

2019 RideKC

CUSTOMER SATISFACTION SURVEY

Summary of Findings

November 2019

RideKC  STREETCAR

RideKC  BUS

RideKC  MAX

RideKC  FREEDOM

Submitted by:
ETC Institute
725 W Frontier Ln
Olathe, KS 66061

INTRODUCTION

RideKC contracted with ETC Institute to administer a customer satisfaction survey in the fall of 2019. The primary objective of the survey was to collect and analyze customer opinions regarding all aspects of service. The information collected is intended to serve multiple objectives, including overall satisfaction with RideKC services and who, how, and why riders are using RideKC services.

The fall 2019 customer satisfaction survey included an onboard survey of RideKC Streetcar, an onboard survey of RideKC Bus, and a mail out survey to RideKC Freedom users.

KC STREETCAR CUSTOMER SATISFACTION SURVEY

OVERVIEW

The 2019 KC Streetcar Onboard Customer Satisfaction Survey was conducted during September 2019. The survey was administered on-board KC Streetcar service on both weekdays and weekends. More than 340 weekday riders and 375 weekend riders completed the survey. The results for the random sample of 722 KC Streetcar customers have a 95 percent level of confidence with a precision margin of error (MOE) of at least +/-3.5 percent (weekday +/- 5.5 percent; weekend +/- 5.5 percent). This report the purpose of the study, survey design, sampling, and administration methodology.

STREETCAR SURVEY KEY FINDINGS

Reason for Using Streetcar. Unlike RideKC bus service, the majority of streetcar riders surveyed are using the streetcar for social and/or entertainment related purposes. The KC Streetcar has highest ridership on the weekends (Friday evening through Sunday). However, the majority of weekday streetcar riders surveyed indicated that their primary trip purpose was work related.

Satisfaction Among Streetcar Riders Remains VERY HIGH. Among the 13 service-related items rated by streetcar riders, 11 received satisfaction ratings over 90 percent. The highest rated service items were 1) Ease of Use, 2) Reliability of Service, and 3) Condition of Stations. When comparing satisfaction levels on the streetcar to other types of transit (i.e. RideKC Local, MAX, and Express service), streetcar ratings are on average **28 percentage points higher**.

Vehicles Running on Schedule and Reliability. Riders feel that both reliability and vehicles running on schedule are highly important. Timeliness was followed by safety related items, both onboard and at stops as respondent's next priority. Satisfaction levels were rated highly on all these items.

Schedule and Real Time Information. Most respondents use the real-time arrival signs or kiosks at the shelters for schedule and delay information. Most respondents do not use a mobile application to track streetcar vehicles real-time. This is likely due to the high level of service and nature of the KC Streetcar's frequent service.

Importance of RideKC Services. In total, 88 percent of respondents find RideKC services (RideKC Streetcar, RideKC Local Bus, RideKC MAX and RideKC Express service) important or extremely important to the community.

KC Streetcar Extension. Overall, 89 percent of respondents would find an extension to the riverfront and to UMKC's campus helpful. Only two percent of respondents would not find these extensions helpful.

IMPORTANCE-SATISFACTION ANALYSIS

Today, transit agencies have limited resources which need to be targeted to activities that are of the most benefit to their customers. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to customers; and (2) to target resources toward those services where customers are the least satisfied. The Importance-Satisfaction (IS) rating is a unique tool that allows decision makers to better understand both of these highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

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

Example of the Calculation: Respondents were asked to identify the aspects of Streetcar service they think are most important. Thirty percent (30%) of respondents selected *vehicles running on schedule*, as one of the most important service items. With regard to satisfaction, 88% of respondents surveyed rated the streetcar's overall performance for the *vehicles running on schedule*, as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *vehicles running on schedule* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 30% (.30) was multiplied by 12% (.12=1-0.88). This calculation yielded an I-S rating of 0.036 which ranked first out of 13 service related items.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the service.

Although I-S analysis of the 2019 Streetcar Survey results did not identify "very" or "high" priorities to emphasize, service items related to the timeliness of service were among the top "medium" priorities to emphasize.

Highest Priority Items to WEEKDAY Streecar Riders

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
NONE						
High Priority (IS .10-.20)						
NONE						
Medium Priority (IS <.10)						
Q8-10. Vehicles running on schedule	30.10%	3	88.30%	11	0.0352	1
Q8-8. Reliability of service	52.50%	1	94.70%	4	0.0278	2
Q8-15. Personal safety while riding	24.50%	4	94.10%	7	0.0145	3
Q8-14. Cleanliness of vehicles	16.00%	5	94.70%	5	0.0085	4
Q8-16. Personal safety while waiting at shelters/stops	8.30%	6	92.50%	9	0.0062	5
Q8-20. Information on service disruptions & delays	3.70%	9	85.90%	12	0.0052	6
Q8-9. Ease of use	30.10%	2	98.40%	1	0.0048	7
Q8-18. Professionalism & friendliness of operators & staff	4.90%	8	94.60%	6	0.0026	8
Q8-12. Access to stations & shelters	5.20%	7	95.10%	3	0.0025	9
Q8-13. Vehicle comfort & features	3.40%	10	93.50%	8	0.0022	10
Q8-11. Condition of stations	3.10%	11	96.00%	2	0.0012	11
Q8-17. Amenities at transit centers	0.60%	12	81.60%	13	0.0011	12
Q8-19. Helpfulness of Call Center reps	0.60%	13	92.00%	10	0.0005	13

Highest Priority Items to WEEKEND Streecar Riders

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
NONE						
High Priority (IS .10-.20)						
NONE						
Medium Priority (IS <.10)						
Q8-10. Vehicles running on schedule	28.30%	3	93.10%	8	0.0195	1
Q8-8. Reliability of service	52.90%	1	96.70%	2	0.0175	2
Q8-15. Personal safety while riding	22.10%	4	96.20%	4	0.0084	3
Q8-16. Personal safety while waiting at shelters/stops	11.00%	6	92.40%	9	0.0084	4
Q8-9. Ease of use	28.60%	2	97.20%	1	0.0080	5
Q8-14. Cleanliness of vehicles	13.00%	5	95.10%	5	0.0064	6
Q8-12. Access to stations & shelters	8.00%	7	93.70%	7	0.0050	7
Q8-20. Information on service disruptions & delays	2.80%	10	89.20%	12	0.0030	8
Q8-13. Vehicle comfort & features	3.50%	9	92.40%	10	0.0027	9
Q8-11. Condition of stations	6.30%	8	96.50%	3	0.0022	10
Q8-19. Helpfulness of Call Center reps	1.80%	12	90.50%	11	0.0017	11
Q8-18. Professionalism & friendliness of operators & staff	2.00%	11	94.40%	6	0.0011	12
Q8-17. Amenities at transit centers	0.80%	13	86.20%	13	0.0011	13

SUMMARY OF FINDINGS

WHO IS RIDING THE KC STREETCAR?

Among **weekday** streetcar riders surveyed, 39.3 percent said they identified as "Female," 56.4 percent as "Male," 1.2 percent as "Other" and 3.1 percent did not provide an answer. Sixty-nine percent described their race/ethnicity as "White," 13.2 percent answered "Black/African American," 8 percent selected "Hispanic," 4.3 percent answered "Asian American," 1.5 percent answered "American Indian" and 5.2 percent identified as "Other." More than 82 percent indicated they had a valid driver's license and almost 73 percent said they had a working car or other vehicle they could have used for their current trip instead of taking the streetcar. Twenty-eight percent of customers surveyed indicated they lived alone, while 63.5 percent said they lived in households comprised of two to four people. Only 8.5 percent of weekday riders said they lived in households of five or more. More than 45 percent of streetcar customer households reported a total income of \$70,000 or more in 2018; 19.3 percent indicated their household income was less than \$30,000 for the same year.

Among **weekend** streetcar riders surveyed, 45.6 percent said they identified as "Female," 53.1 percent as "Male," 0.5 percent as "Other" and 0.8 percent did not provide an answer. More than 74 percent described their race/ethnicity as "White," 9 percent answered "Black/African American," 5.3 percent selected "Hispanic," 3.8 percent answered "Asian American," 0.5 percent answered "American Indian" and 4.8 percent identified as "Other." Almost 92 percent indicated they had a valid driver's license and more than 83 percent said they had a working car or other vehicle they could have used for their current trip instead of taking the streetcar. Almost 22 percent of customers surveyed indicated they lived alone, while 67.4 percent said they lived in households of 2-4 people. Only 5.6 percent of weekend riders said they lived in households of five or more. More than 50 percent of streetcar customer households reported a total income of \$70,000 or more in 2018; 13.6 percent indicated their total household income was less than \$30,000 for the same year.

TYPICAL USAGE

Among **weekday** streetcar riders surveyed, 31.4 percent said they rode the streetcar at least five days during a typical week. Fifty-seven percent indicated they were not regular riders or had just started using the service. Almost 43 percent of weekday riders said they had been using the streetcar for less than one year, while more than 26 percent had been riding the streetcar for more than three years. Customers surveyed were most likely to have boarded the streetcar for their current trip at Union Station (37.9 percent). The most common exit locations were Union Station (22.4 percent), Power & Light (13 percent) and River Market West (13 percent). On weekdays the most common primary purpose for the current trip of the riders surveyed was "Work" (32.5 percent). "Entertainment" (23 percent) and "Social/recreation" (17.8 percent) also were frequently selected.

Among **weekend** streetcar riders surveyed, only 9.1 percent indicated they rode the streetcar at least five days in a typical week, but weekend customers were more likely to identify themselves as regular riders of the streetcar. Only 30.2 percent said they were not regular riders or had just started using the service.

Such regular usage was more recent among weekend riders, as more than 50 percent of weekend respondents had been using the streetcar for less than one year. Customers surveyed were most likely to have boarded their weekend trip at Union Station (42.6 percent). The most common exit locations were River Market West (21.6 percent) and Union Station (20.6 percent). On weekends the most common purposes for the current trip of the riders surveyed were "Social/recreation" (32.3 percent), "Entertainment" (25.1 percent) and "Shopping" (24.3 percent).

HOW CUSTOMERS ACCESS INFORMATION ABOUT KC STREETCAR

Among weekday streetcar riders surveyed, "Real-time arrival signs" (42.6%) and "Kiosks" (33.1%) were most often selected as the primary sources of information regarding the streetcar schedule and service delays. Arrival signs (28.8%), kiosks (27%) and "Text Alerts" (23.9%) were the most popular answers to the question, "How would you prefer to learn about service alerts?" More than 70% of weekday riders indicated they did not use a mobile application to track the streetcar in real time. Among those who used a mobile application, "RideKC" (33.7%) and "StreetcarKC" (21.1%) were the most commonly selected tracking apps. For those respondents who accessed the kcstreetcar.org website, the most common reasons were to obtain information regarding "Hours of operation" (20.9%) and "Route map" (14.1%).

Among **weekend** streetcar riders surveyed, "Real-time arrival signs" (44.9%) and "Kiosks" (30.6%) were most often selected as the primary sources of information regarding the streetcar schedule and service delays. As with weekday riders, arrival signs (36.6%), kiosks (29.1%) and "Text Alerts" (15.3%) were the preferred sources of service alert information. Eighty-one percent of weekend riders indicated they did not use a mobile application to track the streetcar in real time. Among weekend riders, "RideKC" (24%) and "StreetcarKC" (24%) were the most popular tracking apps. For those respondents who at least occasionally accessed the kcstreetcar.org website, the most common reasons given were to get information regarding "Hours of operation" (26.3%) and "Route map" (19.5%).

KC STREETCAR CUSTOMER SATISFACTION & PRIORITIES

All survey respondents were asked to express their general level of satisfaction with each of thirteen fundamental elements of KC Streetcar Service designed to cover the entire streetcar experience, from ease of use to availability of information to the friendliness of operators and staff. Customers indicated a high level of satisfaction across the board. Between 81.6 percent and 98.4 percent of **weekday** streetcar riders indicated they were "Very Satisfied" or "Satisfied" with each element listed. Weekday respondents indicated "Reliability of service" (52.5 percent), "Ease of Use" (30.1 percent), "Vehicles running on schedule" (30.1 percent) and "Personal safety while riding" (24.5 percent) were of the greatest importance to them. More than 90 percent of customers surveyed said they felt all RideKC services, including KC Streetcar were "Extremely Important" or "Important."

Among **weekend** streetcar riders surveyed, the relative satisfaction and importance assigned to various elements of streetcar service were strikingly similar to the weekday responses. Results for individual questions rarely deviated more than a few percentage points, with between 86.2 percent and 97.2 percent of weekend respondents indicating they were "Very Satisfied" or "Satisfied" with each element of KC Streetcar service addressed by each question.

SURVEY METHODOLOGY

ETC Institute developed a sampling plan to ensure the survey results would be statistically valid for the KC Streetcar system. Individual samplings for weekdays, Saturday and Sunday were created; each specifying collection goals for route, time of day and direction. The scope of work required the completion of 640 total surveys. In September 2019, ETC Institute collected more than 720 completed surveys to ensure the final results provided in this report would be statistically representative of the system.

The Fall 2019 KC Streetcar Survey instrument was created and implemented as a hard-copy survey printed in English and Spanish. Collected data was taken from completed surveys only. Partial/incomplete surveys were discarded.

For a customer satisfaction survey to be considered complete for the purpose of inclusion in the final data set the record must include legible answers to all multiple-choice questions and the respondent must appear to have reached the end of the survey. Survey questionnaires were created by ETC based on specifications developed in cooperation with KC Streetcar and KCATA.

ETC Institute coordinated with Grafton Inc. and Stat Team, Inc., both respected national recruiting firms, to identify and pre-screen a qualified pool of applicants for surveyor positions on this project. Candidates were pre-interviewed by one of the staffing agencies and subjected to thorough background checks. Those who were deemed potentially suitable for the position were then scheduled for classroom and field training sessions conducted by ETC Field Supervisors.

ETC surveyor training for the Fall 2019 KC Streetcar project was divided into two phases: classroom and field.

Classroom instruction provided a comprehensive overview of all components of survey administration, from how to approach riders to how to explain the purpose of the survey to how to deal with language barriers or refusals. Requirements of the position were reviewed extensively. Expectations for performance, professionalism and production were defined and explained.

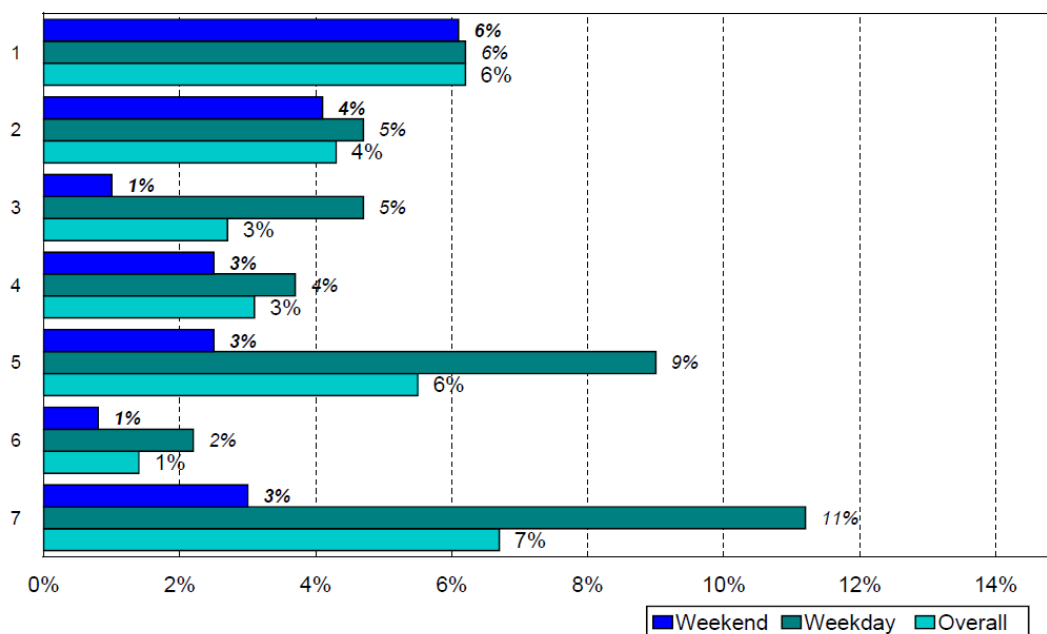
Those who did not demonstrate sufficient proficiency with the survey or ETC survey administration protocols during classroom training were not invited to participate in field training. In an average ETC classroom survey training session 10 to 20 percent of all pre-screened candidates will not advance to field training.

Each new surveyor was considered "probationary." Any deviation from ETC survey protocol resulted in immediate removal from the project. Probationary staff were subject to daily survey review and spot checks by field supervisory staff.

RIDEKC STREETCAR CHARTS AND GRAPHS

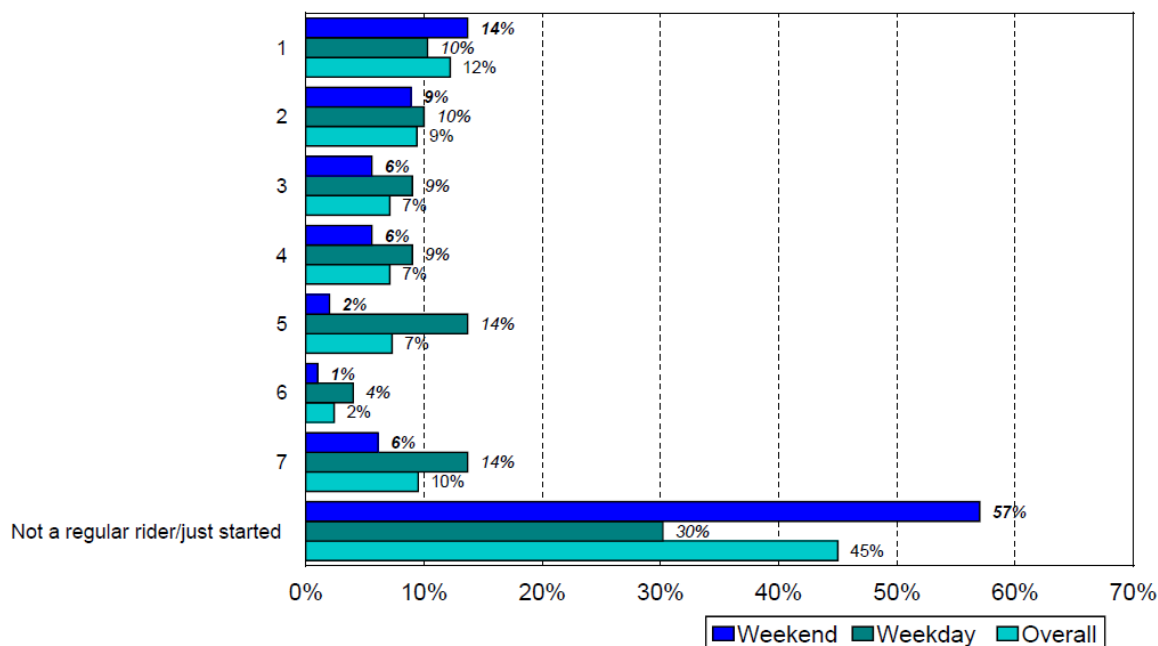
Q1. In a typical week, how many days do you ride the bus?

