

2016 Cherriots Rider Survey Report



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Executive Summary

A rider survey was performed on Cherriotics local buses in May and June, 2016 in order to understand how customers are purchasing their fares in relation to their racial and ethnic backgrounds and income levels. This survey will help inform any equity analysis required by a future fare change proposal. Questions that will help inform potential future fare implements as well as information to inform the District's sales and marketing of fare media were included. Some major lessons learned from the survey were:

- Over two-thirds of riders choose to pay their fares with either a 1-Day or 30-Day pass rather than cash. This is most likely due to the fact that Cherriotics does not permit free transfers when customers buy cash one-way fares.
- Riders who pay for Adult/Full fares use 1-Day or 30-Day passes slightly less frequently (70%) than Reduced/Youth customers (84%).
- The proportion of Adult/Full fare riders paying cash is much higher than that of Reduced/Youth fare riders (29% versus 7%, respectively). This may be due to the fact that Cherriotics Reduced/Youth customers are more regular riders where the Adult/Full customers may not ride often enough to warrant the purchase of a 30-Day pass.
- Since the average number of trips taken on a 1-Day or 30-Day pass is 2.8, that means that people mostly are not making long trips that require transfers.
- Riders of Routes 1X and 2X also usually use a pass to pay their fares (74% of Adult/Full and 65% of Reduced/Youth customers). This makes sense since most people riding the 1X and 2X are commuting to/from work and use a monthly pass.
- For Cherriotics local buses, most people take more than 2 trips per day if using a 1-Day, 30-Day, or Monthly Pass on Cherriotics local buses; the average number of trips is 2.8; 38 percent make 4 or more trips
- 56 percent of customers pay for their fare on board the bus; 36 percent pay at Cherriotics Customer Service at the Downtown Transit Center
- 66 percent of riders have smartphones; 89 percent have cell phones; 66 percent have email addresses; and only 13 percent have a landline phone
- 58 percent of riders don't have access to a car either as a driver or a passenger; this is much higher than rates reported by TriMet or LTD, which were 39 percent and 33 percent, respectively

- 35 percent of riders are students; the largest proportion of students go to high school (half of the students), then college (40 percent of the students); 83 percent of college students go to Chemeketa Community College
- Over 40 percent of riders are considered “minorities” for Title VI Equity Analysis purposes; at least 25 percent are Hispanic
- Gender identity is divided about equally between male and female riders
- Half of riders are ages 34 and under
- At least 24 percent of riders live below 150% FPL and are considered “low-income” for Title VI equity analysis purposes
- Over 25 percent of customers live in households where a language other than English is the primary spoken language
- At least 12 percent of riders speak English less than “very well”

Introduction and Purpose

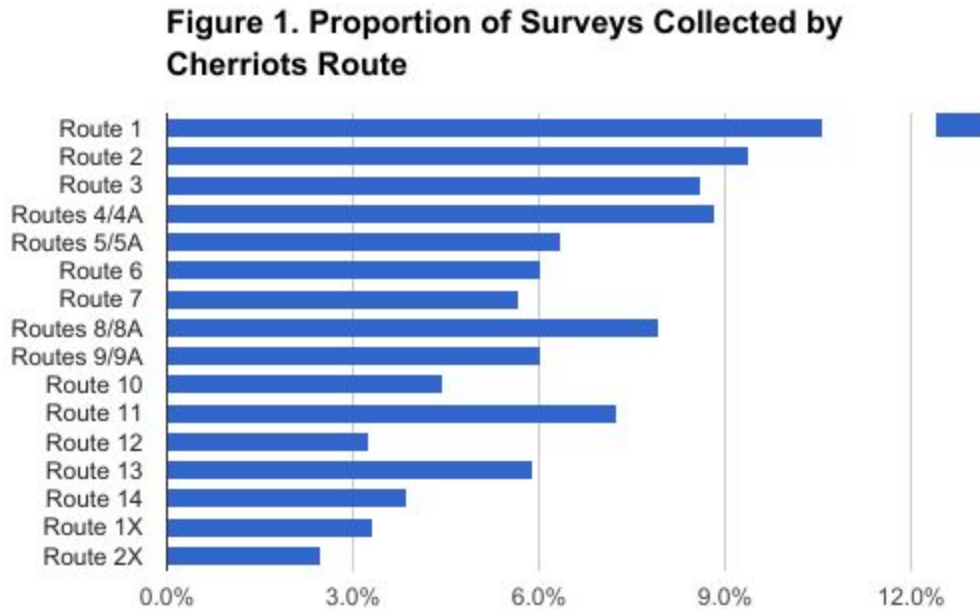
Every two years, Cherrriots staff have been requested by the Board of Directors to analyze the fares charged for the District’s many services. In preparation for the analysis, a rider survey would be needed to determine how the users are paying for their fares and to determine any correlation to payment habits based on demographics such as income, age, and race. Cherrriots’ current Title VI Program and the FTA’s Title VI Circular 4702.1B calls for an equity analysis to be made as part of the process of raising fares. The equity analysis would determine if any potential adverse effects exist for vulnerable populations such as minorities and low-income individuals. This requirement to perform such an analysis is documented in Federal Transit Administration (FTA) Title VI Circular No. 4702.1B and the District’s Title VI Program adopted on May 22, 2014.

Please see Appendix A for the methodology, number of surveys collected, and statistical significance of the sample. Appendix B has copies of the survey instrument in English and Spanish.

The first half of the survey contained questions about what service people were riding at the time they took the survey and how they payed for their fares. The second half of the survey was optional since it asked sensitive questions such as race, gender, and household income. Even though it was said to be a voluntary section, over ninety percent of the surveys received responded to at least the race question.

Survey Results

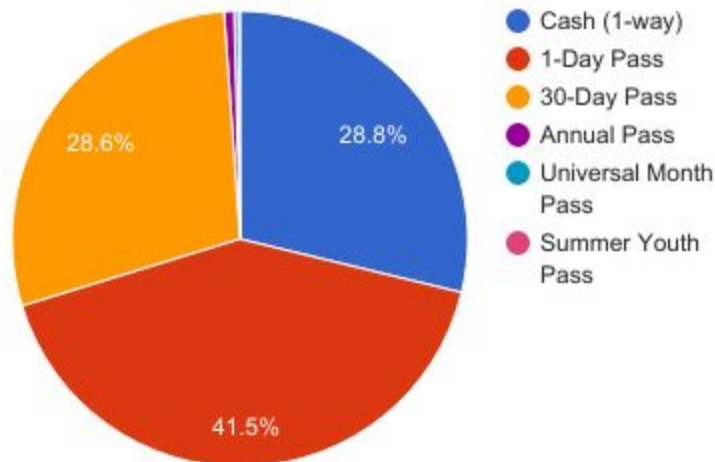
The following charts and descriptions summarize the results of the rider survey which ended in June, 2016. The first question was which service the person was riding at the time of survey. This was just to check the number of surveys collected by service/route so that staff could assess the validity of the responses. If a statistically significant number could not be obtained for each service, then that fact is stated instead of giving the resultant data. Figure 1 shows the answer to the question, "What service are you riding now?" for all Cherriots routes and Routes 1X and 2X.



With the exception of Routes 12 and 14, a statistically significant number of surveys was obtained from each route (see Table 1 above for details).

Figures 2 and 3 show how riders are generally paying for their fares on Cherriots local buses, not including Routes 1X and 2X.

