

2023 CUSTOMER SURVEY

Findings Report

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OLATHE, KANSAS

Presented To
KANSAS CITY STREETCAR
AUTHORITY



Table of Contents

01 Rider Profile

05 Executive
Summary

12 Overall Results:
Charts & Graphs

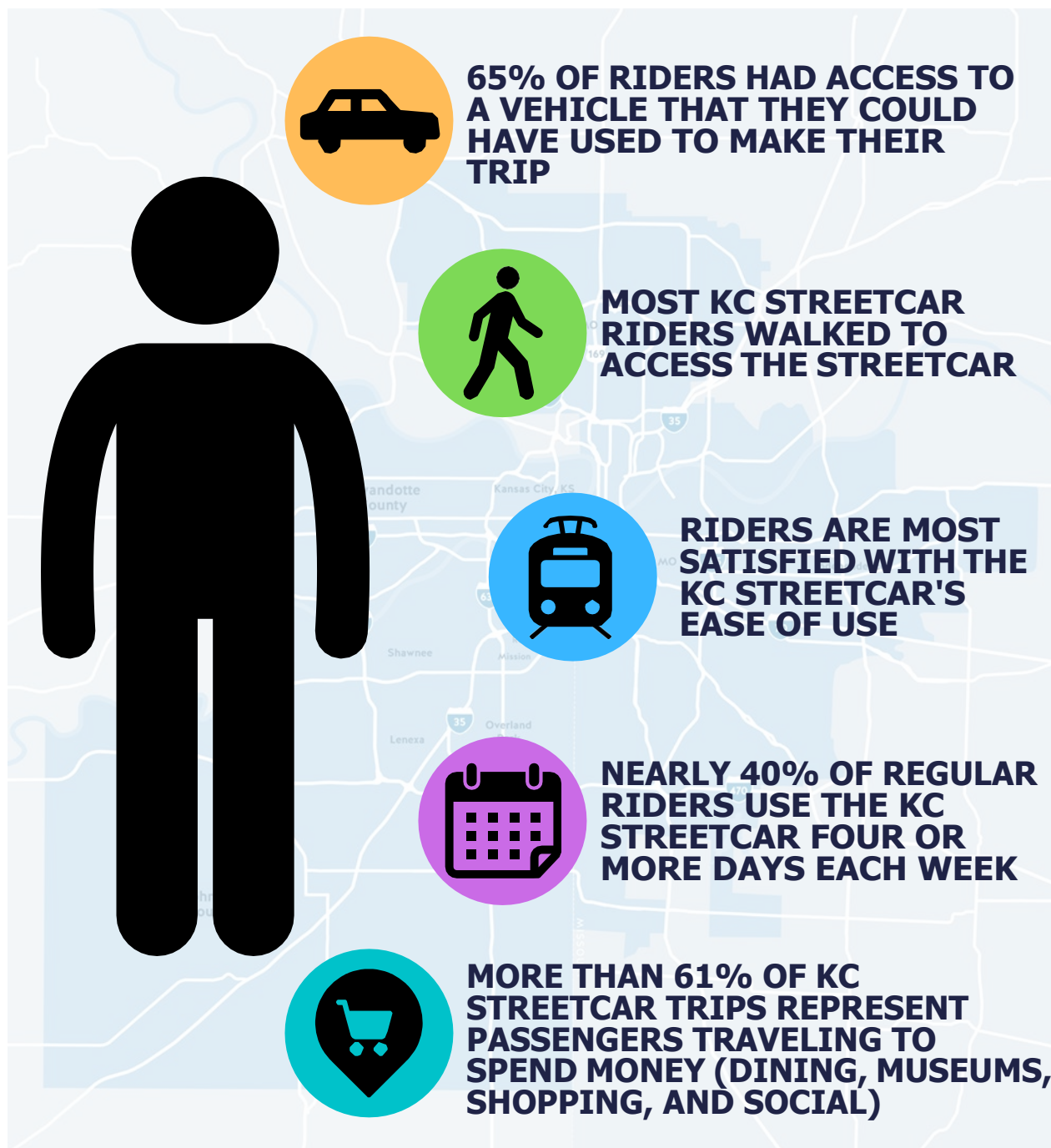
46 Importance-Satisfaction
Analysis

52 Tabular Data

78 Survey
Instrument

Section 1: Rider Profile

KC STREETCAR RIDER PROFILE



92% OF RIDERS ARE SATISFIED WITH THE RELIABILITY OF SERVICE



92% 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 provided services to respondents living in 120 unique Zip Codes outside of the nine Mid-America Regional Council counties. On a typical day, 20% of Streetcar Riders live outside the nine MARC counties.

Could've used vehicle for trip		Gender		Race/Ethnicity	
Yes	65%	Male	50%	White/Caucasian	54%
No	35%	Female	45%	Black/African American	18%
How often do you ride?		Other	5%	Hispanic	8%
		Age		Asian American	5%
5+ days/week	30%	16-24	12%	American Indian	2%
3-4 days/week	21%	25-34	31%	Other	1%
1-2 days/week	29%	35-44	24%	Income	
Irregular rider	21%	45-54	11%	\$0-\$19,999	19%
Trip Purpose		55-64	15%	\$20K-\$29,999	11%
		65+	8%	\$30K-\$39,999	9%
Work	31%	How long have you used Streetcar?		\$40K-\$49,999	9%
Entertainment	31%			\$50K-\$69,999	12%
Social/recreation	21%	< 1 year	48%	\$70K-\$99,999	15%
Shopping	9%	1-2 years	16%	\$100K+	26%
Education	4%	3-4 years	19%		
Health/medical	2%	5+ years	18%		
Other	1%				

THE TOP FOUR PRIMARY PURPOSES RIDERS USE THE KC STREETCAR:

9% WERE USING THE KC STREETCAR WHILE THEY WERE SHOPPING



21% WERE USING THE KC STREETCAR FOR SOCIAL/ RECREATION PURPOSES



31% WERE USING THE KC STREETCAR FOR WORK PURPOSES

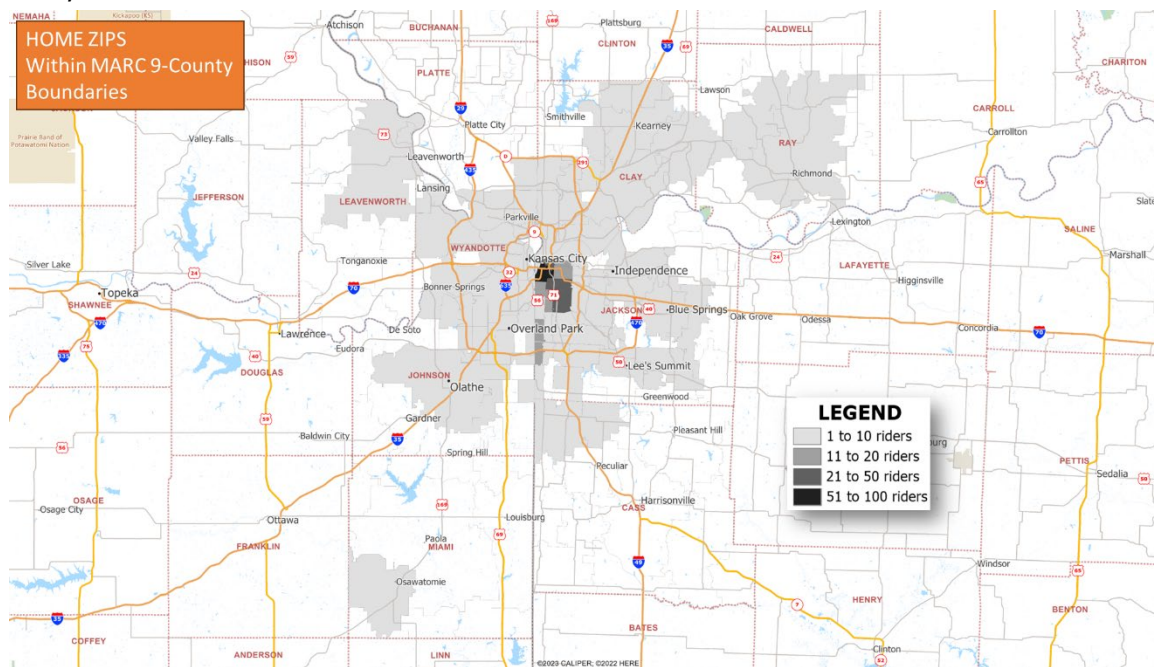


31% WERE USING THE KC STREETCAR FOR ENTERTAINMENT PURPOSES

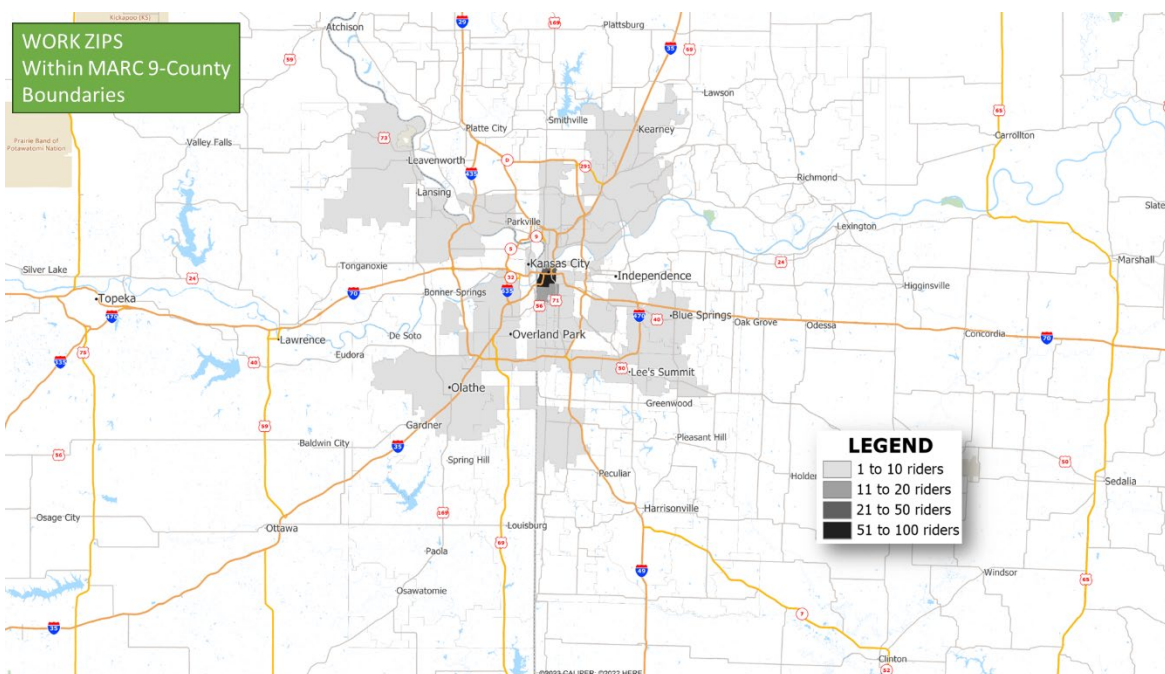


KC STREETCAR RIDER PROFILE

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

2023 RideKC Streetcar Customer Survey

Executive Summary

OVERVIEW & METHODOLOGY

KCSA initiated this survey during Fall 2023. 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 November 2023, 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 822 paper surveys (780 English versions and 42 Spanish versions) were collected and 58 riders chose to complete the survey online for a total of 880 completed surveys. The results for 880 completed surveys have a margin of error of +/-3.4% with a 95% level of confidence.

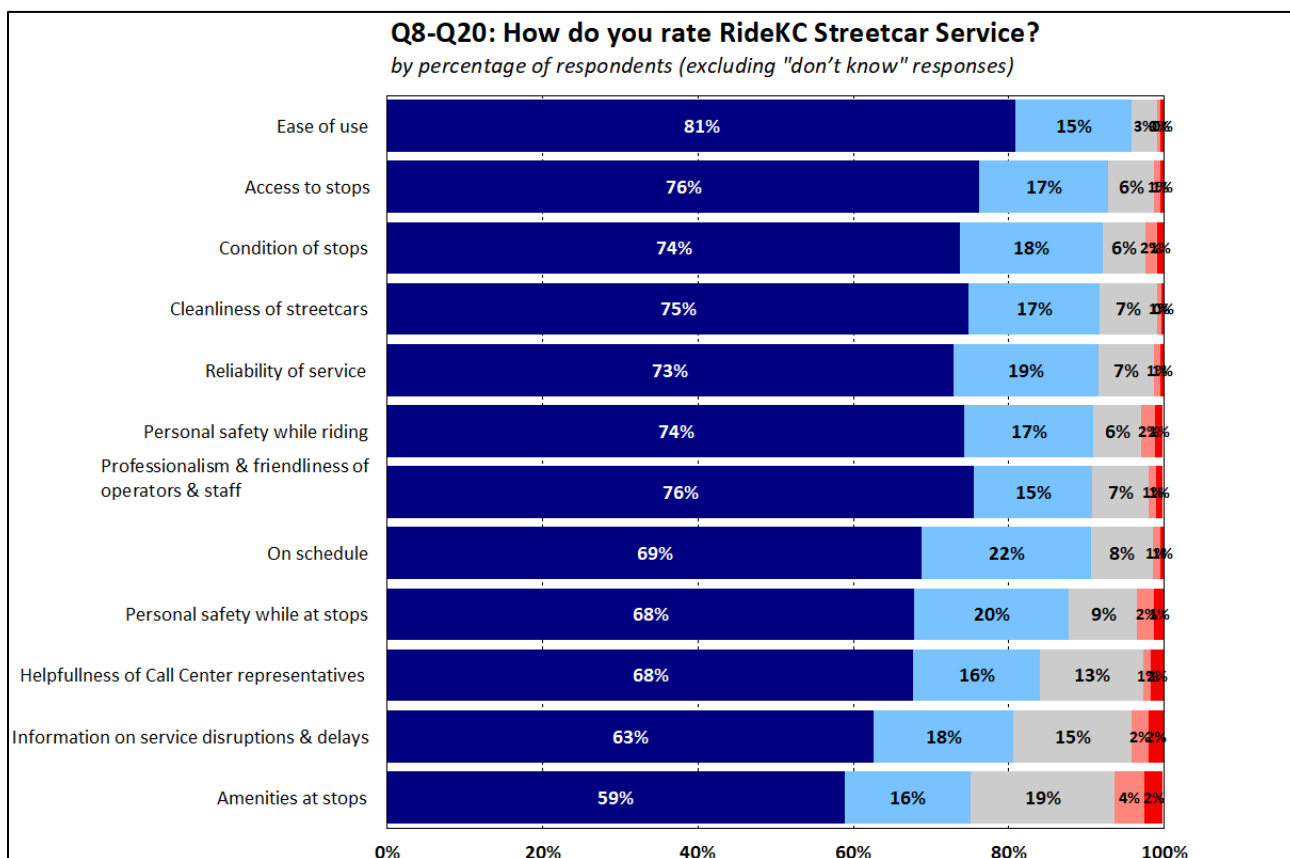
Data Entry & Editing Procedures

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

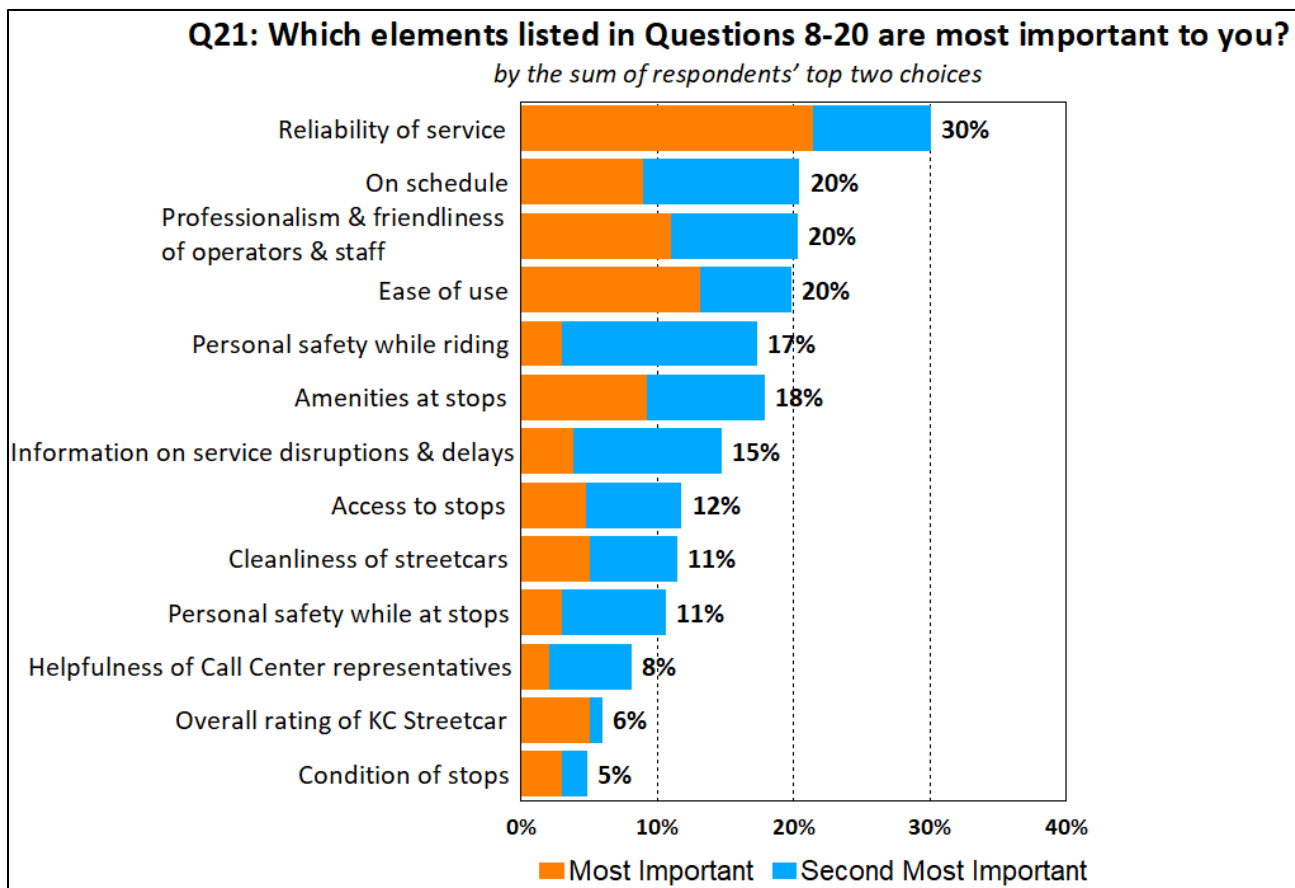
Overall, most riders are satisfied with all RideKC Streetcar services analyzed. The RideKC Streetcar services that had the highest ratings of satisfaction, based on the sum of “very satisfied” and “satisfied” responses were ease of use (96%), access to stops (93%), condition of stops (92%), cleanliness of streetcars (92%), and reliability of service (92%). Overall, satisfaction ratings have trended slightly downward from the last survey in 2022. Information on service disruptions and delays (81%) and amenities at stops (75%) remained as the two lowest rating items.



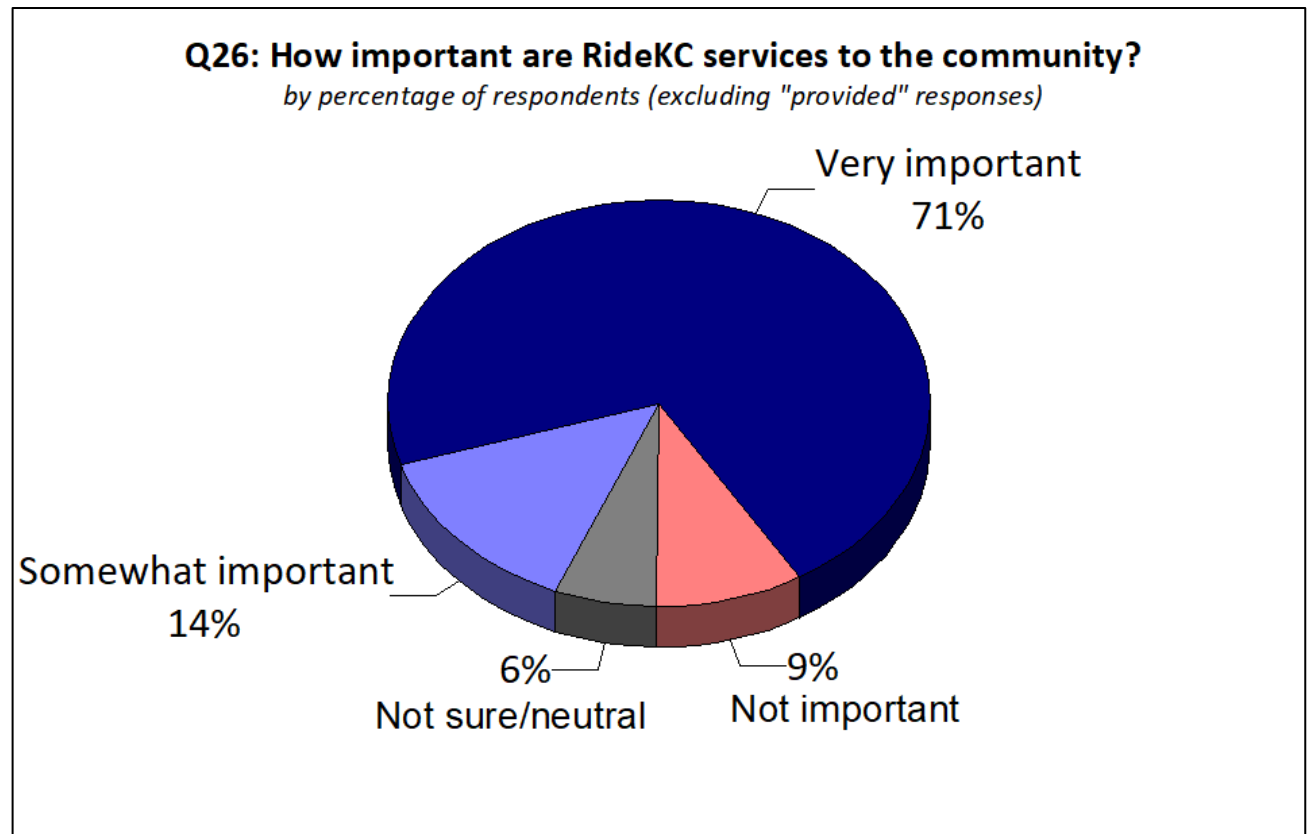
For weekday riders, the highest rating items were ease of use (93%), condition of stops (90%), personal safety while riding (89%), and access to stops (89%). For weekend riders, the highest rating items were ease of use (98%), access to stops (96%), and cleanliness of streetcars (95%).

Most riders were either very satisfied or satisfied with the reliability of service provided by the RideKC Streetcar (92%); 88% of weekday riders were either very satisfied or satisfied with the reliability of service and 94% of weekend riders were either very satisfied or satisfied with the reliability of service provided by the RideKC Streetcar.

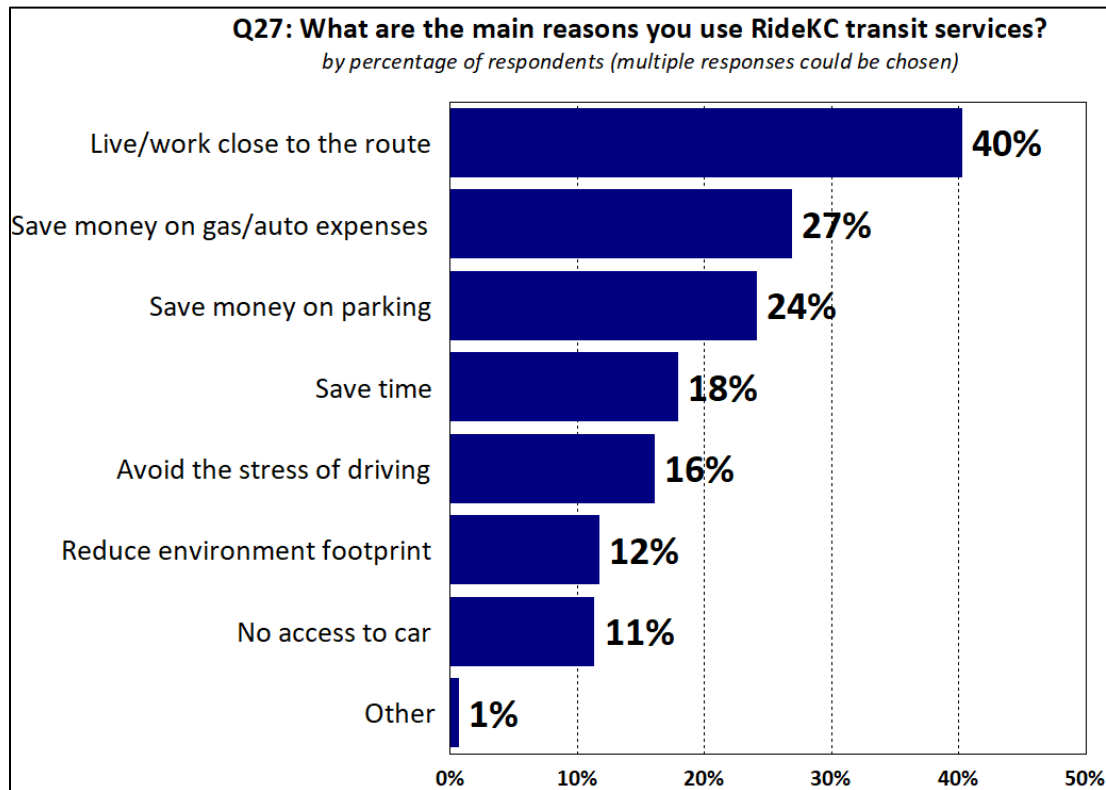
Thirty percent (30%) of riders indicated that the reliability of service is the most important service, followed by on schedule performance, professionalism & friendliness of operators & staff, and ease of use each at twenty percent (20%).



