



2024

**Salem Area Mass Transit District
Cherriots LIFT Survey**

Findings Report



ETC
INSTITUTE

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Executive Summary

2024 Salem Area Mass Transit District (Cherriots) LIFT Survey *Executive Summary*

Overview

In the fall of 2024, Salem Area Mass Transit District (Cherriots) that operates bus and paratransit service in the Salem, OR area conducted a Customer Satisfaction Survey with their LIFT customers to analyze customer opinions regarding all aspects of service. The survey design satisfies multiple objectives, including measuring overall satisfaction and understanding rider behavior. The goal to collect a minimum of 200 completed surveys from LIFT customers was met with overall results containing a sample of 204 LIFT riders. The main purpose of the survey was to identify who rides Cherriots LIFT, how they ride, and why they ride.

Methodology

The Cherriots LIFT survey was administered by ETC Institute via mail, text message, and email. After receiving a list of contact information for LIFT riders from the past six months, ETC randomly selected riders to send mailings. Mailings included a paper survey and a cover letter signed by Cherriots explaining the purpose and authenticity of the survey. The cover letter also included a link to the online version of the survey if the customers preferred to complete it online. The mailings were sent in a postage-paid return envelope so respondents could easily send their responses to ETC. Following initial mailings, ETC sent reminder text messages to those selected for participation.

The following pages of the report contain a summary of the major findings from the survey; the full Cherriots LIFT Survey Report includes the following:

- Charts and graphs depicting the results of the survey (Section 2)
- Trend comparison between 2024 and 2023 (Section 3)
- Tabular data of survey results (Section 4)
- A copy of the survey instrument (Section 5)

Customer Demographic Characteristics

- **Race/Ethnicity, Age, and Gender.** More than three quarters of respondents (88%) identified their race/ethnicity as White/Caucasian. The second largest group of respondents described themselves as Hispanic, Spanish, or Latino/a/x (4%), with Asian or Asian being three percent (3%). Eighteen percent of respondents (18%) were 85 years old or older. Seventeen percent (17%) were between 70 and 74 years old, and sixteen percent (16%) were between 75 and 79 years old. Seventy percent of respondents (70%) identify as female, and thirty percent of respondents (30%) identify as male.
- **Household Size and Income.** Fifty-four percent of respondents (54%) live alone. Twenty-seven percent (27%) live with one other individual, and eight percent (8%) live with two other individuals. The largest annual household income group for respondents was less than \$25,000 (56%), followed by \$25,000 to \$29,999 (15%), and \$30,000 to \$34,999 (7%).

Customer Transportation Habits and Customer Service Usage

- **Ridership.** Fifty-one percent of customers (51%) use LIFT service to get to healthcare services, and eighteen percent of riders (18%) use lift to go shopping, while ten percent (10%) of riders use LIFT for leisure, social, and recreational activities. Fifty-six percent of riders (56%) rely on Cherriots LIFT vehicles to complete their trips. Twenty-one percent (21%) use their own/family vehicles to complete most of their trips. A further six percent (6%) use Cherriots fixed routes for most trips.
- **Typical Customer Transportation.** Fourteen percent of respondents (14%) ride LIFT at least three days per week. Twenty-nine percent of respondents (29%) ride LIFT one to two days per week, and twenty-five percent (25%) ride two to three times per month. Twenty-six percent (26%) ride once a month or less. Fourteen percent of customers (14%) ride fixed route buses one to two days per week. Eleven percent of customers (11%) ride fixed route buses two to three times a month, and sixty percent (60%) ride fixed route buses once a month or less.
- **Customer Service.** Thirty-seven percent of respondents (37%) had contacted Cherriots customer service with a question, concern, or complaint in the previous three months. Of those, eighty-six percent (86%) said that their issue was resolved. Ninety-one percent of respondents (91%) are satisfied with the overall performance of Cherriots' customer service staff. Ninety-three of these respondents (93%) agree that customer service representatives are helpful and courteous.

Customer Opinions About Cherriots' Services

- Overall Satisfaction.** Ninety-two percent of respondents are satisfied with the overall quality of Cherriots' LIFT services. Only 2.5% of respondents (2.5%) indicated that they were dissatisfied.
- Net Promoter Score.** Net Promoter Score poses the ultimate question, "On a scale of 0 to 10, with 10 being very likely and 0 being not likely at all, how likely would you be to refer Cherriots LIFT to a friend to family member?" Those who answer 9-10 are "Promoters," those who answers 7-8 are "Passives," and those who answers 0-6 are "Detractors." The score is then calculated by subtracting the number of Detractors from the number of Promoters. LIFT's Net Promoter Score is 69, which is incredibly high.
- Agreement with Statements Regarding Cherriots' LIFT Services.** Respondents were asked to rate on a scale of one to five how much they agree with statements regarding Cherriots' services, with five meaning "Strongly Agree," and one meaning "Strongly Disagree." The five most agreed with statements ("Strongly Agree" and "Agree" answers) were "Cherriots LIFT can take me to the places I need to go" (97%), "I can schedule a trip for time & day I need to travel" (94%), "Cherriots' call center representatives are helpful & courteous" (94%), "When contacting Cherriots customer service by phone, my calls are answered promptly" (91%), "Vehicle gets me to my destination in a reasonable amount of time" (90%).
- I-S Analysis.** Importance-Satisfaction Analysis compares respondents' rankings of importance with each statement to how satisfied they are with that statement. Statements are then categorized into four groups based on the findings: "Nice to have" – lower importance/higher satisfaction, "Strengths to Maintain" – higher importance/higher satisfaction, "Lower Priority" – lower importance/lower satisfaction, and "Areas of Opportunity" -higher importance/lower satisfaction. One statement was placed in the "Strengths to Maintain" quadrant, meaning riders feel that it has above average importance while being delivered satisfying results: "Safety while riding." One statement was categorized as an "Area of opportunity," meaning it is important to riders but has comparatively lower satisfaction levels: "Vehicles arrive within scheduled pickup window." It is important to note that this is based on mean satisfaction of all ratings, and this item still had a satisfaction level of 91%.
- The following section lists the charts and graphs for each survey question broken down into three categories: Key Characteristics of Customers, Customer Transportation Characteristics, and Customer Opinions.

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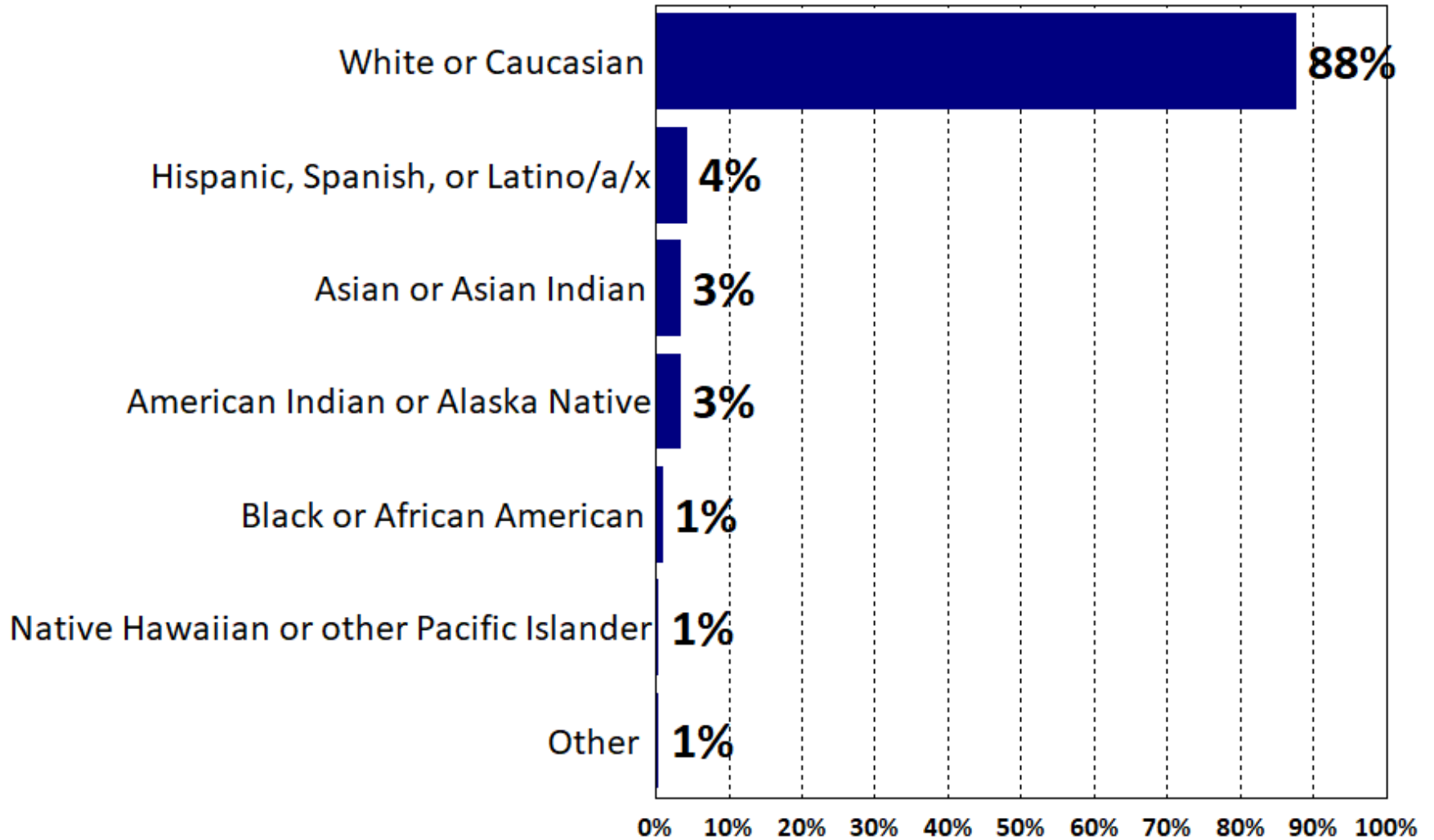
Charts & Graphs



KEY CHARACTERISTICS OF CUSTOMERS

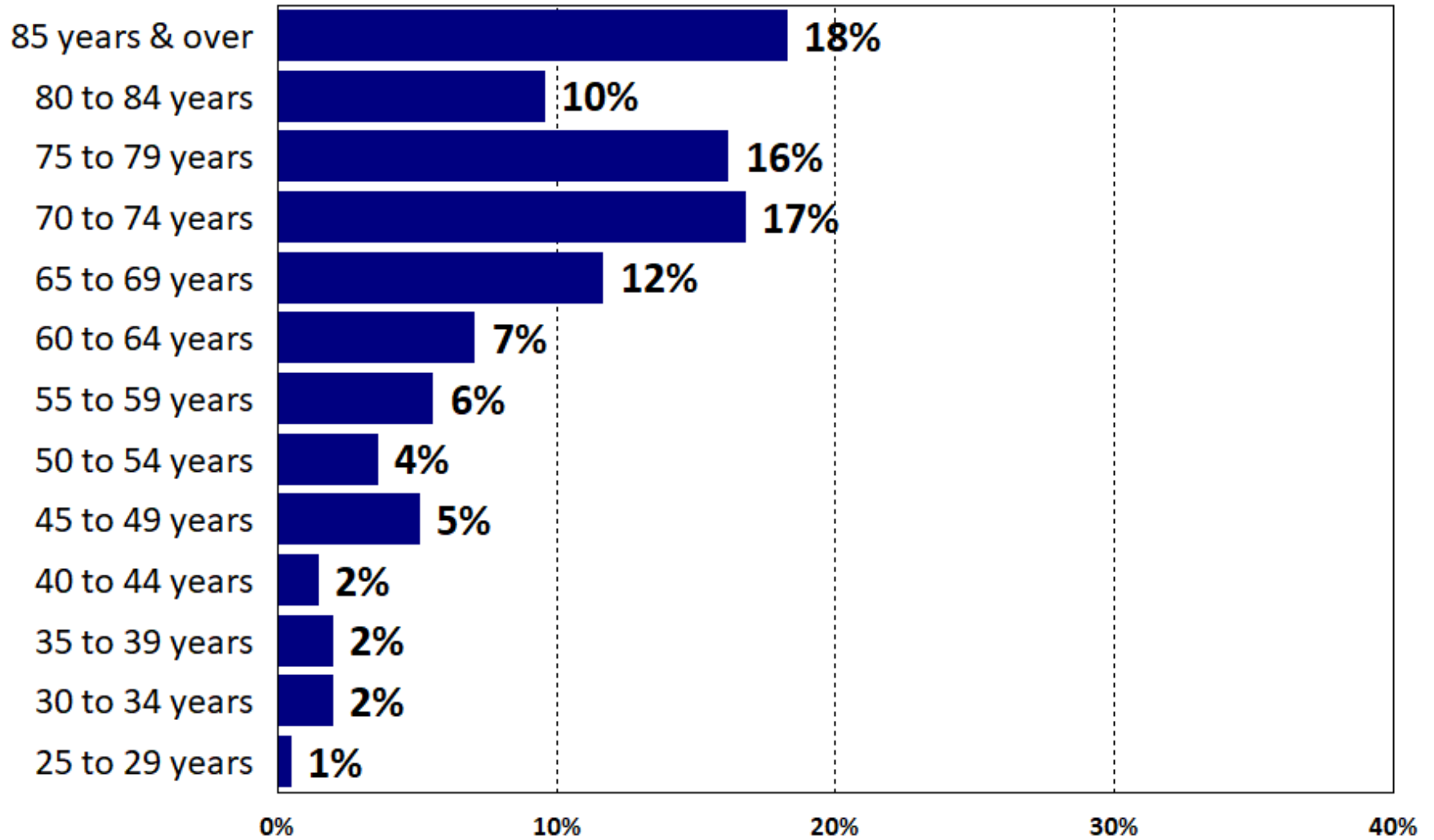
Which of the following best describes your race/ethnicity?

by percentage of respondents (excluding “prefer not to say”)



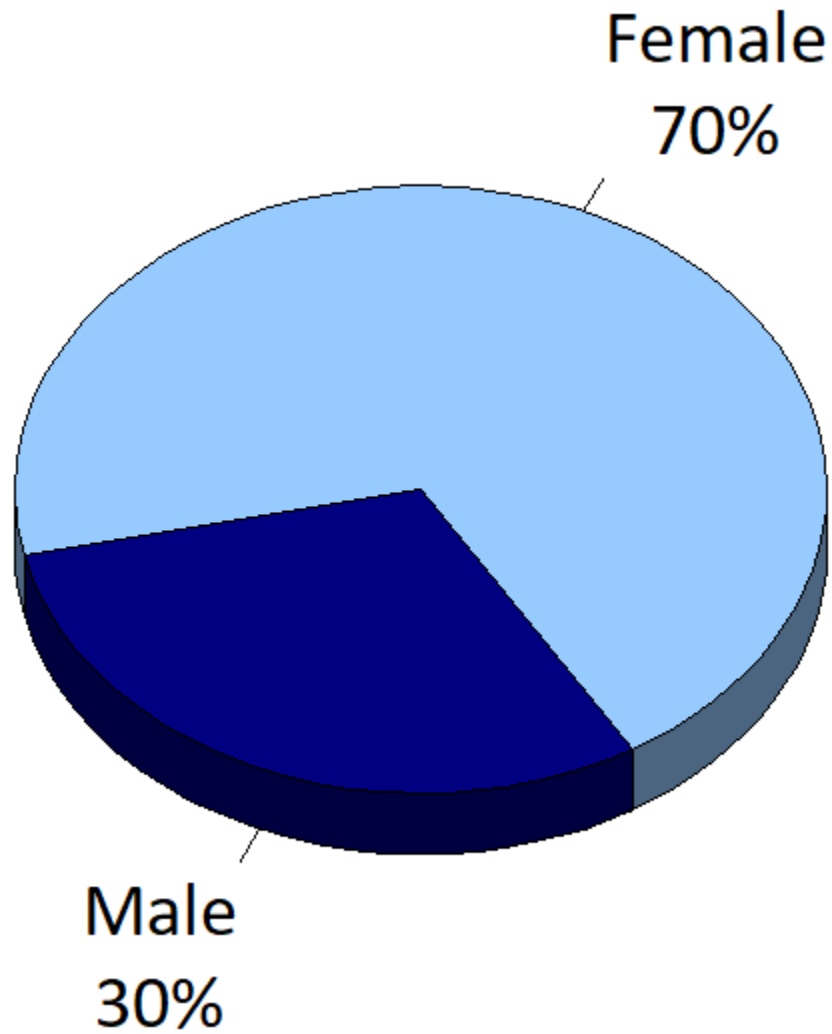
What is your age?

by percentage of respondents (excluding “not provided”)



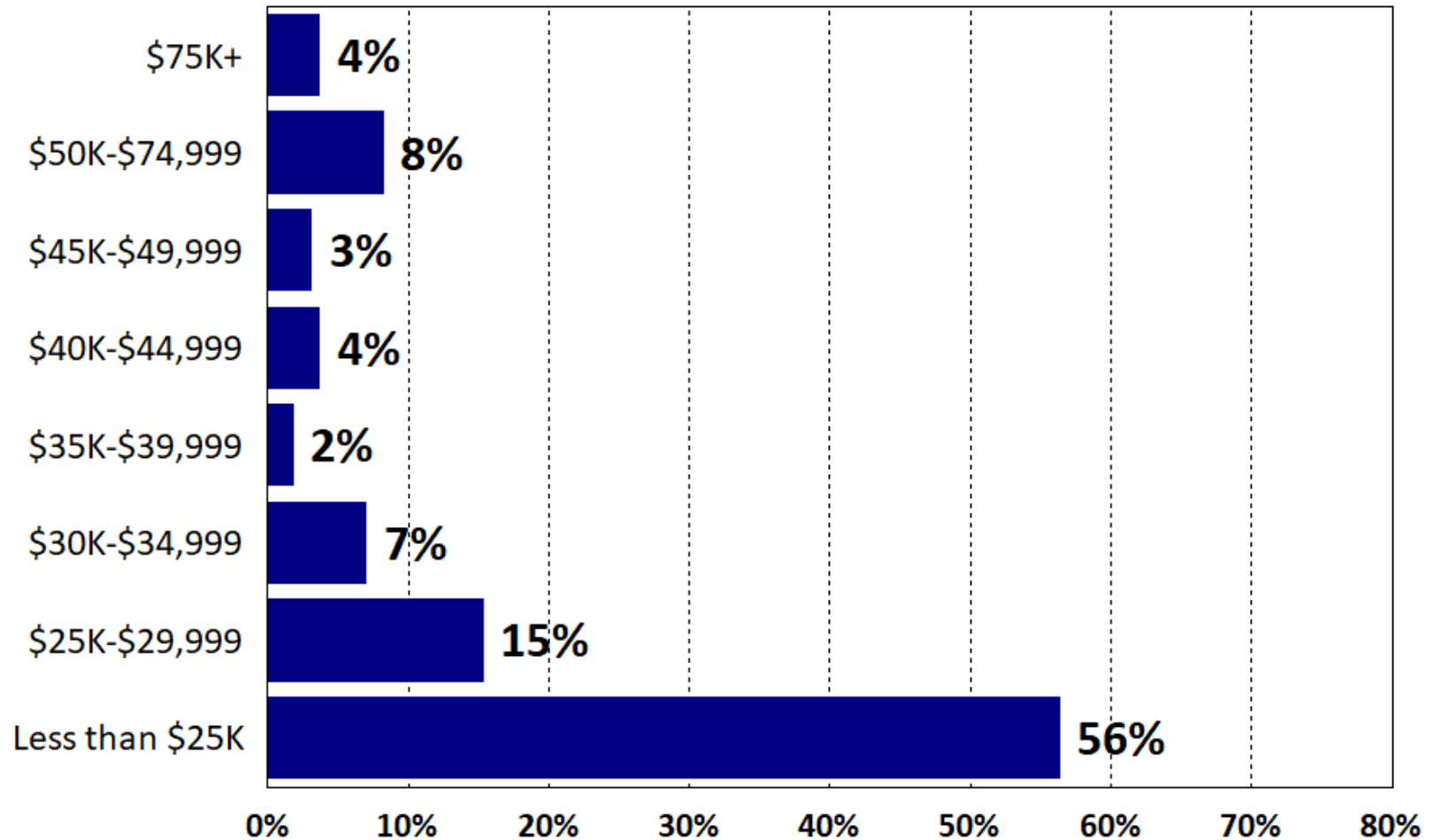
What is your gender?

by percentage of respondents (excluding “not provided”)



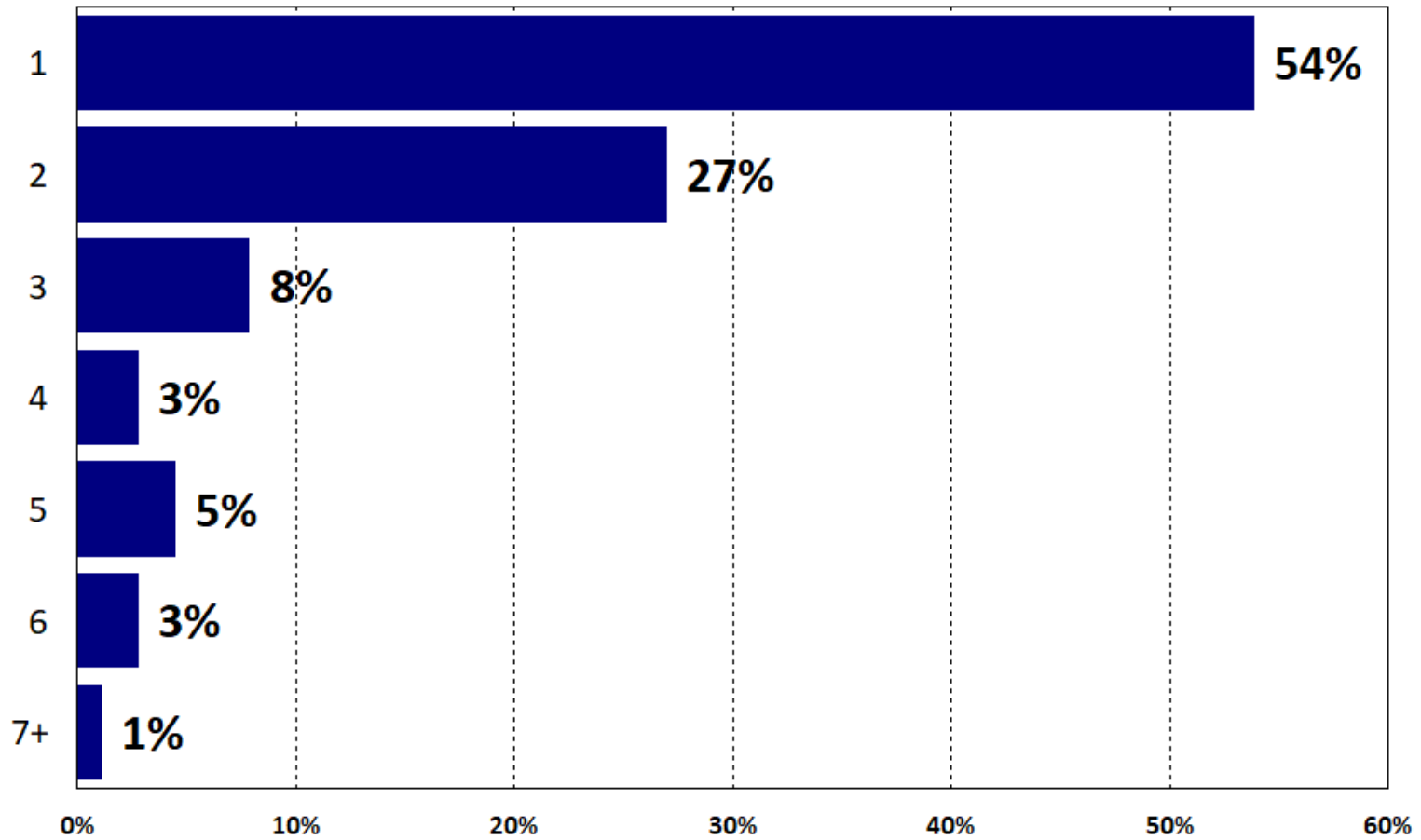
Which category best describes your total annual household income?

by percentage of respondents (excluding “not provided”)



Including yourself, how many people live in your household?

by percentage of respondents (excluding “not provided”)

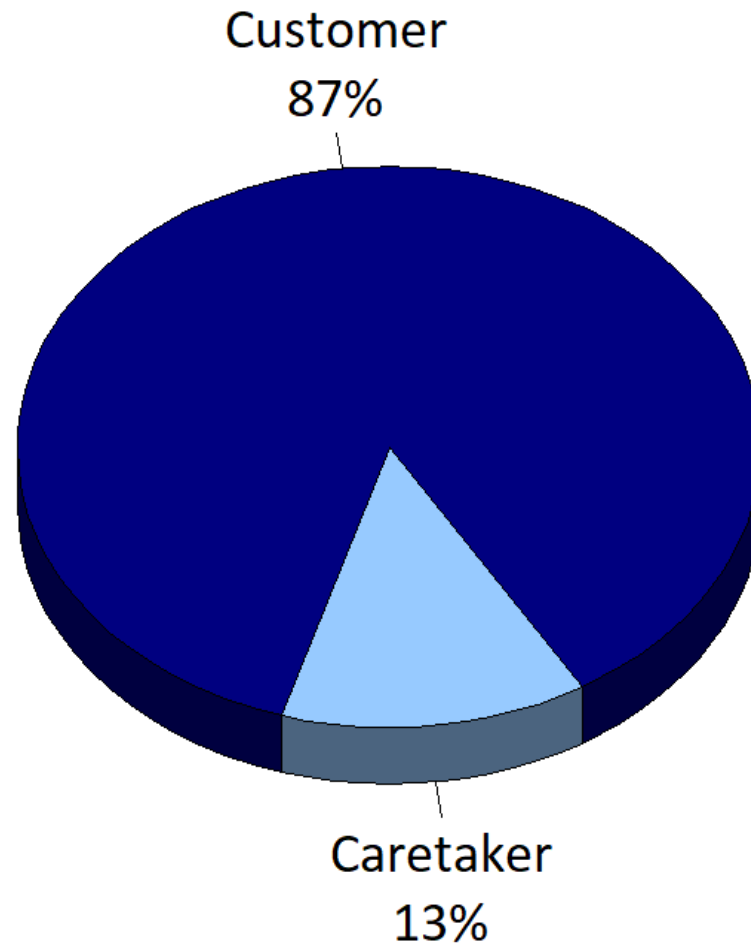




CUSTOMER TRANSPORTATION CHARACTERISTICS

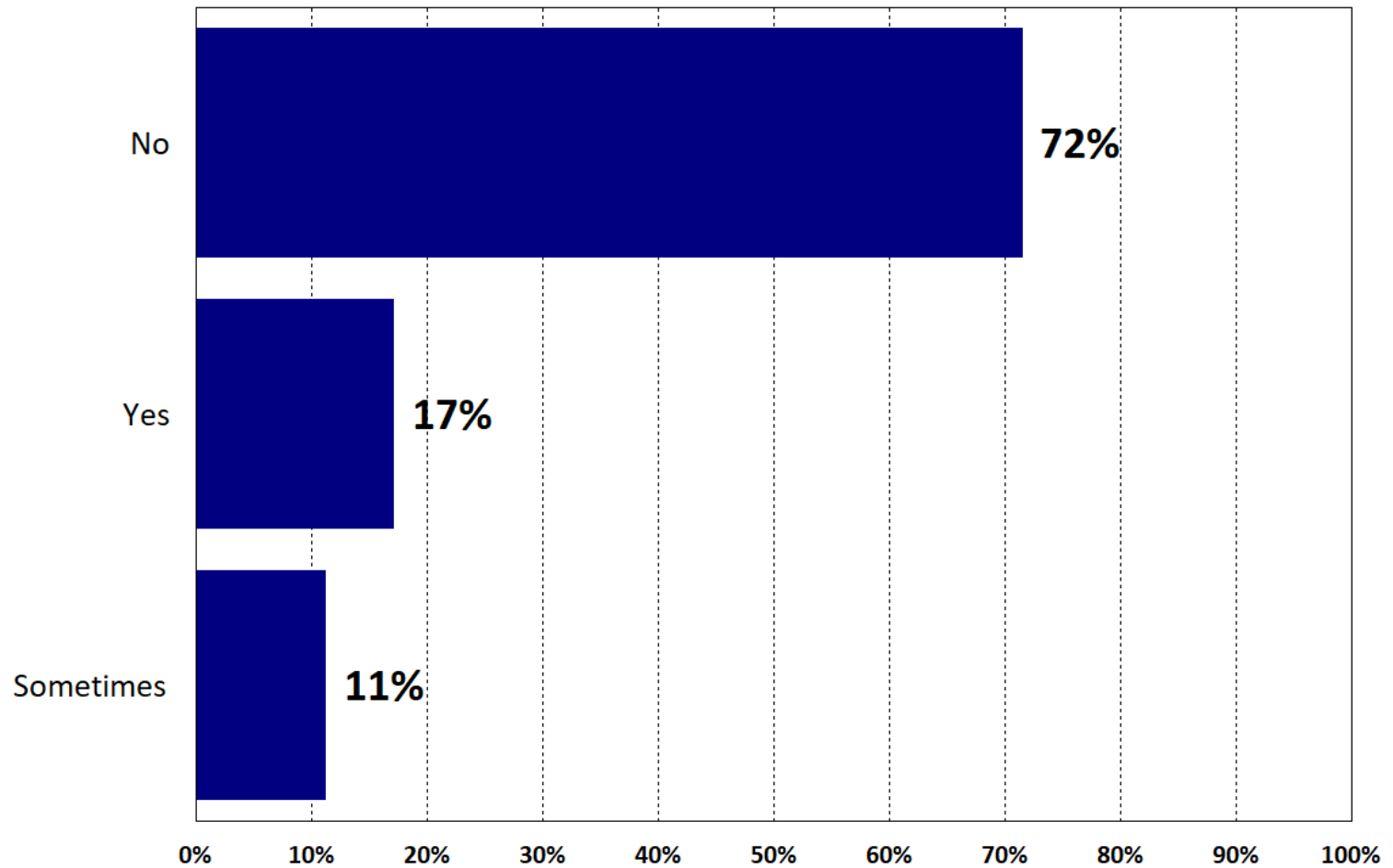
Are you the customer using Cherriots LIFT, or are you the caretaker or family member of the Paratransit customer?

