

Des Moines Area Regional Transit Non-Rider Survey

...helping organizations make better decisions since 1982

Findings
Report

**Submitted to the Des Moines Area Regional
Transit Authority by:**

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061

September 2016



Contents

Executive Summary.....	1
Charts and Graphs.....	Section 1
Tabular Data Overall Results.....	Section 2
Crosstabluar Data by Zone.....	Section 3
GIS Maps.....	Section 4
Survey Instrument.....	Section 5

2015 Des Moines Area Regional Transit Non-Rider Survey Executive Summary

Introduction

ETC Institute conducted a survey of residents in the Des Moines region and Polk County who were not currently using Des Moines Area Regional Transit (DART) services. The purpose of this survey was to update DART's long-range transit services plan – the DART Forward 2035 Plan. DART would like to understand the public transit needs of the growing and changing population.

Some of the topics addressed on the survey included:

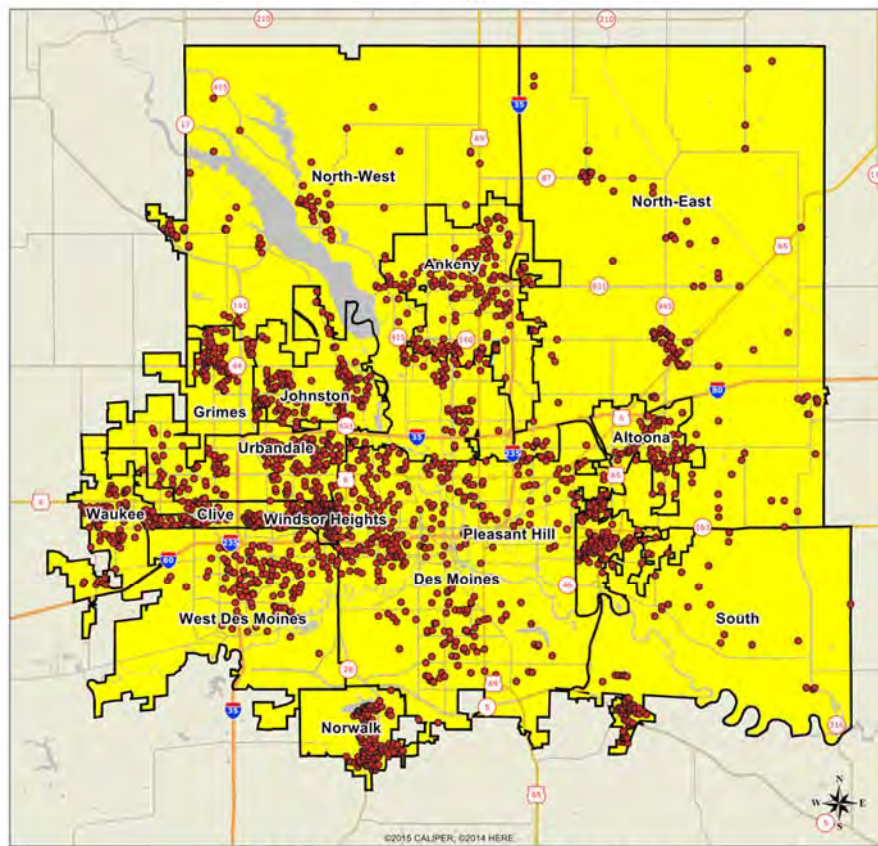
- Perceptions of existing public transportation services in the Des Moines area
- Whether residents had used public transportation in cities outside the Des Moines area
- Whether residents thought DART services were valuable to the community
- Reasons residents were not currently using public transportation in the Des Moines area
- Factors that would encourage residents to begin using public transportation services in the Des Moines area
- Different trip purposes that would interest residents to use DART services
- Frequency levels that would encourage use of public transportation
- Different types of transportation which DART could introduce
- Reasons residents believe DART is important to the area
- Various transportation improvements that are important to residents

Methodology

The survey was administered by email, mail, and phone to a stratified random sample of 2323 residents who indicated they had not used DART services during the past year. The sample was stratified to ensure the results would be statistically representative of 15 zones: (1) Ankeny, (2) Altoona, (3) Clive, (4) Des Moines, (5) Grimes (6) Johnston, (7) North-East Rural Polk County, (8) North-West Rural Polk County, (9) Norwalk, (10) Pleasant Hill, (11) South Rural Polk County, (12) Urbandale, (13) Waukee, (14) Windsor Heights, and (15) West Des Moines. The actual number of surveys completed in each zone is provided below:

- Zone 1: 212
- Zone 2: 108
- Zone 3: 109
- Zone 4: 352
- Zone 5: 112
- Zone 6: 152
- Zone 7: 144
- Zone 8: 127
- Zone 9: 139
- Zone 10: 142
- Zone 11: 111
- Zone 12: 186
- Zone 13: 128
- Zone 14: 145
- Zone 15: 156

Location of Survey Respondents



2016 DART Transit Non-Rider Survey

The overall results of the survey have a precision of at least +/-2.0% at the 95% level of confidence. The results for each zone are shown separately in Section 2 of this report.

Findings

- Over 80% of survey respondents indicated that they feel DART's service is valuable to the community. The highest percentage reported was in Des Moines (98.15%), the lowest was in South Rural Polk County (81.71%).
- Over 60% of survey respondents rate DART's service either "Excellent" or "Good". The highest was in Clive (72.97%), and the lowest was in South Rural Polk County (47.5%).
- Less than 24% of survey respondents indicated they "Strongly Agree" with the statement that "Transit service is not offered near my home". This response was highest in Norwalk (65.69%), and lowest in Windsor Heights (4.29%).
- The top reason survey respondents would consider using public transportation would be for a "work related trip". This response was highest in Norwalk (51.8%), and lowest in South Rural Polk County (25.23%).
- The top four reasons survey respondents indicated they were not currently using public transportation were:
 - Respondent prefers to drive rather than use public transportation
 - Transit service not offered near respondent's home
 - Respondent has too many places they need to go during the day to use public transportation
 - Public transportation takes too long compared to travel by other mode
- The factors which survey respondents indicated would be most likely to cause them to begin using public transportation were:
 - Transit stops located closer to respondent's home
 - The time it takes to get to respondent's destination by car increases due to traffic congestion
 - Transit stops located closer to the place respondent works or visits frequently
 - Respondent's employer provided incentives to use public transportation services
- The types of transportation survey respondents indicated they would be "Very Likely" to use were:
 - Light rail service, nearly 25% of respondents indicated they would be "Very Likely" to use this service if it were available. The highest percentage was in North-West Rural Polk County (31.3%), and the lowest was in South Rural Polk County (19.59%).
 - High speed, rapid bus service that has separate lanes and priority at traffic lights, nearly 20% of respondents indicated they would be "Very Likely" to use this service if it were available. The highest percentage was in Des Moines (26.32%), and the lowest was in West Des Moines (11.54%).

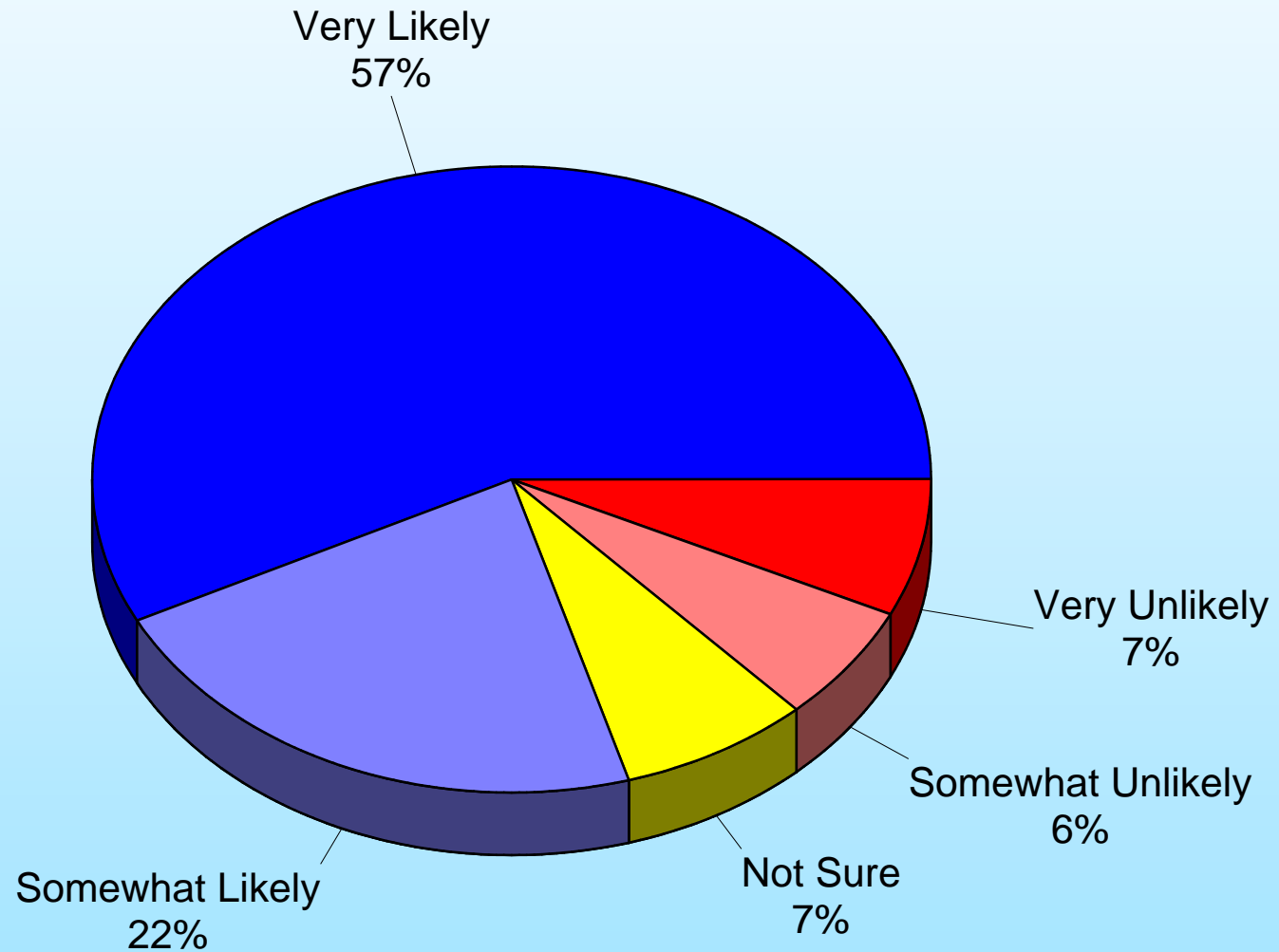
Section 1:

Charts and Graphs

Overall Results

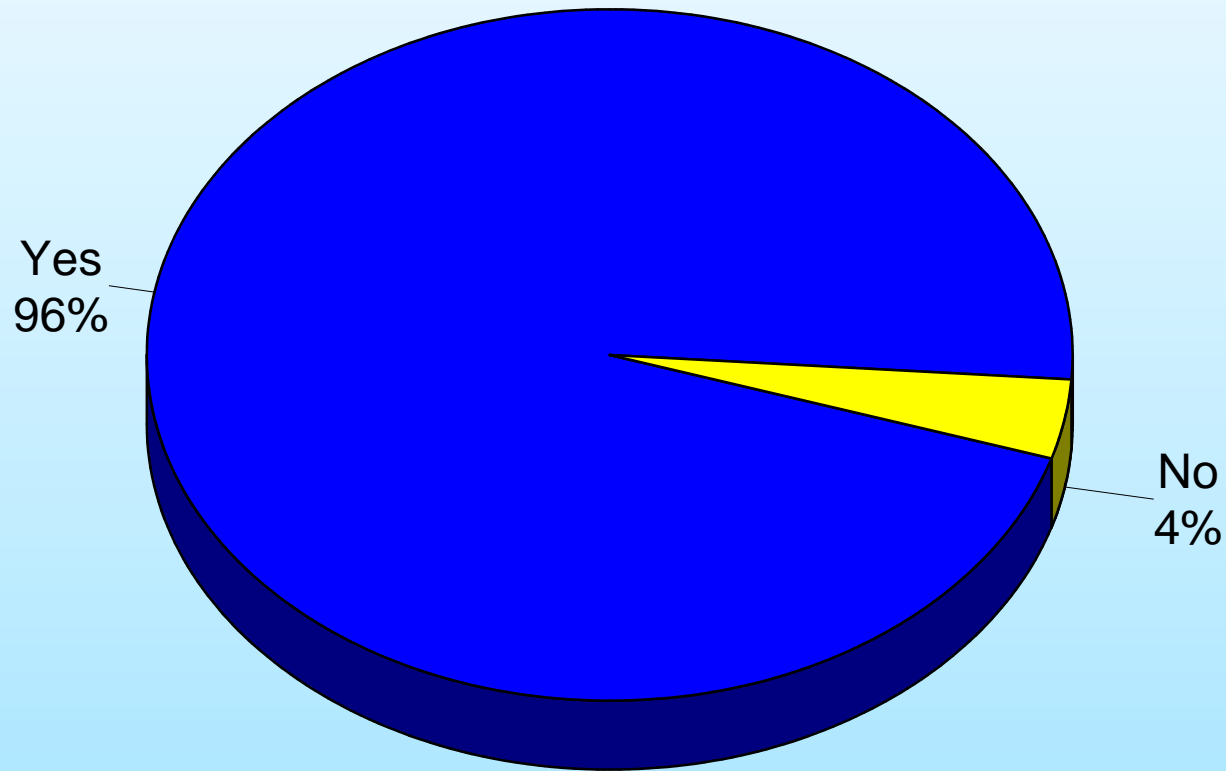
How Likely Respondent is to Vote in the Next Municipal Election

by percentage of respondents surveyed



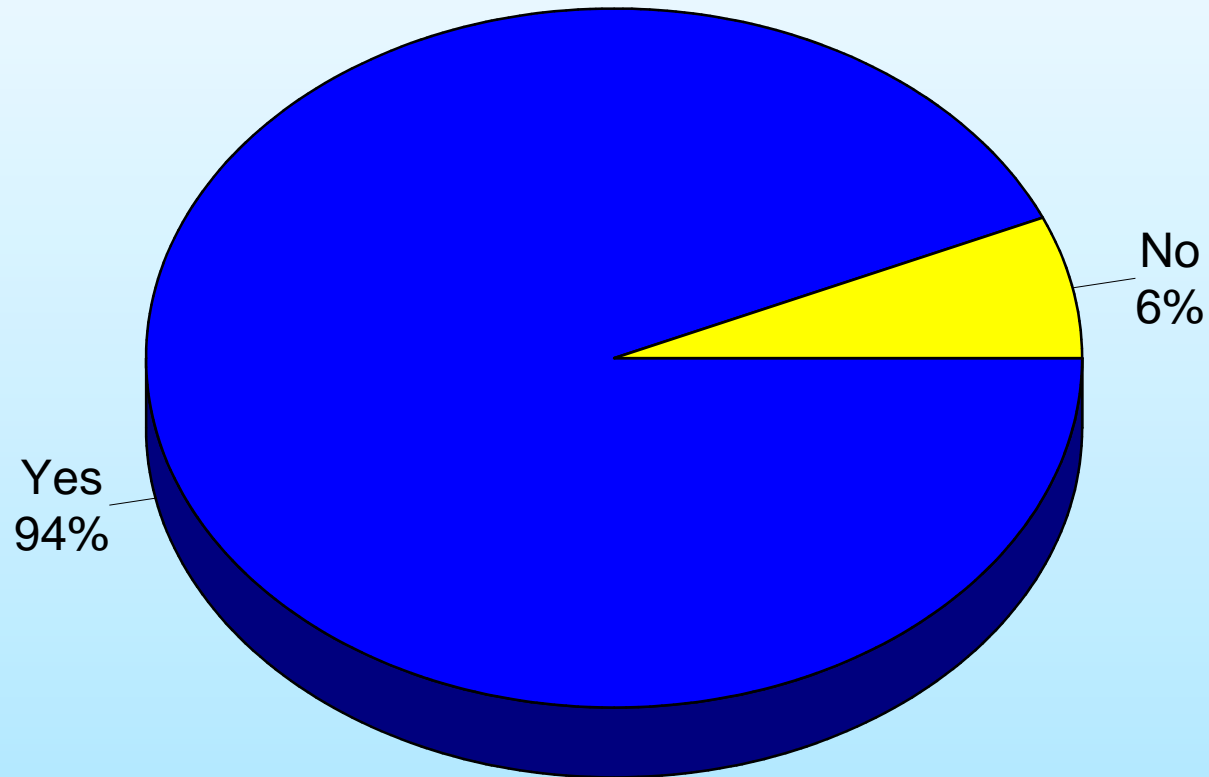
Whether or not Respondent is Registered to Vote

by percentage of respondents surveyed



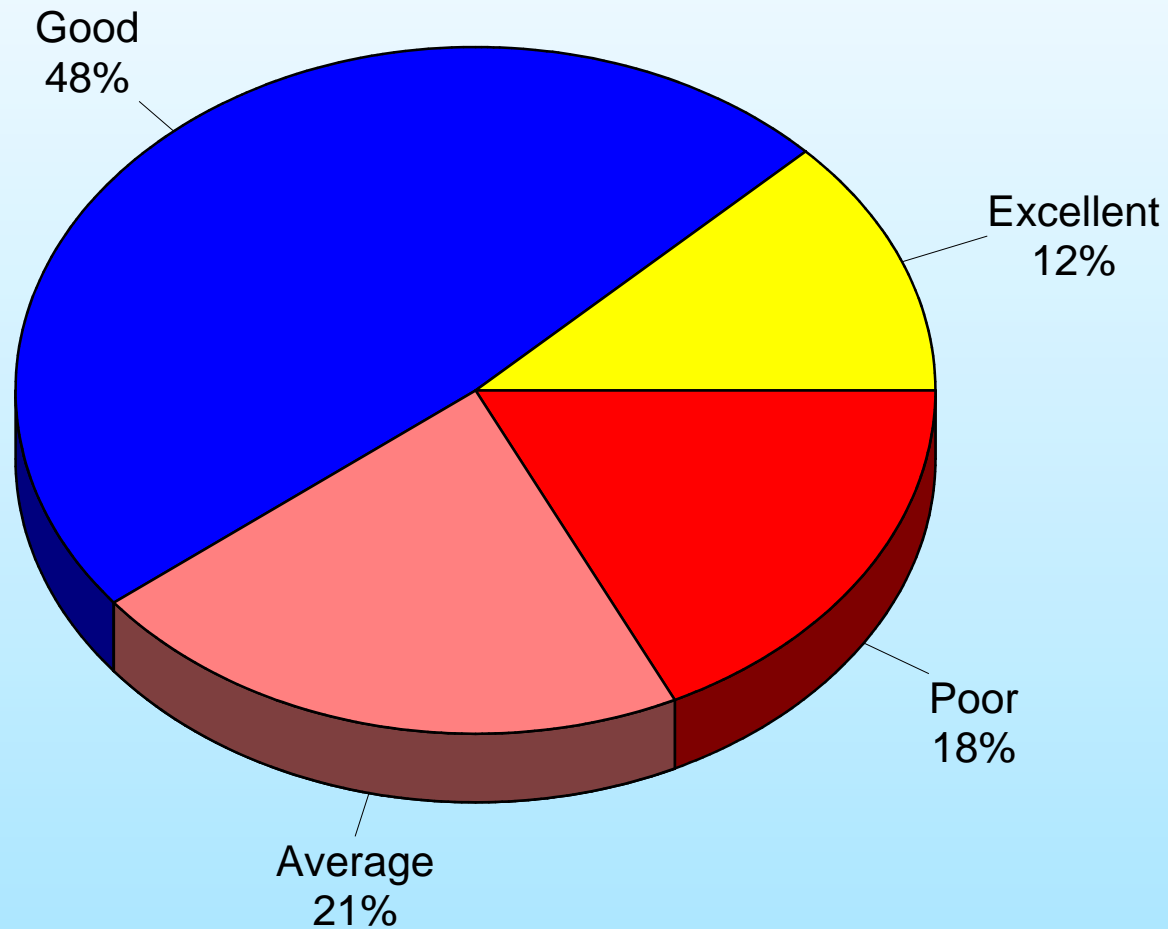
Is DART's Service Valuable to the Community

by percentage of respondents surveyed



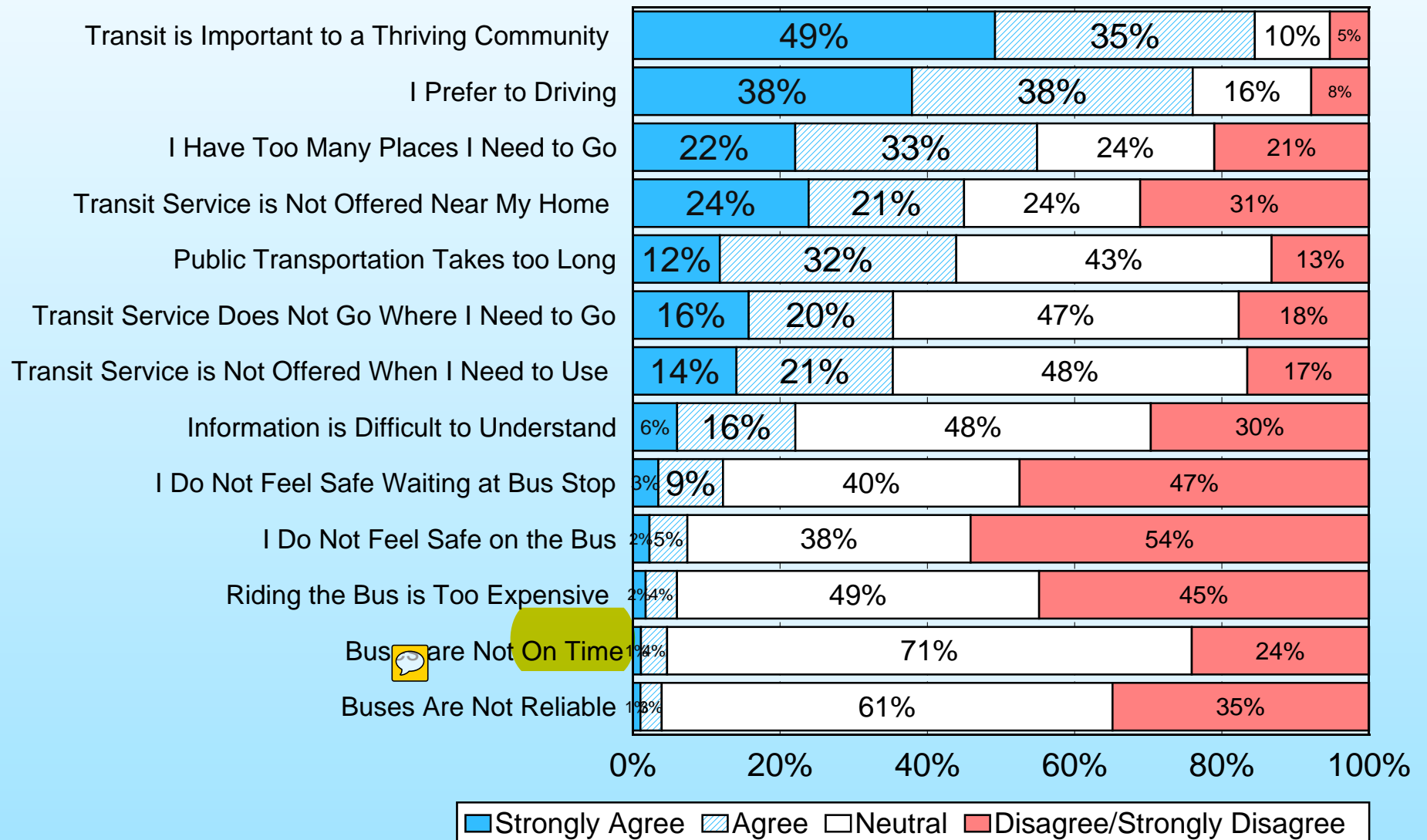
Overall Rating of DART's Services

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



Respondent's Level of Agreement with the Following Statements

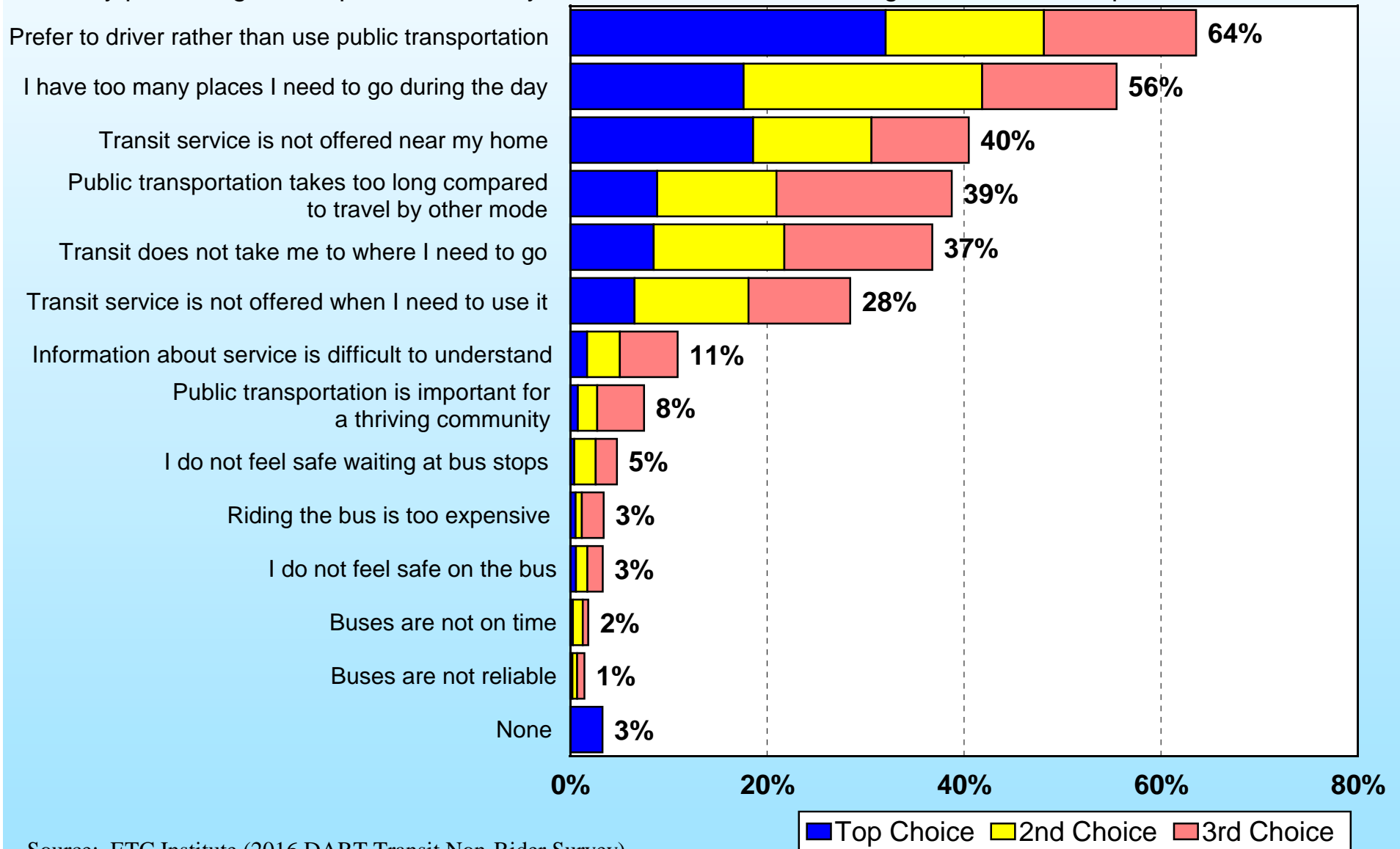
by percentage of respondents surveyed



Source: ETC Institute (2016 DART Transit Non-Rider Survey)

Top Three Reasons Why Respondent is Not Using Public Transportation Services

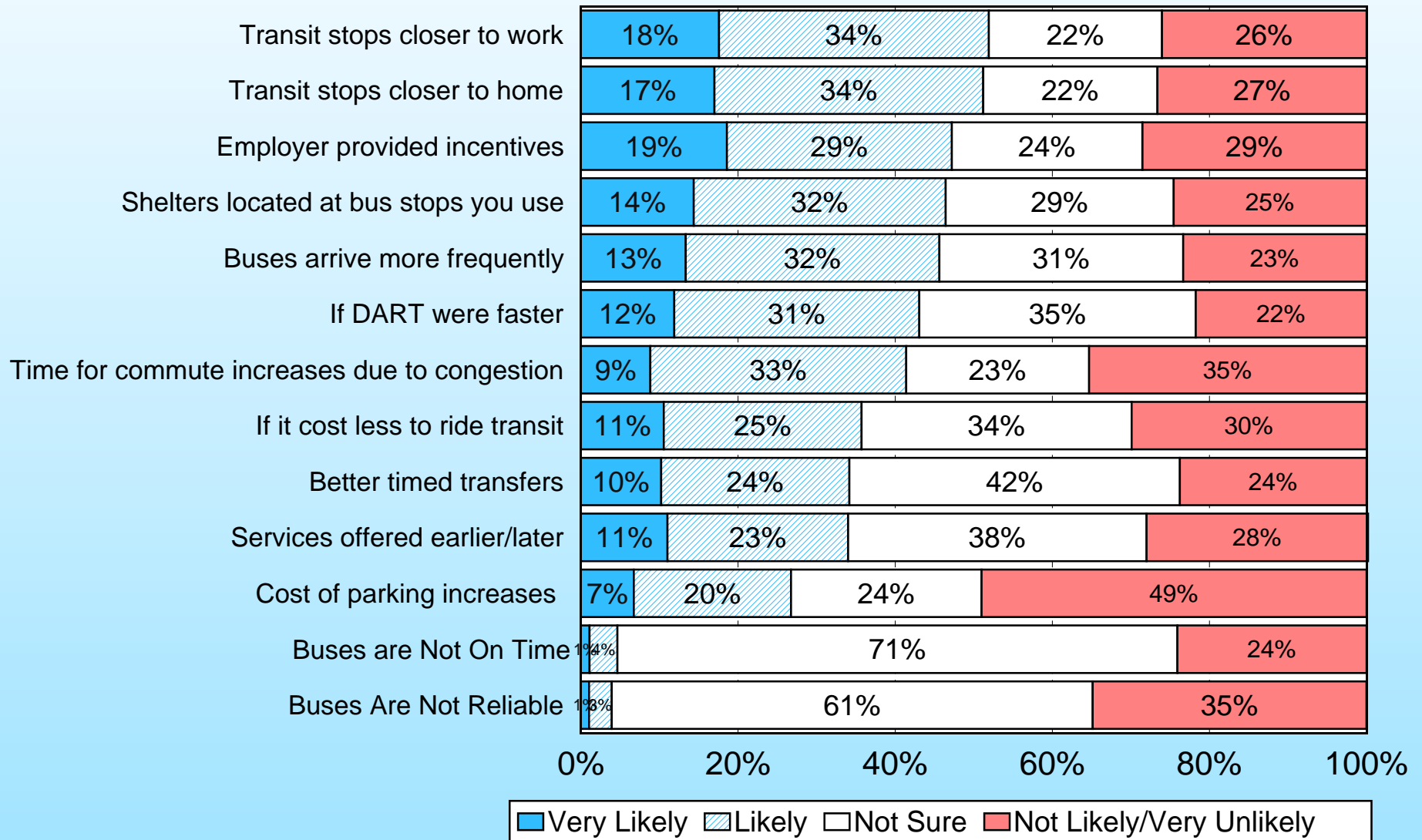
by percentage of respondents surveyed who selected the following as one of their top three choices



Source: ETC Institute (2016 DART Transit Non-Rider Survey)

How Likely Each Factor Would Be To Encourage Respondent to Begin Using Public Transportation

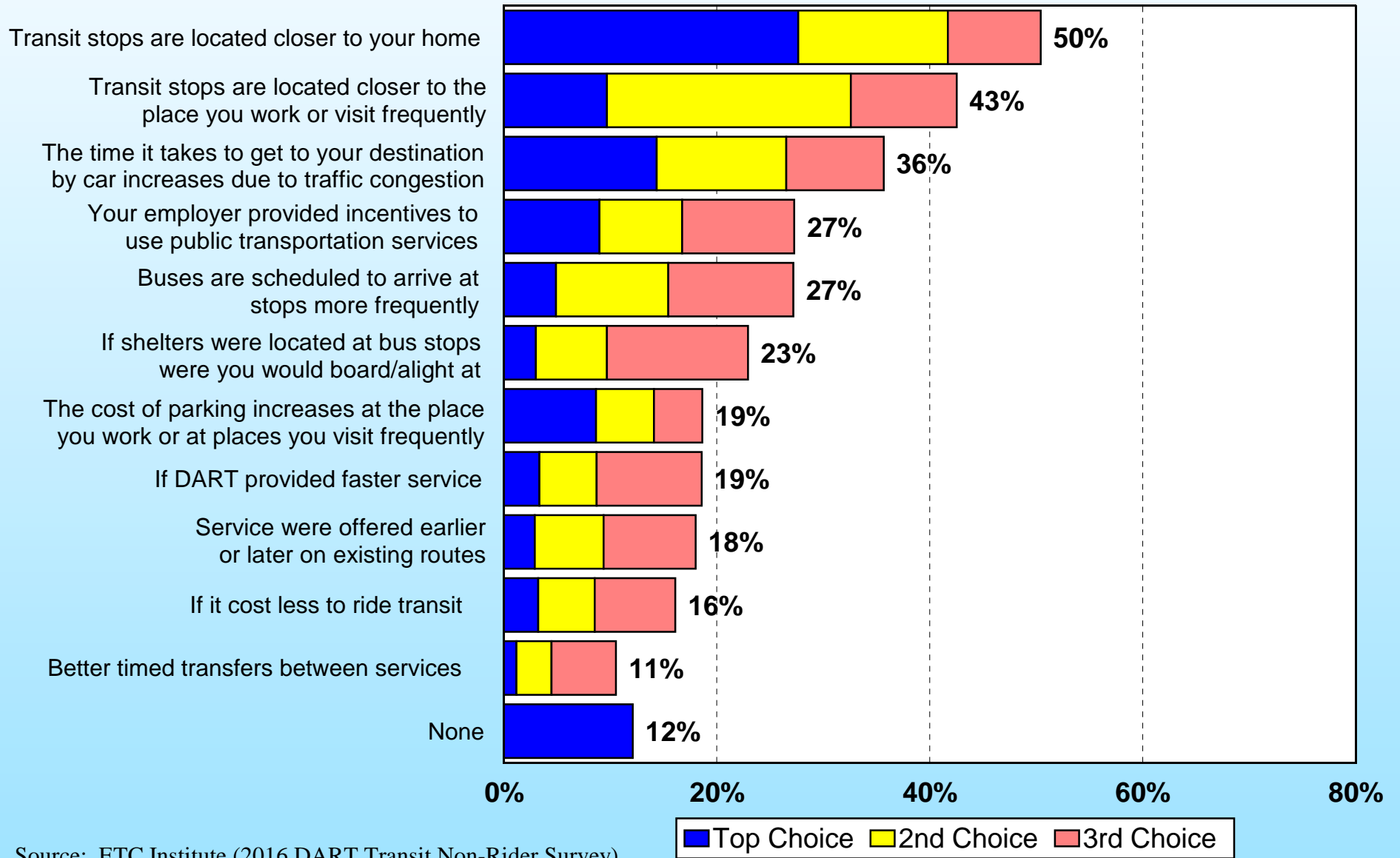
by percentage of respondents surveyed



Source: ETC Institute (2016 DART Transit Non-Rider Survey)

Top Three Reasons Respondent Would Begin Using Public Transportation Services

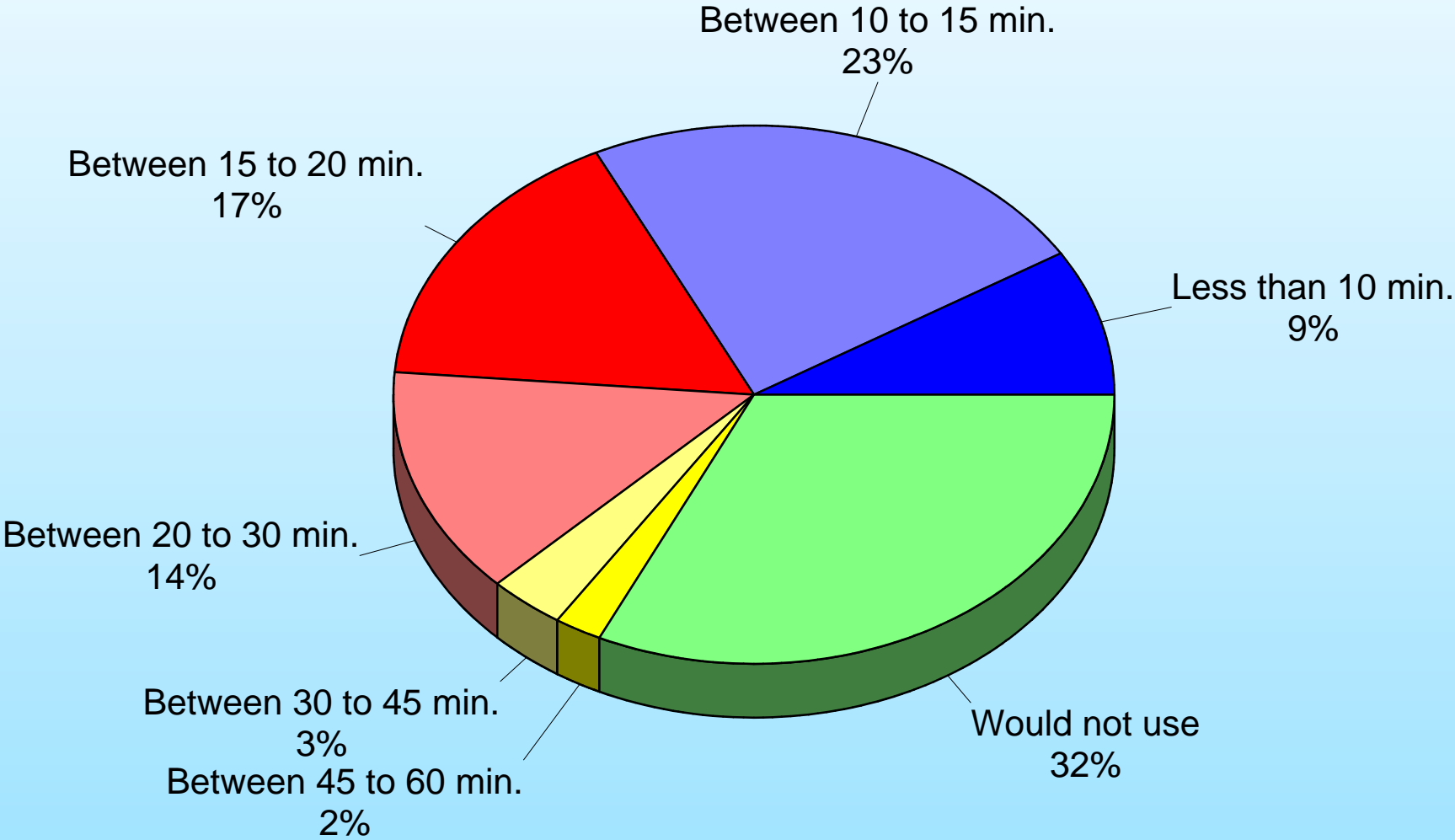
by percentage of respondents surveyed who selected the following as one of their top three choices



Source: ETC Institute (2016 DART Transit Non-Rider Survey)

Minimum Level of Service Frequency That Would Encourage Respondent To Use Public Transit At Least Once A Week

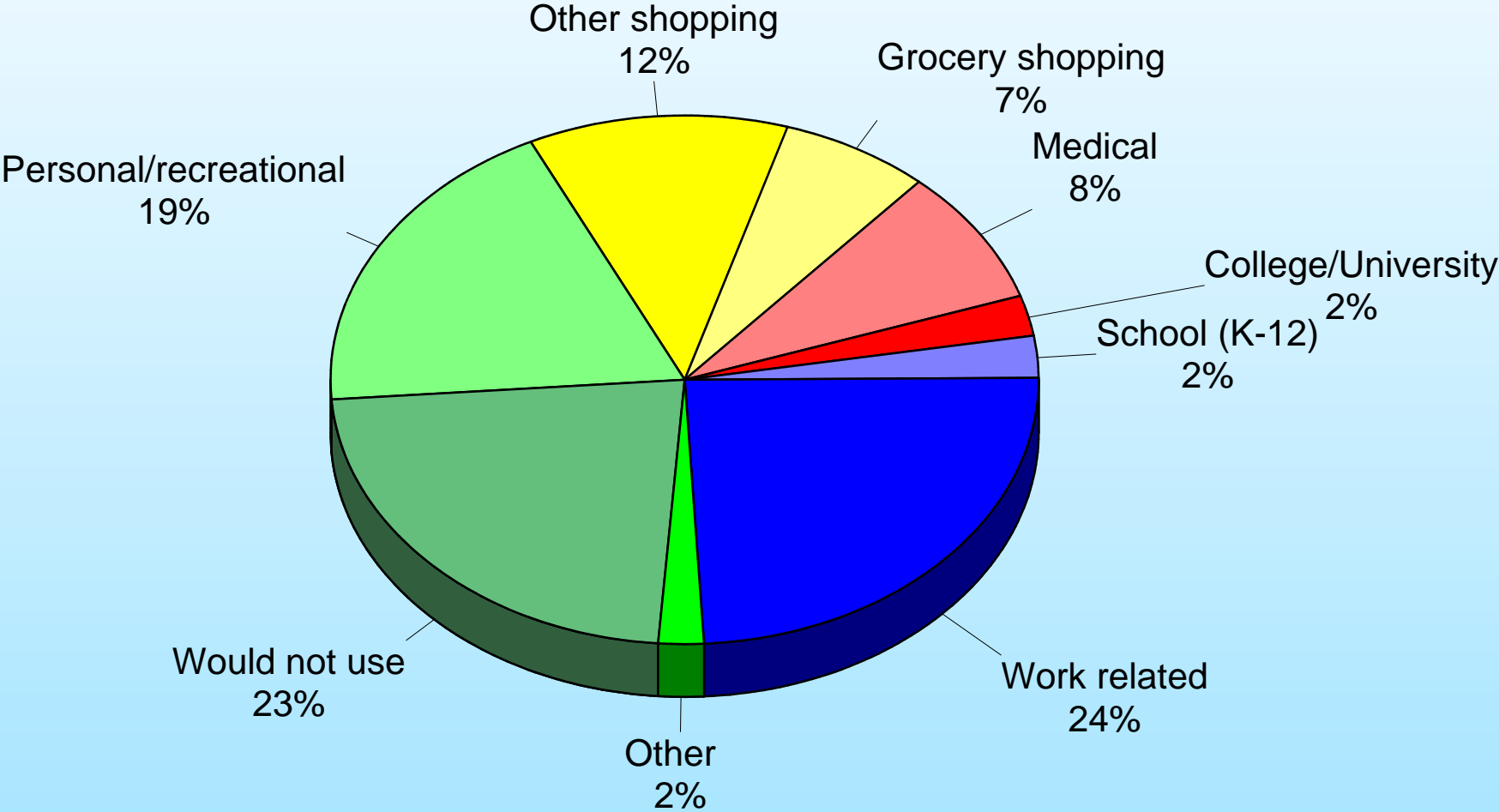
by percentage of respondents surveyed



Source: ETC Institute (2016 DART Transit Non-Rider Survey)

For What Trip Purposes Would Respondent Be Interested in Using DART Services

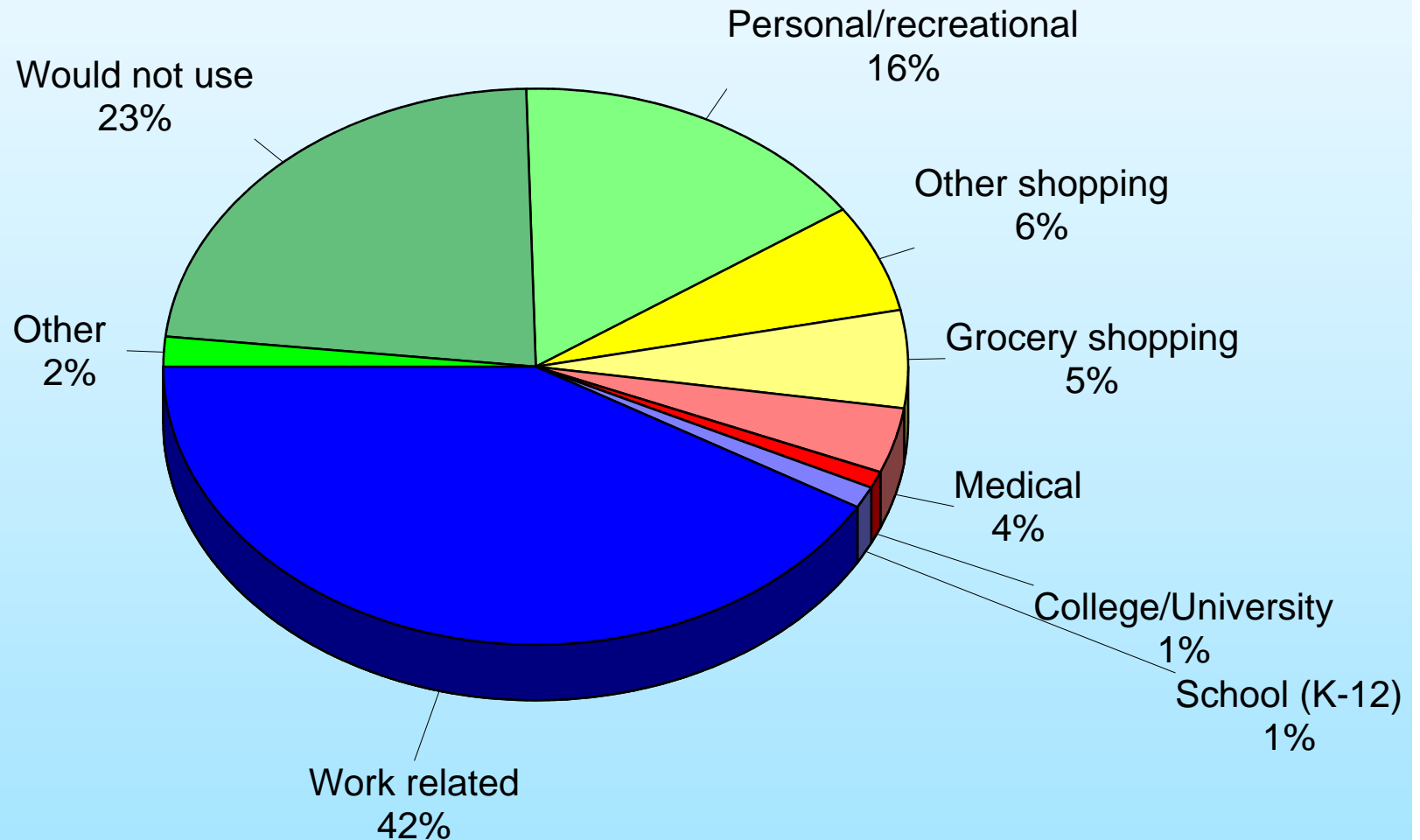
by percentage of respondents surveyed



Source: ETC Institute (2016 DART Transit Non-Rider Survey)

