

# 2022 CUSTOMER SURVEY

## Findings Report

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Presented To  
**KANSAS CITY STREETCAR  
AUTHORITY**





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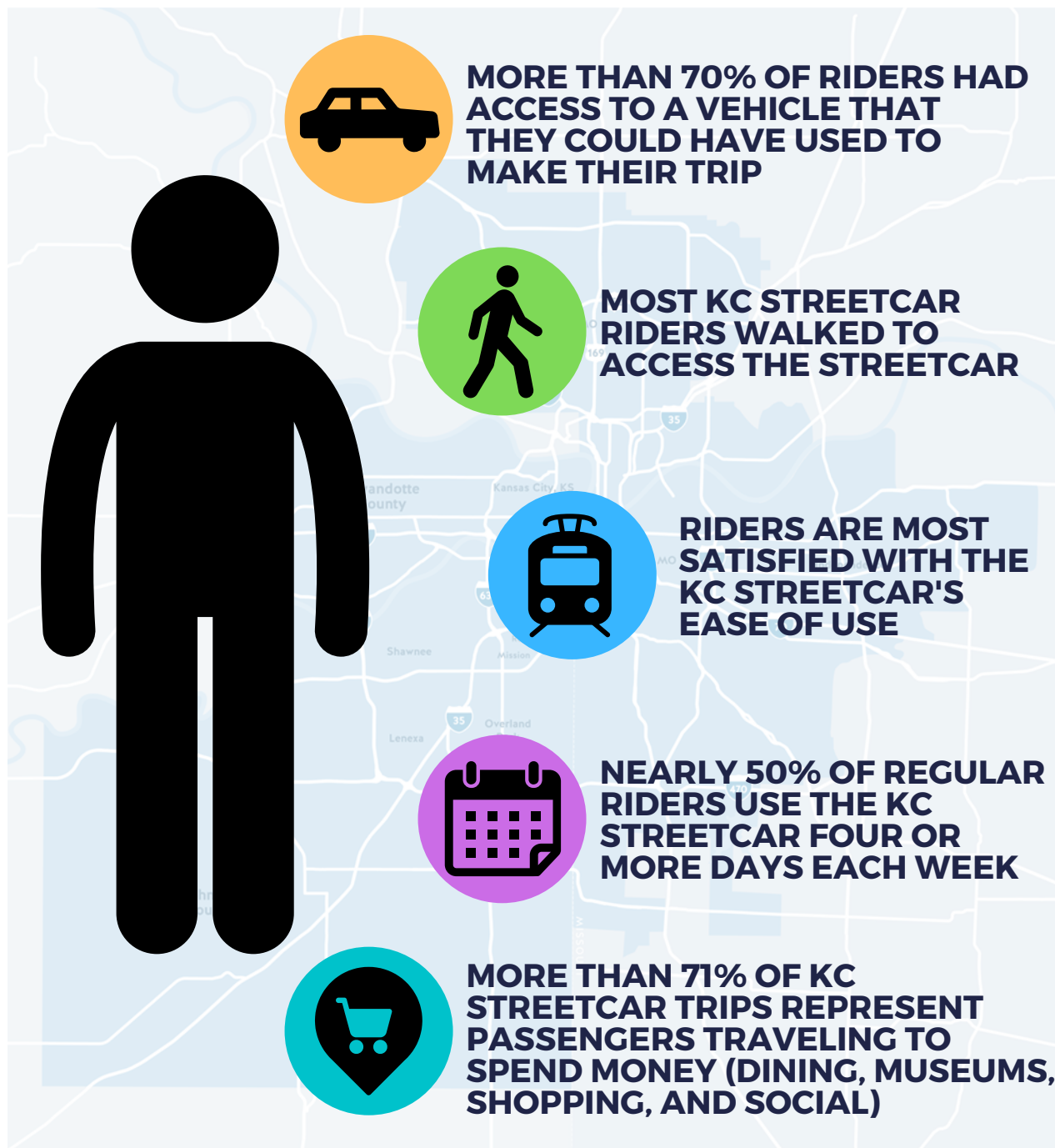
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# **Section 1: Rider Profile**

# KC STREETCAR RIDER PROFILE



**95% OF RIDERS ARE SATISFIED WITH THE RELIABILITY OF SERVICE**

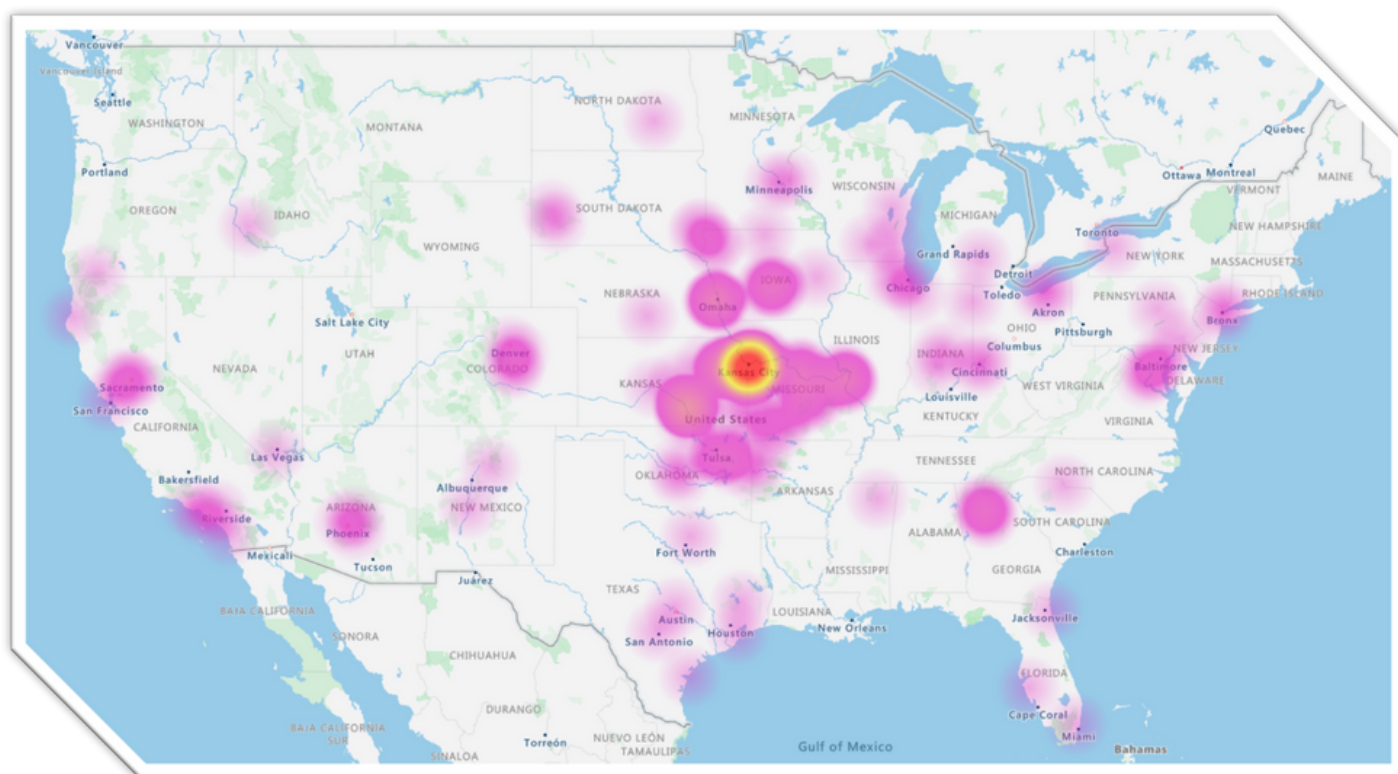


**96% OF RIDERS ARE SATISFIED WITH THE PROFESSIONALISM & FRIENDLINESS OF OPERATORS & STAFF**



# KC STREETCAR RIDER PROFILE

KC Streetcar is used by many riders from the Kansas City Metropolitan Area, Kansas, Missouri, Nebraska, Iowa, and Oklahoma. However, KC Streetcar has provided services to riders from California, Idaho, Arizona, New Mexico, Colorado, North Dakota, South Dakota, Minnesota, Wisconsin, Illinois, Michigan, Indiana, Texas, Mississippi, Ohio, Indiana, Georgia, North Carolina, Florida, Maryland, Pennsylvania, New York, and Rhode Island. On a typical weekday and weekend, almost 10% and 8% of riders, respectively, are visitors who live outside of the metropolitan area.



## THE TOP FOUR PRIMARY PURPOSES RIDERS USE THE KC STREETCAR:

**10% WERE USING  
THE KC STREETCAR  
WHILE THEY WERE  
SHOPPING**



**19% WERE USING  
THE KC STREETCAR  
FOR SOCIAL/  
RECREATION  
PURPOSES**



**22% WERE USING  
THE KC STREETCAR  
FOR WORK  
PURPOSES**

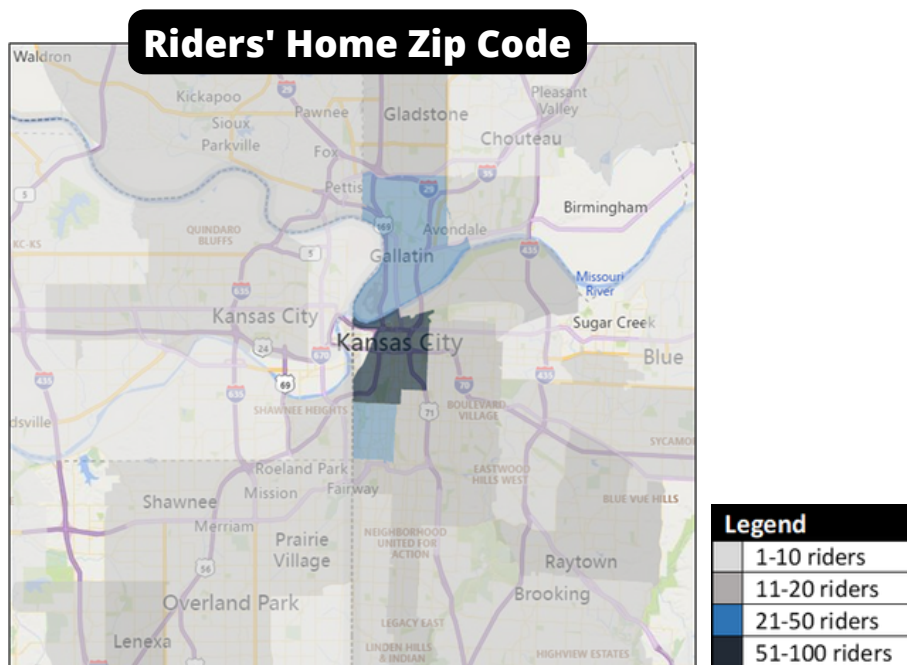


**41% WERE USING THE  
KC STREETCAR FOR  
ENTERTAINMENT  
PURPOSES**

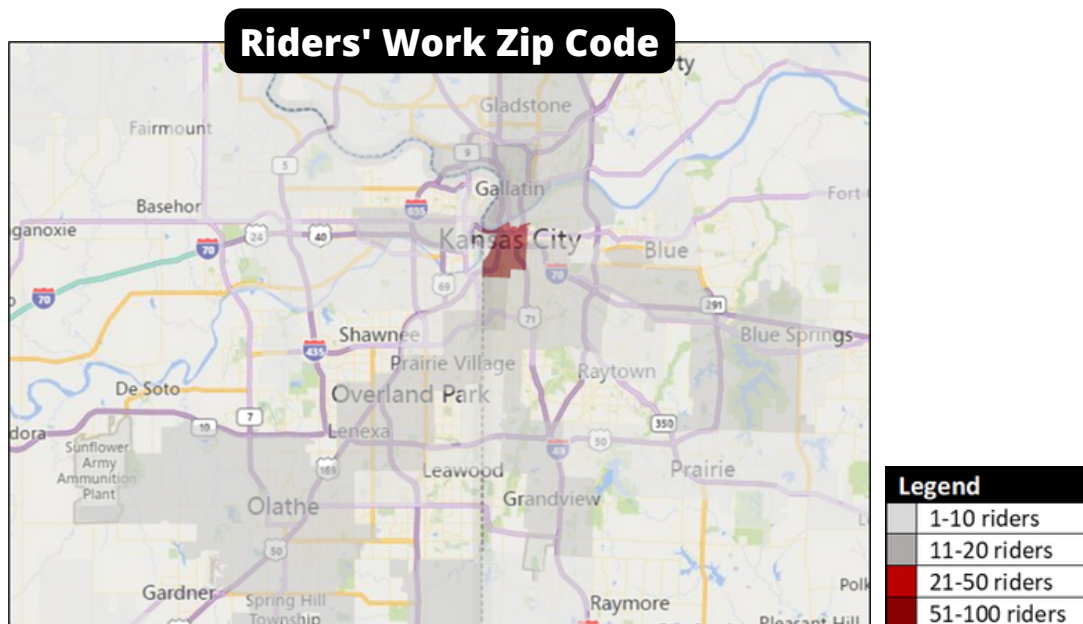


# KC STREETCAR RIDER PROFILE

Based on the home and work zip codes provided, riders come from all over the Kansas City region to ride the Streetcar. The vast majority of riders, however, live near the Streetcar.



Similarly, while riders work all over the Kansas City region, most work near the Streetcar.



## **Section 2: Executive Summary**

# 2022 RideKC Streetcar Customer Survey

## Executive Summary

### **OVERVIEW & METHODOLOGY**

KCSA initiated this survey during spring 2022. The primary objective for conducting the transit survey is to gather information about RideKC Streetcar riders and their level of satisfaction with its services. ETC Institute worked closely with the staff from KCSA to design the survey instrument. Specific types of information that were gathered on the survey included:

- Frequency of use
- Trip purpose
- Customer satisfaction with transit characteristics
- Method of accessing transit information
- Household information (income, number of members, etc.)
- Demographic information (gender, education, etc.)

### ***Survey Administration***

In April 2022, ETC Institute's Team conducted interviews on the KC Streetcar during these hours:

- Monday-Thursday: 6:00 a.m. to 11:00 p.m.
- Friday: 6:00 a.m. to 1:00 a.m.
- Saturday: 7:00 a.m. to 1:00 a.m.
- Sunday: 7:00 a.m. to 11:00 p.m.

Riders who boarded the streetcar could fill out the survey by paper or access the survey via scanning a QR code that then directed riders to conduct the survey online. A total of 706 paper surveys (673 English versions and 33 Spanish versions) were collected and 16 riders chose to complete the survey online for a total of 722 completed surveys. The results for 722 completed surveys have a margin of error of +/-3.6% with a 95% level of confidence.

### ***Data Entry & Editing Procedures***

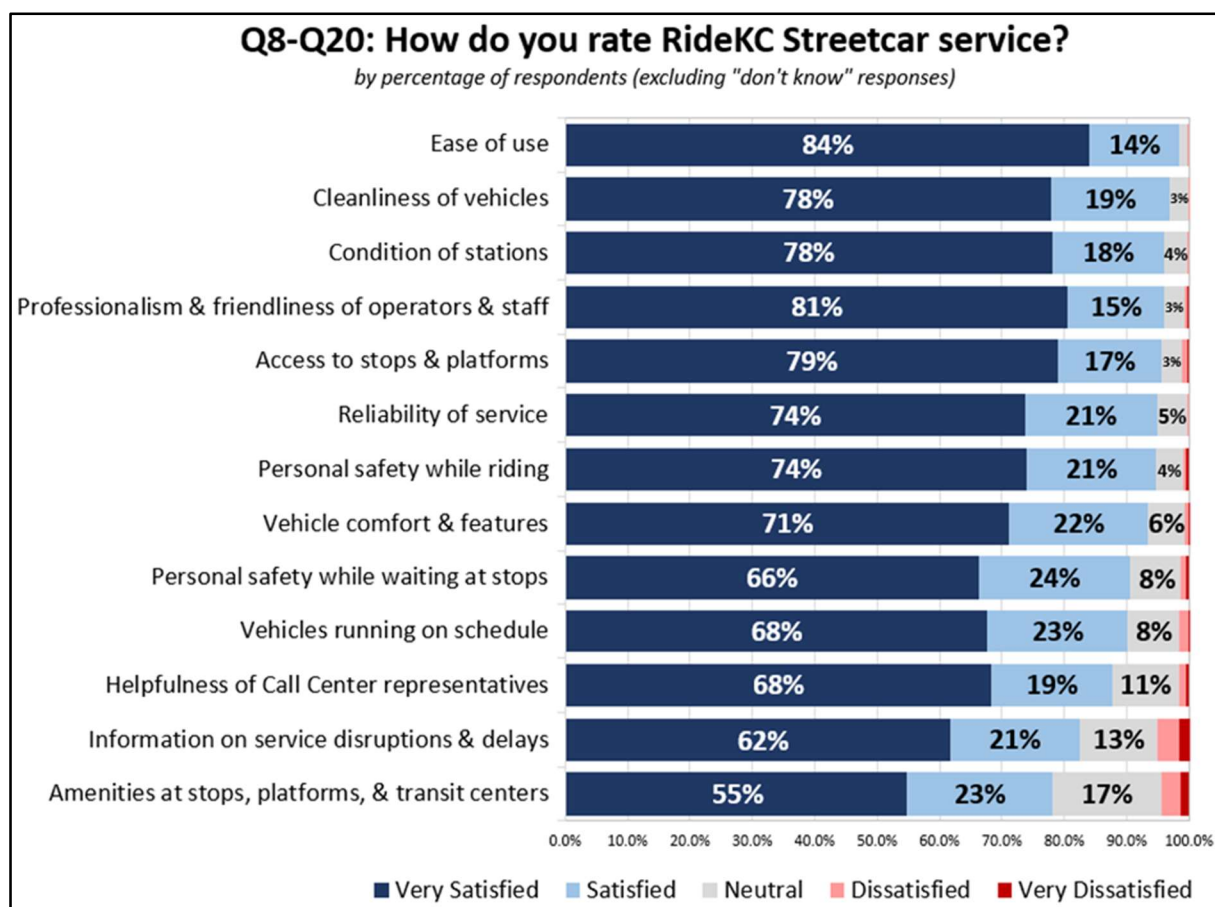
Following the administration of the survey, ETC Institute's Team Leader and the interviewing team conducted a secondary review of the completed surveys. Errors that were identified during the secondary review were corrected when possible. Specific procedures that were followed by ETC Institute are described below:

- All completed surveys were entered into two independent databases by separate ETC Institute staff. After data entry was entered for each database, the files were compared and screened for records that did not match and were corrected.



## RIDER SATISFACTION

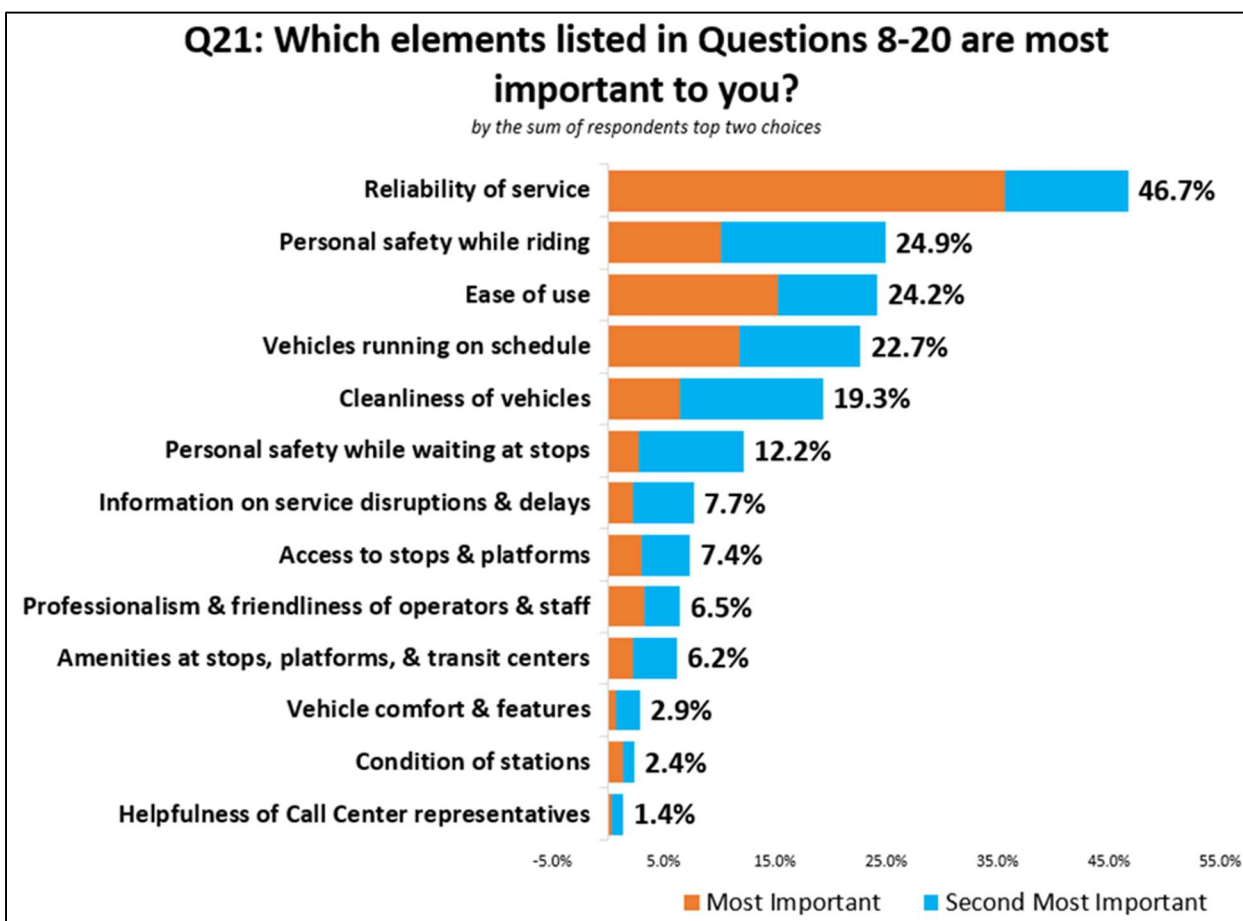
Overall, most riders are satisfied with all RideKC Streetcar services analyzed. The RideKC Streetcar services that had the highest ratings of satisfaction, based on the sum of “very satisfied” and “satisfied” responses were ease of use (98.4%), cleanliness of vehicles (96.9%), condition of stations (96.1%), and the professionalism and friendliness of operators and staff (96.0%). Compared to 2019, the last time the survey was conducted, the overall satisfaction ratings for most of RideKC Streetcar services remained the same and only two services had notable decreases between 2022 and 2019 results. These two services were information on service disruptions and delays (5.3% decrease in satisfaction) and amenities at stops, platforms, and transit centers (6.0% decrease in satisfaction). This year, these two services had the lowest satisfaction ratings of 82.4% and 78.1%, respectively.



Almost all weekday RideKC Streetcar riders were either very satisfied or satisfied with the ease of using the RideKC Streetcar (98.0%), access to stops and platforms (96.3%), and the cleanliness of vehicles (96.0%). Weekend RideKC Streetcar riders were either very satisfied or satisfied with the ease of using the RideKC Streetcar (98.8%), cleanliness of vehicles (97.7%), and condition of stations (96.9%).

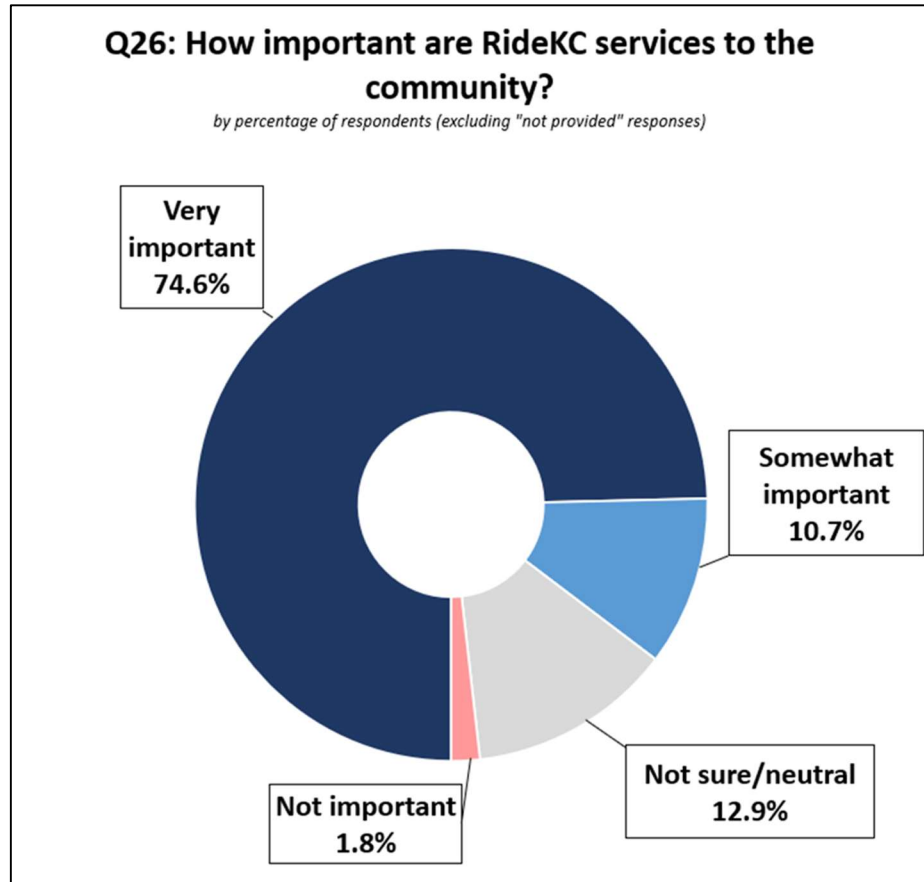
Almost all riders were either very satisfied or satisfied with the reliability of service provided by the RideKC Streetcar (94.8%); 94.1% of weekday riders were either very satisfied or satisfied with the reliability of service and 95.5% of weekend riders were either very satisfied or satisfied with the reliability of service provided by the RideKC Streetcar.

Forty-seven percent (46.7%) of riders indicated that the reliability of service is the most important service, followed by personal safety while riding the streetcar (24.9%), ease of use

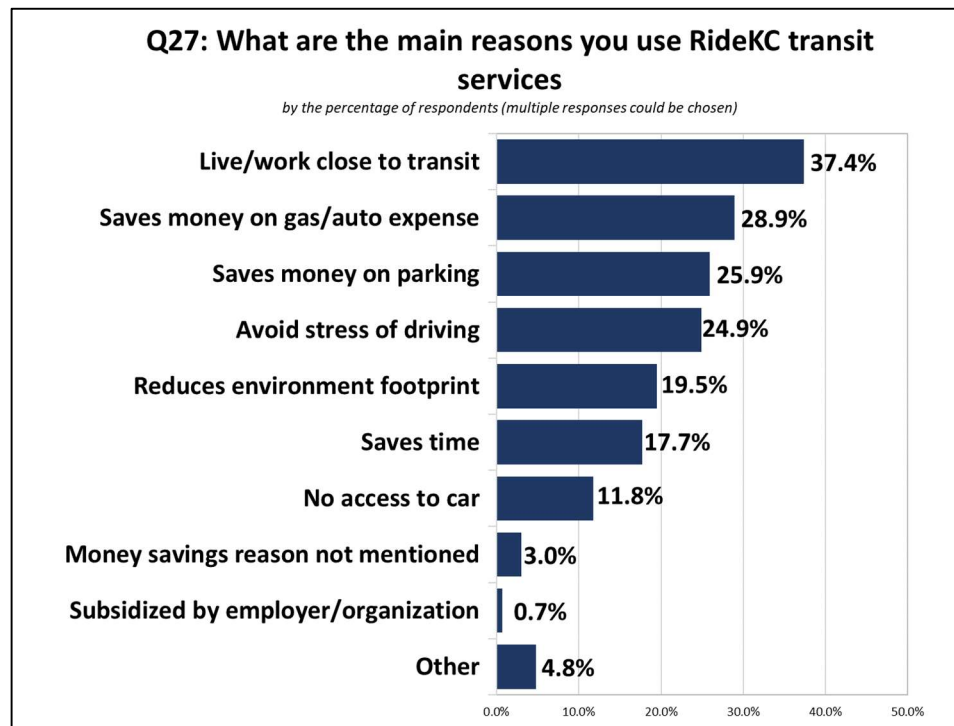


(24.2%), and vehicles running on schedule (22.7%).