by percentage of respondents



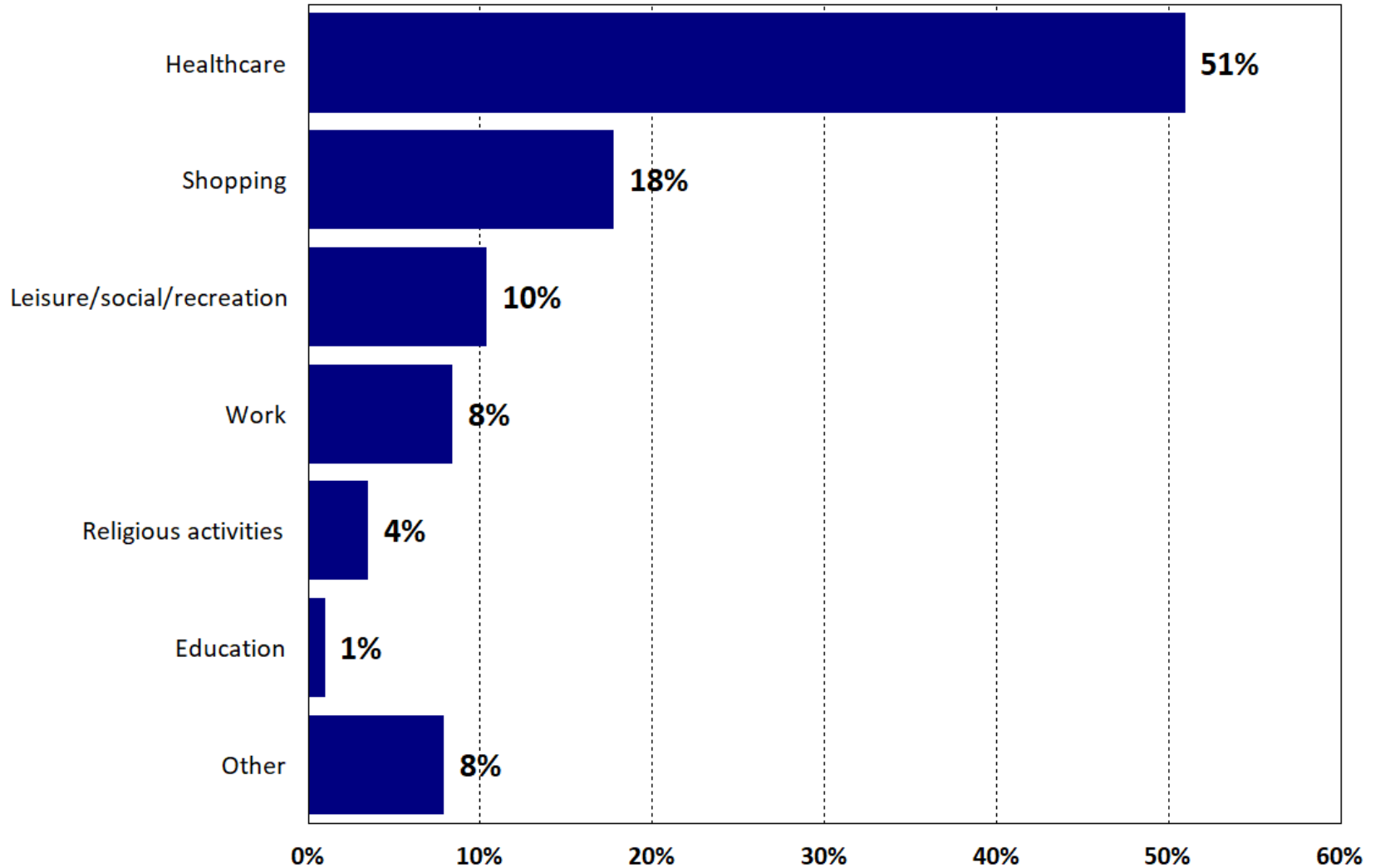
Do you require a Personal Care Assistant (PCA) to travel with you?

by percentage of respondents



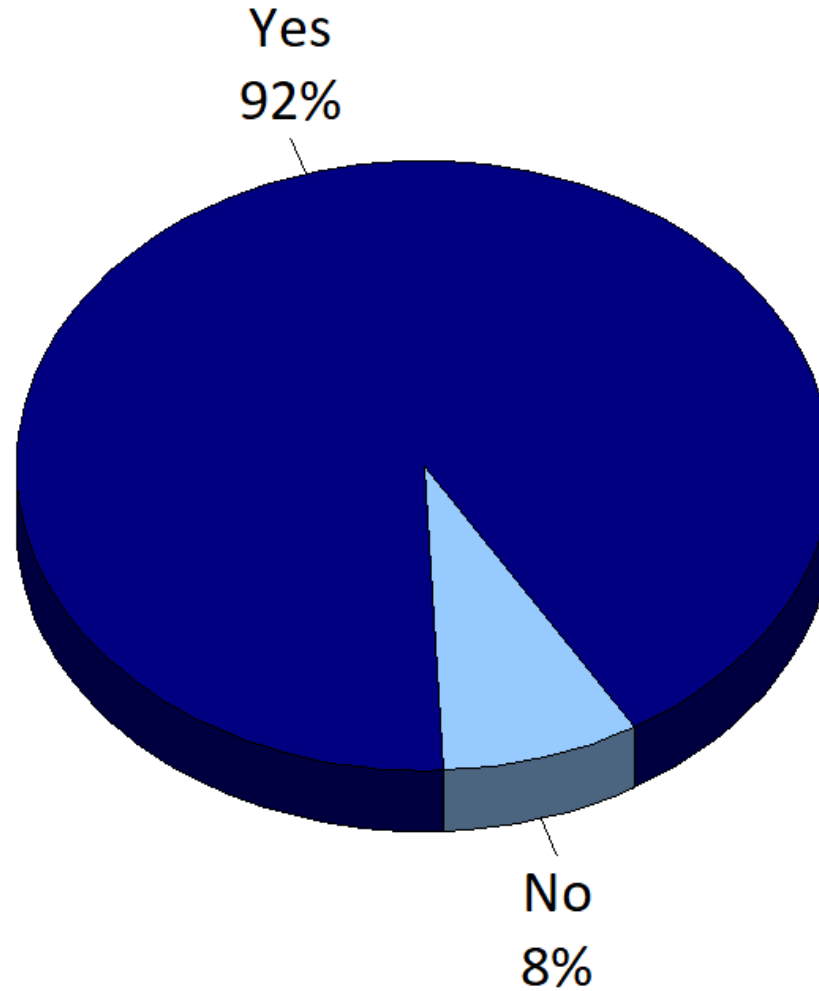
What type of trip do you take most often on Cherriots LIFT?

by percentage of respondents (excluding “not provided”)



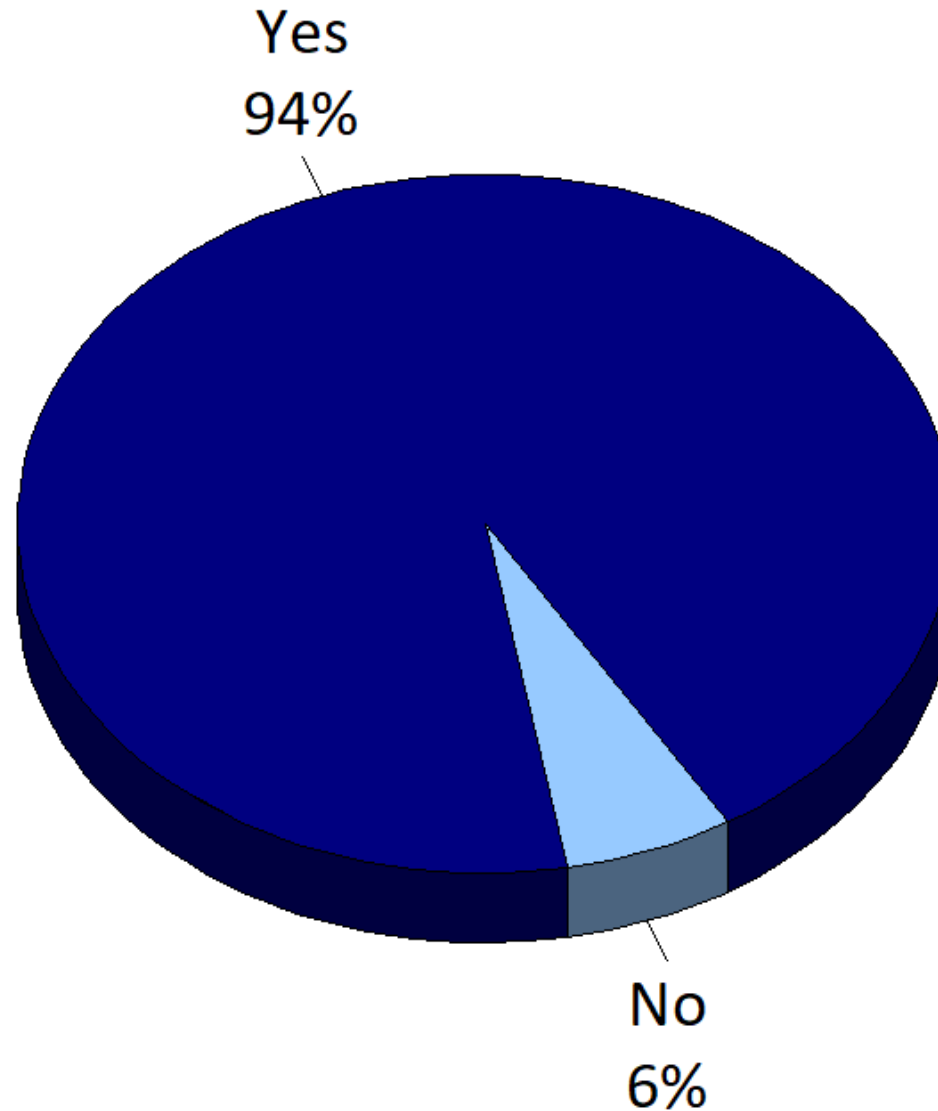
Are you aware that the pick-up window for trips you schedule is 30 minutes prior to your scheduled pick-up time?

by percentage of respondents (excluding “not provided”)



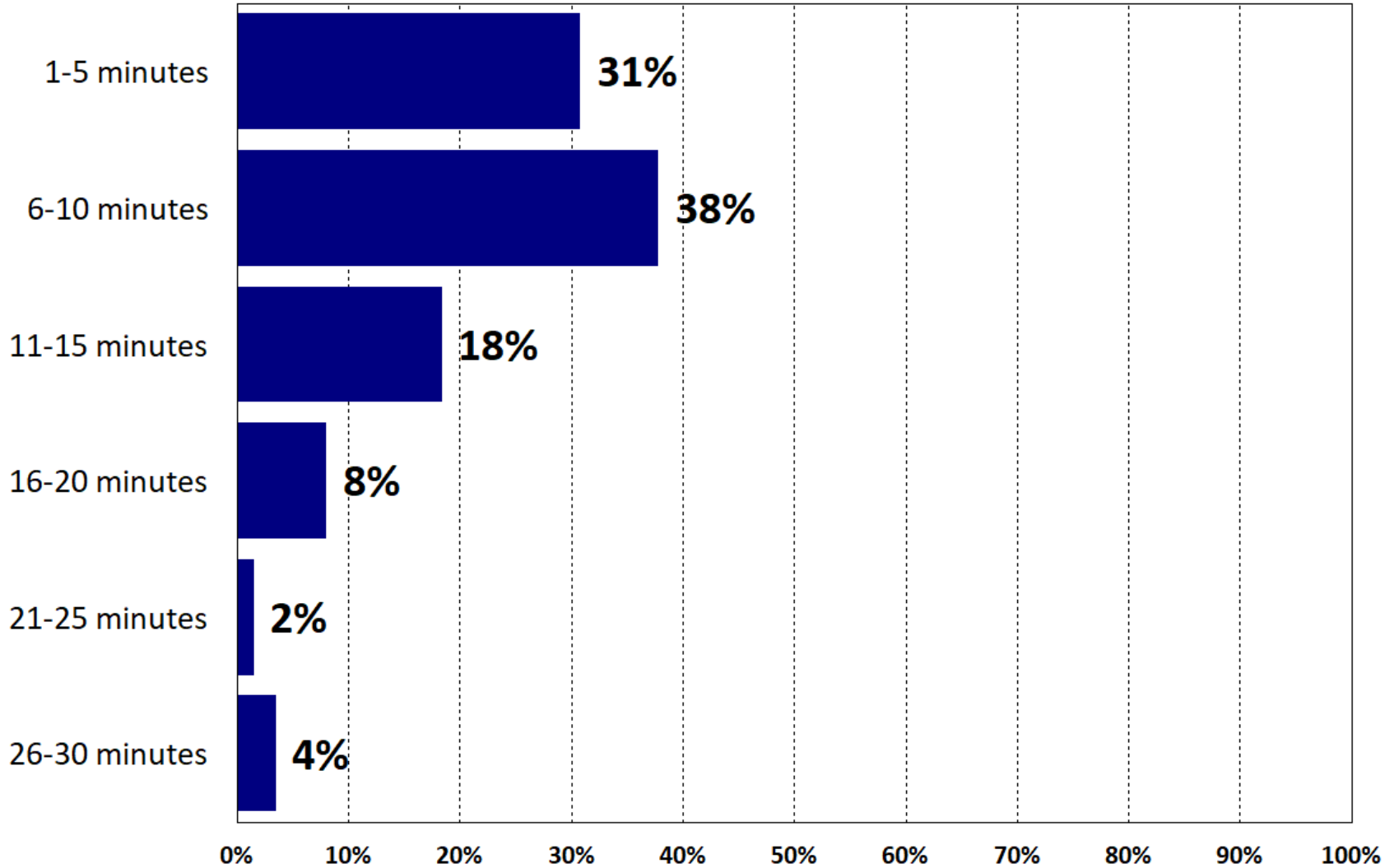
Are you aware that if you do not board the vehicle within 5 minutes of the vehicle arriving that you can be marked as a No-Show and the vehicle can depart the location?

by percentage of respondents (excluding “not provided”)



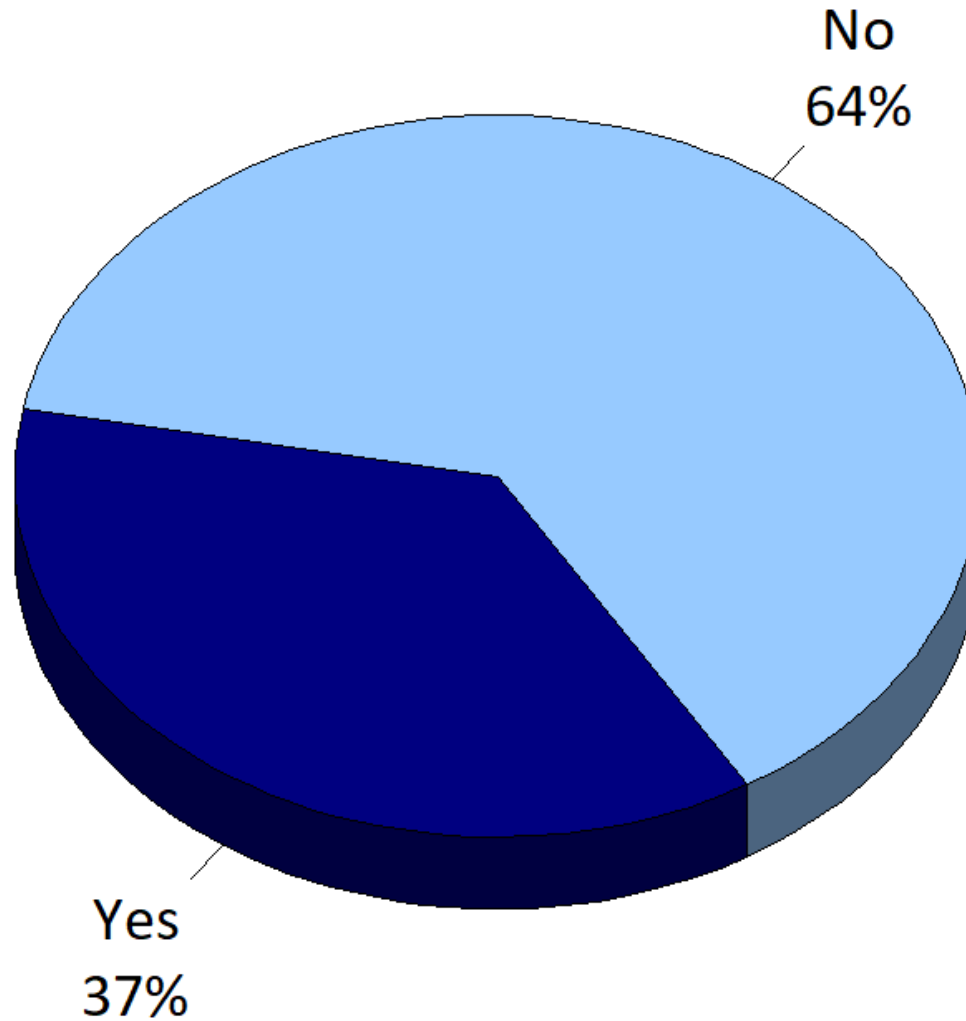
How many minutes do you feel is acceptable for a vehicle to arrive beyond the scheduled pickup window?

by percentage of respondents (excluding “not provided”)



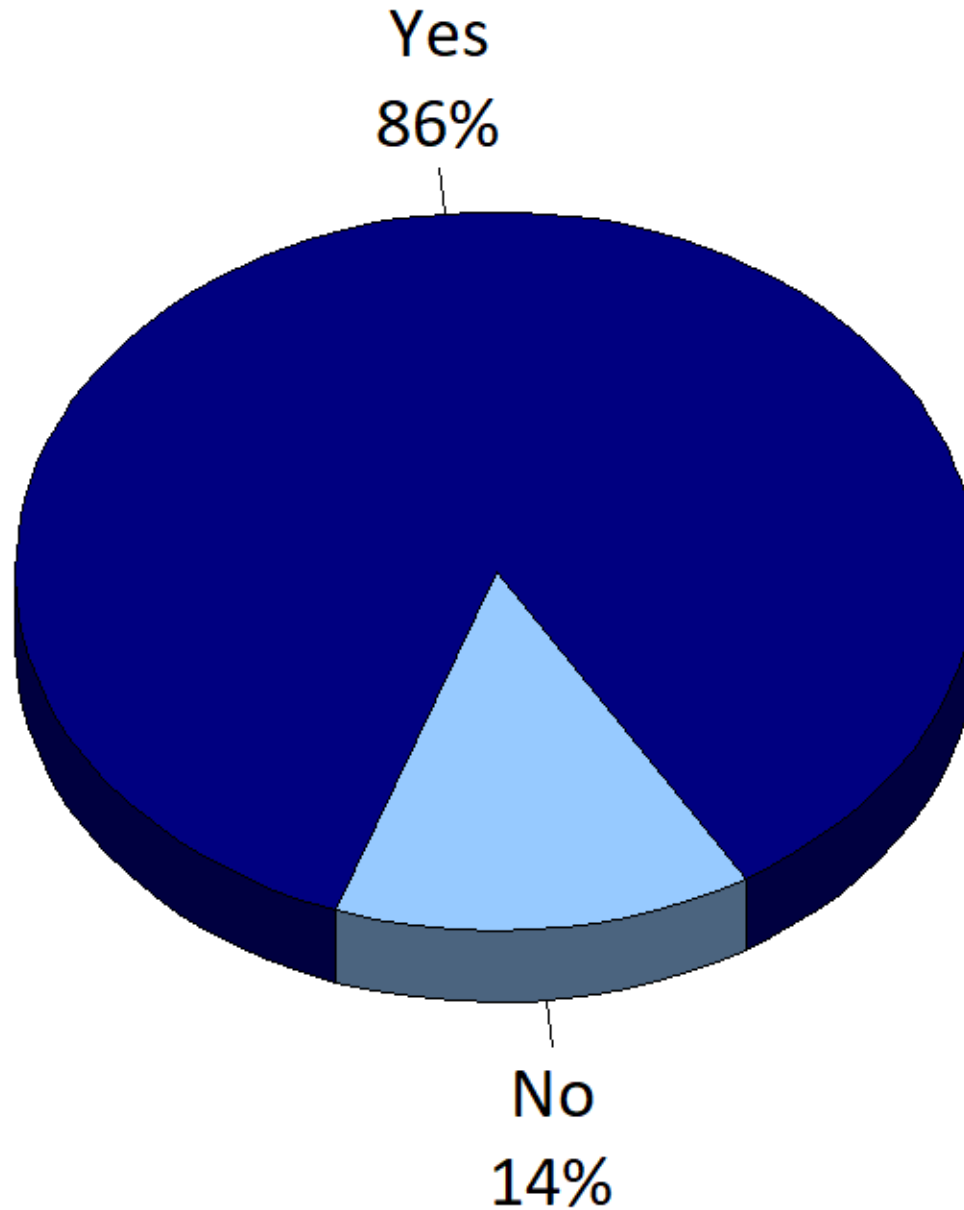
Have you contacted Cherriots customer service with a question, concern or complaint in the last three months?

by percentage of respondents



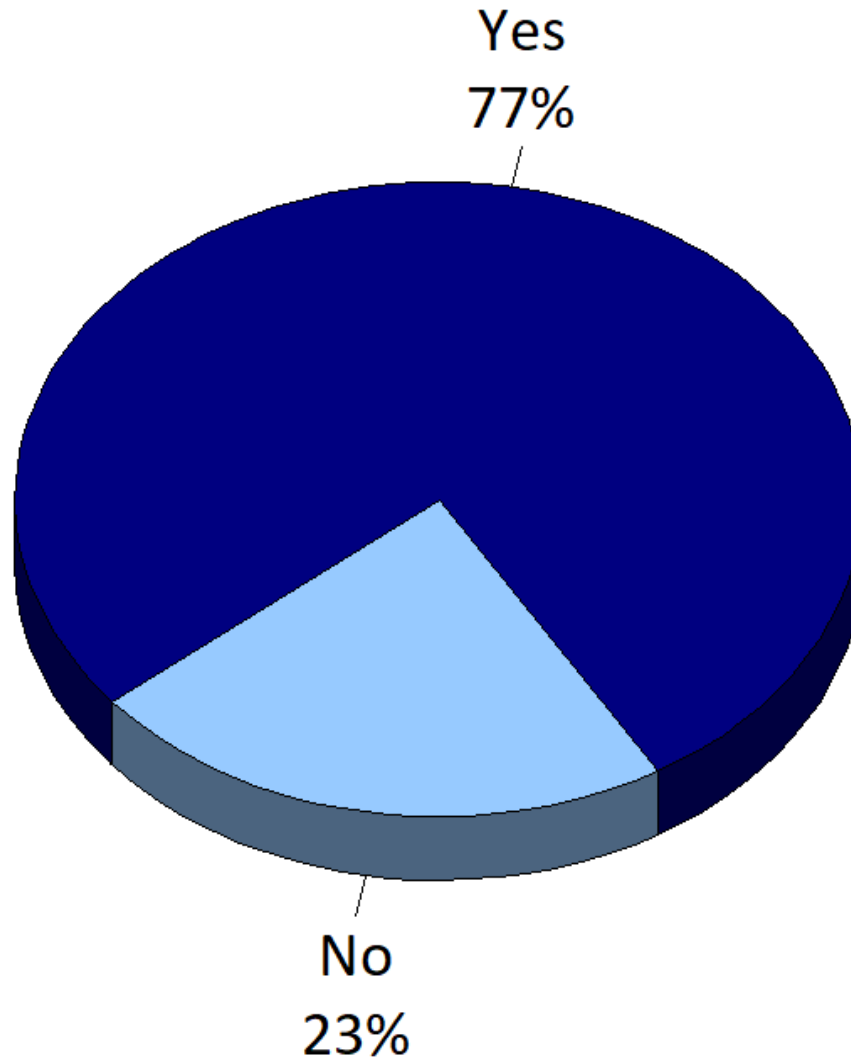
Was your issue resolved?

by percentage of respondents who indicated that they have contacted customer service (excluding “not provided”)



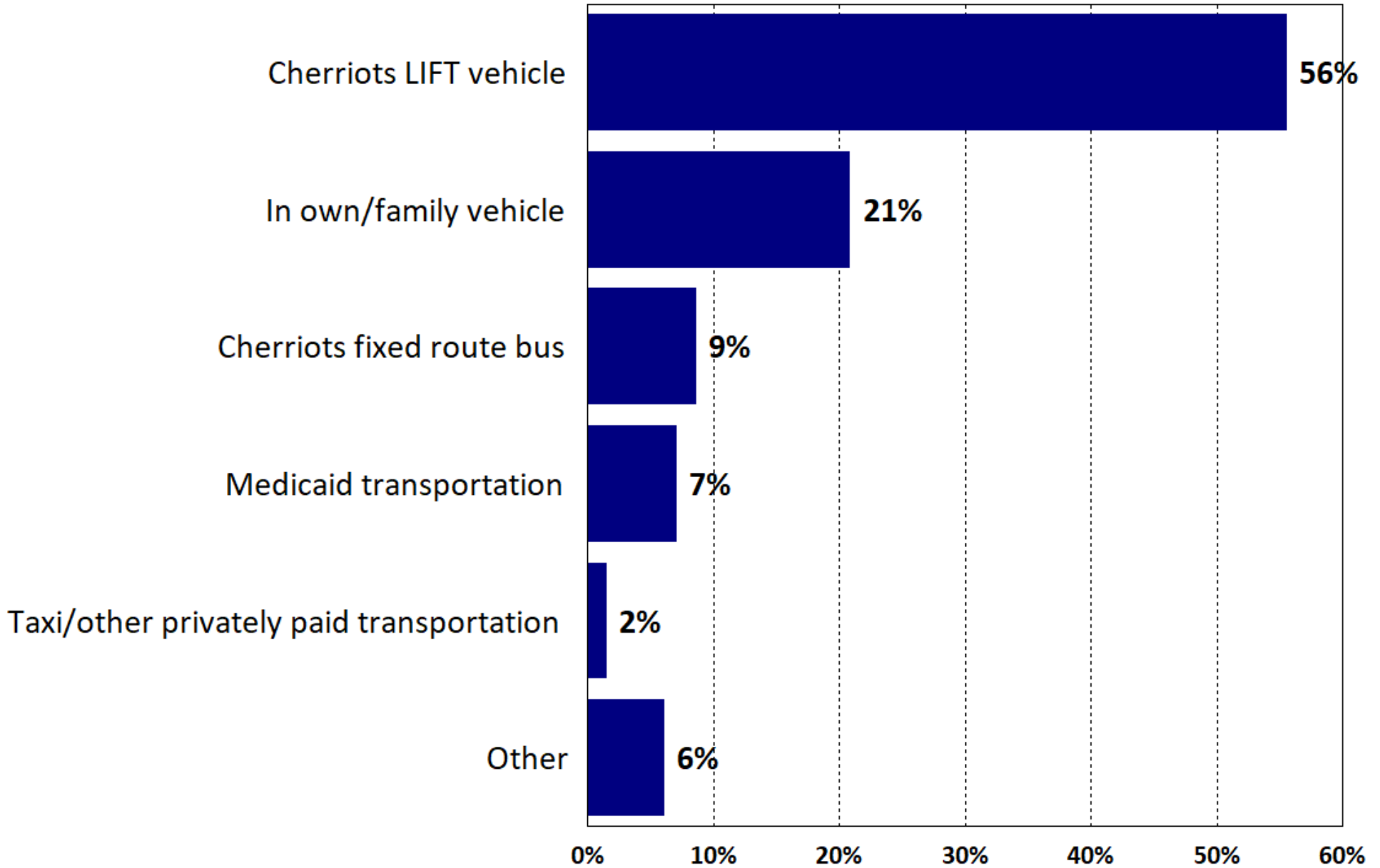
Are you aware that Cherriots LIFT services may be booked up to 14 days before your trip?