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



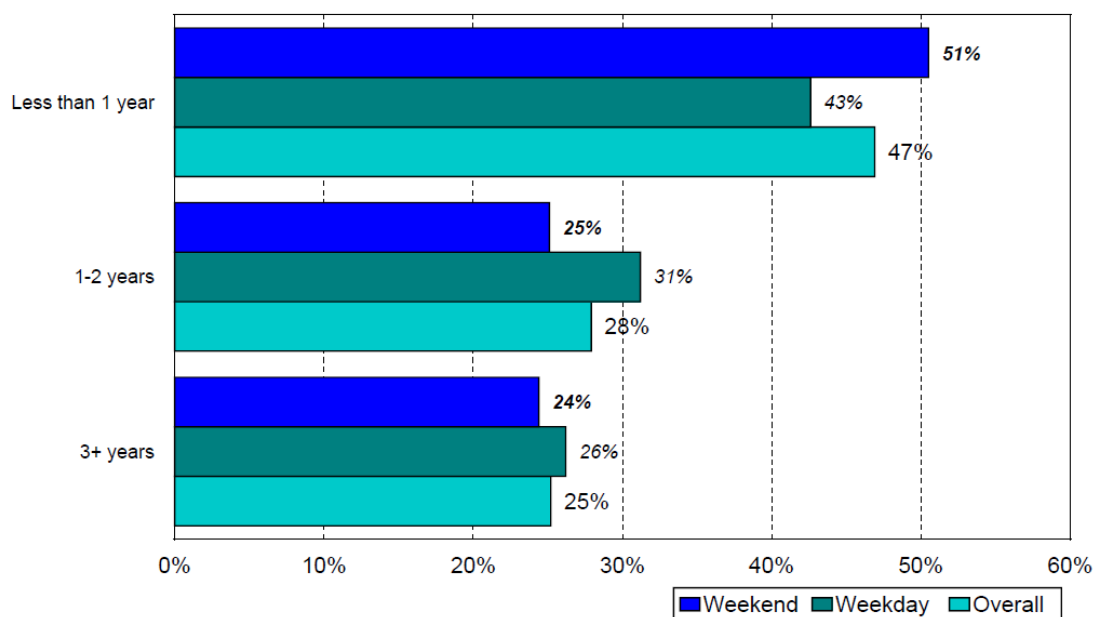
Q2. In a typical week, how many days do you ride the Streetcar?

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



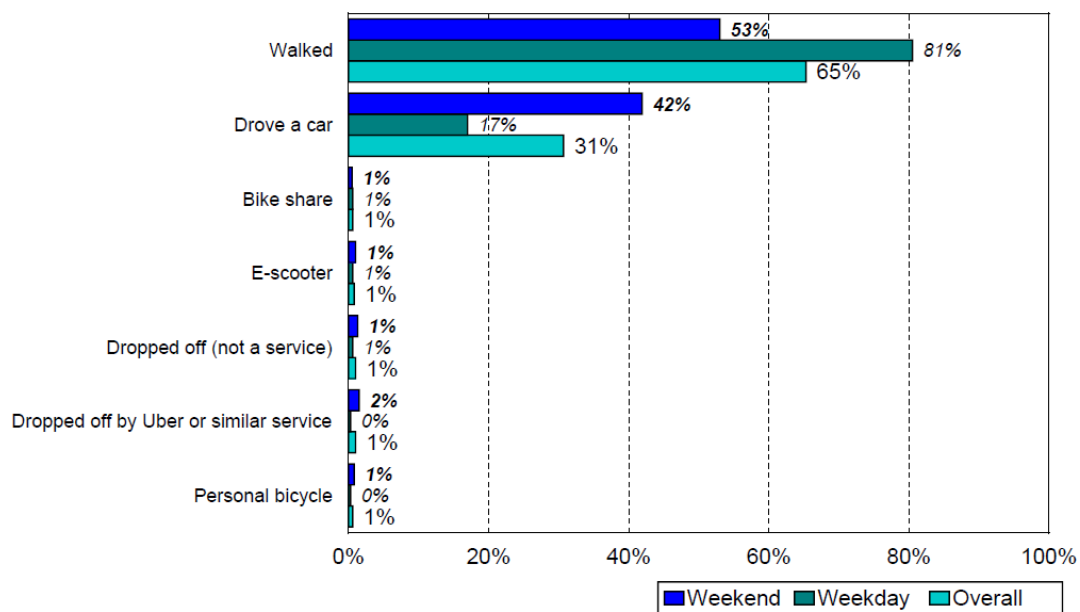
Q3. How many years have you used the Streetcar

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



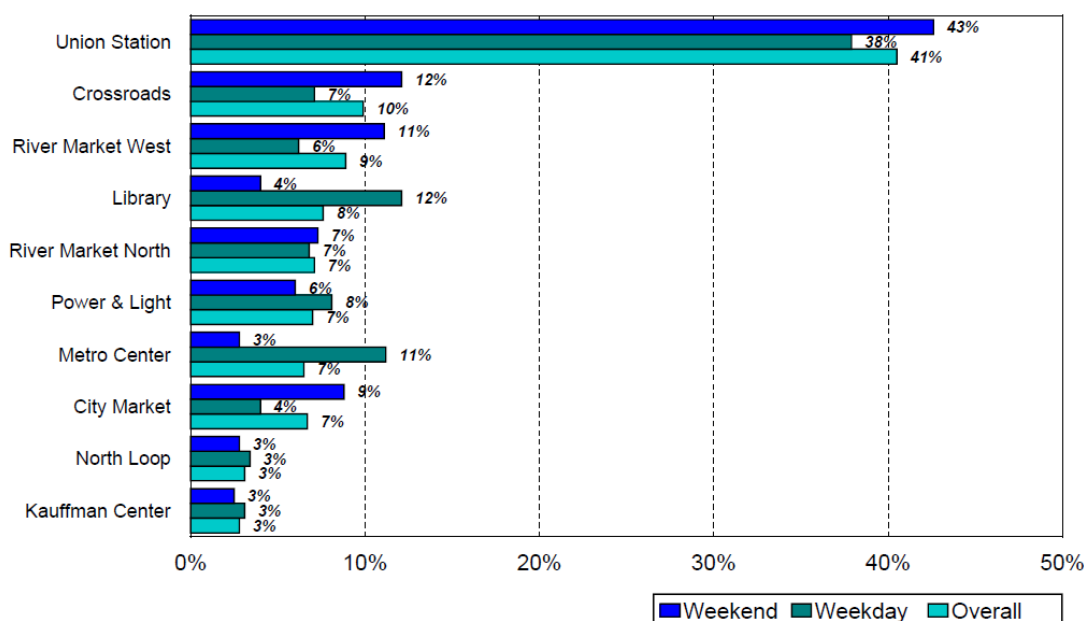
Q4. How did you access transit for this trip

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



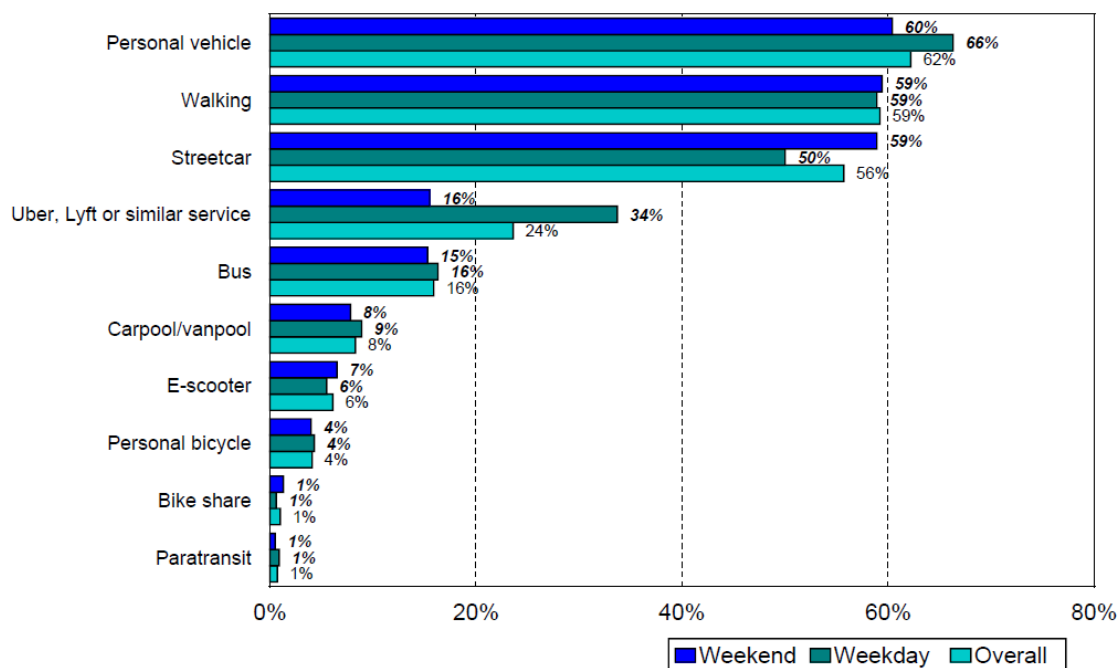
Q5. Your exiting location

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



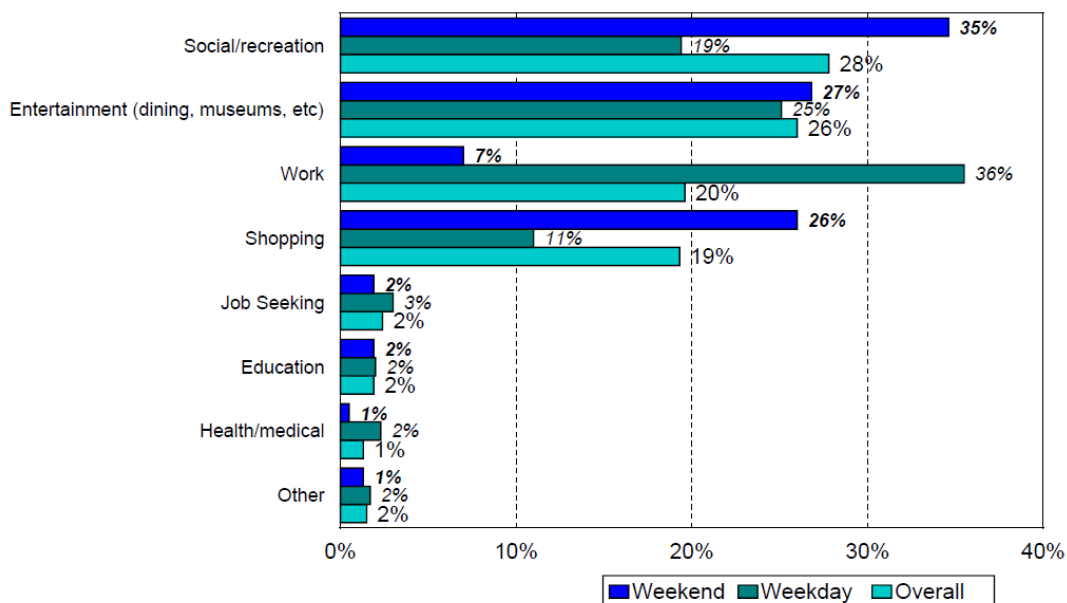
Q6. Travel modes you most often use in Kansas City area

By percentage of respondents who rode the streetcar and selected the mode as one of the three modes they use most often (the top three modes that were selected were not then ranked based on which mode was most often used)



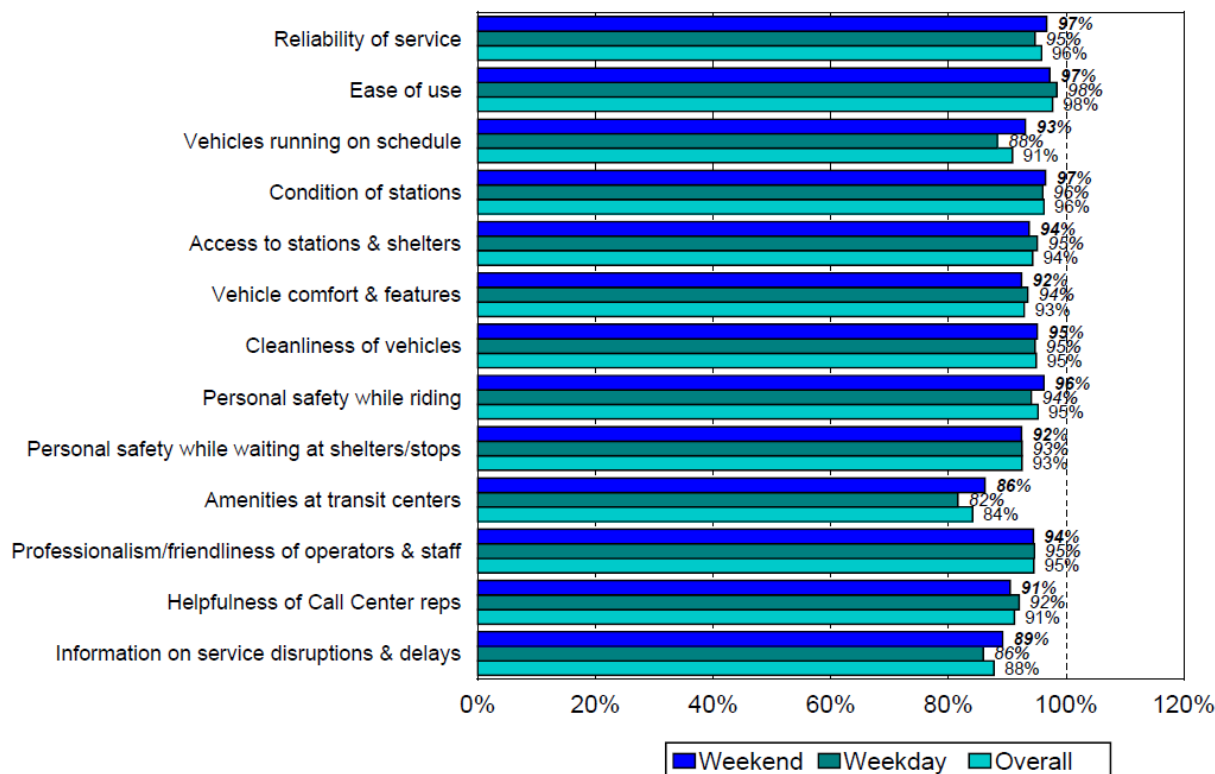
Q7. What is the primary purpose of your Streetcar trip today

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



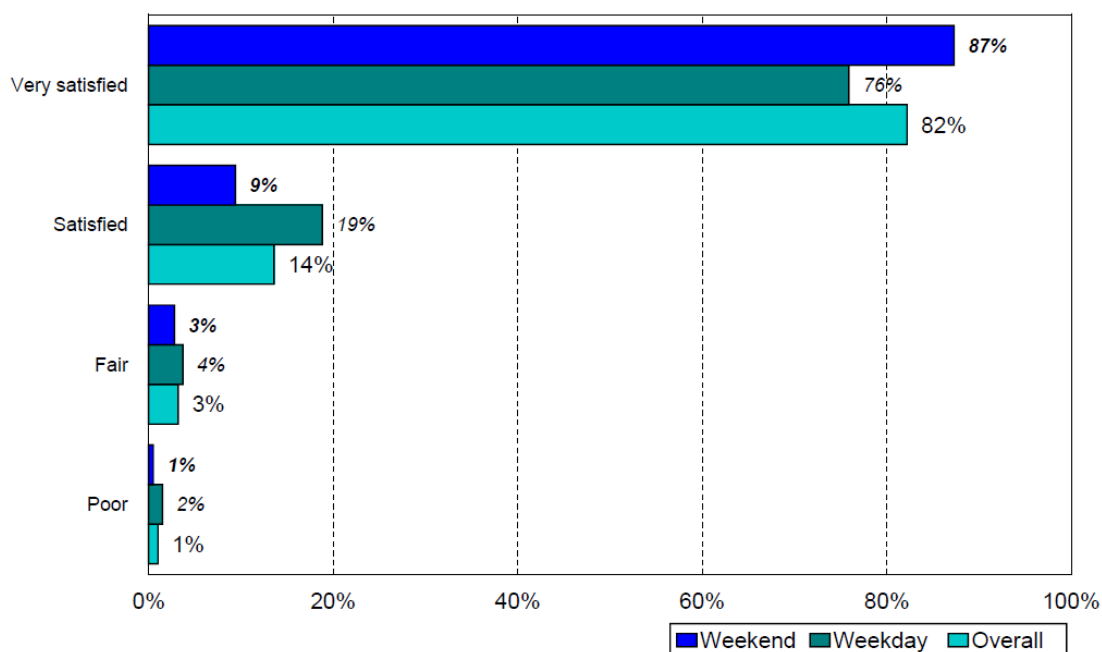
Q8-Q20. How do you rate KC Streetcar service?