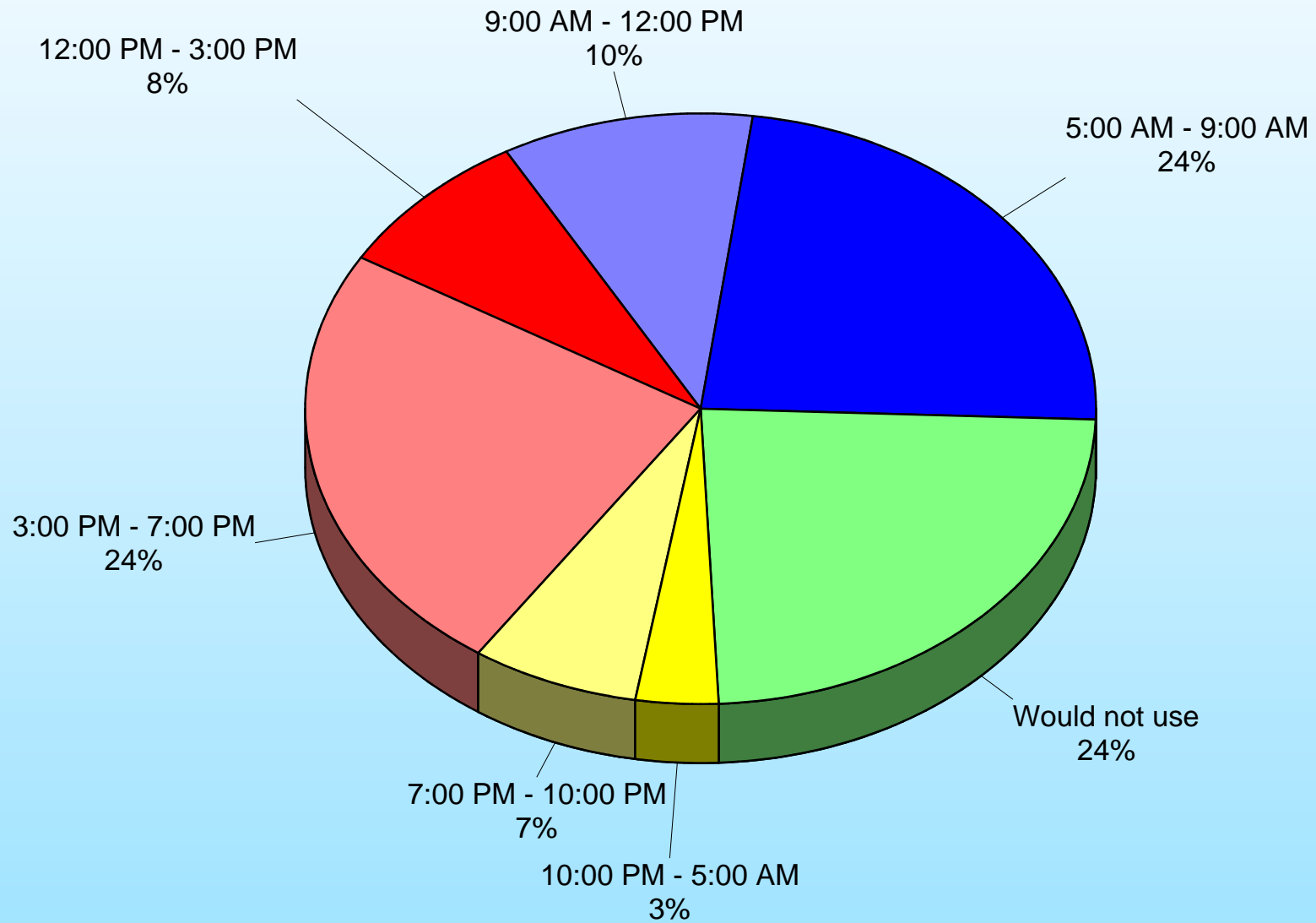
Most Common Trip Purposes Respondent Would Be Interested In

by percentage of respondents surveyed



During What Times of Day Would Respondent be Most Interested in Using Bus Service

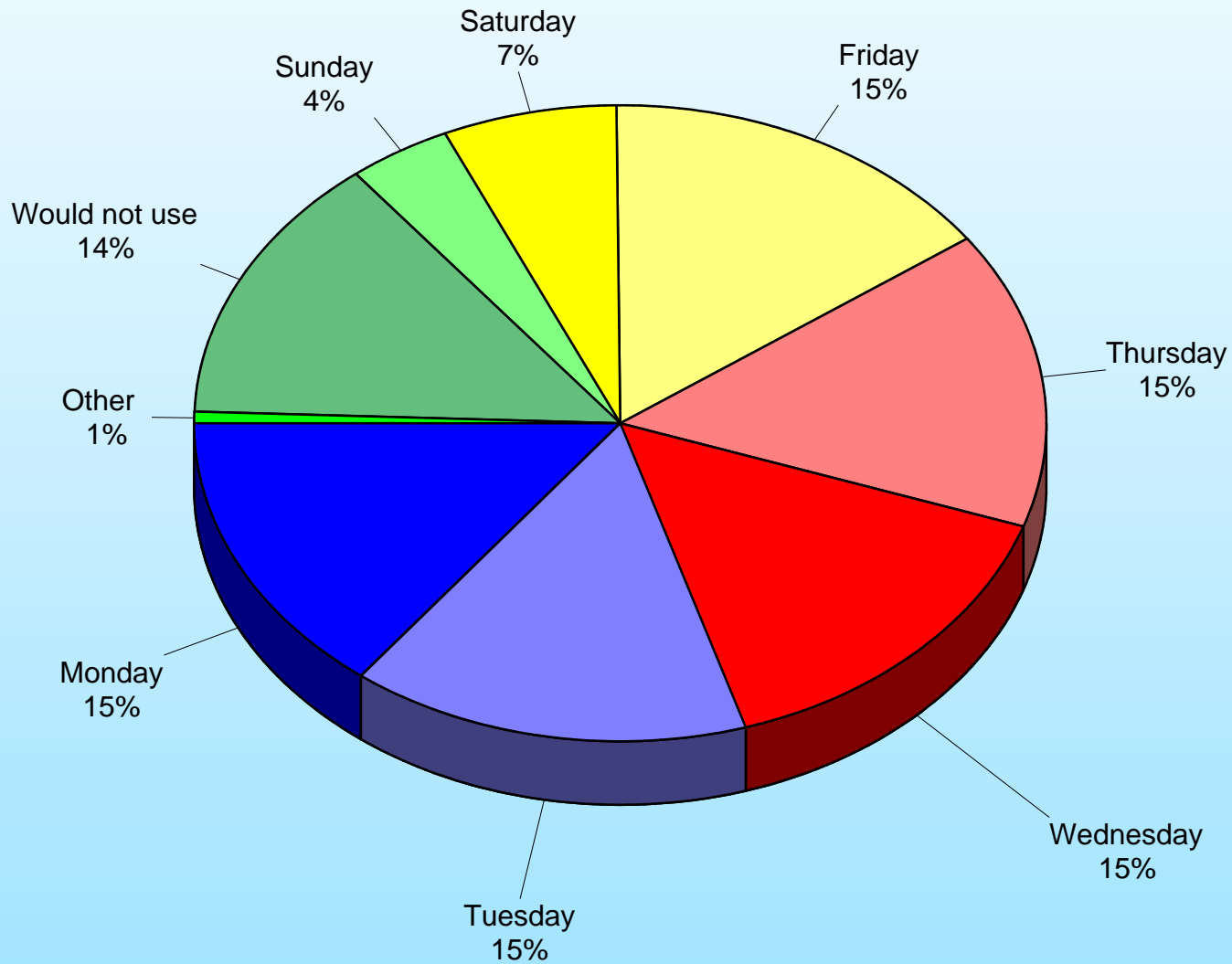
by percentage of respondents surveyed



Source: ETC Institute (2016 DART Transit Non-Rider Survey)

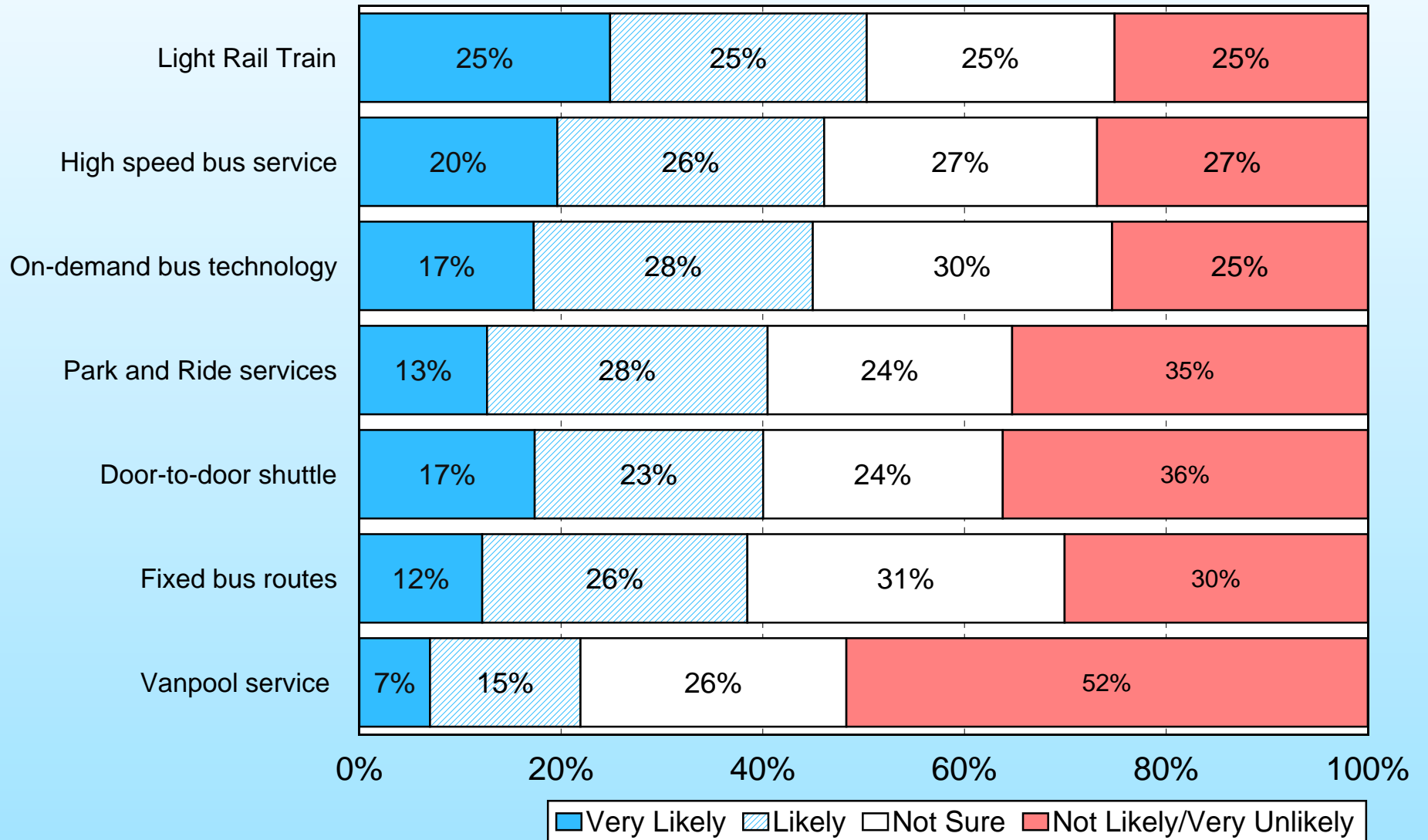
During What Days of the Week Would Respondent Be Most Interested in Using Bus Service

by percentage of respondents surveyed



How Likely Each Factor Would Be To Encourage Respondent to Begin Using Public Transportation

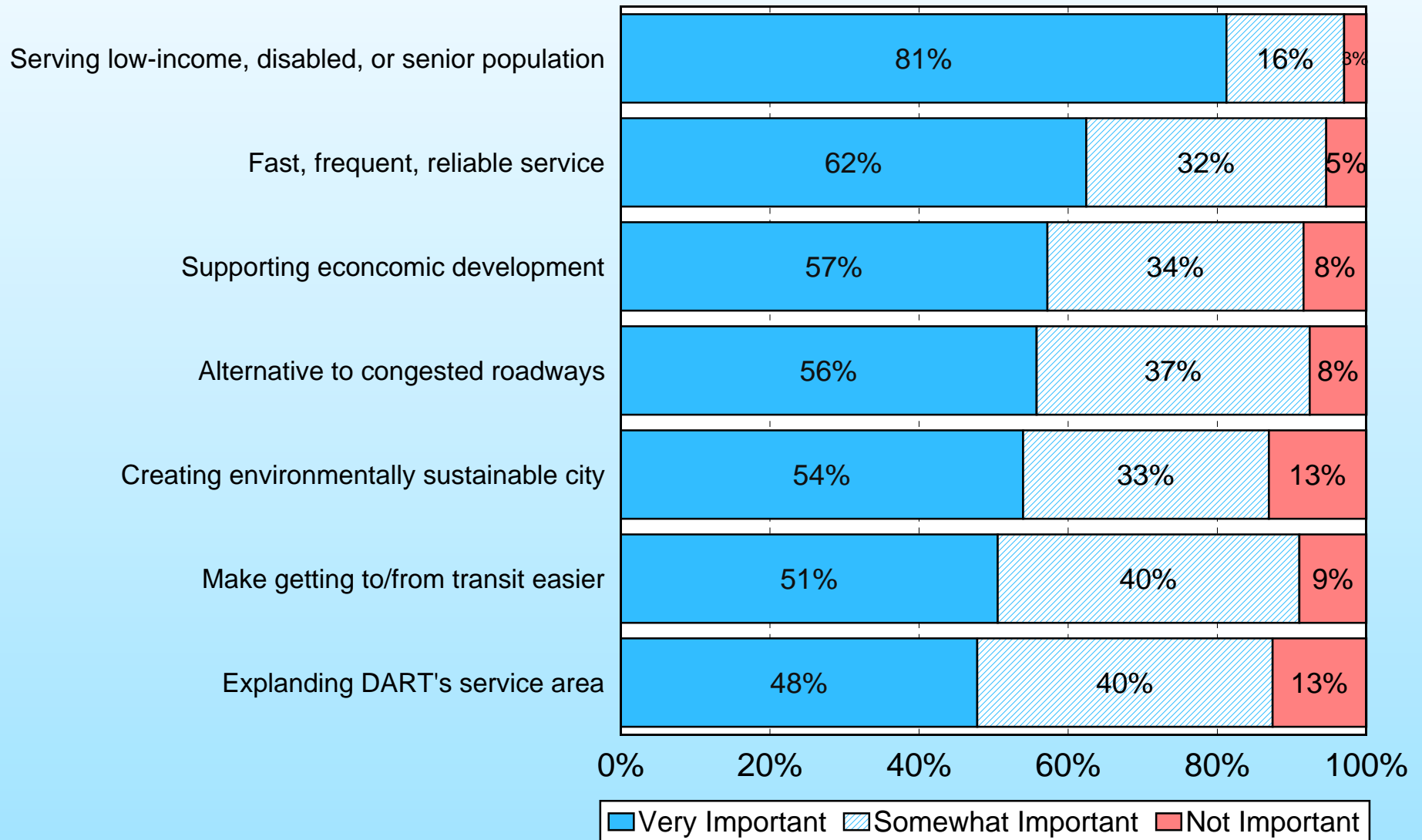
by percentage of respondents surveyed



Source: ETC Institute (2016 DART Transit Non-Rider Survey)

How Important Respondent Believes the Following Purposes for Public Transportation Are

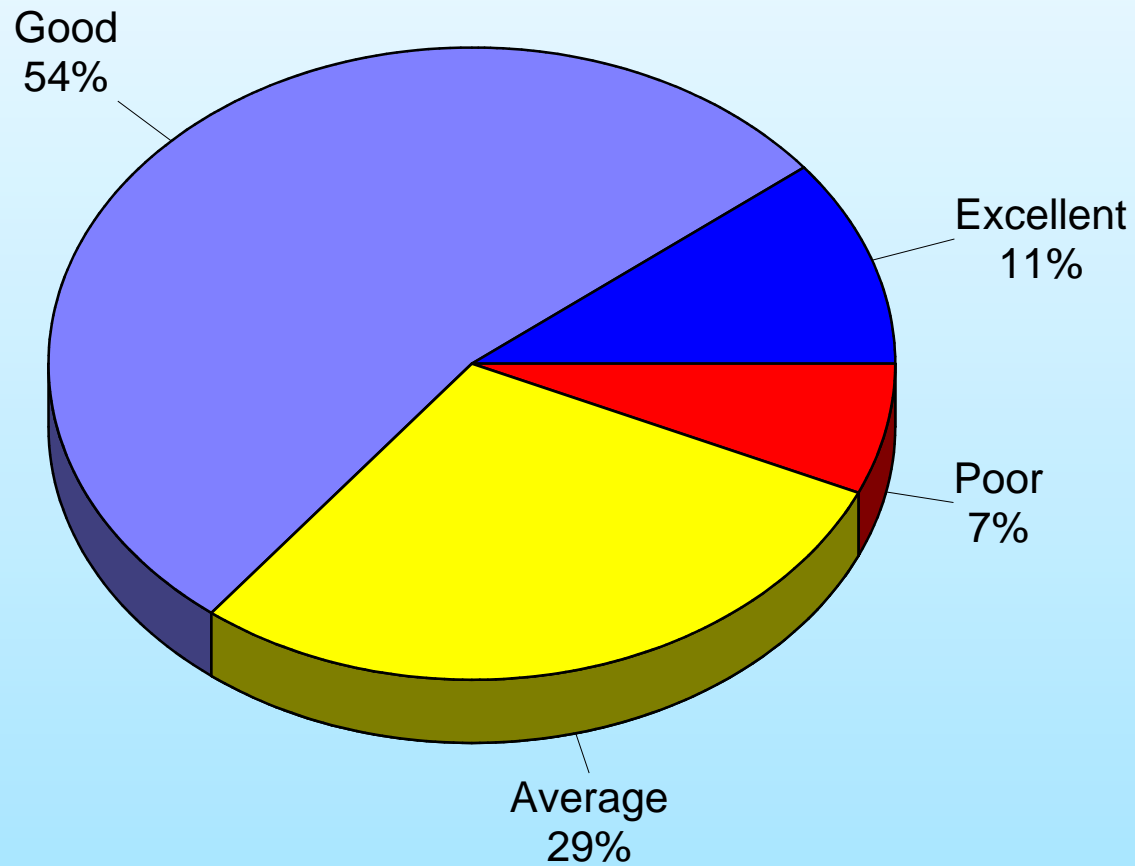
by percentage of respondents surveyed



Source: ETC Institute (2016 DART Transit Non-Rider Survey)

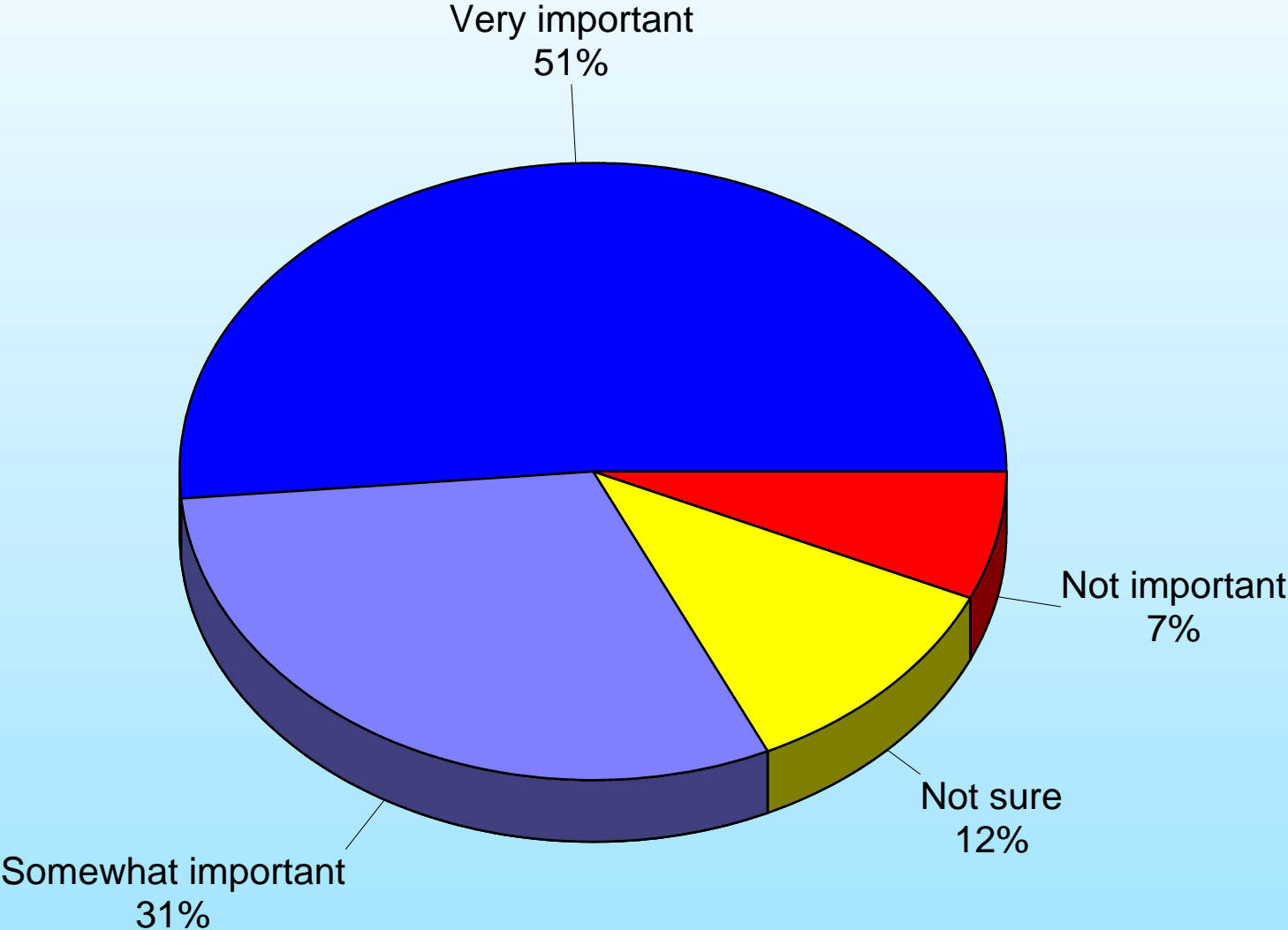
Overall, How Respondent Would Rate the Impression They Have of DART

by percentage of respondents surveyed (Excluding "Don't Know")



Overall, How Important Respondent Thinks it is for the Region to Support and Fund Public Transportation

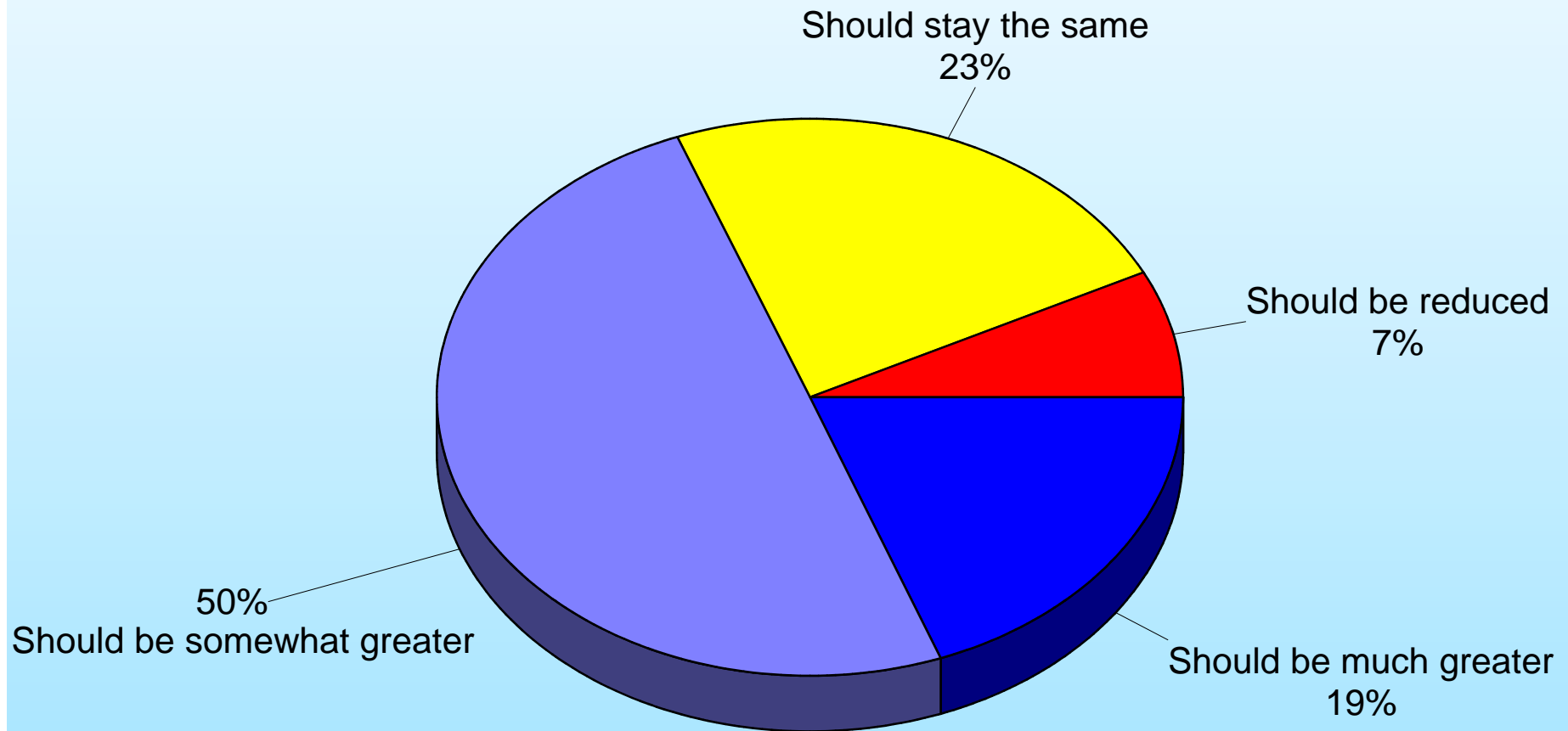
by percentage of respondents surveyed



Source: ETC Institute (2016 DART Transit Non-Rider Survey)

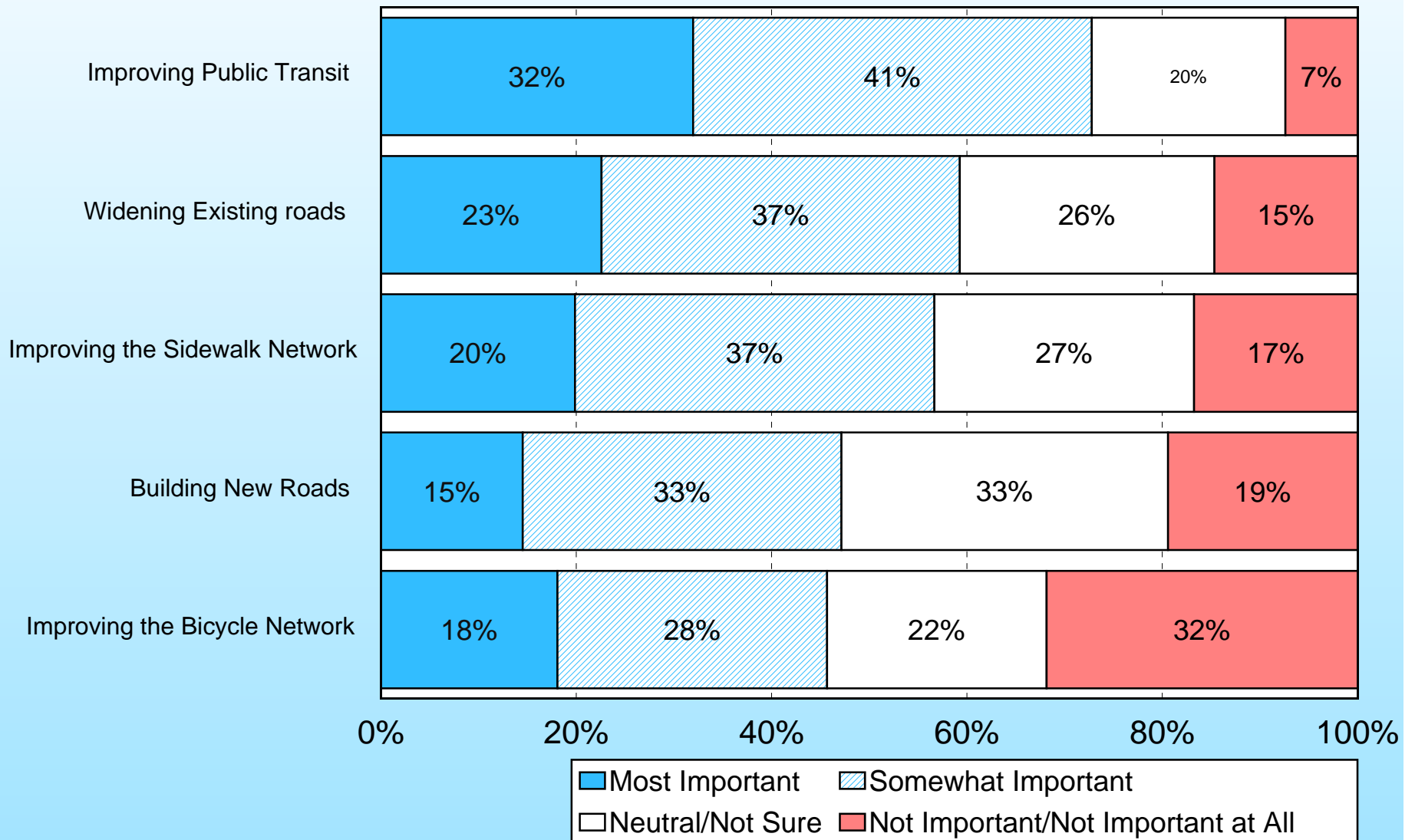
How Respondent Thinks the Current Level of Funding for Public Transportation in the Region Should Change Over the Next Five Years

by percentage of respondents surveyed



How Respondent Rates the Importance of the Following Transportation Investments

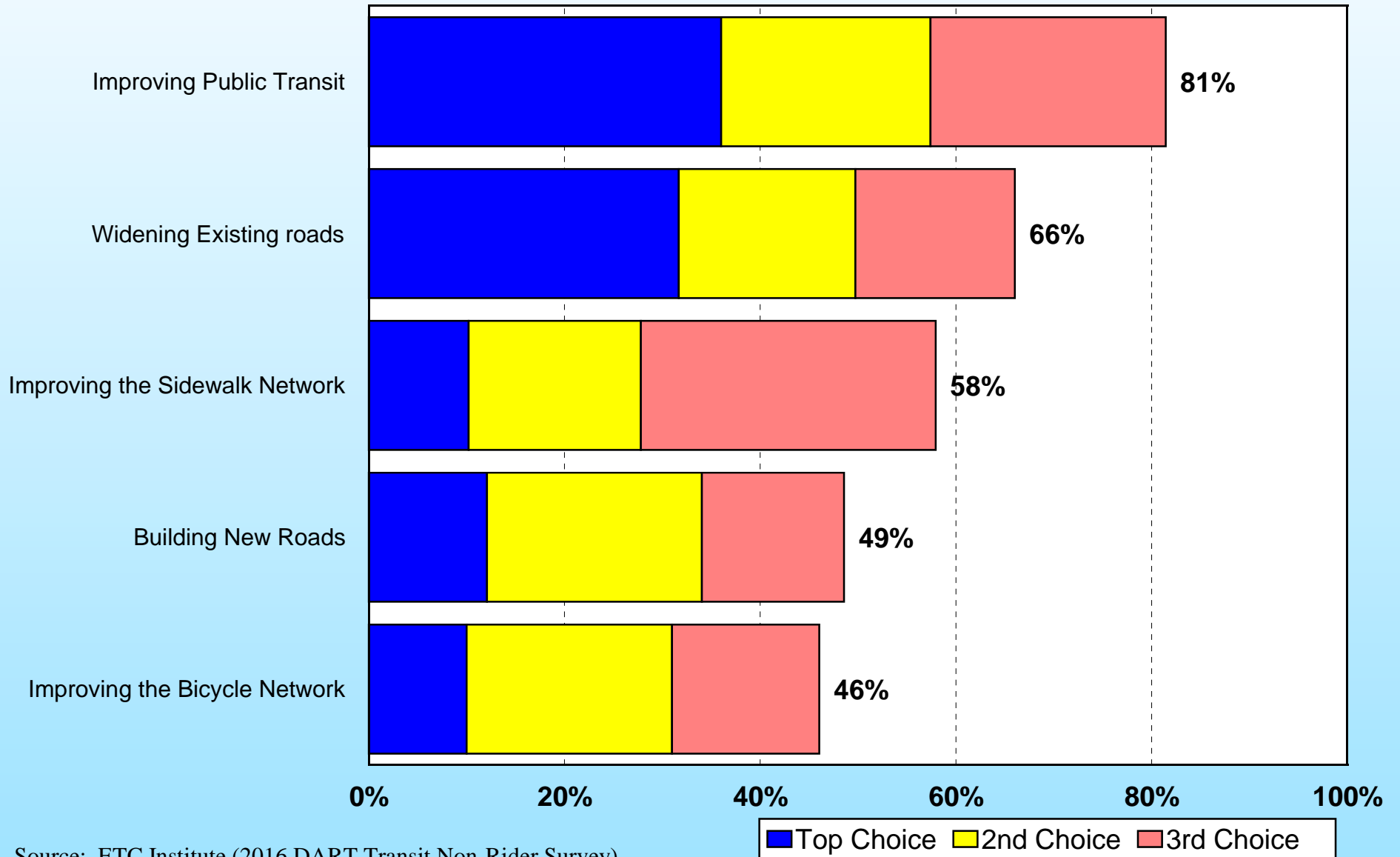
by percentage of respondents surveyed



Source: ETC Institute (2016 DART Transit Non-Rider Survey)

Top Three Investments Respondents Believe Would be Most Important to Focus on in the Region

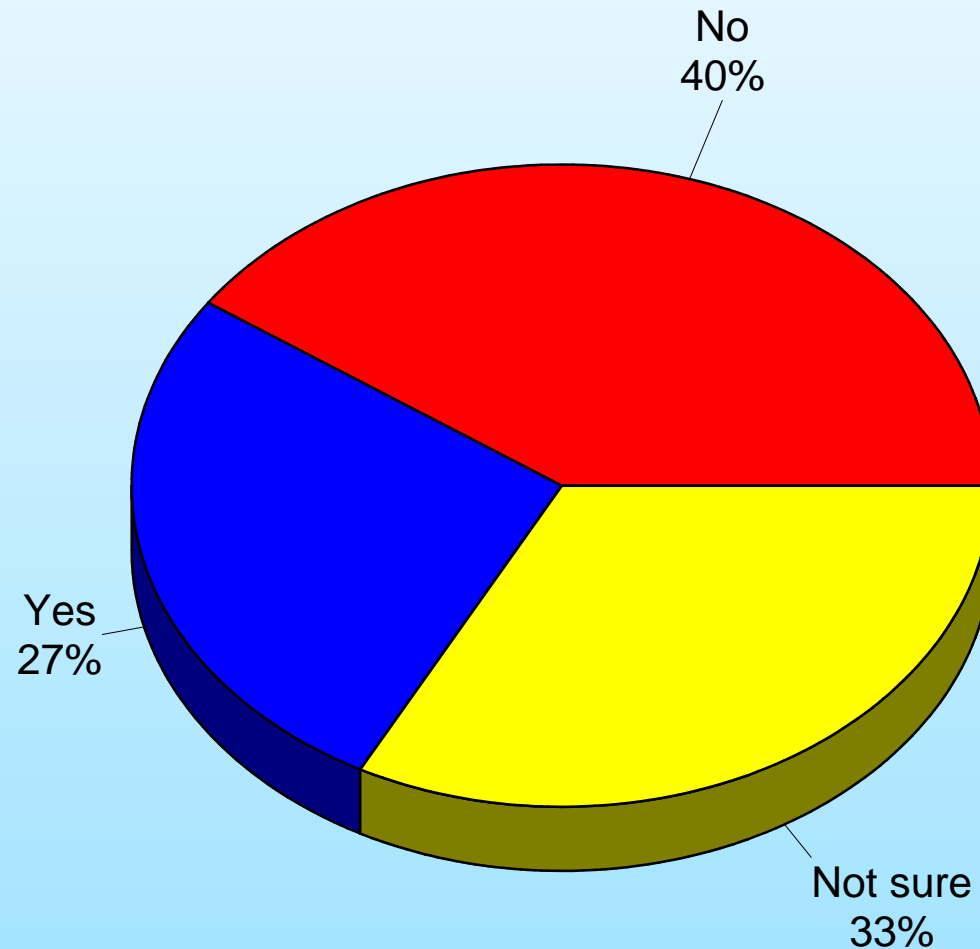
by percentage of respondents surveyed who selected the following as one of their top three choices



Source: ETC Institute (2016 DART Transit Non-Rider Survey)

Would Respondent Be Willing to Pay up to an Additional \$80/per year, per Household to Expand Public Transportation in the Region

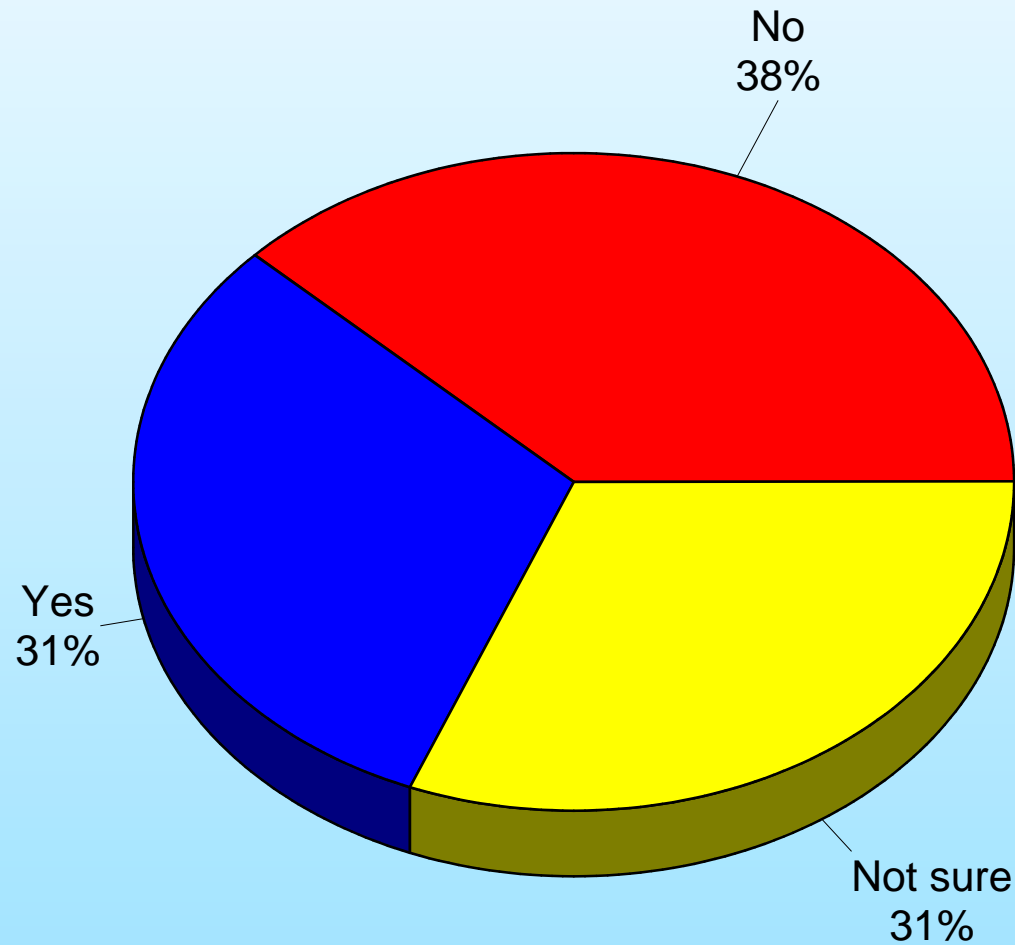
by percentage of respondents surveyed



Source: ETC Institute (2016 DART Transit Non-Rider Survey)

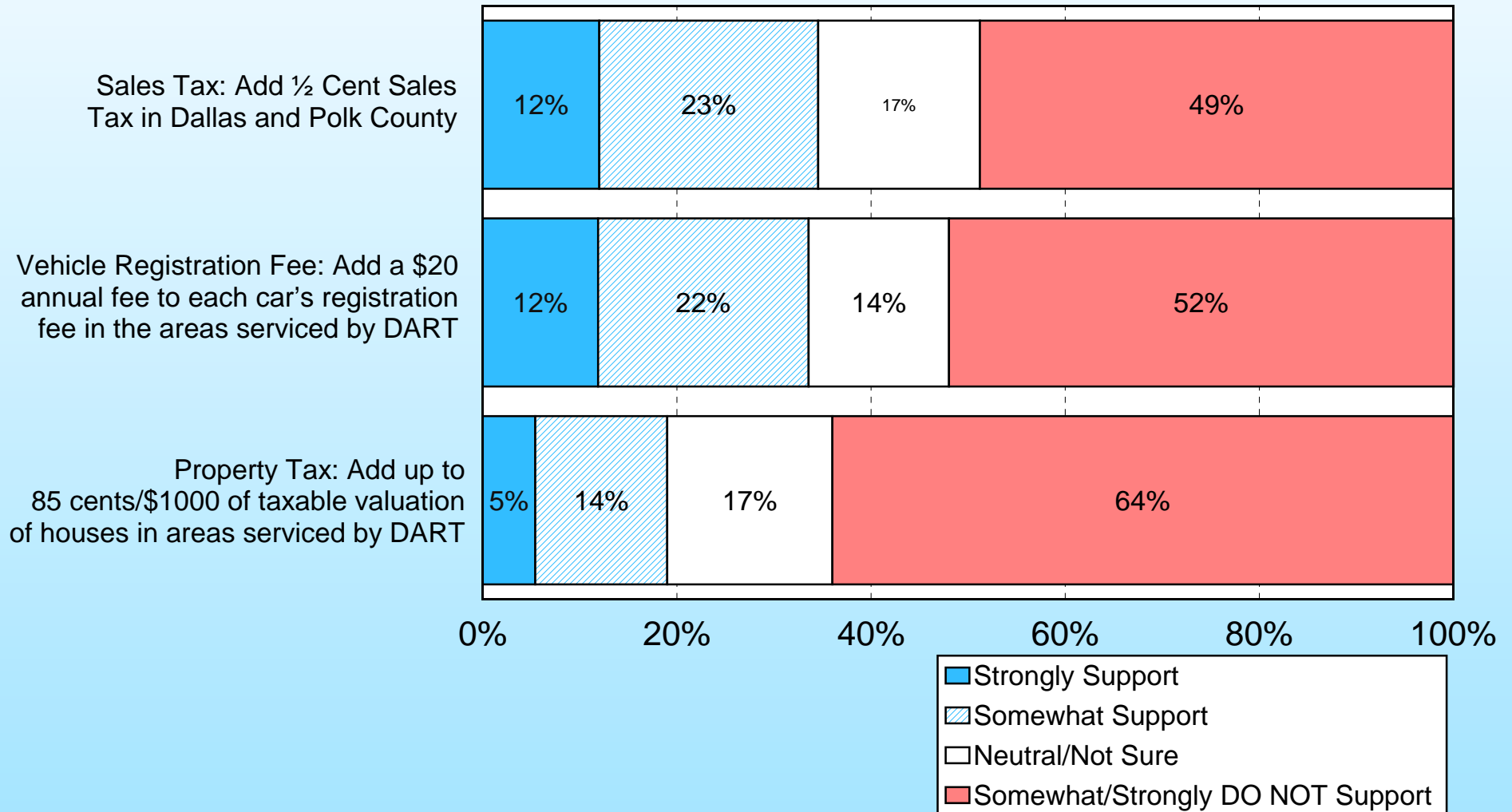
Would Respondent Be Willing to Pay up to an Additional \$40/per year, per Household to Expand Public Transportation in the Region

by percentage of respondents surveyed (If "no" or "not sure" to Q20)