by percentage of respondents



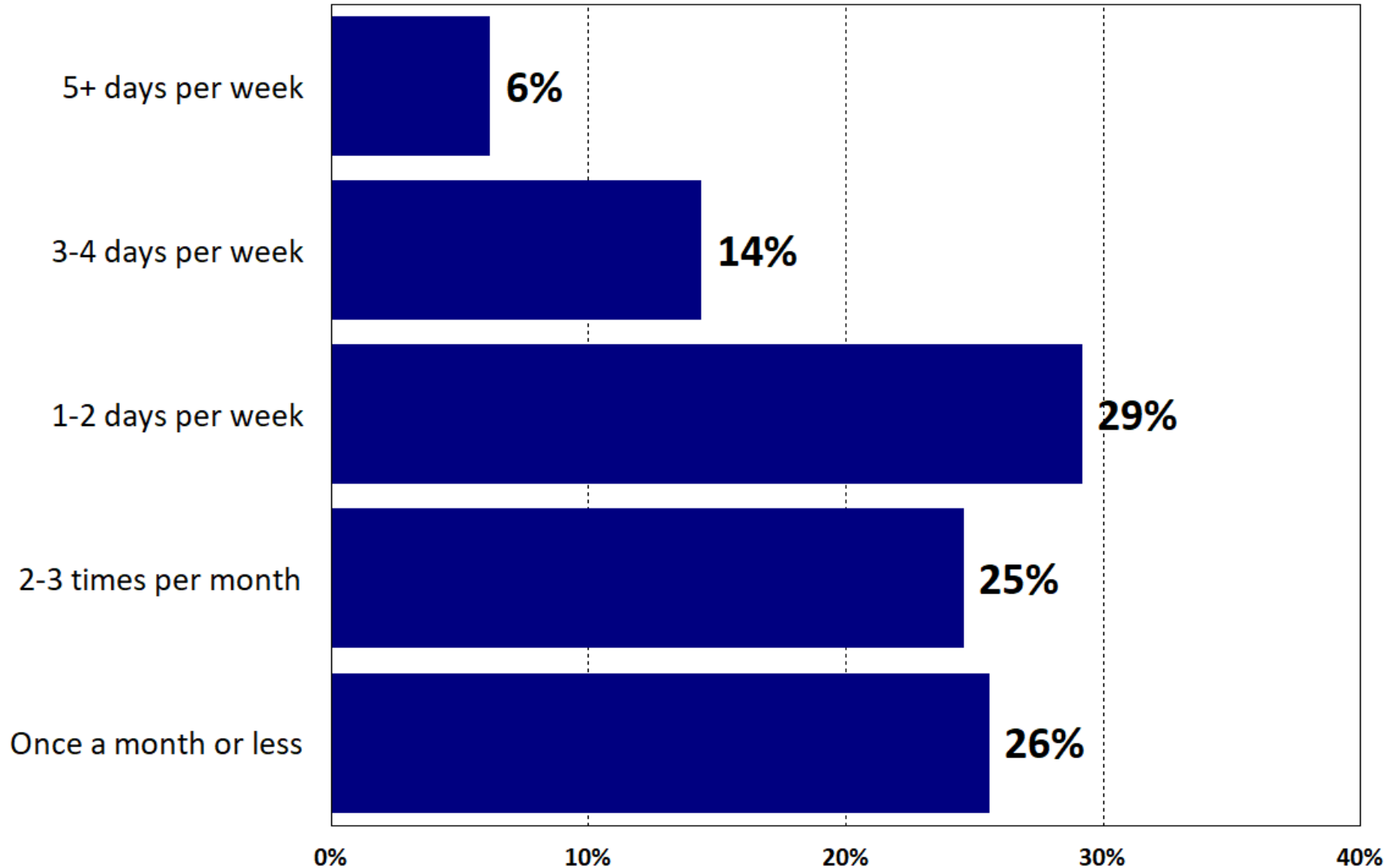
How do you take most of your trips?

by percentage of respondents (excluding “not provided”)



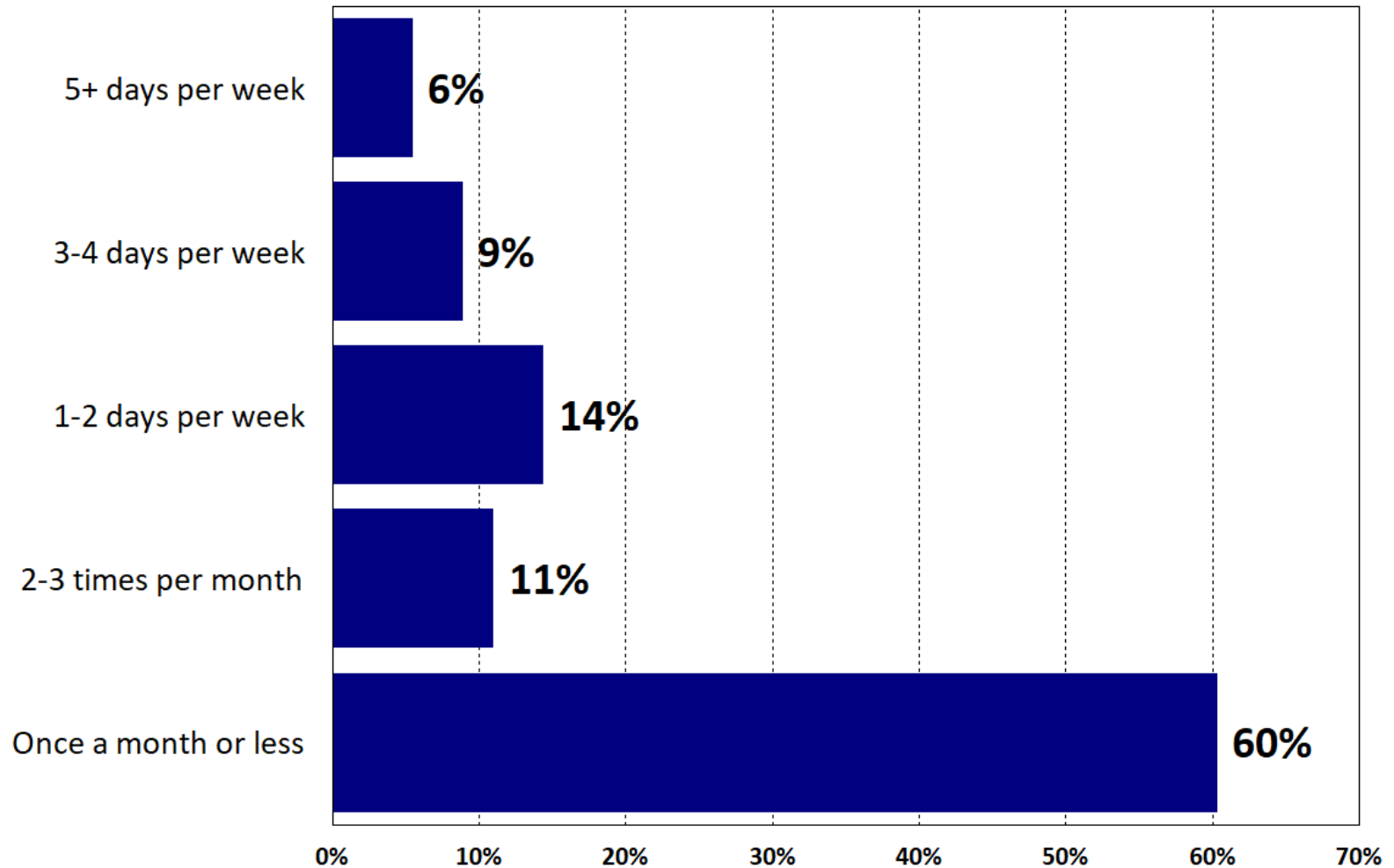
How often do you take Cherriots LIFT service trips?


by percentage of respondents (excluding “not provided”)



How often do you ride Cherriots Fixed Route Buses?

by percentage of respondents (excluding “not provided”)

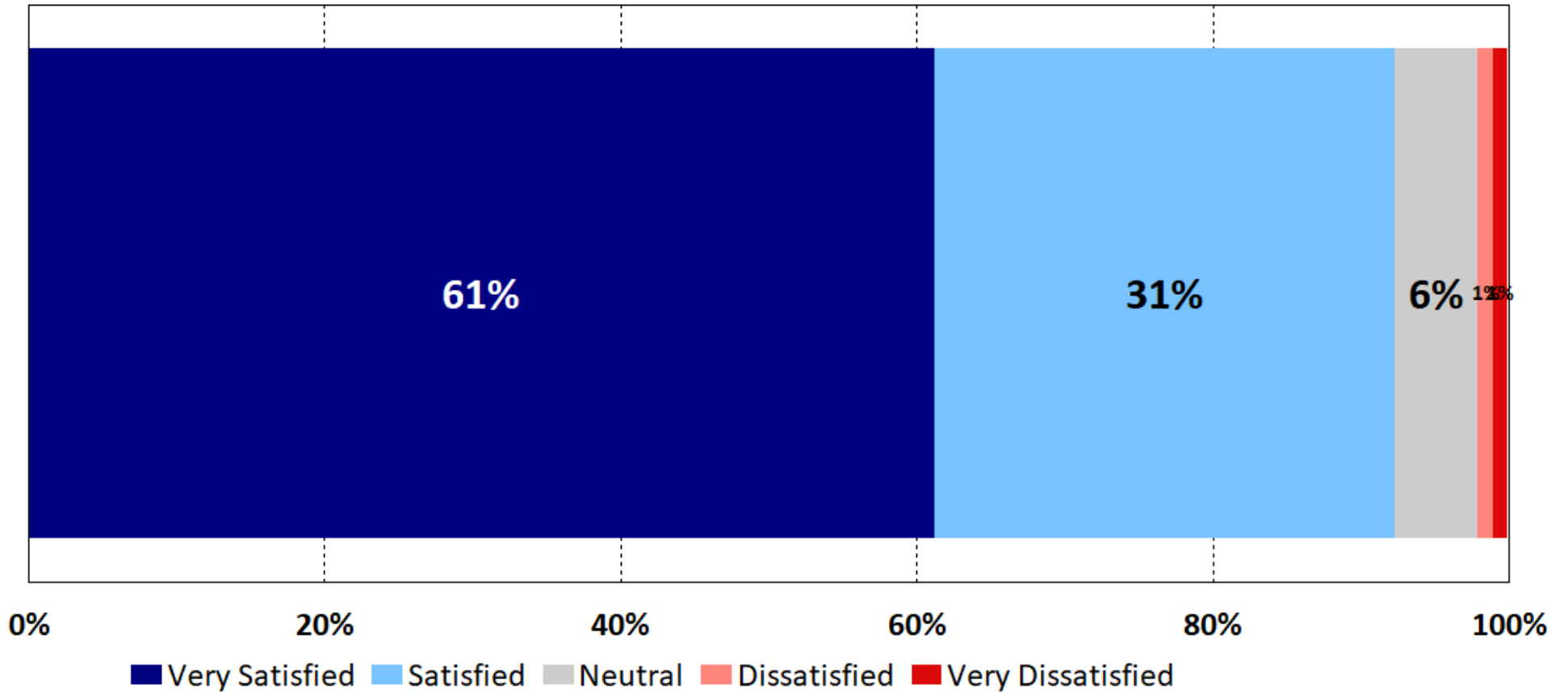




CUSTOMER OPINIONS

How satisfied are you with the overall quality of Cherriots LIFT service?

by percentage of respondents (excluding “not provided”)



NET PROMOTER SCORE

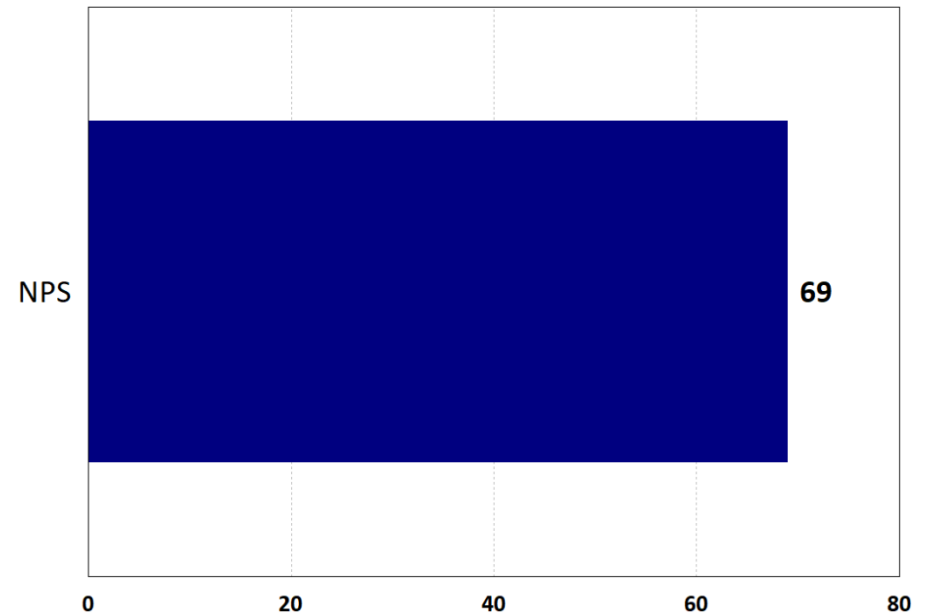
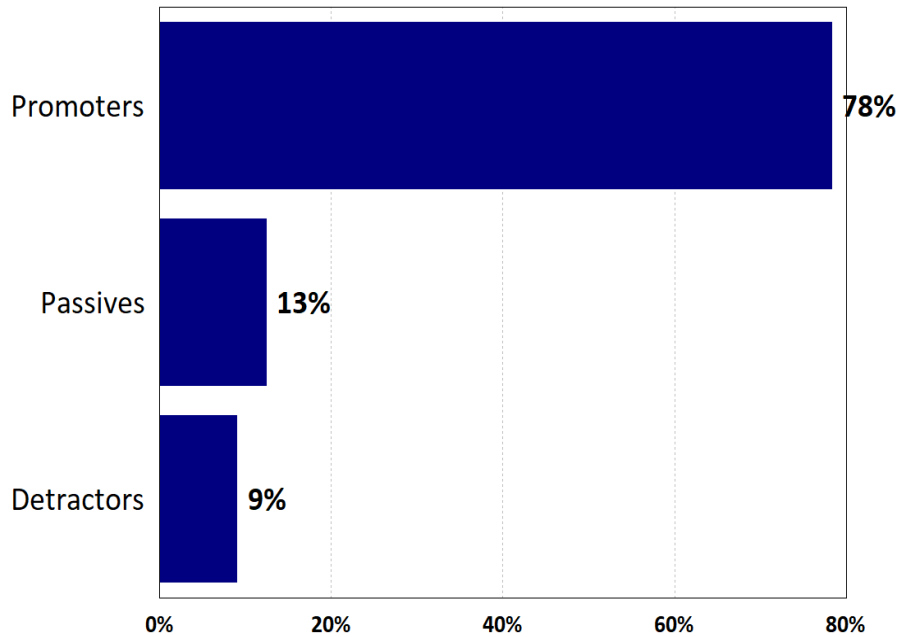
Using a 10-point scale, where 10 means “Very Likely,” and 0 means “Not Likely At All,” how likely would you be to recommend riding LIFT service to a friend, colleague, or family member?

“Promoter” = 10-9

“Passive” = 8-7

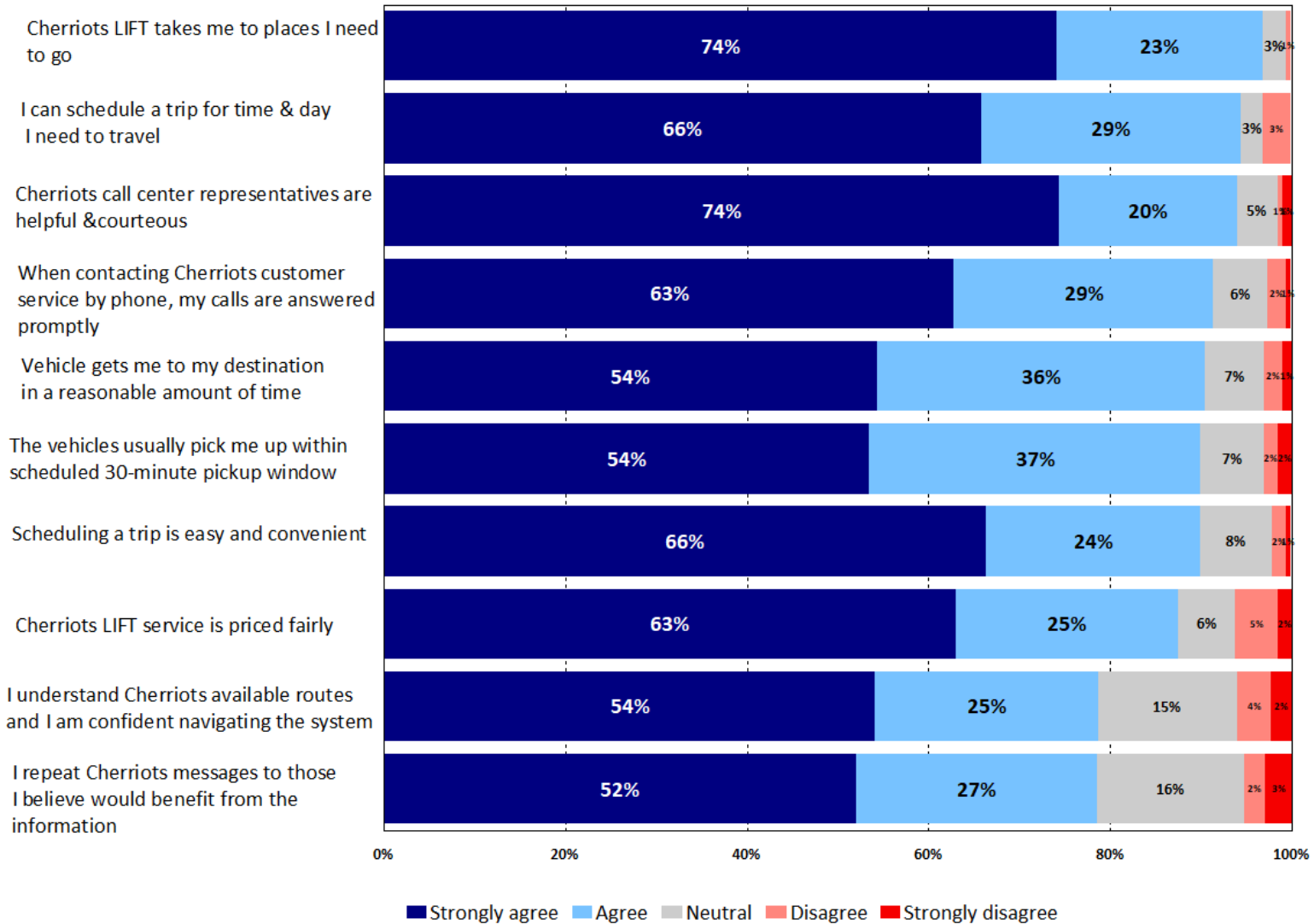
“Detractor” = 6-0

Net Promoter Score is the number of “Promoters” minus the number of “Detractors.”

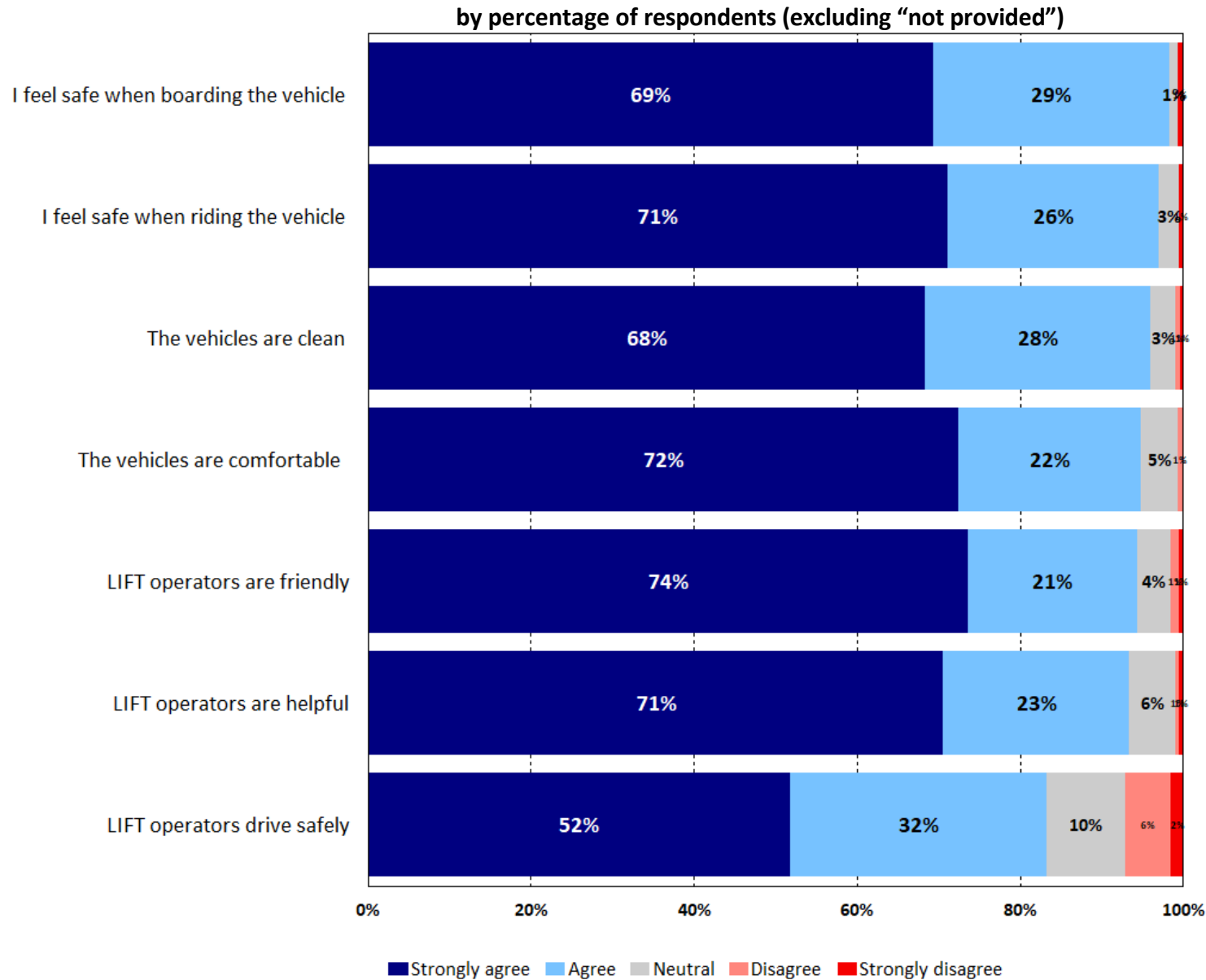


Please rate your agreement with the following statements.

by percentage of respondents (excluding “not provided”)

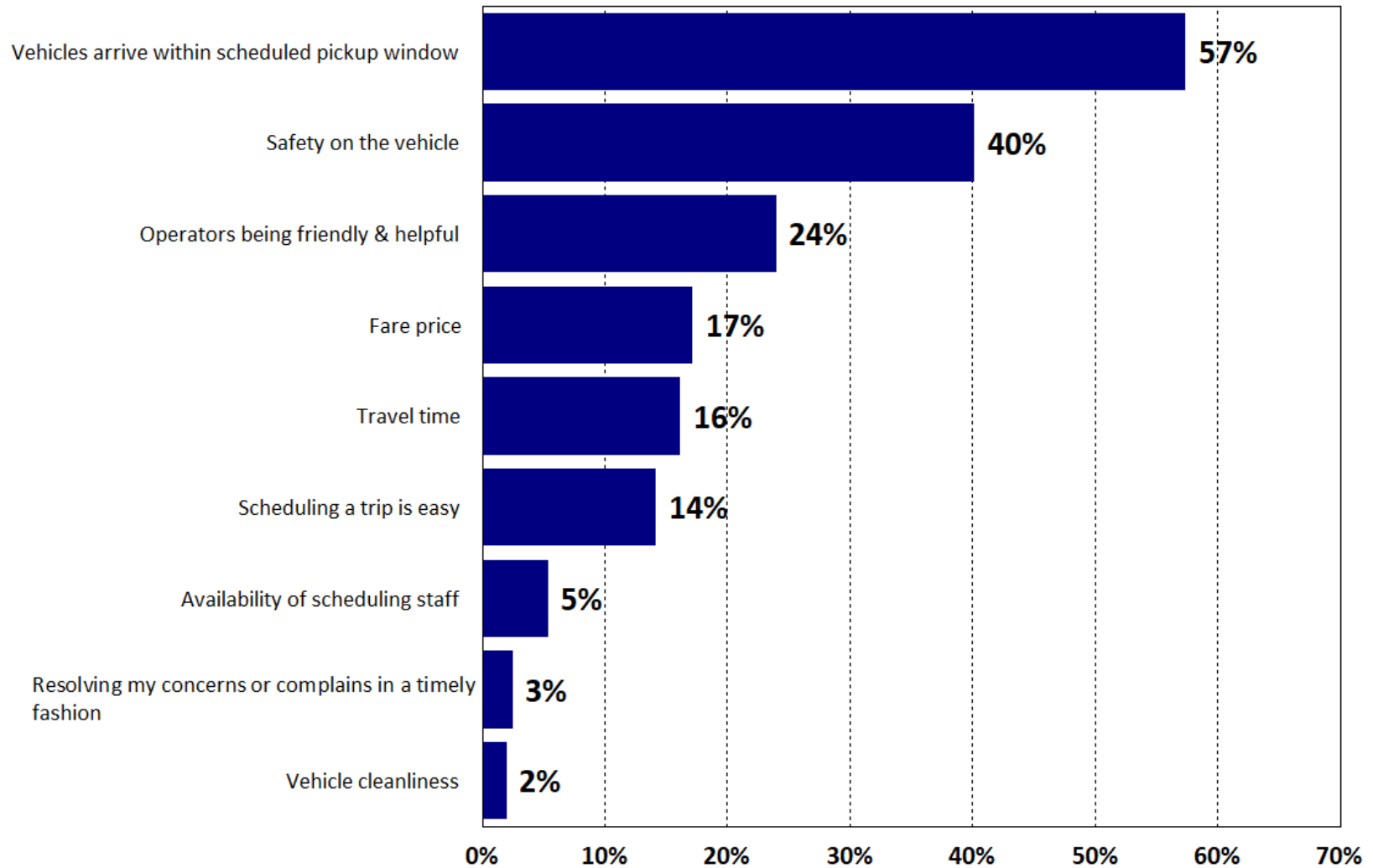


Please rate your agreement with the following statements. (Cont.)



What are the two most important areas of service for you as a Cherriots LIFT customer?

