



# 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

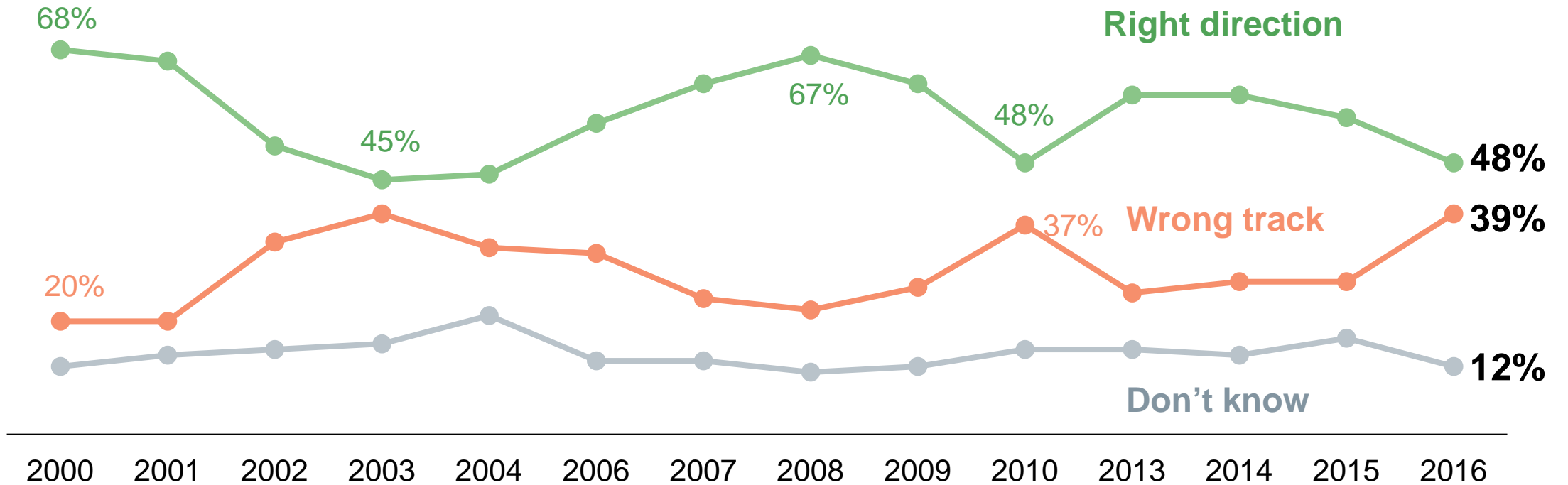
## **Convenience is a core aspect of service**

- 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

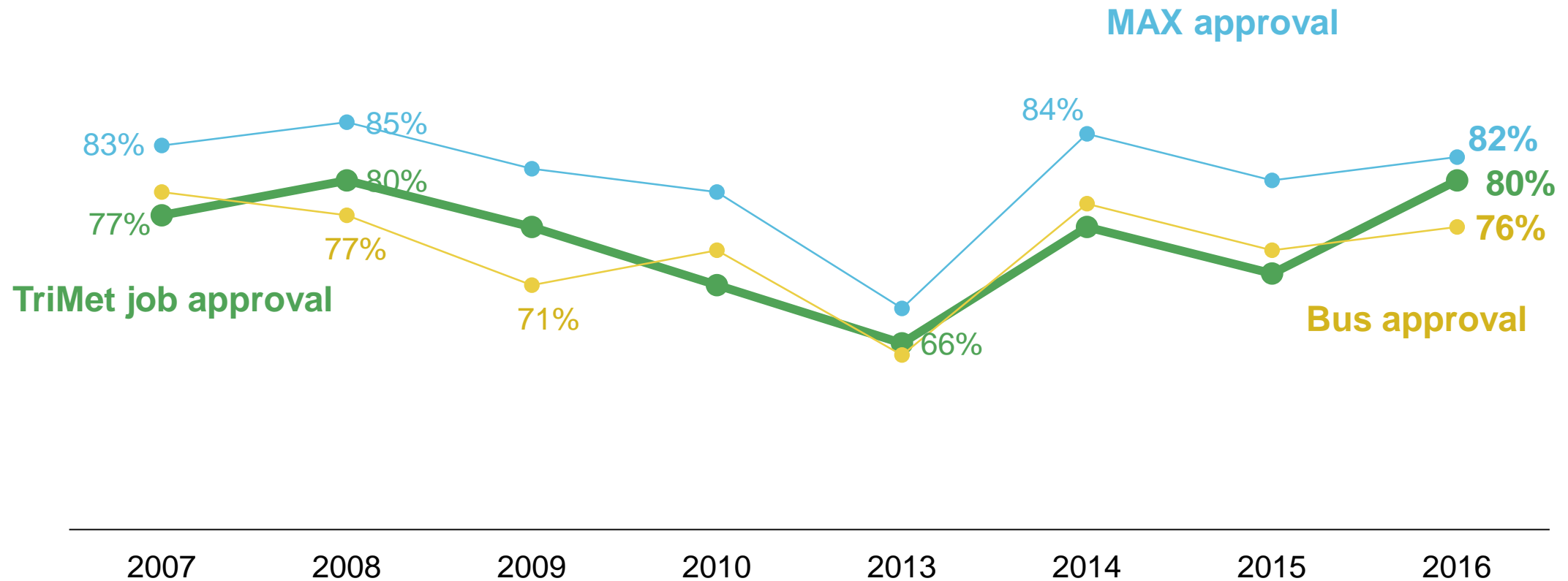
*Thinking about transportation in the Portland area, what is the one major problem you would like to see improved?*