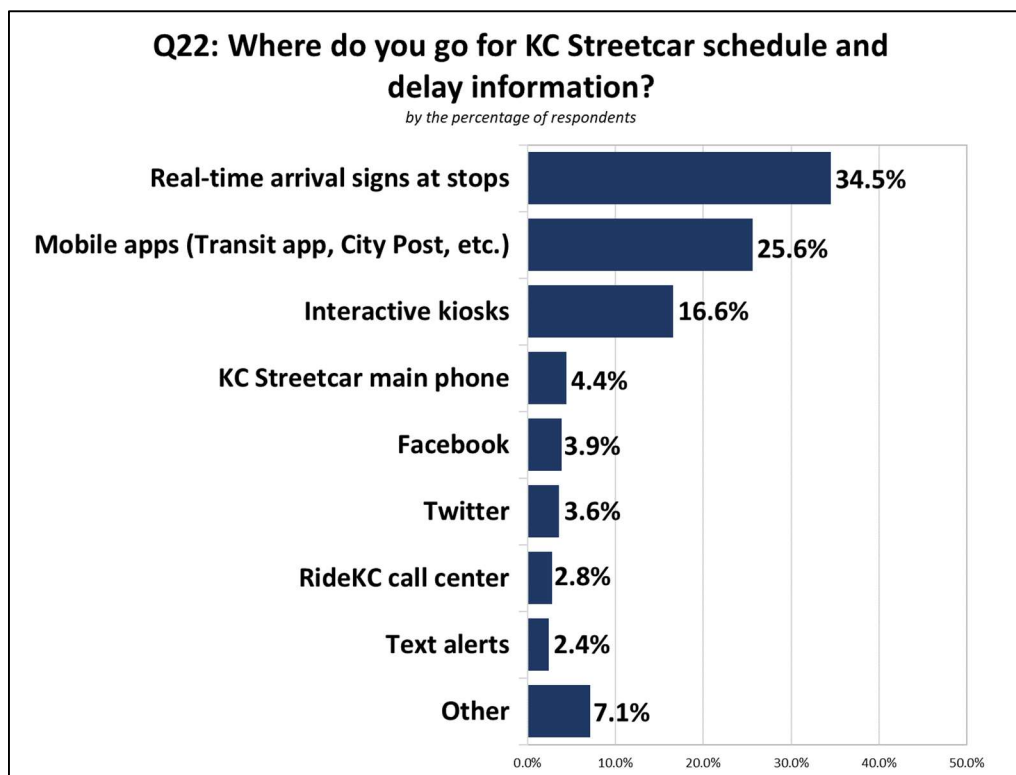
Over three-quarters of RideKC Streetcar riders (85.4%) think RideKC services are either very important or somewhat important to the community; 12.9% are not sure/neutral and 1.8% think they are not important.



The top three reasons riders use RideKC transit services is because they live/work close to transit (37.4%), it saves money on gas/auto expenses (28.9%), and saves money on parking expenses (25.9%).



The three places where riders go for KC Streetcar schedule and delay information is real-time arrival signs at stops (34.5%), mobile apps (25.6%), and interactive kiosks (16.6%).





## IMPORTANCE-SATISFACTION ANALYSIS

To ensure KCSA continues to deliver high quality services to its residents, ETC Institute recommends KCSA emphasize the following RideKC Streetcar services.

This analysis was conducted to help set the overall priorities for RideKC Streetcar services. The table below shows the Importance-Satisfaction Analysis for all services analyzed. Because of extremely high satisfaction in KC Streetcar services, there were not any services in the “very high priority” or “high priority” category. However, the top two major services that are recommended as the top opportunity for continuous improvement are:

- The reliability of service
- Vehicles running on schedule

Further description of the Importance-Satisfaction Analysis and I-S Ratings for the other seven services can be found in Section 4 of this report.

| <b>Importance-Satisfaction Analysis Ratings</b><br><b>2022 RideKC Streetcar Rider Survey</b><br><b>Major Categories of Services</b><br><b>RideKC Streetcar Riders</b> |                  |                     |                |                   |                                |                 |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| Category of Service   | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
| <b>Very High Priority (I-S &gt; 0.20)</b>   |                  |                     |                |                   |                                |                 |
| None  |                  |                     |                |                   |                                |                 |
| <b>High Priority (I-S = 0.10-0.20)</b>  |                  |                     |                |                   |                                |                 |
| None  |                  |                     |                |                   |                                |                 |
| <b>Medium Priority (I-S &lt; 0.10)</b>  |                  |                     |                |                   |                                |                 |
| Reliability of service  | 46.7%            | 1                   | 94.8%          | 6                 | 0.0243                         | 1               |
| Vehicles running on schedule  | 22.7%            | 4                   | 90.2%          | 10                | 0.0222                         | 2               |
| Information on service disruptions & delays   | 7.8%             | 7                   | 82.4%          | 12                | 0.0137                         | 3               |
| Amenities at stops, platforms, & transit centers  | 6.2%             | 10                  | 78.1%          | 13                | 0.0136                         | 4               |
| Personal safety while riding  | 24.9%            | 2                   | 94.7%          | 7                 | 0.0132                         | 5               |
| Personal safety while waiting at stops  | 12.2%            | 6                   | 90.6%          | 9                 | 0.0115                         | 6               |
| Cleanliness of vehicles   | 19.3%            | 5                   | 96.9%          | 2                 | 0.0060                         | 7               |
| Ease of use   | 24.2%            | 3                   | 98.4%          | 1                 | 0.0039                         | 8               |
| Access to stops & platforms   | 7.5%             | 8                   | 95.5%          | 5                 | 0.0034                         | 9               |
| Professionalism & friendliness of operators & staff   | 6.5%             | 9                   | 96.0%          | 4                 | 0.0026                         | 10              |
| Vehicle comfort & features  | 2.9%             | 11                  | 93.4%          | 8                 | 0.0019                         | 11              |
| Helpfulness of Call Center representatives  | 1.4%             | 13                  | 87.7%          | 11                | 0.0017                         | 12              |
| Condition of stations   | 2.4%             | 12                  | 96.1%          | 3                 | 0.0009                         | 13              |

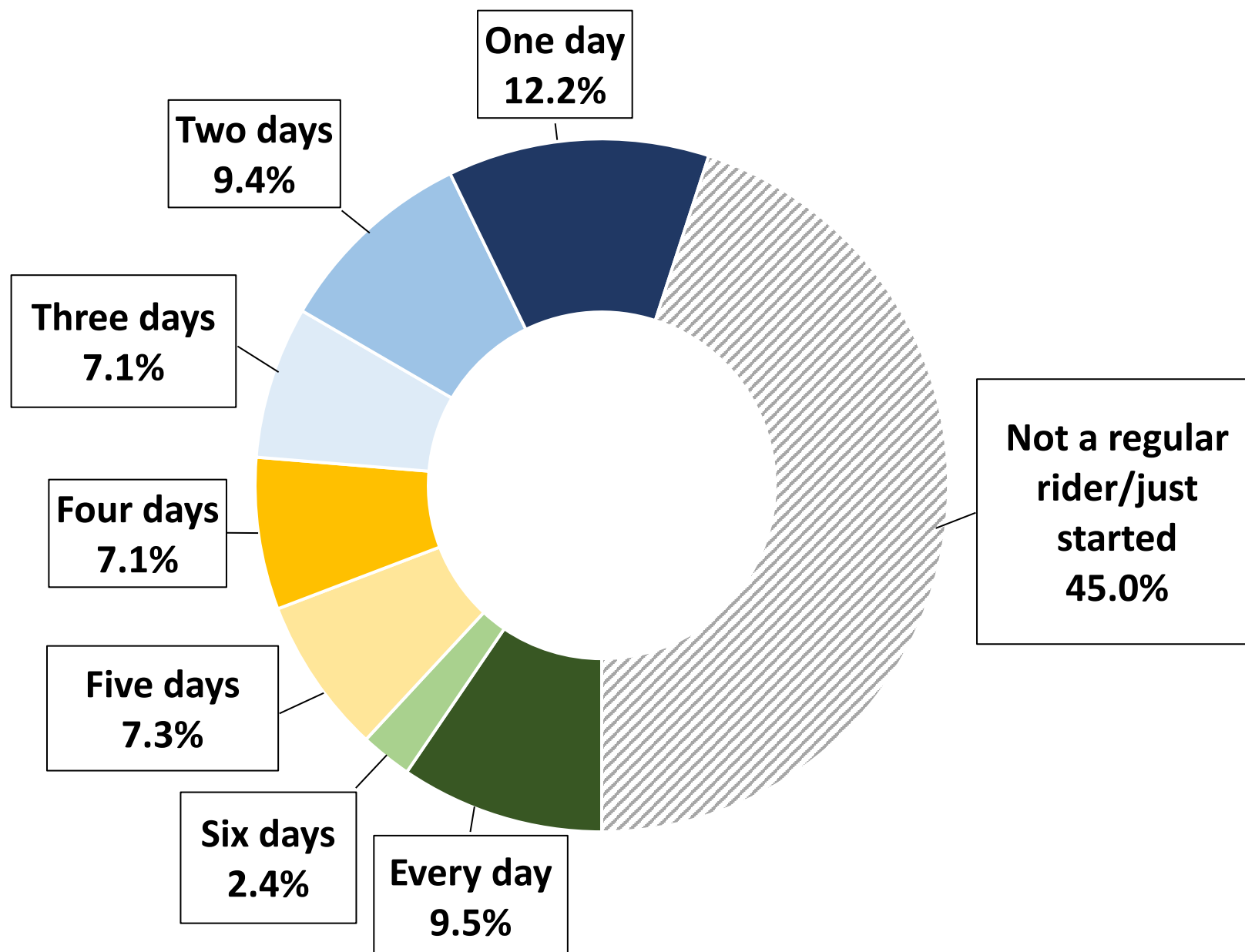
# **Section 3:**

## **Survey Results:**

### **Charts & Graphs**

## Q2: In a typical week, how many days do you ride the KC Streetcar?

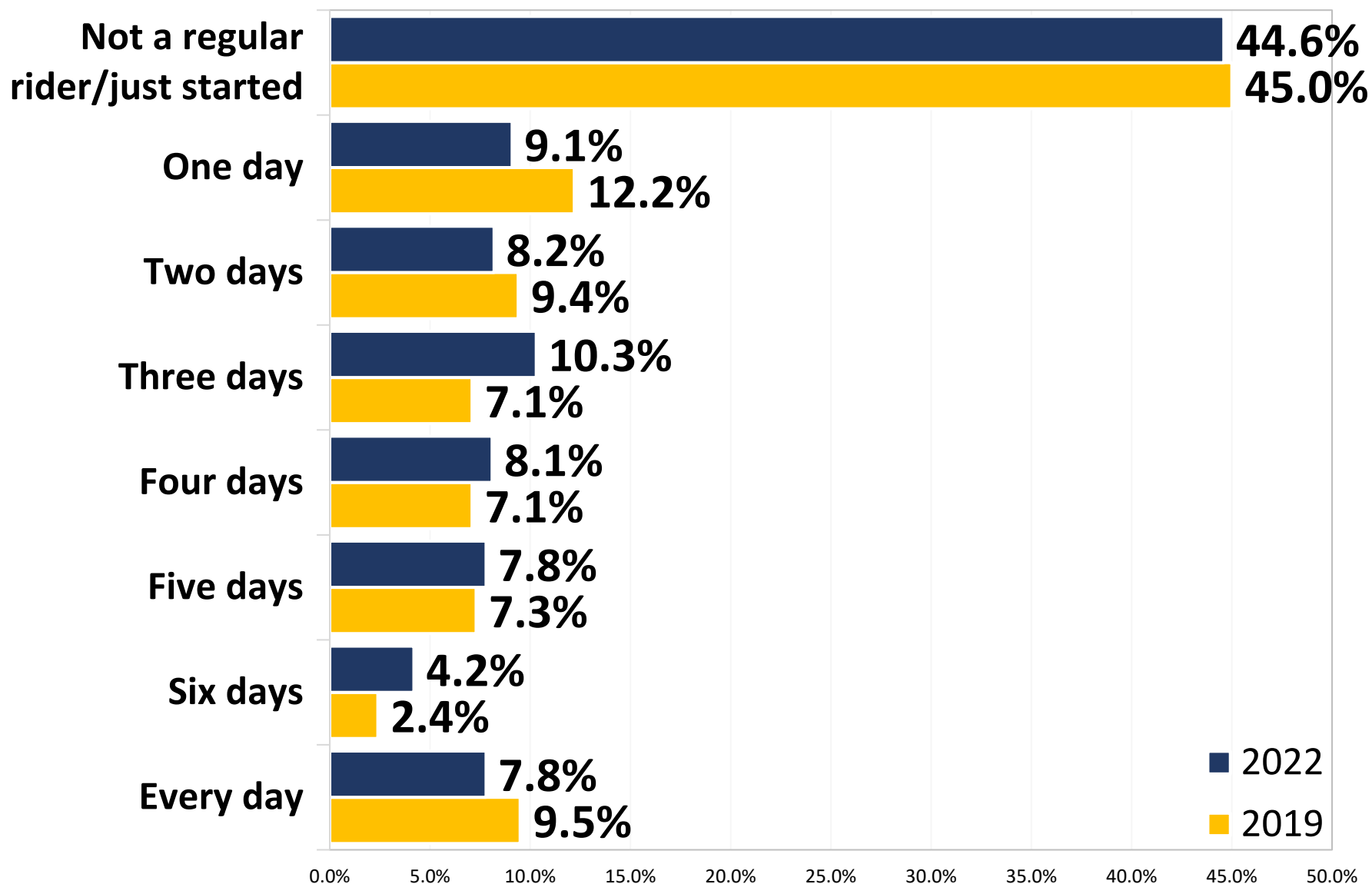
*by percentage of respondents (excluding "not provided" responses)*



## Trend Analysis: 2022 v. 2019 Results

### Q2: In a typical week, how many days do you ride the KC Streetcar?

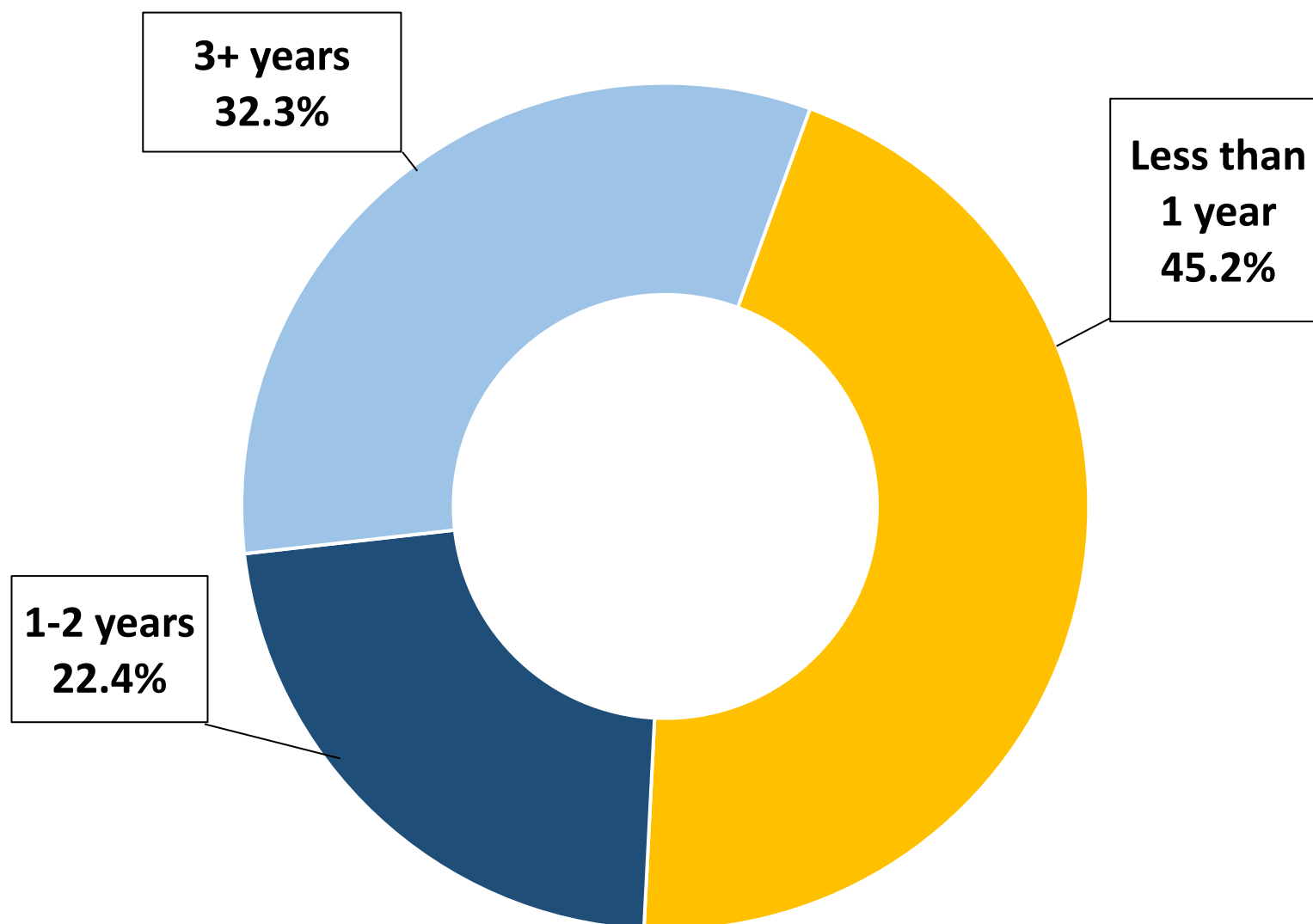
*by the percentage of respondents (excluding "not provided" responses)*

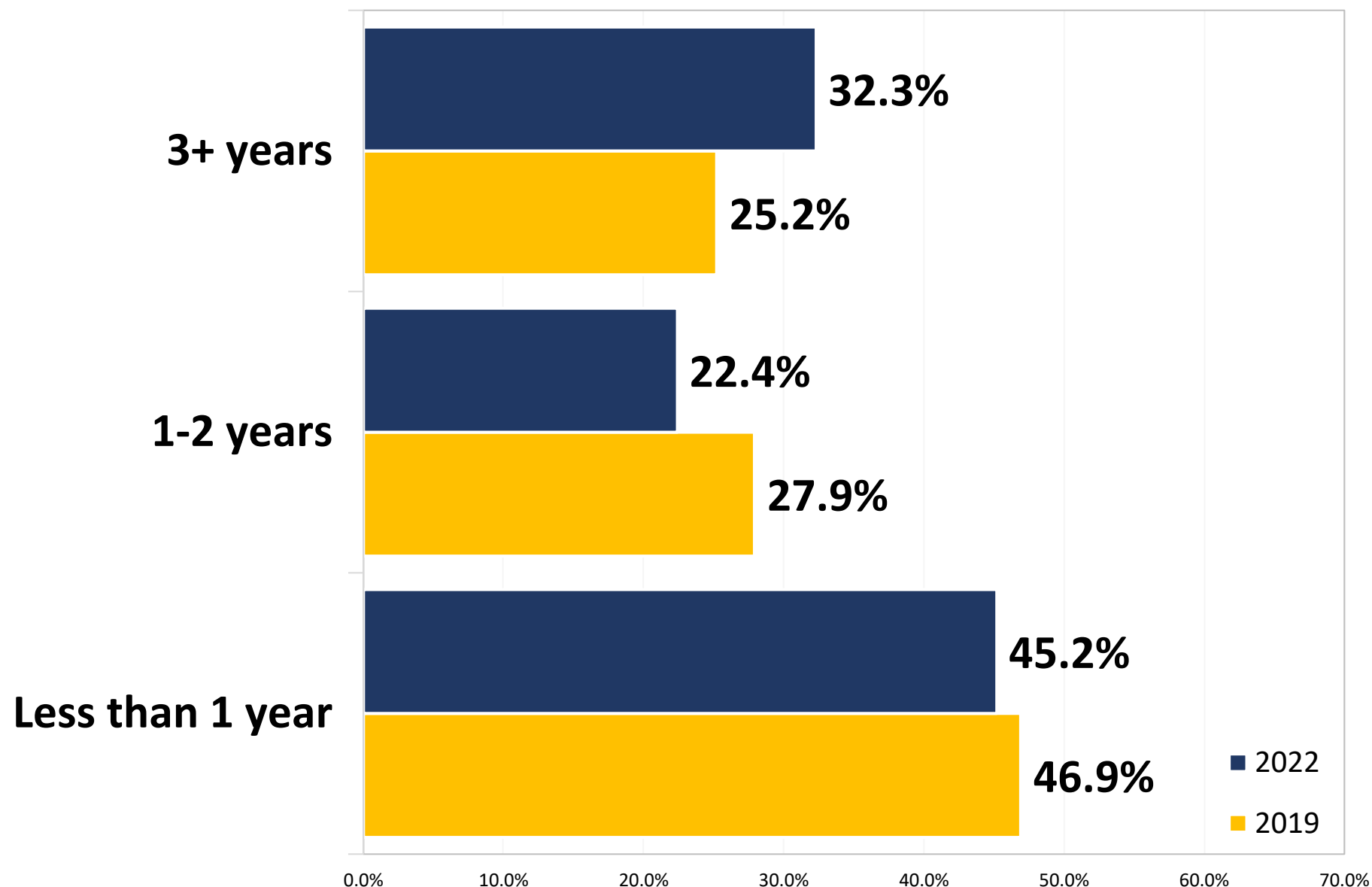




### Q3: How many years have you used the KC Streetcar?

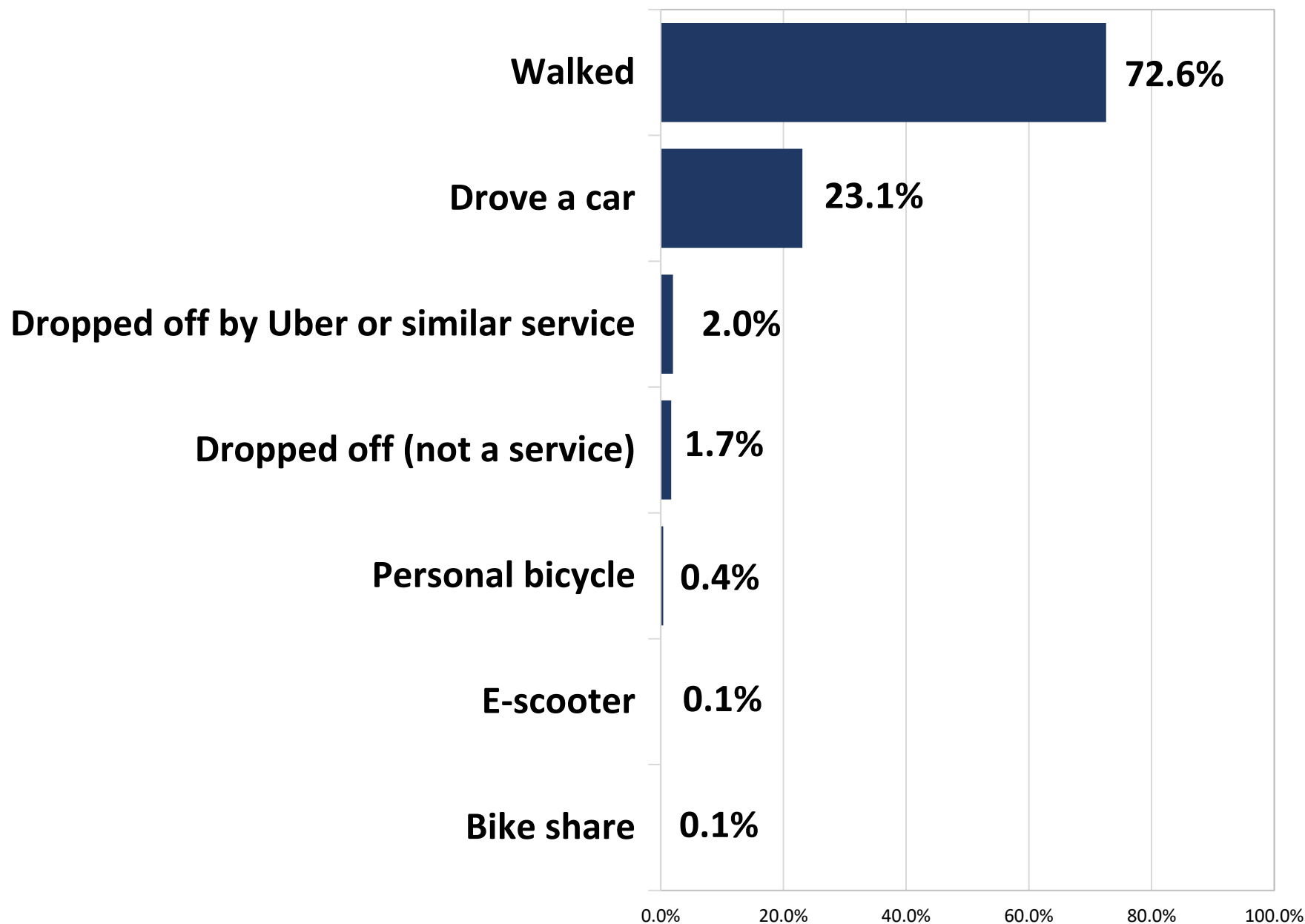
*by percentage of respondents (excluding "not provided" responses)*



**Trend Analysis: 2022 v. 2019 Results****Q3: How many years have you used the KC Streetcar?***by the percentage of respondents (excluding "not provided" responses)*

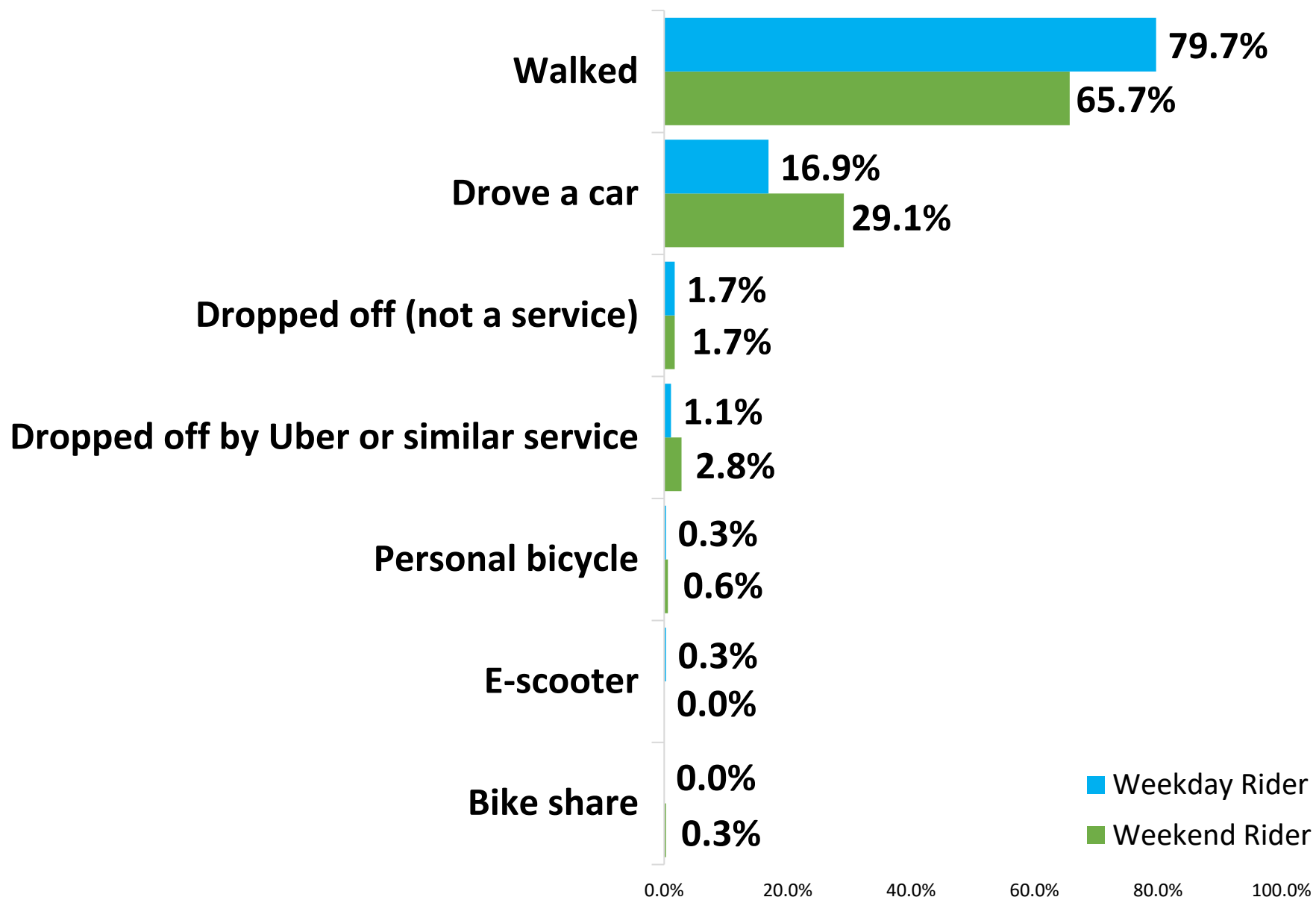
## Q4: How did you access KC Streetcar for this trip?