Respondent's Level of Support for the Following Sources of Funding

by percentage of respondents surveyed

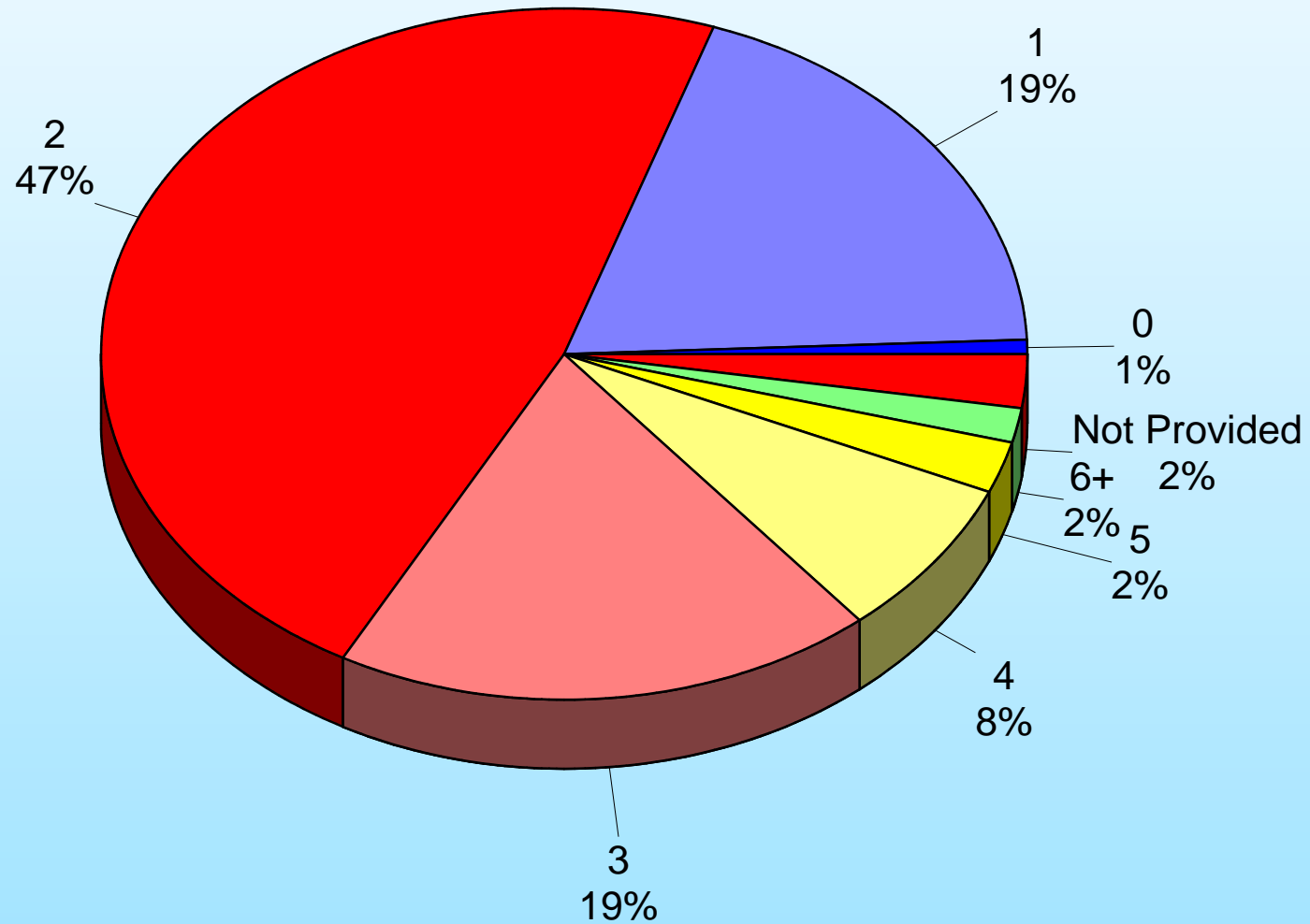


Source: ETC Institute (2016 DART Transit Non-Rider Survey)

Demographics

How Many Operating Vehicles (Cars, Motorcycles, Vans) Does Respondent Have in Their Household

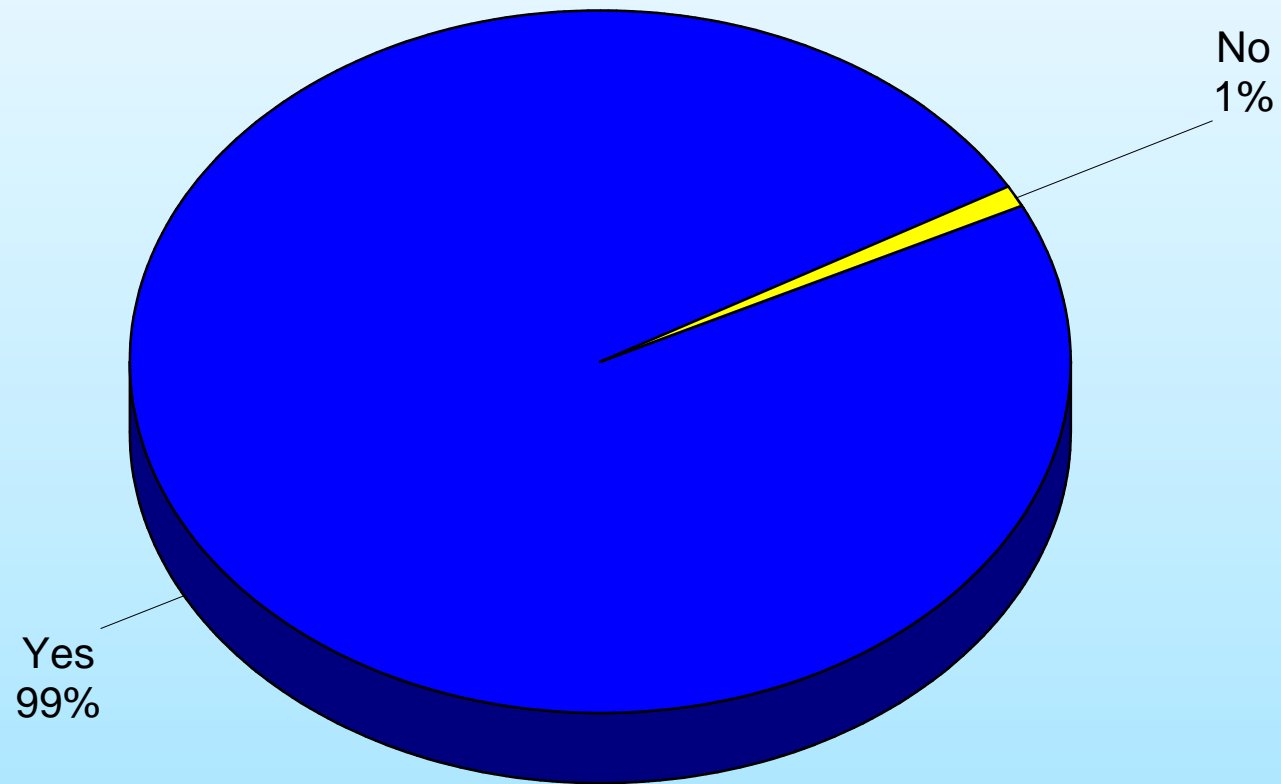
by percentage of respondents surveyed



Source: ETC Institute (2016 DART Transit Non-Rider Survey)

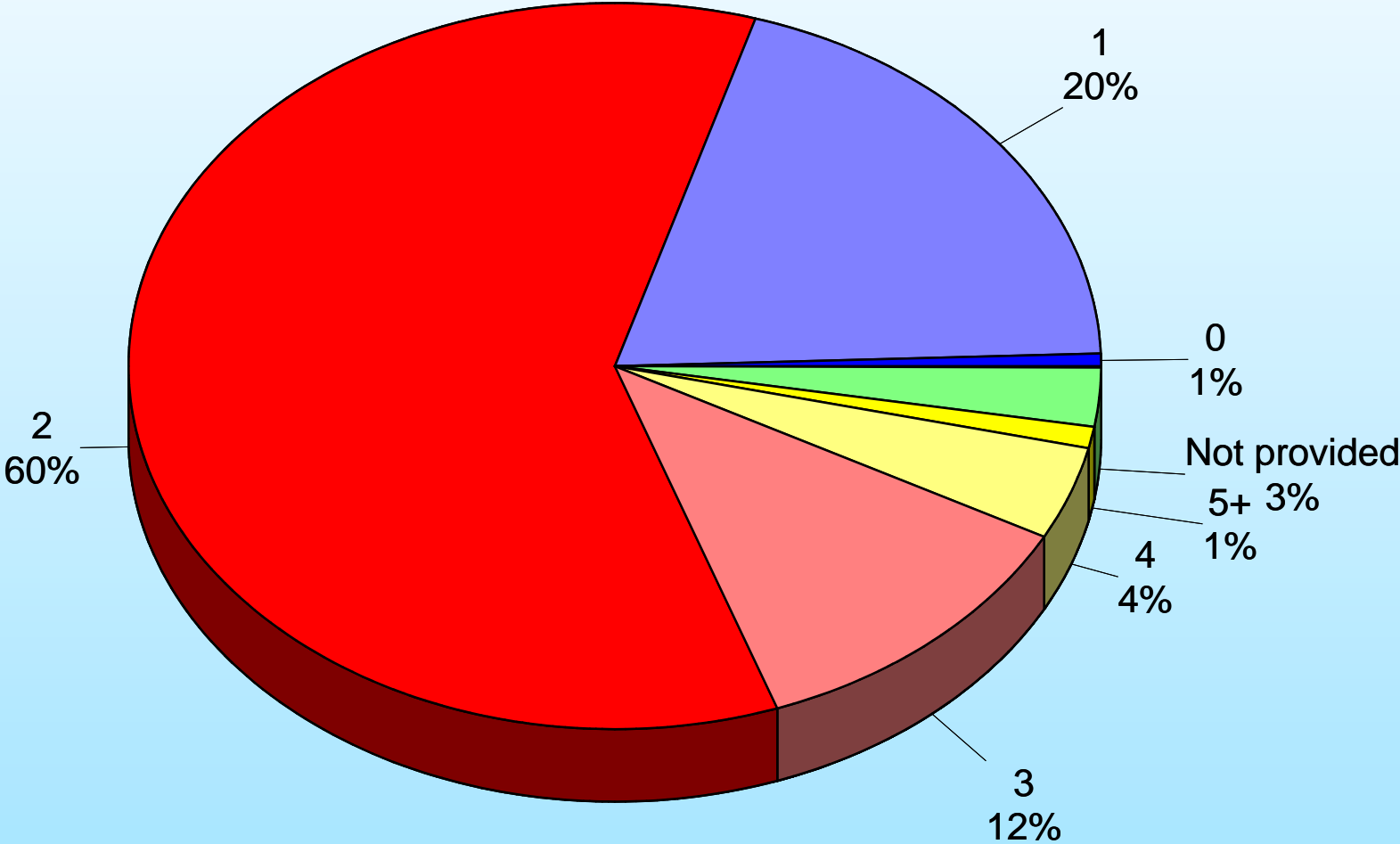
Does Respondent Have a Valid Driver's License

by percentage of respondents surveyed



How Many Licensed Drivers are in the Household

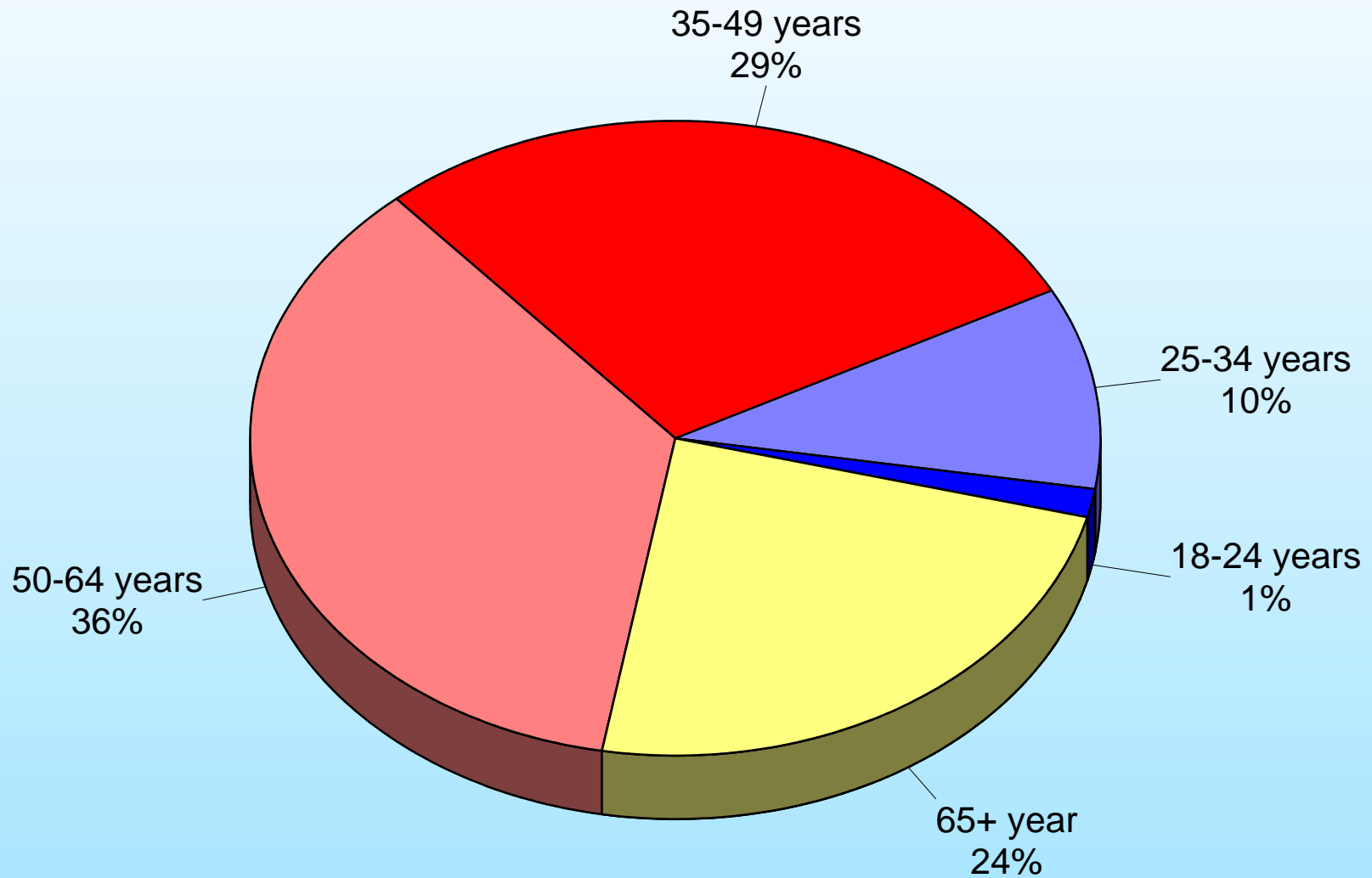
by percentage of respondents surveyed



Source: ETC Institute (2016 DART Transit Non-Rider Survey)

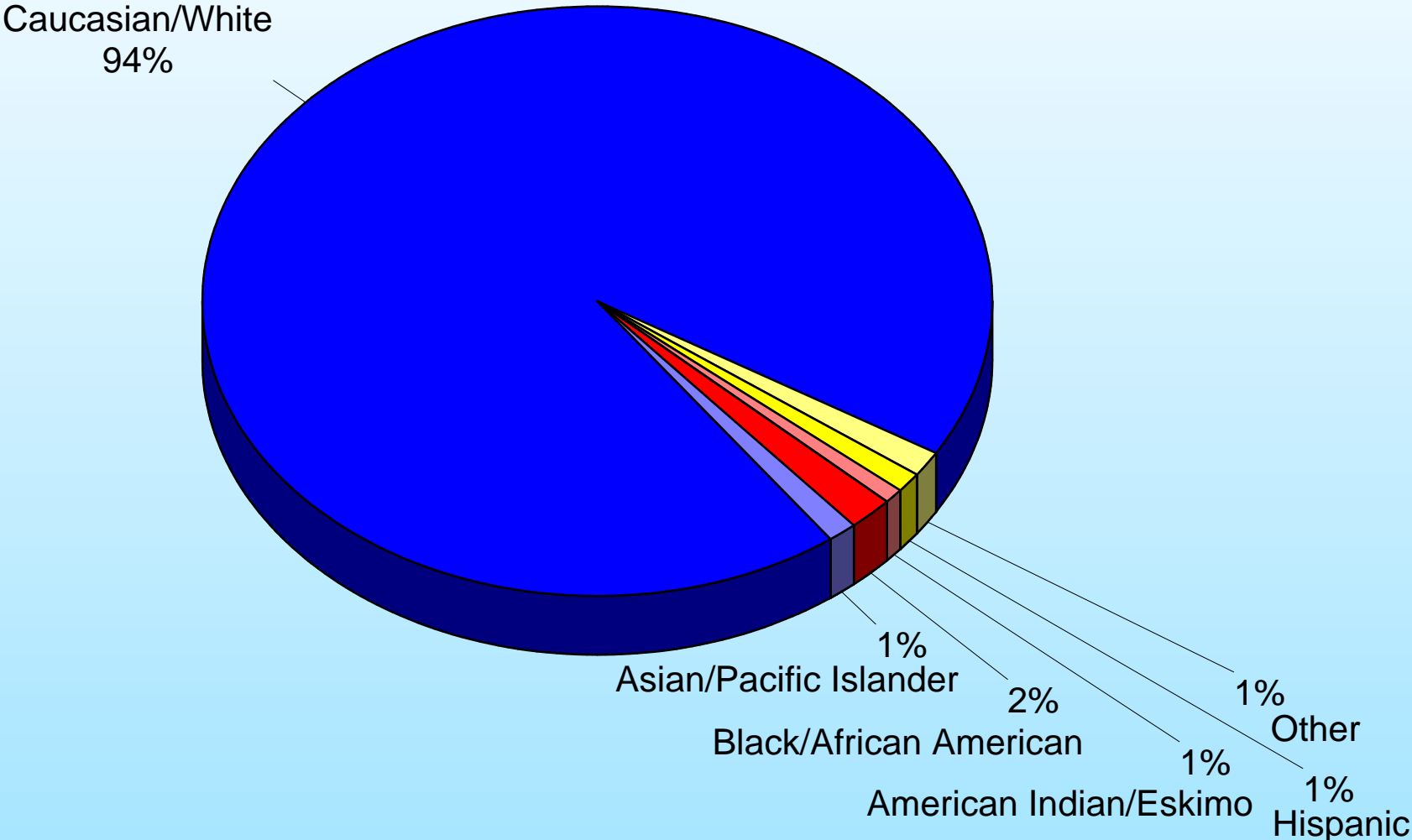
Respondent's Age

by percentage of respondents surveyed



Respondent's Ethnicity

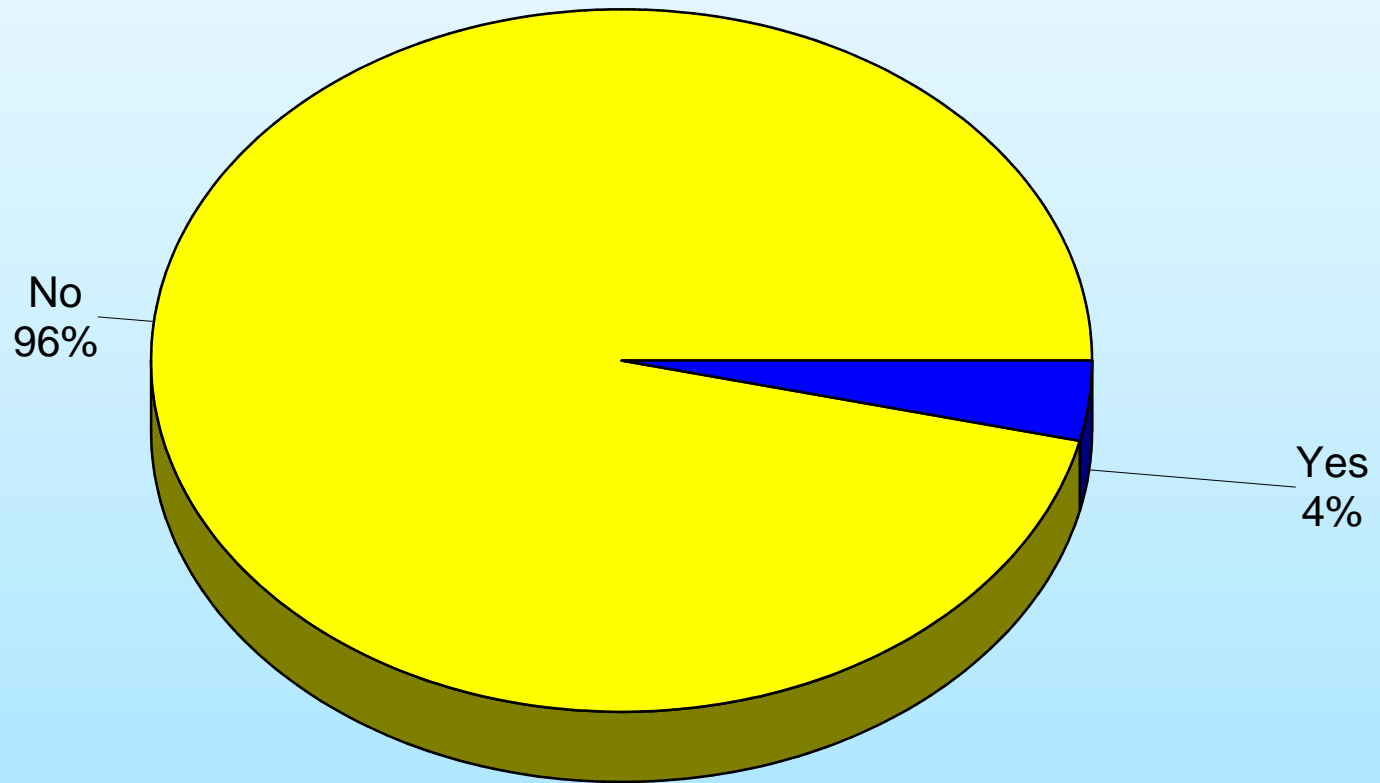
by percentage of respondents surveyed



Source: ETC Institute (2016 DART Transit Non-Rider Survey)

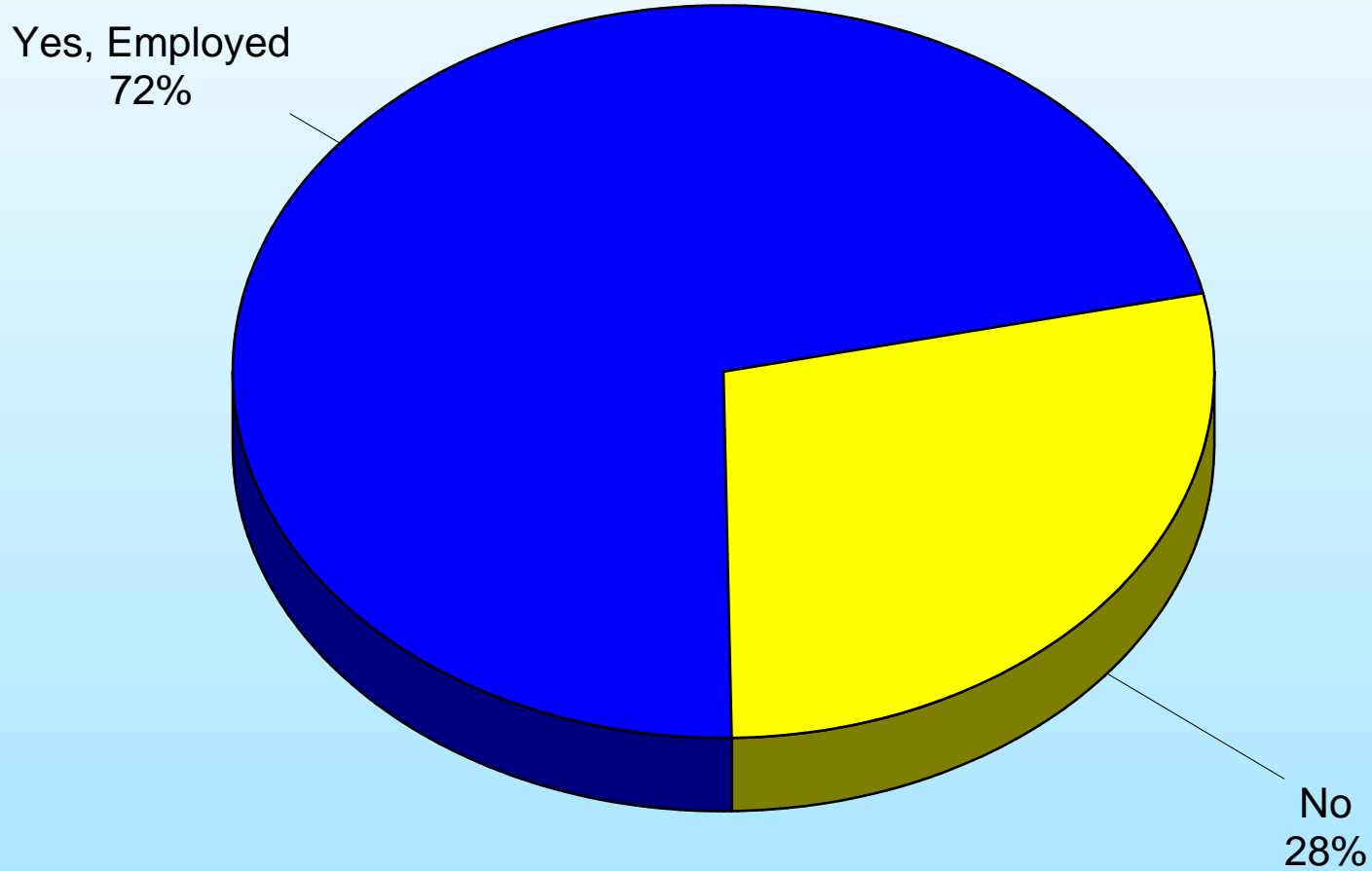
Does Respondent Have a Physical Disability That Causes Them to be Dependent on Others for Transportation

by percentage of respondents surveyed



Employment Status

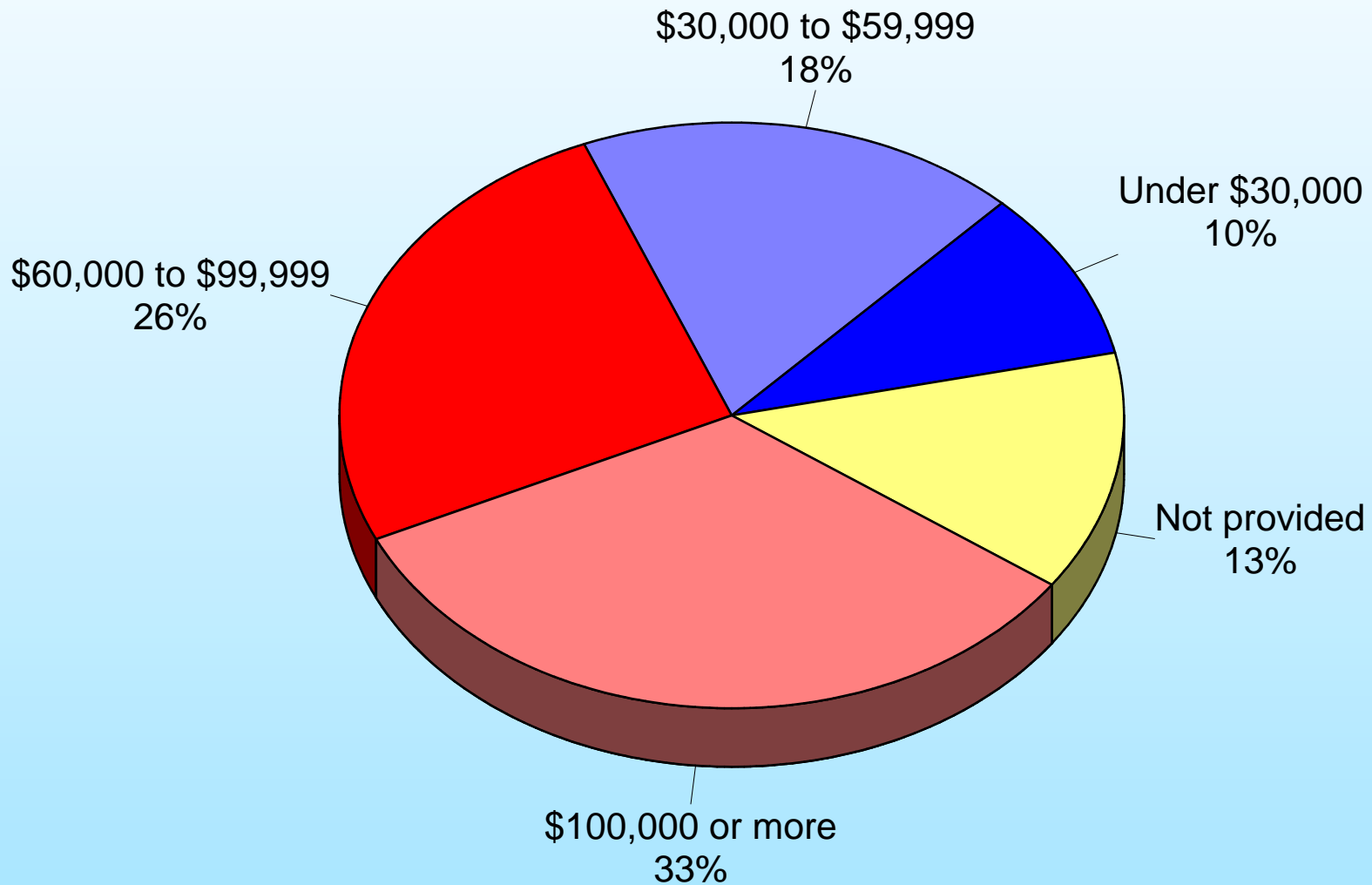
by percentage of respondents surveyed



Source: ETC Institute (2016 DART Transit Non-Rider Survey)

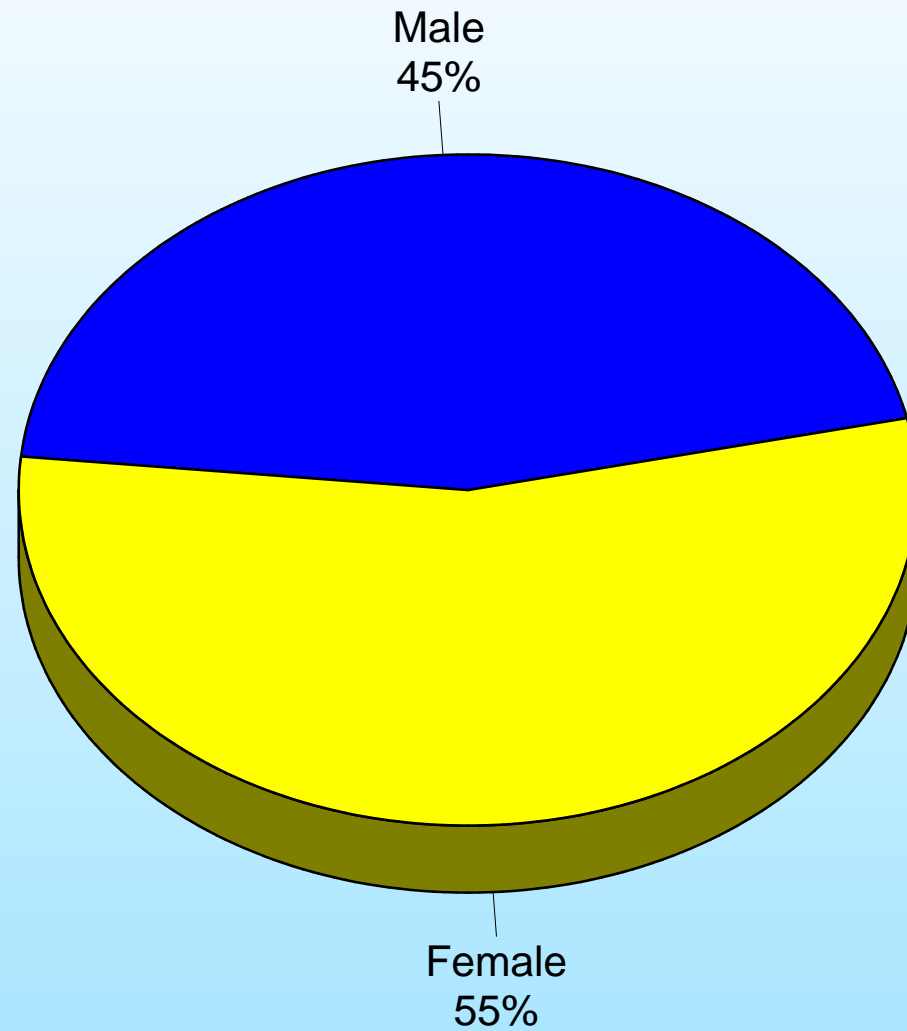
Annual Household Income

by percentage of respondents surveyed



Gender

by percentage of respondents surveyed



Prior to Receiving this Survey Was Respondent Familiar with the Public Transit Services Offered by DART

by percentage of respondents surveyed



Section 2:

Tabular Data
Overall Results

DART Transit Non-Rider Survey

Q1. How likely are you to vote in the next municipal election?

	Percentage
Very Likely	57.34%
Somewhat Likely	22.05%
Not Sure	7.47%
Somewhat Unlikely	6.16%
Very Unlikely	6.99%
Total	100.00%

Q2. Are you registered to vote at your current address?

	Percentage
No	3.65%
Yes	96.35%
Total	100.00%

Q3. Do you feel DART's service is a valuable service to the community?

	Percentage
No	5.59%
Yes	80.87%
Don't Know	13.54%
Total	100.00%

Q3. Do you feel DART's service is a valuable service to the community?

Excluding "Don't know"	Percentage
No	6.47%
Yes	93.53%
Total	100.00%

Q4. Overall, how would you rate DART's services?

	Percentage
Excellent	5.19%
Good	20.44%
Average	9.08%
Poor, needs to be expanded	7.60%
Don't know	57.69%
Total	100.00%

Q4. Overall, how would you rate DART's services?

Excluding "Don't know"	Percentage
Excellent	12.26%
Good	48.31%
Average	21.46%
Poor, needs to be expanded	17.97%
Total	100.00%

Q5. Respondent's level of satisfaction with the following statements:**Q5.1 Public transportation takes too long compared to travel by other mode**

	Percentage
Strongly Agree	11.82%
Agree	32.11%
Neutral/Not Sure	42.82%
Disagree	11.55%
Strongly Disagree	1.70%
Total	100.00%

Q5.2 Transit service is not offered when I need to use it

	Percentage
Strongly Agree	14.08%
Agree	21.24%
Neutral/Not Sure	48.12%
Disagree	12.91%
Strongly Disagree	3.65%
Total	100.00%

Q5.3 Transit service is not offered near my home

	Percentage
Strongly Agree	23.88%
Agree	21.10%
Neutral/Not Sure	23.92%
Disagree	20.18%
Strongly Disagree	10.92%
Total	100.00%

Q5.4 Transit service does not take me to where I need to go

	Percentage
Strongly Agree	15.73%
Agree	19.61%
Neutral/Not Sure	46.96%
Disagree	13.49%
Strongly Disagree	4.21%
Total	100.00%

Q5.5 Information about transit service is difficult to understand

	Percentage
Strongly Agree	6.01%
Agree	16.06%
Neutral/Not Sure	48.27%
Disagree	22.45%
Strongly Disagree	7.21%
Total	100.00%

Q5. Respondent's level of satisfaction with the following statements:**Q5.6 Buses are not on time**

	Percentage
Strongly Agree	1.10%
Agree	3.55%
Neutral/Not Sure	71.27%
Disagree	19.02%
Strongly Disagree	5.06%
Total	100.00%

Q5.7 Buses are not reliable

	Percentage
Strongly Agree	1.04%
Agree	2.88%
Neutral/Not Sure	61.23%
Disagree	27.24%
Strongly Disagree	7.60%
Total	100.00%

Q5.8 I have too many places I need to go during the day to use public transportation

	Percentage
Strongly Agree	22.06%
Agree	32.84%
Neutral/Not Sure	24.07%
Disagree	16.98%
Strongly Disagree	4.06%
Total	100.00%

Q5.9 I do not feel safe on the bus

	Percentage
Strongly Agree	2.26%
Agree	5.15%
Neutral/Not Sure	38.47%
Disagree	35.44%
Strongly Disagree	18.68%
Total	100.00%

Q5.10 I do not feel safe waiting at bus stops

	Percentage
Strongly Agree	3.47%
Agree	8.78%
Neutral/Not Sure	40.28%
Disagree	32.32%
Strongly Disagree	15.15%
Total	100.00%

Q5. Respondent's level of satisfaction with the following statements:**Q5.11 Riding the bus is too expensive**

	Percentage
Strongly Agree	1.74%
Agree	4.26%
Neutral/Not Sure	49.18%
Disagree	31.06%
Strongly Disagree	13.76%
Total	100.00%

Q5.12 I prefer to drive rather than use public transportation

	Percentage
Strongly Agree	37.90%
Agree	38.13%
Neutral/Not Sure	16.11%
Disagree	5.19%
Strongly Disagree	2.68%
Total	100.00%

Q5.13 Public transportation is important for a thriving community

	Percentage
Strongly Agree	49.20%
Agree	35.28%
Neutral/Not Sure	10.18%
Disagree	2.46%
Strongly Disagree	2.88%
Total	100.00%

Q6. Top three reasons why respondent is not using public transportation services:**Q6. Top choice why respondent is not using public transportation services**

	Percentage
Public transportation takes too long compared to travel by other mode	8.85%
Transit service is not offered when I need to use it	6.54%
Transit service is not offered near my home	18.59%
Transit service does not take me to where I need to go	8.48%
Information about transit service is difficult to understand	1.72%
Buses are not on time	0.28%
Buses are not reliable	0.23%
I have too many places I need to go during the day to use public transportation	17.62%
I do not feel safe on the bus	0.60%
I do not feel safe waiting at bus stops	0.42%
Riding the bus is too expensive	0.56%
I prefer to drive rather than use public transportation	32.04%
Public transportation is important for a thriving community	0.79%
None	3.29%
Total	100.00%

Q6. Second choice why respondent is not using public transportation services

	Percentage
Public transportation takes too long compared to travel by other mode	12.11%
Transit service is not offered when I need to use it	11.58%
Transit service is not offered near my home	12.00%
Transit service does not take me to where I need to go	13.27%
Information about transit service is difficult to understand	3.33%
Buses are not on time	1.00%
Buses are not reliable	0.48%
I have too many places I need to go during the day to use public transportation	24.22%
I do not feel safe on the bus	1.16%
I do not feel safe waiting at bus stops	2.17%
Riding the bus is too expensive	0.63%
I prefer to drive rather than use public transportation	16.08%
Public transportation is important for a thriving community	1.96%
Total	100.00%

Q6. Top three reasons why respondent is not using public transportation services:**Q6. Third choice why respondent is not using public transportation services**

	Percentage
Public transportation takes too long compared to travel by other mode	17.80%
Transit service is not offered when I need to use it	10.32%
Transit service is not offered near my home	9.89%
Transit service does not take me to where I need to go	15.02%
Information about transit service is difficult to understand	5.87%
Buses are not on time	0.56%
Buses are not reliable	0.74%
I have too many places I need to go during the day to use public transportation	13.66%
I do not feel safe on the bus	1.55%
I do not feel safe waiting at bus stops	2.16%
Riding the bus is too expensive	2.22%
I prefer to drive rather than use public transportation	15.45%
Public transportation is important for a thriving community	4.76%
Total	100.00%

Q7. How likely respondent would be to begin using public transportation if:**Q7.1 The cost of parking increases at the place you work or at places you visit frequently**

	Percentage
Very Likely	6.73%
Likely	20.01%
Not Sure	24.26%
Not Likely	23.13%
Very Unlikely	25.87%
Total	100.00%

Q7.2 The time it takes to get to your destination by car increases due to traffic congestion

	Percentage
Very Likely	8.84%
Likely	32.56%
Not Sure	23.29%
Not Likely	20.08%
Very Unlikely	15.23%
Total	100.00%

Q7.3 Transit stops are located closer to your home

	Percentage
Very Likely	16.99%
Likely	34.22%
Not Sure	22.18%
Not Likely	13.43%
Very Unlikely	13.19%
Total	100.00%

Q7. How likely respondent would be to begin using public transportation if:**Q7.4 Transit stops are located closer to the place you work or visit frequently**

	Percentage
Very Likely	17.57%
Likely	34.36%
Not Sure	22.04%
Not Likely	13.09%
Very Unlikely	12.94%
Total	100.00%

Q7.5 Buses are scheduled to arrive at stops more frequently

	Percentage
Very Likely	13.33%
Likely	32.30%
Not Sure	31.03%
Not Likely	12.25%
Very Unlikely	11.08%
Total	100.00%

Q7.6 Service were offered earlier or later on existing routes

	Percentage
Very Likely	11.02%
Likely	22.99%
Not Sure	37.79%
Not Likely	15.44%
Very Unlikely	12.76%
Total	100.00%

Q7.7 Your employer provided incentives to use public transportation services

	Percentage
Very Likely	18.58%
Likely	28.64%
Not Sure	24.26%
Not Likely	13.01%
Very Unlikely	15.51%
Total	100.00%

Q7.8 Better timed transfers between services

	Percentage
Very Likely	10.21%
Likely	23.95%
Not Sure	42.09%
Not Likely	12.08%
Very Unlikely	11.67%
Total	100.00%

Q7. How likely respondent would be to begin using public transportation if:**Q7.9 If it cost less to ride transit**

	Percentage
Very Likely	10.55%
Likely	25.18%
Not Sure	34.37%
Not Likely	16.28%
Very Unlikely	13.62%
Total	100.00%

Q7.10 If DART provided faster service

	Percentage
Very Likely	11.87%
Likely	31.19%
Not Sure	35.21%
Not Likely	10.11%
Very Unlikely	11.62%
Total	100.00%

Q7.11 If shelters were located at bus stops where you would board/alight at

	Percentage
Very Likely	14.36%
Likely	32.07%
Not Sure	29.03%
Not Likely	12.12%
Very Unlikely	12.42%
Total	100.00%

Q8. Top three reasons respondent would begin using public transportation services**Q8. Top choice why respondent would begin using public transportation services**

	Percentage
The cost of parking increases at the place you work or at places you visit frequently	8.66%
The time it takes to get to your destination by car increases due to traffic congestion	14.36%
Transit stops are located closer to your home	27.65%
Transit stops are located closer to the place you work or visit frequently	9.68%
Buses are scheduled to arrive at stops more frequently	4.90%
Service were offered earlier or later on existing routes	2.90%
Your employer provided incentives to use public transportation services	8.98%
Better timed transfers between services	1.18%
If it cost less to ride transit	3.23%
If DART provided faster service	3.34%
If shelters were located at bus stops were you would board/alight at	3.01%
None	12.10%
Total	100.00%

Q8. Top three reasons respondent would begin using public transportation services**Q8. Second choice why respondent would begin using public transportation services**

	Percentage
The cost of parking increases at the place you work or at places you visit frequently	5.44%
The time it takes to get to your destination by car increases due to traffic congestion	12.17%
Transit stops are located closer to your home	14.05%
Transit stops are located closer to the place you work or visit frequently	22.91%
Buses are scheduled to arrive at stops more frequently	10.55%
Service were offered earlier or later on existing routes	6.47%
Your employer provided incentives to use public transportation services	7.77%
Better timed transfers between services	3.30%
If it cost less to ride transit	5.31%
If DART provided faster service	5.37%
If shelters were located at bus stops were you would board/alight at	6.67%
Total	100.00%

Q8. Third choice why respondent would begin using public transportation services

	Percentage
The cost of parking increases at the place you work or at places you visit frequently	4.54%
The time it takes to get to your destination by car increases due to traffic congestion	9.15%
Transit stops are located closer to your home	8.72%
Transit stops are located closer to the place you work or visit frequently	9.94%
Buses are scheduled to arrive at stops more frequently	11.74%
Service were offered earlier or later on existing routes	8.65%
Your employer provided incentives to use public transportation services	10.52%
Better timed transfers between services	6.05%
If it cost less to ride transit	7.56%
If DART provided faster service	9.87%
If shelters were located at bus stops were you would board/alight at	13.26%
Total	100.00%

Q9. What is the minimum level of service frequency that would encourage you to use public transit at least once a week?

	Percentage
Less than 10 minutes	8.71%
Between 10 to 15 minutes	23.39%
Between 15 to 20 minutes	16.61%
Between 20 to 30 minutes	13.67%
Between 30 to 45 minutes	3.49%
Between 45 to 60 minutes	2.18%
Would not use bus service	31.95%
Total	100.00%

Q10. For what trip purposes would you be interested in using DART services?

Multiple responses allowed	Percentage
Work related trip	38.48%
School (K-12)	3.92%
College/University	3.87%
Medical	13.43%
Grocery shopping	10.98%
Other shopping related trips	18.42%
Personal/recreational	30.22%
Would not use bus service	35.99%
Other	3.14%

Q11. Most common trip purpose from Q10

Multiple responses allowed	Percentage
College/University	0.96%
Grocery shopping	5.46%
Medical	3.77%
Other shopping related trips	6.34%
Personal/recreational	15.89%
School (K-12)	1.28%
Work related trip	41.65%
Would not use bus service	22.95%
Other	1.69%
Total	100.00%

Q12. During what times of day would you be most interested in using bus service?