- 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

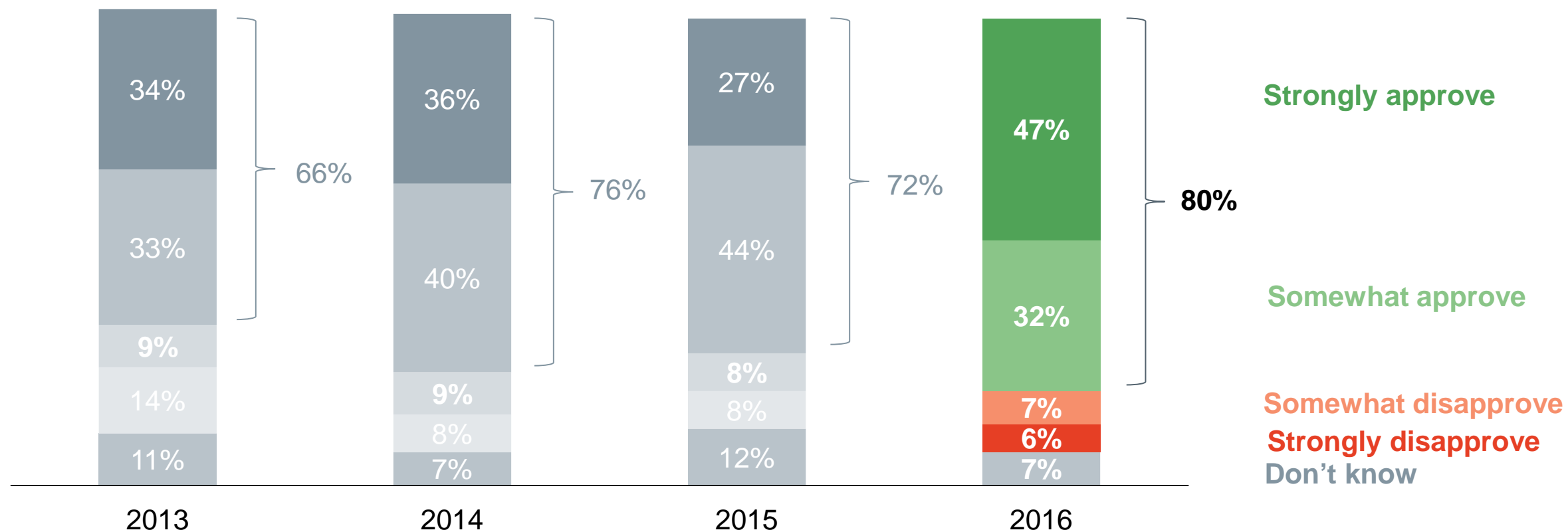
# TriMet approval remains strong: overall job approval is at highest level since 2008







