

2025 CUSTOMER SURVEY

Findings Report

Prepared By
ETC INSTITUTE
OLATHE, KANSAS

Presented To
KANSAS CITY STREETCAR
AUTHORITY

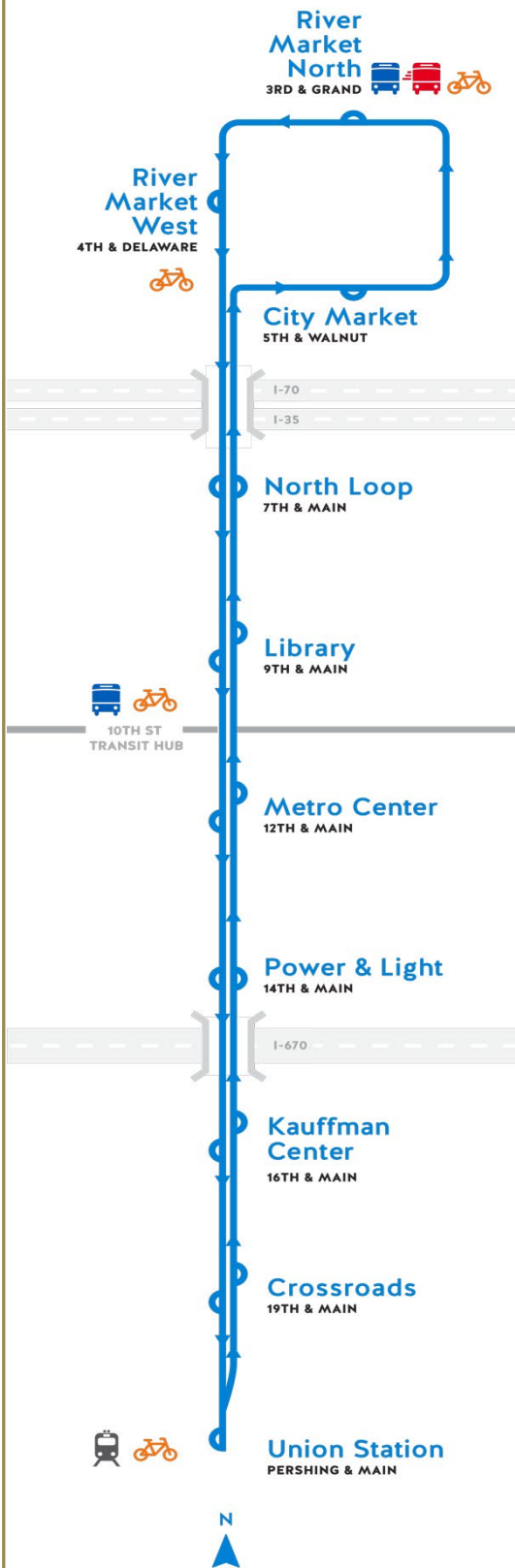


Table of Contents

03 Rider Profile


06 Executive Summary

11 Overall Results: Charts & Graphs

44 Importance-Satisfaction Analysis

50 Tabular Data

83 Survey Instrument



Section 1: Rider Profile

KC STREETCAR RIDER PROFILE

2025 KC Streetcar Survey Rider Profile			
Age		Ethnicity/Race	
Under 18	1.50%	White	57.50%
18-24	14.80%	Black/African American	16.20%
25-34	30.70%	Hispanic or Latino	11.20%
35-44	21.70%	Asian American	5.20%
45-54	13.90%	American Indian	1.50%
55-64	11.10%	<u>Other</u>	0.90%
<u>65+</u>	<u>6.30%</u>	Gender	
Access Method		Male	46.10%
Walked	65.50%	Female	42.20%
Personal car	22.50%	Non-binary	1.70%
Bus	6.80%	Household Income	
Dropped off (by Rideshare service)	1.90%	\$100K+	17.70%
<u>Dropped off (not a service)</u>	<u>1.20%</u>	\$70K-\$99,999	4.60%
Personal bicycle	0.80%	\$50K-\$69,999	6.00%
eScooter	0.80%	\$40K-\$49,999	6.40%
Bike Share	0.50%	\$30K-\$39,999	6.90%
Primary Purpose		\$20K-\$29,999	6.40%
Live/work close to the route	33.50%	\$0-\$19,999	4.00%
Saves money on parking	32.10%	<u>Not provided</u>	7.10%
Avoid stress of driving	31.00%	Personal Vehicle	
Saves money on gas/auto expense	25.20%	Yes	71.30%
Saves time	19.80%	No	<u>28.70%</u>
Reduce environmental footprint	16.80%	Frequency of Rides	
No access to car	16.00%	1-3 Days	32.20%
Other	6.50%	4-5 Days	15.70%
		6-7 Days	10.20%
		Not a Regular Rider/Just Started	42.00%



Section 2: Executive Summary

2025 RideKC Streetcar Customer Survey

Executive Summary

Overview and Methodology

The 2025 RideKC Streetcar Customer Survey was designed to learn more about riders' travel habits, experiences, and preferences. It gathered input on how often and why people ride, how they feel about service quality, reliability, safety, and cleanliness, and the best ways to share updates and alerts. ETC Institute worked closely with 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
- Demographic information (gender, education, household income, etc.)

Survey Administration

In July of 2025, ETC Institute's Team conducted interviews on the KC Streetcar during these hours:

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

Riders who boarded the streetcar could fill out the survey by paper or as a secondary option, access the survey via scanning a QR code that directed riders to conduct the survey online. A total of 1315 surveys (1275 English versions and 40 Spanish versions) were collected. The results for 1315 completed surveys have a margin of error of +/-2.8% 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.

Customer Demographic Characteristics

- **Race/Ethnicity, Age, and Gender.** Over half of respondents (62%) identified their race/ethnicity as White. The second largest group of respondents described themselves as Black or African American (17%), with Hispanic/Latino being thirteen percent (13%). Thirty-one percent of respondents (31%) were between 25 and 34 years old, twenty-two percent (22%) were between 35 and 44 years old, and fifteen percent (15%) were between 18 and 24 years old. Fifty-one percent of respondents (51%) identify as male, and forty-seven percent (47%) identify as female.
- **Household Income.** The largest annual household income group for respondents was over \$100,000 (26%), followed by \$70,000 to \$99,999 (19%), and \$50,000 to \$69,999 (14%).

Customer Transportation Habits and Customer Service Usage

- **Ridership.** Forty-two percent of respondents (42%) indicated that they are not regular riders or just started using the streetcar. Eighteen percent of respondents (18%) use the KC streetcar 5+ days per week. Forty-five percent of respondents (45%) stated they have been using the KC Streetcar for less than 1 year, while twenty percent (20%) have used it for 5+ years.
- **Typical Customer Transportation.** Respondents were asked to select the primary purpose they were riding the streetcar for the day they were surveyed. Thirty-four percent of respondents (34%) selected entertainment, twenty-two percent (22%) selected shopping, and nineteen percent (19%) selected social/recreation. Sixty percent of respondents (60%) stated walking was their most used travel mode around the Kansas City area, followed by 57% of respondents using streetcar, and fifty-three percent (53%) using a personal vehicle.

- Satisfaction with Statements Regarding Streetcar Services.** Respondents were asked to rate on a scale of one to five how satisfied they were with 18 statements regarding KC Streetcar services, with five meaning “Very satisfied,” and one meaning “Poor.”
 The three most satisfied with statements (“Very Satisfied” and “Satisfied” answers) were “Professionalism & friendliness of operators & staff” (96%), “Ease of use” (96%), and “Cleanliness & condition of streetcars” (94%).
- Top Customer Importance Factors.** Respondents were next asked to rank the top three most important statements to them from the same list of 18 statements regarding the Streetcar services in the previous question. The three most selected items were “Frequency (wait times & on-time arrivals)” (23%), “Reliability (dependability)” (22%), and “Ease of Use” (19%).

I-S Analysis. The Importance–Satisfaction (I–S) Analysis chart gives a guide of how riders experience the RideKC Streetcar. By comparing what riders consider most important with how satisfied they are in each area, this chart highlights where performance gaps exist and where service exceeds expectations. The four service aspects that are recommended as the top opportunities for continuous improvement are:

- Frequency (wait times & on-time arrivals) (high importance, lowest satisfaction)
**At 83.1%, satisfaction with frequency is still high but ranked the lowest among all categories.*
- Reliability (dependability) (high importance, lower satisfaction)
- Personal safety while at stops (medium importance, lower satisfaction)
- Personal safety while riding (high importance, medium satisfaction)

Importance-Satisfaction Analysis Ratings							
2025 RideKC Streetcar Rider Survey							
Overall							
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-A Rating	I-S Rating Rank *2025	I-S Rating Rank *2023
Frequency (wait times & on-time arrivals)	22.8%	1	83.1%	10	0.038532	1	4
Reliability (dependability)	21.8%	2	90.9%	7	0.019838	2	2
Personal safety while at stops	12.5%	6	88.9%	8	0.013875	3	6
Personal safety while riding	18.5%	4	92.8%	6	0.01332	4	3
Access to stops	12.8%	5	93.8%	4	0.007936	5	8
Ease of use	19.1%	3	96.0%	2	0.00764	6	9
Information on service disruptions & delays	4.1%	10	85.4%	9	0.005986	7	1
Cleanliness & condition of streetcars	9.5%	7	94.2%	3	0.00551	8	7
Cleanliness & condition of stops	6.7%	8	93.0%	5	0.00469	9	10
Professionalism & friendliness of operators & staff	4.4%	9	96.4%	1	0.001584	10	5

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

Trends (2025 vs 2023)

Satisfaction ratings remained steady from 2023 to 2025 with small shifts in several areas. Only two items shifted by at least 5%. Professionalism & friendliness of operators & staff – 96% vs. 91% (2023) (+5%) as well as Frequency (Wait Times & On-Time Arrivals) – 91% vs. 83% (2023) (-8%).

Listed below are the items that had satisfaction increases from 2023.

Overall Satisfaction


- Overall Rating of KC Streetcar – 96% vs. 93% (2023) (+3%)

Customer Service Experience

- Professionalism & friendliness of operators & staff – 96% vs. 91% (2023) (+5%)
- Access to stops– 94% vs. 93% (2023) (+1%)

Safety & Cleanliness

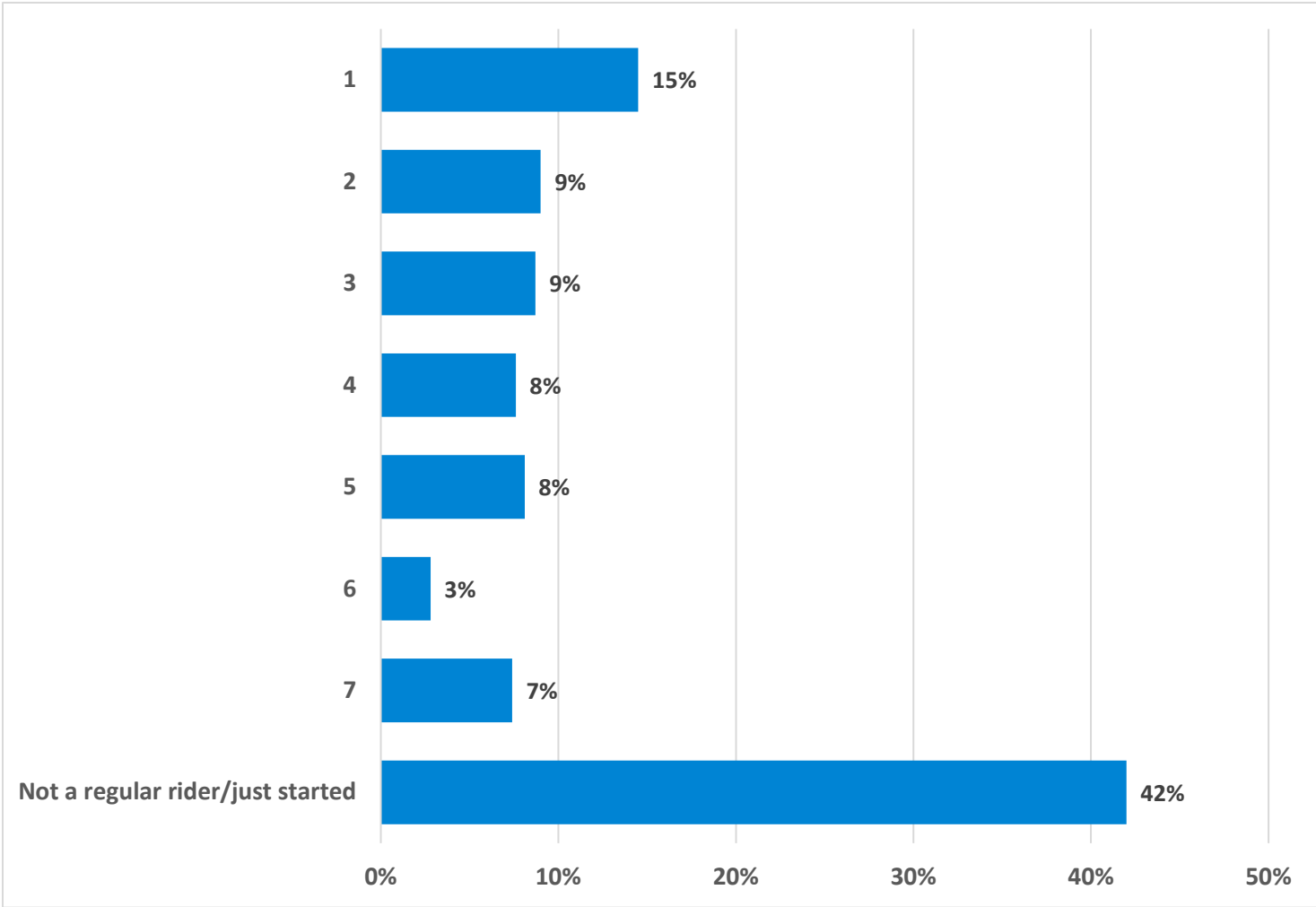
- Cleanliness & Condition of Streetcars – 94% vs. 92% (2023) (+2%)
- Cleanliness & Condition of stops – 93% vs. 92% (2023) (+1%)
- Personal safety while riding – 93% vs. 91% (2023) (+2%)
- Personal safety while at stops – 89% vs. 88% (2023) (+1%)



Section 3: Survey Results: Charts & Graphs

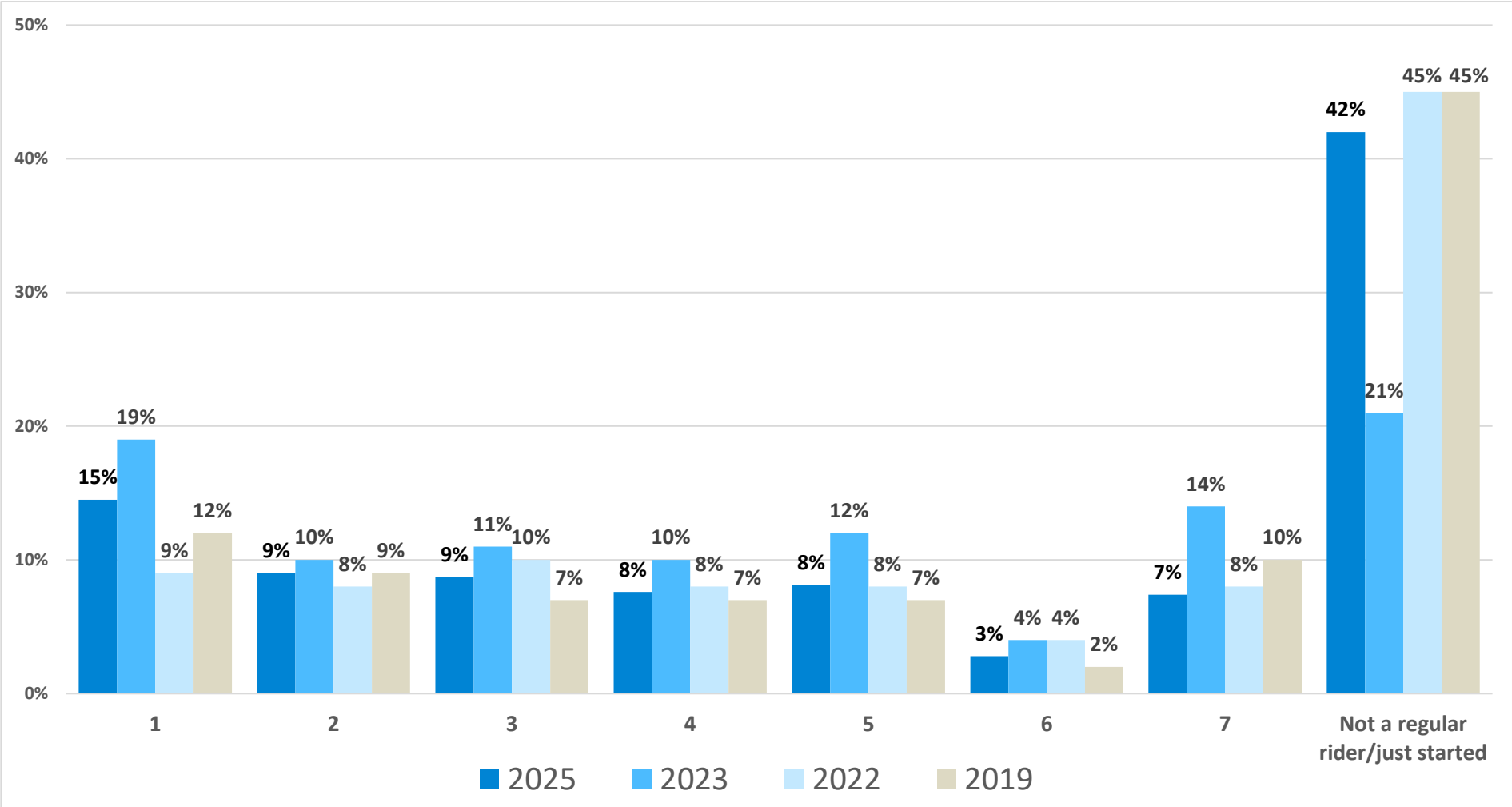
Q2: In a typical week, how many days do you ride the KC Streetcar?

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



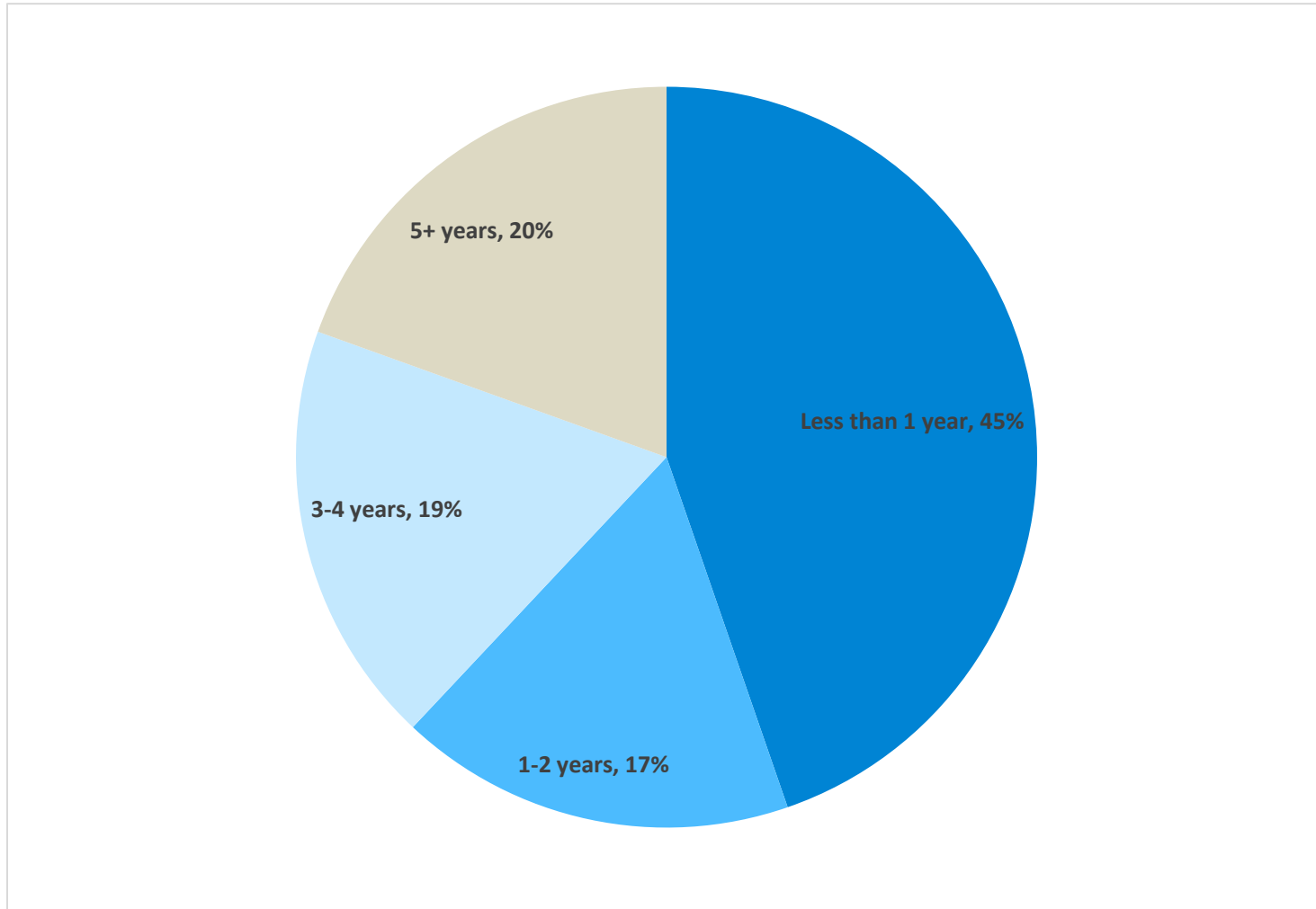
Q2: In a typical week, how many days do you ride the KC Streetcar?