*by the percentage of respondents (excluding "not provided" responses)*

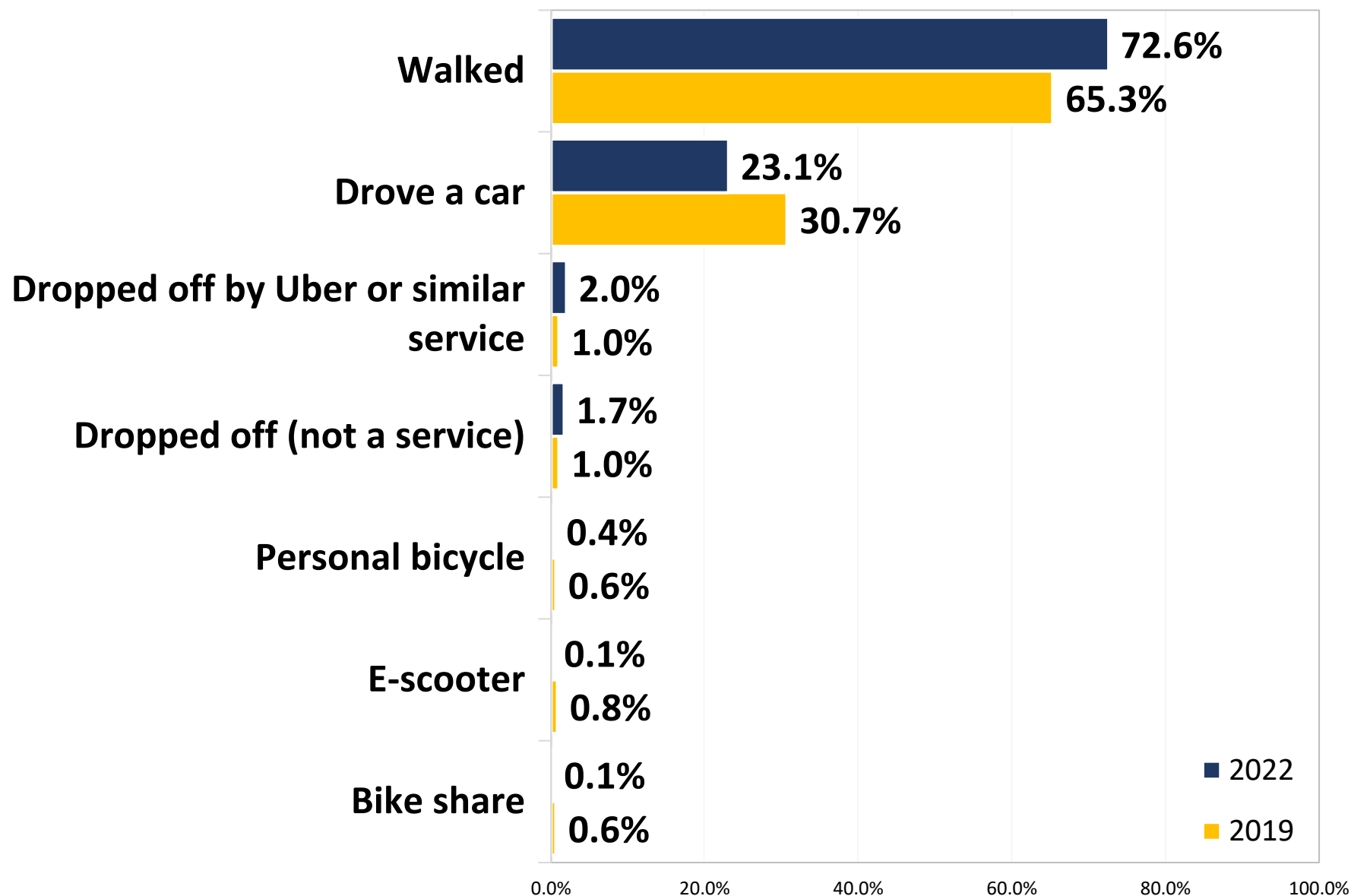


**Weekday Rider v. Weekend Rider****Q4: How did you access KC Streetcar for this trip?**

*by the percentage of respondents (excluding "not provided" responses)*

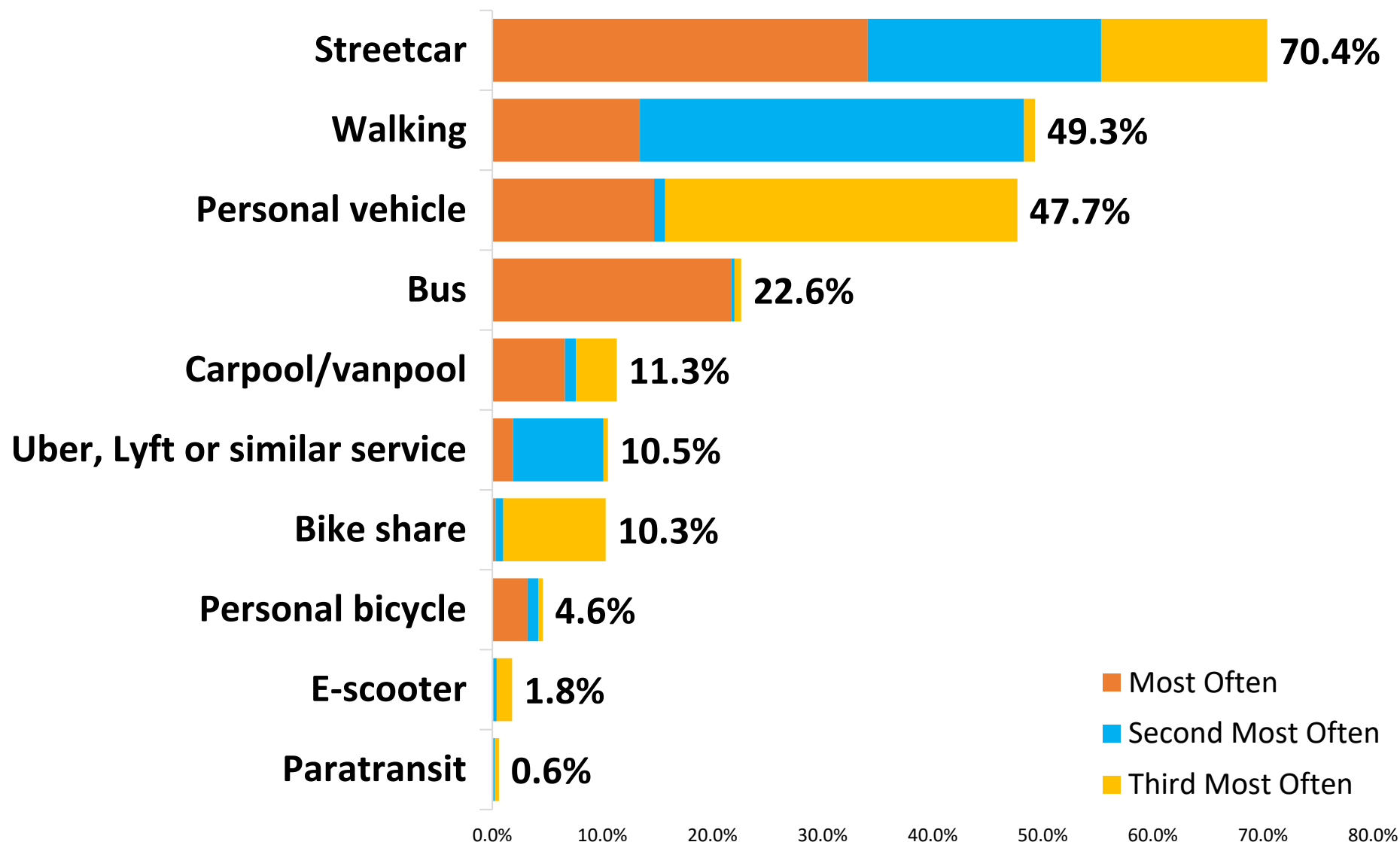




**Trend Analysis: 2022 v. 2019 Results****Q4: How did you access KC Streetcar for this trip?***by the percentage of respondents (excluding "not provided" responses)*

## Q6: Please select the three travel modes you most often use in the Kansas City area?

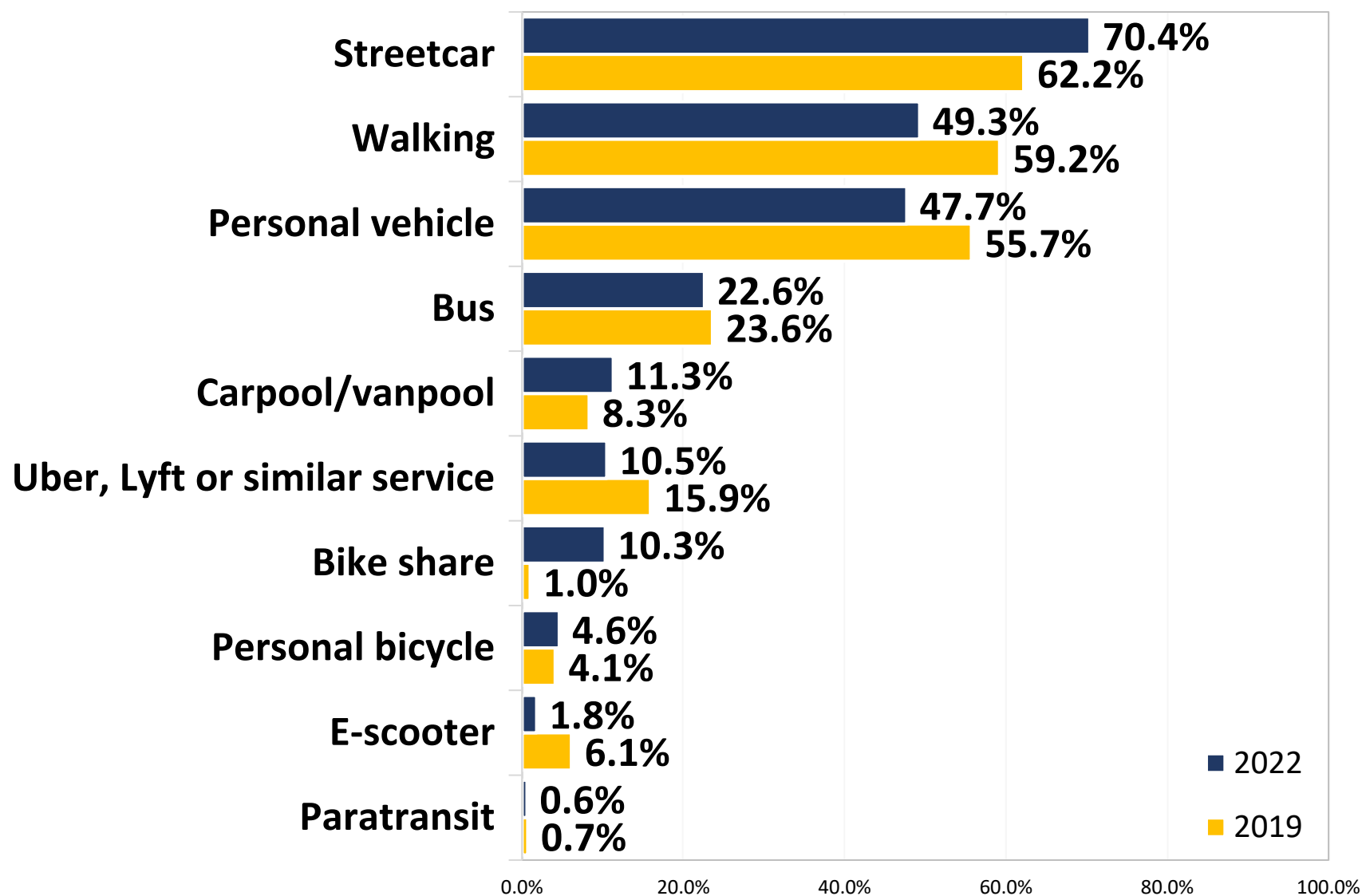
*by the sum of respondents top three choices*



## Trend Analysis: 2022 v. 2019 Results

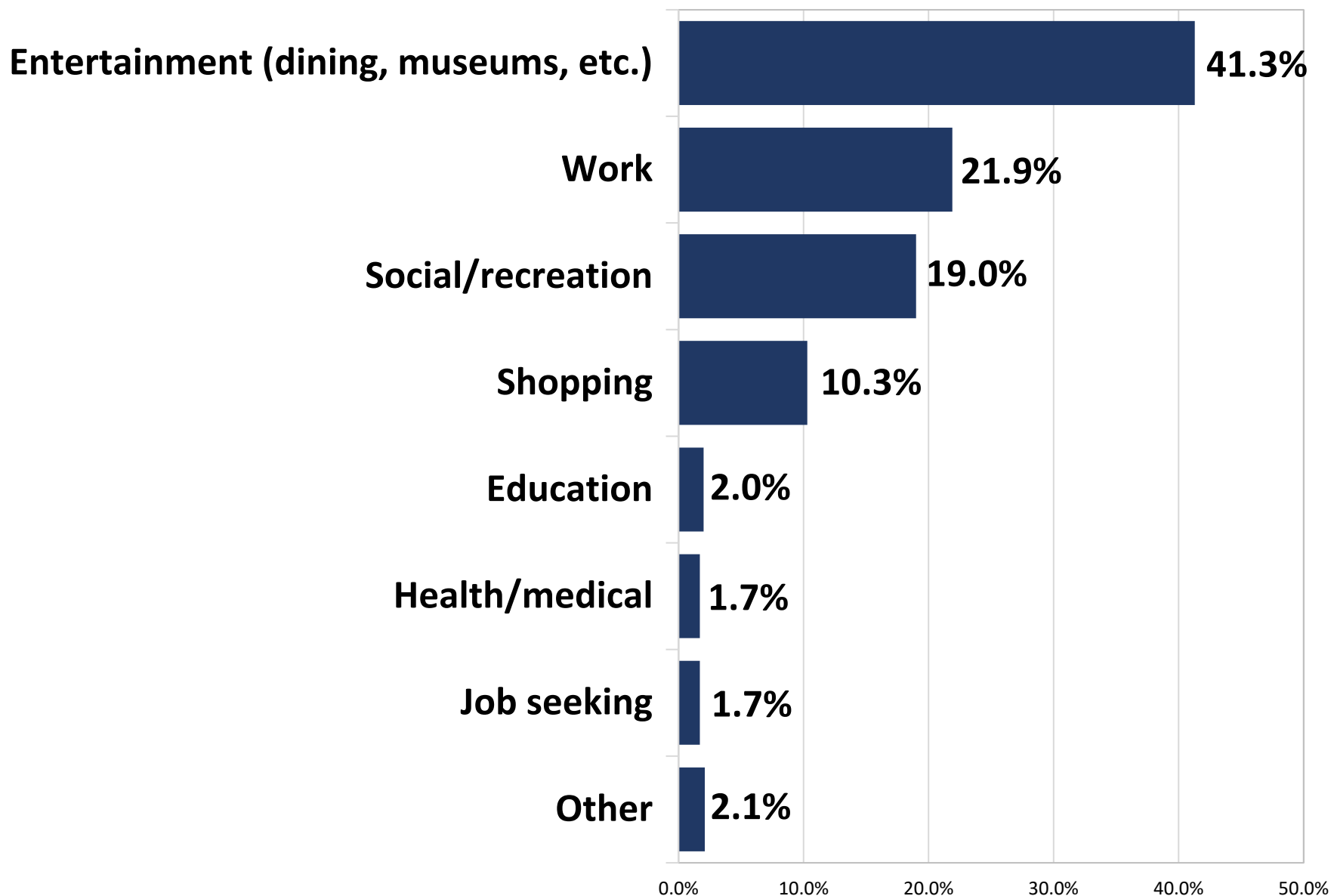
### Q6: Please select the 3 travel modes you most often use in the Kansas City area?

*by the sum of respondents top three choices*

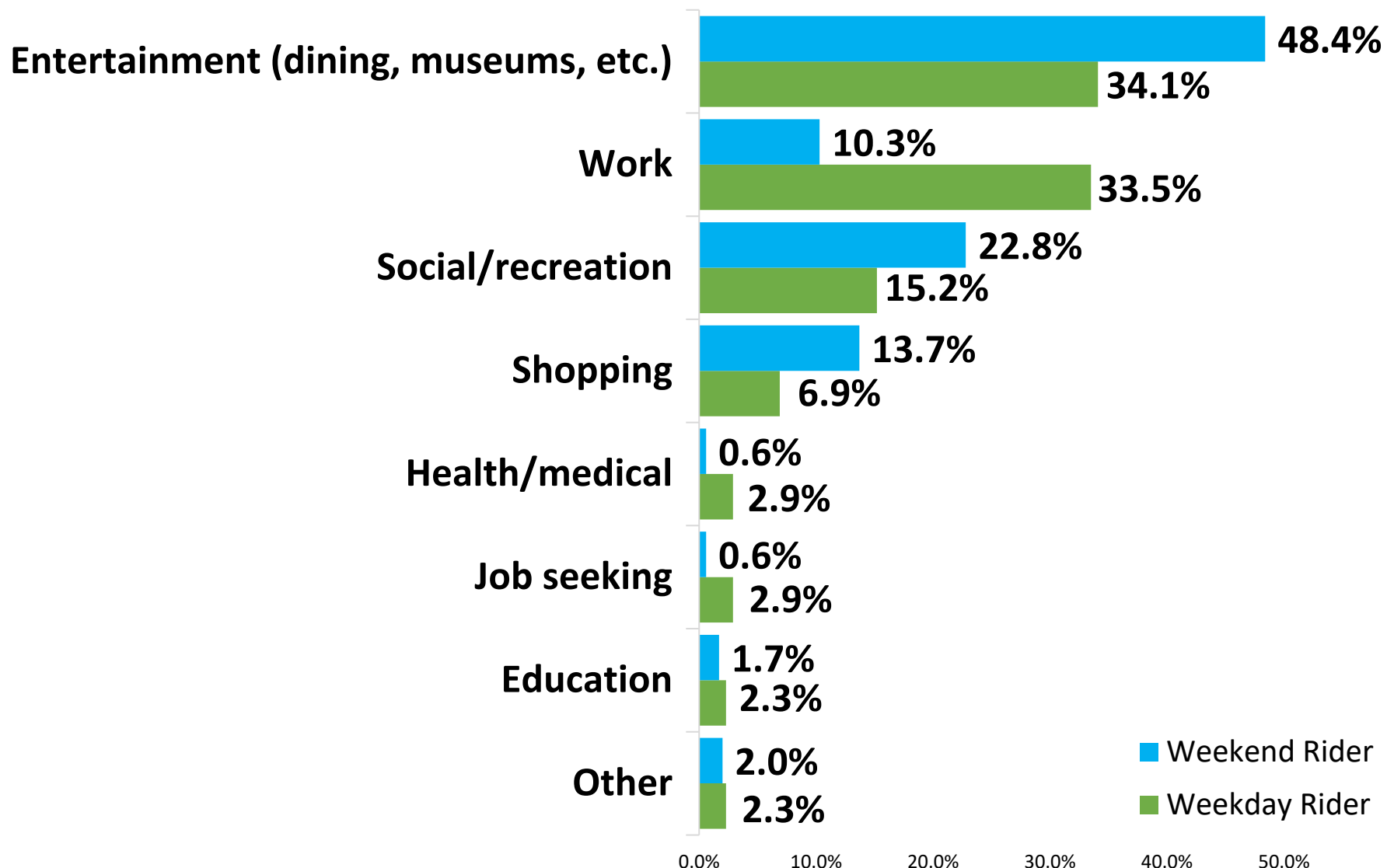


## Q7: What is the PRIMARY PURPOSE of your KC Streetcar trip today?

*by the percentage of respondents (excluding "not provided" responses)*



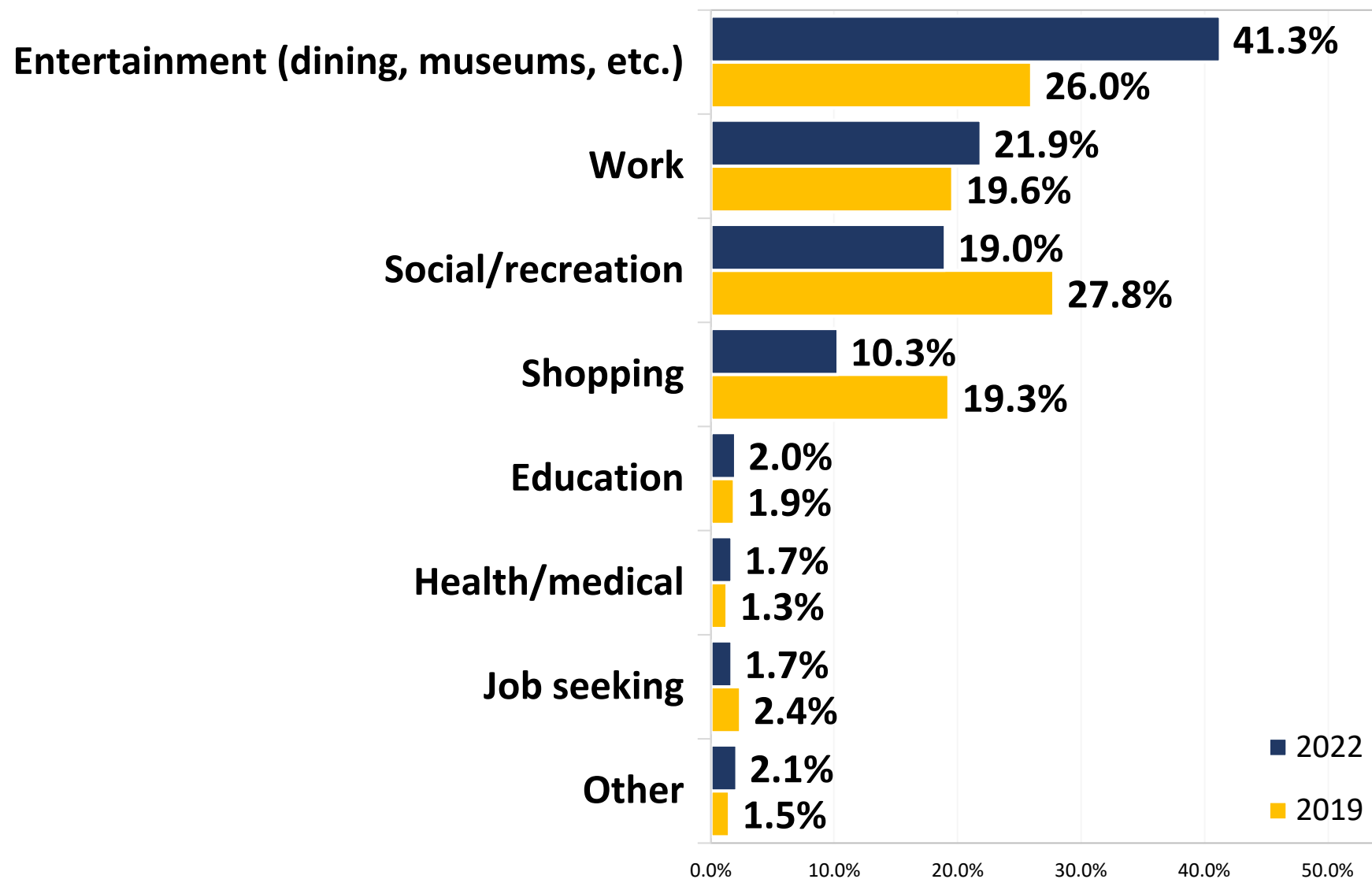


**Weekday Rider v. Weekend Rider****Q7: What is the PRIMARY PURPOSE of your KC Streetcar trip today?***by the percentage of respondents (excluding "not provided" responses)*

## Trend Analysis: 2022 v. 2019 Results

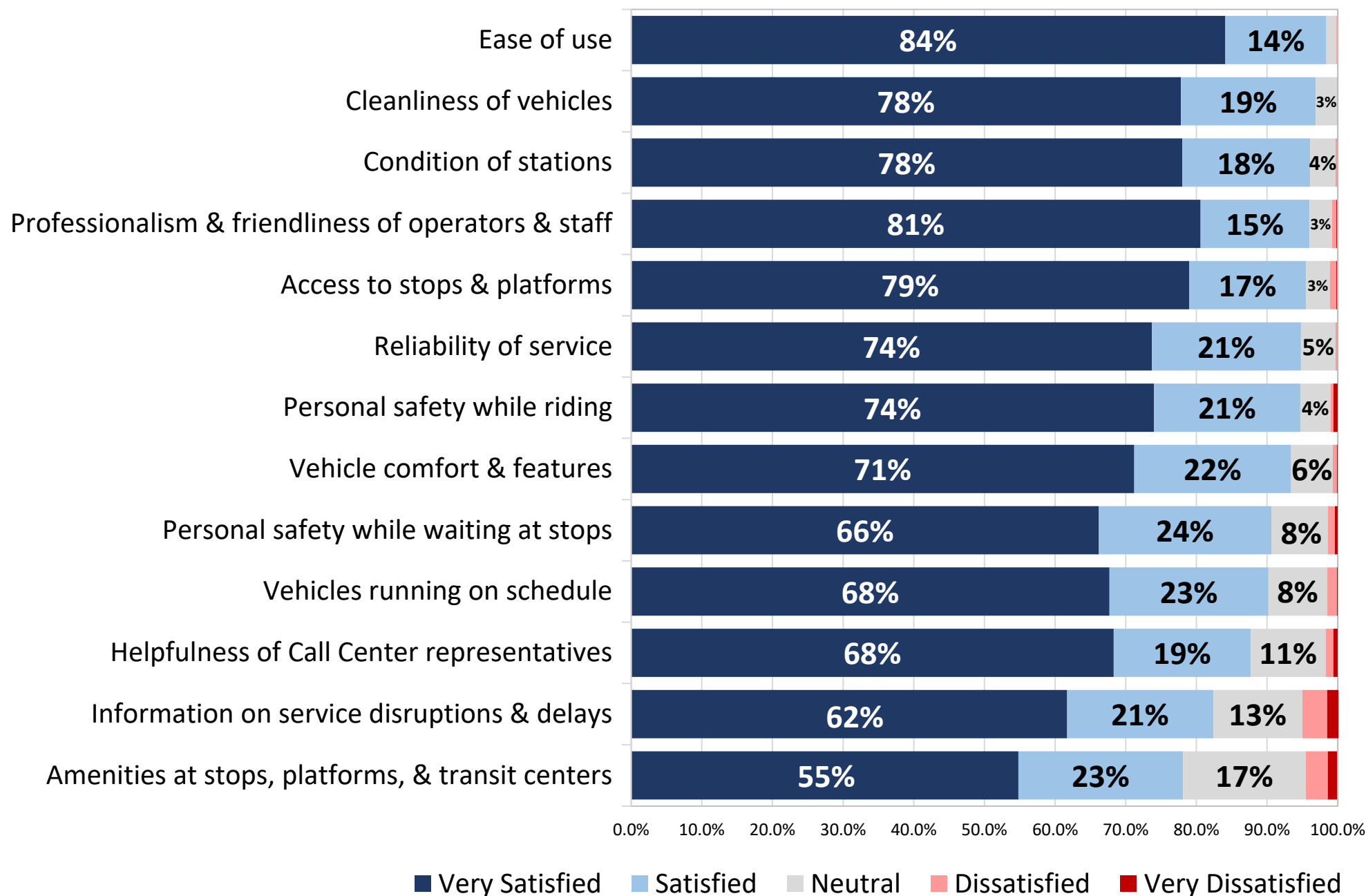
### Q7: What is the PRIMARY PURPOSE of your KC Streetcar trip today?