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



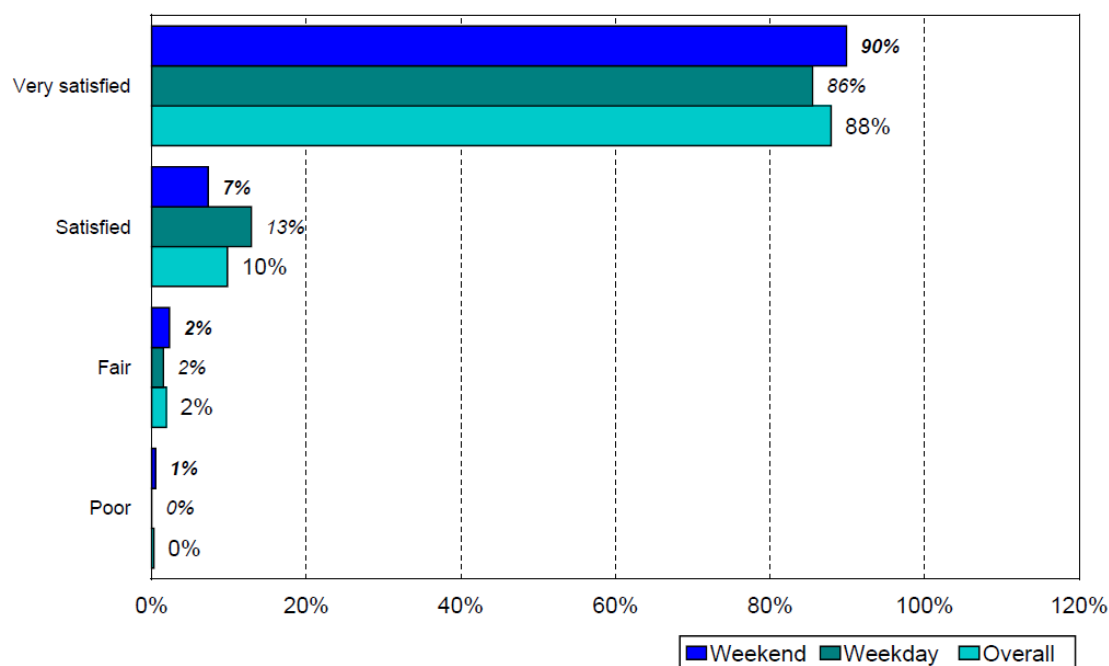
Q8-8. Reliability of service

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



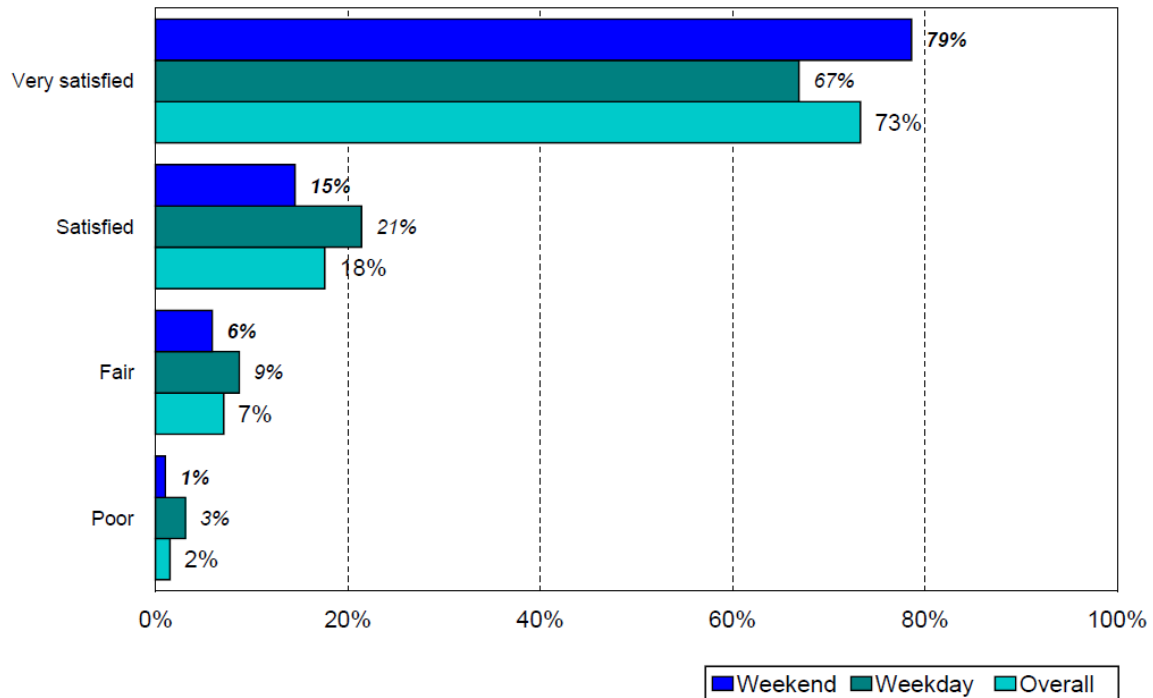
Q8-9. Ease of use

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



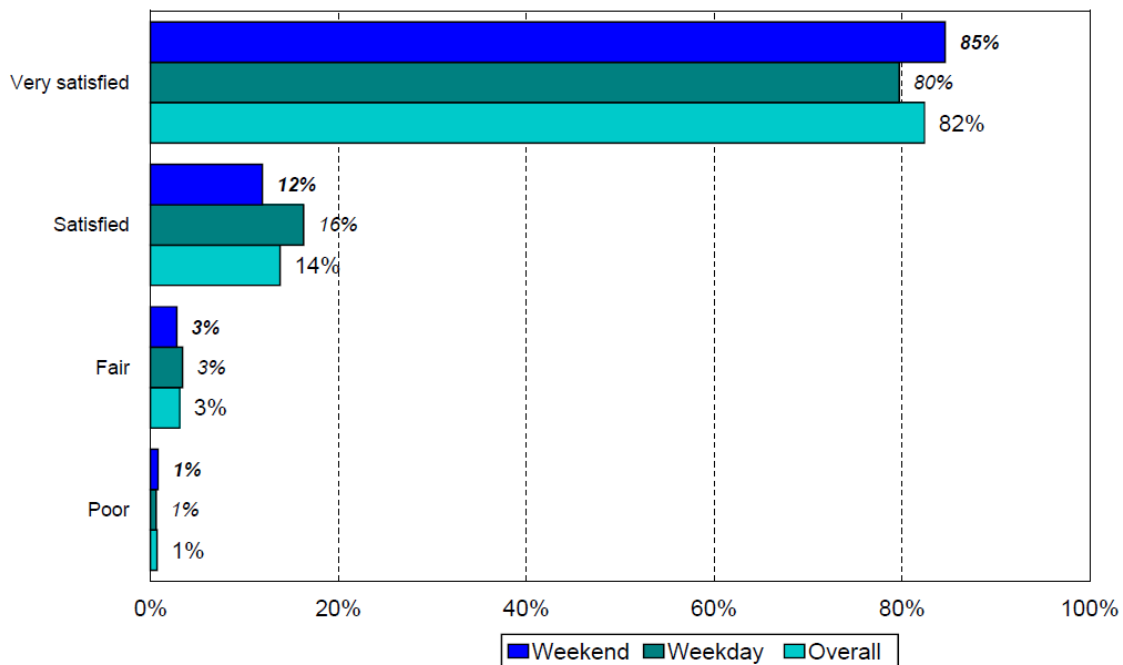
Q8-10. Vehicles running on schedule

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



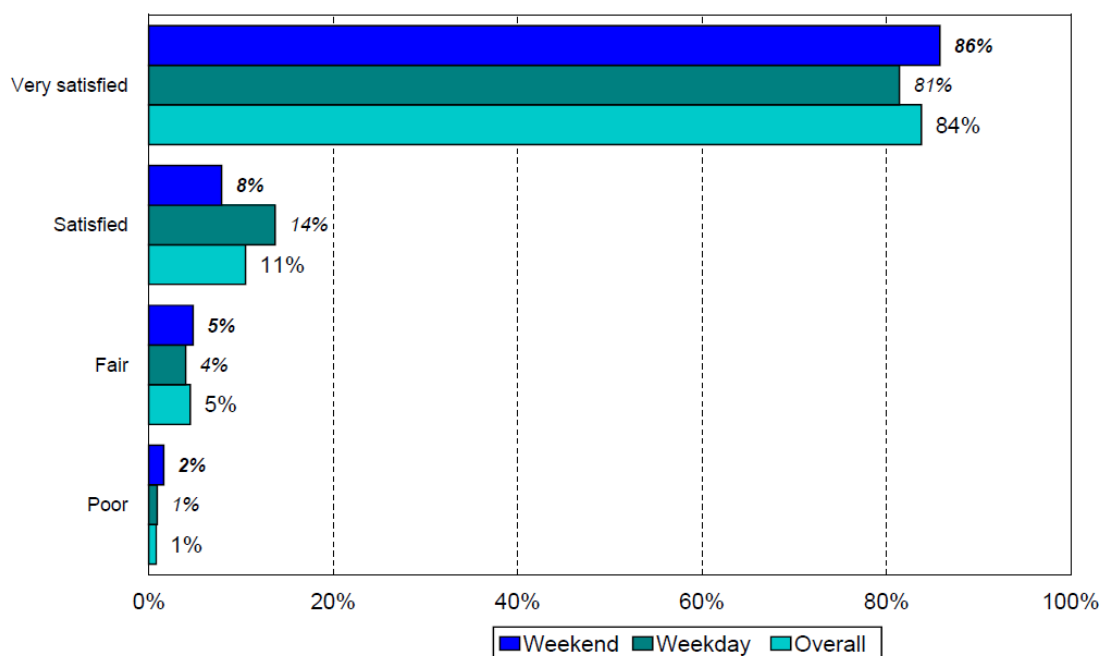
Q8-11. Condition of stations

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



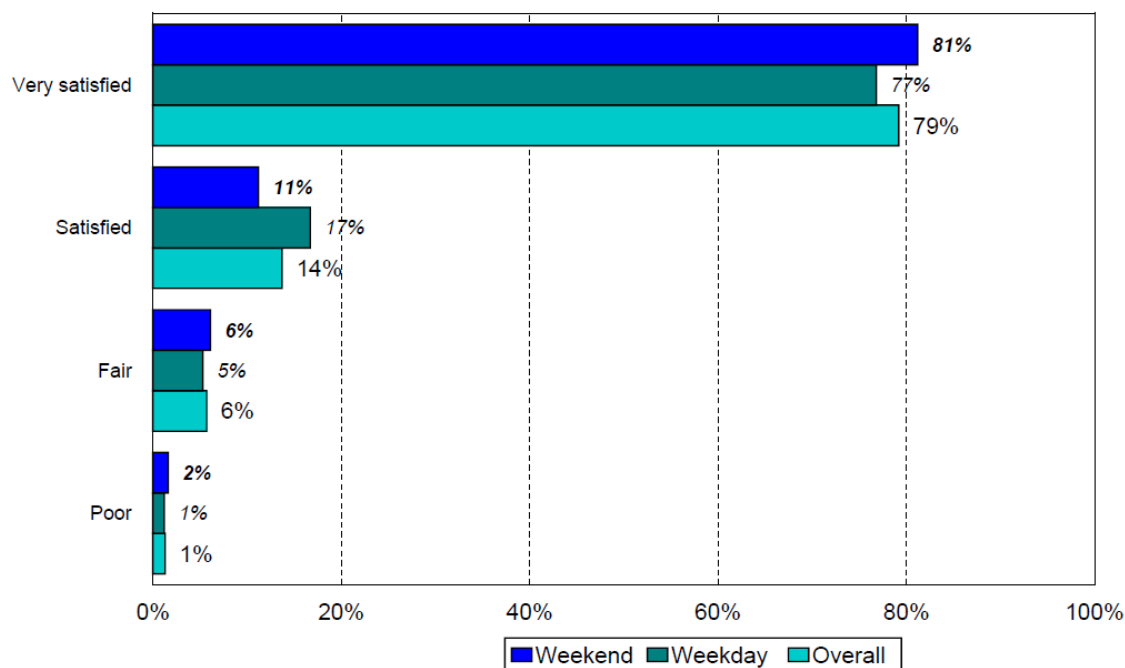
Q8-12. Access to stations & shelters

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



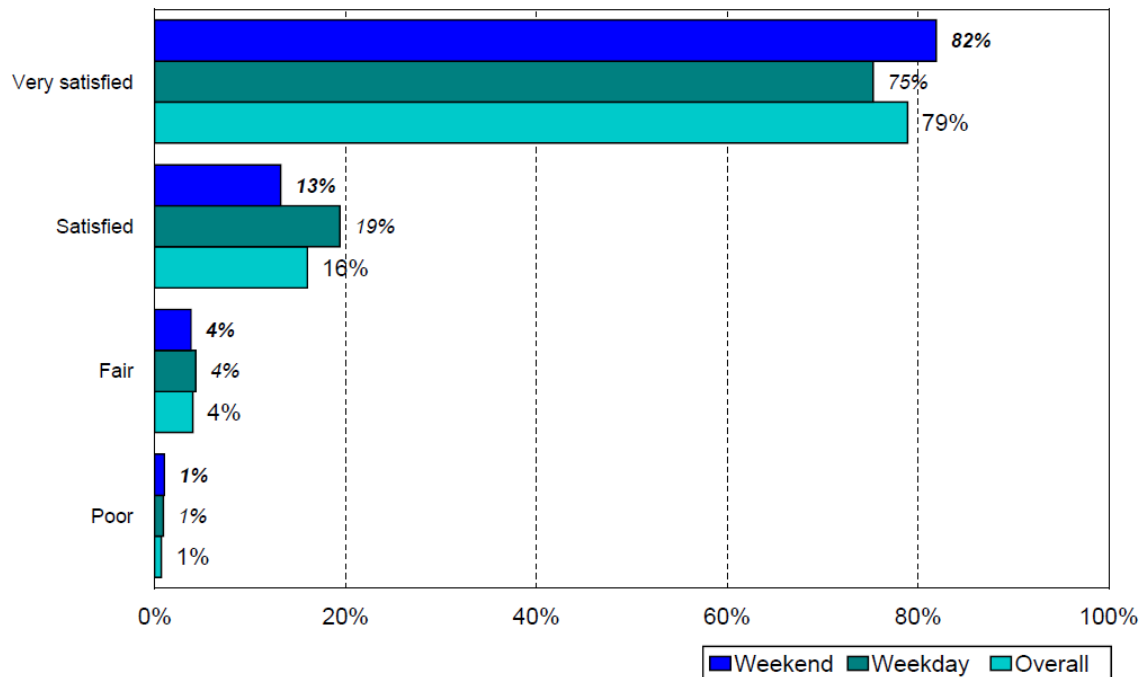
Q8-13. Vehicle comfort & features

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



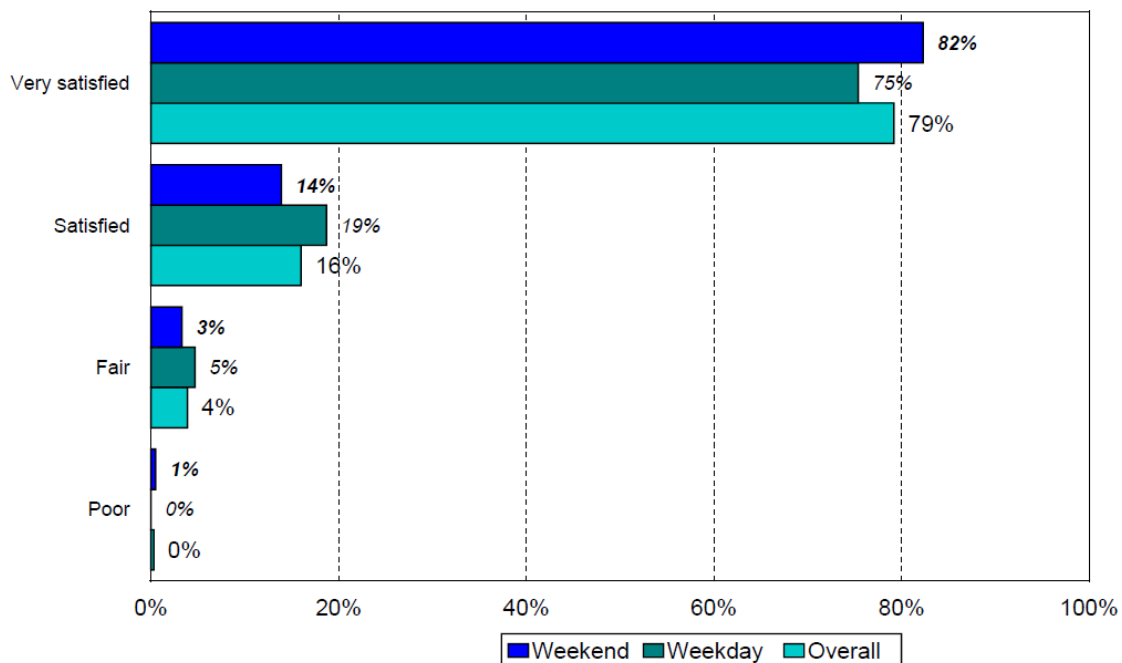
Q8-14. Cleanliness of vehicles

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



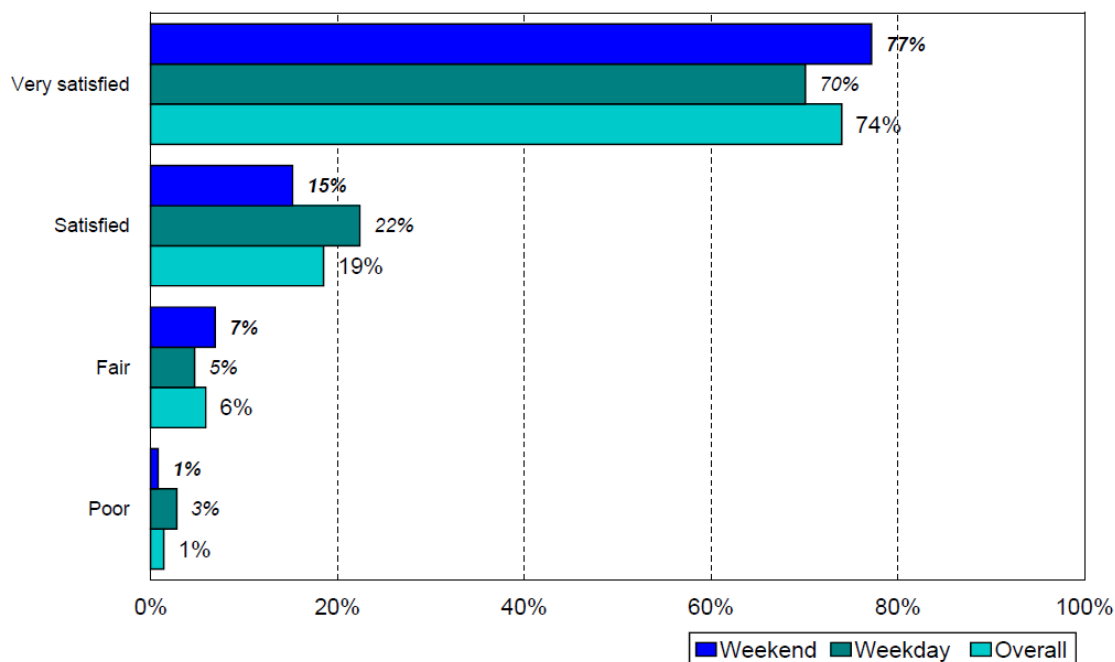
Q8-15. Personal safety while riding

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



