



# TriMet Attitude & Awareness Survey

November 2016

# Methodology

- Telephone survey of 800 residents in TriMet service district
  - Clackamas County N=183
  - Multnomah County N=369
  - Washington County N=248
- Conducted November 9 to 17, 2016; took approximately 20 minutes to complete
- Quotas by age, gender, and county to ensure representative sample
- Margin of error  $\pm 3.5\%$  at 95% confidence interval

# Key takeaways

**Approval of TriMet remains high:** 80% approve of the job TriMet is doing, up 8 points from 2015

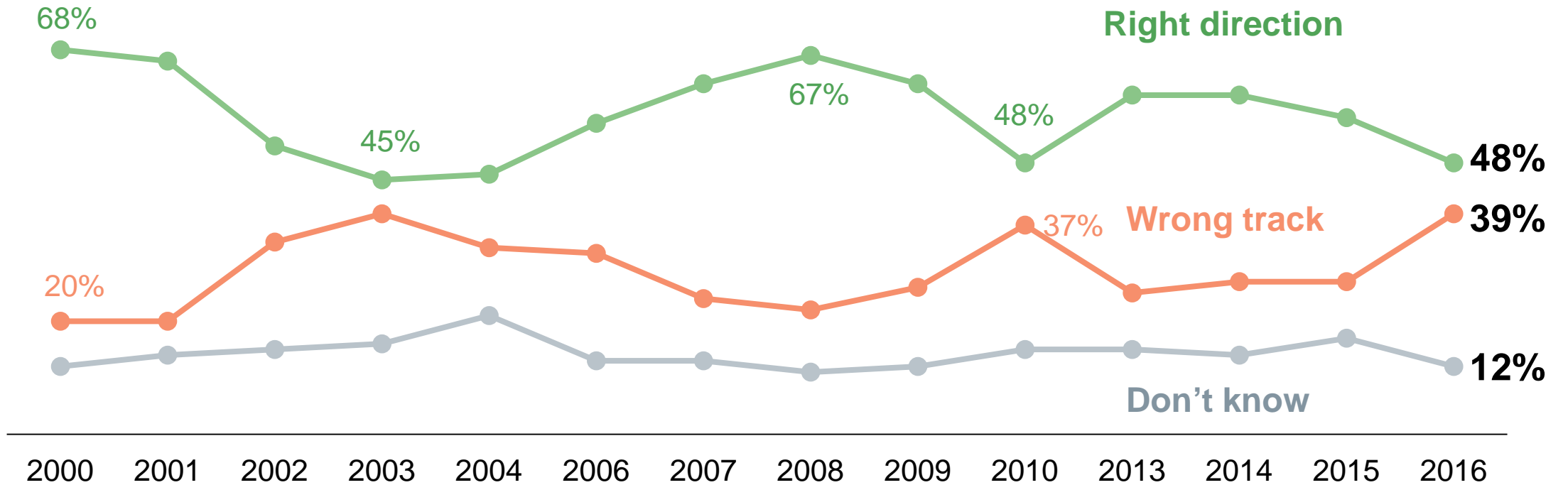
**Bus and MAX are seen as reliable:** On a scale of 1 to 7, where 4 would be the midpoint, MAX is given a reliability rating of 5.8; the bus system given a rating of 5.5

## **Convenience is a core aspect of service**

- 24% of people riding TriMet more than a year ago do so because of convenience
- 46% of people riding less are using other modes instead and one of the reasons is that public transit is less convenient

**Public mood**

# Fewer than half think the Portland Metro area is headed in the right direction



\*A&A conducted in November 2016

# Road expansion and congestion top residents' transportation concerns

*Thinking about transportation in the Portland area, what is the one major problem you would like to see improved?*