*by the percentage of respondents (excluding "not provided" responses)*



## Q8-Q20: How do you rate RideKC Streetcar service?

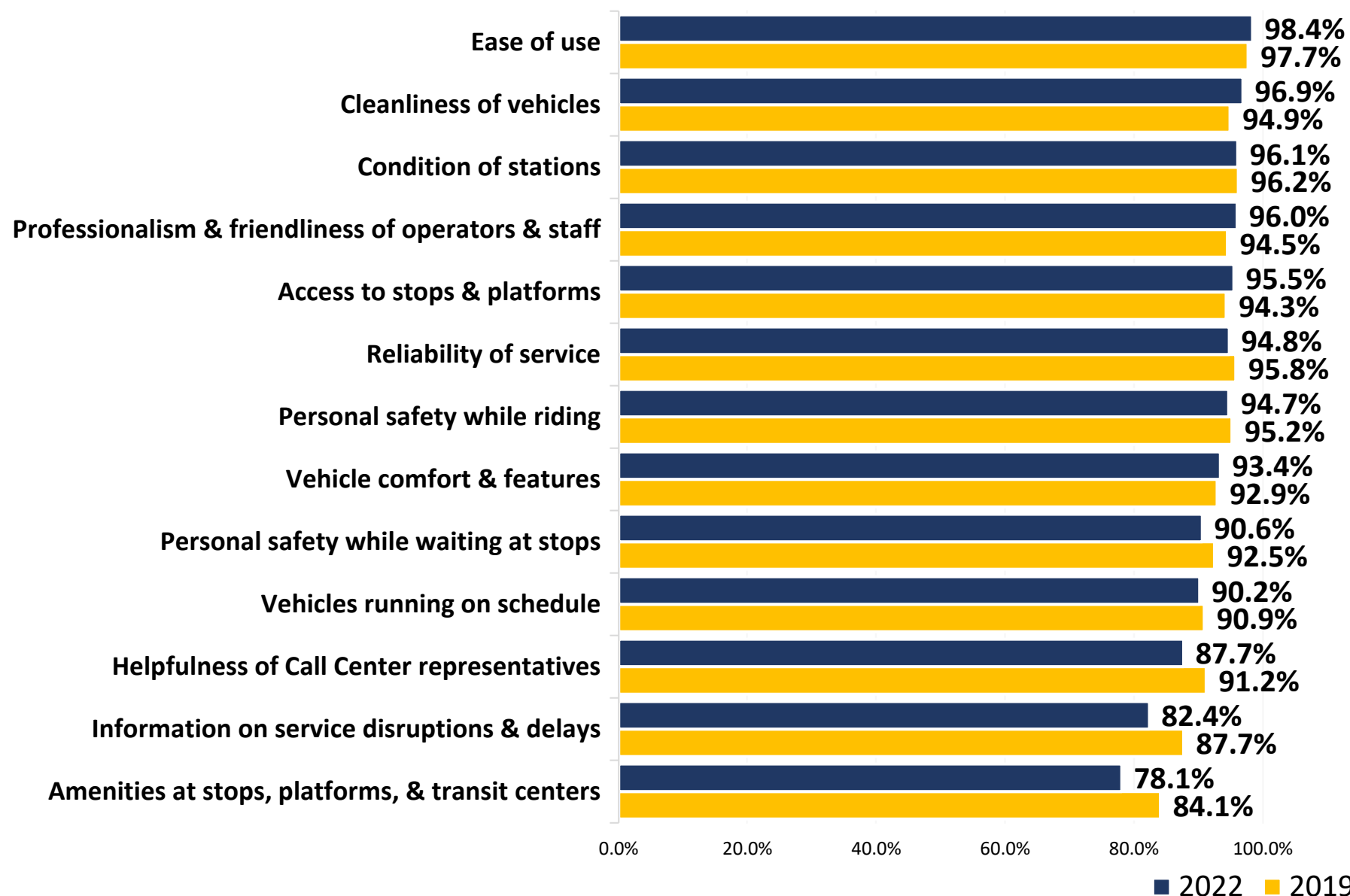
*by percentage of respondents (excluding "don't know" responses)*



## Trend Analysis: 2022 v. 2019 Results

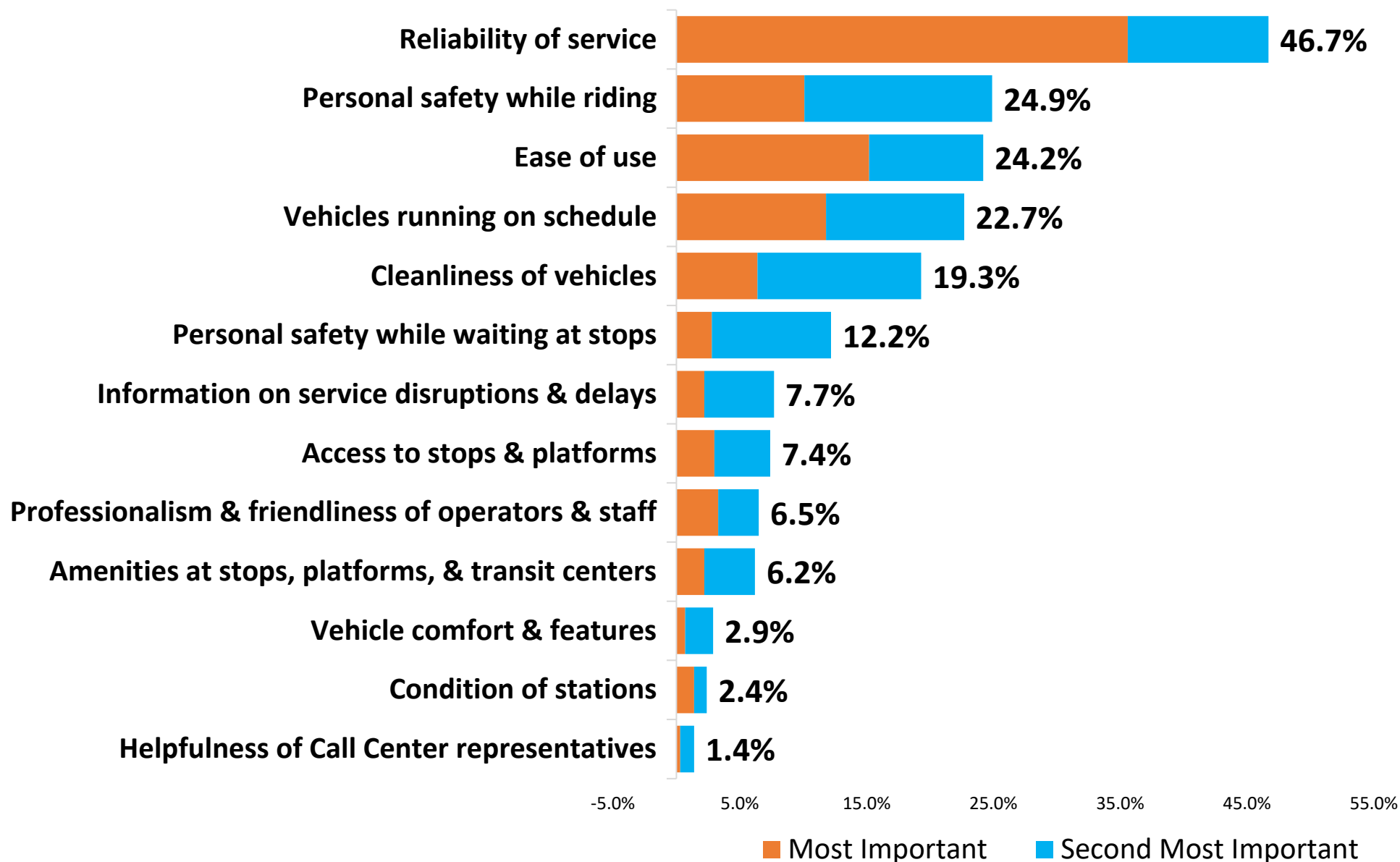
### Q8-Q20: How do you rate the RideKC Streetcar service?

*by the percentage of respondents (excluding "not provided" responses)*



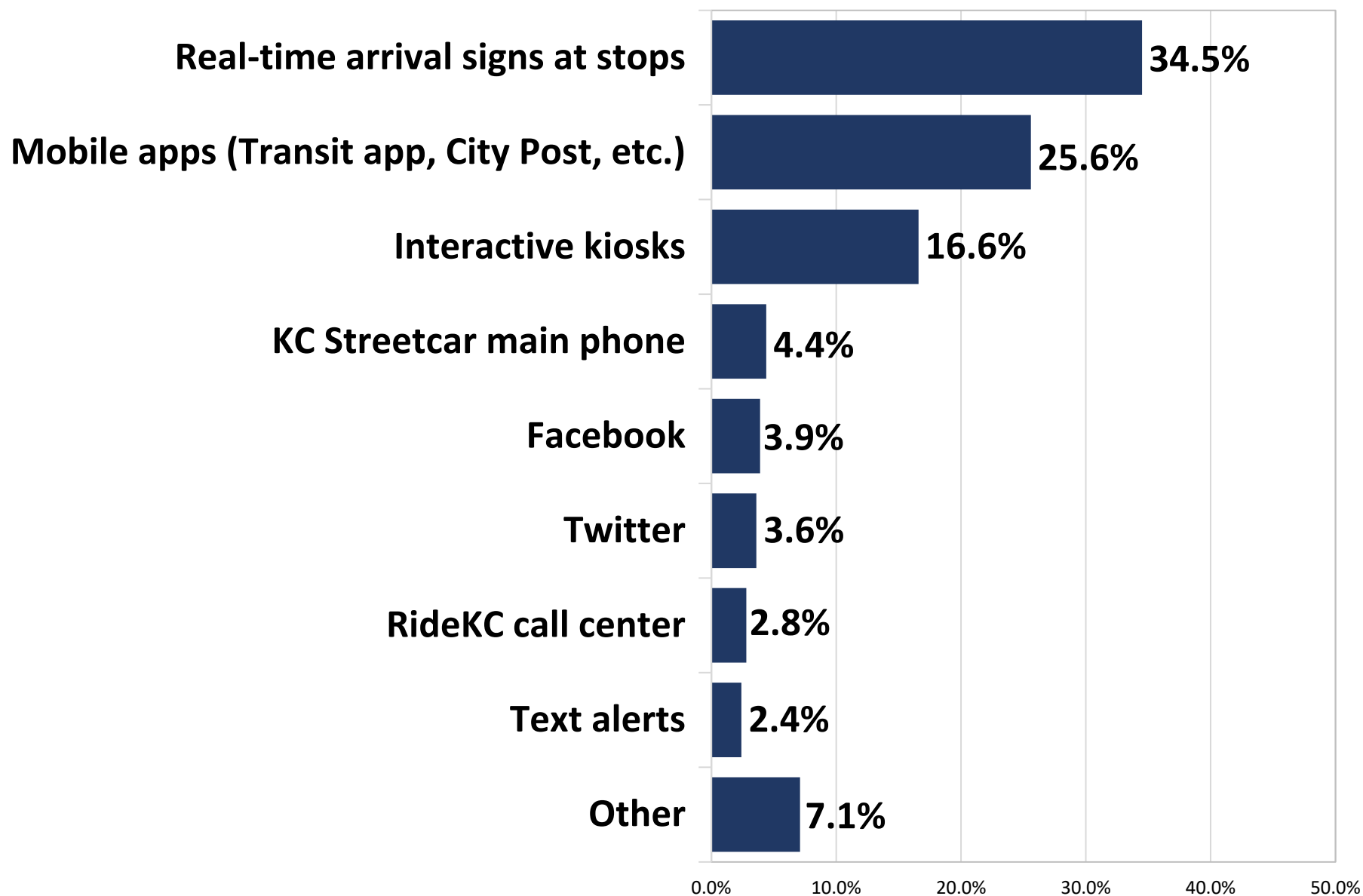
## Q21: Which elements listed in Questions 8-20 are most important to you?

*by the sum of respondents top two choices*



## Q22: Where do you go for KC Streetcar schedule and delay information?

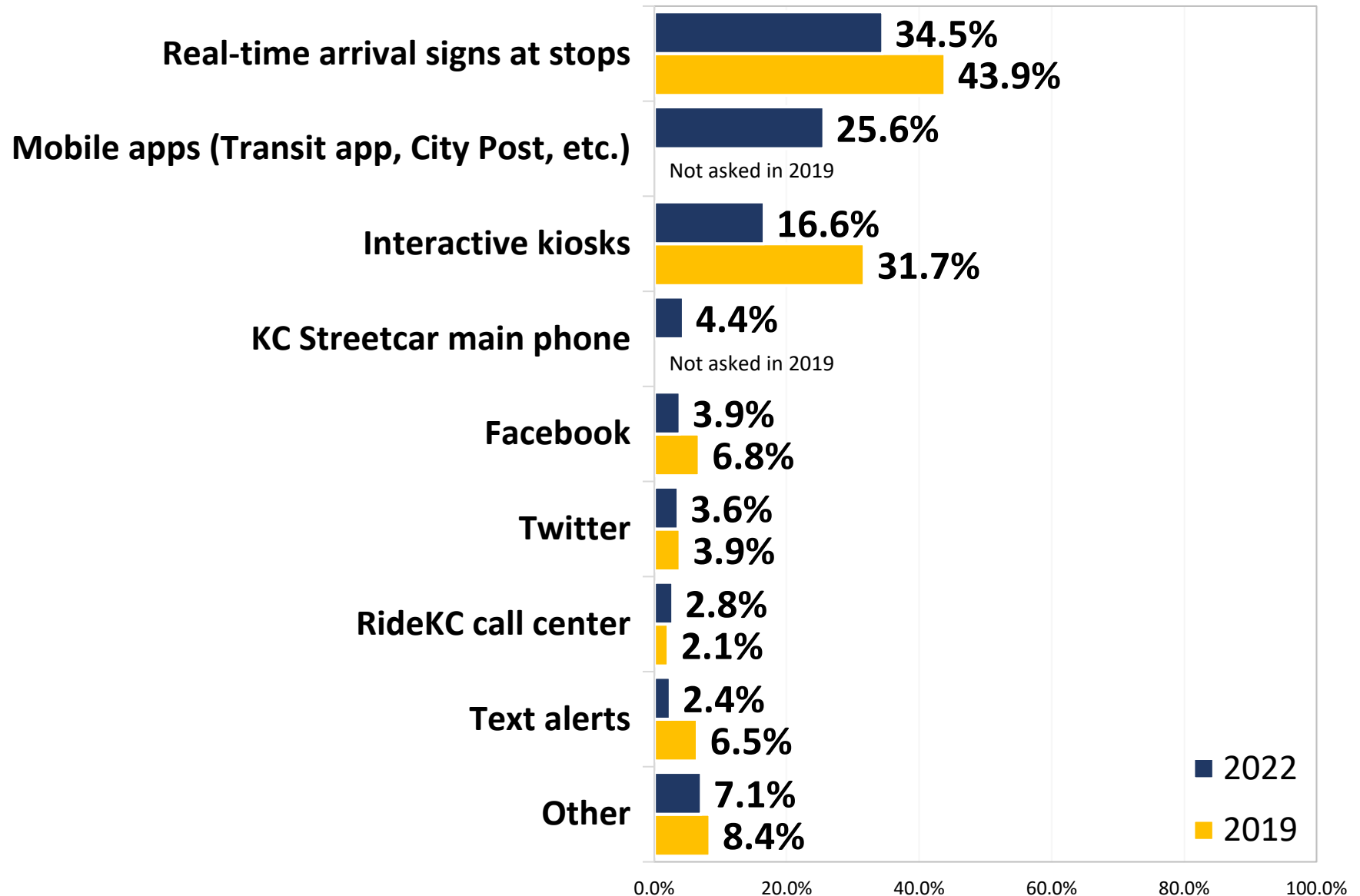
*by the percentage of respondents*



## Trend Analysis: 2022 v. 2019 Results

### Q22: Where do you go for KC Streetcar schedule and delay information?

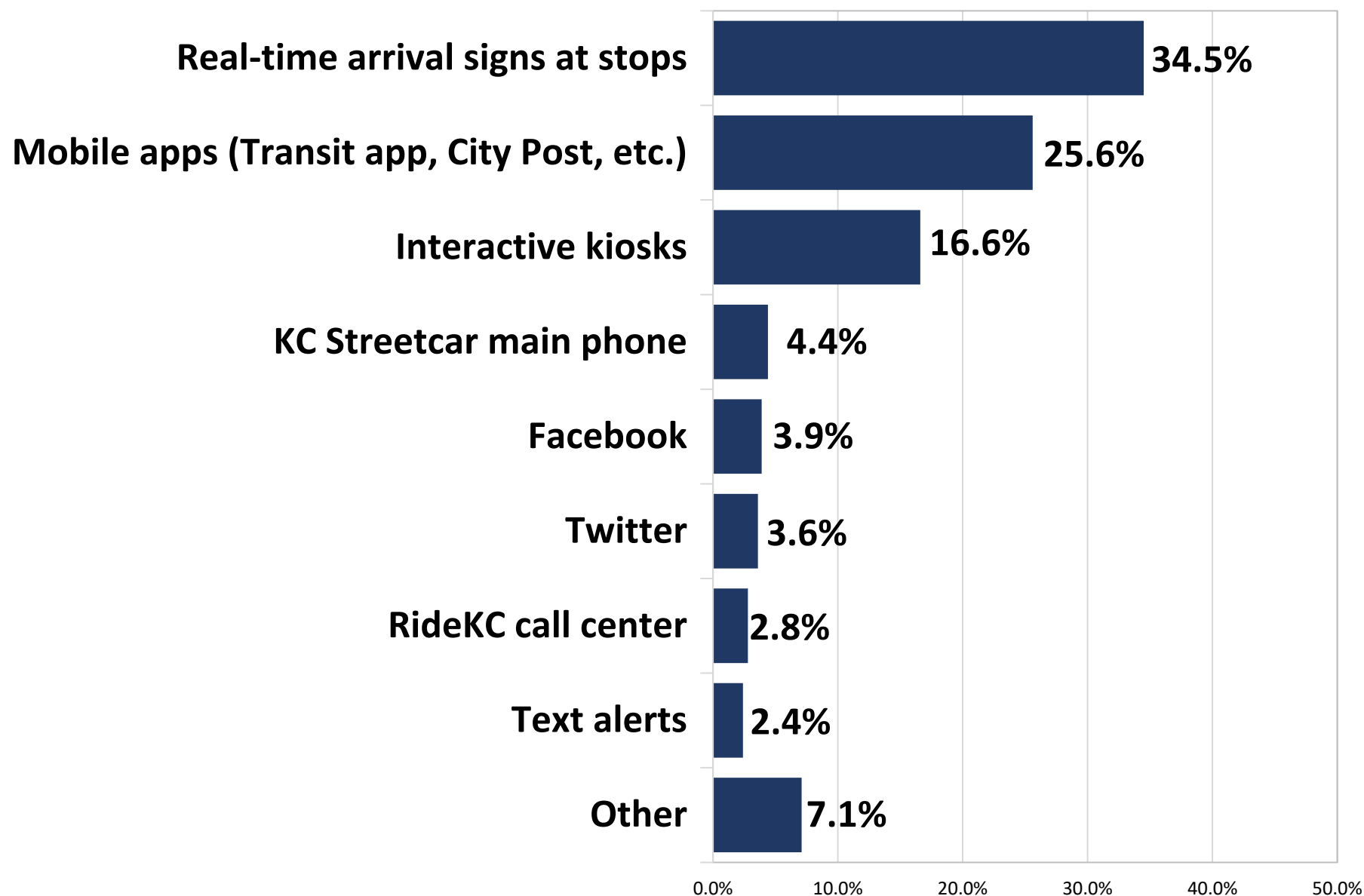
*by the percentage of respondents (excluding "not provided" responses)*





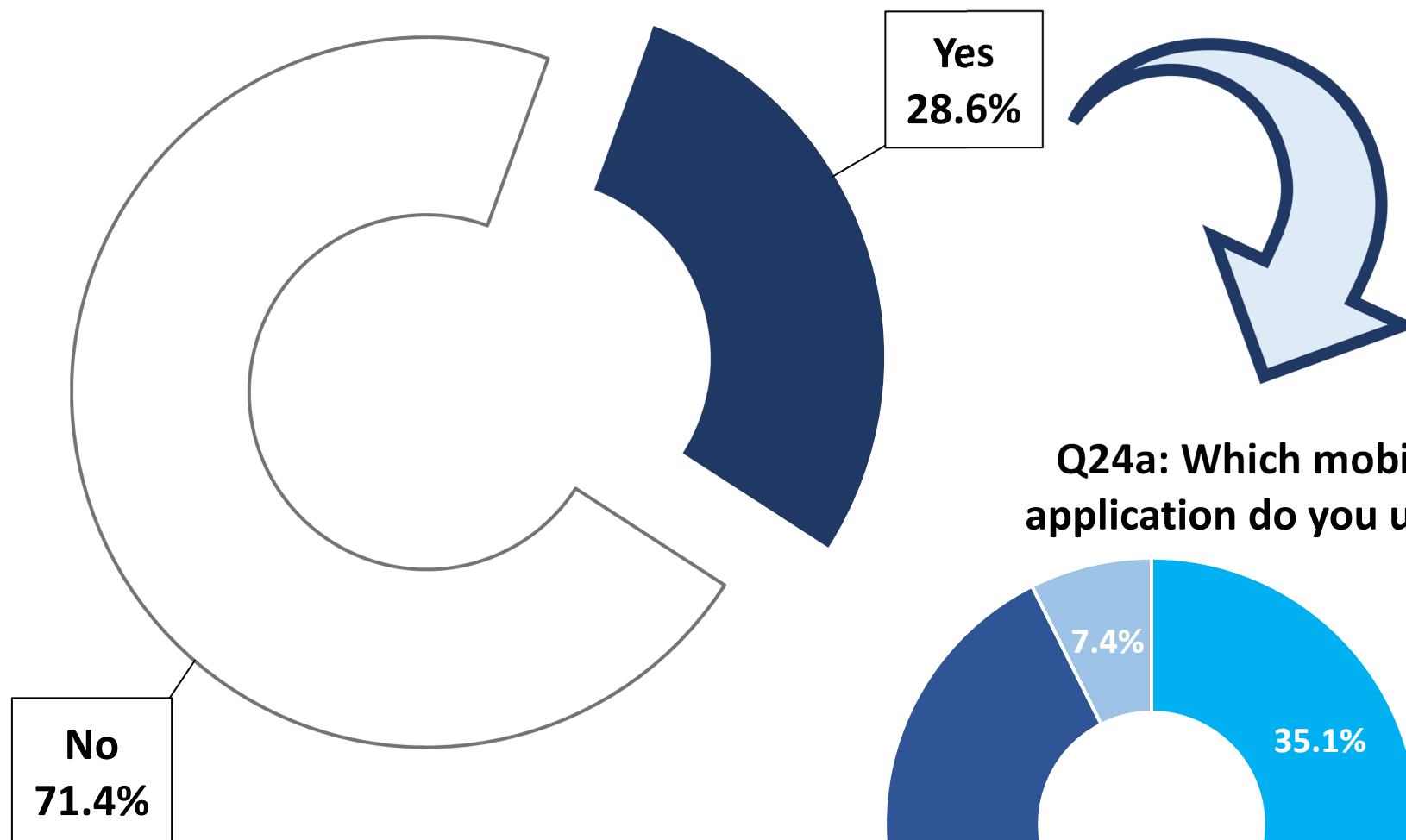
## Q23: How would you prefer to learn about service alerts?