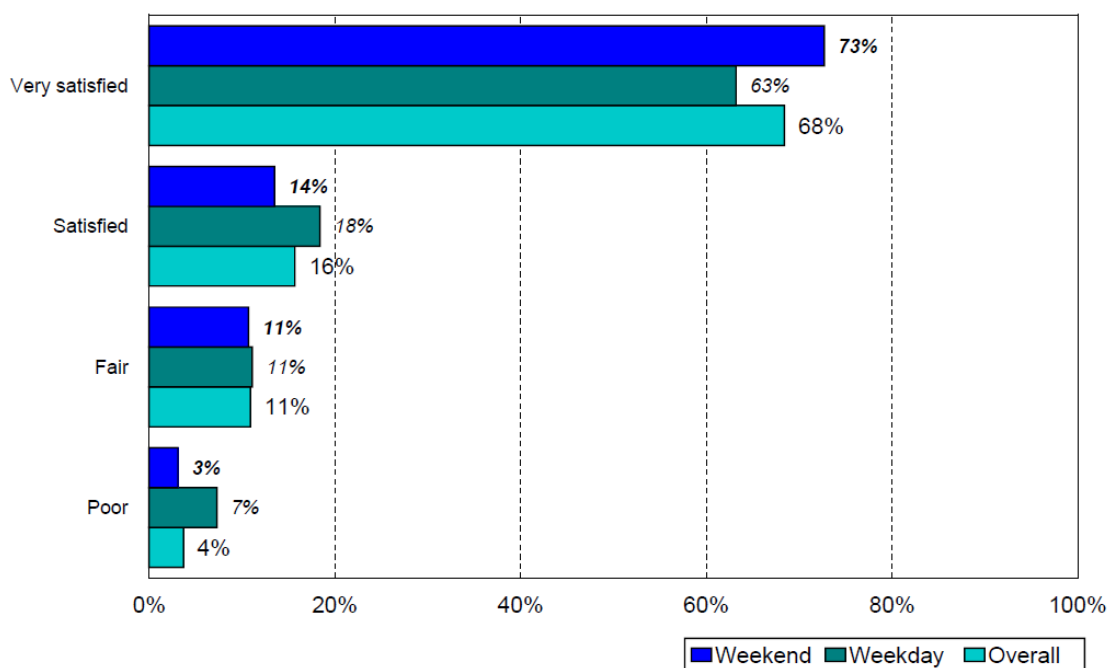
Q8-16. Personal safety while waiting at shelters/stops

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



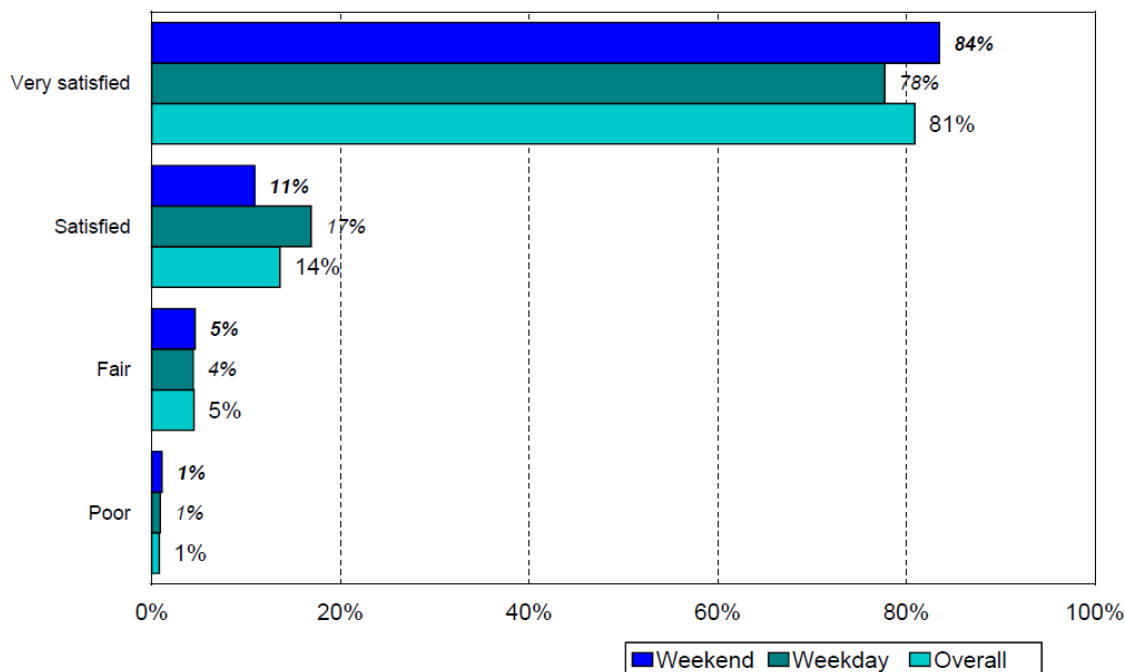
Q8-17. Amenities at transit centers

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



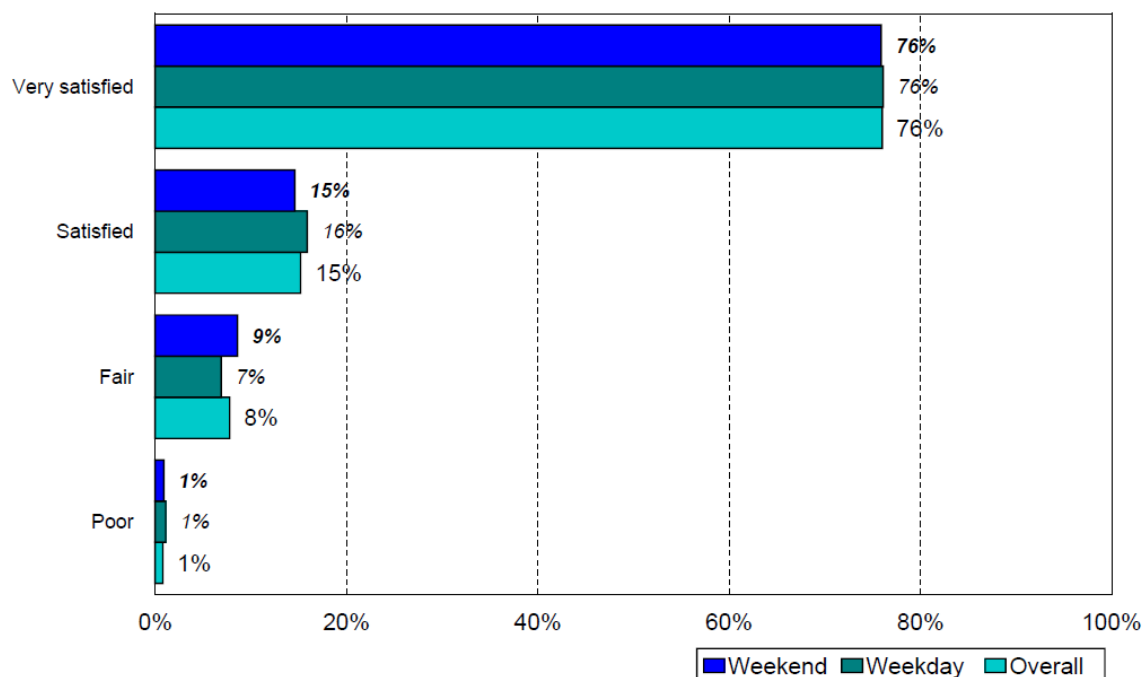
Q8-18. Professionalism & friendliness of operators & staff

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



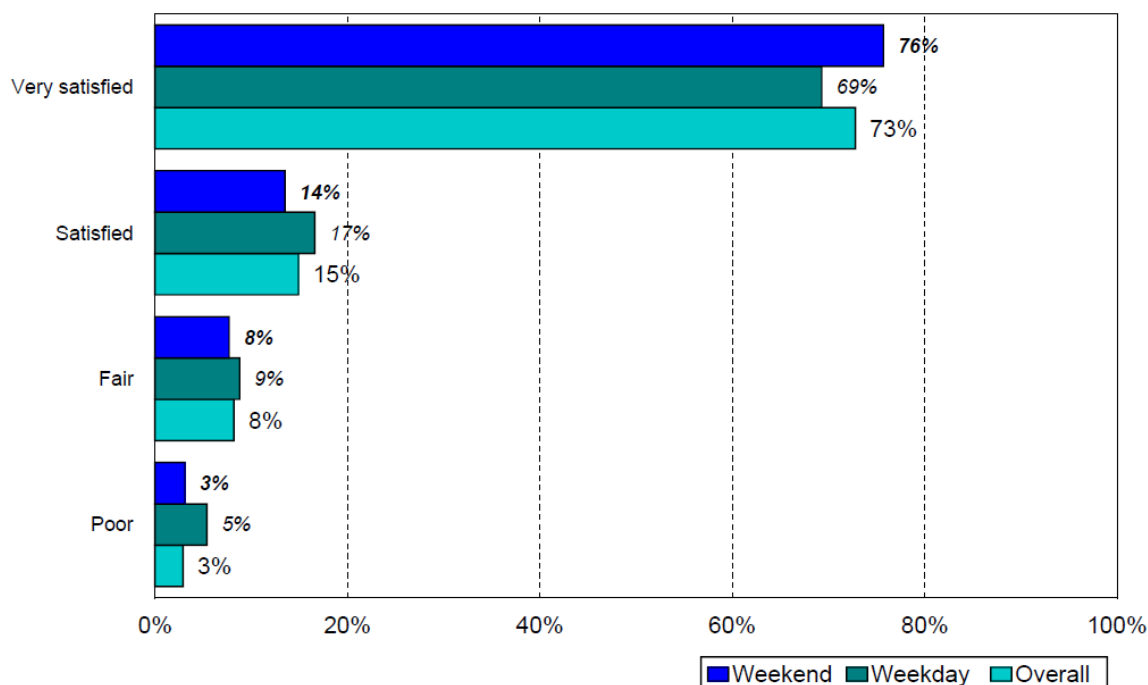
Q8-19. Helpfulness of Call Center reps

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



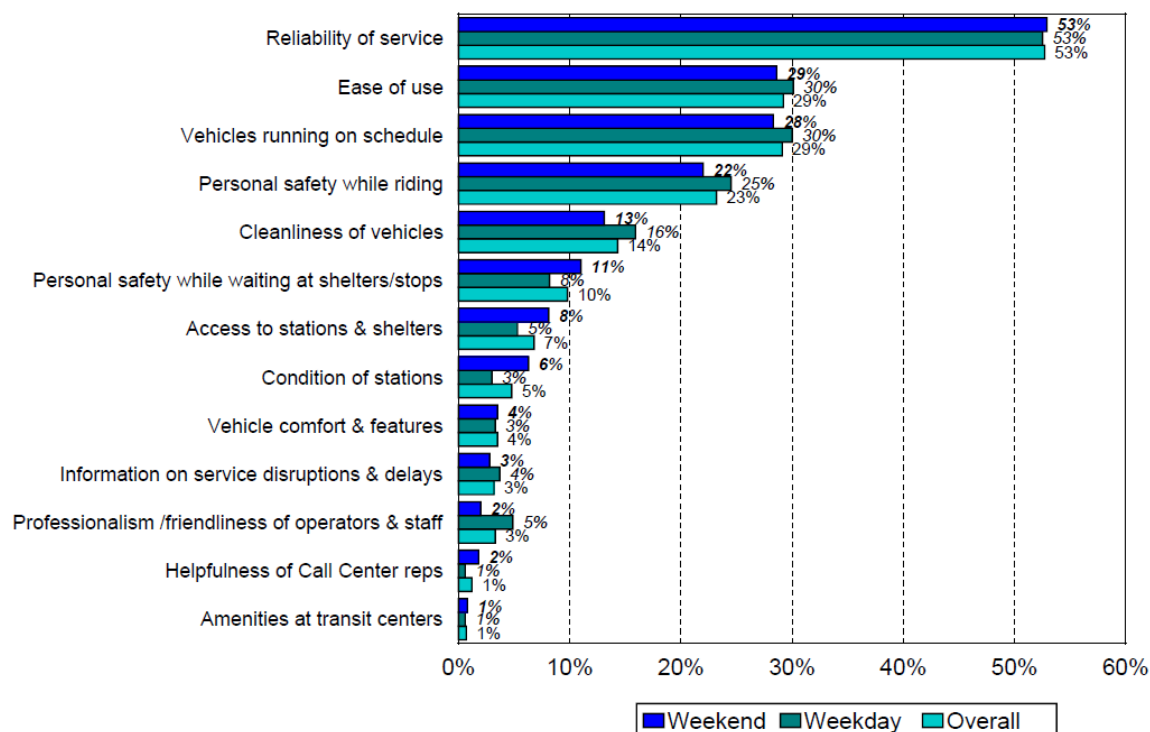
Q8-20. Information on service disruptions & delays

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



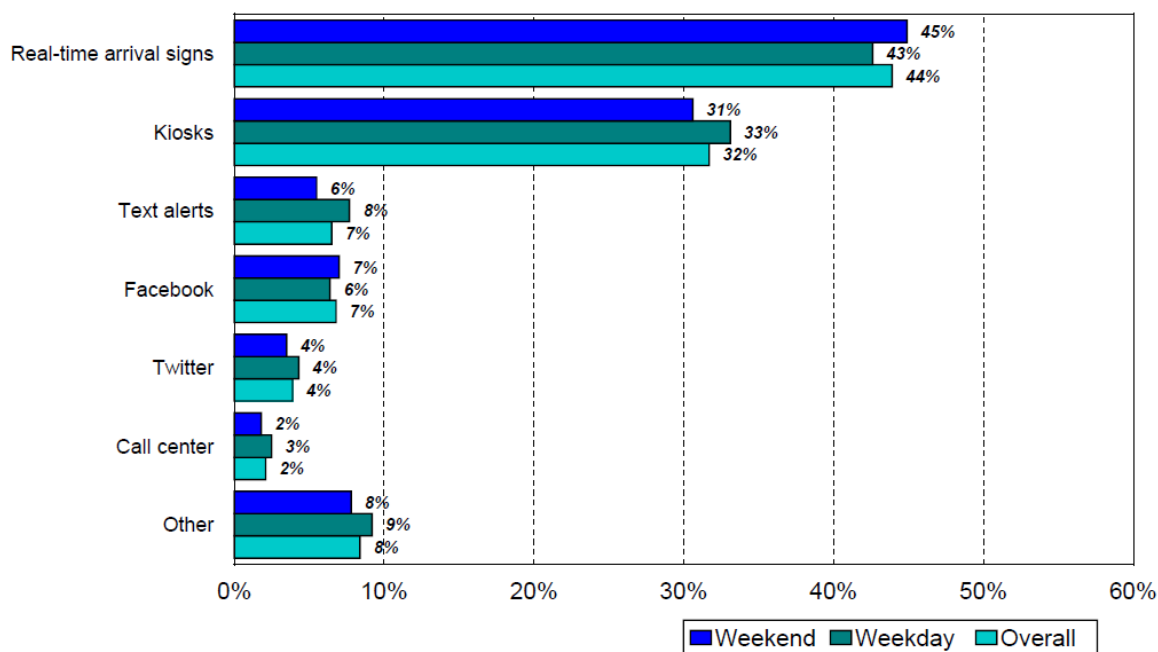
Q21. Which elements are most important to you?

by percentage of respondents who rode the streetcar who selected the element as one of their top 2 choices (excluding don't knows and not applicable)



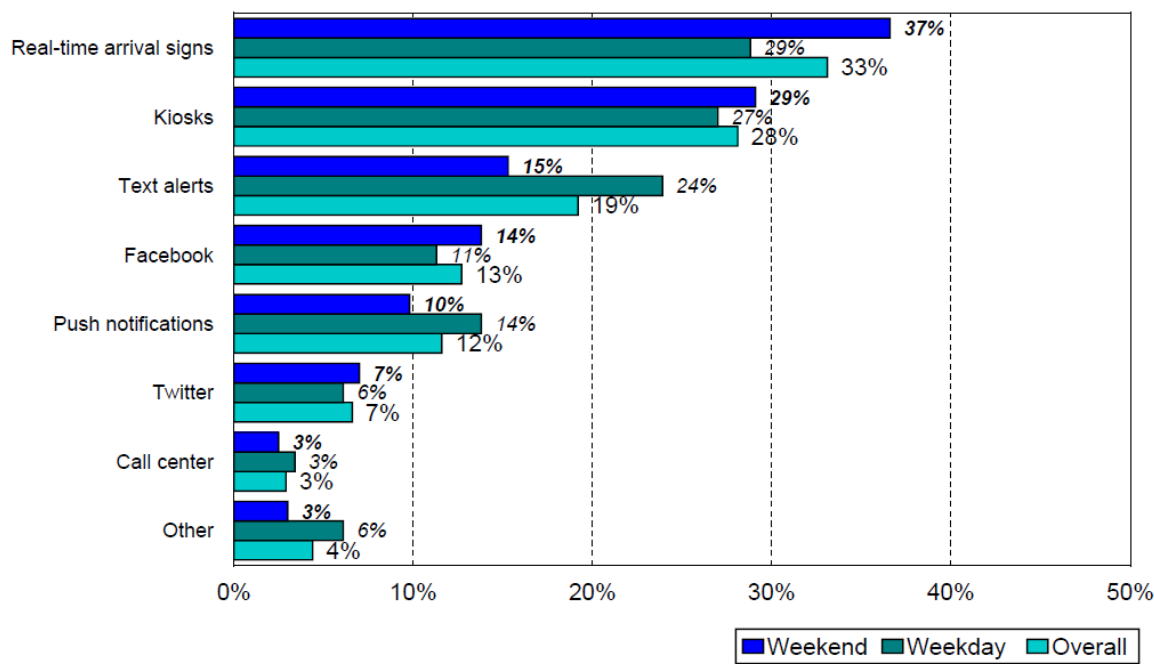
Q22. Where do you go for schedule & delay information?