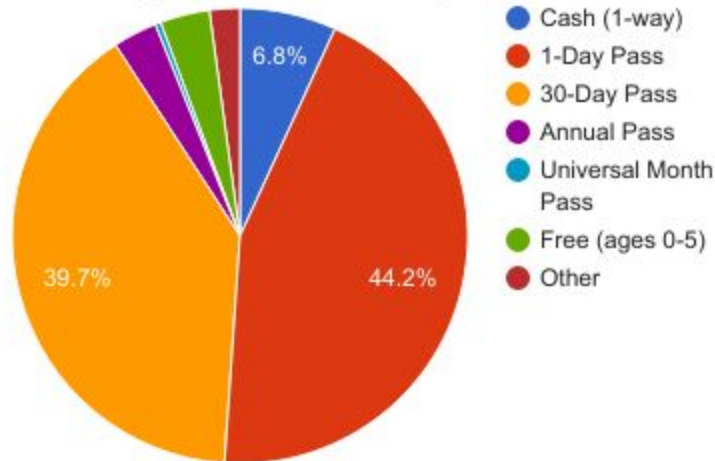
Figure 2. Fare Instruments Used by Adult/ Full Customers (Cherriots Local Buses, Excluding Routes 1X and 2X)



Passes are by far the most popular way passengers choose to pay their fares. In fact, over 70 percent of customers paying an Adult/Full fare use some kind of pass rather than paying for a cash one-way fare. Due to the absence of paid transfers in the system, customers usually pay for a 1-Day pass if they are traveling more than two trips during the day. 30-Day or month passes are also popular for regular users since those options offer significant savings over paying cash if a customer uses the bus for one round-trip on at least fourteen out of twenty-two days in a 30-day period.

Figure 3 displays which fare implements Cherriots Reduced/Youth customers are using.

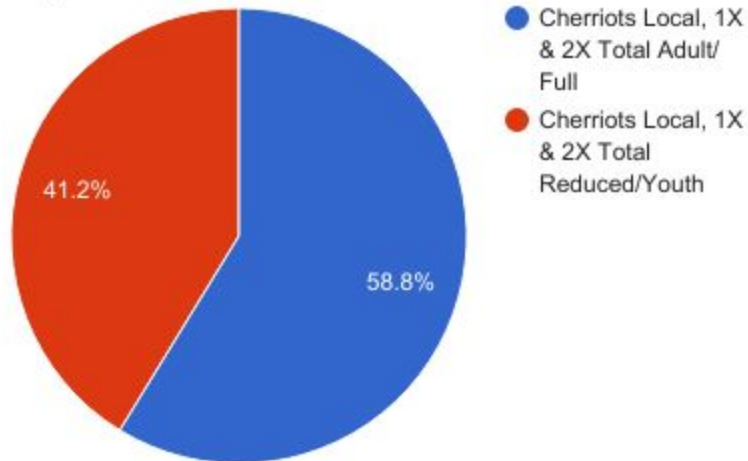
Figure 3. Fare Instruments Used by Reduced/ Youth Customers (Cherriots Local Buses, Excluding Routes 1X and 2X)



Riders paying Reduced/Youth fares are using passes more than Adult/Full fare customers (84% versus only 70%). This suggests that the elderly, disabled, and youth customers ride the bus very often and usually carry a 1-Day or 30-Day pass. A very small proportion of reduced/youth customers pay cash (6.8%). The Cherriots annual and universal month passes are rarely used on the Cherriots system at this time, but this data does not include Route 1X riders where the universal pass is used most often.

Figure 4 shows the split between Adult / Full and Reduced /Youth customers on all Cherriots local buses plus Routes 1X and 2X.

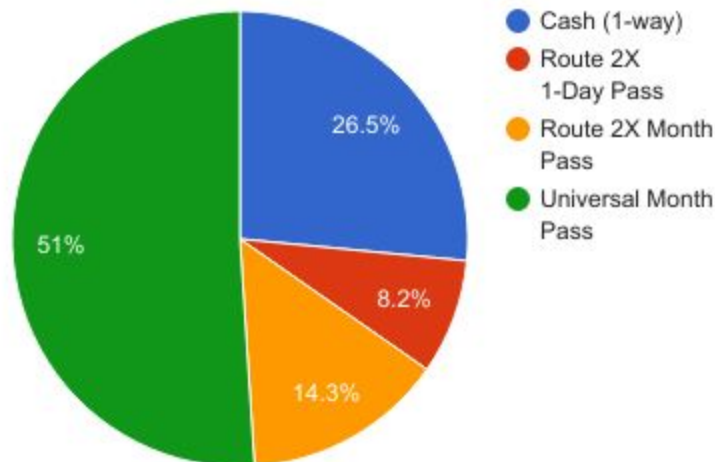
Figure 4. Proportion of Adult/Full Riders vs. Reduced/Youth Riders (Cherriots local, 1X, and 2X)



About 59 percent of riders pay Adult/Full fares versus only 41 percent paying Reduced/Youth fares. This shows that fare changes to the Adult/Full riders have an impact on a greater proportion of riders than changes to the Reduced/Youth category.

Figure 5 below shows the ways Adult/Full customers paid their fares on Routes 1X (Wilsonville / Salem Express) and 2X (Grand Ronde / Salem Express).

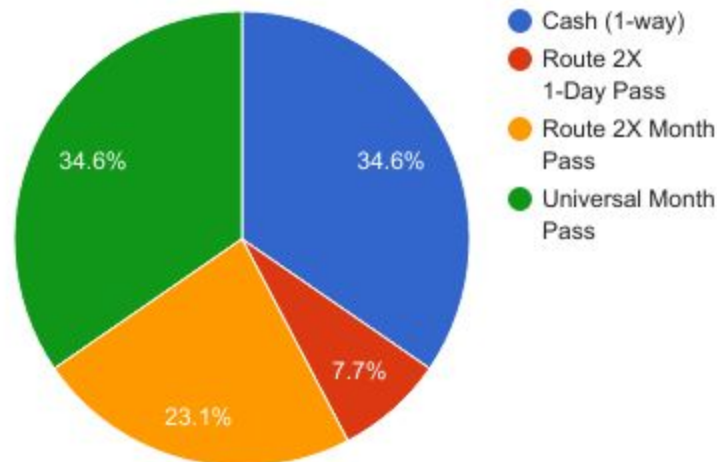
Figure 5. Fare Instruments Used by Routes 1X & 2X Adult/ Full Customers



Adult/Full fare customers on Routes 1X and 2X pay with cash at about the same rate as for Cherriots local buses (2.3 percentage points lower). The proportion of universal month passes would be much higher if the current state bus pass program were eliminated since many riders of Route 1X (Wilsonville / Salem Express) would use the universal month pass if they had to pay for their ride out of their own pockets. The universal month pass works on Route 1X, CARTS, and Cherriots local buses, but not on Route 2X. Therefore, Route 1X riders are using their version of a month pass at a much greater rate than Route 2X riders (51% vs. 14%, respectively). About a quarter of customers in the Adult/Full fare category paid by cash with approximately equal numbers on both Routes 1X and 2X services (6 on Route 1X and 7 on Route 2X).

Figure 6 shows how Reduced / Youth Customers are paying their fares on Routes 1X and 2X.