Multiple responses allowed	Percentage
5:00 AM - 9:00 AM	38.40%
9:00 AM - 12:00 PM	16.49%
12:00 PM - 3:00 PM	13.78%
3:00 PM - 7:00 PM	39.22%
7:00 PM - 10:00 PM	11.24%
10:00 PM - 5:00 AM	5.29%
Would not use bus service	38.74%

Q13. During what days of the week would you be most interested in using bus service?

Multiple responses allowed	Percentage
Monday	43.95%
Tuesday	44.98%
Wednesday	45.63%
Thursday	44.86%
Friday	46.02%
Saturday	19.54%
Sunday	11.88%
Would not use bus service	41.46%

Q14. How likely respondent would be to use the following types of transportation**Q14.1 High speed, rapid bus service that has separate lanes and priority at traffic lights**

	Percentage
Very Likely	19.62%
Likely	26.47%
Not Sure	27.06%
Not Likely	10.99%
Very Unlikely	15.87%
Total	100.00%

Q14.2 On-demand bus technology that operates in a similar manner to Uber and Lync

	Percentage
Very Likely	17.29%
Likely	27.67%
Not Sure	29.68%
Not Likely	11.17%
Very Unlikely	14.20%
Total	100.00%

Q14.3 Door-to-door shuttle service for seniors or persons with disabilities

	Percentage
Very Likely	17.39%
Likely	22.65%
Not Sure	23.76%
Not Likely	13.30%
Very Unlikely	22.90%
Total	100.00%

Q14.4 Park and ride services where you park your car & then take an express bus

	Percentage
Very Likely	12.67%
Likely	27.81%
Not Sure	24.26%
Not Likely	16.07%
Very Unlikely	19.18%
Total	100.00%

Q14.5 Bus service that operates on fixed routes in the area where you live

	Percentage
Very Likely	12.18%
Likely	26.29%
Not Sure	31.46%
Not Likely	14.41%
Very Unlikely	15.66%
Total	100.00%

Q14. How likely respondent would be to use the following types of transportation**Q14.6 Vanpool service, which would involve having people who work at the same place share a van provided by their employer**

	Percentage
Very Likely	7.00%
Likely	14.93%
Not Sure	26.36%
Not Likely	22.25%
Very Unlikely	29.45%
Total	100.00%

Q14.7 Light Rail Train Service

	Percentage
Very Likely	24.86%
Likely	25.46%
Not Sure	24.56%
Not Likely	8.06%
Very Unlikely	17.06%
Total	100.00%

Q15. How important respondent believes the following purposes are:**Q15.1 Serving low-income, disabled, or senior populations with few other transportation options**

	Percentage
Very Important	81.23%
Somewhat Important	15.78%
Not Important	3.00%
Total	100.00%

Q15.2 Providing an alternative to congested roadways

	Percentage
Very Important	55.77%
Somewhat Important	36.63%
Not Important	7.61%
Total	100.00%

Q15.3 Providing fast, frequent, reliable service on key corridors

	Percentage
Very Important	62.43%
Somewhat Important	32.19%
Not Important	5.38%
Total	100.00%

Q15. How important respondent believes the following purposes are:**Q15.4 Making it easier to get to/from transit (better sidewalks, stops, etc.)**

	Percentage
Very Important	50.55%
Somewhat Important	40.46%
Not Important	8.99%
Total	100.00%

Q15.5 Helping to create an environmentally friendly, sustainable city not dependent on car travel

	Percentage
Very Important	53.95%
Somewhat Important	32.97%
Not Important	13.08%
Total	100.00%

Q15.6 Expanding DART's service area

	Percentage
Very Important	47.82%
Somewhat Important	39.60%
Not Important	12.58%
Total	100.00%

Q15.7 Supporting economic development and access to jobs

	Percentage
Very Important	57.22%
Somewhat Important	34.35%
Not Important	8.43%
Total	100.00%

Q16. Overall, how would you rate the impression you have of DART?

	Percentage
Excellent	8.21%
Good	41.72%
Average	22.40%
Poor	5.09%
Don't know	22.58%
Total	100.00%

Q16. Overall, how would you rate the impression you have of DART?

Excluding "Don't know"	Percentage
Excellent	10.61%
Good	53.88%
Average	28.93%
Poor	6.58%
Total	100.00%

Q17. Overall, how important do you think it is for the region to support and fund public transportation

	Percentage
Very important	51.32%
Somewhat important	30.50%
Not sure	11.55%
Not important	6.62%
Total	100.00%

Q18. How do you think the current level of funding for public transportation (e.g. bus) in the region should change over the next five years?

	Percentage
Should be reduced	7.30%
Should stay the same	23.37%
Should be somewhat greater than it is now	49.92%
Should be much greater than it is now	19.41%
Total	100.00%

Q19. Rating importance of the following transportation investments**Q19.1 Widening existing roads**

	Percentage
Most Important	22.58%
Somewhat Important	36.69%
Neutral/ Not sure	26.07%
Not Important	10.15%
Not Important at All	4.52%
Total	100.00%

Q19.2 Building new roads

	Percentage
Most Important	14.52%
Somewhat Important	32.63%
Neutral/ Not sure	33.43%
Not Important	13.72%
Not Important at All	5.70%
Total	100.00%

Q19.3 Improving public transit

	Percentage
Most Important	31.97%
Somewhat Important	40.81%
Neutral/ Not sure	19.82%
Not Important	4.28%
Not Important at All	3.12%
Total	100.00%

Q19. Rating importance of the following transportation investments**Q19.4 Improving the bicycle network**

	Percentage
Most Important	18.08%
Somewhat Important	27.60%
Neutral/ Not sure	22.47%
Not Important	16.63%
Not Important at All	15.23%
Total	100.00%

Q19.5 Improving the sidewalk network

	Percentage
Most Important	19.87%
Somewhat Important	36.80%
Neutral/ Not sure	26.59%
Not Important	10.77%
Not Important at All	5.97%
Total	100.00%

Q19-2. Top three investments respondents believe would be most important to focus on in the region**Q19-2. Top choice of most important investment**

	Percentage
Widening Existing roads	31.68%
Building New Roads	12.09%
Improving Public Transit	36.02%
Improving the Bicycle Network	10.00%
Improving the Sidewalk Network	10.21%
Total	100.00%

Q19-2. Second choice of most important investment

	Percentage
Widening Existing roads	18.05%
Building New Roads	21.96%
Improving Public Transit	21.39%
Improving the Bicycle Network	21.00%
Improving the Sidewalk Network	17.60%
Total	100.00%

Q19-2. Third choice of most important investment

	Percentage
Widening Existing roads	16.30%
Building New Roads	14.52%
Improving Public Transit	24.03%
Improving the Bicycle Network	15.03%
Improving the Sidewalk Network	30.12%
Total	100.00%

Q20. Would you be willing to pay up to an additional \$80/per year, per household to expand public transportation in the region including more routes, faster service in key corridors, more frequency, and more times?

	Percentage
No	40.41%
Yes	26.93%
Not sure	32.66%
Total	100.00%

Q21. Would you be willing to pay up to an additional \$40/per year, per household to expand public transportation in the region including more routes, faster service in key corridors, more frequency, and more times?

	Percentage
If "no" or "not sure" to Q20.	
No	37.88%
Yes	31.15%
Not sure	30.96%
Total	100.00%

Q22. How strongly respondents support the following funding sources used to grow public transit infrastructure:

Q22.1 Vehicle Registration Fee: Add a \$20 annual fee to each car's registration fee in the areas serviced by DART

	Percentage
Strongly Support	11.88%
Somewhat Support	21.69%
Neutral/ Not sure	14.46%
Somewhat Do NOT Support	13.17%
Strongly Do NOT Support	38.81%
Total	100.00%

Q22.2 Sales Tax: Add 1/2 cent sales tax in Dallas and Polk County

	Percentage
Strongly Support	12.01%
Somewhat Support	22.54%
Neutral/ Not sure	16.67%
Somewhat Do NOT Support	13.63%
Strongly Do NOT Support	35.15%
Total	100.00%

Q22. How strongly respondents support the following funding sources used to grow public transit infrastructure:

Q22.3 Property Tax: Add up to 85 cents/\$1000 of taxable valuation of houses in areas serviced by DART

	Percentage
Strongly Support	5.42%
Somewhat Support	13.58%
Neutral/ Not sure	17.01%
Somewhat Do NOT Support	16.46%
Strongly Do NOT Support	47.52%
Total	100.00%

Demographics

Q23. How many operating vehicles (cars, motorcycles, vans) do you have in your household?

Open ended response	Percentage
0	0.65%
1	19.24%
2	47.27%
3	18.81%
4	7.62%
5	2.41%
6	0.73%
7	0.43%
8	0.17%
9	0.04%
10	0.04%
11	0.04%
13	0.04%
15	0.04%
20	0.04%
Not provided	2.41%
Total	100.00%

Q24. Do you have a valid driver's license?

	Percentage
No	1.01%
Yes	98.99%
Total	100.00%

Q25. Including yourself, how many licensed drivers do you have in your household?

Open ended	Percentage
0	0.52%
1	19.93%
2	59.88%
3	12.01%
4	4.18%
5	0.73%
6	0.13%
7	0.09%
Not provided	2.54%
Total	100.00%

Q26. What is your age?

	Percentage
18-24 years	1.41%
25-34 years	10.08%
35-49 years	28.75%
50-64 years	35.98%
65+ year	23.78%
Total	100.00%

Q27. Which of the following best describes your race/ethnicity?

Multiple responses allowed	Percentage
Asian/Pacific Islander	1.21%
Black/African American	1.85%
Caucasian/White	91.82%
American Indian/Eskimo	0.82%
Hispanic	1.08%
Other	1.38%

Q28. Do you have a physical disability that causes you to be dependent on others for transportation?

	Percentage
No	96.45%
Yes	3.55%
Total	100.00%

Q29. Are you employed?

	Percentage
No	28.08%
Yes	71.92%
Total	100.00%

Q30. Would you say your total annual household income is:

	Percentage
Under \$30,000	9.59%
\$30,000 to \$59,999	18.10%
\$60,000 to \$99,999	25.80%
\$100,000 or more	33.41%
Not provided	13.09%
Total	100.00%

Q30. Would you say your total annual household income is:

Excluding "Not provided"	Percentage
Under \$30,000	11.04%
\$30,000 to \$59,999	20.83%
\$60,000 to \$99,999	29.69%
\$100,000 or more	38.44%
Total	100.00%

Q32. Your gender:

	Percentage
Female	54.85%
Male	45.15%
Total	100.00%

Q33. Prior to receiving this survey, were you familiar with the public transit services offered by DART (the Des Moines Area Regional Transit Authority)?

	Percentage
No	21.53%
Yes	78.47%
Total	100.00%

Section 3:

***Crosstabular Data
By Zone***

Q12. During what times of day would you be most interested in using bus service?

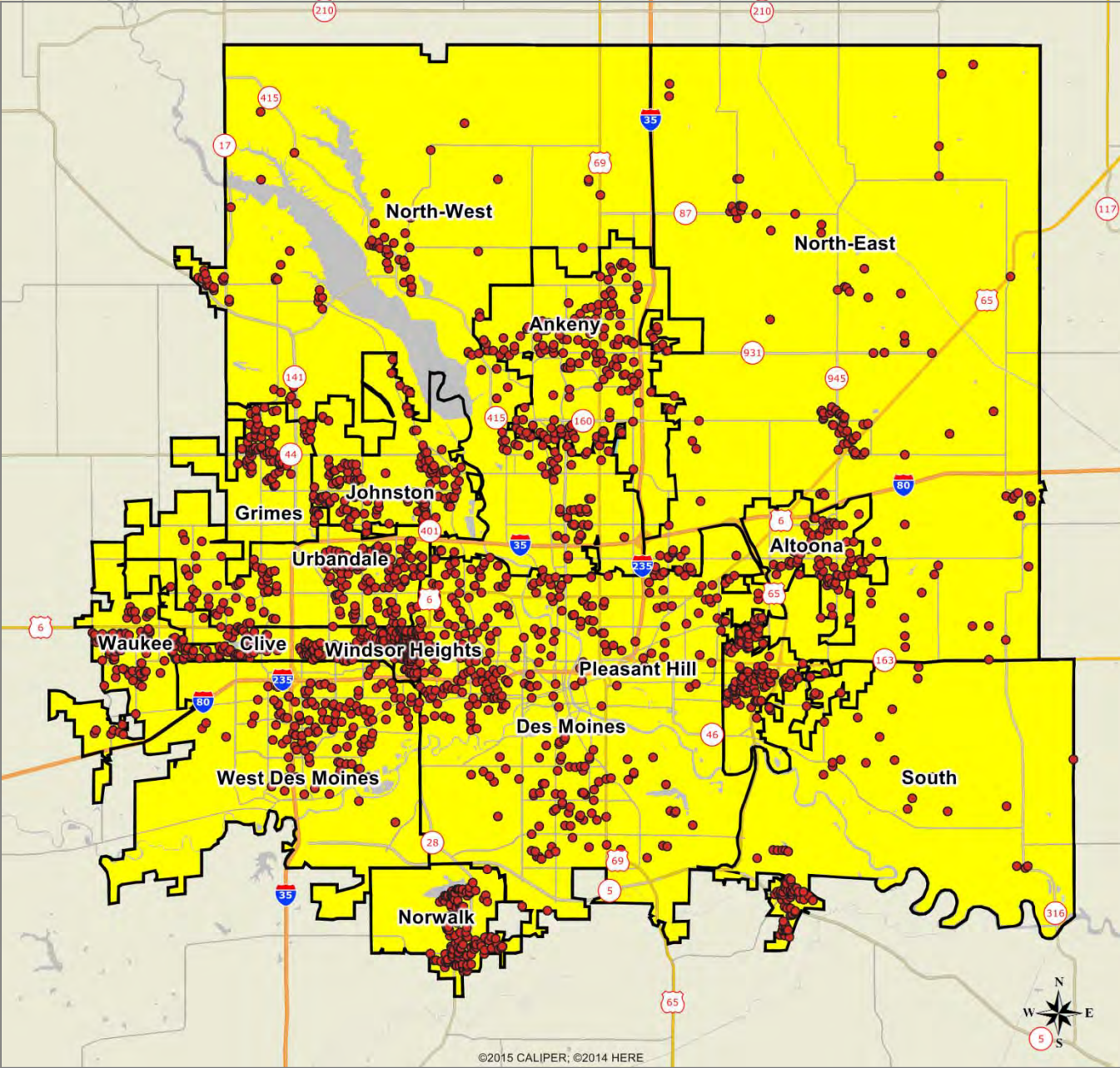
Multiple responses allowed	Des										North-		Pleasant	Windsor		West Des	Total
	Ankeny	Altoona	Clive	Moines	Grimes	Johnston	North-East	West	Norwalk	Hill	South	Urbandale	Waukee	Heights	Moines		
5:00 AM - 9:00 AM	41.98%	39.81%	34.86%	40.06%	39.29%	34.21%	25.69%	41.73%	46.76%	33.80%	29.73%	36.56%	52.34%	44.14%	32.05%	38.40%	
9:00 AM - 12:00 PM	16.04%	10.19%	14.68%	18.75%	14.29%	14.47%	18.06%	19.69%	20.14%	17.61%	18.92%	13.44%	14.06%	18.62%	14.74%	16.49%	
12:00 PM - 3:00 PM	15.09%	9.26%	9.17%	17.05%	6.25%	8.55%	16.67%	18.90%	17.27%	18.31%	18.02%	10.22%	8.59%	11.03%	15.38%	13.78%	
3:00 PM - 7:00 PM	41.04%	34.26%	33.03%	41.19%	40.18%	34.87%	32.64%	42.52%	53.96%	35.92%	33.33%	34.95%	51.56%	44.83%	30.77%	39.22%	
7:00 PM - 10:00 PM	11.32%	7.41%	11.01%	16.76%	8.93%	5.92%	9.03%	11.02%	12.95%	14.08%	8.11%	10.22%	9.38%	11.72%	10.90%	11.24%	
10:00 PM - 5:00 AM	5.66%	8.33%	1.83%	11.65%	3.57%	3.95%	2.08%	4.72%	3.60%	3.52%	6.31%	1.61%	5.47%	4.83%	3.85%	5.29%	
Would not use bus service	34.91%	39.81%	41.28%	33.52%	43.75%	50.00%	46.53%	34.65%	26.62%	42.96%	47.75%	43.55%	28.91%	35.17%	41.03%	38.74%	

Q13. During what days of the week would you be most interested in using bus service?

Multiple responses allowed	Des										North-		Pleasant	Windsor		West Des	Total
	Ankeny	Altoona	Clive	Moines	Grimes	Johnston	North-East	West	Norwalk	Hill	South	Urbandale	Waukee	Heights	Moines		
Monday	45.28%	40.74%	38.53%	46.02%	44.64%	36.18%	40.28%	47.24%	56.12%	40.85%	36.04%	41.40%	53.13%	46.21%	42.31%	43.95%	
Tuesday	47.64%	43.52%	37.61%	44.89%	48.21%	38.16%	40.97%	51.18%	55.40%	42.25%	35.14%	43.55%	53.13%	46.21%	44.87%	44.98%	
Wednesday	46.70%	41.67%	36.70%	47.73%	48.21%	38.16%	41.67%	52.76%	57.55%	40.85%	37.84%	43.01%	53.91%	51.03%	42.31%	45.63%	
Thursday	47.17%	40.74%	39.45%	47.16%	43.75%	40.79%	40.97%	52.76%	55.40%	38.03%	36.04%	40.86%	51.56%	46.21%	46.15%	44.86%	
Friday	49.53%	42.59%	41.28%	50.85%	41.07%	36.18%	39.58%	55.91%	59.71%	40.85%	38.74%	39.78%	54.69%	50.34%	41.03%	46.02%	
Saturday	19.81%	17.59%	14.68%	25.57%	16.07%	16.45%	20.14%	18.90%	20.14%	21.13%	19.82%	17.20%	19.53%	20.69%	15.38%	19.54%	
Sunday	11.79%	11.11%	8.26%	18.47%	9.82%	7.24%	15.28%	10.24%	10.79%	14.79%	12.61%	6.45%	10.94%	12.41%	8.97%	11.88%	
Would not use bus service	38.68%	41.67%	45.87%	37.78%	42.86%	51.97%	46.53%	35.43%	28.06%	45.07%	52.25%	44.09%	32.81%	39.31%	46.15%	41.46%	

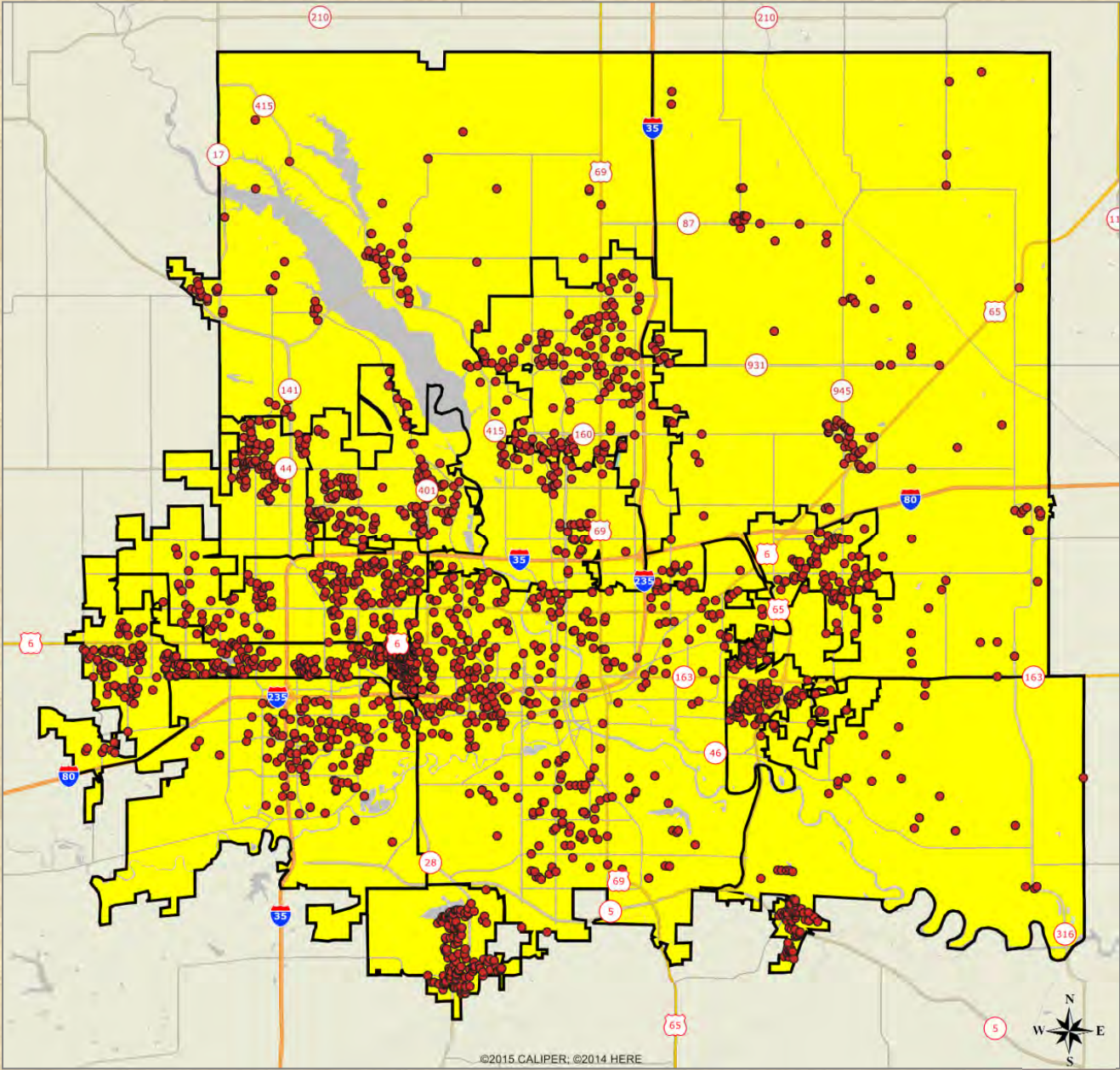
Section 4:
GIS Maps

Location of Survey Respondents



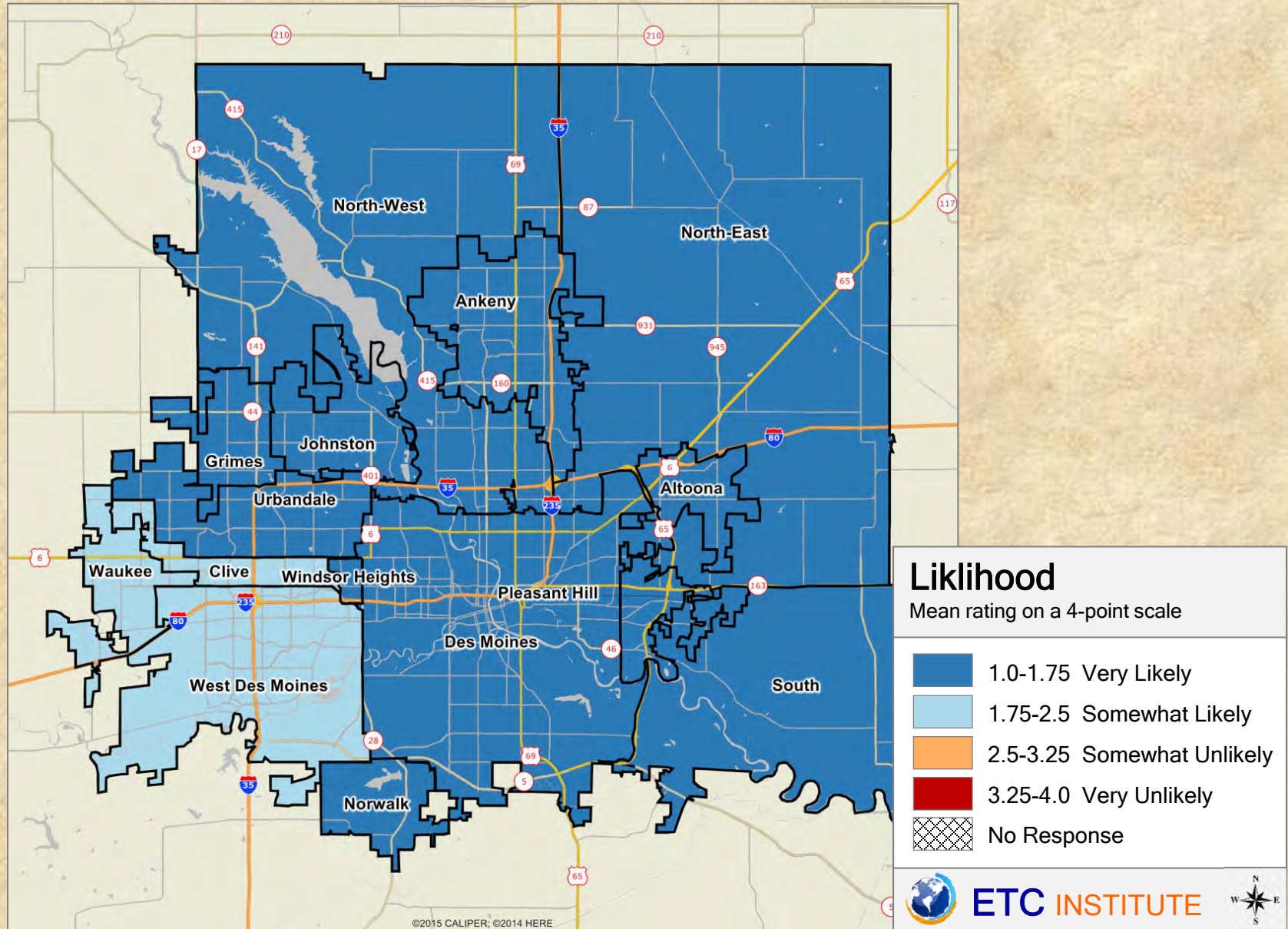
2016 DART Transit Non-Rider Survey

Location of Survey Respondents



2016 DART Transit Non-Rider Survey

Q1 How Likely Respondent is to Vote in the Next Municipal Election



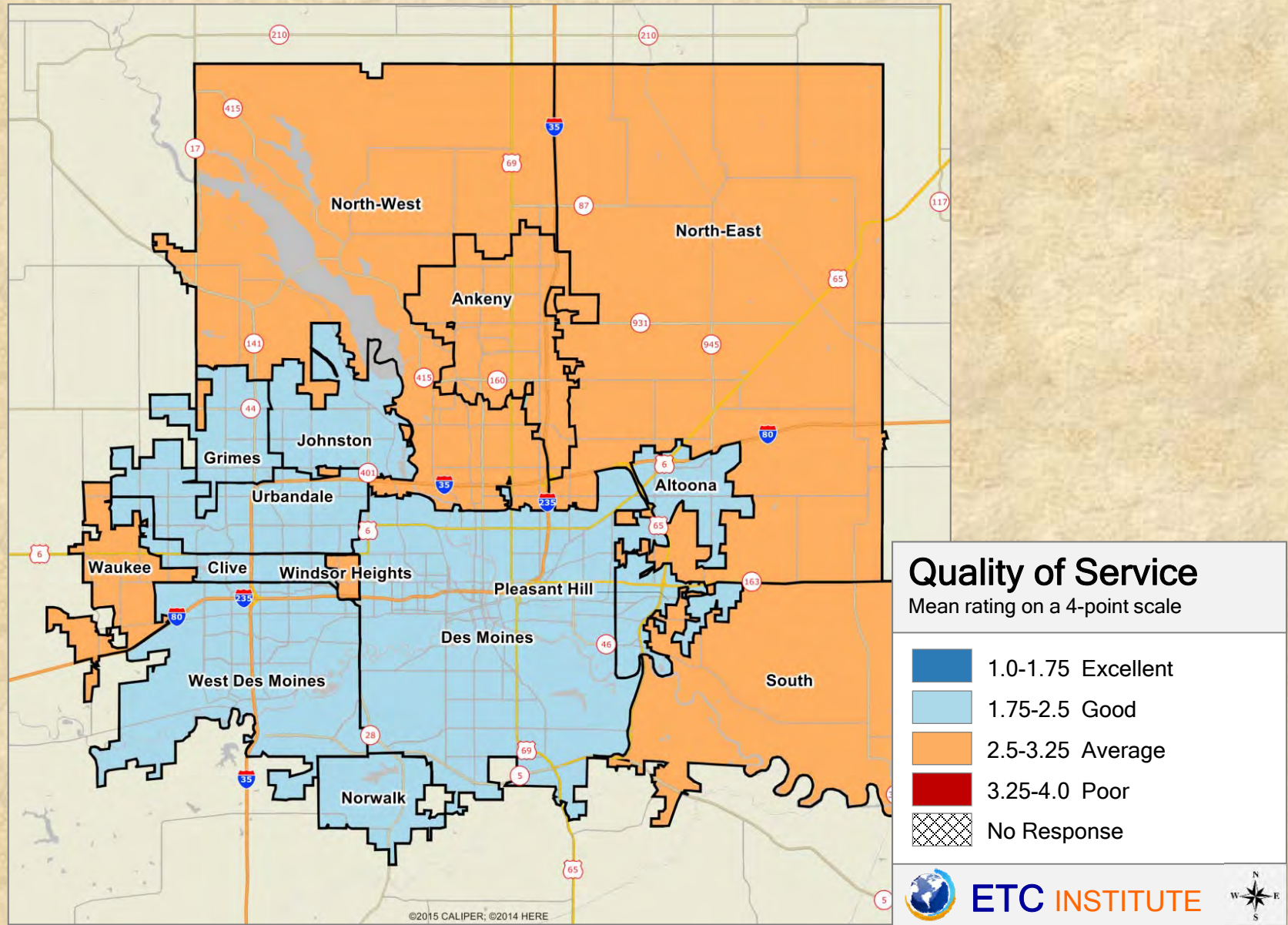
2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

©2015 CALIPER; ©2014 HERE



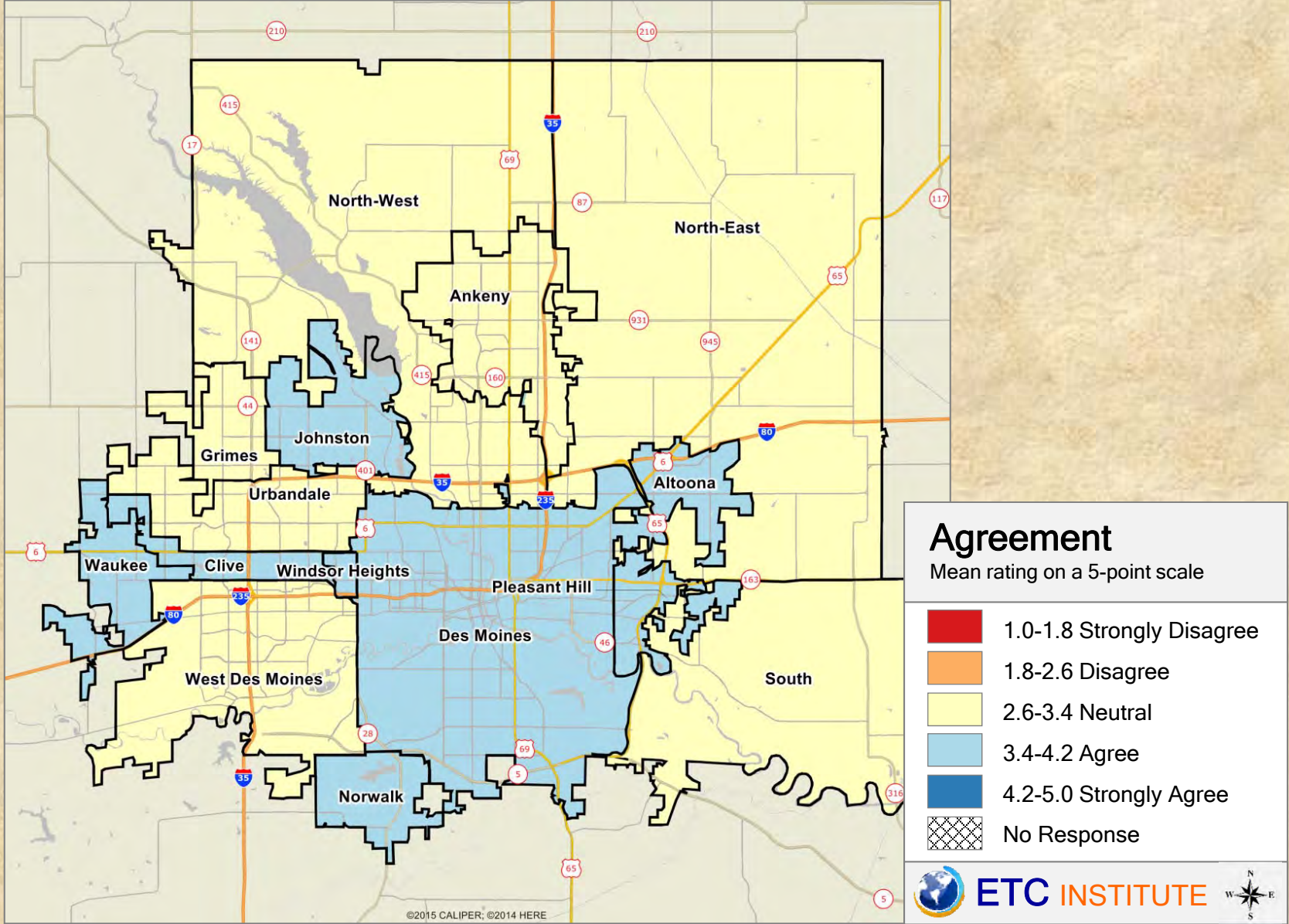
Q4. How Respondent's Rate Overall DART Services



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

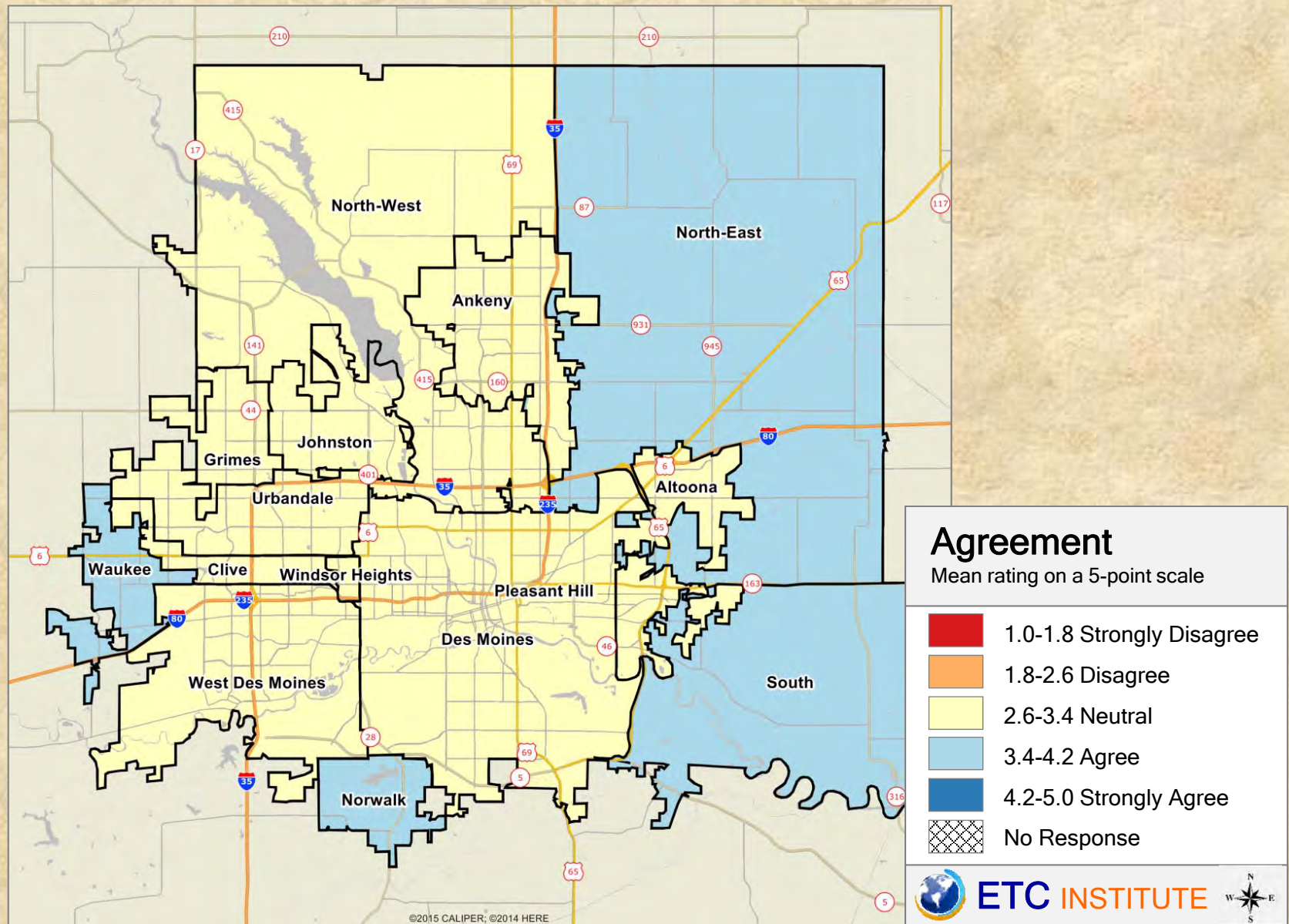
Q5.1 Respondent's Level of Agreement With: Public transportation takes too long compared to travel by other mode



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

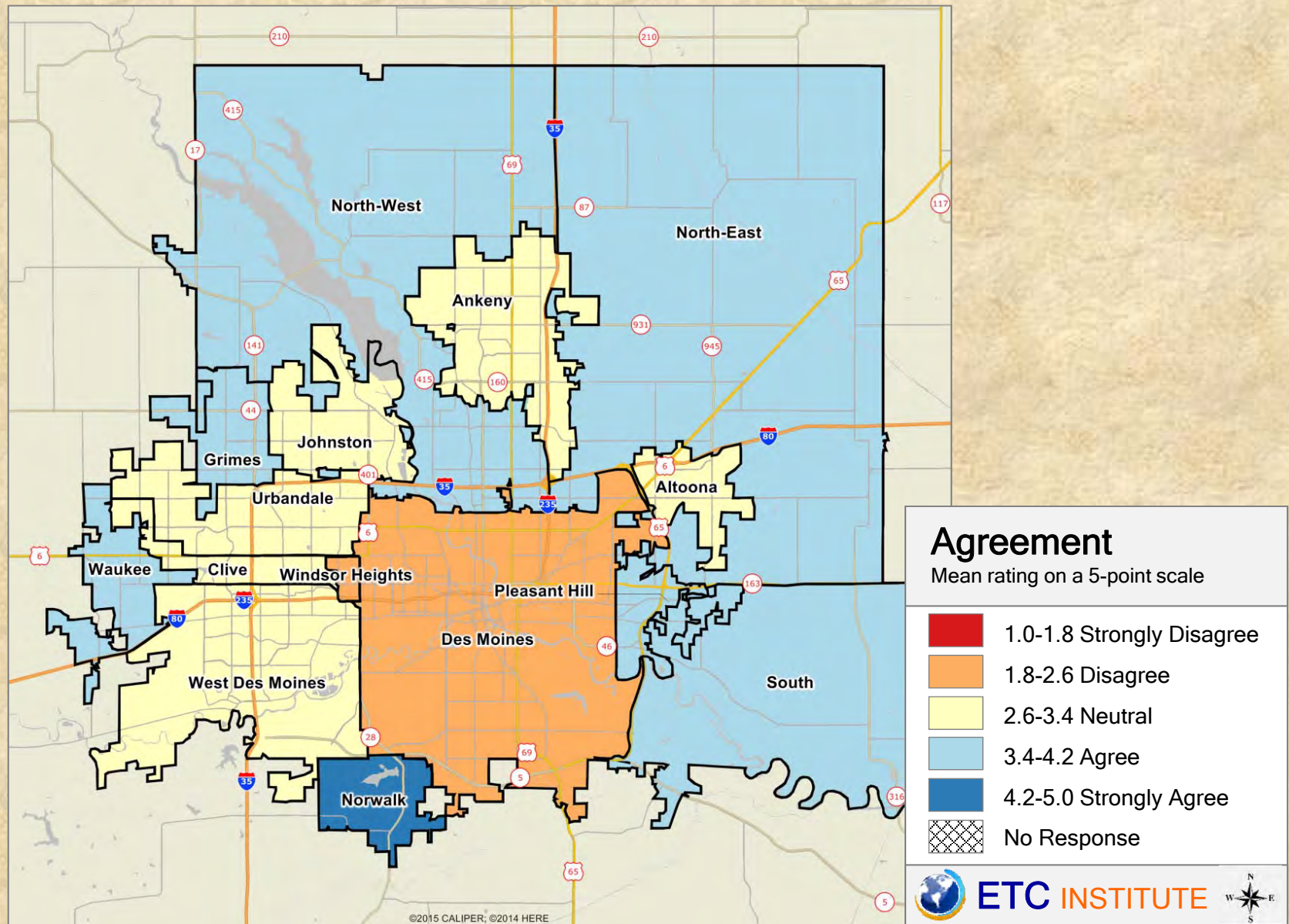
Q5.2 Respondent's Level of Agreement With: Transit service is not offered when I need to use it



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

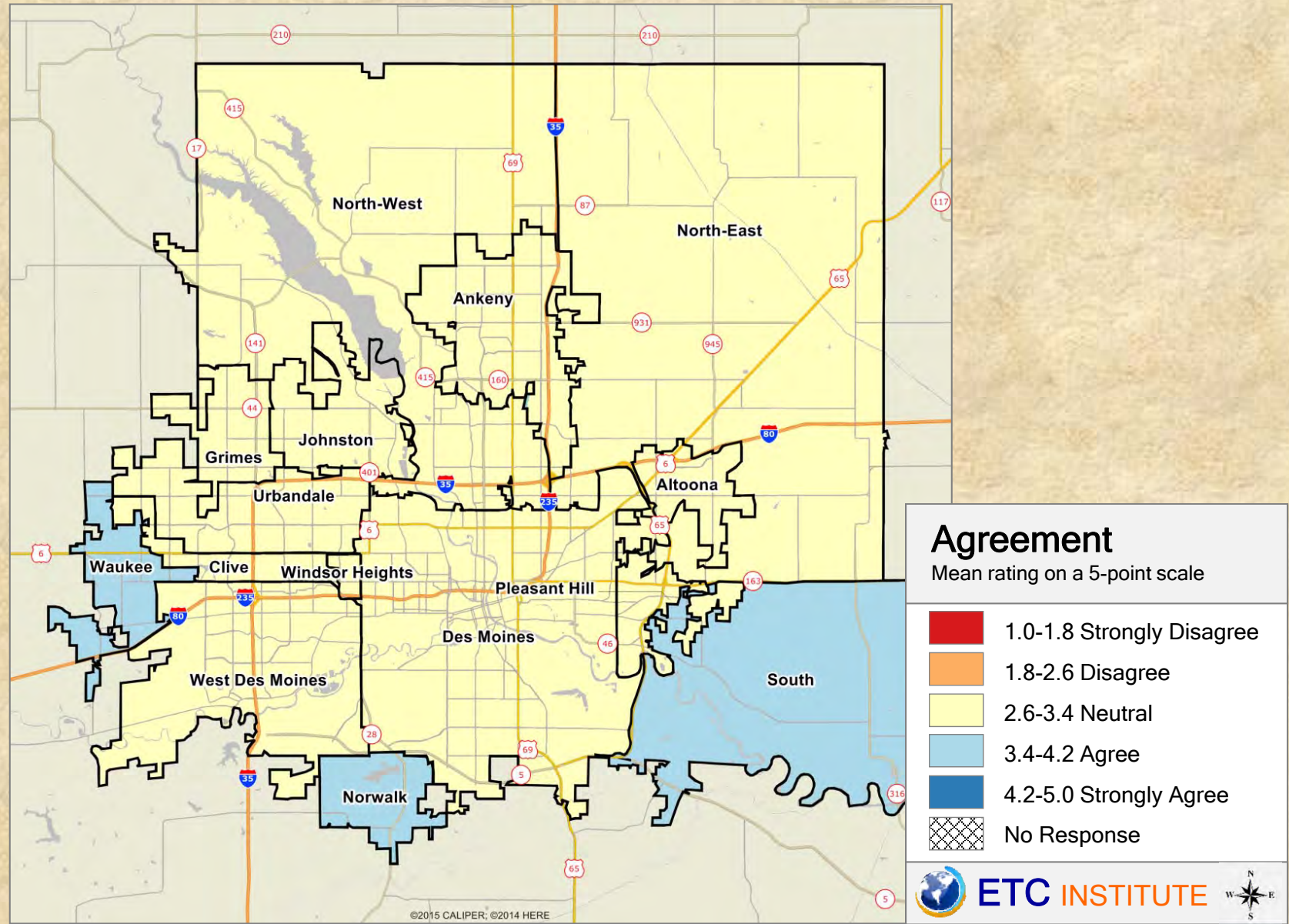
Q5.3 Respondent's Level of Agreement With: Transit service is not offered near my home