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



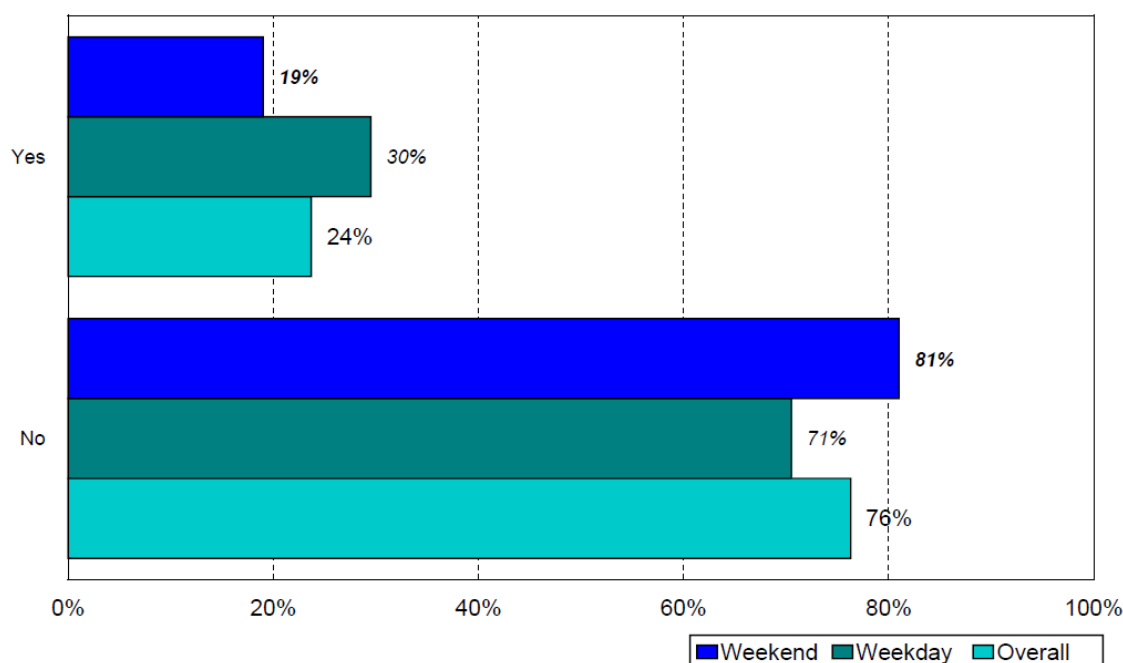
Q23. How would you prefer to learn about service alerts?

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



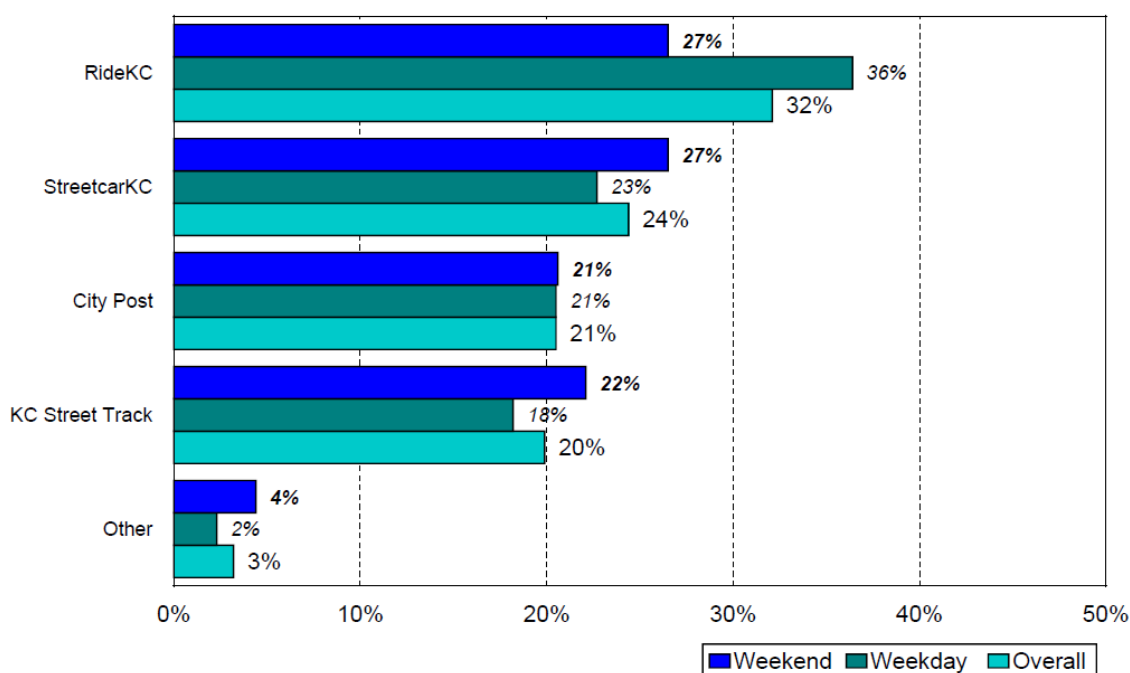
Q24. Do you use a mobile application to track Streetcar vehicles real-time?

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



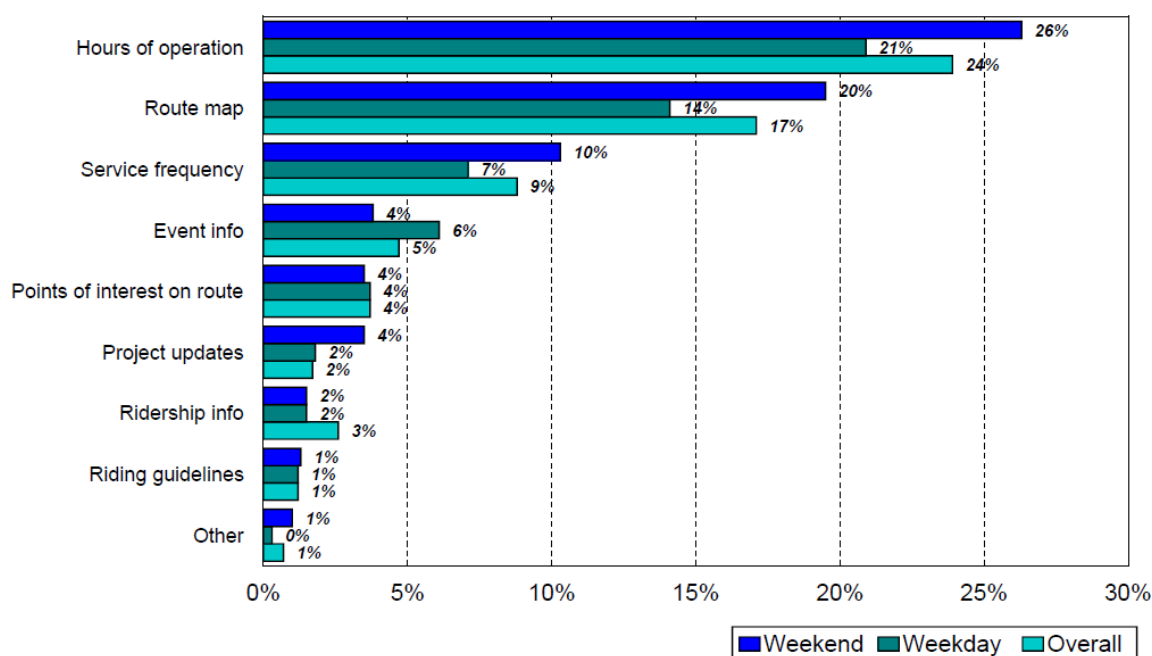
Q24a. What mobile tracking application do you use?

by percentage of respondents who rode the streetcar who use a mobile application to track Streetcar (excluding don't knows and not applicable)



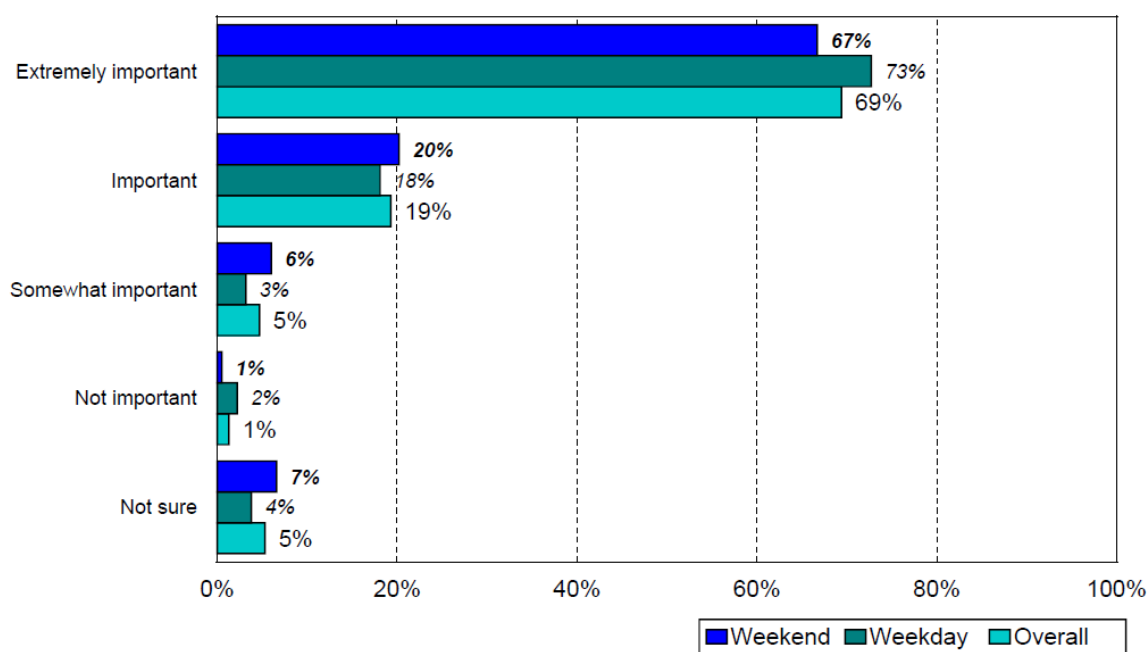
Q25. If you use kcstreetcar.org, why do you most commonly visit the site?

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



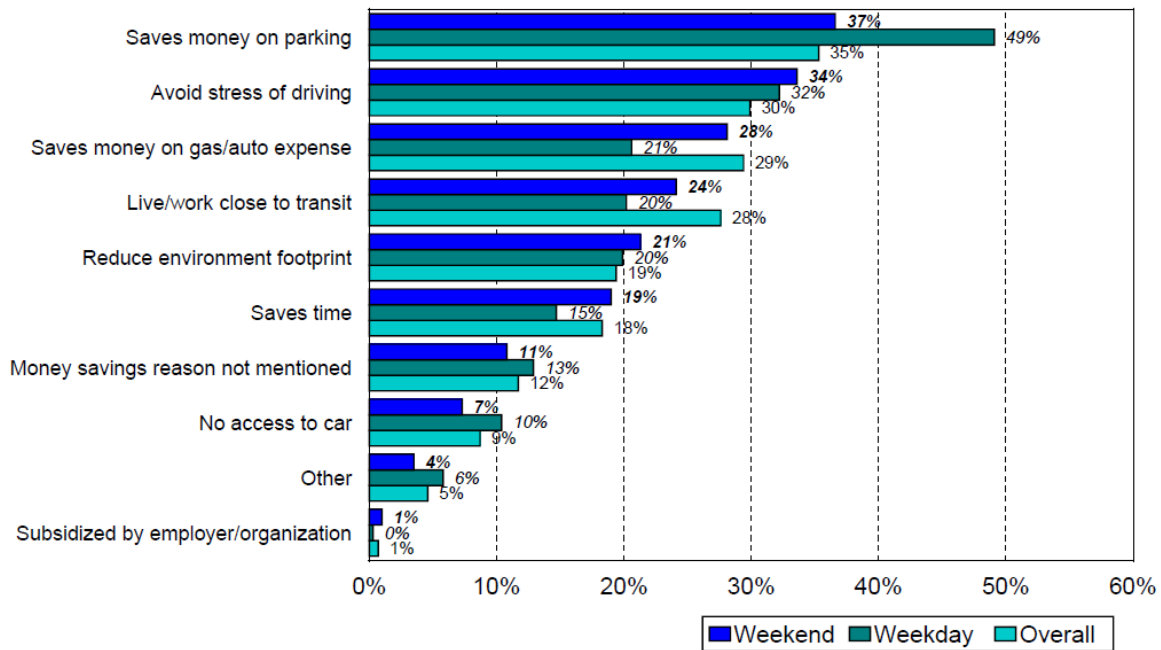
Q26. How important are RideKC services to the community?

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



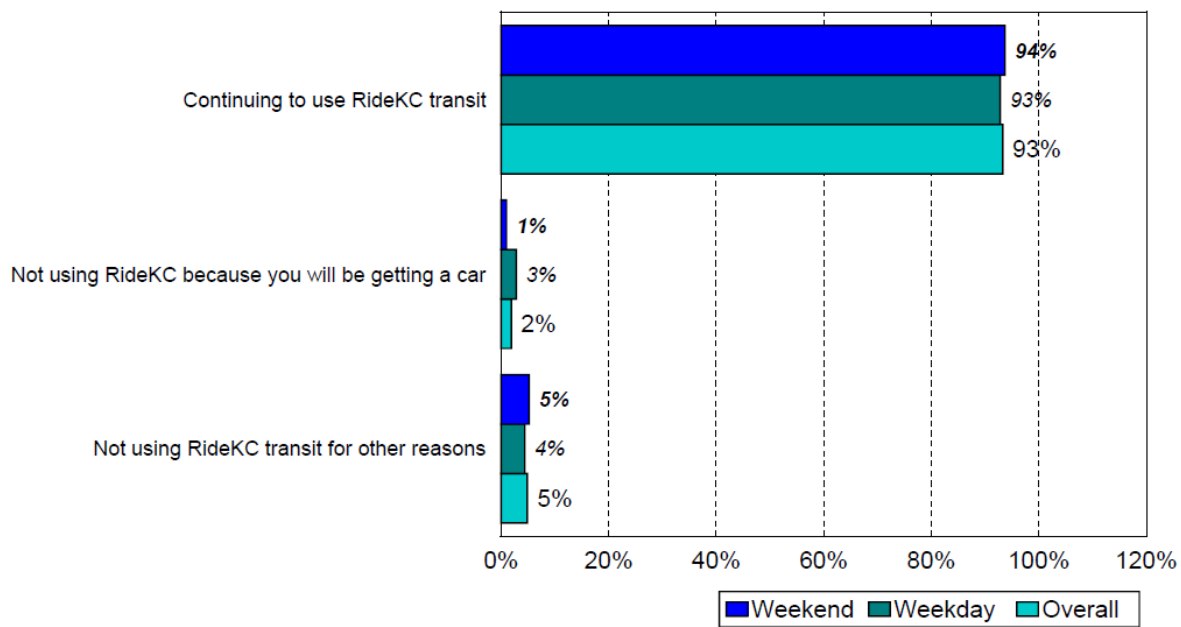
Q27. What are the main reasons you use transit?

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)

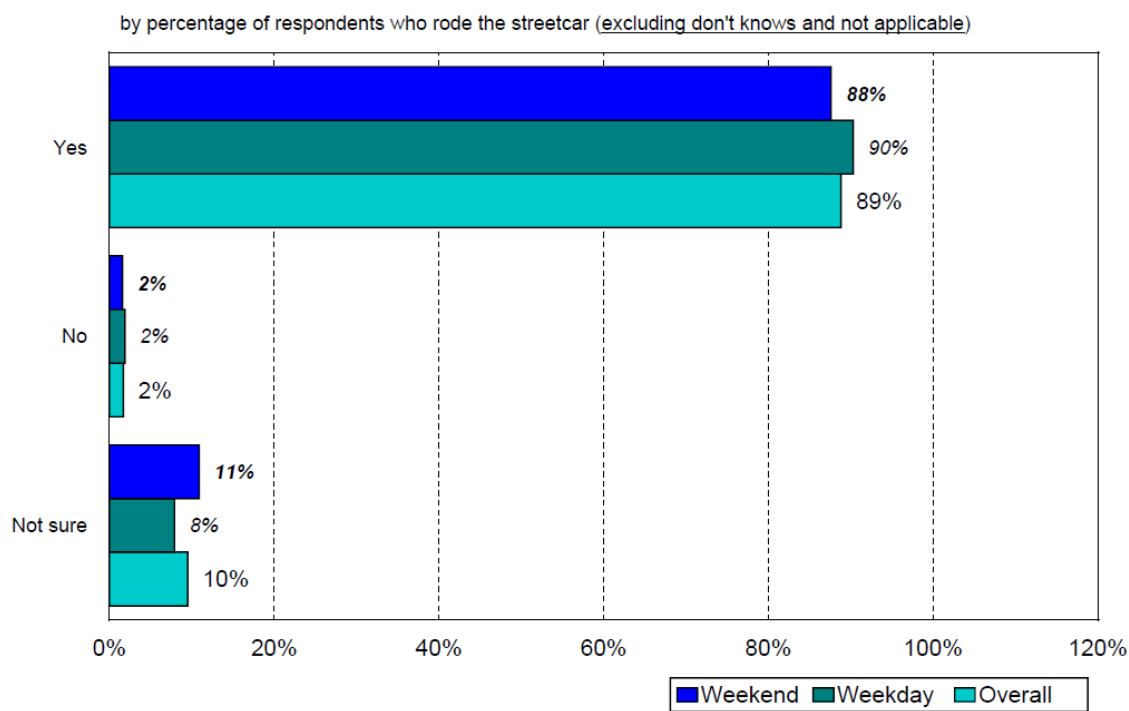


Q28. What do you intend on a year from now

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)

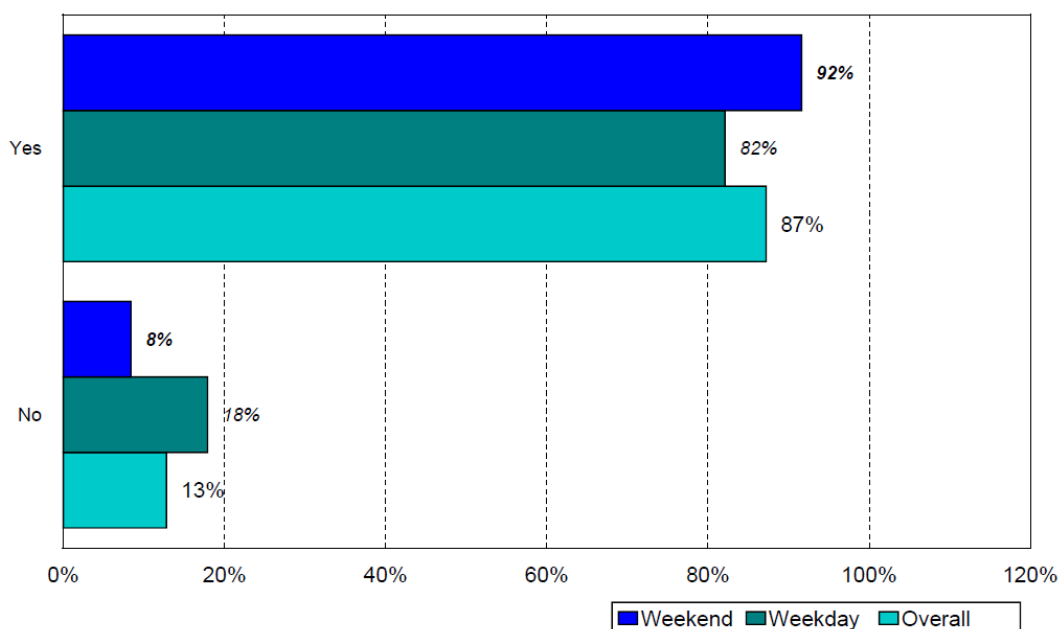


Q29. The Streetcar is considering an extension to the riverfront and to UMKC's campus. Would you find these extensions helpful?