Figure 6. Fare Instruments Used by Routes 1X & 2X Reduced/Youth Customers



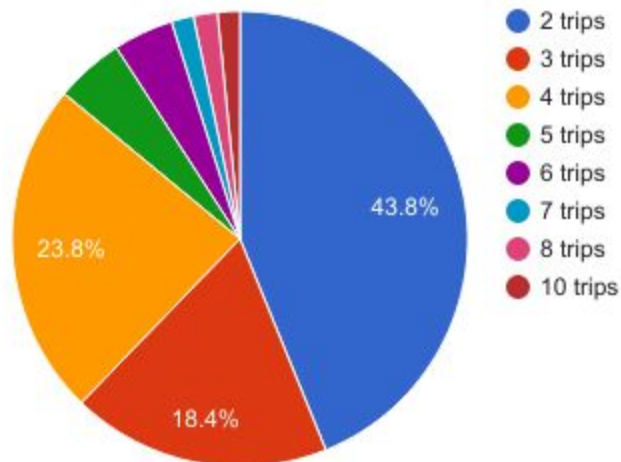
Compared to the Cherriots system overall, Routes 1X and 2X customers are choosing to pay their fares by cash much more than on Cherriots local buses (27.8 percent greater). This is likely due to the high number of irregular riders traveling between the Portland metro area and Salem on Route 1X.

The universal month pass is used by Reduced/Youth customers much more regularly than on Cherriots local buses (by more than 34 percent). Also of note by looking at the raw data, the universal month pass was not used by one Route 2X rider (either Adult / Full or Reduced / Youth) showing that no one is making regular trips between Wilsonville and Grand Ronde enough to warrant the purchase of a universal pass.

Only 7.7 percent of Route 2X riders pay using the Route 2X month or day pass, which could imply that people going to Grand Ronde are not transferring from Cherriots or CARTS very often when riding Route 2X. They may choose to park and ride or get dropped off in downtown Salem or Rickreal in order to access the service.

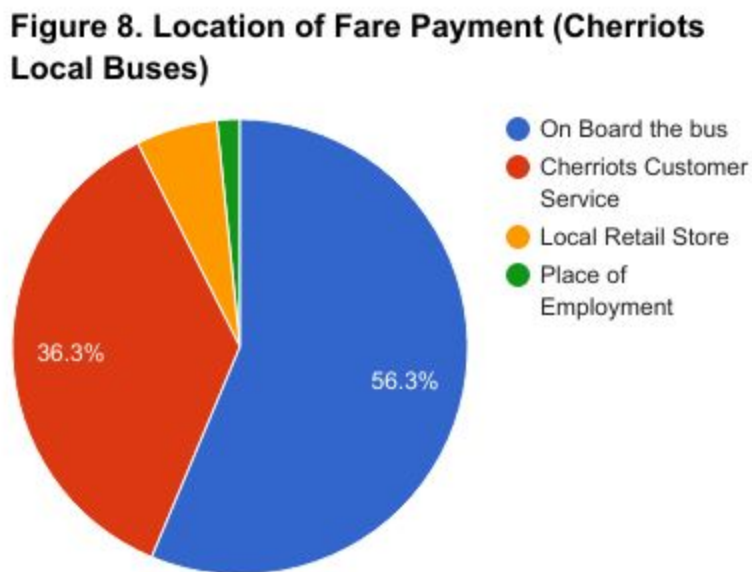
Figure 7 shows the number of trips made on passes over all fare categories on Cherriots local buses.

Figure 7. Number of Trips made if using a 1-Day, 30-Day, or Monthly Pass (Cherriots Local Buses)



Slightly less than a majority of pass users (43.8%) make more than two trips on their itinerary for the day. The average number of trips made on a 1-Day or 30-Day pass is 2.8 trips. This shows that many 30-day or month pass holders only make one round-trip per day. It also shows that the transfer rate is likely around forty percent systemwide, which is a result of the way the Cherriots network is built as a hub and spoke system around its transit centers. Although this question assumes that people can estimate the number of trips they make using their pass on a given day, it should be assumed that there is a large margin of error in these data.

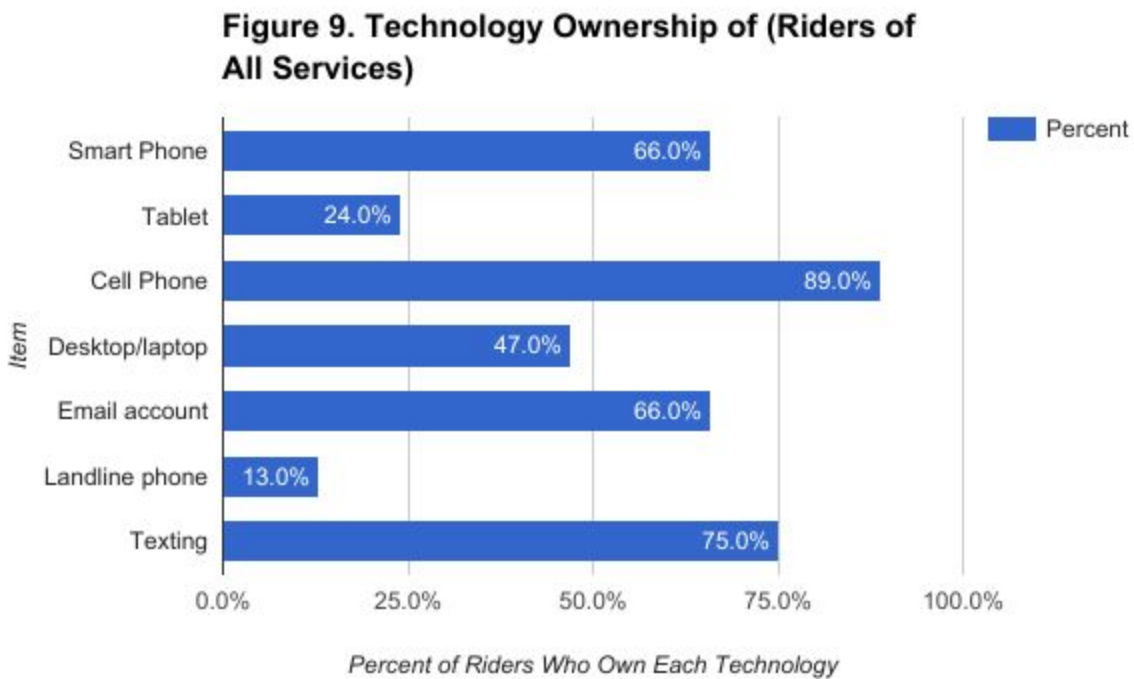
Figure 8 displays where riders report buying their fares.



As expected, a majority of users (56.3%) buy their fares on-board the bus. A surprisingly large number of riders buy their fares at Customer Service. This is a testament to the central location of the Customer Service office and the ease of purchasing fares at that location. It also shows the difficulty in purchasing fares at other locations since those locations are few and far between.

With only 5.8 percent of people buying their fares at a local retail store and 1.6 percent at their place of employment, this may show an opportunity for expansion of local retail locations and employer bus pass programs through which customers can purchase their 30-day or month passes. Just after the survey was conducted, Cherriots launched the State Bus Pass program (in July, 2016), which allows State employees who work in the Capitol Mall and downtown Salem areas to ride Cherriots, Routes 1X and 2X, and the West Salem Connector for free. These numbers will likely change with a State Bus Pass program in place.

