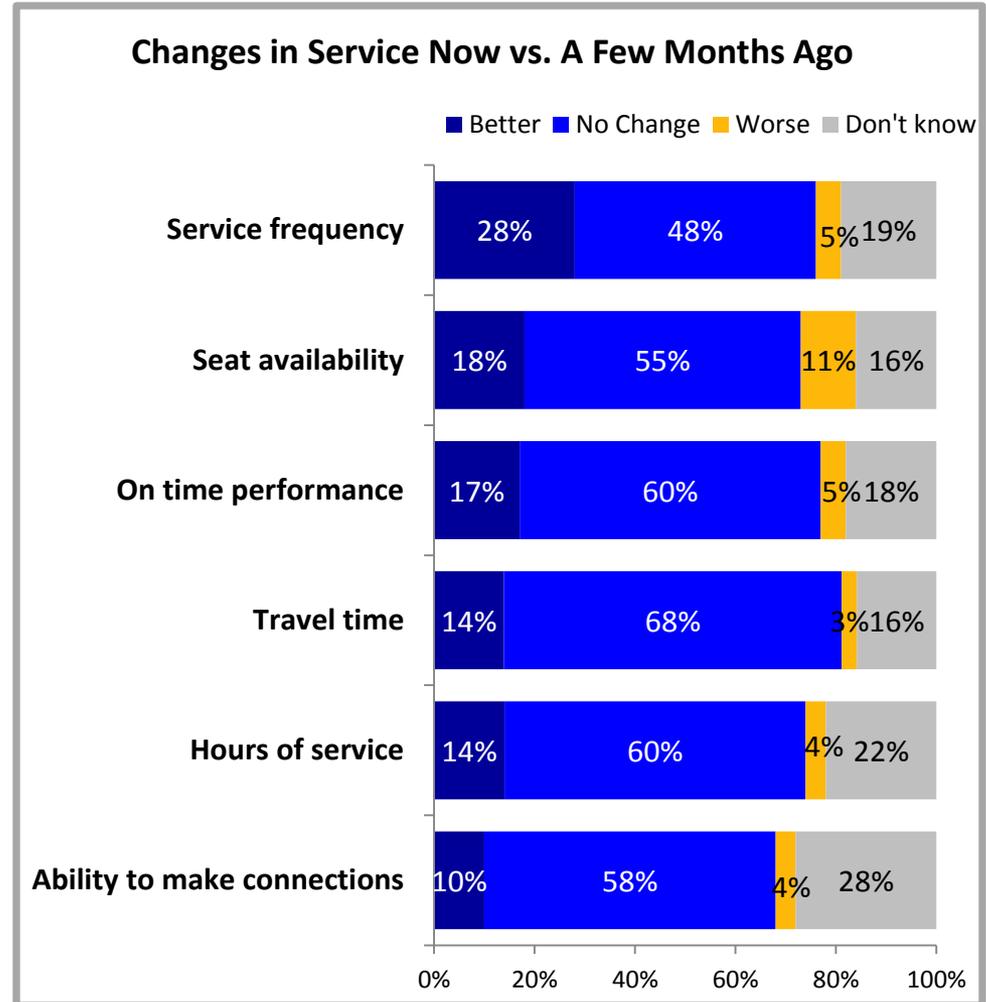
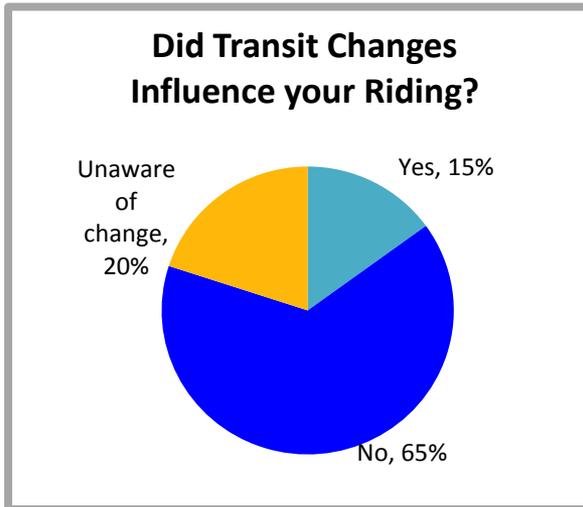
Q16. How do you normally pay for your bus fare?

Q17. Does your employer/school pay some or all of a bus pass for you?

Bases: Q16: Pre-w (1055), Post-w (1124); Q17 - Pre-w (1051), Post-w (1014)

SR 520 Transit Service Changes – Metro (Pre Only)

- In the Pre Tolling survey conducted in April and May of 2011 riders were asked if they had noticed changes in their bus service in the previous three months. When comparing service to previous months, 28% of Metro riders felt in 2011 that the *service frequency* was better than it used to be.
- However, roughly half or more riders did not notice a change in service attributes at all.



PREQ14. Over the last several months there have been some transit service changes across SR 520. Did these changes influence your decision to ride this bus? Bases: Weighted (1043) **PRE TOLLING ONLY**

PREQ15. Compared to several months ago, how has each of the following aspects of service on this bus route changed? Bases Q15A~Q15F: Weighted (1027-1032) **PRE TOLLING ONLY**

Service Ratings for Metro Respondents Post Tolling

- Survey respondents gave ratings for 9 aspects of service on this bus they were riding. These ratings were made on a continuum that ranged from 1 (very poor) to 5 (very good). Additionally, Metro riders were asked to give overall satisfaction ratings for Metro as a transit agency. Ratings for these items, and all mean ratings are displayed in the following slides.

- Mean ratings ranged from a low of 3.73 for *parking availability at Park & Rides* to a high of 4.21 for *value of services for price*. Overall bus service had a mean rating of 4.12.

- Since the Pre Tolling survey was conducted, there has been a significant increase in satisfaction for:
 - *Value of service for the price*
 - *Frequency of service*
 - *Overall satisfaction with Metro*

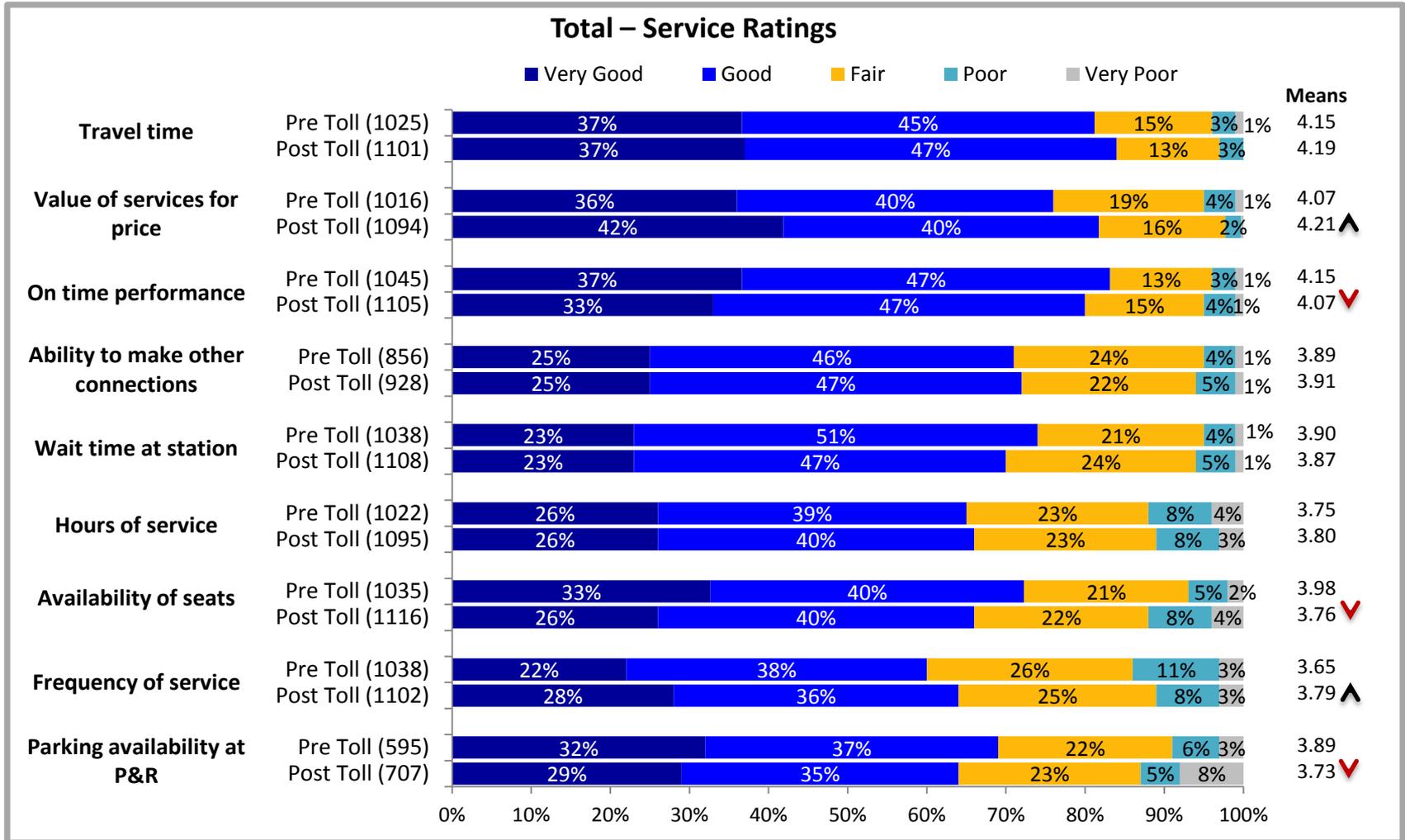
- But a significant decrease in satisfaction has been noted between the pre- and post- surveys for:
 - *On-time performance*
 - *Availability of seats*
 - *Parking availability at the park and ride lots.*

Service Ratings for Metro Respondents (continued)

- Early morning travelers (between 5 am and 7 am) are more likely to be satisfied with several aspects of service than those who travel later in the morning (from 7 am to 1 pm).
 - These aspects include:
 - ◆ *On-time performance* (4.45 mean vs. 4.02)
 - ◆ *Travel time* (4.47 mean vs. 4.06)
 - ◆ *Wait time at stations/stops* (4.22 mean vs. 3.81)
 - ◆ *Value of service for the price* (4.44 mean vs. 4.15)
 - ◆ *Overall satisfaction with the service* (4.33 vs. 4.11)
 - ◆ *Overall satisfaction with Metro* (4.24 vs. 4.02)

- Riders heading **west** are more likely to be satisfied with the *on-time performance* (4.13 west vs. 3.95 east) and *travel time* (4.22 west vs. 4.12 east) and those heading **east** are more likely to be satisfied with the *ability to make other connections* (3.99 east vs. 3.86 west), the *availability of seats* (3.99 east vs. 3.66 west), and the *hours of service* (3.89 east vs. 3.76 west).

Service Ratings – Metro

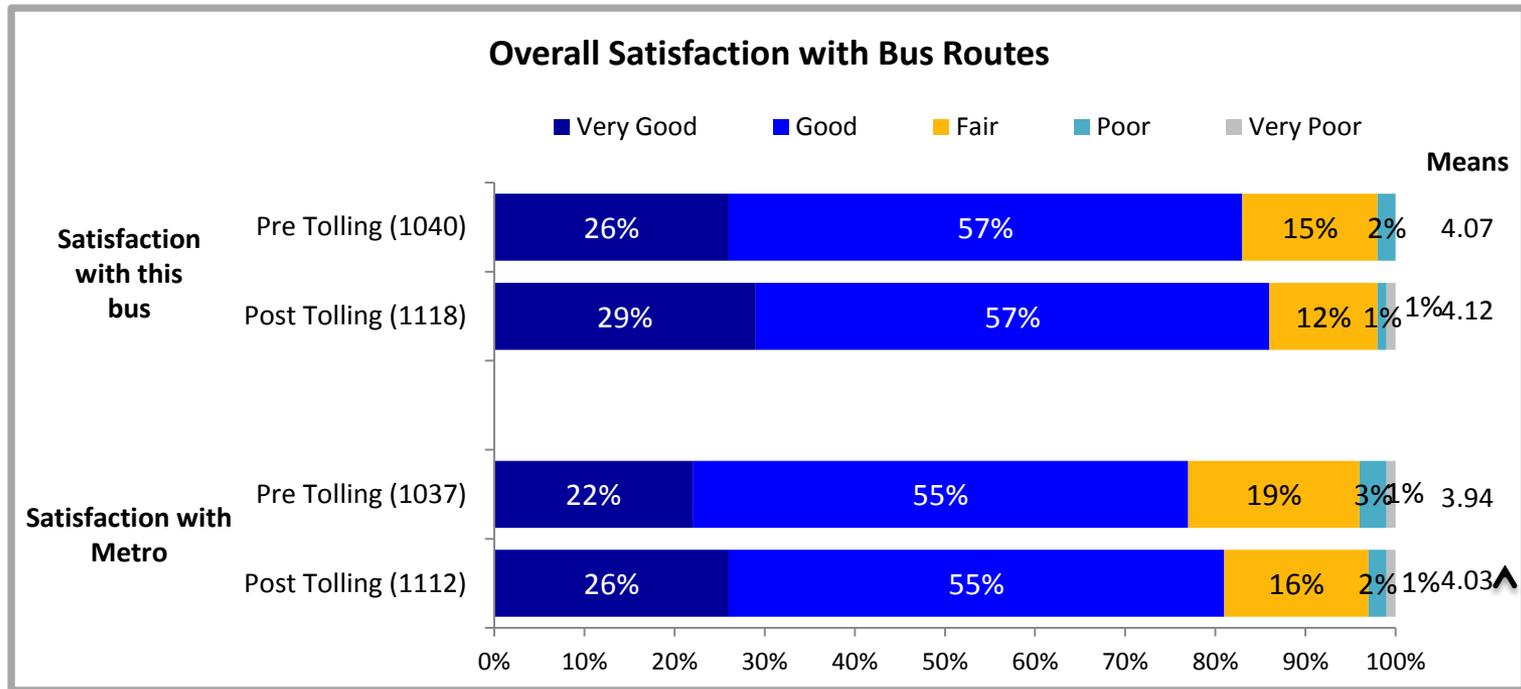


Q18A – Q18I. How would you rate each of the following aspects of service on this bus route?

▲ ▼ - show a significant increase (▲) or decrease (▼) in ratings from the pre toll survey to post toll survey

Overall Satisfaction - Metro

- 86% of all respondents gave a positive overall rating for this bus service, including 29% who rated overall satisfaction with service as *very good*. Overall satisfaction ratings have not changed based on the addition of the toll on SR 520.
- The overall satisfaction rating for *Metro* did increase significantly from 78% satisfied before tolling to 81% satisfied after tolling began.



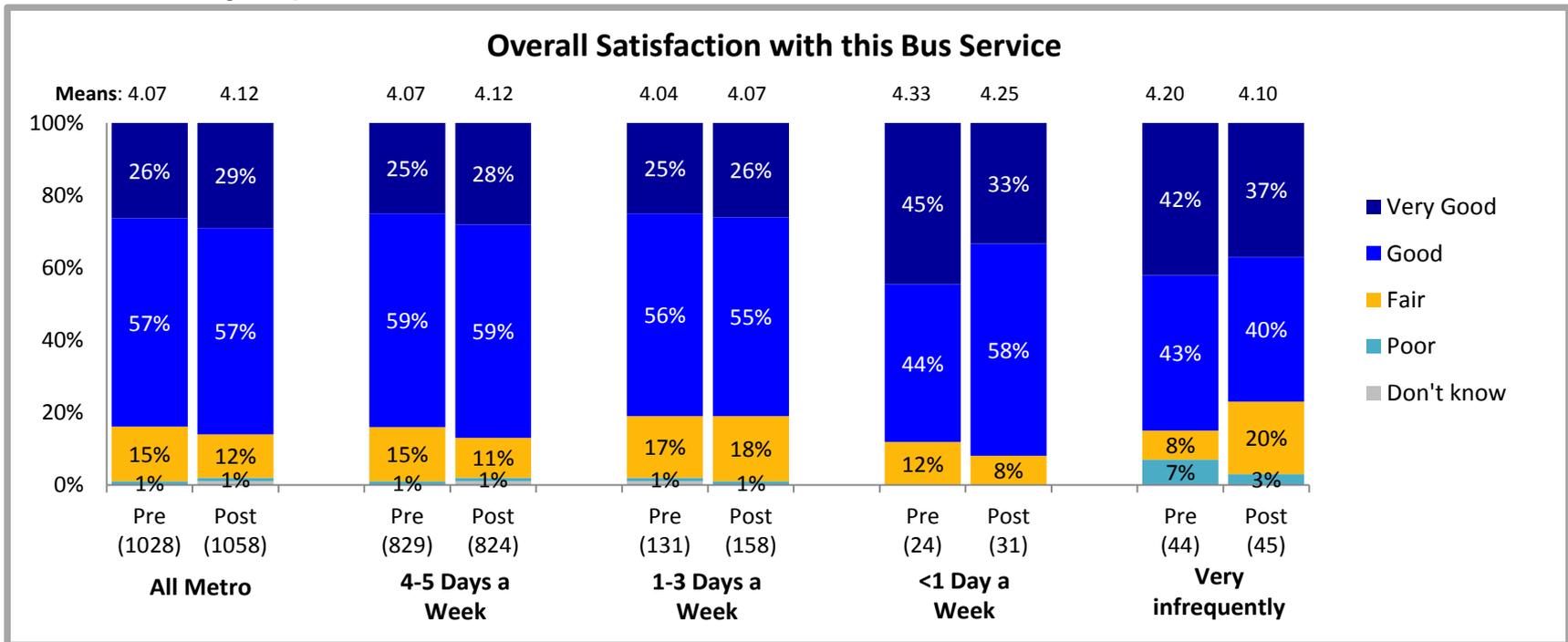
Q18J. How would you rate your overall satisfaction with this bus service?

Q18K. How would you rate your overall satisfaction with Metro?

▲ ▼ - show a significant increase (▲) or decrease (▼) in ratings from the pre toll survey to post toll survey

Overall Satisfaction by Frequency of Riding - Metro

- When looking at satisfaction based on frequency of riding this bus, satisfaction does not differ significantly based on how frequently the respondent rides this bus.
 - Based on small sample sizes, there are no significant differences in satisfaction between pre- or post-tolling respondents.