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



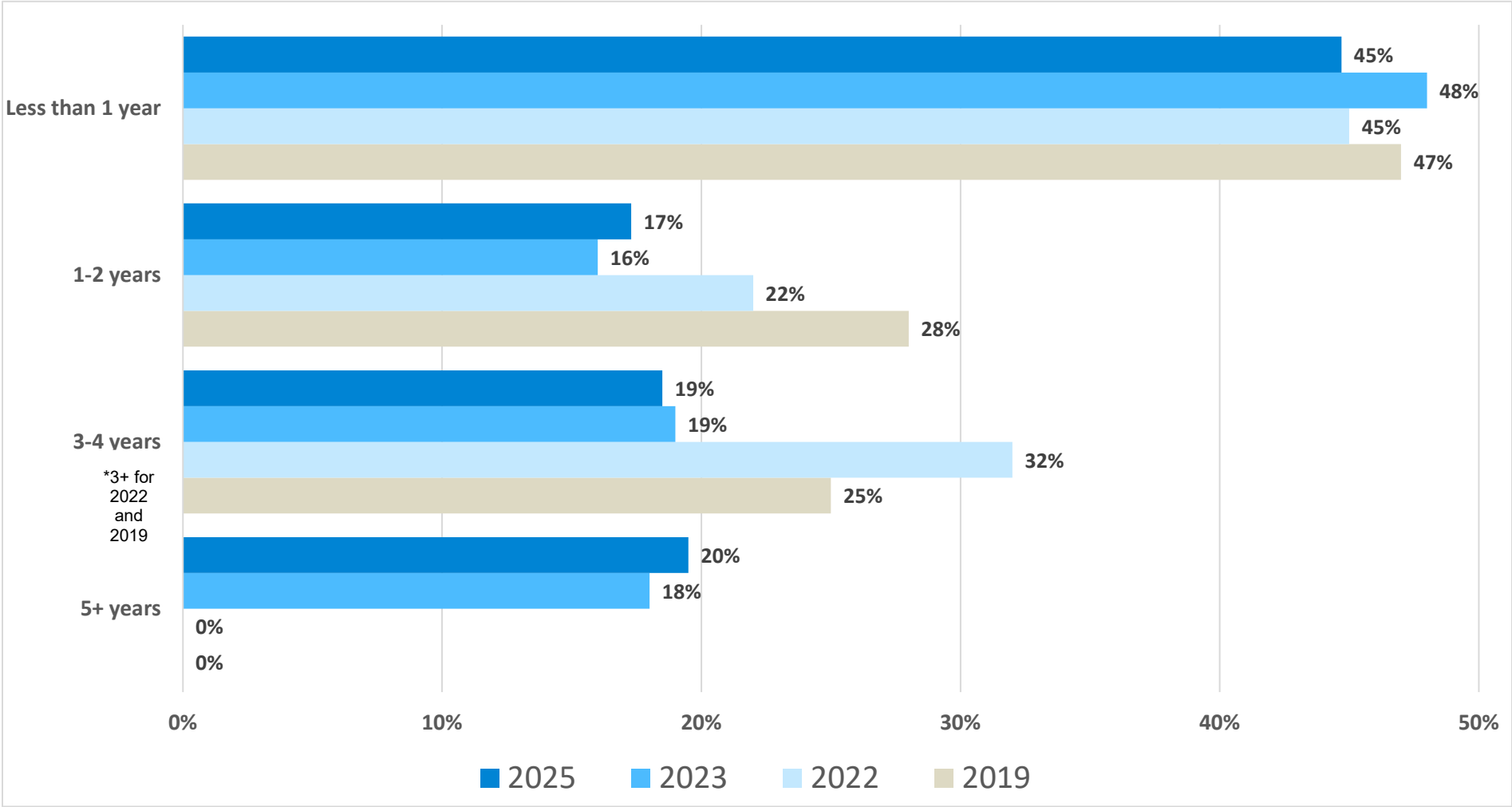
Q3: How many years have you used the KC Streetcar?

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



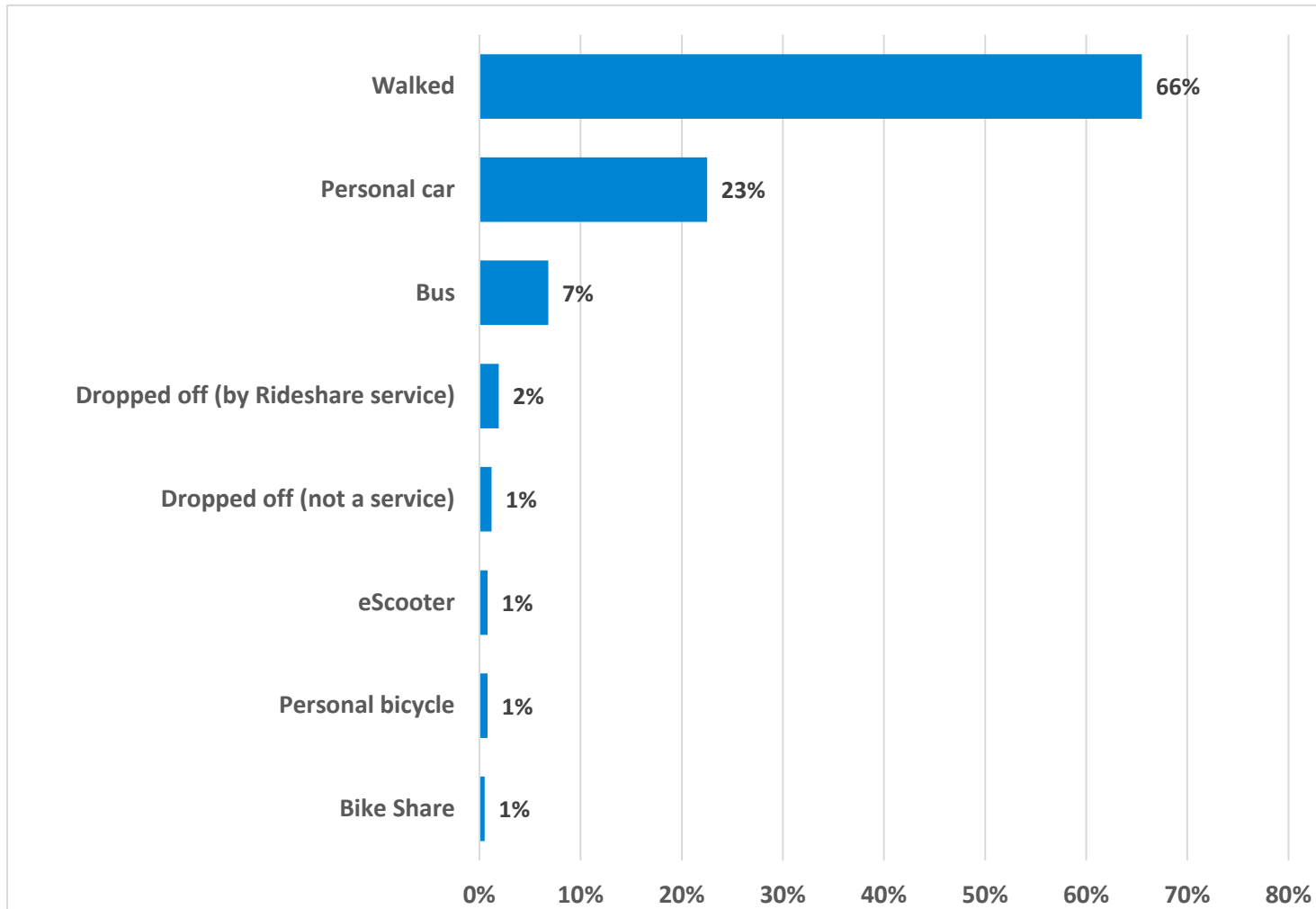
Q3: How many years have you used the KC Streetcar?

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



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

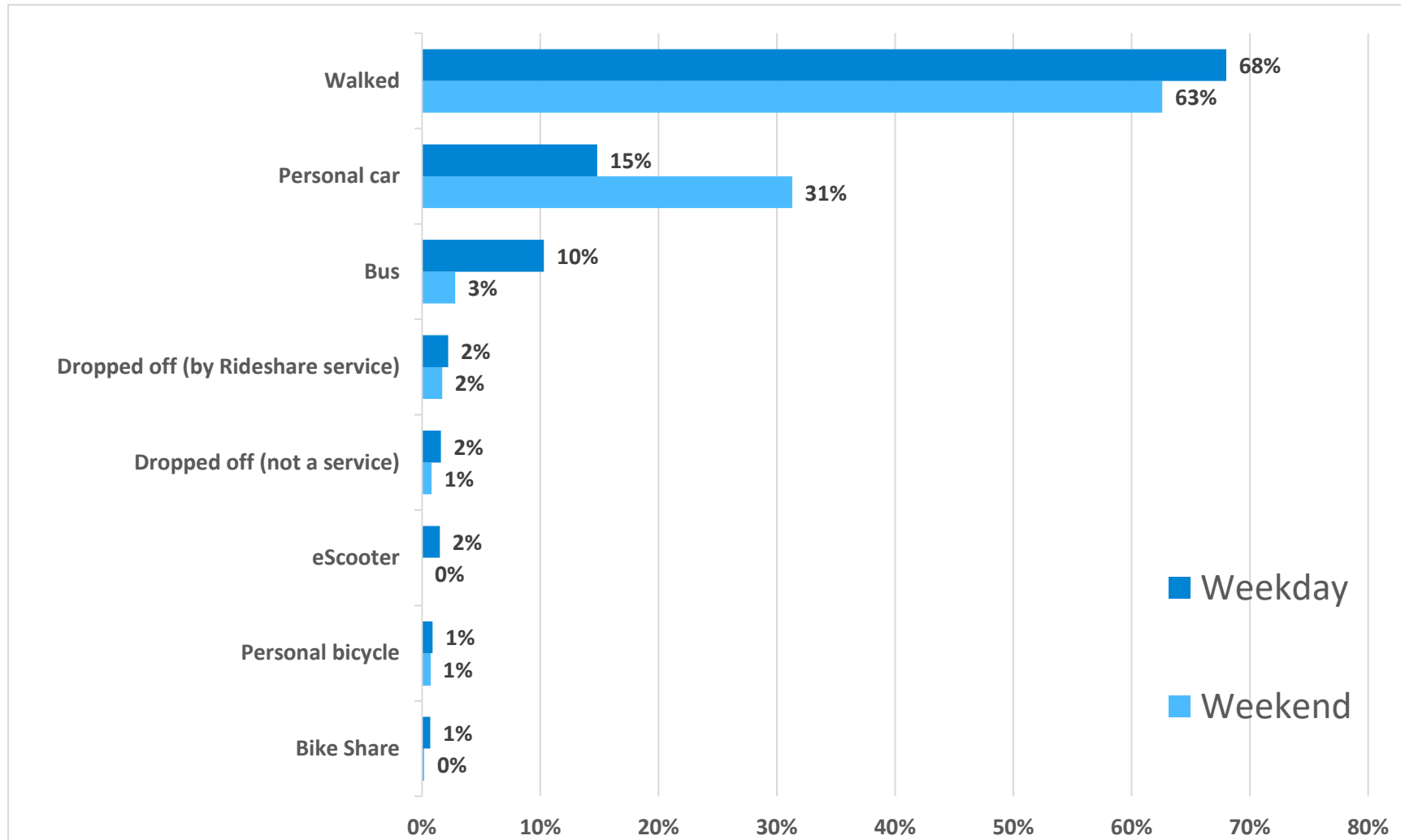
by the percentage of respondents (excluding "not provided" responses)



Weekday Rider v. Weekend Rider

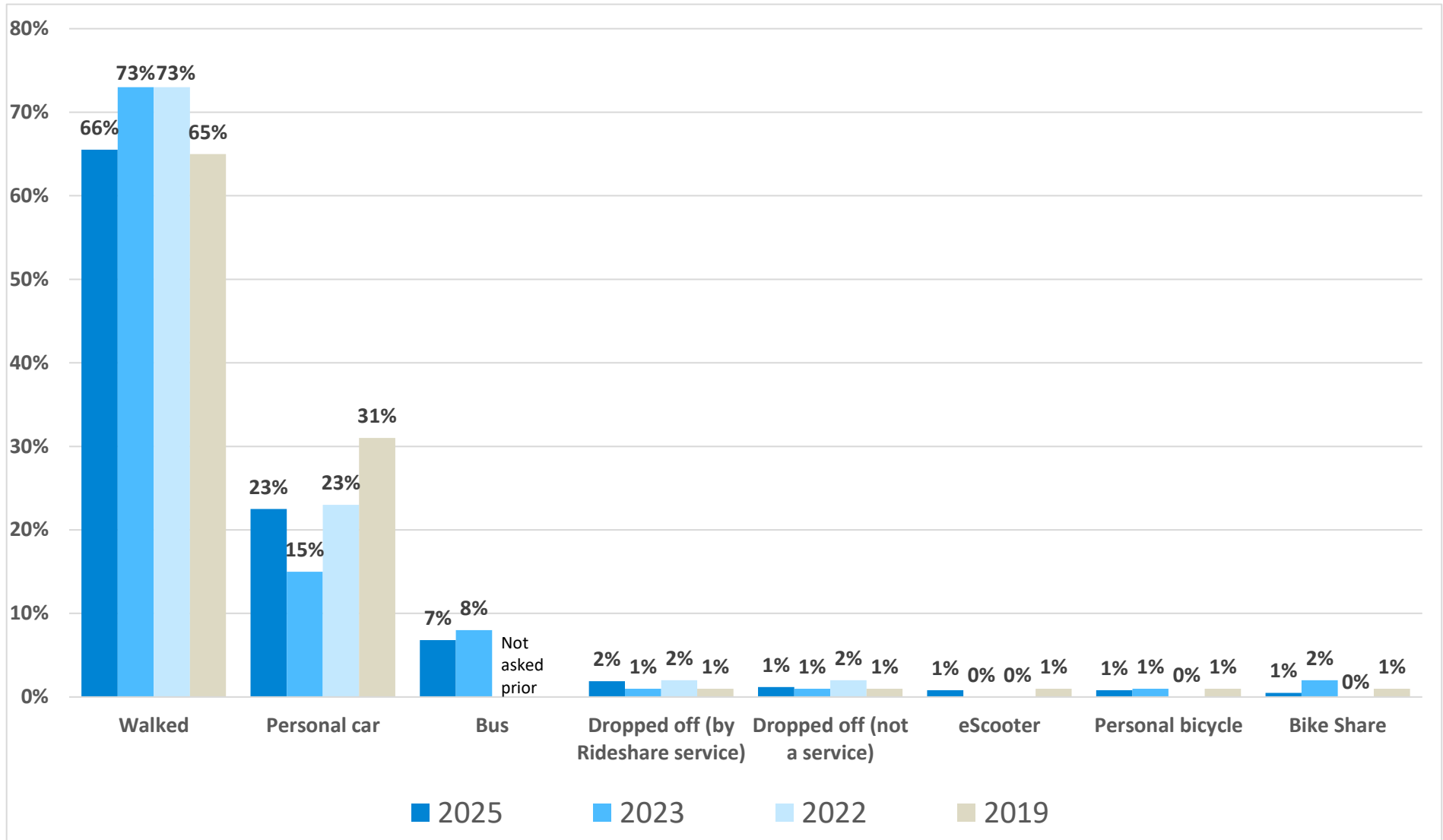
Q4: How did you access KC Streetcar for this trip?

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



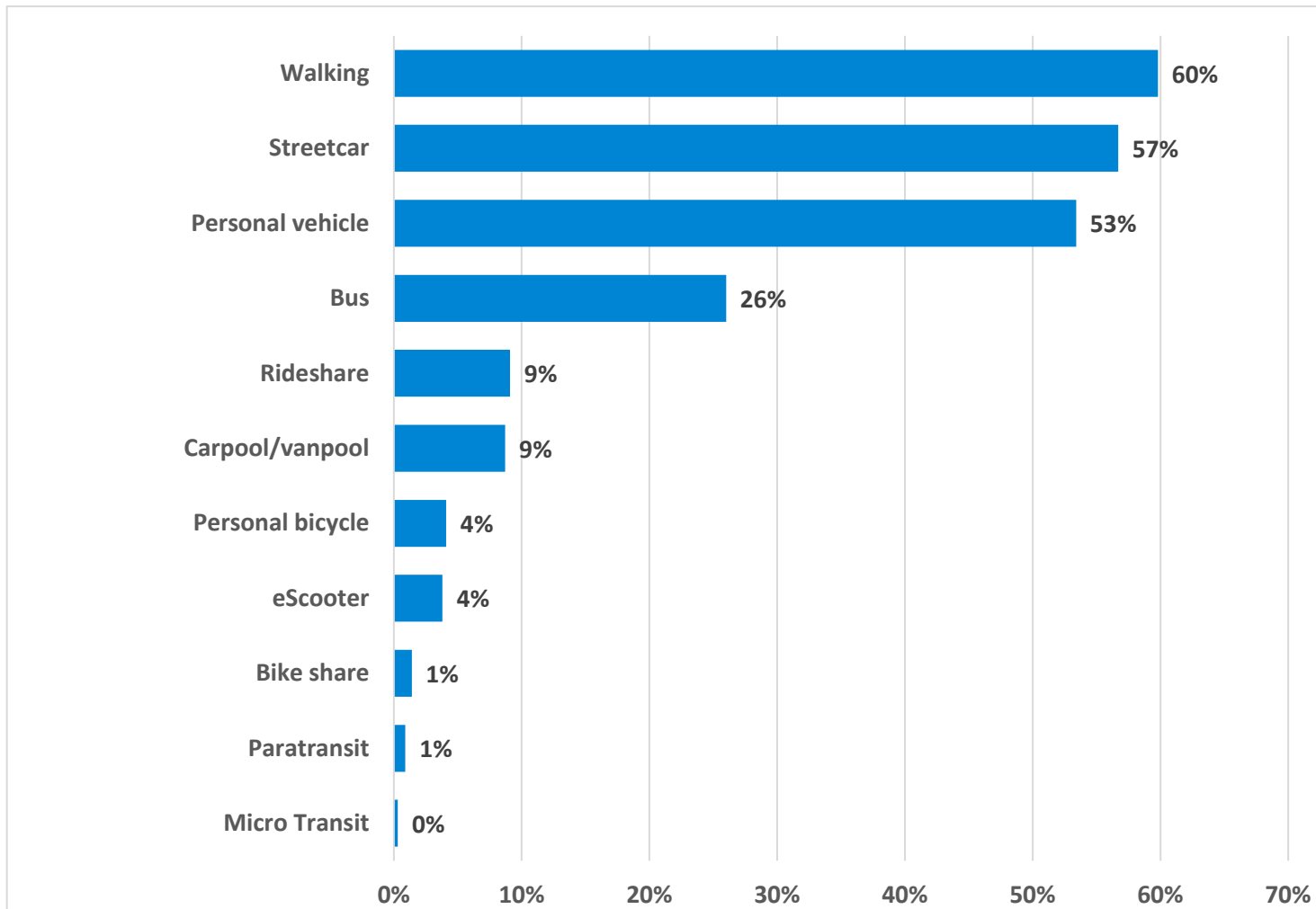
Q4: How did you access KC Streetcar for this trip?

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



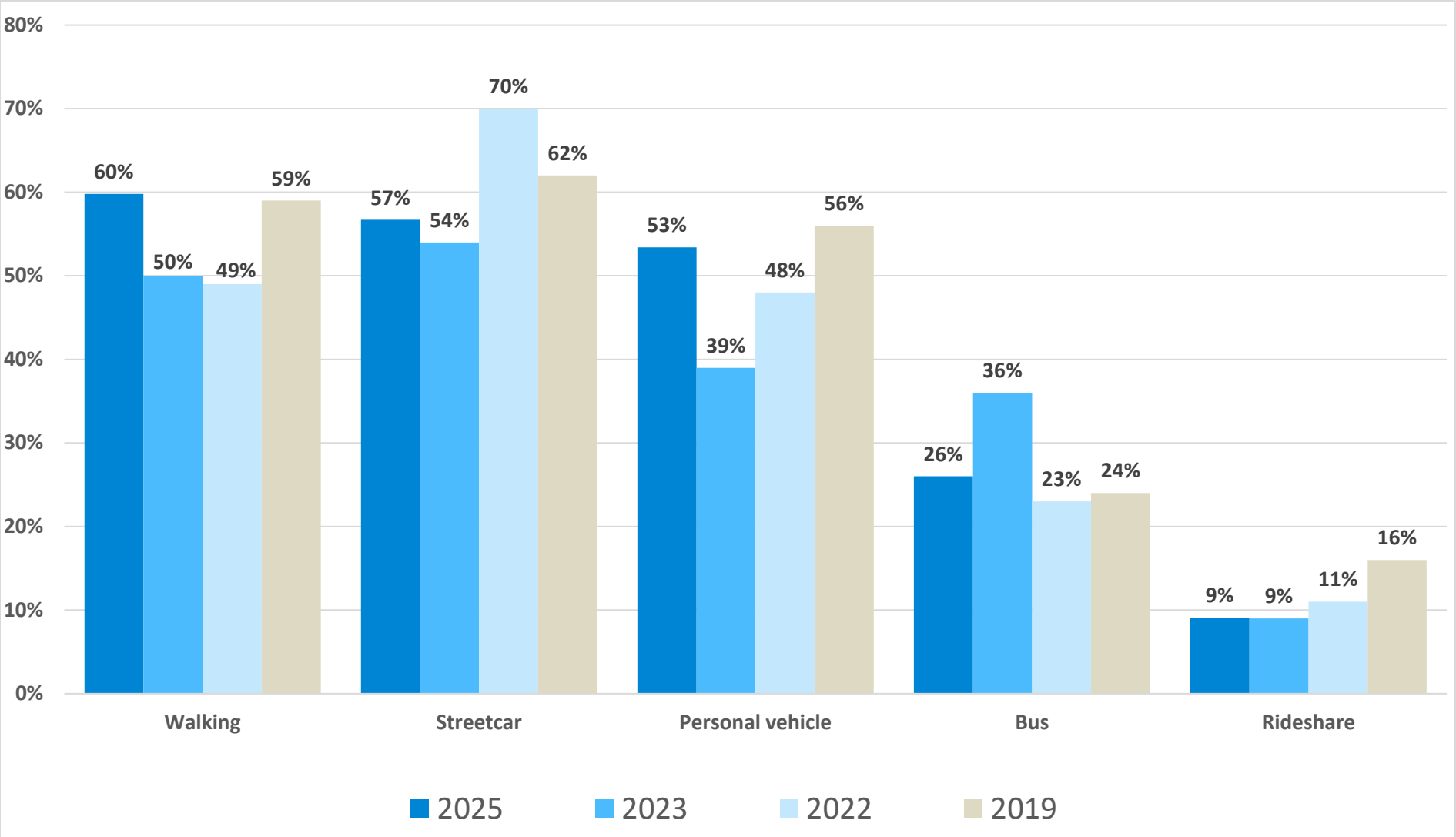
Q6: Please select the three travel modes you most often use in the Kansas City area?

by the sum of respondents top three choices



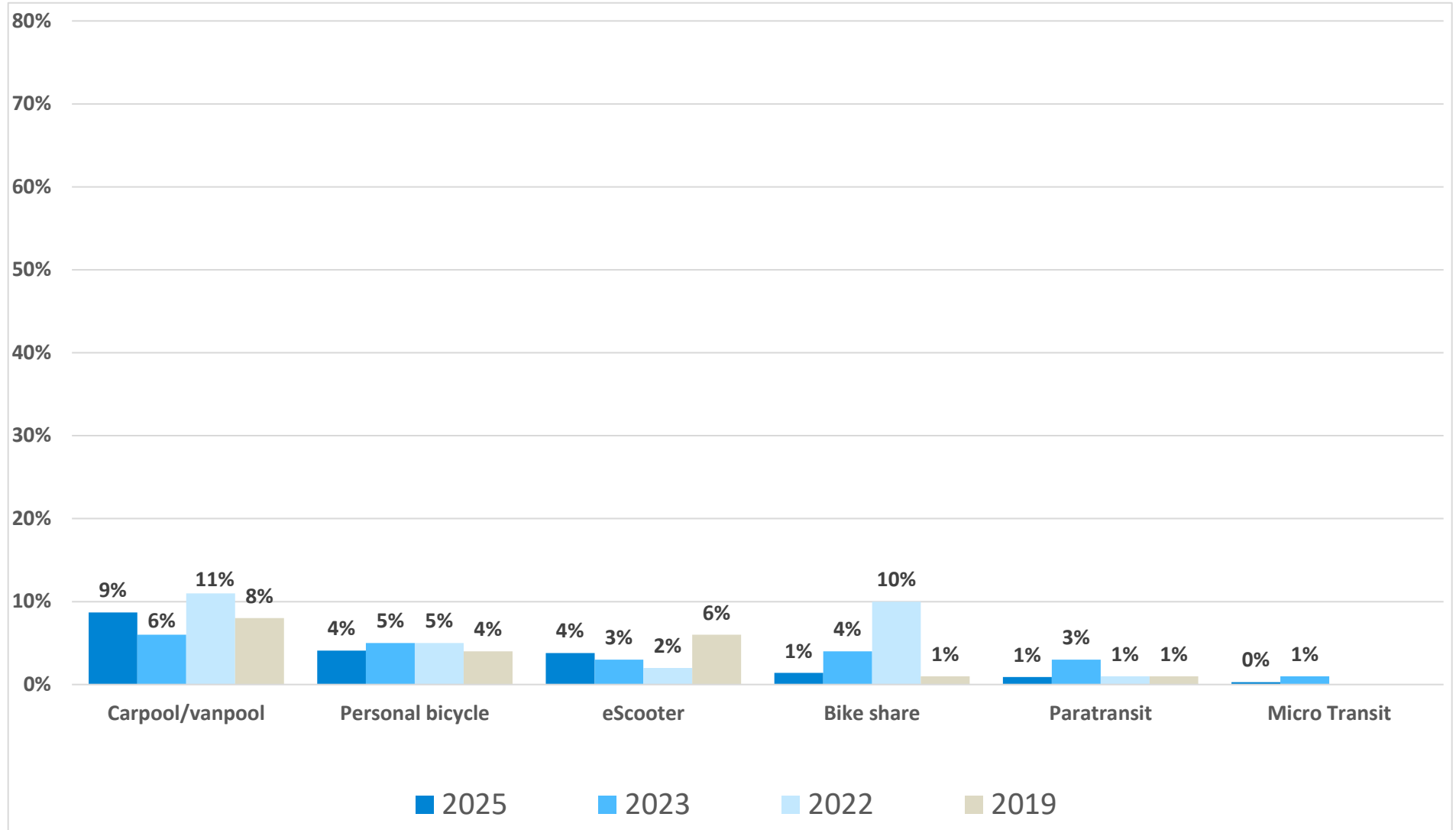
Q6: Please select the 3 travel modes you most often use in the Kansas City area?