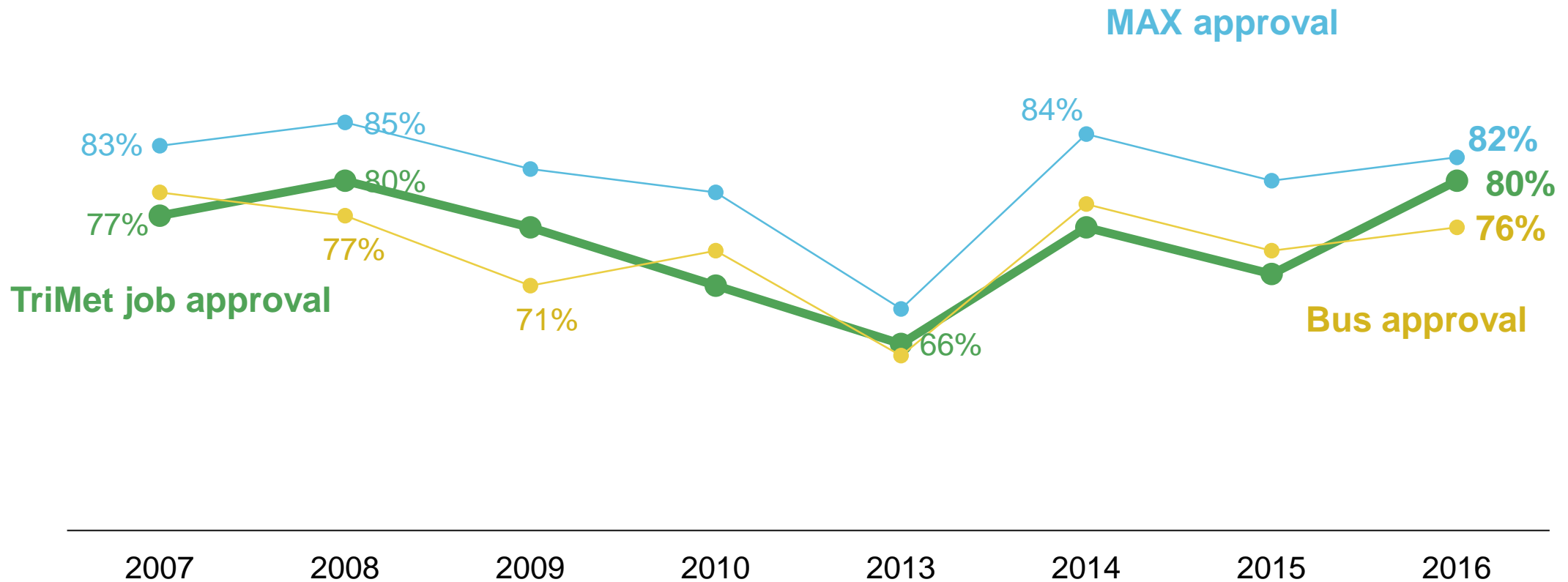
**27% Expand roads/more capacity**

**22% Traffic, congestion, overcrowding**

- 13% Public transportation
- 12% Road repair, maintenance, potholes
- 8% Safety
- 5% More bike lanes
- 3% Sidewalks

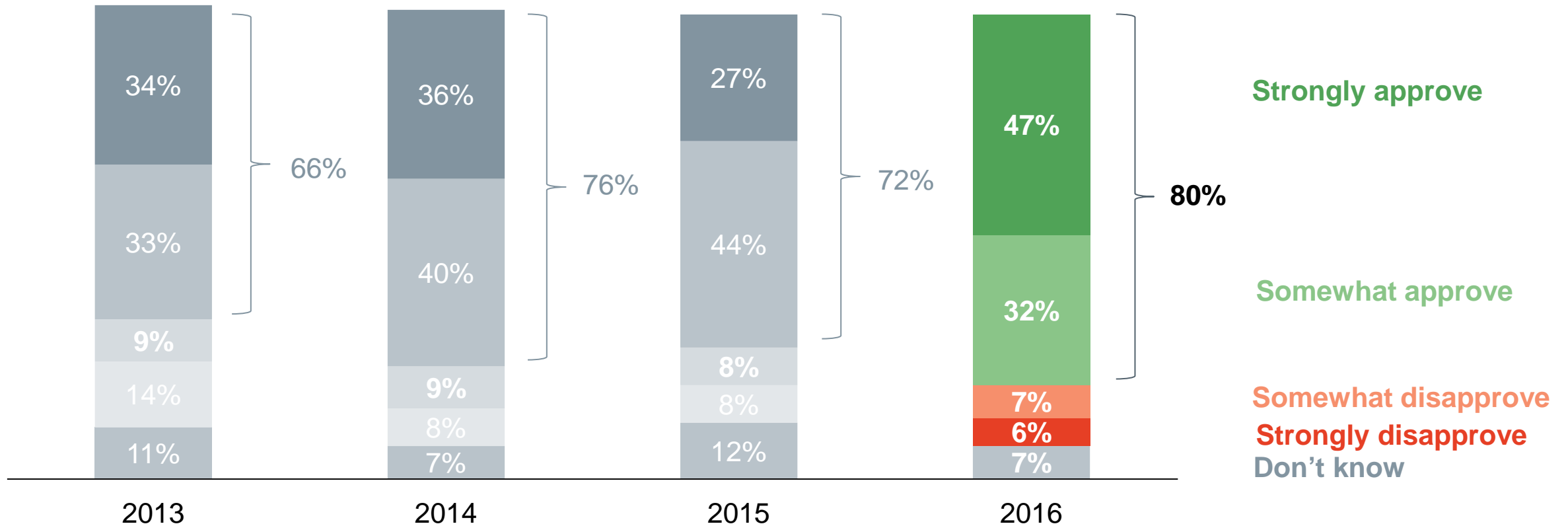
# Approvals & Satisfaction

# TriMet approval remains strong: overall job approval is at highest level since 2008





# 8 in 10 approve of the job TriMet is doing; more than 4 in 10 strongly approve



# People identify more frequent service, or expansion of service, as areas to improve

*What is the one thing TriMet could do to increase your approval rating? (Top mentions)*