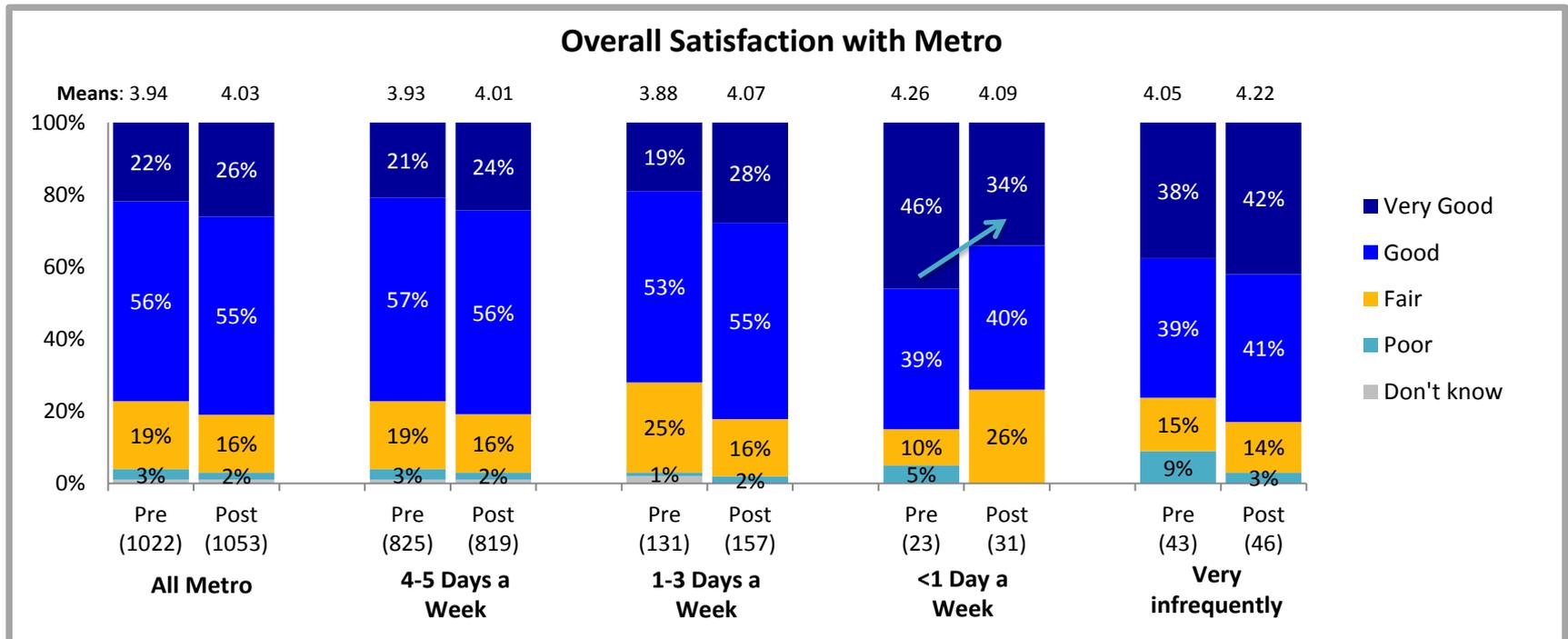


Q8. Approximately how many days a week do you ride this bus route?

Q18J. How would you rate your overall satisfaction with this bus service?

Overall Satisfaction with Metro by Frequency of Riding

- When looking at satisfaction based on frequency of riding this bus, satisfaction is highest among those who ride this bus very infrequently (4.22 mean score).
 - There were no significant differences in satisfaction comparing pre- or post- tolling respondents.

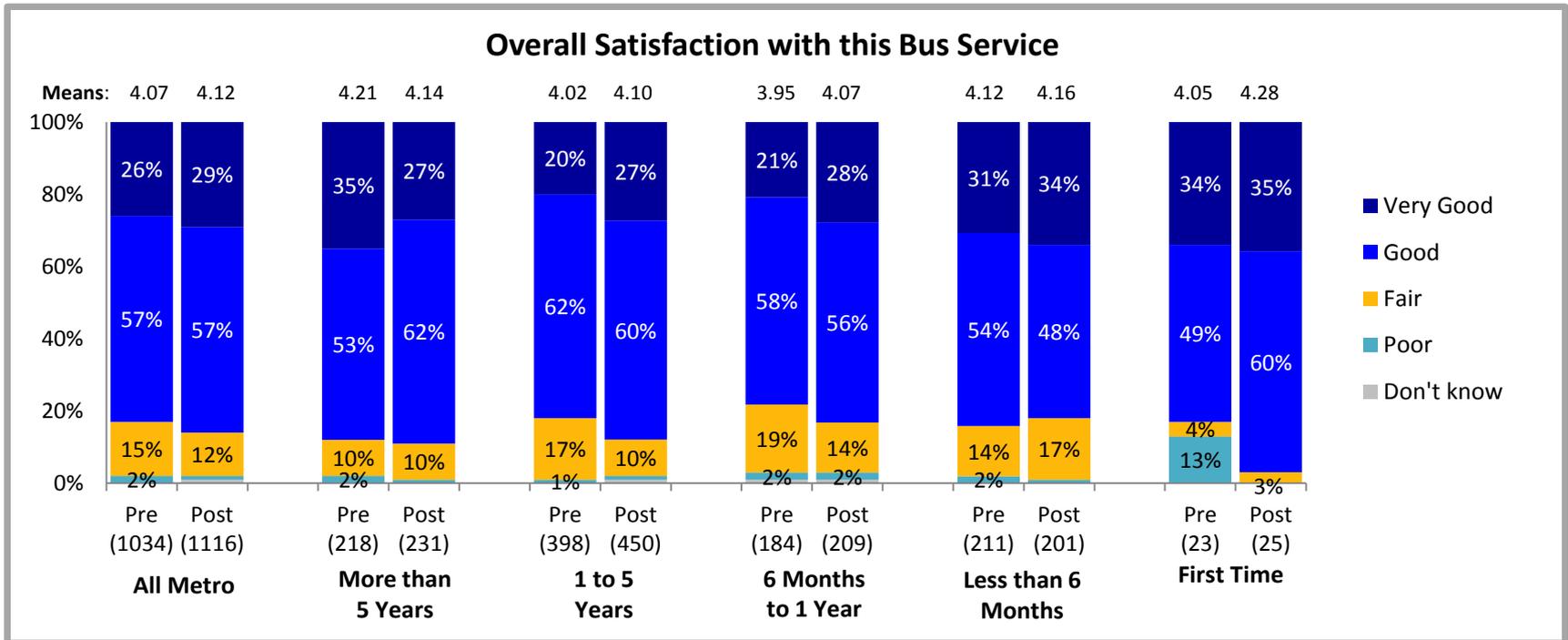


Q8. Approximately how many days a week do you ride this bus route?

Q18K. How would you rate your overall satisfaction with Metro?

Overall Satisfaction by Length of Riding - Metro

- When looking at satisfaction based on how long the respondent has been riding this bus, those who have been riding this bus the *least* amount of time are more willing to consider their experience “very good.”
- Overall satisfaction is still fairly positive among those riding for five or more years (89% “good” or “very good.”)

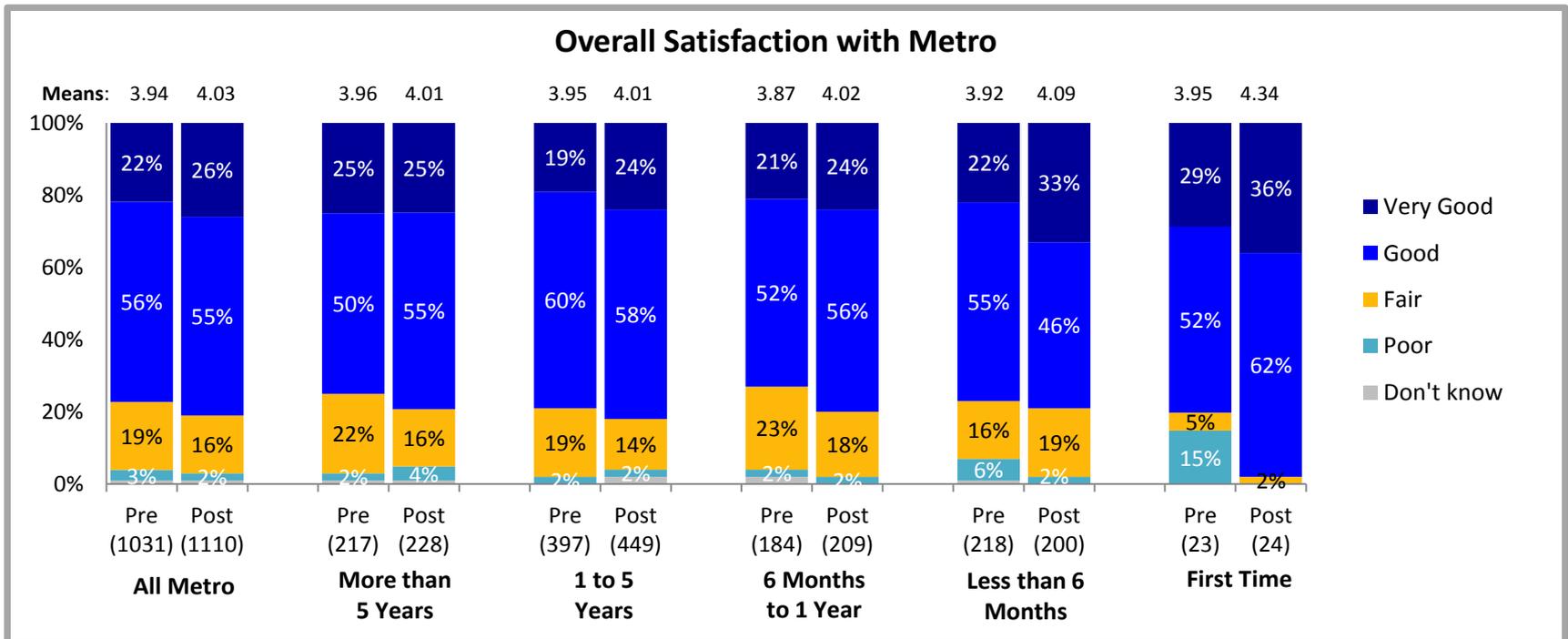


Q7. Approximately how many days a week do you ride this bus route?

Q18J. How would you rate your overall satisfaction with this bus service?

Overall Satisfaction with Metro by Length of Riding

- When looking at satisfaction with Metro based on how long the respondent has been riding this bus, those who have been riding this bus the *least* amount of time have the highest satisfaction with Metro.
- Though not significant, post tolling satisfaction scores are slightly higher in each category.

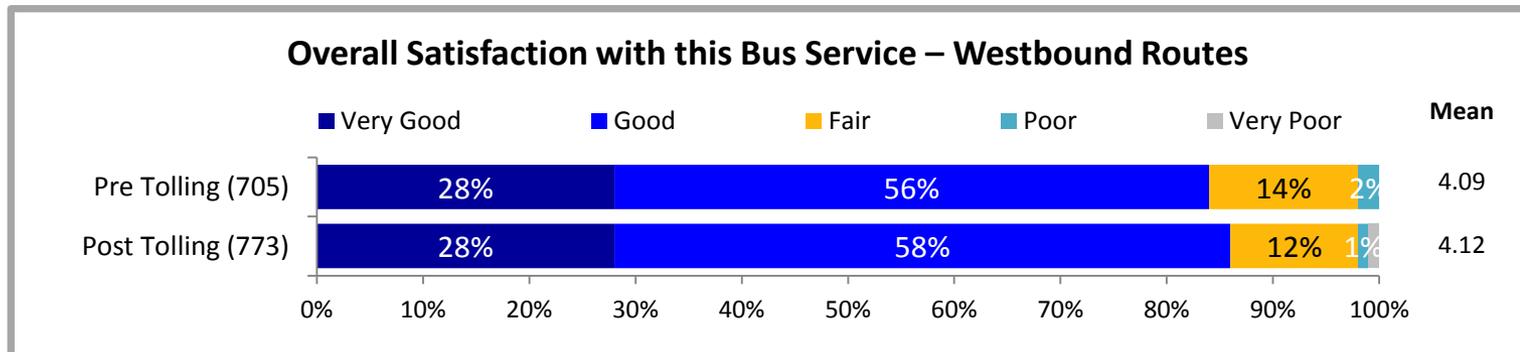
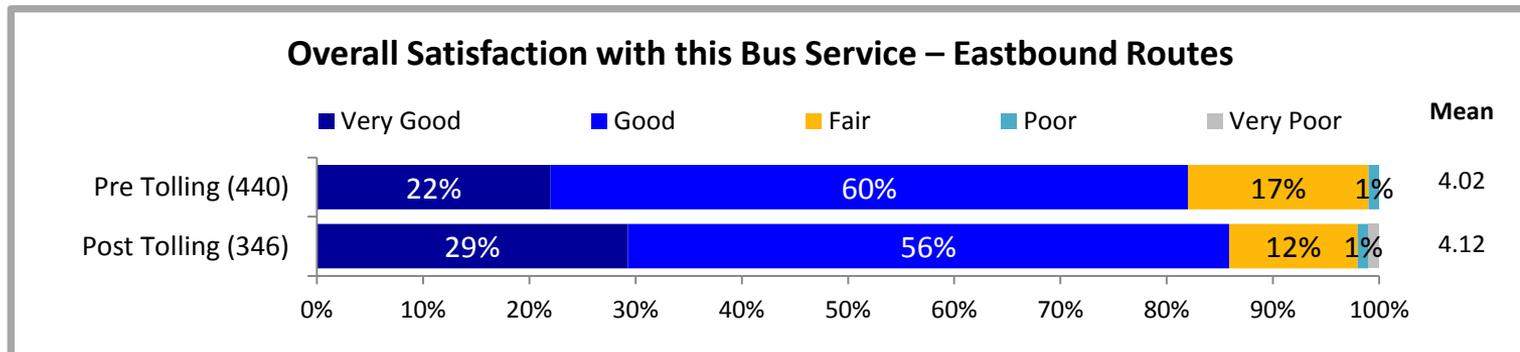


Q7. Approximately how many days a week do you ride this bus route?

Q18K. How would you rate your overall satisfaction with Metro?

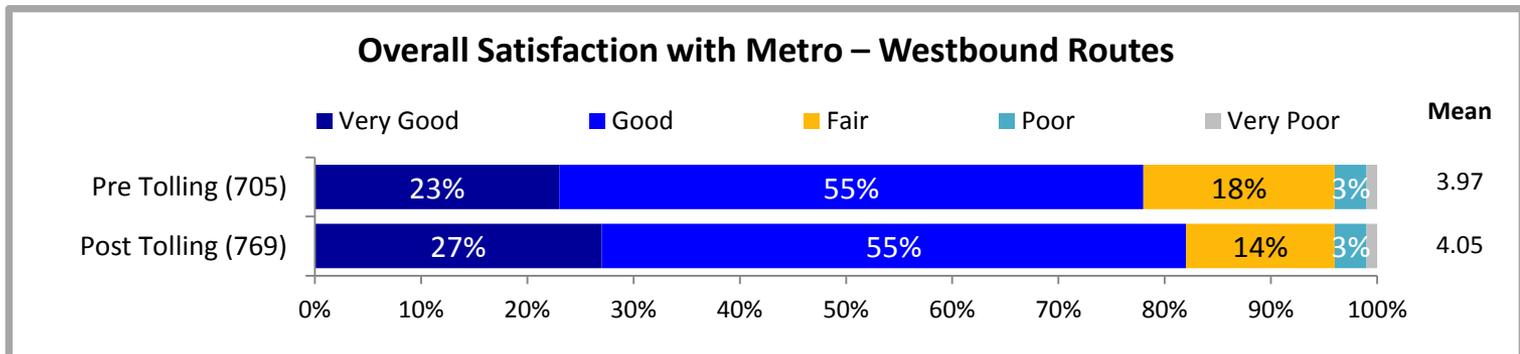
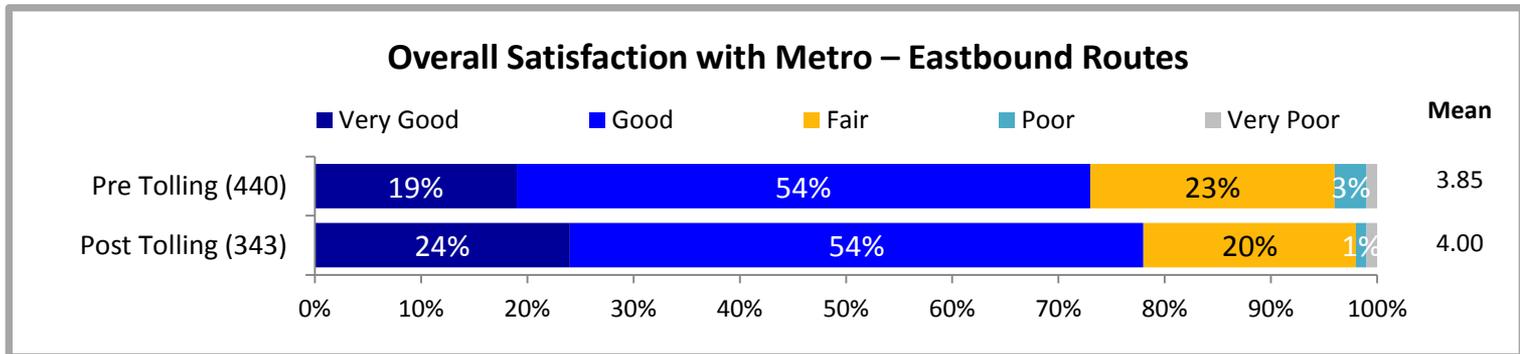
Overall Satisfaction by Route Direction - Metro

- Mean satisfaction ratings are very similar for riders on eastbound and westbound routes:
 - Eastbound (4.12); Westbound (4.12)
- There are no significant differences in overall satisfaction by route direction from Pre Tolling to Post Tolling.



