

## Regional Transit Development Plan

### Survey Respondents

- **602 people**
- **79% non-riders and 21% riders**
- **Ages 35-64 (78%)**
- **Annual income higher than the statewide average\***  
 (25% between \$40,000 and \$54,999)
- **Most transit users are commuters (80%)**

*\*Statewide average in 2008: \$25,000, US Census*

### What would lead you to try transit for 1 week?

Bus stop within 10 minute walk (or less) of my home and workplace	<b>24%</b>
Not increase my total trip time by more than 50%	<b>21%</b>
Having complete information about routes, schedules, and wait times	<b>19%</b>
Having a ride home in an emergency	<b>12%</b>
Increase in gas prices	<b>11%</b>
Having a free trial pass	<b>9%</b>
Nothing would lead me to try transit	<b>3%</b>
Having someone to ride with	<b>2%</b>

	<b>Transit Riders</b> (21% respondents)	<b>Non-Riders</b> (79% respondents)
<b>Top transit benefits for communities</b>	Reduce congestion Improve air quality	Reduce congestion Improve air quality
<b>Most worthwhile investment to improve existing transit service</b>	More frequent service (23%) Larger geographic coverage of service (23%)	Larger geographic coverage of service (44%) More frequent service (21%)
<b>Most worthwhile investment to expand transit service</b>	Build a rail system (32%) Have more express services for commuters (27%) Connect communities to each other (27%)	Build a rail system (32%) Connect communities to each other (30%)
<b>Reasons for using transit</b>	To save money (49%) Avoid the hassles of driving (23%)	N/A
<b>Reasons for not using transit</b>	N/A	Geography/location of existing routes (46%) Have a car available (25%)