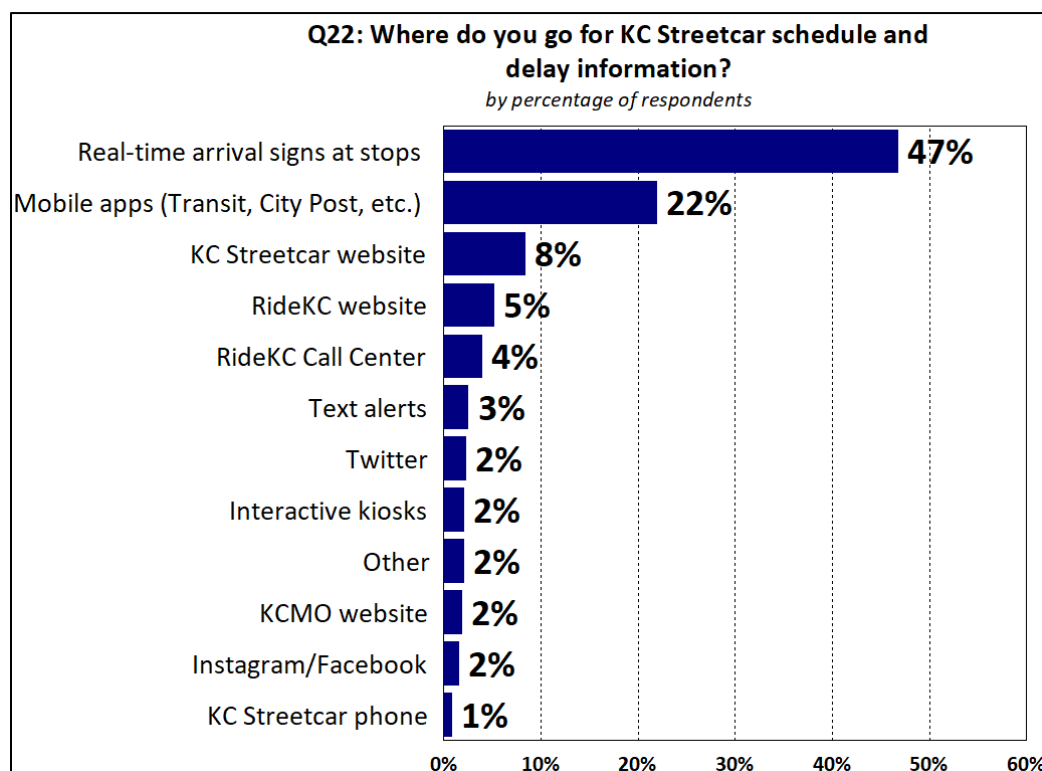
Over three-quarters of RideKC Streetcar riders (85%) think RideKC services are either very important or somewhat important to the community; 6% are not sure/neutral and 9% think they are not important.



The top three reasons riders use RideKC transit services is because they live/work close to transit (40%), it saves money on gas/auto expenses (27%), and saves money on parking expenses (24%).



The three places where riders go for KC Streetcar schedule and delay information is real-time arrival signs at stops (47%), mobile apps (22%), and the streetcar website (8%).



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. The top three major services that are recommended as the top opportunity for continuous improvement are:

- Amenities at stops (medium importance, lower satisfaction)
- Information on service disruptions & delays (medium importance, lower satisfaction)
- Reliability of service (high importance, medium satisfaction)

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

Importance-Satisfaction Analysis Ratings

2023 RideKC Streetcar Rider Survey

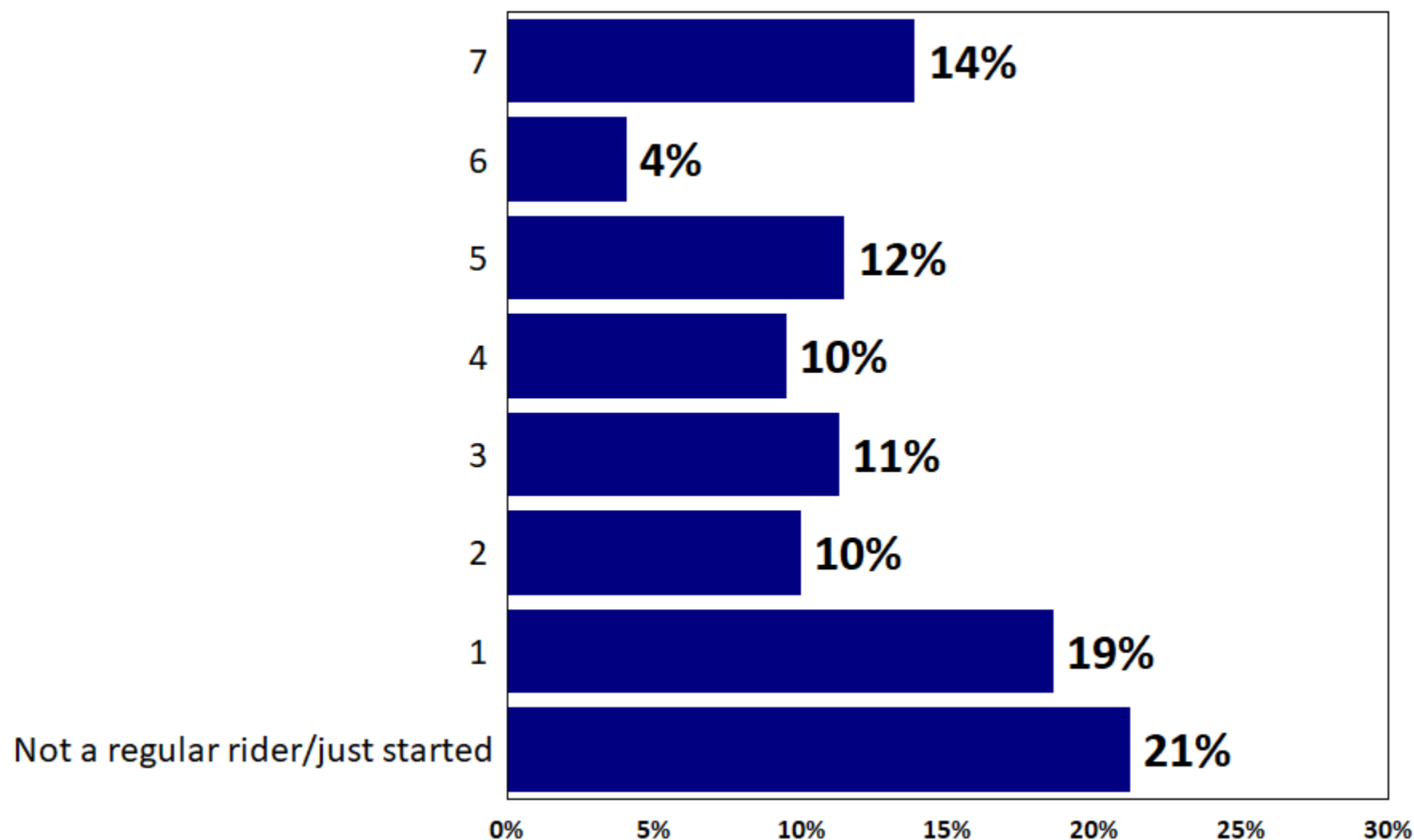
RideKC Streetcar Riders

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-S Rating	I-S Rating Rank
Amenities at stops	18.5%	6	77.5%	12	0.0415	1
Information on service disruptions & delays	15.1%	7	82.6%	11	0.0262	2
Reliability of service	31.4%	1	92.1%	5	0.0248	3
Personal safety while riding	24.3%	2	91.9%	6	0.0197	4
On schedule	21.0%	3	91.2%	8	0.0185	5
Professionalism & friendliness of operators & staff	21.0%	4	91.7%	7	0.0174	6
Personal safety while at stops	10.9%	10	89.1%	9	0.0119	7
Helpfulness of Call Center representatives	8.3%	11	85.8%	10	0.0118	8
Cleanliness of streetcars	11.8%	9	92.1%	4	0.0093	9
Access to stops	12.1%	8	93.4%	2	0.0080	10
Ease of use	20.6%	5	96.2%	1	0.0078	11
Condition of stops	5.1%	12	93.0%	3	0.0036	12

Section 3: Survey Results: Charts & Graphs

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

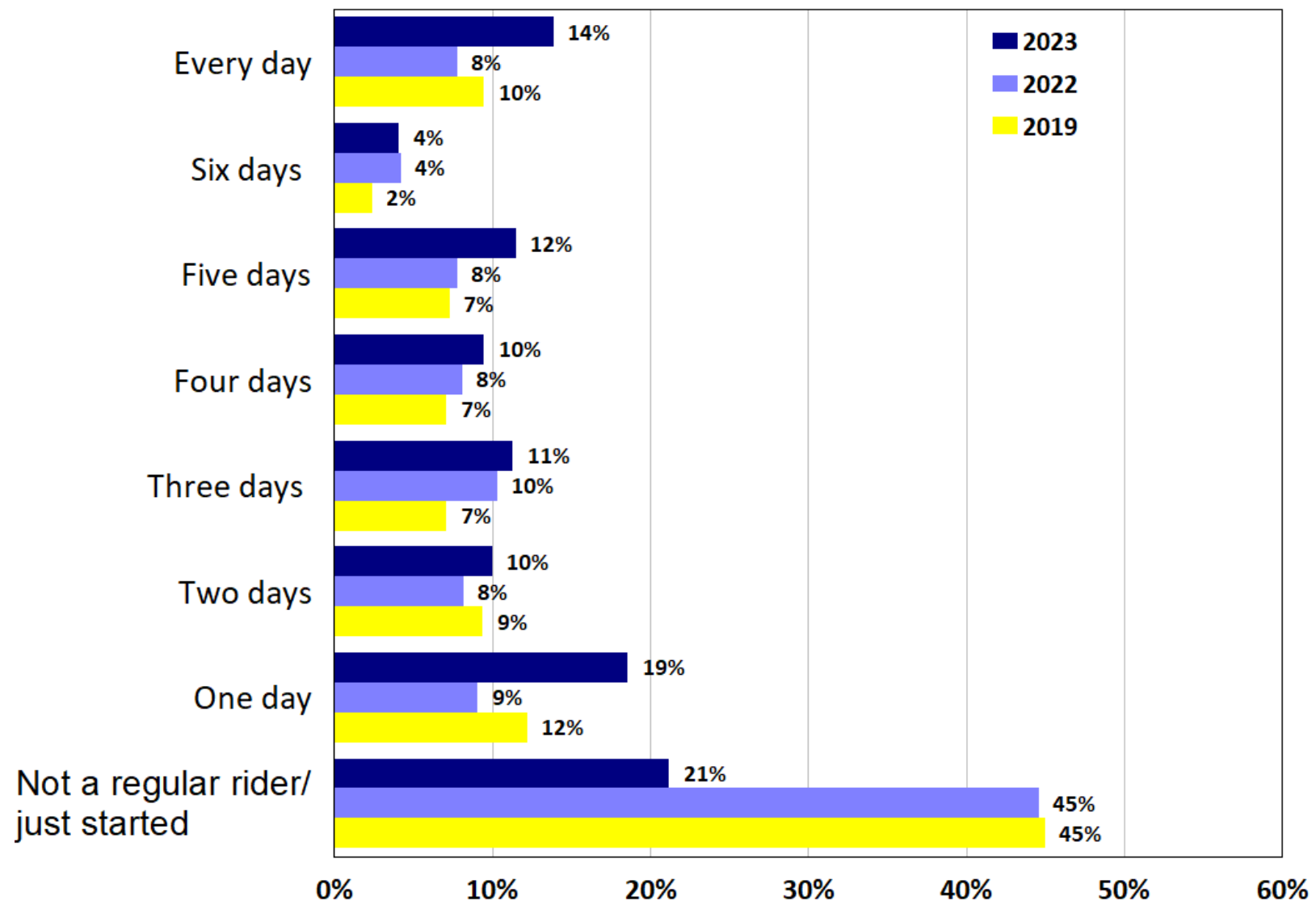
by percentage of respondents (excluding "not provided" responses)



Trend Analysis: 2023 v. Past Results

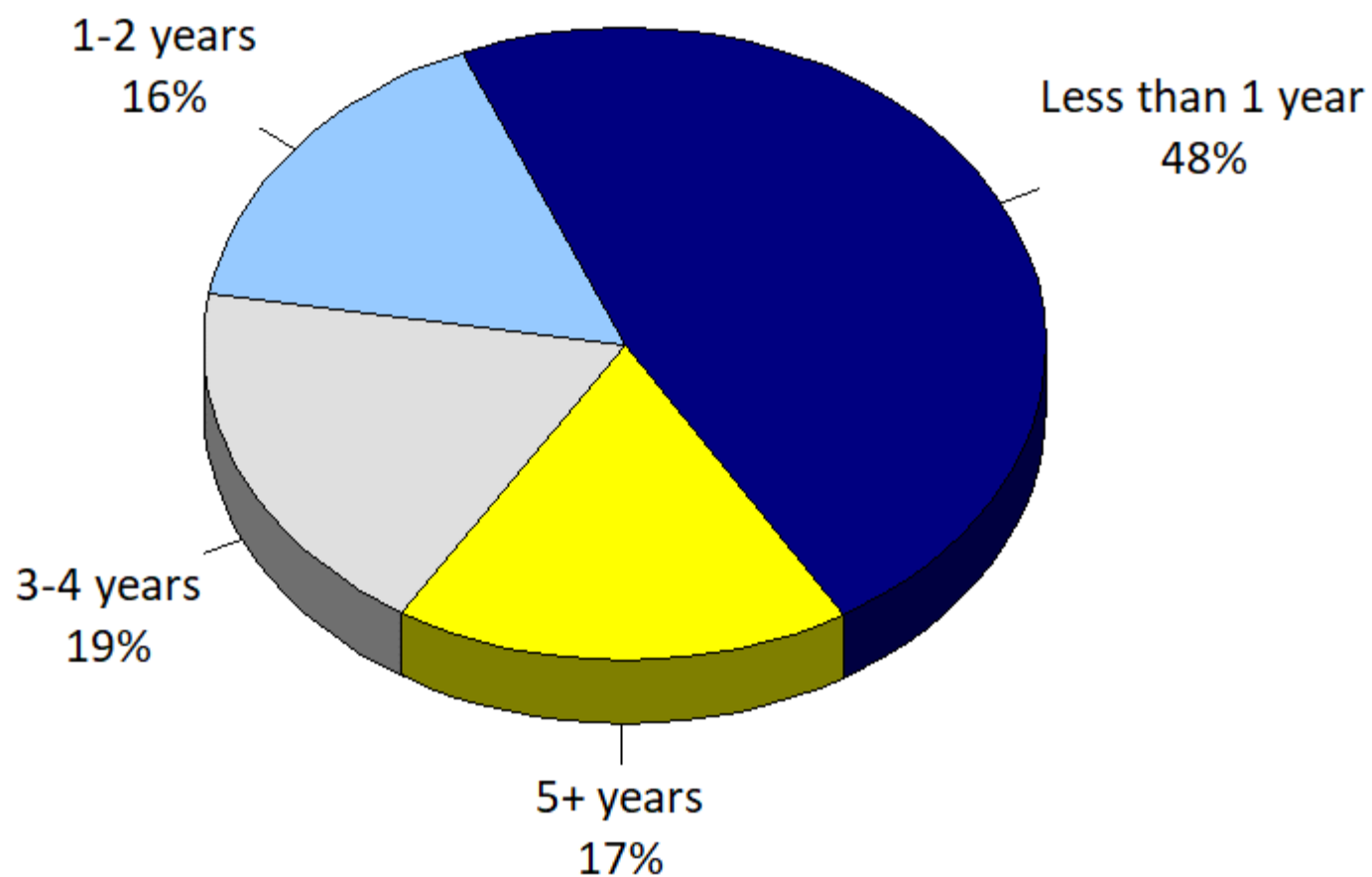
Q2: In a typical week, how many days do you ride the KC Streetcar?

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



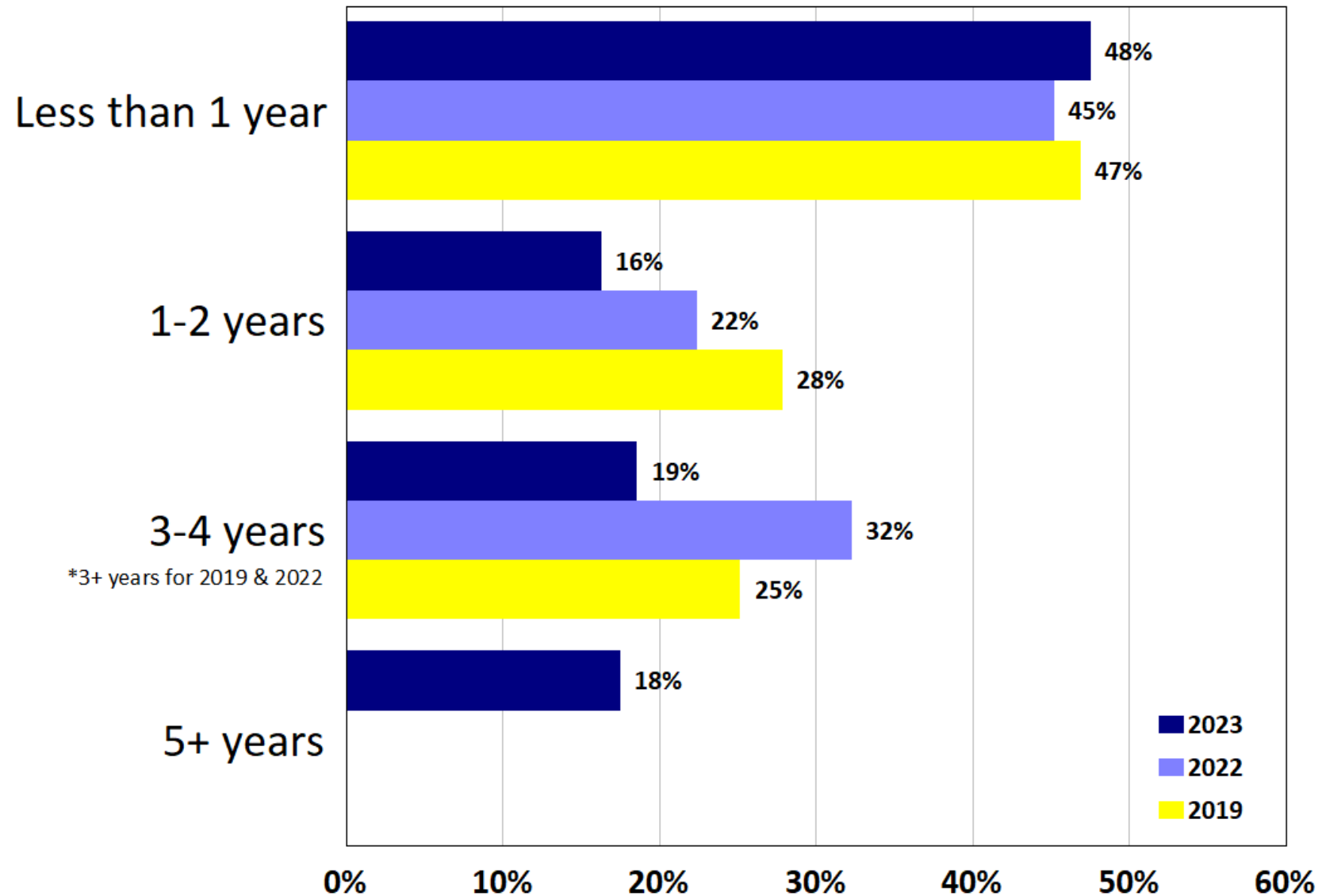
Q3: How many years have you used the KC Streetcar?

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



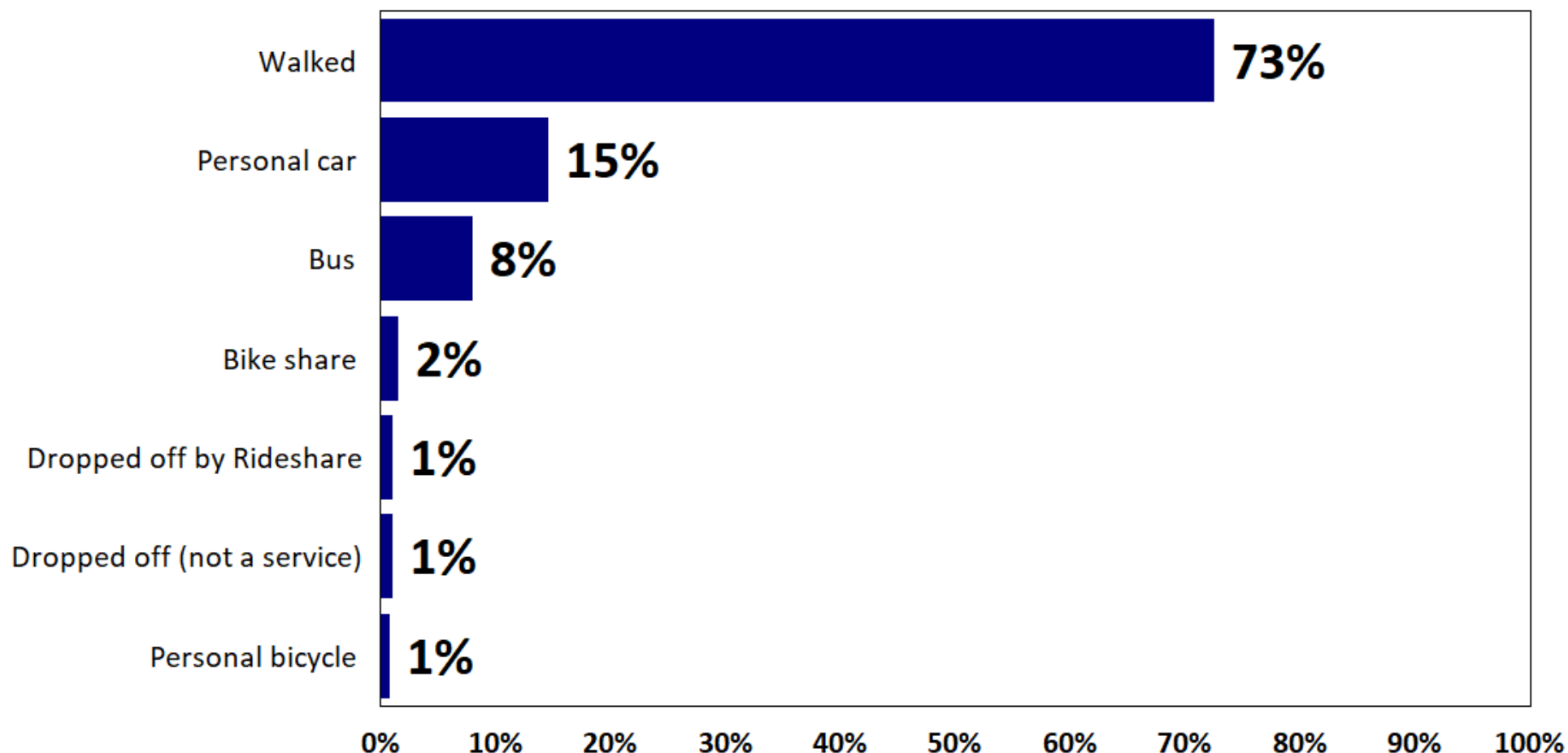
Trend Analysis: 2023 v. Past Results**Q3: How many years have you used the KC Streetcar?**

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



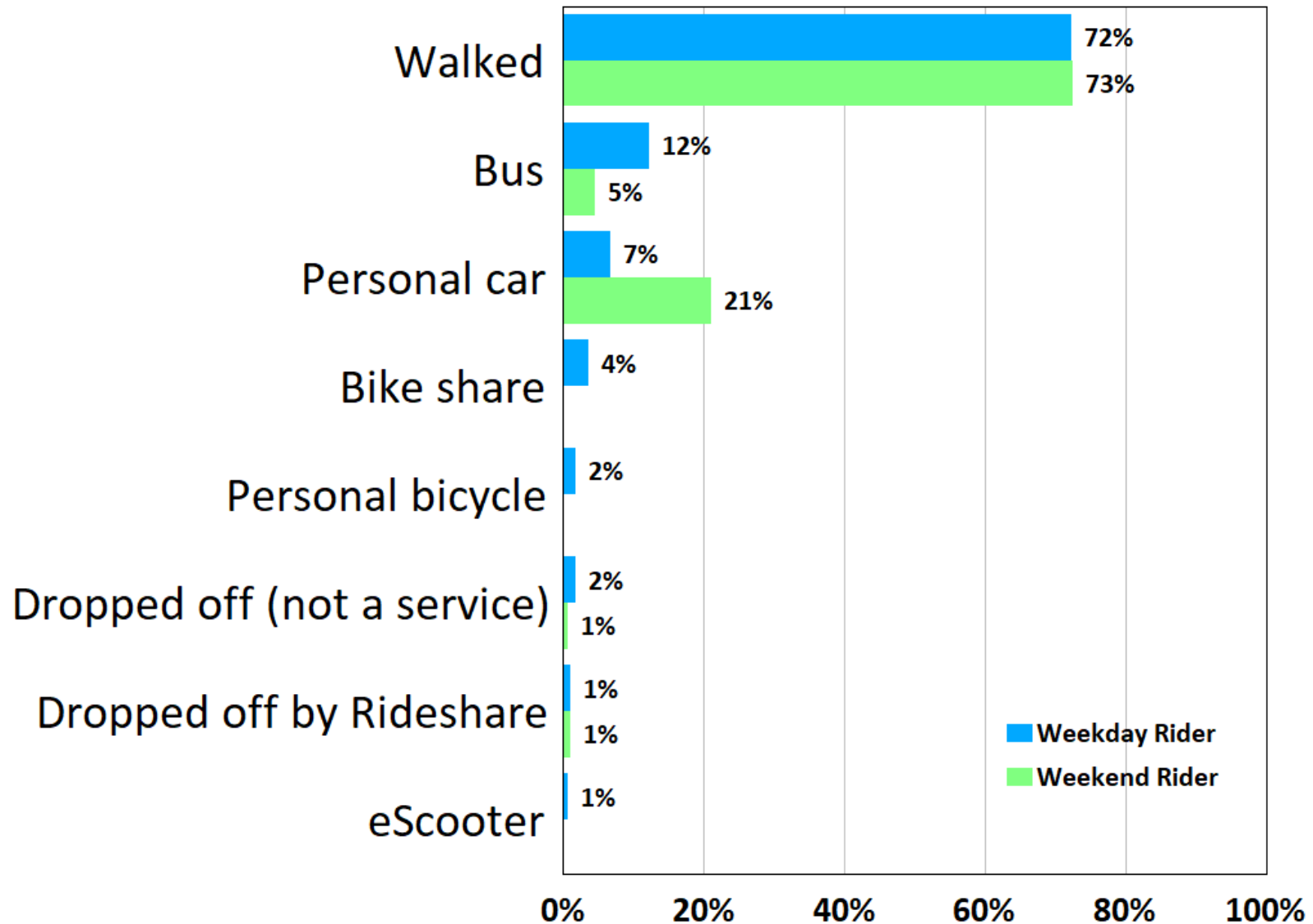
Q4: How did you access KC Streetcar for this trip?