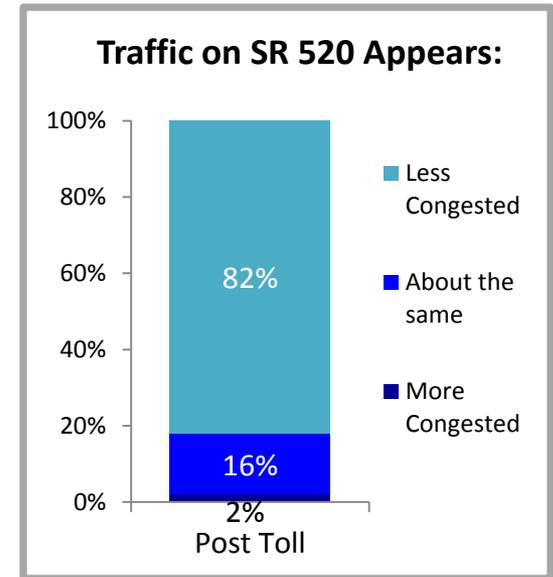
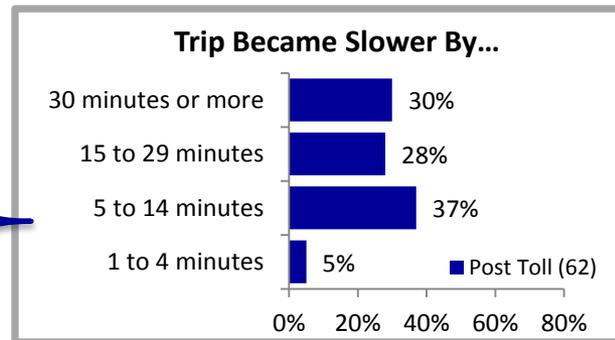
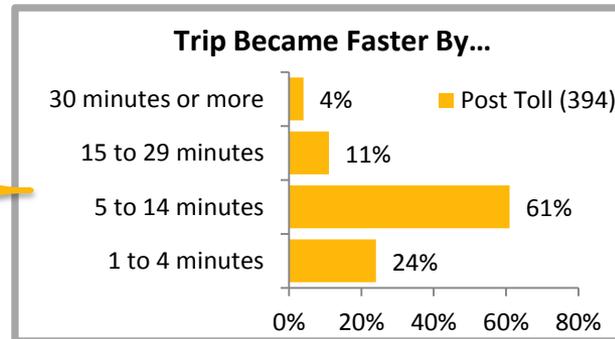
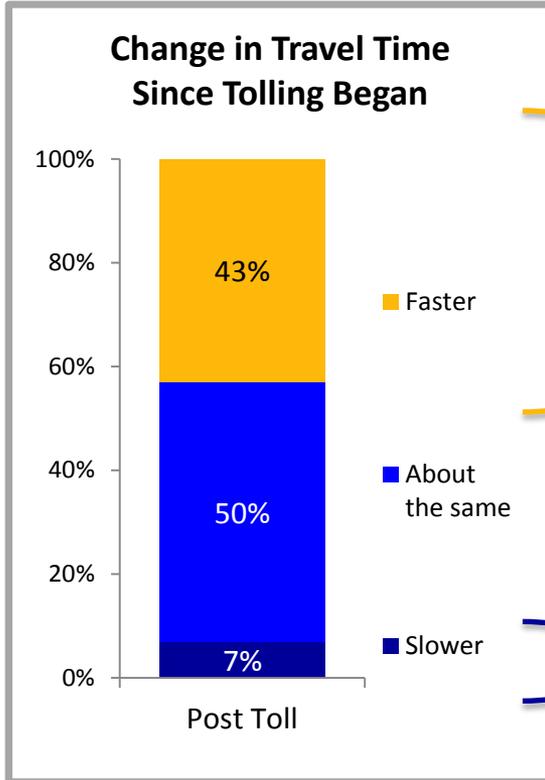
Overall Satisfaction with Metro by Route Direction

- Mean satisfaction ratings of Metro are very similar for riders on eastbound and westbound routes:
 - Eastbound (4.00); Westbound (4.05)
- There are no significant differences in overall satisfaction by route direction from Pre Tolling to post tolling.



Changes in the Commute Since Tolling Began - Metro

- Since tolling began, just under half of riders have noticed a shorter travel time (43%). Only 7% feel their travel time is longer.
 - 85% of those who see an improvement have noticed an improvement of 14 minutes or less.
- Respondents also perceive traffic on SR 520 to be less congested (82%) than it was before tolling began.

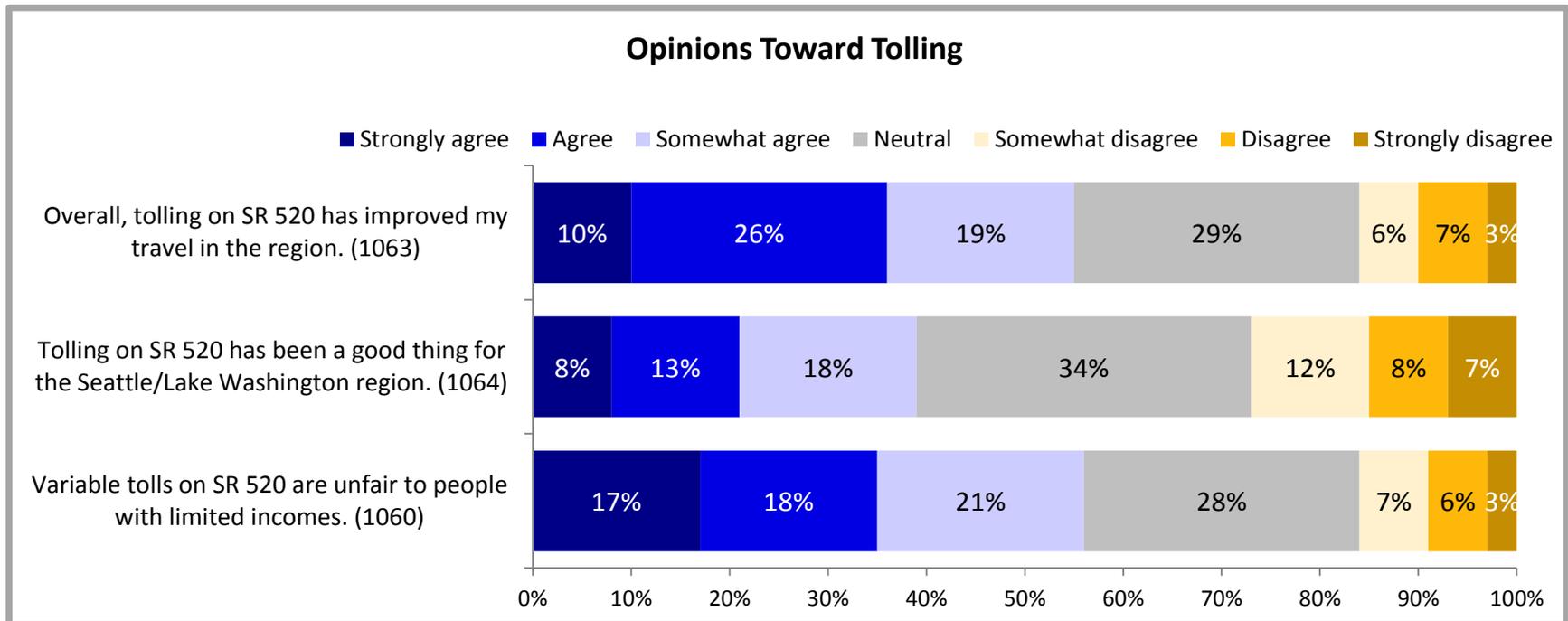


Q19. How does your average travel time on this bus now compare to before tolls began on SR 520? Bases: Weighted (930);

Q20. Since tolling started on December 29, 2011, would you say traffic on SR 520 is...? Bases: Weighted (1051)

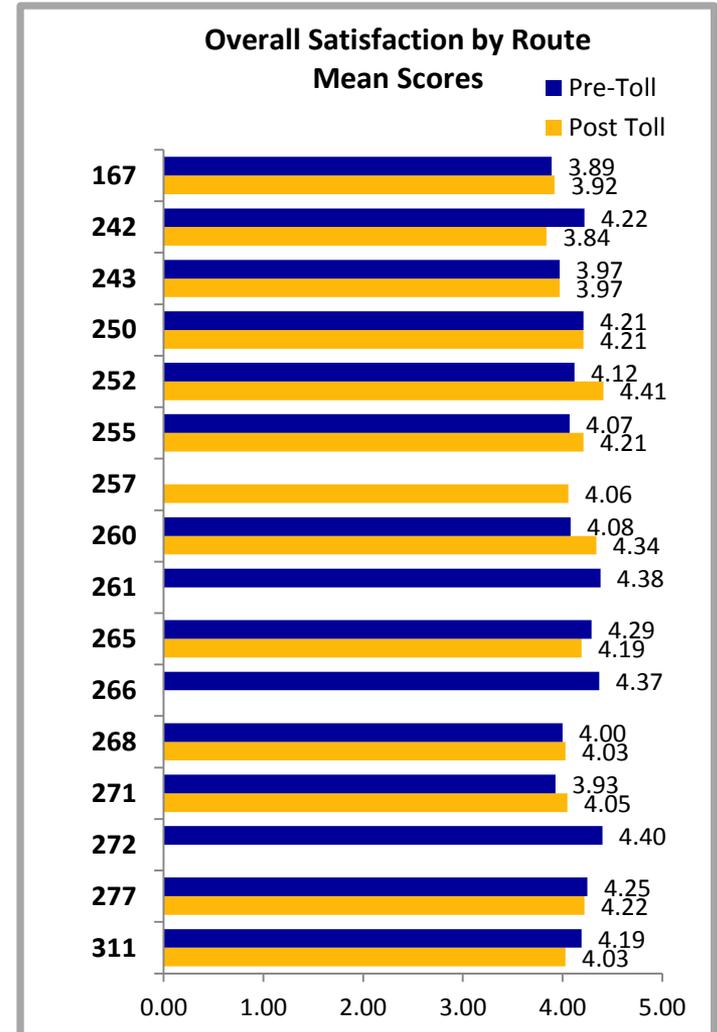
Opinions Toward Tolling on SR 520 - Metro

- While over half of riders agreed that tolling on SR 520 has improved their travel in the region (55%), fewer feel that tolling has been a good thing for the region (40%) and more than half of all riders feel the variable tolls are unfair to people with limited incomes (56%).



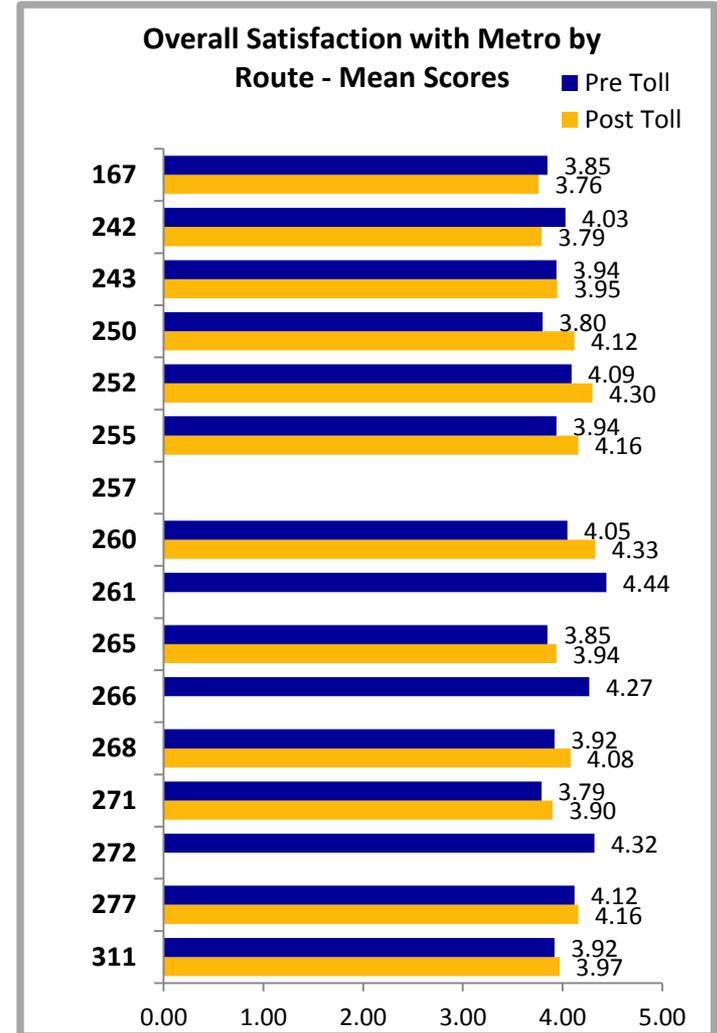
Overall Satisfaction by Bus Routes

- Overall satisfaction increased at least slightly for half of Metro's routes after tolling began compared to Pre Tolling.
- When looking at the overall satisfaction rating for bus service by route, satisfaction is highest for riders of Routes 252 and 260.
- Satisfaction is lowest for Routes 242, 167, and 243.
- After tolling began, satisfaction increased significantly for Routes 252, 255, and 260.
 - Satisfaction decreased for Route 242 after tolling began.



Overall Satisfaction with Metro by Bus Routes

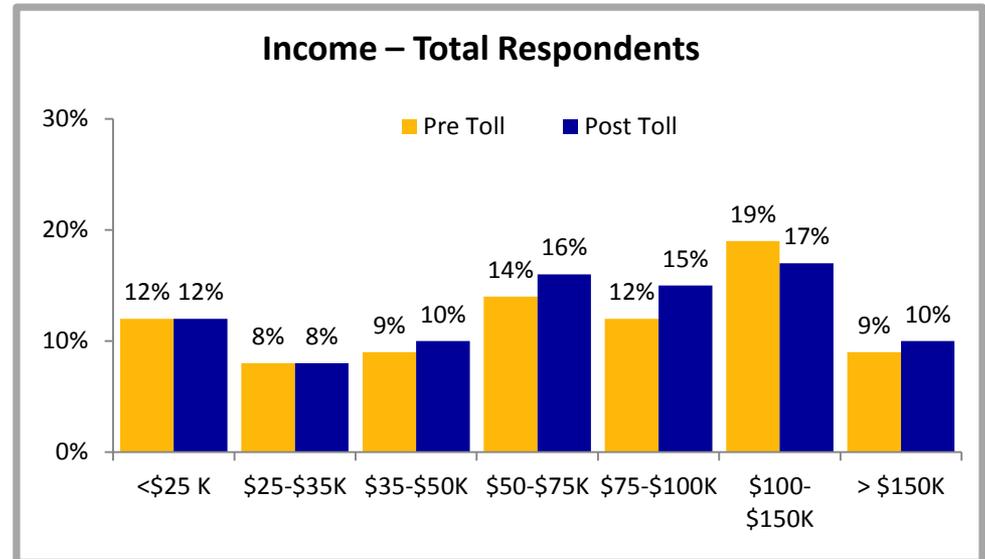
- Satisfaction of Metro is highest for riders of Routes 260 and 252.
- Satisfaction is lowest for Routes 242, 271, and 167.
- 10 out of 12 routes saw at least some improvement in their overall satisfaction of Metro score from Pre Tolling to Post Tolling.
- After tolling began, satisfaction increased significantly for Routes 250, 252, 255, 260, and 265.
 - Satisfaction decreased for Routes 167 and 242 after tolling began.



Respondent Profile - Metro

- There are no significant differences in the respondent demographics collected from before or after tolling began.

Respondent Profile		
	Pre Toll	Post Toll
Gender		
Male	57%	50%
Female	44	50
Age		
<18	1%	1%
18-24	18	21
25-34	29	27
35-44	17	17
45-54	16	17
55-64	16	14
65 +	4	4
% Hispanic/Latino		
Yes	4%	4%
No	96	96
Racial/Ethnic		
African American/Black	4%	4%
American Indian or Alaskan Native	1	1
Asian	24	25
Caucasian/White	66	67
Mixed race	2	1
Other	2	3



Results for Sound Transit Respondents

Key Findings – Sound Transit

- **Changes from Pre Tolling Study:** Few significant changes were observed in Sound Transit riders since tolling began. Fewer trips started in East King County, more began in Downtown Seattle, more trips ended in East King County, and fewer ended in Downtown Seattle. More respondents had an automobile available for the trip and more riders have an employer or school that pays for part or all of their fare than did before tolling began. Satisfaction with *on-time performance*, *hours of service*, *availability of seats*, and *parking availability at the Park and Rides* is lower since tolling began as is satisfaction with the overall bus service. However, 51% of respondents do feel their average commute time is faster since tolling began.
- **Origins and Destinations:** Sound Transit respondents were much more likely to specify locations in East King County as points of origin for their bus trip (61%) than areas in other regions of King County. They named Redmond as a starting place more often than anywhere else (39%). For trip destinations, nearly half of respondents indicated areas in East King County (48%) followed by areas in and surrounding Downtown Seattle (30%). Redmond was most often specified as a destination in East County (31%) and the Downtown Seattle core followed as the second most common destination (21%). Riders indicated the U-District most often as a destination in North King County (19%).
- **Primary Purpose of the Trip:** Nearly 8 in 10 (79%) Sound Transit riders indicated *work* as the primary purpose for riding this bus across SR 520 and 12% mentioned *school*.
- **Main Reason for Using this bus:** *Saving money* surfaced more often than other survey options as main reasons for riding this bus (38%), followed by *don't drive/don't own a car* (22%), *more convenient than car* (20%), *avoiding traffic* (18%) and *expensive, limited parking* (18%).
- **Frequency and Length of Time Riding the Route:** 78% indicated that they ride 4 to 5 days a week, and 61% said they have been riders for at least 1 year, which includes 14% who have been riders longer than 5 years.