**20% Improve service on routes**

**19% Expand routes**

**15% Nothing—like TriMet**

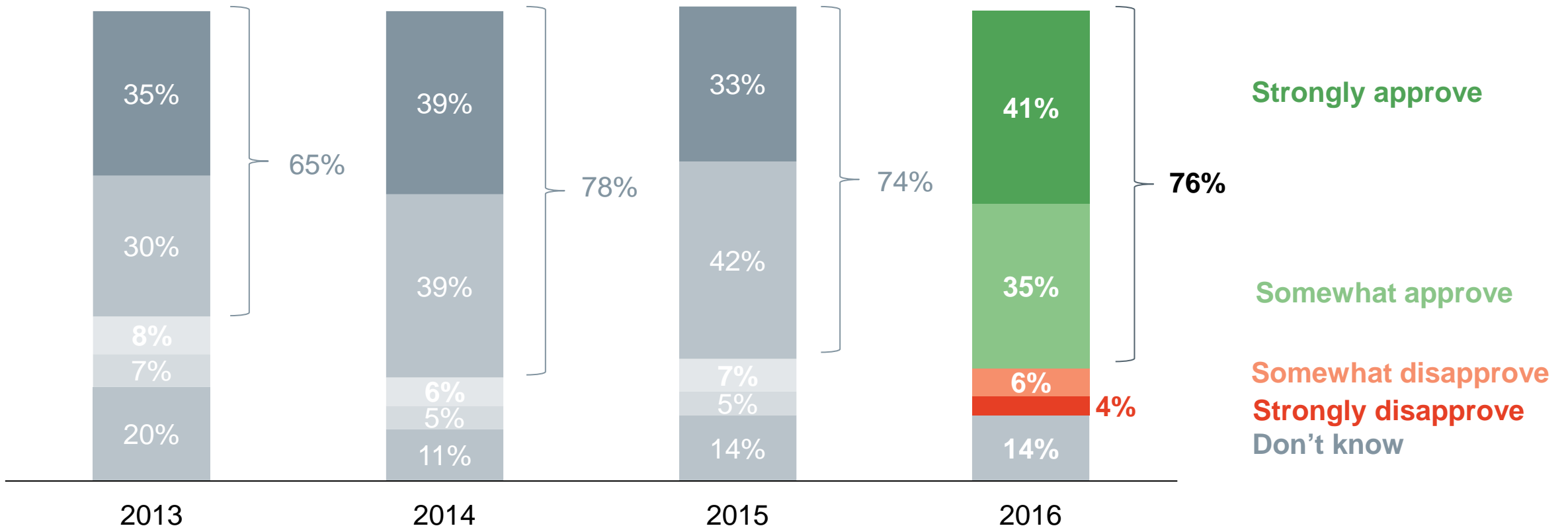
9% Reduce fares

7% Safety

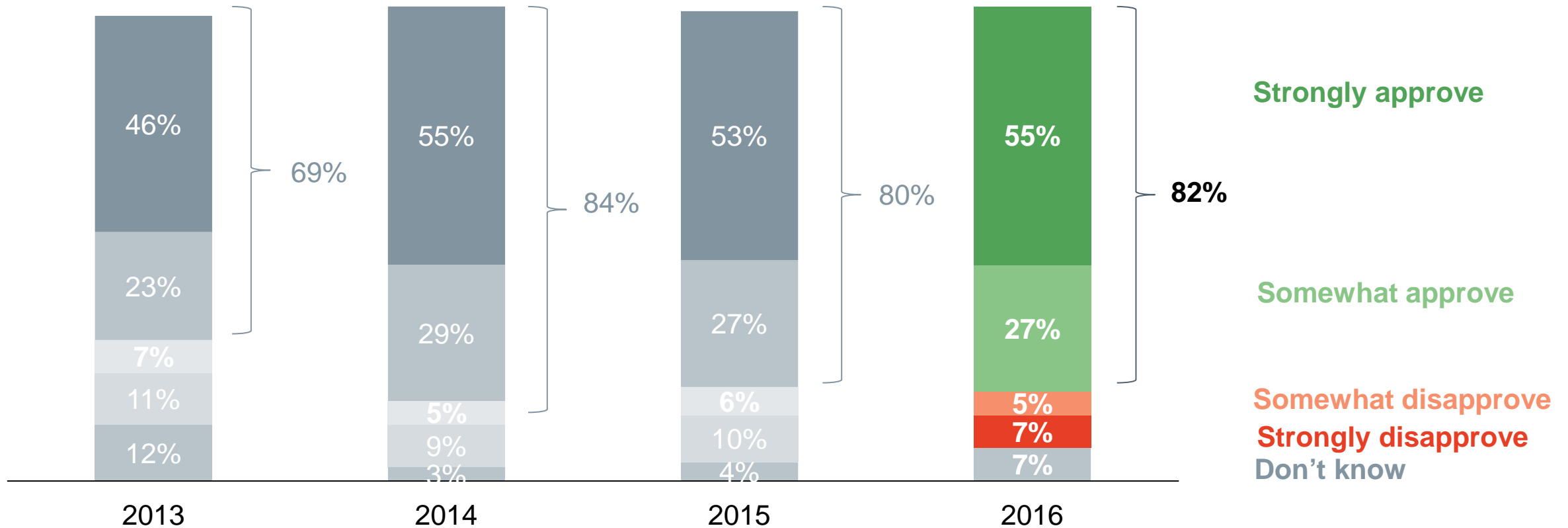
4% Barriers to transit

3% Budget, financial, make profitable