*by the percentage of respondents*

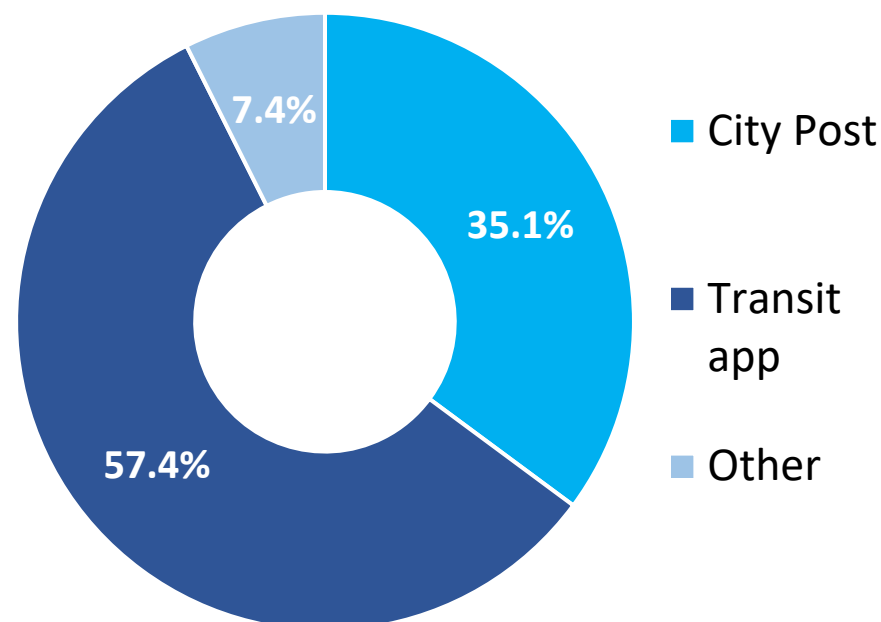


## Q24: Do you use a mobile application to track Streetcar vehicles real-time or trip plan?

*by percentage of respondents (excluding "not provided" responses)*

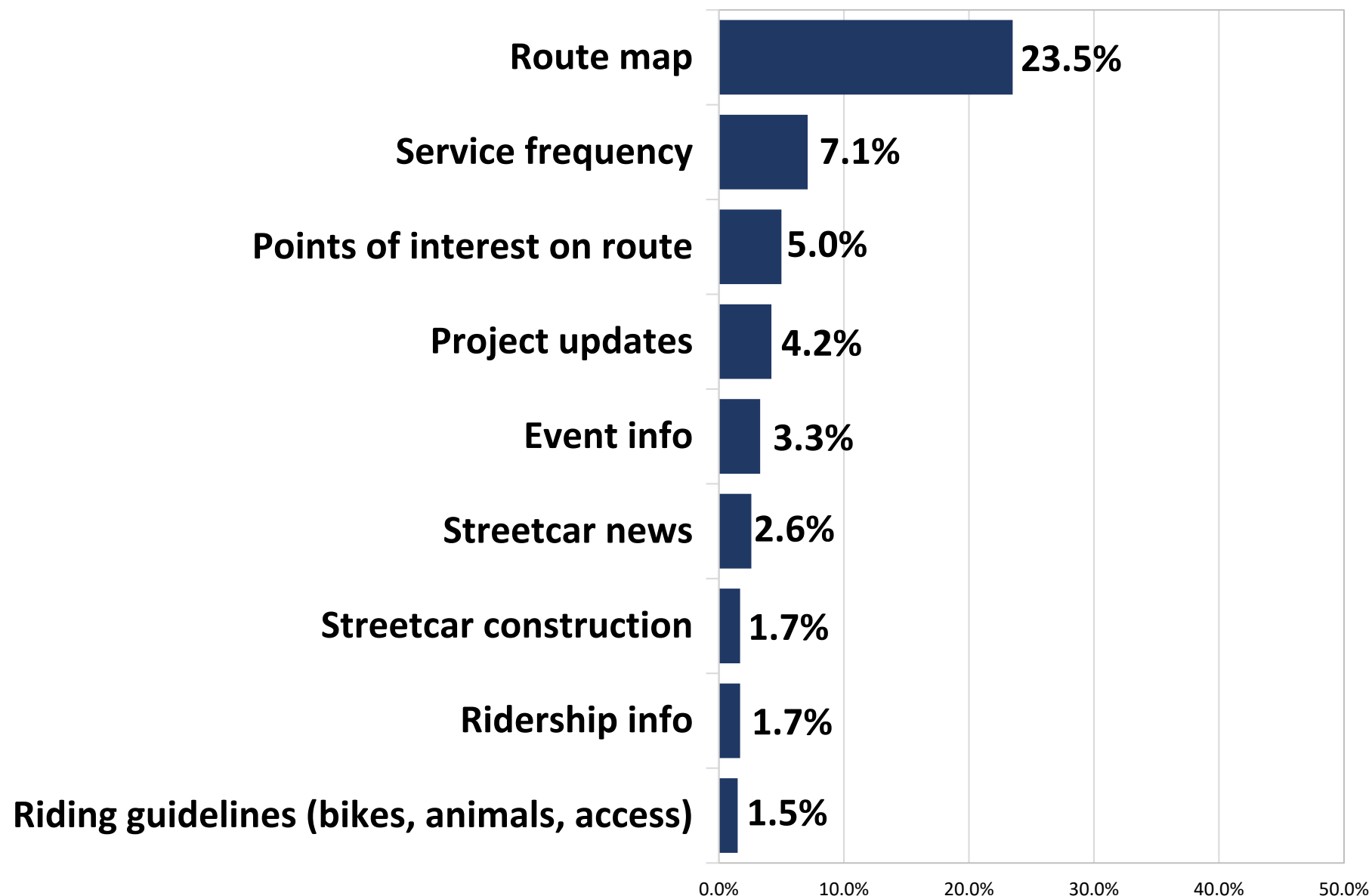


### Q24a: Which mobile application do you use?



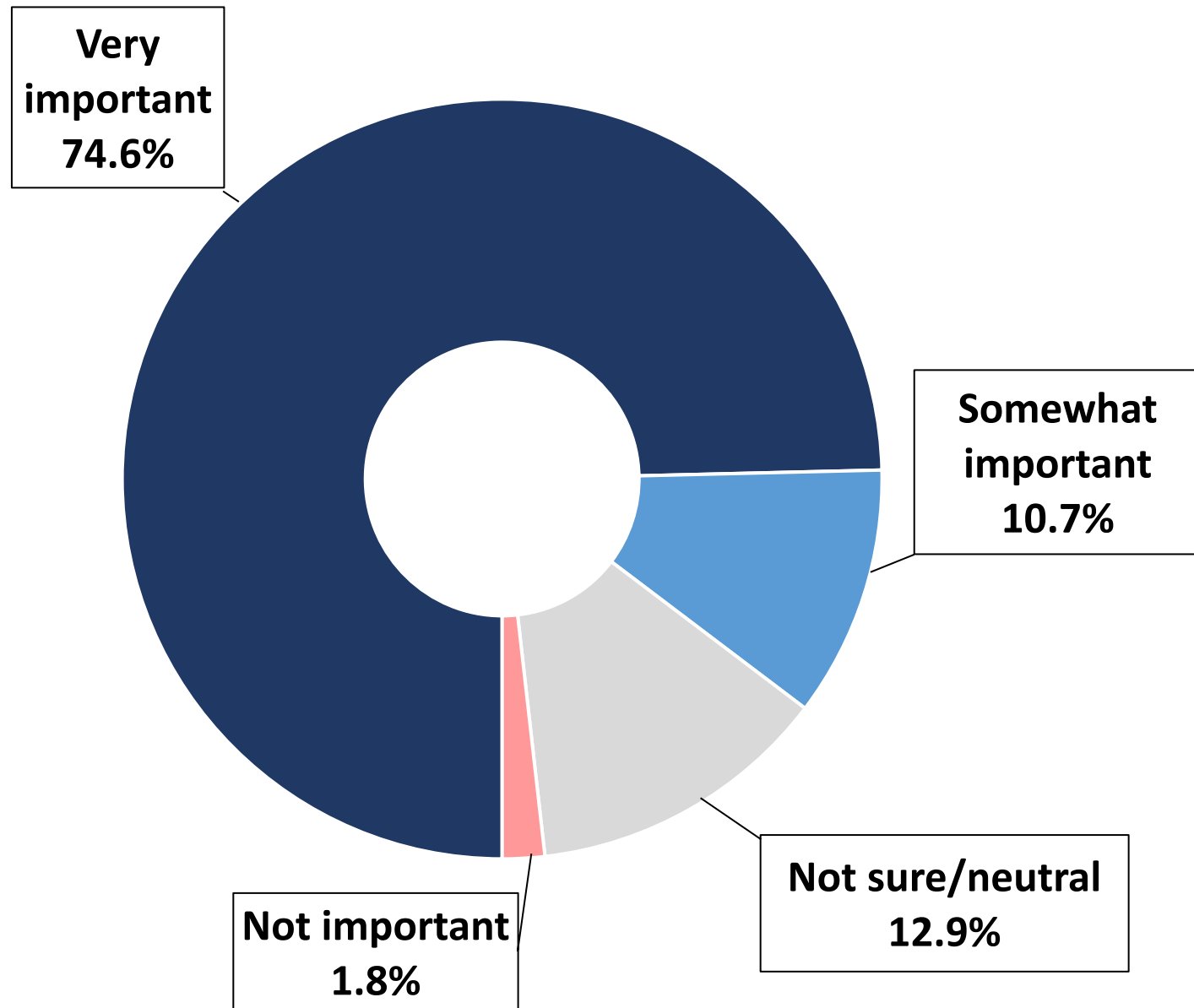
## Q25: If you use kcstreetcar.org, why do you most commonly visit the site?

*by the percentage of respondents*



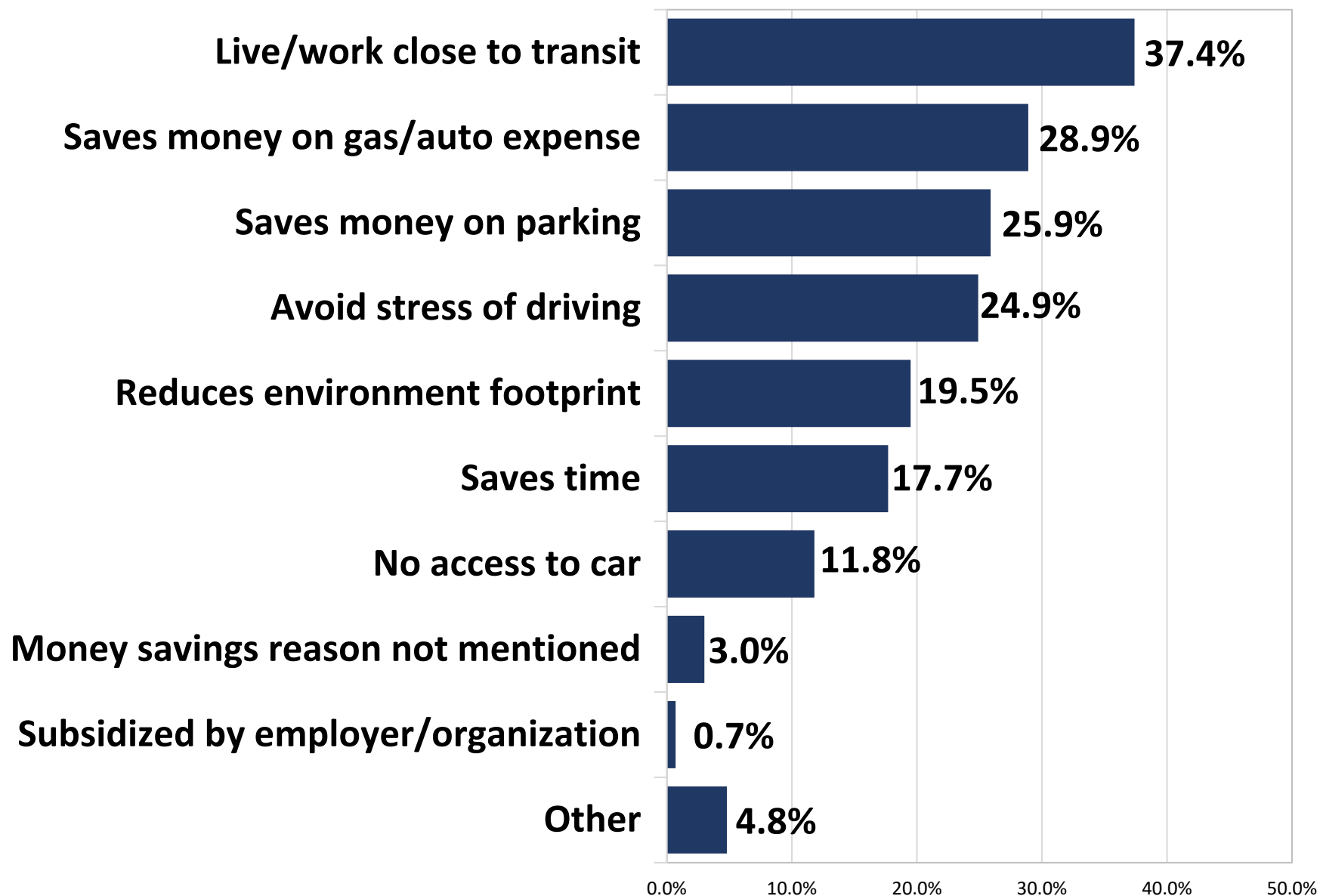
## Q26: How important are RideKC services to the community?

*by percentage of respondents (excluding "not provided" responses)*



## Q27: What are the main reasons you use RideKC transit services

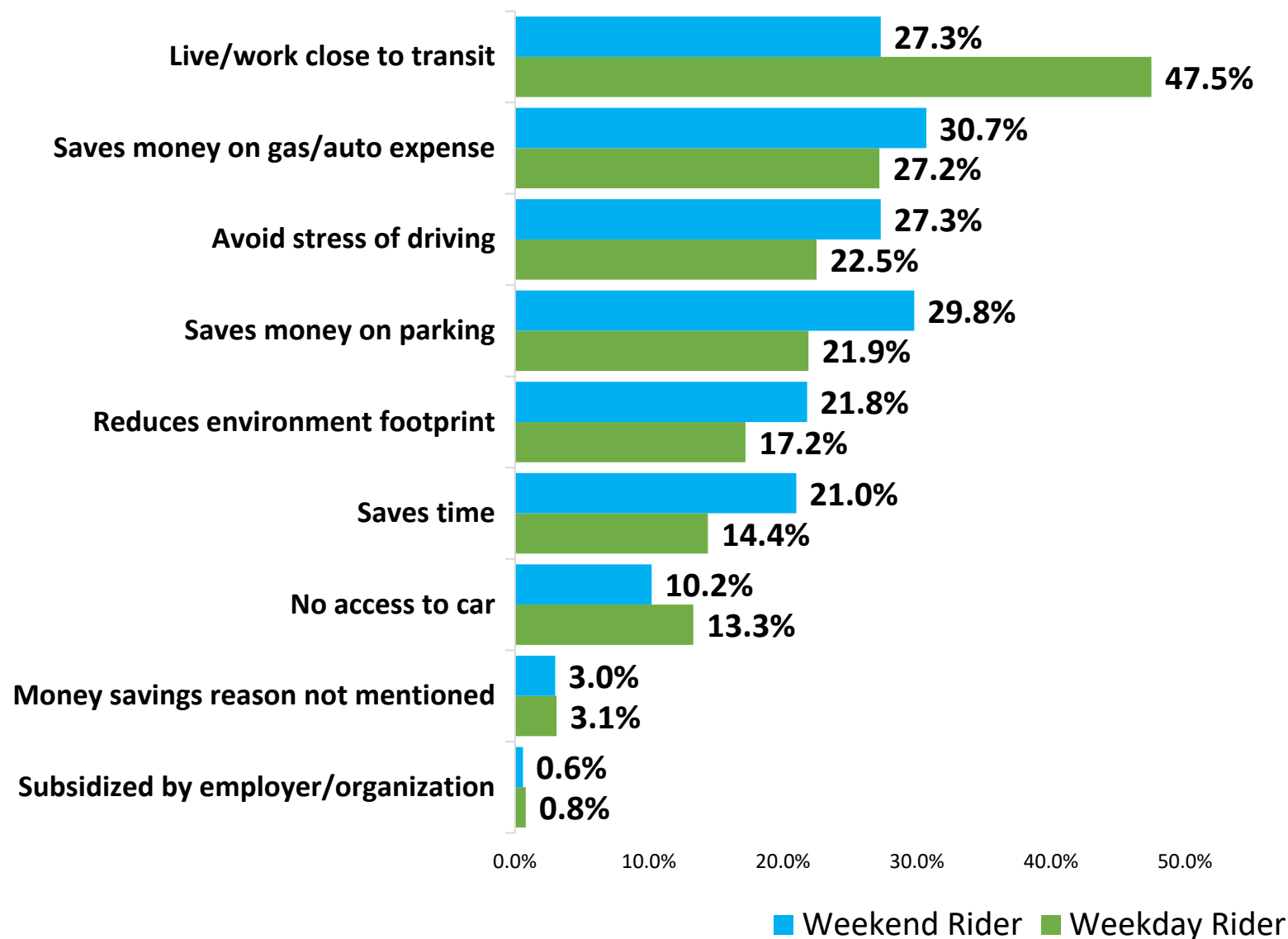
*by the percentage of respondents (multiple responses could be chosen)*



## Weekday Rider v. Weekend Rider

### Q27: What are the main reasons you use RideKC transit services

*by the percentage of respondents (multiple responses could be chosen)*



# **Section 4:**

# **Importance-Satisfaction**

# **Survey**



# Importance-Satisfaction Analysis

## Overview

Today, decision-makers have limited resources which need to be targeted to services that are of the most benefit to their residents. Two of the most important criteria for decision making are;

1. to target resources toward services of the highest importance to customers and
1. to target resources toward those services where residents are the least satisfied.

The Importance-Satisfaction (I-S) rating is a unique tool that allows decision-makers to better understand both highly important decision-making criteria for each of the services they are providing. The Importance-Satisfaction (I-S) 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 and second most important services for KCATA to provide to RideKC Streetcar riders. The sum is then multiplied by 1 minus the percentage of riders who indicated they were positively satisfied with the RideKC Streetcar's 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.

$$\text{I-S Rating} = \text{Importance} \times (1 - \text{Satisfaction})$$

## Example of the Calculation

Riders were asked to identify major categories of services provided by KCATA's RideKC Streetcar that they think are most important for KCATA to provide. Forty-seven percent (46.7%) of riders selected the reliability of service as one of the most important major services.

## Importance-Satisfaction Analysis (Continued)

Regarding satisfaction, 94.8% of riders rated the RideKC Streetcar's overall performance regarding reliability of service 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 RideKC Streetcar's reliability of service, is calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 46.7% was multiplied by 5.2% (1-0.948) and yielded an I-S rating of 0.0243. Reliability of service ranked first out of the thirteen major categories of RideKC Streetcar services analyzed.

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

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

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one of the two most important areas for KCATA and RideKC to emphasize over the next two years

## Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (IS  $\geq$  0.20)
- Increase Current Emphasis (0.10  $\leq$  IS < 0.20)
- Maintain Current Emphasis (IS < 0.10)

The results for the RideKC Streetcar services are provided on the following page.

## Importance-Satisfaction Analysis Ratings

### 2022 RideKC Streetcar Rider Survey

#### Major Categories of Services

#### RideKC Streetcar Riders

| Category of Service                                 | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <b>Very High Priority (I-S &gt; 0.20)</b>           |                  |                     |                |                   |                                |                 |
| None  |                  |                     |                |                   |                                |                 |
| <b>High Priority (I-S = 0.10-0.20)</b>              |                  |                     |                |                   |                                |                 |
| None  |                  |                     |                |                   |                                |                 |
| <b>Medium Priority (I-S &lt; 0.10)</b>              |                  |                     |                |                   |                                |                 |
| Reliability of service                              | 46.7%            | 1                   | 94.8%          | 6                 | 0.0243                         | 1               |
| Vehicles running on schedule                        | 22.7%            | 4                   | 90.2%          | 10                | 0.0222                         | 2               |
| Information on service disruptions & delays         | 7.8%             | 7                   | 82.4%          | 12                | 0.0137                         | 3               |
| Amenities at stops, platforms, & transit centers    | 6.2%             | 10                  | 78.1%          | 13                | 0.0136                         | 4               |
| Personal safety while riding                        | 24.9%            | 2                   | 94.7%          | 7                 | 0.0132                         | 5               |
| Personal safety while waiting at stops              | 12.2%            | 6                   | 90.6%          | 9                 | 0.0115                         | 6               |
| Cleanliness of vehicles                             | 19.3%            | 5                   | 96.9%          | 2                 | 0.0060                         | 7               |
| Ease of use   | 24.2%            | 3                   | 98.4%          | 1                 | 0.0039                         | 8               |
| Access to stops & platforms                         | 7.5%             | 8                   | 95.5%          | 5                 | 0.0034                         | 9               |
| Professionalism & friendliness of operators & staff | 6.5%             | 9                   | 96.0%          | 4                 | 0.0026                         | 10              |
| Vehicle comfort & features                          | 2.9%             | 11                  | 93.4%          | 8                 | 0.0019                         | 11              |
| Helpfulness of Call Center representatives          | 1.4%             | 13                  | 87.7%          | 11                | 0.0017                         | 12              |
| Condition of stations                               | 2.4%             | 12                  | 96.1%          | 3                 | 0.0009                         | 13              |

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

#### Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

#### Satisfaction %:

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

# Importance-Satisfaction Analysis Ratings

## 2022 RideKC Streetcar Rider Survey

### Major Categories of Services

#### WEEKDAY Streetcar Riders

| Category of Service                                 | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <b>Very High Priority (I-S &gt; 0.20)</b>           |                  |                     |                |                   |                                |                 |
| None  |                  |                     |                |                   |                                |                 |
| <b>High Priority (I-S = 0.10-0.20)</b>              |                  |                     |                |                   |                                |                 |
| None  |                  |                     |                |                   |                                |                 |
| <b>Medium Priority (I-S &lt; 0.10)</b>              |                  |                     |                |                   |                                |                 |
| Reliability of service                              | 51.9%            | 1                   | 94.1%          | 6                 | 0.0306                         | 1               |
| Vehicles running on schedule                        | 22.2%            | 4                   | 89.5%          | 10                | 0.0233                         | 2               |
| Information on service disruptions & delays         | 10.3%            | 7                   | 80.1%          | 12                | 0.0205                         | 3               |
| Personal safety while riding                        | 23.9%            | 3                   | 93.4%          | 7                 | 0.0158                         | 4               |
| Amenities at stops, platforms, & transit centers    | 6.4%             | 8                   | 78.6%          | 13                | 0.0137                         | 5               |
| Personal safety while waiting at stops              | 10.3%            | 6                   | 89.7%          | 9                 | 0.0106                         | 6               |
| Cleanliness of vehicles                             | 15.8%            | 5                   | 96.0%          | 3                 | 0.0063                         | 7               |
| Ease of use   | 24.7%            | 2                   | 98.0%          | 1                 | 0.0049                         | 8               |
| Vehicle comfort & features                          | 3.1%             | 11                  | 92.0%          | 8                 | 0.0025                         | 9               |
| Access to stops & platforms                         | 5.6%             | 9                   | 96.3%          | 2                 | 0.0021                         | 10              |
| Professionalism & friendliness of operators & staff | 4.7%             | 10                  | 95.8%          | 4                 | 0.0020                         | 11              |
| Helpfulness of Call Center representatives          | 1.1%             | 13                  | 86.0%          | 11                | 0.0015                         | 12              |
| Condition of stations                               | 2.8%             | 12                  | 95.4%          | 5                 | 0.0013                         | 13              |

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

#### Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

#### Satisfaction %:

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

## Importance-Satisfaction Analysis Ratings

### 2022 RideKC Streetcar Rider Survey

#### Major Categories of Services

#### WEEKEND Streetcar Riders

| Category of Service                                 | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | Importance-Satisfaction Rating | I-S Rating Rank |
|---|------------------|---------------------|----------------|-------------------|--------------------------------|-----------------|
| <b>Very High Priority (I-S &gt; 0.20)</b>           |                  |                     |                |                   |                                |                 |
| None  |                  |                     |                |                   |                                |                 |
| <b>High Priority (I-S = 0.10-0.20)</b>              |                  |                     |                |                   |                                |                 |
| None  |                  |                     |                |                   |                                |                 |
| <b>Medium Priority (I-S &lt; 0.10)</b>              |                  |                     |                |                   |                                |                 |
| Vehicles running on schedule                        | 23.2%            | 4                   | 90.9%          | 10                | 0.0211                         | 1               |
| Reliability of service                              | 41.4%            | 1                   | 95.5%          | 6                 | 0.0186                         | 2               |
| Amenities at stops, platforms, & transit centers    | 6.1%             | 9                   | 77.7%          | 13                | 0.0136                         | 3               |
| Personal safety while waiting at stops              | 14.1%            | 6                   | 91.5%          | 9                 | 0.0120                         | 4               |
| Personal safety while riding                        | 26.0%            | 2                   | 96.1%          | 5                 | 0.0101                         | 5               |
| Information on service disruptions & delays         | 5.2%             | 10                  | 84.6%          | 12                | 0.0080                         | 6               |
| Cleanliness of vehicles                             | 22.7%            | 5                   | 97.7%          | 2                 | 0.0052                         | 7               |
| Access to stops & platforms                         | 9.4%             | 7                   | 94.9%          | 7                 | 0.0048                         | 8               |
| Professionalism & friendliness of operators & staff | 8.3%             | 8                   | 96.2%          | 4                 | 0.0032                         | 9               |
| Ease of use   | 23.8%            | 3                   | 98.8%          | 1                 | 0.0029                         | 10              |
| Helpfulness of Call Center representatives          | 1.7%             | 13                  | 89.3%          | 11                | 0.0018                         | 11              |
| Vehicle comfort & features                          | 2.8%             | 11                  | 94.8%          | 8                 | 0.0015                         | 12              |
| Condition of stations                               | 1.9%             | 12                  | 96.9%          | 3                 | 0.0006                         | 13              |

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

#### Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

#### Satisfaction %:

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

# **Section 5: Tabular Data**

**Q1. Please provide the zip code to your home:**

| Q1. Home zip code | Number | Percent |
|-------------------|--------|---------|
| 2360              | 1      | 0.1 %   |
| 4113              | 1      | 0.1 %   |
| 8251              | 1      | 0.1 %   |
| 9751              | 1      | 0.1 %   |
| 10035             | 1      | 0.1 %   |
| 10960             | 1      | 0.1 %   |
| 14221             | 1      | 0.1 %   |
| 17865             | 1      | 0.1 %   |
| 19335             | 1      | 0.1 %   |
| 20007             | 1      | 0.1 %   |
| 20912             | 1      | 0.1 %   |
| 21210             | 1      | 0.1 %   |
| 22192             | 1      | 0.1 %   |
| 29707             | 1      | 0.1 %   |
| 30033             | 1      | 0.1 %   |
| 30040             | 1      | 0.1 %   |
| 30072             | 1      | 0.1 %   |
| 30075             | 1      | 0.1 %   |
| 30169             | 1      | 0.1 %   |
| 32233             | 1      | 0.1 %   |
| 33028             | 1      | 0.1 %   |
| 34211             | 1      | 0.1 %   |
| 37530             | 1      | 0.1 %   |
| 38652             | 1      | 0.1 %   |
| 41017             | 2      | 0.3 %   |
| 44107             | 1      | 0.1 %   |
| 44123             | 1      | 0.1 %   |
| 45246             | 1      | 0.1 %   |
| 46143             | 1      | 0.1 %   |
| 46410             | 1      | 0.1 %   |
| 46743             | 1      | 0.1 %   |
| 47401             | 1      | 0.1 %   |
| 48842             | 1      | 0.1 %   |
| 50009             | 1      | 0.1 %   |
| 50010             | 1      | 0.1 %   |
| 50035             | 1      | 0.1 %   |
| 50063             | 1      | 0.1 %   |
| 50169             | 1      | 0.1 %   |
| 50263             | 1      | 0.1 %   |
| 50424             | 1      | 0.1 %   |
| 51041             | 1      | 0.1 %   |
| 51250             | 1      | 0.1 %   |
| 51526             | 1      | 0.1 %   |