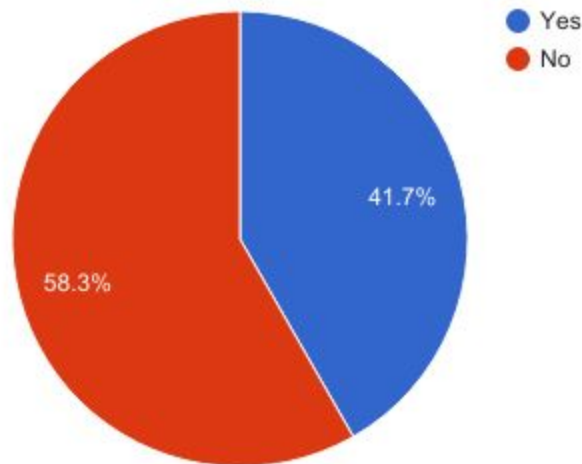
Figure 9 shows the technology items riders possess across all services and fare categories.



Just over 66 percent of riders own a smartphone. This suggests that a large majority of our riders would be able to utilize a realtime bus tracking app or a ticketing app. About the same proportion have email accounts and a slightly higher number have cell phone and texting capability (89% and 75%, respectively). Only half of systemwide riders own a desktop or laptop computer and a very small number own a landline phone (13%).

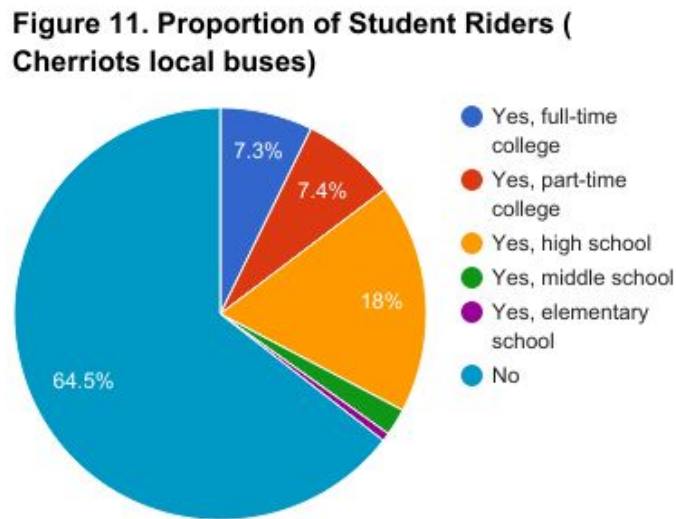
The survey asked people if they have a vehicle available to them either as a driver or a passenger). Figure 10 displays the result for Cherriots local bus riders.

**Figure 10. Personal Vehicle Availability of Riders
(Either as a Driver or a Passenger, Cherriots
local buses only)**



About 58 percent of the current riders do not have a vehicle available to them, which shows if transit isn't an option, they are likely walking or bicycling to their destination instead. They may also choose not to go to their desired destination. This is relatively high compared to numbers recently reported by TriMet and Lane Transit Districts, which showed 39 percent and 33 percent, respectively.

Figure 11 displays the proportion of student riders on Cherriotics local buses.



About one-third of the current riders are students with the majority high school, but closely followed by college students (16.0% and 14.6%, respectively). Very few middle and elementary school students ride the District's services at this time. Figure 12 shows the types of students riding compared with all student riders. This shows that about half of the students riding are high school students and about 41 percent are college students.

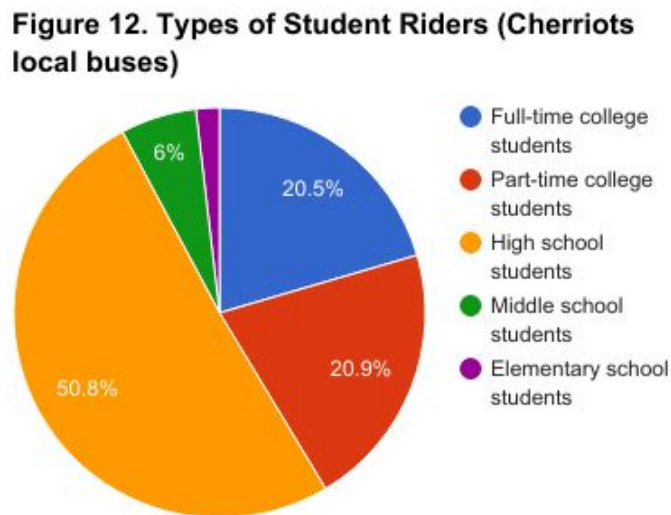
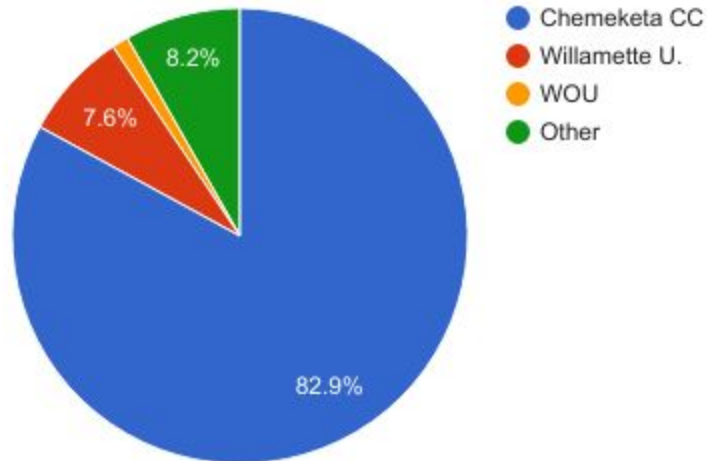


Figure 13 displays the colleges riders reported they attend, if they said they were a full-time or part-time student.

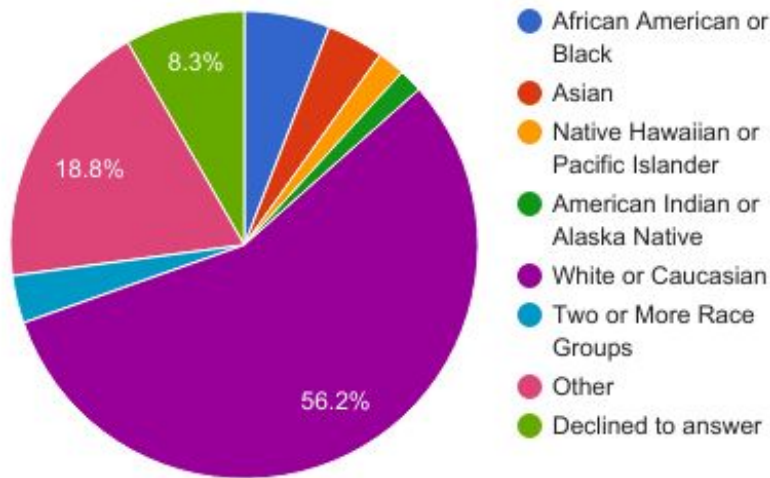
Figure 13. Colleges Student Riders Attend (Cherriots local buses)



About 8 out of ten Cherriots local bus college student riders attend Chemeketa Community College followed by other universities, Willamette University and Western Oregon University (WOU) 8.2 percent of college student riders attend a college not named in the local top three.