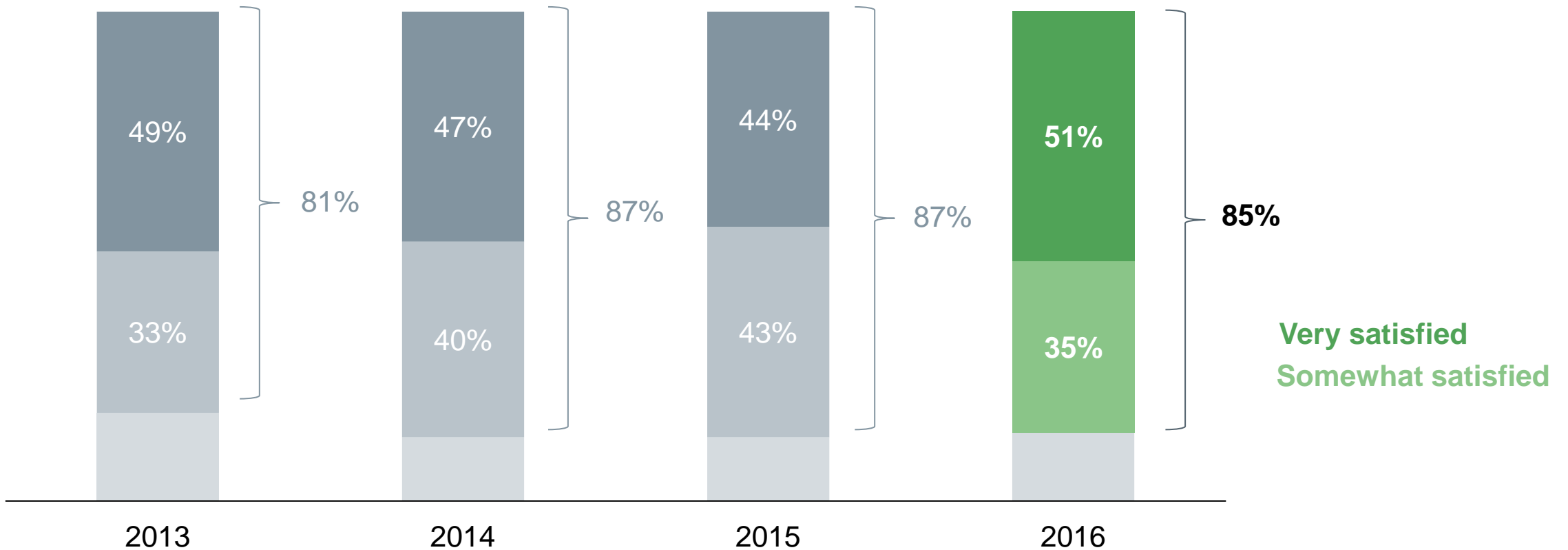
# More than 7 in 10 approve of the TriMet bus system



# More than 8 in 10 approve of the MAX light rail system



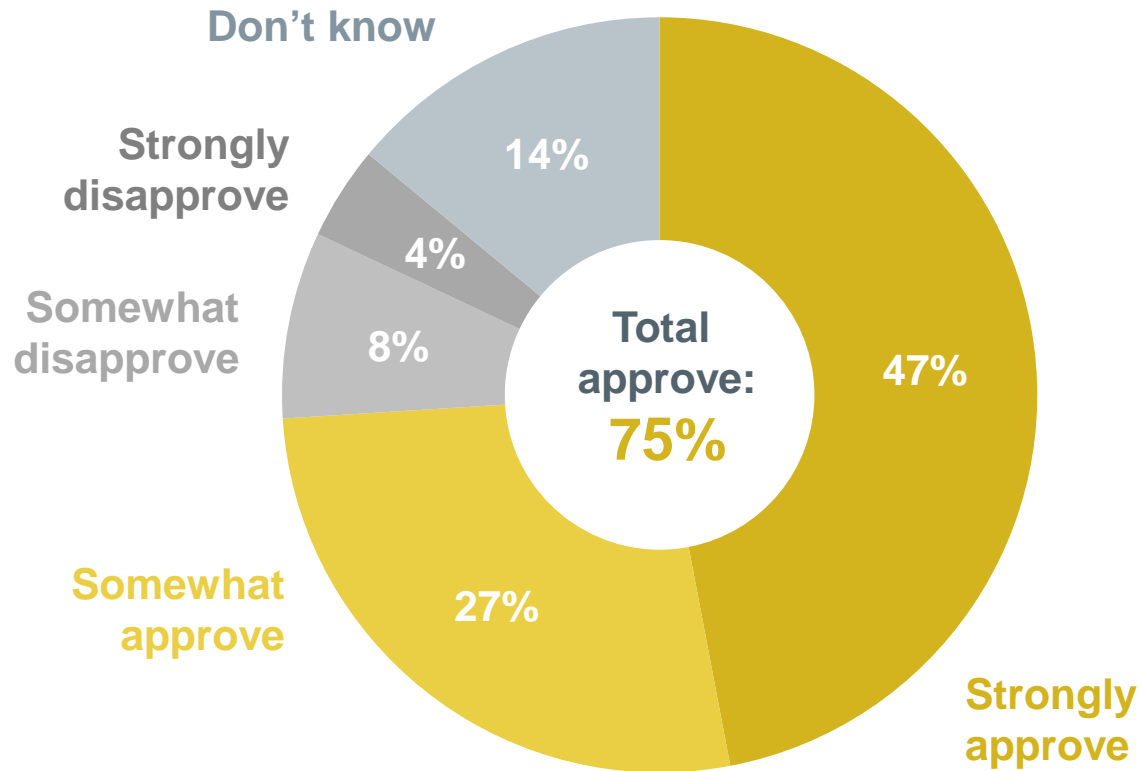
# More than 8 in 10 riders are satisfied with their experience on TriMet