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



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

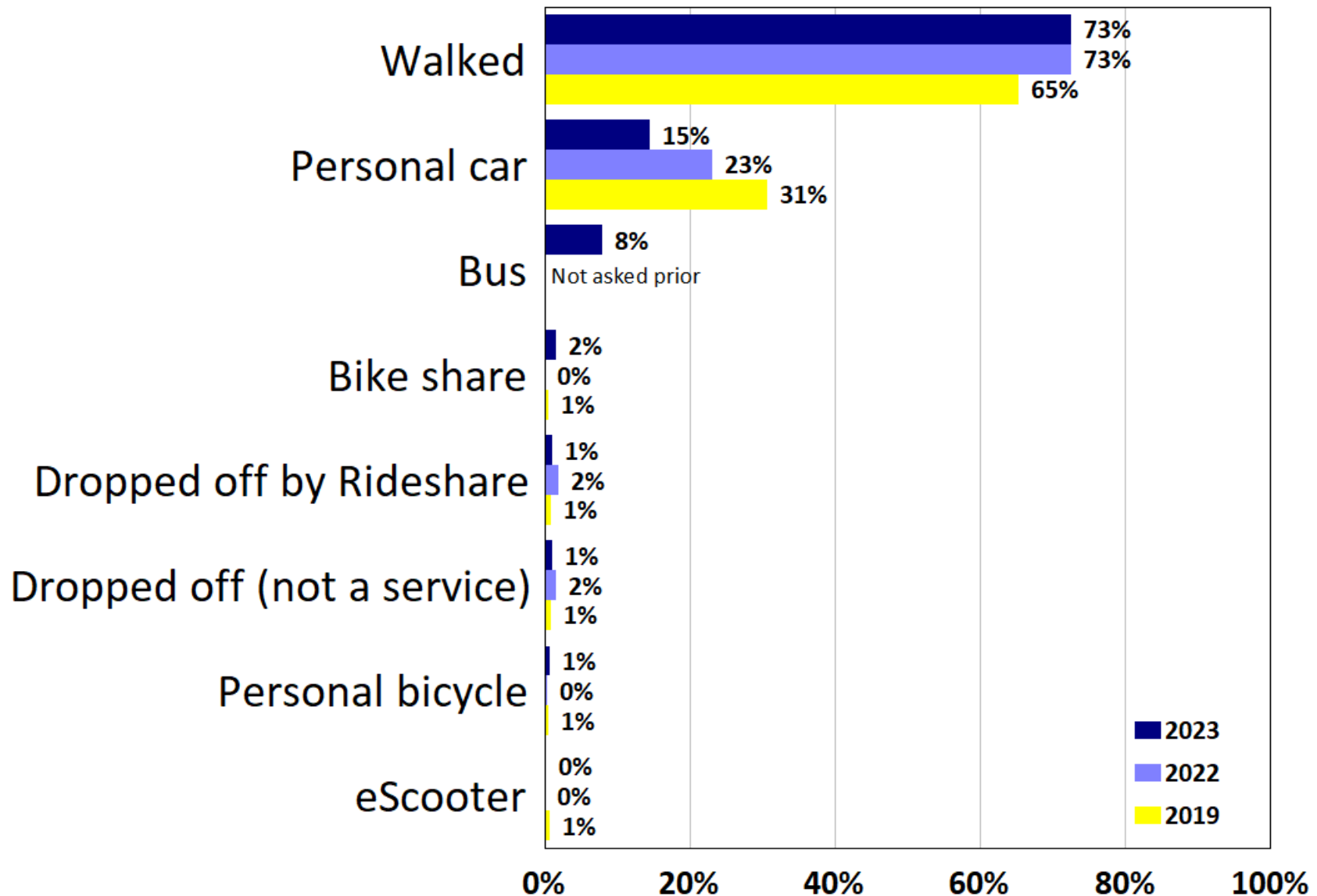
by the percentage of respondents (excluding "not provided" responses)



Trend Analysis: 2023 v. Past Results

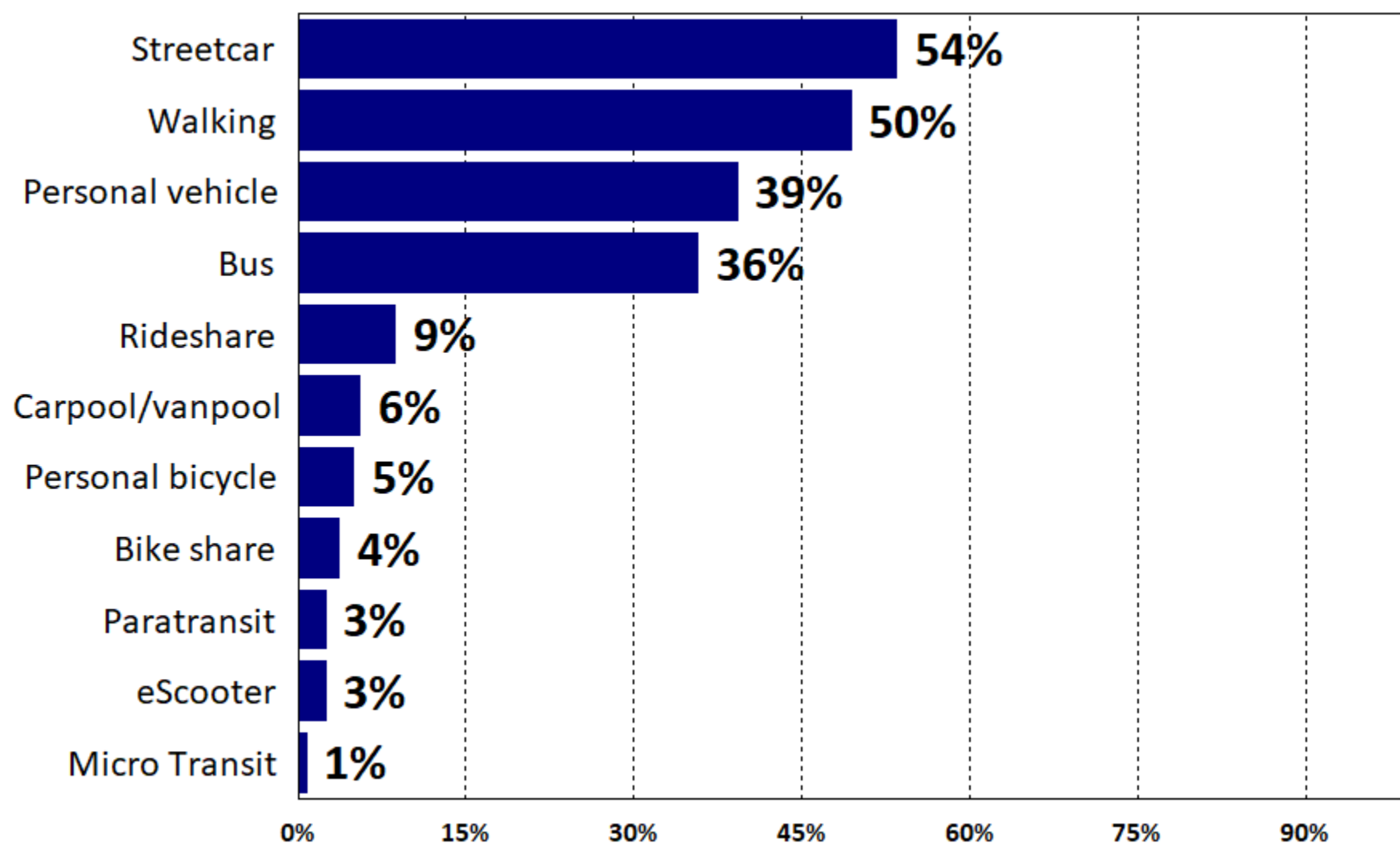
Q4: How did you access KC Streetcar for this trip?

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?

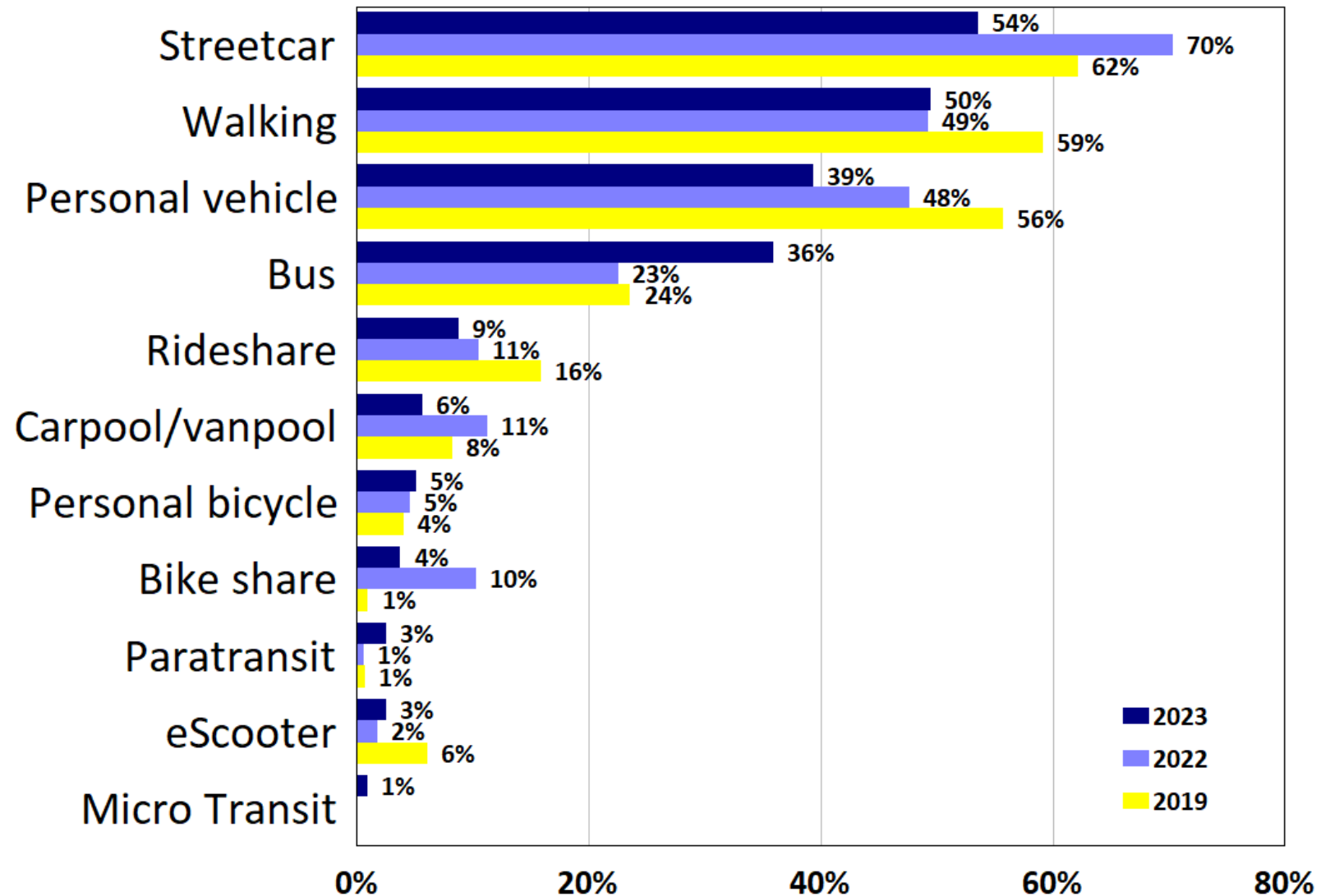
by the sum of respondents top three choices



Trend Analysis: 2023 v. Past Results

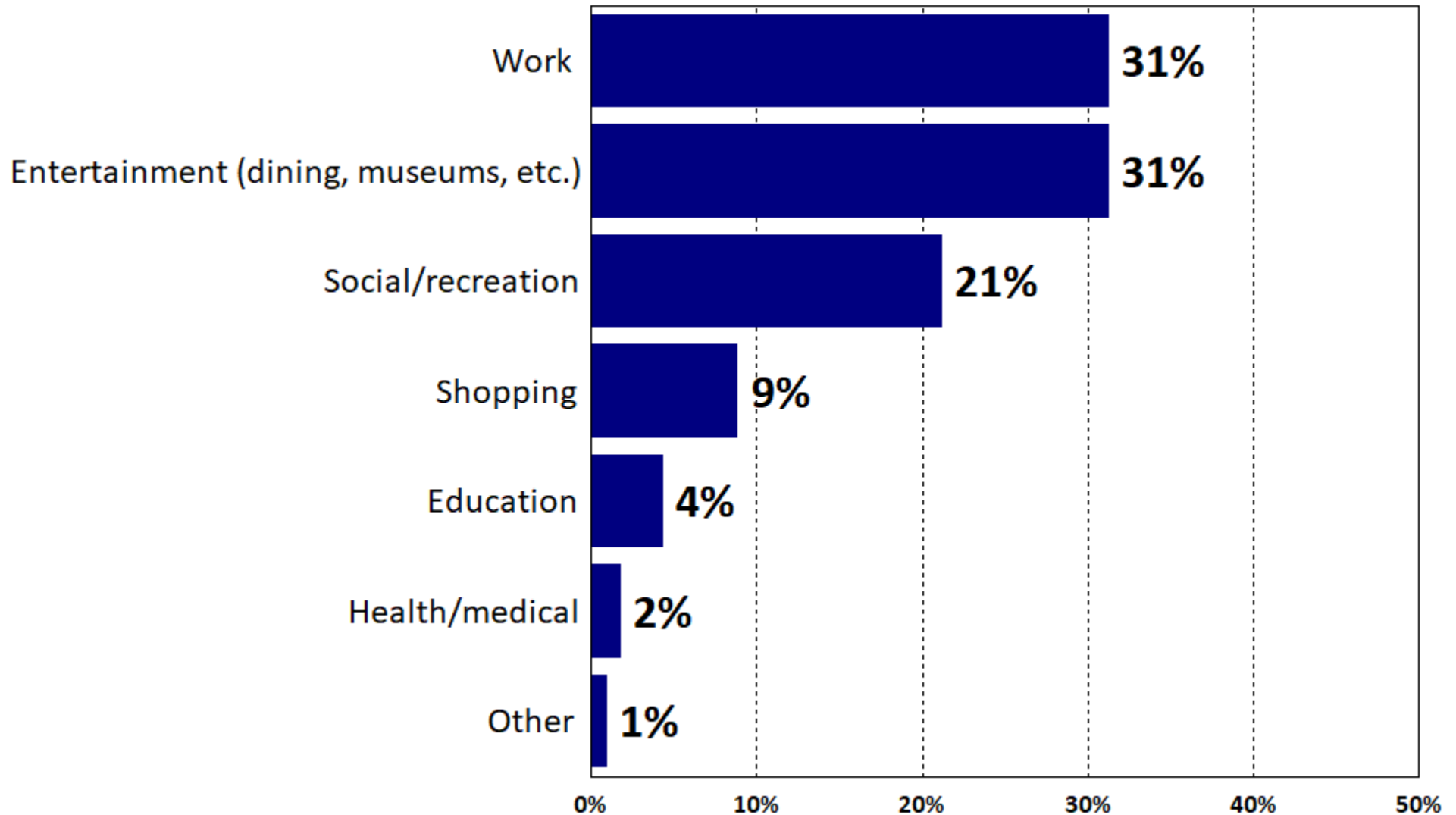
Q6: Please select the 3 travel modes you most often use in the Kansas City area?

by the sum of respondents top three choices



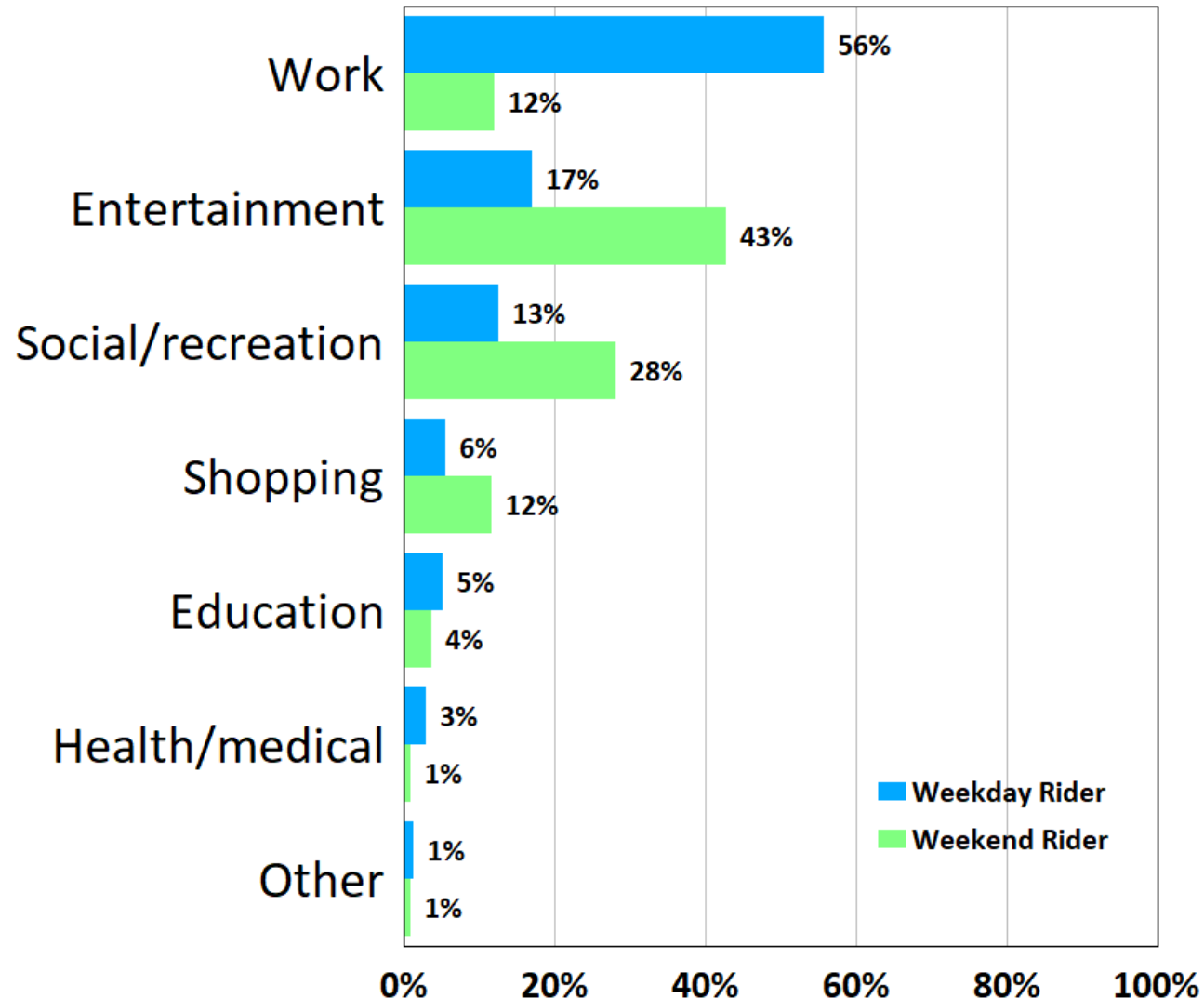
Q7: What is the PRIMARY PURPOSE of your KC Streetcar trip today?