by the sum of respondents top three choices



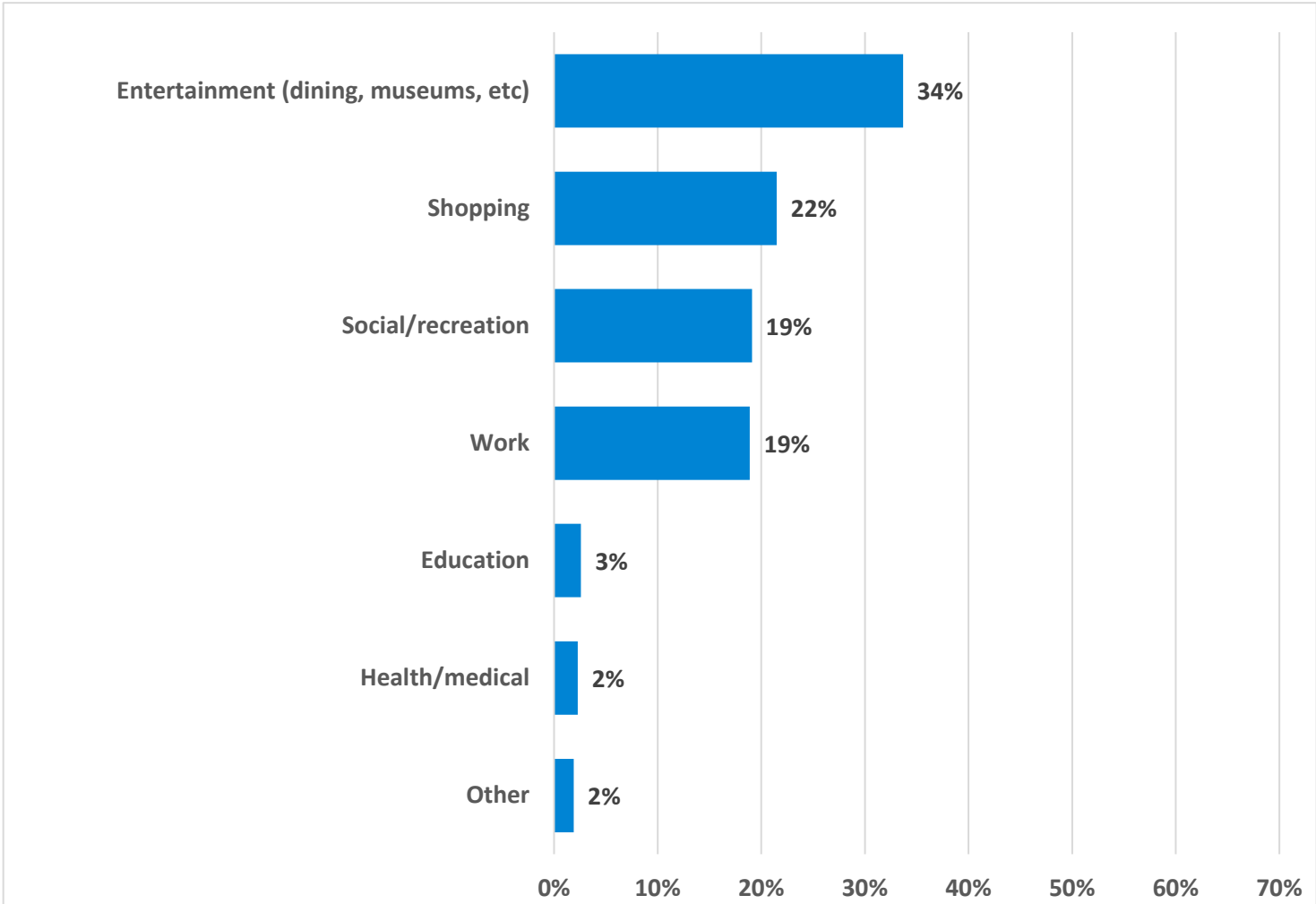
Q6: Please select the 3 travel modes you most often use in the Kansas City area? Cont.

by the sum of respondents top three choice



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

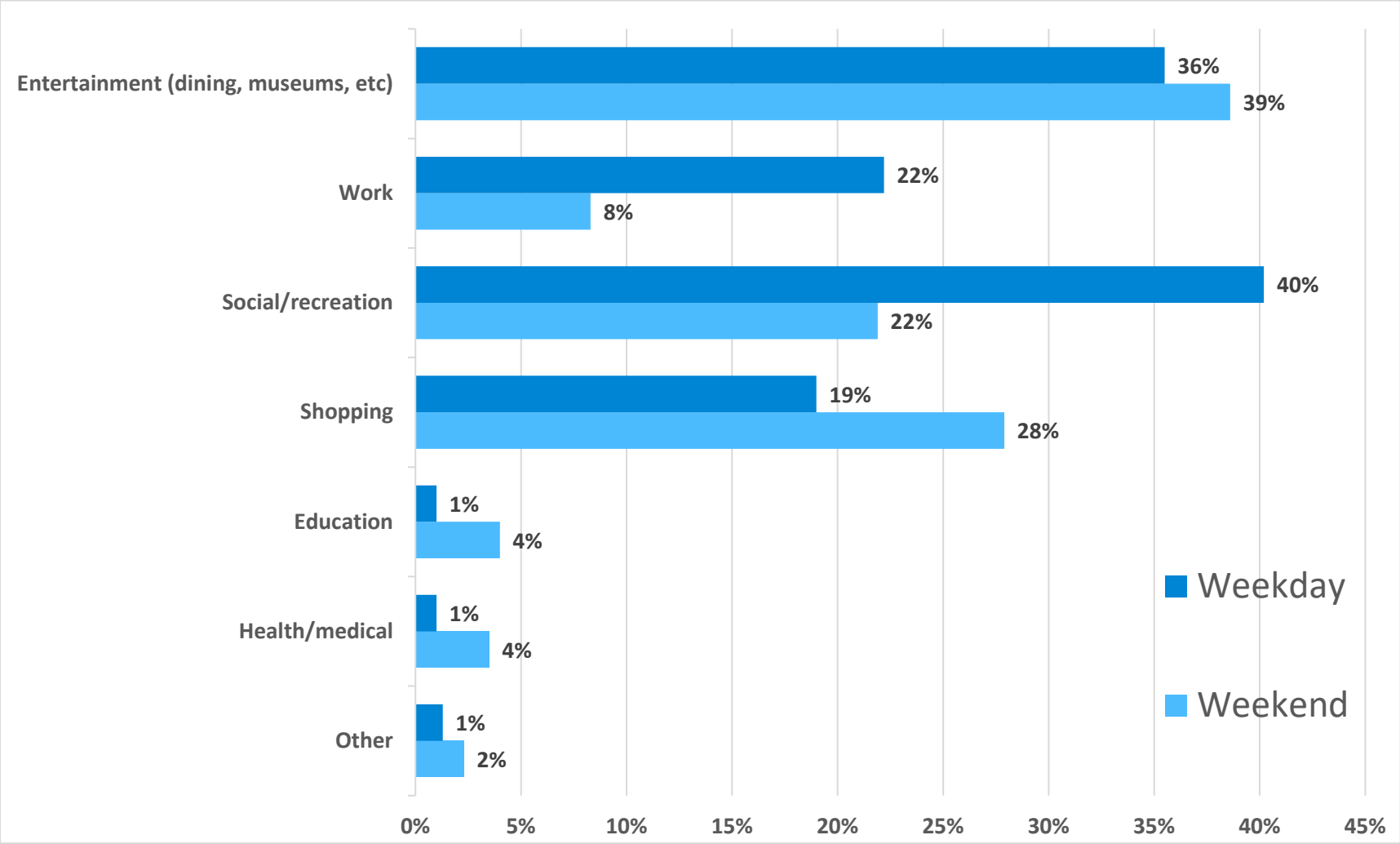
by the percentage of respondents (excluding "not provided" responses)



Weekday Rider v. Weekend Rider

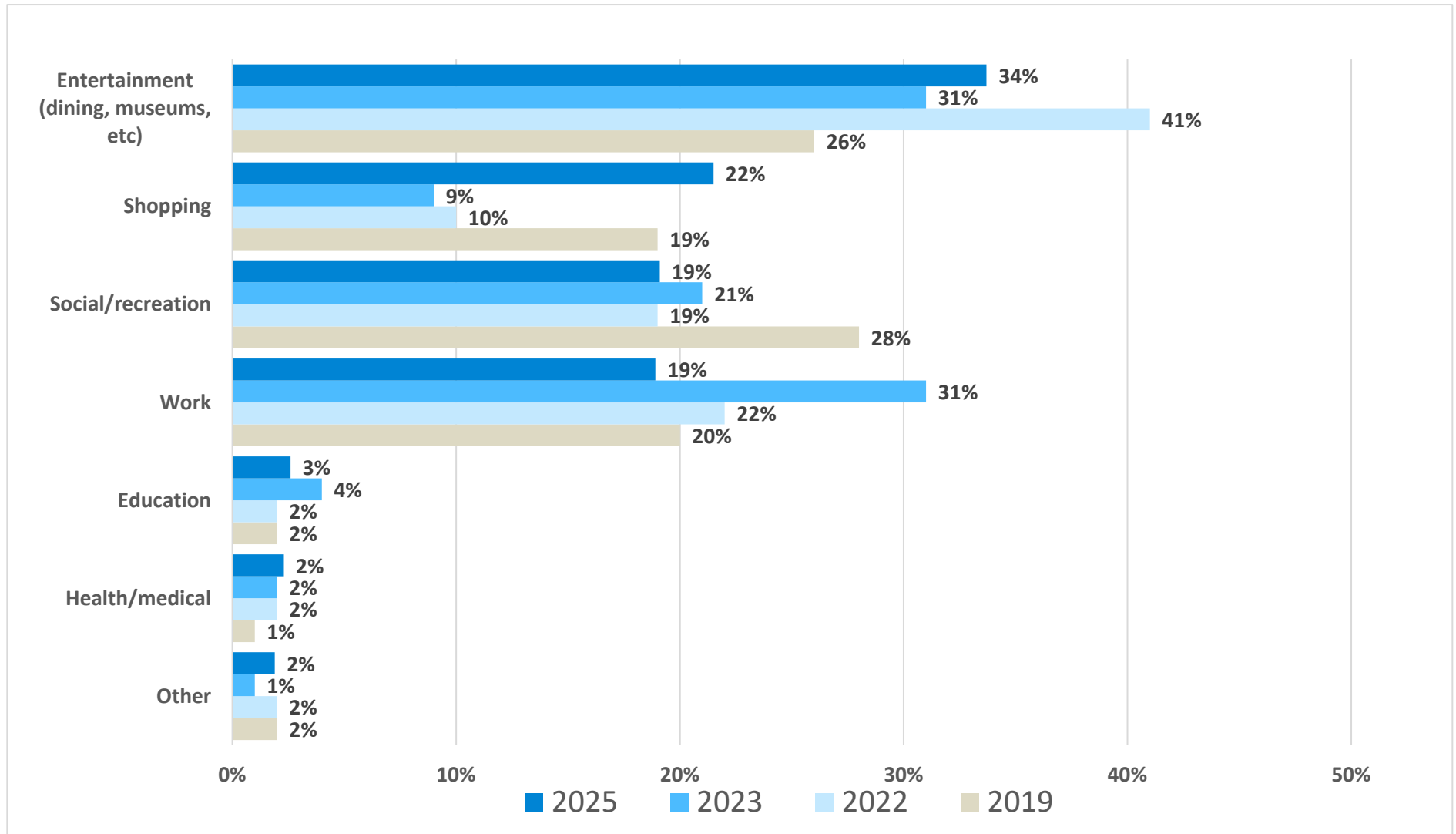
Q7: What is the PRIMARY PURPOSE of your KC Streetcar trip today?

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



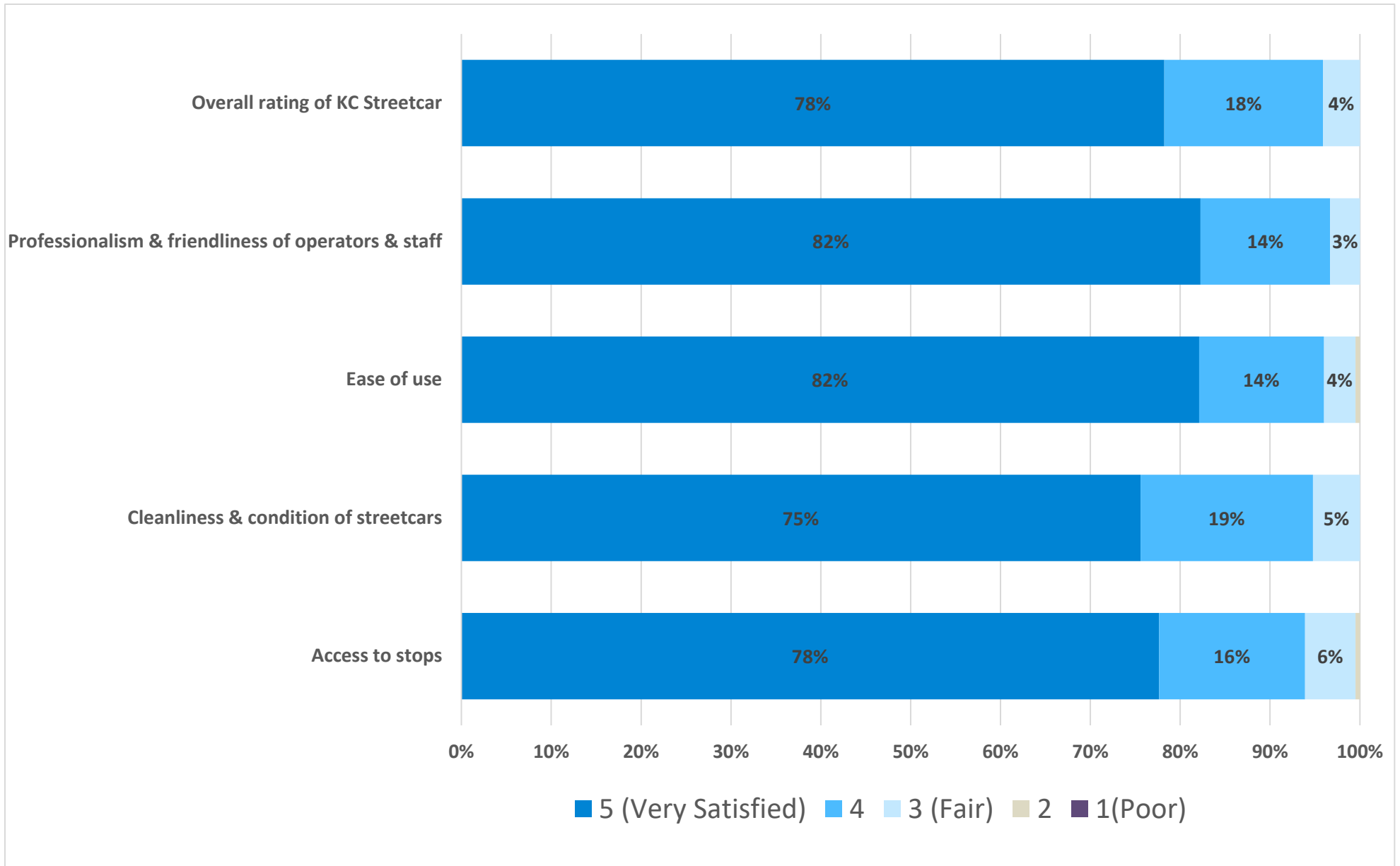
Q7: What is the PRIMARY PURPOSE of your KC Streetcar trip today?

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



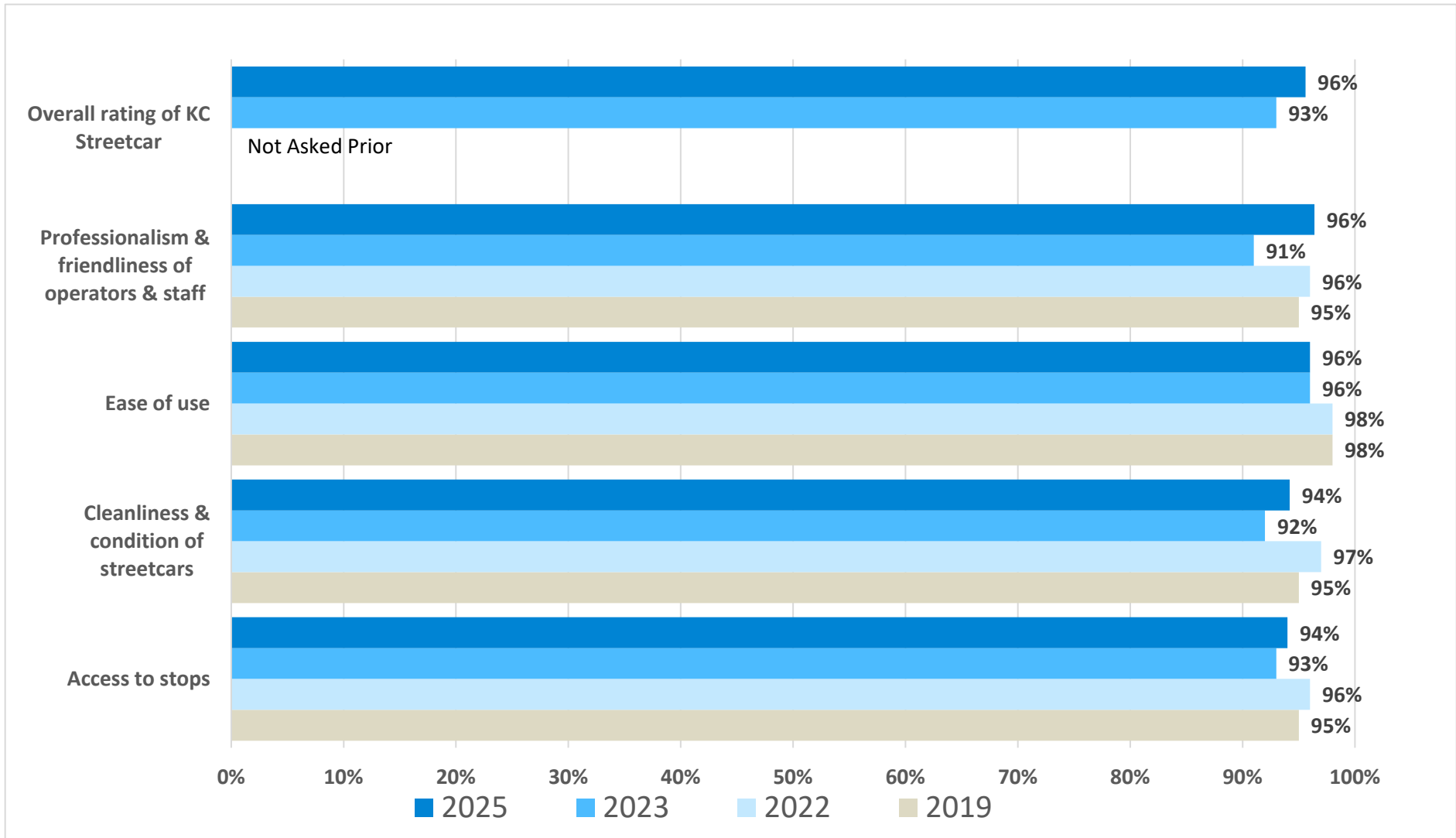
Q8-Q11: How do you rate RideKC Streetcar service?

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



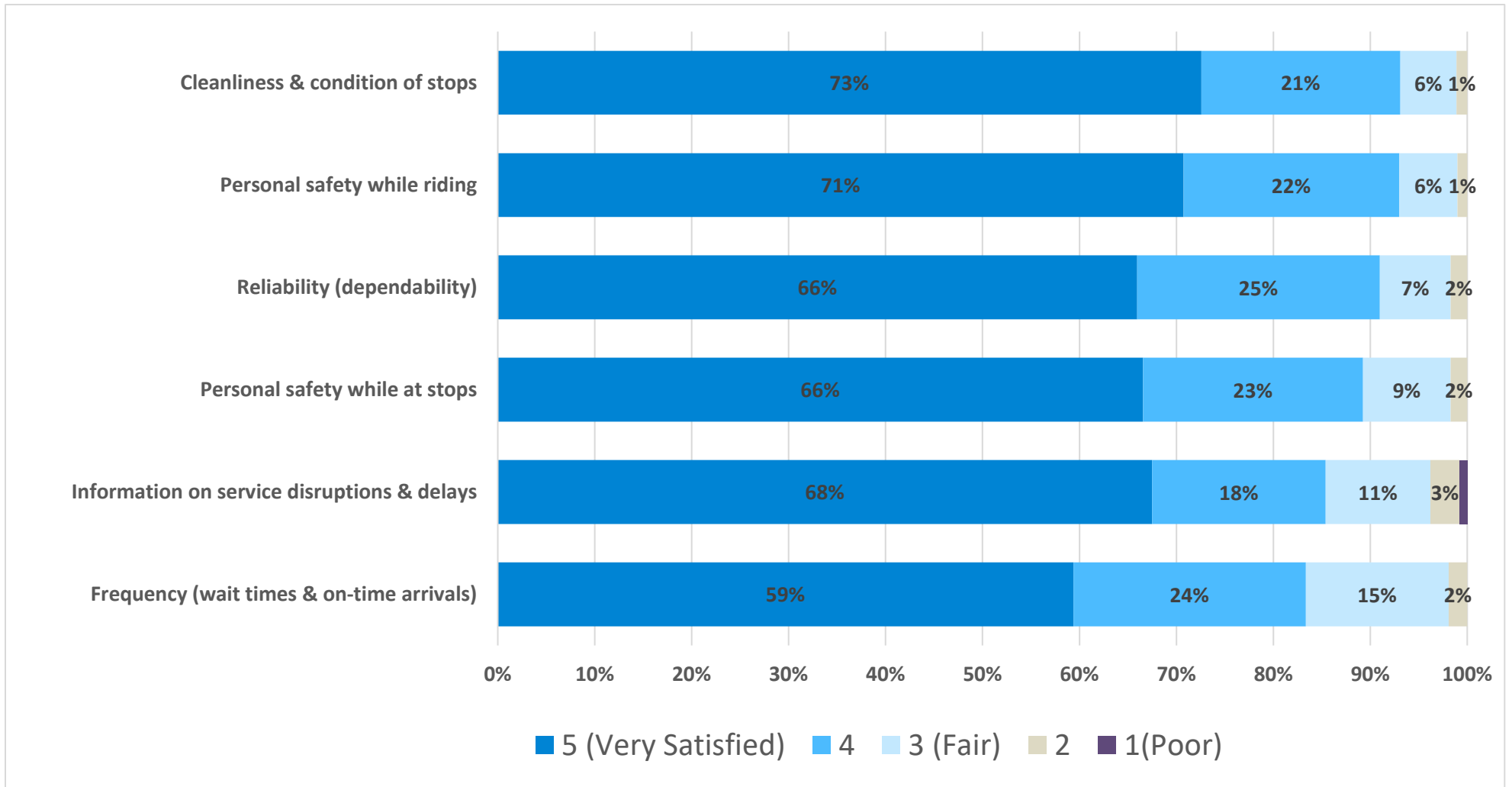
Q8-Q11: How do you rate the RideKC Streetcar service?