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

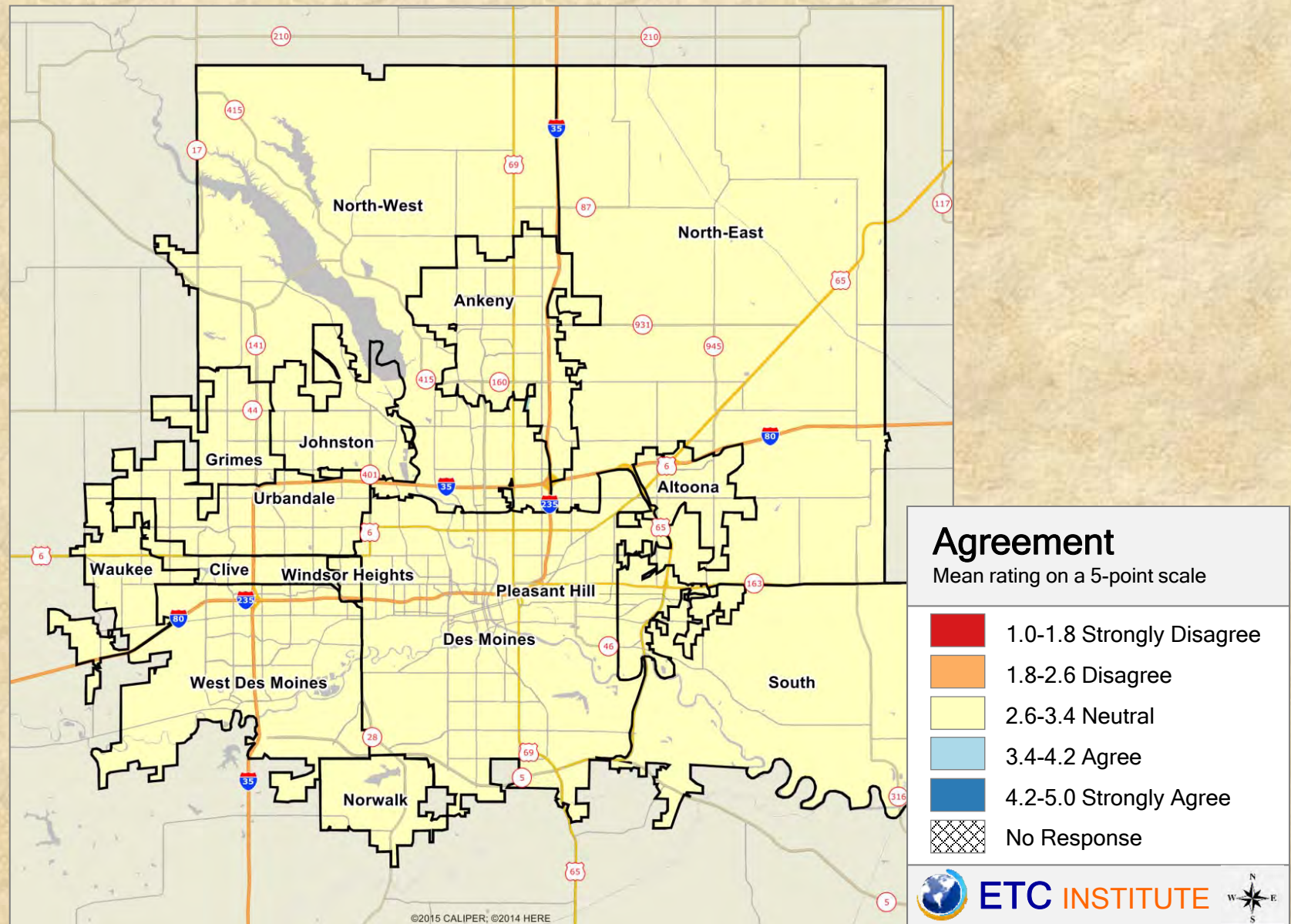
Q5.4 Respondent's Level of Agreement With: Transit service does not take me to where I need to go



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

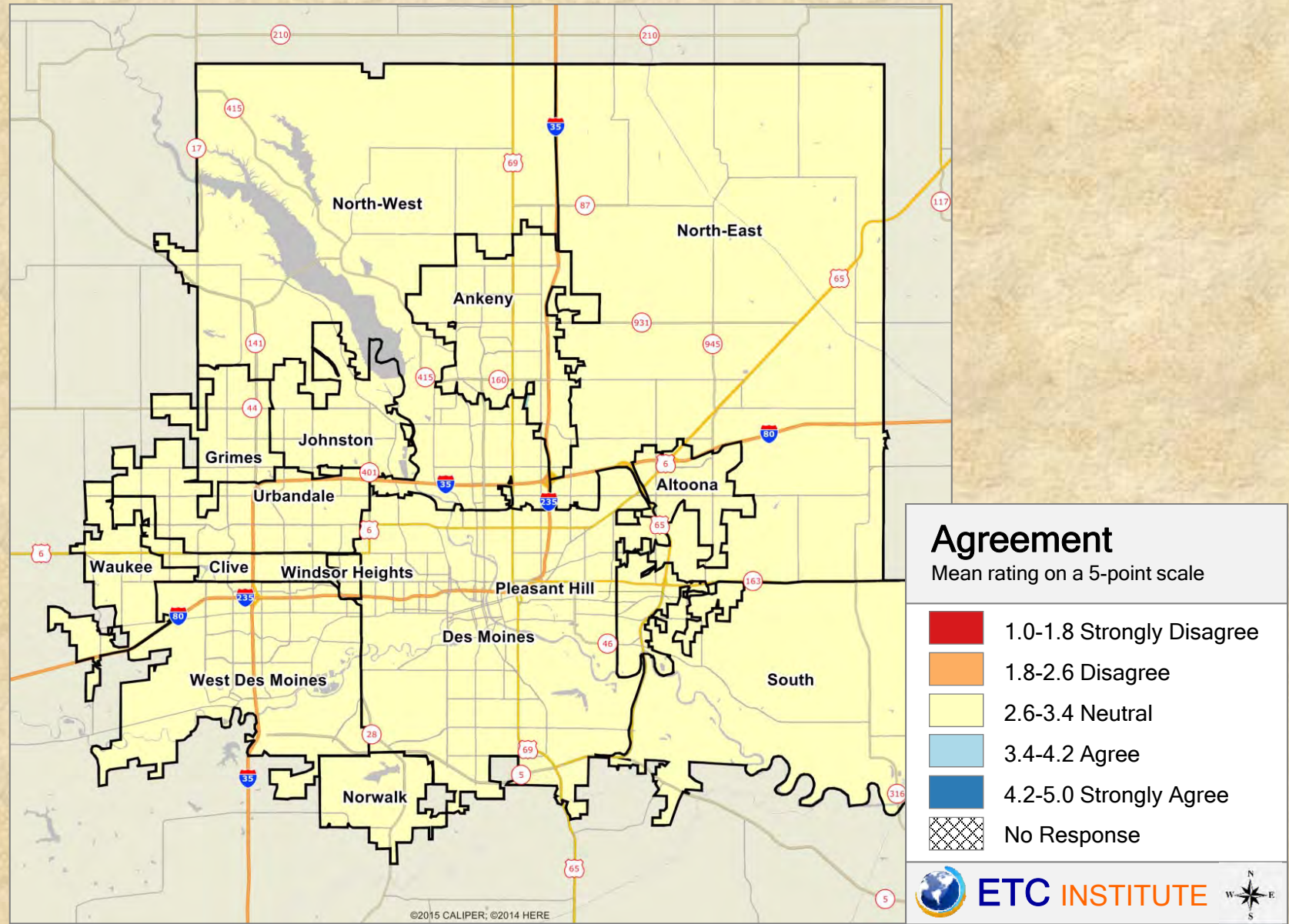
Q5.5 Respondent's Level of Agreement With: Information about transit service is difficult to understand



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

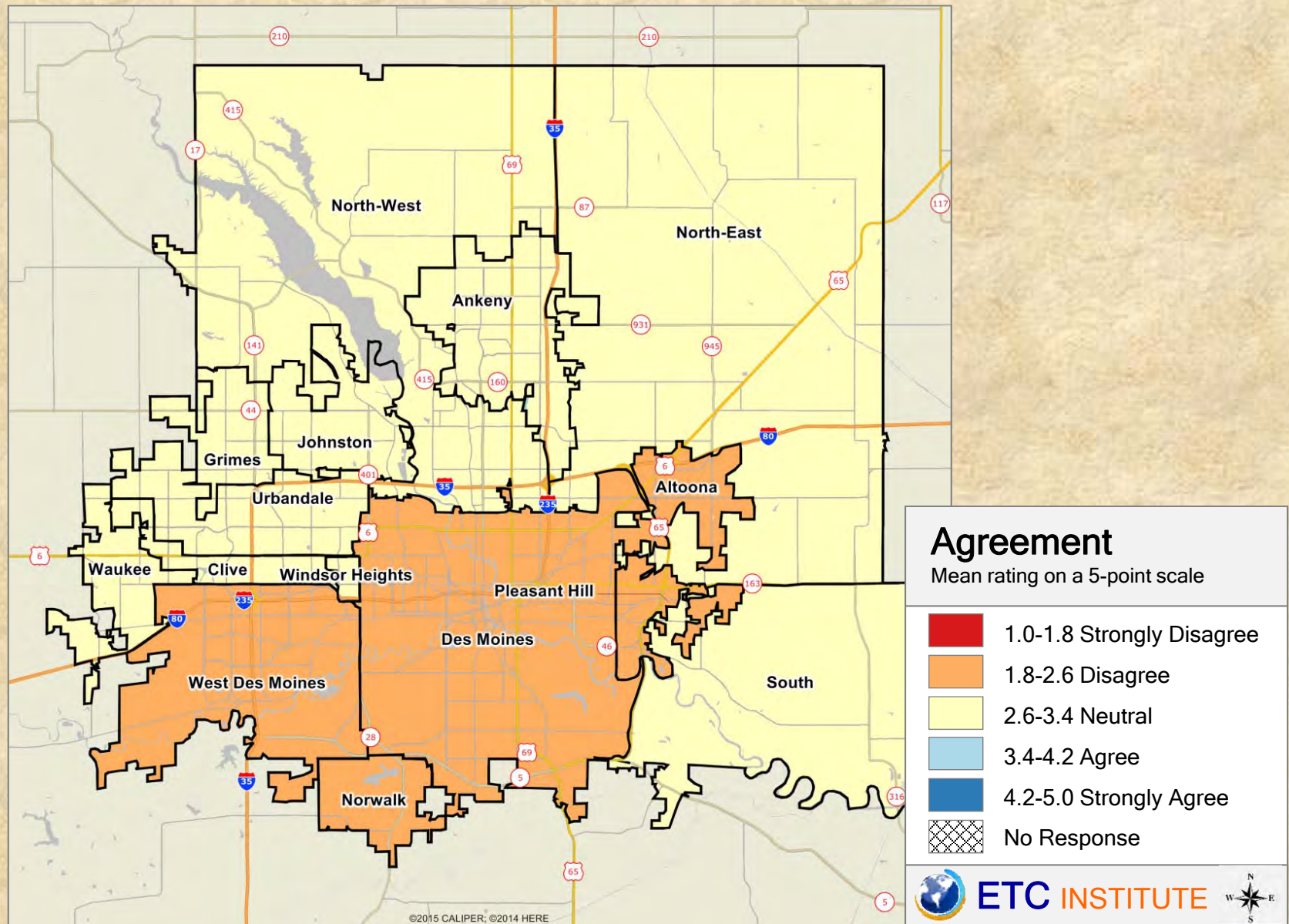
Q5.6 Respondent's Level of Agreement With: Buses are not on time



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

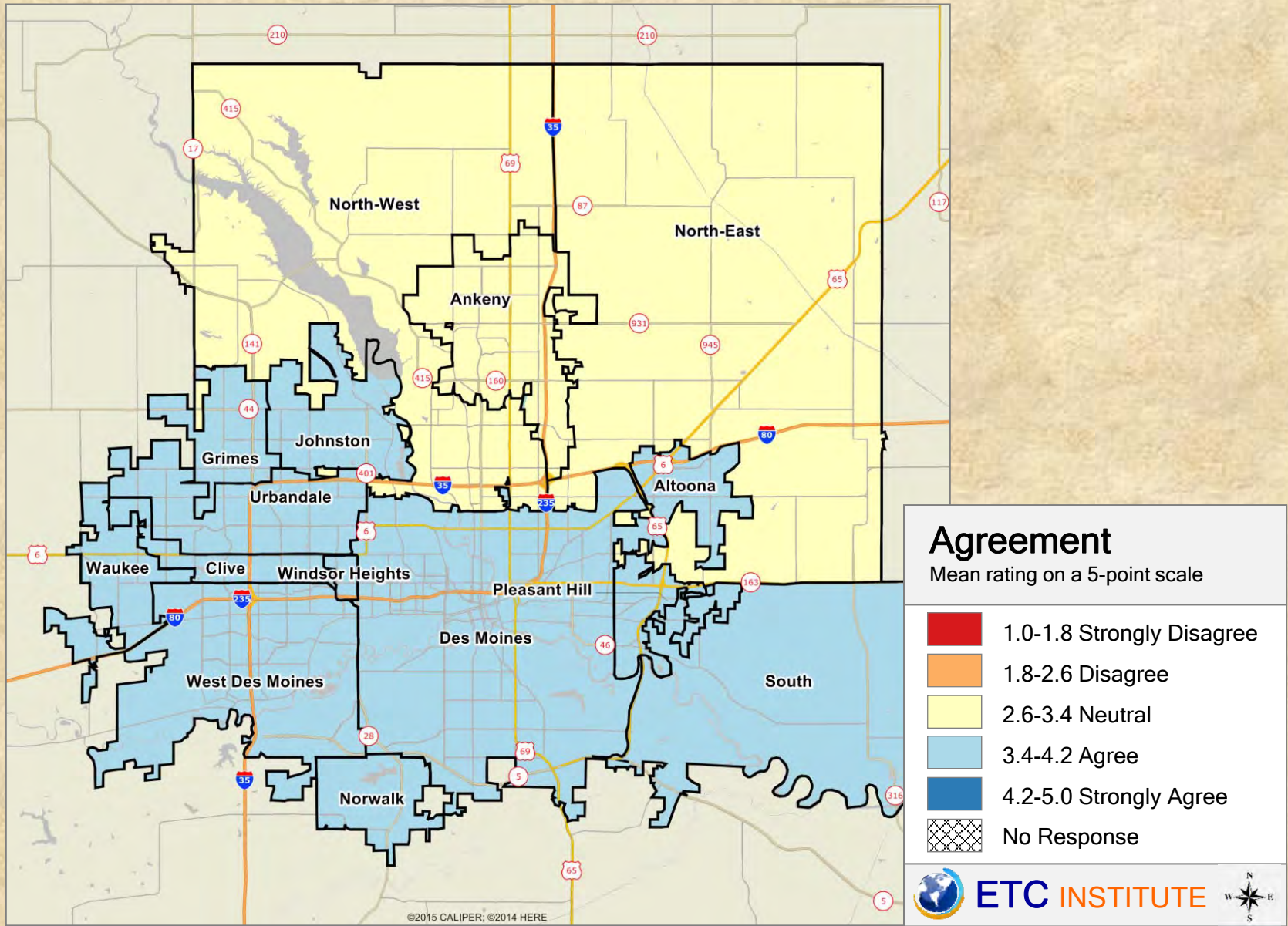
Q5.7 Respondent's Level of Agreement With: Buses are not reliable



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

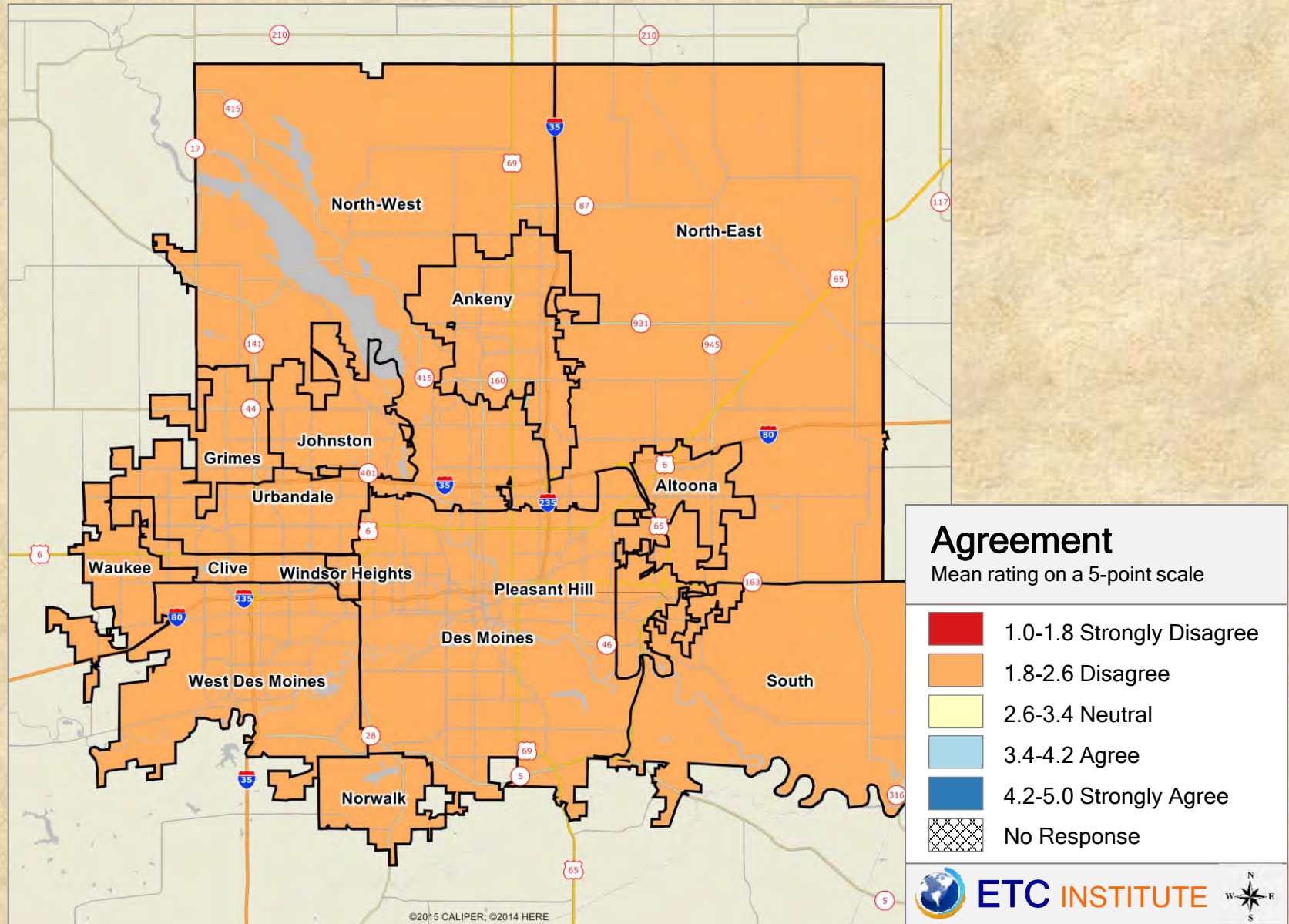
Q5.8 Respondent's Level of Agreement With: I have too many places I need to go during the day to use public transportation



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

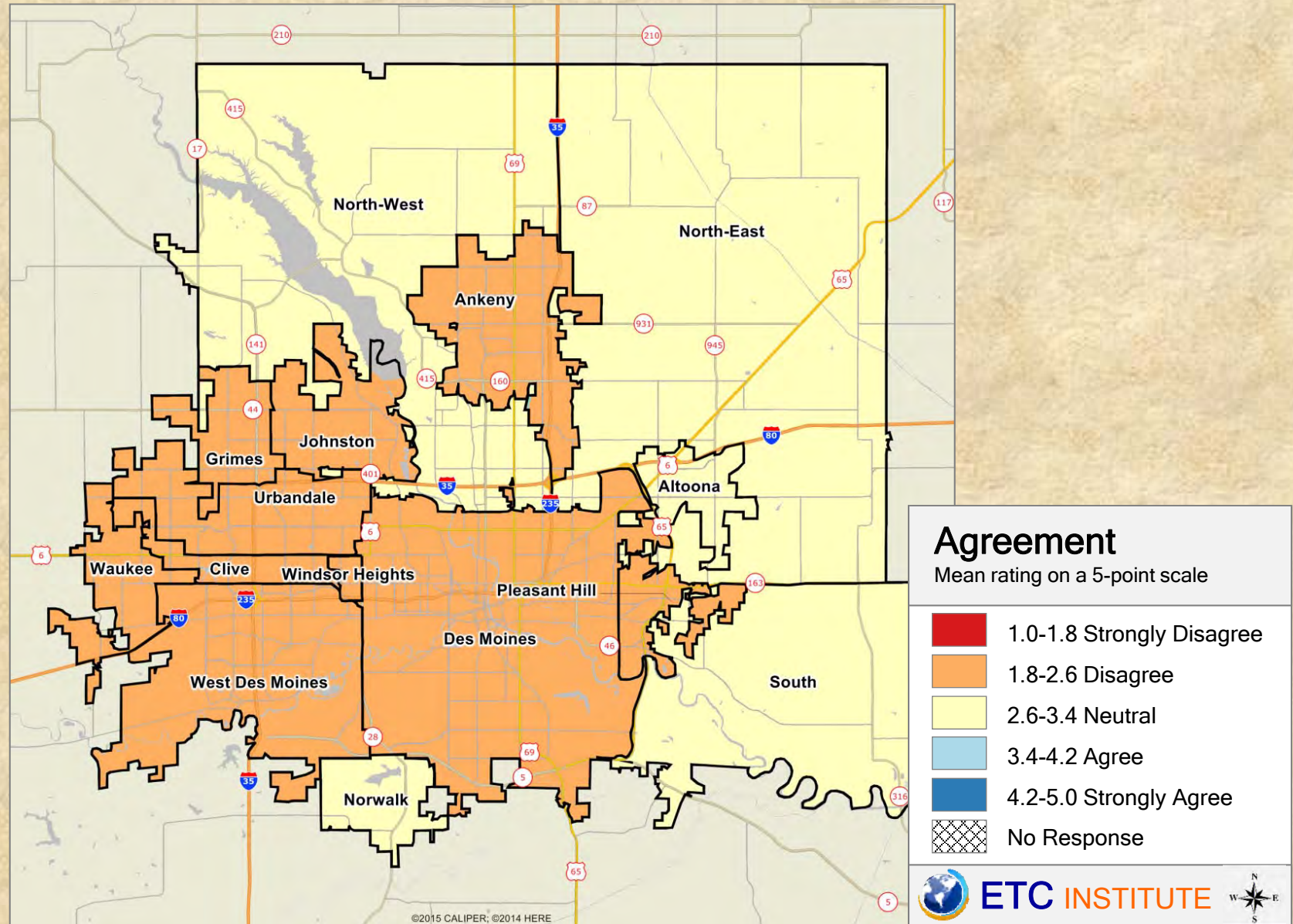
Q5.9 Respondent's Level of Agreement With: I do not feel safe on the bus



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

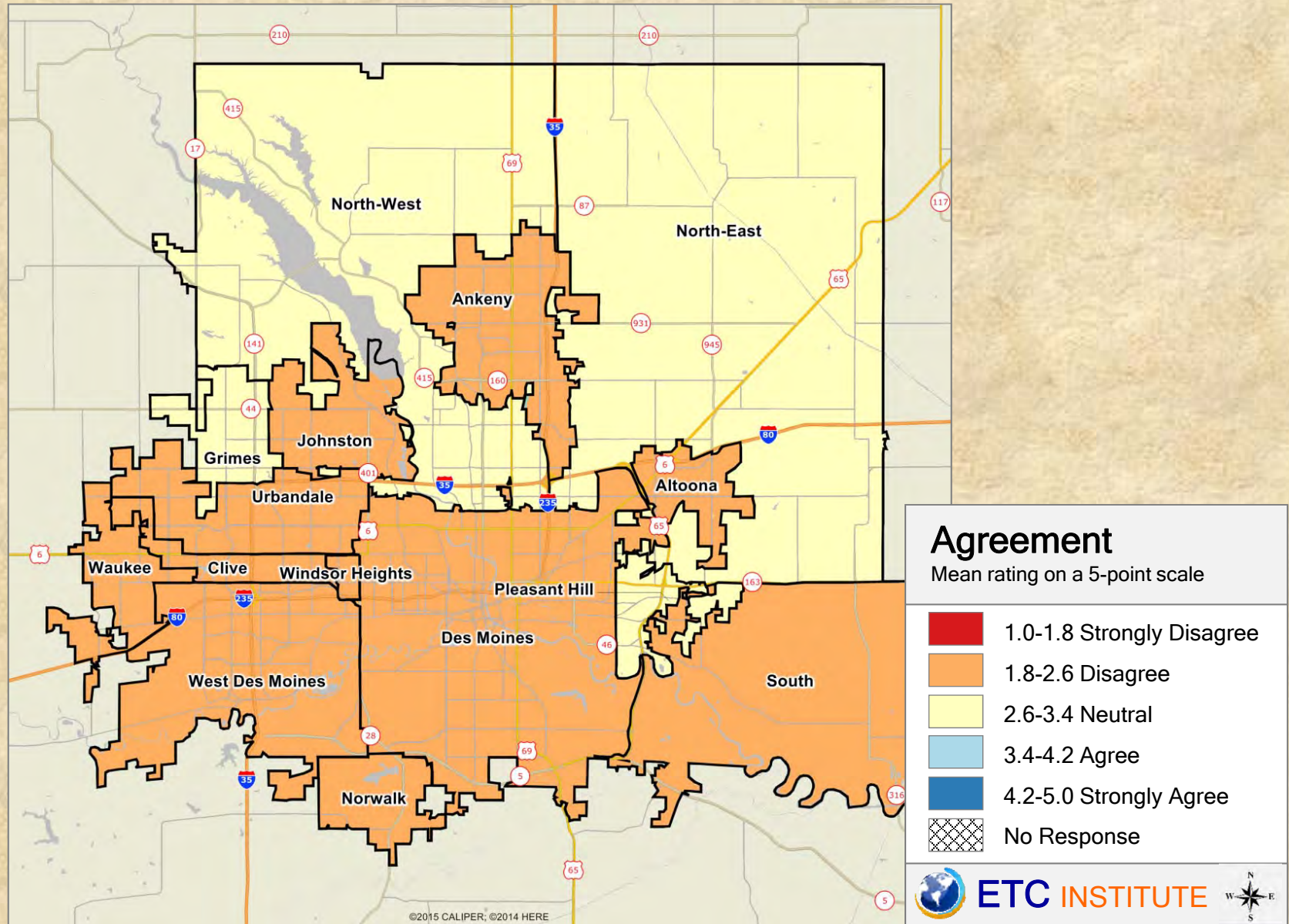
Q5.10 Respondent's Level of Agreement With: I do not feel safe waiting at bus stops



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

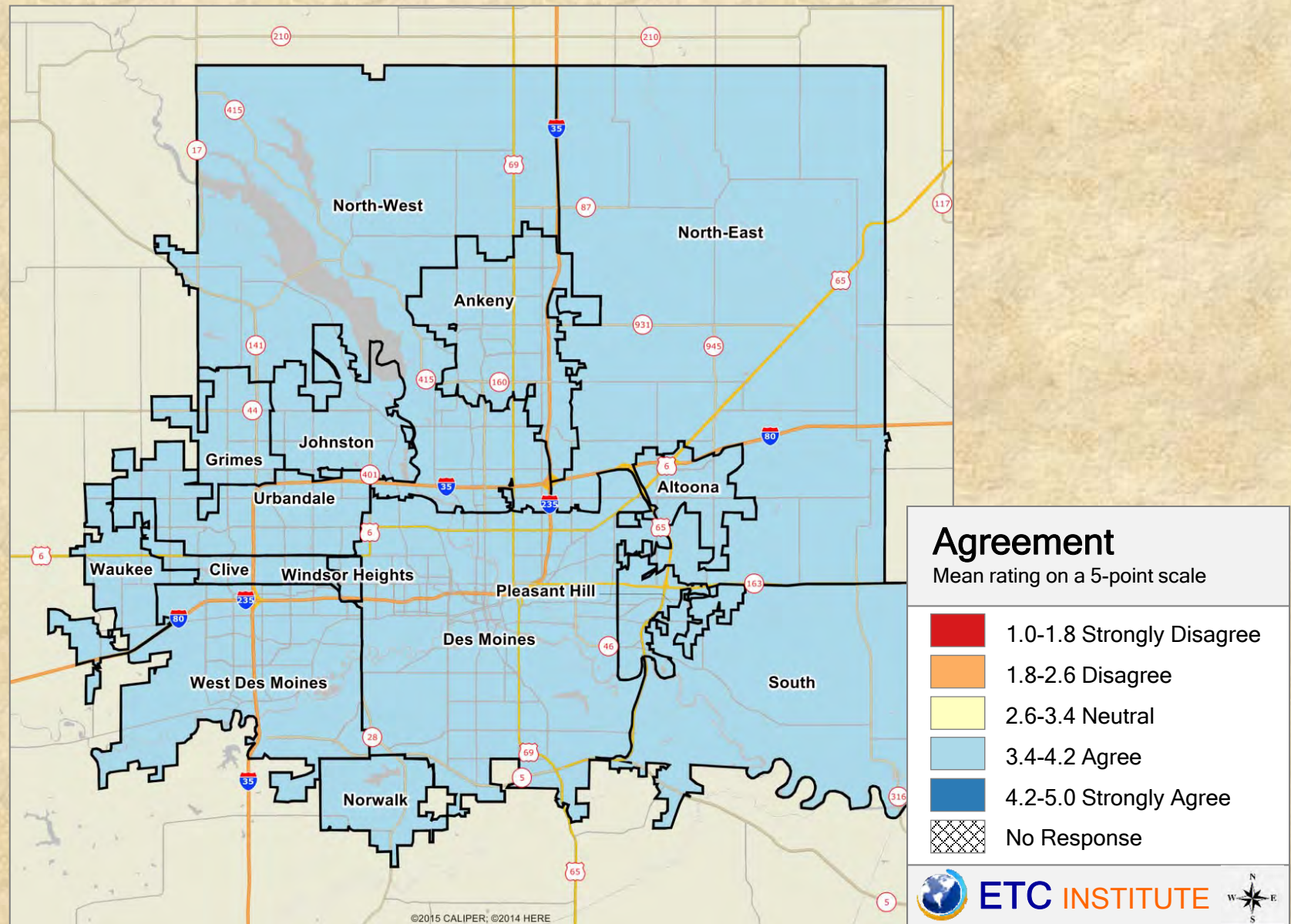
Q5.11 Respondent's Level of Agreement With: Riding the bus it too expensive



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

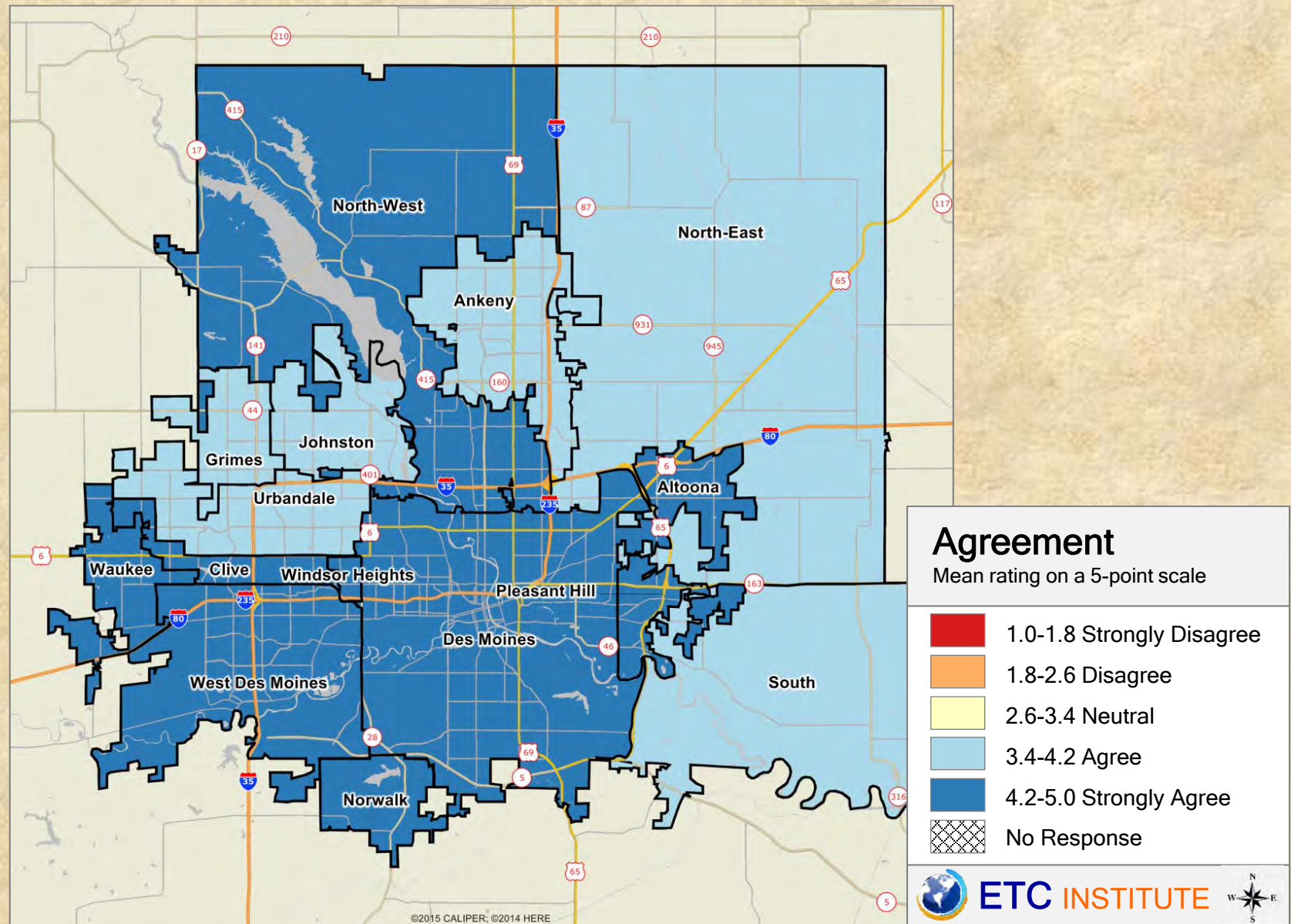
Q5.12 Respondent's Level of Agreement With: I prefer to drive rather than use public transportation



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

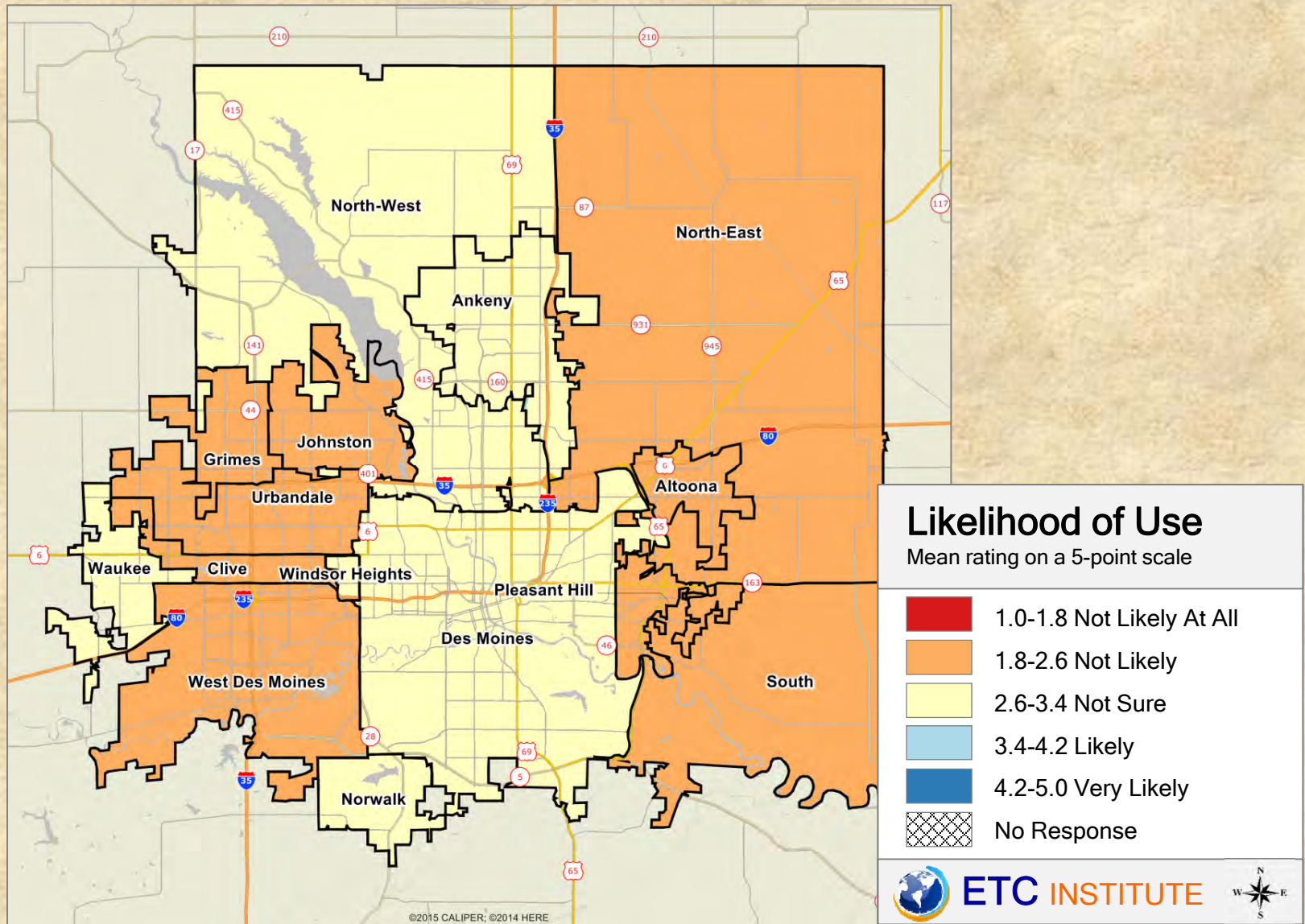
Q5.13 Respondent's Level of Agreement With: Public transportation is important for a thriving community



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

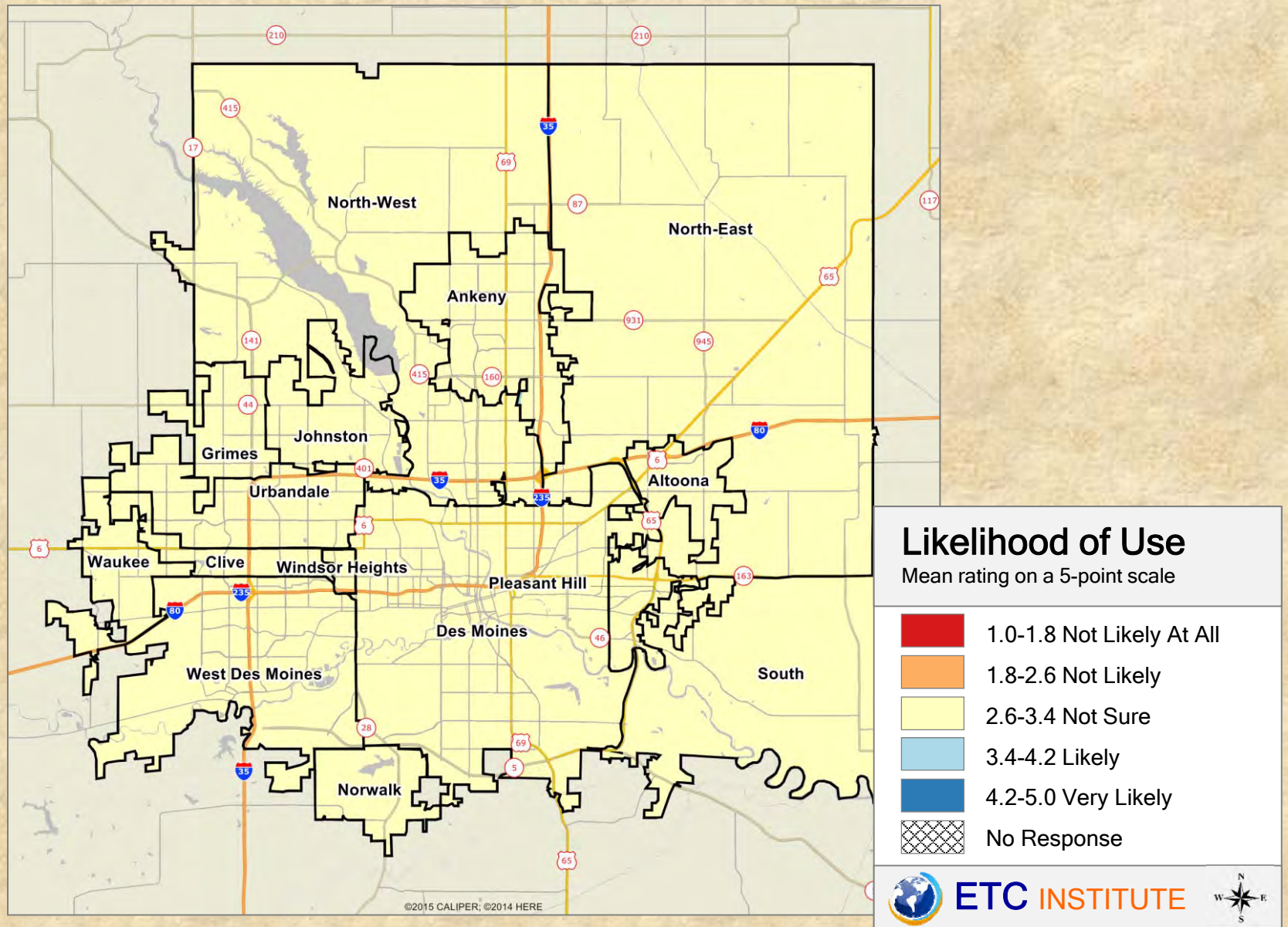
Q7.1 How Likely Respondent Would Be To Begin Using Public Transportation if: The cost of parking increases at the place you work or at places you visit frequently



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

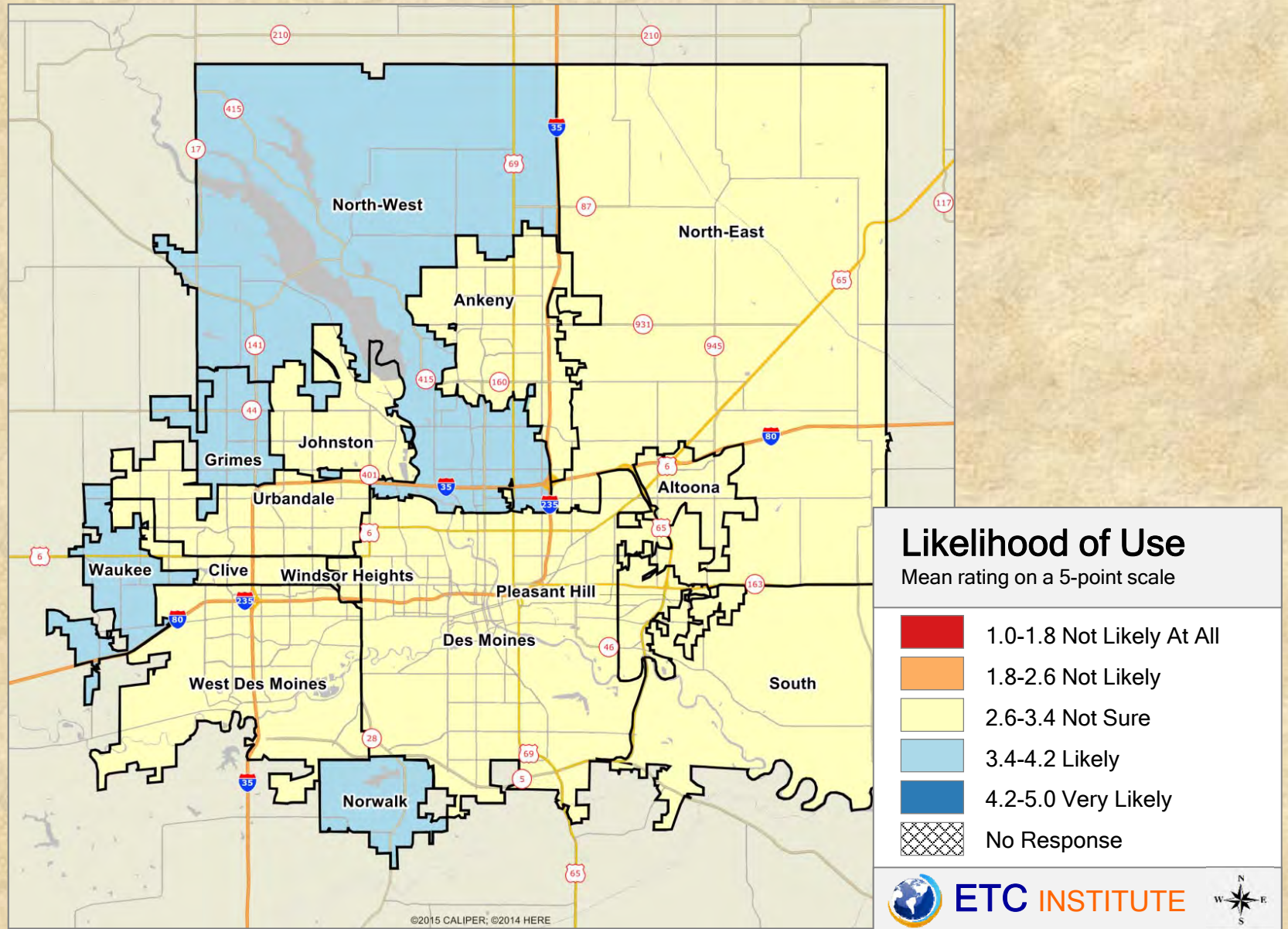
Q7.2 How Likely Respondent Would Be To Begin Using Public Transportation if: The time it takes to get to your destination by car increases due to traffic congestion



