Highlights

Overall approval of TriMet remains high.
• 72% TriMet job approval; 74% Bus approval; 80% MAX approval

TriMet is perceived as safe and reliable.
• On a scale of 1 to 7, Bus reliability was 5.4 and MAX reliability was 5.7
• Over 7 in 10 approved of TriMet’s safe operation of buses (73%) and MAX trains (75%).

Ridership is 77% (80% in 2014).
• Shift to more MAX only rides.
Public Mood
Regional optimism remains largely positive

Source: Multiple DHM Research Studies

TriMet A&A Data
Ridership
Proportion of Riders down in 2015

All riders

Occasional, Regular, Frequent (at least 2 times /month)

DHM Research | TriMet Attitude and Awareness Survey | November 2015
Approvals & Satisfaction
Approvals down slightly from 2014, but remain above 2013 levels

DHM Research | TriMet Attitude and Awareness Survey | November 2015
Safe Operation
More than 7 in 10 approve of TriMet’s safe operation of vehicles

Safe Operation: Bus
- 33% Strongly approve
- 40% Somewhat approve
- 7% Somewhat disapprove
- 4% Strongly disapprove
- 16% Don't know

Safe Operation: MAX
- 36% Strongly approve
- 38% Somewhat approve
- 9% Somewhat disapprove
- 7% Strongly disapprove
- 9% Don't know
Reliability
Both bus and MAX service are seen as reliable

- **Bus**:
  - Top Box (5, 6 or 7) 75%
  - Scale Midpoint 5.4

- **MAX**:
  - Top Box (5, 6 or 7) 82%
  - Scale Midpoint 5.7

DHM Research | TriMet Attitude and Awareness Survey | November 2015
Non-riders perceive overcrowding as more of a barrier than do riders (New Questions 2015)

How important is overcrowding as a reason you don’t ride?

Non-riders (N=186)

- 11% Very
- 16% Somewhat

How often do you reduce your trips on TriMet due to overcrowding?

Riders (N=614)

- 3% Almost always
- 2% Usually
Riders
More riders choosing MAX only; fewer making trips using Bus and MAX combined

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
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<tbody>
<tr>
<td>Bus only</td>
<td>13%</td>
<td>16%</td>
<td>14%</td>
<td></td>
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<tr>
<td>MAX only</td>
<td></td>
<td>34%</td>
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<tr>
<td>Bus and MAX</td>
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<td>LIFT</td>
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DHM Research | TriMet Attitude and Awareness Survey | November 2015
Frequent/regular riders commute to work on TriMet. Infrequent/occasional riders use TriMet for recreation.

**Frequent/Regular Riders**

- Recreation: 55%
- Personal business: 34%
- Go to airport: 37%
- Shopping: 44%
- Work: 60%
- Visit friends/family: 40%
- Medical appointments: 34%
- School: 42%

**Occasional/Infrequent Riders**

- Recreation: 69%
- Personal business: 24%
- Go to airport: 37%
- Shopping: 26%
- Work: 21%
- Visit friends/family: 13%
- Medical appointments: 10%
- School: 7%
16% of riders ride a bike to connect to TriMet and they usually bring it on board (New Questions 2015)

Do you bring the bike on board or park it? N=99

- Bring on board: 74%
- Park at stop/station: 20%
- Both: 4%
- Don’t know: 2%

Ride a Bike to Connect to TriMet Service

- Almost every day: 84%
- Several times a week: 9%
- A couple times a month: 5%
- Less than once a month: 2%
- Never: 1%

Riders (N=614)
Over half of riders (55%) would consider buying their fare using their smartphone or over the internet.

- Would you ever buy your fare with a smartphone? (N=573)
  - Yes: 45%
  - Maybe: 10%

- Would you ever buy your fare over the internet? (N=614)
  - Yes: 48%
  - Maybe: 7%
Project Awareness
Awareness was higher for the Barbur HCT Project

- Awareness of Barbur HCT Project: 21%
- Awareness of Hop Fastpass™: 13%
- Awareness of Bus Rapid Transit: 11%

Awareness of Powell/Division Route:
- Aware: 42%
- Not aware: 56%

Those Aware of BRT, N=90