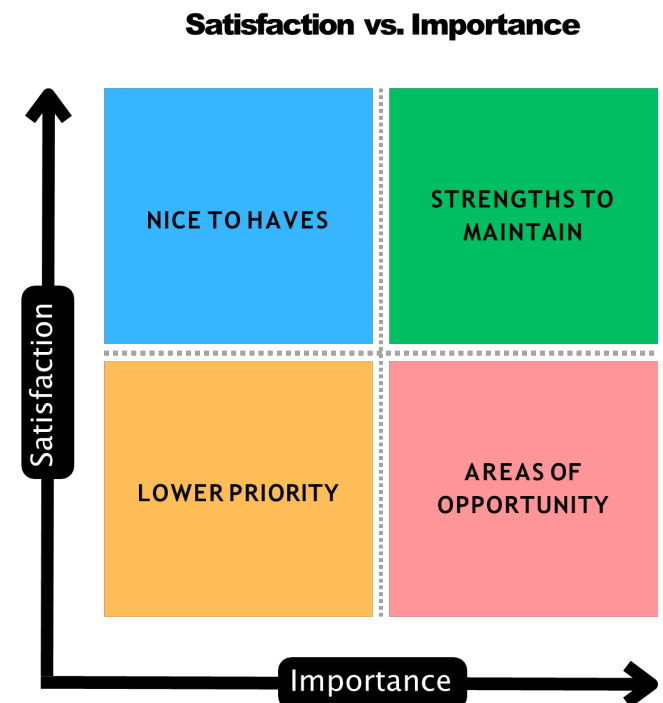
by percentage of respondents who selected each item as first or second most important



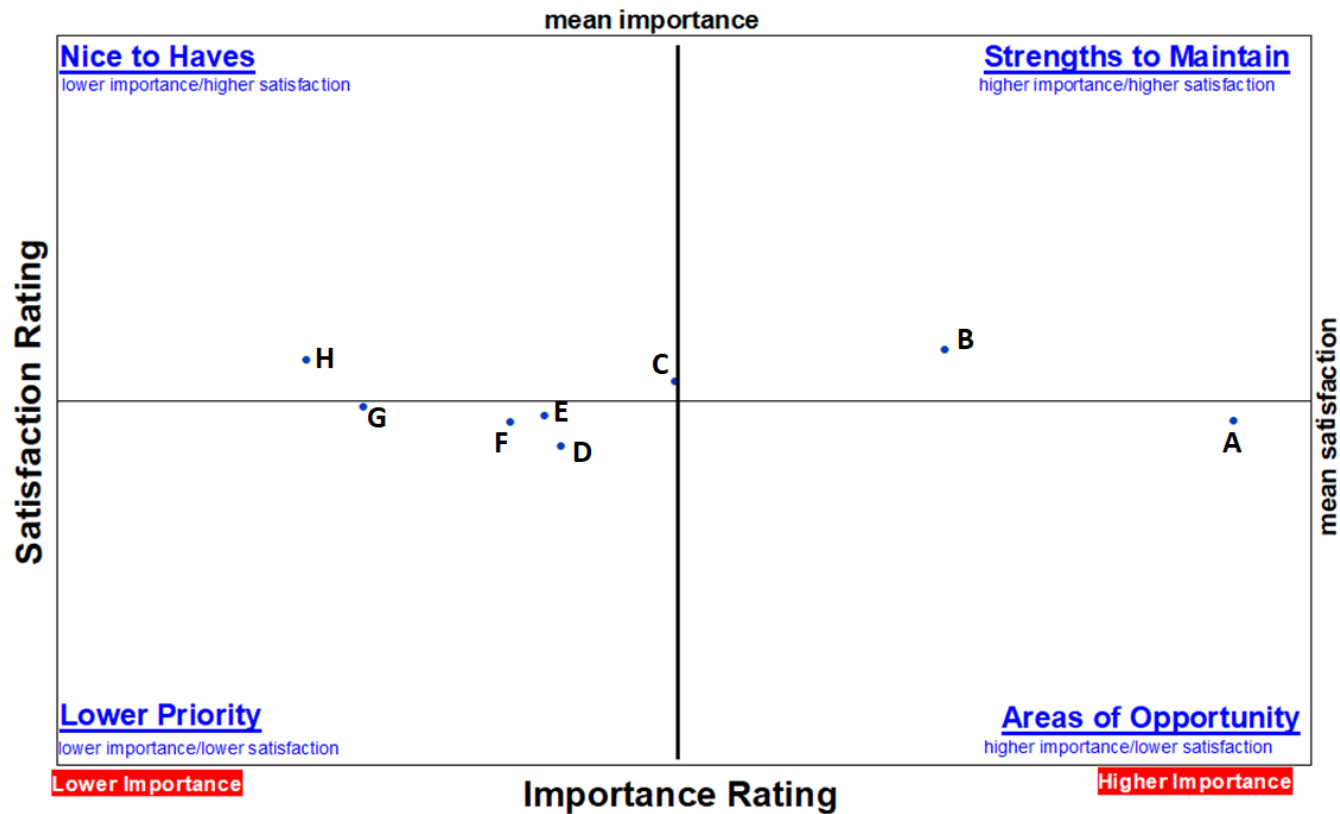
Importance-Satisfaction (I-S) Analysis

The Key Driver Analysis takes each area of service and compares its customer importance ranking against its customer satisfaction level. The graph is divided into four actional quadrants:

1. **Lower Priority** - This quadrant contains areas of service that have lower importance rankings and lower satisfaction levels. Although these have lower satisfaction levels, they are less important to customers and will have a smaller impact on overall customer satisfaction.
2. **Nice to Haves** - This quadrant contains areas of service that have lower importance rankings and higher satisfaction levels. Although customers are highly satisfied in these areas, these areas are less important to customers and will have a smaller impact on overall customer satisfaction.
3. **Areas of Opportunity** - This quadrant contains areas of service that have higher importance rankings and lower satisfaction levels. These areas are ranked as highly important to customers and will have a larger impact on overall customer satisfaction as the service is improved and satisfaction is raised.
4. **Strengths to Maintain** - This quadrant contains areas of service that have higher importance rankings and higher satisfaction levels. Customers find these areas of high importance and are highly satisfied with the level of service. These satisfaction levels should be maintained in order to continue positive overall customer satisfaction.



Importance-Satisfaction (I-S) Analysis

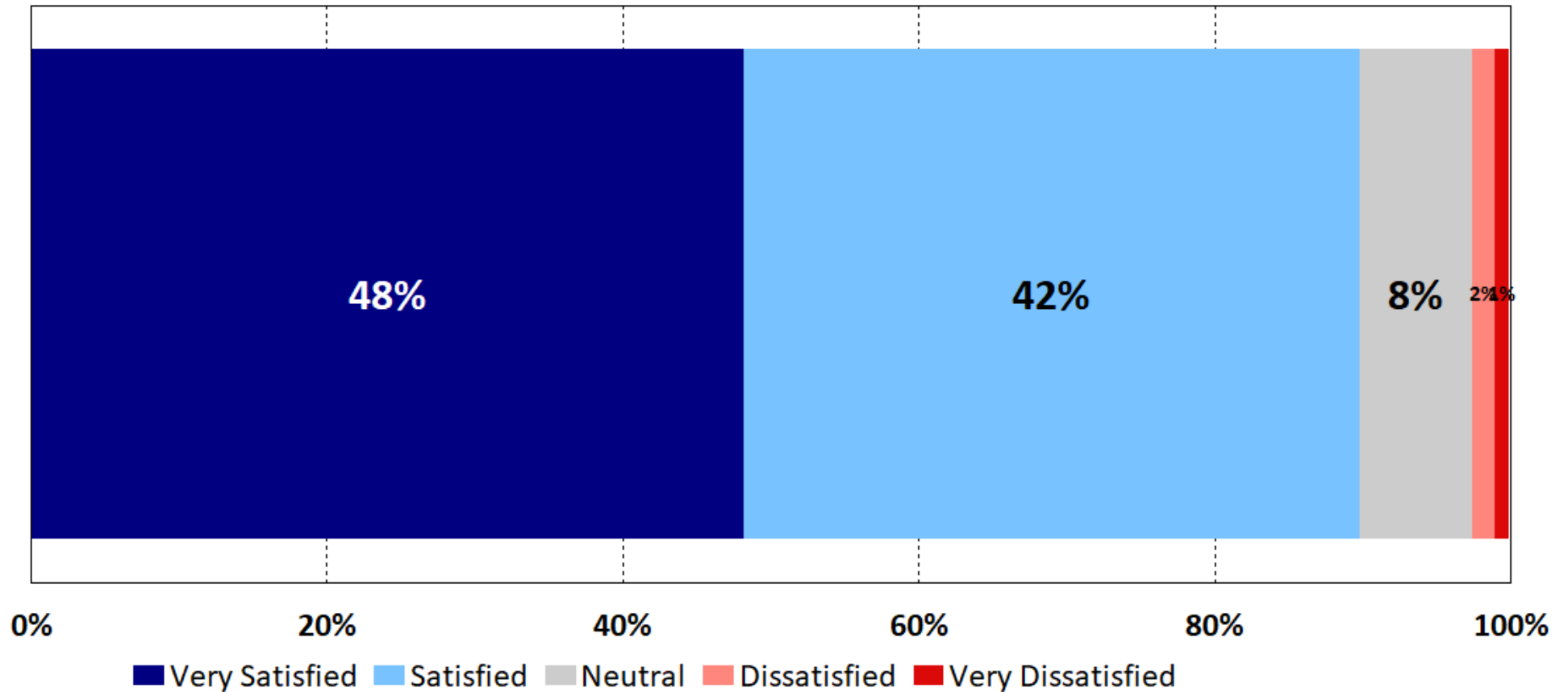


- A. Vehicles arrive within scheduled pickup window
- B. Safety on vehicle
- C. Operators being friendly & helpful
- D. Fare price
- E. Travel time
- F. Scheduling a trip is easy
- G. Availability of scheduling staff
- H. Vehicle cleanliness

Source: ETC Institute (2023)

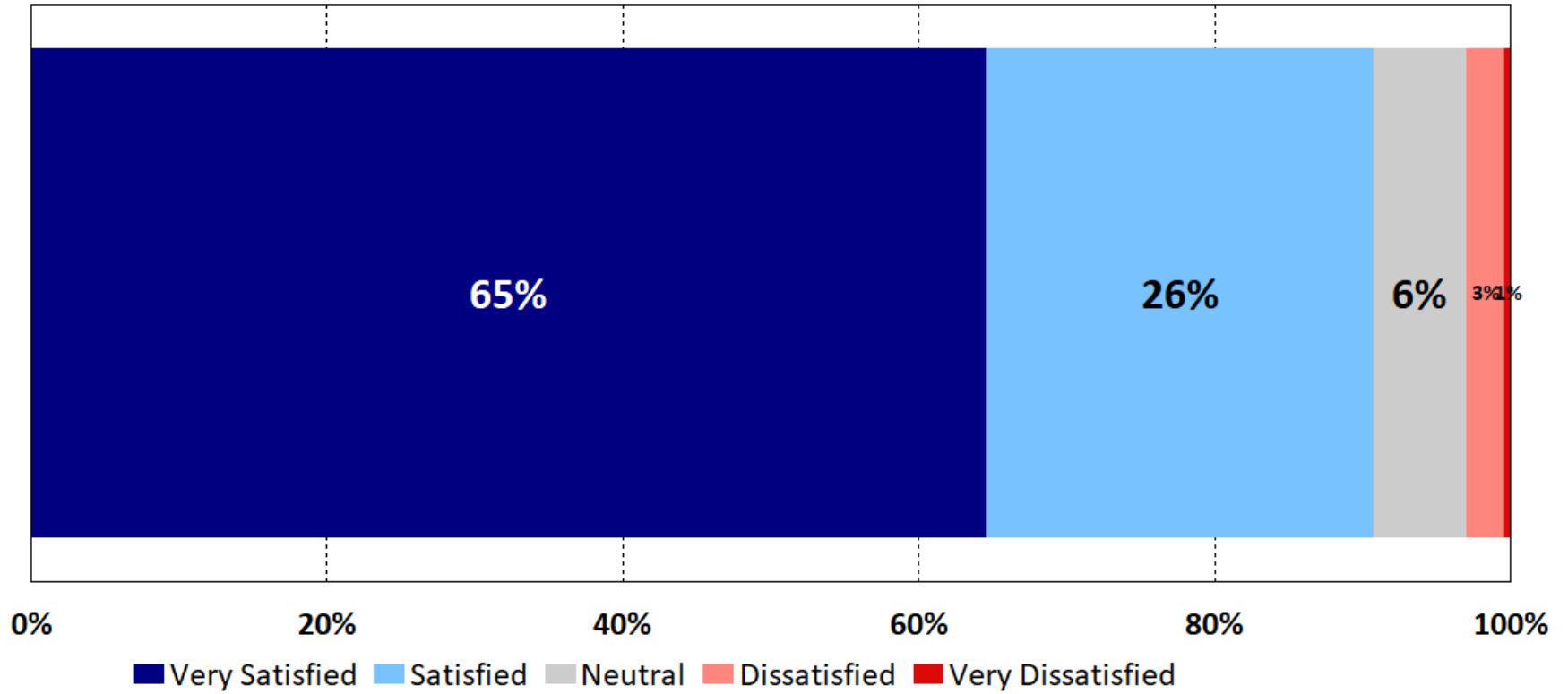
How satisfied are you with the overall quality of Cherriots' communications material?

by percentage of respondents (excluding "not provided")



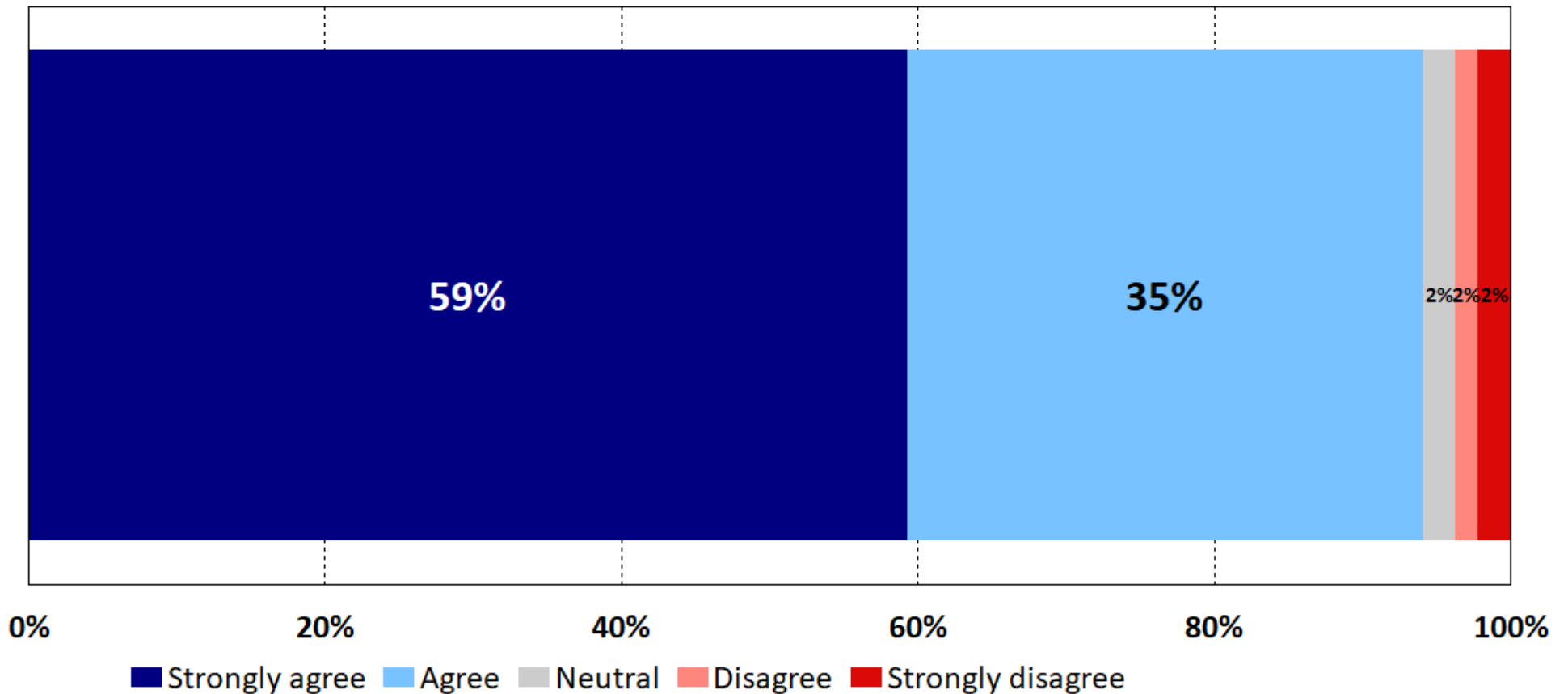
How satisfied are you with the overall performance of Cherriots' customer service staff?

by percentage of respondents (excluding "not provided")



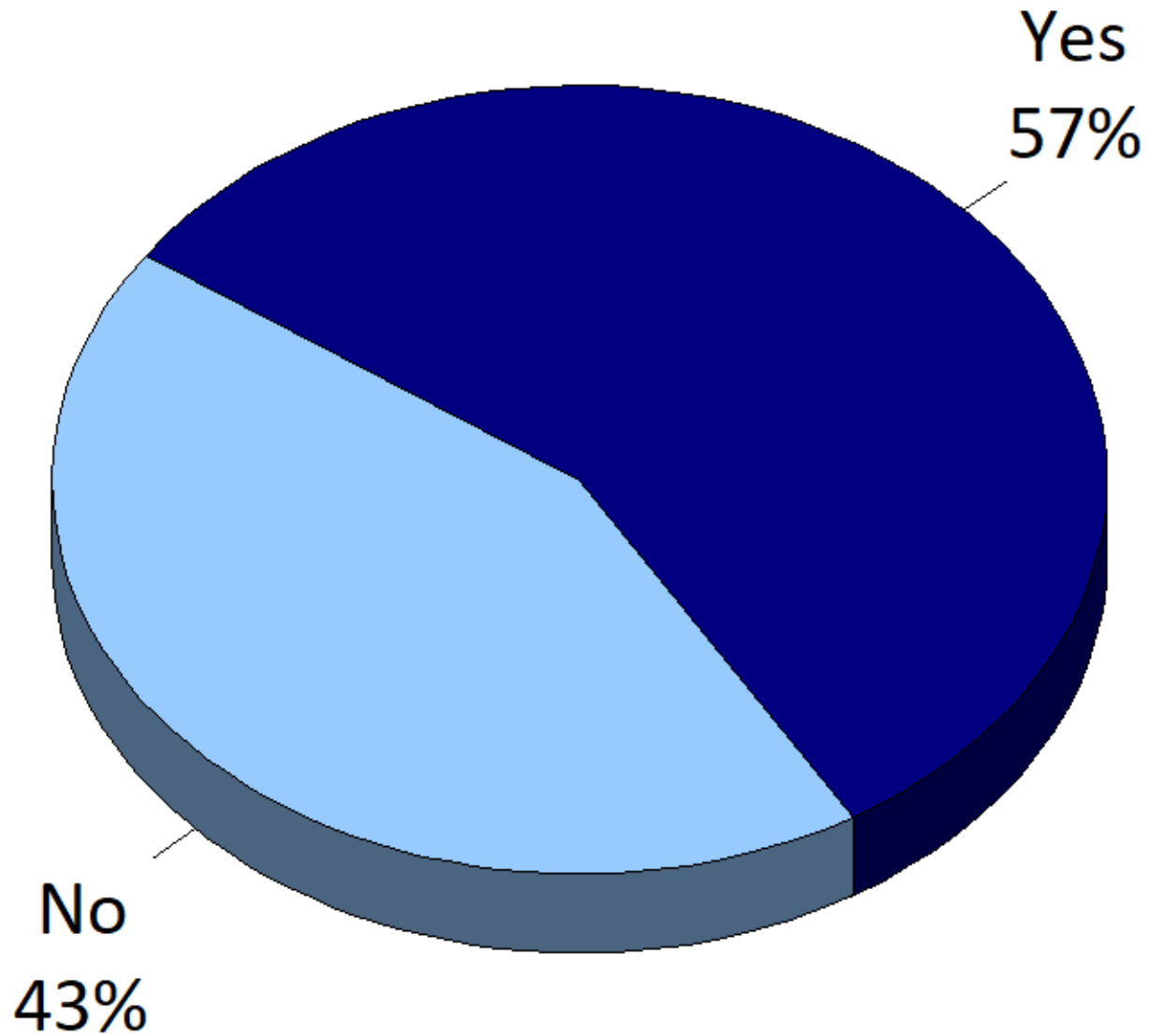
Please indicate how much you agree or disagree with the following statement. "Vehicle wheelchair lifts are consistently in working order."

by percentage of respondents (excluding "not applicable")



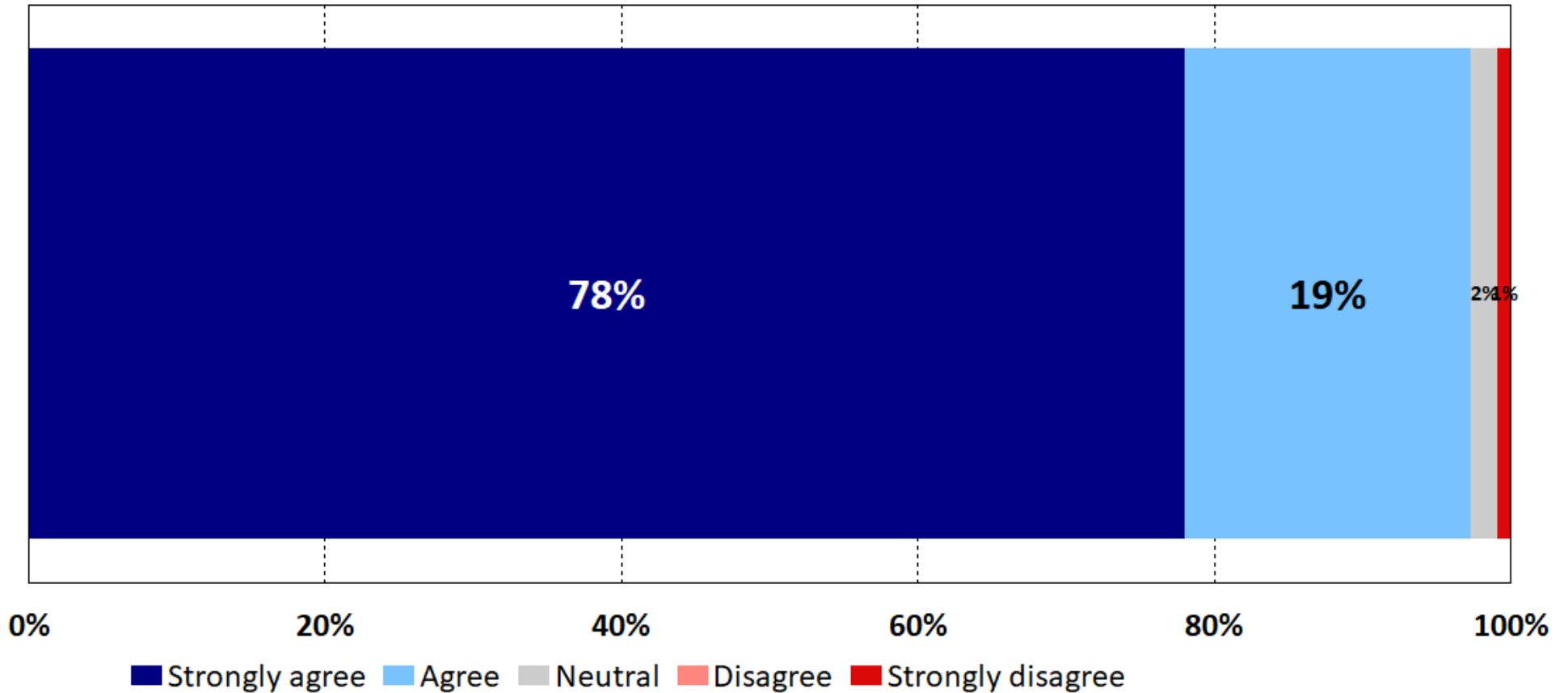
Do you have a wheelchair, scooter, or other mobility device?

by percentage of respondents



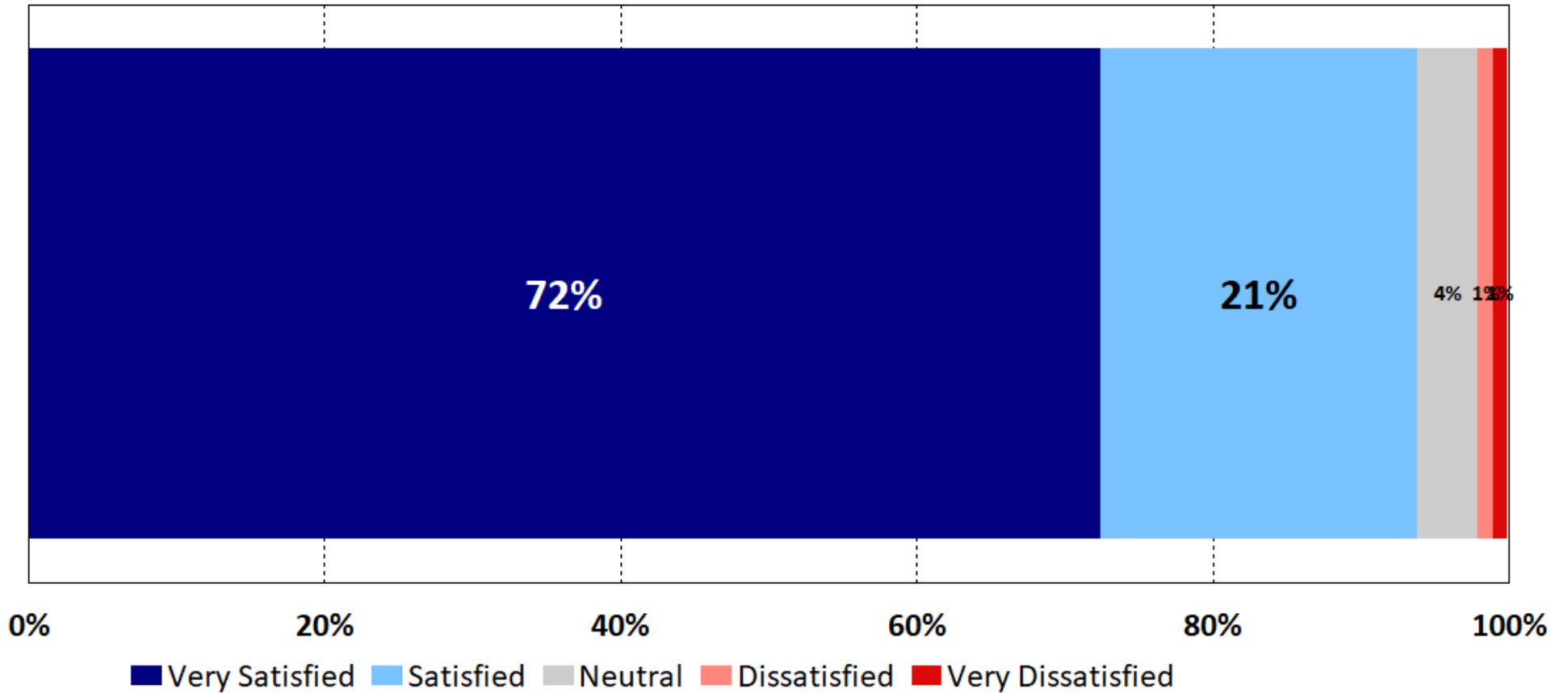
Please indicate how much you agree or disagree with the following statement. "The operators safely secure my wheelchair, scooter, or other mobility device."

by percentage of respondents (excluding "not applicable")