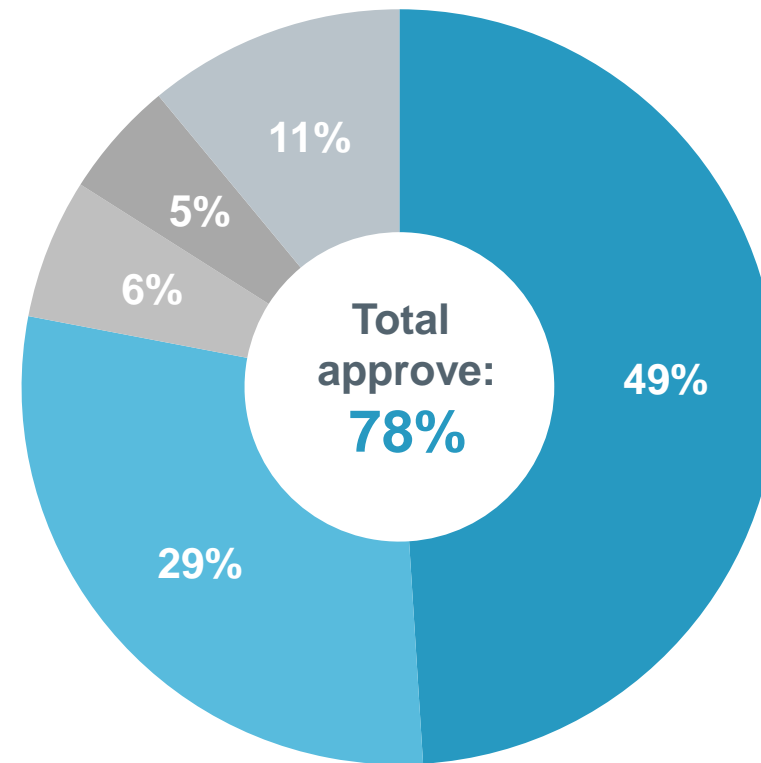
**Safety**

# More than 4 in 10 strongly approve of TriMet's safe operation of vehicles

## Bus Operation



## MAX Operation

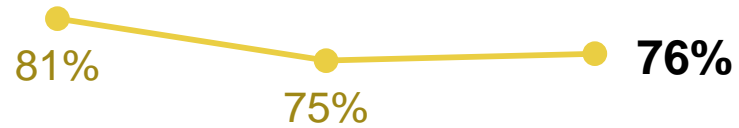


**Reliability**



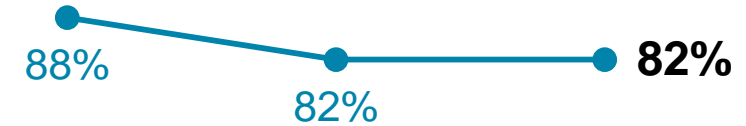
# Bus and MAX are seen as reliable

## Bus Reliability



2014 2015 2016

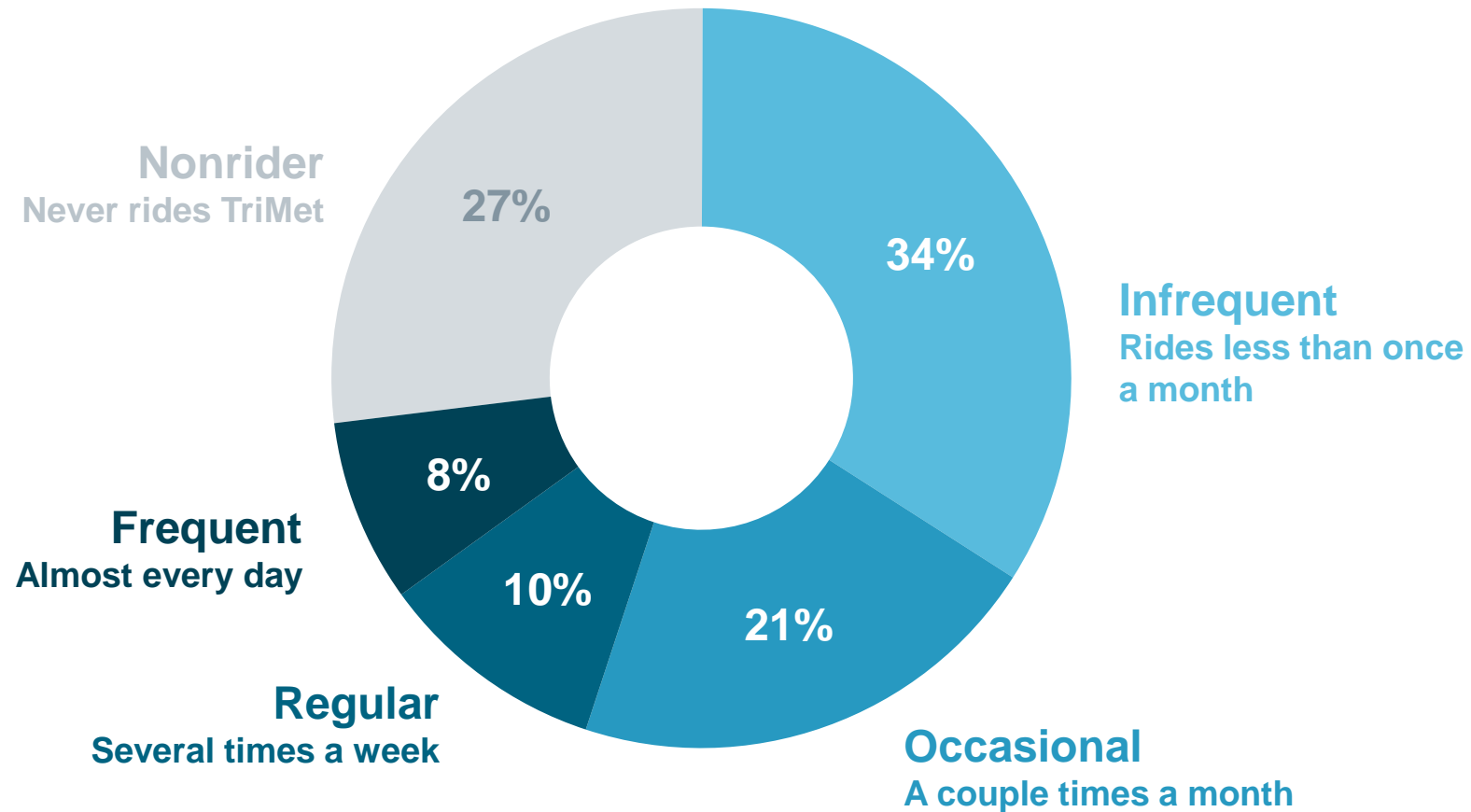
## MAX Reliability



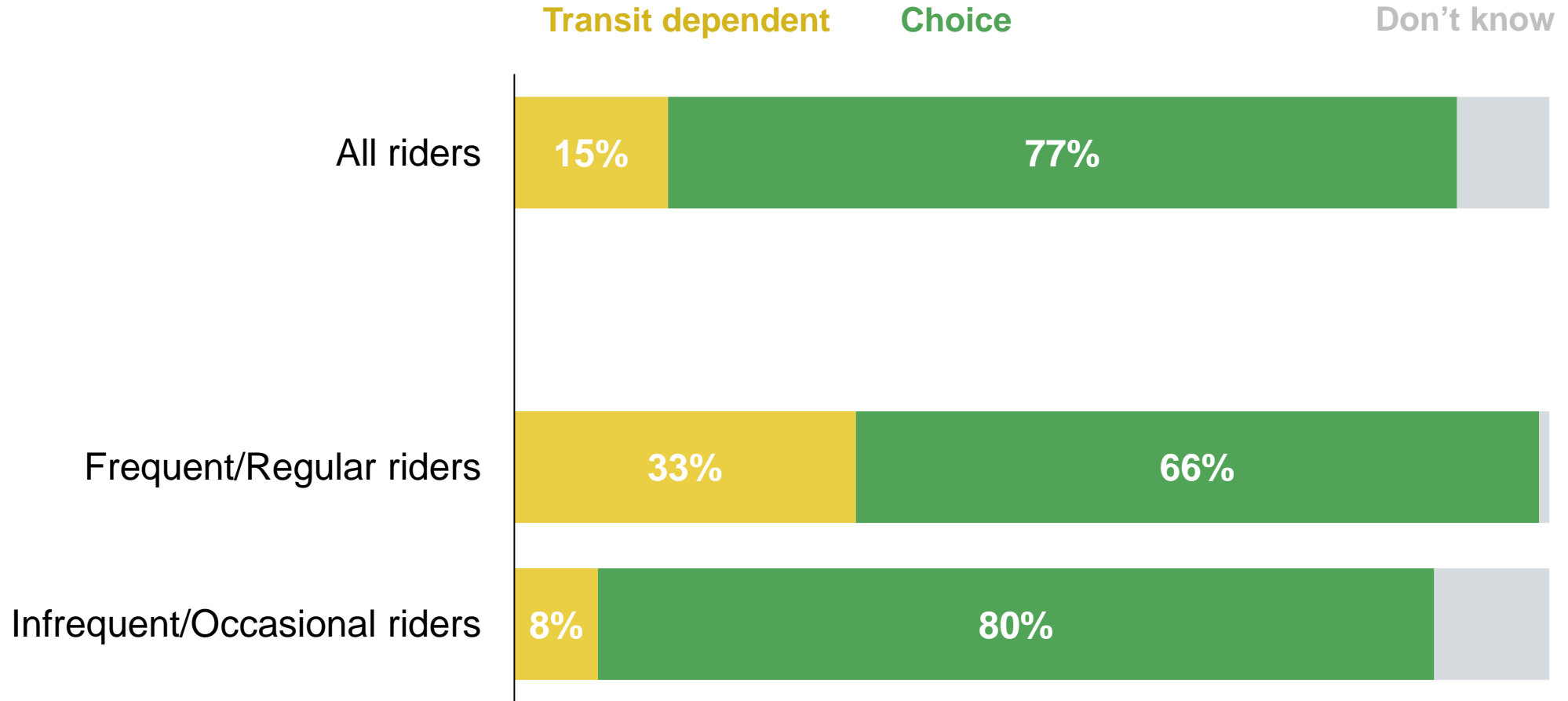
2014 2015 2016

# Ridership

# 18% ride TriMet several times a week or more



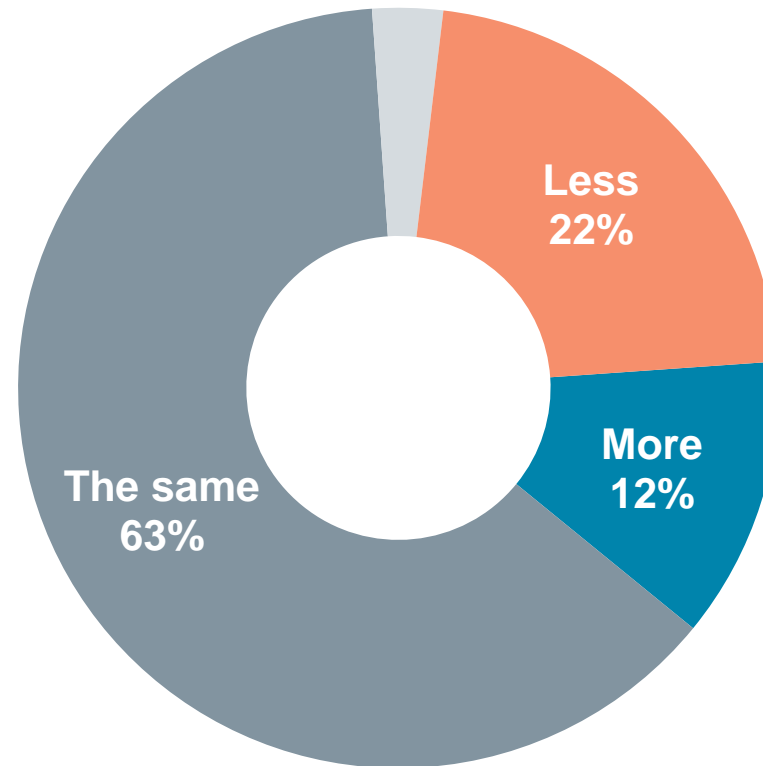