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



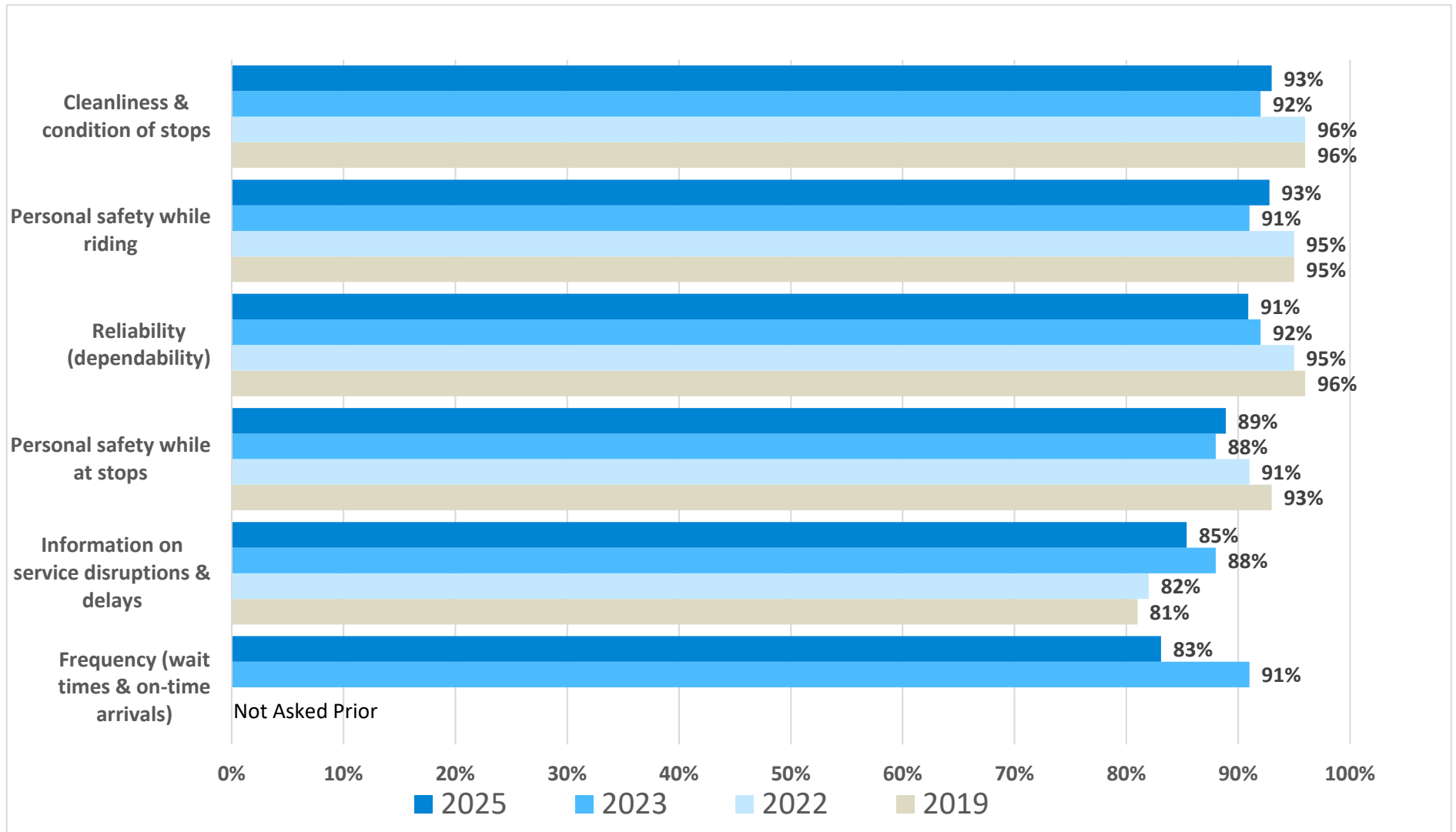
Q12-Q16: How do you rate RideKC Streetcar service?

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



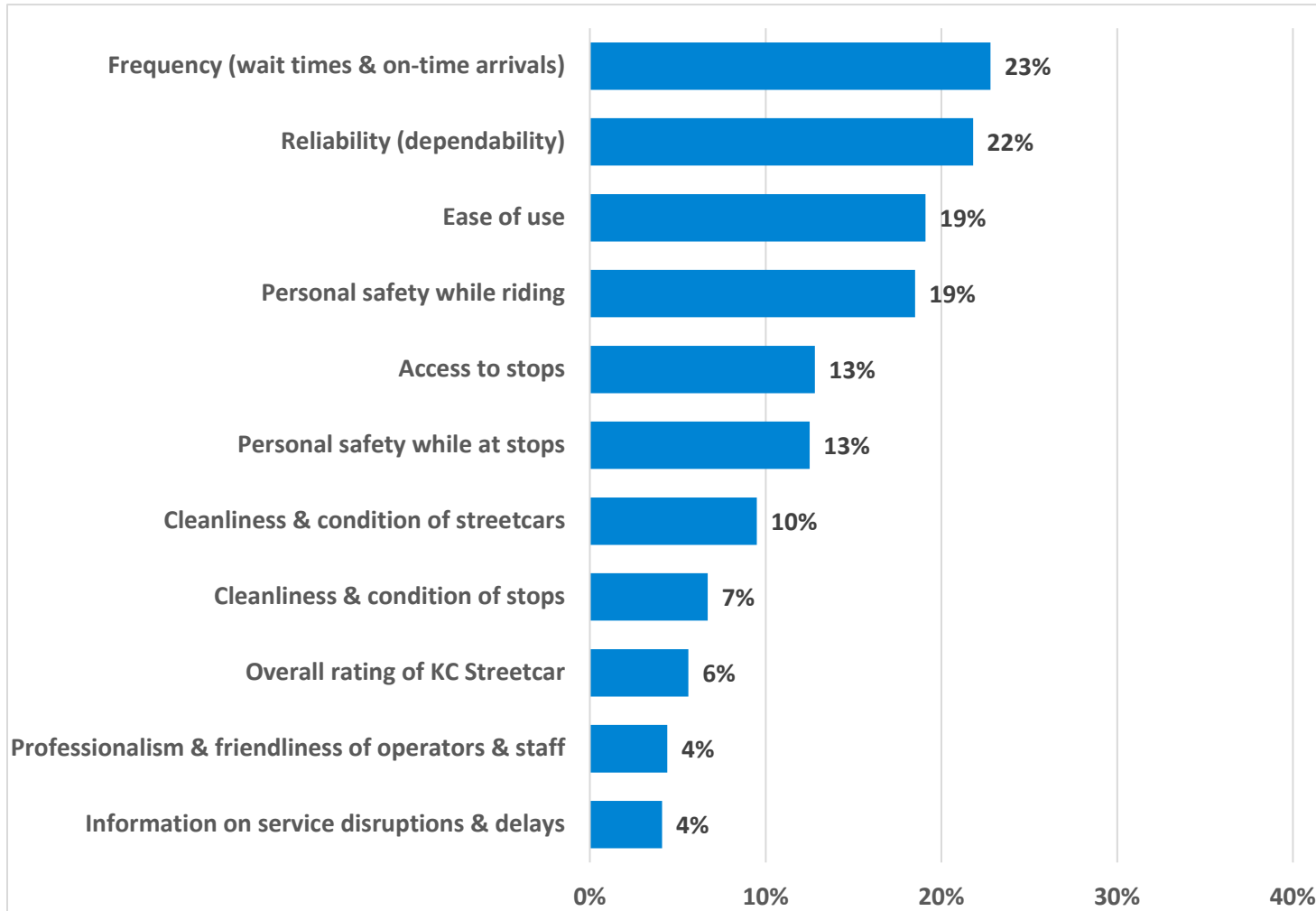
Q12-Q16: How do you rate the RideKC Streetcar service? Cont.

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



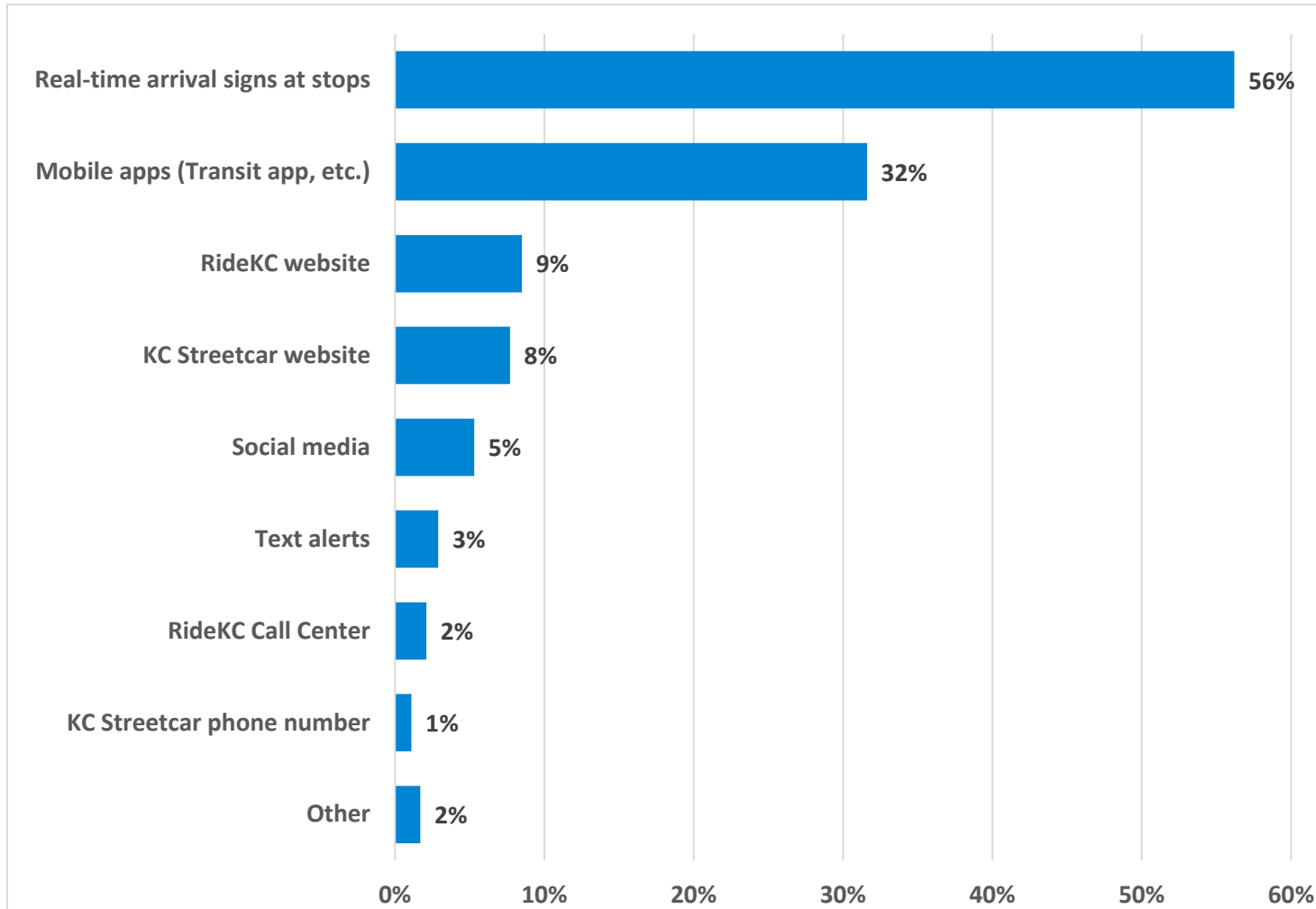
Q19: Which elements listed in Questions 8-18 are most important to you?

by the sum of respondents top two choices



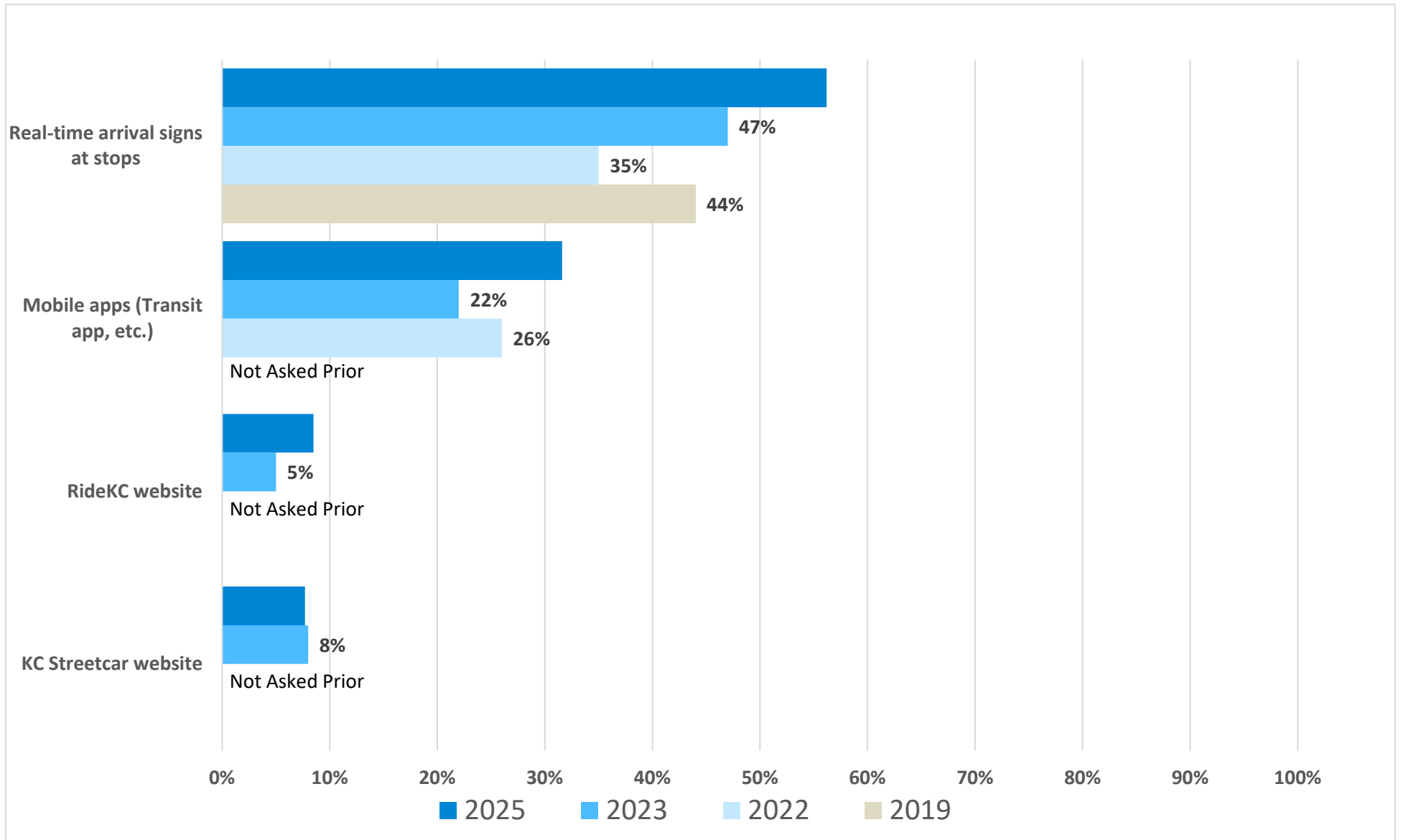
Q20: Where do you go for KC Streetcar schedule and delay information?

by the percentage of respondents



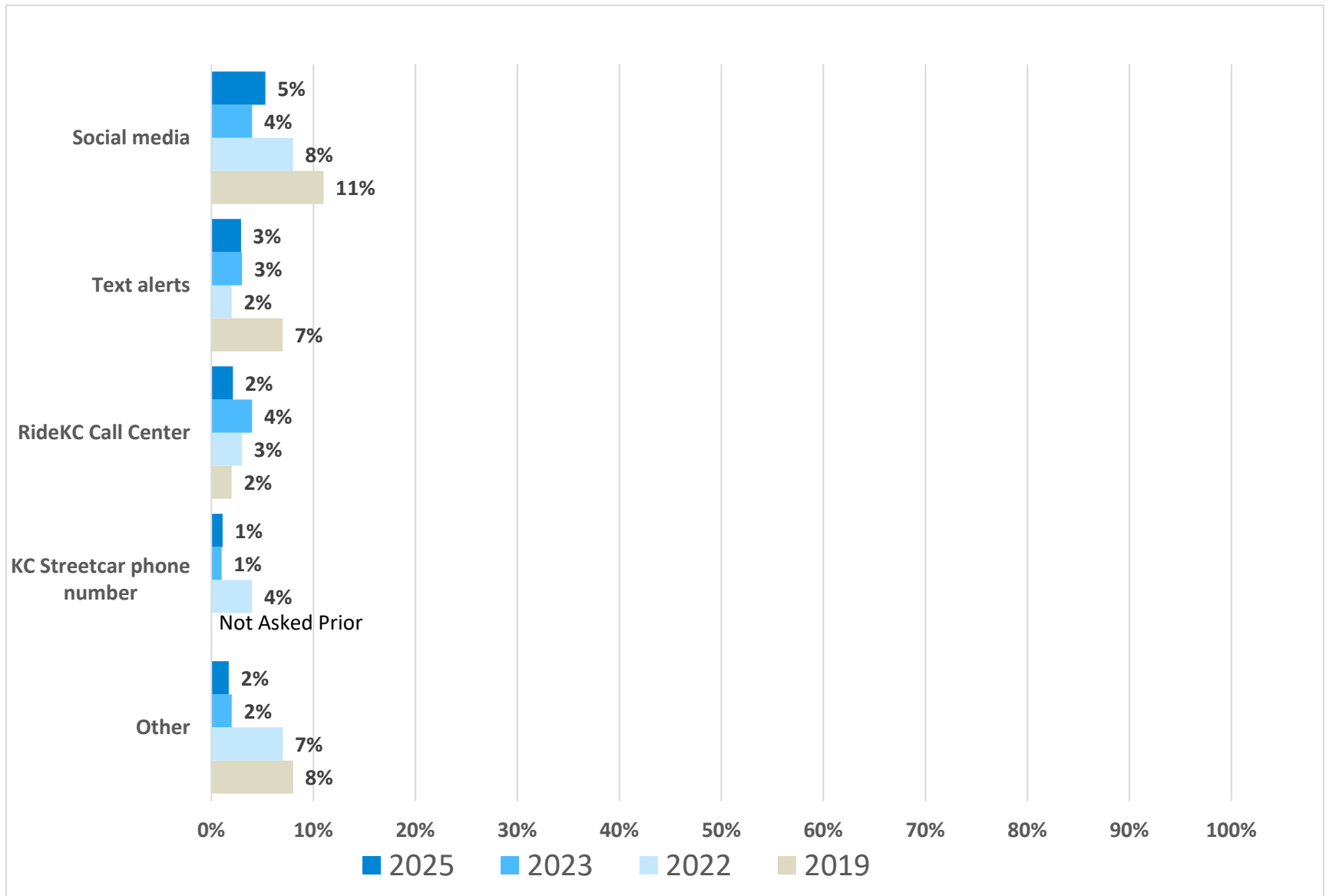
Q20: Where do you go for KC Streetcar schedule and delay information?

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



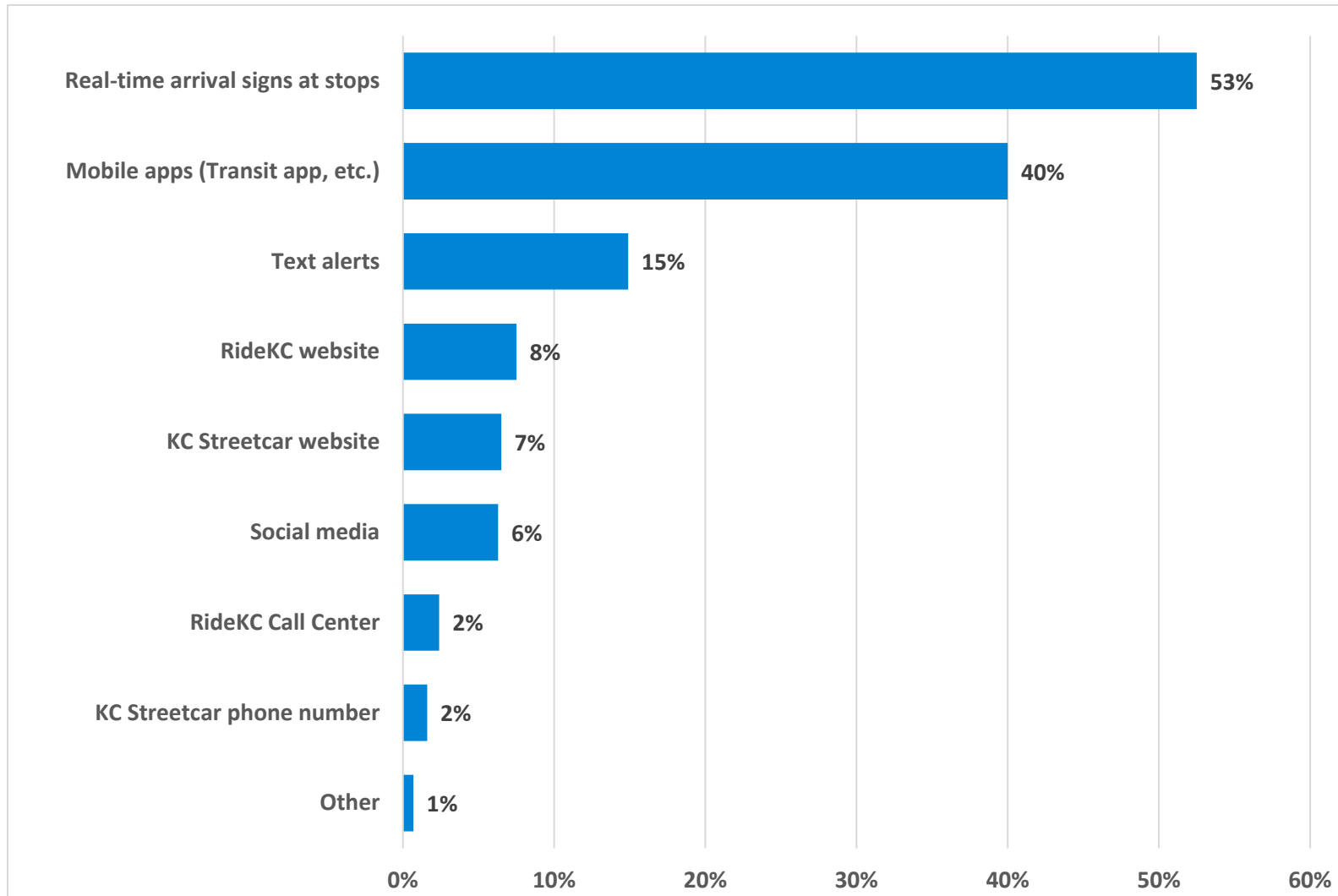
Q20: Where do you go for KC Streetcar schedule and delay information? Cont.

