**Agency Name**

**Transit Policies and Procedures**

|  |  |
| --- | --- |
| **Subject** | Non-Rider Surveys |
| **Section**  | Outreach |
| **Effective Date** |  |
| **Approved By** |  |
| **Approval Date** |  |

**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**

|  |  |  |  |
| --- | --- | --- | --- |
| **Gender** (Circle one) | Male | Female | Prefer not to Answer |
| **Age Group** (Circle one) | < 21 | 21-30 | 31-40 | 41-50 | 51-60 | 61-70+ |
| **Employment Status** (Circle one) | Student | Full Time Employed | Part TimeEmployed | Not Employed | Unable to Work | Retired |
| **How many vehicles are available for your use in your household?**  |  |
|  |
| **What are the primary reasons you choose not to use public transportation?** |
| 1. |
| 2. |
| 3. |
| **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.** |
| 1. |
| 2. |
| 3. |
| **What is the probability that you will use any type of public transportation (if necessary) in the future?** (Circle one) |
| Very Good | Good | Fair | Poor | No Chance |
| **If you decide to use public transit, where would you most likely choose to go?** (Circle all that apply) |
| College | High School | Work | Shopping | Errands |
| Medical Appts. | City Events | Recreational  | Sport Events | Library |
|  |
| **What is the best way for Agency Name to inform you about the services it offers?**  |
|  |
| **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.** |
|  | 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.  |
| **Comments:** |