# Frequent/regular riders are more often transit dependent



# Transportation choices

# 6 in 10 ride TriMet the same amount as a year ago

Ridership Today Compared to Last Year



# People ride more for convenience or because of life changes

*Why are you riding more? (Top mentions)*

**36% Lifestyle changes**

**26% Convenience and comfort**

- 16% Like TriMet
- 12% Dislike driving
- 12% Cost
- 5% Transit dependent
- 4% Health
- 4% Service routes, positive

## Using TriMet more for:

- Work (**52%**)
- Recreation (**34%**)
- School (**24%**)
- Personal business (**19%**)

# People riding less find a car more convenient or have had lifestyle changes.

*Why are you riding less? (Top Mentions)*

**46%** **Use other modes instead, transit less convenient**

**27%** **Lifestyle changes**

13% Service routes issues

12% Barriers to use

11% Safety

2% Cost

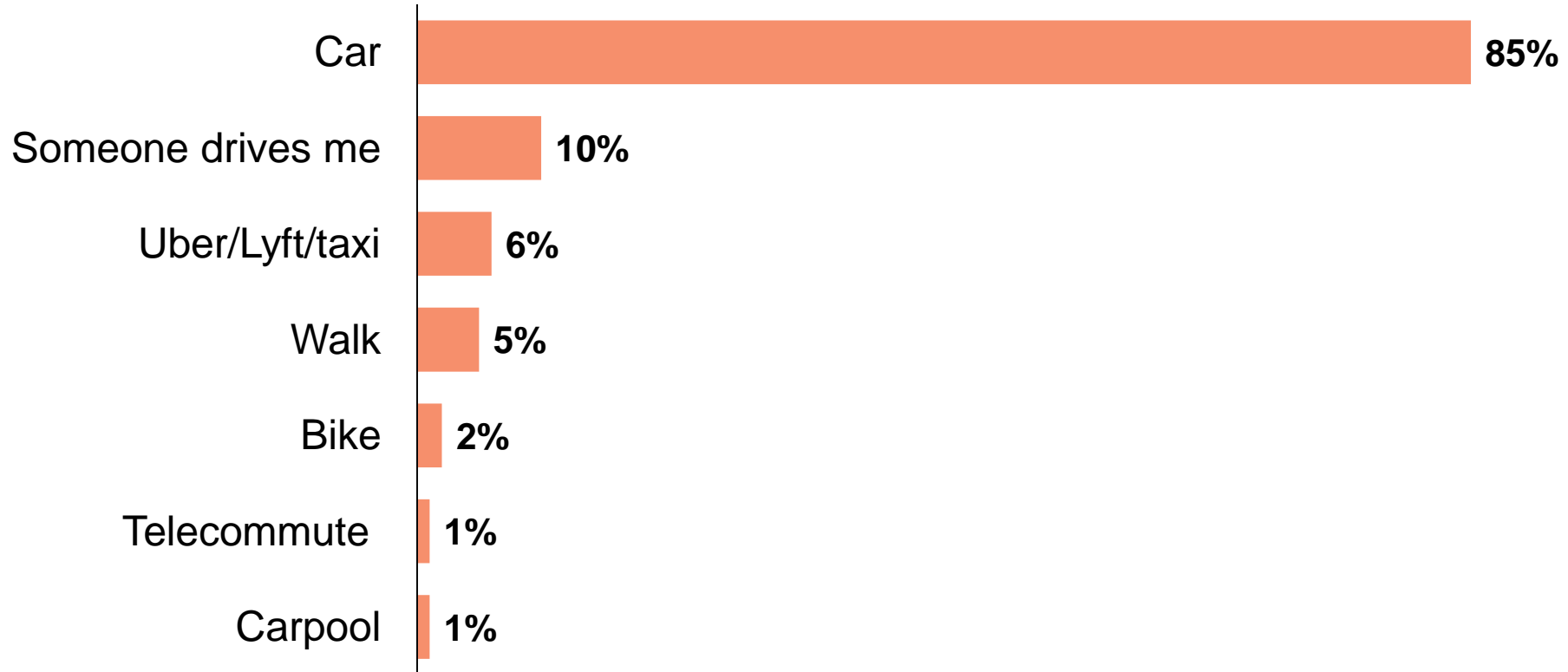
**Types of trips decreased:**

- Work (**39%**)
- Recreation (**28%**)
- Shopping (**17%**)
- Personal business (**17%**)