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

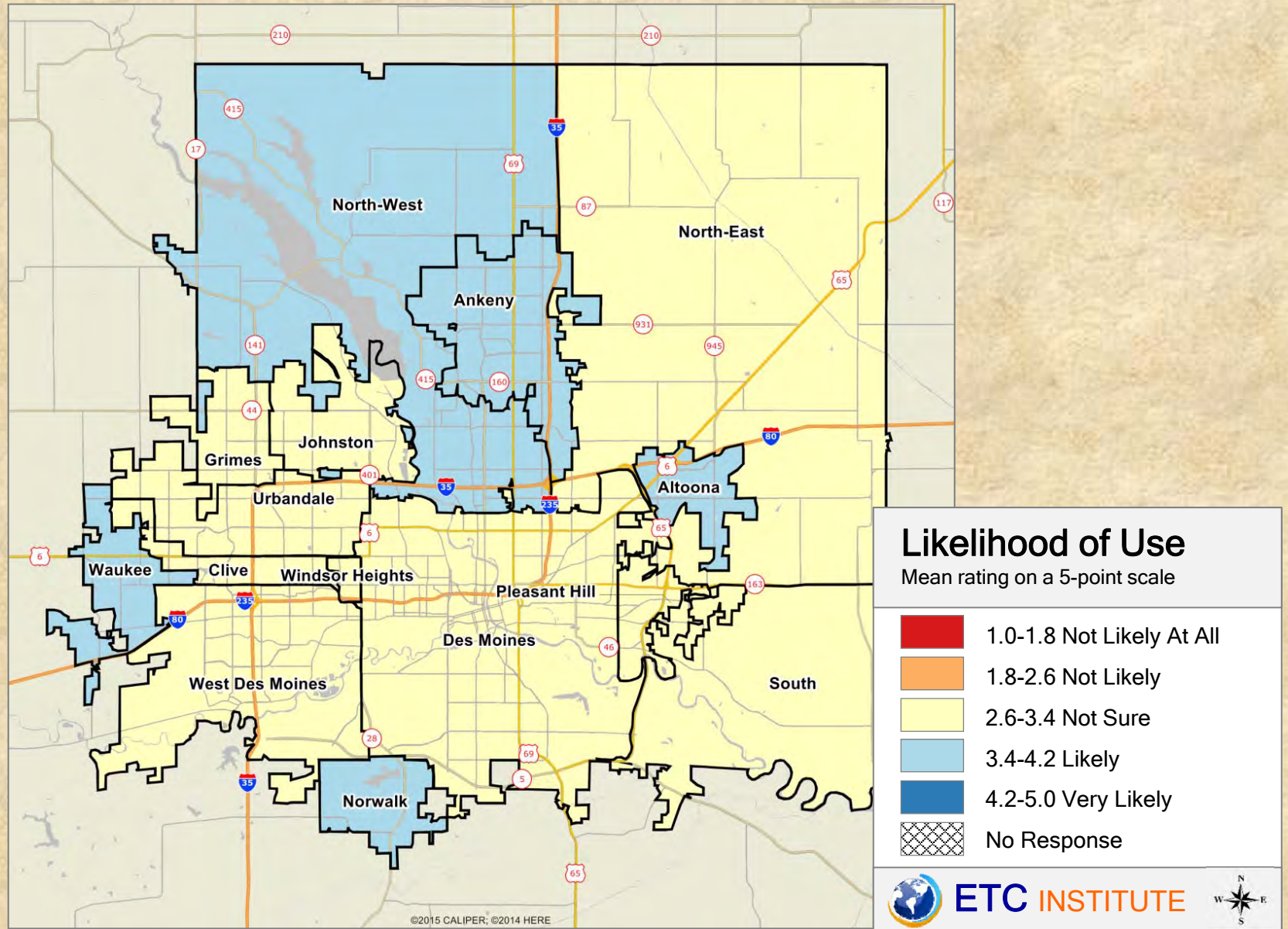
Q7.3 How Likely Respondent Would Be To Begin Using Public Transportation if: Transit stops are located closer to your home



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

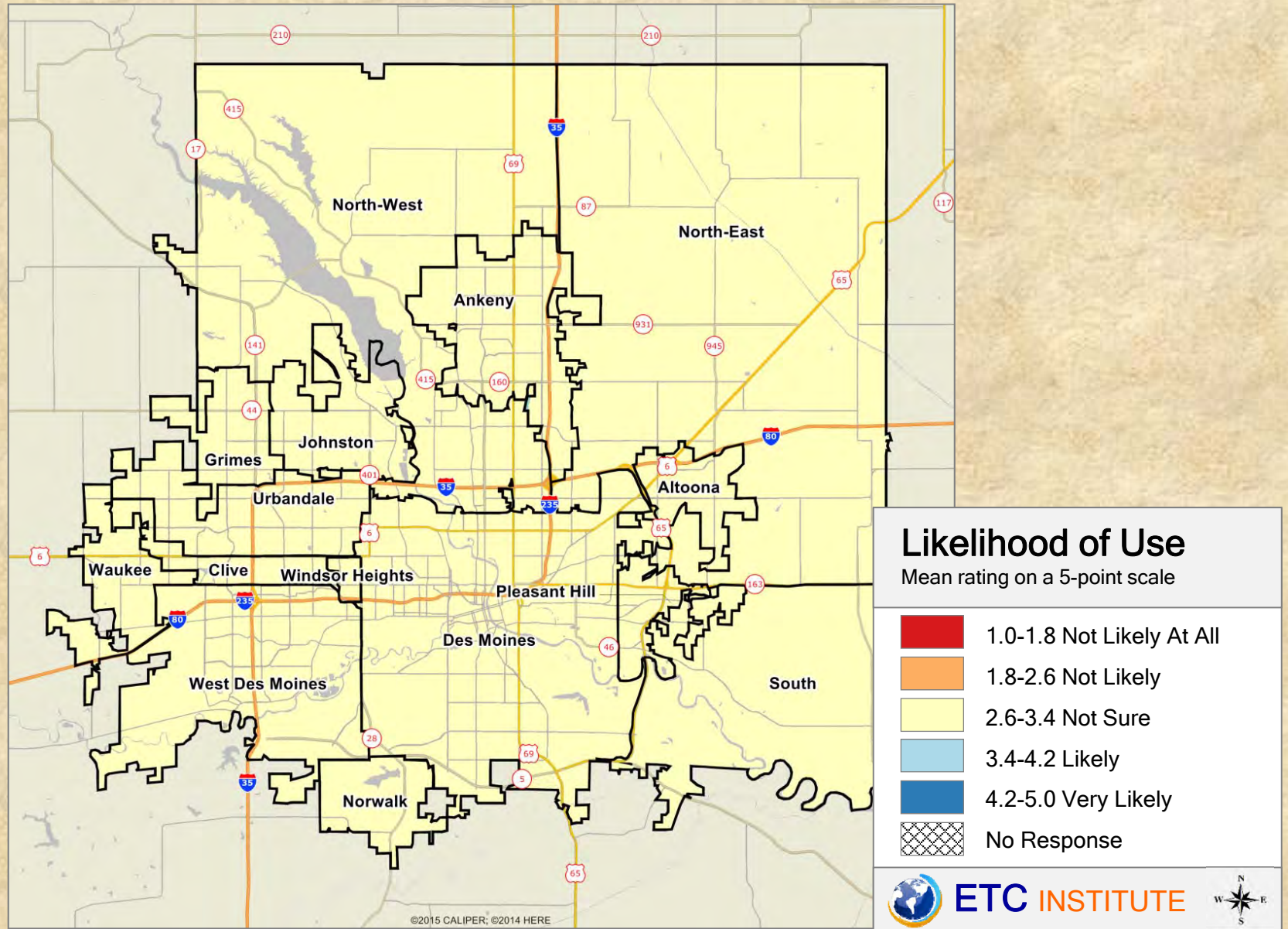
Q7.4 How Likely Respondent Would Be To Begin Using Public Transportation if: Transit stops are located closer to the place you work or visit frequently



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

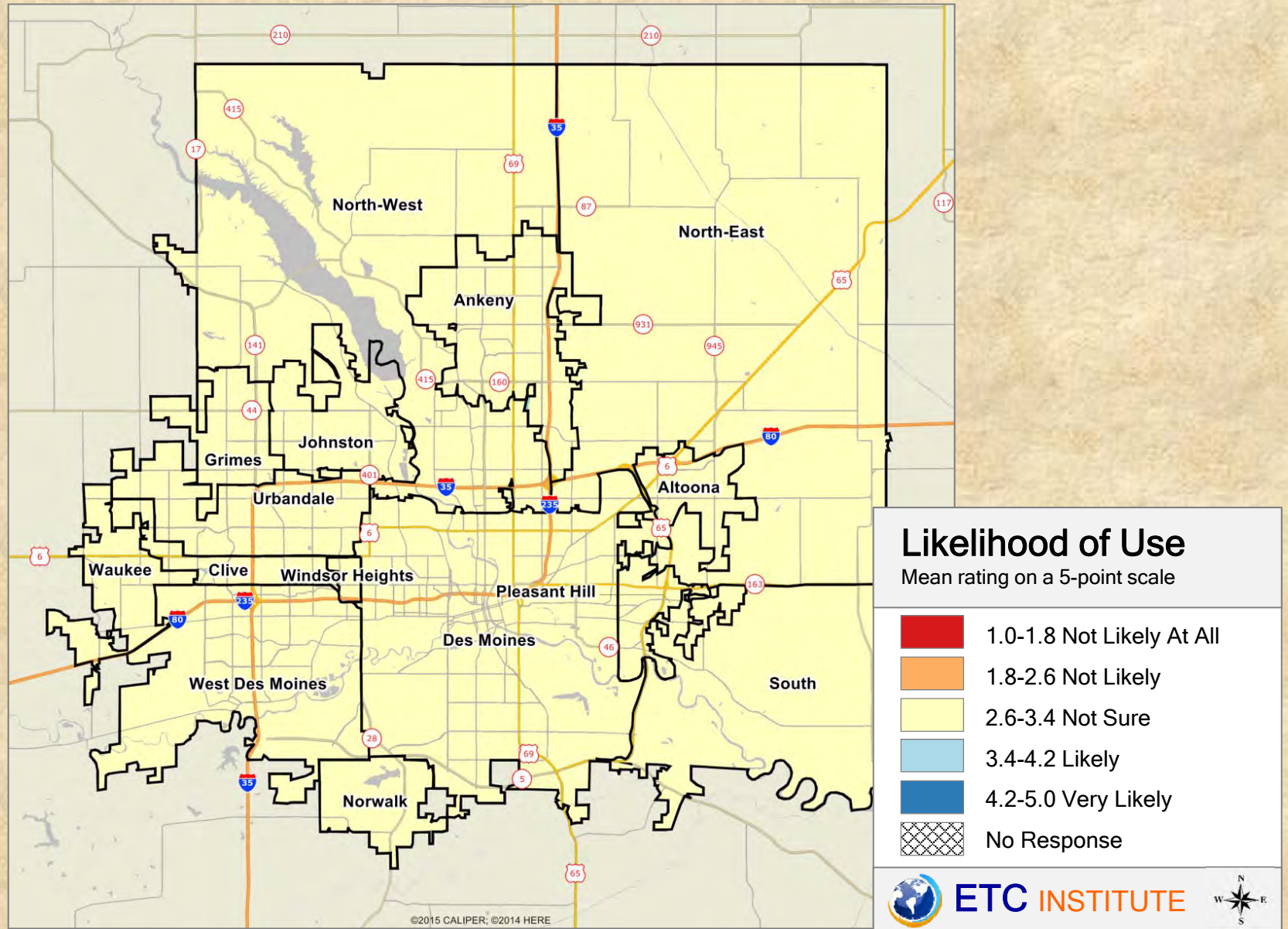
Q7.5 How Likely Respondent Would Be To Begin Using Public Transportation if: Buses are scheduled to arrive at stops more frequently



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

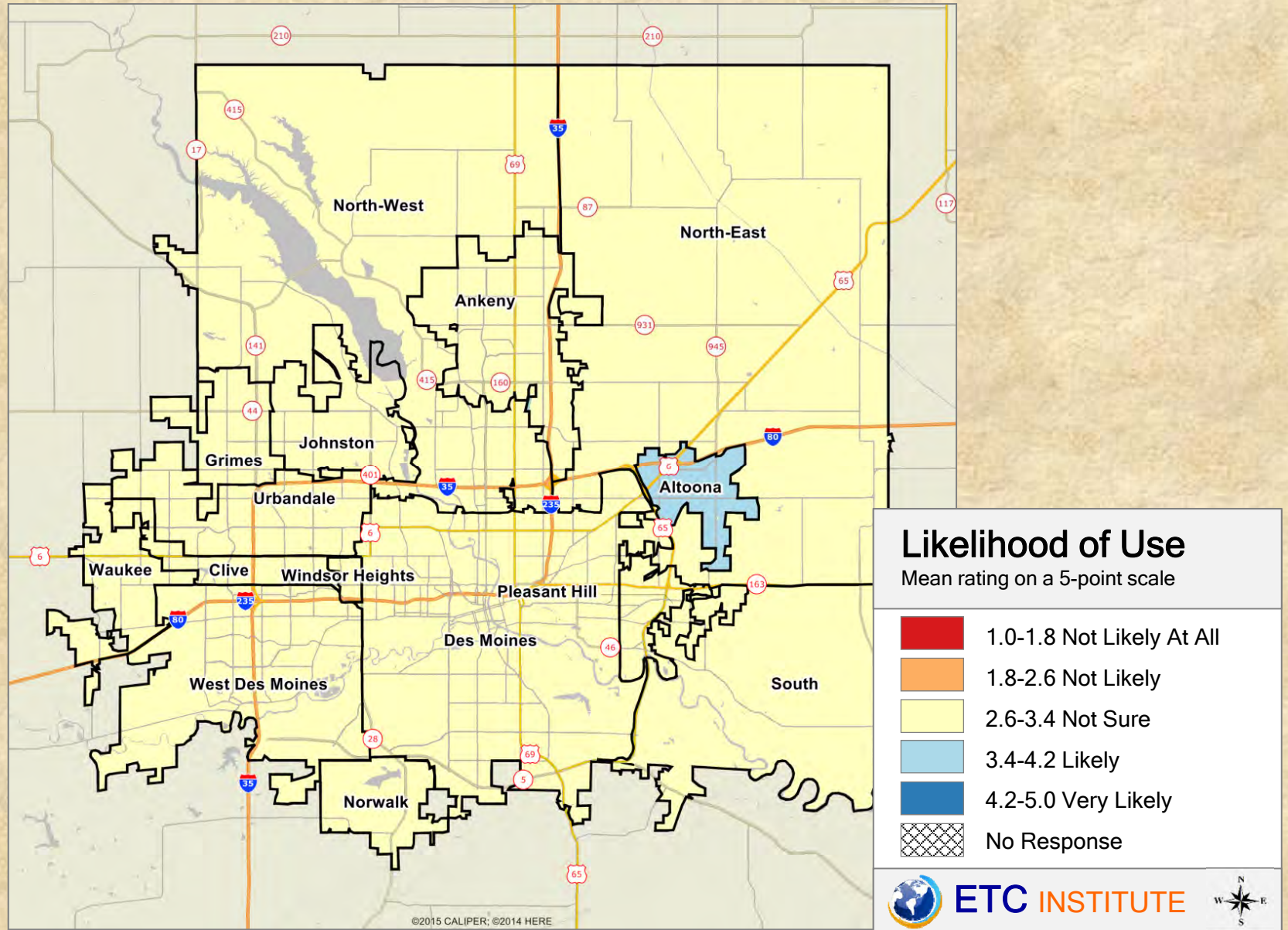
Q7.6 How Likely Respondent Would Be To Begin Using Public Transportation if: Service were offered earlier or later on existing routes



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

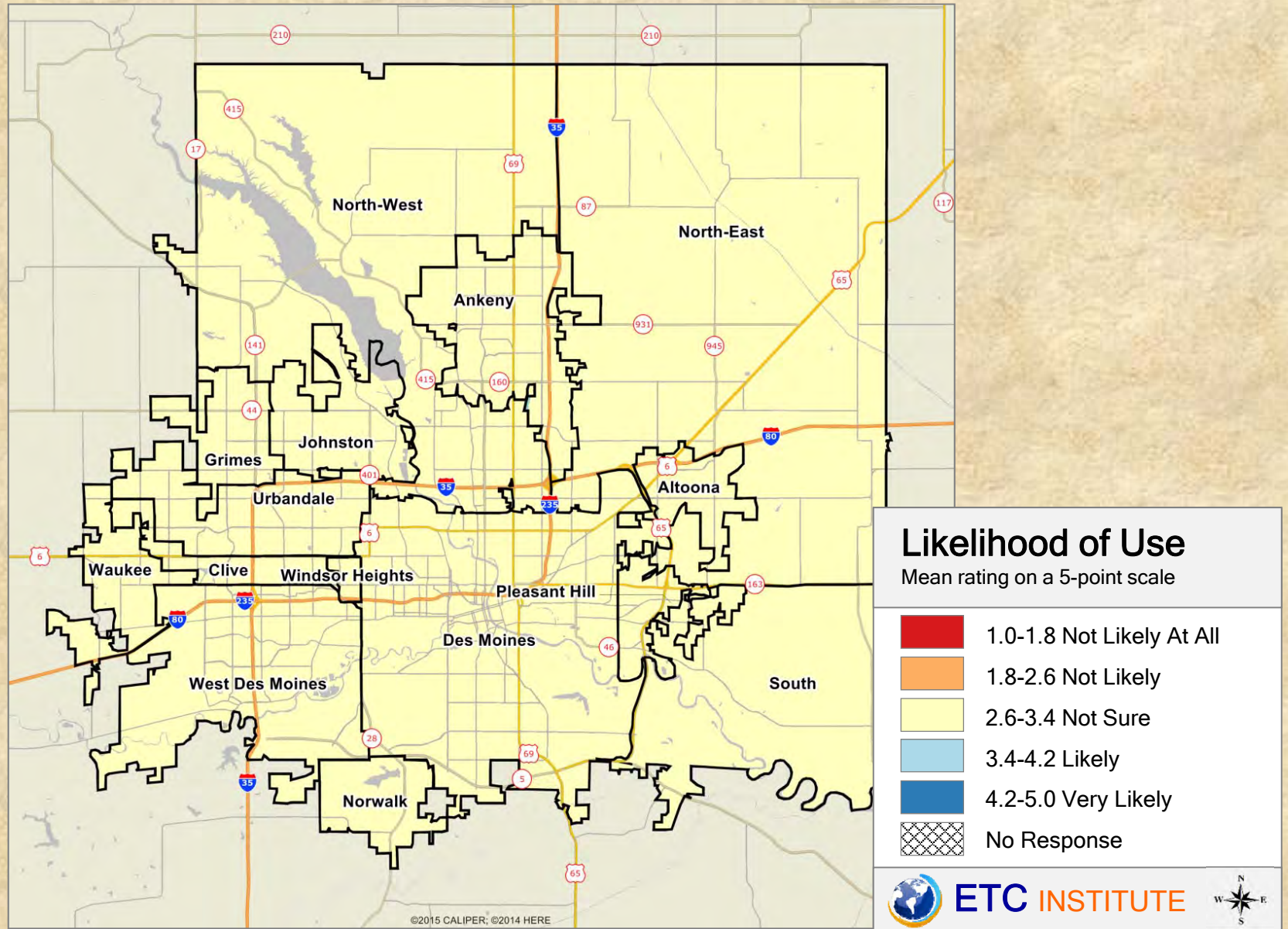
Q7.7 How Likely Respondent Would Be To Begin Using Public Transportation if: Your employer provided incentives to use public transportation services



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

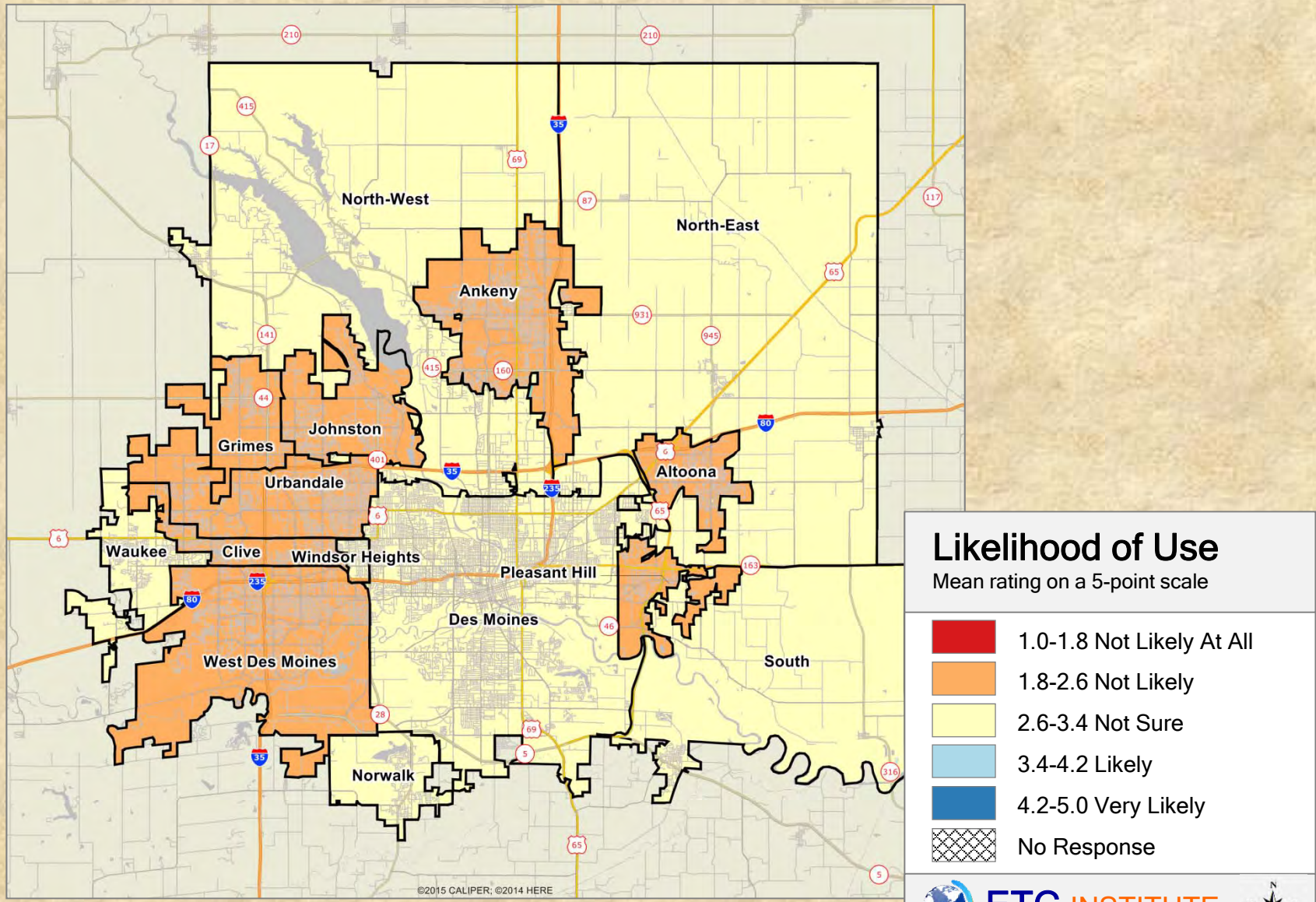
Q7.8 How Likely Respondent Would Be To Begin Using Public Transportation if: Better timed transfers between services



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

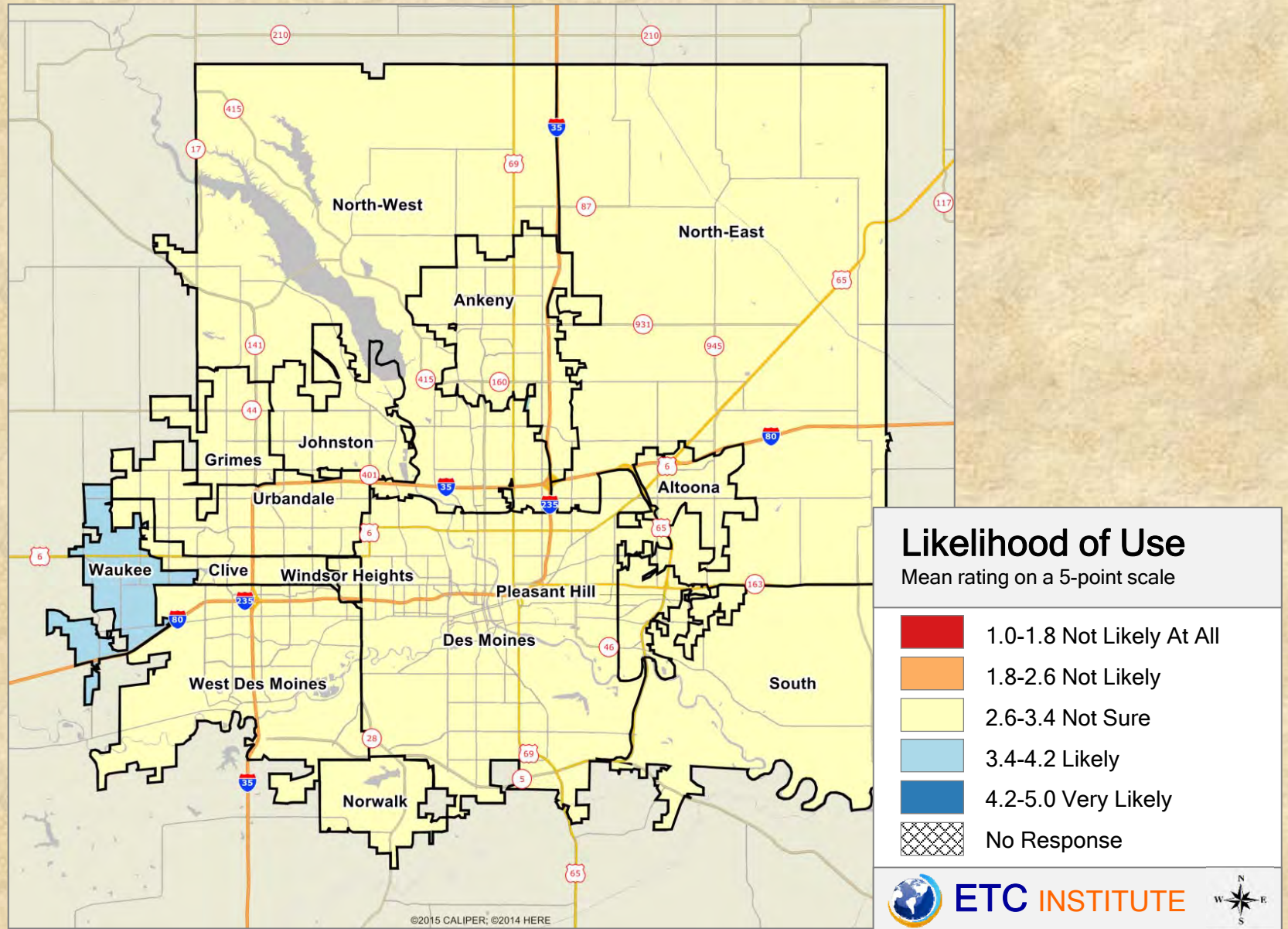
Q7.9 How Likely Respondent Would Be To Begin Using Public Transportation if: If it cost less to ride transit



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

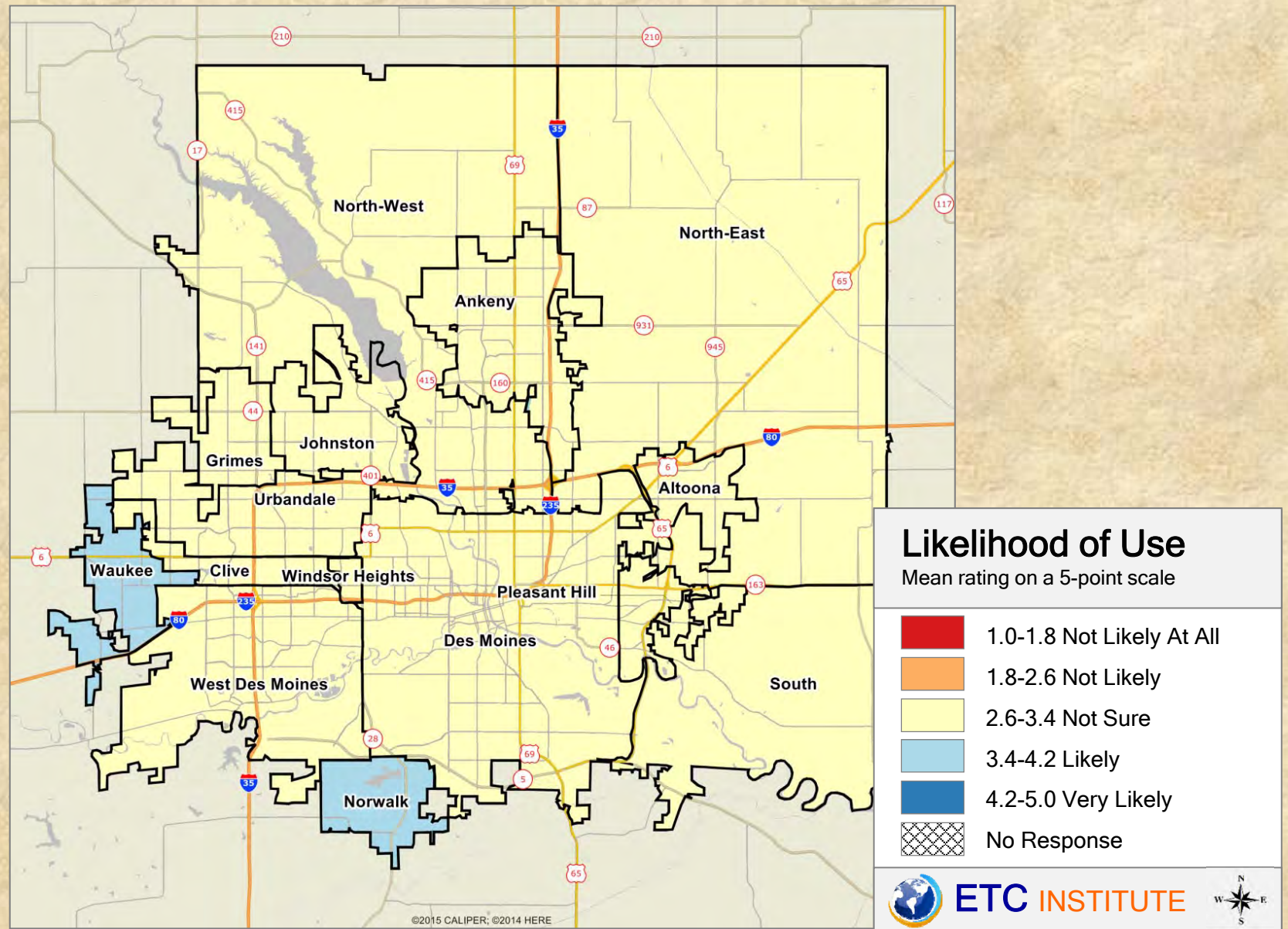
Q7.10 How Likely Respondent Would Be To Begin Using Public Transportation if: If DART provided faster service



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

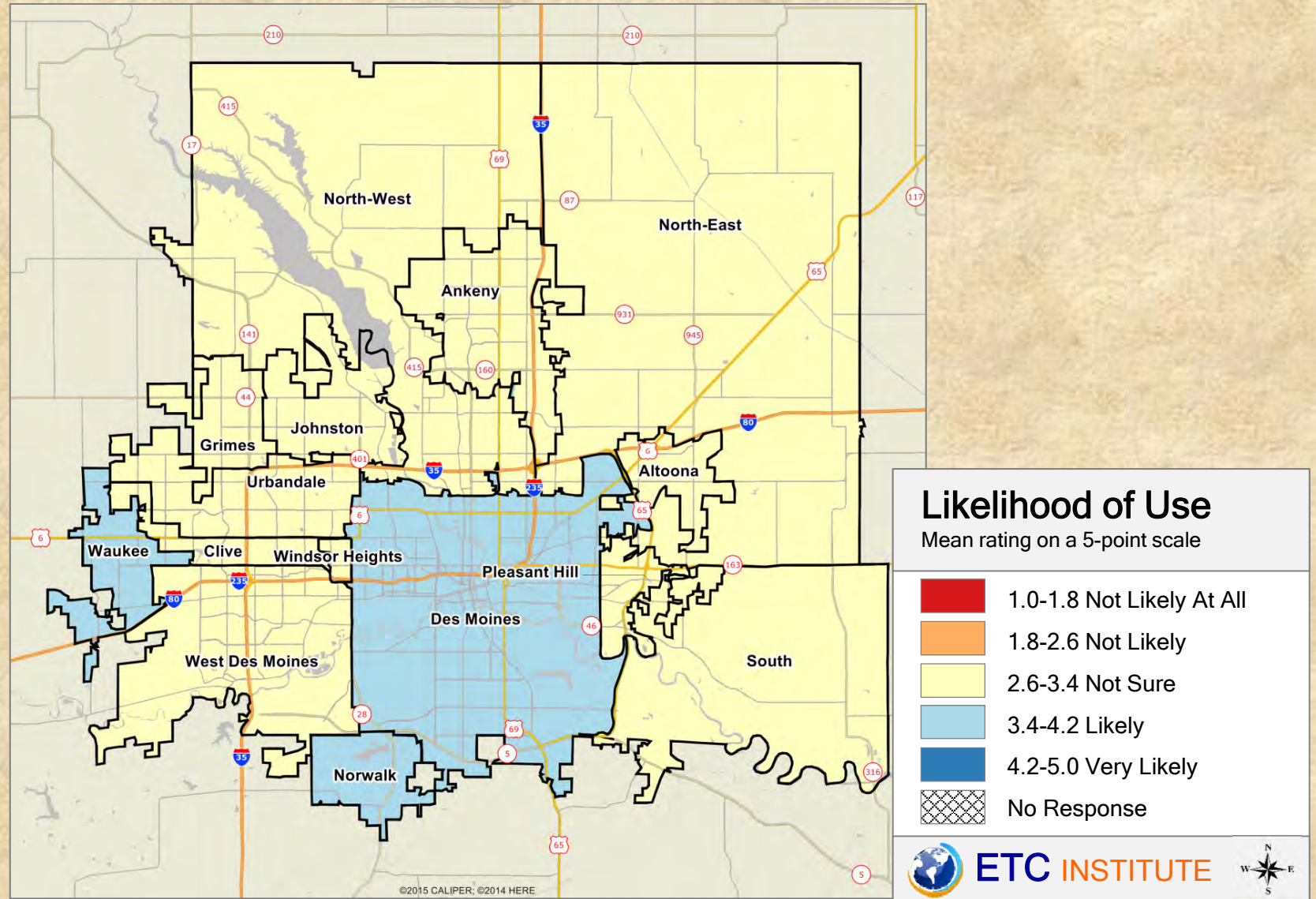
Q7.11 How Likely Respondent Would Be To Begin Using Public Transportation if: If shelters were located at bus stops where you would board/alight at



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

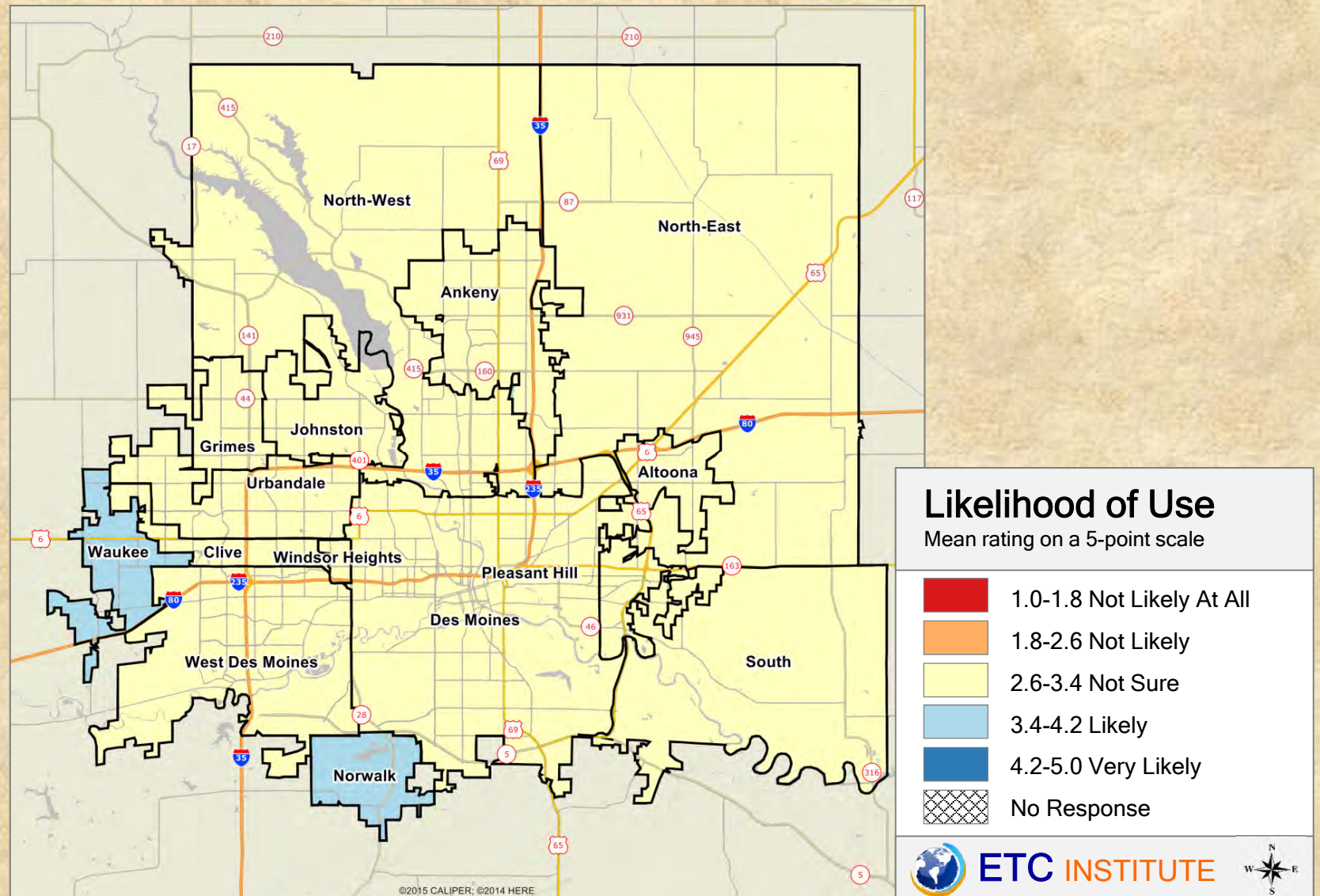
Q14.1 How Likely Respondents Would Be To Use The Following Types of Transportation: High speed, rapid bus service that has separate lanes and priority at traffic lights



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

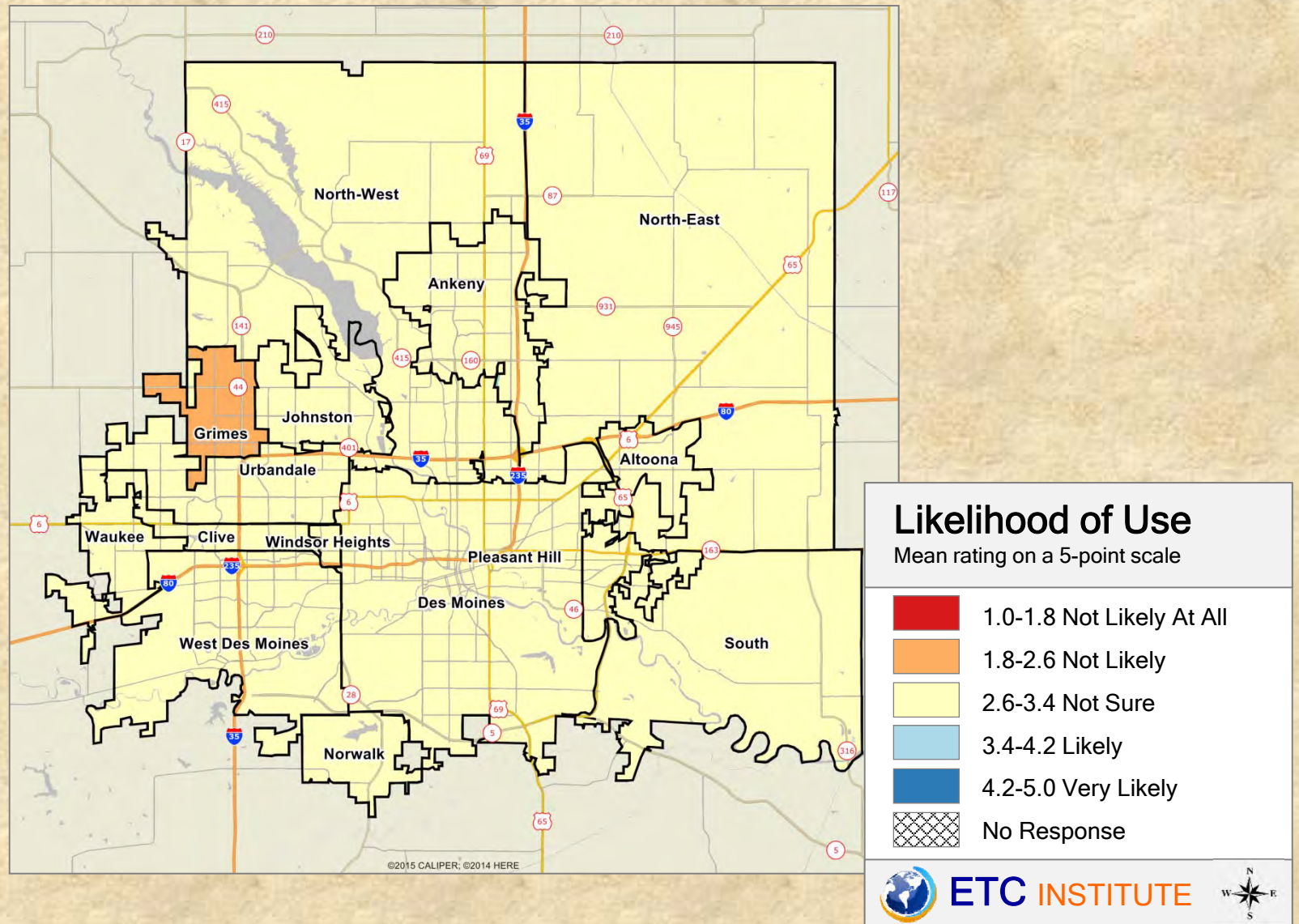
Q14.2 How Likely Respondents Would Be To Use The Following Types of Transportation: On-demand bus technology that operates in a similar manner to Uber and Lync



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

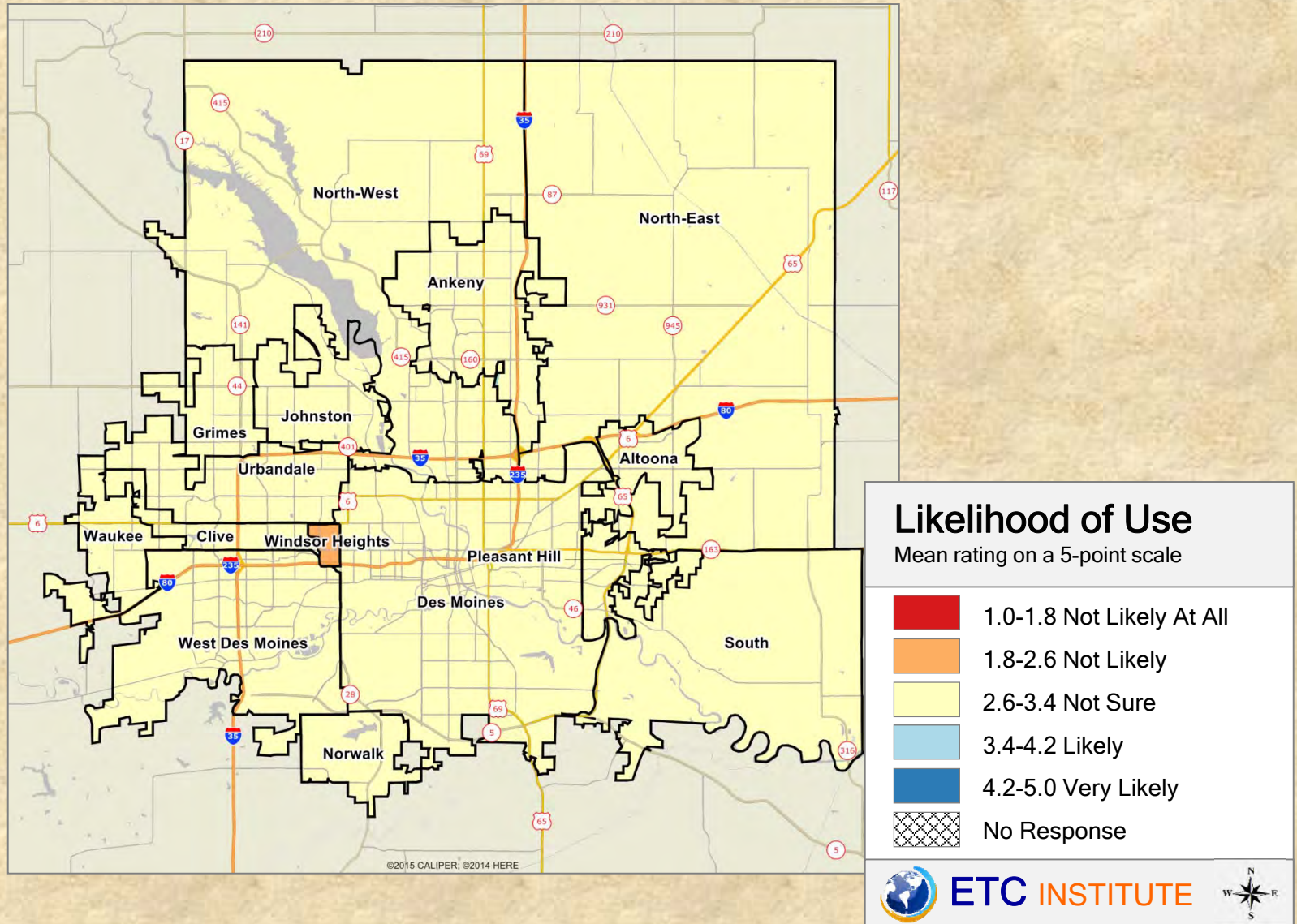
Q14.3 How Likely Respondents Would Be To Use The Following Types of Transportation: Door-to-door shuttle service for seniors or persons with disabilities



