

Appendix C:
Survey Instrument

2016 Chapel Hill Transit (CHT) Customer Survey

CHT is conducting a survey regarding our transit services and would appreciate you taking a few minutes during this trip to complete the survey. Please return your survey to the surveyor when you are finished.

1. **Which Route are you currently on?** Route Name: _____
2. **How often do you use CHT?**
 (0) less than once a week (3) 3 days a week (6) 6 or more days a week
 (1) 1 day per week (4) 4 days a week (7) First time riding
 (2) 2 days a week (5) 5 days a week
3. **How many times per week do you use CHT for trips other than going to work/school?** _____ times per week
4. **How long have you been using CHT's services at least once per week?**
 (1) Less than a month (3) 7-12 months (5) 3-4 years
 (2) 1-6 months (4) 1-2 years (6) more than 4 years
5. **Do you have another vehicle that could be used to make this trip?** (1) Yes (2) No
6. **Did you board this bus at a Park and Ride location?** (1) Yes (2) No
6a. **If yes, which one?** _____
6b. **If you had to pay to park at a Park and Ride location, what is the maximum amount that you would be willing to pay per day to park at a Park and Ride location?**
 (5) \$5.00 per day (3) \$3.00 per day (1) \$1.00 per day
 (4) \$4.00 per day (2) \$2.00 per day (0) I would stop using CHT if I had to pay for parking
7. **If you own a car, why do you use public transportation?** (Check all that apply)
 (01) Parking is too expensive (04) I care about the environment (07) Driving is too expensive
 (02) The bus is faster than driving (05) To avoid traffic congestion (08) Don't have a license
 (03) Parking is hard to find (06) Don't like driving (99) Other: _____
8. **If you don't own a car, why do you use public transportation?** (Check all that apply)
 (01) It's my only alternative (03) Do not have a drivers license (99) Other: _____
 (02) No car available for this trip
9. **What is the main purpose of this trip?**
 (1) Work (4) Middle school (grades 6-8) (7) Hospital/doctor's office
 (2) Personal business (5) High school (grades 9-12) (8) Social/recreation
 (3) Shopping (6) College (9) Other: _____
10. **How did you get to the bus that you are currently riding?**
 (1) Walked: *how many blocks?* _____ blocks (5) Transferred from another CHT bus
 (2) Drove a car (6) Transferred from GoTriangle
 (3) Got a ride from someone else (7) Transferred from other agency transit service
 (4) Rode a bicycle (8) Other
11. **What is the address or closest intersection to your destination?** _____
12. **If CHT service was not available, how would you make this trip?**
 (1) Use my car (3) Get a ride from someone else (5) Bicycle
 (2) Walk (4) Use a taxi (6) I would not make this trip
13. **Please check ALL the items that would encourage you to use public transportation more often.**
 (00) Nothing; I am riding it as often as I can
 (01) More frequent service (if buses came by stops more often)
 (02) Faster travel time (if it took less time to get to destinations)
 (03) More service offered later in the evenings
 (04) More service offered earlier in the morning
 (05) More service offered on Saturdays
 (06) More service offered on Sundays
 (07) Cleaner/better maintained vehicles
 (08) Service provided to more destinations
 (09) More information available about the services offered
 (10) Buses being on-time/service more reliable
 (11) More covered shelters available
 (12) Fuel prices increase
 (13) Bus stops located closer to your home
 (14) More comfortable vehicles
 (15) Operator(s) more helpful

MORE QUESTIONS ON REVERSE SIDE →

14. What is your home ZIP CODE? _____
15. How many blocks is your home from the nearest bus stop? _____ blocks
16. Do you think you will still be using CHT a year from now? __ (1) Yes __ (2) No
17. Overall, how would you rate the quality of CHT?
 __ (1) Excellent __ (2) Good __ (3) Average __ (4) Poor __ (9) Don't know
18. Using a 5-point scale, with 5 being "Very Satisfied" and 1 being "Very Dissatisfied," rate your level of satisfaction with each item by circling the corresponding number.

| | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|-----------|---------|--------------|-------------------|------------|
| (A) Timeliness of buses..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (B) Cleanliness/maintenance of buses..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (C) How comfortable buses are to ride..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (D) Availability of bus shelters at bus stops..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (E) How quickly buses get you to your destination..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (F) How close bus stops are located to your home..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (G) How close bus stops are located to your workplace or other frequent destinations..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (H) The number of destinations served by the bus..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (I) Hours bus service is offered..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (J) Availability of bus services on Saturdays..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (K) Availability of bus services on Sundays..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (L) How easy it is to transfer between buses..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (M) How safely bus drivers operate vehicles..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (N) Courtesy/customer service of operators..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (O) How knowledgeable bus operators are about services..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (P) Availability of route & schedule information..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (Q) How easy it is to understand route & schedule information..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (R) Usefulness of information on buses..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (S) How easy it is to learn to use the CHT bus system..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (T) How safe you feel while traveling on the bus..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |
| (U) How safe you feel while waiting at bus stops..... | 5..... | 4..... | 3..... | 2..... | 1..... | 9 |

19. Which THREE of the items listed above do you think are most important? (write the letters from the list in Q#18 in the spaces below)
- 1st _____ 2nd _____ 3rd _____
20. How do you typically get information about CHT services? (check all that apply)
- | | | |
|--|--|--|
| <input type="checkbox"/> (01) Operators | <input type="checkbox"/> (05) By calling CHT | <input type="checkbox"/> (09) Mobile apps |
| <input type="checkbox"/> (02) Friends/family | <input type="checkbox"/> (06) Signs posted on buses | <input type="checkbox"/> (10) Social media |
| <input type="checkbox"/> (03) Employer | <input type="checkbox"/> (07) UNC/Hospital Information | <input type="checkbox"/> (11) Other: _____ |
| <input type="checkbox"/> (04) CHT website | <input type="checkbox"/> (08) Other riders | |
21. Which of the following trip planners do you use? (check all that apply) __ (1) Google transit __ (2) GoTriangle __ (3) Neither
22. Do you use CHT's NextBus? __ (1) Yes __ (2) No
23. Would you like to receive email alerts about CHT services? __ (1) Yes __ (2) No
24. Including yourself, how many people live in your household? _____ persons
25. What is your age? _____ years
26. Your gender: __ (1) Male __ (2) Female
27. What is your total annual household income?
- | | | |
|--|--|--|
| <input type="checkbox"/> (1) Under \$10,000 | <input type="checkbox"/> (4) \$30,000 - \$39,999 | <input type="checkbox"/> (6) \$50,000 - \$74,999 |
| <input type="checkbox"/> (2) \$10,000 - \$19,999 | <input type="checkbox"/> (5) \$40,000 - \$49,999 | <input type="checkbox"/> (7) \$75,000 or greater |
| <input type="checkbox"/> (3) \$20,000 - \$29,999 | | |
28. Are you: (check all that apply)
- | | | |
|---|---|--|
| <input type="checkbox"/> (1) undergraduate student at UNC | <input type="checkbox"/> (2) graduate student at UNC | <input type="checkbox"/> (3) staff/contractor at UNC |
| <input type="checkbox"/> (4) faculty at UNC | <input type="checkbox"/> (5) employee at UNC Hospital | <input type="checkbox"/> (6) not affiliated with UNC |
29. Which ONE of the following BEST describes your occupation? (Check only one.)
- | | | | | |
|---------------------------------------|--------------------------------------|---|--|---|
| <input type="checkbox"/> (1) Clerical | <input type="checkbox"/> (3) Laborer | <input type="checkbox"/> (5) Professional | <input type="checkbox"/> (7) Homemaker | <input type="checkbox"/> (9) Service Industry |
| <input type="checkbox"/> (2) Retired | <input type="checkbox"/> (4) Student | <input type="checkbox"/> (6) Skilled Technician | <input type="checkbox"/> (8) Manager | <input type="checkbox"/> (0) Unemployed |
- 29a. If you are employed, How long does it typically take you to get from your home to work (one-way) using the bus?
 _____ minutes (one-way)

Thank you for your assistance! Please return your completed survey to the surveyor.