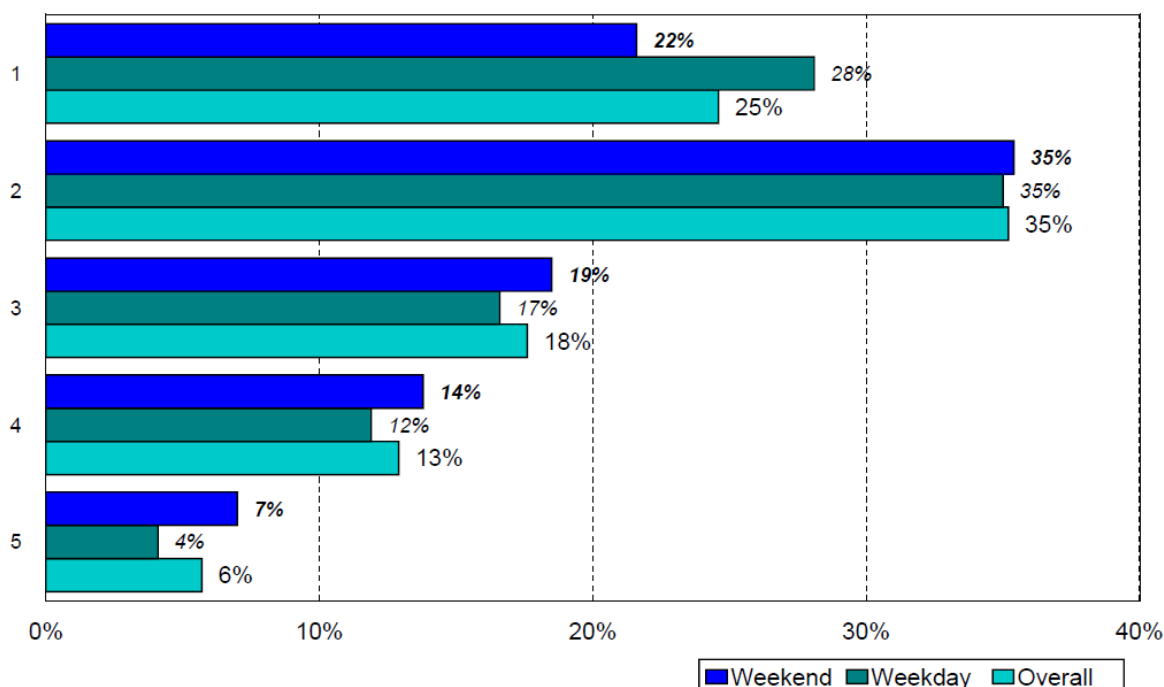
Q30. Do you have a valid driver's license?

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



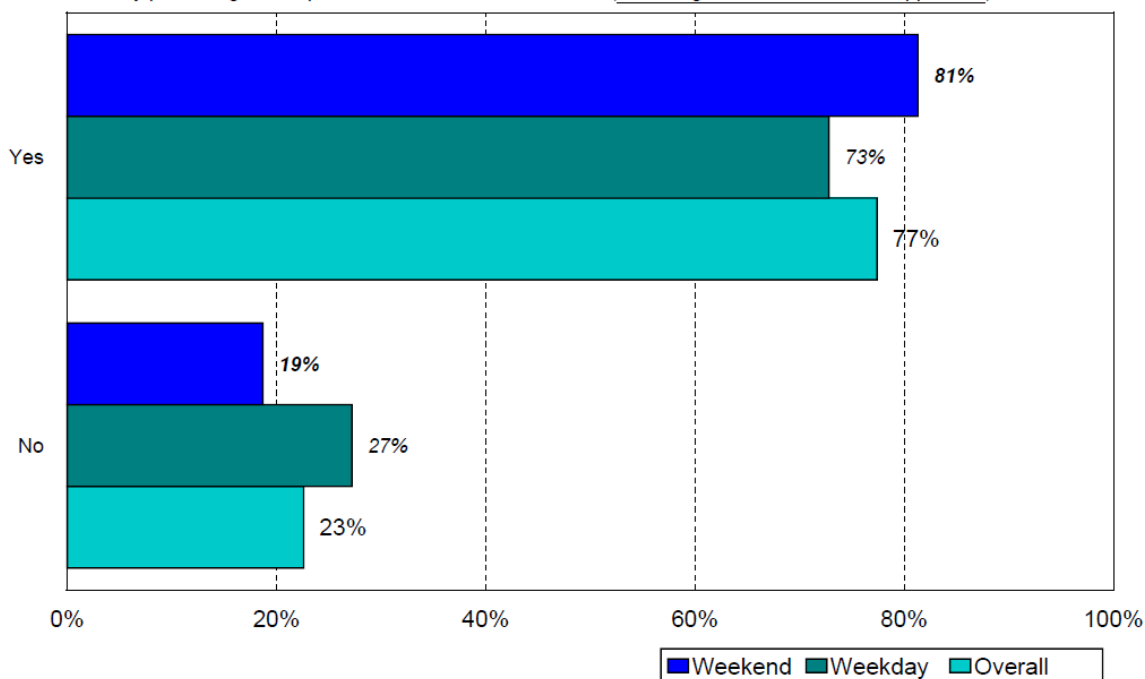
Q31. Including YOU, how people live in your household?

by percentage of respondents who rode the street car (excluding don't knows and not applicable)



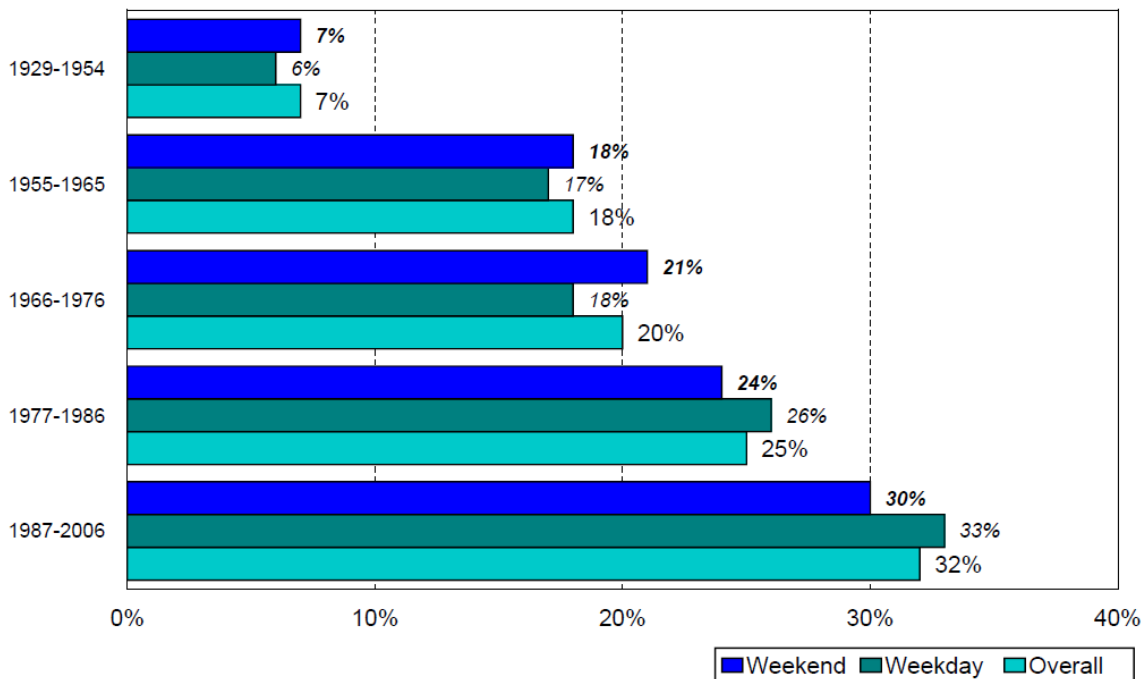
Q32. Do you have a working car or other vehicle that you could have used for this trip instead of taking the bus today?

by percentage of respondents who rode the street car (excluding don't knows and not applicable)



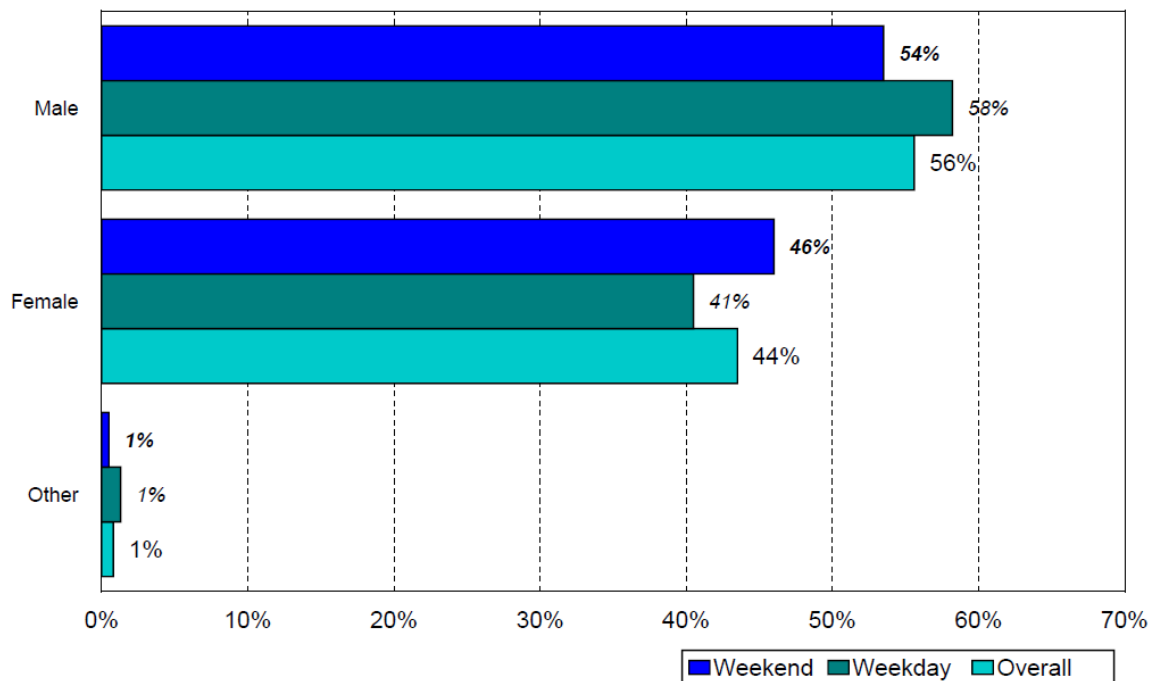
Q33. What year were you born?

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



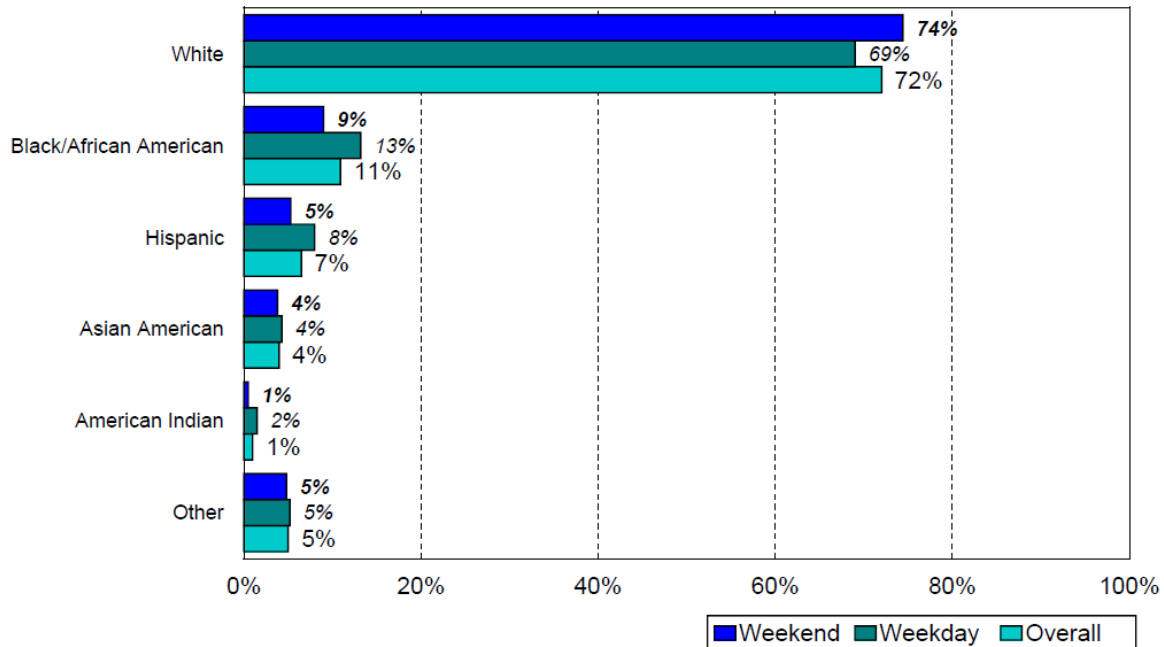
Q34. Do you identify yourself as a:

by percentage of respondents (excluding don't knows and not applicable)



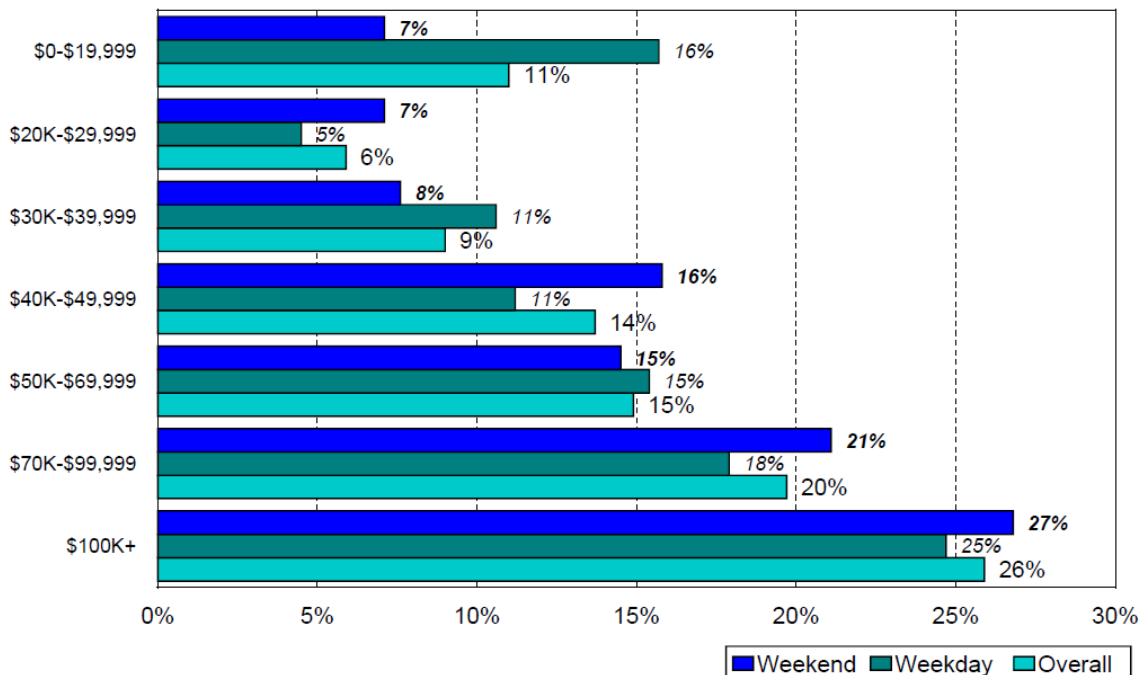
Q35. Which of these BEST describe your race/ethnicity?

by percentage of respondents (excluding don't knows and not applicable)



Q36. Which of the following BEST describes your household's total annual income in 2018?

by percentage of respondents who rode the streetcar (excluding don't knows and not applicable)



Appendix A

Survey Instrument

To help us improve our service, please take a few minutes to complete this important survey.
Circle your selections.