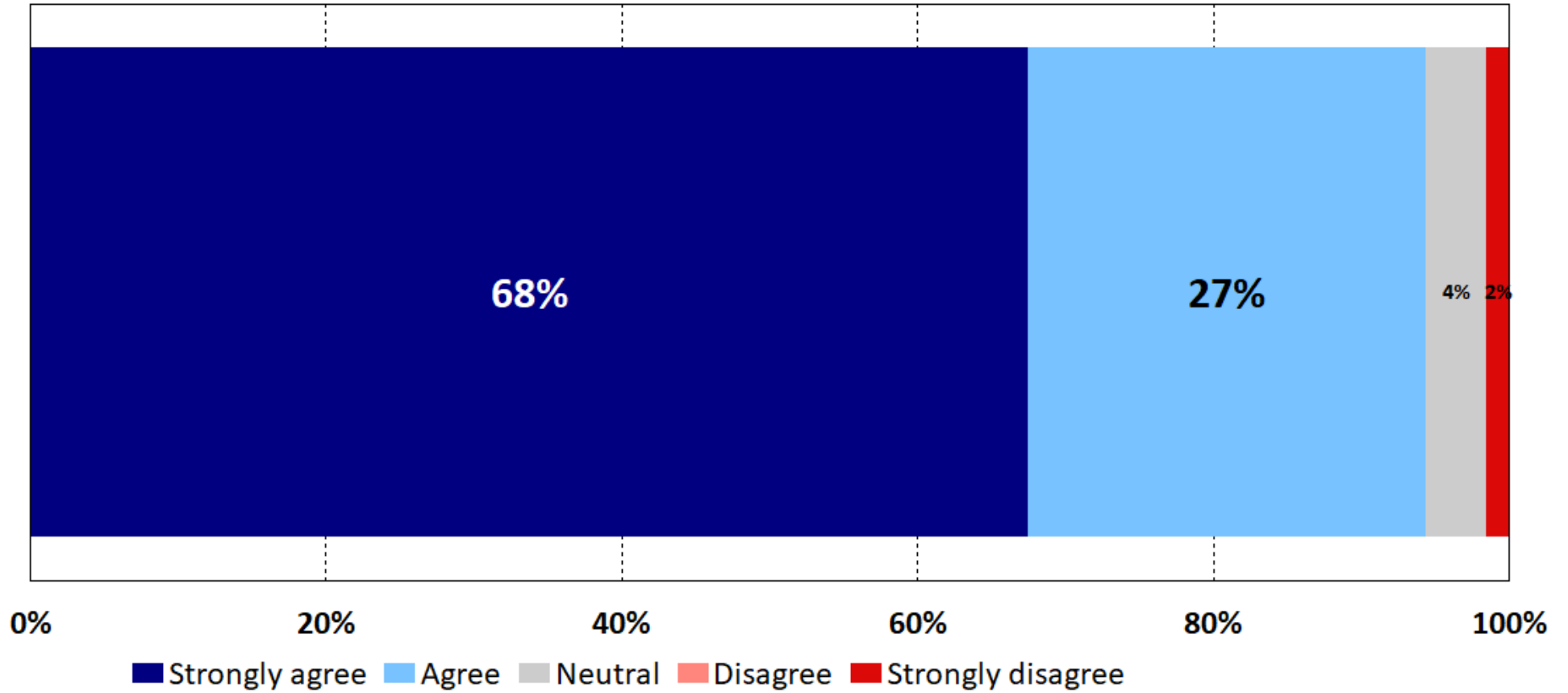
How satisfied are you with the overall performance of Cherriots LIFT operators?

by percentage of respondents (excluding “not provided”)



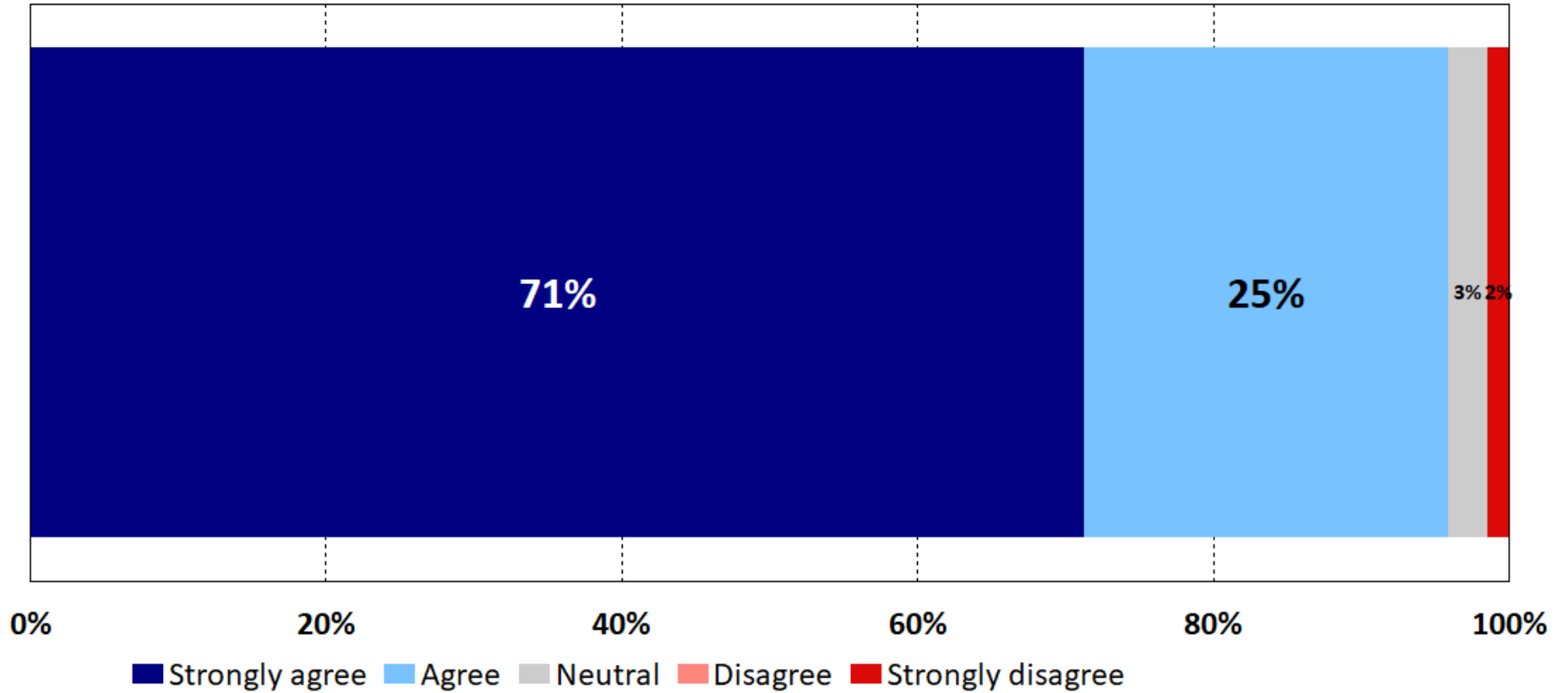
I view Cherriots employees favorably.

By percentage of respondents (excluding “not provided”)



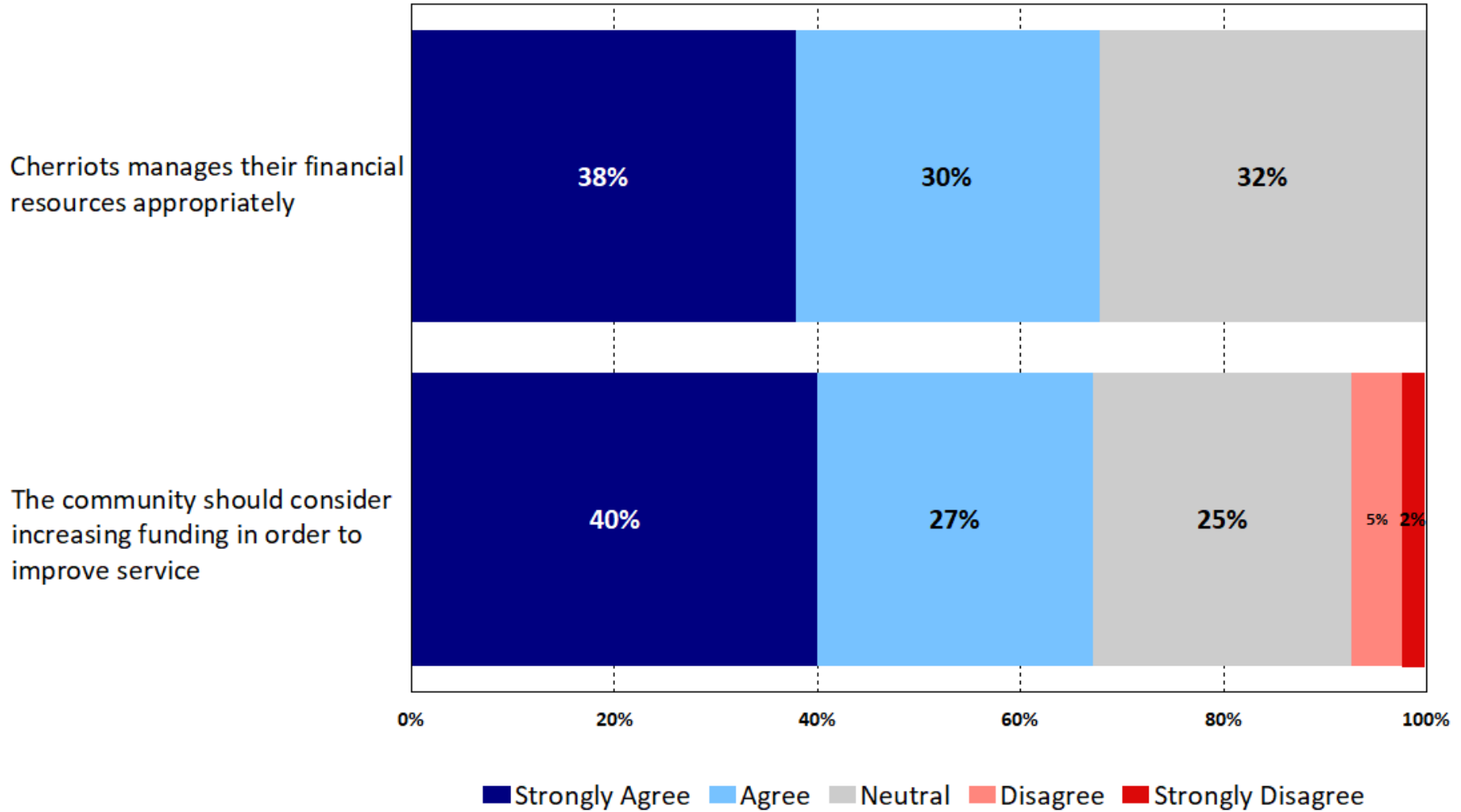
The Cherriots system provides value to the community.

By percentage of respondents (excluding “not provided”)



Please indicate how much you agree or disagree with the following statements.

By percentage of respondents (excluding “not provided”)



3

Trends

NET PROMOTER SCORE

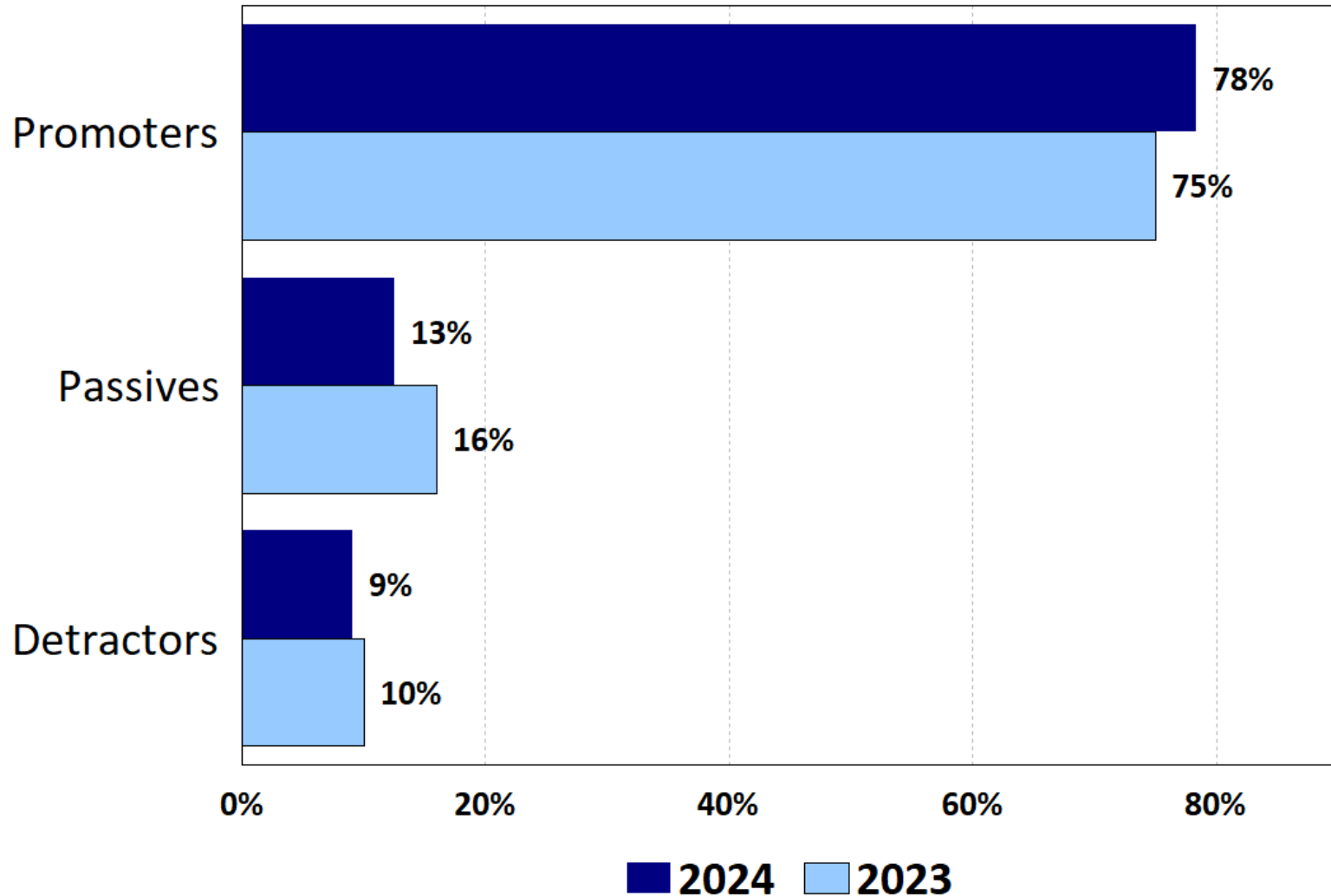
Using a 10-point scale, where 10 means "Very Likely," and 0 means "Not Likely At All," how likely would you be to recommend riding LIFT service to a friend, colleague, or family member?

"Promoter" = 10-9

"Passive" = 8-7

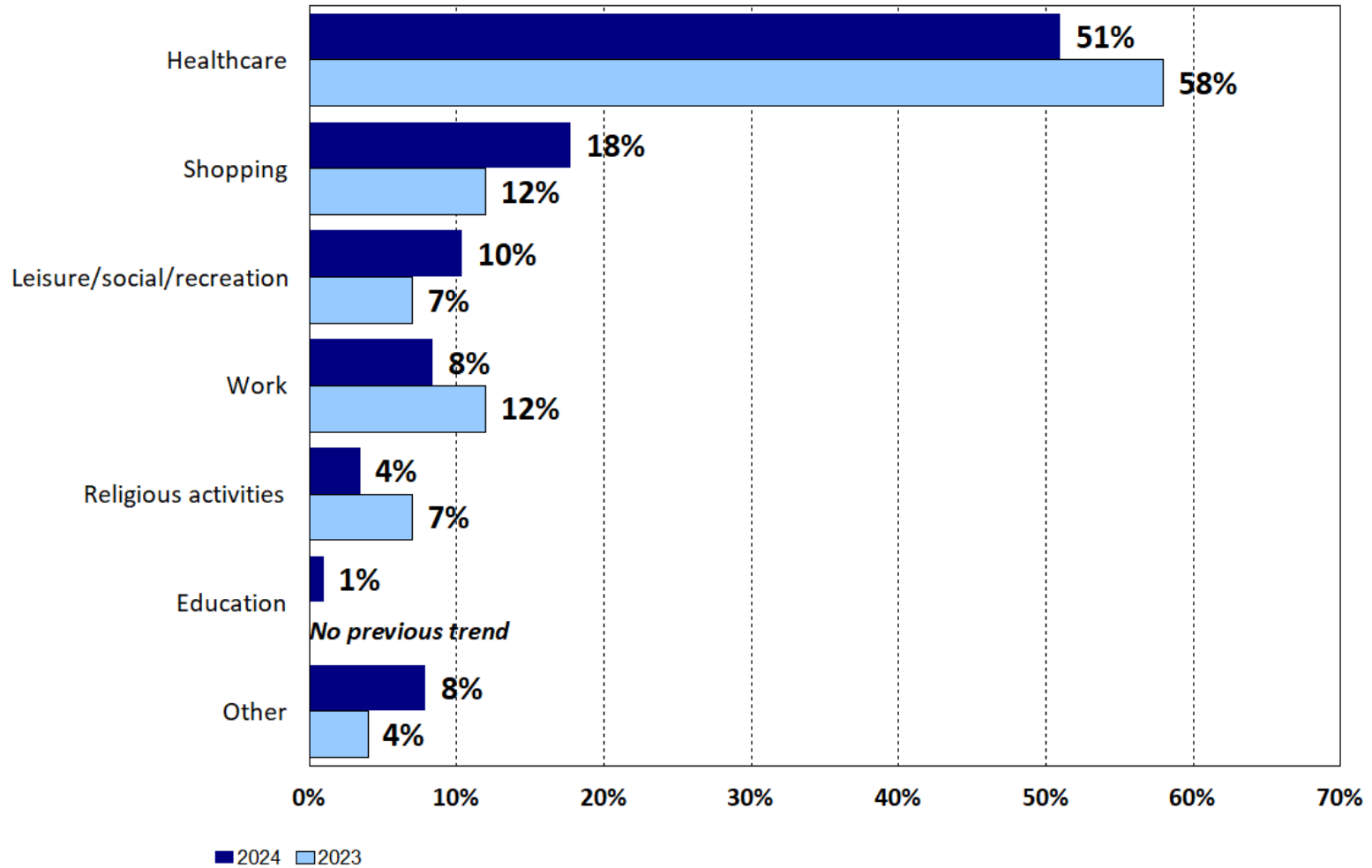
"Detractor" = 6-0

Net Promoter Score is the number of "Promoters" minus the number of "Detractors."



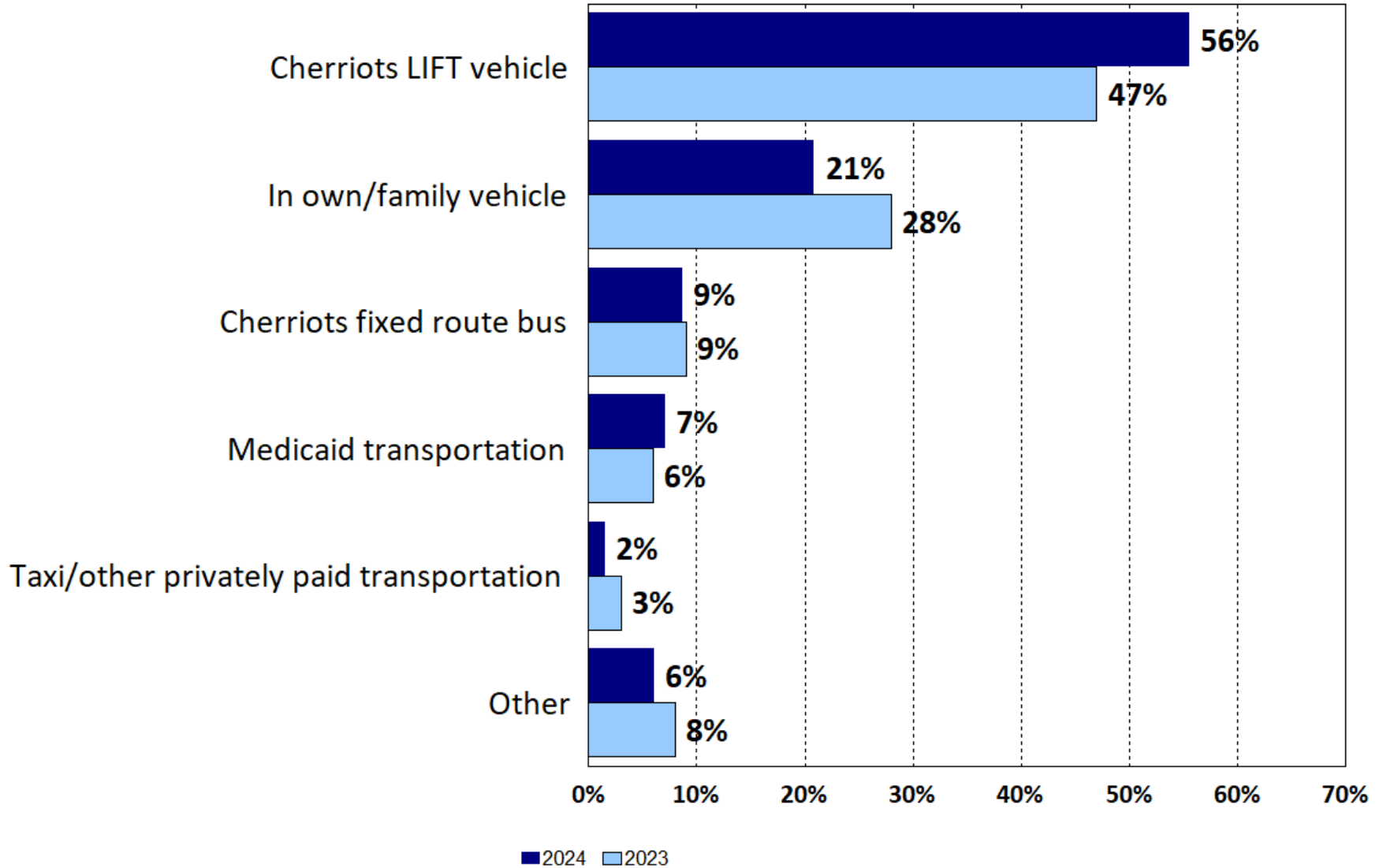
Trend: What type of trip do you take most often on Cherriots LIFT?

by percentage of respondents (excluding “not provided”)



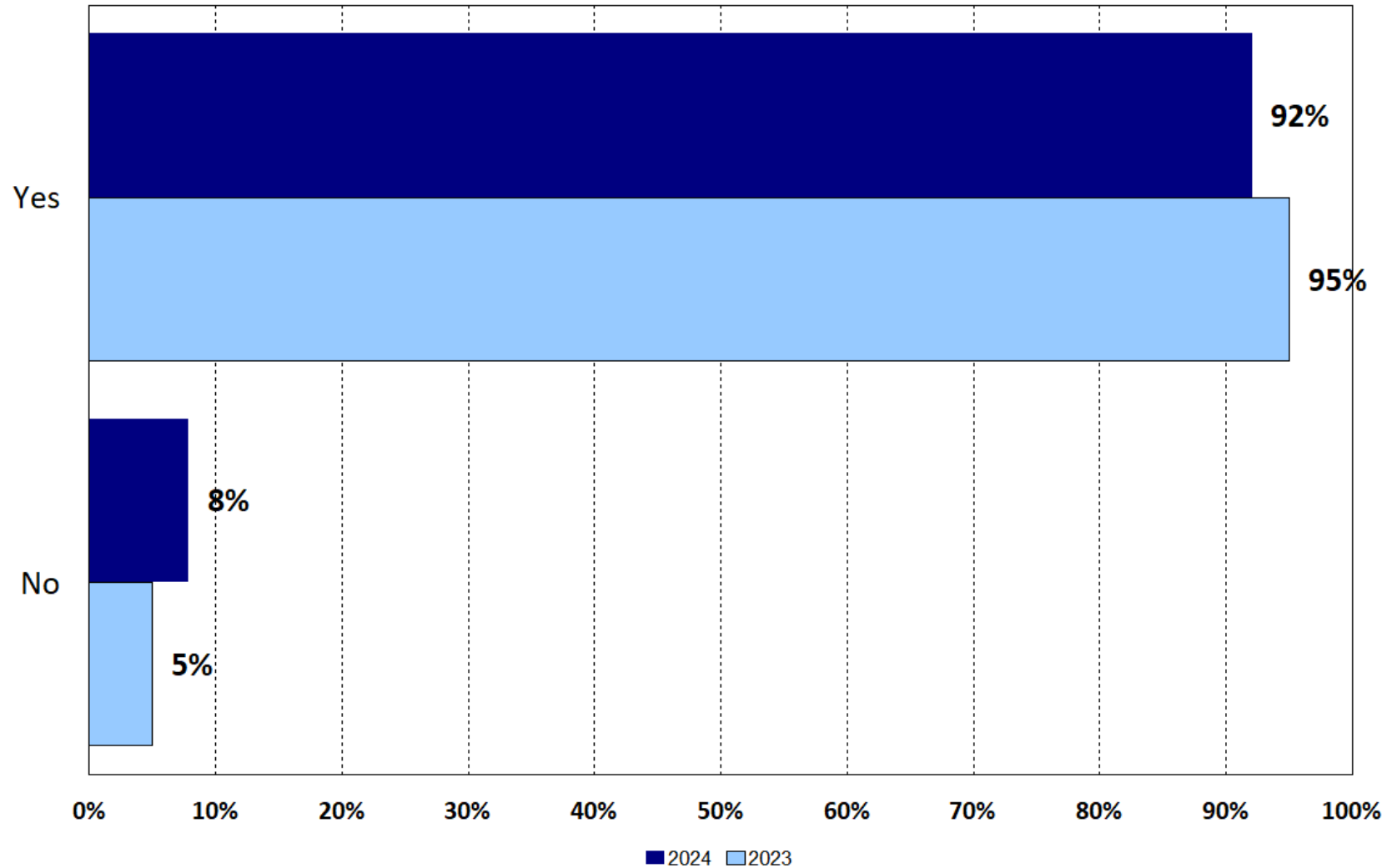
Trend: How do you take most of your trips?

by percentage of respondents (excluding “not provided”)

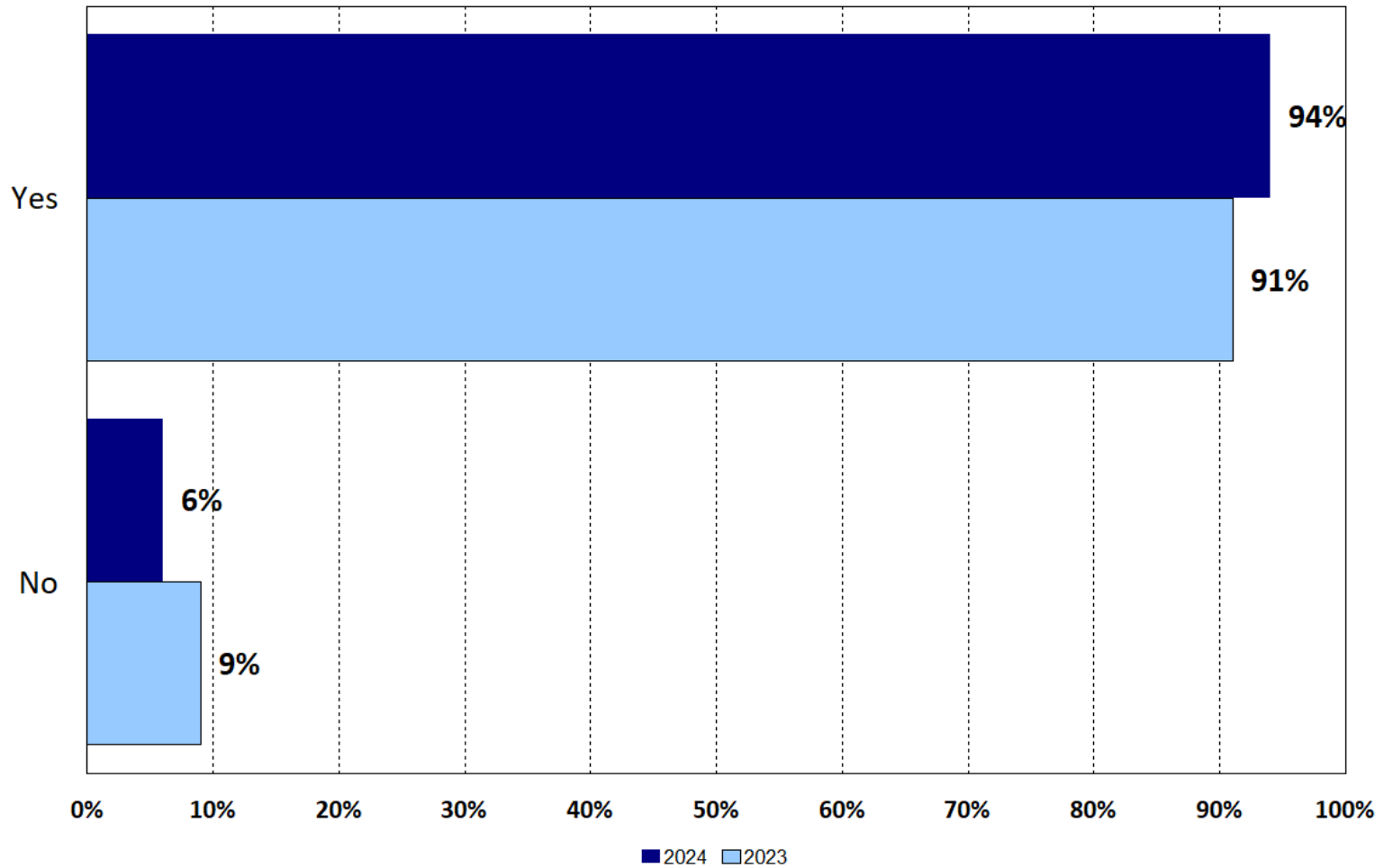


Trend: Are you aware that the pick-up window for trips you schedule is 30 minutes prior to your scheduled pick-up time?