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



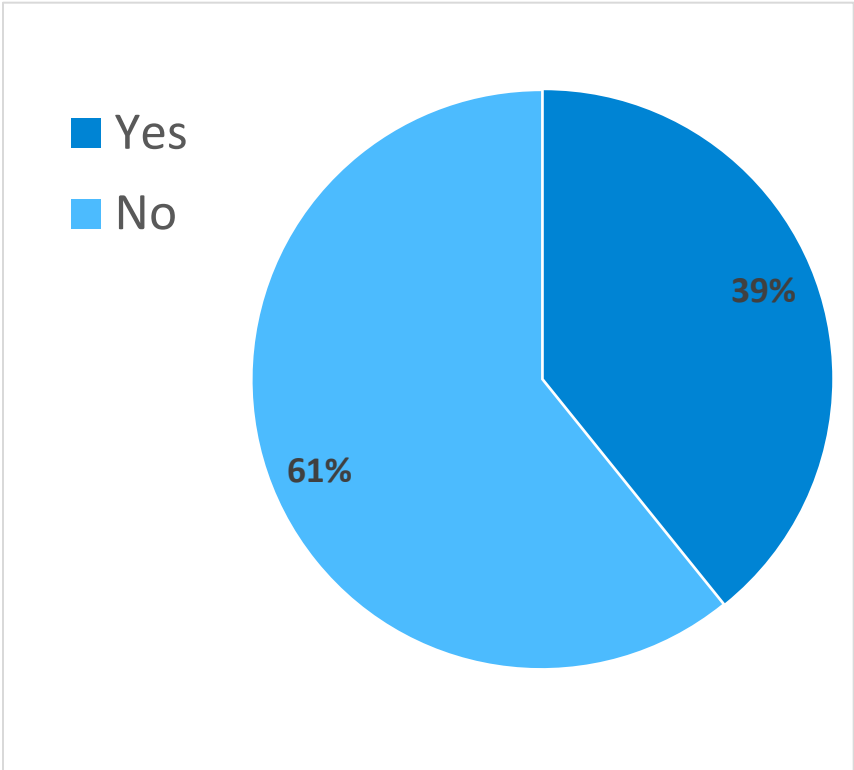
Q21: How would you prefer to learn about service alerts?

by the percentage of respondents

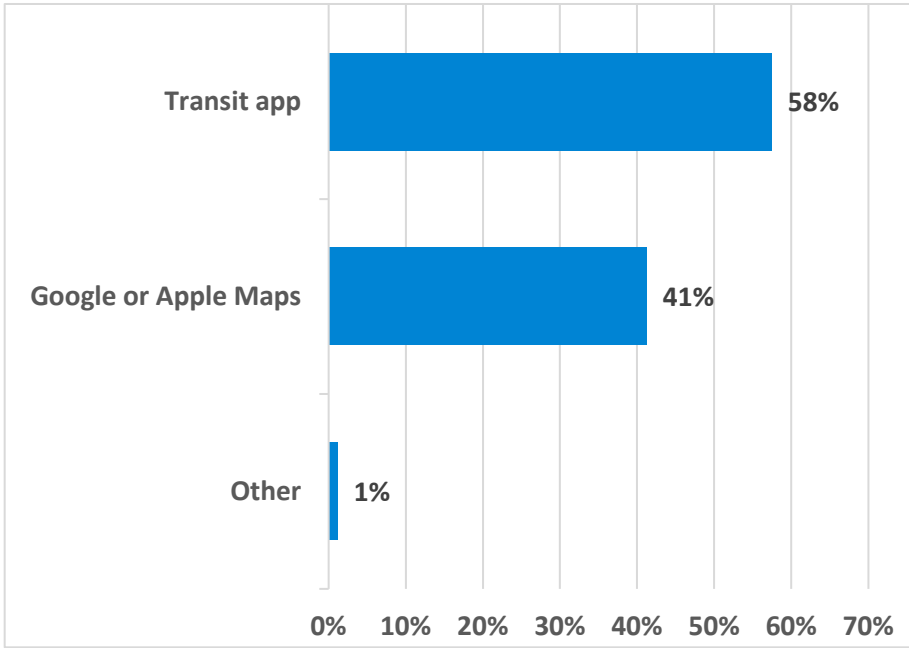


Q22: Do you use a mobile application to track Streetcar vehicles real-time or trip plan?

by percentage of respondents (excluding "not provided")

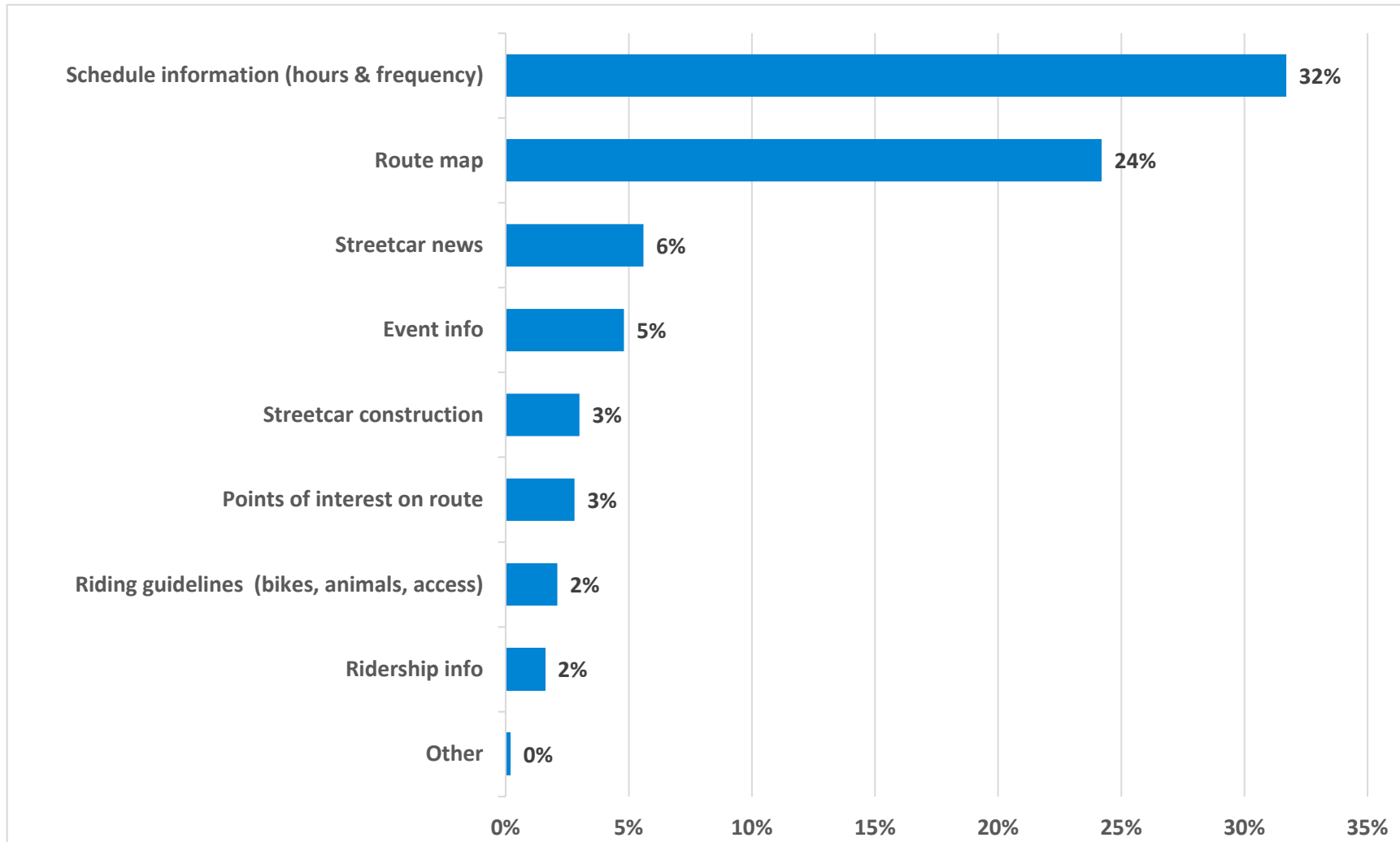


Q22a. Which mobile application do you use?



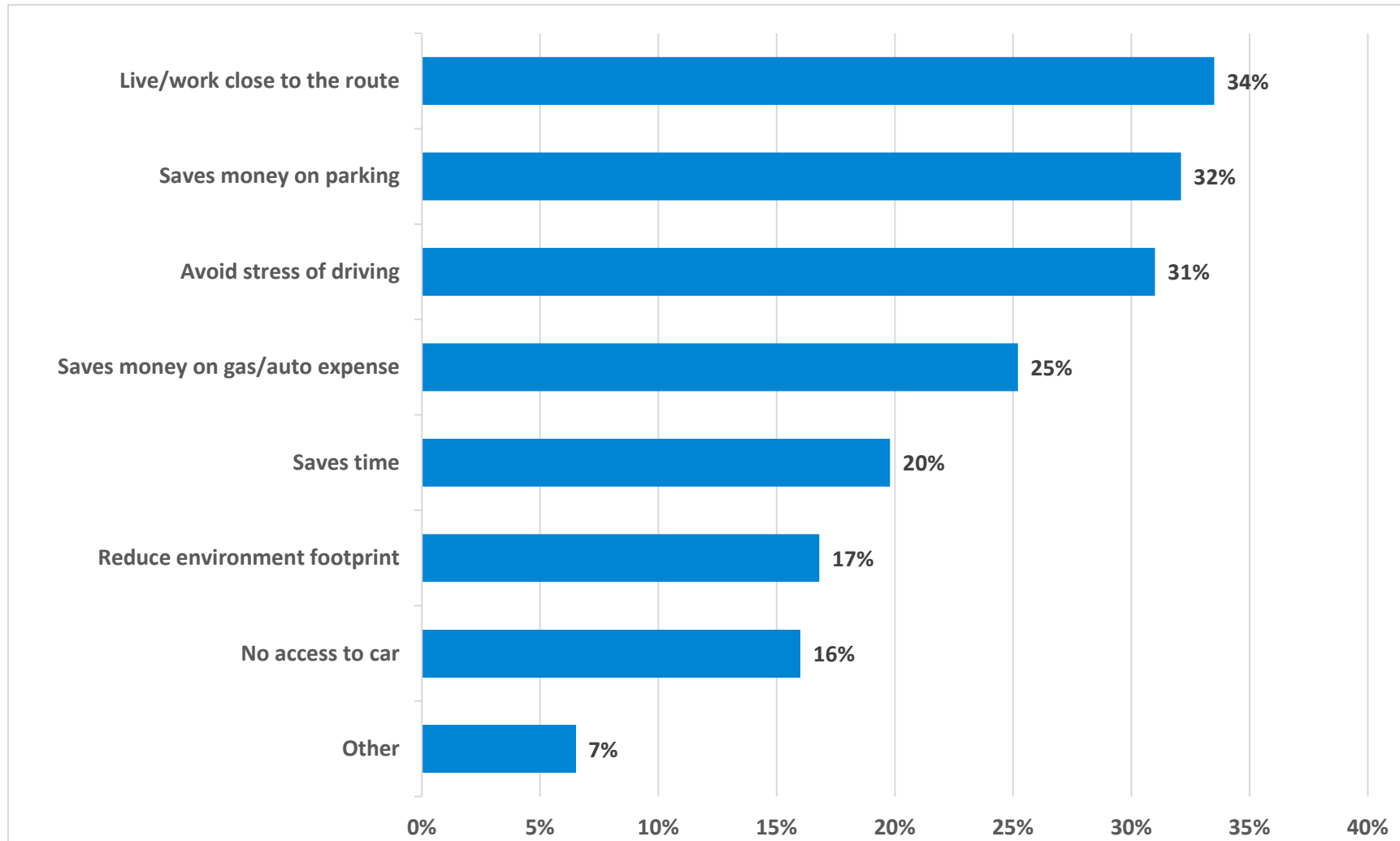
Q23: If you use kcstreetcar.org, why do you most commonly visit the site?

by the sum of respondents top two choices



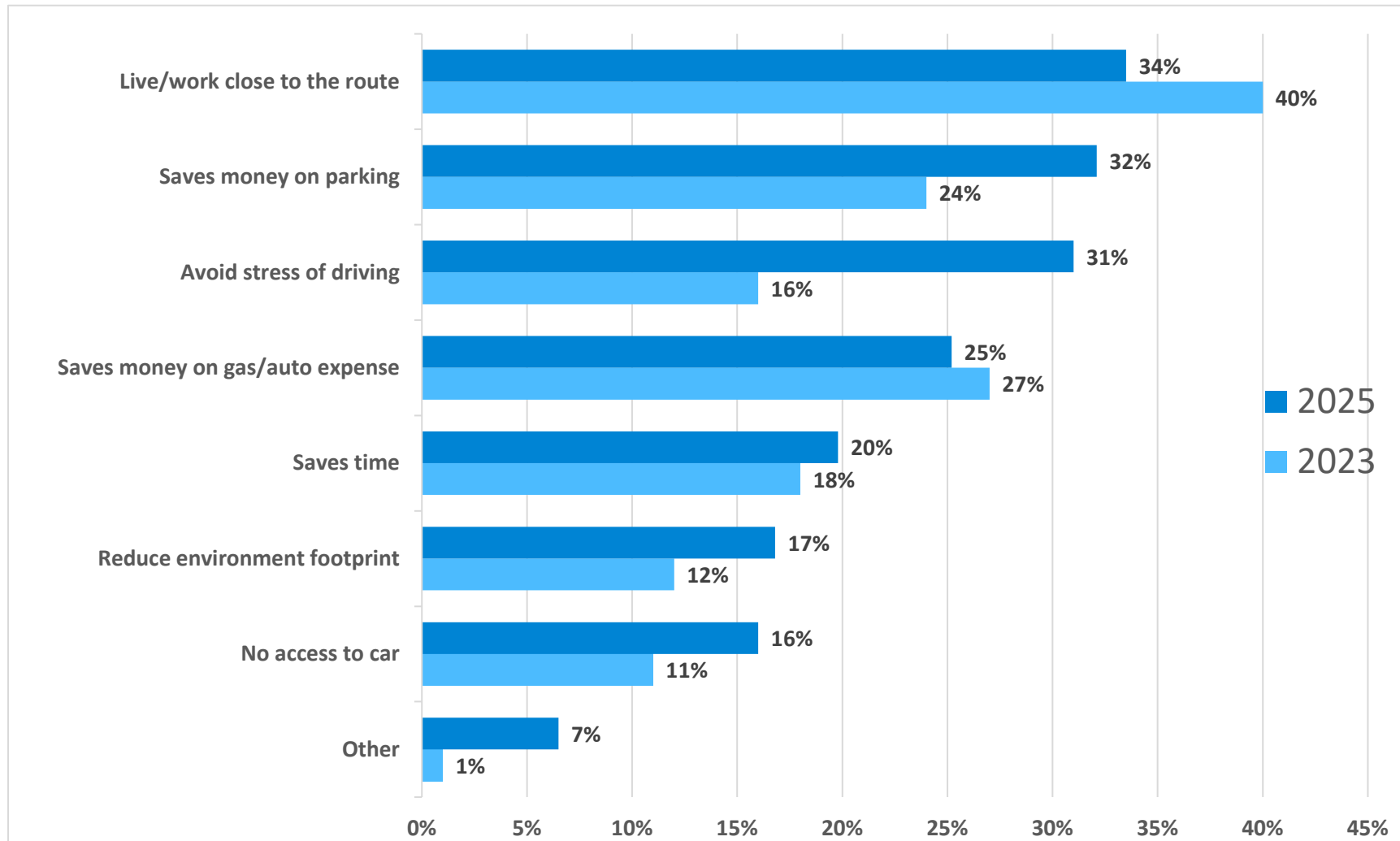
Q24. What are the main reasons you use the KC Streetcar?

by the sum of respondents top three choices



Q24. What are the main reasons you use the KC Streetcar?

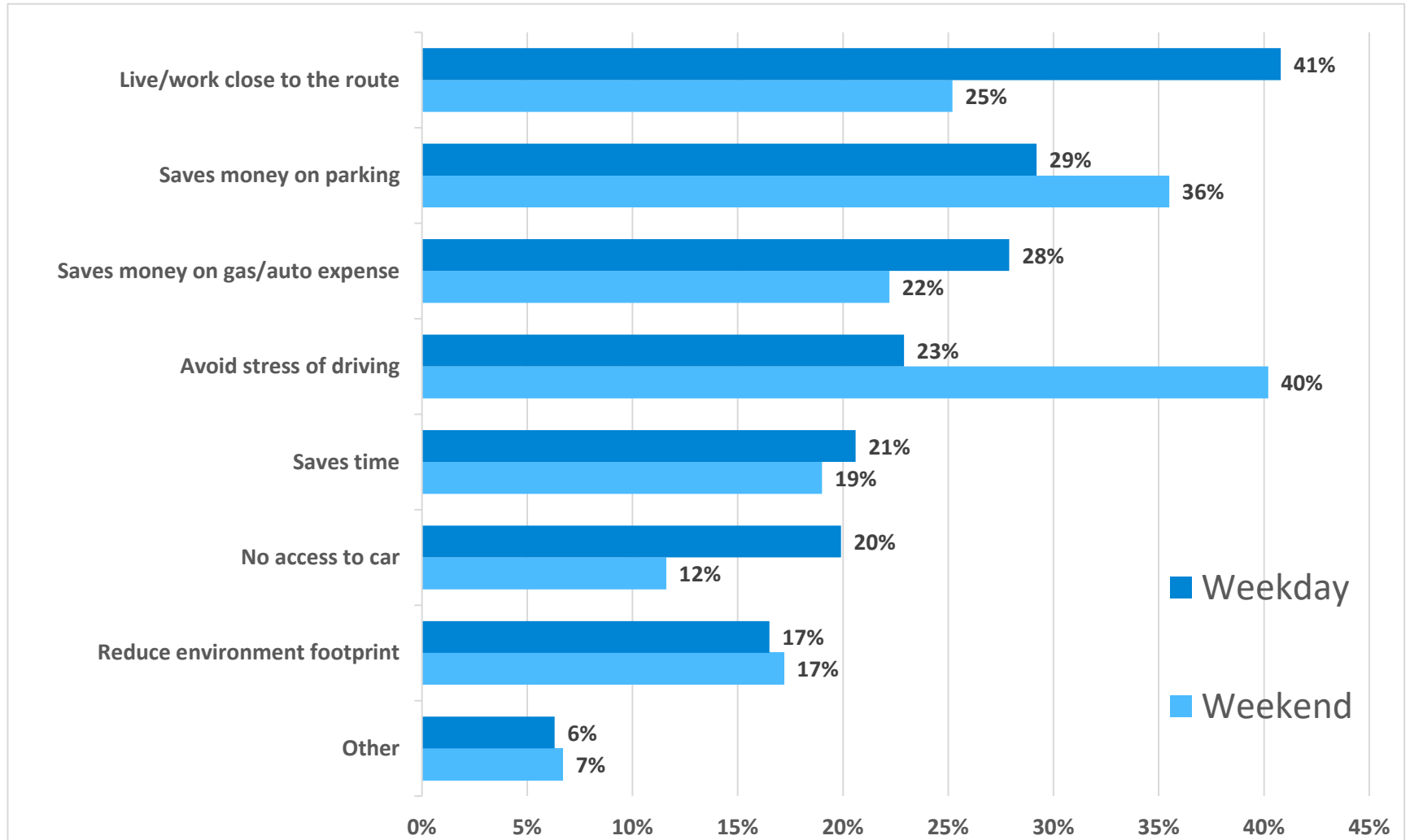
by the sum of respondents top three choices



Weekday Rider v. Weekend Rider

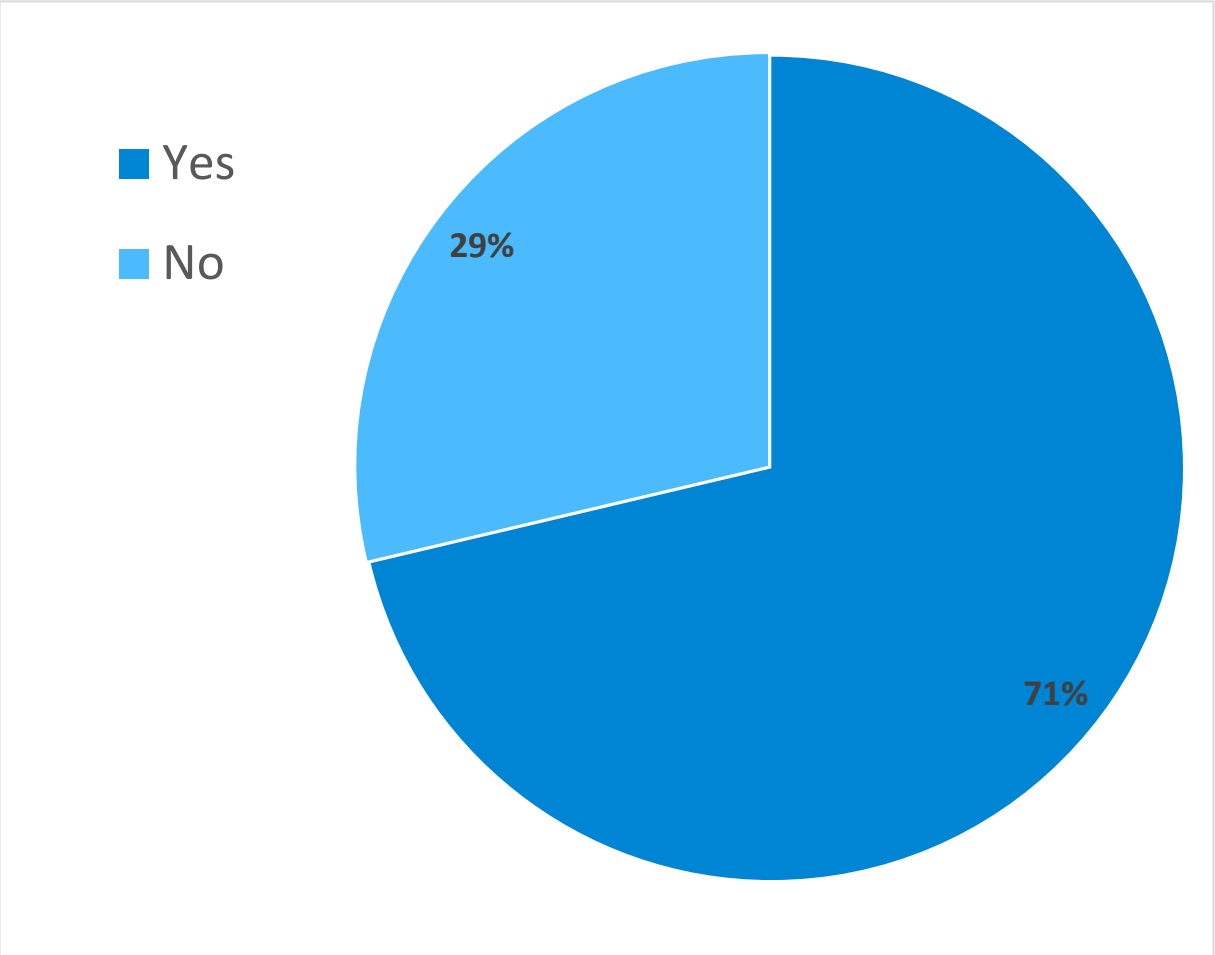
Q27: What are the main reasons you use the KC Streetcar?