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

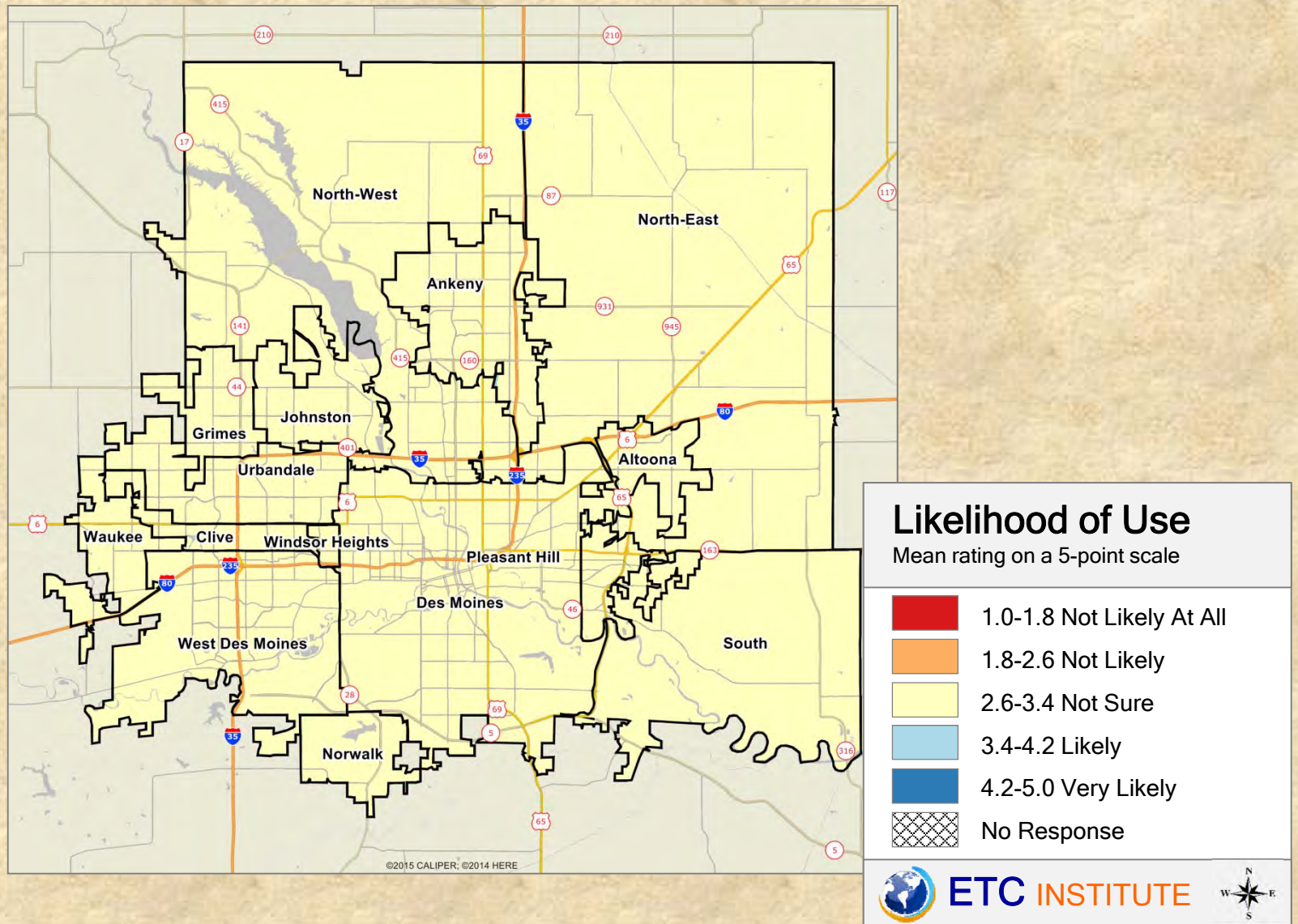
Q14.4 How Likely Respondents Would Be To Use The Following Types of Transportation: Park and ride services where you park your car & then take an express bus (with limited stops) to your destination



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

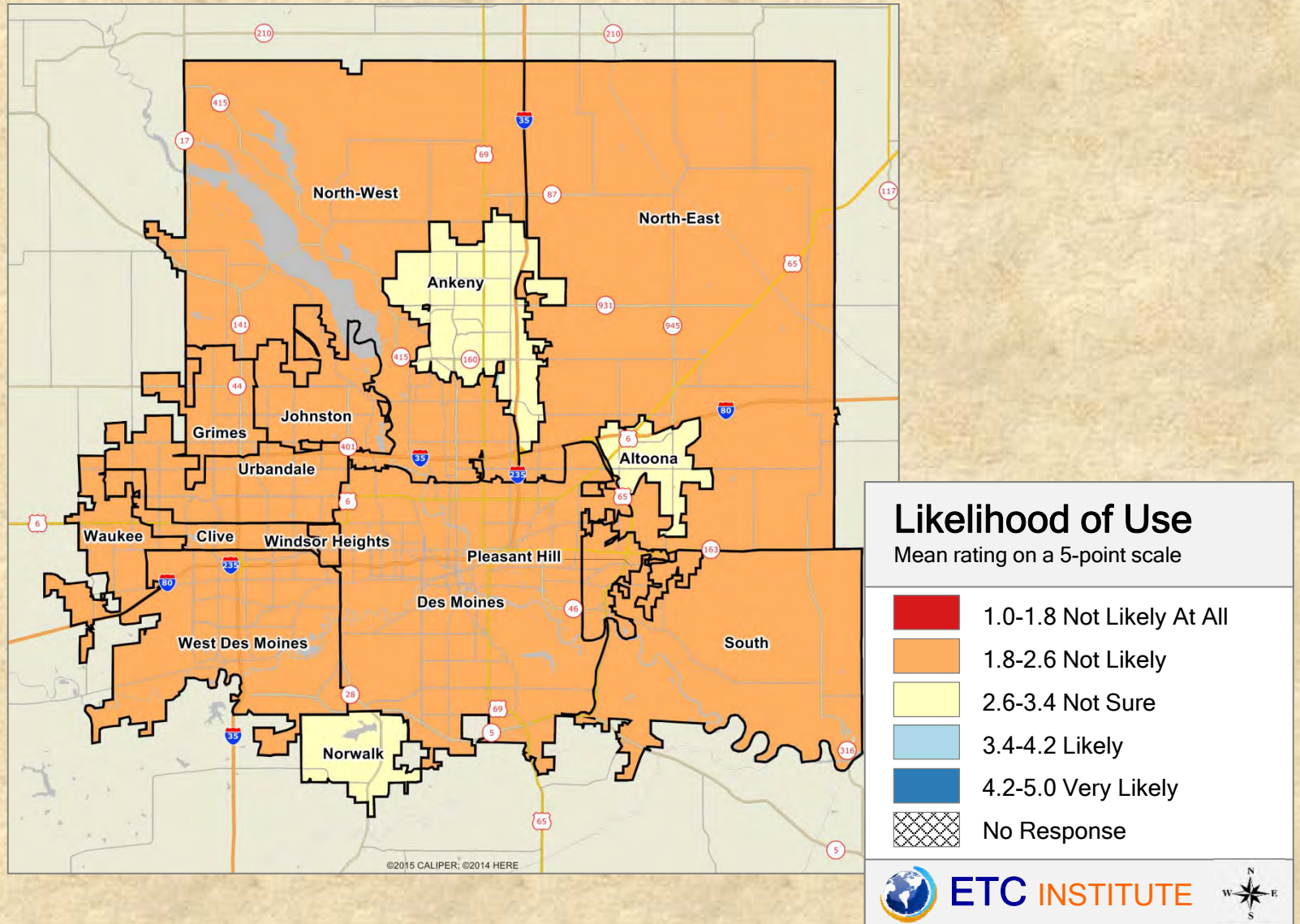
Q14.5 How Likely Respondents Would Be To Use The Following Types of Transportation: Bus service that operates on fixed routes in the area where you live



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

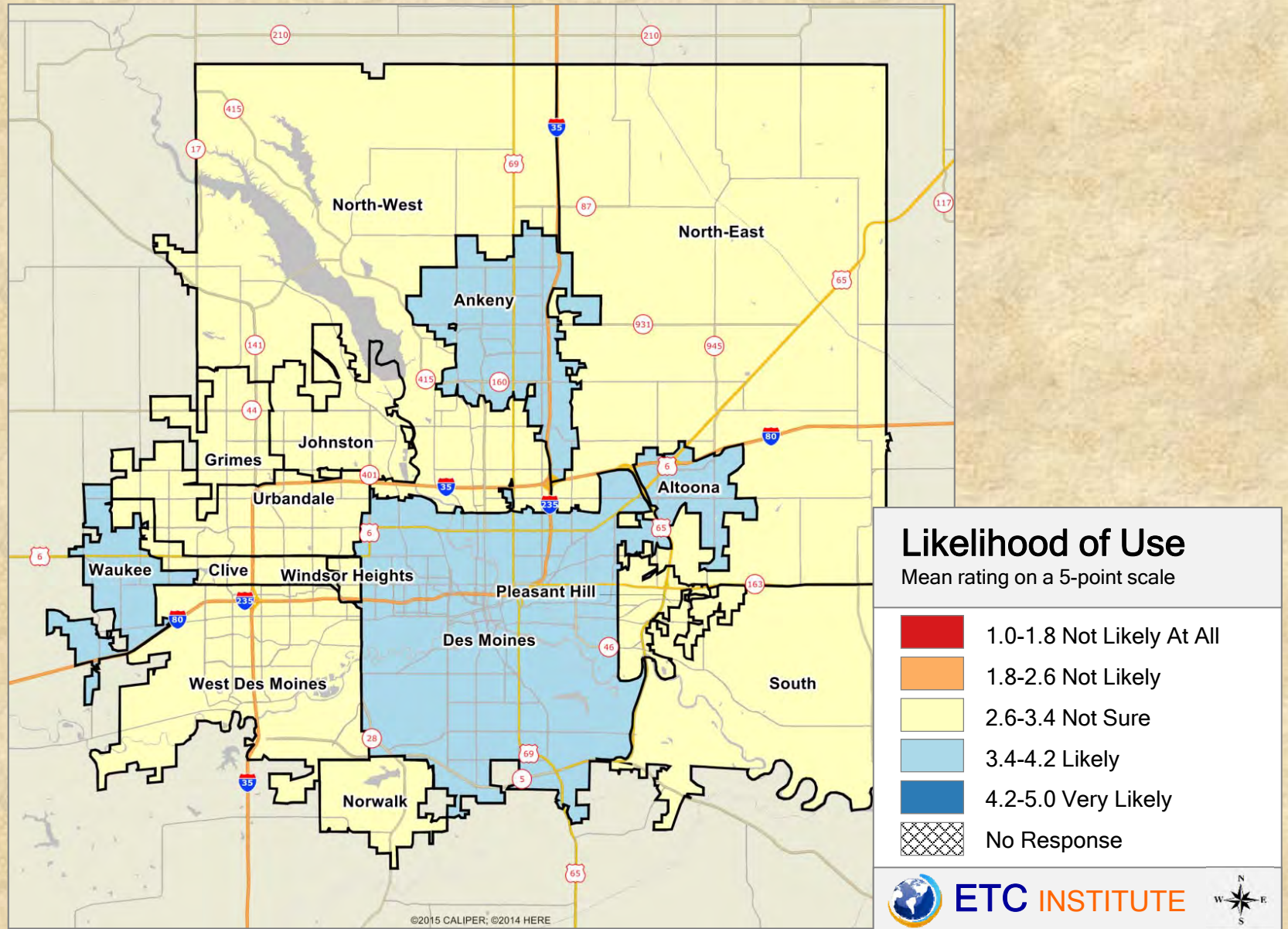
Q14.6 How Likely Respondents Would Be To Use The Following Types of Transportation: Vanpool service, which would involve having people who work at the same place share a van provided by their employer



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

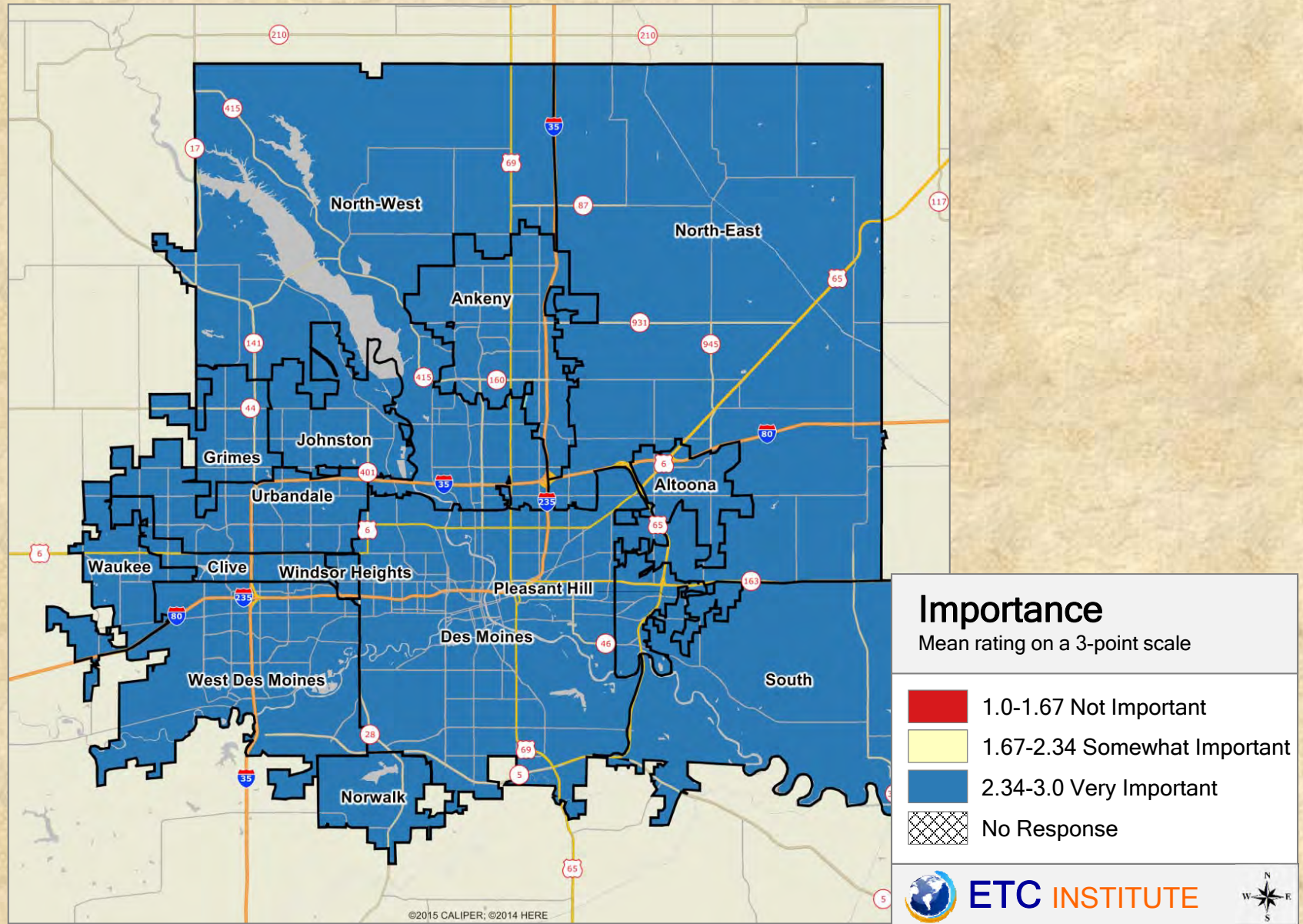
Q14.7 How Likely Respondents Would Be To Use The Following Types of Transportation: Light Rail Train Service



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

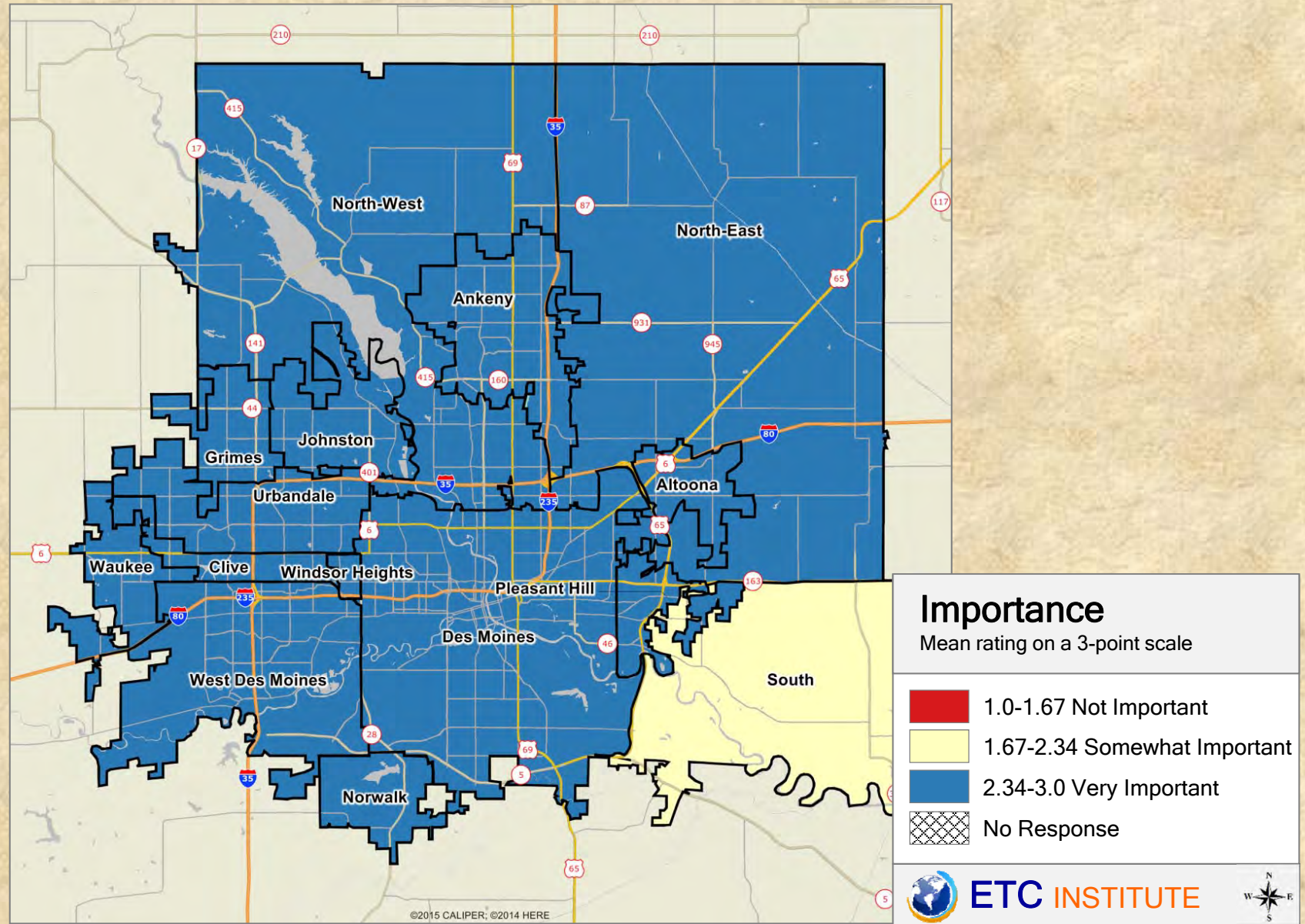
Q15.1 How Important Is The Following Purpose: Serving low-income, disabled, or senior populations with few other transportation options



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

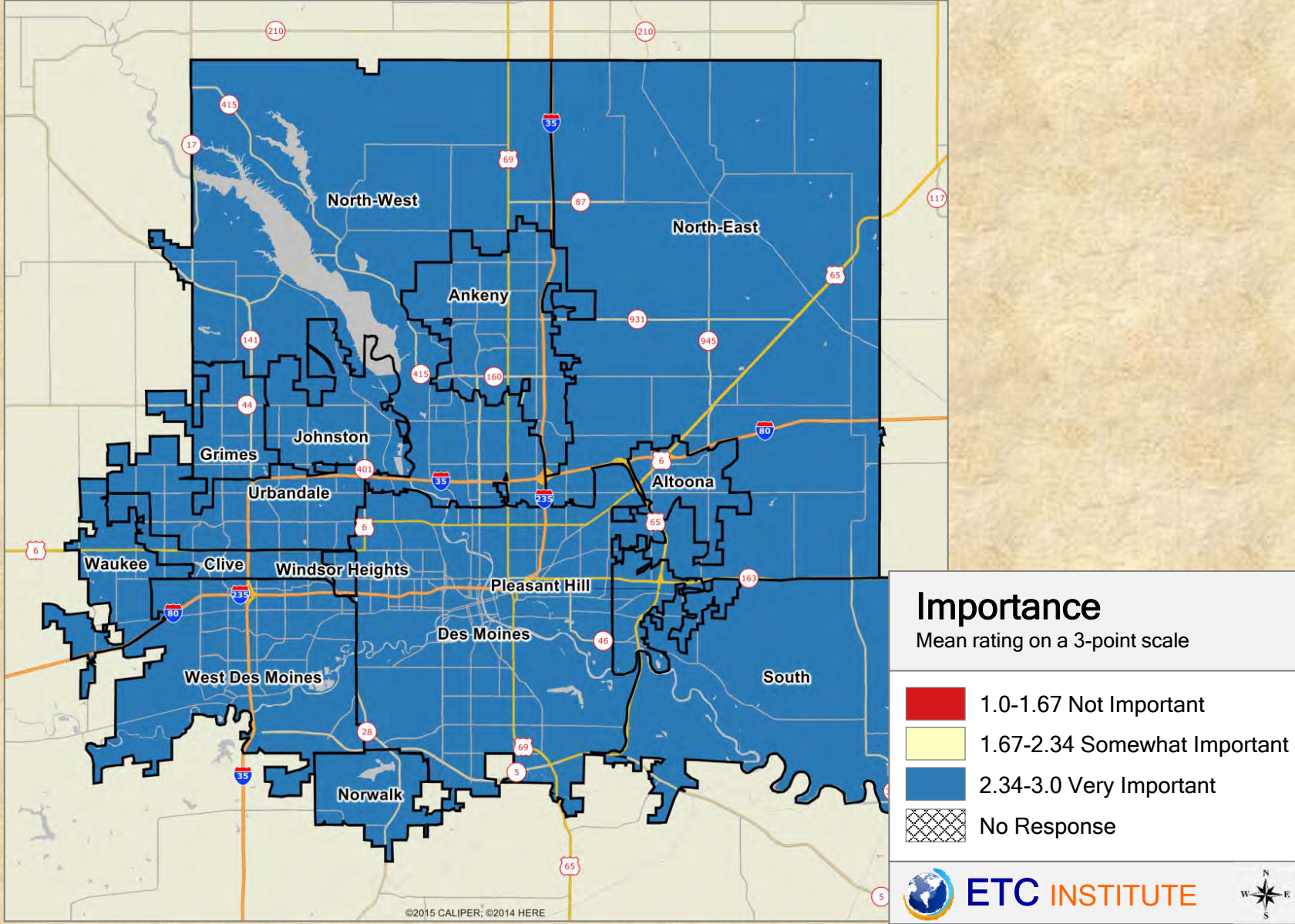
Q15.2 How Important Is The Following Purpose: Providing an alternative to congested roadways



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

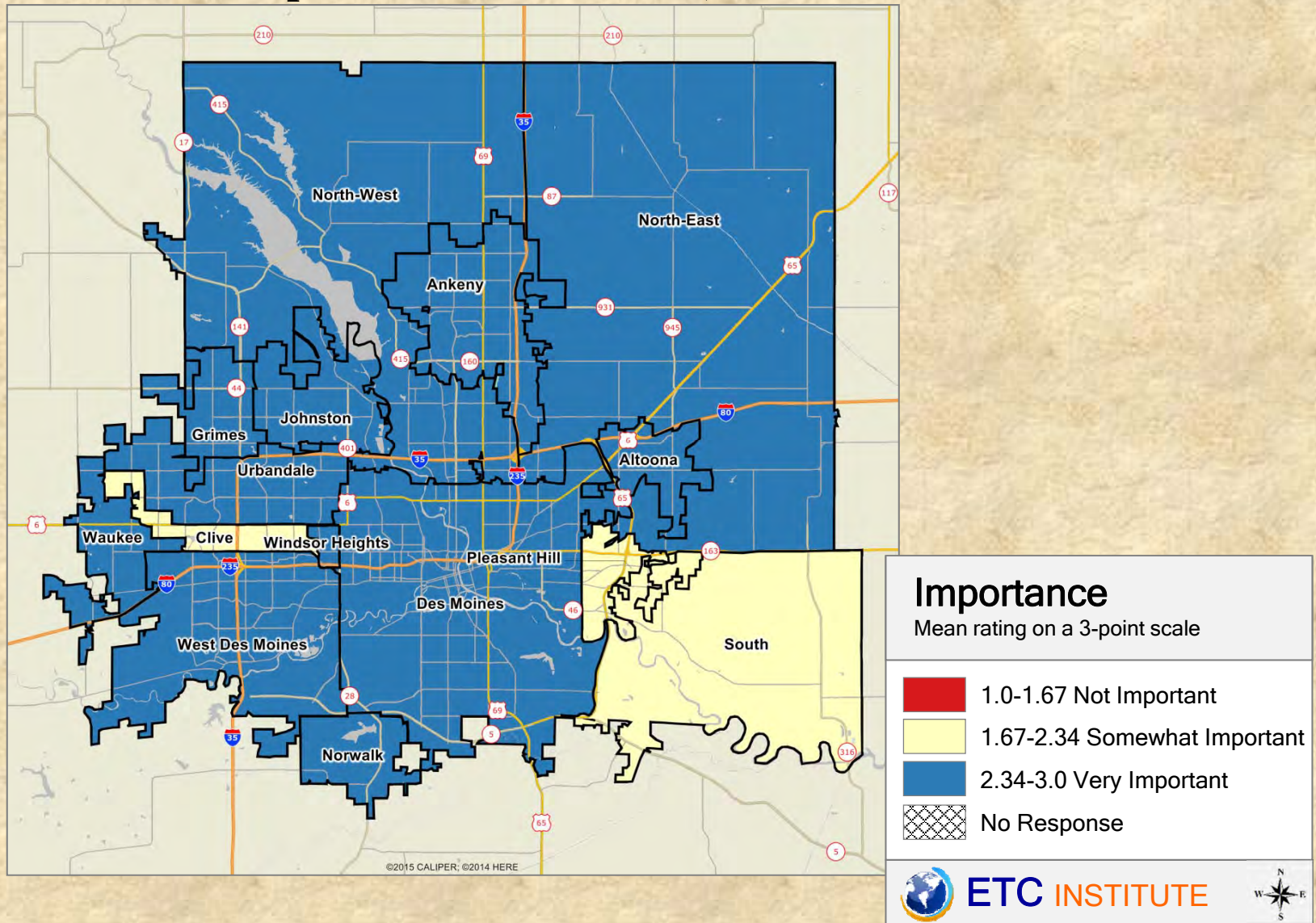
Q15.3 How Important Is The Following Purpose: Providing fast, frequent, reliable service on key corridors



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

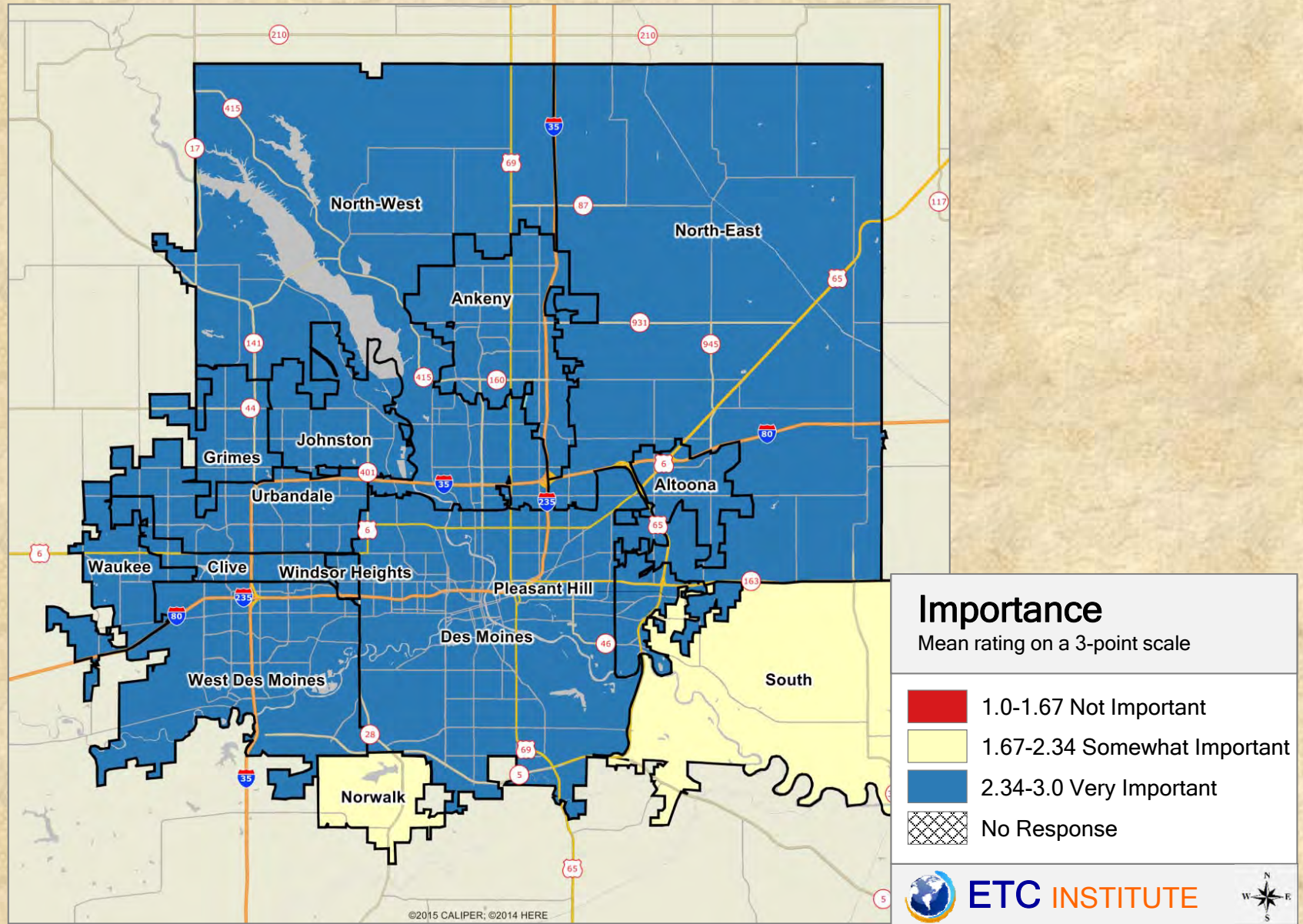
Q15.4 How Important Is The Following Purpose: Making it easier to get to/from transit (better Sidewalks, stops, park and ride facilities, etc.)



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

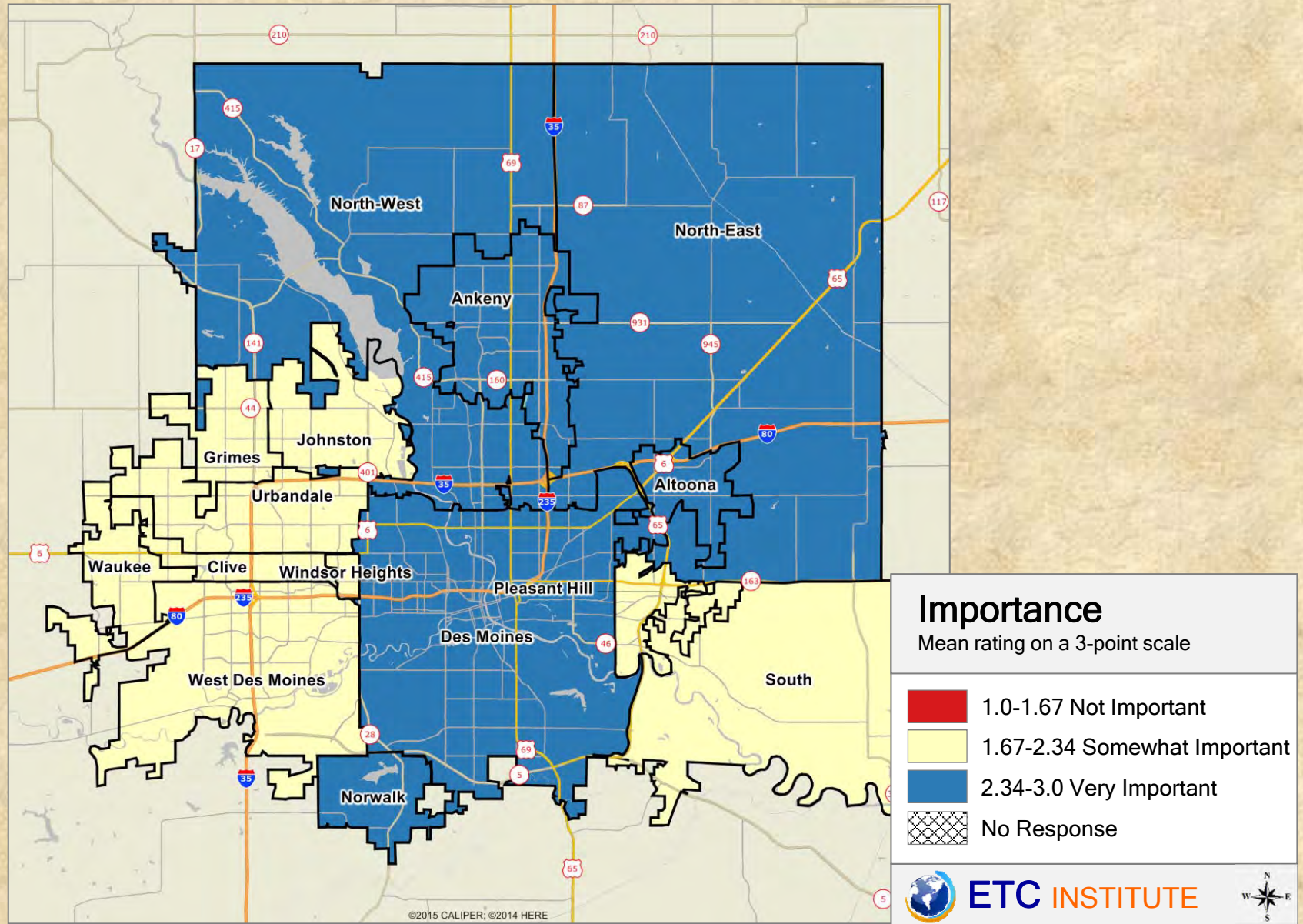
Q15.5 How Important Is The Following Purpose: Helping to create an environmentally-friendly, sustainable city not dependent on car travel



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

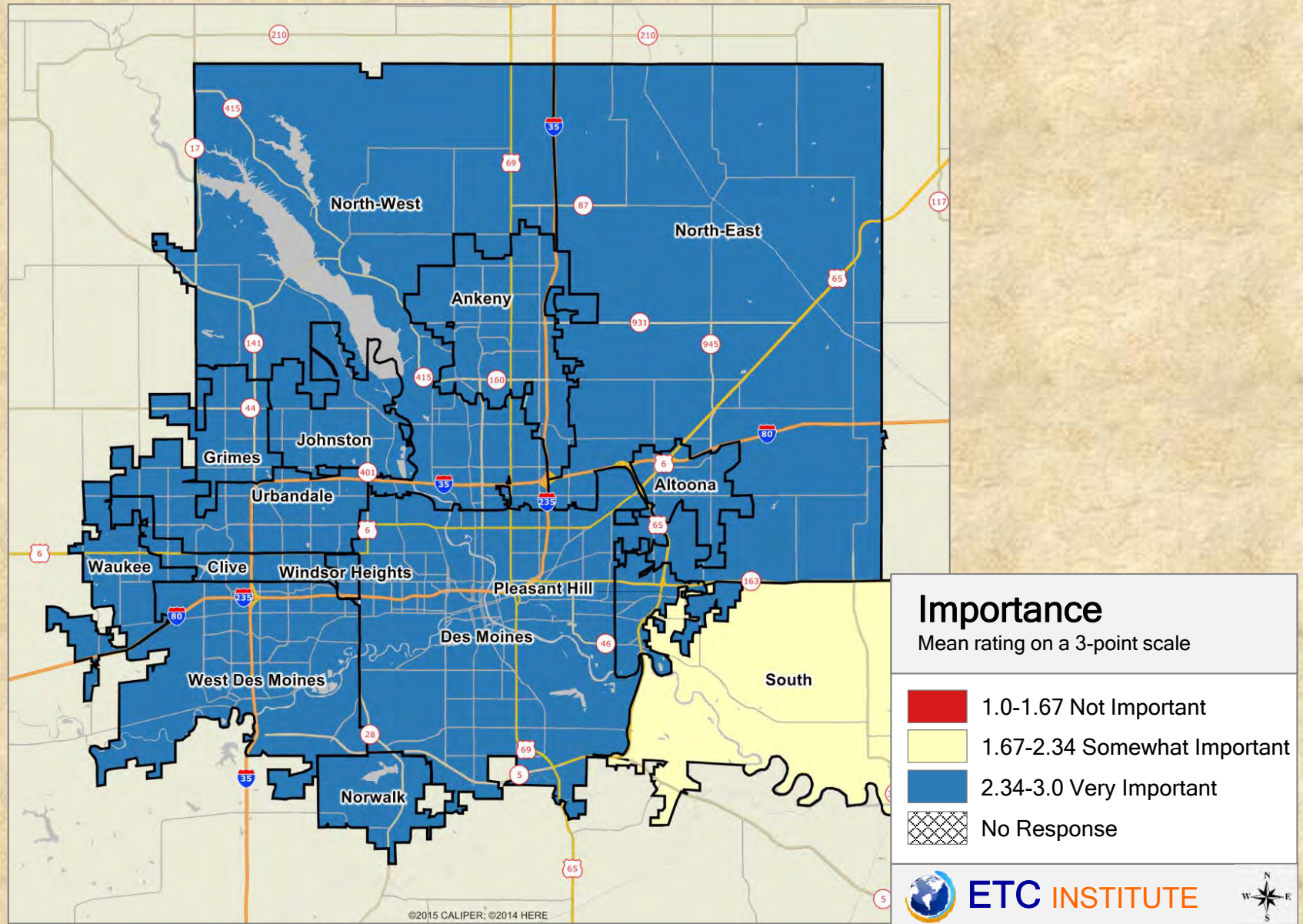
Q15.6 How Important Is The Following Purpose: Expanding DART's service area



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

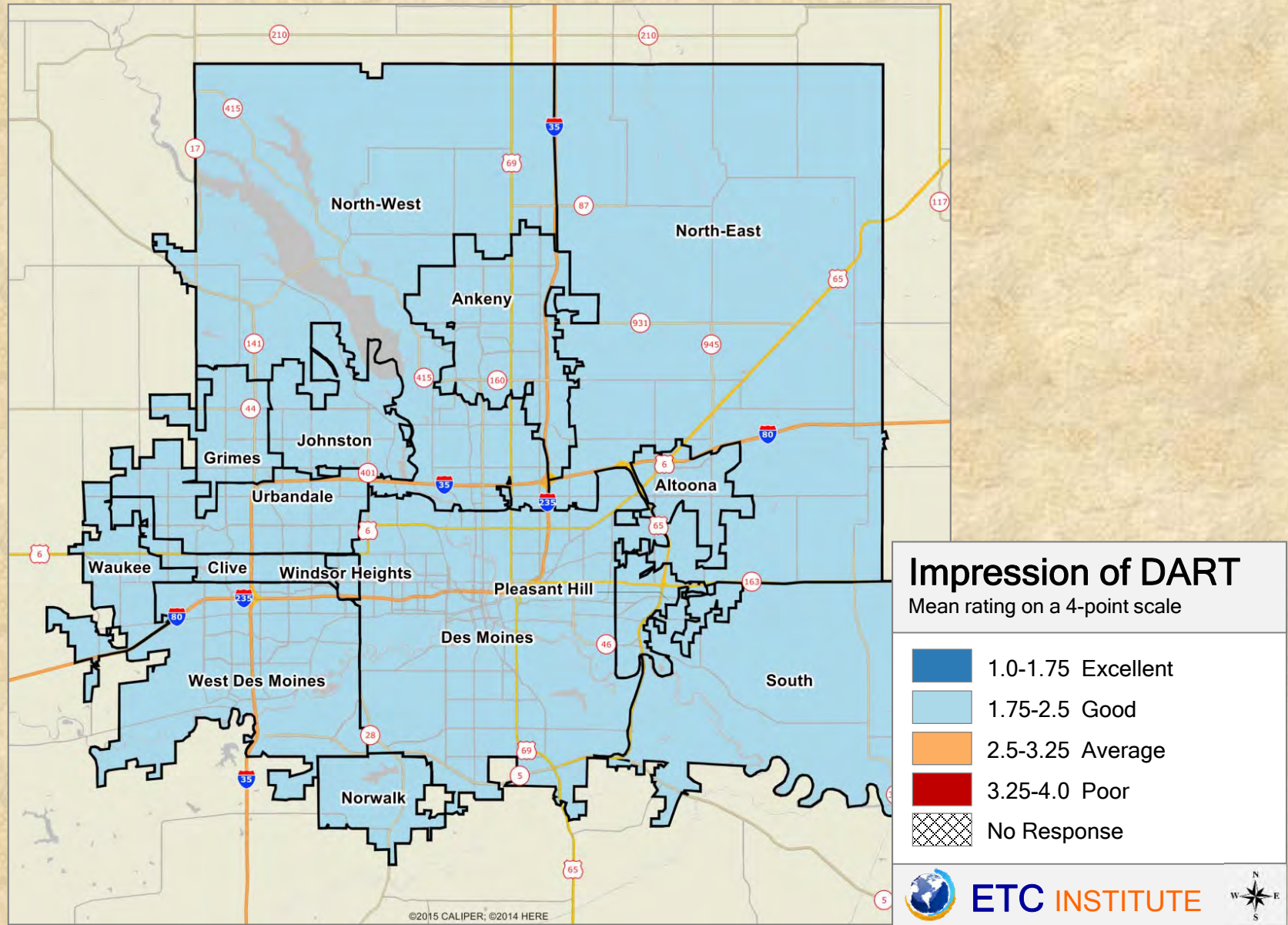
Q15.7 How Important Is The Following Purpose: Supporting economic development and access to jobs



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

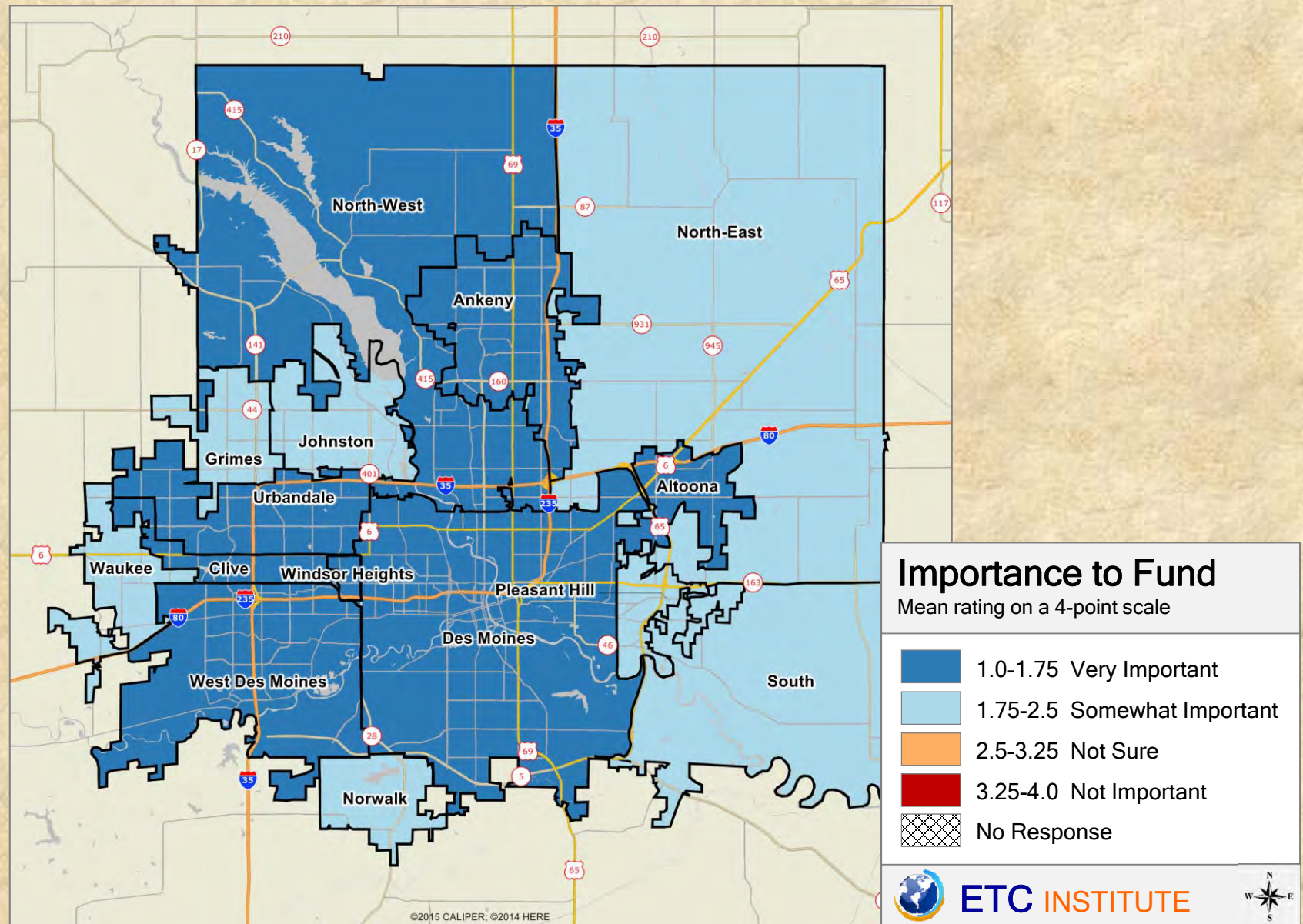
Q16 How Respondent's Rate Their Overall Impression of DART