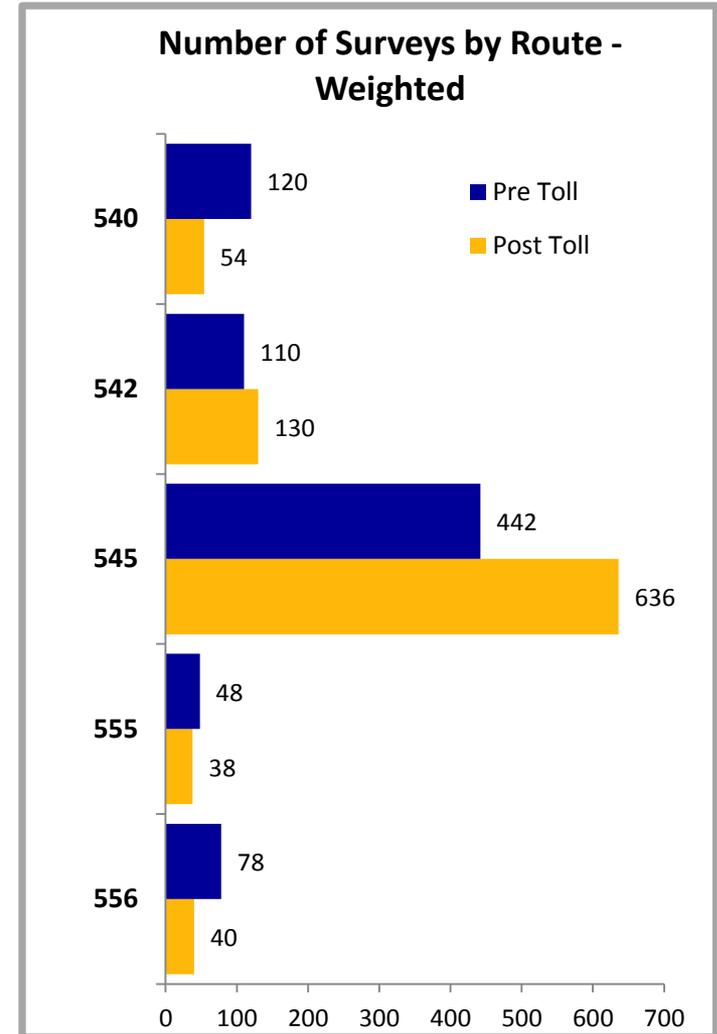
Key Findings – Sound Transit

- **Prior Method of Making the Trip:** 43% of respondents indicated that they have *always made the trip* across SR 520 by bus, but 30% indicated that before they *drove alone* and 10% indicated that they *rode another bus*.
- **Boarding this bus:** Just over half of the respondents (52%) boarded their buses at bus stops, 26% departed from Park & Rides and 22% got on at a Transit Center. Three-quarters (72%) said they had automobiles available to make the trip.
- **Method of Arrival at the Stop Location:** Sound Transit respondents indicated that they *drove by themselves and parked* (31%) nearly as often as they specified they that they *walked to the stop locations* (35%).
- **Bus Fare Payment:** Offered six options from which to choose the method they normally use to pay bus fares, 56% marked ORCA Pass, 19% marked UPASS and 11% marked ORCA e/purse.
- **Employer/School Fare Payments:** Most Sound Transit riders (78%) indicated that their employer or school pays some or all of their bus passes, a significantly higher percentage than before tolling began (62%).
- **Influence of Tolls:** 22% of respondents started riding this bus after tolling began and 31% of all Sound Transit riders said the tolling on SR 520 influenced them to ride this bus.
- **Real-Time Signs:** One-third of riders recalled seeing a real-time bus arrival information sign at their bus stop (35%). The majority of these riders find this information at least somewhat useful (92%) and easy to understand (96%).
- **11 Service Ratings:** A complete summary of bus service ratings is provided in a separate upcoming section of this report.

Sound Transit Survey Routes

- Surveys were completed with a total of 887 Sound Transit riders, including 383 respondents riding eastbound routes and 504 aboard westbound routes.
- Surveys were obtained with both eastbound and westbound riders on Routes 540, 542 and 545. Route 555 surveys were completed on eastbound buses and on Route 556 surveys occurred on westbound buses.
 - For Route 540 there were n=19 surveys completed aboard eastbound buses and n=112 completed aboard westbound buses.
 - For Route 542 there were n=75 surveys completed aboard eastbound buses and n=50 completed aboard westbound buses.
 - For Route 545, n=218 surveys were obtained on eastbound buses and n=216 aboard westbound buses.

Weighting Plan		
Route	Weighted	Unweighted
540	54	131
542	130	125
545	636	434
555	38	72
556	40	125
<i>Total</i>	<i>898</i>	<i>887</i>



Neighborhoods of Origin and Destination – Sound Transit

■ Top Origins Overall:

- Redmond (39%)
- Downtown Seattle Core (10%)
- Capitol Hill (8%)
- Kirkland (5%)
- University District (5%)

■ Top Destinations Overall:

- Redmond (31%)
- Downtown Core (21%)
- University District (19%)
- Overlake (8%)
- Bellevue Downtown (6%)

Significantly more riders are ending their trips in East King County, fewer are starting their trips in East King County, more are starting in Downtown Seattle and fewer are ending in Downtown Seattle than did before tolling began.

More respondents named neighborhoods in East King County as origins than as destinations (55% v. 48%).

Areas of North King County were named more often as destination neighborhoods than neighborhoods of origin (22% compared to 15%).

Roughly the same proportion of riders are starting and ending their trips in Downtown Seattle.

Neighborhoods in South County were listed as origins and destinations very infrequently.

	Origin		Destination	
	Pre Toll	Post Toll	Pre Toll	Post Toll
East King County	61%	55%*	39%	48%*
Kirkland	9	5	4	1
Redmond	38	39	24	31
Bellevue				
Downtown	2	1	4	6
Overlake	6	3	4	8
Woodinville	1	1	<1	<1
Crossroads	1	1	-	1
Eastgate	1	<1	1	<1
Issaquah	3	3	1	1
Bothell	-	<1	<1	-
Other East King County	1	1	1	1

	Origin		Destination	
	Pre Toll	Post Toll	Pre Toll	Post Toll
North King County	15%	15%	22%	22%
University District	6	5	20	19
Ballard	1	2	1	<1
Northgate	3	3	<1	1
Shoreline	1	1	<1	-
Greenlake	1	1	-	<1
Fremont	1	<1	1	-
North Seattle	1	1	<1	<1
University Village	1	1	<1	1
Wallingford	<1	<1	-	<1
Other North King County	<1	1	<1	-

	Origin		Destination	
	Pre Toll	Post Toll	Pre Toll	Post Toll
Downtown Seattle Area	23%	28%*	36%	30%*
Capitol Hill	12	8	1	1
Downtown Seattle core	5	10	23	21
Belltown	2	2	1	<1
First Hill	1	1	1	1
International District	<1	2	1	1
Queen Anne	1	1	1	1
S Lake Union	1	2	5	2
Pioneer Sq.	-	1	2	1
Other Areas				
Near DT	1	3	1	2

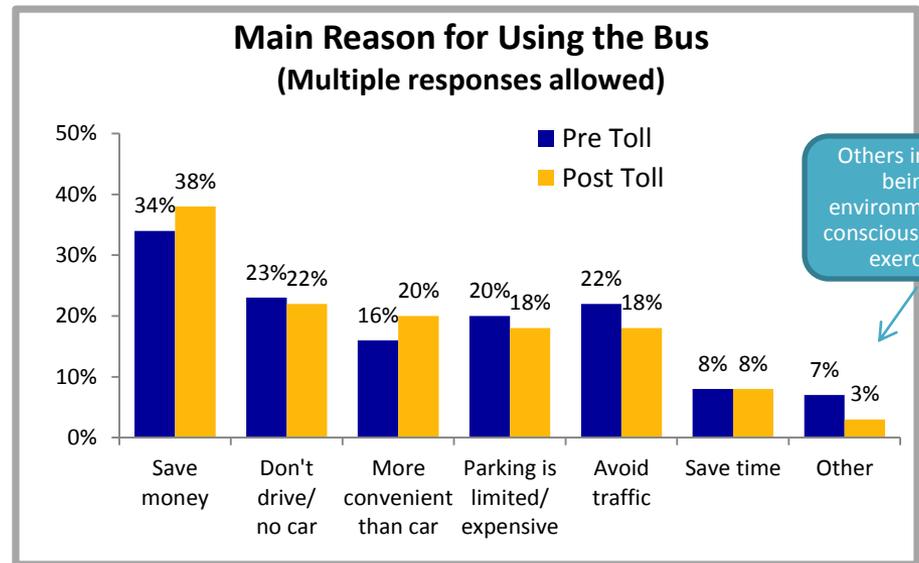
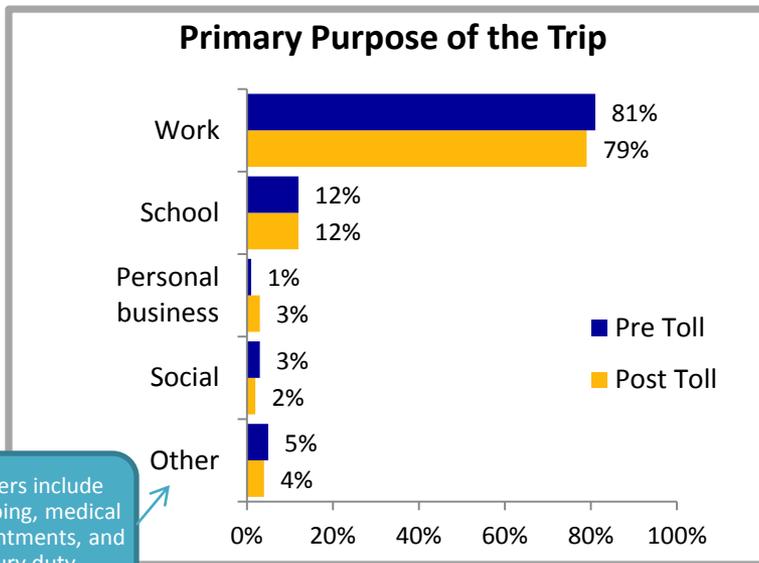
	Origin		Destination	
	Pre Toll	Post Toll	Pre Toll	Post Toll
South King County	1%	1%	3%	1%
Renton	<1	<1	<1	<1
South Seattle	-	1	2	1
Southcenter	-	-	-	-
Kent	-	<1	<1	-
Other South King County	<1	<1	<1	-

* Indicates a significant difference between pre- and post-tolling.

Q2. Please check the box for the closest neighborhood to where you started this trip today and where you are traveling to today. (List was in alphabetical order). **Bases: Origin:** Pre-w (871); Post-w (885); **Destination:** Pre-w (820); Post-w (828)

Purpose of Trip & Reasons for Riding – Sound Transit

- A large majority of respondents indicated work as the primary reason for their trip (79%). Another 12% said they were riding this bus to get to or from school.
- Riders are more likely to ride this bus to save money (38%) than any other reason, but others still ride this bus because either they don't drive (22%), feel it is more convenient (20%), or parking is limited and expensive (18%).

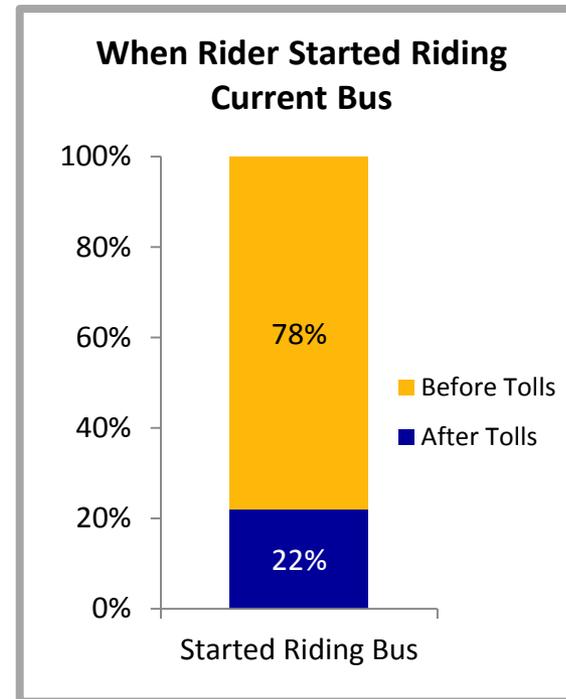
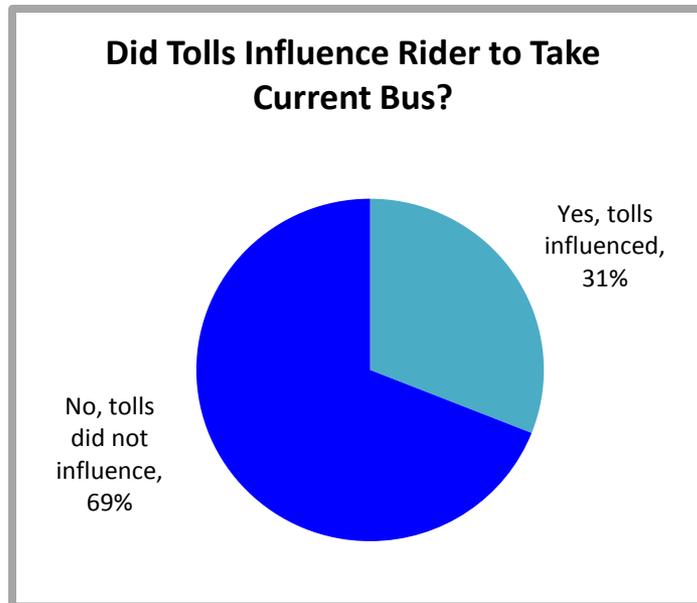


Q3. What is the primary purpose of today's trip? Pre-w (879); Post-w (896)

Q4. What is your main reason for using this bus? Pre-w (874); Post-w (894)

Influence of Tolls on SR 520 – Sound Transit

- Three out of ten riders said the tolls influenced their decision to take this bus.
- One out of five current bus riders started riding this bus *after* the tolls began on SR 520.



Those traveling for work rather than school are most likely to start riding this bus after tolling began (22% vs. 10%).

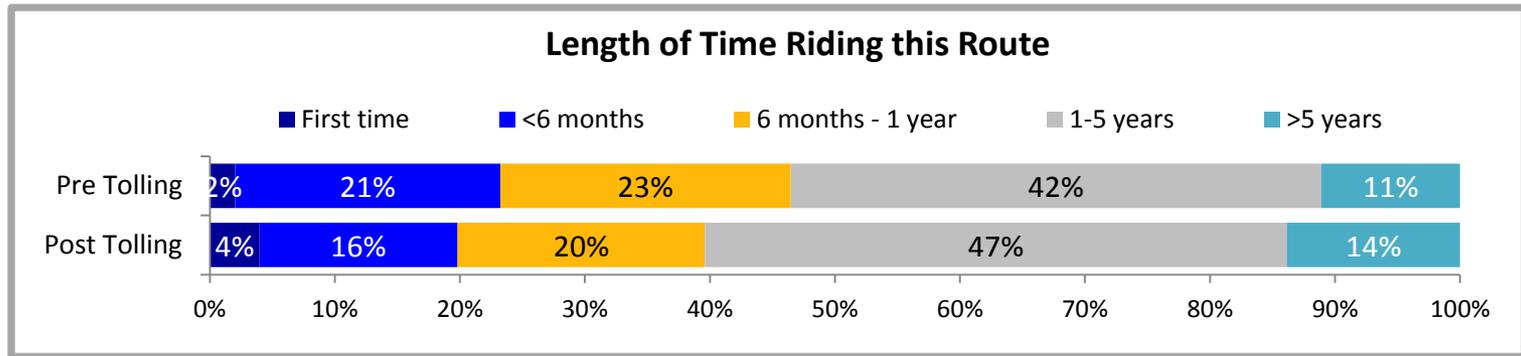
Q5: Did the tolls on SR 520 influence you to take this bus? (Only asked in post toll survey)

Q6: Tolling on SR 520 started on December 29, 2011. Did you start riding this bus...? (Only asked in post toll survey)

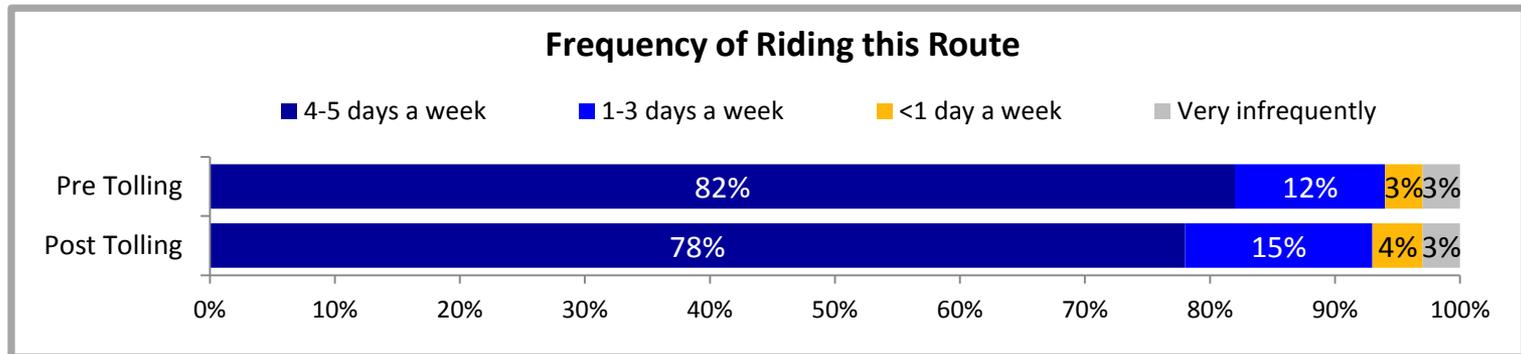
Bases: Q5 - Post-w (886); Q6 - Post-w (893)

Frequency of Riding and Length of Time Riding – Sound Transit

- While a majority of respondents (61%) indicated they have been riding this bus along the SR 520 corridor for at least 1 year, many (40%) indicated they were riders of less than 1 year.



- A large proportion of respondents (78%) ride their buses as much as 4 or 5 days a week, a significantly lower proportion than 82% before tolling began.



Q7. How long have you been riding this bus route?