Please provide your Home Zip code: _____

1. In a typical week how many days do you ride the bus?
7 6 5 4 3 2 1 0 - not a regular rider/just started
2. In a typical week how many days do you ride the Streetcar?
7 6 5 4 3 2 1 0 - not a regular rider/just started
3. How many years have you used the Streetcar?
Less than 1 year 1-2 years 3+ years
4. How did you access transit for this trip?
(1) Walked (4) Bike share (6) Dropped off (not a service)
(2) Drove a car (5) E-Scooter (7) Personal bicycle
(3) Dropped off by Uber or similar service
5. For your most recent trip on the Streetcar, please indicate your boarding and exiting location? *Check where you boarded and exited the Streetcar*

	Union Station	Crossroads	Kauffman Center	Power & Light	Metro Center	Library	North Loop	City Market	River Market North	River Market West
Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please select the 3 travel modes you most often use in the Kansas City area? (circle up to 3 modes)
(1) Bus (5) Streetcar (9) MetroFlex
(2) Paratransit (6) Walking (10) E-Scooter
(3) Personal bicycle (7) Bike Share (11) Personal Vehicle
(4) Carpool/vanpool (8) Uber, Lyft or similar service
7. What is the PRIMARY PURPOSE of your transit trip today?
(1) Work (4) Shopping (6) Social/Recreation
(2) Education (5) Job Seeking (7) Health/Medical
(3) Entertainment (dining, museums, etc)
(8) Other: _____

How do you rate RideKC Streetcar service?

Very Satisfied=5 Fair=3 Poor=1

	5	4	3	2	1
8. Reliability of Service					
9. Ease of use					
10. Vehicles running on schedule					
11. Condition of stations					
12. Access to stations and shelters					
13. Vehicle comfort and features					
14. Cleanliness of vehicles					
15. Personal safety while riding					
16. Personal safety while waiting at shelters/stops					
17. Amenities at transit centers					
18. Professionalism and friendliness of operators and staff					
19. Helpfulness of Call Center Reps					
20. Information on service disruptions and delays					

21. Which elements listed above in Q8-20 are most important to you?
Write the numbers that corresponds to your top 2 choices below.
1st: _____ 2nd: _____

22. Where do you go for Streetcar schedule and delay information? (select all that apply)
(1) Kiosks (4) Real-Time arrival signs
(2) Facebook (5) Text alerts
(3) Twitter (6) Call center
(7) Other: _____

23. How would you prefer to learn about service alerts? (select all that apply)
(1) Kiosks (4) Push Notifications (6) Call center
(2) Facebook (5) Text alerts (7) Real-Time arrival signs
(3) Twitter (8) Other: _____
24. Do you use a mobile application to track Streetcar vehicles real-time?
(1) Yes (answer 24a) (2) No (skip to Q25)
- 24a. [Answer if "yes" to Q24] Which mobile tracking application do you use?
(1) City Post (3) RideKC (4) StreetcarKC
(2) KC Street Track (5) Other: _____
25. If you use kcstreetcar.org, why do you most commonly visit the site? (select up to 2 choices)
(1) Hours of operation (4) Riding guidelines (bikes, animals, access)
(2) Route map (5) Points of interest on route (7) Event info
(3) Project updates (6) Service frequency (8) Ridership info
(9) Other: _____
26. How important are RideKC services to the community? (Bus Max, Streetcar, Freedom, etc.)
(1) Extremely Important (4) Somewhat Important
(2) Important (5) Not Important (6) Not Sure
27. What are the main reasons you use transit? (select up to 3)
(1) Live/work close to transit
(2) Saves money on gas/auto expense
(3) Saves money on parking
(4) Prefer to live a car-free lifestyle
(5) Subsidized by employer/organization
(6) Saves time
(7) Reduce environment footprint
(8) No access to car
(9) Avoid the stress of driving
(10) Other: _____
28. A year from now, do you intend on:
(1) Continuing to use RideKC transit
(2) Not using RideKC because you will be getting a car
(3) Not using RideKC transit for other reasons
29. The Streetcar is considering an extension to the riverfront (to the north) and to UMKC's campus (south of the Plaza). Would you find these extensions helpful?
(1) Yes (2) No (3) Not sure
30. Do you have a valid driver's license? (1) Yes (2) No
31. Including YOU, how people live in your household?
0 1 2 3 4 5 6 or more
32. Do you have a working car or other vehicle that you could have used for this trip instead of taking the bus today?
(1) Yes (2) No
33. What year were you born? _____
34. Do you identify as a: (1) Male (2) Female (3) Other
35. Which of these BEST describe your race/ethnicity??
(1) Black/African American (3) Asian American (5) White
(2) American Indian (4) Hispanic (6) Other
36. Which of the following BEST describes your household's total annual income in 2018?
(1) \$0-\$19,999 (4) \$40,000-\$49,999 (6) \$70,000-\$99,999
(2) \$20,000-\$29,999 (5) \$50,000-\$69,999 (7) \$100,000 or more
(3) \$30,000-\$39,999

Optional: If willing to participate in future focus groups and/or surveys, please provide your name, phone number and email:

Name: _____ Phone: _____ Email: _____

For Survey Supervisor Use Only

Route #: _____ Approx. Time: 6-9am 9am-1pm 1-4pm After 4pm

Day of Week: _____

Appendix B

Tabular Data

Route number

Route number	Number	Percent
STREETCAR	725	100.0 %
Total	725	100.0 %

Day of week

Day of week	Number	Percent
Weekday	323	45 %
Weekend	399	55 %
Total	725	100.0 %

Home zip code – Uncleaned – Provided Verbatim

Home zip code	Number	Percent
64105	60	8.5 %
64106	45	6.4 %
64108	37	5.2 %
64111	19	2.7 %
64068	12	1.7 %
64130	11	1.6 %
64118	11	1.6 %
66210	10	1.4 %
64112	10	1.4 %
64131	10	1.4 %
64155	9	1.3 %
64152	9	1.3 %
66061	9	1.3 %
64116	9	1.3 %
64110	8	1.1 %
64134	8	1.1 %
66106	8	1.1 %
66062	8	1.1 %
64133	7	1.0 %
64114	7	1.0 %
66202	7	1.0 %
66215	7	1.0 %
66112	7	1.0 %
64124	6	0.8 %
64127	6	0.8 %
64086	6	0.8 %
64083	6	0.8 %
64137	5	0.7 %
64151	5	0.7 %
64109	5	0.7 %
64154	5	0.7 %
66205	5	0.7 %
64128	5	0.7 %
66213	5	0.7 %
64701	5	0.7 %
64123	5	0.7 %
66048	5	0.7 %
64055	5	0.7 %
66102	4	0.6 %
64506	4	0.6 %
66214	4	0.6 %
37160	4	0.6 %
64063	4	0.6 %
66212	4	0.6 %
64012	4	0.6 %
50265	4	0.6 %
64052	4	0.6 %
64018	3	0.4 %
73162	3	0.4 %
66030	3	0.4 %
66216	3	0.4 %
66223	3	0.4 %
66105	3	0.4 %

66508	3	0.4 %
64132	3	0.4 %
64423	3	0.4 %
64057	3	0.4 %
66209	3	0.4 %
63119	3	0.4 %
64064	3	0.4 %
66206	3	0.4 %
64119	3	0.4 %
68164	2	0.3 %
64117	2	0.3 %
64079	2	0.3 %
64014	2	0.3 %
30327	2	0.3 %
64050	2	0.3 %
66547	2	0.3 %
66046	2	0.3 %
64037	2	0.3 %
66013	2	0.3 %
67002	2	0.3 %
64801	2	0.3 %
72715	2	0.3 %
64060	2	0.3 %
64103	2	0.3 %
70117	2	0.3 %
64067	2	0.3 %
62269	2	0.3 %
68502	2	0.3 %
74023	2	0.3 %
66044	2	0.3 %
64158	2	0.3 %
68106	2	0.3 %
66025	2	0.3 %
66208	2	0.3 %
64145	2	0.3 %
62881	2	0.3 %
76179	2	0.3 %
64029	2	0.3 %
64125	2	0.3 %
65202	2	0.3 %
66104	2	0.3 %
53095	2	0.3 %
64113	2	0.3 %
74066	2	0.3 %
64030	2	0.3 %
64138	2	0.3 %
68108	1	0.1 %
74006	1	0.1 %
36532	1	0.1 %
22959	1	0.1 %
64157	1	0.1 %
20722	1	0.1 %
21146	1	0.1 %
63026	1	0.1 %
67801	1	0.1 %
62712	1	0.1 %
64156	1	0.1 %
66221	1	0.1 %
64011	1	0.1 %
64016	1	0.1 %
64101	1	0.1 %
62234	1	0.1 %
63109	1	0.1 %
72023	1	0.1 %
64611	1	0.1 %
30034	1	0.1 %
67401	1	0.1 %
67212	1	0.1 %
80923	1	0.1 %
22042	1	0.1 %
63135	1	0.1 %
60451	1	0.1 %
50309	1	0.1 %
66018	1	0.1 %
73103	1	0.1 %

72211	1	0.1 %
68863	1	0.1 %
66218	1	0.1 %
66204	1	0.1 %
67207	1	0.1 %
63033	1	0.1 %
64056	1	0.1 %
66111	1	0.1 %
64082	1	0.1 %
66201	1	0.1 %
46108	1	0.1 %
63304	1	0.1 %
73034	1	0.1 %
69101	1	0.1 %
67601	1	0.1 %
68516	1	0.1 %
66012	1	0.1 %
62629	1	0.1 %
64804	1	0.1 %
66053	1	0.1 %
94112	1	0.1 %
66502	1	0.1 %
53212	1	0.1 %
50211	1	0.1 %
51106	1	0.1 %
44030	1	0.1 %
68112	1	0.1 %
62206	1	0.1 %
68152	1	0.1 %
66043	1	0.1 %
62351	1	0.1 %
58228	1	0.1 %
80817	1	0.1 %
49648	1	0.1 %
66097	1	0.1 %
74017	1	0.1 %
24141	1	0.1 %
64089	1	0.1 %
50208	1	0.1 %
66226	1	0.1 %
64147	1	0.1 %
62398	1	0.1 %
34441	1	0.1 %
68845	1	0.1 %
10008	1	0.1 %
33069	1	0.1 %
64051	1	0.1 %
64048	1	0.1 %
66203	1	0.1 %
96216	1	0.1 %
65109	1	0.1 %
75039	1	0.1 %
64180	1	0.1 %
92602	1	0.1 %
71909	1	0.1 %
82072	1	0.1 %
66007	1	0.1 %
20661	1	0.1 %
10291	1	0.1 %
90218	1	0.1 %
64062	1	0.1 %
23490	1	0.1 %
44177	1	0.1 %
64511	1	0.1 %
64120	1	0.1 %
99208	1	0.1 %
43561	1	0.1 %

Home zip code

Home zip code	Number	Percent
22304	1	0.1 %
11238	1	0.1 %
63005	1	0.1 %
64126	1	0.1 %
66032	1	0.1 %
92058	1	0.1 %
73044	1	0.1 %
72714	1	0.1 %
64081	1	0.1 %
33418	1	0.1 %
64104	1	0.1 %
66224	1	0.1 %
64102	1	0.1 %
73013	1	0.1 %
27410	1	0.1 %
65118	1	0.1 %
66101	1	0.1 %
87181	1	0.1 %
64139	1	0.1 %
68333	1	0.1 %
68022	1	0.1 %
62288	1	0.1 %
64834	1	0.1 %
64058	1	0.1 %
66219	1	0.1 %
64164	1	0.1 %
63303	1	0.1 %
75082	1	0.1 %
68116	1	0.1 %
64150	1	0.1 %
30345	1	0.1 %
64485	1	0.1 %
66207	1	0.1 %
64146	1	0.1 %
64163	1	0.1 %
24107	1	0.1 %
68701	1	0.1 %
20646	1	0.1 %
45213	1	0.1 %
63363	1	0.1 %
66115	1	0.1 %
66211	1	0.1 %
50131	1	0.1 %
64850	1	0.1 %
74104	1	0.1 %
65080	1	0.1 %
27401	1	0.1 %
66614	1	0.1 %
Total	706	100.0 %

Q1. In a typical week, how many days do you ride the bus?

Q1. In a typical week, how many days do you ride the bus	Number	Percent
7	48	6.6 %
6	10	1.4 %
5	39	5.4 %
4	22	3.0 %
3	19	2.6 %
2	31	4.3 %
1	44	6.1 %
Not a regular rider/just started	502	69.2 %
Not provided	10	1.4 %
Total	725	100.0 %

Q1. In a typical week, how many days do you ride the bus? (without "not provided")

Q1. In a typical week, how many days do you ride the bus	Number	Percent
7	48	6.7 %
6	10	1.4 %
5	39	5.5 %
4	22	3.1 %
3	19	2.7 %
2	31	4.3 %
1	44	6.2 %
Not a regular rider/just started	502	70.2 %
Total	715	100.0 %

Q2. In a typical week, how many days do you ride the Streetcar?

Q2. In a typical week, how many days do you ride the Streetcar	Number	Percent
7	68	9.4 %
6	17	2.3 %
5	52	7.2 %
4	51	7.0 %
3	51	7.0 %
2	67	9.2 %
1	87	12.0 %
Not a regular rider/just started	321	44.3 %
Not provided	11	1.5 %
Total	725	100.0 %

Q2. In a typical week, how many days do you ride the Streetcar? (without "not provided")

Q2. In a typical week, how many days do you ride the Streetcar	Number	Percent
7	68	9.5 %
6	17	2.4 %
5	52	7.3 %
4	51	7.1 %
3	51	7.1 %
2	67	9.4 %
1	87	12.2 %
Not a regular rider/just started	321	45.0 %
Total	714	100.0 %

Q3. How many years have you used the Streetcar?

Q3. How many years have you used the Streetcar	Number	Percent
Less than 1 year	330	45.5 %
1-2 years	196	27.0 %
3+ years	177	24.4 %
Not provided	22	3.0 %
Total	725	100.0 %

Q3. How many years have you used the Streetcar? (without "not provided")

Q3. How many years have you used the Streetcar	Number	Percent
Less than 1 year	330	46.9 %
1-2 years	196	27.9 %
3+ years	177	25.2 %
Total	703	100.0 %

Q4. How did you access transit for this trip?

Q4. How did you access transit for this trip	Number	Percent
Walked	462	63.7 %
Drove a car	217	29.9 %
Dropped off by Uber or similar service	7	1.0 %
Bike share	4	0.6 %
E-scooter	6	0.8 %
Dropped off (not a service)	7	1.0 %
Personal bicycle	4	0.6 %
Not provided	18	2.5 %
Total	725	100.0 %

Q4. How did you access transit for this trip? (without "not provided")

Q4. How did you access transit for this trip	Number	Percent
Walked	462	65.3 %
Drove a car	217	30.7 %
Dropped off by Uber or similar service	7	1.0 %
Bike share	4	0.6 %
E-scooter	6	0.8 %
Dropped off (not a service)	7	1.0 %
Personal bicycle	4	0.6 %
Total	707	100.0 %

Q5. For your most recent trip on Streetcar, please indicate your boarding location.

Q5. Your boarding location	Number	Percent
Union Station	291	40.1 %
Crossroads	71	9.8 %
Kauffman Center	20	2.8 %
Power & Light	50	6.9 %
Metro Center	47	6.5 %
Library	55	7.6 %
North Loop	22	3.0 %
City Market	48	6.6 %
River Market North	51	7.0 %
River Market West	64	8.8 %
Not provided	6	0.8 %
Total	725	100.0 %

Q5. For your most recent trip on Streetcar, please indicate your boarding location. (without "not provided")

Q5. Your boarding location	Number	Percent
Union Station	291	40.5 %
Crossroads	71	9.9 %
Kauffman Center	20	2.8 %
Power & Light	50	7.0 %
Metro Center	47	6.5 %
Library	55	7.6 %
North Loop	22	3.1 %
City Market	48	6.7 %
River Market North	51	7.1 %
River Market West	64	8.9 %
Total	719	100.0 %

Q5. For your most recent trip on Streetcar, please indicate your exiting location.

Q5. Your exiting location	Number	Percent
Union Station	153	21.1 %
Crossroads	35	4.8 %
Kauffman Center	25	3.4 %
Power & Light	71	9.8 %
Metro Center	57	7.9 %
Library	45	6.2 %
North Loop	23	3.2 %
City Market	97	13.4 %
River Market North	83	11.4 %
River Market West	127	17.5 %
Not provided	9	1.2 %
Total	725	100.0 %

Q5. For your most recent trip on Streetcar, please indicate your exiting location. (without "not provided")

Q5. Your exiting location	Number	Percent
Union Station	153	21.4 %
Crossroads	35	4.9 %
Kauffman Center	25	3.5 %
Power & Light	71	9.9 %
Metro Center	57	8.0 %
Library	45	6.3 %
North Loop	23	3.2 %
City Market	97	13.5 %
River Market North	83	11.6 %
River Market West	127	17.7 %
Total	716	100.0 %

Q6. Please select the 3 travel modes you most often use in the Kansas City area?

Q6. Travel modes you most often use in Kansas City area	Number	Percent
Streetcar	451	62.2 %
Walking	429	59.2 %
Personal vehicle	404	55.7 %
Bus	171	23.6 %
Uber, Lyft or similar service	115	15.9 %
Carpool/vanpool	60	8.3 %
E-scooter	44	6.1 %
Personal bicycle	30	4.1 %
Bike share	7	1.0 %
Paratransit	5	0.7 %
Total	1716	

Q7. What is the PRIMARY PURPOSE of your bus trip today?

Q7. What is the primary purpose of your bus trip today	Number	Percent
Work	132	18.2 %
Education	13	1.8 %
Entertainment (dining, museums, etc)	175	24.1 %
Shopping	130	17.9 %
Job Seeking	16	2.2 %
Social/recreation	187	25.8 %
Health/medical	9	1.2 %
Other	10	1.4 %
Not provided	53	7.3 %
Total	725	100.0 %

Q7. What is the PRIMARY PURPOSE of your bus trip today? (without "not provided")

Q7. What is the primary purpose of your bus trip today	Number	Percent
Work	132	19.6 %
Education	13	1.9 %
Entertainment (dining, museums, etc)	175	26.0 %
Shopping	130	19.3 %
Job Seeking	16	2.4 %
Social/recreation	187	27.8 %
Health/medical	9	1.3 %
Other	10	1.5 %
Total	672	100.0 %

Q7-8. Other

Q7-8. Other	Number	Percent
HOME	1	11.1 %
CONNECT WITH BUS TO AIRPORT	1	11.1 %
Free services	1	11.1 %
Cycling Paulie on Facebook	1	11.1 %
Crossroads	1	11.1 %
CAR IN SHOP	1	11.1 %
VACATION	1	11.1 %
Just off	1	11.1 %
TRAVEL-UNION STATION	1	11.1 %
Total	9	100.0 %

Q8-Q20. How do you rate RideKC service?