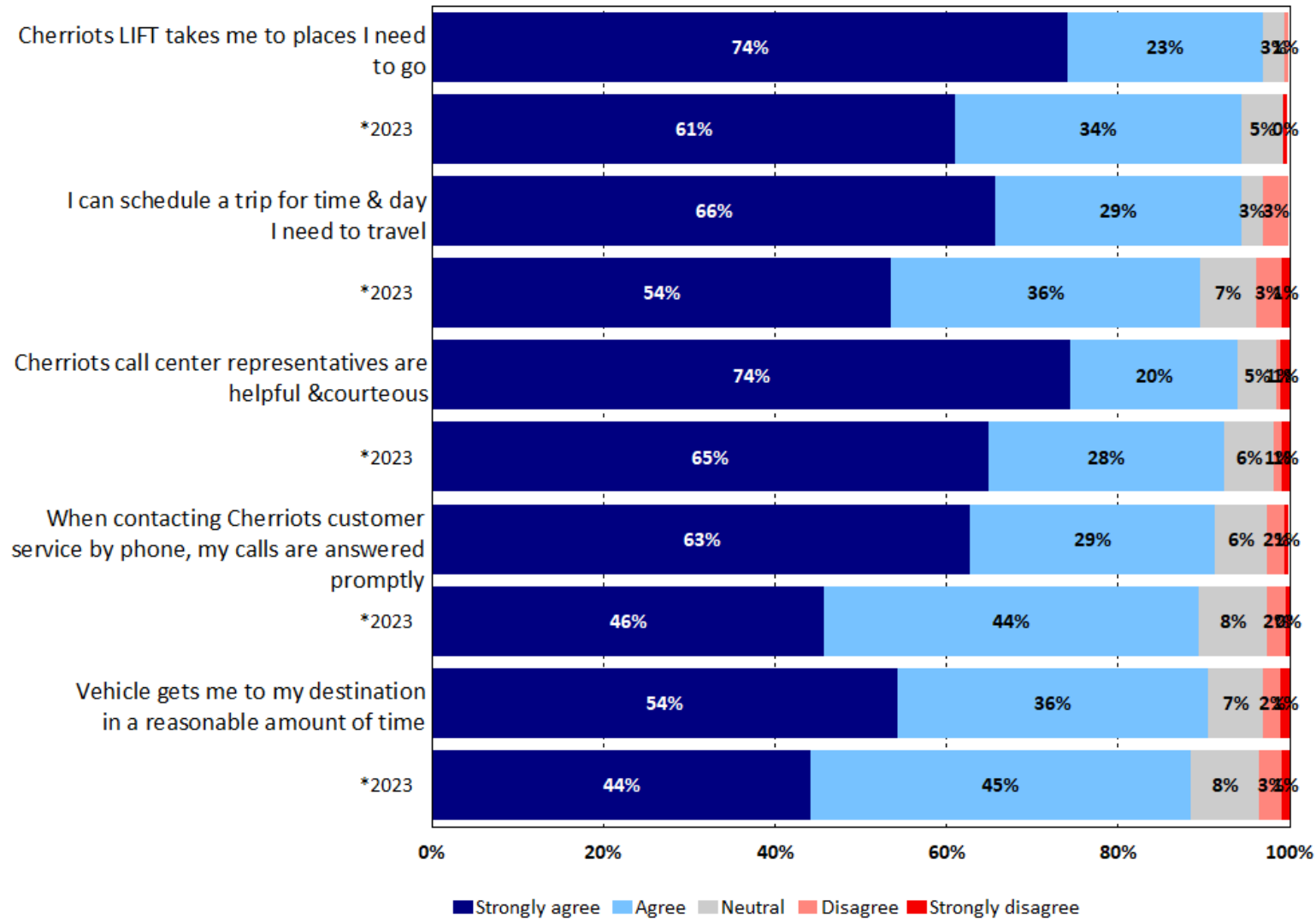
by percentage of respondents (excluding "not provided")



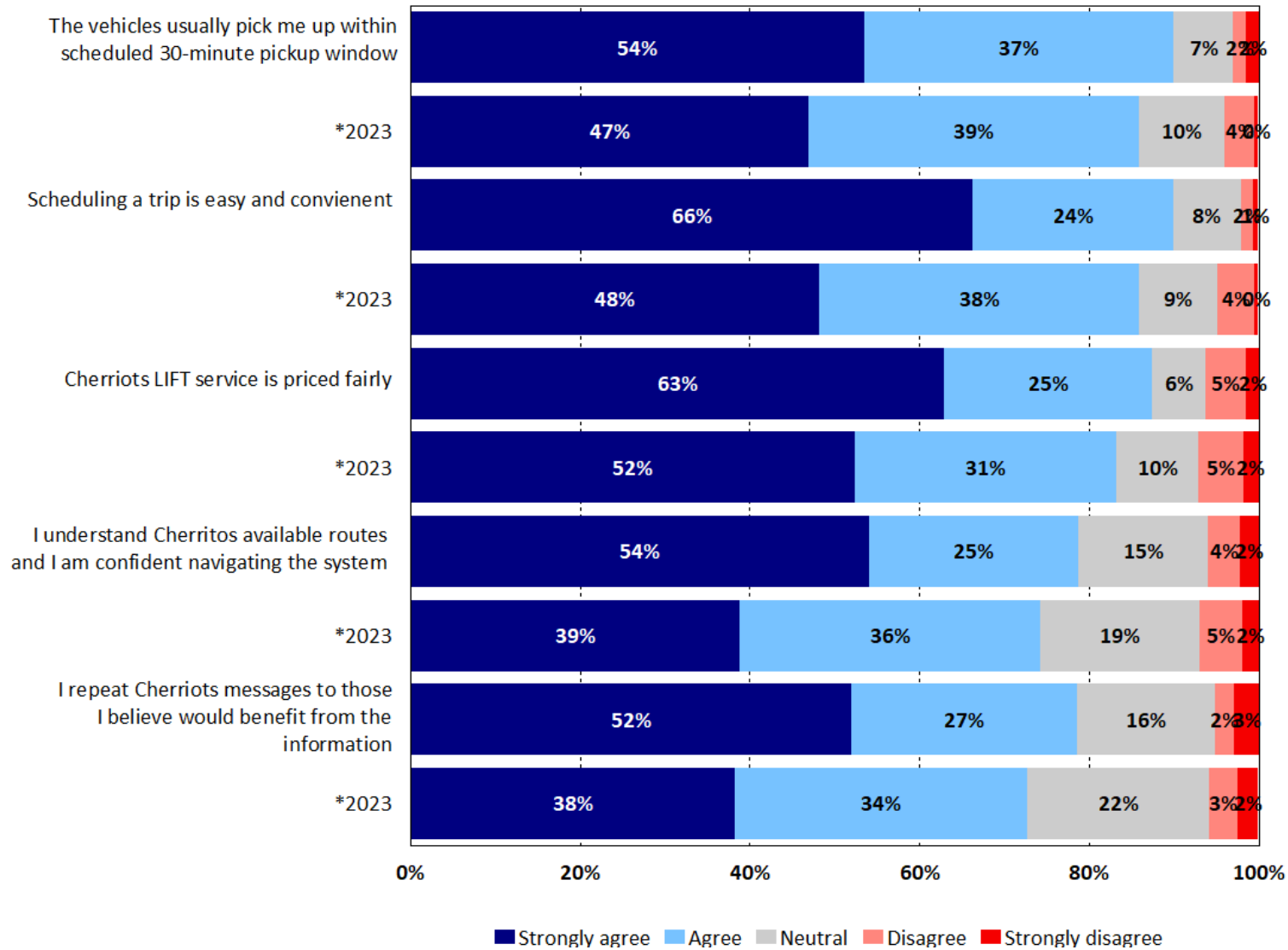
Trend: Are you aware that if you do not board the vehicle within 5 minutes of the vehicle arriving that you can be marked as a No-Show and the vehicle can depart the location?
by percentage of respondents (excluding “not provided”)



Trend: Please indicate how much you agree or disagree with the following statements.

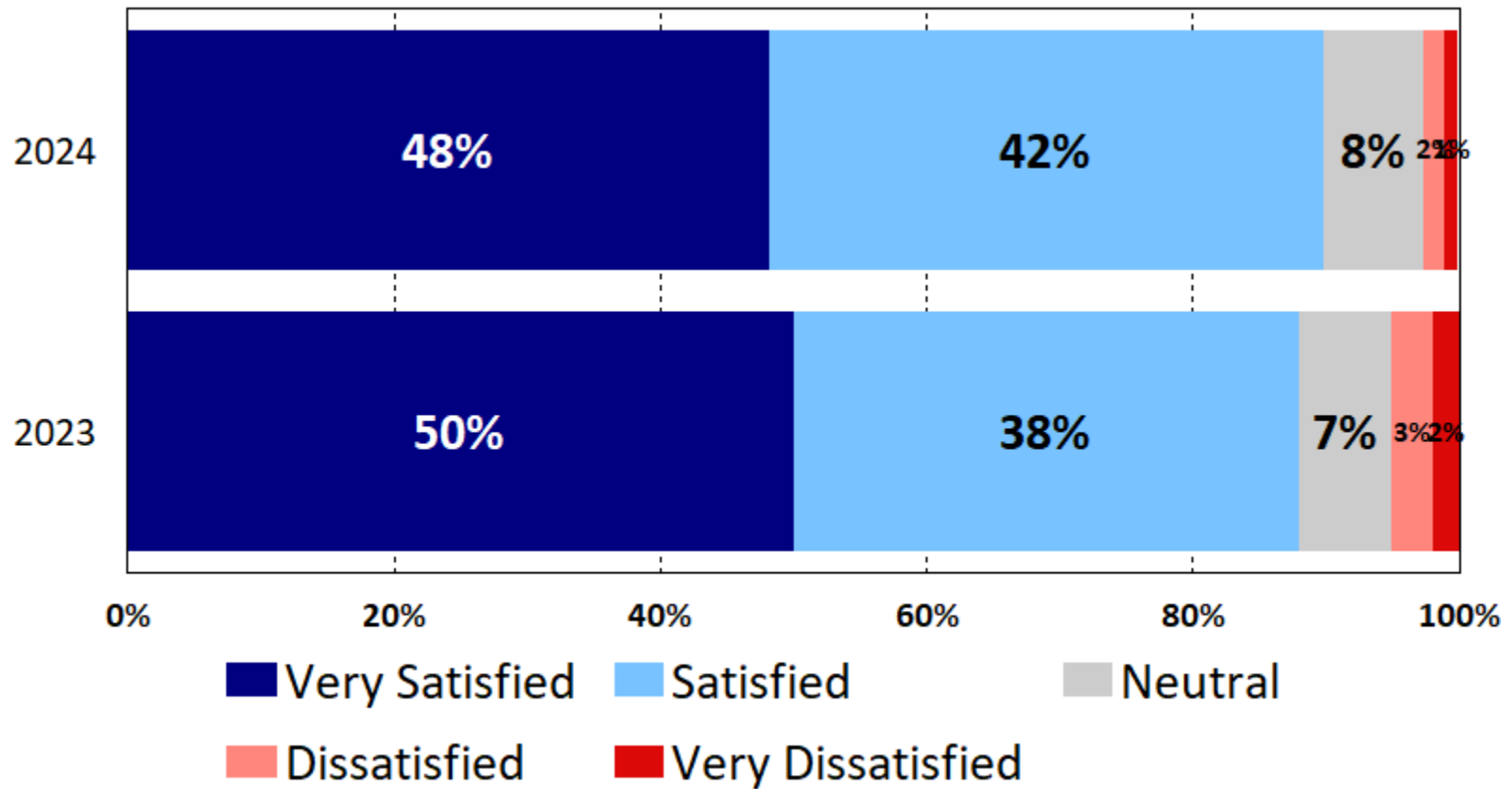


Trend: Please indicate how much you agree or disagree with the following statements (Cont.).



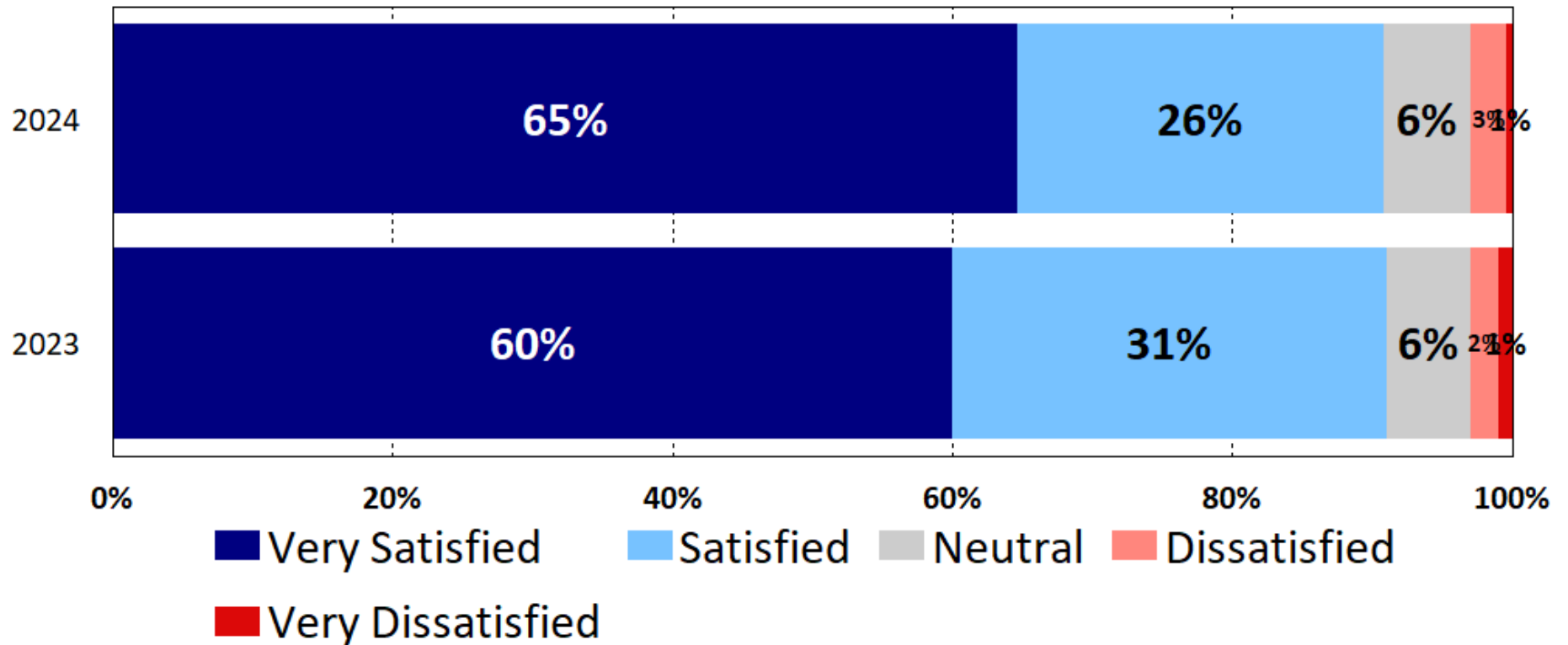
Trend: How satisfied are you with the overall quality of Cherriots' communications material?

by percentage of respondents (excluding "not provided")

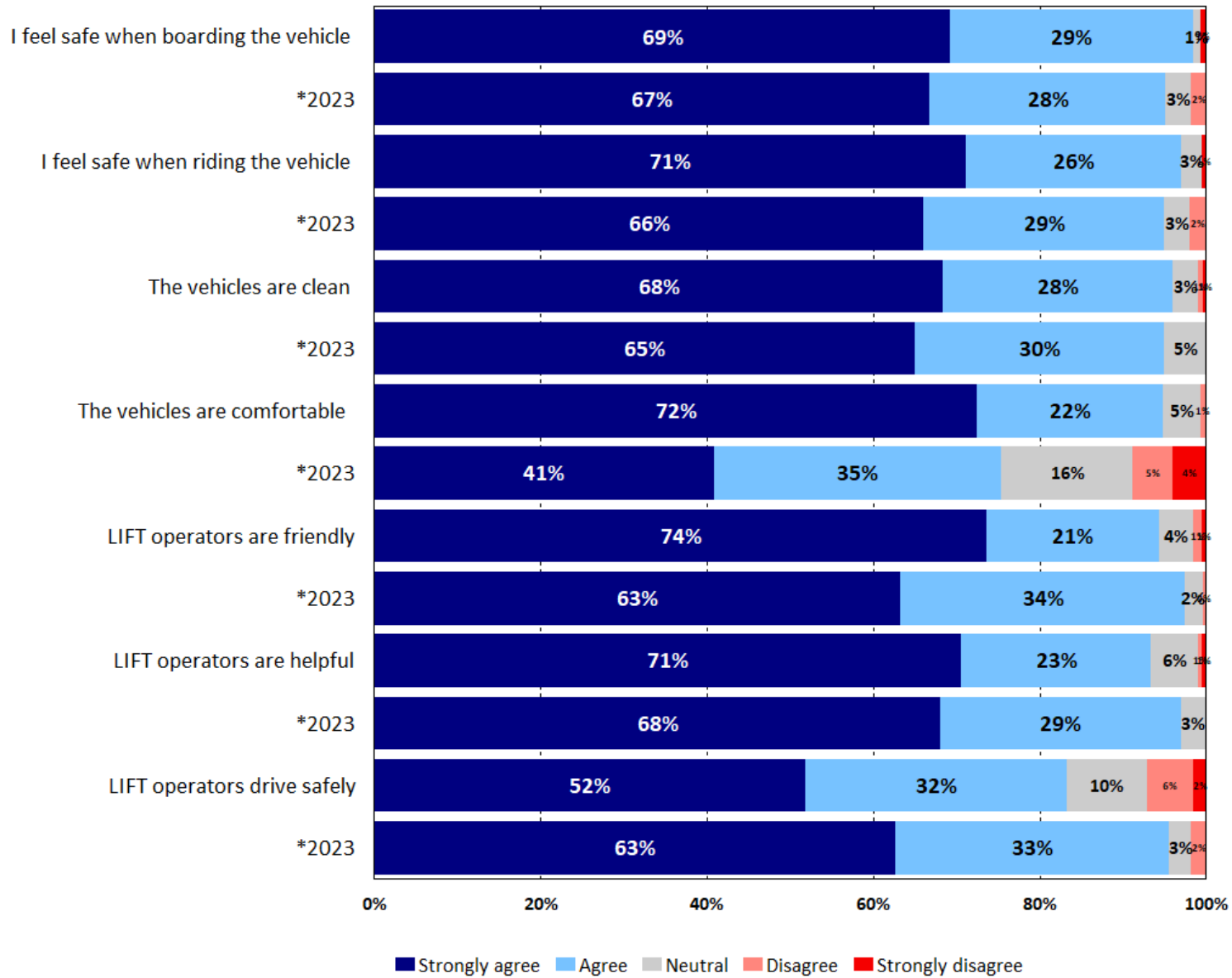


Trends: How satisfied are you with the overall performance of Cherriots' customer service staff?

by percentage of respondents (excluding "not provided")

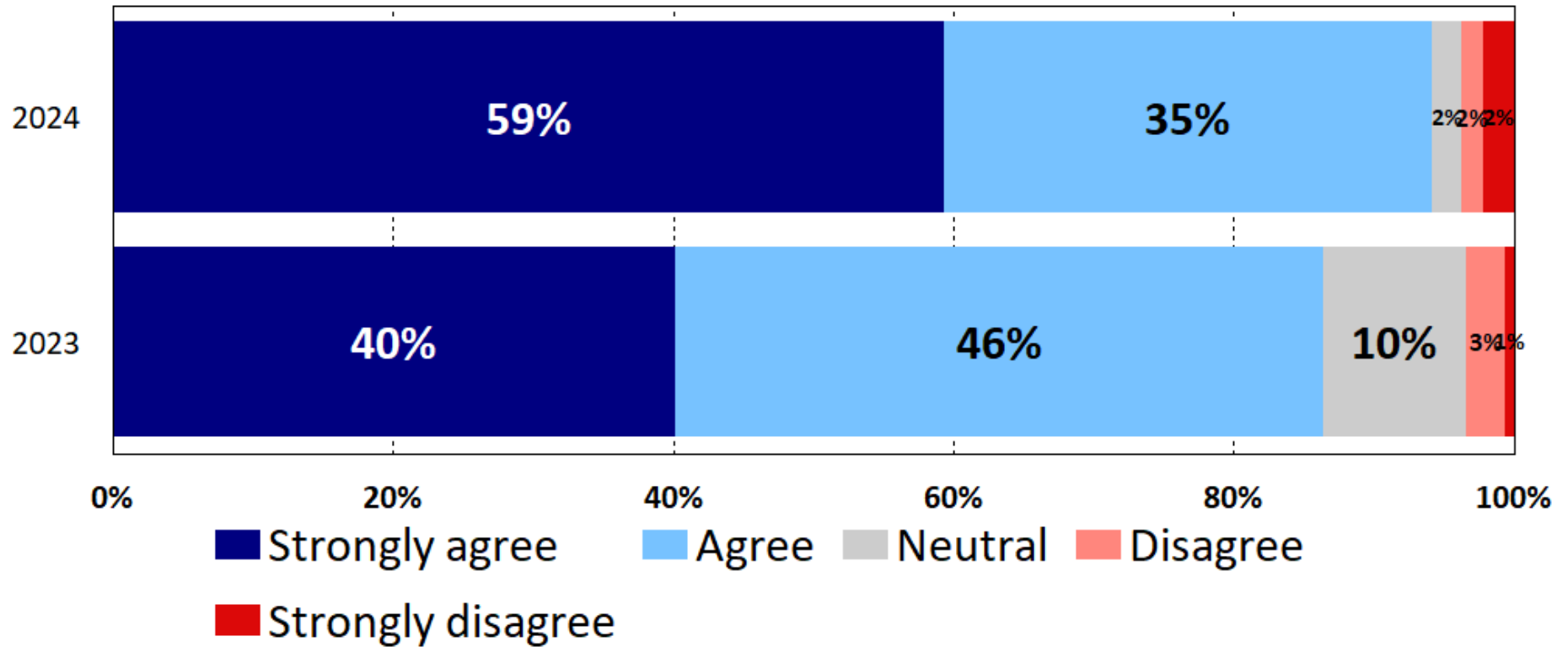


Trend: Please indicate how much you agree or disagree with the following statements.



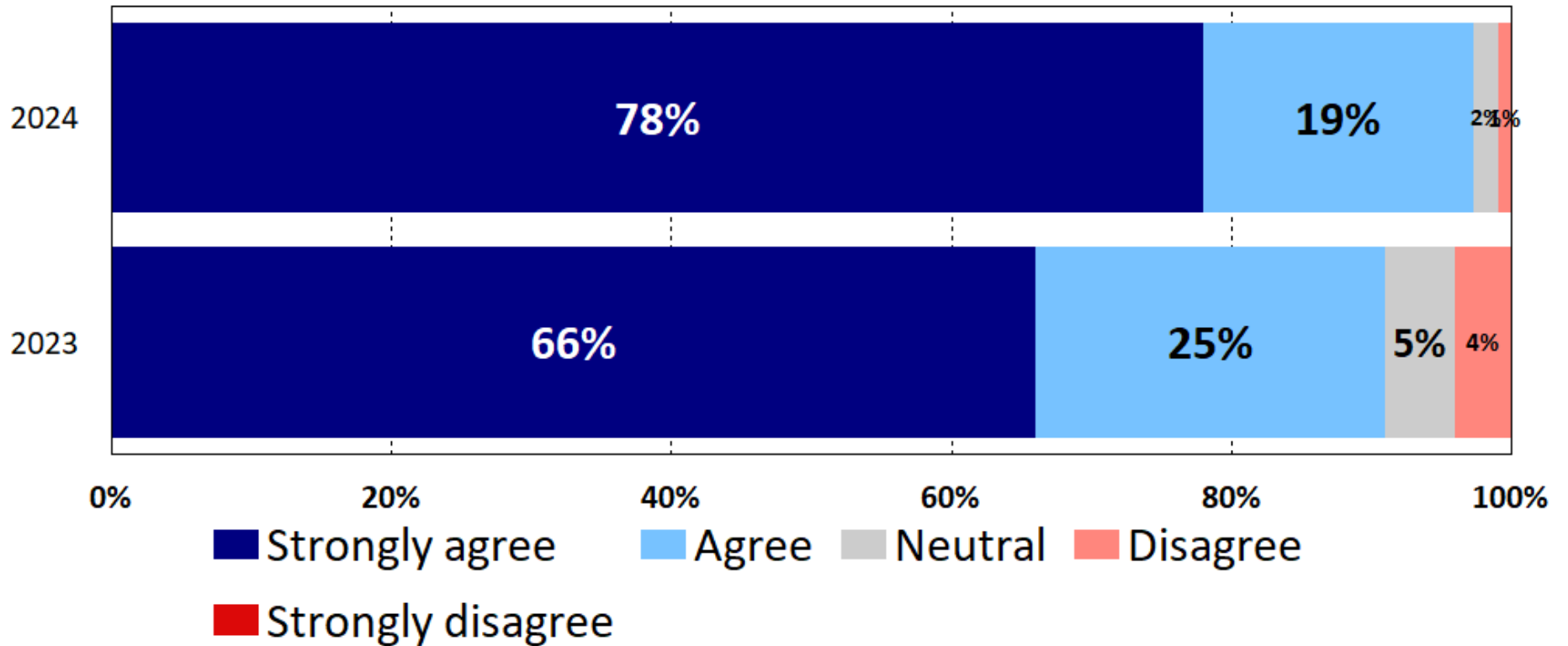
Please indicate how much you agree or disagree with the following statement. "Vehicle wheelchair lifts are consistently in working order."

by percentage of respondents (excluding "not provided")