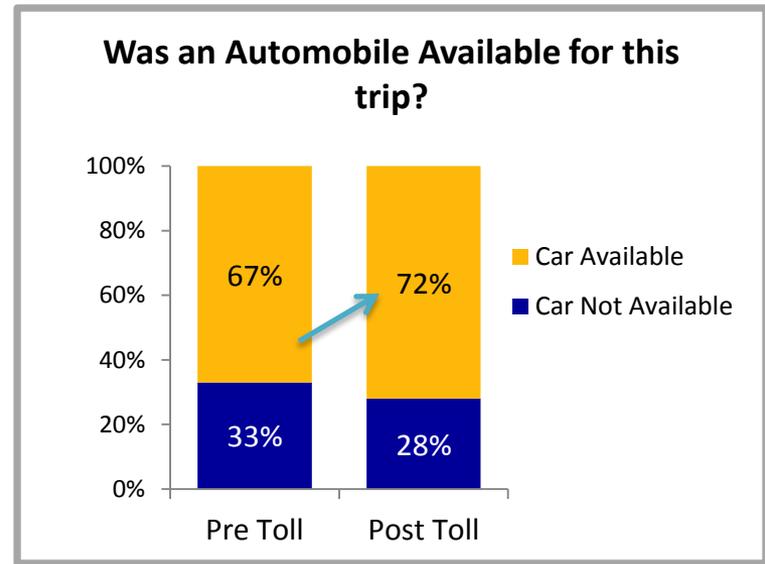
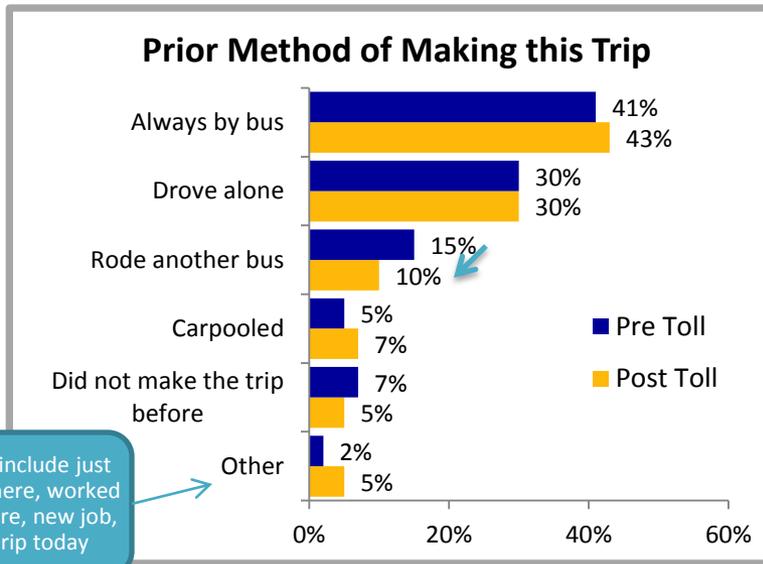
Q8: Approximately how many days a week do you ride this bus route?

Bases: Q7 – Pre-w (881); Post-w (896); Q8 - Pre-w (876); Post-w (844)

Prior Method & Automobile Availability – Sound Transit

- When asked how they made the trip across SR 520 before they began riding this bus route 43% indicated that they always made the trip by bus.
 - More than one quarter (30%) said they drove alone and 10% said they rode another bus.
 - Significantly fewer rode another bus after tolling began.

- Almost three out of four (72%) indicated that they had automobiles available to make the trip, a significantly higher percentage than Pre Tolling (67%).



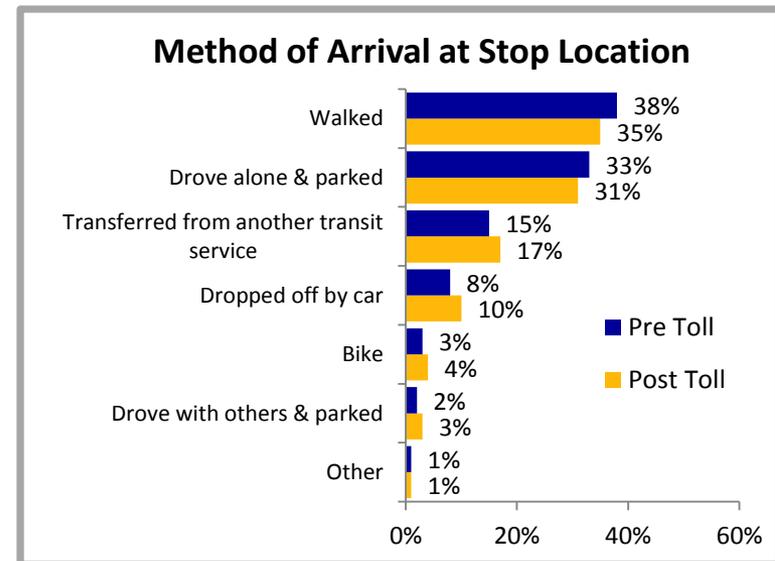
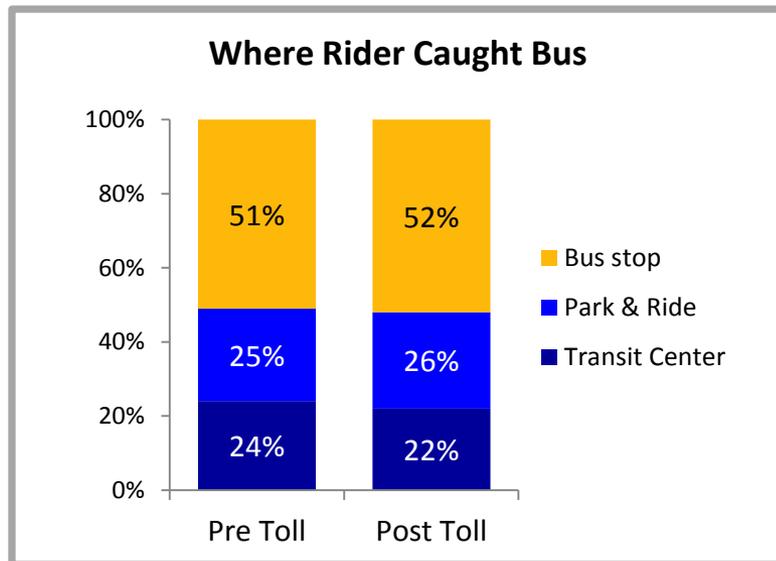
Q9. How did you make this trip before you began riding this bus route?

Q10. Did you have an automobile available for this trip?

Bases: Q9 – Pre-w (875); Post-w (876); Q10 - Pre-w (875); Post-w (880)

Getting on this bus – Sound Transit

- There are no significant differences between the before and after survey responses on where riders catch this bus.
- More than half of all respondents said they boarded their buses at bus stops (52%) and 26% departed from Park & Rides.
- Most respondents said they either walked to their stop locations (35%) or drove by themselves and parked (31%).
 - Though not offered as choice for selection in the survey, 4% indicated that they rode bicycles to their stops.



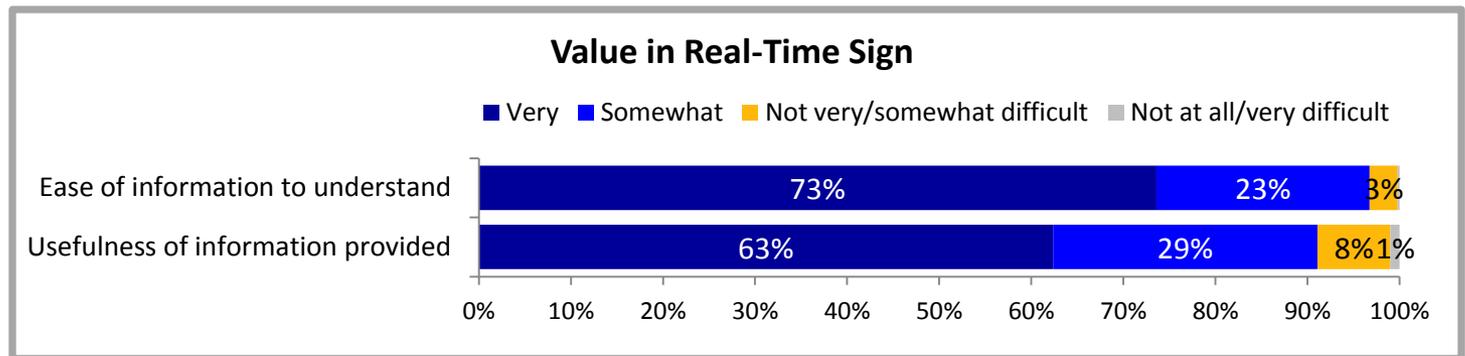
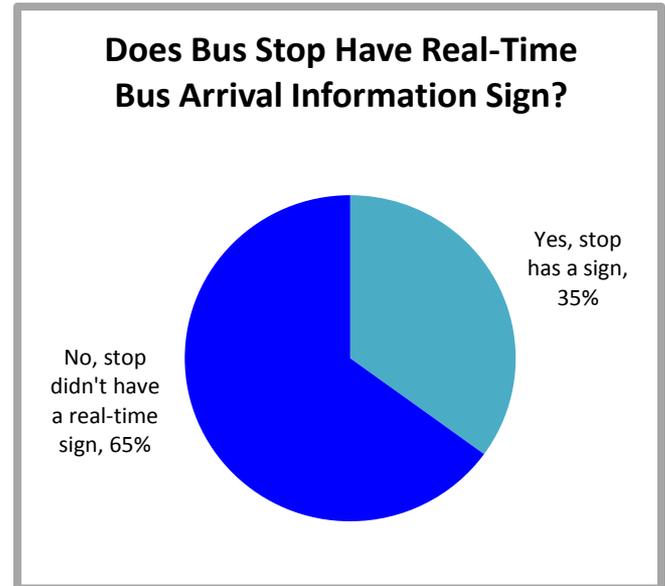
Q11. Did you get on this bus at a ...

Q12. How did you get to the stop where you caught this bus?

Bases: Q11 – Pre-w (876); Post-w (894); Q12 - Pre-w (880); Post-w (896)

Real-Time Signs at Bus Stops – Sound Transit

- One out of three riders (35%) board at a bus stop with a real-time bus arrival information sign.
- Almost all riders who have a sign at their stop find the real-time signs easy to understand and the information useful (96% and 92% respectively).



Q13: Does this bus stop where you caught this bus include a sign with real time bus arrival information? (asked in post toll survey)

Q14. How easy is the information to understand? (Only asked in post toll survey if Q13 is “yes”)

Q15. How useful is the information provided? (Only asked in post toll survey if Q13 is “yes”)

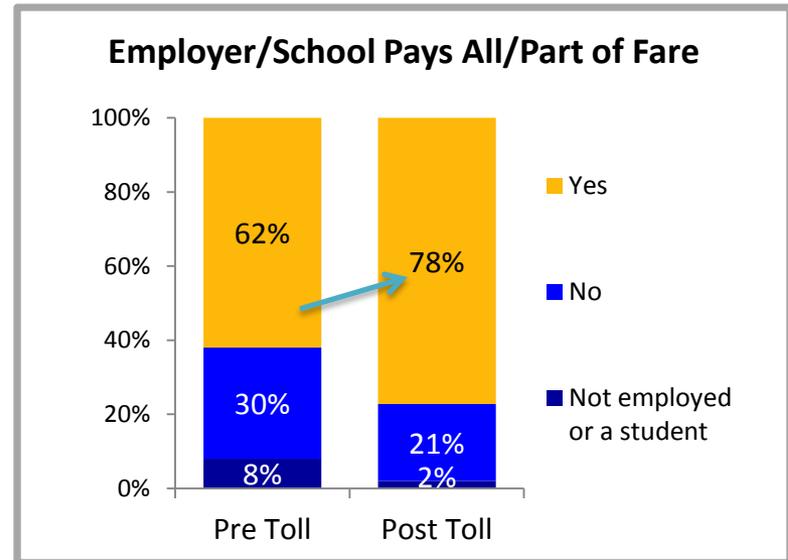
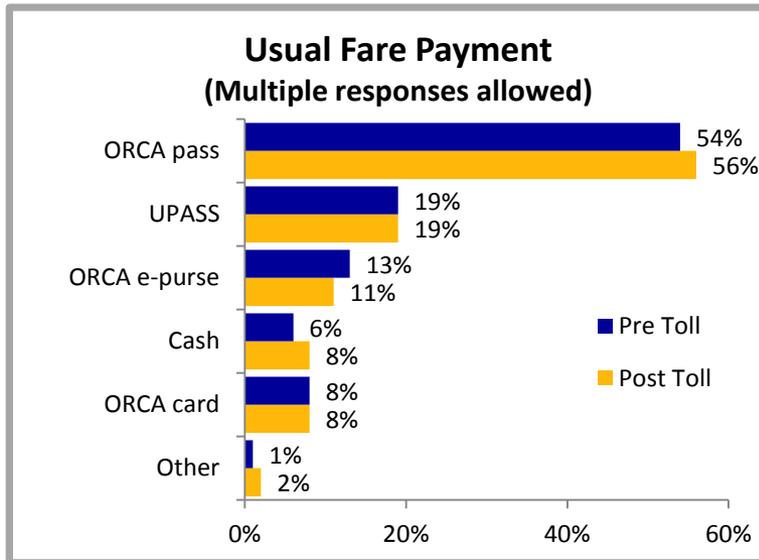
Bases: Q13 –Post-w (873); Q14 - Post-w (288), Q15 - Post-w (262)

Bus Fare Payments – Sound Transit

■ Respondents most often specified ORCA payments as their usual method for paying fares.

- 75% indicated the ORCA Pass (including UPASS)
- 13% used the ORCA e/Purse
- 8% specified the ORCA Card

■ The majority of respondents (78%) said their employer or school pays some, or all of their bus passes, a significantly higher percentage than before tolling began (62%).



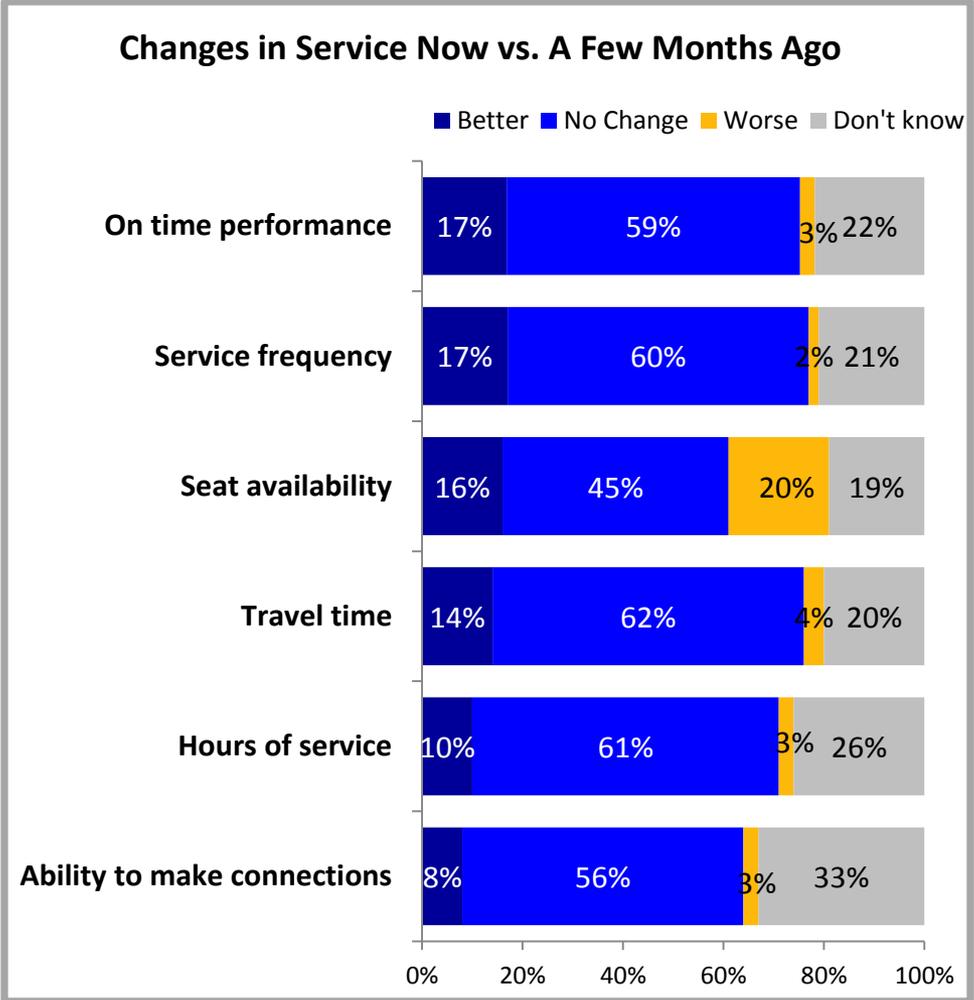
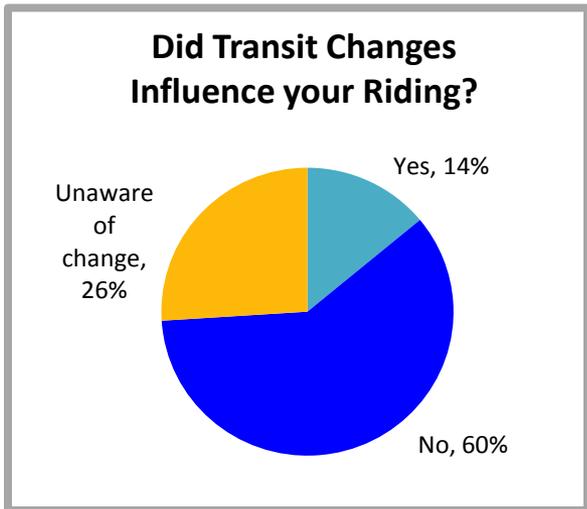
Q16. How do you normally pay for your bus fare?

Q17. Does your employer/school pay some or all of a bus pass for you?

Bases: Q16: Pre-w (877), Post-w (889); Q17 - Pre-w (875), Post-w (814)

SR 520 Transit Service Changes – Sound Transit (Pre Only)

- In the Pre Tolling survey conducted in April and May of 2011 riders were asked if they noticed changes in bus service. When asked about the difference between several aspects of service from previous months to April-May 2011, the majority of Sound Transit riders did not notice a change or “don’t know” of anything different.
- However, 20% did feel the *seat availability* aspect had gotten worse.