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



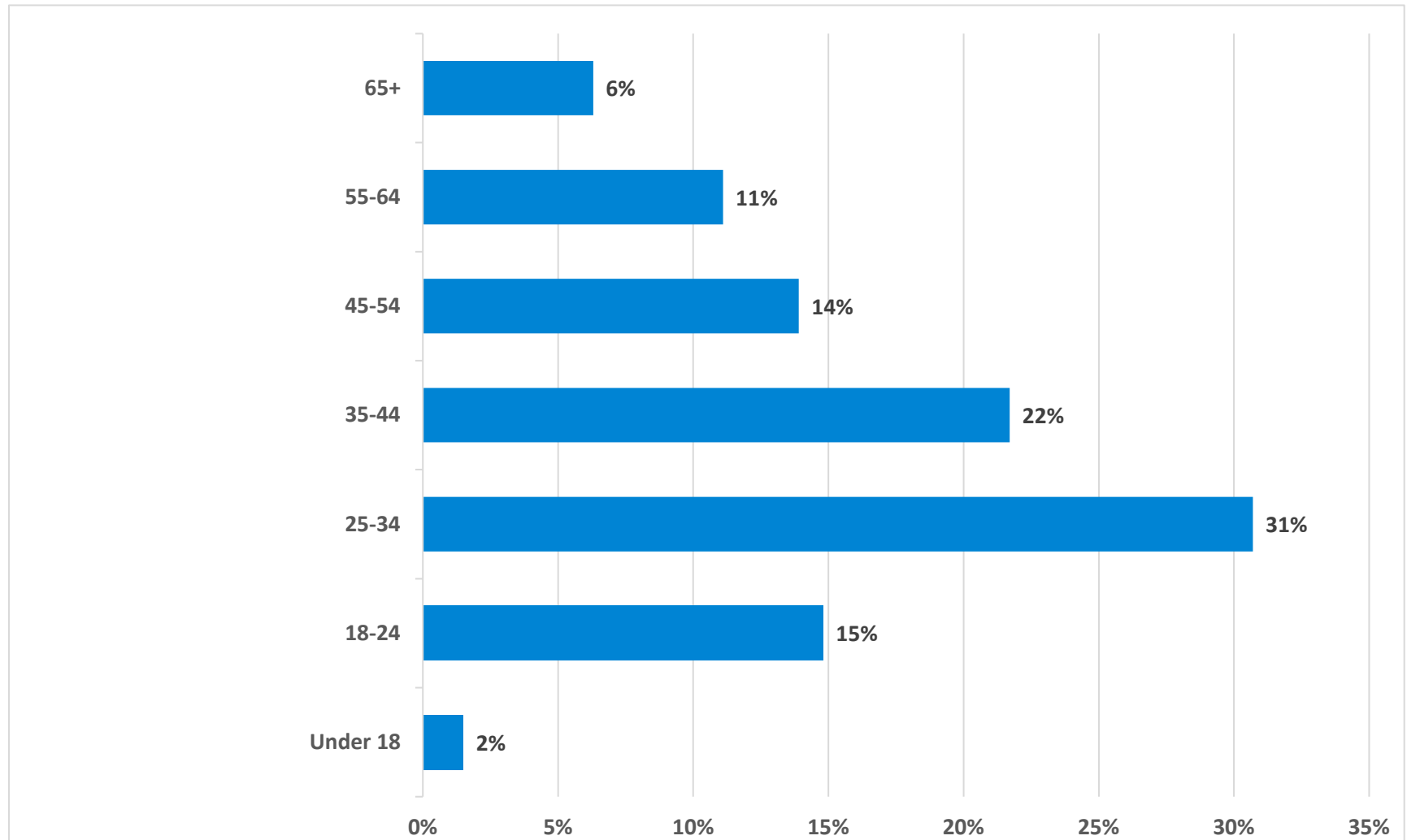
Q25. Do you have a working car or other vehicle that you could have used for this trip instead of taking the Streetcar today?

by the percentage of respondents (excluding not provided)



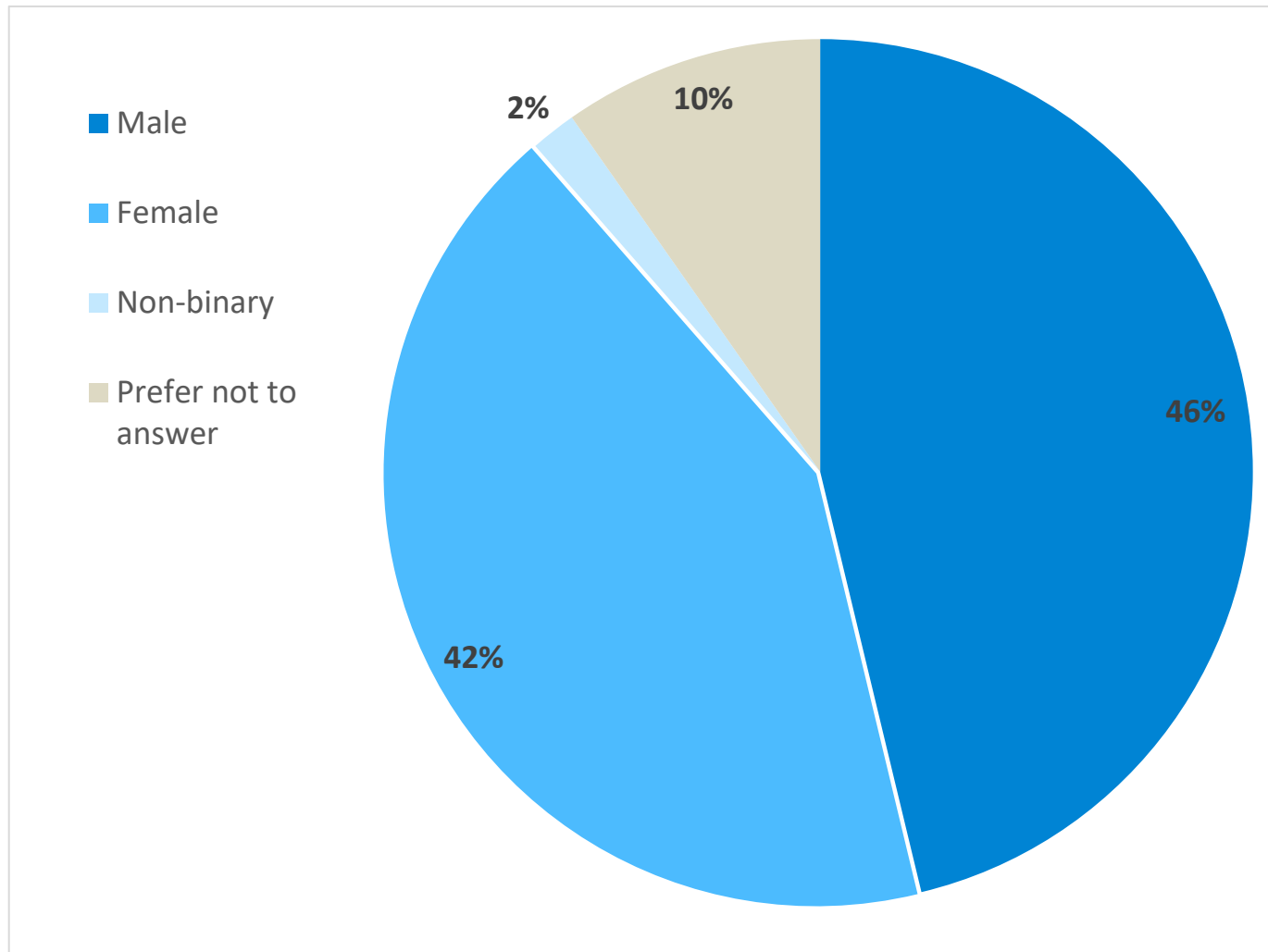
Q26: What is your age?

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



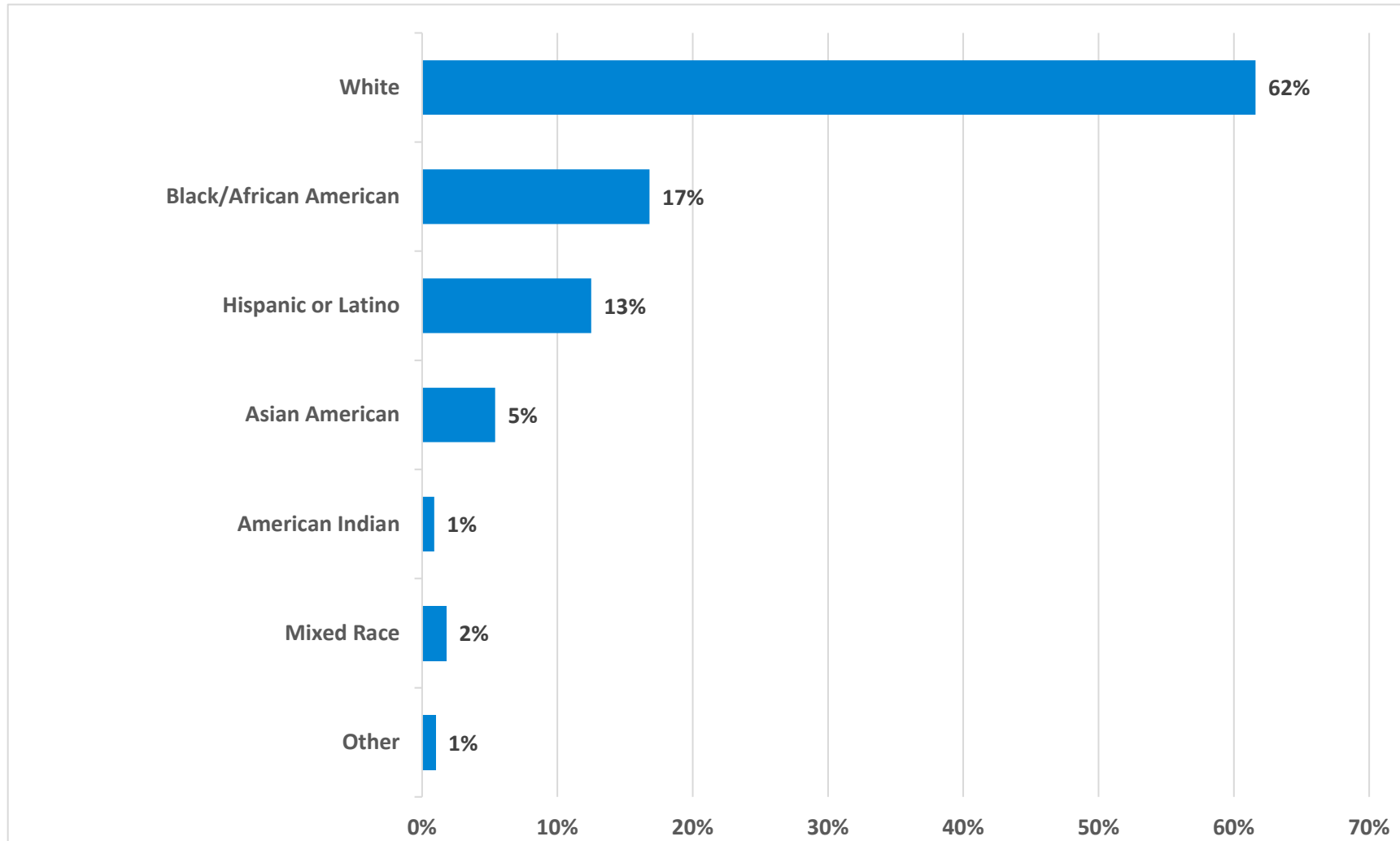
Q27: How do you identify?

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



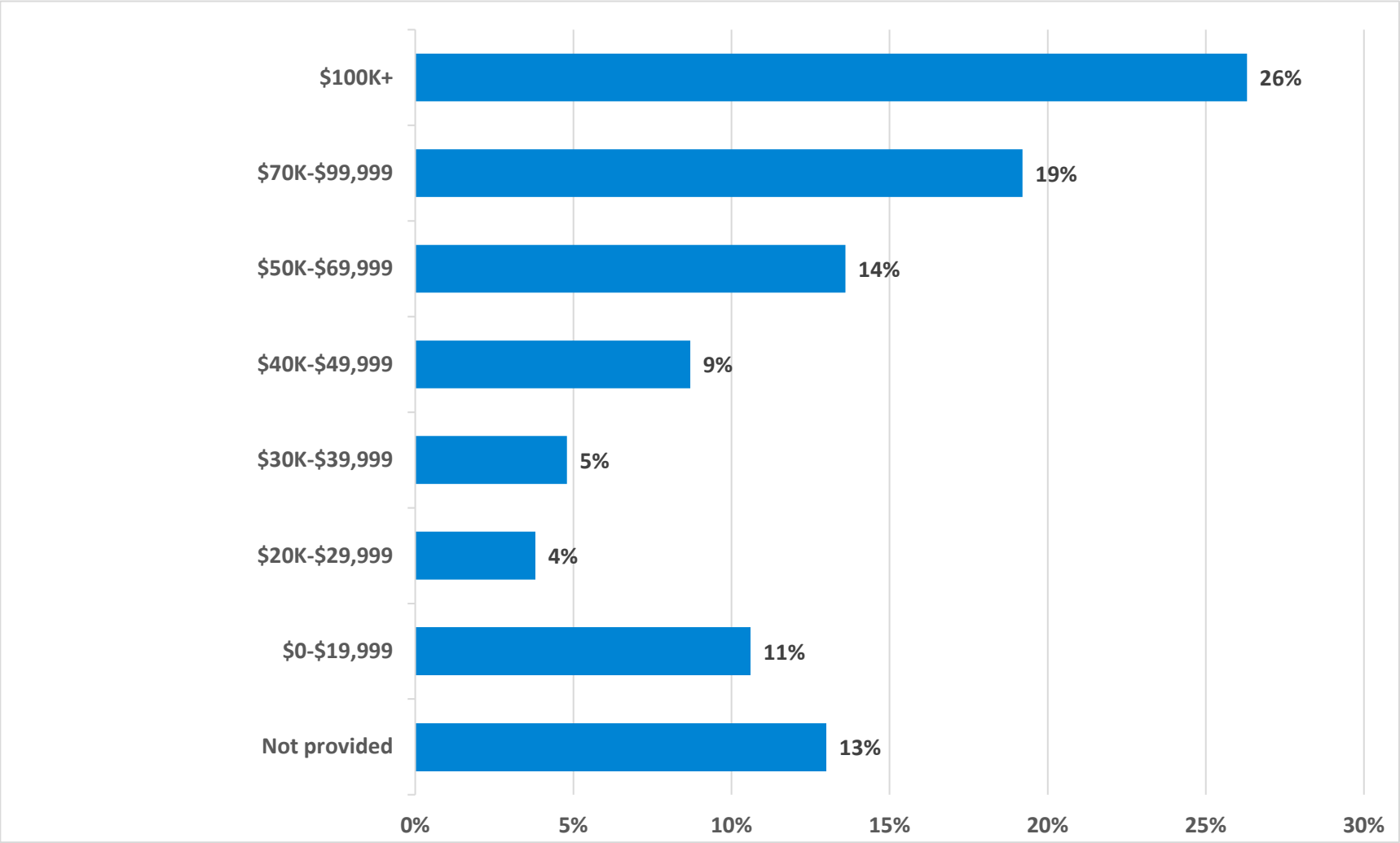
Q28: Which of these BEST describes your race/ethnicity?


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



Q29: Which of the following BEST describes your household's total annual income?

by percentage of respondents





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. Twenty-three percent of riders (22.8%) selected Frequency as one of the most important major services.

Importance-Satisfaction Analysis (Continued)

Regarding satisfaction, 83.1 % of riders rated the RideKC Streetcar's frequency 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 frequency, is calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example, 22.8% was multiplied by 2.28% (1-0.831) and yielded an I-S rating of 0.038532. Frequency ranked first out of the 10 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

2025 RideKC Streetcar Rider Survey

Overall

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-A Rating	I-S Rating Rank *2025	I-S Rating Rank *2023
Frequency (wait times & on-time arrivals)	22.8%	1	83.1%	10	0.038532	1	4
Reliability (dependability)	21.8%	2	90.9%	7	0.019838	2	2
Personal safety while at stops	12.5%	6	88.9%	8	0.013875	3	6
Personal safety while riding	18.5%	4	92.8%	6	0.01332	4	3
Access to stops	12.8%	5	93.8%	4	0.007936	5	8
Ease of use	19.1%	3	96.0%	2	0.00764	6	9
Information on service disruptions & delays	4.1%	10	85.4%	9	0.005986	7	1
Cleanliness & condition of streetcars	9.5%	7	94.2%	3	0.00551	8	7
Cleanliness & condition of stops	6.7%	8	93.0%	5	0.00469	9	10
Professionalism & friendliness of operators & staff	4.4%	9	96.4%	1	0.001584	10	5

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 2025 RideKC Streetcar Rider Survey Weekday Respondents

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-A Rating	I-S Rating Rank *2025	I-S Rating Rank *2023
Frequency (wait times & on-time arrivals)	24.2%	1	80.8%	10	0.046464	1	2
Reliability (dependability)	20.9%	2	89.8%	7	0.021318	2	1
Personal safety while at stops	13.5%	5	86.8%	8	0.01782	3	8
Personal safety while riding	18.5%	3	90.9%	6	0.016835	4	3
Access to stops	12.8%	6	92.8%	4	0.009216	5	9
Information on service disruptions & delays	5.1%	9	84.2%	9	0.008058	6	6
Ease of use	17.6%	4	95.9%	2	0.007216	7	7
Cleanliness & condition of stops	8.3%	8	92.2%	5	0.006474	8	10
Cleanliness & condition of streetcars	9.4%	7	93.9%	3	0.005734	9	5
Professionalism & friendliness of operators & sta	4.8%	10	96.7%	1	0.001584	10	4

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

2025 RideKC Streetcar Rider Survey

Weekend Respondents

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-A Rating	I-S Rating Rank *2025	I-S Rating Rank *2023
Frequency (wait times & on-time arrivals)	21.20%	2	85.9%	8	0.029892	1	5
Reliability (dependability)	22.90%	1	92.0%	5	0.01832	2	9
Personal safety while at stops	11.30%	6	91.5%	6	0.009605	3	1
Personal safety while riding	18.50%	4	94.9%	2	0.009435	4	10
Ease of use	20.80%	3	96.1%	1	0.008112	5	6
Access to stops	12.70%	5	94.9%	2	0.006477	6	4
Cleanliness & condition of streetcars	9.60%	7	94.6%	3	0.005184	7	7
Information on service disruptions & delays	2.90%	10	86.7%	7	0.003857	8	3
Cleanliness & condition of stops	4.90%	8	93.9%	4	0.002989	9	2
Professionalism & friendliness of operators & staff	3.90%	9	96.1%	1	0.001521	10	8


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

Day of week:

<u>Day of the week</u>	<u>Number</u>	<u>Percent</u>
Tuesday	170	12.9 %
Wednesday	277	21.1 %
Thursday	256	19.5 %
Saturday	250	19.0 %
Sunday	362	27.5 %
Total	1315	100.0 %

Weekday or weekend:

<u>Weekday or weekend</u>	<u>Number</u>	<u>Percent</u>
Weekday	703	53.5 %
Weekend	612	46.5 %
Total	1315	100.0 %

Survey time:

<u>Survey time</u>	<u>Number</u>	<u>Percent</u>
6-9am	238	18.1 %
9am-1pm	273	20.8 %
1-4pm	417	31.7 %
4-7pm	279	21.2 %
After 7pm	108	8.2 %
Total	1315	100.0 %

Q1. Home zip code:

<u>Q1. Home zip code</u>	<u>Number</u>	<u>Percent</u>
64105	171	14.8 %
64106	74	6.4 %
64108	61	5.3 %
64111	27	2.3 %
64127	22	1.9 %
66106	18	1.6 %
64109	16	1.4 %
64068	13	1.1 %
64118	12	1.0 %
64130	12	1.0 %
66103	11	1.0 %
66213	11	1.0 %
64155	11	1.0 %
64116	11	1.0 %
64152	11	1.0 %
64123	11	1.0 %
66215	10	0.9 %
64132	9	0.8 %
64114	9	0.8 %
66212	9	0.8 %
66061	9	0.8 %
64113	8	0.7 %
64030	8	0.7 %
64131	8	0.7 %
66062	7	0.6 %
66223	7	0.6 %
64112	7	0.6 %
64110	7	0.6 %
66102	7	0.6 %
64015	7	0.6 %
64128	6	0.5 %
66203	6	0.5 %
64052	6	0.5 %
64151	6	0.5 %
64134	6	0.5 %
64102	6	0.5 %
64133	6	0.5 %
66208	6	0.5 %
64153	6	0.5 %
66204	6	0.5 %
66207	5	0.4 %
64050	5	0.4 %
64082	5	0.4 %
64138	5	0.4 %
64055	5	0.4 %
66101	5	0.4 %
64081	5	0.4 %
64154	4	0.3 %
66202	4	0.3 %
67401	4	0.3 %
64029	4	0.3 %
64120	4	0.3 %

Q1. Home zip code:

<u>Q1. Home zip code</u>	<u>Number</u>	<u>Percent</u>
64136	4	0.3 %
64119	4	0.3 %
64014	4	0.3 %
66044	4	0.3 %
66104	4	0.3 %
64124	4	0.3 %
64117	4	0.3 %
64056	4	0.3 %
64137	4	0.3 %
33037	3	0.3 %
65201	3	0.3 %
66227	3	0.3 %
66205	3	0.3 %
64086	3	0.3 %
98506	3	0.3 %
66109	3	0.3 %
68901	3	0.3 %
66219	3	0.3 %
66839	3	0.3 %
64101	3	0.3 %
66007	3	0.3 %
66217	3	0.3 %
27516	3	0.3 %
65807	3	0.3 %
64107	3	0.3 %
64156	3	0.3 %
66085	3	0.3 %
66206	3	0.3 %
66112	3	0.3 %
66210	3	0.3 %
72501	3	0.3 %
64048	3	0.3 %
66049	3	0.3 %
78370	3	0.3 %
60506	2	0.2 %
65203	2	0.2 %
66221	2	0.2 %
66071	2	0.2 %
66021	2	0.2 %
76107	2	0.2 %
34208	2	0.2 %
78736	2	0.2 %
64145	2	0.2 %
64161	2	0.2 %
63115	2	0.2 %
64075	2	0.2 %
67213	2	0.2 %
93291	2	0.2 %
57104	2	0.2 %
66410	2	0.2 %
55902	2	0.2 %
44121	2	0.2 %