# 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

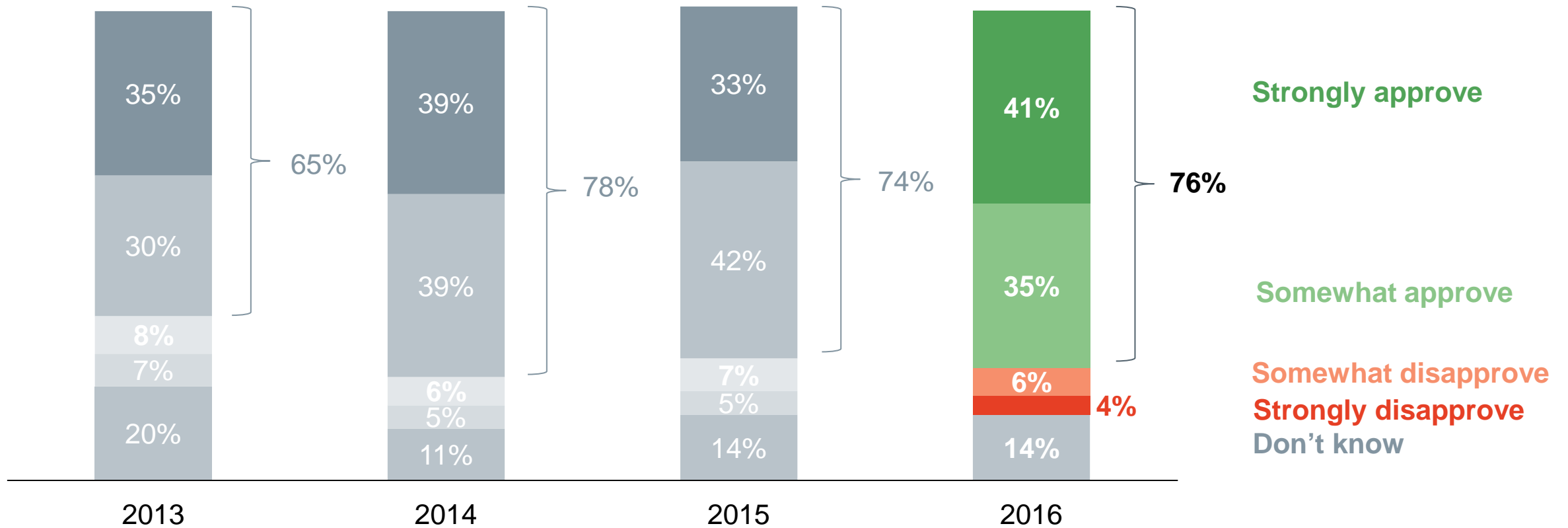
7% Safety

4% Barriers to transit

3% Budget, financial, make profitable

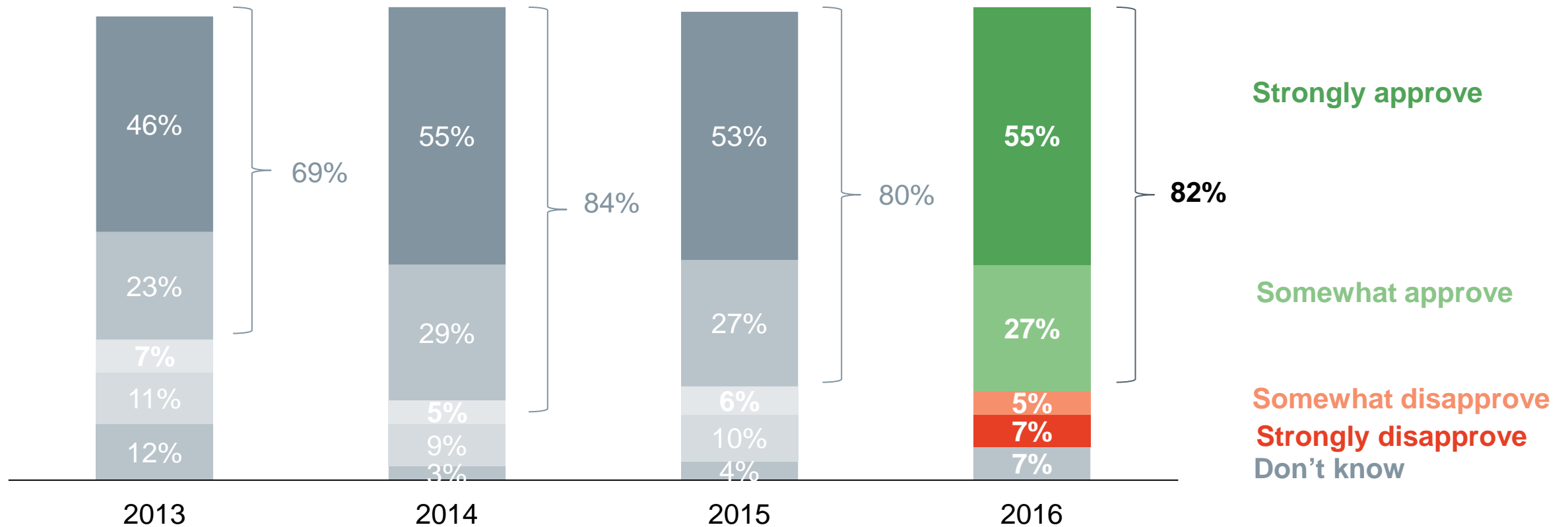


# More than 7 in 10 approve of the TriMet bus