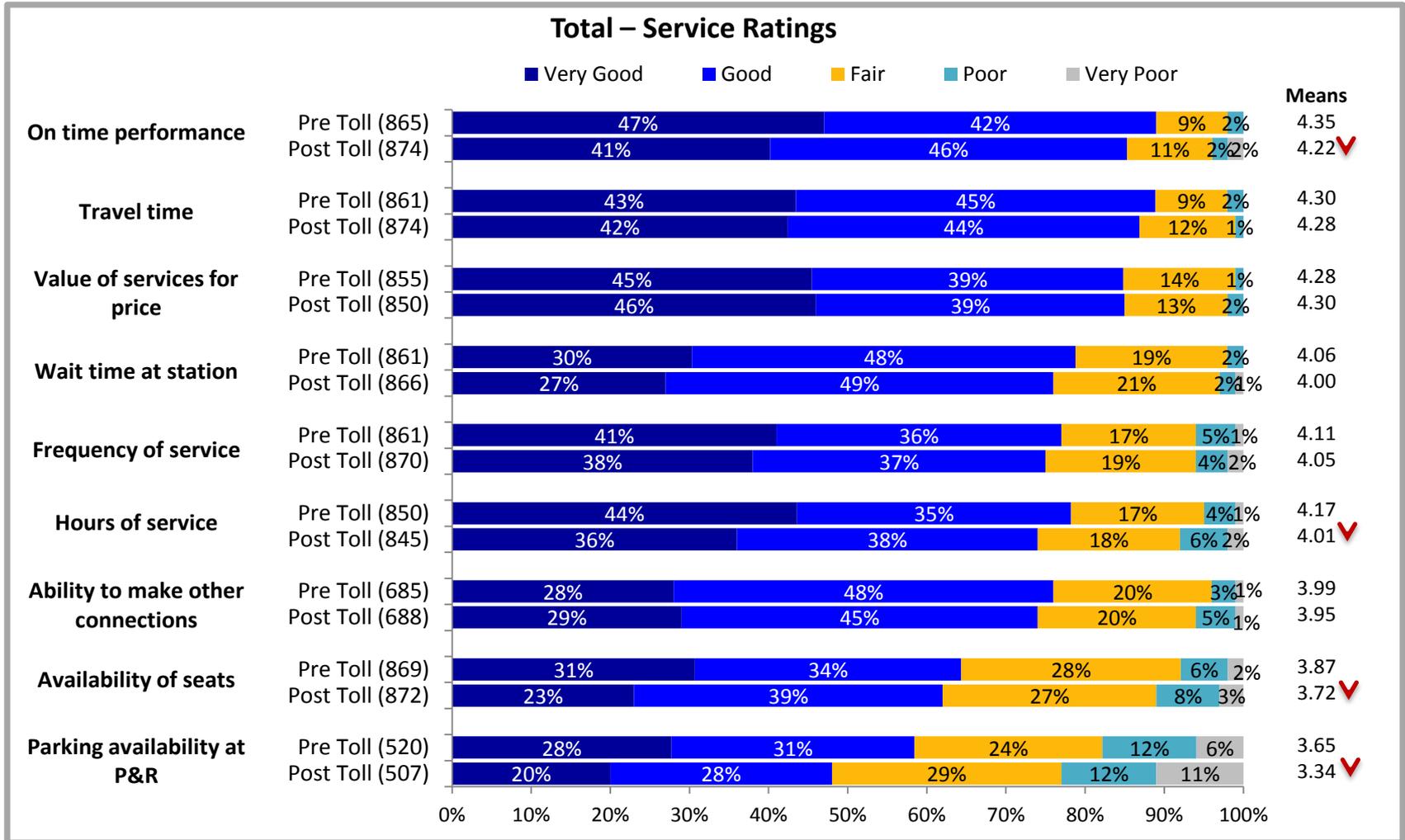
PREQ14. Over the last several months there have been some transit service changes across SR 520. Did these changes influence your decision to ride this bus? Bases: Weighted (844) **PRE TOLLING ONLY**

PREQ15. Compared to several months ago, how has each of the following aspects of service on this bus route changed? Bases Q15A~Q15F: Weighted (841-845) **PRE TOLLING ONLY**

Service Ratings for Sound Transit Respondents Post Toll

- Survey respondents gave ratings for 9 aspects of service on this bus they were riding. These ratings were made on a continuum that ranged from 1 (very poor) to 5 (very good). Additionally, Sound Transit riders were asked to give overall satisfaction ratings for their transit agencies. Ratings for these items, and all mean ratings are displayed in the following slides.
- Mean ratings ranged from a low of 3.34 for *parking availability at Park & Rides* to a high of 4.30 for *value of services for price*. Overall bus service had a mean rating of 4.17.
- Since the Pre Tolling survey was conducted, there has been a significant decrease in satisfaction for:
 - *On-time performance*
 - *Hours of service*
 - *Availability of seats*
 - *Parking availability at the park and ride lots*
- Early morning travelers (between 5 am and 7 am) are more likely to be satisfied with *availability of seats* and *parking availability at the Park and Ride* than those who travel later in the morning (from 7 am to 1 pm).
- Riders heading **west** are more likely to be satisfied with the *on-time performance* and *wait time at stations* and those heading **east** are more likely to be satisfied with the *value of services for the price*, the *availability of seats*, and the *parking availability at their Park & Ride*.

Service Ratings – Sound Transit

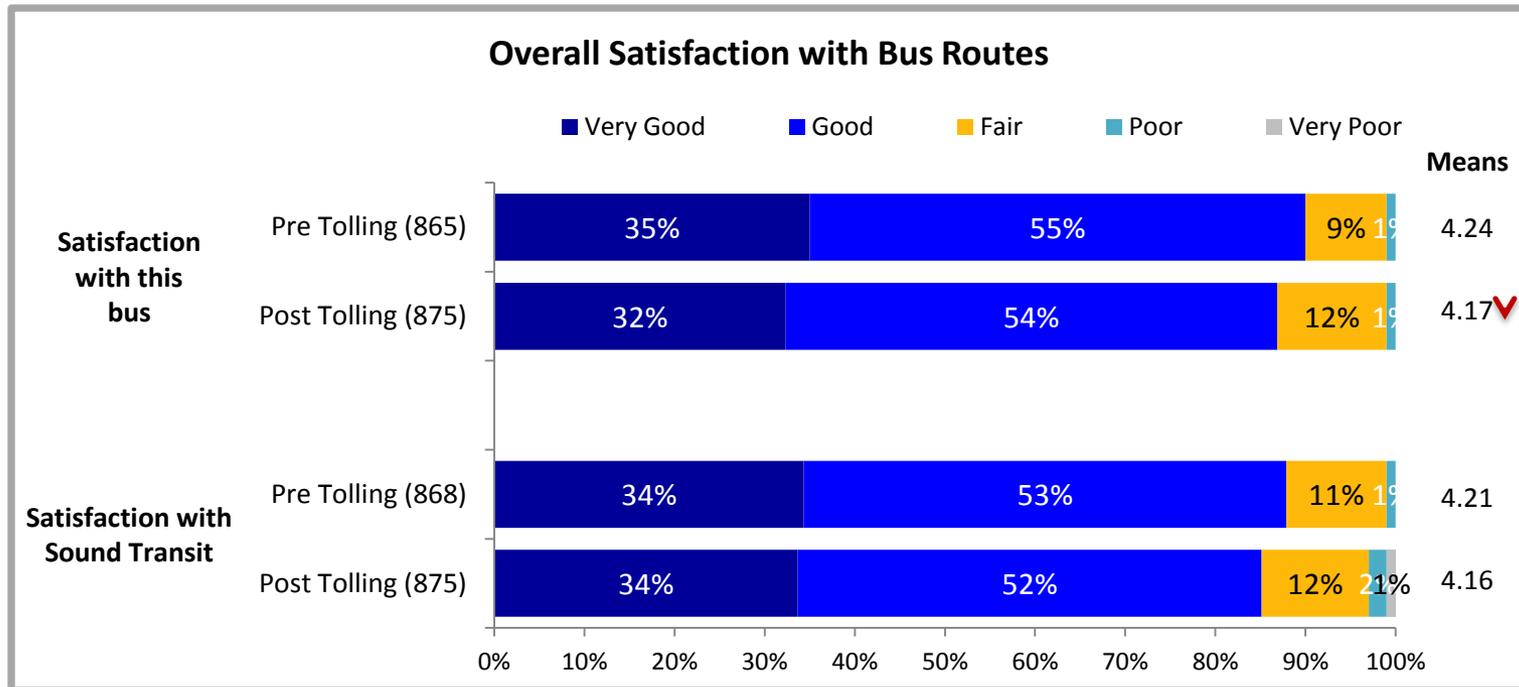


Q18A – Q18I. How would you rate each of the following aspects of service on this bus route?

▲ ▼ - show a significant increase (▲) or decrease (▼) in ratings from the pre toll survey to post toll survey

Overall Satisfaction – Sound Transit

- 86% of all respondents gave a positive overall rating for this bus service, including 32% who rated overall satisfaction with service as *very good*. Overall satisfaction ratings have decreased among Sound Transit riders since the addition of the toll on SR 520.
- The overall satisfaction rating for *Sound Transit* has not changed significantly since tolling began.



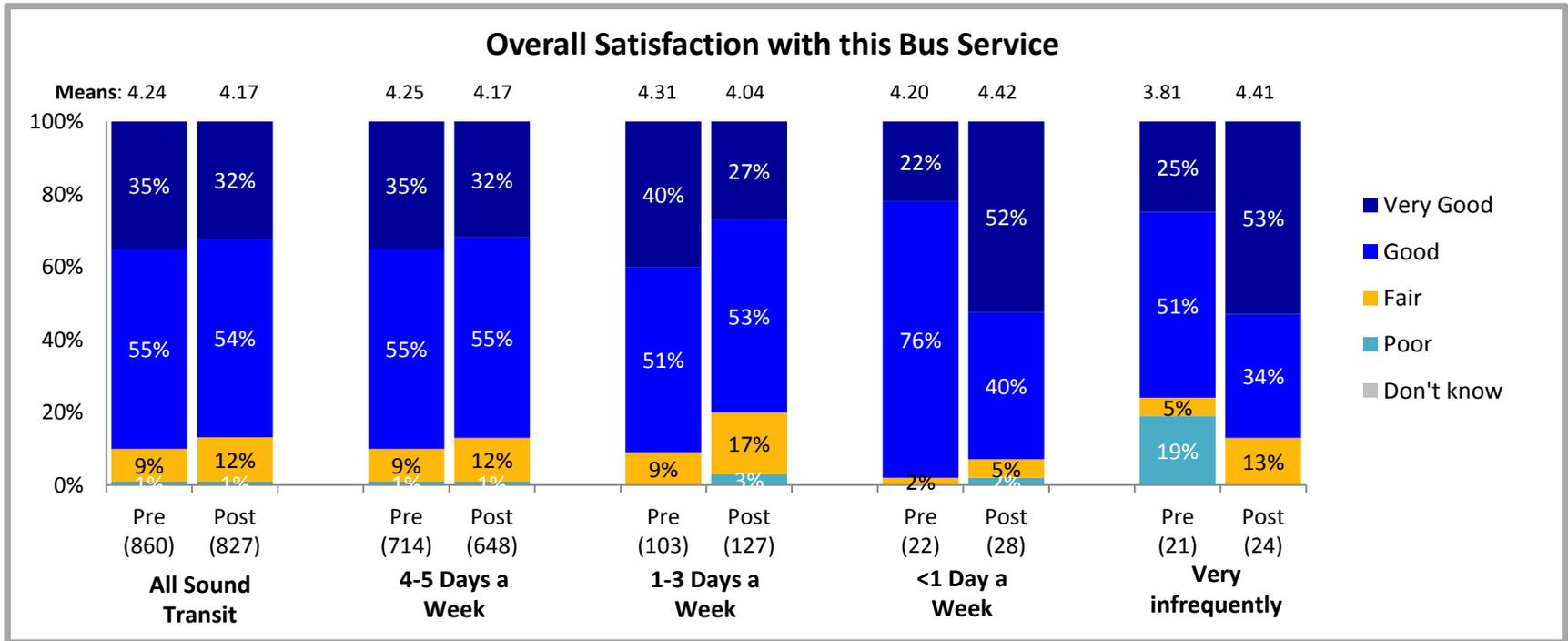
Q18J. How would you rate your overall satisfaction with this bus service?

Q18L. How would you rate your overall satisfaction with Sound Transit?

▲ ▼ - show a significant increase (▲) or decrease (▼) in ratings from the pre toll survey to post toll survey

Overall Satisfaction by Frequency of Riding – Sound Transit

- When looking at satisfaction based on frequency of riding this bus, satisfaction is highest among those who ride this bus less than one day per week (4.42 mean score).
 - Significantly fewer respondents riding 1-3 days a week thought the service was *very good* though more riding less than one day per week or very infrequently felt their service was *very good* since tolling began.

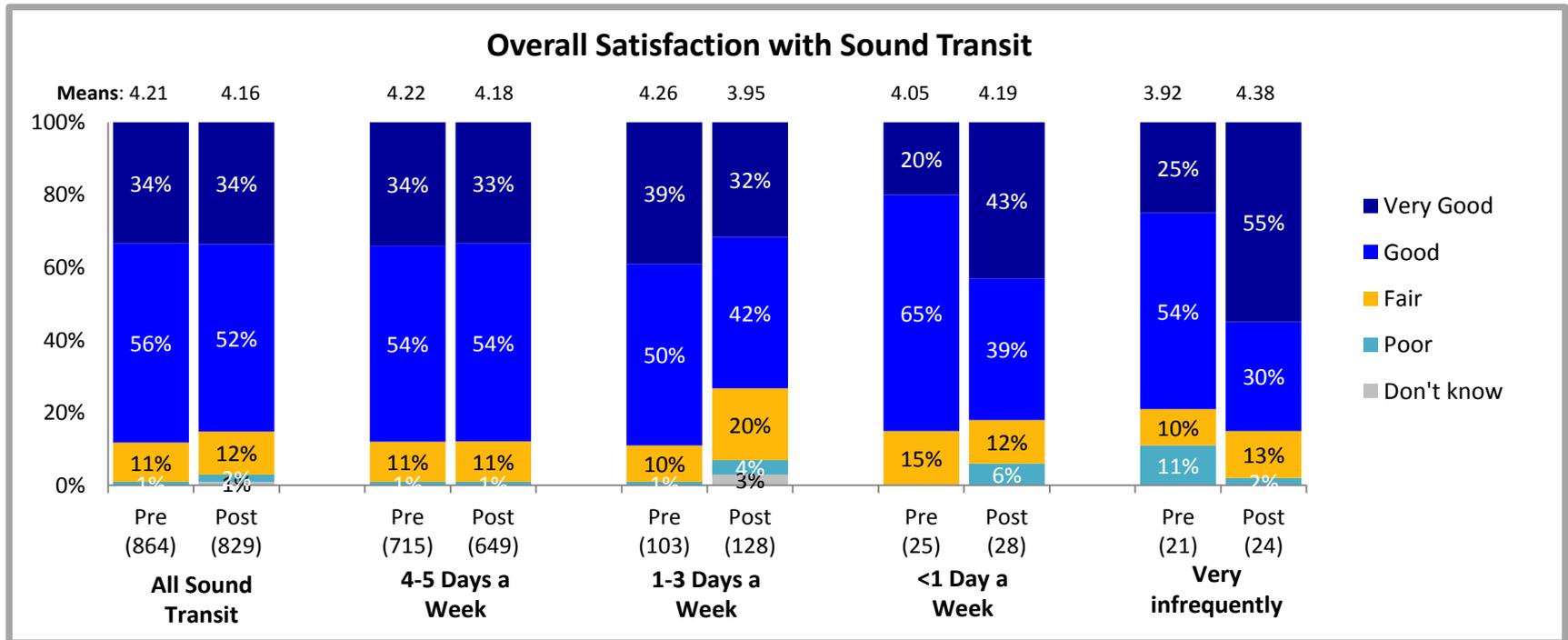


Q8. Approximately how many days a week do you ride this bus route?

Q18J. How would you rate your overall satisfaction with this bus service?

Overall Satisfaction with Sound Transit by Frequency of Riding

- When looking at satisfaction based on frequency of riding this bus, satisfaction is highest among those who ride this bus very infrequently (4.38 mean score).
 - Significantly more respondents riding less than one day per week or very infrequently felt their service was *very good* since tolling began.

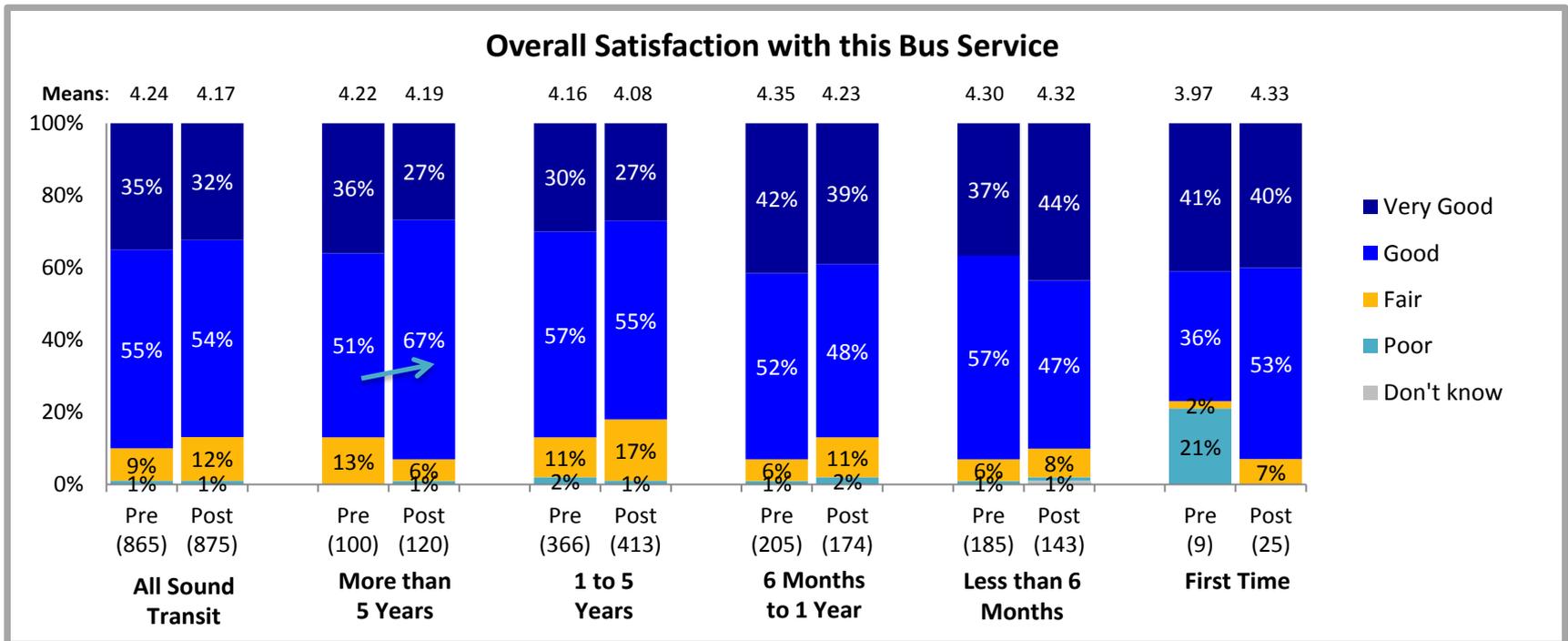


Q8. Approximately how many days a week do you ride this bus route?