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?**

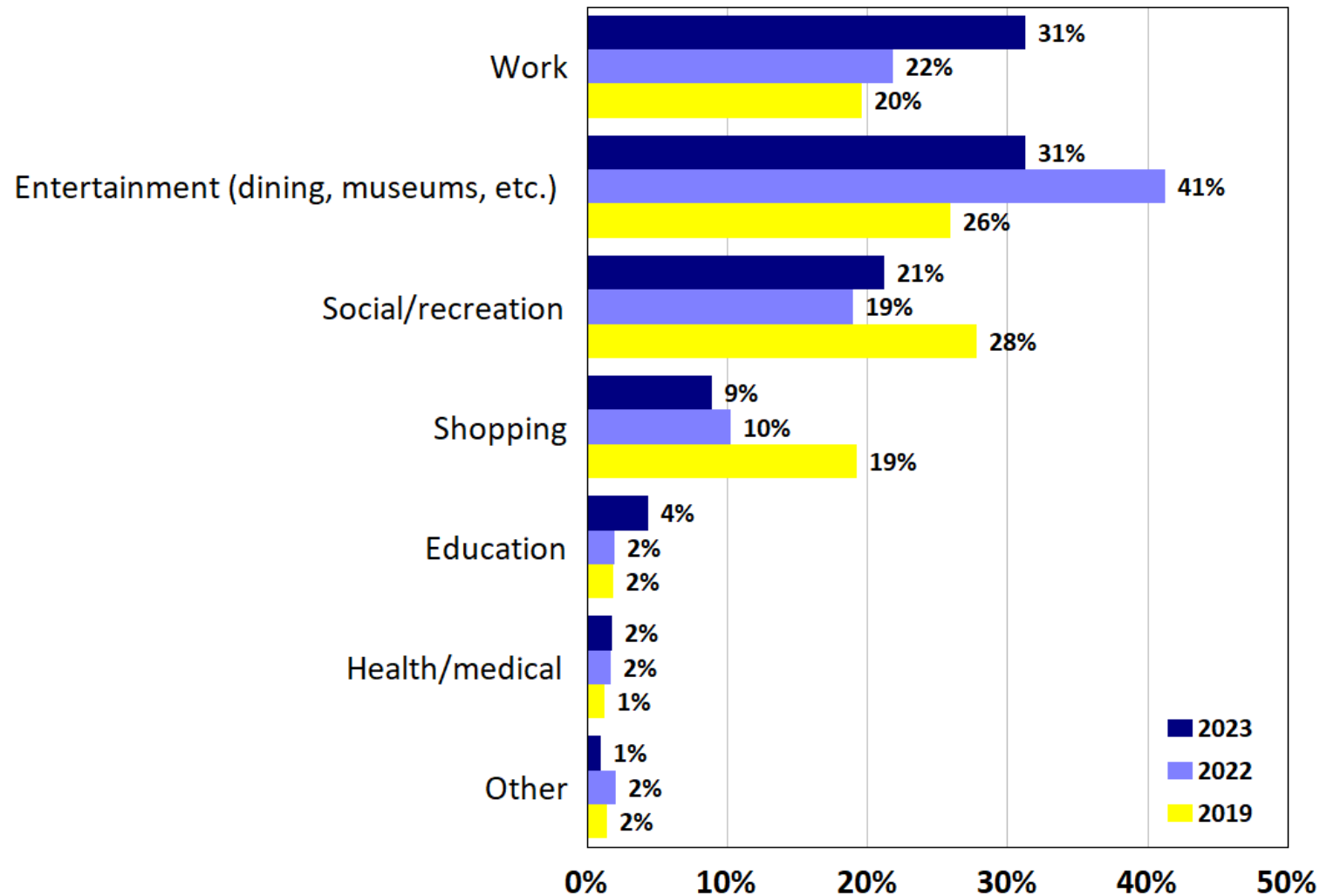
by the percentage of respondents (excluding "not provided" responses)



Trend Analysis: 2023 v. Past Results

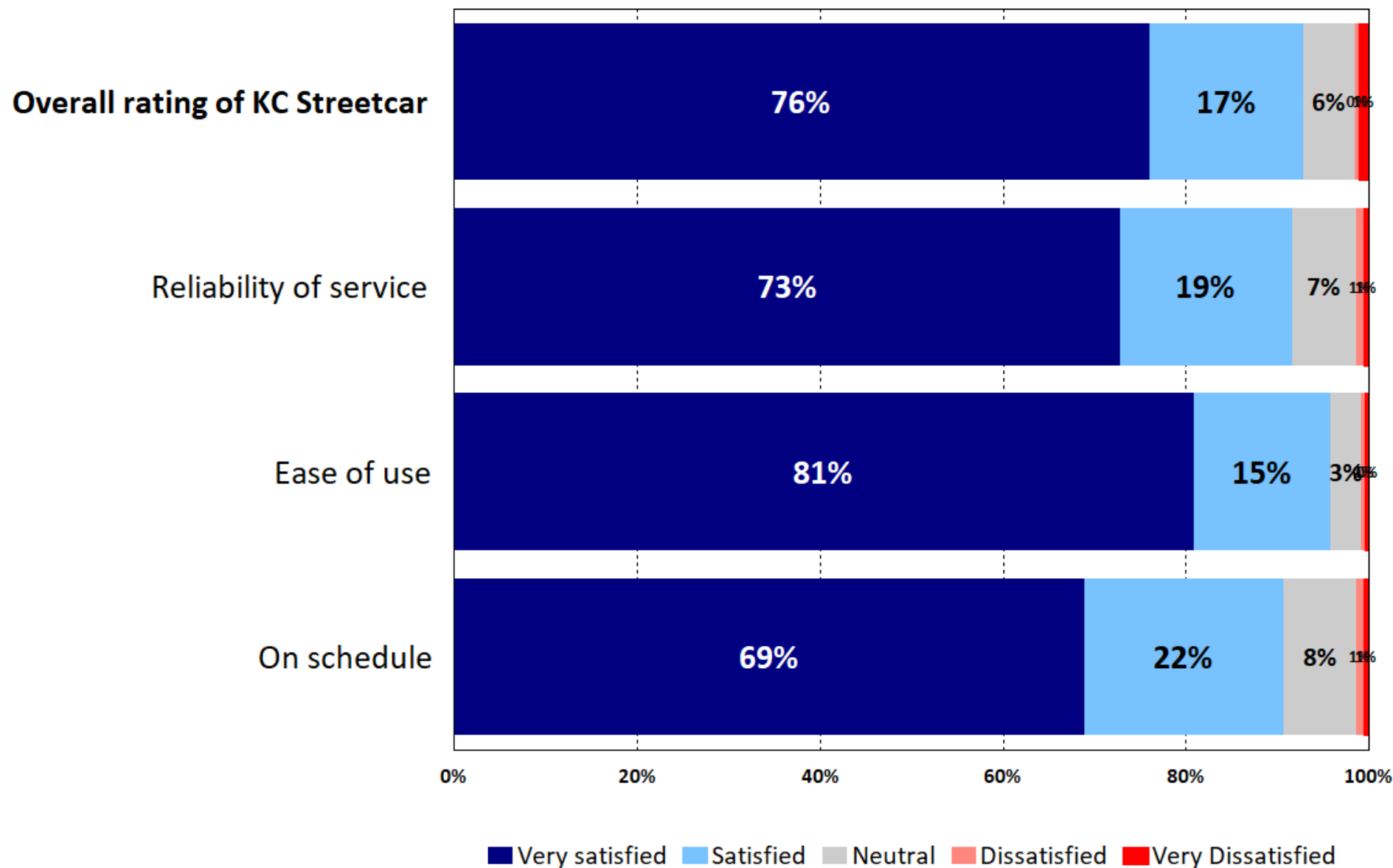
Q7: What is the PRIMARY PURPOSE of your KC Streetcar trip today?

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



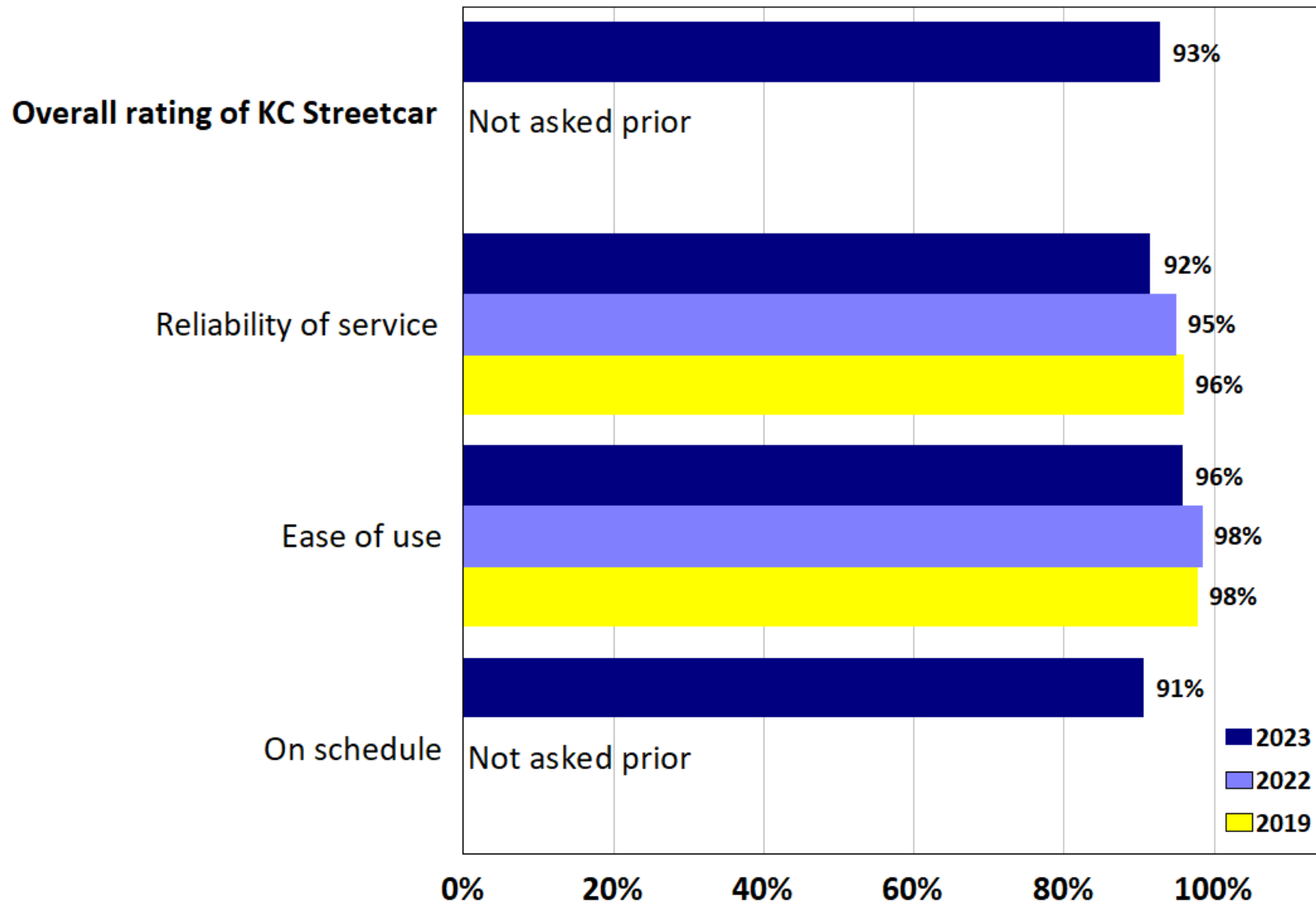
Q8-Q11: How do you rate RideKC Streetcar service?

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



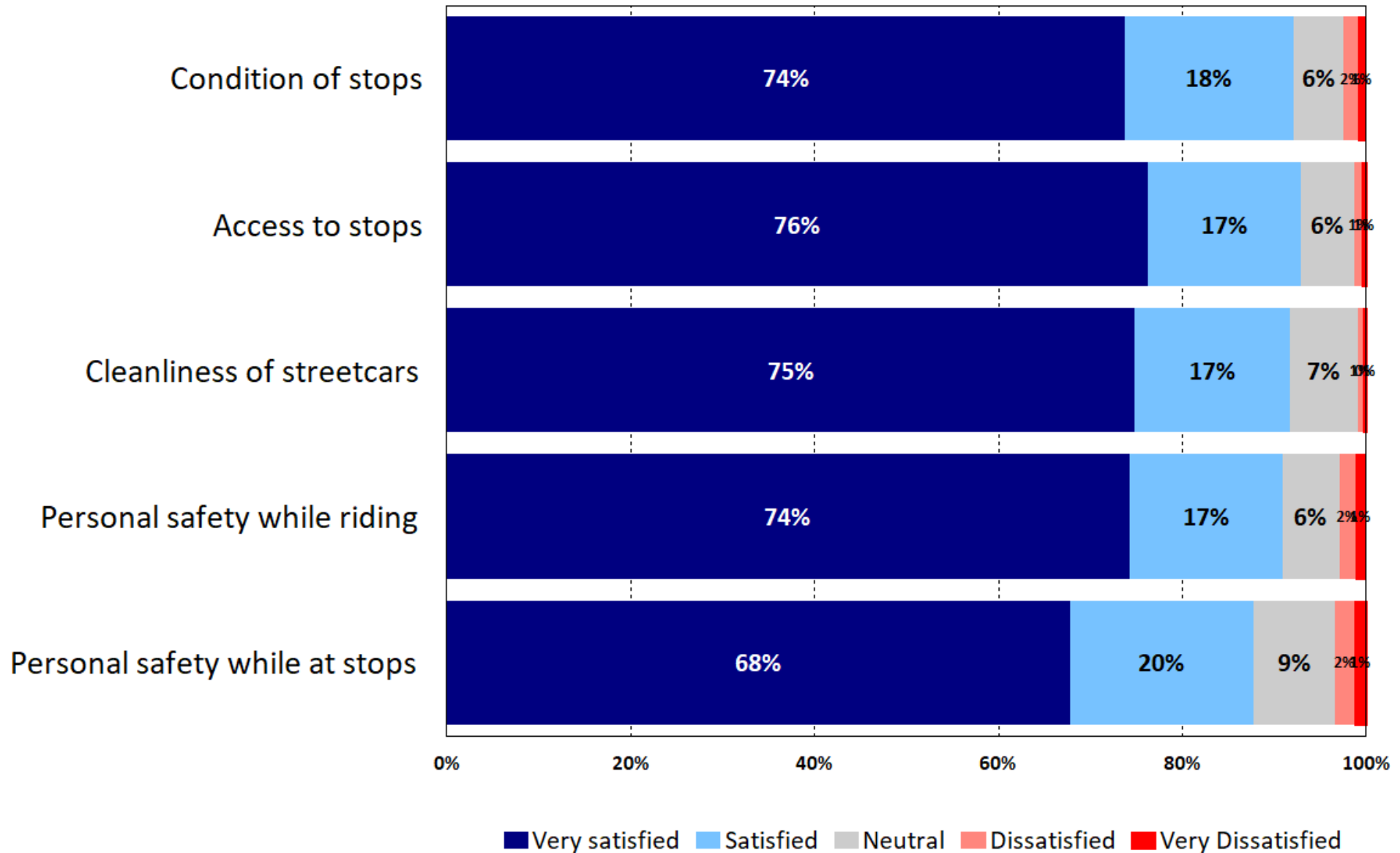
Trend Analysis: 2023 v. Past Results**Q8-Q11: How do you rate the RideKC Streetcar service?**

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



Q12-Q16: How do you rate RideKC Streetcar service?

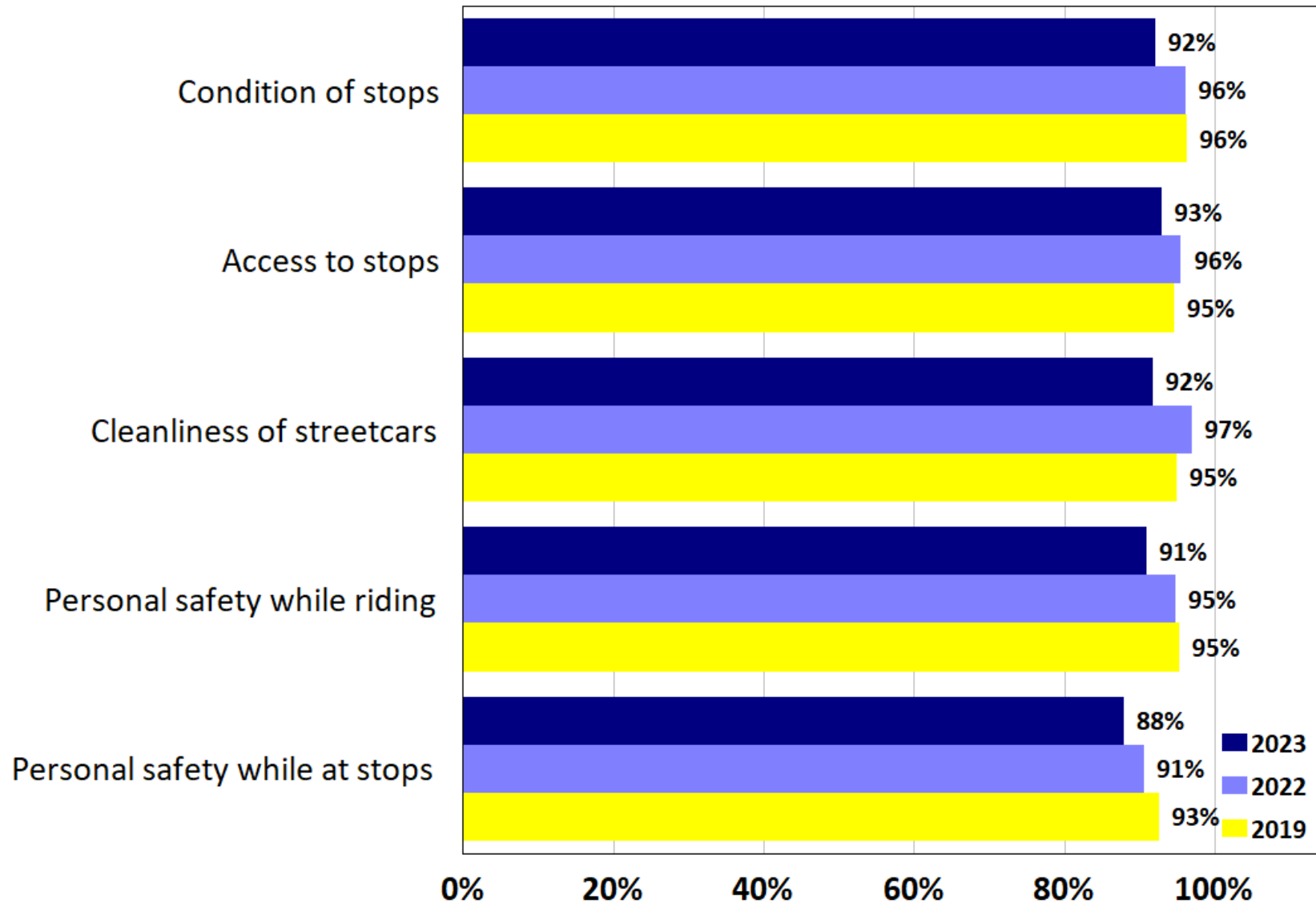
by percentage of respondents (excluding "not provided" responses)



Trend Analysis: 2023 v. Past Results

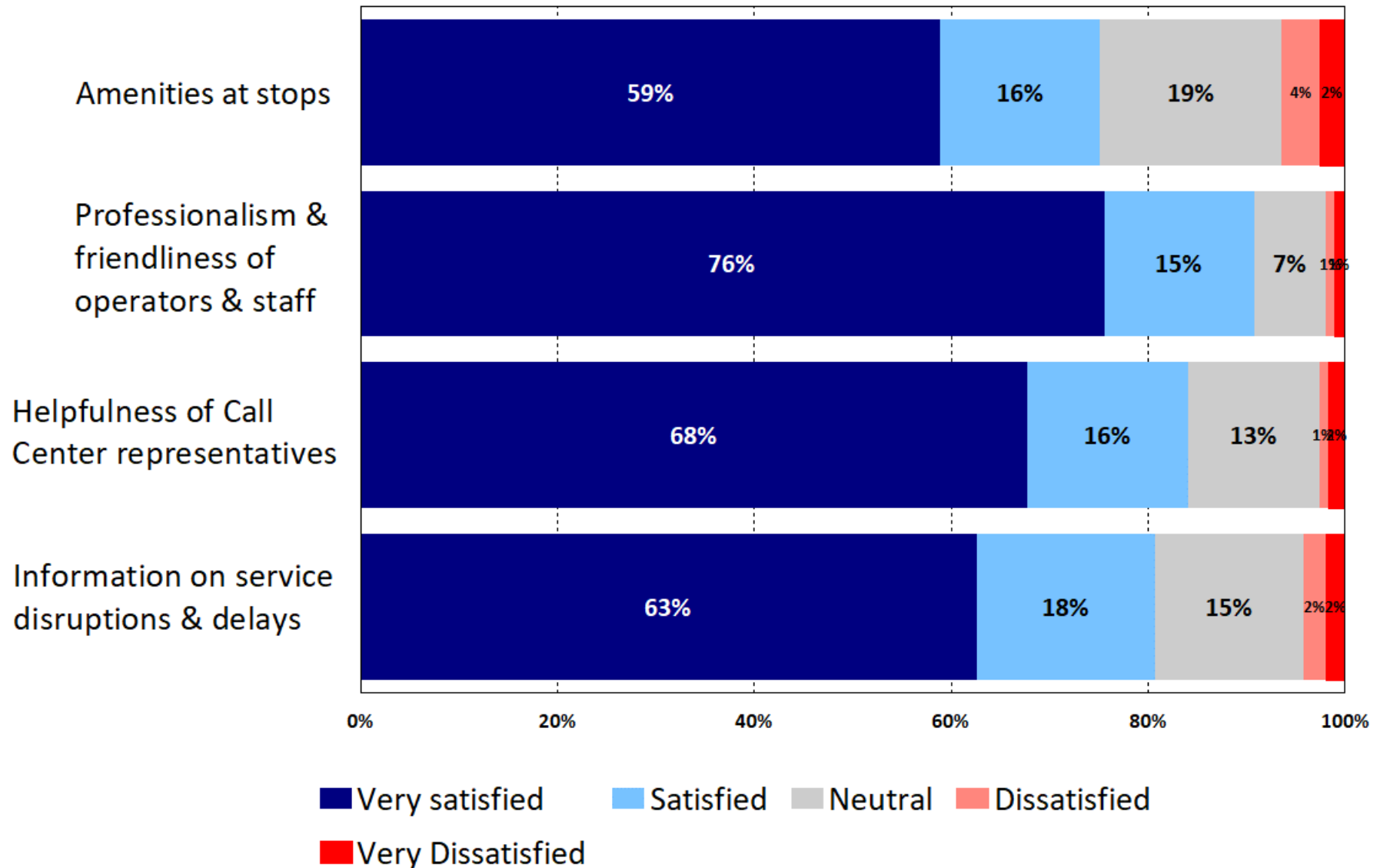
Q12-Q16: How do you rate the RideKC Streetcar service?

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



Q17-Q20: How do you rate RideKC Streetcar service?

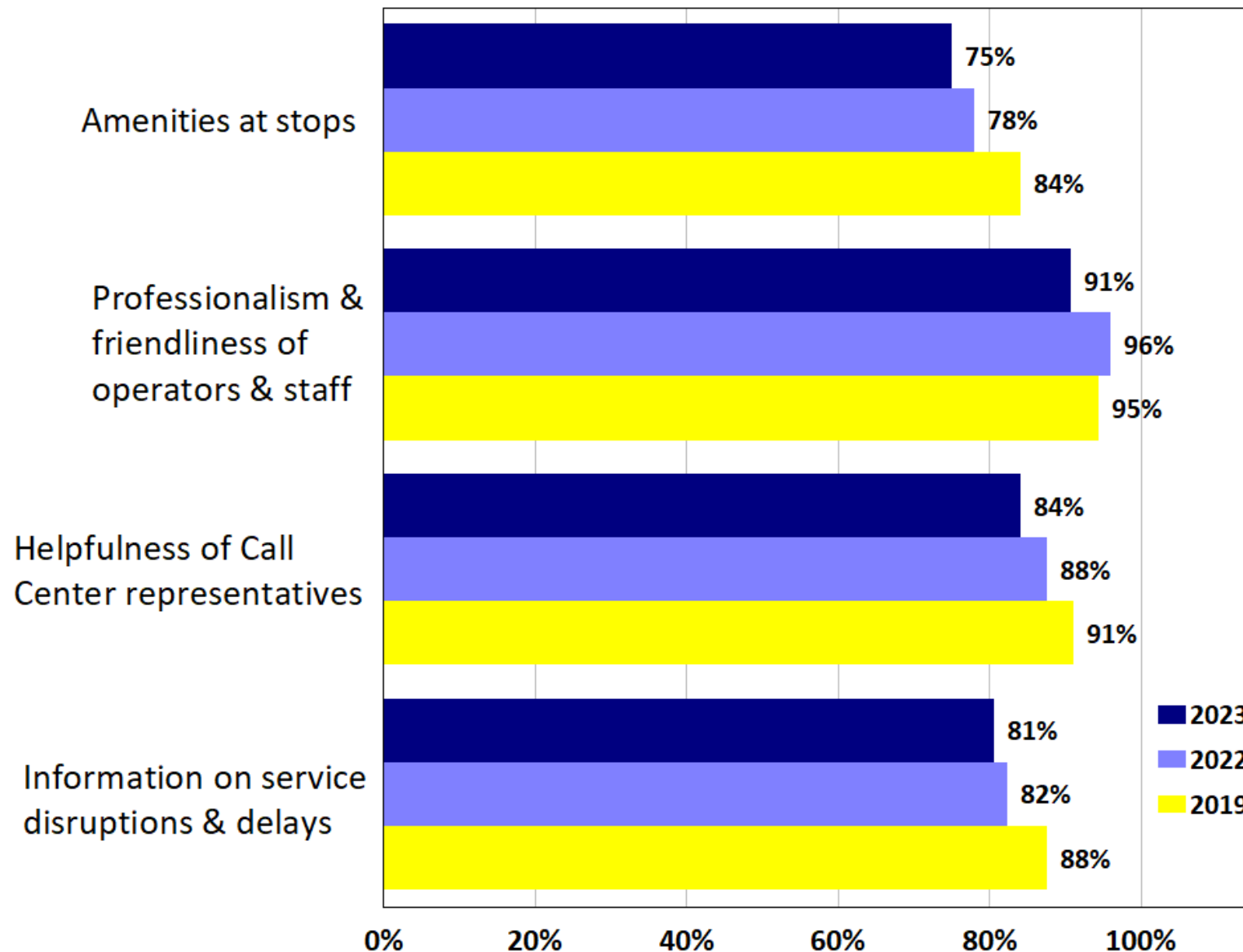
by percentage of respondents (excluding "not provided" responses)