**Q1. Please provide the zip code to your home:**

| Q1. Home zip code | Number | Percent |
|-------------------|--------|---------|
| 52402             | 2      | 0.3 %   |
| 53072             | 1      | 0.1 %   |
| 53703             | 1      | 0.1 %   |
| 54105             | 1      | 0.1 %   |
| 54952             | 1      | 0.1 %   |
| 55082             | 1      | 0.1 %   |
| 55447             | 2      | 0.3 %   |
| 57103             | 1      | 0.1 %   |
| 57106             | 1      | 0.1 %   |
| 57701             | 1      | 0.1 %   |
| 57744             | 1      | 0.1 %   |
| 58401             | 1      | 0.1 %   |
| 60106             | 1      | 0.1 %   |
| 60185             | 2      | 0.3 %   |
| 61406             | 1      | 0.1 %   |
| 63114             | 1      | 0.1 %   |
| 63116             | 1      | 0.1 %   |
| 63122             | 1      | 0.1 %   |
| 63123             | 1      | 0.1 %   |
| 63129             | 1      | 0.1 %   |
| 63301             | 1      | 0.1 %   |
| 63376             | 1      | 0.1 %   |
| 64012             | 5      | 0.7 %   |
| 64014             | 5      | 0.7 %   |
| 64015             | 4      | 0.6 %   |
| 64016             | 1      | 0.1 %   |
| 64019             | 1      | 0.1 %   |
| 64024             | 2      | 0.3 %   |
| 64029             | 2      | 0.3 %   |
| 64030             | 5      | 0.7 %   |
| 64036             | 1      | 0.1 %   |
| 64050             | 1      | 0.1 %   |
| 64052             | 3      | 0.4 %   |
| 64055             | 3      | 0.4 %   |
| 64057             | 1      | 0.1 %   |
| 64062             | 1      | 0.1 %   |
| 64063             | 3      | 0.4 %   |
| 64064             | 1      | 0.1 %   |
| 64068             | 3      | 0.4 %   |
| 64078             | 2      | 0.3 %   |
| 64081             | 1      | 0.1 %   |
| 64085             | 1      | 0.1 %   |
| 64086             | 1      | 0.1 %   |
| 64103             | 3      | 0.4 %   |

**Q1. Please provide the zip code to your home:**

| Q1. Home zip code | Number | Percent |
|-------------------|--------|---------|
| 64104             | 1      | 0.1 %   |
| 64105             | 99     | 13.7 %  |
| 64106             | 62     | 8.6 %   |
| 64108             | 69     | 9.6 %   |
| 64109             | 8      | 1.1 %   |
| 64110             | 8      | 1.1 %   |
| 64111             | 11     | 1.5 %   |
| 64112             | 5      | 0.7 %   |
| 64113             | 4      | 0.6 %   |
| 64114             | 3      | 0.4 %   |
| 64116             | 10     | 1.4 %   |
| 64117             | 4      | 0.6 %   |
| 64118             | 9      | 1.2 %   |
| 64119             | 1      | 0.1 %   |
| 64120             | 6      | 0.8 %   |
| 64123             | 4      | 0.6 %   |
| 64124             | 7      | 1.0 %   |
| 64125             | 1      | 0.1 %   |
| 64126             | 1      | 0.1 %   |
| 64127             | 9      | 1.2 %   |
| 64128             | 9      | 1.2 %   |
| 64129             | 3      | 0.4 %   |
| 64130             | 5      | 0.7 %   |
| 64131             | 8      | 1.1 %   |
| 64132             | 2      | 0.3 %   |
| 64133             | 5      | 0.7 %   |
| 64134             | 3      | 0.4 %   |
| 64137             | 4      | 0.6 %   |
| 64138             | 2      | 0.3 %   |
| 64150             | 2      | 0.3 %   |
| 64151             | 4      | 0.6 %   |
| 64152             | 3      | 0.4 %   |
| 64154             | 1      | 0.1 %   |
| 64155             | 9      | 1.2 %   |
| 64156             | 1      | 0.1 %   |
| 64158             | 1      | 0.1 %   |
| 64212             | 1      | 0.1 %   |
| 64501             | 2      | 0.3 %   |
| 64870             | 1      | 0.1 %   |
| 65104             | 1      | 0.1 %   |
| 65109             | 1      | 0.1 %   |
| 65201             | 1      | 0.1 %   |
| 65202             | 1      | 0.1 %   |
| 65203             | 4      | 0.6 %   |

**Q1. Please provide the zip code to your home:**

| Q1. Home zip code | Number | Percent |
|-------------------|--------|---------|
| 65279             | 2      | 0.3 %   |
| 65401             | 1      | 0.1 %   |
| 65536             | 1      | 0.1 %   |
| 65559             | 1      | 0.1 %   |
| 65584             | 1      | 0.1 %   |
| 65721             | 1      | 0.1 %   |
| 65807             | 1      | 0.1 %   |
| 66012             | 3      | 0.4 %   |
| 66013             | 1      | 0.1 %   |
| 66044             | 1      | 0.1 %   |
| 66048             | 2      | 0.3 %   |
| 66049             | 1      | 0.1 %   |
| 66061             | 3      | 0.4 %   |
| 66062             | 6      | 0.8 %   |
| 66083             | 1      | 0.1 %   |
| 66101             | 1      | 0.1 %   |
| 66102             | 3      | 0.4 %   |
| 66103             | 2      | 0.3 %   |
| 66104             | 2      | 0.3 %   |
| 66106             | 1      | 0.1 %   |
| 66109             | 1      | 0.1 %   |
| 66111             | 1      | 0.1 %   |
| 66112             | 2      | 0.3 %   |
| 66115             | 1      | 0.1 %   |
| 66202             | 3      | 0.4 %   |
| 66203             | 2      | 0.3 %   |
| 66204             | 3      | 0.4 %   |
| 66205             | 4      | 0.6 %   |
| 66206             | 1      | 0.1 %   |
| 66207             | 1      | 0.1 %   |
| 66208             | 4      | 0.6 %   |
| 66210             | 2      | 0.3 %   |
| 66212             | 3      | 0.4 %   |
| 66213             | 3      | 0.4 %   |
| 66214             | 2      | 0.3 %   |
| 66215             | 6      | 0.8 %   |
| 66216             | 2      | 0.3 %   |
| 66218             | 1      | 0.1 %   |
| 66219             | 2      | 0.3 %   |
| 66221             | 1      | 0.1 %   |
| 66224             | 1      | 0.1 %   |
| 66226             | 1      | 0.1 %   |
| 66502             | 2      | 0.3 %   |
| 66542             | 1      | 0.1 %   |

**Q1. Please provide the zip code to your home:**

| Q1. Home zip code | Number | Percent |
|-------------------|--------|---------|
| 66604             | 1      | 0.1 %   |
| 66605             | 1      | 0.1 %   |
| 66606             | 1      | 0.1 %   |
| 66611             | 1      | 0.1 %   |
| 66614             | 1      | 0.1 %   |
| 66616             | 1      | 0.1 %   |
| 66762             | 1      | 0.1 %   |
| 66839             | 2      | 0.3 %   |
| 67010             | 1      | 0.1 %   |
| 67152             | 1      | 0.1 %   |
| 67156             | 1      | 0.1 %   |
| 67204             | 1      | 0.1 %   |
| 67208             | 1      | 0.1 %   |
| 67212             | 1      | 0.1 %   |
| 67213             | 1      | 0.1 %   |
| 67217             | 1      | 0.1 %   |
| 67218             | 1      | 0.1 %   |
| 67220             | 1      | 0.1 %   |
| 67223             | 1      | 0.1 %   |
| 67230             | 2      | 0.3 %   |
| 67235             | 1      | 0.1 %   |
| 67456             | 1      | 0.1 %   |
| 67530             | 1      | 0.1 %   |
| 68005             | 2      | 0.3 %   |
| 68104             | 1      | 0.1 %   |
| 68116             | 2      | 0.3 %   |
| 68124             | 1      | 0.1 %   |
| 68132             | 2      | 0.3 %   |
| 68135             | 1      | 0.1 %   |
| 68164             | 2      | 0.3 %   |
| 68186             | 1      | 0.1 %   |
| 68847             | 1      | 0.1 %   |
| 72701             | 1      | 0.1 %   |
| 72901             | 1      | 0.1 %   |
| 73065             | 1      | 0.1 %   |
| 73099             | 1      | 0.1 %   |
| 74011             | 1      | 0.1 %   |
| 74012             | 1      | 0.1 %   |
| 74037             | 1      | 0.1 %   |
| 74137             | 1      | 0.1 %   |
| 74403             | 1      | 0.1 %   |
| 76226             | 1      | 0.1 %   |
| 77399             | 1      | 0.1 %   |
| 77573             | 2      | 0.3 %   |

**Q1. Please provide the zip code to your home:**

| Q1. Home zip code | Number | Percent |
|-------------------|--------|---------|
| 78249             | 1      | 0.1 %   |
| 78362             | 1      | 0.1 %   |
| 78613             | 1      | 0.1 %   |
| 78790             | 1      | 0.1 %   |
| 80132             | 1      | 0.1 %   |
| 80138             | 1      | 0.1 %   |
| 80211             | 1      | 0.1 %   |
| 80921             | 1      | 0.1 %   |
| 83646             | 1      | 0.1 %   |
| 85262             | 1      | 0.1 %   |
| 85295             | 1      | 0.1 %   |
| 85382             | 1      | 0.1 %   |
| 87505             | 1      | 0.1 %   |
| 87801             | 1      | 0.1 %   |
| 89117             | 1      | 0.1 %   |
| 90503             | 1      | 0.1 %   |
| 91361             | 1      | 0.1 %   |
| 91768             | 1      | 0.1 %   |
| 92010             | 1      | 0.1 %   |
| 94106             | 1      | 0.1 %   |
| 94941             | 1      | 0.1 %   |
| 95503             | 1      | 0.1 %   |
| 95618             | 1      | 0.1 %   |
| 95695             | 1      | 0.1 %   |
| 95819             | 1      | 0.1 %   |
| 97530             | 1      | 0.1 %   |
| Not provided      | 45     | 6.2 %   |
| Total             | 722    | 100.0 % |

**WITHOUT "NOT PROVIDED" RESPONSES****Q1. Please provide the zip code to your home: (without "not provided")**

| <u>Q1. Home zip code</u> | <u>Number</u> | <u>Percent</u> |
|--------------------------|---------------|----------------|
| 64105                    | 99            | 14.6 %         |
| 64108                    | 69            | 10.2 %         |
| 64106                    | 62            | 9.2 %          |
| 64111                    | 11            | 1.6 %          |
| 64116                    | 10            | 1.5 %          |
| 64128                    | 9             | 1.3 %          |
| 64118                    | 9             | 1.3 %          |
| 64127                    | 9             | 1.3 %          |
| 64155                    | 9             | 1.3 %          |
| 64109                    | 8             | 1.2 %          |
| 64110                    | 8             | 1.2 %          |
| 64131                    | 8             | 1.2 %          |
| 64124                    | 7             | 1.0 %          |
| 66215                    | 6             | 0.9 %          |
| 64120                    | 6             | 0.9 %          |
| 66062                    | 6             | 0.9 %          |
| 64130                    | 5             | 0.7 %          |
| 64030                    | 5             | 0.7 %          |
| 64012                    | 5             | 0.7 %          |
| 64133                    | 5             | 0.7 %          |
| 64014                    | 5             | 0.7 %          |
| 64112                    | 5             | 0.7 %          |
| 64123                    | 4             | 0.6 %          |
| 64117                    | 4             | 0.6 %          |
| 66205                    | 4             | 0.6 %          |
| 65203                    | 4             | 0.6 %          |
| 64113                    | 4             | 0.6 %          |
| 64151                    | 4             | 0.6 %          |
| 66208                    | 4             | 0.6 %          |
| 64137                    | 4             | 0.6 %          |
| 64015                    | 4             | 0.6 %          |
| 66213                    | 3             | 0.4 %          |
| 64052                    | 3             | 0.4 %          |
| 64063                    | 3             | 0.4 %          |
| 64114                    | 3             | 0.4 %          |
| 64103                    | 3             | 0.4 %          |
| 64134                    | 3             | 0.4 %          |
| 66212                    | 3             | 0.4 %          |
| 66202                    | 3             | 0.4 %          |
| 66102                    | 3             | 0.4 %          |
| 66061                    | 3             | 0.4 %          |
| 66012                    | 3             | 0.4 %          |
| 64068                    | 3             | 0.4 %          |

**WITHOUT “NOT PROVIDED” RESPONSES****Q1. Please provide the zip code to your home: (without "not provided")**

| Q1. Home zip code | Number | Percent |
|-------------------|--------|---------|
| 64055             | 3      | 0.4 %   |
| 66204             | 3      | 0.4 %   |
| 64129             | 3      | 0.4 %   |
| 64152             | 3      | 0.4 %   |
| 64078             | 2      | 0.3 %   |
| 66048             | 2      | 0.3 %   |
| 66203             | 2      | 0.3 %   |
| 64138             | 2      | 0.3 %   |
| 68132             | 2      | 0.3 %   |
| 68116             | 2      | 0.3 %   |
| 60185             | 2      | 0.3 %   |
| 41017             | 2      | 0.3 %   |
| 66219             | 2      | 0.3 %   |
| 68164             | 2      | 0.3 %   |
| 64132             | 2      | 0.3 %   |
| 66214             | 2      | 0.3 %   |
| 66502             | 2      | 0.3 %   |
| 66216             | 2      | 0.3 %   |
| 64150             | 2      | 0.3 %   |
| 64024             | 2      | 0.3 %   |
| 67230             | 2      | 0.3 %   |
| 77573             | 2      | 0.3 %   |
| 64501             | 2      | 0.3 %   |
| 52402             | 2      | 0.3 %   |
| 64029             | 2      | 0.3 %   |
| 66104             | 2      | 0.3 %   |
| 66839             | 2      | 0.3 %   |
| 66112             | 2      | 0.3 %   |
| 65279             | 2      | 0.3 %   |
| 66210             | 2      | 0.3 %   |
| 66103             | 2      | 0.3 %   |
| 55447             | 2      | 0.3 %   |
| 68005             | 2      | 0.3 %   |
| 80211             | 1      | 0.1 %   |
| 2360              | 1      | 0.1 %   |
| 9751              | 1      | 0.1 %   |
| 64016             | 1      | 0.1 %   |
| 10035             | 1      | 0.1 %   |
| 63129             | 1      | 0.1 %   |
| 32233             | 1      | 0.1 %   |
| 66762             | 1      | 0.1 %   |
| 74012             | 1      | 0.1 %   |
| 78790             | 1      | 0.1 %   |

**WITHOUT “NOT PROVIDED” RESPONSES****Q1. Please provide the zip code to your home: (without "not provided")**

| Q1. Home zip code | Number | Percent |
|-------------------|--------|---------|
| 57106             | 1      | 0.1 %   |
| 66604             | 1      | 0.1 %   |
| 20007             | 1      | 0.1 %   |
| 65109             | 1      | 0.1 %   |
| 83646             | 1      | 0.1 %   |
| 63116             | 1      | 0.1 %   |
| 78613             | 1      | 0.1 %   |
| 67220             | 1      | 0.1 %   |
| 67010             | 1      | 0.1 %   |
| 50035             | 1      | 0.1 %   |
| 77399             | 1      | 0.1 %   |
| 67212             | 1      | 0.1 %   |
| 66611             | 1      | 0.1 %   |
| 64104             | 1      | 0.1 %   |
| 66614             | 1      | 0.1 %   |
| 85382             | 1      | 0.1 %   |
| 64212             | 1      | 0.1 %   |
| 63376             | 1      | 0.1 %   |
| 89117             | 1      | 0.1 %   |
| 66044             | 1      | 0.1 %   |
| 64081             | 1      | 0.1 %   |
| 74037             | 1      | 0.1 %   |
| 50263             | 1      | 0.1 %   |
| 94941             | 1      | 0.1 %   |
| 66221             | 1      | 0.1 %   |
| 64126             | 1      | 0.1 %   |
| 66101             | 1      | 0.1 %   |
| 55082             | 1      | 0.1 %   |
| 68124             | 1      | 0.1 %   |
| 45246             | 1      | 0.1 %   |
| 53072             | 1      | 0.1 %   |
| 72901             | 1      | 0.1 %   |
| 29707             | 1      | 0.1 %   |
| 46743             | 1      | 0.1 %   |
| 68135             | 1      | 0.1 %   |
| 57103             | 1      | 0.1 %   |
| 48842             | 1      | 0.1 %   |
| 66111             | 1      | 0.1 %   |
| 66206             | 1      | 0.1 %   |
| 67218             | 1      | 0.1 %   |
| 63122             | 1      | 0.1 %   |
| 50063             | 1      | 0.1 %   |
| 64156             | 1      | 0.1 %   |



**WITHOUT “NOT PROVIDED” RESPONSES****Q1. Please provide the zip code to your home: (without "not provided")**

| Q1. Home zip code | Number | Percent |
|-------------------|--------|---------|
| 91361             | 1      | 0.1 %   |
| 95503             | 1      | 0.1 %   |
| 66049             | 1      | 0.1 %   |
| 57744             | 1      | 0.1 %   |
| 30033             | 1      | 0.1 %   |
| 67152             | 1      | 0.1 %   |
| 65584             | 1      | 0.1 %   |
| 67208             | 1      | 0.1 %   |
| 51526             | 1      | 0.1 %   |
| 64119             | 1      | 0.1 %   |
| 50009             | 1      | 0.1 %   |
| 57701             | 1      | 0.1 %   |
| 68186             | 1      | 0.1 %   |
| 90503             | 1      | 0.1 %   |
| 66616             | 1      | 0.1 %   |
| 66218             | 1      | 0.1 %   |
| 64050             | 1      | 0.1 %   |
| 30169             | 1      | 0.1 %   |
| 30075             | 1      | 0.1 %   |
| 66106             | 1      | 0.1 %   |
| 51250             | 1      | 0.1 %   |
| 67456             | 1      | 0.1 %   |
| 73065             | 1      | 0.1 %   |
| 65202             | 1      | 0.1 %   |
| 4113              | 1      | 0.1 %   |
| 65201             | 1      | 0.1 %   |
| 68847             | 1      | 0.1 %   |
| 68104             | 1      | 0.1 %   |
| 65401             | 1      | 0.1 %   |
| 10960             | 1      | 0.1 %   |
| 65536             | 1      | 0.1 %   |
| 50010             | 1      | 0.1 %   |
| 74137             | 1      | 0.1 %   |
| 66542             | 1      | 0.1 %   |
| 67217             | 1      | 0.1 %   |
| 67156             | 1      | 0.1 %   |
| 22192             | 1      | 0.1 %   |
| 65104             | 1      | 0.1 %   |
| 17865             | 1      | 0.1 %   |
| 74011             | 1      | 0.1 %   |
| 63114             | 1      | 0.1 %   |
| 73099             | 1      | 0.1 %   |
| 8251              | 1      | 0.1 %   |

**WITHOUT “NOT PROVIDED” RESPONSES****Q1. Please provide the zip code to your home: (without "not provided")**

| Q1. Home zip code | Number | Percent |
|-------------------|--------|---------|
| 67530             | 1      | 0.1 %   |
| 67213             | 1      | 0.1 %   |
| 66083             | 1      | 0.1 %   |
| 64062             | 1      | 0.1 %   |
| 21210             | 1      | 0.1 %   |
| 60106             | 1      | 0.1 %   |
| 67223             | 1      | 0.1 %   |
| 61406             | 1      | 0.1 %   |
| 66224             | 1      | 0.1 %   |
| 64158             | 1      | 0.1 %   |
| 80921             | 1      | 0.1 %   |
| 66226             | 1      | 0.1 %   |
| 64154             | 1      | 0.1 %   |
| 65721             | 1      | 0.1 %   |
| 14221             | 1      | 0.1 %   |
| 66109             | 1      | 0.1 %   |
| 94106             | 1      | 0.1 %   |
| 64086             | 1      | 0.1 %   |
| 58401             | 1      | 0.1 %   |
| 20912             | 1      | 0.1 %   |
| 76226             | 1      | 0.1 %   |
| 74403             | 1      | 0.1 %   |
| 91768             | 1      | 0.1 %   |
| 19335             | 1      | 0.1 %   |
| 66605             | 1      | 0.1 %   |
| 63123             | 1      | 0.1 %   |
| 67204             | 1      | 0.1 %   |
| 72701             | 1      | 0.1 %   |
| 53703             | 1      | 0.1 %   |
| 65807             | 1      | 0.1 %   |
| 64036             | 1      | 0.1 %   |
| 64085             | 1      | 0.1 %   |
| 46143             | 1      | 0.1 %   |
| 66115             | 1      | 0.1 %   |
| 50169             | 1      | 0.1 %   |
| 80138             | 1      | 0.1 %   |
| 67235             | 1      | 0.1 %   |
| 54952             | 1      | 0.1 %   |
| 85295             | 1      | 0.1 %   |
| 85262             | 1      | 0.1 %   |
| 64019             | 1      | 0.1 %   |
| 66013             | 1      | 0.1 %   |
| 51041             | 1      | 0.1 %   |

**WITHOUT "NOT PROVIDED" RESPONSES****Q1. Please provide the zip code to your home: (without "not provided")**

| Q1. Home zip code | Number | Percent |
|-------------------|--------|---------|
| 30040             | 1      | 0.1 %   |
| 30072             | 1      | 0.1 %   |
| 38652             | 1      | 0.1 %   |
| 34211             | 1      | 0.1 %   |
| 47401             | 1      | 0.1 %   |
| 95618             | 1      | 0.1 %   |
| 95819             | 1      | 0.1 %   |
| 95695             | 1      | 0.1 %   |
| 50424             | 1      | 0.1 %   |
| 64870             | 1      | 0.1 %   |
| 78249             | 1      | 0.1 %   |
| 87505             | 1      | 0.1 %   |
| 92010             | 1      | 0.1 %   |
| 44123             | 1      | 0.1 %   |
| 44107             | 1      | 0.1 %   |
| 78362             | 1      | 0.1 %   |
| 66606             | 1      | 0.1 %   |
| 66207             | 1      | 0.1 %   |
| 80132             | 1      | 0.1 %   |
| 64125             | 1      | 0.1 %   |
| 33028             | 1      | 0.1 %   |
| 87801             | 1      | 0.1 %   |
| 37530             | 1      | 0.1 %   |
| 46410             | 1      | 0.1 %   |
| 64057             | 1      | 0.1 %   |
| 64064             | 1      | 0.1 %   |
| 63301             | 1      | 0.1 %   |
| 54105             | 1      | 0.1 %   |
| 97530             | 1      | 0.1 %   |
| 65559             | 1      | 0.1 %   |
| Total             | 677    | 100.0 % |

**Q1. Please provide the zip code to your workplace:**

| Q1. Workplace zip code | Number | Percent |
|------------------------|--------|---------|
| 4106                   | 1      | 0.1 %   |
| 8210                   | 1      | 0.1 %   |
| 14221                  | 1      | 0.1 %   |
| 17865                  | 1      | 0.1 %   |
| 19335                  | 1      | 0.1 %   |
| 20007                  | 1      | 0.1 %   |
| 20912                  | 1      | 0.1 %   |
| 30033                  | 1      | 0.1 %   |
| 30169                  | 1      | 0.1 %   |
| 33028                  | 1      | 0.1 %   |
| 37530                  | 1      | 0.1 %   |
| 41017                  | 1      | 0.1 %   |
| 44107                  | 1      | 0.1 %   |
| 46143                  | 1      | 0.1 %   |
| 46410                  | 1      | 0.1 %   |
| 47401                  | 1      | 0.1 %   |
| 50010                  | 1      | 0.1 %   |
| 50021                  | 1      | 0.1 %   |
| 50035                  | 1      | 0.1 %   |
| 50169                  | 1      | 0.1 %   |
| 51041                  | 1      | 0.1 %   |
| 51250                  | 1      | 0.1 %   |
| 52402                  | 2      | 0.3 %   |
| 53072                  | 1      | 0.1 %   |
| 53703                  | 1      | 0.1 %   |
| 54952                  | 1      | 0.1 %   |
| 55344                  | 1      | 0.1 %   |
| 55447                  | 1      | 0.1 %   |
| 57103                  | 1      | 0.1 %   |
| 57106                  | 1      | 0.1 %   |
| 57744                  | 1      | 0.1 %   |
| 58401                  | 1      | 0.1 %   |
| 63040                  | 1      | 0.1 %   |
| 63122                  | 2      | 0.3 %   |
| 63123                  | 1      | 0.1 %   |
| 63163                  | 1      | 0.1 %   |
| 63301                  | 1      | 0.1 %   |
| 64012                  | 1      | 0.1 %   |
| 64014                  | 1      | 0.1 %   |
| 64015                  | 2      | 0.3 %   |
| 64016                  | 1      | 0.1 %   |
| 64024                  | 1      | 0.1 %   |
| 64030                  | 4      | 0.6 %   |
| 64050                  | 1      | 0.1 %   |

**Q1. Please provide the zip code to your workplace:**

| Q1. Workplace zip code | Number | Percent |
|------------------------|--------|---------|
| 64052                  | 2      | 0.3 %   |
| 64055                  | 4      | 0.6 %   |
| 64063                  | 1      | 0.1 %   |
| 64064                  | 2      | 0.3 %   |
| 64067                  | 1      | 0.1 %   |
| 64078                  | 1      | 0.1 %   |
| 64081                  | 1      | 0.1 %   |
| 64085                  | 1      | 0.1 %   |
| 64086                  | 1      | 0.1 %   |
| 64101                  | 2      | 0.3 %   |
| 64102                  | 1      | 0.1 %   |
| 64104                  | 1      | 0.1 %   |
| 64105                  | 64     | 8.9 %   |
| 64106                  | 45     | 6.2 %   |
| 64108                  | 86     | 11.9 %  |
| 64109                  | 3      | 0.4 %   |
| 64110                  | 2      | 0.3 %   |
| 64111                  | 9      | 1.2 %   |
| 64112                  | 6      | 0.8 %   |
| 64113                  | 2      | 0.3 %   |
| 64114                  | 1      | 0.1 %   |
| 64116                  | 8      | 1.1 %   |
| 64117                  | 4      | 0.6 %   |
| 64118                  | 3      | 0.4 %   |
| 64119                  | 3      | 0.4 %   |
| 64120                  | 2      | 0.3 %   |
| 64123                  | 4      | 0.6 %   |
| 64126                  | 1      | 0.1 %   |
| 64127                  | 4      | 0.6 %   |
| 64128                  | 3      | 0.4 %   |
| 64129                  | 2      | 0.3 %   |
| 64130                  | 3      | 0.4 %   |
| 64131                  | 4      | 0.6 %   |
| 64133                  | 1      | 0.1 %   |
| 64134                  | 1      | 0.1 %   |
| 64137                  | 3      | 0.4 %   |
| 64150                  | 2      | 0.3 %   |
| 64151                  | 1      | 0.1 %   |
| 64152                  | 1      | 0.1 %   |
| 64153                  | 1      | 0.1 %   |
| 64154                  | 1      | 0.1 %   |
| 64155                  | 1      | 0.1 %   |
| 64156                  | 1      | 0.1 %   |
| 64166                  | 1      | 0.1 %   |