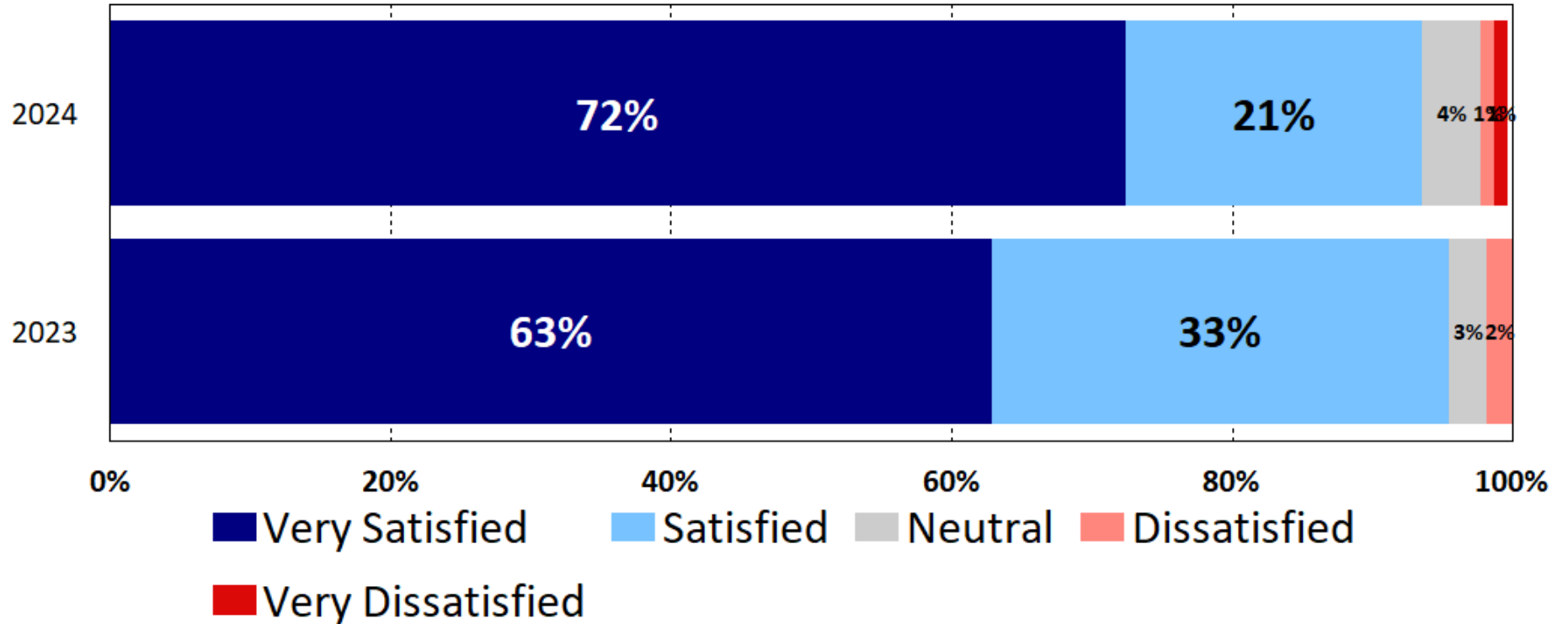
Trend: Please indicate how much you agree or disagree with the following statement. "The operators safely secure my wheelchair, scooter, or other mobility device."

by percentage of respondents (excluding "not provided")



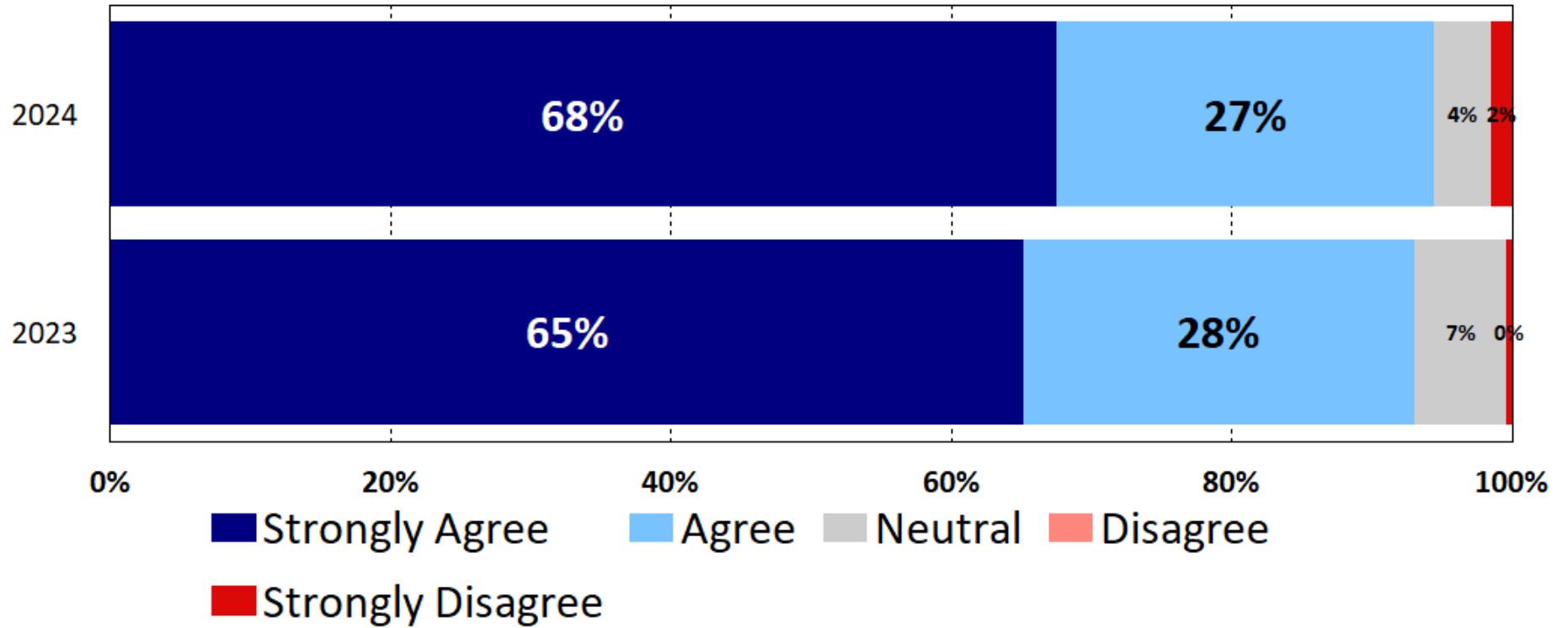
Trend: How satisfied are you with the overall performance of Cherriots LIFT operators?

by percentage of respondents (excluding “not provided”)



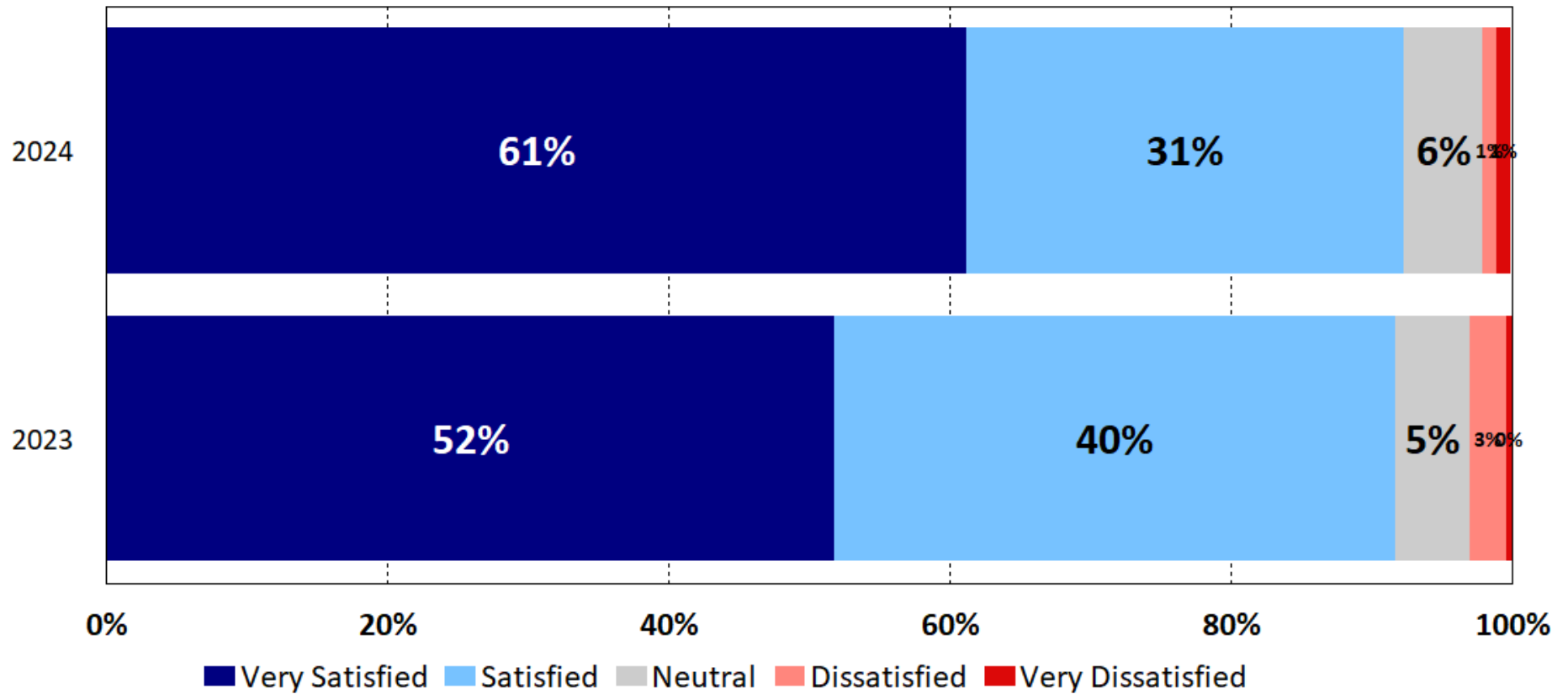
I view Cherriots employees favorably.

By percentage of respondents (excluding “not provided”)



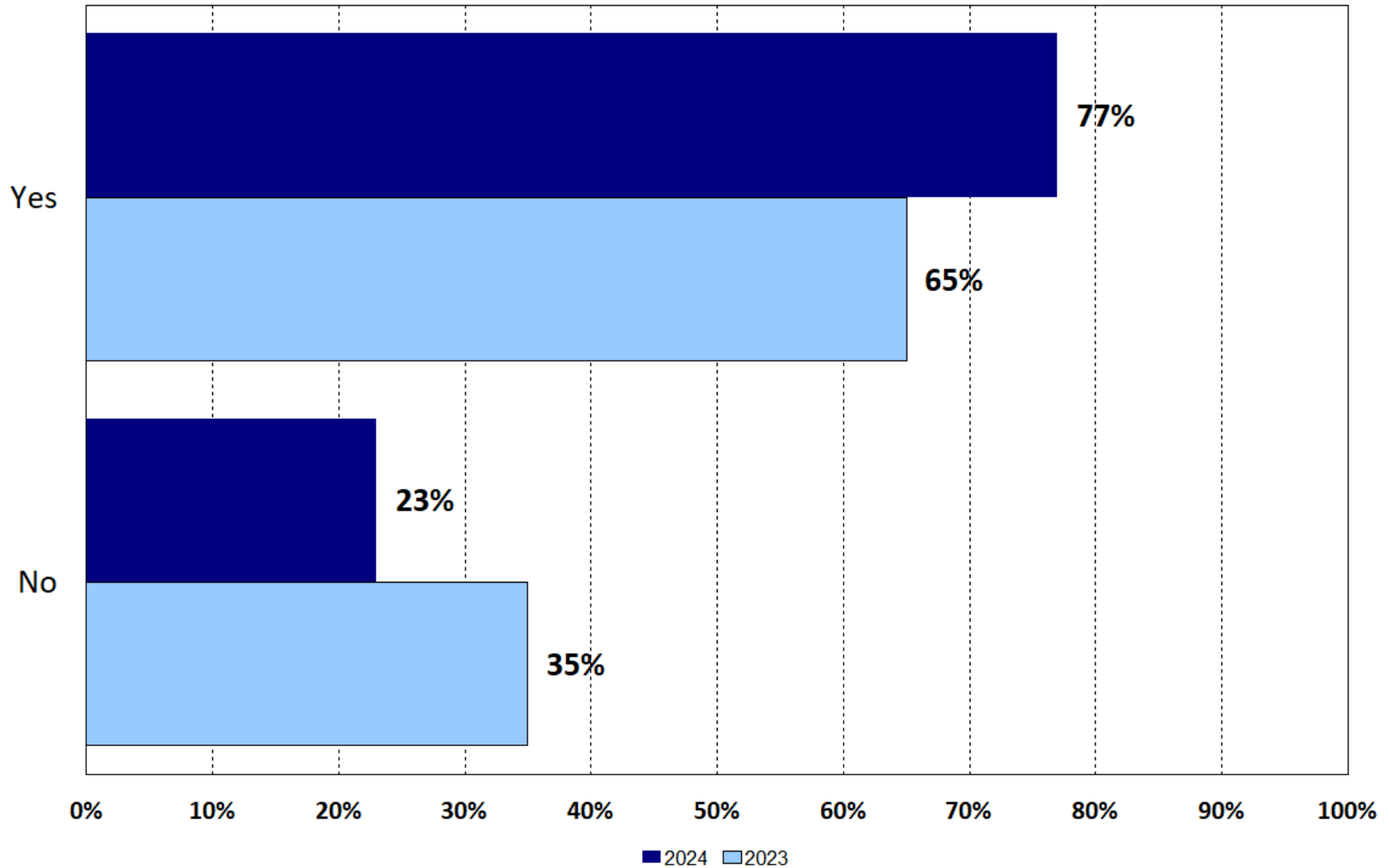
How satisfied are you with the overall quality of Cherriots LIFT service?

by percentage of respondents (excluding “not provided”)



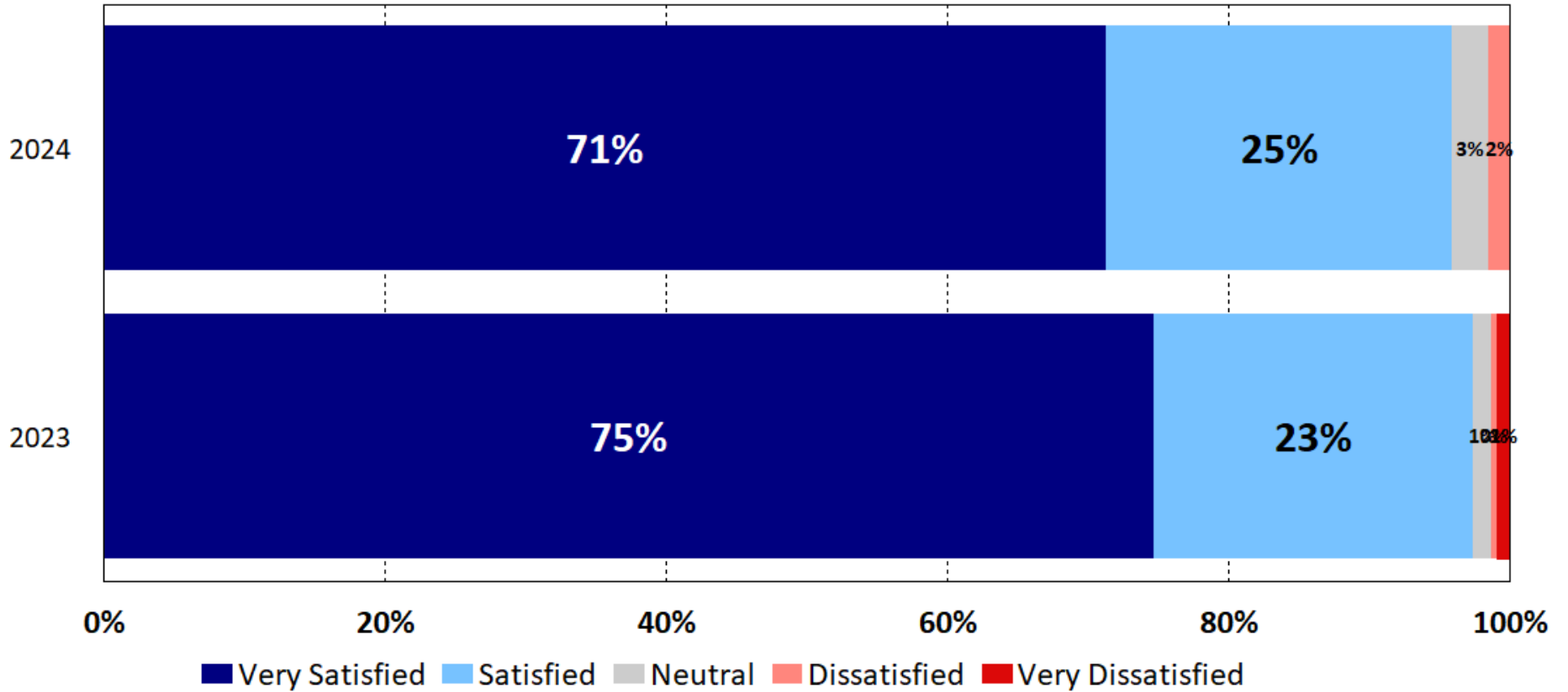
Are you aware that Cherriots LIFT services may be booked up to 14 days before your trip?

by percentage of respondents



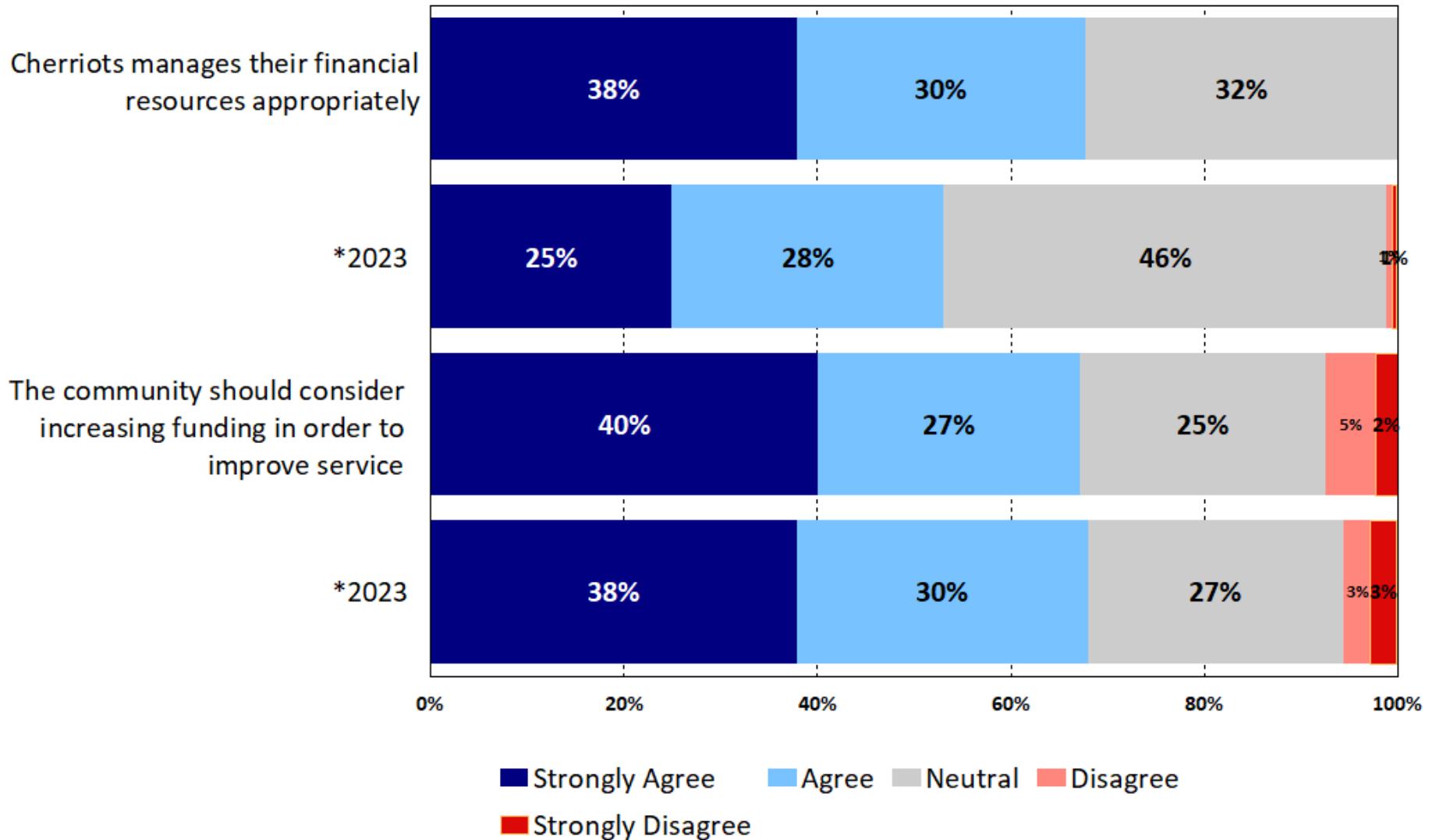
The Cherriots system provides value to the community.

By percentage of respondents (excluding “not provided”)



Please indicate how much you agree or disagree with the following statements.

By percentage of respondents (excluding “not provided”)



4

Tabular Data

Q1. Are you the customer using Cherriots LIFT, or are you the caretaker or family member of the Paratransit customer?

Q1. Are you the customer using Cherriots LIFT,
or are you the caretaker or family member of

<u>Paratransit customer</u>	<u>Number</u>	<u>Percent</u>
Customer	177	86.8 %
Caretaker	27	13.2 %
Total	204	100.0 %

Q2. Do you require a Personal Care Assistant (PCA) to travel with you?

Q2. Do you require a Personal Care Assistant to
travel with you

	<u>Number</u>	<u>Percent</u>
Yes	23	11.3 %
No	146	71.6 %
Sometimes	35	17.2 %
Total	204	100.0 %

Q3. What type of trip do you take most often on Cherriots LIFT?

Q3. What type of trip do you take most often on
Cherriots LIFT

	<u>Number</u>	<u>Percent</u>
Work	17	8.3 %
Education	2	1.0 %
Healthcare	103	50.5 %
Leisure/social/recreation	21	10.3 %
Shopping	36	17.6 %
Religious activities	7	3.4 %
Other	16	7.8 %
Not provided	2	1.0 %
Total	204	100.0 %

WITHOUT NOT PROVIDED**Q3. What type of trip do you take most often on Cherriots LIFT? (without "not provided")**

Q3. What type of trip do you take most often on
Cherriots LIFT

	<u>Number</u>	<u>Percent</u>
Work	17	8.4 %
Education	2	1.0 %
Healthcare	103	51.0 %
Leisure/social/recreation	21	10.4 %
Shopping	36	17.8 %
Religious activities	7	3.5 %
Other	16	7.9 %
Total	202	100.0 %

Q3-7. Other:

Q3-7. Other	Number	Percent
Day program	10	62.5 %
Personal	1	6.3 %
Financial	1	6.3 %
Health	1	6.3 %
Rockwest training	1	6.3 %
The prison	1	6.3 %
Shangri-La Leap program	1	6.3 %
Total	16	100.0 %

Q4. All things considered, how likely would you be to recommend riding LIFT to a friend or neighbor?

(N=204)

	Very likely	9	8	7	6	5	4	3	2	1	Not at all likely	Not provided
Q4. All things considered, how likely would you be to recommend riding LIFT to a friend or neighbor	61.3%	9.8%	9.3%	2.0%	2.0%	3.4%	0.5%	1.0%	0.5%	0.5%	0.5%	9.3%

WITHOUT NOT PROVIDED

Q4. All things considered, how likely would you be to recommend riding LIFT to a friend or neighbor? (without "not provided")

(N=204)

	Very likely	9	8	7	6	5	4	3	2	1	Not at all likely
Q4. All things considered, how likely would you be to recommend riding LIFT to a friend or neighbor	67.6%	10.8%	10.3%	2.2%	2.2%	3.8%	0.5%	1.1%	0.5%	0.5%	0.5%

Q5. Are you aware that the pick-up window for trips you schedule is 30 minutes prior to your scheduled pick-up time?

Q5. Are you aware that pickup window for trips you schedule is 30 minutes prior to your scheduled pickup time

	Number	Percent
Yes	187	91.7 %
No	16	7.8 %
Not provided	1	0.5 %
Total	204	100.0 %

WITHOUT NOT PROVIDED

Q5. Are you aware that the pick-up window for trips you schedule is 30 minutes prior to your scheduled pick-up time? (without "not provided")

Q5. Are you aware that pickup window for trips you schedule is 30 minutes prior to your scheduled pickup time

	Number	Percent
Yes	187	92.1 %
No	16	7.9 %
Total	203	100.0 %

Q6. Are you aware that if you do not board the vehicle within 5 minutes of the vehicle arriving that you can be marked as a No-Show and the vehicle can depart the location?

Q6. Are you aware that if you do not board vehicle within 5 minutes of vehicle arriving that you can be marked as a No-Show & vehicle can depart location

	Number	Percent
Yes	191	93.6 %
No	12	5.9 %
Not provided	1	0.5 %
Total	204	100.0 %

WITHOUT NOT PROVIDED

Q6. Are you aware that if you do not board the vehicle within 5 minutes of the vehicle arriving that you can be marked as a No-Show and the vehicle can depart the location? (without "not provided")

Q6. Are you aware that if you do not board vehicle within 5 minutes of vehicle arriving that you can be marked as a No-Show & vehicle can depart location

	Number	Percent
Yes	191	94.1 %
No	12	5.9 %
Total	203	100.0 %

Q7. How many minutes do you feel is acceptable for a vehicle to arrive beyond the scheduled pickup window?

Q7. How many minutes is acceptable for a vehicle to arrive beyond scheduled pickup window

	Number	Percent
1-5 minutes	62	30.4 %
6-10 minutes	76	37.3 %
11-15 minutes	37	18.1 %
16-20 minutes	16	7.8 %
21-25 minutes	3	1.5 %
26-30 minutes	7	3.4 %
Not provided	3	1.5 %
Total	204	100.0 %

WITHOUT NOT PROVIDED

Q7. How many minutes do you feel is acceptable for a vehicle to arrive beyond the scheduled pickup window? (without "not provided")

Q7. How many minutes is acceptable for a vehicle to arrive beyond scheduled pickup window

	Number	Percent
1-5 minutes	62	30.8 %
6-10 minutes	76	37.8 %
11-15 minutes	37	18.4 %
16-20 minutes	16	8.0 %
21-25 minutes	3	1.5 %
26-30 minutes	7	3.5 %
Total	201	100.0 %

Q8. Please indicate how much you agree or disagree with the following statements.

(N=204)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q8-1. The vehicles usually pick me up within scheduled 30-minute pickup window	52.5%	35.8%	6.9%	1.5%	1.5%	2.0%
Q8-2. Cherriots LIFT can take me to places I need to go	71.6%	22.1%	2.5%	0.5%	0.0%	3.4%
Q8-3. I can schedule a trip for time & day I need to travel	64.2%	27.9%	2.5%	2.9%	0.0%	2.5%
Q8-4. Scheduling a trip is easy & convenient	64.7%	23.0%	7.8%	1.5%	0.5%	2.5%
Q8-5. Vehicle gets me to my destination in a reasonable amount of time	52.9%	35.3%	6.4%	2.0%	1.0%	2.5%
Q8-06. Cherriots LIFT service is priced fairly	59.3%	23.0%	5.9%	4.4%	1.5%	5.9%
Q8-7. I understand Cherriots available routes & I am confident navigating the system	48.5%	22.1%	13.7%	3.4%	2.0%	10.3%
Q8-8. I repeat Cherriots messages to those I believe would benefit from the information	44.1%	22.5%	13.7%	2.0%	2.5%	15.2%
Q8-9. When contacting Cherriots customer service by phone, my calls are answered promptly	61.3%	27.9%	5.9%	2.0%	0.5%	2.5%
Q8-10. Cherriots call center representatives are helpful & courteous	72.5%	19.1%	4.4%	0.5%	1.0%	2.5%

WITHOUT NOT PROVIDED**Q8. Please indicate how much you agree or disagree with the following statements. (without "don't know")**

(N=204)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q8-1. The vehicles usually pick me up within scheduled 30-minute pickup window	53.5%	36.5%	7.0%	1.5%	1.5%
Q8-2. Cherriots LIFT can take me to places I need to go	74.1%	22.8%	2.5%	0.5%	0.0%
Q8-3. I can schedule a trip for time & day I need to travel	65.8%	28.6%	2.5%	3.0%	0.0%
Q8-4. Scheduling a trip is easy & convenient	66.3%	23.6%	8.0%	1.5%	0.5%
Q8-5. Vehicle gets me to my destination in a reasonable amount of time	54.3%	36.2%	6.5%	2.0%	1.0%
Q8-06. Cherriots LIFT service is priced fairly	63.0%	24.5%	6.3%	4.7%	1.6%
Q8-7. I understand Cherriots available routes & I am confident navigating the system	54.1%	24.6%	15.3%	3.8%	2.2%
Q8-8. I repeat Cherriots messages to those I believe would benefit from the information	52.0%	26.6%	16.2%	2.3%	2.9%
Q8-9. When contacting Cherriots customer service by phone, my calls are answered promptly	62.8%	28.6%	6.0%	2.0%	0.5%
Q8-10. Cherriots call center representatives are helpful & courteous	74.4%	19.6%	4.5%	0.5%	1.0%

Q9. How satisfied are you with the overall quality of Cherriots communications material?