Trend Analysis: 2023 v. Past Results

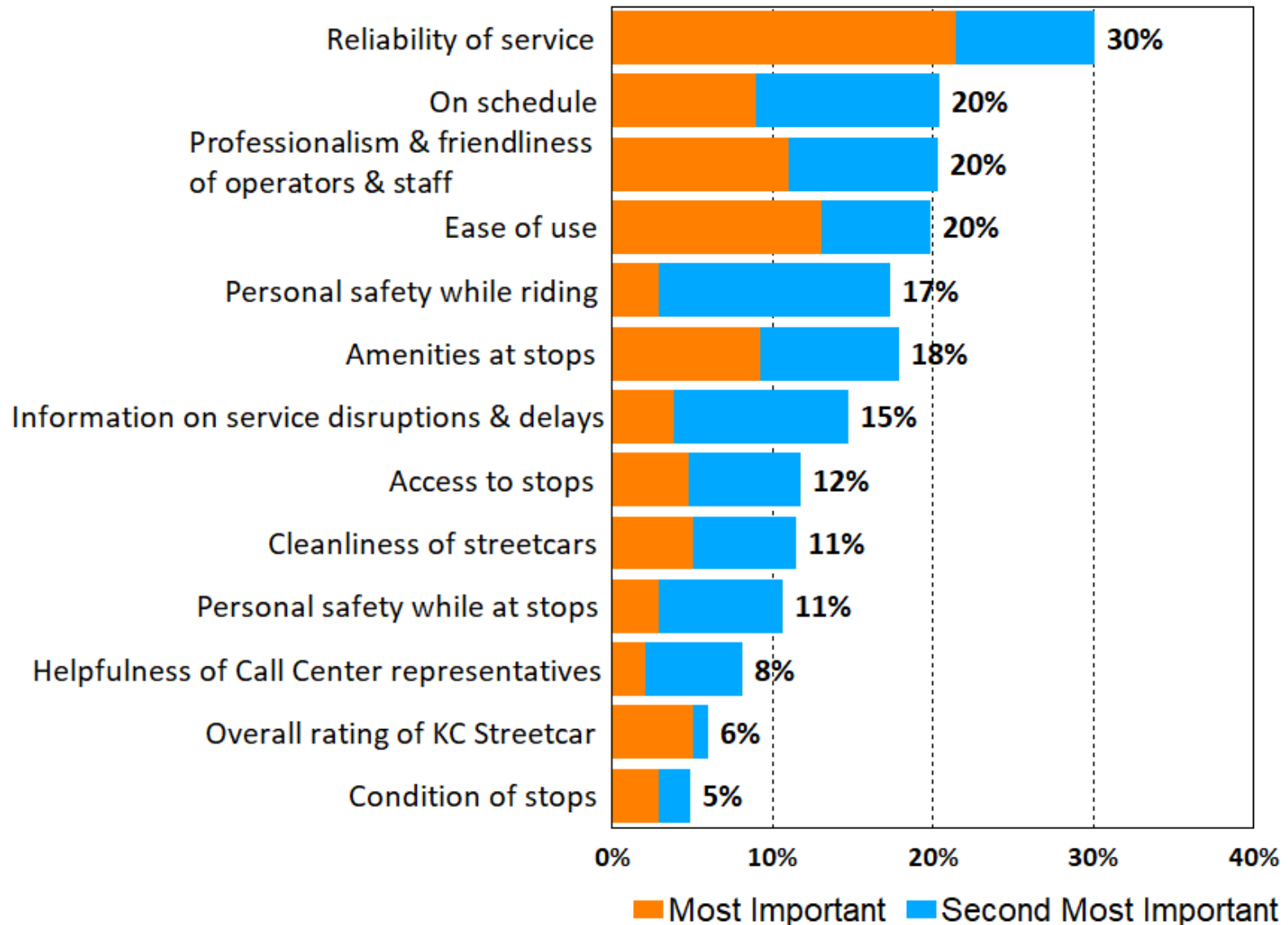
Q17-Q20: How do you rate the RideKC Streetcar service?

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



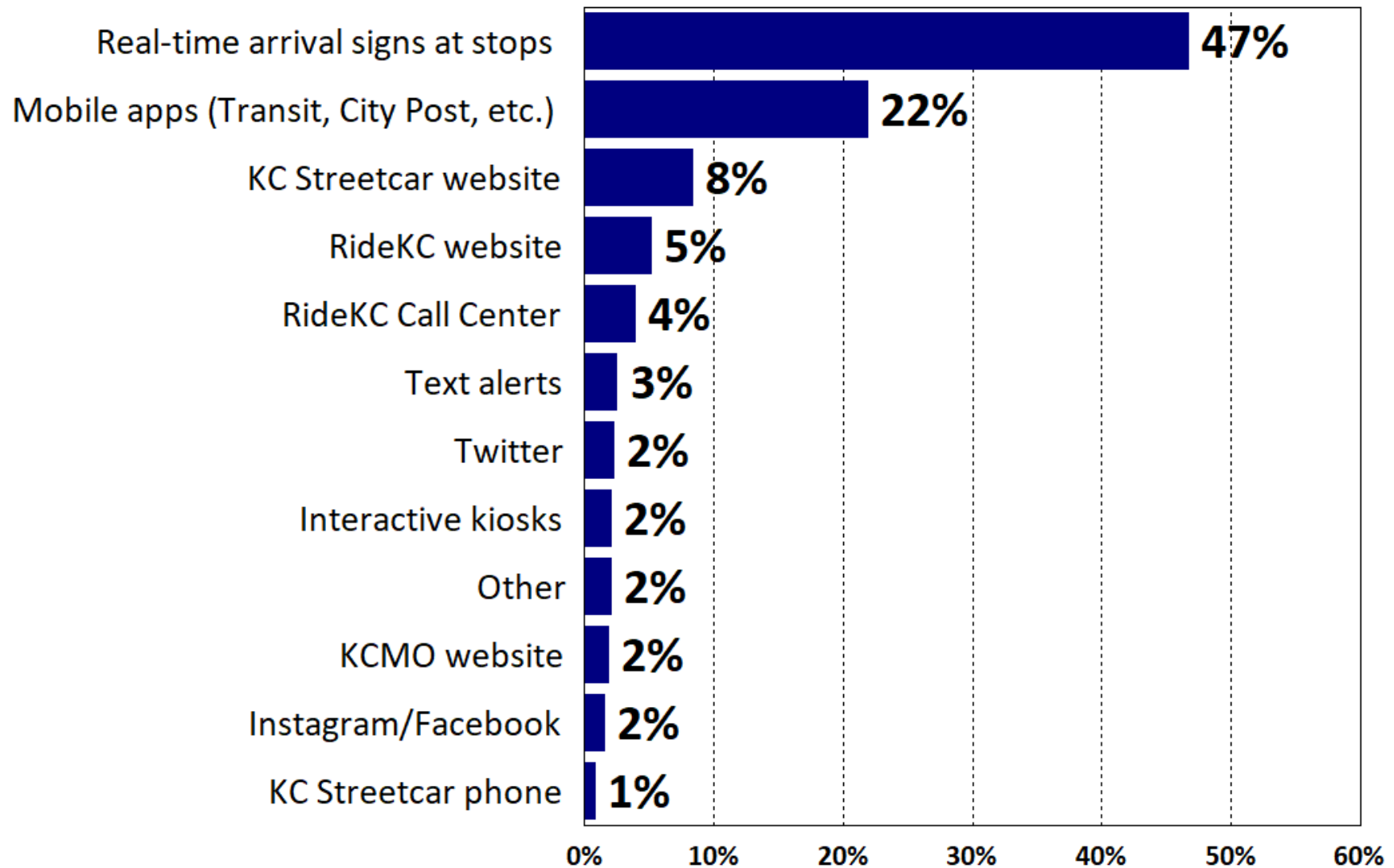
Q21: Which elements listed in Questions 8-20 are most important to you?

by the sum of respondents top two choices



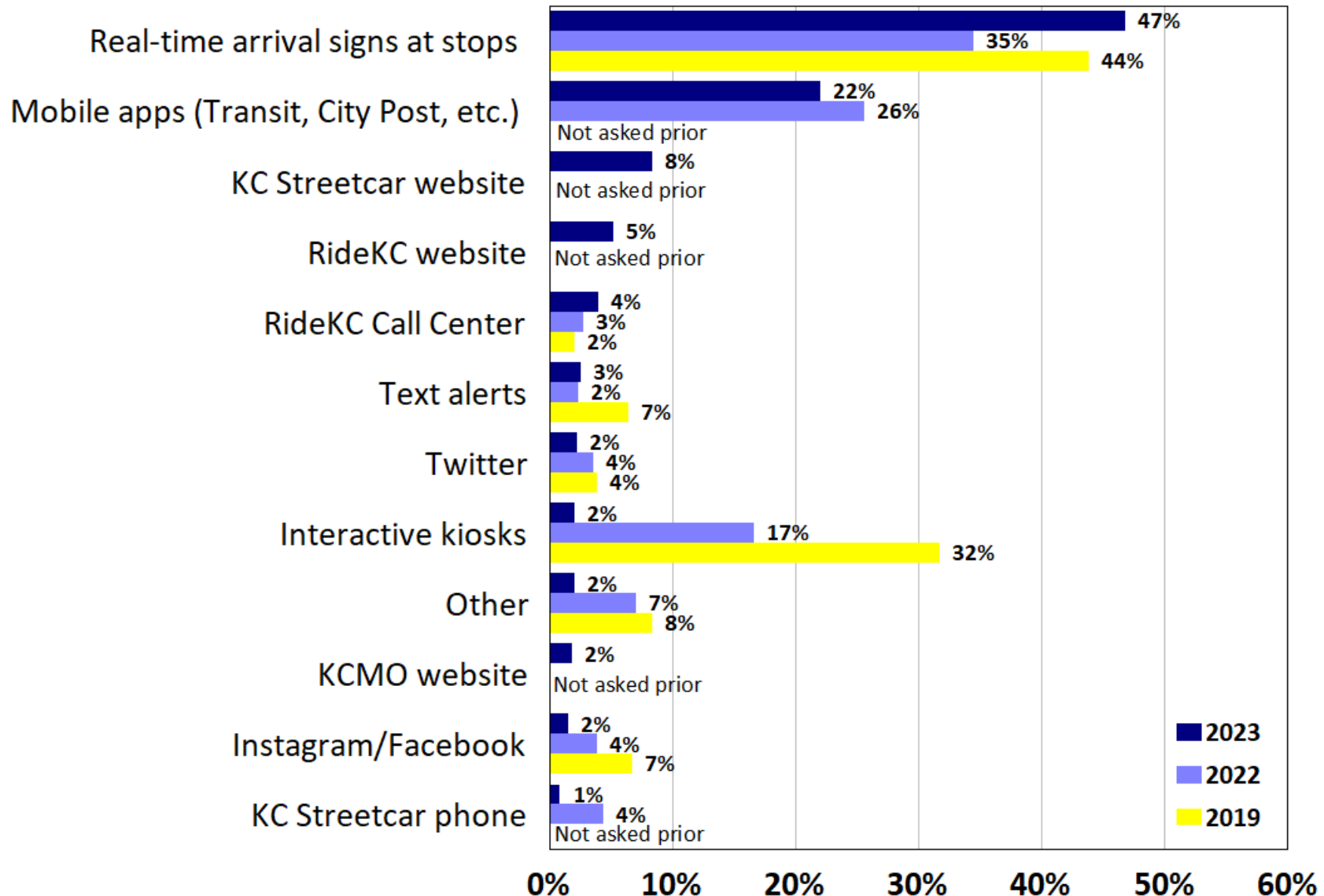
Q22: Where do you go for KC Streetcar schedule and delay information?

by the percentage of respondents



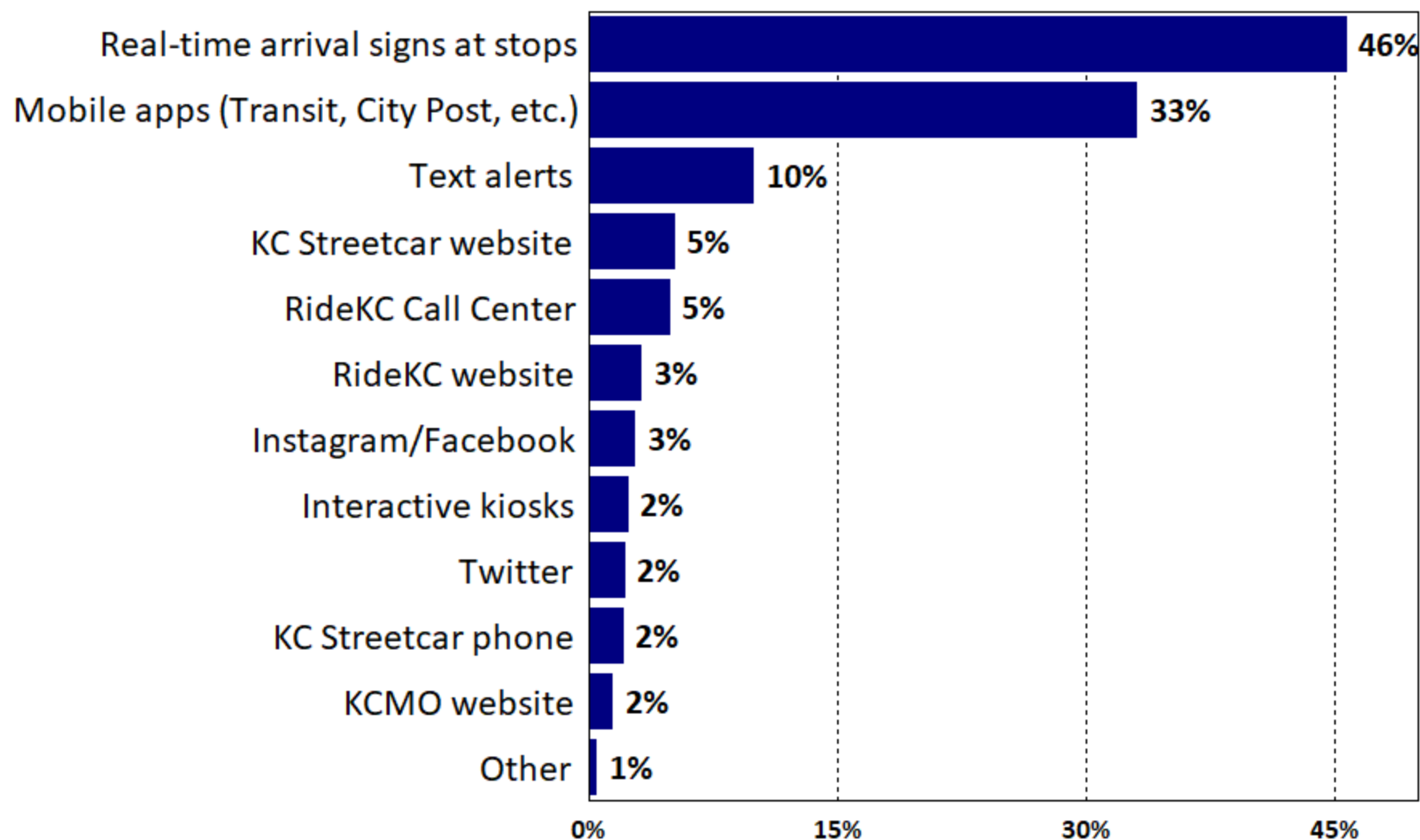
Q22: Where do you go for KC Streetcar schedule and delay information?

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



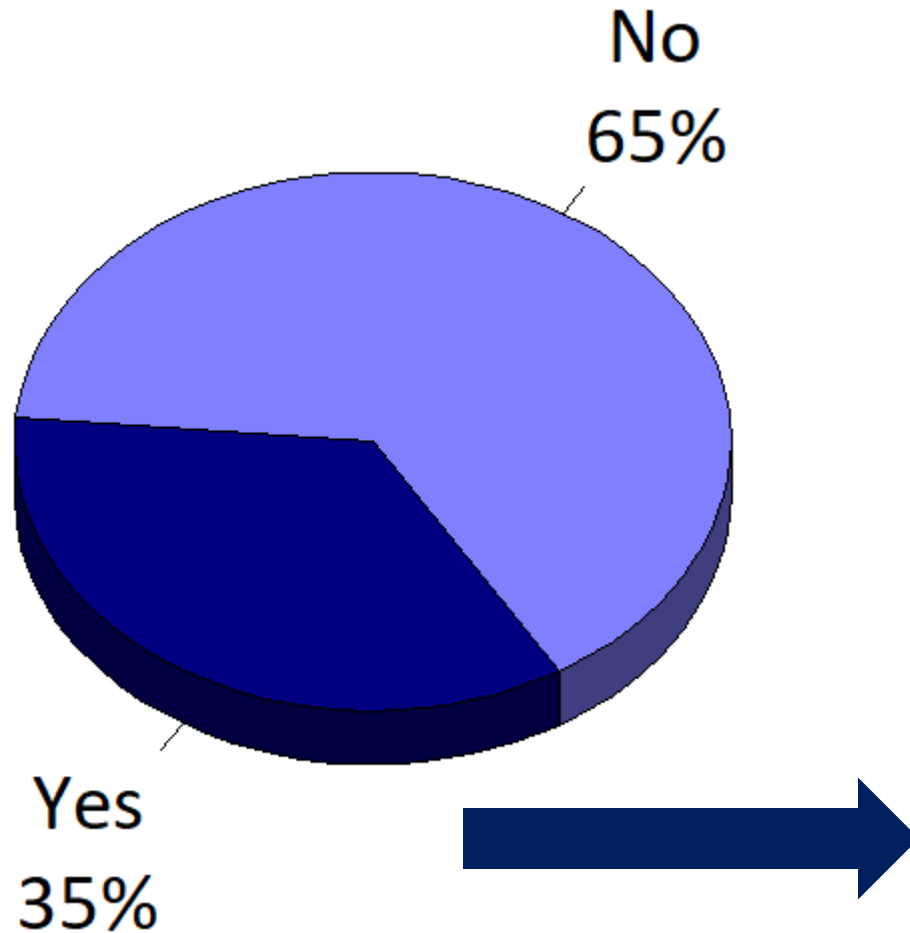
Q23: How would you prefer to learn about service alerts?

by the percentage of respondents

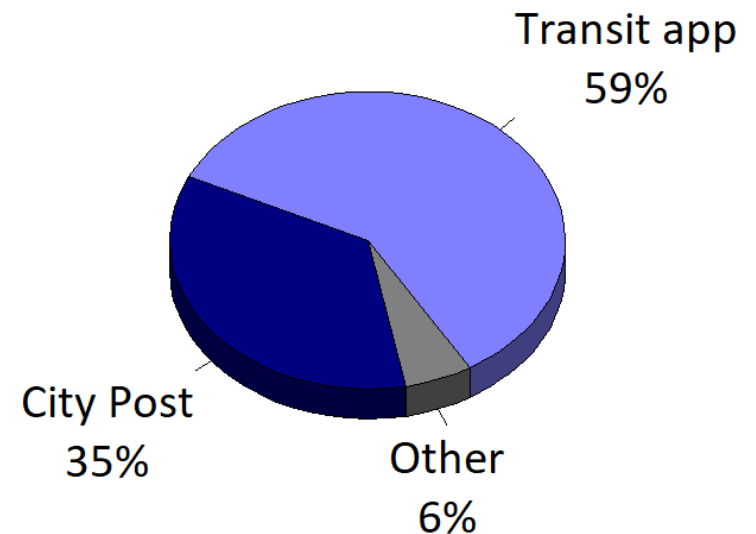


Q24: Do you use a mobile application to track Streetcar vehicles real-time or trip plan?

by percentage of respondents (excluding "not provided")

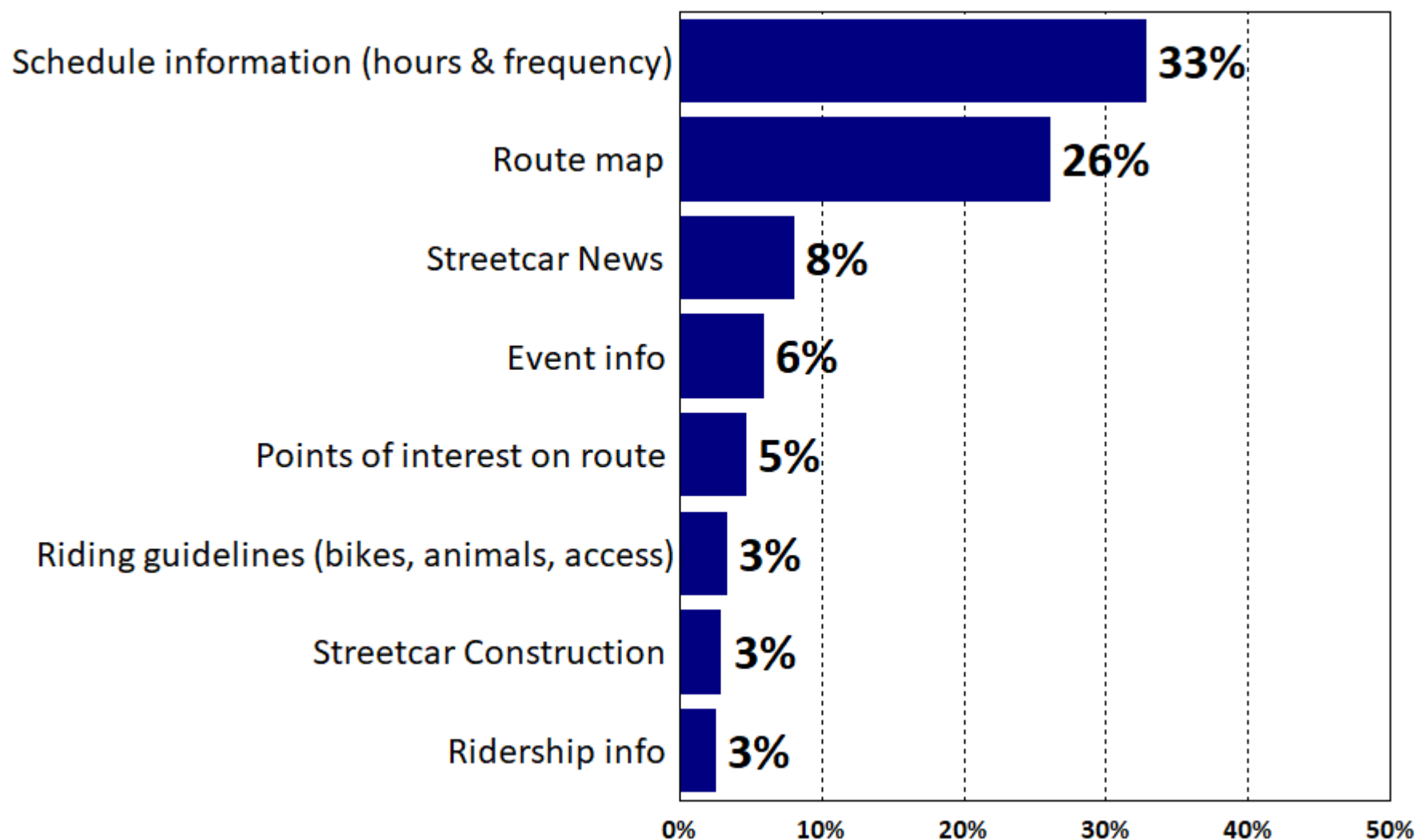


Q24a. Which mobile application do you use?