Q18L. How would you rate your overall satisfaction with Sound Transit?

Overall Satisfaction by Length of Riding – Sound Transit

- When looking at satisfaction based on how long the respondent has been riding this bus, those who have been riding this bus the *least* amount of time have the highest satisfaction scores.
- There is a significant jump in riders of more than 5 years feeling their service is *good* as opposed to *very good* or *fair* after tolling began.

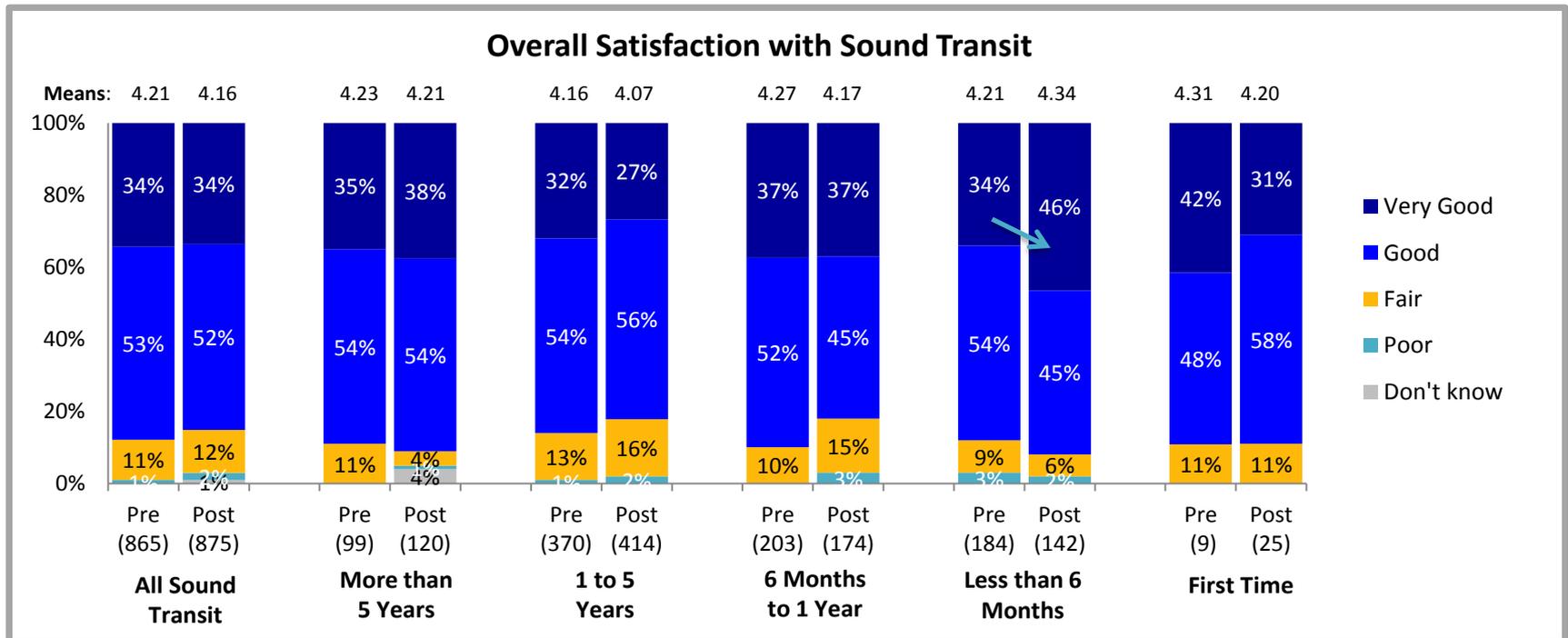


Q7. Approximately how many days a week do you ride this bus route?

Q18J. How would you rate your overall satisfaction with this bus service?

Overall Satisfaction with Sound Transit by Length of Riding

- When looking at satisfaction with Sound Transit based on how long the respondent has been riding this bus, scores vary by category and do not appear to have a pattern.
- Significantly more riders of less than 6 months rate Sound Transit *very good* than did before tolling began.

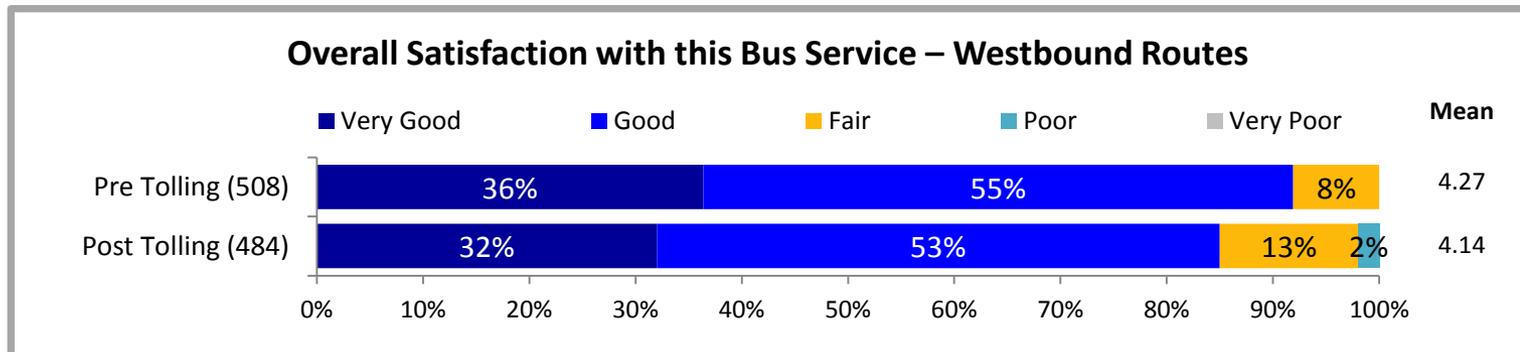
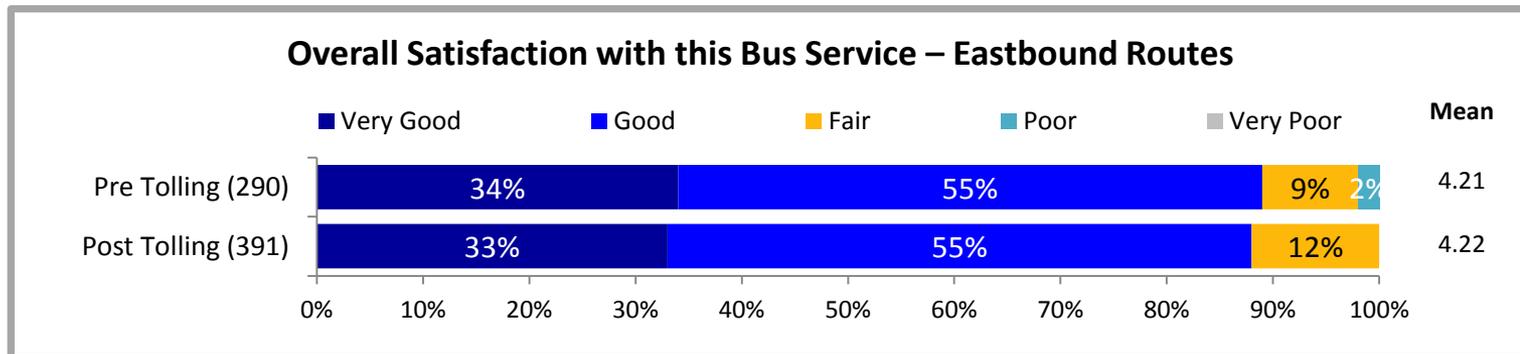


Q7. Approximately how many days a week do you ride this bus route?

Q18L. How would you rate your overall satisfaction with Sound Transit?

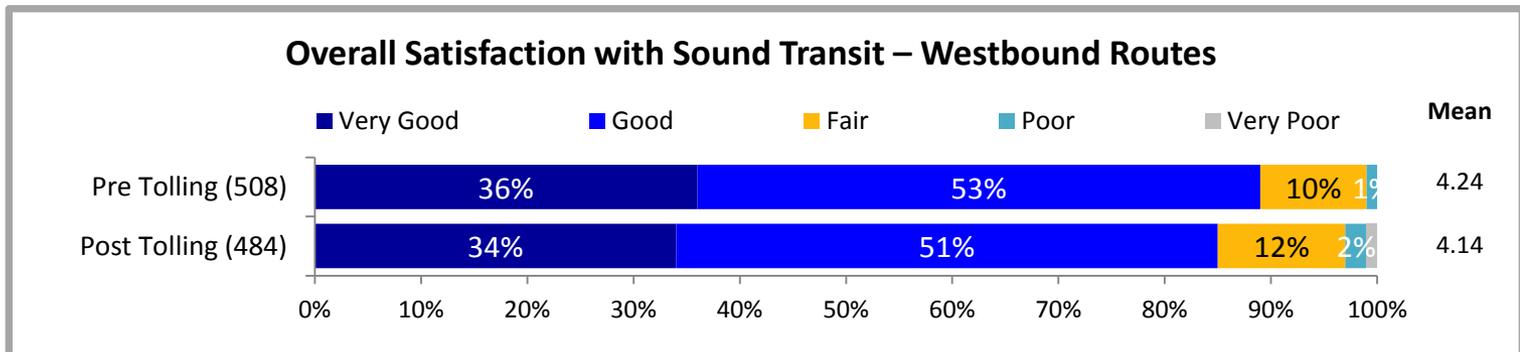
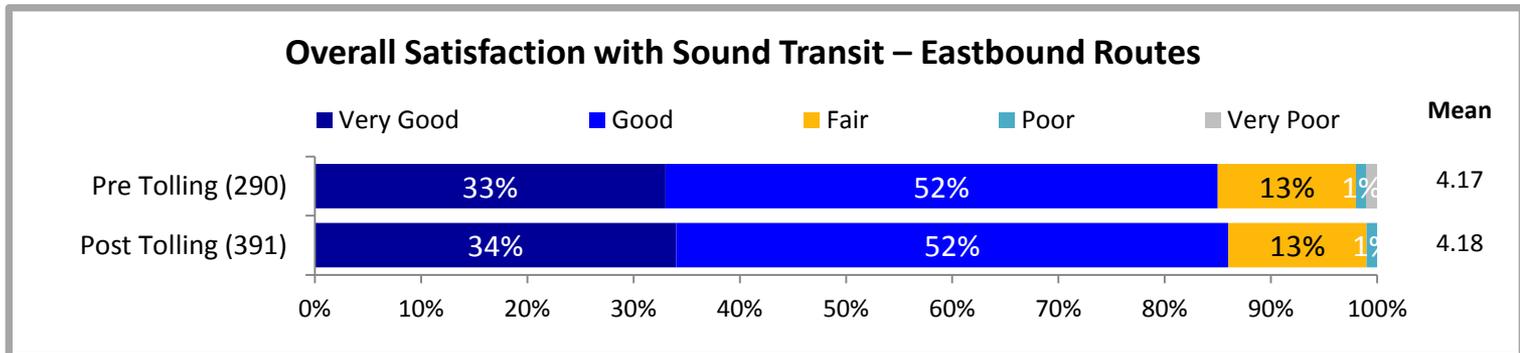
Overall Satisfaction by Route Direction – Sound Transit

- Mean satisfaction ratings are very similar for riders on eastbound and westbound routes:
 - Eastbound (4.22); Westbound (4.14)
- There are no significant differences in overall satisfaction by route direction from Pre Tolling to Post Tolling.



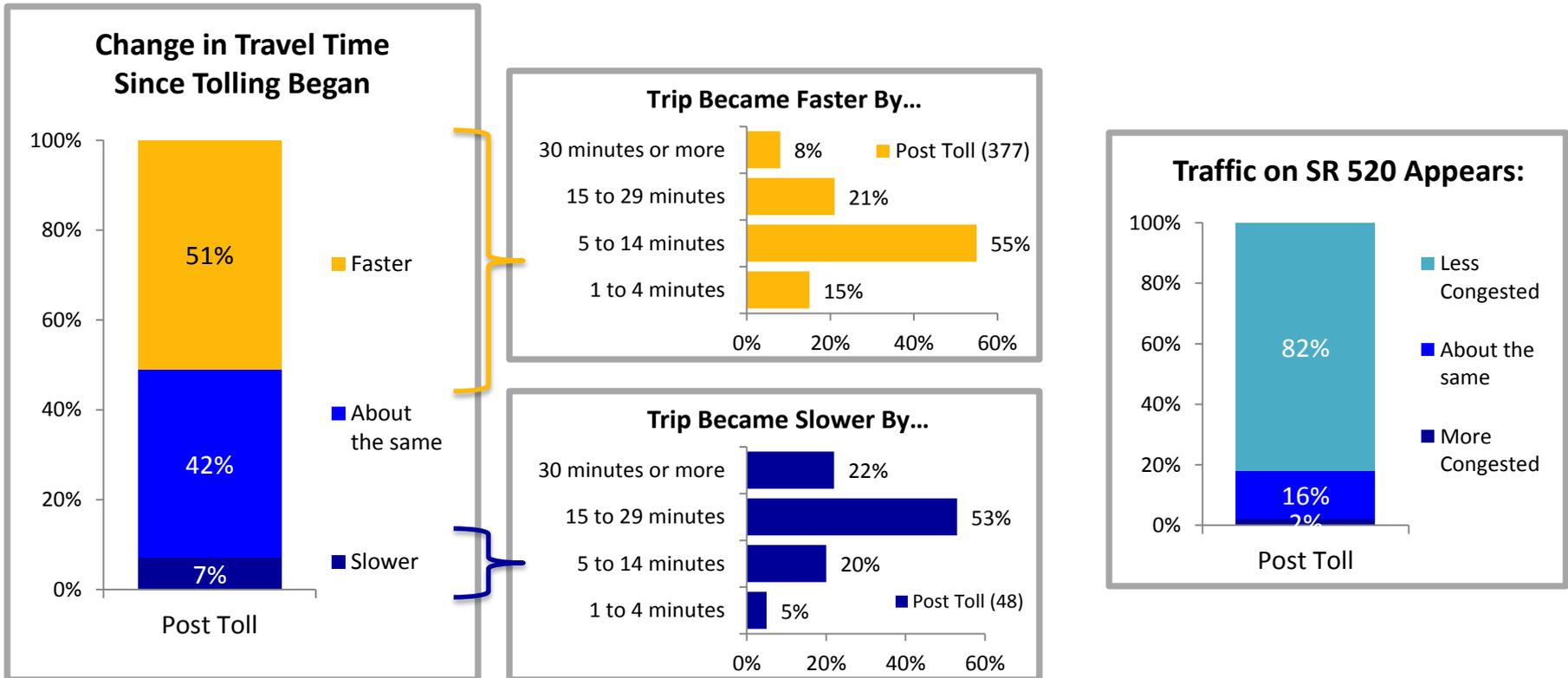
Overall Satisfaction with Sound Transit by Route Direction

- Mean satisfaction ratings are very similar for riders on eastbound and westbound routes:
 - Eastbound (4.18); Westbound (4.14)
- There are no significant differences in overall satisfaction by route direction from Pre Tolling to Post Tolling.



Changes in the Commute Since Tolling Began - Sound Transit

- Since tolling began, half of riders have noticed a shorter travel time (51%). Only 7% feel their travel time is longer.
 - 70% of those who noticed a shorter travel time have seen an improvement of 14 minutes or less.
- Respondents also perceive traffic on SR 520 to be less congested (82%) than it was before tolling began.