system



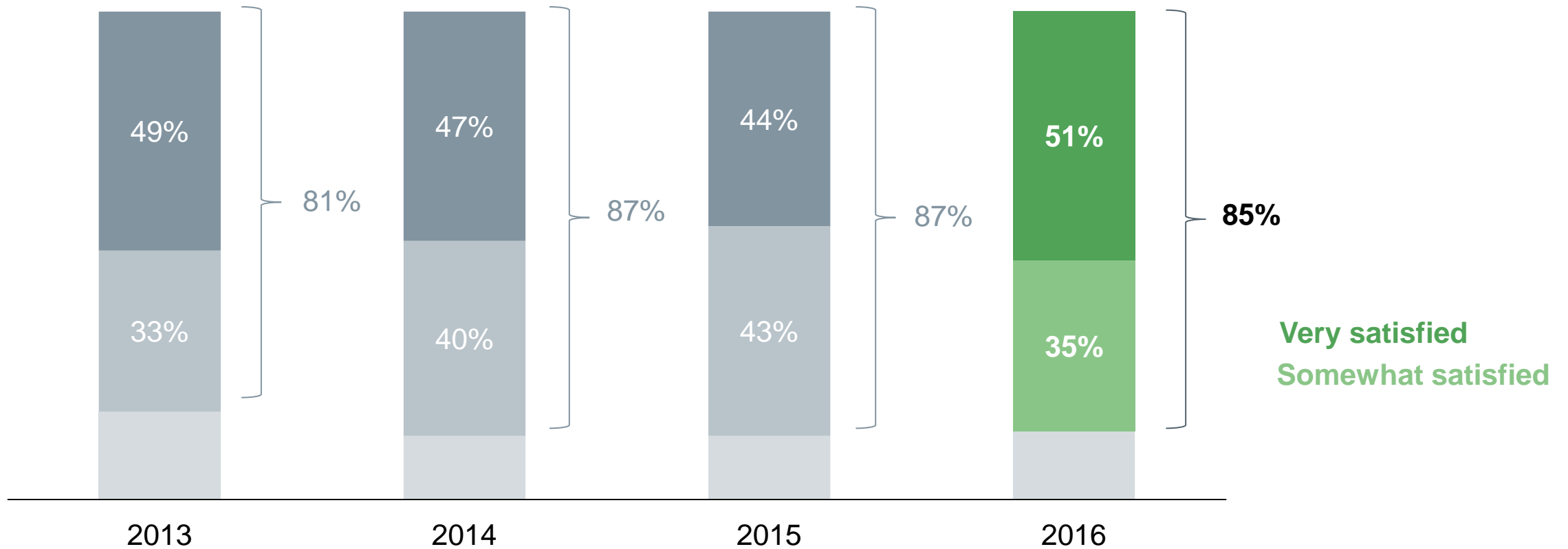


# More than 8 in 10 approve of the MAX light rail system





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

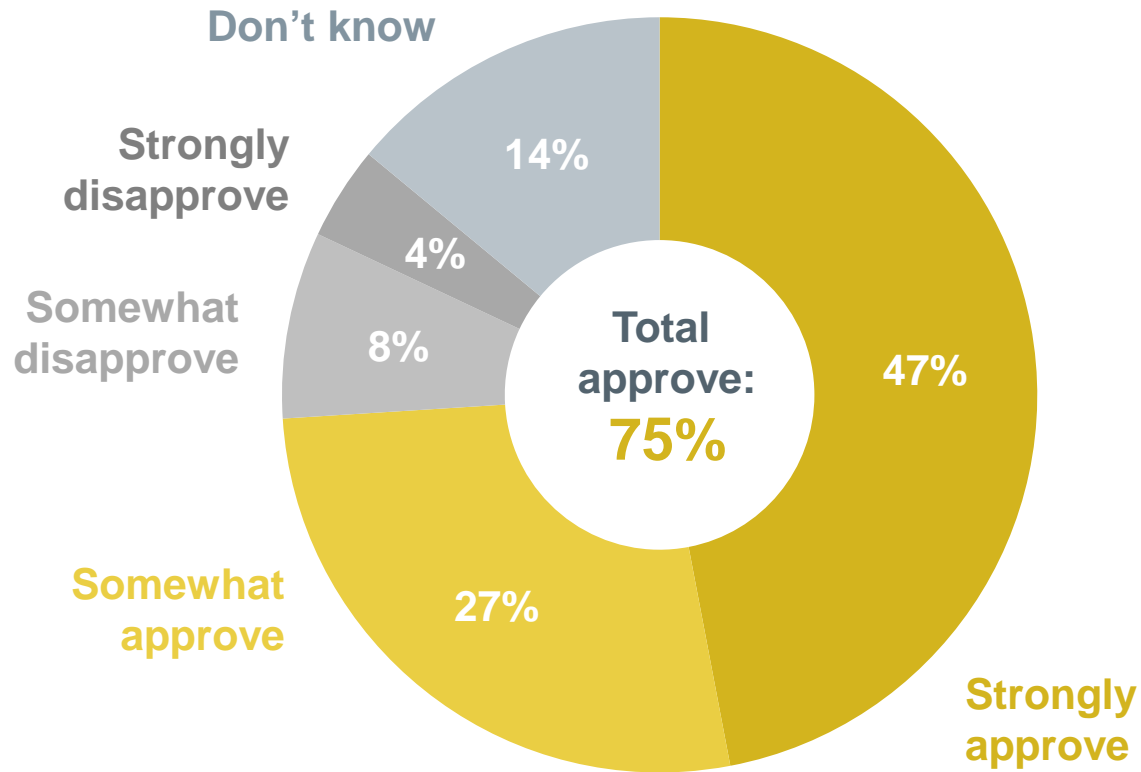




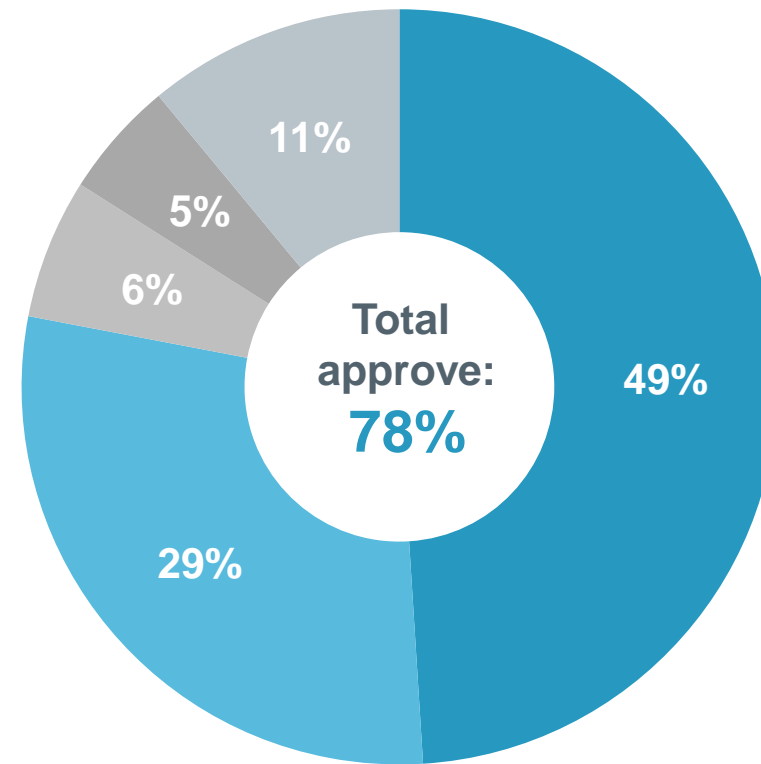