Q9. How satisfied are you with overall quality of

<u>Cherriots communications material</u>	<u>Number</u>	<u>Percent</u>
Very satisfied	95	46.6 %
Satisfied	82	40.2 %
Neutral	15	7.4 %
Dissatisfied	3	1.5 %
Very dissatisfied	2	1.0 %
Not provided	7	3.4 %
Total	204	100.0 %

WITHOUT NOT PROVIDED**Q9. How satisfied are you with the overall quality of Cherriots communications material? (without "not provided")**

Q9. How satisfied are you with overall quality of

<u>Cherriots communications material</u>	<u>Number</u>	<u>Percent</u>
Very satisfied	95	48.2 %
Satisfied	82	41.6 %
Neutral	15	7.6 %
Dissatisfied	3	1.5 %
Very dissatisfied	2	1.0 %
Total	197	100.0 %

Q10. Have you contacted Cherriots customer service with a question, concern or complaint in the last three months?

Q10. Have you contacted Cherriots customer service with a question, concern or complaint in

<u>last three months</u>	<u>Number</u>	<u>Percent</u>
Yes	72	35.3 %
No	125	61.3 %
Not provided	7	3.4 %
Total	204	100.0 %

WITHOUT NOT PROVIDED**Q10. Have you contacted Cherriots customer service with a question, concern or complaint in the last three months? (without "not provided")**

Q10. Have you contacted Cherriots customer service with a question, concern or complaint in last three months

	Number	Percent
Yes	72	36.5 %
No	125	63.5 %
Total	197	100.0 %

Q10a. Was your issue resolved?

Q10a. Was your issue resolved

	Number	Percent
Yes	62	86.1 %
No	10	13.9 %
Total	72	100.0 %

Q11. On a scale of 1-5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," how satisfied are you with the overall performance of Cherriots customer service staff?

Q11. How satisfied are you with overall performance of Cherriots customer service staff

	Number	Percent
Very satisfied	126	61.8 %
Satisfied	51	25.0 %
Neutral	12	5.9 %
Dissatisfied	5	2.5 %
Very dissatisfied	1	0.5 %
Not provided	9	4.4 %
Total	204	100.0 %

WITHOUT NOT PROVIDED**Q11. On a scale of 1-5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," how satisfied are you with the overall performance of Cherriots customer service staff? (without "not provided")**

Q11. How satisfied are you with overall performance of Cherriots customer service staff

	Number	Percent
Very satisfied	126	64.6 %
Satisfied	51	26.2 %
Neutral	12	6.2 %
Dissatisfied	5	2.6 %
Very dissatisfied	1	0.5 %
Total	195	100.0 %

Q12. Please indicate how much you agree or disagree with the following statements.

(N=204)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q12-1. I feel safe when boarding the vehicle	67.6%	28.4%	1.0%	0.0%	0.5%	2.5%
Q12-2. I feel safe when riding the vehicle	68.6%	25.0%	2.5%	0.0%	0.5%	3.4%
Q12-3. The vehicles are clean	65.7%	26.5%	2.9%	0.5%	0.5%	3.9%
Q12-4. The vehicles are comfortable	50.0%	30.4%	9.3%	5.4%	1.5%	3.4%
Q12-5. LIFT operators are friendly	68.1%	22.1%	5.4%	0.5%	0.5%	3.4%
Q12-6. LIFT operators are helpful	71.1%	20.1%	3.9%	1.0%	0.5%	3.4%
Q12-7. LIFT operators drive safely	69.6%	21.6%	4.4%	0.5%	0.0%	3.9%

WITHOUT DON'T KNOW**Q12. Please indicate how much you agree or disagree with the following statements. (without "don't know")**

(N=204)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q12-1. I feel safe when boarding the vehicle	69.3%	29.1%	1.0%	0.0%	0.5%
Q12-2. I feel safe when riding the vehicle	71.1%	25.9%	2.5%	0.0%	0.5%
Q12-3. The vehicles are clean	68.4%	27.6%	3.1%	0.5%	0.5%
Q12-4. The vehicles are comfortable	51.8%	31.5%	9.6%	5.6%	1.5%
Q12-5. LIFT operators are friendly	70.6%	22.8%	5.6%	0.5%	0.5%
Q12-6. LIFT operators are helpful	73.6%	20.8%	4.1%	1.0%	0.5%
Q12-7. LIFT operators drive safely	72.4%	22.4%	4.6%	0.5%	0.0%

Q13. Please indicate how much you agree or disagree with the following statement. "Vehicle wheelchair lifts are consistently in working order."

Q13. Vehicle wheelchair lifts are consistently in working order	Number	Percent
Strongly agree	80	39.2 %
Agree	47	23.0 %
Neutral	3	1.5 %
Disagree	2	1.0 %
Strongly disagree	3	1.5 %
Not applicable	69	33.8 %
Total	204	100.0 %

WITHOUT NOT APPLICABLE

Q13. Please indicate how much you agree or disagree with the following statement. "Vehicle wheelchair lifts are consistently in working order." (without "not applicable")

Q13. Vehicle wheelchair lifts are consistently in working order	Number	Percent
Strongly agree	80	59.3 %
Agree	47	34.8 %
Neutral	3	2.2 %
Disagree	2	1.5 %
Strongly disagree	3	2.2 %
Total	135	100.0 %

Q14. Do you have a wheelchair, scooter, or other mobility device?

Q14. Do you have a wheelchair, scooter, or other mobility device	Number	Percent
Yes	109	53.4 %
No	83	40.7 %
Not provided	12	5.9 %
Total	204	100.0 %

WITHOUT NOT PROVIDED

Q14. Do you have a wheelchair, scooter, or other mobility device? (without "not provided")

Q14. Do you have a wheelchair, scooter, or other mobility device	Number	Percent
Yes	109	56.8 %
No	83	43.2 %
Total	192	100.0 %

Q14a. Please indicate how much you agree or disagree with the following statement: "The operators safely secure my wheelchair, scooter, or other mobility device."

Q14a. Operators safely secure my wheelchair, scooter, or other mobility device	Number	Percent
Strongly agree	85	78.0 %
Agree	21	19.3 %
Neutral	2	1.8 %
Strongly disagree	1	0.9 %
Total	109	100.0 %

Q15. On a scale of 1-5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," how satisfied are you with the overall performance of Cherriots LIFT operators?

Q15. How satisfied are you with overall performance of Cherriots LIFT operators	Number	Percent
Very satisfied	142	69.6 %
Satisfied	42	20.6 %
Neutral	8	3.9 %
Dissatisfied	2	1.0 %
Very dissatisfied	2	1.0 %
Not provided	8	3.9 %
Total	204	100.0 %

WITHOUT NOT PROVIDED

Q15. On a scale of 1-5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," how satisfied are you with the overall performance of Cherriots LIFT operators? (without "not provided")

Q15. How satisfied are you with overall performance of Cherriots LIFT operators	Number	Percent
Very satisfied	142	72.4 %
Satisfied	42	21.4 %
Neutral	8	4.1 %
Dissatisfied	2	1.0 %
Very dissatisfied	2	1.0 %
Total	196	100.0 %

Q16. I view Cherriots employees favorably.

Q16. I view Cherriots employees favorably	Number	Percent
Strongly agree	133	65.2 %
Agree	53	26.0 %
Neutral	8	3.9 %
Strongly disagree	3	1.5 %
Not provided	7	3.4 %
Total	204	100.0 %

WITHOUT NOT PROVIDED**Q16. I view Cherriots employees favorably. (without "not provided")**

Q16. I view Cherriots employees favorably	Number	Percent
Strongly agree	133	67.5 %
Agree	53	26.9 %
Neutral	8	4.1 %
Strongly disagree	3	1.5 %
Total	197	100.0 %

Q17. What are the top 2 most important areas of service for you as a Cherriots LIFT customer?

Q17. Top choice	Number	Percent
Safety on the vehicle	68	33.3 %
Vehicles arrive within scheduled pickup window	72	35.3 %
Fare price	13	6.4 %
Travel time	15	7.4 %
Operators being friendly & helpful	10	4.9 %
Resolving my concerns or complaints in a timely fashion	2	1.0 %
Scheduling a trip is easy	5	2.5 %
None chosen	19	9.3 %
Total	204	100.0 %

Q17. What are the top 2 most important areas of service for you as a Cherriots LIFT customer?

Q17. 2nd choice	Number	Percent
Safety on the vehicle	14	6.9 %
Vehicles arrive within scheduled pickup window	45	22.1 %
Fare price	22	10.8 %
Travel time	18	8.8 %
Operators being friendly & helpful	39	19.1 %
Vehicle cleanliness	4	2.0 %
Resolving my concerns or complaints in a timely fashion	3	1.5 %
Scheduling a trip is easy	24	11.8 %
Availability of scheduling staff	11	5.4 %
None chosen	24	11.8 %
Total	204	100.0 %

Q17. What are the top 2 most important areas of service for you as a Cherriots LIFT customer? (top 2)

Q17. Top choice	Number	Percent
Safety on the vehicle	82	40.2 %
Vehicles arrive within scheduled pickup window	117	57.4 %
Fare price	35	17.2 %
Travel time	33	16.2 %
Operators being friendly & helpful	49	24.0 %
Vehicle cleanliness	4	2.0 %
Resolving my concerns or complaints in a timely fashion	5	2.5 %
Scheduling a trip is easy	29	14.2 %
Availability of scheduling staff	11	5.4 %
None chosen	19	9.3 %
Total	384	

Q18. On a scale of 1-5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," how satisfied are you with the overall quality of Cherriots LIFT service?

Q18. How satisfied are you with overall quality of Cherriots LIFT service	Number	Percent
Very satisfied	120	58.8 %
Satisfied	61	29.9 %
Neutral	11	5.4 %
Dissatisfied	2	1.0 %
Very dissatisfied	2	1.0 %
Not provided	8	3.9 %
Total	204	100.0 %

WITHOUT NOT PROVIDED**Q18. On a scale of 1-5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," how satisfied are you with the overall quality of Cherriots LIFT service? (without "not provided")**

Q18. How satisfied are you with overall quality of Cherriots LIFT service	Number	Percent
Very satisfied	120	61.2 %
Satisfied	61	31.1 %
Neutral	11	5.6 %
Dissatisfied	2	1.0 %
Very dissatisfied	2	1.0 %
Total	196	100.0 %

Q19. Are you aware that Cherriots LIFT services may be booked up to 14 days before your trip?

Q19. Are you aware that Cherriots LIFT services may be booked up to 14 days before your trip	Number	Percent
Yes	153	75.0 %
No	45	22.1 %
Not provided	6	2.9 %
Total	204	100.0 %

WITHOUT NOT PROVIDED**Q19. Are you aware that Cherriots LIFT services may be booked up to 14 days before your trip? (without "not provided")**

Q19. Are you aware that Cherriots LIFT services may be booked up to 14 days before your trip	Number	Percent
Yes	153	77.3 %
No	45	22.7 %
Total	198	100.0 %

Q20. How do you take most of your trips?

Q20. How do you take most of your trips	Number	Percent
In own/family vehicle	41	20.1 %
Cherriots LIFT vehicle	109	53.4 %
Cherriots fixed route bus	17	8.3 %
Medicaid transportation	14	6.9 %
Taxi/other privately paid transportation	3	1.5 %
Other	12	5.9 %
Not provided	8	3.9 %
Total	204	100.0 %

WITHOUT NOT PROVIDED**Q20. How do you take most of your trips? (without "not provided")**

Q20. How do you take most of your trips	Number	Percent
In own/family vehicle	41	20.9 %
Cherriots LIFT vehicle	109	55.6 %
Cherriots fixed route bus	17	8.7 %
Medicaid transportation	14	7.1 %
Taxi/other privately paid transportation	3	1.5 %
Other	12	6.1 %
Total	196	100.0 %

Q20-6. Other:

Q20-6. Other	Number	Percent
Friend	2	16.7 %
Facility vehicle	1	8.3 %
Walk	1	8.3 %
CSS Car	1	8.3 %
Staff at care home that I live in	1	8.3 %
Driver from senior living	1	8.3 %
My DSP transports me	1	8.3 %
Caretaker	1	8.3 %
Neighbor	1	8.3 %
Caregiver	1	8.3 %
Friends and family	1	8.3 %
Total	12	100.0 %

Q21. How often do you take Cherriots LIFT service trips?

Q21. How often do you take Cherriots LIFT service trips	Number	Percent
5+ days per week	12	5.9 %
3-4 days per week	28	13.7 %
1-2 days per week	57	27.9 %
2-3 times per month	48	23.5 %
Once a month or less	50	24.5 %
Not provided	9	4.4 %
Total	204	100.0 %

WITHOUT NOT PROVIDED**Q21. How often do you take Cherriots LIFT service trips? (without "not provided")**

Q21. How often do you take Cherriots LIFT service trips	Number	Percent
5+ days per week	12	6.2 %
3-4 days per week	28	14.4 %
1-2 days per week	57	29.2 %
2-3 times per month	48	24.6 %
Once a month or less	50	25.6 %
Total	195	100.0 %

Q22. How often do you ride Cherriots Fixed Route buses?

Q22. How often do you ride Cherriots Fixed Route buses	Number	Percent
5+ days per week	8	3.9 %
3-4 days per week	13	6.4 %
1-2 days per week	21	10.3 %
2-3 times per month	16	7.8 %
Once a month or less	88	43.1 %
Not provided	58	28.4 %
Total	204	100.0 %

WITHOUT NOT PROVIDED

Q22. How often do you ride Cherriots Fixed Route buses? (without "not provided")

Q22. How often do you ride Cherriots Fixed

Route buses	Number	Percent
5+ days per week	8	5.5 %
3-4 days per week	13	8.9 %
1-2 days per week	21	14.4 %
2-3 times per month	16	11.0 %
Once a month or less	88	60.3 %
Total	146	100.0 %

Q23. The Cherriots system provides value to the community.

Q23. Cherriots system provides value to the community

	Number	Percent
Strongly agree	139	68.1 %
Agree	48	23.5 %
Neutral	5	2.5 %
Strongly disagree	3	1.5 %
Not provided	9	4.4 %
Total	204	100.0 %

WITHOUT NOT PROVIDED

Q23. The Cherriots system provides value to the community. (without "not provided")

Q23. Cherriots system provides value to the community

	Number	Percent
Strongly agree	139	71.3 %
Agree	48	24.6 %
Neutral	5	2.6 %
Strongly disagree	3	1.5 %
Total	195	100.0 %

Q24. Please indicate how much you agree or disagree with the following statements.

(N=204)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not provided
Q24-1. Cherriots manages their financial resources appropriately	32.8%	26.0%	27.9%	0.0%	0.0%	13.2%
Q24-2. The community should consider increasing funding in order to improve service	34.8%	23.5%	22.1%	4.4%	2.0%	13.2%

WITHOUT NOT PROVIDED

Q24. Please indicate how much you agree or disagree with the following statements. (without "not provided")

(N=204)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q24-1. Cherriots manages their financial resources appropriately	37.9%	29.9%	32.2%	0.0%	0.0%
Q24-2. The community should consider increasing funding in order to improve service	40.1%	27.1%	25.4%	5.1%	2.3%

Q25. What is your age?

Q25. Your age	Number	Percent
25 to 29 years	1	0.5 %
30 to 34 years	4	2.0 %
35 to 39 years	4	2.0 %
40 to 44 years	3	1.5 %
45 to 49 years	10	4.9 %
50 to 54 years	7	3.4 %
55 to 59 years	11	5.4 %
60 to 64 years	14	6.9 %
65 to 69 years	23	11.3 %
70 to 74 years	33	16.2 %
75 to 79 years	32	15.7 %
80 to 84 years	19	9.3 %
85 years & over	36	17.6 %
Not provided	7	3.4 %
Total	204	100.0 %

WITHOUT NOT PROVIDED

Q25. What is your age? (without "not provided")

Q25. Your age	Number	Percent
25 to 29 years	1	0.5 %
30 to 34 years	4	2.0 %
35 to 39 years	4	2.0 %
40 to 44 years	3	1.5 %
45 to 49 years	10	5.1 %
50 to 54 years	7	3.6 %
55 to 59 years	11	5.6 %
60 to 64 years	14	7.1 %
65 to 69 years	23	11.7 %
70 to 74 years	33	16.8 %
75 to 79 years	32	16.2 %
80 to 84 years	19	9.6 %
85 years & over	36	18.3 %
Total	197	100.0 %

Q26. What is your gender?

Q26. Your gender	Number	Percent
Male	60	29.4 %
Female	138	67.6 %
Prefer not to say	6	2.9 %
Total	204	100.0 %

WITHOUT NOT PROVIDED**Q26. What is your gender? (without "prefer not to say")**

Q26. Your gender	Number	Percent
Male	60	30.3 %
Female	138	69.7 %
Total	198	100.0 %

Q27. What is your race/ethnicity?

Q27. Your race/ethnicity	Number	Percent
Asian or Asian Indian	7	3.4 %
Black or African American	2	1.0 %
American Indian or Alaska Native	7	3.4 %
White or Caucasian	179	87.7 %
Native Hawaiian or other Pacific Islander	1	0.5 %
Hispanic, Spanish, or Latino/a/x	9	4.4 %
Other	1	0.5 %
Total	206	

Q27-7. Self-describe your race/ethnicity:

Q27-7. Self-describe your race/ethnicity	Number	Percent
Filipino	1	100.0 %
Total	1	100.0 %

Q28. Which category best describes your total annual household income?

Q28. Your total annual household income	Number	Percent
Less than \$25K	88	43.1 %
\$25K-\$29,999	24	11.8 %
\$30K-\$34,999	11	5.4 %
\$35K-\$39,999	3	1.5 %
\$40K-\$44,999	6	2.9 %
\$45K-\$49,999	5	2.5 %
\$50K-\$74,999	13	6.4 %
\$75K+	6	2.9 %
Prefer not to say	48	23.5 %
Total	204	100.0 %

WITHOUT NOT PROVIDED**Q28. Which category best describes your total annual household income? (without "prefer not to say")**

Q28. Your total annual household income	Number	Percent
Less than \$25K	88	56.4 %
\$25K-\$29,999	24	15.4 %
\$30K-\$34,999	11	7.1 %
\$35K-\$39,999	3	1.9 %
\$40K-\$44,999	6	3.8 %
\$45K-\$49,999	5	3.2 %
\$50K-\$74,999	13	8.3 %
\$75K+	6	3.8 %
Total	156	100.0 %

Q29. Including yourself, how many people live in your household?

Q29. How many people live in your household	Number	Percent
1	96	47.1 %
2	48	23.5 %
3	14	6.9 %
4	5	2.5 %
5	8	3.9 %
6	5	2.5 %
7+	2	1.0 %
Not provided	26	12.7 %
Total	204	100.0 %

WITHOUT NOT PROVIDED**Q29. Including yourself, how many people live in your household? (without "not provided")**

Q29. How many people live in your household	Number	Percent
1	96	53.9 %
2	48	27.0 %
3	14	7.9 %
4	5	2.8 %
5	8	4.5 %
6	5	2.8 %
7+	2	1.1 %
Total	178	100.0 %

A graphic consisting of a dark blue horizontal bar. On the left side of the bar, there is a white circle containing the number '5' in a dark blue font. To the right of the circle, the text 'Survey Instrument' is written in a white, bold, sans-serif font.

5 Survey Instrument

2024 Cherriots LIFT Survey

1. Are you the customer using Cherriots LIFT, or are you the caretaker or family member of the Paratransit customer?

___(1) Customer ___(2) Caretaker *[Please answer the remaining questions on behalf of the customer.]*

2. Do you require a Personal Care Assistant (PCA) to travel with you?

___(1) Yes ___(2) No ___(3) Sometimes

3. What type of trip do you take most often on Cherriots LIFT? *[Please select only one.]*

___(1) Work ___(4) Leisure/Social/Recreation ___(7) Other: _____
 ___(2) Education ___(5) Shopping
 ___(3) Healthcare ___(6) Religious activities

4.	All things considered, how likely would you be to recommend riding LIFT to a friend or neighbor? <i>[Please circle your answer with 10 being "Very Likely" and 1 being "Not at All Likely."]</i>	10	09	08	07	06	05	04	03	02	01
-----------	--	----	----	----	----	----	----	----	----	----	----

5. Are you aware that the pick-up window for trips you schedule is 30 minutes prior to your scheduled pick-up time?

___(1) Yes ___(2) No

6. Are you aware that if you do not board the vehicle within 5 minutes of the vehicle arriving that you can be marked as a No-Show and the vehicle can depart the location?

___(1) Yes ___(2) No

7. How many minutes do you feel is acceptable for a vehicle to arrive beyond the scheduled pickup window?

___(1) 1-5 min ___(3) 11-15 min ___(5) 21-25 min
 ___(2) 6-10 min ___(4) 16-20 min ___(6) 26-30 min

8.	Please indicate how much you agree or disagree with the following statements. <i>[Please circle only one answer per line.]</i>	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01.	The vehicles usually pick me up within the scheduled 30-minute pickup window.	5	4	3	2	1	9
02.	Cherriots LIFT can take me to the places I need to go.	5	4	3	2	1	9
03.	I can schedule a trip for the time and day I need to travel.	5	4	3	2	1	9
04.	Scheduling a trip is easy and convenient.	5	4	3	2	1	9
05.	The vehicle gets me to my destination in a reasonable amount of time.	5	4	3	2	1	9
06.	Cherriots LIFT service is priced fairly.	5	4	3	2	1	9
07.	I understand Cherriots' available routes and I am confident navigating the system.	5	4	3	2	1	9
08.	I repeat Cherriots messages to those I believe would benefit from the information.	5	4	3	2	1	9
09.	When contacting Cherriots customer service by phone, my calls are answered promptly.	5	4	3	2	1	9
10.	Cherriots' call center representatives are helpful and courteous.	5	4	3	2	1	9

9. How satisfied are you with the overall quality of Cherriots' communications material?

___(5) Very satisfied ___(3) Neutral ___(1) Very dissatisfied
 ___(4) Satisfied ___(2) Dissatisfied

10. Have you contacted Cherriots's customer service with a question, concern or complaint in the last three months?

___(1) Yes [Answer Q10a.] ___(2) No [Skip to Q11.]

10a. Was your issue resolved?

___(1) Yes ___(2) No

11. On a scale of 1-5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," how satisfied are you with the overall performance of Cherriots' customer service staff?

___(5) Very satisfied ___(3) Neutral ___(1) Very dissatisfied
 ___(4) Satisfied ___(2) Dissatisfied

12. Please indicate how much you agree or disagree with the following statements. [Please circle only one answer per line.]	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
1. I feel safe when boarding the vehicle.	5	4	3	2	1	9
2. I feel safe when riding the vehicle.	5	4	3	2	1	9
3. The vehicles are clean.	5	4	3	2	1	9
4. The vehicles are comfortable.	5	4	3	2	1	9
5. LIFT operators are friendly.	5	4	3	2	1	9
6. LIFT operators are helpful.	5	4	3	2	1	9
7. LIFT operators drive safely.	5	4	3	2	1	9

13. Please indicate how much you agree or disagree with the following statement. "Vehicle wheelchair lifts are consistently in working order." [Please select "Not Applicable" if you do not use the wheelchair lifts.]

___(5) Strongly agree ___(3) Neutral ___(1) Strongly disagree
 ___(4) Agree ___(2) Disagree ___(9) Not applicable

14. Do you have a wheelchair, scooter, or other mobility device?

___(1) Yes [Answer Q15.] ___(2) No [Skip to Q16.]

15. Please indicate how much you agree or disagree with the following statement. "The operators safely secure my wheelchair, scooter, or other mobility device."

___(5) Strongly agree ___(3) Neutral ___(1) Strongly disagree
 ___(4) Agree ___(2) Disagree

16. On a scale of 1-5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," how satisfied are you with the overall performance of Cherriots LIFT operators?

___(5) Very satisfied ___(3) Neutral ___(1) Very dissatisfied
 ___(4) Satisfied ___(2) Dissatisfied

17. I view Cherriots employees favorably.

___(5) Strongly agree ___(3) Neutral ___(1) Strongly disagree
 ___(4) Agree ___(2) Disagree

18. What are the top 2 most important areas of service for you as a Cherriots LIFT customer? *[Write your answers below in order of importance using the numbers from the list below. For example, if "Fare price" is most important, write "3" in the space next to "1st:" below.]*

1. Safety on the vehicle
2. Vehicles arrive within scheduled pick-up window
3. Fare price
4. Travel time
5. Operators being friendly and helpful
6. Vehicle cleanliness
7. Resolving my concerns or complaints in a timely fashion
8. Scheduling a trip is easy
9. Availability of scheduling staff

1st: ____ 2nd: ____

19. On a scale of 1-5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," how satisfied are you with the overall quality of Cherriots LIFT service?

- (5) Very satisfied (3) Neutral (1) Very dissatisfied
 (4) Satisfied (2) Dissatisfied

20. Are you aware that Cherriots LIFT services may be booked up to 14 days before your trip?

- (1) Yes (2) No

21. How do you take most of your trips?

- (1) In own/family vehicle (4) Medicaid transportation
 (2) Cherriots LIFT vehicle (5) Taxi/Other privately paid transportation
 (3) Cherriots fixed route bus (6) Other: _____

22. How often do you take Cherriots LIFT service trips?

- (1) 5+ days per week (3) 1-2 days per week (5) Once a month or less
 (2) 3-4 days per week (4) 2-3 times per month

23. How often do you ride Cherriots Fixed Route Buses?

- (1) 5+ days per week (3) 1-2 days per week (5) Once a month or less
 (2) 3-4 days per week (4) 2-3 times per month

24. The Cherriots system provides value to the community.

- (5) Strongly agree (3) Neutral (1) Strongly disagree
 (4) Agree (2) Disagree

25. Please indicate how much you agree or disagree with the following statements. <i>[Please circle only one answer per line.]</i>		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Cherriots manages their financial resources appropriately.	5	4	3	2	1
2.	The community should consider increasing funding in order to improve service.	5	4	3	2	1

26. What is your age?

- | | | |
|--|--|---|
| <input type="checkbox"/> (01) 15 to 19 years | <input type="checkbox"/> (06) 40 to 44 years | <input type="checkbox"/> (11) 65 to 69 years |
| <input type="checkbox"/> (02) 20 to 24 years | <input type="checkbox"/> (07) 45 to 49 years | <input type="checkbox"/> (12) 70 to 74 years |
| <input type="checkbox"/> (03) 25 to 29 years | <input type="checkbox"/> (08) 50 to 54 years | <input type="checkbox"/> (13) 75 to 79 years |
| <input type="checkbox"/> (04) 30 to 34 years | <input type="checkbox"/> (09) 55 to 59 years | <input type="checkbox"/> (14) 80 to 84 years |
| <input type="checkbox"/> (05) 35 to 39 years | <input type="checkbox"/> (10) 60 to 64 years | <input type="checkbox"/> (15) 85 years and over |

27. What is your gender? (1) Male (2) Female (3) Other: _____

(4) Prefer not to say

28. What is your race/ethnicity? [Check all that apply.]

- | | |
|--|---|
| <input type="checkbox"/> (01) Asian or Asian Indian | <input type="checkbox"/> (05) Native Hawaiian or other Pacific Islander |
| <input type="checkbox"/> (02) Black or African American | <input type="checkbox"/> (06) Hispanic, Spanish, or Latino/a/x |
| <input type="checkbox"/> (03) American Indian or Alaska Native | <input type="checkbox"/> (99) Other: _____ |
| <input type="checkbox"/> (04) White or Caucasian | |

29. Which category best describes your total annual household income?

- | | |
|--|--|
| <input type="checkbox"/> (1) \$25,000-\$29,999 | <input type="checkbox"/> (5) \$45,000-\$49,999 |
| <input type="checkbox"/> (2) \$30,000-\$34,999 | <input type="checkbox"/> (6) \$50,000-\$74,999 |
| <input type="checkbox"/> (3) \$35,000-\$39,999 | <input type="checkbox"/> (7) \$75,000 or more |
| <input type="checkbox"/> (4) \$40,000-\$44,999 | <input type="checkbox"/> (8) Prefer not to say |

30. Including yourself, how many people live in your household? _____ people

31. As a thank you for fully completing the survey, you can enter your contact information below to be entered into a drawing for one (1) of two \$250 Visa gift cards. Would you like to be entered into the drawing?

- (1) Yes [Answer Q31a.] (2) No

31a. Please provide your contact information.

First Name: _____

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for taking our survey!

Your response is very important to us.

Please return your completed survey in the enclosed postage paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061