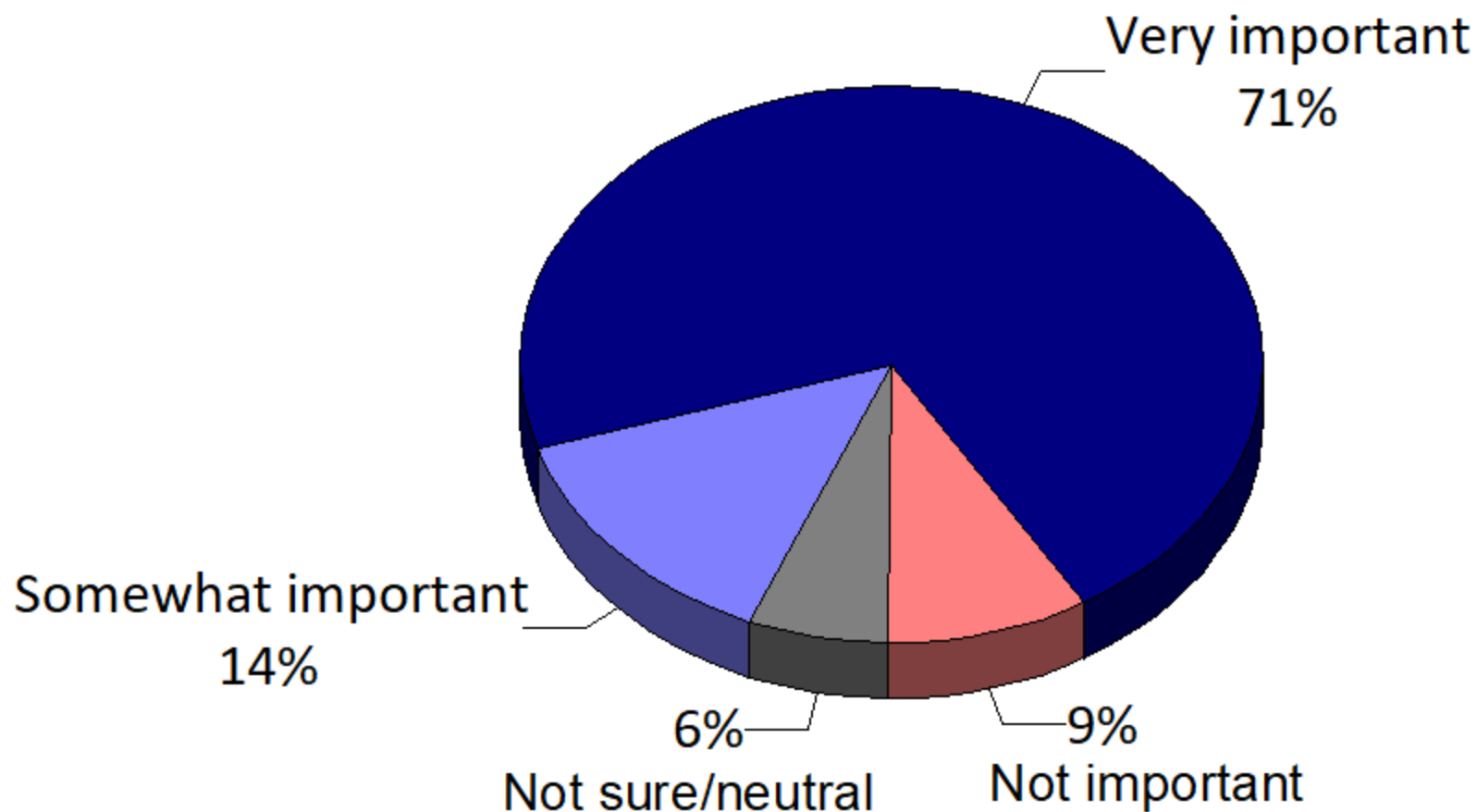
Q25: If you use kcstreetcar.org, why do you most commonly visit the site?

by the percentage of respondents



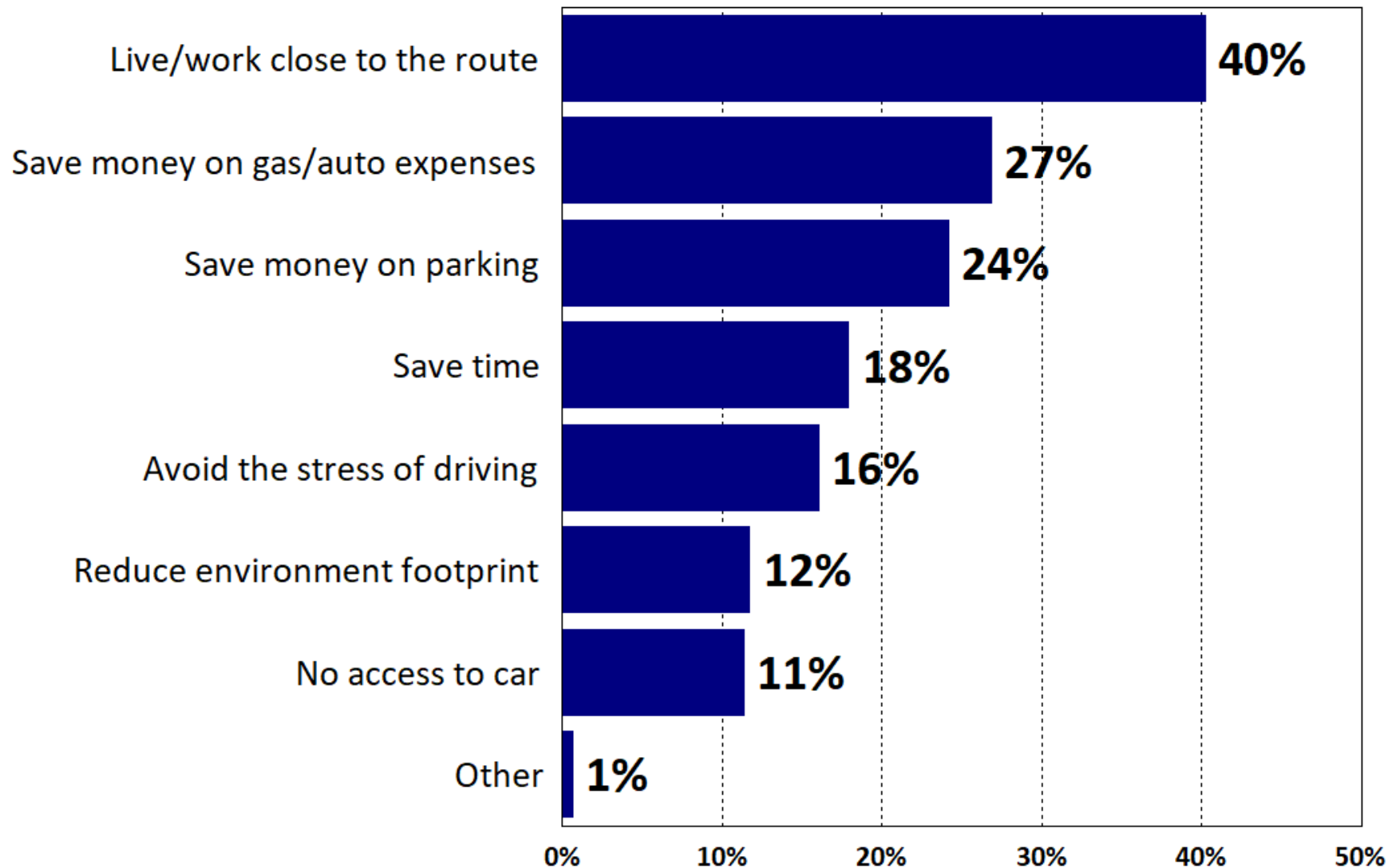
Q26: How important are RideKC services to the community?

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



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

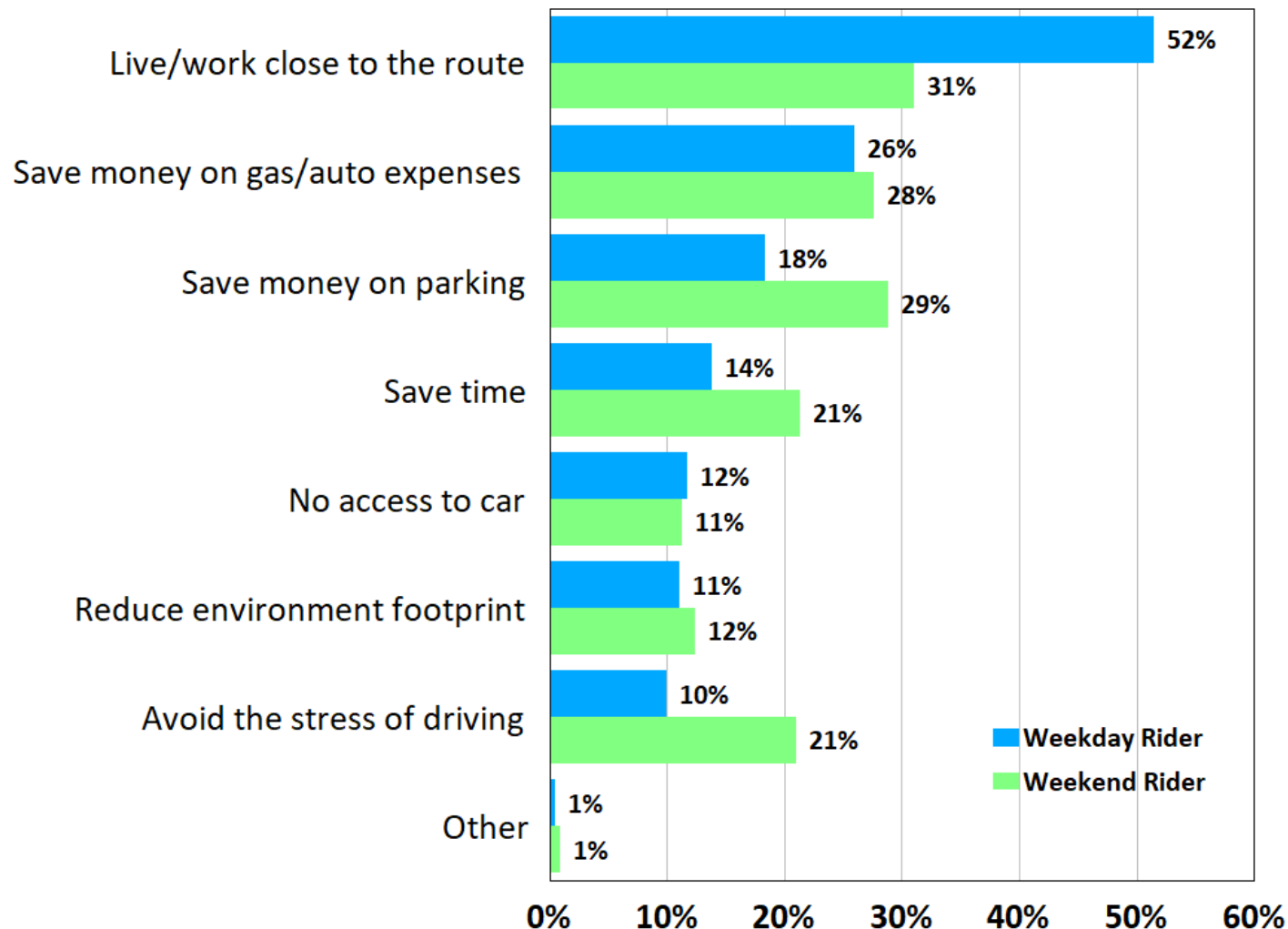
by the percentage of respondents (multiple responses could be chosen)



Weekday Rider v. Weekend Rider

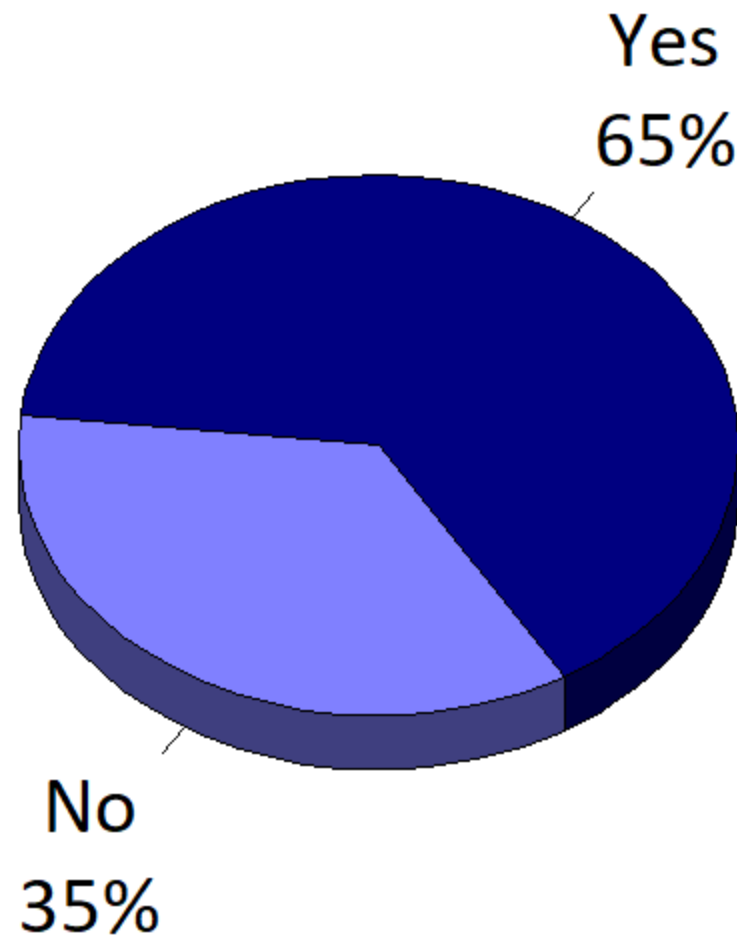
Q27: What are the main reasons you use RideKC transit services

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



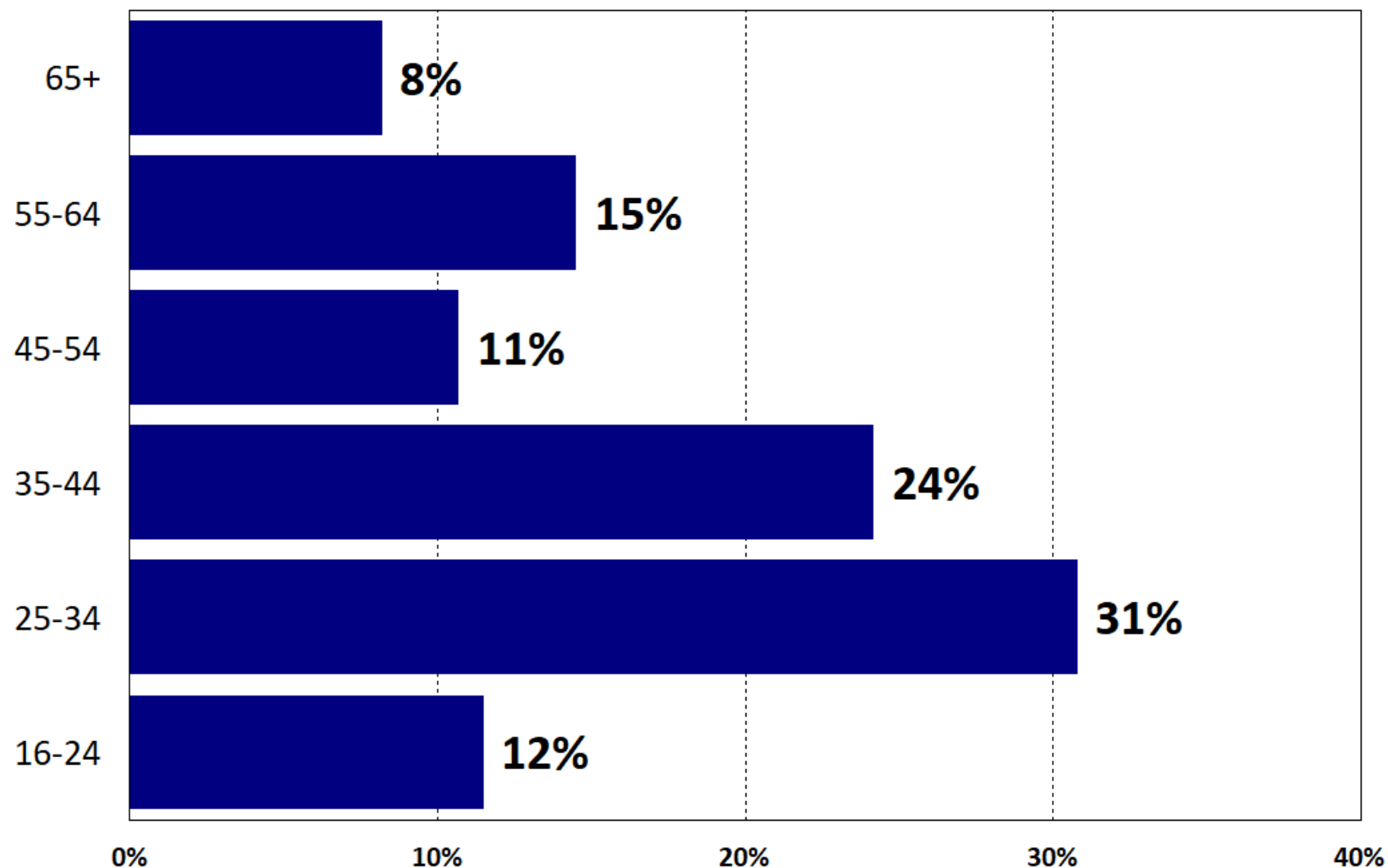
Q28: Do you have a working car or other vehicle that you could have used for this trip instead of taking the Streetcar today?

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



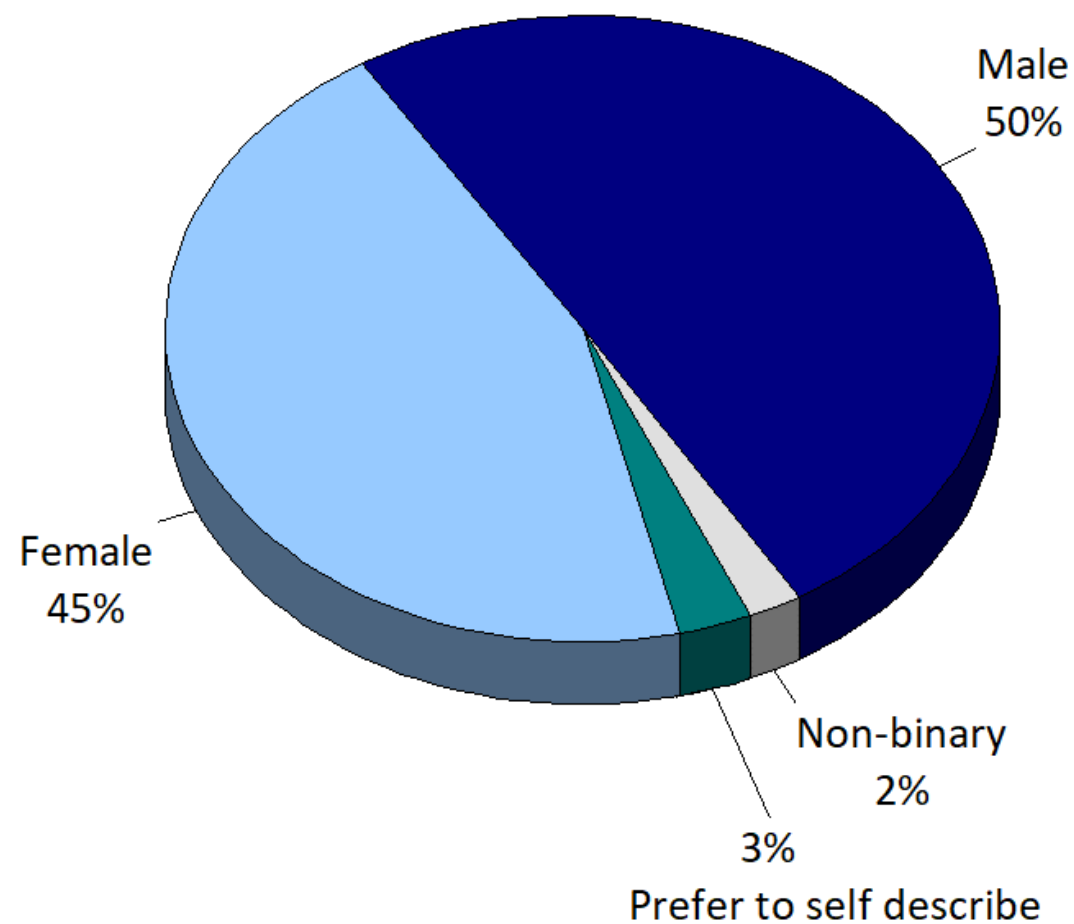
Q29: What year were you born?

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



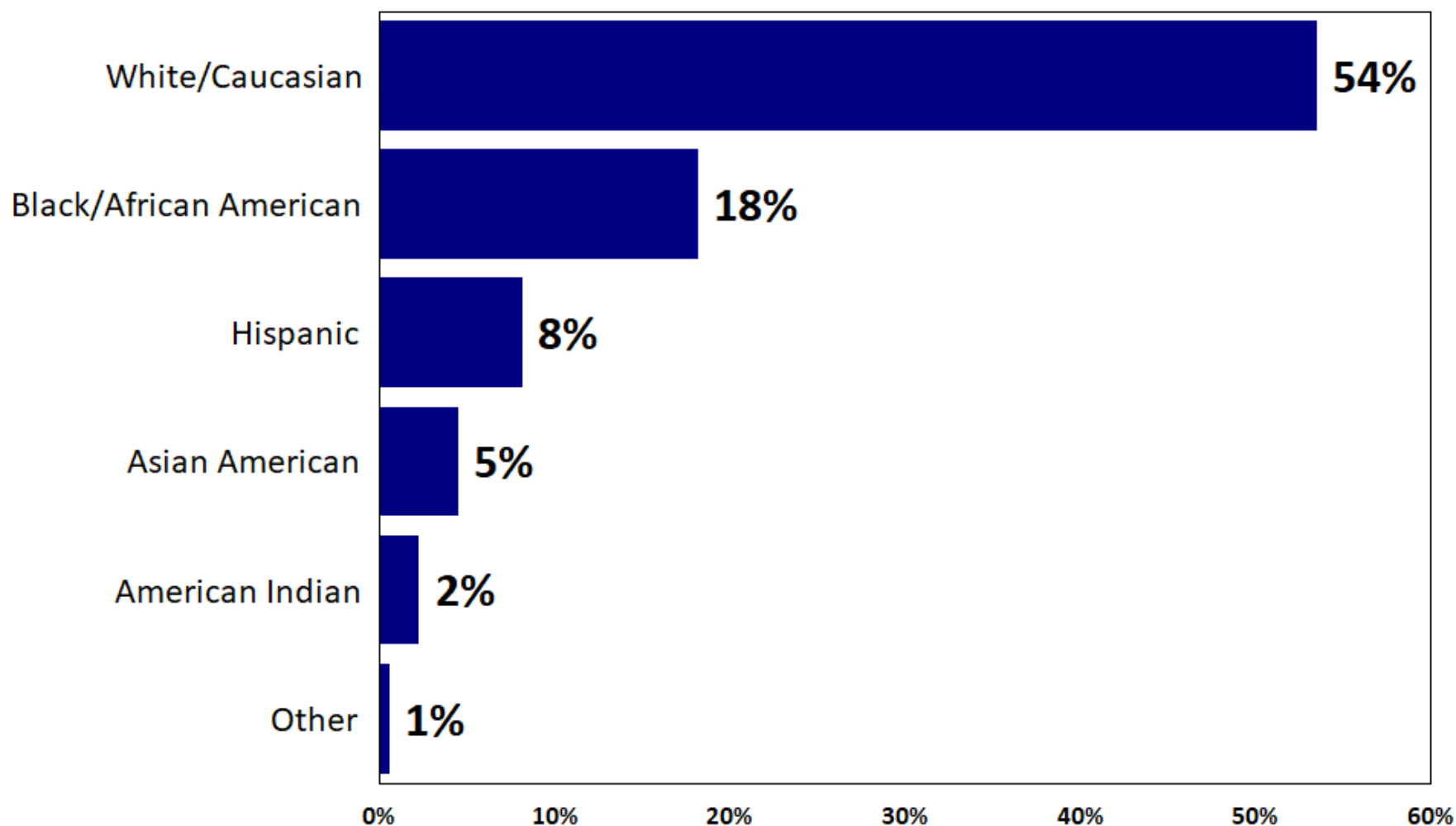
Q30: How do you identify?