**Safety**

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

## Bus Operation



## MAX Operation





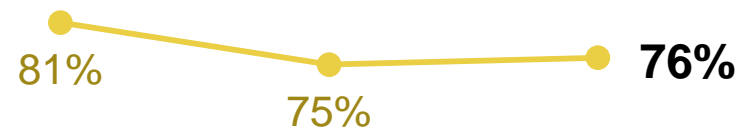
# Reliability





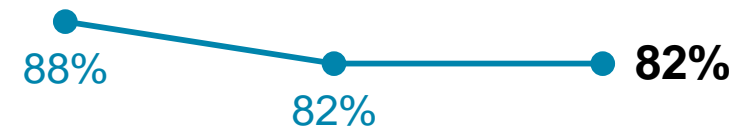
# Bus and MAX are seen as reliable

## Bus Reliability



2014 2015 2016

## MAX Reliability



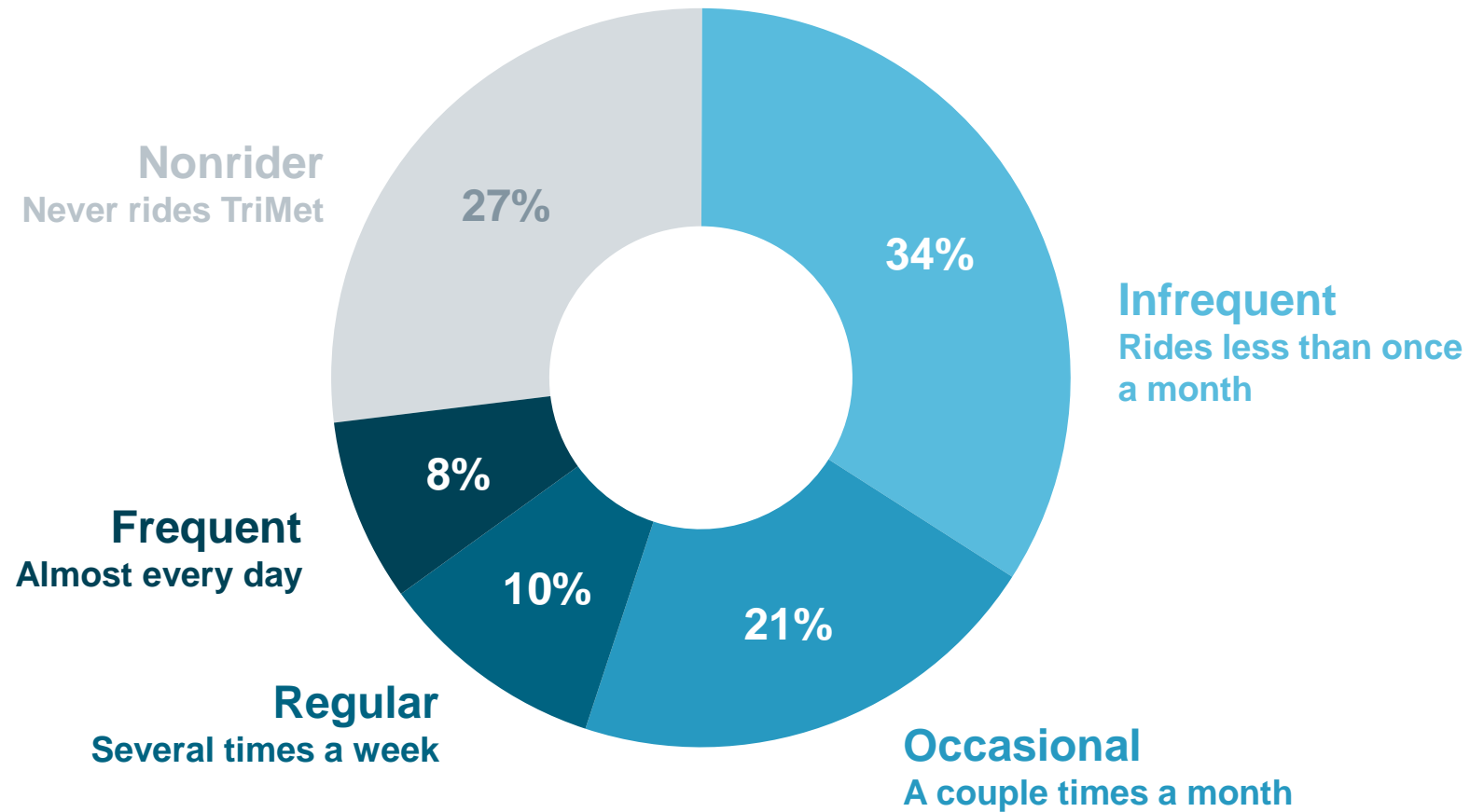
2014 2015 2016



# Ridership

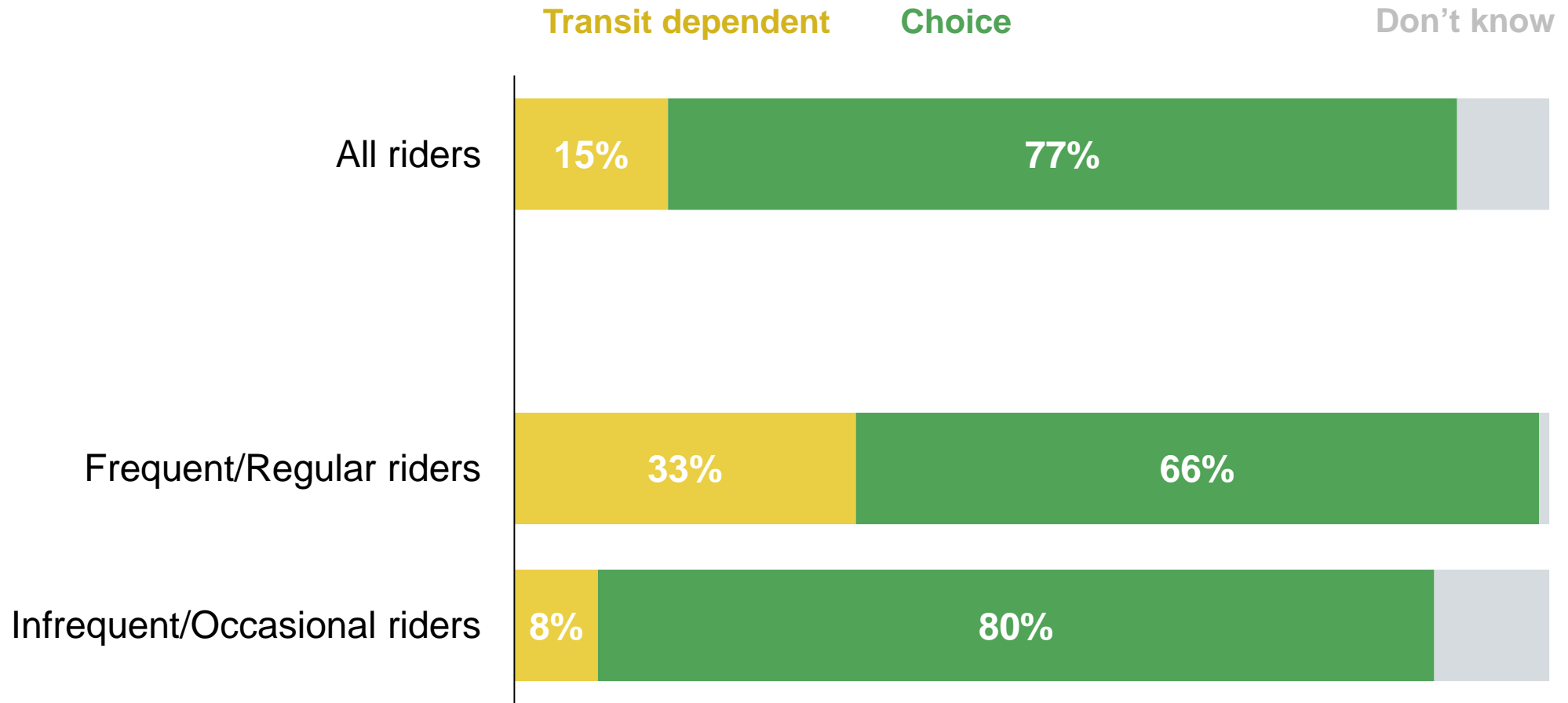


# 18% ride TriMet several times a week or more





# Frequent/regular riders are more often transit dependent



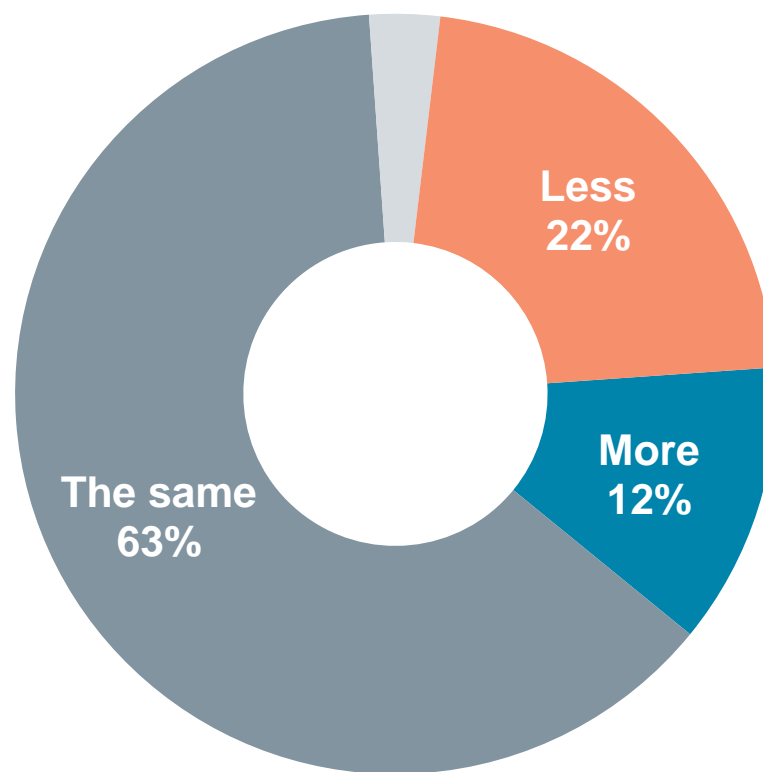