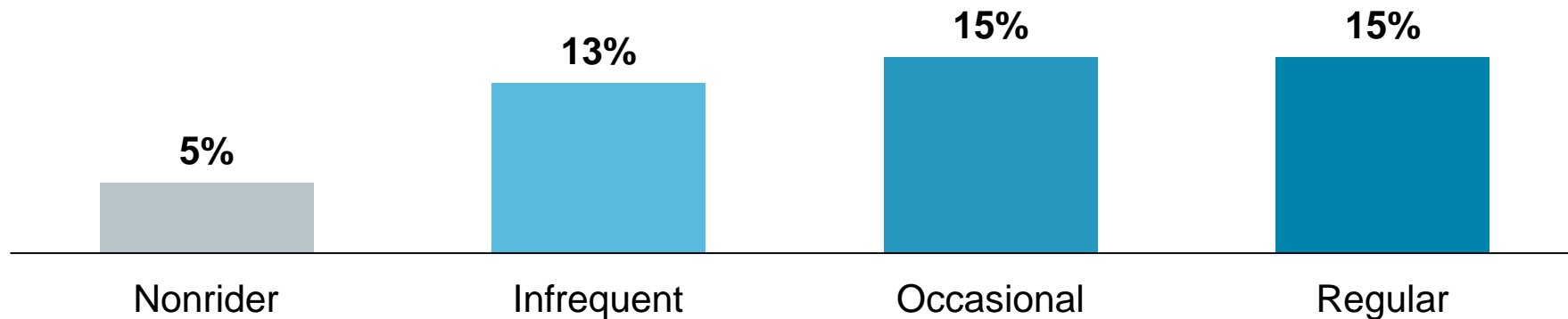
# Car trips replace public transit trips for those riding less

Types of Transportation Replacing TriMet



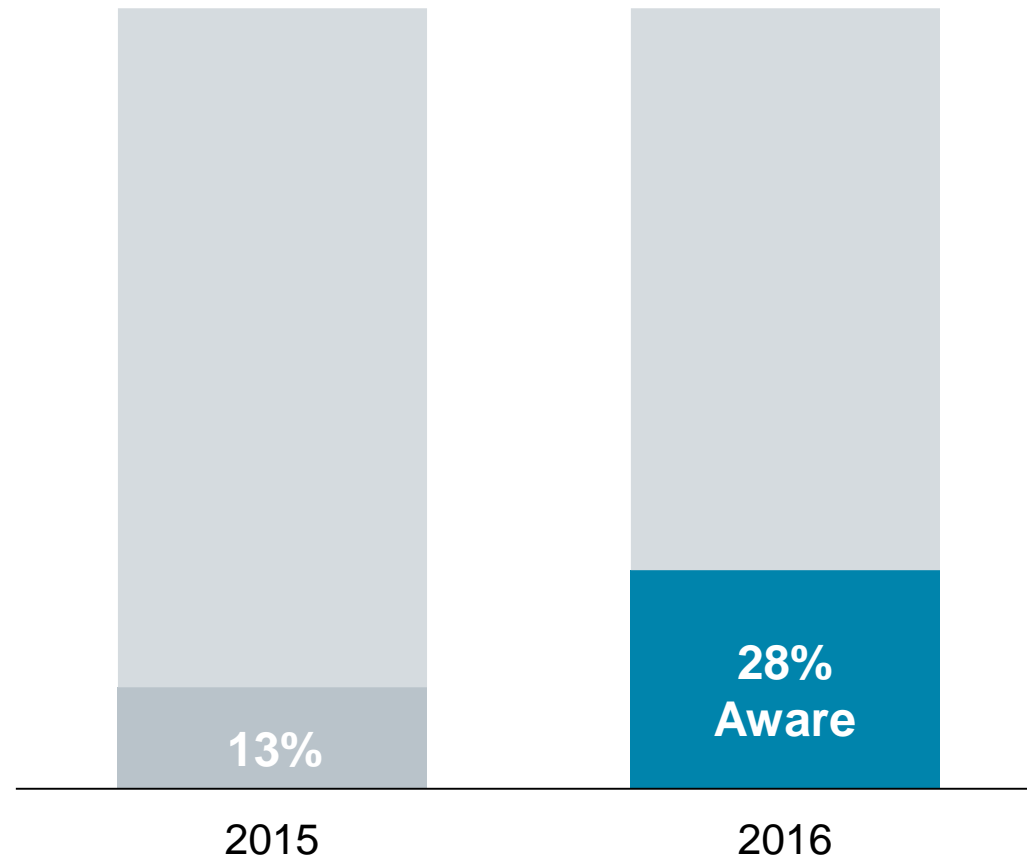
# Frequent riders who changed habits were equally likely to become Regular, Occasional, or Infrequent riders

Where 2015 Frequent Riders Moved To:



**Project awareness**

# Hop Fastpass awareness has doubled from last year



**Q & A**

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