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



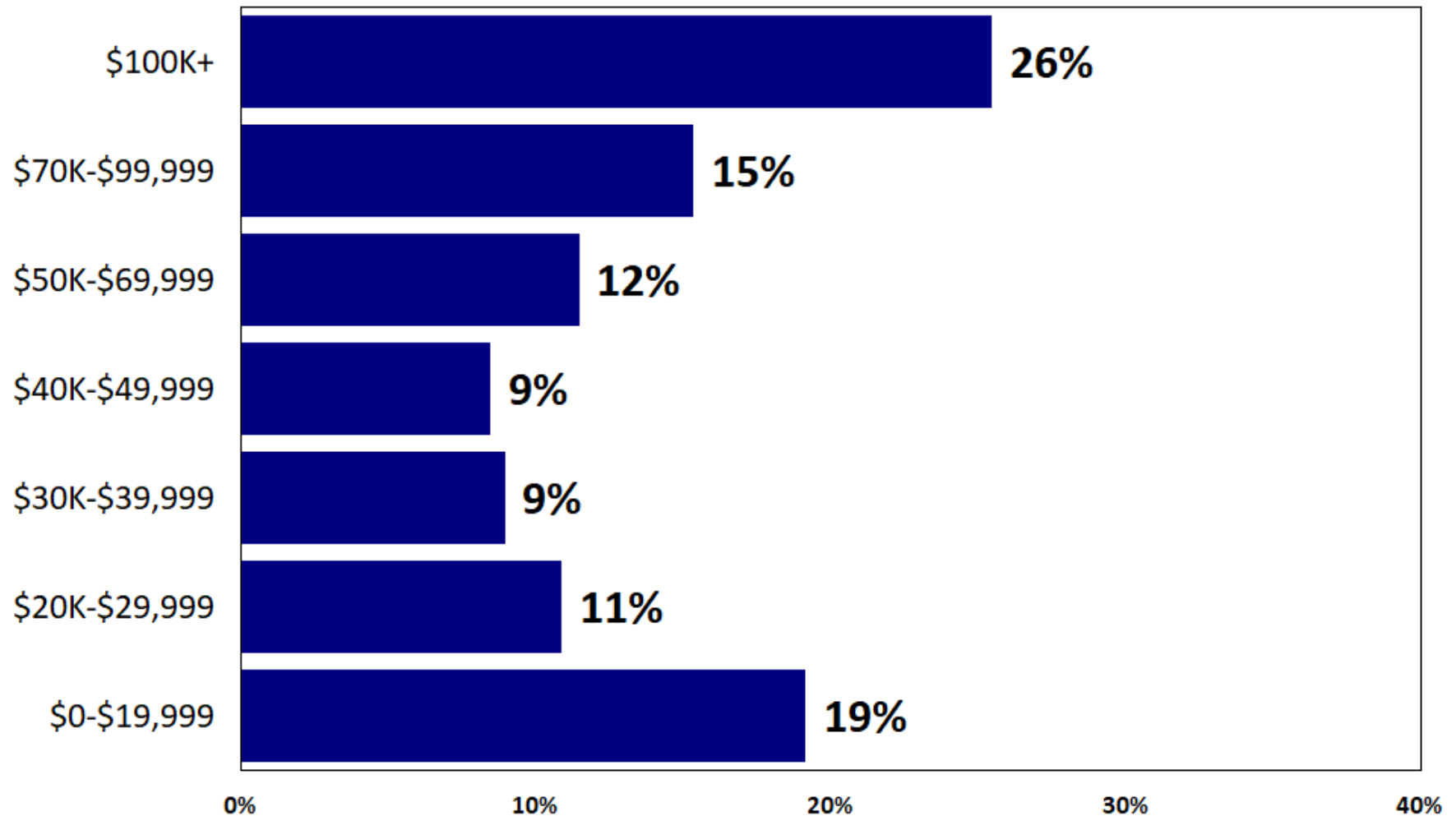
Q31: Which of these BEST describes your race/ethnicity?

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



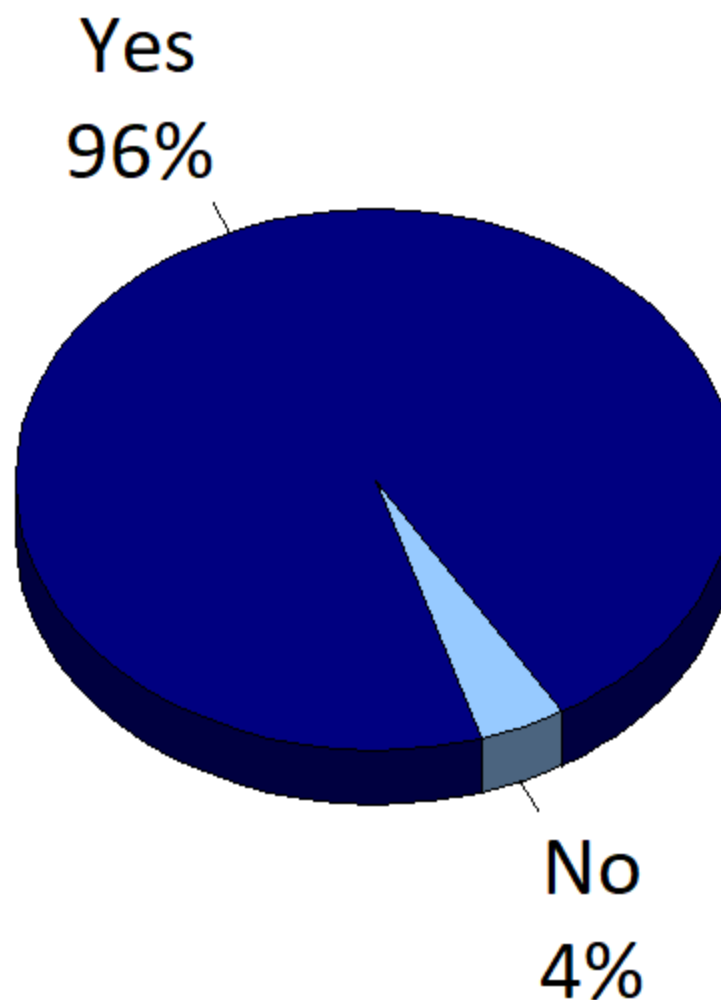
Q32: Which of the following BEST describes your household's total annual income?

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



Q33: Do you support future expansion of the KC Streetcar system?

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



Section 4: Importance-Satisfaction

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
2. 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. Nineteen percent (18.5%) of riders selected the amenities at stops as one of the most important major services.

Importance-Satisfaction Analysis (Continued)

Regarding satisfaction, 77.5% of riders rated the RideKC Streetcar's amenities at stops 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 amenities at stops, is calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 18.5% was multiplied by 2.25% (1-0.775) and yielded an I-S rating of 0.0415. Amenities at stops ranked first out of the twelve 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

Generally, the top 2–3 rating areas should receive the most emphasis. These areas typically have significant correlation to overall satisfaction due to their relatively high importance and relatively low satisfaction.

The overall results for the RideKC Streetcar services are provided on the following page followed by Weekday and Weekend results.

Importance-Satisfaction Analysis Ratings

2023 RideKC Streetcar Rider Survey

RideKC Streetcar Riders

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-S Rating	I-S Rating Rank
Amenities at stops	18.5%	6	77.5%	12	0.0415	1
Information on service disruptions & delays	15.1%	7	82.6%	11	0.0262	2
Reliability of service	31.4%	1	92.1%	5	0.0248	3
Personal safety while riding	24.3%	2	91.9%	6	0.0197	4
On schedule	21.0%	3	91.2%	8	0.0185	5
Professionalism & friendliness of operators & staff	21.0%	4	91.7%	7	0.0174	6
Personal safety while at stops	10.9%	10	89.1%	9	0.0119	7
Helpfulness of Call Center representatives	8.3%	11	85.8%	10	0.0118	8
Cleanliness of streetcars	11.8%	9	92.1%	4	0.0093	9
Access to stops	12.1%	8	93.4%	2	0.0080	10
Ease of use	20.6%	5	96.2%	1	0.0078	11
Condition of stops	5.1%	12	93.0%	3	0.0036	12

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

2023 RideKC Streetcar Rider Survey

WEEKDAY Streetcar Riders

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-S Rating	I-S Rating Rank
Amenities at stops	10.1%	5	75.6%	12	0.0246	1
Reliability of service	15.3%	1	88.3%	5	0.0179	2
On schedule	12.9%	2	87.2%	8	0.0165	3
Personal safety while riding	12.1%	3	89.1%	3	0.0132	4
Professionalism & friendliness of operators & staff	8.5%	6	87.9%	7	0.0102	5
Cleanliness of streetcars	8.5%	6	88.0%	6	0.0102	6
Information on service disruptions & delays	4.4%	10	79.4%	11	0.0091	7
Ease of use	12.1%	3	92.6%	1	0.0090	8
Personal safety while at stops	4.8%	9	84.5%	9	0.0075	9
Access to stops	6.5%	8	88.9%	4	0.0072	10
Condition of stops	3.2%	11	90.0%	2	0.0032	11
Helpfulness of Call Center representatives	1.6%	12	84.2%	10	0.0025	12

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

2023 RideKC Streetcar Rider Survey

WEEKEND Streetcar Riders

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-S Rating	I-S Rating Rank
Personal safety while at stops	8.7%	7	74.7%	12	0.0220	1
Helpfulness of Call Center representatives	9.5%	4	81.8%	11	0.0172	2
Condition of stops	5.8%	8	83.8%	10	0.0094	3
Information on service disruptions & delays	12.1%	2	92.4%	8	0.0092	4
Amenities at stops	16.1%	1	94.3%	4	0.0091	5
Access to stops	11.8%	3	93.1%	7	0.0082	6
On schedule	8.9%	6	93.6%	6	0.0057	7
Ease of use	5.8%	8	90.4%	9	0.0056	8
Cleanliness of streetcars	4.2%	11	94.5%	3	0.0023	9
Professionalism & friendliness of operators & staff	5.8%	8	96.1%	2	0.0023	10
Reliability of service	9.2%	5	98.4%	1	0.0015	11
Personal safety while riding	2.1%	12	93.8%	5	0.0013	12

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.

Section 5: Tabular Data

Q1. Your home zip code:

Q1. Home zip code	Number	Percent
64105	86	11.1 %
64108	55	7.1 %
64106	50	6.5 %
64130	34	4.4 %
64128	24	3.1 %
64109	22	2.8 %
64114	16	2.1 %
64127	15	1.9 %
64111	15	1.9 %
64110	13	1.7 %
64124	12	1.6 %
64123	9	1.2 %
66104	8	1.0 %
64132	8	1.0 %
64055	7	0.9 %
64117	7	0.9 %
66103	7	0.9 %
64152	7	0.9 %
64133	7	0.9 %
66208	6	0.8 %
64104	6	0.8 %
66204	6	0.8 %
66215	6	0.8 %
64129	6	0.8 %
64116	6	0.8 %
64119	5	0.6 %
64151	5	0.6 %
64131	5	0.6 %
66214	5	0.6 %
66109	4	0.5 %
64118	4	0.5 %
66202	4	0.5 %
66101	4	0.5 %
64050	4	0.5 %
64154	4	0.5 %
64081	4	0.5 %
66212	4	0.5 %
66106	4	0.5 %
66048	3	0.4 %
64112	3	0.4 %
64052	3	0.4 %
66221	3	0.4 %
66224	3	0.4 %
64134	3	0.4 %
64155	3	0.4 %
64060	3	0.4 %

Q1. Your home zip code:

Q1. Home zip code	Number	Percent
66062	3	0.4 %
72662	2	0.3 %
66049	2	0.3 %
19087	2	0.3 %
72936	2	0.3 %
10016	2	0.3 %
17601	2	0.3 %
64014	2	0.3 %
64063	2	0.3 %
66203	2	0.3 %
64157	2	0.3 %
68144	2	0.3 %
64030	2	0.3 %
66213	2	0.3 %
64068	2	0.3 %
64012	2	0.3 %
66061	2	0.3 %
66542	2	0.3 %
64015	2	0.3 %
66206	2	0.3 %
19008	2	0.3 %
64126	2	0.3 %
65203	2	0.3 %
45040	2	0.3 %
66108	2	0.3 %
64137	2	0.3 %
64120	2	0.3 %
66216	2	0.3 %
64125	2	0.3 %
22153	2	0.3 %
64138	2	0.3 %
83843	2	0.3 %
53212	2	0.3 %
79424	2	0.3 %
64113	2	0.3 %
63052	2	0.3 %
97302	2	0.3 %
78028	2	0.3 %
66027	1	0.1 %
79382	1	0.1 %
64085	1	0.1 %
7739	1	0.1 %
64122	1	0.1 %
64084	1	0.1 %
94904	1	0.1 %
50111	1	0.1 %

Q1. Your home zip code:

Q1. Home zip code	Number	Percent
56073	1	0.1 %
66711	1	0.1 %
66217	1	0.1 %
8008	1	0.1 %
64056	1	0.1 %
66064	1	0.1 %
58504	1	0.1 %
19770	1	0.1 %
76065	1	0.1 %
30265	1	0.1 %
72173	1	0.1 %
30318	1	0.1 %
67709	1	0.1 %
61105	1	0.1 %
57702	1	0.1 %
8003	1	0.1 %
74075	1	0.1 %
64406	1	0.1 %
64503	1	0.1 %
64505	1	0.1 %
39482	1	0.1 %
51439	1	0.1 %
64051	1	0.1 %
51939	1	0.1 %
64616	1	0.1 %
68521	1	0.1 %
64159	1	0.1 %
61130	1	0.1 %
63110	1	0.1 %
74019	1	0.1 %
57446	1	0.1 %
68028	1	0.1 %
63012	1	0.1 %
19114	1	0.1 %
19508	1	0.1 %
33609	1	0.1 %
42236	1	0.1 %
33020	1	0.1 %
61134	1	0.1 %
11370	1	0.1 %
66210	1	0.1 %
66023	1	0.1 %
68134	1	0.1 %
33629	1	0.1 %
64188	1	0.1 %
62629	1	0.1 %

Q1. Your home zip code:

Q1. Home zip code	Number	Percent
92614	1	0.1 %
75758	1	0.1 %
63152	1	0.1 %
54700	1	0.1 %
17102	1	0.1 %
64705	1	0.1 %
63026	1	0.1 %
65016	1	0.1 %
66105	1	0.1 %
32210	1	0.1 %
33040	1	0.1 %
76123	1	0.1 %
40425	1	0.1 %
64550	1	0.1 %
66436	1	0.1 %
64083	1	0.1 %
66504	1	0.1 %
11229	1	0.1 %
66211	1	0.1 %
48864	1	0.1 %
60087	1	0.1 %
31087	1	0.1 %
96814	1	0.1 %
75757	1	0.1 %
75006	1	0.1 %
73071	1	0.1 %
80021	1	0.1 %
33897	1	0.1 %
17522	1	0.1 %
63021	1	0.1 %
63226	1	0.1 %
64103	1	0.1 %
60068	1	0.1 %
8096	1	0.1 %
66219	1	0.1 %
64805	1	0.1 %
63106	1	0.1 %
8090	1	0.1 %
60112	1	0.1 %
64008	1	0.1 %
93451	1	0.1 %
61107	1	0.1 %
53590	1	0.1 %
69123	1	0.1 %
37135	1	0.1 %
66102	1	0.1 %

Q1. Your home zip code:

Q1. Home zip code	Number	Percent
68621	1	0.1 %
64656	1	0.1 %
66044	1	0.1 %
66205	1	0.1 %
64150	1	0.1 %
46143	1	0.1 %
69960	1	0.1 %
85101	1	0.1 %
66218	1	0.1 %
64445	1	0.1 %
40475	1	0.1 %
65111	1	0.1 %
83646	1	0.1 %
19138	1	0.1 %
19015	1	0.1 %
24030	1	0.1 %
36104	1	0.1 %
64139	1	0.1 %
64048	1	0.1 %
64029	1	0.1 %
46105	1	0.1 %
66707	1	0.1 %
68131	1	0.1 %
64102	1	0.1 %
43308	1	0.1 %
64086	1	0.1 %
64156	1	0.1 %
66111	1	0.1 %
63049	1	0.1 %
61012	1	0.1 %
66610	1	0.1 %
77002	1	0.1 %
34652	1	0.1 %
78201	1	0.1 %
97030	1	0.1 %
54105	1	0.1 %
64024	1	0.1 %
57103	1	0.1 %
23455	1	0.1 %
20016	1	0.1 %
32920	1	0.1 %
64101	1	0.1 %
65202	1	0.1 %
67208	1	0.1 %
83445	1	0.1 %
20165	1	0.1 %

Q1. Your home zip code:

Q1. Home zip code	Number	Percent
61109	1	0.1 %
67103	1	0.1 %
20910	1	0.1 %
55102	1	0.1 %
91381	1	0.1 %
50021	1	0.1 %
64162	1	0.1 %
78245	1	0.1 %
61106	1	0.1 %
64145	1	0.1 %
64172	1	0.1 %
67265	1	0.1 %
68516	1	0.1 %
80506	1	0.1 %
23456	1	0.1 %
72118	1	0.1 %
69106	1	0.1 %
65802	1	0.1 %
65583	1	0.1 %
9118	1	0.1 %
73162	1	0.1 %
64429	1	0.1 %
68501	1	0.1 %
66605	1	0.1 %
94563	1	0.1 %
62226	1	0.1 %
64141	1	0.1 %
19422	1	0.1 %
19958	1	0.1 %
64057	1	0.1 %
14127	1	0.1 %
73044	1	0.1 %
66226	1	0.1 %
Total	774	100.0 %

Q1. Your workplace zip code:

Q1. Work zip code	Number	Percent
64108	73	17.7 %
64106	48	11.6 %
64105	41	9.9 %
64109	12	2.9 %
64111	11	2.7 %
64114	7	1.7 %
64104	6	1.5 %
64130	5	1.2 %
64128	5	1.2 %
64112	5	1.2 %
64116	4	1.0 %
66214	4	1.0 %
64110	4	1.0 %
66101	4	1.0 %
66206	4	1.0 %
64152	4	1.0 %
64064	3	0.7 %
66204	3	0.7 %
66106	3	0.7 %
64123	3	0.7 %
64134	3	0.7 %
64119	3	0.7 %
64132	3	0.7 %
64133	3	0.7 %
64127	2	0.5 %
75703	2	0.5 %
64101	2	0.5 %
64131	2	0.5 %
66211	2	0.5 %
64113	2	0.5 %
66212	2	0.5 %
66062	2	0.5 %
78028	2	0.5 %
53212	2	0.5 %
64118	2	0.5 %
64055	2	0.5 %
83843	2	0.5 %
64505	2	0.5 %
64126	2	0.5 %
66219	2	0.5 %
19147	2	0.5 %
65111	1	0.2 %
75235	1	0.2 %
66048	1	0.2 %
74075	1	0.2 %
64144	1	0.2 %

Q1. Your workplace zip code:

Q1. Work zip code	Number	Percent
64005	1	0.2 %
36410	1	0.2 %
33607	1	0.2 %
61443	1	0.2 %
40503	1	0.2 %
58501	1	0.2 %
51439	1	0.2 %
66049	1	0.2 %
32202	1	0.2 %
64157	1	0.2 %
72901	1	0.2 %
66609	1	0.2 %
63021	1	0.2 %
67214	1	0.2 %
61106	1	0.2 %
39402	1	0.2 %
63012	1	0.2 %
66603	1	0.2 %
66046	1	0.2 %
19087	1	0.2 %
64137	1	0.2 %
61105	1	0.2 %
68616	1	0.2 %
68521	1	0.2 %
68028	1	0.2 %
66221	1	0.2 %
62212	1	0.2 %
42211	1	0.2 %
64406	1	0.2 %
66203	1	0.2 %
10119	1	0.2 %
22003	1	0.2 %
68131	1	0.2 %
61408	1	0.2 %
33629	1	0.2 %
64188	1	0.2 %
24515	1	0.2 %
64196	1	0.2 %
17102	1	0.2 %
64708	1	0.2 %
94904	1	0.2 %
97302	1	0.2 %
64117	1	0.2 %
76132	1	0.2 %
66061	1	0.2 %
66160	1	0.2 %

Q1. Your workplace zip code:

Q1. Work zip code	Number	Percent
66210	1	0.2 %
72916	1	0.2 %
30269	1	0.2 %
64081	1	0.2 %
64206	1	0.2 %
64198	1	0.2 %
66109	1	0.2 %
80021	1	0.2 %
64014	1	0.2 %
79424	1	0.2 %
66202	1	0.2 %
97301	1	0.2 %
57702	1	0.2 %
64015	1	0.2 %
64905	1	0.2 %
65616	1	0.2 %
93446	1	0.2 %
61107	1	0.2 %
37135	1	0.2 %
64068	1	0.2 %
68501	1	0.2 %
33520	1	0.2 %
66257	1	0.2 %
64037	1	0.2 %
69108	1	0.2 %
10118	1	0.2 %
66218	1	0.2 %
40601	1	0.2 %
66224	1	0.2 %
64207	1	0.2 %
19086	1	0.2 %
44108	1	0.2 %
24230	1	0.2 %
68121	1	0.2 %
64155	1	0.2 %
64086	1	0.2 %
64012	1	0.2 %
66610	1	0.2 %
34652	1	0.2 %
97030	1	0.2 %
63052	1	0.2 %
62025	1	0.2 %
19008	1	0.2 %
20165	1	0.2 %
65201	1	0.2 %
20006	1	0.2 %

Q1. Your workplace zip code:

Q1. Work zip code	Number	Percent
66063	1	0.2 %
60816	1	0.2 %
55113	1	0.2 %
91381	1	0.2 %
78245	1	0.2 %
10016	1	0.2 %
66215	1	0.2 %
51503	1	0.2 %
66216	1	0.2 %
80222	1	0.2 %
23156	1	0.2 %
72118	1	0.2 %
65802	1	0.2 %
73142	1	0.2 %
67461	1	0.2 %
94563	1	0.2 %
64060	1	0.2 %
19380	1	0.2 %
64053	1	0.2 %
61114	1	0.2 %
73108	1	0.2 %
Total	413	100.0 %

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

Q2. In a typical week how many days do you ride		
KC Streetcar	Number	Percent
7	112	13.6 %
6	33	4.0 %
5	92	11.2 %
4	76	9.2 %
3	91	11.1 %
2	80	9.7 %
1	149	18.1 %
Not a regular rider/just started	170	20.7 %
Not provided	19	2.3 %
Total	822	100.0 %

WITHOUT NOT PROVIDED

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

Q2. In a typical week how many days do you ride		
KC Streetcar	Number	Percent
7	112	13.9 %
6	33	4.1 %
5	92	11.5 %
4	76	9.5 %
3	91	11.3 %
2	80	10.0 %
1	149	18.6 %
Not a regular rider/just started	170	21.2 %
Total	803	100.0 %

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

Q3. How many years have you used KC Streetcar		
	Number	Percent
Less than 1 year	373	45.4 %
1-2 years	128	15.6 %
3-4 years	146	17.8 %
5+ years	137	16.7 %
Not provided	38	4.6 %
Total	822	100.0 %

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

<u>Q3. How many years have you used KC Streetcar</u>	<u>Number</u>	<u>Percent</u>
Less than 1 year	373	47.6 %
1-2 years	128	16.3 %
3-4 years	146	18.6 %
5+ years	137	17.5 %
Total	784	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	577	70.2 %
Bus	64	7.8 %
Personal car	116	14.1 %
Dropped off by Rideshare	9	1.1 %
Bike share	13	1.6 %
Personal bicycle	6	0.7 %
eScooter	2	0.2 %
Dropped off (not a service)	9	1.1 %
Not provided	26	3.2 %
Total	822	100.0 %

WITHOUT NOT PROVIDED**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	577	72.5 %
Bus	64	8.0 %
Personal car	116	14.6 %
Dropped off by Rideshare	9	1.1 %
Bike share	13	1.6 %
Personal bicycle	6	0.8 %
eScooter	2	0.3 %
Dropped off (not a service)	9	1.1 %
Total	796	100.0 %

Q5. For this trip, please indicate where you will/did board and exit the KC Streetcar.

(N=822)

	Board	Exit
Q5-1. Union Station	61.3%	38.7%
Q5-2. Crossroads	55.6%	44.4%
Q5-3. Kauffman Center	46.3%	53.7%
Q5-4. Power & Light	54.5%	45.5%
Q5-5. Metro Center	58.9%	41.1%
Q5-6. Library	46.6%	53.4%
Q5-7. North Loop	55.7%	44.3%
Q5-8. City Market	55.3%	44.7%
Q5-9. River Market North	48.2%	51.8%
Q5-10. River Market West	41.4%	58.6%

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

Q6. Travel modes you most often use in Kansas

City area	Number	Percent
Streetcar	441	53.6 %
Walking	407	49.5 %
Personal vehicle	324	39.4 %
Bus	295	35.9 %
Rideshare	72	8.8 %
Carpool/vanpool	47	5.7 %
Personal bicycle	42	5.1 %
Bike share	31	3.8 %
Paratransit	21	2.6 %
eScooter	21	2.6 %
Micro Transit	7	0.9 %
Total	1708	

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

Q7. Primary purpose of your KC Streetcar trip today	Number	Percent
Work	242	29.4 %
Education	34	4.1 %
Entertainment (dining, museums, etc.)	242	29.4 %
Shopping	69	8.4 %
Social/recreation	164	20.0 %
Health/medical	14	1.7 %
Other	8	1.0 %
Not provided	49	6.0 %
Total	822	100.0 %

WITHOUT NOT PROVIDED

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

Q7. Primary purpose of your KC Streetcar trip today	Number	Percent
Work	242	31.3 %
Education	34	4.4 %
Entertainment (dining, museums, etc.)	242	31.3 %
Shopping	69	8.9 %
Social/recreation	164	21.2 %
Health/medical	14	1.8 %
Other	8	1.0 %
Total	773	100.0 %

Q7-7. Other:

Q7-7. Other	Number	Percent
USPS	3	42.9 %
LIVELIDE	1	14.3 %
RCCHIEF	1	14.3 %
LUNISE	1	14.3 %
WARMTH	1	14.3 %
Total	7	100.0 %

Q8-20. How do you rate KC Streetcar Service?