Q1. Home zip code:

<u>Q1. Home zip code</u>	<u>Number</u>	<u>Percent</u>
64126	2	0.2 %
66605	2	0.2 %
64057	2	0.2 %
66216	2	0.2 %
63033	2	0.2 %
64701	2	0.2 %
64012	2	0.2 %
64129	2	0.2 %
66209	2	0.2 %
48197	2	0.2 %
78253	2	0.2 %
92507	2	0.2 %
64157	2	0.2 %
62363	2	0.2 %
74135	2	0.2 %
68137	2	0.2 %
78410	2	0.2 %
93727	2	0.2 %
11741	2	0.2 %
30062	2	0.2 %
17402	2	0.2 %
51106	2	0.2 %
77551	2	0.2 %
72903	2	0.2 %
65202	2	0.2 %
66554	2	0.2 %
28078	2	0.2 %
46615	2	0.2 %
64103	2	0.2 %
71929	2	0.2 %
66224	2	0.2 %
50266	2	0.2 %
78413	2	0.2 %
63368	2	0.2 %
64141	1	0.1 %
35226	1	0.1 %
65020	1	0.1 %
87505	1	0.1 %
95950	1	0.1 %
43017	1	0.1 %
64078	1	0.1 %
64206	1	0.1 %
64092	1	0.1 %
66418	1	0.1 %
69108	1	0.1 %
66411	1	0.1 %
65018	1	0.1 %
66415	1	0.1 %
54455	1	0.1 %
64212	1	0.1 %
68516	1	0.1 %
68134	1	0.1 %

Q1. Home zip code:

<u>Q1. Home zip code</u>	<u>Number</u>	<u>Percent</u>
66153	1	0.1 %
64850	1	0.1 %
35242	1	0.1 %
49093	1	0.1 %
66226	1	0.1 %
68144	1	0.1 %
66220	1	0.1 %
72949	1	0.1 %
68135	1	0.1 %
37115	1	0.1 %
68046	1	0.1 %
77035	1	0.1 %
66086	1	0.1 %
66503	1	0.1 %
68110	1	0.1 %
46545	1	0.1 %
64139	1	0.1 %
87402	1	0.1 %
84511	1	0.1 %
66295	1	0.1 %
20008	1	0.1 %
72060	1	0.1 %
66026	1	0.1 %
70802	1	0.1 %
66032	1	0.1 %
65613	1	0.1 %
64142	1	0.1 %
68845	1	0.1 %
70726	1	0.1 %
11710	1	0.1 %
78404	1	0.1 %
35211	1	0.1 %
66122	1	0.1 %
64504	1	0.1 %
80279	1	0.1 %
85296	1	0.1 %
98058	1	0.1 %
64439	1	0.1 %
63042	1	0.1 %
71115	1	0.1 %
68068	1	0.1 %
52202	1	0.1 %
65738	1	0.1 %
64064	1	0.1 %
66604	1	0.1 %
90262	1	0.1 %
75080	1	0.1 %
66047	1	0.1 %
23464	1	0.1 %
66030	1	0.1 %
22204	1	0.1 %
54636	1	0.1 %

Q1. Home zip code:

<u>Q1. Home zip code</u>	<u>Number</u>	<u>Percent</u>
28037	1	0.1 %
54601	1	0.1 %
48103	1	0.1 %
66607	1	0.1 %
61065	1	0.1 %
68023	1	0.1 %
63106	1	0.1 %
75143	1	0.1 %
65708	1	0.1 %
27712	1	0.1 %
63301	1	0.1 %
29579	1	0.1 %
63108	1	0.1 %
55346	1	0.1 %
64125	1	0.1 %
48219	1	0.1 %
23320	1	0.1 %
74021	1	0.1 %
29690	1	0.1 %
23059	1	0.1 %
69301	1	0.1 %
27101	1	0.1 %
50312	1	0.1 %
77007	1	0.1 %
92557	1	0.1 %
68506	1	0.1 %
55311	1	0.1 %
75443	1	0.1 %
55108	1	0.1 %
20002	1	0.1 %
62269	1	0.1 %
43228	1	0.1 %
57501	1	0.1 %
49417	1	0.1 %
67448	1	0.1 %
76126	1	0.1 %
68133	1	0.1 %
28217	1	0.1 %
40291	1	0.1 %
61906	1	0.1 %
67105	1	0.1 %
88310	1	0.1 %
91010	1	0.1 %
92508	1	0.1 %
90292	1	0.1 %
27127	1	0.1 %
37363	1	0.1 %
67147	1	0.1 %
66070	1	0.1 %
63122	1	0.1 %
50010	1	0.1 %
73101	1	0.1 %

Q1. Home zip code:

<u>Q1. Home zip code</u>	<u>Number</u>	<u>Percent</u>
66161	1	0.1 %
55317	1	0.1 %
60647	1	0.1 %
72756	1	0.1 %
66531	1	0.1 %
63366	1	0.1 %
87106	1	0.1 %
66330	1	0.1 %
66067	1	0.1 %
64020	1	0.1 %
64053	1	0.1 %
17602	1	0.1 %
17584	1	0.1 %
30165	1	0.1 %
64019	1	0.1 %
67230	1	0.1 %
82007	1	0.1 %
55122	1	0.1 %
98541	1	0.1 %
64150	1	0.1 %
98501	1	0.1 %
77494	1	0.1 %
67226	1	0.1 %
50322	1	0.1 %
21921	1	0.1 %
58102	1	0.1 %
98531	1	0.1 %
64115	1	0.1 %
60108	1	0.1 %
66002	1	0.1 %
77015	1	0.1 %
63101	1	0.1 %
67133	1	0.1 %
67205	1	0.1 %
27260	1	0.1 %
15241	1	0.1 %
66547	1	0.1 %
63005	1	0.1 %
65803	1	0.1 %
65802	1	0.1 %
66006	1	0.1 %
55345	1	0.1 %
91942	1	0.1 %
27514	1	0.1 %
91709	1	0.1 %
64135	1	0.1 %
63103	1	0.1 %
67204	1	0.1 %
66042	1	0.1 %
76904	1	0.1 %
63146	1	0.1 %
80260	1	0.1 %

Q1. Home zip code:

<u>Q1. Home zip code</u>	<u>Number</u>	<u>Percent</u>
60178	1	0.1 %
64006	1	0.1 %
22407	1	0.1 %
74128	1	0.1 %
20001	1	0.1 %
95032	1	0.1 %
61937	1	0.1 %
92124	1	0.1 %
85004	1	0.1 %
15108	1	0.1 %
99021	1	0.1 %
66065	1	0.1 %
67352	1	0.1 %
49046	1	0.1 %
15140	1	0.1 %
62510	1	0.1 %
63025	1	0.1 %
80503	1	0.1 %
66218	1	0.1 %
79902	1	0.1 %
23454	1	0.1 %
64199	1	0.1 %
29033	1	0.1 %
97039	1	0.1 %
63102	1	0.1 %
66406	1	0.1 %
52246	1	0.1 %
38103	1	0.1 %
38127	1	0.1 %
71270	1	0.1 %
90502	1	0.1 %
38125	1	0.1 %
66012	1	0.1 %
33035	1	0.1 %
66072	1	0.1 %
70031	1	0.1 %
66105	1	0.1 %
66160	1	0.1 %
99202	1	0.1 %
66022	1	0.1 %
33039	1	0.1 %
66020	1	0.1 %
78414	1	0.1 %
66035	1	0.1 %
66412	1	0.1 %
66040	1	0.1 %
<u>11780</u>	<u>1</u>	<u>0.1 %</u>
Total	1155	100.0 %

Q1. Usual work zip code:

Q1. workplace zip code	Number	Percent
64108	96	12.6 %
64105	80	10.5 %
64106	65	8.6 %
64111	23	3.0 %
64127	15	2.0 %
64109	15	2.0 %
64112	12	1.6 %
66106	8	1.1 %
64110	8	1.1 %
64133	7	0.9 %
64068	7	0.9 %
64015	6	0.8 %
66212	6	0.8 %
66202	6	0.8 %
66103	6	0.8 %
66213	6	0.8 %
66204	5	0.7 %
64151	5	0.7 %
64030	5	0.7 %
67401	5	0.7 %
66044	5	0.7 %
66062	5	0.7 %
64114	5	0.7 %
64118	5	0.7 %
64155	5	0.7 %
66061	5	0.7 %
64153	5	0.7 %
64052	4	0.5 %
64128	4	0.5 %
64134	4	0.5 %
64055	4	0.5 %
64152	4	0.5 %
66101	4	0.5 %
64120	4	0.5 %
66203	4	0.5 %
64116	4	0.5 %
64124	3	0.4 %
66208	3	0.4 %
64150	3	0.4 %
64119	3	0.4 %
64029	3	0.4 %
65807	3	0.4 %
66223	3	0.4 %
98506	3	0.4 %
66219	3	0.4 %
66205	3	0.4 %
33037	3	0.4 %
64130	3	0.4 %
66207	3	0.4 %
64101	3	0.4 %
66215	3	0.4 %
66047	3	0.4 %

Q1. Usual work zip code:

Q1. workplace zip code	Number	Percent
64132	2	0.3 %
64081	2	0.3 %
63115	2	0.3 %
66108	2	0.3 %
92507	2	0.3 %
66221	2	0.3 %
66210	2	0.3 %
64198	2	0.3 %
38103	2	0.3 %
64064	2	0.3 %
64050	2	0.3 %
64014	2	0.3 %
64102	2	0.3 %
64086	2	0.3 %
60506	2	0.3 %
66216	2	0.3 %
66206	2	0.3 %
17602	2	0.3 %
72501	2	0.3 %
64082	2	0.3 %
64157	2	0.3 %
66160	2	0.3 %
78413	2	0.3 %
17402	2	0.3 %
50266	2	0.3 %
28031	2	0.3 %
98541	2	0.3 %
66022	2	0.3 %
30062	2	0.3 %
77250	2	0.3 %
64107	2	0.3 %
64117	2	0.3 %
64136	2	0.3 %
64154	2	0.3 %
66102	2	0.3 %
20001	2	0.3 %
64048	2	0.3 %
64125	1	0.1 %
95945	1	0.1 %
68144	1	0.1 %
63304	1	0.1 %
64078	1	0.1 %
66220	1	0.1 %
35242	1	0.1 %
66043	1	0.1 %
63044	1	0.1 %
66605	1	0.1 %
93301	1	0.1 %
35226	1	0.1 %
69105	1	0.1 %
66030	1	0.1 %
57104	1	0.1 %

Q1. Usual work zip code:

<u>Q1. workplace zip code</u>	<u>Number</u>	<u>Percent</u>
35211	1	0.1 %
46545	1	0.1 %
64141	1	0.1 %
54401	1	0.1 %
66415	1	0.1 %
69111	1	0.1 %
71270	1	0.1 %
93291	1	0.1 %
61016	1	0.1 %
68068	1	0.1 %
66226	1	0.1 %
64019	1	0.1 %
68134	1	0.1 %
20008	1	0.1 %
55905	1	0.1 %
66217	1	0.1 %
46601	1	0.1 %
64145	1	0.1 %
71115	1	0.1 %
66026	1	0.1 %
64087	1	0.1 %
68008	1	0.1 %
48109	1	0.1 %
38106	1	0.1 %
64129	1	0.1 %
11201	1	0.1 %
64735	1	0.1 %
85234	1	0.1 %
98030	1	0.1 %
55902	1	0.1 %
46615	1	0.1 %
66211	1	0.1 %
90262	1	0.1 %
65201	1	0.1 %
61904	1	0.1 %
66104	1	0.1 %
54636	1	0.1 %
28027	1	0.1 %
54601	1	0.1 %
48103	1	0.1 %
77551	1	0.1 %
66607	1	0.1 %
64131	1	0.1 %
63001	1	0.1 %
62363	1	0.1 %
64287	1	0.1 %
68901	1	0.1 %
67202	1	0.1 %
29579	1	0.1 %
63103	1	0.1 %
55346	1	0.1 %
87402	1	0.1 %

Q1. Usual work zip code:

Q1. workplace zip code	Number	Percent
48219	1	0.1 %
74055	1	0.1 %
48197	1	0.1 %
92557	1	0.1 %
55455	1	0.1 %
68845	1	0.1 %
55108	1	0.1 %
15140	1	0.1 %
43222	1	0.1 %
57501	1	0.1 %
49417	1	0.1 %
64028	1	0.1 %
15108	1	0.1 %
76126	1	0.1 %
57110	1	0.1 %
28078	1	0.1 %
40291	1	0.1 %
71929	1	0.1 %
27455	1	0.1 %
88310	1	0.1 %
71923	1	0.1 %
66115	1	0.1 %
68516	1	0.1 %
66442	1	0.1 %
66071	1	0.1 %
72507	1	0.1 %
66111	1	0.1 %
75143	1	0.1 %
66070	1	0.1 %
66072	1	0.1 %
73101	1	0.1 %
64113	1	0.1 %
61606	1	0.1 %
72060	1	0.1 %
64160	1	0.1 %
23059	1	0.1 %
74105	1	0.1 %
87505	1	0.1 %
65613	1	0.1 %
66075	1	0.1 %
60613	1	0.1 %
66531	1	0.1 %
87106	1	0.1 %
66067	1	0.1 %
66227	1	0.1 %
66002	1	0.1 %
64123	1	0.1 %
64012	1	0.1 %
52402	1	0.1 %
64058	1	0.1 %
64156	1	0.1 %
66109	1	0.1 %

Q1. Usual work zip code:

Q1. workplace zip code	Number	Percent
65742	1	0.1 %
65014	1	0.1 %
82007	1	0.1 %
55104	1	0.1 %
78370	1	0.1 %
92093	1	0.1 %
67226	1	0.1 %
67213	1	0.1 %
58102	1	0.1 %
98531	1	0.1 %
63102	1	0.1 %
67218	1	0.1 %
15241	1	0.1 %
66502	1	0.1 %
62215	1	0.1 %
27514	1	0.1 %
27516	1	0.1 %
66053	1	0.1 %
64051	1	0.1 %
64158	1	0.1 %
76904	1	0.1 %
63146	1	0.1 %
60178	1	0.1 %
22407	1	0.1 %
74128	1	0.1 %
66521	1	0.1 %
95051	1	0.1 %
53706	1	0.1 %
61937	1	0.1 %
77035	1	0.1 %
75056	1	0.1 %
64016	1	0.1 %
66049	1	0.1 %
64161	1	0.1 %
67352	1	0.1 %
23464	1	0.1 %
66839	1	0.1 %
64056	1	0.1 %
37363	1	0.1 %
11741	1	0.1 %
50325	1	0.1 %
29033	1	0.1 %
66604	1	0.1 %
34208	1	0.1 %
52246	1	0.1 %
66010	1	0.1 %
33035	1	0.1 %
78253	1	0.1 %
44121	1	0.1 %
66105	1	0.1 %
11780	1	0.1 %
12054	1	0.1 %

Q1. Usual work zip code:

<u>Q1. workplace zip code</u>	<u>Number</u>	<u>Percent</u>
33032	1	0.1 %
65020	1	0.1 %
66021	1	0.1 %
78414	1	0.1 %
66035	1	0.1 %
78410	1	0.1 %
10002	1	0.1 %
93727	1	0.1 %
66209	1	0.1 %
Total	759	100.0 %

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

Q2. How many days in a typical week do you ride KC Streetcar

<u>Streetcar</u>	<u>Number</u>	<u>Percent</u>
Not a regular rider/just started	546	41.5 %
1	188	14.3 %
2	117	8.9 %
3	113	8.6 %
4	99	7.5 %
5	105	8.0 %
6	36	2.7 %
7	96	7.3 %
Not provided	15	1.1 %
Total	1315	100.0 %

WITHOUT NOT PROVIDED

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

Q2. How many days in a typical week do you ride KC Streetcar

<u>Streetcar</u>	<u>Number</u>	<u>Percent</u>
Not a regular rider/just started	546	42.0 %
1	188	14.5 %
2	117	9.0 %
3	113	8.7 %
4	99	7.6 %
5	105	8.1 %
6	36	2.8 %
7	96	7.4 %
Total	1300	100.0 %

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

<u>Q3. How many years have you used KC Streetcar</u>	<u>Number</u>	<u>Percent</u>
Less than 1 year	581	44.2 %
1-2 years	225	17.1 %
3-4 years	241	18.3 %
5+ years	254	19.3 %
<u>Not provided</u>	<u>14</u>	<u>1.1 %</u>
Total	1315	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	581	44.7 %
1-2 years	225	17.3 %
3-4 years	241	18.5 %
5+ years	254	19.5 %
Total	1301	100.0 %

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

<u>Q4. How did you access KC Streetcar for this trip</u>	<u>Number</u>	<u>Percent</u>
Walked	845	64.3 %
Bus	88	6.7 %
Personal car	291	22.1 %
Dropped off (by Rideshare service)	25	1.9 %
Bike Share	6	0.5 %
Personal bicycle	10	0.8 %
eScooter	10	0.8 %
Dropped off (not a service)	16	1.2 %
<u>Not provided</u>	<u>24</u>	<u>1.8 %</u>
Total	1315	100.0 %

WITHOUT NOT PROVIDED

Q4. How did you access the 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	845	65.5 %
Bus	88	6.8 %
Personal car	291	22.5 %
Dropped off (by Rideshare service)	25	1.9 %
Bike Share	6	0.5 %
Personal bicycle	10	0.8 %
eScooter	10	0.8 %
<u>Dropped off (not a service)</u>	<u>16</u>	<u>1.2 %</u>
Total	1291	100.0 %

Q5. For this trip, please indicate where you will board the KC Streetcar.

<u>Q5a. Where will you board KC Streetcar</u>	<u>Number</u>	<u>Percent</u>
Union Station	448	34.1 %
Crossroads	152	11.6 %
Kauffman Center	58	4.4 %
Power & Light	88	6.7 %
Metro Center	74	5.6 %
Library	79	6.0 %
North Loop	50	3.8 %
City Market	111	8.4 %
River Market North	80	6.1 %
River Market West	88	6.7 %
<u>Not provided</u>	<u>87</u>	<u>6.6 %</u>
Total	1315	100.0 %

WITHOUT NOT PROVIDED

Q5. For this trip, please indicate where you will board the KC Streetcar. (without "not provided")

<u>Q5a. Where will you board KC Streetcar</u>	<u>Number</u>	<u>Percent</u>
Union Station	448	36.5 %
Crossroads	152	12.4 %
Kauffman Center	58	4.7 %
Power & Light	88	7.2 %
Metro Center	74	6.0 %
Library	79	6.4 %
North Loop	50	4.1 %
City Market	111	9.0 %
River Market North	80	6.5 %
<u>River Market West</u>	<u>88</u>	<u>7.2 %</u>
Total	1228	100.0 %

Q5. For this trip, please indicate where you will exit the KC Streetcar.

<u>Q5b. Where will you exit KC Streetcar</u>	<u>Number</u>	<u>Percent</u>
Union Station	208	15.8 %
Crossroads	76	5.8 %
Kauffman Center	34	2.6 %
Power & Light	139	10.6 %
Metro Center	79	6.0 %
Library	109	8.3 %
North Loop	42	3.2 %
City Market	249	18.9 %
River Market North	102	7.8 %
River Market West	195	14.8 %
<u>Not provided</u>	<u>82</u>	<u>6.2 %</u>
Total	1315	100.0 %

WITHOUT NOT PROVIDED**Q5. For this trip, please indicate where you will exit the KC Streetcar (without "not provided")**

<u>Q5b. Where will you exit KC Streetcar</u>	<u>Number</u>	<u>Percent</u>
Union Station	208	16.9 %
Crossroads	76	6.2 %
Kauffman Center	34	2.8 %
Power & Light	139	11.3 %
Metro Center	79	6.4 %
Library	109	8.8 %
North Loop	42	3.4 %
City Market	249	20.2 %
River Market North	102	8.3 %
River Market West	195	15.8 %
Total	1233	100.0 %

Q6. Which 3 travel modes do you most often use in Kansas City?

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Bus	337	25.6 %
Paratransit	2	0.2 %
Personal bicycle	38	2.9 %
Carpool/vanpool	92	7.0 %
Streetcar	476	36.2 %
Walking	121	9.2 %
Bike share	2	0.2 %
Rideshare	12	0.9 %
eScooter	2	0.2 %
Personal vehicle	206	15.7 %
None chosen	27	2.1 %
Total	1315	100.0 %

Q6. Which 3 travel modes do you most often use in Kansas City?

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Bus	3	0.2 %
Paratransit	10	0.8 %
Personal bicycle	15	1.1 %
Carpool/vanpool	22	1.7 %
Streetcar	254	19.3 %
Walking	473	36.0 %
Bike share	5	0.4 %
Rideshare	50	3.8 %
Micro Transit	2	0.2 %
eScooter	19	1.4 %
Personal vehicle	99	7.5 %
None chosen	363	27.6 %
Total	1315	100.0 %

Q6. Which 3 travel modes do you most often use in Kansas City?

<u>Q6. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Bus	2	0.2 %
Personal bicycle	1	0.1 %
Carpool/vanpool	1	0.1 %
Streetcar	15	1.1 %
Walking	192	14.6 %
Bike share	12	0.9 %
Rideshare	58	4.4 %
Micro Transit	2	0.2 %
eScooter	29	2.2 %
Personal vehicle	397	30.2 %
None chosen	606	46.1 %
Total	1315	100.0 %

SUM OF TOP THREE

Q6. Which 3 travel modes do you most often use in Kansas City? (top 3)

<u>Q6. Top choice</u>	<u>Number</u>	<u>Percent</u>
Bus	342	26.0 %
Paratransit	12	0.9 %
Personal bicycle	54	4.1 %
Carpool/vanpool	115	8.7 %
Streetcar	745	56.7 %
Walking	786	59.8 %
Bike share	19	1.4 %
Rideshare	120	9.1 %
Micro Transit	4	0.3 %
eScooter	50	3.8 %
Personal vehicle	702	53.4 %
None chosen	27	2.1 %
Total	2976	

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	243	18.5 %
Education	33	2.5 %
Entertainment (dining, museums, etc)	433	32.9 %
Shopping	276	21.0 %
Social/recreation	246	18.7 %
Health/medical	30	2.3 %
Other	24	1.8 %
Not provided	30	2.3 %
Total	1315	100.0 %

WITHOUT NOT PROVIDED**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	243	18.9 %
Education	33	2.6 %
Entertainment (dining, museums, etc)	433	33.7 %
Shopping	276	21.5 %
Social/recreation	246	19.1 %
Health/medical	30	2.3 %
Other	24	1.9 %
Total	1285	100.0 %

Q7-7. Other:

<u>Q7-7. Other</u>	<u>Number</u>	<u>Percent</u>
TOURIST	3	12.5 %
PERSONAL	2	8.3 %
DAYCARE	1	4.2 %
AIRPORT TO TRAIN STATION	1	4.2 %
HOT WEATHER	1	4.2 %
EVENT	1	4.2 %
GOING HOME	1	4.2 %
GOING HOME FROM SUMMER WORK	1	4.2 %
LEGAL	1	4.2 %
PRACTICAL TRANSPORT	1	4.2 %
FITNESS	1	4.2 %
EXERCISE	1	4.2 %
CAR TROUBLES	1	4.2 %
BUSINESS	1	4.2 %
VISITING	1	4.2 %
LIBRARY	1	4.2 %
CONVENIENCE	1	4.2 %
SIGHTSEEING	1	4.2 %
FUN	1	4.2 %
CHURCH	1	4.2 %
GOING TO THE BANK	1	4.2 %
Total	24	100.0 %

Q8-18. How do you rate KC Streetcar service?