The first voluntary question asked of riders was their racial background. This was separated from ethnicity since someone could be white, black, or Asian and be Hispanic or Latino at the same time. Although riders were told that the following questions were voluntary, 88.9 percent of survey-takers provided answers. Figure 14 shows the racial background of riders.

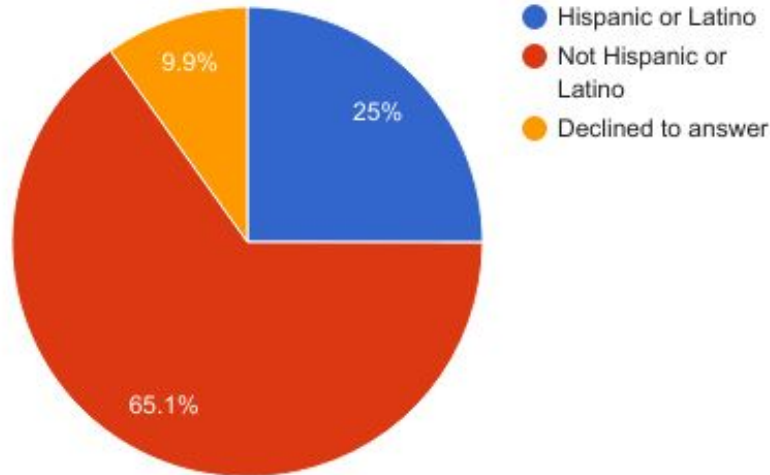
Figure 14. Racial Background of Cherriots Local Bus Riders



This shows that at least one-third (35.5%) of riders are non-white, which is slightly higher than the average for Marion and Polk Counties as reported in the 2017 Cherriots Title VI Program update (30.6%).

Figure 15 displays the Ethnicity of riders systemwide.

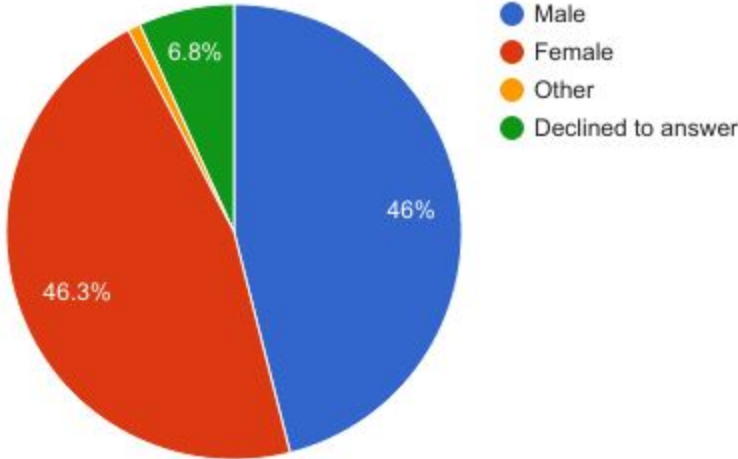
Figure 15. Ethnicity of Cherriots Local Bus Riders



This shows that at least one out of four riders has Hispanic or Latino heritage. For purposes of a fare equity analysis, SAMTD will consider all non-white and Hispanic riders as “minorities.” By combining the non-white customers in Figure 14 with the Hispanic customers in Figure 15, the survey shows that 40.3 percent of riders would be considered “minorities” for Title VI equity analysis purposes. This is higher than the average for Marion and Polk Counties as reported by the 2011-15 American Community Survey (ACS), which is 30.6 percent.

Figure 16 displays the gender of riders on Cherriots local buses.

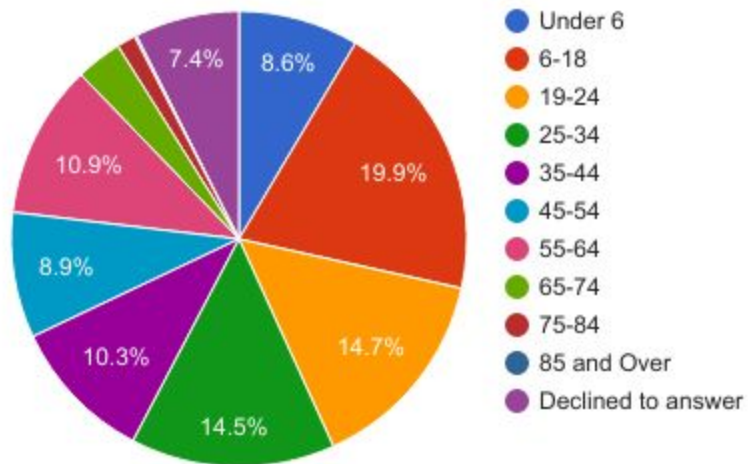
Figure 16. Gender of Cherriots Local Bus Riders



Customers on Cherriots local buses are spread about even between males and females.

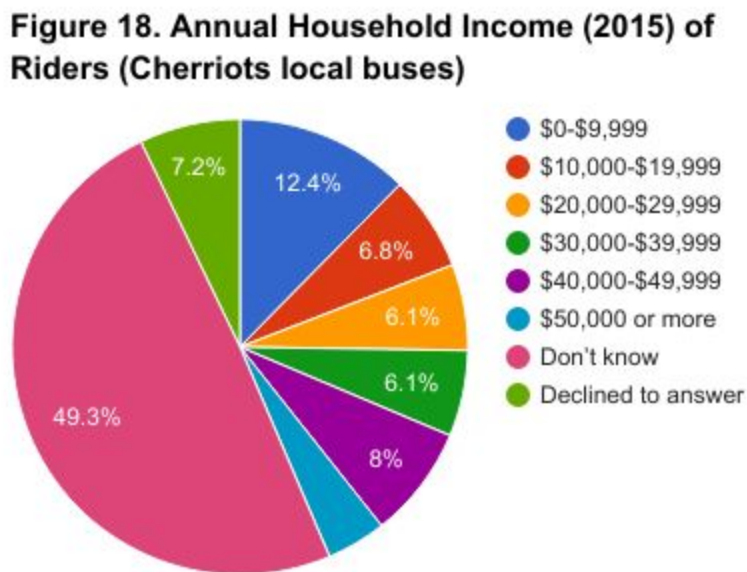
The ages of riders on Cherriots local buses are shown in Figure 17 below.

Figure 17. Age of Cherriots Local Bus Riders



Not one age range dominates another, but about half of system riders are aged 34 or less.

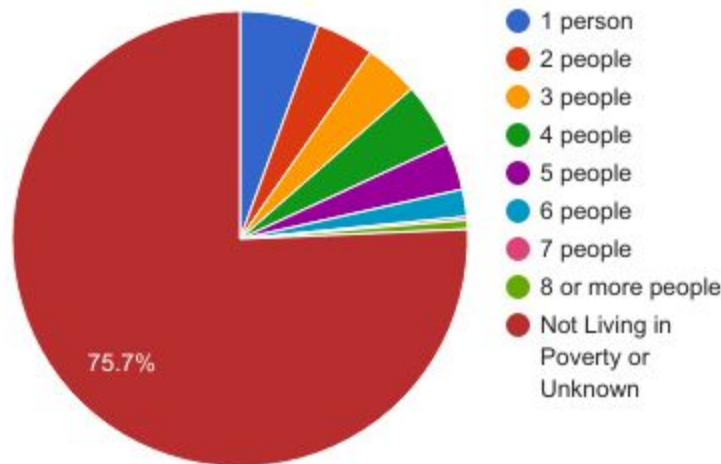
Figure 18 shows the 2015 estimated annual household incomes of riders.