# Transportation choices



# 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:**

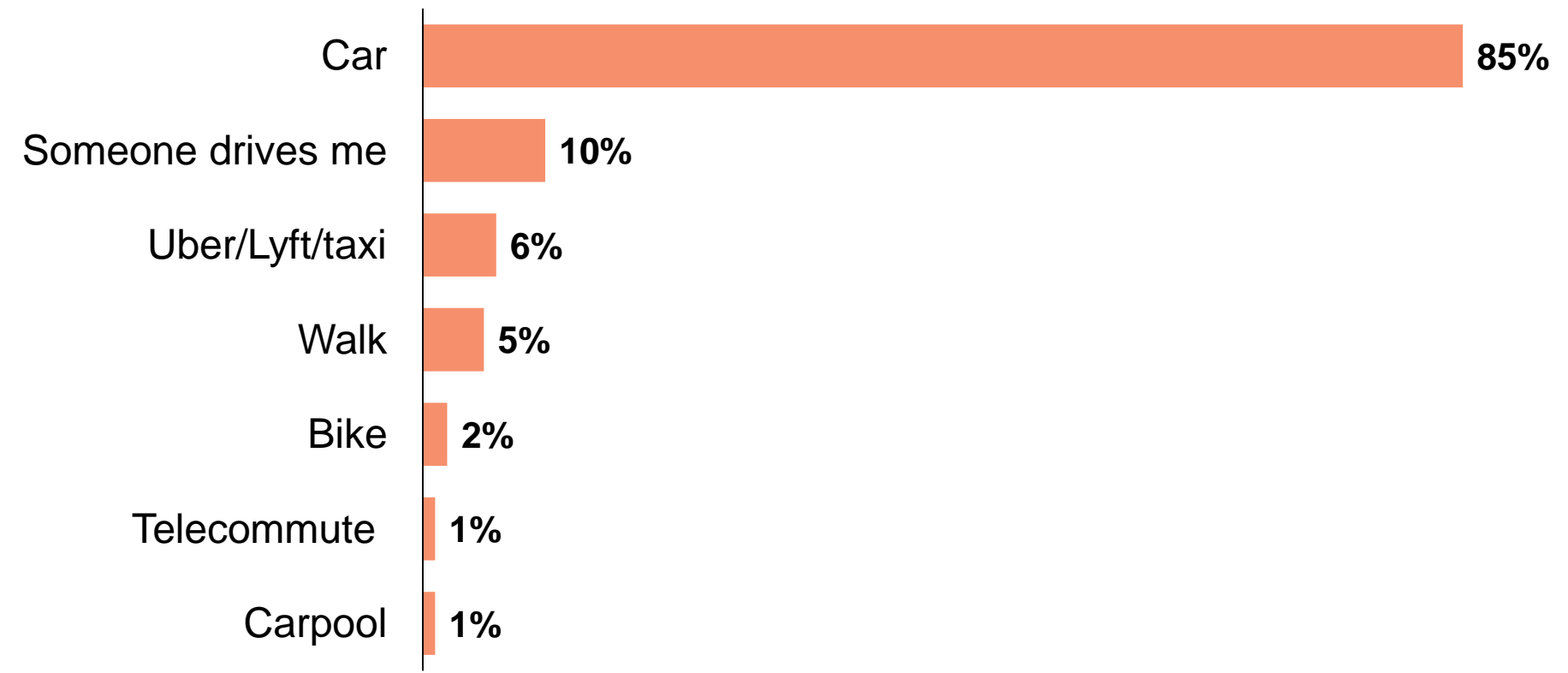
- Work (**39%**)
- Recreation (**28%**)
- Shopping (**17%**)
- Personal business (**17%**)