**Q1. Please provide the zip code to your workplace:**

| Q1. Workplace zip code | Number | Percent |
|------------------------|--------|---------|
| 64482                  | 1      | 0.1 %   |
| 64501                  | 1      | 0.1 %   |
| 64506                  | 1      | 0.1 %   |
| 64701                  | 1      | 0.1 %   |
| 65109                  | 1      | 0.1 %   |
| 65201                  | 1      | 0.1 %   |
| 65202                  | 1      | 0.1 %   |
| 65203                  | 2      | 0.3 %   |
| 65279                  | 1      | 0.1 %   |
| 65401                  | 1      | 0.1 %   |
| 65536                  | 1      | 0.1 %   |
| 65559                  | 1      | 0.1 %   |
| 65807                  | 1      | 0.1 %   |
| 66010                  | 1      | 0.1 %   |
| 66015                  | 1      | 0.1 %   |
| 66021                  | 1      | 0.1 %   |
| 66044                  | 1      | 0.1 %   |
| 66045                  | 1      | 0.1 %   |
| 66048                  | 1      | 0.1 %   |
| 66049                  | 1      | 0.1 %   |
| 66061                  | 3      | 0.4 %   |
| 66062                  | 4      | 0.6 %   |
| 66081                  | 1      | 0.1 %   |
| 66085                  | 2      | 0.3 %   |
| 66101                  | 1      | 0.1 %   |
| 66102                  | 4      | 0.6 %   |
| 66103                  | 1      | 0.1 %   |
| 66106                  | 1      | 0.1 %   |
| 66109                  | 1      | 0.1 %   |
| 66111                  | 1      | 0.1 %   |
| 66113                  | 1      | 0.1 %   |
| 66160                  | 3      | 0.4 %   |
| 66202                  | 1      | 0.1 %   |
| 66204                  | 2      | 0.3 %   |
| 66205                  | 4      | 0.6 %   |
| 66206                  | 1      | 0.1 %   |
| 66208                  | 2      | 0.3 %   |
| 66210                  | 2      | 0.3 %   |
| 66211                  | 1      | 0.1 %   |
| 66212                  | 3      | 0.4 %   |
| 66213                  | 1      | 0.1 %   |
| 66214                  | 2      | 0.3 %   |
| 66215                  | 4      | 0.6 %   |
| 66218                  | 1      | 0.1 %   |

**Q1. Please provide the zip code to your workplace:**

| Q1. Workplace zip code | Number | Percent |
|------------------------|--------|---------|
| 66502                  | 2      | 0.3 %   |
| 66606                  | 1      | 0.1 %   |
| 66611                  | 1      | 0.1 %   |
| 66614                  | 1      | 0.1 %   |
| 66616                  | 1      | 0.1 %   |
| 66762                  | 1      | 0.1 %   |
| 66839                  | 2      | 0.3 %   |
| 67010                  | 1      | 0.1 %   |
| 67153                  | 1      | 0.1 %   |
| 67213                  | 2      | 0.3 %   |
| 67220                  | 1      | 0.1 %   |
| 67230                  | 2      | 0.3 %   |
| 67456                  | 1      | 0.1 %   |
| 68005                  | 1      | 0.1 %   |
| 68107                  | 1      | 0.1 %   |
| 68124                  | 1      | 0.1 %   |
| 68132                  | 1      | 0.1 %   |
| 68164                  | 1      | 0.1 %   |
| 68182                  | 1      | 0.1 %   |
| 72701                  | 1      | 0.1 %   |
| 72901                  | 1      | 0.1 %   |
| 73064                  | 1      | 0.1 %   |
| 74012                  | 1      | 0.1 %   |
| 74037                  | 1      | 0.1 %   |
| 74137                  | 1      | 0.1 %   |
| 74403                  | 1      | 0.1 %   |
| 76068                  | 1      | 0.1 %   |
| 76226                  | 1      | 0.1 %   |
| 77030                  | 1      | 0.1 %   |
| 78231                  | 1      | 0.1 %   |
| 78411                  | 1      | 0.1 %   |
| 80132                  | 1      | 0.1 %   |
| 80138                  | 1      | 0.1 %   |
| 80211                  | 1      | 0.1 %   |
| 87801                  | 1      | 0.1 %   |
| 89117                  | 1      | 0.1 %   |
| 90503                  | 1      | 0.1 %   |
| 91361                  | 1      | 0.1 %   |
| 94106                  | 1      | 0.1 %   |
| 95503                  | 1      | 0.1 %   |
| 95616                  | 1      | 0.1 %   |
| 95695                  | 1      | 0.1 %   |
| 95819                  | 1      | 0.1 %   |
| 97530                  | 1      | 0.1 %   |
| Not provided           | 265    | 36.7 %  |
| Total                  | 722    | 100.0 % |

**WITHOUT “NOT PROVIDED” RESPONSES****Q1. Please provide the zip code to your workplace: (without "not provided")**

| Q1. Workplace zip code | Number | Percent |
|------------------------|--------|---------|
| 64108                  | 86     | 18.8 %  |
| 64105                  | 64     | 14.0 %  |
| 64106                  | 45     | 9.8 %   |
| 64111                  | 9      | 2.0 %   |
| 64116                  | 8      | 1.8 %   |
| 64112                  | 6      | 1.3 %   |
| 64055                  | 4      | 0.9 %   |
| 64123                  | 4      | 0.9 %   |
| 64131                  | 4      | 0.9 %   |
| 64117                  | 4      | 0.9 %   |
| 66205                  | 4      | 0.9 %   |
| 64127                  | 4      | 0.9 %   |
| 64030                  | 4      | 0.9 %   |
| 66102                  | 4      | 0.9 %   |
| 66215                  | 4      | 0.9 %   |
| 66062                  | 4      | 0.9 %   |
| 66061                  | 3      | 0.7 %   |
| 66160                  | 3      | 0.7 %   |
| 64109                  | 3      | 0.7 %   |
| 64130                  | 3      | 0.7 %   |
| 64128                  | 3      | 0.7 %   |
| 66212                  | 3      | 0.7 %   |
| 64119                  | 3      | 0.7 %   |
| 64118                  | 3      | 0.7 %   |
| 64137                  | 3      | 0.7 %   |
| 66204                  | 2      | 0.4 %   |
| 67230                  | 2      | 0.4 %   |
| 66214                  | 2      | 0.4 %   |
| 67213                  | 2      | 0.4 %   |
| 64064                  | 2      | 0.4 %   |
| 64113                  | 2      | 0.4 %   |
| 64015                  | 2      | 0.4 %   |
| 66502                  | 2      | 0.4 %   |
| 64110                  | 2      | 0.4 %   |
| 66839                  | 2      | 0.4 %   |
| 64120                  | 2      | 0.4 %   |
| 66085                  | 2      | 0.4 %   |
| 63122                  | 2      | 0.4 %   |
| 64150                  | 2      | 0.4 %   |
| 65203                  | 2      | 0.4 %   |
| 52402                  | 2      | 0.4 %   |
| 66208                  | 2      | 0.4 %   |
| 64101                  | 2      | 0.4 %   |



**WITHOUT “NOT PROVIDED” RESPONSES****Q1. Please provide the zip code to your workplace: (without "not provided")**

| Q1. Workplace zip code | Number | Percent |
|------------------------|--------|---------|
| 64052                  | 2      | 0.4 %   |
| 64129                  | 2      | 0.4 %   |
| 66210                  | 2      | 0.4 %   |
| 66044                  | 1      | 0.2 %   |
| 90503                  | 1      | 0.2 %   |
| 64126                  | 1      | 0.2 %   |
| 64104                  | 1      | 0.2 %   |
| 66113                  | 1      | 0.2 %   |
| 63123                  | 1      | 0.2 %   |
| 66101                  | 1      | 0.2 %   |
| 50035                  | 1      | 0.2 %   |
| 64114                  | 1      | 0.2 %   |
| 19335                  | 1      | 0.2 %   |
| 65109                  | 1      | 0.2 %   |
| 64012                  | 1      | 0.2 %   |
| 53703                  | 1      | 0.2 %   |
| 67010                  | 1      | 0.2 %   |
| 55344                  | 1      | 0.2 %   |
| 64506                  | 1      | 0.2 %   |
| 63163                  | 1      | 0.2 %   |
| 76068                  | 1      | 0.2 %   |
| 91361                  | 1      | 0.2 %   |
| 72901                  | 1      | 0.2 %   |
| 80211                  | 1      | 0.2 %   |
| 66202                  | 1      | 0.2 %   |
| 64016                  | 1      | 0.2 %   |
| 63040                  | 1      | 0.2 %   |
| 67153                  | 1      | 0.2 %   |
| 74037                  | 1      | 0.2 %   |
| 50021                  | 1      | 0.2 %   |
| 66211                  | 1      | 0.2 %   |
| 66611                  | 1      | 0.2 %   |
| 66616                  | 1      | 0.2 %   |
| 68124                  | 1      | 0.2 %   |
| 53072                  | 1      | 0.2 %   |
| 57103                  | 1      | 0.2 %   |
| 51041                  | 1      | 0.2 %   |
| 67220                  | 1      | 0.2 %   |
| 65279                  | 1      | 0.2 %   |
| 95503                  | 1      | 0.2 %   |
| 66049                  | 1      | 0.2 %   |
| 57744                  | 1      | 0.2 %   |
| 30033                  | 1      | 0.2 %   |

**WITHOUT “NOT PROVIDED” RESPONSES****Q1. Please provide the zip code to your workplace: (without "not provided")**

| Q1. Workplace zip code | Number | Percent |
|------------------------|--------|---------|
| 68182                  | 1      | 0.2 %   |
| 64133                  | 1      | 0.2 %   |
| 64081                  | 1      | 0.2 %   |
| 64155                  | 1      | 0.2 %   |
| 64166                  | 1      | 0.2 %   |
| 68005                  | 1      | 0.2 %   |
| 66048                  | 1      | 0.2 %   |
| 30169                  | 1      | 0.2 %   |
| 66015                  | 1      | 0.2 %   |
| 50169                  | 1      | 0.2 %   |
| 67456                  | 1      | 0.2 %   |
| 89117                  | 1      | 0.2 %   |
| 65202                  | 1      | 0.2 %   |
| 4106                   | 1      | 0.2 %   |
| 65201                  | 1      | 0.2 %   |
| 64078                  | 1      | 0.2 %   |
| 66021                  | 1      | 0.2 %   |
| 65401                  | 1      | 0.2 %   |
| 77030                  | 1      | 0.2 %   |
| 50010                  | 1      | 0.2 %   |
| 74137                  | 1      | 0.2 %   |
| 66045                  | 1      | 0.2 %   |
| 64154                  | 1      | 0.2 %   |
| 66762                  | 1      | 0.2 %   |
| 64501                  | 1      | 0.2 %   |
| 17865                  | 1      | 0.2 %   |
| 20007                  | 1      | 0.2 %   |
| 64156                  | 1      | 0.2 %   |
| 74012                  | 1      | 0.2 %   |
| 66081                  | 1      | 0.2 %   |
| 73064                  | 1      | 0.2 %   |
| 8210                   | 1      | 0.2 %   |
| 66010                  | 1      | 0.2 %   |
| 64482                  | 1      | 0.2 %   |
| 64102                  | 1      | 0.2 %   |
| 66614                  | 1      | 0.2 %   |
| 64701                  | 1      | 0.2 %   |
| 64134                  | 1      | 0.2 %   |
| 66213                  | 1      | 0.2 %   |
| 66218                  | 1      | 0.2 %   |
| 65807                  | 1      | 0.2 %   |
| 14221                  | 1      | 0.2 %   |
| 68107                  | 1      | 0.2 %   |

**WITHOUT “NOT PROVIDED” RESPONSES****Q1. Please provide the zip code to your workplace: (without "not provided")**

| Q1. Workplace zip code | Number | Percent |
|------------------------|--------|---------|
| 68132                  | 1      | 0.2 %   |
| 94106                  | 1      | 0.2 %   |
| 64153                  | 1      | 0.2 %   |
| 64086                  | 1      | 0.2 %   |
| 58401                  | 1      | 0.2 %   |
| 20912                  | 1      | 0.2 %   |
| 76226                  | 1      | 0.2 %   |
| 74403                  | 1      | 0.2 %   |
| 64063                  | 1      | 0.2 %   |
| 55447                  | 1      | 0.2 %   |
| 72701                  | 1      | 0.2 %   |
| 68164                  | 1      | 0.2 %   |
| 57106                  | 1      | 0.2 %   |
| 64014                  | 1      | 0.2 %   |
| 51250                  | 1      | 0.2 %   |
| 64067                  | 1      | 0.2 %   |
| 64085                  | 1      | 0.2 %   |
| 46143                  | 1      | 0.2 %   |
| 66109                  | 1      | 0.2 %   |
| 65536                  | 1      | 0.2 %   |
| 80138                  | 1      | 0.2 %   |
| 54952                  | 1      | 0.2 %   |
| 47401                  | 1      | 0.2 %   |
| 41017                  | 1      | 0.2 %   |
| 64050                  | 1      | 0.2 %   |
| 95616                  | 1      | 0.2 %   |
| 95819                  | 1      | 0.2 %   |
| 95695                  | 1      | 0.2 %   |
| 66103                  | 1      | 0.2 %   |
| 78231                  | 1      | 0.2 %   |
| 64152                  | 1      | 0.2 %   |
| 44107                  | 1      | 0.2 %   |
| 64151                  | 1      | 0.2 %   |
| 78411                  | 1      | 0.2 %   |
| 66606                  | 1      | 0.2 %   |
| 66106                  | 1      | 0.2 %   |
| 80132                  | 1      | 0.2 %   |
| 33028                  | 1      | 0.2 %   |
| 87801                  | 1      | 0.2 %   |
| 66111                  | 1      | 0.2 %   |
| 37530                  | 1      | 0.2 %   |
| 46410                  | 1      | 0.2 %   |
| 64024                  | 1      | 0.2 %   |

**WITHOUT "NOT PROVIDED" RESPONSES****Q1. Please provide the zip code to your workplace: (without "not provided")**

| <u>Q1. Workplace zip code</u> | <u>Number</u> | <u>Percent</u> |
|-------------------------------|---------------|----------------|
| 63301                         | 1             | 0.2 %          |
| 66206                         | 1             | 0.2 %          |
| 97530                         | 1             | 0.2 %          |
| 65559                         | 1             | 0.2 %          |
| Total                         | 457           | 100.0 %        |

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

|                                  | Number | Percent |
|----------------------------------|--------|---------|
| 7                                | 55     | 7.6 %   |
| 6                                | 30     | 4.2 %   |
| 5                                | 55     | 7.6 %   |
| 4                                | 57     | 7.9 %   |
| 3                                | 73     | 10.1 %  |
| 2                                | 58     | 8.0 %   |
| 1                                | 64     | 8.9 %   |
| Not a regular rider/just started | 315    | 43.6 %  |
| Not provided                     | 15     | 2.1 %   |
| Total                            | 722    | 100.0 % |

**WITHOUT "NOT PROVIDED" RESPONSES****Q2. In a typical week, how many days do you ride the KC Streetcar? (without "not provided")**

|                                  | Number | Percent |
|----------------------------------|--------|---------|
| 7                                | 55     | 7.8 %   |
| 6                                | 30     | 4.2 %   |
| 5                                | 55     | 7.8 %   |
| 4                                | 57     | 8.1 %   |
| 3                                | 73     | 10.3 %  |
| 2                                | 58     | 8.2 %   |
| 1                                | 64     | 9.1 %   |
| Not a regular rider/just started | 315    | 44.6 %  |
| Total                            | 707    | 100.0 % |

**Q3. How many years have you used the KC Streetcar?**

|                  | Number | Percent |
|------------------|--------|---------|
| Less than 1 year | 317    | 43.9 %  |
| 1-2 years        | 157    | 21.7 %  |
| 3-4 years        | 111    | 15.4 %  |
| 5+ years         | 116    | 16.1 %  |
| Not provided     | 21     | 2.9 %   |
| Total            | 722    | 100.0 % |

**WITHOUT "NOT PROVIDED" RESPONSES****Q3. How many years have you used the KC Streetcar? (without "not provided")**

|                  | Number | Percent |
|------------------|--------|---------|
| Less than 1 year | 317    | 45.2 %  |
| 1-2 years        | 157    | 22.4 %  |
| 3-4 years        | 111    | 15.8 %  |
| 5+ years         | 116    | 16.5 %  |
| Total            | 701    | 100.0 % |

**Q4. How did you access KC Streetcar for this trip?**

| <u>Q4. How did you access KC Streetcar for this trip</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Walked   | 519           | 71.9 %         |
| Drove a car  | 165           | 22.9 %         |
| Dropped off by Uber or similar service                   | 14            | 1.9 %          |
| Bike share   | 1             | 0.1 %          |
| E-scooter  | 1             | 0.1 %          |
| Dropped off (not a service)                              | 12            | 1.7 %          |
| Personal bicycle   | 3             | 0.4 %          |
| Not provided   | 7             | 1.0 %          |
| Total  | 722           | 100.0 %        |

**WITHOUT "NOT PROVIDED" RESPONSES****Q4. How did you access KC Streetcar for this trip? (without "not provided")**

| <u>Q4. How did you access KC Streetcar for this trip</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Walked   | 519           | 72.6 %         |
| Drove a car  | 165           | 23.1 %         |
| Dropped off by Uber or similar service                   | 14            | 2.0 %          |
| Bike share   | 1             | 0.1 %          |
| E-scooter  | 1             | 0.1 %          |
| Dropped off (not a service)                              | 12            | 1.7 %          |
| Personal bicycle   | 3             | 0.4 %          |
| Total  | 715           | 100.0 %        |

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

| <u>Q6. Top choice</u>         | <u>Number</u> | <u>Percent</u> |
|-------------------------------|---------------|----------------|
| Bus                           | 157           | 21.7 %         |
| Paratransit                   | 1             | 0.1 %          |
| Personal bicycle              | 23            | 3.2 %          |
| Carpool/vanpool               | 48            | 6.6 %          |
| Streetcar                     | 246           | 34.1 %         |
| Walking                       | 97            | 13.4 %         |
| Bike share                    | 2             | 0.3 %          |
| Uber, Lyft or similar service | 14            | 1.9 %          |
| E-scooter                     | 1             | 0.1 %          |
| Personal vehicle              | 106           | 14.7 %         |
| None chosen                   | 27            | 3.7 %          |
| Total                         | 722           | 100.0 %        |

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

| <u>Q6. 2nd choice</u>         | <u>Number</u> | <u>Percent</u> |
|-------------------------------|---------------|----------------|
| Bus                           | 2             | 0.3 %          |
| Paratransit                   | 1             | 0.1 %          |
| Personal bicycle              | 7             | 1.0 %          |
| Carpool/vanpool               | 7             | 1.0 %          |
| Streetcar                     | 153           | 21.2 %         |
| Walking                       | 252           | 34.9 %         |
| Bike share                    | 5             | 0.7 %          |
| Uber, Lyft or similar service | 59            | 8.2 %          |
| MetroFlex                     | 2             | 0.3 %          |
| E-scooter                     | 7             | 1.0 %          |
| Personal vehicle              | 63            | 8.7 %          |
| None chosen                   | 164           | 22.7 %         |
| Total                         | 722           | 100.0 %        |



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

| Q6. 3rd choice                | Number | Percent |
|-------------------------------|--------|---------|
| Bus                           | 4      | 0.6 %   |
| Personal bicycle              | 3      | 0.4 %   |
| Carpool/vanpool               | 3      | 0.4 %   |
| Streetcar                     | 27     | 3.7 %   |
| Walking                       | 109    | 15.1 %  |
| Bike share                    | 7      | 1.0 %   |
| Uber, Lyft or similar service | 67     | 9.3 %   |
| MetroFlex                     | 3      | 0.4 %   |
| E-scooter                     | 10     | 1.4 %   |
| Personal vehicle              | 231    | 32.0 %  |
| None chosen                   | 258    | 35.7 %  |
| Total                         | 722    | 100.0 % |

**SUM OF THE TOP THREE CHOICES****Q6. Please select the 3 travel modes you most often use in the Kansas City area? (top 3)**

|                               | Number | Percent |
|-------------------------------|--------|---------|
| Bus                           | 163    | 22.6 %  |
| Paratransit                   | 2      | 0.3 %   |
| Personal bicycle              | 33     | 4.6 %   |
| Carpool/vanpool               | 58     | 8.0 %   |
| Streetcar                     | 426    | 59.0 %  |
| Walking                       | 458    | 63.4 %  |
| Bike share                    | 14     | 1.9 %   |
| Uber, Lyft or similar service | 140    | 19.4 %  |
| MetroFlex                     | 5      | 0.7 %   |
| E-scooter                     | 18     | 2.5 %   |
| Personal vehicle              | 400    | 55.4 %  |
| None chosen                   | 27     | 3.7 %   |
| Total                         | 1744   |         |

**Q7. What is the PRIMARY PURPOSE of your KC Streetcar trip today?**

| <u>Q7. Primary purpose of your KC Streetcar trip today</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Work   | 153           | 21.2 %         |
| Education  | 14            | 1.9 %          |
| Entertainment (dining, museums, etc.)                      | 289           | 40.0 %         |
| Shopping   | 72            | 10.0 %         |
| Job seeking  | 12            | 1.7 %          |
| Social/recreation  | 133           | 18.4 %         |
| Health/medical   | 12            | 1.7 %          |
| Other  | 15            | 2.1 %          |
| Not provided   | 22            | 3.0 %          |
| Total  | 722           | 100.0 %        |

**WITHOUT "NOT PROVIDED" RESPONSES****Q7. What is the PRIMARY PURPOSE of your KC Streetcar trip today? (without "not provided")**

| <u>Q7. Primary purpose of your KC Streetcar trip today</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Work   | 153           | 21.9 %         |
| Education  | 14            | 2.0 %          |
| Entertainment (dining, museums, etc.)                      | 289           | 41.3 %         |
| Shopping   | 72            | 10.3 %         |
| Job seeking  | 12            | 1.7 %          |
| Social/recreation  | 133           | 19.0 %         |
| Health/medical   | 12            | 1.7 %          |
| Other  | 15            | 2.1 %          |
| Total  | 700           | 100.0 %        |

**Q7-8. Other**

| <u>Q7-8. Other</u>                     | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Tourist                                | 2             | 13.3 %         |
| Coffee                                 | 2             | 13.3 %         |
| Just riding                            | 1             | 6.7 %          |
| Group to learn about streetcar         | 1             | 6.7 %          |
| Cultural orientation for refugees      | 1             | 6.7 %          |
| Conference                             | 1             | 6.7 %          |
| Exercise                               | 1             | 6.7 %          |
| Catch bus                              | 1             | 6.7 %          |
| Family                                 | 1             | 6.7 %          |
| Car getting serviced                   | 1             | 6.7 %          |
| Visiting                               | 1             | 6.7 %          |
| Caseworker                             | 1             | 6.7 %          |
| For fun. We love riding the streetcar. | 1             | 6.7 %          |
| Total                                  | 15            | 100.0 %        |

**Q8-20. How do you rate RideKC Streetcar service?**

(N=722)

|  | Very satisfied | Satisfied | Fair  | Dissatisfied | Poor | Not provided |
|--|----------------|-----------|-------|--------------|------|--------------|
| Q8. Reliability of service                               | 72.7%          | 20.8%     | 4.8%  | 0.3%         | 0.0% | 1.4%         |
| Q9. Ease of use  | 82.0%          | 14.0%     | 1.4%  | 0.1%         | 0.0% | 2.5%         |
| Q10. Vehicles running on schedule                        | 65.9%          | 21.9%     | 8.0%  | 1.4%         | 0.1% | 2.6%         |
| Q11. Condition of stations                               | 75.8%          | 17.6%     | 3.5%  | 0.3%         | 0.0% | 2.9%         |
| Q12. Access to stops & platforms                         | 76.7%          | 16.1%     | 3.3%  | 0.8%         | 0.1% | 2.9%         |
| Q13. Vehicle comfort & features                          | 68.8%          | 21.5%     | 5.7%  | 0.6%         | 0.1% | 3.3%         |
| Q14. Cleanliness of vehicles                             | 76.0%          | 18.7%     | 2.9%  | 0.1%         | 0.0% | 2.2%         |
| Q15. Personal safety while riding                        | 71.7%          | 20.1%     | 4.2%  | 0.4%         | 0.6% | 3.0%         |
| Q16. Personal safety while waiting at stops              | 64.3%          | 23.7%     | 7.8%  | 1.0%         | 0.4% | 2.9%         |
| Q17. Amenities at stops, platforms, & transit centers    | 51.1%          | 21.7%     | 16.2% | 2.9%         | 1.2% | 6.8%         |
| Q18. Professionalism & friendliness of operators & staff | 75.9%          | 14.5%     | 3.0%  | 0.6%         | 0.1% | 5.8%         |
| Q19. Helpfulness of Call Center representatives          | 49.9%          | 14.1%     | 7.8%  | 0.8%         | 0.4% | 27.0%        |
| Q20. Information on service disruptions & delays         | 49.4%          | 16.6%     | 10.1% | 2.8%         | 1.2% | 19.8%        |

**WITHOUT “NOT PROVIDED” RESPONSES****Q8-20. How do you rate RideKC Streetcar service? (without "not provided")**

(N=722)

|  | Very satisfied | Satisfied | Fair  | Dissatisfied | Poor |
|--|----------------|-----------|-------|--------------|------|
| Q8. Reliability of service                               | 73.7%          | 21.1%     | 4.9%  | 0.3%         | 0.0% |
| Q9. Ease of use  | 84.1%          | 14.3%     | 1.4%  | 0.1%         | 0.0% |
| Q10. Vehicles running on schedule                        | 67.7%          | 22.5%     | 8.3%  | 1.4%         | 0.1% |
| Q11. Condition of stations                               | 78.0%          | 18.1%     | 3.6%  | 0.3%         | 0.0% |
| Q12. Access to stops & platforms                         | 79.0%          | 16.5%     | 3.4%  | 0.9%         | 0.1% |
| Q13. Vehicle comfort & features                          | 71.2%          | 22.2%     | 5.9%  | 0.6%         | 0.1% |
| Q14. Cleanliness of vehicles                             | 77.8%          | 19.1%     | 3.0%  | 0.1%         | 0.0% |
| Q15. Personal safety while riding                        | 74.0%          | 20.7%     | 4.3%  | 0.4%         | 0.6% |
| Q16. Personal safety while waiting at stops              | 66.2%          | 24.4%     | 8.0%  | 1.0%         | 0.4% |
| Q17. Amenities at stops, platforms, & transit centers    | 54.8%          | 23.3%     | 17.4% | 3.1%         | 1.3% |
| Q18. Professionalism & friendliness of operators & staff | 80.6%          | 15.4%     | 3.2%  | 0.6%         | 0.1% |
| Q19. Helpfulness of Call Center representatives          | 68.3%          | 19.4%     | 10.6% | 1.1%         | 0.6% |
| Q20. Information on service disruptions & delays         | 61.7%          | 20.7%     | 12.6% | 3.5%         | 1.6% |