Although most people didn't know or declined to answer this question, we have to take the data one step further in order to know how many people are living at or below 150 percent of the Federal Poverty Level (FPL). Cherriots uses 150% FPL to determine populations that are considered "low-income." Therefore, survey respondents' responses to household income were correlated to the number of people in the household and then compared to the definition of 150% of FPL shown in Table 2 to arrive at the results in Figure 19.

Figure 19 takes the household income data one step further by correlating it to the number of household members (shown in Figure 20).

Figure 19. Percent of Cherriots Local Riders Living in Poverty (150% Federal)

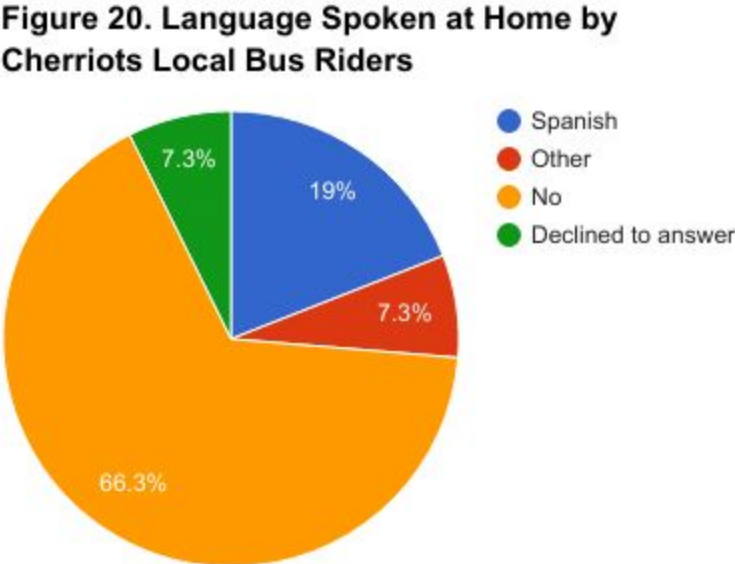


This shows that approximately 24 percent of riders live at or below 150% of the FPL. Table 1 shows the 2016 definition of FPL, inflated 150 percent:

Table 1. 150 Percent Federal Poverty (2016) Definition

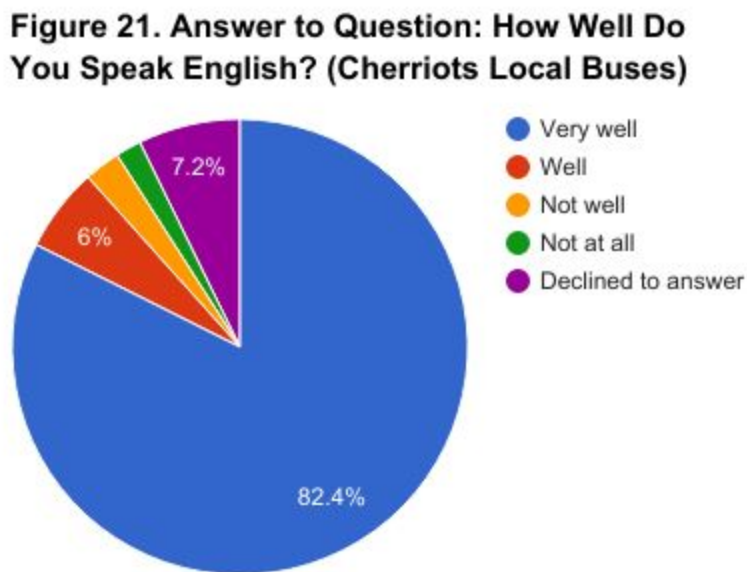
Number of Household Members	2016 Household Income
1 person	\$17,820
2 people	\$24,030
3 people	\$30,240
4 people	\$36,450
5 people	\$42,660
6 people	\$48,870
7 people	\$55,095
8 or more people	\$61,335

Figure 20 shows the answer to the question, “what language is primarily spoken at home?”



This shows that approximately a quarter of current riders speak another language at home with the most common language Spanish.

Figure 21 shows the answer to the question: “How well do you speak English?”



As shown in Figure 21, at least 82.4 percent speak English very well. About 12 percent struggle speaking English.

Summary and Conclusions

This survey was very useful to determine how Cherriots local bus riders are paying their fares. Because riders have to pay each time they board the bus unless they purchase a 1-Day or 30-Day pass, a supermajority of riders choose these methods to pay for their fares rather than with cash. The proportion of Adult/Full fare riders paying cash is much higher than that of Reduced/Youth fare riders (29% versus 7%, respectively). This may be due to the fact that Cherriots Reduced/Youth customers are more regular riders where the Adult/Full customers may not ride often enough to warrant the purchase of a 30-Day pass. Since the average number of trips taken on a 1-Day or 30-Day pass is 2.8, that means that people mostly are not making long trips that require transfers.

Riders of Routes 1X and 2X also usually use a pass to pay their fares (74% of Adult/Full and 65% of Reduced/Youth customers). This makes sense since most people riding the 1X and 2X are commuting to/from work and use a monthly pass.

- For Cherriots local buses, most people take more than 2 trips per day if using a 1-Day, 30-Day, or Monthly Pass on Cherriots local buses; the average number of trips is 2.8; 38 percent make 4 or more trips
- 56 percent of customers pay for their fare on board the bus; 36 percent pay at Cherriots Customer Service at the Downtown Transit Center
- 66 percent of riders have smartphones; 89 percent have cell phones; 66 percent have email addresses; and only 13 percent have a landline phone
- 58 percent of riders don't have access to a car either as a driver or a passenger; this is much higher than rates reported by TriMet or LTD, which were 39 percent and 33 percent, respectively
- 35 percent of riders are students; the largest proportion of students go to high school (half of the students), then college (40 percent of the students); 83 percent of college students go to Chemeketa Community College
- Over 40 percent of riders are considered "minorities" for Title VI Equity Analysis purposes; at least 25 percent are Hispanic
- Gender identity is divided about equally between male and female riders
- Half of riders are ages 34 and under
- At least 24 percent of riders live below 150% FPL and are considered "low-income" for Title VI equity analysis purposes
- Over 25 percent of customers live in households where a language other than English is the primary spoken language
- At least 12 percent of riders speak English less than "very well"

Appendix A: Survey Methodology and Statistical Significance

Methodology

Cherriots performed a survey of its riders in May and June 2016 to collect this information from riders of all the District's services. In order to comply with the District's Title VI policies for fare changes, staff had to gather fare payment data and rider demographics at a statistically significant number of surveys on all Cherriots local bus services.

Bilingual temporary employees were hired to ride the buses and collect surveys from customers. Also, one bilingual customer service staff person was utilized to cover some early morning trips. The goal was to cover the whole span of service on each route in order to survey the riders who use the buses in the early morning hours, commute hours, the middle of the day, and late evening service.

A statistically significant number of surveys were collected from users of the Cherriots local buses in most cases. An attempt was made to collect a statistically significant number of surveys from riders of the District's demand responsive services such as the West Salem Connector, CARTS, RED Line, and CherryLift, but it proved very costly and ineffective. Therefore, only a limited number of surveys were collected on these services. This report focuses entirely on the surveys obtained on Cherriots local buses as well as regional express routes 1X and 2X (Wilsonville / Salem Express and Grand Ronde / Salem Express, respectively). A statistically significant sample was achieved on all but two Cherriots local buses. Table 1 below contains a summary of the number of surveys collected on each individual route.