# Car trips replace public transit trips for those riding less

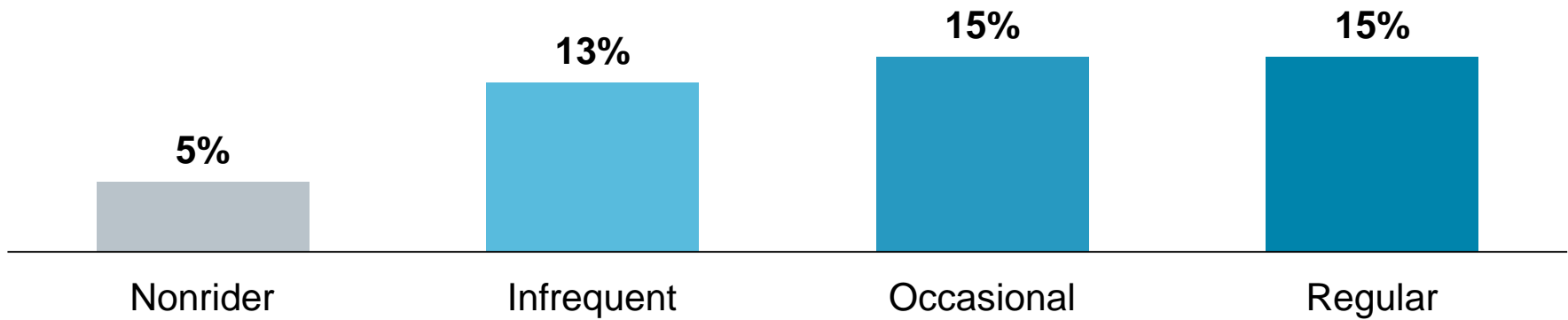
## Types of Transportation Replacing TriMet





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

Where 2015 Frequent Riders Moved To:

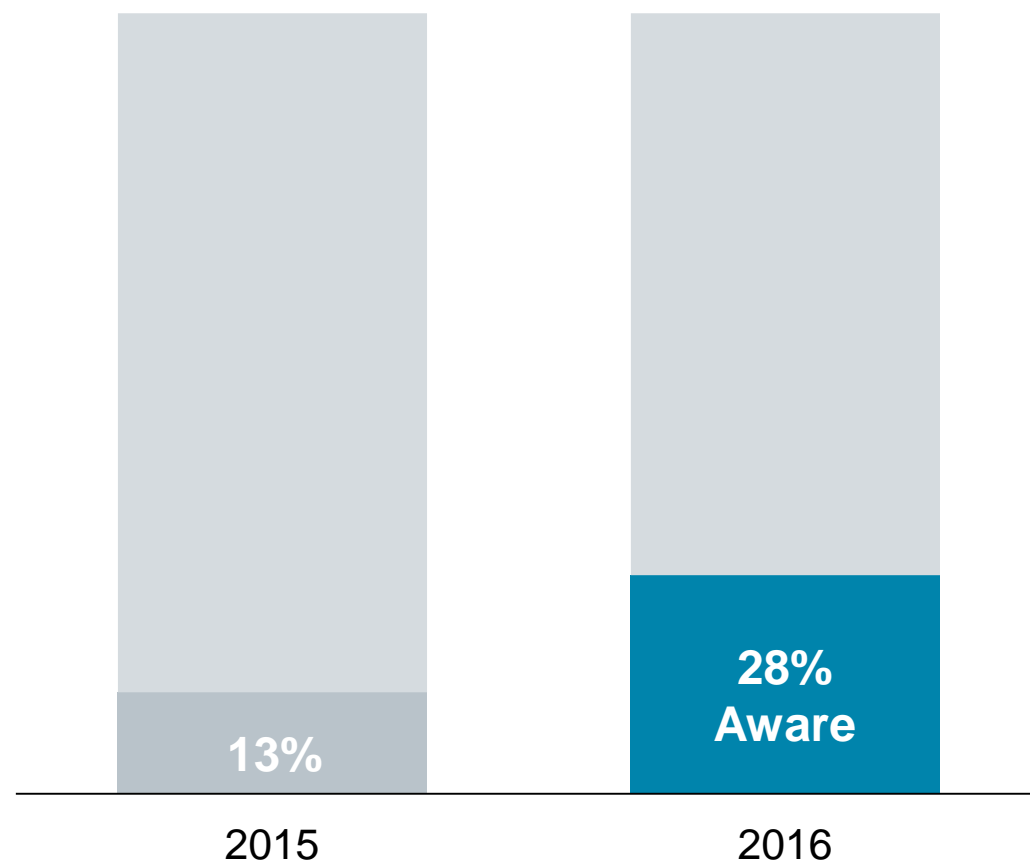




# Project awareness



# Hop Fastpass awareness has doubled from last year





# Q & A

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