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

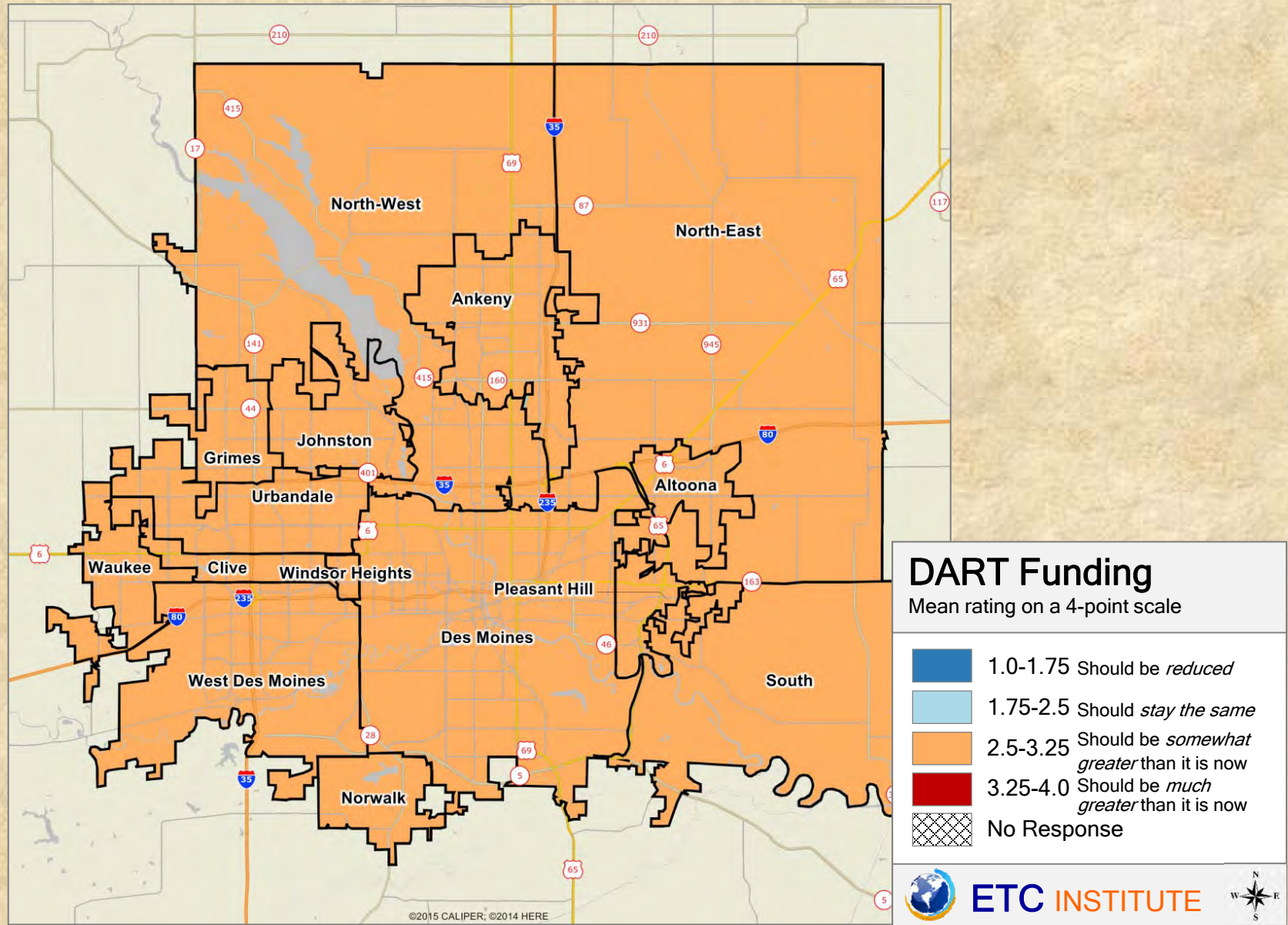
Q17 Respondents rate how important it is for the region to support and fund public transportation



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

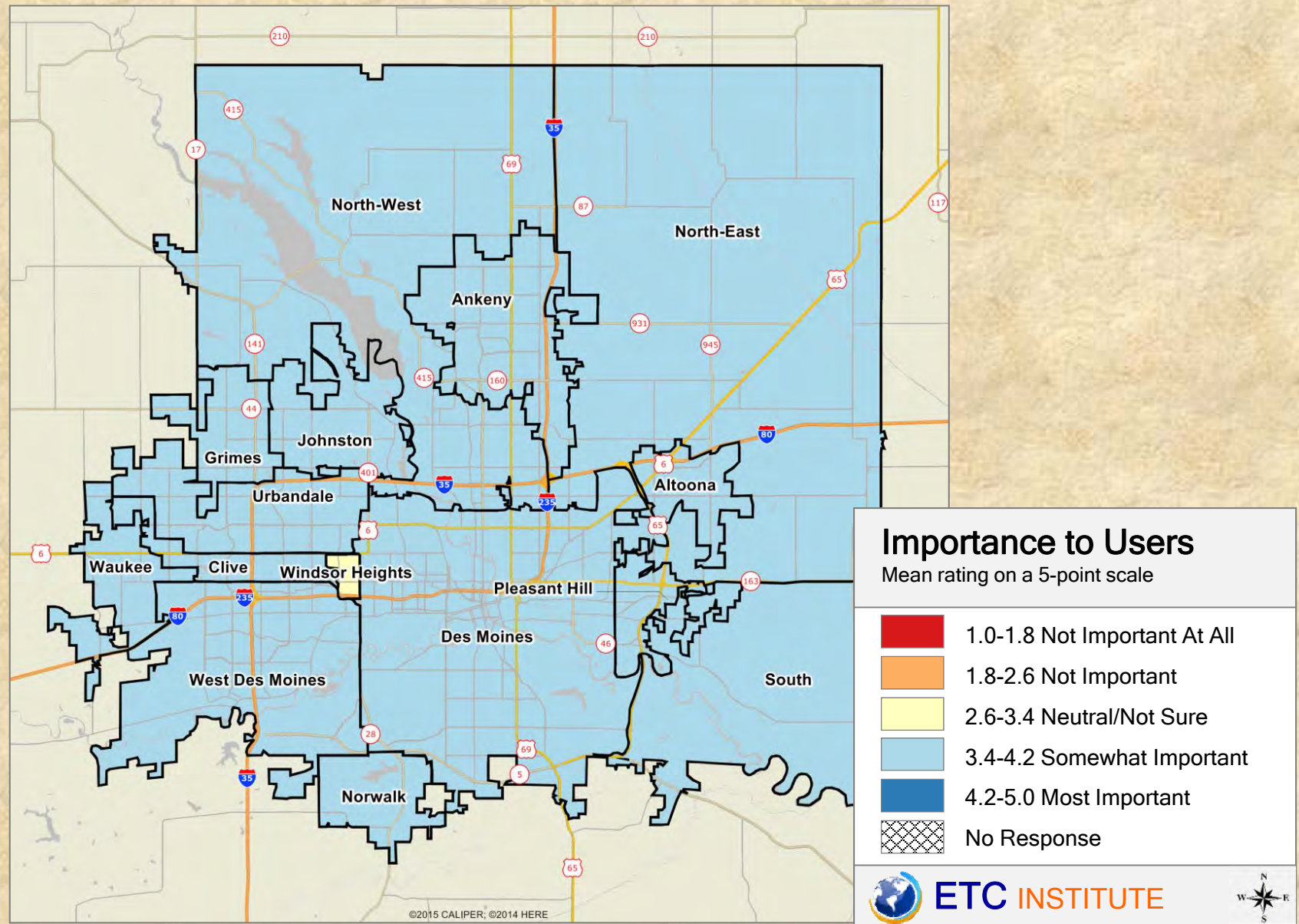
Q18 How Important Respondents Think it is for the Region to Support and Fund Public Transportation



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

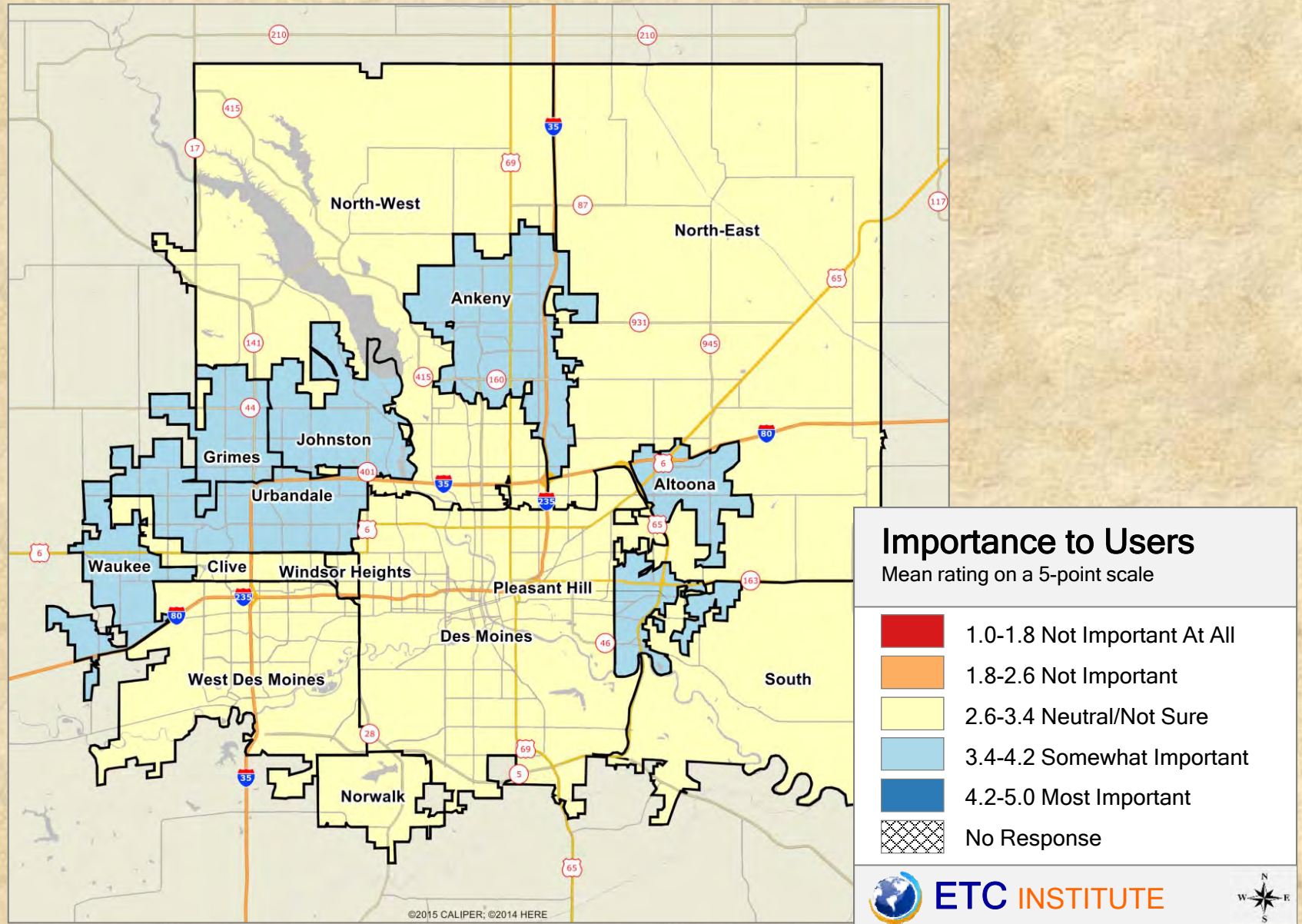
Q19.1 Ranking Importance of Transportation Investments: Widening Existing Roads



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

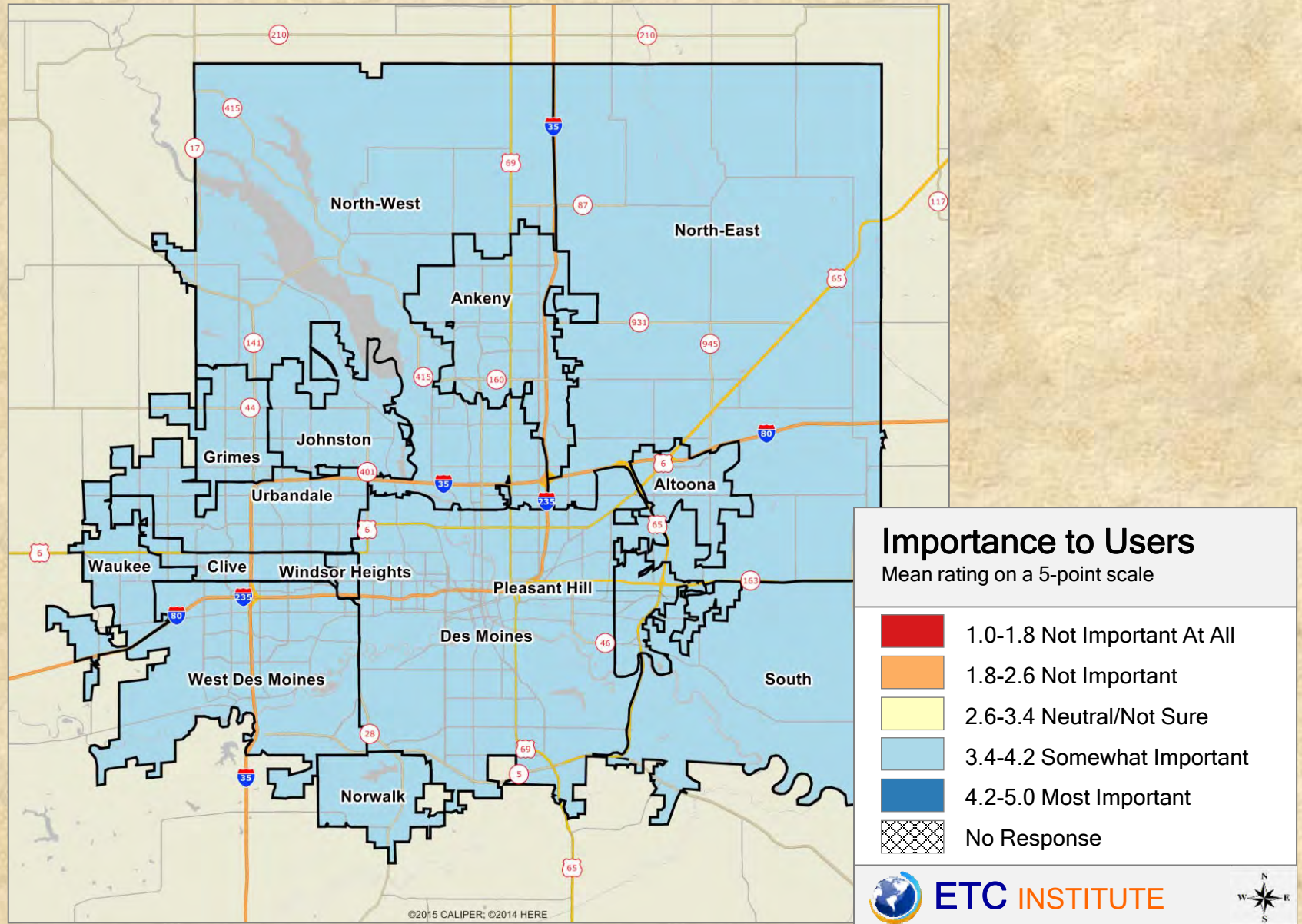
Q19.2 Ranking Importance of Transportation Investments: Building New Roads



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

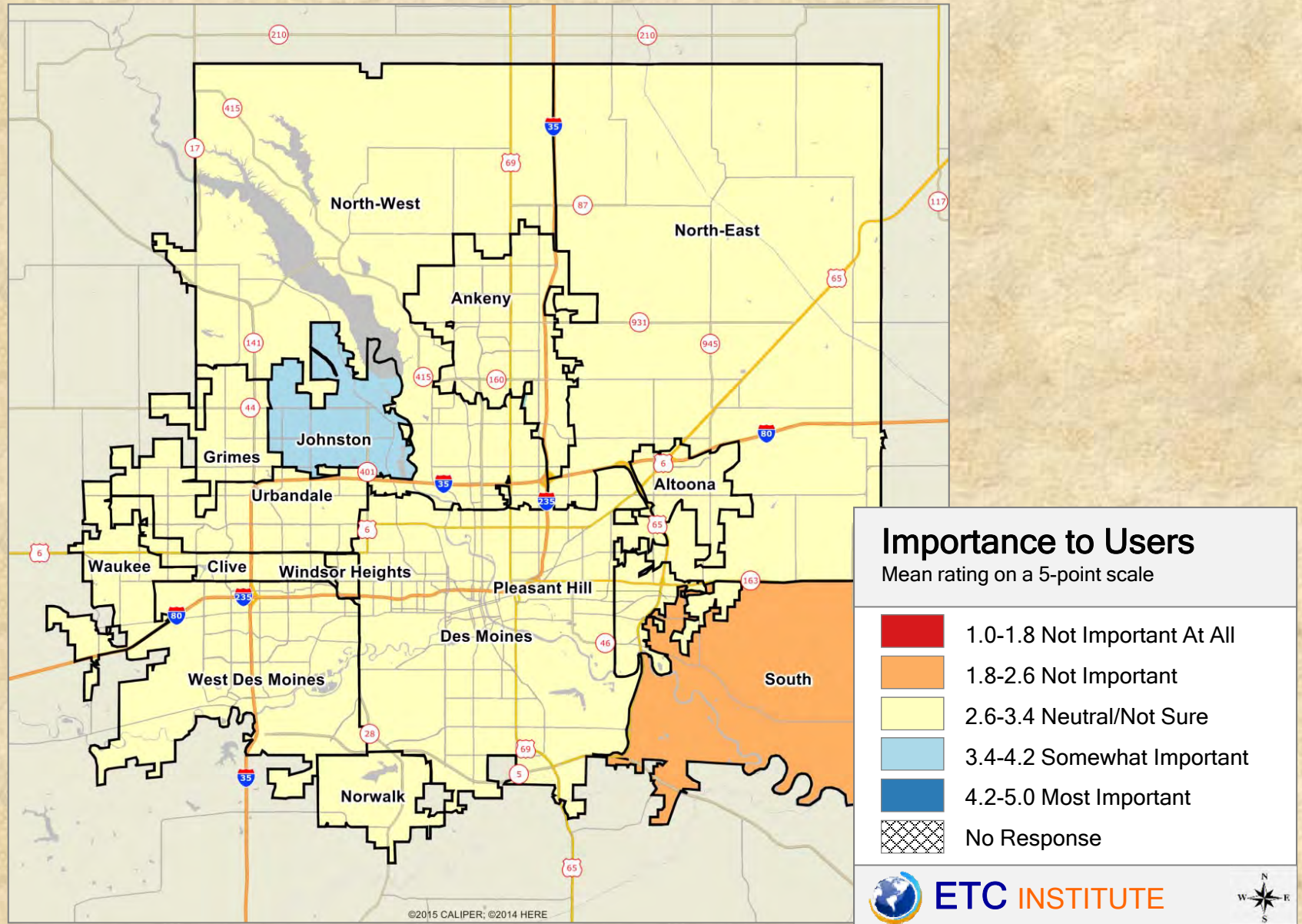
Q19.3 Ranking Importance of Transportation Investments: Improving Public Transit



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

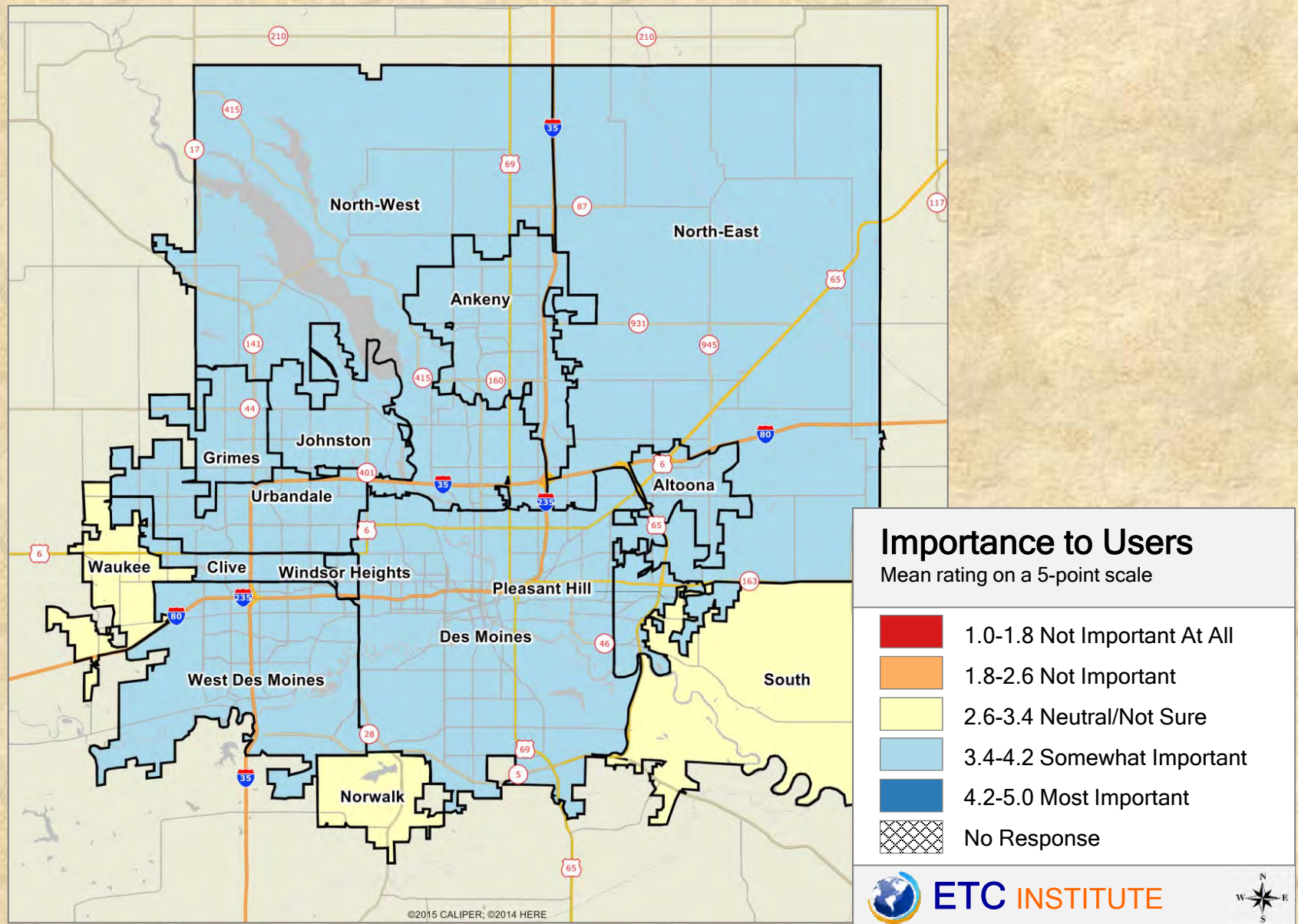
Q19.4 Ranking Importance of Transportation Investments: Improving the Bicycle Network



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

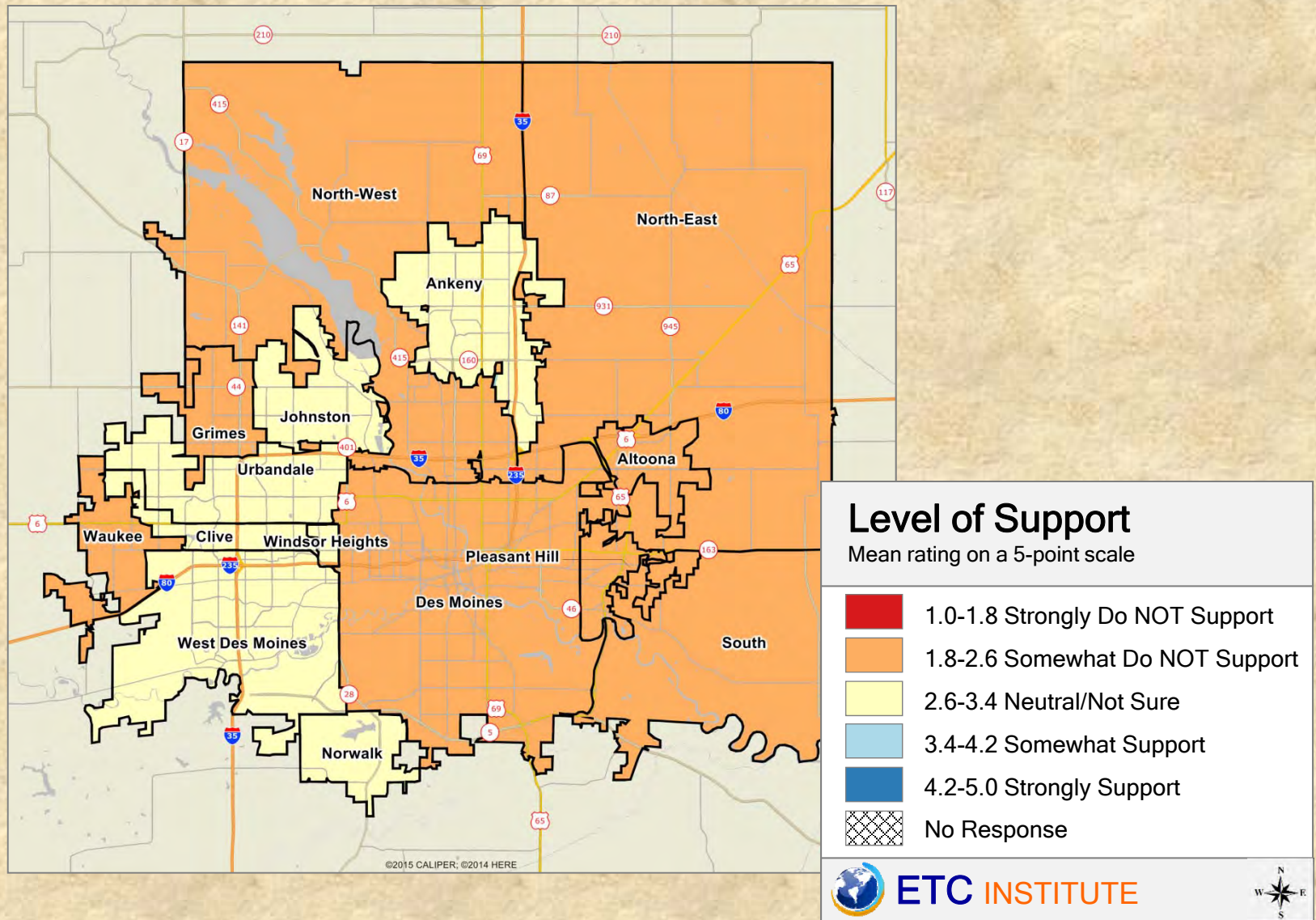
Q19.5 Ranking Importance of Transportation Investments: Improving the Sidewalk Network



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

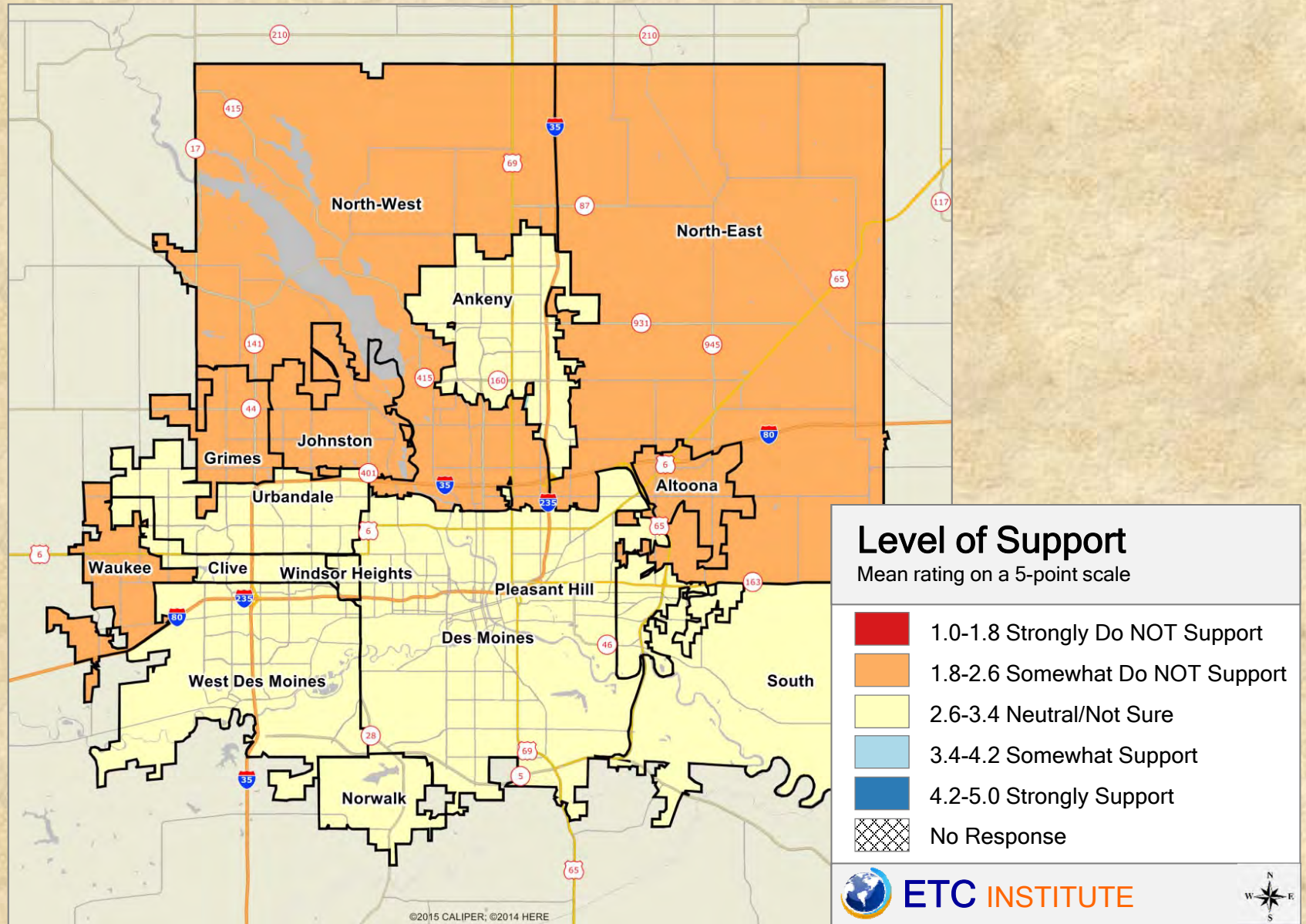
Q22.1 Level of Support for the Following Funding Sources: Vehicle Registration Fee: Add a \$20 annual fee to each car's registration fee in the areas serviced by DART



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

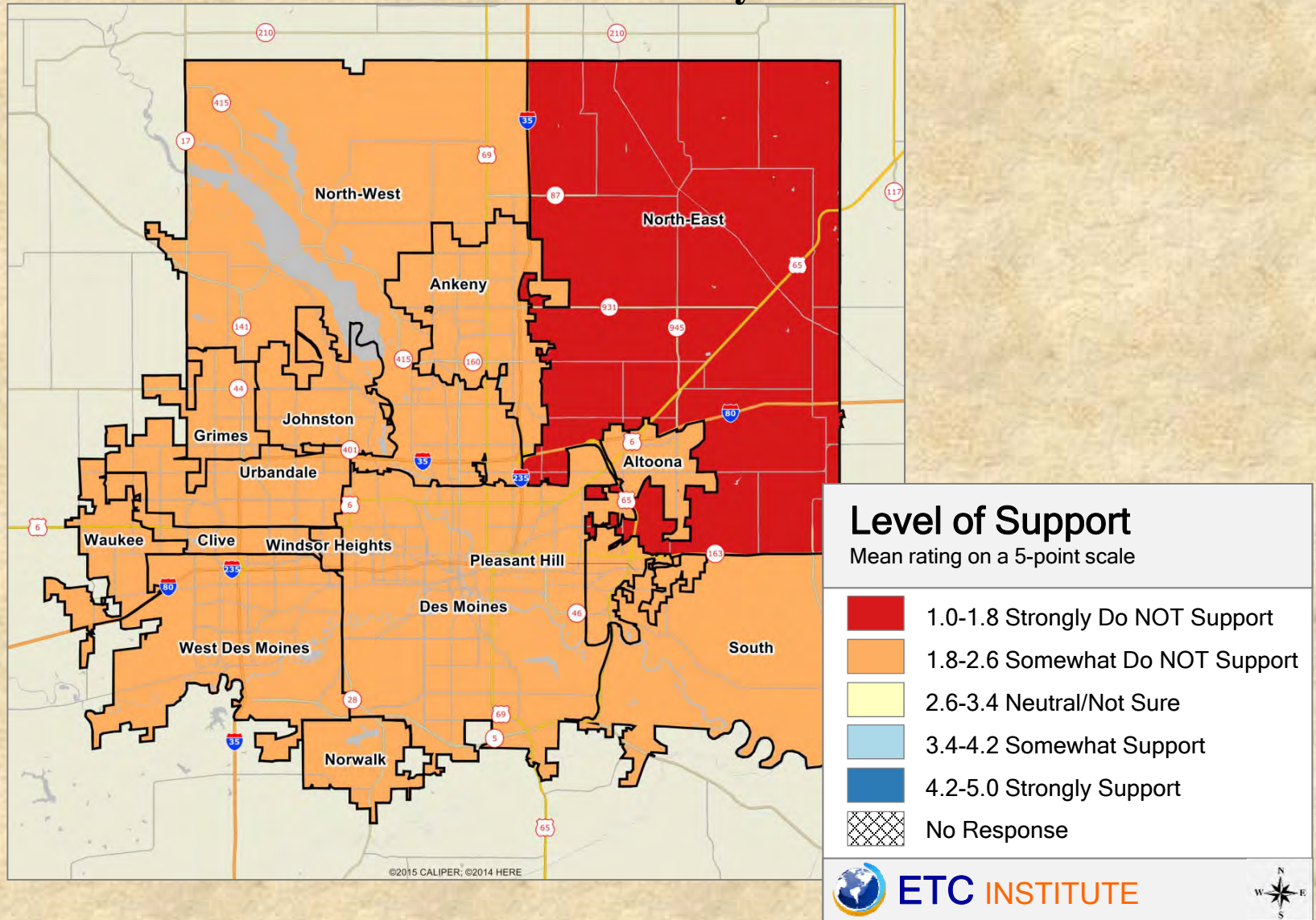
Q22.2 Level of Support for the Following Funding Sources: Sales Tax: Add 1/2 cent sales tax in Dallas and Polk County



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

Q22.3 Level of Support for the Following Funding Sources: Add up to 85 cents/\$1,000 of taxable valuation of houses in areas serviced by DART



2016 DART Transit Non-Rider Survey

Shading reflects the mean rating for all respondents by zone

Section 5:

Survey Instrument

DART Transit Non-Rider Survey

Have you used DART bus service in the area during the past year?

___(1) Yes *(This survey is intended for persons who have not used DART services during the past year. Please disregard this survey.)*

___(2) No *(Please continue to fill out questionnaire.)*

1. How likely are you to vote in the next municipal election?

___(1) Very likely ___(3) Somewhat unlikely ___(9) Not sure
 ___(2) Somewhat likely ___(4) Very unlikely

2. Are you registered to vote at your current address? ___(1) Yes ___(2) No

3. Do you feel that DART's service is a valuable service to the community?

___(1) Yes ___(2) No ___(3) Don't Know

4. Overall, how would you rate DART's services?

___(1) Excellent ___(3) Average ___(9) Don't know
 ___(2) Good ___(4) Poor – needs to be expanded

5. Using a scale of 1 to 5, where 1 means "Strongly Disagree" and 5 means "Strongly Agree," please rate your level of agreement with the following statements about public transportation in the region:

Statement	Strongly Agree	Agree	Neutral/ Not sure	Disagree	Strongly Disagree
01. Public transportation takes too long compared to travel by other mode	5	4	3	2	1
02. Transit service is not offered when I need to use it	5	4	3	2	1
03. Transit service is not offered near my home	5	4	3	2	1
04. Transit service does not take me to where I need to go	5	4	3	2	1
05. Information about transit service is difficult to understand	5	4	3	2	1
06. Buses are not on time	5	4	3	2	1
07. Buses are not reliable	5	4	3	2	1
08. I have too many places I need to go during the day to use public transportation	5	4	3	2	1
09. I do not feel safe on the bus	5	4	3	2	1
10. I do not feel safe waiting at bus stops	5	4	3	2	1
11. Riding the bus it too expensive	5	4	3	2	1
12. I prefer to drive rather than use public transportation	5	4	3	2	1
13. Public transportation is important for a thriving community	5	4	3	2	1

6. Of the statements listed above, which THREE MOST DESCRIBE why you are not using public transportation services in the region? *(Use the numbers from the list in Question 5.)*

1st: ____ 2nd: ____ 3rd: ____

7. Using a scale of 1 to 5, where 1 means "Very Unlikely" and 5 means "Very Likely," please rate how likely each factor would be to encourage you to begin using public transportation in the region:

How Likely Would You Be To Begin Using Public Transportation If:		Very Likely	Likely	Not Sure	Not Likely	Not Likely At All
01.	The cost of parking increases at the place you work or at places you visit frequently	5	4	3	2	1
02.	The time it takes to get to your destination by car increases due to traffic congestion	5	4	3	2	1
03.	Transit stops are located closer to your home	5	4	3	2	1
04.	Transit stops are located closer to the place you work or visit frequently	5	4	3	2	1
05.	Buses are scheduled to arrive at stops more frequently	5	4	3	2	1
06.	Service were offered earlier or later on existing routes	5	4	3	2	1
07.	Your employer provided incentives to use public transportation services <i>(leave blank if not employed)</i>	5	4	3	2	1
08.	Better timed transfers between services	5	4	3	2	1
09.	If it cost less to ride transit	5	4	3	2	1
10.	If DART provided faster service	5	4	3	2	1
11.	If shelters were located at bus stops were you would board/alight at	5	4	3	2	1

8. Of the items listed above, which THREE would be MOST LIKELY to cause you to begin using public transportation services in the region? *(Use the numbers from the list in Question 7.)*

1st: ____ 2nd: ____ 3rd: ____

9. What is the minimum level of service frequency that would encourage you to use public transit at least once a week?

(1) Less than 10 minutes (4) Between 20 to 30 minutes (7) Would not use bus service
 (2) Between 10 to 15 minutes (5) Between 30 to 45 minutes
 (3) Between 15 to 20 minutes (6) Between 45 to 60 minutes

10. For what trip purposes would you be interested in using DART service? *(Check all that apply.)*

(1) Work related trip (4) Medical (7) Personal/recreational
 (2) School (K-12) (5) Grocery shopping (8) Would not use bus service
 (3) College/University (6) Other shopping related trips (9) Other: _____

11. For the trip purposes you selected in Question 10, please provide the name, address/intersection, and city of your most common destination:

Most common trip purpose *(Please provide only one trip purpose, using the numbers from the list in Question 10):* ____

Destination name: _____

Destination address/intersection: _____

Destination City: _____

12. During what times of day would you be most interested in using bus service? *(Check all that apply.)*

(1) 5:00 AM – 9:00 AM (4) 3:00 PM – 7:00 PM (7) Would not use bus service
 (2) 9:00 AM – 12:00 PM (5) 7:00 PM – 10:00 PM
 (3) 12:00 PM – 3:00 PM (6) 10:00 PM – 5:00 AM

13. During what days of the week would you be most interested in using bus service? *(Check all that apply.)*

(1) Monday (3) Wednesday (5) Friday (7) Sunday
 (2) Tuesday (4) Thursday (6) Saturday (8) Would not use bus service

14. Using a scale of 1 to 5, where '5' is 'Very Likely' and '1' is "Not Likely at All," please indicate how likely you or other members of your household would be to use the following types of transportation:

How Likely Would You Be To Using The Following Types of Transportation:		Very Likely	Likely	Not Sure	Not Likely	Not Likely at All
1.	High speed, rapid bus service that has separate lanes and priority at traffic lights	5	4	3	2	1
2.	On-demand bus technology that operates in a similar manner to Uber and Lync	5	4	3	2	1
3.	Door-to-door shuttle service for seniors or persons with disabilities	5	4	3	2	1
4.	Park and ride services where you park your car & then take an express bus (with limited stops) to your destination	5	4	3	2	1
5.	Bus service that operates on fixed routes in the area where you live	5	4	3	2	1
6.	Vanpool service, which would involve having people who work at the same place share a van provided by their employer	5	4	3	2	1
7.	Light Rail Train Service	5	4	3	2	1

15. Listed below are several purposes for a public transit system.

For each one, please indicate whether you think that purpose should be Very Important, Somewhat Important, or Not Important in the design of transit services in the region:

How Important Are The Following Purposes		Very Important	Somewhat Important	Not Important
1.	Serving low-income, disabled, or senior populations with few other transportation options	3	2	1
2.	Providing an alternative to congested roadways	3	2	1
3.	Providing fast, frequent, reliable service on key corridors	3	2	1
4.	Making it easier to get to/from transit (<i>better sidewalks, stops, park and ride facilities, etc.</i>)	3	2	1
5.	Helping to create an environmentally-friendly, sustainable city not dependent on car travel	3	2	1
6.	Expanding DART's service area	3	2	1
7.	Supporting economic development and access to jobs	3	2	1

16. Overall, how would you rate the impression you have of DART?

___(1) Excellent ___(3) Average ___(9) Don't know
 ___(2) Good ___(4) Poor

17. Overall, how important do you think it is for the region to support and fund public transportation?

___(1) Very important ___(2) Somewhat important ___(3) Not sure ___(4) Not important

18. How do you think the current level of funding for public transportation (e.g., bus) in the region should change over the next five years?

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

19. Please rank the following transportation investments, with 1 being "Most Important" and 5 being "Least Important":

<i>Transportation Investments</i>	<i>Most Important</i>	<i>Somewhat Important</i>	<i>Neutral/ Not sure</i>	<i>Not Important</i>	<i>Not Important at All</i>
1. Widening Existing roads	5	4	3	2	1
2. Building New Roads	5	4	3	2	1
3. Improving Public Transit	5	4	3	2	1
4. Improving the Bicycle Network	5	4	3	2	1
5. Improving the Sidewalk Network	5	4	3	2	1

19-2. Of the items listed above, which **THREE INVESTMENTS** would be **MOST IMPORTANT** to focus on in the region? (Use the numbers from the list in Question 19.)

1st: ____ 2nd: ____ 3rd: ____

20. Would you be willing to pay up to an additional \$80/per year, per household to expand public transportation in the region including more routes, faster service in key corridors, more frequency, and more times?

___(1) Yes [Skip to Question 22.] ___(2) No [Answer Question 21.] ___(3) Not sure [Answer Question 21.]

21. (If "NO" or "NOT SURE" to Q20) Would you be willing to pay up to an additional \$40/per year, per household to expand public transportation in the region including more routes, faster service in key corridors, more frequency, and more times?

___(1) Yes ___(2) No ___(3) Not sure

22. Listed below are three potential funding sources that could be used to grow our public transit infrastructure.

Using a scale of 1 to 5, where 5 means "Strongly Support" and 1 means "Strongly Do Not Support," please rate your level of support for the following funding source concepts:

<i>Funding Sources</i>	<i>Strongly Support</i>	<i>Somewhat Support</i>	<i>Neutral/ Not sure</i>	<i>Somewhat Do NOT Support</i>	<i>Strongly Do NOT Support</i>
1. Vehicle Registration Fee: Add a \$20 annual fee to each car's registration fee in the areas serviced by DART	5	4	3	2	1
2. Sales Tax: Add 1/2 cent sales tax in Dallas and Polk County	5	4	3	2	1
3. Property Tax: Add up to 85 cents/\$1,000 of taxable valuation of houses in areas serviced by DART	5	4	3	2	1

DEMOGRAPHICS

23. How many operating vehicles (cars, motorcycles, vans) do you have in your household?

_____ vehicles

24. Do you have a valid driver's license? ___(1) Yes ___(2) No

25. Including yourself, how many licensed drivers do you have in your household?

_____ licensed drivers

26. What is your age?

___(1) 18-24 years ___(2) 25-34 years ___(3) 35-49 years ___(4) 50-64 years ___(5) 65+ year

27. Which of the following BEST describes your race/ethnicity? (Check all that apply.)

- (1) Asian/Pacific Islander (4) American Indian/Eskimo
 (2) Black/African American (5) Hispanic
 (3) Caucasian/White (6) Other: _____

28. Do you have a physical disability that causes you to be dependent on others for transportation?

- (1) Yes (2) No

29. Are you employed? (1) Yes (2) No

30. Would you say your total annual household income is:

- (1) Under \$30,000 (3) \$60,000 to \$99,999 (9) Not provided
 (2) \$30,000 to \$59,999 (4) \$100,000 or more

31. What is your home address?

Street Address: _____

City: _____ Zip Code: _____

32. Your gender: (1) Male (2) Female

33. Prior to this receiving this survey, were you familiar with the public transit services offered by DART (the Des Moines Area Regional Transit Authority)?

- (1) Yes (2) No

This concludes the survey — thank you for your time!

Please return your questionnaire using the postage-paid envelop you received with this survey.