Table 1. Number of Surveys Collected on Each Cherrriots Local Bus Route

Cherriots Local Bus Route Number	Sample Size Needed for Statistical Significance (95% confidence interval)	Surveys Collected
1	92	133
1X/2X	67	77
2	89	121
3	85	112
4/4A	85	108
5/5A	90	90
6	79	79
7	71	77
8/8A	86	100
9/9A	79	79
10	55	57
11	92	92
12*	55	44*
13	80	80
14*	52	51*
Cherriots Local Bus Total:	1157	1300

*Routes 12 and 14 did not meet the threshold for statistical significance.

Difficulty of Achieving Statistically Significant Numbers on Some Routes

As shown in Table 1, only Routes 12 and 14 did not achieve enough surveys to be considered statistically significant data. On Route 12, forty-four surveys were collected after spending 21 hours of labor riding the buses. The low ridership level made it very costly to obtain surveys on this route that runs only once an hour. Also, many people refused to take the survey over and over, so we were forced to stop riding the buses after so many hours had past with poor results. Route 14 also was short, but just by one survey (51 out of 52 were obtained). This is also a low ridership route and is difficult to get people to take the survey multiple times.

Although a statistically significant number of surveys was not obtained on two Cherriots routes, the overall total (1,300) was twelve percent greater than the total required to meet the sample size goal at the 95% confidence interval. Therefore, the survey results are valid for the system as a whole.

Survey Instrument

The survey instrument or questionnaire was developed using examples from nearby transit agencies (TriMet and Lane Transit District) which have conducted such surveys in the last year. Questions were developed in a format that would take up to two minutes for the surveyor to walk through the survey with riders. In order to maintain uniformity and encourage people of all races, ages, genders, etc. to participate, bilingual (English and Spanish) temporary employees were hired to conduct the survey on-board the buses, although passengers were also allowed to take the survey and return it to the surveyor or Customer Service at the Downtown Transit Center. Copies of the survey instrument in English and Spanish can be found in **Appendix B**.

Questions were asked not only to determine how they paid their fare, but what kind of fare instrument (cash, day pass, or multi-day pass) they purchased. If children were traveling with parents, separate surveys were filled out for each child, including infants. The location where the customer purchased the fare was also important to see where different people choose to buy their fares. In order to plan for future fare payment methods such as a smartphone flash pass, the types of technology owned by the customers was also a question asked. Finally, whether the person had a vehicle available to make the trip either as a driver or a passenger and whether the person was a current student was asked. These details help District staff understand the methods that the current customer base pays for their fares and how they may choose to pay if certain technology options were available to them.

The second half of the survey was optional since it asked sensitive questions such as race, gender, and household income. Even though it was said to be a voluntary section, over ninety percent of the surveys received responded to at least the race question. The following is a list of voluntary questions asked:

- Race
- Ethnicity (Latino or not Latino)
- Gender
- Age
- Household income
- Number of people living in household
- Language primarily spoken at home other than English
- Ability level of spoken English

Appendix B: Copies of the Survey Instrument in English and Spanish

PLEASE COMPLETE THIS SALEM-KEIZER TRANSIT RIDER SURVEY

Dear Rider: Salem-Keizer Transit thanks you for riding. In order to plan for improved ways to pay your fare, we need your help. Please take a moment to fill out this survey and return it to your driver or to Cherriots Customer Service (if traveling with children, please fill out a survey for them separately). Thank you for your time!

1. What service are you riding now? (Please check one and indicate the route number, if applicable)

- Cherriots Local Route # _____
 West Salem Connector (WSC)
 Route 1X
 Route 2X
 CARTS Route # _____
 RED Line Shopper Shuttle
 RED Line Dial-a-Ride
 CherryLift

2. How did you pay your fare for this trip? (check one)

	CASH (1-WAY)	1-DAY PASS	30-DAY/MONTHLY PASS	10-RIDE TICKET BOOK	ANNUAL PASS	UNIVERSAL MONTHLY PASS
Cherriots or WSC Adult / Full Fare	<input type="checkbox"/> \$1.60	<input type="checkbox"/> \$3.25	<input type="checkbox"/> \$45.00	N/A	<input type="checkbox"/> \$540.00	<input type="checkbox"/> \$85.00
Cherriots or WSC Reduced & Youth	<input type="checkbox"/> \$0.80	<input type="checkbox"/> \$1.50	<input type="checkbox"/> \$22.50	N/A	<input type="checkbox"/> \$270.00	<input type="checkbox"/> \$42.50
CARTS Adult / Full Fare	<input type="checkbox"/> \$2.25	<input type="checkbox"/> \$4.50	<input type="checkbox"/> \$60.00	N/A	N/A	<input type="checkbox"/> \$85.00
CARTS Reduced & Youth	<input type="checkbox"/> \$1.50	<input type="checkbox"/> \$3.00	<input type="checkbox"/> \$30.00	N/A	N/A	<input type="checkbox"/> \$42.50
Route 1X Adult / Full Fare	<input type="checkbox"/> \$3.00	N/A	N/A	N/A	N/A	<input type="checkbox"/> \$85.00
Route 1X Reduced & Youth	<input type="checkbox"/> \$1.50	N/A	N/A	N/A	N/A	<input type="checkbox"/> \$42.50
Route 2X Adult / Full Fare	<input type="checkbox"/> \$3.00	<input type="checkbox"/> \$6.00	<input type="checkbox"/> \$85.00	N/A	N/A	N/A
Route 2X Reduced & Youth	<input type="checkbox"/> \$1.50	<input type="checkbox"/> \$3.00	<input type="checkbox"/> \$42.50	N/A	N/A	N/A
RED Line Shopper Shuttle	<input type="checkbox"/> \$1.25	N/A	N/A	<input type="checkbox"/> \$12.50	N/A	N/A
RED Line Dial-a-Ride	<input type="checkbox"/> \$3.20	N/A	N/A	<input type="checkbox"/> \$32.00	N/A	N/A
CherryLift	<input type="checkbox"/> \$3.20	N/A	N/A	N/A	N/A	N/A
Other Passes	<input type="checkbox"/> Summer Youth Pass <input type="checkbox"/> Free (ages 0-5) <input type="checkbox"/> Other _____					

3. If you are using a 1-Day, 30-Day, or monthly pass, how many one-way trips will you make on it today? _____

4. Where did you pay for your fare? (check one)

- On board the bus
 Cherriots Customer Service
 Local retail store
 Place of employment
 Other _____
 N/A

5. Do you have the following? (check all that apply)

- Smart Phone
 Tablet
 Cell Phone
 Desktop/Laptop
 Email account
 Landline phone
 Texting

6. Do you have a vehicle you could have used to make this trip either as the driver or as a passenger? Yes No

7. Are you a student? (check one) Yes, full-time college Yes, part-time college Yes, high school Yes, middle school Yes, elementary school No

If you are a college student, which college? Chemeketa CC Willamette U. WOU Other _____

The following questions are voluntary, but will help us meet the needs of future riders.