(N=725)

	Very satisfied	4	Fair	2	Poor	Not provided
Q8-8. Reliability of service	81.5%	13.5%	3.2%	0.6%	0.4%	0.8%
Q8-9. Ease of use	87.4%	9.8%	1.9%	0.3%	0.0%	0.6%
Q8-10. Vehicles running on schedule	72.4%	17.4%	7.0%	1.5%	0.4%	1.2%
Q8-11. Condition of stations	81.2%	13.7%	3.0%	0.7%	0.0%	1.4%
Q8-12. Access to stations & shelters	82.8%	10.3%	4.4%	0.8%	0.4%	1.2%
Q8-13. Vehicle comfort & features	78.2%	13.5%	5.7%	1.2%	0.1%	1.2%
Q8-14. Cleanliness of vehicles	78.1%	15.9%	4.0%	0.7%	0.3%	1.1%
Q8-15. Personal safety while riding	78.3%	15.9%	3.9%	0.8%	0.0%	1.1%
Q8-16. Personal safety while waiting at shelters/stops	73.0%	18.2%	5.8%	1.4%	0.3%	1.4%
Q8-17. Amenities at transit centers	65.9%	15.2%	10.5%	3.6%	1.2%	3.6%
Q8-18. Professionalism & friendliness of operators & staff	79.6%	13.4%	4.4%	0.8%	0.1%	1.7%
Q8-19. Helpfulness of Call Center reps	65.5%	13.1%	6.8%	0.7%	0.1%	13.8%
Q8-20. Information on service disruptions & delays	66.1%	13.5%	7.4%	2.6%	1.1%	9.2%

Q8-Q20. How do you rate RideKC service? (without "not provided")

(N=725)

	Very satisfied	4	Fair	2	Poor
Q8-8. Reliability of service	82.2%	13.6%	3.2%	0.6%	0.4%
Q8-9. Ease of use	87.9%	9.8%	1.9%	0.3%	0.0%
Q8-10. Vehicles running on schedule	73.3%	17.6%	7.1%	1.5%	0.4%
Q8-11. Condition of stations	82.4%	13.8%	3.1%	0.7%	0.0%
Q8-12. Access to stations & shelters	83.8%	10.5%	4.5%	0.8%	0.4%
Q8-13. Vehicle comfort & features	79.2%	13.7%	5.7%	1.3%	0.1%
Q8-14. Cleanliness of vehicles	78.9%	16.0%	4.0%	0.7%	0.3%
Q8-15. Personal safety while riding	79.2%	16.0%	3.9%	0.8%	0.0%
Q8-16. Personal safety while waiting at shelters/ stops	74.0%	18.5%	5.9%	1.4%	0.3%
Q8-17. Amenities at transit centers	68.4%	15.7%	10.9%	3.7%	1.3%
Q8-18. Professionalism & friendliness of operators & staff	80.9%	13.6%	4.5%	0.8%	0.1%
Q8-19. Helpfulness of Call Center reps	76.0%	15.2%	7.8%	0.8%	0.2%
Q8-20. Information on service disruptions & delays	72.8%	14.9%	8.2%	2.9%	1.2%

Q21. Which elements listed in Question 8-20 are most important to you?

Q21. 1st choice	Number	Percent
Reliability of service	277	38.2 %
Ease of use	119	16.4 %
Vehicles running on schedule	92	12.7 %
Condition of stations	10	1.4 %
Access to stations & shelters	20	2.8 %
Vehicle comfort & features	10	1.4 %
Cleanliness of vehicles	40	5.5 %
Personal safety while riding	74	10.2 %
Personal safety while waiting at shelters/stops	20	2.8 %
Amenities at transit centers	1	0.1 %
Professionalism & friendliness of operators & staff	7	1.0 %
Helpfulness of Call Center reps	6	0.8 %
Information on service disruptions & delays	8	1.1 %
None chosen	41	5.7 %
Total	725	100.0 %

Q21. Which elements listed in Question 8-20 are most important to you?

Q21. 2nd choice	Number	Percent
Reliability of service	105	14.5 %
Ease of use	93	12.8 %
Vehicles running on schedule	119	16.4 %
Condition of stations	25	3.4 %
Access to stations & shelters	29	4.0 %
Vehicle comfort & features	15	2.1 %
Cleanliness of vehicles	64	8.8 %
Personal safety while riding	94	13.0 %
Personal safety while waiting at shelters/stops	51	7.0 %
Amenities at transit centers	4	0.6 %
Professionalism & friendliness of operators & staff	17	2.3 %
Helpfulness of Call Center reps	3	0.4 %
Information on service disruptions & delays	15	2.1 %
None chosen	91	12.6 %
Total	725	100.0 %

Q21. Which elements listed in Question 8-20 are most important to you? (top 2)

Q21. Both choices combined	Number	Percent
Reliability of service	382	52.7 %
Ease of use	212	29.2 %
Vehicles running on schedule	211	29.1 %
Condition of stations	35	4.8 %
Access to stations & shelters	49	6.8 %
Vehicle comfort & features	25	3.4 %
Cleanliness of vehicles	104	14.3 %
Personal safety while riding	168	23.2 %
Personal safety while waiting at shelters/stops	71	9.8 %
Amenities at transit centers	5	0.7 %
Professionalism & friendliness of operators & staff	24	3.3 %
Helpfulness of Call Center reps	9	1.2 %
Information on service disruptions & delays	23	3.2 %
None chosen	41	5.7 %
Total	1359	

Q22. Where do you go for Streetcar schedule and delay information?

Q22. Where do you go for schedule & delay information	Number	Percent
Kiosks	230	31.7 %
Facebook	49	6.8 %
Twitter	28	3.9 %
Real-time arrival signs	318	43.9 %
Text alerts	47	6.5 %
Call center	15	2.1 %
Other	61	8.4 %
Total	748	

Q22-7. Other

Q22-7. Other	Number	Percent
App	12	19.7 %
Website	8	13.1 %
GOOGLE MAPS	6	9.8 %
GOOGLE	4	6.6 %
ONLINE	4	6.6 %
MOTEL	2	3.3 %
Transit app	2	3.3 %
FAMILY	2	3.3 %
RIDEKC WEBSITE	2	3.3 %
CityKCpost App	1	1.6 %
WALK UP	1	1.6 %
RIDER APP	1	1.6 %
KCRIDE	1	1.6 %
ITAB.US	1	1.6 %
HOTEL CONCIERGE	1	1.6 %
TV	1	1.6 %
KC Street Track App	1	1.6 %
MAPS	1	1.6 %
Street Track App	1	1.6 %
City Post App	1	1.6 %
Sign	1	1.6 %
STREETCAR TRACKER ON PHONE	1	1.6 %
Phone	1	1.6 %
KC STREETCAR APP	1	1.6 %
Person on street	1	1.6 %
KC RIDE SITE	1	1.6 %
KC Ride App	1	1.6 %
PHONE APP	1	1.6 %
Total	61	100.0 %

Q23. How would you prefer to learn about service alerts?

Q23. How would you prefer to learn about service alerts	Number	Percent
Kiosks	204	28.1 %
Facebook	92	12.7 %
Twitter	48	6.6 %
Push notifications	84	11.6 %
Text alerts	139	19.2 %
Call center	21	2.9 %
Real-time arrival signs	240	33.1 %
Other	32	4.4 %
Total	860	

Q23-8. Other

Q23-8. Other	Number	Percent
App	13	40.6 %
ONLINE	3	9.4 %
PHONE APP	2	6.3 %
WEBSITE	2	6.3 %
ONLINE WEBSITE	1	3.1 %
Reading	1	3.1 %
KC RIDE	1	3.1 %
RIDEKC WEBSITE	1	3.1 %
Google Maps	1	3.1 %
FAMILY	1	3.1 %
Pager	1	3.1 %
Internet	1	3.1 %
STREETCAR APP	1	3.1 %
NEWS	1	3.1 %
INSTAGRAM	1	3.1 %
GOOGLE	1	3.1 %
Total	32	100.0 %

Q24. Do you use a mobile application to track Streetcar vehicles real-time?

Q24. Do you use a mobile application to track streetcar vehicles

real-time	Number	Percent
Yes	170	23.4 %
No	546	75.3 %
Not provided	9	1.2 %
Total	725	100.0 %

Q24. Do you use a mobile application to track Streetcar vehicles real-time? (without "not provided")

Q24. Do you use a mobile application to track streetcar vehicles

real-time	Number	Percent
Yes	170	23.7 %
No	546	76.3 %
Total	716	100.0 %

Q24a. (If “YES” to Question 24) Which mobile tracking application do you use?

Q24a. What mobile tracking application do you use	Number	Percent
City Post	32	18.8 %
KC Street Track	31	18.2 %
RideKC	50	29.4 %
StreetcarKC	38	22.4 %
Other	5	2.9 %
Not provided	14	8.2 %
Total	170	100.0 %

Q24a. (If “YES” to Question 24) Which mobile tracking application do you use? (without "not provided")

Q24a. What mobile tracking application do you use	Number	Percent
City Post	32	20.5 %
KC Street Track	31	19.9 %
RideKC	50	32.1 %
StreetcarKC	38	24.4 %
Other	5	3.2 %
Total	156	100.0 %

Q24a-5. Other

Q24a-5. Other	Number	Percent
Transit	2	40.0 %
Transit app	2	40.0 %
Google Maps	1	20.0 %
Total	5	100.0 %

Q25. If you use kcstreetcar.org, why do you most commonly visit the site?

Q25. Why do you most commonly visit kcstreetcar.org	Number	Percent
Hours of operation	173	23.9 %
Route map	124	17.1 %
Service frequency	64	8.8 %
Points of interest on route	34	4.7 %
Event info	27	3.7 %
Project updates	19	2.6 %
Ridership info	12	1.7 %
Riding guidelines (bikes, animals, access)	9	1.2 %
Other	5	0.7 %
Total	467	

Q25-9. Other

Q25-9. Other	Number	Percent
SCHEDULE	2	40.0 %
EMPLOYMENT	1	20.0 %
Just once	1	20.0 %
TIME MY BOARDING	1	20.0 %
Total	5	100.0 %

Q26. How important are RideKC services to the community? (Bus Max, Streetcar, Freedom, etc.)

Q26. How important are RideKC services to the community	Number	Percent
Extremely important	483	66.6 %
Important	134	18.5 %
Somewhat important	33	4.6 %
Not important	9	1.2 %
Not sure	37	5.1 %
Not provided	29	4.0 %
Total	725	100.0 %

Q26. How important are RideKC services to the community? (Bus Max, Streetcar, Freedom, etc.) (without "not provided")

Q26. How important are RideKC services to the community	Number	Percent
Extremely important	483	69.4 %
Important	134	19.3 %
Somewhat important	33	4.7 %
Not important	9	1.3 %
Not sure	37	5.3 %
Total	696	100.0 %

Q27. What are the main reasons you use transit?

Q27. What are the main reasons you use RideKC transit service	Number	Percent
Live/work close to transit	256	35.3 %
Saves money on gas/auto expense	217	29.9 %
Saves money on parking	213	29.4 %
Avoid stress of driving	200	27.6 %
Saves time	141	19.4 %
Reduce environment footprint	133	18.3 %
Money savings reason not mentioned	85	11.7 %
No access to car	63	8.7 %
Other	33	4.6 %
Subsidized by employer/organization	5	0.7 %
Total	1346	

Q27-10. Other

Q27-10. Other	Number	Percent
Fun	12	36.4 %
RECREATION	2	6.1 %
Lunch	2	6.1 %
LEISURE	2	6.1 %
VACATION	2	6.1 %
Entertainment/tourist	1	3.0 %
PARKING	1	3.0 %
TOO HOT TO WALK	1	3.0 %
GOING TO INTERVIEWS	1	3.0 %
Visiting	1	3.0 %
TRAVEL FOR WORK OT	1	3.0 %
To ride	1	3.0 %
ENTERTAINMENT	1	3.0 %
NO FREE PARKING	1	3.0 %
SAVES ON CAR AND GAS	1	3.0 %
SAFETY	1	3.0 %
Downtown parking	1	3.0 %
Large group/tour	1	3.0 %
Total	33	100.0 %

Q28. A year from now, do you intend on:

Q28. What do you intend on a year from now	Number	Percent
Continuing to use RideKC transit	654	90.2 %
Not using RideKC because you will be getting a car	13	1.8 %
Not using RideKC transit for other reasons	34	4.7 %
Not provided	24	3.3 %
Total	725	100.0 %

Q28. A year from now, do you intend on: (without "not provided")

Q28. What do you intend on a year from now	Number	Percent
Continuing to use RideKC transit	654	93.3 %
Not using RideKC because you will be getting a car	13	1.9 %
Not using RideKC transit for other reasons	34	4.9 %
Total	701	100.0 %

Q29. The Streetcar is considering an extension to the riverfront (to the north) and to UMKC's campus (south of the Plaza). Would you find these extensions helpful?

Q29. Would you find these extensions helpful	Number	Percent
Yes	626	86.3 %
No	12	1.7 %
Not sure	67	9.2 %
Not provided	20	2.8 %
Total	725	100.0 %

Q29. The Streetcar is considering an extension to the riverfront (to the north) and to UMKC's campus (south of the Plaza). Would you find these extensions helpful? (without "not provided")

Q29. Would you find these extensions helpful	Number	Percent
Yes	626	88.8 %
No	12	1.7 %
Not sure	67	9.5 %
Total	705	100.0 %

Q30. Do you have a valid driver's license?

Q30. Do you have a valid driver's license	Number	Percent
Yes	608	83.9 %
No	89	12.3 %
Not provided	28	3.9 %
Total	725	100.0 %

Q30. Do you have a valid driver's license? (without "not provided")

Q30. Do you have a valid driver's license	Number	Percent
Yes	608	87.2 %
No	89	12.8 %
Total	697	100.0 %

Q31. Including YOU, how people live in your household?

Q31. How many people live in your household	Number	Percent
1	173	23.9 %
2	248	34.2 %
3	124	17.1 %
4	91	12.6 %
5	40	5.5 %
6 or more	28	3.9 %
Not provided	21	2.9 %
Total	725	100.0 %

Q31. Including YOU, how people live in your household? (without "not provided")

Q31. How many people live in your household	Number	Percent
1	173	24.6 %
2	248	35.2 %
3	124	17.6 %
4	91	12.9 %
5	40	5.7 %
6 or more	28	4.0 %
Total	704	100.0 %

Q32. Do you have a working car or other vehicle that you could have used for this trip instead of taking the bus today?

Q32. Do you have a working car or other vehicle that you could have used for this trip instead of taking the bus today	Number	Percent
Yes	538	74.2 %
No	157	21.7 %
Not provided	30	4.1 %
Total	725	100.0 %

Q32. Do you have a working car or other vehicle that you could have used for this trip instead of taking the bus today? (without "not provided")

Q32. Do you have a working car or other vehicle that you could have used for this trip instead of taking the bus today	Number	Percent
Yes	538	77.4 %
No	157	22.6 %
Total	695	100.0 %

Q33. What year were you born?

Q33. What year were you born	Number	Percent
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1986	26	3.9 %
1989	22	3.3 %
1988	22	3.3 %
1992	22	3.3 %
1984	22	3.3 %
1985	19	2.8 %
1994	19	2.8 %
1971	18	2.7 %
1973	18	2.7 %
1960	17	2.5 %
1991	16	2.4 %
1982	16	2.4 %
1983	16	2.4 %
1990	15	2.2 %
1970	15	2.2 %
1987	15	2.2 %
1997	14	2.1 %
1978	14	2.1 %
1980	14	2.1 %
1977	14	2.1 %
1993	14	2.1 %
1968	14	2.1 %
1963	13	1.9 %
1979	13	1.9 %
1976	13	1.9 %
1974	13	1.9 %
1964	13	1.9 %
1981	12	1.8 %
1959	12	1.8 %
1965	12	1.8 %
1961	11	1.6 %
1995	11	1.6 %
1972	11	1.6 %
1996	11	1.6 %
1998	10	1.5 %
1955	10	1.5 %
1962	10	1.5 %
1967	9	1.3 %
1956	9	1.3 %
1975	9	1.3 %
1999	7	1.0 %
1969	7	1.0 %
1957	6	0.9 %
1951	6	0.9 %
1958	6	0.9 %
1952	5	0.7 %
1966	5	0.7 %
2000	5	0.7 %
2001	5	0.7 %
1953	4	0.6 %
1946	4	0.6 %
1954	4	0.6 %
2002	3	0.4 %
1947	3	0.4 %
1949	3	0.4 %
1950	3	0.4 %
1945	3	0.4 %
2003	2	0.3 %
1942	2	0.3 %
1937	2	0.3 %
1944	2	0.3 %
2006	1	0.1 %
1929	1	0.1 %
1948	1	0.1 %
1943	1	0.1 %
Total	675	100.0 %

Q34. Do you identify yourself as a:

Q34. Your gender	Number	Percent
Male	396	54.6 %
Female	310	42.8 %
Other	6	0.8 %
Not provided	13	1.8 %
Total	725	100.0 %

Q34. Do you identify yourself as a: (without "not provided")

Q34. Your gender	Number	Percent
Male	396	55.6 %
Female	310	43.5 %
Other	6	0.8 %
Total	712	100.0 %

Q35. Which of these BEST describe your race/ethnicity?

Q35. Your race/ethnicity	Number	Percent
Black/African American	79	10.9 %
American Indian	7	1.0 %
Asian American	29	4.0 %
Hispanic	47	6.5 %
White	522	72.0 %
Other	36	5.0 %
Total	720	

Q36. Which of the following BEST describes your household's total annual income in 2018?

Q36. Your household's total annual income in 2018	Number	Percent
\$0-\$19,999	76	10.5 %
\$20K-\$29,999	41	5.7 %
\$30K-\$39,999	62	8.6 %
\$40K-\$49,999	95	13.1 %
\$50K-\$69,999	103	14.2 %
\$70K-\$99,999	136	18.8 %
\$100K+	179	24.7 %
Not provided	33	4.6 %
Total	725	100.0 %

Q36. Which of the following BEST describes your household's total annual income in 2018? (without "not provided")

Q36. Your household's total annual income in 2018	Number	Percent
\$0-\$19,999	76	11.0 %
\$20K-\$29,999	41	5.9 %
\$30K-\$39,999	62	9.0 %
\$40K-\$49,999	95	13.7 %
\$50K-\$69,999	103	14.9 %
\$70K-\$99,999	136	19.7 %
\$100K+	179	25.9 %
Total	692	100.0 %