

## Agency Name

### Transit Policies and Procedures

<b>Subject</b>	Non-Rider Surveys
<b>Section</b>	Outreach
<b>Effective Date</b>	
<b>Approved By</b>	
<b>Approval Date</b>	

#### **Purpose**

Establish a method for the Agency to obtain feedback from potential riders who are currently non-riders.

#### **Procedure**

Develop an anonymous survey form that can be used by the Agency to obtain information from non-riders. The survey forms shall be distributed to potential riders at least once a year, and the results shall be used to improve the transit service. The Agency shall provide a box in the office for non-riders to submit the surveys. The survey should also be posted on the Agency's website to provide an opportunity for continuous feedback.

The survey form should include the following topics.

#### **General Information**

- Gender
- Age Group
- Employment Status

#### **Reasons for Not Using Transit**

- Number of vehicles in the household
- Reasons public transportation is not used
- Features or amenities that would make public transportation more appealing

#### **Future Transit Use**

- Probability of future transit use
- Preferred destinations for future transit use
- Best way to receive information about Agency services
- Opinions about public transportation

The Transit Director shall review the surveys and implement changes to the transit service as needed.

**Responsibilities**

The Transit Director is responsible for developing, distributing, and reviewing the results of a non-rider survey.

**Example**

See attached template.

## Non-Rider Survey

<b>Gender</b> (Circle one)	Male		Female		Prefer not to Answer	
<b>Age Group</b> (Circle one)	< 21	21-30	31-40	41-50	51-60	61-70+
<b>Employment Status</b> (Circle one)	Student	Full Time Employed	Part Time Employed	Not Employed	Unable to Work	Retired
<b>How many vehicles are available for your use in your household?</b>						
<b>What are the primary reasons you choose not to use public transportation?</b>						
1.						
2.						
3.						
<b>Please name 3 features or amenities that Agency Name could add to its current transit service that would make it more appealing for you to use public transportation.</b>						
1.						
2.						
3.						
<b>What is the probability that you will use any type of public transportation (if necessary) in the future? (Circle one)</b>						
Very Good	Good	Fair	Poor	No Chance		
<b>If you decide to use public transit, where would you most likely choose to go? (Circle all that apply)</b>						
College	High School	Work	Shopping	Errands		
Medical Appts.	City Events	Recreational	Sport Events	Library		
<b>What is the best way for Agency Name to inform you about the services it offers?</b>						
<b>Using a scale of 1-5 where 5 = Strongly Agree and 1 = Strongly Disagree, please indicate your level of agreement with the following statements about public transportation.</b>						
	A quality public transportation system helps bring more jobs to the city.					
	A quality public transportation system benefits the local economy.					
	A quality public transportation system removes vehicles from the roads reducing congestion.					
	Using public transportation helps people save money.					
	Using public transportation reduces air pollution / carbon footprint.					
<b>Comments:</b>						