8. What is your race? (check one) African American or Black Asian Native Hawaiian or Pacific Islander American Indian or Alaska Native White or Caucasian Two or More Race Groups Other

9. What is your ethnicity? (check one) Hispanic or Latino Not Hispanic or Latino

10. Are you? (check one) Male Female Other

11. What is your age? _____

12. What was your annual gross household income before taxes in 2015? This is the combined income of each person living in your home, whatever the source. (check one) \$0-\$9,999 \$10,000-\$19,999 \$20,000-\$29,999 \$30,000-\$39,999 \$40,000-\$49,999 \$50,000 or more Don't know

13. How many people including yourself live in your household? _____

14. Do you primarily speak a language other than English at home? Yes, we speak _____ at home No

¿Habla un idioma que no sea inglés? Sí. ¿Que idioma es ese? _____ No

Говорите ли вы дома на других языках, кроме Английского? Да, мы говорим на _____ дома Нет

15. How well do you speak English? Very Well Well Not Well Not at all

¿Cuan bien habló el inglés? Muy bien Bien No bien No hablo inglés

На сколько хорошо вы говорите на английском? Очень хорошо Хорошо Не очень хорошо Совсем не говорю

POR FAVOR LLENE ESTA ENCUESTA PARA USUARIOS DEL SERVICIO DE TRANSPORTE SALEM-KEIZER

Estimado usuario del servicio de transporte: El tránsito de Salem-Keizer le agradece por usar nuestro servicio. Para que podamos planear mejores formas de pago de la tarifa requerimos de su ayuda. Por favor tome unos minutos para llenar esta encuesta y entréguela al conductor o a Servicio al Cliente (si viaja con niños, llene una encuesta para ellos a parte). ¡Gracias por su tiempo!

1. ¿Qué servicio utiliza usted ahora? (Por favor marque uno e indique el número de ruta, si aplica)

- Cherrlots Local Ruta # _____
 Salem Oeste Conector (WSC)
 Ruta 1X
 Ruta 2X
 CARTS Ruta # _____
 Línea RED Servicio de Autobús para ir de compras
 Línea RED Llamar y solicitar transporte
 CherryLift

2. ¿Cómo pagó su tarifa para este viaje? (marque uno)

	EFFECTIVO (VIAJE DE IDA)	1-DÍA	30-DÍAS/ MENSUALMENTE PASE	10-TRASLADOS PASE TALONARIO	ANUAL PASE	UNIVERSAL MENSUALMENTE PASE
Tarifa Completa/Adulto Cherrlots o WSC	<input type="checkbox"/> \$1.60	<input type="checkbox"/> \$3.25	<input type="checkbox"/> \$45.00	N/D	<input type="checkbox"/> \$540.00	<input type="checkbox"/> \$85.00
Joven y con Descuento Cherrlots o WSC	<input type="checkbox"/> \$0.80	<input type="checkbox"/> \$1.50	<input type="checkbox"/> \$22.50	N/D	<input type="checkbox"/> \$270.00	<input type="checkbox"/> \$42.50
Tarifa Completa/Adulto CARTS	<input type="checkbox"/> \$2.25	<input type="checkbox"/> \$4.50	<input type="checkbox"/> \$60.00	N/D	N/D	<input type="checkbox"/> \$85.00
Joven y con Descuento CARTS	<input type="checkbox"/> \$1.50	<input type="checkbox"/> \$3.00	<input type="checkbox"/> \$30.00	N/D	N/D	<input type="checkbox"/> \$42.50
Tarifa Completa/Adulto Ruta 1X	<input type="checkbox"/> \$3.00	N/D	N/D	N/D	N/D	<input type="checkbox"/> \$85.00
Tarifa Completa/Adulto Ruta 1X	<input type="checkbox"/> \$1.50	N/D	N/D	N/D	N/D	<input type="checkbox"/> \$42.50
Tarifa Completa/Adulto Ruta 2X	<input type="checkbox"/> \$3.00	<input type="checkbox"/> \$6.00	<input type="checkbox"/> \$85.00	N/D	N/D	N/D
Joven y con Descuento Ruta 2 X	<input type="checkbox"/> \$1.50	<input type="checkbox"/> \$3.00	<input type="checkbox"/> \$42.50	N/D	N/D	N/D
Transporte para ir de compras Línea RED	<input type="checkbox"/> \$1.25	N/D	N/D	<input type="checkbox"/> \$12.50	N/D	N/D
Llamar y solicitar servicio línea RED	<input type="checkbox"/> \$3.20	N/D	N/D	<input type="checkbox"/> \$32.00	N/D	N/D
CherryLift	<input type="checkbox"/> \$3.20	N/D	N/D	N/D	N/D	N/D
Otros Pases	<input type="checkbox"/> Pase de Verano para Joven <input type="checkbox"/> Gratis (edad 0-5) <input type="checkbox"/> Otro _____					

3. Si usa un pase de 1 día (1-Day Pass), ¿cuántos viajes de ida puede hacer hoy con él? _____

4. ¿Dónde pagó usted su tarifa? (marque uno)

- A bordo del autobús
 Servicio al Cliente Cherrlots
 Tienda al detalle local
 Lugar de empleo
 Otro _____
 N/D

5. ¿Tiene usted lo siguiente? (marque todo lo que aplique)

- Teléfono inteligente
 Tableta
 Teléfono celular
 Computadora de escritorio/laptop
 Cuenta de correo electrónico
 Teléfono de línea terrestre
 Teléfono
 Texteo

6. ¿Tiene usted un vehículo que podría haber usado para realizar este viaje ya sea como chofer o pasajero? Sí No

7. ¿Es usted estudiante? (marque uno) Sí, colegio universitario completo Sí, colegio universitario a tiempo parcial Sí, preparatoria Sí, secundaria Si, primaria No

Si usted es un estudiante de colegio universitario, ¿cuál colegio?

- Chemeketa CC
 Willamette U.
 WOU
 Otro _____

Las siguientes preguntas son voluntarias, pero nos ayudarán a satisfacer las necesidades de transportistas futuros.

8. ¿Cuál es su raza? (marque uno) Afroamericano o Negro Asiático Hawaiano Nativo o de las Islas del Pacífico Indio Americano o Nativo de Alaska Blanco o Caucásico Dos o más grupos de raza Otro

9. ¿Cuál es su etnia? (marque uno) Hispano o Latino No Hispano o Latino

10. ¿Es usted? (marque uno) Hombre Mujer Otro

11. ¿Qué edad tiene? _____

12. ¿Cuál fue el ingreso bruto familiar anual antes de los impuestos en 2015? Este es el ingreso combinado de cada persona que vive en su hogar, independientemente del origen. (marque uno) \$0-\$9,999 \$10,000-\$19,999 \$20,000-\$29,999 \$30,000-\$39,999 \$40,000-\$49,999 \$50,000 o más No sabe

13. ¿Cuánta gente, usted incluido, vive en su hogar? _____

14. Do you primarily speak a language other than English at home? Yes, we speak _____ at home No

¿Habla un idioma que no sea inglés? Sí. ¿Que idioma es ese? _____ No

Говорите ли вы дома на других языках, кроме Английского? Да, мы говорим на _____ дома Нет

15. How well do you speak English? Very Well Well Not Well Not at all

¿Cuan bien habló el inglés? Muy bien Bien No bien No hablo inglés

На сколько хорошо вы говорите на английском? Очень хорошо Хорошо Не очень хорошо Совсем не говорю