(N=822)

	Very satisfied	Somewhat satisfied	Fair	Somewhat poor	Poor	Not provided
Q8. Overall rating of KC Streetcar	73.1%	16.3%	5.4%	0.4%	1.1%	3.8%
Q9. Reliability of service	69.8%	17.9%	6.8%	0.7%	0.5%	4.3%
Q10. Ease of use	77.9%	14.4%	3.3%	0.4%	0.4%	3.8%
Q11. On schedule	66.1%	20.9%	7.5%	0.9%	0.5%	4.1%
Q12. Condition of stops	70.6%	17.5%	5.2%	1.5%	0.9%	4.4%
Q13. Access to stops	72.9%	15.8%	5.6%	0.7%	0.5%	4.5%
Q14. Cleanliness of streetcars	71.8%	16.1%	7.1%	0.6%	0.4%	4.1%
Q15. Personal safety while riding	71.2%	15.9%	6.0%	1.7%	1.0%	4.3%
Q16. Personal safety while at stops	64.8%	19.0%	8.4%	2.1%	1.2%	4.5%
Q17. Amenities at stops	52.7%	14.5%	16.5%	3.5%	2.2%	10.6%
Q18. Professionalism & friendliness of operators & staff	67.8%	13.6%	6.6%	0.9%	0.9%	10.3%
Q19. Helpfulness of Call Center representatives	53.2%	12.8%	10.5%	0.7%	1.3%	21.5%
Q20. Information on service disruptions & delays	52.1%	15.1%	12.5%	1.9%	1.6%	16.8%

WITHOUT NOT PROVIDED**Q8-20. How do you rate KC Streetcar Service? (without "not provided")**

(N=822)

	Very satisfied	Somewhat satisfied	Fair	Somewhat poor	Poor
Q8. Overall rating of KC Streetcar	76.0%	16.9%	5.6%	0.4%	1.1%
Q9. Reliability of service	72.9%	18.7%	7.1%	0.8%	0.5%
Q10. Ease of use	80.9%	14.9%	3.4%	0.4%	0.4%
Q11. On schedule	68.9%	21.8%	7.9%	0.9%	0.5%
Q12. Condition of stops	73.8%	18.3%	5.5%	1.5%	0.9%
Q13. Access to stops	76.3%	16.6%	5.9%	0.8%	0.5%
Q14. Cleanliness of streetcars	74.9%	16.8%	7.4%	0.6%	0.4%
Q15. Personal safety while riding	74.3%	16.6%	6.2%	1.8%	1.0%
Q16. Personal safety while at stops	67.9%	19.9%	8.8%	2.2%	1.3%
Q17. Amenities at stops	58.9%	16.2%	18.5%	3.9%	2.4%
Q18. Professionalism & friendliness of operators & staff	75.6%	15.2%	7.3%	0.9%	0.9%
Q19. Helpfulness of Call Center representatives	67.8%	16.3%	13.3%	0.9%	1.7%
Q20. Information on service disruptions & delays	62.6%	18.1%	15.1%	2.3%	1.9%

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

<u>Q21. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall rating of KC Streetcar	17	2.1 %
Reliability of service	72	8.8 %
Ease of use	44	5.4 %
On schedule	30	3.6 %
Condition of stops	10	1.2 %
Access to stops	16	1.9 %
Cleanliness of streetcars	17	2.1 %
Personal safety while riding	31	3.8 %
Personal safety while at stops	10	1.2 %
Amenities at stops	31	3.8 %
Professionalism & friendliness of operators & staff	37	4.5 %
Helpfulness of Call Center representatives	7	0.9 %
Information on service disruptions & delays	13	1.6 %
None chosen	487	59.2 %
Total	822	100.0 %

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

<u>Q21. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall rating of KC Streetcar	3	0.4 %
Reliability of service	27	3.3 %
Ease of use	21	2.6 %
On schedule	36	4.4 %
Condition of stops	6	0.7 %
Access to stops	22	2.7 %
Cleanliness of streetcars	20	2.4 %
Personal safety while riding	45	5.5 %
Personal safety while at stops	24	2.9 %
Amenities at stops	27	3.3 %
Professionalism & friendliness of operators & staff	29	3.5 %
Helpfulness of Call Center representatives	19	2.3 %
Information on service disruptions & delays	34	4.1 %
None chosen	509	61.9 %
Total	822	100.0 %

SUM OF TOP TWO**Q21. Which elements listed above in Questions 8-20 are most important to you? (top 2)**

<u>Q21. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall rating of KC Streetcar	20	2.4 %
Reliability of service	99	12.0 %
Ease of use	65	7.9 %
On schedule	66	8.0 %
Condition of stops	16	1.9 %
Access to stops	38	4.6 %
Cleanliness of streetcars	37	4.5 %
Personal safety while riding	76	9.2 %
Personal safety while at stops	34	4.1 %
Amenities at stops	58	7.1 %
Professionalism & friendliness of operators & staff	66	8.0 %
Helpfulness of Call Center representatives	26	3.2 %
Information on service disruptions & delays	47	5.7 %
None chosen	487	59.2 %
Total	1135	

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

<u>Q22. Where do you go for KC Streetcar schedule & delay information</u>	<u>Number</u>	<u>Percent</u>
Real-time arrival signs at stops	385	46.8 %
Mobile apps (Transit, City Post, etc.)	181	22.0 %
Text alerts	21	2.6 %
Twitter	19	2.3 %
Instagram/Facebook	13	1.6 %
RideKC Call Center	33	4.0 %
KC Streetcar phone	7	0.9 %
KC Streetcar website	69	8.4 %
RideKC website	43	5.2 %
KCMO website	16	1.9 %
Interactive kiosks	17	2.1 %
Other	17	2.1 %
Total	821	

Q22-12. Other

<u>Q22-12. Other</u>	<u>Number</u>	<u>Percent</u>
Google maps	9	52.9 %
Google	3	17.6 %
Friend	2	11.8 %
WINGET	1	5.9 %
APPCITY	1	5.9 %
Apple maps	1	5.9 %
Total	17	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>
Real-time arrival signs at stops	376	45.7 %
Mobile apps (Transit, City Post, etc.)	272	33.1 %
Text alerts	82	10.0 %
Twitter	18	2.2 %
Instagram/Facebook	23	2.8 %
RideKC Call Center	40	4.9 %
KC Streetcar phone	17	2.1 %
KC Streetcar website	43	5.2 %
RideKC website	26	3.2 %
KCMO website	12	1.5 %
Interactive kiosks	20	2.4 %
Other	4	0.5 %
Total	933	

Q23-12. Other

<u>Q23-12. Other</u>	<u>Number</u>	<u>Percent</u>
Google	4	100.0 %
Total	4	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	234	28.5 %
No	435	52.9 %
Not provided	153	18.6 %
Total	822	100.0 %

WITHOUT NOT PROVIDED

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	234	35.0 %
No	435	65.0 %
Total	669	100.0 %

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

Q24a. Which mobile application do you use	Number	Percent
City Post	74	31.6 %
Transit app	126	53.8 %
Other	12	5.1 %
Not provided	22	9.4 %
Total	234	100.0 %

WITHOUT NOT PROVIDED

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

Q24a. Which mobile application do you use	Number	Percent
City Post	74	34.9 %
Transit app	126	59.4 %
Other	12	5.7 %
Total	212	100.0 %

Q24a-3. Other:

<u>Q24a-3. Other</u>	<u>Number</u>	<u>Percent</u>
Google maps	9	75.0 %
Maze	1	8.3 %
CITYMAPPER	1	8.3 %
MAPPSAPP	1	8.3 %
Total	12	100.0 %

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

<u>Q25. Why do you most commonly visit the site</u>	<u>Number</u>	<u>Percent</u>
Schedule information (hours & frequency)	77	32.9 %
Route map	61	26.1 %
Streetcar News	19	8.1 %
Event info	14	6.0 %
Points of interest on route	11	4.7 %
Riding guidelines (bikes, animals, access)	8	3.4 %
Streetcar Construction	7	3.0 %
Ridership info	6	2.6 %
Total	203	

Q26. How important is KC Streetcar to the community?

<u>Q26. How important is KC Streetcar to the community</u>	<u>Number</u>	<u>Percent</u>
Very important	552	67.2 %
Somewhat important	78	9.5 %
Not sure/neutral	51	6.2 %
Not important	53	6.4 %
Not provided	88	10.7 %
Total	822	100.0 %

WITHOUT NOT PROVIDED**Q26. How important is KC Streetcar to the community? (without "not provided")**

<u>Q26. How important is KC Streetcar to the community</u>	<u>Number</u>	<u>Percent</u>
Very important	552	75.2 %
Somewhat important	78	10.6 %
Not sure/neutral	51	6.9 %
Not important	53	7.2 %
Total	734	100.0 %

Q27. What are the main reasons you use the KC Streetcar?

<u>Q27. Main reasons you use KC Streetcar</u>	<u>Number</u>	<u>Percent</u>
Live/work close to the route	331	40.3 %
Save money on gas/auto expenses	221	26.9 %
Save money on parking	199	24.2 %
Save time	148	18.0 %
Avoid the stress of driving	132	16.1 %
Reduce environment footprint	97	11.8 %
No access to car	94	11.4 %
Other	6	0.7 %
Total	1228	

Q27-8. Other:

<u>Q27-8. Other</u>	<u>Number</u>	<u>Percent</u>
Maintain active lifestyle	1	16.7 %
Tourist	1	16.7 %
Fun for family	1	16.7 %
For fun	1	16.7 %
VISITOR	1	16.7 %
Vacation	1	16.7 %
Total	6	100.0 %

Q28. Do you have a working car or other vehicle that you could have used for this trip instead of taking the Streetcar today?

<u>Q28. Do you have a working car or other vehicle that you could have used for this trip</u>	<u>Number</u>	<u>Percent</u>
Yes	447	54.4 %
No	244	29.7 %
Not provided	131	15.9 %
Total	822	100.0 %

WITHOUT NOT PROVIDED

Q28. Do you have a working car or other vehicle that you could have used for this trip instead of taking the Streetcar today? (without "not provided")

<u>Q28. Do you have a working car or other vehicle that you could have used for this trip</u>	<u>Number</u>	<u>Percent</u>
Yes	447	64.7 %
No	244	35.3 %
Total	691	100.0 %

Q29. What year were you born?

<u>Q29. What year were you born</u>	<u>Number</u>	<u>Percent</u>
Before 1940	1	0.1 %
1940-1950	8	1.0 %
1951-1960	57	6.9 %
1961-1970	92	11.2 %
1971-1980	83	10.1 %
1981-1990	155	18.9 %
1991-2000	190	23.1 %
2001 or after	47	5.7 %
<u>Not provided</u>	<u>189</u>	<u>23.0 %</u>
Total	822	100.0 %

WITHOUT NOT PROVIDED**Q29. What year were you born? (without "not provided")**

<u>Q29. What year were you born</u>	<u>Number</u>	<u>Percent</u>
Before 1940	1	0.2 %
1940-1950	8	1.3 %
1951-1960	57	9.0 %
1961-1970	92	14.5 %
1971-1980	83	13.1 %
1981-1990	155	24.5 %
1991-2000	190	30.0 %
<u>2001 or after</u>	<u>47</u>	<u>7.4 %</u>
Total	633	100.0 %

Q29. Your age:

<u>Q29. Your age</u>	<u>Number</u>	<u>Percent</u>
16-24	73	8.9 %
25-34	195	23.7 %
35-44	153	18.6 %
45-54	68	8.3 %
55-64	92	11.2 %
65+	52	6.3 %
<u>Not provided</u>	<u>189</u>	<u>23.0 %</u>
Total	822	100.0 %

WITHOUT NOT PROVIDED**Q29. Your age: (without "not provided")**

<u>Q29. Your age</u>	<u>Number</u>	<u>Percent</u>
16-24	73	11.5 %
25-34	195	30.8 %
35-44	153	24.2 %
45-54	68	10.7 %
55-64	92	14.5 %
<u>65+</u>	<u>52</u>	<u>8.2 %</u>
Total	633	100.0 %

Q30. How do you identify yourself?

Q30. Your gender identity	Number	Percent
Male	365	44.4 %
Female	326	39.7 %
Non-binary	15	1.8 %
Prefer to self-describe	21	2.6 %
Not provided	95	11.6 %
Total	822	100.0 %

WITHOUT NOT PROVIDED**Q30. How do you identify yourself? (without "not provided")**

Q30. Your gender identity	Number	Percent
Male	365	50.2 %
Female	326	44.8 %
Non-binary	15	2.1 %
Prefer to self-describe	21	2.9 %
Total	727	100.0 %

Q30-4. Self-describe yourself:

Q30-4. Self-describe your gender identity	Number	Percent
Agender	1	100.0 %
Total	1	100.0 %

Q31. Which of these BEST describe your race/ethnicity?

Q31. Your race/ethnicity	Number	Percent
Asian American	37	4.5 %
Black/African American	150	18.2 %
American Indian	19	2.3 %
White/Caucasian	440	53.5 %
Hispanic	67	8.2 %
Other	5	0.6 %
Total	718	

Q31-6. Self-describe your race/ethnicity:

Q31-6. Self-describe your race/ethnicity	Number	Percent
Mixed	2	40.0 %
Latino	1	20.0 %
EUROPEAN	1	20.0 %
ITALIAN	1	20.0 %
Total	5	100.0 %

Q32. Which of the following BEST describes your household's total annual income?

Q32. Your household's total annual income	Number	Percent
\$0-\$19,999	134	16.3 %
\$20K-\$29,999	76	9.2 %
\$30K-\$39,999	63	7.7 %
\$40K-\$49,999	59	7.2 %
\$50K-\$69,999	80	9.7 %
\$70K-\$99,999	107	13.0 %
\$100K+	178	21.7 %
Not provided	125	15.2 %
Total	822	100.0 %

WITHOUT NOT PROVIDED

Q32. Which of the following BEST describes your household's total annual income? (without "not provided")

Q32. Your household's total annual income	Number	Percent
\$0-\$19,999	134	19.2 %
\$20K-\$29,999	76	10.9 %
\$30K-\$39,999	63	9.0 %
\$40K-\$49,999	59	8.5 %
\$50K-\$69,999	80	11.5 %
\$70K-\$99,999	107	15.4 %
\$100K+	178	25.5 %
Total	697	100.0 %

Q33. Do you support future expansion of the KC Streetcar system?

Q33. Do you support future expansion of KC Streetcar system	Number	Percent
Yes	688	83.7 %
No	29	3.5 %
Not provided	105	12.8 %
Total	822	100.0 %

WITHOUT NOT PROVIDED

Q33. Do you support future expansion of the KC Streetcar system? (without "not provided")

Q33. Do you support future expansion of KC Streetcar system	Number	Percent
Yes	688	96.0 %
No	29	4.0 %
Total	717	100.0 %

Q34. Where would you like the KC Streetcar to expand?

Q34. Where would you like KC Streetcar to expand	Number	Percent
PLAZA	41	11.8 %
Airport	27	7.8 %
Everywhere	22	6.3 %
Westport	10	2.9 %
Independence	7	2.0 %
Waldo	7	2.0 %
NKC	7	2.0 %
East	6	1.7 %
North KC	5	1.4 %
East West	5	1.4 %
Northland	5	1.4 %
UMKC	5	1.4 %
Brookside	4	1.2 %
East/West	4	1.2 %
KC Current	4	1.2 %
Prospect	4	1.2 %
North	3	0.9 %
KC	3	0.9 %
Less Summit	3	0.9 %
Overland Park	3	0.9 %
WESTPORT	3	0.9 %
All over	3	0.9 %
NORTH	3	0.9 %
Arrowhead Stadium	2	0.6 %
South KC	2	0.6 %
North of River	2	0.6 %
East to West	2	0.6 %
Local KC	2	0.6 %
West Bottoms	2	0.6 %
JoCo	2	0.6 %
Chiefs Stadium	2	0.6 %
South	2	0.6 %
WEST	2	0.6 %
STADIUM	2	0.6 %
North and South	2	0.6 %
BROOKSIDE	2	0.6 %
Country Club	2	0.6 %
AIRPORT, PLAZA	2	0.6 %
Troost	2	0.6 %
Up north	2	0.6 %
KU Med	2	0.6 %
WESTPORT AREA	2	0.6 %
Legends	2	0.6 %
Northeast	1	0.3 %
To much KC as possible	1	0.3 %

Q34. Where would you like the KC Streetcar to expand?

Q34. Where would you like KC Streetcar to expand	Number	Percent
AIRPORT PLAZA EAST	1	0.3 %
Open	1	0.3 %
North and East/West	1	0.3 %
In progress	1	0.3 %
New Ball Park	1	0.3 %
Beyond Vivo Station	1	0.3 %
Northland to Plaza	1	0.3 %
Western	1	0.3 %
All over KC	1	0.3 %
Union Station	1	0.3 %
Grand View	1	0.3 %
39th Troost	1	0.3 %
North to Airport	1	0.3 %
Grandview	1	0.3 %
SOUTH	1	0.3 %
18th Vine East of Troost	1	0.3 %
East/West North	1	0.3 %
North KC and River Front	1	0.3 %
North Lee Summit	1	0.3 %
Airport, Stadiums, Kaza	1	0.3 %
PLAZA, MCI	1	0.3 %
STADIUM, PLAZA	1	0.3 %
State of KS and Northland	1	0.3 %
39th	1	0.3 %
All of Downtown	1	0.3 %
Need more location in the metro area	1	0.3 %
To the East along Independence	1	0.3 %
South to Waldo	1	0.3 %
North Plaza	1	0.3 %
31st Troost	1	0.3 %
East-West	1	0.3 %
NKC-Waldo	1	0.3 %
Northlands	1	0.3 %
WEST24	1	0.3 %
Plaza, N KC	1	0.3 %
West Airport	1	0.3 %
35th Troost and Holmes	1	0.3 %
Eastwell	1	0.3 %
Prospect and Troost	1	0.3 %
University	1	0.3 %
Riverfront/Arrontent	1	0.3 %
Stadium Current	1	0.3 %
Waldo/Bronsted	1	0.3 %
Mall	1	0.3 %
Downtown	1	0.3 %

Q34. Where would you like the KC Streetcar to expand?

Q34. Where would you like KC Streetcar to expand	Number	Percent
Arrowhead	1	0.3 %
River Fast	1	0.3 %
South/West Port/Plaza	1	0.3 %
Linwood Bird	1	0.3 %
KC/KU Med	1	0.3 %
Rocky Bradly	1	0.3 %
Lee Summit	1	0.3 %
North River	1	0.3 %
Sprint Center	1	0.3 %
Crick City	1	0.3 %
Trast Prospect	1	0.3 %
As far as possible	1	0.3 %
North KC and Plaza	1	0.3 %
Plaza North	1	0.3 %
Stadium	1	0.3 %
West Bottoms NKC Plaza	1	0.3 %
Main St	1	0.3 %
Plaza Airport	1	0.3 %
Westport/Plaza	1	0.3 %
UMKC, NKC	1	0.3 %
PLAZA, AIRPORT	1	0.3 %
East to west	1	0.3 %
NKC AIRPORT	1	0.3 %
Art Museum	1	0.3 %
CROWN CENTER, WESTPORT	1	0.3 %
Western area	1	0.3 %
East towards 18th & Vine	1	0.3 %
FURTHER SOUTH	1	0.3 %
Plan	1	0.3 %
Westport area	1	0.3 %
More south	1	0.3 %
AIRPORT STADIUM	1	0.3 %
Main & 4302 St	1	0.3 %
Current	1	0.3 %
Troost, Prospect, Plaza	1	0.3 %
Troost Ave	1	0.3 %
Main Street	1	0.3 %
Plaza and beyond	1	0.3 %
East-west	1	0.3 %
East and west	1	0.3 %
39th airport	1	0.3 %
Northwest route	1	0.3 %
To subs city	1	0.3 %
Kansas side	1	0.3 %
River	1	0.3 %

Q34. Where would you like the KC Streetcar to expand?

Q34. Where would you like KC Streetcar to expand	Number	Percent
Other cities	1	0.3 %
WESTPORT, TROOST	1	0.3 %
NKC STADIUM	1	0.3 %
Everywhere around city	1	0.3 %
Aiport	1	0.3 %
FOOTBALL STADIUM	1	0.3 %
Airport, Stadiums, Plaza	1	0.3 %
Lenexa	1	0.3 %
Further south	1	0.3 %
PAST QWEST	1	0.3 %
All through the city	1	0.3 %
The whole area of downtown	1	0.3 %
MCI	1	0.3 %
East-18th & Vine	1	0.3 %
TROOST KC	1	0.3 %
Crossroads at a center point	1	0.3 %
Overall	1	0.3 %
Plaza/Riverfront	1	0.3 %
To Plaza Westport	1	0.3 %
Kansas	1	0.3 %
Midtown	1	0.3 %
All over the city	1	0.3 %
Stadiums Airport	1	0.3 %
Westport Plaza, Legends	1	0.3 %
Out to suburbs	1	0.3 %
18th Vine	1	0.3 %
Plaza/Westport	1	0.3 %
To Old Bannister Mall	1	0.3 %
Ward Parkway	1	0.3 %
Country Club Plaza	1	0.3 %
At least south	1	0.3 %
Total	347	100.0 %

Section 6: Survey Instrument

2023 Rider Survey

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



1. Zip Codes:

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

☐

☐

☐

☐

☐

☐

☐

☐

0

1

2

3

4

5

6

7

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

- (1) Less than 1 year

(3) 3-4 years
- (2) 1-2 years

(4) 5+ years

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

- (1) Walked

(5) Bike share
- (2) Bus

(6) Personal bicycle
- (3) Personal car

(7) E-Scooter
- (4) Dropped off by rideshare

(8) Dropped off (not a service)

5. For this trip, please indicate where you will/did board and exit the KC Streetcar.

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

6. Please select the 3 travel modes you most often use in the Kansas City area? (choose up to 3 modes)

- (1) Bus

(7) Bike share
- (2) Paratransit

(8) Rideshare
- (3) Personal bicycle

(9) Micro Transit
- (4) Carpool/vanpool

(10) E-Scooter
- (5) Streetcar

(11) Personal Vehicle
- (6) Walking

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

- (1) Work

(5) Social/Recreation
- (2) Education

(6) Health/Medical
- (3) Entertainment (dining, museums, etc.)

(7) Other: _____
- (4) Shopping

22. Where do you go for KC Streetcar schedule and delay information? (select all that apply)

- (1) Real-time arrival signs at stops

(6) RideKC Call Center
- (2) Mobile apps (Transit, City Post, etc.)

(7) KC Streetcar phone
- (3) Text alerts

(8) KC Streetcar website
- (4) Twitter

(9) RideKC website
- (5) Instagram/Facebook

(10) KCMO website
- (11) Interactive kiosks
- (12) Other: _____

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

- (1) Real-time arrival signs at stops

(6) RideKC Call Center
- (2) Mobile apps (Transit, City Post, etc.)

(7) KC Streetcar phone
- (3) Text alerts

(8) KC Streetcar website
- (4) Twitter

(9) RideKC website
- (5) Instagram/Facebook

(10) KCMO website
- (11) Interactive kiosks
- (12) Other: _____

How do you rate the KC Streetcar Service:

Poor Fair Very Satisfied

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1

2

3

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5

8. Overall rating of KC Streetcar

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1

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9. Reliability of service

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10. Ease of use

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11. On schedule

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12. Condition of stops

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1

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13. Access to stops

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14. Cleanliness of streetcars

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15. Personal safety while riding

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16. Personal safety while at stops

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) Schedule information (hours and frequency)
- (2) Route map
- (3) Riding guidelines (bikes, animals, access)
- (4) Points of interest on route
- (5) Event info
- (6) Ridership info
- (7) Streetcar news
- (8) Streetcar construction
- (9) Other: _____

26. How important is KC Streetcar to the community?

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

27. What are the main reasons you use the KC Streetcar? (select up to 3 choices)

- (1) Live/work close to the route
- (2) Save money on gas/auto expenses
- (3) Save money on parking
- (4) Save time
- (5) Reduce environment footprint
- (6) No access to car
- (7) Avoid the stress of driving
- (8) Other: _____

Poor Fair Very Satisfied

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17. Amenities at stops

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5

18. Professionalism and friendliness of operators and staff

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5

19. Helpfulness of Call Center Representatives

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5

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: _____

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

- (1) Yes

(2) No

29. What year were you born? _____

30. How do you identify:

- (1) Male

(4) Prefer to self-describe: _____
- (2) Female
- (3) Non-binary

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

- (1) Asian American

(4) White/Caucasian
- (2) Black/African American

(5) Hispanic
- (3) American Indian

(6) Other: _____

32. Which of the following BEST describes your household’s total annual income?

- (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

33. Do you support future expansion of the KC Streetcar system?

- (1) Yes

(2) No

34. Where would you like the KC Streetcar to expand? (fill in the blank)

Optional: Provide your contact info if you are willing to participate in future focus groups or surveys.

Name: _____

Email: _____

Phone: _____

For Survey Supervisor Use Only:

Route: _____ Surveyor Initials: _____

Time: 6a-9a 9a-1p 1p-4p 4p-7p 7p-11p 11p-1a
(1) (2) (3) (4) (5) (6)

Day of Week: Mon Tue Wed Thu Fri Sat Sun
(1) (2) (3) (4) (5) (6) (7)