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

| <u>Q21. Top choice</u>                              | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Reliability of service                              | 257           | 35.6 %         |
| Ease of use   | 110           | 15.2 %         |
| Vehicles running on schedule                        | 85            | 11.8 %         |
| Condition of stations                               | 10            | 1.4 %          |
| Access to stops & platforms                         | 22            | 3.0 %          |
| Vehicle comfort & features                          | 5             | 0.7 %          |
| Cleanliness of vehicles                             | 46            | 6.4 %          |
| Personal safety while riding                        | 73            | 10.1 %         |
| Personal safety while waiting at stops              | 20            | 2.8 %          |
| Amenities at stops, platforms, & transit centers    | 16            | 2.2 %          |
| Professionalism & friendliness of operators & staff | 24            | 3.3 %          |
| Helpfulness of Call Center representatives          | 2             | 0.3 %          |
| Information on service disruptions & delays         | 16            | 2.2 %          |
| None chosen   | 36            | 5.0 %          |
| Total   | 722           | 100.0 %        |

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

| <u>Q21. 2nd choice</u>                              | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Reliability of service                              | 80            | 11.1 %         |
| Ease of use   | 65            | 9.0 %          |
| Vehicles running on schedule                        | 79            | 10.9 %         |
| Condition of stations                               | 7             | 1.0 %          |
| Access to stops & platforms                         | 32            | 4.4 %          |
| Vehicle comfort & features                          | 16            | 2.2 %          |
| Cleanliness of vehicles                             | 93            | 12.9 %         |
| Personal safety while riding                        | 107           | 14.8 %         |
| Personal safety while waiting at stops              | 68            | 9.4 %          |
| Amenities at stops, platforms, & transit centers    | 29            | 4.0 %          |
| Professionalism & friendliness of operators & staff | 23            | 3.2 %          |
| Helpfulness of Call Center representatives          | 8             | 1.1 %          |
| Information on service disruptions & delays         | 40            | 5.5 %          |
| None chosen   | 75            | 10.4 %         |
| Total   | 722           | 100.0 %        |

**SUM OF THE TOP THREE CHOICES****Q21. Which elements listed in Question 8-20 are most important to you? (top 2)**

|   | Number | Percent |
|---|--------|---------|
| Reliability of service                              | 337    | 46.7 %  |
| Ease of use   | 175    | 24.2 %  |
| Vehicles running on schedule                        | 164    | 22.7 %  |
| Condition of stations                               | 17     | 2.4 %   |
| Access to stops & platforms                         | 54     | 7.5 %   |
| Vehicle comfort & features                          | 21     | 2.9 %   |
| Cleanliness of vehicles                             | 139    | 19.3 %  |
| Personal safety while riding                        | 180    | 24.9 %  |
| Personal safety while waiting at stops              | 88     | 12.2 %  |
| Amenities at stops, platforms, & transit centers    | 45     | 6.2 %   |
| Professionalism & friendliness of operators & staff | 47     | 6.5 %   |
| Helpfulness of Call Center representatives          | 10     | 1.4 %   |
| Information on service disruptions & delays         | 56     | 7.8 %   |
| None chosen   | 36     | 5.0 %   |
| Total   | 1369   |         |

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

Q22. Where do you go for KC Streetcar schedule &amp; delay information

|  | Number | Percent |
|--|--------|---------|
| Interactive kiosks                         | 120    | 16.6 %  |
| Facebook                                   | 28     | 3.9 %   |
| Twitter                                    | 26     | 3.6 %   |
| Mobile apps (Transit app, City Post, etc.) | 185    | 25.6 %  |
| Text alerts                                | 17     | 2.4 %   |
| RideKC call center                         | 20     | 2.8 %   |
| Real-time arrival signs at stops           | 249    | 34.5 %  |
| KC Streetcar main phone                    | 32     | 4.4 %   |
| Other                                      | 51     | 7.1 %   |
| Total                                      | 728    |         |

**Q22-9. Other**

| Q22-9. Other                 | Number | Percent |
|------------------------------|--------|---------|
| Google                       | 15     | 29.4 %  |
| Friend                       | 6      | 11.8 %  |
| Internet                     | 3      | 5.9 %   |
| Ride kc website              | 3      | 5.9 %   |
| Website                      | 3      | 5.9 %   |
| Hotel                        | 3      | 5.9 %   |
| Hotel desk                   | 2      | 3.9 %   |
| KC Streetcar tracker website | 2      | 3.9 %   |
| Streetcar website            | 1      | 2.0 %   |
| Visitkc                      | 1      | 2.0 %   |
| KC Streetcar website         | 1      | 2.0 %   |
| Onsite                       | 1      | 2.0 %   |
| Online                       | 1      | 2.0 %   |
| Apple or google maps         | 1      | 2.0 %   |
| Map                          | 1      | 2.0 %   |
| kcstreetcar.org              | 1      | 2.0 %   |
| I see it                     | 1      | 2.0 %   |
| Instagram                    | 1      | 2.0 %   |
| Information center           | 1      | 2.0 %   |
| Visit kc                     | 1      | 2.0 %   |
| KCATA bus tracker website    | 1      | 2.0 %   |
| RideKC website, google maps  | 1      | 2.0 %   |
| Total                        | 51     | 100.0 % |

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

| <u>Q23. How would you prefer to learn about service alerts</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Kiosks   | 131           | 18.1 %         |
| Facebook   | 49            | 6.8 %          |
| Twitter  | 44            | 6.1 %          |
| Mobile apps  | 255           | 35.3 %         |
| Push notifications   | 60            | 8.3 %          |
| Text alerts  | 117           | 16.2 %         |
| RideKC call center   | 23            | 3.2 %          |
| Real-time arrival signs at stops                               | 197           | 27.3 %         |
| KC Streetcar main phone  | 20            | 2.8 %          |
| Other  | 19            | 2.6 %          |
| Total  | 915           |                |

**Q23-10. Other**

| <u>Q23-10. Other</u> | <u>Number</u> | <u>Percent</u> |
|----------------------|---------------|----------------|
| Website              | 4             | 21.1 %         |
| Visitkc              | 2             | 10.5 %         |
| Google maps          | 2             | 10.5 %         |
| Google               | 1             | 5.3 %          |
| Visiting             | 1             | 5.3 %          |
| Screens              | 1             | 5.3 %          |
| Hotel                | 1             | 5.3 %          |
| Maps                 | 1             | 5.3 %          |
| Public.com           | 1             | 5.3 %          |
| Word of mouth        | 1             | 5.3 %          |
| Mail                 | 1             | 5.3 %          |
| Trolley trip         | 1             | 5.3 %          |
| Hotel desk           | 1             | 5.3 %          |
| Social media         | 1             | 5.3 %          |
| Total                | 19            | 100.0 %        |



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

| Q24. Do you use a mobile app to track streetcar vehicles real-time or trip plan | Number | Percent |
|---|--------|---------|
| Yes   | 200    | 27.7 %  |
| No  | 500    | 69.3 %  |
| Not provided  | 22     | 3.0 %   |
| Total   | 722    | 100.0 % |

**WITHOUT "NOT PROVIDED" RESPONSES****Q24. Do you use a mobile application to track Streetcar vehicles real-time or trip plan? (without "not provided")**

| Q24. Do you use a mobile app to track streetcar vehicles real-time or trip plan | Number | Percent |
|---|--------|---------|
| Yes   | 200    | 28.6 %  |
| No  | 500    | 71.4 %  |
| Total   | 700    | 100.0 % |

| Q24a. Which mobile application do you use? | Number | Percent |
|--|--------|---------|
| City Post                                  | 66     | 33.0 %  |
| Transit app                                | 108    | 54.0 %  |
| Other                                      | 14     | 7.0 %   |
| Not provided                               | 12     | 6.0 %   |
| Total                                      | 200    | 100.0 % |

| Q24a. Which mobile application do you use | Number | Percent |
|---|--------|---------|
| City Post                                 | 66     | 35.1 %  |
| Transit app                               | 108    | 57.4 %  |
| Other                                     | 14     | 7.4 %   |
| Total                                     | 188    | 100.0 % |

**Q24a-3. Other**

| Q24a-3. Other     | Number | Percent |
|-------------------|--------|---------|
| Google maps       | 4      | 28.6 %  |
| Google            | 3      | 21.4 %  |
| Streetcar Tracker | 2      | 14.3 %  |
| Website           | 2      | 14.3 %  |
| Maps app          | 1      | 7.1 %   |
| Apple maps        | 1      | 7.1 %   |
| RideKC            | 1      | 7.1 %   |
| Total             | 14     | 100.0 % |

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

| <u>Q25. Why do you most commonly visit kcstreetcar.org</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Hours of operation   | 173           | 24.0 %         |
| Route map  | 170           | 23.5 %         |
| Project updates  | 30            | 4.2 %          |
| Riding guidelines (bikes, animals, access)                 | 11            | 1.5 %          |
| Points of interest on route                                | 36            | 5.0 %          |
| Service frequency  | 51            | 7.1 %          |
| Event info   | 24            | 3.3 %          |
| Ridership info   | 12            | 1.7 %          |
| Streetcar news   | 19            | 2.6 %          |
| Streetcar construction                                     | 12            | 1.7 %          |
| Other  | 3             | 0.4 %          |
| Total  | 541           |                |

**Q25-11. Other**

| <u>Q25-11. Other</u> | <u>Number</u> | <u>Percent</u> |
|----------------------|---------------|----------------|
| Arrivals             | 1             | 33.3 %         |
| Development          | 1             | 33.3 %         |
| Track streetcar      | 1             | 33.3 %         |
| Total                | 3             | 100.0 %        |

**Q26. How important are RideKC services to the community?**

|                    | <u>Number</u> | <u>Percent</u> |
|--------------------|---------------|----------------|
| Very important     | 539           | 74.7 %         |
| Somewhat important | 77            | 10.7 %         |
| Not sure/neutral   | 93            | 12.9 %         |
| Not important      | 13            | 1.8 %          |
| Total              | 722           | 100.0 %        |

**Q27. What are the main reasons you use RideKC transit service?**

|                                     | Number | Percent |
|-------------------------------------|--------|---------|
| Live/work close to transit          | 270    | 37.4 %  |
| Saves money on gas/auto expense     | 209    | 28.9 %  |
| Saves money on parking              | 187    | 25.9 %  |
| Money savings reason not mentioned  | 22     | 3.0 %   |
| Subsidized by employer/organization | 5      | 0.7 %   |
| Saves time                          | 128    | 17.7 %  |
| Reduces environment footprint       | 141    | 19.5 %  |
| No access to car                    | 85     | 11.8 %  |
| Avoid stress of driving             | 180    | 24.9 %  |
| Other                               | 35     | 4.8 %   |
| Total                               | 1262   |         |

**Q27-10. Other**

| Q27-10. Other  | Number | Percent |
|--|--------|---------|
| Fun  | 14     | 40.0 %  |
| Entertainment  | 1      | 2.9 %   |
| Saves time finding a parking space and usually can't find one anyway | 1      | 2.9 %   |
| Business   | 1      | 2.9 %   |
| Friends  | 1      | 2.9 %   |
| My 5 yr old loves it   | 1      | 2.9 %   |
| Enjoyment  | 1      | 2.9 %   |
| After drinking   | 1      | 2.9 %   |
| Our son loves riding a train   | 1      | 2.9 %   |
| Not driving  | 1      | 2.9 %   |
| Convenience  | 1      | 2.9 %   |
| See sites  | 1      | 2.9 %   |
| Novelty  | 1      | 2.9 %   |
| Downtown parking   | 1      | 2.9 %   |
| It is fun and good to do with our family                             | 1      | 2.9 %   |
| More fun and healthier for me and my family                          | 1      | 2.9 %   |
| Easier than uber   | 1      | 2.9 %   |
| Leisure  | 1      | 2.9 %   |
| Entertainment  | 1      | 2.9 %   |
| Tourist  | 1      | 2.9 %   |
| Kids love it. Easy to get to library                                 | 1      | 2.9 %   |
| Visiting and didn't rent a car                                       | 1      | 2.9 %   |
| Total  | 35     | 100.0 % |

**Q28. Do you have a valid driver's license?**

| <u>Q28. Do you have a valid driver's license</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Yes  | 537           | 74.4 %         |
| No   | 95            | 13.2 %         |
| Not provided                                     | 90            | 12.5 %         |
| Total  | 722           | 100.0 %        |

**WITHOUT "NOT PROVIDED" RESPONSES****Q28. Do you have a valid driver's license? (without "not provided")**

| <u>Q28. Do you have a valid driver's license</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Yes  | 537           | 85.0 %         |
| No   | 95            | 15.0 %         |
| Total  | 632           | 100.0 %        |

**Q29. Including YOU, how people live in your household?**

| Q29. How many people live in your household | Number | Percent |
|---|--------|---------|
| 1   | 204    | 28.3 %  |
| 2   | 232    | 32.1 %  |
| 3   | 73     | 10.1 %  |
| 4   | 87     | 12.0 %  |
| 5   | 54     | 7.5 %   |
| 6+  | 30     | 4.2 %   |
| Not provided                                | 42     | 5.8 %   |
| Total                                       | 722    | 100.0 % |

**WITHOUT "NOT PROVIDED" RESPONSES****Q29. Including YOU, how people live in your household? (without "not provided")**

| Q29. How many people live in your household | Number | Percent |
|---|--------|---------|
| 1   | 204    | 30.0 %  |
| 2   | 232    | 34.1 %  |
| 3   | 73     | 10.7 %  |
| 4   | 87     | 12.8 %  |
| 5   | 54     | 7.9 %   |
| 6+  | 30     | 4.4 %   |
| Total                                       | 680    | 100.0 % |

**Q30. Do you have a working car or other vehicle that you could have used for this trip instead of taking the bus today?**

| Q30. Do you have a working car or other vehicle that you could have used for this trip | Number | Percent |
|--|--------|---------|
| Yes  | 480    | 66.5 %  |
| No   | 183    | 25.3 %  |
| Not provided   | 59     | 8.2 %   |
| Total  | 722    | 100.0 % |

**WITHOUT "NOT PROVIDED" RESPONSES****Q30. 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")**

| Q30. Do you have a working car or other vehicle that you could have used for this trip | Number | Percent |
|--|--------|---------|
| Yes  | 480    | 72.4 %  |
| No   | 183    | 27.6 %  |
| Total  | 663    | 100.0 % |

**Q31. Your age:**

| <u>Q31. Your age</u> | <u>Number</u> | <u>Percent</u> |
|----------------------|---------------|----------------|
| 16-24 years          | 65            | 9.0 %          |
| 25-34 years          | 177           | 24.5 %         |
| 35-44 years          | 127           | 17.6 %         |
| 45-54 years          | 96            | 13.3 %         |
| 55-64 years          | 84            | 11.6 %         |
| 65 years or older    | 58            | 8.0 %          |
| Not provided         | 115           | 15.9 %         |
| Total                | 722           | 100.0 %        |

**WITHOUT "NOT PROVIDED" RESPONSES****Q31. Your age: (without "not provided")**

| <u>Q31. Your age</u> | <u>Number</u> | <u>Percent</u> |
|----------------------|---------------|----------------|
| 16-24 years          | 65            | 10.7 %         |
| 25-34 years          | 177           | 29.2 %         |
| 35-44 years          | 127           | 20.9 %         |
| 45-54 years          | 96            | 15.8 %         |
| 55-64 years          | 84            | 13.8 %         |
| 65 years or older    | 58            | 9.6 %          |
| Total                | 607           | 100.0 %        |

**Q32. How do you identify yourself?**

| <u>Q32. Your gender</u> | <u>Number</u> | <u>Percent</u> |
|-------------------------|---------------|----------------|
| Man                     | 323           | 44.7 %         |
| Woman                   | 341           | 47.2 %         |
| Non-binary              | 15            | 2.1 %          |
| Prefer to self-describe | 3             | 0.4 %          |
| Not provided            | 40            | 5.5 %          |
| Total                   | 722           | 100.0 %        |

**WITHOUT "NOT PROVIDED" RESPONSES****Q32. How do you identify yourself? (without "not provided")**

| <u>Q32. Your gender</u> | <u>Number</u> | <u>Percent</u> |
|-------------------------|---------------|----------------|
| Man                     | 323           | 47.4 %         |
| Woman                   | 341           | 50.0 %         |
| Non-binary              | 15            | 2.2 %          |
| Prefer to self-describe | 3             | 0.4 %          |
| Total                   | 682           | 100.0 %        |

**Q32-4. Self-describe yourself:**

| <u>Q32-4. Self-describe your gender</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Fluid                                   | 1             | 33.3 %         |
| Cannot describe                         | 1             | 33.3 %         |
| Crossdresser                            | 1             | 33.3 %         |
| Total                                   | 3             | 100.0 %        |

**Q33. Which of these BEST describe your race/ethnicity?**

| <u>Q33. Your race/ethnicity</u>  | <u>Number</u> | <u>Percent</u> |
|----------------------------------|---------------|----------------|
| Asian or Asian Indian            | 28            | 3.9 %          |
| Black or African American        | 88            | 12.2 %         |
| American Indian or Alaska Native | 12            | 1.7 %          |
| White                            | 499           | 69.1 %         |
| Hispanic, Spanish, or Latino/a/x | 50            | 6.9 %          |
| Not provided                     | 57            | 7.9 %          |
| Other                            | 4             | 0.6 %          |
| Total                            | 738           |                |

**WITHOUT “NOT PROVIDED” RESPONSES****Q33. Which of these BEST describe your race/ethnicity? (without "not provided")**

| <u>Q33. Your race/ethnicity</u>  | <u>Number</u> | <u>Percent</u> |
|----------------------------------|---------------|----------------|
| Asian or Asian Indian            | 28            | 4.2 %          |
| Black or African American        | 88            | 13.2 %         |
| American Indian or Alaska Native | 12            | 1.8 %          |
| White                            | 499           | 75.0 %         |
| Hispanic, Spanish, or Latino/a/x | 50            | 7.5 %          |
| Other                            | 4             | 0.6 %          |
| Total                            | 681           |                |

**Q33-7. Self-describe your race/ethnicity:**

| <u>Q33-7. Self-describe your race/ethnicity</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Native pacific islander                         | 1             | 25.0 %         |
| Creole  | 1             | 25.0 %         |
| Mixed   | 1             | 25.0 %         |
| European American                               | 1             | 25.0 %         |
| Total   | 4             | 100.0 %        |



**Q34. Which of the following BEST describes your household's total annual income in 2021?**

Q34. What best describes your household's total annual income in 2021

|                | Number | Percent |
|----------------|--------|---------|
| \$0-\$19,999   | 80     | 11.1 %  |
| 20K-\$29,999   | 58     | 8.0 %   |
| \$30K-\$39,999 | 59     | 8.2 %   |
| \$40K-\$49,999 | 69     | 9.6 %   |
| \$50K-\$69,999 | 89     | 12.3 %  |
| \$70K-\$99,999 | 101    | 14.0 %  |
| 100K+          | 180    | 24.9 %  |
| Not provided   | 86     | 11.9 %  |
| Total          | 722    | 100.0 % |

**WITHOUT "NOT PROVIDED" RESPONSES****Q34. Which of the following BEST describes your household's total annual income in 2021? (without "not provided")**

Q34. What best describes your household's total annual income in 2021

|                | Number | Percent |
|----------------|--------|---------|
| \$0-\$19,999   | 80     | 12.6 %  |
| 20K-\$29,999   | 58     | 9.1 %   |
| \$30K-\$39,999 | 59     | 9.3 %   |
| \$40K-\$49,999 | 69     | 10.8 %  |
| \$50K-\$69,999 | 89     | 14.0 %  |
| \$70K-\$99,999 | 101    | 15.9 %  |
| 100K+          | 180    | 28.3 %  |
| Total          | 636    | 100.0 % |

**Q35. How do you think funding for public transportation (e.g., bus, streetcar, etc.) in the Kansas City area should change over the next 5 years?**

Q35. How should funding for public transportation in Kansas

| <u>City area change over next 5 years</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Should be reduced                         | 34            | 4.7 %          |
| Should stay the same                      | 199           | 27.6 %         |
| Should be somewhat greater than it is now | 256           | 35.5 %         |
| Should be much greater than it is now     | 153           | 21.2 %         |
| Not provided                              | 80            | 11.1 %         |
| Total                                     | 722           | 100.0 %        |

**WITHOUT "NOT PROVIDED" RESPONSES**

**Q35. How do you think funding for public transportation (e.g., bus, streetcar, etc.) in the Kansas City area should change over the next 5 years? (without "not provided")**

Q35. How should funding for public transportation in Kansas

| <u>City area change over next 5 years</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Should be reduced                         | 34            | 5.3 %          |
| Should stay the same                      | 199           | 31.0 %         |
| Should be somewhat greater than it is now | 256           | 39.9 %         |
| Should be much greater than it is now     | 153           | 23.8 %         |
| Total                                     | 642           | 100.0 %        |

# **Section 6:**

# **Survey Instrument**

1. Please provide the zip code to your home and work address.

Home zip code: \_\_\_\_\_  
Usual work zip code: \_\_\_\_\_

2. In a typical week how many days do you ride the KC Streetcar?

0 = not a regular rider/just started

☐ 7   ☐ 6   ☐ 5   ☐ 4   ☐ 3   ☐ 2   ☐ 1   ☐ 0

3. How many years have you used the KC Streetcar?

- (1) Less than 1 year  
(2) 1-2 years  
(3) 3-4 years  
(4) 5+ years

4. How did you access the KC Streetcar for this trip?

- |  |                                 |
|--|---------------------------------|
| (1) Walked                                 | (4) Bike share                  |
| (2) Drove a car                            | (5) E-Scooter                   |
| (3) Dropped off by Uber or similar service | (6) Dropped off (not a service) |
|  | (7) Personal bicycle            |

5. For your most recent trip, please indicate where you will board and exit the KC Streetcar.

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

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

- |                      |                                   |
|----------------------|-----------------------------------|
| (1) Bus              | (7) Bike Share                    |
| (2) Paratransit      | (8) Uber, Lyft or similar service |
| (3) Personal bicycle | (9) MetroFlex                     |
| (4) Carpool/vanpool  | (10) E-Scooter                    |
| (5) Streetcar        | (11) Personal Vehicle             |
| (6) Walking          |                                   |
- (choose up to 3 modes)

7. What is the PRIMARY PURPOSE of your KC Streetcar trip today?

- |   |                       |
|---|-----------------------|
| (1) Work                                  | (5) Job Seeking       |
| (2) Education                             | (6) Social/Recreation |
| (3) Entertainment (dining, museums, etc.) | (7) Health/Medical    |
| (4) Shopping                              | (8) Other: _____      |

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

(select all that apply)

- |  |                                      |
|--|--------------------------------------|
| (1) Interactive kiosks                         | (6) RideKC Call center               |
| (2) Facebook                                   | (7) Real-time arrival signs at stops |
| (3) Twitter                                    | (8) KC Streetcar main phone          |
| (4) Mobile Apps (Transit App, City Post, etc.) | (9) Other: _____                     |
| (5) Text alerts                                |                                      |

23. How would you prefer to learn about service alerts? (select all that apply)

- |                        |                                      |
|------------------------|--------------------------------------|
| (1) Kiosks             | (7) RideKC Call center               |
| (2) Facebook           | (8) Real-time arrival signs at stops |
| (3) Twitter            | (9) KC Streetcar main phone          |
| (4) Mobile Apps        | (10) Other: _____                    |
| (5) Push Notifications |                                      |
| (6) Text alerts        |                                      |

How do you rate RideKC Streetcar Service:

| Poor                       | Fair                       | Very Satisfied             |
|----------------------------|----------------------------|----------------------------|
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |                            |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |                            |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |                            |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |                            |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |                            |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |                            |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |                            |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |                            |

8. Reliability of service
9. Ease of use
10. Vehicles running on schedule
11. Condition of stations
12. Access to stops and platforms
13. Vehicle comfort and features
14. Cleanliness of vehicles
15. Personal safety while riding
16. Personal safety while waiting at stops

| Poor                       | Fair                       | Very Satisfied             |
|----------------------------|----------------------------|----------------------------|
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |                            |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |                            |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |                            |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |                            |

17. Amenities at stops, platforms, and transit centers
18. Professionalism and friendliness of operators and staff
19. Helpfulness of Call Center Representatives
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: \_\_\_\_\_

24. Do you use a mobile app to track streetcar vehicles real-time or trip plan?

- (1) Yes (answer 24a) (2) No (skip to Q25)

24a. Answer if “yes” to Q24

Which mobile application do you use?

(1) City Post

(2) Transit App

(3) Other: \_\_\_\_\_

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

(select up to 2 choices)

- (1) Hours of operation
- (2) Route map
- (3) Project updates
- (4) Riding guidelines (bikes, animals, access)
- (5) Points of interest on route
- (6) Service frequency
- (7) Event info
- (8) Ridership info
- (9) Streetcar News
- (10) Streetcar Construction
- (11) Other: \_\_\_\_\_

26. How important are RideKC services to the community?

(Streetcar, Bus Max, Freedom, etc.)

- (4) Very Important
- (3) Somewhat Important
- (2) Not Sure/Neutral
- (1) Not Important

27. What are the main reasons you use RideKC transit service?

- (1) Live/work close to transit
- (2) Saves money on gas/auto expense
- (3) Saves money on parking
- (4) Money savings reason not mentioned
- (5) Subsidized by employer/organization
- (6) Saves time
- (7) Reduces environment footprint
- (8) No access to car
- (9) Avoid the stress of driving
- (10) Other: \_\_\_\_\_

28. Do you have a valid driver’s license?

- (1) Yes (2) No

29. Including YOU, how many people live in your household?

☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5   ☐ 6 or more

30. 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

31. What year were you born? \_\_\_\_\_

32. How do you identify:

- |                |                                    |
|----------------|------------------------------------|
| (1) Man        | (4) Prefer to self-describe: _____ |
| (2) Woman      |                                    |
| (3) Non-binary |                                    |

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

- |                            |                     |
|----------------------------|---------------------|
| (1) Asian American         | (4) White/Caucasian |
| (2) Black/African American | (5) Hispanic        |
| (3) American Indian        | (99) Other: _____   |

34. Which of the following BEST describes your household’s total annual income in 2021?

- |                        |                       |
|------------------------|-----------------------|
| (1) \$0- \$19,999      | (5) \$50,000-\$69,999 |
| (2) \$20,000- \$29,999 | (6) \$70,000-\$99,999 |
| (3) \$30,000- \$39,999 | (7) \$100,000 or more |
| (4) \$40,000-\$49,999  |                       |

35. How do you think funding for public transportation (e.g., bus, streetcar, etc.) in the Kansas City area should change over the next 5 years?

Additional funding would allow for improved service, frequency, routes, stop amenities, etc.

- (1) Should be reduced
- (2) Should stay the same
- (3) Should be somewhat greater than it is now
- (4) Should be much greater than it is now

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

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

For Survey Supervisor Use Only: Route # \_\_\_\_\_

Time: 6-9a (1) 9a-1p (2) 1-4p (3) After 4p (4)

Day of the Week: M (1) T (2) W (3) TH (4) F (5) Sat (6) Sun (7)