(N=1315)

	Very satisfied	4	Fair	2	Poor	Not provided
Q8-8. Overall rating of KC Streetcar	75.7%	17.0%	4.0%	0.3%	0.0%	3.0%
Q8-9. Frequency (wait times & on-time arrivals)	57.3%	23.2%	14.2%	1.8%	0.3%	3.1%
Q8-10. Reliability (dependability)	63.4%	24.0%	7.1%	1.7%	0.1%	3.7%
Q8-11. Ease of use	79.5%	13.5%	3.4%	0.5%	0.0%	3.2%
Q8-12. Access to stops	74.7%	15.6%	5.4%	0.5%	0.2%	3.7%
Q8-13. Cleanliness & condition of stops	70.0%	19.8%	5.6%	1.1%	0.2%	3.5%
Q8-14. Cleanliness & condition of streetcars	72.2%	18.4%	5.0%	0.3%	0.2%	3.8%
Q8-15. Personal safety while riding	68.0%	21.4%	5.8%	1.0%	0.2%	3.7%
Q8-16. Personal safety while at stops	63.6%	21.7%	8.6%	1.7%	0.3%	4.2%
Q8-17. Professionalism & friendliness of operators & staff	78.5%	13.7%	3.2%	0.2%	0.0%	4.4%
Q8-18. Information on service disruptions & delays	62.7%	16.6%	10.0%	2.8%	0.8%	7.1%

WITHOUT NOT PROVIDED**Q8-18. How do you rate KC Streetcar service? (without "not provided")**

(N=1315)

	Very satisfied	4	Fair	2	Poor
Q8-8. Overall rating of KC Streetcar	78.0%	17.6%	4.2%	0.3%	0.0%
Q8-9. Frequency (wait times & on-time arrivals)	59.2%	23.9%	14.7%	1.9%	0.3%
Q8-10. Reliability (dependability)	65.9%	25.0%	7.3%	1.7%	0.1%
Q8-11. Ease of use	82.1%	13.9%	3.5%	0.5%	0.0%
Q8-12. Access to stops	77.6%	16.2%	5.6%	0.5%	0.2%
Q8-13. Cleanliness & condition of stops	72.5%	20.5%	5.8%	1.1%	0.2%
Q8-14. Cleanliness & condition of streetcars	75.1%	19.1%	5.2%	0.3%	0.2%
Q8-15. Personal safety while riding	70.6%	22.2%	6.0%	1.0%	0.2%
Q8-16. Personal safety while at stops	66.3%	22.6%	9.0%	1.7%	0.3%
Q8-17. Professionalism & friendliness of operators & staff	82.1%	14.3%	3.3%	0.2%	0.0%
Q8-18. Information on service disruptions & delays	67.5%	17.9%	10.8%	3.0%	0.8%

Q19. Which elements listed in Question 8-18 are most important to you?

<u>Q19. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall rating of KC Streetcar	53	4.0 %
Frequency (wait times & on-time arrivals)	221	16.8 %
Reliability (dependability)	158	12.0 %
Ease of use	129	9.8 %
Access to stops	73	5.6 %
Cleanliness & condition of stops	53	4.0 %
Cleanliness & condition of streetcars	39	3.0 %
Personal safety while riding	123	9.4 %
Personal safety while at stops	45	3.4 %
Professionalism & friendliness of operators & staff	20	1.5 %
Information on service disruptions & delays	20	1.5 %
<u>None chosen</u>	<u>381</u>	<u>29.0 %</u>
Total	1315	100.0 %

Q19. Which elements listed in Question 8-18 are most important to you?

<u>Q19. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Overall rating of KC Streetcar	21	1.6 %
Frequency (wait times & on-time arrivals)	79	6.0 %
Reliability (dependability)	129	9.8 %
Ease of use	122	9.3 %
Access to stops	95	7.2 %
Cleanliness & condition of stops	35	2.7 %
Cleanliness & condition of streetcars	86	6.5 %
Personal safety while riding	120	9.1 %
Personal safety while at stops	119	9.0 %
Professionalism & friendliness of operators & staff	38	2.9 %
Information on service disruptions & delays	34	2.6 %
<u>None chosen</u>	<u>437</u>	<u>33.2 %</u>
Total	1315	100.0 %

SUM OF TOP 2

Q19. Which elements listed in Question 8-18 are most important to you? (top 2)

<u>Q19. Top choice</u>	<u>Number</u>	<u>Percent</u>
Overall rating of KC Streetcar	74	5.6 %
Frequency (wait times & on-time arrivals)	300	22.8 %
Reliability (dependability)	287	21.8 %
Ease of use	251	19.1 %
Access to stops	168	12.8 %
Cleanliness & condition of stops	88	6.7 %
Cleanliness & condition of streetcars	125	9.5 %
Personal safety while riding	243	18.5 %
Personal safety while at stops	164	12.5 %
Professionalism & friendliness of operators & staff	58	4.4 %
Information on service disruptions & delays	54	4.1 %
<u>None chosen</u>	<u>381</u>	<u>29.0 %</u>
Total	2193	

Q20. Where do you go for KC Streetcar schedule and delay information?

<u>Q20. Where do you go for KC Streetcar schedule & delay information</u>	<u>Number</u>	<u>Percent</u>
Real-time arrival signs at stops	739	56.2 %
Mobile apps (Transit app, etc.)	416	31.6 %
Social media	70	5.3 %
Text alerts	38	2.9 %
RideKC Call Center	28	2.1 %
RideKC website	112	8.5 %
KC Streetcar website	101	7.7 %
KC Streetcar phone number	14	1.1 %
<u>Other</u>	<u>23</u>	<u>1.7 %</u>
Total	1541	

Q20-9. Other:

<u>Q20-9. Other</u>	<u>Number</u>	<u>Percent</u>
GOOGLE MAPS	7	30.4 %
GOOGLE	5	21.7 %
WORD OF MOUTH	3	13.0 %
APPLE MAPS	2	8.7 %
LOCAL NEWS	1	4.3 %
CO-WORKERS	1	4.3 %
ITSAB.US	1	4.3 %
SIGNS AT DROPS	1	4.3 %
FRIENDS	1	4.3 %
<u>WALKING BY</u>	<u>1</u>	<u>4.3 %</u>
Total	23	100.0 %

Q21. How would you PREFER to learn about service alerts?

<u>Q21. How would you prefer to learn about service alerts</u>	<u>Number</u>	<u>Percent</u>
Real-time arrival signs at stops	691	52.5 %
Mobile apps (Transit app, etc.)	526	40.0 %
Social media	83	6.3 %
Text alerts	196	14.9 %
RideKC Call Center	32	2.4 %
RideKC website	98	7.5 %
KC Streetcar website	85	6.5 %
KC Streetcar phone number	21	1.6 %
<u>Other</u>	<u>9</u>	<u>0.7 %</u>
Total	1741	

Q21-9. Other:

<u>Q21-9. Other</u>	<u>Number</u>	<u>Percent</u>
GOOGLE MAPS	5	55.6 %
THE SIGN AT THE STOP	1	11.1 %
FAMILY	1	11.1 %
NEWS	1	11.1 %
WALKING BY	1	11.1 %
Total	9	100.0 %

Q22. Do you use a mobile application to track Streetcar vehicles in real-time or for trip planning?

Q22. Do you use a mobile app to track streetcar vehicles
in real time or for trip planning

	<u>Number</u>	<u>Percent</u>
Yes	469	35.7 %
No	728	55.4 %
Not provided	118	9.0 %
Total	1315	100.0 %

WITHOUT NOT PROVIDED

Q22. Do you use a mobile application to track Streetcar vehicles in real-time or for trip planning? (without "not provided")

Q22. Do you use a mobile app to track streetcar vehicles
in real time or for trip planning

	<u>Number</u>	<u>Percent</u>
Yes	469	39.2 %
No	728	60.8 %
Total	1197	100.0 %

Q22a. (If "YES" to Question 22) Which mobile application do you use?

Q22a. Which mobile application do you use

	<u>Number</u>	<u>Percent</u>
Transit app	248	52.9 %
Google or Apple Maps	178	38.0 %
Other	5	1.1 %
Not provided	38	8.1 %
Total	469	100.0 %

WITHOUT NOT PROVIDED

Q22a. (If "YES" to Question 22) Which mobile application do you use? (without "not provided")

Q22a. Which mobile application do you use

	<u>Number</u>	<u>Percent</u>
Transit app	248	57.5 %
Google or Apple Maps	178	41.3 %
Other	5	1.2 %
Total	431	100.0 %

Q22a-3. Other:

Q22a-3. Other	Number	Percent
TRANSIT	2	40.0 %
KC WEBSITE-STREETCAR	1	20.0 %
WEBSTER	1	20.0 %
BRING THE SITE TRACKER BACK	1	20.0 %
Total	5	100.0 %

Q23. If you use kcstreetcar.org, why do you most commonly visit the site?

Q23. Top choice	Number	Percent
Schedule information (hours & frequency)	416	31.6 %
Route map	206	15.7 %
Riding guidelines (bikes, animals, access)	16	1.2 %
Points of interest on route	21	1.6 %
Event info	34	2.6 %
Ridership info	12	0.9 %
Streetcar news	38	2.9 %
Streetcar construction	14	1.1 %
Other	3	0.2 %
None chosen	555	42.2 %
Total	1315	100.0 %

Q23. If you use kcstreetcar.org, why do you most commonly visit the site?

Q23. 2nd choice	Number	Percent
Schedule information (hours & frequency)	1	0.1 %
Route map	112	8.5 %
Riding guidelines (bikes, animals, access)	11	0.8 %
Points of interest on route	16	1.2 %
Event info	29	2.2 %
Ridership info	9	0.7 %
Streetcar news	36	2.7 %
Streetcar construction	25	1.9 %
None chosen	1076	81.8 %
Total	1315	100.0 %

SUM OF TOP 2**Q23. If you use kcstreetcar.org, why do you most commonly visit the site? (top 2)**

Q23. Top choice	Number	Percent
Schedule information (hours & frequency)	417	31.7 %
Route map	318	24.2 %
Riding guidelines (bikes, animals, access)	27	2.1 %
Points of interest on route	37	2.8 %
Event info	63	4.8 %
Ridership info	21	1.6 %
Streetcar news	74	5.6 %
Streetcar construction	39	3.0 %
Other	3	0.2 %
None chosen	555	42.2 %
Total	1554	

Q23-9. Other:

<u>Q23-9. Other</u>	<u>Number</u>	<u>Percent</u>
EXPANSION UPDATE	1	33.3 %
TRACKER	1	33.3 %
TOURIST	1	33.3 %
Total	3	100.0 %

Q24. What are the main reasons you use the KC Streetcar?

<u>Q24. Top choice</u>	<u>Number</u>	<u>Percent</u>
Live/work close to the route	441	33.5 %
Saves money on gas/auto expense	200	15.2 %
Saves money on parking	213	16.2 %
Saves time	74	5.6 %
Reduce environment footprint	37	2.8 %
No access to car	77	5.9 %
Avoid stress of driving	114	8.7 %
Other	50	3.8 %
None chosen	109	8.3 %
Total	1315	100.0 %

Q24. What are the main reasons you use the KC Streetcar?

<u>Q24. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Saves money on gas/auto expense	132	10.0 %
Saves money on parking	167	12.7 %
Saves time	143	10.9 %
Reduce environment footprint	103	7.8 %
No access to car	68	5.2 %
Avoid stress of driving	98	7.5 %
Other	16	1.2 %
None chosen	588	44.7 %
Total	1315	100.0 %

Q24. What are the main reasons you use the KC Streetcar?

<u>Q24. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Saves money on parking	42	3.2 %
Saves time	44	3.3 %
Reduce environment footprint	81	6.2 %
No access to car	66	5.0 %
Avoid stress of driving	195	14.8 %
Other	19	1.4 %
None chosen	868	66.0 %
Total	1315	100.0 %

SUM OF TOP 3**Q24. What are the main reasons you use the KC Streetcar? (top 3)**

Q24. Top choice	Number	Percent
Live/work close to the route	441	33.5 %
Saves money on gas/auto expense	332	25.2 %
Saves money on parking	422	32.1 %
Saves time	261	19.8 %
Reduce environment footprint	221	16.8 %
No access to car	211	16.0 %
Avoid stress of driving	407	31.0 %
Other	85	6.5 %
None chosen	109	8.3 %
Total	2489	

Q24-8. Other:

Q24-8. Other	Number	Percent
FUN	30	35.7 %
ENTERTAINMENT	10	11.9 %
EXPERIENCE	4	4.8 %
VACATION	4	4.8 %
VISITING	2	2.4 %
SIGHT SEEING	2	2.4 %
TOURIST	2	2.4 %
ENJOYMENT	2	2.4 %
GET HOME FROM AIRPORT	1	1.2 %
CONGESTION OF CARS DOWNTOWN	1	1.2 %
A/C	1	1.2 %
SMELLS NICE	1	1.2 %
DON'T DRIVE	1	1.2 %
DO NOT DRINK AND DRIVE	1	1.2 %
HANDY	1	1.2 %
ENJOY	1	1.2 %
GO TO LUNCH	1	1.2 %
LEISURE	1	1.2 %
WHEN SHOWING KC TO VISITORS	1	1.2 %
TOURISM/CITY VISITOR	1	1.2 %
TOURISM	1	1.2 %
DISABILITY ACCESSIBLE	1	1.2 %
VISITOR	1	1.2 %
EASY	1	1.2 %
WEATHER	1	1.2 %
LARGELY STRUCTURE MY LIFE AROUND KC STREETCAR & BUS	1	1.2 %
ALL OF ABOVE	1	1.2 %
EASIER TO PARK FOR WEEKEND	1	1.2 %
IT MAKES ME FEEL HUMAN	1	1.2 %
I LIKE TRANSIT	1	1.2 %
LIKE RIDING	1	1.2 %
AVOID THE STRESS OF LOOKING FOR PARKING DOWNTOWN	1	1.2 %
CONVENIENCE	1	1.2 %
VISITING FROM OUT OF STATE	1	1.2 %
PARKING	1	1.2 %
POOL BUS SERVICE	1	1.2 %
Total	84	100.0 %

Q25. Do you have a working car or other vehicle that you could have used for this trip instead of taking the Streetcar today?

Q25. Do you have a working car or other vehicle that you could have used for this trip	Number	Percent
Yes	839	63.8 %
No	338	25.7 %
Not provided	138	10.5 %
Total	1315	100.0 %

WITHOUT NOT PROVIDED

Q25. 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")

Q25. Do you have a working car or other vehicle that you could have used for this trip	Number	Percent
Yes	839	71.3 %
No	338	28.7 %
Total	1177	100.0 %

Q26. What year were you born?

<u>Q26. What year were you born</u>	<u>Number</u>	<u>Percent</u>
1993	41	4.0 %
1987	40	3.9 %
1999	38	3.7 %
2001	37	3.6 %
1990	37	3.6 %
1997	36	3.5 %
1998	33	3.2 %
1996	30	2.9 %
2000	30	2.9 %
1991	29	2.9 %
1992	27	2.7 %
1994	25	2.5 %
1989	24	2.4 %
1988	24	2.4 %
2002	23	2.3 %
1982	23	2.3 %
1983	22	2.2 %
2004	22	2.2 %
1976	20	2.0 %
1981	20	2.0 %
1985	19	1.9 %
2003	19	1.9 %
1980	18	1.8 %
1975	18	1.8 %
1984	18	1.8 %
1978	17	1.7 %
1974	16	1.6 %
1995	16	1.6 %
1968	16	1.6 %
1971	16	1.6 %
1969	15	1.5 %
1977	15	1.5 %
1960	15	1.5 %
1979	14	1.4 %
1965	13	1.3 %
1967	13	1.3 %
1986	13	1.3 %
2006	12	1.2 %
1966	10	1.0 %
1972	10	1.0 %
1962	9	0.9 %
1963	9	0.9 %
1958	8	0.8 %
1964	8	0.8 %
2005	8	0.8 %
1970	8	0.8 %
1973	8	0.8 %
1952	7	0.7 %
1957	6	0.6 %
1954	6	0.6 %
1955	6	0.6 %
1956	6	0.6 %

Q26. What year were you born?

<u>Q26. What year were you born</u>	<u>Number</u>	<u>Percent</u>
1951	5	0.5 %
1953	5	0.5 %
2007	5	0.5 %
1959	4	0.4 %
2010	4	0.4 %
1961	4	0.4 %
2008	3	0.3 %
1949	3	0.3 %
1947	2	0.2 %
1950	2	0.2 %
2009	2	0.2 %
1942	1	0.1 %
1939	1	0.1 %
1944	1	0.1 %
1948	1	0.1 %
2012	1	0.1 %
Total	1017	100.0 %

Q26. What is your age?

<u>Q26. Your age</u>	<u>Number</u>	<u>Percent</u>
Under 18	15	1.1 %
18-24	151	11.5 %
25-34	312	23.7 %
35-44	221	16.8 %
45-54	141	10.7 %
55-64	113	8.6 %
65+	64	4.9 %
Not provided	298	22.7 %
Total	1315	100.0 %

WITHOUT NOT PROVIDED

Q26. What is your age? (without "not provided")

<u>Q26. Your age</u>	<u>Number</u>	<u>Percent</u>
Under 18	15	1.5 %
18-24	151	14.8 %
25-34	312	30.7 %
35-44	221	21.7 %
45-54	141	13.9 %
55-64	113	11.1 %
65+	64	6.3 %
Total	1017	100.0 %

Q27. How do you identify yourself:

<u>Q27. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	606	46.1 %
Female	555	42.2 %
Non-binary	23	1.7 %
Prefer to self-describe	4	0.3 %
Prefer not to answer	127	9.7 %
Total	1315	100.0 %

WITHOUT PREFER NOT TO ANSWER

Q27. How do you identify yourself: (without "prefer not to answer")

<u>Q27. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	606	51.0 %
Female	555	46.7 %
Non-binary	23	1.9 %
Prefer to self-describe	4	0.3 %
Total	1188	100.0 %

Q27-4. Self-describe your gender identity:

<u>Q27-4. Self-describe your gender</u>	<u>Number</u>	<u>Percent</u>
TRANS FEMALE	2	66.7 %
FLUID	1	33.3 %
Total	3	100.0 %

Q28. Which of these BEST describes your race/ethnicity?

<u>Q28. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian American	68	5.2 %
American Indian	20	1.5 %
Black/African American	213	16.2 %
White	756	57.5 %
Hispanic or Latino	147	11.2 %
Other	12	0.9 %
Total	1216	

Q28-6. Self-describe your race/ethnicity:

<u>Q28-6. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
MIXED	5	41.7 %
MULTI RACIAL	1	8.3 %
MEXICANA	1	8.3 %
MIDDLE EASTERN	1	8.3 %
ASIATIC MOORISH	1	8.3 %
PACIFIC ISLANDER	1	8.3 %
ARAB	1	8.3 %
INDIAN	1	8.3 %
Total	12	100.0 %

Q29. Which of the following BEST describes your household's total annual income?

<u>Q29. Your household's total annual income</u>	<u>Number</u>	<u>Percent</u>
\$0-\$19,999	139	10.6 %
\$20K-\$29,999	50	3.8 %
\$30K-\$39,999	63	4.8 %
\$40K-\$49,999	115	8.7 %
\$50K-\$69,999	179	13.6 %
\$70K-\$99,999	252	19.2 %
\$100K+	346	26.3 %
Not provided	171	13.0 %
Total	1315	100.0 %

WITHOUT NOT PROVIDED

Q29. Which of the following BEST describes your household's total annual income? (without "not provided")

<u>Q29. Your household's total annual income</u>	<u>Number</u>	<u>Percent</u>
\$0-\$19,999	139	12.2 %
\$20K-\$29,999	50	4.4 %
\$30K-\$39,999	63	5.5 %
\$40K-\$49,999	115	10.1 %
\$50K-\$69,999	179	15.6 %
\$70K-\$99,999	252	22.0 %
\$100K+	346	30.2 %
Total	1144	100.0 %

Was this survey completed in Spanish?

<u>Was this survey completed in Spanish</u>	<u>Number</u>	<u>Percent</u>
Yes	40	3.0 %
No	1275	97.0 %
Total	1315	100.0 %

Section 6: Survey Instrument

2025 Customer 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? *Check 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 (8) Dropped off
(by Rideshare service) (not a service)

5. For this trip, please indicate where you will board and exit the KC Streetcar. Check the box that corresponds to your boarding location and your off location.

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"/>
	<i>Union Station</i>	<i>Crossroads</i>	<i>Kauffman Center</i>	<i>Power & Light</i>	<i>Metro Center</i>	<i>Library</i>	<i>North Loop</i>	<i>City Market</i>	<i>Piver Market North</i>	<i>River Market West</i>

6. Which 3 travel modes do you most often use in Kansas City? (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 (4) Shopping
(2) Education (5) Social/Recreation
(3) Entertainment (6) Health/Medical
(dining, museums, etc) (7) Other: _____

How do you rate KC Streetcar service? Circle a rating for each characteristic. "5 = Very Good"

	Very Good	Fair	Poor
8. Overall rating of KC Streetcar	5	4	3 2 1
9. Frequency (wait times and on-time arrivals)	5	4	3 2 1
10. Reliability (dependability)	5	4	3 2 1
11. Ease of use	5	4	3 2 1
12. Access to stops	5	4	3 2 1
13. Cleanliness and condition of stops	5	4	3 2 1
14. Cleanliness and condition of streetcars	5	4	3 2 1
15. Personal safety while riding	5	4	3 2 1
16. Personal safety while at stops	5	4	3 2 1
17. Professionalism & friendliness of operators & staff	5	4	3 2 1
18. Information on service disruptions and delays	5	4	3 2 1

19. Which elements listed above in Q8-18 are most important to you? Write the numbers that correspond to your top 2 choices: 1st: _____ 2nd: _____

- (1) Real-time arrival signs at stops (5) RideKC Call Center
(2) Mobile apps (6) RideKC Website
(Transit App, etc.) (7) KC Streetcar Website
(3) Social Media (8) KC Streetcar Phone Number
(4) Text Alerts (9) Other: _____

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

- (1) Real-time arrival signs at stops (5) RideKC Call Center
(2) Mobile apps (6) RideKC Website
(Transit App, etc.) (7) KC Streetcar Website
(3) Social Media (8) KC Streetcar Phone Number
(4) Text Alerts (9) Other: _____

22. Do you use a mobile app to track streetcar vehicles in real time or for trip planning?

- (1) Yes (answer Q22a) (2) No (skip to Q23)

22a. Answer if "yes" to Q22. Which mobile application do you use?

- (1) Transit App (2) Google or Apple Maps
(3) Other: _____

23. If you use kcstreetcar.org, why do you most commonly visit the site? (select up to 2 choices)

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

24. 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 environmental footprint
(6) No access to car
(7) Avoid the stress of driving
(8) Other: _____

25. 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

26. What year were you born? _____

27. How do you identify:

- (1) Male (4) Prefer to self-describe: _____
(2) Female (5) Prefer not to answer
(3) Non-binary

28. Which of these BEST describes your race/ethnicity?

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

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

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

OPTIONAL: If willing to participate in future focus groups and/or follow-up discussions about KC Streetcar, please provide your name, phone number, and email.

Name: _____
E-mail: _____
Phone: _____

OFFICE USE ONLY		Route: _____
Surveyor ID: _____	Date: _____	(mm/dd/yyyy)
Survey Start Time:	6-9a	9a-1p 1-4p 4-7p After 7p