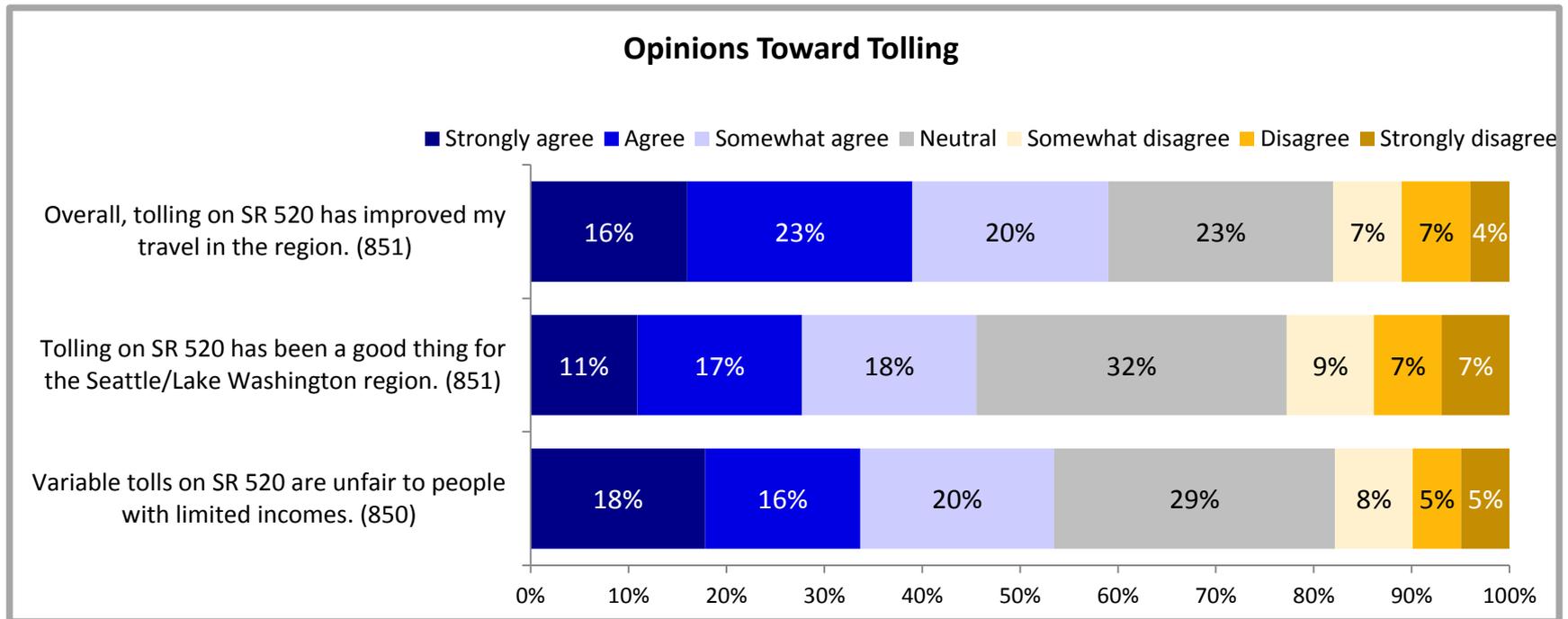


Q19. How does your average travel time on this bus now compare to before tolls began on SR 520? Bases: Weighted (742);

Q20. Since tolling started on December 29, 2011, would you say traffic on SR 520 is...? Bases: Weighted (821)

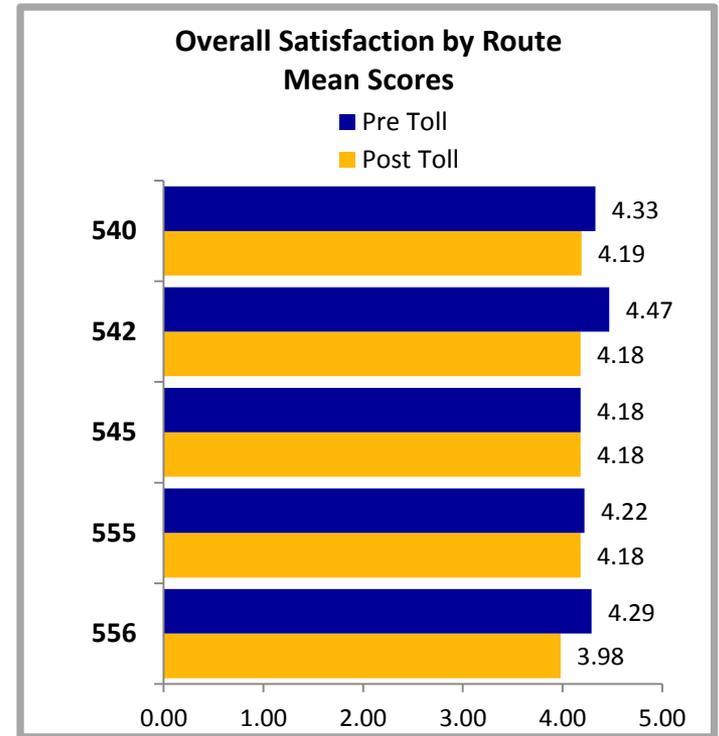
Opinions Toward Tolling on SR 520 – Sound Transit

- While over half of riders agreed that tolling on SR 520 has improved their travel in the region (59%), fewer feel that tolling has been a good thing for the region (46%) and more than half of all riders feel the variable tolls are unfair to people with limited incomes (53%).



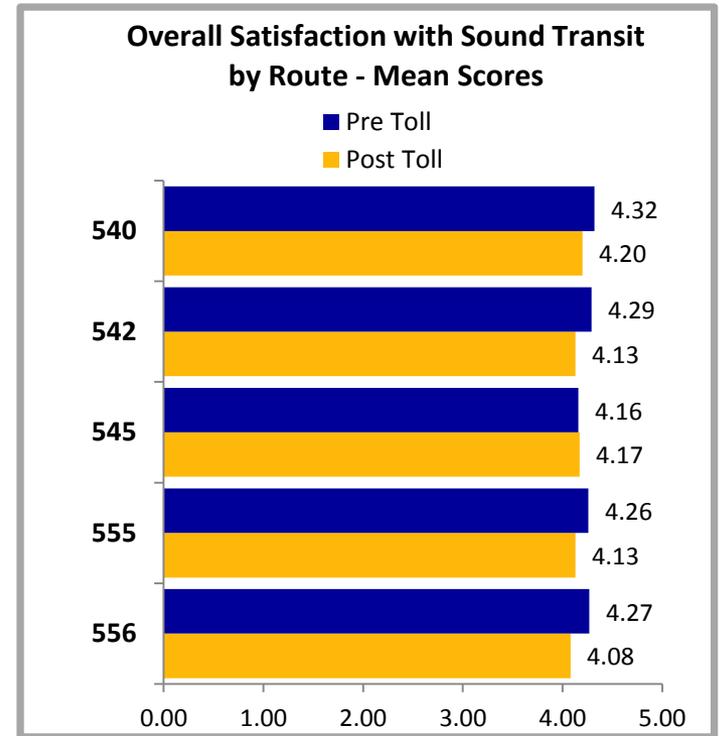
Overall Satisfaction by Bus Routes

- Overall satisfaction did not increase for any Sound Transit routes after tolling began, but scores did not change at all for Route 545.
- When looking at the overall satisfaction rating for bus service by route, satisfaction is highest for riders of Route 540.
- Satisfaction is lowest for Route 556.
- After tolling began, satisfaction decreased significantly for Route 556.



Overall Satisfaction with Sound Transit by Bus Routes

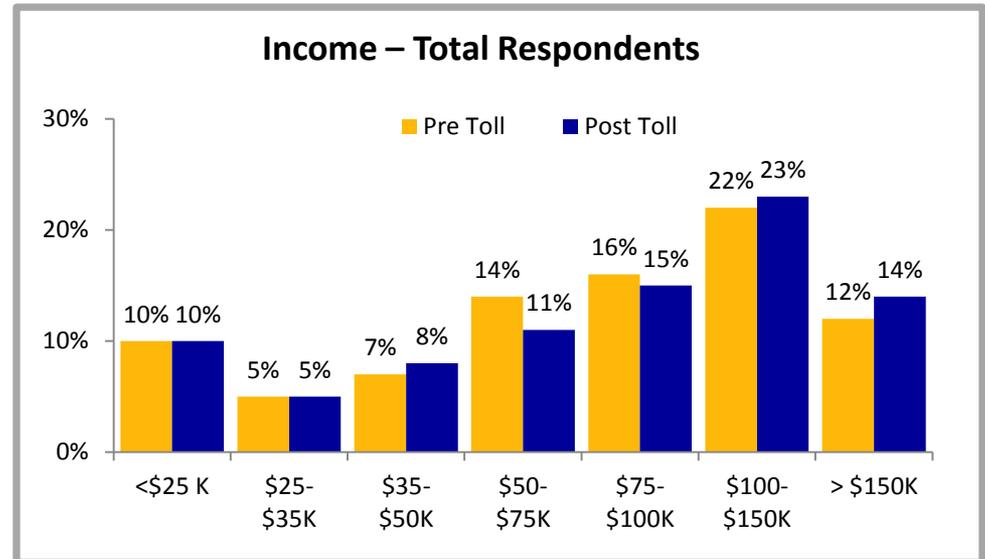
- Satisfaction of Sound Transit is highest for riders of Route 540.
- Satisfaction is lowest for Route 556.
- Only one route saw slight improvement in satisfaction of Sound Transit from pre- to post- tolling and that was route 545.
 - Satisfaction decreased for Route 540, 542, 556, and 555 after tolling began.



Respondent Profile – Sound Transit

- There are no significant differences in the respondent demographics collected from before or after tolling began.

Respondent Profile		
	Pre Toll	Post Toll
Gender		
Male	57%	61%
Female	43	39
Age		
<18	<1%	1%
18-24	18	19
25-34	40	34
35-44	18	20
45-54	14	15
55-64	10	10
65 +	1	3
% Hispanic/Latino		
Yes	5%	6%
No	95	94
Racial/Ethnic		
African American/Black	2%	4%
American Indian or Alaskan Native	<1	1
Asian	26	21
Caucasian/White	67	71
Mixed race	2	<1
Other	3	4



Appendix - Questionnaires

Questionnaire A - Page 1

1. On which route are/were you traveling when you received this survey? Please enter the route number. _____
2. Please check the box for the closest neighborhood to where you started this trip today and where you are traveling to today. The list is in alphabetical order.

	Started Today	Traveling To
Ballard	<input type="checkbox"/>	<input type="checkbox"/>
Bellevue Downtown	<input type="checkbox"/>	<input type="checkbox"/>
Belltown	<input type="checkbox"/>	<input type="checkbox"/>
Bothell	<input type="checkbox"/>	<input type="checkbox"/>
Capitol Hill	<input type="checkbox"/>	<input type="checkbox"/>
Crossroads	<input type="checkbox"/>	<input type="checkbox"/>
Downtown Seattle core	<input type="checkbox"/>	<input type="checkbox"/>
Denny Regrade	<input type="checkbox"/>	<input type="checkbox"/>
Duwamish	<input type="checkbox"/>	<input type="checkbox"/>
Eastgate	<input type="checkbox"/>	<input type="checkbox"/>
First Hill	<input type="checkbox"/>	<input type="checkbox"/>
Fremont	<input type="checkbox"/>	<input type="checkbox"/>
International District	<input type="checkbox"/>	<input type="checkbox"/>
Isaquah	<input type="checkbox"/>	<input type="checkbox"/>
Kenmore	<input type="checkbox"/>	<input type="checkbox"/>
Kirkland	<input type="checkbox"/>	<input type="checkbox"/>
Newcastle	<input type="checkbox"/>	<input type="checkbox"/>
Newport Hills	<input type="checkbox"/>	<input type="checkbox"/>
North Seattle	<input type="checkbox"/>	<input type="checkbox"/>
Northgate	<input type="checkbox"/>	<input type="checkbox"/>
Overlake	<input type="checkbox"/>	<input type="checkbox"/>
Pioneer Square	<input type="checkbox"/>	<input type="checkbox"/>
Queen Anne	<input type="checkbox"/>	<input type="checkbox"/>
Redmond	<input type="checkbox"/>	<input type="checkbox"/>
Renton	<input type="checkbox"/>	<input type="checkbox"/>
SeaTac	<input type="checkbox"/>	<input type="checkbox"/>
Shoreline	<input type="checkbox"/>	<input type="checkbox"/>
SODO	<input type="checkbox"/>	<input type="checkbox"/>
South Lake Union	<input type="checkbox"/>	<input type="checkbox"/>
South Center	<input type="checkbox"/>	<input type="checkbox"/>
South Seattle	<input type="checkbox"/>	<input type="checkbox"/>
Tukwila	<input type="checkbox"/>	<input type="checkbox"/>
University District	<input type="checkbox"/>	<input type="checkbox"/>
University Village	<input type="checkbox"/>	<input type="checkbox"/>
Woodinville	<input type="checkbox"/>	<input type="checkbox"/>
Other (Please write in box):	<input type="checkbox"/>	<input type="checkbox"/>

3. What is the primary purpose of this trip today?
 Work Personal business
 School Social/entertainment
 Shopping Medical appointment
 Other (please specify): _____
4. What is your MAIN reason for using the bus? Please check ONE only.
 Save time More convenient than car
 Avoid traffic Parking limited/expensive at destination
 Save money Other (please specify): _____
 Don't drive/no car
5. Tolling on SR 520 started on December 29, 2011. Did you start riding this bus...?
 Before tolling started
 After tolling started
6. Did the tolls on SR 520 influence you to take this bus?
 Yes
 No
7. How long have you been riding this bus route?
 First time riding, skip to Q9 1 to 5 years
 Less than 6 months More than 5 years
 6 months to 1 year
8. IF NOT FIRST TIME RIDING: Approximately how many days a week do you ride this bus route?
 4-5 days per week Less than one day per week
 1-3 days per week Very infrequently
9. How did you make this trip before you began riding this bus route?
 Always made the trip by bus Rode another bus
 Drove alone Other (please specify): _____
 Carpoled
10. Did you have an automobile available for this trip?
 Yes No
11. Did you get on this bus at a ...
 Bus stop
 Transit center
 Park & Ride
12. How did you get to the stop location where you caught this bus? Please check ONE only.
 Walked Dropped off by car
 Drove alone and parked Transferred from another transit service
 Drove with others and parked Transferred from another transit service
Please record route # transferred from: _____
 Other (please specify): _____
13. Does the bus stop where you caught this bus include a sign with real time bus arrival information?
 Yes → Go to Q14.
 No → Skip to Q16.

14. IF YOU ANSWERED YES TO Q13: How easy is the information to understand?

Please circle the number that best reflects your opinion.

Very easy	Somewhat easy	Somewhat difficult	Very difficult
4	3	2	1

15. IF YOU ANSWERED YES TO Q13: How useful is the information provided?

Please circle the number that best reflects your opinion.

Very useful	Somewhat useful	Not very useful	Not at all useful
4	3	2	1

16. How do you normally pay for your bus fare?

- Cash
 Metro tickets
 ORCA Card e-purse
 Pass
 UPass
 Other (please specify): _____

17. Does your employer/school pay some or all of a bus pass for you?

- Yes No Not employed / Not a student

18. How would you rate each of the following aspects of service on this bus route?

Please circle the number that best reflects your opinion.

	Very Good	Good	Fair	Poor	Very Poor	Don't Know
On time performance	5	4	3	2	1	0
Travel time	5	4	3	2	1	0
Hours of service (How long buses run)	5	4	3	2	1	0
Frequency of service (How often buses run)	5	4	3	2	1	0
Wait time at station/stop	5	4	3	2	1	0
Value of service for the price	5	4	3	2	1	0
Availability of seats	5	4	3	2	1	0
Parking availability at the Park and Ride lots	5	4	3	2	1	0
Your ability to connect with other transit service	5	4	3	2	1	0
Your overall satisfaction with this bus service	5	4	3	2	1	0
Overall satisfaction with Metro	5	4	3	2	1	0

PLEASE TURN PAGE FOR MORE QUESTIONS.

Questionnaire A - Page 2

19. IF YOU STARTED RIDING BEFORE TOLLING BEGAN: How does your average travel time on this bus now compare to before tolls began on SR 520?

- About the same Slower by Ⓢ
- Faster by Ⓢ 30 minutes or more
- 30 minutes or more 15 to 29 minutes
- 15 to 29 minutes 5 to 14 minutes
- 5 to 14 minutes 1 to 4 minutes
- 1 to 4 minutes

20. Since tolling started on December 29, 2011, would you say traffic on SR 520 is...?

- Less congested
- More congested
- About the same

21. Please indicate whether you agree/disagree with the following statements.

Please circle the number that best reflects your opinion.

	Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly Disagree
Overall, tolling on SR 520 has improved my travel in the region	7	6	5	4	3	2	1
Tolling on SR 520 has been a good thing for the Seattle/Lake Washington region.	7	6	5	4	3	2	1
Variable tolls on SR 520 are unfair to people with limited incomes. (The SR 520 tolls change by time of day to manage traffic congestion.)	7	6	5	4	3	2	1

22. Are you:
 Male Female

23. What is your age?
 Under 18 35-44 55-64
 18-24 45-54 65 or over
 25-34

24. Are you of Hispanic or Latino origin?
 Yes No

25. Which best describes your racial or ethnic background?
 African American/Black Caucasian/White
 American Indian or Alaskan Native Other (please specify): _____
 Asian

26. Approximately what was your household's total income last year?
 Less than \$10,000 \$50,000 to \$74,999 \$200,000 to \$249,999
 \$10,000 to \$24,999 \$75,000 to \$99,999 \$250,000 or more
 \$25,000 to \$34,999 \$100,000 to \$149,999 Prefer not to answer
 \$35,000 to \$49,999 \$150,000 to \$199,999

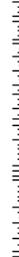
THANK YOU FOR YOUR HELP. PLEASE RETURN COMPLETED QUESTIONNAIRE TO SURVEYOR OR DROP IT IN ANY MAILBOX POSTAGE FREE.

Fold questionnaire closed with return address showing and drop in any mailbox—postage free.



BUSINESS REPLY MAIL
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 Department of Transportation
 201 South Jackson Street, M.S. KSC-TR-0412
 Seattle, WA 98104-3856



SR 520 Rider Survey

We need your help with evaluating bus service that crosses over the SR520 bridge. Please complete this questionnaire to let us know how we are doing and how we can improve service on this route.

Return your completed survey to the survey worker or drop it in any mailbox – postage free within 5 days.

IF YOU HAVE ALREADY COMPLETED A SURVEY, PLEASE RETURN THIS TO THE SURVEY WORKER.

Thank you very much for your help.



Questionnaire B - Page 1

1. On which route are/were you traveling when you received this survey? Please enter the route number. _____
2. Please check the box for the closest neighborhood to where you started this trip today and where you are traveling to today. The list is in alphabetical order.

	Started Today	Traveling To
Ballard	<input type="checkbox"/>	<input type="checkbox"/>
Bellevue Downtown	<input type="checkbox"/>	<input type="checkbox"/>
Belltown	<input type="checkbox"/>	<input type="checkbox"/>
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 After tolling started
6. Did the tolls on SR 520 influence you to take this bus?
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7. How long have you been riding this bus route?
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Your ability to connect with other transit service	5	4	3	2	1	0
Your overall satisfaction with this bus service	5	4	3	2	1	0
Overall satisfaction with Sound Transit	5	4	3	2	1	0

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Questionnaire B – Page 2

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23. What is your age?

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- 35-44 45-54 55-64 65 or over

24. Are you of Hispanic or Latino origin?

- Yes No

25. Which best describes your racial or ethnic background?

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- Caucasian/White Other (please specify): _____

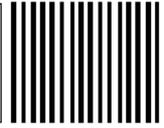
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Thank you very much for your help.



We'll Get You There

